

Residents invited to reimagine the North Gateway

(Penticton, BC – April 21, 2021) – First impressions matter and the City wants to make the right one as people enter the community from the north. Council gave staff the green light at their meeting yesterday to begin to involve the community in a plan for redevelopment and investment in the North Gateway lands. These lands surround the SOEC complex and Penticton Trade and Convention Centre and are bordered by Riverside Drive to the north and west, Power St. to the east and Hwy 97 to the south.

“Within the plan area, large underutilized parcels of land have the opportunity to contribute positively to the future growth and development of this area,” said the City’s General Manager of Community Services, Anthony Haddad. “With its location surrounded by natural amenities such as Okanagan Lake, the river channel and the golf course lands, the North Gateway provides a unique opportunity for our community.”

The plan will look at Land Use & Density, Form & Character, Infrastructure & Amenities, Wayfinding & Entrance Signage and Transportation. Critical to the success of the plan will be working closely with the landowners, community stakeholders and surrounding community. Efforts to date have focused on consulting area landowners and the City is now ready to open the conversation to hear from the community.

“The first round of engagement will invite the community, landowners and stakeholder organizations to provide staff with an understanding of how people use this area, why they use it and how it can be improved to help shape the long-term vision for the area,” said Haddad.

Residents will have the opportunity to provide input into an online mapping activity, complete a feedback form and submit ideas for one month beginning April 21 and ending May 19. More information about the project and process, and the engagement activities can be found at shapeyourcitypentiction.ca/north-gateway. Citizens who are not online can provide their suggestions at the shapeyourcitypentiction.ca kiosk at the Penticton Public Library.

“Council is excited about the potential of this area and hope that the community will get involved in this visioning exercise,” said Mayor John Vassilaki.

Once input is gathered from stakeholders and the community, staff will prepare a draft plan that will be reviewed again with the community before it is shared with Council for a decision.

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