

Feedback sought for El Rancho OCP Amendment proposal

(Penticton, BC – May 31, 2024) – Residents are invited to learn more and share their feedback about an Official Community Plan (OCP) amendment application for the properties at 813, 825 and 877 Westminster Ave W, collectively known as the El Rancho property.

In 2021, Council supported changing the OCP designation from Tourist Commercial to its current designation of Urban Residential. In 2022, Council supported a comprehensive development zone for the property. However, that zoning bylaw remained at 3rd reading and was never adopted.

"The property has been in front of Council several times over the past few years, but the proposal today remains similar to what was approved by Council in 2022," said Blake Laven, Director of Development Services with the City of Penticton. "Due to recent changes in provincial legislation, the applicant is proposing to revert the future land use designation from Urban Residential back to Tourist Commercial but will still allow for some long-term residency. We're inviting the community to share their feedback on whether this use is what they envision at this location."

The proposal is for a 300+ unit, mixed-use development that would offer a combination of short-and long-term residencies, with the potential for some other minor commercial uses. The applicant is proposing to amend the OCP designation back to Tourist Commercial and rezone the lands to entirely Tourist Commercial, with site specific amendments to support the proposed scale of the development as well as allow long-term residency – which isn't typically permitted in a Tourist Commercial zone.

The City has initiated the procedure for Community Engagement for OCP Amendments to ensure residents are aware of the proposal and the opportunities to get involved. Letters are being mailed to homes and businesses in the area and a sign is being installed on the subject property. The staff report, map, conceptual drawings and feedback form are available at www.shapeyourcitypenticton.ca. Paper copies are also available at the Shape Your City kiosk at City Hall (171 Main St.) during regular business hours. The City will collect feedback on the El Rancho proposal until Sunday, June 23, 2024.

Questions about the application can be sent to planning@penticton.ca or call 250-490-2501.

Media Contact:

250-490-2339

communications@penticton.ca