

Learn about proposed Penticton Trade and Convention Centre land use changes

(Penticton, BC – March 4, 2026) – All residents are invited to attend an information session on Monday, March 9 at the Penticton Trade and Convention Centre to learn more about proposed land use changes that could enable a future attached hotel – if and when the time is right.

“We encourage residents to take part and share their perspectives as we explore some options and seek feedback on this important topic. Ultimately, the choice will belong with voters on October 17, 2026, and we want to ensure everyone has the information needed to make an informed choice,” says Blake Laven, general manager of Development Services. “We look forward to future discussions that will help shape these lands for years to come.”

On Tuesday, Council reviewed details of the public engagement process, which will fully involve the public and provide clarity ahead of voting on this matter during the General Election in October 2026. Through this process, residents will learn about:

- Benefits and value associated with enabling a future attached hotel that supports the PTCC and local economy.
- The steps required to remove existing land use restrictions and trust conditions.
- Opportunities to adjust and enhance parkland and open space in ways that continue to support community priorities outlined in the North Gateway Plan and Official Community Plan (OCP).
- The broader civic considerations related to the ballot question(s).

Also as part of this process, community input will help shape the final referendum question(s) that will be brought forward for Council approval in June.

An attached hotel has long been identified as a key step to make Penticton more competitive in attracting year-round visitors, supporting local businesses and strengthening the local economy. This work builds on the North Gateway Plan to create a vibrant sports, events and cultural district. However, to lay the groundwork for an attached hotel, two unique land use considerations would be required:

- **1912 trust condition:** In 1912, a portion of the land where the PTCC sits was transferred to the City with a legal condition that it must be used for public recreation, sports, parks, exhibitions and other public purposes. In order to use this land for something not listed in the trust, such

as a hotel, it requires the assent of the electors (referendum). In 1912, municipalities lacked the zoning powers they have today, so trust conditions were commonly used to control land use. Modern zoning now regulates land use more effectively and includes public input, without requiring a full referendum.

- **Dedicated parkland:** Some adjacent areas next to the PTCC are dedicated parkland. Amending these areas to allow for an attached hotel also requires approval of the electors.

This conversation is about *land readiness*, not approving a specific hotel. Any future hotel proposal would be subject to a full public process and regulatory approvals.

In the coming weeks and months, the City will host information sessions and pop-up booths. Materials will include maps, an updated FAQ and a feedback form. Residents can learn more and provide comments at shapeyourcitypenticton.ca.

INFORMATION SESSION EVENT DETAILS

Date: Monday, March 9 from 4-6 p.m.

Optional: Area walking tours at 4:30 p.m. and 5:30 p.m.

Location: Penticton Trade & Convention Centre, 273 Power Street

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