

Council endorses framework for new Downtown Plan

(Penticton, BC – July 28, 2026) – At its meeting on Tuesday, July 14, Penticton City Council endorsed the Downtown Plan framework, which outlines the process for developing a new Downtown Plan.

The plan will set a long-term vision for downtown and help guide future growth, investment and improvement projects. It will also help ensure community priorities shape decisions about downtown's future.

In collaboration with the Downtown Penticton Business Improvement Association, the project will begin with an initial phase of community engagement to learn what people value about downtown and what opportunities they see for the area.

"Downtown is the heart of our community," said Mayor Julius Bloomfield. "As we plan for its future, we want to hear from residents, businesses and visitors about what they value most and what opportunities they see for the years ahead. Their input will help shape a shared vision for downtown Penticton."

Council approved the previous Downtown Plan in 2013. The plan helped guide improvements over the past decade, including investments in public infrastructure and upgrades to Main Street and Martin Street, Gyro Park event infrastructure and the redevelopment of the Landmark Cinema, new breweries, new housing units and provided the framework for the entertainment district development (recently renamed 'The Blocks') the City has seen along Westminster and Winnipeg Street. In 2019, council adopted a new Official Community Plan, which incorporated key elements of the Downtown Plan.

"This is an important project that will help guide long-term decisions about downtown land use, infrastructure, public spaces and parking," said Steven Collyer, Housing and Policy Initiatives Manager. "What we hear from the community during the first phase of engagement will help both the City and the Downtown Penticton Business Improvement Association better understand what people value about downtown, where some of the gaps exist and identify potential initiatives to explore in future phases of the project that will help contribute to the future success of our downtown."

The Downtown Plan framework includes three phases of community engagement to help shape and refine the plan. Staff will also collect data and work closely with the Downtown Penticton Business Improvement Association and other community groups to ensure the plan reflects a range of community perspectives.

"Downtown Penticton is more than a place - it's where our community comes together," said Shawna Tinga, Executive Director of the Downtown Penticton Business Improvement Association. "It's where we gather, connect, support local businesses, and create memories. The Downtown Plan is an opportunity for all of us

to help shape its future and ensure downtown continues to be a vibrant destination and experience for generations to come.”

The first phase of engagement is expected to launch in August 2026. Staff will share a summary of the engagement results with council and the public before the end of the year. The final Downtown Plan is expected to be completed in late 2027.

Parking lot improvements

While parking is one element that will be explored through the Downtown Plan process, Council also heard about upcoming improvements to City-owned downtown public parking lots at its July 14 meeting. Details about those improvements are available in the [council report](#).

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Contact:

250-809-5623

communications@penticton.ca