

City launches first phase of engagement for new Downtown Plan

(Penticton, BC – October 28, 2026) – The City of Penticton is inviting residents, businesses, property owners and visitors to help shape the future of downtown by participating in Phase 1 of engagement for a new Downtown Plan.

The Downtown Plan will establish a clear, long-term vision for downtown Penticton and help guide future growth, investment and improvement projects over the next 20+ years. The plan will address topics such as land use, infrastructure, public spaces, parking and economic vitality, while reflecting the community's vision and priorities for downtown's future.

The City's previous Downtown Plan was completed in 2013. Since then, downtown has experienced significant change and growth, and a new plan is needed to reflect current opportunities, challenges and community aspirations.

In September 2026, Council endorsed the Downtown Plan Framework, which outlines the process for creating the new plan and includes multiple phases of community engagement. The final Downtown Plan is expected to be presented to Council for consideration in late 2027.

Phase 1 of engagement is focused on listening and learning. Through an online survey and outreach activities, the City is seeking feedback on:

- What people value most about downtown today
- What opportunities people see to make downtown even better in the future

"This first phase is about understanding community perspectives and building a foundation for future conversations," said Steven Collyer, Housing and Policy Initiatives Manager. "What we hear from the community will help identify key themes and priorities for the next phases of engagement and the development of the Downtown Plan."

Feedback gathered during Phase 1 will help inform future discussions on topics that may include land use, public spaces, infrastructure, parking, economic development and community safety.

"The future of downtown should be shaped by the people who experience it every day," said Shawna Tinga, Executive Director of the Downtown Penticton Business Improvement Association. "Our businesses, property owners, residents and visitors all see downtown from a different perspective, and this is our opportunity to bring those voices together. I encourage everyone to take a few minutes, share what matters to you and help us build a Downtown Penticton we're excited about for the next 20 years."

Community members are encouraged to complete the online survey and learn more about the project by visiting shapeyourcitypenticton.ca.

The survey will be available at shapeyourcitypenticton.ca/downtown-plan until Sunday December 6, 2026.

What to know:

- Share your feedback through a short online survey
- Feedback will help guide a shared vision for downtown Penticton
- Survey closes Sunday December 6, 2026
- Visit: shapeyourcitypenticton.ca/downtown-plan for more information
- Visit us at one of our upcoming pop-up engagement events:
 - Nightmare on Front Street: Friday, Oct. 30, from 3 -7 p.m.
 - Penticton Farmers' Market: Saturday, Oct. 31, from 9 a.m. – 12 p.m.
 - Additional pop-up engagement opportunities will be announced on our social media

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