



Downtown Revitalization Implementation Strategy

May 2026



Downtown Vision

Downtown Peachland is a dynamic and lively community hub. It fosters a strong year-round economy and meets the evolving needs of Peachland by embracing change and new development. With its history and waterfront beauty, it attracts residents and visitors of all lifestyles, ages and abilities to live, work, gather and play. Downtown Peachland offers a wide variety of services and housing choices, creates new opportunities for small business, shopping, recreation, tourism and hospitality, while still offering a unique small-town charm.

10 Guiding Policy Principles



Mixed Use Growth Area



Change is Supported



Tourism and Hospitality



History and Sense of Place



Community and Connections



Waterfront



Economic Viability



Advocacy and Partnerships



Pedestrian Scale



Okanagan Connections

BIG MOVE 1

Update OCP and Zoning to establish land use regulations with clear design expectations that maintain the identity of Downtown Peachland and align with economic feasibility.

- 1A: Adopt New and Clarifying Downtown OCP Policy
- 1B: Develop New Downtown Zoning Regulations

BIG MOVE 2

Actively prioritize and financially invest in the growth and Economic Development of the Downtown.

- 2A: Develop a Downtown-Specific Financial Incentive Program
- 2B: Maintain financial support for an economic development function to promote downtown growth
- 2C: Pursue Partnership and Grant Opportunities
- 2D: Capitalize on Municipal Land

BIG MOVE 3

Modernize Parking Policies.

- 3A: Reduce Minimum Parking Requirements for new Downtown development
- 3B: Initiate Parking Demand Management in Downtown and surrounding Beach Avenue areas

BIG MOVE 4

Activate Public and Pedestrian spaces in Downtown Peachland.

- 4A: Expand and Activate Space for People
- 4B: Improve Wayfinding and Traffic Calming

BIG MOVE 5

Invest in improved active transportation connections to and within the Downtown.

- 5A: Fund Active Downtown Transportation Improvements with a Capital Spending Program

Executive Summary

The **Downtown Revitalization Implementation Strategy (DRIS)** process was undertaken to create an action-oriented plan to guide future investment, development, and infrastructure improvements that will position downtown Peachland for long-term growth and success. The DRIS confirms and articulates an updated vision, objectives, and actions for downtown Peachland, with a focused emphasis on implementation and economic viability to enable housing growth and improve downtown vitality.

DRIS builds on the previous 2010 Sustainable Downtown Plan with a set of Guiding Policy Principles and Big Moves alongside a detailed action plan. The aims are to enable housing growth, support local business, and enhance public spaces. Importantly, the DRIS provides an implementable road map to update District policies and regulations, and take other actions that will support economically viable development and revitalization in the downtown. The DRIS project aligns with several of Council's strategic objectives including increasing housing choice, undertaking infrastructure improvements for downtown vibrancy, and enabling development through the broader Downtown neighbourhood to encourage a walkable, vibrant, and economically sustainable Peachland.

The DRIS process was informed with the involvement of a Task Force as well as multiple touchpoints with Council. Broader community engagement was undertaken in 2025. This was combined with extensive research into existing downtown context, alongside economic feasibility testing. These approaches and inputs were intended to ensure that recommendations align with community priorities, existing context, and market realities.

The core of DRIS is the Downtown Vision, 10 Guiding Policy Principles and 5 Big Moves. These are contained on the following page. Included in this report is a detailed action plan to support implementation of the Big Moves. These Big Moves are intended to be actioned as quickly as possible, with Official Community Plan and Zoning Bylaw amendments recommended to be implemented first. A set of draft Design Guidelines developed specifically for the Downtown (intended to be incorporated into the OCP) accompany this plan.

Acknowledgments

The District of Peachland DRIS was developed under the direction of the District of Peachland with support by Urban Systems. The District of Peachland would like to acknowledge District Staff, Mayor and Council, and the Downtown Revitalization Task Force for their input in the development of this Strategy.

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- ◆ Patrick Van Minsel, Mayor
- ◆ Keith Thom, Deputy Mayor
- ◆ Alena Glasman, Councillor
- ◆ Ali Bani-Sadr, Councillor
- ◆ David Collins, Councillor
- ◆ Randy Brophy, Councillor
- ◆ Rick Ingram, Councillor
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- ◆ Deb Maxwell
- ◆ Ken Janes
- ◆ Alena Glasman
- ◆ Dave Collins
- ◆ Terry Condon

We would like to thank all the stakeholders that participated in providing input. We would also like to thank District staff not listed who made useful contributions directly and indirectly to the completion of this project. This project would not have been possible without your assistance.

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01

Introduction

Background

Downtown Peachland is the economic, social, civic, and cultural focal point of the community. It is where residents can connect, small businesses locate, community events take place, and visitors experience Peachland's unique character and waterfront setting. The growth and prosperity of the downtown has a direct impact on the rest of the community.

The land on which Downtown Peachland stands has been home to the Syilx/Okanagan People since time immemorial. European settlers arrived in the late 1800s, and the buildings and patterns of development that emerged from that era continue to shape the character and identity of the downtown. Despite its rich character and prime location on Okanagan Lake, downtown has seen limited growth in recent decades, with new residential development occurring in the surrounding hillsides and key community services such as the post office and library relocating to the Peachland Centre shopping area.

Population projections established in the 2018 Official Community Plan have not been realized. Downtown Peachland presents an excellent opportunity to accommodate future population growth, offering flat, serviced, centrally located land with access to the lake and stunning views. It is ideal for increased residential density and a variety of housing forms that place residents in close proximity to services and amenities.

In 2010, the District of Peachland approved the **Sustainable Downtown Peachland Plan**. This was initiated to generate a consensus vision of a vibrant, viable, and uniquely "Peachland" downtown area. The Plan provided important guidance through concept plans, strategies, and implementation actions that continue to inform community planning today. That plan was rooted in ecological and sustainable development principles and articulated through high level 'design strategies' intended to guide outcomes for each of six precincts.

The realization of the Sustainable Downtown Peachland Plan faced several challenges over the years and a resulting delay in implementation. Some of these challenges include objectives which were too broad, limited development activity, the complexity of necessary development approvals, ownership patterns combined with the unique configuration of downtown lot fragmentation, and the absence of a dedicated champion to drive the plan forward. Additionally, market conditions following completion of the plan were not as robust as anticipated which created a significant hurdle.

About the DRIS

The **Downtown Revitalization Implementation Strategy (the DRIS)** was initiated to build on the vision and goals developed through the Sustainable Downtown Peachland Plan (2010), but with a distinct focus on establishing an action-oriented plan to guide future investment, development, and infrastructure. This is to position downtown Peachland for long-term growth and success. It is a non-statutory action plan that re-establishes the future vision and strategic objectives to support the revitalization of downtown Peachland.

Redevelopment in Downtown Peachland has been a longstanding policy objective. Realizing this will be influenced by several factors and trends such as population changes, strategic investment, District collaboration with third parties, and economic conditions. The context for drafting a downtown revitalization plan has evolved since 2010, particularly when confronting the questions of how to develop policy changes that will attract new developments, increase diversity of residents and visitors, offer access to daily needs, and provide opportunities for active and lively public spaces while maintaining the community's small-town character.

The post-COVID era has introduced a distinct set of market challenges to downtown Peachland. Construction costs have risen sharply, challenging development pro formas and making it more difficult for projects to achieve financial

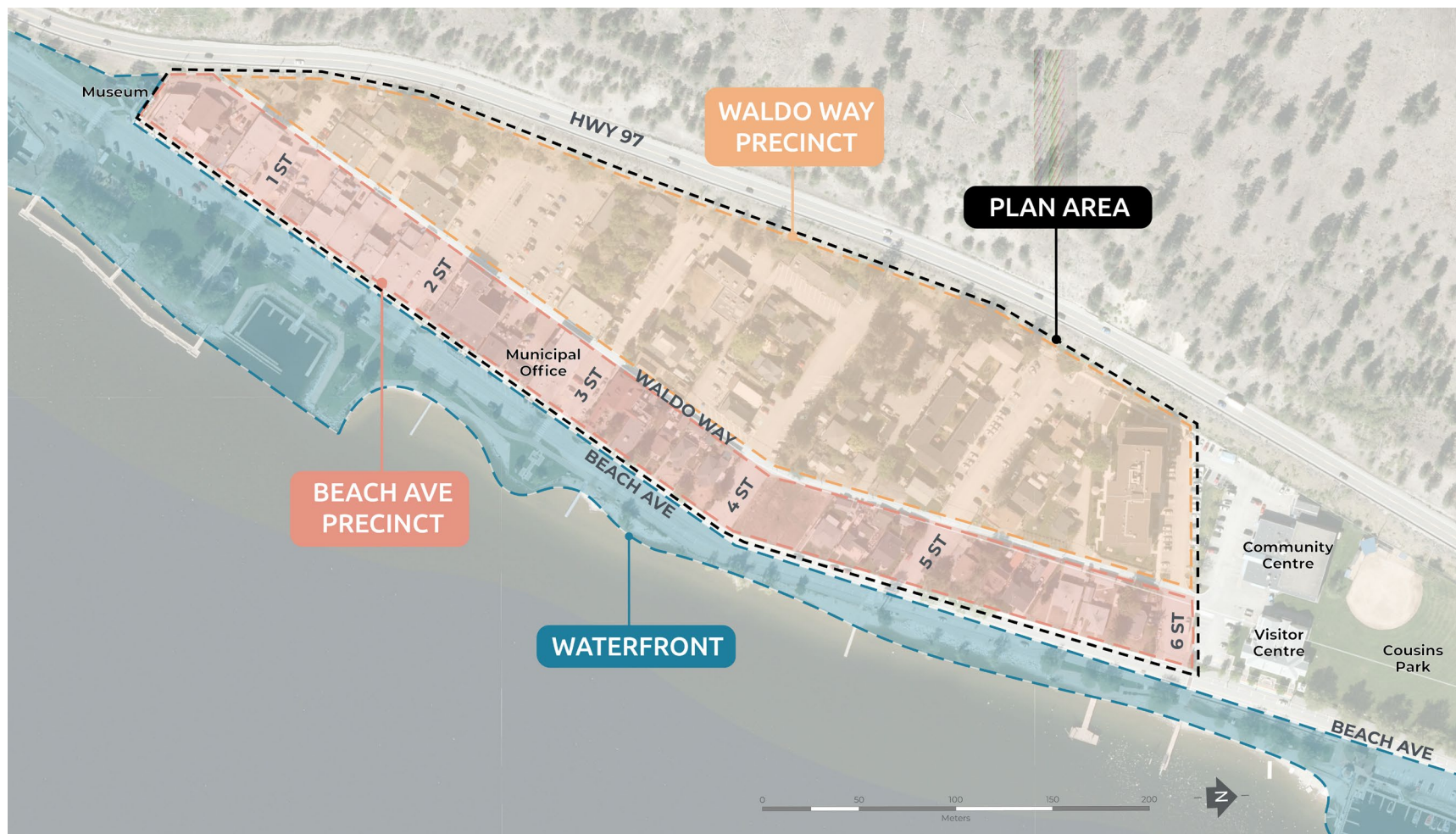
feasibility. Inflationary pressures, elevated interest rates, and tightening lending conditions have further dampened developer appetite for the type of development that downtown Peachland would most benefit from. Shifts in consumer behaviour have also accelerated the decline of traditional retail, making it harder to attract and retain ground-floor commercial tenants that are able to pay commercial rents required to carry projects in new mixed-use developments. Recognizing the implementation challenges of the 2010 Plan, alongside this new economic environment, is essential to making the implementation of this strategy more focused and effective moving forward.

The DRIS identifies clear and actionable recommendations to be taken for downtown Peachland as a whole, framed around 10 interrelated Guiding Policy Principles and 5 Big Moves. The Big Moves are supported by a detailed action plan which breaks down the Big Moves into smaller actions. In particular, it includes an emphasis on re-establishing design guidelines for downtown Peachland to align expectations for the built environment with the values and guiding principles underpinning this Strategy, to support carrying forward existing Downtown character. Coinciding with this are detailed land use regulation recommendations and details to improve the regulatory framework guiding growth.

Strategy Area

Downtown Peachland extends from the intersection of Beach and Princeton Avenues and Highway 97 north to 6th Street and the 'Civic Precinct' (Community Centre and Peachland Historic School). The DRIS boundary encompasses the lands located south of Highway 97 and north of Beach Avenue, spanning from 1st Street to 6th street ([Figure 1](#)).

Figure 1: Strategy Area Overview



Project Process and Engagement

Project Process

The DRIS was developed through four sequential phases, each building on the findings and engagement of the last. Throughout the process, the project team worked closely with District staff, Council, a dedicated Task Force and the broader public to ensure the Strategy reflects a shared understanding of downtown's challenges and opportunities.

DRIS Task Force was involved throughout the project to ensure DRIS is grounded in the interests of the Peachland community (details of the Task Force involvement are discussed further in [Section 3](#)). The project process was deliberately iterative, using each phase to test ideas, gather feedback, and progressively refine the vision and guiding principles that form the foundation of this Strategy.



Phase 1 Project and Task Force Initiation

Phase 1 focused on establishing a solid foundation for the project.

The project team undertook a comprehensive review of existing policy documents and background studies including the 2010 Plan for Downtown Peachland, the 2018 Official Community Plan, and the District's Housing Needs Assessment to develop a clear understanding of downtown's existing conditions, opportunities, and constraints. Concurrently, a Terms of Reference was prepared to define the role and mandate of the DRIS Task Force, setting the terms for stakeholder involvement in the phases that followed.

Phase 2 Land Use Economics and Evaluation

Phase 2 involved an in-depth analysis of the downtown economic landscape and redevelopment conditions to support informed decision-making and policy development.

The project team completed a Land Use Economics and Financial Analysis, and a Retail Demand Analysis, assessing commercial demand and developing pro forma scenarios for three downtown test sites. Interviews with developers and realtors were conducted to identify barriers to project viability and explore opportunities for investment. The project team also examined land limitations, opportunities, and potential acquisition or disposition options to better understand the levers available to the District in supporting redevelopment.

Phase 3 Visioning, Land Use, and Urban Design Concepts

Phase 3 focused on developing a shared vision for downtown Peachland and building the policy and design framework that underpins this Strategy.

This phase involved significant collaboration with the 13-member DRIS Task Force, with whom the project team held seven meetings including two design workshops focused on the Beach Avenue and Waldo Way precincts respectively. These sessions explored community goals for downtown, tested future land use and urban design options, and generated ideas for achieving downtown Peachland's vision. Discussions also considered existing conditions and the trade-offs inherent in different approaches to growth and change in downtown Peachland.

To support these conversations, the project team developed conceptual urban design renderings and sketches, volumetric massing, and parking analysis to illustrate how different policy directions could translate into built form outcomes. Infrastructure analysis was also undertaken during this phase to ensure that land use direction was grounded in servicing realities.

Council engagement on draft DRIS content also occurred during this phase, providing Council with the opportunity to review the draft Vision, Guiding Policy Principles, and Big Moves and offer feedback ahead of final strategy development. Initial draft sections of the DRIS were presented to the Task Force for review and comment. Sections of the draft DRIS were also presented to the broader public at Peachland's Annual Community Open House and BBQ, where display boards and engagement activities were used to gather feedback on preliminary directions for the DRIS and draft content.

Phase 4 Final Strategy Development

The final phase synthesized the findings, analysis, and engagement outcomes from all previous phases into an actionable strategy.

Key tasks undertaken during this phase included finalizing the land use and zoning framework, refining the Big Moves and detailed actions based on Task Force and Council feedback, and completing the Design Guidelines to provide clear direction for future development.

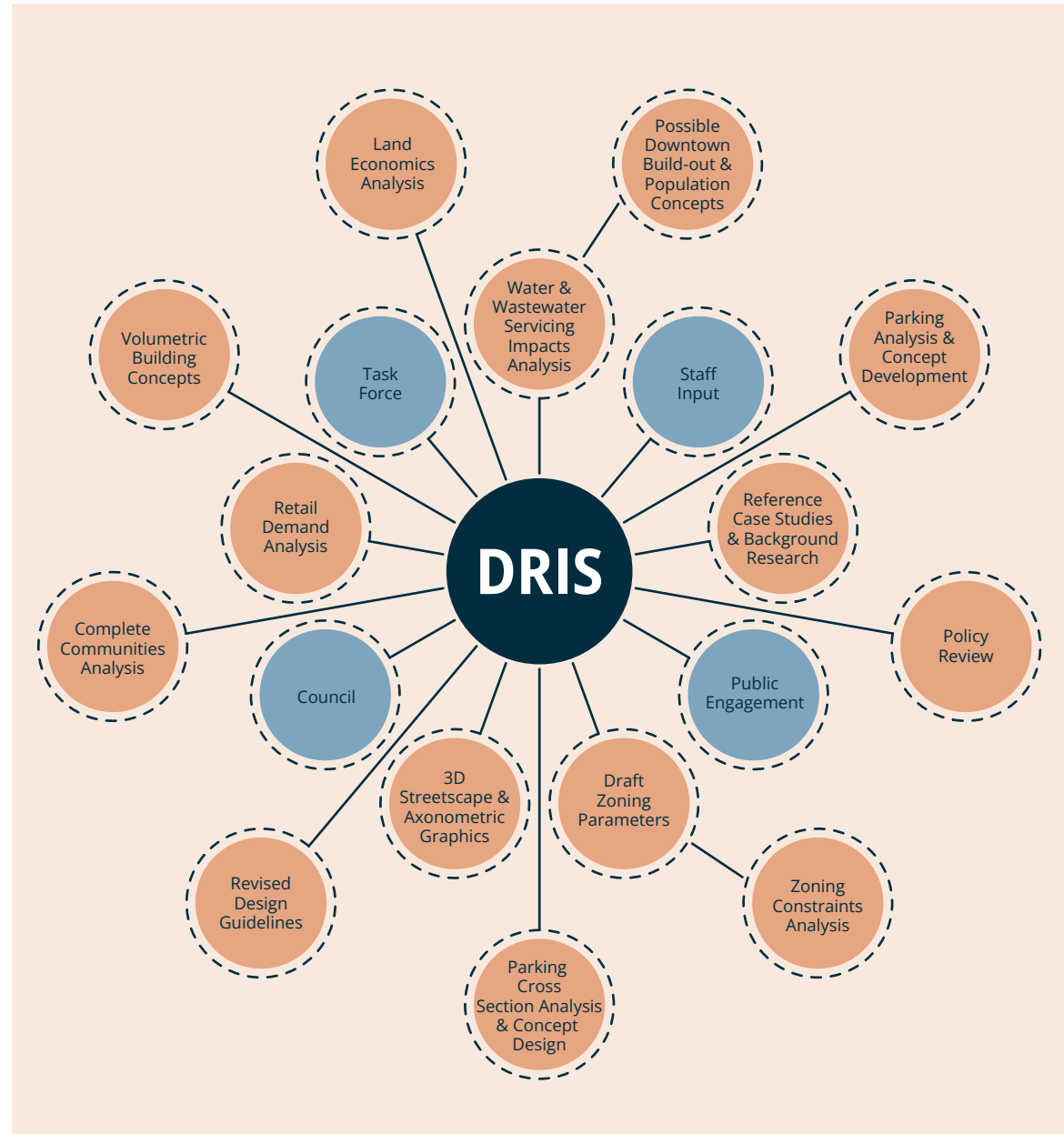
A draft Strategy was circulated to District staff for review and comment, and feedback received informed a final round of revisions. The Strategy was subsequently presented to the community and brought forward to Council for endorsement on May 12, 2026. The DRIS provides the District with an implementable set of land use, zoning, and policy actions, grounded in technical analysis and shaped by community engagement, to guide the revitalization of downtown Peachland.

The recommendations in this Strategy are grounded in a substantial body of technical analysis, engagement, and policy review carried out over the course of the project.

The graphic to the right illustrates the breadth of inputs that informed the DRIS, from land economics and retail demand analysis, water and wastewater servicing analysis, parking analysis, volumetric building concepts, zoning analysis, public engagement, Task Force and Council input, and a comprehensive review of key policy documents. Together, these inputs provide the District with an evidence-based foundation for land use decisions, strategic infrastructure investment, and a community-supported vision for downtown Peachland.

Policy review included:

- ◆ Active Transportation Plan
- ◆ OCP
- ◆ Zoning Bylaw
- ◆ 2010 Sustainable Downtown Plan
- ◆ 2016 Parking Strategy
- ◆ Parks and Recreation Master Plan
- ◆ Council Strategic Priorities



Engagement

DRIS Task Force

The District of Peachland recognizes the importance of local leadership in developing a vision for downtown Peachland. The District established a Downtown Revitalization Implementation Strategy Task Force (Task Force) to serve and represent the community as an advisory group for undertaking the DRIS.

The Task Force met seven times between January 2024 and November 2024 and was involved in all key stages of the development of the DRIS. At each stage, the Task Force engaged in the review and visioning for the DRIS, ensuring that it reflected the needs of the community. The Task Force provided input and feedback to Council and District Staff on the overall content of the DRIS including the analysis of economic viability, planning policy, and potential land use options.

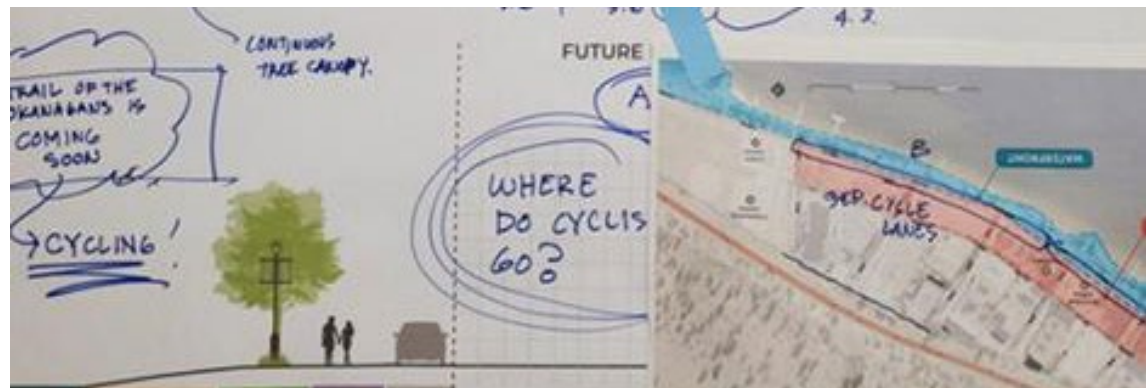
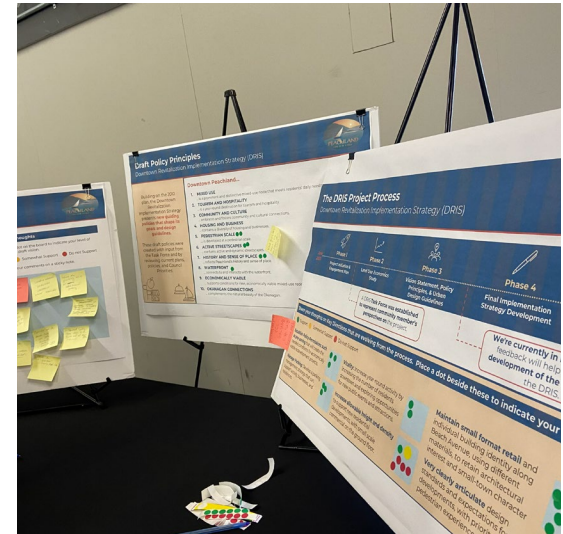


Table 1: DRIS Task Force Meeting Overview

Meeting Location and Date	Meeting Details
Peachland Council Chambers, January 25, 2024	Project Kick-off (Presentation Style)
Peachland Council Chambers, February 12, 2024	Review of Phase 2 Findings (Presentation Style)
Peachland Council Chambers, February 26, 2024	Visioning and Urban Design Principles (Presentation Style)
Peachland Firehall, April 16, 2024	Beach Avenue Design (Charette)
Peachland Old School House, May 13, 2024	Waldo Way Design (Charette)
Peachland Council Chambers, November 18, 2024	DRIS Draft Plan Review with the DRIS Task Force (Presentation Style)
Peachland Council Chambers, April 23, 2025	DRIS Big Moves Review with the DRIS Task Force (Presentation Style)

Council and Community Engagement

Council and community engagement were vital components for informing the DRIS and ensuring that the Strategy meets community needs and aspirations. The following is a summary of the various ways Council and the public were engaged and informed through the DRIS project.



How We Engaged

Mayor's BBQ Community Event

The project team hosted a pop-up booth at the Mayor's BBQ event on June 11, 2025 at the Peachland Community Centre. The booth included several poster boards that shared information on the DRIS project and gathered feedback on the community's key priorities.

Survey

An online survey was open from June 11 to August 7, 2025 to gather feedback on the DRIS. The survey focused on collecting input on what is most important to residents when it comes to housing, transportation, downtown revitalization, economic development, transportation and environment. It also presented the draft DRIS Vision for community feedback. The survey received a total of 252 responses.

Pop-up Events

Two pop-up events were held in the community to raise awareness of the DRIS project and survey and to gather community feedback. Hard copies of the survey were also available at the events.

Locations and dates:

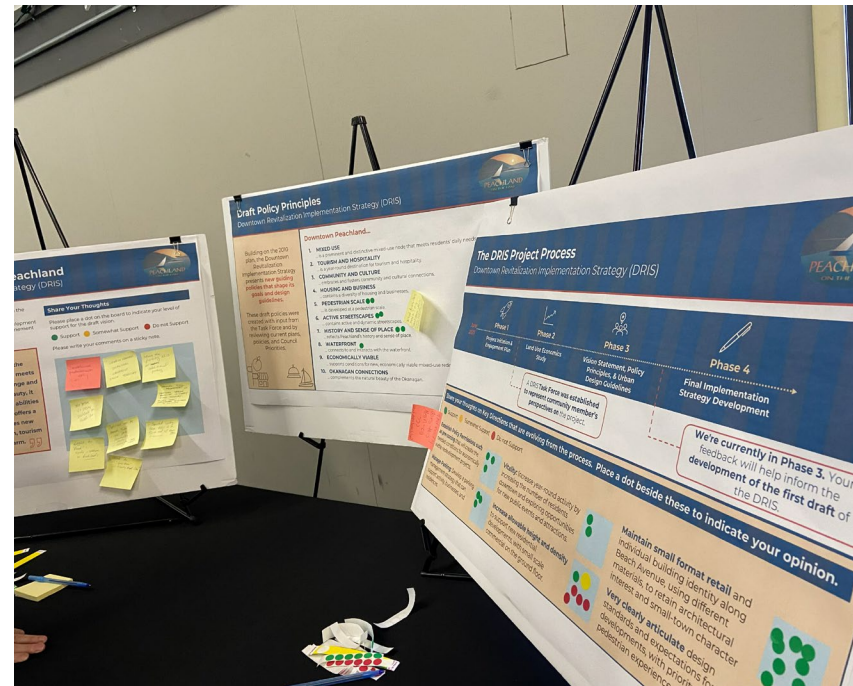
- ◆ July 8 from 11:00 AM to 1:30 PM at the corner of Beach Ave and 6th St
- ◆ July 10 from 11:00 AM to 1:30 PM at the IGA

How We Informed

Project information and engagement opportunities were communicated to the public through the following communication channels:

- ◆ Project website
- ◆ District of Peachland eNews updates
- ◆ District of Peachland Facebook page
- ◆ News releases

For a complete summary of engagement findings, refer to [Appendix A](#).







02

Policy
Context and
Taking Stock

Policy Context

Links to Other District Plans

The District of Peachland maintains a suite of plans, bylaws, and policies that together guide land use and municipal planning decisions. At the top of this hierarchy sits the Official Community Plan (OCP), which establishes the broad vision and long-term direction for how Peachland intends to grow. The OCP operates on a community-wide scale and does not provide the same level of detail as area-specific strategies such as this one. The DRIS sits within this planning hierarchy, translating the OCP's broader intentions into focused direction for the downtown. The Design Guidelines contained within this Strategy function as Downtown Development Permit Area guidelines, providing clear expectations for the form and character of new development in the downtown.

Alignment with Council's Strategic Priorities

The DRIS aligns with several of Council's strategic objectives and contribute to the District's commitment to creating a more complete, compact, and energy efficient community including:

- ◆ Redeveloping the downtown core as well as the surrounding Beach Ave neighbourhood to encourage a walkable complete community with more housing choice and access to daily needs.
- ◆ Making strategic infrastructure investments and improvements.
- ◆ Undertaking property acquisition and disposition, road and sidewalk improvements, and infrastructure expansion.



Taking Stock

Before envisioning what a revitalized downtown Peachland might look like, it is important to understand the conditions that define its current state.

This section takes stock of key existing conditions from population trends, housing, and redevelopment potential, to access to daily needs, transportation and connectivity, as well as existing infrastructure and the physical characteristics of the built environment.

This section also reflects on the plans and studies that have informed the growth of downtown Peachland to date and what has and has not been achieved in that time. Together, these findings provide an important part of the evidence base from which the vision, guiding principles, and big moves of this Strategy are drawn.

Population and Housing Trends

According to BC Stats population estimates, the District of Peachland was home to approximately 6,302 residents in 2025. Peachland's population is projected to continue growing, with estimates ranging from approximately 7,110 to 7,993 residents by 2044. The District's 2024 Interim Housing Needs Report (IHNR) identifies a need for approximately 494 new housing units within the next five years, and 1,650 units over the next 20 years.

The IHNR also identifies more immediate housing pressures, including households experiencing affordability challenges and a need to increase diversity of housing types as well as rental housing supply.

Single-detached housing remains the dominant housing form in Peachland, with approximately 82% of residents owning their home and 18% renting. This imbalance, alongside a low rental vacancy rate, underscores the importance of diversifying housing options.

Downtown Peachland has meaningful potential to contribute to meeting these needs. It is estimated that downtown Peachland could accommodate approximately 550 housing units and about 1,100 additional residents over a 20-year build-out horizon. This number could be potentially more, this estimate is based upon assumed zoning parameters contained within this plan and a 60% build-out based upon those. This represents a significant opportunity to meet Peachland's housing needs, making efficient use of land, servicing, and community infrastructure all while contributing to a more vibrant downtown.



Economic Trends and Redevelopment Potential

Peachland's downtown is highly desirable given its location on Okanagan Lake. However, many of the buildings in downtown Peachland are fully depreciated; redevelopment in the downtown area has not been occurring as it is in other parts of Peachland. Several downtown parcels exhibit a high likelihood of redevelopment based on building age, lot size, and assessed land value, representing an opportunity for redevelopment. To respond to current market conditions and unlock this potential, the DRIS is informed by detailed land economics and financial analysis to ensure that zoning parameters and land use decisions are grounded in market realities. This work has guided updated density provisions, parking standards, and other regulatory changes outlined in the Strategy.

While development remains challenging in the current market, the analyses demonstrate that redevelopment is achievable when supported by appropriate density allowances, flexible parking requirements, and coordinated policy support. These tools create an enabling environment for investment and position downtown Peachland to respond effectively as market conditions strengthen. This may take time. A detailed discussion of these economic and financial considerations is included in [Section 6](#).

Daily Needs

High access to daily needs such as grocery stores, pharmacies, restaurants, schools, parks, and community centers make communities highly livable and attractive for new development and create opportunities to create a complete community. Downtown is not fully meeting daily needs, with gaps in retail, commercial, and service offerings. Mixed-use zoning and an emphasis on encouraging businesses to locate downtown that cater to residents' needs is critical for meeting daily needs of residents as redevelopment occurs. A retail demand and viability analysis was undertaken to understand the economics of retail development in downtown Peachland and can be found in [Section 6](#). Findings from this analysis indicate significant commercial space redevelopment potential downtown. The analysis projects that between 27,000 and 43,000 square feet of additional retail space could be supported in downtown Peachland by 2043, depending on the pace of residential growth, underscoring the direct relationship between adding downtown housing and unlocking new commercial development potential.





Transportation and Connectivity

Downtown Peachland can generally be accessed in one of three ways; these access points being off Highway 97 on 13th Street, off Highway 97 south of downtown and off Beach Avenue east of downtown. Access to Downtown Peachland is currently very vehicle centric. Active transportation connections at key Highway 97 crossings (supporting Trepanier, Ponderosa and Princeton neighbourhoods) require additional improvements to ensure safety and encourage people to walk, cycle and scoot downtown. Additional funding, coordination with Ministry of Transportation, and staff time is required to address these transportation gaps. Improved active transportation infrastructure, such as bike lanes, pedestrian pathways, and safe crossings at Highway 97, are essential for connecting residents in Peachland with daily needs. Enhancing connectivity between downtown and surrounding neighborhoods will help create a more walkable, complete community. The DRIS builds on many of the actions of the Peachland Active Transportation Network Plan (ATNP) to achieve improvements to the accessibility and connectivity of downtown Peachland.

Infrastructure

Gaps in water and wastewater infrastructure are an impediment to significant redevelopment in downtown Peachland. Servicing analysis undertaken to support this strategy assessed the impacts of downtown redevelopment across both systems, modelling the previously noted 60% build-out scenario of approximately 550 units over a 20-year horizon.

Upgrading Peachland's water and wastewater infrastructure is a critically important prerequisite for enabling meaningful downtown redevelopment. Analysis undertaken to support this Strategy confirms that the existing systems have limitations that will need to be addressed in step with growth. Coordinated capital investment will be essential to unlocking the downtown's full potential, and taking this step provides developers with more certainty to better support viable redevelopment scenarios.

The existing sanitary system is capable of accommodating the near-term demands of downtown redevelopment. Over the longer term, completing upgrades identified in the District's Sanitary Master Plan will be necessary to keep pace with broader growth projections. Provided these planned improvements are made the wastewater system is well-positioned to support downtown intensification over the coming 20 years.

The water distribution system presents a more immediate challenge. Several areas of downtown currently fall short of the pressure levels required for adequate fire protection, and the addition of new homes and businesses would place further demand on the network. Targeted upgrades to water distribution infrastructure, across a number of downtown streets including Beach Ave and Waldo Way, will be required to meet fire flow standards and support redevelopment. Addressing these deficiencies is a necessary component of this Strategy.

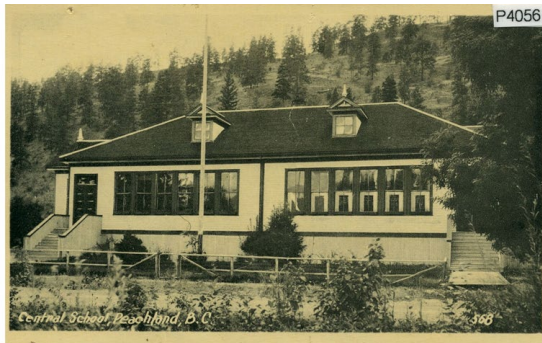
Additional information on the Infrastructure Analysis that informed this Strategy can be found in [Appendix B](#).

Character of Downtown Peachland

“Character” in a planning context refers to the combination of physical attributes such as building scale and materials that impact a person’s experience and give a place its distinct and recognizable identity. In downtown Peachland, character is not the product of a single landmark but has been shaped gradually over more than a century of development. It is expressed in the rhythm of storefronts along Beach Avenue, the modest scale of its buildings, and the presence of several of the District’s founding buildings. Along Beach Avenue, the Peachland Mercantile, Clements Store, the

Peachland Garage, and the Totem Inn represent the town’s earliest commercial development. The United Church, Little Schoolhouse, Museum, and Peachland Historic School are similarly important civic landmarks.

Peachland’s downtown character is central to what makes Peachland a destination and what draws people to live in the community. Identifying and understanding these attributes is an important foundation for guiding how the downtown grows and changes over time.



The character of downtown Peachland, particularly the section of Beach Avenue from the Museum through to 3rd street, can be characterized by the following attributes:

- ◆ A pattern of fine-grained retail stores along Beach Avenue, with five or more small individual commercial retail units per block, each with its own separate entrance from Beach Avenue.
- ◆ Multiple visually distinct buildings per block of Beach Avenue, with facades of different materials, style, and parapet height, representing the historic subdivision pattern of narrow lots.
- ◆ A street wall of 1 to 2 stories with no setback from the sidewalk. (New or taller buildings would be stepped back from the streetwall to maintain this pedestrian scale).
- ◆ A varied mix of architecture, reflecting new and old, anchored by several of the town's earliest buildings — modest in scale and simple in form.

The character attributes described above directly inform the Downtown Peachland Design Guidelines that accompany this Strategy. Design Guidelines provide detailed direction for the implementation of the DRIS and help achieve the guiding policy principles. They are a tool that articulates the design intent and aspirations of the District, and will assist Council, City Staff, landowners, developers and the public with clear directions to guide new development. These guidelines apply across the downtown and offer a general approach to design and built form issues while allowing flexibility in their application.

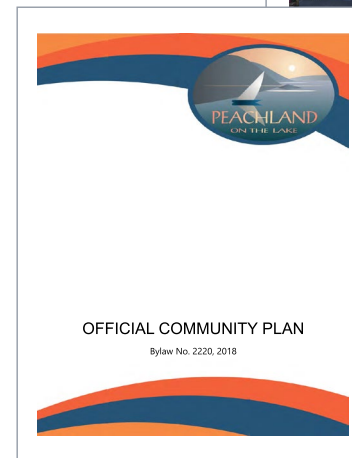
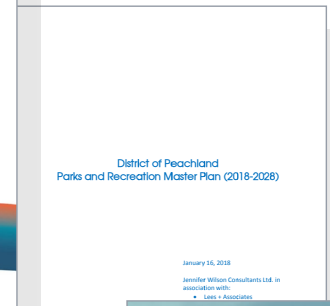
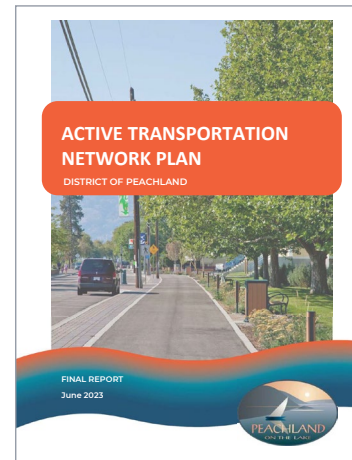
The design guidelines are an essential tool to ensure new development in downtown Peachland integrates harmoniously with the existing downtown Peachland context, achieves the objectives identified in consultation with the task force and the public, and reflects contemporary best practices in urban design. The design guidelines should be applied during the design, review and approvals process for new development in downtown Peachland, including both private and public projects. The Downtown Peachland Design Guidelines developed as part of this project are contained in [Section 5](#).

Studies and Plans Completed Since 2010

Past and current District documents were reviewed to provide context and background for the DRIS, helping to identify key opportunities and constraints.

The DRIS aligns with many of the District's current initiatives and is designed to be flexible and responsive to guide future growth and development. The following reports and plans have been completed or are underway and are relevant to informing the DRIS:

- ◆ Development Cost Charges Bylaw Update, 2025
- ◆ Transportation Servicing Plan, 2024
- ◆ Strategic Plan, 2023
- ◆ Active Transportation Network Plan, 2023
- ◆ Interim Housing Needs Report, 2024
- ◆ Housing Needs Assessment, 2023
- ◆ Community Park Concept Plan, 2020
- ◆ Parks and Recreation Master Plan, 2018
- ◆ Official Community Plan, 2018
- ◆ Parking Management Plan, 2016
- ◆ Water Master Plan, 2015
- ◆ Tourism Planning Workshop Report, 2012



Downtown Strengths, Opportunities, and Challenges

Strengths

The following strengths distinguish downtown Peachland as being unique from other communities and position it well for downtown revitalization.

- ◆ Downtown Peachland is already the civic, cultural, and commercial heart of the community, and hosts a diverse mix of commercial and service uses that cater to both residents and visitors.
- ◆ Downtown's strategic location enables it to function as a hub for both commercial development and increased residential density, creating a vibrant atmosphere in proximity to essential services and amenities.
- ◆ The prospect of developing buildings in a compact form that prioritizes pedestrian mobility not only aligns with urban planning principles but also promises to enhance the overall livability of downtown Peachland.
- ◆ Downtown Peachland's existing subdivision pattern comprises narrow but deep and small lots that in many cases must be consolidated to create larger parcels capable of supporting viable commercial or mixed-use developments.
- ◆ The Trail of the Okanagan's is a regional active transportation route that aims to eventually connect Osoyoos at the USA border north to Sicamous and beyond. A section of this trail currently runs through downtown Peachland, utilizing the Centennial pathway and local roads. This facility benefits residents by providing alternate regional transportation connections and encourages visitors to the community.





Challenges

The following challenges outline where changes may need to take place to build on strengths and mitigate challenges to downtown revitalization.

- ◆ Infrastructure gaps in downtown Peachland present challenges for downtown redevelopment and add significant cost and time for new developments.
- ◆ The geographical constraints imposed by Okanagan Lake and Highway 97 limit the revitalization and development potential of downtown Peachland and require densification to support redevelopment.
- ◆ Downtown Peachland has limited on-street parking to accommodate future growth coupled with physical and economic constraints of developing enclosed parking downtown. Market viability of residential development is heavily reliant on convenient parking. Lot sizes alongside a high-water table are not conducive to structured parking facilities within multi-use buildings at currently required parking ratios.
- ◆ Reinvestment in low-intensity land uses competes with preferred higher density mixed use redevelopment opportunities and undermines capitalization on revitalization prospects.
- ◆ Market forces tilting towards residential land development instead of mixed use commercial development add a final layer of complexity, reflecting a broader economic context that requires careful navigation.

Opportunities

There are many opportunities to enhance and revitalize downtown Peachland:

- ◆ Some of the downtown housing stock is aging and nearing the end of its lifespan. Due to its prime location near the waterfront, this presents a significant opportunity for redevelopment.
- ◆ Downtown's geography and flat landscape make it highly walkable and pedestrian friendly. This setting is ideal for redevelopment into a denser, more complete community.
- ◆ As there is a significant hill on the west side of downtown, buildings of increased height in Downtown Peachland will not detract from views of established residents outside of Downtown.
- ◆ Downtown Peachland has several buildings with unique architectural features that attract pedestrians and improve the urban landscape. By recognizing, prioritizing, and preserving these key design elements in future developments, Peachland can capitalize on its distinctive character and charm.
- ◆ Downtown Peachland is desirable and meets many residents' daily needs, but local businesses are struggling due to a lack of recent development and year-round customers. Enhancing downtown's completeness by adding new housing, improving accessibility and walkability, and upgrading urban design could boost year-round foot traffic, thereby supporting local businesses and commerce.







03

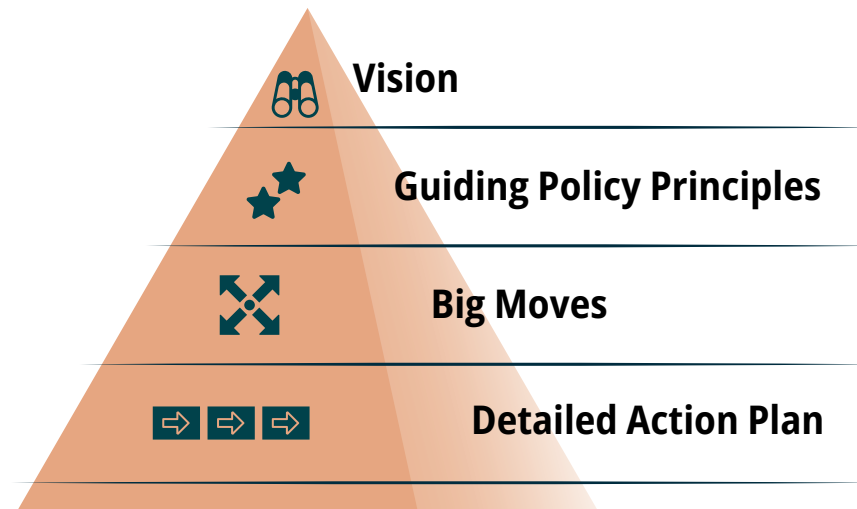
Vision and Guiding Policy Principles

Framework for Downtown Revitalization

The DRIS functions as a roadmap from big-picture thinking to on-the-ground implementation. It is organized around a clear framework: the Vision, shaped by Task Force and public engagement, is supported by 10 Guiding Policy Principles that describe what Peachland wants to achieve—the desired future state of the downtown. Responding to those principles are 5 Big Moves: the fundamentally important strategic priorities for realizing the vision. These are in turn supported by a detailed action plan that describes how to achieve the goals, including revised zoning parameters and design guidelines that provide direction on the form and character of new development.

A central consideration throughout the development of this Strategy was balancing community growth while protecting the small-town charm and fine-grained character that define downtown Peachland. To ensure this balance, Peachland’s character attributes were defined and translated into a revised set of Design Guidelines for downtown Peachland ([Section 5](#)). The design guidelines serve as one of the Strategy's most important implementation tools by giving developers, Council, and District staff a shared and clearly defined standard for what downtown development looks like in Peachland.

Together, these layers—vision, principles, Big Moves, detailed action plan, and design guidelines—provide the District with a coherent and connected set of tools to guide decision making and enable downtown revitalization in a way that is implementable and consistent with Peachland’s unique character.



Vision Statement

Visions are intended to establish a direction and provide a statement on a desired future state. Visions also reflect a future achievement of goals including community values. The following vision statement for downtown Peachland was developed with feedback from the Task Force, the public, and informed by the guiding policy principles.

Downtown Peachland is a dynamic and lively community hub. It fosters a strong year-round economy and meets the evolving needs of Peachland by embracing change and new development. With its history and waterfront beauty, it attracts residents and visitors of all lifestyles, ages and abilities to live, work, gather and play. Downtown Peachland offers a wide variety of services and housing choices, creates new opportunities for small business, shopping, recreation, tourism and hospitality, while still offering a unique small-town charm.





10 Guiding Policy Principles

An updated set of 10 Guiding Policy Principles have been developed to inform the balance of the Strategy and detailed action plan.

These principles have been developed with feedback from the Task Force, the public, a review of existing plans, policies, Council priorities, a gap analysis of existing infrastructure, and content of the 2010 Sustainable Downtown Plan. The 10 Guiding Policy Principles are summarized on the following page, accompanied by a more detailed description on the pages that follow, outlining the rationale behind each guiding principle and key measures of success.



Mixed Use Growth Area

Downtown Peachland is a priority growth area and distinctive mixed-use hub that meets the daily needs of the community.



Tourism and Hospitality

Downtown Peachland is a year-round destination for tourism and hospitality.



Community and Connections

Downtown Peachland is connected socially and with multiple transportation options to the rest of the community.



Economic Viability

Peachland supports economically viable mixed-use redevelopments in its Downtown.



Pedestrian Scale

Downtown Peachland prioritizes the pedestrian scale.



Change is Supported

Downtown Peachland embraces change and new ideas that contribute to the Vision.



History and Sense of Place

Downtown reflects Peachland’s history and sense of place.



Waterfront

Downtown Peachland connects to and interacts with its waterfront.



Advocacy and Partnerships

Peachland advocates for the success of its growing Downtown.



Okanagan Connections

Downtown Peachland complements the natural beauty of the Okanagan.



Guiding Policy Principle 1

Downtown Peachland is a priority growth area and distinctive mixed-use hub that meets the daily needs of the community.

Focusing growth and new development in the downtown is a critical component of pursuing and achieving the vision for downtown Peachland.

Downtown Peachland will evolve with an increasing variety of new housing options, new services and businesses, and new amenities to attract more people to live, work, and visit, reinforcing its role as a community hub. At the same time, growth must be balanced with the preservation of downtown Peachland's distinct small-town character and lakeside identity. New development should complement and enhance what makes Peachland unique, ensuring that as the downtown grows and changes, Peachland's maintains its identity simple charm and natural waterfront setting.

Goal

Downtown Peachland is recognized as a mixed-use core that is lively, where new development enhances the authenticity of place and contributes to a pedestrian environment. New developments and new businesses pursue locating in Downtown Peachland. Planning and regulations in downtown Peachland are aligned, up-to-date, clearly defined, and support diverse public and private investments in mixed-uses and amenities. Downtown continues to increase its housing stock, population, and variety of service offerings.

Measures of Success

- ◆ Increase in the number of housing unit types available downtown
- ◆ Increase in the variety of housing unit types available downtown
- ◆ The community support new Downtown development
- ◆ A reduction in the number of underdeveloped or underutilized parcels downtown



Guiding Policy Principle 2

Peachland supports economically viable mixed-use redevelopments in its Downtown.

A necessary ingredient for growth in Downtown Peachland is to prioritize the ability for new development to proceed with certainty, with minimized risk, and with no surprises.

Downtown Peachland is highly desirable due to its location on Okanagan Lake and proximity to amenities. However, many parcels are underdeveloped for the Vision to be realized, many buildings are outdated, and redevelopment lags behind other areas of the District. Barriers such as restrictive zoning, strict parking requirements, insufficient street parking turnover, and seasonal visitation hinder new mixed-use projects. To revitalize downtown, Peachland must address these barriers and create conditions that support new, economically viable developments.

Goal

Downtown Peachland is an attractive and financially viable area for mixed-use developments with clear planning and regulations, efficient processes, and supportive infrastructure, and urban design.

A revised regulatory framework is implemented that facilitates viable redevelopments in Downtown Peachland without the need for lengthy approval processes. This includes permissive zoning that is calibrated to market conditions, ensuring infrastructure capacity is adequate, and providing clearer guidance on expectations for the form and character of redevelopment.

Measures of Success

- ◆ New mixed use projects proceed to construction.
- ◆ Infrastructure capacity supports anticipated growth
- ◆ Reduction in time required to obtain development approvals and building permits for downtown development
- ◆ There is an increase in the number of new businesses operating downtown



Guiding Policy Principle 3

Downtown Peachland prioritizes the pedestrian scale.

Pedestrian scale means designing buildings and streets to create a comfortable, inviting, and dynamic environment for people to walk, linger, and connect.

For Downtown Peachland, this means ensuring architectural details are people-friendly, with varied building materials, colours, rooflines, and vertical façade elements that create visual rhythm and interest along the street.

Entrances should be frequent and easy to access, with transparent, display-oriented windows that maintain openness and engagement between interior uses and the public space. Canopies, awnings, and landscaping provide seasonal comfort and protection, while dark-sky compliant lighting enhances safety and ambiance.

Pedestrian surfaces are distinguished from vehicle areas and vehicular access is directed to rear lanes or side streets to preserve the pedestrian interface. These features collectively enhance the streetscape, encouraging walking, lingering, and social interaction. Public art, seating, and accessible gathering spaces, including waterfront connections, further animate Downtown Peachland as a vibrant, welcoming public space.

Goal

New building façades, height, and architectural details are tailored to people. New or taller buildings are stepped back from the street wall to maintain pedestrian scale. Sidewalk infrastructure, canopies, lighting, and street trees create a welcoming environment. Businesses provide interactive displays, patios, and inviting frontages. Walking areas are safe, accessible, and supported by public seating. Public art is expanded throughout the downtown.

Measures of Success

- ◆ Increase in the number of publicly accessible seating areas and rest nodes
- ◆ Increase in linear metres of sidewalk
- ◆ Increase street tree planting
- ◆ Improvement in pedestrian safety metrics (lighting levels, crosswalk upgrades, accessible routes)
- ◆ Growth in average time visitors spend in the downtown Peachland
- ◆ Increase in pedestrian counts
- ◆ Increase in community satisfaction with downtown safety and accessibility



Guiding Policy Principle 4

Downtown Peachland is a year-round destination for tourism and hospitality.

Downtown Peachland is already a central hub for residents and a highly desirable area for visitors.

However, it has seen limited changes recently, with some local businesses struggling through winter months. To support local businesses and the area's vibrancy, it is essential to enhance downtown with amenities and events that attract tourists throughout the year, not just seasonally.

Goal

New cultural, recreational, and wellness attractions, combined with enhanced urban design features, create interactive public spaces that transform downtown Peachland into a vibrant, year-round destination. Flexible use of lanes (e.g., landscaping, temporary plazas, event spaces) and upper storey building entrances near mid-block connections are encouraged to face or be located near the lane or mid-block connections to generate downtown vibrancy all year round. The hospitality and accommodation industry in downtown is expanded. The number of street vendors, events and performances increase.

Measures of Success

- ◆ Reduction in seasonal variation of downtown foot traffic and visitor counts
- ◆ Increase in the number of year-round businesses operating downtown
- ◆ Growth in hotel/ accommodation occupancy rates across all seasons
- ◆ Increase in tourism-related revenue generated downtown outside of summer season



Guiding Policy Principle 5

Downtown Peachland is socially and physically connected.

It is essential to maintain strong links to the rest of the community through well-designed streets and support for walking and cycling connections to other neighbourhoods.

Creating outdoor and indoor spaces that foster interaction within downtown is also vital for supporting local businesses and nurturing a sense of social connection and belonging among residents.

Goal

Enhance walking and cycling network connections to Downtown Peachland. Short-term bicycle parking facilities are located at grade near primary building entrances, patios, and pedestrian walkways. Accessibility for residents of Peachland is improved with increased walking and cycling trips to Downtown. Dedicated spaces that encourage lingering, gathering, and social interactions, such as street patios and local businesses, are increased.

Measures of Success

- ◆ Increase in kilometres of completed walking/cycling infrastructure connecting downtown to surrounding neighbourhoods
- ◆ Increase in the number of walking and cycling trips and reduction in single-occupancy vehicle trips downtown
- ◆ Increase in bike parking availability and utilization
- ◆ Improvement in accessibility ratings along key pedestrian routes



Guiding Policy Principle 6

Downtown reflects Peachland's history and sense of place.

Preserving Peachland's small-town charm and rich history is important to the community and the identity of downtown.

These qualities highlight the town's distinctiveness and foster community pride. Peachland's mix of old and new buildings, landmarks, and small-town character define its unique identity.

Downtown Peachland welcomes reflection on its history and invites the community to deepen connections with Indigenous communities. By creating space for understanding, we can build more meaningful relationships and move forward together.

Goal

Peachland's cultural and heritage assets in public spaces and infrastructure are preserved and highlighted to celebrate the town's unique identity, honour Peachland's history and enhance its appeal for residents and visitors. Peachland's history is reflected in new development through incorporating elements of heritage building character. Building design accommodates a cohesive interaction with the waterfront public areas and preserves views to surrounding natural features, particularly the lake. Indigenous history is celebrated through partnerships, place naming and new public art.

Measures of Success

- ◆ Increase in the number of heritage building elements preserved, incorporated, or adapted within new downtown developments
- ◆ Increase in signage, public art, cultural installations, and storytelling elements incorporated into downtown
- ◆ Growth in community awareness of Peachland's history and identity



Guiding Policy Principle 7

Downtown Peachland embraces change and new ideas.

Change is an inevitable aspect of growth. Many of the recommendations in this strategy require change, either in the built environment or in policy.

This change does not have to alter the essence of Peachland, but will change the look of Downtown. Change will enhance the vitality of Peachland and allow it to realize its vision.

Goal

Actions adopted by Council reflect the DRIS vision, guiding principles, and Big Moves. Concepts of what makes Peachland unique are identified, built on, and enhanced with each decision and new development. Community awareness of the vision, guiding principles, and Big Moves of the DRIS is increased.

Measures of Success

- ◆ Number of DRIS Big Moves implemented by Council
- ◆ Number of policy and regulatory updates completed in alignment with DRIS
- ◆ Regular reporting to Council on DRIS implementation progress



Guiding Policy Principle 8

Peachland advocates for the success of its growing Downtown.

Advocacy, partnerships and strong relationships across and between governments and the private sector are essential to growth and vitality in downtown Peachland.

Peachland will need to promote itself as being receptive to new development, to change, and to growth.

Goal

The municipal economic development function is supported. New relationships evolve. Dialogue and collaboration with the local business community is increased. New businesses from other locations become familiar with and interested in Peachland. New development partnerships are created.

Measures of Success

- ◆ Increase in the number of partnerships established with private sector, regional, and provincial stakeholders
- ◆ Growth in the number of grant applications submitted and funding secured for downtown initiatives
- ◆ Increase in private investment attracted downtown as a direct result of advocacy and partnership efforts



Guiding Policy Principle 9

Downtown Peachland connects to and interacts with the waterfront.

Peachland's waterfront is a vital community asset. Strengthening the connection between downtown and the waterfront is essential for revitalization.

These connections make downtown Peachland more vibrant by encouraging foot traffic, attracting tourists and investors, and encourage social interactions.

Goal

Enhance downtown-waterfront connections to improve the experience for visitors and residents. Design buildings and public spaces to maintain view corridors to and from the waterfront, while prioritizing public access, visual connections, and human-scale design. Built form should frame open spaces and reinforce a welcoming, interactive waterfront experience. Strategic investments and thoughtful urban design will facilitate easy movement between downtown and the waterfront, preserve scenic views, and create diverse leisure and recreation opportunities. Improved access points to the water allow easier access for residents and visitors to the lake.

Measures of Success

- ◆ Increase in public access points to the lake and waterfront area
- ◆ Quality of urban design elements that enhance the downtown-waterfront experience
- ◆ Reduction in physical barriers and conflicts between vehicle traffic and pedestrian movement along waterfront connections



Guiding Policy Principle 10

Downtown Peachland complements the natural beauty of the Okanagan.

Downtown Peachland, located along a mostly public waterfront, enjoys stunning views of Okanagan Lake and the valley. Preserving and enhancing these views is vital for downtown Peachland's revitalization.

These natural features and landscape attract visitors and residents, boosting tourism and local business. Downtown redevelopment also provides an opportunity to introduce high quality contemporary design in Peachland. Building design should be inspired by the historic character while also expressing new uses, building forms, construction technologies, and modern aesthetics.

Goal

Residents and visitors enjoy new and enhanced parks, natural areas, and lakefront amenities that showcase the local beauty and reflect the unique charm of the Okanagan region while preserving its ecological integrity. New developments do not detract or distract from the natural environment by blending into the existing urban fabric, while also expressing elevated design and modern aesthetics. Mature trees, significant landscape specimens, and natural topography is preserved and thoughtfully integrated into the new site design to maintain Peachland's tree canopy and existing landscape value. Landscaping and planting with native and drought tolerant species emphasize the natural setting of downtown Peachland and meet Fire Smart principles.

Measures of Success

- ◆ Increase in the number of park improvements, natural areas, and lakefront amenities delivered downtown
- ◆ Increase in the amount of landscaping, green space, and ecological features incorporated into public and private developments
- ◆ Increase in tree canopy coverage downtown
- ◆ Number of developments achieving recognition for design excellence or sustainability





04

Big Moves
and
Detailed
Action Plan



5 Big Moves

The following 5 Big Moves have been developed to support purposeful actions to realize the vision of downtown Peachland as a dynamic and lively hub, with a strong year-round economy, and amenities to meet the evolving needs of the community.

Building on the 10 Guiding Policy Principles, the 5 Big Moves are the building blocks of the actions needed to implement downtown revitalization and represent the major activities to emerge from the planning process and realize the vision for downtown Peachland. This section presents the 5 Big Moves, outlines their intent, and describes how they support the DRIS vision. The detailed actions for each Big Moves continue on the following pages.

Note that a summary of the Big Moves and Detailed Actions is contained at the beginning of this document.

Big Move 1

Update OCP and Zoning to establish land use regulations with clear design expectations that maintain the identity of Downtown Peachland and align with economic feasibility.

Updating the Official Community Plan (OCP) by implementing new architectural design guidelines for Downtown Peachland will establish clear expectations for architectural design elements that reflect Peachland's character while promoting high-quality mixed-use spaces.

Current zoning is outdated and imposes economic barriers to redevelopment. Implementing amended zoning will create more economic feasibility and certainty for development projects, while enforcing character requirements such as building step backs and commercial unit width, and will further support implementation of the Vision.

These actions also increase opportunities for a variety of new housing types within mixed use developments, which is critical to the success of Downtown.

Big Move 2

Actively prioritize and financially invest in the growth and Economic Development of the Downtown.

To support implementation, a clear message to the development community and investors that Downtown Peachland is ready for new growth is needed. To do so, the District needs to actively advocate for development investment in Downtown and have oversight on economic development initiatives.

Financial incentives will drive new development, particularly when incentives can be 'stacked' together to maximize the incentive.

This is a critically important action to supplement the new regulations identified in Big Move 1.

Current parking requirements place significant limitations on development feasibility.

Big Move 3

Modernize Parking Policies.

Current parking requirements place significant limitations on development feasibility.

Reducing parking requirements for new residential reflects practices being undertaken in communities throughout BC and allows development to broadly address the specific vehicle needs of the community rather than oversupplying parking and prioritizing vehicles.

Previous research shows that there is adequate on-street parking to support an expansion of commercial uses.

Big Move 4

Activate Public and Pedestrian spaces in Downtown Peachland.

Enhancing public spaces with programmed activities will draw people to downtown, support businesses, and create a more engaging and vibrant downtown.

These change, together with the other Big Moves, are intended to capitalize on the incredible vistas in Downtown Peachland, encourage people to stay and linger, and support it as a destination for leisure and tourism.

Big Move 5

Invest in improved active transportation connections to and within the Downtown.

Improving cycling infrastructure and enhancing connectivity between Peachland's neighborhoods and its downtown supports year-round accessibility. Safe and comfortable active transportation infrastructure will reduce reliance of vehicle trips and parking from local residents.

These improvements will capitalize on the increasing availability of e-bikes to strengthen the role of Downtown Peachland as a local and regional active transportation destination.

Detailed Action Plan

Big Move 1

Update OCP and Zoning to establish land use regulations with clear design expectations that maintain the identity of Downtown Peachland and align with economic feasibility.

1A: Adopt New and Clarifying Downtown OCP Policy

- ◆ Update the Official Community Plan with a new “Downtown” designation with supporting policies for the strategy area informed by the 10 Guiding Principles.
- ◆ Implement new Design Guidelines for Downtown Peachland to ensure that development aligns with the Vision and Principles, including objectives such as:
 - ▶ New development maintains the historic, small-scale pattern of individual, narrow, and unique building facades.
 - ▶ New development is sensitive to the existing context and authenticity.
 - ▶ Prioritizes pedestrians and is scaled to complement existing character.

1B: Develop New Downtown Zoning Regulations

- ◆ Amend Zoning within the DRIS Plan area to accommodate mixed used developments that aligns with current economic feasibility parameters identified by the DRIS process. Incorporate the following parameters into Zoning:

Table 2: Proposed Zoning Framework for Beach Avenue and Waldo Way

	Beach Ave Area	Waldo Way Area
Height	16.8 metres (5 storeys) (No change).	23 metres (approximately 6-7 storeys)
Density	Increase base density to approximately 2.5 FSR. (Currently limited by density bonus and 67% residential maximum).	Increase base density to approximately 3.5 FSR (Currently limited by density bonus)
Setbacks	Required zero setback on 1st and 2nd storey on street frontages Mandatory 6.0 metre step-back above 2nd storey (facing Beach Avenue). 3.0 metre stepback from side streets above second storey.	No setbacks 1st and 2nd storey Mandatory 3.0 metre step-back above 2nd storey (facing all streets).
Land Use	Ground level commercial mandatory. Minimum 1 entrance every 15 metres. Maximum commercial unit size: 15 metre width and 500m ² . Must include residential uses above second storey.	Ground level commercial optional. New development must include residential uses.

Big Move 2

Actively prioritize and financially invest in the growth and Economic Development of the Downtown.

2A: Develop a Downtown-Specific Financial Incentive Program

- ◆ Develop financial incentives incorporating the following actions:
 - ▶ Revise and re-instate the Downtown Revitalization Tax Incentive Program to apply to new commercial development or renovations within the designated downtown area when associated with new mixed-use developments.
 - ▶ Following completion of the new DCC rates in 2026, explore a DCC waiver program aimed at incentivizing new multi-unit residential development within the Downtown.
 - ▶ Develop a revised density bonus program for Downtown Peachland to create opportunities for additional residential uses while obtaining contributions to needed amenities such as rental housing, new community spaces, and shared parking facilities.
- ◆ Streamline the approval process to prioritize downtown development applications for mixed-use developments. A predictable and fast process saves developers time, which can translate to development cost savings and improved project viability.
- ◆ Incorporate capital projects (water, sewer, and road frontage) into the DCC program that are necessary to support growth in the Downtown Area. Incorporating upgrades necessary to support Downtown Growth into the DCC funded program ensures there are no surprises to developers, and this certainty of not having to pay for costly off-site upgrades acts as a significant financial incentive.
- ◆ Prioritize the inclusion of necessary water, sewer, and roads capital projects into the Districts capital projects plan in order to ‘pre-service’ the Downtown’s potential development lands.

2B: Support the Economic Development Function

- ◆ Maintain financial support for the economic development function for the District of Peachland to advocate for and attract new development and investment.
- ◆ Consider the creation of a shared Economic Development Officer with the Central Okanagan Economic Development Corporation, or the local Chamber of Commerce.
- ◆ Incorporate municipal oversight of any economic development role to ensure that DRIS goals and municipal investments and activities are coordinated.

2C: Pursue Partnership and Grant Opportunities

- ◆ Explore partnering with the Chamber of Commerce to coordinate efforts among local businesses, enhance marketing strategies, attract development investment, and fund events that attract visitors.
- ◆ Maintain ongoing dialogue and partnerships with regional economic development organizations, specifically the Regional District of Central Okanagan Economic Development Commission, West Kelowna Economic Development Corporation, Thompson Okanagan Tourism Organization, and Tourism Kelowna to advocate for the promotion and development of regional tourism initiatives in Peachland.

- ◆ Explore support for and feasibility of a Business Improvement Area (BIA).
- ◆ Pursue development of large-scale tourist accommodation within the Downtown such as a hotel or spa resort.
- ◆ Prioritize pursuit of grant funding opportunities, such as the Rural Economic Diversification and Infrastructure Program (ReDIP), or others provided by the Union of BC Municipalities (UBCM) and Federation of Canadian Municipalities (FCM) to support investment in downtown growth.

2D: Capitalize on Municipal Land

- ◆ Develop a strategy for existing municipal owned land in the downtown that identifies opportunities for re-development and desired amenities. This will inform both partnership development and/or sale (disposition) of municipal land.
- ◆ Identify and pursue partnership opportunities for a catalyst redevelopment project in Downtown Peachland.

Big Move 3

Modernize Parking Policies.

3A: Reduce Minimum Parking Requirements for new Downtown development

- ◆ Amend Zoning Bylaw parking regulations in the Downtown to support economic viability for new development by:
 - ▶ Reducing minimum parking requirements for multi-unit residential developments to 1.0 stall per unit. Developers have the option to provide more parking if desired.
 - ▶ Amending the Zoning Bylaw to eliminate requirements for commercial off-street parking for new retail and customer focused businesses located specifically within the Beach Avenue Precinct. (Most existing Beach Avenue businesses already provide no off-street parking).

3B: Initiate Parking Demand Management in Downtown and surrounding Beach Avenue areas

- ◆ Implement parking demand management strategies identified in the 2016 Parking Policy Review and Management Strategy throughout the Downtown area, beginning with time-limited parking in high-demand areas on Beach Avenue
- ◆ Resource staffing towards enforcement of parking regulations in the Downtown.
- ◆ Ensure that parking utilization is monitored on a regular basis and parking management strategies are modified (ie implementation of time limited or pay parking, as appropriate) to ensure on-street parking remains available.
- ◆ Amend the Peachland Traffic Regulation Bylaw No 1856 to explicitly limit boat, recreational trailer, and large recreational vehicle parking within the Downtown and along Beach Avenue to ensure that more parking is available for Downtown visitors.
- ◆ Explore opportunities to establish a formalized trailer parking location that is outside of Downtown Peachland.
- ◆ Implement shared parking solutions for Downtown businesses with new residential developments, such as daytime commercial parking in residential buildings, and/or a municipal-owned parking facility through a partnership development.
- ◆ Retain policies that allow for required parking to be located within a different development site.

Big Move 4

Activate Public and Pedestrian spaces in Downtown Peachland.

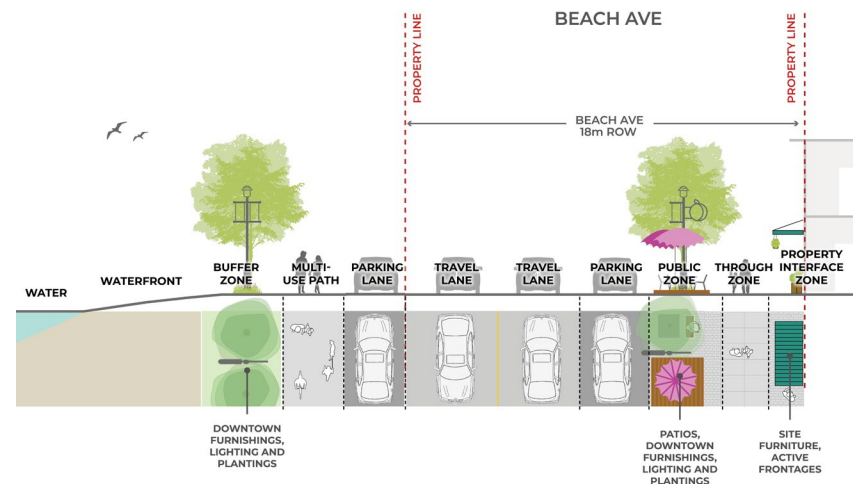
4A: Expand and Activate Space for People

- ◆ Expand public space on Beach Avenue by reconfigure the West side of the street to replace angular parking with parallel parking and to expand the patio and pedestrian area fronting Beach Avenue businesses. This revamped urban design will improve pedestrian comfort, accessibility and experience, and provide additional space for patios and interactions with businesses.
- ◆ Update the Parks and Recreation Master Plan with a focus on the Downtown and Buchanan neighbourhood to identify investments in activating spaces event space, and identifying activities and attractions to generate additional downtown visitors.
- ◆ Identify new opportunities for public space activation improvements such as pocket parks, additional benches, picnic, and play areas.
- ◆ Review Peachland’s existing patio policy and regulations regarding Seasonal Sidewalk Patios to align with any streetscape changes while also seeking to further boost street activity and generate year-round business revenue.

4B: Improve Wayfinding and Traffic Calming

- ◆ Implement traffic calming measures along Beach Ave (specifically at all intersections and pedestrian crossings), which could include speed humps, signage, pavement markings, raised crosswalks) including additional crosswalks, as identified in the Active Transportation Network Plan Projects 9, 19, and 24).
- ◆ Install parking location wayfinding signage to direct downtown visitors.

Figure 2: Proposed Beach Avenue Street Cross Section



Big Move 5

Invest in improved active transportation connections to and within the Downtown.

5A: Fund Active Downtown Transportation Improvements with a Capital Spending Program

- ◆ Invest in pre-identified priority active transportation improvements between Downtown and other Peachland neighbourhoods at Highway 97 crossing points to specifically improve connectivity to the Trepanier, Princeton, and Ponderosa neighbourhoods for active transportation users.
- ◆ Install bike racks and end of trip facilities at: 1st Street, 2nd Street, and along Beach Ave, as identified in Priority Action 24 in the Active Transportation Network Plan.
- ◆ Continue to build the continuity and success of the Trail of the Okanagan to establish Downtown Peachland as a regional active transportation destination, by investing in trail improvements while also pursuing partnership and grant funding opportunities.
- ◆ Install new stairways to improve pedestrian access to the lake front / beach through the riprap at various location, as identified in Action 39 in the Active Transportation Network Plan. This would also support lake access for non-motorized water sports users (i.e., kayakers and paddle boarders). Install signage directing pedestrians from downtown to beachfront stairwell entry points.
- ◆ Investigate expansion of a season shared micromobility program to Peachland (i.e. scooters, e-bikes).

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05

Form and Character Design Guidelines



Downtown Development Permit Area: Objectives

Design Guidelines provide detailed direction for the implementation of the DRIS and help achieve the guiding policy principles. They are a tool that articulates the design intent and aspirations of the District, and will assist Council, City Staff, landowners, developers and the public with clear directions to guide new development. These guidelines apply across the downtown and offer a general approach to design and built form issues while allowing flexibility in their application.

The design guidelines are an essential tool to ensure new development in downtown Peachland integrates harmoniously with the existing downtown Peachland context, achieves the objectives identified in consultation with the task force and the public, and reflects contemporary best practices in urban design. The design guidelines should be applied during the design, review and approvals process for new development in downtown Peachland, including both private and public projects.

Precincts

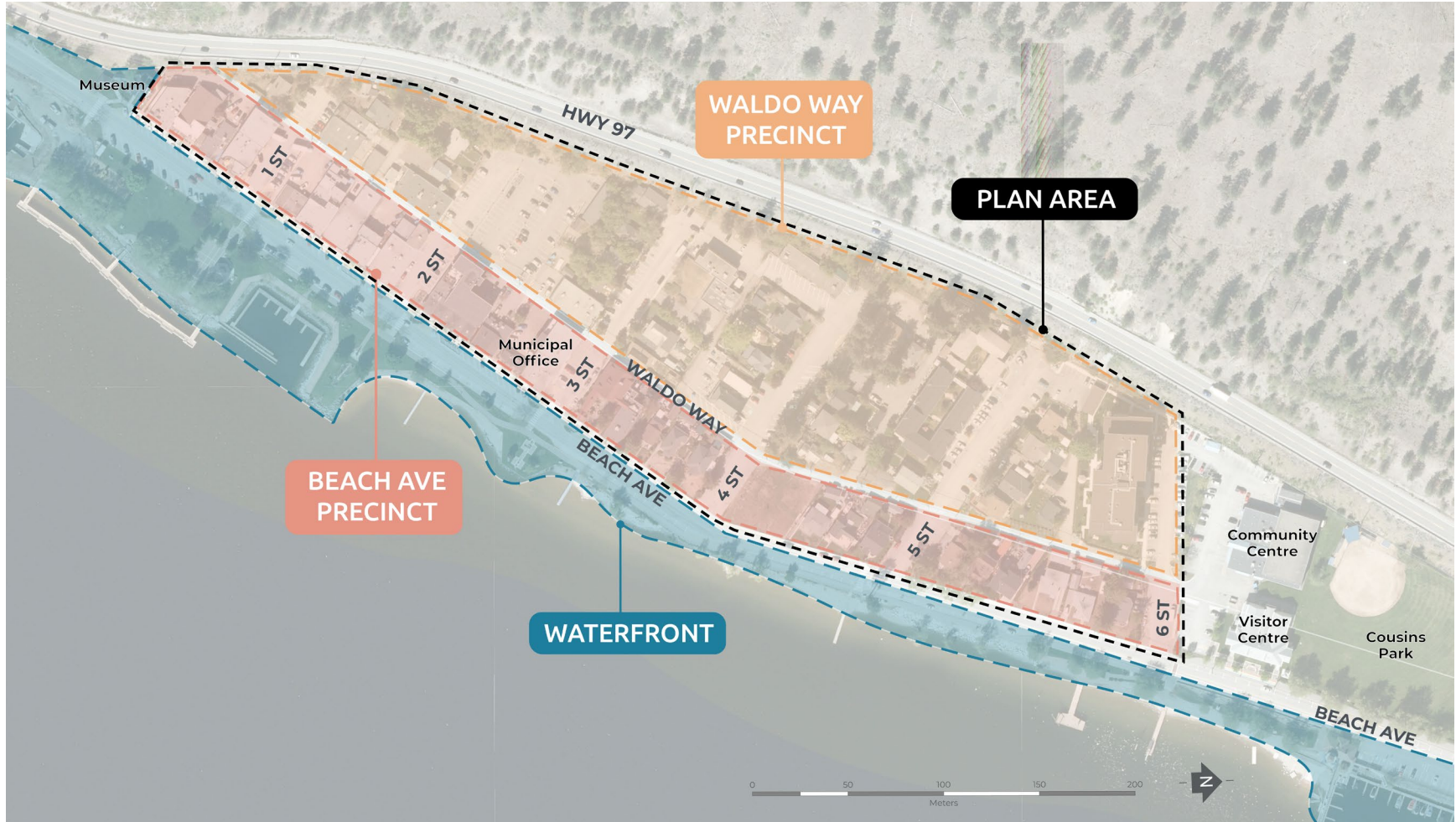
The Beach Avenue and Waldo Way precincts together shape the heart of downtown Peachland's mixed-use environment. While the guidelines are providing direction for the **general downtown plan area**, there are some precinct-specific guidelines throughout that are specific to each precinct.

The **Beach Avenue** precinct is envisioned as a boutique commercial corridor with unique building facades, multiple shop entrances on each block, and pedestrian-focused amenities such as patios and plazas, all designed to enhance the small-town character and preserve waterfront views. Above the 1-2 storey streetwall, residential and tourist accommodations are encouraged, with building forms stepping back to maintain an active, walkable streetscape.

Adjacent to this, the **Waldo Way** precinct supports context-sensitive development in taller buildings, integrating above-grade residential uses with a mixture of ground-level commercial and residential. This area encourages a diverse mix of housing forms, including town homes and apartments, contributing to a lively urban extension that strengthens connections between downtown, the waterfront, and the broader community. While taller buildings are accommodated, the emphasis remains on a pedestrian scale.



Figure 3: Downtown Development Permit Areas and Precincts



Justification

The Downtown Peachland Development Permit Area (DPA) is identified in this plan to outline the District's expectations with respect to downtown redevelopments and provides guidance to developers and investors undertaking projects. The design objectives, intents and guidelines apply to the downtown Peachland DPA to achieve the goals outlined in the DRIS. The design guidelines contribute towards achieving OCP goals, objectives and policies and supplement zoning regulations.

Design Principles and Objectives

The Downtown Peachland Design Guidelines support the community's vision for a vibrant, welcoming, and distinctly Peachland downtown—one that celebrates its history, small-town charm, and stunning lakeside setting. These guidelines aim to shape a mixed-use core that is lively, where new development enhances the authenticity of place and contributes to a pedestrian environment.

New buildings are encouraged to express their own identity while remaining sensitive to the established built form character. The guidelines promote architecture and public space design that foster community connection, support local businesses, reflect heritage character, create memorable spaces for both residents and visitors to gather, explore, and enjoy.

By guiding the form and function of development, the guidelines serve as a practical and inspirational resource—demonstrating how contemporary design can respectfully evolve Downtown Peachland's historic fabric while reinforcing its role as a destination hub on the Okanagan waterfront.

The **character** of Downtown Peachland, particularly the section of Beach Avenue from the Museum through to 3rd street, can be characterized by the following attributes:

- ◆ **A pattern of fine-grained retail stores along Beach Avenue**, with approximately 5 - 10 small individual commercial retail units per block, each with its own separate entrance from Beach Avenue.
- ◆ **Multiple visually distinct buildings per block of Beach Avenue**, aligning with the historic subdivision pattern of narrow lots, each building façade having different materials, style, and parapet height.
- ◆ **A street wall of 1 to 2 stories with no setback from the sidewalk**. New or taller buildings would be stepped back from the streetwall to maintain this pedestrian scale.
- ◆ **A varied mix of architecture**, reflecting new and old, anchored by several of the town's earliest buildings — modest in scale and simple in form — that lend a sense of authenticity and reflect Peachland's historic beginnings as a small lake-side town.

The guidelines are intended to ensure Peachland's built form meets the objectives of the identified below that are intended to contribute to the character, quality, safety and experience of Downtown Peachland. Those objectives are:

- ◆ **Celebrate Local Character:** Promote development that enhances the historic, small town, waterfront community charm of Downtown Peachland, particularly the boutique, small-format retail, 2-storey street-wall and narrow building typology character along Beach Avenue.
- ◆ **Foster Precedent Relationships:** Ensure that both precincts have district characters while also harmonizing with one another to complete the Peachland Downtown streetscapes, commercial and residential options, and public realm.
- ◆ **Ensure Context-Sensitive Design:** Design new development to respond sensitively to the surrounding and historical context by including transitions in height, massing, and architecture between precincts and adjacent residential areas, while maintaining human scaled building design throughout Downtown.
- ◆ **Promote Pedestrian-Oriented Urban Form:** Prioritize pedestrian comfort and safety through human-scale design, active street frontages, mixture of building styles, and visually engaging streetscapes that facilitates public gathering and interaction.
- ◆ **Activate Public Spaces:** Create opportunities for public interaction and gathering throughout the downtown with open spaces, courtyards, commercial uses that interact with sidewalk and pedestrian areas, and waterfront connections.

- ◆ **Celebrate Peachland's History and Assets:** Reflect Peachland's history by enhancing or incorporating elements of heritage building character. Accommodate views to surrounding natural features, particularly the lake, but also in relation to public open spaces. Promote design that accommodates a cohesive interaction with the waterfront public areas.
- ◆ **Encourage Development in Peachland:** Support cohesive development within Peachland with flexibility design options, particularly in Waldo Way Precinct, to encourage diversity of housing types and provide options for the community.

To address the character elements and overall objectives of Downtown Peachland, the guidelines are separated into the following sections, each including a detailed description of the Design Intent:

- ◆ **Beach Avenue Context**
- ◆ **Downtown Peachland Building Character**
- ◆ **Active Frontages**
- ◆ **Site Planning**
- ◆ **Access and Circulation**
- ◆ **Celebrating Peachland's Historical Character**

Each section contains its own set of guidelines, with specific reference to whether or not the guideline is intended for the Beach Avenue Precinct or Waldo Way Precinct. If not mentioned, the guideline is intended to address both areas.

Downtown Design Guidelines

Beach Avenue Context

Design Intent: Maintain and strengthen Beach Avenue’s fine-grained, pedestrian oriented character by reinforcing the parcel and façade pattern, boutique retail rhythm, and varied character that has become integral to the charm of Peachland as a unique waterfront destination.

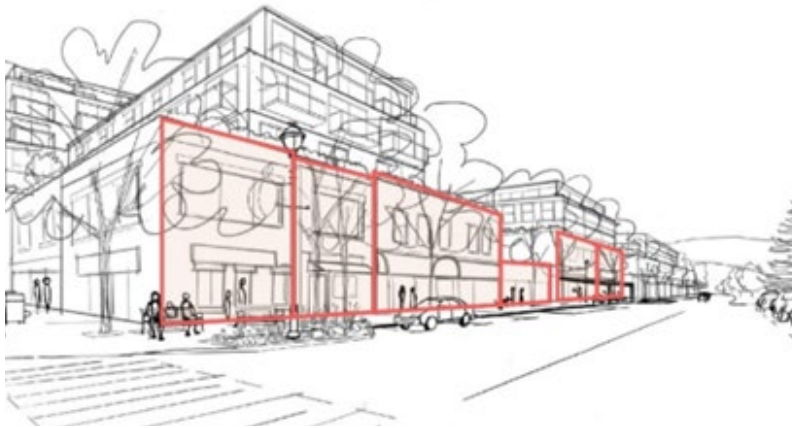
- 1. Beach Ave Precinct - Street Wall:** Buildings should maintain the continuous historical street wall that defines Beach Avenue by reinforcing a 1–2 storey scale along the primary frontage. Any additional storeys beyond two should be set back to preserve this human-scale emphasis. Variations in materiality, color, and horizontal articulation between the first and second storey are encouraged to add visual interest while respecting the established character.



- 2. Beach Ave Precinct - Small Scale Retail Streetscape:** Street fronting units located on Beach Avenue should complement and reinforce the small-scale and narrow façade character and pattern along the Beach Avenue streetscape. Entrances and building facades should be designed to reflect this rhythm by incorporating smaller façade widths or breaking up larger frontages into distinct segments, creating a pattern that mimics the existing fine-grain character.



- 3. Beach Ave Precinct – Individual Identity and Visual Interest:** New development should use a variety of unique architectural features, façade articulations, building materials, and colors to complement the existing streetscape and maintain a façade frequency that is consistent with the established pattern, while allowing for individual identity.



- 4. Beach Ave Precinct – Building Design Treatment Hierarchy:** Buildings should prioritize Peachland’s character by focusing rich architectural and design details within the 1–2 storey street wall, creating an engaging and human-scale presence along the retail streetscape. Upper storeys should be visually different from the ground storey and, using creative residential treatments such as balconies, material changes, and color variation.



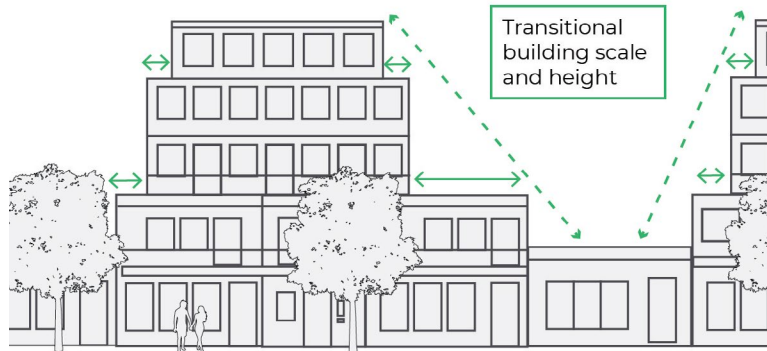
- 5. Beach Ave Precinct – Design Cohesion:** Buildings should balance individuality with Peachland’s established character and simple charm by maintaining a strong visual relationship to adjacent development. Designs should be cohesive with the surrounding context, avoiding harsh contrasts, while incorporating variety and diversity in façade design so that architectural styles, materials, and colors blend to create a visually unified streetscape.

- 6. Beach Ave Precinct - Façade Treatments:** Building facades along Beach Ave are encouraged to use a balance of windows and building façade elements such as punched window treatments, transom windows, bulkheads, recessed entries and other architectural details to add visual interest and follow the established façade pattern and proportions of fenestration in Peachland.

Downtown Peachland Building Character

Design Intent: Strengthen Peachland’s distinct downtown character by ensuring the design treatments applied to the built form prioritize human-scale massing, architectural diversity and contributes to the identity of the simple charm and natural waterfront setting, throughout both the Beach Avenue and Waldo Way Precincts.

- 7. Downtown Compatibility:** Design of new developments should complement the character of the downtown area and harmonize, particularly through height transitions and setbacks to reflect scale of adjacent buildings.



- 8. Transitional Massing:** Buildings should provide a gradual and appropriate transition between differing neighbouring building scales and heights. Above the second storey, use massing strategies such as stepped forms, varied rooflines, and articulation through colours and materials to supports human-scale design, preserve neighborhood character, and mitigate privacy and shadow concerns.

- 9. Building Façade:** Building facades should be architecturally articulated to express a unique identity with due respect to the existing context and neighbouring buildings, particularly near character assets.

- 10. Pedestrian Architectural Character:** Building design should be pedestrian-scaled and architectural interest should vary in building materials, colours, rooflines and architectural styles. Design the facade of the building to have vertical architectural elements that create a rhythm along the streetscape.

- 11. Building Materials:** Materials should be similar to original Peachland buildings such as narrow lap siding, Hardy Plank, or Fibre Cement siding that are FireSmart. Materials such as brick and stucco should be used with additional detail such as appropriate brick pattern changes or appropriate trims. Building materials are encouraged to not be too busy and reflect Peachland’s original simple character and landscape.

- 12. Upper-Level Amenity Spaces:** Balconies and amenity spaces on upper levels of buildings are strongly encouraged to provide sunny, usable outdoor space and add life and interest to the street. Restaurant or cafes are encouraged to have second storey patios or decks facing the street along Beach Avenue.
- 13. Lake Relationship:** Where possible transition building step backs and lower heights towards the lake to protect lake views and respond to topography.
- 14. Waterfront Views and Public Interaction:** Design buildings and public spaces to maintain view corridors to and from the waterfront, while prioritizing public access, visual connections, and human-scale design. Built form should frame open spaces and reinforce a welcoming, interactive waterfront experience.
- 15. Interior Lot-Line Sidewalls:** Firewalls to separate buildings at the second storey or below that are created as a result of construction and redevelopment phasing should be designed to complement the overall appearance of development and show not appear temporary or unfinished.
- 16. Waldo Way:** Landscape and Transition of Spaces: Setbacks, stairs, porches, patios, grade changes, and landscaping should be used to create a transition between private residential amenity areas located at grade and the public streetscape. Low open fences and landscaping to provide screening for residential units at-grade are encouraged instead of solid fences.
- 17. Waldo Way Precinct:** Building Design Treatment Hierarchy: Buildings should prioritize engaging and human-scale presence along the street walls with an active streetscape of 2 storeys and stepped back residential upper storeys. Ground floors should prioritize varied designs for storefronts, amenity areas, and residential building entrances. If the building is purely residential, prioritize townhouses and individual residential unit access at grade.

Active Frontages

Design Intent: Ensure ground-floor development and frontages along downtown streets are engaging, safe, and welcoming, with interactive facades that encourage pedestrian activity and create a visually dynamic streetscape.

18. Streetscape Interest: Visual interest should be created with use of scale and modulation in the placement and detailing of architectural elements such as entrances, doorways, windows, lighting and signage.



19. Transparency: Facades facing public streets or spaces should incorporate large display windows to provide visual access to interior uses. Tinted or colored glass and excessive window signage at grade should be avoided to maintain openness and pedestrian engagement.



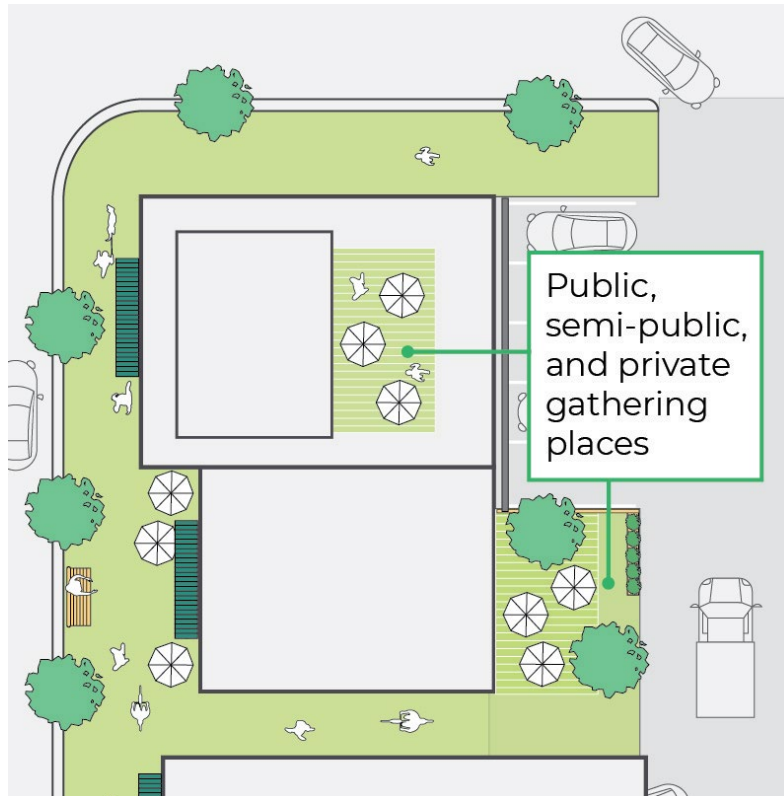
- 20. Signage:** Signage should be context-sensitive and well-integrated with building facade design. Sign boxes constructed of aluminum or plastic are discouraged. Front-lit or halo lit signs that direct light to the sign surface are encouraged. Projecting signs perpendicular to the façade wall are recommended along Beach Ave. Signage along Beach Avenue should not hinder sightlines or block views to the waterfront.
- 21. Pedestrian Comfort:** Pedestrian comfort should be prioritized with the addition of seasonal design such as building overhang, canopies, awnings, and landscaping to provide shade and protection of the elements such as high sun exposure, winds, and excessive heat.



- 22. Ground Floor Entrances:** Building entrances should avoid significant changes in grade between entrances and sidewalks and accessible options should be provided.
- 23. Upper Storey Entrances:** Mixed-use buildings should have separate and distinct entrances for upper storey uses, such as residential, if lower storeys are another use. If on Beach Avenue, these entrances are strongly encouraged to be located on side-streets away when possible where this is not feasible, they should be recessed or scaled down to maintain an active and pedestrian-friendly frontage
- 24. Street Interactions:** Restaurants and cafés facing public streets are encouraged to incorporate operable openings such as folding glass walls or garage-style doors to create a seamless transition between indoor and outdoor spaces and encourage street-level engagement.
- 25. Corners, Public Interaction:** Active uses such as cafes and shops should be located at street corners where possible. Façade design on corner lots should consider the building's appearance on all street fronting sides of the building. Corners should have massing changes and architectural detailing to face both streets and the intersection.

26. Public Gathering Spaces: Gathering spaces should be incorporated into site and public space design (patios and seating areas, courtyards, amenity areas, site furnishings, public art) that integrate with and positively contribute to the safety and vibrancy of the street.

27. Waldo Way Precinct - Ground Floor Residential Units: Where possible, residential units located at-grade in Waldo Way should have direct access to usable private outdoor space in front of unit entrances.



Site Planning

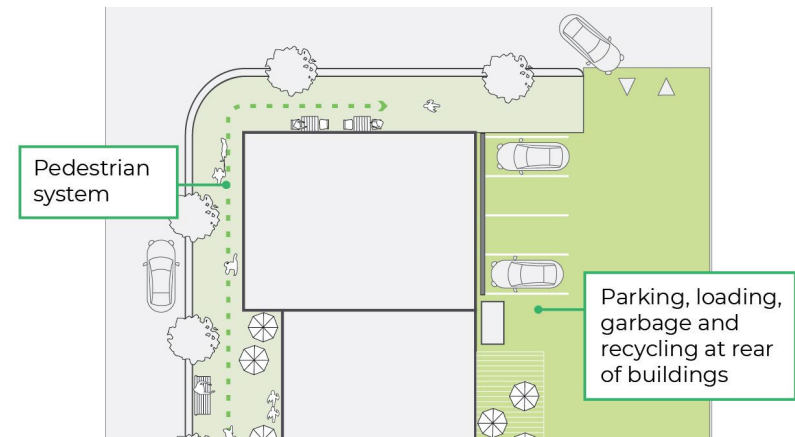
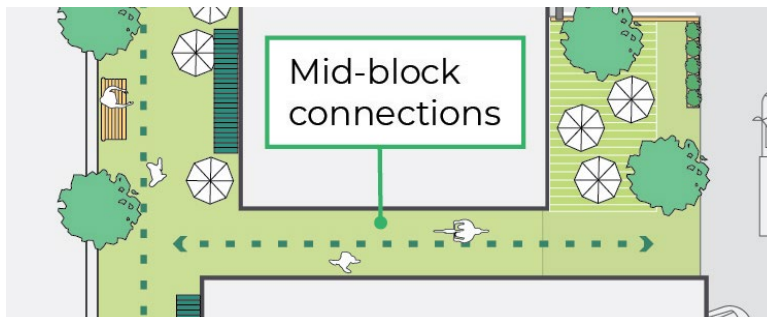
Design Intent: Ensure the site is easy to navigate, with strong visual and physical connections to adjacent buildings, public space, and the waterfront. Elements of site planning enhance pedestrian safety, comfort, and visual interest while supporting Peachland's cohesive downtown character.

- 28. Wayfinding Signage:** Where appropriate, larger developments may use wayfinding signage that is consistent with similar signage types in the downtown area to annotate the urban environment and help with overall downtown navigation.
- 29. Public Art and Visual Interest:** Public art and purposeful landscaping should be used to conceal blank walls and add visual interest and appeal to building facades.
- 30. Laneway Activation:** Flexible use of lanes (e.g., landscaping, temporary plazas, event spaces) and upper storey building entrances near mid-block connections are encouraged to face or be located near the lane or mid-block connections to generate downtown vibrancy all year round.
- 31. Shadowing and Winds:** Building setbacks, step backs, and appropriate massing should be used to minimize shadowing and wind tunneling on neighbouring properties.
- 32. Lighting:** Use down lighting that is dark sky compliant and bat appropriate to increase pedestrian comfort and safety, and create an inviting ambiance by highlighting special locations, building entrances, and pedestrian infrastructure, while avoiding glare and light into residential units.
- 33. Landscape Retention:** Mature trees, significant landscape specimens, and natural topography should be preserved and thoughtfully integrated into the new site design to maintain Peachland's tree canopy and existing landscape value.
- 34. Landscaping and Planting:** Landscaping and planting should emphasize the natural setting of downtown Peachland. Landscaping should be coordinated with the municipality to create a pleasing composition and cohesive look, define and enliven public spaces, moderate building massing, maximize views into stores, and provide shade. New landscaping should meet Fire Smart principles and be native and drought tolerant species.
- 35. Waste, Loading, Storage:** Loading facilities, garbage and recycling storage should be placed at the rear of buildings off Waldo Way and not be accessible off main streets, such as Beach Ave or numbered side streets, to minimize conflict between vehicles and pedestrians.

Access and Circulation

Design Intent: Organize site access, circulation, and parking to be clear, convenient, and well-integrated, while prioritizing pedestrian-friendly design and minimizing vehicular conflicts. Access routes should reinforce connectivity, safety, and comfort for all users, supporting a walkable and multi-modal downtown environment.

- 36. Pedestrian Access:** Provide intuitive, accessible routes, to a universally acceptable standard, that offers clear access between the site and the streetscape.
- 37. Pedestrian Treatments:** Distinguish the pedestrian network from vehicle surfaces using durable, low maintenance surface materials such as pavers, bricks, or concrete to enhance pedestrian safety and comfort, as well as the attractiveness of the walkways.
- 38. Mid Block Connections:** Strategic safe and active mid-block connections to Beach Avenue (with appropriate air and light penetration) are encouraged to support the connectivity throughout downtown where appropriate. Mid-block connections are encouraged to have entrances to additional stores, shops, or residential uses.
- 39. Multi-Modal Transit Network:** Short-term bicycle parking facilities should be located at grade near primary building entrances, patios, and pedestrian walkways, opportunities to shelter the spaces should be considered.
- 40. Vehicular Access:** Access to parking and loading areas should be in the rear lane or side streets to preserve the pedestrian interface and minimize conflict between vehicles and pedestrians.





41. Parking Structure Integration: Structures should be well-integrated into the design of buildings, accessed by Waldo Way and wrapped behind active ground floor uses such as commercial, office or residential uses. If parking is provided on the second storey of buildings, the façade must repeat materials from the ground floor and not visibly appear to be a parkade from the streetscape.

42. Waldo Way Precinct – Surface Parking

Screening: When parking structures are not feasible, surface parking should be located in the rear, behind the building, and screened using landscaping from the street.

Celebrating Peachland's Historical Character

Design Intent: Promote, celebrate and enhance founding character buildings and facades to celebrate Peachland's history and enrich the downtown experience.

43. Character Compatibility: Buildings located adjacent to original assets (United Church, Little Schoolhouse, Museum, Peachland Historic School) should ensure the form and design of the building is inspired by the original asset without mimicking it.



44. Founding Buildings: Owners of original buildings that were founding commercial landmarks (5854 Beach Ave, 5872 Beach Ave, 5842 B Beach Ave, and 5818 Beach Ave) are encouraged to restore and enhance original design treatments and materials when considering renovations, façade improvements or other site enhancements.

45. Original Façades: Original façade elements of founding commercial landmarks, including details such as parapet and cornice treatments, roof forms and materials, locations of building windows and entrances, and building materials of original buildings should be retained or partially recreated as part of any new development. New materials should be compatible visually with original materials.



30



06

Land Use and Zoning Framework



Land Use, Zoning, and Economic Feasibility Analysis

Existing Land Use

Downtown Peachland is characterized by several different land uses including Commercial, Public/ Institutional, Medium Density Residential, Parks and Open Space, and residential. Downtown Peachland already includes a mix of land uses that enhance neighbourhood completeness and economic vitality including:

- ◆ Pentownna Marina
- ◆ Day-Use Wharf
- ◆ Seasonal sidewalk patios
- ◆ Peachland Municipal Hall
- ◆ Peachland Fire Department
- ◆ Shops, services and restaurants
- ◆ Heritage Park
- ◆ Centennial walkway
- ◆ Dedicated senior's housing

Figure 4: Existing Land Use





Property Ownership

Downtown Peachland's original subdivision pattern reflects an era of very different development expectations—small lots, typically 15 metres wide, designed to accommodate the modest homes and businesses characteristic of rural Okanagan towns of the time. This fine-grained lot pattern has resulted in fragmented ownership across the downtown, meaning that most new development will require lot consolidation before it can proceed.

However, this challenge is offset by meaningful opportunities. The District of Peachland is among the largest landowners downtown, positioning it to lead catalyst redevelopment projects on municipally-owned sites. Additional concentrations of consolidated private ownership (largely clustered between 2nd and 4th Street) present near-term development opportunities that can move forward without the time and cost of lot assembly. Together, this mix of public and private land ownership creates a foundation for strategic partnerships that can help unlock downtown Peachland's development potential.

Figure 5: Property Ownership





Existing Zoning Framework

Existing zoning for Downtown Peachland currently supports a wide range of commercial and multi-unit residential uses on most lots within the study area. The C2 “Core Commercial” Zone (Zoning Bylaw No. 2400) is the most predominant. A small number of lots are zoned for institutional use (containing municipal buildings and gathering places.) [Table 3](#) below shows the number of parcels and area for each zoning designation in the study area. [Figure 6](#) on the following page shows parcel scale zoning for the study area.

Table 3: Zoning Designation Parcel Area

Zoning	Beach Ave	Waldo Way	Total
C2 - Core Commercial	8,756	13,883	22,639
C3 - Convenience Commercial	557	-	557
CR1 - Mixed Use	1,164	4,139	5,303
P1 - Parks and Open Space			
P2 - Public/Institutional	1,114	2,855	3,970
R1 - Single Detached Residential	5,690	4,077	9,767
RM4 - Multi-Unit Residential - Medium Density	-	3,559	3,559
TOTAL	17,281	28,513	45,794

Figure 6: Existing Zoning





Zoning Analysis – How does Zoning and Urban Design Work Together?

The recommended zoning aims to achieve a series of outcomes that will both improve development viability and also compliment urban design guidelines which promote good urban design. Zoning establishes the foundational framework for land use, density, building height, setbacks, and massing. While zoning ensures consistency, it is generally rigid and focused on "what" is allowed rather than "how" it looks or feels. Overly restrictive zoning can lead to the need for numerous variance applications, which adds additional time, uncertainty and complexity to developments. Urban design guidelines (explored in [Section 5](#) of this report) provide flexibility yet detail with respect to character and the experiential aspects of development in downtown Peachland including elements such as facade articulation, material choices, street-oriented entrances, landscaping, public realm enhancements, and the integration of architectural features that complement Peachland's character. Zoning and design guidelines work together to ensure both the structural and functional qualities of urban spaces and when implemented consistency and effectively can achieve desired public realm objectives.

Zoning Considerations

- ◆ The engagement process with the Task Force has identified a desire to maintain active street fronts and limiting uses on the Beach Ave ground floor elevation to uses which activate the street and encourage pedestrian visits, such as boutique commercial and restaurants. Land uses which do not generate pedestrian activity and interaction with the street, such as professional services and office should be limited to the second floor on Beach Avenue, or to lands west of Waldo Way.
- ◆ The engagement process also yielded feedback on the preferred charm of small scale commercial uses that reflect the existing historical building and lot layout pattern in Peachland. In addition to strong Design Guidelines, this can be achieved through the establishment of unit size maximums and requirements for doorways every 15 minutes, to align with the current lot layout and historical pattern of development.
- ◆ To ensure an active street and commercial-pedestrian focus, residential access can be encouraged (or required) to be at the building side or rear and not a major focal point from Beach Avenue.
- ◆ Larger format commercial uses, such as fitness centres and larger commercial should be directed to lands west of Waldo Way precinct. Permitted uses which generate a high parking demand, such as office space, should be evaluated based on their size, i.e. a maximum commercial floorspace to limit parking demand.
- ◆ Current zoning requirements for upper stories on Beach Ave to be stepped back from the lot line should remain in zoning. However, these same step backs from the rear and side-street could be re-evaluated, given site coverage maximums above the second storey.
- ◆ Clarity to prohibit residential accommodations on the ground floor along Beach Avenue must be maintained to achieve active streetscape objectives. On lands west of Waldo Way, this is not necessary.
- ◆ To distinguish different design and land use objectives for Beach Avenue and Waldo Way, separate new zones are suggested, with different floor area, land use, site coverage, step back, and height regulations.
- ◆ Lands within the Downtown are currently zoned for uses that align with project objectives, but it is recommended that the suggested changes detailed here be amended into zoning, and that the existing density bonus program be removed (which will, additionally, become a legislative requirement in 2025).
- ◆ Even with a reduction in required parking for lots along Beach Avenue, it may be difficult to be able to achieve 1 stall per unit for smaller developers. Consideration for support for variances, shared parking scenarios (such as restricted residential parking spaces in the evening), or cash-in-lieu should be taken.
- ◆ Maximum density along Beach Avenue can be limited to better align available parking space with allowable density.

Existing Zoning Analysis: Constraints

Analysis of existing zoning parameters that are in effect in the in the plan area identified 5 items that are misaligned with the economic feasibility analysis:

- 1. Height Limits:** Both mixed use zones currently limit height to 16.8 metres. While this is viable for a 5 storey building fronting Beach Avenue, it is insufficient to accommodate higher buildings which would incorporate reasonable on-site parking and be viable. The land economics analysis modeled 5 - 8 storey buildings.
- 2. Floor Area Ratio:** Existing zoning incorporates a low floor area ratio maximum of 0.75 -1.1. A higher floor area ratio can be unlocked with a density bonus payment. (The maximum floor area ratio in the C2 Zone, 4.0, would be difficult to achieve given necessary setbacks). Analysis suggests that under current market conditions, a minimum floor area ratio of approximately 2.5-3.0 is necessary for a viable mixed use or residential project within the study area.
- 3. Low Intensity Residential Zoning:** Zoning along Beach Avenue, between 4th and 6th, is currently a mix of R1 and CR1. R1 (single-detached residential) land uses in this area are contrary to the overall Vision for DRIS, as they represent a low-intensity form of land use. Increasing the allowable density along this stretch of Beach Avenue will be critical to supporting the DRIS vision.
- 4. Limits on Percentage of Residential Uses:** The current C2 zone limits residential uses to 67% of the total floor area permitted for a given parcel. Land economics modelling is based on approximately 80-85% residential and 15-20% commercial, which reflects the approximate size of existing businesses (15 metres wide and 15 – 20 metres deep). For parcels not fronting Beach Avenue, where land uses may desire to be 100% residential, this renders projects impossible without a zoning amendment.
- 5. Parking Requirements:** Current parking requirements will result in multi storey parkades and construction costs that exceed project viability thresholds, while limit space for residential land uses. On Beach Avenue, it would not be physically possible to fit the required amount of parking for residential and commercial uses on a given parcel.

Existing Municipal Services and Infrastructure Needs

Infrastructure is required to deliver services, such as water, sanitary, stormwater, solid waste and transportation, to every community. Decisions about where and how a community grows, where important facilities are built, and how people move around, have implications for the infrastructure needed and the costs to construct and sustain it.

In order to have a complete understanding of the District's existing municipal services and future demands for infrastructure with future downtown revitalization, a high-level inventory of existing municipal infrastructure was undertaken combined with a "build-out projection". Existing servicing plans and strategies were also reviewed to understand and other servicing limitations to new development in the downtown area.

The number of proposed residential units, approximately 537, was determined as part of the buildout projection based on key assumptions:

1. **Buildout Projections:** assuming a 60% buildout over a 20-year horizon.
2. **Density Estimates:** The density of apartment units was estimated at 275 - 300 m² per unit.
3. **Exclusions:** Certain parcels were excluded, including those with recent redevelopment or institutional uses.

This figure serves as a baseline for infrastructure modeling and planning only. It is based on general assumptions about land use, density, and growth patterns, and actual development numbers could vary depending on market demand, changes in downtown land use policy, or shifts in community priorities.

Using this estimated build-out figure, it is possible to simulate the impacts on water and wastewater systems under different growth scenarios, providing a framework for identifying infrastructure needs and prioritizing upgrades. The projected addition of 537 residential units over a 20-year horizon will introduce increased demand on existing systems.

In Peachland, while current wastewater capacity is sufficient, future growth without planned upgrades may lead to capacity constraints in specific areas of downtown. The water distribution network faces more immediate challenges, with many areas unable to meet minimum fire flow requirements under existing conditions. Redevelopment and growth could exacerbate these deficiencies. Key areas requiring upgrades include intersections and streets across downtown, where fire flow availability is projected to fall below acceptable thresholds under the future growth scenario.

Addressing these infrastructure gaps will require targeted investments in both water and wastewater infrastructure to ensure downtown can accommodate growth while maintaining safety and service standards.



Zoning Analysis - Summary

On Beach Avenue, the focus is on maintaining active street fronts by limiting ground-floor uses to boutique commercial, restaurants, and other active uses, with office spaces situated on upper floors or at the rear of buildings. Ground-floor residential accommodation is not permitted, and to preserve the streetscape upper stories must be stepped and commercial units should be limited in width. In the Waldo Way precinct, the focus shifts to larger-format commercial uses, such as fitness centers and grocery stores. Zoning regulations will be supplemented by Development Permit Guidelines, ensuring clear expectations for developers and the public.

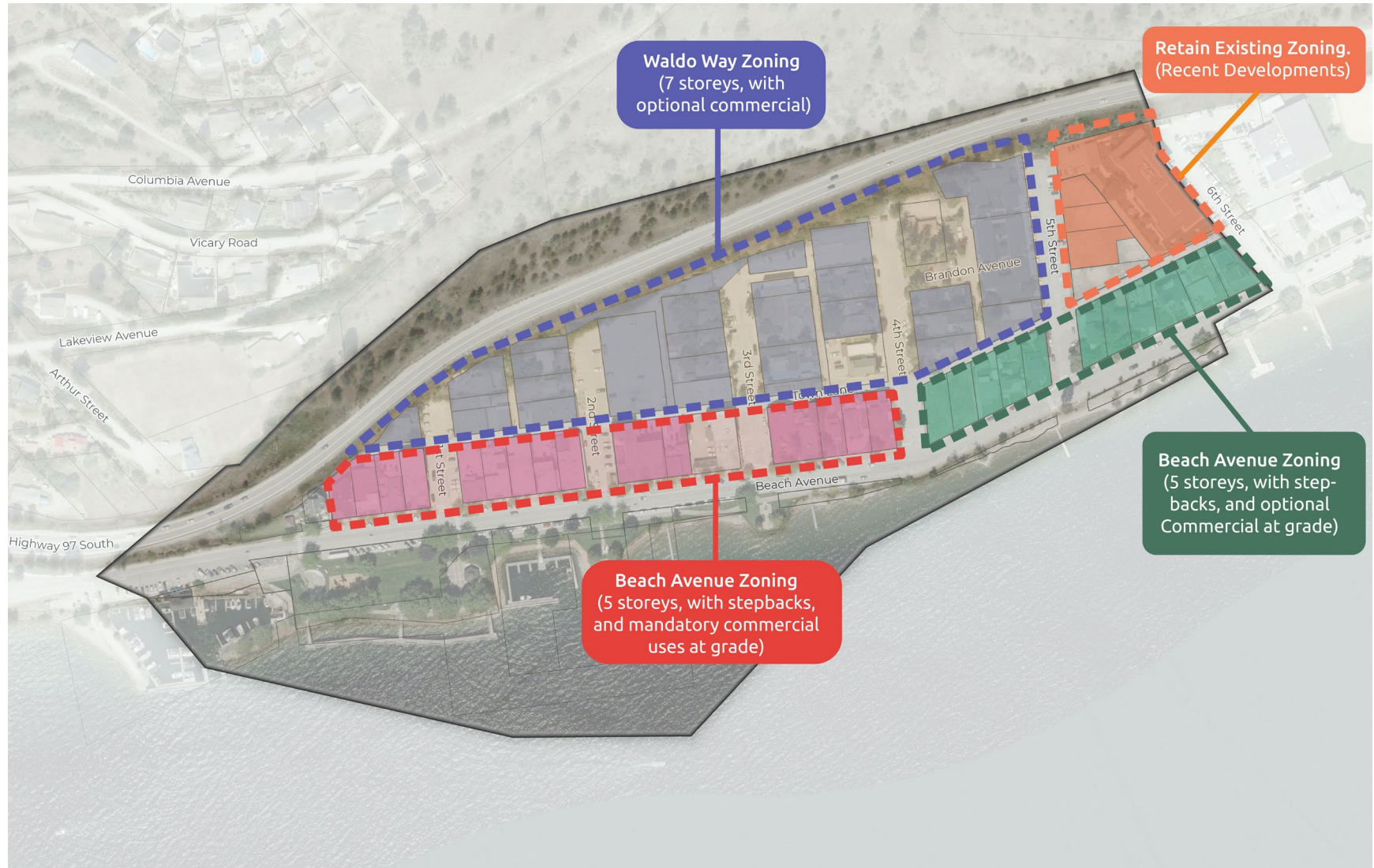
Recommended zoning parameters are broad and will require further detailed work to implement. The locations of broadly recommended zoning parameters are indicated in [Figure 7](#). Specifics of zoning for the lots fronting Beach Avenue, from 4th to 6th, will need to be determined at that time, but are recommended to maintain the Beach Avenue character of height and step backs, however with optional first floor commercial).

[Table 6](#) on the following page compares basic zoning parameters for the existing study area with the parameters of the land use economics feasibility analysis and includes recommended new zoning parameters to address viability and project objectives. These recommended zoning parameters are incorporated into the Big Moves.

Table 6: Study Area Existing and Recommended Zoning Parameters

	Feasibility Analysis	Existing Downtown Zones				Recommended Zoning	
Zone Name	-	C2 - Core Commercial	C3 - Convenience Commercial	CR1 - Mixed Use	R1 - Low Density Residential	Beach Avenue Area	Waldo Way Street
Number of Parcels / Sites	-	31	4	1	13	21	18
Land Area M2 (Acres)	-	22,639	557	5,303	9,767	17,281	28,513
Land Area (% of Study Area)	-					38%	62%
Mixed Use?	Y	Y	N	Y	N	Y (required)	Y (optional)
FSR	2.4-3.0 (wood frame)	1.1	0.3	0.75	4 UNITS	2.5	3.0+
Max FAR with Bonus Density	-	4.0	n/a	3.0	n/a	TBD	TBD
Max Height (Metres)	5 – 8 stories	16.8	8.0	20	9.1	16.8 (no change)	23 (approximately 6-7 storeys)
Max Lot Coverage	100% Levels 1 – 2 60% Levels 3+	100%	30%	100%	40%	100% (50 - 60% above 2nd storey)	100% (50-60% above 2nd storey)
Setbacks (Front)	-	0	10	0	6	Mandatory zero setback (1st and 2nd storey).	0
Minimum Setbacks above 2nd Storey	n/a	3.0 (front) 4.5 (side)	n/a	3.0 (front) 4.5 (side)	n/a	6.0 metre (Beach) 3.0 metre (Side Street)	3.0 Metre (All Streets)

Figure 7: Recommended Zoning



Land Use Economics and Financial Considerations

The District of Peachland downtown is highly desirable given its location on Okanagan Lake and proximity to key amenities and services. However, many of the buildings in downtown Peachland are fully depreciated; redevelopment in the downtown area has not been occurring as it is in other parts of Peachland.

The District has several underdeveloped and vacant lands within their historic downtown that could be used for new housing construction. While the District has been actively looking to partner with landowners and developers to deliver greater housing supply on these lands, several barriers persist. Current land use and zoning designations in the downtown area do not permit high-density development, and the District has existing sanitary and water infrastructure capacity in the downtown area.

To recommend and make sound decisions about a vision for a revitalized downtown Peachland, it was first important to develop an understanding of potential land use options and their economic viability. Evaluating economic viability for redevelopment in Peachland identifies potential implementation actions for removing barriers to development such as pre-zoning lands for viable uses and exploring the potential to incorporate density bonusing and other District initiatives such as development approval process improvements to speed up the approvals process and improve development viability.

Land Use Feasibility Analysis

Commercial and residential development is crucial for effective downtown revitalization. However, several challenges must be considered to ensure the financial viability of such projects. These challenges include rising construction costs and fluctuating interest rates, the cost-to-revenue relationship, which encompasses parking considerations, the uptake of residential properties in the market, and seasonal fluctuations in the commercial market. Addressing these challenges is vital to fostering sustainable and successful downtown revitalization. Assessing the economic viability of land use changes is important for preventing unsustainable urban development, reducing the potential for financial setbacks for land developers, and promoting the long-term success of projects in Peachland as a whole. Sound land use changes based on economic realities also reduce the need for potential rezonings to support viable projects, thereby safeguarding staff resources and supporting community well-being.

The project team undertook land use feasibility analysis, as well as a retail demand analysis, to understand existing market conditions in downtown Peachland. Detailed results of the retail demand analysis can be found in [Appendix B](#).

Pro forma analysis was undertaken for two separate downtown locations to understand the financial conditions for future development and inform potential bylaw changes. These study results are provided in [Table 4](#) and [Table 5](#), below.

Overview of Land Economics Feasibility Testing

Table 4: Waldo Way Site - 2,250 m²

Scenario	Description	Viability	Approx Number of Units
1	1 level semi-submerged parking with 6 stories woodframe above. 3.0 FSR.	Viable	60 Units 60 Parking Stalls (1 stall per unit)
2	Podium with townhouses, 2 level parking behind townhouse, 4 storeys apartment above 90% site coverage podium. 2.8 FSR.	Not Viable	6 Townhouses, 49 Apartments (55 Units) 91 parking stalls (1.5 stalls per unit)
3	2 levels parking (one level semi-submerged), 5 storey woodframe building above, 90% site coverage podium, residential only in apartment. 3.0 FSR.	Not Viable*	60 Units 120 parking stalls (2 stalls per unit)

Table 5: Beach Avenue - Commercial Ground Level and Residential Above

Scenario	Description	Viability	Approx Number of Units
1	4 storeys FSR: 2.5	Not Viable	21 units (~20 parking stalls)
2	5 storeys FSR: 3.0	Marginal	26 units (~20 Parking stalls)
3	Block Consolidation 5 storeys FSR: 3.0	Not Viable	65 units (~55 parking stalls)

* Project could become viable if additional parking was separately funded.

Land Use Feasibility Testing Takeaways

Results provided in [Table 4](#) and [Table 5](#) from the land use feasibility testing highlighted several key findings:

- ◆ Wood frame projects may be viable, provided that the market is sufficiently strong to carry the required sales prices of such units, and that the pace of sales is such that the project can be successfully financed.
- ◆ The analysis found that a threshold of approximately 3.0 FSR was necessary to realize project feasibility; however this is FSR is difficult to achieve with wood-frame construction in a typical 6 storey (plus parking) scenario. Concrete construction was not tested given the DRIS project's direction towards lower building heights.
- ◆ Along Beach Avenue, an entire block consolidation may be required to realize project feasibility. Site limitations would prevent the provision of a 1:1 parking ratio for these sites unless a second storey of parking was provided. This scenario was not modelled, however analysis undertaken for the Waldo Way area would indicate this is unlikely to be feasible.
- ◆ In light of the above, new projects along Beach Avenue are not likely to be viable in the near future unless land is vended into the development at a discounted rate or solutions for off-site/shared parking are provided.
- ◆ The provision of additional parking on site over and above 1 stall per unit creates a significant burden on project financials. Further parking context can be found in [Appendix B](#).
- ◆ If parking needs to be provided to accommodate off-site uses, that parking will need to be either funded through capital contributions from elsewhere (e.g., a parking cash-in-lieu contribution), some form of ongoing revenue (e.g., hourly or daily rates for commercial parking), or some combination of the two.
- ◆ Project viability is highly contingent on the purchase of land. As some of the land downtown is municipally controlled, there is an option for sites to be sold at a sub-market value if that foregone revenue is considered an investment in achieving some other municipal goal. On the corollary, sites which have been under consistent ownership for long periods of time may have improved project viability.
- ◆ Development projects with less storeys are viable if unit prices are higher than modeled. Higher unit prices paired with a shorter development timeline resulting from greater approvals certainty provides better project viability to development projects with less storeys.
- ◆ Mixed use projects, particularly those along Beach Avenue where mixed use would be mandatory, are challenged by a low ceiling on prevailing commercial lease rates (lower than regional examples) within the downtown, which are borne from a market in Peachland that is currently highly seasonal. These lease rates translate to approximately 1/3 of what it would cost to recover the costs to redevelop. Project viability could improve it.



Parking Policy Review and Management Strategy

In 2016, Peachland undertook a Parking Policy Review and Management Strategy which was intended to provide the District with a framework for future parking policy development, and to enable the District to communicate key issues and implement new parking regulations with substantial buy-in from both internal and external stakeholders.

Of note, the management strategy identified that in Peachland, there is currently no shortage of parking downtown, as occupancy levels generally fall between 76% and 100%, with nearby options available. While parking was generally underutilized (with an average occupancy of 39% across 822 spaces), improvements could be made in areas such as time limits, wayfinding signage, and lot utilization (e.g., 2nd Street Lot). The report emphasized the importance of efficient parking management that balances convenience for high-priority users (such as deliveries and short stays) with the desire to reduce the dominance of cars in the downtown area. Ongoing monitoring and adjustments as development and tourism increase is also needed.

Further, a maximum parking density scenario was completed based on the assumption that all the land in the downtown core is developed to its maximum base density for the primary use identified within the zoning bylaw. To reach the maximum parking demand estimated, significant redevelopment would need to occur. This level of redevelopment is not likely to occur in the short to medium term and the existing parking supply is anticipated to be adequate.

Other key findings from the Peachland Parking Policy Review and Management Strategy regarding downtown parking include:

Adequate Overall Supply but Uneven Distribution

- ◆ Downtown Peachland's total parking supply exceeds the current demand, with an average occupancy of 39% and a peak of 52%. However, certain high-demand areas, particularly near the beach, frequently experience occupancies of 76-100%, while other areas remain underutilized. This imbalance indicates a need for better distribution and management of parking resources.

High Turnover Rates

- ◆ The majority of vehicles are parked downtown for less than two hours (75-76%), showing efficient use of parking spaces. This suggests that most visitors and customers can find parking for short-term stays, supporting business and tourist activity.

Public Concerns About Seasonal Congestion

- ◆ Residents highlighted that parking challenges are most acute during summer weekends and special events. Overcrowding during peak tourist season can deter locals from shopping or visiting downtown, potentially impacting local businesses.

Underutilization of Off-Street Parking Lots

- ◆ The 2nd Street Parking Lot and similar facilities are underused due to lack of awareness and poor infrastructure (e.g., unpaved surfaces and undefined stalls). This highlights the opportunity to improve these lots for long-term or employee parking, easing on-street congestion.

Divided Opinions on Paid Parking

- ◆ Feedback reveals mixed attitudes: some support paid parking to improve turnover and fund maintenance, while others value free parking as integral to Peachland's charm. This division suggests potential resistance to introducing fees, requiring careful consideration and community engagement.
- ◆ These findings point to opportunities for targeted interventions, such as better signage, infrastructure improvements, and policy adjustments, to optimize downtown parking without alienating residents and visitors.



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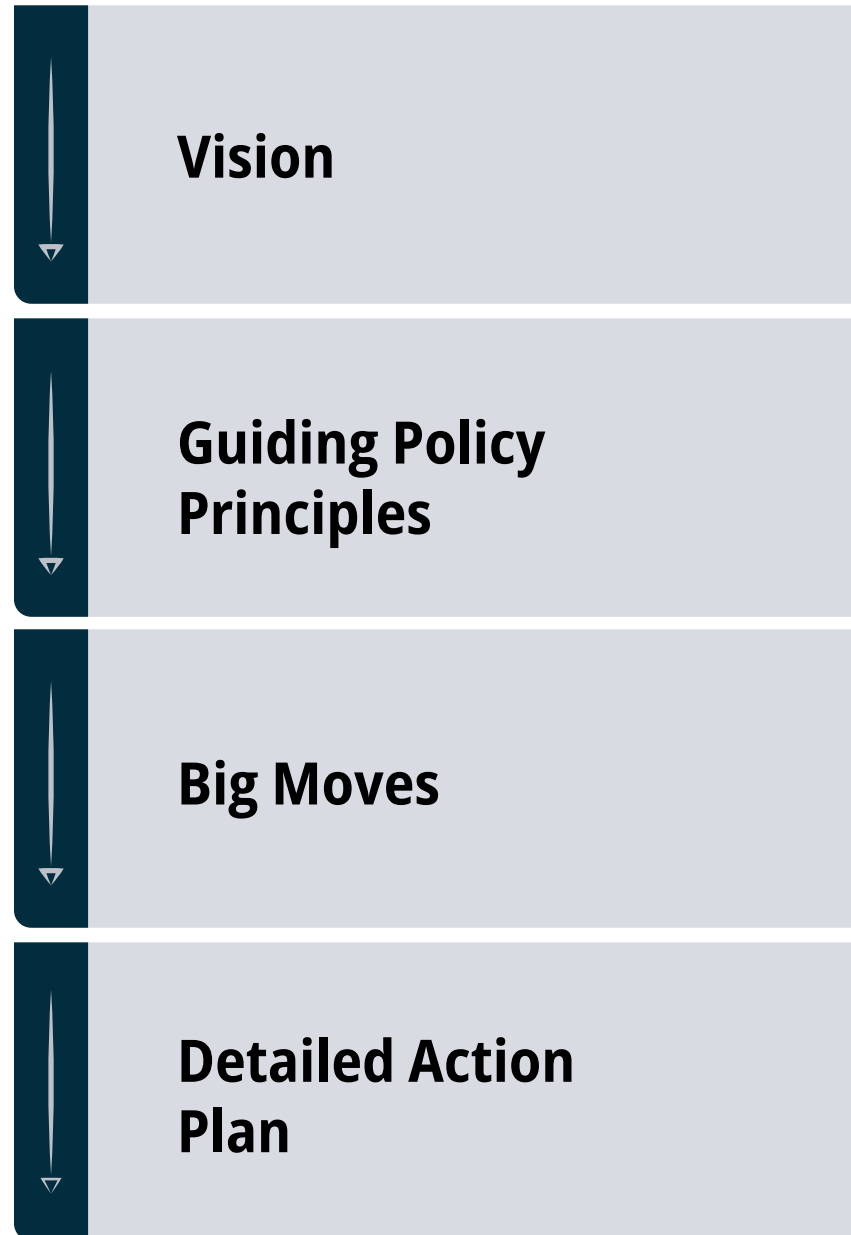
Implementation,
Monitoring, and
Reporting

Implementation

The DRIS should be read as a strategic guide that evolves as downtown Peachland continues to grow. As illustrated in the diagram below, the plan is structured sequentially across four components: the downtown Peachland Vision, Guiding Policy Principles, Big Moves, and a Detailed Action Plan. Readers are encouraged to work through the plan in this order, as each layer builds upon the last.

The vision sets the overall direction, the Guiding Policy Principles establish the values and intent that underpin the rest of the Strategy, the Big Moves identify the key strategic priorities, and the Detailed Action Plan outlines the specific steps required to bring those priorities to life.

Implementation is a shared responsibility, dependent on continued collaboration between the District, Council, the public, Indigenous communities, and other key actors. To ensure accountability and implementation, this section provides a summary of the Big Moves and Detailed Action Plan to allow the District to monitor progress and adjust priorities as needed over time. Several other District plans and strategies also address land use and development considerations relevant to the DRIS and may contain additional actions or capital projects to be carried out downtown. Where applicable, these have been considered in the development of this strategy.



Implementation, Monitoring, and Reporting

The following implementation table can be used to implement and action the DRIS Big Moves. Annual review of implementation status is recommended to be reviewed every budget cycle. This implementation table should be reviewed every budget cycle.

Table 7: Detailed Implementation Plan

Relevant Guiding Policy Principles	Big Move	Detailed Actions	Timeline	Lead / Status	Budget Considerations
Mixed-Use Growth Area Economic Viability Pedestrian Scale History and Sense of Place Economic Viability Okanagan Connections	1: Update OCP and Zoning to establish land use regulations with clear design expectations that maintain the identity of Downtown Peachland and align with economic feasibility.	1A: Adopt New and Clarifying Downtown OCP Policy 1B: Develop New Downtown Zoning Regulations	 Urgency: Very High Timeline: Immediate	Lead: District of Peachland Staff, Council Status: Underway	\$

\$ = <50,000 \$\$ = <\$100,000 \$\$\$ = >100,000

Relevant Guiding Policy Principles	Big Move	Detailed Actions	Timeline	Lead / Status	Budget Considerations
Change is Supported Advocacy and Partnerships Economic Viability	2: Actively prioritize and financially invest in the growth and Economic Development of the Downtown.	2A: Develop a Downtown-Specific Financial Incentive Program	Urgency: High Timeline: Begin detailed implementation and resource/ financial planning immediately.	Lead: District of Peachland Staff, Council Status: Not Started	\$
		2B: Maintain financial support for an economic development function to promote downtown growth			
		2C: Pursue Partnership and Grant Opportunities			
		2D: Capitalize on Municipal Land			
Economic Viability Pedestrian Scale	3: Modernize Parking Policies	3A: Reduce Minimum Parking Requirements for new Downtown development. 3B: Initiate Parking Demand Management in Downtown and surrounding Beach Avenue areas	Urgency: Very High Timeline: Immediate	Lead: District of Peachland Staff, Council Status: Not Started	\$

Relevant Guiding Policy Principles	Big Move	Detailed Actions	Timeline	Lead / Status	Budget Considerations
Community and Connections Pedestrian Scale Year-Round Tourism and Hospitality Waterfront	4: Activate Public and Pedestrian spaces in Downtown Peachland	4A: Expand and Activate Space for People	Urgency: Medium	Lead: District of Peachland Staff, Council Status: Underway	\$\$\$
		4B: Improve Wayfinding and Traffic Calming	Timeline: As soon as financial resources are available.		
Community and Connections Pedestrian Scale Okanagan Connections	5: Invest in improved active transportation connections to and within the Downtown.	5A: Fund Active Downtown Transportation Improvements with a Capital Spending Program	Urgency: Medium Timeline: As soon as financial resources can be made available.	Lead: District of Peachland Staff, Council Status: Not Started	\$\$\$

The following monitoring and evaluation framework can be used to monitor progress towards achieving the vision for the DRIS.

Table 8: Monitoring Framework - Guiding Policy Principles

Guiding Policy Principle	Measures of Success	Data Source	Reporting Method
Downtown Peachland is a priority growth area and distinctive mixed-use hub that meets the daily needs of the community.	<ul style="list-style-type: none"> ◆ Increase in the number of housing unit types available downtown ◆ Increase in the variety of housing unit types available downtown ◆ The community responds favourably to new Downtown development ◆ A reduction in the number of underdeveloped or underutilized parcels downtown 	Building permit and development permit data for the downtown area	Housing Needs Assessment (Updated every 5 years)
Peachland supports economically viable mixed-use redevelopments in its Downtown.	<ul style="list-style-type: none"> ◆ New mixed-use projects proceed to construction ◆ Infrastructure capacity supports anticipated growth ◆ Reduction in time required to obtain development approvals and building permits for downtown development ◆ There is an increase in the number of new businesses operating downtown 	Development permit data for downtown, business license data, field surveys	Housing Needs Assessment Report (Updated every 5 years)
Downtown Peachland prioritizes the pedestrian scale.	<ul style="list-style-type: none"> ◆ Increase in the number of publicly accessible seating areas and rest nodes ◆ Increase in linear metres of sidewalk infrastructure downtown ◆ Increase in canopy coverage and street tree planting along key downtown streets ◆ Improvement in pedestrian safety metrics (lighting levels, crosswalk upgrades, accessible routes) ◆ Growth in average time visitors spend in the downtown Peachland ◆ Increase in pedestrian counts along key downtown streets ◆ Increase in community satisfaction with downtown safety and accessibility 	Capital project information, GIS mapping, pedestrian counts, community survey results	Peachland Annual Report, Annual Citizen Survey

Guiding Policy Principle	Measures of Success	Data Source	Reporting Method
Downtown Peachland is a year-round destination for tourism and hospitality.	<ul style="list-style-type: none"> ◆ Reduction in seasonal variation of downtown foot traffic and visitor counts ◆ Increase in the number of year-round businesses operating downtown ◆ Growth in hotel/ accommodation occupancy rates across all seasons ◆ Increase in tourism-related revenue generated downtown outside of summer season 	Business Permit Data, pedestrian counts, community survey results	Peachland Annual Report, Annual Citizen Survey
Downtown Peachland is socially and physically connected.	<ul style="list-style-type: none"> ◆ Increase in kilometres of completed walking/cycling infrastructure connecting downtown to surrounding neighbourhoods ◆ Increase in the number of walking and cycling trips and reduction in single-occupancy vehicle trips downtown ◆ Increase in bike parking availability and utilization ◆ Improvement in accessibility ratings along key pedestrian routes 	GIS mapping, infrastructure records, accessibility audits	Active Transportation Network Plan
Downtown reflects Peachland's history and sense of place.	<ul style="list-style-type: none"> ◆ Increase in the number of heritage building elements preserved, incorporated, or adapted within new downtown developments ◆ Increase in signage, public art, cultural installations, and storytelling elements incorporated into downtown ◆ Growth in community awareness of Peachland's history and identity 	Peachland Heritage Inventory, Community survey results	Annual Citizen Survey
Downtown Peachland embraces change and new ideas.	<ul style="list-style-type: none"> ◆ Number of DRIS Big Moves implemented by Council ◆ Number of policy and regulatory updates completed in alignment with DRIS ◆ Regular reporting to Council on DRIS implementation progress 	Internal tracking, Council reports	Annual DRIS Implementation Report to Council

Guiding Policy Principle	Measures of Success	Data Source	Reporting Method
Peachland advocates for the success of its growing Downtown.	<ul style="list-style-type: none"> ◆ Increase in the number of partnerships established with private sector, regional, and provincial stakeholders ◆ Growth in the number of grant applications submitted and funding secured for downtown initiatives ◆ Increase in private investment attracted downtown as a direct result of advocacy and partnership efforts 	Grant application records, partnership agreements, development investment data	Council Strategic Plan
Downtown Peachland connects to and interacts with the waterfront.	<ul style="list-style-type: none"> ◆ Increase in public access points to the lake and waterfront area ◆ Quality of urban design elements that enhance the downtown-waterfront experience ◆ Reduction in physical barriers and conflicts between vehicle traffic and pedestrian movement along waterfront connections 	Capital project records, transportation studies	Capital project records, Active Transportation Network Plan
Downtown Peachland complements the natural beauty of the Okanagan.	<ul style="list-style-type: none"> ◆ Increase in the number of park improvements, natural areas, and lakefront amenities delivered downtown ◆ Increase in the amount of landscaping, green space, and ecological features incorporated into public and private developments ◆ Increase in tree canopy coverage downtown ◆ Number of developments achieving recognition for design excellence or sustainability 	Parks and capital project data, development applications, GIS tree canopy analysis, awards/recognition tracking	Capital project records, Parks and Recreation Master Plan

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Appendix A

Engagement What
We Learned Report

Introduction

The District of Peachland initiated the Downtown Revitalization Implementation Strategy (DRIS) “the Strategy” in June 2023. The intent of the DRIS project was to confirm the future vision and strategic objectives needed to support the revitalization of downtown Peachland. As part of their 2023 – 2026 Key Focus Areas, the District Council prioritized revising the Downtown Strategy with clear implementation actions, analysis, and clarity for successful redevelopment.

This report outlines engagement efforts primarily with the DRIS Task Force. In the summer of 2024 and 2025, the broader community was engaged at the Our Peachland Open House & BBQ, through several other pop-up events, and through an online survey. This report summarizes the consultation and engagement activities that took place, highlighting key findings and themes.



Engagement Strategy

The communications and engagement plan serves as the framework for all project-related engagement activities. It has been periodically updated to ensure alignment with evolving project needs and community interests.

Consultation for the DRIS project aimed to:

- ◆ Gather perspectives on community goals, priorities, and vision for Downtown Peachland.
- ◆ Collect input on land uses and design concepts to shape Strategy principles and guidelines.
- ◆ Share project progress and gather feedback to guide the DRIS project.

Ultimately, community consultation and engagement are vital for the Strategy's successful development and implementation. By involving the community, the Strategy is better informed, innovative, and responds to community feedback and aspirations.

Engagement Techniques

DRIS Task Force

District of Peachland Council established a Downtown Revitalization Implementation Strategy Task Force (Task Force) to incorporate perspectives of community members into the DRIS and ensure that the Strategy is reflective.

Formally established during a November 14, 2023, Council meeting, the Task Force provides feedback on the development of the DRIS. The Task force membership and activities are guided by a Terms of Reference. Its members include the Mayor, two Council members, a representative from recreation and culture, one from the Peachland Chamber of Commerce, three downtown landowners or business owners, five Peachland residents, and one District staff member in a non-voting capacity.

The Task Force met seven times between January 2024 and November 2024 and was involved in all key stages of the development of the DRIS. Their feedback helped shape draft sections of the Strategy, including a revised vision statement, updated policy principles, and concepts for new design guidelines for downtown Peachland as well as its Waldo Way and Beach Avenue precincts. The Task Force meetings typically took one of two formats: formalized presentation-style meetings or more informal design charrettes. Meetings were used to share project updates, goals, and progress with the Task Force in a structured environment, allowing for questions, concerns, and feedback. Meetings were open for the public to attend and observe. Design charrettes, on the other hand, provided a more interactive and collaborative approach, allowing participants to actively engage in the design process, generate ideas, and provide input on specific design elements and concepts. These formats provided multiple methods of engagement with the Task Force, catering to different preferences, and facilitating participation at various stages of the project.

Our Peachland Open House and BBQ

On June 12, 2024, at the Our Peachland Open House and Barbecue, an information booth was set up to inform the community about the project and its process. Project team members were available to answer questions. Participants provided feedback on the draft vision statement, policy principles, and key directions for the Strategy. They also responded to questions about what they love most about downtown Peachland and what improvements they would like to see. A draft of the “What We Learned Report” was available for reading and was later updated to include community feedback.

Meeting	Details	Format	Topic
Meeting 1	<ul style="list-style-type: none"> ◆ January 25th, 2024, 2-4 PM ◆ District of Peachland Council Chambers 	Presentation-Style	Project Kick-Off
Meeting 2	<ul style="list-style-type: none"> ◆ February 12, 2024, 6-8 PM ◆ District of Peachland Council Chambers 	Presentation-Style	Review of Phase 2 Findings
Meeting 3	<ul style="list-style-type: none"> ◆ February 26, 2024, 6-8 PM ◆ District of Peachland Council Chambers 	Presentation-Style	Visioning and Urban Design Principles
Meeting 4	<ul style="list-style-type: none"> ◆ April 16, 2024, 5-8 PM ◆ Peachland Firehall 	Charette	Beach Avenue Design
Meeting 5	<ul style="list-style-type: none"> ◆ May 13, 2024, 6-8 PM ◆ Peachland Old School House 	Charette	Waldo Way Design
Our Peachland Open House and Barbecue	<ul style="list-style-type: none"> ◆ June 12, 2024, 4-7 PM ◆ Peachland Community Centre 	Informational Booth	DRIS Project Process and Draft Strategy Components

Meeting	Details	Format	Topic
Meeting 6	<ul style="list-style-type: none"> ◆ November 18, 2024, 6-8 PM ◆ District of Peachland Council Chambers 	Presentation-Style	Draft DRIS Report Walk-Through
Meeting 7	<ul style="list-style-type: none"> ◆ April 23, 2025, 6-8 PM ◆ District of Peachland Council Chambers 	Presentation-Style	Big Moves Review
Meeting 8	<ul style="list-style-type: none"> ◆ July 8 2025 from 11:00 AM to 1:30 PM at the corner of Beach Ave and 6th St ◆ July 10 2025 from 11:00 AM to 1:30 PM at the IGA 	Informational Booths	Information on the Draft DRIS report and opportunity for community feedback

An online survey was also open from June 11 to August 7, 2025 to gather feedback on the DRIS. The survey focused on collecting input on what is most important to residents when it comes to housing, transportation, downtown revitalization, economic development, transportation and environment. It also presented the DRIS Vision and Focus Areas for review and feedback.

What We Learned Summary

Engagement with the Task Force provided feedback that has been instrumental in shaping the Strategy and has aided in ensuring that the Strategy respects and reflects the key goals, priorities, and concerns expressed by the community. Additional insights were provided from other community members during the Our Peachland Open House and BBQ, at several pop-up booths, and through an online survey. Incorporating this feedback into the project has helped align the Strategy with the aspirations and priorities of the Peachland community, ultimately enhancing the success and impact of its implementation.

Overarching Task Force Key Themes and Takeaways

The key themes and feedback from community consultation is organized in two parts. The first part covers overarching themes relevant to all aspects of downtown Peachland revitalization. The second part organizes feedback by specific topics covered during the task force meetings and feedback from the community through additional engagement opportunities.

Downtown Revitalization Priorities

- ◆ Increasing the number of people living downtown is broadly recognized by Task Force members as a necessary component of revitalization.
- ◆ Density and height, massing, and coverage: While acknowledge that building height beyond 2 storeys is necessary for viable redevelopment and more efficient land use, there is an expressed need to balance the scale and intensity of development with maintaining Peachland's character.
- ◆ Managing growth for success: The impacts of growth, including adequate parking management, maintaining accessibility for the community, and paying attention to the details of design are important considerations that need to be incorporated into each project and activity.
- ◆ Actionable, predictable growth with achievable goals: Establishing clear, achievable growth goals and milestones, while considering practical constraints and economic realities, is important to prevent undesirable development.
- ◆ While the need for economic viability is recognized, it is critical to not lose sight of concepts such as 'neighbourhood', 'character' and 'small town', and how these concepts need to be incorporated into design and policy with specific language.
- ◆ Maintaining the walkable, pedestrian oriented feel of downtown, with a strong interaction with the waterfront, should continue to be a priority intertwined into policies, and new developments.

Goals and Aspirations

- ◆ Unique destination: To position Downtown Peachland as a distinctive destination within the Okanagan region, leveraging its waterfront and recognizing its potential for tourism.
- ◆ Capitalize on opportunities for to create a world class lifestyle, wellness and hospitality community. Downtown Peachland does not contain any commercial accommodations and few hospitality services (such as spas) and the DRIS project aims to improve this.
- ◆ Vibrant downtown: A more lively and diverse downtown area that encourages gathering and social connections in both day and evening and serves as a destination for residents and visitors.
- ◆ Inclusive and functional space: Ensuring Downtown Peachland caters to the diverse needs of its residents through a mix of retail and service offerings that provide a local option than needing to go elsewhere.
- ◆ Modern and sustainable growth: Supporting development that reflects Peachland's current social, political, and environmental values, which emphasizes and incorporates good design practices that support long-term community well-being.

- ◆ Year-round activity: Downtown Peachland suffers from the pitfalls of seasonal tourism and limited residents. Businesses struggle to remain afloat through winter months, stores and restaurants close early in the evening. A year-round destination, with activities through the day and into the evening, is a goal to be achieved with the DRIS project.

Key Themes and Feedback by Topic

This section summarizes the feedback throughout the project process, organized by specific topics. It provides an overview of the key takeaways and insights shared.

Housing and Land Use:

- ◆ Promoting mixed-use development by integrating ground-floor commercial spaces with upper-floor residential units.
- ◆ Encouraging indoor/outdoor spaces for visitors above first-floor commercial buildings and balconies for residents.
- ◆ Fostering a mix of amenities, services, and daily needs within walking distance to enhance community completeness.

- ◆ Consulting with local experts to respectfully integrate Indigenous history and culture into planning practices.
- ◆ Understanding that consolidation of parcels in the downtown may not occur or be desired by owners, provide policy opportunities and guidance for development of large and small sites.

Architecture, Design, and Building Massing:

- ◆ Provide clear guidance and specific language on expectations for the caliber and standard of design and architectural features on new developments.
- ◆ Increasing shade with tree canopies and building features like awnings to increase pedestrian comfort.
- ◆ Prioritizing view protection and minimizing visual impact with tiered or stepped-back buildings, particularly on Beach Avenue.
- ◆ Incorporate the use of plants and trees to create visual interest, additional shade, privacy for residents, and increase natural landscapes.
- ◆ Preserving downtown’s unique character through holistic considerations of building facades, materials, and design elements. Small intervals between businesses and their entrances is of high importance.
- ◆ Striving for environmentally conscious building design to boost Peachland’s climate resilience and sustainability.

Economic Vitality and Tourism:

Prioritizing economically sustainable growth downtown by:

- ◆ Supporting existing small businesses and cultivating new, year-round retail and commercial opportunities.
- ◆ Introducing services and resident-focused commercial uses on Waldo Way to enhance community completeness and economic viability.
- ◆ Exploring zoning and regulatory options, such as pre-zoning, to make downtown development financially attractive to developers.

Making downtown Peachland a desirable destination for residents and visitors:

- ◆ Utilizing street infrastructure and art installations to create engaging pedestrian areas along Waldo Way and Beach Avenue.
- ◆ Continue to support the use of outdoor patios and pedestrian/street activity, without reducing parking availability or pedestrian accessibility.
- ◆ Attracting destination retail and services like spas and live entertainment venues to reduce the need for residents to leave Peachland while attracting new visitors.
- ◆ Promoting cultural and community events to increase downtown foot traffic and cultivate evening and nightlife.
- ◆ Leveraging downtown Peachland’s waterfront access by enhancing green spaces and boat launches.

Accessibility, Parking, and Transit

Ensuring downtown accessibility through various transportation means:

- ◆ Exploring public shuttles from other locations in Peachland, or other traffic management strategies, for events or markets.
 - ◆ Implementing infrastructure for safe active transportation like cycling routes, lanes, and parking.
 - ◆ Establishing downtown drop-off/pick-up spots for individuals with mobility challenges or those running short trips.
- ◆ Addressing parking and traffic concerns proactively to accommodate downtown growth without compromising design and economic viability:
 - ◆ Implementing parking entrances away from Beach Avenue and designing buildings to minimize visual impact on Waldo Way.
 - ◆ Explore opportunities for partnerships for new parking facilities.
 - ◆ Explore opportunities for shared parking arrangements.
 - ◆ Introducing timed and/or paid street parking to encourage turnover.

Community Consultation: Activities and Engagement Results

The remainder of this report details the activities and engagement results from Meeting 1-7 with the DRIS Task Force, and the Our Peachland Open House & BBQ. It's important to note that this report reflects the perspectives of engaged participants. As the majority of engagement was carried out with community representatives appointed to the DRIS Task Force, it does not necessarily reflect the perspectives of the entire community.

Task Force Meeting 1

Project Kick-Off

- ◆ January 25th, 2024, 2-4 PM
- ◆ District of Peachland Council Chambers.
- ◆ DRIS Task Force

Goals

- ◆ Clarify the Downtown Revitalization Task Force’s mandate, purpose, and involvement in the project.
- ◆ Provide background information on key project drivers, including the Sustainable Downtown Peachland Plan (2010).
- ◆ Review initial project findings, including Land Use Economic Analysis and Retail Demand Analysis.

Activities

- ◆ Word Cloud: Submit answers to the question, “What opportunities do you see for downtown Peachland?”
- ◆ Precedent Imagery Homework: Task Force submitted images highlighting positive aspects of downtown Peachland and other communities.

Outcomes

- ◆ Opportunities for Peachland Word Cloud

Activities and Key Feedback

What opportunities do you see for downtown Peachland? Word Cloud Activity

Task Force members were asked to reflect on what revitalization could mean for downtown Peachland, considering the existing challenges and strengths of the projects, and submitted one—or two-word responses to the question: What opportunities do you see for downtown Peachland? The results were visualized in a Word Cloud, which helped guide future Task Force conversations and visioning exercises.

Key Takeaways

- ◆ Challenges: Geographical constraints, financial landscape, and competition.
- ◆ Strengths: Public land ownership, existing commercial mix, and strategic positioning.
- ◆ Opportunities: Residential/commercial development, tourism, events, community engagement, and walkability.
- ◆ Emphasis on creating a vibrant, family-friendly town center with year-round attractions and collaborations.



Task Force Meeting 2

Review of Phase 2 Findings

- ◆ February 12, 2024, 6-8 PM
- ◆ Peachland Council Chambers
- ◆ DRIS Task Force

Goals

- ◆ Deep dive into the land use economic and retail demand analysis and address questions from Meeting 1.
- ◆ Review and discuss precedent imagery and vision statements from Peachland and other communities to inform visioning and urban design discussions.
- ◆ Brainstorm engagement tactics to enhance community involvement and participation.

Activities

- ◆ Precedent Imagery Review: Discussed and voted on images depicting favourite aspects from Peachland and other communities' urban forms and public spaces.
- ◆ Design Principles Homework: Task Force submitted their top five design strategies from the 2010 Revitalization Plan (Areas A-D).

Outcomes

- ◆ Feedback on Vision and design direction

Activities and Key Feedback

Land Use Economic Deep Dive

Phase 2 of the project focused on Land Economics and Evaluation, with key findings indicating that project viability hinges on reduced parking requirements and increased height permissions. Mixed-use development along Beach Avenue may be feasible under certain scenarios but would likely require additional residential space above ground-floor parking/retail areas. Smaller structures could be viable under specific conditions, including higher housing prices, shorter development timelines, and greater approval certainty. Retail demand analysis revealed factors such as seasonality, proximity to West Kelowna, and limited downtown population as key influencers on retail demand.

The discussion highlighted key factors affecting development viability and challenges to downtown Peachland revitalization, including the impact of West Kelowna's proximity, which forces Peachland's retail to compete with the more diverse retail landscape of West Kelowna.

Precedent Imagery Activity Review

After the previous Task Force meeting, participants submitted images of downtown Peachland and other communities to inspire future planning decisions. Precedent imagery was instrumental to the DRIS project's success. Drawing inspiration from successful architectural and urban designs in comparable communities, the project team gained valuable insights to craft a sustainable, appealing, and functional downtown.

Contributions from Peachland staff, district council, and Task Force members, including imagery and feedback, significantly influenced the development of the Strategy.

These images submitted for this activity provided tangible visual concepts to guide the visioning process of downtown Peachland's future. By reviewing these images, Task Force members identified specific elements, features, and designs that resonated with them and aligned with their vision for downtown Peachland. These favoured aspects can then inform the development of the vision and urban design principles by serving as tangible examples of the desired outcomes.

The Task Force discussed and voted on favourite images from three categories: downtown Peachland, other communities' urban forms, and other communities' public spaces. Once all votes had been submitted in each category, they were tallied to be presented at the following meeting. Please see the Precedent Imagery Section of Meeting 3 for more information on the results, or refer to Appendix A for all images and voting results.

What do we like best about Peachland?

Initially, images showcasing various aspects of Peachland were reviewed. Discussion themes included:

- ◆ **Small-town Charm:** Participants emphasized the importance of maintaining Peachland's small-town atmosphere with unique, small-scale businesses and historical elements.
- ◆ **Waterfront Appreciation:** The significance of Peachland's waterfront as a defining feature and a key attraction for residents and visitors was highlighted.
- ◆ **Preservation:** There's a collective desire to preserve and protect Peachland's unique qualities, such as its small-town ambiance and the natural beauty of the waterfront.

What do we like best from other communities?

The Task Force reviewed photos from other communities, focusing on their favourite images of downtowns and public spaces. Several images sparked discussion, highlighting:

- ◆ **Outdoor Appeal:** Preferences for outdoor spaces, such as patios that extend onto sidewalks, that help create a welcoming environment for both pedestrians and drivers.
- ◆ **Streetscape Appreciation:** Unique shops, appealing streetscapes, and eye-catching signs are valued for their ability to attract and engage visitors and encourage exploration.

- ◆ Architectural Interest: Certain architectural features like second-level balconies were mentioned for their aesthetic appeal and ability to enhance the overall character of the area.
- ◆ Aspiration for Peachland: Comments identified qualities of Lunenburg that could be emulated in Peachland, appreciating its uniform building style, waterfront approachability, and a blend of old and new buildings.
- ◆ Importance of Environment: Comments highlight the significance of creating a friendly environment through elements like green spaces, buildings, and historic structures.
- ◆ Seasonal Charm: One of the images reflected the winter ambiance of Peachland, particularly during light-up events with illuminated trees.

Vision Statement Review

The DRIS Strategy provides an updated Vision for downtown Peachland, informed by Task Force feedback. To initiate the process of developing a renewed Vision, the project team sought the Task Force's input on the existing Sustainable Downtown Peachland Plan Vision (2010) and their desired future state for Downtown Peachland.

To deconstruct the existing Vision and identify liked and disliked aspects, the project team presented vision statements from the 2010 Plan, the 2022-2026 Peachland Strategic Plan, and vision statements from other communities, including the District of Summerland and the Cities of Campbell River and Courtenay.

The Sustainable Downtown Peachland Plan Vision (2010):

Downtown Peachland is a vibrant waterfront neighbourhood that reflects the community's commitment to sustainability in its buildings, infrastructure and natural systems. The neighbourhood celebrates its unique character and charm, remaining the focal point of the broader Peachland community, and offering a vibrant centre with a strong local economy where a diversity of residents and visitors safely and affordably live, work, learn, shop, and play.

Downtown Peachland honours its natural surroundings and fosters healthy lifestyles by preserving and enhancing natural features, including retaining the waterfront as a key public asset. The neighbourhood is pedestrian-friendly and well-connected to the rest of the community of Peachland.

The Task Force's feedback on the Vision from the 2010 Plan can be summarized as follows:

Top Likes

- ◆ Emphasizing Peachland's community values with terms like 'play'.
- ◆ Acknowledging the waterfront's significance as a vital public asset and advocating for pedestrian-friendly areas.
- ◆ Recognition of Peachland as a social and economic hub, with a focus on history, charm, and expanded housing options.
- ◆ Acknowledgment of the need for economic viability throughout the year and the desire to make Peachland a year-round destination.

Main Concerns

- ◆ Language perceived as vague and corporate, with a need for more accessible and succinct messaging.
- ◆ Desire for the vision to better reflect Peachland's distinctiveness, acknowledging its unique characteristics.
- ◆ Uncertainty regarding the term "implementation actions" and the need for clarity and feasibility in project plans.
- ◆ Desire for a more aspirational vision statement that clearly outlines future changes and goals for Peachland.

Engagement Tactics Brainstorm

During Phase 1 of the DRIS project, the Urban team prepared an Engagement Plan. Following the appointment of the Task Force in November 2023, the project team collaborated with the Task Force to amend and update the Engagement Plan as the project progressed.

The Task Force was asked for input on effective communication strategies to keep the Peachland community informed about the DRIS project and to engage both the broader community and underrepresented groups, such as youth and seniors, on key topics like housing choice and affordability. Additionally, discussions covered methods to foster support and community buy-in to ensure the successful development and implementation of the Strategy. The main themes of the discussion are summarized as follows:

What is the best way to communicate to the broad Peachland community?

Communicating with the broad Peachland community effectively can be challenging due to busy schedules and limited awareness of ongoing projects. The proposed strategy involves utilizing various methods, including newsletters, website updates, public engagement surveys, and pop-up booths at local events or frequented spaces. These approaches aim to engage residents where they are, facilitating feedback and discussions. Active involvement of the community ensures diverse perspectives are considered, fostering ownership and collaboration.

Suggested Strategy

- ◆ Employ diverse communication methods like surveys, open houses, and pop-up events to gather community input and convey messages about economic viability.

How can we engage under-represented groups? Housing affordability and choice impact future generations. How can we best obtain input from the youth and young adults in Peachland?

The Task Force discussed strategies for engaging underrepresented groups, focusing on youth and seniors. They identified the importance of retaining youth and involving both demographics in discussions on housing options and affordability. This involvement is crucial for youth to consider staying in the future and for seniors to age in place effectively, considering factors like affordability, accessibility, and downsizing options. Strategies involve collaborating with parent advisory councils and organizations to consider ways to retain and involve youth, while for seniors, engagement may be done directly to address accessibility concerns and consider denser housing options.

Suggested Strategies

- ◆ Involving parent advisory councils and youth-oriented groups to engage families and young adults.
- ◆ Tailoring surveys to young families to gather specific feedback.
- ◆ Directly engaging with seniors to understand their needs and concerns regarding accessibility and housing options.

What are the challenges to obtaining buy-in to additional height and density in the core area of downtown?

The discussion addressed challenges in obtaining buy-in for changes in downtown height and density, despite their potential necessity. It highlighted the need to overcome the perception of maintaining the status quo. The proposed strategy involves emphasizing the importance of community buy-in to achieve economically viable developments, stressing the creation of a sense of community and space while accommodating growth.

Suggested Strategy

- ◆ Emphasize community involvement and economic benefits while accommodating growth to address challenges in obtaining buy-in for downtown changes.

Task Force Meeting 3

Vision and Design Principles

- ◆ February 26, 2024, 6-8 PM
- ◆ Peachland Council Chambers
- ◆ DRIS Task Force

Goals

- ◆ Recap the primary goal of the strategy.
- ◆ Summarize Task Force input on engagement tactics, vision statements, and precedent imagery.
- ◆ Explore various design options that reflect the needs and aspirations for Peachland's downtown. Assess trade-offs between strategies, principles, and regulations.

Activities

- ◆ What Did We Miss: Roundtable discussion on Vision Statement takeaways.
- ◆ Precedent Imagery Discussion: Reviewed voting results.
- ◆ 2010 Design Principles Follow-up: Reviewed guideline homework. DRIS Draft Review Homework: Task Force reviewed initial drafts ahead of next meeting.

Outcomes

- ◆ Draft DRIS Vision, Policy Principles, General Downtown and Beach Avenue Guidelines and Objectives.

Activities and Key Feedback

“What Did We Miss?” Vision Statement

Based on the vision exercises and discussions from the previous meeting, the project team summarized feedback on the existing 2010 Vision Statement and other visions. The Task Force was then asked to identify any missed aspects to inform the first draft of the DRIS Vision. Some highlighted key elements from the review included:

Aspects Liked

- ◆ Commitment to sustainability while acknowledging the need for redevelopment for sustainable progress.
- ◆ Emphasis on Peachland's unique character, charm, and distinctiveness.
- ◆ Recognition of the waterfront as a key public asset and promoting pedestrian-friendly spaces.
- ◆ Importance of preserving and enhancing natural features and creating well-connected spaces accessible to all residents and visitors.

Aspects to Change

- ◆ Wordiness and lack of warmth indicate the need for clearer, more engaging communication.
- ◆ The vision does not mention Peachland's history and connection to the Okanagan Valley.
- ◆ Overuse of generic language and lack of specificity to Peachland's context.

Precedent Imagery Discussion

The voting results from the Precedent Imagery Activity were reviewed. Please refer to Appendix A for all images and voting details.

Summary of Results:

What do we like best about Peachland?

Out of 14 votes across 7 images, Image 1 received the most, totaling 5. Participants stressed preserving Peachland's small-town charm, highlighting unique, small-scale businesses, and historical elements.

Image 5 and Image 3 each received four votes. Participants highlighted the waterfront's importance as a defining attraction for Peachland, emphasizing the need to preserve and protect it as an integral part of the town's identity.



What do we like best about Peachland? Results

What do we like best from other communities (generally, or related to urban form)?

Of the 9 images shown to the Task Force, Image 7 received the most votes with four total. Comments praised its inviting patios, center peak, and businesses spilling onto the sidewalk, enhancing appeal to passersby.

Then, both Image 9 and Image 2 received three votes each. Participants appreciated their interesting shops, appealing streetscapes, and charming signs, fostering exploration.

Shared themes across all comments include:

- ◆ Preference for outdoor spaces like patios, creating a welcoming environment.
- ◆ Valuing unique shops and attractive streetscapes for engaging visitors and encouraging exploration.



What do we like best about other communities (generally)? Results

What do we like best from other communities (related to public space)?

Image 7 received the most votes, totaling 5. Participants envisioned Peachland mirroring Lunenburg's qualities, including its uniform building style and waterfront appeal, with a blend of old and new structures. They discussed the need for an effort to achieve this vision, emphasizing elements like green space and historic buildings.

Following closely, Image 9 received 3 votes. Comments appreciated its winter ambiance, likening it to Peachland during light-up events, with illuminated trees adding to its appeal. There was a recognition of the importance of creating a friendly environment through elements like green spaces and historic structures.

2010 Design Principles Follow-up

The 2010 Sustainable Downtown Peachland Plan outlined 200 design strategies to achieve its goals. The Task Force was consulted to identify top design choices from this plan. To streamline the Downtown Revitalization Implementation Strategy (DRIS), focus is required. Task Force members were asked to prioritize and select 5-10 design strategies from pages 35-91 of the plan, specifically from Precincts A through D, for inclusion in future discussions and activities.

Based on the Task Force's feedback, the top design strategies from the Sustainable Downtown Peachland Plan were:

- ◆ B.1 - Make Beach Avenue South a prominent, distinctive mixed-use node.
- ◆ C.9 - Use well-designed podium buildings
- ◆ B.2 - Develop Waldo Way as a mews
- ◆ D.7 - Contribute to a diversity of housing types and tenures
- ◆ A.6 - Make Beach Avenue a pedestrian/cycling priority street

These strategies inform the development of the Strategy, emphasizing downtown Peachland's revitalization with specific attention to Beach Avenue and Waldo Way Precincts. Please see Appendix A for a full tally of the design strategies mentioned.



What do we like best about other communities (public space)? Results

Charette Meeting 4

Beach Avenue Design Charette

- ◆ April 16, 2024, 5-8 PM
- ◆ Peachland Firehall
- ◆ DRIS Task Force

Goals

- ◆ Review the vision statement. Explore various policy principles and objectives that reflect Peachland downtown's needs and aspirations.
- ◆ Review and consider revisions to the Beach Avenue cross-section. Explore trade-offs with various policy principles and objectives in a world café.

Activities

- ◆ Group Discussion: Reviewed draft vision statement, principles, guidelines, and objectives.
- ◆ Beach Avenue Cross Section: Reviewed and considered revisions to the Beach Avenue cross-section.
- ◆ World Cafe Trade-off Activity: Explored trade-offs associated with different policy principles and objectives.

Outcomes

- ◆ Revised DRIS Vision, Policy Principles, General Downtown and Beach Avenue Guidelines and Objectives.
- ◆ Draft Guidelines and Objectives for Waldo Way.

Activities and Key Feedback

Vision Statement Review

The project team developed a draft DRIS Vision Statement based on previous meeting feedback, then presented it to the Task Force during Meeting 4 for review. This draft reflects input from Task Force members, past vision statements, and community aspirations for downtown Peachland.

Downtown town Peachland serves as a social and economic hub within the community while embracing the history and unique charm of Peachland. It continues to offer a mixture of land uses with an expanded range of housing choices and fosters new opportunities for shopping, recreation, tourism, hospitality, and small business. Support for economic vitality throughout the year and meeting the evolving needs of the community are priorities. Implementation actions will be viable and prioritize the public realm to support inclusivity and activation. This will position downtown Peachland as a dynamic center inviting all to live, work, and gather in a stunning waterfront setting.

Feedback highlighted both positive and negative aspects of the Vision Statement, including:

Aspects they liked

- ◆ Emphasizing Peachland’s community values with terms like ‘play’.
- ◆ Acknowledging the waterfront’s significance as a vital public asset and advocating for pedestrian-friendly areas.
- ◆ Recognition of Peachland as a social and economic hub, focusing on history, charm, and expanded housing options.
- ◆ Acknowledgment of the need for economic viability throughout the year and the desire to make Peachland.

Aspects to change

- ◆ Language is perceived as vague and corporate, and messaging needs to be more accessible and succinct.
- ◆ A desire for the vision to better reflect Peachland’s distinctiveness, acknowledging its unique characteristics.
- ◆ Uncertainty regarding the term “implementation actions” and the need for clarity and feasibility in project plans.
- ◆ A desire for a more aspirational vision statement that clearly outlines future changes and goals for Peachland.

The project team incorporated Task Force feedback on the initial draft DRIS Vision to develop a revised Vision Statement:

Downtown Peachland is a dynamic and lively hub of the community. It fosters a strong year-round economy and meets the evolving needs of the community by embracing change and new development. With its history and waterfront beauty, it attracts residents and visitors of all lifestyles, ages and abilities to live, work, gather and play. Downtown Peachland offers a wide variety of services and housing choices, creates new opportunities for small business, shopping, recreation, tourism and hospitality, while still offering a unique charm.

This version integrates Task Force perspectives and insights from previous discussions to better align with community goals for Peachland’s downtown. The revised draft will undergo review by the Task Force and other stakeholders before being finalized for inclusion in the draft Strategy.

Design Principles, Guidelines, and Objectives

Design principles reinforce the strategy’s policy direction and help ensure development aligns with the community vision. The project team developed a set of 10 draft principles based on Task Force engagement feedback, consultation with District Council and staff, and reviews of past and related policies and plans. The draft principles were presented for discussion with the Task Force alongside draft design guidelines and objectives for the General Downtown and Beach Avenue Precinct.

Task Force feedback, both throughout the project and specifically on the draft policy principles, guidelines, and objectives presented during this meeting, provided essential insights. These insights helped in identifying and refining policy directions for the Strategy, including:

- ◆ Establish policy permissions to facilitate redevelopment.
- ◆ Activate and enhance public spaces to bolster downtown support.
- ◆ Provide necessary municipal investments to support redevelopment.
- ◆ Foster year-round activity within the downtown area.
- ◆ Implement effective parking management strategies.
- ◆ Balance visionary goals with practical feasibility.
- ◆ Clearly articulate design standards and expectations.

The discussion activity aimed to facilitate group reflection on the objectives for the broader downtown area and Beach Avenue, particularly focusing on how these objectives align with the ten policy principles for Downtown Peachland and Beach Avenue. Participants were prompted to evaluate whether the objectives enable the design guidelines to fulfill the vision and suggest any additional objectives to achieve specific outcomes. Feedback on the guidelines and objectives can be summarized as follows:

Top Likes

- ◆ The emphasis is on maintaining a pedestrian scale.
- ◆ Increased height is generally acknowledged as necessary.
- ◆ Emphasis on enhancing public spaces to support downtown.
- ◆ Recognition of the importance of parking management.
- ◆ Ambition and vision are demonstrated in the objectives.
- ◆ Acknowledgment of the need for year-round activities to sustain community vitality.
- ◆ Overall, the Task Force had positive feedback on the general direction of the objectives and guidelines.

Main Concerns

- ◆ Keep ground storey at the property line, though no consensus was found regarding a 2nd storey step back.
- ◆ Prioritize creating distinct pedestrian-friendly spaces that serve residents while acting as a tourism draw.
- ◆ Address pedestrian and cyclist accessibility and safety through street and road improvements.
- ◆ Ensure design guidelines are articulated clearly.
- ◆ There is a need for the incorporation of indigenous aspects and reconciliation in the design objectives.

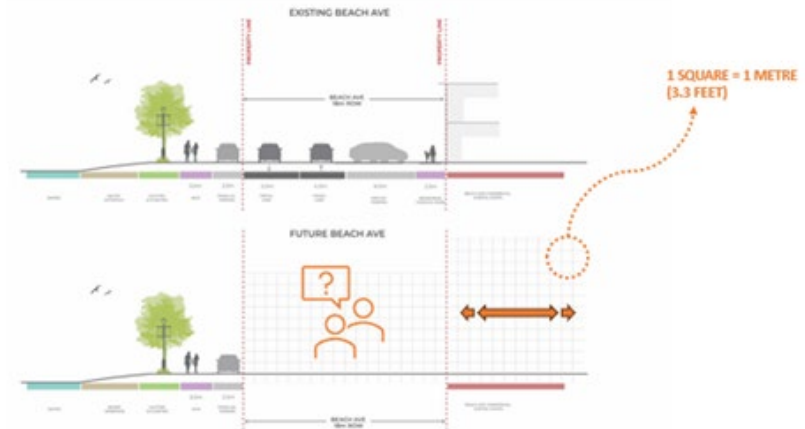
Charette Activities

Beach Avenue Cross Section Activity

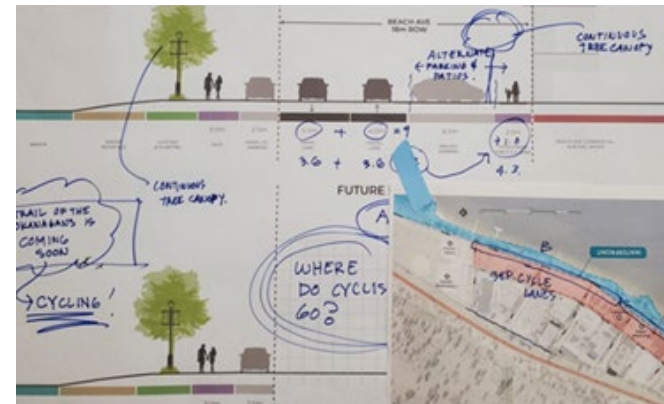
This activity asked Task Force members to work in small groups to review and consider revisions to a Task Force members participated in an activity where they reviewed and revised a cross-section of Beach Avenue to better suit their vision for Downtown Peachland. Working in small groups, each group received a sketch of the cross-section and scaled printouts of design elements like lanes, sidewalks, and landscaping options, which they arranged according to match their ideal future Beach Avenue, while considering factors such as safety, accessibility, traffic flow, and aesthetics. The objective was to visualize the cross-section in alignment with community goals, while considering practical constraints.

Afterward, groups shared their visions, discussing challenges, priorities, and ideas, including aspects like parking, pedestrian safety, and streetscape aesthetics. The key takeaways included:

- ◆ Pedestrian and cyclist accessibility and safety.
- ◆ Tree canopy to increase shade coverage during summer.
- ◆ Suggestions for enhancing the urban environment, including street design, placement of amenities (like patios and parking).
- ◆ Ideas for optimizing space usage, such as narrowing travel lanes to widen sidewalks and patio areas without affecting building facades.
- ◆ Creating distinct pedestrian-friendly areas.
- ◆ Buildings brought to the front property line.



Beach Avenue Cross Section Print Out



Beach Avenue Envisioned Cross Sections

World Café Trade-offs Activity

The world café activity prompted participants to assess Downtown Peachland's current situation, including its challenges and opportunities, and recognize the tough trade-offs often needed for effective planning. To support policy changes that foster new development, attract diverse residents and visitors, and enhance accessibility and interaction, the activity aimed to (i) explore and reach a Task Force consensus on principles and objectives aligning with the community's vision for downtown and the Beach Avenue Precinct, and (ii) discuss and identify acceptable trade-offs necessary to facilitate downtown Peachland's successful redevelopment.

Table stations were set up for participants to discuss trade-offs related to four key urban planning topics: Parking, Step backs and Architectural Features, Massing, Site Coverage and Setbacks, and Community Completeness. Topics were selected based on previous discussions with the Task Force and project team. At each station, the topics were presented as problem statements and the existing conditions in Peachland were related to those topics. Each group was given 15 minutes to discuss and answer the questions before rotating stations. A member of the Urban System's project team was also assigned to each table to help facilitate and answer participant questions.

The responses for each topic are summarized as follows:



Parking

- ◆ **Topic:** At this station, participants were asked to consider the challenge posed by diminishing on-street parking availability in Downtown Peachland due to increasing residential and commercial activity and strategize ways to manage parking effectively while considering urban design features and waterfront development opportunities.

Participants discussed existing conditions, such as limited parking options and the impact of physical and economic constraints on parking development. Key questions focused on balancing public spaces with parking needs, exploring opportunities for off-street enclosed parking, and determining parking priorities after group discussions.

◆ **Feedback:**

- ▶ Allow limited on-street parking to accommodate future growth.
- ▶ Existing parking is abused and/or not turned over often enough, and strategies to address this should be investigated.
- ▶ Require on-site residential parking for new developments.
- ▶ Explore shuttle services and public/private partnerships for efficient parking solutions.
- ▶ Designate priority parking for accessibility and time-restricted drop-off spots.
- ▶ Parking demand management is necessary to accommodate growth.

Step backs and architectural features

- ◆ **Topic:** Participants discussed architectural detailing in Peachland, aiming to create human-scale environments and enhance pedestrian interest while balancing standards and flexibility. Participants discussed current conditions, identified historical and architectural strengths to be preserved and incorporated into future design, and strategized ways to maintain Peachland's authenticity while promoting quality and viability.
Key questions explored which design-oriented issues should be prioritized, which historical attributes should be preserved, and how to strike a balance between prescriptive guidelines and design flexibility.

◆ **Feedback:**

- ▶ Emphasize the definition of individual storefronts, the sense of scale, and narrow-retail pattern.
- ▶ Require narrow business frontages and set intervals for entrances.
- ▶ Embrace architectural authenticity with a variety of textures and colours (stone and brick). Avoid generic designs.
- ▶ Preserve historic charm through proportionality, consistent design elements, and scale.
- ▶ Keep ground storey at the property line. No consensus has been reached on step backs above 2nd storey.
- ▶ Increased height is generally acknowledged as necessary.
- ▶ Ensure clarity of intent in Design Guidelines.

Massing, site coverage, and set backs

- ◆ **Topic:** At this station, participants were asked to consider the impact of building massing, site coverage, and setbacks on the public realm of Beach Avenue. Participants discussed how these factors affect visual permeability, economic viability, and space allocation for public amenities.
Key questions focused on understanding how architectural features can mitigate the impact of building form and determining the optimal placement of elements like patios and street furniture to enhance the public space.
- ◆ **Feedback:**

- ▶ Optimize land use with upper-floor public spaces and diverse architecture.
- ▶ Enhance architecture with greenery
- ▶ Create public spaces on upper levels of buildings (rooftop amenity spaces)
- ▶ Use architectural design and windows to create transparency
- ▶ Building height should reflect hillsides with step backs closer to Beach Avenue
- ▶ Avoid massive podiums where possible, or investigate strategies to mitigate negative impacts on the look and feel of the streetscape.

Complete communities

- ◆ **Topic:** Participants at this station were asked to consider downtown Peachland’s completeness and, recognizing its role as the primary destination for residents’ daily needs, strategize ways to improve accessibility, walkability, and urban design to better connect residents with essential amenities and support local businesses. Participants discussed the existing conditions, which highlighted downtown Peachland’s importance but also identified challenges such as minimal recent changes and struggling local businesses.

Key questions focused on identifying missing services, exploring ways to support local businesses through urban design, and determining key features to preserve or enhance for community completeness in downtown Peachland.

◆ **Feedback:**

- ▶ Encourage wellness facilities, cultural venues, specialty establishments, and hospitality services for downtown vitality.
- ▶ Maintain and enhance key features like green spaces, pedestrian walkways, and waterfront amenities, including more places for leisure and outdoor seating.
- ▶ Balance being visionary with being realistic and set a time frame for the future vision.

The project team gave a brief “What We Learned” presentation at the following Task Force meeting and sought input from the Task Force on any misinterpretations or omissions. Their feedback is summarized under the “What We Learned & What Did We Miss?” heading in Meeting 5.

Charette Meeting 5

Waldo Way Design Charette

- ◆ May 13, 2024, 6-8 PM
- ◆ Peachland Old School House
- ◆ DRIS Task Force

Goals

- ◆ Recap feedback and insights from the Beach Avenue charette to ensure comprehensive understanding and address any missed points. Introduce preliminary policy recommendations.
- ◆ Explore various design options for Waldo Way that reflect the goals for Peachland's downtown.

Activities

What Did we Miss? Activity: Reviewed feedback from Beach Avenue Charette.

35 Shuffle Activity: wrote vision and implementation action responses on cards, exchanged and scored them for agreement levels through five rounds, capturing varying levels of consensus.

Dotmocracy Activity: Participants used red and green dots to express preferences on design concepts and precedent imagery for draft Waldo Way design guidelines.

Outcomes

- ◆ Revised Vision Statement, design guidelines, and key directions.

Activities and Key Feedback

Beach Avenue: What Did We Miss?

The project team presented insights from Task Force Meeting 4, recapping discussion highlights and feedback from the charette activities.

The World Café Activity feedback was summarized, and Task Force members also offered insights on missing elements concerning Parking, Architectural Features, Building Massing, and Complete Communities:

On Parking

- ◆ Paid and time-limited parking should be introduced to encourage turnover.

On Step backs and Architectural Features:

- ◆ Encourage developments to prioritize indoor/outdoor spaces for both public and private residential uses. Ensure that residential units include balconies for residents' enjoyment and outdoor access.
- ◆ Integrate green infrastructure and design features, including stormwater capture and storage systems.
- ◆ Embrace diversity in building designs, avoiding uniformity with a unique and distinct approach for each structure.

- ◆ Give priority to preserving or redeveloping historic elements, including original facades of key character buildings. Consider the impact on community identity and ensure redevelopment maintains historic charm by using or replicating historic building materials like wood siding.

On Massing, Site Coverage and Setbacks:

- ◆ Consider massing as an element in preserving Peachland's character. Beyond pedestrian-scale features, the street wall and limiting buildings to five per block along three main roads contribute to Peachland's unique charm.
- ◆ Prioritize respecting views by implementing tiered building designs that avoid blocking views behind them.

On Complete Communities:

- ◆ Review policy and planning options to enable evening and nightlife downtown.
- ◆ Prioritize sustainability by introducing and enforcing bylaws related to watering restrictions, stormwater management, and green building technology.
- ◆ Move key community assets, including the library and post office downtown, to encourage walkable, complete communities.
- ◆ Explore strategies to enhance the appeal of downtown as a destination by considering the creation of parks, event spaces, and other attractions.
- ◆ Address the existing zoning on Beach Avenue to make development viable and predictable.

- ◆ Explore meaningful engagement with local Indigenous communities and integrate reconciliation into the planning process.

The feedback will be used to inform Strategy development and ensure that policy and guidelines reflect community priorities and goals.

35-Shuffle: Waldo Way Existing and Future

The project team utilized a 35 Shuffle activity to explore Waldo Way's future potential and generate potential implementation actions. 35 Shuffle is an activity that uses card swapping and ranking to exchange and prioritize group-generated information. It is commonly used to evaluate responses to specific topics.

For the 35-shuffle activity, each Task Force member was given a card and a pen. On one side of the card, they wrote their answers to the prompts:

- ◆ Think about what the future of Waldo Way could look like....
 - ▶ How is this future different from what currently exists? (what do you want)
 - ▶ What implementation actions need to take place to achieve the desired vision? (how do we get it)

When instructed to “switch,” they exchanged cards with another person until told to stop. Upon hearing “stop,” they read the card they were holding and scored the response out of 7 based on their agreement level (7, meaning they really liked the response). This process was repeated for 5 rounds, with scores tallied after the fifth round, resulting in a maximum score of 35 for each card. Scores ranged between the highest score (32) and the lowest (20).

The top 5 responses were:

What do you want? (Vision)	How do we get it? (Implementation)	Score (X/35)
Waldo Way is a fun, quirky, and mainly pedestrian, space for performance, unique shops and services. No parking lot walls: all faces active to Waldo Way.	Garbage collection and storage stored inside – timed collection off-peak. Parking entries minimized – moved to side streets. Deliveries only at designation day /time off peak. Parking walls faced with rentable commercial space – narrow. Consolidate parking/garbage/loading entries to minimize their impact.	32
Waldo way is an aesthetically pleasing and pedestrian friendly route with businesses/store fronts inviting people to stroll through the area.	Strong, clear, concise development permit guidelines articulate the vision for developers, investors, staff/council, and the public/residents. Consider the trade-off of pre-zoning benefits with added design costs.	30
Primarily pedestrian with specific hours for vehicle access. Small shop opportunities. Small courtyards – special gathering space. Small space for public art for pedestrian discovery. Use of lighting and plants to enhance space.	Pre-zoning with specific instructions; Closure times for car access.	30

What do you want? (Vision)	How do we get it? (Implementation)	Score (X/35)
The future of Waldo Way is cobblestone pavers with overhead custom lighting (like a mini Fremont street) ground level shops, second-floor small balconies like in Europe, deliveries by dolly and small electric trolleys, passenger transport “hop-on hop-off shuttle”	Developers have a range of design options to select from, a palette of materials, etc.	30
Waldo Way Main Road (only 1 road)	Move road Beach Avenue to the middle and create pedestrian walkways between the lake and buildings on Beach Ave! (swap land)	29

Analysis & Summary of Themes

All cards were transcribed and coded to analyze participants' responses, focusing on common themes to identify priorities and areas of consensus or disagreement regarding Waldo Way's vision and implementation actions. This process aimed to explore various design options for Waldo Way's future.

Responses were categorized into key themes like 'Pedestrian-Friendly Infrastructure,' 'Residential Considerations,' and 'Architecture, Design, and Character.' For instance, mentions of sidewalks were coded under 'Pedestrian-Friendly Infrastructure' and housing options under 'Residential Considerations.' The coded data was then analyzed within each theme to reveal patterns and consensus among participants. The frequency of responses under each theme was tallied for both vision and implementation aspects (See Appendix B for all comments and a summary of the coding strategy).

Some of the key themes and ideas that emerged from the activity included:

Pedestrian-Friendly Infrastructure and Design:

- ◆ The Task Force envisions Waldo Way as a lively, pedestrian-friendly space, complementing Beach Avenue with unique shops, services, and gathering spaces.
- ◆ Suggestions include creating gathering spaces, minimizing parking lot walls, and ensuring all building faces are active towards Waldo Way.

Balancing Priorities:

- ◆ Discussions highlighted the importance of innovative strategies to balance pedestrian experience and safety with parking and service delivery constraints.
- ◆ Proposed solutions include timed entrances, minimizing parking entries, and consolidating parking/garbage/loading entries.

Mixed-Use Development and Commercial Vitality:

- ◆ There's a desire to integrate a diverse mix of housing and commercial uses to create a complete community.
- ◆ Suggestions include incorporating businesses/storefronts inviting for pedestrians and clear development permit guidelines to articulate the vision for developers.

Zoning Regulations and Policy Options:

- ◆ Suggestions emphasize the importance of attainable policy options and feasible zoning regulations to support downtown development.
- ◆ Proposed strategies include pre-zoning with specific instructions and consideration of the trade-off between pre-zoning benefits and design costs.

Aesthetics and Unique Features:

- ◆ Ideas include cobblestone pavers, overhead custom lighting, ground-level shops, second-floor balconies, and small courtyards for public art and gathering spaces.
- ◆ Developers are encouraged to have a range of design options and materials to select from to realize this vision.

Overall, the responses emphasized creating a vibrant, pedestrian-friendly thoroughfare with a mix of businesses and amenities, while also considering innovative design strategies, zoning regulations, and policy options to support downtown revitalization.

Design Guidelines Dotmocracy Activity

The Task Force reviewed Draft Policy Objectives for Waldo Way before engaging in a dotmocracy activity to visualize potential design guidelines for the Waldo Way Precinct. Using red and green dots, participants indicated their preferences on boards featuring precedent imagery and design concepts, with opportunities to leave comments for additional input. The activity aimed to assess sentiment toward the draft guidelines, identify any missing aspects, and ensure alignment with the Task Force's vision and objectives established in prior meetings.

After the Task Force had the chance to leave dots and comments on the boards, the project team singled out boards with significant responses, including themes such as Transparency and Interesting Facades, Transition from Public to Private, Articulation and Context Sensitivity, Townhouse Wraps, and Podium Buildings. They then sought feedback from the Task Force to understand the reasons behind their dot placements on different images.

Furthermore, a project team member conducted qualitative and quantitative analysis, determining percentages of support and opposition, aligning findings with the Task Force's vision and objectives, and summarizing key points. Additional details on the methodology employed are provided in Appendix B.

From this discussion and the overall results of all boards, the analysis yielded key takeaways, summarized as:

- ◆ The analysis shows mixed support among Task Force members regarding design and architectural aspects. While some categories raised concerns, like “Height, Mass Transition, and Separation” and “Screening Unsightly Uses,” others, such as “Transition of Scale and Height” and “Amenity Spaces,” gained strong support. Overall, boards relating to Building Articulation and context sensitivity were favoured less.
- ◆ Community Character and Aesthetics: There was a strong emphasis on preserving Peachland’s unique character and aesthetics. Comments referenced the importance of community-oriented designs, attractive landscaping, and buildings that blend well with the surrounding environment.
- ◆ Transparency and Openness: Transparency, both in terms of physical design (such as transparent facades) and decision-making processes, emerged as a recurring theme. Participants appreciated designs that allowed for visibility into buildings, fostering a sense of openness and connection with the community.
- ◆ Functional Design: Functionality was a key consideration, with participants favouring designs that offered practical benefits such as defined levels for different uses, adequate space for privacy, and flexibility for future needs. Concerns were raised about the usability and long-term attractiveness of certain design elements, such as parkades.
- ◆ Context Sensitivity: There was a consensus on the importance of designs that are sensitive to Peachland’s context and identity. While some examples were praised for their suitability to downtown Peachland, others were identified as feeling out of place or reminiscent of other regions.
- ◆ Realism and Practicality: Throughout the discussion, there was an acknowledgment of the need for realism and practicality in design decisions. Participants highlighted the importance of considering space constraints, capacity limitations, and the long-term viability of proposed designs.
- ◆ Flexibility and Adaptability: Flexibility and adaptability emerged as important principles, with discussions touching on the potential for future uses, the incorporation of live/workspaces, and the need to build flexibility to accommodate changing needs over time.

Peachland Open House and BBQ 2024

DRIS Engagement and Information Table

- ◆ June 12, 2024, 4-7 PM
- ◆ Peachland Community Centre
- ◆ Peachland Community Members

Goals

- ◆ Inform Peachland community members about the DRIS project and gather feedback on components of draft strategy.

Activities

- ◆ Review and Feedback Activity: Community members provided input on the latest draft of the Vision Statement.
- ◆ Dotmocracy Activity: Participants used red and green dots to express preferences on key directions that have evolved from the DRIS Project process.
- ◆ Idea Board Activity: Community members were invited to share their thoughts on what they value most about Downtown Peachland and suggest improvements by adding notes, writing comments, or drawing images.

Outcomes

- ◆ Draft Strategy anticipated in summer 2024.

Activities and Key Feedback

The DRIS was presented to the broader Peachland community at the second annual Our Peachland Open House and BBQ. The event featured activities, food, and informational booths from various District departments, partners, and volunteer groups.

A table displayed boards with information on the DRIS Project, including the current Vision Statement, Project Principles, and key directions, along with opportunities for feedback. Project team members were available to answer questions and engage with attendees.

Draft Vision Review

The project team created a revised draft of the DRIS Vision Statement using feedback from Task Force Meetings 1-5. This draft was displayed on a board at the Open House & BBQ, where attendees were invited to use dots to indicate their level of support for the draft and leave comments on notes.

Downtown Peachland is a dynamic and lively hub of the community. It fosters a strong year-round economy and meets the evolving needs of the community by embracing change and new development. With its history and waterfront beauty, it attracts residents and visitors of all lifestyles, ages and abilities to live, work, gather and play. Downtown Peachland offers a wide variety of services and housing choices, creates new opportunities for small business, shopping, recreation, tourism and hospitality, while still offering a unique charm.

Feedback on the draft was limited, but attendees suggested using language more specific to Peachland to better align the Vision with the community's future goals for Downtown Peachland. This input will be incorporated into the final Vision Statement.

Dotmocracy Activity: Key Directions

Participants used green (support), yellow (somewhat support), and red dots (do not support) to show their level of support for six key directions from the project process, with opportunities to leave comments. The activity aimed to gauge the broader Peachland community's sentiment towards these key directions. Please see Appendix C for the full results.

- ◆ A total of 27 dots were placed: 22 green (81%), 1 yellow (4%), and 4 red (15%). Five of the six key directions received unanimous support, each garnering 3-8 green dots, indicating strong overall support.
- ◆ Three key directions received the most responses:
 - ▶ **Maintain small format retail** and individual building identity along Beach Avenue, using different materials, to retain architectural interest and small-town character.

- ▶ **Very clearly articulate** design standards and expectations for new developments, with priority on the pedestrian experience.

These directions received only green dots, with the highest counts being 8 and 5 green dots, respectively, suggesting strong support.

- ▶ **Increase allowable height and density** to support new residential developments, with small scale commercial on the ground floor.

The direction to increase allowable height and density was the most contentious, with 67% of responses (4 out of 6) indicating opposition (red dots), highlighting significant community concern about increased height and density for new residential developments with small-scale commercial on the ground floor.

- ◆ Comments emphasized the need for further clarification and detailed planning, particularly for policies like pre-zoning for redevelopment, to ensure community understanding and support.

In summary, there is strong support for maintaining the small-town character and clear design standards, but less support for increasing height and density downtown. The feedback on the key directions will inform Strategy development and implementation.

Idea Board Activity: What Do You Value Most About Downtown Peachland? What Would Make You Love It Even More?

Community members were invited to share their thoughts on what they value most about Downtown Peachland and suggest improvements by adding notes, writing comments, or drawing images on a display board. Key takeaways from responses include:

Aspects residents value

- ◆ Enjoyment of walking along the sidewalk, eating, shopping, people-watching, and visiting the pier.
- ◆ Appreciation for the peaceful atmosphere, beaches, and access to the water.
- ◆ Love for the 'old school beach vibe,' and existing small-town character.

Ideas to make it even better

- ◆ More coffee shops in the downtown area and longer hours for commercial businesses year-round.
- ◆ Address maintenance issues including sidewalk repairs, goose poop cleanup, storefront upkeep, garden care, and access to public washrooms on Beach Ave.
- ◆ Enhance bus stops with coverage and relocate some benches to bus stops.

Overall, community members value the charm and accessibility of Downtown Peachland and seek thoughtful improvements that enhance its character without compromising its unique appeal. Please see Appendix C for a photo of the board.



Task Force Meeting 6

Draft DRIS Walk-Through

- ◆ November 18, 2024, 6-8 PM
- ◆ Peachland Council Chambers.
- ◆ DRIS Task Force

Goals

- ◆ Review feedback to date from the Downtown Revitalization Task Force
- ◆ Review the Peachland Parking Policy Review & Management Strategy (2016) and discuss implications of the strategy findings on the Downtown Revitalization Implementation Strategy
- ◆ Walk-through the Draft Downtown Revitalization Implementation Strategy including the report structure, vision statement, guiding policy principles, and BIG Moves.

Activities

- ◆ Slido Poll: Task Force Members were asked to respond to a series of poll questions targeted at gathering feedback on the Draft DRIS including the following topics: what BIG Move is their favourite; whether the BIG Moves will be enough to facilitate investment in Downtown Peachland; and whether there are any other changes they would like to see to the Draft DRIS.
- ◆ Breakout Group Discussion: Task Force Members were asked to discuss in groups the following topics: the order of implementation of the Big Moves; whether the revised design guidelines reflect the desired vision for downtown; and if there is anything else that was missed in the development of the Draft DRIS.

Outcomes

- ◆ Feedback on the Draft Downtown Revitalization Implementation Strategy

Activities and Key Feedback

Review Task Force Feedback to Date

To begin the 6th meeting with this Task Force, the project team reviewed the communicated the key findings of feedback from the Task Force to date. Key findings included the following:

- ◆ Design Guidelines - How to maintain Peachland's unique charm; setbacks, facades, form and character.
- ◆ Economic and Commercial Viability - What is economically achievable; strategies to support commercial development.
- ◆ Building Height, Density, and Zoning - Impact of increased height on infrastructure, parking, garbage, service vehicle access.
- ◆ Parking - Implications of increased residential density on parking; parking reductions and changes.

Review of the Peachland Parking Policy Review and Management Strategy (2016)

In 2016, the District of Peachland undertook a Parking Policy Review and Management Strategy which was intended to provide the District with a framework for future parking policy development, and to enable the District to communicate key issues and implement new parking regulations with substantial buy-in from both internal and external stakeholders. The project team reviewed the findings of this strategy to prime the Task Force for discussion about BIG Moves and supporting actions related to parking.

Draft Downtown Revitalization Implementation Strategy Walk-Through

The project team walked through the Draft DRIS with the Task Force including the report structure, the vision statement, the guiding policy principles, the Big Moves, and the action plan. This walk-through presented the draft DRIS strategy which combined months of engagement feedback with the Task Force, staff, and the broader Peachland community into one draft strategy.

Slido Poll and Breakout Group Discussion

After the project team walked through the Draft DRIS, the final activity with the Task Force involved a slido poll and breakout group discussion. Task Force members were asked to participate in a poll which included a series of questions aimed to gather feedback on the draft DRIS and members were also encouraged to participate in group discussions targeted at the content of the Draft DRIS.

Key Feedback

The following list summarizes the key points of discussion and feedback from Task Force Meeting 6 and how the Downtown Revitalization Implementation Strategy could meet the desired outcomes of downtown revitalization resulting from feedback with the Task Force.

1. Enhanced District Leadership and Collaboration

- ◆ The District's leadership role is crucial in kickstarting revitalization, especially in pre-zoning and initiating public-private partnerships. Developers seek certainty and clear leadership from the District to proceed confidently.
- ◆ DRIS Recommendation: Establish a dedicated economic function or department tasked with leading revitalization efforts, including engaging developers, coordinating partnerships, and facilitating development.

2. Pre-Zoning and Development Certainty

- ◆ Pre-zoning eliminates developer uncertainties, reduces costs, and accelerates the development process. This was noted as a critical barrier by developers.
- ◆ DRIS Recommendation: Pre-zone parcels in downtown Peachland, specifying desired development forms, densities, setbacks, and design standards.

3. Strategic Use of Municipal Lands

- ◆ Task force members emphasized the need for the municipality to take the lead by leveraging its land holdings to inspire private sector confidence and align development with community goals.

- ◆ DRIS Recommendation: Utilize municipally owned lands for catalytic redevelopment projects, such as a mixed-use development with a parkade or civic facilities. The District could explore Requests for Proposals (RFPs) or Expressions of Interest (EOIs) for these sites.

4. Small-Town Character and Fine-Grained Development

- ◆ There is a strong sentiment to protect Peachland's village character, with specific calls for design guidelines that encourage individuality and authenticity in developments.
- ◆ DRIS Recommendation: Preserve Peachland's unique identity by encouraging fine-grained, small-scale storefronts and limiting large, block-style developments. This includes emphasizing architectural variety, historic preservation, and green space.

5. Viability and Incentives for Development

- ◆ Developers require confidence that projects will be financially viable. Tax incentives and public investments in infrastructure can work to address this. The call for more transparent communication about financial feasibility is also critical.
- ◆ DRIS Recommendation: Provide tax abatements, density bonuses, and parking requirement reductions to incentivize mixed-use and rental developments.

6. Address Gaps in Commercial Space

- ◆ Many businesses are struggling in the downtown due to a lack of affordable rental space. Providing opportunities for ownership could support long-term stability and attract diverse services.
- ◆ DRIS Recommendation: Focus on creating affordable and flexible commercial spaces that attract small businesses. Consider strata ownership models to enable business owners to build equity.

7. Catalyst Projects for Tourism and Economic Activity

- ◆ Unique, large-scale projects can differentiate Peachland and attract visitors year-round. These initiatives must be tied to broader revitalization goals and community needs.

- ◆ DRIS Recommendation: Attract large-scale tourist accommodations like hotels or spa resorts, enhancing downtown Peachland as a year-round hub through cultural events, seasonal programming, and regional attractions, and improving infrastructure with flexible, weather-adaptive streetscapes and upgraded amenities to foster longer visits and stronger community connections.

This feedback was directly incorporated into the DRIS Strategy.

Task Force Meeting 7

DRIS BIG MOVES Review

- ◆ April 23, 2025, 6-8 PM
- ◆ Peachland Council Chambers
- ◆ DRIS Task Force

Goals

- ◆ Resulting from a meeting with the District of Peachland Committee of the Whole, the Task Force, as a whole, was asked to provide comment to Council on the Big Moves.

Activities

The Task Force was asked to assemble in groups of three and discuss within their groups their impression of the Big Moves. The Task Force was asked to consider the following questions:

- What is the Big Move trying to accomplish? Does this support the vision?
- Think ahead to 5 or 10 years from now as if this is implemented. What happens?
- How will this improve the vitality of the Downtown? (More people, new development, new and thriving businesses, more housing).
- If you don't like it, what would you change?
- Is there something you would add to the Big Move?

Outcomes

- ◆ The Task Force provided comments and feedback on the DRIS Big Moves. This feedback will be referred back to the Committee of the Whole. Public engagement will be undertaken to present the draft strategy and gather additional feedback.

Activities and Key Feedback

Review Supporting Background Material

To begin the meeting on April 23, the Task Force received the draft DRIS framework and supporting background information including updated information on a land economics analysis that was completed for downtown Peachland.

Big Moves Review and Feedback Activity

The balance of the meeting was intended to provide the Task Force with an opportunity to review and provide comment on the 5 DRIS Big Moves.

The following list summarizes the key points of discussion and feedback from Task Force on the Big Moves.

Big Move 1

Big Move 1 includes updates to the Official Community Plan and Zoning regulations to create clear design expectations. The Big Move also includes establishing clear expectations for architectural design elements. Task Force members noted that they support the proposed height and density for downtown, but stress that upper-floor step-backs should be increased to 9 metres, not 3, to preserve the small-town feel of Peachland.

The Task Force noted that the current requirement for one entrance every 15 metres on Beach Avenue could allow a single large retailer to span a full block by simply adding doors, without achieving the intended fine-grain streetscape.

To better encourage street vitality and variety, they recommended requiring a minimum of five distinct, independently accessible commercial retail units per block, each with its own entrance and a maximum frontage of 14 metres.

The Task Force noted the lack of direction for Waldo Way and recommended it be designated as a service laneway. Parking access, garbage storage, and service deliveries should be located off Waldo Way to serve properties on both sides and reduce impacts on Beach Avenue.

Concerns were raised about whether the proposed guidelines are feasible for developers, noting that further studies (such as block planning) should be considered. There was a call for minimizing red tape in the approval process. Importantly, many noted the absence of a retail strategy, particularly for Beach Avenue, which is viewed as a key area for commercial vibrancy.

Key Themes:

- ◆ Support for proposed height/density
- ◆ Step-backs should be 9m to keep a small-town feel
- ◆ Add a retail strategy, especially for Beach Ave
- ◆ Solidify the direction/use of Waldo Way

Big Move 2

Big Move 2 is intended to actively prioritize and invest in the growth and development of the downtown by providing financial incentives, actively undertaking economic development and capitalizing on municipal land. The Task Force emphasized the need for focused development incentives and streamlined processes. They noted that density bonuses should be limited to specific areas like Waldo Way, while funds such as Development Cost Charges (DCCs) should be used to improve Beach Avenue's pedestrian zone. There is strong support for making municipal lands shovel-ready and for appointing a dedicated economic development officer to drive investment and coordinate with the local chamber. Suggestions included launching a pilot project, such as a new mixed-use civic building, to signal commitment to revitalization.

Key Themes:

- ◆ Concern about developer feasibility
- ◆ Streamline approvals, reduce red tape
- ◆ Prioritize shovel-ready sites

Big Move 3

The Task Force provided comment on Big Move 3 which focused on modernizing parking policies by reducing parking requirements and initiating parking demand management. The Task Force highlighted the need for a forward-looking parking strategy, including a potential downtown parkade, time-limited parking, and ensuring all residential developments provide on-site parking. Better bike parking (enclosed bike lockup) and a car-share program were also recommended. The Task Force expressed that traffic calming measures should align with the existing Active Transportation Plan, and street-level safety could be enhanced by lowering speed limits and improving highway crossings. There was also a desire to more strictly regulate trailer parking in downtown Peachland.

Key Themes:

- ◆ Offer development incentives
- ◆ Use municipal land strategically
- ◆ Hire dedicated Economic Development Officer

Big Move 4

The Task Force provided comment on Big Move 4 which focuses on enhancing public spaces in downtown, especially along the waterfront, and integrating wayfinding and traffic-calming measures. Participants expressed strong support for activating the water side of Beach Avenue with small-scale commercial ventures while ensuring that parkland and the boardwalk are preserved. Feedback emphasized the importance of coordinating any traffic-calming measures with the existing Active Transportation (AT) Plan. There was also a call to prioritize this move early, as it is not dependent on private development. Other suggestions included implementing an e-bike strategy and improving parking management, including timed parking and a potential parkade.

Key Themes:

- ◆ Plan for future parking needs (e.g. 90-min limits, parkade)
- ◆ Improve bike parking and transit
- ◆ Support car share and micromobility

Big Move 5

Key feedback on Big Move 5 included the need for better bike infrastructure, such as secure lock-ups, and improved connectivity and crossings, especially across the highway. Slowing traffic on local streets like Buchanan and Robinson Place to 30 km/h was recommended to improve safety. Participants supported the idea of a shared micromobility pilot project, similar to e-scooter programs in other communities, and highlighted the need to promote biking to local destinations in Peachland. Better bike rack placement and enhanced transit access were also identified as priorities.

Key Themes:

- ◆ Activate waterfront with small-scale commercial
- ◆ Lower speeds (e.g. 30 km/hr), better crossings
- ◆ Protect parkland and boardwalks
- ◆ Align traffic calming with the existing AT plan

Together, Big Moves 4 and 5 were seen as immediately actionable initiatives that do not rely heavily on private development, making them strong candidates for early implementation. Both aim to improve public space, promote active transportation, and strengthen the pedestrian and cycling experience in downtown Peachland.

Collectively, the feedback underscores the importance of balancing development with economic viability, streamlining regulatory processes, and investing in infrastructure that supports both residents and businesses.

Our Peachland Open House and BBQ, Pop-up Events, and Survey

DRIS Vision

- ◆ June 11, 2025 | Peachland Community Centre (Open House and BBQ)
- ◆ July 8 from 11:00 AM to 1:30 PM at the corner of Beach Ave and 6th St (Pop-up event)
- ◆ July 10 from 11:00 AM to 1:30 PM at the IGA (Pop-up event)

Goals

- ◆ Gather input from the Peachland community on the draft vision and key focus areas.

Activities

- ◆ Pop-up events in community to raise awareness of the survey and gather feedback.
- ◆ Information poster boards to share information on the DRIS project.
- ◆ Community survey was open from June 11 to August 7, 2025 to gather feedback on what is most important to residents when it comes to housing, transportation, downtown revitalization, economic development, transportation, and environment.

Outcomes

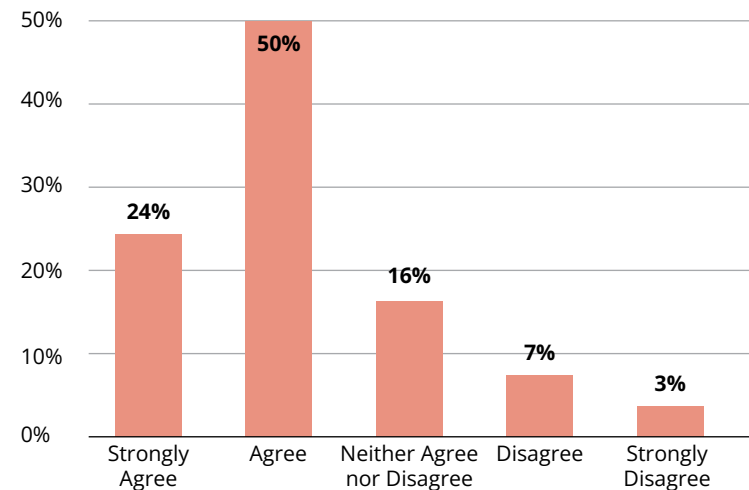
- ◆ Feedback from the community gathering on the DRIS Vision and Focus Areas.

DRIS Vision

Participants were presented with the DRIS focus areas and vision and were asked if they feel that the focus areas effectively support the vision.

Nearly three quarters of respondents (74%) strongly agree or agree that the focus areas effectively support the DRIS vision. Ten percent (10%) disagree or strongly disagree and 16% are neutral.

Do you feel that the focus areas effectively support the DRIS vision? (n=236)



Participants were asked if they believe anything else should be included in the focus areas. Overall, most comments reflected themes previously mentioned in the sections above and have been incorporated into those sections. Below is a summary of feedback regarding the DRIS focus areas.

Preserving Peachland's character

There is a desire to ensure that new growth is balanced and done responsibly to maintain Peachland's identity. Some commented that the phrase "keeping downtown Peachland looking and feeling like Peachland" is unclear.

Development and design

Respondents emphasized the importance of clear, strong design guidelines that reflect the community's vision and maintain views of Peachland's scenic landscape. It was noted that community engagement should be prioritized and the guidelines should be informed by local perspectives.

There were mixed opinions on building height, with some commenting that the height should be restricted to three storeys on Beach Avenue, while others believe it should be higher to allow for more modern development.

Some disagreed that incentives should be provided to developers and would like the incentives to be more specific. Additionally, concerns were expressed regarding developers' long timelines and projects left unfinished.

Local businesses

Some expressed that businesses should be the primary focus downtown, with concerns that the first focus area focuses too much on residential.

Peachland as a whole

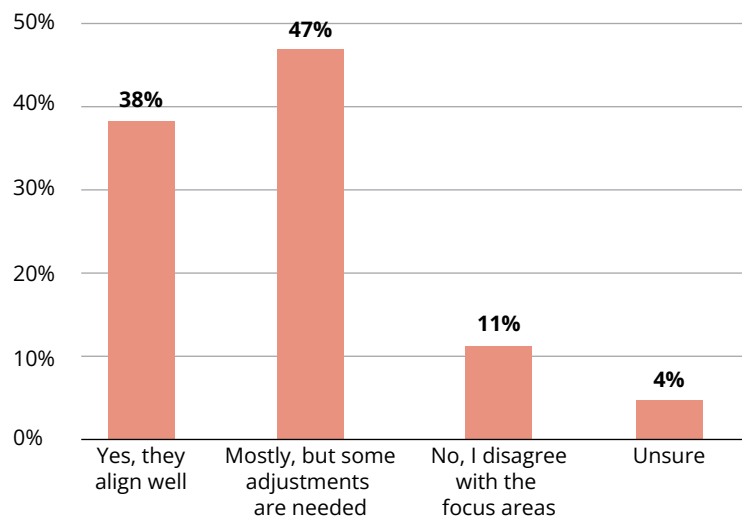
Many expressed that attention should be given to all areas of Peachland, not just the downtown. It was noted that tax dollars should be invested equally across the entire community.

DRIS Focus Areas

Survey respondents and in-person participants were presented with the DRIS focus areas and asked if they feel that the focus areas align with what they would like to see downtown Peachland.

Nearly half (47%) of respondents think that the focus areas generally align with their vision with some adjustments. Thirty-eight percent (38%) believe they align well, 11% disagree with the focus areas and 4% are unsure.

Do these focus areas align with what you would like to see in downtown Peachland? (n=231)



Participants were asked to explain their response to the question above. A summary of the key themes received is presented below.

Additional details

Overall, there are concerns that the focus areas are vague and lack detail. Respondents expressed that they would like to see specific examples and details included, particularly around growth, building rules, developer incentives, how to achieve year-round vibrancy and housing diversity.

Economic development

Residents expressed interest in attracting more businesses and tourists through more amenities and attractions (e.g., restaurants, cafes, wine villages), while maintaining Peachland's charm. Additionally, it was noted that the focus areas lack direction on how small businesses, tourism and hospitality will be supported.

Building height and design

Many comments focused on limiting building heights (especially along Beach Avenue) and preserving heritage aesthetics. There was resistance to high-rise or overly modern developments.

Feedback on Focus Area 1 noted that it is too vague and subjective, and that it should focus on more development and the revitalization of buildings to attract people to the community.

Parking and traffic

Respondents highlighted the need to address parking challenges, especially during peak seasons and major events. Suggestions such as shuttle services and designated lots were noted to alleviate congestion.

Public spaces and recreation

Suggestions included creating more parks, enhancing recreational offerings and developing community hubs or event venues to support year-round vibrancy.

Some would like to see the focus areas include greater detail on how public spaces and experiences will be made welcoming and inclusive experiences for all ages and abilities.

Growth and density

While some expressed support for responsible growth, others worry about overdevelopment and its impact on Peachland's small-town feel and infrastructure.

Affordability

Some respondents raised concerns about who will fund revitalization efforts, emphasizing the need for cost transparency and avoiding tax burdens on residents.

Developer incentives and regulations

There was skepticism about offering financial incentives to developers, with calls for stricter rules and better oversight to protect community interests.

Environmental

Respondents voiced concerns about watercraft pollution, garbage disposal and beach maintenance. Some emphasized the need for cleaner public spaces and stronger enforcement.

Summary and Conclusions

During the Downtown Revitalization Implementation Strategy process, residents expressed appreciation for Peachland's small-town charm while desiring a more vibrant and connected community. Reflections on the Sustainable Downtown Peachland Plan (2010) and Phase 3 feedback were crucial in developing the draft Strategy, highlighting the importance of ongoing input for success.

Next Steps:

- ◆ Present the draft Strategy to the District of Peachland Committee of the Whole
- ◆ Share the draft DRIS with the public at the Peachland community BBQ
- ◆ Undertake revisions to the DRIS to reflect community feedback
- ◆ Present the final DRIS to Council and prepare implementing regulations for Council's consideration





Appendix B

Retail Demand and Viability Analysis

Retail Demand and Viability Analysis

The project team also undertook a retail demand and viability analysis to understand the economics of development in downtown Peachland and some key land use and related policy considerations as the District contemplates revitalization.

There are a variety of challenges that are currently impacting local businesses in Peachland. A potential solution to many of these challenges involves adding more year-round population to downtown Peachland. If there were more people living downtown, there would be more residents would be more likely to support local businesses. However, the proximity to West Kelowna makes it very convenient for shopping which puts strain on the local . The more people who live within walking distance or a short drive to businesses in Peachland, the more support those businesses will receive.

A retail demand and viability analysis was conducted to understand how demand for retail space would change based on an increased population in downtown Peachland. It examined existing retail space, proposed two scenarios (baseline and high) for future demand, and identified factors affecting retail in the area.

Retail Inventory

In the summer of 2023, Urban Systems employees surveyed Peachland's retail space, which totaled 148,000 sq. ft. After excluding non-retail uses (office-commercial and automotive uses, real estate brokers, etc.), approximately 105,000 sq. ft. remained. Downtown Peachland accounted for 60% of this retail space, totaling 63,500 sq. Ft. The retail space Downtown was categorized in the following NAICS (North American Industry Classification System) codes ([Table 9](#)).

Table 9: Downtown Peachland Retail Mix

NAICS Category	Area (sq. ft.)
Full-Service restaurants	16,850
Drinking Places (Alcoholic Beverages)	8,000
Personal and Laundry Services	6,500
Convenience Stores	5,000
Home Furnishings Stores	4,500
Limited-service eating places	3,500
Women's Clothing Stores	3,000
Building Material and Supplies Dealers	3,000
Family Clothing Stores	3,000
Vacant - Committed	2,850
Pharmacies and Drug Stores	2,500
Marinas	2,500
Other Miscellaneous Store Retailers	1,500
Specialty Food Stores	800
TOTALS	63,500

Downtown Peachland's commercial land use mostly comprises food and beverage businesses. Full-service restaurants, bars, and cafes occupy more than 28,000 square feet of space, making up about 45% of the total retail area downtown.



Demand Scenarios

The Baseline Scenario relied on Environics Analytics' population projections and existing retail conditions to predict retail demand in 2043. The downtown population was projected to increase from 608 in 2023 to 735 in 2043. Based on this growth scenario, retail demand was projected to 2043, and an additional 27,000 sq. ft. of retail space would be needed to meet demand.

The High Growth Scenario assumed redevelopment in the Downtown and development on ten different sites, providing varying densities and unit types. The projected developments added 304 new dwelling units and 640 residents based on the current average household size in downtown Peachland for a total population of 1,250. Under this growth scenario, 43,000 sq. ft. of additional retail space would be required by 2043 to meet demand for a total of 140,000 sq. ft.

The retail space demand in Peachland is determined by analyzing spending patterns of local residents within the trade area, focusing primarily on Peachland residents. Productivity rates per square foot are applied to each retail category to calculate the required square footage. The trade area includes downtown Peachland and extends north to Todd Road, with residents expected to allocate more spending to local businesses than those in secondary trade areas due to their proximity to West Kelowna. Visitor spending is factored in, with certain sectors like food and beverage expected to attract more inflow spending than others. Estimates for inflow were derived from discussions with local businesses, providing insights into typical retail spending habits.

Retail Demand and Viability Analysis Takeaways

Despite hosting 60% of Peachland's retail businesses, downtown Peachland faces challenges such as seasonal tourism, limited accessibility for residents due to the highway, competition from West Kelowna's retail, and a small local population of 608 in 2023. Increasing the year-round population in downtown Peachland could alleviate many of these issues.

Some businesses indicated that they derive 80% of sales in summer, and up to 80% of spending in the summer is generated from visitor activity. With many businesses heavily reliant on summer tourist spending, a larger year-round population would provide consistent support, reducing dependence on seasonal peaks. Moreover, residents are more likely to diversify their spending, benefiting various retailers beyond the dominant food and beverage sector.

Proximity to West Kelowna's more prominent businesses and grocery stores, compounded by limited accessibility due to the highway, encourages some residents to shop outside Peachland. However, increasing the downtown population would likely result in more foot traffic and local patronage, especially if shopping locally becomes more convenient than travelling to neighbouring areas. Residents living within walking distance or a short drive away are more likely to support downtown retailers, emphasizing the importance of bolstering the nearby population to enhance downtown business viability.

Following the results of the retail demand and viability analysis, some of the unique factors influencing retail demand in Peachland include:

Seasonality

Conversations with local businesses indicate that many are attracting 80% of their annual sales during the peak summer period, and for other businesses up to 80% of annual sales come from visitors. This reliance on visitor spending can make it difficult for businesses to operate and pay employee salaries throughout the year. It also means that impacts to tourism, such as lingering smoke from forest fires, can have an outsized influence on annual sales figures.

A larger population of residents in downtown Peachland would support local businesses to a greater extent throughout the year, thereby helping those businesses through the fall, winter, and spring months.

Proximity to West Kelowna

Peachland retail will always be overshadowed by the breadth and depth of competitive retail options available in West Kelowna. Major retailers in West Kelowna are less than 10 minutes away from some Peachland residents by car. This is equidistant from downtown Peachland for residents in the Trepanier neighbourhood.

An increased population in downtown Peachland would provide better support for local businesses. With this increased support, it is more likely for stronger businesses to locate in Peachland, making it more likely for Peachland residents to frequent Downtown.

Access to Downtown

Downtown Peachland is separated from most Peachland residents by the highway. The highway acts as both a physical and psychological barrier for Peachland residents who, once on the highway, can easily drive to West Kelowna within minutes. It should also be noted that the lack of a controlled intersection with a left-hand priority light might also dissuade some residents from visiting downtown Peachland. The highway also acts as a real barrier for many residents who might otherwise consider walking or cycling to Downtown.

Improving access to Downtown for alternative transportation (such as walking, cycling, and other forms) would support additional visits to Downtown by Peachland residents.

The key takeaway from the retail demand analysis is that in order to increase feasibility for addition retail floorspace, Peachland will need more residents, and more tourism year-round.





Appendix C

Glossary

The following definitions apply within the context of this strategy. Terms not defined in this Glossary may be found in the District Official Community Plan (OCP) or Zoning Bylaw.

Active Streetscape: refers to a vibrant and engaging street environment that encourages people to be outside and interact with their surroundings. Elements of an active streetscape can include wide sidewalks, shops and cafes with outdoor seating, trees and greenery, public art, benches, and good lighting.

Articulation (architecture): the way a building is designed and presented. In this document, it refers to the details on the building's façade that add visual interest, depth, and character. These elements make walking by the building more enjoyable and keep pedestrians engaged.

Council: the Council of The District of Peachland.

Development Cost Charges (DCCs): fees that municipalities and regional districts choose to collect from new developments to help pay for the costs of specific off-site services that are needed to accommodate growth. DCCs may be used to help offset costs associated with the provision, construction, alteration or expansion of waterworks, sewer trunks, treatment plants and related infrastructure, drainage works and major roads. DCCs may also be collected to assist in the acquisition and development of parkland.

Façade: means the front or main side of a building that faces a street or public area. It includes design features and details that affect how the building looks and interacts with its surroundings.

FireSmart: a program designed to help homeowners and communities reduce the risk of wildfire damage. FireSmart focuses on creating defensible space around homes, using fire-resistant materials, and managing vegetation to limit the spread of fire.

Heritage Asset: assets, whether tangible or intangible, that hold historical significance that merit consideration in planning decisions.

Human Scale: an approach to building design that uses articulation and expression in a manner that relates to the dimensions of the human form.

Infrastructure: refers to the essential systems and structures that support a community, such as roads, transit, water and sanitary services, and public facilities for recreation, sports, and culture. Examples include roads, sidewalks, public transportation, water treatment plants, street furniture, parks, and trails.

Land Use: refers to the way land is utilized and managed in a particular area, including the designation of specific zones for residential, commercial, industrial, agricultural, recreational, and other purposes. It involves planning and regulating how land is developed and maintained to balance economic, environmental, and social needs.

Mixed-use Node: areas of a community that serve as "nodes" by providing the local and wider community with convenient access to a wide range of non-residential uses, including office, institutional, retail and other commercial uses.

Pedestrian: refers to a person who is travelling on foot, whether they are walking, running, or using a mobility aid such as a wheelchair. The term is inclusive of all individuals who are navigating public spaces without the use of a motor vehicle or bicycle.

Pedestrian-oriented: refers to planning and designing spaces to be accessible, safe, and enjoyable for people on foot. This approach prioritizes pedestrians over vehicles, featuring wide sidewalks, crosswalks, benches, street lighting, greenery, and traffic calming measures to create a walkable, friendly environment.

Podium Building: is a type of architectural design where a taller structure, such as a high-rise or mid-rise tower, is built atop a lower, often wider base, or “podium.”

Pre-zoning: the designation of land for specific types of development before the formal zoning process is completed.

Setback: means the required distance from a lot line to any area of a lot on which a building may be sited under Part 7 or 8 of the District of Peachland Zoning Bylaw.

Step-back: means step-like recessions in the profile of a building. Step-backs are often used to minimize the perception of tall buildings at prominent intersections.

Streetscape: refers to the overall look and feel of the street environment, including sidewalks, lighting, trees, benches, signage, and building facades. It focuses on creating a pleasant and functional space for pedestrians and enhancing the visual appeal of the area.

Sustainable: refers to practices and processes that meet current needs without compromising the ability of future generations to meet their own. Sustainable development in this context focuses on balancing economic growth, environmental protection, and social well-being to create a vibrant, resilient, and inclusive downtown area.

the District: means the Corporation of the District of Peachland.

the Peachland Complete Communities Assessment — refers to the geospatial assessment to examine the District’s physical characteristics for community completeness and land use scenarios.

the Strategy: means the Downtown Revitalization Implementation Strategy.

the Task Force: refers to the Downtown Revitalization Task Force that serves and represents the community as an advisory group for undertaking the Downtown Revitalization Implementation Strategy (DRIS) and Complete Communities Program.

Urban Form: refers to the physical characteristics that make up an urban environment (land use, density, infrastructure, built environment characteristics).

Wayfinding: refers to the methods and tools used to help people navigate and find their way in a physical space. This can include signs, maps, symbols, and other visual cues designed to guide individuals through an environment, whether it’s a city, building, park, or transportation system.