

District of Peachland

Downtown Revitalization
Implementation Strategy

Task Force Meeting 2

February 12, 2024



AGENDA

PART 1 - LAND USE ECONOMIC DEEP DIVE

- Land Use Economic and Retail Demand Analysis
- Questions from Meeting 1

BREAK

PART 2 – VISIONING, URBAN DESIGN AND ENGAGEMENT

- Precedent Imagery Review and Discussion
- Vision for Downtown Peachland
- Engagement Tactics Brainstorm
- Next Steps



The Team

Urban Design



Land Economics



Engineering



GIS



Community Planning





PART 1: LAND USE ECONOMICS DEEP DIVE

What can we learn from
current conditions and
development trends?

What did we do?

1. Downtown Land Use Feasibility Testing

- Purpose:
 - Economics of development in Downtown Peachland
 - What are the 'moving pieces' that the District can influence / control?
- What we did:
 - Financial analysis of three (3) test sites
 - Looked at concrete and woodframe apartment (condo and rental)
 - Looked at mixed-use development along Beach Ave
 - Conducted 'sensitivity testing' to identify impacts on viability of changes to some inputs

2. Retail Demand / Viability Analysis

- Inventory of existing retail space across District of Peachland
- Projection of incremental opportunity downtown under different downtown area growth scenarios

Downtown Land Use Feasibility

Key Challenges to Project Viability

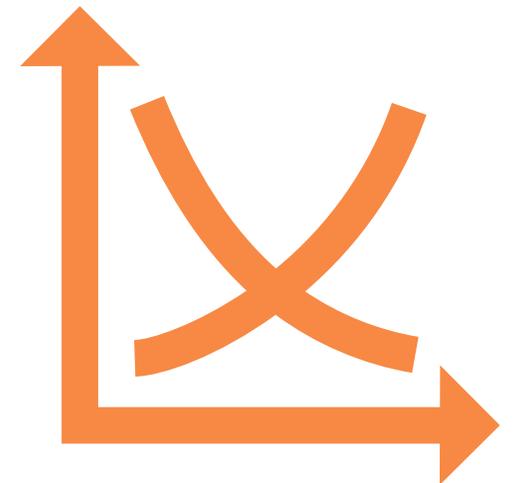
Challenge #1: Hard building cost escalation

Challenge #2: Interest rates

Challenge #3: Cost-to-Revenue relationship (including parking)

Challenge #4: Residential market uptake

Challenge #5: Commercial market seasonality



Downtown Land Use Feasibility

Concepts Tested:

- *Wood frame apartment building (up to 6-storeys) atop parking structure and / or with surface parking*
 - *2 sites tested; one with structured parking, other w/structured and surface parking*
 - *Condo*
- *Concrete apartment building (12-storeys) atop 4 or 5 levels of parking*
 - *Condo*
 - *Rental*
- *Wood Frame mixed-use (ground-floor retail + condos above)*
 - *Also tested scenario with second floor office*

Downtown Land Use Feasibility

Site #1: Surface Parking Lot

Concepts:

- **Wood frame apartment building** (6-storeys) atop 2 or 3 levels of parking
- **Concrete apartment building** (12-storeys) atop 4 or 5 levels of parking
 - *Concepts with more parking test integration of free commercial parking (i.e., what is impact on pro forma of providing extra non-revenue-generating parking to support downtown?)*

Unit Pricing

- ~\$665,000 wood frame (950 sq.ft.)
- ~\$800,000 concrete (925 sq.ft.)
- ~\$2,800 / month residential market rent (925 sq.ft.)

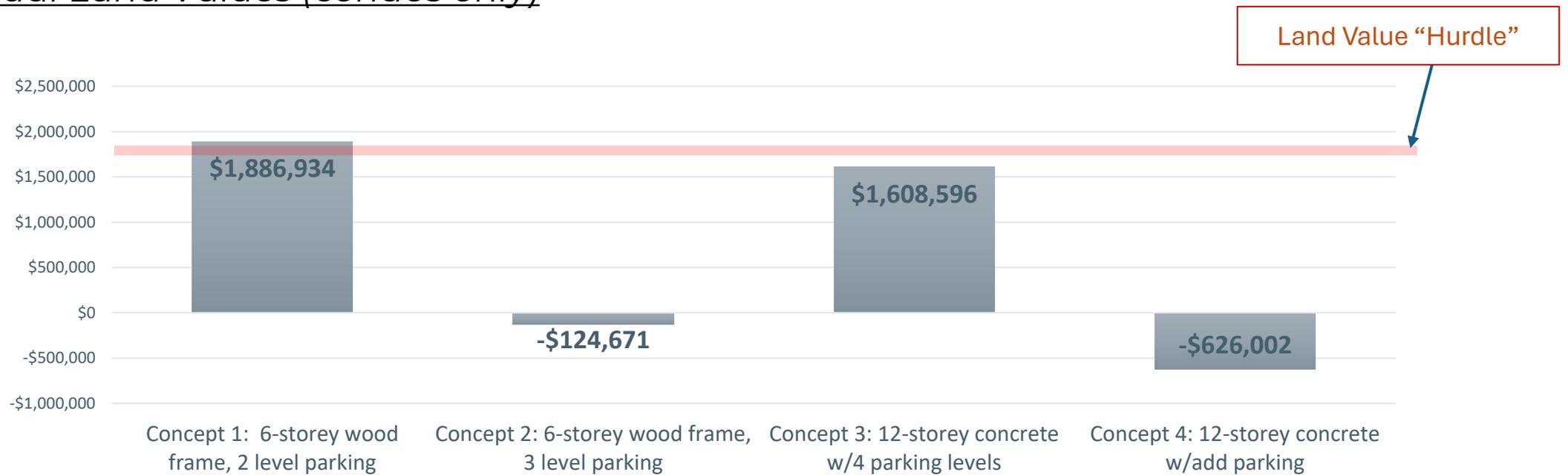
Project Costs

- ~\$500 / sq.ft. wood frame (hard + soft + financing, excl. land)
- ~\$575 / sq.ft. concrete (hard + soft + financing, excl. land)

Downtown Land Use Feasibility

Site #1: Surface Parking Lot

Residual Land Values (condos only)



Downtown Land Use Feasibility

Site #1: Surface Parking Lot

Key Take-Aways

- May be able to achieve free downtown parking as part of site redevelopment. However, would take combination of:
 1. Significant land discount
 2. Additional project equity
 3. Revenue from parking
 4. Some shift in market inputs (cost-revenue differential), including financing costs
- Possible incentives: Land price discount, commercial parking revenues, equity infusion.

Downtown Land Use Feasibility

Site #2: Beach Avenue Mixed-Use

Concepts:

- **Wood frame mixed-use;** shallow CRUs 'wrapped' around parking podium

Unit Pricing

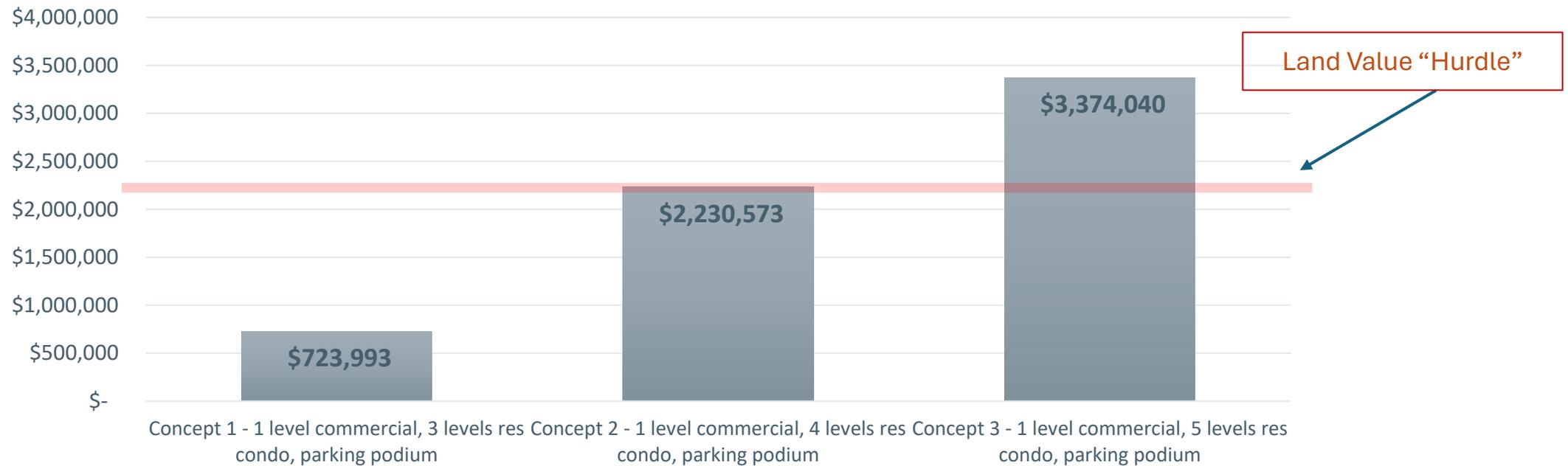
- ~\$760,000 wood frame (950 sq.ft.)
- \$20 / sf / annum commercial rent
- \$25 / sf / annum office rent

Project Costs

- ~\$500 / sq.ft. wood frame (hard + soft + financing, excl. land)

Downtown Land Use Feasibility

Site #2: Beach Avenue Mixed-Use



Downtown Land Use Feasibility

Site #2: Beach Avenue Mixed-Use

Key Take-Aways

- Commercial space is a net negative on the pro forma; need condos to offset
- Need at least 4 levels of residential to make project 'pencil'
- Need at least 5 levels of residential to make project pencil, with enough financial room to fund off-site parking.

- Above 4-storeys (3 levels of residential), cannot provide 1 parking space per unit; need to find alternate off-site parking solution

Downtown Land Use Feasibility

Site #3: Downtown east apartment building

Concepts

- Wood frame (4-6 storeys), with / without parking structure

Unit Pricing

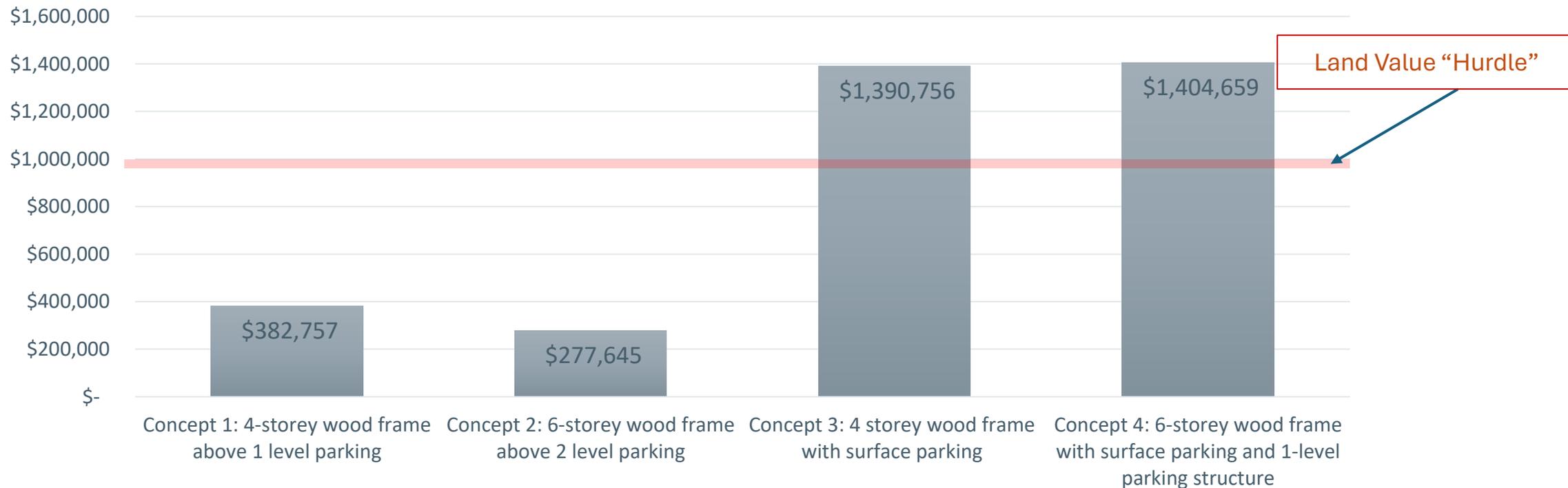
- ~\$665,000 wood frame (950 sq.ft.)

Project Costs

- ~\$440 / sf with surface parking, \$480-\$490 /sf w/parking (hard + soft + financing, excl. land)

Downtown Land Use Feasibility

Site #3: Downtown east apartment building



Downtown Land Use Feasibility

Site #3: Downtown East Apartment

Key Take-Aways

- 4-storey condo is viable with surface parking at this location
- 6-storey is viable with combination of surface and structured parking
- 4-storey + 1 level structured parking, or 6-storey + 2 level structured parking not viable

Retail Demand Analysis

- Two retail demand scenarios were created to compare how demand for retail space would change based on an increased population in Downtown Peachland.

1. Baseline Scenario:

- Downtown population of **608** in 2023 and **735** in 2043
- Demand for 27,000 sq. ft. of additional retail space to 2043 – for a total of 125,000 sq. ft.

2. High Scenario:

- Downtown population of **608** in 2023 and **1,250** in 2043
- Demand for 43,000 sq. ft. of additional retail space to 2043 – for a total of 140,000 sq. ft. (16,000 sq. ft. of additional retail space than in the Baseline Scenario).

Factors Influencing Retail Demand

- **Seasonality:** 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.
- **Proximity to West Kelowna:** Many of the larger businesses and grocery stores are located in West Kelowna. Trips to West Kelowna will continue to be commonplace for Peachland residents.
- **Access to Downtown:** The Highway separates many Peachland residents from Downtown, making it more likely for some Peachland residents to drive to West Kelowna.
- **The population of Downtown is very modest:** The number of residents that can walk downtown for shopping is small.

Questions from Meeting 1

1. What is the buildable per square foot land cost?
2. Is there a formula or ratio in terms of density? i.e. You would need so many residential units to support a business? What type of density do you need?
3. Show the economic impact of 5- and 10-year tax incentive.
4. How do the economics of building retail differ when you look at a unique place like Peachland? In comparison to other communities who do not have waterfront access?



BREAK!

PART 2: VISIONING & URBAN DESIGN

What vision and urban design principles do we want to see integrated into the Downtown Strategy?



Review from Last Meeting

Precedent Imagery Activity

1

Submit a **picture** of what you like best about downtown **Peachland**

2

Submit a **picture** (or 2) from your favorite downtown spaces from **other communities** that you would love to see incorporated into Peachland's downtown



Join at

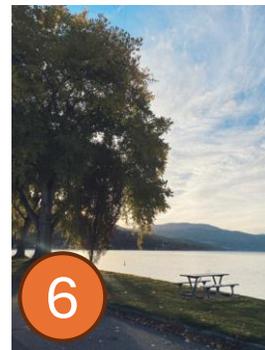
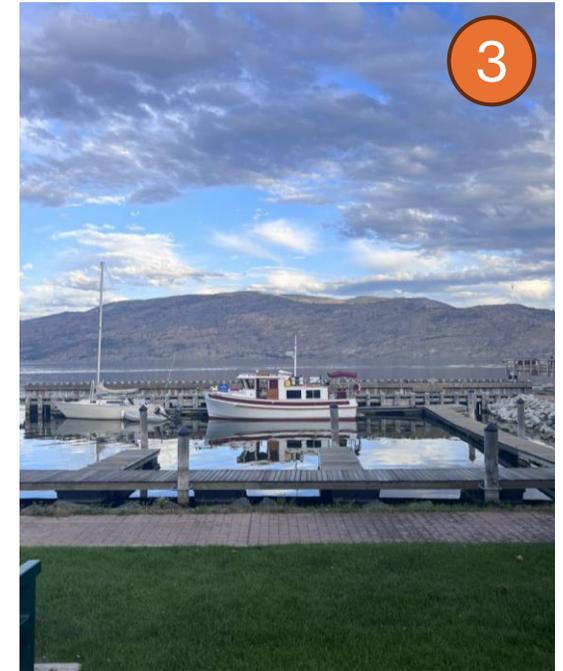
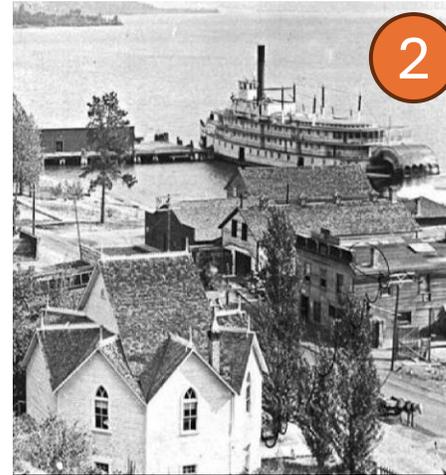
slido.com

#8221 208



Precedent Imagery Activity

What do we like best about Peachland?



Precedent Imagery Activity

slido.com
8821208

What do we like best from other communities?



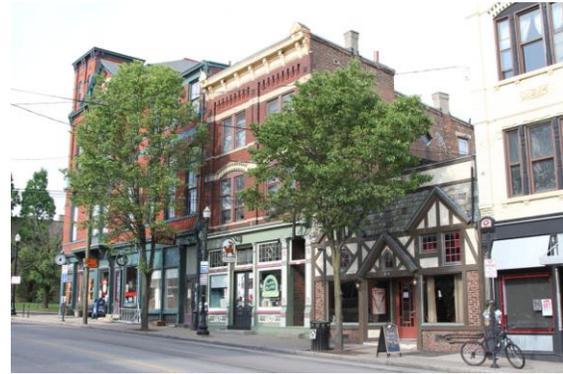
Precedent Imagery Activity

slido.com
8821208

What do we like best from other communities?



Ideas from Other Communities – Public Realm



Vision Statements



Establishes a direction.

A statement on a desired future state.

Reflects a future achievement of goals.

Reflects the community's values.

SMART: *Specific, Measurable, Attainable, Realistic, Time specific.*

2022-2026 Peachland Strategic Plan Vision

Peachland's celebration of people and place attracts a diversity of residents and visitors to a collection of healthy, sustainable neighbourhoods.

In 2040, Peachland is a diverse, healthy, sustainably-developed, inter-generational community with a quaint and lively downtown where people live, work, and play. Peachland embraces its natural surroundings through recreation and preservation, attracting a diversity of residents and visitors.

Citizens are engaged in protecting the beauty of the lake and beach, developing a safe community that embraces multi-modal transportation and responsible growth and development that maintains the small-town character and preserved the environment.

Vision for Downtown Peachland

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.

What opportunities do you see for Downtown Peachland?



Visions from Other Communities

City of Campbell River

Downtown is the heart of Campbell River. Occupying one of the most beautiful natural settings BC has to offer, downtown is where people gravitate to for events, celebration, food & drink, work, government services, recreation and shopping.

“Refresh Downtown” gets us to a position of “development readiness”. It means we know where we’re going and how to develop our city without compromising any of the things that make it special....

Visions from Other Communities

District of Summerland

“By 2042 we have reimagined an inspiring place to live in the heart of Summerland. Downtown Summerland leads a unique community forward while remaining rooted in its agricultural history. Summerland’s established quality amenities are enhanced by neighbourhood vibrancy which is cultivated by our residents in gathering places and on safe streets. A strong sense of place and connectivity defines our Downtown core as the hub of a welcoming community”

Visions from Other Communities

City of Courtenay

Downtown Courtenay is the commercial, cultural, social, and culinary hub of the beautiful Comox Valley.

Nestled between the Comox Glacier, the Courtenay, Puntledge, and Tsolum Rivers, the Courtenay Estuary and the Salish Sea, Downtown Courtenay is unique and vibrant. It is the heart of our community, and a natural fit for special events and gatherings for both local residents and visitors. Welcoming a range of housing and lifestyle options will foster vitality and diversity, both day and night.

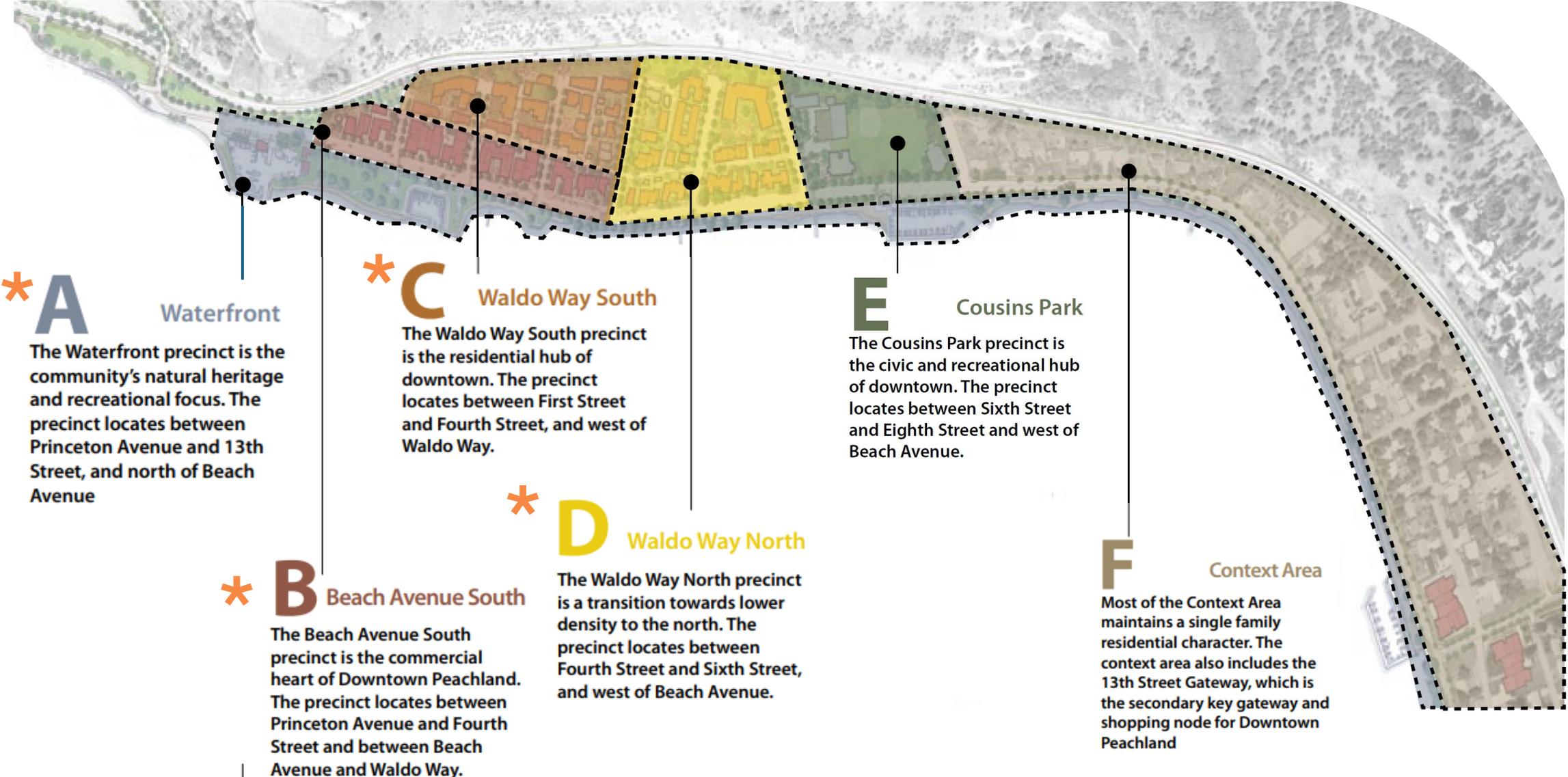
We will nurture and invest in our downtown through continuous improvement in the downtown core as well as the surrounding area.

What do you like and dislike about the existing vision?

***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.

Downtown Peachland Precincts



*** A** **Waterfront**
The Waterfront precinct is the community's natural heritage and recreational focus. The precinct locates between Princeton Avenue and 13th Street, and north of Beach Avenue

*** C** **Waldo Way South**
The Waldo Way South precinct is the residential hub of downtown. The precinct locates between First Street and Fourth Street, and west of Waldo Way.

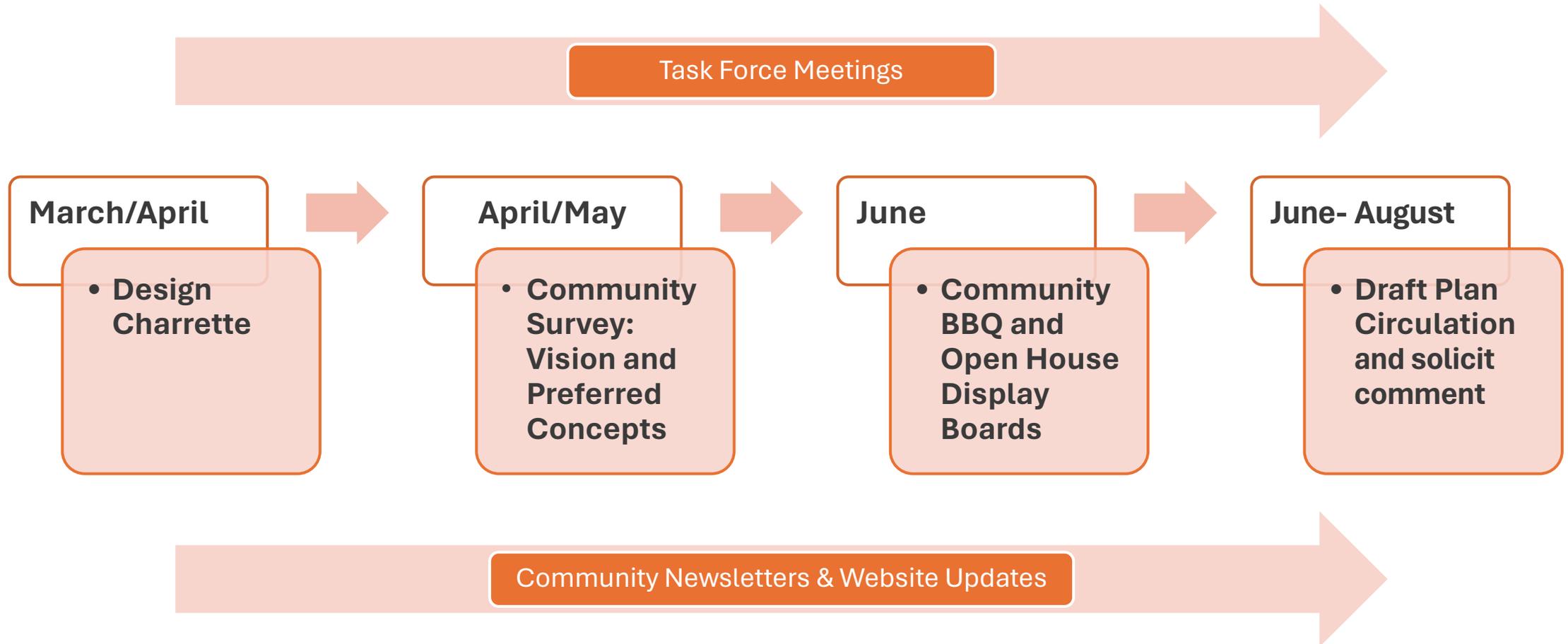
E **Cousins Park**
The Cousins Park precinct is the civic and recreational hub of downtown. The precinct locates between Sixth Street and Eighth Street and west of Beach Avenue.

*** B** **Beach Avenue South**
The Beach Avenue South precinct is the commercial heart of Downtown Peachland. The precinct locates between Princeton Avenue and Fourth Street and between Beach Avenue and Waldo Way.

*** D** **Waldo Way North**
The Waldo Way North precinct is a transition towards lower density to the north. The precinct locates between Fourth Street and Sixth Street, and west of Beach Avenue.

F **Context Area**
Most of the Context Area maintains a single family residential character. The context area also includes the 13th Street Gateway, which is the secondary key gateway and shopping node for Downtown Peachland

Engagement Plan



Engagement Tactics Brainstorm

- What is the best way to communicate to the broad Peachland community?
- How can we engage under-represented groups (youth)?
- What are the challenges to obtaining buy in to additional height and density in the core area of the downtown?
- Housing affordability and choice impacts future generations. How can we best obtain input from the youth and young adults in Peachland?

Schedule of Meetings



Meeting 1 – Inaugural Meeting (January 25th)

Meeting 2 – Land Use Economics Evaluation & Proposed Engagement Tactics Review
(Today)

Meeting 3 – Visioning and Urban Design Principles (February 26th)

Meeting 4 – Land Use Concepts (March)

Meeting 5 – Complete Communities and Draft Implementation Strategy Review (April/May)

Meeting 6 – Draft Implementation Strategy Review (June)

Meeting 7 – Final Strategy Review after Public Review (September)

Next Steps

Homework Activity:

- Choose your **Top 5 Design Strategies** from the 2010 Revitalization Plan: Areas A – D (Pages 35 – 91)
- Upload your selection to the Task Force OneDrive shared folder by **February 20.**
- Feel free to describe why you like each but keep it to one page only!

Next Task Force Meeting (February 26th at 6pm)

- Design Principles and Concept Ideas

Task Force Meeting #4 (March)

- Land Use Concepts

Design Principles and Concept Ideas

Ideas to get you thinking...

- Impacts of on-street parking and urban design
- Impacts on building height and urban design
- Public-private interface
- 'Precincts' from 2010 plan

Goal for next meeting: Identify design principles and formulate design concepts ideas (charrette to follow)

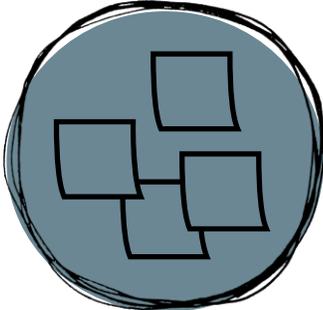
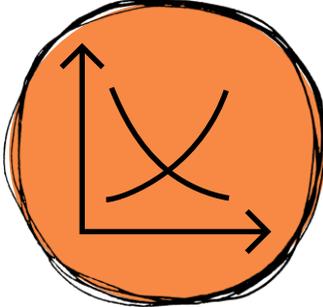
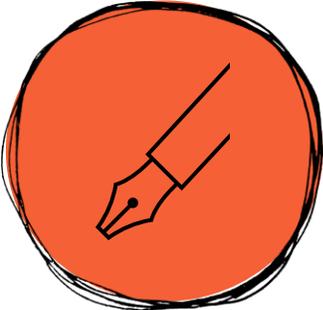
Task Force Purpose

Provide input and feedback to Council and District Staff on:

- Overall content of the Downtown Redevelopment Implementation Strategy;
- Potential land use options;
- Economically viability;
- How to implement;
- How to adjust planning policy to facilitate redevelopment;
- Engagement methods to receive public feedback;
- Any matters referred to the Task Force by Council or District staff.



Project Phases



Phase 1

Project Initiation
and Engagement
Plan

Phase 2

Land Use
Economics and
Evaluation

Phase 3

Visioning and
Urban Design
Options

Phase 4

Implementation
Strategy
Development



**We are
here**