

District of Peachland

Downtown Revitalization
Implementation Strategy

Task Force Inaugural Meeting

January 25, 2024



AGENDA

DOWNTOWN REVITALIZATION TASK FORCE

- Mandate, Purpose, Involvement
- Meeting Schedule

PROJECT BACKGROUND

- Key Drivers
- Sustainable Downtown Peachland Plan
- What is DRIS?

PROJECT PHASES

- Project Phases 1-4

UBCM COMPLETE COMMUNITIES

- Complete Communities Connections
- New Provincial Legislation

INITIAL PROJECT FINDINGS

- Land Use Economic Analysis
- Retail Demand Analysis



The Team

Urban Design



Land Economics



Engineering



GIS



Community Planning



DOWNTOWN REVITALIZATION TASK FORCE

What role can you play in the
development of the Strategy?



Task Force Mandate

- The Task Force provides advice to Council and staff on the development of the Downtown Redevelopment Strategy.
- The Task Force serves and represents the community as an advisory group. It is specific to this project.
- Guided by a Terms of Reference.



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.



Task Force Involvement

- District of Peachland established a **Downtown Redevelopment Task Force** for applying best practice principles to the local context and guiding the development of the Downtown Revitalization Implementation Strategy.
- The task force will meet approximately **six-seven times** over an eight-month period from **January 25th to September** and be involved in **three key phases** of the development of the Downtown Redevelopment Implementation Strategy:
 - **Phase 2: Land Use Economics and Evaluation**
 - **Phase 3: Visioning, Land Use Concepts and Urban Design Options**
 - **Phase 4: Final Implementation Strategy Development**

Schedule of Meetings



Meeting 1 – Inaugural Meeting (Today)

**Meeting 2 – Land Use Economics Evaluation & Proposed Engagement Tactics Review
(February 12)**

Meeting 3 – Visioning and Urban Design Principles (February 26 or 28th)

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)

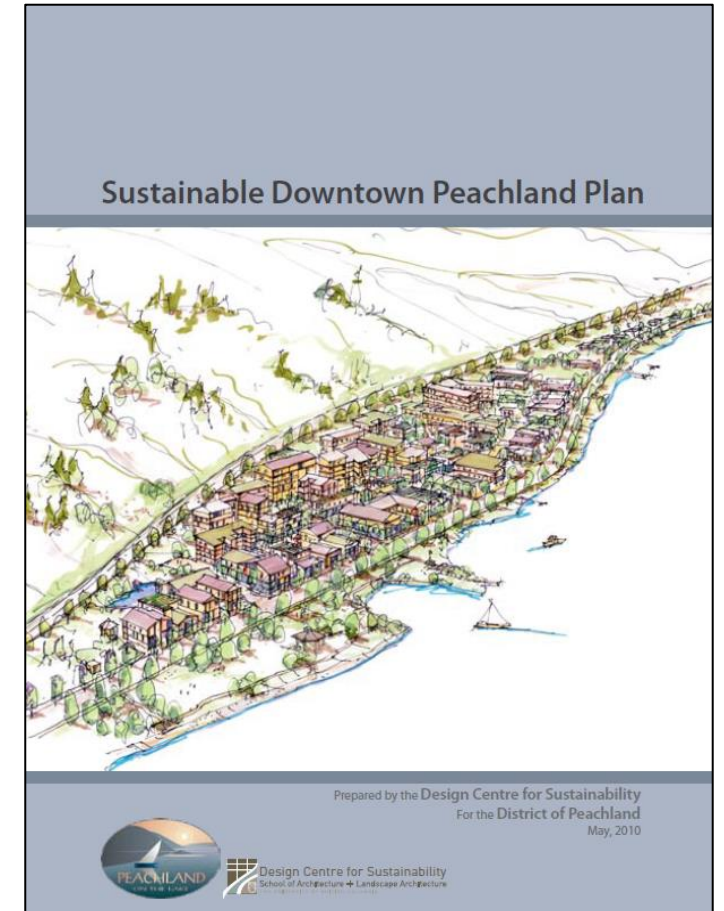
PROJECT BACKGROUND

What is the intent of DRIS and
how did we get here?



Sustainable Downtown Peachland Plan

- In 2010, in collaboration with the University of British Columbia Design Centre for Sustainability, the District of Peachland established the **Sustainable Downtown Peachland Plan**.
- The Sustainable Downtown Peachland Plan was initiated to generate a consensus vision of a vibrant, viable, and uniquely “Peachland” downtown area through concept plans, strategies, and implementation actions.



What is DRIS?



- A process to re-establish **priorities for new, economically viable development in Downtown Peachland**
- Creation of a **realistic** 'how to' document for **updating regulations and taking actions** to guide and support future growth
- A response to **Council and community goals for a vibrant, walkable, and economically sustainable downtown**

What is DRIS?

The vision and goals for Downtown Peachland will be articulated through:

- **A design workshop** to explore viable options for streetscapes, housing and commercial building types, downtown vibrancy, and community amenities (library, daycare, event spaces, park and waterfront improvements).
- **Engagement with the Task Force** to provide input on proposed streetscape designs, and architectural guidelines that align with economic and public interests



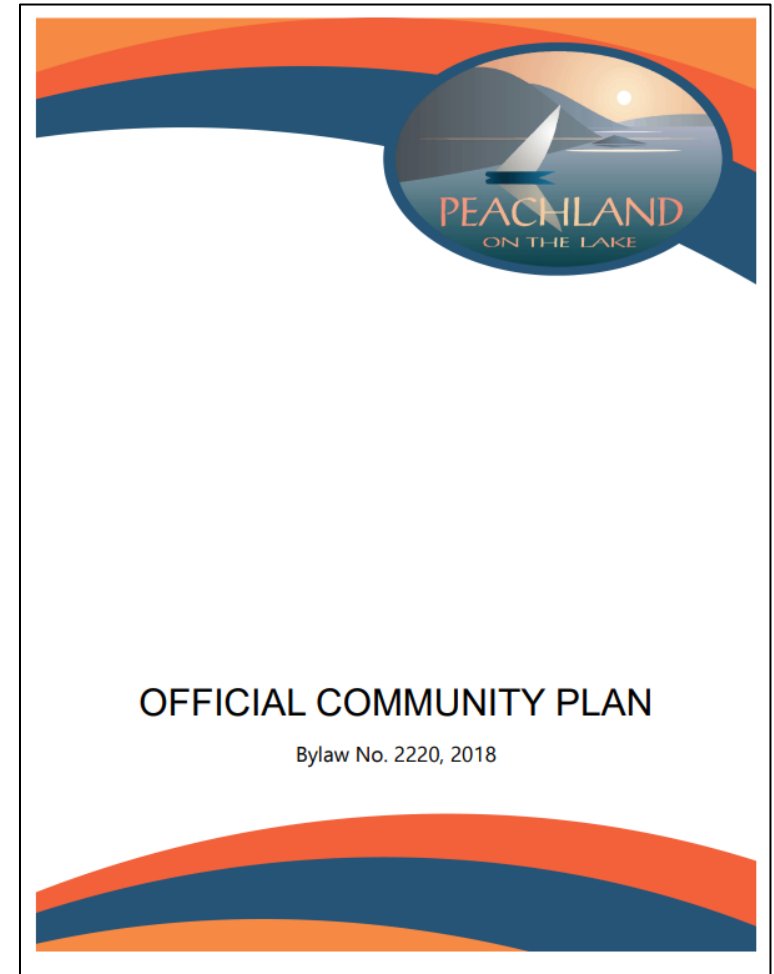
Alignment with Strategic Objectives

- The DRIS project and Peachland Complete Communities Assessment align 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.**
 - **Making strategic infrastructure investments and improvements.**
 - **Undertaking property acquisition and disposition, road and sidewalk improvements, and infrastructure expansion.**

Alignment with Official Community Plan

Downtown Neighbourhood Policies (2.3.4)

- **1.1** - Use building height to visually identify Downtown as the heart of the community; while building heights are highest near Highway 97 and slope down to Beach Avenue
- **2.2** - Use built form to celebrate the significance of the Downtown character area
- **2.4** - Encourage multi-level structured parking podiums fronted by ground-oriented boutique commercial units and/or stacked townhomes to be incorporated into building design on properties directly adjacent to the Highway 97 right of way
- **3.1** - All frontage improvements on side streets in the Downtown character area should be consistent with the general character of the streetscape on Beach Avenue

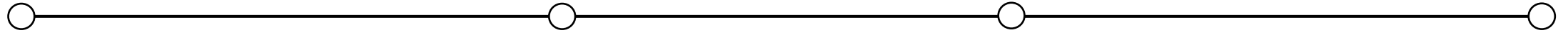
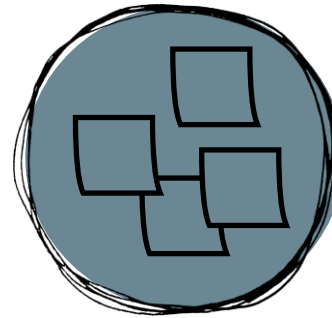
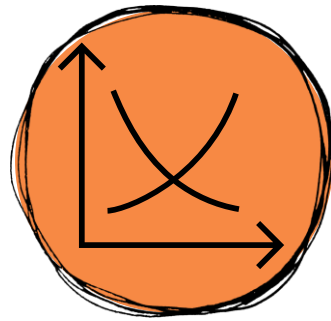
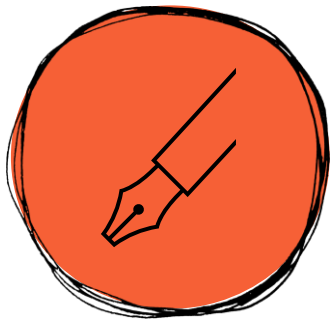


PROJECT PHASES

Where are we in the DRIS
project process?



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

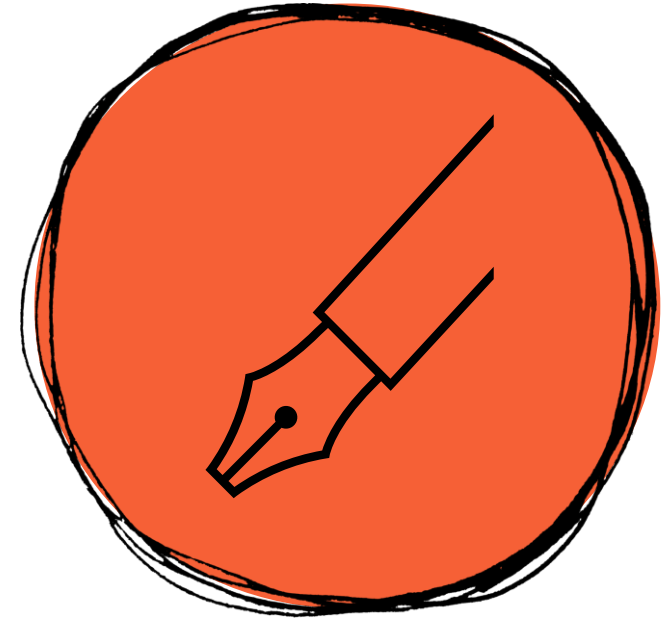


**We are
here**

Phase 1

October/November 2023

- Land Use Economics Financial Analysis
- Retail Demand Analysis



Phase 1

Project Initiation
and Engagement
Plan

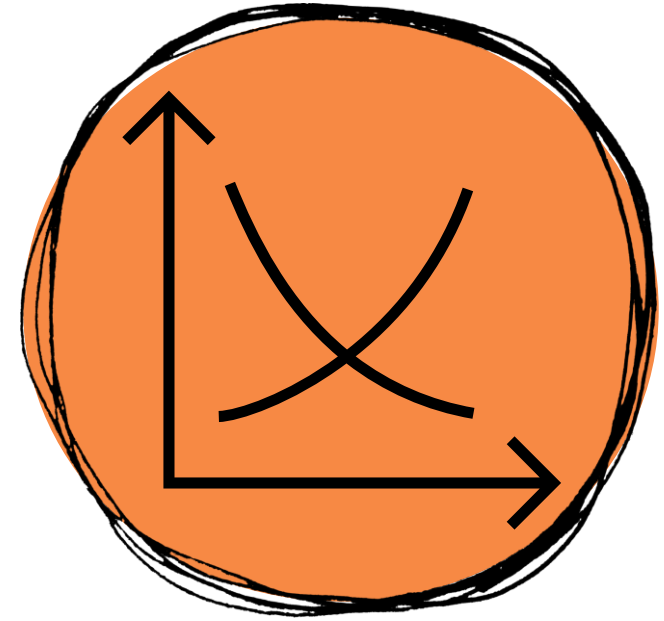
Phase 2

November/December 2023

- Summarize Findings from Analyses and initiate draft Implementation Strategy

January/February 2024

- Inaugural Task Force Meeting
- Review Initial Findings with DRIS with Task Force

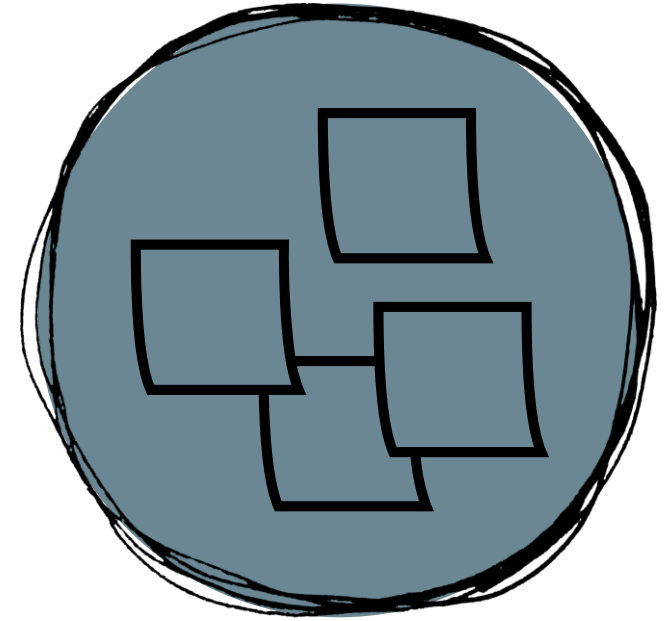


Phase 2
Land Use
Economics and
Evaluation

Phase 3

January - June 2024

- Develop guiding policy, actionable design guidelines, zoning framework, evaluate infrastructure capacity while engaging the Task Force
- Community updates through Newsletter
- Review DRIS First Draft with Task Force



Phase 3
Visioning and
Urban Design
Options

Phase 4

June 2024

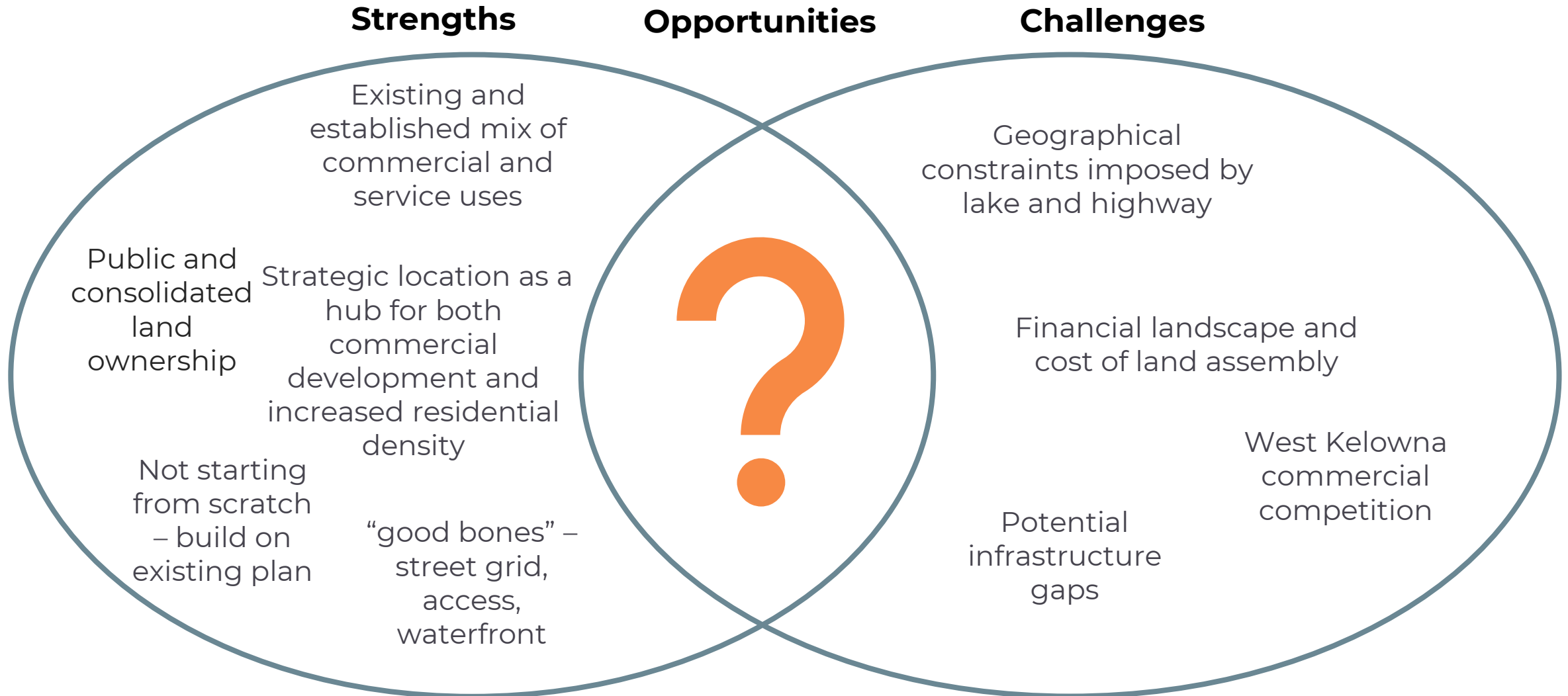
- Review DRIS Final Draft with Task Force

****DRIS to be completed by
September 30, 2024****



Phase 4
Implementation
Strategy
Development

Strengths, Opportunities & Challenges



MENTIMETER POLL

1. Go to mentimeter.com
2. Enter the **Access Code: 4974 9998**
3. Enter three ONE-WORD responses to this question:

**What opportunities do you
see for Downtown
Peachland?**

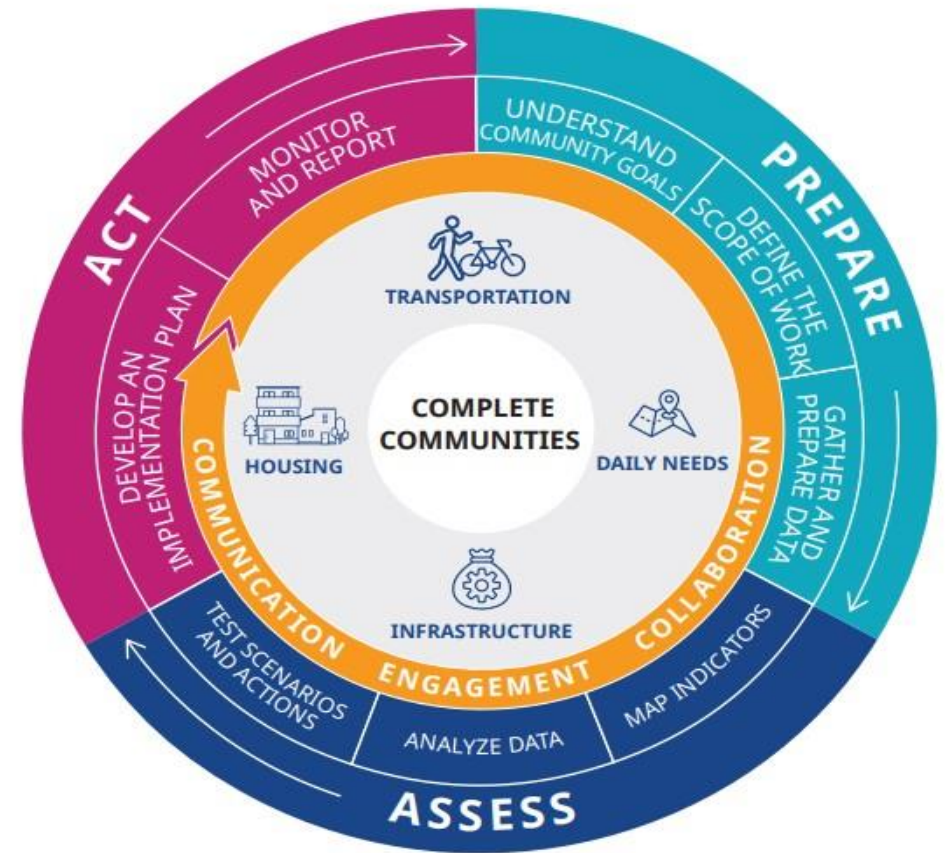
UBCM COMPLETE COMMUNITIES

How does DRIS relate to the
UBCM Complete
Communities assessment?



UBCM Complete Communities

- The District was awarded **\$150,000** by UBCM
- The District has selected four lenses identified in the Ministry of Housing's Complete Communities Guide to assess community completeness: **housing, transportation, daily needs, and infrastructure.**
- The District is currently in the process of initiating **Phase 2 (Assess)** of the Complete Communities Assessment process.



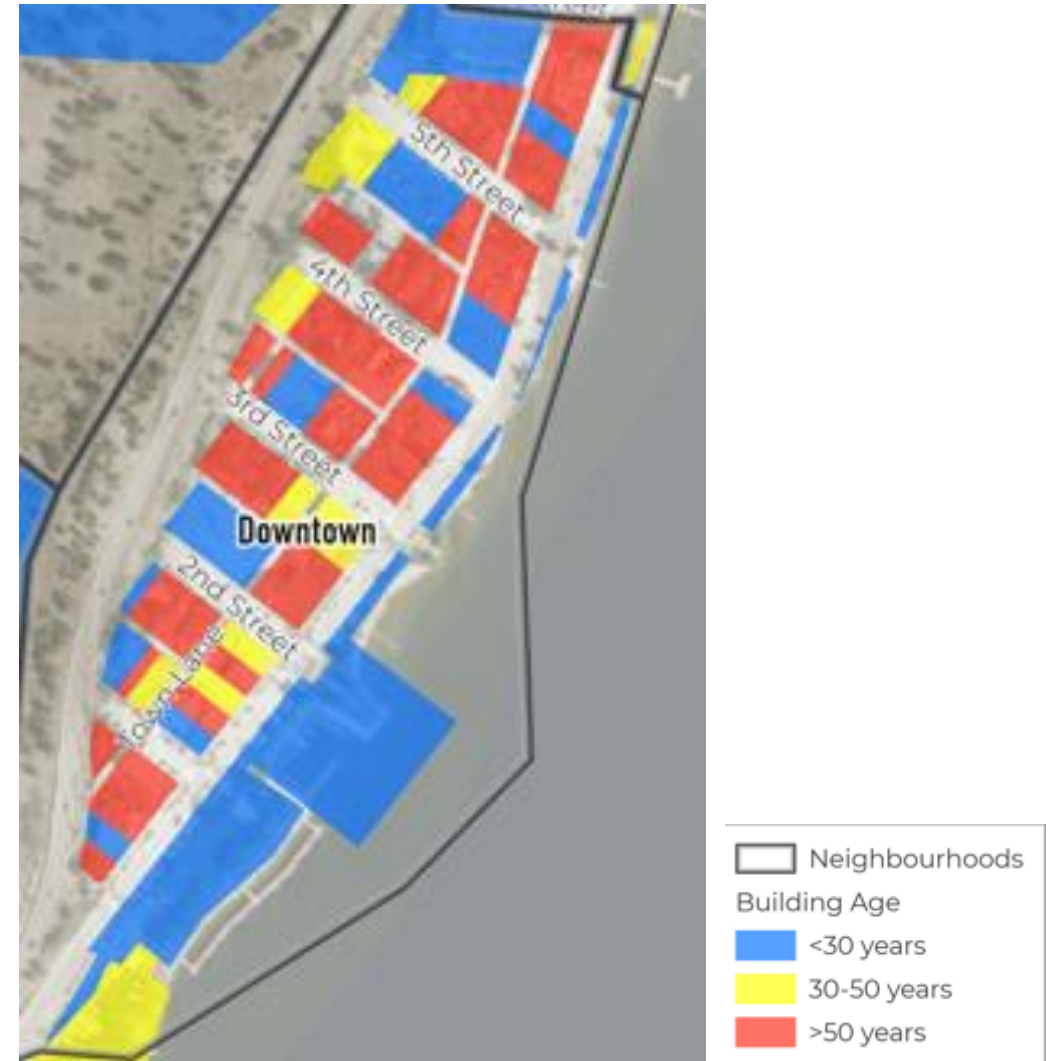
UBCM Complete Communities

- Complete Communities Assessment will support the completion of the DRIS. Complete Communities deadline is August 15, 2024.
- DRIS project and Complete Communities Assessment undertaken in conjunction.
- Interrelationship and the combined focus on supporting Peachland's goal of becoming a more complete community.



UBCM Complete Communities

- Aging buildings Downtown point to high likelihood of redevelopment potential



New Provincial Legislation

Municipalities must:

- Not hold public hearings for rezonings for housing projects that are aligned with the OCP
- Update Housing Needs Reports every 5 years
- Update Official Community Plans every 5 years
- Update Zoning Bylaws to align with the Provincial requirements



Bill 44 Residential Development Act: Small Scale Multi-Unit Housing; Public Hearing, OCP, HNA Changes



Bill 46: Development Financing Amendment Act: Expanded DCCs, New ACCs (Amenity Charge Contribution)

A wide-angle landscape photograph of a calm lake under a heavy, overcast sky. In the foreground, a pebbly shoreline is visible with a large, weathered log and several dark rocks. The middle ground is filled with the still water of the lake, reflecting the grey clouds. In the background, a range of mountains stretches across the horizon; some peaks are covered in snow, while others are dark and forested. A small wooden pier with a red flag is visible on the right side of the lake. The word "BREAK!" is printed in large, white, bold, sans-serif capital letters in the center of the image.

BREAK!

INITIAL PROJECT FINDINGS

What are the initial findings
from Phase 2 – Land
Economics and Evaluation?
What is economically viable?



Land Use Economics Financial Analysis

- **3 test sites in Downtown Peachland** and various development scenarios (height, parking, uses, tenures, wood frame/concrete)
- Development industry interviews for project viability (developers and realtors)
- Data Sources: BC Assessment, District development permit data, Altus cost guide



Initial Findings

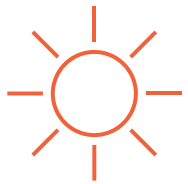
- Project viability highly contingent on reduced parking requirements, greater height permissions
- Under some scenarios, mixed use development along Beach Avenue is viable, but would require additional residential space atop a ground floor parking/retail podium
- Smaller structures are viable if housing prices are higher than modelled, development timelines are shorter, and there are greater approvals certainty (waivers of municipal fees)

Retail Demand Analysis

- **Retail inventory** field work conducted in summer of 2023 by Urban Systems
- 105,000 sq ft of pure retail space in Peachland
- **3 market demand scenarios** were created to understand how demand for retail space would vary depending on the level of population growth in Downtown Peachland

Initial Findings

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.

Land Use Economics Review

Based on this overview, what additional detail would be helpful, or questions do you have for our Land Use Economists at our next Task Force meeting?

NEXT STEPS

Next Task Force Meeting (February 12)

- Land use economic deep dive
- Review community engagement tactics
- Visioning and Precedent Imagery (next slide)

Task Force Meeting 3 (February 26 or 28th)

- Visioning, Urban Design Principles, and Options

Activity for Next 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



Engagement Tactics

- Task Force Meetings
 - Design workshop – with task force, staff, potentially a limited number of additional people (25 people max)
- Facilitate a Design Workshop that will explore options with streetscapes, housing and commercial typologies, downtown vibrancy, community amenities (library, daycare, event spaces, public pier)
- Develop streetscape, design, architectural guidelines that align with economic and public interests to shape the vision and goals of the community,
 - Community Newsletters – monthly updates from District
 - Open House
 - Youth?
 - Public review of draft – post on Website – short survey

Kirsten Jones/Task Force Input

- What is the best way to communicate to the broad community?
- How to engage under-represented groups?
- 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 best to obtain youth and young adult engagement?