

Date: October 7, 2025
To: Anthony Haddad, City Manager
From: Gabe Tamminga, Planner II
Address: 2020 Main Street

File No: RMS/2020 Main St

Subject: Zoning Amendment Bylaw No. 2025-33, Development Variance Permit PL2025-10029 and Development Permit PL2025-10028

Staff Recommendation

THAT Council give first reading to “Zoning Amendment Bylaw No. 2025-33” for Lot 1 District Lot 1997S Similkameen Division Yale District Plan 7866, located at 2020 Main Street, a bylaw to rezone the subject property from C8 – Vehicle Service Station to C7 – Service Commercial;

AND THAT Council forward “Zoning Amendment Bylaw No. 2025-33” to the October 21, 2025 Public Hearing;

AND THAT subject to adoption of “Zoning Amendment Bylaw No. 2025-33” Council consider “Development Variance Permit PL2025-10029”, a permit to vary the following sections of Zoning Bylaw No. 2024-22:

1. Section 5.2 to reduce the landscape buffer requirements along a highway and abutting a residential zone.

AND THAT subject to approval of “Development Variance Permit PL2025-10029”, Council consider “Development Permit PL2025-10028”, a permit for the form and character of the property;

AND THAT Council direct staff to issue the permits.

Proposal

The applicant has proposed to renovate the existing building to allow for a car rental business (Figure 1). However, in order to proceed the applicant has requested to rezone the property from C8 – Vehicle Service Station to C7 – Service Commercial and requested a

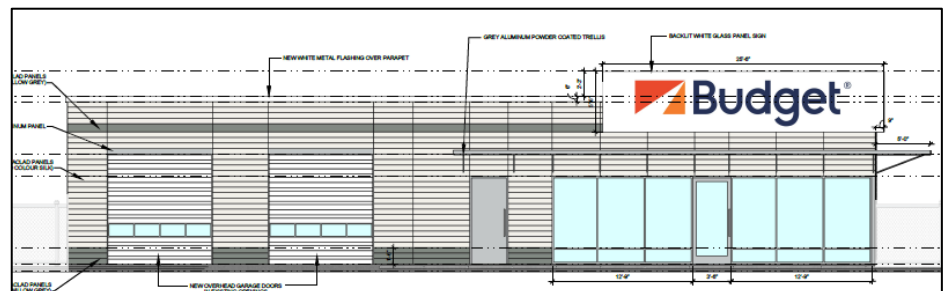


Figure 1 - Elevation Drawing West

development variance permit to vary the required landscaping buffers for the property.

Further, a Development Permit application has been submitted for the form and character of the development which has also been included for Council’s consideration.

Strategic priority objective

Livable & Accessible: The City of Penticton will proactively plan for deliberate growth, focusing on creating an inclusive, healthy, and vibrant community.

Background

The subject property is located on the east side of Main Street , with Warren Ave running directly along the southern boundary of the lot. Located to the north of the property is Okanagan Avenue East and across the street there are primarily commercial properties along the west side of Main Street (Figure 2). Cherry Lane Mall is located across the intersection from the subject property.

This property is designated by the Official Community Plan (OCP) as ‘Mixed Use’ which is intended for higher-density areas allowing for intensive development with residential and/or commercial uses and includes commercial buildings. This designation is found along core areas and streets such as Main Street where there are larger amounts of commercial development near services and amenities.

Previously, this property had been used as a vehicle service station and vehicle maintenance shop and but in recent years it has remained vacant. The existing building constructed in 1957 to accommodate the vehicle service station, remains in place, though it has undergone alterations over the years.

Financial implication

The applicant will be responsible for all costs associated with the development, including upgrades to servicing if they are required.



Development Statistics

	C7 Zone Requirement	Provided on Plans
Minimum Lot Width*:	20 m	46 m
Minimum Lot Area*:	650 m ²	1,942.49 m ²
Maximum Lot Coverage:	50%	11.8%
Vehicle Parking:	Minimum 4 stalls Minimum 1 accessible	9 commercial stalls 1 accessible stall
EV Ready Parking:	Minimum 2	3 stalls EV ready
Required Setbacks		*Existing building
Front Yard (Main St):	4.5 m	22.93 m
Interior Side Yard (north):	0 and 4.5m m	3.25 m
Exterior Side Yard (Warren Ave E):	4.5 m	26.36 m
Rear Yard (east):	7.5 m	2.95 m
Maximum Building Height:	12 m	5.5 m
Other Information:	*Lot width and lot area are only applicable at the time of subdivision.	

Analysis

Zoning Amendment - Support

The applicant has requested to rezone the property from C8 – Vehicle Service Station to C7- Service Commercial to allow a car rental business to be permitted. The property is currently designated within the OCP as 'Mixed Use', this OCP designation supports commercial zones such as C7 and commercial building types (Figure 3).

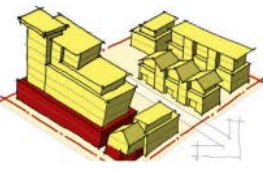
Land Use	Description	Building Type(s)	Uses	Height / Density
 <p>Mixed Use</p>	Higher-density mixed-use areas allowing for intensive development with residential and/or commercial uses	<ul style="list-style-type: none"> Higher-density apartments Mixed-use buildings Commercial buildings 	<ul style="list-style-type: none"> Commercial (retail, service, office) Residential 	<ul style="list-style-type: none"> Generally greater than 3 storeys

Figure 3 - OCP Land Use Designation

Staff also consider that the proposed rezoning is supported by the following OCP policies:

Policy 4.3.2.1	Encourage high quality commercial development by applying Development Permit Area Guidelines, updating and enforcing regulatory bylaws, and fostering initiatives that improve the quality and infrastructure of commercial areas.
Policy 4.3.2.3	Encourage intensification of vacant or underused service commercial parcels before designating additional service commercial areas.
Policy 4.2.6.5	Ensure developments in commercial, high-density residential and mixed-use areas are designed with adequate loading zones and access for goods delivery.

With adequate support from the OCP land use designation for the subject property and policies within the OCP, staff support the Zoning Amendment Bylaw to rezone the property from C8 to C7 to allow for a vehicle rental business.

Development Variance Permit - Support

The applicant has requested a development variance permit to reduce the landscape buffer width required and reduce the number of trees and shrubs required in the zoning bylaw. This is being requested as the existing building location makes it challenging to achieve a desirable planting location for the landscape buffer. This area has limited sunlight and is currently paved, making it challenging to have adequate planting areas for vegetation and plants to survive (Figure 4). Additionally, as there is a specific layout in mind to display vehicles for customers to rent, the landscape buffer is interrupted along Main Street and Warren Avenue East to accommodate those inventory stalls. To compensate for the reduced plantings along that property line, the applicant has proposed additional landscaping within the parking areas and around the building. Minimal impacts are anticipated on neighbouring properties as this property has not had landscaping in recent years, and any new landscaping provided will enhance the appearance of this corner lot.

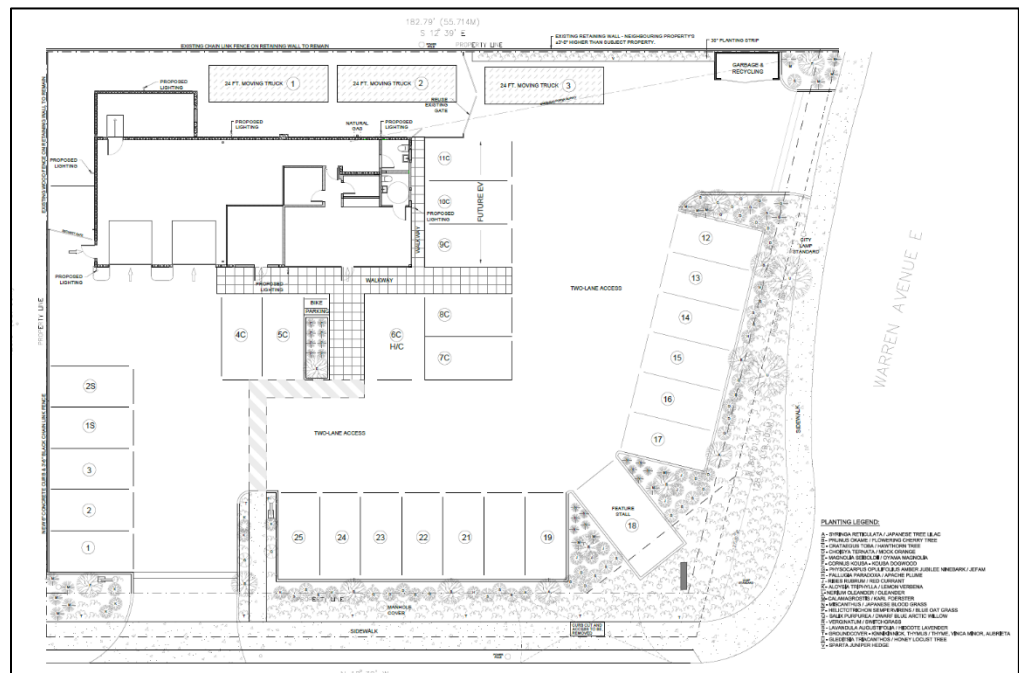


Figure 4 - Proposed Landscape Plan

To compensate for the reduced plantings along that property line, the applicant has proposed additional landscaping within the parking areas and around the building. Minimal impacts are anticipated on neighbouring properties as this property has not had landscaping in recent years, and any new landscaping provided will enhance the appearance of this corner lot.

Development Permit – Support

The applicant has also submitted a request for a form and character development permit. Staff have reviewed the design guidelines within the OCP and have completed a development permit checklist (Attachment C) that demonstrates how this development is aligned with the guidelines.

The proposed development has been designed with the OCP guidelines in mind and by offering additional landscaping, trees and pedestrian connections along Main Street and to the building there is an enhanced public realm to this prominent corner property. As such, staff recommend that Council approve the development permit after consideration of the Zoning Amendment Bylaw.

Alternate recommendations

Council may find that the proposed development is not aligned with the relevant bylaws and Official Community Plan policies and design guidelines, then Council may choose the alternative recommendation.

1. THAT Council deny first reading of Zoning Amendment Bylaw No. 2025-33


Attachments

- Attachment A – Zoning Bylaw Map
- Attachment B – Official Community Plan Map
- Attachment C – Development Permit Checklist (staff)
- Attachment D – Letter of Intent (applicant)
- Attachment E – Photos of the Property
- Attachment F – DRAFT Development Variance Permit PL2025-10029
- Attachment G – DRAFT Development Permit PL2025-10028
- Attachment H – Schedule A Zoning Amendment Bylaw No. 2025-33

Respectfully submitted,

Gabe Tamminga
Planner II

Concurrence

General Manager of Development Services BL	City Manager 
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