

Development Services Division  
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Date: July 31, 2025

Our Ref: 30259227

Subject: 698 Eckhardt Avenue W Rezoning Application- Letter of Justification

To Whom it May Concern,

Arcadis is pleased to provide this Letter of Justification for the Rezoning and associated Development Permit application on behalf of McDonald's Restaurants of Canada Ltd. and the property owner, Petro-Canada Inc., for the property located at 698 Eckhardt Ave W (Plan KAP1655, Lot 1, District Lot 2). The purpose of this application is to rezone the 0.95-acre parcel from General Industrial (M1) to General Commercial (C4).

### **Purpose**

The proposed rezoning seeks to enable the development of a 376 m<sup>2</sup> single story restaurant with a dual-lane drive-through. The development will feature 29 vehicular parking spaces, inclusive of 2 accessible stalls and 1 loading area.

### **Planning Framework & General Conformance**

The City of Penticton's Official Community Plan (OCP) designates this parcel as Mixed Use. Mixed Use sites are described as higher-density mixed-use areas that provide opportunities for residential/commercial uses.

These include developments that are generally greater than three storeys, such as higher-density apartments, mixed-use buildings, commercial buildings (retail, service, office), and residential uses.

The proposed rezoning to General Commercial (C4) will allow the conversion of the site from industrial to commercial uses and bring the site into conformance with the OCP while contributing to a more complete community with food and employment opportunities in the area. Additionally, the development of the building's facade and enhanced landscape will create a public fronting site, improving the pedestrian realm at the intersection of Railway St and Eckhardt Ave W.

### **Neighbourhood Impacts**

The proposed development will enhance the site by replacing the existing vacant gravel lot with a high-quality food establishment, providing an opportunity for a social gathering space and an enhanced pedestrian environment. Additionally, having an active use on what is currently a vacant parcel will promote public safety (eyes on the street, ownership of space) and result in a cohesive urban form by filling in gaps (vacant parcels).

This development will also have positive social impacts, creating 60 new jobs and additional jobs related to construction of the building, enhancing Penticton's economic development opportunities.

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Arcadis Professional Services (Canada) Inc.  
July 31, 2025

Currently, the impacts to the neighbourhood that are envisioned to result from the proposed development are generally positive. A Traffic Impact Assessment (TIA) was prepared to assess the impacts of the proposed development on the roadway network and provide recommendations for improvements (if any). It was found that the proposed development will have minimal impacts on the road network.

Please see enclosed the application package that includes:

- Letter of Intent
- Site Disclosure Statement
- Agency Agreement
- Development Application Form
- Certificate of Title
- Site Plan
- Rezoning Map

Payment for this application is to follow once the application has been submitted.

We appreciate your time and consideration for this application. We believe the proposed rezoning aligns with the City's long-term planning goals and will contribute positively to the community's growth and development. Please do not hesitate to contact us if you have any questions or require additional information.

Sincerely,  
Arcadis Professional Services (Canada) Inc.



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