

October 2011

# New Monaco Fall Update

## Welcome and Thank You

The entire New Monaco Planning Team wishes to thank the many Peachland citizens who exercised their civic rights to speak up at the Public Hearing on our Area Structure Plan in May of this year. This support for the plan was undoubtedly a key factor in Council's decision to permit the plan to go forward to the next stage. More details of that approval and "next steps" are provided in this update.

## New Monaco Area Structure Plan now part of Peachland's Official Community Plan

June 14<sup>th</sup> marked an important milestone for the New Monaco plan when Peachland Council unanimously voted to approve our Area Structure Plan as part of the District's Official Community Plan. The approval followed a very well attended Public Hearing on May 12<sup>th</sup> where 24 speakers explained why they supported the project and only 2 speakers opposed it. The reasons presented by supporters included economic benefits, heritage recognition, arts and artisan benefits, health and wellness focus, tourism opportunities, environmental sustainability, senior care, increased tax base, and family housing focus. (Read sample statements made by Peachland residents on page 3)

### ***What Does This Approval Mean?***

Council's vote effectively approved the overall quantity and type of development: approximately 40 family homes, 2,292 townhomes and apartments, 168 vacation properties, 100 hotel rooms, 150,000square feet of office space,

105,000 square feet of retail, and between 100-300 senior and congregate units. The approved plan also provides the general location guidelines for the various uses. Three distinct zones have been outlined: the Western zone which will be primarily single family homes, the Central zone which will be mixed residential, and the East zone which will be mixed use residential and include the village centre. This results in an overall approved density of 20.8 units per acre if 100 senior units are included or 22.4 units per acre if 300 senior units are built.



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## Mark Holland's Appointment Spotlights Sustainability

New Monaco Managing Director Paul Tsang is delighted to announce that, following the approval of the New Monaco Area Structure Plan by Peachland District Council on June 14th, the project's lead planner Mark Holland agreed to join the company on a permanent basis as development planner. An Okanagan native, a founding partner of Western Canada's leading firm in sustainable urban planning and named a B.C. Planner of the Year in 2010, Mark brings an outstanding record of professional accomplishment to New Monaco. As an active speaker and engaged citizen, Mark continues to advance sustainability locally, across Canada, and internationally. In addition to carrying forward the



detailed planning for the New Monaco Phased Development Agreement and rezoning, Mark will also be pursuing such broader initiatives as a sustainability plan for central Okanagan. He has recently joined the Board of Directors of the Urban Development Institute Okanagan Chapter. New Monaco

is launching a blog on our website ([www.newmonaco.ca](http://www.newmonaco.ca)) and Mark as well as other members of the New Monaco team will be providing regular updates on the project and discussions of issues as they arise.

## Commentary – Okanagan a Win-Win Scenario for Healthcare Technology

*A key component of New Monaco's development plan is the provision of a campus of commercial space suitable for use by a cluster of institutions and businesses focused around wellness and medical excellence. To explain the appeal and the opportunities of such a cluster location, we invited Larry Schindel, a senior executive from the medical technology industry who knows Peachland and the Okanagan well, to provide his perspective.*

Healthcare technology providers have an important and growing role to play in resort and retirement orientated regions like BC's Okanagan. Generally speaking, many of our medical services are already provided by community providers that offer speed of service and state-of-the-art equipment and techniques to the community in partnership with their regional hospital systems. In Alberta today, for example, over 90% of laboratory tests in healthcare and approximately 50% of medical imaging are delivered this way. The question I get asked is: Why are resort and retirement oriented regions like the Okanagan especially suited to the expansion of such service providers?

**Growing Demand** First, these are the communities where the growing population of aging baby boomers increasingly choose to live. Their healthcare needs are growing, and if they are financially secure, they are increasingly interested in more discretionary use of these services for proactive wellness purposes. Timely healthcare and a healthy lifestyle mean everything in this chapter of their lives.

**A Great Place to Live** Secondly, these resort and retirement orientated communities are environmentally attractive in terms of scenery, recreation and overall lifestyle - a combination that appeals not only to seniors but also to many of the younger professionals who typically work in the healthcare technology field. A business like this will have little difficulty in attracting and retaining quality staff in a setting like the Okanagan.



***A Great Place to Work*** Critical mass is a third factor. Young technology professionals also want to work at centres of excellence which usually comprise a number of interrelated technology providers associated with perhaps a leading teaching facility or healthcare institution. Under these circumstances both the teaching facility and the technology workers benefit from each other's proximity and act as a magnet for similarly minded individuals and enterprises.

***Untapped Potential*** The Okanagan has the beautiful setting and a proven appeal to the retiring baby boomer cohort. You have ambitious healthcare and educational institutions. You have a growing base of younger technology professionals. It will not take much for these factors to gel and generate a new employment cluster in these fields. The only questions in my mind are when and where in the Okanagan will this happen. It will happen!

## **The Public Speaks at New Monaco's Area Structure Plan Public Hearing...**

Rationale for support of the New Monaco plan by the many community members who spoke at the Public Hearing on May 12th was wide ranging, thoughtful and thought provoking. Here are extracts from three of the presentations that were made.

### ***Thinking Globally – Acting Locally***

“...the New Monaco Area Structure Plan is the philosophical realization of wanting to build and develop a sustainable and highly liveable community –

- one that utilizes and enhances on the existing topography,
- recognizes the environmental challenges of water conservation and reducing greenhouse gas emissions,
- building on the cultural activities and interests of the Peachland community,
- anticipating our needs for a broader demographic and the services that are required,
- melding together the already recognized need for growing food by our local populations with its stated agricultural urbanism philosophy,
- recognizing the already existing need for more medical facilities, and, providing a full spectrum of professional, commercial, and service sector jobs

I hope that Council will see New Monaco as a way forward into our future and not defer to those who claim that it will divide the community. The participation of the Drought brothers as early as 1904 and their descendents in the Ryder family, who until recently owned this land, shows that it has indeed always been part of the community. With both Ponderosa proceeding and, now, hopefully, the New Monaco structure area plan being approved, these developments together will provide Peachland with a highly desirable and much sought after complementary approach to community planning and growth”

-Peachland Resident

### ***Opportunities for Youth***

“Peachland was a great place to grow up and it offered a lot of benefits to me. The safety and security, the physical beauty, the beach and the sense of community here are some of Peachland's best qualities. However, when I became a teenager, Peachland's limitations became more and more clear to me. There really just wasn't – and isn't

– very much here for teenagers and young adults who are starting to become independent and make their way in the world. Kids and teenagers have to leave the community for almost everything as do their parents who have to leave for work outside of Peachland every day. ...I did come back to Peachland recently and I did that because I would like to give my son an upbringing based on the same values I was raised with. But I believe that Peachland needs to grow and to think about the long term needs of the people who are my age and our children. We want to stay and to contribute to the community and raise our children here and we need opportunities to do that. I believe that the New Monaco plan will be good for Peachland and for people like me because it will offer some of those opportunities.”

-Peachland Resident

### ***A Positive Bottom Line***

“The Chamber of Commerce supports projects which will have a positive impact in all areas. To date, the New Monaco project has met the Chamber’s mandate criteria by promoting new employment opportunities, by creating a diversified tax revenue base, by the increase of retail consumer spending and the inclusion of new community amenities. As such the Peachland Chamber of Commerce confirms its support for the New Monaco project.”

-Board of Directors - Peachland Chamber of Commerce

## **Community Input Critical to Evolution of the New Monaco Plan**

Community consultation is a key component of the New Monaco planning process and to date, a wide variety of community groups and individuals have been consulted on the plan. The Chamber of Commerce, Economic Development Commission, local businesses, seniors groups, the arts community, Rotary and the sportsmen and trails groups are just some of the interests whose ideas have been incorporated



into the plan so far. As we move into the next phase of the planning process, which will take the planning from a ‘conceptual’ to a more detailed level, community input will be just as critical. As part of the planning over the coming months, our team will be back in the community and meeting with as many interested groups and individuals as we can. If you are interested in learning more and/or becoming involved in the planning process, please do not hesitate to contact us. We need your feedback!

If you would like more information, and to be added to our mailing list, please contact Mary Lapointe, New Monaco Community Relations at [mary.lapointe@newmonaco.ca](mailto:mary.lapointe@newmonaco.ca) or 250.767.9000.

Visit our website at [www.newmonaco.ca](http://www.newmonaco.ca)