



PeachTree Village is a boutique development offering 10,600 sf of retail / office space and 10 water-view apartments on Beach Avenue, Peachland's most desirable address.

A Public Hearing will be held June 13, 2017. See our website for details: peachtreevillage.ca Here are the top 50 benefits of our project. Please help shape a better future for Peachland: join us at the Public Hearing and share your views.

ECONOMIC DEVELOPMENT

1. PeachTree Village is the **first big investment** downtown Peachland in well over a decade.
2. The Vann Struth Economic Study (2012) calls for 800+ office-based jobs in Peachland. We will build 7,000 sf of **class A office space**.
3. Our building accommodates **60 to 70 new year-round office jobs**.
4. The average **office worker spends \$132/week in local shops** and restaurants (Robert J. Gibbs, Principles of urban retail planning, 2011)
5. Van Struth says **Peachland is underserved by local retail**. Household spending would support twice the existing retail space. PeachTree Village offers 4 retail units ranging from 450 sf to 1,500 sf.
6. Our building creates **25 to 30 year-round service / retail jobs**.
7. The plan is to attract **higher-skill jobs**, higher-paying jobs.
8. Our building fosters **business combining**, co-locating compatible businesses in one shop (our firm, CityState Consulting, shares spaces with Silk Art Gallery).
9. We already launched a campaign **targeting footloose knowledge sector companies** in five Canadian cities. Our target is a CEO stuck in a Surrey business park running an operation that could be anywhere. Ideally, that executive moves her business to Peachland, leases our office space and lives on Beach.

GOOD FOR PEACHLAND

10. Only 5% of Peachland's tax revenue is from business – one of the **lowest ratio in the region**.
11. *"We have a problem – this town's tax base isn't big enough. We need to grow our tax base."*
Don Renoe, Peachland, published in Peachland View. PeachTree Village helps **grow our tax base**.
12. Our project provides new wider sidewalks along Beach Ave and 4th St, new angle parking on 4th, new utilities, new street trees, etc.
13. We **donate** a 1m wide strip of land to widen Beach Ave and 1m to widen the rear lane.

SUSTAINABLE LIVING

14. PeachTree Village uses locally sourced wood siding and **locally-sourced materials**.
15. **Low-flow** plumbing fixtures and hardy native plants to reduce water needs.
16. Insulation that exceeds standards and low-E glass to **reduce heating / cooling** loads.
17. Radiant floors in selected areas and heat recovery ventilation.
18. High efficiency appliances and low-voltage LED lighting.
19. **Electric car plug-in** for each residence.
20. Deep overhangs over windows to **reduce solar heat gain**.

QUALITY RESIDENCES

21. All residences open to a **gorgeous 180° view** of Okanagan Lake.
22. All living rooms and master bedrooms offer lake views.
23. At 1,300 to 2,400 sf, our **spacious units** accommodate Peachlanders who wish to downsize without feeling squeezed.
24. Non-combustible building with silent joists and poured-in-place **concrete floors**.
25. High quality windows to reduce sound transmission.
26. **Secure parkade** for residents and their guests.
27. Generous **storage** inside each unit.
28. Large (1,000 sf) private deck for residents for special events, community garden, play space.

CONSISTENT WITH PEACHLAND'S PLANS

Specific to our site, Peachland's Official Community Plan:

29. **Discourages single-family** and low-density land uses in Core Commercial area.
30. Encourages higher density development.
31. Seeks to **diversify the tax base**.
32. Encourages economic development projects like PeachTree Village.
33. **Concentrates retail commercial** use in the Core Commercial area.
34. Promote a **pedestrian-friendly**, mixed use downtown.
35. Encourages commercial, office and residential buildings to be developed in a **compact form**.

We do not exceed limits set by Peachland's zoning:

36. Peachland allows up to 6 storeys; we propose 5 storeys (same as seniors' housing project).
37. The zoning allows 100% site coverage; **people like wide sidewalks**, so we propose 88% site coverage.
38. The overall size of our building (floor area ratio) is **smaller than the maximum allowed**.
39. We **exceed Peachland's daylighting standard** on 4th Street by a wide margin.

Beach Avenue Neighbourhood Plan Goals are to:

40. **Revitalize the downtown** area.
41. Promote integration of multi-family residential developments.
42. Enhance mobility and pedestrian movement.
43. Sustain **economic growth**.
44. Provide **high quality urban design**.
45. **Optimize views**, access and proximity to Okanagan Lake.
46. Increase housing downtown.

The bottom line is that our project is *"entirely consistent with the intent of the Beach Avenue and Sustainable Downtown plans."* Source: Peachland staff report dated May 16, 2017.

QUALITY ARCHITECTURE

47. Westcoast-inspired posts, deep overhangs and generous glass surfaces add depth to the façade and reflect Peachland's natural beauty.
48. The gently curved façade with robust brick pillars creates visual interest and rhythm along Beach.
49. Wide planters soften the transition to second floor office level.
50. Generous decks are designed for year-round living.



There you have it: 50 benefits of our PeachTree Village project!

COMMUNITY INVOLVEMENT

In addition to revitalizing Peachland's downtown, PeachTree Village supports:

- Rotary's Annual Gala [Link to Disco Fever Gala Poster](#)
- Peachland Pier Project [Link to Peachland pier website](#)
- Peachland July 1st Canada Day Concerts [Chamber Peachland Canada Day Concerts](#)

STAY TUNED

Please feel free to share this invitation with family and friends. If you no longer wish to receive updates, please reply unsubscribe and we will remove your email from our list. For more about our project: [PeachTreeVillage.ca](#)

We appreciate the opportunity to help you **Live on Beach**.

Sincerely,

A handwritten signature in black ink, appearing to read 'Gaëtan Royer'. The signature is fluid and stylized, with a long horizontal stroke at the end.

Gaëtan Royer
CEO, CityState Consulting Services

