

District of Lake Country

Land Capacity Analysis

Real estate growth projections and gap analysis with a focus on examining the capacity of the District of Lake Country's land base to meet the current and future needs of its residents and economy.



CBRE Development Strategy & Consulting Final Report for
District of Lake Country
September 30, 2025

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INTRODUCTION

This report seeks to provide the District of Lake Country with a clear understanding of the capacity of its land base to meet future demand for residential, commercial, industrial, and agricultural growth between 2025 and 2051.

Study Objectives

CBRE Development Strategy and Consulting Group (“CBRE”) was engaged by the District of Lake Country to prepare real estate growth projections and conduct a comprehensive land use gap analysis, with an emphasis on evaluating the capacity of the District’s land base to accommodate the current and future needs of its residents and economy. This report provides data-driven insights and analysis across the residential, commercial, industrial, and agricultural sectors to support an evidence-based update of the District’s Official Community Plan (OCP) in alignment with evolving market conditions.

The research, findings, and recommendations presented herein are intended to equip the District with the information necessary to assess whether its existing land base is sufficient to meet long-term growth objectives. While the principal purpose of this study is to inform the update of the 2018 OCP, it is anticipated that the conclusions may also serve to support future economic development initiatives.

Methodology and Limitations

This study draws upon a broad range of data sources, including but not limited to CBRE, Statistics Canada, BC Statistics, the District of Lake Country, the Regional District of Central Okanagan, the Conference Board of Canada, Oxford Economics, Sitewise, Environics, and The Centre for Spatial Economics. While every effort has been made to utilize the most current and reliable market intelligence available, the quality and accuracy of the underlying assumptions within these datasets place inherent limitations on the study’s findings. CBRE has exercised diligence in basing its assumptions on reputable and up-to-date sources; however, should market conditions shift materially, the data and conclusions outlined in this report should be revisited.

Given the 25-year planning horizon of this study, forward-looking demand projections are subject to change in response to unforeseen economic and demographic factors—including, for example, the potential imposition of U.S. trade tariffs announced in March 2025. It is recommended that the findings be periodically monitored and recalibrated as new data becomes available, particularly following the release of the 2026 Statistics Canada Census.

EXECUTIVE SUMMARY

Lake Country's strong growth, high incomes, and shifting housing trends signal sustained residential demand through 2051, with a need for 5,000+ new units, while underscoring the importance of expanding local jobs and commercial options.

1 | District of Lake Country Profile

- Lake Country's strong growth trajectory, high average incomes, and family-oriented demographics position it well for continued residential development and local economic diversification.
- The District ranks among the highest in the region for average household size, income levels, and homeownership, factors that support stable housing demand and sustained community investment.
- Between 2025 and 2051, Lake Country's population is projected to increase by approximately 4,700 to 7,400 residents, reaching between 22,830 and 25,510. Most of this growth will occur among residents aged 25 to 64, reinforcing the need for retail and commercial services, and housing options aligned with working-age households.
- While local employment has increased in step with population growth, a significant share of residents continue to commute out of the community, highlighting the importance of supporting more local jobs where possible.
- Expanding the District's commercial and employment base will be key to reducing out-commuting, strengthening fiscal sustainability, and supporting more complete communities.

2 | Residential Assessment

- Lake Country has approximately 1,675 ha of land designated for residential use, with an estimated 6,930 existing housing units as of May 2025, of which 89% are ground-oriented and 11% are apartments.
- The housing market has shown a shift toward higher-density formats: apartment units accounted for 76.2% of all residential absorptions year-to-date (June 2025), despite the District's historical focus on single-family homes. Annual residential absorption has averaged 132 units (5-year) to 153 units (10-year), underscoring steady long-term demand.
- The current residential development pipeline includes approximately 4,110 new units, comprised of 2,796 apartments and 1,314 ground-oriented homes. Upon completion, this will bring the District's total housing stock to an estimated 11,040 units.
- CBRE projects that Lake Country will require 4,367 to 5,642 additional housing units by 2051 to meet forecasted growth. This equates to the need for up to approximately 1,468 market apartment units, 437 below-market apartment units, and 3,737 ground-oriented market units, assuming modest shifts in housing format preferences towards slightly higher density formats.
- Based on projected demand and the shortfall between future needs and existing or planned supply, CBRE estimates that the District may require up to 25.5 ha of additional residential land to accommodate growth.

EXECUTIVE SUMMARY

Lake Country's growth could likely be supported by existing land supply, but better alignment of housing formats and mixed-use commercial in serviced areas like Winfield is needed to meet demand and enhance livability.

2 | Residential Assessment (cont.)

- The District currently has 213 ha of land suitable for future residential development, including approximately 52 ha that are either vacant or underutilized with no active development plans.
- When examining capacity under both current zoning and OCP designations, this indicates that the District's land supply is sufficient to meet projected land demand of up to 25.5 ha, provided that future development emphasizes compact, slightly higher-density formats than historically observed in the area.
- Over 75% of upcoming and underutilized residential land is located within Urban Residential areas, with Winfield and Okanagan Centre offering the greatest near-term capacity to accommodate growth. In contrast, Carr's Landing and Oyama face infrastructure and topographical constraints that may limit their development potential in the medium term.
- To align housing supply with demand and maintain affordability, the OCP should focus on enabling development in serviced areas, encouraging missing middle formats¹, examining the financial feasibility of below-market housing units, and ensuring growth is coordinated with infrastructure capacity.

¹Dwellings that can seamlessly be integrated into single family neighbourhoods, including duplexes, triplexes, fourplexes, townhomes, rowhomes, etc.

3 | Commercial Assessment

- Lake Country currently has approximately 90 ha of land designated for commercial uses, including 8.7 ha of vacant or underutilized parcels that are well positioned to accommodate near-term growth.
- Commercial land absorption through 2051 is projected to require 69,000 to 130,000 square feet of new floorspace on top of upcoming supply, equivalent to approximately 1.3 to 3.4 ha, primarily for local-serving uses such as groceries, restaurants, health services, and personal care.
- These commercial needs are best accommodated through mixed-use formats and modest, walkable centres. Strategic integration of commercial uses into residential growth areas will be key to capturing demand and improving amenity access.
- Winfield holds the largest share of future commercial development potential, representing approximately 84% of all designated, vacant, or underutilized commercial lands with development viability.
- The local retail market is relatively small but consistently strong, supported by high per capita retail spending and a tenant mix focused on daily-needs categories. Vacancy rates are low, and recent absorption has been healthy—particularly in grocery-anchored centres.

EXECUTIVE SUMMARY

Retail and office growth in Lake Country should focus on mixed-use, walkable formats that support daily needs, tourism, and small-scale professional uses, while flexible planning policies will be key to enabling financially viable, adaptable development.

3 | Commercial Assessment (cont.)

- Retail categories showing the strongest recent performance include food services, wellness providers, and other experience-based sectors. These align well with Lake Country's demographics, lifestyle preferences, and tourism profile.
- With projected growth in both population and visitor traffic, there is also an opportunity to expand tourism-aligned retail formats, such as cafés, boutique shops, and recreational retailers, especially in scenic or high-traffic locations.
- New development should be focused primarily in Winfield, along Main Street and near Woodsdale Road, where population density and road access already support higher-density, mixed-use formats. Further, there may be the demand for a small scale of convenience-oriented retail supply closer to Lakestone due to the notable population expected to be introduced by this growing community.
- Office demand in Lake Country remains modest and population-serving, with limited standalone development potential. Future office space should focus on small-scale, flexible formats integrated into mixed-use buildings, supporting health services, professional firms, and co-working hubs.
- Given limited commercial lease rates relative to nearby urban markets, financial feasibility will depend on enabling higher-density, mixed-use developments that integrate residential and commercial uses on shared infrastructure.
- The District's OCP should maintain a flexible commercial land use framework that enables mixed-use formats, supports emerging retail trends and pop-up retail, and prioritizes amenity-rich, walkable growth areas to serve the growing economy.

4 | Industrial Assessment

- Lake Country's industrial sector is expected to grow at a moderate pace over the next 25 years. This growth will likely be shaped by increasing regional demand, the tightening supply of industrial land in Kelowna, and Lake Country's strong locational advantages, particularly its proximity to Kelowna International Airport and the fast-developing Beaver Lake Road industrial area.
- Between 2025 and 2051, the District is projected to have the potential to support the addition of an estimated 480 to 670 new industrial jobs. Based on an average employment density of 700 sf per light industrial job, this could generate demand for as much as 470,000 sf of new industrial floorspace. Depending on the density of new development, this would likely require between 6.9 and 12.4 ha of serviced land.
- CBRE estimates that Lake Country has approximately 83.6 ha of industrial-designated land available to support this growth. This includes roughly 50.0 ha within the planned Lake Country Business Park, as well as 12.9 ha in the District's portion of the larger 80.9 ha Bubna Road Industrial Park along the Kelowna-Lake Country boundary. Combined, these areas provide the scale, location, and development potential likely needed to accommodate future industrial demand.

EXECUTIVE SUMMARY

The District of Lake Country appears to have a sufficient amount of land designated for industrial development to meet forecasted demand by 2051, indicating that the 50 ha Lake Country Business Park will play a key role in the economy moving forward.

4 | Industrial Assessment (cont.)

- A consolidated growth strategy focused near the Beaver Lake Road area is recommended, as this area is already seeing significant market interest and infrastructure investment. Redirecting industrial development much further north could result in fragmented supply and decreased land-use efficiency.
- Industrial demand is expected to be strongest within Lake Country Business Park and near Beaver Lake Road. Copper Hill industrial land could see demand as well, as it is adjacent / near existing and upcoming industrial activity. The competitive advantages of airport proximity will decline for sites further north along Highway 97. Recommendation is to ensure high utilization of industrial lands near the southern end of Winfield.
- While Lake Country appears to likely have sufficient land to meet projected needs through 2051, preserving its industrial land base remains critical. Avoiding premature conversion to residential or commercial uses will help safeguard long-term employment capacity and provide flexibility if demand exceeds current forecasts due to limited additional supply brought to market in Kelowna over the planning horizon.
- Key planning actions could include: advancing infrastructure servicing in high-potential areas; updating zoning bylaws to support diverse industrial formats and tenant types; and ensuring local strategies remain aligned with City of Kelowna and RDCO regional economic development priorities, particularly around employment growth, and targeted industrial development nodes.

5 | Agricultural Assessment

- Lake Country contains over 8,900 ha of agriculturally designated land; however, a significant portion is constrained by slope, soil quality, or lack of servicing, limiting its near-term suitability for active production.
- Across B.C., agricultural revenues have grown over the past decade, but farm counts and employment have declined—reflecting a transition toward fewer, larger, and more technologically advanced operations. These trends are mirrored locally. Lake Country's agricultural future is increasingly tied to specialized, high-value crops, on-site processing, agritourism, and direct-to-consumer sales.
- CBRE projects that accommodating an estimated additional 128 agricultural jobs by 2051 could require between 320 and 640 net new ha of land, depending on whether operations follow a traditional or intensified model.
- A substantial portion of this demand may be met through intensification of existing farms—via greenhouses, climate-controlled infrastructure, and diversified land uses—reducing reliance on greenfield expansion.
- Further, approximately 362 ha of land were identified as having potential to support future agricultural growth, including vacant, partially constrained, and underutilized parcels, primarily concentrated in Winfield.



District of Lake Country Profile

1 | DISTRICT PROFILE

Several demographic and economic considerations observed historically, and projected forward are expected to impact forecasted land use requirements throughout the District.

1.1 | Introduction and Methodology

Demographic and Economic Considerations

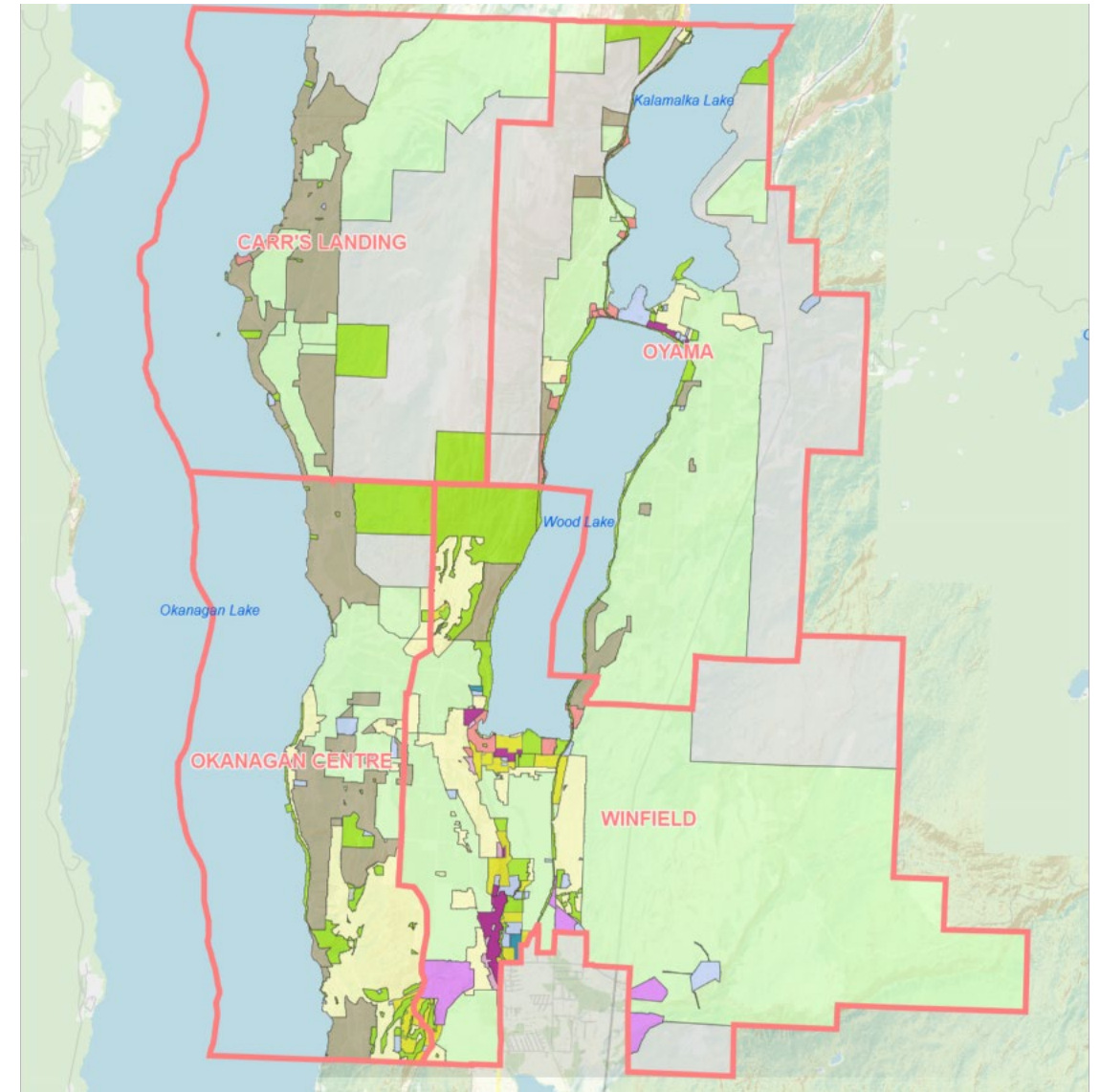
The District of Lake Country is the only municipality in British Columbia to use the ward system, resulting in 4 distinct neighbourhoods with differing capacity to accommodate future demand. On the following pages, CBRE examines a wide range of demographic, economic, and planning factors observed throughout the District that may impact future demand for residential, retail, tourist commercial, office, industrial, and agricultural development between 2025 and 2051, including:

- **Demographic Composition (2025)**
- **Historical Population Growth (2001 – 2025)**
- **Age Specific Population Projections (2025 – 2051)**
- **Employment Growth by Industry (2016 – 2021)**
- **Employment Projections by Industry (2021 – 2051)**
- **Non-Home-Based Business Licenses (2025)**
- **Current Official Community Plan Designations (2018)**

Data Sources and Implications

Data sources used for this analysis include the District of Lake Country, Statistics Canada, BC Stats, Deloitte, rennie, and additional publicly available data and analysis. CBRE has supplemented and updated this data where required. The data, analysis, and implications from this chapter inform the land use demand projections throughout this report, along with recommendations regarding updates to the District's Official Community Plan.

FIGURE 1 – CURRENT OCP | This study seeks to provide guidance regarding updates to the District's Official Community Plan, as displayed below.



Source: District of Lake Country (2025),

1 | DISTRICT PROFILE

Lake Country’s combination of sustained population growth, high incomes, and a strong family presence positions it as an attractive location for consistent development and diversification.

1.2 | Demographic Composition

Recent Population Growth

The District of Lake Country has experienced strong recent population growth, with a 9.6% increase between 2021 and 2025, rising from 16,520 to 18,110 residents. While this growth rate trails slightly behind Kelowna (11.9%) and the broader Regional District (11.4%), it remains substantial for a smaller community. This ongoing growth reflects the area’s appeal as both a residential destination and visitation draw within the Okanagan region.

Age Composition

Lake Country’s average age (42.8) is lower than the Regional District (44.2) and just below Kelowna (43.4). The community has a relatively high proportion of families, with notable shares in the 0–14 (16.0%), 35–44 (14.3%), and 45–54 (12.3%) age groups. The strong presence of both young families and middle-aged residents, coupled with a smaller 85+ segment, suggests ongoing demand for family-oriented amenities, schools, and recreation, as well as active adult and retiree services.

Household Composition

Ownership rates in Lake Country are among the highest in the region (78.0%), far outpacing Kelowna (63.2%) and the Regional District average (69.4%). The average family and household sizes (2.9 and 2.7, respectively) are also higher than neighbouring areas, further highlighting its appeal to families and those seeking larger living arrangements. The proportion of couples with children (29.8%) is notably above Kelowna and the Regional District, reinforcing demand for family-focused retail and community services.

FIGURE 2 – DEMOGRAPHICS | **Lake Country’s average incomes, average household size, and home ownership rates are among the highest in the region.**

Statistic	District of Lake Country	City of Kelowna	City of West Kelowna	Regional District
2021 Population	16,520	151,460	37,560	232,070
2025 Estimate	18,110	169,420	41,670	258,550
2021 - 2025 Annual Growth	1.9%	2.4%	2.2%	2.3%
Age Composition				
Ages 0 to 14	16.0%	13.3%	16.1%	13.5%
Ages 15 to 24	10.0%	12.8%	10.5%	11.6%
Ages 25 to 34	12.3%	15.5%	12.2%	14.1%
Ages 35 to 44	14.3%	13.0%	13.5%	12.8%
Ages 45 to 54	12.3%	11.7%	12.6%	11.8%
Ages 55 to 64	17.0%	13.2%	14.5%	14.5%
Ages 65 to 74	11.6%	10.9%	12.0%	12.2%
Ages 65 to 84	5.1%	6.5%	6.2%	6.7%
Ages 85+	1.3%	3.1%	2.3%	2.8%
Avg. Age	42.8	43.4	42.4	44.2
Household Composition				
Couples w Children	29.8%	22.3%	29.8%	23.1%
Lone-Parent Families	7.8%	8.4%	8.4%	8.4%
Avg. Family Size	2.9	2.8	2.9	2.8
Avg. Household Size	2.7	2.4	2.6	2.4
Owned Dwellings	78.0%	63.2%	81.5%	69.4%
Rented Dwellings	22.0%	36.8%	18.5%	30.4%
Household Income and Education Composition				
Avg. Income	\$161,860	\$125,051	\$146,824	\$128,339
< Bachelor Degree	77.2%	72.5%	79.7%	75.4%
> Bachelor Degree	22.8%	27.5%	20.3%	24.6%

Sources: Statistics Canada (2021), Sitewise (2025), Environics (2025)

1 | DISTRICT PROFILE

The District of Lake Country is expected to grow from its current 2025 estimated population of 18,110 to a target range of 22,830 to 25,510 by 2051, resulting in a gain of 4,720 to 7,400 residents.

1.3 | Population Projections (2025 – 2051)

Methodology

CBRE examined population projections provided by rennie in the 2024 Regional Population and Housing Projections report along with implications of completions occurring between 2021 and 2025 to provide a range of likely population growth between 2025 and 2051. The scenarios include the 5-year trend, 10-year trend, “rennie” scenario, and a scenario based on the recently updated BC Statistics projections, which supersede earlier data presented in the rennie report. See Appendix 2 for detailed methodology.

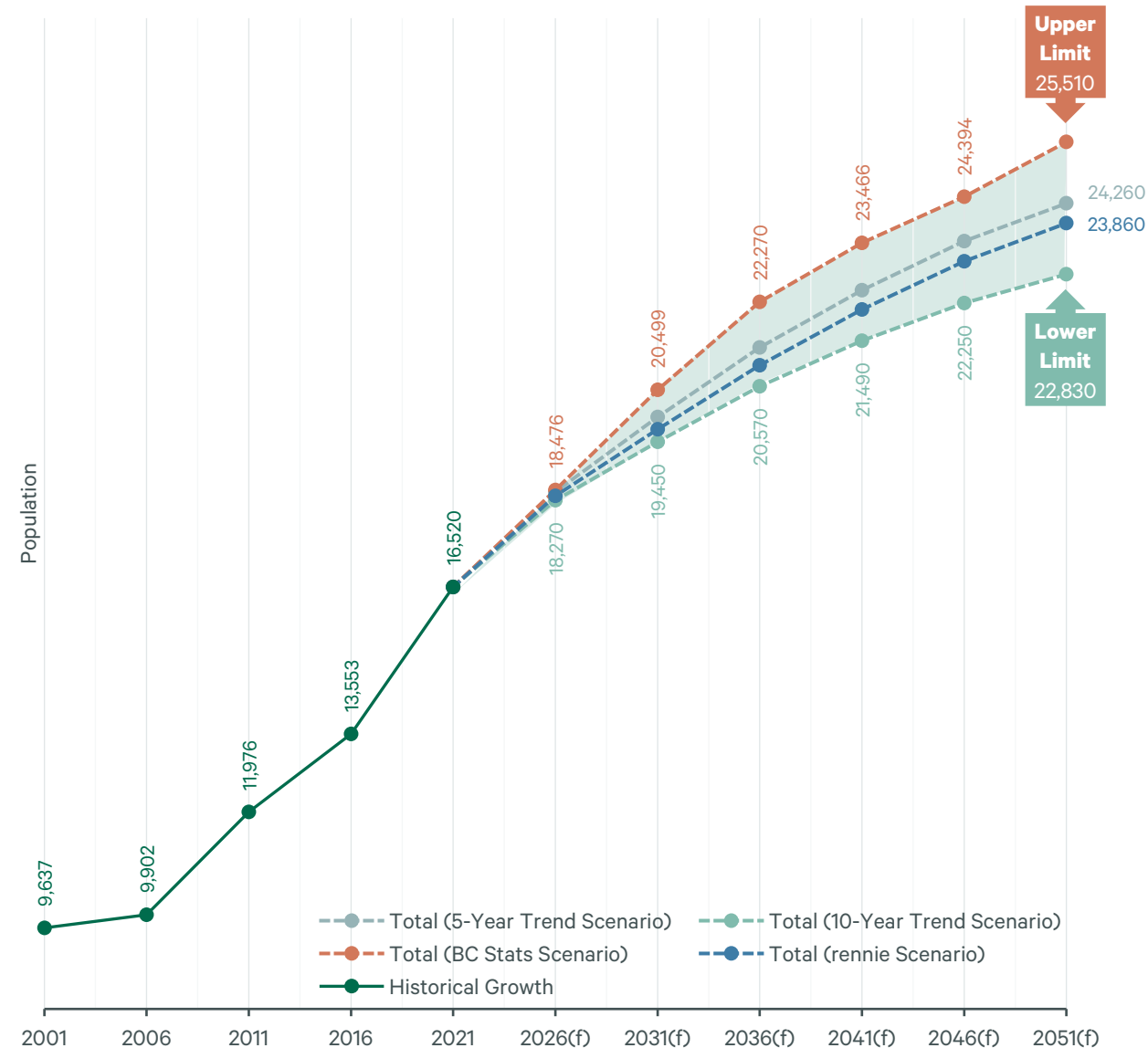
Projection Ranges and Scenarios

Under these various growth scenarios, Lake Country’s population is projected to reach between approximately 22,830 (lower limit) and 25,510 (upper limit) by 2051. The upper limit reflects the updated, optimistic BC Statistics projection, while the lower and mid-range projections are consistent with historical trends. All scenarios anticipate continued steady growth, though the pace varies based on assumptions about migration, fertility, and economic factors affecting the Central Okanagan.

Planning Implications

While there are differences between projection methodologies, all scenarios indicate that Lake Country is positioned for ongoing expansion over the next 25 years. For the demand projections outlined in the latter sections of this report, CBRE will provide three scenarios: low growth (based on the 10-year trend projection) and high growth (based on the BC Statistics projection), and the mid-point between both.

FIGURE 3 – POPULATION PROJECTIONS | Lake Country is expected to continue experiencing notable population growth between 2025 and 2051.



Sources: rennie (2024), BC Statistics (2025), CMHC (2025)

1 | DISTRICT PROFILE

Accounting for demographic aging, reduced federal immigration targets, and related influences, CBRE forecasts population growth in the District to ease to 1.3%–1.8% over the next 30 years, below the peak growth rate of 4.4% observed in the past decade.

FIGURE 4 – POPULATION PROJECTIONS | **The District of Lake Country is expected to experience annual growth of between 1.3% to 1.8% between 2021 and 2051.**

Population Projections	2001	2006	2011	2016	2021	2026 (f)	2031 (f)	2036 (f)	2041 (f)	2046 (f)	2051 (f)	2021 – 51
Total (5-Year Trend Scenario)	9,637	9,902	11,976	13,553	16,520	18,440	19,950	21,350	22,510	23,500	24,260	7,740
Total (10-Year Trend Scenario)	9,637	9,902	11,976	13,553	16,520	18,270	19,450	20,570	21,490	22,250	22,830	6,310
Total (rennie Scenario)	9,637	9,902	11,976	13,553	16,520	18,360	19,700	20,990	22,120	23,090	23,860	7,340
Total (BC Stats Scenario)	9,637	9,902	11,976	13,553	16,520	18,476	20,499	22,270	23,466	24,394	25,510	8,990
Annual Growth Estimates	2001-06	2006-11	2011-16	2016-21	2021-26	2026-31	2031-36	2036-41	2041-46	2046-51	2021 – 51	
Total (5-Year Trend Scenario)	0.5%	4.2%	2.6%	4.4%	2.3%	1.6%	1.4%	1.1%	0.9%	0.6%	1.6%	
Total (10-Year Trend Scenario)	0.5%	4.2%	2.6%	4.4%	2.1%	1.3%	1.2%	0.9%	0.7%	0.5%	1.3%	
Total (rennie Scenario)	0.5%	4.2%	2.6%	4.4%	2.2%	1.5%	1.3%	1.1%	0.9%	0.7%	1.5%	
Total (BC Stats Scenario)	0.5%	4.2%	2.6%	4.4%	2.4%	2.2%	1.7%	1.1%	0.8%	0.9%	1.8%	

Sources: rennie (2024), BC Statistics (2025), CMHC (2025)

1 | DISTRICT PROFILE

Approximately 78% of the District's total projected population growth between 2025 and 2051 is expected among those aging into their prime employment years (25 to 64).

1.4 | Age Dynamics (2025 – 2051)

Overview

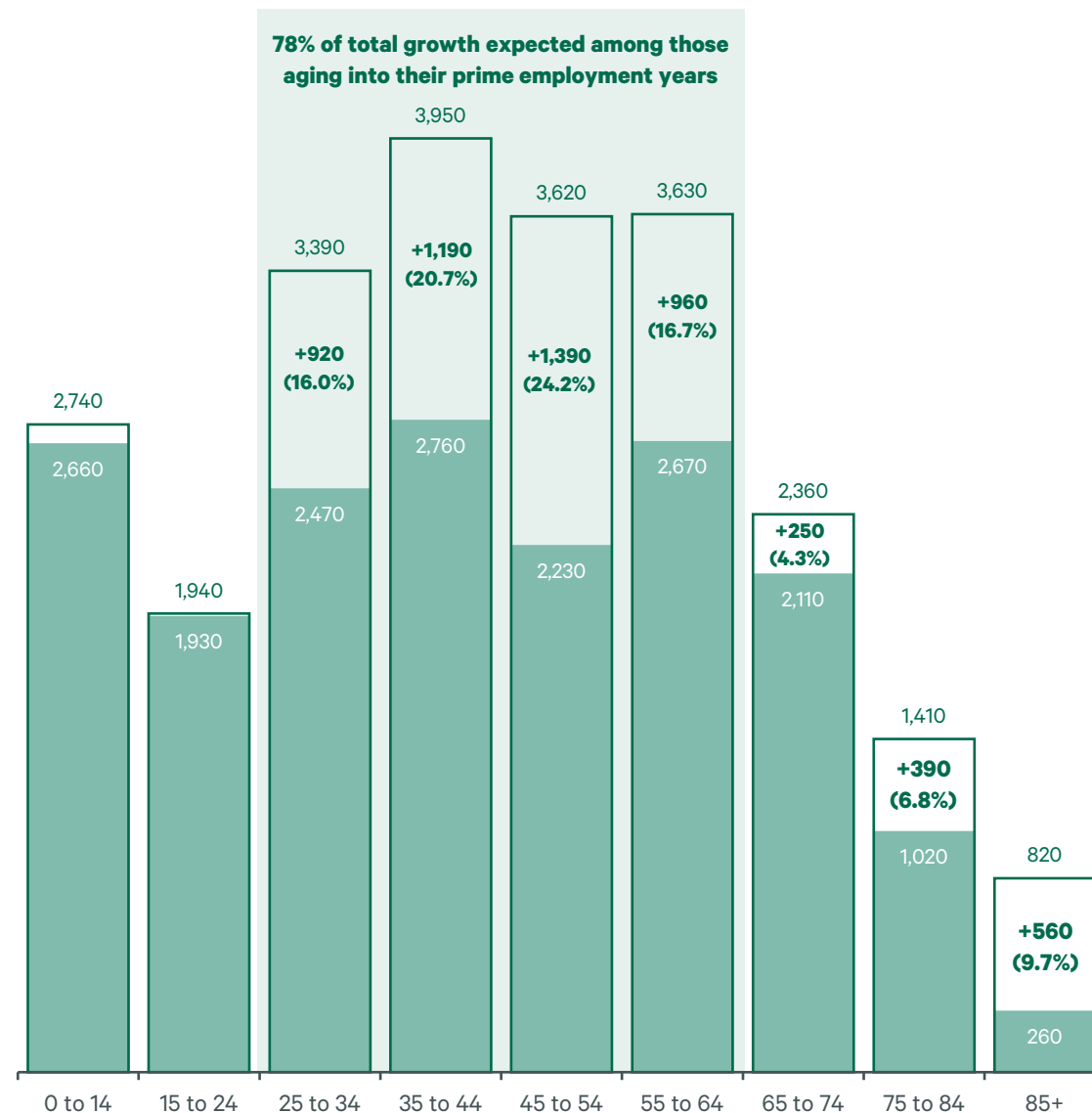
While the District is expected to see growth among most age groups through 2051, the most significant increases are projected among residents aged 45 to 54 (24.2% of total growth) and 35 to 44 (20.7% of total growth). Much of this change will result from both natural aging and ongoing in-migration. Residents in these age groups are likely to drive demand for a range of housing types, including single family homes, larger ground-oriented formats, and mixed-use developments with significant family-oriented community amenities and retail services.

Consistent with broader provincial trends, the senior population in Lake Country is also set to expand, with the 75 to 84 and 85+ cohorts projected to add nearly 950 residents by 2051. The 85+ group alone is expected to more than triple, growing by over 550 residents (a 9.7% increase in share). This pattern suggests an increasing need for seniors' housing options, including both independent and assisted living, as well as demand for accessible, age-friendly community infrastructure.

Planning Implications

As the population grows, there will be implications for the type and location of new housing, the provision of services and amenities, and the design of future mixed-use and employment areas. Accommodating an aging but still economically active population, while also planning for the needs of growing senior and youth populations, will be key considerations in the District's updated OCP.

FIGURE 5 – 2025 - 2051 POPULATION GROWTH BY AGE | **The implications of age-specific population projections are examined throughout this report.**



Sources: rennie (2024), BC Statistics (2024)

1 | DISTRICT PROFILE

Lake Country's resident employment is consistently growing, but most jobs are located outside the District, underscoring the need to examine local business opportunities and employment lands.

1.5 | Employment Composition

Historical Employment Growth

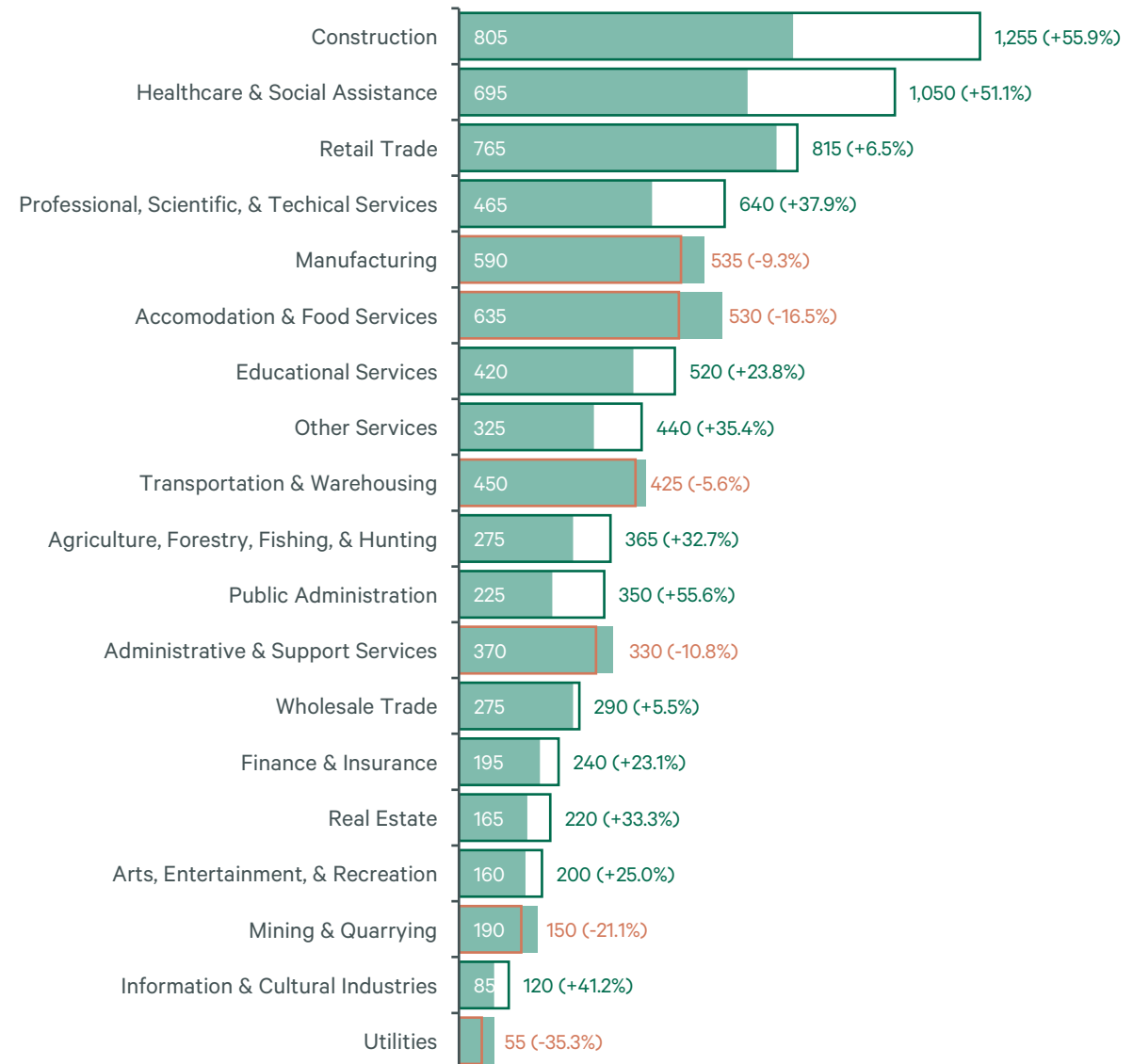
The District of Lake Country has experienced strong resident employment growth in recent years, particularly in construction (+55.9%), health care (+51.1%), professional services (+37.9%), public administration (+55.6%), and agriculture (+32.7%) between 2016 and 2021. These trends reflect both the broader regional economy and Lake Country's growing popularity as a place to live within the Okanagan. However, as of 2025, there are just 244 non-home-based businesses operating locally, with most concentrated in retail, professional services, and food services.

Comparing the sectors where resident employment is growing with the local business mix reveals a clear disconnect as many of the fastest-growing fields for Lake Country residents aren't strongly represented among local employers. This highlights the fact that a significant number of residents are commuting to jobs in larger nearby employment centres. Compared to Kelowna and the RDCO as a whole, Lake Country relies more heavily on out-commuting and has a greater focus on small, service-based businesses.

Planning Implications

As Lake Country's population and workforce continue to grow, there may be a need to protect and make better use of existing employment lands, and to look for ways to attract a more diverse mix of employers. The next chapters of this report will explore future demand for employment uses and evaluate how well the District's land base can support this growth through 2051, with the goal of informing OCP updates and land use policy.

FIGURE 6 – LAKE COUNTRY EMPLOYMENT GROWTH (2016 – 2021) | **The District has experienced employment growth in line with overall population growth**



Source: District of Lake Country (2025)

1.6 | Planning Context

The District of Lake Country's Official Community Plan is built around seven guiding principles: preserving rural and agricultural character, fostering a vibrant town centre, encouraging growth within existing neighbourhoods, advancing sustainable development through smart growth, protecting and enhancing the natural environment, supporting an active, healthy, and inclusive community, and maintaining high-quality municipal services.

Official Community Plan (2018 – 2038)

Overview

The District of Lake Country's Official Community Plan (OCP) was last updated in 2018, with the goal of guiding growth in the area while reflecting the values and goals of the community. As the District is in the process of updating the OCP, this report will examine implications regarding the following land uses:

- **Residential**
- **Retail**
- **Tourist Commercial**
- **Office**
- **Industrial**
- **Agricultural**

Rural Residential

Lands located in less developed areas of the community, often with limited infrastructure services. Major development in this area is not supported by the District.

Urban Residential

Most residents live within Urban Residential areas, with the District focusing on the establishment of livable and diverse places on these lands. New development could include single-unit dwellings, duplexes, townhouses, and single mobile homes.

Limited neighbourhood commercial, home-based businesses, bed and breakfasts, and minor care centres may also be permitted as identified by zoning.

High Density Residential

About one third of the District's residents live within multiple unit developments, with High Density Residential lands focused on the creation of compact, walkable communities.

Residential development in these areas should be located in close proximity to commercial and institutional services within townhouses, mobile home parks, apartments, condominiums, congregate housing, group homes, and seniors homes.

Similar to the Urban Residential designation, where appropriately zoned, a limited amount of neighbourhood commercial uses may be permitted.

Mixed Use Commercial

The District's Main Street area is envisioned as a vibrant, welcoming gathering place with a wide range of smaller scale retail and commercial offerings. Subject to development controls, projects occurring in the Mixed-Use Commercial areas should be of high-quality design and appearance, providing significant contributions to the community.

Highway Commercial

As the District is committed to avoiding strip plazas along Highway 97, whenever possible, parking will be limited to the rear of the building with extensive landscaping in front. Potential uses could include service stations, convenience stores, drive-throughs, motels, and hotels.

1.6 | Planning Context

Within this report, CBRE seeks to provide guidance regarding how the District's OCP could be updated to ensure that it continues to work towards overall goals outlined within the seven guiding principles.

With a focus on the District's future residential, retail, tourist commercial, office, industrial, and agricultural land use designations, CBRE examines the capacity of the District's land base to accommodate projected demand between 2025 and 2051.

Official Community Plan (2018 – 2038)

Service Commercial

Lands designated as Service Commercial are intended to accommodate uses that are not suitable for the Town Centre or mixed-use areas. This could include equipment rental businesses, building suppliers, warehouse operations, and similar uses.

Tourist Commercial

As the District is expected to continue attracting tourists due to its significant environmental and agricultural amenities, Tourist Commercial land will be an important focus of this study. Tourist Commercial developments are located on sites less than five hectares in size, and could include camping, tourist accommodation, retail, and recreational uses.

Neighbourhood Commercial

Neighbourhood Commercial areas are envisioned as smaller scale developments serving the convenience needs of nearby residents, with the goal of reducing the number and frequency of vehicle trips to more established commercial nodes.

Located within Urban Residential, Resort, and Rural Residential Areas, Neighbourhood Commercial land uses could include uses such as a convenience store, hairdresser, boutique fitness studio, coffee shop, and similar offerings. Ideally, residents can achieve a high proportion of their daily convenience retail needs within a 5-to-10-minute walk from their home.

Town Centre Commercial

As the core of the community, the District's Town Centre is a critical development area. The goal is to support the creation of a dense and vibrant core, with significant residential growth supporting the viability of increased retail floorspace on Main Street. Although not directly displayed within the OCP maps, the Town Centre Area is focused within the core of Winfield.

Industrial

Industrial Lands are envisioned with a focus on light industrial uses in order to not impact the rural character of the District. Potential uses could include business parks, light manufacturing, and other forms of clean industry.

Agricultural

Generally comprised of lands within the Agricultural Land Reserve, required to comply with applicable Provincial Legislation including the Agricultural Land Commission Act and Farm Practices Protection Act. Future uses could include farming of land, plants, and animals, along with housing required for employment on these lands.

Urban Containment Boundary

Within this analysis, CBRE has considered the District's Urban Containment Boundary (UCB), with the goal of examining the capacity of the land within the UCB to accommodate forecasted growth. This is a key consideration throughout the report.



Residential Analysis

2 | RESIDENTIAL ANALYSIS

As outlined in this chapter, future land requirements for residential development will be driven by population growth, evolving housing needs, and long-range demand projections between 2025 – 2051.

2.1 | Introduction

Overview

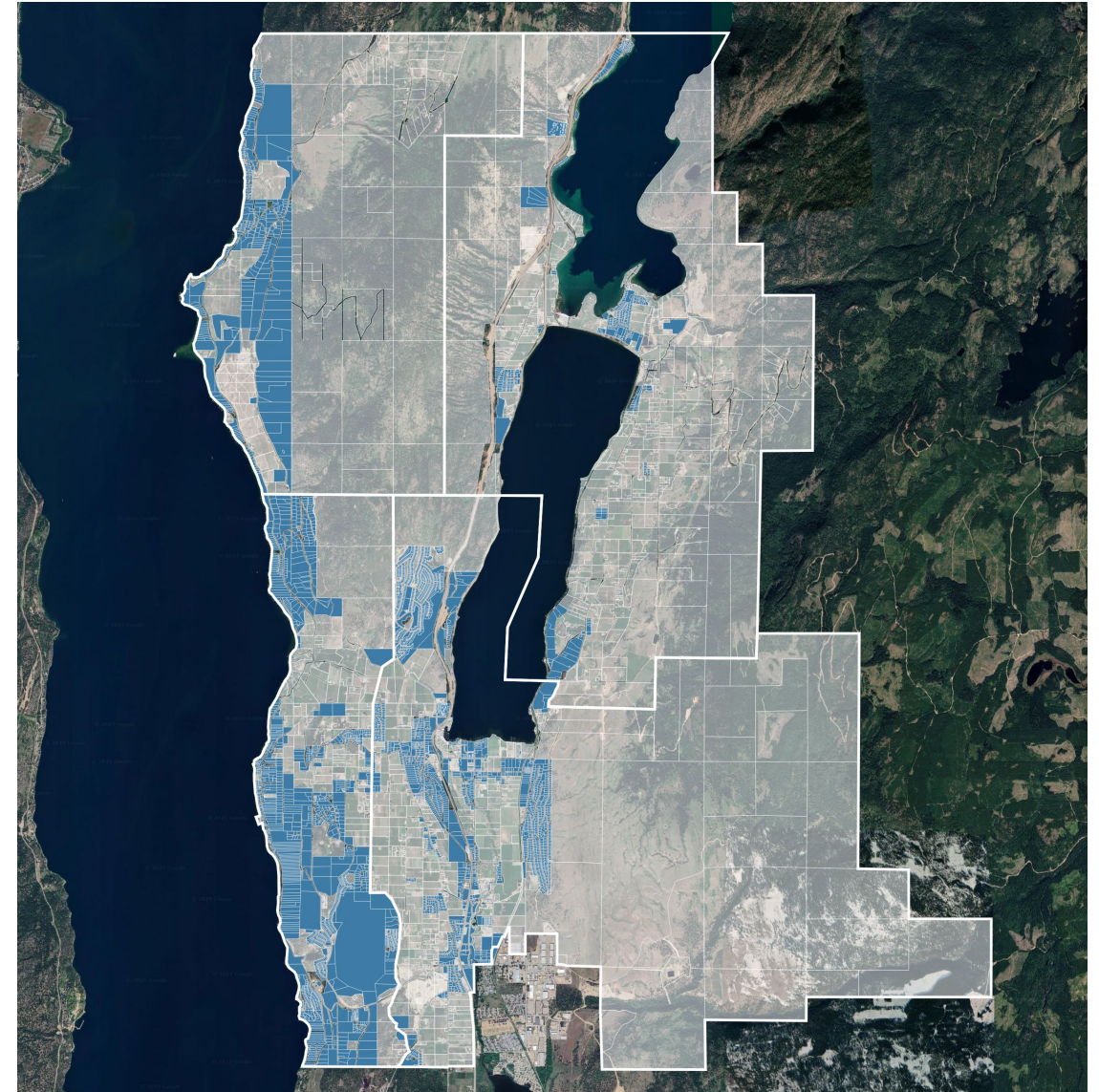
This chapter evaluates the suitability of the 1,675 ha of land currently designated for residential use within the District of Lake Country to meet projected housing demand through 2051. It assesses whether the gap between anticipated demand and current or forthcoming supply is adequate to accommodate future growth. The following pages outline key factors that may influence updates to the OCP, including the District's:

- **Housing Market Dynamics (2010 – 2025 May YTD)**
- **Inventory of Existing, Under Construction, and Planned Supply (as of July 2025)**
- **Housing Demand Projections (2025 May YTD – 2051)**
- **Forecasted Gap Between Housing Demand and Supply (2051)**
- **Assessment of Vacant and Underutilized Land (as of July 2025)**
- **Implications and Recommendations**

Methodology

Our approach incorporates updates of recent population projections (Section 1.3), residential demand forecasts, housing needs assessments, market absorption trends, and development pipeline data for the District. In addition, we have analyzed and expanded upon the vacant lands GIS inventory provided by the Regional District of Central Okanagan through the 2025 Regional Employment Lands Inventory & Gap Analysis. This methodology enables us to quantify the projected residential shortfall by 2051 and assess the capacity of the District's land use base to accommodate future housing needs.

FIGURE 7 – RESIDENTIAL LAND AREAS | **Lake Country currently has approximately 1,675 ha of land designated for residential land uses.**



Source: District of Lake Country (2025), CBRE (2025)

2 | RESIDENTIAL ANALYSIS

Although historically characterized by single-family housing, the District of Lake Country has experienced a notable shift toward higher-density forms, with apartment completions and absorptions accounting for 76.2% of all absorbed residential units year-to-date as of May 2025.

2.2 | Housing Market Dynamics (2010 – May 2025 YTD)

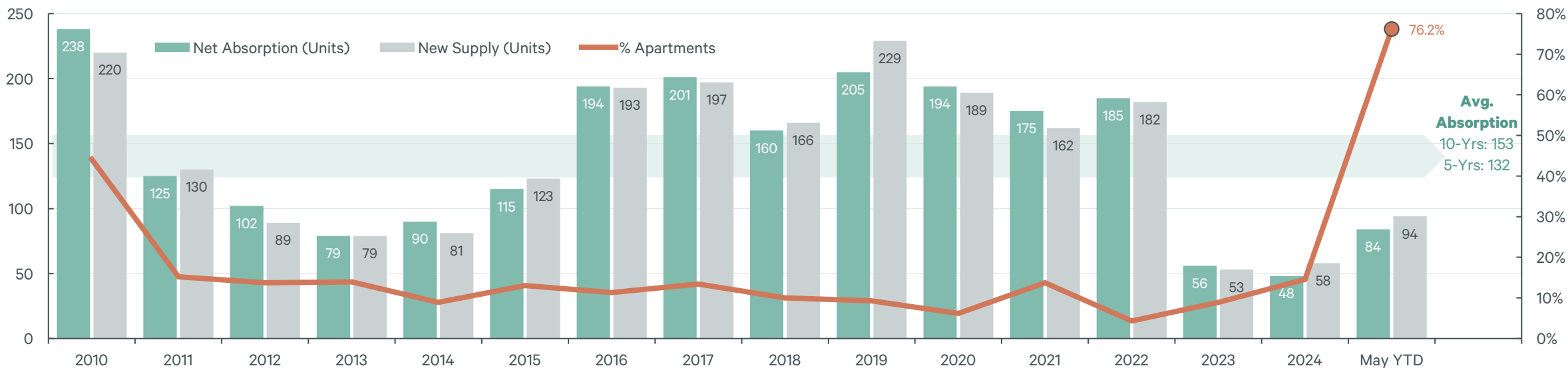
Historical Housing Market Dynamics

Despite a brief slowdown in 2023 and 2024, the District's housing market has demonstrated steady long-term growth, with five- and ten-year average annual absorption rates of 132 and 153 units, respectively. As illustrated below, new housing supply and unit absorptions through May 2025 YTD have already surpassed the total recorded in 2024, signaling sustained demand for housing. Looking ahead, demand is expected to remain robust, supported by continued population growth and shifting housing preferences.

Higher Density Housing Trends

Following a surge in the early 2010s, apartment absorptions in the District of Lake Country have generally accounted for 10% to 20% of total residential activity over the past decade. Notably, this share has increased significantly in 2025, with apartments comprising 76.2% of all absorptions year-to-date. While this spike may be partly attributable to the timing of a few project completions, it may also reflect a broader shift in demand toward higher-density housing driven by affordability pressures and evolving demographic preferences.

FIGURE 8 - RESIDENTIAL MARKET | The Lake Country housing market has historically absorbed 132 units (5-yr avg.) to 153 units (10-yr avg.) per year.



Source: Canada Mortgage and Housing Corporation (2025)

2 | RESIDENTIAL ANALYSIS

As of May 2025, the District of Lake Country's housing stock is estimated at approximately 6,930 units, comprising 6,142 ground-oriented dwellings and 788 apartment units.

2.3 | Total Residential Inventory

Residential Inventory Overview

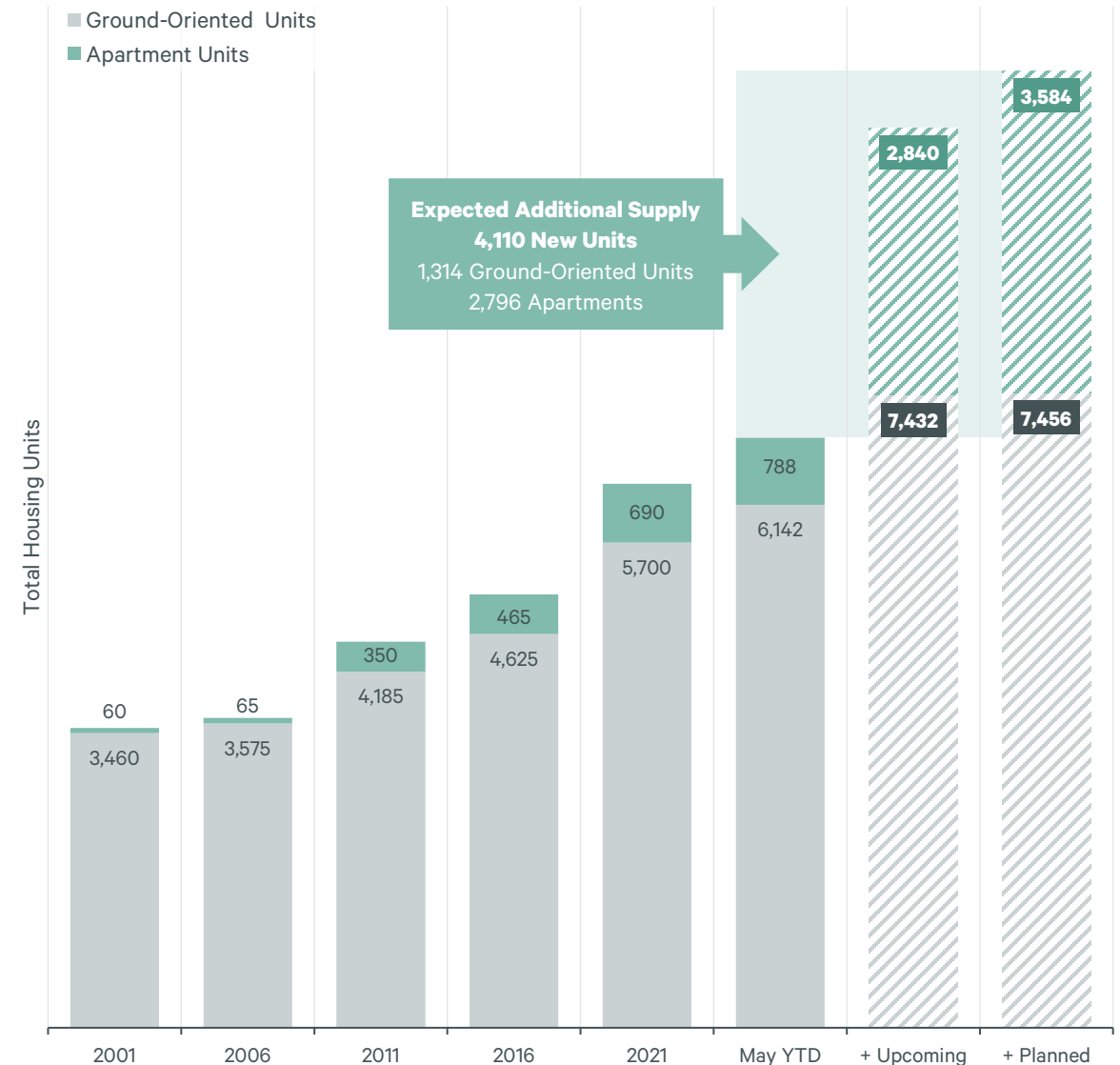
To estimate the current residential supply within the District of Lake Country, CBRE analyzed housing completions and absorptions since the 2021 Statistics Canada Census (conducted in May 2021). This assessment suggests the District currently contains approximately 6,930 occupied residential units, of which 6,142 are ground-oriented dwellings (88.6% of the total) and 788 are apartment units (11.4%). Notably, the share of apartment units has steadily increased since 2001, indicating a gradual shift toward higher-density housing options.

Under Construction and Planned Supply

CBRE has analyzed active rezoning applications, development permits, and building permit data, and consulted with District staff to determine the status of development projects across Lake Country. This assessment provides an estimate of the number of units currently under construction, confirmed for short-to-medium-term development, and planned for delivery by 2051. Major projects contributing to this inventory include Lakestone, Westpoint's development along Bottom Wood Lake Road, and a range of other ground-oriented and mixed-use development nodes.

In total, approximately 3,342 residential units are either under construction or confirmed for near-term development, consisting of 1,290 ground-oriented units and 2,052 apartment units. An additional 768 units are anticipated as part of longer-term plans, bringing the total projected residential pipeline to 4,110 units by 2051. These units represent a significant portion of the supply needed to accommodate future housing demand.

FIGURE 9 - RESIDENTIAL INVENTORY | **Lake Country is expected to reach 11,040 units upon completion of under construction and confirmed supply**



Sources: BC Statistics (2021), BC Stats (2025), CMHC (2025)

2.4 | Demand Analysis

CBRE’s analysis estimates that the District will require between 4,367 and 5,642 additional housing units by 2051 to meet forecasted residential demand.

Based on recent trends and an assumed increase in the share of apartment units—from approximately 11.3% in 2025 to 18.6% by 2051—this would translate into a need for up to 1,468 new market apartments, 3,737 new market ground-oriented homes, and 437 below-market housing units.

Continued monitoring of development activity, absorption, and market conditions will be essential to ensure housing supply keeps pace with demand and supports long-term affordability.

Housing Demand Forecasting Methodology

To forecast future residential demand, CBRE employs a demographic- and market-based housing projection methodology grounded in household maintainer rates, as tracked by Statistics Canada, and informed by a range of recently published planning and housing reports. These include the 2024 Interim Housing Needs Report prepared by Urban Systems, the 2024 Population and Housing Projections Report by the Regional District of Central Okanagan and Rennie, and the updated demographic forecasts released by BC Statistics.

In addition to demand arising from population growth, CBRE examined underlying housing needs identified in the Housing Needs Report, including 1,347 housing units required by 2041 to accommodate individuals in Extreme Core Housing Need, those experiencing homelessness, and suppressed household formations¹. As explained in more detail within Appendix 2, these needs are embedded within the low, medium, and high demand scenarios, under the assumption that these units will be delivered gradually over time by 2051 if conditions exist that permit financially feasible development.

To estimate population-driven housing demand, CBRE considers the implications of low, mid, and high growth scenarios, as outlined in Section 1.3 of this report. Forecast assumptions also include a gradual shift in housing preferences, with the share of apartment units increasing from 11.3% in 2025 to 18.6% by 2051, as well as declining average household sizes, in line with the aging population trends discussed in Section 1.4.

Using these demographic, market, and policy-informed inputs, CBRE calculates expected household growth over the 2025–2051 period. This projected household formation is then segmented by housing structure type, ground-oriented dwellings (single-detached, semi-detached, townhomes, duplexes) and apartment units, based on historical absorption patterns and evolving local trends.

This data-driven methodology ensures the District is equipped with a clear and actionable understanding of its future residential demand by structure type, enabling more targeted and informed land use and policy decisions in support of long-term housing and community planning goals.

Housing Demand Projections

Using this methodology, CBRE estimates that the District of Lake Country will require the following additional residential development, beyond the currently estimated June 2025 housing inventory, to meet projected needs through 2051:

Structure Type	Low Growth	Mid Growth	High Growth
Ground Oriented Units (Market)	2,699	3,218	3,737
Apartment Units (Market)	1,231	1,349	1,468
¹ Below-Market Apartment Needs	437	437	437
Total Additional Demand	4,367	5,004	5,642

2 | RESIDENTIAL ANALYSIS

In the hypothetical scenario that all confirmed and planned supply is brought to market between 2025 and 2051, the District may require between 256 and 1,532 additional residential units.

2.5 | Gap Analysis and Land Requirements

Gap Analysis and Typology Implications

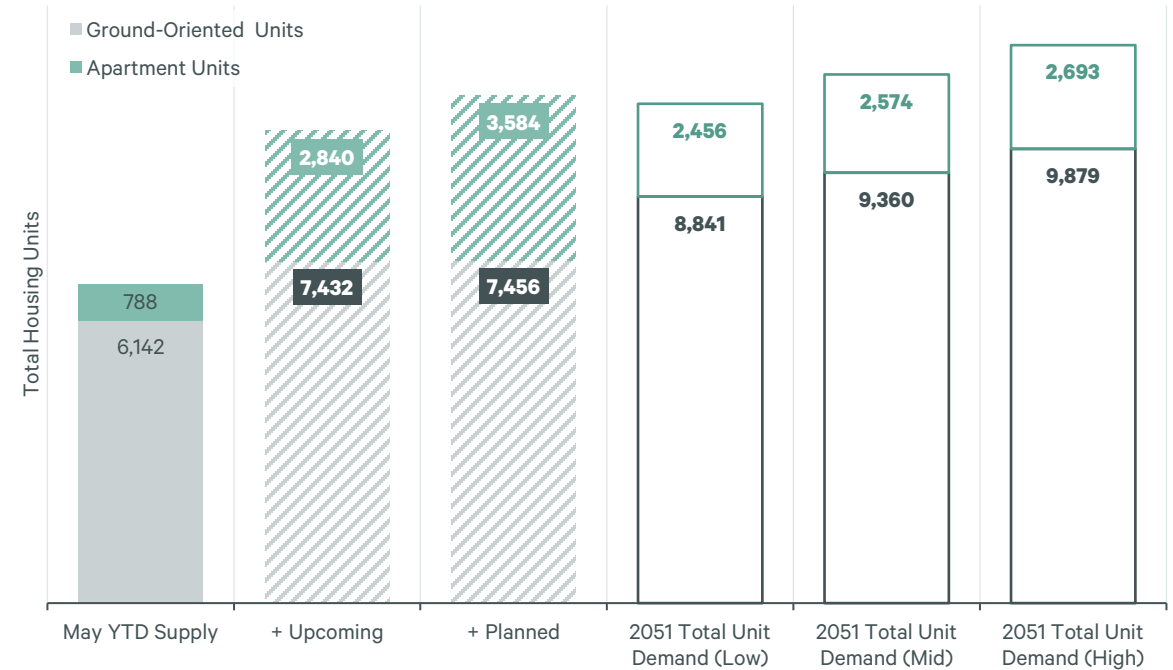
As illustrated to the right, CBRE has evaluated the potential gap between projected residential demand by 2051, and the supply expected to be introduced to the market over the next 25 years. In terms of total unit count, forthcoming and planned supply indicates that the District may require between 256 and 1,532 additional residential units to ensure future demand is met while reducing potential affordability issues.

It is important to note that while there may be a mismatch in housing types, with a potential oversupply of apartments relative to an undersupply of ground-oriented units, it is unlikely that all proposed and planned apartment projects will move forward. Developers will evaluate each site based on market conditions, financial feasibility, and absorption potential. For this reason, it remains appropriate to permit new apartment-oriented development in strategic locations, with additional consideration and incentives for projects that incorporate below-market housing.

Potential Land Requirements

CBRE has assessed the additional land requirements by applying a targeted average density of 60 units per hectare and an assumed site efficiency of 75%. This would translate into a need for up to approximately 25.5 ha of additional residential land to accommodate forecasted demand. This density target is conservative in nature to ensure the upper limit of land is available. That said, it is realistic to assume some areas, such as high-density sites, could accommodate up to 120 units per hectare, whereas other locations, such as lower density townhome sites could experience densities closer to 20 units per hectare.

FIGURE 10 - RESIDENTIAL GAP ANALYSIS | **Lake Country is expected to require up to 1,532 new residential units on top of upcoming and planned supply.**



District of Lake Country Residential Gap Analysis	Ground-Oriented Residential Units	Low- and Mid-Rise Apartment Units	Total Residential Units
May 2025 YTD Supply	6,142	788	6,930
+ Confirmed Upcoming Supply	7,432	2,840	10,272
+ Likely Planned Supply	7,456	3,584	11,040
2051 Demand (Low)	8,841	2,456	11,296
2051 Demand (Mid)	9,360	2,574	11,934
2051 Demand (High)	9,879	2,693	12,572
2025 – 2051 Gap (Low)	1,385	-1,128	256
2025 – 2051 Gap (Mid)	1,904	-1,010	894
2025 – 2051 Gap (High)	2,423	-891	1,532

Sources: CBRE (2025)

2 | RESIDENTIAL ANALYSIS

The District of Lake Country has an estimated 213 ha of land suitable for future residential development, 52 ha of which currently is vacant or underutilized without any development plans.

2.6 | Vacant and Underutilized Land Area

Capacity Analysis Overview and Methodology

To assess the total amount of vacant and underutilized land suitable for future residential development, CBRE reviewed GIS data provided by the District of Lake Country and the Regional District of Central Okanagan (RDCO). This analysis considered a range of physical and planning-related factors, including:

- **Topography, Environmental, and Urban Containment Boundary Constraints**
- **Access to Water, Sanitary, and Road Infrastructure**
- **Location Relative to the Urban Containment Boundary**

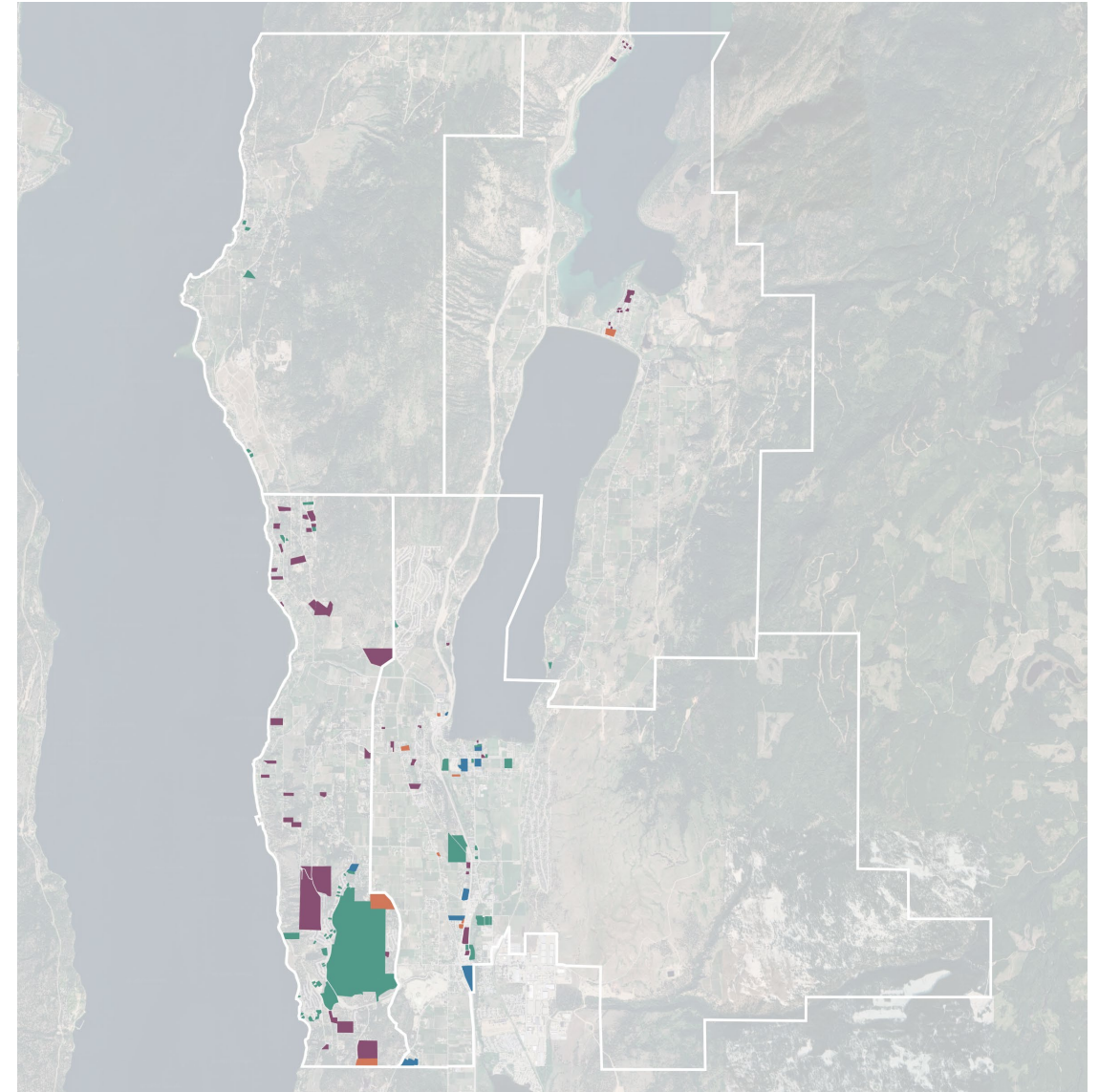
Upcoming, Planned, Vacant, and Underutilized Land

CBRE has identified approximately 213 ha of land within the District that is suitable for future residential development. After accounting for land associated with confirmed or planned projects (as outlined in Section 2.3), this leaves an estimated 43 ha of developable vacant land and an additional 9 ha of potentially underutilized land.

Ref	Category	Description	Hectares
	Upcoming	Confirmed upcoming expected in the short- to mid-term	151.2 (71.1%)
	Planned	Planned supply assumed to be introduced by 2051	9.3 (4.4%)
	Vacant	Vacant and potentially suitable for development	42.8 (20.1%)
	Underutilized	Underutilized and potentially suitable for intensification	9.4 (4.4%)
Total			212.7 ha

Source: District of Lake Country (2025), CBRE (2025)

FIGURE 11 – VACANT AND UNDERUTILIZED LAND INVENTORY | **Lake Country has around 52 ha of developable vacant and underutilized residential land.**



Source: District of Lake Country (2025), CBRE (2025)

2 | RESIDENTIAL ANALYSIS

The District’s 43 ha of vacant residential-designated land is expected to be sufficient to accommodate the projected land demand of up to 25.5 ha, particularly if future development includes higher-density ground-oriented housing formats such as townhomes and duplexes.

2.7 | Vacant and Underutilized Land by OCP Designation

Future Land Requirements and Development Typologies

As outlined in Section 2.5, demand projections under the high-growth scenario suggest a potential need for up to 25.5 hectares of additional residential land by 2051. These estimates assume an average density of 60 units per hectare, which is considered both reasonable and conservative for planning purposes, while recognizing that some sites may achieve higher densities (up to 120 UPH) and others lower (as few as 20 UPH).

Given growing affordability pressures across the Okanagan, future residential development should emphasize higher-density ground-oriented formats such as townhomes and duplexes, in addition to apartment projects that may also incorporate a share of below-market units. These formats are more attainable for a wider range of households, align with shifting market preferences, and help optimize land use efficiency while responding to local housing needs.

Role of Urban Residential Lands in Accommodating Growth

CBRE has analyzed the District’s vacant and underutilized residential land inventory by OCP designation. Of the parcels identified as both vacant and developable, approximately 25 ha are designated as Urban Residential, accounting for 58% of the total vacant residential land supply. This designation has also captured the majority of recent development activity, comprising 96.1% of all upcoming residential supply, driven in large part by the continued buildout of the Lakestone community.

According to the 2018 OCP, Urban Residential areas are intended to support a variety of housing forms, including single-detached dwellings, duplexes, townhouses, and mobile homes. With the District aiming to increase population density in these areas while promoting walkable, human-scale neighbourhoods, the current inventory of Vacant Urban Residential land is well positioned to accommodate the bulk of future residential growth. Further locational considerations are discussed on the following page.

FIGURE 12 – VACANT AND UNDERUTILIZED LAND INVENTORY BY OCP | Land designated as Urban Residential totals over 75% of upcoming, vacant, and underutilized land.

Ref	Category	High Density Residential	Mixed-Use Commercial	Rural Residential	Urban Residential	Total Hectares
	Upcoming	3.9 (2.6% of Upcoming)	0.5 (0.4% of Upcoming)	1.4 (0.9% of Upcoming)	145.4 (96.1% of Upcoming)	151.2 (71.1% of Total)
	Planned	1.7 (18.7% of Planned)	6.6 (70.8% of Planned)	0.5 (4.9% of Planned)	0.5 (5.6% of Planned)	9.3 (4.4% of Total)
	Vacant	0.4 (1.0% of Vacant)	4.0 (9.4% of Vacant)	13.6 (31.7% of Vacant)	24.8 (57.9% of Vacant)	42.8 (20.1% of Total)
	Underutilized	0.3 (2.7% of Underutilized)	2.0 (21.2% of Underutilized)		7.1 (76.1% of Underutilized)	9.4 (4.4% of Total)
	Total	6.3 (3.0% of Total)	13.1 (6.2% of Total)	15.5 (7.3% of Total)	177.8 (83.6% of Total)	212.7 ha

Source: District of Lake Country (2025), CBRE (2025)

2 | RESIDENTIAL ANALYSIS

Winfield and Okanagan Centre hold the greatest potential to accommodate future growth, with the majority of the District’s developable land supply. In contrast, Carr’s Landing and Oyama face infrastructure and topographical constraints that limit near-term development potential.

2.8 | Vacant and Underutilized Land by Ward

Residential Development Capacity by Ward

The District’s capacity to accommodate future residential growth varies significantly by ward, influenced by topographic, environmental, and infrastructure constraints, particularly in Carr’s Landing and Oyama. These two wards account for only 2% of total developable supply, reflecting steep slopes, limited servicing infrastructure, and environmental sensitivities. By contrast, Winfield and Okanagan Centre together represent over 98% of the District’s upcoming, planned, vacant, and underutilized residential land, positioning them as the primary growth areas over the next several decades.

Land Use Planning Implications

While some peripheral areas like Lakestone are expected to contribute to future housing delivery, their relative distance from services, employment, and amenities may challenge the District’s goals for sustainable and efficient development. This spatial separation could exacerbate automobile dependency, increase servicing costs, and place added strain on transportation networks and infrastructure investment timelines.

By contrast, intensification and infill opportunities, particularly within Winfield Town Centre and along major transit corridors, offer a more cost-effective and sustainable path forward. These areas are already serviced and well-positioned to accommodate higher-density formats such as townhomes and low-rise apartments. Promoting this form of development would help the District respond to demographic shifts, diversify its housing stock, and reinforce walkable, complete communities.

Although some of the other areas may offer long-term residential expansion opportunities, this will require detailed evaluation. Many are constrained by topography, agricultural designations, or high servicing costs. While some could become viable over time, development in these areas should be guided by a broader growth management strategy that prioritizes phasing, infrastructure efficiency, and environmental protection. Planning policies should also consider linking future land absorption to clear benchmarks around population growth, market conditions, and municipal infrastructure investment readiness.

FIGURE 13 – VACANT AND UNDERUTILIZED LAND INVENTORY BY WARD | **Winfield and Okanagan Centre appear to have the vast majority of residential development capacity.**

Ref	Category	Carr’s Landing	Okanagan Centre	Oyama	Winfield	Total Hectares
	Upcoming	0.8 (0.6% of Upcoming)	137.3 (90.8% of Upcoming)	0.1 (0.1% of Upcoming)	13.0 (8.6% of Upcoming)	151.2 (71.1% of Total)
	Planned		0.5 (4.9% of Planned)		8.8 (95.1% of Planned)	9.3 (4.4% of Total)
	Vacant		32.2 (75% of Vacant)	2.3 (5.3% of Vacant)	8.3 (19.7% of Vacant)	42.8 (20.1% of Total)
	Underutilized		6.3 (66.8% of Underutilized)	1.4 (14.6% of Underutilized)	1.7 (18.6% of Underutilized)	9.4 (4.4% of Total)
	Total	0.8 (0.4% of Total)	176.3 (82.8% of Total)	3.8 (1.7% of Total)	31.8 (15.1% of Total)	212.7 ha

Source: District of Lake Country (2025), CBRE (2025)

2.9 | Implications

Lake Country has about 1,675 hectares of residential-designated land, though only 43 hectares are currently vacant and developable, with another 9 hectares underutilized. By 2051, the District will need 4,367 to 5,642 new housing units, leaving a shortfall of up to 25.5 ha beyond existing and planned supply.

While land quantity appears sufficient overall, development-readiness, servicing, and alignment with housing demand vary across neighbourhoods, with most capacity concentrated in Winfield and Okanagan Centre.

Summary of Key Findings

Chapter 2 identifies that the District of Lake Country has roughly 1,675 ha of land designated for residential use, of which 213 ha are considered potentially suitable for future development. After adjusting for slope, servicing constraints, UCB, and sites already under construction, about 43 ha remain vacant and readily developable, with another 9 ha categorized as underutilized and offering longer-term potential.

CBRE's demand projections indicate that Lake Country will require 4,367 to 5,642 additional housing units by 2051. With approximately 4,110 units already in the pipeline, the gap between forecast demand and planned supply points to the potential need for up to 25.5 ha of additional residential land. This assessment suggests that, based on existing zoning and OCP designations, the District can meet the 2041 requirements identified in recent housing needs assessments, while also accommodating growth anticipated through 2051.

Spatial analysis shows that the majority of development-ready land is concentrated in Winfield and Okanagan Centre, whereas Carr's Landing and Oyama remain constrained by topography and limited servicing. While the overall quantum of residential land appears adequate, its readiness for development, infrastructure capacity, and alignment with emerging housing preferences will vary by location across the District.

Planning Implications

1. Optimize Growth Within Serviced Areas

To accommodate forecasted demand efficiently, the District should focus future residential growth in areas with existing infrastructure, such as Winfield, where medium-density formats like townhomes and low-rise apartments can be supported with minimal upgrades. Targeted intensification within these nodes will help manage infrastructure costs, reduce sprawl, and preserve agricultural and environmentally sensitive lands.

2. Promote Missing Middle and Tenure Diversity

Given demographic shifts and affordability challenges, the OCP should include strong policy support for a broader mix of housing forms. Encouraging ground-oriented formats such as duplexes, fourplexes, and townhomes in existing neighbourhoods will help address demand for family-friendly housing. Rental options and adaptable formats should also be emphasized to serve a growing aging population and workforce households.

3. Ensure Policy-Responsive Land Enablement

While projected demand may be met on paper, the District should ensure a proactive approach to land enablement. This includes reviewing zoning, reducing regulatory barriers to gentle infill, and ensuring that development sequencing aligns with infrastructure planning and fiscal sustainability. Peripheral areas should be evaluated carefully through a long-term, phased lens to avoid premature infrastructure commitments.



Commercial Analysis

3 | COMMERCIAL ANALYSIS

As outlined in this chapter, future commercial land needs will be shaped by the District's ability to capture and retain projected growth in retail and service-based spending.

3.1 | Introduction

Overview

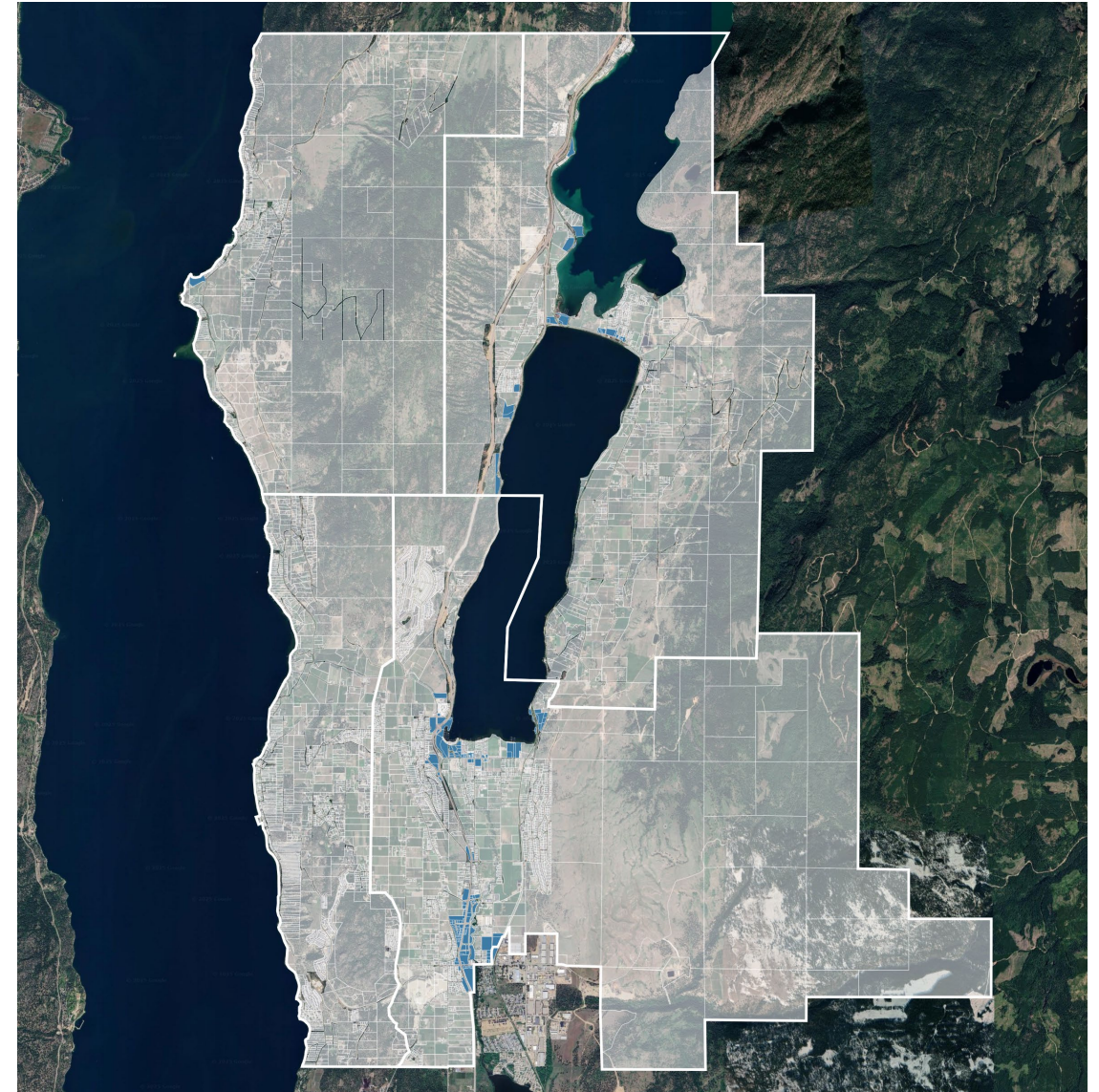
This chapter assesses whether the District's current land supply of approximately 90 ha designated for commercial use (in addition to Urban Residential and High-Density Residential areas) is sufficient to accommodate projected demand through 2051. CBRE analyzes potential gaps between future needs and existing or planned capacity by examining a range of market and policy considerations, including:

- **Retail Sales Growth Trends by Subcategory (2022–2024)**
- **Local Retail and Office Market Conditions (2025)**
- **Existing and Pipeline Commercial Inventory (2025–2051)**
- **Commercial Demand Projections (2025–2051)**
- **Forecasted Supply-Demand Gap (2051)**
- **Assessment of Vacant and Underutilized Land (as of July 2025)**
- **Key Planning Implications and Recommendations**

Methodology

CBRE's commercial demand model estimates supportable retail and service-based floorspace by projecting future disposable income and applying a customized sales-to-income ratio reflective of local spending patterns. Sales capture rates are then adjusted to account for competitive market pressures and geographic access considerations. These projected expenditures are translated into floorspace requirements using productivity benchmarks linked to achievable lease rates. The result is a grounded, data-driven estimate of the commercial space needed to meet demand through 2051.

FIGURE 14 – COMMERCIAL LAND AREAS | Lake Country currently has approximately 90 ha of land designated for commercial land uses.



Source: District of Lake Country (2025), CBRE (2025)

3 | COMMERCIAL ANALYSIS

Retail trends continue to show strong performance in food services, health and wellness, and experience-based sectors—categories that align with Lake Country’s local market profile.

3.2 | Commercial Market Trends

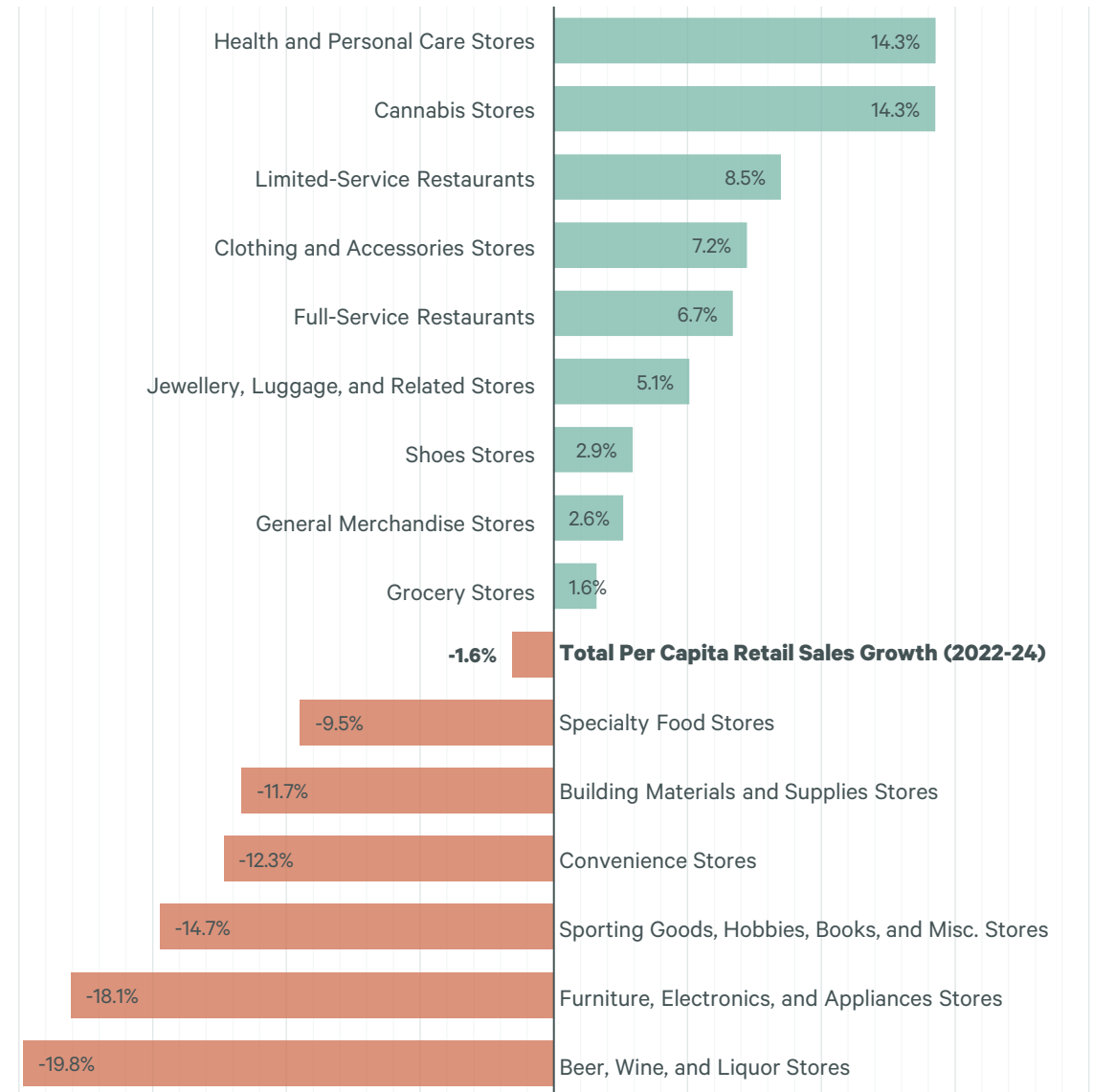
Provincial Retail Sales Trends

Before evaluating local market dynamics and projecting future demand, it is important to understand broader retail trends across British Columbia, as these will shape Lake Country’s retail environment. As shown in Figure 14, inflation-adjusted per capita retail sales in B.C. declined by 1.6% between 2022 and 2024. This trend reflects high interest rates, inflationary pressures, and evolving post-pandemic spending habits. That said, subcategory performance has varied considerably.

Convenience-oriented and experience-based retail segments have shown resilience. Between 2022 and 2024, health and personal care stores (+14.3%) and cannabis retailers (+14.3%) led growth, followed by limited-service restaurants (+8.5%), clothing and accessories (+7.2%), and full-service restaurants (+6.7%). These gains highlight consumer preferences for essential goods and experiential services. In contrast, discretionary categories such as electronics and appliances have seen declining sales due to tighter household budgets and e-commerce competition.

Despite these challenges, CBRE believes Lake Country is positioned to support modest, localized retail growth. Large-format and destination retail will continue to concentrate in Kelowna, but Lake Country’s growing population and changing demographics will generate demand for small-scale, convenience-oriented commercial uses—especially when integrated into mixed-use developments near residential hubs. A strategic focus on walkable, well-distributed retail—such as health services, wellness providers, and food and beverage operators—will enhance community livability and support the District’s broader planning goals.

FIGURE 15 - PER CAPITA RETAIL SALES GROWTH (2022 – 2024) | Per capita retail sales are growing among several convenience and comparison subcategories.



Source: Statistics Canada (2025)

3 | COMMERCIAL ANALYSIS

Lake Country's retail market is performing well but remains modest in scale, with opportunities for growth concentrated in walkable, mixed-use centres, tourism-oriented businesses, and value-driven retailers serving a mix of residents, visitors, and the expanding regional population.

Local Retail Market Trends

Lake Country's retail market, while relatively small in scale, is showing strong performance metrics that exceed expectations for a community of its size. Vacancy remains low and tenant turnover minimal, reflecting steady population growth and a constrained competitive landscape. Grocery anchored centres—particularly in Winfield—are performing well. The Save-On-Foods location, for example, is estimated to generate grocery sales of roughly \$750 per square foot, well above the national benchmark of \$650. Inline tenants in these centres are also reporting strong results, with average sales of \$435 per square foot—surpassing the Metro Vancouver average of \$395.

Several national and regional tenants now view Lake Country as an underserved market. Dollarama's location ranks in the top national quartile, suggesting capacity for an additional 15,000–20,000 square feet of comparable value-oriented retail. Similarly, large-format discount grocers like No Frills and FreshCo have reportedly been exploring 25,000–30,000 square-foot opportunities, pointing to ongoing spending leakage to nearby Kelowna. As Lake Country continues to attract a broader demographic mix—including young families, remote workers, and retirees—the area is increasingly appealing to population and tourism serving tenants such as specialty food services, convenience-oriented tenants, and personal services.

Tourism represents another layer of potential. Lake Country's location between Kelowna and Vernon, coupled with its lakeside setting and proximity to vineyards, positions it as a high-visibility corridor for Okanagan visitors. While current offerings remain focused on essential retail, there is untapped opportunity to diversify into tourism-supportive formats—boutiques, artisanal food and beverage, and recreational retail—that could both enhance placemaking and strengthen the local economy.

Planning Implications

Looking ahead to 2051, Lake Country's anticipated population growth and shifting consumer patterns are expected to require an expanded commercial land use strategy. The OCP should prioritize the evolution of neighbourhood-scale commercial nodes, particularly in Winfield as it is already supported by existing infrastructure, road networks, and growing residential catchments. Embedding retail within mixed-use formats in this area will promote more complete, walkable communities and help reduce the reliance on Kelowna and Vernon for day-to-day needs.

Beyond supporting local-serving convenience and lifestyle retail, there may be an opportunity to broaden the commercial policy framework to include uses that contribute to economic diversification and tourism activation. The District is well-positioned to encourage cafés, tasting rooms, boutique retailers, agri-food shops, and trailhead-oriented services that align with Lake Country's rural character and growing recreational appeal. Strategic infill on underutilized sites—especially those with scenic attributes or strong visibility—could help catalyze these uses while enhancing key corridors and destination appeal.

To respond to evolving retail formats, the District may also consider increasing flexibility in zoning and built form regulations to accommodate hybrid and emerging models. This includes space for e-commerce-supported local businesses, part-time or modular retail formats, and co-working/retail hybrids. Enabling this kind of adaptability will support tenant diversity, improve local capture of consumer spending, and build resilience into Lake Country's commercial base. A more complete retail offering will enhance community livability while reinforcing the District's long-term economic sustainability and identity as a distinct, self-sufficient municipality.

3 | COMMERCIAL ANALYSIS

Lake Country's office market is small and primarily local-serving, with future demand best accommodated through small-scale, flexible spaces integrated into mixed-use nodes, rather than standalone office developments.

Local Office Market Trends

Lake Country's office market remains small and primarily population-serving, with limited dedicated inventory and few new developments in recent years. Office demand is generally accommodated through mixed-use buildings, retail plazas, and small-format standalone units, rather than purpose-built complexes. This reflects the scale of the local economy and demand profile—anchored by medical, legal, financial, and real estate services concentrated in Winfield, the Town Centre, and along Highway 97.

Vacancy remains low and occupancy stable, suggesting steady—though moderate—local demand. However, lease rates are substantially lower than those in nearby Kelowna or Vernon, limiting the financial viability of standalone office construction due to high build costs and constrained rental returns. As a result, new supply is expected to emerge incrementally through mixed-use or retail-integrated developments.

While many residents continue to commute to Kelowna for office-based work, the rise of remote and hybrid employment models—combined with Lake Country's appeal to entrepreneurs and home-based professionals—may support increased demand for flexible formats such as co-working spaces, live-work units, and wellness-oriented commercial hubs.

Looking forward, modest expansion in office supply may be justified to accommodate growth in health services, government, and tourism-related administration. Any future development should reflect local market conditions and target adaptable, small-scale formats rather than speculative, large-footprint offices.

Planning Implications

Given Lake Country's modest population base, its proximity to major employment centres such as Kelowna, and limited historical office absorption, the realistic potential for standalone office development remains low. Local demand is expected to remain primarily population-serving—driven by medical, dental, legal, real estate, and professional services—best accommodated within small-scale, flexible commercial spaces embedded in mixed-use buildings.

Even if tenant interest increases, prevailing lease rates in Lake Country—typically below those achievable in larger urban markets—are unlikely to support the high construction costs associated with new standalone office projects. This reinforces the importance of integrating office uses within broader mixed-use formats, where shared infrastructure and increased land-use efficiency improve development feasibility.

Planning policies should therefore consider office space as part of ground-floor commercial (within less desirable units from a retail perspective) or within the 2nd floor of mixed-use developments, rather than standalone buildings. The OCP should also encourage adaptable formats such as live-work units, co-working hubs, and small-scale medical or professional offices within neighbourhood-scale commercial areas. These formats align with evolving work trends and support the District's goals for more complete, locally-serving communities.

Zoning and land use policy should remain flexible to accommodate a broad range of office uses while discouraging land speculation or the long-term reservation of sites for office development that may not materialize. A context-sensitive, demand-driven approach will ensure that the District meets its emerging office needs while supporting fiscal sustainability and community-building objectives. Ideally this would support office space as a secondary use, within the second floor of mixed-use developments.

3 | COMMERCIAL ANALYSIS

The District is home to approximately 169 retail and service commercial uses, with a strong representation of “daily needs” tenants such as grocery stores, pharmacies, and restaurants.

3.3 | Total Commercial Inventory

Retail and Commercial Services Inventory Overview

To estimate the current inventory of retail and commercial service supply—including health, personal, financial, and fitness services—CBRE reviewed the District’s business license data and validated findings through in-person fieldwork. Based on this analysis, the District is estimated to have approximately 169 active retail and service commercial businesses.

This total includes a strong share of food services (grocery stores, restaurants, cafés), commercial services, and other locally oriented “daily needs” tenants. In contrast, most comparison shopping and large-format retail activity continues to be captured by nearby Kelowna—a pattern expected to persist through the projection horizon.

Under Construction and Planned Supply

CBRE has reviewed rezoning, development permit, and building permit data and consulted with District staff to estimate the amount of commercial floorspace currently under construction, confirmed for short-to-medium-term development, and planned for completion by 2051.

Based on this assessment, the District is expected to add approximately 10,000 to 20,000 square feet of commercial floor area in the near term. An additional 60,000 to 70,000 square feet is planned and anticipated to be delivered by 2051, resulting in a total projected increase of 70,000 to 90,000 square feet of commercial supply to meet future demand.

FIGURE 16 - COMMERCIAL INVENTORY | **Lake County’s tenant mix primarily caters to the convenience-needs of the surrounding community.**

Retail and Commercial Services Subcategory	Total Businesses	% of Total
Restaurants and Drinking Establishments	45	26.6%
Health Services	35	20.7%
Personal Services	20	11.8%
Financial Services	14	8.3%
Grocery, Convenience, and Specialty Food Stores	13	7.7%
Miscellaneous Retail Stores	11	6.5%
Fitness Services	8	4.7%
Clothing and Accessories Stores	5	3.0%
Health and Personal Care Stores	5	3.0%
Beer, Wine, and Liquor Stores	4	2.4%
Sporting Goods, Hobbies, and Books Stores	4	2.4%
Building Materials, Equipment, and Supplies Stores	2	1.2%
General Merchandise Stores	2	1.2%
Furniture and Furnishings Stores	1	0.6%
Total Retail and Commercial Services Businesses	169 Businesses	
Confirmed Upcoming Additional Supply	10,000 to 20,000 sf GLA	
Planned and Expected Additional Supply	50,000 to 60,000 sf GLA	



Sources: District of Lake Country (2025), CBRE (2025)

3 | COMMERCIAL ANALYSIS

Lake Country shows strong per capita retail spending, with growth potential in daily-needs categories, though future capture depends on limiting outflows to Kelowna and leveraging tourism inflows.

3.4 | Forecasted Expenditure Growth

Current Commercial Spending Potential and Growth Potential

As of 2025, Lake Country’s retail and service commercial sector generates approximately \$337 million in annual residential expenditure potential, translating to \$18,600 per capita—well above provincial and regional averages. This reflects the District’s strong purchasing power despite its relatively modest population base.

Spending is concentrated in daily-needs categories, including grocery stores (\$5,716 per capita) and restaurants and food services (\$3,131). This aligns with observed sales performance from local tenants and reinforces the case for further neighborhood-scale retail expansion. Growth opportunities exist for additional food, beverage, and health-related retailers—particularly when integrated into mixed-use developments.

Spending Inflow and Outflow Considerations

While Lake Country retains strong local spending in key categories, there is significant retail outflow to nearby Kelowna, especially in discretionary or large-format categories like electronics, general merchandise, and discount groceries. Local retail is primarily designed to serve day-to-day resident needs; however, some inflow spending is driven by tourism and rural catchment areas, particularly during peak seasons.

On the following pages, CBRE examines how much of the projected future spending potential could realistically be captured within the District. This analysis accounts for leakage trends, the impact of tourism, and the District’s evolving retail landscape—including realistic development capacity, tenant feasibility, and achievable lease rates.

FIGURE 17 – 2025 EXPENDITURE POTENTIAL | **Per capita expenditures are notably higher in Lake Country than regional and provincial averages.**

Retail and Commercial Services Subcategory	Total Spending	Per Capita Spending
Building Materials, Garden Equipment, and Supplies	\$6,713,557	\$371
Grocery Stores, Convenience Stores, and Specialty Food	\$103,514,684	\$5,716
Beer, Wine, and Liquor	\$22,252,268	\$1,229
Furniture and Furnishings	\$22,727,073	\$1,255
Electronics and Appliances	\$25,090,849	\$1,385
General Merchandise	\$6,890,978	\$381
Health and Personal Care	\$30,491,626	\$1,684
Clothing and Accessories	\$41,324,240	\$2,282
Sporting Goods, Hobbies, and Books	\$9,924,700	\$548
Miscellaneous Retail	\$11,789,341	\$651
Restaurants and Drinking Establishments	\$56,703,075	\$3,131
Total Annual Residential Expenditure Potential (2025)	\$337,422,391	\$18,632



Sources: Conference Board of Canada (2025), Statistics Canada (2025), CBRE (2025)

3 | COMMERCIAL ANALYSIS

Lake Country could capture up to \$96.7M in retail sales by 2051—mainly in daily-needs categories like grocery, restaurants, and health services—if growth is supported in targeted nodes.

3.5 | Sales Growth Capture Potential

Sales Growth Capture Potential (2025–2051)

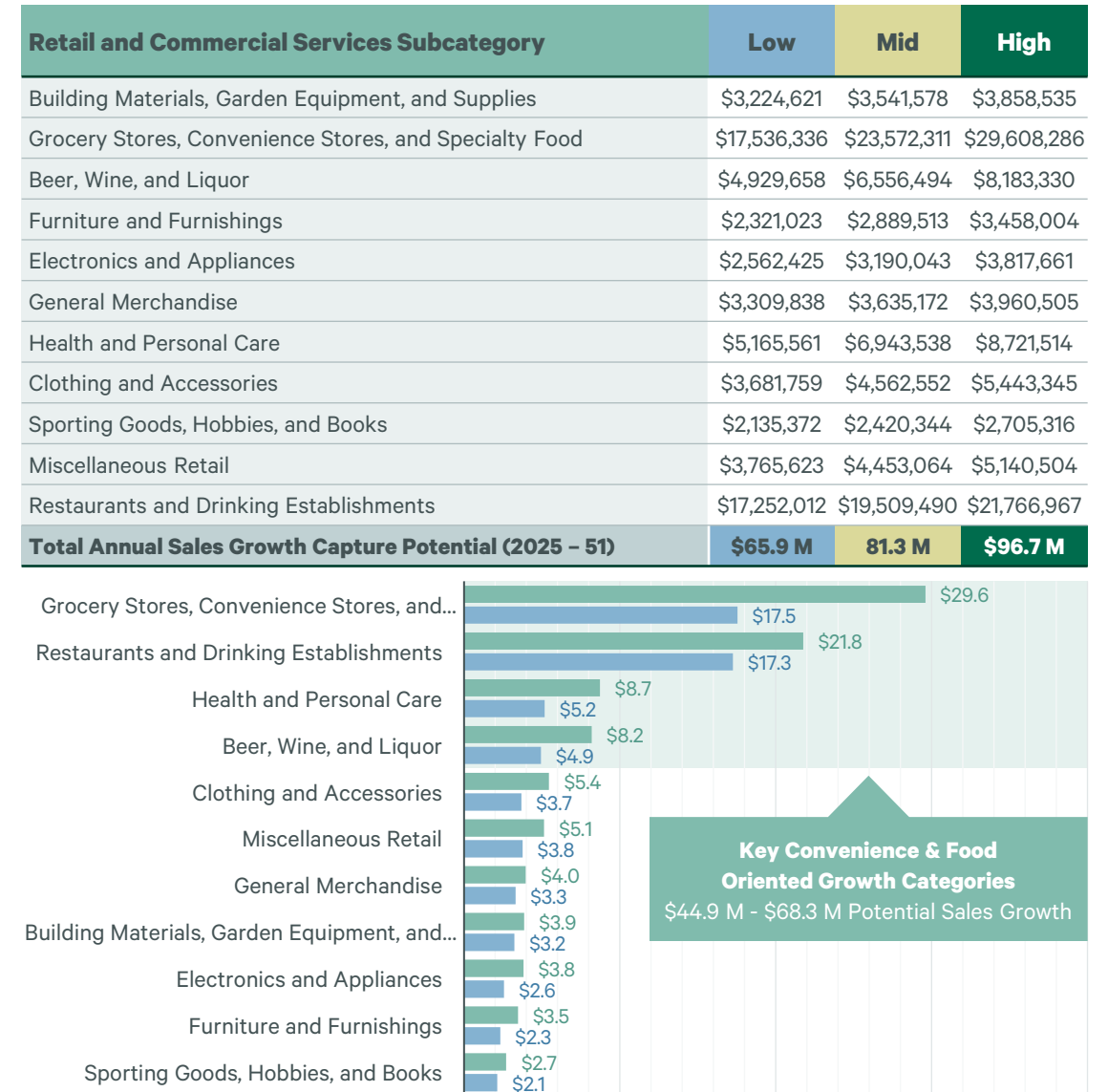
CBRE estimates that Lake Country could achieve between \$65.9 million and \$96.7 million in additional annual retail and service commercial sales by 2051, depending on the rate of population growth. This represents the potential sales growth that could be captured locally, assuming that new commercial space is appropriately located and aligns with consumer demand.

The strongest sales growth is expected among daily-needs and convenience-oriented categories, including grocery stores, restaurants, health and personal care, and liquor sales. These four subcategories alone account for approximately 60–70% of total growth potential, highlighting the importance of planning for neighbourhood-serving commercial nodes rather than destination or large-format retail.

By contrast, categories such as furniture, electronics, and sporting goods are expected to see more modest local capture, with much of this demand continuing to flow to nearby Kelowna. This emphasizes the importance of targeting new commercial space in high-visibility, high-accessibility areas that can attract daily shoppers and capitalize on proximity to residential growth areas.

Strategically enabling an additional \$80M+ in annual sales capture will require the District to support a combination of small-format retail, mixed-use development, and accessible commercial centres. On the following pages, CBRE explores how this sales capture potential translates into supportable leasable floor area by subcategory, and the land required to support such development.

FIGURE 18 – SALES GROWTH CAPTURE POTENTIAL | **Strong sales growth potential is expected among locally serving convenience and food subcategories.**



Sources: Conference Board of Canada (2025), Statistics Canada (2025), CBRE (2025)

3 | COMMERCIAL ANALYSIS

Lake Country is projected to need 69,000 to 130,000 sq. ft. of commercial space by 2051, best accommodated in mixed-use developments and modest walkable neighbourhood nodes, requiring 1.3 to 3.4 ha in addition to planned upcoming supply. Higher densities are recommended.

3.6 | Gap Analysis and Land Requirements

Gap Analysis and Typology Implications

As outlined in the figures to the right and on the following page, CBRE estimates that the District of Lake Country could experience total commercial floorspace demand growth of between 139,000 and 200,000 square feet by 2051, depending on the population growth scenario. With approximately 70,000 square feet of new supply currently confirmed or expected from ongoing and planned mixed-use projects, the District could face an additional commercial floorspace gap of between 69,000 and 130,000 square feet.

This gap will largely emerge in population-serving categories such as restaurants, grocery stores, health and personal care, and various personal and professional services. These categories reflect Lake Country’s evolving role as a self-sufficient community offering essential goods and services to a growing local population. Importantly, the typology of future commercial space should be context-sensitive. The majority of this space could be accommodated within neighbourhood-scale, pedestrian-friendly mixed-use developments.

Potential Land Requirements

To translate projected floorspace gaps into land needs, CBRE applied a range of commercial density assumptions, resulting in land requirements of approximately 1.3 to 3.4 ha to accommodate long-term demand. Planning policy should target a mid-point scenario—adding 2.1 to 2.6 ha of commercial land—balancing the need for development flexibility with the importance of avoiding oversupply. Future commercial development should prioritize formats that serve daily needs, are pedestrian-oriented, and integrate well within existing or emerging residential areas.

Locational Implications

Given the scale and nature of projected demand, new commercial development in Lake Country should be directed toward established and emerging growth areas such as Winfield, the Town Centre, and Woodsdale. These areas already have the supporting infrastructure and population density needed to make commercial development viable, particularly when delivered as part of broader mixed-use projects. Peripheral or highway-oriented development should only focus underserved needs or specific tenant interest.

The District’s commercial land-use strategy should remain responsive to market realities: even in high-growth scenarios, demand is expected to remain modest and highly localized. Focusing on intensification within existing nodes—rather than the creation of major new commercial areas—will help ensure new supply is viable, efficiently serviced, and aligned with Lake Country’s vision for walkable, complete communities. In addition, small-scale, convenience-oriented retail should be planned near growing residential areas such as Lakestone to meet day-to-day needs and support more self-sufficient neighbourhoods.

FIGURE 19 – COMMERCIAL LAND REQUIREMENTS | **Lake Country may require an additional 1.3 to 3.4 ha of land suitable for commercial development.**

Total Additional Land Requirements (2025 – 2051)	Low Growth	Mid Growth	High Growth
High Density (FAR .50)	1.3 ha	1.8 ha	2.4 ha
Mid-Density (FAR .43)	1.5 ha	2.1 ha	2.8 ha
Low Density (FAR .35)	1.8 ha	2.6 ha	3.4 ha

Sources: CBRE (2025)

3 | COMMERCIAL ANALYSIS

Assuming approximately 70,000 sf of gross leasable area will be introduced to the market by 2051 within upcoming and planned mixed-use projects, the District would be expected to require an additional 69,000 to 130,000 sf of floorspace to accommodate long-term demand.

FIGURE 20 – COMMERCIAL DEMAND GROWTH (2025 – 2051) | **The District will experience notable demand for additional retail floorspace between 2025 and 2051.**

Retail and Commercial Services Subcategory	Low Growth	Mid Growth	High Growth	Preliminary Comments <i>(to be refined within upcoming retail and hotel study)</i>
Building Materials, Garden Equipment, and Supplies	9,000 sf	10,000 sf	11,000 sf	Niche timber-yard / outdoor living centre tenant type to complement the existing Home Hardware.
Grocery Stores, Convenience Stores, and Specialty Food	23,000 sf	30,000 sf	38,000 sf	Additional discount grocer, along with a variety of smaller convenience and specialty food tenants.
Beer, Wine, and Liquor	4,000 sf	5,000 sf	6,000 sf	Boutique craft beer and wine shop ideally located adjacent to an additional grocery store.
Furniture and Furnishings	9,000 sf	12,000 sf	14,000 sf	Two smaller format, boutique showrooms offering trendy furniture and furnishings.
Electronics and Appliances	5,000 sf	6,000 sf	8,000 sf	Collection of CRUs offering goods that don't require significant comparison-shopping opportunities.
General Merchandise	8,000 sf	9,000 sf	10,000 sf	Additional value banner capturing price-sensitive shopping.
Health and Personal Care	9,000 sf	13,000 sf	16,000 sf	Aging population drives demand for hearing, optical, physio, and integrative health options.
Clothing and Accessories	9,000 sf	11,000 sf	14,000 sf	Tourism and higher-income residents will support a few additional boutique stores.
Sporting Goods, Hobbies, and Books	6,000 sf	7,000 sf	8,000 sf	Multipurpose retailers offerings sporting good sales, rentals, outdoor gear, etc.
Miscellaneous Retail	13,000 sf	15,000 sf	17,000 sf	Growth in this sector will primarily be related to pet goods and related items.
Restaurants and Drinking Establishments	25,000 sf	28,000 sf	31,000 sf	Strong demand for a variety of full and limited-service restaurants.
Commercial Services	19,000 sf	23,000 sf	27,000 sf	Barbers, salons, boutique fitness, personal services, and similar tenant types.
Total Additional Floor Area Demand by 2051	139,000 sf	169,000 sf	200,000 sf	It is recommended to target the mid-point of this range in order to ensure the market is not over supplied and existing tenants experience strong sales performance.
Projected Floor Area Gap by 2051	69,000 sf	99,000 sf	130,000 sf	Assuming the mid-point of upcoming and planned supply (~70,000 sf GLA) is introduced to the market between 2025 and 2031.

Source: CBRE (2025)

3 | COMMERCIAL ANALYSIS

The District of Lake Country has an estimated 22 ha of land suitable for future commercial development, 8.7 ha of which currently is vacant or underutilized without any development plans.

3.7 | Vacant and Underutilized Land Area

Capacity Analysis Overview and Methodology

To assess the total amount of vacant and underutilized land suitable for future standalone or mixed-use commercial development, CBRE reviewed GIS data provided by the District and the RDCO and supported key findings through detailed in-person fieldwork. The analysis considered a range of physical and planning-related factors, including:

- **Topography, Environmental, and Urban Containment Boundary Constraints**
- **Access to key vehicle and active mobility routes**
- **Location relative to existing and emerging growth nodes**

Upcoming, Planned, Vacant, and Underutilized Land

CBRE has identified approximately 22 ha of land within the District that is suitable for future commercial development, the majority of which is within areas permitting mixed-use development. This includes an estimated 4.5 ha of developable vacant land, and an additional 4.2 ha of potentially underutilized land.

Ref	Category	Description	Hectares
	Upcoming	Confirmed upcoming expected in the short- to mid-term	6.1 (28.5%)
	Planned	Planned supply assumed to be introduced by 2051	6.7 (31.2%)
	Vacant	Vacant and potentially suitable for development	4.5 (21.0%)
	Underutilized	Underutilized and potentially suitable for intensification	4.2 (19.3%)
Total			21.5

Source: District of Lake Country (2025), CBRE (2025)

FIGURE 21 – VACANT AND UNDERUTILIZED LAND INVENTORY | **Lake Country currently has approximately 8.7 ha of vacant and underutilized commercial land.**



Source: District of Lake Country (2025), CBRE (2025)

3 | COMMERCIAL ANALYSIS

The District’s vacant land designated to permit commercial development is expected to be sufficient to accommodate the projected land demand of 1.3 to 3.4 ha, particularly if commercial components are encouraged within the ground floor in strategic mixed-use areas.

3.8 | Vacant and Underutilized Land by OCP Designation

Future Land Requirements and Development Typologies

As outlined in Section 3.6, demand projections indicate that an additional 1.3 to 3.4 ha of land may be required to accommodate future commercial needs, primarily within mixed-use development formats. Most of this demand could likely be met through vertically integrated, mixed-use buildings that combine ground-floor commercial with residential above. However, one exception may be a future grocery-anchored retail plaza, which could be more appropriate as a standalone format due to parking and access requirements.

Given the District’s growing population—particularly in and around Winfield—future commercial development should emphasize community-serving tenants and prioritize human-scale, pedestrian-oriented design. This includes active frontages, patios, and transparent storefronts that contribute to vibrant public spaces. Outside of Winfield, areas experiencing rapid growth such as Lakestone may warrant the introduction of small-scale, convenience-oriented retail to serve local residents and tourists, support walkability, and reduce reliance on vehicle trips.

Role of Permitting Residential Uses above Commercial Development

Given rising construction costs and constrained lease rates in the Lake Country market, standalone commercial developments may be financially challenging in many instances. Allowing residential uses above ground-floor commercial can help improve project viability by leveraging residential revenue to offset commercial development costs. Strategic rezonings that enable mixed-use formats will be important to unlocking these opportunities, particularly in key nodes with infrastructure and servicing already in place.

That said, grocery-anchored retail plazas continue to perform well and can often command higher lease rates for adjacent retail units. Should a grocery operator seek new space in the market, accommodating one additional standalone retail centre could be justified. These formats continue to provide important community amenities and remain viable under current market conditions.

FIGURE 22 – VACANT AND UNDERUTILIZED LAND INVENTORY BY OCP | The majority of the District’s Commercial Development Potential is within Mixed-Use areas.

Ref	Category	Highway Commercial	Mixed-Use Commercial	Service Commercial	Tourist Commercial	Total Hectares
	Upcoming		0.5 (8.9% of Upcoming)	1.8 (29.3% of Upcoming)	3.8 (61.7% of Upcoming)	6.1 (28.5% of Total)
	Planned		6.6 (97.8% of Planned)		0.1 (2.2% of Planned)	6.7 (31.2% of Total)
	Vacant	0.1 (1.9% of Vacant)	3.9 (88.9% of Vacant)	0.2 (3.4% of Vacant)	0.3 (5.8% of Vacant)	4.5 (21.0% of Total)
	Underutilized	0.8 (19.2% of Underutilized)	2.0 (47.8% of Underutilized)	0.2 (4.1% of Underutilized)	1.2 (28.9% of Underutilized)	4.2 (19.3% of Total)
	Total	0.9 (4.1% of Total)	13.0 (61.0% of Total)	2.2 (9.9% of Total)	5.4 (25.1% of Total)	21.5

Source: District of Lake Country (2025), CBRE (2025)

3 | COMMERCIAL ANALYSIS

Based on the current OCP, Winfield holds the greatest potential to accommodate future commercial growth, representing approximately 84% of the planned, vacant, and underutilized lands with realistic development potential.

3.9 | Vacant and Underutilized Land by Ward

Commercial Development Capacity by Ward

The District’s ability to accommodate future commercial growth varies significantly by ward, with topographic, environmental, servicing, and UCB constraints limiting development potential outside of Winfield. Winfield accounts for approximately 83.8% of the total developable commercial land base, including an estimated 7 ha of vacant or underutilized land with potential for future mixed-use development. While Oyama appears to offer approximately 3.5 ha of potential supply, unresolved infrastructure constraints may limit its near-term feasibility.

Land Use Planning Implications

Lake Country’s projected commercial space needs are moderate—ranging from 69,000 to 130,000 square feet by 2051—but should be directed toward walkable, local-serving formats. These uses are best accommodated in established and emerging nodes such as Winfield, Woodsdale, and the Town Centre, where population density, road access, and servicing infrastructure already support commercial viability.

To reduce retail leakage and enhance local amenity access, the OCP should also support small-scale, convenience-oriented retail in residential growth areas such as Lakestone. Uses such as cafés, health clinics, and neighbourhood shops can promote walkability and support the development of more complete communities.

There is also an opportunity to encourage tourism- and lifestyle-aligned commercial formats that reflect Lake Country’s rural identity and visitor appeal. Agri-retail, boutique shops, and recreation-serving businesses in scenic or high-traffic areas can strengthen the District’s economic diversity and brand.

With up to 3.4 ha of new commercial land required on top of upcoming and planned supply, a focused and flexible land use strategy will be key to ensuring that new supply is both feasible and well integrated into the evolving fabric of the community.

FIGURE 23 – VACANT AND UNDERUTILIZED LAND INVENTORY BY WARD | Winfield appears to have the majority of the District’s future commercial development potential.

Ref	Category	Carr’s Landing	Okanagan Centre	Oyama	Winfield	Total Hectares
	Upcoming			1.9 (30.3% of Upcoming)	4.2 (69.7% of Upcoming)	6.1 (28.5% of Total)
	Planned				6.7 (100% of Planned)	6.7 (31.2% of Total)
	Vacant			0.3 (5.8% of Vacant)	4.2 (94.2% of Vacant)	4.5 (21.0% of Total)
	Underutilized			1.4 (33.0% of Underutilized)	2.8 (19.3% of Underutilized)	4.2 (19.3% of Total)
	Total			3.6 (16.2% of Total)	17.9 (83.8% of Total)	21.5

Source: District of Lake Country (2025), CBRE (2025)

3.10 | Implications

Chapter 3 finds that Lake Country has 90 ha of commercial land and around 169 active businesses, with strong performance in daily-needs retail and low vacancy rates, especially in Winfield. By 2051, up to 130,000 sf of additional space will likely be needed—mainly small-format, convenience-oriented uses. Growth should focus on serviced nodes like Winfield and Woodsdale, while also enabling neighbourhood-scale retail near new areas such as Lakestone. Tourism and mixed-use formats present added opportunities, supported by flexible, responsive planning policy.

Summary of Key Findings

Chapter 3 identifies that the District of Lake Country currently has 90 ha of commercially designated land and approximately 169 active retail and service-based businesses. The existing tenant mix is heavily weighted toward daily-needs categories such as grocery, restaurants, personal services, and health care. Retail performance is strong relative to community size, with above-average sales productivity and low vacancy rates—especially in anchored centres within Winfield.

Future commercial demand is projected to grow by 69,000 to 130,000 sf by 2051 on top of upcoming supply, translating into an additional land requirement of around 1.3 to 3.4 ha. Most of this growth is expected in small-format, convenience-oriented spaces, including cafés, clinics, and food-related services. Large-format and discretionary retailers, such as electronics and general merchandise, are expected to remain focused in Kelowna, where regional shopping destinations and economies of scale are already established.

There is also a clear opportunity to better serve Lake Country's growing population—particularly near new and expanding residential areas such as Lakestone—by enabling neighbourhood-scale retail offerings within walkable formats. Additionally, the District is well-positioned to support more tourism-aligned commercial activity, particularly along key corridors and near natural or recreational assets. These trends underscore the importance of enabling mixed-use, flexible commercial formats in both established and emerging nodes.

Planning Implications

1. Direct Commercial Growth to Serviced Nodes

Focus new commercial development primarily in Winfield, along Main Street and near Woodsdale Road, where population density, servicing infrastructure, and road access already support higher-density mixed-use and retail formats.

2. Enable Convenience Retail near Growing Nodes

Support small-format, daily-needs retail near growing residential areas outside of Winfield—such as near Lakestone and surrounding developments—to enhance walkability, reduce vehicle trips, and foster neighbourhood self-sufficiency.

3. Promote Tourism- and Lifestyle-Aligned Retail

Enable boutique, agri-retail, and recreation-focused commercial uses in scenic or high-traffic corridors to support visitor spending, reinforce local character, and diversify the commercial base.

4. Incorporate Employment Uses in Mixed-Use Settings

Recognize that future office demand will remain modest and best accommodated through upper-storey or co-located space within mixed-use developments. Encourage live-work units, medical offices, and co-working hubs as part of a flexible and resilient land use strategy.



Industrial Analysis

4 | INDUSTRIAL ANALYSIS

As reviewed within this chapter, the future land use needs for additional industrial development will be dependent on economic growth, forecasted demand, and the capacity of nearby land.

4.1 | Introduction

Overview

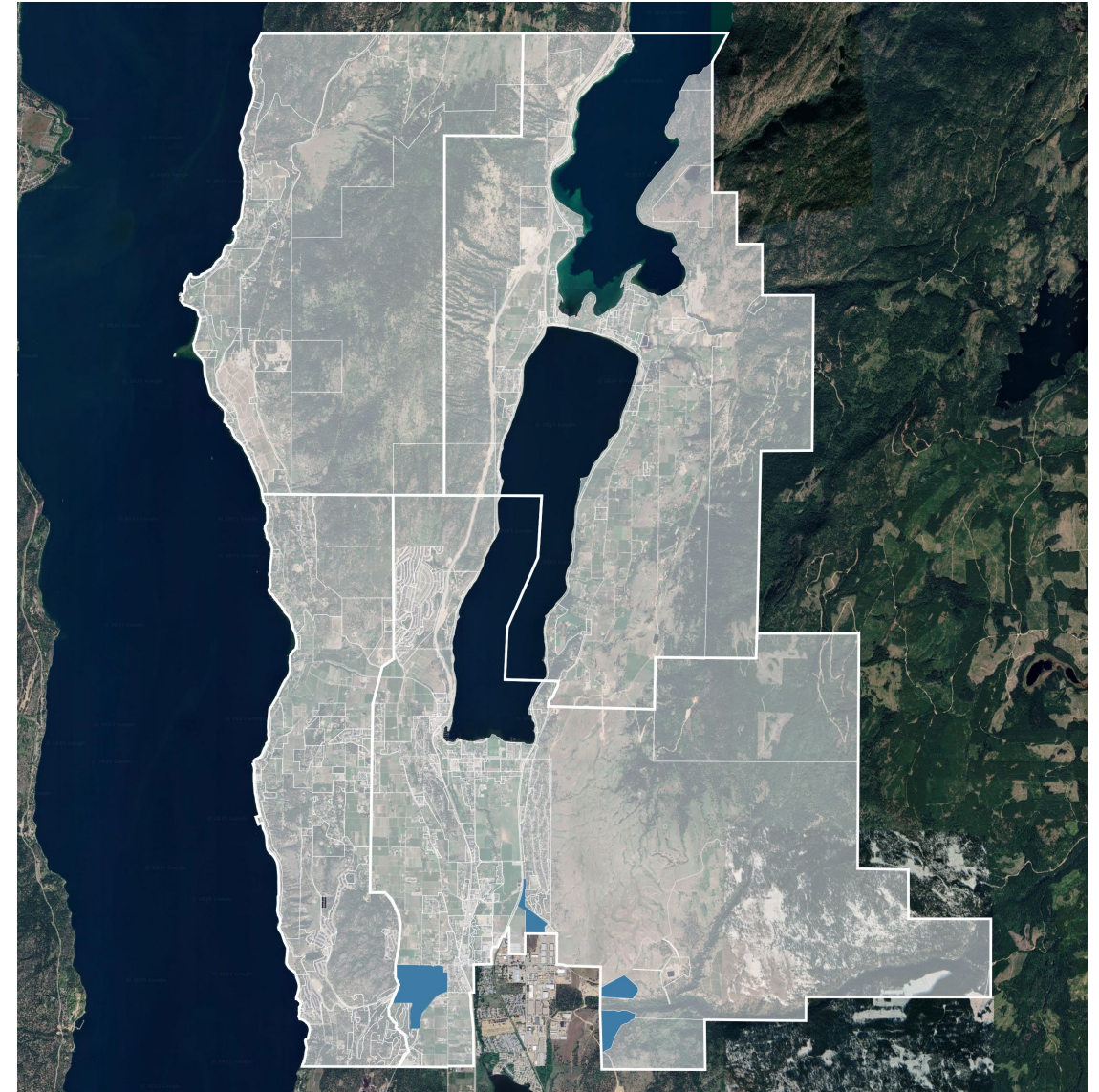
This chapter examines whether the estimated 90 ha of land within the District of Lake Country designated to accommodate industrial land uses is suitable to ensure the gap between future 2051 demand and current / upcoming supply is sufficient to meet the needs of the growing economy. On the following pages, CBRE reviews the following considerations expected to influence potential updates to the OCP, including:

- **Central Okanagan Industrial Market Metrics (2017 – Q1 2025)**
- **Local Industrial Market Trends and Employment Forecasts (2025 – 2051)**
- **Industrial Demand Projections (2025 – 2051)**
- **Forecasted Gap Between Industrial Demand and Supply (2025 – 2051)**
- **Assessment of Vacant and Underutilized Land (as of July 2025)**
- **Implications and Recommendations Regarding Updates to the OCP**

Methodology

CBRE's analysis integrates local and regional industrial market data, including the 2025 RDCO Employment Lands Inventory and Gap Analysis, 2025 Industrial Market Metrics provided by Colliers informing the Lake Country Business Park, and 2024 Regional Employment Projections provided by Deloitte. It also incorporates sources such as BC Statistics and Statistics Canada to update future demand estimates. Further, a detailed GIS review was undertaken to refine the District's industrial inventory and isolate land more likely to accommodate future growth. The resulting methodology outlines the potential for the District to accommodate future industrial demand by 2051.

FIGURE 24 – INDUSTRIAL LAND AREAS | **Lake Country currently has approximately 90 ha of land designated for industrial land uses.**



Source: District of Lake Country (2025), CBRE (2025)

4 | INDUSTRIAL ANALYSIS

Lake Country and North Kelowna are poised for modest industrial growth, supported by rising regional demand, strategic infrastructure planning, and new development supply. This evolution aligns with municipal policy goals and broader Central Okanagan economic objectives.

4.2 | Industrial Market Trends

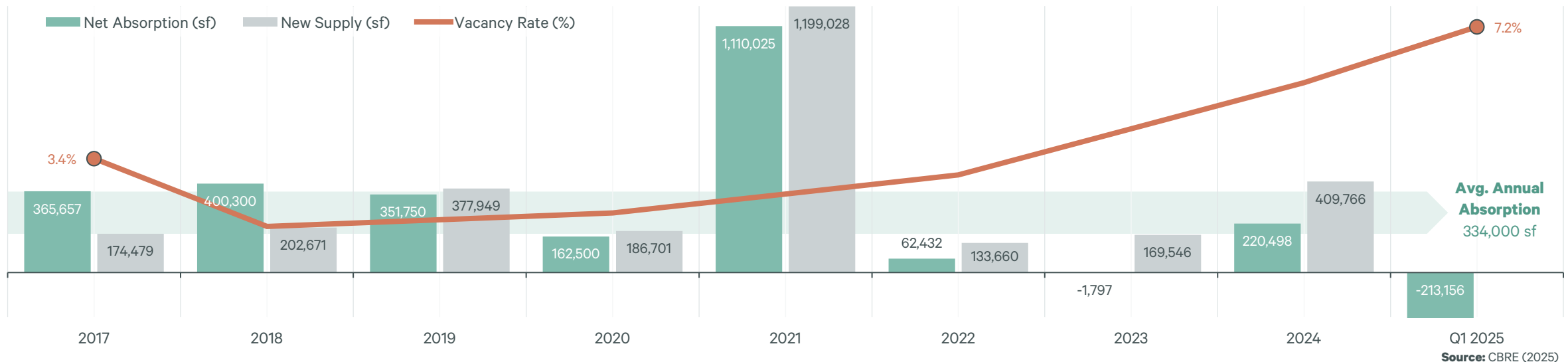
Regional Industrial Market Dynamics (2017 to Q1 2025)

Between 2017 and 2022, Greater Kelowna's industrial market experienced a significant surge, driven by strong post-pandemic demand and sustained absorption, which pushed vacancy rates below 2%. In response, a wave of new development has since been delivered, easing supply constraints and bringing vacancy up to 7.2% by early 2025. Much of this new inventory consists of strata, lease, and small-bay flex units (1,500 to 10,000 sf) complemented by a limited number of large-bay logistics facilities.

Regional Market Implications

Since 2017, the Central Okanagan has averaged approximately 334,000 sf of industrial absorption annually, with nearly 90% concentrated in the City of Kelowna. While this figure may be slightly inflated by the 2021 development surge, it serves as a reasonable upper-bound indicator of future regional demand. If Lake Country were to capture 5% of this activity, consistent with recent trends, it could realistically absorb around 16,700 sf of new industrial space per year at the low-end of expected demand.

FIGURE 25 – CENTRAL OKANAGAN INDUSTRIAL MARKET | Since 2017, the Central Okanagan region has absorbed an average of 334,000 sf of industrial floorspace per year.



4 | INDUSTRIAL ANALYSIS

In addition to a significant amount of recently completed and upcoming supply within Kelowna’s nearby Beaver Lake Road industrial area, an additional 90 ha of land in the area is currently being planned for significant light industrial development.

Local Industrial Market Trends and Employment Forecasts

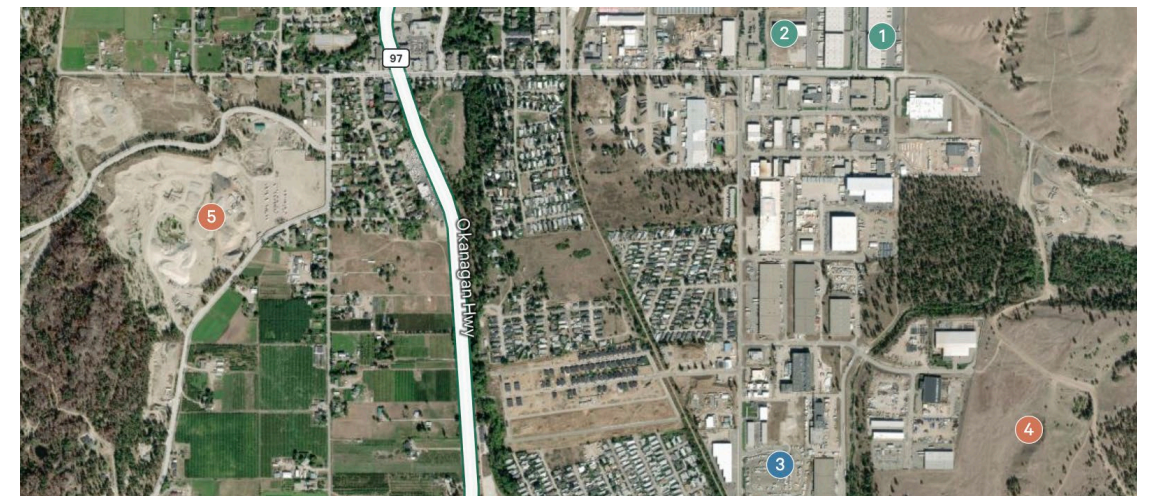
The Beaver Lake Road industrial area in North Kelowna, directly adjacent to Lake Country, is emerging as a strategic industrial hub within the Central Okanagan. This growth is underpinned by land availability, regional supply constraints, and proximity to Kelowna International Airport. Since 2020, over 275,000 sf of new light industrial floorspace has been delivered in the area, including notable projects such as the Beaver Lake Industrial Park and Argus Business Park North. This recent wave of development reflects a broader shift in regional investment activity toward Kelowna’s northern gateway.

Despite this influx of supply, tenant demand remains relatively strong, and the area continues to demonstrate substantial capacity for further growth. Approximately 81 ha of land is being advanced for industrial development within the Bubna Road Industrial Park, partially extending into Lake Country’s eastern boundary, while an additional 50 ha is planned within the District at Lake Country Business Park. Collectively, these areas are positioned to accommodate a diverse mix of users, ranging from local trades and service-based operators to logistics providers and small-bay manufacturing firms.

Looking ahead, Deloitte’s 2024 regional employment projections indicate that industrial employment in the District of Lake Country is expected to rise from an estimated 865 jobs today to between 1,346 and 1,535 jobs by 2051, representing a net increase of 481 to 670 new industrial positions. This anticipated growth highlights the District’s evolving economic structure, which increasingly emphasizes job diversification, local-serving industries, and a broader non-residential tax base. To support this transition, Lake Country will need to prioritize its limited industrial land supply and ensure zoning policies remain flexible and responsive to shifting market needs. These dynamics are explored in greater detail on the following pages.

FIGURE 26 – RECENT AND UPCOMING INDUSTRIAL SUPPLY | **Lake Country and North Kelowna are well served by recently completed light industrial supply**

Development Name and Address	Status	Total GLA	Est. FAR	Format
1) Beaver Lake Rd Industrial Park 230 – 250 Beaver Lake Road	Completed	~200,000 sf	~0.30	Light Industrial
2) Argus Business Park North 300 Beaver Lake Road	Completed	~35,000 sf	~0.35	Light Industrial
3) HW iPlex 270 Hiram Walker Court	Construction	~62,000 sf	~0.36	Light Industrial
4) Bubna Rd Industrial Park 380 Bubna Road	Planned	81 ha	TBD	Light Industrial
5) Lake Country Business Park Glenmore Road	Planned	50 ha	TBD	Light Industrial



Sources: CBRE (2025)

4 | INDUSTRIAL ANALYSIS

Lake Country is projected to see demand for at least 470,000 sf of new light industrial floorspace between 2025 and 2051, best accommodate in formats similar to recently completed supply along Beaver Lake Road. This would require a minimum of nearly 13 ha of total land area.

4.3 | Demand Analysis and Land Requirements

Demand Analysis Methodology and Floorspace Implications

To estimate future industrial floorspace demand in Lake Country, CBRE assessed emerging market trends alongside key planning assumptions, including an average employment density of approximately 700 sf per new light industrial job and a typical floor area ratio (FAR) of 0.35 to 0.45 for new industrial developments. This analysis was used to quantify the level of demand the District could reasonably accommodate between 2025 and 2051 across three growth scenarios—low (480 new jobs), medium (575 new jobs), and high (670 new jobs).

Under these scenarios, CBRE estimates the District could realistically absorb at least 470,000 sf of new industrial floorspace by 2051, equivalent to an average annual absorption rate of approximately 18,000 sf. When compared to the historical regional absorption rate of 334,000 sf per year (as detailed in Section 4.2), this would represent roughly 5.4% of total regional demand, a reasonable and achievable share given Lake Country’s strategic location and emerging role relative to more established industrial nodes in Kelowna and West Kelowna.

Potential Land Requirements

To translate projected floorspace demand into future land requirements, CBRE applied a range of industrial development density assumptions. Based on this analysis, the District is estimated to require between 6.9 and 12.4 ha of industrial land between 2025 and 2051. Given the critical role of industrial lands in supporting economic growth, it is recommended that the District plan toward the upper end of this range to ensure sufficient capacity to meet long-term demand and to avoid constraining industrial supply beyond 2051. This is important as land demand may notably exceed projections if limited new supply is introduced within Kelowna over the planning horizon.

Locational Implications

Due to the scale of projected demand and the established industrial base in the Beaver Lake Road area, future growth in this part of the Central Okanagan should remain concentrated near this node. The Lake Country Business Park is therefore well positioned to accommodate industrial growth over the short term, though near-term development may be slightly limited by current infrastructure and access constraints.

The District’s industrial land-use strategy should remain responsive to market conditions. Even in high-growth scenarios, demand is expected to be somewhat modest in comparison to the broader region. Shifting industrial development further north, such as into the northern regions of Winfield, could dilute supply and reduce operational efficiency. A consolidated approach near Beaver Lake Road is more appropriate, particularly with the expected introduction of substantial new supply within the 81 ha Bubna Road Industrial Park, which will further reinforce the area’s role as a regional industrial hub.

FIGURE 27 – INDUSTRIAL LAND REQUIREMENTS | **Lake Country may require an additional 6.9 to 12.4 ha of land suitable for commercial development by 2051**

Total Additional Land Requirements (2025 – 2051)	Low Growth (480 New Jobs)	Mid Growth 575 New Jobs)	High Growth (670 New Jobs)
High Density (FAR .45)	6.9 ha	8.3 ha	9.7 ha
Mid-Density (FAR .40)	7.8 ha	9.3 ha	10.9 ha
Low Density (FAR .35)	8.9 ha	10.7 ha	12.4 ha

Sources: CBRE (2025)

4 | INDUSTRIAL ANALYSIS

The District of Lake Country has an estimated 84 ha of land potentially available for industrial development, the majority of which is currently planned within the Lake Country Business Park.

4.4 | Vacant and Underutilized Land Area

Overview and Methodology

To estimate the total amount of vacant and underutilized land suitable for future industrial development, CBRE analyzed GIS data provided by the District and RDCO, categorized by OCP land use designations and adjusted for topographic, environmental, and infrastructure constraints affecting each parcel's developable area.

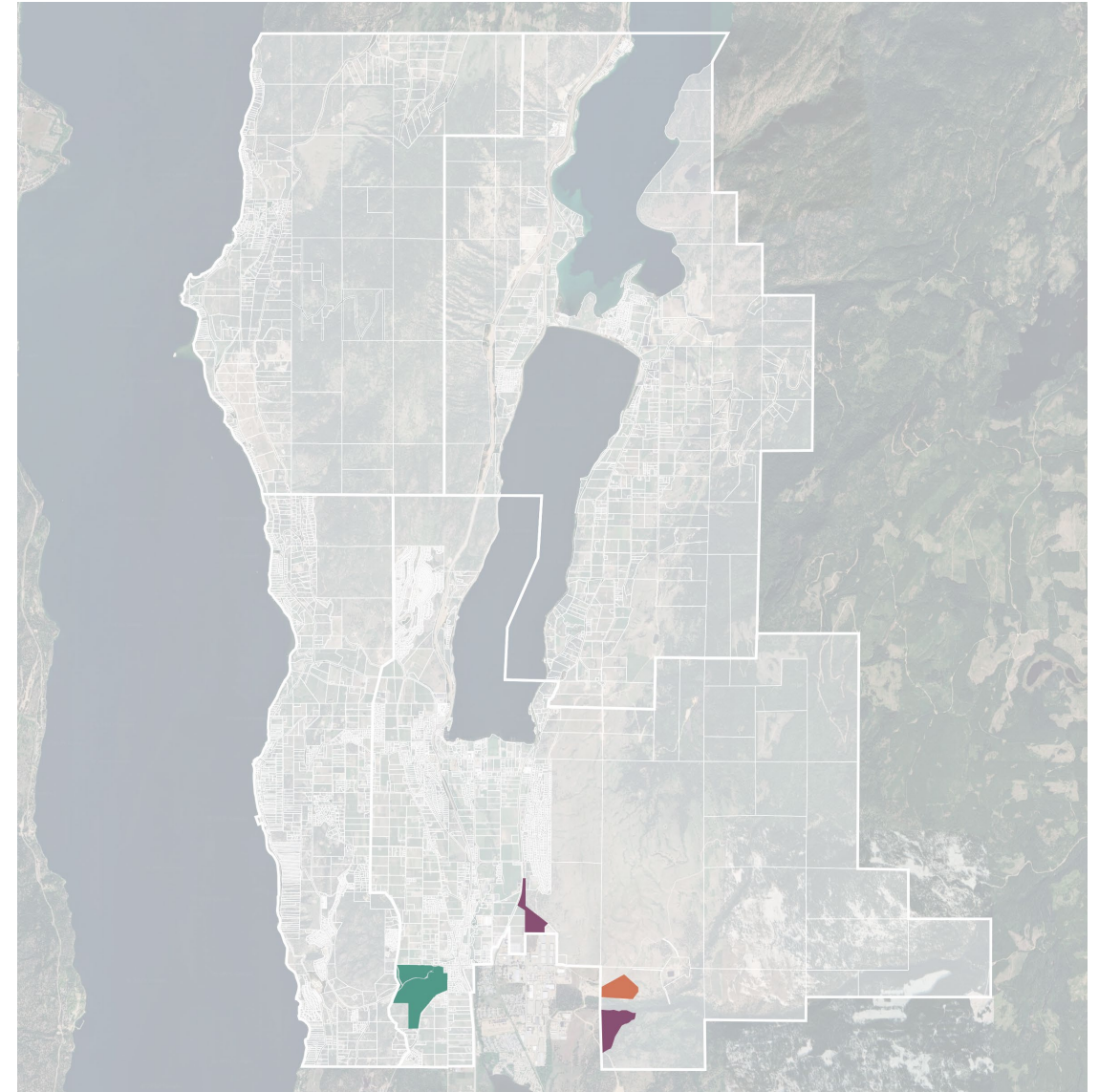
Potential Industrial Land Capacity

CBRE estimates that the District of Lake Country has approximately 84 ha of industrial-designated land suitable for future development. Of this, the majority (50 ha) is located within the planned Lake Country Business Park. Another 13 ha lies within Lake Country's portion of the planned 81 ha Bubna Road Industrial Park, near the Kelowna–Lake Country boundary. Together, these areas provide a substantial industrial land supply, indicating that Lake Country is not significantly constrained by long-term land availability. Based on CBRE's projected demand of up to 12.4 ha by 2051, the District appears well-positioned to accommodate growth while retaining flexibility beyond 2051.

Ref	Category	Description	Hectares
	Upcoming	Lake Country Business Park	50.0 (59.8%)
	Planned	Planned supply assumed to be introduced by 2051	0
	Vacant	Vacant and suitable for development (including Copper Hill area)	22.2 (26.6%)
	Underutilized	Underutilized and potentially suitable for intensification	11.4 (13.6%)
Total			83.6

Source: District of Lake Country (2025), CBRE (2025)

FIGURE 28 – VACANT AND UNDERUTILIZED LAND INVENTORY | **Lake Country Business Park could likely absorb most of the District's near-term industrial demand.**



Source: District of Lake Country (2025), CBRE (2025)

4.5 | Implications

Chapter 4 concludes that Lake Country is well-positioned to accommodate modest industrial growth, supported by ample land availability, steady regional demand, and proximity to the expanding Beaver Lake Road industrial area.

Between 2025 and 2051, the District is projected to support up to 470,000 sf of new light industrial floorspace, translating to a land need of approximately 12.4 ha.

With 50 ha of planned supply within the Lake Country Business Park, the District appears well-equipped to meet anticipated demand over the near term.

Summary of Key Findings

Chapter 4 highlights that Lake Country's industrial sector is poised for modest but strategic growth, shaped by steady demand, regional supply constraints, and shifting economic structures. Since 2017, the Central Okanagan has absorbed an average of 334,000 sf of industrial floorspace annually, with Kelowna capturing approximately 90% of this activity. While Lake Country's share has been limited to date due to a lack of new supply, its proximity to the rapidly developing Beaver Lake Road industrial area positions it as a key emerging node.

Moving forward, Lake Country is expected to support between 480 and 670 new industrial jobs by 2051, translating to demand for up to 470,000 sf of new light industrial space. This would require approximately 6.9 to 12.4 ha of serviced land. Much of this growth is expected to be concentrated within the planned Lake Country Business Park and nearby Bubna Road Industrial Park, offering scale and co-locational advantages.

Importantly, it does not appear that the District is significantly land-constrained from an industrial perspective. With approximately 83.8 ha of industrial-designated land, 50 ha of which is within the planned Lake Country Business Park, the District appears well-positioned to support near- and long-term absorption, with flexibility to adjust to evolving tenant profiles and building formats. While annual absorption is expected to average just 18,000 sf, this figure could grow significantly as it is dependent on regional supply conditions and whether competitive product is continually built within Kelowna.

Planning Implications

1. Preserve and Optimize Strategic Industrial Lands

Although the District appears to have sufficient industrial land to meet projected demand through 2051, it remains important to protect this land use base and avoid premature conversion to residential or commercial uses. Preserving this supply will provide long-term flexibility, particularly if actual demand exceeds current projections.

2. Invest in Servicing and Access Infrastructure

Ensure infrastructure planning for the Lake Country Business Park and the District's portion of the Bubna Road Industrial Park is aligned with market timing to enable development as demand materializes.

3. Maintain Flexible Zoning and Policy Tools

Review and update zoning bylaws, as needed based on engagement with local developers and tenants, to accommodate a broader range of emerging light industrial formats while reducing regulatory barriers to investment. Policies should remain adaptable to evolving market conditions and end-user requirements.

4. Coordinate with Regional Planning Efforts

Continue aligning local planning decisions with broader RDCO economic development objectives, with a focus on employment growth, tax base diversification, and the efficient use of land within high-opportunity industrial areas.



Agricultural Analysis

5 | AGRICULTURAL ANALYSIS

As outlined in this chapter, Lake Country's future land needs for agriculture will depend on multiple factors—including sector growth, operational intensification, and land suitability.

5.1 | Introduction

Overview

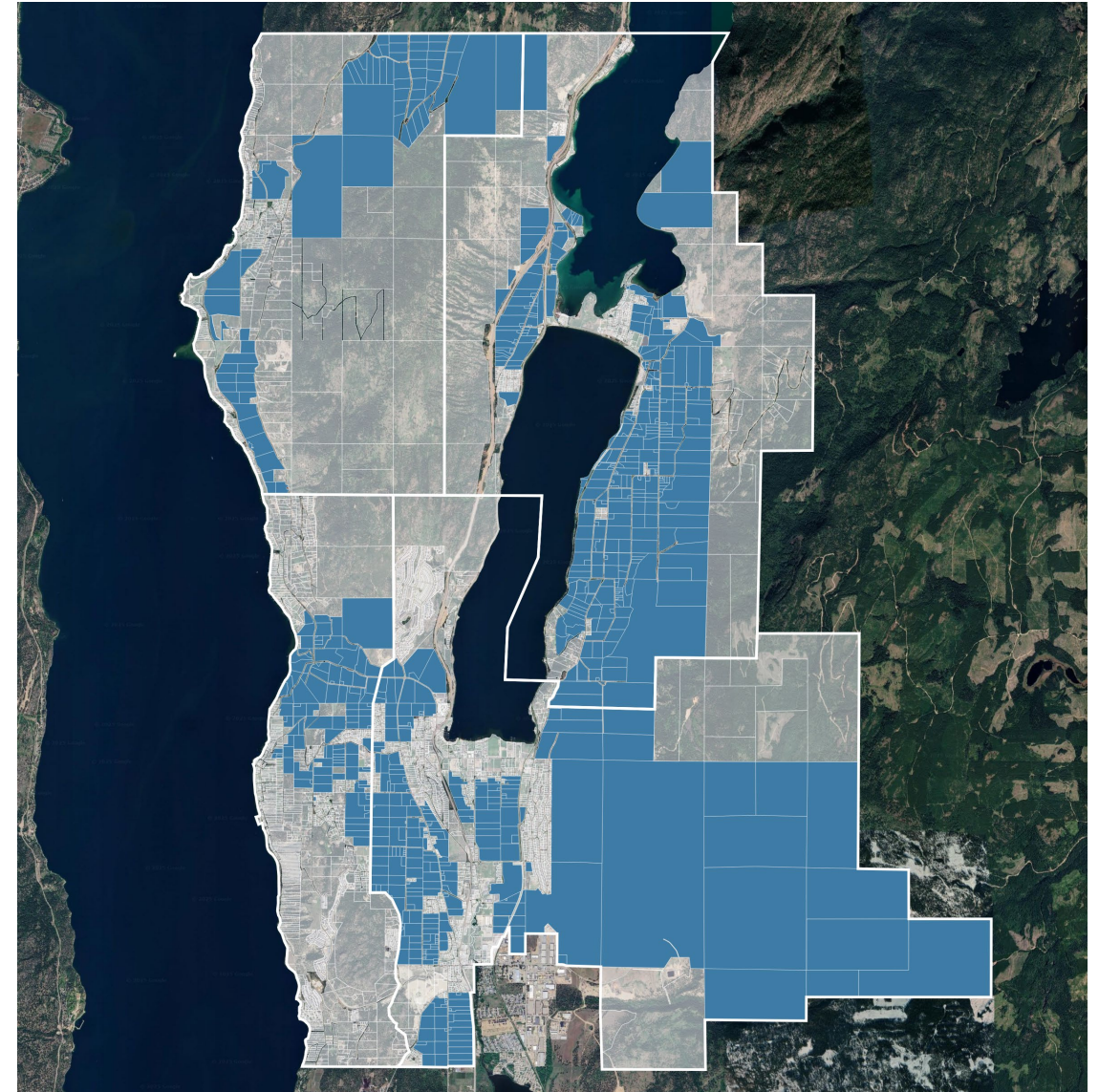
This chapter evaluates whether Lake Country's 8,900 ha of agriculturally designated land can support long-term sector needs through 2051. While the total land base is significant, many parcels are constrained by slope, soil, or servicing limitations that limit their overall feasibility. CBRE evaluated current and future demand through a regional lens, considering Lake Country's agricultural role within the broader Central Okanagan. The analysis draws upon the following components:

- **Provincial Agricultural Market Indicators (2014 – 2024)**
- **Local Agricultural Market Trends and Employment Forecasts (2025 – 2051)**
- **Agricultural Demand Projections (2025 – 2051)**
- **Assessment of Vacant and Underutilized Land (as of July 2025)**
- **Policy Implications for the OCP**

Methodology

CBRE's analysis integrates local and regional data, including the 2025 RDCO Employment Lands Inventory and 2024 Regional Employment Projections prepared by Deloitte. It also incorporates provincial sources such as the Census of Agriculture and BC Assessment land use files. Further, a detailed GIS review was undertaken to refine the District's agricultural inventory and isolate land more likely to accommodate future growth. The resulting methodology reflects a balance between top-down forecasts and on-the-ground constraints, ensuring the District is positioned to support a resilient and economically viable agricultural sector over the long term.

FIGURE 29 – AGRICULTURAL LAND AREAS | Lake Country currently has approximately 8,900 ha of land designated for agricultural land uses.



Sources: District of Lake Country (2025), CBRE (2025)

5 | AGRICULTURAL ANALYSIS

Provincial agricultural production has become more consolidated and higher-yielding, but also more volatile—trends that point to both risks and opportunities for Lake Country.

5.2 | Agricultural Market Trends

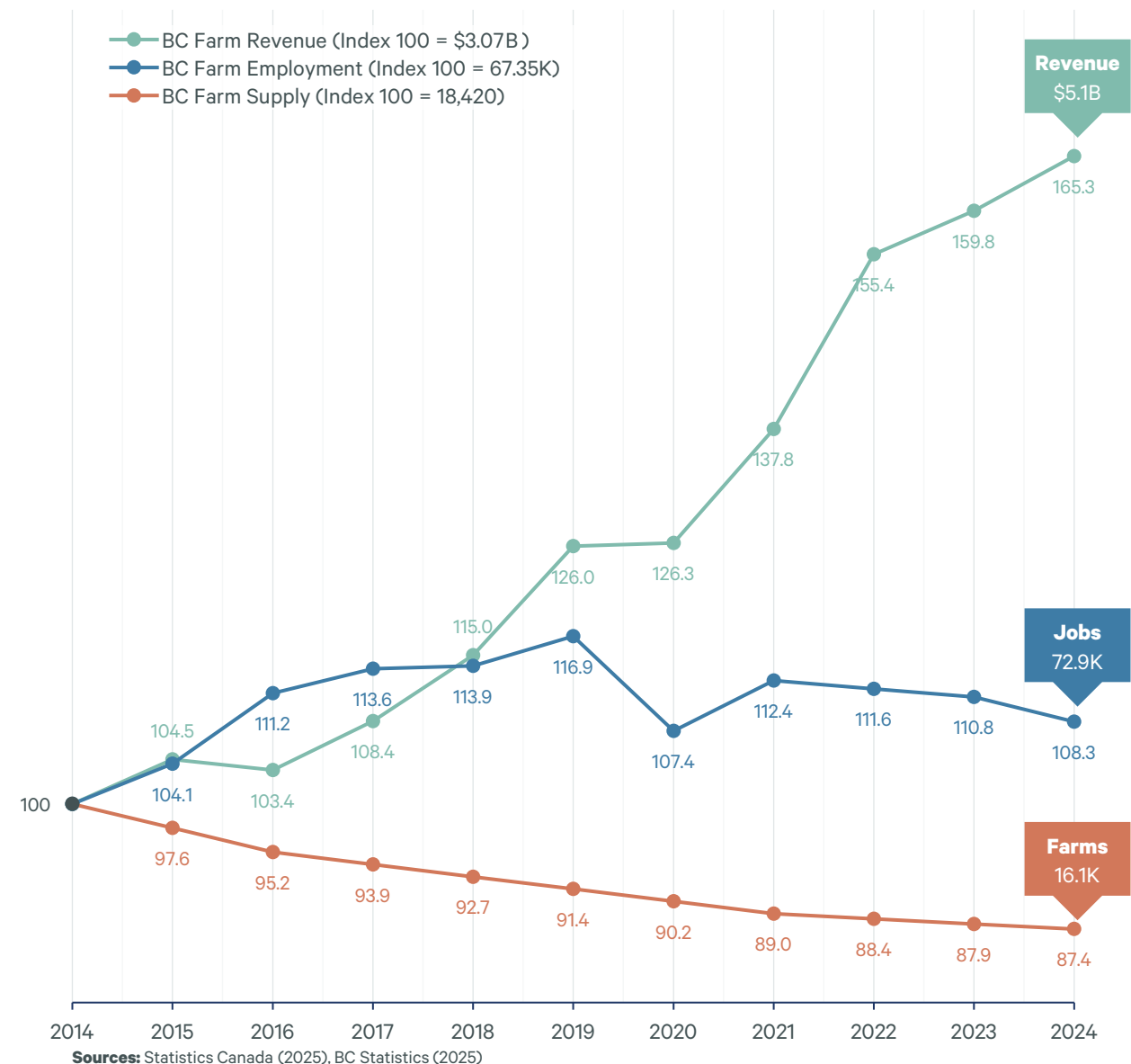
Provincial Agricultural Market Indicators (2014 – 2024)

Over the past decade, B.C.'s agricultural sector has experienced moderate growth, accompanied by increasing consolidation and climate-related disruption. From 2014 to 2024, total farm revenues rose by over 50%, driven by strong pricing and sustained demand for high-value crops. However, this growth has not translated into broad sector expansion, as declines in farm counts and employment point to a shift toward fewer, more efficient operations. These trends mirror national patterns and reflect the growing reliance on technology and capital-intensive practices.

Agricultural GDP in B.C. has remained relatively stable—hovering between \$1.8 and \$1.9 billion in recent years—suggesting that growth has been driven more by higher-value production than by increased volume. Greenhouse and specialty crop output has expanded steadily, offering more stable returns, while traditional sectors such as tree fruits and wine grapes—cornerstones of Lake Country's farm economy—have become increasingly vulnerable to climate stressors, including severe frosts and wildfire impacts.

These provincial trends are reflected locally in Lake Country. Apart from a few larger players such as the O'Rourke Family Estate, most operations are increasingly specialized and focused on productivity and intensification. While Lake Country is expected to maintain its role as a key producer of fruit and wine grapes on some of the region's most viable agricultural land, the future will depend on production efficiency, crop diversification, and resilience to climate volatility. With a strong land base and supportive policy framework, the community is well-positioned to adapt—provided it remains proactive in responding to the sector's evolving demands.

FIGURE 30 - BC AGRICULTURE MARKET METRICS (2014 – 2024) | **BC agricultural revenues have grown recently, despite stagnant job growth and a reduction of farms.**



5 | AGRICULTURAL ANALYSIS

Despite mounting climate and labour pressures, Lake Country’s agriculture sector continues to evolve—characterized by more specialized operations, resilient high-value crops, and growing interest in agri-tourism (wine tastings, tours, and related) and value-added production.

Local Agricultural Market Trends and Employment Forecasts

Lake Country’s agricultural sector mirrors broader provincial trends of consolidation and increasing climate-related risk. From 2014 to 2024, B.C.’s annual tree fruit production declined by over 30%, including a sharp 15.6% drop in 2024 due to extreme frost. This event significantly impacted the Okanagan, damaging many of Lake Country’s fruit crops and vineyards, underscoring the area’s climate sensitivity. Despite these challenges, the region remains a leading producer of tree fruits and wine grapes, supported by continued diversification and intensification.

Following several years of gradual decline, the number of farms in Lake Country appears to be stabilizing. While some smaller orchards have exited, new ventures—such as boutique vineyards, organic farms, and agri-tourism operations—are emerging. Direct-to-consumer and tourism-focused agriculture is gaining traction, with farmgate retail, u-pick operations, and winery experiences helping producers add value and buffer against market volatility. Larger integrated operations—such as the O’Rourke Family Estate—reflect a shift toward more resilient, multi-dimensional business models.

Looking ahead, the viability of Lake Country’s agricultural sector will depend on preserving arable land, modernizing production, and improving climate adaptability. Key priorities include advancing greenhouse farming, supporting farm succession, and expanding tourism-compatible agricultural uses. With a strong land base and supportive policy environment, the District is well-positioned to remain a core agricultural hub within the Central Okanagan. However, employment growth is expected to be modest. Deloitte estimates the sector currently supports approximately 330 jobs, with projections increasing to around 458 by 2051—a net gain of only 128 positions. The extent of this growth will continue to rely on temporary foreign workers, posing ongoing challenges around housing and service infrastructure.

FIGURE 31 – TREE FRUIT PRODUCTION | BC tree fruit production has been challenged in recent years due to issues such as climate change and severe frost.

Tree Fruit Production (Metric Tonnes)	British Columbia	Annual Growth	Canada Total	Annual Growth
2014 Annual Production	281,970	-	915,263	-
2015 Annual Production	290,404	3.0%	850,816	-7.0%
2016 Annual Production	299,644	3.2%	1,018,100	19.7%
2017 Annual Production	288,706	-3.7%	988,704	-2.9%
2018 Annual Production	277,768	-3.8%	959,308	-3.0%
2019 Annual Production	300,452	8.2%	942,596	-1.7%
2020 Annual Production	282,602	-5.9%	895,986	-4.9%
2021 Annual Production	258,836	-8.4%	845,834	-5.6%
2022 Annual Production	253,436	-2.1%	963,820	13.9%
2023 Annual Production	235,180	-7.2%	876,502	-9.1%
2024 Annual Production*	198,437	-15.6%	922,132	5.2%

*BC tree fruit production was impacted by colder than average temperatures in early 2024.



Sources: Statistics Canada (2025), Ministry of Agriculture and Food (2025)

5.3 | Demand Analysis

To assess future agricultural land needs in Lake Country, CBRE applied an employment-based methodology tied to the forecasted addition of 128 new agricultural jobs by 2051.

Depending on how operations evolve—from traditional low-density farming to more intensified, tech-enabled models—this translates to a potential projected need of 320 to 640 net new ha. That said, a sizable share of future demand could potentially be met through more efficient use of existing farmland.

Agricultural Demand Forecasting Methodology

To estimate future agricultural land demand, CBRE utilized an employment-based methodology informed by both historical patterns and forward-looking market conditions. This approach draws upon and updates recent regional data, focusing on the 2025 RDCO Employment Lands Gap Analysis which involved two foundational components:

- 1. Employment Growth Projections:** Anticipated addition of an estimated 128 new agricultural-related jobs within the District between 2025 and 2051.
- 2. Employment Density Assumptions:** Forecasted number of jobs supported per acre, adjusted over time to reflect expected increases in technological efficiency, climate adaptation strategies, and value-added activity such as on-farm processing and agritourism.

This approach recognizes that while total job growth in the sector is expected to be modest, changes in how land is used—particularly through intensification and technology adoption—may influence yield per acre. To ground this model in local realities, CBRE also reviewed the impacts of key trends including:

- Declining number of small, conventional farms offset by an increase in specialized and multi-functional operations.
- Stable to moderate growth in high-value crop production.
- Rising prevalence of agritourism models that combine food production with hospitality and retail functions.

Agricultural Land Demand Projections

CBRE estimates that the District may require between 320 to 640 of net additional ha of agricultural land by 2051. This range is grounded in the forecasted increase of 128 new agricultural jobs over the planning horizon, and factors in two potential operational models:

- 1. Low Density Scenario:** Reflects traditional, extensive farming practices, with approximately 0.08 jobs per acre resulting in a land requirement of up to 640 ha.
- 2. High Density Scenario:** Reflects intensified, technology-driven, or vertically integrated operations, with roughly 0.16 jobs per acre translating to a lower land need of approximately 320 ha.

While up to 640 net new ha may be required under the low-density growth model, much of this projected need could potentially be absorbed within existing operations through more intensive land use. Many local producers are already expanding capacity through on-site facilities, agritourism, and direct-to-consumer sales, often without expanding their land footprint.

As such, the upper end of the projection should be viewed as a strategic planning threshold, not a definitive requirement for greenfield expansion. This reinforces the importance of preserving high-quality farmland, encouraging on-farm innovation, and enabling land use flexibility to ensure the District can adapt to evolving production models and fully leverage its agricultural potential.

5 | AGRICULTURAL ANALYSIS

The District of Lake Country has an estimated 39 ha of vacant land suitable for near-term agricultural development, along with an additional 324 ha that is partially constrained or underutilized.

5.4 | Vacant and Underutilized Land Area

Capacity Analysis Overview and Methodology

To assess the total amount of vacant and underutilized land suitable for future agricultural production, CBRE reviewed GIS data provided by the District and the RDCO, considering key factors, including:

- **Topography, Environmental, and Urban Containment Boundary Constraints**
- **Access to water, sanitary, and road infrastructure**
- **Intensity of current operations on occupied land**

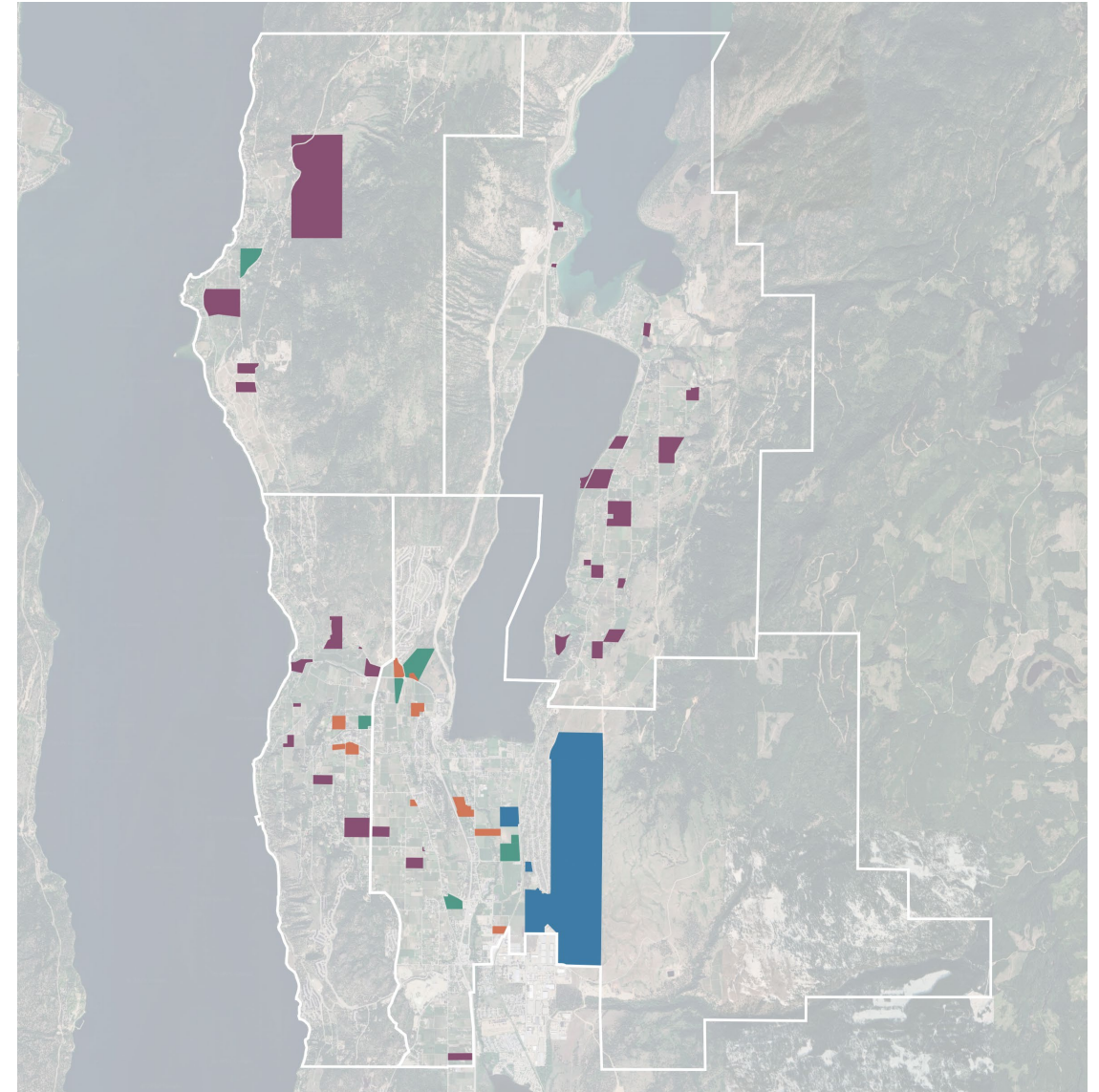
Potential Agricultural Land Capacity

While the RDCO identifies approximately 5,467 ha of vacant agricultural land within the District, much of it is significantly constrained by steep slopes, poor soil quality, or lack of servicing—factors that limit its viability for productive agricultural use. Based on a refined review, CBRE estimates that roughly 363 ha may offer potential for future growth. This includes 39 ha of vacant land, 299 ha within partially constrained parcels (after deducting non-developable areas), and 25 ha considered to be significantly underutilized.

Ref	Category	Description	Hectares
	Vacant	Vacant, unconstrained, serviced agricultural land	38.7 (10.7%)
	Physical Constraints	Vacant with slope and or environmental constraints	127.1 (35.1%)
	Infrastructure Constraints	Vacant but lacking future sanitary	171.7 (47.4%)
	Underutilized	Unconstrained, serviced, potentially underutilized land	24.9 (6.9%)
Total			362.4

Source: District of Lake Country (2025), RDCO (2025), CBRE (2025)

FIGURE 32 – VACANT AND UNDERUTILIZED LAND INVENTORY | **Lake Country currently has approximately 363 ha of vacant and underutilized agricultural land.**



Source: District of Lake Country (2025), CBRE (2025)

5 | AGRICULTURAL ANALYSIS

Winfield appears to hold the greatest near-term potential to accommodate additional agricultural growth, representing over 50% of the District’s identified vacant and underutilized agricultural land supply.

5.5 | Vacant and Underutilized Land by Ward

Agricultural Land Capacity by Ward

The availability of vacant and underutilized agricultural land varies significantly across the District’s four wards. While approximately 363 ha of land have been identified with some potential for future agricultural use, site-specific constraints such as steep slopes, poor soils, and limited servicing impact overall suitability.

Winfield represents the most promising area for additional agricultural development, accounting for roughly 50.7% of the District’s total vacant and underutilized agricultural land. This includes 28 ha of vacant land—over 70% of the District-wide total—and a significant share of land with physical or infrastructure constraints that may still offer long-term potential if mitigated. Carr’s Landing and Oyama follow, representing 23.3% and 14.8% of the total supply, respectively. These areas offer some opportunities but are more heavily impacted by terrain and access limitations. Okanagan Centre shows the lowest capacity, with only 40.8 ha across all categories.

Land Use Planning Implications

With agricultural land availability limited by both physical and infrastructure-related constraints, strategic planning will be required to ensure that future demand—particularly in support of climate-resilient, high-value, and agri-tourism-oriented operations—can be met. While Winfield offers the most immediate opportunity for growth, supporting incremental activation in other wards may help diversify production, mitigate land use conflicts, and reinforce agricultural viability across the District.

Moving forward, enabling targeted investments in servicing, drainage, and site access—particularly on partially constrained lands—could unlock underutilized areas and bolster overall sector capacity. Prioritizing these improvements in Winfield and other key locations will help ensure that agricultural land supply keeps pace with evolving industry needs and emerging economic opportunities.

FIGURE 33 – VACANT AND UNDERUTILIZED LAND INVENTORY BY WARD | Winfield appears to be the ward with the most potential for additional agricultural development.

Ref	Category	Carr’s Landing	Okanagan Centre	Oyama	Winfield	Total Hectares
	Vacant	6.7 (17.3% of Vacant)	3.8 (9.7% of Vacant)		28.2 (73.0% of Vacant)	38.7 (10.7% of Total)
	Physical Constraints				127.1 (100.0% of P. Constrained)	127.1 (35.1% of Total)
	Infrastructure Constraints	77.9 (45.3% of I. Constrained)	28.4 (16.5% of I. Constrained)	53.5 (31.2% of I. Constrained)	11.9 (7.0% of I. Constrained)	171.7 (47.4% of Total)
	Underutilized		8.6 (34.4% of Underutilized)		16.3 (65.6% of Underutilized)	24.9 (6.9% of Total)
	Total	84.6 (23.3% of Total)	40.8 (11.2% of Total)	53.5 (14.8% of Total)	183.5 (50.7% of Total)	362.4

Source: District of Lake Country (2025), CBRE (2025)

5.6 | Implications

Chapter 5 finds that agriculture continues to be a foundational land use and economic driver in Lake Country, underpinned by high-value crops, agritourism activity, and emerging intensification strategies.

While only 330 jobs are currently supported in the sector, forecasts suggest the District may require up to 320 640 additional ha by 2051 under different operational scenarios.

Future planning should prioritize land preservation, innovation, and flexible policy frameworks that accommodate both climate resilience and evolving production models.

Summary of Key Findings

Chapter 5 highlights that agriculture remains an essential sector in Lake Country, supported by strong performance in high-value crops (e.g., tree fruits, wine grapes), growing on-farm retail and tourism activity, and a relatively stable base of operations. The District currently has an estimated 330 jobs in the agricultural sector, with growth expected to be modest—reaching approximately 435 by 2051.

To accommodate this growth, the District may require between 320 and 640 ha of additional agricultural land, depending on whether farms follow traditional low-density models or adopt more intensified, tech-enabled operations. However, a significant portion of future output could potentially be met through more efficient use of existing land.

Vacant and underutilized agricultural land is unevenly distributed across the District. Of the 5,467 ha identified as vacant in the RDCO Land Inventory, only an estimated 363 ha are considered potentially suitable for future growth in the near-term due to constraints such as steep slopes, soil quality, and infrastructure servicing. Winfield appears to have the highest concentration of viable land, with the greatest share of unconstrained and underutilized parcels.

These findings emphasize the importance of protecting high-quality farmland, supporting operational modernization, and enabling low-barrier diversification—including agri-tourism and direct-to-consumer sales. This also reinforces the need for responsive land use policy that reflects Lake Country’s dual identity as both a productive agricultural hub and a rural lifestyle destination.

Planning Implications

1. Preserve and Prioritize High Value Agricultural Lands

Safeguard Lake Country’s most productive agricultural lands from encroachment by focusing non-farm growth into clearly defined residential and commercial areas. Maintain policies that incentivize sustained use of high-quality soils.

2. Support Operational Intensification and Innovation

Enable businesses to modernize through infrastructure investment, climate resilience upgrades, and integration of value-added uses such as food processing, agritourism, and on-farm retail—particularly where such uses increase long-term viability without compromising agricultural integrity.

3. Encourage Agri-Tourism and Direct Sales Options

Continue to encourage agri-tourism and direct-to-consumer models (e.g., farmgate stores, u-pick operations, event spaces) that support small-scale producers and diversify farm revenues. Prioritize supportive regulations that balance economic development with long-term land preservation.

4. Focus Investment in Priority Sub Areas

Direct land-based agricultural growth toward wards with the most viable capacity—where the highest share of unconstrained and underutilized parcels exist.



Appendix

APPENDIX 1 | METHODOLOGY OVERVIEW

July 2025 Occupied Residential Units and Population Estimates

- To estimate the District of Lake Country's population as of June 2025, CBRE examined housing completions tracked by Canada Mortgage and Housing Corporation (CMHC) occurring between May 2021 and May 2025.
- Completions were broken down by format (single family home, apartment, etc.), with target household sizes applied to each format based on trends observed in the region.
- By multiplying the number of units completed by format, with estimated household sizes, CBRE was able to estimate the June 2025 population of 18,110.

Residential Demand and Capacity Analysis

- To examine the capacity of the District's land to accommodate residential development, based on existing zoning and current OCP designations, CBRE expanded upon the vacant lands GIS inventory provided by the Regional District of Central Okanagan.
- Vacant and developable land was quantified by evaluating the gross land area among vacant parcels with policy supportive of residential development, within the Urban Containment Boundary. This land area was then reduced by examining, on a parcel-by-parcel basis, through GIS assessment of topography, environmental, infrastructure, and access constraints.
- A similar approach was undertaken to determine underutilized land, while also comparing current built form, and the age of existing buildings, with the potential of development on each site. For example, an older single-family home on a site with high density development potential would be considered underutilized.
- Residential demand was projected based on the anticipated household preferences of the growing population, as projected within Section 1.3. This is based on an industry-standard household maintainer rate model, informed by housing format preferences by age-cohort as tracked by Statistics Canada.

Commercial Demand and Capacity Analysis

- CBRE forecasts commercial demand based on its proprietary demand model, estimating supportable retail and service-based office floorspace by projecting future disposable income and applying a customized sales-to-income ratio reflective of local spending patterns.
- Sales capture rates are then adjusted to account for competitive market pressures and geographic access considerations. These projected expenditures are then translated into floorspace requirements using productivity benchmarks (sales/sf) linked to current lease rates. The result is a population-growth, and data-driven estimate of the commercial space needed to meet demand through 2051.
- Similar to the residential analysis, the capacity of the District's land to accommodate this demand was examined through a detailed GIS analysis, factoring in topography, environmental, and related constraints, while also considering access to key vehicle and mobility routes and proximity to existing and emerging growth nodes.

Industrial Demand and Capacity Analysis

- CBRE projected industrial demand by examining a range of inputs including local and regional market data, industrial employment projections, and emerging employment density targets within new light industrial development typologies suitable for the Lake Country market. The impact of upcoming supply in nearby Kelowna was also factored into this analysis.
- To determine the capacity of the District's land to accommodate future development, CBRE built-upon the recently completed vacant lands GIS inventory by examining factors expected to influence the developable area of parcels with policy supportable of industrial development. This includes factors such as topographical constraints, environmental constraints, existing infrastructure, vehicle accessibility, and proximity to existing industrial nodes in Northern Kelowna.

APPENDIX 2 | DEMAND PROJECTIONS (INTERIM YEARS – 2031, 2041)

Housing Demand Projections and HNA Comparison

- Within the draft report, CBRE projected that the District will require 10,860 to 12,135 new market-residential units by 2051. After accounting for confirmed and upcoming supply, this equates to a need for 3,930 to 5,205 additional units between 2025 and 2051, based on an estimated current supply of 6,930 units. By 2041, demand is expected to reach 3,200 to 4,000 additional units, consistent with the growth trajectory outlined in this analysis.
- The 2024 Housing Needs Assessment (HNA), which relied on a 2021 baseline supply of 6,205 units from the Census, identified demand for 5,162 new units between 2021 and 2041. Adjusting for the approximately 725 units introduced since 2021, the updated 2041 HNA target falls to 4,437 units, roughly 437 units lower than CBRE's market-projection. These differences are modest and reflect CBRE's inclusion of non-market housing needs in this revised analysis.
- CBRE's forecasts are grounded in the population growth assumptions outlined in Section 1.3, which account for an aging demographic and slower overall growth due to factors such as reduced federal immigration targets and declining fertility rates. Despite these moderating trends, ongoing pressures related to core housing need, homelessness, and suppressed household formation suggest potential demand for up to 437 additional non-market housing units in addition to the market-driven projections.
- While this level of demand could theoretically be absorbed within the District's significant pipeline of multifamily supply, the **delivery of below-market housing will likely require meaningful financial incentives to achieve feasibility. It is recommended that the scale and structure of such incentives be evaluated through site-specific pro forma testing to ensure both viability and alignment with community housing objectives.**

Commercial Demand Projections

- Within this report, CBRE projects that the District of Lake Country will experience demand for between 139,000 to 200,000 square feet of additional supply between 2025 and 2051. The recommendation was to target the mid-point of this range, planning for approximately 170,000 square feet of additional floorspace.
- If population growth proceeds based on the projections within this report, by 2031, the District is expected to experience demand for up to 66,000 square feet of additional commercial development by 2031. This potential is expected to reach up to approximately 120,000 square feet by 2041.

Industrial Demand Projections

- CBRE projects that the District could feasibly absorb up to 470,000 square feet of industrial space by 2051, equal to an average of 18,000 square feet annually given current market dynamics. At this pace, demand would reach approximately 108,000 square feet by 2031 and 288,000 square feet by 2041.
- **Industrial forecasts, however, depend on the share of regional demand that Lake Country captures in any given year.** For example, if limited new space is delivered in Kelowna over the next decade, absorption in Lake Country could significantly surpass 18,000 square feet in a single year. **For planning purposes, CBRE recommends using the projection as a conservative target while also preserving additional industrial land to accommodate potential scenarios where actual demand significantly exceeds current forecasts.**

Agricultural Demand Projections

- In comparison to the 2051 projection of up to 640 ha of land demand by 2051, CBRE believes this figure could reach a total of up to 130 ha by 2031 and 380 ha by 2041.

APPENDIX 3 | UPCOMING, PLANNED, VACANT, AND UNDERUTILIZED LAND BY ZONE

Category	Upcoming	Planned	Vacant	Underutilized	Total Hectares
A1	1.9	2.6	8.7	91	104.2
C1	0.4	1.7	2.5	0.2	4.8
C10	–	–	0.4	0.7	1.1
C11	–	–	–	0.2	0.2
C1lp	–	–	–	0.3	0.3
C2	0.2	–	–	1.4	1.5
C9	3.8	–	–	1	4.7
DC11	–	–	–	0.2	0.2
DC3	136.8	–	–	–	136.8
DC5	–	–	–	0.2	0.2
I1	51.1	–	–	–	51.1
P1	–	–	–	0.1	0.1
P2	–	–	2.3	0.4	2.8
RM2	0.1	–	0.2	1.1	1.3
RM4	0.1	1.2	–	–	1.3
RM5	1.1	–	–	–	1.1
RR1	0.2	–	3.5	6.3	10
RR2	0.6	5.3	13.4	–	19.3
RR3	0.8	0.5	5.3	–	6.6
RU1	9.4	0.7	5.2	–	15.3
RU2	1.1	–	7.6	–	8.7
RU6	0.7	–	–	–	0.7
Grand Total	208.1	12	49.5	102.7	372.3

Thank you



Gracias

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Спасибо

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Bedankt

Grazi

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Merci

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Teşekkürler

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ありがとう

Dziękuję

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