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Innovation District Unveils Expanded Economic Vision: Penticton Central, a Centre of Excellence for Health, Rehabilitation and Healthy Living with a Focus on Accessibility, Sport, Recovery and Community

[Video Link](#)

PENTICTON, B.C. — October 8, 2026 — On October 7, Tien Sher and Stryke Group unveiled an expanded vision for Penticton Central at the Innovation District: a destination for sport, recreation, health and community beside Penticton Regional Hospital, anchored by a Centre of Excellence for Health, Rehabilitation and Healthy Living. Mayor Julius Bloomfield, members of Penticton City Council and other dignitaries attended the announcement.

The project is moving now. A building permit application has been submitted to convert the existing buildings at 1704 Government Street, and the first tenant is signed. Putting the existing buildings to work first allows Penticton Central to open now, while the residential, hotel and retail phases of the Innovation District master plan remain part of the plan and will follow.

The partners are investing more than \$5 million in this first phase. That investment is expected to ripple through the local economy. This will include work for local trades, contractors and suppliers during construction, then new businesses, jobs and visitors once Penticton Central opens, with spending that reaches restaurants, shops and services across the city, expected to reach over \$2M annually.

An opportunity in the longevity economy

The announcement represents a broader way of thinking about economic development: building an ecosystem around people living longer, healthier and more active lives while creating new opportunities for investment, business development, employment, research, education and innovation.

Penticton and the Okanagan have a significant opportunity to participate in the emerging longevity economy, the growing economic activity generated by longer lifespans and the demand for products, services, technologies and experiences that support healthier and more independent lives.

The development can also provide a platform for companies and organizations working in areas such as medical technology, assistive technology, accessibility, rehabilitation sciences, human performance, healthy aging and wellness to test ideas, collaborate, conduct research, train professionals and bring new products and services to market.

Penticton Central will build on the healthcare ecosystem already surrounding the site, creating connections among healthcare providers and offering space for secondary medical use, alongside sport and recreation, adaptive sport, human performance, healthy aging, rehabilitation and recovery. That ecosystem also offers childcare, employment, retail, hospitality, tourism and community services, creating both an economic engine and a destination asset for Penticton and the broader Okanagan.

Secondary medical space, steps from the hospital

Secondary medical use is a key part of the plan for Penticton Central. Located beside Penticton Regional Hospital, the space is intended for the outpatient and community-based services that support patients before and after hospital care — such as physiotherapy, sports medicine, rehabilitation and recovery clinics, allied health practitioners, medical offices and assistive technology providers.

Placing those services next to the hospital, and alongside fitness, sport and recreation, means people can move from treatment to rehabilitation to an active life in one place. It can also help ease pressure on hospital capacity, support the recruitment and retention of health professionals in the South Okanagan, and give health partners, post-secondary institutions and funders a ready location for programs in rehabilitation, healthy aging and adaptive sport.

The project team welcomes conversations with health authorities, care providers, post-secondary institutions and other partners interested in the space.

“We are not simply developing buildings. We are creating the conditions for an entirely new ecosystem to emerge,” said Charan Sethi, President of Tien Sher. “Our vision is for Penticton Central to become a place where health, innovation, business and community intersect, and where every single person matters. We believe Penticton has the opportunity to demonstrate nationally what can happen when economic development is designed around people and their entire lives.”

A community designed around the entire human journey

At the heart of the vision is a simple question: What if a community were designed around the entire human journey?

Consider someone who experiences a life-changing injury. Today, that person may have to navigate a fragmented system of healthcare, rehabilitation, recovery, fitness, recreation, employment and community supports. Penticton Central envisions something different — an interconnected pathway:

**Injury → Rehabilitation → Recovery → Fitness → Sport & Recreation → Wellness →
Employment → Community**

It is a journey from recovery to participation. The proposed Centre of Excellence will become the focal point for that philosophy, connecting health and rehabilitation with accessibility, adaptive sport, healthy aging, innovation, education, research and economic participation. It is envisioned not as another building or standalone organization, but as a Canadian demonstration model for inclusive living, wellness and economic participation.

The concept recognizes that people have different ages, different abilities and different journeys throughout their lives. By designing an ecosystem around those realities, Penticton Central at the Innovation District aims to create opportunities for people to move beyond recovery toward independence, participation, employment and a full life in the community.

“We know people want to see progress, not just plans. That’s why we’re putting the existing buildings to work first. The permit application is in and our first tenant is signed,” said Rocky Sethi, Managing Director of Stryke Group. “Sport and community come first. Over time, the Centre of Excellence is where this goes: a place where someone can come back from an injury, get back into sport and stay part of their community. Bring those pieces together in one place and the benefit reaches well beyond the site, to Penticton and the whole region.”

Further announcements on tenants and programming will follow in the coming months.

About Penticton Central at the Innovation District

The Innovation District is a 10-acre master-planned, mixed-use community at 1704 Government Street in Penticton, between Okanagan and Skaha lakes and adjacent to Penticton Regional Hospital. Penticton Central is its first phase: a hub for sport, recreation, health and community created within the site’s existing buildings, with the proposed Centre of Excellence for Health, Rehabilitation and Healthy Living serving as a catalyst for collaboration, investment and inclusive economic growth. Future phases include residential, hotel and retail.

About [Tien Sher Group](#)

Tien Sher is a British Columbia-based real estate development company focused on creating thoughtful, innovative and community-oriented developments that respond to the evolving needs of people, businesses and communities. With a commitment to building more than physical spaces, Tien Sher approaches development as a catalyst for economic opportunity, connectivity and quality of life.

Through projects such as Innovation District’s Penticton Central, Tien Sher is advancing a new generation of mixed-use development that brings together housing, healthcare, wellness, accessibility, innovation, employment, education, retail and community amenities. Its vision is to create inclusive, sustainable places where people of different ages and abilities can live, work, connect and thrive.

About [Stryke Group](#)

Stryke Group is a BC-based real estate development company active across the Lower Mainland and the Okanagan, with experience spanning land acquisition, entitlement, construction, marketing and sales, and specialized expertise in mass timber construction.