

350 DOYLE REZONING



Development Team

Appelt PROPERTIES

WEXFORD
DEVELOPMENTS

 **zeidler**
ARCHITECTURE

- Local Community Builders
 - Owners & Operators
- Delivering What We Promise



'The SHORE' - rendering



'The SHORE' - photograph

How We Got Here...

2019 – 2020 City of Kelowna (RCMP Site) RFP to Develop 350 Doyle Avenue

Proposed City of Kelowna Rezoning:

From P1 – Major Institutional to **C7r – Central Business Commercial** (*Residential Rental Only Tenure*)

Project Criteria

- Mixed-Use Development
- 6,000 ft² for Kelowna Cultural Arts Hub program
- Extension of Kelowna Art Walk to Doyle Avenue
- Commitment to Podium Facade
- Sustainability (LEED Certification)

Public Engagement

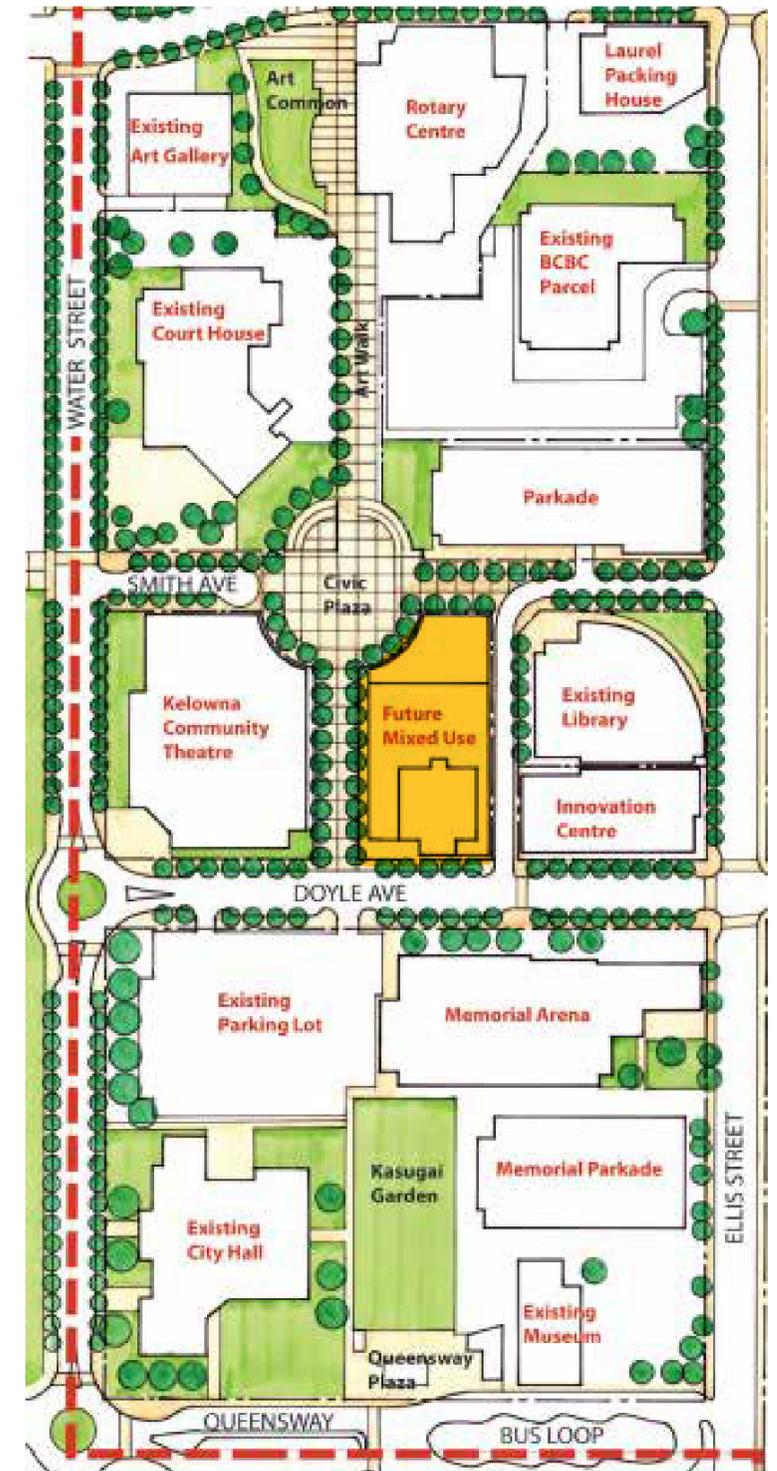
- Public Engagement Process started early
- Public Outreach Area went beyond City of Kelowna Requirements
- Neighbours, as well as Arts & Culture Stakeholders engaged

Rezoning Unlocks Urban Potential

C7r - Central Business Commercial rezoning will allow realization of the Kelowna Civic Precinct Plan and the Kelowna Official Community Plan.

Civic Precinct Principles

- Encourage **vibrancy** through a **broad mix of land uses and public spaces**
- Make the area a **distinct and diverse cultural precinct**
- Build on existing facilities and patterns of infrastructure wherever possible
- Create **landmark public spaces** that define future development
- Use public land for **community amenities**
- **Financial impact**
- Enhance opportunities for a healthy and **complete community**
- Be **pedestrian oriented** while still accommodating vehicles



Project Vision

To create a vibrant and engaging mixed-use urban development that enhances & inspires the Cultural District.

- DENSITY
- DIVERSITY
- HUMAN SCALE
- ACTIVE USE
- CULTURAL NODE
- SUSTAINABLE



Kelowna Art Walk Extension

To create a vibrant public open space that provides year-round opportunity for a variety of arts & cultural and entertainment activities, the Kelowna Art Walk will be extended south to Doyle Avenue.

- Design Process Underway.
- Extensive Public Engagement with various Kelowna Arts, Cultural, Performance and Event Groups.
- Working together with City of Kelowna Planning groups.



Project Information

MIXED-USE PROGRAM

- 13-storeys c/w Underground Parking
- ± 316 Residential Units (Rental)
- Residential Rooftop Amenity
- ± 2,520 m² Commercial Office
- ± 1,465 m² Commercial Retail
- ± 557 m² Kelowna Cultural Arts Hub
- Vehicular + Bicycle Parking to meet Bylaw
- Kelowna Art Walk Extension to Doyle Avenue





Thank you
for your
consideration.