

'MUSE' (350 DOYLE)



Development Team

Appelt PROPERTIES



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



Public Engagement

Above + Beyond Requirements

22	Hosted Stakeholder / Neighbour Meetings	1,500	Total Visits to Project Website
43	Individual Stakeholder / Neighbours Attended	851	Project Website Visits During Feedback Period
2,090	Project Information Notifications Distributed	37	Feedback Forms Submitted
1	Public Information Meeting (online)	9	Input Surveys Completed by Arts Community Stakeholders

Revised Massing

Based on Public Consultation + Feedback

INITIAL APPLICATION

- 13 Storeys
- 316 Residential Retail Units
- 25,000 ft² Commercial Office
- 6,000 ft² Arts Hub

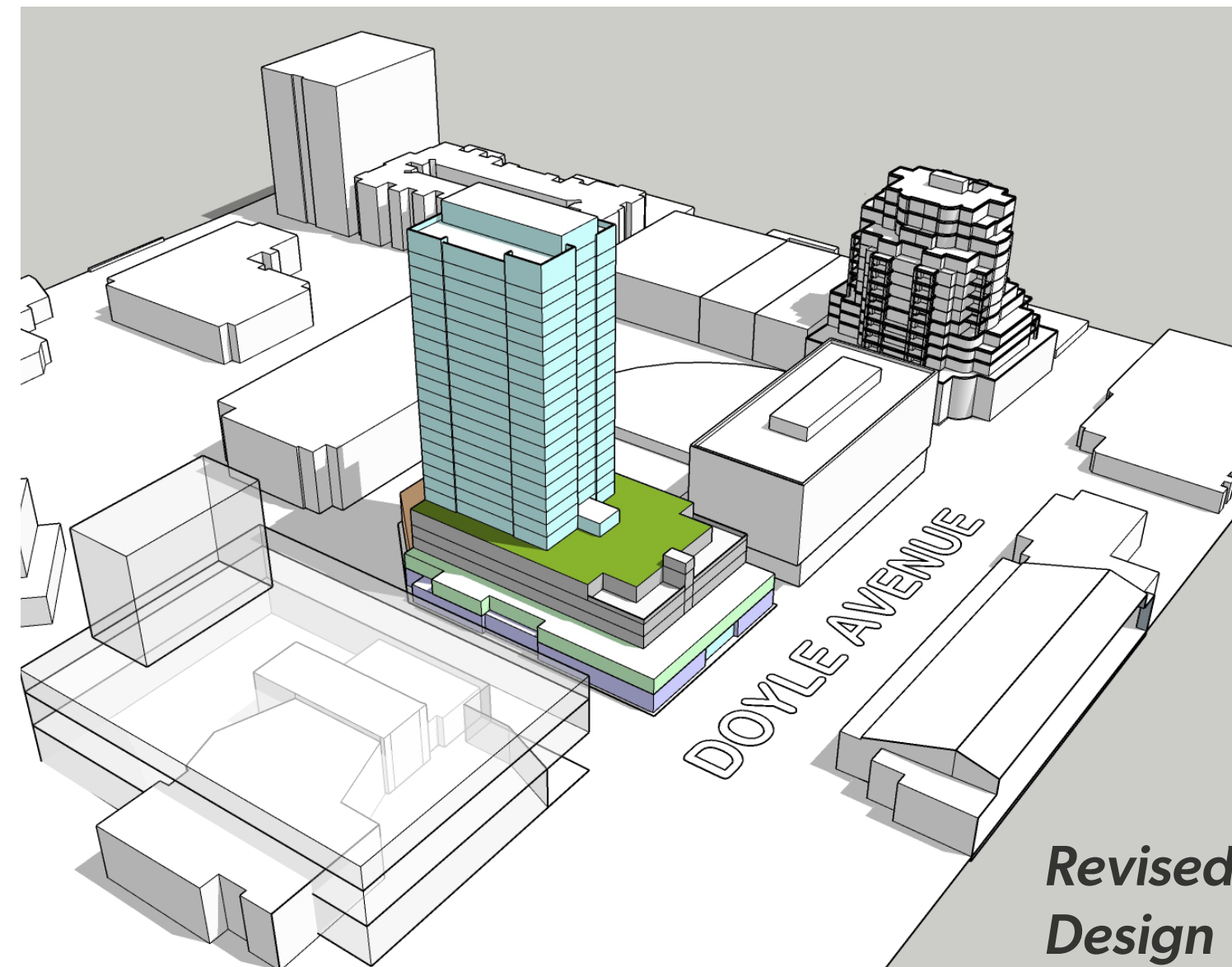
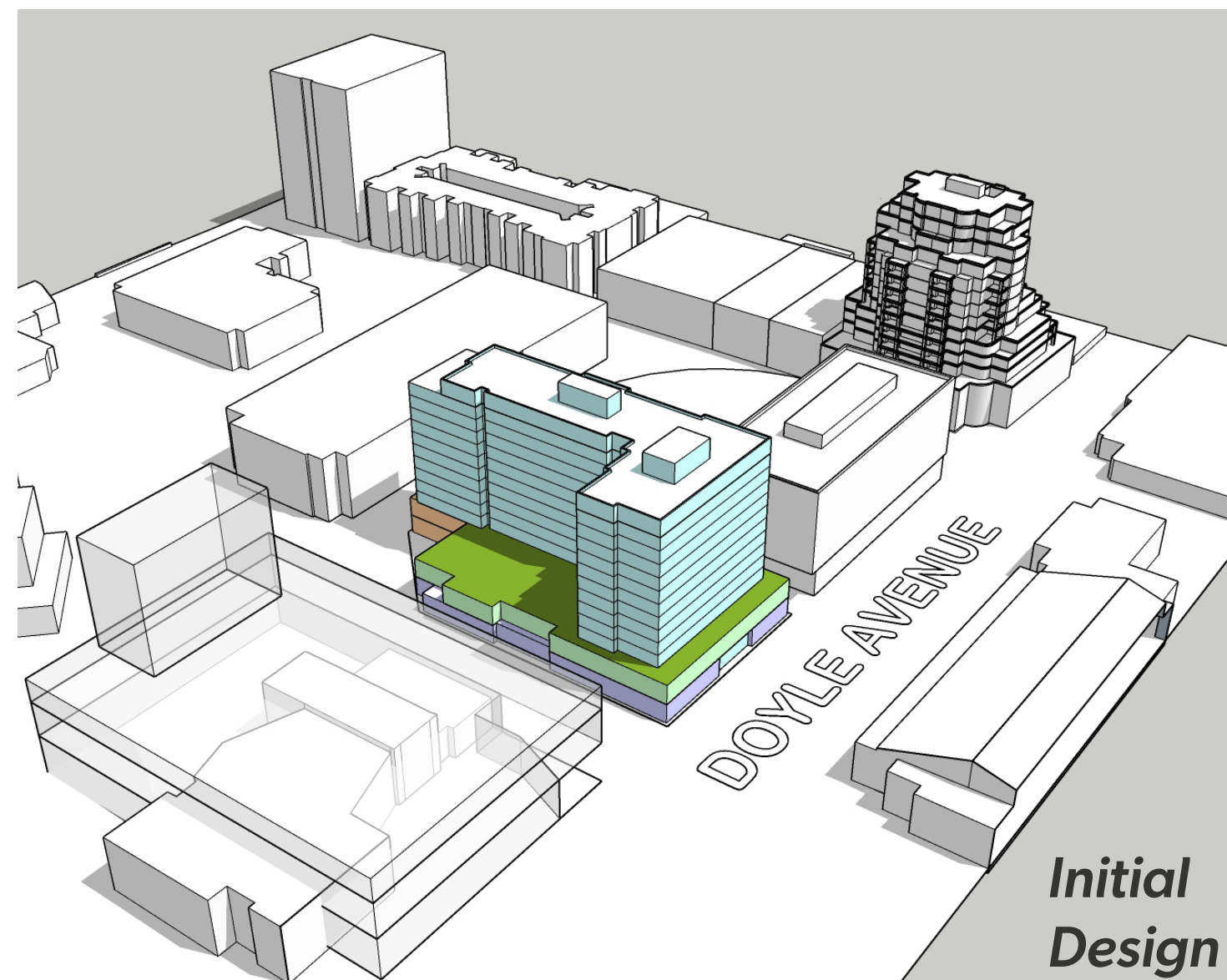


PUBLIC CONSULTATION PROCESS



REVISED APPLICATION

- 25 Storeys
- 259 Residential Retail Units
- 14,500 ft² Commercial Office
- 6,000 ft² Arts Hub



Project Vision

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

- RENTAL HOUSING
- DOWNTOWN DENSITY
- DIVERSITY
- CULTURAL DESTINATION
- LEED CERTIFIED



Alignment with Civic Precinct Principles

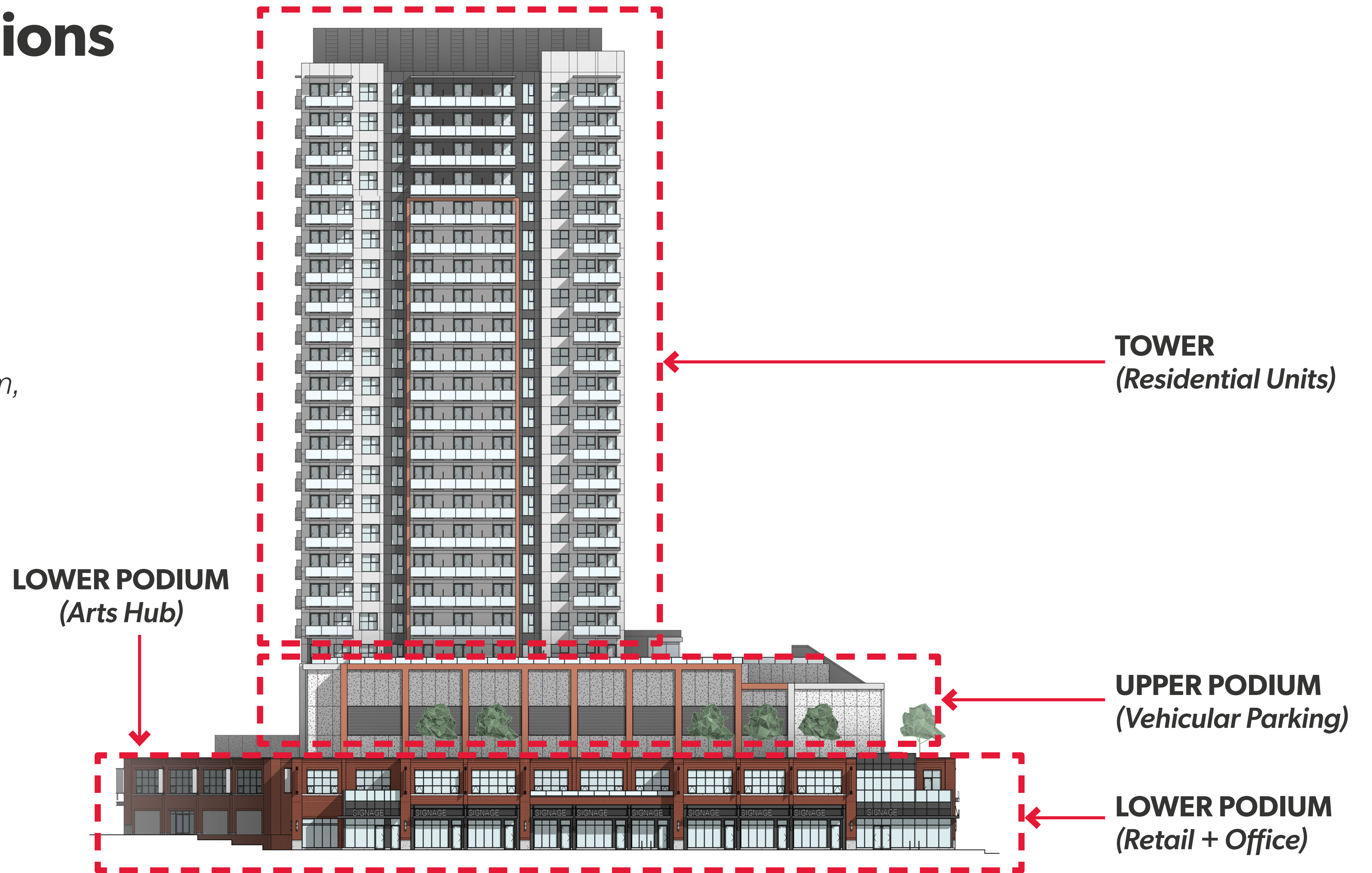
- **Vibrancy**
- **Mix of Land Uses and Public Spaces**
- **Create Landmark Public Spaces**
- **Community Amenities**
- **Financial Impact**
- **Complete Community**
- **Pedestrian Oriented**



3 Distinct Portions of Building:

OCP GUIDELINE:

- *Design Buildings with a Distinctly Articulated Podium, Tower, and Top.*



West Building Elevation

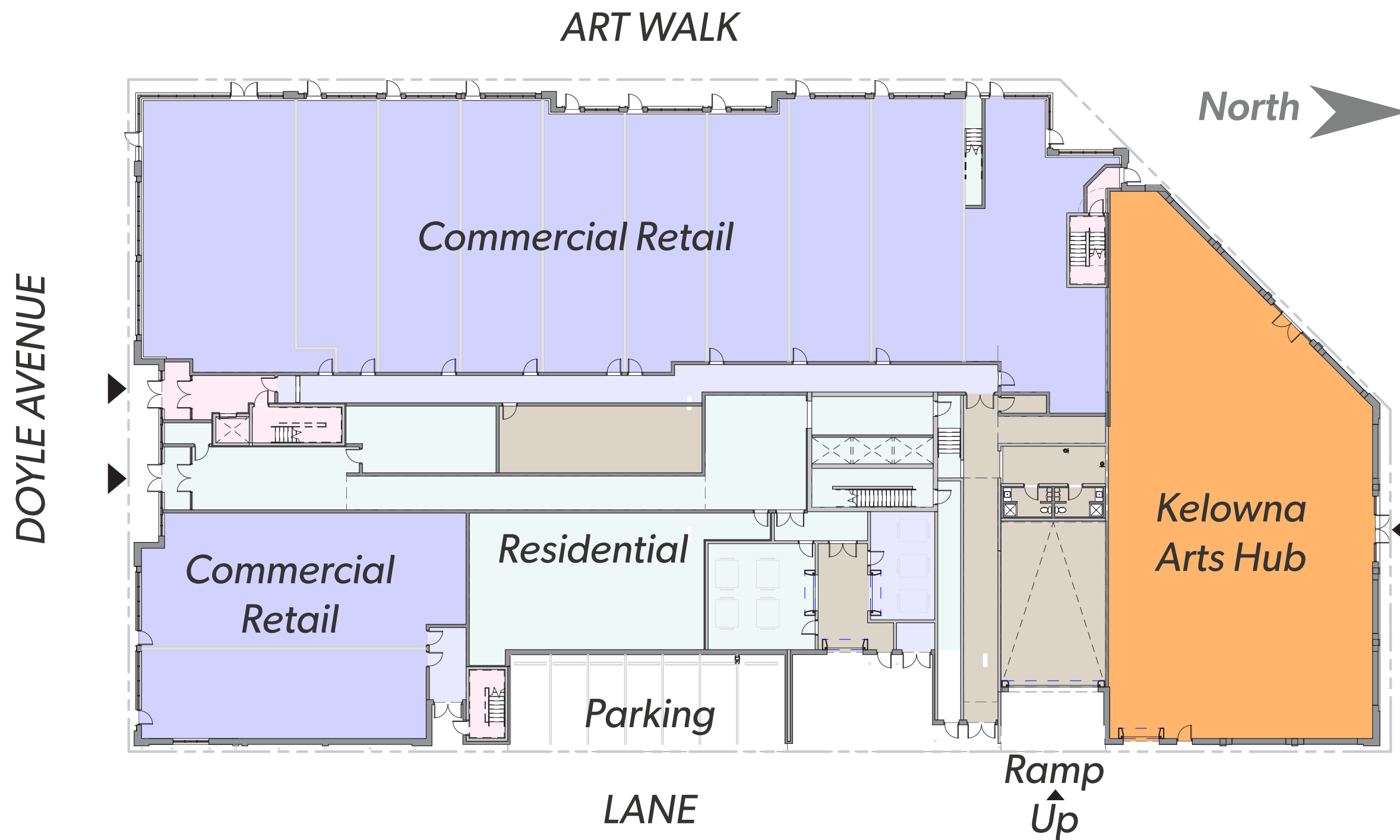
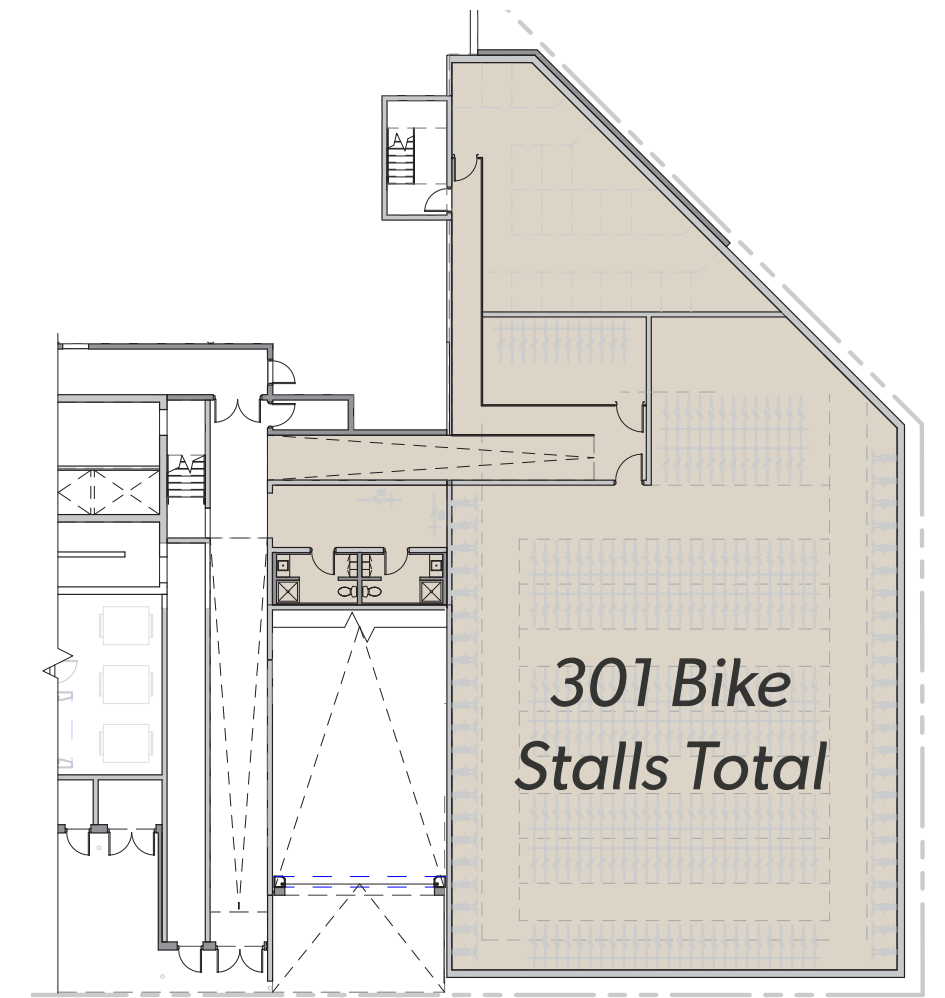
Lower Podium

Commercial Retail (1,384 m² / 14,897 ft²)

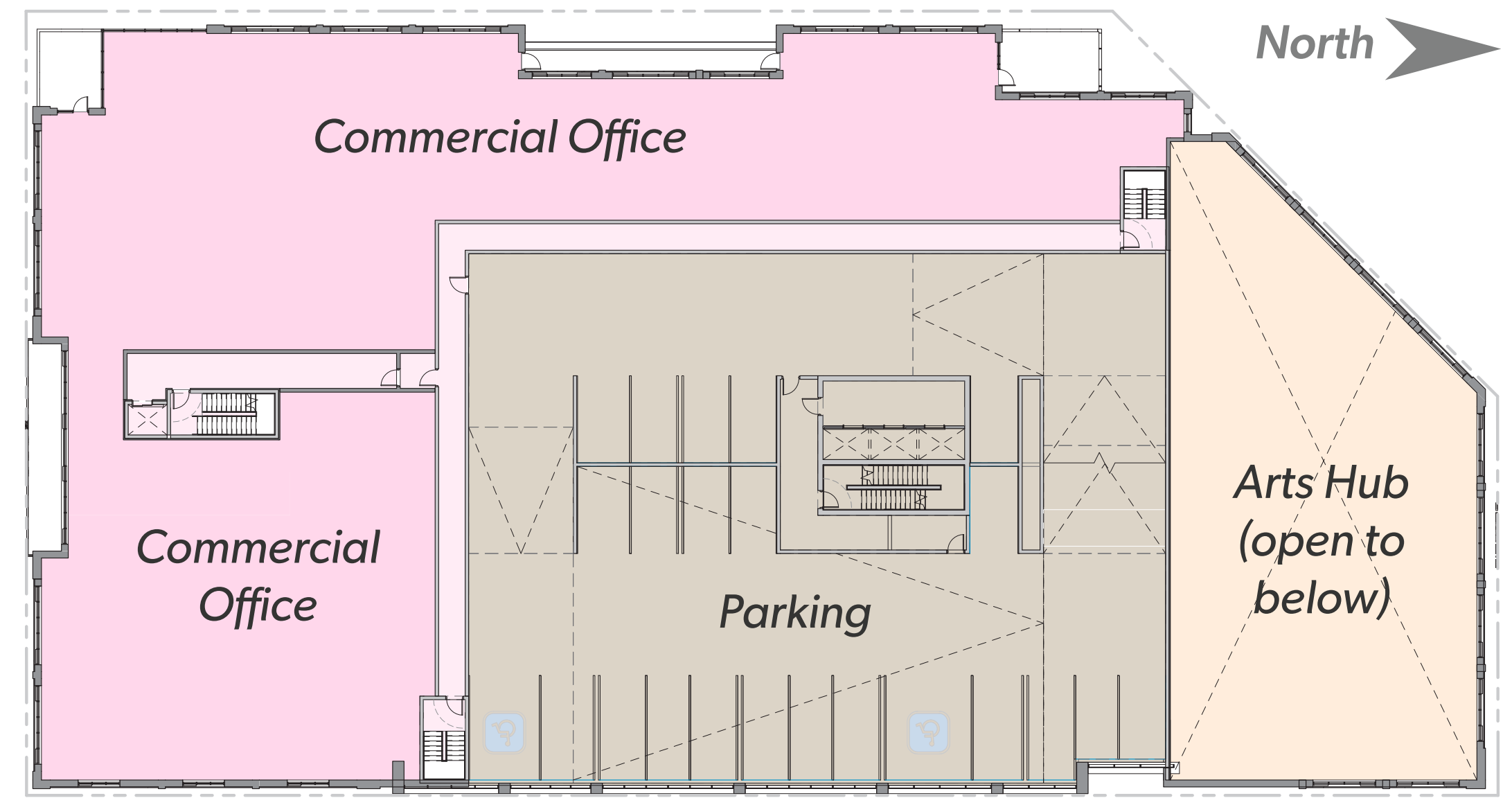
Kelowna Cultural Arts Hub (557m² / 6,000 ft²)

Commercial Office (1,350 m² / 14,530 ft²)

Basement Plan
(Bike Room + End of Trip facilities)



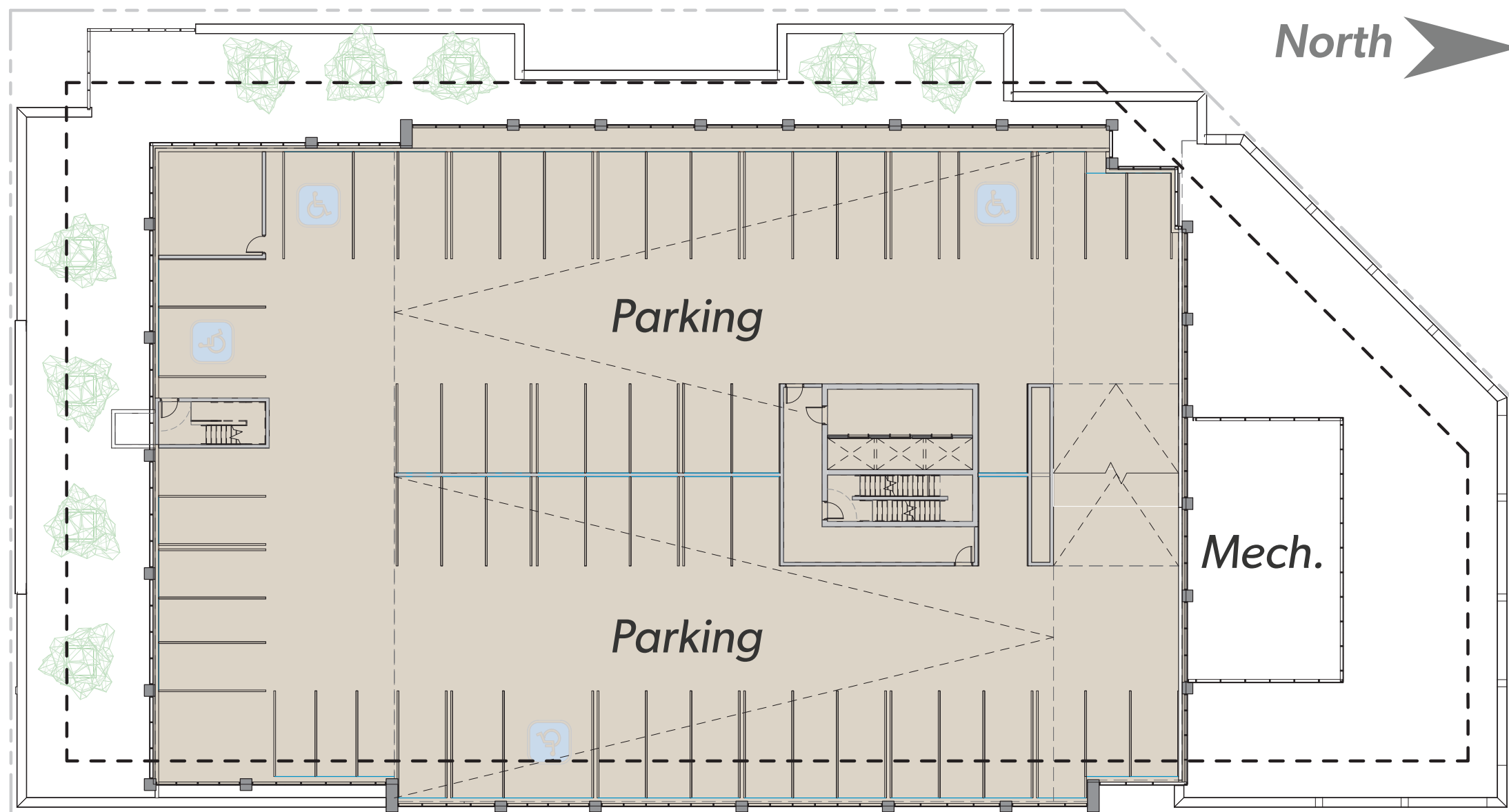
Level 1 Floor Plan



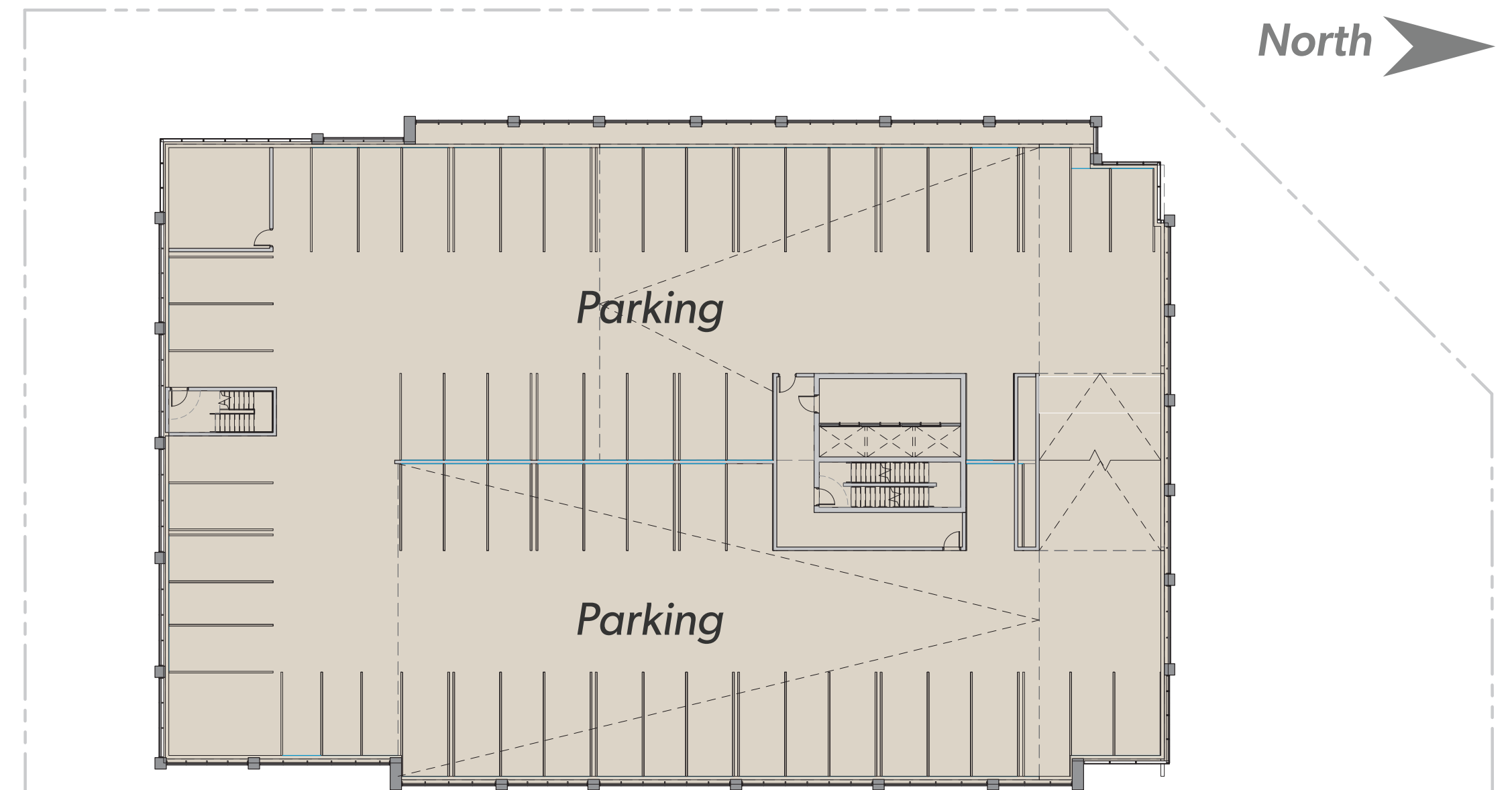
Level 2 Floor Plan

Upper Podium

Vehicular Parking Stalls = 214 Stalls Total to Meet Bylaw Requirements



Level 3 Floor Plan

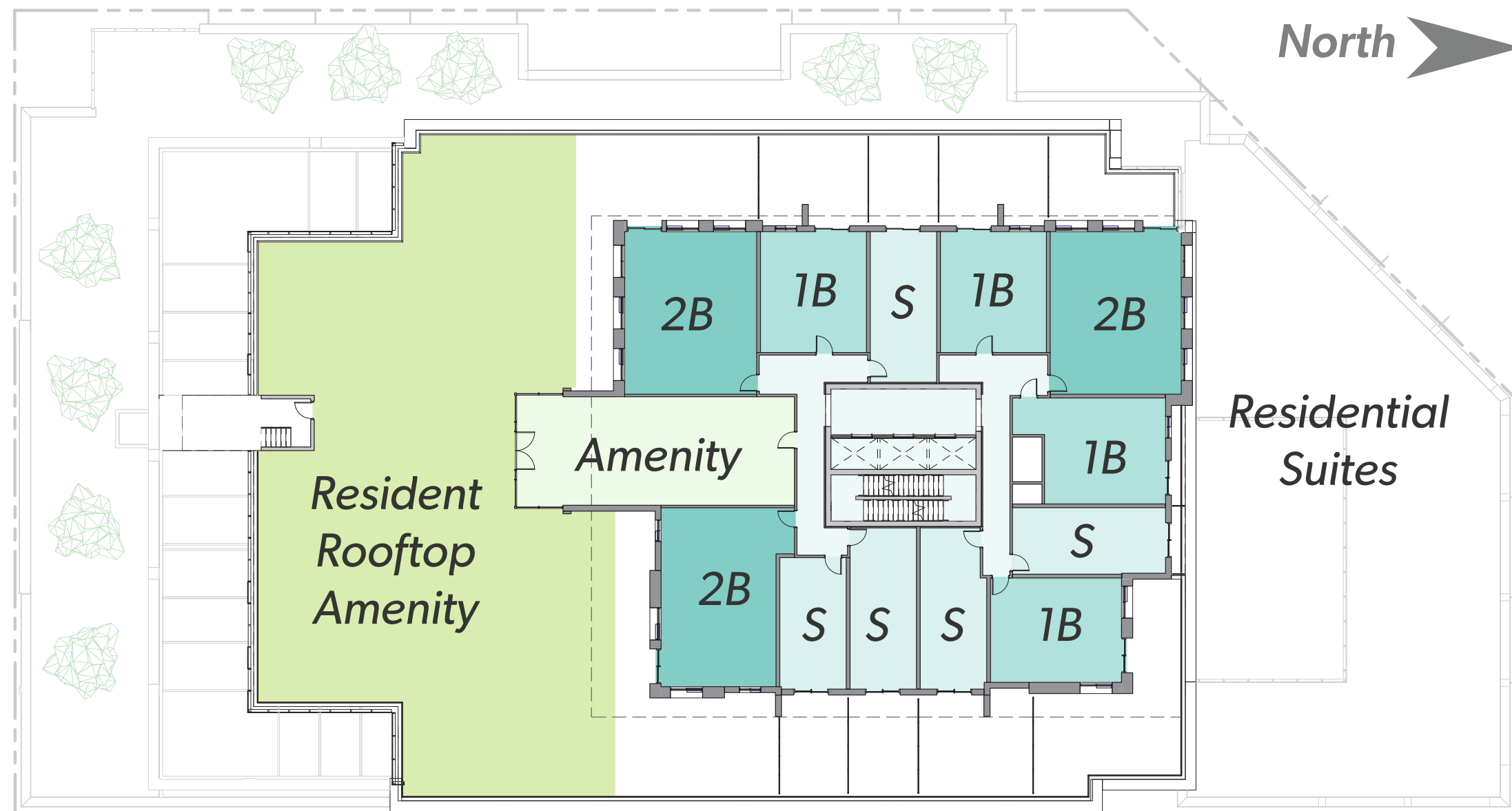


Level 4 Floor Plan (similar to Level 5)

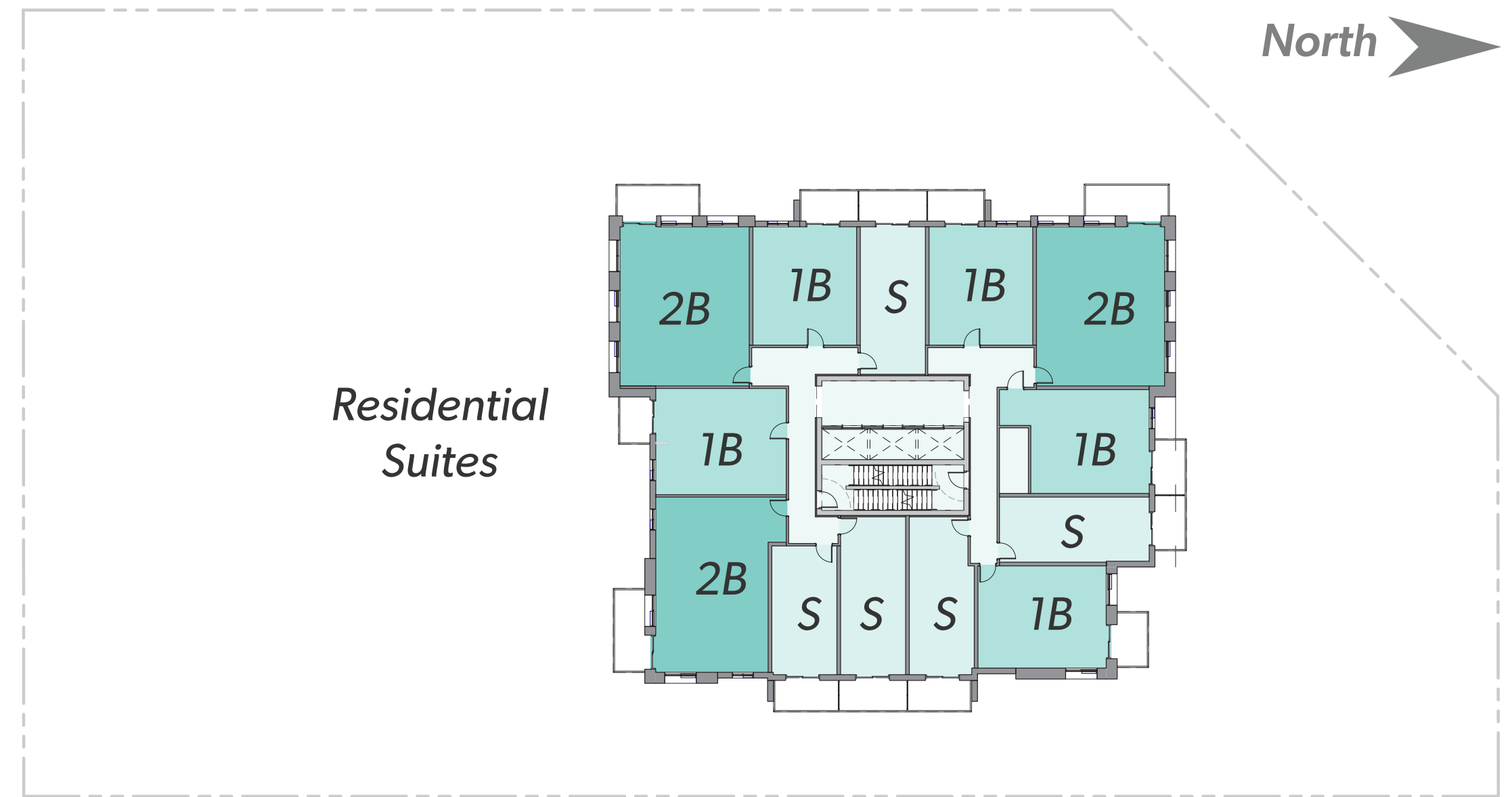
Tower

259 Residential Units Total

Mix of Studio, 1-Bedroom and 2-Bedroom Units



Level 6 Floor Plan

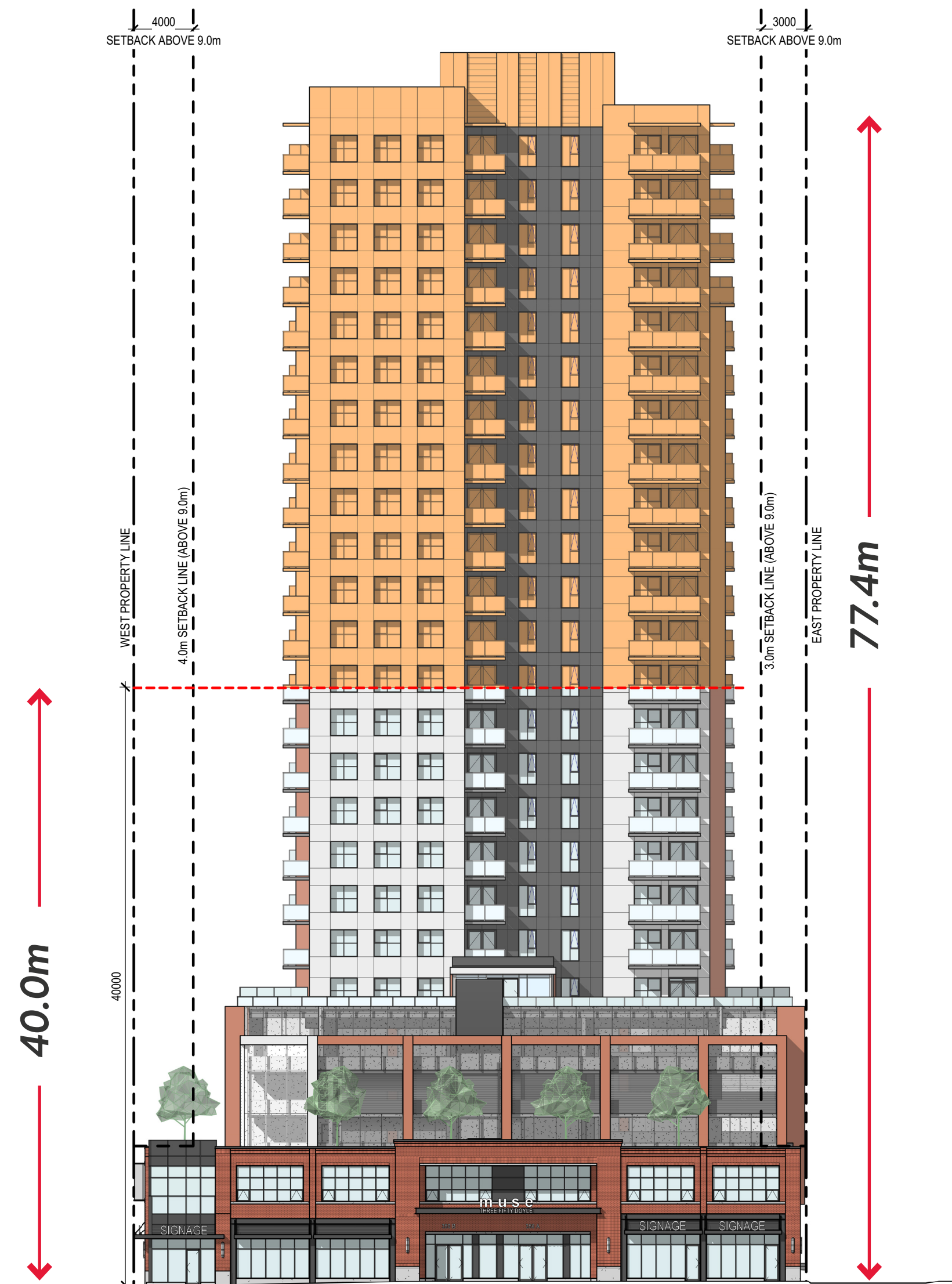
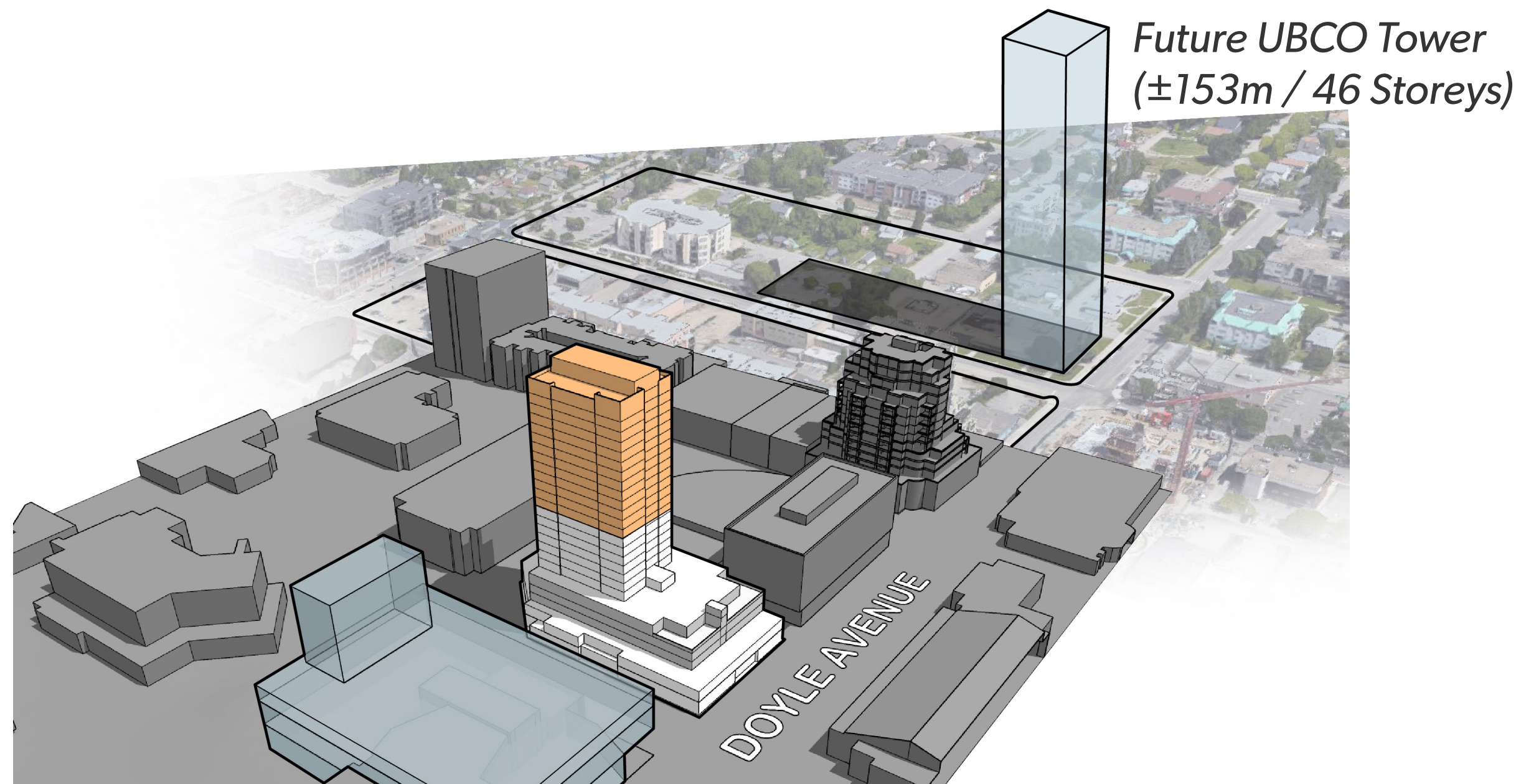


Level 7 – 25 Floor Plan (Typical Residential Tower)

Proposed Variances

1. BUILDING HEIGHT

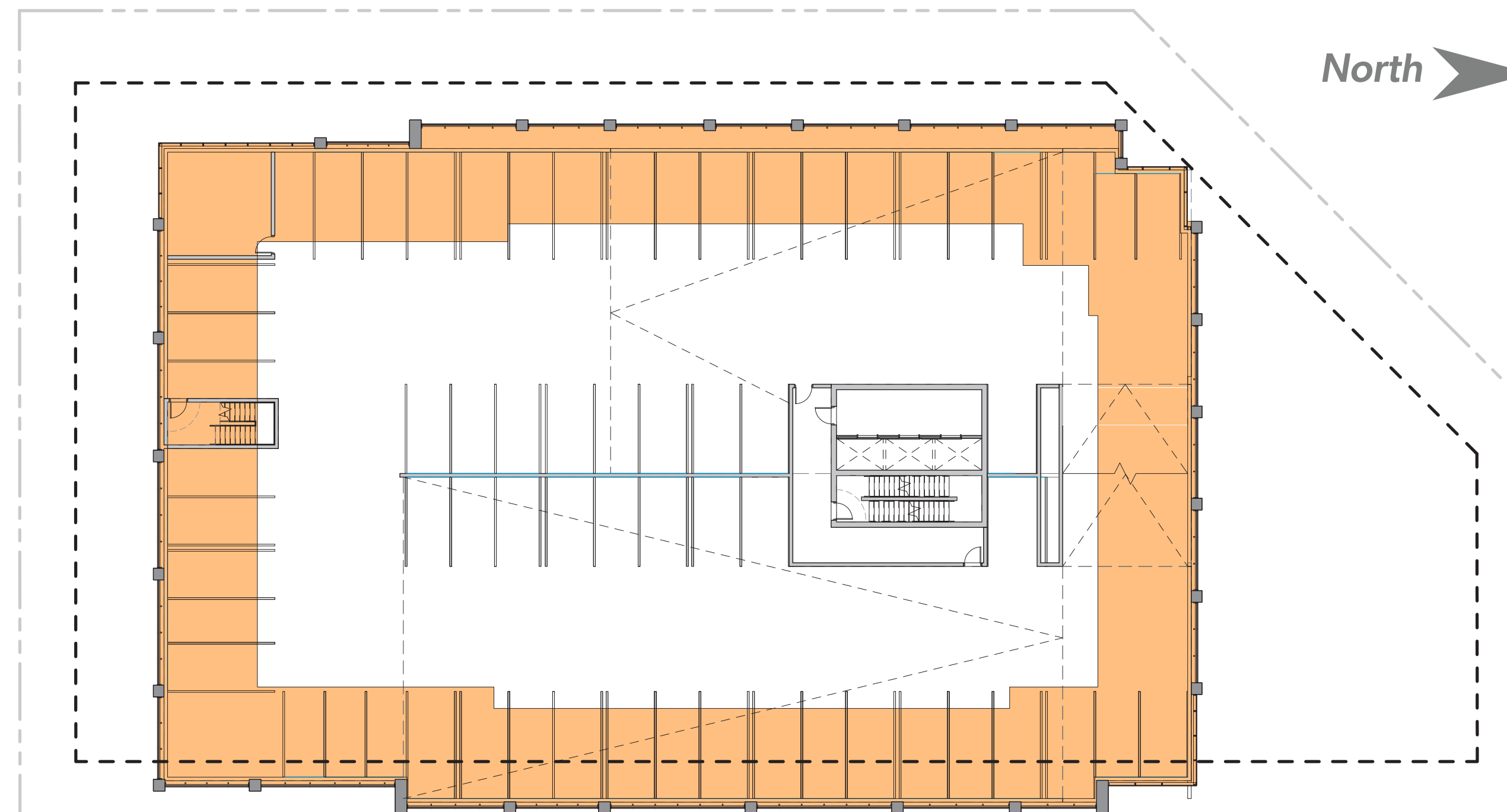
- Bylaw Requirement = 40.0m / ± 13 Storeys
- Proposed = 77.4m / 25 Storeys



South Building Elevation

2. MAXIMUM FLOOR PLATE SIZE

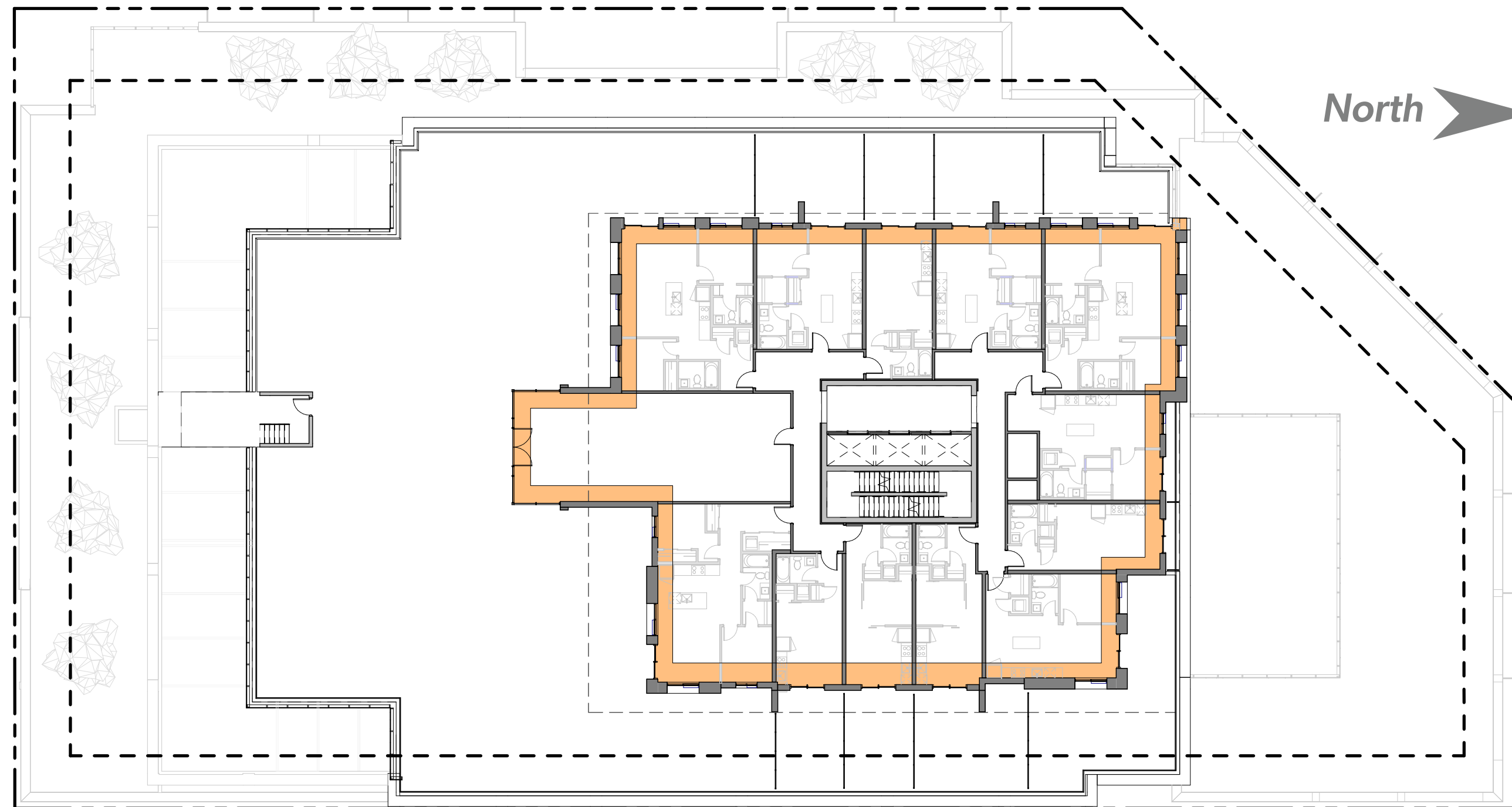
- Bylaw Requirement = 1,221m² above 9.0m and below 22.0m building height
- Proposed = 2,105m² for Parking Levels 3 – 5 only.



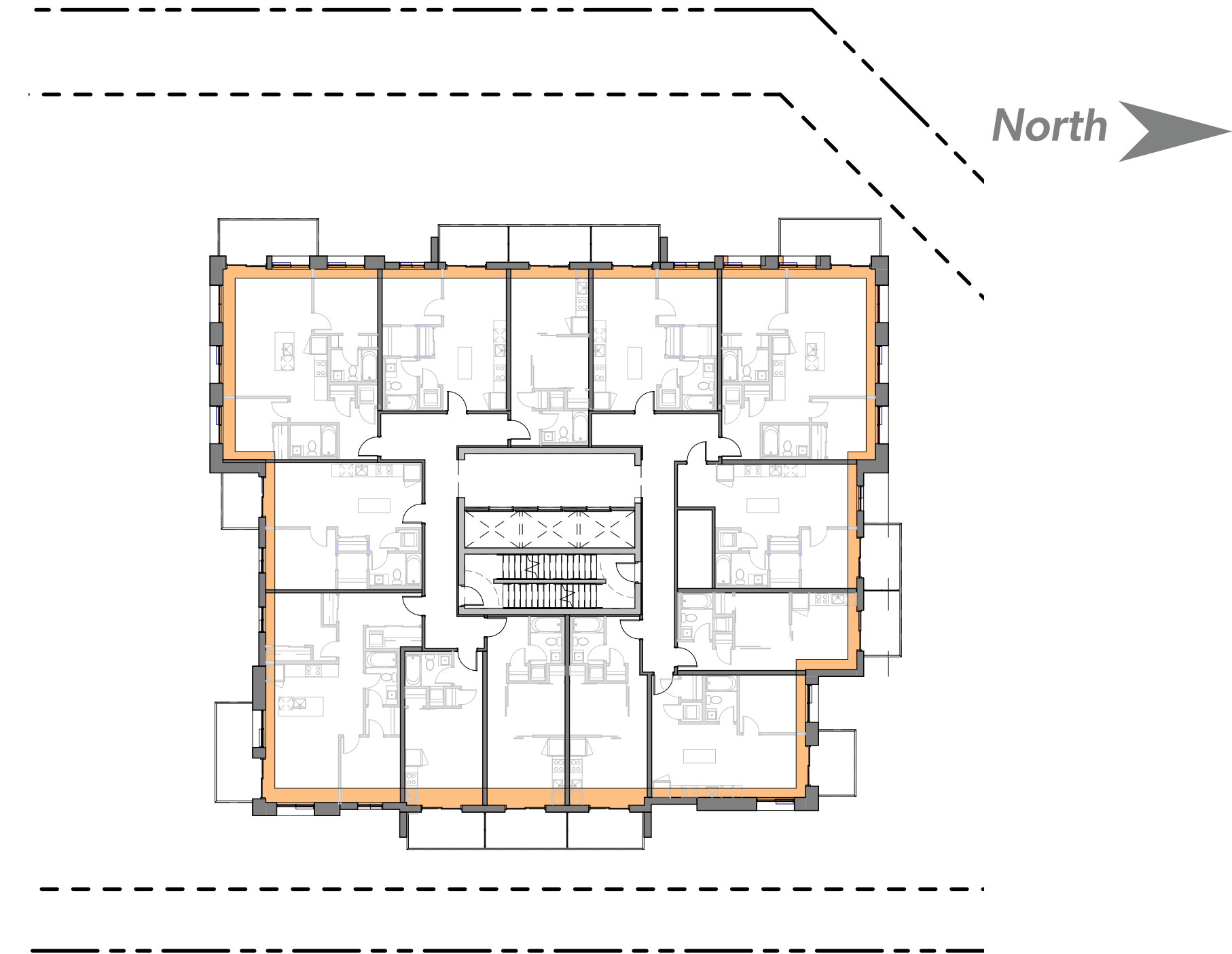
Level 4 Floor Plan (similar to Level 3 & Level 5)

2. MAXIMUM FLOOR PLATE SIZE

- Bylaw Requirement = 676m² above 22.0m building height
- Proposed = 803m² for Level 6 only (*Residential Floor w/ Amenity Lounge + Rooftop Access*)
= 750m² for Levels 7 – 25 (*Typical Residential Floor*)



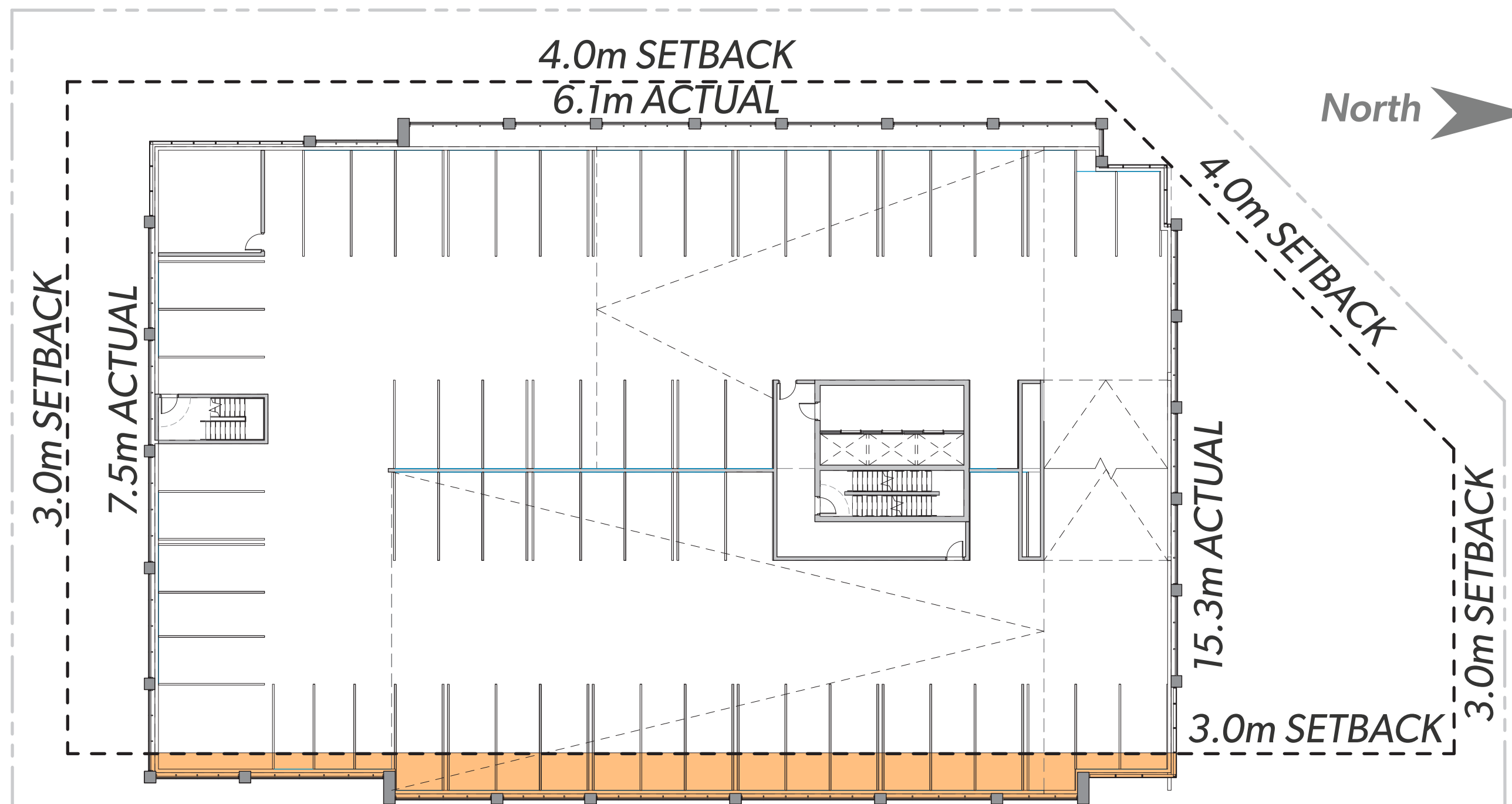
Level 6 Floor Plan



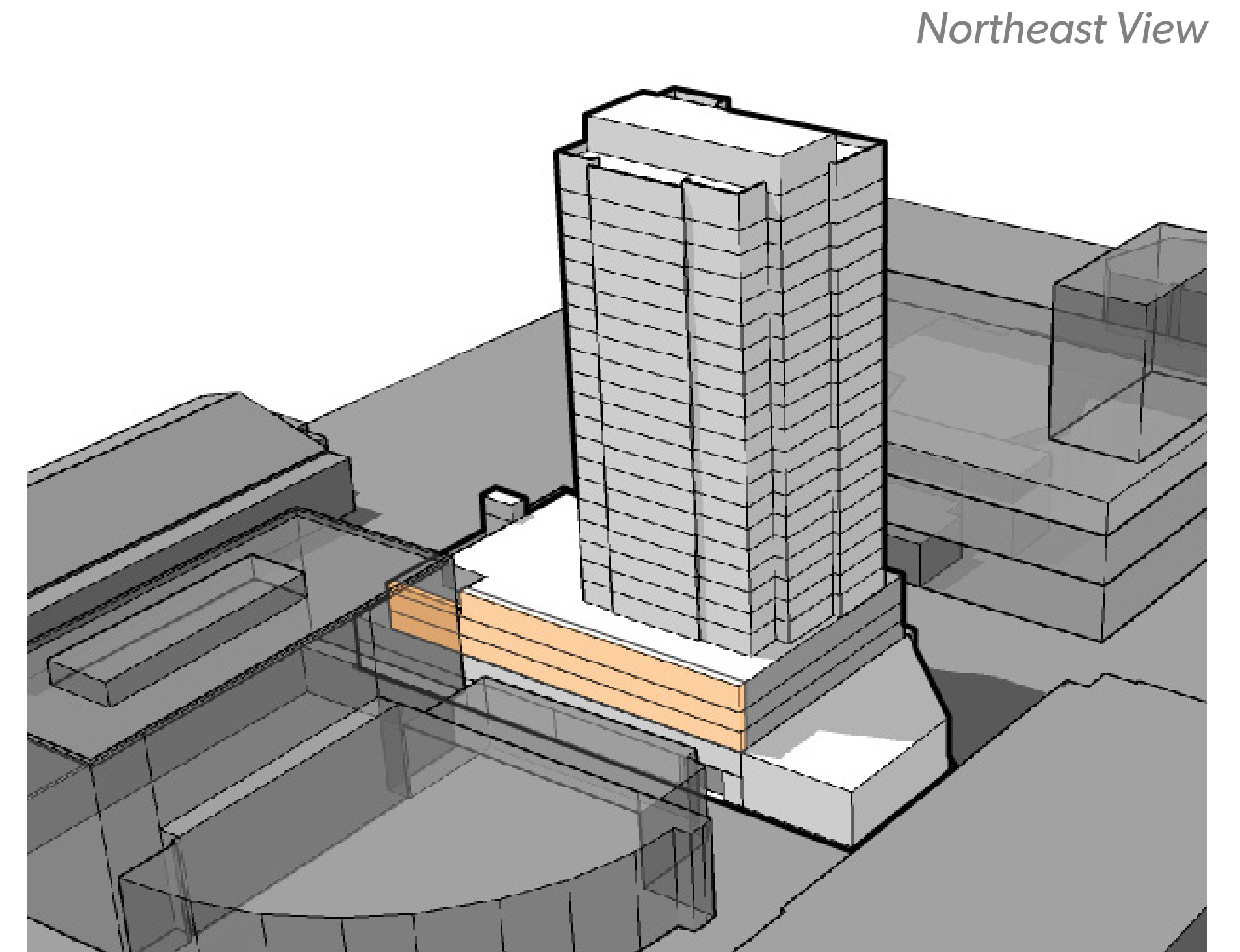
Typical Tower Floor Plan (Levels 7 – 25)

3. SETBACK ABOVE 9.0m

- Bylaw Requirement = East Property Line Setback = 3.0m above 9.0m building height
- Proposed = East Property Line Setback = 0.0m for Parking Levels 3 – 5 only



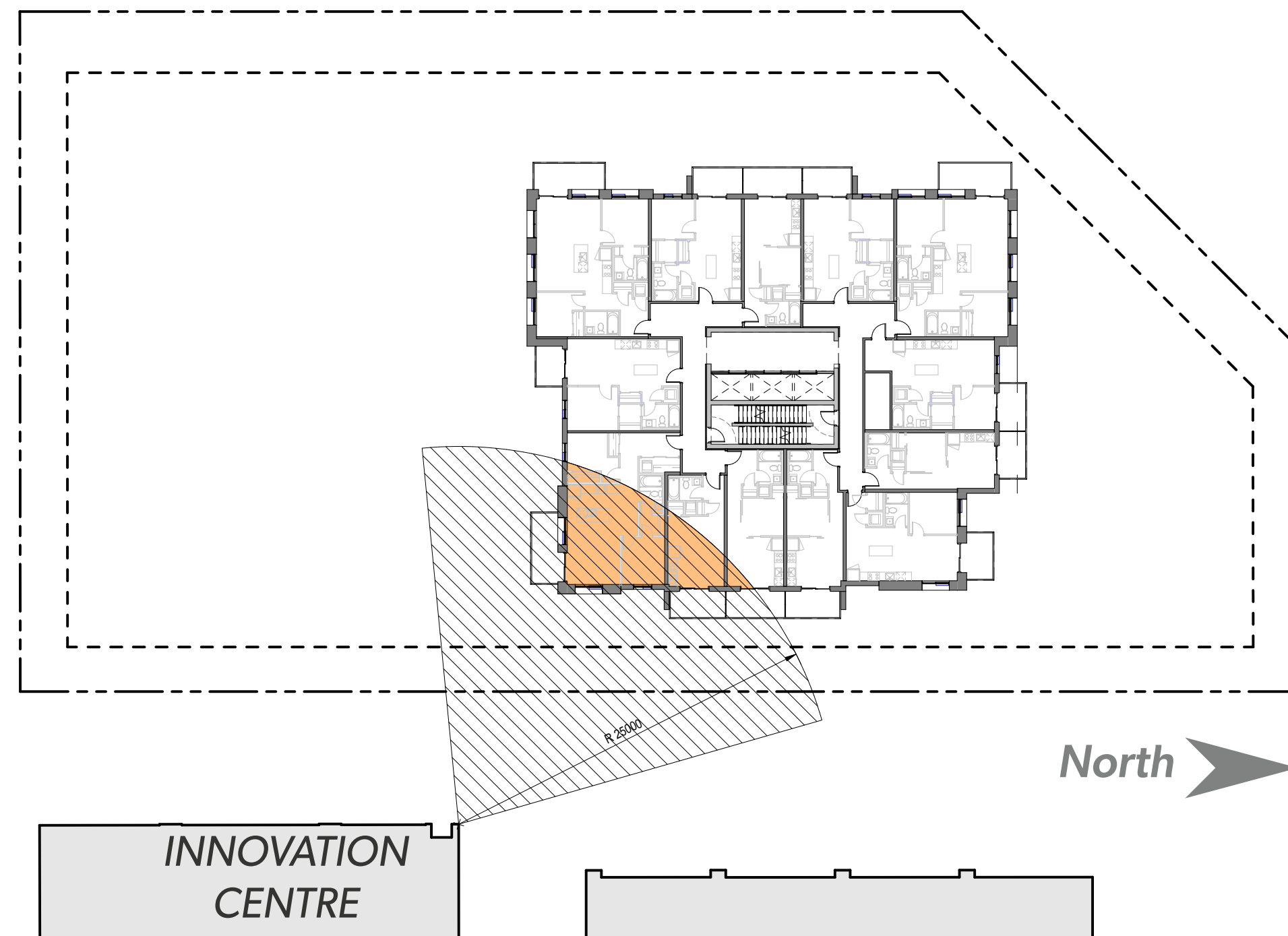
Level 4 Floor Plan (similar to Level 3 & Level 5)



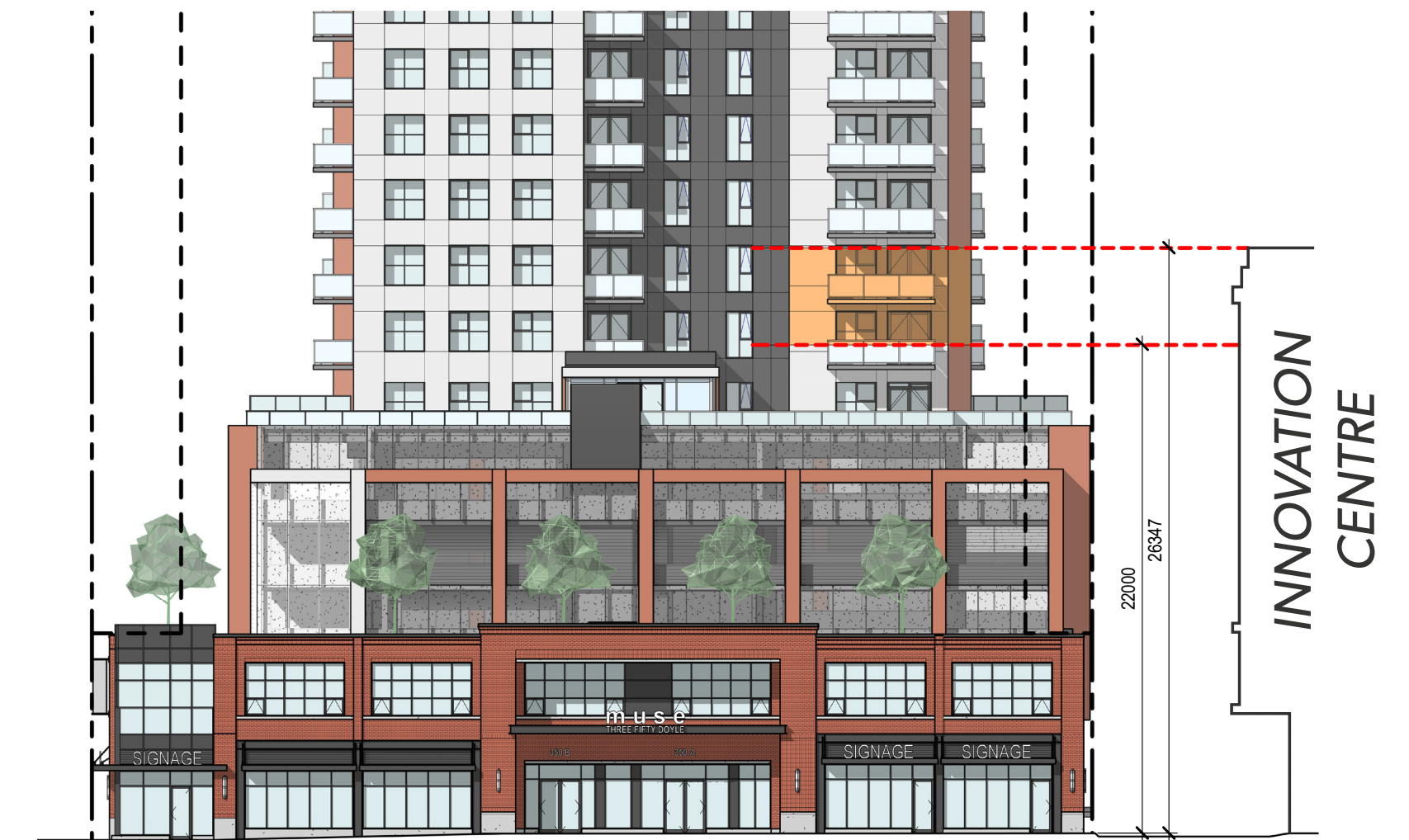
3D Diagram illustrating Extent + Location of Variance

4. Minimum Building Separation Distance

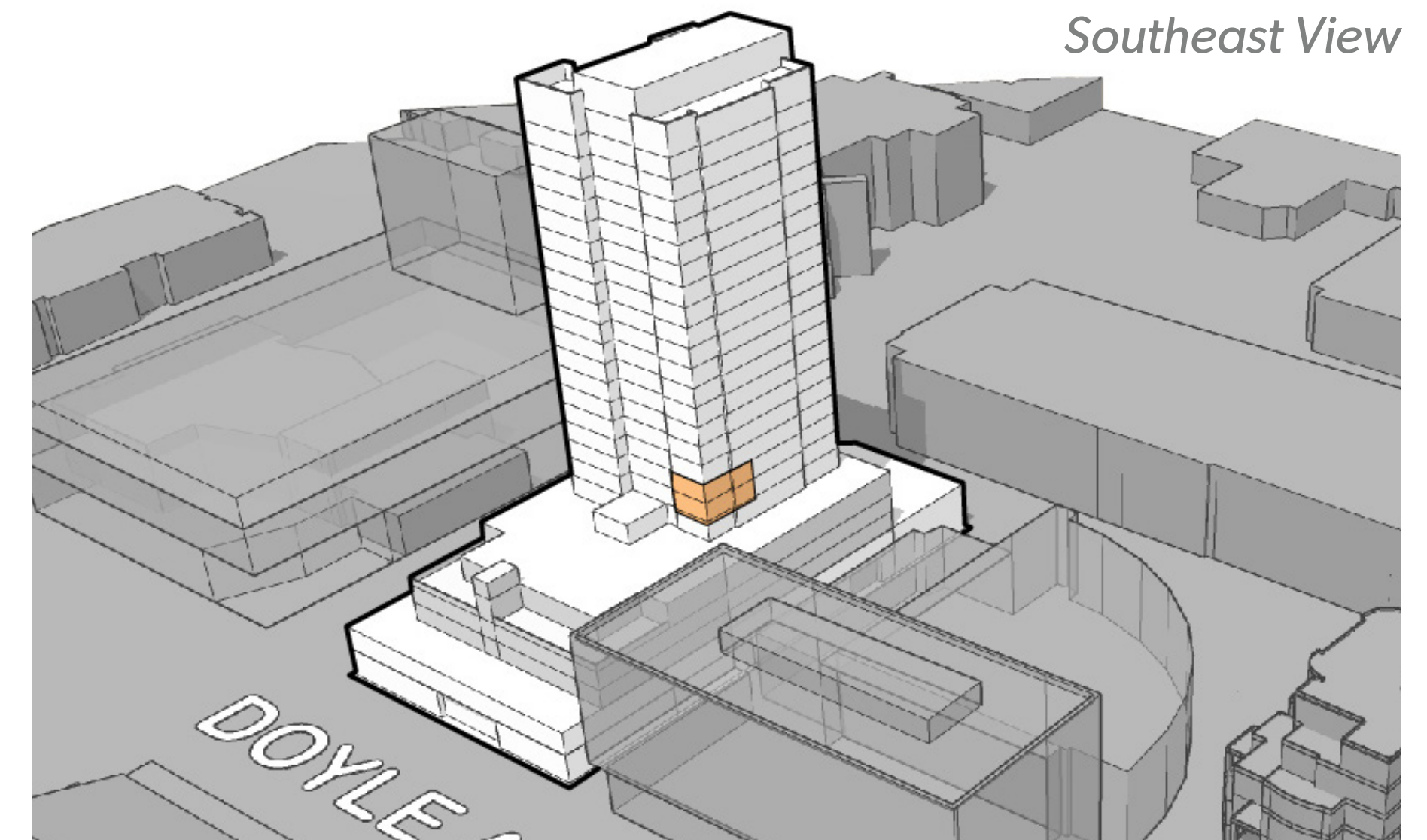
- Bylaw Requirement = Min. 25.0m, above 22.0m building height
- Proposed = 13.9m separation
(Level 7 + 8 only (4.3m vertical))



Level 8 Floor Plan (similar to Level 7)



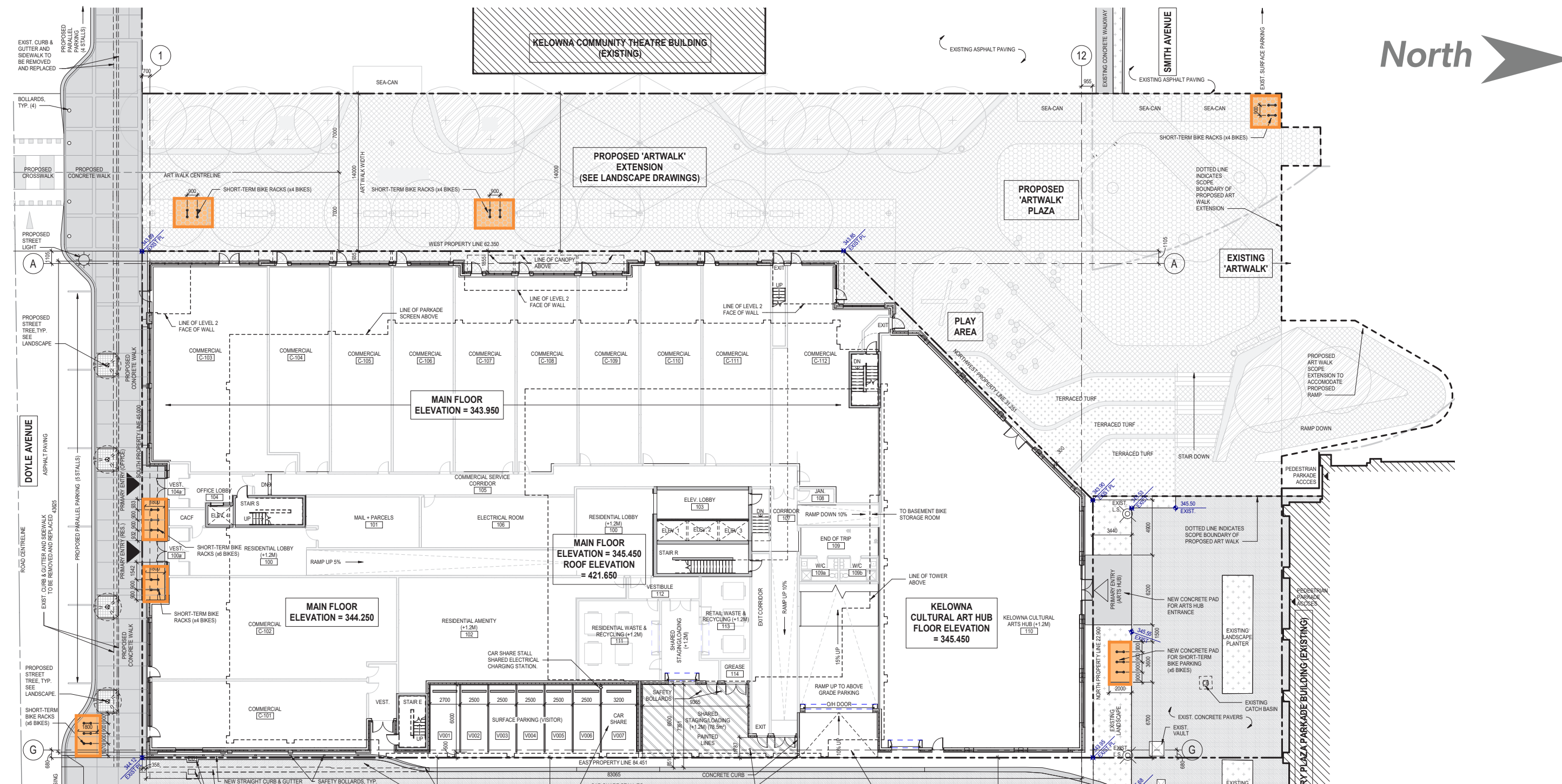
Partial South Building Elevation



3D Diagram illustrating Extent + Location of Variance

5. Short-Term Bicycle Parking

- Bylaw Requirement = 72 short-term bicycle stalls to be located on-site
- Proposed = 10 short-term bicycle stalls provided on-site
+ 24 short-term bicycle stalls provided adjacent to property
(along Doyle Ave, Smith Ave and Art Walk)
- (New Draft Zoning Bylaw Requirements = 58 short-term bicycle stalls required)



Form & Character

OCP GUIDELINES:

- *Design Buildings with a Distinctly Articulated Podium, Tower, and Top*
- *Active Frontages on Corner Sites*
- *Active Uses at Grade*
- *Small Format Retail Storefronts*
- *Main Floor Height of 4.5m*
- *Weather Protection & Signage*
- *Incorporation of Rooftop Architectural Lighting to Distinguish Tower Top*



Detailed, Human-Scale, Active Podium

- Historic Kelowna Inspiration – Laurel Packing House
- Pedestrian-Oriented Retail & Entertainment Experience
 - » Restaurants, Cafés, Pubs, Specialty Retail



South Podium Along Doyle Ave

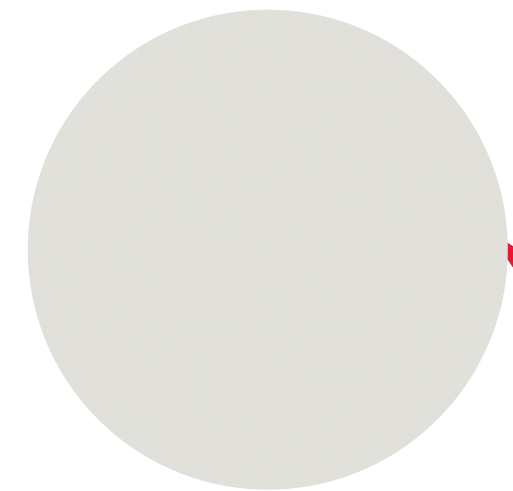


Podium Inspiration – Laurel Packing House

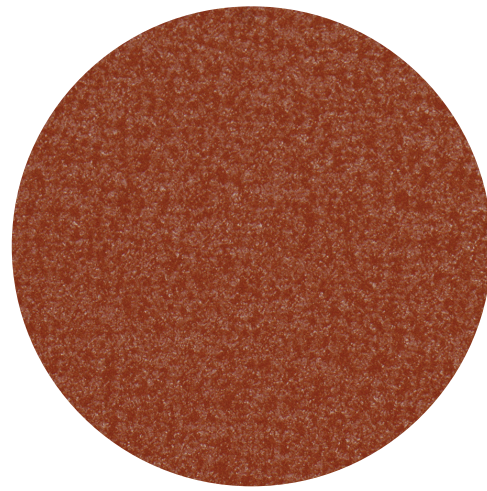


West Podium Along Art Walk Extension

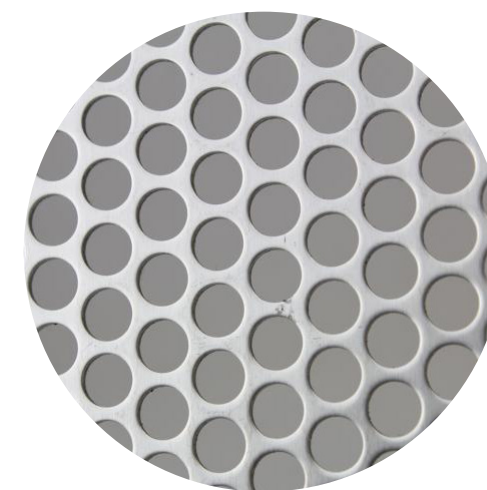
Quality Exterior Materials



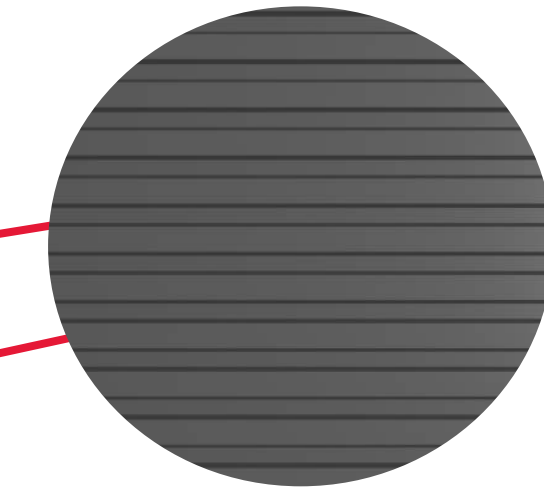
Prefinished Panel
(White)



Prefinished Panel
(Terracotta)



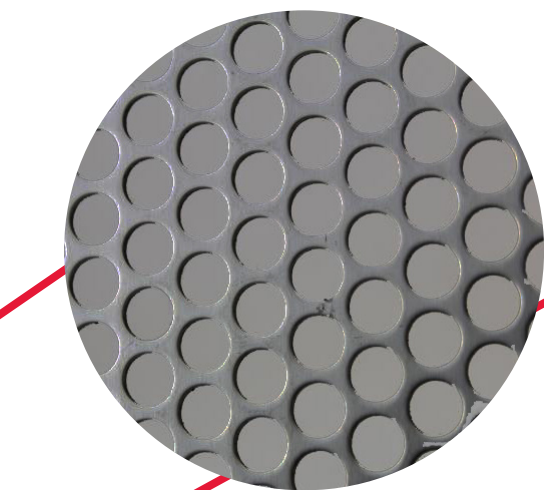
Perforated Metal
Screening
(Light Grey)



Illuminated
Corrugated Panel
(Charcoal)



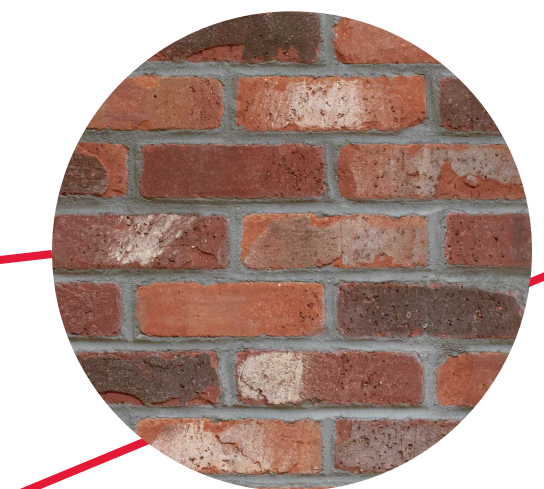
Prefinished Panel
(Charcoal)



Perforated Metal
Screening
(Charcoal)



Metal Slat Wall
(Charcoal)



Historic Brick
Veneer
(Red, Tumbled)



Masonry Details
(Precast Concrete)

Exterior Renderings

OCP GUIDELINES:

- *Design Buildings with Cohesive Design Architectural Look*
- *Promote 'Eyes on the Street'*
- *Vary Height & Form of the Podium to Respect and Respond to the Existing Context*
- *Establish a Consistent Street Wall*
- *Greater Setbacks at Strategic Points*
- *Place Towers Away From Streets & Neighbouring Properties*

South - Southwest Aerial View



Resident Rooftop Amenity Deck (Level 6)



Level 6 Rooftop Amenity Deck Plan

Resident Rooftop Amenity Deck (Level 6)

OCP GUIDELINES:

- *Site Buildings to Create, Frame, or Extend Views to Important Features*
- *Provide Seating, Lighting, Trees, Shade Structures*
- *Maximize Access to Sunlight*



View Looking Southwest



View Looking Northeast

Exterior Renderings

OCP GUIDELINES:

- *Site Buildings to Create, Frame, or Extend Views to Important Features*
- *Design Private Balconies to be Large Enough to provide Usable Outdoor Space*
- *Transition in Podium Height Down to Lower-Scale Neighbours*
- *Site Towers to be Setback From the Street Wall*
- *Screen Parking Structures by Using Architectural and Landscaping Elements*



Exterior Renderings

OCP GUIDELINES:

- *Articulate Blank Walls with Same Materials and Design as Other Active Frontages*
- *Integrate Public Art On-Site to Generate Interest and Activity*
- *Site Art Work at Key Pedestrian Spaces*
- *Articulation of Each Tower Facade*
- *Positive Contribution to the Skyline*



Exterior Renderings

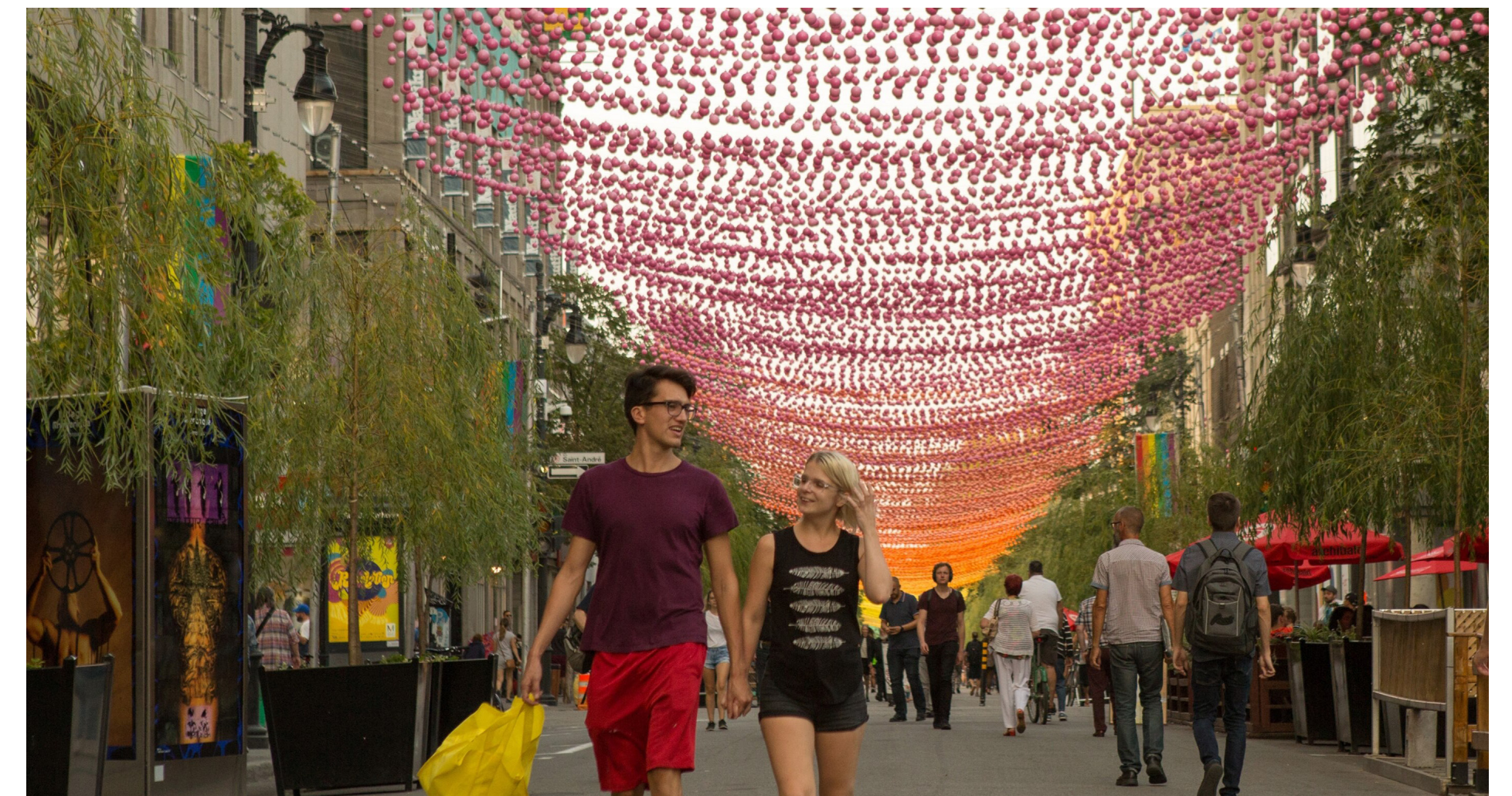
Northwest View Looking at Art Walk + Plaza



Kelowna Art Walk Extension

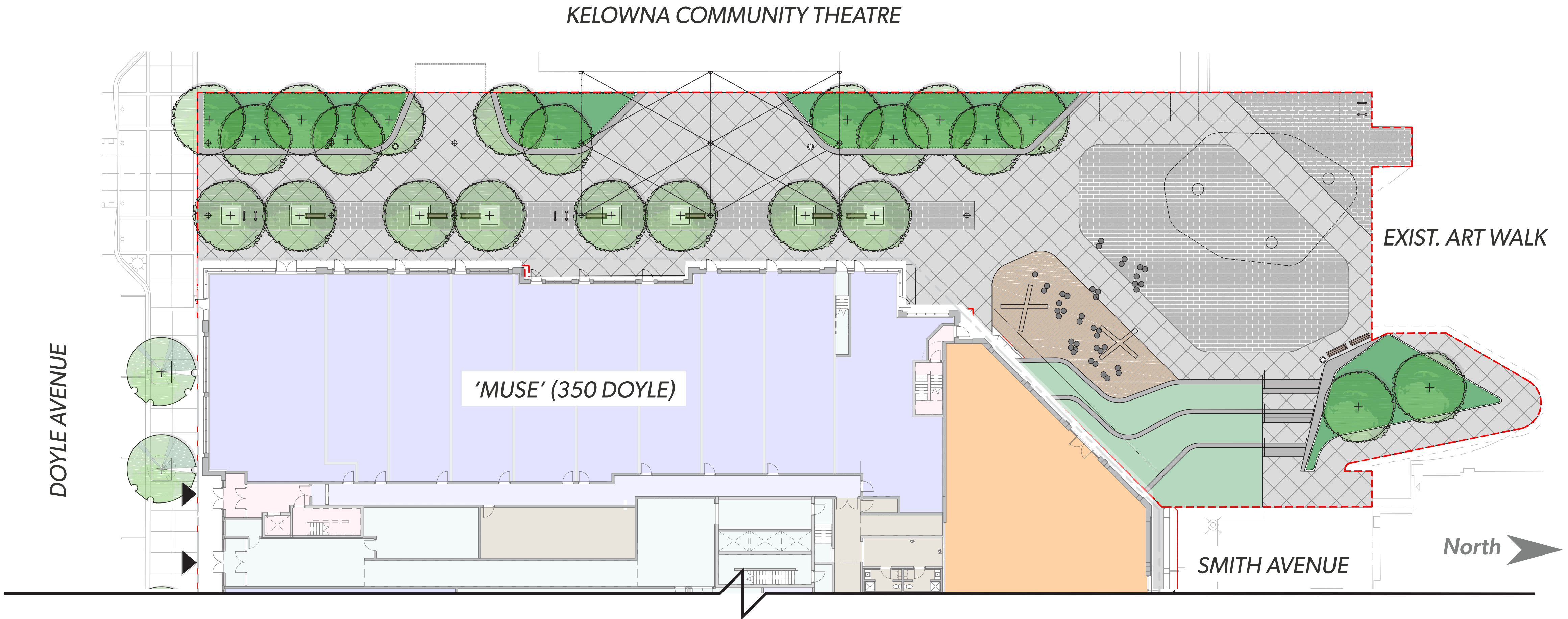
To create a vibrant public open space that provides year-round opportunity for a variety of arts & cultural and entertainment activities, the Kelowna Art Walk will be extended south to Doyle Avenue.

- Concept Design Shown for Development Permit
 - final approval at Building Permit
- Extensive Public Engagement with various Kelowna Arts, Cultural, Performance and Event groups
- Working together with City of Kelowna Planning groups



Inspirational Image

Kelowna Art Walk Extension



Art Walk Animation



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Appelt PROPERTIES

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PUBLIC HEARING – DP/DVP | 350 Doyle Avenue | 2022.07.26

Public Benefits – Urban

- Doyle Avenue Road Improvements to Water Street
- Extension of Kelowna Art Walk to Doyle Ave
 - » Ultimately connecting to Kelowna City Hall
- 6,000 ft² Kelowna Arts Hub Facility
- 259 New Residential Rental Units
 - » ± 400 New Residents Living Downtown in Civic Precinct
- 14,900 ft² of New Retail Space
 - » +100 New Employees Working Downtown in Civic Precinct
- 14,500 ft² of New Office Space
 - » ± 60 New Employees Working Downtown in Civic Precinct

- Creation of a New Cultural Urban Destination
- Mixed-Use 24/7 Development:
 - » Live - Work - Play - Create
 - » Eyes on the Street



Providing 259 Secured Rental Residences

Kelowna Housing Facts:

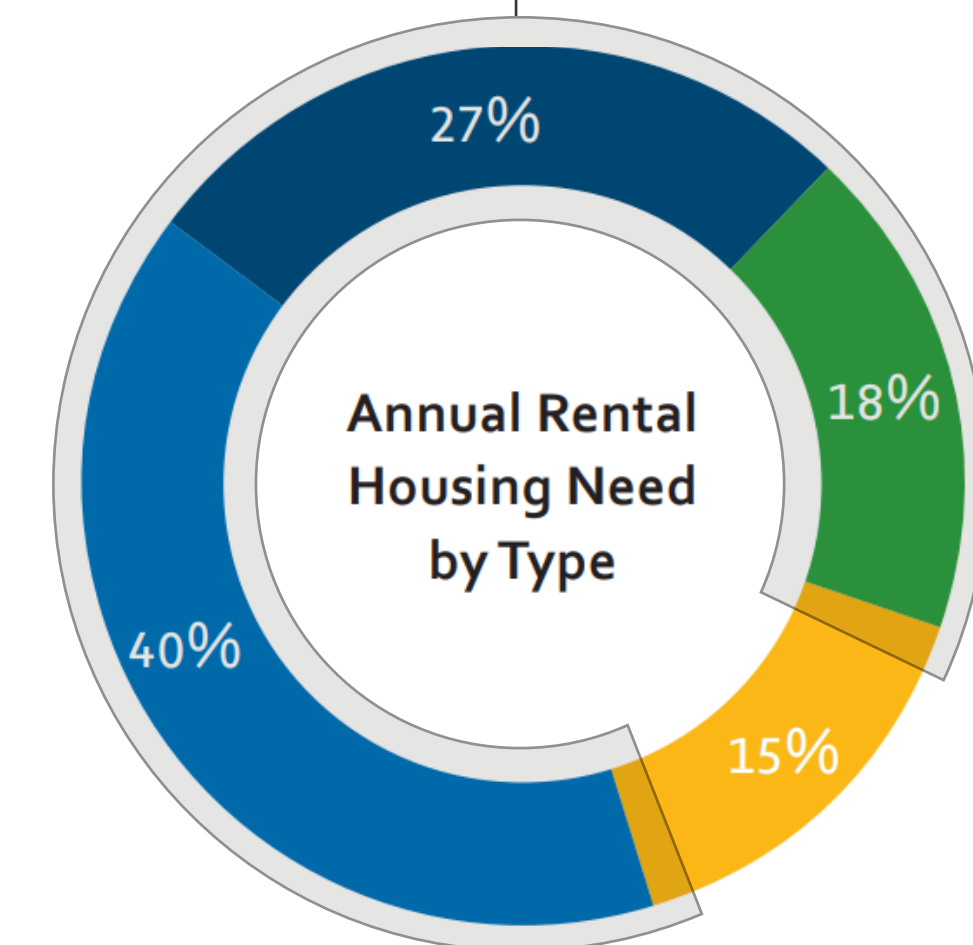
- **Fastest growing city in Canada**
- **14% Growth between 2016 – 2022**
 - *Pop. increase of 27,270*
- **More than 70% of new households in Kelowna are Renters**
- **Less than 7,500 purpose-built rental units are available (late 2019)**

Supporting Kelowna Healthy Housing Strategy (KHHS):

- **Primary Rental Apartment Homes**
 - *Rentals are secured by a housing agreement*
- **Reduces Car Dependency**
 - *Downtown location reduces transportation costs between \$10,000 – \$15,130 / year*

259 Secured Rental Housing Units

- Market
- Student



Market Affordable Subsidized Market (Student)