

**01. INTRODUCTION**

Mission Group and Victor Projects have formed a partnership to develop a mixed-use project at a corner of Lawrence Avenue and Water St. in downtown Kelowna. The project will be situated on two adjacent lots measuring 100x120' at the northeast corner of Lawrence Avenue and Water Street, in the heart of the downtown area. (PLAN KAP26819 LOT A DISTRICT LOT 139).

The partnership is committed to meeting the needs and aspirations of Kelowna's future growth through this proposal. The project will provide a healthy mix of uses, including multifamily residential and retail spaces, to bolster the diverse vibrancy of the downtown area. In addition, the project will incorporate high-quality design that will enhance the public realm and serve as an inspiring addition to the city's skyline.

It is our hope that this proposal will continue our firm's legacy of creating outstanding buildings that establish new synergies with the heritage retail along Bernard Avenue, cultural district to the north, and scenic parks along the shores of Lake Okanagan to the west.

**02. PROJECT DESCRIPTION**

The partnership is proposing a 33-storey podium-and-tower mixed-use building that will include retail and lobby space located at grade with four levels of parkade above forming the podium, with seven levels of rental and twenty levels of condo forming the tower component.

The building, measuring 110.5m in height, will provide 6,695 square feet of high quality retail space, 89 rental units, and 173 condominium units to the downtown core. In addition, the building will provide 266 above ground parking stalls to meet the needs of residents and visitors.

The podium will have 95% coverage of the site with zero setback upto the height of 16 metres in compliance with UC1 zoning regulations. At grade, 0.8 metre wide and 5m high easement is ceded to the laneway to facilitate improved vehicular traffic as per City's request. Beyond the 16m height datum, the rental levels step-back to a floorplate size of 878.7m<sup>2</sup> up to 38.9m in elevation. Condo levels above, step-back again to a reduced floorplate 722.4m<sup>2</sup> up to 100.8m in elevation.

To maximize the active retail frontages along Lawrence Avenue and Water Street, all services and parking access will be located on the north side of the building facing the laneway. The street face will be occupied by active programs such as retail and lobbies with the pedestrian sidewalk improved with canopies, lighting, landscaping, and architectural articulations.

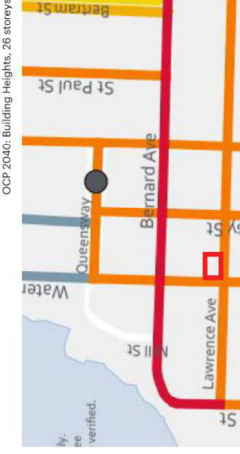
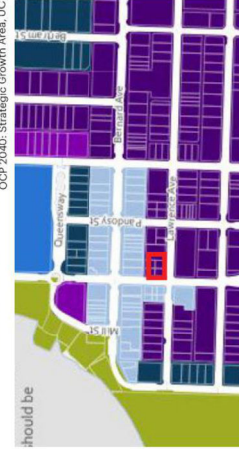
For its residents, the building will offer a mix of outdoor and indoor amenity spaces located across two separate levels on level 6 and 13. Rental residents will have access to an extensive outdoor landscaped terrace on level 6, while condo residents will have a stunning outdoor cool and terrace facing Lake Okanagan on level 13.

**03. SITE CONTEXT**

The current site at a corner of Lawrence Avenue and Water St measures 23,652 square feet in area and is currently occupied by two-storey commercial buildings and a surface parking lot. The site is bordered by Lawrence Avenue to the south, Water Street to the west, and a service laneway to the north. A four-storey parkade building runs the entire length of the block on the south side of the site while the west side is faced by a series of low-rise redbrick retail buildings with a new wine experience center under construction. The east side of the site abuts an existing two-storey redbrick commercial building, while the north side abuts a laneway that is mostly used for service access, utility equipment, and tenant parking for the retail buildings.

Along Water St. there is a lack of retail presence, landscaping, and consistent building frontages on the east side relative to the consistent of retail character on the west all the way to Bernard Avenue. The remediation and improvement of this condition was an important consideration in the design of the proposal.

Beyond the immediate surroundings, the site is only a two-block walk from Kelowna City Park to the west and a one-block walk to the Bernard Avenue heritage retail district to the north. The significance of these public spaces to the city and its residents were taken into account from the initial stages of design, particularly in how the views could be maximized for the residents.



**04. PLANNING CONTEXT**

As per the OCP 2040, the project site is located in the Urban Centre (UC1) zone, which is envisioned as an urban hub that supports higher residential and employment density, intensity of activities, and improved walkability. The UC1 zone is intended to be a mixed-use area that supports a range of uses, including retail, commercial, office, and residential.

The Urban Centre Roadmap provides guidance on how to enhance the urban centre and make it more vibrant and attractive for residents, workers, and visitors. The document outlines the current strengths and challenges of the area and suggests ways to improve it.

**Strengths:**

1. proximity to transit exchange
2. access to public and open space
3. active transportation routes and walkability
4. distinct identity
5. high employment density
6. cultural and civic heart
7. access to waterfront

**Challenges:**

1. below residential population objectives for downtown
2. gaps in sidewalk infrastructure
3. highway serves as a barrier
4. homelessness
5. small lot sizes

As per the OCP 2040 Building Heights Map, the project site at 346 Lawrence Avenue has a base approval height of 26 storeys. However, the OCP also allows for additional height considerations as outlined in Policy 4.4.3. This policy encourages taller buildings in exchange for community benefits such as rental units, public amenities, and high-quality design.

Policy 4.4.3. **Taller Downtown Buildings**  
With due consideration of the objectives of Policy 4.4.2, consider support for development that is higher than the heights outlined in Map 4.1 where the proposal contains significant benefit to Kelowna citizens, including some or a combination of the following:

- An affordable, supportive and/or rental housing component that further advances Urban Centre housing objectives;
- A significant public amenity that supports the fostering of more inclusive and socially connected Urban Centres, such as parks, public spaces, schools, post-secondary institutions or childcare facilities;
- Offsite considerations, including enhanced streetscapes, provision of Active Transportation Corridors, tree canopy protection and enhancement, or green infrastructure within the road right of way.
- Smaller tower floorplates to mitigate the impact on views and shadowing; and/or
- Outstanding and extraordinary architectural design.

The OCP 2040 Street Character Map identifies Lawrence Avenue and Water Street as key Retail Streets that is characterized by strengthened retail presence and improved pedestrian realm.

We believe that proposal is in alignment with the objectives outlined in these documents by providing a robust rental component, provisions for enhanced streetscape, and outstanding architectural design. The proposed design will enrich the architecture of the downtown area and strengthen the pedestrian oriented retail along Water St. and Lawrence Ave.

**05. OPTED REQUIREMENTS**

**Crime Prevention Through Environmental Design Guidelines for CoK**

**Natural Surveillance**

The main lobbies entrances are strategically positioned to maximize the visibility from surrounding areas and foot traffic. All entrances to residential lobbies and CRUs are well-lit, enhancing the visibility during the day and night.

**Territorial Reinforcement**

Design elements have been incorporated to clearly define and reinforce the distinction between public, semi-public, and private spaces around the entrances, enhancing a sense of territoriality. All entrances are identified with street address numbers on the canopies.

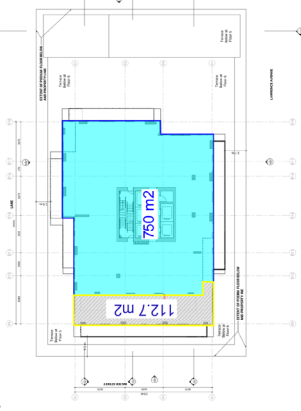
Main lobbies' entrances are accentuated through extending the brick facade to the interior, creating continuity between exterior and interior. In accordance with Canada Post guidelines, dedicated mail rooms are located in each lobby.

**Natural Access Control**

Controlled access measures, including transparent balcony railings, gated parking access for both visitors and residents, centrally located elevators and stairwells, and limited entry points, ensure a secure environment.

**06. BY-LAW VARIANCES & INCENTIVES**

Zoning By-law Section 9.11.1, *Tall Building Regulations Max Floorplate*  
Variance is requested for rental floor plates from level 6 to level 12 that exceed the allowable 750m<sup>2</sup> GFA for residential use. The additional plate area helps providing more than 2 additional rental units per rental floor, aligning with the City of Kelowna's strategy of securing more rental units for the community.



**Zoning By-law Section 9.11 Minimum Stepback above the Podium**

Variance is requested to reduce the setback above the podium on the north side, facing the lane, to 2.5m on Levels 6 to 13 and to 2m on Levels 14 to above. The encroachment will be limited to balconies only, with the building facade remaining at 4.5m from the property line. Given the encroachment is on the lane side, it will have minimal impact on the pedestrian realm.

**Zoning By-law Section 8.2.11 (a) Rental Housing Incentives**

Development is eligible for a 20% reduction in both base and visitor parking requirements. This incentive is applicable due to the development's location within the urban center and its commitment to providing rental housing.

**Zoning By-law Section 8.5.1 Minimum Dimensions for Bicycle Parking**

Variance is requested to reduce horizontal spacing between wall-mounted bicycle racks. The proposal entails introducing vertically staggered wall-mounted bicycle racks with spacing of 375mm to ensure usability.

**07. PUBLIC AMENITY & STREETSCAPE DENSITY & HEIGHT BONUS**

Zoning By-law Section 6.3 *Density Bonus and Section 14.4 Density and Height*  
Development is eligible for density bonus of additional 1.5 FAR and height bonus of additional 52.0m, through establishment of a Public Amenity and Streetscape Fund for the provision of pedestrian-oriented streetscape amenities.

**08. DESIGN RATIONALE**

**PODIUM**

Despite the challenges of spatial provisions within a small footprint, effort was made to locate all service elements to the laneway, away from the pedestrian sidewalk. This allows for the continuous transparent frontages along Water St. and Lawrence Ave to be activated by retail activity and the presence of people using the residential lobbies throughout the day. Particularly, at the prominent corner of Water St. and Lawrence Ave, the glazed building face is radiused on the first two levels with the building cantilevering above in order to provide a more generous covered pedestrian area with potential for public art to add visual grandeur to the significant entry point to the downtown.

Architecturally, sensitivity to the human scale and the context were reflected in the design of the facade that integrates brick frame bays that is reminiscent of the surrounding redbrick buildings in its scale, cadence, and materiality. The simple palette of brick, glass, and steel adds a refined yet tactile experience that is continued into the interior of the lobbies to add a sense of depth and integrity of the material use. Vertically, differentiating the use of materials between the substantial brickframe in the lower levels from the lighter translucent perforated metal cladding on levels above, subdivides the visual scale of the podium mass and adds a sense of rhythm and lightness to the top.

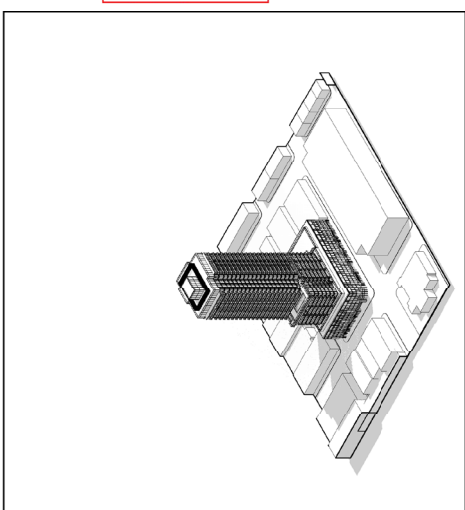
**TOWER**

Appreciation of the surrounding landscape was a key driver in the design of the tower. Starting from the plan, the asymmetrical shaping of the tower was designed to provide a corner view for the majority of the condo units. This asymmetry also creates interesting variety in the building's silhouette that also enhances the perceived slowness of the tower. Within this plan, the suite layouts were carefully calibrated to maximize the functionality of individual units and quality of life for the residents.

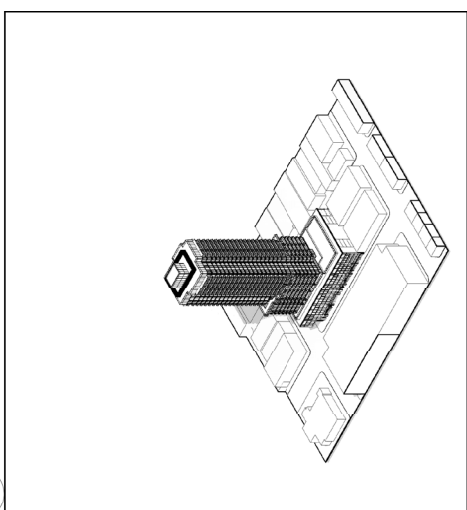
Unique to this proposal, an enclosed balcony system is proposed for all condo units so that the residents could enjoy an uninterrupted view of the landscape within the comfort of their furnished balconies through all seasons. From an urban perspective, this aids in avoiding the vacant and inactive balconies commonly seen throughout the colder months. The aesthetics of the continuous glazing of the enclosed balconies, visually offsets the significant percentage of opaque walls behind it, achieving both visual lightness of glazed tower and respectable energy efficiency target.

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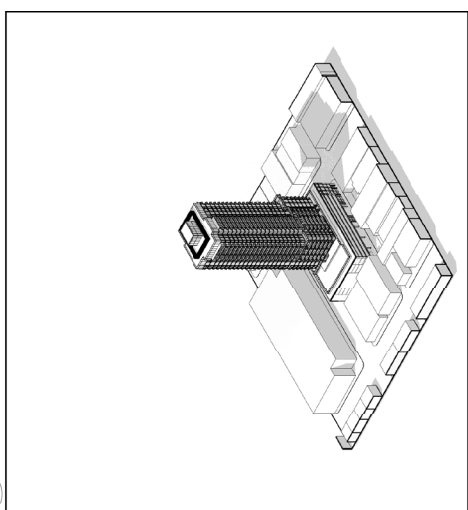
Issued	No.	Date	Description
	1	Mar 31, 2023	Initial DP
	2	Oct 13, 2023	Issued for DP Prior To Conditions
	3	Aug 27, 2024	Issued for DP Prior To Conditions Response #2 Final



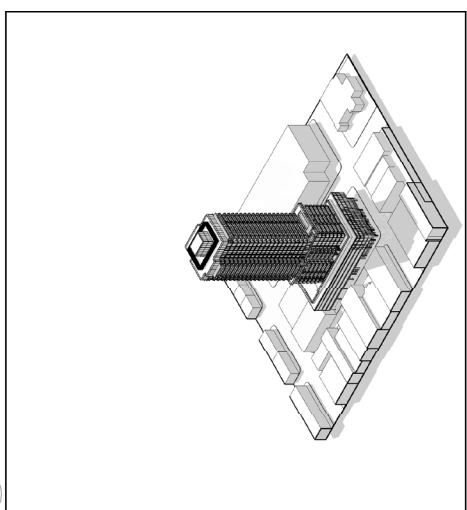
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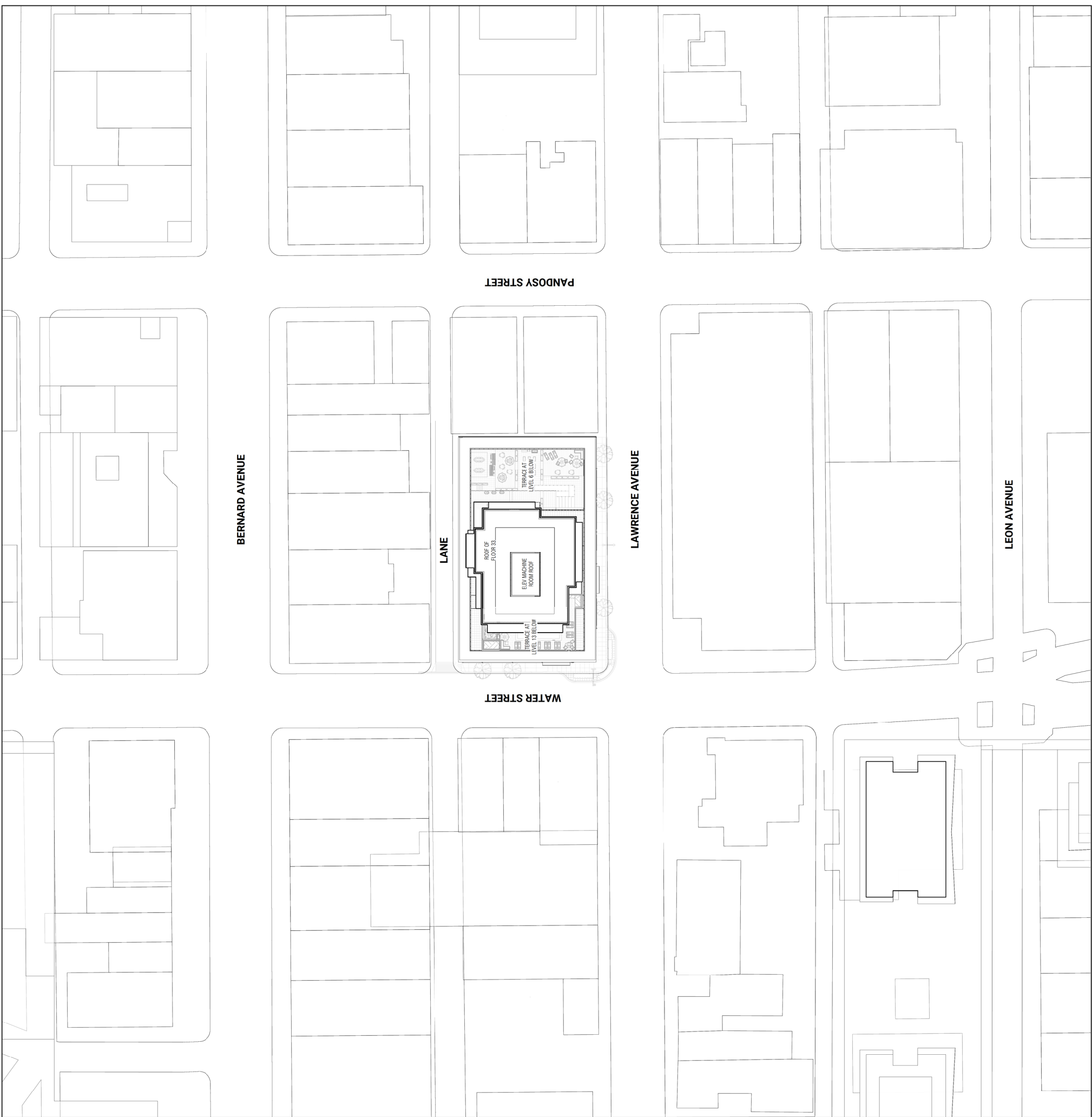
2 South-East  
P002



3 North-East  
P002



4 North-West  
P002



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Kelowna BC  
V1Y 1G1

Context Plan & Axo. Views  
1:500

**P002**

Issued	
No.	Description
1	March 31, 2023 Issued for DP Prior To Conditions
2	Oct 13, 2023 Issued for DP Prior To Conditions
3	Aug 27, 2024 Response #2 Final



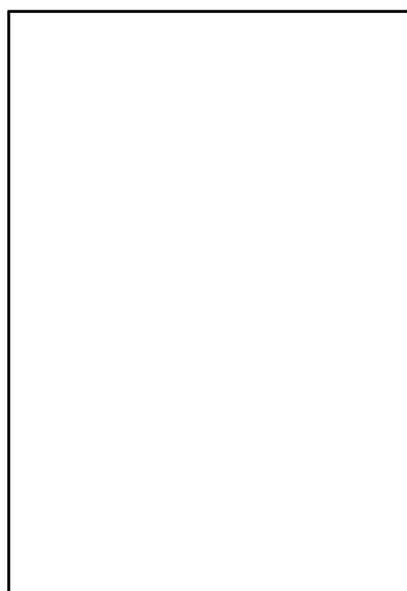
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June 21st 12:00 pm



September 21st 10:00 am



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March 21st 10:00 am



June 21st 8:00 am



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December 21st 2:00 pm



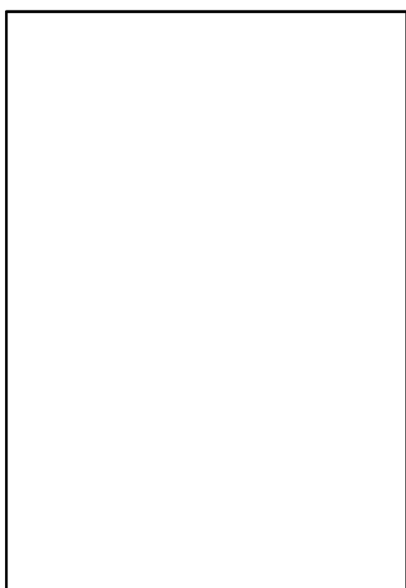
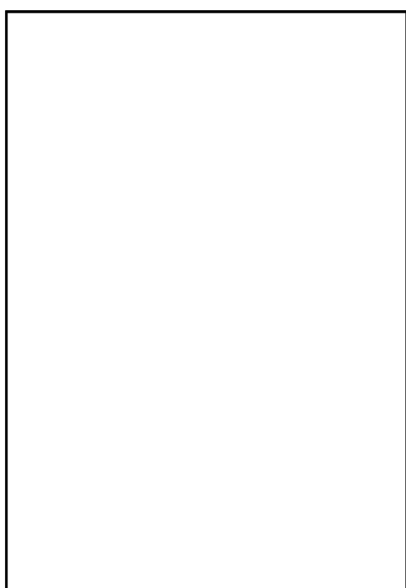
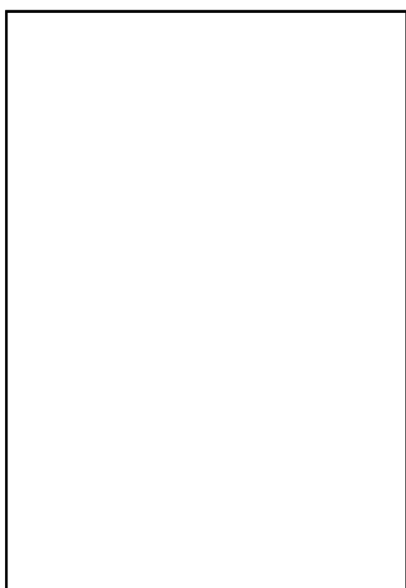
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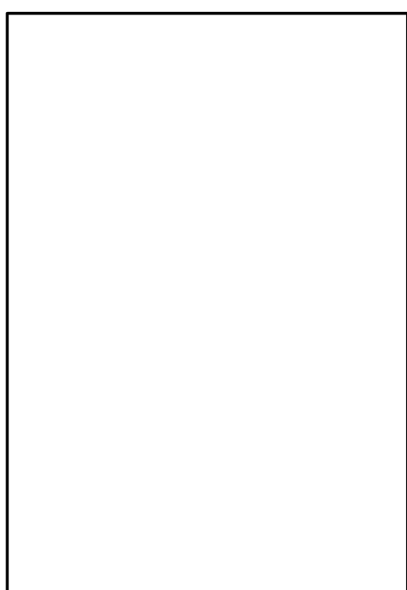
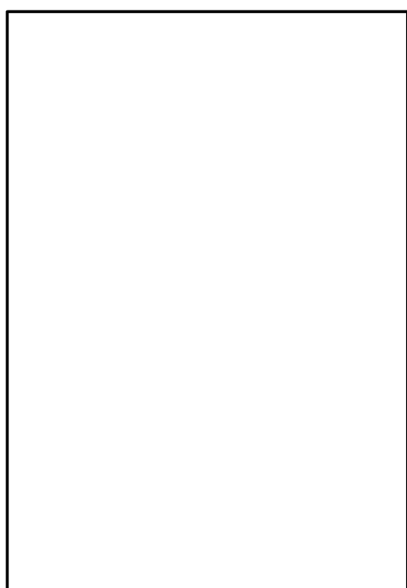
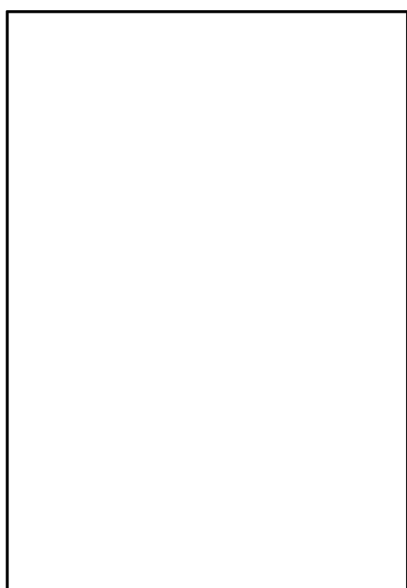
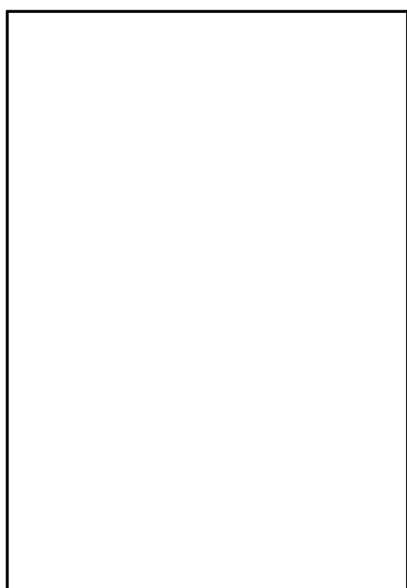
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Issued

No.	Date	Description
1	Oct 13, 2023	Issued for DP Prior To Conditions
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Shadow Study

**P801**