

936 Cawston Ave
Kelowna, BC, V1W 0A7
May 5, 2025

City of Kelowna
1435 Water Street
Kelowna, BC V1Y 1J4

Dear Members of the City of Kelowna Council,

Re: Support for the Muse Development Project

I am writing to express my enthusiastic support for the Muse development project. This visionary initiative promises to bring significant benefits to our community by addressing critical housing, cultural, and economic needs.

The project's proposed 259 long-term rental apartments, including studio, one-bedroom, and two-bedroom units, will provide much-needed housing in a central location, ensuring accessibility to public transit and nearby amenities such as the UBCO campus and downtown businesses. The inclusion of modern facilities such as a gym, yoga and meditation spaces, and secure parking further enhances its appeal, promoting a healthy and sustainable urban lifestyle.

The Muse project also makes a substantial commitment to the arts and culture scene with a dedicated 6,000-square-foot Community Arts Hub, home to esteemed organizations like the Alternator Centre for Contemporary Art, New Vintage Theatre, and the Okanagan Society of Independent Filmmaking. By offering this space to the City for a nominal fee of \$1 per year for 80 years, the developers are making a profound investment in the cultural enrichment of Kelowna.

Additionally, the inclusion of 16,000 square feet of office space, dining, retail, and entertainment options, alongside the extension of the Art Walk and the creation of vibrant civic plazas, underscores the project's potential to invigorate the downtown core as a hub for live, work, and play.

The Muse development embodies a forward-thinking approach to urban planning, blending housing, culture, and commerce to create a thriving, sustainable community. I strongly urge the City of Kelowna to approve and support this project, recognizing the lasting positive impact it will have on our city and its residents.

Thank you for considering this letter of support. Please feel free to contact me at [your contact information] if you require further insights or assistance.

Sincerely,

Digitally signed by
Sheri Clark
Date: 2025.05.05
10:22:59 -07'00'

Sheri Clark

MEETING:	2025-05-13	ITEM:	10.3
BYLAW:	DP24-0218 DP24-0219	PLANNING	<input checked="" type="checkbox"/>

FW: 350 Doyle

From Dustin Sobchak <dustin@forlessdisposal.com>
Date Mon 5/5/2025 9:36 AM
To mayorandcouncil <mayorandcouncil@kelowna.ca>
Cc City Clerk <CClerk@kelowna.ca>

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Dear Mayor & Council:

Re – My support for Appelt Properties Project at 350 Doyle

My name is Dustin Sobchak, and I am a long time Kelowna resident and a local contractor who has worked with the Appelt team at the Shore. I am writing to provide support for their development application for 350 Doyle, downtown.

The main reason for my support for this project is the lack of affordability of housing in this City and the fact that it is providing 259 units of dedicated long term rental housing in the downtown. The city is growing rapidly, and housing (especially rental housing) is not keeping up. Many people are worried about growth and the change that it is bringing but I believe that housing in the central areas that are served by transportation and services is an important part of the solution. Kelowna's economy cannot thrive if regular people are continually priced out of the housing market.

The project is well designed and brings many benefits. Please vote in support.

Respectfully,

Dustin Sobchak | Operations



829 McCurdy Place
Kelowna, BC V1X 8C8
Office : 778-478-4388 | Cell: 250-717-6631

MEETING:	2025-05-13	ITEM:	10.3
BYLAW:	DP24-0218 DP24-0219	PLANNING:	✓

From: Dustin Sobchak
Sent: Monday, July 25, 2022 1:00 PM
To: 'mayorandcouncil@kelowna.ca' <mayorandcouncil@kelowna.ca>

The Muse Project at 350 Doyle

From Fatima Varga <fatima.antunes.varga@gmail.com>

Date Mon 5/5/2025 10:06 AM

To City Clerk <CClerk@kelowna.ca>; mayorandcouncil <mayorandcouncil@kelowna.ca>

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Dear Mayor & Council:

Please accept my thoughts on the proposed Muse Three Fifty Doyle. I have been living in Kelowna since 1989. In the time that we have lived here, there have been so many great additions to the city. The Rotary Centre for the Arts, and Stuart Park are just a couple. We often park at the library parkade and stroll the art walk to the different venues in the area: Community Theatre, Prospera Place, Rotary Centre of the Arts, Art Gallery, and Black Box Theatre, as well as the surrounding parks and businesses. We love to support the arts, and they support us by filling our souls, and bringing up our spirit and well-being.

As I look at the beautiful renderings of the muse, I recognize so much of the city that is already there, and it fills me with a vision of what could be. I believe it will add to the vibrancy of a part of the city I love so much already.

I support this project, and look forward to stepping inside this building to enjoy many events to come. It will be a good addition. Let's move forward.

Kind regards,

Fatima Varga
213 Murray Crescent
Kelowna, BC
V1W 7P1

MEETING:	2025-05-13	ITEM:	10.3
BYLAW:	DP24-0218 DVP24-0219	PLANNING	<input checked="" type="checkbox"/>

FW: 350 Doyle Avenue

From mayorandcouncil <mayorandcouncil@kelowna.ca>

Date Wed 5/7/2025 8:55 AM


To City Clerk <CClerk@kelowna.ca>

From: Cecelia McGuire <cecelia.mcguire@gmail.com>

Sent: Wednesday, May 7, 2025 8:55 AM

To: mayorandcouncil <mayorandcouncil@kelowna.ca>

Subject: 350 Doyle Avenue

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I think this is a great project because of how it enhances the downtown core of Kelowna and helps reduce the rental shortage! I have adult children who live in Peachland and West Kelowna and commute to Kelowna because they cannot afford the housing costs and the lack of rentals leaves them no choice. One of my children is heavily into the art scene and would appreciate more exposure to the arts and the promotion of new artists.

We often come to Kelowna and like to walk around and visit the parks and shows. If there was an Art Walk with events going on, we would certainly partake in them.

I have worked in Kelowna these past 9 years and the population growth has been crazy! But there has not been much growth in rental housing compared to the increase of people moving to Kelowna.

This proposed building is very inviting and attractive, just like the other development done by Appelt Properties, called the Shore. This building makes you want to go check out the activities and amenities around it. The market-style of entertainment along the Art Walk is just what the downtown core needs.

Cecelia McGuire
3682 Walker Road
Peachland, BC

MEETING:	ITEM:
2025-05-13	10.3
BYLAW:	PLANNING <input checked="" type="checkbox"/>
DP24-0218	
DP24-0219	