

# 'MUSE' (350 DOYLE)

## DESIGN RATIONALE / EXECUTIVE SUMMARY

ISSUED AS SUPPLEMENTAL INFORMATION FOR REZONING Z21-0061 / DP21-0136 / DVP21-0137 - REVISION 2

2022-05-09



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### 1. APPLICATION OVERVIEW

Zeidler Architecture, on behalf of Appelt Properties (formerly RISE Commercial Developments) and Wexford Developments, is pleased to make this revised Development Permit / Development Variance Permit application for the site located at 350 Doyle Avenue, located in the heart of the Kelowna Civic Precinct. This Rezoning/DP/DVP application is proposing rezoning from the current P1 Major Institutional zoning to C7r Central Business Commercial (Residential Rental Tenure Only).

This combined Rezoning/DP/DVP application was initially submitted June 01, 2021, and an updated revised application, providing more design detail, was submitted to City of Kelowna Planning September 12th, 2021. City Council held 1st Reading on October 18th, 2021, and subsequently 2nd and 3rd readings / public hearing were held on November 16th, 2021. Community and neighbourhood consultation requirements under Policy 367 have, to date, been completed. Additional neighbourhood consultation will be conducted prior to 4th reading and the DVP Public Hearing.

City of Kelowna Planning provided the Technical Review Summary on November 26, 2021.

### 2. ZONING

#### C7r Zone (Central Business Commercial - Residential Rental Tenure Only):

The architectural and urban design elements of MUSE (350 DOYLE) project will contribute to The City of Kelowna's overall vision for its downtown core and Civic Precinct. The proposed mixed-use program includes the 6,000 ft<sup>2</sup> Kelowna Arts Hub (cultural use), active commercial retail uses at grade, supported by commercial office space on the 2nd floor, and further supported by 259 rental residential units in the tower above. We believe that this mixed-use program will provide a vibrant and active urban development in Kelowna's growing urban core.

#### Future Zoning

##### (UC1r Downtown Urban Centre – Rental Only):

The draft Kelowna Zoning Bylaw has identified that the new zoning will be UC1r once officially approved and adopted. The purpose of this new zoning aligns with the current C7r zoning, in that *"the purpose of this zone is to designate and to preserve land for developments of the financial, retail and entertainment, governmental, cultural and civic core of the downtown while also encouraging high density mixed-use buildings."*



SOUTHWEST CORNER OF DOYLE AVENUE + ART WALK

### 3. PROJECT DESCRIPTION

The current development proposal for MUSE (350 DOYLE) includes a mixed-use program consisting of the following:

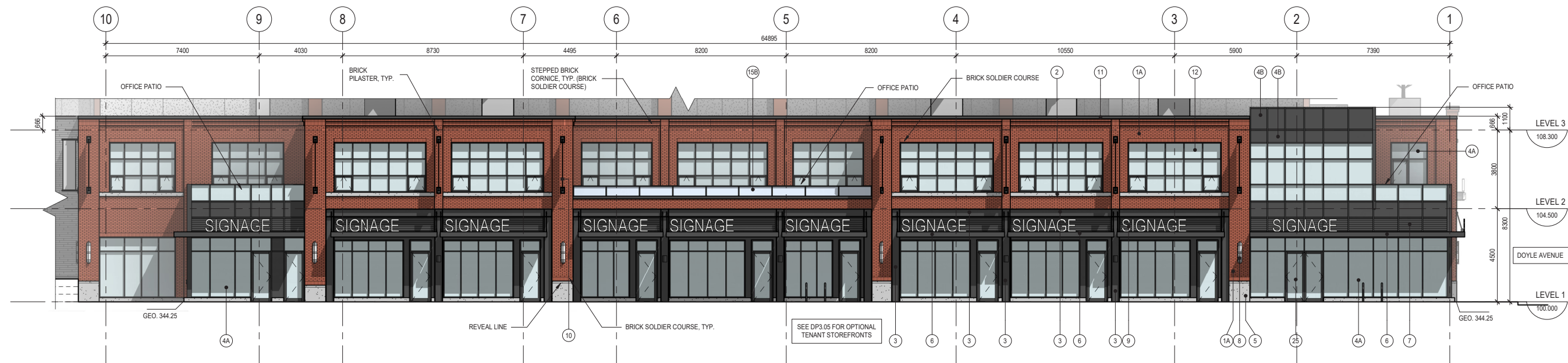
- 259 New Residential Rental Apartments, including:
  - 60 x 2-Bedroom Units
  - 99 x 1-Bedroom Units
  - 100 x Studio Units; and
- ± 1,303m<sup>2</sup> (14,025ft<sup>2</sup>) Commercial Office Space;
- ± 1,384m<sup>2</sup> (14,900ft<sup>2</sup>) Commercial Retail Space;
- 557m<sup>2</sup> (6,000ft<sup>2</sup>) Cultural Space for the Kelowna Arts Hub;
- Secure Bicycle Parking:
  - Providing additional stall requirements to meet bonus requirements;
    - 305 secure long-term bicycle stalls provided total
  - Includes 'End-of-Trip' facilities; and
- Vehicular parking to meet bylaw requirements supporting the above noted program:
  - Five surface stalls in lane and 204 stalls in secure above grade parking.
- Total Gross Floor Area = 27,073m<sup>2</sup>
- Floor Area Ratio (F.A.R.) = 4.4 (allowable F.A.R. = 9.0)

The proposal includes one 20-storey tower atop a five-storey, two-tiered podium, including the above-ground parking required to support the program.

Strong urban edges will be created on the property, enhanced by the proposed lower two-storey podium. Doyle Avenue and the extension of the Kelowna Art Walk will be fronted by commercial retail uses at grade, creating a vibrant, active urban condition. These at-grade commercial retail spaces will be targeting active tenancies that may include restaurants, cafés, wine-bars, and other uses that will provide an urban vitality to Doyle Avenue and the Art Walk. Located on the second floor of the podium, commercial office space looks out to the active Kelowna Art Walk and Doyle Avenue. This lower podium is designed to evoke feelings of a historic Kelowna context, achieved through strong architectural detailing, including but not limited to historic tumbled red brick, extensive masonry details (soldier courses, cornices, sills, pilasters and pilaster bases), gridded 'warehouse-feel' windows and trellised canopies, with c-channel and tie-back detailing. These well-planned details enhance the human-scale of the lower podium while honouring Kelowna's historic built form and materials that contribute to the downtown core's character and charm. Commercial retail tenants will have several storefront options that allow flexibility for patio use and open-air dining opportunities, connecting the street with the building. All glazing at grade will be clear to allow for transparency into these spaces to further enhance the connection to the public realm and create a varied and diverse street experience along the length of the Art Walk. Podium design and detailing carries around the southeast corner of Doyle Avenue, down the south end of the lane to maintain the design continuity across from the Kelowna Innovation Centre. This podium design provides an attractive and welcoming human-scale to Doyle Avenue and the Kelowna Art Walk extension.

The proposed 557m<sup>2</sup> (6,000 ft<sup>2</sup>) Kelowna Arts Hub space is located at the north end of the property adjacent to the Kelowna Art Walk Civic Plaza further enhancing the cultural use of this area. As a result of further dialogue with the City of Kelowna, the footprint of the Kelowna Arts Hub has been enlarged by ±140m<sup>2</sup> (± 1,500 ft<sup>2</sup>) to 557m<sup>2</sup> (6,000 ft<sup>2</sup>) on one level. This larger 2-storey volume will provide more opportunity and flexibility for the potential program and fit-out of the Kelowna Arts Hub.

At-grade primary access is proposed off Smith Avenue, near the existing Kelowna Library Plaza Parkade. We are proposing a potential 'Art Wall' on the northwest façade of the Kelowna Arts Hub (facing the Art Walk Plaza), that could engage local artists in creating murals or installations. The Kelowna Arts Hub has a distinct exterior design from the rest of the podium, distinguishing the space as unique.



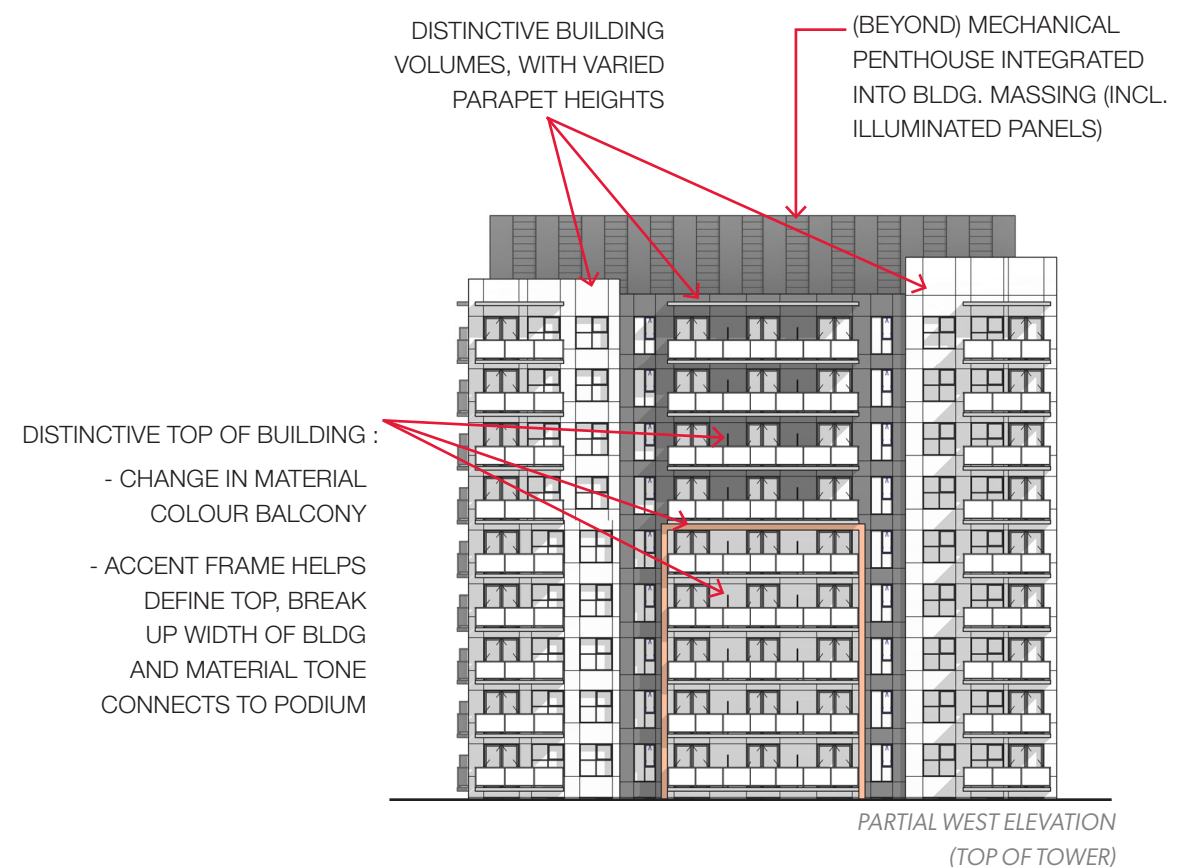
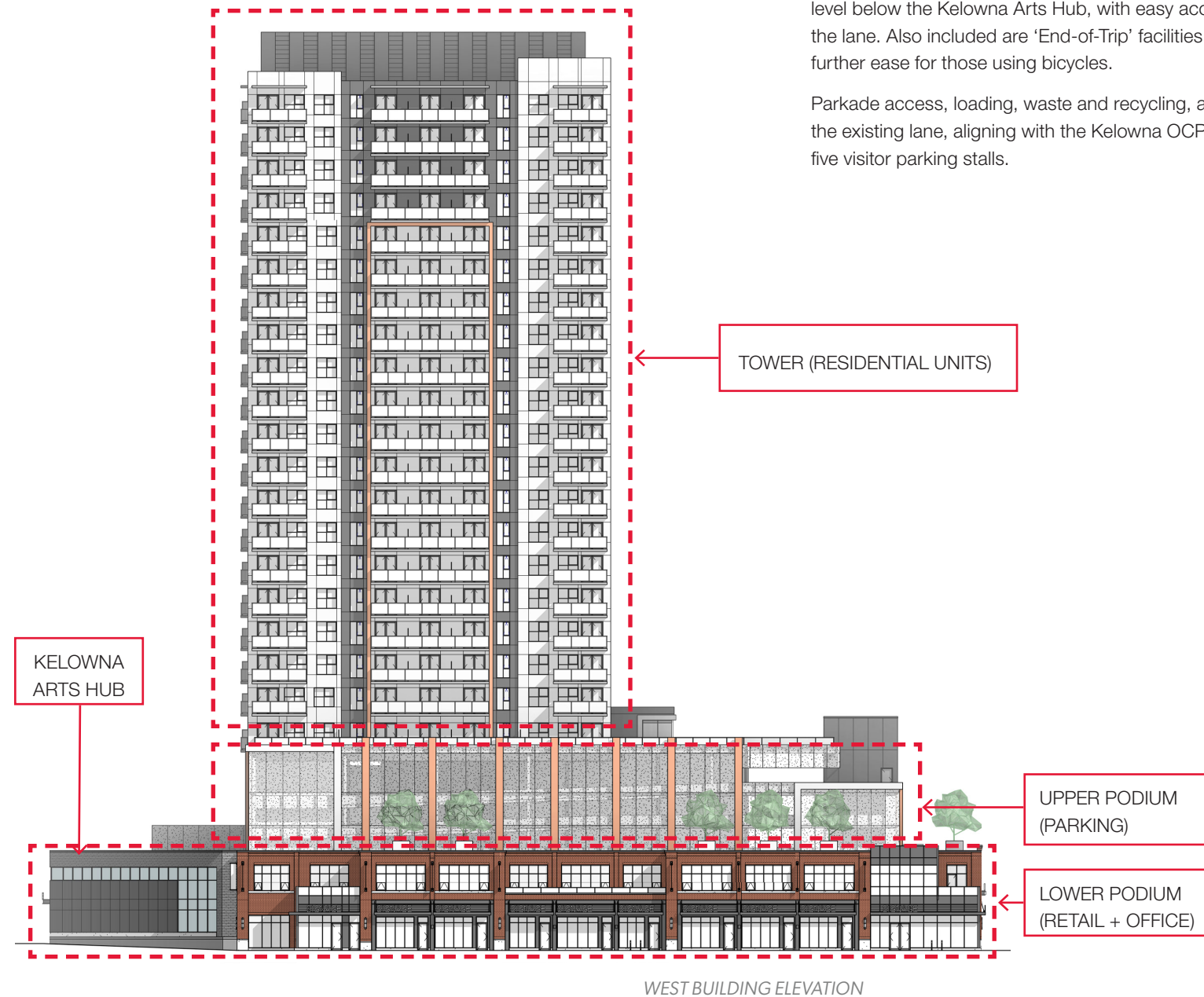
PROPOSED WEST PODIUM ELEVATION (FACING KELOWNA ART WALK EXTENSION)

The second tier of the podium (levels 3 – 5) provides the screened vehicular parking for the development. Vehicular parking meets bylaw requirements to not put any undue strain on street parking in the surrounding area. Based on discussions with City of Kelowna Planning, it was suggested that the above grade parking maximize the setback distance from Doyle Avenue and the proposed Art Walk extension and give these two boundaries priority over the lane setback. To further reduce the building's massing, the roof of the top parking level (level 6 resident amenity rooftop) is pulled back further than the level below. The proposed above ground parking is screened with perforated metal panels, and framed by solid pilasters that align with the brick pilasters of the lower podium, creating a bridging element to unify the lower podium design and upper residential tower. Finally, trees in planters are proposed on the second floor roof setback of the lower podium area along Doyle Avenue and the Art Walk extension, providing additional landscape softness and visual interest to the podium.

The residential component of the development is a 20-storey tower above the five-storey podium. In response to neighbourhood feedback, and conversations with City of Kelowna Planning, the tower is located at the north of the site to help preserve important view corridors to Lake Okanagan from adjacent properties. The residential units are organized (within the 750m<sup>2</sup> floor plate) to maximize views to the lake, mountains and surrounding city. Amenity features for residents include private balconies, common indoor and outdoor rooftop amenity at the sixth floor, along with additional programmed indoor amenity on the ground floor. The design of the tower features elements to visually break-up the massing and create distinctive components that result in thin vertical proportions. Varied parapet heights, changes in material colour, and an illuminated and integrated mechanical penthouse provide a distinct visual top to the tower.

Secure bicycle parking is provided in excess of bylaw requirements for both residents and commercial retail and office employees to encourage alternative, active and sustainable transportation modes. The secure bicycle parking is conveniently located in a basement level below the Kelowna Arts Hub, with easy access both from inside the building and from the lane. Also included are 'End-of-Trip' facilities, and bike repair and wash stations, creating further ease for those using bicycles.

Parkade access, loading, waste and recycling, and service and utility access all occur from the existing lane, aligning with the Kelowna OCP guidelines. Also included along the lane are five visitor parking stalls.



### 3. KELOWNA ART WALK EXTENSION

The vision of the Kelowna Art Walk extension is to create a world-class flexible and active public space that provides year-round opportunities for a variety of events, supporting the local arts community. In addition, the Art Walk extension will provide Kelowna with its first pedestrian-oriented retail experience. To achieve this exciting vision for the Kelowna Art Walk extension, international design firm Design Workshop are engaged as the Landscape Architect designer. Design Workshop has a history of creating world-class public spaces of different scales, around the world. As such, they have the experience and knowledge to support the development of an iconic landmark for the Civic Precinct and Kelowna community.

The Art Walk extension between MUSE (350 DOYLE) and the Kelowna Performing Arts Complex has the potential to become Kelowna's next premier public space. We have an opportunity to build onto the dynamism of Kelowna's incredible summers while simultaneously extending downtown's seasonal use and functionality to create a memorable place loved by locals and visitors alike. The design approach to the extension is focused on people, acknowledging how great public space begins with an understanding of what will encourage lingering, socialization and ultimately the feeling of a comfortable urban environment. This is achieved by designing for the human scale and experience by composing spaces that encourage visitors to find prospect, refuge, and moments to gather. Building on the city's previous planning efforts for the space, the proposed design for the Art Walk is comprised of two main components: the promenade and the plaza.

#### Promenade

The 'walk' portion of the Art Walk extension creates an intimate atmosphere between the KPAC and MUSE (350 DOYLE). The promenade takes full advantage of the ground floor retail, dining and entertainment offerings that MUSE (350 DOYLE) will house. Along this building's edge is an active corridor for circulation along these storefront as well as a flexible zone which accommodates outdoor dining. An amenity zone adjacent to this flex zone hosts furnishings, light poles, seating, bicycle racks and trees commonly seen along urban street edges. This amenity zone also features urban trees providing sufficient soil volume these trees will need to thrive. A 4m walkway makes a north / south connection to the existing Art Walk, large enough to hold the throngs of people who will move through the space in the events season, yet intimate enough to feel comfortable for everyday use. This walk is bound between the amenity zone elements and seat walls that delineate native and adapted shrub planting areas along the edge of the KPAC. This simple design move directs pedestrian traffic to social eddies along the way, including a potential sea can village accommodating artist studios near the south entrance and the expanded paving with overhead festoon lighting that will act as a "marquee" and accommodate patrons cued for the Black Box theatre.

#### Plaza

The plaza is an expansive and multifunctional area at the nexus of Smith Avenue and the existing Art Walk. At the intersection of these two axes, a future art installation is contemplated, acting as both a beacon to attract people into the space providing shade for the plaza throughout summer months. Special attention has been paid to define edges that visually enclose the space, using the grade change at Smith Avenue to create a grand stair and tiered amphitheatre seating to hold the east edge of the plaza. While the KPAC is being planned and funded, potential sea cans housing artist studios could hold the western edge and shield cars and back-of-house operations from the plaza. The plaza is built for a flexible program, providing space for large gatherings, summer concerts, farmers markets, etc. When programmed events aren't happening, an informal playscape inspired by the natural beauty of the Okanagan creates a spectacle for young families in the region.

In sum, the promenade and plaza of the Art Walk collectively create a series of spaces that encourage a variety of experiences that will both enhance the existing art walk and bolster the growing need for functional, open space options throughout downtown Kelowna.

INSPIRATION PRECEDENT IMAGE



INSPIRATION PRECEDENT IMAGE



ART WALK EXTENSION -ARTIST RENDERING ONLY



INSPIRATION PRECEDENT IMAGE



INSPIRATION PRECEDENT IMAGE



#### 4. COMMUNITY BENEFIT

MUSE (350 DOYLE) will become a vibrant urban addition to Kelowna's developing downtown core and civic precinct. The mixed-use program, urban density, and thoughtful attention to the urban realm will help create a unique destination in the heart of Kelowna. This proposed development will provide numerous public benefits to Kelowna, which include:

- **Mixed-Use Program:**
  - Promotes 24/7 use of both the building and the site
    - creates an active urban location to live, work, create and play.
    - additional 'eyes-on-the-street' CPTED principal benefit
  - **Residential:**
    - Added Urban Density - additional 259 residential rental units to help with Kelowna's growing housing needs
  - **Commercial Retail + Commercial Office:**
    - Employment - beyond the jobs created through the design and construction of this development, the commercial retail and commercial office spaces proposed will provide local employment opportunities.
    - Active Streets - the commercial retail spaces have been proposed along Doyle Avenue and the pedestrian oriented Kelowna Art Walk extension, to help create dynamic streets, fronted with active retail uses (targeting food + beverage use)
  - **Cultural:**
    - The Kelowna Creative Art Hub provides on-site space for the local Kelowna arts community to create and share with the larger community.
  
- **Kelowna Art Walk Extension and Civic Plaza:**
  - Provides additional urban public open space for Kelowna's growing downtown
    - pedestrian oriented design promotes walkability within Kelowna's downtown
  - Provides additional urban public space for artists to engage and present their work
  - Will create a distinct urban destination in Kelowna
  - Designed with flexibility in mind:
    - to accommodate various scales of events
    - to accommodate various types of events (dynamic performances, static installations, festivals, etc.)
    - designed to promote year-round use and extend the downtown's seasonal use
    - design integrated with building design to promote engagement along the Art Walk
  - Hardscaping balanced with shrub planters and trees to create a flexible but welcoming place.



#### 5. 2040 OFFICIAL COMMUNITY PLAN

In January of 2022, the City of Kelowna adopted the 2040 Official Community Plan (OCP). The intent of the 2040 OCP is to provide a statement of objectives and policies to guide planning for the growth scenario for 2040, including a projection of approximately 45,000 additional residents in the next two decades. One of the pillars of the 2040 OCP is to focus investment on Urban Centres, creating vibrant hubs of activity by providing more jobs, housing, transportation options, parks, and other amenities in and around Urban Centres.

The proposed MUSE mixed-use development (350 DOYLE) supports this growth plan in numerous ways, but not limited to:

- **Housing:** adding 259 residential purpose-built rental units to the heart of Kelowna's downtown urban core;
- **Jobs:** adding jobs through commercial retail and office program components;
- **Parks + Amenities:** the inclusion of the Kelowna Arts Hub and the extension to the Kelowna Art Walk (including a new public plaza) to create a vibrant outdoor public space, and provide a unique public amenity for Kelowna;
- **Transportation Options:** vehicular parking meets bylaw requirements, bicycle parking is maximized, and the central urban location provides an excellent walkability/transit/bicycle score:

**Walk Score**  
**83**  
**Very Walkable**  
Most errands can be accomplished on foot.

**Bike Score**  
**99**  
**Biker's Paradise**  
Daily errands can be accomplished on a bike.

#### 6. FORM + CHARACTER GUIDELINES

The 'Design Foundations for General Residential and Mixed-Use' laid out in the 2040 OCP were key guiding factors in developing the design of MUSE (350 DOYLE), which include:

- Create Lively and Attractive Streets & Public Spaces
- Design Buildings to the Human Scale
- Facilitate Active Mobility
- Use Place-making to Strengthen Neighbourhood Identity
- Strive for Design Excellence

Furthermore, the 2040 OCP 'Design Guidelines for High Rise Residential & Mixed Use' have been incorporated into the design of MUSE (350 DOYLE), and include:

- Minimum 4.5m first floor height
- Activate the street(s) with transparent frontages and commercial & retail accessible from the street(s)
- Provide access to parking and loading via laneways
- Site podiums to frame and activate the street(s)
- Design buildings to balance a cohesive architectural look with a distinctly articulated podium, tower, and top.
- Break up podium mass by providing simple vertical and horizontal articulations of façades, including using colour & texture.
- Provide opportunities for mid-block connections, corner plazas and other open spaces to increase pedestrian connectivity throughout the city

#### 7. SUSTAINABILITY

MUSE (350 DOYLE) is proposed to be LEED v4 for Building Design and Construction: New Construction Certified. Beyond this sustainability certification, the existing site is a brown-field location, centrally located in an Urban Centre allowing for alternative transportation options and supports increased urban density thus reducing impacts on urban sprawl.



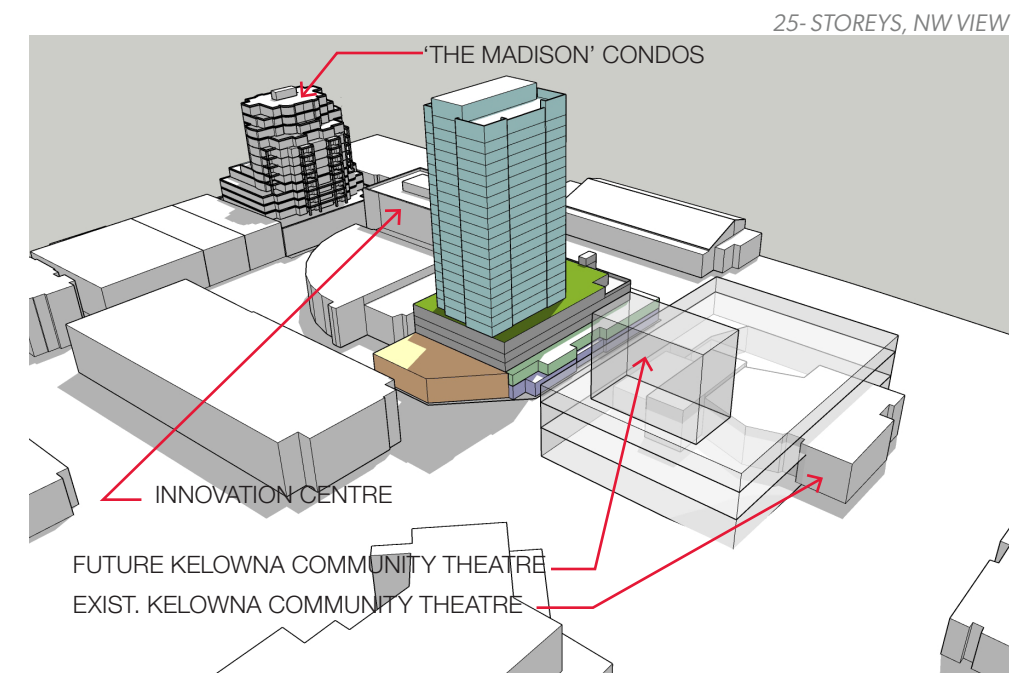
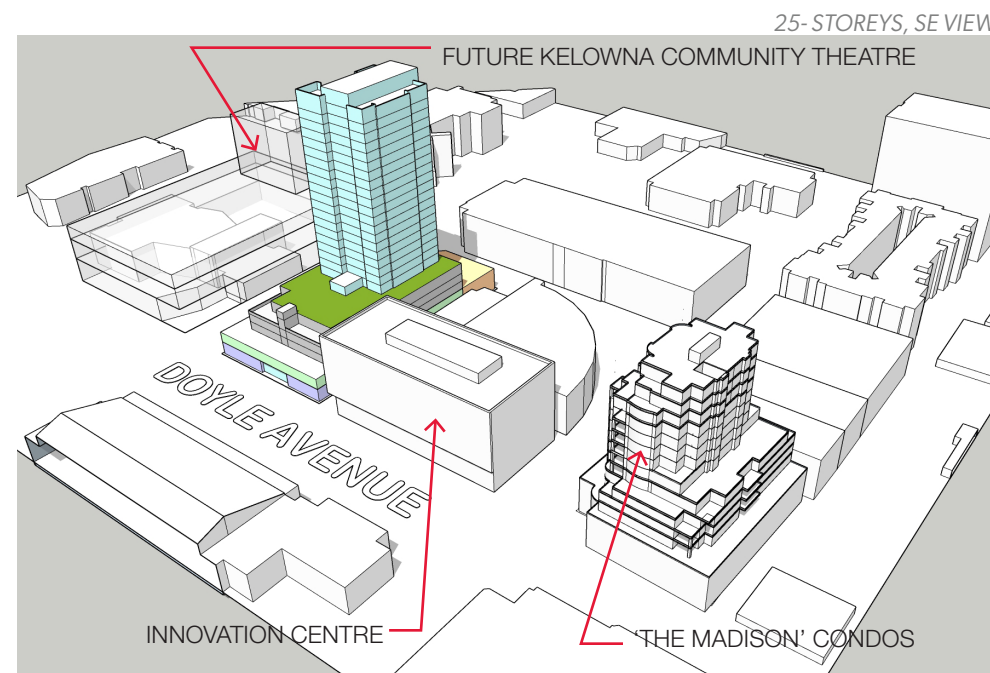
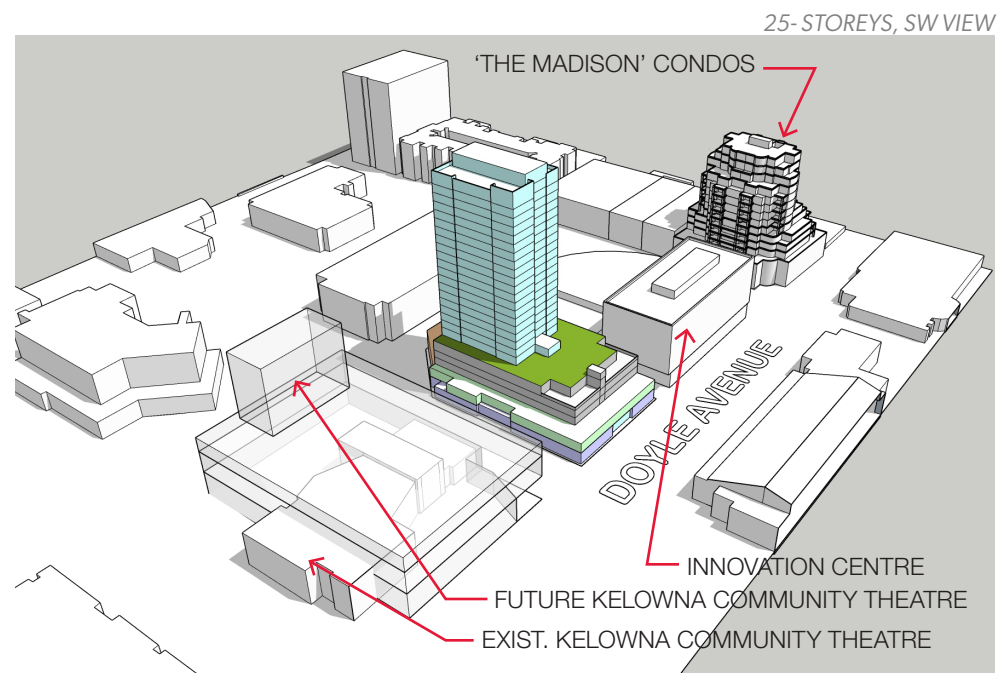
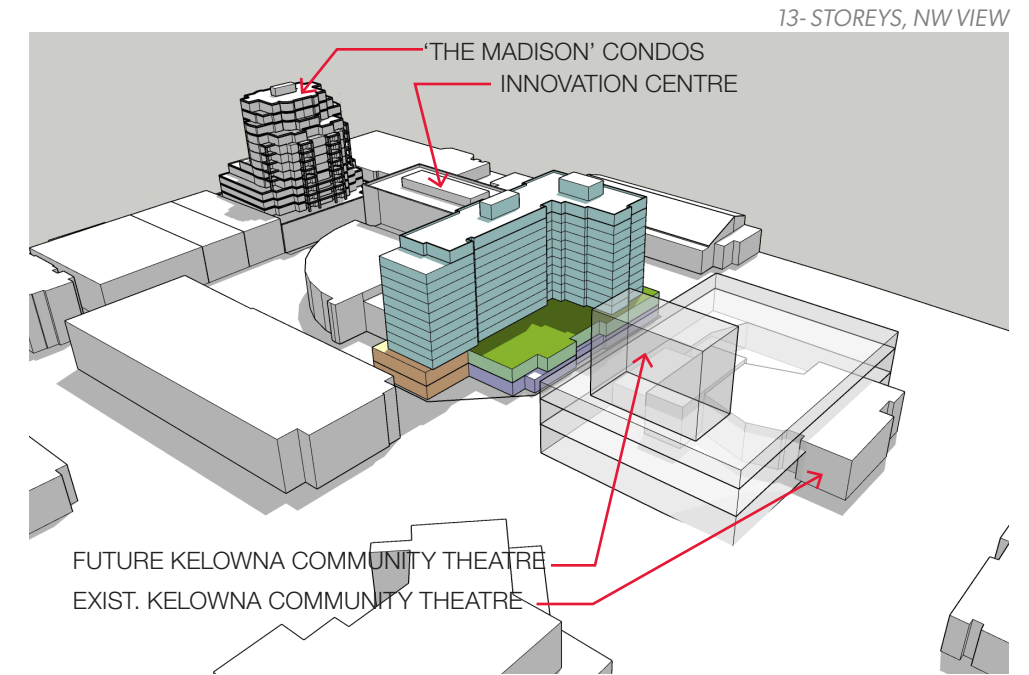
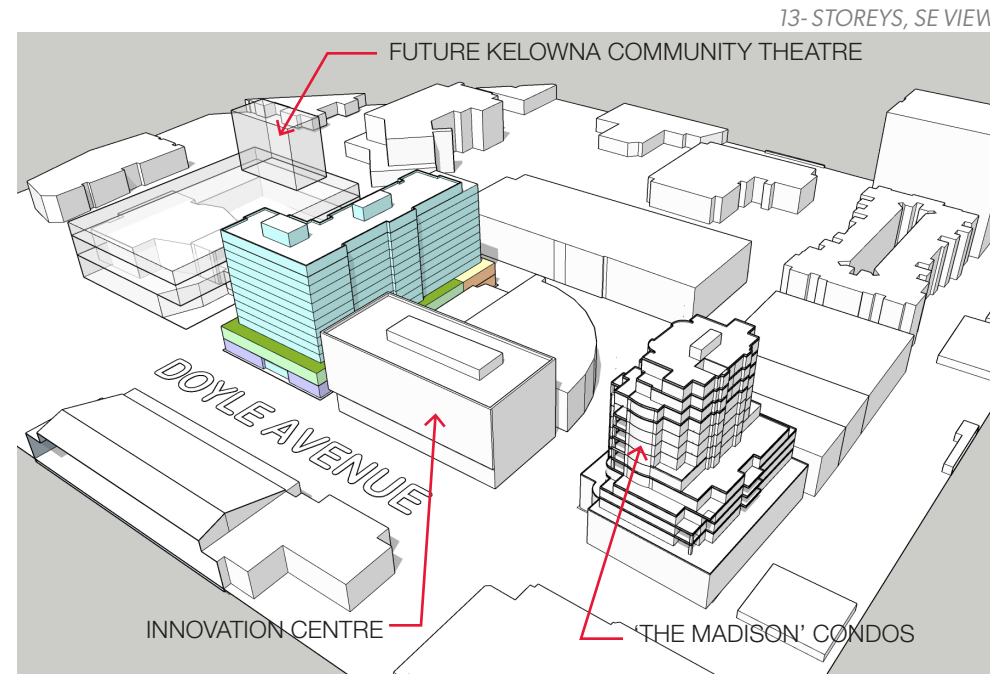
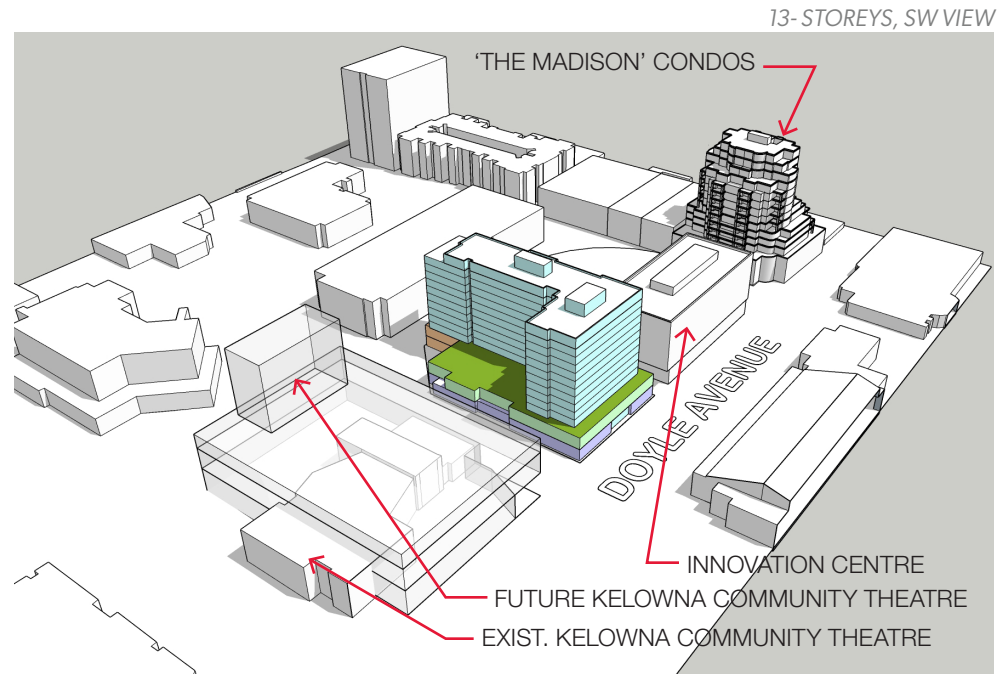
## 8. REVISED BUILDING MASSING

Extensive public engagement was conducted through the design process for MUSE (350 DOYLE). We reached out to immediate neighbours, the greater community and the art community. Since submitting the 350 DOYLE Rezoning/DP/DVP Rev.1 application on 2021-09-12 and completing the first round of consultation, we have also continued to work closely with The City of Kelowna to better understand the needs and desires that were raised by various stakeholders through this process. This additional work has led the design team to present this redesign application.

Although the previous 13-storey mid-rise building form was generally well-received, concerns were also expressed about the impact of the building form on the ground level public spaces and on neighbouring properties where shadowing and viewscapes were also impacted. Working with guidance from The City, we have replaced the original form with a taller, more slender and vertical tower design. The slimmer and more elegant building form, which also steps back from Doyle Avenue and the Art Walk at the 3rd and 6th floors, creates a greater sense of openness for both Doyle Avenue and the proposed Kelowna Art Walk extension.

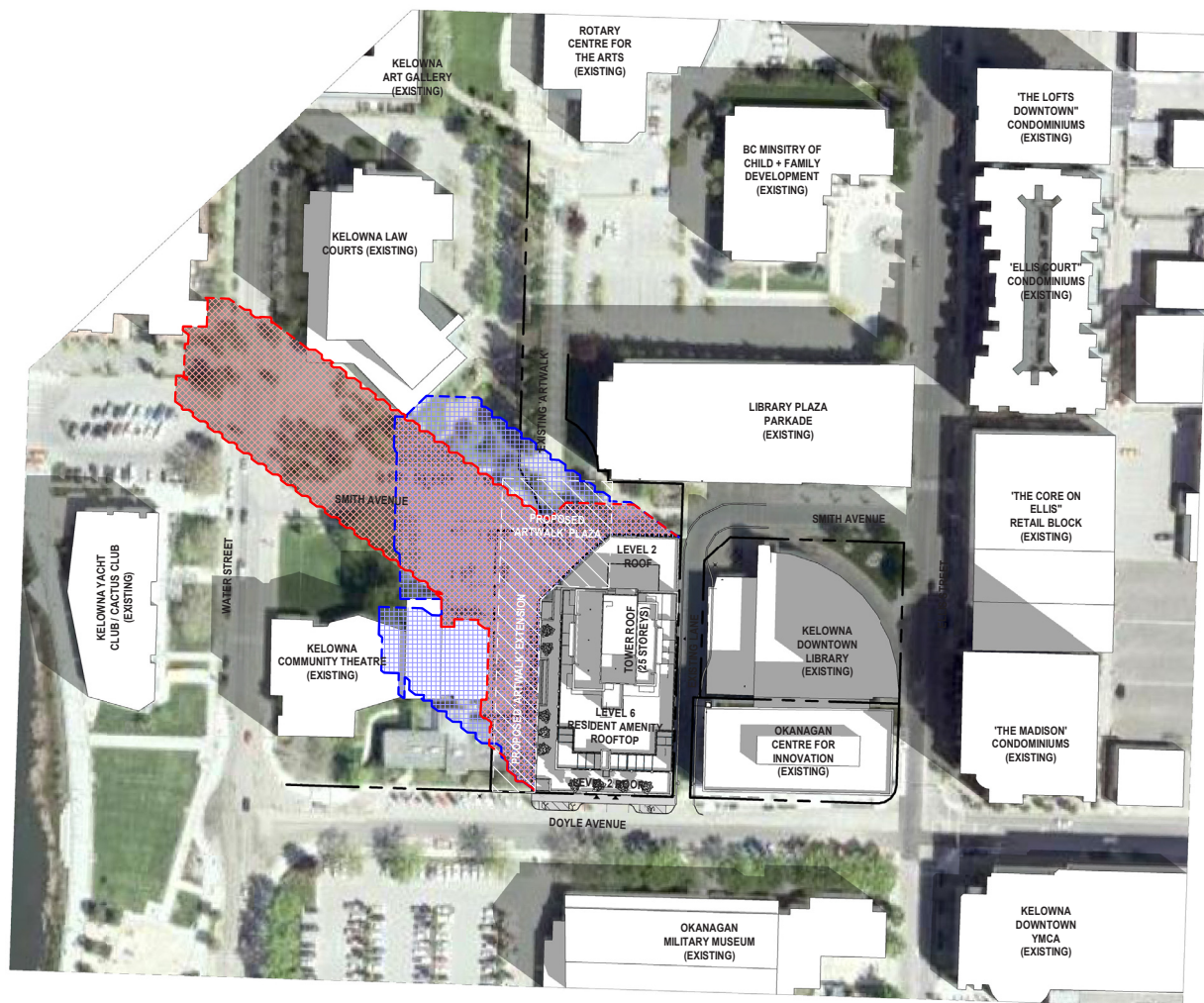
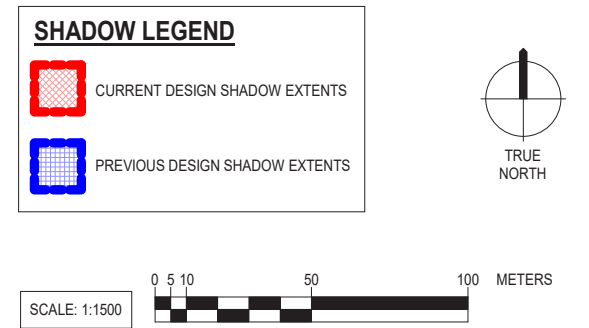
The slimmer tower design also preserves existing view corridors from the east towards Lake Okanagan for the Kelowna Innovation Centre and 'The Madison' condominiums (located at Ellis St. and Doyle Ave.).

Although a mid-rise building form is more efficiently operated for rental residential applications (better building efficiency, lower cost) than a tower configuration, however the taller slimmer tower design is reflective of a more modern urban design approach, an important consideration in planning for Kelowna's downtown.

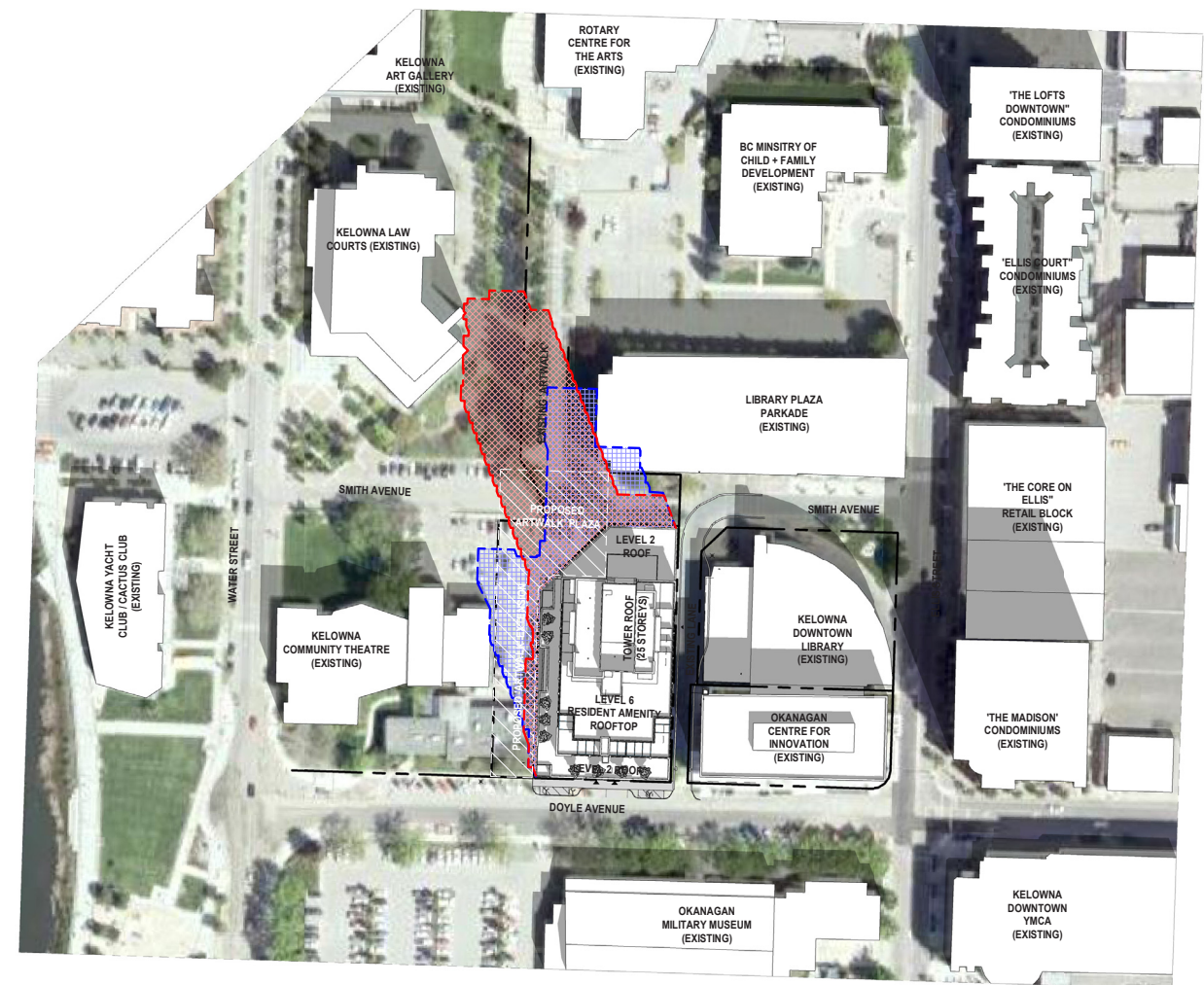


## 9. REVISED BUILDING MASSING – SHADOW STUDY COMPARISON

The revised tower design scheme also has shadowing advantages over the previous mid-rise design. While the taller tower design projects a longer shadow than the mid-rise design, it is a more slender shadow that moves across the area faster, thus providing more sunlight to the Art Walk and adjacent public and private areas, and a warmer, more welcoming ground experience. See Shadow Study Comparisons below.




1 SHADOW STUDY - MARCH 21 @ 10:00AM  
XDP1.06 SCALE: 1 : 1500




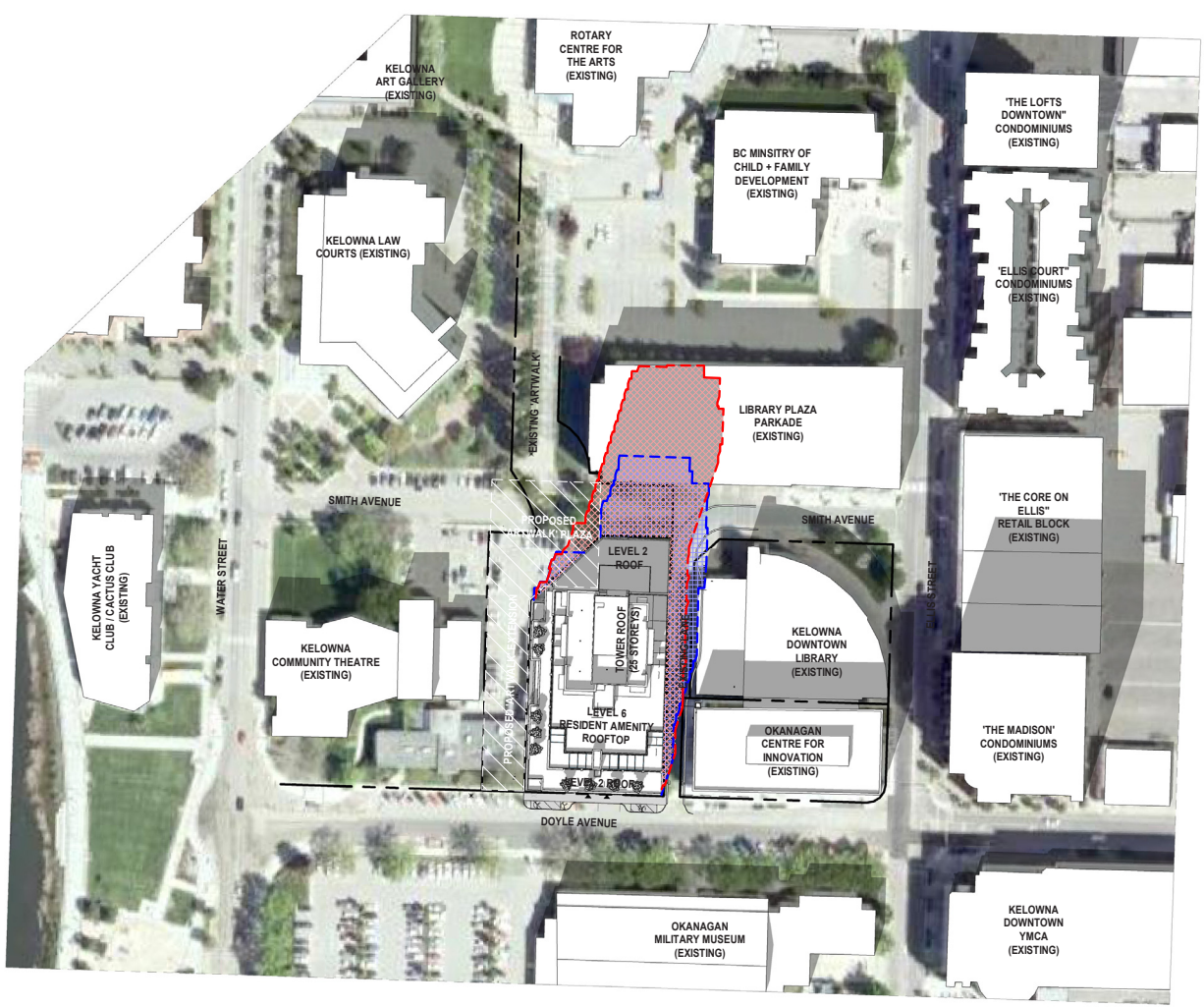
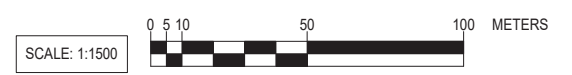
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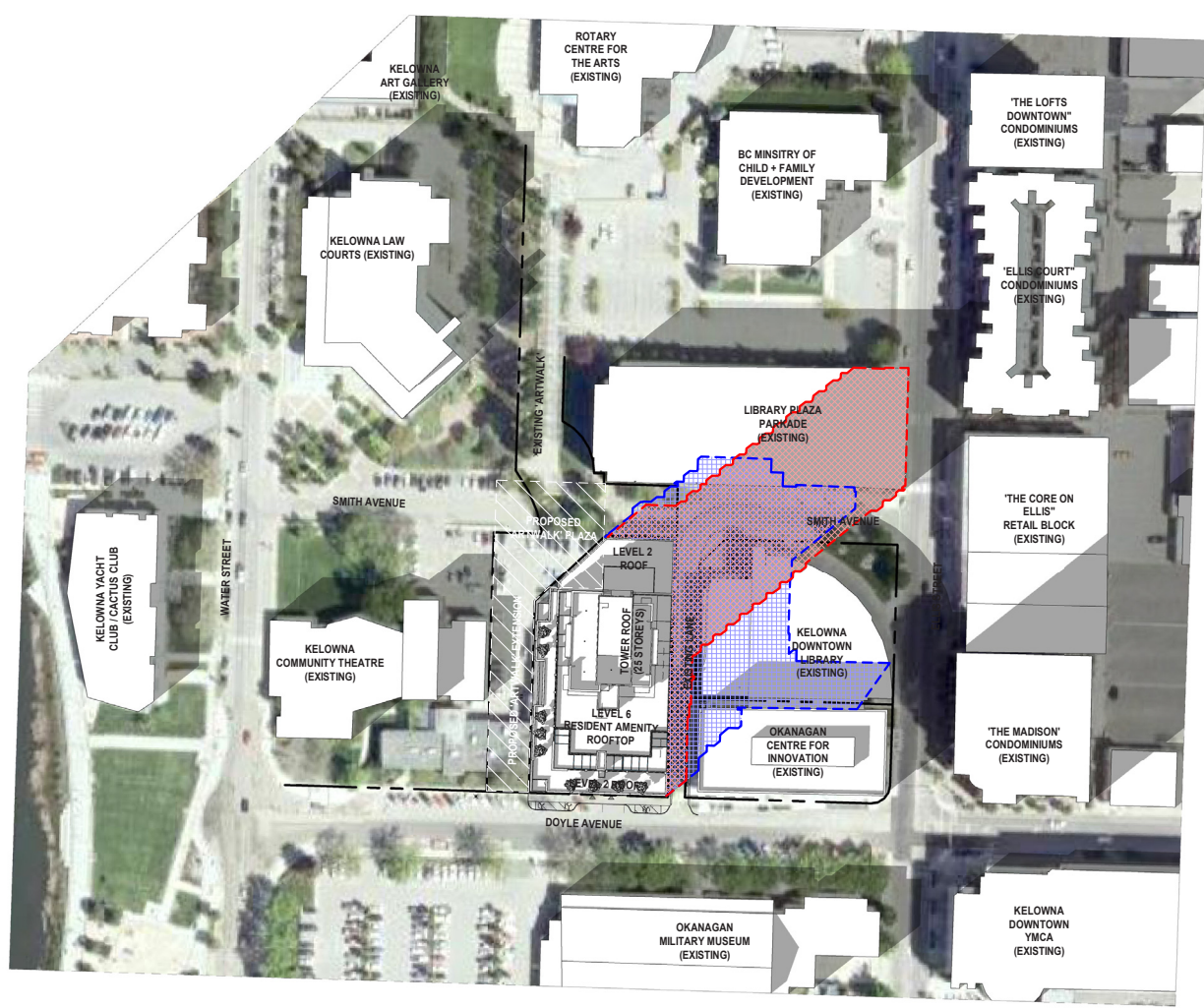
**SHADOW LEGEND**

 CURRENT DESIGN SHADOW EXTENTS

 PREVIOUS DESIGN SHADOW EXTENTS





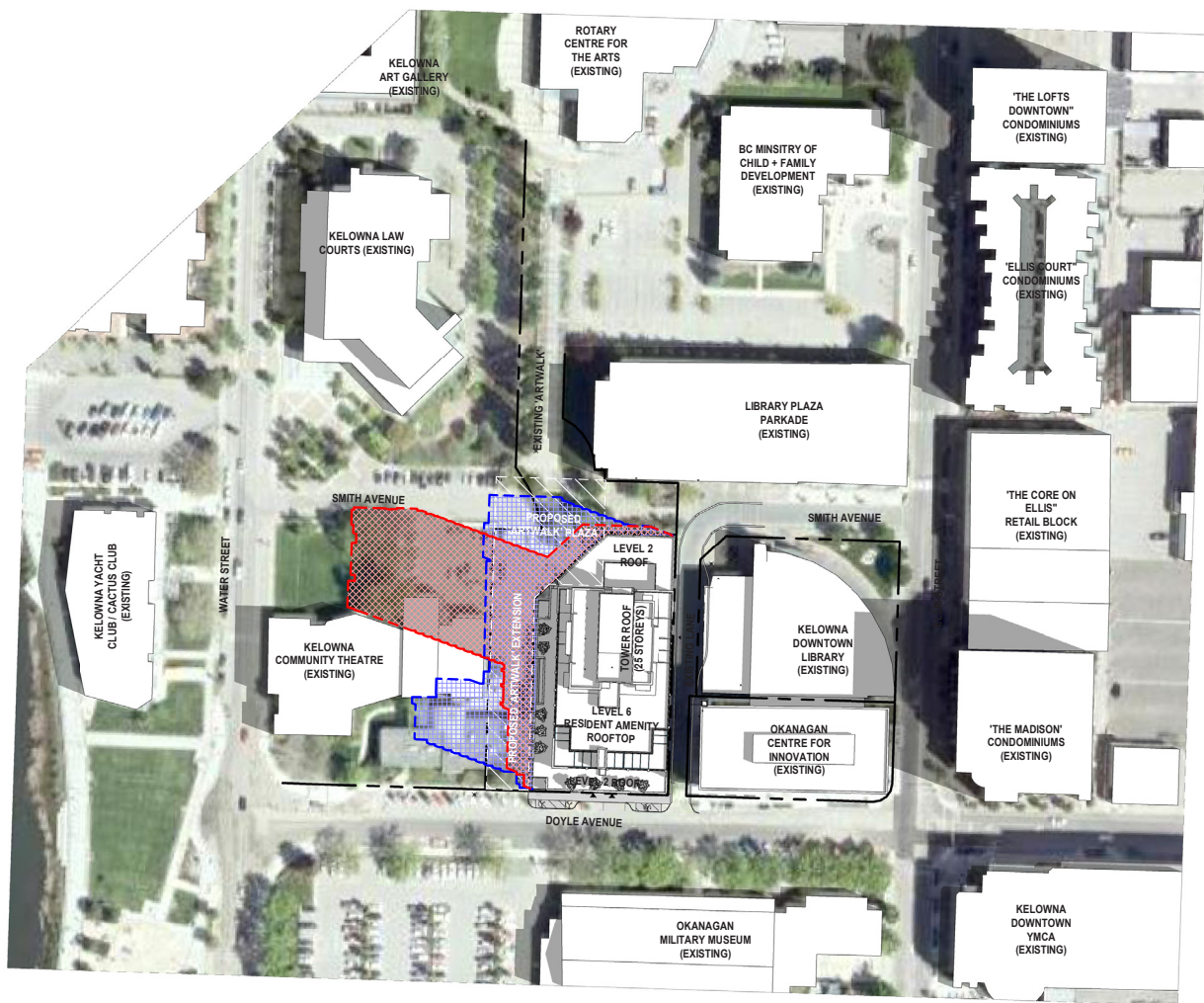
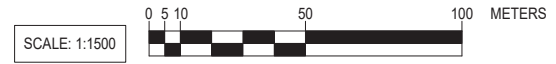
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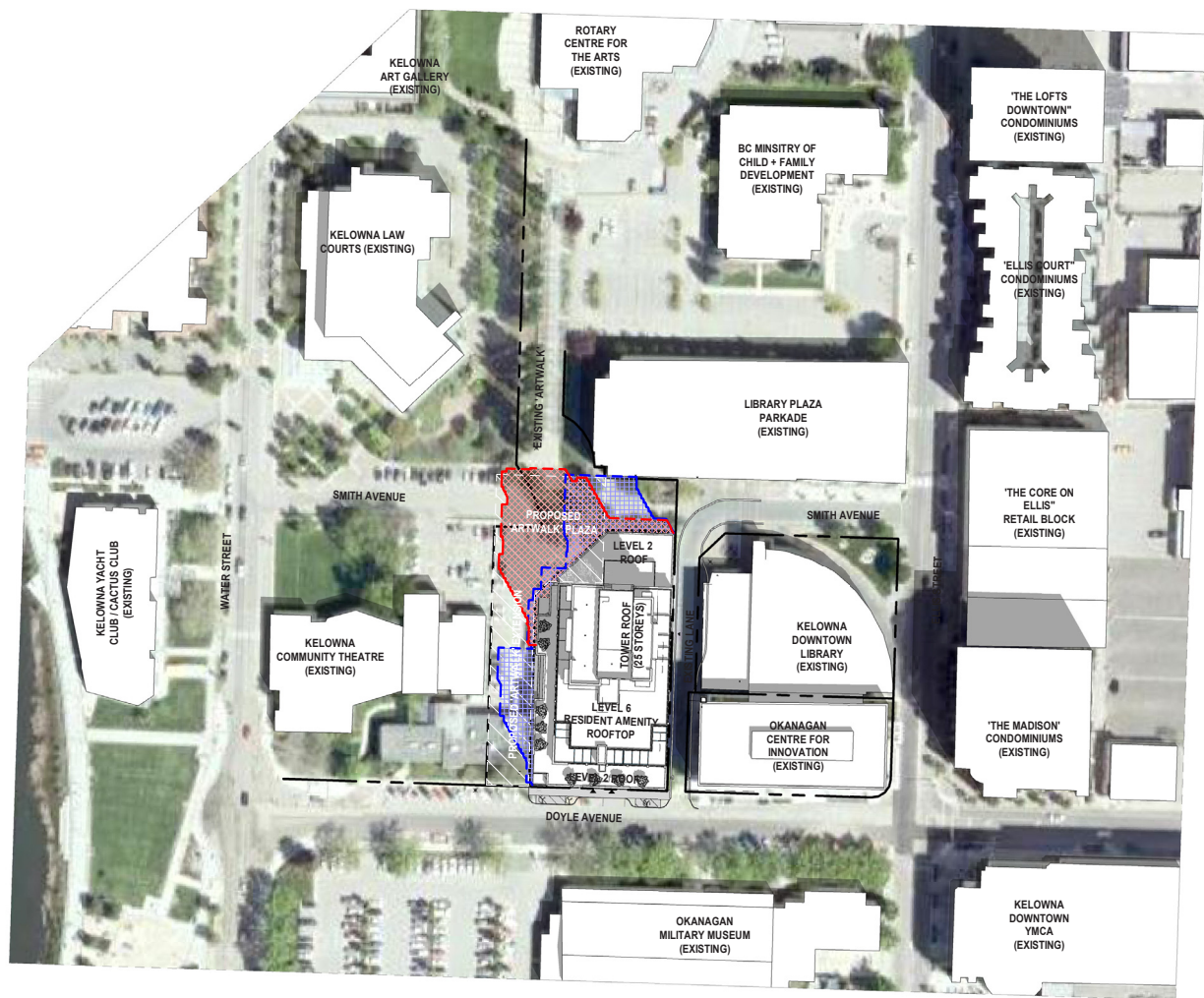
**4** SHADOW STUDY - MARCH 21 @ 4:00PM  
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**SHADOW LEGEND**

-  CURRENT DESIGN SHADOW EXTENTS
-  PREVIOUS DESIGN SHADOW EXTENTS





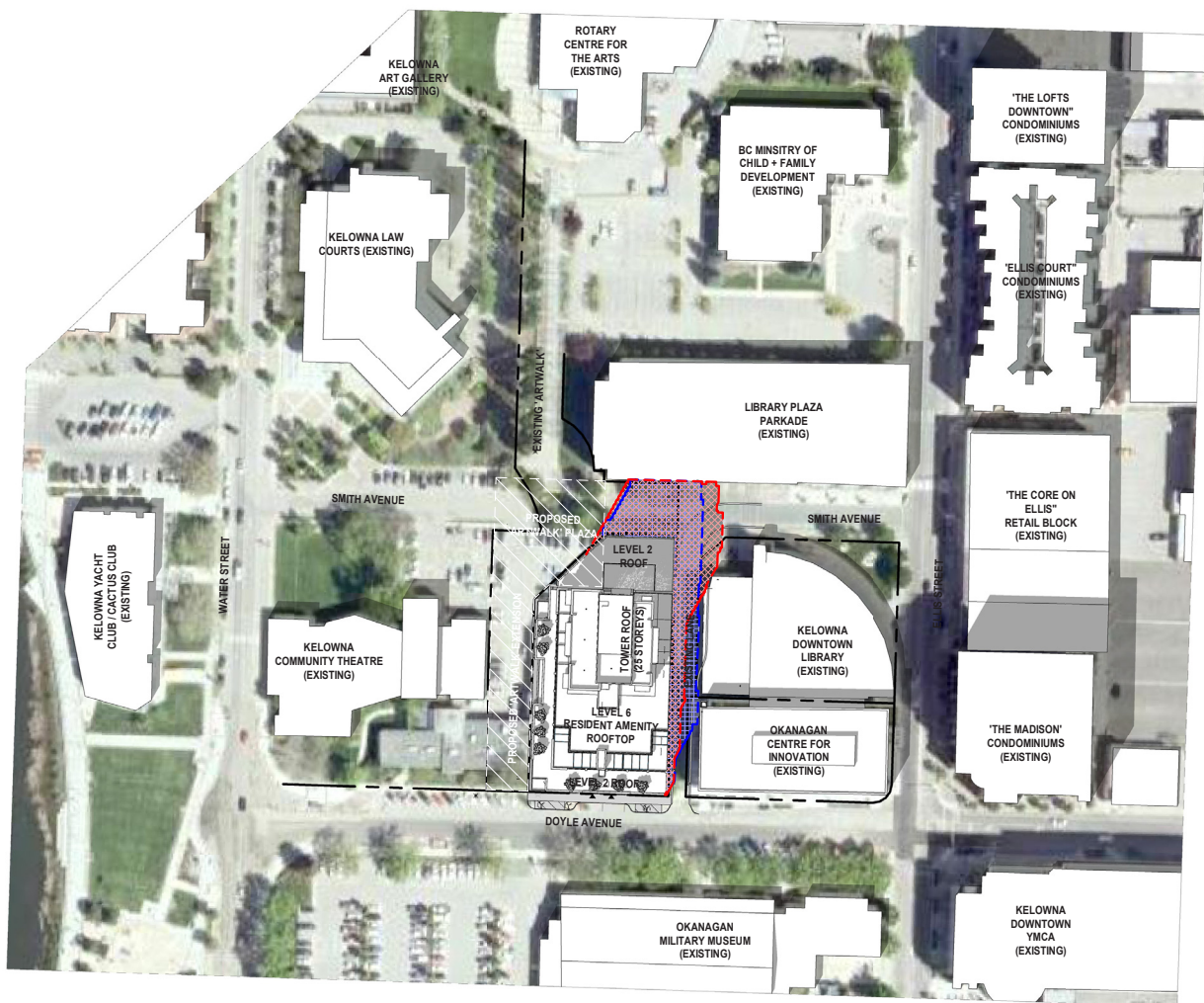
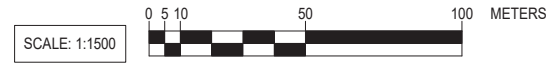
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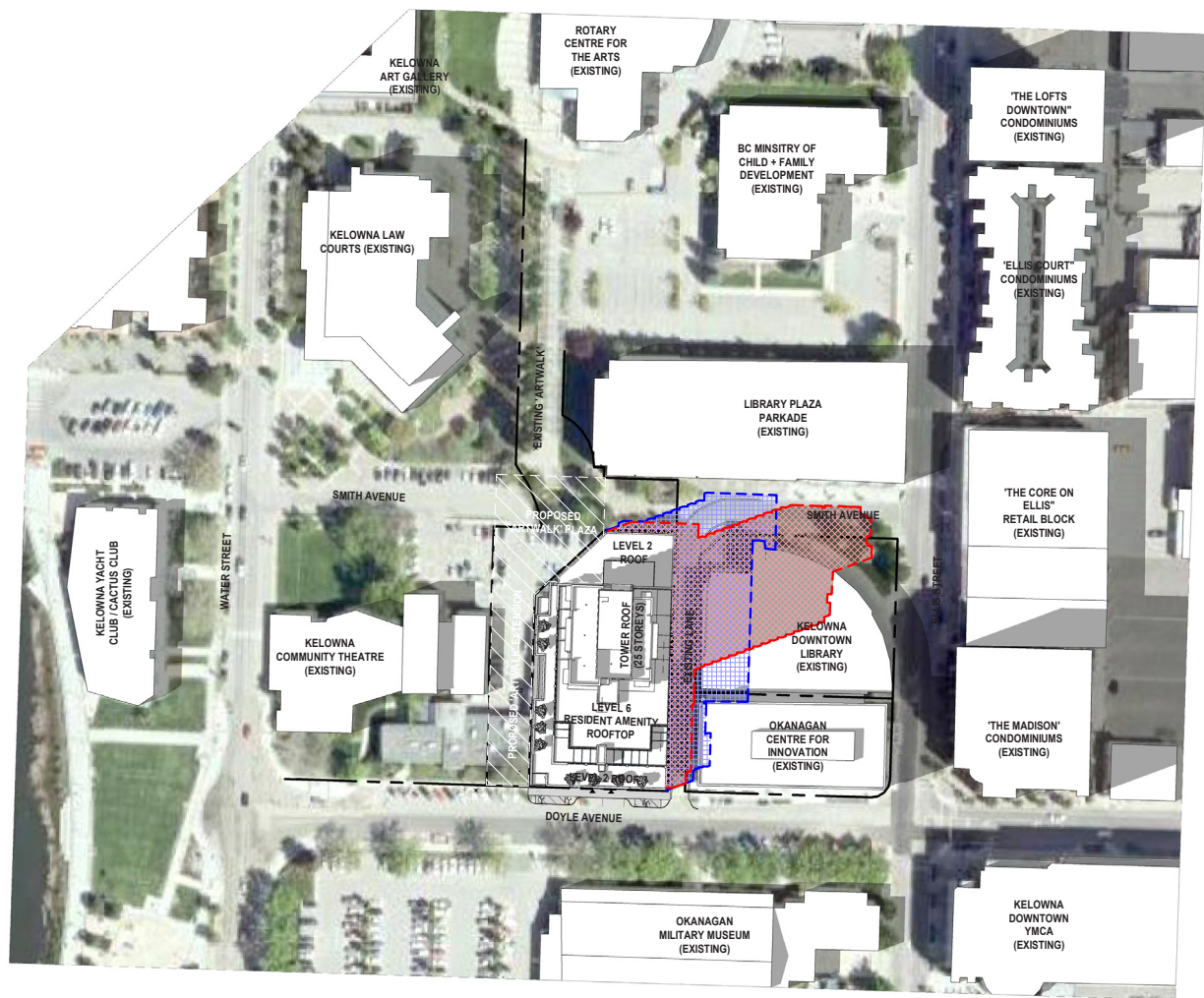
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**SHADOW LEGEND**

-  CURRENT DESIGN SHADOW EXTENTS
-  PREVIOUS DESIGN SHADOW EXTENTS





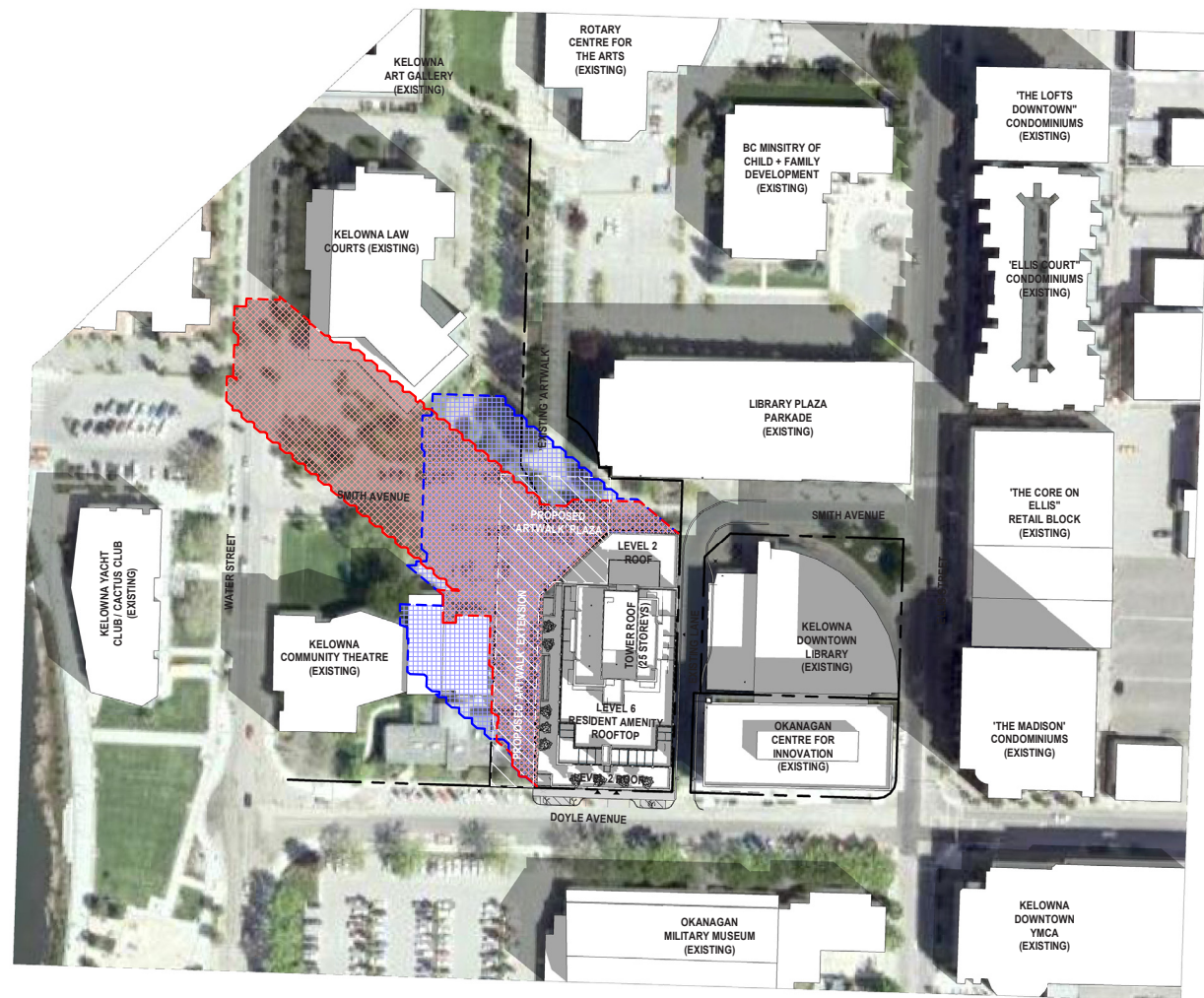
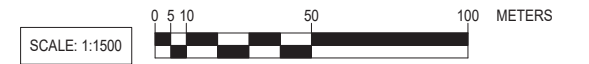
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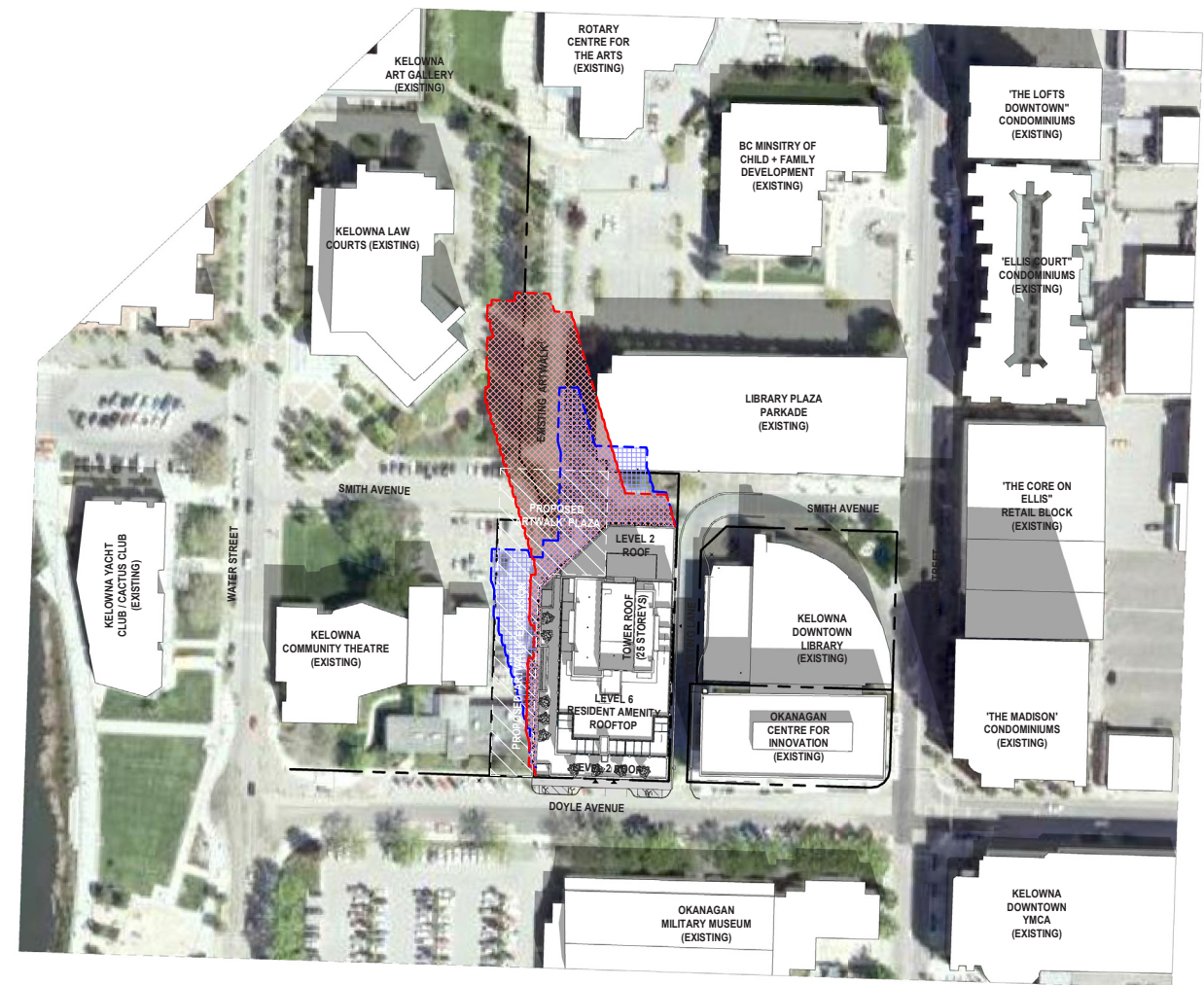
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**SHADOW LEGEND**

-  CURRENT DESIGN SHADOW EXTENTS
-  PREVIOUS DESIGN SHADOW EXTENTS




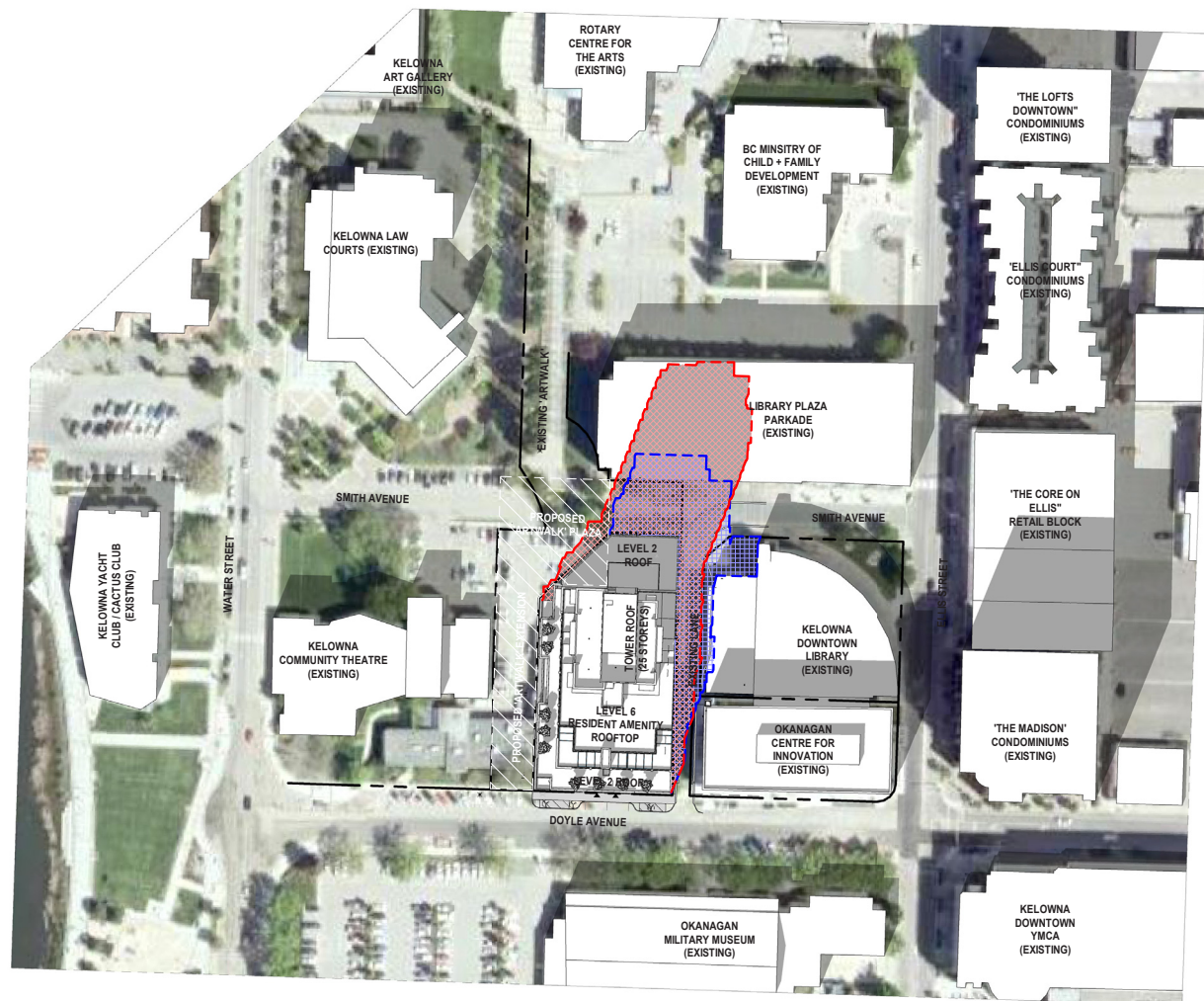
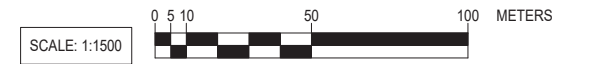
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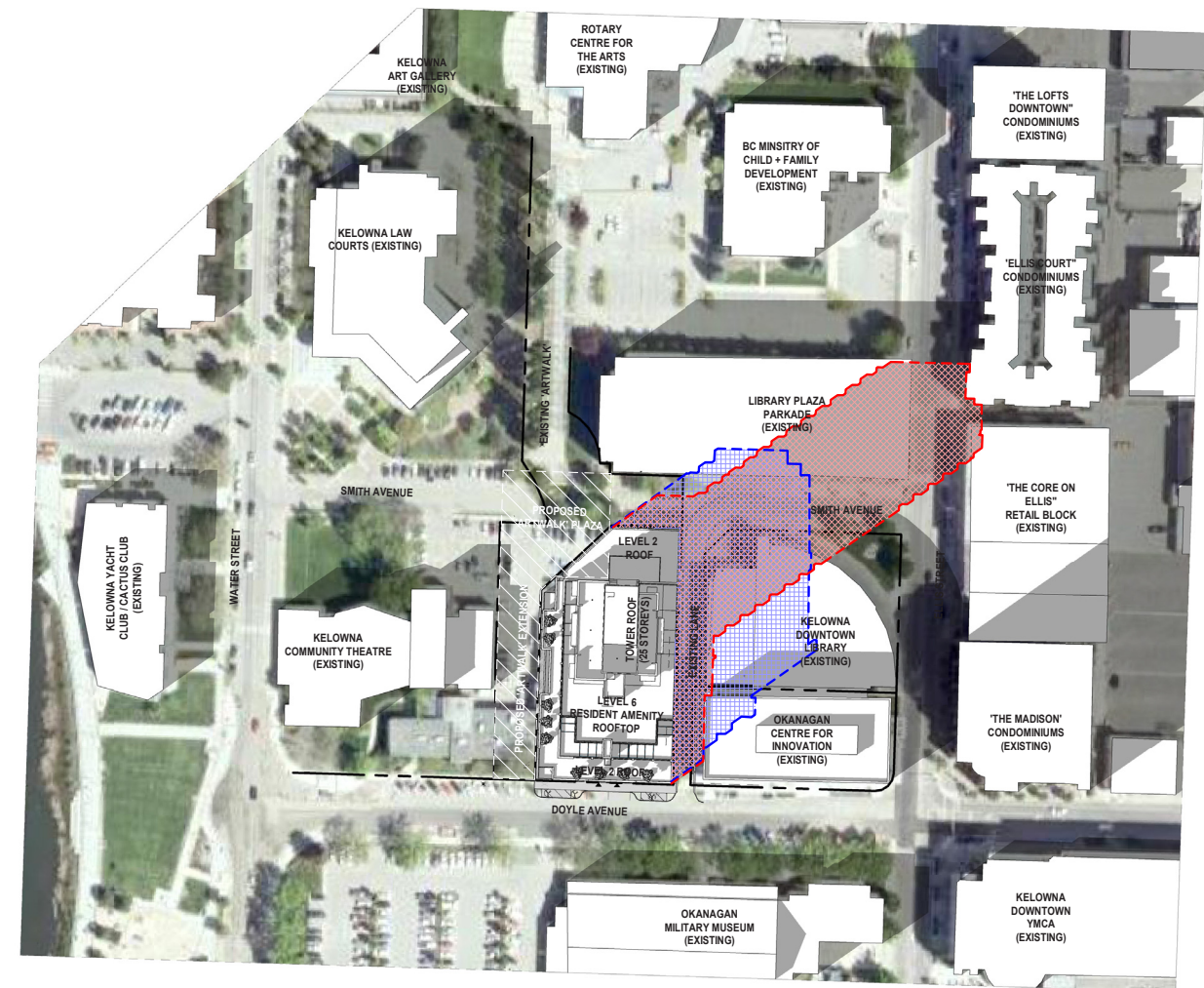
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**SHADOW LEGEND**

-  CURRENT DESIGN SHADOW EXTENTS
-  PREVIOUS DESIGN SHADOW EXTENTS



1 SHADOW STUDY - SEPTEMBER 21 @ 2:00PM  
XDP1.08 SCALE: 1:1500



2 SHADOW STUDY - SEPTEMBER 21 @ 4:00PM  
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