

C7 Zone Design Guidelines

Document Draft

October, 2005



**City of Kelowna
Planning & Corporate Services**

C7 Zone Design Guidelines

November, 2005

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1.0 Theoretical Background: Urban Design

The following guidelines are derived from urban design principles. Urban design takes its starting point from the concept of the city as a dynamic and evolving entity which is intended to foster human interaction and a sense of place.

A second related and no less significant concept is that of the public realm. Generally speaking, the public realm is all the spaces between buildings to which members of the public are entitled to unrestricted access. Foremost among these spaces are city streets. In determining design guidelines, the overarching question must always be: How does any building impact the adjoining public space(s)?

Design guidelines are not necessarily about what buildings look like. Rather, emphasis is on:

- **context-** does the building relate well to other buildings and spaces in the vicinity?
- **human scale-** do building elements relate to the dimensions of the human form?
- **visual interest-** does the building show care and attention to materials and details? Does the form, details, and materials hold the viewer's attention or does the eye want to move on to something else?
- **relationship to the public realm-** how easy is it to find the front door? Does the building look welcoming and friendly? Does the building show signs of human habitation?.

As commercial uses at grade are for the most part required in the C7 zone by the Zoning Bylaw, the guidelines focus on the "face" that such commercial uses present to the street. Applicants should note that the intent should not be to attract people to any particular business or venue within the C7 area , but to attract people to the area generally.

The expectation in this approach is that greater numbers of people who visit such areas for the sake of a memorable urban experience will also result in greater sales for business owners, as a result of more walk-by traffic.

Showier, gaudier, "look-at-me-first" storefronts, and utilitarian, or neglected, in-need-of-maintenance storefronts that do not convey a sense of quality and concern for the public realm, are not appropriate within C7 commercial areas. Storefronts can contribute to a unified streetscape without sacrificing their individuality, i.e., can ensure a look that attracts customers, and provides a street "presence", by adhering to the guidelines.

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2.0 Renovations vs. New Construction

New construction has much greater potential to achieve the intentions of the guidelines in that structural changes within older buildings are not always cost-effective to undertake. While existing buildings may have less scope to meet the guidelines, such development is nevertheless expected to be consistent with the spirit and intent of the guidelines.

3.0 Relationship of Design Guidelines to C7 Zoning

The C7 (Central Business Commercial) Zone as described in the City of Kelowna Zoning Bylaw (see [www.kelowna.ca/Bylaws/Zoning Bylaw No. 8000](http://www.kelowna.ca/Bylaws/Zoning%20Bylaw%20No.%208000)) sets a prescribed building envelope to which all applications must conform (unless granted a variance). This prescribed envelope effectively sets out the massing for any building that attempts to maximize the building envelope provision. For this reason, there is limited discussion of building massing in this document.

4.0 Working with the Guidelines

The C7 Zone Design Guidelines are intended for use by developers and architects. They are also intended for use by others associated with design of building facades on properties zoned C7 Central Business Commercial, including awing suppliers and manufacturers, window and door suppliers, etc. The Guidelines are also used by City staff to review applications and to make recommendations to City Council regarding support for applications.

Please note that whereas the provisions of the Zoning Bylaw are obligatory on the part of applicants and enforceable by the City of Kelowna, the guidelines set out in this document have no force in law. The guidelines are intended as the basis for discussion between the City of Kelowna and property owners and their design consultants about quality project design.

Staff are available to work with applicants on design guidelines issues. Applicants are strongly urged to contact City staff at the concept stage of a project to clarify any questions regarding the guidelines, and to discuss proposed façade designs and their compliance with the guidelines, before proceeding to a more advanced stage of design.

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5.0 Lower Floors (to a height of 15 metres above grade)

5.1 Occupancies

Retail occupancies provide the greatest degree of visual interest and are essential to active, people-oriented streets. Building owners are therefore encouraged to provide retail occupancies at grade (see also 12.0 Buildings Without Commercial at Grade).

Checklist:

Building provides retail space at grade.

5.2 Setbacks & Street Edges

The majority of existing buildings on properties that are zoned C7 have little or no setback from the adjoining streets. This characteristic gives a defined edge to the adjoining streets, and contributes to creation of a comfortable pedestrian environment and sense of place, and should generally, be maintained. Buildings are therefore encouraged to have zero setback from property lines (also see 5.8 Arcades and Setbacks at Grade).

Where a setback of a new building occurs, the side elevation of existing adjoining buildings could be exposed. In this situation, the new development should ensure that the exposed portions of adjoining buildings provide visual interest (see also 5.21 Side Elevations).

Checklist:

- Building minimizes the setback from property lines along adjoining streets.

5.3 Vertical vs. Horizontal Proportions

Within the composition of any façade, there should be a balance of vertical and horizontal proportions.

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Vertical proportions are preferred for windows. Horizontally-extended glazed areas should be subdivided into vertically proportioned windows separated by mullions or building structure.

Canopies and awnings that create horizontal proportions that predominate any building façade or portion of a building façade, are emphatically discouraged.

Checklist:

- Street façades have a balance of vertical and horizontal proportions.

5.4 Reference of Elements

Building facades should convey a visually-ordered composition of elements. Elements within an elevation (in particular doors and windows) should visually relate to one another.

Checklist:

- Elements within façades are visually ordered.

5.5 Entrances

Entrances should be easy to identify from the street. Entrances should also present an inviting face to the street, as well as make the act of entering a premises a comfortable and welcoming experience through attention to proportions, materials, lighting, etc. In particular, recessed entrances act as welcoming transition zones between inside and outdoors and are highly recommended (provided such entrances also meet the Crime Prevention Through Environmental Design Guidelines).

Entrances from a street to private residences, whether those residences are at street level, i.e. ground-oriented housing,

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or located above street level and reached via a common entrance at street level, should also be welcoming although visual cues should be used to separate the public realm from the private realm (also see 12.0 Buildings Without Commercial at Grade).

Checklist:

- Building entrances are welcoming and easy to identify from the street.

5.6 Windows and Building Transparency

Windows, along with doors, are the principal means of connecting the private realm with the public realm; of engaging passers-by and drawing them into a place of business.

Windows should ideally define a place for display of merchandise or services (see 5.1 Occupancies). Windows are also an opportunity to provide proportion within a storefront composition as well as to show detail and craftsmanship.

Buildings should be easy to see into from the adjoining street. However, achieving a high degree of transparency should not preclude use of mullion patterns that add visual interest and human scale to the building façade.

Obtrusive window security grates (see 5.23 Storefront Security), glass block, dark-tinted reflective glass, or any treatments that preclude views into building interiors at street level, are discouraged.

Highly reflective glass is discouraged because it presents an anonymous, unfriendly face to the street. Moreover, reflective glass reflects significant amounts of light and heat that can create discomfort for pedestrians. Where a building face is exposed to the sun, overhangs, awnings,

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and canopies can be used for solar protection.

Despite the need for transparency, extended walls of glass at street level, without intervening building structure, are not recommended as they tend to emphasize horizontal proportions at the expense of vertical proportions (see 5.3 Vertical vs. Horizontal Proportions). Generally, glazing should not have a continuous distance of more than 4 metres (approximately 13 feet).

Round, oval, bubble, or other novelty windows are not encouraged.

Checklist:

- The building is easy to see into from the street
- Through their size and mullion patterns, windows provide visual interest and human scale within the storefront composition.

5.7 Canopies and Awnings

In addition to providing shade and shelter from the weather, canopies and awnings should focus attention on windows and complement retail window displays. As well, canopies, awnings, and marquees can be used to identify the principal entrance to a building or business, and to help create a transition between interior and outdoor spaces.

Canopies and awnings should not be a predominant feature of a building façade and should not create visually-predominant horizontal proportions. They should not be continuous across vertical elements such as pilasters and should not wrap around corners.

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Awnings and canopies should relate to the width of windows or entrances below an awning or canopy and should not span a continuous distance of more than 4 metres (approximately 13 feet).a as pilasters and should not wrap around corners.

Novelty-shaped, combination geometry, quarter-vault, convex, and curved awnings are not preferred. Steep pitches are acceptable. Open and closed-ended awnings are also acceptable.

Awnings should be a matte, not glossy finish. Vinyl and plastic finishes are discouraged. Opaque finishes are preferred although shingles, wood panelling, and plastic, fibreglass, and corrugated metal are strongly discouraged. Backlit translucent coverings are discouraged.

Primary or fluorescent colours for awnings and canopies are not recommended. Awning and canopy colours should complement the colours of other façade materials and finishes (see 5.10 Colour).

Steel or aluminium awning frames should be painted a matching or complementary colour to the awning or building, or painted black.

Discreet, restrained signage on a canopy or awning can be a dignified and powerful design element that can convey an image more effectively than an awning dominated with lettering and/or images and graphics (also see 5.15 Signage).

Checklist:

- Canopies and awnings are not predominant features of any building façade. Awnings and canopies relate to the width of the windows or the

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- entrance(s) below the awning or canopy.
- Any signage on a canopy or awning is discreet and restrained.

5.8 Arcades and Setbacks at Grade

Arcades and setbacks at grade¹, are highly encouraged as indoor/outdoor transition zones, and as spaces for outdoor café seating and outdoor merchandising. They are particularly encouraged adjoining streets with narrow sidewalks, and on the north and west sides of streets to provide shade. Arcades should have a high percentage of opening to building structure. Maximum depth of an arcade or a building setback at grade, i.e., from property line to face of building at grade level, should not exceed 2.4 metres (8 feet).

Consistent with the *Guidelines for Crime Prevention Through Environmental Design*, arcades and setback areas should be well lit during those hours in which the adjoining premises is closed.

Checklist:

- Building provides an arcade.

5.9 Courtyards

Courtyards within the property lines of a development and accessed from an adjoining public sidewalk should be welcoming and inviting. Attention should be paid to human scale through detailing and provision of visual interest. The provisions that apply to the building façade at street level also apply to the facades of the building enclosing the courtyard.

¹ Floors above grade should come to the property line as per guideline 4.2., and therefore overhang the setback area at grade.

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Provision of public amenities in the form of water features, benches, and shade are encouraged.

Checklist:

- Courtyard provides human scale and visual interest.

5.10 Colour

Colour is one of the most important design elements in determining and emphasizing the visual image of a commercial precinct. A limited colour palette is also more effective in conveying a quality business image than one that is extensively varied to gain attention.

Colour should not be used as the predominant feature of a building. Rather colour should be used to tie together various elements of the façade, e.g., windows, doors, awnings, etc., using a base colour, lighter or darker shades of the base colour, and small amounts of accent colour(s) to highlight architectural features. Contrast and textural interest might be achieved by combining high gloss finishes with matte finishes.

Additionally, colours should be considered in relation to those of neighbouring buildings, as well as other colours within the streetscape. Care should be taken to not clash with other building facades and to otherwise contribute to a coordinated palette within the commercial area.

For instance, the trim colour might be a shade variation of the base colour of the building next door, or the cornice detail might be painted a colour to coordinate with the brick finish of the neighbouring building.

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However, when a site is re-developed or an existing building renovated or repainted, the existing context may be so ad hoc or chaotic that there is nothing from which to draw colour inspiration. In this instance, buildings are encouraged to use a colour palette derived from the Okanagan landscape, i.e., the grasslands and ponderosa forest ecosystems.

Given Kelowna's hot summers, highly reflective colours can reflect significant amounts of light and heat, particularly when the reflecting surface is smooth rather than textured or broken. This reflectivity can create discomfort for pedestrians using the adjacent sidewalk, and highly reflective colours are therefore discouraged where reflectivity is not mitigated by shading devices or techniques, e.g., building setback at street level, awnings, street trees, etc. Where such techniques are used, attention should be given to sun angles during various times of the day.

Checklist:

- Colour scheme ties together storefront features, e.g., doors, windows, etc. and contributes to a positive image of the commercial precinct.
- Colours are not highly-reflective.

5.11 Detail & Ornament

Detail and ornament add visual interest to buildings and help make them appear more welcoming.

Checklist:

- Building elevations incorporate a level of detail and ornamentation to provide human scale and visual interest, and to help present a welcoming face to the street.

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5.12 Materials

Materials should create pattern and texture as well as convey a feeling of quality and permanence. Hard, reflective, and “high-tech” surfaces are less successful from the point of view of creating visual interest and human scale at street level. Materials that create shadows are more successful and are therefore recommended. Moreover, smooth materials, depending upon colour and orientation, can reflect high levels of heat and light, making the adjoining sidewalks uncomfortable for pedestrians (see 5.10 Colour).

Limiting the number of materials on a facade is advisable. As well, where a transition between materials occurs, it should be seen as an opportunity to provide additional detail and visual interest.

Wood, painted or stained, is an appropriate material, although wood that conveys a single-family residential quality is not recommended.

Broken-surface (as opposed to polished smooth) materials such as slate, granite, sandstone, and river rock are encouraged.

Metal is encouraged when finished with an oxidized decorative surface. Metal siding or sheathing is not recommended.

Stucco finishes, especially sand finish acrylic stucco is acceptable when used in conjunction with other materials or elements such as mouldings and cornices.

Overly-textured, swirling stucco, or stucco with glass chips, is not recommended.

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Brick should be retained in its natural state.

Light-coloured, mottled, or modern “fake antique brick” is not encouraged.

Glass block should be used only as an accent material.

Concrete block, plastic, or vinyl, is not recommended for storefronts.

Unpainted concrete of any type is not encouraged.

Where brick or stone exist, it should be left unpainted, or if painted, restored to its original finish.

Checklist:

- Materials provide pattern and texture and convey a sense of quality.

5.13 Rooflines/Top of Building Face

Cornices and other elements and details along the top of a building, or at that point where the upper part of a building steps back from that portion immediately below it, add visual interest and give definition to the interface between building and sky.

Cornices and other architectural elements and/or treatments along the top of a building face should not create a horizontal proportion that over-powers the composition of a building façade.

It is recommended that the horizontality of cornices, etc. be tempered by variations in the height or slope of the parapet wall, or by the expression of pilasters with capitals, or by any other treatment that preserves a balance of horizontal and vertical proportions. This is particularly important on

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buildings with wider frontages where the width exceeds 8 metres (25 feet).

Roof flashing should be painted the same as the principal colour of the façade.

Checklist:

- The top of the building provides visual interest in a manner that complements vertical proportions of the building face.

5.14 Landscaping

Where there is little or no building setback from property lines, there is limited opportunity for traditional landscaping with trees, shrubs, and groundcovers. In these instances, property owners are encouraged to utilize container landscaping.

Container landscaping can include window boxes and containers set at grade, inside property lines, e.g., within arcades, recessed entrances, etc. where sufficient dimensions allow. Planting should complement any retail display space and should not compete with or substantially reduce the visible area for retail display.

Planters, i.e., permanent enclosures for vegetation that are attached to a building, are not recommended. Extensive plantings within such features can require high maintenance. They also take up space that can possibly be used by retail tenants for outdoor merchandising including café seating, which are considered preferred uses for building setback areas.

Trellises and container planting can be used on terraces and rooftops used in conjunction with building occupancies.

Vines may be appropriate on building façades. A number of varieties grow well in

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the Okanagan climate and can add colour and texture. They can be a good choice, especially where there is limited space for planting. On facades facing streets, vines should be provided with trellises that are integrated with other elements of the façade design (as opposed to uncontrolled growth on a building face).

See also 5.18 Surface Parking.

Checklist:

- Project incorporates container landscaping and/or trellises and vines.

5.15 Signage

The City of Kelowna Sign Bylaw No. 8235 sets out what is allowed with respect to size and placement of signs. However, it does not address the aesthetics of signs which is the intent of these guidelines.

Signage can take many forms. These forms include signs mounted on the building face, hanging/projecting signs, window signs, threshold signs, and awning signs. However, the number of signs should be kept to a minimum.

With respect to sign content, concise messages and simple graphics are appropriate. Extraneous information such as sub-text, including product descriptions, should be minimized. Corporate and store logos are encouraged if they form part of an overall sign design, and are appropriately scaled to the façade composition. Store signs that incorporate a store name with that of a national distributor, are discouraged.

Because a sign is larger does not necessarily make it more effective. In addition to the limitations on sizes set out in

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the City of Kelowna Sign Bylaw, the size of any individual sign should take into consideration the overall scheme of building signage and the appearance of the building façade(s). Ultimately, the scale and visual qualities of the building should not be compromised by the size and number of signs.

The design of any sign should be logical and simple. Signage should not attract attention to the extent that the sign becomes the dominant feature of a façade. Signs that extend over large areas are discouraged (also see 5.7 Canopies and Awnings).

All signage should principally be pedestrian-oriented. This means that the size of signs should be within the first 3.7 m (12 feet) of grade and that the font size and sign location should be oriented to persons at street level. Signs should be legible, placed in a location free of obstructions, and be visible from the sidewalk.

Materials

Signs should be made of durable, weather-resistant materials, and professionally fabricated and installed.

Illumination

Opaque signs should be lit by incandescent or halogen lights mounted on the face of the building. Consideration should be given to the visual quality of the fixtures that hold such lighting.

Signs composed of individual three-dimensional letters can be back lit.

However, internally illuminated “sign boxes” are emphatically discouraged. Where

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backlit signs are installed, it is recommended that letters be light on a dark or medium background, rather than dark on light.

Colours should coordinate with other colours on the façade and the box should be as disguised as possible.

Illuminated signs in primary or fluorescent colours are discouraged. Strip or fluorescent lighting of signs is also not recommended.

Types of Signs

Fascia Signs

Fascia signs are located on that portion of the building face that typically separates the main floor from the second floor, or immediately below a cornice or moulding detail at the roofline.

Letters can be applied to the building surface, or to another material such as wood, which is in turn attached to the façade. Signage can be painted, or be raised letters in metal, or formed plastic, or fibreglass, and may be flush-mounted, or mounted at a slight distance from the surface.

Letter height should not exceed 40 cm (16 inches).

Threshold Signs

These signs are located in front of building entrances, on the exterior ground surface, and may be located within an entryway where the entrance is recessed. Such signs typically consist of a name only, or a logo only, often in conjunction with address numbers. Suggested formats are finished metal set in stone, concrete, or mosaic tile.

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Projecting Signs

Projecting signs are attached to brackets (typically metal rods) fixed perpendicularly to the building face. Metal or routed wood projecting signs are preferred. Such signs can be lit by directional lights mounted on the face of the building.

Door Signs

Door signs are located in the glazed portion of entry doors. These signs should be simple and be restricted to stating days and hours of business, or the address.

Window Signs

These signs should be simple and not restrict views into interior spaces, particularly into retail occupancies. Window signs should not cover more than 20% of the glazed area on which they are applied.

Neon Signs

Neon should be used sparingly as a design accent. Moving or blinking signs are discouraged.

Awning Signs

Generally, awning signs should be limited to the front of the awning valance. Letters should not be more than 75% of the valance height. The sloping portion of an awning is best left plain. However, a discreet logo or restrained lettering is not inappropriate for that portion of an awning.

Under-Awning / Under-Canopy Signs

These signs should provide a minimum 2.4 metres (8 feet clearance from the sidewalk).

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Wall Signs and Murals

Wall signs are essentially murals that incorporate the name of a business or its product(s), or images that convey the same message. Such signs are not allowed by the City of Kelowna Sign Bylaw.

Wall murals are discouraged. Again, discretion and restraint should be exercised in keeping with the intent of the guidelines.

Other Signs

Other types of wall signs may be appropriate depending on circumstances. In such instances, they should be integral with the design of the façade. That is, they should appear to be part of a visually-ordered composition. They should visually relate to other façade elements such as windows and doors.

Attractive sandwich boards are not allowed within the public right-of-way but may be appropriate in setbacks or recessed entrances where there is sufficient space to not impede access to the business.

Flags or banners add an air of festivity but should only be used on a short-term basis.

Checklist:

- Signage is principally oriented to pedestrians;
- Any signage applied to the building face is part of a visually-ordered composition.

5.16 Balconies

Balconies are signs of human habitation. As such they can add interest and character to a building facade. Balconies are encouraged to be large enough to allow active use. That is, they should be large enough to accommodate outdoor

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seating for at least 4 persons around a table.

Checklist:

- Balconies are large enough to be actively used by building residents.

5.17 Illumination/Lighting

Lighting on buildings should be incandescent for its appealing warm glow. Halogen lighting is also acceptable for its colour rendition. Fluorescent lights, especially with “cool white” colour rendition producing a blue-spectrum light, are discouraged.

Lighting fixtures, if exposed to view, should add daytime visual interest and add human scale to a building, as well as help accentuate the rhythm of the building along the street.

Building lighting can create a sense of activity. To achieve this effect, illumination should be planned as a key element in a façade’s design, with consideration of the intended effect on the façade, the street, and neighbouring businesses.

Checklist:

- Colour rendition from light fixtures presents is warmin tone;
- Light fixtures add visual interest and human scale to project.

Types of Lighting

General Lighting

This lighting gives visibility to storefronts, facades, signs, displays, and the sidewalk adjacent to the building. Exposed fixtures should have appealing visual qualities and complement the overall building design.

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Recessed lights provide good general lighting in overhangs and recessed entrances and spotlights give good illumination to facades, fascia signs, etc. provided the fixtures are visually unobtrusive and are placed in such a manner to not cause glare for passers-by. Under-awning fluorescent lights are discouraged.

Light fixtures facing a street should not be industrial, institutional, or utilitarian in nature. They should provide a reasonable level of visual interest and should be mounted at a height that contributes to human scale. A height not greater than 2.4 metres (8 feet) above grade, is preferred.

Security Lighting

Security lighting should create an atmosphere of safety for pedestrian traffic. Lighting mounted on the building should illuminate the alley in a manner that discourages illegal and socially-inappropriate behaviour. Areas that are not readily visible, such as recessed entrances and exits, arcades, and alcoves should be well lit for the same reason. Security lighting should not produce glare.

Motion-activated security lights are not recommended except in alleys.

Also see City of Kelowna Crime Prevention Through Environmental Design Guidelines ([www.kelowna.ca/Documents/Departments/Development Services/General Documents](http://www.kelowna.ca/Documents/Departments/Development%20Services/General%20Documents)).

Accent Lighting

This type of lighting enhances architectural features of a building. Uplighting from the fascia or above an awning can be effective.

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Downlighting is also an option. This lighting should be incandescent or halogen. Other forms of accent lighting can be acceptable provided they complement the streetscape and do not unduly attract attention to a particular building or business.

Checklist:

- Alleys, recessed areas, and all spaces within the property lines that don't have a reasonable degree of surveillance from the street, are well lit.

5.18 Surface Parking

Surface parking areas are encouraged to be adjacent to the lane rather than adjacent to a public sidewalk.

Where the latter does occur, hard and/or soft landscaping as per the Zoning Bylaw should buffer such areas from the street. Sightlines into the parking area from the street or alley should be maintained, and there should be sufficient lighting for the safety of persons using the parking area (as per the City of Kelowna Crime Prevention Through Environmental Design Guidelines).

Trees are encouraged within surface parking areas to provide shade and visual interest. Where growing conditions don't support trees, other forms of landscaping should be used. These include vines on free-standing trellises and pergolas.

Checklist:

- Surface parking areas are not located adjacent to a street;
- Where surface parking areas are located adjacent to a street, a landscaped buffer separates the parking area from the public sidewalk;

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- Parking areas incorporate vegetation to provide shade and visual interest.

5.19 Buildings at Street Intersections

Buildings located at street intersections should incorporate distinctive forms and features that give emphasis to the corner of the building adjacent to the street intersection. Setbacks to create plazas on private property in conjunction with the entrance to the building should also be considered.

Buildings should allow pedestrians to see other pedestrians approaching the intersection from around the corner of the building.

Checklist:

- Buildings located at street intersections give emphasis to the intersection;
- Buildings allow pedestrians to see other pedestrians approaching the intersection from around the corner of the building.

5.20 Alley Facades

Just as buildings should present a welcoming face to the street, so too is it important to present a face to the alley that shows a level of care and concern for the public realm. This can be done by providing quality materials and an appropriate level of detailing. Materials and finishes should be selected with a mind to discouraging graffiti vandalism as well as ease of cleaning if such vandalism occurs.

Sufficient levels of lighting should be provided along building faces fronting on to any alley (see 5.17 Illumination/Lighting and City of Kelowna Crime Prevention

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Through Environmental Design Guidelines at www.kelowna.ca). Generally, alcoves or any indentation in the building face that would allow an individual to hide from view, should be avoided. Where alcoves occur, high levels of lighting should be provided to discourage illegal and inappropriate behaviour.

Checklist:

- Alley elevations, through their materials and details, present a welcoming face to the alley;
- Sufficient levels of lighting are provided along building faces fronting onto alleys as well as in any doorway alcoves.

5.21 Side Elevations

Any elevation which is not a principal elevation and which otherwise is open to public view, e.g., across an undeveloped property or a surface parking area, should receive sufficient attention to its visual character.

No elevation should appear to be without due consideration for public views even where it can be expected that development on an adjoining site will eventually block the subject elevation from view. Although it is not necessary to provide the same level of detail as a principal elevation, such elevations should not appear to be utilitarian in character and should demonstrate attention to visual character. Moreover, materials and finishes should be selected with a mind to discouraging graffiti vandalism as well as ease of cleaning if such vandalism occurs (see also 5.2 Setbacks and Street Edges).

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Checklist:

- Side elevations present a welcoming face to public views.

5.22 Blank Walls

In no instance should any portion of a building facing a public street be without generous transparency or visual interest.

Checklist:

Project doesn't have any blank walls facing any streets.

5.23 Storefront Security

The dilemma for businesses is to provide security when closed yet still present an inviting face to the street, keeping in mind that obvious security measures leave a negative impression.

Security gates should be installed on the inside of windows and doors, and if possible, set back from the glass. The use of decorative ironwork, including antique wrought iron can be very appealing. Grills on doors and windows, ideally, should be removable or retractable from sight.

Creative, custom designs are preferred to utilitarian-looking, catalogue products.

Special attention should be given to colours. Unless the security grill is an important element in the overall design, its colour should make the grill as inconspicuous as possible. Matte finishes are less obtrusive than gloss finishes.

Checklist:

- Security features are visually unobtrusive, not utilitarian in character, and otherwise integrated into the overall design of the façade.

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6.0 Upper Floors (above 15 metres above grade)

6.1 Vertical vs. Horizontal Proportions

Upper or tower portion of buildings within the C7 zone should convey a balance of vertical and horizontal proportions consistent with that portion of the building from grade to a height of 15 metres above grade.

Checklist:

- Tower portion of the building conveys a balance of vertical and horizontal proportions.

6.2 Visual Interest

Buildings should exhibit a consistent level of visual interest on all elevations above 15 metres from grade. Buildings that emphasize a front and/or a back elevation are not encouraged.

Checklist:

- All elevations demonstrate consistent levels of visual interest.

6.3 Massing

Generally, the design should reduce the sense of bulk and weight of the tower portion of any building.

Checklist:

The design reduces the perceived mass of the tower portion of the building.

6.4 Balconies

Balconies are signs of human habitation. As such they can add interest and character. Balconies are encouraged to be large enough to allow four persons to be seated around a table.

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Checklist:

- Balconies are large enough for four persons to be seated around a table.

6.5 Rooftop Spaces

Rooftop spaces to which building occupants have access and that are regularly used, help animate a building and enhance its identity. Rooftop spaces also provide visual interest to views from the upper stories of adjacent buildings.

Provision of, and design of such spaces in a manner that addresses occupant's needs is encouraged. Consideration should therefore be given to sun and wind protection. As well, in the interest of encouraging use, such spaces should provide visual interest for occupants and should be designed to promote social interaction.

Checklist:

- Rooftop spaces provide visual interest and promote social interaction.

6.6 Transparency

Reflective glass has evolved as a technique for controlling solar heat gain. Despite this practical value, extensive use of highly-reflective glass is discouraged as it tends to create a sense of anonymity and detachment from the public realm.

Checklist:

- Building doesn't extensively use highly-reflective glass.

6.7 Colours

Highly-reflective colours reflect significant amounts of light and heat and can create discomfort for pedestrians in the summer

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months, especially when building facades face south or west.

Checklist:

- Building colours are not highly reflective.

6.8 Rooflines/Top of Buildings

Tops of buildings where the building form is seen against the sky should be visually-interesting. Variations in height and slope of cornice lines are an option as is the incorporation of distinctive rooftop forms achieved in conjunction with penthouse suites, mechanical enclosures, and/or common amenity areas for building residents. These forms should provide visual interest from long-distance views of the building.

Checklist

- The top of the building is visually-interesting.

6.9 Signage

Wall-mounted or fascia signs are acceptable provided they are not of a dimension or proportion that predominates the building face. Signage should not appear to be randomly-placed within the overall façade composition. Signage should be incorporated in a manner that is coordinated with, and visually relates to other aspects of the façade design. Signage should provide visual interest and not appear utilitarian in nature.

Checklist:

- Signage is coordinated with, and visually relates to other aspects of the façade design.

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6.10 Rooftop Mechanical Equipment

Rooftop mechanical equipment should not be visually obvious from street level, or from views from adjacent buildings. Ideally, it should be enclosed.

Checklist:

- Rooftop mechanical equipment is not visually obvious.

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7.0 Signature Buildings

Although it is acknowledged that projects often seek a distinctive identity through building design, applicants are cautioned about proposing signature or iconic buildings that intend to achieve a status that sets such buildings significantly apart from their peers, i.e., other C7 developments.

A balance should be sought between buildings that offer visual interest through materials, detailing, and form, and building design intended to aggressively attract attention. In particular, applicants are encouraged to be cautious in using symmetric building form as this approach generally tends to infer a status that elevates a building above its peers.

Asymmetric massing is encouraged on all floor levels but particularly with respect to floors at 15 metres above grade and above. Variations in horizontal and vertical planes should be combined with changes in materials and varying approaches to balconies and decks to create interesting floor plate shapes, as opposed to floor plates that are rigidly replicated.

8.0 Large Developments

Redevelopment could mean consolidation of several lots to provide for the building heights and densities allowed in the C7 zone. As a result, there is special concern for the scale of such projects within an urban environment that is typically characterized by relatively small lots.

The goal of large lot development will be to maintain the pattern and texture of small lot development and limited frontage lengths of Kelowna's Downtown streets, especially in the Downtown Heritage area (see 9.0 Downtown Heritage Area). Buildings with long street frontages should use techniques to break those frontages visually, into smaller lengths. This can be done through changes in forms and/or materials. Minor variations in setback from the property line along the length of the frontage can also be effective.

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9.0 Downtown Heritage Area

The Downtown Heritage Area is identified in the Kelowna Downtown Plan. The area's boundaries are shown on the attached map on the next page.

The area is intended as distinct by virtue of its role as the commercial centre of Kelowna's initial town site and by virtue of its strong inventory of buildings on Kelowna's Heritage Register. Buildings within this area are intended to be lower in height than other buildings within the Downtown Plan area (see City of Kelowna Zoning Bylaw No. 8000, and the Kelowna Downtown Plan at www.kelowna.ca).

Maintaining the established architectural character of the area is strongly encouraged for redevelopment or new development. In addition to the guidelines cited above, other aspects of building and site design that should be emulated within the Downtown Heritage Area are as follows:

9.1 Materials and Colours

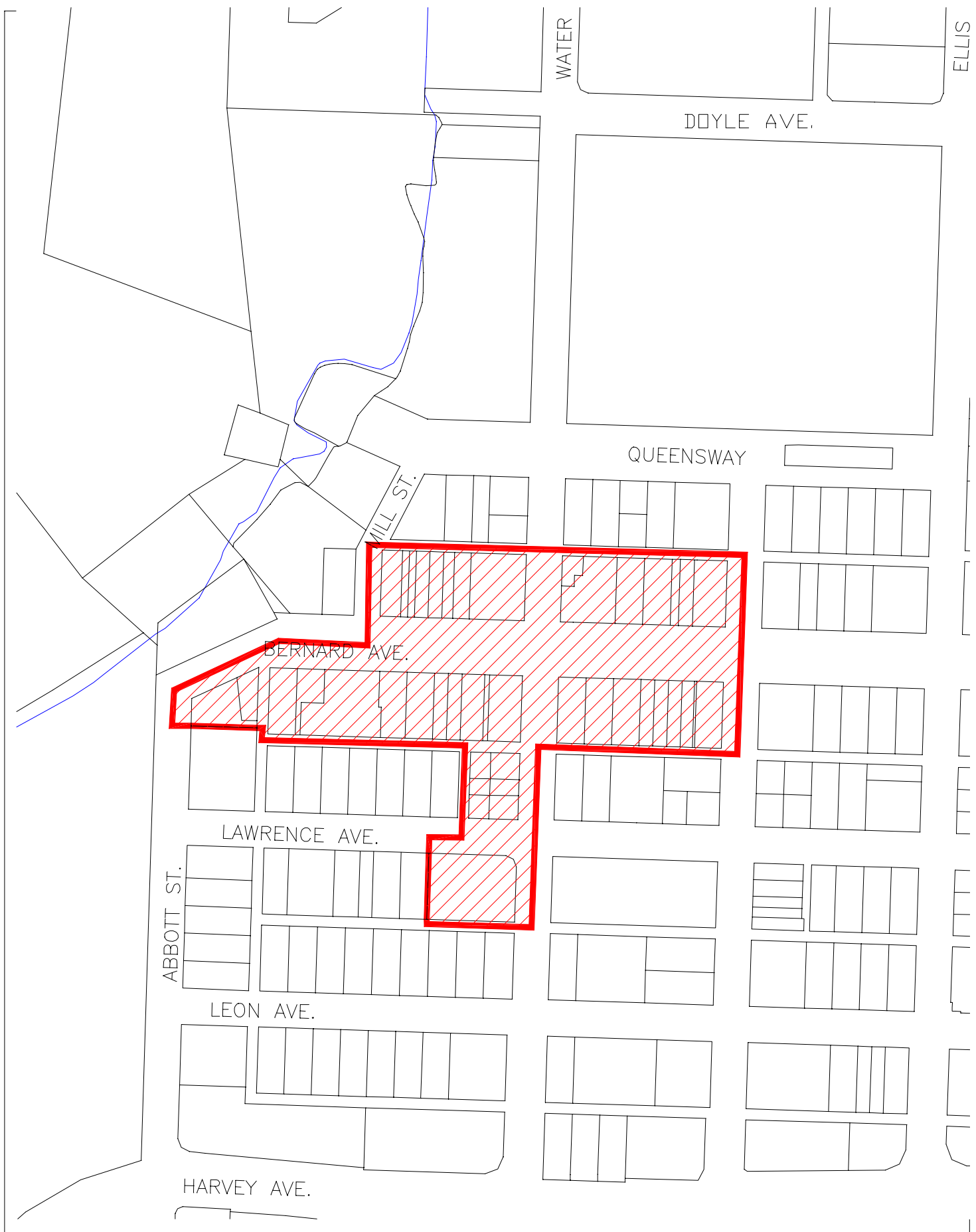
Brick is a preferred material. Use of cut stone, particularly for window and door headers and window sills is also encouraged. Materials should emulate a range of colours found on buildings on the Heritage Register within Downtown (these buildings are listed by address on the City of Kelowna website).

Checklist:

- Building uses traditional building materials;
- Building uses colours found on heritage buildings within Downtown Heritage Area.

9.2 Windows

Windows should be set back from the building face (as opposed to flush) and include headers and sills. Windows at street level should keep the sills low for displays of retail goods and for high visibility into interior spaces. Windows at street level should use traditional mullion patterns.



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Upper floor windows should have vertical proportions where the height is at minimum, 1.5 times the width. Double hung windows or windows that emulate double hung windows are preferred. Glazing should be transparent.

Checklist:

- Windows are inset from the building face;
- Windows incorporate headers and sills;
- Windows at street level have low sills;
- Windows at street level incorporate traditional mullion patterns;
- Windows height is at minimum, 1.5 times the width;
- Double hung windows are incorporated or emulated on upper floors;
- Glazing is highly transparent.

9.3 Cornice Lines

- Buildings should have strong cornice lines that incorporate traditional details.

Checklist:

- The building has emphatic cornice lines using traditional detailing.

9.4 Detailing and Ornament

Buildings should display a level of detailing that conveys a sense of craftsmanship consistent with the era in which the buildings on the Heritage Register were built. Architectural features such as quoins and traditional brick patterns are encouraged, as are pediments, keystones, etc.

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Checklist:

- The building conveys a sense of traditional detailing.

9.5 Entrances

Recessed entrances are more typical of Kelowna's commercial heritage buildings and are encouraged.

Checklist:

- Building entrances are recessed.

9.6 Canopies

Where fabric canopies are used, an organic fabric or fabric that conveys a texture similar to organic fabric, e.g., canvas, is preferred.

Checklist:

- Fabric canopies are made from natural, or natural-looking material.

9.7 Signs

Front-lit signs are in keeping with the character of the area. These signs can be suspended from the building and should face on-coming pedestrian traffic although front-lit, wall-mounted signs are also acceptable (see 5.15 Signage). Traditional fonts are encouraged.

Signs should have visual interest and not appear utilitarian in character.

Checklist:

- Signs are in keeping with the character of the area and are front-lit;
- Signs have visual interest and are not utilitarian in character.

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10.0 Cultural District

Kelowna's Cultural District is identified in the *Cultural District Implementation Strategy and Marketing Plan (2000)*. The area's boundaries are shown on the map on the next page.

The District is considered to be distinct from the remainder of the C7 area by virtue of its history as well as its collection of cultural and artistic venues. A unique and appropriate physical identity for the Cultural District is intended to complement its special blend of uses and activities and create a sense of place.

Within the Cultural District, architectural diversity is considered to be a feature that will add depth and interest to the District. That said however, building massing, height and setback continue to be important in promoting the pedestrian-friendly, animated, welcoming vision for the Cultural District and the general recommendations contained in Sections 5.0, 6.0, 7.0, 8.0 and 11.0 apply within the Cultural District.

In February of 2004, the City of Kelowna conducted a charrette that involved approximately 60 Cultural District stakeholders, community representatives, and design professionals. Participants were encouraged to be visionary and long term in defining how the District should look and feel. There was consistency in the desire to create an exciting, affordable, and authentic local experience showcasing local arts and businesses as well as the agricultural heritage of the area.

The following recommendations summarize directions from the Charrette with regard to the form and character of properties zoned C7 within the Cultural District:

10.1

Buildings at the corners of Queensway Avenue and Ellis Street, Doyle Avenue and Ellis Street, and Smith Avenue and Ellis Street should be set back from the corner to create entry nodes, public plazas, and streetscape amenity areas.

10.2

Buildings fronting onto Ellis Street should be set back a maximum of 2.4 metres (8 feet) from front property lines at street level to create additional pedestrian space (see 5.8 Arcades and Setbacks at Grade);

10.3

Those portions of buildings up to a height of 15 metres should be consistent with the warehouse forms typical of the era when the area was home to packing houses and other merchantile operations. Materials, detailing, and signage should also be consistent with, and evoke images of those buildings

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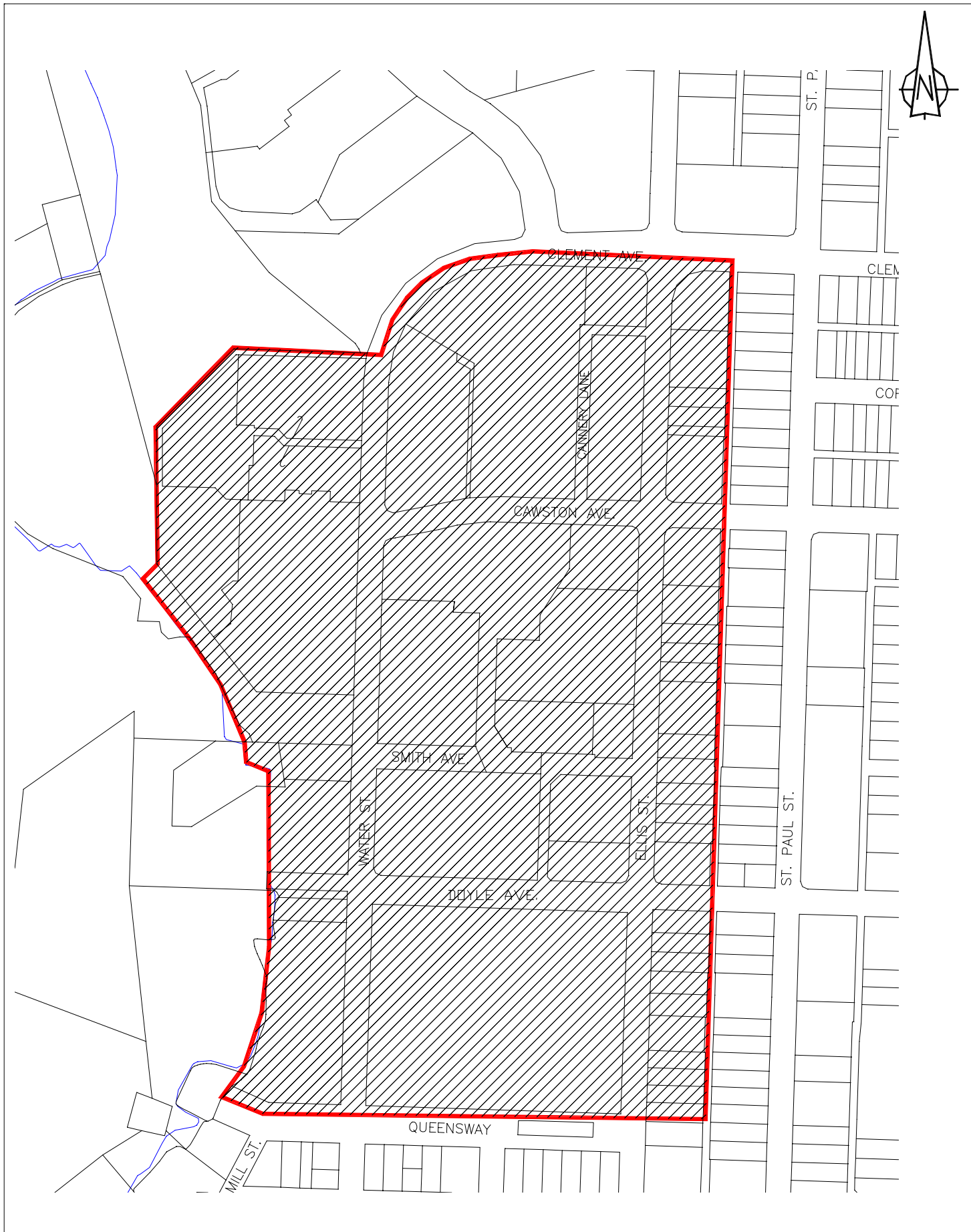
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10.4

Building heights within the Centre Block (Doyle Avenue to Cawston Avenue between Water Street and Richter Street) should be limited to three to six storeys, with the exception of the landmark or gateway sites on the northwest corners of Doyle Avenue and Ellis Street, or Smith Avenue and Ellis street (not both) which could be 44 metres as specified in the C7 zone.

10.5

Building form on the east side of Ellis Street should be as specified in the C7 zone with the exception that those buildings should step back a minimum of 3 metres (approx. 10 feet) from street frontages, above the third floor.



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11.0 Parking Structures

Whether a building is devoted principally to parking, or has a large parking component located within the first few floors from grade, commercial or residential space at grade, facing the street, and meeting the provisions set out in these guidelines should be provided.

Where space providing enclosed parking is located next to a street, such buildings should nevertheless display high levels of transparency and visual interest, and otherwise meet the guidelines set out herein, consistent with creating a pedestrian-oriented urban environment.

Care should be taken that facades of enclosed parking areas facing a street do not convey a utilitarian quality.

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12.0 Buildings Without Commercial at Grade

The Zoning Bylaw allows buildings with a residential, as opposed to a commercial component at grade. The following provisions apply specifically to residential units at grade.

12.1 Dwelling Units at Grade

Dwelling units at grade facing the adjoining streets should be provided. These units should have individual entries from the street. Dwelling units at grade should be expressed architecturally within the overall building mass.

Checklist:

- Dwelling units accessed directly from an adjoining street are provided at street level.
- Dwelling units at grade are individually expressed within the massing of the building

12.2 Terraces

Each street-oriented ground-floor unit should have a terrace. The terrace should be raised .8 to 1.2 metres (approximately 3 feet 4 inches) above sidewalk level to provide a sense of separation of the public and private realms.

Terrace dimensions should allow four persons to be seated around a table (approximately 2.4 metres or 7 feet 10 inches square).

Front doors should look like front doors in terms of orientation, style, and detailing, and the terrace should be designed to look like a front terrace instead of a back yard.

The aim is to provide space that can be tended and personalized by residents. The space should therefore be designed to accommodate activities such as casual

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dining and container planting either in the form of fixed or movable planters and/or trellises.

Planters and trellises should not severely restrict views from the street. Terrace designs should promote social interaction among residents in adjoining dwellings. Terrace design should also promote interaction between residents and passers-by along the street.

To promote active building faces, bedrooms and dwelling spaces requiring high-levels of privacy should not be located next to terraces to preclude the screening off of terraces by residents for privacy reasons.

Checklist:

- Terraces are provided that spatially and visually identify the separation of the public and private realms.
- Terrace design provide an opportunity for such spaces to be personalized by residents.
- Terrace design promotes social interaction.
- Interior spaces requiring privacy are not located adjacent to terraces.

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13.0 Glossary

Arcade- a series of contiguous arches (or lineal spans) carried on piers or columns from which the principal building face is set back, creating a covered area for café seating and outdoor merchandising adjacent to the public sidewalk.

Awning- frames of metal attached to the building face and covered with fabric.

Canopy- any solid material or combination of materials projecting, often perpendicularly, from a building face. A canopy can be open or closed to above.

Capital- the top or crowning feature of a column or pilaster.

Cornice- any projecting moulding along the top of a building.

Façade- an exterior wall of a building; usually the principal face.

Moulding- a continuous projection, once typically decorative, to throw shadow or to throw water away from an exterior wall.

Parapet- a low wall around a roof surface (typically a flat roof) formed by the exterior walls of the building.

Pediment- a low-pitched gable forming part of a parapet wall

Pilaster- a column projecting from, i.e., attached to a wall.

Valance- a skirt forming a band around the bottom edge of an awning.

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14.0 Checklist

5.0 The Guidelines: Lower Floors

Section	Guideline	✓
5.1	Building provides retail space at grade.	
5.2	Building minimizes the setback from property lines along adjoining streets.	
5.3	Street façades have a balance of vertical and horizontal proportions.	
5.4	Elements within façades are visually ordered.	
5.5	Building entrances are welcoming and easy to identify from the street.	
5.6	The building is easy to see into from the street. Through their size, and mullion patterns, windows provide proportion and human scale within the storefront composition.	
5.7	Canopies and awnings are not predominant features of any building façade and relate to the width of the windows or the entrance(s) below the awning or canopy. Any signage on a canopy or awning is discreet and restrained.	
5.8	Building provides an arcade.	
5.9	Courtyard provides human scale and visual interest.	
5.10	Colour scheme ties together storefront features, doors, windows, etc. and contributes to a positive image of the commercial precinct. Colours are not highly-reflective.	
5.11	Building elevations incorporate a level of detail and ornament to provide human scale and visual interest, and to help present a welcoming face to the street.	
5.12	Materials provide pattern and texture and convey a sense of quality.	

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5.13	The top of the building provides visual interest in a manner that complements vertical proportions of the building face.	
5.14	Project incorporates container landscaping and/or trellises and vines.	
5.15	Signage is principally oriented to pedestrians; Any signage applied to the building face is part of a visually-ordered composition.	
5.16	Balconies are large enough to be actively used by building residents.	
5.17	Colour rendition from light fixtures is warm tone; Light fixtures add visual interest and human scale to project; Alleys, recessed areas, and all spaces within the property lines that don't have a reasonable degree of surveillance from the street, are well lit.	
5.18	Surface parking areas are not located adjacent to a street; Where surface parking areas are located adjacent to a street, a landscaped buffer separates the parking area from the public sidewalk; Parking areas incorporate vegetation to provide shade and visual interest.	
5.19	Buildings located at street intersections give emphasis to the intersection; Buildings allow pedestrians to see other pedestrians approaching the intersection from around the corner of the building.	
5.20	Alley elevations, through their materials and details, present a welcoming face to the alley; Sufficient levels of lighting are provided along building faces fronting onto alleys as well as in any doorway alcoves.	
5.21	Side elevations present a welcoming face to public views.	
5.22	Project doesn't have any blank walls facing any streets.	
5.23	Security features are visually unobtrusive, not utilitarian in character, and otherwise integrated into the overall design of the façade.	

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6.0 The Guidelines: Upper Floors

Section	Guideline	✓
6.1	Tower portion of the building conveys a balance of vertical and horizontal proportions.	
6.2	All elevations demonstrate consistent levels of visual interest.	
6.3	The design reduces the perceived mass of the tower portion of the building.	
6.4	Balconies are large enough for four persons to be seated around a table.	
6.5	Rooftop spaces provide visual interest and promote social interaction.	
6.6	Building doesn't use highly-reflective glass.	
6.7	Building colours are not highly reflective.	
6.8	The top of the building is visually-interesting.	
6.9	Signage is coordinated with and visually relates to other aspects of the façade design.	
6.10	Rooftop mechanical equipment is not visually obvious.	

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9.0 Downtown Heritage Area

Section	Guideline	✓
9.1	Building uses traditional building materials; Building uses colours found on heritage buildings within Downtown Heritage Area.	
9.2	Windows are inset from the building face; Windows incorporate headers and sills; Windows at street level have low sills; Windows at street level incorporate traditional mullion patterns; Windows height is at minimum, 1.5 times the width; Double hung windows are incorporated or emulated; Glazing is highly transparent.	
9.3	The building has emphatic cornice lines using traditional detailing.	
9.4	The building conveys a sense of craftsmanship.	
9.5	Building entrances are recessed.	
9.6	Fabric canopies are made from natural, or natural-looking material.	
9.7	Signs are in keeping with the character of the area and are front-lit; Signs have visual interest and are not utilitarian in character.	

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12.0 Buildings Without Commercial at Grade

Section	Guideline	✓
12.1	Dwelling units accessed directly from an adjoining street are provided at a street level. Dwelling units at grade are individually expressed within the massing of the building	
12.2	Terraces are provided that spatially and visually identify the separation of the public and private realms. Terrace design should provide an opportunity for such spaces to be personalized by residents. Terrace design should promote social interaction. Interior spaces requiring privacy are not located adjacent to terraces.	
12.3	Parking structures are not located adjacent to streets.	