

REPORT TO COUNCIL



Date: November 17, 2011

To: City Manager

From: Land Use Management, Community Sustainability (GS)

Application: OCP11-0009/TA11-0008/Z11-0063 **Owner:** R366 Enterprises Ltd.

Address: 2030 Benvoulin Rd/2190 Mayer Rd. **Applicant:** Ekistics Town Planning Inc. (Paul Fenske)

Subject: To introduce a new future land use designation termed "Agri-Business"; to create a new Comprehensive Development zone; and to rezone the subject properties to the new CD 23 - Public Market and Open-Air Market Zone to accommodate a Public Market and Open -Air (Farmers') Market.

Existing OCP Designation: Resource Protection Area

Proposed OCP Designation: Agri-Business (new future land use designation proposed)

Existing Zone: A1 - Agriculture

Proposed Zone: Comprehensive Development Zone - CD23 - Public Market and Open Air Market

1.0 Recommendation

THAT OCP Bylaw Amendment No. OCP11-0009 to amend Map 4.1 of the Kelowna 2030 - Official Community Plan Bylaw No. 10500 by changing the Future Land Use designation of Lot 3, District Lot 142, ODYD, Plan KAP82214 and Lot 4, District Lot 142, ODYD, Plan KAP82214 , located at 2030 Benvoulin Road and 2190 Mayer Road, Kelowna, B.C., from the current Natural Resource Protection designation to the proposed Agri-Business designation, as shown on Map "A" attached to the report of Land Use Management Department, dated November 17, 2011, be considered by Council;

THAT OCP Bylaw Text Amendment No. OCP11-0009 to amend Kelowna 2030 - Official Community Plan Bylaw No. 10500 by adding a new land use designation of 'Agri-business' as outlined in the report of the Land Use Management Department dated November 17, 2011, be considered by Council;

AND THAT Council considers the APC public process to be appropriate consultation for the purpose of Section 879 of the *Local Government Act*, as outlined in the Report of the Land Use Management Department dated November 17, 2011.

THAT Zoning Bylaw Text Amendment No. TA11-0008 to amend City of Kelowna Zoning Bylaw No. 8000, by introducing a new zone titled CD23 - Public Market and Open Air Market as outlined in the report of the Land Use Management Department dated November 17, 2011 be considered by Council.

AND THAT Rezoning Application No. Z11-0063 to amend the City of Kelowna Zoning Bylaw No. 8000 by changing the zoning classification of Lot 3, District Lot 142, ODYD, Plan KAP82214 and Lot 4, District Lot 142, ODYD, Plan KAP82214, located at 2030 Benvoulin Road and 2190 Mayer Road, Kelowna, B.C. from A1 - Agriculture 1 to the CD23 - Public Market and Open Air Market zone as shown on Map "B" attached to the report of Land Use Management Department, dated November 17, 2011, be considered by Council;

AND THAT the OCP Bylaw Amendment No. OCP11-0009, TA11-0008 and zone amending bylaw not be forwarded to a Public Hearing until Staff's comprehensive review of the Transportation Impact Assessment, Regional Parks, and Development Engineering requirements have been fully assessed to the satisfaction of each respective departments technical requirements;

AND THAT final adoption of Zone Amending Bylaw be considered subsequent to the Agricultural Land Commission's review and requirements being completed to their satisfaction, including the 25 year lease agreement as stipulated in the original ALC Resolution;

AND THAT final adoption of Zone Amending Bylaw be considered subsequent to the registration of a Section 219 Restrictive Covenant that stipulates that the future public market management group to regulate tenants within the public market use with the first priority for the sale of local and British Columbia farm and food products, and with the second priority use for the sale of farm and food products that are not locally grown;

AND THAT final adoption of the zone amending bylaw be considered in conjunction with Council's consideration of a Development Permit for the subject property;

AND FURTHER THAT final adoption of the zone amending bylaw be considered subsequent to the requirements of the Development Engineering Branch, Environment Land Use Branch, and Regional District of the Central Okanagan being completed to their satisfaction.

2.0 Purpose

The applicant is requesting permission from the City of Kelowna to amend the Official Community Plan (OCP) Future Land Use on the subject properties from "Resource Protection Area" to a new Future Land Use designation, "Agri-business".

The applicant also seeks to introduce a new Comprehensive Development (CD23 - Public Market and Open-Air Market) zone to Zoning Bylaw 8000.

The applicant is further requesting a rezoning of the subject properties from A1 - Agriculture to the CD23 zone.

Each of these bylaw amendments is being sought in an effort to develop a public market and open-air (farmers' style) market on land which is within the Agricultural Land Reserve (ALR).

3.0 Land Use Management

3.1 Background

Demonstrating a benefit to agriculture is a unique and critical component for this request given that the subject properties proposed to accommodate this development remain within the ALR. The proposed development is on ALR land and can only occur by virtue of a previous Agricultural Land Commission (ALC) decision, with conditions. As an example, the ALC decision requires that development on the lands take the form of a *"major year-round commercial and agribusiness/tourism development that meets local and tourist demand for agricultural products, services and experiences"*. See Section 4.0 for additional information.

When executed properly, public markets are often landmarks for residents and visitors alike. With many occurrences across the country, these examples suggest that public markets are typically located in Central Business Districts (CBD) which were the historical location for most commerce. It is also common that public markets occur on public land and are operated by public organizations or not-for-profits. Markets including Granville Island (Vancouver), Pike Place (Seattle), Forks Market (Winnipeg), ByWard Market (Ottawa), and Seaport (Halifax) reflect this. This application which proposes a location outside of the CBD, but closer to the geographic centre of Kelowna and by a private developer under private ownership, is a noteworthy difference.

While Kelowna does not have a permanent “public market” at present (publicly or privately owned/operated) there is certainly merit for a permanent market which promotes social interaction and offers a unique and authentic experience. Ideally, it would be a market that provides for:

- sufficient programmed and non-programmed activities (market specific) in the public, semi-public and private realms;
- the showcasing of local agricultural products;
- the maximizing of pedestrian movements; and
- de-emphasization of the automobile once onsite, which is likely to be successful from a multiple bottom line (i.e. social, cultural, economic and environmental) perspective, regardless of geographic location and ownership.

The challenge is ensuring that the uses permitted and the site design and development provide for this without compromising other civic priorities.

3.2 Land Use and Zoning Bylaw Considerations

A primary goal of the new OCP is to strengthen Urban and Village Centres¹ by ensuring that new commercial uses are directed to them. Ensuring the correct mix of retail uses outside of an Urban or Village Centre is a critical component of this application. Uses that will contribute to distinctive market commerce and showcase Kelowna’s agricultural heritage in a positive and meaningful way should be the focus of this unique development.

Kelowna’s Zoning Bylaw contains numerous zones (i.e. C1 through C10) which permit various commercial uses with the range and extent largely depending on geographic location. Despite these various existing zones, none reflect the unique nature of the proposed development, in addition to recognizing the semi-rural (interface) and ALR context of the subject properties.

Given this reality, a Comprehensive Development (CD) zone has been identified as the most appropriate means of achieving both the applicant’s and the City’s objectives. A CD zone has the benefit of being specific with respect to the types of principal and secondary uses that are permitted to establish and operate. As with the proposed CD23 zone, CD zones are typically site specific and not meant to be replicated elsewhere. The proposed CD23 zone contemplates a number of new use categories that would be introduced to the Zoning Bylaw.

3.3 Design Guidelines

While the regulation of uses (principal and secondary) is a critical element in ensuring that the public and farmers’ markets can fulfill the stated purpose of the zone by providing for an “*agribusiness and agritourism zone that meets local and tourist demand for agricultural products, services and experiences*”, design guidelines (see attached) are another key component to this application.

¹ Note that the subject property is located just beyond the “Midtown” Urban Centre boundaries.

The Guidelines serve to identify the form and character of development deemed to be appropriate and consistent with the vision and purpose of CD 23. They will direct City staff and the development community when designing and reviewing form and character elements of the subject property with respect to, but not limited to: buildings and structures, public realm and landscape design, signage, lighting and parking. Constraints on the building facades in addition to the signage and lighting permitted should help to ensure that franchise businesses do not locate in this particular zone (which is typical of other public market guidelines). The design guidelines should reinforce the limitations (including maximum floor areas) on uses as part of the CD zone.

As it is possible that the current owners would not be the developers of the site, the Design Guidelines will play a crucial role in ensuring that from a design and use perspective the development reflects the original vision, intent and functionality of the comprehensive site development.

3.4 Securing a Location for the Kelowna Farmers' and Crafters' Market (KFCM)

Support for a farmers' market(s) appears well-founded. A 2008 national study found that farmers' markets in Canada are responsible for \$1.03 billion in sales and a total economic impact in excess of \$3 billion. Farmers' markets are an important source of income for producer/vendors and the direct marketing tends to lead to job creation. A further benefit is that larger portions of money spent can be expected to remain local and generate a beneficial multiplier effect.

The KFCM has demonstrated a track record in their current location on the northwest side of Dilworth and Springfield Roads. However, the nature of the existing location is quite tenuous for the KFCM (year to year with no assurance). A permanent home for this group would stabilize the KFCM and allow them to plan for their future more effectively.

A key consideration with respect to this development is an ALC condition that requires a "25 year lease agreement with the Kelowna Farmers' and Crafters' Market". Thus from a Agricultural Land Commission perspective, the larger, 2.26 ha "Public Market" component hinges on the 25 year lease agreement with the KFCM.

3.5 Summary

A farmers' market is important to the community and has a demonstrated track record in Kelowna. The City has policy to support this use on agricultural land recognizing the benefit to producers. The Land Commission has also supported the uses subject to conditions. The uses and design guidelines comprising the proposed CD zone are critical to the success of this development. The CD zone is the appropriate tool to ensure that the intent of the "Agri-Business" land use designation is realized and that this site remains unique and not just another commercial venue as seen elsewhere in Kelowna.

A farmers' and public market wherein local products can be provided for sale to the public is desired and encouraged. The public market should provide opportunities for farmers' market vendors to expand and grow their customer base by transitioning into a year-round permanent market. Additional small, locally owned and operated retail opportunities can also be supported, but must contribute to the public and farmers' markets and remain ancillary.

4.0 Site Context

The subject properties are located east of Benvoulin Road and south of Springfield Road in an urban/rural interface area located adjacent, or near both agricultural properties and urban land uses including residential and commercial.

The subject properties and their configuration in the Benvoulin/Springfield Road area are the result of the Dilworth Drive extension and Benvoulin Road realignment which severed a number of properties and resulted in the reconfiguration of the properties and lot lines. Both properties are within the Agricultural Land Reserve.

The properties are located adjacent to the Mission Creek Greenway, southwest of Mission Creek Regional Park and the Environmental Education Centre for the Okanagan (EECO) on Springfield Road. With respect to Mission Creek and its associated riparian area, a recent biophysical inventory identified this area bordering the subject property as a Black Cottonwood/Douglas-fir ecosystem. This ecosystem is a Provincial red listed ecosystem and which affords the area the highest level of protection. Reasons for this include that such habitat types are frequented by the Western Screech-Owl, a species designated as Endangered by the Committee on the Status of Endangered Wildlife in Canada (COSEWIC) given that only 50 and 200 adults are thought to exist in Canada².

Parcel Summary:

2030 Benvoulin Road

Parcel Size: 2.26 ha (5.58 ac)
Elevation: 367 - 370 masl

2190 Mayer Road

Parcel Size: 1.21 ha (3.00 ac)
Elevation: 366 - 367 masl

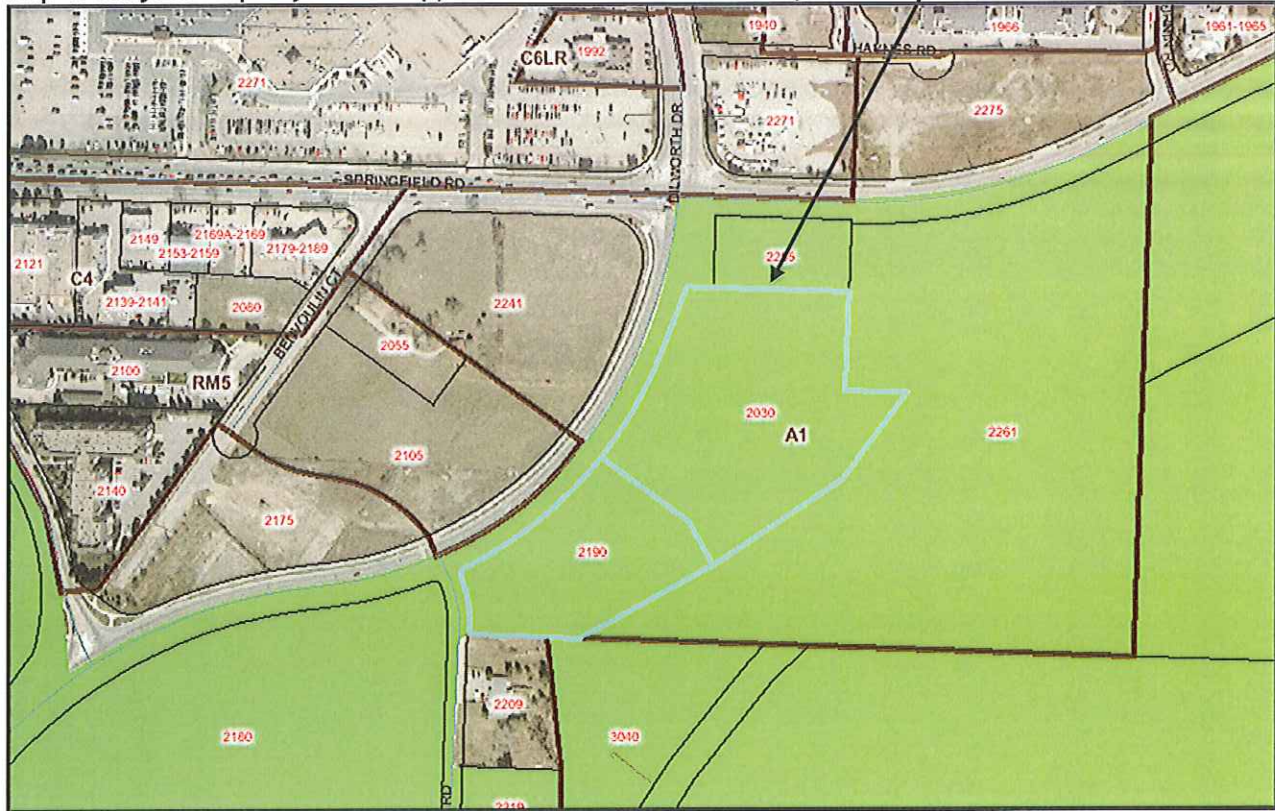
4.1 Zoning of Adjacent Property

The subject properties are located south of Springfield Road and east of Benvoulin Road. The surrounding properties are zoned as follows:

<i>Direction</i>	<i>Zoning Designation</i>	<i>Land Use</i>
North	A1 - Agriculture 1	Rural/Agricultural
East	A1 - Agriculture 1	Mission Creek Greenway
South	A1 - Agriculture P3 - Parks & Open Space	Large Lot Housing Regional Park
West	A1 - Agriculture 1 RM5 - Medium Density Multiple Housing	Rural/Agricultural Residential

² B.C. Ministry of Environment. (2008). Recovery Strategy for the Western Screech-Owl in British Columbia; p. 3.

Map 1: Subject Property / ALR Map): 2030 Benvoulin & 2190 Mayer Road



5.0 Background

In 2003 the Agricultural Land Commission “approved a request to consolidate three remnant properties lying to the east of the proposed Benvoulin Connector into a 2.4 ha lot [2030 Benvoulin Road] and a 1.2 ha lot [2190 Mayer Road, see above, right] and to use the 2.4 ha lot as a year round market (patterned after Granville Island and Lonsdale Quay) and to use the 1.2 ha lot (Lot X) as a seasonal farmer’s market for a 25 year term”.

The approval specifically notes:

1. “The concept for the site envisions a major year-round commercial and agribusiness/tourism development that meets local and tourist demand for agricultural products, services and experiences”.
2. “The layout of the site will reflect the form of a working farm property and meet the functional needs of the site’s commercial uses. The architecture will use building types and designs that reflect an agricultural theme (eg: structures that are or resemble barns, stables, sheds, storage bins, farm house). Similarly, it will use the forms and materials that reflect the agrarian architecture of the region”.
3. “The uses for the site will contribute to the commercial viability of the development and provide a venue for the production and marketing of agricultural and related goods. Examples of uses targeted for the site include:
 - A large outdoor farmer’s market, using permanent structures and the parking lot, to meet the needs of small producers and retailers;

- *A large Indoor market space like Granville Island or Lonsdale Quay, that has a range of tenants (eg: farm produce, butcher, fish, dairy, arts & crafts; food fair);*
- *Complimentary retail stores and outlets (eg: kitchenware, arts & crafts, gift shop, garden accessories, flowers, rustic furniture);*
- *Food/beverage processing facility (eg: microbrewery, u-juice, bakery);*
- *Lodging & food service (eg: boutique inn or 8&8, restaurant, teahouse, coffee shop);*
- *Office space (eg: local agricultural association, co-op, veterinarian, realtor); and,*
- *Heritage and culture (eg: playhouse, greenway horse/bike rental, farm machinery/implement displays, gardens)."*

The above text has provided some level of guidance to both the applicant group in preparing their application, and also City of Kelowna staff in reviewing the proposed developments. Given that the proposed developments are being proposed on lands which are within the ALR, the ALC shares jurisdiction with the City with respect to permitted uses. The proposal must therefore satisfy the ALC's requirements in addition to those of the City of Kelowna.

6.0 Proposal

As the ALC has permitted the development of two markets (a year-round market and a seasonal farmers' market) contingent on the prescribed conditions being met, municipal OCP and zoning designations must change to reflect these uses in order for the development to proceed.

The existing Future Land Use designation "Resource Protection Area" is not consistent with what has been proposed for the site and requires an OCP amendment. A new OCP Future Land Use designation, *Agri-business*, has been created to accommodate this use. The goal of this designation is to acknowledge that the land will remain in the ALR, while permitting limited activities with the intent of adding value to local agriculture. Similar to the new CD zone, the proposed new designation is meant to be specific in its use and to have limited future application elsewhere in Kelowna. The designation has been created to permit limited non-farm uses in a rural/agricultural setting and which exists outside of the City's Permanent Growth Boundary. The proposed "Agri-business" definition is as follows:

Rural land preserved for agriculture and agriculture-related businesses that support local farming and farmers. An example of an agriculture-related business is a farmers' market to promote local food production. Agriculture-related commercial uses (retail and office) necessary to support a farmers' market and public market may be considered within this designation. Limited residential uses may be supported within this designation and include a single caretaker's unit and accessory live/work accommodation which support the agriculture-related business function. Despite the potential for "non-farm use" activities, lands within this designation will not be supported for exclusion from the ALR and only non-farm uses approved by the Agricultural Land Commission will be permitted. An example of appropriate zoning within this designation is Comprehensive Development (CD) zone CD23.

Accordingly, a rezoning from the A1 - Agriculture zone to a Comprehensive Development Zone (CD23) is being proposed (see attached CD23 - Public Market and Open-Air Market zone). It is intended that the CD23 zone be specific to the subject properties and not for replication elsewhere in the City of Kelowna.

6.1 Overall Vision/Objectives

The applicant team is proposing to develop the "Mission Crossing Neighbourhood" which is "framed by [Benvoulin Court] to the west, Springfield Road to the north and Benvoulin Road to the east, and forms a distinct area situated between the urban commerce of Orchard Park Mall and the agricultural fields of the ALR".

The subject properties are “envisioned as the new home of Kelowna’s Public and Open-Air Markets - comprised of a Granville Island-inspired Public Market to the north and to the south, an Open-Air Market for the Kelowna Farmers’ & Crafters’ Market”.

Mission Crossing (Public & Open-Air Market) Concept Plan



6.2 Seasonal (Open-air) Market

The Open-air Market is intended to accommodate the operations of a farmer’s market. Specifically, the applicants are targeting the Kelowna Farmers’ and Crafters’ Market as a long term lessee of the site. For comparative purposes, the KFCM currently operates on an approximate 0.78 ha site. Only a few parking stalls are provided onsite (parking for persons with disabilities) with the remainder accommodated offsite on both public (e.g. on-road) and private land (e.g. Orchard Park Mall parking lot).

As per the attached application, “The [proposed] Open-Air Market is comprised of self-enclosed surface parking that will service the activities of the KFCM. Throughout the active market months of March to November, the parking lot’s 194 paved stalls will be transformed into double-loaded “shopping aisles” where vendors and patrons from the region will engage in the sale, purchase and enjoyment of fresh produce, crafts, and other agricultural goods”.

“The central aisles of the Open-Air Market are anchored on the eastern edge by the Market Pavilions. These community gathering spaces accommodate two covered structures that will shelter vendors and patrons from inclement weather. The incorporation of public washrooms and storage facilities positions this location as the centre of the Open-Air Market, while helping to activate the urban-rural edge adjacent to Mission Creek Regional Park”.

In addition to the primary open-air farmers' market use, the applicants are seeking the ability to operate *carnivals, flea markets, trade shows* as secondary uses. Limited agricultural production (*Market Agriculture*) opportunities may also be accommodated. Further details of the proposed uses can be found in the proposed Comprehensive Development Zone (CD23 - Public Market and Open-Air Market) and definitions which are attached.

6.3 Public Market

In addition to the 1.2 ha site that has been designed to accommodate the farmers' market, a year-round public market is proposed as acknowledged in the 2003 ALC decision. The applicants are proposing to develop the northerly 2.26 ha parcel to accommodate a "Granville Island" style of Public Market with a much wider array of secondary uses. The principal use is an open space market for the sale of both local and non-local farm and food products. The public market is envisioned as a retail type development/use with total developable area up to approximately 9,000 m² (97,000 ft²) and covering up to 25% of the site (see Concept Plan above, or attached).

The applicant contends that these uses and the flexibility of the zone are necessary to support the adjacent farmers' market and to ensure the success of the proposed public market. Unlike the existing farmers' market which has demonstrated an ability to operate in isolation of other uses, it is suggested that the public market will require a number of uses that are not directly related to agriculture to be successful at this location.

Additionally, the CD zone is to be accompanied by Design Guidelines (see attached) which would form part of the bylaw. As noted in the ALC decision, the proposed development must "*reflect the form of a working farm property*" and "*The architecture will use building types and designs that reflect an agricultural theme*". The Design Guidelines address both site design characteristics and also building form and character.

6.4 Transportation, Access, Site Circulation and Parking

All modes of transportation (e.g. walk, bike, vehicular) and parking are significant considerations as the proposed uses are known to be large trip generators and will create significant parking demands as well. A comprehensive Transportation Impact Study (TIS) has been triggered for this development application.

The above being said, from an auto perspective, primary access to the subject properties is proposed to "*originate at the Open-Air Market with an entrance off Mayer Road. This future full-movement intersection at Benvoulin Road and Mayer Road will connect Mayer Road with Benvoulin Court, providing full internal access linking the properties of the Mission Crossing Neighbourhood with the Highway Urban Centre. Vehicles travel along a private internal road providing access to both the Open-Air Market and the Public Market, with [proposed] mid-block ingress/egress onto Benvoulin Road*".

The proposal for the Public Market suggests that it will be a "*centralized, Granville Island-inspired marketplace with an internal, one-way traffic loop. The Public Market provides pedestrian-oriented access to a series of mixed-use buildings that acknowledge Kelowna's historic agricultural and artisan community*".

From a parking perspective, the applicants suggest that the Public Market will be supported by "*124 parking spaces located along the tree-lined eastern and northern edges*". A total of 188 (143 surface + 45 underground) parking spaces have been proposed for the Public Market site. As the Transportation Impact Analysis has not yet been finalized, the off-site infrastructure improvements and parking regulations will be determined based upon the outcomes and recommendations of this technical analysis.

7.0 Current Development Policies

7.1 2030 Official Community Plan: Greening Our Future

Objective 5.1 Ensure new development is consistent with OCP goals³.

Policy .1 Vision and Goals. Staff will evaluate all development applications in the context of the community's vision and goals as expressed in Chapter 1.

Objective 5.13 Increase local food production⁴.

Policy .1 Farmer's Markets. Support the development of farmer's markets on non-ALR sites. ALR sites located near the urban - rural edge, in accessible, central locations may be considered if a non-ALR alternative cannot be secured.

Objective 5.33 Protect and enhance local agriculture⁵.

Policy .1 Protect Agricultural Land. Retain the agricultural land base by supporting the ALR and by protecting agricultural lands from development, except as otherwise noted in the City of Kelowna Agricultural Plan. Ensure that the primary use of agricultural land is agriculture, regardless of parcel size.

Policy .3 Urban Uses. Direct urban uses to lands within the urban portion of the Permanent Growth Boundary, in the interest of reducing development and speculative pressure on agricultural lands.

Policy .4 Transition Uses. Consider complementary agricultural land uses such as urban agriculture (as defined in the Zoning Bylaw) along the urban-rural interface that act as a transition between existing urban development and farming operations.

Policy .7 Non-farm Uses. Support non-farm use applications on agricultural lands only where approved by the ALC and where the proposed uses:

- are consistent with the Zoning Bylaw and OCP;
- provide significant benefits to local agriculture;
- can be accommodated using existing municipal infrastructure;
- minimize impacts on productive agricultural lands;
- will not preclude future use of the lands for agriculture;
- will not harm adjacent farm operations.

Objective 5.35 Maintain biodiversity and connectivity in agricultural environments⁶.

Policy .1 Biodiversity. Maintain and improve biodiversity through the establishment of corridors (connectivity) and where appropriate, through the integration of wild species within agricultural landscapes.

Chapter 4 Future Land Use Designation Definitions⁷

Resource Protection Area. Rural land preserved for agricultural, environmental and recreational purposes, including the ALR, other resource lands with environmental value and protected natural open spaces...Allowable uses would be agriculture / resource use including farming, forestry, wood lots and silviculture as well as public or private open space on lands considered

³ City of Kelowna 2030 Official Community Plan: Greening Our Future (2011); p. 5.1.

⁴ City of Kelowna 2030 Official Community Plan: Greening Our Future (2011); p. 5.12.

⁵ City of Kelowna 2030 Official Community Plan: Greening Our Future (2011); p. 5.33.

⁶ City of Kelowna 2030 Official Community Plan: Greening Our Future (2011); pp. 5.34 - 5.35.

⁷ City of Kelowna 2030 Official Community Plan: Greening Our Future (2011); pp. 4.2 & 4.6.

environmentally sensitive or hazardous (steep slopes). Generally land areas within this designation (whether they are within the permanent growth boundary or not) will not be supported for exclusion from the ALR or for more intensive development than that allowed under current zoning regulations, except in specific circumstances where the City of Kelowna will allow exceptions to satisfy civic objectives for the provision of park/recreation uses.

Permanent Growth Boundary. Lands within the permanent growth boundary may be considered for urban uses within the 20 year planning horizon ending 2030. Lands designated as Future Urban Reserve within the permanent growth boundary may be considered for urban uses beyond 2030. Lands outside the permanent growth boundary will not be supported for urban uses.

Objective 6.1 Protect and enhance Kelowna's biodiversity⁸.

Policy .1 Natural Ecosystem Management. Ensure the protection of biodiversity, the conservation of critical habitats and the sustainable use of biological resources through the incorporation of an integrated ecosystem management approach and the use of best available knowledge.

Policy .2 Species at Risk. Require a landscape level approach to ecological planning and management to ensure the ongoing function of environmentally sensitive areas, establishment and/or retention of corridors and habitat connectivity and the preservation of threatened and endangered species.

7.2 City of Kelowna Agriculture Plan (1998; p. 143) states:

As local growers and producers continue to operate in a marketplace that is subject to much competition and the vagaries of the weather, there will likely be the need to find other avenues to supplement farm income. In addition to the possibilities of destination type direct farm marketing and agri-tourism uses, the ability to market produce and other farm related products locally could provide another source of income. In order to attract sufficient numbers of people to buy such products, a central location where numerous products are available would be preferable. Development of a farmers market may also support the sale of produce at near retail prices, thereby, providing greater profit margin for growers to offset the costs of transportation.

7.2.1 Farmer's Market⁹

A Farmers Market on a non-ALR site, or on an ALR site located near the urban - rural edge and not detrimental to adjacent agricultural operations would be preferable. In addition, any potential site should be located in close proximity to a major town centre and accessible from a major city arterial road that carries the significant volumes of traffic necessary to support such a business.

The creation of a permanent Farmer's Market that provides a convenient, accessible location that does not significantly intrude into agricultural areas would be of benefit to the agricultural community. In addition, such a use could provide a substantial buffer that protects adjoining agricultural uses while retaining an agricultural component on the land. It may also be possible to pursue a demonstration agriculture project in conjunction with a farmers market to provide educational, tourism, and buffering opportunities.

The City of Kelowna supports the concept of establishing a permanent farmers market in an accessible, central location and invites the business and development community to come forward with ideas for consideration.

7.2.2 Economic Enhancement Policies¹⁰

⁸ City of Kelowna 2030 Official Community Plan: Greening Our Future (2011); p. 6.1.

⁹ City of Kelowna Agriculture Plan (1998); p. 143.

Permanent Farmers Market. Support the concept of establishing a permanent farmers market, on a non-ALR site or on an ALR site located near the urban - rural edge not detrimental to adjacent agricultural operations, in an accessible, central location and invite the business and development community to come forward with ideas for consideration, including the potential for a demonstration agriculture project in conjunction with a farmers market to provide educational, tourism, and buffering opportunities.

8.0 Technical Comments

8.1 Building & Permitting Department

There do not appear to be any subdivision implications with this application. If soil deposit/removal becomes necessary, an application must be made to the Subdivision Approvals Branch in advance of the work commencing.

8.2 Development Engineering Department

We kindly ask to put this project on hold until the applicant has satisfied the transportation Division requirements.

8.3 Fire Department

Fire department access, fire flows, and hydrants as per the BC Building Code and City of Kelowna Subdivision Bylaw #7900. The Subdivision Bylaw requires a minimum of 150ltr/sec flow. Additional comments will be required at the building permit application.

8.4 Interior Health Authority

This office has no objection to the proposal as the proposed development will be serviced by existing community drinking water and sewerage system. Further, as the proposal will allow for a transition from the rural urban and agricultural area to the east and the predominately commercial area to the west, providing pedestrian and trail access and amenities to area residents and users, our support is conditional upon the above being completed from a healthy built environment perspective.

8.5 Ministry of Transportation

The Ministry has no objections to this proposal as it was presented in your July 19, 2011 submission. This approval is valid for one year.

8.6 Regional District of the Central Okanagan

- RDCO is interested in the applicant's proposal to develop a trailhead and access through Mission Creek Regional Park to the Mission Creek Greenway but have additional questions and comments on the proposal. Currently, there is no existing trail connection between the Mission Crossing property (Parcel C) to the Greenway.
- This area of Mission Creek Regional Park adjacent to Parcel C has been identified in a recent biophysical inventory as being a black cottonwood/Douglas-fir ecosystem and is considered to be a Provincial red listed ecosystem. This area of Mission Creek Regional Park has been identified for a high level of protection and should have little to no development. For any proposed development in the area,

¹⁰ City of Kelowna Agriculture Plan (1998); p. 151.

it should be carried out in such a manner as to have as little impact on the ecosystem as possible.

- As part of the development proposal, is the applicant going to construct the trailhead access and the trail connection to Mission Creek Greenway? If the applicant is proposing to construct the trail connection through Mission Creek Regional Park, will this trigger a City of Kelowna development permit application & environmental impact assessment? Will they cover the costs of a City DP application and assessment?
- Will the applicant be required to provide a buffer and install a fence along the park boundary?
- Will there be public access for parking on site during the off season of the open air market and for Greenway users during the active market from March to November?
- Is there a weed management plan for the development proposal to mitigate invasive weeds from impacting the regional park?
- What environmental impacts will this development and public usage have on the riparian area and wildlife on the adjacent private property and regional park? Western screech owls are known to frequent and nest along the Greenway and Mission Creek.

RDCO Parks Services recommends the applicant or applicant's agent contact our office at (250) 469-6232 to discuss their proposal for a trailhead and trail access to the Mission Creek Greenway. We have questions concerning who will be responsible for trailhead/trail construction, installation of wood rail fencing along the trail, ownership, operations & maintenance of the trailhead and trail, etc.

8.7 Real Estate and Building Services

A public access connecting trail to RDCO property and Mission Creek corridor should be provided. Access should be covered by a public access right of way to legalize access in perpetuity.

9.0 Advisory Committees

9.1 Advisory Agricultural Commission

That at their regular meeting of September 8, 2011 the AAC passed the following motion:

THAT the Agricultural Advisory Committee support Rezoning Application No. Z11-0063 and Official Community Plan Amendment No. OCP11-0009, for 2030 Benvoulin Road and 2130 Mayer Road, by Ekistics Town Planning Inc, to amend the Rezoning from the A1 - Agriculture 1 zone to a new Comprehensive Development (CD) zone, "CD23 - Public Market and Open-Air Market; and to amend the Official Community Plan (OCP) Future Land Use on the subject properties from "Resource Protection Area" to a new Future Land Use designation, "Agri-business".

Comment: AAC agreed a permanent Farmer's Market is a great idea but raised concern with franchises infiltrating.

9.2 Advisory Planning Commission

That at their regular meeting of September 27, 2011, the APC passed the following motions:

THAT the Advisory Planning Commission support Official Community Plan Amendment Application No. OCP11-0009 by Ekistics Town Planning Inc., to amend the Official Community Plan (OCP) Future Land Use on the subject properties from "Resource Protection Area" to a new Future Land Use designation "Agri-business";

THAT the Advisory Planning Commission support the introduction of a new Comprehensive Development zone (CD23 - Public Market and Open-Air Market).

THAT the Advisory Planning Commission support Rezoning Application No. Z11-0063 by Ekistics Town Planning Inc., to rezone the subject property from the A1- Agriculture 1 zone to a CD - Comprehensive Development Zone (CD23 - Public and Open-Air Market).

Anecdotal Comment:

The Advisory Planning Commission supported the Official Community Plan Amendment and Rezoning Application but recommend that the Applicant continue to work with staff to establish definitions with respect to vendors as well as for secondary uses of the Public Market component. The Advisory Planning Commission sees the benefit of creating a northern connection from the Mission Creek Greenway to the Farmer's Market with the adjacent property owner. The Advisory Planning Commissions also recommends the Applicant works with staff regarding site coverage for the two legal lots. The Advisory Planning Commission noted that the Farmers' Market is a very good use for that particular site and welcomes a permanent home for the Open-Air Market that will show case Kelowna's agricultural diversity.

10.0 Application Chronology

Date of Application Received: July 21, 2011

Report prepared by:



Greg Sauer, Environment & Land Use Planner

Reviewed by:



Danielle Noble Manager, Manager, Urban Land Use

Approved for Inclusion:



Shelley Gambacort, Director, Land Use Management

Attachments:

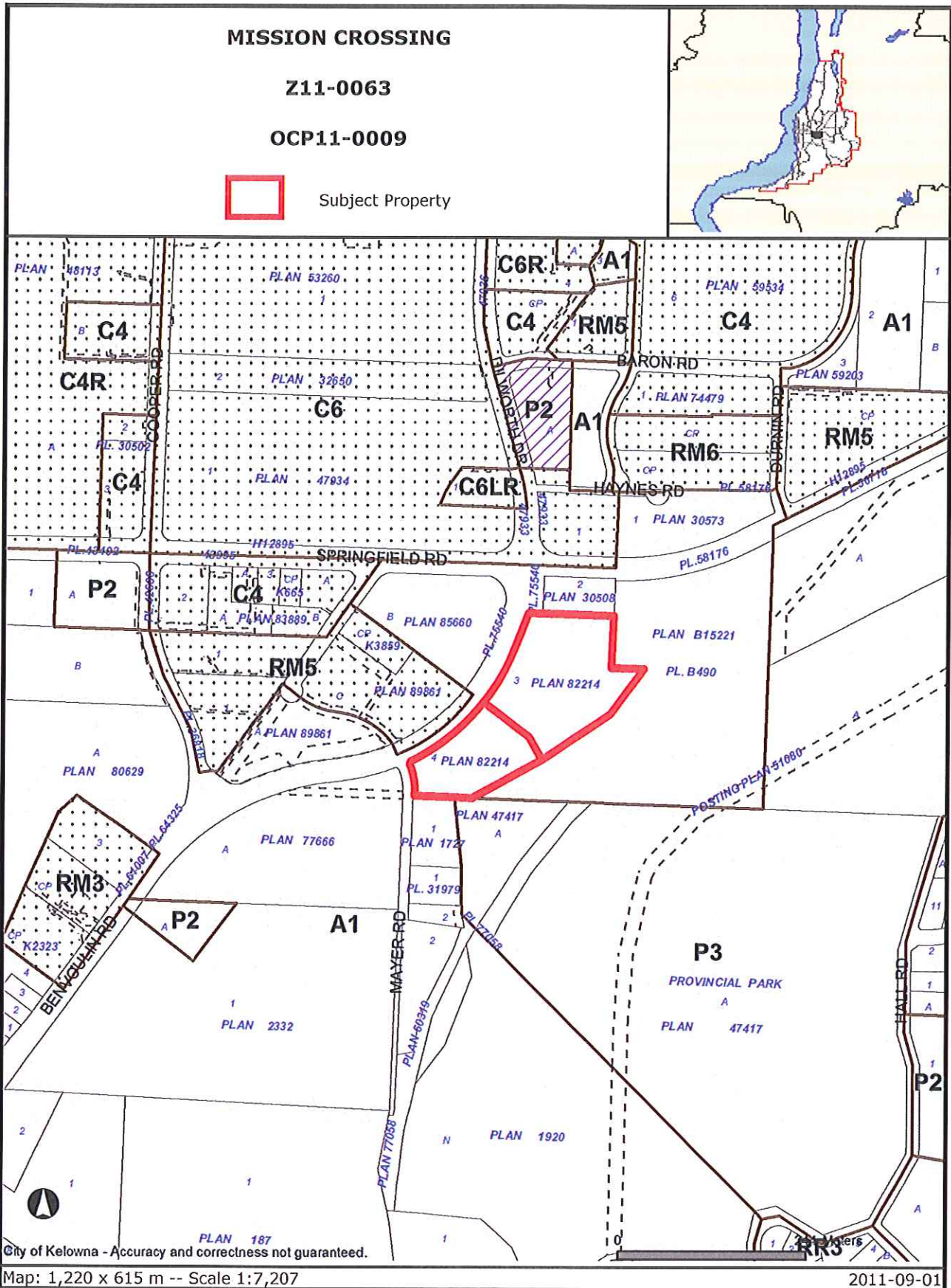
Subject Property/ALR Map

Comprehensive Development Zone - CD23 - Public Market and Open-Air Market

Definitions

CD23 - Public Market and Open-Air Market Design Guidelines

Landowners Application Package



Certain layers such as lots, zoning and dp areas are updated bi-weekly. This map is for general information only.
 The City of Kelowna does not guarantee its accuracy. All information should be verified.

Schedule 'A' - List of Amendments to Official Community Plan Bylaw No. 10500 (OCP11-0009)

Topic	Section	Existing	Proposed
Future Land Use Designation	Amend Chapter 4 (on page 4.2) by adding a new Land Use Designation of 'Agri-Business'	N/A	<p>Add "Rural land preserved for agriculture and agriculture-related businesses that support local farming and farmers. An example of an agriculture-related business is a farmers' market to promote local food production. Agriculture-related commercial uses (retail and office) necessary to support a farmers' market and public market may be considered within this designation. Limited residential uses may be supported within this designation and include a single caretaker's unit and accessory live/work accommodation which support the agriculture-related business function. Despite the potential for "non-farm use" activities, lands within this designation will not be supported for exclusion from the ALR and only non-farm uses approved by the Agricultural Land Commission will be permitted. An example of appropriate zoning within this designation is Comprehensive Development (CD) zone CD23."</p>

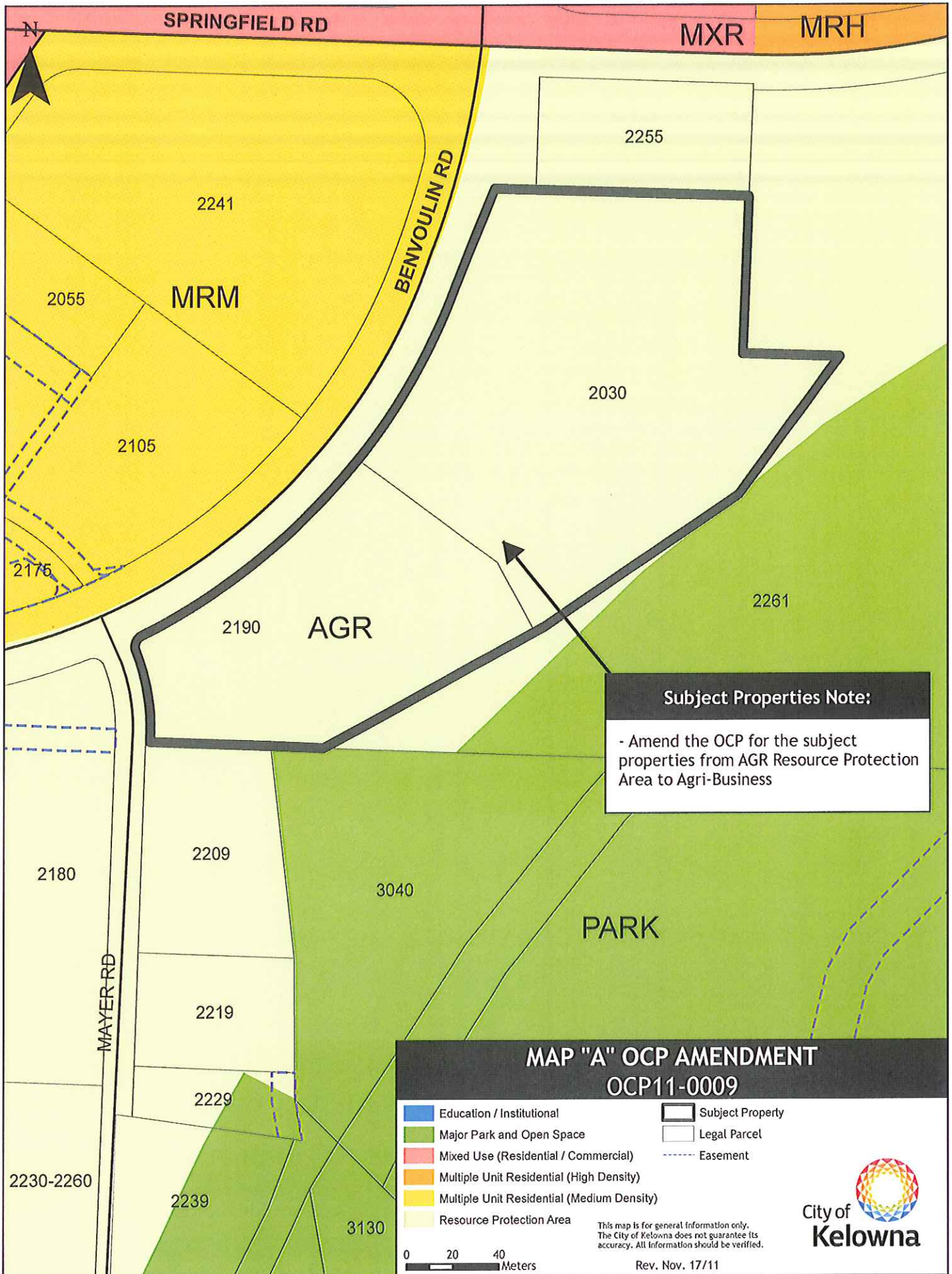
Schedule 'B' - List of Amendments to Zoning Bylaw No. 8000 (TA11-0008)

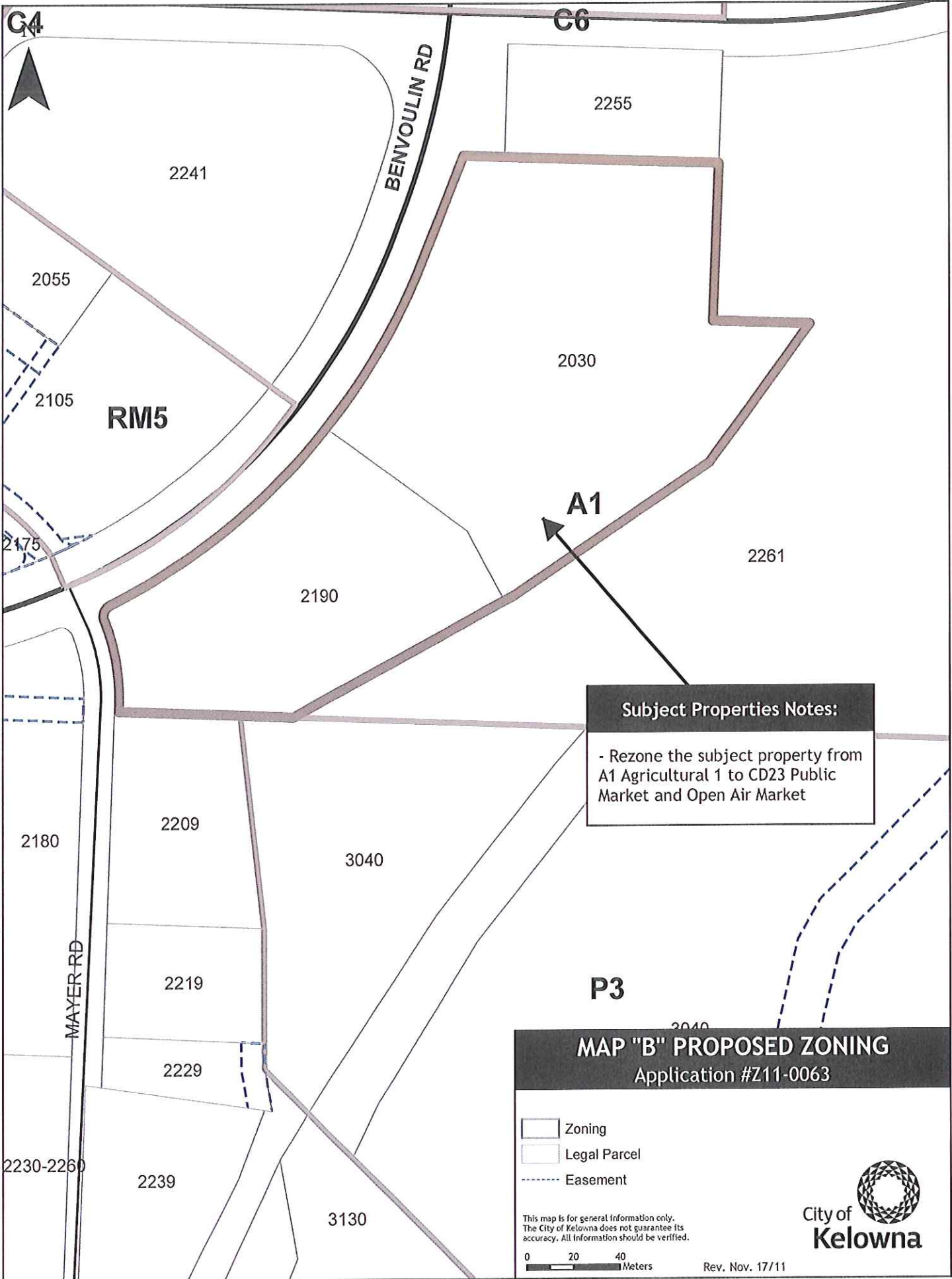
Topic	Section	Existing	Proposed
Comprehensive Development Zone	Amend Section 18 by adding a new CD23 Zone	N/A	Add "CD23 - Public Market and Open Air Market Zone
General Definitions	Insert new definitions into section 2.3	N/A	ARTISAN LIVE/WORK STUDIOS means premises occupied by someone working in the arts and culture trade, where the premises are used together as a residential unit and a commercial unit in the production and sale of products and services including, but not limited to dance classes, live music, creative writing, painting, drawings, pottery or sculpture, video, moving or still photography.
General Definitions	Insert new definitions into section 2.3	N/A	CARNIVALS means temporary development providing a variety of shows, games and amusement rides in which the patrons take part, for a period of five (5) consecutive days or less in duration. Carnivals will at all times remain a secondary use to the Open-Air Market and the scheduling needs of the Open-Air Market operations.
General Definitions	Insert new definitions into section 2.3	N/A	MARKET AGRICULTURE means the onsite promotion, exhibition, production and/or sale of agricultural products to the public. Typical uses would be small to mid scale production of fruits, vegetables, nuts, and animal husbandry.
General Definitions	Insert new definitions into section 2.3	N/A	MARKET BREWERIES AND DISTILLERIES means the brewing or distilling of beverages or with alcoholic content exceeding 1% by volume. The production process shall give priority to the use of raw, unprocessed ingredients (e.g. apples, grapes, grains, hops) produced within British Columbia. The Market Breweries and Distilleries must be licensed under the Liquor Control and Licensing Act. Public tasting and retail sale of alcoholic products are limited to those which are produced on-site. This use also includes an associated Liquor Primary Establishment , which is secondary in nature to the production function.
General Definitions	Insert new definitions into section 2.3	N/A	MARKET COMMUNITY SPACE means the use of premises for activities, meetings, presentations, and informational/public outreach open houses conducted by local community groups, non-governmental organizations and agricultural or food supply groups. This use may also include temporary or permanent educational facilities which focus on local and BC products, (examples include cooking, baking or wine-making classes). This use shall be limited to a combined maximum total floor area of

General Definitions			<p>500 m² of which no individual use may exceed 100m². In addition to the above uses, a Care Centre, Major for the care of children of market vendors and employees is a permitted use to a maximum floor area of 100m².</p>
General Definitions	Insert new definitions into section 2.3	N/A	<p>MARKET LIQUOR RETAIL STORE means premises used for the retail sale of liquor, wine, beer and other such alcoholic beverages, the majority of which must be sourced and produced in British Columbia. Typical uses include Licensee Retail Stores (LRS) or VQA Wine Retail Stores as licensed by the Liquor Control and Licensing Branch. The intent of Market Liquor Retail Stores is the promotion and sale of liquor products produced within British Columbia. These stores shall also be permitted to sell merchandise ancillary to the consumption of alcoholic beverages (e.g. corkscrews, openers, glasses).</p>
General Definitions	Insert new definitions into section 2.3	N/A	<p>MARKET OFFICES means the use of premises for agriculture and tourism related administrative or promotional purposes in an office setting. Agriculture, tourism and related industry associations include but are not limited to Tourism BC, Tourism Kelowna, Agricultural Land Commission, Thompson Okanagan Tourism Association, BC Tree Fruits, Wine Council of BC, Grape Growers Association, Cherry Growers Association, Farm Credit Corporation.</p>
General Definitions	Insert new definitions into section 2.3	N/A	<p>MARKET RESTAURANT AND CAFÉ means premises where prepared food and beverages are sold and consumed. The Market Restaurant and Café use shall support the use of ingredients produced in BC and may be holders of a Food Primary License, where the alcoholic beverages offered for sale feature BC products. The maximum person capacity for any Market Café shall be 20 patrons. The maximum person capacity for any Market Restaurant shall be 100 patrons and may hold a Food Primary License, where the majority of alcoholic beverages offered for sale are sourced and produced in British Columbia.</p>
General Definitions	Insert new definitions into section 2.3	N/A	<p>MARKET RETAIL STORE means premises where goods and merchandise complementary to the Public Market are displayed and offered for sale to the general public (examples include the sale of flowers, plants, garden supplies, and food related items such as food preparation supplies, wares and cookbooks and seasonal, ethnic or authentic goods and products not readily found in the greater Kelowna area). This includes limited on-site storage or limited seasonal outdoor sales to support a store's operations. Market Retail Store is intended to sustain the Public</p>

General Definitions			<p>Market by providing additional retail opportunities which support a local “value added” element. This use shall be limited to a combined maximum total floor area of 3000m² of which no individual use may exceed 125m² of gross leasable floor area.</p>
General Definitions	Insert new definitions into section 2.3	N/A	<p>MARKET STUDIOS AND GALLERIES means premises intended for the production, display and sale of contemporary and traditional crafts and works of art. Market Studios and Galleries also includes facilities meant to provide for public education and training to further arts and crafts. Market Studios and Galleries may contain education and training facilities.</p>
General Definitions	Insert new definitions into section 2.3	N/A	<p>MARKET TRADE SHOW means a group of vendors gathered in one location or building to promote merchandise for a period of five (5) consecutive days or less in duration. Typical goods, wares or merchandise include but are not limited to agricultural machinery, agricultural processing equipment, or food and beverage exhibitions. Market Trade Show will at all times remain a secondary use to the Open-Air Market and the scheduling needs of the Open-Air Market operations.</p>
General Definitions	Insert new definitions into section 2.3	N/A	<p>OPEN-AIR MARKET means a temporary open air or partly enclosed market comprised of stalls and sheltered premises, for the sale directly by the producers, or their representatives involved in the production of farm and food products including but not limited to fresh, dried or frozen fruit, vegetables, meat, poultry, seafood, dairy products, plants, baked goods, prepared and ready-to-eat foods and artisan crafts, for a period of five (5) consecutive days or less in duration. The intent of the Open-Air Market is to provide a long term location for a farmers’ market group or society. The Open-Air Market may include limited, wholly enclosed storage to support the market operations and which includes the storage of goods, material, machinery or equipment associated with this use only. Individual vendor structures are not permitted.</p>
General Definitions	Insert new definitions into section 2.3	N/A	<p>PUBLIC MARKET means an open space concept (fully or partly enclosed) comprised of stalls and structures for the sale directly by producers (or their representatives) of farm and food products including but not limited to fresh, dried or frozen fruit, vegetables, meat, poultry, seafood, dairy products, plants, baked goods, prepared and ready-to-eat foods. The first priority of this use is for the sale of local and British Columbia farm and food products. The second priority of this use is for the sale of farm and food products that are not locally grown. All businesses in the Public</p>

			<p>Market shall be operated by the owner involved in daily management and financial operations, including a regular on-premises presence. Businesses with an ownership structure other than a sole proprietorship shall designate an individual who shall be on the premises regularly and who is responsible for the day to day operations of the business. The designated individual must have an ownership interest in the business. Limited office space ancillary to the administration of the Public Market and its merchants shall also be permitted.</p>
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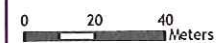
Subject Properties Notes:

- Rezone the subject property from A1 Agricultural 1 to CD23 Public Market and Open Air Market

MAP "B" PROPOSED ZONING
Application #Z11-0063

- Zoning
- Legal Parcel
- Easement

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Rev. Nov. 17/11



Schedule 'B' – Comprehensive Development Zones

CD23 - Public Market and Open-Air Market

1.1 Purpose

The purpose is to provide for an agribusiness and **agritourism** zone that meets local and tourist demand for agricultural products, services and experiences. Due to the seasonal nature of **agriculture**, this zone also provides for a flexible range of **secondary uses** which serve local residents on a year round basis.

1.2 Principal Use

1.2.1 The **principal uses** for the area designated as **Public Market** on Map 1 are:

- a) **public market**

1.2.2 The **principal uses** for the area designated as **Open-Air Market** on Map 1 are:

- a) **open-air market**

1.3 Secondary Uses

1.3.1 The **secondary uses** for the area designated as **Public Market** on Map 1 are:

- a) **artisan live/work studios**
- b) **greenhouses and plant nurseries**
- c) **market agriculture**
- d) **market breweries and distilleries**
- e) **market community space**
- f) **market liquor retail store**
- g) **market offices**
- h) **market restaurant and café**
- i) **market retail store**
- j) **market studios and galleries**
- k) **residential security/operator unit**

1.3.2 The **secondary uses** for the area designated as **Open-Air Market** on Map 1 are:

- a) **carnivals**
- b) **flea market**
- c) **market agriculture**
- d) **market trade show**

1.4 Subdivision Regulations

1.4.1 The **subdivision regulations** for the area designated as **Public Market** on Map 1 are:

- a) The minimum **lot width** is 30 m.
- b) The minimum **lot depth** is 30 m.

- c) The minimum lot area is 0.10 ha.

1.4.2 The subdivision regulation for the area designated as **Open-Air Market** on Map 1 is:

- a) The minimum lot area is 1.0 ha

1.5 Development Regulations

1.5.1 The development regulations for the area designated as **Public Market** and **Open-Air Market** on Map 1 are:

- a) The maximum floor area ratio is 0.4 for all developments.
- b) The maximum site coverage is 25%.
- c) The maximum height for buildings and structures within the CD23 zone is 14 m except for architectural features including but not limited to clock towers, chimneys, lanterns and belfries.
- d) The siting of buildings and structures shall be in general accordance with the conceptual plans as approved and incorporated as CD23, Map 2 – Illustrated Site Plan.
- e) In the interest of maintaining the **Public Market** as a collection of small businesses, the maximum commercial area of any one business shall be limited to 125 m². The 125 m² limitation shall include only the public space (i.e. where the public physically receives services). Areas that are not open to the public shall not exceed 50% of the square footage of the public space.
- f) The maximum floor area for artisan live/work studios is 1,300 m².
- g) The maximum number of artisan live/work studios is ten (10).

1.6 Other Regulations

- a) Within the CD23 zone, land uses shall be permitted in accordance with the plans as approved and incorporated as CD23, Map 2 – Illustrated Site Plan.
- b) In addition to the regulations listed above, other regulations may apply. These include the general development regulations of Section 6 (accessory development, yards, projections into yards, lighting, etc.), the landscaping and fencing provisions of Section 7, and the specific use regulations of Section 9.
- c) Parking and loading requirements will meet the general development regulations of Section 8 – Parking and Loading, or will be determined through the findings of a shared use parking study at the time of development permit.
- d) **Vehicle-oriented** or drive-through commercial services are not permitted in this zone.
- e) Market vendors, retailers or restaurateurs shall be encouraged to profile British Columbian products.
- f) **Artisan live/work studio**
 - This use shall be subject to the following conditions:
 - i. The studio may only be used by the individuals residing in the residential unit and associated with the artist studio on a full-time (>30 hours per week) basis.

- ii. Perspective tenants/residents shall be required to prove professional working artist status by submitting relevant financial information and artistic qualification documents for review by Building Management prior to signing a lease.
- iii. The maximum unit size shall be 150 m².
- iv. The minimum unit size shall be 40 m².
- v. A maximum of 50% of the total floor area may be used for the production, showing, and sale of art and crafts.
- vi. The studio component of all **artisan live/work studio(s)** will be at the retail level and accessible to the public.
- vii. Use of the premises for the production of dance or live music involving electronically amplified sound is prohibited.
- viii. The use of fiberglass, epoxy and other toxic or hazardous materials or one or more of the following processes: welding, spray painting or silk screening is prohibited.
- g) Individual vendors of the **open-air market** may not construct buildings or structures.
- h) A **Flea Market** will at all times remain a secondary use to the **Open-Air Market** and the scheduling needs of the **Open-Air Market** operations. A **Flea Market** use shall not exceed a time period of two (2) consecutive days in duration.
- i) Development form and character shall be in compliance with the CD23 – **Public Market and Open Air Market** – Design Guidelines document that is attached to and forms part of this Bylaw. Development Permits and Official Community Plan design guidelines may also apply.

MISSION CROSSING

Comprehensive Development Zone (CD23)



Public and Open-Air Market

Design Guidelines

EKISTICS

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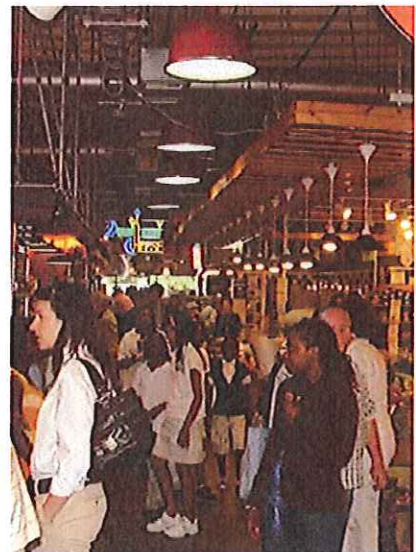
1 PURPOSE

Within the context of the Okanagan Valley's rich cultural and agricultural heritage, the Public & Open-Air Market is envisioned to not only support local agriculture and its associated value-added industries, but also serve as a community focal point to celebrate local food, arts and culture.

From general programming of uses to ultimate built form, the design will reflect a functional understanding of a public marketplace and positive public/pedestrian spaces, authentic use of materials and an aesthetic reflective of the site's regional / cultural vernacular.

These Design Guidelines have been created to support the implementation of Comprehensive Development Zone CD 23. The Guidelines serve to identify the forms and character of development which are considered appropriate and consistent with the vision and purpose of CD 23 Public & Open-Air Market.

The Design Guidelines will direct City staff and the development community when designing and reviewing form and character elements of the subject property with respect to, but not limited to: buildings and structures, public realm and landscape design, signage, lighting and parking.



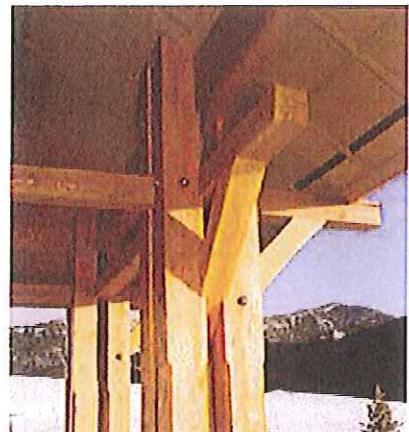
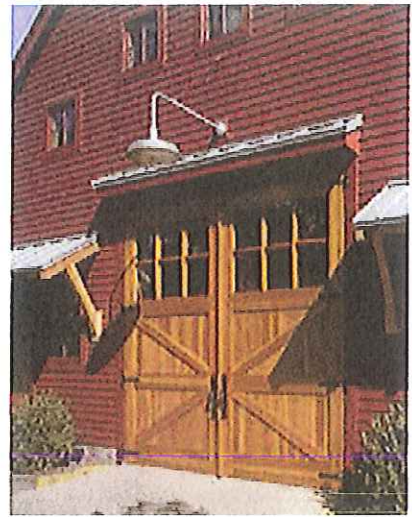
2 GENERAL DESIGN OBJECTIVES & THE REGIONAL VERNACULAR

Statement of Intent: The design of the Public & Open-Air Market buildings and public spaces should exemplify unique and distinctive characteristics of the Central Okanagan, drawing inspiration from the region's natural and cultural heritage.

Rationale: Authenticity in design – from site layout to architectural elements – is fundamentally defined by site program and its support of local need; architectural function in consideration of programmatic and climatic conditions; and the ultimate character of built form through its incorporation of local materials and styles.

In general the design of the Public & Open-Air Market should satisfy the following objectives:

- a) Celebrate local cultural (agricultural) heritage in the siting, programming and design of Public & Open-Air Market buildings and public spaces;
- b) Employ appropriate physical design responses in consideration of regional climate, utilizing native materials in architectural and landscape design; and,
- c) Utilize functional elements of local (agricultural) architectural vernacular in support of overall human-scaled architectural, public realm and landscape design.



3 SITE DESIGN: GENERAL LAYOUT & BUILDING SITING

Statement of Intent: Site design and specific building siting should reflect an assembly of program-specific buildings, each designed in response to its own intended function within the larger Public & Open-Air Market program. Buildings should be sited in general accordance with the Illustrated Site Development Plan (refer to Figure 1).

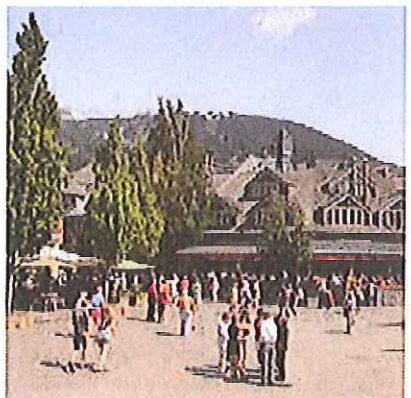
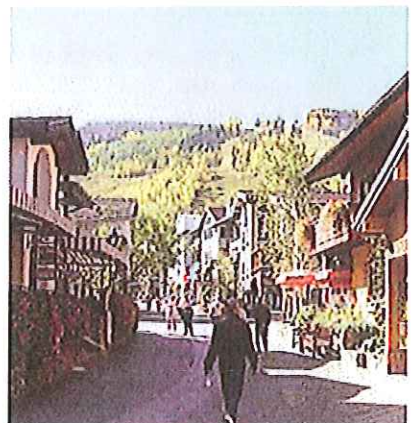
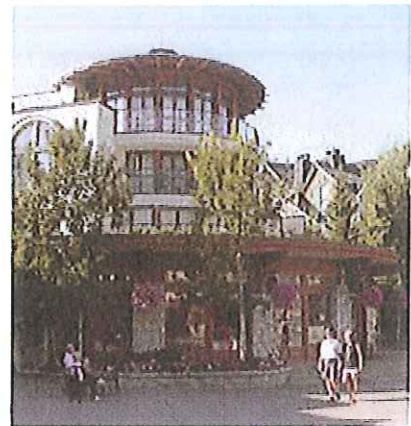
Rationale: Structures on site will form a community of buildings punctuated by public spaces creating a 'village' styled market experience.

Site layout and building siting at Mission Crossing should satisfy the following objectives:

- a) Establish a visually-interesting and human-scaled collection of program-specific buildings, organized to create positive public spaces;
- b) Respond to prominent (external and internal) views and physical linkages;
- c) Promote efficient and pedestrian-friendly circulation; and,
- d) Take advantage of opportunities for adjacent programmatic connections.

3.1 Site Structure & Hierarchy of Built Form

Buildings at the Public & Open-Air Market should correspond to a legible hierarchy of scale, where smaller auxiliary buildings support the feature market building. The utilization of human-scaled architectural forms should be designed to frame public spaces and provide thoughtful transitions between the built environment and open spaces. Taken together, overall site structure should be clearly defined and designed in support of a comprehensively designed and comfortable pedestrian realm.



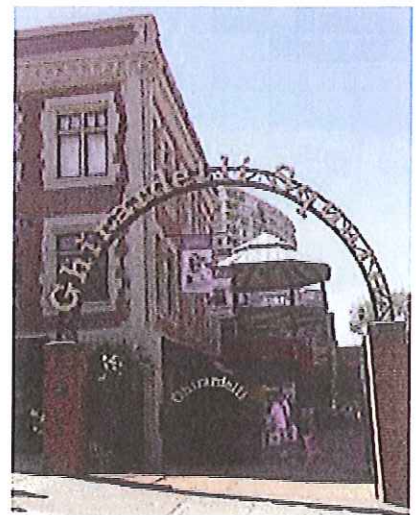
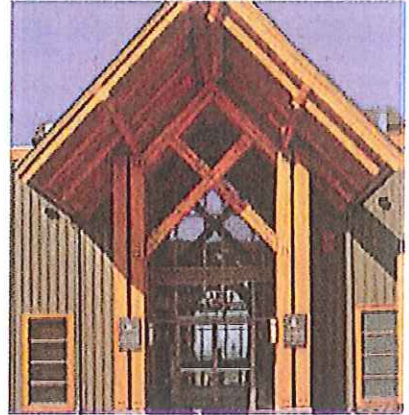
3.2 Arrival Sequence & Site Entry

6

Design of the arrival sequence for the Public & Open-Air Market will define the character of the site and provide a clearly-identified, welcoming access from Springfield and Benvoulin Roads for all modes of transportation (e.g. pedestrians, cyclists, and motorists). Elements signalling transition into the market site can include but are not limited to: trees and feature landscape, walls and railings, decorative gates, monuments and signage. Transitioning of road/walkway surfacing may also be considered.

3.3 Edges & Access

Ensure buildings are designed and sited to provide visual interest and where appropriate, accessibility from Springfield and Benvoulin Roads. Edge conditions will be addressed so as to ensure that the site and individual buildings are clearly identifiable. The principal points of access should embody visual cues that communicate that it is the primary access or "front door" to the site (as per rendering).



4 PUBLIC REALM DESIGN

Statement of Intent: Public realm design should support the programmatic intent of the Public & Open-Air Market through the establishment of a diversity of high-quality, well-detailed and pedestrian-friendly (shared) public spaces including plazas, parkettes and streets.

Rationale: Public spaces will animate the 'village' styled market experience, enhance the pedestrian environment and allow for flexibility / seasonality within the market program.

Public Realm design at the Public & Open-Air Market should satisfy the following objectives:

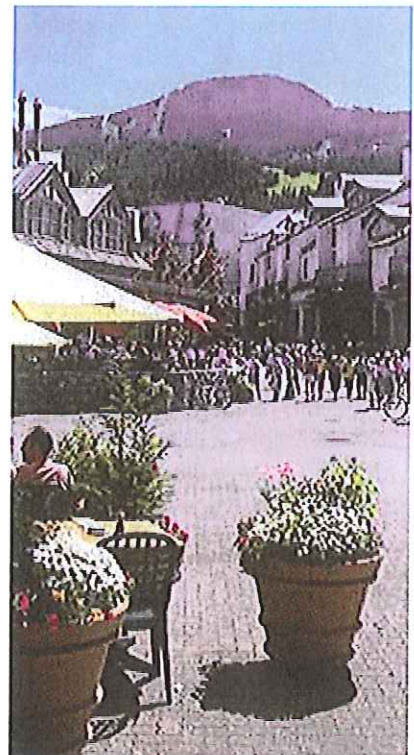
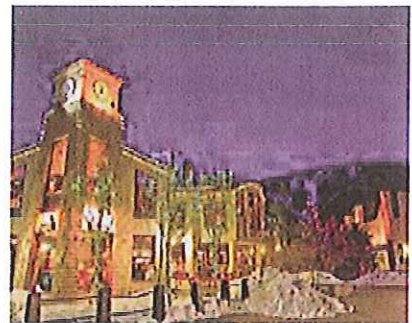
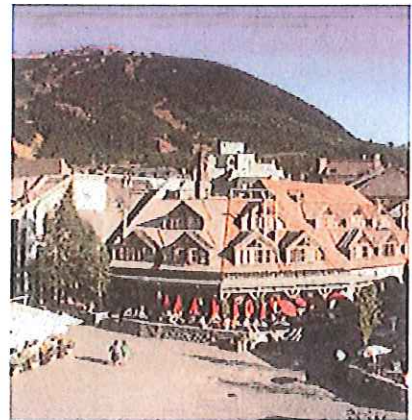
- a) Prioritize a human-scaled, pedestrian experience;
- b) Promote community gathering and social interaction;
- c) Respond to climatic variability in the design of comfortable and seasonally-flexible and appropriate outdoor spaces;
- d) Create a sense of timeless place, defined by a consistency in high-quality, durable materials and well-detailed design elements;

4.1 Structure & Hierarchy of Public Spaces

Public spaces should reflect a distinct hierarchy and diversity of form and function, from centralized plaza spaces to smaller seating niches, from community greens to feature landscaping (for visual amenity) – in support of the overall market program. The overall network of public spaces should be linked via a cohesive network of pedestrian sidewalks and pathways. Provision of a safe, inviting series of interconnected public spaces is encouraged. In addition to site permeability, permeability of structures will also ensure a visually interesting and functional site.

4.2 Market Laneway(s)

Streets and plaza spaces within the Public and Open-Air Market should blend seamlessly to create a central shared space, designed for pedestrian priority and programmatic flexibility (see "Shared Space"). Travel lane widths should be minimized and separated /segregated via feature paving and panel and/or rollover curbs. Plazas should be detailed with high-quality, durable materials and should be designed with flexibility in mind, to accommodate a wide variety of market-related programs (from outdoor cafes / dining spaces to temporary commercial vendors / sidewalk sales to street performances).



4.3 Parks & Greenways

Open space design for the Public and Open-Air Market should complement the built elements of public realm design and provide soft-landscaped gathering spaces. Parks and greenways contribute to the overall pedestrian focus of the Public and Open-Air Market program and support outdoor recreational (active and passive) opportunities on site, from physical connectivity for pedestrians and cycling to picnic areas and performance space.



4.4 Outdoor/Indoor Relationships

Similar to architectural design considerations for the extension of outdoor program into indoor spaces (see Section 5.3 "Inside/Outside Relationships"), outdoor spaces should consider opportunities to strengthen adjacent building program through the creation of flexible spaces for gathering and/or temporary expansion of commercial programs. Examples include plaza design for seasonal expansion of market-related programs as well as park/open space design for season programming (concerts, film screenings, etc.).



4.5 Programming & Flexibility

Public realm design – including pathways, open spaces and enclosed or sheltered public spaces – should be flexible and accommodate a number of activities, whether programmed or spontaneous.



4.6 Human Scale

Detailing of public realm elements should create a strong sense of human scale. In particular, elements should provide a high level of visual interest and attention to detail and otherwise convey that the project has been developed with a sense of care and craftsmanship.



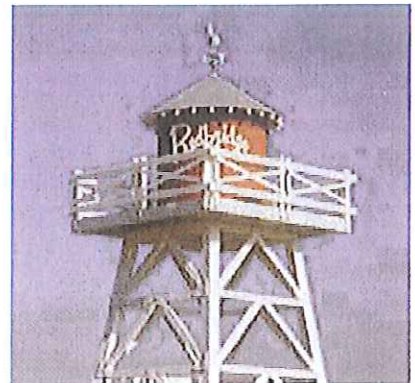
4.7 Street Furniture

Street furniture – such as light standards, benches, bicycle racks, and recycling/refuse receptacles – shall be incorporated in the public realm design to support the overall Public and Open-Air Market program and should be consistent with the overall character of site materials and/or architecture.



4.8 Public Art

Public art, where appropriate, should be located to aesthetically enhance the site, support wayfinding objectives (see Section 7 "Wayfinding") and should consider opportunities to provide interactive and interpretive experiences for people of all ages and abilities.



5 ARCHITECTURAL DESIGN

Statement of Intent: Architecture at the Public and Open-Air Market aspires to create an appropriate and memorable response to the defined market program and its site / context, while celebrating Kelowna's rich cultural heritage.

Rationale: Local architectural vernacular is largely based upon functional structures and draws from traditions of post and beam and timber frame buildings. Furthermore, adherence to architectural styles is not intended to stifle creativity but rather to create an appropriate architectural palette from which to build attractive and contextual designs.

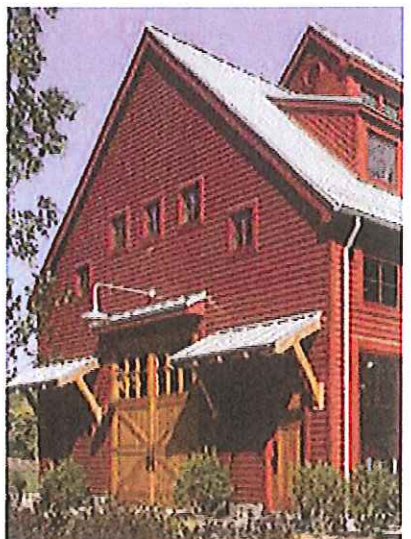
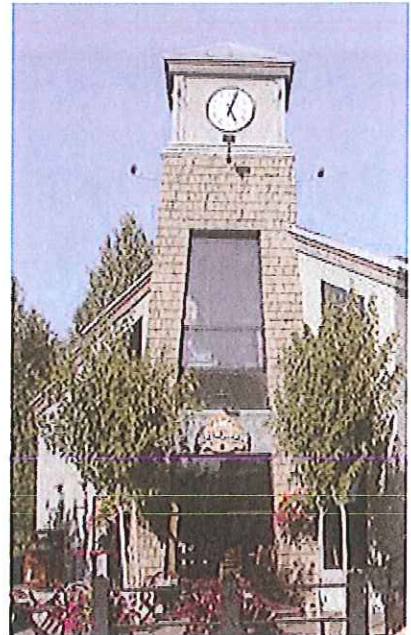
Architectural design at the Public and Open-Air Market should satisfy the following objectives:

- a) Reflect functional forms and exposed structures of the regional / agricultural architectural vernacular;
- b) Enhance the human-scaled and pedestrian-orientation of the overall 'village' character of the Public and Open-Air Market through the use of a diversity of building sizes, forms and masses;
- c) Respond to climatic variability through the use of appropriate materials, complimenting the overall vision of the Public and Open-Air Market and supporting green building objectives; and,
- d) Design beautiful buildings that not only accommodate their programmatic function but inspire and delight the public realm of adjacent plazas and streetscapes.

5.1 Form & Structure

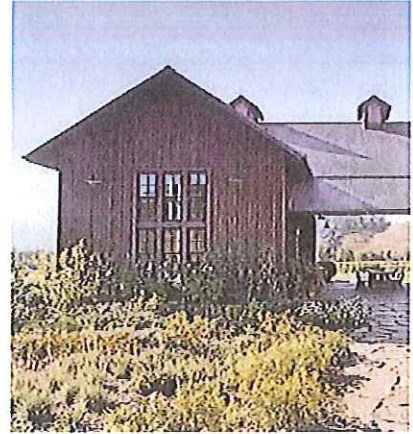
Traditionally, agricultural structures consist of regular, rectangular building footprints, simple roof forms (with strong ridgelines and gables), visible structural elements, archways and oversized points of entry.

Timber-frame and/or post-and-beam should inform the structure of buildings of the Public and Open-Air Market. These construction methods reduce the need for load-bearing walls and allow for transparent planes of glass showcasing views or strengthening indoor/outdoor relationships.



5.2 Massing & Scale

Each building should be composed of at least three (3) distinct building masses, each varying in height from adjacent masses. Dominating building masses are discouraged. Covered exterior spaces –including openings in building massing and covered walkways between buildings – are encouraged.



5.3 Inside/Outside Relationships

Architecture of the Public and Open-Air Market celebrates the relationship between inside and outside spaces. As such, programmatic elements such as courtyards, patios and/or spaces enclosed by walls, screens and gates are encouraged to maximize the integration of architecture and outside public/semi-public space. Buildings should be designed to accommodate temporary expansion of commercial program to occupy outdoor spaces, using large openings where appropriate.

Framed views should be considered and, where possible, incorporated into the architectural design of buildings. Large glazing punctuated with mullions, in particular, should be used to establish a visible relationship with the public realm. Where appropriate, large doorways and/or multi-paned industrial glazing shall provide viewing areas to inside activities.



5.4 Roofs & Materials

Iconic forms of this architectural vernacular feature distinct, silhouetted clearstory rooflines (high-relief, repetitive roof forms with dormers built into the steeply-pitched sides), horizontal sign bands, parapets, and awnings. The basic elements, materials and shapes are utilitarian and industrial in nature – square and horizontal windows, metal bracing and geometric volumes – but create visual interest through varied rooflines and massings. Roof lines can be accentuated by the use of pitched or curved surfaces. Pitched roofs with ridge beam centres, mixed hip and gable roof forms, deep overhangs and/or covered porches/patios are strongly encouraged. Flat roofs are generally not supported, unless used in support of main roofs.

A variety of roof materials are allowed provided they are complimentary to the overall architectural design. Metal roofs are permitted, assuming they are designed to mitigate reflectivity and do not cause objectionable glare. Painted metal roofs are suitable provided they have a matte finish. Clay, slate or concrete tile roofs are permitted utilizing flat or raked tiles in earth tone colours. Asphalt tiles should be mixed or blended to be natural in appearance, colour, and texture. Cedar shingle and/or shake roofs are encouraged.



5.5 Architectural Features

Architectural features – including elements such as narrow storefronts, clock towers, chimneys, lanterns and belfries – are encouraged to differentiate individual buildings within the Public and Open-Air Market while providing visual interest. Architectural features must be functional and should be finished in materials complimentary to exterior finishes.

5.6 Exterior Building Materials, Cladding & Colour Palette

Where feasible, natural building materials should be incorporated into the architectural design. The use of local stone / stone veneer is encouraged. Stones used on the corners of a building should avoid the appearance of a thin veneer. Large timbers may be used as structural and aesthetic elements in a post and beam fashion. Building cladding shall be textured and may include shingle and/or hardi-board style siding and/or board-and-batten techniques or variations in horizontal wood siding. Wood siding, trim and soffit material is acceptable. Limited use of stucco – including more traditional applications and textures – are permitted. Steel and glazing may be used in a complementary fashion and ideally in conjunction with wood products. Limited use of steel may be used on exterior façades.

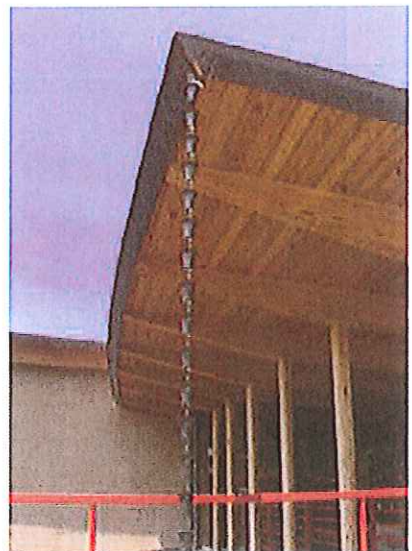
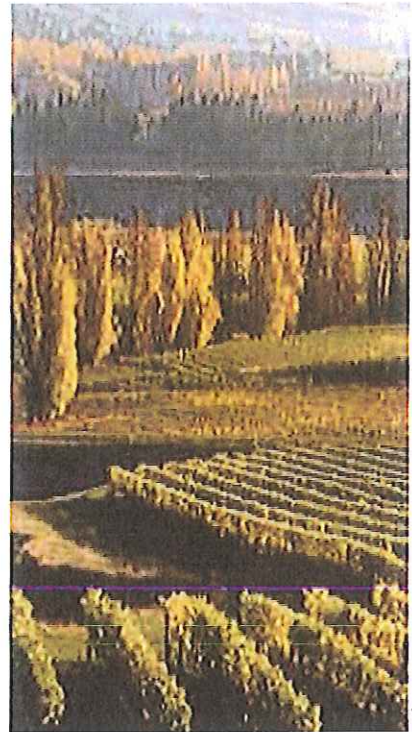
All exterior building finishes shall incorporate two (2) or more materials. Other visible exterior details such as rafter tails, knee braces and supporting external posts (i.e. for canopies) convey a traditional building character and shall be encouraged. Blank walls are strongly discouraged.

Building bases (exposed foundation walls) should act as an anchoring element and promote a sense of permanence. As such, exterior finish materials on all building walls and screen walls should extend to finish grade to eliminate unfinished foundation walls.

The colour palette for the Public and Open-Air Market shall be derived from and inspired by the agricultural landscape, including rich earth tones and agricultural vegetation of warm greys, reds, yellows, umbers, browns and moss greens.

5.7 Green Building Technologies

Architecture and building construction at the Public and Open-Air Market should promote sustainable building technologies and address issues including, but not limited to: energy consumption related to heating and cooling of buildings; indoor air quality; water conservation; stormwater management; and mitigation of heat-island effects.



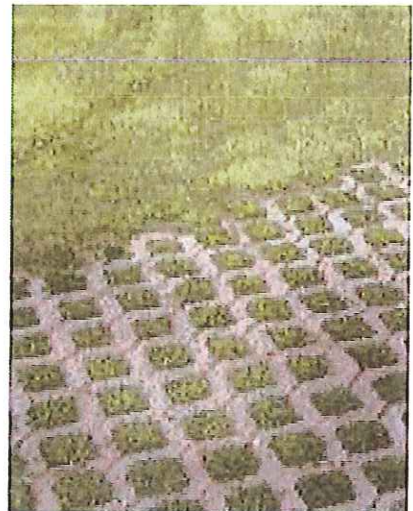
6 LANDSCAPE DESIGN

Statement of Intent: Landscape design at the Public and Open-Air Market serves to unify architectural elements and the public realm through the use a program-appropriate plant palette, while integrating built form into the site's natural boundary with the Mission Creek greenway.

Rationale: Landscape materials local to the Okanagan form a rich palette for landscape design in support of the Public and Open-Air Market program. Landscape design can assist in the creation well-detailed public spaces by providing visual interest, quality and continuity of structural and landscape/ planting design elements.

Landscape design at the Public and Open-Air Market should satisfy the following objectives:

- a) Provide protection from sun, wind and other climatic elements, where desired;
- b) Utilize a variety of native or similarly hardy, drought tolerant plant species;
- and c) Incorporate a variety of plant materials varying in height shape that are easily pruned to maintain sightlines;
- d) minimize water consumption and / or utilize greywater in irrigation systems;
- e) enhance the aesthetic appeal of the Public and Open-Air Market;
- f) assist in the safe movement of pedestrians throughout the site; and,
- g) reduce the amount of impervious surfaces on the site.

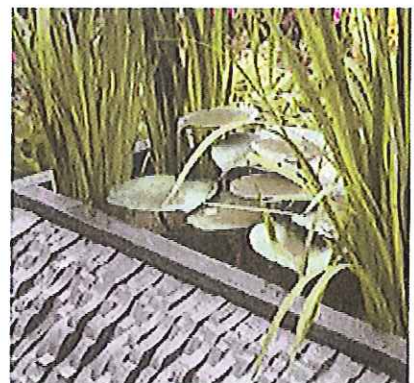


6.1 Plant Palette & Functional Use of Plants

Feature landscape design should emphasize a predominantly native (or similarly hardy) plant palette as a means to relate directly to the local / native landscape of Kelowna.

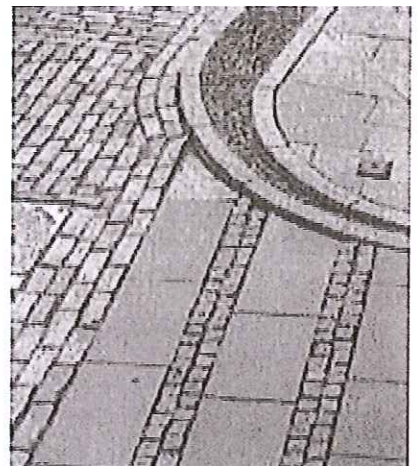
Best adapted to the climatic extremes of hot, dry summers and cold winters, native plants can be utilized within landscape design to create more enjoyable outdoor environments while supporting overall sustainable design / green building objectives:

- > *Shading & Energy Conservation:* Vines on trellises may be an effective way to introduce shade structures within public gathering spaces and / or along pedestrian walkways. The use of plants to moderate building temperature and shield windows from direct solar radiation during peak loads is encouraged. Particular emphasis should be placed on south and west facing exposures.
- > *Wind Control:* Placed to intercept prevailing winter winds, planting design can create more protected outdoor environments while improve energy efficiency within buildings by reducing cold air infiltration.
- > *Water Conservation:* The use of drought resistant plantings reduces water use for irrigation. Preference should be given to low-maintenance selections requiring little or no irrigation.
- > *Stormwater Management:* The design of rain gardens and landscaped infiltration areas for stormwater management helps reduce the visual impact of large, impervious (paved) surfaces while filtering and infiltrating rainwater on site.



6.2 Hardscape

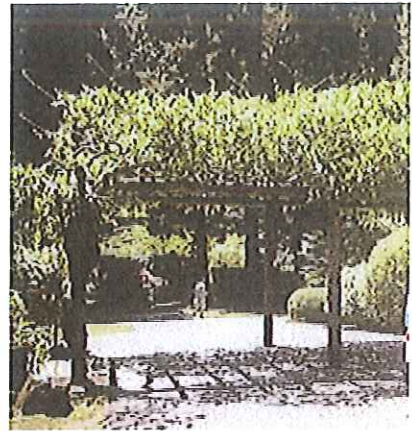
Landscape design should incorporate local materials, where feasible. Material selection should emphasize, robust, durable, and weather-resistant composition and construction, consistent with local architectural vernacular and design objectives of the Public and Open-Air Market. Materials may contain timber, synthetic wood composite (in plank form), powder-coated, galvanized and/or oxidized metal finishes, natural materials such as stone, and durable materials such as board formed and sand-blasted concrete and aggregates. For feature paving / plaza areas, natural stone and / or landscape pavers are encouraged. Large expanses of asphalt pavement are discouraged, especially in areas frequented by pedestrians.



6.3 Landscape Structures & Fences

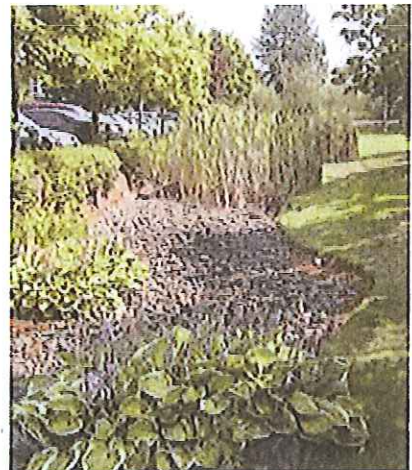
The incorporation of landscape structures – including pergolas, trellises, screen walls, feature walls and/or ornamental gates – that relate to and are natural extensions of the buildings are encouraged. The style, materiality and colour of all landscape structures should be consistent with the overall spirit of the design guidelines.

Fences – where required – should provide visual interest and be constructed at a pedestrian scale. Fences through which views are not possible (solid fences) are discouraged. Where required, solid fences should not be greater than 1.2m in height and should be accentuated by a vertical element (eg. piers placed at not less than every 4.5m). Chain link fence shall be used only when screened by landscaping.



6.4 Screening

All passive occupancies (i.e. service access / parking, mechanical/utility rooms and storage areas) should be separated / screened from active occupancies. A combination of screen walls and landscape / planting treatments is encouraged.



6.5 Stormwater Management

The amount of stormwater runoff should be minimized through appropriate site design. The use of permeable pavers and design of rain gardens / bio-swales should be incorporated to filter and infiltrate stormwater onsite.

6.6 Retaining Walls

Where required, retaining wall height should not exceed 1.2m and should be accentuated by a vertical element (e.g. piers placed at not less than every 4.5m) and/or seating niche. Retaining walls made from local stone or rock are preferred.



7 WAYFINDING

Statement of Intent: The cumulative physical expression of site layout, architecture, public realm and landscape design at the Public and Open-Air Market should enable all users to orientate and navigate the site and associated market program with ease.

Rationale: Wayfinding within the Public and Open-Air Market should be considered from the initial phases of site programming and layout, to the development of architectural features, to discrete signage and lighting. Taken together, all of these cues can facilitate a series of interrelated indoor and outdoor spaces, intuitively navigated according to physical form, programmatic function and material character.

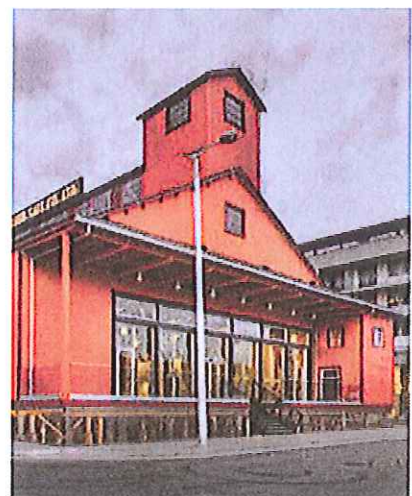
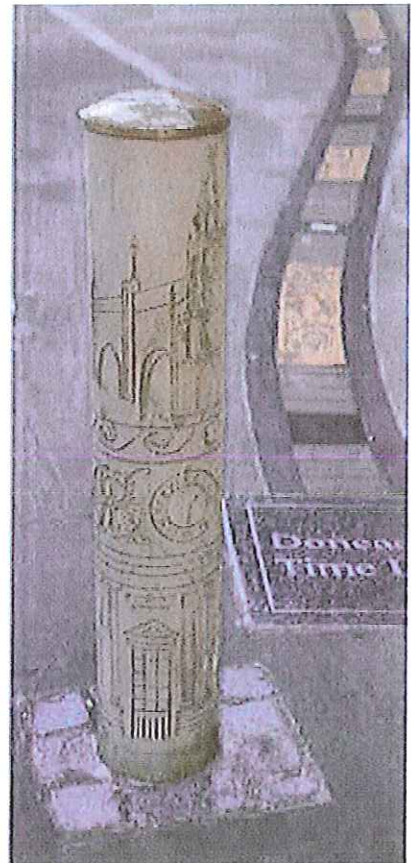
Wayfinding at the Public and Open-Air Market should satisfy the following objectives:

- a) Provide clear visual linkages throughout the site to support ease of orientation and navigation;
- b) Utilize well-designed, discrete signage for all users; and,
- c) Incorporate exterior / accent lighting to support wayfinding within the site after daylight hours.

7.1 Visual Linkages

Visual linkages to defining elements such as prominent internal / external views, architectural and public realm elements and landscape features, public art, and other prominent natural and man-made landmarks to assist in site navigation should be incorporated into the design of the site.

Architectural features, such as prominent and/or tower elements, oversized doors, and archways are further identified via feature paving patterns, landscape structures and feature plantings as a means to assist in the understanding of site program and circulation.

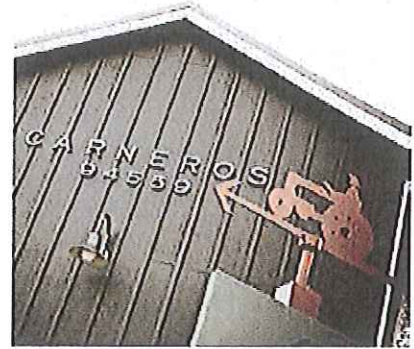


7.2 Signage

All signage design and placement – including freestanding Public and Open-Air Market marquee signage, individual business / tenant fascia signs, vehicular and pedestrian signage – should complement the overall design of the public realm, site architecture and landscape design, consistent with the spirit of the design guidelines. The use of natural materials for signage is encouraged.

Garish signage – including large-format neon, changeable copy, animated or electronic signs or billboards – will not be permitted on the site or upon or within any structure. Subtle use of neon and/or backlit signage may be permitted in keeping with overall design guidelines.

Vehicular signage will be limited, providing basic wayfinding to vehicle corridors including Benvoulin and Springfield Road. Pedestrian signage should be provided at key locations and in high traffic areas to orient people within the site and navigate from place to place. Wayfinding signage should incorporate a system of tactile information to meet the needs of individuals with visual impairment including textural and colour contrasting and warning signals and clues related to orientation and navigation.

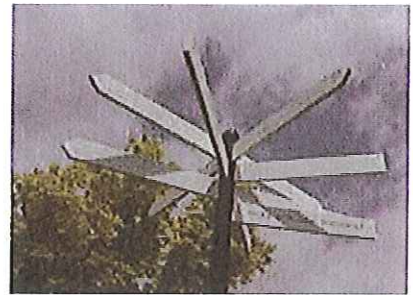


7.3 Lighting

Exterior lighting adds character and structure to a building façade and should be encouraged. The use of indirect and/or accent lighting on signage is encouraged.

Fixtures should be reflective of human-scale design and add daytime visual interest to building facades. Illumination should be planned as a key element in a façade's design and architectural character of the building, as well as impacts on adjoining buildings and /or public realm.

Lighting should be designed in accordance with "dark sky" guidelines to improve safety, minimize glare and preserve the ambiance of the night sky. Exterior lighting designs should incorporate shielded fixtures and/or mounting heights, as well as be aimed appropriately to minimize glare. Lighting should be designed for high-quality environmental performance, and promote public safety. Lighting should help to clearly identify principal building entrances. Illumination levels should instil high levels of psychological comfort for persons using each entrance, pedestrian corridor and parking area.



7.4 Crime Prevention Through Environmental Design

All aspects of the buildings and the site should be consistent with the City of Kelowna Crime Prevention Through Environmental Design Guidelines.



8 CIRCULATION

Statement of Intent: Circulation within the Public and Open-Air Market should accommodate the safe and efficient movement of all users – from automobile traffic and service vehicle access to cyclists and pedestrians, including requirements for universal accessibility.

Rationale: The Public and Open-Air Market seeks to implement a physical design that reduces vehicle speed throughout the site as a means to create a pedestrian-focused 'village'-styled market. While maintaining efficient access for service vehicles and automobile traffic, design of circulation for pedestrian priority will best support the desired market program and function.

Circulation at the Public and Open-Air Market should satisfy the following objectives:

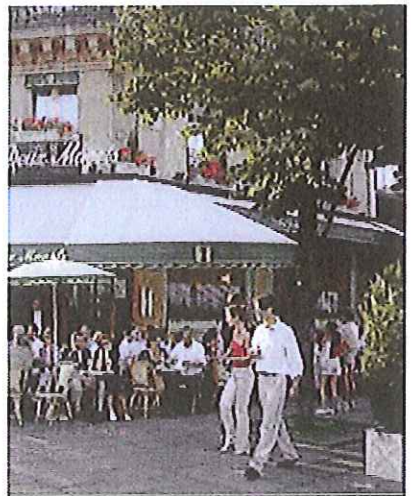
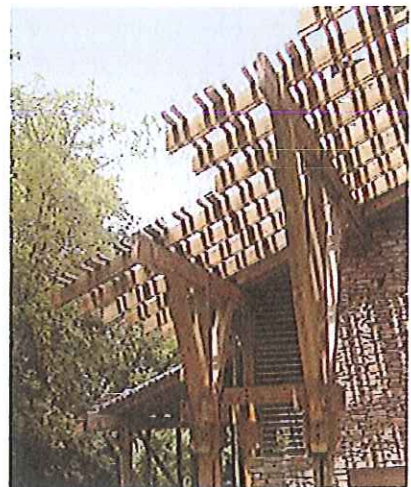
- a) Promote Shared Space design and the prioritization of pedestrian users;
- b) Adhere to Universal Design standards, providing an accessible Public and Open-Air Market; and,
- c) Provide pedestrian / cycling linkages to adjacent neighbourhoods and the Mission Creek Greenway.

8.1 Shared Space

The design of vehicular and pedestrian circulation within the Public and Open-Air Market should promote the concept of Shared Space, whereby a street and / or plaza accessible to both pedestrians and vehicles is designed to enable pedestrians to move more freely by reducing traffic management features that tend to encourage vehicles to assume priority.

8.2 Accessibility & Universal Design

Universal Design refers to product, site, and building design and construction that accommodates the functional needs of all individuals, including anyone with physical challenges to their mobility. All building entries and public realm elements should be designed to be consistent with the City of Kelowna Guidelines for Accessibility in Outdoor Areas and address the principles of universal design by meeting high standards of accessible and adaptable design.



8.3 Pedestrian & Cyclist Considerations

Pedestrian sidewalks and pathways should provide direct connections between building entrances, parking areas and sidewalks/pathways of adjacent streets. Continuous weather protection over main entrances and building facades are encouraged.

All pedestrian walkways shall be visually distinguished from driving surfaces through the use of a clearly delineated pathway or durable, low maintenance surface materials such as pavers, bricks, or concrete to prioritize and enhance pedestrian safety and comfort. The use of curbs or raised barriers shall be discouraged.

Bicycle parking facilities should be provided at grade, within convenient distance of primary building entrances. Where appropriate, "end of trip" facilities and sheltered locations for bicycle storage/security should be considered.



9 PARKING & SERVICE ACCESS

Statement of Intent: Parking and service access shall be provided to support the commercial program / operation of the Public and Open-Air Market while balancing the objectives of pedestrian-friendly public realm design.

Rationale: The provision of convenient and adequate parking is critical to the ultimate commercial use of the Public and Open-Air Market. In addition, the physical design of all parking provided and access of service vehicles must blend in with the overall form, character and function of the Public and Open-Air Market.

Parking, loading and service access at the Public and Open-Air Market should satisfy the following objectives:

- a) Minimize visual / aesthetic impacts of surface and underground parking areas in support of a pedestrian-oriented 'village' market experience; and,
- b) Design parking and service access to minimize conflict with pedestrian circulation.

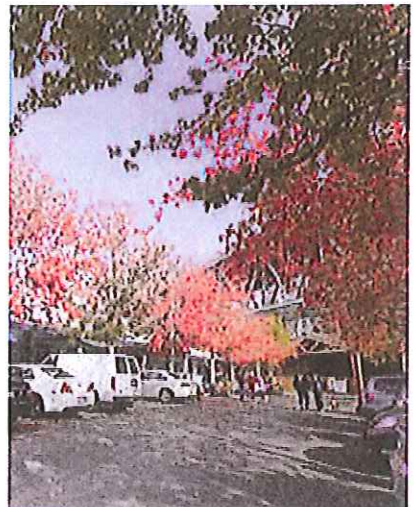
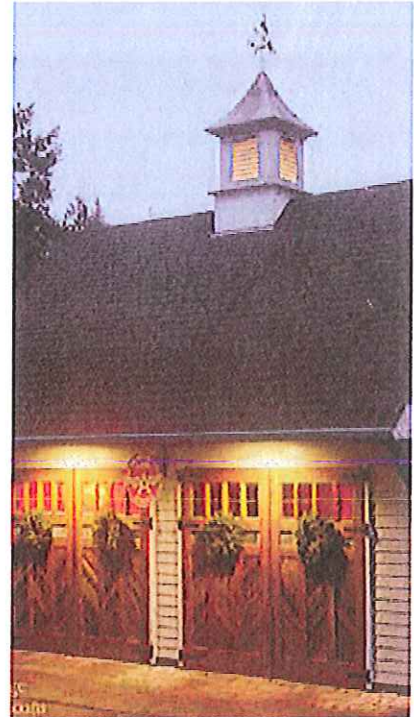
9.1 Parking & Access

Parking areas should receive a high degree of visual treatment through the provision of soft and hard landscaping elements, including provision of shade trees. Where the pedestrian path of travel crosses a surface parking area or a path of vehicular travel, the pedestrian path of travel should be continuous and clearly identified. This can be accomplished with the use of materials different from the vehicular surface material.

Entrances to parking garages should be easy to identify, but should not be visually predominant. Garage entrances and garage doors should be architecturally integrated into the overall building design.

Vehicular access to/from parking areas that crosses a pedestrian pathway should have a minimum stacking distance equal to one car length behind the path of pedestrian travel to avoid conflict. The gradient within this zone should not exceed 5% to preserve sightlines. Landscaping and/or any element of the building within this zone should not restrict views of approaching pedestrians or vehicles.

Pervious parking surfaces are encouraged wherever feasible to contribute to low impact development stormwater management.



9.2 Service Access (Loading Areas)

Service access areas, associated vehicular paths to these areas and all parking associated with or connected to these areas should be hard-surfaced. Service areas and/or loading areas should be clearly identified with discrete signage and physically separated and/or screened from principal building entrances, unless otherwise required by the commercial program.

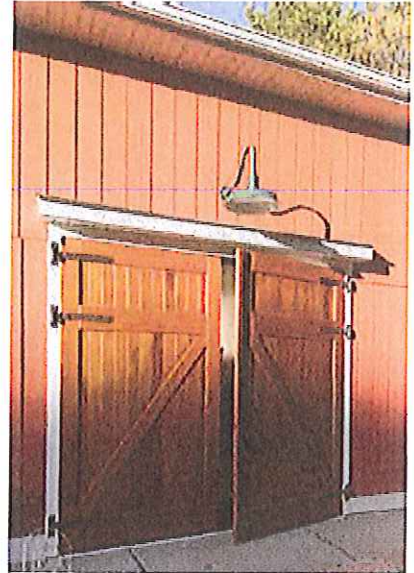


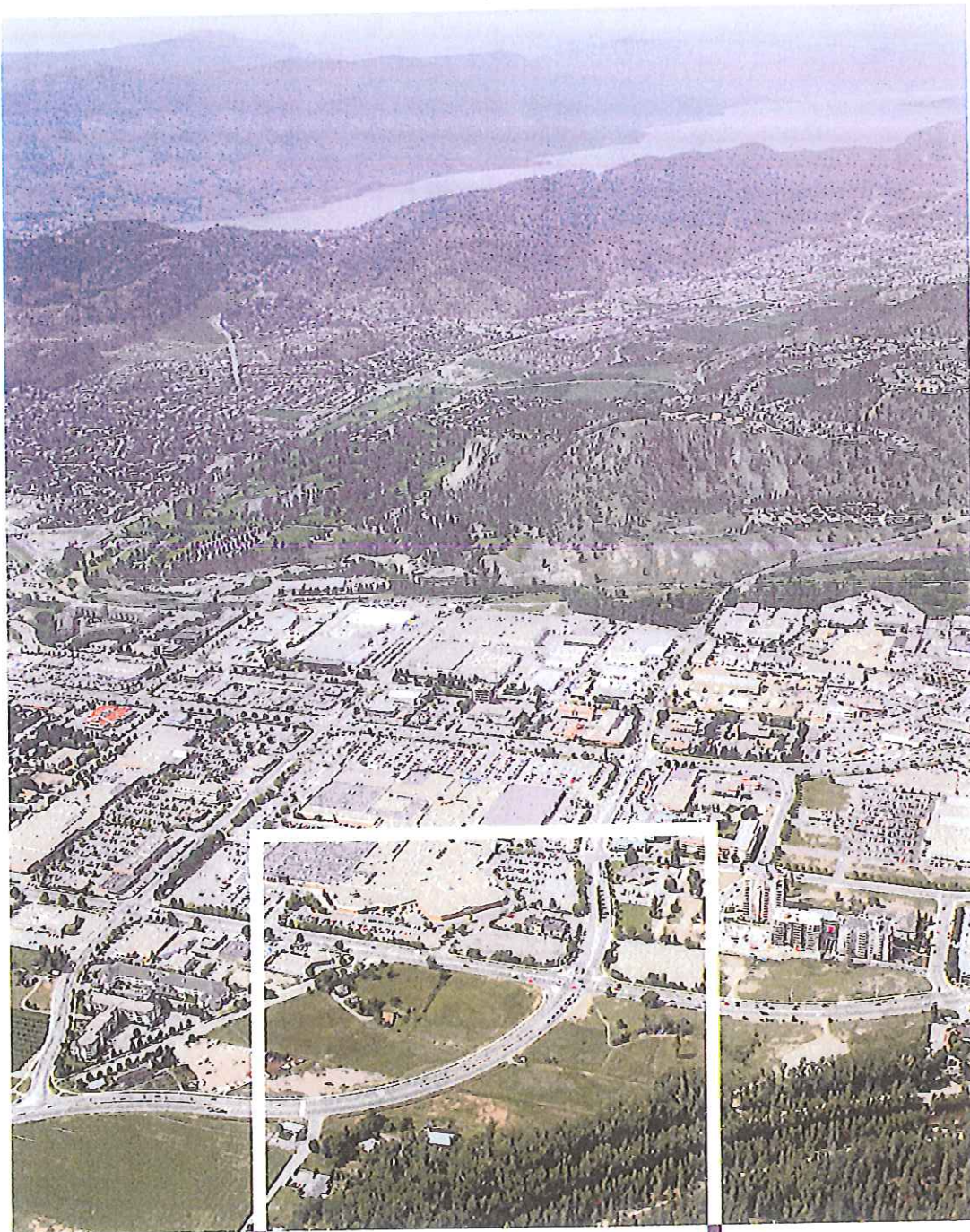
Figure 1: Illustrated Site Development Plan

- EASTSIDE • Public Market
- 1 **The Granery**
Commercial Retail Studio
 - 2 **Mission Crossing Spirits**
Winery, Cider & Brewerypub
 - 3 **The Yard**
Nursery & Landscape Supply
 - 4 **Central Market Hall**
Permanent Public Market
 - 5 **Gatehouse Live/Work Studios**
Commercial Retail/Market Administration
 - 6 **Artisan Mews**
Residential Townhomes
 - 7 **Mission Creek Green**
Public Gathering Space / Performance
- EASTSIDE • Open-Air Market
- 8 **Market Pavilion**
Sheltered Stalls / Public Washrooms / Storage
 - 9 **Open-Air Market**
Market / Parking
 - 10 **Mission Creek Regional Park Trailhead**
Greenway / Public-access / Parks & Recreation

Note: For illustrative and planning purposes only. All designated areas and boundaries are subject to refinement through more detailed site design and engineering at the time of development permit.







Prepared for:

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June 03, 2011

Prepared by:

EKISTICS

MISSION CROSSING
EASTSIDE

**Public & Open-Air
Markets**

OCP Amendment
and Rezoning Application

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DEVELOPMENT PLAN AND RATIONALE: MISSION CROSSING – EASTSIDE

The proposed project, aptly referred to as Mission Crossing, includes lands on the West and East side of Benvoulin Road. At the request of City Planning Staff and to comply with its administrative requirements, the OCP Amendment and Rezoning Applications for the Mission Crossing Project are submitted in two separate parts: the Eastside Application and the Westside Application.

EKISTICS Town Planning, on behalf of Lambert & Paul Construction Ltd. and R-366 Enterprises Ltd., has been authorized to prepare the following OCP Amendment and Rezoning Application for the lands referred to as **Mission Crossing – Eastside**.

Our client is seeking to rezone the two properties totalling 8.58 acres located at 2030 Benvoulin Road and 2190 Mayer Road. Located at Kelowna's urban-rural crossroads, the **Mission Crossing – Eastside** lands form part of a distinct neighbourhood uniquely positioned between the City's *Highway Urban Centre* to the north-west and the extensive agricultural areas to the south, as seen in **Figure 1 – Mission Crossing Neighbourhood Context**.

The proposed **Mission Crossing – Eastside** development, (**Figure 2 – Mission Crossing Development Lands**), seeks to:

- Fulfill the terms of the 2003 Dilworth Drive Extension Agreement with the City;
- Activate the ALR edge through the new Public and Open-Air Markets in support of regional agricultural commerce; and,
- Establish a green pedestrian spine to link the Eastside neighbourhood across Benvoulin Road to the proposed Urban Lifestyle Centre – a direct connection into the heart of Kelowna's *Highway Urban Centre*.

Mission Crossing: A Distinct Neighbourhood

The Benvoulin Road realignment divided the Mission Crossing lands into separate Westside and Eastside parcels. The Mission Crossing Neighbourhood is framed by Cooper Road to the west, Springfield Road to the north and Benvoulin Road to the east, and forms a distinct area situated between the urban commerce of Orchard Park Mall and the agricultural fields of the ALR. Please refer to **Figure 1 – Mission Crossing Neighbourhood Context** for more details.

The Eastside lands (Parcel B – 5.58 ac + Parcel C – 3.0 ac) are envisioned as the new home of Kelowna's Public and Open-Air Markets – comprised of a Granville Island-inspired Public Market to the north and to the south, an Open-Air Market for the Kelowna Farmers' & Crafters' Market.

Historical Context: Reshaping the Agricultural-Urban Edge

In 2003, to facilitate the City of Kelowna's goal of constructing the Dilworth Drive Extension (Benvoulin Road realignment), the affected property owners dedicated ± 3.0 acres of land for the new road in exchange for future development rights on the



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surrounding lands. The Benvoulin Road realignment agreement divided the lands into separate West and East side parcels, with the following stipulations.

As to the Eastside lands, the agreement provides that:

- *"The ultimate goal is to achieve a utilization of these lands for modified agricultural purposes which still benefit agriculture, examples being a farmers market, retail garden centre, a nursery, etc."*

As to the Westside lands, the agreement provides that:

- *"...the properties adjacent to Springfield Road are supported by staff for commercial development and the properties to the south of those commercial properties are supported by staff for multi-family redevelopment."*

The sequence of plans in Figure 3 – Historical Chronology illustrates the changes to the ALR edge and associated legal parcels in the Mission Crossing Neighbourhood. To facilitate construction of the new road, a subdivision of the properties legally-hooked across Benvoulin Road was approved in 2005 by the City's Approving Officer. As seen in Figure 4 – 2004 Subdivision Application, the subject lands on the East and West side of Benvoulin Road were envisioned to comply with the 2003 Dilworth Drive Extension Agreement. With the completion of the Apple Valley Seniors Centre by the Society of Hope in 2010, this project continues to fulfill the objectives envisioned in the 2003 agreement with the City.

Planning for the Future – City of Kelowna OCP and Agricultural Plan

The Mission Crossing – Eastside development program achieves the City's OCP objectives of making *"...agriculture a viable sector of the City's economy."*

Recognizing agriculture's historical role in the life of the City, the OCP strives to foster stronger links between rural-urban, farm-city and producer-consumer. The City's Agricultural Plan focuses on balancing urban growth along the rural edge, while fostering the economic viability of its agricultural diversity. Mission Crossing – Eastside embodies this relationship and creates an accessible, centrally located community amenity consistent with the City's Agricultural Plan which provides:

- *"Support [for] the concept of establishing a permanent farmers market ... on an ALR site located near the urban-rural edge ... in an accessible, central location";*
- *"... the notion of locating in a central area accessible to a large portion of the community is integral to the survival of such a seasonal operation";* and,
- *"... any potential site should be located in close proximity to a major urban town centre and accessible for a major arterial road that carries significant volumes of traffic necessary to support such a business."*

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Mission Crossing – Eastside: A Comprehensive Neighbourhood Vision

Mission Crossing – Eastside represents the vision of Lambert Schmalz dating back nearly 6 years to establish a new and permanent home for the Kelowna Farmer's and Crafter's Market Society (KFCM) together with a Granville Island-inspired Public Market to supplement and build on the popularity of the KFCM. A 16 year staple of Kelowna's agricultural community, the KFCM has been hampered by the temporary tenure and restrictive size of its site at the northeast corner of the intersection of Springfield Road and Dilworth Drive.

The **Mission Crossing – Eastside** development program weaves together a design that profiles agricultural commerce in close proximity to the Highway Urban Centre (refer to **Figure 5 – Legal Parcel & Land Use** and **Figure 6 – Current & Proposed Zoning**). In linking the Mission Crossing Neighbourhood with the proposed Markets and adjacent Mission Creek Greenway and Regional Park, the project also serves to bring "the field to the table," offering an example to residents and visitors of their close connection to local food production and its contribution to sustainable urban living.

The Open-Air Market: A Home for Okanagan Farmers and Crafters

Primary access to the Eastside lands originates at the Open-Air Market with an entrance off Mayer Road. As seen in **Figure 7 – Illustrated Site Development Plan**, this future full-movement intersection at Benvoulin Road and Mayer Road will connect Mayer Road with Benvoulin Court, providing full internal access linking the properties of the Mission Crossing Neighbourhood with the *Highway Urban Centre*.

Vehicles entering the Eastside lands from Mayer Road travel along a private internal road providing access to both the Open-Air Market and the Public Market, with mid-block ingress/egress onto Benvoulin Road at the common boundary of Parcel's B + C.

The Open-Air Market on Parcel C is comprised of self-enclosed surface parking that will service the activities of the KFCM. Throughout the active market months of March to November, the parking lot's 194 paved stalls will be transformed into double-loaded "shopping aisles" where vendors and patrons from the region will engage in the sale, purchase and enjoyment of fresh produce, crafts, and other agricultural goods.

The central aisles of the Open-Air Market are anchored on the eastern edge by the Market Pavilions. These community gathering spaces accommodate two covered structures that will shelter vendors and patrons from inclement weather. The incorporation of public washrooms and storage facilities positions this location as the centre of the Open-Air Market, while helping to activate the urban-rural edge adjacent to Mission Creek Regional Park.

Mission Creek Greenway, Kelowna's largest natural multi-modal transportation corridor, connects directly to the Mission Crossing lands. The Mission Creek Greenway has been likened to Vancouver's Seawall as it provides pedestrians, cyclists and equestrians an opportunity to actively and sustainably explore the place they call home. The Greenway provides a connection to the Mission Creek EECO Centre and direct access to several prominent trails and multi-use corridors. As seen in the City's Linear Parks Master Plan, Trail #77 – "*Mission Creek to Mill Creek Connection*" runs north/south from the Regional



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Park through the Eastside lands. This Roadside Corridor integrates pedestrian routes with park systems and facilitates pedestrian access from Mission Crossing to the *Highway Urban Centre*.

The Public Market: A Social, Cultural and Commercial Community Showcase

Moving north from the Open-Air Market into Parcel B, a green commons exists at the terminus of the east-west Gateway Promenade. This community gathering space serves as an outdoor amphitheatre and as a staging area for walkers, bikers and hikers wanting to take advantage of the trailhead access into the Mission Creek Greenway and Regional Park. For more details on the sites pedestrian-oriented linkages, please refer to **Figure 7 – Illustrated Site Development Plan**. This direct connection to the active transportation corridor of Mission Creek Regional Park further strengthens the Eastside lands prominence as a pedestrian-friendly focal point adjacent to the *Highway Urban Centre*.

Vehicles moving north from the Open-Air Market enter the Public Market site – a centralized, Granville Island-inspired marketplace with an internal, one-way traffic loop. The Public Market provides pedestrian-oriented access to a series of mixed-use buildings that acknowledge Kelowna's historic agricultural and artisan community.

Among these buildings is the Artisan Mews, a live/work complex on the eastern edge of Parcel B. This live-work complex is best suited for an artisan-type occupant seeking to combine a retail storefront at street level with a living area behind or above this workspace. The Artisan Mews will be serviced by underground parking for its residents in order to maximize surface parking for patrons of the Public and Open-Air Markets.

Moving through the Public Market, one-way vehicle traffic will be directed via a feature paved exterior drive supported by 124 parking spaces located along the tree-lined eastern and northern edges. These surface parking spaces will border the site and maximize pedestrian accessibility to the centrally located Grand Hall. This building serves as the Market's heart (akin to the main marketplace at Granville Island) and is organized to accommodate temporary and permanent vendors and retail storefronts, supplemented by office space on an elevated second level. The Grand Hall will be serviced by surface loading bays on its eastern façade and will provide employees with underground parking to minimize traffic congestion.

Several other mixed-use buildings supporting an array of complementary craft and agricultural uses, including a micro-brewery, will comprise the Public Market and transform it into a destination for tourists and locals alike.



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Fulfilling the Promise:

The proposed OCP Amendment and Rezoning of Mission Crossing – Eastside delivers the long anticipated Public and Open-Air Markets while revitalizing a strategic piece of the *Highway Urban Centre* on the West side of Benvoulin Road.

This application seeks rezoning for the Mission Crossing – Eastside lands as follows:

Parcel	Location	Current Zoning	Purpose	Proposed Zoning
B	Eastside	A1 (ALR)	Public Market	CD#___ Comprehensive Development
C	Eastside	A1 (ALR)	Open-Air Market	CD#___ Comprehensive Development

Further information regarding the Mission Crossing – Eastside Comprehensive Development Zones can be found in the detailed CD Zone text as part of this report.

On the West side of Benvoulin Road, proposed is a pedestrian-oriented, mixed-use Urban Lifestyle Centre providing a range of retail, professional and office uses to serve the residents of the neighbourhood as well as the community at large. The OCP Amendment and Rezoning Applications for the Mission Crossing – Westside lands are submitted concurrently with this application and seeks the following zoning:

Parcel	Location	Current Zoning	Purpose	Proposed Zoning
A	Westside	A1 (non-ALR)	Urban Lifestyle Centre	C4 Urban Commercial

Mission Crossing – Westside and Eastside collectively:

- Fulfills the terms of the 2003 Dilworth Drive Extension Agreement with the City;
- Activates the ALR edge through the new Public and Open-Air Markets in support of regional agricultural commerce;
- Revitalizes the commercial frontage along Springfield with a neighbourhood-scaled Urban Lifestyle Centre to serve the surrounding residential neighbourhoods; and,
- Establishes a green pedestrian spine to link the Eastside neighbourhood to the proposed Urban Lifestyle Centre on the west side of Benvoulin Road - a direct connection into the heart of Kelowna’s *Highway Urban Centre*.

MISSION CROSSING
EASTSIDE
KELOWNA B C

Figure 1

MISSION CROSSING
NEIGHBOURHOOD
CONTEXT

JUNE 2011

LEGEND

-  Project Boundary
-  Eastside Lands (Parcels B & C)
-  Highway Urban Centre
-  ALR Boundary
-  Regional Park Boundary
-  Trail 77: Mission Creek to Mill Creek Roadside Corridor
-  Major Transportation Route
-  Major Crossroads
-  Urban-Rural Gateway

Note: For illustrative and planning purposes only. All designated areas and boundaries are subject to refinement through more detailed site design and engineering at the time of development permit.

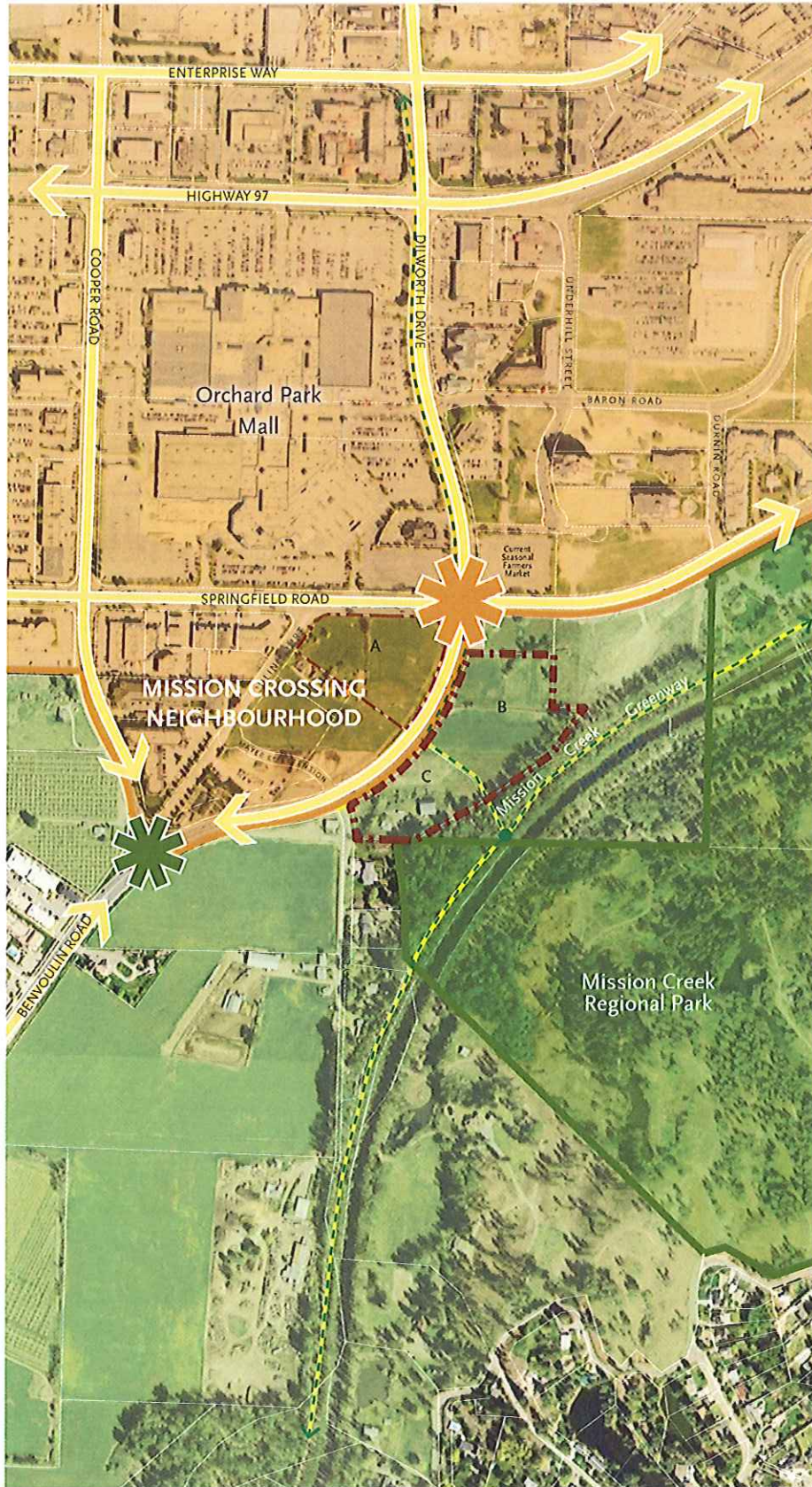


Figure 4
2004 SUBDIVISION
APPLICATION *

* Previously submitted to the City of Kelowna
for a Subdivision Application. The City of Kelowna
Kelowna Farmers' Market Subdivision Application
dated October 2004.

JUNE 2011

LEGEND

- Subdivision Application Area
- Agricultural Land Reserve
- * Multi-Access Intersections
- * Signalled, Multi-Access Intersections
- * Proposed Multi-Access Intersection
- Existing Medians
- Proposed Medians
- Pedestrian Connections
- Mission Creek Greenway

OCP LAND USE DESIGNATIONS

- Commercial
- Multiple Unit Residential (high density)
- Multiple Unit Residential (medium density)
- Mixed-Use Development
- Educational/Major Institutional
- Major Park
- Rural/Agricultural

CONCEPTUAL LAND USES & BUILDING
FOOTPRINTS

- Town Centre Commercial
- Multiple Unit Residential (medium density)
- Seasonal Farmers' Market
- Year-Round Farmers' Market



LEGAL PARCEL PLAN



MISSION CROSSING
EASTSIDE
KELOWNA BC

Figure 5

LEGAL PARCEL & LAND USE

JUNE 2011

LEGEND

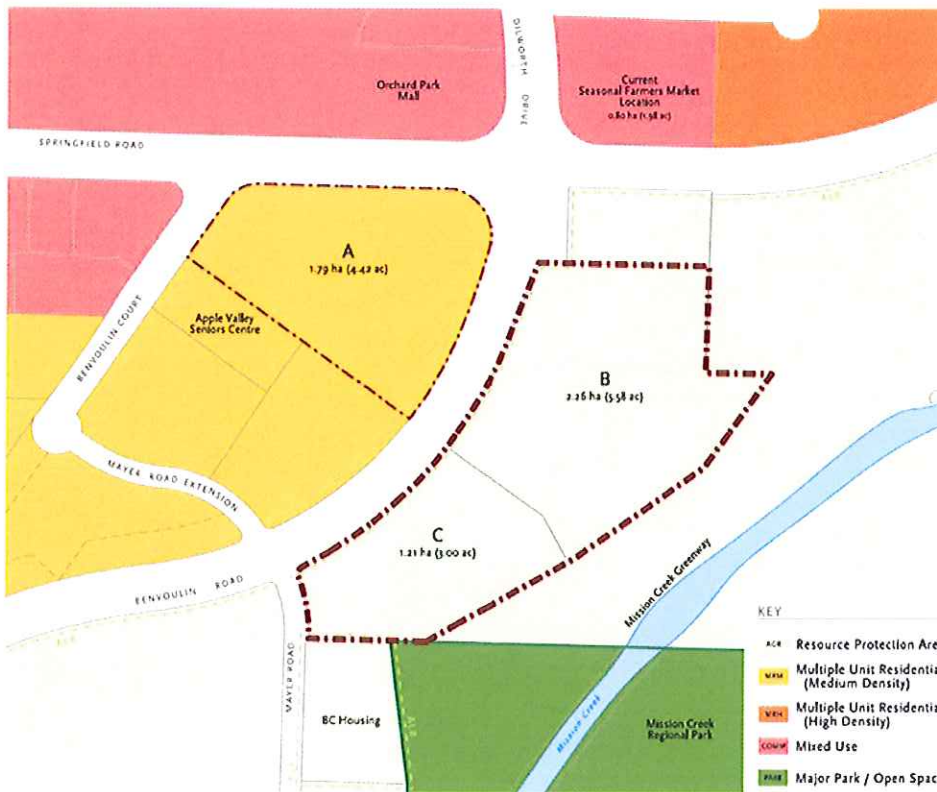
- Project Boundary
- Eastside Lands (Parcel B & C)
- Regional Park Boundary
- ALR Boundary

KEY

- A** 2241 Springfield Rd, Kelowna BC, Lot 8, Plan KAP85660, PID: 027-346-242
- B** 2030 Benvenuto Road, Kelowna BC, Lot 3, Plan KAP82214, PID: 026-849-658
- C** 2190 Mayer Road, Kelowna BC, Lot 4, Plan KAP82214, PID: 026-849-666

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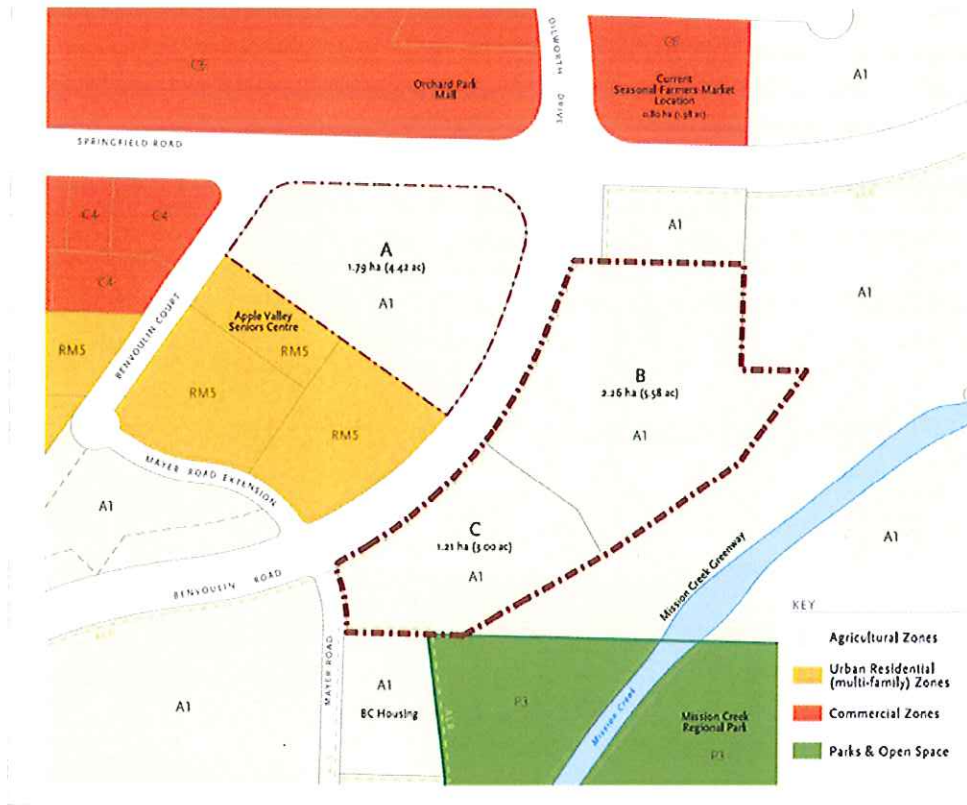
2030 OCP FUTURE LAND USE PLAN (Map 4.1)



SCALE 1:500
0 10 20 30 40 50 60 70 80 90 100



CURRENT ZONING



MISSION CROSSING
EASTSIDE
KELOWNA BC

Figure 6

CURRENT & PROPOSED ZONING

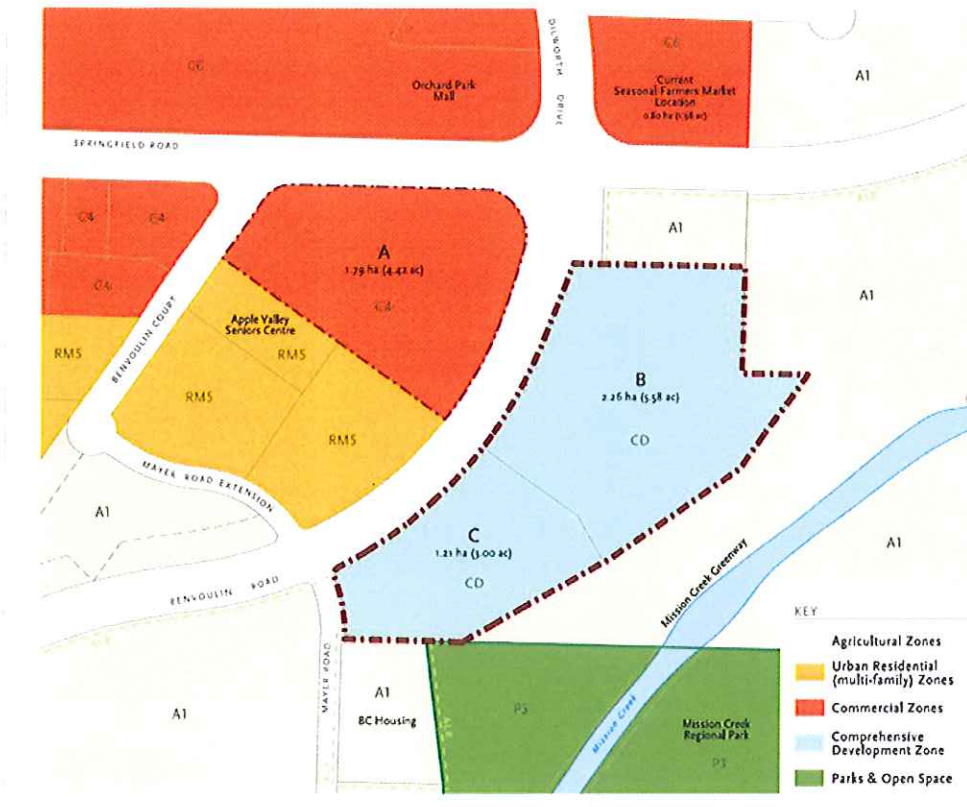
JUNE 2011

LEGEND

- Project Boundary
- Eastside Lands (Parcels B & C)
- Regional Park Boundary
- ALR Boundary

Note: For illustrative and planning purposes only. All designated areas and boundaries are subject to refinement through more detailed site design and engineering at the time of development permit.

PROPOSED ZONING



SCALE 1:500
0 10 20 30 40 50 60 70 80 90 100

EKISTICS