



April 7, 2025

Dear Mayor and Council,

Re: Letter of Support for Amended Rezoning Application for 1306-1330 Broad Street and 615-625 Johnson Street

I am writing on behalf of Destination Greater Victoria (DGV), the official destination marketing and management organization for Greater Victoria, to express our strong support for the development of the hotel project located at 1306-1330 Broad Street and 615-625 Johnson Street.

In these times of economic uncertainty, and with the shift in working patterns with many downtown workers not returning to the office full-time, the tourism sector plays an ever more vital role in ensuring the health, vibrancy, and economic success of our downtown. This project is a significant investment that serves as a vote of confidence in our downtown core, underscoring its potential for growth and prosperity as a world-class destination.

Under the stewardship of Destination Greater Victoria, our city has built a world-class brand, earning accolades like Condé Nast Traveler's Best Small City. To capitalize on this global recognition, it is crucial to offer a diverse range of hotel accommodations. Over the past 15 years, we have seen a significant decrease in hotel room inventory, with many units converted to much-needed housing. Now, it is essential to replace these units to ensure the tourism industry continues to thrive and support our community.

Additionally, the development will breathe new life into Old Town, enhancing street vibrancy and fostering a 24-hour business and visitor presence. Its design includes accessible spaces that highlight and celebrate local arts and culture, further enhancing community vibrancy. The installation of catenary lighting will also augment the ambiance of Broad Street, encouraging increased foot traffic and supporting local businesses.

According to a recent hotel inventory needs analysis commissioned by Destination Greater Victoria, our region faces an immediate demand for 800 to 1,200 additional full-service hotel rooms, with a total of 2,000 new rooms required over the next decade. This development meets these needs and aligns perfectly with our strategic goals to support Victoria's status as a premier tourist destination.

In closing, we at Destination Greater Victoria are confident that this project will greatly contribute to the vibrancy and economic vitality of downtown. At a time when many

SMEs are struggling, this investment of more than 100 million dollars into the downtown core will have immediate and lasting positive economic benefits. We strongly endorse it and anticipate its positive impact on our community and the tourism industry.

Thank you for considering our support for this important project.

Sincerely,

Paul Nursey
CEO, Destination Greater Victoria

From: Development Services email inquiries
To: Victoria Mayor and Council
Subject: RE: Support for Chard Hotel development on broad.

From: Victoria Mayor and Council
Sent: April 8, 2025 1:29 PM
To: Councillors
Cc: Development Services email inquiries
Subject: FW: Support for Chard Hotel development on broad.

From: Liam I
Sent: April 8, 2025 10:10 AM
To: Victoria Mayor and Council
Subject: Support for Chard Hotel development on broad.

Hello,

As a resident/owner at 610 Johnson st in downtown Victoria, I am writing to express my strong support for the proposed hotel by Chard developments planned adjacent to our building. I believe this project holds significant potential to positively impact our downtown core and enhance the quality of life for those of us who call it home. We are particularly inspired by the improvements to broad st. It will be attractive and draw people off government st to adjacent blocks.

This development promises to be a vital step in restoring vibrancy and positive foot traffic to our downtown streets. Increased visitor numbers will invigorate local businesses, creating a more vibrant and dynamic atmosphere for everyone. Furthermore, the creation of new jobs within the hospitality sector will be a welcome boost to our local economy, offering valuable opportunities for residents.

I am also particularly encouraged by the potential for this hotel to support the arts community. Hotels often serve as hubs for visitors seeking cultural experiences, and a new establishment could foster partnerships with local galleries, theatres, and artists, further enriching our downtown landscape.

I have reviewed the request for amendments to allow an additional floor to the building and appreciate the efforts the developers have made to accommodate privacy in surrounding buildings and sightlines from the broad and Johnson - additional family sized rooms will be welcome.

I would like to see the trees returned to Johnson Street at their full grown size when construction is completed.

Finally, as someone who values a thriving and family-friendly downtown environment, I believe this development can contribute to making our community positive and safer for those who, like us, are raising families in the downtown.

Increased activity, a stronger local economy, and a vibrant cultural scene all contribute to a more attractive and sustainable environment for residents of all ages.

I am confident that this hotel development will be a valuable addition to downtown Victoria and I wholeheartedly support its approval.

Sincerely,

Liam

From: Development Services email inquiries
To: Victoria Mayor and Council
Subject: RE: Support for the amended rezoning application for Hotel at 1306-1330 Broad st and 615-625 Johnson st

From: Victoria Mayor and Council
Sent: April 7, 2025 10:33 AM
To: Councillors **Cc:** Development Services email inquiries
Subject: FW: Support for the amended rezoning application for Hotel at 1306-1330 Broad st and 615-625 Johnson st
The City of Victoria is located on the homelands of the Songhees Nation and Xwsepsum Nation.

From: martin thanku.ca
Sent: April 4, 2025 10:28 AM
To: Victoria Mayor and Council
Subject: Support for the amended rezoning application for Hotel at 1306-1330 Broad st and 615-625 Johnson st

To the Mayor and Council,

I am writing in support of the amended rezoning application for the hotel project located at 1306-1330 Broad Street and 615-625 Johnson Street. As a local artist and business owner, I strongly believe this development will not only enhance the vibrancy of Old Town Victoria but also provide invaluable opportunities for our city's creative community to thrive.

My work, as the founder of thankU.ca, has always focused on crafting unique, handcrafted furniture that blends modern design with functionality. I deeply appreciate any project that acknowledges and integrates local art, and I am particularly excited by the commitment this hotel project has made to showcasing the work of local artists. The dedication of \$50,000 for purchasing and displaying art in high-traffic areas of the hotel is a forward-thinking approach that will allow local creatives to have their work seen and appreciated by both residents and visitors alike.

With a shift in politics and trade, it makes sense to double down on the exposure of local talents. Projects like this hotel will provide a platform for showcasing the incredible work being done right here in our own community, further strengthening the connection between local artists and those who visit our city.

Additionally, the provision of hotel meeting rooms for local arts and culture organizations is a thoughtful way to support the creative community by offering much-needed space for events and exhibitions. The focus on preserving the heritage of the Duck's Building and enhancing the Broad Street area also speaks to the importance of maintaining the architectural character and resilience of our city while embracing modern, sustainable development. The blend of old and new reflects a forward-looking approach that I believe will benefit both the local community and the broader tourism industry.

I strongly support the amended rezoning application and look forward to the potential for this project to promote Victoria's creative community and contribute to the vibrancy of Old Town.

Thank you for your time and consideration.

Sincerely,
Martin Byers

Dear Mayor and Council

April 8, 2025

City of Victoria

Re: The proposed Chard built hotel project on Broad Street

I am writing in favour of the Chard Hotel proposal on Broad Street. While I am a View Royal resident, I have worked professionally in downtown Victoria for decades during my public service career and beyond. I continue to volunteer for events that promote sport and culture tourism, including supporting Terry Fox initiatives, Basketball Canada major events and Deuce Days this coming July.

There is absolutely no doubt Victoria needs more hotels. The proposed hotel is desperately needed to meet not just the current demand but emerging demand through the notion of staycations. If we want more tourists to visit Victoria, we need to provide places for them to stay. It is just good business that benefits everyone.

When the hotel is built the Broad Street streetscape will benefit. The proposed hotel is a high-quality facility whose goodness will influence the entire area. It will also provide employment opportunities in the culinary and hospitality industry for skilled workers in our city. The design and heritage aspects of the project will honour the character of the existing neighborhood and will complement this part of downtown Victoria.

This project is exactly what we need now. The economy has struggled with tariffs in uncertain times, yet this project will provide ongoing economic stability through construction and job creation as noted above.

Thank you, mayor and council, for your deliberations. I hope you will consider this project favorably and engage the goodness it brings to downtown Victoria.

Best always.

Ray Parks

From: Development Services email inquiries
To: Victoria Mayor and Council
Subject: RE: Proposed Chard hotel on Broad Street

From: Victoria Mayor and Council
Sent: April 8, 2025 3:57 PM
To: Councillors
Cc: Development Services email inquiries
Subject: FW: Proposed Chard hotel on Broad Street

From: Ray Parks
Sent: April 8, 2025 11:37 AM
To: Victoria Mayor and Council <
Cc:
Subject: Proposed Chard hotel on Broad Street

Dear Mayor and council

Please find attached for your consideration a letter speaking in favour of the above noted project. This hotel is a great project at this time because:

1. We need hotel beds to support tourism, and this is a quality hotel project,
2. The hotel design will honour the heritage of downtown Victoria,
3. It will positively influence and impact the neighborhood,
4. The construction and ongoing jobs will positively influence the economy at a challenging time, and
5. The hotel brings goodness downtown.

Thank you for your consideration of this matter.

Best always

Ray Parks

April 8, 2024

Mayor Alto and Council

1 Centennial Square

Victoria, BC

V8W 1P6

Subject: Chard Development Rezoning and Heritage Alteration Permit

Dear Mayor and Council,

I am writing to express my support for Chard Development's amended rezoning proposal for the rehabilitation and redevelopment of the historic Ducks Building.

Chard's thoughtful approach to heritage retention, including the structural preservation of the brick and salvage of key heritage elements, ensures that this project enhances Victoria's character while also addressing the city's growing need for hotel accommodations. The addition of 167 hotel rooms across eight storeys, with the top two floors set back to minimize their visual impact, will provide much-needed capacity for visitors while maintaining the integrity of the streetscape.

Replacing lost hotel inventory, in a strategic way that enhances the neighborhood streetscape, completely align with how I hope we are striving to develop our downtown. I speak to this as a resident, as a business operator also in old town, and from board experience with both the DVBA currently and previously as chair of Destination Greater Victoria.

Beyond preserving heritage, this project will bring significant economic benefits to our community. This building will leave an employment legacy with 96 permanent hotel positions, directly supporting Victoria's workforce. Additionally, an estimated 94,350 visitors per year will help sustain local businesses, restaurants, and cultural attractions—including our own hospitality sector. The inclusion of a ground-level restaurant and café will further activate the streetscape and foster a vibrant downtown experience.

I encourage Council to approve this proposal, recognizing the positive impact it will have on our city's economy, tourism industry, and local businesses.

Sincerely,

Bill Lewis, MBA

General Manager, The Magnolia Hotel & Spa

April 9, 2025

Mayor and Council
City of Victoria
1 Centennial Square
Victoria, BC V8W 1P6

Dear Mayor and Council,

Re: 1306-1324 Broad Street, Victoria, BC

On behalf of the Greater Victoria Chamber of Commerce, I am writing to express support for the above noted project.

It is our mission to “work together to build good business and great community for all”. One way we do that is by helping to advance existing businesses. We believe Chard Development’s updated proposal to add 32 much-needed hotel rooms to their existing hotel project, in addition to neighbourhood enhancing commercial uses and community benefits, aligns perfectly with that goal. Our tourism sector is currently experiencing a shortage of accommodation. We also feel the support this project provides for UVic Properties is an important factor in the ongoing funding challenges facing postsecondary institutions.

The construction industry in Victoria is grappling with rising costs, and we understand the complexity of managing these pressures, especially in heritage restoration projects. Since its initial application in 2019, this project has evolved to reflect the rising costs of construction and heritage restoration. While the original proposal included 135 rooms across six storeys, the revised plan now accommodates 167 rooms over eight storeys with additional community and economic benefit. We believe this adjustment is a necessary response to the current economic climate and an important step toward realizing the project’s full potential.

The broader economic benefits of this development are clear:

- **Job Creation:** The construction phase alone will create hundreds of full-time jobs, while the hotel when complete will generate stable, long-term employment for local residents.
- **Increased City Tax and Fee Revenue:** The expanded property will significantly increase tax revenue and city fees, contributing to the City's capacity to invest in essential services and infrastructure.
- **Support for Local Business:** The influx of visitors expected with a Canada First travel forecast, paired with the hotel’s street-level restaurant and café, will foster greater engagement with local businesses, stimulating economic activity throughout the area.

This project not only provides much-needed accommodation for visitors but also serves as a vital investment in the future of Victoria’s tourism and hospitality sectors. Its positive impact will be felt across our community, benefiting businesses, residents, and the local economy as a whole.

We strongly encourage the City of Victoria to approve this application, ensuring that this valuable development moves forward to deliver lasting benefits to our region.

Thank you for your attention to this matter.

Sincerely,

Bruce Williams
CEO, Greater Victoria Chamber of Commerce

CC: Mayor and Council



April 8, 2025

Dear City of Victoria Mayor and Council,

The Department of Visual Arts is pleased and excited to support Chard development's proposal to build a hotel on Broad and Johnson. Their initiative to purchase and exhibit over \$50,000 of local artists' work for the hotel is an excellent strategy for introducing tourists to the cultural excellence of our city. With the mandate to include student work, this project would provide public exposure for emerging artistic work and allow their work to be in close dialogue with the work of other regional artists. We see this innovative strategy as bringing life to the city and to artists.

Our department is committed to working with Chard and our student artists to realize this initiative.

Sincerely,

Megan Dickie
Associate Professor & Department Chair
Department of Visual Arts, University of Victoria





April 8, 2025

City Hall
1 Centennial Square
Victoria, BC
V8W 1P6

Dear Mayor Alto and Members of Council:

Thank you for your continued commitment to ensuring the arts thrive in our community. I am writing as the Dean of the Faculty of Fine Arts at the University of Victoria to express my strong support for the Chard Development Ltd. project at Broad and Johnson streets in Downtown Victoria and their commitment to invest \$50,000 in local artwork as part of the development.

This initiative represents more than an investment in aesthetics—it is a tangible step toward fostering opportunity and visibility for emerging artists, including our students. At a time when more students are actively engaging in the local arts community—through creative expression, social activism, and community-building—this kind of support sends a powerful message that their voices and work are valued.

It also brings to mind the commitment of the late developer and philanthropist Michael Williams to collect and showcase work by local artists at Swan's Hotel, which eventually led to the creation of UVic's [Michael Williams Legacy Chair](#), and formed the heart of downtown's Legacy Art Gallery, soon to be a neighbour to this new development.

At UVic, our Visual Arts program encourages exploration across a wide range of media, from painting and photography to sound and integrated digital practices. Opportunities like this help our students grow into adaptable, thoughtful, and [community-minded artists](#), equipped to contribute meaningfully to the cultural fabric of our city.

We deeply appreciate the way Chard is leading by example, demonstrating how business, education, and civic organizations can collaborate to make the arts [more accessible and impactful](#). I encourage you to support this arts funding initiative and help ensure that such partnerships continue to enrich our community.

Please don't hesitate to reach out if you'd like to learn more about the work our students are doing across the region.

Sincerely,

Allana Lindgren
Dean, Faculty of Fine Arts



From: Development Services email inquiries
To: Victoria Mayor and Council
Subject: RE: Subject: Strong Support for the Hotel Development at 1306-1330 Broad Street & 615-625 Johnson Street

From:
Sent: April 23, 2025 1:06 PM
To: Victoria Mayor and Council
Subject: Subject: Strong Support for the Hotel Development at 1306-1330 Broad Street & 615-625 Johnson Street

Dear Mayor Alto and Members of Council,

I am writing to express my enthusiastic support for the amended rezoning application for the hotel at 1306-1330 Broad Street & 615-625 Johnson Street. As a local business owner, landscape & fine art photographer, and advocate for Victoria's arts and culture scene, I see this project as an essential addition to our city—one that will not only boost the economy but also foster a deeper connection between local businesses, artists, and visitors.

One of the things I love most about Victoria is how we embrace the old while introducing the new. A great example of this is the Customs House redevelopment—I've always admired how they retained the original facade while giving the building a new life. This proposed hotel does the same. It honours the historic character of the Duck's Building and surrounding structures, not by removing them, but by weaving them into something modern and meaningful. Chard's design approach doesn't just preserve the past—it elevates it, adding thoughtful new elements that bring fresh energy while still fitting naturally into the existing streetscape.

As the owner of Sean Schuster Fine Art Gallery, I see several key ways this project will positively impact both my business and the broader community:

Supporting Local Arts & Artists

One of the most exciting aspects of this proposal is the dedicated fund for acquiring artwork from local artists, which will ensure that creative professionals in Victoria are fairly compensated and prominently showcased within the hotel. Publicly displaying these works in high-traffic areas, such as the lobby and elevator lobbies, provides unparalleled exposure for artists while reinforcing Victoria's identity as a city that celebrates creativity.

Strengthening the Arts & Business Connection

As someone who has long wanted to align myself and my brand more closely with UVic's arts community, I see this hotel as a perfect bridge between business, hospitality, and academia. The commitment to collaborating with UVic's arts program will provide valuable opportunities for students, emerging artists, and local creatives to connect with new audiences and commercial opportunities. Having a designated meeting space within the hotel for cultural organizations like the Victoria Arts Council further enhances the artistic vibrancy of downtown Victoria.

Economic Benefits & Increased Foot Traffic

From a business perspective, this hotel will generate significant economic benefits, which will ripple across the downtown core:

- 94,350 visitors per year will bring new energy and potential customers to surrounding businesses.
- The ground-floor restaurant and café will create an inviting streetscape, increasing foot traffic and enhancing the experience for both residents and visitors.
- 426 full-time jobs during construction and 96 permanent positions post-completion will contribute to local employment.
- The project will generate almost \$6.6 million annually in visitor spending, benefitting restaurants, shops, and galleries like mine.

These benefits are especially important as Victoria continues to recover from the challenges faced by the tourism and hospitality industry in recent years. A high-quality, well-integrated hotel development in Old Town will help sustain local businesses, activate underutilized spaces, and drive year-round economic activity.

A Thoughtful Approach to Growth & Heritage Preservation

Unlike other developments that might prioritize size over substance, this project has been carefully designed to minimize its visual impact while still delivering the necessary density to remain financially viable. The top two storeys have been set back by 30 feet, reducing the perceived height from the street and maintaining the human-scale charm that makes Broad Street unique. Additionally, Chard's commitment to salvaging and repurposing over 90% of the original building materials demonstrates a forward-thinking approach to sustainability and conservation.

Public Realm Enhancements & Community Engagement

Beyond its direct economic and artistic contributions, this hotel will also help enhance the public realm by:

- Installing catenary lighting along the 1300 block of Broad Street, creating a more inviting pedestrian-friendly atmosphere in the evenings.
- Improving the laneway behind the hotel, making it more functional and accessible for public use.

- Activating under-utilized spaces with engaging storefronts, restaurants, and community spaces, ensuring a lively, welcoming environment for visitors and residents alike.

Final Thoughts

I wholeheartedly support this development because it is thoughtfully designed, economically beneficial, and deeply rooted in the history and culture of Victoria. It strikes the right balance between preserving the past and embracing the future, making it an excellent addition to Old Town.

I encourage Council to approve the rezoning application and support this vision for a revitalized Broad Street. This project has the potential to become a beacon of artistic and economic vitality in Victoria, and I am excited to see it come to life.

Thank you for your time and consideration.

Best regards,

Sean Schuster

From: Scott Wingfield
Sent: July 8, 2025 12:16 PM
To: Legislative Services email
Subject: Zoning bylaw 2018, amendment bylaw (no. 18) No. 25-039

Dear Mayor and Council,

Subject: Concern Regarding Proposed Zoning Amendment – File No. 25-039
Re: 1312–1314 Broad Street & 615–625 Johnson Street Rezoning and Parking Reductions

I am writing to express my strong concern regarding the proposed Zoning By-Law Amendment (No. 25-039) for the properties at 1312–1314 Broad Street and 615–625 Johnson Street. As a business owner operating on this block for the past 16 years, I am directly affected by the proposed reduction in both vehicle and bicycle parking requirements.

This area is already under significant pressure in terms of parking availability. The proposed reduction from 44 to just 18 vehicle parking spaces, along with the complete removal of short-term bicycle parking, will place further strain on an already overstretched situation. These shortfalls will inevitably displace the parking demand onto surrounding public streets—spaces that my clients, staff, and delivery vehicles already struggle to access.

My business involves large-format art printing, photography, and artwork deliveries—tasks that require accessible, short-term parking for the loading and unloading of oversized and fragile materials. I have raised this issue with the City several times in the past, as there is no provision for loading zones or appropriate parking for my type of commercial operation. This has not been addressed.

As development in the downtown core continues, the needs of diverse business types—especially those that rely on physical transportation and handling of goods—must be taken seriously. The ongoing erosion of accessible parking in this area is not sustainable and is actively harming my ability to operate.

The zoning for this development has been amended multiple times, consistently reducing parking requirements while increasing allowable height and altering the original purpose. What began as a proposal for student housing has gradually shifted into a commercial hotel project—far removed from its initial intent.

Due to projects like this, my commercial property assessment—and therefore taxes—rose by 21% last year alone. This trajectory is not sustainable for small businesses already grappling with declining foot traffic, ongoing street issues, and reduced accessibility. I urge Council to review the recent DVBA survey and report, which clearly outlines the growing challenges faced by downtown businesses like mine.

I urge Council to reconsider the decision to waive a public hearing, and to require that this development include adequate off-street vehicle and bicycle parking—particularly given the increase in density and height being requested. Failing to do so will continue the slow erosion of accessibility for small businesses and clients in this historic part of the city.

Thank you for your time and consideration.

Sincerely,

Scott Wingfield

Owner, Art Ink Print

ART INK

p: Hours: Mon, Tues, Thur, Fri - 9:30am to 4:30pm PST

a: 604 Yates Street, 2nd Floor, Victoria, BC. V8W 1K9. Canada