



February 16, 2018

**RE: Development Permit and Variance application – 2670 Fifth Street**

Dear Mayor Helps and City of Victoria Council,

The Truffles Group is excited to submit the above noted application for relocation of the Cascadia Liquor retail store ("Cascadia") within the Quadra Village Shopping Centre.

**Proposal:**

The Development Permit application is to alter the exterior of the former BC Liquor Store building located at 2670 Fifth Street. Improvements will be made via replacement and redesign of the existing fascia, new glazing and door systems as well as hard and landscape improvements. A variance is required to alter the 200 square meter floor area detailed in the zoning bylaw. Although rezoning is not required, the proposal is consistent with the Liquor Retail Stores Rezoning Policy:

- The design addresses crime prevention principles via basic environment design with lighting and sightline improvements at the southern and eastern side of the building and property
- the proposed location has a retail area in excess of 275 square meters; however, the Liquor Retail Stores Rezoning Policy permits increased liquor retail areas on a case-by-case basis
- The proposed publicly accessible retail square footage is 440 square meters with storage and office space of 153 square meters (rationale for the increased size provided below)
- The store is in excess of 200m from any elementary or secondary school and in excess of 200m from another existing liquor retail store
- The application will improve the current building frontage and will be accessed via an adjacent street frontage and from within the existing shopping centre
- Quadra Village Shopping Centre is an established retail centre and is highly walkable and a bike friendly location. Nine (9) dedicated short term parking spaces and bike racks will be provided in front of the proposed location
- Preliminary approval for the relocation has been granted from the Provincial Liquor Control and Licensing Branch (LCLB)

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- Residents and businesses of neighbouring lots have been polled regarding the acceptability of the application and we have received positive responses (see Consultation Summary)

#### **Land Use:**

- Quadra Village is identified as a Large Urban Village in the Official Community Plan, 2012 (OCP)
- Proposal is consistent with the strategic direction outlined in the OCP to further develop Quadra Village in the Hillside-Quadra area as a “complete village centre”
- Facility size rationale – size suitable for Large Urban Village environment with complimentary retail uses including large scale grocery and pharmacy. OCP states that “Large Urban Villages are to be anchored by a full-service grocery store or equivalent combination of food retail uses, serving either as a local, rapid or frequent transit service hub”
- Liquor retail stores identified in the OCP as a commercial element/use in the guidelines for complete Large Urban Villages
- The area is characterized by commercial and high density residential buildings on Quadra Street, Hillside Avenue, Kings and Fifth Street
- The site is presently developed as a retail shopping centre and the proposed building is currently vacant

#### **Rationale:**

- *Demand* – to support the vibrant growth of Quadra Village, including an increased demand for extended products and services. Cascadia Liquor Quadra Village is currently ranked 4<sup>th</sup> out of over 600 private liquor stores in BC for craft beer sales with 75% of these products being sourced from local and provincially based breweries. The relocation will assist in improving this ranking
- *Improved Customer Service* - to offer an elevated shopping experience. The store interior and exterior will be bright and modern, with wide aisles, inviting sightlines, and an extended product range with a focus on local producers, organic, and hard-to-find products from the Pacific Northwest and around the world.



- *Operational Improvements* - to facilitate efficient (and safer) product receiving which is currently handled on the exterior sidewalk causing disruption to neighbouring tenants and customers. The size of the current location requires smaller orders to be dropped on an almost daily basis. This requires on site or staff security to monitor product while it is transported manually from the sidewalk into the small storage area. The larger proposed location would also allow for bulk and discount-based buying opportunities. As previous home to a Provincially run liquor store the proposed location already has a loading bay, ramp and adequate storage in place to facilitate operational needs
- *Safety & Security* – to create a presence at the northern end of the Centre. The proposed location has been unoccupied for a significant period of time. The relocation would free up parking spaces for customers of Fairway Market, the expanded People's Pharmacy and walk in medical clinic. The proposed location would have more dedicated parking and would also better distribute traffic through increased use of the more northern ingress/egress locations on Fifth and Quadra Street. The building at the proposed location is unique, stand alone and designed for higher standard security requirements

### Community

Cascadia Liquor Quadra Village ("Cascadia") is locally owned and has been operating at its current location in Quadra Village since 2009 and is grateful that the community has positively received our business.

Cascadia contributes monthly to a variety of charitable programs that raises funds for local non-profits through bottle donations, supplier partnerships and ice donations. This includes Quadra Village Day, SurfRider, Power to Be and many other local charities.

Cascadia has a longstanding positive relationship with the Quadra Village Neighbourhood Action Group and the Quadra Village Community Centre and has provided silent auction donations in support of neighbourhood community fundraising events.

A "Good Neighbour" policy is integrated into the landlord agreement to go above and beyond with commitments to the community including:

- That the use of the Premises shall not include the sale of single portion (bottle or can) of beer, coolers or ciders;
- that the closing time of the Premises will be limited to the same time as the closing time of Fairways Market, the adjacent grocery store, which is currently 11:00 p.m.
- that restrictive volume recycling program for bottles and cans is maintained

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- that the Premises be operated in accordance with regulations imposed by the Liquor Control and Licensing Branch of the Ministry of Public Safety and Solicitor General and that the store will not operate in such a manner as to result in a nuisance or unreasonable disturbance to other tenants, neighbours or occupiers of the retail shopping complex
- that Cascadia Liquor shall meet at least once each calendar year with the Quadra Hillside Neighbourhood Action Group, or more frequently if required by them, to review compliance with the provisions of our agreement
- having extra security on site should the business be found to be attracting undesirable clientele

The proposed relocation will not negatively impact Quadra Village or the surrounding community. It brings many positives for the residents that shop in the area and alleviates some of the logistical challenges that are faced in Cascadia Liquor's current location.

Thank you for your consideration,

*K. Barbon*

Keith Barbon, CPA, C.A.  
The Truffles Group of Companies



**CASCADIA**  
liquor

