



May 29, 2019

Re: 2713 Quadra Street

Dear Victoria City Councillors,

The Victoria Academy of Ballet is a niche ballet school offering the only post-secondary program in dance on Vancouver Island accredited by the BC Ministry of Advanced Education, Private Training Institutions Branch.

We are rapidly outgrowing our 2-studio location at 716 Johnson Street both in terms of facility for staff as well as appropriate space for our students. We are now looking for our "forever home" to accommodate 3 studios for instruction, proper student lounge and academic study areas and staff working areas. **We hope to have found that home at 2713 Quadra Street.**

**I have met with many of you to discuss this project and have enjoyed discussing your ideas for the betterment of the Quadra Village neighbourhood.** From these meetings, we have taken your ideas to explore them further.

Due to the high number of International students that we introduce to British Columbia, we are currently gathering information on the commission of a piece of Indigenous Art for our entrance way to educate and share BC culture.

We have also contacted the Quadra Village Community Centre to begin the discussion about sharing an annual bursary for a student to attend classes who would not otherwise be financially able to.

We are also excited to share with the Quadra Village Neighbourhood our Boys Can Dance Program. Now in it's third year, this successful program provides boys aged 7-11 with a FREE weekly boys only dance class in order to foster a passion for dance while removing the stigma for boys attending dance. Our senior level male students also volunteer their time to this class to assist and provide a positive role model for boys wanting to pursue dance.

We're looking forward to bringing life and movement to 2713 Quadra Street and to offering a beautiful, safe and inspiring training facility for our VAB dancers.

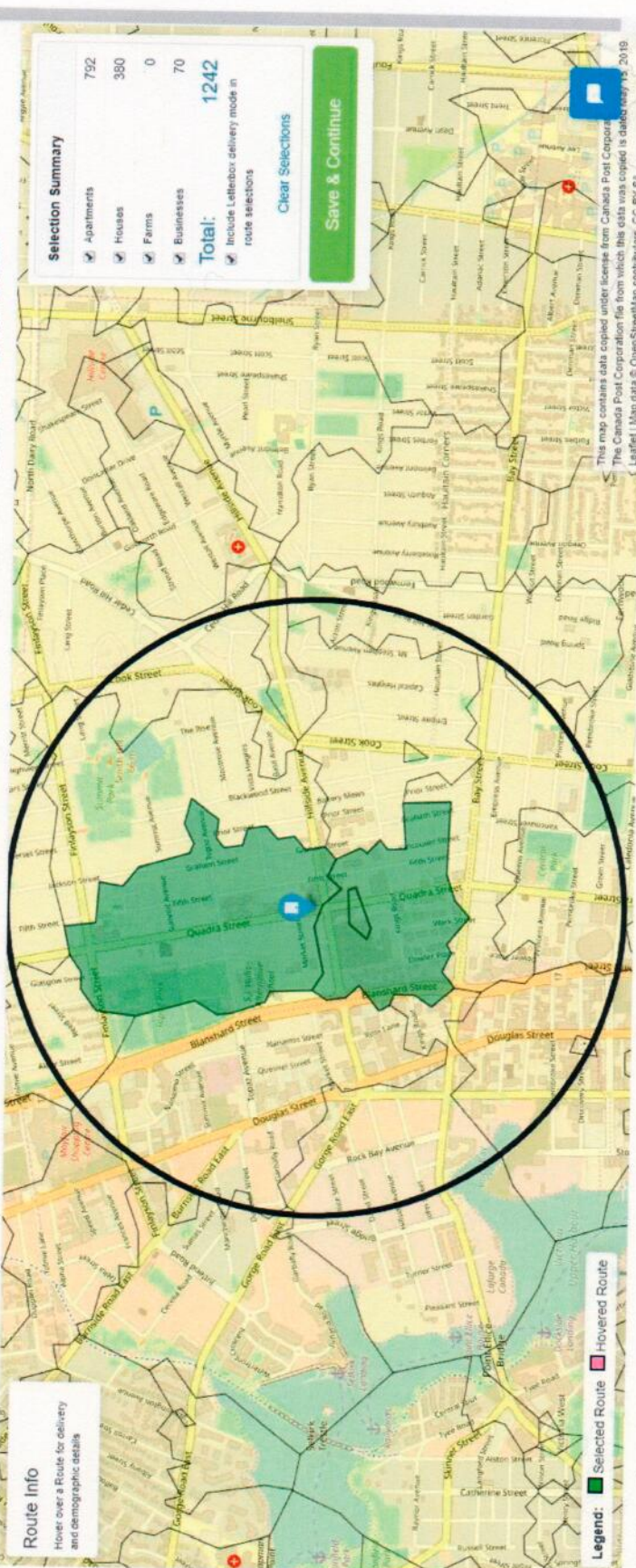
**We have so much appreciated your conversation about this project, and we hope that you will be in support of the revitalization of 2713 Quadra Street to move the project forward.**

Sincerely,

A handwritten signature in cursive script that reads "Elise Wren".

Elise Wren

Director of School Operations  
elise@victoriaacademyofballet.ca  
250-590-6752



Radius of Postcard drops, targeting 1242 businesses, houses and apartments.

Postcard  
(delivered June 3-7/19)  
Side 1



# VICTORIA ACADEMY of BALLET

We're moving  
to your  
neighbourhood.

And we're  
planning on  
a dramatic  
**BEFORE and AFTER**



Postcard  
Delivered June 37/19  
Side 2

# We plan to revitalize 2713 Quadra Street...

Turning it into a multi-level dance facility for Pre-professional and Post-Secondary Ballet Training.

And like any good neighbour, we wanted to update you on the progress.

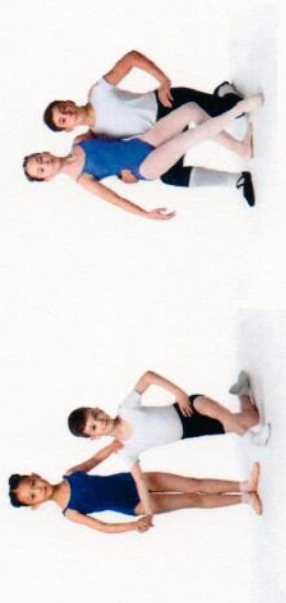
Victoria Academy of Ballet is a niche ballet school offering pre-professional dance training to domestic and international students. We are the only dance school on Vancouver Island offering a Post-Secondary Diploma designated by the BC Ministry of Advanced Education.

We have outgrown our 2-studio location at 716 Johnson Street both in terms of facilities for staff as well as appropriate space for our students. We are now looking for our "forever home" to accommodate 3 professional size studios for instruction, proper student lounge, academic study areas and staff working areas.

We have applied to the Victoria City Council for a parking variance, which will come across council in June 2019. If approved, the application will go to Public Hearing.

We're looking forward to bringing life and movement to 2713 Quadra Street.

Questions or concerns? Want to see our parking study or plans?  
Contact us at [admin@victoriaacademyofballet.ca](mailto:admin@victoriaacademyofballet.ca) or 250-590-6752



#

Postcard  
(delivered Feb 4-8/19)  
side 1



VICTORIA  
ACADEMY  
of BALLET



We're moving  
to your  
neighbourhood.

Let's start off  
on the right foot.

# We plan to revitalize 2713 Quadra Street...

Turning it into a multi-level dance facility for Pre-professional and Post-Secondary Ballet Training.

And like any good neighbour, we wanted to talk to you about it first.

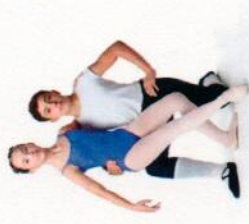
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We have outgrown our 2-studio location at 716 Johnson Street both in terms of facility for staff as well as appropriate space for our students. We are now looking for our "forever home" to accommodate 3 studios for instruction, proper student lounge and academic study areas and staff working areas.

We are seeking community approval to revitalize this building and further develop Quadra Village as a hub for the arts. We will be applying to the City of Victoria for a parking variance after running a successful parking study in 2018.

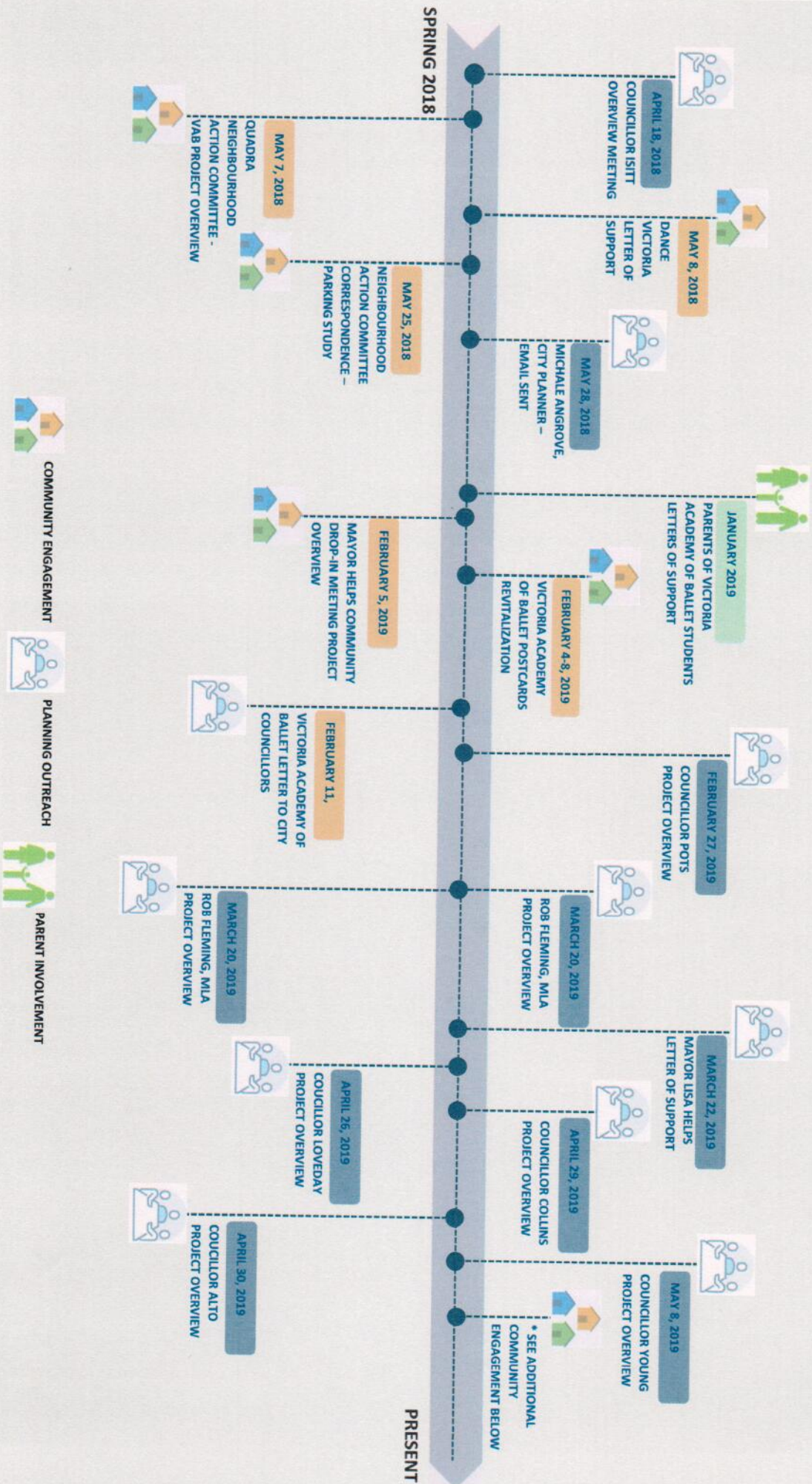
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EduCanada  
A world of possibilities  
Un monde de possibilités

# VICTORIA ACADEMY OF BALLET – 2713 QUADRA PROJECT ENGAGEMENT



# VICTORIA ACADEMY OF BALLET – 2713 QUADRA PROJECT ENGAGEMENT



## ONGOING COMMUNITY ENGAGEMENT:

LETTERS OF SUPPORT PROVIDED BY COMMUNITY MEMBERS INCLUDING RESIDENTS AND BUSINESS OWNERS REGARDING THE PROPOSED REDEVELOPMENT OF 2713 QUADRA:

1. DANCE VICTORIA, MAY 8<sup>TH</sup>, 2018
2. PARTY CRASHERS, AUGUST 9<sup>TH</sup>, 2018
3. CAFÉ FANTASTICO, AUGUST 9<sup>TH</sup>, 2018
4. RESIDENTIAL NEIGHBOR, FEBRUARY 6<sup>TH</sup> & 7<sup>TH</sup>, 2018
5. SAGE & CEDAR LETTER OF SUPPORT, FEBRUARY 11<sup>TH</sup>, 2018
6. FAIRWAY MARKET LETTER OF SUPPORT, MARCH 13<sup>TH</sup>, 2019
7. PIXELART COMPUTERS, MAY 16<sup>TH</sup>, 2019
8. MONARCH FURNISHINGS, MAY 17<sup>TH</sup>, 2019
9. SONS OF NORWAY, EIDSVOLD LODGE, MAY 18<sup>TH</sup>, 2019
10. CUPE LOCAL 50, MAY 15<sup>TH</sup>, 2019
11. JIM PATTON BROADCAST GROUP, MAY 21<sup>ST</sup>, 2019
12. PACIFIC PAINTS, MAY 21<sup>ST</sup>, 2019
13. STAN HAGAN CENTER FOR FAMILIES (SALVATION ARMY), MAY 23<sup>RD</sup>, 2019



COMMUNITY ENGAGEMENT



PLANNING OUTREACH



PARENT INVOLVEMENT



**Elise**

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**From:** Pixelart Computers <pixelartcomputers@shaw.ca>  
**Sent:** 16-May-19 5:38 PM  
**To:** Elise  
**Subject:** Pixelart Computer Service, Yes, very nice

Yes, very nice and clean. my kid can come and join some class.

I support it.

Alex Tang  
Owner  
Pixelart Computers

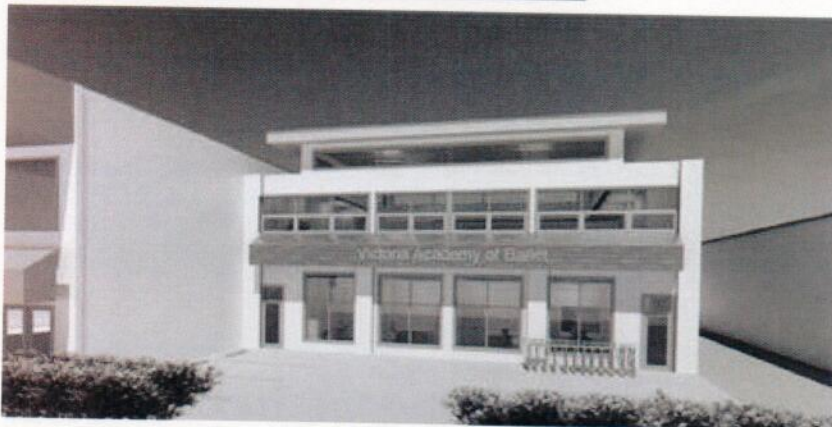
**From:** Elise  
**Sent:** Thursday, May 16, 2019 4:53 PM  
**To:** pixelartcomputers@shaw.ca  
**Subject:** RE: Buyer's Question re: Pixelart Computer Service

Hi,

Thanks for responding to me. No, not the building owner but a new neighbour.



VICTORIA  
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to your  
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And we're  
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BEFORE and AFTER

We plan to revitalize 2713 Quadra Street.

Turning it into a multi-level dance facility for Pre-professional and Post-Secondary Ballet Training.  
**And like any good neighbour, we wanted to update you on the progress.**



Friday May 17, 2019

To Whom It May Concern:

As a close neighbour of the proposed new site for the Victoria Academy of Ballet, Monarch Furnishings fully supports their application for a parking variance. The building proposal images look fantastic and would re-vitalise a current dilapidated building. New local businesses strengthen neighbourhoods & provide employment and a boost to the local economy. We also very much support the arts and children's fitness.

As part of being a good neighbour I would happily offer the Victoria Academy of Ballet free use my car park after my regular business hours (after 5.30pm on weekdays & 5pm on weekends), so they can walk their kids down.

Kind Regards

Tony Martin  
Owner

Monarch Furnishings  
1120 Hillside Ave  
250 590 3955

## Elise

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**From:** Loretta Pedersen <lorettapedersen@hotmail.com>  
**Sent:** 18-May-19 6:53 PM  
**To:** elise@victoriaacademyofballet.ca  
**Subject:** Fwd: 2713 QUADRA ST - Please help us

Dear Elise, please be informed that Sons of Norway, Eidsvold Lodge absolutely supports your application for a multi-level dance facility for Pre-professional and Post-Secondary Ballet Training project at 2713 Quadra Street, Victoria, BC.

Best Regards

Loretta Pedersen, President

Sons of Norway Eidsvold Lodge, #7-53

1110 Hillside Avenue,

Victoria, BC. V8T 2A7

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**From:** "Elise" <elise@victoriaacademyofballet.ca>

**To:** "eidsvold53" <eidsvold53@shaw.ca>

**Sent:** Thursday, May 16, 2019 4:27:58 PM

**Subject:** 2713 QUADRA ST - Please help us



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**Elise**

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**From:** Pacific Paint Centres <info@pacificpaintcentres.com>  
**Sent:** 21-May-19 12:34 PM  
**To:** 'Elise'  
**Subject:** RE: 2713 QUADRA ST - Submit to the city please were in support .

Victoria Academy of Ballet,

How exciting the news of you possibly moving into our neighbour hood , and such an improvement to the building and area.

Quadra street sure need this it's so wonderful to see some changes happening.

We are in full support 100% for your building and Parking should not be an issue with the City in this area if you ask me. I drive by this location at least 2-3 times a day and there is always vacant street parking on the street. Even at Peak times I agree there is loads of parking for every one around.

As Manager of Pacific Paints on 1031 hillside Ave we fully support and wish you all the luck.

Sincerely Manager shona Souka ...

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**From:** Elise [mailto:elise@victoriaacademyofballet.ca]  
**Sent:** May-16-19 2:23 PM  
**To:** info@pacificpaintcentres.com  
**Subject:** 2713 QUADRA ST - Please help us



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Dear Pacific Paint,

We plan to revitalize 2713 Quadra Street...



**May 21, 2019**

To whom it may concern;

Re: Victoria Academy of Ballet Application

This letter is to show our support for the application by Victoria Academy of Ballet to move from their present location to 2713 Quadra Street. The Q and The Zone have called Quadra Village home for many years, and we welcome the Victoria Academy of Ballet and wish them every success in their application and their exciting plans to revitalize 2713 Quadra Street.

Thank you for taking our support into consideration.

Best regards,

A handwritten signature in dark ink, appearing to read 'Rob Bye', written in a cursive style.

Rob Bye  
General Manager | Vancouver Island  
Jim Pattison Broadcast Group LP

## Elise

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**From:** Pat Humble <Pat\_Humble@can.salvationarmy.org>  
**Sent:** 23-May-19 5:12 PM  
**To:** Elise  
**Subject:** Re: 2713 QUADRA ST - Please help us

Good morning Elise

This is exciting news! The Quadra village is growing and developing a unique blend of arts culture. Victoria academy of Ballet, in my opinion, would be a fantastic welcomed addition to our quaint village.

The Salvation Army Stan Hagen Centre for Families would be honoured to be a voice of support to bring this unique opportunity to our community. The Salvation Army in the quadra village exists to bring hope and dignity to individuals and families in Greater Victoria. We offer many opportunities tailor made for people needing a helping hand and a friendly face to navigate the socioeconomic barriers that exist creating a divide between where they are and where they want to be.

We wish you the best of luck and look forward to meeting our new neighbours!

### Pat Humble

Community Ministries Director  
British Columbia Division

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*The Salvation Army  
Stan Hagen Center for Families  
2695 Quadra Street  
Victoria BC V8T 4E8  
Phone: 250.386.8521 ext. 224  
Fax: 250.386.8527  
Cell: 250.216.7163  
E-mail: Pat\_Humble@can.salvationarmy.org*

<http://www.SalvationArmy.ca>  
<http://www.sashcf.com>

"Elise" ---2019-05-16 04:55:00 PM--- Dear Pat,

From: "Elise" <elise@victoriaacademyofballet.ca>  
To: <pat\_humble@can.salvationarmy.org>,  
Date: 2019-05-16 04:55 PM  
Subject: 2713 QUADRA ST - Please help us

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**Elise**

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**From:** CUPE 50 CUPE 50 <cupelocal50@shaw.ca>  
**Sent:** 21-May-19 1:57 PM  
**To:** 'Elise'  
**Subject:** RE: 2713 QUADRA ST - Please help us

Elise,  
On behalf of CUPE Local 50 and Victoria 50 Holdings Limited, which are both located at 2736 Quadra Street, we are 100% in support of your revitalization project at 2713 Quadra Street and the parking variance you are seeking for the City of Victoria.

Best of Luck,

John Burrows  
President  
CUPE Local 50 and Victoria 50 Holdings Limited

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**From:** Elise <elise@victoriaacademyofballet.ca>  
**Sent:** May 16, 2019 3:16 PM  
**To:** cupelocal50@shaw.ca  
**Subject:** 2713 QUADRA ST - Please help us



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Dear CUPE Local 50,

We plan to revitalize 2713 Quadra Street...

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LEGISLATIVE ASSEMBLY  
of BRITISH COLUMBIA



Rob Fleming, MLA  
Victoria-Swan Lake

May 27, 2019

Committee of the Whole  
City Hall, 1 Centennial Square  
Victoria, BC

Dear Committee of the Whole,

It is a pleasure to write this letter of support for the submitted parking variance application from Victoria Academy of Ballet. I write this letter of support as the Constituency Assistant to the Hon. Rob Fleming, MLA for Victoria-Swan Lake. As Constituency Assistant, I am in the office every day and our building would be a neighbour to the new location of the Victoria Academy of Ballet.

Elise Wren, Director of School Operations, met with MLA Fleming and myself to discuss the preparation for the variance. The Victoria Academy of Ballet has completed a successful parking study, contacted the residents of the neighborhood, presented to Quadra Village Neighbourhood Action Group and have met with City Councillors to ensure due diligence is done on the project.

Our office sees no issue with the parking variance in terms of a neighborhood perspective and are excited at the vibrancy that the Victoria Ballet Academy would bring to the building at 2713 Quadra Street. I believe the interior and exterior renovations will greatly benefit the building itself and the surrounding neighborhood.

Thank you for your consideration of the submitted parking variance and allowing me to add support for the Victoria Ballet Academy.

Sincerely,

Christine Rousseau  
Constituency Assistant to Hon. Rob Fleming  
Victoria-Swan Lake

Constituency Office  
1020 Hillside Avenue  
Victoria BC V8T 2A3  
Rob.Fleming.MLA@leg.bc.ca





## **2713 Quadra Street Revitalization - Transportation Management Plan**

Suggested Parking Mitigation and Active Transportation idea for the clientele of Victoria Academy of Ballet (VAB).

### **Peak Periods of Clientele Pick-up/Drop-off:**

Saturdays: 9:00am-12:00pm

Wednesdays: 4:00-6:30pm

### **Existing Parking:**

-Use the 7 parking stalls on the proposed development plans designated as “Drop off” spots only (3-minute maximum)

### **Parking lot Greeters:**

-Utilize Senior students as volunteer “greeters” in the parking lot during peak period of drop-offs for younger children. The “greeter” would bring the child from the parent’s car to the supervised lobby area, eliminating the need for the parent to occupy parking the come into the building. The same method could be utilized for pick up.

### **Carpooling:**

-As a business existing downtown for the last 10 years, our clientele is actively interested in and arranges carpooling. VAB is willing to organize a carpooling system to not only reduce traffic congestion but also to encourage reduced emissions and promote community building.

### **Bike Parking:**

-A meeting with the Hillside Quadra Neighbourhood Action Committee in May 2018 revealed a desire for more bike parking in Quadra Village. 12 short term bicycle stalls have been included in the development plans.

### **Encouraging Alternative Modes of Transport:**

-In the Traffic Study, overall patron demand showed:

- 53% of trips are made by carpooling,
- 30% are dropped off
- 14% are by transit
- 2% are made by walking,
- 1 % by bike

Not a single patron reported to drive to the academy and therefore did not require parking.

### **Encouragement of Parents to Not Linger**

-As a current practice, VAB encourages parents not to linger in the studio lobby while their child is in class. This type of encouragement would continue, bringing an opportunity to share clientele with neighbouring businesses as parents run errands, frequent coffee shops, etc.

### **Sharing or Leasing Parking Spots from Local Businesses**

-Monarch furniture has offered use of their parking lot (for VAB staff and clientele) in hours when their business is not operating. This would alleviate parking for weekday evenings from 5:30pm onwards.