

November 17, 2019

Mayor Lisa Helps and Council
City of Victoria Municipal Hall
1 Centennial Square
Victoria, BC V8W 1P6

Dear Mayor & Council,

1312-1330 Broad Street, Victoria, BC
Rezoning and Heritage Alteration Permit Applications

I am writing to express support for Chard Development's proposed development on the 1300 block of Broad Street. For the past 30 years Chemistry Consulting and its predecessor firm Grant Thornton LLP, have been collecting, analyzing and distributing tourism statistics for Greater Victoria's tourism industry. Our statistics are utilized by media, property appraisers, Tourism Victoria and many other tourism related professionals.

Greater Victoria has seen a recovery in overnight visitors from 1.9 million overnight visitors in 2011 to 2.3 million overnight visitors in 2017. This recovery puts us close to our peak visitation years in the late 1990s. The visitor economy now contributes over \$2.3 billion dollars to the Greater Victoria economy based on 2016 Statistics Canada numbers.

It is my understanding that the proposed development will result in a purpose-built lifestyle hotel with 139 rooms and supporting retail. Further, I understand that this property would be operated by an experienced and well-respected operator chosen specifically for their commitment to a local focus in all aspects of their operation.

Over the past 10 years Greater Victoria saw 17 hotels close for a total of 1,050 hotel rooms amid a growing tourism market. (Reasons for closures include redevelopment to condos or social housing.) Since 2007, we have seen six hotels with a total of 632 rooms open outside the core area. At the same time, we have experienced some growth in short-term rentals currently totaling 1,268 listings and 675 licensed rooms.

Contact us today.

Victoria | Nanaimo | Vancouver
chemistryconsulting.ca



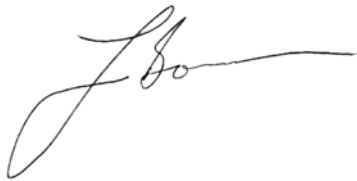
Hotel occupancy has exceeded 70% for the past five years. This high occupancy of 70% and above is the tourism industries and developers benchmark for the need of more room supply. If new rooms are not added to the inventory, hotel room rates will increase as the supply and demand balance is unsustainable.

The proposed development is much needed, and I believe it will bring significant economic benefit and employment gains to the City. I encourage mayor and council to support this redevelopment.

Should you wish to discuss this matter further, please do not hesitate to contact me directly.

Sincerely

Chemistry Consulting Group Inc.

A handwritten signature in black ink, appearing to read 'F Bourree', with a long horizontal flourish extending to the right.

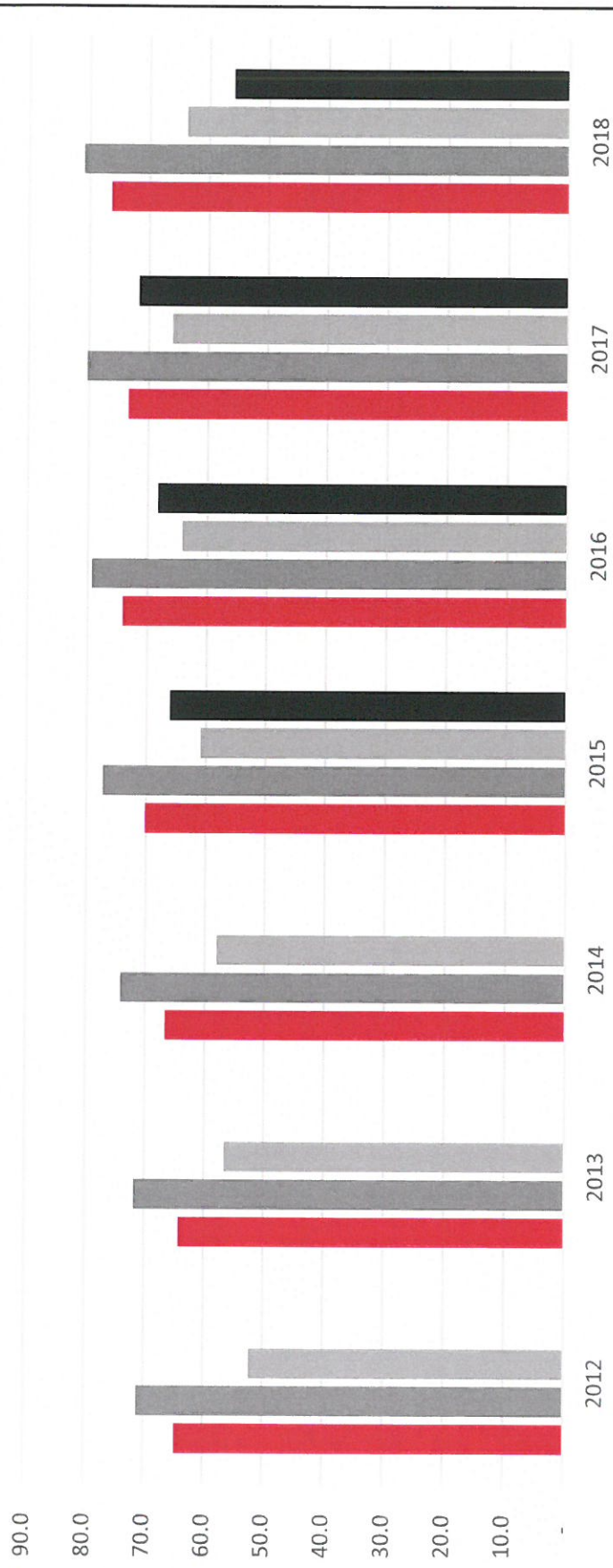
Frank Bourree, FCMC
Partner

Hotel/Motel Inventory Changes since 2007			
Hotel/Motel	Address	When closed?	# of Rooms
Closed			
Crystal Court Motel	701 Belleville Street	2007	20
Dalton Hotel (previously Dominion Hotel)	759 Yates Street	2012	50
Econolodge	101 Island Highway	2016	122
Harbour Towers Hotel	345 Quebec Street	2017	189
Holiday Court Motel	470 Hillside	2015	22
Miraloma on the Cove	Sidney	2011	12
Queen Victoria Hotel & Suites	Douglas Street	2012	146
Super 8 (previously Ingraham)	2915 Douglas Street	2016	51
Tally-ho (previously Travellers Inn)	3020 Douglas Street	2017	51
Travellers Inn	3025 Douglas Street	2009	48
Travellers Inn	626 Gorge Road East	2009	27
Travellers Inn	120 Gorge Road East	2009	68
Travellers Inn	710 Queens Avenue	2009	36
Travellers Inn	723 Field Street	2009	28
Travellers Inn (bought by Robin Kimpton)	760 Queens Avenue	2016	85
Victoria Plaza Hotel	Gov't and Pandora	2015	65
English Inn	429 Lampson	2017	30
			1050

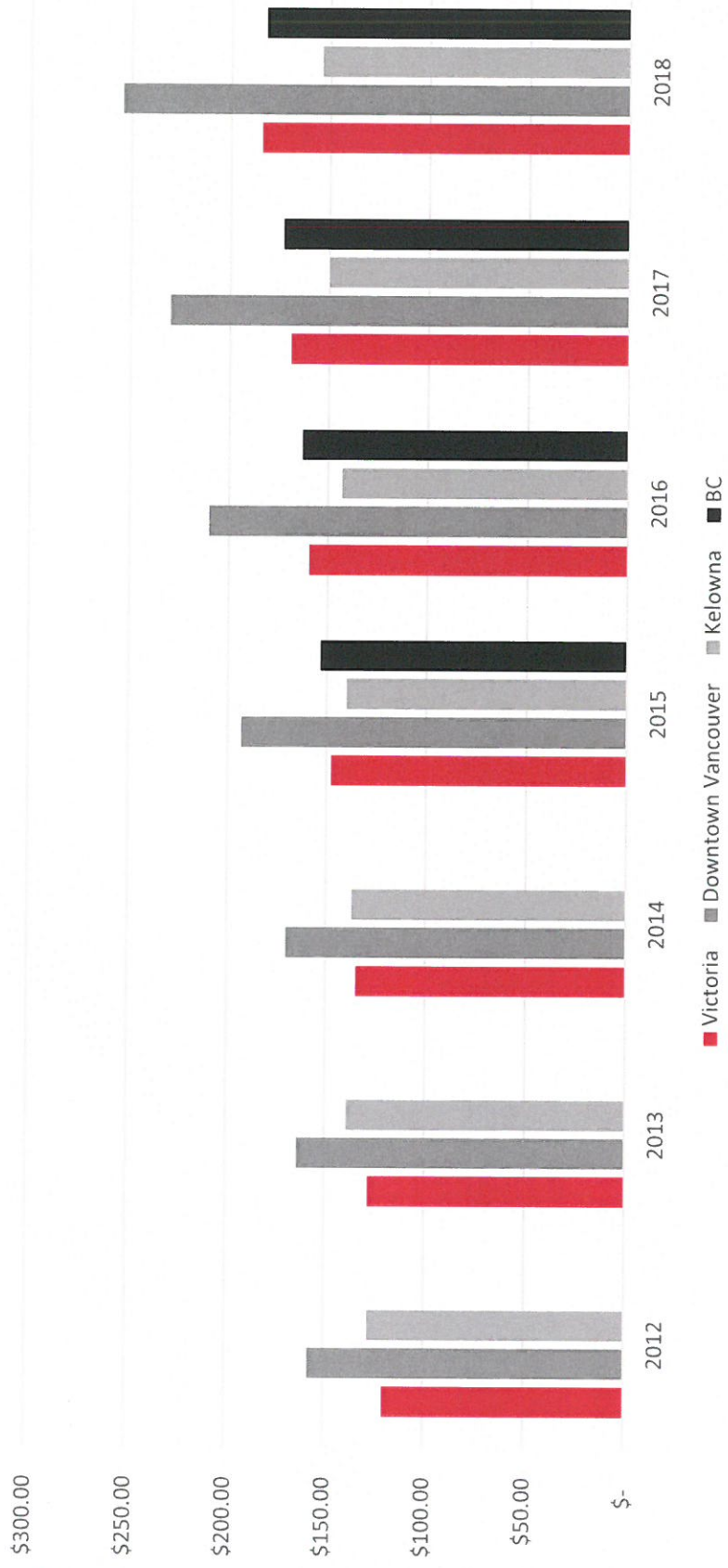
Opened Outside the Core Area			
Holiday Inn Express	318 Wale Road, Colwood	Nov. 2015	80
Prestige Oceanfront Resort (Best Western)	6929 W. Coast Road, Sooke	Feb. 2011	122
Four Points by Sheraton Victoria Gateway	829 McCallum Road, Langford	2007	117
Sidney Pier Hotel and Spa	9805 Seaport Place, Sidney	2007	55
Westin Bear Mountain Resort	1999 Country Club Way, Langford	Apr. 2008	158
Oak Bay Beach Hotel	1175 Beach Drive, Oak Bay	2012	100
			632

Short-Term Rentals in City of Victoria		# of Listings	# of Licensed
May-19		1268	675
Dec-18		1440	528

Comparative Hotel Occupancy % Victoria-Vancouver-Kelowna-BC



Comparative Average Room Rate \$ Victoria-Vancouver-Kelowna-BC



November 19, 2019

Mayor Lisa Helps and Council
City of Victoria Municipal Hall
1 Centennial Square
Victoria BC, V8W 1P6

Dear Mayor & Council,

**Re: 1312-1324 Broad Street, Victoria, BC
Rezoning and Heritage Alteration Permit Applications**

On behalf of the University of Victoria, I am writing to express support for the above noted Rezoning Application.

The project in the 1300-block of Broad Street will honour the legacy of Michael Williams, by rehabilitating and extending the life of the historic Duck's Building and the adjacent Duck's Carriage Factory rubble stone wall, enhancing the vibrancy of downtown's Old Town district.

The Broad Street properties were part of the Williams' estate bequest to UVic after he died in 2000. The beloved Victoria business man and developer was a heritage conservationist, art collector and philanthropist. His intention was that the properties provide the university with ongoing financial returns to support academic programming, research, student services and supports.

I encourage Mayor and Council to support this redevelopment as submitted. Should you wish to discuss this further, please do not hesitate to contact me directly.

Yours truly,



Gayle Gorrill
Vice-President Finance and Operations, University of Victoria





October 24, 2019

Mayor Helps & Council
City of Victoria
City Hall
1 Centennial Square
Victoria, BC V8W 1P6

Dear Mayor & Council,

**Re: 1306-1324 Broad Street, Victoria BC
Rezoning and Heritage Alteration Permit Applications**

I am writing as the owner and operator of the building and business directly across the street from the subject property to express my support of the proposed development. Robinson's Outdoor Store has been a local, family-run business for nine decades and has remained a fixture in downtown Victoria through the Great Depression, World War II and many other economic ups and downs. The premier source for outdoor gear on Vancouver Island, Robinson's success is attributable to the organization's forward-looking approach to business. It is with this same approach that we support development of the subject property.

Having reviewed the proposed development, I can say with confidence that we believe this project will bring significant benefit to the City of Victoria and the Old Town District. The addition of 136 desperately needed hotel rooms with supporting retail will help to reinvigorate the block, bringing significant economic benefit and employment gains to the City. The rehabilitation of the existing Duck's Building and the Duck's Carriage Factory rubble wall will ensure that this benefit comes in a manner that respects the existing character of Old Town and celebrates the past while still embracing the need to continually look forward. Although it will be a challenge for business during the 2 year construction period, we trust the outcome will be worth it.

We encourage mayor and council to support this redevelopment as submitted. Should you have any questions on this matter, please do not hesitate to contact me directly.

Sincerely,

Robinson's Outdoor Store

A handwritten signature in cursive script that reads 'Gayle Robinson'.

Gayle Robinson

Specializing in Backpacking, Adventure Travel and Fly Fishing
www.robinsonsoutdoors.com

