



January Gin Joint & Eatery Ltd.  
1820 Government Street  
Victoria, BC V8T 4N5  
T. 604-644-3042  
E. [tt@januaryinvictoria.com](mailto:tt@januaryinvictoria.com)

Committee of the Whole  
City of Victoria  
No. 1 Centennial Square  
Victoria, BC V8W 1P6

February 14, 2020

In Regards To:

Application for Extended Hours of Liquor Service and Patron  
Participation Entertainment Endorsement, 1820 Government St,  
Victoria, BC V8T 4N5

Dear Mayor Helps and Members of Council,

Thank you for the opportunity to specifically address the concerns of the Downtown Residents Association Land Use Committee, in addition to any concerns or questions by Members of Council regarding my Application.

January Gin Joint & Eatery is a for-profit business and will be open during regular dinner hours of service, as well as before and after those traditional 5pm-9pm peak dinner hours of operation. In order to help grow and sustain a vibrant economy within the Old-Town-Chinatown-Brewery-Design Districts, businesses need to help attract consumers throughout the whole of the day and evening, providing reasons for people to stay in the neighbourhood longer; making it a destination within the City for locals and tourists alike. Our menu is designed to celebrate the restaurants within the neighbourhood rather than be in direct competition with them.

Everything old is new again with the contemporary charcuterie trend. From heritage meats to bold flavors to plant-based options (fig "salami" anyone?), specialty options are helping to drive consumer interest and boost sales. The meat department and deli counter represent a \$9 billion industry in the U.S. alone, with a \$200 million increase in sales dollars and volume growth

from the specialty deli meat segment in 2018<sup>1</sup>. Thanks to the widespread interest in nose-to-tail and farm-to-table cookery, chefs are taking a closer look at utilizing food waste with in-house charcuterie creations. The public's genuine like for eating pâté and terrines, and better-quality meat available from heritage breeds supports the industry growth. The concept of January Gin Joint & Eatery brings together this trendy but traditional style of sharing boards in lieu of more traditional-style evening meals, with craft cocktails & desserts for the perfect pairing.

By way of serving appetizers, charcuterie and desserts - rather than appetizers, more traditional evening-style meals, and desserts, we are hoping to support the already established fine and finer dining restaurants within the neighbourhood such as Olo, Brasserie L'Ecole and Saveur; as well as those new to the area such as Sherwood and the much anticipated new restaurant by the Toptable Group at 1515 Douglas. We feel our menu selection which includes 12 appetizers, 14 desserts and customizable charcuterie portions for any sized party to enjoy before dinner or in lieu of dinner is a more than adequate offering for our 40 seat restaurant<sup>2</sup>. We are not open for breakfast or lunch; nor are we a licensed lounge, bar or nightclub.

#### Our Target Market:

Before building our "before & after" dining and drinks destination, we conducted a market survey and feasibility study and we are certain that, in addition to the seasonal-based tourists, there is a wide range of local people who would patronize our establishment for dinner or before and after dinner on a regular basis. In view of that, we have created strategies that will enable us to reach out to various groups of people who are likely going to become our loyal customers. Below is our target market:

- 30+ year old customers
- Those seeking a more quiet, intimate space
- Charcuterie lovers
- Brasserie L'Ecole patrons waiting for a table
- Others frequenting downtown Victoria; specifically Old Town, Chinatown & the Brewery-Design District, as a destination for a dining experience
- Dessert & chocolate lovers
- High-end gin aficionados
- Craft cocktail lovers

#### Our Competitive Advantage:

Competition in the food and beverage industry will always remain intense. There is not currently a turn-of-the-century, Paris/London food-hall inspired charcuterie destination in Victoria. We are excited to be the first such establishment in the city and follow in the footsteps of success stories from Vancouver such as award-winning and groundbreaking Salt Tasting Room<sup>3</sup> and Bartholomew Bar<sup>4</sup>, both of which are Food Primary charcuterie only style restaurants. With January located at historic 1820 Government Street, we definitely have a competitive advantage with location, location, location within the rapidly growing dining destination of the

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<sup>1</sup> Source: <http://bit.ly/2u8l0gd>

<sup>2</sup> See appendix 1

<sup>3</sup> <http://www.salttastingroom.com/>

<sup>4</sup> <https://dailyhive.com/vancouver/bartholomew-vancouver>

Brewery-Design District and Chinatown/Old Town areas vs other fine dining focused food and beverage establishments located outside of these trendy areas.

January Gin Joint & Eatery Ltd. is an Owner-Operated restaurant; operated by myself, a charcuterie lover, craft cocktail enthusiast and the sole owner of the Corporation. My capital expenditure is over \$450,000 and with the engagement of my long term lease, this venture is the last segment of my 30+ year career in hospitality before retirement. The entirety of the project has been thoroughly researched and purposefully designed to be a lasting contribution to our community and City.

I personally reside on the 2nd floor of The Lim Dat - the same city block-long building in which January Gin Joint & Eatery operates, municipally described as 1802 - 1826 Government Street; legally described as P.I.D. 009-370-731 Lot 477, Victoria City and P.I.D. 009-370-749 Lot 478, Victoria City (located between Herald Street and Chatham Street).

There are currently 22 residential suites leased via Devon Properties Ltd<sup>5</sup> within the building (Suites 1003-1012 and Suites 2001-2012); rather than 26 as noted in the records of the DRA LUC. I have lived on each of the 2 residential floors, in a total of 3 different suites within the building, and am intimately aware of the noise transference both from elsewhere within the building, and from the sidewalks and busy Truck Route<sup>6</sup> and vehicle thoroughfare of Government Street, directly outside. I intend to continue to live in the building so long as January is operational, allowing for an exceptionally short commute from my 2nd floor loft home to my commercial ground floor business tenancy.

The fellow residents of the Lim Dat are friends and neighbours, and the building is our home. I have taken the time to engage in meaningful, productive dialogue with all of those available to speak directly with me in regards to my Application. Of the 17 people with whom I was able to connect face to face in a short period of time, in addition to others indirectly or elsewhere in the neighbourhood, each supported our restaurant being in the building, its Extended Hours Application, and its Entertainment Endorsement Application.

These supporters include 3 individuals who voiced concerns when I solicited their feedback. After discussing the measures January is taking to ensure we do not negatively impact our neighbours and neighbourhood, each was happy to add their name and support to our poll of the tenants of the Lim Dat (and surrounding area) regarding the matter at hand<sup>7</sup>. Notably, two separate residents of the Lim Dat who are in favor of my Application have lived in the building for 28 years, and 22 years, respectively. Neither feels January Gin Joint & Eatery will negatively impact their continued tenancy or the appeal of the building to future tenants as the community transitions towards the vision outlined in the 30-year Official Community Plan adopted by the City in 2012<sup>8</sup>.

With the support of the building Owners, who thoroughly read our business plan and carefully considered our Offer to Lease, our impact on our neighbours and neighbourhood, and that

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<sup>5</sup> [https://devonproperties.com/properties/lim-dat-building/?property\\_query=](https://devonproperties.com/properties/lim-dat-building/?property_query=)

<sup>6</sup> <https://www.victoria.ca/assets/Departments/Engineering~Public~Works/Documents/TruckRoutes.pdf>

<sup>7</sup> see attached - appendix 2

<sup>8</sup> <https://www.victoria.ca/EN/main/residents/community-planning/official-community-plan.html>

impact on their business of successfully operating a mixed use commercial-residential building in a commercial-residential-industrial neighbourhood; we entering into a (20 year) long-term lease contract between January Gin Joint & Eatery Ltd. and 1802 - 1826 Government Street Properties Ltd.

Our interior design, decor and menus reflect our desire to create an upscale, intimate conversational space for the over-30 clientele; all created for the purpose of sharing, socializing and networking. Every reasonable consideration to enhance noise reduction and noise absorption which could be implemented during the construction phase of the restaurant build-out has been incorporated, including the furniture, design and decor elements. Minimization of sound transmission in (residential) buildings is an important factor to ensure occupant comfort, and is closely related to fire-resistant construction<sup>9</sup>.

The reconstructed, fire-rated floor assembly between the lower level and main (street) level and the new fully enclosed fire-rated corridor from the lower level to main level, encapsulating the new stair assembly, in combination with the existing 21-inch-thick brick interior demising walls between units and same (brick) exterior walls will ensure little-to-no noise transference from the lower level of the restaurant to any level above it<sup>10</sup>. Other purpose built sound reducing elements include, but are not limited to:

- Use of 5/8" drywall for new construction where space permits<sup>11</sup>
- Use of Green Glue Noiseproofing Compound<sup>12</sup>
- Staggered stud walls with acoustical insulation for new wall assemblies where space permits<sup>13</sup>
- Use of acoustic nail-up tin ceiling tiles in conjunction with acoustical pad<sup>14</sup>
- Fabric upholstered, high, channel-back designed curved booths and fabric upholstered banquettes for seating<sup>15</sup>
- Installation of rubber door gaskets, rubber sealant & new caulking around all windows<sup>16</sup>
- Firestopping between main floor and residential area of building<sup>17</sup>
- Strategically place indoor plants<sup>18</sup>

Anyone who understands the science of soundproofing understands the best way to ensure you are not negatively impacting your surrounding area is to simply not produce the sound(s) to begin with which might cause disturbance. To this end, January Gin Joint & Eatery is not installing a traditional sound system. Background music and the system it is delivered though will be absent of any heavy bass or subwoofers and kept to an appropriate level for the time of

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<sup>9</sup> [http://cwc.ca/wp-content/uploads/2019/03/publications-IBS3\\_Fire\\_SMC\\_v2.pdf](http://cwc.ca/wp-content/uploads/2019/03/publications-IBS3_Fire_SMC_v2.pdf)

<sup>10</sup> See attached appendix 3

<sup>11</sup> [https://www.soundproofingcompany.com/soundproofing\\_101/understanding-stc-and-stc-ratings](https://www.soundproofingcompany.com/soundproofing_101/understanding-stc-and-stc-ratings)

<sup>12</sup> <https://www.greengluecompany.com>

<sup>13</sup> see attached appendix 3

<sup>14</sup> <https://www.americaninceilings.com/colors-master-acoustic.html>

<sup>15</sup> <https://www.soundproofcow.com/proper-furniture-placement-can-reduce-sound/>

<sup>16</sup> <https://www.tmhardware.com/Door-Gaskets/>

<sup>17</sup> [https://www.hilti.com/medias/sys\\_master/hf9/h56/9161894821918.pdf?mime=application/pdf&realname=Restricting](https://www.hilti.com/medias/sys_master/hf9/h56/9161894821918.pdf?mime=application/pdf&realname=Restricting)

<sup>18</sup> <https://betersoundproofing.com/best-sound-absorbing-indoor-plants/>



day and our District within the City<sup>19</sup>. On the occasion of a live performance in the lower level of the establishment, it would be unplugged and acapella, as is appropriate and in keeping with the period-specific design and decor. Any such occasional performance would also comply with the times set for such activities in accordance with the licensing and not continue late night.

In conclusion, I believe January Gin Joint & Eatery will have a positive impact in its neighbourhood, and be a welcome addition to the historical Lim Dat building. We do not seek to replace Sager's Home Living as the anchor tenant. We aim to contribute to the revitalization of the neighbourhood, help make it a safer place for residents and customers alike, contribute to the economic viability of the Official Community Plan and uphold the support of the City of Victoria, its various departments, Managers and Directors.

Thank you for your time and consideration.

Respectfully,

A handwritten signature in black ink, appearing to read 'Tanya Topolniski', written in a cursive style.

Tanya Topolniski  
Owner/Operator

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<sup>19</sup> <https://www.victoria.ca/assets/City~Hall/Bylaws/bylaw-03-012.pdf>

# APPENDIX 1



## SMALL

Trio of Olives ~ variety of small, medium & large olives to share

Sweet Pea Pesto Crostini ~ sweet pea pesto, roasted garlic, parmesan on toasted Fol Epi baguette

Marinated Mozzarella & tomato ~ fresh basil & chives, cherry tomatoes, mozzarella & Fol Epi baguette

Cheese & Zucchini Roulades ~ grilled zucchini, ricotta & parmesan, olives, fresh basil

Oven Roasted Root Vegetables - locally sourced potato, sweet potato, blue potato, taro root & parsnip oven roasted, salted & served with buttermilk ranch or vegan french onion dip

Relish Plate ~ local brined, pickled, & marinated vegetables

## MEDIUM

Antipasto Selection - pickled pepperoncini, cherry tomatoes, olives, petite pepperoni & salumi, mushrooms, chickpeas, provolone cheese

Artichoke & Gruyère ~ roasted artichoke hearts, rich gruyère topped with Parmigiano-reggiano, Fol Epi baguette

Classic Crab Dip ~ cream cheese, smoked paprika, tender crab meat, Lavash crackers

Buffalo Tartare ~ hand-chop buffalo, capers, chives, shallots, and seasoned egg yolk served with toasted Fol Epi baguette

Ceviche ~ local, seasonal marinated fresh fish served with toasted Fol Epi baguette

Crudit  Tray ~ garden fresh vegetables, house made goat's milk yogurt dip or vegan french onion dip

## LARGE

Chef's Platter ~ Chef's selection of favorites from above

For Two \$ \_\_\_\_

For Four \$ \_\_\_\_

For More \$ *see your bartender*

## CHARCUTERIE

A rotating selection of artisan cheeses or vegan artisan cheeses, house preserves, smoked, cured & cooked meats or fish, vegan proteins, pickled vegetables, fresh fruits. All served with local Fol Epi whole wheat baguette. Start by choosing your board:

### Traditional

prosciutto, bresaola,  
jamón Serrano,  
peppered salami

### West Coast

smoked salmon, cold-smoked halibut,  
hot-smoked albacore tuna,  
west-coast mousseline

### Modern

foie gras, pâté grandmère  
hazelnut rillettes de canard,  
foie de volaille

### Vegan

Very Good Butchers vegan pepperoni, roast beast  
& deli fowl, Sweet Earth traditional seitan  
slices, Harmless Ham™

For Two \$ \_\_\_\_

For Four \$ \_\_\_\_

For More \$ *see your bartender*

### *Customize with your favorite additions:*

#### \$12 each

Neal's Yard Sparkenhoe Red Leicester	Neal's Yard Colston Bassett Stilton
Neal's Yard Brightwell Ash Gruyère	Salt Spring Island Cheese Co's St. Jo Feta
Double-creamed Brie Gouda Gorgonzola	Salt Spring Island Cheese Co's Flower Chèvre
Salt Spring Island Cheese Co's Herb and Garlic Ruckles	Aged Cheddar Comte

#### \$7 each

Pickled red onion	Pickled cauliflower	Kalamata olives	Castelvetrano olives
Pickled asparagus stalks	Marinated mushrooms		
Arbequina olives	Picholine olives	Pickled asparagus	

#### \$4 each

Crackers - apricot, fig & lemon raincoat crisps®    Crackers - seasonal pumpkin spice raincoat crisps®  
Crackers - cranberry hazelnut raincoat crisps®    Crackers - Seattle favorite mini Croccantini cracker  
Crackers - Gone Crackers™ olive oil & cracked pepper cracker

**\$3 each**

Mango chutney                      Blackberry jam                      Red Pepper jelly  
Blueberry Jalapeno jelly      Caramelized onions

**Complimentary:** Extra baguette, 1 per table

## ***(Not Just For)* DESSERT**

Salted Caramel & Dark Chocolate Figs - as delicious as they sound

Macaroons - selection of Fol Epi's current offerings

Poached Pears - red wine poached pears, honey, ginger, cardamom syrup, honey-cinnamon vegan almond crème fraîche

Almond & apple tart - autumnal apple & almond tart with slightly sweet, nutty frangipane filling. Served with vegan Calvados Chantilly almond cream

Lavender-Poached Peaches Blackberry bread pudding - lavender-spiked blackberry-peach compote, Fol Epi sourdough bread pudding, grand marnier infused vegan heavy almond cream

Poire William Charlottes - a pair of pear and pistachios infused cakes, filled with Bavarian style vegan almond cream

Basket of Profiterole - because 1 is never enough..

Champagne & raspberry possets - vegan cashew double cream, local raspberries & champagne

Chocolate coconut banoffee tartlet - bourbon-laced biscuit, caramel, banana toffee, & creamy coconut topping

Strawberry & elderflower trifle - ripe strawberries, ginger jelly, lemon drizzle cake, double vanilla cream

Gooseberry crème brûlée tart - seasonal fresh berries, sweet pastry, crisp cracked sugar topping

Cheese Platter - Chef's selection of cheese, vegan cheese or both

Chocolate Lover's Plate - a rotting selection of the world's finest

Classic English Lemon Curd - smooth, silky, tangy & tart

Pâte de Fruit - a selection of classic sugared French fruit jellies

***\* Takeaway Baskets available for pick up until 1am***



## APPENDIX 2

TO: Committee of the Whole, City of Victoria

DATE: February 11, 2020

SUBJECT: Application for Extended Hours and Entertainment Endorsement for January  
Gin Joint & Eatery 1820 Government Street, Victoria

I understand January Gin Joint & Eatery, located at 1820 Government Street, in the Lim Dat Building, is applying for an 1 hour extension of a Food Primary License Application Thursday - Saturday only and for an Entertainment Endorsement. I SUPPORT the addition of the restaurant to the neighbourhood. I DO NOT feel it or the extended hours will have any additional negative impact on the noise levels in the building or on the surrounding streets.

(PRINT) NAME

ADDRESS

SIGNATURE

Curtis Vertefeuille	304-555 Chatham	
Andrew Harris	523 Fisgard	
Catrina Stuart	1012-1818 Government	
Tristan Shouldice	1011-1818 Government St.	
Michelle DeRocher	2005-1818 Government St.	
Rachel Burt	2010-1818 Government St.	
David Ferguson	2001-1818 Gov't	
Larry Salvador	2009-1818 Gov't	
ANDREW STRUTHERS	2011-1818 GOVERNMENT	
JL Boutilier	1008-1818 Government	
Jenna Shouldice	1011-1818 Government	
ELLIOTT LORAN	1818 GOVERNMENT APT 2002	
Tanya Topolinski	1003-1818 GOVT. ST.	
Sandra Christensen	2003-1818 Govt St.	
TREVOR BAU	1007-1818 GOVERNMENT ST	
Sean Osborne	1007-1818 GOV ST	

Chris Stuart 1012-1818 Government St. Stuart  
 JANET MACDONALD #2007-1818 Government St. D. Mac  
 Fred Berglund 407-640 Fitzgerald SA  
 Marlene Schickel 1818-2005 Port St. SUTTE  
 Simon D. Rocher 2003-1818 Govt St. Simon D.

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(PRINT) NAME

RICK HAWARD

ADDRESS

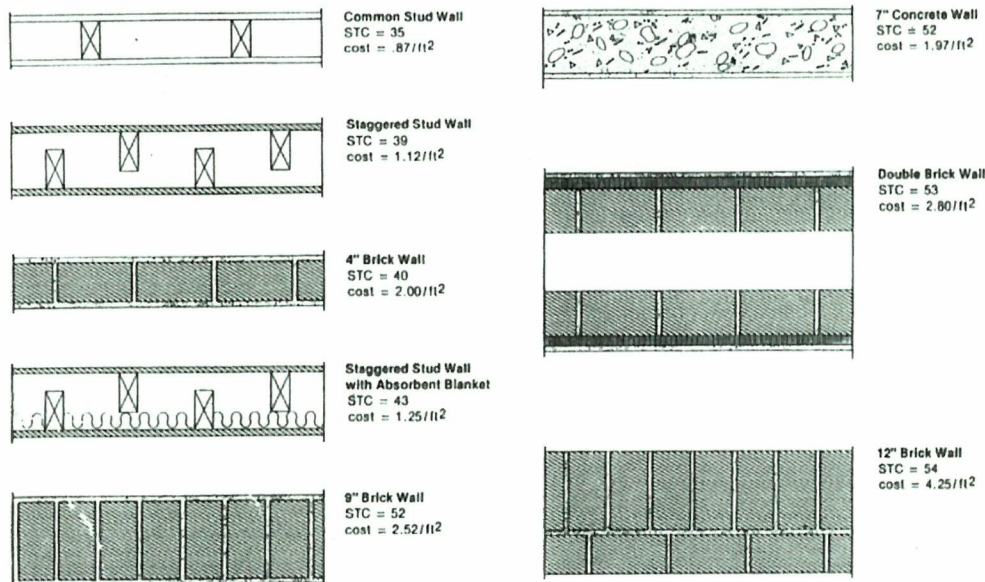
1010, 1818 GOVERNMENT STREET

SIGNATURE

[Signature]

## APPENDIX 3

Figure 4.13 shows a sample of wall types ranging from the lowest to the highest sound insulation values. The cost of these walls in dollars per square foot is given for comparison of cost effectiveness.<sup>12</sup>



4.13 Wall Types with STC Rating and Approximate Cost.