

Ryan Morhart

From: Jason Pincombe <jasonpincombe@gmail.com>
Sent: April 9, 2021 12:10 PM
To: Ryan Morhart
Subject: Re: Draft report for COTW

Here is our correspondence to the letter received in regards to our liquor license application at 714 Cormorant St.

In response to the letter received in regards to our liquor license application at Tora Tiki (714 Cormorant St) we'd like to take this opportunity to address some of the concerns mentioned in the attached correspondences from the community, including the DRA. We fear there is a serious misunderstanding with respect to what in fact our intentions actually are with the space and its license and would like to provide further guidance on our vision for the space and it's operations.

Firstly, let us introduce ourselves, Matt and I have owned businesses in the downtown core for a collective 25 years. Matt is best known for his Victory Barber and Brand location on Blanshard St while I opened Wheelies Motorcycles and Cafe in Rock bay in 2013. We then collaborated and opened Saint Franks in 2015, located at 1320 Broad St. We have been fortunate enough to have built a solid following with locals and tourists alike, being featured in everything from international magazines, local newspapers and national television shows.

Now we have decided to realize a dream both of us have shared for years. After visiting other tiki style lounges around the U.S and beyond in our travels, we've always wanted to bring our vision of a small, unique and inclusive space that we hope will stand out as a local institution at 714 Cormorant St in the Fairfield Block Building, formerly Hive Hair Salon for years to come.

Our intention is to open a **50s Hawaiian themed Tiki Lounge**. Along with a fun mix of exotic cocktails and mocktails **we will be offering a menu of food items that compliment our theme created by local chef and owner of Marta Cafe, Nikita Cyr (menu was included in our application package)**. On top of that, we are also creating a **soundproofed room** within our existing space as a private karaoke room which can be rented by the hour for events and parties of 10 or less people.

Our space is small by comparison to other restaurant or lounge spaces in Victoria, holding only 55 total patron seats (including the private karaoke room) which will allow for 5 staff bringing us to our **60 person capacity**. Given that smaller capacity, we will also be taking measures **to ensure a good neighbour policy by having a host posted at our door with a reservation system in place so as not to clog up any sidewalks or create unnecessary extra ambient noise. We also intend to have signage up to encourage patrons coming or going to respect our neighbours and discourage any outside ambient noise.**

It should be noted as well, **our target demographic is an older clientele (35-60)**. With higher price points on drinks and food, more attention to quality and a well trained staff to encourage customer satisfaction and dissuade any semblance of a club or anything other than our original intention, which is a well appointed, classic tiki lounge.

We understand that there will eventually be housing above us and have spoken to the new ownership group "FABRICliving". They have indicated they are happy to have us seeing how our vision fits into their brand as well. Our goal is to create a space in the core that sees a trend in restaurants and lounges moving into the northern corridor (Sherwood, Top Table, TacoFino, The Hallway, Citrus and Cane etc) and away from the lower Yates area.

As far as the concerns stemming from the community as well as the letter from the DRA, let us clarify our hours of operation:

We will be open 5 days a week, Wednesday to Sunday, closed Monday and Tuesday. **Our hours will mirror those at Saint Franks with an opening time of 5pm and closing at midnight Weds, Thurs and Sun, and 1am closing Sat and Sun.**

We have/had no intention of ever being open until 2am, we simply took our cues from our experiences at Saint Franks which holds a 2am closing license, something we have never used in our 6 years of operation closing at the latest 1am Friday and Saturdays.

The sound mitigation to any future upper floor residences has been inspected by a city official. **We added the sufficient barrier to adequately mitigate any sound travel (it should be noted only 50% of our space will house any residential above, the back 50% is open air above us).** As well, our space will have low level 50s “tropical style” music with zero little if any real “bass” sound.

Our karaoke room is built as a stand alone sound proofed space within our already sound proofed space, that room can hold up to 10 patrons. Needless to say **it does not require a lot of power or sound for that small of an audience.** The idea here was to create a space in the city where corporate groups, birthdays or small parties can come and enjoy something that is not offered anywhere else in the city, (Lottoria does have karaoke however our space is much better insulated, designed and user friendly).

It cannot be stressed enough that our intention is not to create a “nightclub” environment, or anything that would resemble one, nor is it something we intend on running 7 days a week, let alone until 2am. Our intention is, and has been from the start to create a small, intimate tropical style hideaway that offers patrons exotic cocktails and food, with an addition of small private soundproofed room (inside our already quiet room) to host patrons to sing their favourite songs without being heard within our own space, let alone outside of it.

With respect to the liquor primary license over a food primary license, our space is so small, topping out at just under 1600 square feet (including 3 bathrooms) we felt it more prudent to apply for the liquor primary license and still offer a creative food menu in keeping with our theme (we have purchased full kitchen equipment), this is something we’ve heard in the past from liquor inspectors to alleviate any issues within the liquor license terms of service for not having a “full menu” with a food primary license. Also our kitchen will be open from open till close each day with our lounge.

In closing, I have lived in the downtown core for 20 years and have always been excited to bring new ideas for businesses to our city. Matt has created a global brand but makes his home is Vic West. He also shares that passion for creating unique spaces as well. With our history of brands in this city, our commitment to give back to programs related to Our Place, Santas Anonymous, Cuts for Coats and the Mustard Seed, we’ve always aimed at being good business citizens as well.

It should be also noted that in the 6 years we have operated Saint Franks, we have not received a noise complaint or had a police call. We were issued 1 contravention notice from the liquor board for having a pinball game in our space in our first 3 months of operation. Overall, this something we are very proud of and hope to be able to build on while growing local business in our city, even during this incredibly challenging time.

Thank you for your time,

Sincerely,
Jason Pincombe

On Thu, Apr 8, 2021 at 11:23 AM Ryan Morhart <RMorhart@victoria.ca> wrote:

Hi Jason,

Attached is the draft report for your review and this is your opportunity to provide written correspondence in regard to anything you see fit to respond to within the report. if you intend to provide correspondence could you please do so by Tuesday of next week?

Give me a call if you need to discuss anything or have questions period

Thanks,

Ryan

Ryan Morhart

Manager & Chief Building Official

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