



July 17 , 2023

Dear Mayor and Council,

Please accept this letter and accompanying Temporary Use Permit (TUP) application to facilitate the temporary Beyond Van Gogh visual and immersive arts exhibition at Bayview Place (355 Catherine Street). Included below is a summary of the exhibition and the proposal, with all supporting documentation attached.

We reach out to you today to request an extension of our existing TUP till October 31, 2023. The current permit is in place till September 4, 2023. Due to the popularity of the exhibit we see this extension to best serve the public of Victoria.

Proposal and Exhibition Summary

Paquin Entertainment Group/Paquin Artist Agency (“Paquin”) are a Winnipeg and Toronto based entertainment and artist agency who have been responsible for organizing several international touring visual and immersive art exhibitions in indoor and outdoor spaces, including Beyond Van Gogh, National Geographic’s Beyond King Tut and others. The Beyond Van Gogh exhibition has been exhibited in 29 cities in the U.S. and 6 cities across Canada, welcoming over 5 million visitors over the past two years.

We are proposing installing an outdoor, temporary one storey tent to house the exhibit, in a format that has been used previously in several cities across North America. The exhibition is planned for a period of 60 days and will be open to the public to provide an accessible and immersive experience of the artwork of Vincent Van Gogh through the use of large-scale projections. Over 15,000 pre-sale tickets have already been sold to date. This exhibition provides an exciting opportunity to draw tourists to Victoria from around Vancouver Island and BC. Additionally, the event will employ 30-40 people locally.

We are excited to bring this exhibition to Victoria and have secured an agreement with the owners of Bayview Place to use an outdoor/open flat and paved space at 355 Catherine Street to host this exhibition. The large 2,400 sq. m. tent has a standard occupancy capacity of 250 visitors utilizing an online time-based booking system. The entire one level/floor structure is barrier free and accessible.

The online time-based ticket entry system will also help us manage and mitigate traffic and parking concerns onsite and in adjacent areas. We will provide 40 dedicated vehicle parking stalls onsite for visitors, including 4 accessible stalls, which is beyond the current parking regulations for Arts and Culture spaces of the same size. In addition, we will also provide 20 secure bicycle parking stalls for visitors which will be overseen by site security as a bike valet service. There will be no sound disturbances from the event, as it is in an enclosed structure and the last entry will be before 9:00pm.

The exhibition will be open to the public for six days per week (closed on Mondays) between 10:00am – 9:00pm. The interior of the tent is divided into three separate zones, education, exhibition and merchandise so that visitors can follow a narrative journey to explore the famous

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Dutch Post-Impressionist painter Vincent Van Gogh’s iconic paintings. The exhibit includes ultra high-resolution images and projections of 300 paintings produced by Vincent Van Gogh spread across all interior surfaces of the tent.

Included in this application are tent structural and architectural drawings, fire and safety plans, parking plans, and all other documents required for the TUP. All structures are temporary and will not result in soil disturbance or permanent changes to the site.

Policy Alignment

While this exhibition represents only a temporary land use, it aligns with many City of Victoria policies, including the Official Community Plan, and Create Victoria, the City’s Arts and Culture master plan.

The Official Community Plan (OCP) contains a section on Arts and Culture, and speaks to the importance of arts and culture being central to “social sustainability and attributes of community well-being and quality of life”. Specific goals and policies that support this application include:

- Goal 16(A): Victoria is a place where artists are able to thrive and where people from all walks of life enjoy formal and informal opportunities to create and enjoy the arts, culture and entertainment activities.
- Broad Objectives 16(a): That Victoria is a creative and vibrant city
- Policy 16.21 Continue to permit festivals, celebrations and special events in public spaces, such as streets, parking lots, plazas, civic squares and other open space

The following Create Victoria Strategic Priorities support a special event such as this:

1. Connect People and Spaces

Goal: Everyone feels welcome and able to access affordable spaces for creative participation, production and enjoyment.

Objective 1.3: Serve a range of ongoing creative space needs for artistic and creative production, display, enjoyment and participation.

Action 7: Create a suite of tools and actions within the regulatory environment to ‘reduce the red tape’, and address space needs through zoning and bylaw review and amendments, and other regulatory mechanisms including but not limited to:

2. Building Cultural Leadership

Goal: The City demonstrates cultural leadership by collaborating with partners, and supporting and guiding creative initiatives.

Objective 2.1: The Arts, Culture and Events (ACE) Office is the “One-Stop Shop” and first point of contact at City Hall for creative and cultural development requests and assistance. It acts as a “Go To” resource for the community.

Action 1: Similar to the Business Hub at City Hall, the Arts, Culture and Events Office will serve as the City’s one-stop shop for:

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- a. Facilitate Arts, Culture and Events related requests.
- b. Navigating City Hall and liaising with other departments (e.g. permitting, licensing, zoning/planning).

Zoning and TUP

Bayview Place is currently zoned CD-12: Roundhouse District. The zone is split into several Development Areas (DAs); the proposed special event temporary tent structure spans both DA 4 and DA 5. Below is a table of concordance indicating where the proposal conforms with the zoning and DPA 13 and where variances are requested.



Table 1: Table of Concordance

<i>Zone</i>	Zoning Requirement	Proposed	Notes/Rationale
	CD-12	N/A - no change in zoning	Requesting a TUP
<i>Use</i>	DA-4: attached dwellings; multiple dwellings; offices; professional services; pubs and lounges; recreational facilities; restaurants; retail; senior citizens' residence; tourist facilities DA-5: attached dwellings; live/work; multiple dwellings; senior citizens' residence	Commercial Exhibits	Requires the TUP Commercial exhibits are allowed in DA-1 within this zone.
<i>Max Floor Area</i>	DA-4: 1,180m ² for non-residential use DA-5: 17,000m ²	2,400m ²	Requires TUP While non-residential, the floor area is significantly less than the overall max for the site; it is also a temporary structure.
<i>Height</i>	DA-4: 66m DA-5: 52m	<52m	Meets bylaw
<i>FSR</i>	Entire site: 2.5	<2.5	Meets bylaw
<i>Site coverage %</i>		Less than regulations	Meets bylaw
<i>Setbacks</i>	Entire site: 2m from any street or park	>2m on all surrounding sides	Meets bylaw
<i>Parking</i>	As per Schedule C: Arts and Culture: 1 space per 80m ² of floor area GFA: 2400m ² Parking required: 30 stalls	40 dedicated vehicle parking stalls 70 overflow parking stalls	Meets and exceeds bylaw
<i>Bicycle Parking</i>	Long term: 1 space per 450m ² = 5 Short term: 1 space per 130m ² = 18	20 stalls	No long-term bicycle parking is provided; however, visits are estimated to be approximately 2 hours; security on site will also provide added security for short-term stalls.

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Conclusion

Beyond Van Gogh is an exciting and innovative international immersive visual arts exhibition that has attracted over 5 million visitors in over 29 cities across Canada and the U.S. We are honoured and excited to be able to bring this exhibition to Victoria to support arts and culture activities in the local community and benefit the local cultural and creative economy through employment and tax revenue. The proposed land use requires a TUP but will have minimal impacts on the site and neighbourhood. We hope that the information provided allows Council to make an informed decision and facilitate rapid approval of the required permitting to ensure this event can be made possible given the time constraints.

Thank you and please do not hesitate to reach out if you have any questions.

Regards,



Jennifer Mathieson
Paquin Entertainment