

November 16, 2017

Mayor and Council
City of Victoria
#1 Centennial Square
Victoria, BC V8W 1P6



Re: Development Permit with Variance Application for 1105 Caledonia Avenue

Dear Mayor and Council:

We are proposing the development of 1105 Caledonia Avenue to convert the existing Stan Thompson Upholstery shop to become the new home of the Parsonage Café and Fernwood Coffee. The necessary development permit to accomplish exterior changes to the landscaping and building requires three variances to the existing zoning related to parking:

1. Variance to reduce required number of parking stalls from 11 to 3
The parking requirements in the existing Schedule C for our use is 11 stalls, the City's newly proposed Schedule C would reduce the requirement to 6 stalls. The available site area for parking with the siting of the existing building only allows us to provide 3 stalls
2. Variance to locate parking stall within side yard
The existing zoning only allows parking to be located in the rear yard. To maximize the number of parking stalls in the available site space it was necessary to locate one stall within the side yard setback.
3. Variance to reduce side yard landscaping strip from 1m to 0.55m
The side yard setback along Caledonia Ave to the existing building is not wide enough to accommodate the required 1m landscaping strip requirement as well as the parking stall we are proposing within this setback. The 1m landscaping strip width is only impacted the 5.1m length of the proposed single parking stall.

Neighbourhood

Our first concern is the residents of Caledonia Street and we have some ideas to address the concerns on a parking variance:

1. We would have signage directing patrons to the three legal parking stalls on the property and asking them to not use any residential street parking spaces. We will designate one spot for Fernwood Coffee vehicle useage.
2. Most of our 17 staff live in the neighborhood and bike to work. For those who do not we have created a Staff Bike to Work Incentive Plan.
3. We are going to provide 16 Bicycle stalls for patrons of both businesses and 8 covered bike racks for our staff in the rear of the property.
4. We will have a Bike Loan Program for staff.
5. Guaranteed ride home if ill or bad weather – we have a staff account with Victoria Taxi.
6. Nurturing a no drive policy are offering BC Transit Benefits. Please note we already offer a Wellness Program through Limitless Fitness – we give a free gym membership to our staff to encourage good health and wellbeing.
7. Alternate parking arrangements: We have an agreement to share parking lots with our new neighbor to the south, the Little Thai Place at 1839 Cook Street, as they do not need their lot early in the day and we do not need ours in the evening. It is a very symbiotic relationship.
8. The majority of our existing customer base are people shopping in the neighboring businesses who will walk in for a coffee or lunch.

The Fernwood Coffee Company will also be in the building and we have invested in an "Afterburner" for the coffee roaster which eliminates all smoke, particulates and smell.

Background

Our family has operated The Parsonage Café & Fernwood Coffee Company serving the Fernwood and North Park communities for almost half of the 27 years that it has existed at its current location.

Circumstances will force the relocation out of our current operating location by December 31, 2017. The Landlord has informed us that in the New Year, he will force the unforeseen closure of our businesses for an undetermined amount of time to undertake building servicing upgrades. This coincides with the expiry of our lease leaving our seventeen staff and our future at this location in a state of uncertainty. This closure announcement was the catalyst for us to research the neighborhood in search of alternatives to leasing our current space.

A retiring neighbor and customer sympathetic to our situation has agreed to sell us a suitable property to move to; 1105 Caledonia Avenue – Stan Thompson Upholstery. However, the site requires a variance to the parking requirement stated in the zoning to make it viable.

We, and most of our 17 staff live in and are actively involved in the Fernwood / North Park community and very much want to continue as a group working here. Our goal is to move before our current location closes. A big part of our identity as Fernwood Coffee is that we are in Fernwood and The Parsonage Café, itself has been a Fernwood / North Park institution for almost three decades so the geographic location is very important to us.

Description of Proposal

Our plan for the new location is to have our café along the Caledonia street facing side of the building. The other half of the building will be divided in two parts for the Fernwood Coffee operation. The Cook Street facing coffee retail space will sell coffee beans, house our coffee training bar, a tasting room for tours, storage for our café, and serve as a retail area for merchandise and coffee equipment. The space accessed from the rear of the site will be the coffee roasting and packaging area.

The overall vision for the plan would be to grow the sense of community even further than the original location with the ability as owners to beautify the exterior and add some green to the corner with landscaping. We would love to have lots of bike racks, a dog stop outside the shop with a tie up area and water bowl and lots of space for stroller parking. We are excited to transform this corner into a bustling gateway to the village. Most of our patrons are stopping in to our shop and also spending money at one or more of the other local businesses that are within Fernwood/North Park village area.

The timeline imposed on us by our Landlord's schedule and our ability to obtain the required parking variance, building permit, completed tenant improvements and obtain an occupancy permit before then is our current dilemma.

Transportation • Parking Variance

Under the current Schedule C for Parking Standards, our proposal for 1105 Caledonia Street has the following requirements:

Parsonage Café 40 seats / 1 space per 5 seats =	8 stalls
<u>Fernwood Coffee 96.5sq.m. / 37.5 sq.m. per stall =</u>	<u>2.6 stalls</u>
Total Required Parking	11 Stalls

Based on the City's newly proposed Schedule C, the site would have the following requirements:

Parsonage Café 98.2sq.m. / 25 sq.m. per stall =	3.9 stalls
<u>Fernwood Coffee 96.5sq.m. / 50 sq.m. per stall =</u>	<u>1.9 stalls</u>

Total Required Parking

6 Stalls

Proposed Parking Provided

3.0 stalls

We are creating 3 stalls, two at the rear and one stall parallel to Caledonia Street. This is due to the available site space for parking with how the existing building is sited on the property.

Under the current Schedule C for bicycle standards, we would require 3 Class 1 and 3 Class 3 bicycle stalls. We are proposing to supply 24 bicycle stalls; 8 Class 1 and 16 Class 2. We completed a 6 day poll of our customers at our current location 1 block away to determine mode of transportation and use of parking. We feel that the 3 parking stalls will sufficiently service our business, and that our ample provision of bicycle parking more accurately reflects the inclination of our neighborhood, staff, and clientele.

Design

We are proposing changing the exterior colours of the building and replacing the existing awning on the Stan Thompson Auto Upholstery building. Our intent is to update the look of the building to better suit its prominence as a bookend to the lively commercial block between Northpark and Caledonia as well as reflect the recognizable Fernwood Coffee branding. The building's context opposite Royal Athletic Park and adjacent to its commercial neighbors warrants a visual statement matching the vibrancy of the neighborhood.

In response to the City of Victoria's Design Guidelines we have attempted to maximize the amount of glazing and potential for interaction between pedestrians and the interior commercial space with a new glazed overhead door and the use of new glazed entry doors. Additionally, we are removing an existing overhead door at the rear of the building to provide a new glazed door and window for increased transparency into the building and to provide the necessary second means of egress. The implementation of the painted stripe motif on the exterior is used to emphasize the public entrances and provide visual interest to the existing building's block façade.

We have proposed the use of our Caledonia Avenue side yard as a sidewalk café area with exterior seating to create an outwardly visual connection to the building's use and promote pedestrian interaction. Our intent is to elevate the buildings aesthetics and ability to activate the site to suite the property's designation as part of a Village Centre.

Landscaping has been used extend the boulevard tree planting seen along Caledonia and soften the transition to the neighboring residential zoning to the East. Planting in addition to a screening fence is also used to help clearly define public and private space separating the parking area from the staff bicycle and refuse area.

We also intend to retain the existing pylon sign at the corner of Quadra Street and Caledonia Street with the Stan Thompson branding because it has become a well known icon in the streetscape of the area.

Green Building Features

1. Reuse of an existing building and its elements
2. 24 bicycle stalls provided (16 public and 8 staff).
3. Future solar hot water ready with pre-plumb lines stubbed at the roof.
4. Commitment in future to permeable pavers along the Cook Street and Caledonia Street property (from the property line to the existing building faces).
5. Planting 5 new street trees to City of Victoria standards
6. Insulate existing building exterior walls (currently only concrete block)

Green Business Practices

1. Shared bike program for staff with North Park Bikes
2. Health memberships for staff

3. Taxi vouchers for staff who have early or late shifts (to promote leaving vehicles at home)
4. 80% of the coffee Fernwood Coffee roasts is organic.
5. Fernwood Coffee reuse a lot of the roastery waste - 100% of the chaff goes to local farms and compost programs.
6. Fernwood Coffee is involved with Claremont High School's environmental projects - they pick up our coffee grounds for compost.
7. Parsonage Cafe composts all of it's kitchen waste with Community Composting.
8. Fernwood Coffee donated to Vic High for their electric car conversion program

Infrastructure

It is an existing building and although we will go from one washroom to three washrooms, it will not be a significant load to the existing services.

Neighbourhood Consultation

We are delivering an information letter to the residents on Caledonia Street and immediate Cook Street neighbours inviting them to an information session on October 22, 2017 at The Parsonage Café starting at 7:30 pm.

Thank you very much for taking the time to read this. Any thoughts or advice would be greatly appreciated.

Sincerely,



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