

# 3DS Ventures Inc.

*DBA ~ Cook St. Liquor*

June 30, 2017

**RE: Rezoning / Development Permit Application for 304 Cook Street**

Dear Mayor Helps and City of Victoria Council,

I am extremely pleased to be submitting a Rezoning and Development Permit Application to facilitate the relocation of the **Cook St. Liquor** from its current location at 109 - 230 Cook Street to 304 Cook Street, formerly the Royal Bank. We have been a key part of the Cook Street Village and active member of the Cook Street Village business community since 1998. The relocation gives our locally owned business a strong street-front location and improves and stabilizes our operations in the Village. We have heard nothing but positive support from the community who value the presence of our service in the Village and are excited to see the Royal Bank building repurposed so positively.

Our Application seeks to add as a permitted use *Liquor Retail Store* to the 304 Cook Street location and the issuance of a Development Permit to facilitate the following building and site improvements:

- Addition of an awning with lighting over the entrance of the store enhancing the prominence of the entrance and fostering a welcome feel.
- Painting of the metal cladding
- Addition of a signage and exterior accessed ATM to the front of the building
- Addition of a 6 new bike parking stalls at the front corner of the building, to increase the total to 8.
- Addition of an interior bike storage room for employees.
- Replacement of the cracking and mismatched paving at the front of the building with pavers that complement the palette already existing on the west side of Cook Street in the Village.
- Addition of a small loading door to the rear of the building to facilitate product deliveries.
- Reconfiguration and minor regrading of the rear parking lot to make the loading door accessible. This will also include removal of the yellow curb near the rear of the parking area to improve its functionality and appearance.
- Installation of wire trellis on the south wall of the building to grow hops seasonally and an evergreen clematis, which will soften and green this elevation.
- Addition of lighting on the building and feature lighting in the landscaping along the south side of the building to improve safety and add a welcoming presence.
- Infill plantings in the landscaping along the south wall including the addition of edible plants and bushes.
- Removal of the chain link fence and morning glory along the rear yard lot line of the parking lot and addition of a landscape strip with low plantings. The existing privacy fence screening the neighbouring residential property will remain.

### *History in the Cook Street Village*

Our company has operated a liquor retail store in Cook Street Village since 1998. In 2007 a rezoning application was submitted to the City of Victoria to move the *Liquor Retail Store* zoning from 240 Cook Street to 230 Cook Street. Please note this was required because the 240 Cook Street project saw long delays and *Liquor Control* was insisting the license be activated or possibly confiscated, so the move to 230 Cook was requested. In February 2008 we received unanimous approval from council for the rezoning and the store opened at its current location on May 15th of that year. The City received 1,200 letters of support.

### *Another new location in the Cook Street Village*

We are very excited by our planned relocation and believe this is a positive for the neighborhood. There are few businesses that could make use of a bank building, but we are one. The former bank building will provide us with necessary security, along with badly needed space to receive goods within our store. Our current operations at 240 Cook Street require us to receive and process goods in the parking lot, which is a major inconvenience for our employees, patrons and our business neighbours. Additional retail space at 304 Cook Street will also give us the opportunity to offer a broader selection of products and services. Though we will continue to philosophically be a boutique store, the additional space will give us more flexibility to showcase and tell the story of the many small suppliers that we carry.

Our hours of operation will remain 10 am to 9 pm, as they have since we opened in 2008, with deliveries received during business hours. We will also have a small, dedicated recyclables receiving area in the front lobby (we *must* receive recyclables as per *Liquor Control* requirements). We can impose limits as to what we receive and for our operations this means we only take a maximum of 24, recyclables must be clean and no sorting is allowed in the store. We will balance that use with the sale of wholesale flowers (individual stems rather than bouquets). Just as someone might like to return a few empties and pick up a selection of beer, we believe the purchase of a bottle of wine and bouquet of flowers is the perfect complement.

### *City of Victoria Policy*

The Official Community Plan designates Cook Street Village as Large Urban Village that includes ground-level commercial and community services that reinforce the sidewalk. A community serving Cook Street Liquor fits that definition perfectly. While we recognize there is disappointment at the loss of the Royal Bank from the neighbourhood, no other financial institution has stepped up to use this location given the trend in banking services and reduced store-fronts. **Cook St. Liquor** is alternative commercial and community serving operation that can take advantage of the unique, high-security design features of this building.

Our Application has followed the requirements of the City of Victoria *Liquor Retail Store Rezoning Policy* and our application meets this policy in every respect:

- We held a noticed meeting with the Fairfield Gonzales Land Use Committee on April 27<sup>th</sup>, 2017 and received only positive comments.



- We have petitioned the neighbouring properties and received 16 responses, all positive.
- We provided a letter of Preliminary Approval from the Liquor Control and Licensing Branch.
- We are locating in existing commercial building, with street-front access, while making improvements to the existing store-front.
- The location is more than 200m from a school
- The location is more than 200m from another liquor retail store. While 240 Cook Street would remain zoned for a liquor retail store (unless the City elected to initiate a rezoning of that site), *Liquor Control and Licensing Branch* regulations prohibit stores from locating within 1 km of each other.
- The size of the liquor retail store is less than 275 m<sup>2</sup>. The area of the ground floor dedicated to retail and accessible to the public is only 137.7 m<sup>2</sup>. The remaining ground floor is storage and a small office (118.8 m<sup>2</sup>) and with the upper floor a mix of office and storage spaces (125.4 m<sup>2</sup>).
- There are four vehicle parking stalls located to the rear of the building that will be dedicated as 15 minute parking stalls. So while this is less than the maximum specified by the zoning bylaw for the mixed liquor retail store / office uses, the change of use from a bank requires no increase in parking. Moreover, the *Liquor Retail Store Rezoning Policy* recognizes that a Liquor Retail Store may require less than the maximum specified by zoning in walkable locations such as the Cook Street Village. We are also improving the services for cyclists, both patrons and employees, which helps to reduce vehicle parking requirements.
- The building has been assessed against the CPTED guidelines and we are making changes to the landscaping area (pruning, addition of lighting) and installation of security camera for the rear of the building. These changes will mean compliant site with such features as landscaping that provides no hiding spots, lighting for the rear parking lot and rear service entrances, security camera for staff to monitor this area more readily and a window that overlooks rear parking area for natural surveillance, a well-lit front entrance visible from the interior of the building with direct connection to the sidewalk, and bike parking located in a visible corner location with passive natural surveillance opportunities from both public spaces and inside the building

In the nearly 10 years we have been in our current location, Cook St. Liquor has been positively received by the community, and we are anticipating a seamless transition to the new space. We take being a good neighbour seriously and it's our hope that we can count on Council support. We are proud to be a part of this community and a freestanding building with Cook Street frontage will finally give us the anchor location within the Village that will both satisfy and serve our patrons, and be a significant asset to the Village and community at large.

Sincerely,



Glenn Barlow, President  
3DS Ventures Inc.