



Planning and Land Use Committee Report

For the Meeting of October 16, 2014

To: Planning and Land Use Committee **Date:** September 25, 2014
From: Brian Sikstrom, Senior Planner, Development Services Division
Subject: **Development Permit with Variance Application #000383 for 3110 Douglas Street** – Application for a variance of four parking stalls to permit an increase in restaurant seating

Executive Summary

The purpose of this report is to provide Council with information, analysis and recommendations regarding a Development Permit with Variances Application to vary the parking requirements for the property located at 3110 Douglas Street.

The proposal is to increase the seats in a restaurant associated with the Hotel Zed from 22 to 47 seats. The increase in restaurant seating increases the required on-site parking to 70 spaces. The site has 66 parking spaces resulting in a shortfall of four spaces from the parking requirements specified in Schedule C of the *Zoning Regulation Bylaw*.

The factors taken into consideration in reviewing this application include:

- A Transportation Demand Management study was not considered necessary for this request for a parking variance due to its minor nature.
- While additional restaurant seating is proposed, no additional floor space will be added.
- The site is on a major transit route and the motel has bicycle parking and storage facilities.

In accordance with the City's *Land Use Procedures Bylaw*, this Development Permit Application has variances, therefore, it requires notification, sign posting and a Hearing.


Staff recommend that the Planning and Land Use Committee support the application advancing to a Hearing.

Recommendations

1. That Council consider scheduling a Hearing to consider the Development Permit Application with Variance for 3110 Douglas Street.
2. Following the Hearing, that Council consider passing the following resolution to authorize the issuance of Development Permit Application #000383 for 3110 Douglas Street, in accordance with:

- a. plans date stamped August 8, 2014;
- b. development meeting all *Zoning Regulation Bylaw* requirements with the following variance:
 - Schedule C: C12 parking varied from 1 space per 5 seats to 1 space per 10 seats;
- c. final plans to be generally in accordance with the plans identified above to the satisfaction of the Director of Sustainable Planning and Community Development.

Respectfully submitted,



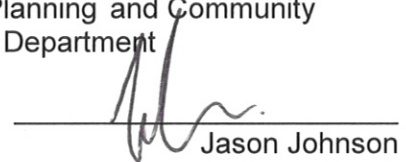
Brian Sikstrom
Senior Planner
Development Services



Deb Day, Director
Sustainable Planning and Community
Development Department



Report accepted and recommended by the City Manager:


Jason Johnson

Date:

October 8, 2014

BMS:af

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1.0 Purpose

The purpose of this report is to provide Council with information, analysis and recommendations regarding a Development Permit with Variances Application to vary the parking requirements for the property located at 3110 Douglas Street.

2.0 Background

2.1 Description of Proposal

The proposal is to increase the seats in a restaurant associated with the Hotel Zed from 22 to 47 seats. No exterior changes are proposed to the restaurant and no changes are proposed to the existing parking configuration.

The increase in restaurant seating increases the required on-site parking to 70 spaces. The site currently has 66 parking spaces resulting in a shortfall of four spaces from the parking requirements specified in Schedule C of the *Zoning Regulation Bylaw*.

2.2 Existing Site Development and Development Potential

The existing 61-unit motel and separate restaurant building occupy a 3408.7 m² site with frontage on Douglas Street as well as Speed Avenue. The site is in the T-1 Zone, Limited Transient Accommodation District, which allows single family dwellings; transient accommodation and housekeeping apartment buildings; boarding houses and rooming houses.

2.3 Land Use Context

The property is located on the east side of Douglas Street between Frances Avenue and Speed Avenue. Immediately adjacent land uses include:

- North: Restaurant on Speed Avenue, a motel, single family dwellings and apartments
- South: Car Dealership (across Frances Ave.)
- East: Mayfair Mall (across Douglas St.)
- West: Parking lot.

2.4 Legal Description

Lot A, Section 4, Victoria District, Plan 17720.

2.5 Relevant History

The motel and the separate restaurant building have been extensively renovated and updated in the past two years.

2.6 Consistency with other City Policy

The request for a reduction in four parking spaces from the *Zoning Regulation Bylaw* standard can be considered under the *Official Community Plan, 2012* where parking reductions can be considered, where appropriate.

2.7 Community Consultation

In compliance with the *Community Association Land Use Committee (CALUC) Procedures for Processing Variances*, the application was referred to the Burnside-Gorge CALUC on September 8, 2014 for the 30-day comment period. No comments were received at the time of writing this report.

This Development Permit Application has a variance for parking, therefore, in accordance with the City's *Land Use Procedures Bylaw*, it requires notification, sign posting and a Hearing.

3.0 Issues

The adequacy of the existing parking is the only issue raised by this application.

4.0 Analysis

A Transportation Demand Management study was not considered necessary for this request for a parking variance due to its minor nature. The applicant has provided information on the number of vehicles typically associated with rented rooms, which indicates that additional on-site parking is not required. While additional restaurant seating is proposed, no additional floor space will be added. The site is on a major bus route and the motel has bicycle parking and bicycle storage facilities.

5.0 Resource Impacts

There are no resource impacts anticipated with this application.

6.0 Conclusions

The requested variance is minor in nature. The applicant has provided information that indicates the existing parking is under-utilized. Therefore, staff recommend that the Planning and Land Use Committee support the application advancing to a Hearing.

7.0 Recommendations

7.1 Staff Recommendations

1. That Council schedules a Hearing to consider the Development Permit Application with a Variance for 3110 Douglas Street.
2. Following the Hearing, that Council consider passing the following resolution to authorize the issuance of Development Permit Application #000383 for 3110 Douglas Street in accordance with:

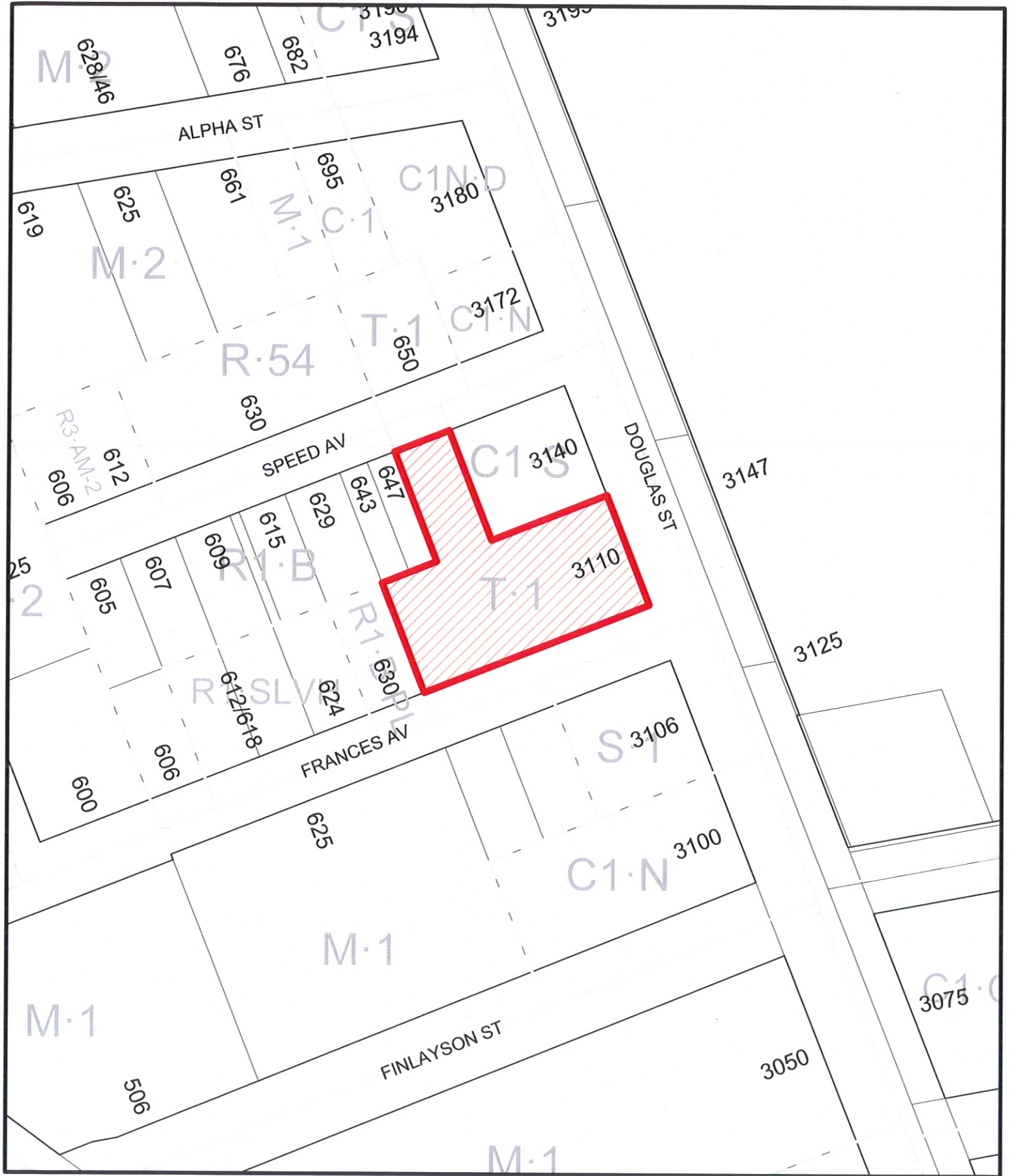
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7.2 Alternate Recommendation

That Council decline Application #000383 for 3110 Douglas Street.

8.0 List of Attachments

- Zoning map
- Aerial map
- Letter from applicant dated August 8, 2014
- Plans dated August 8, 2014.



3110 Douglas Street
Development Permit #000383





3110 Douglas Street
Development Permit #000383





August 8th, 2014

Dear Mayor & Council,



We are applying for a relaxation of parking at our newly transformed Hotel Zed. Millions of dollars were spent preserving the heritage of this mid-century modern gem as well as beautifying the property inside and out, to make it one of the most talked about hotels in Canada (we recently received exposure to millions of readers thanks to articles in the Huffington Post, CBC News, CTV, Toronto Star, The Province, Calgary Herald and much more). We are asking for a relaxation on parking in order to increase the restaurant seats from the current 22 to 47, in order to make the restaurant viable (22 seats is too small for a restaurant of this calibre to make money).

We currently have 66 parking stalls (please see site plan attached) and 61 hotel rooms (previously we had 62 but we lost one due to a lobby expansion). With a 47 seat restaurant we would need 9.4 stalls plus 61 stalls for the hotel, making it a total of 70.4. We are thus requesting a relaxation of 4.4 stalls.

Reasons to support the reduction:

- We have historical data showing that one stall per hotel room is excessive and we have never needed all the stalls. In July, the average car per rented hotel room was 72%. This means that only 72% of our guests actually brought a car, the remaining 28% were car less. In June it was only 65%. The highest number we have ever seen was 93% which was a one-time only occurrence and extremely rare (the hotel was only half full so there was still a half empty parking lot that night).
- These numbers will continue to decrease as Hotel Zed's clientele shifts away from the previous Blue Ridge Inn customers who often brought a car. Hotel Zed is packaging more with transportation providers such as Harbour Air, Clipper, Coho Ferry, and Helijet as we have a hotel shuttle bus (a funky 1967 VW bus) that picks up passengers and brings them to and from the hotel, the previous Blue Ridge Inn did not have this amenity. As Hotel Zed has only been open a couple of months, we are seeing a large increase in these packages each week.
- In addition to the free shuttle bus, Hotel Zed has a fleet of free bikes for its customers thus allowing guests to be completely carless during their whole stay.

- Hotel Zed is attractive to cycle tourists as we are 2 blocks off the Galloping Goose. The number of guests arriving on bicycle has drastically increased in the 3 1/2 months we have been open and we assume it will continue to increase as we get the word out.
- Hotel Zed is extremely bike friendly: we have 10 bike stalls, 6 of them covered, bikes are allowed in the rooms in case people don't want to leave them outside, and we have a bike washing/mechanical station complete with mechanic grade tools, rags and hose to clean your bike. We love bikes here!
- Earlier this year, we were successful in acquiring a similar parking reduction 2 blocks away at the Accent Inn on Cloverdale and Blanshard St. We have years of historical data to show we only averaged 73% of cars to rented hotel rooms. Saanich required 155 spots and we were able to get a 10% reduction at 140.
- Hotel Zed's customers are less reliant on cars than the Accent Inns guests as the latter does not have shuttle service dedicated to picking guests up at the Coho, Clipper, Harbour Air, Helijet, which Hotel Zed does, nor does Accent have a fleet of bicycles.
- Francis Street which borders the Hotel Zed has street parking which is a two hour parking zone from 9am until 6pm and has 16 spaces. It is located in a commercial area (right beside Metro Toyota and Hotel Zed) and thus is very seldom used at night.
- Many hotel guests do not check in until later in the evening, and a number of hotel guests check out quite early in the morning which creates ample parking vacancies.
- Mayfair Shopping Centre is across the street. It has an empty parking lot from 6pm to 10am Saturday to Tuesday and Wednesday to Friday their lot is empty 9pm to 10am.
- For the last decade we have had ample parking, in fact, excess parking. So much so that for the last 8 years we have rented out 2 spots per day to Mayfair Optical. Over Christmas time we really have lots of space and will rent out 25 of our spots to Mayfair Staff. We have notified both Mayfair Optical and Mayfair Mall that we will stop leasing parking to them.
- As we are right on the Douglas bus corridor many of our staff take the bus to work. As well, we do have numerous staff who bike to work as well.
- Many of the restaurant patrons would be hotel guests and not need extra parking. Hotel Zed does not serve a complimentary breakfast so guests are almost forced to eat at the Hotel restaurant. Plus we have provided



numerous opportunities for the guest to spend their day and night hanging out at Hotel Zed: we have a Ping Pong Lounge with two tables and two Wii stations, we added a waterslide and also an outdoor hot tub in addition to our indoor pool, we also have a fun & interactive lobby with typewriters for typing Zed postcards and also a vinyl listening station. Due to all these property enhancements, we are seeing more guests stay close to the hotel and inquire when the restaurant will be open.

Received
City of Victoria

AUG 08 2014

In short we have always had ample parking at 3110 Douglas Street. We feel that a 47 seat fun and funky restaurant will greatly enhance the neighbourhood as well as making Hotel Zed one of the coolest hotels in Canada (arguably it could already hold that title). Already we have seen the neighbourhood being cleaned up and many Victoria residents have written, phoned, tweeted or stopped in to thank us (yes! they thanked us!) for cleaning up and revitalizing this neck of the woods. It's been an absolute blast to transform and help contribute to the vibrancy of our awesome city.

Thank you so much for your attention to this matter!

Yours truly,

A handwritten signature in cursive script that reads "Mandy".

Mandy Farmer
Owner & Founder of Hotel Zed

Link to recent press coverage:

<http://www.cbc.ca/news/canada/victoria-s-new-hotel-zed-goes-back-to-the-future-1.2700951?cmp=rss>

www.hotelzed.com

