

File: 1420-20 EDAC

Memo

To: Angila Bains, Director of Legislative and Protective Services/Corporate Officer
From: Angela Hawkshaw, Committee Clerk
Date: April 10, 2025
Subject: Recommendation - Future Hotel Development

At the April 3, 2025, Economic Development Advisory Committee meeting, the committee considered the Request for Expressions of Interest (RFEOI) process for hotel development. This discussion resulted in the following motion:

“That the Economic Development Advisory Committee recommend that Council consider that the criteria for the Request for Expressions of Interest (RFEOI) process for 4500 block West Saanich Road highly encourage hotel development and use.”

An excerpt of the April 3, 2025, draft minutes is attached for information.



Angela Hawkshaw
Committee Clerk, Economic Development Advisory Committee

DESTINATION VICTORIA – TOURISM AND THE HOTEL INDUSTRY

A presentation was given by Destination Greater Victoria on the Tourism and Hotel Industry (PowerPoint on file). The following was noted in response to questions and during committee discussion:

- The Sports Tourism Commission is a valuable community asset.
- Hotel development is a possibility in Saanich and could help diversify the local economy.
- A hotel boom cycle is underway in North America; Vancouver has created a hotel development task force, and Saanich is exploring a similar approach.
- Hotel investment is considered higher risk than residential development, with investors typically seeking at least 70% occupancy and a five-year growth trend.
- Victoria attracts millions of visitors annually, including over 900,000 cruise ship passengers, and hosts a record number of conferences each year.
- Single sports events are successful in the region and provide economic benefits to local businesses.
- Many local hotels are family owned and operated, contributing to reinvestment in the community.

MOVED by Raymond Chan and Seconded by Amber Hockin: “That the Economic and Development Advisory Committee recommend that Council consider that the criteria for the Request for Expressions of Interest (RFEOI) process for 4500 block West Saanich Road highly encourage hotel development and use.”

The following was noted during committee discussion:

- Various ideas for the land could be explored; further information and research would be beneficial.
- This consideration is partly due to the lack of other suitable locations and the high demand with limited availability.
- The area of land is currently undeveloped, with no existing buildings.

CARRIED




RESULT: Carried 9 TO 0

IN FAVOUR: Harper, Arruda, Benwell, Chan, Hockin, Michaels, Ouache, Petropoulos, Strauss

OPPOSED: None

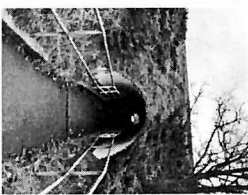
Circulation

Legend:

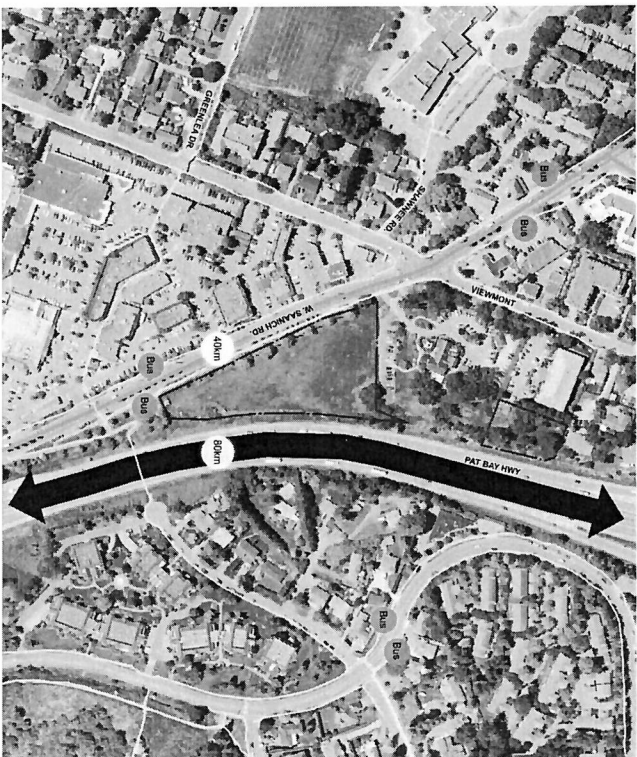
-  Pedestrian Routes
 Bicycle Lanes
 Bus Stop

West Saanich Road:

- Truck route
- Street Classification: 'Major'
- Speed Limit: 40 km/hr



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Policy Guidance

Official Community Plan (OCP)

- Located in Royal Oak Centre
- Consideration of development up to 12 storeys
- Provide range of community and service needs, including significant employment and housing opportunities at an urban scale

Royal Oak Local Area Plan

- Encourages mixed commercial-residential use (commercial use of the first storey and residential use above)
- Referred to as the ThatchMaltwood property, including Fireside Grill

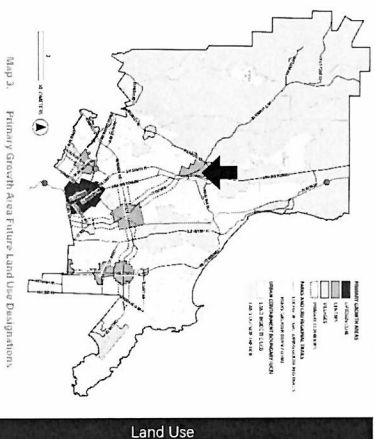
Development Permit Area Guidelines

Transit Oriented Area (TOA)

- North parcel is within the TOA

Urban Design Goals for Redevelopment

- To accommodate a mix of residential and commercial building types.
- To connect a compact, walkable, urban block to the neighbourhood.
- To enhance livability with convenience, beauty, and joyful design.
- To design for the future, understanding historic and present contexts.



Map 3. Primary Growth Area Future Land Use Designations

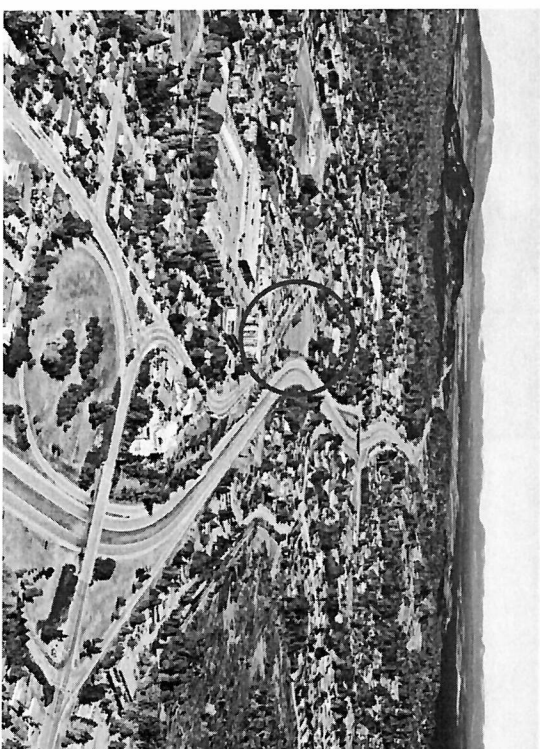
Designation	Areas providing a broad range of community and service needs and containing significant employment and housing opportunities in an urban scale. Suggested by the City of Chicago and the University of Chicago. Includes the Loop, Loop Center, and other sustainable transportation concentrations. Centers include high quality public spaces and their design. Important Areas are distinguished around the existing street grid and include the Loop Center, University Center, and other historic neighborhoods.
Uses	Major local, regional, commercial, recreation, institutional and historical. Light industrial. Healthcare, Public, Civic, Utility.
Building forms	<ul style="list-style-type: none"> • High-rise buildings (select locations) • Mid-rise buildings • Low-rise buildings • Townhouses, including attached and row houses forms
Height	Use of heights considered where a Center is located along two Primary Corridors. Height is determined by the Center's location and the Center's proximity to the street. In all other cases (Subcenters and Minor Activity Nodes), Center height is determined by the Center's proximity to the street.

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Community Context

LEGEND

- C. Commercial/Services
R. Low Density Residential
MF. Multi-family Residential
T. Transit Exchange



4500 Block West Saanich Road
Preliminary Design Concept - March 26, 2025

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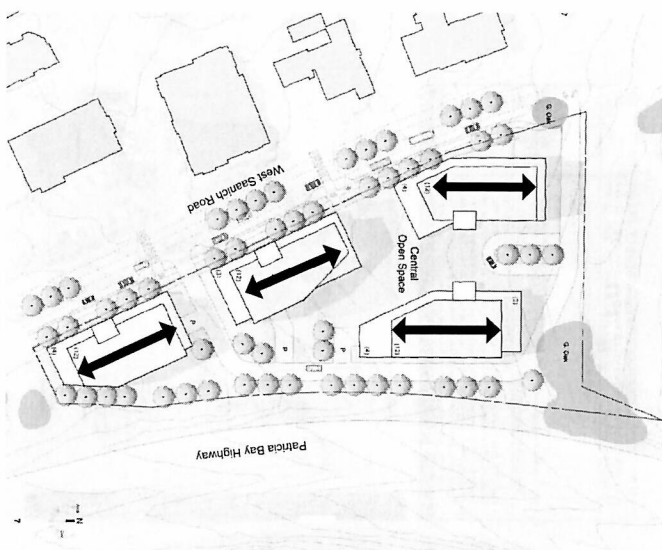
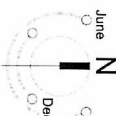


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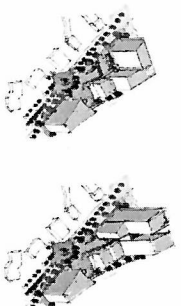
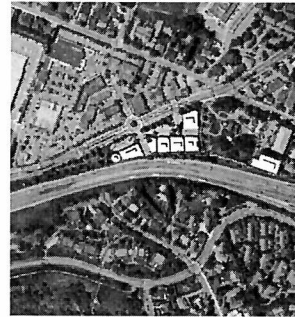
Concept Plan | Viewmont Village

1. North/South orientation of buildings allows direct sunlight into all apartments

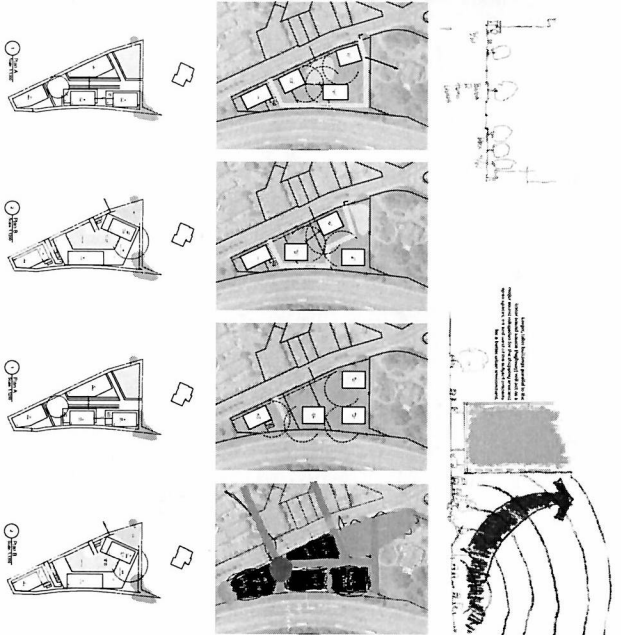
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Sketchbook



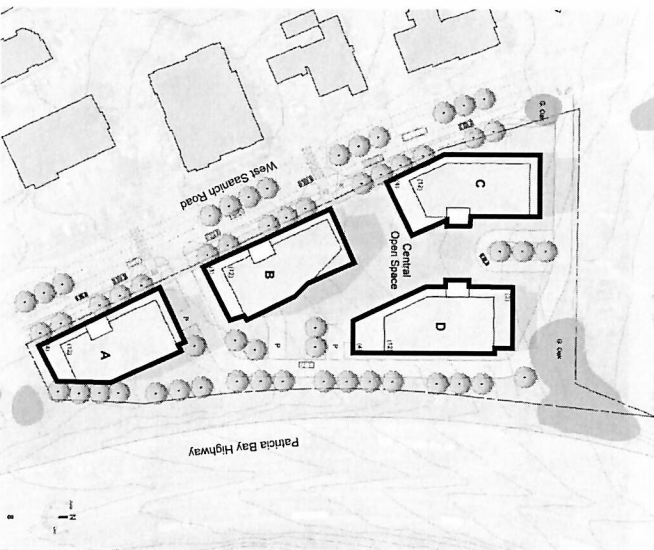
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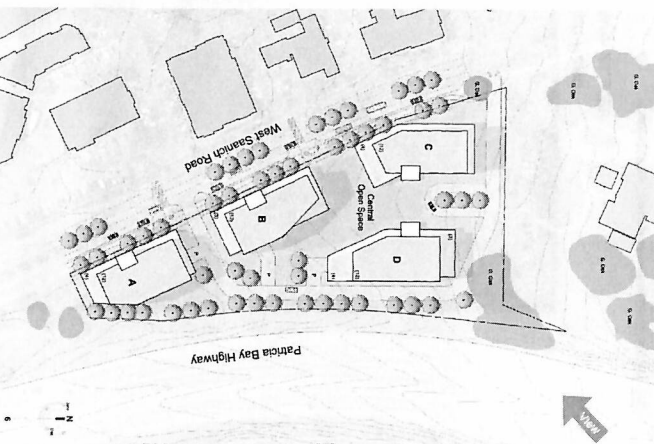
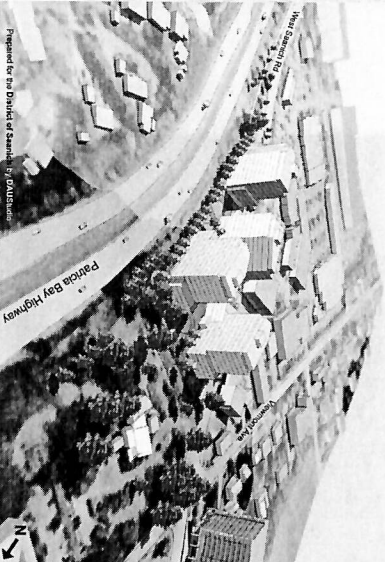
- 1. North/South orientation of buildings allows direct sunlight into all apartments
- 2. Compact layout provides ample building separation and landscape

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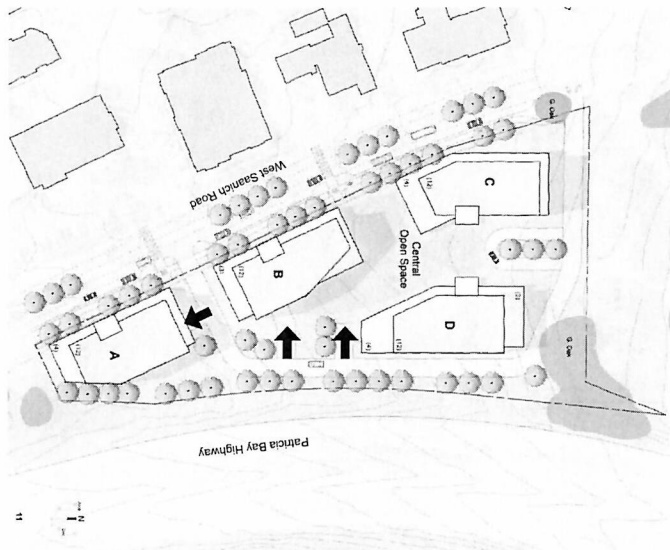
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Site Area	10,964 m ² (2.7 acres)
Total Floor Area	35,425 m ²
Floor Space Ratio (FSR)	3.2:1 to 3.5:1
Total Residential Units	350 to 400

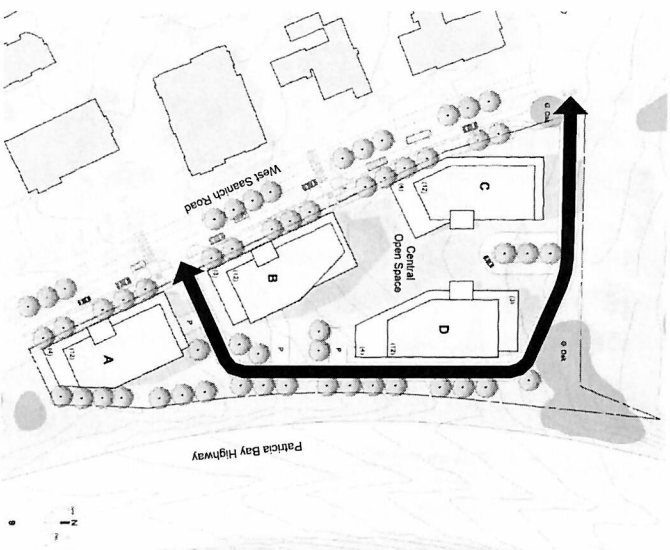


Concept Plan | Viewmont Village

- 1. North/South orientation of buildings allows direct sunlight into all apartments
- 2. Compact layout provides ample building separation and landscaping
- 3. Lane parallel to highway increases distance to buildings to mitigate traffic noise
- 4. Central Green Space as a focus for the redevelopment
- 5. Shared underground and under-building parking

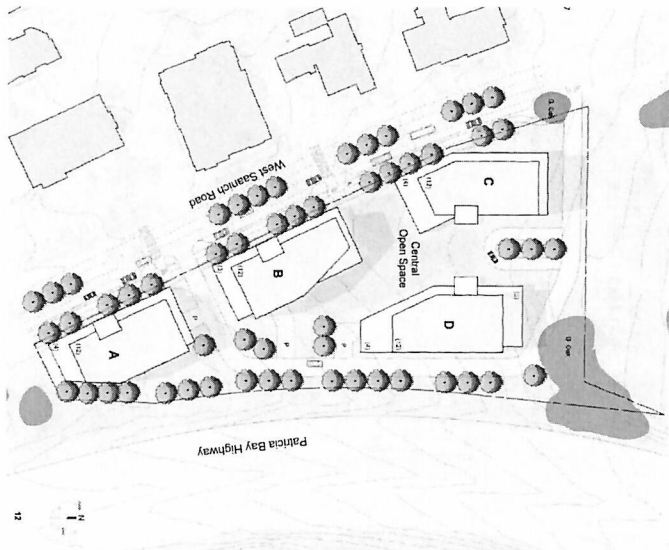


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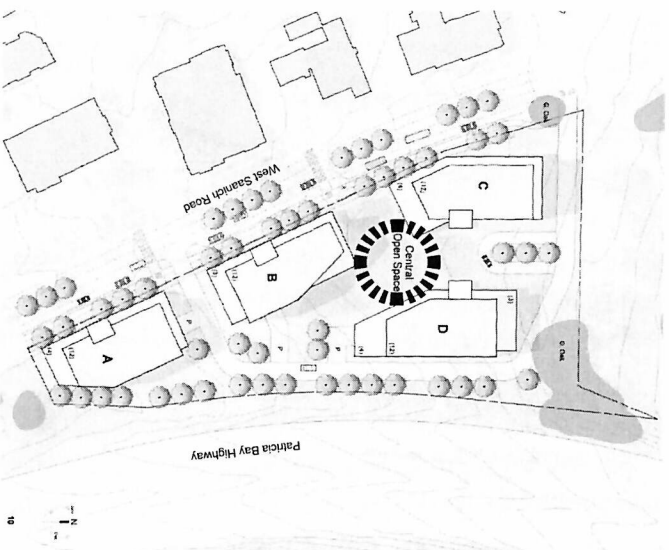
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- 5. Shared underground and under-building parking
- 6. Preservation and many new trees to define streets and add to urban tree canopy

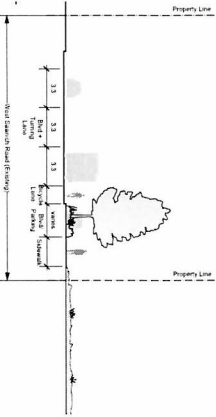


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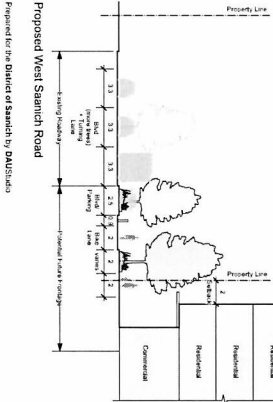
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Concept Plan | Viewmont Village



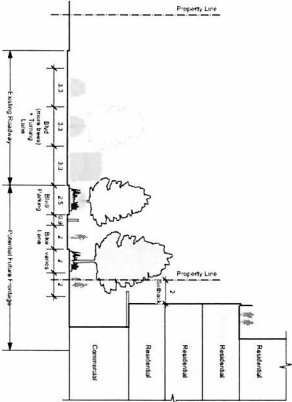
Existing West Saanich Road



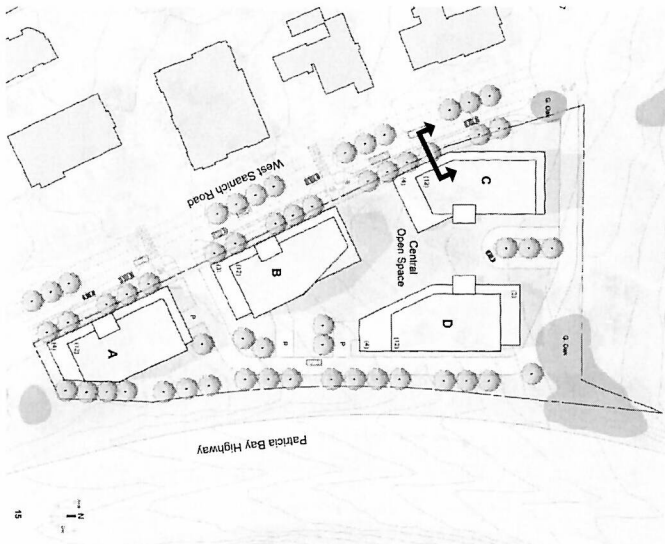
Proposed West Saanich Road

Concept Plan | Viewmont Village

Questions or Comments?
email: realstate@saanich.ca

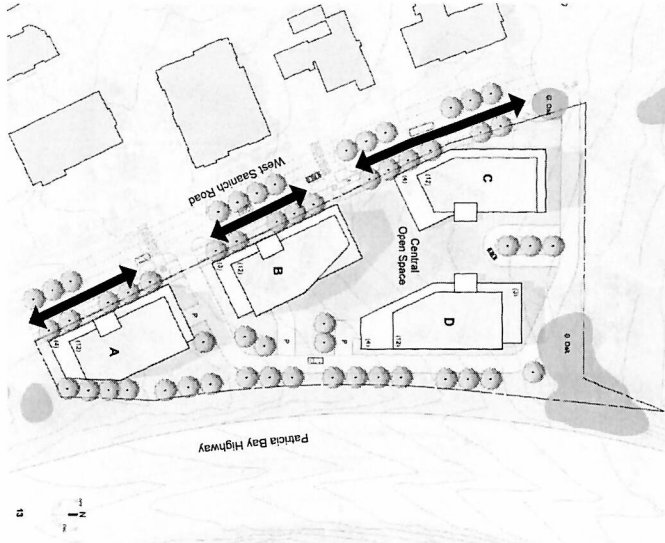


Proposed West Saanich Road

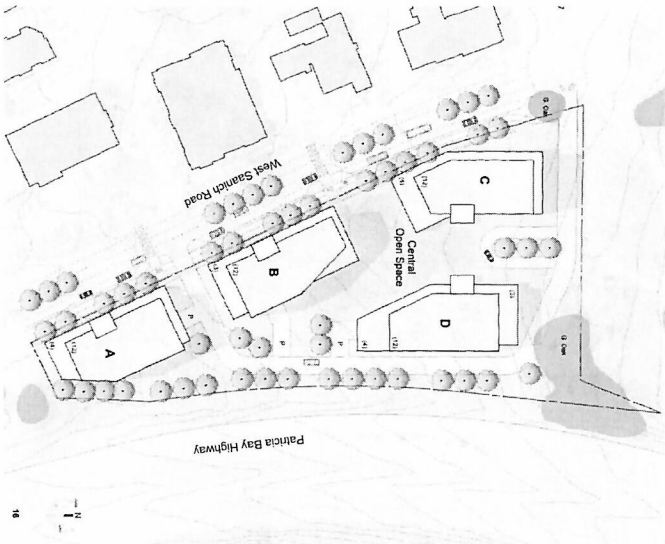


- 1. North-South orientation of buildings allows direct sunlight into all apartments.
- 2. Central open space provides ample building separation and landscaping.
- 3. Large parking lot allows easy access to buildings for multiple modes of transport.
- 4. Central Open Space as a focus for the redevelopment.
- 5. Central underground and surface-level parking.
- 6. Pedestrian and heavy new trees to define streets and add to urban tree canopy.
- 7. Street parking to serve non-residential users.

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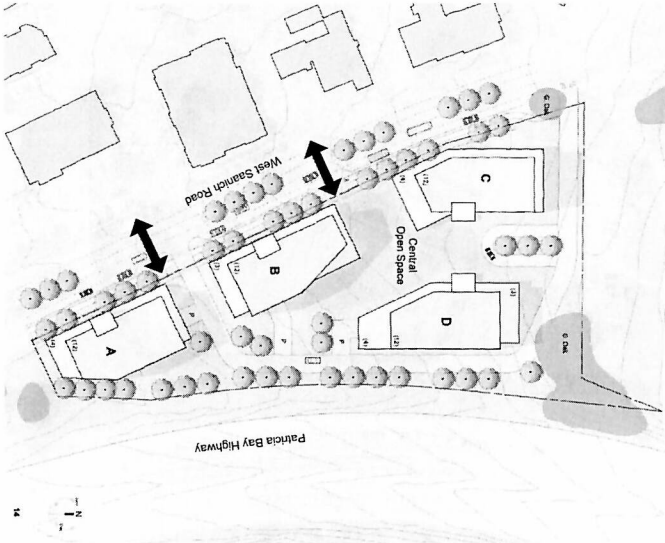


Proposed West Saanich Road



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- 5. Central underground and surface-level parking.
- 6. Pedestrian and heavy new trees to define streets and add to urban tree canopy.
- 7. Street parking to serve non-residential users.
- 8. Two crosswalks for pedestrian access to west-side service-commercial and retail.
- 9. West Saanich Road improved to work for drivers and encourage all mobility choices.

Concept Plan | Viewmont Village



Proposed West Saanich Road

