

3. **FUTURE HOTEL DEVELOPMENT**

Memo of the Economic Development Advisory Committee dated April 10, 2025.

To 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.

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

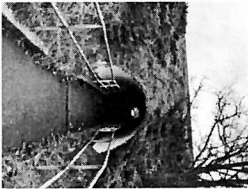
Circulation

Legend:

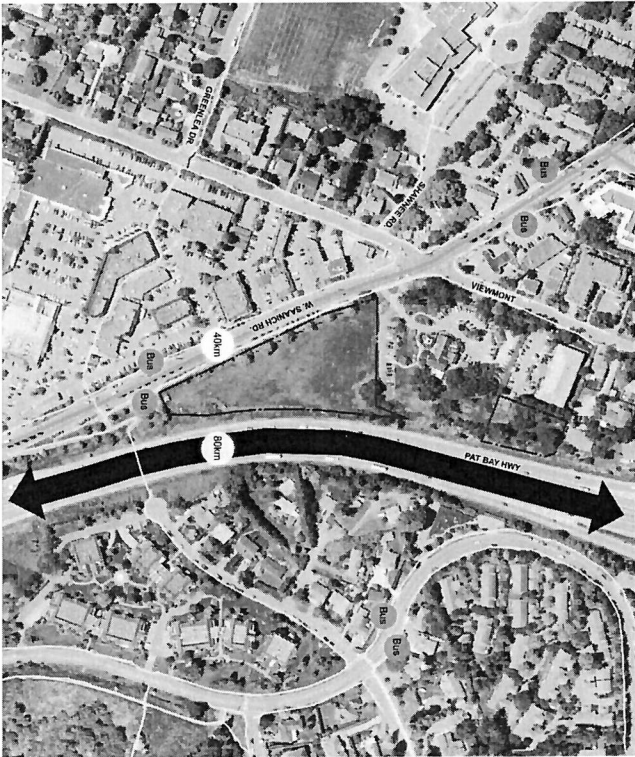
- Pedestrian Routes
- Bicycle Lanes
- Bus Stop

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 stories
- Provide range of community and service needs, including significant employment and housing opportunities at an urban scale

Royal Oak Local Area Plan

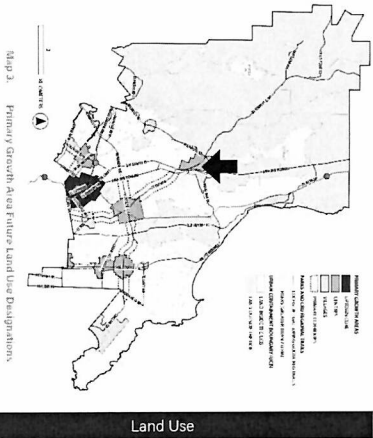
- Encourages mixed commercial/residential use (commercial use of the first story and residential use above)
- Referred to as the Thatch/Malwood property, including Fireside Grill

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.



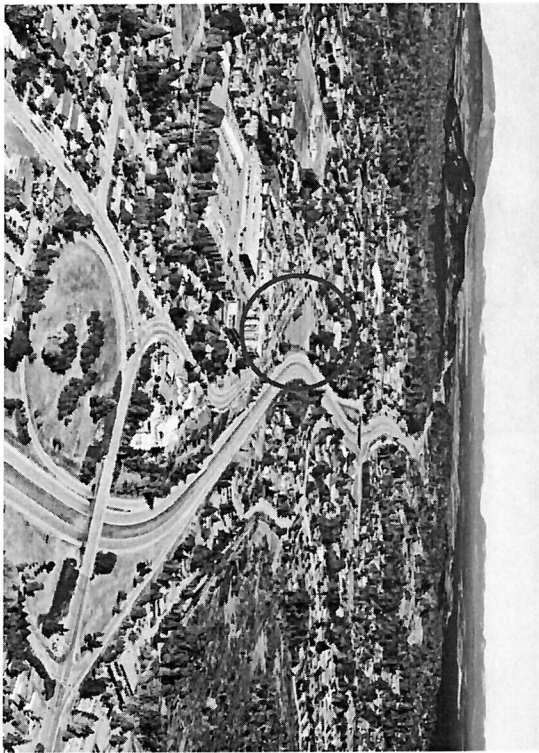
Map 3: Primary Growth Area Future Land Use Designations

Context	Area surrounding a local area of employment and living nodes and containing significant employment and housing opportunities at an urban scale, supported by the Rapid and/or Transit Network, all ages and abilities cycling routes, and spaces and urban design. Transit Oriented Areas are designated around the existing and future transit exchange located at Tillicum Burnside Centre, University Centre, Greater Vancouver Centre and Royal Oak Centre.
Use	High-rise buildings (select locations) Light industrial (recreation, park, public utility)
Building Terms	• Mid-rise buildings • Low-rise buildings • Townhouses, including attached and row house forms
Height	Up to 15 stories considered where a Centre is located along West Primary Corridor as per policy 7.24 (Maximum Height, Urban Form, Transit, University Centre) up to 15 stories and where Transit (Transit, University Centre) up to 15 stories.

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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

Prepared for the District of Saanich by DAUStudio | DAU #2570

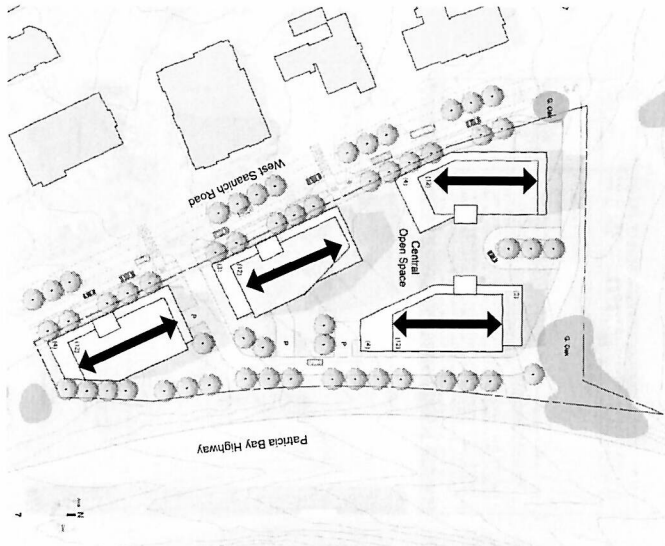
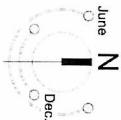


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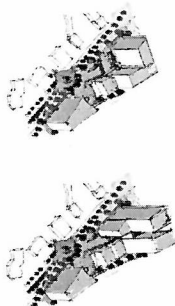
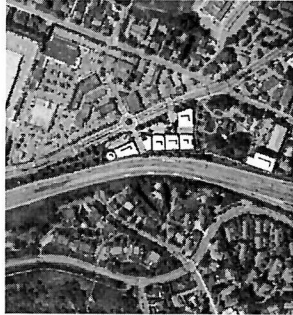
Concept Plan | Viewmont Village

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

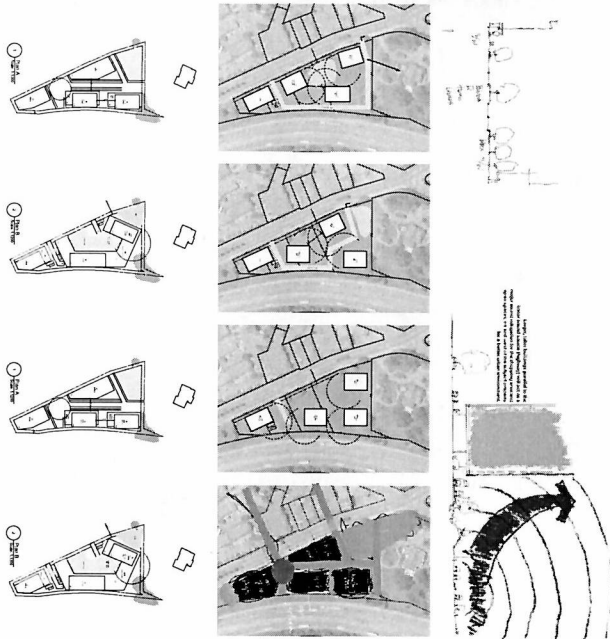
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Sketchbook



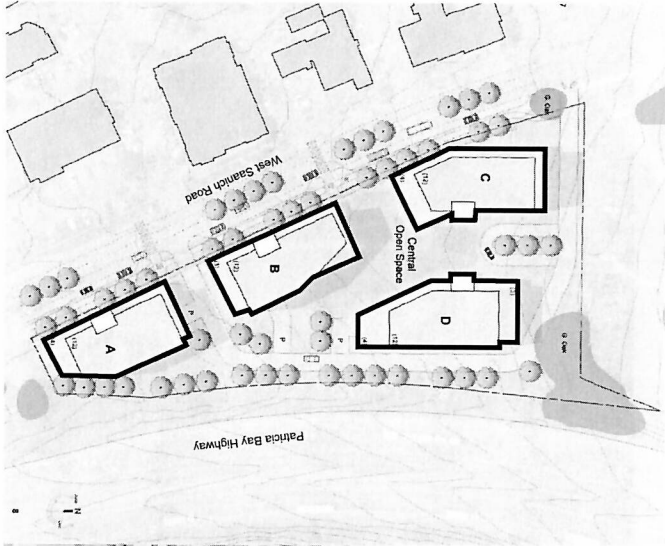
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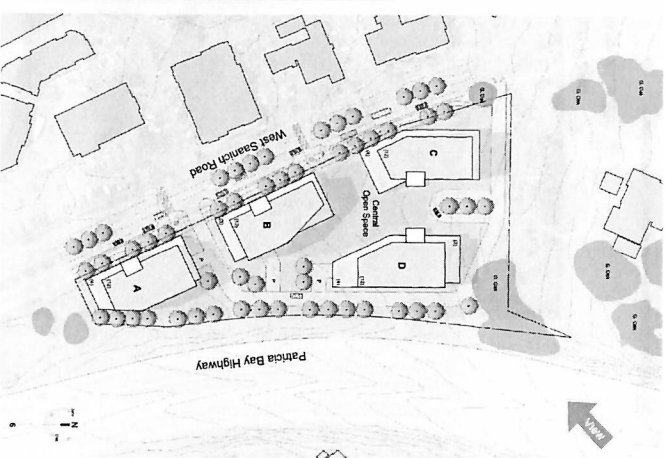
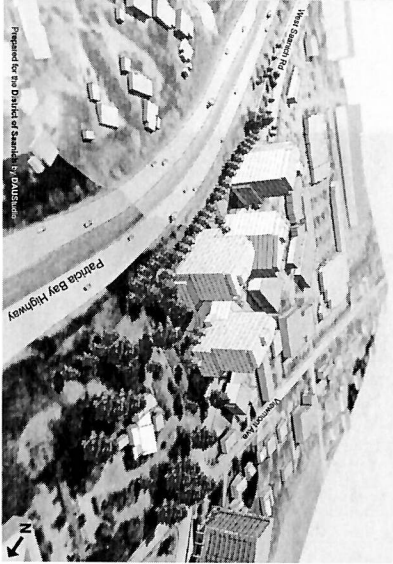
1. North/South orientation of buildings allows direct sunlight into all apartments
2. Compact layout provides ample building separation and landscape

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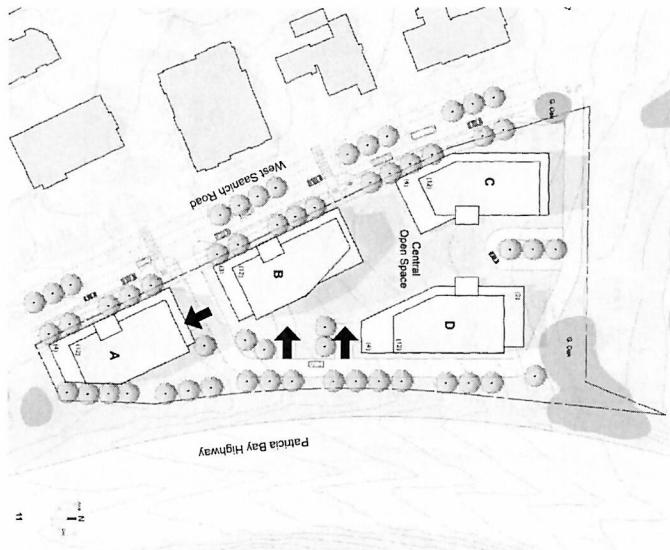
Concept Plan | Viewmont Village

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

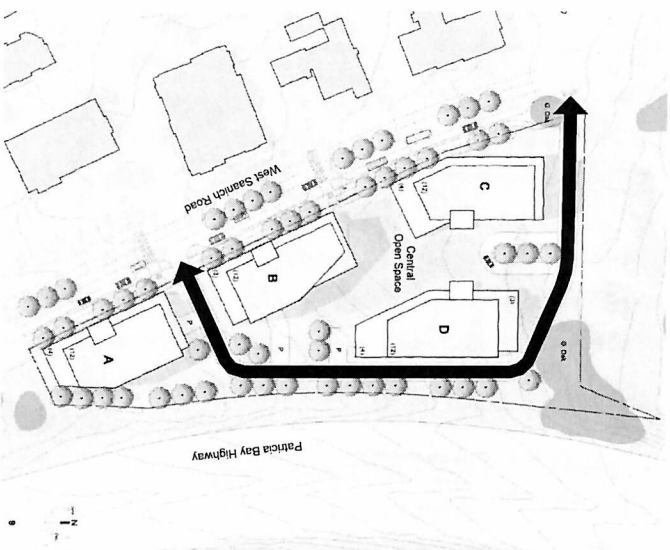


Concept Plan | Viewmont Village

- 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

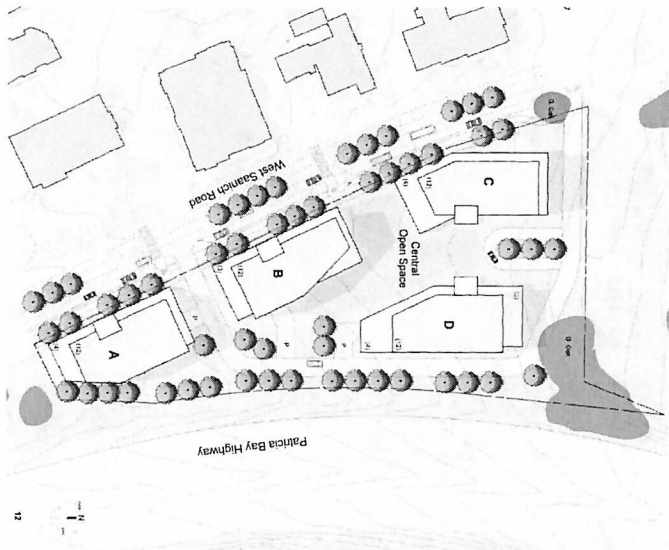


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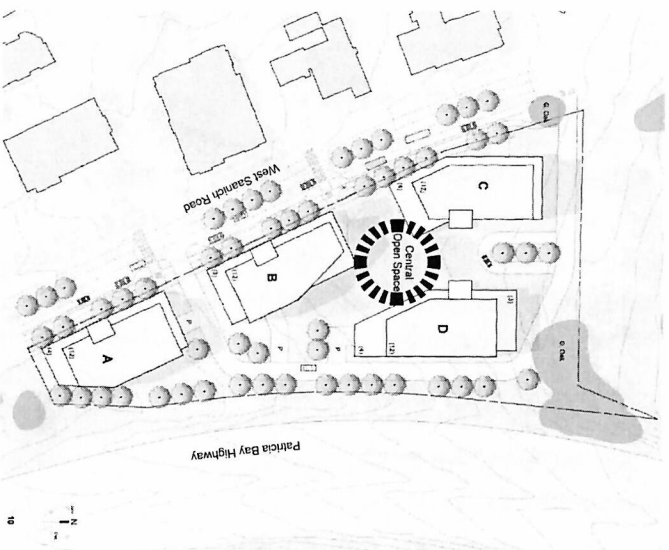


Concept Plan | Viewmont Village

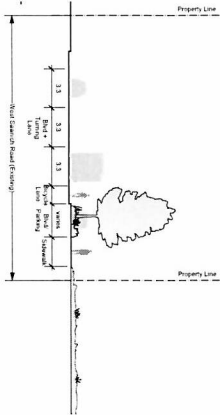
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- 5. Shared underground and under-building parking
- 6. Preservation and many new trees to define streets and add to urban tree canopy



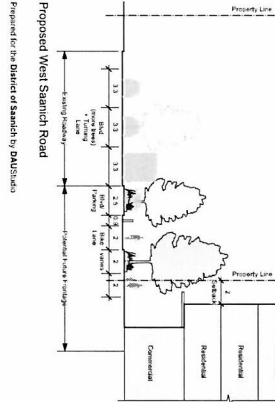
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Concept Plan | Viewmont Village



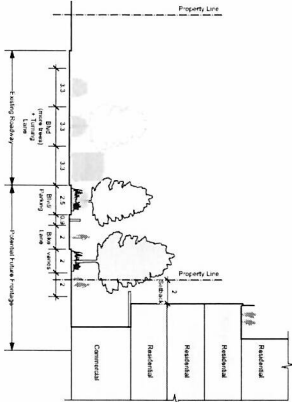
Existing West Saanich Road



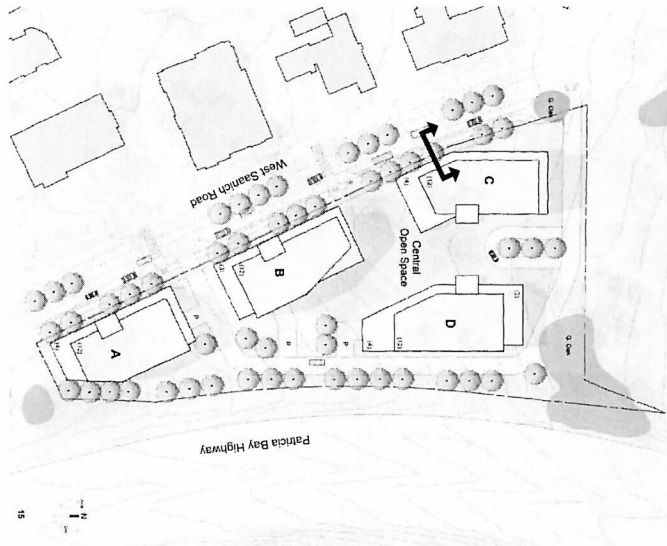
Proposed West Saanich Road

Concept Plan | Viewmont Village

Questions or Comments?
email: realstate@saanich.ca

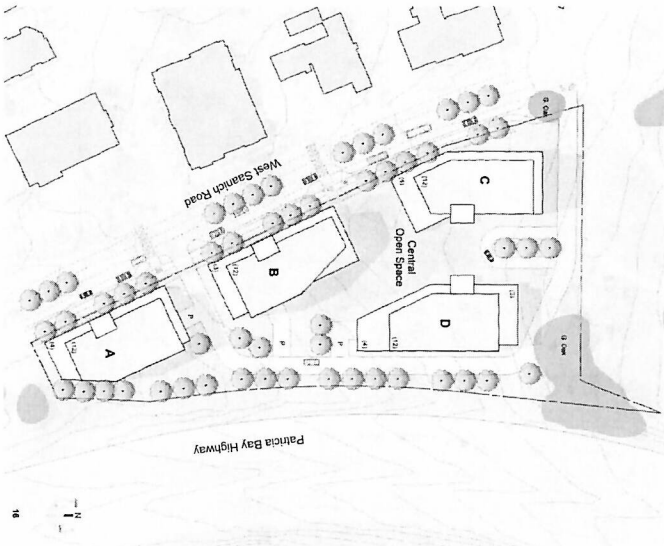


Proposed West Saanich Road



- Concept Plan | Viewmont Village
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 vehicle types.
 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.

Proposed West Saanich Road



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 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.

Proposed West Saanich Road

