

CALUC Meeting Report: September 22, 2025

Address: 1114 Rockland Avenue

Applicant: Scott Davies, Cube
Project Management
Presenter: Scott Davies/Julia
Kubriiova
Architect: Studio PA Architects



Attendance: 25 community members, 2 members of the CALUC

Rezoning Requested	Current	Proposed
Use of land and/or buildings	CA 93 (multiplex)	TCD-1 (hotel)
Number of Units (residential)	17-21	30
	Current Zone	Proposed
Site Coverage	CHP-PB	CHP variant
Number of parking stalls	unknown	6
Set Back East	3/.35/1.75	3/.35/1.75
Set Back West	3/2.08/1.77	3/2/1.77
Set Back South	4.1/0.33	4.1/ 3.77
Set Back North	5.9/3.33	5.9/3.3
	Actual Building	Proposed Building
FSR (Floor Space Ratio)	2.0	2.1
Height	18.9	18.9

The Community Land Use Committee (CALUC) facilitates dialogue between land use applicants and the community to identify concerns regarding land use applications which may influence the proposal and result in changes more appropriate to the neighbourhood. The CALUC encourages a respectful meeting environment allowing everyone the opportunity to speak and be heard. The meeting is about the proposal not about the applicant or others involved in the project. There is no decision by the CALUC to support or oppose an application made at, or after, community meetings. Community members are encouraged to share their views with City Council via email (mayorandcouncil@victoria.ca). If an application is submitted to the City, information can be obtained through the Development Tracker feature of the City's website. This application can be found at <https://tender.victoria.ca/webapps/ourcity/Prospero/Details.aspx?folderNumber=CLC00482>

Application: Proposed change from residential (rental) use to hotel; modifications to accommodate City of Victoria requirements for hotel use, as well as internal changes to allow for 8 additional rooms; minimal changes to exterior. Slight increase in density due to larger floor area on southwest corner, ground level.

Applicant presentation:

- Julia Kubriiova (Studio PA) provided a history of the project and overview of the new proposal
 - 22 units to 30 units
 - Purpose change from proposed residential to visitor accommodation (hotel)
 - There will be a few more windows, due to increase in number of units
 - No changes to setbacks or height
 - Large Sequoia tree on north side will not be affected
- Scott Davies, (Cube Project Management), provided insight into why changes are being proposed
 - Reduced visitor accommodation in Victoria due to Air B&B restrictions
 - Located on edge of downtown core, walkable, has public transportation
 - No new hotels in the past 20 years (other than Hyatt under construction)
 - Looked first at building condo units, but there are many being built; looked into apartment units, but difficult to cover building costs and also there are thousands of rental units being built in Victoria, Esquimalt and Saanich; idea of hotel came about when research suggested there are not enough hotel rooms in Victoria
 - Fits with proposed OCP
 - Has flexible arrangement of rooms (studio, 1 bedroom, 2 bedroom)
 - Hotels require less parking than condos/apartments, so City's reduced parking requirements should not be an issue, i.e. 22 condo units would require 12 parking stalls whereas 30 hotel units would require a ratio of .25/1 (*CALUC NOTE: which would actually be 7.5 stalls vs proposed 6*)
 - Live in manager onsite 24/7

Community members questions:

- Is this application already approved?
 - It is approved as a 5-storey condo building
- How is this going to make money?
 - Hotels can make money and can bring in more revenue than apartment buildings
- Will the hotel be larger than the current plan for a apt/condo building
 - No, it is the same.
- Will there be any balconies facing north?
 - No, only on the side (west and east).
- Will the large tree be saved?
 - It will be; saving this tree is in part due to having no basement in the building
- Does the hotel have parking?
 - It has 6 car parking stalls on the main floor
- What size are the units?
 - They vary in size from studio to 2 bedroom; approximate 350-800 sq ft.
- Does the hotel have bike parking?
 - There are 2 cargo bike spots inside and 6 outside.
- What occupancy do hotels run at?
 - It depends; on average across all hotels year round, 50-85%
- Do the units have kitchenettes?
 - Yes, all of them
- What are the units going to be per night?
 - Market rates for a boutique hotel
- Will the concierge live onsite?
 - Yes, they will

Neighbourhood Comments/Feedback on proposal:

Parking

- Concerns re the parking lot on the corner being used during the construction; applicant said they will look at how to handle construction traffic/parking
- Neighbour who lives close by is concerned about the number of parking units; feels there is not enough and visitors will park on the street that already has too much on-street parking
- The original plan had an emphasis on bike parking and disappointed that the hotel has less emphasis
- Abigail's Bed and Breakfast nearby has 30 rooms and zero parking
- New building at 1120 Burdett has resulted in more street parking as there is not enough parking for owners; not everyone is walking or taking public transportation

- Rockland only has parking on one side of the street (north side) and only 2-hour parking allowed; how will this work for hotel guests who have cars and can't get one of the six parking spots, or for employees of the hotel

Neighbourhood Compatibility

- This is going to change the feeling of the neighborhood with transient guests vs apartment dwellers
- More hotels will follow in this neighbourhood
- Very supportive of this proposal; it can bring economic value to the area and the city. Abigail's Bed and Breakfast is also in a residential neighborhood nearby and the guests and business are not disruptive.
- Not opposed to the development but upset that Air B&Bs are no longer allowed in Victoria saying it's unfair to those who want to rent out their accommodation to visitors; huge conglomerate hotels are making all the money on visitors
- Going from 22>30 units, increasing 8 units, should not be considered a "modest" increase in number units (*application says increase to 10 units, which was a typo*)
- There is a lack of amenities in the hotel for guests
- Opposed to hotels in residential areas
- Concerned that the City will buy the hotel and use it for the city's unhoused
- This is a great idea and it will bring activity to small businesses in the neighbourhood, i.e. Cook and Fort Streets; also there will be no junk or garbage on the site like the previous dwelling (rooming house that burned down)

Light & Noise

- Increased traffic means more noise
- There will be cabs, buses, pedestrians walking drunk through downtown to get to hotel; will destroy the neighbourhood
- This will be the beginning of hotel row on Rockland
- Owner of building next door on Cook Street has businesses inside (massage therapy, midwives, acupuncturists) that will be affected by the construction noise and parking

Other concerns:

- Concerned about the OCP changes.
- Not sure how the OCP process works and why it is being changed
- Mayor Alto reportedly said at BC Urban Mayor's Caucus, "we need to accelerate more homes to people who need them", so why should City support a hotel vs apartments