

**December 13, 2019**

Development Services  
City of Prince George  
1100 Patricia Blvd,  
Prince George, BC V2L 3V9

**Attention:** Kali Holahan

[kali.holahan@princegeorge.ca](mailto:kali.holahan@princegeorge.ca)

**Re:** 525 Alward Street – Rezoning Application – Domino's Pizza

Hello Kali,

Thank you for your advice during the pre-application meeting for the rezoning of 525 Alward Street. We are pleased to submit this application with a recent neighbourhood canvassing survey, estimated traffic impacts, and a proposal of intent to directly support the surrounding community.

The proposed Domino's Pizza location is different from the other locations in Prince George. This Domino's Flagship location intends to provide a walkable restaurant destination for the surrounding community, providing a quality restaurant experience. This location will also provide training, office spaces, and was chosen to maximize walkability, reduce service times, and provide better service to the local community. The new Domino's Pizza will provide indoor and outdoor patio style restaurant seating, high quality streetscape design with a more boutique style rather than commercial presence in the area. The target clientele for this location is carry-out and dine-in orders which directly provides a significant walkable amenity to the community.

The new Domino's location would improve service to the area, including the territory east of highway 97 and the southern part of North Nechako. These areas are currently served by the Ospika location, which employs about 40 employees. Several of these employees would move to the Alward location. It is estimated that this store would complete approximately 40,000 deliveries per year, reducing the load on the Ospika location.

The carry-out and dine-in clientele is where increased sales is expected, as it has been found that people choose pick-up locations close to their homes and along main commuting routes. This location is expected to employ an additional 15 personnel in order to best service the restaurant and carry-out customers.

The expected activity the location will produce is approximately half that of the current Ospika location. The hours of operation would be 10:30am to 1:00am from Sunday to Thursday, and 10:30am to 3:00am on Friday and Saturday. The new location will reduce current driving hours in the area by 3 hours even with a potential 14% increase in sales, which is much more environmentally friendly and reduces impacts on air quality for the communities in the Downtown area.

Most of the location's increase in sales will come from carryout customers in the surrounding neighborhood of the new location. The Ospika, Hart Highway and Westgate locations have approximately 35% of their business coming from takeout customers. Locations positioned in closer proximity to local neighbourhoods have more take-out sales as they are convenient to walk to or stop by on the way home. The new location is estimated to have 40% of their business attributed to dine-in and take-out customers which is approximately 512 customers per week.

Customers that already commute home from work on 5<sup>th</sup> Ave would likely take advantage of this location, therefore not increasing the amount of traffic overall. Many customers would be within walking distance of this new location such as students from Duchess Park School and the surrounding community which would reduce traffic impact.

The immediate community was canvassed to understand the views and opinions of local residents regarding the possibility of a new Domino's location. Attached is the survey that was used with addresses from where responses were gathered. Overall the opinions were very positive and it appears that the presence of a Domino's Pizza location in the neighbourhood would be supported by both home owners and renters. 96% of the residents surveyed would be supportive of a Domino's Pizza location in their neighbourhood and would consider walking to a local restaurant. The survey suggests that the local community would benefit from a walkable restaurant location. The placement of this location maximizes walkability for the surrounding neighbourhood and is less than a 10-minute walk from the nearby Duchess Park Secondary School. Its location on the south side of 5<sup>th</sup> Ave also eliminates potential risks of students having to cross major roads.

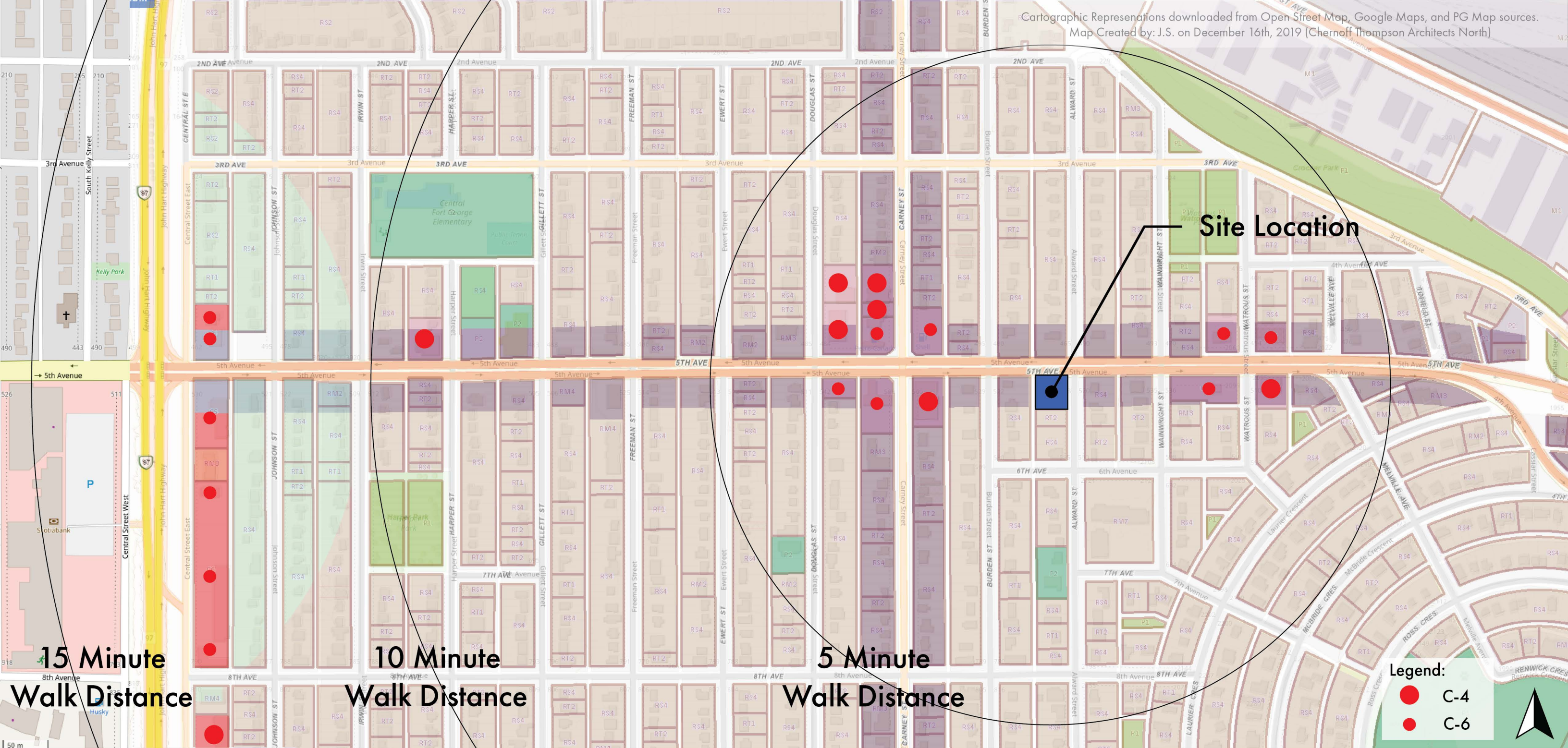
We hope that the intention behind choosing this particular location and the proposed design parameters will be supported by council and look forward to providing an essential walkable amenity to the surrounding community.

Thank you,

A handwritten signature in black ink, appearing to read 'Terry Broomsgrove', written in a cursive style.

Terry Broomsgrove, Architect AIBC, MRAIC  
TB/js





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## 525 Alward Street - Rezoning Application

Existing Zoning: RM-5  
Existing Use: Vacant Lot

Proposed Zoning: C-8  
Proposed Use: Domino's Pizza

Located within a residential corridor, the proposed land use change supports the surrounding residential community on a local level. The location would serve the immediate area, therefore reducing potential increases in traffic to the area from outside communities. The location is ideal in order to serve the neighbourhoods on either side of 5th Ave. The design intervention would strive to encourage walkability in the area by connecting existing commercial landuses along 5th Ave. Walkability along 5th Avenue is important as it acts as a connector between the downtown and Spruceland shopping centre. It also provides a safe walkable alternative for students at Duchess Park Secondary, as no major roads would need to be crossed.





## Community Amenities

- Quality Restaurant Space
- Outdoor Patio
- Evening Destination
- 5-10 minute Walking Distance
- Safe Pedestrian Route from Duchess Park Secondary
- High Quality Streetscape Design
- Landscaping: Soften Roadscape and Buffer Sidewalk
- Boutique Styled Design
- Vehicular Access off of Alward Street
- Main Building Entrance Facing 5th Ave

The Prince George Flagship Domino's Pizza location will take a different approach to integrating itself within the surrounding residential context. As a locally owned franchise, the local attributes of Prince George's communities will take a prominent role in the design, making this location unique to the context and surrounding residential land-use.







## Student Pedestrian Safety

The site is positioned on the south side of 5th avenue to reduce the risk of students crossing busy roads during the busy lunch hour and after school. The proposed site is less than a 10 minute walk from the school.

Site Location



DATE: \_\_\_\_\_

QUESTIONS:

- 1: Are you a homeowner or a renter?
- 2: Would you be supportive of a Domino's Pizza location in your neighbourhood?
- 3: Would you consider walking to a local restaurant in your neighbourhood?

Address: 755 Alward

1: H/O ☐ R ☒ 2: Yes ☒ No ☐ 3: Yes ☒ No ☐

Address: 745 Alward

1: H/O ☒ R ☐ 2: Yes ☒ No ☐ 3: Yes ☒ No ☐

Address: 749 Alward

1: H/O ☐ R ☒ 2: Yes ☒ No ☐ 3: Yes ☒ No ☐

Address: 734 Alward

1: H/O ☒ R ☐ 2: Yes ☒ No ☐ 3: Yes ☒ No ☐

Address: 695 Alward

1: H/O ☒ R ☐ 2: Yes ☒ No ☐ 3: Yes ☒ No ☐

Address: 653 Alward

1: H/O ☒ R ☐ 2: Yes ☒ No ☐ 3: Yes ☒ No ☐

Address: 635 Alward

1: H/O ☐ R ☒ 2: Yes ☐ No ☒ 3: Yes ☒ No ☐

Address: 555 Alward

1: H/O ☐ R ☒ 2: Yes ☒ No ☐ 3: Yes ☒ No ☐

Address: 520 Alward

1: H/O ☐ R ☒ 2: Yes ☒ No ☐ 3: Yes ☒ No ☐

Address: 590 Alward

1: H/O ☐ R ☒ 2: Yes ☒ No ☐ 3: Yes ☐ No ☒



Address: 430 Alward

1: H/O ☒ R ☐ 2: Yes ☒ No ☐ 3: Yes ☒ No ☐

Address: 410 Alward

1: H/O ☐ R ☒ 2: Yes ☒ No ☐ 3: Yes ☒ No ☐

Address: 385 Alward

1: H/O ☒ R ☐ 2: Yes ☒ No ☐ 3: Yes ☒ No ☐

Address: 405 Alward

1: H/O ☒ R ☐ 2: Yes ☒ No ☐ 3: Yes ☒ No ☐

Address: 425 Alward

1: H/O ☒ R ☐ 2: Yes ☒ No ☐ 3: Yes ☒ No ☐

Address: 445 Alward

1: H/O ☒ R ☐ 2: Yes ☒ No ☐ 3: Yes ☒ No ☐

Address: 465 Alward

1: H/O ☒ R ☐ 2: Yes ☒ No ☐ 3: Yes ☒ No ☐

Address: 444 Wainwright

1: H/O ☒ R ☐ 2: Yes ☒ No ☐ 3: Yes ☒ No ☐

Address: 397 Wainwright

1: H/O ☐ R ☒ 2: Yes ☒ No ☐ 3: Yes ☒ No ☐

Address: 327 Wainwright

1: H/O ☐ R ☒ 2: Yes ☒ No ☐ 3: Yes ☒ No ☐

Address: 309 Wainwright

1: H/O ☒ R ☐ 2: Yes ☒ No ☐ 3: Yes ☒ No ☐

Address: 467 Wainwright

1: H/O ☒ R ☐ 2: Yes ☒ No ☐ 3: Yes ☒ No ☐



Address: 572 Burden

1: H/O\_\_\_ R ☒ 2: Yes ☒ No \_\_\_ 3: Yes ☒ No \_\_\_

Address: 521 Burden

1: H/O\_\_\_ R ☒ 2: Yes ☒ No \_\_\_ 3: Yes ☒ No \_\_\_

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