



# HOTEL PROJECT IN CHELSEA

## FREQUENTLY ASKED QUESTIONS

Conceived and matured over a long time, the plan to add a hotel to Nordik Spa-Nature in Chelsea is the next logical step for a spa that has become a major relaxation destination over the years, as well as a magnet for tourism, employment, and development for Chelsea and the surrounding region.

With an initial offer of 60 rooms, this hotel would allow guests to extend their wellness getaway and discover Chelsea and the Outaouais region.

For over 12 years, Nordik Spa-Nature has been a major job creator, and it expects to hire an additional 30 employees for its hotel.

### **IS THE NORDIK GROUP ALLOWED TO BUILD A HOTEL ON ITS PROPERTY?**

- Zoning permits the construction of a hotel. This has been the case since the spa was first created in 2001. Furthermore, the company is registered under the legal name of Auberge et Spa Le Nordik [Le Nordik hotel and spa].
- With the new water supply system now in place, Nordik is ready to begin construction works on the hotel phase, which was drawn up in the initial business plan.
- Nordik recently proposed two architectural options, each of which presents a hotel with 60 rooms.
- Nordik wants to create wellness programs (yoga, retreat, conferences, and meditation). The target clientele for these programs is therefore already focused on the nature and wellness inspired by the village and Gatineau Park.

### **WHY HAS NORDIK PRESENTED TWO ARCHITECTURAL OPTIONS?**

- Plan A presents three buildings and is in compliance with the town's planning by-laws with regard to its surface area, location, and height. Nordik could go straight ahead with requesting a construction permit with this proposal of three compliant buildings. However, Nordik does not prefer this project, because it requires the felling of numerous trees and a larger surface area, and integrates poorly with the surrounding environment and current spa facilities.
- Plan B is Nordik's preferred option as it's architecturally integrated with the spa's current facilities as well as with the surrounding environment. It requires a minor exception, because the square footage and height of the building will not be compliant with the planning by-laws. However, the height of the proposed building is equal to the height of existing spa buildings. Additionally, the proposed surface area will allow Nordik to position the hotel in a location where tree felling will be minimal (i.e. about a dozen trees). Plan B proposes a single building instead of three. The use of ground space is therefore much smaller than the three buildings proposed in Plan A (the compliant plan).

## **WILL NORDIK NEED TO ADD MORE SPACE TO ITS PARKING LOT?**

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- Improvement and expansion work for the parking lot was done last year following the installation of the water supply system. Additionally, the administrative offices of the Nordik Group were moved to Gatineau, freeing up more than 50 parking spaces previously used by employees. Nordik therefore does not expect to use up more space to create additional parking.

## **WHAT ABOUT TAXES?**

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- Nordik Spa-Nature is a major contributor to municipal taxes and fees on its water usage.

## **WHAT IS THE VALUE OF THE HOTEL PROJECT?**

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- The Nordik Group will invest between \$10 and \$12 million to build its hotel project.

## **IS OPTION B PRIVILEGED BY NORDIK BECAUSE OF ITS CONSTRUCTION COST?**

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- Both plans are estimated at approximately the same cost. It is even anticipated that option B will cost a little more due to the installation of the geothermal system that will be connected to the spa facilities, and its fire protection system required by the building code for more than 3 floors.

## **WHAT IS THE CONSTRUCTION SCHEDULE?**

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- Construction is expected to begin in 2018 in order to open in 2019.

## **WHY DOES THE NORDIK GROUP PREFER OPTION B?**

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- The fact that the hotel building will be next to the spa will allow to recover energy and transfer it via geothermal technology to the hotel.
  - The architecture of option B will be better integrated with the spa's current facilities. Furthermore, all services will be available in a single building, rather than spread out over three (linens and laundry, storage, delivery bay, front desk, etc.)
  - Very few trees will be felled. Additionally, the tree belt in front of Old Chelsea road will be completely preserved.
  - This project is energy-efficient because its architecture retains all operational elements in a single building, because it will allow for geothermal synergy with the spa, and because it will integrate well into the site topography, limiting the need for blasting work and other impacts on the natural surroundings.

## WHAT ABOUT TREES ON THE NORDIK SPA-NATURE PROPERTY? -

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- An environmental strategy to restore the natural forested environment around the future hotel as well as some other strategic areas is currently ongoing. (e.g. surface water management on the site and planting of native trees and bushes in some clear cut sectors). The following species will be considered, as they are native to the region: sugar maple, red oak, shadbush, white pine, eastern hemlock, white spruce, and so on.