

603 Pandora Avenue

Rezoning & Development Permit Pre-Application Proposal Summary





REDBRICK | ARYZE

2 November 2026

City of Victoria
1 Centennial Square
Victoria, British Columbia V8W 1P6

RE: 603 Pandora Avenue Rezoning & Development Permit Pre-Application Proposal Summary

Dear Mayor Alto, Council and Staff:

We are pleased to present this letter outlining the core content of our forthcoming application to rezone and develop 603 Pandora Avenue. Please find enclosed a copy of the project visualizations and development overview as prepared for our initial community open-house for the project - these materials aim to provide a holistic overview of the project's vision, purpose, and design intent.

Redbrick, in collaboration with Aryze, is proposing a new hotel for the vacant and underutilized lot at the corner of Pandora Avenue and Government Street—a prominent downtown site that has sat empty for the better part of a decade. The locally led project looks to build on the existing hotel zoning at 603 Pandora, envisioning a hospitality gateway to the north end of Victoria's downtown core. Named for the original Westholme Hotel—a historic building that anchored this same stretch of Government Street more than a century ago—the proposed development is designed to strengthen the city's visitor economy, close a well-documented gap in hotel room supply, and fuel the year-round vitality that a resilient downtown depends on. Enclosed is a summary of the proposed 17-storey, 198-room hotel development. Through this application we will be seeking to amend this property from the current OTD-1 (Old Town District 1) zoning to a new site-specific zone that accommodates our proposed development.

Beyond adding new hotel rooms, Westholme would bring a long-vacant downtown corner back into public use. The proposal includes several levels of publicly accessible amenity space: a lobby lounge, a restaurant, an events space, a thermal spa and a rooftop bar. These give locals and visitors reasons to spend time on the site, and they support year-round foot traffic for neighbouring businesses. Along the Pandora frontage, the proposed plaza puts pedestrians first, adds public seating and creates a new gathering nexus at the north end of downtown, where Old Town, Chinatown and the emerging Industry, Arts & Innovation District meet.

Project at a Glance



Height
64.5 m

Site Area
1,500 sm

Number of Rooms
198

Parking Stalls
108 stalls

North Setback
-3.6m

South Setback
0

West Setback
0

East Setback
0

Floor Area
15,020 sm

Bike Stalls
Long term: 19
Short term: 42

FSR
10.0:1

Site Coverage
83.3%

Unique Features

- A return to the corner's important role as a downtown hotel, reimagined as a contemporary building while celebrating the site's history
- A new public plaza, envisioned as a lively gathering place and a stage for community life, connecting the hotel to the surrounding streets
- Signature architecture by internationally renowned firm Olson Kundig. Drawing on its setting and the Pacific Northwest, the "sailboat" design inspiration pairs a masonry podium (the "hull"), which responds to the surrounding heritage buildings, with a light, reflective glass tower (the "sail")
- Amenities open to both locals and guests: a full thermal circuit spa, bookable event spaces, a lobby lounge and restaurant, and a rooftop bar with wide views over the city and harbour

- Interiors that feature regional art, craft and food, with natural materials drawn from the Pacific Northwest landscape
- Investment from local business Redbrick, with support from Aryze, both Victoria-based B Corps, with a long-term commitment to the city

Site Context & History

This land holds both cultural and historical significance and resides on the traditional territory of the Songhees whose historical relationships with the land continue to this day.

Named after the original Westholme Hotel, which anchored this stretch of Government Street more than a century ago, the proposal builds on the site's legacy as a destination for visitors and locals alike. Located steps from the gateway of the emerging Industry, Arts & Innovation District, the proposal is designed to support year-round activity that underpins a vibrant, resilient downtown. 603 Pandora is an investment—not only in hospitality—but in the broader economic and cultural ecosystem of the capital city.

Neighbourhood Grain

The Downtown neighbourhood surrounding the site features a diverse urban grain characterized by a mix of residential and commercial buildings and services and amenities within walking distances.

Steps away from Lower Johnson Street, Chinatown, McPherson Playhouse, and the emerging Industry, Arts & Innovation District, Westholme sits at a key nexus in Downtown Victoria’s north end. Building on the city’s continued efforts for a more pedestrianized downtown, Westholme would extend that momentum northward, activating Government Street with an improved public realm and greater pedestrian activity.

Policy Context

The forthcoming proposal for the Westholme Hotel at 603 Pandora is a landmark response to the City's call for increased hotel supply—advancing key downtown policy objectives while bringing renewed investment to a prominent central site. This locally led project supports the Official Community Plan's mandate of delivering 1,500 new hotel rooms by 2035, strengthening the

Downtown Core as the region's tourism hub while creating meaningful employment opportunities in the hospitality sector.

Zoning and Proposed Use

The site is currently zoned as OTD-1. This proposal seeks site specific zoning. Recent Council direction in July 2026 (Economic and Employment Land Solutions report) reaffirmed the critical role that hotels play in strengthening the long-term resilience of Old Town. While adjacent areas in the Central Business District are being pre-zoned to permit an FSR of up to 5.5, Council has also signaled a willingness to consider greater density in Old Town for projects that significantly contribute to the area's economic vitality and historic character. The proposed Westholme Hotel has been designed in response to this opportunity while bringing forth strong policy alignment as summarized below.

Alignment with the Official Community Plan (OCP 2050)

The 603 Pandora proposal is fundamentally aligned with the City's explicit long-term goals for tourism, economic prosperity, and downtown vitality as outlined in the OCP.

- **Delivering the Capacity Victoria Needs (Tourism & Employment):** The OCP mandates the delivery of 1,500 new hotel rooms by 2035 to ensure an adequate supply of visitor accommodations (Section 9.1.4). By clustering new tourist and visitor services in the Downtown Core (Section 9.1.1), this landmark hotel will inject a crucial supply of rooms into the north end of downtown. Furthermore, this project delivers permanent employment in the accommodation and food services sector, directly supporting the OCP's goal of adding up to 40,000 new jobs by 2050.
- **Downtown Core Vision & Land Use Guidance:** Section 1.5 of the OCP envisions a thriving, pedestrian-friendly economic heart for the region. Imagined as Victoria's new "living room," the Westholme Hotel will feature a pedestrian plaza, welcoming lobby, and a publicly accessible restaurant and café at ground level. This meets the OCP's call for the highest mix of uses (Section 1.5.1), transforming a long-vacant corner into a vibrant, year-round destination.
- **Heritage Context & Innovative Development:** Because the original Westholme Hotel was lost to fire, adaptive reuse of the site is not possible. Instead, the project responds to Section 1.6.3 by celebrating and paying homage to the asset through a contextual, masonry-clad podium that draws on the wider area's architectural language. Additionally, under Section 1.6.10, the proposal utilizes the OCP's flexibility for innovative development, bringing sustained economic activity to the northern edge of Old Town to help spur the preservation and viability of surrounding heritage buildings.

Advancing the Downtown Core Area Plan (DCAP)

Given its location, the project is ideally positioned to play a critical role in stitching together Victoria's downtown districts which intersect between Government St and Pandora Ave.

- **Activating Government Street:** DCAP Section 3.38 calls for extending the pedestrian-oriented character of Government Street northward from Yates Street to Pembroke Street. The hotel offers a tangible solution through a wider sidewalk, active ground-floor commercial uses, and an urban plaza, physically expanding the Government Street Mall experience.
- **Climate Action:** The proposal integrates infrastructure for carbon-light operations and explores innovation opportunities across building systems and construction methodologies to support the city's climate innovation objectives
- **Skyline and View Corridors:** In accordance with DCAP Section 6, outward view points are protected, while the design introduces a new 'Westholme Lookout' on the rooftop for public enjoyment. The inward perspective from Laurel Point proves the building will smooth the profile of taller buildings in the vicinity, creating a cohesive backdrop to the downtown waterfront rather than interrupting the skyline.

Urban Structure Concept & Policy Departure Pathway

While the proposal departs from the baseline height and density guidelines set out in the 2025 OCP Urban Structure Concept, the OCP establishes a structured pathway for sites where a tailored approach can support broader downtown objectives. Under Policies 1.6.10 and 1.6.11, departures from baseline parameters can be considered where a proposal demonstrates strong alignment with urban design principles, delivers tangible community amenities, and actively pursues key innovation priorities.

The Westholme Hotel proposal has been shaped to work within this policy framework across three key areas:

Principles of Good Urban Design

The proposed building form and site layout respond directly to the City's urban design principles:

- Building Form & Contextual Scale: The massing is broken into a contextual podium and a slender tower. The podium matches the historic street-wall height along Government Street, while the tower consolidates floor area into a 19.8-metre-wide north-south orientation with an 8.6-metre setback from Government Street, limiting shadow cast and preserving daylighting along the street.

- Public Realm & Community Space: The ground plane replaces a vacant corner with an open plaza ("Meet me at Westholme") and active, transparent frontages for a café and restaurant, providing new pedestrian infrastructure and informal gathering space at a key downtown junction.
- Mobility & Urban Canopy: The site design incorporates widened pedestrian clear zones, connections to the adjacent Pandora Avenue AAA cycling track, and on-site tree planting and climate-resilient landscaping to support the streetscape canopy.

Opportunities for Innovation in Development (Policy 1.6.10)

Innovation is the central component of this departure pathway. Policy 1.6.10 identifies specific priority areas for transformative projects, and the project team is actively exploring ways to maximize these opportunities in alignment with Vision 2050:

- Low Embodied Carbon & Sustainable Construction: The team is currently assessing the feasibility of low embodied carbon building materials, high-performance envelope assemblies and building systems designed to reduce operational energy use.
- Reconciliation & Cultural Heritage: Because the original hotel was lost to fire, the project seeks to revive the site's heritage through interpretive public art, local historical storytelling, and early engagement on cultural integration opportunities.
- Civic & Community Infrastructure: The proposed plaza and ground-floor amenities are being planned to function as shared civic infrastructure, supporting downtown event programming and pedestrian connectivity without placing additional strain on municipal facilities.

Alignment with Departure Criteria (Policy 1.6.11)

In addition to the innovation initiatives, the project demonstrates strong alignment with the general criteria outlined for policy departures:

- Compatible Land Use: The proposed hotel use reinforces the Downtown Core as the regional service and economic hub, adding almost 200 guest rooms that help address the city's documented accommodation shortage while generating year-round foot traffic for surrounding businesses.
- Comprehensive Engagement: The ground-plane layout, pedestrian spaces, and building transition strategies continue to be informed by dialogue with City staff, community open houses, and upcoming consultation with the Downtown Residents Association (CALUC).

Other policies & supporting studies considered include:

- Official Community Plan (2025)

- Downtown Core Area Plan (2026)
- Government Street Refresh (2022)
- Old Town Design Guidelines (Schedule 2H to OCP)
- Downtown Core Design Guidelines (Schedule B to OCP)
- Economic and Employment Land Solutions (July 2026)
- Final Report of the Greater Victoria Hotel Development Working Group (2026)

Project Pillars

The proposed Westholme Hotel responds to the need for an increased supply of hotel rooms in Victoria in a thoughtful way, delivering far more than just visitor accommodation. The vibrant, new urban plaza designed by PWL offers a unique and high quality experience for the public at one of downtown's most prominent intersections. The project presents a unique opportunity to diversify and bring more choice and capacity to Victoria's established tourist economy, ensuring that the City's economic future is sustained. Finally, having a world-renowned architecture firm like Olson Kundig design a landmark project in the heart of the capital is a rare opportunity to elevate Victoria's urban fabric.

The four foundational pillars for the Westholme Hotel are:

1. Increased Hotel Capacity and Choice
2. A vibrant, activated public realm
3. A diversified local and regional economy
4. Architecturally significant West Coast design

Increased Hotel Capacity and Choice

Victoria needs year-round hospitality infrastructure, not just peak-season capacity. Greater Victoria's hotel inventory has declined significantly over the past decade, nearly 25% since 2016. The Greater Victoria Hotel Development Working Group has identified demand for approximately 2,000 net-new hotel rooms over the next decade to sustain regional tourism. A thoughtfully designed hotel at this location would support visitors, residents, and local businesses year-round—adding capacity and choice to the sector while helping the region reach its hotel room targets.

A vibrant, activated public realm

Westholme would give the corner of Pandora and Government back to the public. The site has sat empty since 2019 despite being one of downtown's natural gathering points. The project will turn this corner into a place where people choose to spend time, with seating, greenery, and ground-floor

spaces open to everyone, not just hotel guests. The idea behind it is simple: what makes a city worth visiting is what makes it worth living in.

A diversified local and regional economy

Vacant since 2019, 603 Pandora occupies one of Downtown Victoria's most visible corners—steps from Centennial Square, Chinatown, and the emerging Industry, Arts & Innovation District. The project represents a vital investment in the city's broader economic and cultural ecosystem. Redbrick and Aryze, both Victoria-based B Corps, are committed to restoring the site to its historic hotel use. Developing this underutilized location will create new jobs, generate year-round foot traffic for neighbouring businesses, and drive long-term investment in the north end of downtown.

Architecturally significant West Coast design

Designed by world-renowned architecture firm Olson Kundig, The Westholme thoughtfully integrates iconic, contemporary design into a central part of Victoria's Downtown. Through Olson Kundig's signature humanist approach, using organic materiality and West-Coast inspired architectural language, the Westholme Hotel will be far more than just a visually striking addition to the skyline. It will be an immersive, tactile experience that aligns perfectly with the Pacific Northwest's identity, encouraging both visitors and locals to deepen their connection to the surrounding environment.

Materiality & Building Form

The Westholme Hotel draws inspiration from the elemental and maritime character of the Pacific Northwest, expressed through two distinct architectural elements: a sculptural masonry podium that anchors the building to its urban context and activates the public realm, and a lighter glass tower that dematerializes as it rises above.

The contrast between the masonry base and the glass tower reinforces the building's pedestrian scale and strengthens its connection to the surrounding neighborhood. Together, these elements create a building that is legible at every scale: from the harbour, a distinctive silhouette on the skyline; from the street, an active and welcoming civic living room.

Massing

The proposed massing draws inspiration from the sailboats of the Pacific Northwest, expressed through two distinct architectural elements. A sculptural masonry podium anchors the building to its

urban context and activates the public realm, and a lighter glass tower rises above, like a sail, creating a memorable silhouette.

The base podium carries the historic datum of Government Street and responds to the context of Old Town while the tower is adheres to Downtown Core Design Guidelines by consolidating the mass into a slender 19.8m wide tower oriented north-south to provide best daylighting and minimize shading of the public streets and open spaces. The tower has an 8.6m set back to reduce the perceived mass from street level with landscape at the podium and tower to soften and help screen visibility and noise.

Materiality

On the podium, warm, reddish-brown brick establishes a strong connection to Victoria's historic urban fabric. Deeply recessed windows, textured masonry, and dark metal detailing create depth, rhythm, and a sense of permanence at the pedestrian scale. The masonry-clad podium pays homage to the site's heritage, reflecting the materials and textures of Old Town.

For the tower, a lighter palette of pale architectural panels, blue-grey glass, and slender dark metal framing creates a contemporary expression that contrasts with the solidity of the podium. Subtle variations in transparency, reflection, and façade depth allow the tower to respond to the changing Pacific Northwest light.

Landscape Design

The plaza is envisioned as a gathering place in the heart of the city, connecting the hotel with the Government Street public realm. It creates a meaningful public destination that extends beyond the traditional hotel frontage, and one where everyday encounters become part of a shared urban experience.. The plaza is designed with warm timber, brick, and stone and functions as a figurative stage for life in the city, enhanced by expressive paving, sculptural elements, water, and warm nighttime lighting.

The plaza also connects the hotel to the heart of the city and proposes a series of distinct experiences that bring together public life, personal retreat, and social connection.

At the 5th floor, the spa landscape offers a tranquil refuge from the pace of the city and provides a sensorial environment that encourages relaxation, restoration, and reconnection with nature. At the rooftop bar on the 17th floor, the landscape experience extends above the city, creating an elevated social setting where the city can be experienced from a new perspective.

Mobility Context

Road Network & Active Transport

The site sits at the corner of the Pandora Avenue and Government St intersection, a critical node in the urban core's road network.

Pandora Avenue is a westbound one-way secondary arterial road, marrying thru lanes, turn lanes and a two-way protected cycle bicycle lane on its north side. Sidewalks are provided on both sides of the road, with on-street parking is permitted in some areas within lay-bys on the north and south sides of the road.

Government Street is a secondary arterial road with one thru lane, turn lanes at key intersections and protected bike lanes on both sides of the road north of Pandora Avenue. Sidewalks are provided on both sides of the road and further pedestrianization, traffic control measures, and semi-permanent road closures exist further south along Government St.

Highly relevant to this development and the opportunity to enhance the existing public realm environment is the City's ongoing Government Street Refresh project. The Government St refresh project aims to reduce the travel lane width, increase space for pedestrians, and limit parking, pick-up / drop-off and loading to lay-bys. The Westholmes Hotel's objectives align with these outcomes and the project team continues to coordinate with City Staff to ensure the public realm improvements connected with this development are well integrated with City's long term vision for the Government St area.

Cycling

The site is well serviced by the City's bicycle network, being situated on a AAA bike lane that provides access to many tourist centric destinations and allows for connectivity to the Greater Victoria Regional Cycling Network.

Pandora Avenue also provides access to several regional trails - Galloping Goose Regional Trail, E&N Rail Trail, and Lochside Trail - accessible via the Johnson Street Bridge. These regional trails act as an alternative transportation highway for a large population of commuters, recreational cyclists, and tourists.

Transit

The subject site is well serviced by the Greater Victoria Transit Network with 31 transit routes servicing the nine stops within a 200m radius. These routes provide transit access to/from the subject site from across the region, allowing for cheap non-personal vehicle-based transportation.

Planning documents released by BC Transit further indicate upcoming improvements to transit service including the Victoria Regional Corridor Strategy (2024), which presents a future RapidBus transit line from Downtown Victoria to BC Ferries in North Saanich.

Vehicle and Bike Parking

The development will provide 108 vehicle parking spaces distributed across a four-level underground parkade. To facilitate accessibility and the viability of hotel operations, short-term pick-up and drop-off parking is proposed at the Pandora frontage, taking cues from the existing conditions which serviced the former hotel. In addition to vehicular parking, the development proposal currently contemplates 19 long term and 42 short term bike stalls, including end of trip facilities for employees of the hotel and its related amenities.

Community Consultation & Next Steps

We're committed to sharing project details openly and through a range of channels, so the community can build trust in the project and help shape a shared vision for it. Our aim is to make people comfortable sharing their ideas, hopes and goals for the neighbourhood, and to see those values reflected in the finished project.

Westholme is being advanced through the City's Hotel Pilot Program, which is testing a more collaborative approach to development review. In that spirit, our engagement goes well beyond the standard requirements. Our goal isn't only to meet the process but to reach more people, more often and in more ways, including people who don't usually take part in formal consultation.

Alongside the standard methods (on-site signage, a project website, email and phone line, neighbour mail-outs, and meetings with adjacent residents and businesses), we're adding:

- Online Q&A sessions with the Aryze and Redbrick project teams
- Extended Meet the Project Team events at different times and places, to make it easier for more people to attend
- One-on-one outreach with the Downtown Victoria Business Association, the Greater Victoria Chamber of Commerce, Destination Greater Victoria and the Greater Victoria Hotel Association
- Focused engagement with local business, hospitality and tourism stakeholders
- Ongoing monitoring of, and responses to, feedback received online

We're holding a Community Open House on November 3, 2026. It's a chance for neighbours and interested stakeholders to get first-hand information and talk directly with our team as the design continues to develop. Following our open house, a formal CALUC meeting is scheduled for November 26, 2026 - At that meeting, the initial concept will be shared with the Downtown Residents Association and interested community members, and their feedback will inform how the design develops.

To stay informed, visit westholmehotel.com for current project information and to sign up for updates through various stages of the approval process.

We thank you for your time and consideration.

Sincerely,



Kieran Lynch
Senior Development Manager
Aryze Developments

PROJECT TEAM

REDBRICK



REDBRICK OFFICES, VICTORIA, BC

Founded and headquartered in Victoria, Redbrick is a B Corp Certified group of companies focused on building enduring, purposeful businesses. Since 2011, Redbrick has operated in the downtown core, investing in people, companies, and initiatives that contribute to the long-term strength of the local economy and community.

rdbrck.com

ARYZE



TELUS OCEAN, VICTORIA, BC

Aryze is a Victoria-based, B Corp Certified development and construction team, nationally recognized for its track record of award-winning projects across Greater Victoria. Founded in 2006, they are designers, builders, and neighbours—committed to place-led design, working in partnership with the people and organizations who know their communities best.

aryze.ca

Kasian

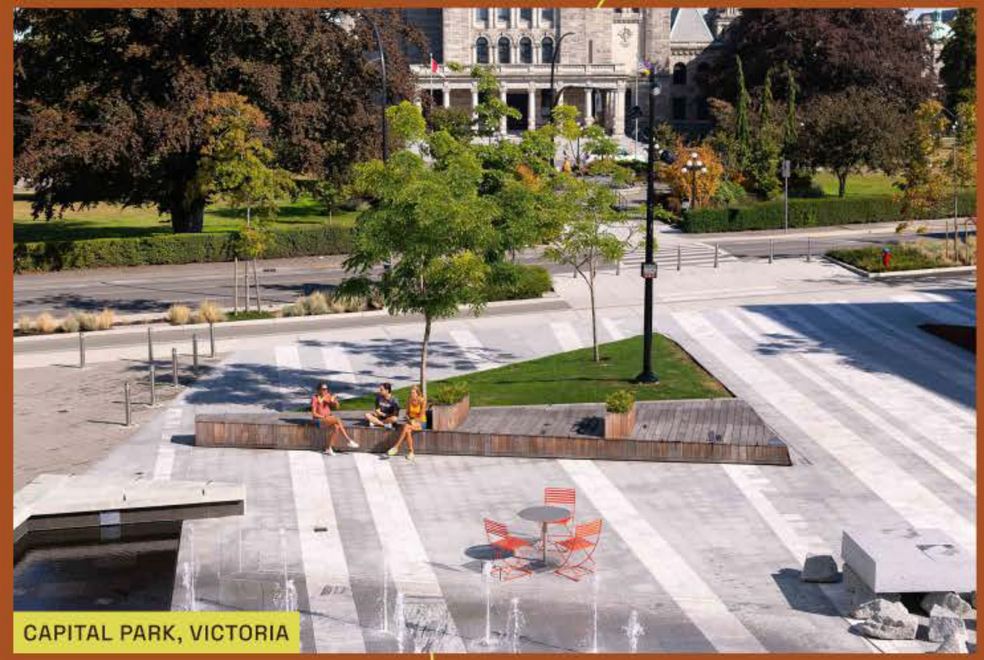


CITY HALL & CIVIC CENTRE, SURREY

Kasian Architecture Interior Design & Planning is an internationally recognized practice dedicated to creating places that enrich communities and improve everyday life. As one of the world's leading architecture, interior design, and planning firms, Kasian brings together a diverse team of architects, interior designers, planners, and technical specialists who collaborate to solve complex challenges through thoughtful, people-centred design. The firm is known for its collaborative approach, harnessing the collective expertise, creativity, and imagination of its team to deliver innovative solutions. Guided by its belief in the power of design to create a better world, Kasian partners with clients, stakeholders, and communities to transform ideas into memorable places that leave a lasting impact.

kasian.com

PWL



CAPITAL PARK, VICTORIA

PWL Partnership is a collaborative studio of landscape architects, urban designers, and site planners working across Canada and the Pacific Northwest. PWL designs landscapes and public spaces that support communities and restore ecological systems, helping cities adapt to a changing climate. They partner with communities, institutions, and municipalities to create places where people, culture, and nature can thrive.

pwlpartnership.com

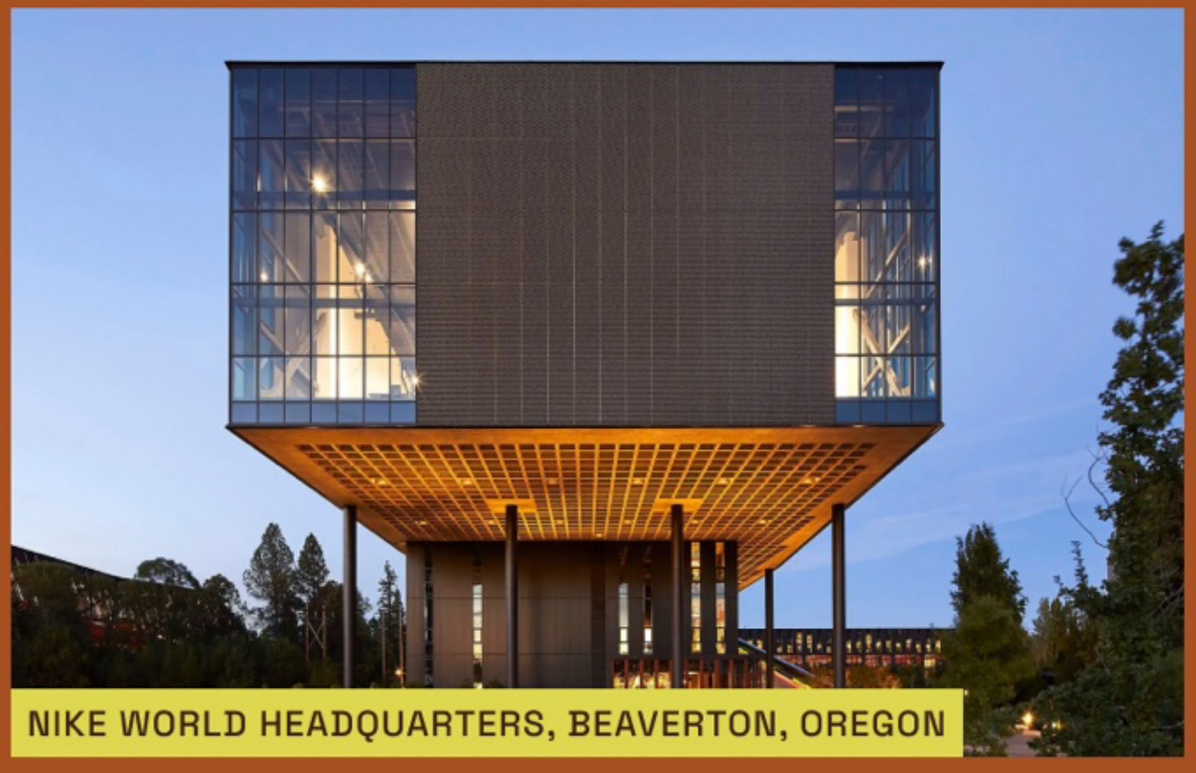
PROJECT TEAM

Olson Kundig

Olson Kundig is a collaborative global design practice whose work expands the context of built and natural landscapes.



THE JACK, SEATTLE, WA



NIKE WORLD HEADQUARTERS, BEAVERTON, OREGON



100 STEWART HOTEL AND APARTMENTS, SEATTLE, WA

Now in its sixth decade of practice, Olson Kundig is a collaborative design practice whose work spans architecture, interior design, exhibit design, urban design, planning, and landscape design. With deep roots in the Pacific Northwest, the firm works with clients around the world. The globally renowned design firm has been brought onto the project for its experience exploring the relationship between built and natural landscapes, and creating designs that respond to people, place, and experience.

olsonkundig.com

Featured Projects



MISSION HILL FAMILY ESTATE, KELOWNA, BC



THE BURKE MUSEUM, SEATTLE, WA



WAGNER EDUCATION CENTER, SEATTLE, WA

Meet Redbrick, the local team behind this proposal

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REDBRICK

Fifteen years ago, Redbrick started as a small red-brick office in Market Square. As the business grew, Redbrick's role in the community expanded with it, carving pathways for entrepreneurship and reinvesting locally through initiatives like TEDxVictoria and STEM mentorship programs at UVic.

Redbrick's guiding principles are long-term ownership over short-term returns, and measured growth over rapid expansion. In doing so, Redbrick strives to set the example that profitable business can be committed to creating a positive impact. Westholme is part of that mission for Redbrick—as an operator, employer, and strong believer in the community it calls home.



MARKET SQUARE



REDBRICK OFFICE

"We've spent the last decade and a half building businesses in this neighbourhood, and this project is an opportunity to invest back into the community we've grown alongside."

—Tobyn Sowden, CEO of Redbrick

SOCIAL IMPACT

Cities are built through innovation, creativity, and, most importantly, collaboration.

Westholme is no different.



B Corp Certified organizations

As Certified B Corps, Redbrick and Aryze meet rigorous, verified standards of social and environmental performance, accountability, and transparency. These shared values will guide every stage of the project from community engagement and design through to construction, ensuring it delivers meaningful and lasting impact.

Certified B Corporation



Values-aligned partnership

The project is being developed by Redbrick in collaboration with Aryze, two Victoria-based, Certified B Corps. Aryze is leading community engagement and municipal approvals, leveraging its deep expertise in local urban development. This partnership and the Westholme project reflect a shared commitment to Victoria's long-term growth and vitality.



Local teams

The teams behind Redbrick and Aryze live and work locally. Their proximity gives them a clear understanding of how Victoria is evolving and a shared commitment to investing in and supporting a city they love.

Redbrick has operated in downtown Victoria, just down the road from 603 Pandora, since 2011. Having seen the site sit vacant for nearly a decade, their long-standing connection to the neighbourhood drives their desire to see local capital step in rather than leave it empty.

A PROPOSAL FOR 603 PANDORA AVENUE



Introducing Westholme Hotel

Redbrick, in collaboration with Aryze, is proposing a new hotel for the vacant and underutilized lot at the corner of Pandora Avenue and Government Street—a prominent downtown site that has sat empty for the better part of a decade. The locally led project looks to build on the existing hotel zoning at 603 Pandora, envisioning a hospitality gateway to the north end of Victoria's downtown core.

Named for the original Westholme Hotel—a historic building that anchored this same stretch of Government Street more than a century ago—the proposed development is designed to strengthen the city's visitor economy, close a well-documented gap in hotel room supply, and fuel the year-round vitality that a resilient downtown depends on.

PROJECT PILLARS



Increased hotel capacity and choice

Victoria needs year-round hospitality infrastructure, not just peak-season capacity. Greater Victoria's hotel inventory has declined significantly over the past decade, nearly 25% since 2016. The Greater Victoria Hotel Development Working Group has identified demand for approximately 2,000 net-new hotel rooms over the next decade to sustain regional tourism. A thoughtfully designed hotel at this location would support visitors, residents, and local businesses year-round—adding capacity and choice to the sector while helping the region reach its hotel room targets.



A vibrant, activated public realm

Westholme would give the corner of Pandora and Government back to the public. The site has sat empty since 2019 despite being one of downtown's natural gathering points. The project will turn this corner into a place where people choose to spend time, with seating, greenery, and ground-floor spaces open to everyone, not just hotel guests. The idea behind it is simple: what makes a city worth visiting is what makes it worth living in.



A diversified local and regional economy

Vacant since 2019, 603 Pandora occupies one of Downtown Victoria's most visible corners—steps from Centennial Square, Chinatown, and the emerging Industry, Arts & Innovation District. The project represents a vital investment in the city's broader economic and cultural ecosystem. Redbrick and Aryze, both Victoria-based B Corps, are committed to restoring the site to its historic hotel use. Developing this underutilized location will create new jobs, generate year-round foot traffic for neighbouring businesses, and drive long-term investment in the north end of downtown.



Architecturally significant West Coast design

Designed by world-renowned architecture firm Olson Kundig, Westholme thoughtfully integrates iconic, contemporary design into a central part of Victoria's Downtown. Through intentional spaces, organic materiality, and a West Coast–inspired architectural language, the project reflects a commitment to design excellence and enduring regional impact.

THE WESTHOLME STORY

It's no coincidence 603 Pandora is already zoned for a hotel. Locals will remember the somewhat infamous Victoria Plaza Hotel and pub that stood there before it burned down. But what many don't know is that a century ago, it went by another name: the Westholme Hotel.

1911

Opening night at Westholme

An unlikely venture by the Westholme Lumber Company opens its doors on Government Street. The six-storey Edwardian building boasts 100 opulent rooms with mahogany furnishings and a restaurant, the Songhees Grill, in its basement. It's the largest restaurant in the city, with seating for 600 and an orchestra for the public to enjoy as they dine and dance the night away.



1954

Westholme Beer Parlour

Riding on the restaurant's success, the hotel opens Westholme Beer Parlour. Decades after prohibition ends, Victoria's strict liquor laws are just starting to relax, and Westholme Beer Parlour is one of the first places in the city where you can order beer by the glass.



1965

Century Inn takes Westholme's place

Westholme takes a new name, the Century Inn. A miniature version of the new Centennial Square fountain sits in the lobby, a nod to the newly modernized Centennial Square and McPherson Playhouse just across the street.



1984

Monty's opens its doors

The hotel unveils Monty's, a magnificent, multi-level pub featuring rich wood panelling, lots of brass, and a replica WWI biplane hanging from the ceiling. The name "Monty's" is chosen to evoke an English fighter pilot. Despite what we all now associate with "Monty's," the original bar is one of the nicest in town.



1988

Opening night at Victoria Plaza Hotel

Booming business with the hotel is waning. The Century Inn closes in 1986 to reopen in 1988 as Victoria Plaza Hotel and Monty's Showroom Pub (yes, that one, and no, bringing it back is not part of the plan!).



2013

Over a century later, the hotel closes its doors

Discussions about redeveloping the property begin to circle as early as 2007. The hotel sells to a different investor group in 2011. Unfortunately, this wouldn't save Westholme. Monty's and the hotel shut down in 2013. The building sits empty.



2019

Fire burns the building to the ground

The hotel passes to another investor group in 2016. The then-owners of the property are in the process of resubmitting development plans when a fire breaks out and burns until there's nothing left. Fences go up around the rubble.



2026

Westholme is reawakening

The former home of Westholme has sat empty and unused for over thirteen years. Redbrick has purchased the property and is proposing a new hotel that would see Westholme start its next chapter.



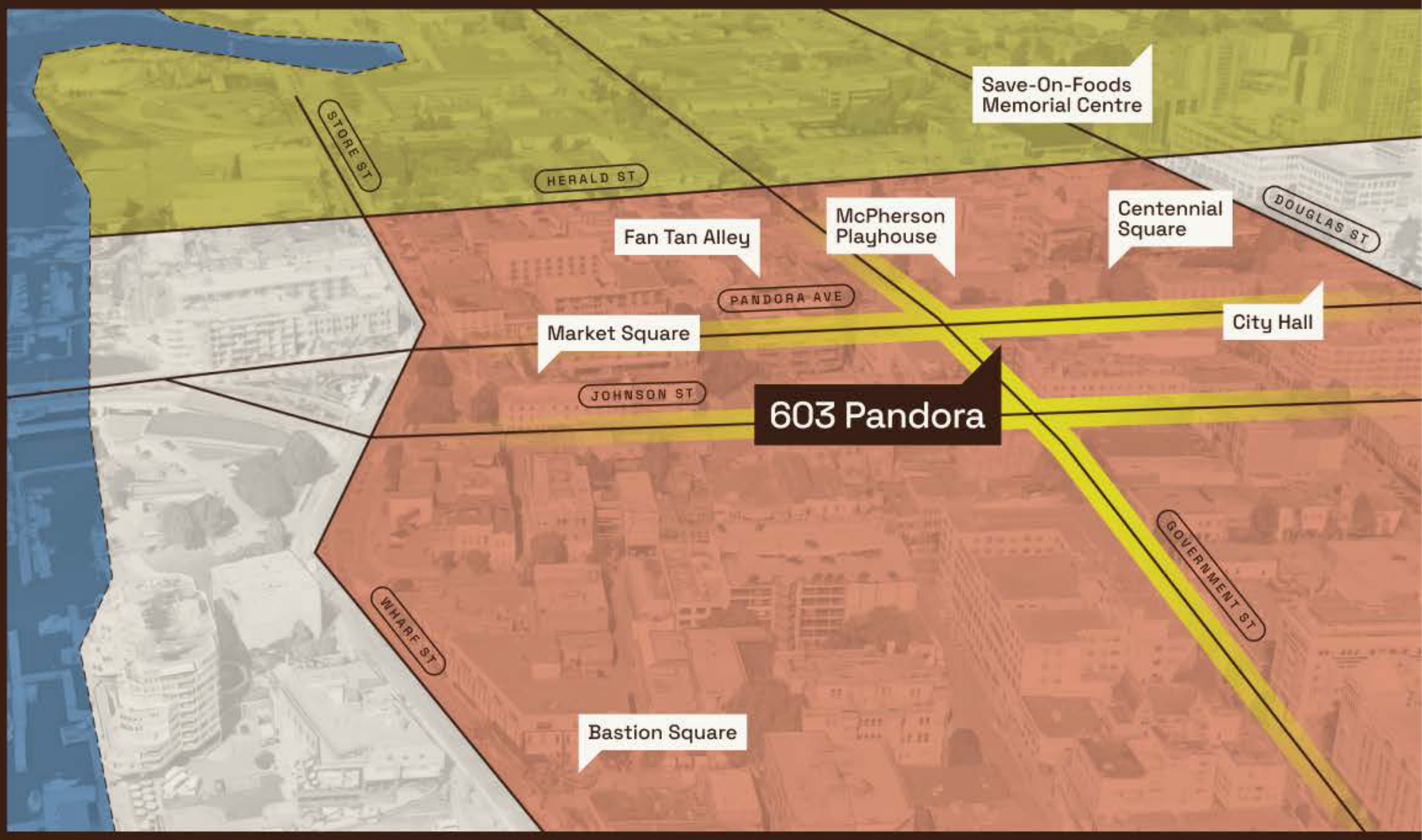
AREA CONTEXT

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Sites like this one don’t come along often. 603 Pandora sits on a vacant corner at one of Downtown Victoria’s most prominent intersections—visible, central, and long overdue for a hotel that matches the current and future potential of the city.

Together, these connections position Westholme as an anchor to the north end—a hospitality gateway linking the Inner Harbour and historic downtown with the evolving district beyond.

Steps away from Lower Johnson Street, Chinatown, McPherson Playhouse, and the emerging Industry, Arts & Innovation District, Westholme sits at a key nexus in Downtown Victoria’s north end. Building on the city’s continued efforts for a more pedestrianized downtown, Westholme would extend that momentum northward, activating Government Street with an improved public realm and greater pedestrian activity.



NEED & DEMAND

Status

↑

30%

SPIKE IN GREATER VICTORIA'S DAILY ROOM RATE IN 2025—CANADA'S HIGHEST

MORE THAN

50%

OF CURRENT HOTEL STOCK IS OVER 50 YEARS OLD

↓

NEARLY

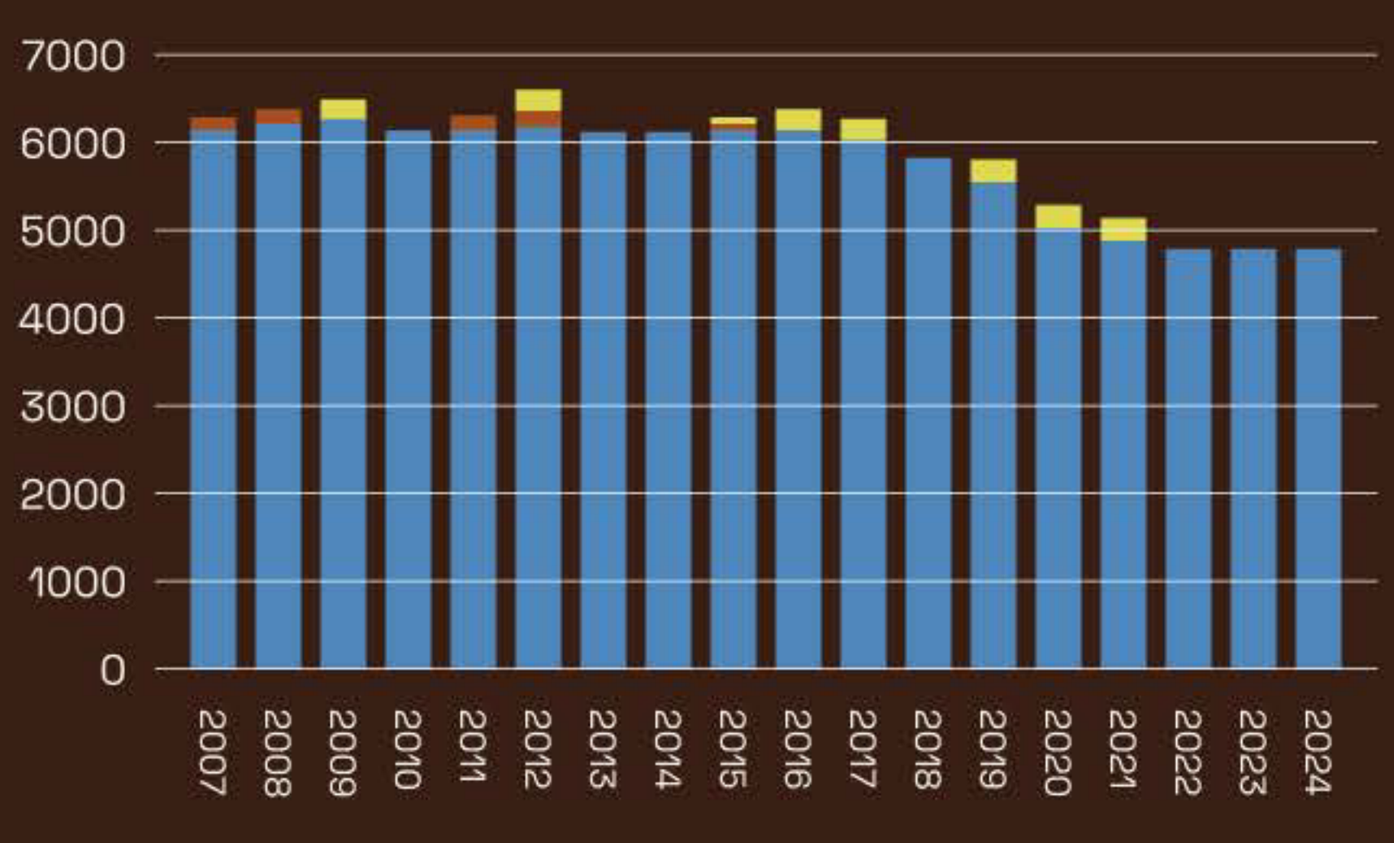
25%

OF HOTEL INVENTORY HAS BEEN LOST SINCE 2016

Victoria needs year-round hospitality infrastructure, not just peak-season capacity. Greater Victoria's hotel inventory has declined significantly over the past decade.

This is largely due to the removal or conversion of existing hotel stock that has not been replaced at the same pace by new hotel development. Yet, demand for visitor accommodation is increasing. Bridging this supply gap is essential for the region's long-term vitality.

Greater Victoria Hotel Inventory, 2007–2024 (CoStar Data)



Need

Published in 2026, the Greater Victoria Hotel Development Working Group Report outlines the critical need to close the gap between demand and supply, and establishes regional targets for the coming decade, calling for:

\+

2,000

NEW HOTEL ROOMS IN THE REGION OVER THE NEXT DECADE

\+

800

ROOMS IMMEDIATELY NEEDED TO MEET PRESENT-DAY DEMAND

Result

If delivered, this additional capacity would result in:

\+

2,750

DIRECT AND INDIRECT JOBS

\+

MORE THAN

$100M

IN ANNUAL VISITOR SPENDING

\+

$50M

IN ANNUAL TAX REVENUES ACCRUING TO VARIOUS LEVELS OF GOVERNMENT

Greater Victoria Hotel Development Working Group (2026). Final Report.

POLICY ANALYSIS

A

Contributing to a prosperous urban core

The proposal delivers a public plaza, welcoming lobby, publicly accessible dining, and event/conference facilities—all ground-level programming directly supporting the OCP's vision for a vibrant, pedestrian-friendly downtown.

OCP Policy
& Westholme response

- PART 2, GOAL POSTS, EMPLOYMENT GROWTH ☑
- PART 2, GOAL POSTS, MARKET RESPONSIVENESS ☑
- PART 2, PROSPEROUS, PROGRESSIVE ECONOMY, BIG MOVES 4 ☑
- PART 3, SECTION 1.5, DOWNTOWN CORE VISION ☑
- PART 3, SECTION 1.5.1, DOWNTOWN CORE LAND USE GUIDELINES ☑
- PART 4, SECTION 9.1.1, BUILD ON VICTORIA'S ECONOMIC STRENGTH ☑

Employment growth, economic strength through visitor accommodations and tourism growth.

Pedestrianization, street-level activity & vibrancy.

Supports mixed uses needed to deliver a thriving regional centre.

Recognition of the site's heritage through historical acknowledgement and storytelling in design.

B

Stitching together Victoria's downtown districts

603 Pandora sits at the northern end of the Government Street Mall—making it ideally positioned to extend the vision of the Government Street Refresh and align with Downtown Core Area Plan goals.

Downtown Core Area Plan
& Westholme response

- SECTION 2.9, VACANT LANDS ☑

Redevelops an underutilized, vacant site, returning it to active economic use at a scale that reflects its strategic location in the downtown core.

- SECTION 3.38, GOVERNMENT ST ☑

Activates the Government Street corridor with street-level commercial space, expanded sidewalks, and a plaza designed for the pedestrian experience.

- SECTION 9.45, TOURISM ☑

Fills the accommodation gap in downtown's north end, within walking distance of the harbour and key tourism destinations.

C

Delivering capacity Victoria needs

The Official Community Plan targets the development of 1,500 new hotel rooms by 2035, underscoring the vital role hotels play in strengthening the long-term economic vitality of Victoria's tourism industry.

OCP Policy
& Westholme response

- SECTION 9.1.1 ☑

Supports the tourism sector by adding capacity near the Inner Harbour and downtown core.

- SECTION 9.1.4 ☑

Advances efforts to reach the OCP target of 1,500 new hotel rooms.



D

Adding to the city's skyline

As demonstrated above, rather than interrupt or fragment the city skyline, the proposed hotel smooths the profile of taller buildings within its vicinity, blending into the backdrop of the downtown waterfront.

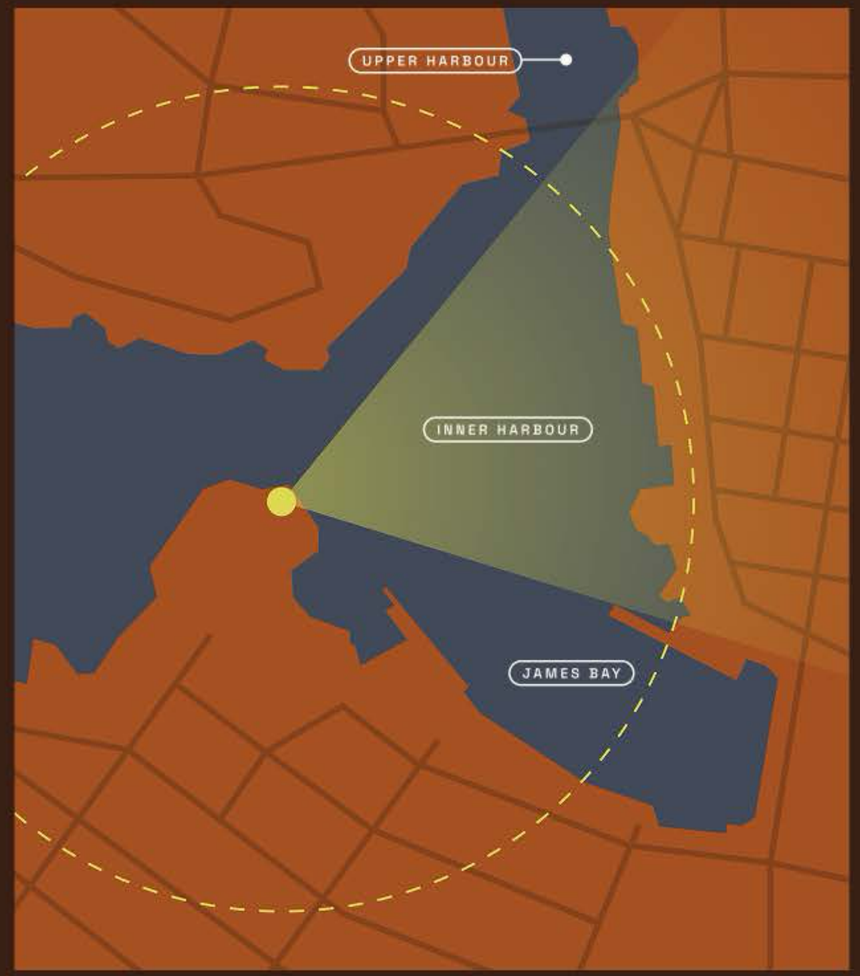
Downtown Core Area Plan
& Westholme response

SECTION 6, MAP 21, OUTWARD VIEWS

No key outward views are impacted by the proposal. Additionally, the proposed rooftop bar introduces an additional bird's-eye vantage point for the public to enjoy Old Town and the Inner Harbour from a new perspective.

Section 6, Map 21, Outward Views

Vantage point View corridor



Development Innovation

Policy Pathway

Victoria's 2025 OCP establishes baseline height and density guidelines through its Urban Structure Concept. Recognizing that exceptional sites require tailored solutions, the OCP specifically includes a policy mechanism (Policies 1.6.10 & 1.6.11) that allows developments to depart from baseline parameters where they deliver superior urban design, public amenities, and innovation aligned with the City's Vision 2050.

The proposed Westholme Hotel uses this policy pathway. In exchange for proposed adjustments in height and density, the project delivers a public plaza, active streetscapes, low-carbon construction, and deep heritage storytelling.

Urban Form and Design Principles
& Westholme response

BUILDING FORM ☑

A scaled podium calibrated to the rhythm, form, and urban fabric of the surrounding streetscape.

PUBLIC REALM & VITALITY ☑

Transparent ground-floor amenities that replace inactive edges with natural activation alongside vibrant pedestrian movement.

COMMUNITY SPACE ☑

A dedicated plaza designed as an inviting neighbourhood focal point and event node.

MOBILITY & ACCESSIBILITY ☑

Widened and improved sidewalk conditions that prioritize walking, rollability, and convenient transit connections.

URBAN FOREST & GREEN INFRASTRUCTURE ☑

Integrated on-site street trees and climate-resilient landscaping contributing to Victoria's urban canopy.

LOCAL NARRATIVE & HERITAGE ☑

Architecture and interpretive public art celebrating the historic legacy of the former Westholme Hotel and local cultural history.

SUSTAINABILITY & CLIMATE ACTION ☑

Low-embodied-carbon construction materials and a high-efficiency building envelope.

Policy 1.6.10: Supporting Innovation in Development

The OCP identifies a series of innovation priorities for transformative developments. Westholme continues to explore key ways to integrate these priorities into its core design:

- Reconciliation
- Heritage
- Major community infrastructure
- Low embodied carbon
- Climate action

Urban Design Principles: Fulfilling the OCP Departure Criteria
& Westholme response

COMMUNITY AMENITIES & INFRASTRUCTURE ☑

As a revitalized public node, the proposed plaza introduces a year-round gathering space with expanded pedestrian capacity and active community amenities without burdening existing civic assets.

COMPREHENSIVE ENGAGEMENT ☑

Ongoing public dialogue, open house feedback, and stakeholder workshops are directly shaping the building's ground plane and programming.

THOUGHTFUL SITE PLANNING & DESIGN ☑

High-quality architectural design is paramount. A multi-tier podium responds to neighbouring and historic context through scale and architectural expression, transitions gracefully to adjacent street walls, and preserves sky exposure.

CONTEXT-SENSITIVE SCALE & MASSING ☑

At the upper levels, a significant setback along Government Street helps mitigate shadow impact and wind, integrating smoothly into the evolving downtown skyline.

COMPATIBLE GENERAL USE ☑

Downtown's role as the regional hub is strengthened by adding visitor accommodation, event/conference facilities, and ground-level amenities.

DEVELOPMENT VISION



ARCHITECTURAL RENDERING—AERIAL

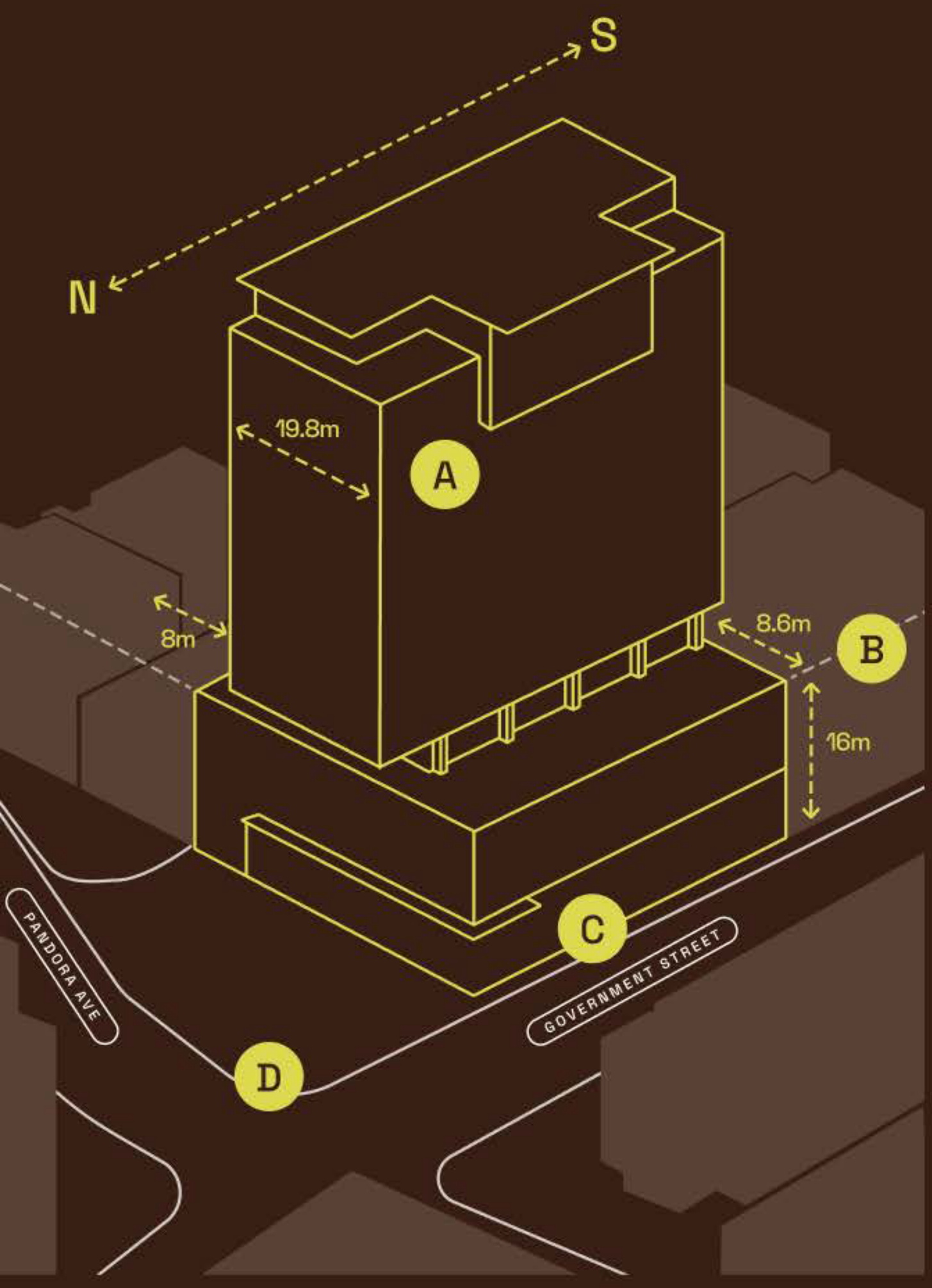
ARCHITECTURAL RENDERING—GOVERNMENT STREET



MASSING

Anchored in place

The proposed massing draws inspiration from the sailboats of the Pacific Northwest, expressed through two distinct architectural elements. A sculptural masonry podium anchors the building to its urban context and activates the public realm, and a lighter glass tower rises above, like a sail, creating a memorable silhouette.



A.

The contrasting materials and separation between podium and tower further reinforce the building's pedestrian scale and connection to the surrounding neighbourhood.

B.

The podium base carries the historic datum of Government Street and responds to the context of Old Town.

C.

The tower is oriented north-south for ideal daylighting and to minimize shading of the public streets and open spaces.

D.

An 8.6m setback reduces the building's perceived mass at street level. Landscaping at the podium and tower levels softens the façade and helps screen views and noise.

MATERIALITY

Light in expression

The material strategy reinforces the distinction between the building's two primary elements: a grounded masonry podium and a lighter, more refined tower above.

Podium

Warm, reddish-brown brick establishes a strong connection to Victoria's historic urban fabric. Deeply recessed windows, textured masonry, and dark metal detailing create depth, rhythm, and a sense of permanence at the pedestrian scale.

Tower

A lighter palette of pale architectural panels, blue-grey glass, and slender dark metal framing creates a contemporary expression that contrasts with the solidity of the podium. Subtle variations in transparency, reflection, and façade depth allow the tower to respond to the changing Pacific Northwest light.

PRECEDENT IMAGES

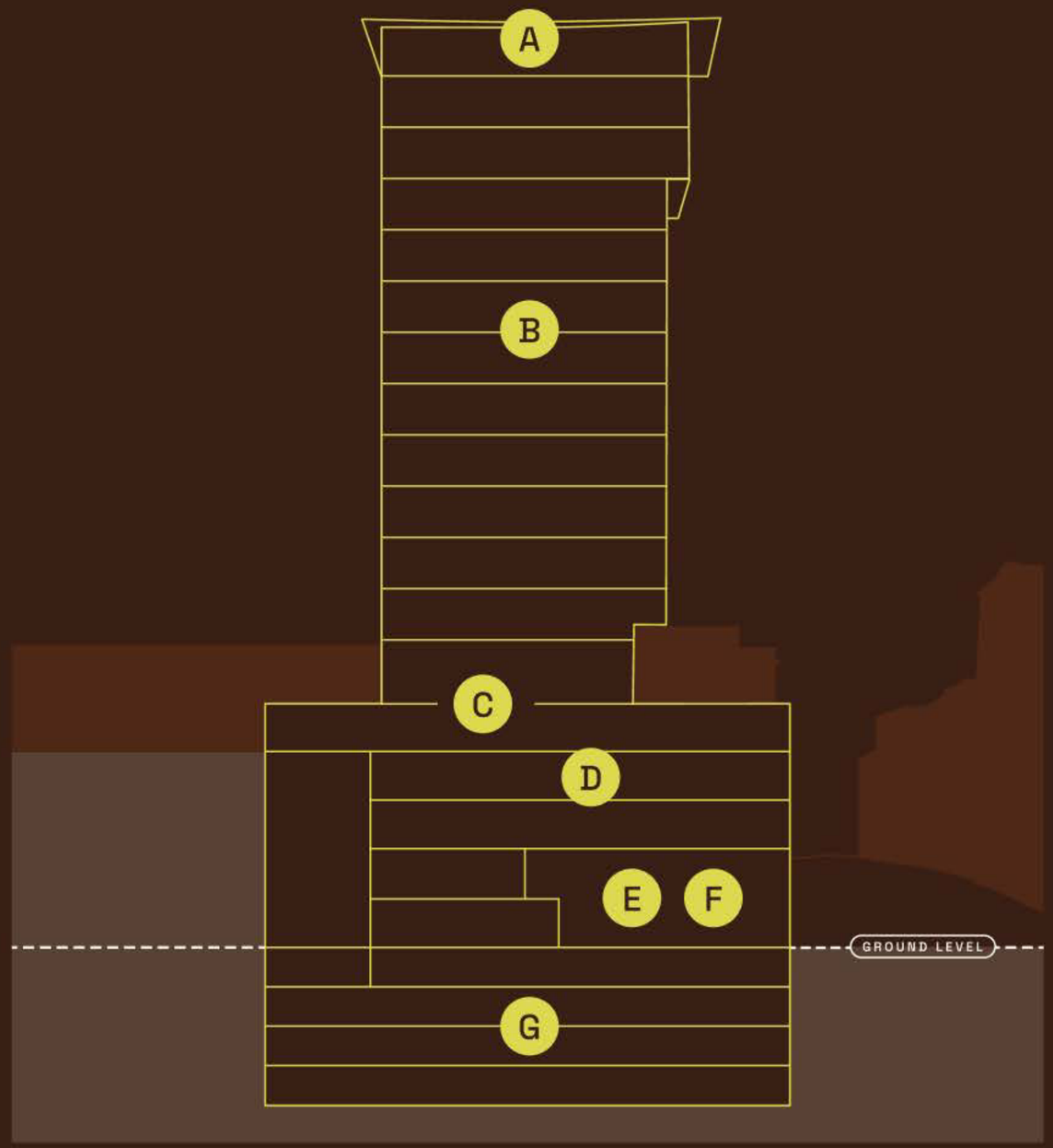








BUILDING COMPOSITION



A.
Rooftop bar

B.
Guestrooms

C.
Spa

D.
Event/Conference space

E.
Ground-floor amenities

F.
Lobby/Plaza

G.
Parking

The proposal delivers a pedestrian plaza, welcoming lobby, event and conference space, publicly accessible rooftop bar, and a spa.

PROJECT AT A GLANCE

Storeys
17 storeys

Parking
4 underground levels

Number of rooms
198 hotel rooms

Building height
64.5m

WESTHOLME EXPERIENCE

THE PLAZA



Set within one of the most frequented stretches of Victoria's downtown core, the corner at 603 Pandora is already a natural nexus. The proposed public plaza would transform the space: widened sidewalks, generous seating, pedestrian walkways, and layered landscaping would turn a passed-over site into a place to gather. Open to the public, the plaza is meant to become an easy meeting point in the heart of the city where people choose to stop and stay a while.

THE LOBBY



Westholme's lobby lounge is envisioned to be Victoria's new "Living Room," a relaxed space that feels like arriving home in the heart of downtown. Get a drink from the coffee bar and sink into a chair by the windows to watch the world go by. Whether you're a visitor or a local, Westholme's lounge is a place to reset and recharge before heading back out to enjoy everything the city has to offer.

THE ROOFTOP



Westholme's rooftop is designed to give Victoria a whole new outlook. Open to the public, it would offer wide views over the downtown core, the harbour, and beyond—a new perspective on what locals know from the ground up. By day it would be a calm retreat above the city, and in the evening a livelier social spot with a restaurant and bar. It's a place to meet friends after work, grab a drink before a show, bring visiting family, or watch the sun go down over the harbour.

THE SPA



The proposed spa at Westholme would be a retreat close to home where locals and visitors can slow down, settle, and feel restored without leaving the city. The design celebrates the Pacific Northwest, grounded in an elemental experience of the natural landscape. Therapist-led treatments and self-guided thermal circuits would offer different ways to unwind—whether that's a long afternoon rest or a reset between meetings. The aim is quiet balance rather than excess: an everyday wellness ritual woven into the life of the city.

WESTHOLME PLAZA

Westholme Plaza is envisioned as a gathering place in the heart of the city, connecting the hotel with the Government Street public realm. It creates a meaningful public destination that extends beyond the traditional hotel frontage.

A.
Widened sidewalks

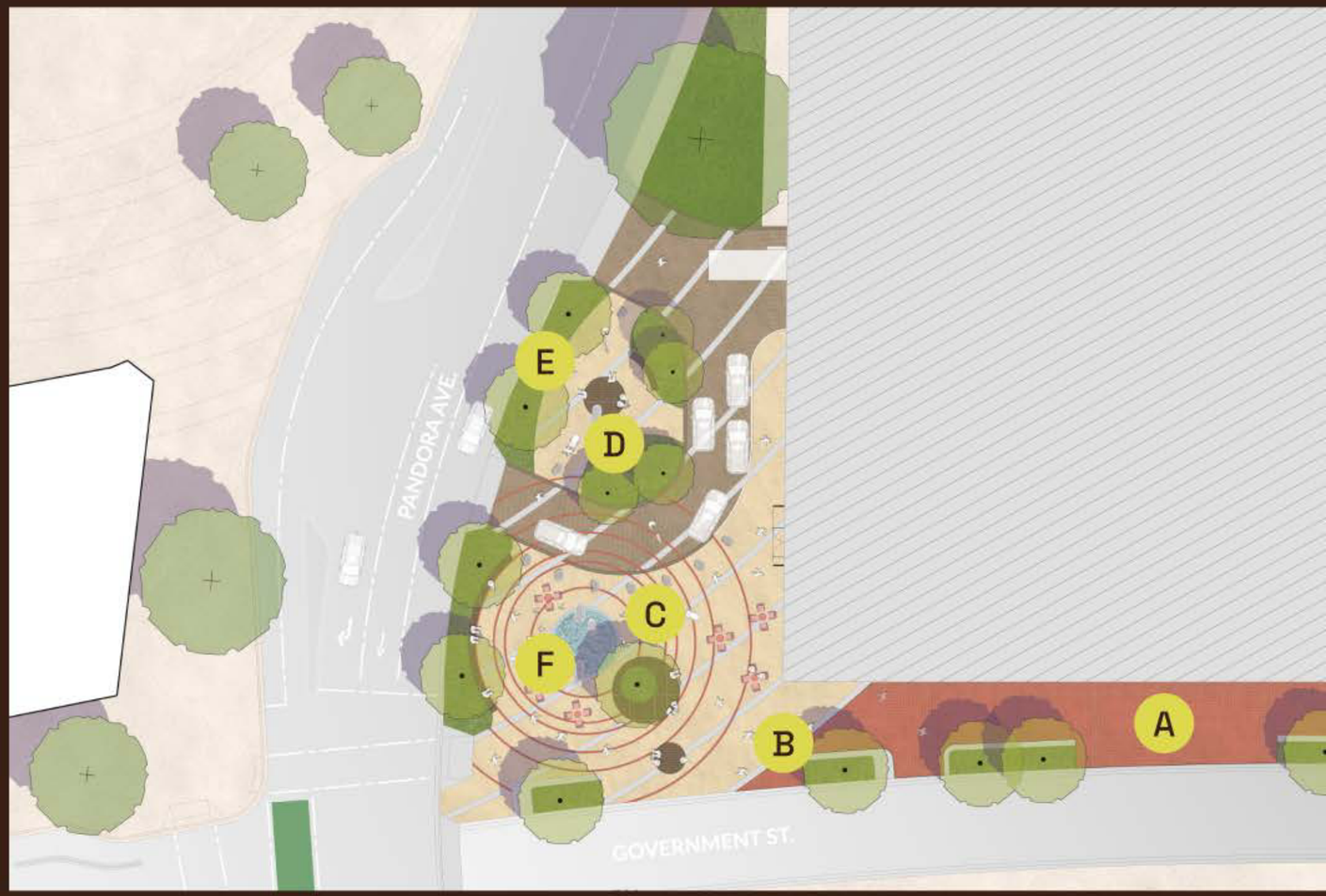
B.
Enhanced streetscape

C.
Integrated lighting

D.
Public seating

E.
Tree cover and landscaping

F.
Central water feature



The landscape uses expressive paving, sculptural elements, a water feature, and layered lighting to create a public destination that stays active and inviting from morning through evening.

PRECEDENT IMAGES







PROJECT TIMELINE

Meaningful community engagement is multi-layered

Before any application is submitted, the project will go through the City of Victoria's Community Association Land Use Committee (CALUC) process. This is a structured public engagement process that gives neighbours and community members a formal opportunity to provide input on development proposals. This process will take place later this month and is one of a number of activities the applicant team is undertaking to receive meaningful feedback.

STEP 1
Schematic design

STEP 2
Pre-application consultation

STEP 3
Rezoning & development permit application

STEP 4
Municipal staff review

STEP 5
Advisory design panel & heritage design panel

STEP 6
Committee of the whole

STEP 7
Public hearing