

May 15th, 2026

Mayor and Members of Council
City of Victoria
1 Centennial Square, Victoria BC
V8W 1P6

RE: Broughton Street Parkade Rental Redevelopment

Dear Mayor and Members of Council,

This report outlines the Development Permit and Rezoning application submitted by WW+P (on behalf of GWL Realty Advisors) for the Broughton Street Parkade, located at 617 – 635 Broughton Street and 901 – 919 Gordon Street, herein referred to as the ‘site’.

The project delivers 242 new rental homes (including approximately one third of those as two-bedroom or larger units), alongside a substantial public plaza and new active ground-floor retail. Together, these elements advance the City’s growth management objectives by bringing new housing, additional economic activity, and public realm improvements to Victoria’s Old Town.

While the proposal seeks modest zoning amendments, the requested height and density are consistent with the goals of the new OCP (2025) and justified by the significant and tangible public benefits provided.

The rezoning seeks to increase the density from the existing 3.9 FSR to 5.9 FSR in alignment with applicable design guidelines as they relate to heritage sensitivity and maintenance of key policy views.

This letter summarizes the proposal, outlines the consultation process, responds to key issues raised, and respectfully requests Council’s support for the application.

Project Details

EXISTING SITE CONDITIONS

The site is located within Old Town Victoria, with frontages along Broughton, Courtney, and Gordon Streets. Currently, the site is an above grade parking structure with retail units at ground level. It is directly adjacent to St. Andrew’s Presbyterian Church.

DEVELOPMENT OVERVIEW

The proposed building has been designed to fit with the prevailing Edwardian commercial style of this part of Old Town and, as such, consists of a 12-storey main building fronting Gordon Street with two 7-storey wings extending eastward connected by a substantial outdoor amenity area above the first floor.

Key Project Elements:

- **Housing:** 242 new purpose-built rental units, including 37% family-sized units (two bedrooms or more) – exceeding City requirements;
- **Commercial Space:** 14,308 square feet (1,329 square metres) of ground-floor retail with active frontages on Broughton, Courtney, and Gordon Streets;
- **Public Amenity:** a large (583 sqm), privately-owned public plaza that creates an enhanced interface with St. Andrew’s Church and the recent pedestrian enhancements along Broad Street;

- Resident Amenities: a range of large indoor and outdoor amenity spaces within the building and on rooftop terraces (totaling 379 sqm).
- Parking and Access: Three below-grade levels providing vehicle spaces, loading facilities, and bicycle parking, accessed via Courtney Street.
- Updates to public realm – supporting pedestrian improvements across all three frontages and implementing the City’s plans for a linear park along Courtney.

Project Evolution and Engagement

ENGAGEMENT TIMELINE

The following outlines the project timeline including key community engagement events:

- Early 2018 – Project Initiation Via Initial Discussions with City Staff
- January 2025 – Commence Application Preparation
- Spring 2025 – Present – Targeted Stakeholder Meetings with City Staff and Others
- Spring 2025 – Present – One-on-one Meetings with Adjacent Businesses and Landowners
- September 2025 – Applicant Led Open House
- September 2025 – Existing Tenant Open House
- October 2025 – Downtown Victoria Business Association Meeting
- October 2025 – Victoria Chamber of Commerce Meeting
- December 2025 – 1st Rezoning Submission
- January 2026 – CALUC Meeting

From January 2025 to the present, there have been many meetings with City of Victoria staff, including Planning, Transportation and Engineering, among other City departments.

The Applicant has reached out to the Songhees Nation and Xwsepsum Nation three times (on March 30th, 2026, April 15th, 2026 and May 15, 2026) with offers to present the project at their convenience with the purpose of inquiring about preferences for First Nation input. As of the drafting of this letter, a response has not yet been received.

The applicant looks forward to continuing its engagement with the community and various stakeholders throughout the construction phase and beyond.

What We Heard

IN SUPPORT

Housing diversity: There is broad appreciation for the purpose-built rental housing model and a positive response to the family-sized unit mix, which exceeds the 30% threshold.

Retail maintenance: Stakeholders express support for maintaining active retail frontages, with particular emphasis on the retail/hospitality opportunities adjacent to the new plaza.

Public space: The public plaza itself is widely praised, as is the positive relationship the development establishes with St. Andrew's Church.

Heritage Sensitivity: There is appreciation for the materials and architectural response to the Old Town context, with recognition that the proposal respects the adjacent church and its heritage setting.

CONCERNS RAISED

Parking: There are concerns about the loss of downtown parking supply and potential impacts on nearby businesses.

Height and Density: Questions are raised regarding the appropriateness of increased height and density, with interest in ensuring compatibility with the surrounding context.

Views: Some questions were raised about impacts on public views and the skyline, particularly from Broad Street, Douglas Street, and Laurel Point.

Construction Mitigation: Concerns are expressed regarding the protection of nearby heritage buildings and the church during construction.

Response to Key Issues

PARKING

A parking study was prepared to assess the impacts on parking access resulting from the replacement of the existing parkade with new residential density (see Appendix A). The study found that parking demand can be accommodated within the surrounding downtown parking network despite the removal of the existing Broughton Square parkade via capacity available at six nearby facilities located within approximately two blocks of the site. The study did acknowledge that demand could exceed this additional supply during a portion of the weekday peak period (approximately 12:40 PM to 1:40 PM). However, this supply constraint could be managed through nearby on-street parking, additional facilities beyond the immediate study area (2-block radius), and continued shifts toward transit and active transportation.

A related study (Appendix B) examined the retail spending impacts associated with the change in the parking supply. It showed a modest decrease in commuter-related vehicle trips that is expected to lead to a similarly modest decline in downtown retail spending. That said, this decrease would be more than mitigated by new spending generated by residents within the 242 new units in the proposed development, introducing a stable 24/7 residential customer base that will support surrounding businesses and contribute to long-term downtown vitality.

HEIGHT AND DENSITY

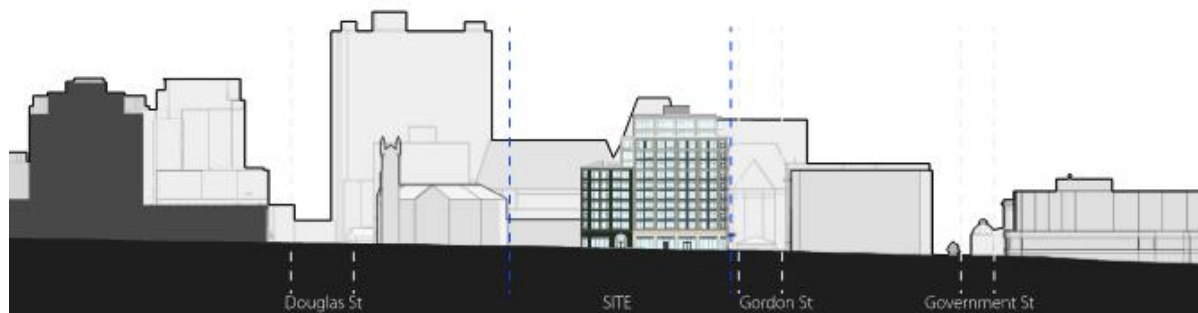
In direct response to feedback received through the review process, the building was revised from 13 storeys to 12 storeys. The building massing has been carefully articulated into two wings stepping eastward toward St. Andrew’s Church and the public plaza, reducing perceived bulk. The proposal aligns with the existing context of this portion of downtown Victoria, where a range of taller heritage and contemporary buildings already exceed the five-storey guidance within the OCP and DCAP—including the Belmont Building, Yarrow Building, Weiler Building, Magnolia Hotel, and The Sovereign. The project balances increased housing density with a context-sensitive built form that responds to Old Town character and adjacent heritage assets.



2025 Submission - Massing



2026 Current Design - Massing



2026 Broughton Street Context Elevation

Illustration + Context Elevation Prepared by MCM Architects

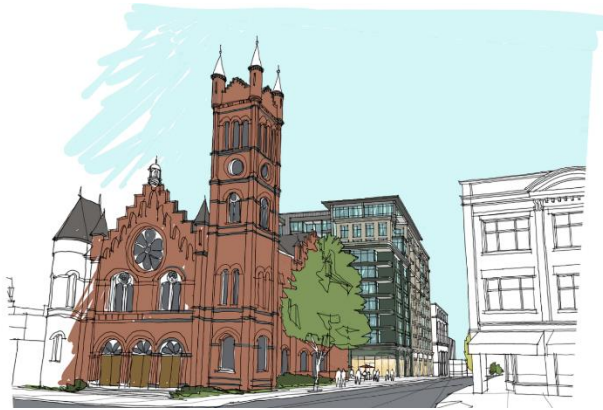
VIEWS

The building has been carefully designed to minimize impacts on significant public views while contributing positively to the downtown skyline.

The proposed height and roofline reinforce Old Town’s established “saw-tooth” skyline character, and the proposal aligns with the City’s “Urban Amphitheatre” approach to downtown density and skyline composition. View analysis demonstrates that the project remains compatible with the surrounding context from key public viewpoints, including Laurel Point and the Broad/Broughton corridor. The refined massing and stepped form further help reduce visual prominence and improve integration into the surrounding urban fabric.



View from Laurel Point



Broughton Street and Gordon Street View Looking West



Humbolt Street and Gordon Street Looking North

Illustrations and Views Prepared by MCM Architects

CONSTRUCTION MITIGATION AND HERITAGE PROTECTION

Protection of adjacent heritage resources and existing structures will remain a priority throughout detailed design and construction. The applicant team will continue coordinating with City staff, consultants, and adjacent property owners through subsequent approval stages, and appropriate construction mitigation measures, monitoring programs, and engineering controls will be implemented to minimize impacts on surrounding buildings and public infrastructure.

CONCLUSION

From a professional planning, urban design, and policy perspective, this proposal advances the broader vision established for Victoria's downtown core with both the OCP and the DCAP. While the application requires changes to current zoning parameters, the requested density and height increases fit well within the current built context of this part of Old Town and are well justified by the delivery of significant public benefits—namely a new public plaza, public realm enhancements, 242 new rental homes and re-invigorated retail spaces in a key part of the Old Town.

By actively addressing community and stakeholder concerns, the development represents thoughtful intensification that supports Victoria's evolution as a sustainable, livable city while respecting its historic character. Ultimately, we feel that the application strikes an appropriate balance between growth, heritage context, housing delivery, and economic vitality. Because we believe this proposal is firmly in the public interest, the Applicant respectfully requests Council's support for the Development Permit and Rezoning applications.

Sincerely,

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

Jonathan Tinney, Principal

WW+P (formerly SvN Architects + Planners)

APPENDICES

For further information on the submission, see the supporting materials submitted as part of this application.

Appendix A – Retail Impact Study – Key Findings Excerpt

Appendix B – Parkade Impact Assessment – Conclusions

Appendix C – GWL Brochure

4 | Development Considerations

4.1 Key Findings

CBRE believes that the redevelopment of the 635 Broughton parkade will not result in any notable negative retail impacts. In fact, the addition of on-site residential is expected to offset the loss of the parkade by generating an estimated \$870,000 to \$1.1M in additional annual retail spending for nearby businesses.

This analysis was conducted to examine the net retail impact of replacing the 635 Broughton Street parkade with a 242-unit mixed-use residential building. **The findings conclude that the redevelopment will not result in a significant negative impact on the Study Area's retail ecosystem.** The core of the analysis is a direct comparison between the estimated "lost" spending from the parkade's removal and the "new" spending to be generated by the building's future residents.

The findings reveal distinct, simultaneous impacts:

- **Positive Overall Impact:** The redevelopment is expected to be somewhat revenue-positive for the Study Area as a whole. The new annual spending from on-site residents generally exceeds the estimated lost spending from the parkade's removal. The total net impact is estimated at between \$870,000 and \$1.1M in additional annual spending potential spread across the 158 Study Area retailers.
- **Notable Gain for Locally Serving Tenants:** Locally serving tenants are the clear beneficiaries, projected to see a net annual sales gain of \$770,000 to \$1,020,000. This development would create a new, permanent, 24/7 customer base for these convenience-oriented businesses.
- **Minor Gain for Regionally Serving Tenants:** Regionally serving tenants are projected to see a net annual sales increase of \$70,000 to \$100,000.

These findings strongly align with modern downtown planning best practices. The project represents a strategic exchange: it trades a small volume of transient, car-dependent retail spending for a significant, permanent, walk-in residential population. This transition from a parkade to a high-density, mixed-use building adds ~500 "feet on the street." This new population base will create a more resilient local economy and contribute to a safer, more vibrant downtown core, particularly outside of typical 9-to-5 business hours. **The analysis demonstrates that this strategic densification could likely be achieved without causing material economic harm to the existing retail community.**

Figure 8 - Retail Impact Analysis | Based on the analyses detailed within this report and summarized below, CBRE believes that the removal of the Subject Site’s parkade may result in a positive net Study Area annual retail sales impact of between \$870,000 to \$1.1M.

Retail Impact Analysis	Low	High
Estimated Annual Sales Reduction at Locally Serving Tenants	-\$70,000	-\$140,000
Estimated Annual Sales Reduction at Locally and Regionally Serving Tenants	-\$130,000	-\$260,000
Total Estimated Annual Spending Reduction at Study Area Retailers	≈ -\$200,000	≈ -\$400,000
Estimated Annual Sales Generated by Locally Serving Tenants	\$79,300,000	\$105,600,000
Estimated Annual Sales Generated by Locally and Regionally Serving Tenants	\$122,400,000	\$166,500,000
Total Estimated Annual Sales Generated by Study Area Retailers	≈ \$201,700,000	≈ \$272,100,000
Estimated Annual Spending at Locally Serving Tenants	\$840,000	\$1,160,000
Estimated Annual Spending at Locally and Regionally Serving Tenants	\$230,000	\$330,000
Total Estimated Annual Spending Captured by Study Area Retailers	≈ \$1,070,000	≈ \$1,490,000
Locally Serving Tenant Impact = [On-Site Potential] – [Parkade Loss]	\$770,000	\$1,020,000
<i>Impact Per Retailer</i>	\$9,390	\$12,439
Regionally Serving Tenant Impact = [On-Site Potential] – [Parkade Loss]	\$70,000	\$100,000
<i>Impact Per Retailer</i>	\$921	\$1,316
Total Estimated Retail Sales Impact	≈ \$870,000	≈ \$1,090,000

Sources: CBRE (2025)

4.2 Downtown Planning Best Practices

Replacing low-value, above-grade parkades with high-density, mixed-use buildings is an urban planning best practice that transforms car-oriented frontages into people-oriented streets. The positive benefits of this strategy, which include enhanced public realm activation and urban vitality, are well-documented in high-quality downtown environments, such as in Vancouver.

The findings in this report align with urban planning best practices, which view the replacement of an above-grade parkade as a significant public-realm transformation, not just a building swap. Parkade frontages typically create low-activity zones that detract from pedestrian comfort and safety. The redevelopment of the Subject Site would exchange a land-intensive, low value structure with a high-density, mixed-use building that delivers essential housing and economic revitalization.

This project would help to transition the block from a car-oriented to a people-oriented environment. The introduction of higher quality ground-floor retail and hundreds of new residents would create dependable, recurring neighbourhood retail activity that is more resilient and consistent than commuter-only traffic. This new population would create a walk-in customer base, improve safety through more eyes on the street, and directly support the locally serving tenants that define a vibrant downtown.

This approach is well-documented in Downtown Vancouver, which provides several direct precedents:

- **320 Granville Street:** A recent example where an aging eight-storey parkade was replaced by a 30-storey, AAA office tower. This development transformed the corner of Granville and Cordova, replacing the former parkade with a significantly enhanced pedestrian experience at its base.
- **Woodward's Redevelopment:** A benchmark for large-scale revitalization, this project converted an underutilized block into a mixed-use hub with retail, housing, and cultural facilities. Parking was consolidated underground, creating an active, continuous public realm.

These examples demonstrate that when executed properly with active, fine-grained retail frontages, right-sized underground parking, and lane-based servicing, the redevelopment of a parkade can help to create a safer, more vibrant, and more economically resilient downtown.

4.4.4 City of Victoria Policies and Plans

City Council recently recommended that the City of Victoria adopt new policies and bylaws for both on- and off-street parking. These recommendations are detailed in the *Committee of the Whole Report* for the September 4, 2025, meeting. One of the areas of recommendations relates to parkades in the Downtown area. The main recommendation is summarized as “council [advises] staff to explore options for a new parkade to be constructed outside of Downtown, to reduce private vehicle movements within the city’s historic core, shift parking from downtown to peripheral areas and...provide last-mile solutions to facilitate the easy movement of people between the parkade and their final destinations”².

From this perspective, the proposal to remove the 635 Broughton parkade at the subject site is aligned with the recommendation to reduce private vehicle movements in the Downtown core and shift parking to peripheral areas, while also adding to the housing stock downtown, thus removing that potential parking demand from the network, as future residents will be able to live and work downtown.

5. CONCLUSIONS

The following are the conclusions of the study:

- The site has excellent connectivity to road, transit, cycling, and walking networks.
- Robbins parking demand data at the subject site from 2016 to 2024 indicates that parking demands are trending downwards, with a notable reduction since the COVID-19 pandemic introduced work-from-home policies.
- Of the six (6) observed parking locations within two city blocks of the site, the city-owned View Street and Broughton Street parkades contribute the most to the area’s parking supply.
- When comparing site parking demand to local area availability, the site demand is anticipated to be absorbed except for the midday period (12:40 to 1:40 pm) on weekdays.
- As the peak site parking demand only exceeded the local availability slightly (peaking at an excess of approximately 15 vehicles), the excess demand may be mitigated through alternative parking options outside of the observed locations (i.e. street parking), alternative parking location options further than two city blocks from the site, and/or a change in commuter travel behaviour.
- The removal of a Downtown parkade is aligned with the direction of City policy to reduce vehicle traffic and parking in the historic core.

² City of Victoria, “Committee of the Whole Report for the Meeting of September 4, 2025”, Victoria, BC, August 21, 2025.

EXECUTIVE SUMMARY

GWL Realty Advisors Inc. ("GWLRA") is a strong proponent of purpose-built rental housing and brings decades of experience delivering and operating high-quality residential communities across British Columbia and Canada. Our track record includes a substantial portfolio of purpose built rental projects, reflecting our long-term commitment to sustainable, well-managed, and best-in-class buildings for our residents and tenants.

We are proposing to deliver a 12-storey purpose-built rental building in Victoria's historic urban core, anchored by a new 583-square-metre public plaza. The project strengthens an older part of the city by introducing new homes, enhanced pedestrian activity, and a contemporary building that draws on Victoria's Edwardian heritage through its proportions, materiality, and detailing.

The building has been carefully shaped to fit within the surrounding context and achieve sensitive transitions to adjacent heritage properties. It will provide a diverse range of rental homes supported by high-quality indoor and outdoor amenities that promote downtown livability and foster community.

The proposal aligns with key municipal objectives by increasing the supply of secure, purpose-built rental housing within a walkable, transit-accessible neighbourhood. Public realm improvements—including upgraded streetscapes, inviting outdoor spaces, and a new public plaza—will animate the block and create a more welcoming environment for residents and visitors alike.

As a longstanding developer and operator in of first class properties British Columbia, GWLRA appreciates staff's consideration of a design that balances architectural quality with long-term financial and operational feasibility. We look forward to working with the City through the rezoning process to deliver a project that contributes positively to those who live, work, and play in Victoria.

Sincerely,

Geoff Heu
Senior Vice President,
Development
GWL Realty Advisors

Sincerely,

Michael Reed
Vice President, Development
GWL Realty Advisors



View of Proposal (in green) Looking East Toward Proposed Plaza and St. Andrew's Church

WHO WE ARE



About GWL Advisors Inc. (GWLRA)

GWL Realty Advisors Inc. ("GWLRA") is a real estate investment and management company that creates stable investment returns for pension funds and institutional clients through long-term investment in, and proactive management of, real estate assets.

As a national real estate services firm, our practice is to acquire, develop and maintain sustainable, accessible and best-in-class buildings, as well as to offer excellent service to the residents and tenants of those buildings.

Commitment to Building in British Columbia

Though GWLRA invests in all asset classes of commercial real estate, we are strong proponents for, and have a substantial portfolio of rental housing. We are a reputable and committed rental developer with extensive experience in property management and development both in British Columbia and across Canada.

GWLRA is a longstanding developer in BC with an established track record of delivering mixed use and rental housing that meets critical Council objectives.



Rendering - 1220 Station St.



Rendering - 1555 Robson St.



Project Rendering - Chronicle (825 Nicola St.)



Laurier House

VISION

GWL Realty Advisors Inc. is excited to play a key role in creating a vibrant, mixed-use community in the heart of downtown Victoria. This site offers an opportunity to strengthen the surrounding neighbourhood by introducing thoughtfully designed rental housing, active ground-level uses, and public spaces that enhance connectivity and urban life.

Upon completion, this project will serve as a welcoming addition to the area, contributing to a dynamic streetscape and fostering a strong sense of community for residents, workers, and visitors alike.

Project Overview

Our proposal for the site includes:

- A 12-storey mixed-use building with two 6-storey wings extending eastward, connected by a substantial outdoor amenity terrace above the first storey
- 242 purpose-built rental units, including 37% family-sized units (two bedrooms or more)—exceeding City requirements
- Approximately 14,306 square feet (1,329 square metres) of ground-floor retail along Broughton, Courtney, and Gordon Streets
- A new public plaza enhancing the interface with the historic St. Andrew's Church and providing space for outdoor patios, passive recreation and community gatherings; and,
- Three below-grade parking levels with vehicular parking, loading areas, and ample bicycle storage, accessed via Courtney Street

Overall, this development will deliver strategically placed housing density in a central, transit-rich location while supporting a well-integrated urban environment.



View of Proposal Looking Southwest



View South along Broad Street



View East along Broughton Street



View across Douglas Street

PLANNING CONSIDERATION

1. Aligns with Official Community Plan Policies

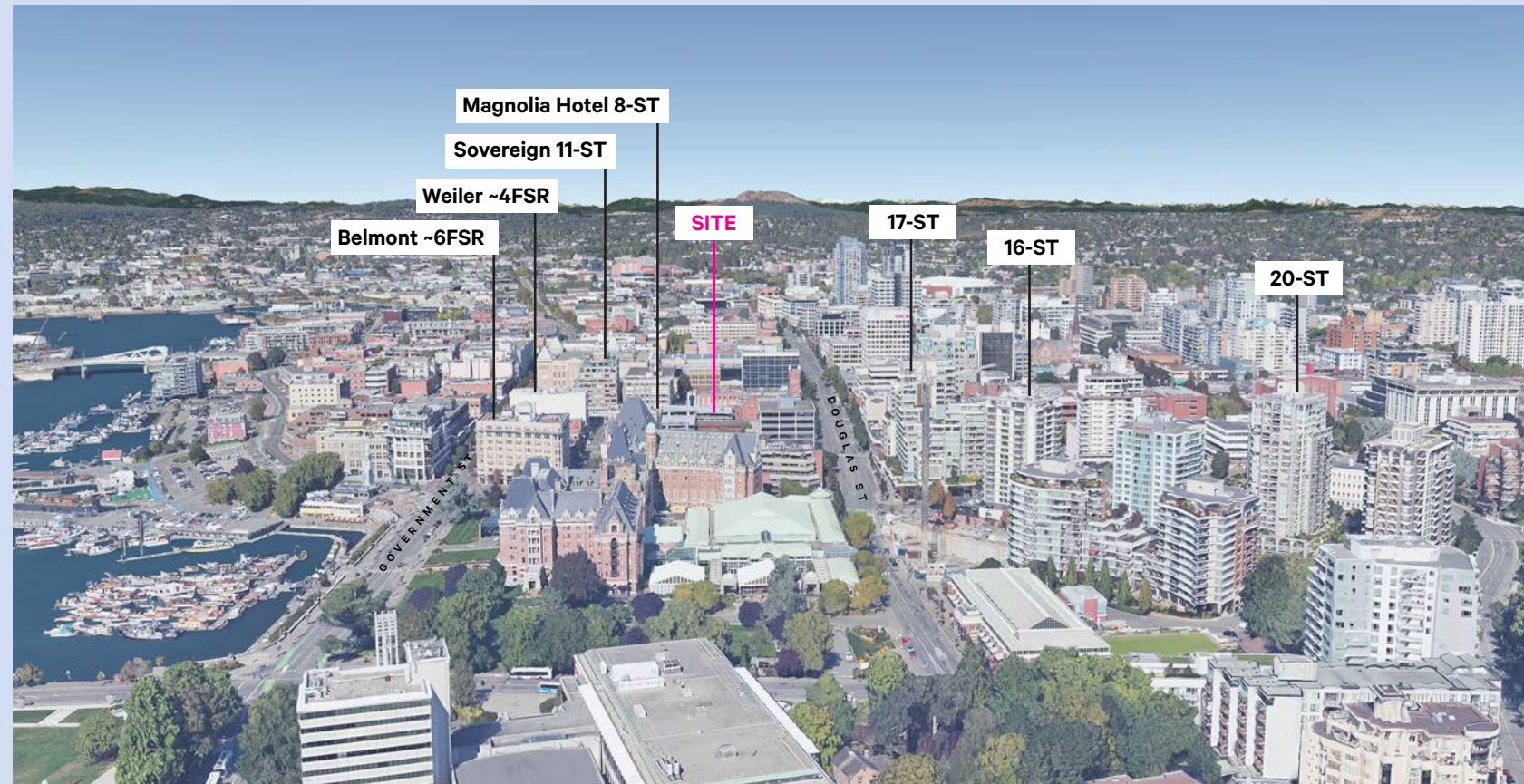
The public benefits included in this proposal provide a strong rationale for the requested increases in density and height, aligning the project with the OCP and requiring only a zoning amendment application. These benefits include: 242 rental housing units in the downtown core at a form and scale appropriate to Old Town; high-quality retail space to support downtown vitality; and a significant new public plaza (583 m²) that will enhance livability for residents and visitors alike.

2. Fits within the neighbourhood

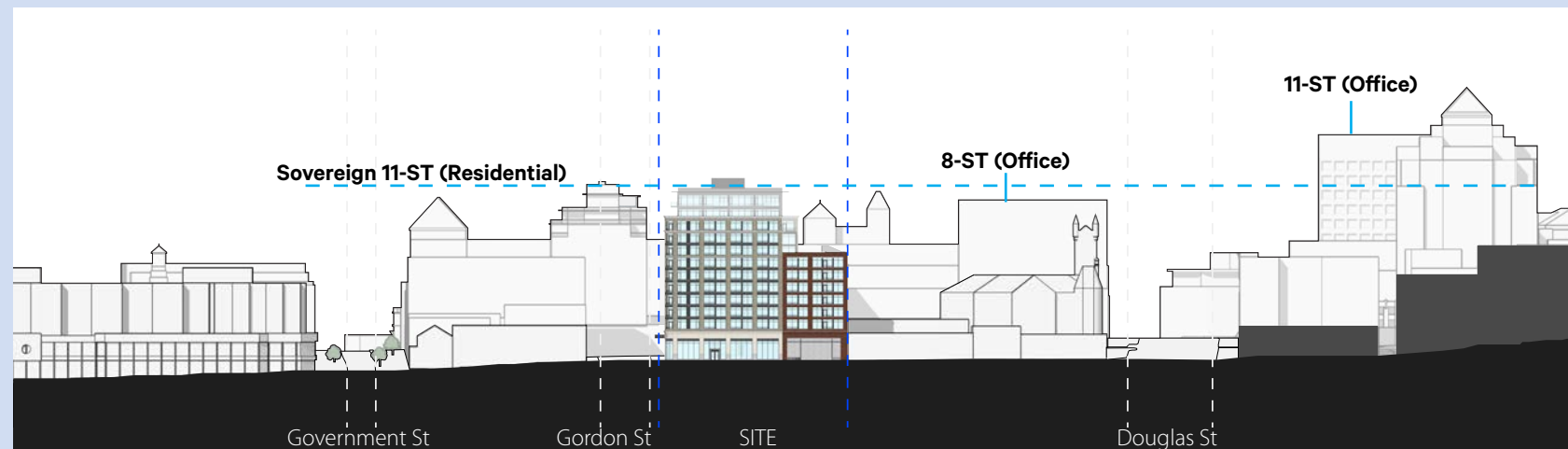
The height and form of the project align with both historic and newer buildings in this part of Old Town, including the Belmont, Yarrow, and Weiler Buildings, as well as more recent developments such as the Magnolia Hotel and The Sovereign. These precedents demonstrate that taller, higher-density buildings are compatible with Old Town's established character.



View East along Broughton Street



Aerial Photo Looking North



Courtesy Streetscape Elevation

3. Views are maintained

The building height matches its context, reinforcing Old Town's distinctive "saw-tooth" roofline pattern. The proposal fits within the skyline from key public viewpoints such as Laurel Point, supporting the City's "Urban Amphitheatre" approach to downtown density and enhancing the character and legibility of Old Town's historic skyline.



View from Laurel Point



Gordon St. looking North - Union Club on the Right

4. Appropriate Form and Character

The design offers a contemporary interpretation of the prevailing Edwardian commercial style found throughout this part of Old Town. Materials, massing, building orientation, and architectural detailing integrate seamlessly into the surrounding urban fabric.



View South West at Broughton and Douglas Street Intersection

5. Heritage Sensitivity

The new public plaza along Courtney Street provides additional space for viewing the distinctive apse of St. Andrew's Church—a feature currently hidden behind a parking ramp. The building's placement also maintains existing views of the church's steeple and unique stepped gables from key vantage points along Douglas Street.

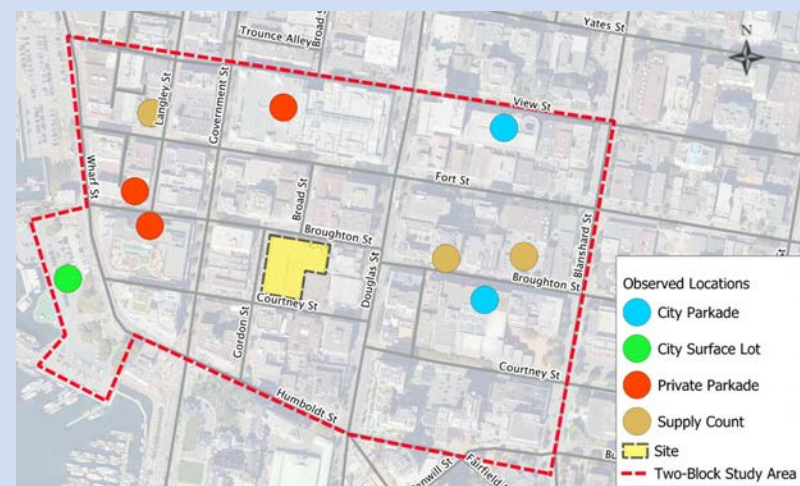
PARKING AND ECONOMIC IMPACTS

Community concerns were raised about the loss of the existing parkade, prompting GWL to commission Bunt & Associates and CBRE to study parking demand and retail impacts.

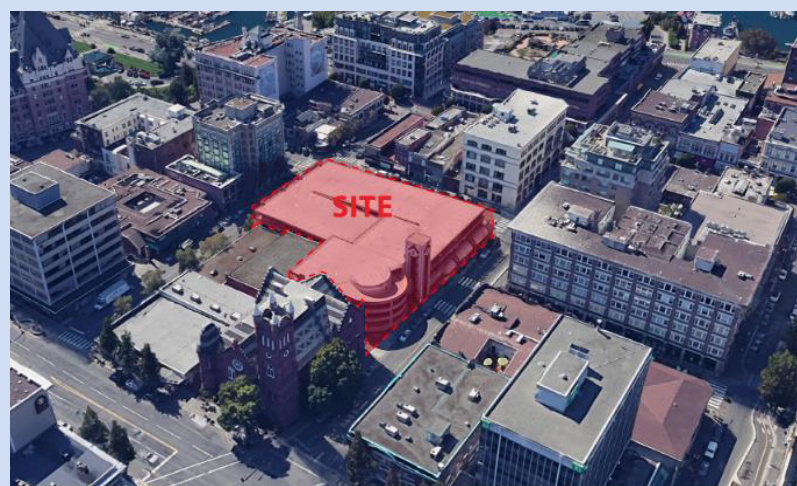
Parking Study Findings

Parking demand at the site has declined from 2016 to 2024, largely due to post-COVID work-from-home trends. The area is well-connected by transit, cycling, walking, and road networks, supporting ongoing residential growth.

Existing parking within a two-block radius can accommodate current and anticipated demand, with only minor midday weekday constraints at 1 pm. Any excess demand is modest and could be absorbed through nearby street parking, other lots, or shifts in commuter behavior. The proposed reduction in parkade supply aligns with City policy to reduce vehicle traffic and parking in the historic core.



Existing Parking Structure



Existing Parking Structure in Context

Retail Study Findings

The projected reduction in weekday vehicle trips may slightly reduce retail spending by commuters. However, the loss is more than offset by spending from new residents generated by the redevelopment.

The project replaces some transient, car-dependent spending with a stable 24/7 walk-in customer base.

Overall, the proposal supports a more sustainable, vibrant, and resilient Downtown Core for businesses, residents, and visitors with the introduction of 24/7 residence.



PUBLIC BENEFITS

New Public Plaza Provided

A new public plaza will be provided between the proposal and St. Andrews Cathedral, this creates a better interface than what exists today (an existing parking structure). The plaza is designed to highlight the Church while providing a place for people to gather and enjoy outdoor events, relax, and connect with the surrounding community. The public plaza will be under GWL ownership and may be closed off, if needed for safety and security purposes.

Better Use of Land

The proposed redevelopment represents a strategic opportunity to transform underutilized parking in an ageing structure into a vibrant mixed-use community in an amenity-rich area of Victoria's Downtown. The project supports the evolution of a more complete, walkable, and active urban environment. It aligns with City goals for a more sustainable, human-scaled downtown—reducing vehicular trips and introducing new residents.

Much-Needed Rental Housing

The development introduces a diversity of housing options, including family-friendly units, contributing to a balanced downtown residential community. The building will accommodate people from all walks of life—young adults, families, and seniors.

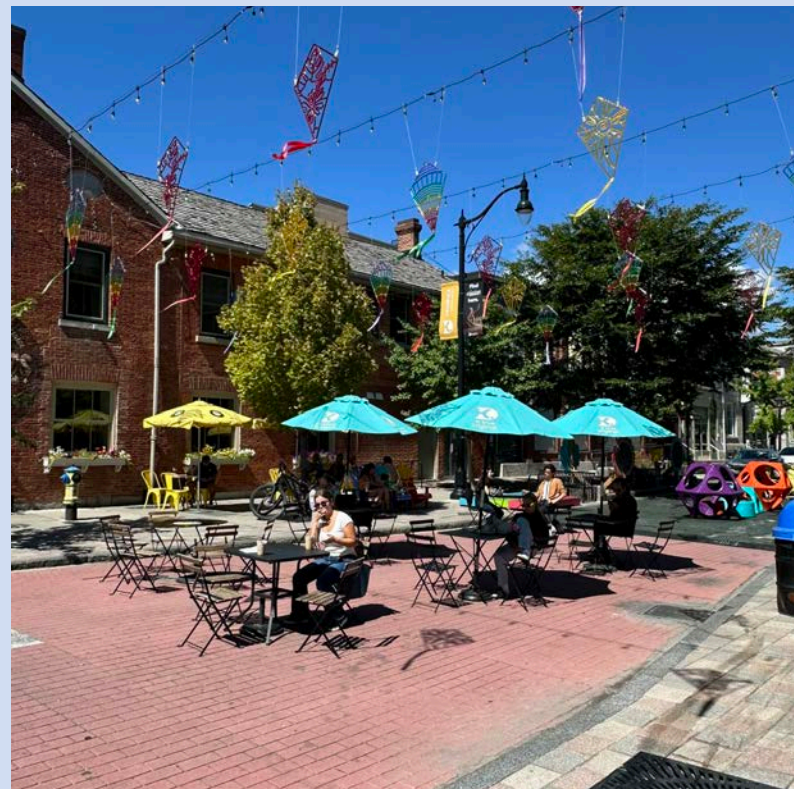


View of Proposed Plaza from Broughton Street

(The historic clock shown in the illustrations is a conceptual idea and has not been finalized. Securing an appropriate location and coordinating with the clock's owner is still pending.)



View of Proposed Plaza Looking Southeast



Heritage Integration

The design highlights the adjacent heritage context through architectural quality, complementary masonry, and careful corner articulation that references—but does not replicate—Edwardian commercial building forms. The development is designed to respect and enhance the prominence of the adjacent St. Andrew's Cathedral, a protected heritage building and significant cultural landmark.

Public Realm Improvements

The development brings the public realm to life with inviting open spaces, active street frontages, and improved landscaping. A new urban plaza serves as a hub for community gathering, while ground-floor retail and café uses provide “eyes on the plaza”—enhancing safety and encouraging pedestrian activity. Thoughtfully placed trees and planted areas add greenery, support urban forest goals, and create an attractive, functional space for residents and visitors.



St. Andrew's Presbyterian Church



Public Plaza Activation



Government Street - Victoria, BC



Heritage Integration Example



Public Plaza Example

COMMITMENT TO ENGAGEMENT

Meaningful community engagement is a cornerstone of good city-building. By actively involving local residents, stakeholders, and elected officials in the planning process, we ensure that new development responds to the needs and aspirations of the community. This approach aligns with the City of Victoria’s Official Community Plan, which emphasizes “engaged citizens” as a core value.

LONG-TERM COMMITMENT

GWL is an applicant with a strong track record in Victoria—managing this site since 2012 and will retain ownership well beyond completion. GWL is dedicated to engaging a diverse range of voices, including residents, tenants, stakeholders, and local organizations, throughout the planning process and beyond. By seeking broad input, GWL aims to ensure this project serves the community now and for years to come.

ENGAGEMENT TO DATE:

The following list the engagement events that have occurred since January 2025:

- Applicant-led Open House (September 2025)
- Existing tenants meeting (September 2025)
- Targeted stakeholder meetings with local Councilors and City Staff (Spring 2025–present)
- Meetings with the DVBA and Victoria Chamber of Commerce (October 2025)
- One-on-one meetings with adjacent businesses and landowners (Fall 2025)
- CALUC Meeting (January 2025)
- Meetings with municipal staff (Winter-Spring 2025/2026)
- Meetings with key stakeholders (Winter-Spring 2025/2026)

GWL appreciates the feedback received from the community, local and existing businesses, stakeholders, and the City. This input has been carefully considered and incorporated into the final design presented to Council.

GWL looks forward to continuing its engagement with the community throughout the construction phase and beyond.

