

## Richard Elliott

---

**From:** Reed Kipp [REDACTED]  
**Sent:** June 24, 2020 1:05 PM  
**To:** Victoria Mayor and Council  
**Subject:** Letter of Support: 43-55 Gorge Road and 2827-2831 Irma Street (PC Urban)

**Importance:** High

Dear City of Victoria Mayor & Council,

Please receive this email as my formal letter of support for the development project: 43-55 Gorge Road and 2827-2831 Irma Street put forward by the team at PC Urban. Please add this piece of correspondence to the COTW report.

As a City of Victoria resident, homeowner, business owner and commercial real estate owner, I would like to whole heartedly support this development project proposed by PC Urban – adding 153 new rental suites to a region that (to date) has been underserved in regard to new multi-family rental development. As we all know, the Gorge Road region has never been the most desirable area in the City of Victoria (despite its proximity to beautiful parks, waterways, walkways, retail and transportation) and is currently experiencing various challenges as a result of [recent additions to the neighbourhood](#). The proposed development at 43-55 Gorge Road and 2827-2831 Irma Street by PC Urban is a thoughtful, well-designed project that will add much needed vibrancy in the Burnside-Gorge region, through creative design and development in a location in great need of revitalization. In addition, we are well aware of the rental housing supply ‘crisis’ throughout Greater Victoria and the City of Victoria – of which the this project will provide much-needed rental housing supply to continue with the broader theme of the private sector bringing rental homes to market for the benefit of the broader rental community in Greater Victoria.

The proposed development provides the following benefits to the regional community:

- High number of family sized units (50%), which from Devon Properties’ experience these suites will be highly sought after
- First class, underappreciated location in close proximity to the Downtown Core
- Design-forward, high quality development, which fits well into the community design
- All rental units will have a patio or balcony – providing a livable rental experience
- Resident amenities including an expansive courtyard and large rooftop amenity, offering residents the opportunity to create a sense of community through socializing, BBQing and urban agriculture
- New retail space will add resident and community amenities in the form of eateries and shopping
- Plaza will provide seating for residents and the community alike; integrating the new retail space with the broader neighbourhood and creating a vibrancy that was previously lacking
- Commitment to include public art, which is a fantastic value-add as part of the development and often overlooked

To close, PC Urban is focused on enhancing the urban experience in the City of Victoria through thoughtful, design-forward multi-family apartment development – as illustrated by the proposed project. I fully support this project and look forward to hearing Mayor & Council’s decision.

Best Regards,

Reed

Reed B. Kipp - CEO  
DEVON PROPERTIES LTD.

990 Fort Street, Suite #100 | Victoria, BC V8V 3K2

[REDACTED]

[REDACTED]

CONFIDENTIALITY DISCLAIMER

The information contained in this transmission may contain privileged and confidential information of Devon Properties Ltd. It is intended for review only by the person(s) named above. Dissemination, distribution or duplication of this communication is strictly prohibited by all recipients unless expressly authorized otherwise. If you are not the intended recipient, please contact the sender by reply email and destroy all copies of the original message. Thank you.