



T O W N L I N E

January 23, 2017  
 City of Victoria  
 1 Centennial Square  
 Victoria, BC V8W, 1P6

**Received**  
 City of Victoria  
**JAN 24 2018**  
 Planning & Development Department  
 Community Planning Division

Dear Mayor Helps and Council;

**RE: Development Permit Application – 777 Herald Street (Phase 1 of 2)**  
**Legal Description: Parcel Identifier: 000-059-897 LOT A, OF LOTS 699 TO 700 INCLUSIVE, AND OF LOTS 703 TO 707 INCLUSIVE, VICTORIA CITY, PLAN 13333, EXCEPT PART IN PLAN EPP3862**

Townline, on behalf of Hudson Place LP, is pleased to submit for development permit application for Hudson Place One (Phase 1) the next and most important building of our master planned community known as the Hudson District.

Townline has been actively developing the Hudson District since 2007 and we are very much focused on continuing to build a diverse and rewarding downtown community. To date, we have completed a number of milestones of this multi-phased project. This includes the renovation of The Hudson in 2010 with 152 market condos and the completion of three purpose built rentals buildings since 2014, bringing a total of 404 market rentals to Downtown Victoria.

In an effort to enhance the district and to the benefit of the City, we opened the Victoria Public Market in 2013. With our recently completed Hudson Walk Two project, we opened a publically accessible amenity space which includes a dog run, children's play area, public art and outdoor seating. Along with these achievements, Townline and its affiliate, Townline Housing Solutions (TLHS), have also helped to deliver 159 non-market rental units in Victoria West in partnership with Pacifica Housing and currently we are working on future non-market projects.

We remain committed to being an active partner in Victoria's development community and we are truly excited to move forward with this highly anticipated project.

#### **Approved Zoning and Master Development Agreement (MDA)**

The subject site we refer to as Hudson Place is defined as Development Area 3 under the site specific CA-59 (Hudson District) zoning. This zoning was approved by the City of Victoria and secured with a MDA in 2007. This rezoning also included Development Areas 1 (The Hudson) and 2 (The Hudson Mews), both of which have been completed.

Hudson Place has an approved floor space ratio (FSR) of 7.47 to 1 and the site falls within the permitted maximum height of 72 metres per the City of Victoria's Downtown Core Area Plan. The overall parcel size is 4480 square metres (48,222 square feet) which allows for 33,465 square metres of total floor area (360,090 square feet) under the allowable 7.47 FSR.



The density was approved in recognition for the preserving and restoring the iconic Hudson's Bay Company department store on Douglas and, as outlined in the MDA, for providing certain amenity contributions, these include:

- A publically accessible mid-block connection between Fisgard and Herald Streets, secured with a Statutory Right of Way (completed);
- Following the terms and conditions of a housing agreement executed in 2007; and
- A public art contribution of \$60,000 (minimum) to be completed as part of the final phases of the site (discussed below).

The MDA also contemplated that Hudson Place would be developed as two phases as part of the four buildings envisaged for the block, shown in Schedule E of the MDA. Townline intends to pursue this phased approach to the project by seeking a subdivision on the parent parcel.

### **Request to Subdivide Parent Parcel**

As part of our development permit application, Townline is requesting approval of Council to subdivide (Development Area 3, CA-59 Zone) into two separate lots. Given the magnitude of the project and the challenge of constructing the buildings on the site, we feel this is a logical strategy. Our plan is to submit for development permit application on Phase 2 sometime in late 2018 and as such we are requesting to subdivide the site in order to simplify servicing and ownership tenure of the various building program components (i.e. stratification and air space parcels).

A preliminary subdivision application has been submitted to the City and our current development permit drawings do reflect this proposed subdivision line. Please note that the proposed subdivision line preserves the density 7.47 to 1 density entitlement on each parcel.

### **Hudson Place One (Phase 1)**

Townline proposes to build Hudson Place One located at 777 Herald Street as a market condominium project and will feature 176 well-design suites ranging from studios to three bedroom units. This mix will appeal to first time buyers, investors, urban professionals, downsizers and families. This mix we feel is important in building vibrancy in downtown and attracting a diverse demographic of residents to the Hudson District.

At grade, the main entrance to the building will be located off the carriageway and will include extensive landscaping, public seating, a water feature and public art. A commercial retail unit of approximately 153.78 square metres will be featured prominently at the corner of the building and further help to activate the pedestrian experience along Herald Street.

Other features of Hudson Place One include:

- A bold architectural design which reflects key elements of the design guidelines from the City's Official Community Plan and compliments the historical prominence of the Hudson Building in the use of building materials, colours and fenestration. A design rationale provided by Foad Rafii is enclosed with this letter and outlines key features of the building including sky gardens and a prominent tower top architectural feature which both distinguishes the building and shrouds all the mechanical equipment for the building;



- Public realm enhancements centred at the base of Hudson Place One with the creation of a plaza space that will become a focal point of the Hudson carriageway and will provide opportunities for outdoor seating. This is where we propose to commission the public art requirement for the project (discussed later);
- Large exterior decks featuring randomly placed Arbutus species trees which are an integral part of the building's overall design (i.e. sky gardens);
- Residential bike parking that will be located at grade and accessed through a thoughtful and convenient bike lobby connecting to the carriageway. The bike lobby will feature a repair stand, air pump and wash station;
- Upper podium level outdoor amenity area for residents that will include outdoor seating areas, a children's play area and a dog run. This area will link to an internal block walkway that will provide pedestrian connection from the carriageway to all three buildings;
- A dedicated floor of amenity programming to appeal to all owners including an expansive workshop/hobby room, business centre, guest suite, lounge, saunas, yoga studio and fitness room; and
- A dedicated level of commercial and retail parking that will be available at both hourly and daily rates on par with current street parking. This will connect with the current commercial parking available in the Hudson Mews building.

## **Project Variances**

Townline is seeking the following variances on Phase 1:

### **1) Height Variance of 4.0 Metres**

We are seeking a height variance of 4.0 metres to allow for the use of roof top decks on the top floor of the building. This level (Level 26) overlaps with the mechanical penthouse and is being sought to allow access to the roof decks associated with residential units on Level 25. The roof decks are proposed to be access via private stairs from Level 25 to Level 26 and a small sun room to provide protection from the elements. This variance will not add additional height to the building as the roof decks overlap with the mechanical and architectural feature on the building which is exempt from the overall height calculation of the building.

### **2) 1:24 metre Street Wall Setback on Herald Street**

We are requesting a variance to the upper floor setback requirement on Herald Street. The dimensions of the Phase 1 development site are constrained by a shallow depth off Herald Street of approximately 35 metres. Following the current 1 to 5m upper setback guideline, this would result in the building needing to be set back almost 14 metres at the top level which poses considerable design challenges. Foad Rafii and his team have incorporated street walls and setbacks into the north elevation off Herald. Again with the challenge of placing density on the site, we request this requirement be relaxed. As illustrated on the enclosed diagram, the required setback as shown is 1 to 24m.



### **3) Sideyard Setback from Proposed East Property Line**

The subdivision of the parent parcel will create two separate lots. As per direction of planning staff, we request a setback variance along what will be the newly created east side yard facing Herald Street.

#### **Public Art Contribution**

Townline has taken preliminary steps in planning this exciting part of Hudson Place by engaging EOS Lightmedia out of Vancouver to work on a unique and interactive lighting feature which will be submitted to the City as the public art contribution for this project. EOS Lightmedia is responsible for the captivating lighting at BC Place Stadium, TELUS World of Science, the new Surrey Civic Centre as well as a number of smaller installations for residential developers. EOS Lightmedia collaborated with Mark Ashby on Townline's art installation for Hudson Walk II (785 Caledonia) entitled 'Trade Blanket' which was recently completed in January.

Our objective for the public art is to enhance the pedestrian experience along the Hudson Carriageway through a dynamic and interactive light and media installation. Similar to Eos Lightmedia's 'Luminaires' and 'A Cloud Scatters Light' project (pictured on the enclosed), the installation commissioned for Hudson Place One would involve both programmed and interactive light displays which would be site-specific and based on user input through either a web based application or a medium located within the space. We feel this ability to invite user input would provide a rewarding and contemporary experience to the Hudson District and would contribute greatly to the City's unique portfolio of public art.

Our plan is to finalize the design while the building is being constructed. The designers want to see the physical dimensions of the space before finalizing the design; we expect to be in a position to submit a proposal to the City in early 2019. Currently Townline has a security deposit in place with the City of Victoria to ensure the public art is completed.

#### **Hudson Place Two (Phase 2)**

Phase 2 has been conceptualized as part of the overall project design for Hudson Place. We have included a preliminary massing design and layout of this building with our development permit package to illustrate how the approved density fits on the site. Our intended program for this building may include a mix of retail, office, residential and additional public parking. We expect the building program to be finalized over the next few months and anticipate a development permit submission by the end of 2018. One exciting aspect of this project will be the enhancement of the street and pedestrian experience along Blanshard Street.

#### **Sustainability**

Townline is committed to ensuring its efforts towards development are as sustainable as possible. Our "Down to Earth" corporate policy mandates we seek to construct buildings that are durable, efficient and rewarding places to live. Hudson Place One is currently being designed to satisfy a number of building performance and site development criteria as outlined by the LEED® New Construction (NC). A LEED® NC scorecard have been completed and attached with this development application submission. Some of the smart and sustainable features we now include as standard in our buildings include motion sensor lights in all common areas, programmable NEST thermostats and in suite LED light fixtures. Our



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intention is to achieve as many measures as possible while ensuring that the project delivers a rewarding and efficient building.

#### Conclusion

On behalf of Townline I would like to express our excitement to be moving forward with Hudson Place. We continue to appreciate the support and dedication of City staff as we work through our projects. Please contact me directly if you have any questions on our application.

Sincerely,

Justin Filuk Director of Development - Victoria

[justin.filuk@townline.ca](mailto:justin.filuk@townline.ca)

Encl:                      Public Art Proposal (Preliminary)  
                                Upper Setback Variance Diagram  
                                Design Rationale – Foad Rafii



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## Public Art Proposal – Hudson Place One

LIGHTMEDIA

Townline intends to engage EOS Lightmedia out of Vancouver to work on a unique and interactive lighting feature which will be submitted to the City as the public art contribution for Hudson Place One. EOS Lightmedia is responsible for the captivating lighting at BC Place Stadium, TELUS World of Science, the new Surrey Civic Centre as well as a number of smaller installations for residential developers. EOS Lightmedia collaborated with Mark Ashby on Townline's art installation for Hudson Walk II (785 Caledonia) entitled 'Trade Blanket' which was recently completed in January.

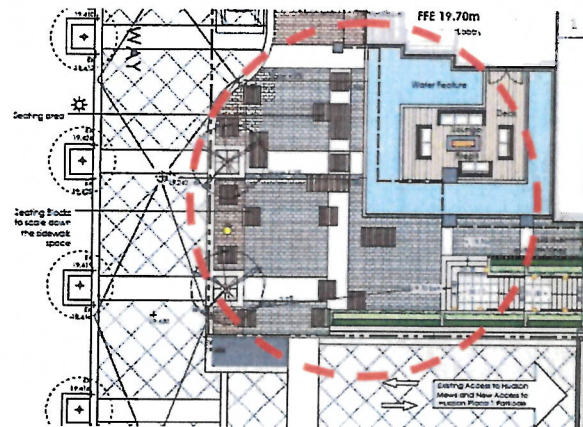
Townline has identified a location for the proposed work as well as objectives for the work:

- To be placed in a location that will be a focal point for the Hudson District;
- To enhance the public realm and public experience of the space; and
- To be dynamic and interactive, different from other public art pieces in Victoria.

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Townline is proposing for the installation to be adjacent to the lobby of Hudson Place One and opposite the entrance to the Victoria Public Market. As shown in the above rendering and site plan, a small plaza area is being shown which will serve as a gathering place for residents and retail patrons. A portion of this area is covered and will contain a water feature and areas for seating.



A Cloud Scatters Light – MODA by Polygon, Burnaby



Luminaries at Brookfield Place, New York

THE TOWNLINE GROUP OF COMPANIES

1212 – 450 Marine Drive, Vancouver, BC V5X 0C3 Tel 604 327 8760 www.townline.ca



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LIGHTMEDIA

## Public Art Proposal – Hudson Place One

There are multiple opportunities within the space to design a site specific installation that will enhance this intimate plaza space with the intent that the art piece will be active and visible both day and night. Our envisioning workshop for the space sees a component of the piece extending out and over the carriageway.

Similar to Eos Lightmedia's 'Luminaires' and 'A Cloud Scatters Light' project (pictured above), the installation commissioned for Hudson Place One would involve both programmed and interactive light displays which would be site-specific and based on user input through either a web based application or a medium located within the space. We feel this ability to invite user input would provide a rewarding and contemporary experience to the Hudson District and would contribute greatly to the City's unique portfolio of public art.

### *About EOS Lightmedia*

*Eos Lightmedia is an artistic lighting design company built on strong technical foundations. Our work is based on a deep understanding of light and its effects on people, places and objects. We also understand the mechanics of lighting and the importance of integrating fixtures and architecture. Eos creates visual experiences which inspire and delight.*

*Shaun August – Partner and Creative Director*

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RAFII ARCHITECTS INC.

### HUDSON PLACE ONE, Victoria BC – DESIGN RATIONALE

When approaching the design of Hudson Place One – a landmark building for Victoria – the goal was to create something very unique and distinguished to complement the city's quaint character, charm and one-of-a-kind feel.

The exterior design of this elegant, urban tower, can be seen as a modern interpretation that encapsulates the traditional language of architecture prevalent throughout this beautiful capital city of BC. Known as "The Garden City", Victoria is world-renowned for its historically-rich architecture and beautiful flower and garden areas that bloom virtually year-round in its temperate climate. This served as a great source of inspiration when approaching the architectural design of Hudson Place One. A key design element simulating and capturing this is its introduction of beautiful 'sky gardens' that combine urban high-rise with the beauty, appeal and calming aesthetic of the outdoors.

The colors and materials incorporated in Hudson Place One's architectural design, further speak to and complement its surroundings and neighbouring heritage buildings, including the historic Hudson, while emulating its own unique flair and appeal. Once complete, Hudson Place One will also create a brand-new skyline for this popular destination, helping achieve the city's goal of creating an amphitheater affect as one moves away from its scenic and pristine inner harbor and waterfront areas.

These aspects, combined with the incredible, unobstructed views of the Olympic and local mountains, the city, inner harbor and views of the Georgia Straight in the distance offered on the building's upper floors, along with its state-of-the-art collection of amenity spaces for homeowner entertaining and enjoyment, will make living at Hudson Place One an experience as unique as the City of Victoria itself.

Foad Rafii, M. Arch FRAIC  
Architect AAA, AIBC, NSAA.  
Principal  
RAFII ARCHITECTS INC.



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# LEED v4 for BD+C: New Construction and Major Renovation Project Checklist

HUDSON PLACE 1  
07/12/2017

Y ? N

1 Credit Integrative Process

1

11	0	0	Location and Transportation	16
		0	Credit LEED for Neighborhood Development Location	16
1			Credit Sensitive Land Protection	1
		0	Credit High Priority Site	2
5			Credit Surrounding Density and Diverse Uses	5
3			Credit Access to Quality Transit	5
1			Credit Bicycle Facilities	1
		0	Credit Reduced Parking Footprint	1
1			Credit Green Vehicles	1

9	0	0	Sustainable Sites	10
Y			Prereq Construction Activity Pollution Prevention	Required
1			Credit Site Assessment	1
2			Credit Site Development - Protect or Restore Habitat	2
1			Credit Open Space	1
3			Credit Rainwater Management	3
2			Credit Heat Island Reduction	2
		0	Credit Light Pollution Reduction	1

4	0	0	Water Efficiency	11
Y			Prereq Outdoor Water Use Reduction	Required
Y			Prereq Indoor Water Use Reduction	Required
Y			Prereq Building-Level Water Metering	Required
2			Credit Outdoor Water Use Reduction	2
2			Credit Indoor Water Use Reduction	6
		0	Credit Cooling Tower Water Use	2
		0	Credit Water Metering	1

7	0	0	Energy and Atmosphere	33
Y			Prereq Fundamental Commissioning and Verification	Required
Y			Prereq Minimum Energy Performance	Required
Y			Prereq Building-Level Energy Metering	Required
Y			Prereq Fundamental Refrigerant Management	Required
2			Credit Enhanced Commissioning	6
5			Credit Optimize Energy Performance	18
		0	Credit Advanced Energy Metering	1
		0	Credit Demand Response	2
		0	Credit Renewable Energy Production	3
		0	Credit Enhanced Refrigerant Management	1
		0	Credit Green Power and Carbon Offsets	2

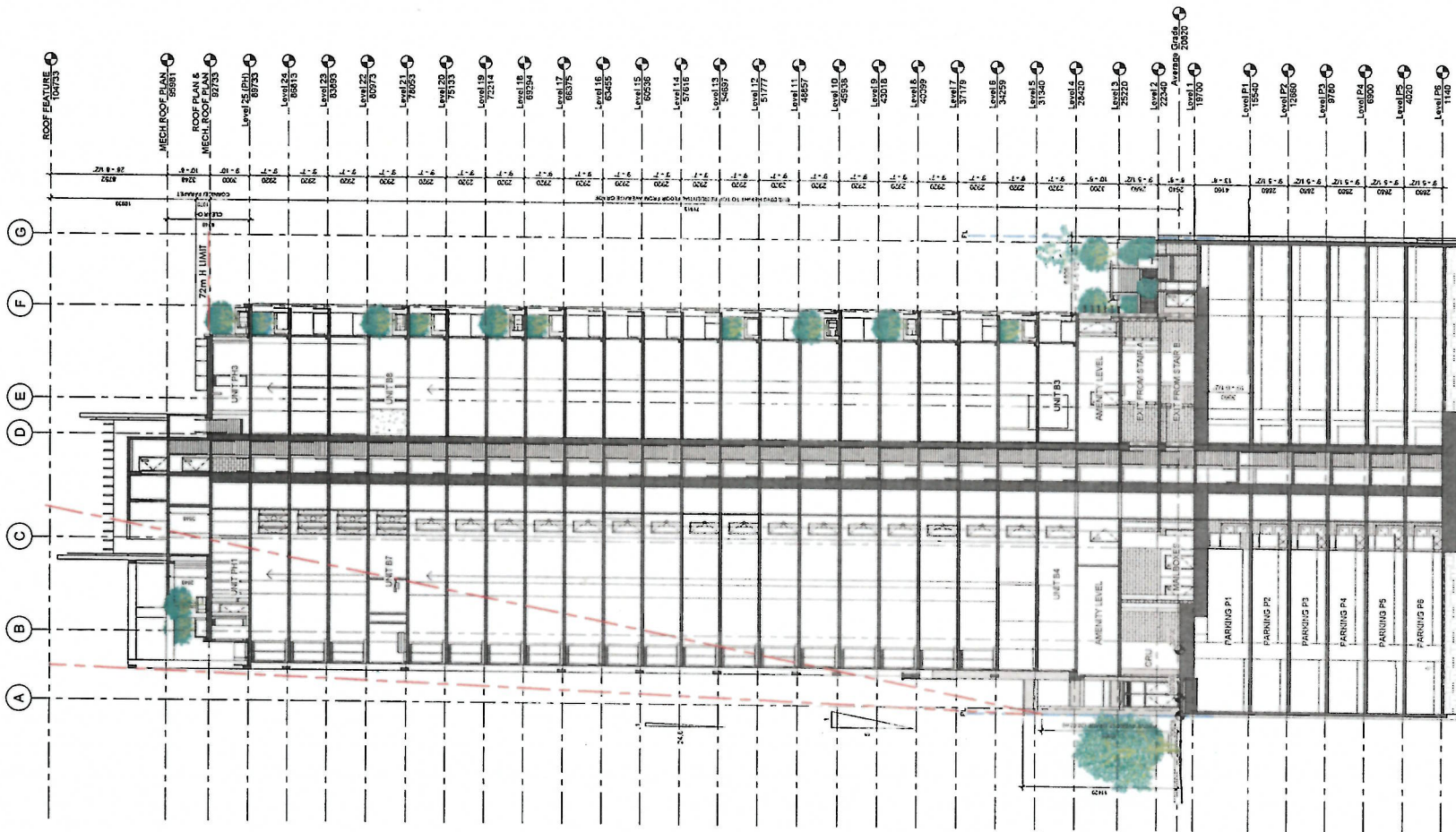
5	0	0	Materials and Resources	13
Y			Prereq Storage and Collection of Recyclables	Required
Y			Prereq Construction and Demolition Waste Management Planning	Required
		0	Credit Building Life-Cycle Impact Reduction	5
1			Credit Building Product Disclosure and Optimization - Environmental Product Declarations	2
1			Credit Building Product Disclosure and Optimization - Sourcing of Raw Materials	2
1			Credit Building Product Disclosure and Optimization - Material Ingredients	2
2			Credit Construction and Demolition Waste Management	2

12	0	0	Indoor Environmental Quality	16
Y			Prereq Minimum Indoor Air Quality Performance	Required
Y			Prereq Environmental Tobacco Smoke Control	Required
2			Credit Enhanced Indoor Air Quality Strategies	2
3			Credit Low-Emitting Materials	3
1			Credit Construction Indoor Air Quality Management Plan	1
1			Credit Indoor Air Quality Assessment	2
1			Credit Thermal Comfort	1
1			Credit Interior Lighting	2
1			Credit Daylight	3
1			Credit Quality Views	1
1			Credit Acoustic Performance	1

3	0	0	Innovation	6
2			Credit Innovation (Electric Vehicle Stalls - 25% roughed in; Maintenance Green Clean Package)	5
1			Credit LEED Accredited Professional	1

2	0	0	Regional Priority	4
1			Credit Regional Priority: Specific Credit (Durable Building)	1
1			Credit Regional Priority: Specific Credit (Extensive Community Connectivity)	1
		0	Credit Regional Priority: Specific Credit	1
		0	Credit Regional Priority: Specific Credit	1

54	0	0	TOTALS	Possible Points: 110
Certified: 40 to 49 points, Silver: 50 to 59 points, Gold: 60 to 79 points, Platinum: 80 to 110				



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Drawing Issue Date

Revision Schedule		
Rev #	Date	Description
001	2017-01-12	FOR PRELIMINARY
002	2017-02-29	FOR PRELIMINARY

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Client TOWNLINE

Project HUDSON PLACE 1,  
777 Herald Street,  
VICTORIA, B.C.

Drawing Title  
BUILDING SECTION

Date 07/25/17	Project No. 15-37-1
Scale 1:100	Drawing No. A4.02
Drawn By	Author
File Name	Rev