



July 5, 2017

Sustainable Planning and Community Development Department  
 City of Victoria  
 1 Centennial Square  
 Victoria, BC V8W 1P6  
 Attn: J. Karakas

**Re: Downtown Public Realm & Streetscape Standards for the City of Victoria - 2017**

Dear Mr. Karakas,

We are writing in support of the Visual Victoria public realm plan. As you know, when Victoria City Council adopted their *2015-2018 Strategic Plan* a few years ago, they included a commitment to "Increase emphasis on placemaking in our planning."

With the Visual Victoria plan, that emphasis is apparent. We were pleased to be involved in the consultation process for the plan, including citizen-led walking-and-talk tours of the downtown. A number of our members also participated in your workshops.

It is great to see examples of placemaking in the *Public Realm Plan*, including:

- Best Practices (page 13) that reflect good placemaking practices.
- Slowing city life to a walking pace and adding play elements to Centennial Square (page 19), which follows the placemaking principle of adding diversity to public spaces.
- The use of modular and movable structures (page 22) in making public spaces interesting and flexible for people who use the space. This principle could be applied in many places throughout the city.
- The Public Art and Culture Strategy (page 43) as an approach to enlivening public spaces.

We were happy to participate in the process, and are pleased to support the *Public Realm Plan*.

Thank you for consulting with our network and incorporating placemaking principles in the Plan. We look forward to working with you on implementation.

Sincerely,

Ray Straatsma, President  
 Lorne Daniel, Past President  
 Jim LaMorte, Secretary-Treasurer  
**Greater Victoria Placemaking Network**