



City of Victoria
1 Centennial Square
Victoria BC V8W 1P6

Re: Ship Point Letter of Support

August 29, 2017

Dear Mayor and Council –

The Urban Development Institute – Capital Region would like to commend Victoria City Staff for their thorough stakeholder and public engagement for the design and development of the draft master plan for Ship Point. We also appreciate the opportunity to give feedback and support for the draft master plan.

Ship Point, located in the heart of the downtown, presents an opportunity to enhance the inner harbour and create a signature waterfront destination. Space that could be the centre for the City's cultural and festival events for locals and tourists. It is apparent through staff's workshops and design concepts that they took into account a number of ideas from various other cities who have had experience with waterfront space such as our Ship Point. A bold concept is necessary to create a development with vibrancy and commercial appeal along with a public gathering place.

- UDI feels that it is important that the City recognize the number of residential units that have been built, and are being built, in the downtown and incorporate more active and vibrant spaces into the master plan with more services to ensure that a mix of people can and will enjoy the public space. The new residential development is drawing more and more families in to the downtown. It is important to ensure that ample play areas for children are incorporated in to the plan.
- The opportunity for retail appears to be limited, which could be incorporated along Wharf Street – as well, perhaps incorporating retail kiosks outlets throughout the site that would ensure a more active environment.
- Parking continues to be an issue in Victoria and this plan will further lessen the available parking in the downtown core. Incorporating additional parking into this site could be accomplished by pulling the building structure out and having office, retail and residential tier down to hide the parking in behind. Parking will be needed to assist during events and general customer parking as well.
- This site will be a heavy pedestrian area. A stop light is highly recommended to control traffic and pedestrian flow at the main vehicle access.
- A hotel would be a welcome addition to this site. It would add to the diminishing stock of hotel rooms in the city and place tourists in the central hub of cultural downtown activity.

Ship Point, because of its location, requires a design that will elevate it to the signature destination it deserves. This will enhance Victoria's inner harbour and create a gathering place locals and tourists alike.

Again UDI Capital Region would like to acknowledge that amount of work that has gone into the development of the Ship Point master plan – it is not without merit. This is an important initiative that will only create more economic vitality for the City. We look forward to future engagement and collaboration.

Kind Regards,

A handwritten signature in cursive script, appearing to read 'Kathy H'.

Kathy Hogan – Executive Director
(On behalf of the UDI Capital Region Executive Directors)