



MAYFAIR

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CENTRAL WALK BEGINS COMMUNITY CONSULTATION TO DEVELOP MAYFAIR SHOPPING CENTRE

Victoria, BC: In partnership with Ascend Planning and Cascadia Architects, Central Walk has initiated the formal process with the City of Victoria to consult with the community about the long-term future of Mayfair Shopping Centre. Over the coming months, residents of Greater Victoria will have numerous opportunities to provide their input on the development principles proposed for Vancouver Island's most productive shopping centre.

Although concepts for the development project will evolve after further input from the community, Central Walk has a vision that Mayfair become a mixed-use destination with a significant offering of housing, employment, retail, food and beverage, recreation, civic and educational opportunities. "In our path forward at Mayfair, our intention is to accelerate the Burnside Gorge Community by creating a contemporary, inclusive, and accessible social-commercial community gathering hub that combines commercial, residential, and semi-public uses" says Valen Tam, Director of Asset Management with Central Walk.

This first phase of public engagement activity is intended to raise public awareness about the development possibilities for the shopping centre, build relationships with community stakeholders, and engage the City of Victoria in a substantive dialogue about the future of the property. The project team plans to host a series of neighbourhood open houses in the fall of 2021 and to formally submit an Official Community Plan and rezoning amendment in the early spring of 2022.

Local Victoria firm Cascadia Architects will spearhead this proposal to the Department of Sustainable Planning and Community Development with project management support from Ascend Planning, who will also lead community and civic engagement for the project. This includes working closely with the Burnside Gorge Community Association to ensure that the needs of those closest to the project will be attended to.

"While we have not formally reviewed the application, we have been in touch with the property representatives looking for our feedback and look forward to receiving the Mayfair Shopping Centre Proposal." Said Avery Stetski, Land Use Chair of the Burnside Gorge Neighbourhood Association. "We acknowledge that this is a significant project for the City, and we are pleased to work with the owners and their representatives to ensure our community's ideas and suggestions are heard."

Central Walk will begin community dialogue on the Mayfair project with neighbourhood open houses on November 1st and November 2nd. For health and safety reasons, pre-registration for these events is required. Interested community members are invited to visit mayfairshoppingcentre.com/m/communityconsultation to book their spot.

For media engagements and further inquiries, please contact Joel Tatlow by phone: 250-389-2525 or email: joel.tatlow@centralwalk.com.

About Central Walk: Central Walk is a commercial real estate organization with over three decades of experience in the acquisition, development, and operation of commercial real estate projects. With historical roots in Southeast Asia, company operations are now based on Vancouver Island. Central Walk is led by a Board of Directors, who manage a portfolio with a value that exceeds 3 billion Canadian dollars. On the Island, this includes Woodgrove Shopping Centre, Arbutus Ridge Golf Course, and Mayfair Shopping Centre.

About Mayfair Shopping Centre: Mayfair is Vancouver Island's most productive shopping centre, conveniently located at the confluence of key commuter routes into the City of Victoria. The Centre's blend of national and regional retailers combined with a strong fashion mix has solidified Mayfair's position as the leading shopping destination in the trade area. Since it first opened in 1963, Mayfair has been successfully redeveloped several times including major projects in 1975, 1984, 1990, 1996, 2001, and 2018.

About Cascadia Architects: Cascadia Architects is an architecture and design firm based in Victoria, British Columbia led by Principal Architects Peter Johannknecht and Gregory Damant. Cascadia's areas of practice are broad, and include commercial, institutional, mixed use residential, and custom residential with a focus on sustainable design.

About Ascend Planning: Ascend Planning is a boutique land use planning, development consulting and project management firm which focusses on master planning, comprehensive development plans, and multi-family residential plans. Ascend prides itself on bringing together municipal staff, community leaders, Indigenous partners and neighbours, members of the public and other specialists and consultants to deliver community projects that are practical, attainable, and achievable.

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