



## Urban Development Institute—Victoria Fall Newsletter 2008

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### UDI Victoria Board

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Executive Coordinator  
Marie Savage

### Presidents Message—Glen Wilson

You may have noticed the occasional headline telling us the sky is falling but many developers are taking advantage of the softening of sales to regroup and plan for the year to come. Some are choosing to complete model homes or suites to give buyers a better idea of the home they can expect. This boosts confidence in the product and allows the buyer to really see themselves "at home." Because marketing generally slows down in the fall and winter season it's hard to say if what we're seeing there will be an on-going trend come spring. We'll see if by then consumer confidence will have returned if the U.S. financial market's on-going crises of the last 12 months and more is finally behind us.

UDI Victoria has a busy fall planned for you with numerous special events, education programs, and our monthly luncheons taking a new turn with the introduction of more out-of-town speakers with unmatched expertise in their field.

First up is Jim Hoggan, principle of Hoggan and Associates, a marketing company that has worked with countless large development companies over the past 15 years. Jim is on the board of UDI Pacific and is also the Chair of the David Suzuki Foundation. Make a note on your calendar for October 22nd at the Laurel Pointe Inn to hear Jim's speech, "Beyond Greenwashing: Communicating Intent in the Age of Mistrust."

Then in early November, UDI Victoria and the Victoria Downtown Business Association present a special luncheon event at the Ambrosia Centre. We've invited mayoral candidates Dean Fortin and Rob Reid to respond to questions from both organizations. UDI's questions will be distributed to all candidates, including those running for council, for their written response sometime after the federal election. The event date? November 3rd at Noon. Registration will open soon.

UDI Victoria's events don't stop there. Take a look inside to find out what else we have in store for you.

It's a season you won't want to miss.

## Register or Pre-register for Upcoming Events

### What Happened to Pay-In-Advance for Luncheons?

The UDI Membership was polled over the summer and although we expected people would pay ANYTHING not to have to line-up to pay for lunch every months, turns out many of you enjoy the chance to network in line. The \$3 to \$5 (10-18%) surcharge for each individual online reservation was rejected by Victoria members as too high.

Not many took us up on the faxed in reservation system we tested this past month but we'll try it again to see if more of you take advantage of it. (See the end of the newsletter for registration forms for our fall events.) If not, the upside is the line is a great place to meet other members and hear what brought them out.

*If you have mobility issues, please let Marie know in advance and special arrangements will be made for advance payment and seating.*

### The Fall UDI Victoria Schedule

**October 6th, 2008**  
Delta Ocean Point Hotel

**Construction Law Seminar** 8:30-Noon  
Sponsored by REED POPE.

**October 22, 2008**  
Noon—2pm  
Laurel Pointe Inn

**Jim Hoggan, Chair of the David Suzuki Foundation**  
And Principle of Hoggan & Associates, a marketing company that has helped with many large campaigns for development projects in BC. Jim is also a member of the Board of Directors for UDI Pacific.

This UDI Victoria's monthly luncheon for October.

**November 3rd, 2008**  
Noon-2pm  
Ambrosia Centre

**Mayoral Candidates Dean Fortin and Rob Reid**  
Answer questions about development and downtown issues  
Co-sponsored by UDI Victoria and the Downtown Victoria Business Association (Registration opens soon.)

**November 19th, 2008**  
Noon-2pm  
Embassy Inn

**Jennifer Podmore of MPC Intelligence**  
"Where's the Silver Lining in the Real Estate Market?"  
This speech attracted more than 500 people in Vancouver.  
MPC Intelligence's statistics are customized for the Victoria market.

**November 27th, 2008**  
**8:30am-5:00pm**  
**Hotel Grand Pacific**

**"The Numbers Behind Development"—An All-Day Workshop**  
Featuring Andrew Tong, Director of Acquisitions for Concert Properties and other top professionals offering insight and exercises related to making the numbers work. Come learn about pro formas, finance, and more.

**December 3rd, 2008**  
Art Gallery of Victoria

**Celebrate the Season—UDI Victoria's Christmas Party**  
"The Art of Development" returns!  
An evening of laughter, light refreshments and art!  
(Registration opens in November.)

**December 10th, 2008**  
Noon-2pm  
Ambrosia Centre

**Panel Discussion: Financing: What Are Today's Realistic Options?**  
On the panel: Ward McAllister of Leddingham McAllister, Jim McPherson from RealTech Capital and Brock Richardson from the Scotia Bank.  
Sponsored by CMHC.

## **Construction Law Seminar**

Join us at this 1/2 morning seminar on the basics of construction law and administration of construction contracts. Our team of lawyers, project managers and bankers will lead an intensive review of construction contracting and law. Topics include contract terms (including the new CCDC contract form), builders liens and holdback, lender's requirements and construction claims. The course is designed to provide developers, contractors, project managers and others with an overview of these topics, plus an update of current trends.

**Limited Space Still Available**

**8:30—Noon**

**Monday, October 6th**

**Members \$150 Non-Members \$200**

**Registration Form on Page 6**

**Proudly Sponsored By:**



### **SPECIAL EVENT**

Jim Hoggan, Chair of the David Suzuki Foundation

**"Beyond Greenwashing:  
Communicating Intent in the Age of Mistrust."**

Jim has years of experience advising development clients on how to best market their projects. Come hear what he has to say about today's market realities and how to not fall into the trap of "greenwashing" away your credibility.

**October 22, 2008**

**Noon - 2pm**

**Laurel Pointe Inn**

**Registration Form on Page 7**



**David  
Suzuki  
Foundation**

## WORKING WITH THE COMMUNITY

### New Meeting Notice Goes Live

The new community meeting notice has been put into active use at the City of Victoria. Simple to use and designed to help the community understand what might be affected by a project the new form shows a map of the immediate area, a checklist of possible changes of interest, and gives the date, time and location of the local community meeting where the project will be presented.

We expect this form to solve some of the issues that have plagued the system previously. We're interested in your feedback on whether or not it works.

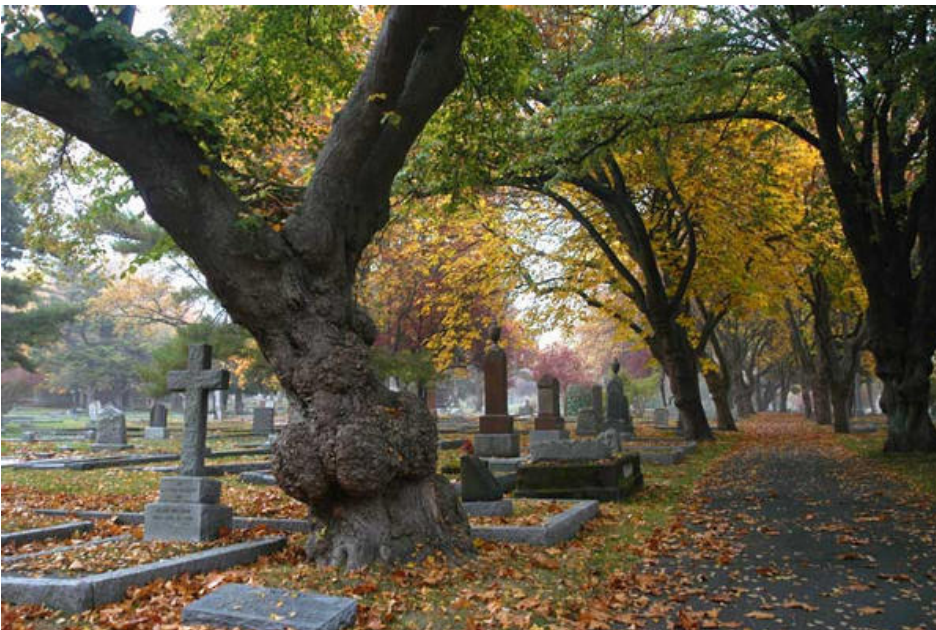
Special note: As previously mentioned, the initials required on the form from the community association are meant to acknowledge the information about meeting place, date and time are correct. The community association is not approving the information checked off by the proponent.

### Report on Development 101

Our first session of Development 101 took place on September 4th, 2008 at Burnside Gorge Community Centre. It focused on three things: What the community's role is in the Victoria rezoning process, the language of development (What is FSR?) and why "the numbers just don't work" sometimes. Attendees heard about the risks and decisions attached to projects and saw a simplified pro forma (projected budget) for a sample \$50 million dollar project.

The feedback on the evening was universally positive and we thank everyone who came as well as the many community association representatives who helped us put it together.

UDI Victoria has been asked to bring the presentation into the neighbourhoods so that more people can see it. We are pleased to do so, and welcome expressions of interest from any group that is interested. Presentations will be scheduled in the new year as time permits in our coordinator's calendar. Contact Marie Savage at 250-383-1072 or [udivictoria@shaw.ca](mailto:udivictoria@shaw.ca).



### Ross Bay Cemetery At Thanksgiving

Photo by  
John Mathieson

## Green News

### **Smart Growth and UDI Pacific**

UDI Pacific is working with Smart Growth BC on a conference to be held November 4th in Vancouver. Registration is not yet open but members will be the first to know once we're ready for you. If you can't wait until the conference to hear more about Smart Growth principles, Smart Growth Canada Network has a number of online courses available to you.

See [www.smartgrowth.ca](http://www.smartgrowth.ca) for more information.

### **Green Roofs**

Curious about them but not sure how to learn more?

UDI's position on green roofs is more research is needed into which technologies work, in what climate and how. We support the research now taking place at BCIT in Vancouver which has expanded this year to include research into living walls. For more information about their research the part-time courses they offer about green roofs go to:

<http://commons.bcit.ca/greenroof/courses.html>.

Greenroofs.org also offers a number of courses about green roof technology. Courses are offered in Vancouver and are generally one- or two-day courses. Go to their mainpage [www.greenroofs.org](http://www.greenroofs.org) and click on Education to see what's coming up next.

### **UDI School of Development in VANCOUVER**

The Art of Approvals

Join facilitator Michael von Hausen and UDI's veteran faculty members for an intense two-day hands-on course with classroom exercises based on real modern-day scenarios. Find out how to navigate successfully through the municipal approval's process where in today's market your approval also depends on your project's shade of green.

Contact UDI Pacific at 604-669-9585 to request a registration form.

### **Local Branch of Cascadia Region Green Building Council Starts New Monthly Event**

The Vancouver Island branch of Cascadia Region Green Building Council will hold regular monthly LEED User Group events on the first Tuesday of the month beginning on November 4th. Now planned to include both networking time and an expert speaker, more details will become available soon. To learn more about these events email the branch directly at: [vigbc.cascadia@shaw.ca](mailto:vigbc.cascadia@shaw.ca).

# REGISTRATION FOR UDI VICTORIA'S SEMINAR ON CONSTRUCTION LAW

**MONDAY, OCTOBER 6TH, 8:30-NOON**  
At the Delta Ocean Pointe



**Members \$150 Non-Members \$200**

NAME(S)

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POSITION

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COMPANY

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PHONE NUMBER

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EMAIL

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*PAYMENT ACCEPTED BY EITHER VISA OR MASTERCARD*

CREDIT CARD NUMBER

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EXPIRY

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SIGNATURE

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Join us as our seminar team of lawyers, project managers and bankers lead an intensive review of construction contracting and law. Topics include contract terms (including the new CCDC contract form), builders liens and holdback, lender's requirements and construction claims. The course is designed to provide developers, contractors, project managers and others with an overview of these topics, plus an update of current trends.

**FAX TO UDI VICTORIA**  
**656-0292**

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**For More Information Call:**  
**Marie Savage, Executive Coordinator**  
**383-1072**



# The Jim Hoggan Luncheon

“Beyond Greenwashing: Communicating Intent in the Age of Mistrust”

**WEDNESDAY, OCTOBER 22, 2008**

At the Laurel Pointe Inn Noon—2pm

**Members \$35.00 Non-Members and Guests \$45.00**

*Cancellations received up to October 20th at Noon will receive a refund.*

**NAME(S)**

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**POSITION**

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**COMPANY**

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**PHONE NUMBER**

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**EMAIL**

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***PAYMENT ACCEPTED BY EITHER VISA OR MASTERCARD***

**CREDIT CARD NUMBER**

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**EXPIRY**

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**SIGNATURE**

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Jim Hoggan is the Chair of the David Suzuki Foundation, Principle of Hoggan & Associates, and a member of the Board of Directors of UDI Pacific. Join us as Jim talks about how to approach marketing without being swept up in greenwashing.

**FAX TO UDI VICTORIA  
250-656-0292**

**For More Information Call:  
Marie Savage, Executive Coordinator  
250-383-1072**



# Jennifer Podmore of MPC Intelligence

“Where’s the Silver Lining in the Real Estate Market?”

**WEDNESDAY, November 19th, 2008**

At the Embassy Inn Noon—2pm

**Members \$27.50 Non-Members and Guests \$37.50**

*Cancellations received up to November 17th at Noon will receive a refund.*

**NAME(S)**

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**POSITION**

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**COMPANY**

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**PHONE NUMBER**

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**EMAIL**

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***PAYMENT ACCEPTED BY EITHER VISA OR MASTERCARD***

**CREDIT CARD NUMBER**

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Jennifer Podmore and MPC Intelligence talk to the industry all over BC to put together dynamic, thorough and accurate statistics on what’s currently planned, under construction or for sale. She’ll bring us her analysis of the Victoria market from the inside track.  
[www.thetrac.ca](http://www.thetrac.ca)

**FAX TO UDI VICTORIA  
250-656-0292**

**For More Information Call:  
Marie Savage, Executive Coordinator  
250-383-1072**



**REGISTRATION FOR UDI VICTORIA'S**

**The Numbers  
Behind Development**

**Thursday, November 27th, 2008  
8:30am –5:00pm Hotel Grand Pacific**



**Members \$325 Non-Members \$425**

**NAME(S)**

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**POSITION**

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**COMPANY**

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**PHONE NUMBER**

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**CREDIT CARD NUMBER**

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**EXPIRY**

**AMOUNT**

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**SIGNATURE**

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**FAX TO UDI VICTORIA  
656-0292**

**For More Information Call:  
Marie Savage, Executive Coordinator  
383-1072**



**Homeowner  
Protection Office**



**CMHC SCHL  
HOME TO CANADIANS**

# UDI Victoria Luncheon

“Financing: What are Today’s Realistic Options?”



**WEDNESDAY, December 10th, 2008**

At the Ambrosia Centre Noon—2pm

**Members \$27.50 Non-Members and Guests \$37.50**

*Cancellations received up to December 8th at Noon will receive a refund.*

NAME(S)

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POSITION

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COMPANY

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PHONE NUMBER

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EMAIL

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***PAYMENT ACCEPTED BY EITHER VISA OR MASTERCARD***

CREDIT CARD NUMBER

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EXPIRY

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SIGNATURE

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**Panel Discussion: Financing: What Are Today’s Realistic Options?**

On the panel: Ward McAllister of Leddingham McAllister, Jim McPherson from RealTech Capital and Brock Richardson from the Scotia Bank.

**FAX TO UDI VICTORIA  
250-656-0292**

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Marie Savage, Executive Coordinator  
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