

## 1.4 Vision

The vision statement is expressed in the present tense, as it represents the community's aspirations for how Oak Bay will be described in the future.

*Oak Bay is a vibrant and safe community located in a spectacular natural setting. Residents are passionate and proud of the many qualities that make Oak Bay one-of-a-kind. These include its sense of community, streetscapes, village charm, residential character, natural coastal environment, parks, recreation facilities and opportunities, enviable quality of life, vibrant arts and culture scene, high quality education opportunities, heritage values, mixed architectural styles, and well-conserved historic architecture.*

*Oak Bay is a dynamic community that respects and enhances the existing community structure and core characteristics that make it distinct from adjacent communities, while supporting the changes necessary to meet current and future needs. These features are central to Oak Bay's resilience and sustainability; protecting the best of what we have and adapting to embrace the future.*

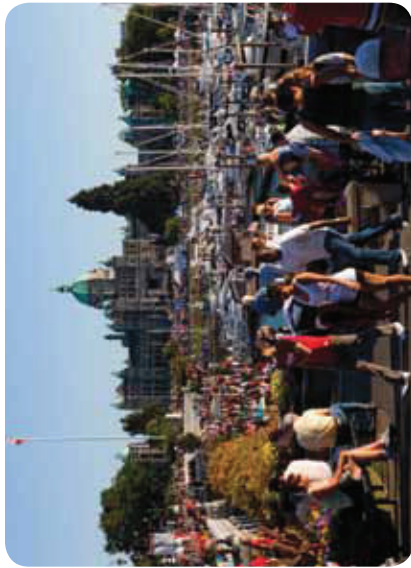
*Oak Bay is a community that values and supports diversity in its population. It offers a broad range of residential, social, and cultural opportunities as well as commercial activities for its residents, and strives to be economically, environmentally and socially sustainable in its practices. Oak Bay's residents are active contributors in local decision-making, working collaboratively with municipal Council and staff to ensure that Oak Bay will continue to thrive for years to come.*



# Vision, Values and Goals

## 3

**2041 Vision:** Victoria is an urban sustainability leader inspiring innovation, pride and progress towards greater ecological integrity, livability, economic vitality, and community resiliency confronting the changes facing society and the planet today and for generations to come, while building on Victoria's strengths as a harbour-centred, historic, capital city that provides exceptional quality of life through a beautiful natural setting, walkable neighbourhoods of unique character, and a thriving Downtown that is the heart of the region.



### OVERVIEW

Over the past 30 years Victoria has grown and changed dramatically. The city's population has increased from 63,800 in 1981 to more than 80,000 in 2011, with most of that growth occurring in the city core and on former industrial lands near the harbour in Downtown, Harris Green, Victoria West, North Park and Burnside. The economic transition that saw the departure of most of the primary manufacturing and shipping from the harbour and the core has seen these lands redeveloped as thriving residential and mixed-use neighbourhoods, with greatly increased public access to the water through an expanding network of harbour-side parks and trails. This rediscovery of the centre has also resulted in the revitalization of many of Victoria's high quality Victorian and Edwardian buildings, returning new life to Old Town and Chinatown and further enhancing the quality of place.

Over the next 30 years, Victoria is expected to grow by an additional 20,000 residents through building on the advantages of its harbour location, compact urban form, and human-scaled neighbourhoods, undergoing a deeper transition, to become a leader in urban sustainability while remaining one of Canada's most livable cities. The foundation for this transition is a growth management concept, illustrated in Figure 3, based on a strong Urban Core and network of walkable Town Centres and Urban Villages.

## COMMUNITY VISION STATEMENT

*The following statement sets out the community's aspirations for what type of place View Royal should be in 20 years and beyond. It describes the state of the community in the future as residents wish it to evolve. The Vision was developed through extensive consultation with the community and is the guiding force behind the policies of this Plan.*

View Royal is a dynamic and inclusive community that manages growth, while retaining the charm of its traditional neighbourhoods. It is home and workplace to people from all walks of life. Its neighbourhoods are attractive, affordable, walkable and safe. Each neighbourhood has an identifiable character and is connected to nearby centres – and a recognizable central community gathering place – through greenspace corridors and pedestrian/cyclist-friendly streets. Some centres are parks for families to gather and youth to play sports. Others are bustling, mixed-use places with a range of services, amenities, businesses and housing.

View Royal recognizes the impacts of climate change, and is responding by actively promoting energy-efficient, sustainable development, and environmental protection. Well-designed compact housing ensures choice, affordability and better use of land. Infill and redevelopment near neighbourhood centres and transit corridors provides jobs and services closer to where people live – minimizing the need for commuting, and creating pedestrian-friendly streets and destinations.

The local economy is diversified and strong, providing employment, shopping and service options to local and regional residents. Heritage tourism and eco-tourism are promoted as sustainable ways to stimulate the economy and showcase View Royal's environmental and cultural assets.

Getting around safely by foot, bike, bus and train is convenient and enjoyable, and a viable alternative to car travel. Train, light rail and other forms of rapid transit are supported by development that facilitates ridership and walkable places.

The Town is endowed with unique natural environments – Thetis Lake Park, Millstream Creek, Craigflower Creek, Esquimalt Harbour and Portage Inlet. The integrity and beauty of these natural amenities are protected and enhanced, while public access to recreation and natural areas is improved. The Town's vast recreation assets are well promoted and integrated into the community. Environmental stewardship and better use of resources – such as alternative energy generation and enhanced waste management – are pursued.



*Community members participate in the "Options for the Future" workshop.*

View Royal, in embracing fiscal sustainability and economic wellness, “lives within its means” and adapts to change. The community is healthy, diverse, innovative, and well prepared to meet the needs of the present and plan for those of the future.

Nine goals expand on the vision and set the framework for the plan:

1. Promote a strong sense of community in all areas and neighbourhoods of the Town, and create an enhanced sense of place and identity, which draws on the Town’s array of parks, trails and recreational activities, as well as its unique waterfront setting.
2. Create an inclusive community that provides housing, transportation and healthy living options, and services and facilities for families and individuals of diverse backgrounds, cultures, ages and economic means.
3. As the community grows, recognize the unique relationship between the highly valued natural and residential characteristics of View Royal, and maintain these values.
4. Confirm View Royal as an environmentally responsible community committed to becoming a more sustainable place and planning for global climate change.
5. Recognize, preserve and protect the substantial historic and cultural resources in View Royal.
6. Ensure that community services and amenities can be provided within the financial means of the municipality, and strengthen partnerships with regional service providers to increase local opportunities.
7. Identify suitable land areas and development incentives for commercial, institutional and mixed-use activities as a means of supplying local employment opportunities, broadening the municipal tax base, and promoting View Royal as a business-friendly community.
8. Recognize the regional role of the community as a link in major transportation and environmental systems, and cooperate with other municipalities and governments to address regional issues, while also protecting local values and promoting long-term sustainability.
9. Ensure that all citizens of View Royal have opportunities to be informed and meaningfully involved in planning and decision-making processes.

### ***Sustainability***

The term ***sustainability*** was used and discussed during the community visioning process. Based on those discussions, and other accepted interpretations of the term, sustainability is understood to mean the long-term viability of View Royal as a complete and inclusive community, and its commitment to plan for the health of the natural, economic, cultural and social environments in a balanced and integrated manner. Sustainable planning in View Royal will support environmental stewardship, decreased auto dependency, compact development, more local food production, alternative energy generation and energy conservation, social and cultural planning, economic diversification, stronger community identity, and enhanced street life. All of this will be done to create a healthy community today and lasting legacy for future generations.