

Section 14 – Economy

Sub-Topic	Plan Reference	Feedback
Overview	Overview text	Remove last sentence in paragraph 2.
	Overview text	p. 97 and 98 “Victoria \’s economy is dependent on economic growth and change in BC..... No, the heritage and tourism industry is an important component and too much change in the physical areas like the harbour and neighbourhoods with their landmark buildings could lead to less tourism.
	Overview text	I think the Economy area is not addressing the fact that our resources are depleting and that we need to adapt to and mitigate climate change.
	VSF Goals	Economy – add a Goal F regarding “maintaining and encouraging government employment” to elevate the importance of this sector to a status comparable to tourism and other important sectors.
	14 (d)	Does the "competitive environment" mean lower taxes? If so, that would not be agreeable. Also, rather than increase employment in education services downtown, why don't you invest for Camosun to hire an adequate number of teachers to support all the students?
	14 (f)	The OCP states “ <i>investment in Victoria’s waterfront and heritage character maintains the city’s image and competitive advantage</i> ” Tourists, local and businesses all benefit from the working harbour and the harbour must be enhanced to provide economic development for the region and contribute to maintaining the city’s competitive advantage.
	14 (g); 14 (k)	The downtown core area should continue to be the central business district for Greater Victoria, and the entertainment and cultural heart of the CRD region.
City Image		Some of these objectives sound good, so I have given high values to them. But most are not things City has been working towards or that the proposed OCP supports (tradeoffs suggest opposite may occur - many conflicting objectives within the plan) There are so many conflicting priorities - even on this p.. Tourism does not lift people out of poverty - it is a sign of a weak economy. Tourism should be gravy to a fully functioning economy.
	14.1	This is laudable - but who are you kidding. Unless the City changes partners, the City will not develop into a high tech haven. To do this, need to get current partners who are low-tech to change.
	14.1	Applaud the statement in Placemaking (p. 60) of broadening Victoria’s image beyond a capital city with an iconic inner harbour.
	14.2	The Harbour, although mentioned 66 times, is not understood or dealt with well.

Sub-Topic	Plan Reference	Feedback
Economic Assets	14.2	It's not too late. The City has a real opportunity to put a plan in place that will see the harbour continue to grow as one of the most distinct and important elements of Victoria. The risks of not acting now cannot be understated. Once the economic link between water and land is gone, it is gone forever. Your name hopes the City will realize the importance of this issue and act quickly on our recommendations.
	14.2.1	The OCP has failed to look at the Harbour as a vital engine of economic strength and has failed to grasp the role the Harbour offers Victoria. When businesses are located on the Harbour's edge because their commerce uses the link between land and water, Victoria's well-being and the Harbour's meaningful vitality is assured. If the City continues to diminish the Harbour to an attractive backdrop, the City will lose the real potential of its principle amenity. Businesses, residences and other city features that do not require the link of land and water should be placed anywhere but on the shore.
	14.2.1	As stated in a letter dated July 5, 2010, GVHA believes that the OCP needs stronger language to preserve and enhance the working harbour. We would welcome the opportunity to work with you develop that language.
	14.2.1	The current draft OCP recognizes the existence of the harbour as an element making up a portion of the City. The word harbour appears 66 times in the plan which contains generic statements to describe harbour planning including working harbour, encourage 'mix' of uses, maintain and update the harbour plan, and implement the harbour pathway. Within the plan the harbour continues to be treated in a fragmented manner with no protection for the unique connection between water and land.
	14.2.1	I, Jill Stainforth, have followed the OCP process with expectations of the recognition and protection of the economic vitality of the Victoria Harbour. I have participated directly as a member of the Victoria/Esquimalt Harbour Society having three sessions with OCP planners providing direct input into the process. Unfortunately our concerns have not been addressed in the current draft plan.
	14.2.3	What is very different between Cook St. Village and James Bay plaza is the feeling of local energy fueled by local stores and window shoppers. If I could make things right, I would eliminate the big companies and endorse more local restaurants and bakeries to open.
	14.2.3	Provide a modal interchange facility to facilitate a comprehensive commercial delivery system linked to rail and sea modes.
	14.2.3	Explore renewable energy as a potential revenue generator for City – electrical utility.
	14.2.3	

Sub-Topic	Plan Reference	Feedback
	14.2.3	Consider market driven solutions to energy resiliency: community energy loan fund; local improvement fund. Also: consider solar opportunities, and other technologies that are clean, such as wood burning stoves.
	14.2.4	A new multi-purpose centre for the arts and the need for wording to recognize that decisions in this area are limited by the City's ability to provide facilities; supporting the facilities the City currently has; the population not being sufficient to support a multi-purpose centre; concerns about what is being suggested.
	14.2.4 14.32	Long before Richard Florida the cultural community has been aware of the economic benefits of their activity. Countless studies have indicated both the direct and indirect economic payback. It's hard not to be cynical when we hear governments say one thing and practice another – more people attend cultural activities that sports in Victoria yet we have crumbling cultural infrastructure and a new stadium. This part of your report is a good place to indicate how the arts contribute to building a creative community, how they attract skilled workers by showing our unique identity.
	14.2.5	Housing costs per square foot are normally highest in the vicinity of the central business district (CBD) where many people work, because residents trade-off commuting costs against housing costs. The more viable is the CBD, the less viable will be the attempt to provide affordable, non-market housing in the downtown core. There is a rent gradient.
	14.2.5	Core business area. Does not mention residential with rationale is the city is trying to keep downtown region to revitalize the heart of the region. Want to hold on to that. Residential is easy to encourage, downtown retail and office is harder.
	14.2.5	Workforce housing needs to be an explicit priority.
	14.2.6	I believe there needs to be some discussion about money, as the money I and other tax payers provide funds this plan
	14.2.6	NO MORE LOWERING OF BUSINESS TAXES
	14.2.8	How to hold onto the workers in the city?
Economic Development	14.3	Given its location and climate, Victoria provides attractive lifestyles, but high housing costs. Victoria also has the lowest average household incomes in the CRD, and the highest property tax rates. This seems to imply that the availability of city-controlled public revenues for supporting diversification initiatives is limited. Growth through diversification may have to rely, in large part, on private sector initiatives.
	14.3	Social-engineering is not the role of an OCP. And to demand it of the private sector - or to punish those who do not respond to "encouragement" - don;t go there. The City, through the empty retail space around the Conference Centre has proven it should stay away from trying to direct the

Sub-Topic	Plan Reference	Feedback
		economy.
	14.3	The City is currently embarking not only upon a new Official Community Plan, but also an economic plan. The aims of the economic plan are to add jobs, increase diversity, strengthen the base sectors, and retain existing employment in ship repair and related industries. To achieve these aims the economic sustainability and functionality of the harbour must be protected.
	14.3	The model of urban development that relies on ever-increasing suburban sprawl, new highways generously funded by senior government, cheap gasoline and extensive vehicle ownership is running into heavier and heavier headwinds. Also, Victoria's tourism industry is very vulnerable to the increasing difficulty of crossing the Canada-US border, rising fuel costs, rising Cdn. dollar and ailing US economy. Forward-looking model(s) for the Economic Development Strategy are needed to at least supplement it: arts, clean tech, green tech and fields and sectors drawing on our educated population and educational institutions is more promising economically and greener.
	14.3.3; 14.4	Need to enhance viability of local community oriented businesses
Community Economic Development	14.4 and 14.5	14.4 and 14.5 are amazing - well done!
	14.4 and 14.5	I would like to see plans for subsidized incentives to get citizens living a more sustainable life i.e. property tax subsidized for having x% used for growing food. Businesses offering reduced costs for customers who travel green to their place of business which is then subsidized back to the business owner.
	14.4 and 14.5	I think there is more need to look at the Economy chapter. With a planet in crisis, we need imaginative and bold solutions. We can't be dependent on economic growth (p. 97) nor tourism to sustain our region. I didn't see much mention of re-localization, for example, as one strategy for developing community resilience.
	14.4	[...]the youth emphasized that businesses are not encouraged to cater towards the interests of young people, especially for under-aged youth. Because they are not seen as a sustainable client or stakeholder in the community, commodities are not encouraged or made affordable for young people. The participants encouraged city to promote youth-friendly businesses both in the downtown core and urban villages (Perhaps by providing incentives for businesses to work in collaboration to provide student discounts and promotions).
	14.4 – 14.7	Encourage the government to take education and jobs for students seriously.
	14.4 – 14.7	City is not good level for trying to change the market
	14.7	Reword as positive statement. Define “social enterprise” in glossary.
	p. 99	The added experience a business can offer which is more than a transaction.
Economic	Figure 16	Economy – Figure 16 should include visitor accommodation in large urban villages and town centres

Sub-Topic	Plan Reference	Feedback
Land Uses	p. 100	Add arts and culture sector to Industrial UPD.
	14.8	Be more specific, what is general employment, should be separated into commercial, light industrial/industrial, institutions etc.
	14.8	Change designation of Jubilee Village from Large Urban Village to Town Centre centred on Royal Jubilee Hospital as its employment anchor. Amend Town Centre designation to include significant employment destination as a defining characteristic in addition to destination retail.
	14.8	Do not identify specific industries or businesses to support. That limits the City to old decaying technology. Example → some Harbour lands are identified as industrial and/or marine use. This is good – but the plan goes further and identifies type of business. Wrong so wrong. This is done in several spots throughout plan.
	14.8	The use of the term “Town Centre” is interesting and ambitious in the context of maintaining a strong “downtown” within the core area municipalities. We are also concerned about the potential for oversupplying commercial space and the negative impact that can have on the stability of each nodal area
	14.8	Urban place designations should not shift offices and commercial to the villages – we need a healthy downtown and there is much reason for concern about its current state and trends
	14.8	Questions about distribution of office space: will large floor plate office buildings be relocating from downtown core to large villages? That could benefit Quadra Village.
	14.8	Consider changing Gorge Road from Urban Residential to Large Urban Village, or change the mix of uses for Urban Residential in urban place designation.
	14.8	Concerned about taking the waterfront lands along the Upper Harbour and alienating them from harbour industrial uses such as the Point Hope Shipyard etc. Like agricultural land, harbour industrial land is a precious asset. No one is making more of it and if one looks at Dockside Green and Railyards, Victoria has been reducing the quantity of this asset. Furthermore, the above plan neglects to show Point Hope Shipyard as an employment area. It is included in the “white” uncategorized category. Why? Is the long term plan to rid the shoreline of harbour industrial land and replace it with residential users? I also note that Ogden Point and the Outer Harbour are considered “white” or uncategorized.
	14.8	While developing this elegant and meaningful approach to land neighbourhoods, the OCP has failed dismally to understand and make the best of its Harbour. Relegating the Harbour to a pretty backdrop to what happens on land, the OCP is failing its citizens. The OCP has failed to look at the Harbour as a vital engine of economic strength and has failed to grasp the role the Harbour offers Victoria. When businesses are located on the Harbour’s edge because their commerce uses the link between land and water, Victoria’s well-being and the Harbour’s meaningful vitality is assured. If the City continues to diminish the Harbour to an attractive backdrop, the City will lose

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		the real potential of its principle amenity. Businesses, residences and other city features that do not require the link of land and water should be placed anywhere but on the shore.
	14.8	Continued success of Ralmax enterprises and other waterfront industry in the Upper Harbour is dependant on water transportation. It is vital; therefore, that the ever diminishing supply of waterfront industrial land be protected against encroachment of non-industrial redevelopment. Modification of the Official Community Plan must ensure that the "Working Harbour" concept includes protection of existing industrial land and related waterway access.
	14.8	Victoria Harbour is NOT a busy congested harbour (which has been asserted). It could be a much more active harbour, with enhanced industrial and recreational uses; however, all uses must become environmentally friendly or neutral.
	14.8	City has not balanced competing uses – this OCP doesn't either. Can't pretend that 'quality' living area is near noise industry. Need standards – industry must adapt. Current use categories are fine – but the technologies are 50 years old – and not 'green'
Competitive Business Environment	14.9	Add policy to regularly report on a regional comparison of cost of doing business in Victoria in relation to the CRD.
	14.9	We recognize the difficult position the City is in with regard to the present infrastructure deficit, and agree in principle with the many proposed policies in the plan. We caution you, however, that the deficit cannot be and should not be pushed onto the shoulders of new development without causing a quick end to development interest in Victoria. City responsibilities, like infrastructure, should be borne by the entirety of the tax-base, painful or not.
	14.9	To this end I would again ask that the Mayor and council look at the mill rate for residential taxation. In my view with the steep increase in house values the city has realized an increase in tax revenue that is larger than inflation. The original cost of my home in 1996 was 190,000. with taxes of 1568.00 annually. In 2011 my home is valued at 532, 000.00 with taxes being 3386.67. These are both property tax amounts without the basic grant. So in 15 years my taxes have increased 1818.67 or 121.25 per year or if my calculation is correct an interest rate of 5.27%. The inflation rate is 3.3% so I'm not sure why the city is not using this as a benchmark for property tax increases. An auditor would be able to look into this question and provide an answer that compares city rates.
Tourism and Visitor Services	14.11	The OCP pays insufficient attention to the people movement problems associated with tourism, and particularly with cruise ship tourism. The use of large highway buses for tourist travel within Victoria is a major socio-environmental problem. Modes of transportation other than large highway buses should be encouraged for cruise ship passengers.

Sub-Topic	Plan Reference	Feedback
	14.11	Where is there any mention of how to manage tourism's affect on residents? We must develop better transportation and focus on air quality problems generated by float planes, helicopters and cruise ship emission as well as the noise and emission from buses serving cruise ships. There should be agreed upon targets on air quality. Measuring should continue to make sure it improves.
	14.11	Tourism transportation systems should be respectful of residential communities, for example, open sound systems and other tourist-directed 'add-ons' which impact negatively on residents quality of life, should not be permitted.
	14.11 – 14.14	The contribution of the tourism sector to the Victoria economy, while important, is overstated. Moreover, good tourism interacts with the community, while bad tourism impacts upon a community. Tourists who spend one or more nights in Victoria provide considerably larger economic stimulus than one-day visitors and cruise ship passengers. The cruise ship industry also generates environmental problems (traffic, noise, airshed emissions, and street repairs) that are a burden on the community.
	14.11 – 14.14	Each community should do what they can to promote tourism development, not just the City of Victoria; thereby spreading tourism infrastructure throughout region.
	14.11 – 14.14	Nor does there appear to be any recognition of the importance of tourism. Tourists flock to this city because of its unique beauty. Many of us either directly or indirectly benefit from this industry. The development plan needs to recognize its importance and plan accordingly or there will be fewer jobs and more homelessness.
	14.11 – 14.14	Need to maintain tourism, need to recognize the beauty of place and neighbourhoods as a tourist asset. Neighbourhoods are big tourist draws, too. Give ambience, rather than attractions. Unique.
	14.12	Wording to allow for flexibility regarding the potential for an Arts Centre and concerns related to funding and population base to support such a proposal.
	14.12	We do not have a large enough catchment area to support three major arts facilities – and we don't want to lose the Royal and McPherson.
	14.13	Tourism doesn't necessarily help the arts, in fact it is often a liability. Unless there is considerable investment it would be very difficult for Victoria's cultural sector to play a significant role in cultural tourism.
Government, Commercial and Professional Offices	14.18	We hope the Province will keep the jobs downtown as the plan mentions.
Technology and Traditional Industries	14.21 – 14.24	The problem with the wording of this policy, is that it implies traditional industry. the marine industry doesn't have to have a heavy negative impact on other land use properties (dare I say people?). The industries, be they light or heavy or marine industries, need to modernize, to meet new community expectations of a healthy environment. If they cannot, then the City must act.

Sub-Topic	Plan Reference	Feedback
		Performance zoning may be key. I worked in the R&D world for many years. the City cannot do anything to get an R&D establishment to intensify. The City has enough of a challenge to run a planning department - and now the OCP suggest they direct industry. Too ambitious - and plain old scary.
	14.22	Free WiFi in Villages Businesses that support new technology activities such as LAN parties (gaming) and karaoke
Community Oriented Goods and Services	14.25-14.26	Replace “community-oriented goods and services” with “resident-oriented G’s & S’s”
Education and Health Services	14.28	Has there been any support for Victoria as a Global Learning City? The creation of a Learning Precinct? New library?
	14.28	Victoria as a learning City.
	14.28	Perhaps generalize and include as a policy on lifelong learning?
	14.28 – 14.31	Not appropriate to partner with governments on First Nations issues when the Federal government doesn't care about them at all. But I would support this, otherwise. And go ahead and encourage camosun to offer anything else but that's not going to work, there is no money to offer the courses that we already have, thanks.
	14.31	Establish a public opportunities centre where persons and groups can develop profiles, and be introduced, via the wise and compassionate operations of the organization, to mentors, groups, projects, resources, opportunities, potential peers, etc..
Creative Economy	p. 103	Huge potential - for the arts in Victoria. It is a main emerging sector in the economic generators of the city.
	p. 103	Profile of the Arts sector - the Opera and other professional companies give the arts a huge profile in the city.
	14.32-14.34	Cultural District or Precinct - question as to why this was not included in the plan. Reason was that in the Arts and Cultural workshop this idea was discussed but not endorsed. Some other cities have had great success with it however, but Victoria has cultural facilities not just in the core areas (e.g. Belfry).
	14.32-14.34	Downtown - felt that the importance of the downtown as a center for Culture needs to be emphasized- it is the” Cultural heart of the region”. Also need to define more in the plan the role of the downtown in the creative economy.
	14.32	Work/live - for artists living in village centers- this concept has been added in the plan and was supported by the group.
General – Other		Mixed use and retail uses in villages is desirable but the City has limited powers.
		Concerns about what the City can realistically do to encourage economic growth.
		Major concerns about the need to relax or change parking standards in Quadra Village; this is the

Sub-Topic	Plan Reference	Feedback
		biggest barrier to the attraction of anchor and other SMEs to the area. Recent specific examples were given of interest of medium-sized enterprises in QV that were stymied by parking standards, prompting them to locate downtown and Saanich.
		There is a strong need to monitor and evaluate the cost of doing business in Victoria in comparison to rest of CRD.
		It is essential to have a continual dialogue with federal and provincial governments about their land use and other needs to retain, and possibly increase, jobs.
		By including multiple economic development policies – some without spatial or regulatory levels or implications which distracts from key and important land use policy statements – examples under CED.
		Economics and vested business interests are not the same thing. The Economy is missing from the plan. The plan should be more focussed on the people use of the city and the economy rather than particular business interests.
		<p>I feel, on reviewing the economic development section (14) of this document, that “Sports” should be recognized as a major economic driver in terms of attracting in bound participants and support personnel, their families and spectators to the City of Victoria from the outlying communities, the rest of Vancouver Island, from across British Columbia, Canada and the rest of the world. Professional and amateur sports bring thousands of people into Victoria each year, many of whom, dine, drink, shop, play and stay in commercial accommodation in the downtown area. Recently Mayor Fortin attended a SportHost board meeting and affirmed his recognition of this important economic driver. Even more recently Council has voted to support (by waiving police and equipment costs) the Victoria International Cycling Festival most of whose activities will take place in the downtown core. At the very least the tables showing “entertainment” as an economic driver should be modified to read “Sports and Entertainment” although I think further discussion and recognition of sports is warranted in the document. Hugh MacDonald, CEO of SportHost, can provide you with more specific information on sport as a major contributor to the City of Victoria’s economic well being.</p> <p>A further benefit related to amateur, and to some degree professional, sports is the encouragement of health and fitness of the general population which contributes to both social and economic (productivity) well being.</p>
		The largest economic driver in Victoria consists of expenditures made by people who moved to Victoria part way through, or at the end of, their lifetime earning span. Other important drivers are the Provincial Government (along with provincially-supported agencies like hospitals, colleges and universities), the high-tech industry, the tourism sector, and the construction industry. The largest

Sub-Topic	Plan Reference	Feedback
		private sector employer in Greater Victoria is Thrifty Foods, which indirectly indicates the absence of major industries.
		Economic diversification within Victoria is desirable and should be based upon high-tech industries, green initiatives, cultural opportunities, and financial services, such as investment counseling. These industries tend to be associated with satisfying and well-paid employment opportunities and clean environments, and are unlikely to generate awkward trade-offs among the elements of the triple bottom line.
		The OCP is deficient in that tourism transportation, namely cruise ships and tourism buses are not dealt discussed within the plan. The trade-offs to the environment and resident quality of life resulting from these activities has not been identified within the plan.
		Notwithstanding the commitment put forward to update the present Harbour Plan (which was still considerably flawed when last seen) a worthy and useful start would be to consolidate all matters in the draft OCP which pertain to the Harbour for presentation and consideration as an interlinked discrete and/or appended section.
		The city needs to attract more young people, because young people are the future. If we don't attract young people then Victoria will become empty I believe.
		Don't try to social engineer people. Make downtown a great place for residents, a place they will enjoy and use. They shouldn't need a taxpayer funded event to do this. The first step to enhancing the waterfront is for the city to take ownership of it. And then, use the land for a public place. I can't think of one City-owned waterfront property that is worthy of anything except being a stinking parking lot. Clean it up, expropriate if need be. But take possession of what should be the crown jewel of Victoria.