

Vision, Values and Goals

3



2041 Vision: Victoria, as a community and municipal corporation, 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.

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 83,000 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 re-designed and developed 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 great stock of Victorian and Edwardian buildings, returning new life to Old Town and Chinatown and further enhancing the quality of place.

In the next 30 years, Victoria is expected to grow by an additional 20,000 residents and to build on the advantages of its harbour location, compact urban form, and human-scaled communities to undergo a deeper transition, to becoming a leader in urban sustainability while remaining one of Canada's most livable cities.

PLAN VALUES

The following 13 values identified through community engagement, inform the goals, broad objectives, policies, implementing actions, and the ongoing administration, review and renewal of this plan:

- 3.1 **Whole Systems Thinking:** Consider how the different parts of the city work together to affect the whole, including the environmental, social and economic dimensions of urban life and development.
- 3.2 **One Planet Living:** Become a city that lives and works within its fair share of the planet's resources.
- 3.3 **Integrated Design:** Integrate the natural, built and human environments in all aspects of city-building.
- 3.4 **Inclusivity and Accessibility:** Respect and respond to the perspectives, values and needs of Victoria's many individuals, groups and communities.
- 3.5 **Life Cycle Planning:** Anticipate the needs of citizens throughout their lives.
- 3.6 **Individual Well-Being:** Help ensure that all residents have secure access to basic needs, such as food, housing and services, as well as the skills and abilities required to flourish.
- 3.7 **Community Capacity Building:** Strengthen the natural, human, economic, social and cultural resources of Victoria to build, develop and shape a resilient community.
- 3.8 **Strong Local Communities:** Support and enhance the sense of place and community, and the uniqueness of Victoria's neighbourhoods.
- 3.9 **Downtown Vibrancy:** Reinforce the regional role of Downtown Victoria as a vibrant, engaging centre for arts, culture and entertainment, tourism, business and employment.
- 3.10 **Engaged Citizens:** Actively engage citizens and community stakeholders and value and respect their contributions.
- 3.11 **Adaptive and Responsive:** Remain flexible and adaptive and ensure that mechanisms are in place to deal with changing, unpredictable circumstances.

- 3.12 **Regional Context:** Integrate a regional perspective and contribute to regional solutions.
- 3.13 **Coordinated Planning:** Work collaboratively with other agencies, levels of government and community stakeholders to coordinate plans, initiatives and programs.

PLAN GOALS

The plan sets out broad objectives and policies in 15 topic areas for the next 30 years that give expression to Victoria's sustainability commitment and work toward the achievement of long-term sustainability goals. These goals will not be achieved fully within the term of this plan. The efforts of many partners with powers well beyond the planning and land use responsibilities of the City, including those of senior government, business, neighbouring jurisdictions, and the community at large, must align to secure the vision of Victoria's future these goals describe.

Figure 3: Plan Goals by Topic Area

Topic Areas	Related Goals
Land Management and Development	<ul style="list-style-type: none"> A. Victoria has compact development patterns that use land efficiently. B. Victoria's bustling downtown and harbour is a prominent centre for business, government, arts and culture on Vancouver Island. C. Neighbourhoods include centres of economic activity that serve the needs of residents within walking, wheeling or cycling distance.
Transportation and Mobility	<ul style="list-style-type: none"> A. Transportation options reduce fossil fuel dependence, help conserve energy and produce low greenhouse gas emissions and other air contaminants. B. Victorians move freely and efficiently via a safe, integrated and convenient network of public transit, bike routes, and a supportive, inviting pedestrian realm in preference to driving alone. C. Services, amenities, buildings, facilities, and public space are accessible.
Placemaking	<ul style="list-style-type: none"> A. Victoria is vibrant with a sense of place, urban design, and beauty. B. Victoria's cultural and natural heritage resources are protected and celebrated.
Parks, Recreation and Culture	<ul style="list-style-type: none"> A. Victoria is an active community where everyone enjoys convenient access to community parks, open spaces, facilities, amenities and programs close to where they live. B. Victoria is a place where artists are able to thrive and where people from all walks of life enjoy formal and informal opportunities to create and enjoy the arts, culture, and entertainment activities.
Environmental Management	<ul style="list-style-type: none"> A. Biodiversity thrives in Victoria's urban environment, including urban forests, and public and private green spaces. B. Victoria's Harbour, coastline, ponds and streams support healthy populations of fish and other aquatic life.
Infrastructure	<ul style="list-style-type: none"> A. Victoria's well-maintained infrastructure and facilities meet the needs of residents and business utilizing best management practices. B. Victoria's healthy, clean high-quality drinking water is used in a thrifty way and maintained through generations. C. Efficient and effective liquid waste management protects human health and the natural environment and makes use of resource potential. D. Rainwater resources are carefully managed with collection, diversion, and re-use practices that moderate runoff volumes and maximize water quality. E. The waste stream to the regional landfill has been reduced to a minimum, with recovery, reuse, recycling and composting of materials undertaken as standard practice.
Climate Change and Energy	<ul style="list-style-type: none"> A. Buildings and their component systems are energy efficient, produce few greenhouse gases and have good air quality for occupants. B. Transportation options reduce fossil fuel dependence, help conserve energy and produce low greenhouse gas emissions and other air contaminants. C. Durable and sustainable building materials, including those that are local, green, and healthy are promoted and used. D. Victoria relies on clean, renewable, and efficient energy sources.
Housing and Homelessness	<ul style="list-style-type: none"> A. All residents have access to appropriate, secure, affordable housing. B. A wide range of housing types, tenures and prices gives residents choices.

Topic Areas	Related Goals
Economy	<ul style="list-style-type: none"> A. Victoria generates most of its economic growth, through innovation, entrepreneurship and new business formation, while continuing to attract and retain new, sustainable enterprises well-suited to the region. B. Victoria contributes to global knowledge, produces and attracts talented researchers, incubates innovation, and brings new goods and services to market. C. Victorians have the knowledge and abilities to support a vibrant regional economy and the capacity to creatively adapt to economic. D. Victoria is a premier international tourism destination and gateway to Vancouver Island. E. A broad range of employment opportunities exist across the city and region providing workers with income to financially support themselves and their families.
Community Well Being	<ul style="list-style-type: none"> A. All Victorians have income and access to public services to be able to flourish and live with dignity. B. Lifelong learning opportunities that are culturally appropriate are available for diverse learners of all ages and income levels. C. High quality, affordable formal education is available and accessible for students of all ages. D. Victorians know their neighbours, are connected to communities of interest and have diverse opportunities for social interaction. E. Victorians can support themselves and their neighbours in difficult times. F. Victoria is a place where all people come to live, work and play, regardless of age, ethnicity, religion, culture, income, sexual orientation, ability and family status. G. Victorians are healthy and have a network of health related amenities, facilities and programs to promote wellness and meet the needs of all levels of mental and physical care. H. Victoria is a safe city, where everyone feels secure in public, in their homes, and workplaces.
Food Systems	<ul style="list-style-type: none"> A. Nourishing, safe food that supplies most of Victoria's daily needs is sustainably grown, processed and packaged in the city, in surrounding agriculture areas, and on Vancouver Island. B. Victorians have access to skills and knowledge to grow their own food in urban areas.
Emergency Management	<ul style="list-style-type: none"> A. Victoria is prepared to deal with known hazards and emerging threats, to limit the adverse impacts of events, and effectively manage emergencies. B. Victoria is able to respond rapidly and effectively to all emergencies, including events with long impacts and recovery times. C. Victorians can rely on significant local sources for food, energy and materials to meet daily needs under emergency conditions.
Plan Administration	<ul style="list-style-type: none"> A. Corporate and community decision-making processes are clear and open to the public. B. Victorians are interested, informed, empowered and involved in their communities and the process of democratic governance.
Local Area Planning	<ul style="list-style-type: none"> A. Corporate and community decision-making processes are clear and open to the public. B. Victorians are interested, informed, empowered and involved in their communities and the process of democratic governance.
Adaptive Management	<ul style="list-style-type: none"> A. The City monitors and reports progress so that we can learn and adapt as needed.
Performance Monitoring	<ul style="list-style-type: none"> A. The City monitors and reports progress so that we can learn and adapt as needed.