



TOWN OF VIEW ROYAL COMMITTEE OF THE WHOLE REPORT

TO: Committee of the Whole

DATE: December 12, 2025

FROM: Stirling Scory, RPP, MCIP
Senior Planner

MEETING DATE: January 13, 2026

OFFICIAL COMMUNITY PLAN REVIEW UPDATE: WHAT WE HEARD REPORT #3 – VISION SURVEY ENGAGEMENT

RECOMMENDATION:

THAT the report dated December 12, 2025 from the Senior Planner titled “Official Community Plan Review Update: What We Heard Report #3 – Vision Survey Engagement” be received for information.

PURPOSE:

The purpose of this report is to present the Committee with a summary of “What We Heard” from the Vision survey that launched on July 18, 2025, and closed on September 7, 2025.

BACKGROUND:

On July 18, 2025, the Town launched its Vision survey, which allowed respondents to provide comments and feedback on their preferred vision statement and 11 draft goals. The survey closed on September 7, 2025, and the Town received a total of 85 survey responses.

To support participation and raise awareness throughout this third engagement period, the project team promoted the survey through the following methods:

- View Royal 2050 webpage (engage.viewroyal.ca/view-royal-2050);
- Town’s official website (www.viewroyal.ca);
- Social media (Facebook, Instagram, Bluesky);
- Inside View Royal e-newsletter;
- Engage View Royal subscriber campaigns;
- Posters;
- Project ‘business cards’; and
- Stakeholder e-mails.

ANALYSIS:

A comprehensive analysis of the feedback is available for review in the attached *What We Heard Report #3 – Vision Survey Engagement* (see Attachment 1). A summary of the major themes and findings are provided below.

Vision Survey

The Vision survey had a total of 34 questions. Questions one to four asked respondents to review and provide feedback on three draft vision statements and select their preferred option. Questions five to 26 asked respondents to provide feedback on 11 draft goals. Questions 27 – 34 asked respondents to provide general demographic information, including their age, what neighbourhood they live in, how they heard about the survey, and if they had previously participated in any public engagement activities for View Royal 2050. All questions in the survey were voluntary. Respondents were not required to provide any personal information, unless they chose to voluntarily enter the prize draw.

Overall Themes:

Section 1 – Preferred Vision Statement (Questions 1 to 4)

Questions 1 to 4 asked respondents to review and identify their preferred vision statement, three options were provided, and are provided below for reference. The majority of survey respondents preferred vision statement option 3.

Vision Statement Option 1

View Royal is continuously thriving as a community to live, work, and play, that is identified by its distinct characterful neighbourhoods that are accessible to all. The community is known for its pristine green spaces and is recognized as a local leader in climate action.

Vision Statement Option 2

View Royal is continuously evolving as a community for all that live, work, and play here. Green space, amenities, and services are accessible to all, and are in close proximity to each neighbourhood. Thoughtful stewardship and climate action protect our natural environment for future generations. The Town offers a diverse and affordable range of housing options and economic development opportunities, while maintaining neighbourhood charm.

Vision Statement Option 3

View Royal, located on the traditional, ancestral, and unceded territories of the lək'wəŋən speaking peoples, is a flourishing community. View Royal continuously strives to have coastal and forested landscapes, commercial services, and recreational amenities within walking, rolling, cycling, driving distance, or public transit from each neighbourhood. Through thoughtful environmental stewardship and forward-thinking

climate action, natural amenities are preserved for current and future generations. While retaining its charm, the Town provides diverse and affordable housing types and economic development opportunities, which enhance the overall community wellbeing. As a gateway community in the Greater Victoria region, living in View Royal is accessible and attractive for all.

The results are as follows:

- 42% of respondents preferred Option 3
- 29% of respondents preferred Option 2
- 13% of respondents preferred Option 1
- 10% of respondents did not like any of the three options provided
- 5% of respondents indicated they were unsure

In review of the comments, the project team found that some participants found the three vision statements confusing without a reference to a date or timeframe. The statement was often interpreted as reflecting the Town's current state, rather than its intended long-term vision for 2050. In response to the public feedback, staff recommend reinstating a reference to the year into the final vision statement, contrary to Council's previous direction to remove it.

Some participants thought the statements were too long. Each statement is approximately a paragraph (3 to 4 sentences) each. The Town's existing vision in the 2011 OCP is approximately one page long. The project team has taken significant steps to reduce the length of the vision, to ensure clarity and understanding moving forward.

Section 2 – Goals (Questions 5 to 26)

Questions 5 to 26 allowed participants to review each of the draft goals and provide feedback. Overall, respondents supported the draft goals.

- *Goal 1 – Mobility & Connectivity*
Goal: Provide a variety of transportation options within a well-connected network to support mobilizing all ages and abilities.
 - *64% of respondents selected Strong Support and 27% of respondents selected Some Support, whereas 5% of respondents selected No Support.*
- *Goal 2 – Diverse & Affordable Housing*
Goal: Provide diverse, attainable, and affordable housing types for all residents.
 - *53% of respondents selected Strong Support and 35% of respondents selected Some Support, whereas 10% of respondents selected No Support.*
- *Goal 3 – Growth Management & Community Character Preservation*
Goal: Maintain the unique character of each neighbourhood as they grow.

- 40% of respondents selected Strong Support and 38% of respondents selected Some Support, whereas 19% of respondents selected No Support.
- **Goal 4 – Preserving & Protecting Natural Amenities**
Goal: Preserve, protect, and expand the Town's natural assets and amenities.
 - 81% of respondents selected Strong Support and 15% of respondents selected Some Support, whereas 4% of respondents selected No Support.
- **Goal 5 – Community Well-being**
Goal: Enhance community well-being by providing safe, inclusive, and accessible spaces, while integrating and enhancing heritage, arts and culture into everyday life.
 - 64% of respondents selected Strong Support and 26% of respondents selected Some Support, whereas 9% of respondents selected No Support
- **Goal 6 – Community Safety & Security**
Goal: Foster a safe and secure community to live, work, and play that is prepared for emergencies.
 - 87% of respondents selected Strong Support and 11% of respondents selected Some Support, whereas 2% of respondents selected No Support
- **Goal 7 – Climate Action & Resilience**
Goal: Undertake climate adaptation and mitigation efforts to support the community's resiliency.
 - 53% of respondents selected Strong Support and 39% of respondents selected Some Support, whereas 7% of respondents selected No Support
- **Goal 8 – Economic Development**
Goal: Identify and incentivize opportunities for mixed-use and non-residential development to support local and regional economic priorities.
 - 45% of respondents selected Strong Support and 43% of respondents selected Some Support, whereas 8% of respondents selected No Support
- **Goal 9 – Reconciliation**
Goal: Establish a strong relationship with Esquimalt and Songhees Nations to collaborate on key priorities and continue to advance the Town's reconciliation efforts.
 - 51% of respondents selected Strong Support and 32% of respondents selected Some Support, whereas 12% of respondents selected No Support
- **Goal 10 – Community Input & Governance**
Goal: Ensure View Royal community members are meaningfully involved in the advancement of community goals and priorities.

- 69% of respondents selected Strong Support and 28% of respondents selected Some Support, whereas 4% of respondents selected No Support
- **Goal 11 – Regional Partnerships**
 Goal: Continue to strengthen the Town’s relationships with Capital Regional District Stakeholders, including member municipalities, community members to collaborate on regional matters.
 - 56% of respondents selected Strong Support and 36% of respondents selected Some Support, whereas 5% of respondents selected No Support

Section 3 – Demographics (Questions 27 to 34)

- 96% of respondents are residents of View Royal.
- The majority (24%) of respondents live in the Helmcken Neighbourhood.
- The majority of respondents are between the ages of 35 to 39 years old (14%), or the ages of 60 to 64 years old (14%).
- 28% of respondents are new residents of View Royal within the last 5 years.
- The majority (44%) of respondents found out about the Vision survey through social media.
- 54% of respondents said they had completed the Community Growth survey, 41% of respondents said they completed the Vision and Guiding Principles survey, and 40% of respondents indicated that this was their first time engaging on the View Royal 2050: Our Future View Official Community Plan Review and Update.

Impacts and implications can be summarized as follows:

Community Impact:	Engagement during the OCP review and update provides an opportunity for the public to be involved in a critical decision-making process.
Financial Implication:	The Vision survey is within the project scope and budget approved by Council.
Inter-governmental Relations Impact:	The Town will notify neighbouring municipalities and the required provincial ministries of the OCP update as the project advances.

ALIGNMENT:

The recommended option aligns with the Town’s following core guiding documents as follows:

Strategic Plan:	<i>Sustainable Development</i> <i>Goal 1: Managed Growth</i> <i>Official Community Plan (OCP) review to align with Housing Needs Report and Zoning Bylaw, update Development Permit Area design guidelines, and other aspects of the OCP</i>
Official Community Plan:	<i>Community Engagement and Good Governance</i> <i>Goal 1: Strong and active citizen participation in community engagement in Town of View Royal meetings, open houses, surveys, budget development.</i> <i>Goal 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.</i> <i>Goal 9: Ensure that all citizens of View Royal have opportunities to be informed and meaningfully involved in planning and decision-making processes.</i>
Other Policy Documents:	N/A

PUBLIC PARTICIPATION GOAL:

The desired level of public participation for the recommended option is:

- ☒ Inform
 ☐ Consult
 ☐ Involve
 ☐ Collaborate
 ☐ Empower
☐ N/A

TIME CRITICAL:

The report is not time critical. The project team has provided the feedback to the project consultant, Urban Systems, for consideration in developing the first draft of the OCP to be completed in the spring of 2026. Further opportunity to review and revise the draft vision statement and draft goals will be available through a final engagement touchpoint in the spring of 2026.

CONCURRENCE:	Initials	Comments
Chief Administrative Officer	SS	I concur with the recommendation.

REVIEWED BY:	Initials
Director of Corporate Administration/Deputy CAO	N/A
Director of Finance & Technology	N/A
Director of Development Services	LT
Director of Engineering	N/A
Director of Protective Services	N/A

ATTACHMENTS:

1. What We Heard Report #3 – Vision Survey Engagement