



Official Community Plan Update: What We Heard Report #3 – Vision Engagement Survey



Purpose & Background

- Follow-up on the feedback provided via the *Vision and Guiding Principles* survey, completed between January 24 and February 18, 2025.
- Engage with the public to gather feedback on the 3 draft vision statements and 11 draft goals via a *Vision* survey.
- Use feedback and comments from the *Vision* survey to inform the development of a first draft of the OCP, expected in the spring of 2026.



PHASE 1:
Vision, land use, housing
& special planning areas

JAN - NOV 2025



PHASE 2:
General policies, regional
context statement, &
implementation strategy

OCT 2025 - OCT 2026



PHASE 3:
Development permit
areas & guidelines

TBD 2026/2027



Engagement Summary

- *Vision* survey was open between July 18 and September 7, 2025, and received a total of 85 responses.
- To support participation, the project team promoted on social media platforms, the Town's website, stakeholder emails, View Royal E-Newsletter, and posters.



11 posts

views: 19,625
reach: 5,435
interactions: 993



11 posts

views: 658
reach: 312
interactions: 49



8 posts

likes: 4
shares: 0
comments: 0





Preferred Vision Statement

Respondents preferred Vision Statement Option 3 (42% of respondents)

View Royal, located on the traditional, ancestral, and unceded territories of the lək'wənjən 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.

Some participants were confused without a reference to a date or timeframe and misunderstood the statement as a reflection of the Town's current state.

	Strong Support	Some Support	No Support
Goal 1 – Mobility & Connectivity	64%	27%	5%
Goal 2 – Diverse & Affordable Housing	53%	35%	10%
Goal 3 – Growth Management & Community Character Preservation	40%	38%	19%
Goal 4 – Preserving & Protecting Natural Amenities	81%	15%	4%
Goal 5 – Community Well-being	64%	26%	9%
Goal 6 – Community Safety & Security	87%	11%	2%
Goal 7 – Climate Action & Resilience	53%	39%	7%
Goal 8 – Economic Development	45%	43%	8%
Goal 9 – Reconciliation	51%	32%	12%
Goal 10 – Community Input & Governance	69%	28%	4%
Goal 11 – Regional Partnerships	56%	36%	5%



Demographics

- 96% of respondents are residents of View Royal
- The majority of respondents (24%) 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 moved to View Royal within the last 5 years.
- The majority of respondents (44%) found out about the Vision survey through social media.
- 54% of respondents said they completed the Community Growth survey
- 41% said they completed the Vision and Guiding Principles survey
- 40% of respondents indicated this was their first time engaging in the View Royal 2050 OCP review and update



Recommendation

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