

# DRAFT QUADRA MCKENZIE PLAN

## PHASE 3 ENGAGEMENT SUMMARY

SEPTEMBER TO DECEMBER 2024

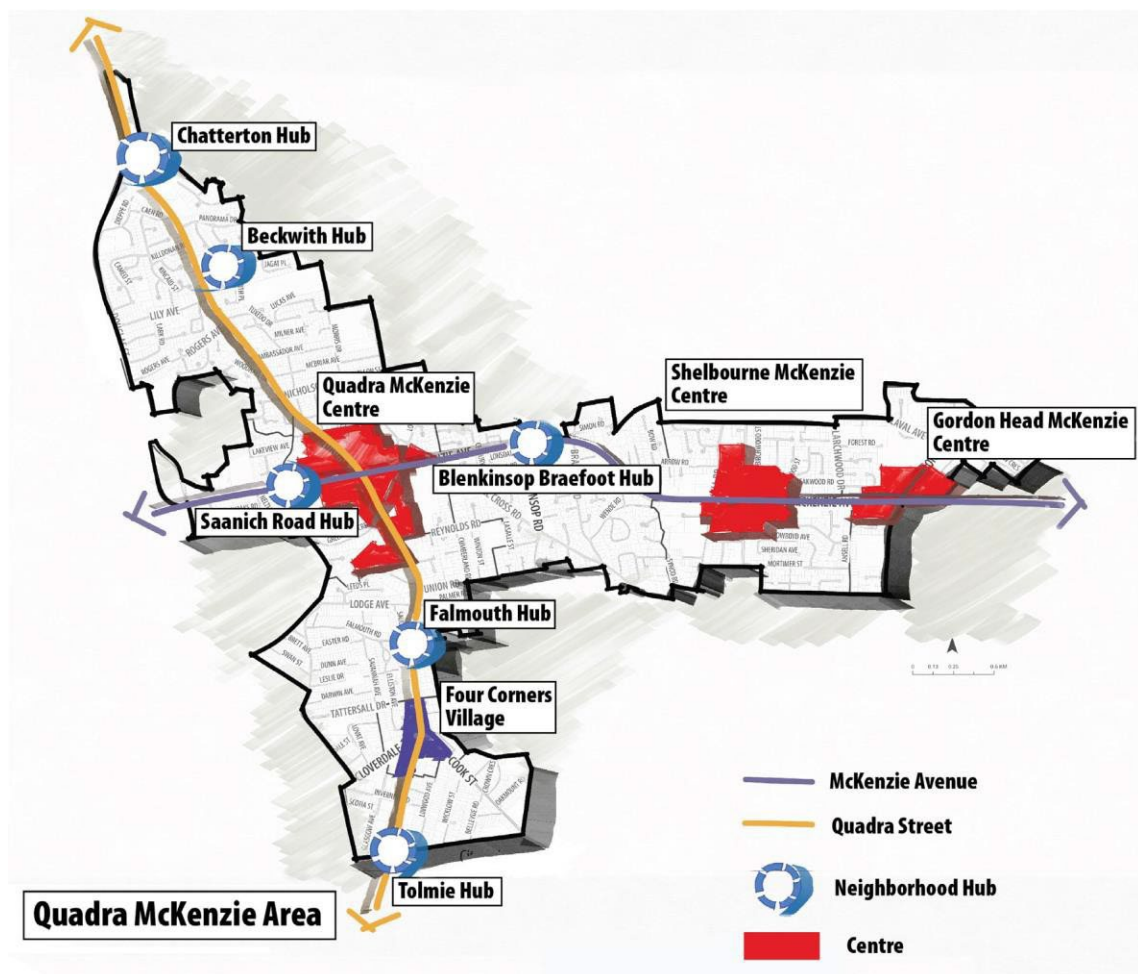


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# Introduction

## Project Background

The process to develop the Quadra McKenzie Plan began in February of 2023, after Council approval of the Terms of Reference. The intent of the project is to develop a Plan that promotes sustainable land use and transportation, while accommodating new housing and employment growth within well designed Centres, Corridors and Villages (CCVs). The Quadra McKenzie Plan focuses on four key plan goals around land use, transportation, housing and public realm, to guide planning and land use management decisions in the community for the next 20 to 30 years. The process is being delivered in accordance with the Terms of Reference and is currently in Phase 3 of 4.

In Phase 3, the Draft Plan was presented to the public for feedback. A number of community engagement opportunities were presented to the public and stakeholders to review the content of the Draft Plan and provide feedback to staff, both virtually and in-person. Based on the feedback received, changes will be made to the Draft Plan before it is finalized and presented to Council for their consideration.

The following graphic provides an overview of project phases and timeline.



## Purpose of this Report

The purpose of this report is to provide a summary of engagement activities and feedback received during Phase 3: Draft Plan Refinement.

## Summary of Phase 3 Engagement Activities

The Draft Plan was released to the public in October of 2024, along with a community survey. A series of in-person open houses, online webinars, and stakeholder workshops followed through the months of November and December. The following outlines the community engagement activities that were undertaken during Phase 3: Draft Plan Refinement, to promote and receive input on the Draft Plan. Overall, engagement reached almost 3,800 people and received over 3,300 comments.

### Postcard

In October 2024, over 19,000 postcards were mailed to addresses within the study area to notify residents and businesses of the Draft Plan and upcoming engagement opportunities.

### Social Media

Social media posts on Facebook and X (Twitter) were used to promote the Draft Plan release, online survey, in-person open houses, pop-up events, and virtual webinars.

### Community Survey

An online survey was posted on the project website and HelloSaanich between October 22nd, 2024, and December 2nd, 2024. There were 2,505 responses to the survey during the 42 days it was active.

### In-person Open Houses

In-person open houses were hosted on Saturday November 2nd and Wednesday November 5th, 2024, summarizing key components of the Draft Plan and providing opportunity for in-person feedback. 732 people attended the in-person open houses and left 542 sticky notes.

### Virtual Webinars

Virtual webinars were hosted on Wednesday October 30th, 2024, at 12:00pm and 6:30pm, summarizing the Draft Plan. The webinar recordings were posted afterwards on the project website. 198 people attended the online webinars and 231 people viewed the webinars online.

### Pop-up Events

Pop-up events were held at the University of Victoria, along the Lochside Trail at Borden Street and McKenzie Avenue, and at Nellie McClung Library to provide an opportunity for additional public feedback and promotion.

### Email Correspondence

Members of the public were encouraged to email [qms@saanich.ca](mailto:qms@saanich.ca) to ask questions and share their comments on the Draft Plan. To date, 352 emails have been received.

### Stakeholder Workshops

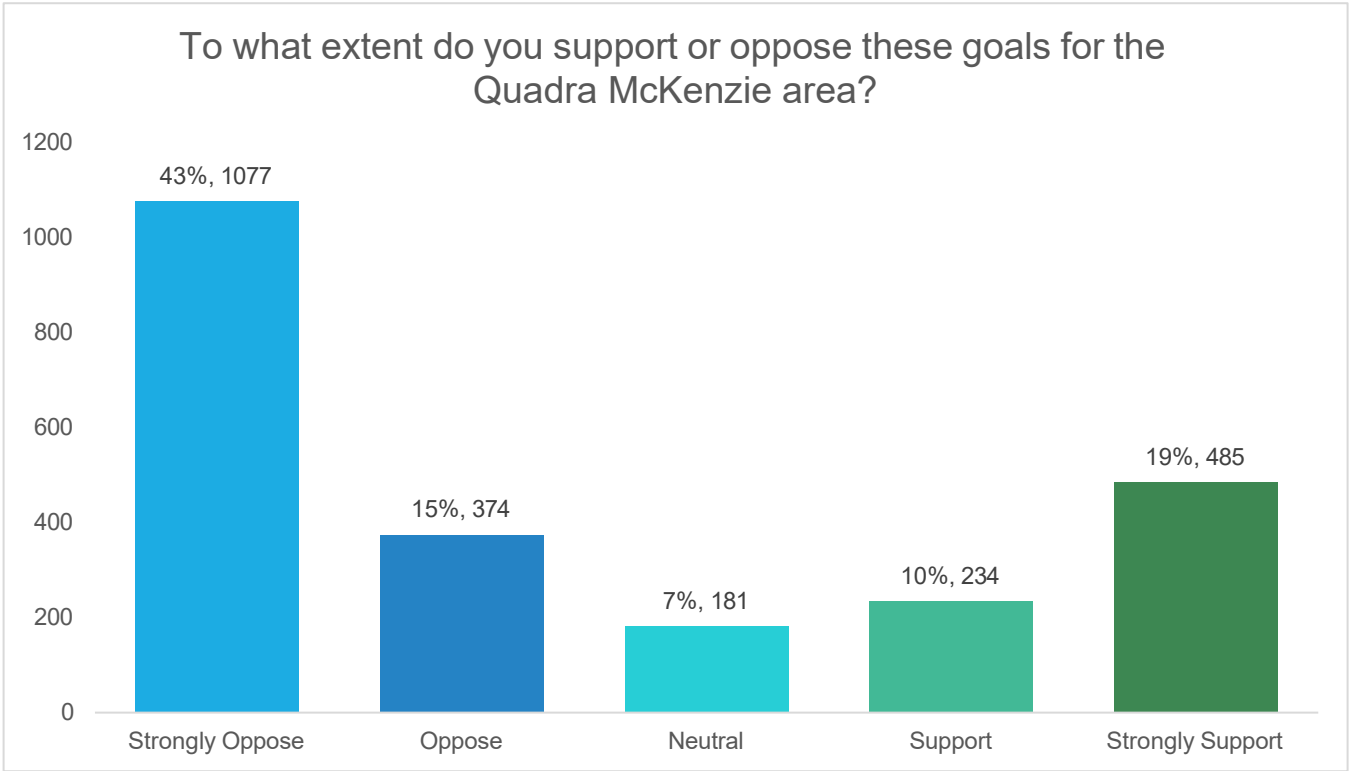
In-person and virtual workshops were held with interested stakeholders to discuss aspects of the Draft Quadra McKenzie Density Framework. Between the two events, 37 people were in attendance.

# Survey Highlights

The online survey provided an opportunity for feedback from the public on various components of the Draft Plan including key plan goals, objectives on land use, transportation, and public realm, and feedback about sub area specifics. The survey was completed by 2,505 respondents.

Overall, there were low to medium levels of support towards the key plan goals, land use objectives, and transportation objectives. The results of questions regarding some of the key plan directions are highlighted in this section. Detailed survey results can be found in Appendix A.

## Q6. To what extent do you support or oppose these goals for the Quadra McKenzie area?

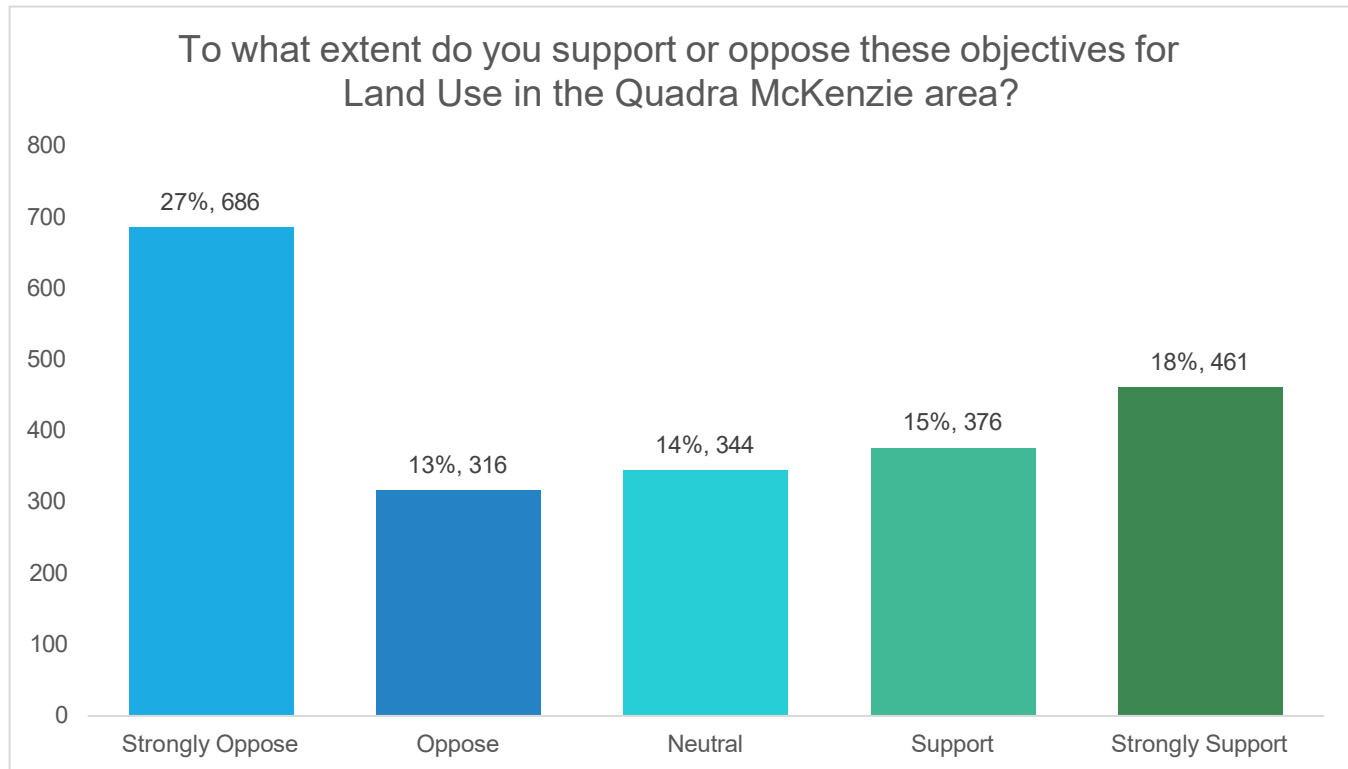


154 non-respondents

### Comment themes:

- Concerns with the idea of reducing vehicle lanes, particularly highlighting worries about traffic congestion, travel time, and potential delays in emergency services. Suggestions for improvement include supplementary public transit options and maintaining existing road capacity to avoid increased vehicular strain.
- Issues surrounding the introduction of high-rise developments in areas traditionally low-rise in nature. Concerns are primarily focused on preserving neighborhood character, along with fears about overburdened infrastructure, such as schools and utilities. Some commenters propose phased development plans and emphasize the need for affordable and family-friendly housing options.
- Concerns around the planning process itself, which many view as rushed and inadequately inclusive of public opinion. Commenters express a desire for greater transparency and involvement in decision-making processes.
- Environmental concerns are voiced over potential increases in pollution due to higher vehicle congestion, and the loss of green spaces which are highly valued in the community.

## Q8. To what extent do you support or oppose these objectives for Land Use in the Quadra McKenzie area?

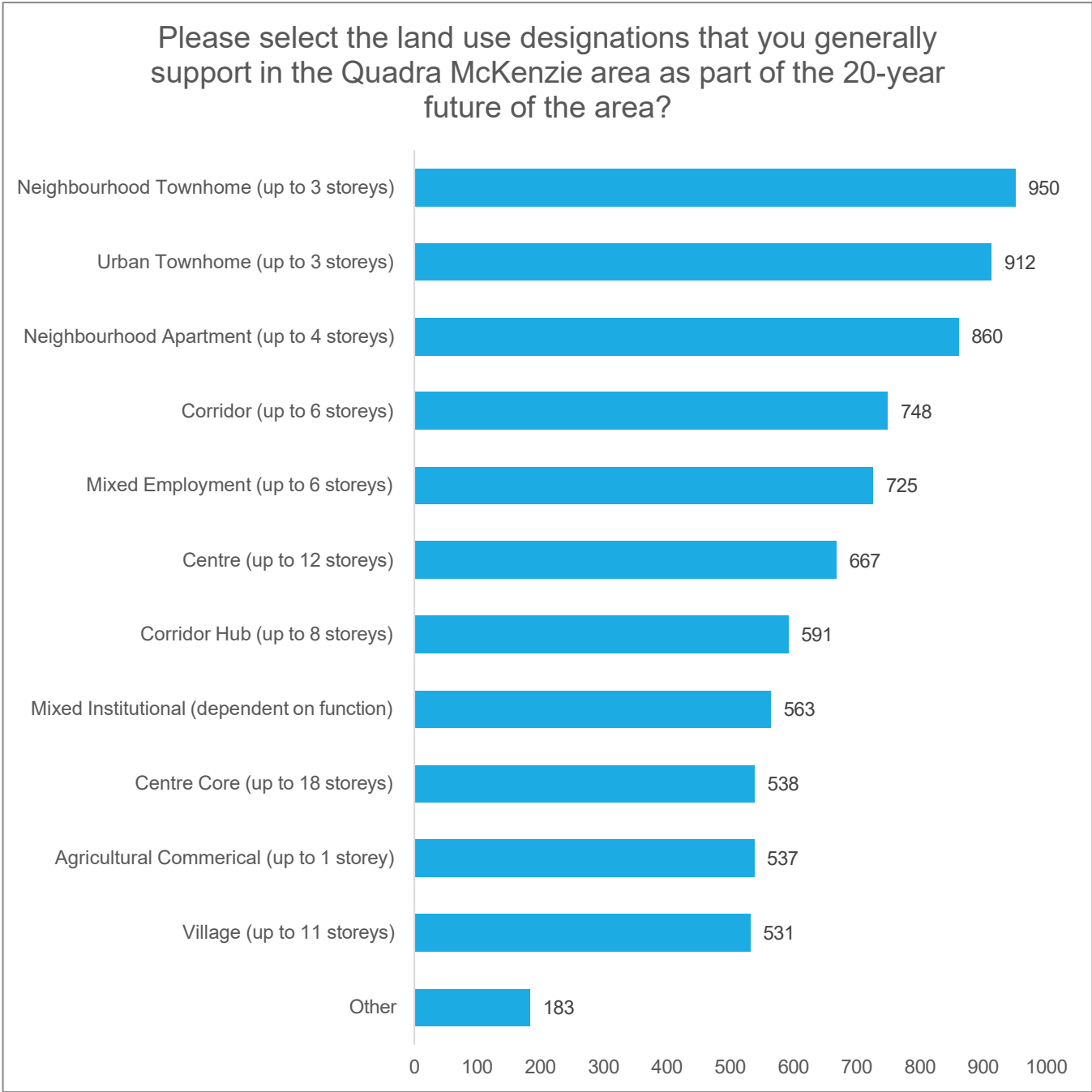


322 non-respondents

### Comment themes:

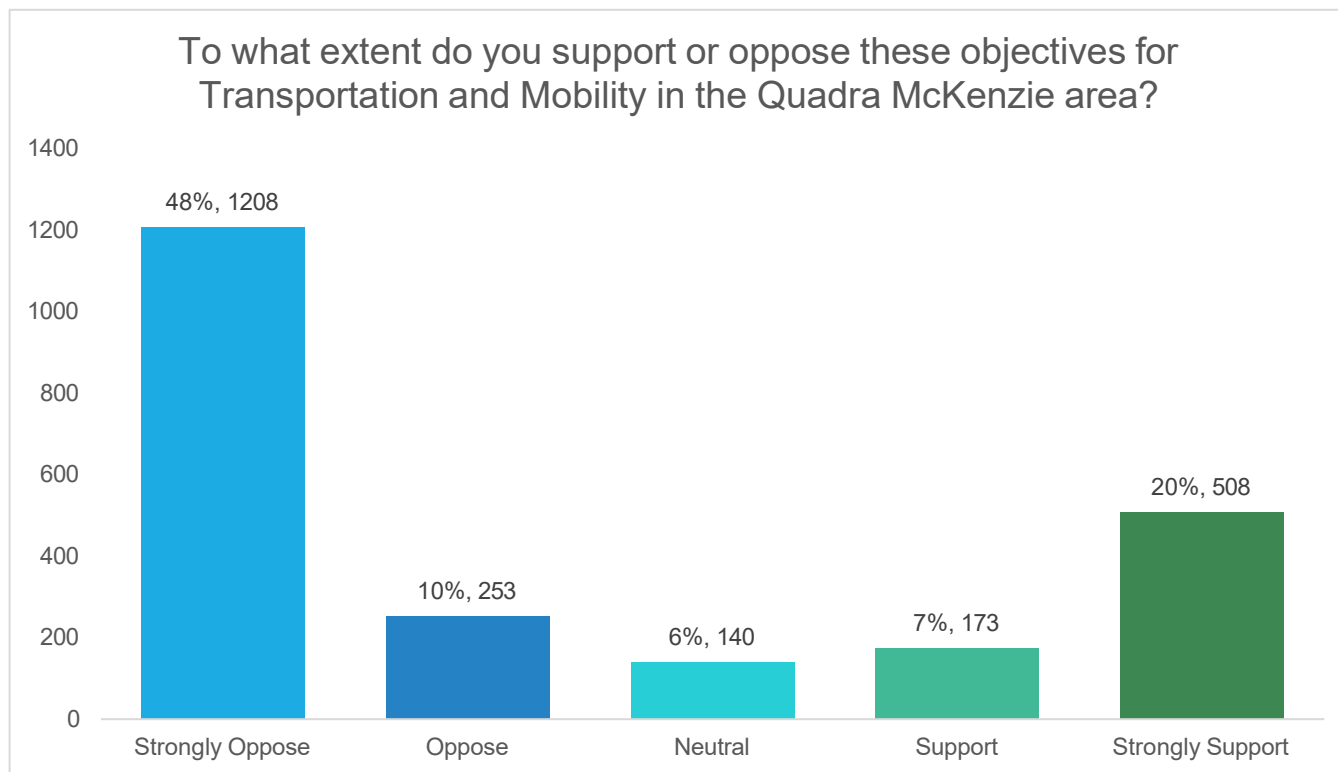
- Concerns about increasing density mainly focus on preserving the lifestyle and character of existing neighborhoods in the face of new high-rise developments. Residents worry about the potential overshadowing of single-family homes and the subsequent effects on community identity and the increased demand on local infrastructure.
- Comments around transportation stress the need for improved public transit systems to accommodate expected increases in population density. Many comments highlight concerns regarding reduced lanes for vehicular traffic, which could aggravate traffic congestion.
- The 15-minute community model, which encourages convenient access to amenities within a 15-minute walk or cycle, generated significant skepticism. Comments reflect concerns about its applicability and realism within existing urban layouts, fearing congestion and mobility restrictions.
- Commenters express worry that affordable housing plans are not substantive and may cater primarily to higher income brackets, potentially diluting actual affordability. The emphasis is on ensuring that planned developments meet the needs of diverse socioeconomic groups and feature a mix of housing typologies.

Q13. As a part of the Future Land Use Framework, land use designations (with associated building heights) have been identified for each property. Please select the land use designations that you generally support in the Quadra McKenzie area as part of the 20-year future of the area. (Note: detailed feedback on specific property designations can be provided in sub area portion of the survey)



994 non-respondents

## Q30. To what extent do you support or oppose these objectives for Transportation and Mobility in the Quadra McKenzie area?



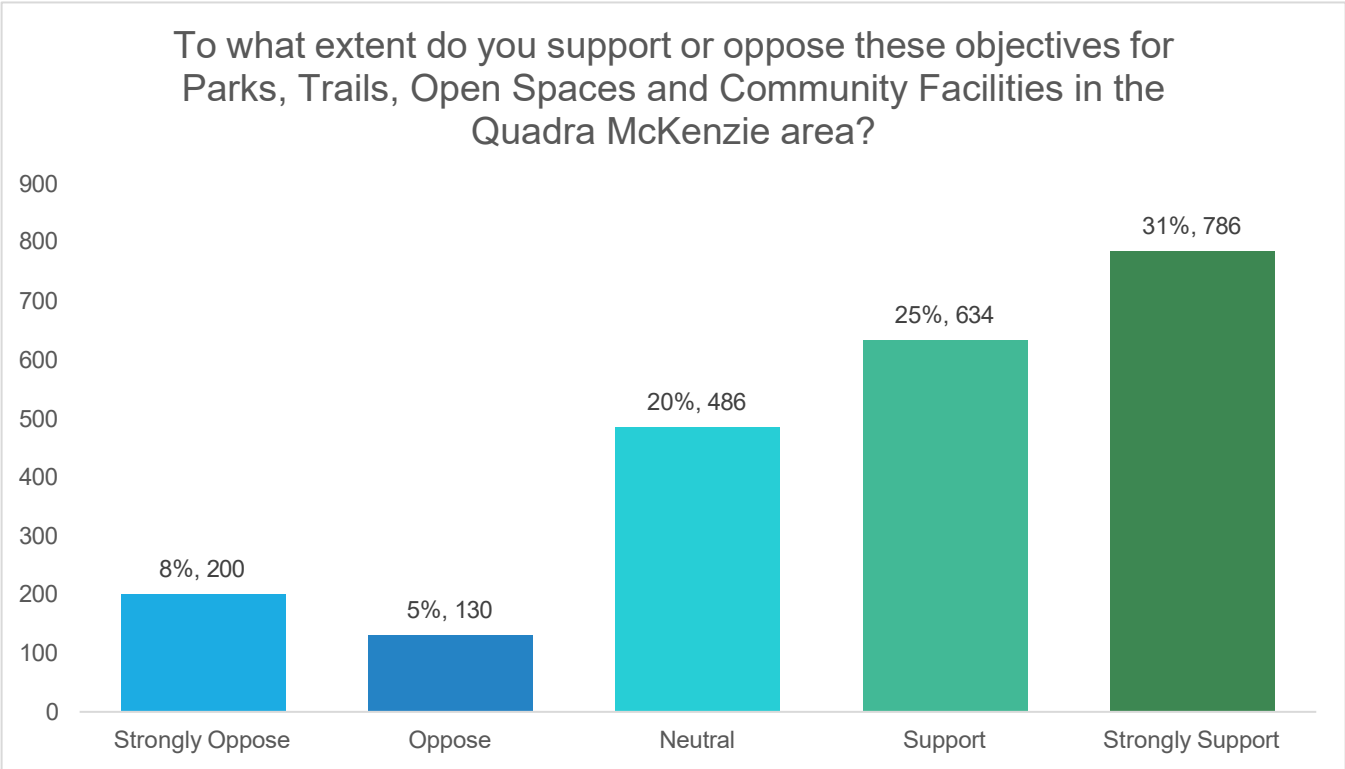
223 non-respondents

### Comment themes:

- Comments overwhelmingly expressed opposition and concern about reducing vehicle lanes on major roads such as McKenzie Avenue and Quadra Street. This theme reflects fears of increased congestion and longer commute times. Many respondents emphasized the necessity of maintaining current vehicle capacity to support residents' transportation needs. Suggestions for alternate routing or incremental changes rather than abrupt reductions were mentioned.
- There is considerable push for improving public transit options. Concerns include the reliability and coverage of the current transit system. Respondents emphasized the need for infrastructure improvements and increased bus frequency to build confidence in public transit as a viable alternative.
- Cycling infrastructure expansion received criticism for perceived underutilization, risking decreased road space for vehicles. Common threads included safety issues and connectivity deficiencies within current networks. Suggestions leaned toward implementing more protected bike lanes or utilizing less trafficked side streets. Those supporting cycling improvements highlight environmental benefits, yet they acknowledge logistical and practical challenges.
- Themes advocating for accessibility highlighted needs for individuals who are reliant on vehicles, including the elderly and those with disabilities. The proposed changes were often criticized as prioritizing active transportation users over those who have legitimate needs for continued vehicle use.



Q38. To what extent do you support or oppose these objectives for Parks, Trails, Open Spaces and Community Facilities in the Quadra McKenzie area?



269 non-respondents

Comment themes:

- The role of parks and green spaces is emphasized for community health and environmental benefits. There are suggestions to create more connected park networks and improve access. Some users express concerns regarding planning metrics like the 3-30-300 rule.
- Comments include calls for expanding amenities such as restrooms and parking, widening and separating trails like Lochside for safety, and enhancing multi-modal transportation routes. These improvements are considered crucial for accommodating diverse users and improving connectivity.
- Preservation of natural habitats remains a priority. Comments stress the importance of protecting ecological zones such as Swan Lake and Christmas Hill against urban development impacts.
- Comments reflect the tension between housing development and green space preservation. Residents are concerned about increased housing density near nature reserves, urban sprawl, and potential gentrification effects. There are suggestions for more balanced development planning to maintain local character and address community needs.