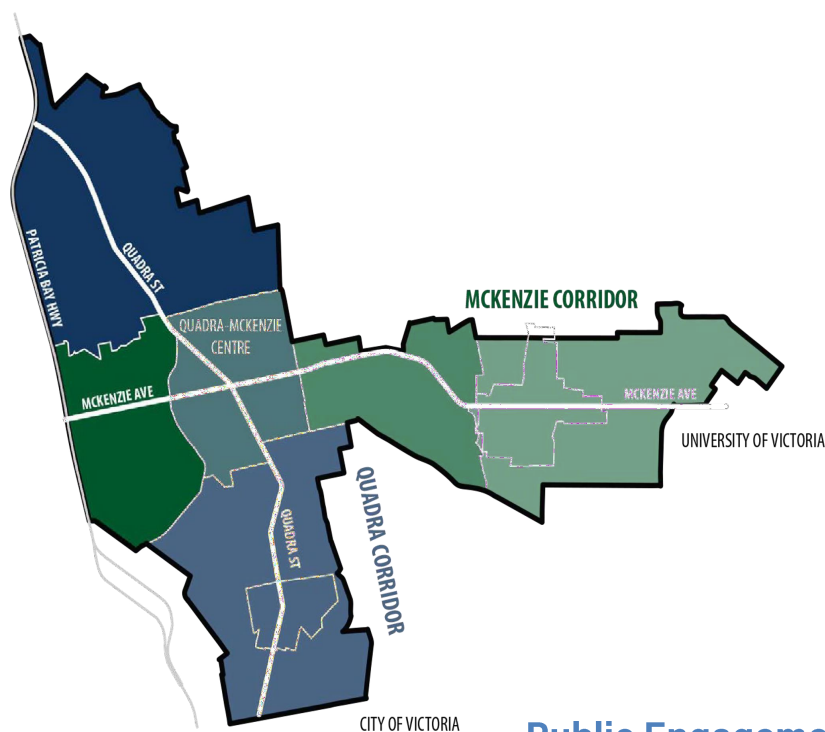


# Public Engagement Summary



## Summary

In August of 2022, the Quadra McKenzie Study (QMS) was initiated to determine the future of the Quadra McKenzie area.

Engagement began in Summer 2023 during phase 2 and concluded in February of 2024.

The purpose of the QMS Plan is to provide comprehensive direction for the next 20 years. The Plan uses direction from the Official Community Plan, Active Transportation Plan and Housing Strategy to address future mobility and housing needs for the region.

## Public Engagement

Input from the community was gathered at multiple stages and is an essential part of the Plan development. This engagement process was directed by the *Engagement Strategy*.

During development of the QMS Plan, extensive community engagement was completed. This report summarizes key findings from engagement events, both on-line and in-person. This report back process highlights the crucial events and activities that took place.

The following information is organized by project phase. Further information can be found at [saanich.ca/QMS](http://saanich.ca/QMS).

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# Quadra McKenzie Study

Phase 2a – Engagement Summary

Summer 2023



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## Executive Summary

The Quadra McKenzie Study (QMS) was initiated in Spring 2022 to contribute to detailed planning for the McKenzie Corridor, Quadra Corridor, Quadra McKenzie Centre and Four Corners Village areas. The QMS focuses on land use, transportation, housing and public realm as a means of providing foundational policy and guidelines to foster the creation of livable, connected neighbourhoods.

This report summarizes feedback received as part of Phase 2a of the QMS. As the first phase of plan development, engagement in Phase 2a was designed to receive input on challenges and opportunities within the study area and to confirm the goal statements developed to guide the project. Engagement activities included: an online survey, an online map your experiences tool, stakeholder interviews, youth engagement, internal workshops, pop-up events, and a variety of public and targeted notifications. Feedback received through these activities indicate a strong level of support for project goals, a desire for greater variety of shops, services and amenities in the study area, an appetite for increased density, and housing diversity, a need for affordable housing, a need for improvements to active transportation and transit, and a need for trees and new park space specifically in the Quadra McKenzie Centre sub-area.



# Introduction

## Project Background

The 2023 update of the Official Community Plan (OCP) includes Centres, Corridors and Villages as areas to support additional density and housing diversity and to effectively integrate land use with transit and active transportation. Directing the majority of growth into what are referenced in the OCP as Primary Growth Areas works towards creating 15-minute communities, vibrant mixed-use neighbourhoods, sustainable transportation choices and investment, and opportunities for One Planet Living.

Within this framework, the QMS was initiated in Spring 2022 to contribute to detailed planning for McKenzie Corridor, Quadra Corridor, Quadra McKenzie Centre and Four Corners Village. A Terms of Reference for the project was endorsed by Council in August 2022 to guide the development of plans that capture issues unique to each area and that articulate how the broader OCP vision will be implemented at the local level. The QMS focuses primarily on land use, transportation, housing and public realm as a means of providing foundational policy and guidelines to foster the transition of the study area to one of livable, connected neighbourhoods.

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



More information on the QMS can be found within the project Terms of Reference.

## Purpose of this Report

As the project moves into Phase 2b: Plan Development, the purpose of this report is to provide a summary of engagement activities and feedback received during Phase 2a: Plan Development.

## Role of Engagement – Phase 2a: Plan Development

Public engagement is planned within all phases of the project with the intent of providing a variety of outreach opportunities, formats, schedules and locations to ensure equitable participation from a broad spectrum of the community. An engagement strategy was developed specifically to guide the engagement process for the QMS, with additional guidance provided in the project Terms of Reference and the District's Public Participation Policy. More information on the guiding principles and role of engagement throughout the various phases of the QMS can be found in these documents.

The key goal of engagement for Phase 2a of the project was to receive input on challenges and opportunities within the study area at a sub-area level and to confirm the goal statements developed for the project. More specifically, engagement in this phase was designed to meet the following objectives:

- Introduce and generate excitement from residents and stakeholders for the QMS project.
- Educate and share information on the basics of planning and land use management and why it is important.
- Inform the community through the presentation of baseline data and current study area context.
- Identify opportunities to improve connectivity and quality of active transportation facilities to provide more convenient and safe access to commercial services, parks, transit and community facilities.
- Assess gaps in parks and open space and identify opportunities to improve the network (i.e. new parks, amenities needed at existing parks, access points to trails).
- Identify issues/challenges and cherished places/opportunities at a sub area level.
- Identify issues and challenges in the active transportation network (i.e. new crossings, move crossings, pedestrian trails through cul-de-sacs, safe routes to school).
- Gather high level feedback on housing types, building transition, distribution of density through study area.
- Explore gaps in social infrastructure and amenities (15-minute community elements) for people of all life stages and backgrounds.
- Explore QMS sub areas sense of place, public realm and open space and their unique qualities.
- Understand perspectives on key District issues and aspirations for the future of the area.



Priority work areas for Phase 2a include:

- Confirming the goal statements,
- Conducting technical analysis,
- Understanding challenges and opportunities; and,
- Drafting initial planning concepts that respond to the project objective including land use scenario maps and designations, complete street cross sections, and design considerations.



## Summary of Engagement Activities

### Online Survey

A public survey was designed to gather feedback on the goal areas of the QMS and to allow community members to share their priorities and ideas for land use, transportation, housing, and public space improvements within the study area. The survey comprised a series of ranking, short-answer, and open-ended questions designed to identify challenges, opportunities, and priorities for the future of the QMS. The survey was available on the District's website from July 5 until August 15, 2023.

### Map your Experiences Online Mapping Tool

The Map Your Experience online mapping tool was launched on the District's website on July 5 and was available until August 15, 2023. The tool allowed members of the public to share feedback on the places they love within the QMS area and the places that they feel could use some love. The tool allowed users to add a comment associated with their spatial data point to expand upon why they love a particular location and / or why a location could use some love.

### Pop-Up Events

Six pop-up events were held throughout July and August 2023 at various parks, festivals, and key locations within the study area. These events were designed to inform the public of the QMS and to provide an opportunity to speak to a planner and share ideas for the study area.

### Stakeholder Interviews

Stakeholders including the UDI, non-profit housing providers, School Boards, UVIC, CRD, City of Victoria, and the District of Oak Bay were emailed a series of interview questions that related their area of interest to the QMS goal areas of land use, transportation and mobility, housing diversity, affordability and supply, and public realm and open space. These interviews were conducted via email in August 2023.

### Large Landowner Notification

Owners of large parcels of land in the study area were contacted via letter in August 2023 to introduce the QMS project, to provide an opportunity to share insights on their short- and long-term plans for their properties, to explore potential areas of collaboration, and to ensure that the project team has the correct contact information.

## UVIC Community Mapping

District staff worked with a community mapping class at UVic to support the students in developing school engagement toolkits to gather feedback on the experiences and perspectives of elementary, middle, and high school students within the QMS area. The UVic students reached out to over 10 schools in the area and heard back from 1, Reynolds Secondary School. There were 2 workshops held with 2 different Grade 11 Social Studies classes representing a total of 35 students. At the workshops, students were presented with a map of the study area and a coinciding 21-question survey designed to understand the experiences of youth as they relate to land use, transportation and mobility, housing, and public realm within the study area. The workshops were held in June 2023.

## Internal Workshops

A series of internal workshops were held with the Current Planning and Engineering divisions to help inform concept development by identifying current initiatives, long-term visions, and shared objectives for the QMS. These workshops were held in May 2023.

## Notification and Communications

Over the course of engagement, we notified and communicated with the public in a variety of ways, including:

- 3 advertisements and 1 story in **Saanich News**
- 2 features in **Saanich Spotlight**
- 1 feature in the **CAO update**
- 1 **Information Bulletin**
- 1 **Council Bulletin**
- 1 **Committee Memo**
- 4 notifications through **Campaigner**
- 400 **postcards** printed and shared
- **Posters** put up at multiple locations, including Saanich facilities
- **Facebook**
  - 13 posts
  - 17,385 impressions
  - 113 engagements
  - 38 shares
- **Twitter**
  - 13 posts
  - 11,385 impressions
  - 49 engagements
  - 26 retweets

## Who We Heard From

Over the course of engagement, we heard from a wide range of community members. The following table summarizes participation statistics for the various public engagement activities.

Engagement Activity	Participation Statistics
Online survey	952 started the survey, 501 completed submissions
Map your experiences	219 pins for places loved 592 pins for places that need some love
Pop-Up Events	316 participants
UVic Mapping Class	35 youth participants
Stakeholder Interviews	3 responses



Pop-up event at Beckwith Park

As part of the online survey, participants were asked to provide demographic information, including how they heard about the survey, their level of satisfaction with the survey, their neighbourhood of residence, their housing tenure, household characteristics, gender and ethnic origin. At the beginning of phase 2a, the following targets were established as a means of measuring the success of the engagement strategy. The following table compares these targets to actual participation, representation, and satisfaction rates.

Measure of success	Target	Actual
Number of participants across all engagement activities	1,500	1,367  (2,118 if you include those who started but did not complete the survey)
Representation of participants by various demographic characteristics (age, race, indigenous identity, housing tenure) in survey responses	Match demographic characteristics for the District of Saanich in Census	Age: slightly younger demographic  Housing Tenure: generally representative  Gender: generally representative  Ethnicity: generally representative
Participant satisfaction with the survey	75% satisfied to very satisfied	54% somewhat satisfied to satisfied

Given that the level of satisfaction with the online survey was significantly lower than the target, staff will review comments received on survey design with a view to making improvements to future surveys.

## What We Heard

This section provides a summary of the qualitative data collected and analyzed through the various phase 2a engagement activities. Key takeaways are presented in the first sub-section, followed by a discussion of the feedback organized broadly by goal area and then by engagement activity. Detailed figures, tables and maps are presented in the appendices attached to this report.



## Key Takeaways

### *Goal Areas*

- Generally strong support for the goal statements.
- Slightly lower level of support for the housing diversity, affordability, and supply goal statement.

### *Land Use*

- Strong desire for a greater variety of shops, services, recreation and entertainment opportunities, and other amenities in the QMS area.
- Lots of opportunities for redevelopment in the Quadra McKenzie Centre sub-area. This development should be more pedestrian oriented, interesting, and attractive.
- Additional density is generally supported in all sub-areas with greater appetite for higher heights in the University and University Centre sub-areas and other strategic locations adjacent to Centres and Villages.
- Retaining trees, open space, and appropriate design and landscaping are important in providing a transition between building heights.
- There are opportunities to build on existing land uses, for example additional development related to sports facilities in the Braefoot sub-area, and denser housing near UVIC to support students and faculty.
- Less interest in retail in the Quadra North and Braefoot sub-areas.

### *Transportation & Mobility*

- Strong need for improvements in active transportation infrastructure and transit along the Quadra and McKenzie Corridors and in areas that provide a connection to the Lochside Trail. Such improvements include bike lanes, wider and more protected sidewalks, safer and more frequent pedestrian and cyclist crossings of Quadra and McKenzie, larger and more accessible transit stops and improved access to businesses for cyclists and pedestrians.
- The Lochside Trail is well-used and loved and there are opportunities to enhance it as a key active transportation amenity in the area.
- There is a divide between those who wish to continue to prioritize cars on Quadra and McKenzie and those who wish to make these streets into complete streets.

### *Housing Diversity, Supply & Affordability*

- Housing affordability is a key concern among the public and other stakeholders.
- There is strong agreement that the QMS area represents a significant opportunity to increase housing diversity, affordability, and supply.
- There is a strong desire for a greater diversity of housing typologies and tenures.
- Proximity to shops, amenities, transit and active transportation routes are key considerations for the development multi-family or mixed-use living.
- There are equity concerns associated with concentrating higher density housing only on busy corridors.
- Additional planning and development tools may be helpful in encouraging the development of affordable housing.

## *Public Realm and Open Space*

- Quadra McKenzie Centre is a priority area for new parks and open space but there is a general need for additional parks and open space throughout the study area.
- Street trees are an important public realm amenity. Street trees and wide sidewalks are the most important pedestrian amenities.
- Trees and landscaping, seating areas, and playgrounds are features desired in urban parks / parkettes.
- Existing parks in the QMS are well loved and frequented by all demographics. The Quadra North and South sub-areas have the most loved parks and open spaces.
- Existing parks need more shade, seating, and expanded uses.
- The public realm in Quadra McKenzie Centre and McKenzie West requires beautification, improvement, and more 'eyes' on the street.
- Each sub-area has a unique sense of place.

## Discussion of Feedback

### *Goal Statements*

Goal statements for each study theme were established at the start of the QMS to provide clarity on what the study is trying to achieve. The goals provide a framework that aligns with other foundational plans. The goals of the QMS are:

1. **Land Use:** Implement the Centre, Corridor and Village growth management framework to build compact, livable, accessible, and sustainable and climate resilient communities with places to live, work, come together, and move around.
2. **Transportation and Mobility:** Re-design McKenzie Avenue and Quadra Street as complete streets and prioritize improvements to active transportation and transit networks to support car light living, create more vibrant public spaces and improve accessibility.
3. **Housing Diversity, Affordability and Supply:** Focus the vast majority of new housing growth within the Quadra McKenzie Centre and Four Corners Village, and on the Quadra and McKenzie Corridors, where a variety of housing forms and tenures can be delivered in locations with convenient access to transit, active transportation, amenities and local servicing shops.
4. **Public Realm and Open Space:** Support community livability through providing a walkable network of parks and open spaces and strengthening public realm areas to support the gathering and movement of people, with a focus on enhancements on McKenzie Avenue, Quadra Street and within community hubs.

Feedback on the goal statements, specifically, was only collected through the online survey, the pop-up events and stakeholder interviews.

## Online Survey

Survey respondents were asked to rank their level of agreement with each of the goal statements and were given an opportunity to provide additional comments on the goal statements. Most respondents were strongly supportive of the land use, transportation and mobility, and public realm and open space goals, while 45% of respondents indicated strong support for the housing diversity, affordability and supply goal statement (see Appendix A, Figures 1 - 4).

In the open-ended section regarding the goal statements, half of responses expressed concerns regarding traffic patterns and road design, corresponding to the transportation and mobility goal area. One-third of these responses expressed concern regarding traffic impacts related to the goals, including: congestion, traffic speeds, noise, the use of Quadra Street and McKenzie Avenue for through-travel, and safety. A further 20% of these responses expressed a desire to see improvements to transit and active transportation infrastructure along Quadra Street and McKenzie Avenue. The most common theme among the remaining half of the responses received in this section related to the housing diversity, affordability and supply goal statement and expressed a desire to see a greater variety of housing options within the study area and denser housing forms away from busy corridors and in proximity to schools, parks, and trails.

## Pop-Up Events

Limited feedback on the goal statements was garnered through the pop-up events. The feedback received was generally positive and focused on the transportation and mobility and housing diversity, affordability, and supply goal statements. For example, participants felt that complete streets were an important goal for Quadra Street and McKenzie Avenue and that focusing growth along these corridors would help link housing and transit investments.

## Stakeholder Interviews

Stakeholders who responded to the interviews generally saw strong alignment between the goals of their organizations and those of the QMS.

## Goal Area #1: Land Use

### Online Survey

Survey participants were asked several questions related to the topic of land use within the study area. Thinking about the potential future of the study area, respondents were asked what they hope to love about each of the corridors and the two designated Centres (Quadra-McKenzie and University) within the larger QMS area. Improvements to cycling infrastructure and pedestrian experience were the most frequent responses for what respondents 'hope to love' about the Quadra and McKenzie Corridors (see Appendix A, Figures 5 and 6). Within the two Centres, a greater diversity of amenities was the most frequent response for both University Centre and Quadra McKenzie Centre, followed by pedestrian and cycling improvements for Quadra-McKenzie Centre and increased housing diversity and density for University Centre (see Appendix A, Figures 7 and 8).

Survey participants were also asked what types of shops, services, and amenities they would like to see within the QMS area. Increased options for dining (restaurants, pubs, cafes, and coffee shops) and grocery stores were within the top 3 most cited services / amenities in each of the study sub-areas. Other commonly cited amenities included: parks and greenspace, denser housing, and a greater variety / amount of retail shops and services (see Appendix A, Table 1). While similar responses were observed across the sub-areas, a few themes stand out:

- Parks, greenspace and sports and fitness facilities were the most cited amenities for the Braefoot sub-area, reflecting a desire to build upon the existing amenities at Braefoot Park.
- A significant portion of respondents did not want to see any retail included in the Braefoot or Quadra North sub-areas. This was the second most common response for these areas.
- Denser housing, especially affordable rental housing catered towards the UVIC community, was the second most cited amenity for the University sub-area.

The online survey also solicited feedback regarding appropriate building typologies for each of the sub- areas within the QMS. Responses in this section show general support for increased densification in all sub-areas, with a slightly greater appetite for higher heights in University Centre and the University sub- area and less appetite for higher heights in the Braefoot sub-area (see Appendix A, Figures 9 – 15).

In addition to building typologies, survey participants were asked to rank priorities when assessing transitions between building heights within the QMS area. Respondents ranked the preservation of mature trees and open spaces as the most important priorities (see Appendix A, Table 2). The most common answers for those who selected 'Other' (the 7<sup>th</sup> ranked priority) were cohesive design, appropriate traffic control, vehicle and bike parking, ground level amenities and greenspace, and prioritizing the need for additional housing units and affordability.

Finally, survey participants were given space to provide additional comments on land use. Responses here highlighted the importance of architecture and design, the need for a greater variety of building typologies across the study area, the importance of greenspace, trees and landscaping, the need for infrastructure and commercial areas to support greater housing density, and that the need for additional housing is so great that taller buildings (even potentially taller than the stated typology options for some areas) and minimum building heights should be considered as well as rental and other affordable tenures.

## Pop-Up Events

Feedback on land use from the pop-up events generally revolved around the desire for additional walkable shops and services in the study area, particularly cafes, coffee shops, and restaurants. Participants also expressed concerns regarding the locations of increased density and the transitions between denser developments and existing low-density neighbourhoods.

## Map your Experiences Online Tool

19% of the 'I love this place' spatial data points related to the topic of land use (see Appendix B, Map 2). A noticeable cluster of 'I love this place' data points related to the land use goal area were within the Quadra McKenzie Centre sub-area (see Appendix B, Map 5). Comments associated with these data points reveal that participants enjoy having a central place to shop and work, a diverse range of amenities, historic buildings, and access to the Lochside Trail.

12% of the 'this place needs love' data points related to the land use goal area (see Appendix B, Map 3). As with the 'I love this place' data points, there was a noticeable cluster of data points relating to the land use goal area within the Quadra McKenzie Centre sub-area (see Appendix B, Maps 6 and 7). In fact, half of the 'this place needs love' data points associated with the land use goal area were located within the Quadra McKenzie Centre sub-area. Comments associated with these data points indicate that participants would like to see some redevelopment in this area, moving away from car-oriented strip malls and mini malls to pedestrian-oriented developments with more interesting and attractive architecture and design, a wider array of amenities, and more space for gathering. Many commenters felt that land in this area could be used more efficiently and with much greater density.

## Stakeholder Interviews

Stakeholders who responded to the email interviews expressed a need for additional amenities in the study area, especially along the McKenzie Corridor, as a way of supporting housing growth and densification. Specific amenities mentioned include daycares, medical services, grocery stores and recreation opportunities. One of the stakeholder groups, the Capital Region Housing Corporation (CRHC), also suggested additional density and height would be appropriate in several areas within the QMS, including:

- The Quadra South sub-area given its strategic location connecting Saanich with downtown Victoria and Uptown.
- On larger parcels facing McKenzie Avenue between Rainbow and Cedar Hill X Road and from Gordon Head to Cedar Hill Road.
- Extending University Centre east to capture the intersection of Gordon Head Road and McKenzie Avenue to create an active centre with taller mixed-use buildings and open spaces to serve and integrate with UVIC.
- Extending Four Corners Village boundaries to the west and South to align with Uptown and City of Victoria boundaries.

The CRHC also suggested consideration be given to bonus density and height in strategic locations within the QMS.

## Youth Engagement

As part of the youth engagement survey and mapping exercise, youth were asked to indicate areas they frequently use within the study area. Aside from Reynolds Secondary School, where the youth engaged with attend, youth reported mostly going to friend's houses, shopping centres and parks within their neighbourhoods. Specific areas that youth reported frequently visiting include Beckwith Park and the commercial plaza at Quadra Street and Reynolds Road. As part of the mapping exercise, students were also asked to locate happy spaces as well as spaces of interest. Reflecting spaces that youth frequently visit, many of these areas are parks and shopping centres along with some residential areas scattered throughout the study area. Favourite food locations within the study area consist of Saanich Centre, the stretch of restaurants just North of Reynolds Secondary School, and Tuscany Village. Recommendations for uses that youth would like to see within the study area include swimming pools and sports complexes, a movie theatre, a bowling alley, a library, and more cafes.

## *Goal Area #2: Transportation and Mobility*

### Online Survey

In relation to the transportation and mobility goal area, survey respondents were asked to rank priorities for the future design of both Quadra Street and McKenzie Avenue. Respondents' top five ranked priorities were the same for both corridors, with adequate vehicle travel lanes, comfortable bike lanes, and dedicated space for transit occupying the top 3 ranks respectively (see Appendix A, Table 3).

Participants also had the opportunity to provide additional comments on transportation and mobility. These comments revealed a divide between respondents that wish to continue prioritizing Quadra Street and McKenzie Avenue as major vehicle routes and those that wish to see space taken away from cars and priority given to making the corridors more friendly to transit and active transportation. The latter group wishes to see the development of separated bike lanes, improved access to the Lochside Trail, transit prioritization, safer and more frequent pedestrian crossings, shade trees and landscaping, and reduced noise pollution.

### Pop-Up Events

Most of the feedback received at the pop-up events relates to the transportation and mobility goal area. Participants at these events largely expressed concern regarding the existing conditions along both McKenzie Avenue and Quadra Street, particularly:

- the large volume and high speed of traffic,
- the lack of protected bike lanes and the safety concerns and conflicts that creates between vehicles and bikes,
- the large volume of cyclists and vehicles at the intersection of Borden Street and McKenzie Avenue and the ability of existing infrastructure to accommodate that volume,
- the lack of integration and connection between cycling routes,
- the unsafe and unpleasant nature of walking along these corridors,
- the unreliable and infrequent nature of transit along these corridors; and,
- the need for greater accessibility in pedestrian infrastructure and transit facilities.



## Map your Experiences Online Tool

25% of the 'I love this place' data points relate to the transportation and mobility goal area (see Appendix B, Map 2). Again, there is a noticeable cluster of 'I love this place' data points related to transportation and mobility in the Quadra McKenzie Centre sub-area (see Appendix B, Map 5). Comments associated with these data points reveal that participants love the Lochside Trail and associated active transportation improvements at the intersection of McKenzie Avenue and Borden Street.

62% of the 'this place needs love' data points relate to the transportation and mobility goal area, making it by far the most frequent goal area in need of attention (see Appendix B, Map 3). These data points are spread fairly evenly across the study sub-areas with the Quadra McKenzie Centre sub-area having slightly more data points than the others (see Appendix B, Maps 3, 6 and 7). Comments exhibited a consistent theme across the sub-areas: the need for improvements in active transportation infrastructure. Specifically, commenters mentioned a desire for wider and more protected sidewalks, improved connectivity to trail systems, improved cycling infrastructure, reduced speeds for vehicles, better lighting on trails, additional and improved crossings for cyclists and pedestrians, and improved accesses to businesses for cyclists and pedestrians.

## Stakeholder Interviews

Stakeholder feedback on transportation focused largely on transit and active transportation infrastructure with the QMS area. Stakeholders noted that the existing transportation infrastructure on the McKenzie Corridor is lacking in terms of meeting the needs of future residents and anticipated housing growth. There is hope that this will be improved with the Rapid Bus service planned for McKenzie Avenue, but stakeholders noted that bus stop design could use consideration, especially in areas near schools and seniors housing, to provide additional space, shelter, and accessibility for transit users.

Stakeholders felt that the McKenzie Corridor could also use a much more walkable public realm. Stakeholders also hope to see transit improvements along the Quadra Corridor in the future.

The CRD Parks department also provided a significant amount of feedback on the Lochside Trail section within the QMS and noted that they have plans to widen and light the trail, which will help address many of the comments received on the trail through other forms of engagement. In the view of CRD Parks, the best features of this section of the trail are the long stretches of trail without road crossings and the stretches that provide trees and natural landscaping to shade the trail. They also identified a number of specific issues at particular points along the Lochside Trail.

## Youth Engagement

The youth engagement survey and mapping exercise revealed movement patterns and locations frequented by youth within the study area. Major commuting routes for youth include McKenzie Ave, Quadra Street and Cedar Hill X Road. Many students either take the bus or walk to school. For leisure and after- school activities students reported using public transportation, family vehicles, cycling, and walking.

From the perspective of youth, key considerations for transportation improvements in the study area should be improved public transportation and cycling infrastructure and pedestrian safety. In terms of public transportation, students would like to see reduced bus fares for students, enhanced reliability, and more routes leading closer to their homes. The lack of bike infrastructure on Cedar Hill X Road and Quadra Street was highlighted as a key concern along their major commuting routes as were unsafe biking conditions along McKenzie Ave. Students also flagged several intersections within the study area as needing safety improvements for pedestrians and cyclists, including: the intersection at Quadra Street, Cloverdale Ave and Cook Street, along Borden Street between McKenzie Ave and Cedar Hill X Road (where students cross Borden Street to get to Reynolds Secondary School), Ambassador Ave at Morris Dr., and at University Heights along McKenzie Ave and Cedar Hill Road. Youth also reported that street lighting was an important safety factor affecting their movement patterns.

### *Goal #3: Housing Diversity, Affordability and Supply*

#### Online Survey

As part of the online survey, participants were asked for their level of agreement with several statements related to increased housing diversity, affordability, and supply within the study area. The vast majority of respondents agreed or strongly agreed with all of the statements, with the lowest level of agreement (68% agree or strongly agree) being for the statement, “More low income and below market housing options are important in the Quadra McKenzie Study Area”. The highest level of agreement (87% agree or strongly agree) was for the statement, “We should accommodate housing growth in strategic locations close to transit, services, and where people work” (see Appendix A, Figures 16 – 24).

Survey respondents were also asked to rank amenities that would entice them to consider living in a mixed-use / multi-family building along the Quadra or McKenzie Corridors (see Appendix A, Figure 25). The top ranked responses were:

1. Convenient access to frequent transit
2. Cycling networks
3. Nearby shops and retail / Affordable ownership and rental housing opportunities (tied).

Finally, respondents were given an opportunity to provide additional open-ended comments on the goal of housing diversity, affordability, and supply. Comments received generally focused on the importance of affordability, the need for infrastructure, services, and amenities to complement densification, equity concerns associated with concentrating higher density housing only on busy corridors, a desire for more co-operative housing models, specifically, and a greater variety of housing typologies and tenures more generally, and the need to accelerate housing construction.

#### Pop-Up Events

Comments received at the various pop-up events related to housing diversity, affordability, and supply generally mirror those received through the other engagement activities. For example, participants expressed equity concerns associated with concentrating higher density housing only on busy corridors, the need for affordable housing, the need for a greater variety of housing options in terms of type and tenure, and the need to combine housing density with increased greenspace and public amenities.

## Map your Experiences Online Tool

The housing diversity, affordability, and supply goal area garnered the fewest data points collected through the Map your Experiences online tool for both 'I love this place' and 'this place needs love'. This goal area was associated with 2% of the data points for 'this place needs love' and only 0.5% of the data points for 'I love this place' (see Appendix B, Maps 2 and 3). Comments related to the 'I love this place' data points generally highlight what participants feel are examples of denser and more diverse housing options that are well-designed, well-integrated into existing primarily single-family neighbourhoods, and that provide units away from high traffic areas. Comments related to the 'this place needs love' data points generally signal areas that participants feel would be ideal candidates for denser housing.

## Stakeholder Interviews

All of the comments related to housing diversity, affordability and supply from the stakeholder interviews come from the CRHC. The CRHC notes that it owns 8 large properties within the study area and has done initial feasibility work on the redevelopment potential of these sites and anticipate that at least 1000 additional affordable units could be provided on them, and possibly more with increased height and density in strategic areas. The CRHC feels that the McKenzie Corridor and the Quadra South sub-area, in particular, are in unique positions to provide additional housing diversity and supply. The McKenzie Corridor was identified given plans for it to become a rapid bus corridor and Quadra South given its proximity to downtown Victoria and Uptown.

To encourage housing affordability within the QMS, the CRHC would like to see consideration given to:

- Bonus height and density for affordable housing projects.
- Pre-zoning for non-market housing.
- Ensuring new policies support the ability for non-profit housing providers to purchase and redevelop properties to create non-market housing units.
- Priority processing for affordable housing projects (e.g. the City of Victoria's Rapid Deployment of Affordable Housing policy).
- Developing policies that might leverage any added value of land for securing rental tenure and affordable housing in new developments.
- Prioritizing rental tenure.

The CRHC also feels that the current rezoning process in Saanich is time consuming and unpredictable. They note that, at present, the process represents a significant barrier to non-profit housing providers. Long approval times negatively impact the financial viability of these projects specifically as most of their funders do not commit to funding projects that are so far from construction.

## Youth Engagement

In relation to housing diversity, affordability, and supply, students were asked what type of housing they currently live in. Just over half of the youth reported living in single family homes, followed by condos / apartments, basement suites and townhouses, and duplexes. When students were asked where they would like to live in the future, many suggested European cities due to their walkability and compact layout.

## Goal #4: Public Realm and Open Space

### Online Survey

In relation to the public realm and open space goal, survey participants were asked to rank the sub-areas within the QMS in terms of priority areas for new parks and open spaces. Respondents ranked Quadra McKenzie Centre as the highest priority. Responses were quite evenly distributed across the remaining 6 sub-areas with no clear ranking emerging from the response data.

Survey participants were also asked what amenities were most important to them when walking in their neighbourhood. This question provided 7 options (including 'Other') and respondents were asked to select up to 4. Of the 7 options, the top 3 that garnered the most responses were:

1. Street trees and wide sidewalks (tied for 1<sup>st</sup> with 70% of respondents selecting these options)
2. Landscaping (45% of respondents selected this option)
3. Transit shelters (41% of respondents selected this option).

23% of respondents selected the 'Other' option. Comments associated with this selection generally fall into one of two categories. First, respondents mention safety-related amenities such as lighting, adequate separation of different travel modes, safe street crossings, and calmer, slower, and quieter vehicle traffic. Second, respondents mention the general ambience of being a pedestrian and the destinations that can be reached on foot, including pathways between streets, shops and services, washrooms and water fountains, and dog-friendly areas (see Appendix A, Figure 26).

Survey respondents were also asked which features they would like in an urban park or parkette and were provided 10 options from which they could select up to 5 (including 'Other'). The top 3 most frequently selected options were:

- Trees and landscaping (85% of respondents selected this option)
- Seating areas (71% of respondents selected this option)
- Playground (48% of respondents selected this option).

12% of respondents selected the 'Other' option. The top 3 amenities mentioned in the comments associated with this response were: public washrooms, natural areas, and off-leash dog areas (see Appendix A, Figure 27).

The survey also asked participants to consider the character and sense of place of the different sub-areas that comprise the QMS. Questions in this section asked participants to describe the qualities that they feel make each sub-area special and unique. The top 3 qualities identified for each sub-area generally reflect the types of amenities that can be found in the sub-area and are presented in Table 4, Appendix A.

Finally, survey participants were given an opportunity to provide open-ended comments on the topic of public realm and open space. The most frequent response to this section was the need for additional parks and open spaces in the QMS area, especially pocket parks, natural areas, areas for children that aren't just playgrounds, and community gathering spaces. Other comments highlighted the need for improved maintenance and expanded uses within existing parks and the need for improved public realm amenities, such as: streetscaping, improved access to parks for pedestrians and cyclists, better shielding of parks from traffic, additional trees, and sheltered areas.

## Pop-Up Events

Many of the comments were related to the public realm and open space goal area received at the various pop-up events surrounding the importance of tree canopy in the public realm. For example, participants noted the need for additional trees and shaded areas in parks, particularly around playgrounds, for trees to be protected, where possible, during construction and road improvements, and for Garry Oak trees to be protected at all costs. Other comments highlight a desire for improved streetscapes, additional off-leash areas for dogs, and additional parks and recreation spaces.

## Map your Experiences Online Tool

41% of the 'I love this place' data points related to the public realm and open space goal area. This was by far the goal area most frequently aligned with the 'I love this place' spatial data points. These data points were largely concentrated in the Quadra North and South sub-areas (see Appendix B, Map 2). Comments associated with these data points highlight a strong love of parks in these areas such as: Playfair Park, Beckwith Park, Swan Lake, Leeds Park, Tolmie Park, Camrose Park, Peacock Hill, and Christmas Hill. The University sub-area, on the other hand, had only one 'I love this place' data point associated with the public realm and open space goal area.

14% of the 'this place needs love' data points related to the public realm and open space goal area. These data points were also relatively clustered in only a few of the study sub-areas (see Appendix B, Maps 3, 6 and 7). The largest cluster is in the Quadra North sub-area, with additional clusters in the Quadra McKenzie Centre and McKenzie West sub-areas. Comments associated with the Quadra North data points highlight: the need for additional seating and shade at Beckwith Park, inclusion of additional uses at Ambassador Park, and improved park maintenance in several parks. For Quadra McKenzie Centre, comments centered on a desire for beautification of the public realm, removing weeds and trash, providing trees and shade, improvements to Annie Park, and the provision of additional park space. For McKenzie West, comments express a desire for improved maintenance and beautification of the public realm, improvements to the Swan Lake Nature Sanctuary, and the addition of amenities to the Lochside Trail corridor such as public washrooms and seating areas.

## Stakeholder Interviews

Stakeholder feedback related to public realm and open space was fairly limited but highlights a desire to see more 'eyes' on the street along the Quadra Corridor between Reynolds and McKenzie Avenue. Stakeholders suggest this could be achieved through mixed-use development, environmental design (e.g. CPTED) and well-designed brownfield and infill development. Stakeholders also recommend considering allowing tradeoffs between site coverage and increased building height in strategic areas to promote and achieve a more walkable and vibrant public realm.

## Youth Engagement

In relation to the public realm and open space goal area, youth reported frequently using the study area's various parks, particularly Beckwith Park. Youth also reported a strong desire to see parks and natural areas as well as agricultural land within the study area protected from future development.

## Next Steps

As the QMS now enters Phase 2b: Plan Development, staff will use the feedback received as part of Phase 2a, and summarized in this report, to refine draft planning concepts for the study area. This work will include the development of draft land use scenario maps and designations, draft complete street cross sections, draft design considerations, policy directions and public amenities. Once the draft conceptual framework has been developed, there will be additional opportunities for engagement with the goal of receiving input on draft policy directions. Engagement for Phase 2b will include community workshops as well as opportunities for online feedback.





# Quadra McKenzie Study

Concept Development Phase  
Engagement Summary

Spring 2024





## Land Acknowledgment

The District of Saanich lies within the territories of the lək'wəŋən peoples represented by the Songhees and Esquimalt Nations and the W̱SÁNEĆ peoples represented by the Tsartlip, Pauquachin, Tsawout, Tseycum and Malahat Nations. The First Peoples have been here since time immemorial and their history in this area is long and rich.

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APPENDIX A - ENGAGEMENT MATERIALS

APPENDIX B - ENGAGEMENT DATA

# 1.0 INTRODUCTION

## 1.1 The Quadra McKenzie Study

This Engagement Summary has been prepared on behalf of the District of Saanich in support of the Quadra McKenzie Study - the latest in a series of Centre, Corridor, and Village (CCV) Plans initiated by District staff, and designed to guide future land use and transportation planning in the District.

The CCV Plans are designed to focus future growth and development to Centres and Villages that will offer shops, services, employment, recreation, parks, and public spaces all within walking distance. These Centres and Villages will be linked by Corridors, with frequent transit service, safe and accessible cycling and walking infrastructure, and an enhanced public realm including sidewalks, crossings, and plazas.

The Quadra McKenzie Study (QMS) will result in a Plan that promotes sustainable land use and transportation, while accommodating new housing and employment growth within well designed Centres, Corridors and Villages (CCV).

The Plan, primarily focused on the deeply integrated relationship between land use and transportation, will help guide change in the area over the next 20 years.

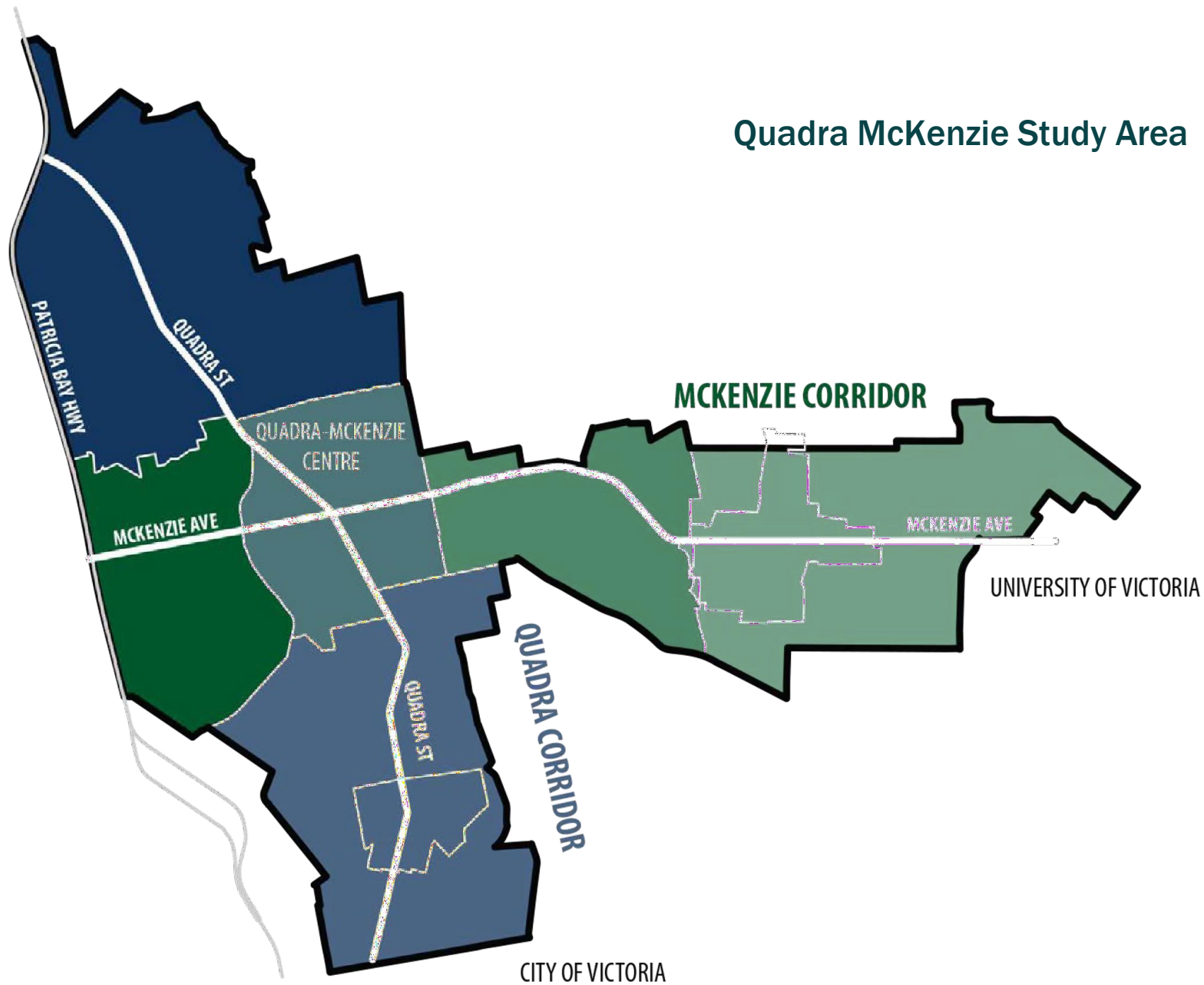
The Quadra McKenzie Study includes the following Centre, Corridor, and Village areas:

- Quadra-McKenzie Centre
- University Centre
- Gordon Head Centre
- Quadra Corridor
- McKenzie Corridor
- Four Corners Village

These areas are envisioned to be vibrant, walkable Centres and Villages linked by Corridors with frequent transit service connecting the community to regional destinations, with well-designed walking and cycling facilities that are safe and accessible for people of all ages and abilities.

Located along the Corridors will be a series of Hubs, small mixed-use nodes that offer access to a small range of amenities that support daily living. Hubs will offer neighbourhood-oriented commercial and community uses – and are intended to be ‘exclamation points’ - providing points of interest along Corridors.

## Quadra McKenzie Study Area



## 1.2 Quadra McKenzie Study Goals

The Quadra McKenzie Study is structured around 4 goal areas. These goal areas were used to structure the public engagement events and conversations held during Phase 2b.



### Land Use

To implement the Centre, Corridor and Village growth management framework to build compact, livable, accessible, sustainable and climate resilient communities with places to live, work, come together, and move around.



### Transportation & Mobility

Redesign McKenzie Avenue and Quadra Street as complete streets and prioritize improvements to active transportation and transit networks to support car light living, create more vibrant public spaces and improve accessibility.



### Housing Diversity, Affordability, & Supply.

To focus the majority of new housing growth within the Quadra McKenzie Centre and Four Corners Village, and on the Quadra and McKenzie Corridors, where a variety of housing forms and tenures can be delivered in locations with convenient access to transit, active transportation, amenities and local serving shops.



### Public Realm & Open Space

To support community livability through providing a walkable network of parks and open spaces and strengthening public realm areas to support the gathering and movement of people, with a focus on enhancements on McKenzie Avenue, Quadra Street and within community Hubs.

## 1.3 Quadra McKenzie Study Process

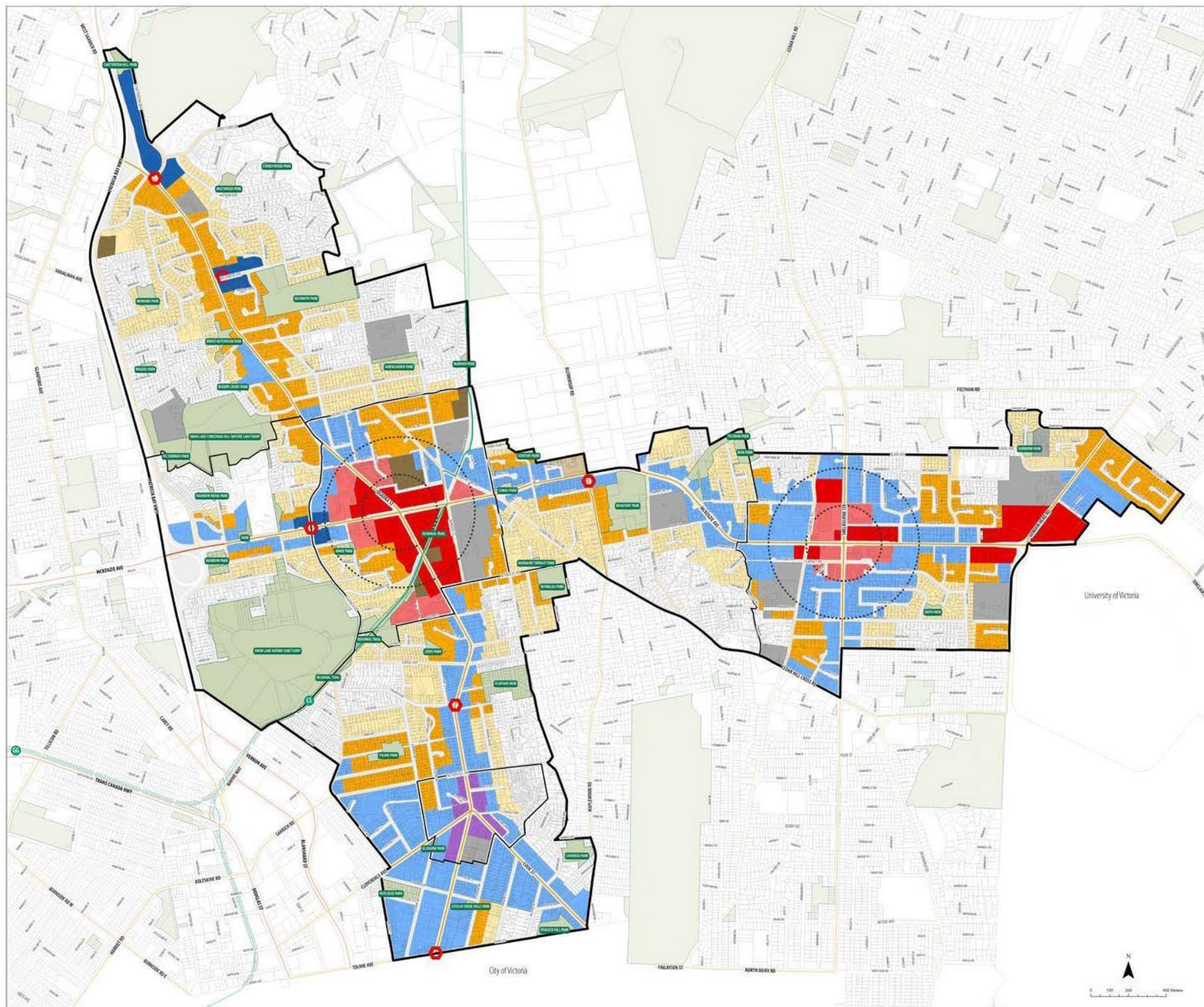
The QMS Plan is being developed over 4 public-facing phases, with opportunities for engagement offered during each phase. The draft Quadra McKenzie Plan will be presented to Council in winter 2024.

This report focuses on what we learned during the Concept Development phase and will be used to help shape the Draft Plan being developed in Spring 2024.



Public engagement is a critical component of the Quadra McKenzie Study process. Meaningful engagement ensures community members have an opportunity to learn about the process, provide input and feedback at critical junctures, and to help shape the future of the area. An overview of the engagement component of the QMS process can be found in Section 2: Engagement Overview.







# 2.0 ENGAGEMENT OVERVIEW

## 2.1 Engagement Objectives

The key engagement objectives for this phase were to:

- Build awareness about the QMS process, the different elements of the Plan, and the different opportunities to engage throughout the process.
- Host a series of accessible, engaging and interactive topic-based in-person engagement events.
- Develop an accessible and informative online engagement portal for this phase of the process, offering links to materials shared at in-person events and online engagement opportunities.
- Share and confirm the QMS Goals and Objectives.
- Learn about the unique challenges and opportunities in the study area from area residents, business owners and other community interest-holders.
- Share and seek substantive feedback on key elements of the Quadra McKenzie Study, including the:
  - Preliminary Land Use Framework and the components addressed within it;
  - Proposed Building Typologies; and
  - Proposed Transportation Network and Street and Intersection Designs.
- Continue to grow the pool of community members who will participate in future engagement activities throughout this process.





## 2.2 Engagement Approaches

### A Modified World Café Approach

Rather than hosting a traditional open house or town hall style public event, a modified World Café approach was used to help foster an accessible and collaborative environment, where participants had an opportunity to listen to, learn from, and share with each other and with District Staff. The World Café method prioritizes intentional connections between participants, and encourages small-group conversations that draw out different perspectives on a set of pre-determined topics. Having workshop attendees move through a series of topics helps to break old thought patterns and helps spark new ideas - allowing participants to identify areas of common interest, concern, or excitement.

### A Multi-Channel Approach

The engagement program designed for this phase employed a multi-channel approach, using a variety of platforms, tools, and opportunities for people to engage during this phase of work. In-person, interactive workshops, online webinars, interactive mapping, and survey opportunities were offered as different ways to inform the community, provide opportunities for dialogue and the exchange of ideas, gather meaningful input, and demonstrate how that input is being used to refine and shape the next iterations of the land use and transportation frameworks.

### An Illustrative Approach

Show, don't tell - this describes the highly illustrative approach used during this phase of engagement. By using precedent images, sketches, cross sections, and axonometric drawings the team was able to clearly demonstrate the form, scale, and feeling of the proposed changes. To ensure a consistent look and feel across each session, a clear graphic identity was developed and used in all in-person and online materials to help participants better understand the look, feel, and user experience of proposed changes in the community.



Sketch illustrations developed for engagement.

## 2.3 Engagement by the Numbers

Between November 2023 and February 2024, there were twelve different opportunities to engage during the Concept Development phase of the Quadra McKenzie Study process. This included 4 in-person, topic-based workshops, 2 online mapping exercises, 2 online surveys, and 4 online Zoom webinars. Through these opportunities, over seven-hundred people were engaged and over 1,900 comments were received during this phase of the process.

Engagement Touchpoints	Participants
Introductory Webinar #1	72
Introductory Webinar #2	67
In-person McKenzie Corridor Workshop	88
In-person Quadra Corridor Workshop	114
In-person Transportation & Mobility Workshop	97
In-person Housing & Land Use Workshop	91
Online Engagement Tools (maps & surveys)	95
Wrap-up Webinar #1	48
Wrap-up Webinar #2	36
<b>TOTAL</b>	<b>708</b>

Project Engagement Page (Unique Visits)	1131
Campaigner Project Email List	265



613

Webinar & Workshop  
Attendees



1,772

Workshop Comments  
Recorded



190

Online Engagement  
Responses  
(map comments and  
survey responses)



1,131

Engagement Page  
Visits

## 2.4 Engagement Opportunities

### Introductory Webinars 1 & 2

November 29th, 2023 - 12:00 and 6:30pm

Two identical 90-minute online webinars were held on Wednesday, November 29th, 2023. These online sessions, held via Zoom, were designed to provide participants with the background and context needed to participate in the upcoming in-person topic-based workshops and online engagement opportunities.

The webinars began with an introductory presentation outlining the QMS process and work completed to date, followed by an introduction to the QMS goals, objectives and the related processes, policies and directions influencing the project - with a particular focus on the new Provincial Housing Legislation.

Interactive polls were used throughout the presentation to keep participants engaged and to help gather high-level feedback, including participant priorities and level of engagement in the process to date.

Following the presentation, District staff answered questions during a 30-minute moderated Q&A session. The webinar sessions were recorded and shared on the District website for those unable to attend the event.



**WE WANT TO HEAR FROM YOU!**

**Quadra McKenzie Study**

We are seeking your input on draft planning concepts for the Quadra McKenzie area.

ONLINE SESSIONS & COMMUNITY WORKSHOPS		
Introduction / Overview	Nov. 29, 2023 12:00pm - 1:30pm or 6:30pm - 8:00pm	Online saanich.ca/QMS
McKenzie Corridor Land Use and Housing	Dec. 2, 2023 1:00pm - 4:00pm	Reynolds Secondary 9863 Borden St.
Quadra Corridor Land Use and Housing	Dec. 9, 2023 1:00pm - 4:00pm	Reynolds Secondary 9863 Borden St.
Transportation & Mobility	Jan. 20, 2024 1:00pm - 4:00pm	Reynolds Secondary 9863 Borden St.
Land Use & Housing Focus Areas	Jan. 27, 2024 1:00pm - 4:00pm	Reynolds Secondary 9863 Borden St.
Wrap Up / Overview	Feb. 7, 2024 12:00pm - 1:30pm or 6:30pm - 8:00pm	Online saanich.ca/QMS

The Quadra McKenzie Plan will guide change over the next 20 years. Key items we will be exploring include:

- Identifying the location of new housing options
- Designing corridors to support sustainable transportation
- Providing walkable access to community amenities and services
- Identifying how the redevelopment of major sites can contribute to the area

Stay informed, get involved, and register for events at [saanich.ca/QMS](https://saanich.ca/QMS)

Phone: 250-475-5471  
Email: [qms@saanich.ca](mailto:qms@saanich.ca)

**Saanich**



### McKenzie Corridor - Considerations

- Future Rapid Transit Corridor
- Provincial Transit-Oriented Development Guidelines
- Key connection to University of Victoria
- Expanding walkable access to services, amenities and parks
- Addressing Housing Needs
- New major planned developments including:
  - Ian Stewart Property Redevelopment (UVic-owned)
  - Saanich Operations Centre

50:29 / 1:29:27

Top: Newspaper advertisement promoting the engagement opportunities

Bottom: Screenshot of the Introductory Webinar



## In-person Interactive Workshops









Through December and January, a series of four interactive workshops were held to facilitate constructive community dialogue on the following QMS topic areas:

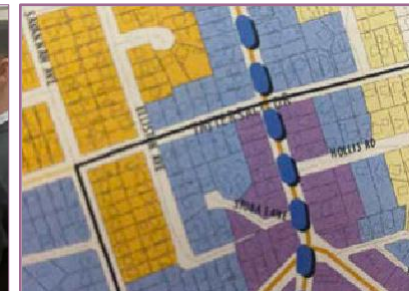
1. December 2 - McKenzie Corridor Land Use
2. December 9 - Quadra Corridor Land Use
3. January 20 - Transportation & Mobility
4. January 27 - Land Use & Housing Focus Areas

These 3-hour in-person sessions, each held in the Reynolds Secondary School Gymnasium, were designed to be informative and engaging, maximizing opportunities for community dialogue, idea sharing, and collaboration.

Each session started with a presentation delivered by staff introducing the session topic area. Instead of a traditional Q&A following the presentation, attendees were guided to facilitated small-group conversations on a set of topic-specific themes curated for each event. This approach allowed participants to move through a series of focused table discussions, with each conversation building on the ideas, concerns, and aspirations of the preceding group(s). Facilitators took notes on large worksheets with maps, sketches and discussion prompts, ensuring that the captured feedback was visible, and gathered in a clear and consistent manner.

On-site childcare, refreshments and door-prizes were provided at each session.

Preliminary Building Typologies			
Centre Core	Centre	Corridor	Corridor Hub
			
<b>Building Type &amp; Form</b> High-Rise multi-unit residential and commercial mixed-use buildings. Mid-Rise buildings supported for large site redevelopment (see Proposed Land Use Framework Map).	<b>Building Type &amp; Form</b> High-Rise multi-unit residential and commercial mixed-use buildings. Mid-Rise buildings supported for large site redevelopment (see Proposed Land Use Framework Map).	<b>Building Type &amp; Form</b> Mid-rise multi-unit residential with a mix of ground-oriented residential and commercial encouraged. Multiple building forms including apartment, townhouse and stacked townhouse are encouraged on larger and/or challenging sites.	<b>Building Type &amp; Form</b> Mid-rise multi-unit residential mixed-use buildings with commercial at grade.
<b>Height</b> Mid-Rise: 6   11   High-Rise: 12   18 <small>On larger sites, a range of building heights is desirable to create a sense of scale and variety.</small>	<b>Height</b> Mid-Rise: 6   11   High-Rise: 12 <small>On larger sites, a range of building heights is desirable to create a sense of scale and variety.</small>	<b>Height</b> Mid-Rise: up to 6	<b>Height</b> Low-Mid-Rise: 6   8 <small>6 storeys with retail / commercial at grade. Consideration for additional height up to 8 storeys based on site conditions and Plan objectives (Ed).</small>
Village Core	N'hood Apartment	N'hood Townhouse	Mixed Employment
			
<b>Building Type &amp; Form</b> Mid-rise multi-unit residential and commercial mixed-use buildings. Commercial units at grade should provide a range of small footprints that animate the street.	<b>Building Type &amp; Form</b> Apartment, Townhouse, Stacked Townhouse, Rowhouse, Courtyard Housing.	<b>Building Type &amp; Form</b> Townhouse, Stacked Townhouse, Rowhouse, Courtyard Housing.	<b>Building Type &amp; Form</b> Mid-rise buildings with commercial and/or industrial uses at grade and consideration for limited residential.
<b>Height</b> Mid-Rise: 5   11 <small>6 storeys with consideration for additional height. This is a maximum of 11 storeys and is based on site conditions and Plan objectives (Ed).</small>	<b>Height</b> Low-Rise: 3   4	<b>Height</b> Low-Rise: 3-storeys	<b>Height</b> Low to Mid-Rise: 4   6 <small>4 storeys - consideration for additional height up to 6 storeys and/or density based on site conditions and Plan objectives (Ed).</small>



## McKenzie Corridor Workshop December 2, 2023 - 1:00 - 4:00pm

This 3-hour workshop was focused on the proposed land use framework and building typologies for the McKenzie Corridor.

The session began with an introductory staff presentation that provided background information on the McKenzie Corridor, its sub-areas, and the Provincial, Regional, District, and UVic plans and policies that helped shape the preliminary QMS goals and directions.

Representatives from the University of Victoria were present to share information and answer questions related to campus planning initiatives that are relevant to the Quadra McKenzie Plan.

Participants then moved into a modified World Café exercise, cycling through a series of three facilitated small-group conversations over the course of an hour-and-a-half.

Each conversation was designed to gather feedback on the preliminary land use framework and building typologies, proposed Hub locations, and potential community amenities and services for one of the following McKenzie Corridor sub-areas:

- University Centre
- University / Braefoot
- Quadra McKenzie Centre / McKenzie West

Following the exercise, table facilitators presented a high-level summary report back to the room, identifying key themes, ideas, and concerns that surfaced during their respective conversations.







## Quadra Corridor Workshop December 9, 2023 - 1:00 - 4:00pm

This 3-hour workshop was focused on the proposed land use framework and building typologies for the Quadra Corridor.

The session began with an introductory staff presentation that provided background information on the Quadra Corridor, its sub-areas, and the Provincial, Regional, and District plans and policies that helped shape the preliminary QMS goals and directions.

Participants then moved into a modified World Café exercise, cycling through a series of three facilitated small-group conversations over the course of an hour-and-a half.

Each conversation was designed to gather feedback on the preliminary land use framework and building typologies, proposed Hub locations, and potential community amenities and services for one of the following Quadra Corridor sub-areas:

- Quadra North
- Quadra-McKenzie Centre
- Quadra South and 4-Corners Village

Following the exercise, table facilitators presented a high-level summary report back to the room, identifying key themes, ideas, and concerns that surfaced during their respective conversations.



## Transportation & Mobility Workshop January 20, 2024 - 1:00 - 4:00pm

This 3-hour workshop was focused on the proposed Transportation & Mobility Network, proposed Corridor Streetscape and proposed Corridor Intersection Designs.

The session began with a participatory staff presentation that provided background information on the proposed Transportation & Mobility Network and the data, plans and policies that informed its development. Following the staff presentation, representatives from BC Transit presented on the McKenzie Corridor Frequent Transit Study and other initiatives related to the Quadra McKenzie Plan.

Participants then moved into a modified World Café exercise, cycling through a series of three facilitated small-group conversations on the following themes:

- Proposed Transportation & Mobility Network;
- Proposed Corridor Streetscape Designs; and
- Proposed Corridor Intersection Designs.

This approach allowed participants to talk to and ask questions of District and BC Transit staff, while providing comprehensive feedback on the technical concepts presented.

Following the exercise, table facilitators presented a high-level summary report back to the room, identifying key themes, ideas, and concerns that surfaced during their respective conversations.

After the session, a Transportation FAQ sheet was prepared responding to questions raised during the session and posted on the project website.





## Land Use & Housing Focus Areas January 27, 2024 - 1:00 - 4:00pm

This 3-hour workshop was focused on topics that staff felt required further exploration after going over feedback gathered at the previous workshops and online engagement opportunities.

The session began with a staff presentation that provided an overview of what was heard during earlier session including, 'Areas of Alignment' - areas where participants largely agreed with the proposed directions; 'Areas of Potential Change' - areas/directions that were refined or revised based on participant feedback, and 'Areas of Exploration' - areas that require further discussion with the community and/or District staff across departments.

Once again, participants moved into a modified World Café exercise, cycling through a series of three facilitated small-group conversations on the following topics:

- Quadra North: Land Use, Streetscape & Public Realm
- Neighbourhood Hubs
- Development Around Parks, Open Spaces & Trails

Following the exercise, table facilitators presented a high-level summary report back to the room, identifying key themes, ideas, and concerns that surfaced during their respective conversations.





## McKenzie Corridor Online Mapping January 10 - February 3, 2024

## Quadra Corridor Online Mapping January 10 - February 3, 2024

Following the McKenzie and Quadra Corridor Workshops on December 2nd and December 9th, a set of online mapping tools were deployed on the project website to gather input from those unable to attend the workshops, or for participants who had additional ideas to share.

The online mapping exercise provided an opportunity for visitors to engage on the same materials shared at the in-person workshops by hosting a set of interactive online worksheets for both the McKenzie and Quadra Corridors. Visitors were prompted to review the linked background information, including the staff presentations and workshop display panels, before engaging with the exercises.

Each Corridor tool offered an introductory explanation of the exercise, along with a set of instructions and definitions of terms used on the worksheets. Visitors could navigate between Corridor sub-area worksheets using the sidebar tabs.

Visitors were then asked to answer the following questions by dragging the appropriate comment marker onto the relevant areas on each sub-area worksheet. All visitors were able to up- or down-vote comments left by others on the worksheet.

### Comment Markers & Questions



#### Initial Thoughts

What are your initial thoughts about the Proposed Land Use Framework? *(all)*



#### 15-Minute Community

What else is needed in this area to help build a 15-minute community? *What shops, services, housing types, facilities, connections, and parks & open spaces should be located here? (all)*



#### Corridor Hubs

Corridor Hubs: What does a day-to-day experience look like in this area? What does it look/feel like to visit? *(University / Braefoot, Quadra North, Quadra South: 4-Corners Village)*



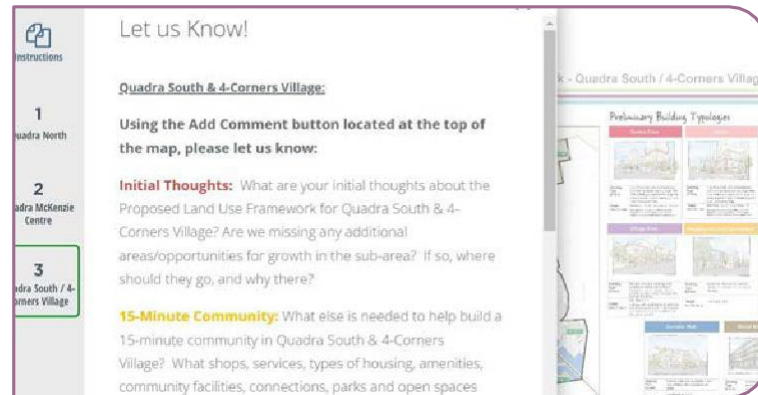
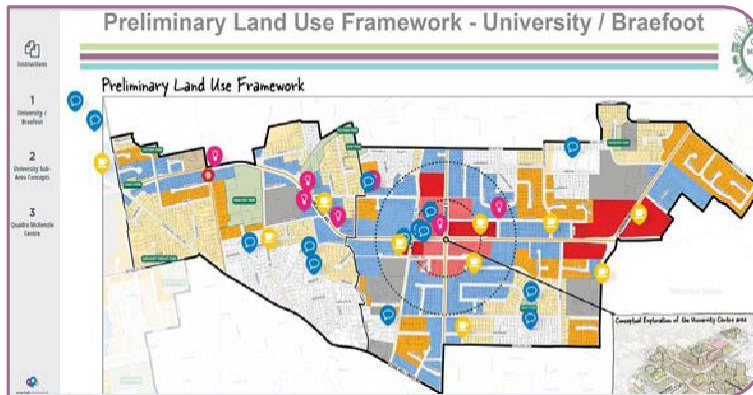
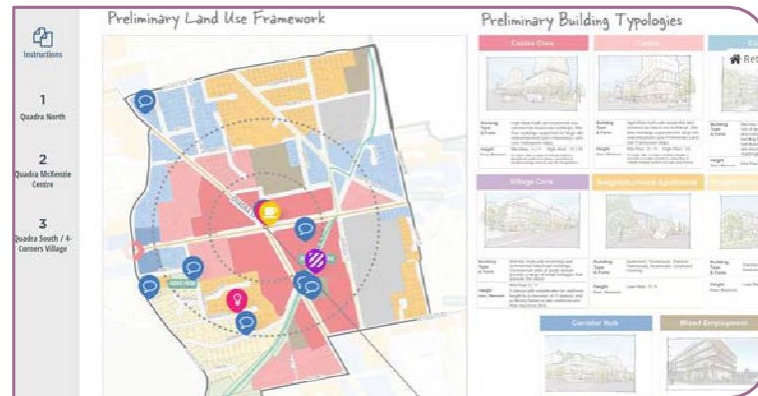
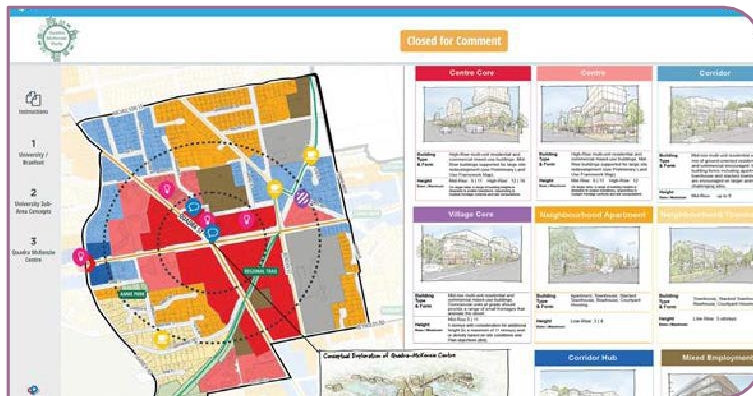
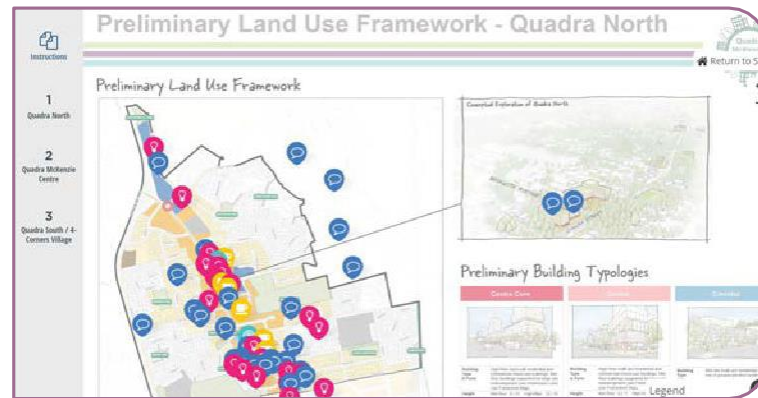
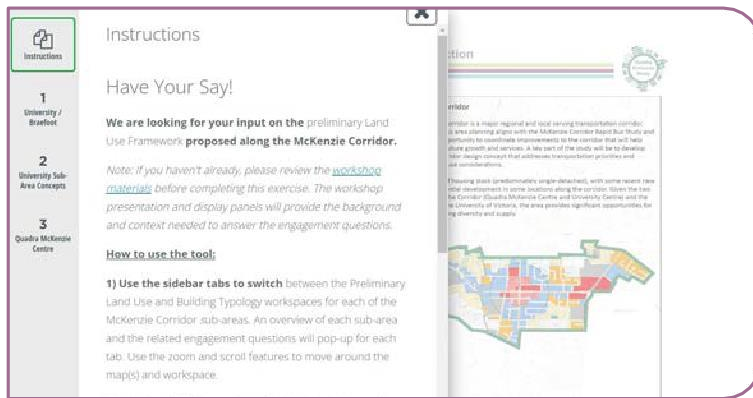
#### Transitions

What should we be thinking about in relation to transitions from the core of Centres and Corridors to the edges of the study area? E.g. building heights and forms, land uses, and amenities? *(UVic Sub-Area & Quadra-McKenzie Centre)*



#### General Comments

Is there anything else you want to share? *(all)*



Screenshots from the McKenzie Corridor Online Mapping Tool

Screenshots from the Quadra Corridor Online Mapping Tool

## Transportation & Mobility Online Engagement January 25 - February 7, 2024

Following the Transportation & Mobility Workshop on January 20th, an online mapping tool and online survey was deployed to gather input from those unable to attend the workshop, or for participants who had additional ideas to share.

The online mapping tool provided an opportunity for visitors to engage with the same materials shared at the in-person workshops by hosting a worksheet that showed the Overall Transportation & Mobility Network. Visitors were prompted to review the linked background information, including the staff presentation and workshop display panels, before beginning the engagement.

Visitors could navigate between the mapping exercise and the online survey using the sidebar tabs. The map tool offered an introductory explanation of the exercise, along with a set of instructions on how to participate. Visitors could comment on the map by dragging a comment marker onto the relevant areas of the Overall Network Map worksheet. All visitors were able to up- or down-vote comments left by others on the worksheet.

The online survey tab opened into a 12-question survey asking about the overall transportation and mobility network, public transit, Corridor and streetscape design, and intersection design.

### Comment Markers & Questions



#### Something I Like

Things I like about the Overall Transportation & Mobility Network



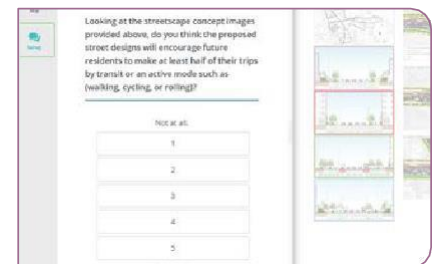
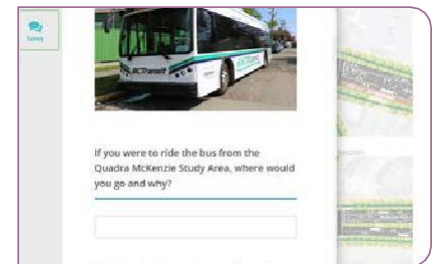
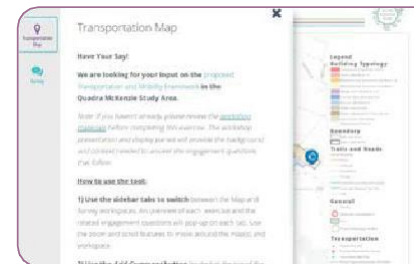
#### Ideas or Suggestions

Ideas or Suggestions to improve the Overall Transportation & Mobility Network



#### Make a Comment

General Comments on the Overall Transportation & Mobility Network



Screenshots of the Transportation & Mobility Online Mapping and Survey Tools

## Wrap-up Online Webinars February 7, 2024 - 12:00 and 6:30pm

Two identical 90-minute online webinars were held on Wednesday, February 7th, 2024, as a conclusion to the Concept Development engagement phase.

The webinars, held via Zoom, began with a staff presentation that offered an overview of the engagement completed during this phase of work, a high-level report back on what we heard, potential refinements to the land use framework, building typologies, and transportation and mobility network, and an overview of the next steps in the QMS process.

As in the introductory webinars, there were several interactive polls interspersed throughout the presentation, intended to keep participants engaged and to gather high-level feedback on the process to date and the material presented.

Following the presentation, District staff answered questions during a 30-minute moderated Q&A session. The webinar sessions were recorded and shared on the District website for those unable to attend the event.

## Land Use & Housing Online Engagement February 13 - February 28, 2024

Following the Land Use & Housing Focus Areas Workshop on January 27th and the Wrap-Up Webinars on February 7th, an online survey was deployed to gather input from those unable to attend the sessions, or for event participants who had additional ideas to share.

The online survey link opened into a 16-question survey exploring the three topic areas that were the focus of the in-person workshop:

- Quadra North
- Corridor Hubs
- Development near Parks, Open Spaces, & Trails





**QMS Project Goals**

- Land Use  
Improve Corridor, County and Village growth management  
Elements, build common goals and coordinate  
communities.
- Transportation & Mobility  
Re-design Malaga Avenue and County Center Corridor  
Streets and enhance the active transportation network.

Home	Guests
fouls	perpetrated
won	game
	won



## 3.0 WHAT WE HEARD

### 3.1 Introduction

This section summarizes the input and feedback gathered at the four topic-based workshops, two online webinars, and through the four online engagement opportunities offered during this phase of the QMS process.

The feedback, ideas, and input shared by the public during this phase will help our team refine the Land Use Framework, Building Typologies, and Transportation Network, providing important insight and direction as we develop the DRAFT Quadra McKenzie Plan. This ensures that the Plan meaningfully reflects the aspirations, priorities, and concerns of the community.

The following is a summary of the overarching themes and frequent comments that we received through all engagement activities held during this phase. What we heard has been categorized into the main topic areas covered in this phase of the QMS process.

### 3.2 Methodology

#### In-Person Workshop Input

Information gathered during the in-person workshops was transcribed from the table worksheets and post-it notes, reviewed, coded, and synthesized. The coding process involved quantifying the (qualitative) input by assigning one or more themes to each response. For this project, responses were coded using the project goals, community sentiment and land use and transportation categories as structuring elements.

Where possible, location-specific comments were recorded and synthesized on a study area map to ensure that place-based input was captured and considered during the analysis phase.

#### Online Engagement Input

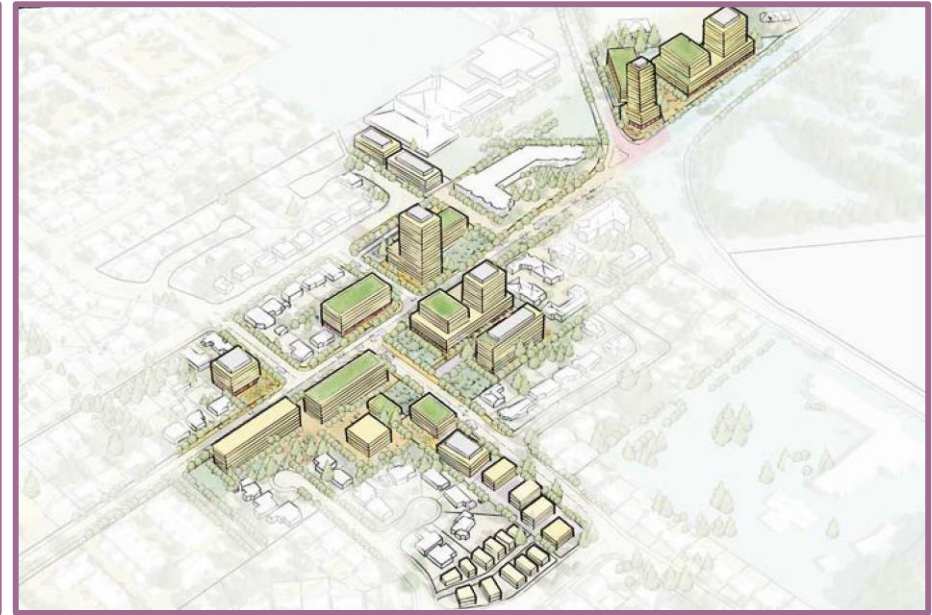
Qualitative information gathered through the online engagement tools was exported, reviewed, coded, and analyzed - using the project goals, community sentiment and land use and transportation categories as structuring elements.

Quantitative information was reviewed, synthesized and has been presented in graphic form.

Comments made on the online maps were recorded and synthesized on a study area map to ensure that place-based input was considered during the analysis phase.



Sketch showing potential built-form in Quadra McKenzie Centre.



Sketch showing potential UVic Sub-Area development.



Facilitated table discussion on the McKenzie Corridor - University and Braefoot Sub-Areas.



## 3.3 McKenzie Corridor - Land Use & Housing

### In-Person Workshop

The feedback provided at the in-person workshop reflected a range of perspectives on the potential land use changes proposed along the McKenzie Corridor. General themes included the desire to prioritize the protection of local environmental assets, ensuring localized, context-specific approaches to design and amenity provision, and concentrating growth and density in the Centres, taking a slower, more cautious approach along the Corridors and in the Neighbourhood Homes areas.

#### Overall Land Use Framework - McKenzie Corridor

**Land Use:** There was overall acknowledgment that increasing density in the Centres, and along Corridors, could help reduce development pressure on low-density residential neighbourhoods and natural and environmentally sensitive areas. Protection of these environmental assets, including bird habitat, Garry Oak ecosystems, and local watersheds are of paramount importance to workshop participants.

**Building Typologies:** Most workshop participants supported the proposed intensification in the Centre and Centre Core areas in the Gordon Head, University Centre and Quadra-McKenzie Centre sub-areas. In fact, many felt that the Quadra-McKenzie Centre and Gordon Head sub-areas could support buildings taller than what was proposed in the preliminary land use framework, especially if appropriate infrastructure and community amenities were in place. These included improved public transit and active transportation routes, new local-serving parks, open spaces, shops, services and community facilities.

**Corridor Hubs:** When asked about the proposed Corridor Hubs, participants wanted to see a range of tailored, local-serving amenities, including community centers, health and wellness services, cafes, pubs, restaurants, and specialty food shops, catering to the unique needs of each surrounding community. Participants also expressed support for more density around the Hubs to help support their viability and to help create vibrant, walkable, neighbourhood destinations. Additionally, there was a call to explore adding additional Hubs at McKenzie and Cedar Hill X Road and at McKenzie and Douglas, as well as to explore 'Micro-Hub' opportunities deeper into the surrounding residential neighbourhoods.

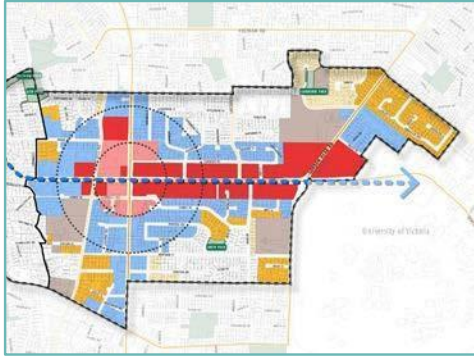
Concerns related to increased traffic, parking issues, and pressures on existing infrastructure such as schools, emergency services, sewer, and water were raised - leading to the suggestion of prioritizing the improvement of existing Hubs before creating new ones.

#### Quadra-McKenzie Centre & McKenzie West Sub-Areas

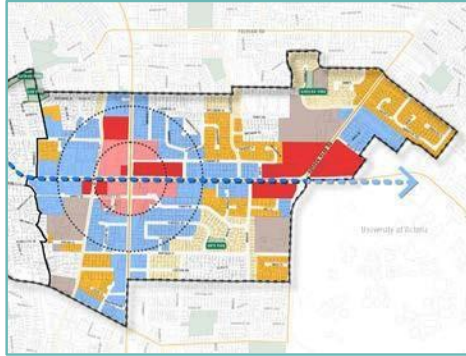
**Land Use & Building Typologies:** There was overwhelming support for the Center Core designation for Quadra-McKenzie Centre, with a desire to see this area become the 'Primary Centre' of the District. There was also strong support for taller buildings, up to 24-storeys - with a focus on high-quality urban design, placemaking, and connectivity.

Participants shared the desire to see a mix of building heights, scales, and orientations in the Centre Core to provide for a high-quality public realm - including

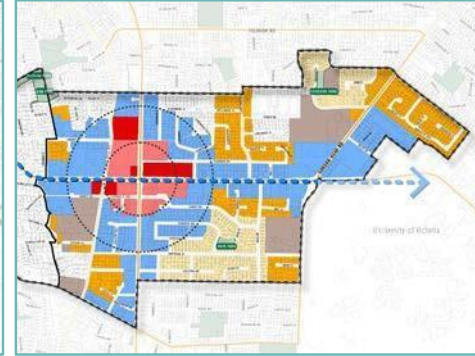
Scenario A



Scenario B



Scenario C



the provision of mixed-use development along trails, ensuring active commercial and community uses at-grade, and prioritizing greenspace, plazas, and other public spaces to help balance new development with social infrastructure and environmental conservation.

*Transportation & Mobility:* Rethinking parking, including implementing parking maximums near transit, was suggested as a way to support the higher-density residential development in the Quadra-McKenzie Centre. Concerns were also shared about potential traffic impacts on nearby residential neighbourhoods, pedestrian and cyclist safety, and inadequate transit service in the area to serve this potential growth.

#### UVic, University Centre & Braefoot Sub-Areas

*Land Use:* There was strong support expressed for higher-density development adjacent to the UVic campus - with a focus on the provision of additional student housing, new amenities, green spaces, and transportation infrastructure improvements that would help improve area livability, walkability, and affordability. Participants also wanted to see closer coordination between the District and the University of Victoria around aligning development priorities and implementation plans.

*Transportation & Mobility:* There was strong support for enhancing connectivity between the UVic Campus and the broader study area through new or enhanced sustainable transportation options, including safer cycling facilities, more frequent transit service options (including light rail), and enhanced streetscapes and multi-modal pathways - with a focus on accessibility, user safety and walkability. In particular, the intersection at Shelbourne and McKenzie was identified as needing significant improvements to enhance safety for all road users.

*Scenarios:* Participants were shown three proposed land-use scenarios for the University Centre Sub-area. Scenario A, proposing higher-density development along the entire Corridor, garnered support from students and housing advocates. However, concerns were raised about traffic impacts and suboptimal urban design implications. Scenario B was more widely supported by participants due to its more “balanced approach” - with two distinct high-density areas connected by mid-rise Corridor uses. Scenario C, with a maximum height of 6-storeys from the UVic campus to Shelbourne, lacked general support during the workshop with participants sharing a desire to see higher-density development at Gordon Head Road and McKenzie Avenue.

## Online Engagement - McKenzie Corridor Mapping

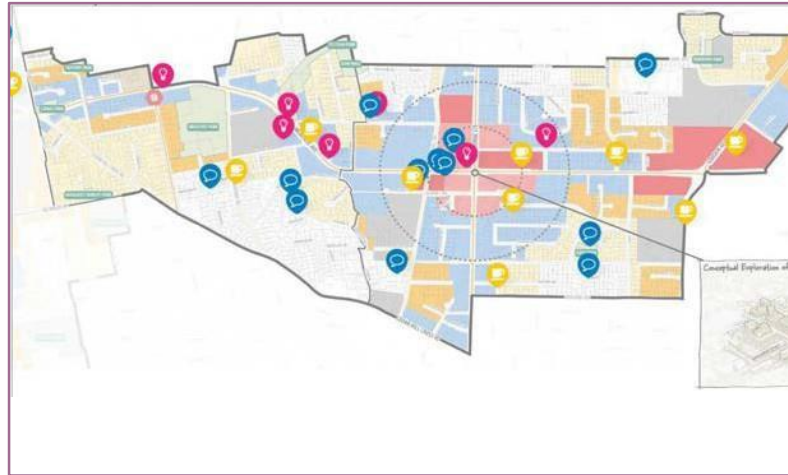
The comments through the online mapping tool emphasized the need to plan holistically, recognizing the integral relationship between land use, transportation and high-quality public space. Respondents were generally supportive of the proposed density increases, if supportive infrastructure (social, physical, and mobility), amenities and greenspaces were provided.



### Quadra-McKenzie Centre (QMC) Sub-Area

Respondents highlighted the significance of the Lochside Regional Trail as a pivotal Corridor, not just for active transportation, but also for promoting mixed-use development, integrating greenspace, and establishing 'sticky places' along these routes, fostering a more integrated, inviting, and accessible urban environment.

Concerns were raised about traffic and parking impacts of new development as well as the potentially suboptimal public realm experience in a high-density Centre split into 4-quadrants by two large arterial streets.

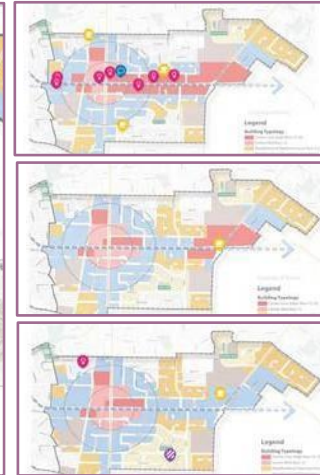


### University Centre & Braefoot Sub-Areas

Online feedback emphasized the importance of providing local-serving amenities such as corner stores, pubs, grocery stores, and cafes along the proposed Corridors and in Hubs, as well as extending some into the surrounding residential neighborhoods.

There was support for increased residential density along the McKenzie Corridor, with a particular interest in seeing townhouse development allowed in all Neighbourhood Homes areas.

There was also a clearly expressed desire for dedicated transit and active transportation infrastructure and a shared goal of reducing car dependency by establishing safe connections between residential areas and Hubs.



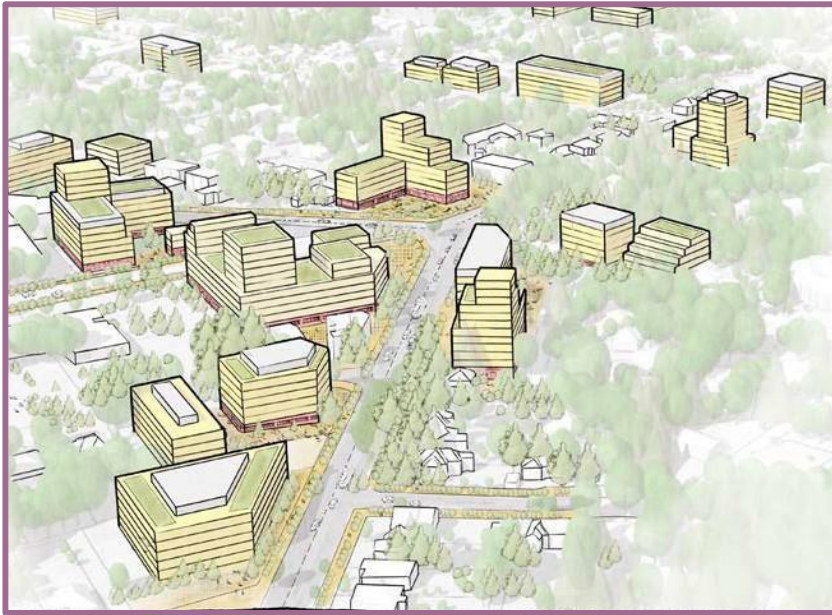
### UVic Sub-Area Scenario Concepts

Feedback on the UVic Scenario Concepts expressed support for more amenities in the UVic sub-area and emphasized the importance of ensuring connectivity of the area to local neighbourhoods via safe active transportation routes.

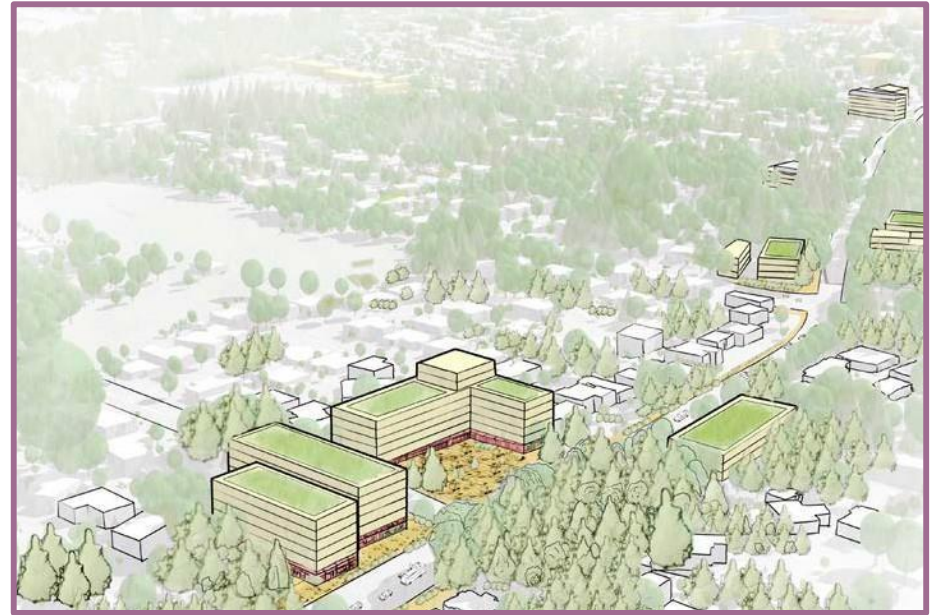
There was general support for higher-density development along McKenzie, but the absence of parks and green space in all of the concept options was identified as a significant concern.

Questions regarding development funding sources, timing, and the provision of physical and community infrastructure were posed - highlighting broader concerns about plan implementation.





Sketch showing potential development in Quadra South/4-Corners Village.



Sketch showing potential development in Quadra North.



Facilitated table discussion on the proposed Quadra Corridor Land Use Framework.

## 3.4 Quadra Corridor - Land Use & Housing

### In-Person Workshop

The comments provided at the in-person workshop reflected a range of perspectives on the potential land use changes proposed along the Quadra Corridor. General themes included overwhelming support for enhanced public realm and streetscapes along the entire Quadra Corridor, prioritizing active transportation, tree canopy preservation, and safety improvements for all road users; providing neighbourhood-specific, locally-serving retail, service and community amenities; and ensuring high-quality built form that responds to the unique character of the area and its surrounding neighbourhoods.

#### Topic 1: Quadra North

*Proposed Land Use Framework:* There was general support for increasing density along the entire Corridor, “turning the orange into blue”- particularly if done in way that proactively protected the tree canopy. Suggestions included requiring significant setbacks to protect existing tree canopy and greenspace, and “increasing allowable FSR in exchange for on-site tree protection.” Along with intensification along the Corridor, many respondents wanted to see a commitment to the provision of safe, green, accessible, and animated streetscapes, including active uses at-grade, new and enhanced pedestrian crossings, and improved active transportation infrastructure, making Quadra North a more attractive place to walk, cycle, and visit.

Many comments also supported the idea of increasing density around parks - offering Rutledge Park as a local example of an appropriate scale (and transition) of development adjacent to parks.

*Corridor Hubs:* Most respondents were satisfied with the proposed Hub locations - though some questioned the viability of the proposed Hub at Chatterton given its current car-centric design, lack of walkability, and proximity to the Pat Bay Highway.

Other comments suggested adding an additional Hub, or moving the proposed Beckwith Hub further south to Ambassador or down to Nicholson - which some respondents feel is already serving as a de-facto Hub. Many respondents wanted to see Hubs pulled in towards neighbourhoods, including around parks, “opening the park to more people, with coffee shops, indoor meeting places, and gathering places.”

Participants envision Hubs as walkable and connected “Mini-Centres”, with easy access to surrounding neighbourhoods, parks and community facilities. Hub visitors should be able to “get a few things done” such as visiting a cafe, pub, bank, grocer, healthcare practitioner, or salon close to home.

*15-Minute Community:* Overwhelmingly, respondents wanted to see diversity. A diversity of shops and services - “more than just coffee shops and Thrifty’s”; a diversity of housing types - from townhouses to 6-storey mixed-use buildings - with a focus on affordability, realistic unit sizes, and more rental housing options; a diversity of gathering places, greenspaces, plazas, and parks; and a diversity of mobility options, prioritizing connections between different uses and enhancing pedestrian, cycling, and transit infrastructure.



## Topic 2: Quadra-McKenzie Centre

*Proposed Land Use Framework:* There was considerable support for the proposed Center Core land use designation in Quadra-McKenzie Centre, with many seeing it as a “natural place for concentrated growth” and as “an opportunity to do something great.” Many wanted to see the large parcels of developable land in the Centre consolidated, and/or considered in a more holistic way, ensuring high-quality design, thoughtful interfaces, and a more coordinated planning and urban design approach. Participants also supported enhancing the Lochside Trail by separating cyclists and pedestrians, and allowing for plazas, residential, retail, and urban agriculture uses along the trail.

*Improvements to Support Growth:* Participants felt that more parks, greenspaces, and gathering places are needed to support the increased density and population growth expected in the area. People also felt that in order for QMC to be successful, significant improvements to the transportation network were needed. This includes prioritizing the creation of new sidewalks, safe pedestrian crossings, protected bike lanes, and enhanced transit infrastructure,

*Transitions, Typologies and Amenities:* Participants wanted to see high-quality urban design that is considerate of the surrounding context - offering appropriate setbacks and step-backs from parks, plazas, trails, and adjacent buildings. Several participants suggested that new development should face the public realm, and not “turn its back on the community.”

Types of local amenities desired by participants in the QMC included parks, community and recreational facilities, student housing, hotels, restaurants, pubs, health and wellness services, grocery stores, and a

transit exchange.

## Topic 3: Quadra South & 4-Corners Village

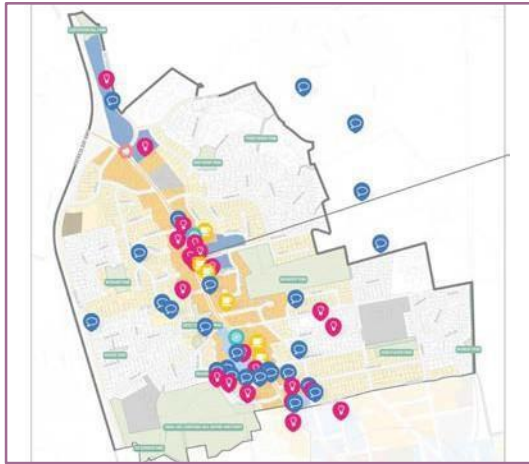
*Proposed Land Use Framework:* There was a mix of “excitement and apprehension” around the proposed land use framework for Quadra South, with many differing opinions shared around the proposed heights in the proposed Village area and along the Quadra Corridor. Many comments expressed a greater level of comfort with 6-8-storey heights in the Village Core rather than the proposed 11 - and using the unique topography in the Sub-Area to inform building heights and to help with appropriate transitions into surrounding neighbourhoods.

*Improvements to Support Growth:* In order to support population growth and proposed density, new and enhanced parks, greenspaces, and natural areas will be required. Enhanced walking, cycling and transit connections from Hub and Village areas into the surrounding neighbourhoods will be integral to the success of the Plan.

*Transitions, Typologies and Amenities:* Participants want to see mixed-use buildings with active uses at-grade along the Quadra South Corridor to help animate the streetscape. A diversity of housing types and tenures is also desired, with a focus on affordable and family-oriented housing (e.g. 3-bedroom units). There is a strong desire to maintain the existing character of the area by protecting the Garry Oak ecosystem, by supporting local businesses, and by enhancing cultural and artistic programs and amenities. Additional local-serving amenities suggested including, a library, pubs, cafes, a liquor store, childcare facilities, housing and services for older adults, places to gather without spending money, and health and wellness services.

## Online Engagement - Quadra Corridor Mapping

Comments provided through the online mapping tool expressed a strong desire for streetscape improvements along the entirety of Quadra Street, to enhance the public realm and to reduce traffic and road safety issues. Most were open to increased density along the Corridor if it came with much needed local amenities and the proactive protection of the existing tree canopy and natural areas.



### Quadra North

Comments were strongly in favour of major streetscape improvements along Quadra to improve safety for all road users. There was general support for increased density along the Quadra North Corridor and allowing for mixed-use development with much needed local-serving amenities, as long as it didn't come at the expense of existing tree canopy, natural areas, or wildlife habitat. Many also wanted to see a larger 'protective buffer' around the Nature Sanctuary,

Additionally, there was agreement among respondents that any increase in density should be accompanied by proactive infrastructure planning, including provisions for new schools, parks, and transit options to support the growing population.



### Quadra-McKenzie Centre (QMC)

There was a strong desire to see significant streetscape improvements along Quadra (south of McKenzie) including the provision of continuous sidewalks in residential areas, improvements to existing plazas and trails, and adding active uses at-grade along Corridors - all helping to enhance safety, and to encourage connectivity between destinations in and around the Centre and beyond.

Respondents were generally supportive of the proposed building heights in the QMC, but shared concerns about the core being "cut into quadrants" by the busy arterials. Many were also concerned about the lack of parks, greenspace and trees shown on the preliminary land use framework map.



### Quadra South: 4-Corners Village

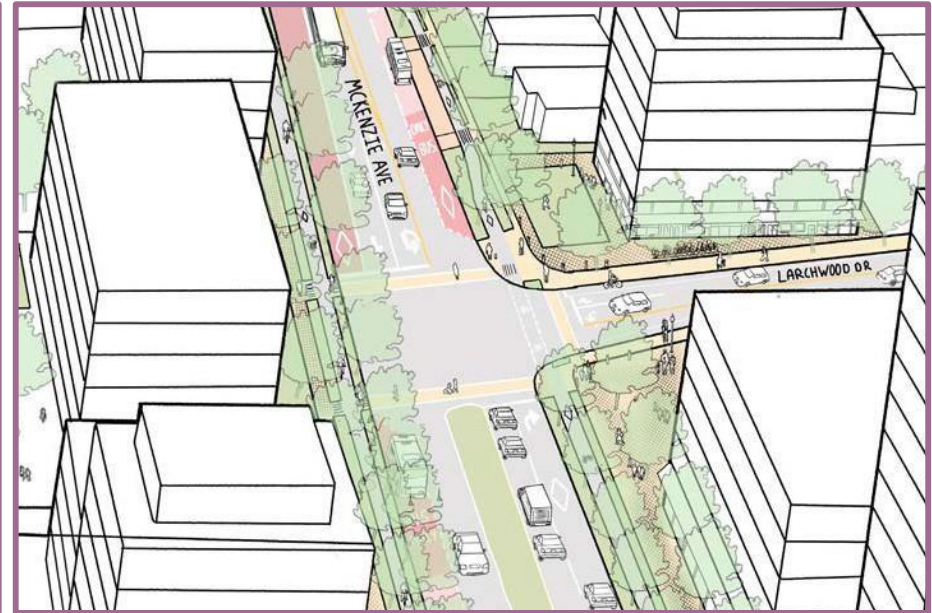
Respondents wanted to see a broader range of amenities and small businesses in the 4-Corners Village area, giving Quadra Village as a precedent. There was also support for extending mixed-use development up Quadra to Tattersall and improving the streetscape safety along the Corridor - with improved lighting, new pedestrian crossings, and protected bike-lanes.

Comments also emphasized the importance of improving connectivity to and within the Quadra South neighborhoods - with several suggesting cut-throughs that connect neighborhoods to parks, community centers, services and amenities, as well as to the Lochside Trail and other active transportation routes.





Illustrative sketch showing proposed improvements to the 4-Corners Village Intersection (Quadra & Tattersall).



Illustrative sketch showing proposed McKenzie Corridor Streetscape (between Fleet and Larchwood).



Facilitated table discussion on proposed Corridor Streetscape Improvements.

## 3.5 Transportation & Mobility

### In-Person Workshop

Workshop participants were generally in support of the proposed Transportation & Mobility Network. Key themes that surfaced during the session included strong support for:

- Improvements to active transportation infrastructure - with a focus on pedestrian and cyclist safety;
- The prioritization of public transit along major routes by providing dedicated bus lanes and more frequent transit service; and
- Continued (thoughtful) integration of land use and transportation planning.

#### Topic 1: Overall Transportation & Mobility Network

Workshop participants were generally in support of the proposed transportation and mobility network, but wondered if it “goes far enough to meet the future needs of the community (in 20-30 years).” Participants also believe that transportation, land use and climate are inherently linked, and that the District needs to find a “balance between housing delivery and transit infrastructure delivery in order to meet its climate targets.”

When asked *what would encourage them to make more multi-modal trips*, workshop participants overwhelmingly identified active transportation infrastructure improvements and more frequent (and accessible) transit service as key factors in encouraging multi-modal trips.

Specific suggestions included protected bike lanes, separated cycling and pedestrian paths, secure bike storage facilities (in residential buildings, at destinations, and at key transit transfer points), safer pedestrian crossings, enhanced service along all transit routes including the provision of RapidBus, consistent and easy to understand fare structuring, more direct bus service to desired destinations, and more accessible and convenient transit service - including buses with adequate provisions for passengers traveling with mobility devices, small children, luggage, dogs, and bikes.

Many participants shared that needing to transfer buses during a trip is a major deterrent to choosing transit over other modes of transportation stating, “a transfer is like a dice roll” and “a transfer would make me want to drive my own car.”

#### Topic 2: Proposed Corridor Design - Complete Streets

Participants expressed appreciation for the proposed streetscape designs feeling that they provided adequate space for each of the user groups - minimizing potential conflicts, increasing a feeling of safety, and enhancing the public realm/pedestrian experience.

There was also support expressed for intensification along the Corridors, and using the increased density to preserve green space, and making the sidewalks more animated and inviting, attracting visitors to the local shops, services and amenities. There was support for dedicated cycling facilities including wider separated bike lanes able to accommodate e-bikes and scooters, while minimizing points of conflict between cyclists, vehicles, and pedestrians.



Concerns about potential impacts on delivery vehicles and those driving private vehicles because of accessibility, work and family needs, underscored the importance of incorporating loading zones, accessible parking, and car share facilities in the Plan.

Participants offered many ideas about the streetscape design improvements needed to encourage more transit and active transportation use along Corridors. These included infrastructure improvements such as the addition of dedicated bus and LRT lanes, traffic signal and crossing improvements, provision of separated bike lanes, and wider, more accessible and inviting sidewalks.

These vibrant areas, complete with local-serving amenities, welcoming places to gather, safe and accessible mobility options, and an inviting public realm would encourage people to visit, to spend time, to spend money, and to travel to and from via walking, cycling, or public transit.

### **Topic 3: Proposed Intersection Design - Complete Streets**

Feedback from participants reflected general support for the proposed changes to the Quadra, Cook and Cloverdale (4-Corners) intersection. Many were in favour of the protected bike lanes, dedicated transit lanes, new alignment of the street network, and the attention given to pedestrian safety. Several participants suggested that the intersection may benefit from a 'scramble' type pedestrian crossing, as well as additional 'lead time' given to cyclists and pedestrians in the traffic signal cycle.

Some concerns were raised regarding potential traffic congestion, signal clarity, and impacts on local businesses due to the loss of driveway access along Quadra Street. Several questions were raised about the implementation and maintenance costs associated with the proposed improvements, particularly in relation to the scale of investment required, additional land needed for road realignment, and the potential disruption to vehicle traffic during construction.

When asked about the other proposed intersection design changes, participants shared concerns about the ability of the proposed designs to accommodate future transportation demands, and the need to look into alternative traffic management strategies such as slip lanes, advance green signals, and roundabouts to help optimize intersection efficiency, safety, and accessibility.

Despite these concerns, there was broad acknowledgment of the benefits of the proposed designs being shown, with comments highlighting improvements in safety, connectivity, and overall intersection functionality for all road users as key areas of support.

During the workshop, there were also calls for more comprehensive and collaborative planning both within the District and its different departments and with neighbouring jurisdictions and relevant agencies to ensure proper integration with surrounding road and transit networks, as well as land use directions that will have sustainability and growth implications throughout the region.

## Online Engagement - Transportation & Mobility Mapping & Survey



### Online Mapping

Comments provided on the Transportation & Mobility Map expressed general support for the proposed Plan, particularly the proposed pedestrian crossings along McKenzie and in Quadra South. Respondents also shared examples of transportation infrastructure from around the District that they would like to see replicated in the study area, including a “raised crosswalk on Torquay Dr that I would love to see where smaller streets meet Quadra and McKenzie” and more pedestrian cut-throughs similar to those found on the UVic Campus.

The suggested ‘ideas for improvement’ were largely concentrated in three areas: Quadra North (between Beckwith and Ambassador), along the Lochside Trail, and around McKenzie and Shelbourne. Suggestions for Quadra North were all safety related, and included new pedestrian-controlled crossings on Quadra, mitigating vehicle traffic near schools and parks, and slowing traffic down on Quadra and local side streets. Suggested Lochside Trail improvements included adding additional access points along the trail, including near Beckwith Park, and improving the crossings where the trail intersects with major roads. Other comments highlighted the need for safer, more

continuous sidewalks throughout the study area - as well as ways to slow traffic down in and around residential areas, parks and natural areas.

### Online Survey

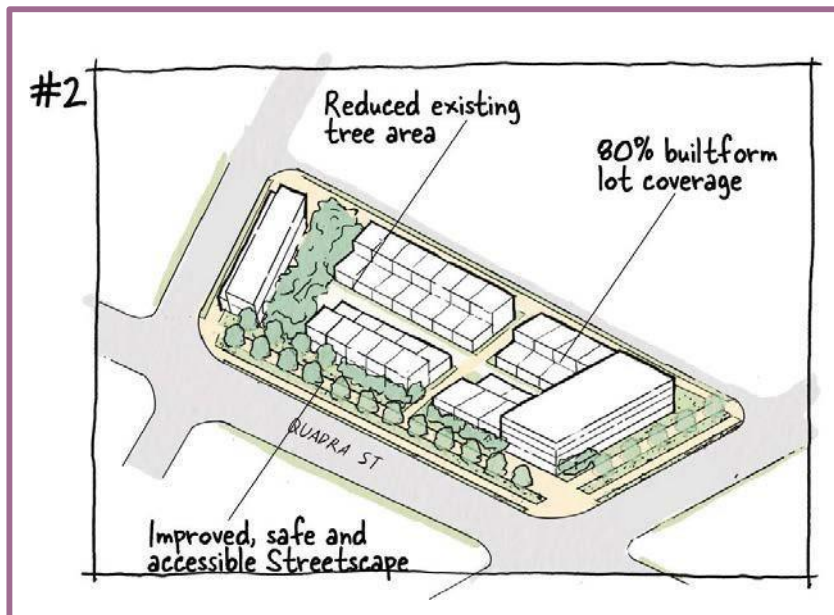
*Overall Plan:* The majority of survey respondents felt that the proposed Transportation & Mobility Plan would help the District meet its transportation and climate objectives - with the Plan being described as “a massive improvement for walking, cycling, and public transit users.”

*Public Transit:* When asked where respondents would want to travel to by bus from the Study Area, the most popular destinations were: Downtown, UVic, Swartz Bay, Uptown, and the Airport - with most respondents open to transferring buses during their journey, as long as the transfer was quick, safe, and weather protected.

*Street Design:* The majority of respondents felt the proposed street designs would encourage future residents to make at least 50% of trips by transit or an active mode, thanks to the focus on pedestrian and cyclist safety and the provision of dedicated transit lanes. Respondents see climate/weather protection, from both sun and rain, through building design and tree canopy coverage, as the best way to encourage people to visit and spend more time along Corridors.

*Intersection Design:* The majority of respondents supported the proposed 4-Corners intersection design, and strongly agree that the proposed improvements will help the District meet its transportation and climate objectives. Additional comments included prioritizing transit infrastructure during phased implementation, adding more open space and landscaping at busy corners as a buffer from traffic, adding continuous bus lanes along Quadra, and ensuring bus stops are located closer to intersections/crossings and local destinations helping to improve rider safety and access to services and amenities.





Illustrative concepts showing the same density of development, with different lot coverage percentages, design approaches, and open space opportunities.



Facilitated table discussion on development around trails, parks, and open spaces.

## 3.6 Land Use & Housing Focus Areas

### In-Person Workshop

After the three in-person Corridor and Transportation & Mobility workshops, the project team identified three topic areas needing further exploration with the community: Quadra North, Corridor Hubs, and Development near Trails, Parks, & Open Spaces.

This 'deeper dive' workshop identified key land use and transportation priorities for Quadra North, including streetscape improvements to enhance pedestrian safety and the public realm experience, the provision of a range of housing, with a focus on housing affordability and diversity, the preservation of greenspace and trees, and the integration of local-serving amenities along the Corridor and into the surrounding neighbourhoods.

Key priorities related to Corridor Hubs, included the integration of Hubs from the Corridors into surrounding neighborhoods, using existing parks and open spaces as anchors or focal points to Hubs, and ensuring that the existing character of the area is represented in both the amenities offered and the design and experience of the place. Participants also overwhelmingly envisioned Hubs as places for connection, gathering, and community building.

Priorities related to development around trails, parks and open spaces included a focus on connectivity between parks, residential areas, and key area destinations, prioritizing built-form that encourages affordability, green development practices, and permeability, and enhanced local trail systems that promote both movement and placemaking opportunities.

### Topic 1: Quadra North

When asked what would like to see prioritized along the Quadra North Corridor, participants responded, in order, streetscape improvements focusing on safety and an enhanced pedestrian experience, including safe and accessible sidewalks, dedicated cycling infrastructure, and new pedestrian crossings; provision of housing - including a range of housing types, forms, and tenures, with a focus on affordable housing and student and family housing; preservation of existing trees and greenspaces, and the addition of new parks and open spaces; and the provision of local-serving amenities - with restaurants, shops, and services located along the Corridors - and community facilities, cafes, and health and wellness services located further into the neighbourhood around Beckwith Park.

Participants were then shown two concepts, each showing the same density of development but offering very different open space opportunities. Participants noted that they liked the green space and the variety of housing types offered in concept #2, but didn't like the interface/lack of step-backs along the side street or the overall site coverage.

In concept #3, participants preferred the larger amount of greenspace, the green roof on the mid-rise building, the step-back along the side street, and the potential for commercial uses at-grade. Many felt that concept #3 would be most appropriate in areas designated as Corridor Hubs, while concept #2 would be best suited along other segments of the Corridor.



## Topic 2: Corridor Hubs

Workshop participants were asked to share ideas about how the proposed Corridor Hubs could reflect the unique needs of the communities are in, and whether or not some Hubs should spread off of main Corridors, integrating into the surrounding neighbourhoods.

*Quadra/Chatterton Hub:* Some viewed the Chatterton Hub as a potential site for taller buildings due to its location, but questioned the areas overall redevelopment potential. It was also suggested that the Hub “may be a good location for satellite college campus”, fitness Centre, restaurants, and a coffee shop.

*Quadra/Beckwith Hub:* Many felt that the Beckwith Hub should wrap around from the Corridor into the neighbourhood, and be centered around Beckwith Park. By anchoring to the park, the Hub could leverage the existing park kiosk, use the park for art and farmer’s markets, and provide family-oriented amenities such as a community Centre, childcare, coffee shops, and a small grocery store.

*McKenzie/Braefoot Hub:* Most respondents want to see the Braefoot Hub focused on the south side of McKenzie, anchored by Braefoot Park and away from the ALR land. Amenity suggestions included small business and professional services, a coffee shop, a flower shop, gathering spaces that keep the ‘rural character’ of the area, and “smaller uses that inspire fun - no chains or big box stores here, please.”

*McKenzie/Saanich Hub:* Many felt that this Hub was redundant given its proximity to Quadra McKenzie Centre, and too close to Swan Lake to be a viable location for a Hub. Amenity suggestions included

community facilities such as a public library and a “recreation Hub/Centre - on the south side of McKenzie, near Saanich Road.”

*Quadra/Rock Hub:* Many participants had trouble envisioning Quadra and Rock as a viable Corridor Hub without significant transportation and public realm improvements. The main concerns included high traffic volumes and speeds, inadequate lighting, poor sight lines, and a need to better connect the area to the surrounding neighbourhoods. Local-serving amenities suggested for the Hub included mixed-use residential with a small-scale restaurant or cafe at-grade, outdoor gathering spaces, a stage for theatre or music, farmer’s markets, and the “ability to support tourism from downtown Victoria.”

When asked about the look, feel, and public realm experience offered at each Hub, participants overwhelmingly envisioned Hubs as places for connection, gathering, and community building. People feel Hubs should bring people together, offering safe and accessible spaces for people to sit, see the sun, and socialize without needing to spend money. There is a very strong desire to incorporate greenspace, trees and other natural features in the design, with many wanting to see existing parks and open spaces used as Hub anchors or focal points.

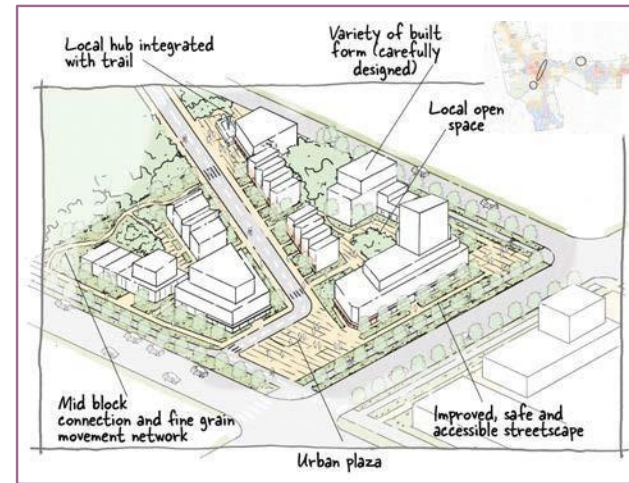
### Topic 3: Development Near Trails, Parks, & Open Spaces

Workshop topic 3 elicited a range of ideas and opinions on how the District should approach development near trails, parks, and open spaces in the study area.

When asked if the concepts (shown on the right) go far enough to ensure equitable access to existing parks and open spaces - most participants agreed that connectivity between parks, open spaces and the community is paramount - and that concepts offering pathways and cut-throughs were preferred.

There was significant concern expressed about increased building heights next to parks, with many preferring a more stepped transition/interface to minimize potential shadow impacts. Concerns were also raised about the cost of land near parks - and the subsequent impact on affordability (and equity). In response, participants wanted to see diverse and affordable housing types such as purpose built rental, family-, and co-op- housing be prioritized in areas adjacent to parks and open spaces.

Participants also wanted to see a commitment to green development near parks, with the incorporation of green roofs and walls, solar panels, shared greenspaces and courtyards, electric charging stations, promotion of on-site food production, urban agriculture and planting of indigenous species, the use of permeable surfaces, and on-site storm/waste water collection, in order to minimize impacts on adjacent parks and natural areas, their ecosystems, and wildlife habitats.

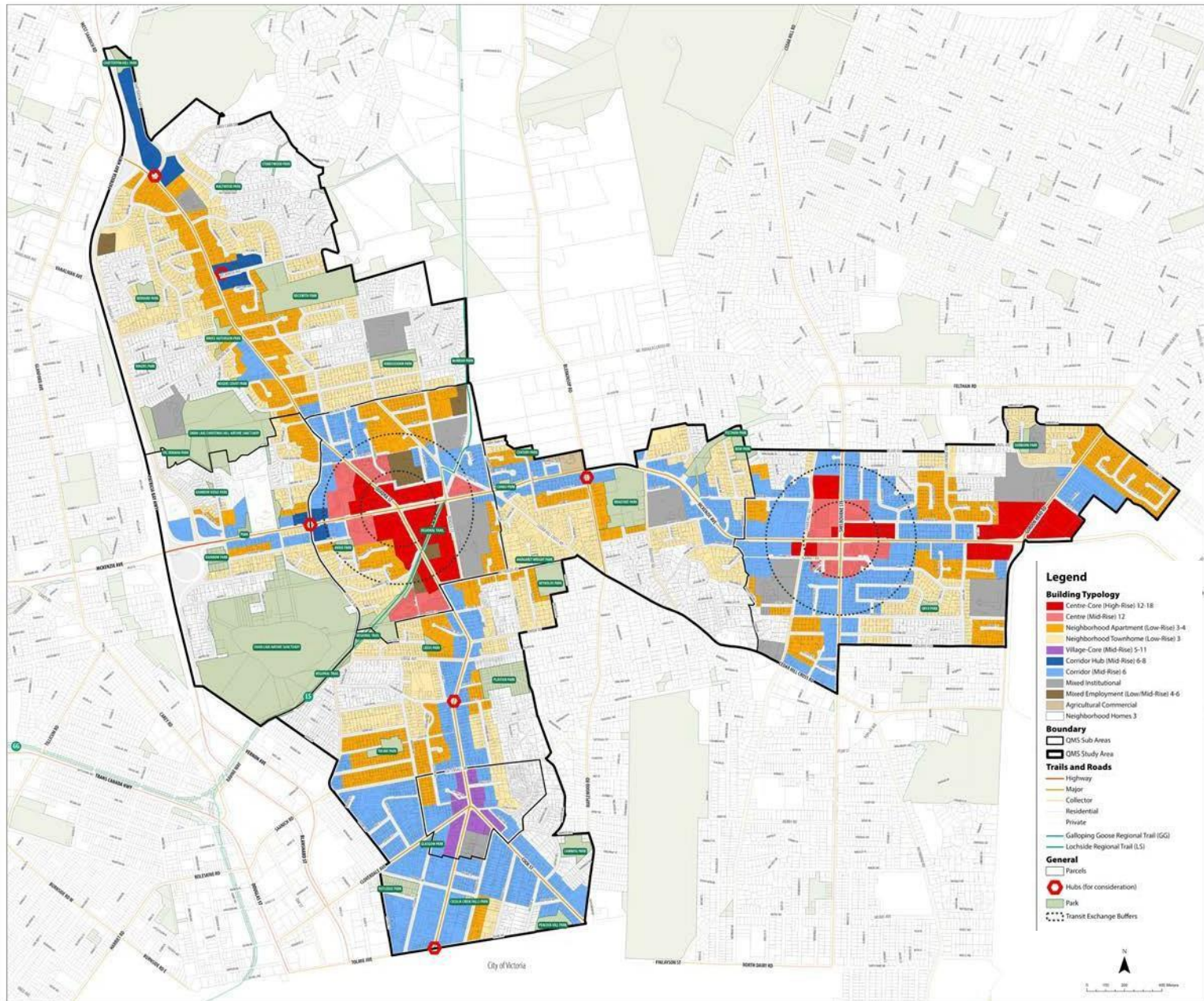


Sketch showing a conceptual approach to development along the Lochside Trail.

Many participants also felt that the QMS Plan offers a significant opportunity to improve the local trail system by separating walking and cycling lanes, allowing for development along the trails with retail and community amenities at-grade, and ensuring that the trail systems aren't just focused on movement, but also on placemaking - offering animated points of activity along the trail - like the High Line in New York City and the Arbutus Corridor in Vancouver.

### Online Engagement - Land Use & Housing Survey

Comments provided through the online survey tool highlighted the desire for each Hub to be unique, meeting the needs of the communities they serve. Respondents felt that Hubs should be connected by safe and accessible active and public transportation infrastructure, and offer amenities that build on existing uses, area character and local needs. Respondents also wanted to see Hubs wrapped into the surrounding neighbourhoods, offering a range of housing options - from mixed-use mid-rise along Corridors, to low-rise apartment and townhouse development in residential areas.





# 4.0 NEXT STEPS & TOPICS FOR CONSIDERATION

## 4.1 Next Steps

Based on the input gathered during the engagement activities outlined above, the engagement and design team anticipates the need for minor refinements (or additions) to the Preliminary Land Use Framework, Transportation & Mobility Plan, and the Project Goals and Directions as presented to the community. These refinements and additions will be completed by District staff during the development of the DRAFT Quadra McKenzie Plan. The DRAFT Quadra McKenzie Plan will be shared with the public for comment in Summer 2024.

















## 4.2 Overall Plan Considerations
















The following considerations highlight new directions and areas needing further refinement or exploration with District Staff or key stakeholders in order to meaningfully respond to feedback gathered during the public engagement process.

Considerations related to the overall Plan are as follows:

Considerations	Related Goal Areas
Expand the diversity of housing options in areas currently designated 'Neighbourhood Homes', by exploring the addition of low-rise housing (Townhouse and Neighbourhood Apartment) in certain areas, including along the south and east ends of Ambassador Park, along Cedar Hill X Road, and to the west of 4-Corners Village.	 
Prioritize the provision of delivery and loading zones, accessible parking spaces, and car share infrastructure, in order to ensure transportation equity across the study area.	
Explore opportunities for collaboration with the University of Victoria on initiatives related to housing, transportation, and recreation opportunities.	  
Maintain and reinforce the stability of low-rise neighbourhoods by prioritizing the protection of environmental features, ensuring localized, context-specific approaches to design and amenity provision, and concentrating growth and density in the Centres, Villages and along the Corridors.	 
Explore 'micro-Hub' opportunities deeper into the surrounding residential neighbourhoods - offering small, local-serving amenities such as corner stores and cafes.	
Develop a clear framework for Corridor and Neighbourhood Hubs that includes the integration of Hubs into surrounding neighborhoods, using existing parks, open spaces, or community facilities as anchors.	
Prioritize development near parks that encourages affordability, utilizes green building practices, protects existing parking, is sensitive to the surrounding contexts, and offers permeability and connection through the community.	 











## 4.3 McKenzie Corridor Considerations

Considerations related to the McKenzie Corridor are as follows:

Considerations	Related Goal Areas
Continued (thoughtful) integration of land use and transportation planning as demonstrated by promoting intensification along the Corridor - helping preserve greenspace, adding local-serving amenities, and enhancing the streetscape and transportation infrastructure along the Corridor.	 
Refine the University Sub-area land use framework to reflect the 'Scenario B' option of two high-density nodes anchoring a vibrant Corridor connection with the appropriate amount and mix of local-serving amenities including, cafes, retail, services, plazas, parks, and groceries.	   
Explore opportunities for collaboration with the University of Victoria on initiatives related to housing, transportation, and recreation in and adjacent to the study area.	  
Explore opportunities to increase density along Gordon Head Road, north of McKenzie, up to Feltham, with Corridor, Neighbourhood Apartment and Townhouse designations.	 
Exploring opportunities for intensification along Cedar Hill X Road, including allowing additional low- and mid-rise residential and mixed-use designations, providing additional parks, open spaces and public realm opportunities, and improving transportation and mobility in the area by exploring new east west connections from Quadra, and opportunities to collaborate with BC Transit on frequent transit service delivery	   













## 4.4 Quadra Corridor Considerations

Considerations related to the Quadra Corridor are as follows:

Considerations	Related Goal Areas
Explore opportunities to increase density along the entire Quadra North Corridor, while proactively protecting existing tree canopy and natural areas and improving safety.	 
Prioritize habitat conservation, protect environmentally sensitive areas, and preserve sensitive ecosystems by limiting development in or near Christmas Hill.	 
Explore creative and context-appropriate ways to add additional residential density in the 4-Corners Village area - including opportunities to use the unique topography in the area to inform building heights and to help with appropriate transitions into surrounding neighbourhoods.	 
Prioritize significant transportation and mobility improvements along the entire Quadra Corridor including, streetscape improvements focusing on safety and an enhanced pedestrian experience, dedicated cycling and transit infrastructure, safe and accessible sidewalks and crossings, secure bike storage facilities, and enhanced connections from Hub and Village areas into the surrounding neighbourhoods, parks, and trails.	 
Explore the opportunity to realign the 4-Corners intersection (Quadra/Cook/Cloverdale) to enhance safety, provide improved active transportation and transit infrastructure, increase connectivity, and provide a better public realm experience.	 

## 4.5 Quadra McKenzie Centre Considerations

Considerations related to the Quadra McKenzie Centre are as follows:

Considerations	Related Goal Areas
Explore opportunities to plan the Quadra McKenzie Centre in a more comprehensive and/or holistic way, ensuring high-quality public realm, thoughtful interfaces, and a more coordinated planning and urban design approach.	 
Prioritize the implementation of key physical and social infrastructure such as improved public transit and active transportation routes, new parks, plazas, and open spaces, and local-serving shops, services, and community facilities that are needed to support the new development and proposed growth in the QMC Centre Core area.	   
Explore innovative urban design and transportation planning solutions to help mitigate concerns that the proposed Centre Core area will feel disconnected or fragmented due to it being 'cut' into quadrants by two busy arterials.	  
Ensure that the Lochside Trail is designed for more than just movement by prioritizing placemaking opportunities such as separated walking and cycling paths, allowing for residential, commercial, plaza and urban agriculture uses along the trails - with retail and community facilities at-grade - offering animated points of activity along the trail.	  





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