

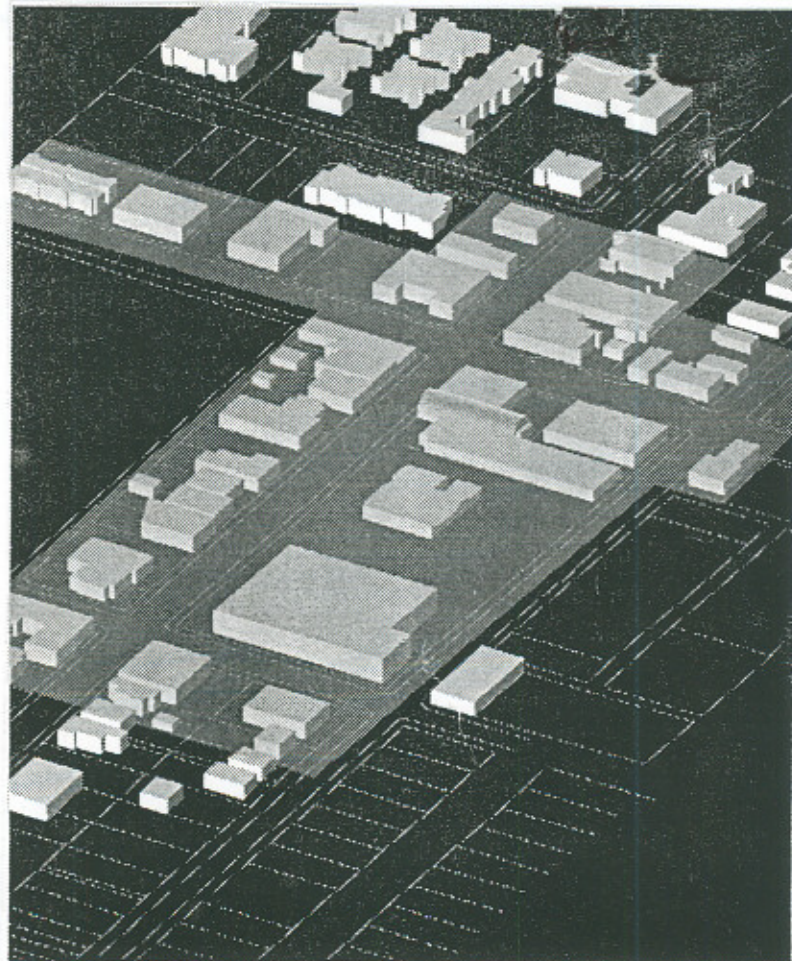


CITY PLANNING DIVISION OF THE
COMMUNITY DEVELOPMENT AND
LEISURE SERVICES DEPARTMENT
VICTORIA, BRITISH COLUMBIA

QUADRA VILLAGE

Part 3 Implementation Strategy

**A FULL STUDY REPORT, PREPARED BY URBAN
ASPECTS CONSULTING GROUP LETD. AND
CHRISTOPHER ROWE ARCHITECT INC. IS
AVAILABLE FROM THE CITY PLANNING DIVISION.**



MINUTES - VICTORIA CITY COUNCIL

MEETING OF THURSDAY, NOVEMBER 12, 1998, AT 7:30 P.M.

PLACE OF MEETING: Council Chambers, City Hall

PRESENT: Mayor Cross in the Chair and Councillors Coleman, Friedland, Holland, Hughes, Lunt, Madoff, McLean and Young

4. QUADRA VILLAGE STREETScape AND SAFETY PROJECT. It was moved by Councillor McLean, seconded by Councillor Hughes, that:

- a) City Council adopt the (Part 1) Quadra Village Design Guidelines and those for Special Circumstances, Special sites in the Quadra Village Design Guidelines Study Report (Pages 18 and 19), both dated January 27, 1998.
- b) City Council approve in principle the Quadra Village Design Guidelines Study Report, (Part 2) Quadra Village Zoning Regulations and (Part 3) Implementation Strategy, all dated January 27, 1998.
- c) City Council instruct staff to prepare amendments to the Official Community Plan to designate Quadra Village as a Revitalization Development Permit Area with boundaries that are extended to include the commercially zoned properties (C1-S) in the 2700 block of Quadra Street. Note: Map 1 in Appendix C of this report, showing the boundaries of the Development Permit Area as extended, replaces the map previously included in the Quadra Village Design Guidelines Study.
- d) The City Solicitor be instructed to prepare the necessary Zoning Bylaw amendments based on (Part 2) Quadra Village Zoning Regulations, for consideration at a public hearing.
- e) The public hearing for the O.C.P amendment to designate "Quadra Village" a Revitalization Development Permit Area be held at the same meeting of City Council as the Public Hearing for amendments to the Zoning Regulation Bylaw.
- f) Summary copies of the recommended design guidelines, zoning regulations and implementation strategy be sent to all affected property owners and they also be sent notification of the public hearings.
- g) The concept plan TG-146, titled "Quadra Street Revitalization – Village Concept" be approved, subject to further consultation with the Quadra Street Village Merchants Association and the Quadra/Hillside Neighbourhood Association.
- h) Staff include for consideration of Council \$242,000 in 1999 and \$284,000 in the 2000 capital budget as the City's financial contribution to the reconstruction of Quadra Street between Market Street and Empress Avenue and for streetscape beautification in "Quadra Village". The final cost figures and cost sharing arrangements will be established with more detailed planning for implementation in consultation with I.C.B.C., the property owners, businesses, and residents. Carried

Implementation Strategy

This study was commissioned by the City of Victoria to develop a sense of community identity for residents, users and businesses in the "Quadra Village" area by creating an urban village using design guidelines to shape the area's future.

The objectives of the project comprised three sets of recommendations on:

- Design Guidelines (Quadra Village Design Guidelines: Part I)
- A Set of Zoning Regulations (Quadra Village Design Guidelines: Part II)
- An Implementation Strategy (Quadra Village Design Guidelines: Part III)

A Quadra Village Design Guidelines Study Report containing background detail on all elements of the project is available at the City of Victoria Department of Community Development and Leisure Services.

A public consultation process involving the key stakeholders and incorporating their comments into the development of the recommendations was an integral part of the project. The project consultants would like to thank the property and business owners, as well as residents of the Quadra Village area who contributed energy and ideas to the development of the design guidelines and the recommendations on zoning and implementation.

Implementation Strategy - Making it Happen

OBJECTIVE AND RATIONALE

A major objective of the Quadra Village Design Guidelines is to encourage and stimulate the redevelopment of the Quadra Village commercial area consistent with the objectives set out in this report.

RECOMMENDATIONS

1. Following receipt of this report, City Staff forward the report to City Council for consideration and with recommendation that it be referred to the Advisory Design Panel, the A.P.T.C., and the Downtown Beautification Technical Committee for review.

2. The following actions should be considered:

- a) City Council instruct staff to prepare amendments to the zoning by-law, based on the report, to replace existing zoning designations for a public hearing (date to be determined) with notification of all affected property owners and the public.
- b) City Council instruct staff to prepare amendments to the Official Community Plan to designate Quadra Village as a Development Permit Area for a public hearing (date to be determined but concurrent with public hearing on zoning amendments) with notification of all affected property owners and the public. The boundaries of the Development Permit Area are indicated on

- Map 1.
- c) City Council adopt the draft Design Guidelines for Quadra Village in conjunction with the Development Permit Area designation.
- d) City Council instruct staff to identify a staff contact person for Quadra Village to ensure coordination and liaison with City Hall and with the local area (property and business owners, residents). City Council also consider establishing a working committee comprised of representatives of the major stakeholders that would meet twice a year, or as required and resources permit, to review and monitor the implementation of improvements in the Quadra Village Area. The City's Advisory Design Panel would continue to review building designs and proposals.
- e) City Council request staff to initiate discussions with the Quadra Village property owners to determine whether or not there is support for establishing a Designated Local Area to fund and implement social and physical programs, services, and infrastructure in the area.
- f) City Council include in its Capital Budget discussions for 1998 a sum of \$30,000 to initiate implementation of the Design Guidelines.
- g) City Council request the Police Department and Community Development and Leisure Services Department, in conjunction with area residents, commercial property and business owners, to review safety

and social issues and concerns in the Quadra Village area and, where possible, identify actions to be taken by the various stakeholders.

Economic Analysis of the Implementation Strategy

There is nothing in the recommendations that will increase levies or property taxes for business or property owners. Therefore the recommendations can be considered economically neutral from the point of view of tax incidence. If the recently formed business association continues to grow and develop, then a Business Improvement Area could form which would then impose a levy on the property owners in the area. Depending on market conditions this levy may, or may not, be forward shifted to the tenants.

The formation of a business owners' association will create greater marketing opportunities for all the businesses of the area. This will also create a vehicle to coordinate investment of private money into public spaces and to liaise with local residents. This association may grow to a Business Improvement Area over time and this would enhance the marketing opportunities for the district.

Quadra Village Development Permit Area

Urban design recommendations

