



Council Member Motion
For the Committee of the Whole Meeting of March 18th, 2021

To: Committee of the Whole **Date:** March 9th, 2021
From: Councillor Loveday and Mayor Helps
Subject: Continued Pedestrianization and Animation of Broad Street

Background

In spring 2020, the City created temporary public space initiatives to help local businesses respond to the COVID-19 pandemic. These initiatives, part of Build Back Victoria, have been extended through to October 2021. One of the most notable successes of Build Back Victoria has been the pedestrianization and activation of the 1000 block of Broad Street. In response to the great success of this pilot project, Council has received a petition from the majority of local businesses on Broad Street asking for the street to be permanently closed. (See attached.)

Infrastructure including lighting, benches, a planter, and a little free library have been added to Broad Street, adding vibrancy and a sense of place. These small interventions could be considered for long-term installation and added to and improved upon if the Broad Street closure were to be continued. Local businesses have stated a desire to participate in further placemaking efforts, including working with the DVBA to develop hyper-local branding for the street as has occurred on Lower Johnson (LoJo) and Fort Street (Fabulous Fort). By signaling council's support for ongoing pedestrianization of the 1000 Block of Broad Street, businesses will be given more security in their planning.

It is important for the City of Victoria to support local businesses through the economic challenges of COVID-19. Businesses on the 1000 block of Broad Street have requested a permanent pedestrianization of their block of Broad Street. It is recommended that Council direct staff to extend the pedestrianization of Broad Street through to the end of 2021 and include the ongoing pedestrianization of Broad Street as a 2022 action in the appropriate workplan, capital planning, and budget documents.

Staff will be bringing a report to Council in April as a report back from the Build Back Victoria consultation with businesses and other stakeholders and will be making recommendations for the program for 2021. We are keen to see that report and the recommendations that will flow from it; at the same time we want to proactively support the efforts of the Broad Street businesses as soon as possible so they can begin to plan for and invest in their 2021 season.

Recommendations

1. That Council direct staff to continue the pedestrianization of the 1000 block of Broad Street until the end of 2021 as part of the continuation of the Build Back Victoria program.
2. That Council direct staff to include the ongoing pedestrianization of Broad Street as a 2022 action item in the appropriate workplans, ensuring access to accessible parking, adequate loading zones, and continued time-limited access for deliveries to service local businesses.
3. That Council direct staff to include investments in animation and infrastructure of the 1000 block of Broad Street in future capital planning and budget discussions.

Respectfully submitted,



Councillor Loveday



Mayor Helps