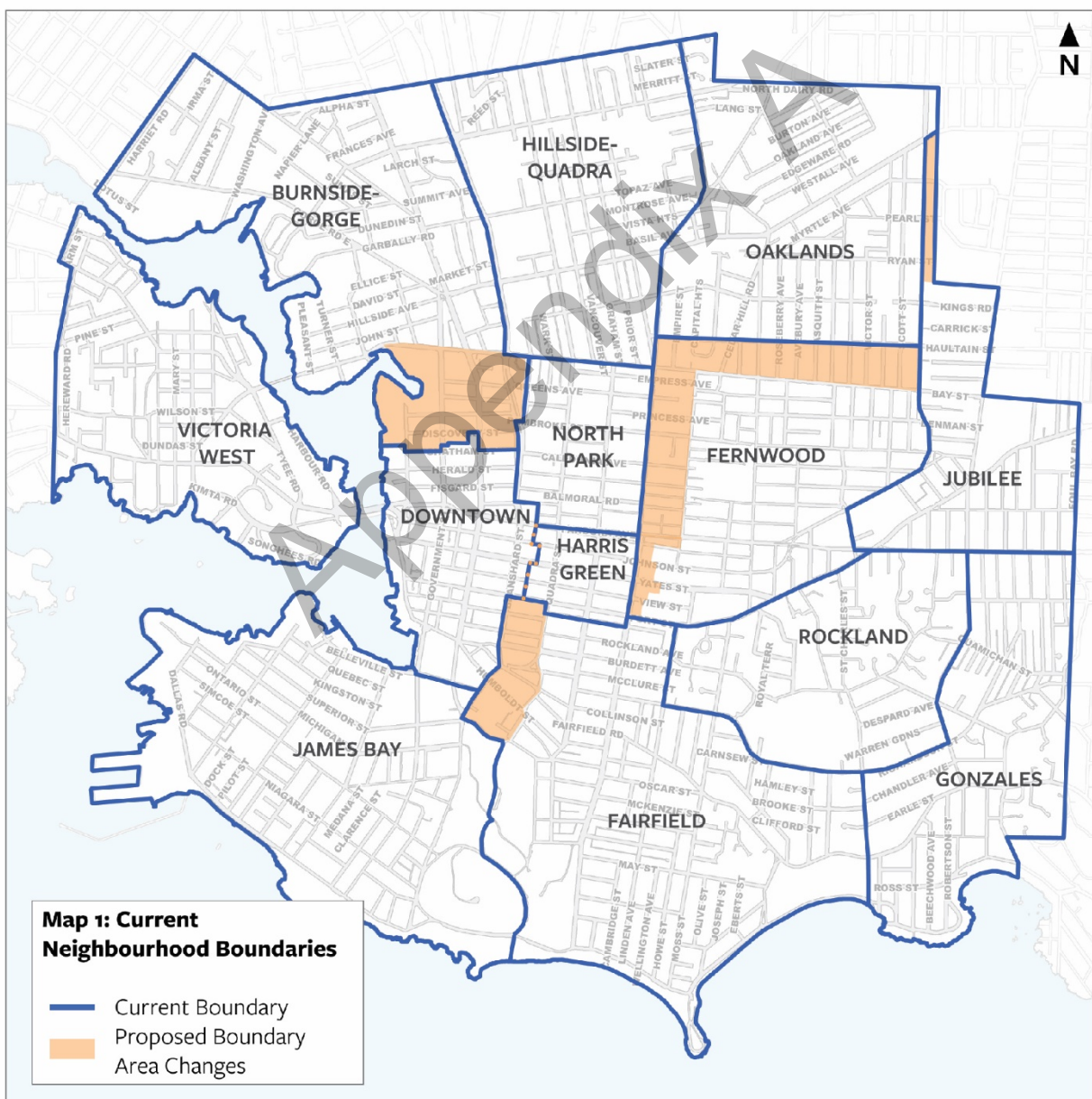


# Neighbourhood Boundaries

## Engagement Summary



# Contents

About the Project

Have Your Say (Survey Results)

Overview of Emails

Overview of Association Letters

Promotional Material

Appendix (comments, emails, letters)

Appendix A

# About the Project

## Executive Summary

Council directed staff to engage residents through their neighbourhood associations about the proposed neighbourhood boundary changes. Staff attended monthly neighbourhood association meetings and were able to:

- advise residents on the proposed changes,
- inform residents the opportunities to provide feedback,
- and responded to questions.

From May 10 to June 18, 2021, residents had the opportunity to participate in seven neighbourhood proposed boundary change surveys, one survey regarding land-use decision and one survey regarding a neighbourhood association merge. Residents from the following areas provided their feedback:

|                |                                   |
|----------------|-----------------------------------|
| Burnside Gorge | North & South Jubilee             |
| Downtown       | North Park                        |
| Fairfield      | Oaklands                          |
| Fernwood       | Rockland                          |
| Gonzales       | Victoria West                     |
| Harris Green   | Hillside-Quadra                   |
| James Bay      | People living outside of Victoria |

A total of 1053 people responded to the survey.

The survey results indicate that most of the survey questions received support. On a scale of strongly agree to strongly disagree, the following surveys had a stronger agree response:

- Fernwood/Oaklands Boundary
- Oaklands/Jubilee Boundary
- Fairfield/Downtown Boundary
- Downtown/Burnside Gorge Boundary
- Downtown/Harris Green Merge
- Jubilee Association Merge

On a scale of strongly agree to strongly disagree, the following surveys had a stronger disagree response:

- North Park/Fernwood Boundary
- Fernwood/Downtown/Harris Green Boundary

For the Fairfield, Gonzales and Rockland land-use decision survey, most respondents said council should recognize the Gonzales Neighbourhood Association and its land use committee as representative of the Gonzales neighbourhood.

Common feedback themes from survey comments, emails and letters indicate that residents do not understand the rationale for these changes. Majority of the written feedback came from those who opposed to the changes. Many feel the changes are unwarranted, a waste of time and a waste of resources. Many who are directly impacted (especially residents in Fernwood) expressed how disappointed and upset they would be if their neighbourhood changed because of how strongly connected they feel to it.

The feedback received provided essential insight into the opinions of residents. All feedback received was considered by the project team and helped create the staff report to Council for September 2021.

## Project Overview

In 2019, Council introduced an action to 'resolved anomalies in neighbourhood boundaries' in the Strong, Liveable Neighbourhoods section of the City's Strategic Plan.

On February 4, 2021 Council held a decision about current neighbourhood boundaries. Council made several observations including that:

- Reconciling geographic anomalies that may fit better in adjacent neighbourhood.
- There may be opportunities to better match boundaries with the neighbourhoods in which residents perceive themselves to be living (sense of place).
- Neighbourhood populations vary substantially and may present challenges for neighbourhood associations, e.g. too big for effective representation or too small to recruit volunteer support.
- Some village centres are divided between neighbourhoods.

With the above considerations, boundaries in Fernwood, Oaklands, Jubilee, North Park, Fairfield, Downtown and Burnside Gorge were discussed as possible areas for change (see maps in What We Asked section). Residents were also asked to provide feedback on other proposed changes such as neighbourhood land use review committee structures for Rockland, Fairfield and Gonzales, neighbourhood merging for Downtown and Harris Green, and merging the north and south Jubilee neighbourhood associations.

## Promoting the Opportunity to Participate

Opportunities for public participation were directly promoted through:

- The City's engagement platform ([engage.victoria.ca](https://engage.victoria.ca))
- Flyer mailout (to specific areas that would be directly impacted by the proposed changes)
- City of Victoria website (latest news and [victoria.ca/neighbourhoods](https://victoria.ca/neighbourhoods))
- City e-News (June 2021 edition)

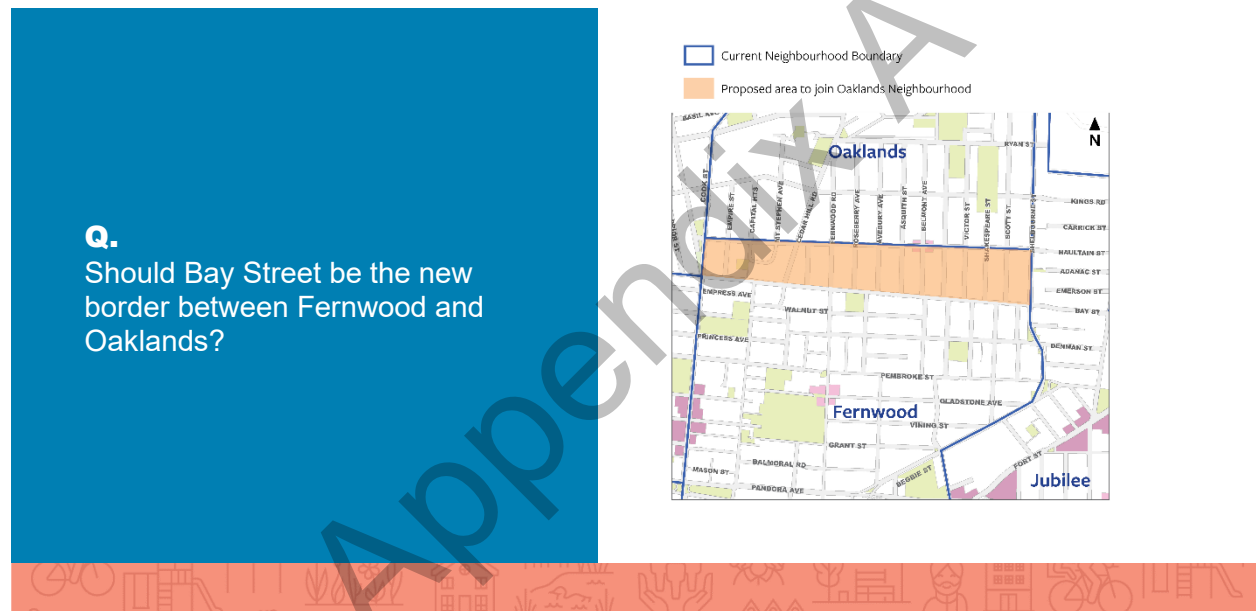
- Emails to all the neighbourhood associations which included survey information, and updates to process and timing.
- Neighbourhood Hotsheets
- Neighbourhood Association meetings
- Social media posts on Facebook, Instagram and Twitter
- Media release, media coverage and interviews promoting the opportunity for public input.

Examples of promotional and advertising materials are included later in the report.

## What We Asked

### Fernwood/Oaklands Boundary

2500 – blocks between Cook Street and Shelbourne Street, and Bay Street and Haultain Street.





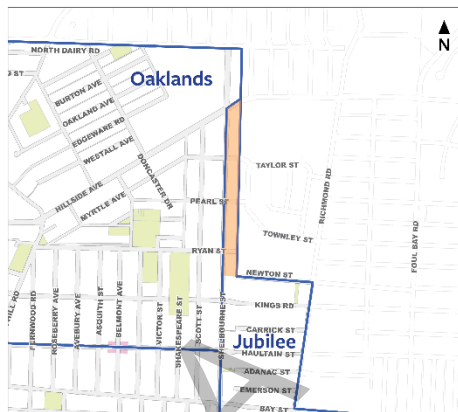
## Oaklands/Jubilee Boundary

2700 – block to 3000 – block of the east side of Shelbourne Street

**Q.**

Should this portion of Jubilee be joined to Oaklands?

 Current Neighbourhood Boundary  
 Proposed area to join Oaklands Neighbourhood





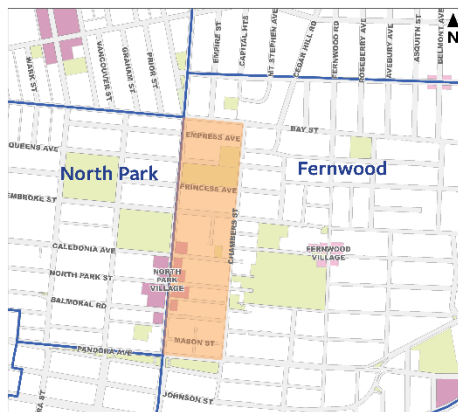
## North Park/Fernwood Boundary

Changes would be between North Park and Fernwood, From Bay Street to Chamber Street to Pandora Avenue.

**Q.**

Should this portion of Fernwood be joined to North Park?

 Current Neighbourhood Boundary  
 Proposed area to join North Park Neighbourhood







## Fernwood/Downtown/Harris Green Boundary

Changes would be between Fernwood and the Downtown/Harris Green (proposed) neighbourhood, from Pandora Avenue, Johnson Street, Yates Street, View Street to Fort Street.

**Q.**

Should this portion of Fernwood be joined to Downtown/Harris Green (proposed) neighbourhood?

 Current Neighbourhood Boundary  
 Proposed area to join Downtown/Harris Green (proposed) Neighbourhood





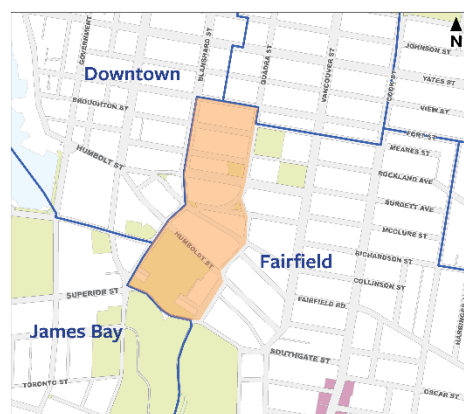
## Fairfield/Downtown Boundary

800-block between Fort Street and Academy Close, and Blanshard Street and Quadra Street.

**Q.**

Should this portion of Fairfield be joined to Downtown?

 Current Neighbourhood Boundary  
 Proposed area to join Downtown Neighbourhood



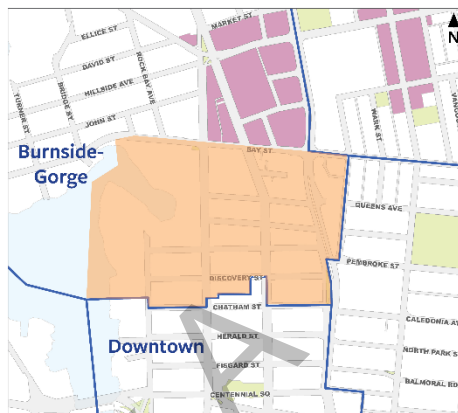
## Downtown/Burnside Gorge Boundary

Changes would be between Burnside-Gorge and Downtown, from Chatham, Discover, Caledonia to Bay Street.

**Q.**

Should Bay Street be the new border between Burnside Gorge and Downtown?

Current Neighbourhood Boundary  
Proposed area to join Downtown Neighbourhood

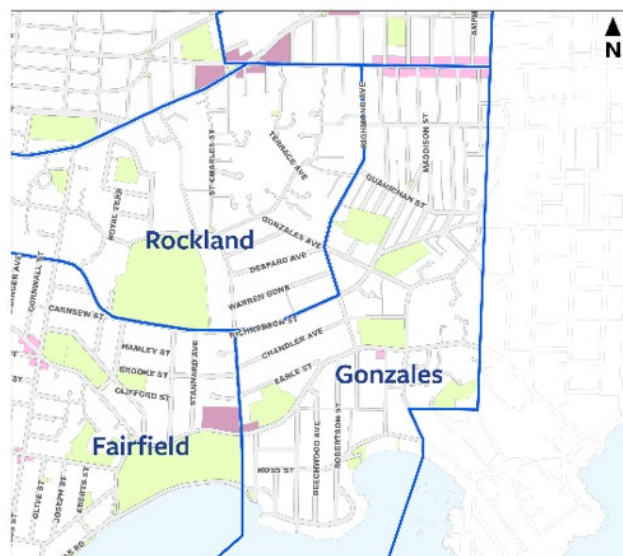


## Fairfield, Gonzales & Rockland Land Use Decision

**Q.** Should Council

- Recognize the Gonzales Neighbourhood Association and its land use committee as representative of the Gonzales Neighbourhood?
- Have Rockland represent Gonzales on land use issues under a unified Gonzales-Rockland neighbourhood association
- Remain as is, and have the Fairfield Gonzales Community Association continue to represent Gonzales for land issues

Current Neighbourhood Boundary





## Downtown & Harris Green Neighbourhood Merge

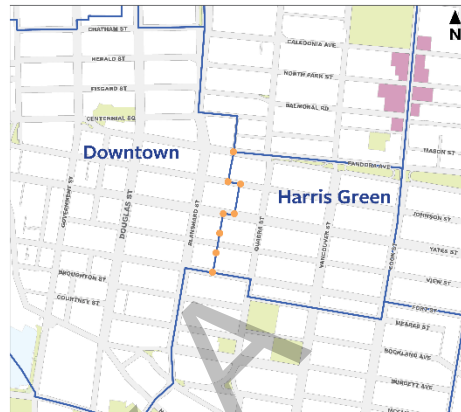
Changes would remove the current Downtown and Harris Green border, between Blanshard Street and Quadra Street.

**Q.**

Should Downtown and Harris Green be recognized as one neighbourhood?

Current Neighbourhood Boundary

Proposed Boundary Deletion



## Jubilee Association Merge

**Q.**

Should the North and South Jubilee Neighbourhood Associations merge to form one association?

# Have Your Say (Survey Results)



## Have Your Say Statistics

May 10 – June 19, 2021

1,053 survey respondents

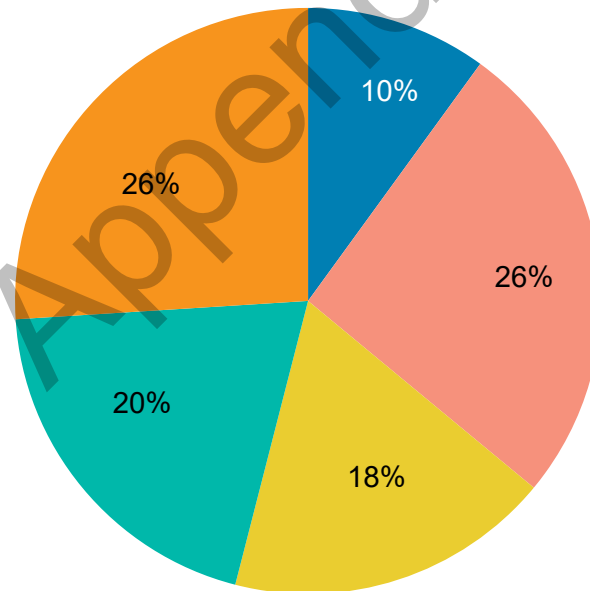
111 comments

2,840 aware

1,733 informed

## Demographics of Survey Participant

### Age of Survey Respondents



■ 18-31 ■ 32-42 ■ 43-53 ■ 54-64 ■ 65+

## Survey Insights

### What We Heard – Key Findings

Many of the survey comments came from respondents who disagreed, and who wanted more clarity on the proposed boundary changes. Overall common survey feedback sentiments included:

- Not understanding how the changes would impact them (whether beneficial or not).
- Not understanding the purpose of these proposed boundary changes.
- Not understanding what “help reconcile anomalies and improve residents’ sense of place” means.

Overall common beliefs included:

- There is a hidden agenda/ulterior motive to these proposed boundary changes.
- There are other issues in the city that are more important than boundary changes.
- These proposed changes are a waste of time, money and resources.
- Residents did not indicate that current neighbourhood boundaries are an issue.
- Residents are happy with where they live, and do not want to change their neighbourhood.

Analysis of the data for each question is divided into two sections: Overall results and results from residents from impacted neighbourhoods.

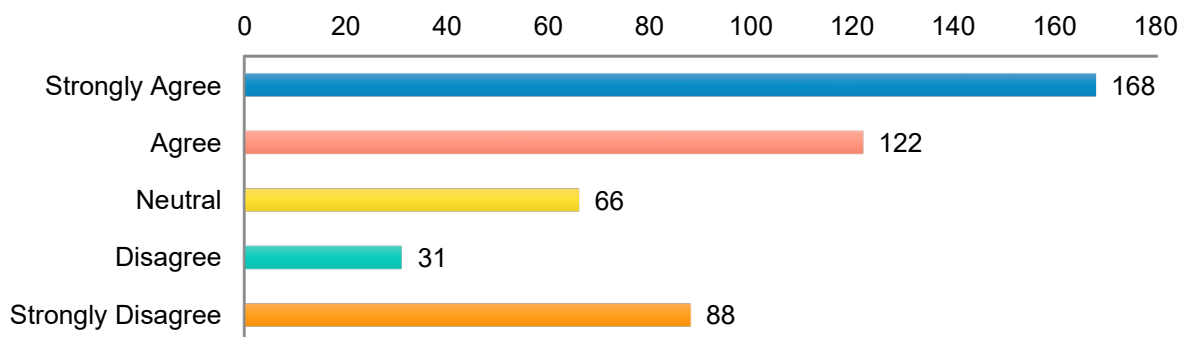
## Spotlight

### Fernwood/Oaklands Boundary

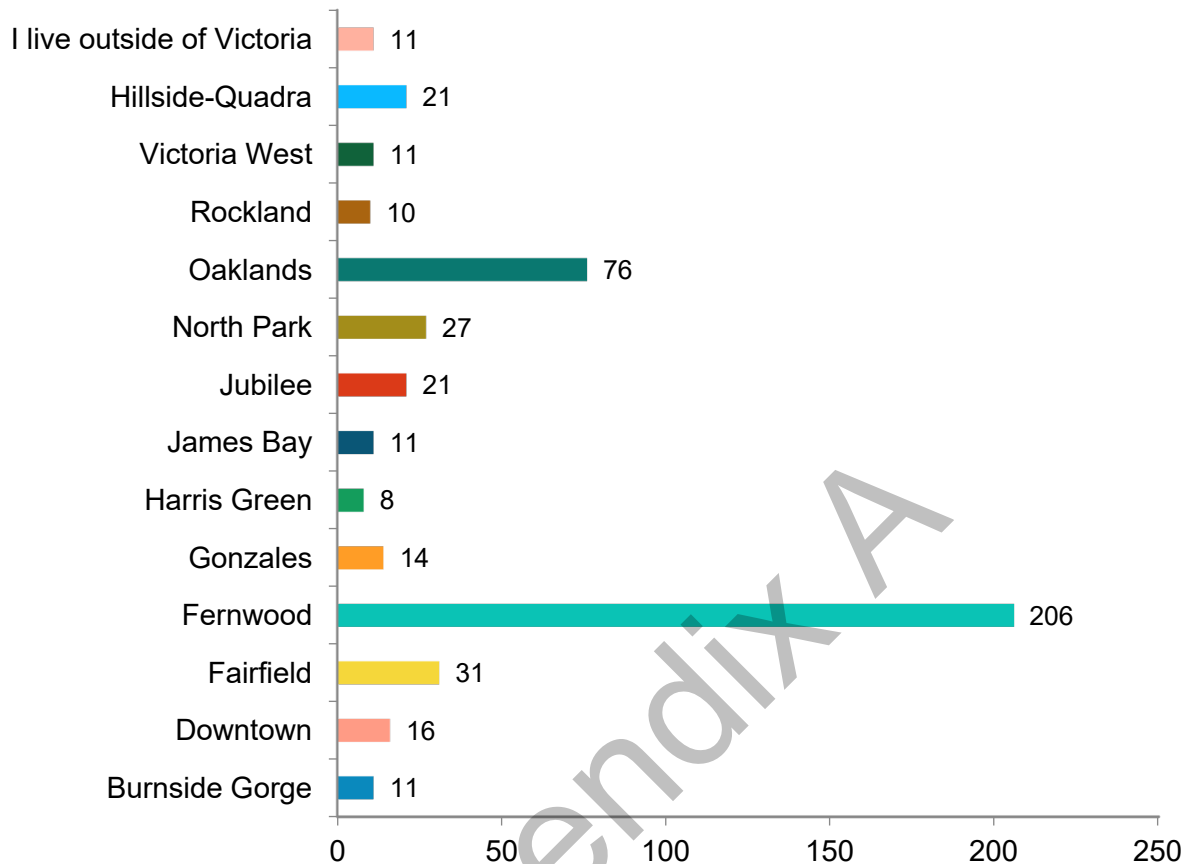


#### OVERALL RESULTS

#### Should Bay Street be the new border between Fernwood and Oaklands?



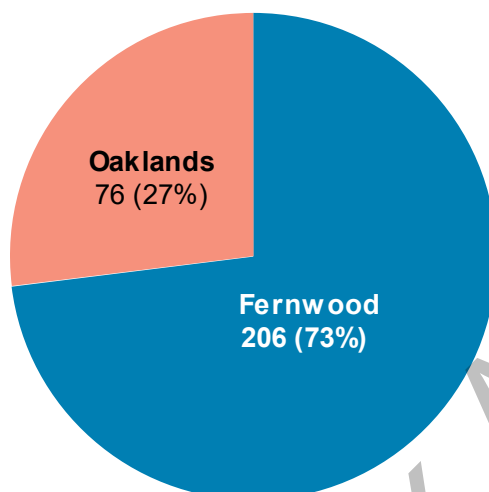
**Please tell us which neighbourhood you live in.**



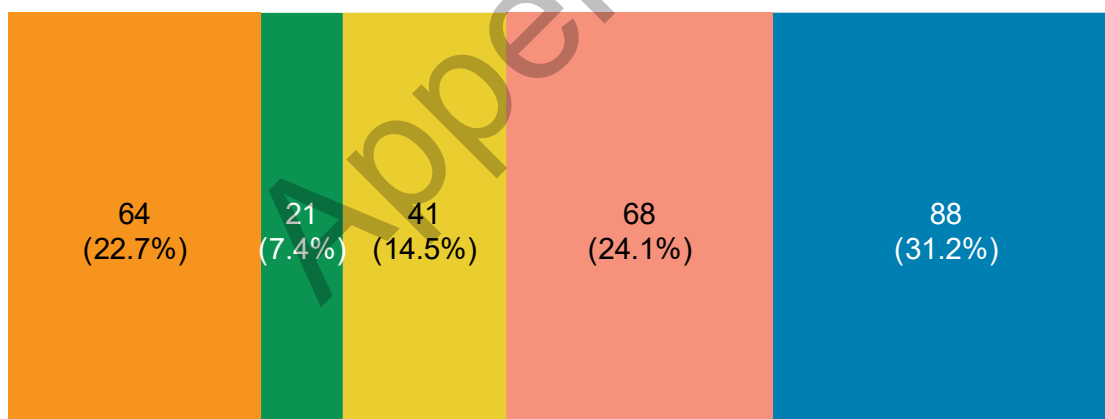
- A total of 475 people participated in the survey
- We heard from 290 (61%) people who said they **agree** that Bay Street should be the border between Fernwood and Oaklands.
- We heard from 66 (14%) people who said they are **neutral** to the proposed Fernwood/Oakland boundary change.
- We heard from 119 (25%) people who said they **do not** want Bay Street to be the new border between Fernwood and Oaklands.
- 43% of survey respondents live in Fernwood. 15% of survey respondents live in Oaklands.

## SURVEY RESULTS FROM FERNWOOD AND OAKLAND RESIDENTS

Please tell us which neighbourhood you live in



Should Bay Street be the new border between Fernwood and Oaklands?



Question options

● Strongly Disagree ● Disagree ● Neutral ● Agree ● Strongly Agree

- A total of 282 people from Fernwood and Oaklands participated in this survey.
- We heard from 158 (55%) people who said they agree that Bay Street should be the border between Fernwood and Oaklands.
- We heard from 41 (14%) people who said they are neutral to the proposed Fernwood/Oaklands boundary change.
- We heard from 85 (30%) people who said they do not want Bay Street to be the new border between Fernwood and Oaklands.

## KEY THEMES

Support for the proposed boundary change included:

- Residents feeling like they belong more to the Oaklands neighbourhood.
- Residents wanting to remain in Fernwood because they feel a sense of pride and strong connection as a member of the community.



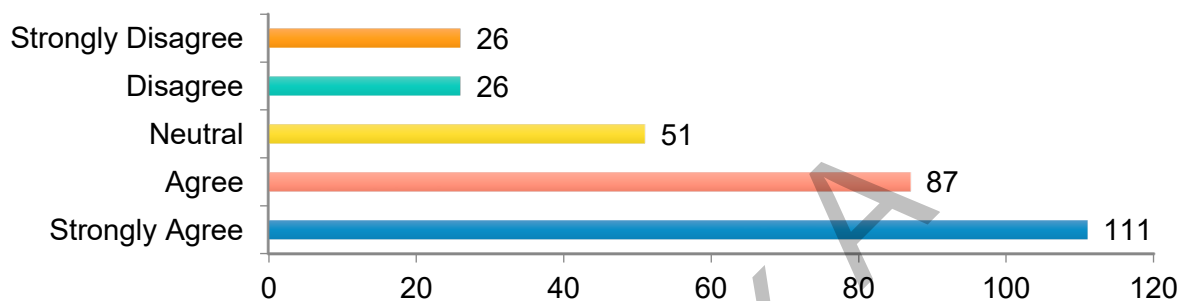
## Spotlight:

### Oaklands/Jubilee Boundary

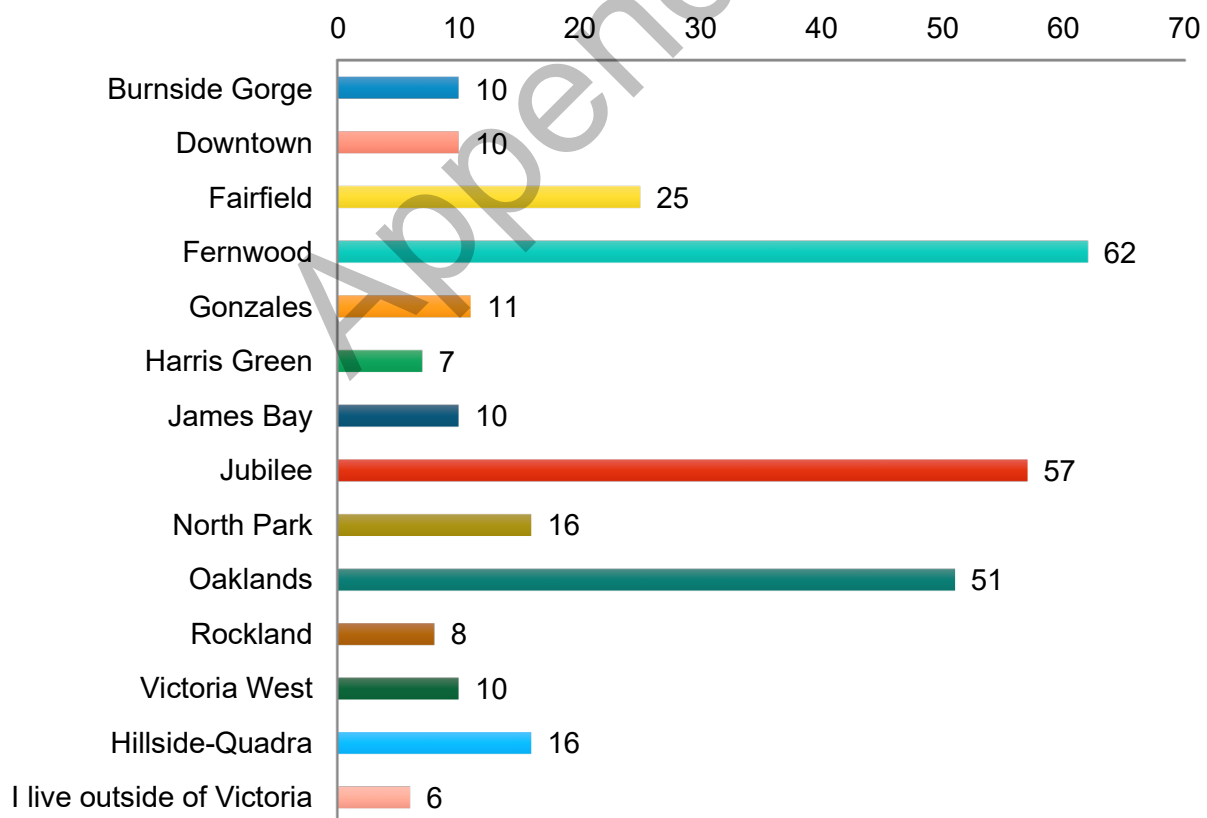


#### OVERALL RESULTS

##### Should a portion of Jubilee be joined to Oaklands?



##### Please tell us which neighbourhood you live in.



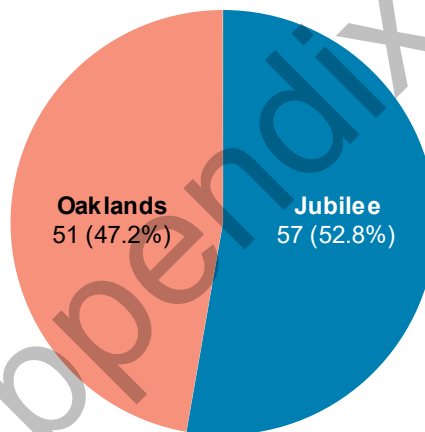
- A total of 301 people participated in this survey.
- We heard from 198 (66%) people who said they agree that a portion of Jubilee should be joined to Oaklands.
- We heard from 51 (16.94%) people who said they are neutral to the proposed Oaklands/Jubilee boundary change.
- We heard from 52 (17%) people who said they do not want a portion of Jubilee to be joined to Oaklands.
- 19% of survey respondents live in Jubilee. 17% of survey respondents live in Oaklands

---

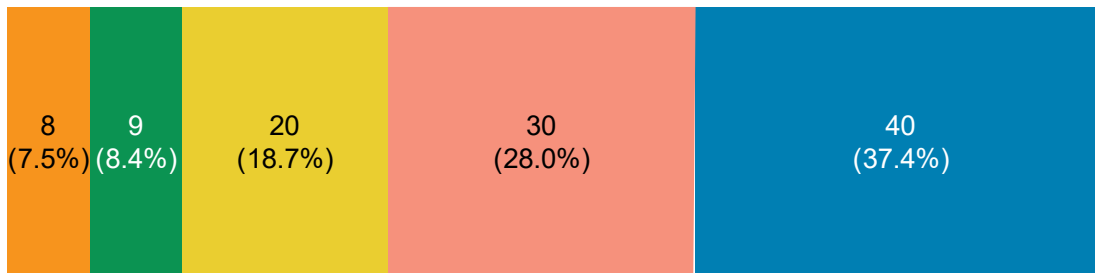
## SURVEY RESULTS FROM OAKLANDS AND JUBILEE RESIDENTS

---

**Please tell us which neighbourhood you live in**



**Should a portion of Jubilee be joined to Oaklands?**



Question options

● Strongly Disagree
 ● Disagree
 ● Neutral
 ● Agree
 ● Strongly Agree

- A total of 108 **people from Oaklands and Jubilee** participated in this survey.
- We heard from 70 (65%) people who said they **agree** that a portion of Jubilee should be joined to Oaklands.

We heard from 20 (19%) people who said they are **neutral** to the proposed Oaklands/Jubilee boundary change.

- We heard from 17 (16%) people who said they **do not** want a portion of Jubilee to be joined to Oaklands.

## KEY THEMES

Support for the proposed boundary change included:

- Oaklands and Jubilee having similar interest in land use and traffic matters.

Specific concerns were noted, such as:

- Increased densification in the border area.
- Border change would decrease the size of North Jubilee, and ultimately reduce community participation and members.

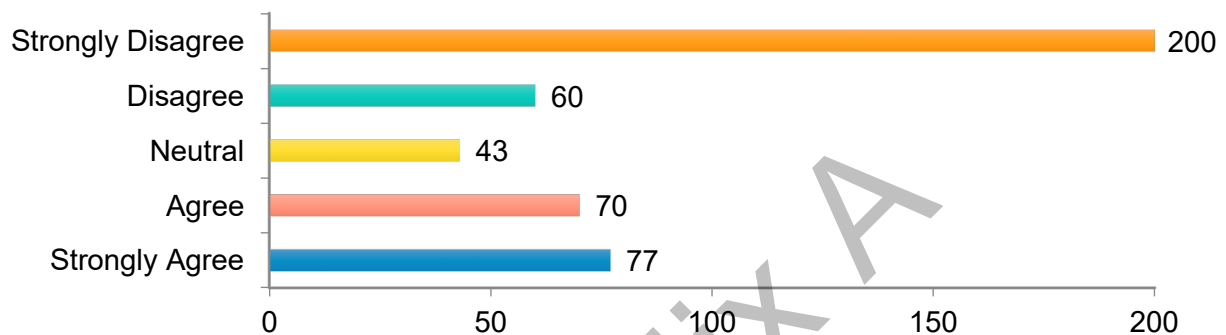
## Spotlight:

### North Park/Fernwood Boundary

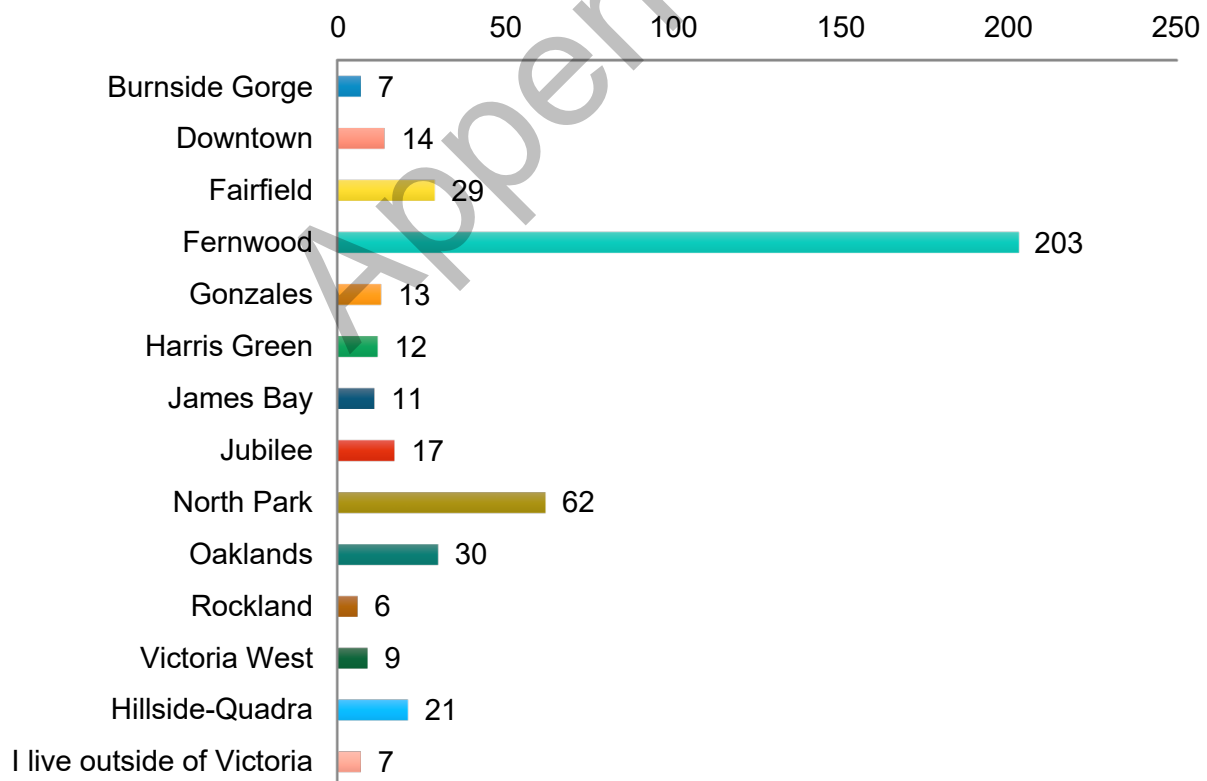


#### OVERALL RESULTS

##### Should a portion of Fernwood be joined to North Park?



##### Please tell us which neighbourhood you live in.



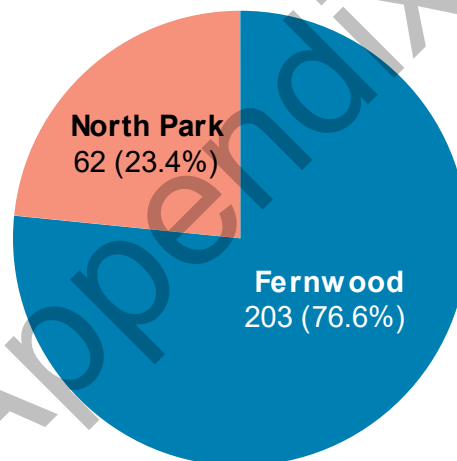
- A total of 450 people participated in this survey.
- We heard from 260 (58%) people who said they **do not** want a portion of Fernwood to join North Park.
- We heard from 43 (9%) people who said they are **neutral** to the proposed North Park/Fernwood boundary change.
- We heard from 147 (33%) people who said they **agree** that a portion of Fernwood should be joined to North Park.
- 46% of survey respondents live in Fernwood. 14% of survey respondents live in North Park.

---

## SURVEY RESULTS FROM NORTH PARK AND FERNWOOD RESIDENTS

---

Please tell us which neighbourhood you live in



Should a portion of Fernwood be joined to North Park?



Question options

● Strongly Disagree
 ● Disagree
 ● Neutral
 ● Agree
 ● Strongly Agree

- A total of 265 **people from North Park and Fernwood** participated in this survey.
- We heard from 170 (64%) people who said they **do not** want a portion of Fernwood to join North Park.
- We heard from 23 (9%) people who said they are **neutral** to the proposed North Park/Fernwood boundary change.
- We heard from 71 (27%) people who said they **agree** that a portion of Fernwood should be joined to North Park.

## KEY THEMES

There was strong disagreement with this proposed boundary change. The following concerns were noted:

- The boundary change would create tension between the two neighbourhoods.
- Residents wanting their home to remain in Fernwood to maintain its property value.
- Residents wanting to remain in Fernwood because they feel a sense of pride and strong connection as a member of the community.
- The boundary change would eradicate the history and reputation that Fernwood has built throughout time.
- Many believe the change is unnecessary, a waste of money and makes no sense.

Support for the proposed boundary change included:

- It would settle issues regarding the North Park/Fernwood boundary of the North Park Village.

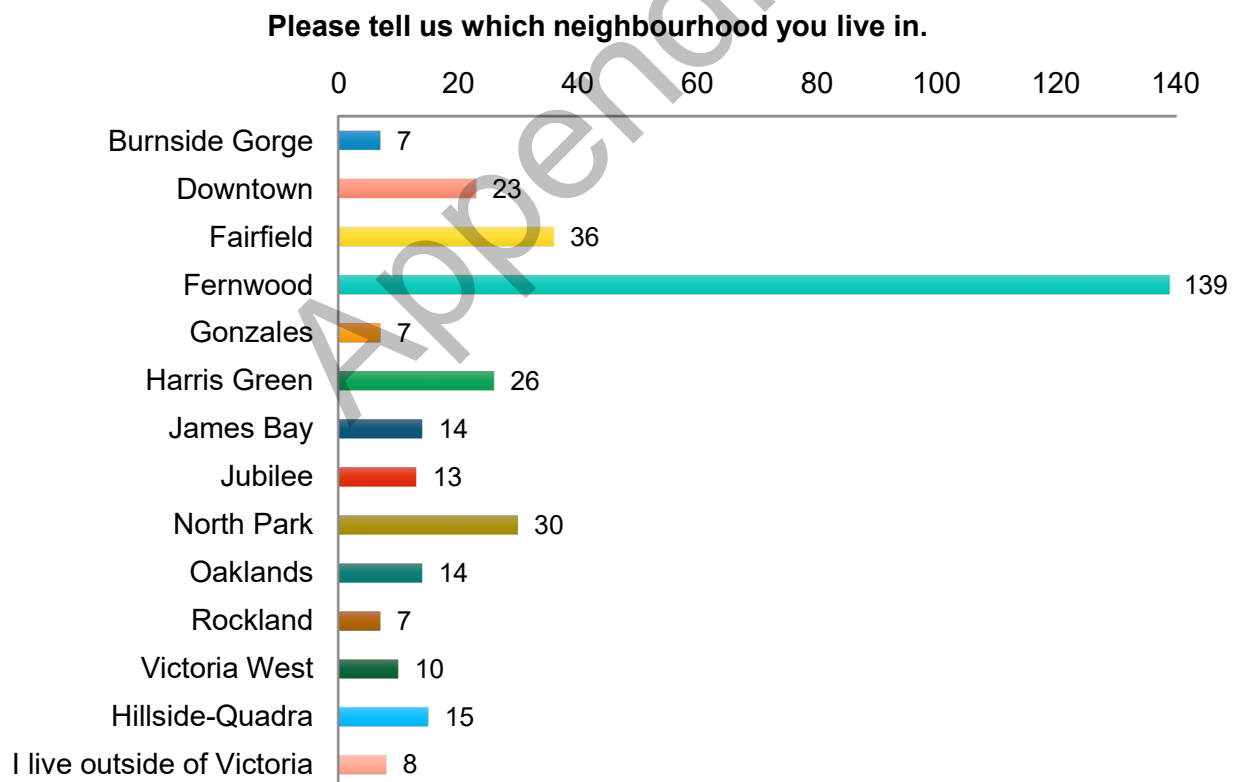
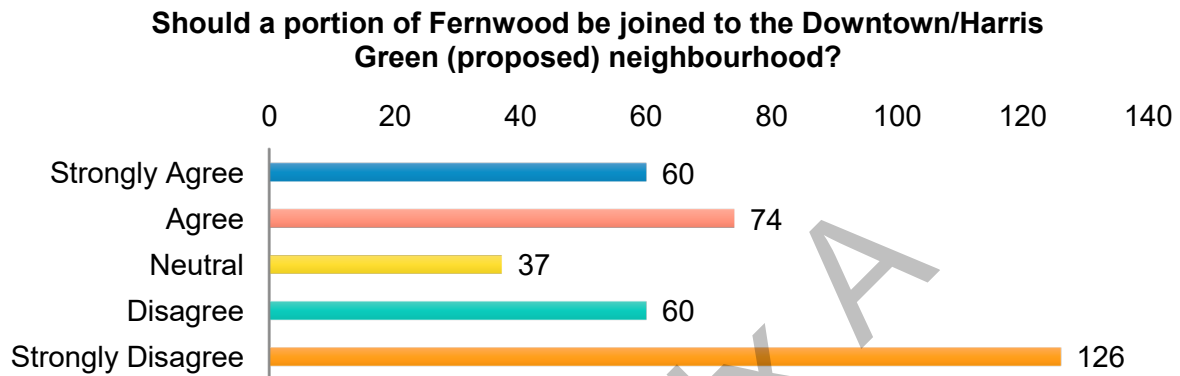


## Spotlight:

### Fernwood/Downtown/Harris Green Boundary



#### OVERALL RESULTS



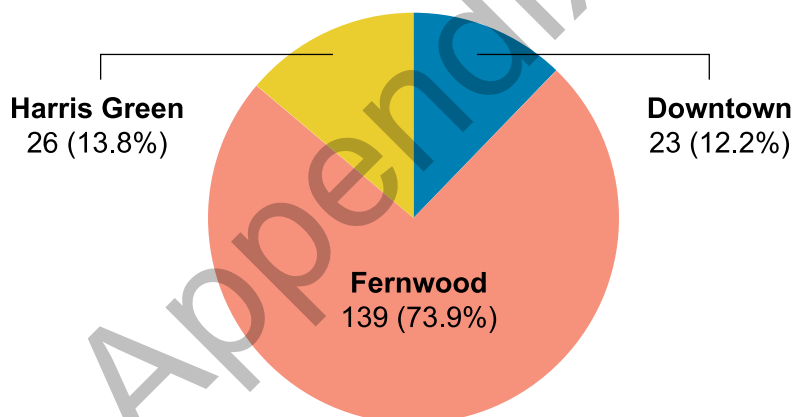
- A total of 357 people participated in this survey.
- We heard from 180 (50%) people who said they **do not** want a portion of Fernwood to join the proposed Downtown/Harris Green neighbourhood.
- We heard from 37 (10%) people who said they are **neutral** to the proposed Fernwood/Downtown/Harris Green boundary change.
- We heard from 134 (38%) people who said they **agree** that a portion of Fernwood should join the proposed Downtown/Harris Green neighbourhood.
- 40% of survey respondents live in Fernwood. 7.4% of survey respondents live in Harris Green. 7% of survey respondents live in Downtown.

---

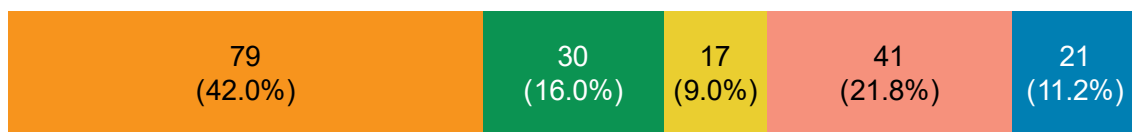
### SURVEY RESULTS FROM FERNWOOD, DOWNTOWN AND HARRIS GREEN PARK RESIDENTS

---

Please tell us which neighbourhood you live in



Should a portion of Fernwood be joined to Downtown/Harris Green (proposed)  
neighbourhood?



Question options

● Strongly Disagree  
 ● Disagree  
 ● Neutral  
 ● Agree  
 ● Strongly Agree

- A total of 188 **people from Fernwood, Downtown and Harris Green** participated in this survey.
- We heard from 109 (58%) people who said they **do not** want a portion of Fernwood to join the proposed Downtown/Harris Green neighbourhood.
- We heard from 17 (9%) people who said they are **neutral** to the proposed Fernwood/Downtown/Harris Green boundary change.
- We heard from 62 (33%) people who said they **agree** that a portion of Fernwood should join the proposed Downtown/Harris Green neighbourhood.

## KEY THEMES

A specific concern was noted, such as the increased densification in Fernwood.

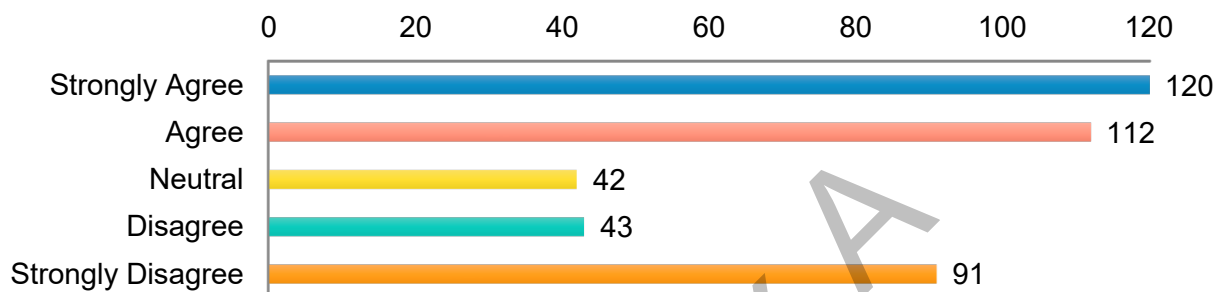
## Spotlight:

### Fairfield/Downtown Boundary

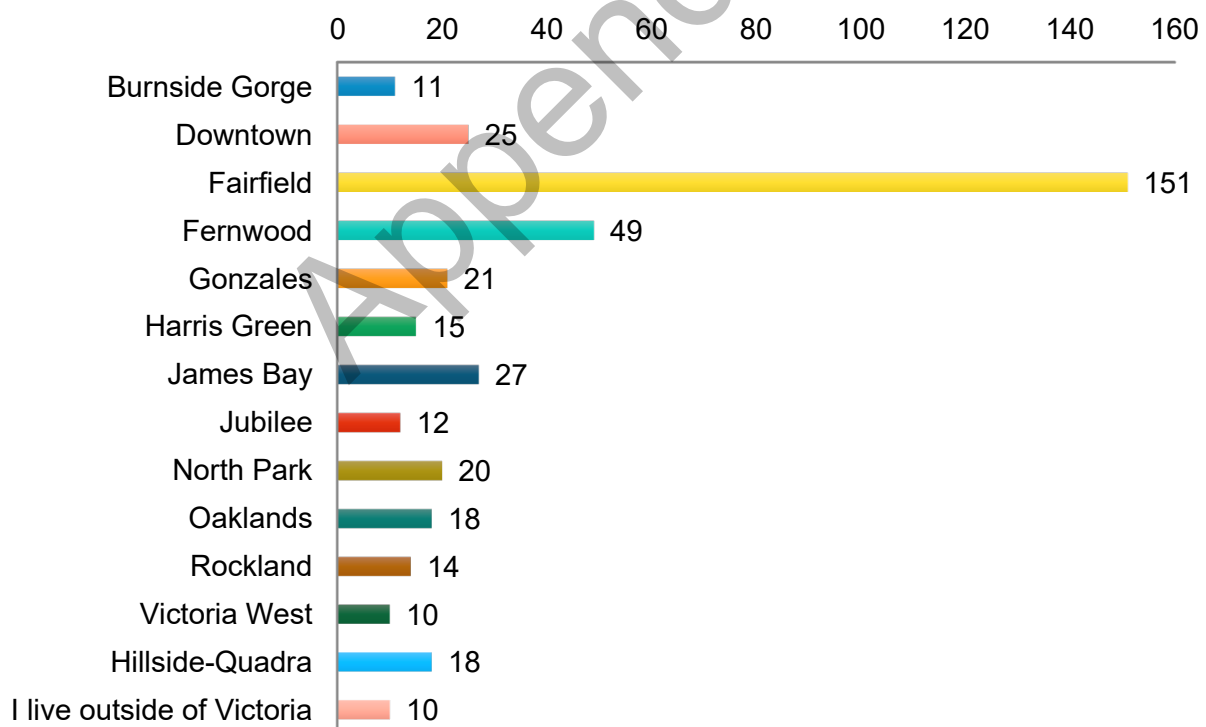


#### OVERALL RESULTS

##### Should a portion of Fairfield be joined to Downtown?



##### Please tell us which neighbourhood you live in.



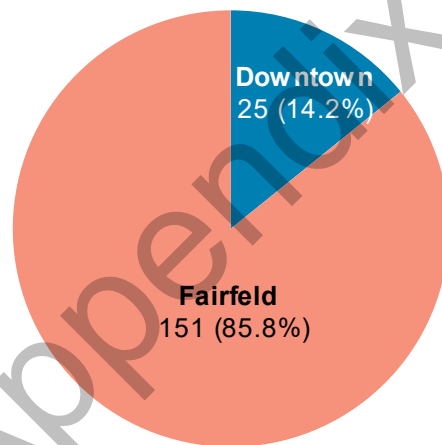
- A total of 409 people participated in this survey.
- We heard from 232 (57%) people who said they **agree** that a portion of Fairfield be joined to Downtown.
- We heard from 42 (10%) people who said they are **neutral** to the proposed Fairfield/Downtown boundary change.
- We heard from 134 (33%) people who said they **do not** want a portion of Fairfield to join Downtown.
- 38% of survey respondents live in Fairfield. 6% of survey respondents live in Downtown.

---

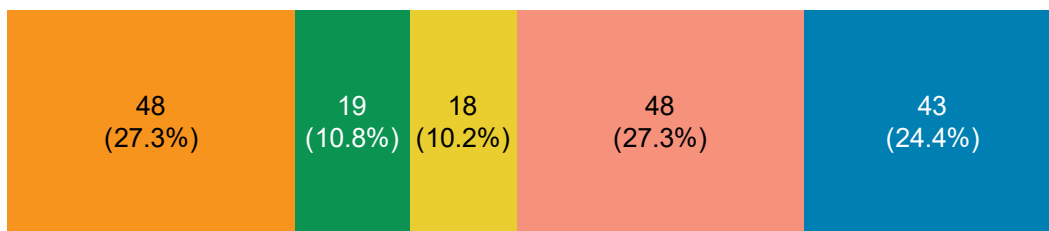
## SURVEY RESULTS FROM FAIRFIELD AND DOWNTOWN RESIDENTS

---

Please tell us which neighbourhood you live in



Should a portion of Fairfield be joined to Downtown?



Question options

● Strongly Disagree
 ● Disagree
 ● Neutral
 ● Agree
 ● Strongly Agree

- A total of 176 **people from Fairfield and Downtown** participated in this survey.
- We heard from 91 (52%) people who said they **agree** that a portion of Fairfield be joined to Downtown.
- We heard from 18 (10%) people who said they are **neutral** to the proposed Fairfield/Downtown boundary change.
- We heard from 67 (38%) people who said they **do not** want a portion of Fairfield to join Downtown.
- 38% of survey respondents live in Fairfield. 6% of survey respondents live in Downtown.

## KEY THEMES

A specific concern was noted, such as the increased densification in Fairfield.



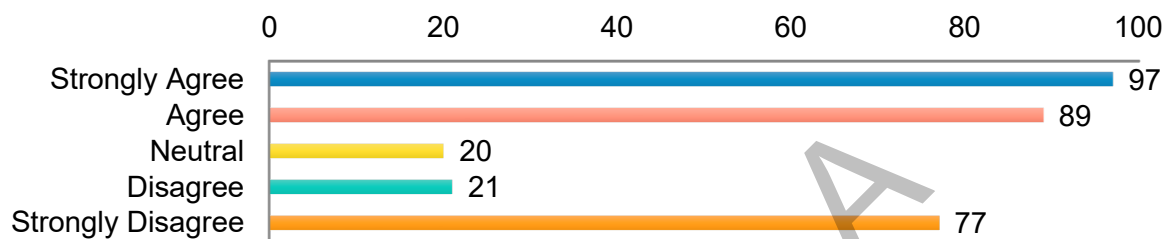
## Spotlight:

### Downtown/Burnside Gorge Boundary

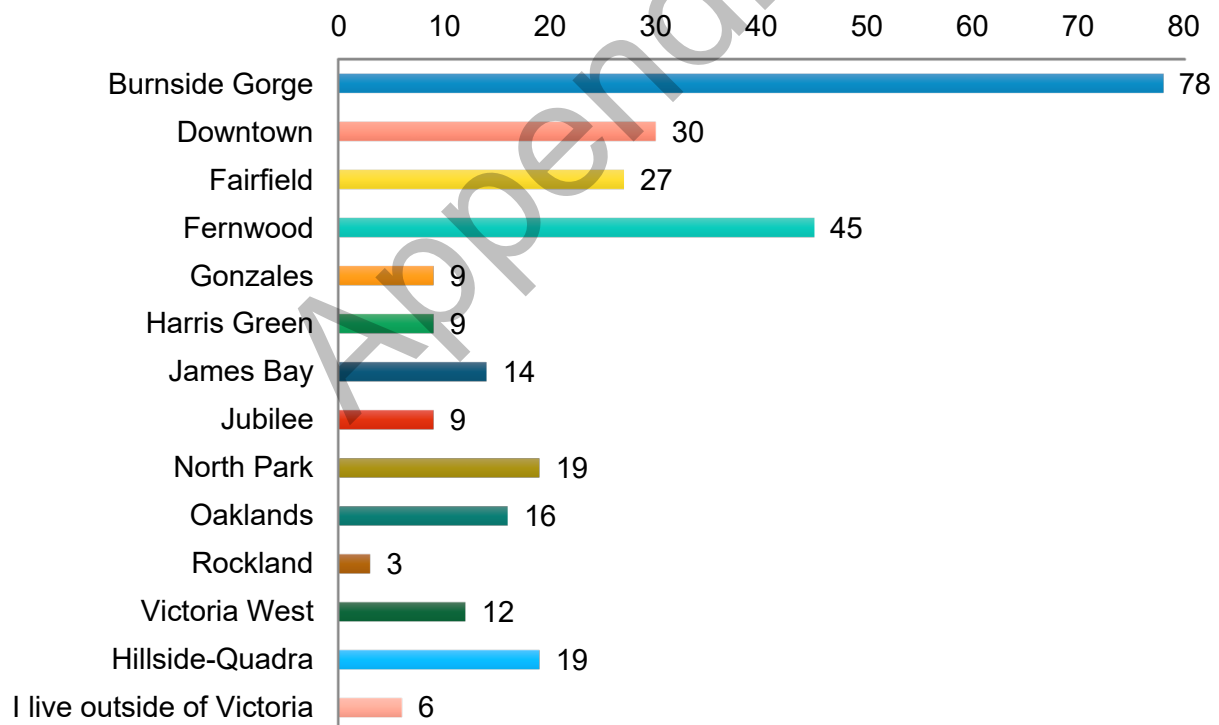


#### OVERALL RESULTS

Should Bay Street be the new border between Burnside Gorge and Downtown?



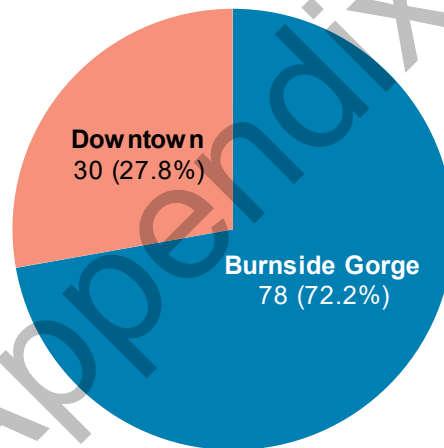
Please tell us which neighbourhood you live in.



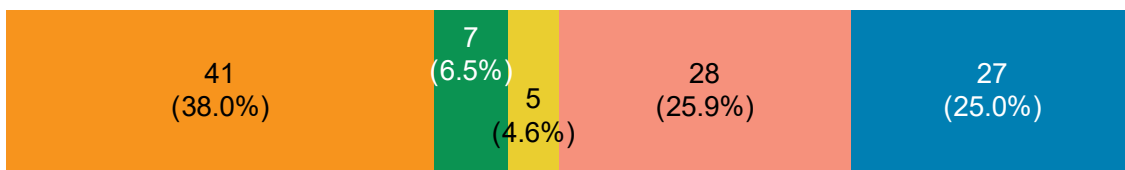
- A total of 304 people participated in this survey.
- We heard from 186 (61%) people who said they **agree** that Bay Street be the new border between Burnside Gorge and Downtown.
- We heard from 20 (7%) people who said they are **neutral** to the proposed Downtown/Burnside Gorge boundary change.
- We heard from 98 (32%) people who said they **do not** want Bay Street to be the new border between Burnside Gorge and Downtown.
- 26% of survey respondents live in Burnside Gorge. 10% of survey respondents live in Downtown.

## SURVEY RESULTS FROM DOWNTOWN AND BURNSIDE GORGE RESIDENTS

Please tell us which neighbourhood you live in



Should Bay Street be the new border between Burnside Gorge and Downtown?



Question options

● Strongly Disagree
 ● Disagree
 ● Neutral
 ● Agree
 ● Strongly Agree

- A total of 108 people from Downtown and Burnside Gorge participated in this survey.
- We heard from 55 (51%) people who said they **agree** that Bay Street be the new border between Burnside Gorge and Downtown.
- We heard from 5 (7%) people who said they are **neutral** to the proposed Downtown/Burnside Gorge boundary change.
- We heard from 48 (44%) people who said they **do not** want Bay Street to be the new border between Burnside Gorge and Downtown.

## KEY THEMES

While the survey indicated more residents agreed with the proposed change, a common concern was noted that there would be an increase of supportive housing in the Burnside Gorge neighborhood.

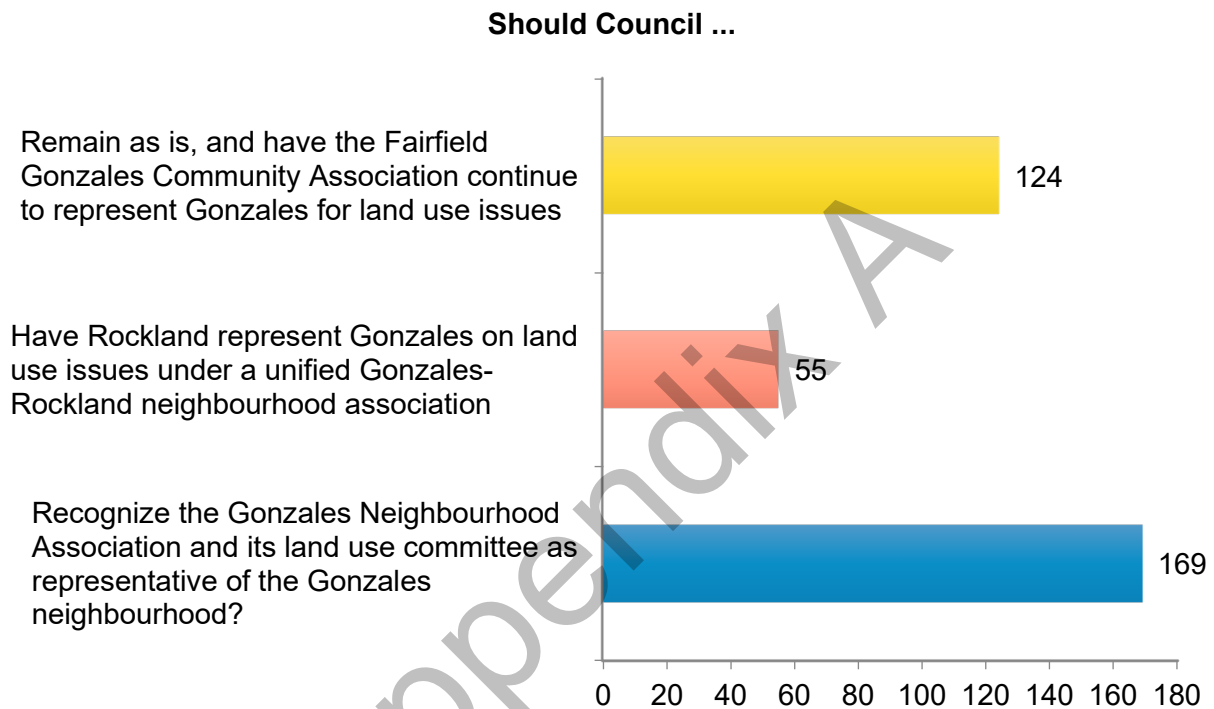
Appendix A

## Spotlight:

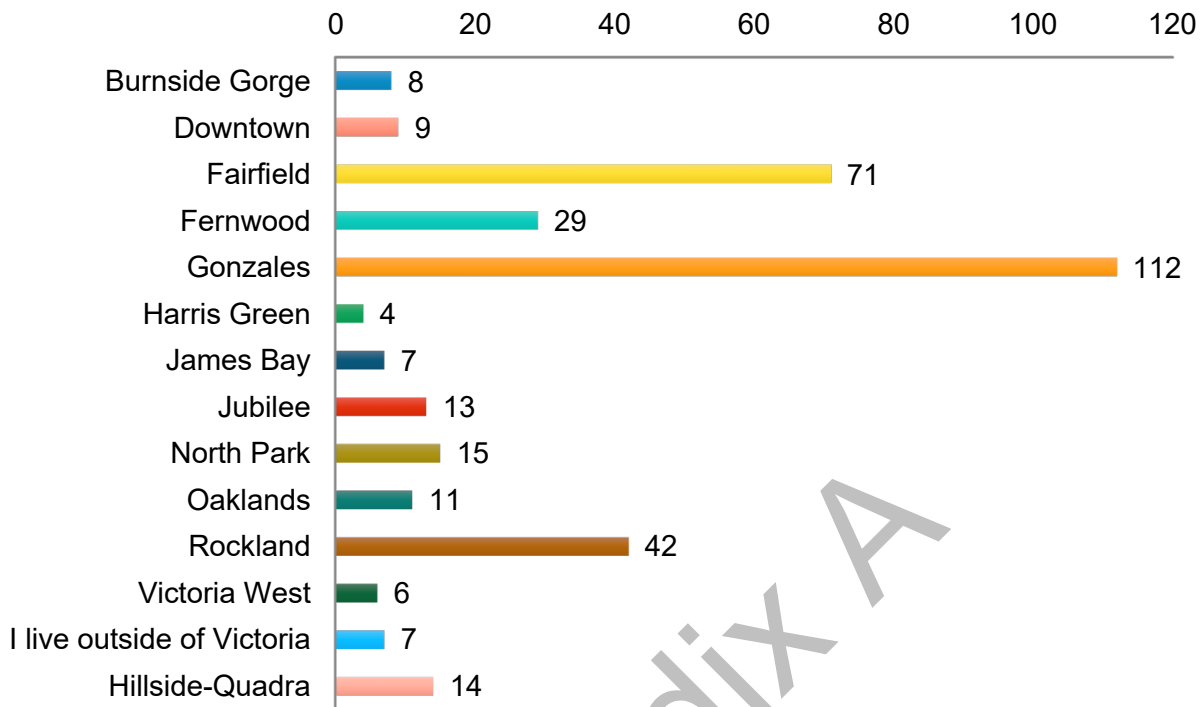
### Fairfield, Gonzales & Rockland Land Use Decision



#### OVERALL RESULTS



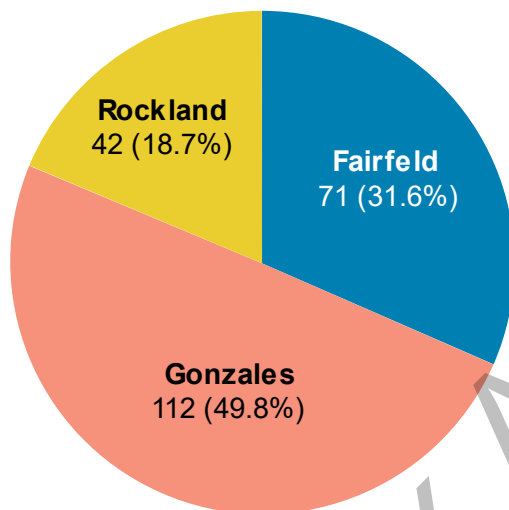
**Please tell us which neighbourhood you live in.**



- A total of 348 people participated in this survey.
- We heard from 169 (48%) people who said council **should recognize the Gonzales Neighbourhood Association and its land use committee as representative of the Gonzales neighbourhood.**
- We heard from 55 (16%) people who said council **should have Rockland represent Gonzales on land use issues under a unified Gonzales-Rockland neighbourhood association.**
- We heard from 124 (36%) people who said council **should have the Fairfield Gonzales Community Association continue to represent Gonzales for land use issues (status quo).**
- 32% of survey respondents live in Gonzales. 20% of survey respondents live in Fairfield. 12% of survey respondents live in Rockland.

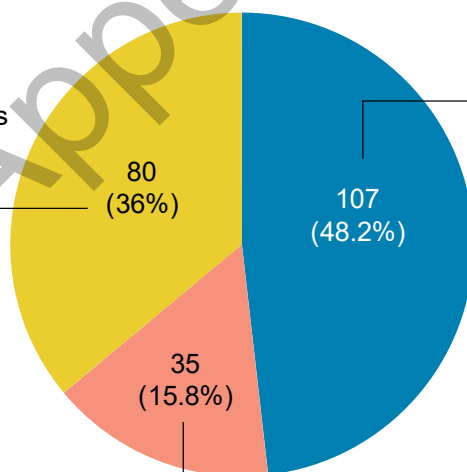
## SURVEY RESULTS FROM FAIRFIELD, GONZALES AND ROCKLAND RESIDENTS

Please tell us which neighbourhood you live in



Should Council...

Remain as is, and have the Fairfield Gonzales Community Association continue to represent Gonzales for land use issues?



Recognize the Gonzales Neighbourhood Association and its land use committee as representative of the Gonzales neighbourhood?

Have Rockland represent Gonzales on land use issues under a unified Gonzales-Rockland neighbourhood association?



- A total of 225 people from Fairfield, Gonzales and Rockland participated in this survey.
- We heard from 107 (48%) people who said council **should recognize the Gonzales Neighbourhood Association and its land use committee as representative of the Gonzales neighbourhood.**
- We heard from 35 (16%) people who said council **should have Rockland represent Gonzales on land use issues under a unified Gonzales-Rockland neighbourhood association.**
- We heard from 80 (36%) people who said council **should have the Fairfield Gonzales Community Association continue to represent Gonzales for land use issues (status quo).**

## KEY THEMES

Some key themes that were noted include:

- Keep the status quo because the Fairfield Gonzales Community Association is professional credible and does a good job already.
- Have a unified Gonzales-Rockland association because the neighbourhood values align.
- Some residents have complaints regarding the Gonzales Neighborhood Association.

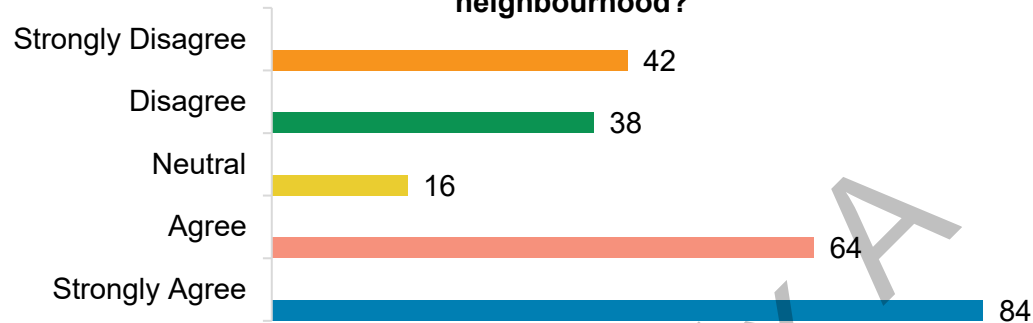
## Spotlight:

### Downtown & Harris Green Neighbourhood Merge

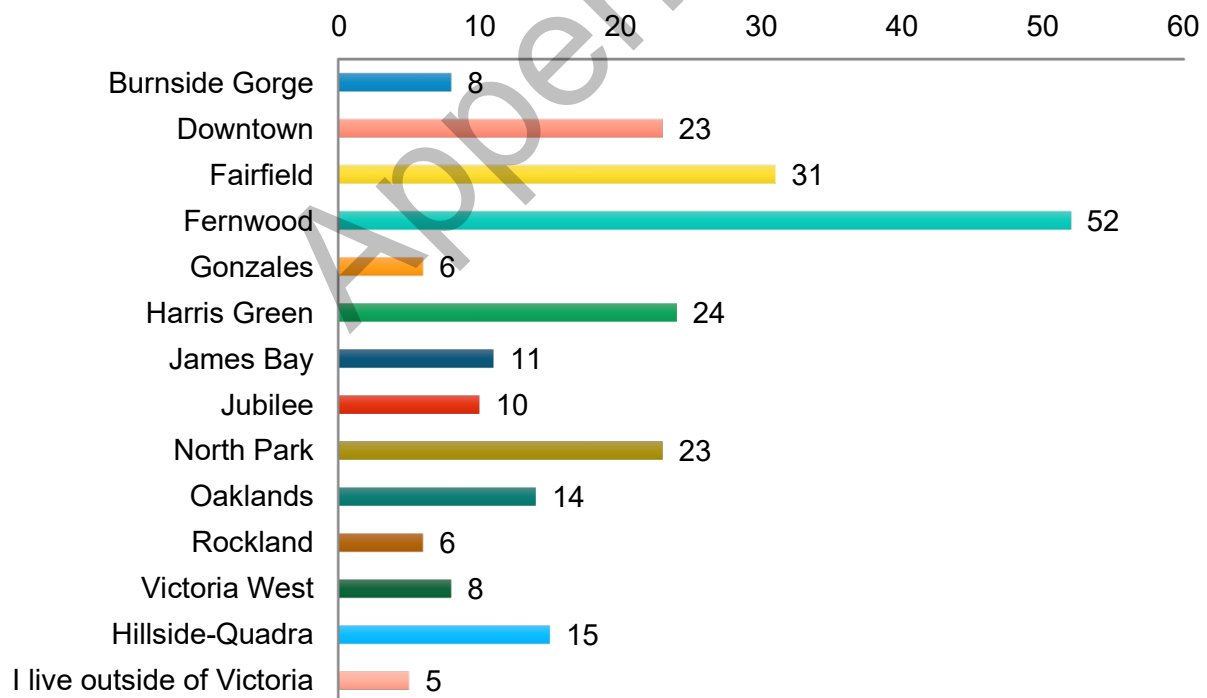


#### OVERALL RESULTS

##### Should Downtown and Harris Green be recognized as one neighbourhood?



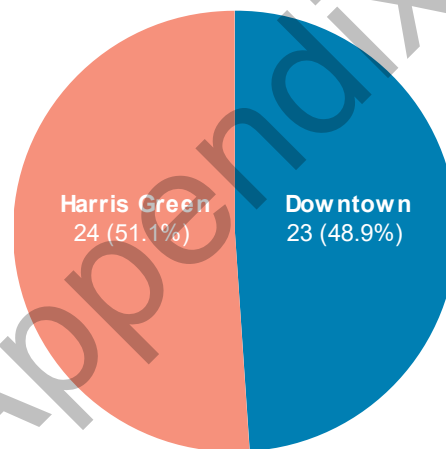
##### Please tell us which neighbourhood you live in.



- A total of 244 people participated in this survey.
- We heard from 148 (61%) people who said they agree that Downtown and Harris Green be recognized as one neighbourhood.
- We heard from 16 (7%) people who said they are neutral to the proposed Downtown and Harris Green neighbourhood merger.
- We heard from 80 (33%) people who said they do not want Downtown and Harris Green to be recognized as one neighbourhood.
- 10% of survey respondents live in Harris Green. 5% of survey respondents live in Downtown.

## SURVEY RESULTS FROM DOWNTOWN AND HARRIS GREEN RESIDENTS

Please tell us which neighbourhood you live in



Should Downtown and Harris Green be recognized as one neighbourhood?



Question options

● Strongly Disagree
 ● Disagree
 ● Neutral
 ● Agree
 ● Strongly Agree

- A total of 47 people from Downtown and Harris Green participated in this survey.
- We heard from 34 (72%) people who said they **agree** that Downtown and Harris Green be recognized as one neighbourhood.
- We heard from 1 (2%) people who said they are **neutral** to the proposed Downtown and Harris Green neighbourhood merger.
- We heard from 12 (25%) people who said they **do not** want Downtown and Harris Green to be recognized as one neighbourhood.

## KEY THEMES

Support for the proposed boundary change included:

- The need to increase the size of Downtown, to accommodate higher density.
- Harris Green is already viewed as being, “Downtown.”

Specific concerns were noted, such as:

- Harris Green being primarily designated for core residential, according to the city’s Official Community Plan.
- Most of the visions and strategic directions for the Downtown in the Official Community Plan, do not apply to Harris Green.

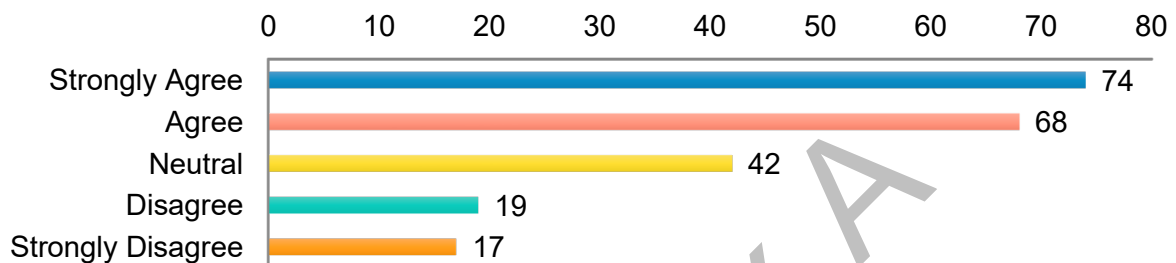
## Spotlight:

### Jubilee Association Merge

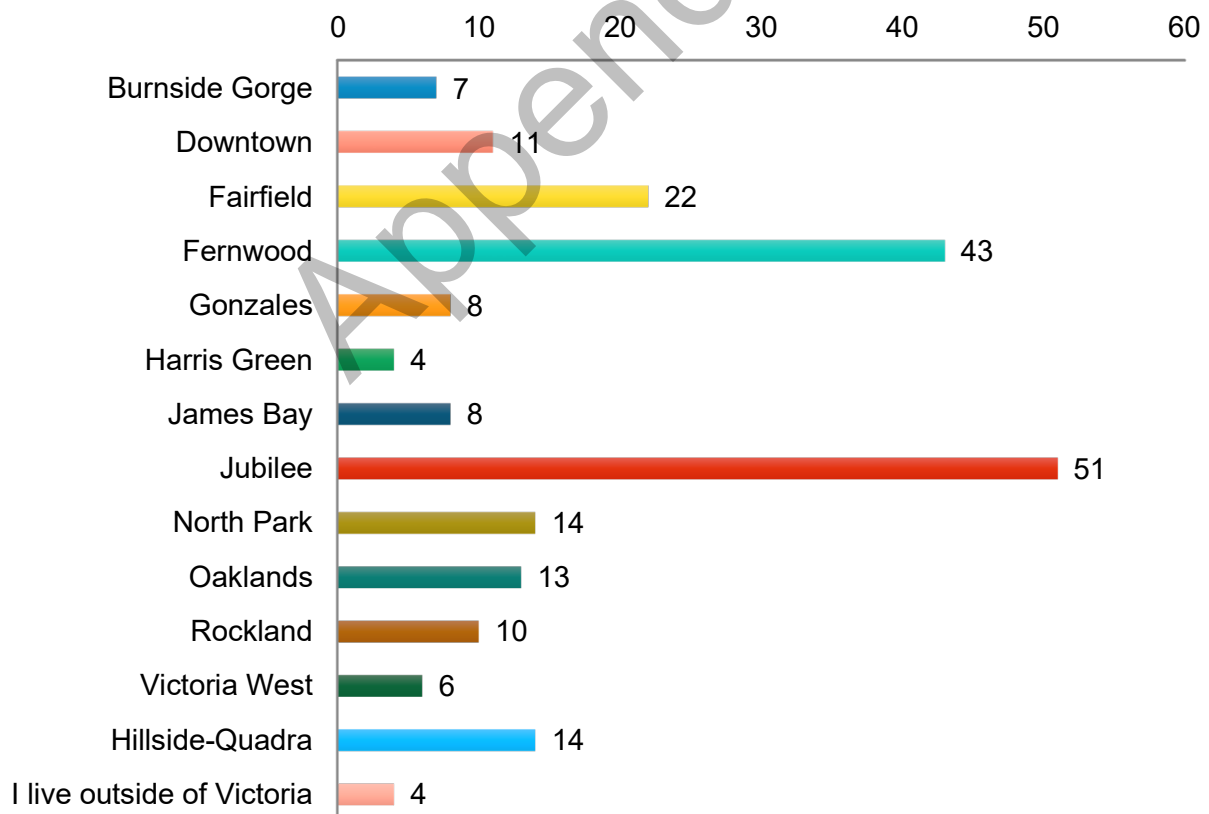


## OVERALL RESULTS

### Should the North and South Jubilee Neighbourhood Associations merge to form one association?



### Please tell us which neighbourhood you live in.



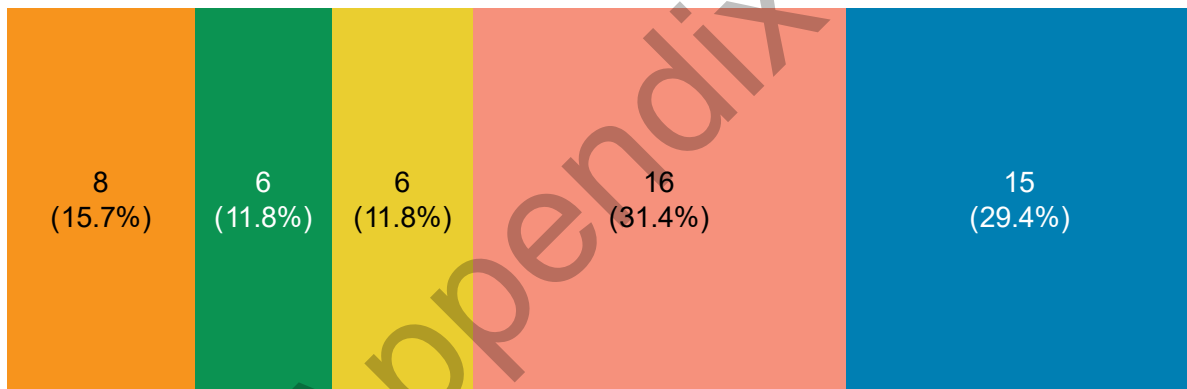
- A total of 220 people participated in this survey.
- We heard from 142 (65%) people who said they **agree** that the North and South Jubilee Neighbourhood Associations should merge to form one association?
- We heard from 42 (19%) people who said they are **neutral** to the North and South Jubilee Association merge.
- We heard from 36 (16%) people who said they **do not** want the North and South Jubilee Neighbourhood Associations merging to form one association.
- 24% of survey respondents live in Jubilee.

---

### SURVEY RESULTS FROM JUBILEE RESIDENTS

---

**Should the North and South Jubilee Neighbourhood Associations merge to form one association?**



Question options

● Strongly Disagree
 ● Disagree
 ● Neutral
 ● Agree
 ● Strongly Agree

- A total of 51 people from North and South Jubilee participated in this survey.
- We heard from 31 (61%) people who said they **agree** that the North and South Jubilee Neighbourhood Associations should merge to form one association.
- We heard from 6 (12%) people who said they are **neutral** to the North and South Jubilee Association merge.
- We heard from 14 (27%) people who said they **do not** want the North and South Jubilee Neighbourhood Associations merging to form one association.

## KEY THEMES

While the survey indicated more residents agreed with the proposed changes, specific concerns were noted, such as:

- North Jubilee and South Jubilee are different communities with different interests.
- Merging both North and South would make the neighbourhood too big.
- Merging neighbourhoods would not address the concerns that each neighbourhood has.

Appendix A

# Overview of Emails

Majority of emails that were sent to [engage@victoria.ca](mailto:engage@victoria.ca) were from residents who opposed the boundary changes.

Some common sentiments regarding the proposed changes to the Fernwood/Oaklands boundary, included:

- I choose to live where I do because it's in Fernwood.
- I feel proud to call Fernwood home.
- I am more connected to Fernwood than Oaklands.

Some common sentiments regarding the proposed changes to the North Park/Fernwood boundary, included:

- There are many Fernwood Proud signs on homes because we do not want our boundary changed.
- I feel connected to Fernwood.
- This will create divisiveness.
- This is unnecessary.
- This is a waste of money.

Some general remarks of the overall proposals, included:

- Why is this important?
- This is unnecessary and a waste of time.
- There is a lack of information.



# Overview of Association Letters

We received letters from the following associations:

|  |  |
|--|--|
| Burnside Gorge Community Association     | North Park Neighbourhood Association     |
| Fairfield Gonzales Community Association | Victoria Community Association Network   |
| Fernwood Community Association           | Victoria Downtown Residents' Association |
| Gonzales Neighbourhood Association       | Rockland Neighbourhood Association       |

Similar comments that oppose the proposed changes, include:

- “Many residents expressed they do not understand the rationale for these changes.”
- “The proposal to amend the neighbourhood boundaries has created widespread confusion and frustration.”
- “No evidence has been provided to us or the neighbourhood about the rationale for this change.”
- “Why Council is contemplating this now?”
- “There is clear opposition to this change. Our recommendation is that this proposal be rejected.”
- “The current plan to amend the neighbourhood boundaries has created widespread confusion and frustration across Victoria’s 12 neighbourhoods.”
- “We request this process be put on hold until such time that communities understand the rationale for the changes and have the information required to make informed decisions.”

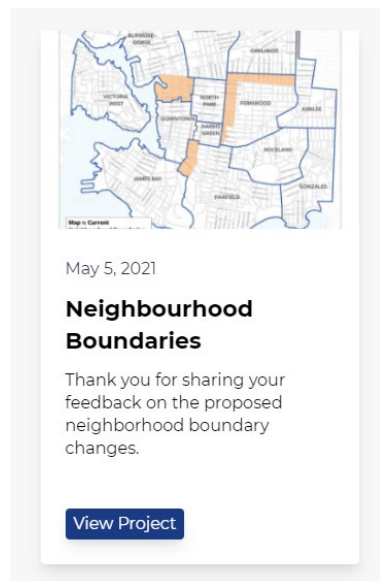
Comments that neither oppose nor support the proposed changes, include:

- “While we agree a review of the boundaries is necessary from time to time, there is consensus that the process is happening before fulsome consultation with neighbourhood associations and engagement with residents and other stakeholders.”
- “The NPNA does not wish to pursue a boundary change if it is opposed by our closest neighbours in Fernwood. However, we would like to take this opportunity to emphasize our desire to be involved and consulted in developments and planning activities that impact North Park Village, regardless of which side of Cook St it occurs on.”

# Promotional Material

City's engagement platform  
([engage.victoria.ca](https://engage.victoria.ca))

City of Victoria website



## Neighbourhoods



### Welcome to our Neighbourhoods!

Find your neighbourhood below. Explore some of the resources in your community and learn about programs and grants you can access to make your neighbourhood even better!

#### My Great Neighbourhood Community Virtuals

To help connect residents during these challenging times the Neighbourhood Team hosted a series of *Community Virtuals* Lunch and Learns, from Fall 2020 through Spring 2021.

From the first session about how to get more trees growing in YYJ, to a documentary about loneliness and the value of neighbourhoods, to community art and how to engage your neighbours on new projects, the series has been designed to connect and inspire residents. [Learn more.](#)

We will resume our monthly Lunch & Learns in Fall 2021. Stay tuned for our 2021/22 schedule and topics to be posted later in the summer.

#### Neighbourhood Boundaries

Victoria City Council is seeking resident feedback on proposed changes to boundaries in the following neighbourhoods: Fernwood, Oaklands, Jubilee, North Park, Fairfield, Downtown, Harris Green and Burnside Gorge. To see maps of the proposed boundary adjustments, and to have your say, visit: [engage.victoria.ca](https://engage.victoria.ca). The survey closes on June 18.


City e-news (June 2021 edition)



## Neighbourhood Boundary Survey

Proposed neighbourhood boundary changes may help align neighbourhood boundaries with sense of place. Take the survey and have your say on the proposed adjustments.

## Flyer Mailout



**Proposed Neighbourhood Boundary Adjustments**

**Dear Resident,**  
Victoria City Council proposed changes to the current neighbourhood boundaries in the following neighbourhoods:

- Fernwood, Oaklands, Jubilee, North Park, Fairfield, Downtown, Burnside Gorge.

Your feedback is needed to help inform the staff report to Council.

**The survey closes June 18th.**

**Have Your Say**

**Neighbourhood Boundaries**  
— Current Boundary  
— Proposed Boundary Area Changes

**Frequently Asked Questions**

**Why are these proposed changes being suggested?**  
City Council believes that these changes would help reconcile some geographic anomalies, and improve residents' sense of place.

**How will these proposed changes affect me?**  
If you reside within the boundaries of these proposed changes, your City neighbourhood and corresponding neighbourhood association would change, should the boundary be relocated.

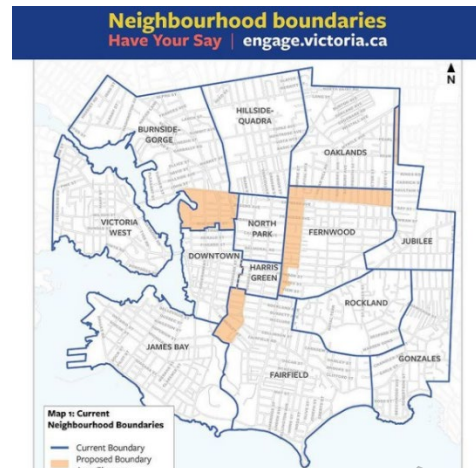
**How do we know the implications associated with a possible boundary change?**  
Council identified potential benefits for relocating each of the proposed boundaries. Residents are being asked whether they support the change on this basis and to provide feedback on positive and negative impacts they perceive. Staff do not believe there are significant implications for the City other than the affected areas would fall under a different neighbourhood association.

**Why is Council suggesting these changes now?**  
There has been ongoing informal discussion surrounding suggested boundary adjustments for several years. Council included this topic in the City's Strategic Plan and committed to holding a workshop to formally address the discussion in February. In addition, they have asked City staff to consult with residents.

**What is the timeline for these changes to be made if approved?**  
The survey will close on June 18th. Staff will engage residents throughout May to June and report back to Council in September 2021. If approved, the changes would be formally adopted and the Official Community Plan and Local Area and Neighbourhood Plans would be amended in 2022.

**For additional FAQs, visit the Neighbourhood Boundaries page at [engage.victoria.ca](https://engage.victoria.ca).**

## Social media posts on Facebook, Instagram and Twitter



cityofvictoria

cityofvictoria Have your say on neighbourhood boundaries in Fernwood, Oaklands, Jubilee, North Park, Fairfield, Downtown, Burnside Gorge.

- Take the online survey
- View maps of the proposed changes
- Provide your feedback

For more information, visit [engage.victoria.ca](https://engage.victoria.ca) - or click the link in bio and visit the Have Your Say platform by June 7.

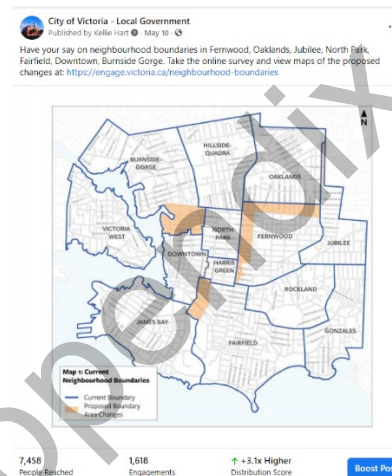
#yyj #victoriabc #fernwood #oaklands #jubilee #northpark #fairfield #downtownyyj #burnsidegorge

Liked by courtstuling and 209 others

MAY 10

Add a comment...

Post



City of Victoria  
@CityOfVictoria

These proposed neighbourhood boundary changes may help align neighbourhood boundaries with sense of place. Take the survey and have your say on the proposed adjustments:  
[engage.victoria.ca/neighbourhood-boundaries](https://engage.victoria.ca/neighbourhood-boundaries)... #yyj



**Neighbourhood Boundaries**  
Have Your Say | [engage.victoria.ca](https://engage.victoria.ca)

**Map 1: Current Neighbourhood Boundaries**  
— Current Boundary  
— Proposed Boundary Area Changes

3:32 PM · May 19, 2021 · Twitter Web App

## Media Release

### Media Release



Monday, May 10, 2021 | For Immediate Release

## Have Your Say: Neighbourhood Boundaries

VICTORIA, BC — Victoria City Council is seeking resident feedback on proposed changes to boundaries in the following neighbourhoods: Fernwood, Oaklands, Jubilee, North Park, Fairfield, Downtown, Harris Green and Burnside Gorge.

"The intent is to understand where people see themselves living in the city and to align neighbourhood boundaries with that sense of place. For example, there are parts of Fairfield that feel more like Downtown so we want to make sure those feelings are reflected in the neighbourhood map of the city," said Mayor Lisa Helps. "Ultimately, the residents of Victoria decide, which is why we're going to go out and ask if our proposed neighbourhood boundaries are right."

Residents are also asked to provide feedback on other proposed changes such as neighbourhood land use review committee structures for Rockland, Fairfield and Gonzales, neighbourhood merging for Downtown and Harris Green, and merging the north and south Jubilee neighbourhood associations.

In 2019, Council introduced an action to "resolve anomalies in neighbourhood boundaries" in the Strong, Liveable Neighbourhoods section of the City's Strategic Plan. In February of this year, Council held a workshop and made several observations including:

- possible reconciliation of geographic anomalies that may fit better in an adjacent neighbourhood
- opportunities to better match boundaries with where residents perceive themselves to belong
- some village centres are divided between neighbourhoods

The City would like to hear from all residents regarding these proposed adjustments. Engagement is open from May 10 to June 7.

Results pertaining to specific neighbourhoods will be provided to the neighbourhood associations to inform their submission to the City on boundary changes. Full survey results will be included in the staff report to Council in September 2021 and will be made available to the public at that time.

If approved, the changes would be formally adopted and the Official Community Plan and Local Area and Neighbourhood Plans would be amended in 2022.

To see maps of the proposed boundary adjustments, and to have your say, visit: [engage.victoria.ca](https://engage.victoria.ca).

—30—

#### For More Information:

Bill Eisenhauer  
Head of Engagement, City of Victoria  
250.858.1061 | [beisenhauer@victoria.ca](mailto:beisenhauer@victoria.ca)

[www.victoria.ca/assets/City~Hall/Media~Releases/2021/2021.05.10\\_MR\\_Have%20Your%20Say%20-%20Neighbourhood%20Boundaries.pdf#search="neighbourhood%20boundaries](https://www.victoria.ca/assets/City~Hall/Media~Releases/2021/2021.05.10_MR_Have%20Your%20Say%20-%20Neighbourhood%20Boundaries.pdf#search=)

## Media Articles

CTV

[www.vancouverisland.ctvnews.ca/victoria-proposes-changing-neighbourhood-boundaries-seeks-feedback-1.5421525](https://www.vancouverisland.ctvnews.ca/victoria-proposes-changing-neighbourhood-boundaries-seeks-feedback-1.5421525)

Times Colonist

[www.timescolonist.com/news/local/city-seeks-feedback-on-proposed-changes-to-neighbourhood-boundaries-1.24317494](https://www.timescolonist.com/news/local/city-seeks-feedback-on-proposed-changes-to-neighbourhood-boundaries-1.24317494)

CFAX 1070

[www.iheartradio.ca/cfax-1070/news/victoria-proposes-changing-neighbourhood-boundaries-seeks-feedback-1.15166306](https://www.iheartradio.ca/cfax-1070/news/victoria-proposes-changing-neighbourhood-boundaries-seeks-feedback-1.15166306)



# Appendix

Redacted survey comments and emails

Letters from community associations

Letters from residents

Appendix A