

# A Healthy Local Economy

*A more resilient and diverse local economy*



WHAT'S YOUR VIEW? - FACT SHEET SERIES

## Our local economy

*View Royal is home to over 350 businesses, ranging from home-based occupations to large commercial operations that employ hundreds of people. A recent land economics study estimated that View Royal boasts about 400,000 square feet of existing retail and service space. Of this, approximately 85% is occupied by local oriented retail and service businesses, while the remaining 15% is occupied by regional oriented retail and service businesses. View Royal's retail and service sector has grown substantially, by an average 12,000 square feet per year between 2001 and 2019.*

Over the past several years, View Royal has focused on the further development of existing commercial nodes and the creation of new ones to provide a range of services for residents in localized areas. We recognize that since our last OCP in 2011, the global economy has changed and shifted which has also led to changes and potential new opportunities in our local economy. These many factors and opportunities include, increasing globalization, technological developments and tech companies operating in the larger region, growth in e-commerce, and COVID-19 with changing home-based work patterns.

## Planning for Local Economic Development

Our current OCP envisions a strong, diversified economy that supports local employment opportunities and outlines

several priorities for our local economy as a whole. These have been supported by actions in our Strategic Plan 2019-2022.

Key actions include:

- Continuing to grow and improve relationships with business community to build business friendly reputation (e.g., annual business mixer, Island-wide mobile business license, online business license renewals and applications)
- Supporting home-based businesses that are compatible with residential uses throughout View Royal as a means of providing alternative employment options, reducing commutes, and providing more services locally
- Supporting existing businesses in the community, especially those located in designated mixed-use centres and



community corridors that provide jobs suited to the resident labour force

- Encouraging new businesses to locate in existing commercial areas and the mixed-use centres
- Providing suitable land and incentives for commercial, institutional, and mixed-use developments to increase local employment opportunities, broaden the municipal tax base, and promote View Royal as a business-friendly community

### What's your view?

- *What opportunities do you see for the future of work and business in View Royal?*
- *What types of local services would you like to see in View Royal?*
- *What barriers are there to starting a business in View Royal?*

Watch for opportunities this fall to provide feedback on these questions and others. To learn about other OCP update issues visit the OCP project website or send us an email.

### WHAT'S HAPPENING?

We are updating our Official Community Plan (OCP). Last updated in 2011, the Plan provides a long-term vision for the community and provides guidance on future planning and development.

The current OCP has served the Town of View Royal well, so this work will be an update and not a major re-write. Still, there are some important issues and topics that require attention, feedback from the community, and focus in the updated OCP. Some of the key areas that Council and staff identified for additional review include:



**Housing Matters.** View Royal housing needs, diversity, and options



**Placemaking.** Neighbourhood centres and urban design



**Preparing for Change.** Climate change and resilience



**Moving Around.** Transportation and the ways we get around



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**Our Natural Connections.** Parks, protected areas, and shorelines

The OCP update process is an opportunity to explore these areas (and others) in more detail and to get community feedback on how we can best direct and prepare for change. While this fact sheet provides an overview of just one area, we know that the six additional topics listed above are interconnected and will require a coordinated and integrated approach in the updated OCP.

Want more information?

Please visit our OCP Update web page: [www.viewroyal.ca](http://www.viewroyal.ca)

Send us an email: [planning@viewroyal.ca](mailto:planning@viewroyal.ca)

