

Business Attraction & Expansion

- Support economic development that:
 - Fosters investment and growth in local businesses, services and facilities that cater to the community;
 - Encourages a wide range of marine-oriented businesses (e.g., ship fitting, repair and maintenance, marine-related science and technology);
 - Encourages businesses that provide goods and services to the military sector;
 - Attracts a wider range of business types, including advanced-technology, green economy and knowledge-based businesses;
 - Expands tourism-related businesses that promotes Esquimalt's unique regional offerings, including sports facilities, First Nations and military history, and saltwater recreational opportunities;
 - Expands the sport, arts and culture sector, promoting Esquimalt's sports facilities, arts and cultural heritage;
 - Continues to build relationships with the film industry

and use of Esquimalt locations to attract more film productions; and

- Works towards creating a complete community for families and seniors, including banking, medical and support services, daycare, an accessible trail system, public transit and recreational opportunities.
- Pursue opportunities to bring advance educational institutions into Esquimalt.
- Support local food production, including local markets in Esquimalt and home based businesses.

Commercial & Industrial Areas

- Encourage revitalization of underdeveloped commercial and industrial areas.
- Encourage the creation of new office space, cafes, restaurants and pubs in commercial areas.
- Foster the revitalization of Esquimalt Road to give it more of a vibrant and pedestrian friendly downtown core with welcoming public spaces for residents and visitors.
- Encourage revitalization of commercial areas along Admirals Road, Esquimalt Road, corner of Tillicum

and Craigflower Rd, and Head Street.

- Encourage the re-development and expansion of commercial areas along Craigflower Road at Dominion, Tillicum, and Old Island Highway.
- Recognize the value of the E&N Rail Trail as a competitive advantage to Esquimalt's Industrial Park and Dockyard. The railway can move people and goods to the area. The rail trail provides alternative travel options for employees.
- Encourage enhancements to the public realm in the industrial area, such as the development of public spaces, or publicly available private spaces, for the local workforce, area residents and users of the E&N Rail Trail.

West Bay

- Support expansion and commercial waterfront development around West Bay, provided it is planned to be compatible with the adjacent residential areas.
- Continue to work with the Greater Victoria Harbour Authority to promote economic opportunities for the West Bay.



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FOR MORE INFORMATION PLEASE CONTACT:
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This is one in a series of seven Official Community Plan draft policy documents for public review. To provide your input, send your comments to marlene.lagoa@esquimalt.ca by June 20, 2017. More info: esquimalt.ca/communityplan

- Support the development of new tourism opportunities at West Bay.
- Support the continued usage of the West Bay (Westsong) Walkway as a scenic waterfront trail that links downtown Victoria via Victoria West to West Bay.

Tourism

- Working with other organizations, the Township will continue to promote Esquimalt's visitor attractions, including community parks, the Gorge Waterway, West Bay and Esquimalt Harbour, the CFB Esquimalt Naval Base and Military Museum including Fort Macaulay and Work Point, sports facilities, and community events.
- Continue to support sports facilities as an important component of Esquimalt's economic diversity.
- Investigate potential to amend municipal bylaws and policies to allow for compatible commercial use in parks.
- Encourage development of compatible commercial opportunities along E&N rail trail.



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Township of
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www.esquimalt.ca/communityplan