

James Bay Neighbourhood Association

JBNA Community Survey 2025: A summary of what we heard

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JBNA President
2026 March 10**

About the Survey

- Conducted over 14 days, 2025 August 22 to September 5
- Promoted via Facebook (JBNA, James Bay Local), James Bay Beacon, and directly via JBNA membership and volunteer networks
- Eight open-ended non-numerical questions highlighting OCP topics
- No personal data requested or retained
- 265 responses received from 159 James Bay postal codes
- Unfiltered/unedited AI-generated analysis drawn from responses to exact survey questions so as to minimize subjective bias

About the Survey

A	B	C	D	E	F	G	H	I	J	
	Timestamp	1. Urban Form & Land Use The OCP guides how and where Victoria grows – the rise and style of buildings, housing protection, and future development is focused. What kind of growth and building design do you think works best for Jamar Bay?	2. Housing The OCP covers housing supply, affordability, tenant protection, and housing diversity (family, seniors, rental, care, supportive, etc.) What housing needs and protections are most important in Jamar Bay?	3. Transportation & Mobility The plan sets direction for walking, cycling, transit, roads, parking, and transit movement, aiming for safer and easier urban travel. What transportation changes or improvements are needed here?	4. Public Safety & Emergency Management The OCP contemplates earthquakes, flooding, sea-level rise, and extreme heat preparedness, plus considerations of fire, police, and health services. What local risks or safety concerns do you want addressed?	5. Infrastructure & Utilities Water, sewer, drainage, energy, waste, and communications are vital to our community, and the prepare OCP emphasizes flood resilience and renewable energy. What infrastructure priorities matter most for Jamar Bay?	6. Environment & Climate The OCP sets direction for reducing emissions, planting more trees, protecting green space, and preparing for climate impacts. How do you think environmental and climate challenges should be addressed in Jamar Bay?	7. Parks, Recreation & Culture Parks, community centres, cultural diversity, and heritage conservation are all contemplated in the prepare OCP. What do you value most – or want more of – in parks, recreation, and cultural spaces?	8. Economy & Waterfront Business, employment, tourism, harbour activity and government operations are vital to our economy and well-being and must be balanced with neighbourhood livability. Harbour economic and harbour activity be managed in 2027 and on	
3	9/3/2025 7:32:15	Development should be limited as Jamar Bay is already over developed. For sure, there should not be Secretary building crammed on a residential street. Any development should include adequate parking. Our streets are already crisscrossed and we want to avoid 'concrete'.	Housing diversity	Don't reduce parking as Jamar Bay already has shortage of parking spots. We are still a society that depends on cars and this council needs to recognize this fact.	Street disorder needs to be addressed as we can feel it in our community.	Our infrastructure is adequate.	Planting more trees in green space is always good. However, those trees need to be watered to survive.	Nothing in particular.	I think there is a good balance in place now.	
3	9/3/2025 8:20:41	I think zoning should remain as is. However I think current zoning for all multi unit buildings should be allowed to be tiered. Single family house zoning should remain as is and not change to allow for 2+ stories multi unit buildings.	Affordability. Developers have been getting away with not providing affordability at all. There needs to be restrictions on what to rent or buy.	No changes needed. Bike lane markers added and Government street work not needed, a complete waste of money.	Earthquake	With traffic changes leading out of and into Jamar Bay has made it increasingly difficult to get in and out of Jamar Bay. Terrible idea has been implemented.	With bigger buildings possibly coming in and developers being allowed to have less green space by having their hands in the pockets of councilors, what happens to how far green space remains as is?	Leave them as is.	Nature	
3	9/3/2025 9:15:42	In Jamar Bay, growth should respect the realm, heritage, and character of the neighbourhood. The Bayview development has shown what happens when height and density overwhelm a historic site: heritage buildings are demolished, and the community's identity is put at risk. I believe growth in Jamar Bay should be moderate, human scale, and consistent with the Official Community Plan. Development should focus on complementing and preserving heritage, not retrofitting or an afterthought as a bargaining chip for density bonuses.	Jamar Bay's housing priorities should be about meeting real community needs, not maximizing developer profit. What matters most in Jamar Bay is housing diversity and affordability. That means prioritizing rental, care, and supportive housing, with a focus on family-sized units and seniors' housing as people come from the community across their lives. Tenant protections are equally important to ensuring that redevelopment does not lead to displacement or loss of affordable rental stock.	The focus should be on walkability, cycling infrastructure, and reliable public transit. Jamar Bay is one of Victoria's most pedestrian-friendly areas, and that character must be protected by downsizing streets that discourage cut-through traffic and supporting cycling, underdog trails, and traffic calming. Cycling connections to the downtown core and waterfront need to be strengthened, not blocked by oversized developments.	Jamar Bay needs transportation solutions that prioritize people, safety, and sustainability, not megaprojects that bring thousands of new cars into small, walkable neighbourhoods. The priority should be resilience and climate impact. Emergency routes in and out of Jamar Bay must be kept clear, and growth should never be approved at scale that compromises those escape corridors.	Jamar Bay is one of the most vulnerable neighbourhoods in Victoria, surrounded by water on three sides and home to many seniors and heritage buildings. Public safety planning must take these realities seriously. The priority should be resilience and climate impact. Emergency routes in and out of Jamar Bay must be kept clear, and growth should never be approved at scale that compromises those escape corridors.	Jamar Bay's infrastructure must be planned around resilience, capacity, and sustainability, not retrofitted to breaking points by oversized projects. The reality is that our water, sewer, and drainage systems are already under stress, and adding thousands of new units without proportional investment only increases the risk of failure. The top priority is flood resilience: with rising sea levels and storm surge threats, drainage and small protection works approved. Energy systems should prioritize renewable and district energy, ensuring new developments contribute to a low-carbon future rather than relying on outdated infrastructure.	The priority should be to reduce emissions at the source: ensuring new buildings are truly low-carbon in construction and operation, limiting car dependency through walkability and transit, and discouraging high-rise forms that require far more energy to build and operate. Jamar Bay also needs more trees and green space, not less. Street trees, pocket parks, and protected natural areas should be expanded to combat extreme heat and improve air quality. Development should include generous public green space as a non-negotiable, not an afterthought.	The identity of Jamar Bay depends on its green space, heritage, and cultural amenities, and these must be protected and expanded. What matters most is accessible, high-quality public space: more neighbourhood parks, community gardens, and cultural facilities that serve families, seniors, and children alike. Recreation and cultural spaces should be embedded in the heart of the neighbourhood, not hidden behind gated developments.	The economy and waterfront of Jamar Bay should be managed to balance activity with livability and heritage protection. Economic activity in Jamar Bay should focus on sustainable tourism, local businesses, and harbour uses that respect amenities, and these must be protected and expanded. What matters most is carefully managed to minimize emissions, noise, and congestion, while still supporting local businesses. The harbour should remain a working, cultural, and recreational space – not be handed over to speculative real estate.
3	9/3/2025 9:25:53	Secretary consider and opt. mixed with single multi use individual homes. This is not the area to encourage commercial development due to lack of parking, movement and use of use.	Family sized units and the encouragement to build carriage garages for seniors. Protect heritage and maintain the charm and value of old Jamar Bay.	Would be nice to have bus service coming into JB one way and departing from the other as the street is getting narrower and one way is becoming the norm, along with many closed streets.	The lack of traffic flow in and out of Jamar Bay. Lack of fire emergency vehicles to assist and the thought that there who are elderly or handicapped will not get out of JB in the event of an emergency situation.	Infrastructure is the framework for building the community. JB already is filled with some older structures in need of renovation, repair, and safety. The OCP calls for more care, but it only seems to be important when they are in charge. Allowing developers to come in and cut down the trees in favour of more people, cars, drainage, and waste is a conflict of ideas.	Finally, climate adaptation must be central: shoreline protection, stormwater management, and sea-level rise planning must guide growth decisions. No rezoning should be approved without proving it helps the neighbourhood withstand climate impacts.	Heritage conservation is equally vital. True conservation means supporting the many heritage homes and ensuring their ongoing protection.	In keeping with the neighbourhood and our historical direction I personally am happy with the smaller businesses and boutique flair we have in JB. The more they develop, the more we will be inundated with big businesses. Harbour and government operations should continue here and in turn, the city should recognize the significant support JB provides to our city.	
3	9/3/2025 9:40:33	A mixture of multi unit and single or duplex homes that retain the street level neighbourhood character of connection.	Retain and support existing heritage districts and homes.	More emphasis on pedestrian (and dog walking) safety. Further car access as Jamar Bay is not cut off by one way and bike lane development.	Review important emergency and safety vehicle access as streets are narrowed and blocked.	Fixing old infrastructure that will fail.	Retaining and creating more green space.	Parks and heritage.	Electric plug-in for cruise ships. Retain heritage for tourism value as well. Focus here and bigger which are a real time danger to pedestrian and cars.	
3	9/3/2025 9:56:48	No more than two stories in-fill in any existing single family residential areas.	Housing MUST come with zero accommodation for OFF STREET parking ONE vehicle per unit address. Vehicles are NOT getting away, only changing type of power plant. The City needs to recognize this reality.	See above comment in 2.	Current access to and exit from Jamar Bay is significantly compromised due to traffic issues.	Severe, hydro, parking space and other infrastructure is limited and any future development towards further density MUST RECOGNIZE this reality.	Limit cruise ships to plug-in only and limit the number of buses and cabs to what below the current level. Address comments above.		Limit large cruise ships and their associated traffic on our local roads. Cruise ship tourism contributes very little to our local economy other than to be a tax avoidance opportunity and the bar and cab companion.	

Overview: Top Five Themes and Preferences



1. Building design, height & heritage (691 mentions)

- Strong focus on maintaining neighbourhood *character*
- Worries about *tall buildings* and *over-densification*
- Calls for *heritage preservation* and *better design standards*



2. Parks, green space & environment (231 mentions)

- Protecting *waterfront areas, trees, and green space*
- Requests for more *environmental sustainability* measures
- Concerns about *climate change adaptation*



3. Transit improvements (167 mentions)

- Better *bus service* within James Bay and to other parts of Victoria
- Strong interest in *rail or tram options* for regional commuting and local connections



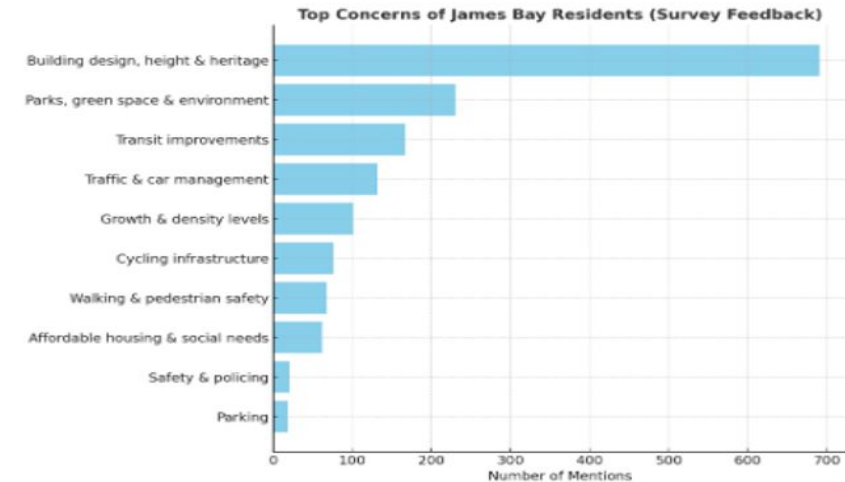
4. Traffic & car management (132 mentions)

- Speeding, congestion, and road safety issues
- Desire for *traffic calming measures*



5. Growth & density levels (101 mentions)

- Divided opinions: some call for *more housing and higher density*; others want *moderate growth* or to *shift growth elsewhere*



Question 1: Urban Form and Land Use

What kind of growth and building design do you think works best for James Bay?



Preferred Building Types & Designs

- **1. Low-rise buildings (2–4 stories) – ~63 mentions**
 - The most common preference.
 - Seen as *human-scale* and *fitting the character* of James Bay.
 - Many specifically said *3–4 stories is enough*.
- **2. Heritage / context-sensitive designs – ~48 mentions**
 - Strong desire for *new builds to match the heritage character*.
 - Emphasis on *architectural consistency* with existing houses and historic buildings.

Question 1: Urban Form and Land Use

What kind of growth and building design do you think works best for James Bay?

- **Mid-rise (5–6 stories) – ~18 mentions**
 - Some openness to mid-rise, often in *specific areas* (e.g., along arterials).
 - Typically tied to *increasing housing supply*.
- **Infill / gentle density – ~12 mentions**
 - Support for *duplexes, triplexes, townhomes, and conversions*.
 - Seen as a way to add housing while maintaining scale.
- **High-rise (6+ stories) – ~8 mentions**
 - A minority support tall buildings, often linked to *housing need or urban efficiency*.
- **No growth / no new buildings – ~1 mention**
 - One response calling for a halt to any new development.

Question 2: Housing

What housing needs/protections are most important to JBay?

1. Diverse housing options:

- *Seniors housing* (downsizing options, assisted living).
- *Family housing* (townhomes, duplexes, multi-bedroom rentals).
- *Supportive and affordable housing* for vulnerable residents.

2. Gentle density: preference for *townhomes, low-rise apartments, heritage conversions* over high-rises.

3. Rental housing supply: strong support for maintaining and expanding secure, long-term rental stock.

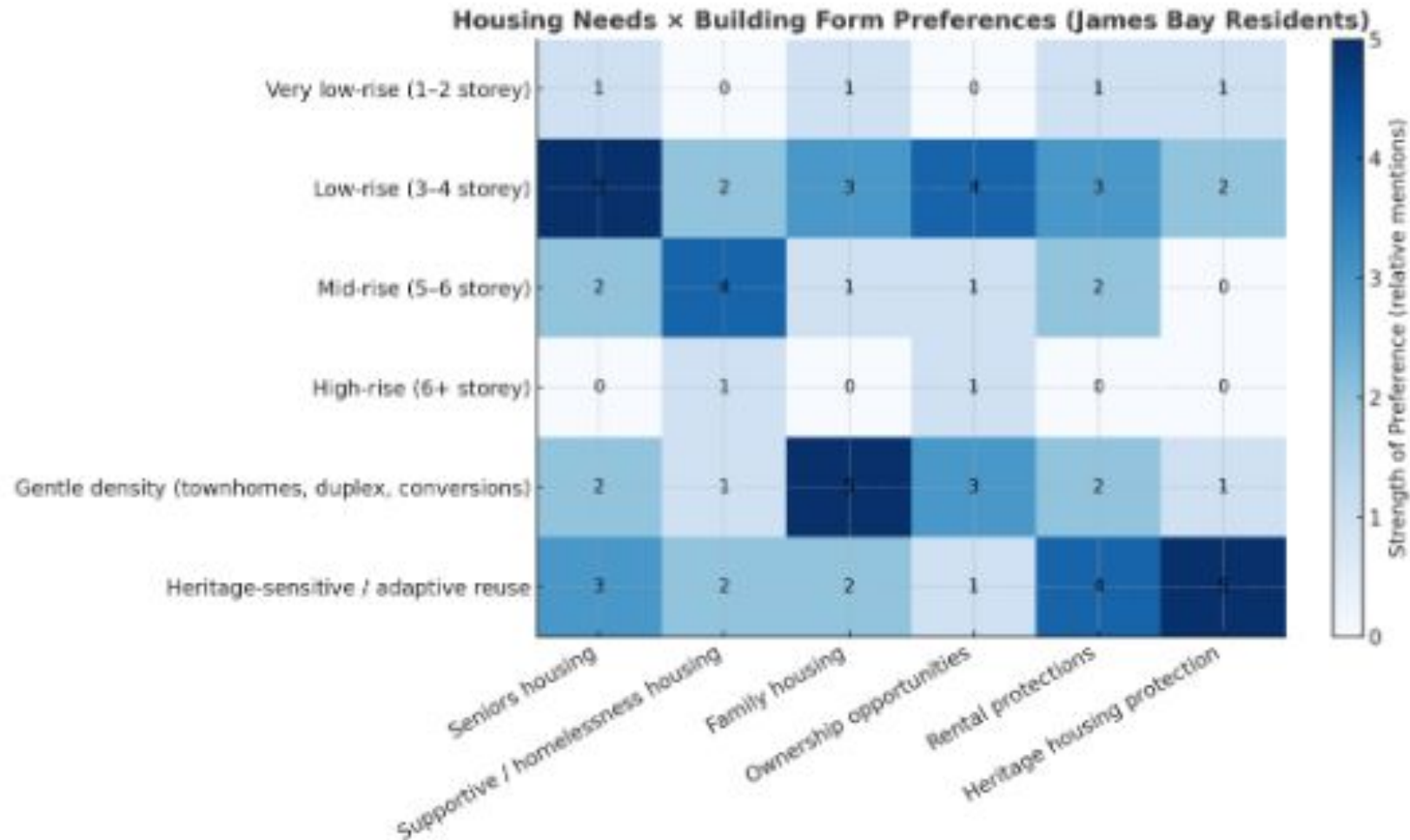
4. Non-market/co-op housing: many residents called for more cooperative, community-based, and non-profit options.

Question 2: Housing

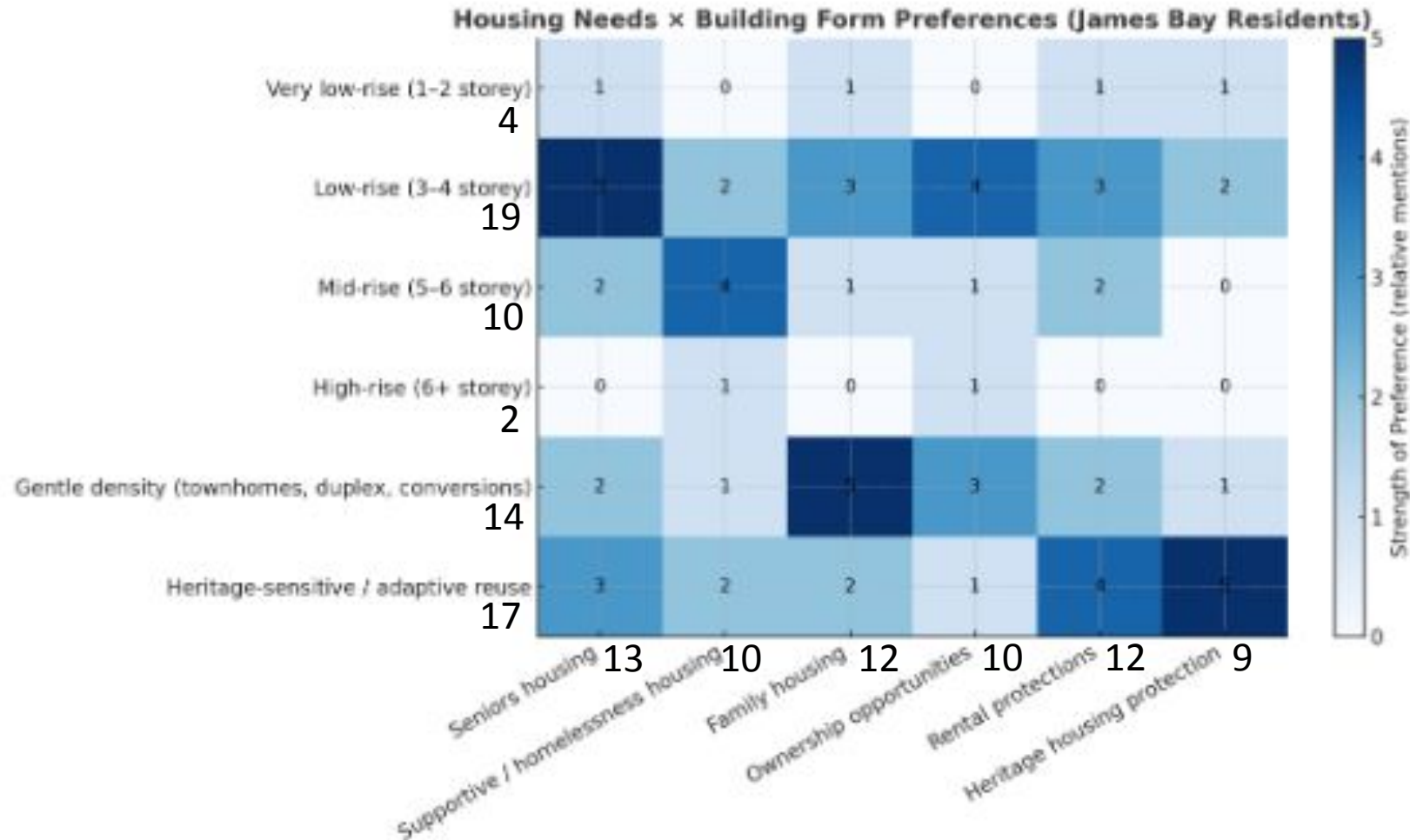
Here's a **matrix diagram** linking **housing needs** (rows) to **preferred building forms** (columns).

- Darker blue cells = stronger alignment between a housing need and a building type.
- Summary results:
 - **Seniors housing** is strongly tied to **low-rise (3–4 storeys)** and **heritage-sensitive/adaptive reuse**.
 - **Family housing** is most often tied to **gentle density (townhomes, duplexes, conversions)**.
 - **Supportive housing** is more often associated with **mid-rise buildings**.
 - **Heritage housing protection** is almost entirely about **adaptive reuse**.

Question 2: Housing



Question 2: Housing



Question 3: Transportation and Mobility

What transportation changes/improvements are needed in James Bay?

1. Transit Improvements (115 mentions)

- Better **bus service reliability and frequency**.
- Maintain key routes that connect James Bay to the rest of Victoria.
- Some calls for **regional rail / LRT / tram** to reduce car dependence.

2. Cycling Infrastructure (51 mentions)

- Expand the **bike lane network**.
- Safer connections between James Bay, downtown, and the waterfront.
- Interest in **protected bike lanes**.

Question 3: Transportation and Mobility

What transportation changes/improvements are needed in James Bay?

3. Walking & Pedestrian Safety (23 mentions)

- More and safer **crosswalks and sidewalks**.
- **Accessibility upgrades** for seniors and mobility aids.
- Safer walking routes, especially near schools and busy streets.

4. Traffic & Road Management (22 mentions)

- Concerns about **speeding and congestion**.
- Calls for **traffic calming** in residential areas.
- Better management of vehicles during **cruise ship arrivals**.

5. Parking Management (21 mentions)

- Worries about **loss of street parking** due to new development or bike lanes.
- Desire for **balanced parking policies** to protect residents.

Question 4: Public Safety and Emergencies

What local risks and safety concerns do you want addressed?

1. Environmental & Climate Risks

- **Flooding and sea level rise; storm surges and coastal erosion.**
- **Calls for stronger climate adaptation planning.**

2. Neighbourhood Safety

- **Traffic safety** – speeding, congestion, unsafe crossings, and poor pedestrian/cyclist protection.
- **Cruise ship traffic** impacts on air quality, congestion, and general livability.
- **Emergency preparedness** for earthquakes, storms, and extreme weather.

Question 4: Public Safety and Emergencies

What local risks and safety concerns do you want addressed?



3. Social & Community Concerns

- **Homelessness and housing insecurity** – visible impacts on streets, safety concerns in public spaces.
- **Public disorder** – open drug use, crime perceptions, and feeling unsafe in some areas.
- Calls for more **supportive housing and social services** as safety measures.



4. Infrastructure & Health Concerns

- **Air pollution** from cruise ships, traffic, and idling.
- **Aging infrastructure** – worries about whether utilities and emergency systems can handle crises.
- Need for **accessible and safe public spaces** for seniors, children, and vulnerable groups.

Question 5: Infrastructure and Utilities

What infrastructure priorities matter most for James Bay?

1. Climate & Environmental Resilience

- **Flood protection:** seawalls, berms, and stormwater systems to defend against sea level rise.
- **Green infrastructure:** rain gardens, permeable surfaces, tree canopy for stormwater and cooling.
- **Coastal protection:** erosion control and shoreline resilience.

2. Mobility & Public Realm

- **Sidewalk upgrades and accessibility** for seniors and people with mobility challenges.
- **Bike lanes and safer cycling connections** into downtown and across James Bay.
- **Traffic calming and safer crossings** to reduce collisions and improve walkability.
- Better **transit facilities:** shelters, stops, and reliable service infrastructure.

Question 5: Infrastructure and Utilities

What infrastructure priorities matter most in James Bay?

3. Utilities & Core Services

- **Aging water, sewer, and drainage systems** need upgrading for capacity and climate stress.
- **Power reliability** and resilience planning in case of extreme weather or earthquakes.
- **Waste management:** better facilities for recycling, compost, and garbage in high-density areas.

4. Housing & Community Infrastructure

- **Affordable/supportive housing developments** with proper amenities.
- **Heritage preservation infrastructure:** incentives and systems to maintain older buildings.
- **Public amenities:** community centers, libraries, parks, and gathering spaces to match population growth.

5. Cruise & Tourism Impacts

- **Traffic management infrastructure; better connections between cruise terminal and downtown.**
- **Air quality controls** on ships and buses (shore power, anti-idling facilities).

Question 6: Environment and Climate

How do you think environmental and climate challenges should be addressed in James Bay?



1. Climate Risks

- **Sea level rise & flooding:**
 - Dallas Road and the Inner Harbour waterfront are vulnerable.
 - Calls for proactive adaptation: seawalls, naturalized shorelines, stormwater management.
- **Extreme weather: heatwaves, storms, and wind events increasing in frequency.**



2. Nature & Biodiversity

- **Tree canopy loss: concern over removals from development or storms; strong desire for protection and expansion.**
- **Biodiversity decline: calls for native planting, pollinator gardens, ecological restoration.**
- **Park and waterfront protection: avoid overuse or over-commercialization.**

Question 6: Environment and Climate

How do you think environmental and climate challenges should be addressed in James Bay?

3. Pollution & Air Quality

- Cruise ship emissions: top local concern—demands for shore power and stricter regulations.
- Traffic emissions: buses, delivery vehicles, and cars impacting air quality and livability.

4. Growth & Sustainability Balance

- Greener buildings: energy efficiency, climate-friendly design, reduced footprints.
- Infrastructure stress: growth will strain stormwater, sewers, and utilities without climate-smart upgrades.

5. Waste & Resource Use

- Better waste reduction: composting, recycling, and zero-waste initiatives.
- Sustainable tourism practices: less waste and lower carbon footprint from visitors.

Question 7: Parks, Recreation, and Culture

What do you value most – or want more of - in parks, recreation, and cultural spaces?



1. Parks & Natural Spaces

- **Protection of existing parks** (Beacon Hill Park, Fisherman’s Wharf, Dallas Road waterfront).
- **Greenery and trees** – shade, beauty, biodiversity, and climate benefits.
- **Naturalized areas** rather than overly built or commercialized parks.
- **Waterfront access** preserved for public use.



2. Recreation & Community Use

- **Spaces for families and children:** playgrounds, safe gathering spots.
- **Accessible recreation** for seniors and people with mobility challenges.
- **Walking paths and trails** – safe, well-lit, and connected.
- **Sports and fitness amenities** – courts, fields, exercise stations.

Question 7: Parks, Recreation, and Culture

What do you value most – or want more of - in parks, recreation, and cultural spaces?

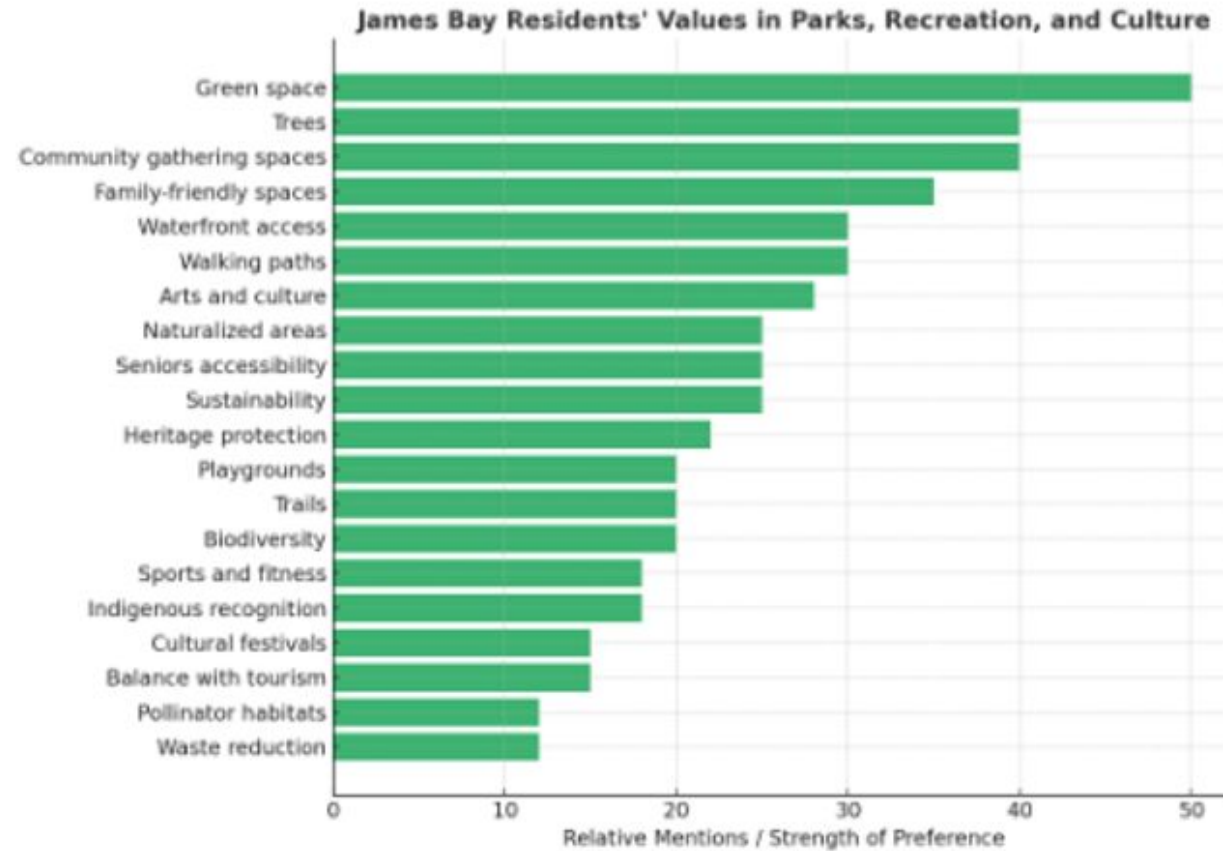
3. Cultural & Community Spaces

- **Community gathering spaces** for events, learning, and social connection.
- **Support for arts and cultural programming** – local music, theatre, galleries, cultural festivals.
- **Recognition of Indigenous history and culture** in parks and public spaces.
- **Heritage protection** of cultural landmarks and historic character.

4. Sustainability & Stewardship

- **Ecological restoration** – pollinator habitats, native plants, shoreline care.
- **Sustainable park management** – waste reduction, composting, eco-friendly design.
- **Balance between tourism and local use**, so residents don't lose access to valued spaces.

Question 7: Parks, Recreation, and Culture



Question 8: Economy and Waterfront

How should economic/harbour activity be managed in and around James Bay?



1. Cruise Ship Impacts

- **Air quality & emissions:** strong calls for *shore power* and stricter limits on idling buses and ships.
- **Traffic management:** better handling of cruise passenger flows to reduce congestion in James Bay streets.
- **Noise & livability:** balance tourism with residents' right to quiet and clean air.
- Some residents questioned whether cruise traffic should be *limited or capped* to protect livability.



2. Harbour & Marine Uses

- **Protect public access to the waterfront** – parks, paths, and green space should not be privatized.
- **Support marine-based jobs and activity** (fisheries, small marine businesses) that fit James Bay's character.
- **Concerns about over-commercialization** of the harbour at the expense of residents.

Question 8: Economy and Waterfront

How should economic and harbour activity be managed in and around James Bay?

3. Local Economy & Tourism

- **Support for a balanced local economy – not overly dependent on cruise ships.**
- **Encourage small businesses and local shops that serve residents as well as visitors.**
- **Cultural tourism (arts, heritage, Indigenous culture) seen as more sustainable than mass cruise tourism.**
- **Desire to direct cruise ship visitors downtown via shuttles rather than overwhelming James Bay streets.**

4. Sustainability & Balance

- **Calls for an economic model that balances tourism, environment, and quality of life.**
- **Promote green jobs and sustainable practices in harbour operations.**
- **Community benefits agreements suggested – ensuring economic activity also funds local amenities and infrastructure.**

Final Thoughts

Is there anything you'd like to add about James Bay's future?

1. Neighbourhood Character & Livability

- Strong desire to preserve James Bay's heritage character and human-scale feel.
- Calls to avoid high-rises and instead promote gentle density like townhomes, duplexes, and heritage conversions.
- Emphasis on keeping the neighbourhood walkable, green, and community-oriented.

2. Parks, Nature & Environment

- Protection of Beacon Hill Park, Dallas Road waterfront, and green spaces from overuse and development.
- More trees, naturalized areas, and climate adaptation measures.
- Concerns about sea level rise and flooding – need proactive planning.

Final Thoughts

Is there anything you'd like to add about James Bay's future?

3. Transportation & Mobility

- **Expanded bike lanes and safer pedestrian connections.**
- **Better transit service, with some mentioning LRT or regional rail as a long-term vision.**
- **Traffic calming to deal with congestion and speeding.**

4. Cruise & Harbour Impacts

- **Reduce air pollution, traffic, and noise from cruise ships.**
- **Calls for shore power and sustainable tourism policies.**
- **Protect public waterfront access from over-commercialization.**

Final Thoughts

Is there anything you'd like to add about James Bay's future?



5. Housing & Affordability

- **Mix of seniors housing, family housing, and supportive housing.**
- **Calls for rental protections and non-market housing options.**
- **Ensure new housing is compatible with neighbourhood scale and heritage.**



6. Community Values

- **James Bay should remain a diverse, inclusive, and mixed community.**
- **Support for arts, culture, and Indigenous recognition in public spaces.**
- **Desire for a stronger sense of community identity as the area grows.**