

Prosperity: Colwood is a thriving city.



We make decisions that promote the prosperity of residents, businesses and the City as a whole. This includes economic drivers that encourage local business and investment as well as household economic prosperity and quality of life considerations around wellness, education, employment and housing.

Plans we'll reference

- [Colwood Economic Development Strategy](#)
- [Colwood Demographic Study + Land Yield Analysis](#)
- [South Island Prosperity Index](#)

Partners we'll connect with

- Colwood Business Owners
- West Shore Chamber of Commerce
- Greater Victoria Chamber of Commerce
- South Island Prosperity Project
- Royal Roads University
- School District 62
- Regional Municipalities
- First Nations (Esquimalt, Songhees, Scia'new)
- Development community
- Destination (Tourism) Victoria



Official Community Plan direction on Prosperity

- Strengthen Colwood's identity as a seaside community by creating a village centre near the waterfront, while maintaining the prominence of Colwood Corners.
- Maintain existing character within established neighbourhoods, while creating greater housing choices and the ability of residents to meet more daily needs within walking distance of home.
- Support rental housing and a range of non-market housing options and needs along the housing spectrum.
- Increase housing choices for current and future residents – recognizing that Colwood is a family-oriented community that is also aging – and enhance diversity of housing types for a variety of household sizes, incomes, tenures, needs and preferences.
- Identify synergies between growth and the community's unique cultural, heritage, and environmental values.
- Attract future residents, visitors, jobs, and investment.

Strategies to increase Prosperity

- Curate a municipal corporate environment that supports economic development
- Understand and work to improve economic prosperity at the household level
- Establish an annual spring census to better understand and quantify household prosperity
- Diversify the City's tax base

Prosperity Targets

- Develop metrics for household prosperity
- Establish baseline data for household prosperity
- Add 50,000 ft² of developed retail floor area by 2023 (over 2018)
- Add 6.5 acres of developed industrial land by 2023 (over 2018)
- Add 963 dwellings by 2023 (over 2018)

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Tactics to increase Prosperity



