



**Council Member Motion**  
**For the Committee of the Whole Meeting of November 6, 2025**

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| To:      | Committee of the Whole                                  | Date: | October 30, 2025 |
| From:    | Mayor Alto & Councillor Dell                            |       |                  |
| Subject: | James Bay neighbourhood as a Heritage Conservation Area |       |                  |

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**Background**

A Heritage Conservation Area (HCA) is an area that is designated by a municipality to provide a framework for protecting and conserving heritage resources by creating policies and guidelines to manage change and new development within the district.

HCAs are not intended to stop all change or “freeze” a place in a specific time-period. Instead, they are one type of community tool to help balance the ongoing needs for property development and maintenance, while conserving the features that define the district’s history.

Diverse residents have shared their stories, thoughts, advice and sources about the unique history of James Bay as a founding neighbourhood in Victoria’s colonial origins, and its daily challenges.

James Bay residents experience:

- being the recipient, and erstwhile hosts, of thousands of visitors from the cruise sector, iconic races, parades and festivals,
- living with a singular peninsular transportation isolation, whose egress and access are limited to only a few roadways,
- the impacts of the apparently unplanned and unwelcome urban sprawl demonstrated by the towers built in the 1970s.

For these reasons, and in concert with the work city staff are undertaking as part of the City’s Heritage Program Renewal, which includes re-examining and refreshing heritage policies, programs, regulations and bylaws, it is a prudent opportunity to have staff examine how to designate the Jame Bay neighbourhood as a Heritage Conservation Area, and to return to Council with advice on how such a designation could be implemented, and the implications of such designation and its implementation to the Official Community Plan and any other related city policies.

## Recommendation

That Council direct staff, as part of the Heritage Program Renewal, to examine designating the James Bay neighbourhood as a Heritage Conservation Area, and to report back to Council on consequential proposed changes, their potential implementation, and their implications to the goals, guidance and operation of the OCP and other related policies.

Respectfully submitted,



Mayor Marianne Alto.



Councillor Matt Dell