

UNLOCKING THE POTENTIAL OF THE KEATING CROSS ROAD BUSINESS CORRIDOR
A PLAN TO CREATE + RETAIN JOB-GENERATING BUSINESSES AND TO
GUIDE INFRASTRUCTURE INVESTMENT

The Keating Cross Road Corridor (the “Keating Area”) plays an important role in the local and regional economy and serves as a transportation corridor and mobility hub. The Keating Area encompasses approximately 115 hectares of light industrial lands in size with primary businesses being light industrial with some minor commercial uses. The Keating Area supports several thousand employees within over several hundred businesses.

STUDY AREA LOCATION & CONTEXT:

The proposed study area has been based upon the existing boundaries associated with Central Saanich land use zoning, the Urban Settlement Area, the physical road networks constrictions and the OCP. The primary corridor is Keating Cross Road from Highway 17 to just east of the properties known as the “Butler pit”. While these constraints define the primary land use area with the Study Area, it is important to note that East Saanich Road at the western most part of Keating Cross Road is an important gateway and transportation intersection. In addition, the businesses along and the transportation networks along Oldfield, Veyaness and Central Saanich Roads that intersect Keating Cross Road are important within the Study Area.

Within the Study Area is the feature known as the Butler pit with an overall footprint of approximately 26.5 hectares. The OCP supports the redevelopment of the Butler pit once gravel extraction activities are complete to contribute to the community and region’s economy through new land use planning.

The Keating Area is currently defined by:

- the existing zoning
 - Zoning consists of I1, light industrial; I2 extraction industrial; C2 arterial commercial; C3, neighbourhood commercial; and C4, service station commercial. There are also two site specific comprehensive development zones.
- an urban containment boundary
- surrounding agricultural properties north and south
- Highway 17 to the east; and
- Rural estate zoning to the west.

Keating Area Location Context

The Keating Area is located between the Victoria downtown core and major transportation links serving the region (YYJ, BC Ferries and Seaspan facilities at Swartz Bay).

Keating Area Context

The light industrial land in Central Saanich is an important source of employment, tax revenue, and is significant as part of the overall industrial development within the region. Approximately 16% of the total industrial land in the Capital Region is found in the Keating Area. Insuring the Keating Area's longevity through appropriate land use planning and infrastructure investment is critical along with the importance of protecting the supply of employment lands.

The tax base within the Study Area includes 98% and 71% respectively of the total light industrial and business class property assessments within the municipality. This equates to over \$2.26 million in property tax dollars from this area versus \$3.02 million in total property tax dollars from all light industrial and business class properties in the municipality. See Schedule 'A' for further details.

POLICY FRAMEWORK FOR KEATING AREA STUDY

A number objectives and policies exist within the Official Community Plan supporting the business retention and expansion with the Keating Area along with regional context for the support and continuing protection of light industrial lands within the capital region.

Official Community Plan (OCP) Excerpts

5.1.3. Industrial Development

Central Saanich has a thriving light industrial/service commercial area in the Keating Business Park. The developed uses include a variety of light industrial uses, as well as a large gravel extraction operation. Eventually, these gravel areas may become light industrial land as the resources are depleted. This, together with existing vacant areas, should ensure a long-term supply of light industrial land for the municipality.

5.2.5. Keating Industrial/Business Area

Objective To support development of more intensive light industrial activities in the Keating Business Park in order to provide business and job opportunities within the municipality.

Objective To guide the transition and redevelopment of gravel extraction areas, thereby maximizing land for light industrial purposes in the Keating Business Park.

9.1.2. Provincial Highway and Ferry Facilities

Highway 17 – also called the Pat Bay Highway – serves as a 'gateway' to the Capital Region and the entire Vancouver Island via BC Ferries at Swartz Bay and the Victoria International Airport. As the primary north-south corridor on the Saanich Peninsula, the Pat Bay Highway also serves an important role for travel within the Capital Regional District.

Highway access has been a persistent issue for Central Saanich. Highway 17 is the main artery from Swartz Bay to Victoria. The resulting high traffic volumes and current highway design makes getting onto or off of the highway and into Central Saanich problematic. The Ministry of Transportation has begun to address this issue with all municipalities along the Pat Bay corridor by undertaking and implementing the *Highway 17 Corridor Planning Strategy*, completed in 2007 by Urban Systems on behalf of the Ministry of Transportation.

Highway upgrades proposed for Central Saanich as part of the Highway Planning Process are intended to improve safety and mobility along the highway and provide better access to the regionally-significant Keating Business Park and Butchart Gardens. A questionnaire completed as part of the study indicated a strong preference (75%) for a future highway interchange to be at Keating Cross Road.

Regional Context - Mobility Hubs

Keating is designated as a *Mobility Hub* within the Capital Regional District's Regional Transportation Plan. Mobility Hubs are unique locations that serve as key regional destinations with larger catchment areas and high trip volumes due to large employers and/or institutional centres. Hubs that meet this criterion include hospitals, universities/colleges, large shopping centres and major regional employers. Within this context, the Keating Area will serve as current and future area for building further opportunities to live, work, learn, shop and play within this hub. Land use planning, transportation networks should be designed to accommodate this.

Regional Context – Industrial Land Base

With limited lands within the Capital Regional District being zoned and available for light industrial purposes, the supply within the Study Area will become increasingly important to the region particularly the Butler pit lands once extraction activities are completed and the approximate 26.5 hectares is converted to other light industrial/commercial uses.

Underutilized existing lands within the Study Area also become increasingly important with a dwindling supply of light industrial lands.

While absorption rates of light industrial lands within the Capital Region remain steady, it is important to note the trends in industrial land uses like warehousing and distribution, technology sector development & manufacturing and storage.

Regional analysis in 2009 concluded that the Capital Regional District will need 340+ acres of new industrial land over the next 30 years, serving 6,350 new industrial employees.

KEATING AREA STUDY GOALS:

Terms of Reference
Keating Cross Road Corridor Study

- Align District policies, regulations and land use planning that will maximize economic potential from the corridor and ensure future land use planning corresponds to future corridor needs with emphasis on:
 - Necessary infrastructure investment including safe highway access
 - Necessary land use changes
- Develop and implement public and private collaborative strategies and investment that aim to:
 - Attract private sector investment to grow jobs, business and services;
 - Expand the tax base in the business corridor along Keating; and
 - Support the revitalization of the corridors and determine uses promoting the adjacent neighborhoods as safe, viable and sustainable.
- Provide engagement with Study Area businesses, residents and community in general.

KEATING AREA STUDY OBJECTIVES:

- Understand needs of Keating Area corridor property owners and businesses as well as that of the community at large through engagement.
- Provide real estate analysis on current and future light industrial and commercial property demands within the Keating Area and as a sub-area of the region.
- Identify what the drivers for current and future businesses in the Keating Area are.
- Determine necessary strategic infrastructure investments through development of a business case.
- Determine priority actions including timing and phasing of such actions and risks associated with undertaking the actions.
- Engage with strategic partners (e.g. MOTI on highway access) for both technical and financial support.
- Provide the framework for the development of sub-area land use plans (e.g. Butler pit) that align with objectives and policies within the OCP to “guide the transition and redevelopment of gravel extraction areas, thereby maximizing land for light industrial purposes in the Keating Business Park” and to “encourage the Butler pit to continue to remove gravel and allow conversion to light industrial uses or office park uses and/or agricultural industries and/or live-work mixed uses”. The Butler pit conversion would equate to approximately a 55% increase in lands currently in the Keating corridor area available for development.
- Identify current impediments to achieving the corridors potential.

Schedule 'A'

District of Central Saanich						
Keating Neighbourhood Analysis						
Assessments and Municipal Taxation for 2015						
Assessment	Class 05/06 Keating	Percent of Class	Class 05/06 Other Areas	Percent of Class	Class 05/06 District Wide	Assessments All classes
Class 1 Res	n/a					3,092,568,759
Class 2 Utility	n/a					921,300
Class 5 Light Ind.	75,406,299	98.00%	1,542,801	2.00%	76,949,100	76,949,100
Class 6 Business	285,678,399	72.36%	109,136,251	27.64%	394,814,650	394,814,650
Class 8 Recr.	n/a					22,154,000
Class 9 Farm	n/a					7,033,608
Assessments	361,084,698		110,679,052		471,763,750	3,594,441,417
% of Assessments	10.05%		3.08%		13.12%	
Municipal Taxes	Class 05/06 Keating	Percent of Class	Class 05/06 Other Areas	Percent of Class	Class 05/06 District Wide	Assessments All classes
Class 1 Res	n/a					10,962,444
Class 2 Utility	n/a					15,130
Class 5 Light Ind.	422,820	97.99%	8,651	2.01%	431,471	431,471
Class 6 Business	1,834,149	70.72%	759,345	29.28%	2,593,494	2,593,494
Class 8 Recr.	n/a					182,287
Class 9 Farm	n/a					28,865
Municipal Taxes	2,256,969		767,996		3,024,965	14,213,691
% of Municipal Taxes	15.88%		5.40%		21.28%	

Terms of Reference
Keating Cross Road Corridor Study

Reference Material

CRD Industrial Land Use Inventory and Assessment 2009

CRD Regional Transportation Plan

Central Saanich Official Community Plan

Central Saanich Land Use Bylaw

BC Ministry of Transportation and Infrastructure Guidelines for Preparing Business Cases

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