

## Public Engagement

Over the past four months, the City of Campbell River Waterfront Task Force has listened to and learned from the community.

We have also carefully reviewed the results of earlier initiatives, including previous public engagement and charrette processes, the site referendum and rezoning.

With a deeper understanding of the technical, economic and social issues affecting the site, and a richer appreciation of the values and aspirations of the community, we recommend an approach to site development that will satisfy the goals, aspirations and concerns we have heard.

Today's open house is an opportunity to hear more from the community, and we will incorporate your feedback into a final report for Council.

## Community Measures of Success

- Retain public ownership of the property and of public facilities on the property.
- Continue the pedestrian and cycling route along the waterfront.
- Provide significant public open space along the waterfront.
- Provide public amenities.
- Provide services that enhance recreational, cultural and intellectual richness of the community.
- Assure that the project reflects the highest standards for environmental protection, social and economic benefit.
- Create a good and popular place that satisfies a wide range of interests and goals.
- Create a strong symbol of what the Citizens of Campbell River can achieve.

## Overview of Conceptual Plan (Building on the Measures of Success)

*Retain public ownership of the property and of public facilities on the property.*

*The conceptual plan has been developed entirely on the basis that the City of Campbell River will remain owner and director of the site and future site development.*

*Continue the pedestrian and cycling route along the waterfront. The conceptual plan incorporates the site as a key node in the evolving pedestrian and cycling route – providing areas for rest and recreation as well as continuous easy movement for pedestrians and cyclists along the waterfront connecting Pier Street, Ostler Park, downtown, Discovery Harbour and the Tyee Spit.*

*Provide significant public open space along the waterfront. The conceptual plan includes more than 60 per cent of the 3.5-acre site reserved as public amenity space, providing places to rest and socialize, to enjoy the scenery, and to entertain and be entertained.*

*Provide public amenities. The conceptual plan for public space functions predominantly as an urban park – blending green areas with extensive tree cover, benches and areas for sitting, views along the waterfront, a new structured walkway to the beach at Roberts Reach, and areas for entertainment, food shops and shopping for local products. The building would also provide a range of public services and amenities.*

*Provide services that enhance the community's unique recreation, culture and technical expertise. The conceptual plan includes a new mixed-use structure. This would incorporate:*

- Small "incubator" rental areas for local companies to offer locally-produced products (anticipate emphasis on salmon and salmon products).
- An open indoor area - Village Mews – for art displays, eating and access to incubator businesses

- A 220-seat venue for cultural events, public lectures and public and private conferences
- Meeting rooms that can serve community groups and conferences
- A mid-scale restaurant overlooking the ocean, islands and mountains, which can also cater for meeting facilities, conference functions and public events
- An aquarium
- Salmon Centre of Excellence laboratory and public display (open for public guided tours) to showcase the Campbell River-based BC Centre for Aquatic Health Science, a world-class centre for salmon and fisheries research.
- Offices and facilities for marine sciences, ecological sciences and marine-related agencies

***Assure that the project reflects the highest standards for environmental protection, economic stability, and public benefit.***

***The conceptual plan emphasizes ecological responsibility (recycling, reduction of water use and greenhouse gases) and incorporates increased storm water percolation and reduced energy use through glazing selection, green roof technology, air-source heat pump technologies, heat recovery and high insulation standards. Photovoltaic and wind-based electrical power would also be considered. The building would be constructed using the latest in mass timber structural systems.***

***To enhance economic sustainability and to reduce financial subsidy by the City of Campbell River, the conceptual plan incorporates income-generating rental opportunities. A full economic review is in progress to ensure financial benefit. Enriching the lives of people in Campbell River through education, recreation, social contact and economic opportunity has been a key focus for this project.***

***Create a good and popular place that satisfies a wide range of interests and goals.***

***The conceptual plan's careful planning of public spaces, coupled with the mix of areas to spend time and things to do offers community members an opportunity to enjoy and celebrate the unique circumstances and good fortune of the waterfront location. It also supports downtown revitalization with an improved link between downtown and Discovery Harbour.***

***Create a strong symbol of what the Citizens of Campbell River can achieve.***

***The physical and architectural presence of the conceptual plan, coupled with the rich array of services and cultural opportunities would showcase the exceptional quality of life in Campbell River.***

## **How would this be funded?**

A full socio-economic analysis of community benefits is currently underway to confirm and demonstrate the overall and long-term financial impact of this project. ***The project would not proceed until and unless the financial analysis demonstrates economic viability.***

The project cost estimates, including contingency allowances and fees, is approximately \$25 million. Initial analysis of funding resources, business planning and economic impact indicate that such a project is feasible and would provide widely-based positive economic impact.

Council may seek funding to support this community-endorsed conceptual plan for the site – through provincial and federal governments and agencies, corporate and private sector partners and from rental tenants. The proposed concept for the site would be prepared in sufficient detail to be incorporated into grant applications.