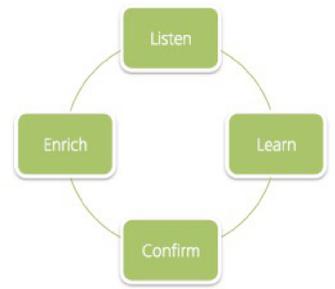




WATERFRONT PUBLIC ENGAGEMENT

Based on community consensus, the Task Force is proposing a conceptual plan for the city owned and directed 3.5-acre mixed-use site that enriches the lives of Campbell River citizens. More than 60% will be reserved as public amenity space, highlighting the waterfront property while reflecting the highest standards of social, environmental and economic sustainability.



Community Engagement Plan is Developed

- Listen, learn, confirm & enrich process is adopted for community engagement.
- An all-inclusive community engagement plan is developed.
- The SEEC Model is created, outlining social, environmental, economic and cultural priorities.



The overall goal of the project is established to provide a space for community members to share their ideas, concepts and proposals for the Waterfront Task Force.

Public Communication

- Advertising campaign is launched calling for public input.
- Public Open House events are publicized encouraging community members to pitch their ideas to the Waterfront Task Force.
- Results from each major event are announced to the public.

A call out to all Campbell River residents provided a platform to voice opinions for the 3.5-acre Waterfront Site and community citizens responded positively.

Online Engagement

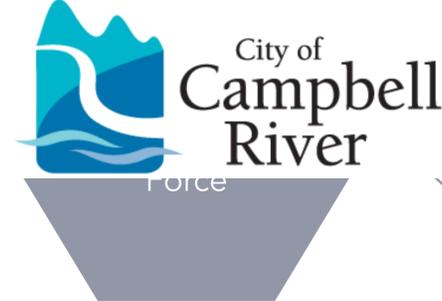
- An online form is available for citizens to register their idea pitches for the upcoming event.
- Over 150 'likes' and comments are shared by community members who participate in the Waterfront social media campaign which includes and an 'Online Sounding Board'.
- Campbell River Community Champions are featured, recognizing community contributions.

The online engagement created an accessible and open platform for the citizens of Campbell River to share their ideas for the Waterfront property, while being inspired by their neighbours.

Public Open House Events

- More than 24 people from the community WOW the Task Force with their idea pitches for the Waterfront property.
- The Task Force and project team report back to the community.

The Open House events established a greater shared understanding of the values of Campbell River residents for this property. The events served as an expression of community.



- The Task Force reviews community ideas during monthly meetings and develops a variety of frameworks for the property, including inspired characteristics and design principles for the site.
- The Task Force begins to draw conclusions for the Waterfront property based on community input.

A vision is realized through public consultation & consensus. The concept incorporates social, economic, cultural & environmental stewardship. The concept also incorporates ideas and inspiration from community members.

PUBLIC ENGAGEMENT

Public Engagement

Over the past four months we have participated in an Intensive Process of Listening and Learning from the Community. We have also carefully reviewed the results of the Public Engagement processes undertaken for the previous site referendum, rezoning and Charrette, and we have incorporated the results of all of these earlier initiatives. The project recommendations have been built on widely-based public input, and they represent a truly Consensus lead Conceptual Plan .

This process has lead to a deeper understanding of the technical, economic and social issues affecting the site; and it has lead to a more rich appreciation of the values and aspirations of the Community of Campbell River.

A more detailed description of our process and what we have learned is presented on the introductory display panels, and we request that you review this information if you would like a more in-depth understanding of our process and what we have learned.

We have worked closely with the community-based Waterfront Task Force to learn from you and to develop an approach to site development which will satisfy the goals, aspirations and concerns we have heard.

Please note that the process of Public Engagement is not over; the Open House is an opportunity for us to hear more from you, to absorb your thoughts - and to incorporate what you present to us today.

THE COMMUNITY'S MOST IMPORTANT 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 the recreational, cultural and intellectual richness of the community.
- Assure that the project reflects the highest standards for sustainability.
- 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.



MAKING A PUBLIC PLACE



Overall development structure

Enter from the east and south through a park-like transition away from the highway.

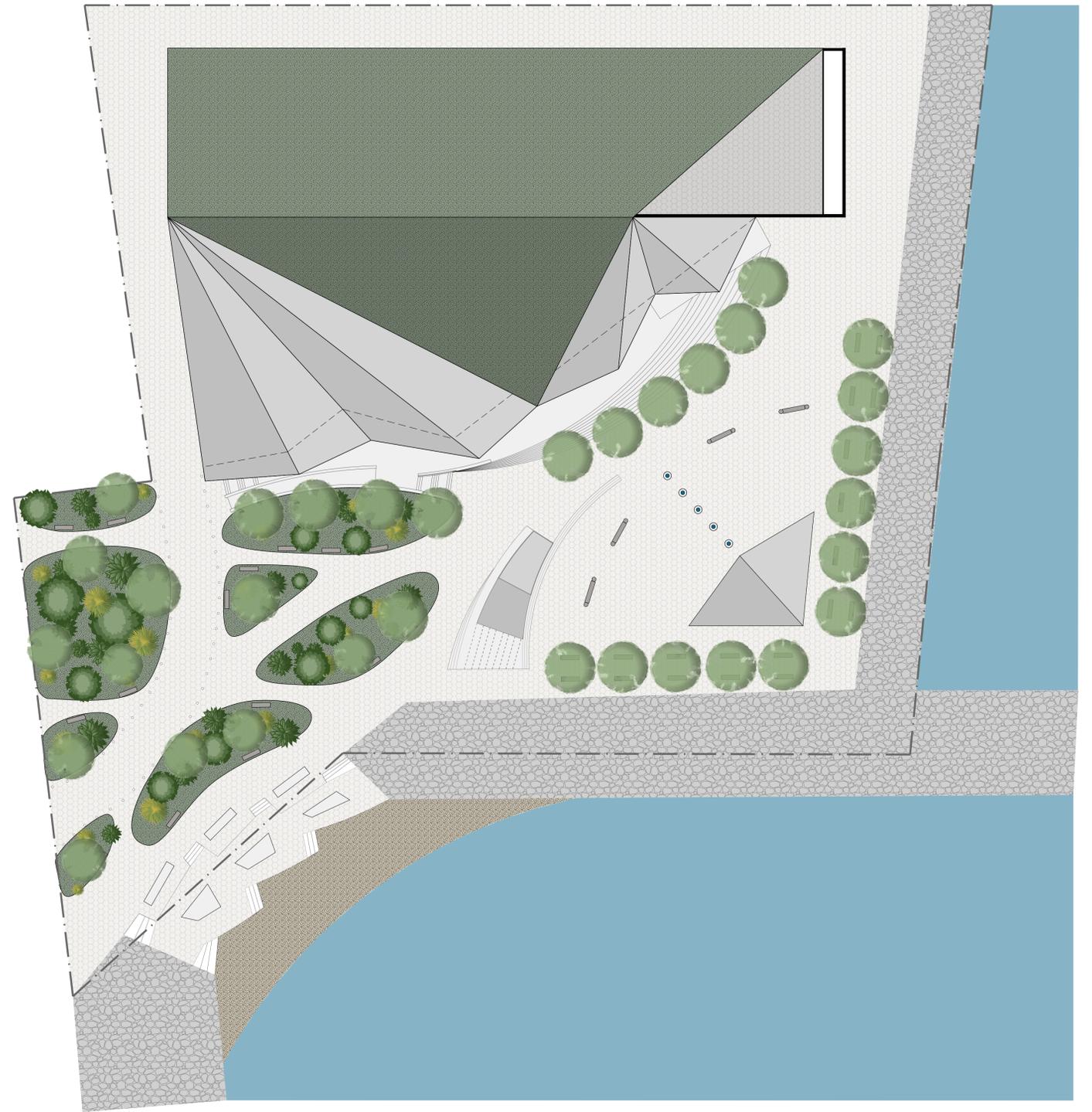
Arrival at the waterfront plaza, shelter and tree covered seating overlooking the water front.



The places in the park

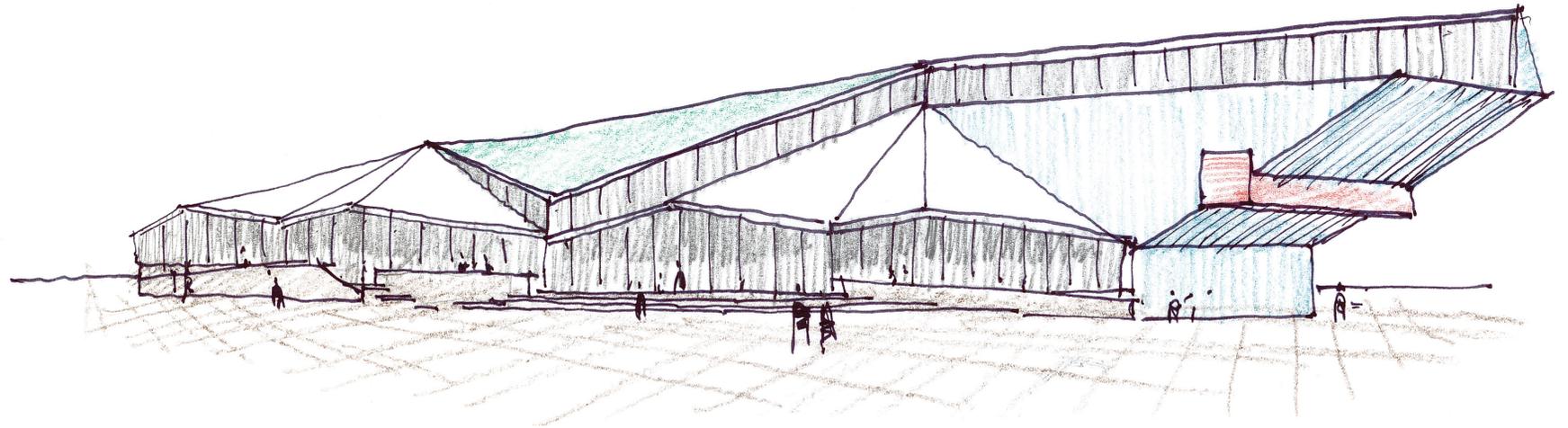
1. Paths through green + trees
2. New structured descent to the beach
3. A food kiosk overlooking the ocean
4. The plaza + fountains – a place to see and be seen
5. Bosque/seating overlooking the water front
6. Sun and rain shelter and “band-stand” open to the ocean
7. Shelters for small commerce + protected seating
8. Seating and overlook from the raised walk ways along the south side of the building

SITE



THE BUILDING

The Task Force is proposing that a new mixed-use structure be developed on the site in order to house a number of important functions, all of which build our Measures of Success.



Key elements in the building will be:

- An Aquarium
- Small “incubator space” rental areas for local companies to offer locally produced products. We anticipate an emphasis on salmon and salmon products!
- An open area - the indoor “Village Mews” - to wander, see art displays, eat and explore the offerings of the incubator businesses
- A 220-seat Recital Hall and Conference Hall (which will serve for public lectures, cultural events, and for private and public conferences).
- The Salmon Centre of Excellence, a centre for marine sciences, fisheries research and marine policy.
- A key member of the Salmon Centre of Excellence will be The BC Centre for Aquatic Health Science Laboratory and public display (the laboratories will be open to the public for guided tours); the “BCCAHS” is a world-level centre for salmon and fisheries research and experimentation based in Campbell River.
- Meeting Rooms that can serve conference functions and community groups
- A mid-scale restaurant overlooking the ocean and the landscape beyond. This restaurant can also serve the meeting facilities, conference functions and public events.

THE BUILDING

