

# PORT ALBERNI WATERFRONT NORTH STUDY FINAL REPORT



Sustainable  
Communities





October 2014

# Port Alberni Waterfront North Study

## Final Report

REPORT

**Submitted to:**

City of Port Alberni  
Hupacasath First Nation  
Tseshaht First Nation  
Port Alberni Port Authority

**Report Number:** 12-1444-0004-02



Sustainable  
Communities







## TABLE OF CONTENTS

1.0 INTRODUCTION.....	1	4.0 CHARACTER AREAS.....	19
1.1 THE INTENT OF THIS STUDY.....	1	4.1 CATALYST SURPLUS LANDS .....	20
1.2 USING THIS DOCUMENT.....	1	4.2 NORTHPORT COMMERCIAL AREA ..	27
1.3 PLANNING PROCESS .....	1	4.3 VICTORIA QUAY .....	36
1.4 PLANNING CONTEXT.....	2	4.4 CLUTESI HAVEN MARINA .....	43
1.5 STUDY AREA .....	2	4.5 STIRLING FIELD.....	53
2.0 SETTING THE FOUNDATION .....	5	4.6 RIVER ROAD .....	60
2.1 ENVIRONMENT.....	5	4.7 TSESHAHT POPLAR FLATS.....	67
2.2 LAND USE .....	7	4.8 PAPER MILL DAM PARK.....	73
2.3 ECONOMY .....	8	5.0 IMPLEMENTATION .....	79
2.4 DESIGN CHARACTER .....	9	5.1 PROCESS.....	79
2.5 RECREATION & TOURISM .....	10	5.2 IMPLEMENTATION .....	79
2.6 TRANSPORTATION .....	12	5.3 MARKETING & EDUCATION.....	80
2.7 TSUNAMI HAZARD .....	13	5.4 PLANS & BYLAWS .....	80
3.0 WATERFRONT PROGRAM .....	15	5.5 PARTNERSHIPS .....	81
3.1 VISION .....	15	5.6 PROGRAMMING.....	81
3.2 PRINCIPLES.....	16	5.7 DEVELOPMENT .....	82
3.3 OVERVIEW .....	17	5.8 CAPITAL PROJECTS.....	82
		5.9 FUNDING STRATEGIES.....	83

## APPENDICES

APPENDIX A: IDEAS MATRIX

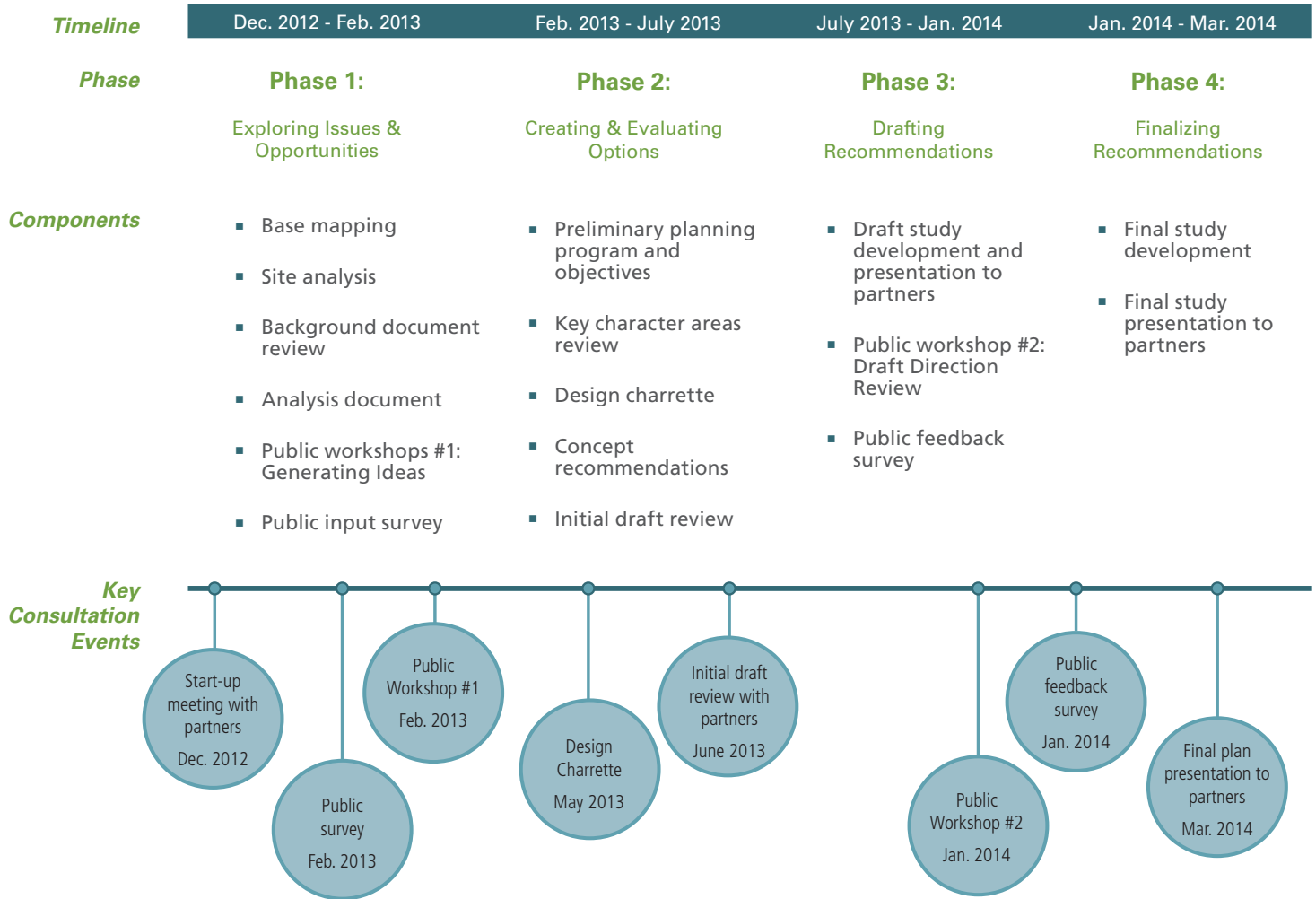
APPENDIX B: PUBLIC OPEN HOUSE & SURVEY #1 SUMMARY

APPENDIX C: CHARRETTE SUMMARY

APPENDIX D: PUBLIC OPEN HOUSE & SURVEY #2 SUMMARY

APPENDIX E: ECONOMIC DEVELOPMENT SUMMARY

## PROJECT PROCESS DIAGRAM





## 1.1 THE INTENT OF THIS STUDY

The City of Port Alberni (CoPA), Hupacasath First Nation (HFN), Tseshaht First Nation (TFN) and Port Alberni Port Authority (PAPA) created a partnership to study Port Alberni's Waterfront North Area – an area that stretches from the Catalyst Mill to Paper Mill Dam Park and encompasses waterfront, recreation, residential, commercial and industrial land uses.

It has long been recognized that the waterfront is one of Port Alberni's most attractive attributes, providing a distinct character and range of uses. As the community grows and develops, improved access to and use of the waterfront area is desirable. The waterfront is also an economic resource and this study identifies opportunities to promote the economic health and stability of the community.

The purpose of the Waterfront North Study is to guide future decision-making and set priorities regarding the preservation, development and celebration of Port Alberni's Waterfront North. The study will assist the partners in creating policies and prioritizing realistic short-, medium- and long-term actions for land use and development directions, recreation investments, transportation connections and environmental protection.

The study is not intended as a blueprint for future actions; instead it represents a vision and set of recommendations that can be used to guide partner decision-making and private investments over time. In that sense it is a dynamic and living document. The study further serves as an important baseline of information and public opinion that can be used to inform decisions and investments. Recommended actions are organized into short (1-5 years), medium term (5-10 years), and long term (10+) years. This approach allows for "quick win" results early on, investment planning for the medium term, and long-term thinking for some "big ideas" that may yield significant public benefits.

## 1.2 USING THIS DOCUMENT

As with all long-term planning documents, this study should be considered a living document that will evolve as the community grows. Recommendations in this study are intended to be reviewed and adjusted periodically to reflect changing community needs. Recommended projects should be considered with the community's broader community planning and budgeting processes and are subject to consideration and approval by the partners.

Committed leadership and collaboration between the partners will be the foundation to successful realization of the Waterfront North Study.

## 1.3 PLANNING PROCESS

The Waterfront North Study is being completed by a consulting team guided by representatives of a partnership between the City of Port Alberni, Port Alberni Port Authority, Hupacasath First Nation and Tseshaht First Nation.

The project process diagram (adjacent page) outlines the key components of this study.

## 1.4 PLANNING CONTEXT

The Waterfront North Study builds upon and relates to a number of previous planning initiatives for the waterfront area. It is one of several community documents that will collectively guide growth within Port Alberni and surrounding areas. This study has been developed to complement and build on:

- Tseshaht First Nation Comprehensive Community Plan (DRAFT), 2013
- Hupacasath First Nation Comprehensive Community Development Plan, 2008
- City of Port Alberni Official Community Plan, 2007
- Uptown and Waterfront Redevelopment Plan, 2007
- River Road/Beaver Creek Road Intersection Safety and Operational Analysis, 2007
- Review of the Port Alberni Forest Industry, 2007
- Harbour Road Pre-Design Study, 2004
- City of Port Alberni Strategic Sign Plan, 2004
- Somass Estuary Management Plan, 2003
- Port Alberni Shoreline Master Plan Review, 2000
- Port Alberni Shoreline Master Plan, 1991

## 1.5 STUDY AREA

The study addresses the shoreline and adjacent lands between the Catalyst Mill property at the southwest end of the study area, to Paper Mill Dam Park at the northwest end of the study area (see Map 1, adjacent page). The area encompasses properties within the City of Port Alberni, Hupacasath Community and Tseshaht Community.

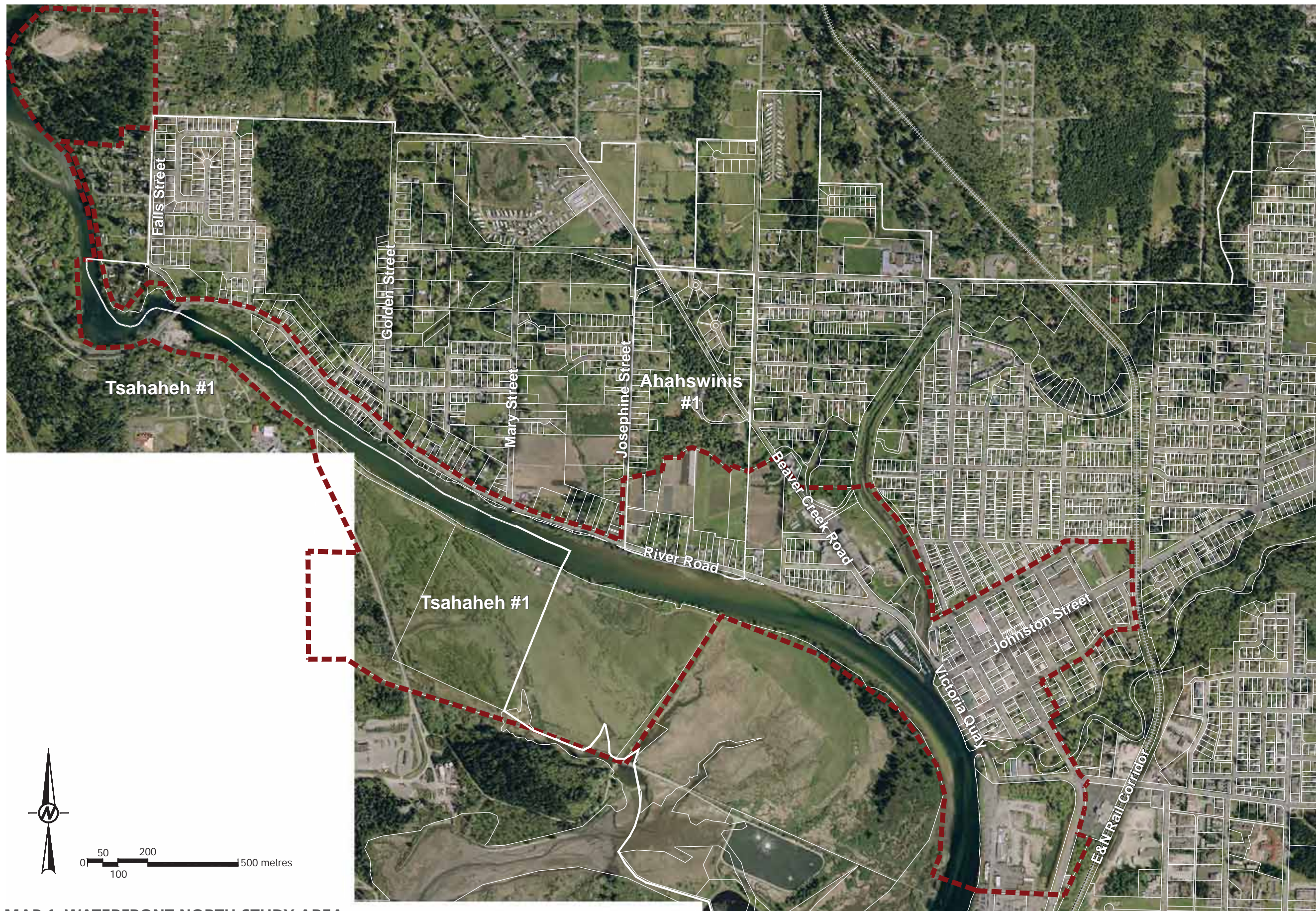
The Waterfront North is a unique blend of commercial, residential, industrial, agricultural, and recreation land uses. The study addresses both the public and private spaces that make up the waterfront area.

### Study Area Stats:

- Shoreline Length = 5 km on each side of the Somass River
- Study Area = 240 ha (593 acres)







MAP 1: WATERFRONT NORTH STUDY AREA







## 2.1 ENVIRONMENT

The Somass River and its tributaries are key natural features of Port Alberni.

### Somass River:

With a watershed of over 1,200 sq.km, the Somass River is Vancouver Island's second largest river.<sup>1</sup> The river provides habitat for a wide variety of wildlife. Bears, deer, small mammals, waterfowl and birds are common sightings along the river, especially in the Somass Estuary on the southwest side of the river. The system supports one of the most productive fisheries on the Island, representing all five species of Pacific salmon as well as steelhead.<sup>2</sup>

### Somass Estuary:

The estuary includes low-lying terrain subject to tidal inundation including mudflats, salt marshes, meadow, shrubs and tree landscapes. The Somass Estuary is an ecologically sensitive area and has significant aquatic, wildlife, botanical and habitat values.<sup>3</sup>

### Kitsuksis Creek:

Kitsuksis Creek flows into the Somass River beside Clutesi Haven Marina. After the 1964 tsunami, a dyke with a popular trail was created around the creek. The creek is a salmon run, as well as a habitat for a number of birds.

### Rogers Creek:

Rogers Creek meets the waterfront near the corner of Victoria Quay and Roger Street. The creek has salmon spawning in the fall and is a summer steelhead run.

### Somass Estuary Management Plan:

The Somass Estuary Management Plan was created to manage the estuary effectively. The process identifies the natural values of the area, issues and opportunities and makes recommendations for preserving and enhancing the estuary. Waterfront North improvements should support the Management Plan.

<sup>1</sup> City of Port Alberni Official Community Plan.

<sup>2</sup> City of Port Alberni Official Community Plan

<sup>3</sup> Somass Estuary Management Plan. Catherine Berris Associates Inc.



Kitsuksis Creek

## SOMASS ESTUARY



© Dave Ingram

Photo Credit: Dave Ingram

The Somass Estuary is one of the most unique environments in BC:

Studies of the estuary identified 204 plant species, 20 species of special significance and nine different plant communities – showing more diversity than most estuary environments.

It is one of the most important sites on Vancouver Island for wintering and migratory waterfowl. Reports suggest over 100 species of birds use the area for wintering, staging or resting/feeding, including the blue-listed Trumpeter Swan and Great Blue Heron.

Many mammals have been observed in the estuary, including Columbian Black-tailed Deer, Black Bear, Beaver, Mink, Red Squirrel, Raccoon, Vagrant Shrew, Townsend's Vole, Deer Mouse, Muskrat, River Otter and bats.



## 2.2 LAND USE

The waterfront area includes a range of land uses.

### **Commercial:**

The Waterfront North encompasses the Northport Commercial Area – the former Alberni townsite’s downtown. Northport is comprised predominantly of small-scale commercial retail units split between street-oriented and automobile-oriented buildings. The area attracts some tourism traffic, but also accommodates locally-oriented retail including hardware, grocery, furniture and car sales. Currently, Northport has about 15 vacant buildings and lots.

Recent commercial development in Port Alberni has focussed in the Johnston Road East Commercial Area, located at the eastern City Boundary, away from the waterfront. Port Alberni’s other commercial centres, including Northport, have been struggling in recent years.

### **Residential:**

The study area’s residential development is mainly single-family. The OCP anticipates a demand for housing stock with amenity value such as waterfront multi-family housing. This demand would need to be balanced with restrictions for habitable buildings within the floodplain and protection of public open space on the waterfront.

### **Agriculture:**

The study area and surrounding lands include agricultural lots, notably near River Road and on the Tseshaht Poplar Flats. The OCP encourages market gardens as a suitable land use in low-lying areas subject to tsunami inundation. The Tseshaht Comprehensive Community Plan and Hupacasath Comprehensive Community Development Plan identify agri-tourism as a potential economic and employment generator.

### **Industrial:**

Major industrial development has been a prominent part of Port Alberni’s waterfront for decades. During the 1930s and 40s, the boom in the forest industry resulted in the development of multiple mills along the waterfront. Today, Catalyst owns a paper mill site with a portion of land at the south end of the study area.

### **Parks & Open Space:**

In the study area, a significant portion of land has been preserved for public use and enjoyment, including Victoria Quay, Clutesi Haven Marina, Stirling Field and Paper Mill Dam Park. These areas are critical access points for public waterfront recreation.

## 2.3 ECONOMY

Port Alberni's economic development roots sit within the forestry sector. From the 1950s through the 1970s the forestry labour force in the Alberni Valley was one of the highest paid in the country.<sup>4</sup> Since the 1970s, the forestry sector has been in decline.

Because of the reliance on the forestry sector, Port Alberni's economy has not grown as vibrantly as in some other coastal communities. Today, the forest industry remains the foremost industry in the Alberni Valley, but out of necessity, diversification has started to include agriculture, tourism, post-secondary educational, aquaculture, mariculture, marine industry, manufacturing/fabricating, mining, shipping and creative industries – especially the arts. The OCP recommends diversification of the local economy to create a community that is more sustainable in the long term. The waterfront has a key role to play in many of these sectors, particularly tourism.

Within the recreation sector, outdoor activities and sports excellence have been a focus for Port Alberni. Fishing, hiking and wildlife viewing are popular outdoor recreation pursuits and the development of high-quality sports facilities at the Echo Centre

complex has created a recreation hub. The entertainment, restaurant and accommodation sectors of the community have not shared the same success, which is a limitation to a thriving tourism culture. Additional attractions and destinations, including the waterfront, are needed to create a critical mass that supports tourism.

The OCP identifies consideration for “creating or promoting a seasonal cultural district in a strategic tourist oriented location that would bring together local artists/artisans in a single location for the benefit of the community and the travelling public.”<sup>5</sup> The Waterfront North would be a candidate location for this type of facility.

The Somass River supports one of the most productive fisheries on Vancouver Island and remains a key source of economic revenue. It is home to five species of salmon – Chinook, Sockeye, Coho, Chum and Pink. The Somass River is an important commercial fishing resource for members of the Tseshaht First Nation and Hupacasath First Nation. Uncertainty around the commercial fishing sector exists due to concerns about depleted resources.

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<sup>4</sup> Review of the Port Alberni Forest Industry. Province of British Columbia Ministry of Forests and Range Operations Division. Macaulay & Associates Consulting Inc. April 30, 2007.

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<sup>5</sup> Port Alberni Official Community Plan, p.32.



The Somass River is a key component of Port Alberni's economy, providing commercial fishing, recreation and tourism opportunities.



Tseshaht Administration Building



Hupacasath Administration Offices



Former Post Office



Converted Church at Elizabeth & Johnston

## 2.4 DESIGN CHARACTER

The Waterfront North has a varied design character and includes a number of design cues that can inform future development in the area. Key existing design elements include:

### Buildings:

- Tseshaht Administration Building
- Hupacasath Administration Offices (outside study area)
- Former Alberni Post Office at the corner of Gertrude and Johnston
- Converted church, now used as a restaurant at the corner of Elizabeth and Johnston
- Street-oriented commercial on the north side of Johnston between Elizabeth and Gertrude and Margaret and Victoria Quay
- Converted church, now used as a funeral home at the corner of Gertrude and Southgate

### Features:

- Whaling monument at Victoria Quay
- Welcome sculptures at Victoria Quay
- Ultimate Fishing Town Sign at Victoria Quay
- Street Trees on Johnston Road

The OCP recommends the adoption of design guidelines, through implementation of Development Permit Areas to improve the physical form of commercial areas as they redevelop. It is a goal of the OCP, "to encourage the development of built form in Northport... that substantially enhances the pedestrian experience, stimulates social activity and generates a distinctive shopping experience."<sup>6</sup>

<sup>6</sup> Port Alberni Official Community Plan, p.20.



## 2.5 RECREATION & TOURISM

Port Alberni is a centre of marine tourism – including recreational motorized and non-motorized boating, excursions and recreational fishing, with many of these activities occurring within the project study area. Clutesi Haven Marina and the adjacent boat launch is a major attraction for residents and tourists and is very busy during the summer months. The OCP identifies a need for increased moorage, day floats and a fueling dock to supplement existing harbour facilities.

The OCP suggests that water-based attractions could support an expanded tourism sector in Port Alberni and eco-tourism, outdoor sports, winter sports and agri-tourism all have merit in developing the sector. The Hupacasath Economic Development Strategy identifies eco-tourism, and particularly, Aboriginal tourism as a growing tourism market that could be developed. It also encourages improvement of recreational vehicle facilities to accommodate visitors. Tourism will need to be balanced with a waterfront that is attractive to local residents as well.

Port Alberni is well-recognized as a sport tourism destination. The Echo Centre development and surrounding recreational amenities are some of the highest quality facilities in BC. While these facilities are located away from the waterfront area there is substantial opportunity to capitalize on sporting event visitors to encourage repeat visits to experience other aspects of what Port Alberni can offer.

The OCP recognizes a need to improve trail connectivity throughout the community, including within the Waterfront North area. Specific directions in the OCP include creation of trail connections:

- In the Clutesi Haven Marina/Victoria Quay area;
- Along River Road and Lugin Creek between Kitsuksis Creek and Papermill Dam Park; and
- Along a portion of the E&N Railway corridor between Northport and Southport.

The Tseshaht First Nation Comprehensive Community Plan includes a policy to develop a trail system that connects play spaces. It also specifically mentions the establishment of a Bridge to Bridge Trail, extending between the Somass River Bridge to the Sproat River Bridge, intended to be a segment in a future trail expansion to the West Coast as a key focus for tourism development. Trail connections within the Waterfront North study area could connect with this route.

The Tseshaht Comprehensive Community Plan recommends establishment of a Tseshaht First Nation Tourism Commission to explore tourism opportunities.

## FISHING IN PORT ALBERNI



There are five species of Pacific Salmon in the Somass River – Chinook, Sockeye, Coho, Chum and Pink, as well as summer and winter steelhead runs.

Port Alberni is Canada's Ultimate Fishing Town! In 2010 the World Fishing Network sponsored a contest for Canada's Ultimate Fishing Town and Port Alberni was the winner. Today, in Victoria Quay, you'll find a sign celebrating the achievement.

Port Alberni Salmon Fest has been celebrated for 41 years. In recent years, crowds of 2,500 have gathered at Clutesi Haven Marina to participate in the fishing derby and enjoy entertainment.

## 2.6 TRANSPORTATION

Port Alberni is the gateway between Eastern Vancouver Island and the Pacific Rim on the west coast. Each year, hundreds of thousands of people pass through Port Alberni's Waterfront North area on the Highway 4 route. All traffic going to the central west coast drives along Johnston Road and River Road, from trucking traffic to tourist vehicles. The 2007 OCP indicates that no bypass route will be explored, so the existing Highway 4 will continue to accommodate all west coast traffic volumes.

The intersection at River Road and Beaver Creek Road has ongoing congestion and safety issues related to:

- Limited left turn capacity from Beaver Creek Road;
- Skewed geometry of the intersection;
- Marina traffic using the intersection during the summer; and
- Poor pedestrian accommodation.

In 2007, a Safety and Operational Analysis was completed for the intersection. The study revealed that the frequency and severity of collisions is relatively low; however, traffic congestion during summer months is an issue. The 2007 study investigates several options for improving traffic control at the intersection, although it recommended that future land uses be determined prior to implementation.

Pedestrian connections in the Waterfront North area have been improved over the past years through the creation of a pedestrian bridge over Kitsuksis Creek, connecting Victoria Quay and Clutesi Haven Marina. However, several pedestrian linkages remain broken, including quality connections between the waterfront area and the existing trails at Kitsuksis Dyke and Rogers Creek Park.



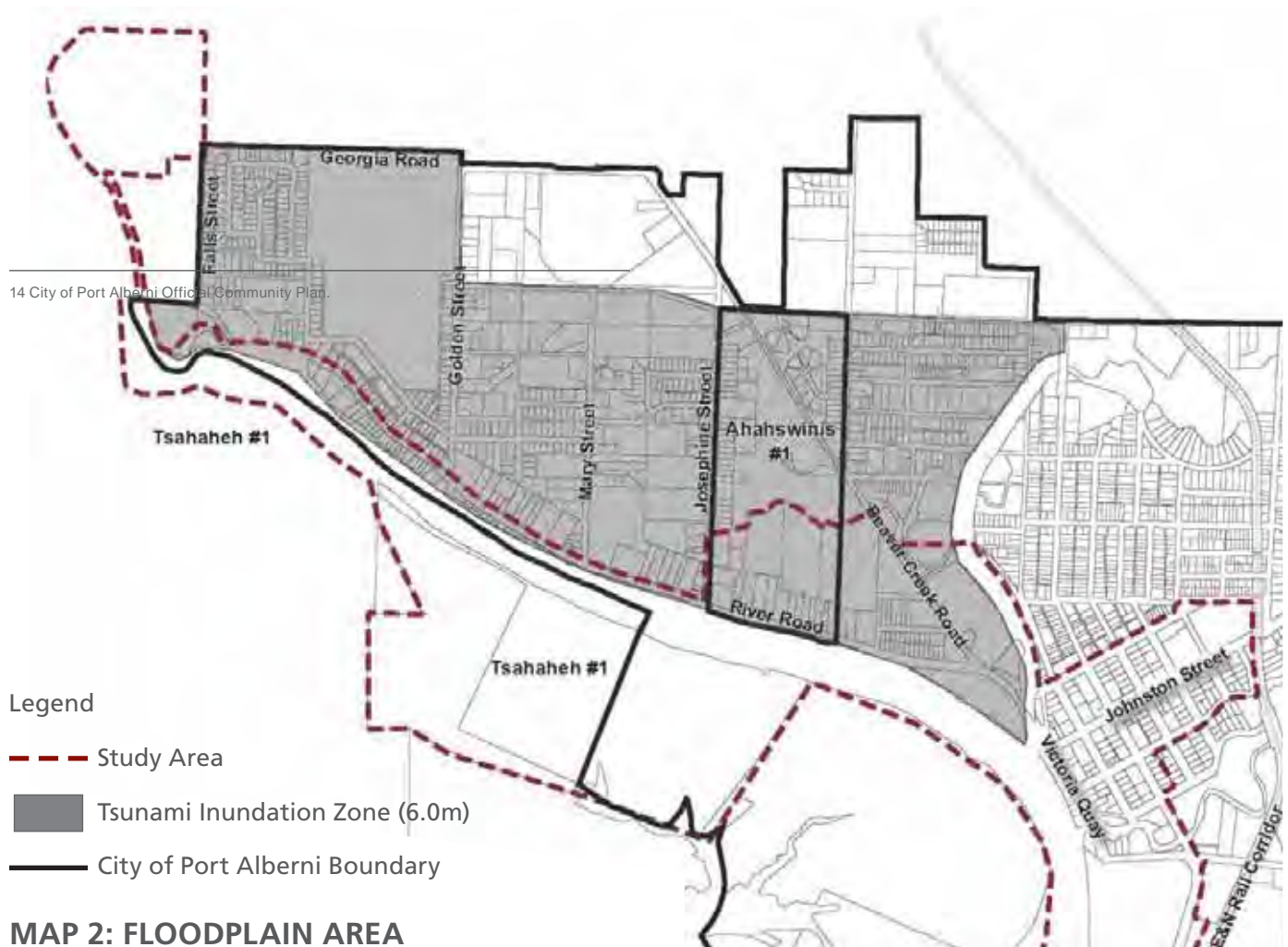
Pedestrian bridge over Kitsuksis Creek.



## 2.7 TSUNAMI HAZARD

The Waterfront North is located at the head of the Alberni inlet. The inlet's long, narrow shape has a funnel effect on tsunami waves, which can amplify wave heights to three times those experienced in Barclay Sound. Since the 1964 Tsunami, protective measures have been implemented within the inlet:

- River Road was raised and a 6m dyke was created at Kitsuksis Creek;
- The OCP identifies a "tsunami inundation zone" below the 6 m contour line and identifies the 20 m contour line as a worse case tsunami hazard zone as adopted by the Provincial Emergency Program;<sup>7</sup>
- The City of Port Alberni created a Floodplain Bylaw which places limitations and requirements on new development in the floodplain; and
- The City has a tsunami warning system that consists of a network of radio controlled public address speakers at the edges of the inundation zone.





## 1964 TSUNAMI



Just after midnight March 28, 1964 Port Alberni was hit by a tsunami. The Tsunami had been triggered by an 8.6 Magnitude earthquake near Anchorage, Alaska. After a first wave hit, rescuers worked to evacuate the waterfront area before the second, larger wave arrived, cresting at 3m (10') above the normal high tide mark. While property damage was abundant, Port Alberni was fortunate to report no casualties from the event. Properties along River Road were most severely affected.



# 3.0 WATERFRONT PROGRAM

The future is too near for time to be spent on short-term decisions that do not build toward an overall vision for the waterfront.

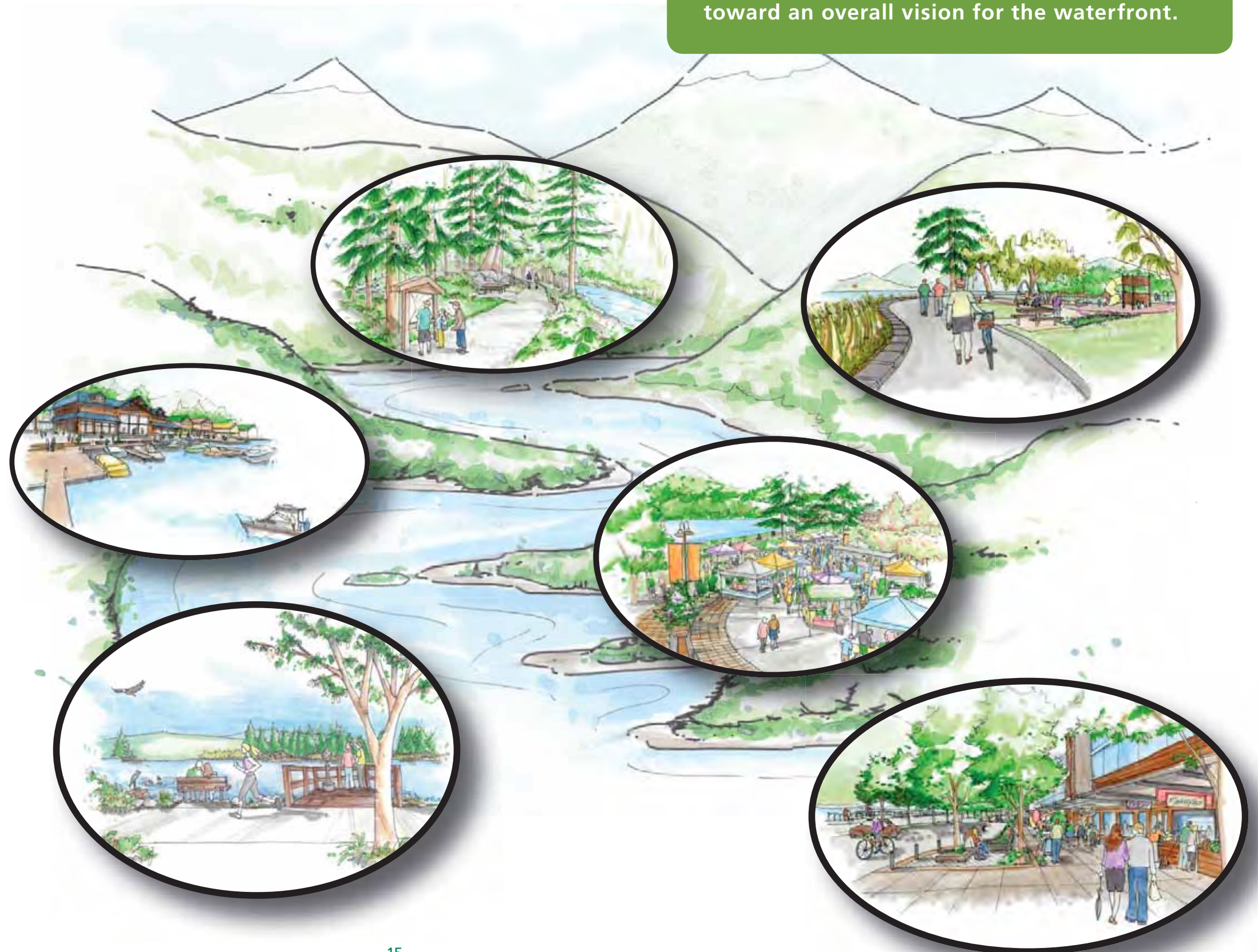
## 3.1 VISION

The purpose of a Vision is to set the tone for long-term planning and development of the waterfront. It is intentionally broad in scope to have longevity and provide a reminder of the spirit and intent of the waterfront study. Because a vision is adaptable and can be implemented gradually starting with small steps, it can become bolder as public enthusiasm for positive change builds and the waterfront transformation gains momentum.

PORT ALBERNI'S WATERFRONT NORTH WILL INSPIRE PEOPLE TO EXPLORE ALL THAT PORT ALBERNI HAS TO OFFER

Residents and visitors will visit the Waterfront North to participate in outdoor recreation, celebrate local culture and history and experience natural features. The Waterfront North will be a launching point for Port Alberni's broader network of connected trails and recreational amenities that support healthy living for all ages and interests in a great environment.

New economic development will be attracted to the area, providing people with a range of services such as shops, markets, restaurants, pubs, cafes and accommodation. A cohesive and meaningful visual character will attract attention and build upon existing qualities of the area. Strategic public investments, accompanied by sustained economic development, will generate new development and resources that support a sustainable economy.





### 3.2 PRINCIPLES

Principles are actions that support realization of the vision by providing specific guidance for future waterfront projects. Principles act as a 'checklist' for future improvements; if a proposed project meets these principles it will support the spirit of the Waterfront North Vision.

#### DESTINATION

Port Alberni is blessed with natural, cultural and recreational opportunities. With its location on Central Vancouver Island it is positioned as a hub for Island activity. The Waterfront North will play a critical role in capitalizing on the City's location, positioning Port Alberni as an attractive stopping point and ultimately a destination.

##### Overarching Principles:

- Incorporate multiple spaces that appeal to a broad range of users.
- Develop visual cues that draw attention and encourage curiosity and interest.
- Showcase local identity and unique features.
- Incorporate multiple things to do throughout all seasons, creating diverse, layered activity.

#### CONNECTIVITY

The connections between destinations are as important as the destinations themselves. Trails, walkways, greenways and boardwalks will provide opportunities for passive enjoyment such as sitting and viewing, while supporting active transportation.

The Waterfront North is envisioned to be a launching point to the surrounding area's trail network.

##### Overarching Principles:

- Prioritize alternative forms of transportation.
- Connect missing links in the short-term, so that long-term continuity may be achieved.
- Wherever possible, provide public connections directly adjacent to the waterfront.
- Take steps to form a connection between the North Waterfront and the South Waterfront.

#### PEOPLE

A successful waterfront is a public waterfront. Local residents and visitors should be invited and welcomed to the area and barriers that impede access should be avoided and removed. Public goals and long-term vision should be prioritized over short-term decisions or financial expediency.

##### Overarching Principles:

- Ensure plans and changes adhere to the notion that the waterfront is an inherently public asset.
- Prioritize public access to the waterfront, ensuring changes do not restrict future use.
- Do not allow parking to dominate the waterfront – tuck it in the areas back and behind, reserving the best waterfront areas for people.
- Embed culture and social considerations into decision-making.
- Develop programs, exhibits and activities that encourage socialization and gathering.

#### ENVIRONMENT

Waterfront improvements should respect and celebrate the shoreline environment. Changes to the waterfront area will occur, but must be balanced through mitigation and compensation to support an overall ecological net gain.

##### Overarching Principles:

- Protect shoreline segments with high-value ecology.
- Restore disturbed areas, especially those with high-value ecology.
- Prioritize and study fish habitat to understand and mitigate impacts connected to proposed change.
- Create infrastructure that incorporates sustainable technologies for energy use, water use, stormwater management, habitat preservation and alternative transportation.
- Encourage education and celebration of the natural features of the area.

#### QUALITY

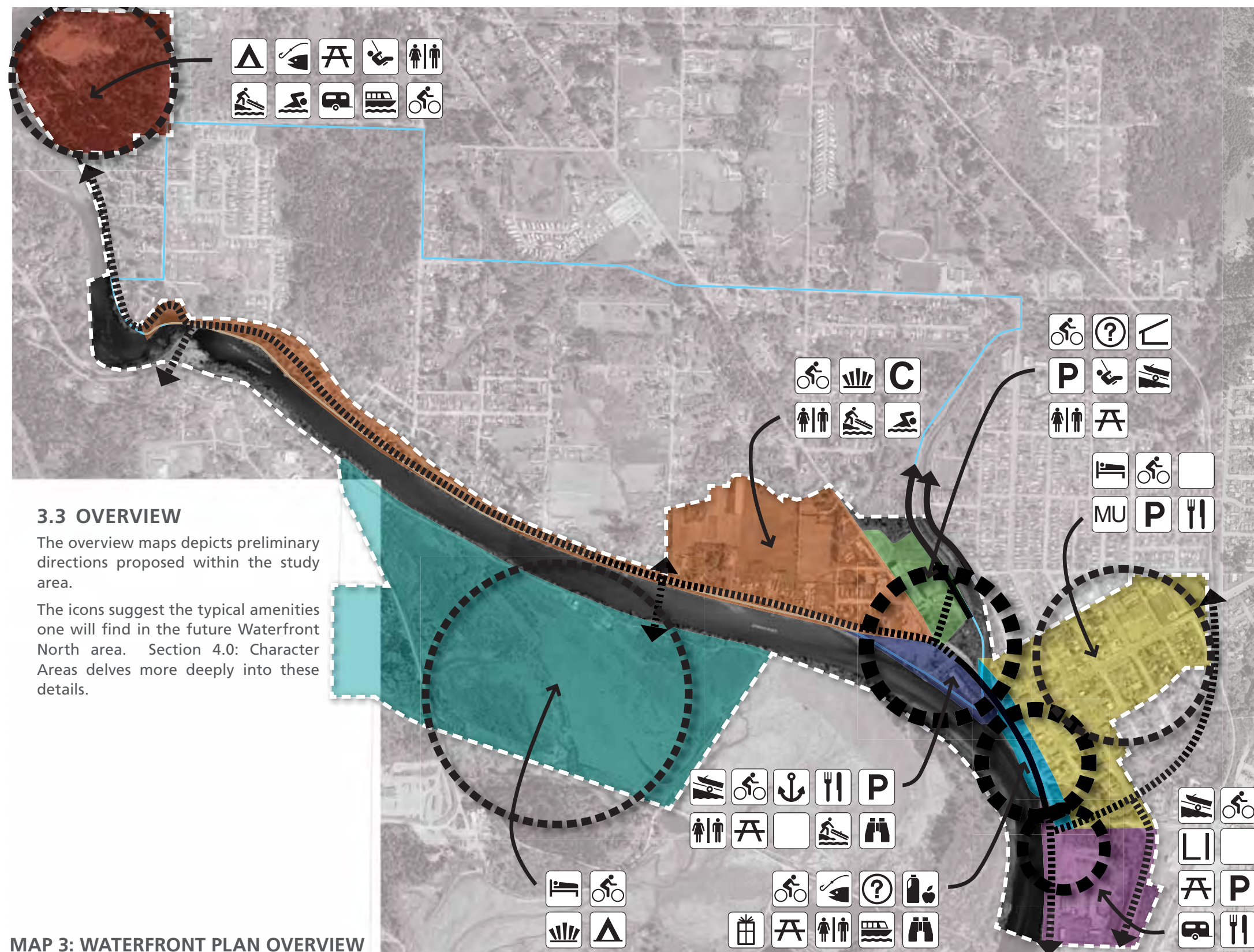
Recognize that every change must contribute to a successful future. Design and materials are fundamental to creating spaces that are unique and enduring. No other area can define Port Alberni with the same effect as the Waterfront North – and for this effect to find success, it must hold a special appeal.

##### Overarching Principles:

- Demand meaningful design and architecture that is purposeful, site-specific and beautiful.
- Avoid nondescript, generic design that does not support the waterfront character.
- Respect and build upon existing character, including recognition of the area's culture and history.
- Integrate site amenities and public art that celebrate the area.
- Be bold – be unafraid to make powerful design statements.
- Seriously consider how design decisions made today will impact the future.







MAP 3: WATERFRONT PLAN OVERVIEW

## Legend

	Paper Mill Dam Park		Study Area
	River Road		Major Activity Centre
	Northport Commercial Area		Minor Activity Centre
	Stirling Field		Existing Waterfront Connection
	Tseshaht Poplar Flats		Proposed Waterfront Connection
	Victoria Quay		Floodplain Boundary
	Clutesi Marina		
	Catalyst Surplus Lands		
	Accommodation		Mixed Use
	Agriculture		Parking
	Boat Launch		Picnic Area
	Bike & Walking Trails		Playground
	Campground		Restaurant
	Commercial		Restrooms
	Cultural Centre		Small Boat Launch
	Fishing		Souvenir Shop
	Information		Swimming
	Light Industrial		Trailer Site
	Marina		Waterfront Taxi
	Market		Wildlife Viewing

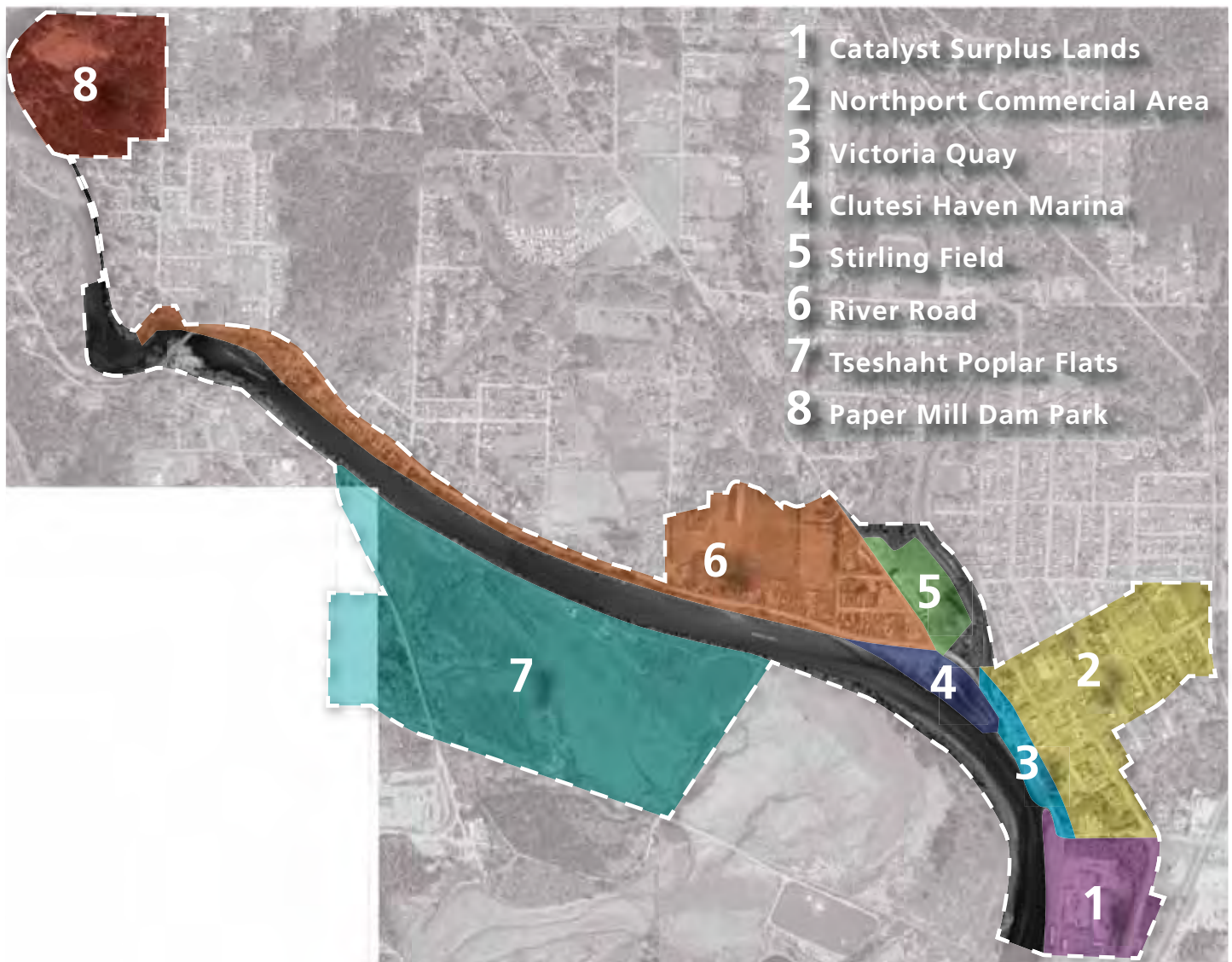






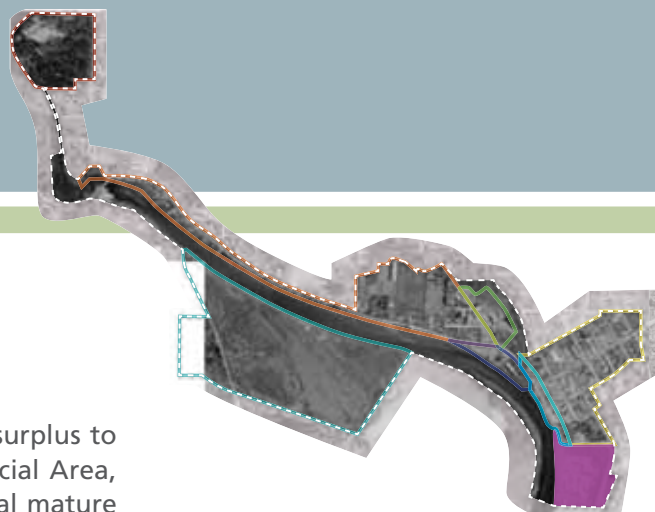
## 4.0 CHARACTER AREAS

This section provides recommended directions for each of the eight identified character areas that make up the Waterfront North study area. The recommendations are based on input received from citizens at the community open houses held on February 19<sup>th</sup> and February 21<sup>st</sup>, 2013, the community design charrette held May 4<sup>th</sup>, 2013, an “ideas matrix” produced as part of the backgrounder report, and a meeting of the four partners on July 17<sup>th</sup>, 2013. The recommendations were reviewed and refined during a final public event held January 21<sup>st</sup>, 2014 and subsequent online feedback form along with review at a meeting of the four partners on March 13<sup>th</sup>, 2013. Nearly 150 feedback inputs were received. Each character area reflects, in its own unique way, the emerging vision and principles for the Waterfront North.



MAP 5: CHARACTER AREAS

# Catalyst Surplus Lands



## 4.1 CATALYST SURPLUS LANDS

### CHARACTER AREA DESCRIPTION

The northern portion of the mill property has been deemed surplus to Catalyst's needs. Located adjacent to the Northport Commercial Area, this land has 450m of waterfront. It also contains a substantial mature tree stand adjacent to Roger Street. The central site area is comprised largely of storage and parking, with one existing office building near the river. Due to the site's history of industrial use, it is not certain if contamination issues may be present.

<b>LAND OWNER:</b>	Catalyst Paper Corporation
<b>ZONING:</b>	M3 – Heavy Industry
<b>APPROX. AREA:</b>	12.9 ha (32 acres)
<b>BOUNDARIES:</b>	<ul style="list-style-type: none"> <li>▪ North – Victoria Quay</li> <li>▪ East – Stamp Ave.</li> <li>▪ South – Private Road, Active Mill operations</li> <li>▪ West – Somass River</li> </ul>
<b>CURRENT USE:</b>	<ul style="list-style-type: none"> <li>▪ Storage and parking</li> <li>▪ Office Building, leased to Nuu-chah-nulth Tribal Council</li> </ul>
<b>CHALLENGES:</b>	<ul style="list-style-type: none"> <li>▪ Environmental assessment of the property has not been completed, so potential contamination is unknown. Environmental assessment would be required prior to subdivision and sale of the property</li> <li>▪ Future land use proposals would need to be compatible with adjacent industrial land use</li> </ul>
<b>OPPORTUNITIES:</b>	<ul style="list-style-type: none"> <li>▪ 450m of waterfront property</li> <li>▪ Could support future linkage of public waterfront between Victoria and Harbour Quays to link Port Alberni's North and South Waterfronts</li> <li>▪ Existing office building is in good condition and currently leased</li> <li>▪ Mature tree stand vegetation on the northeast corner</li> <li>▪ Potential for celebration of industry</li> </ul>

## EXISTING CONDITIONS



Site Overview: Catalyst Surplus Lands



Office Building



Storage Area



# Catalyst Surplus Lands

## CONCEPTUAL RECOMMENDATIONS FOR CATALYST LANDS



## CONCEPTUAL PLAN FOR CATALYST LANDS





# Catalyst Surplus Lands

The Catalyst lands lay just outside the commercial and tourism core of the Waterfront North. The study recommends that these lands act as a transition between the more public waterfront at Victoria Quay and the industrial lands that currently house mill operations to the south. Increasing public waterfront access in this area is a key priority. Future development of these lands are an opportunity to recognize the region's industrial heritage and future, integrating design cues, information and views about current and past activities.

## Recommendation 1: Develop a Boat Launch & Related Facilities

### Rationale:

- Boating is a key activity in Port Alberni and an accessible launch point is an important component for the waterfront area
- Existing maintenance, safety, parking and access issues at the Clutesi launch will be difficult to resolve at that site. Relocation of the existing boat launch will serve to relieve traffic congestion and make way for expanded recreation and tourism activities at Clutesi Haven Marina, while improving boat launching access and amenity at Catalyst
- The large land area at the Catalyst lands would support an expanded launch and adequate parking
- A boat launch is an appropriate transitional use from public recreation lands to more industrial land uses
- From an operations and maintenance perspective, it is preferable to have a single, larger-scale launch, rather than multiple small launches
- Public feedback on this recommendation was mixed, with cost and loss of the existing launch the main concerns about proposed launch relocation

### Recommended Actions:

- a. Complete an environmental assessment of the site. Consider opportunities for Brownfield funding or other grants to support the study
- b. Complete feasibility assessment of the site for boat launching including shoreline morphology, currents, dredging requirements, grades, potential environmental impacts and costs
- c. Secure lands on the waterfront for public use
- d. Facilitate development of a relocated and expanded boat launch and parking area. Boat launch design considerations include, increased launch capacity (6 lanes preferred); integration of road and trail access to avoid barriers to public access across the site; adjacent boat trailer parking; and high-quality design and materials
- e. Encourage private development of dry boat storage on adjacent lands (see Catalyst Lands Recommendation #2)
- f. Support integration of modest, ancillary services such as small scale retail or food and beverage services

## ● Mixed Public Support



Additional launch lanes will increase launching efficiency and could help separate recreational and commercial activities



Creating a well-designed launch will invite public use and enjoyment



Small-scale retail, such as an adjacent restaurant or pub, could be considered



## Recommendation 2: Support Industrial & Service Commercial Land Uses on a Portion of the Site

### Rationale:

- Proposes the southeast portion of the site as a transitional zone between the existing heavy industry and recreation areas
- Provides spaces for supporting waterfront industry (e.g. marine repair)
- Catalyst may want to retain some existing buildings (e.g. shop) on the lands
- Service commercial businesses such as boat maintenance and storage would have a strong connection to the boat launch
- Significant retail commercial is not recommended for this site to avoid further saturation of the sector
- Residential space is not recommended for this site due to adjacency issues with heavy industrial land uses
- Light industrial opportunities may support relocation of some services located on high-value waterfront lands (e.g. south end of Victoria Quay)
- Public feedback on this recommendation was mixed with the main concerns about the character and potential impact of having light industrial lands adjacent to the waterfront. Design of potential development in this area will be very important

### Recommended Actions:

- a. Review and amend the OCP and Zoning Bylaw to reflect portions of the property being zoned for light industrial and service commercial uses
- b. Encourage and/or facilitate an environmental assessment of the site to identify potential contamination issues, with the goal of stimulating potential development (see Recommendation #1)
- c. Develop design and construction standards for the area to support:
  - Quality streetscape and frontage
  - Green building design and sustainable site development
  - Pedestrian network
  - Attractive building and site design
- d. Do not support development that does not meet design guidelines or would impact public waterfront access and use
- e. Encourage and support innovative technologies on the site such as a bio-energy facility/energy park

## ● Mixed Public Support



Design of light industrial and service commercial buildings should provide architectural interest and quality design.



Screening elements that protect views and provide quality expression should be used.



UNBC's BioEnergy Plant uses wood waste from a local sawmill to produce energy for heating the university

# Catalyst Surplus Lands

## Recommendation 3: Secure & Develop Public Waterfront Park & Trails

### Rationale:

- The site currently has notable features, including 450m of waterfront and a mature stand of trees along Roger Street
- Currently there are no trail connections on the property and no sidewalks along adjacent roadways
- Supports the creation of a future link between Harbour Quay and Victoria Quay
- Increases public waterfront access

### Recommended Actions:

- a. Do not permit development applications that would limit public access to waterfront on this site
- b. Identify desired locations for public park and pursue establishment through the development approvals process. Priorities should be: (1) Waterfront; and (2) the mature tree stand along Roger Street
- c. When land is secured, create a multi-use trail along the waterfront, along with amenities such as viewpoints, seating and picnic areas
- d. Create a trail connection within the existing mature tree stand
- e. Provide roadside trails/sidewalks along Roger Street and Stamp Avenue
- f. Incorporate interpretive information along trails and/or at viewpoints to celebrate the industrial history and future of the area
- g. Develop a memorial to Catalyst workers on the site

## ● High Public Support



A combination of trail and boardwalk could be used to extend the waterfront walkway from Victoria Quay to the Catalyst mill along the water

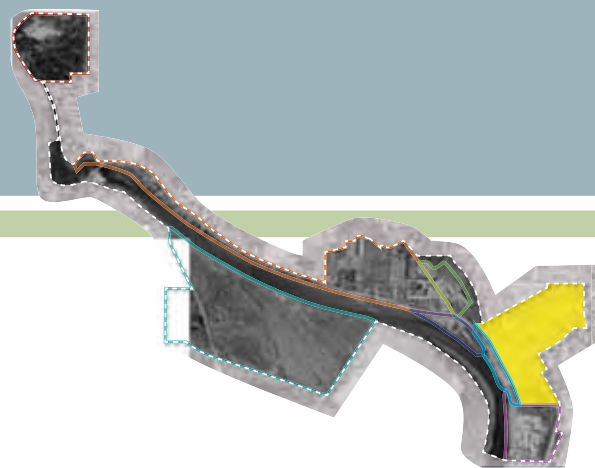


The mature trees bordering Roger Street are an asset that should be preserved



Well-designed interpretive information may be incorporated into trails and viewpoints

# Northport Commercial



## 4.2 NORTHPORT COMMERCIAL AREA

### CHARACTER AREA DESCRIPTION

The Waterfront North includes the Northport Commercial Area – the former Alberni Townsite’s downtown. Northport is comprised predominantly of small-scale commercial retail units split between street-oriented and automobile-oriented buildings. The area attracts some tourism traffic, but also accommodates locally-oriented retail including hardware, grocery, furniture and car sales. Currently, Northport has about 15 vacant buildings and lots.

Recent commercial development in Port Alberni has focussed in the Johnston Road East Commercial Area, located at the eastern City Boundary, away from the waterfront. Port Alberni’s other commercial centres, including Northport, have been struggling in recent years.

The Northport Area’s residential development is mainly single-family. The OCP anticipates a demand for housing stock with amenity value such as waterfront multi-family housing. This demand would need to be balanced with restrictions for habitable buildings within the floodplain and protection of public open space.



Existing streetscape



Johnston Road near Adelaide



Johnston Road near Gertrude





<b>LAND OWNER:</b>	Varies	
<b>ZONING:</b>	CMX1 – Northport Downtown Core CMXA – Amusement Establishment C3 – Service Commercial C4 – Highway Commercial C6 – Office Commercial	R1 – Single Family Residential R2 – One and Two Family Residential RM2 – Medium Density Multiple Family Residential P1 – Institutional P2 – Parks and Recreation
<b>APPROX. AREA:</b>	33.5 ha (83 acres)	
<b>BOUNDARIES:</b>	<ul style="list-style-type: none"> <li>▪ North – Burke Road/ Arrowsmith Road</li> <li>▪ East – E&amp;N Rail Corridor</li> <li>▪ South – Southgate Road/Roger Street</li> <li>▪ West – Victoria Quay</li> </ul>	
<b>CURRENT USE:</b>	<ul style="list-style-type: none"> <li>▪ Commercial</li> <li>▪ Residential</li> <li>▪ Institutional (school, church)</li> </ul>	
<b>CHALLENGES:</b>	<ul style="list-style-type: none"> <li>▪ Port Alberni has four commercial centres – Southport (or Uptown), 10th Avenue and Redford Street, Northport and Johnston Road East. This surplus of commercial is a challenge to creating and differentiating a successful commercial core</li> <li>▪ The street trees and finishes are in need of renewal</li> <li>▪ Overhead utility infrastructure is extensive and adds visual clutter</li> <li>▪ Expansive parking lots front onto Johnston Road, creating a car-oriented character</li> <li>▪ No trail connection exists between the waterfront and Rogers Creek Park</li> </ul>	
<b>OPPORTUNITIES:</b>	<ul style="list-style-type: none"> <li>▪ Several buildings have strong architectural character and have been renovated and re-purposed. These buildings provide strong design cues for future development</li> <li>▪ Two brownfield sites have undergone or are undergoing remediation, and these sites have development potential</li> <li>▪ On-street parking works well and should be retained</li> <li>▪ The E&amp;N Rail corridor is a key transportation link and tourism asset</li> <li>▪ Rogers Creek Park has trails and recreation amenities</li> <li>▪ Economic development potential exists with greater focus on tourist oriented retail and services due to the location along the Highway 4 route to the west coast</li> <li>▪ The OCP encourages small-scale, pedestrian-oriented retail along the Johnston street frontage, off-street parking at the rear of buildings, minimal front setbacks and street orientation and linkages between the commercial nodes and waterfront</li> </ul>	

# Northport Commercial

## EXISTING CONDITIONS



Site Overview: Northport Commercial Area



# Northport Commercial

## CONCEPTUAL RECOMMENDATIONS FOR NORTHPORT COMMERCIAL AREA



**Recommendation 1:**  
Develop a  
Traditional Main  
Street Character for  
Johnston Road

● High Support

**Recommendation 3:**  
Establish the  
Remaining Land  
Areas – the “Back  
and Behind Blocks”  
– with a Wide  
Range of Land Uses

● Moderate Support

**Recommendation 2:**  
Develop Waterfront  
Commercial  
Orientation for  
Properties on the  
East Side of Victoria  
Quay

● High Support

**Recommendation 4:**  
Enhance Trail  
Connections

● High Support



## CONCEPTUAL PLAN FOR NORTHPORT COMMERCIAL AREA



# Northport Commercial

Northport Commercial is one of Port Alberni's key commercial centres. The commercial services in this area are a mix of service, local and tourism commercial. This area should be the focus for commercial development in the Waterfront North to avoid saturation of the commercial market and should maintain a mix of services that appeal to both residents and tourists. Johnston Road and Victoria Quay should be the focus for streetscape renewal, establishing a cohesive character and enhancing the aesthetic experience, while maintaining traffic flow and volume..

## Recommendation 1: Develop a Traditional Main Street Character for Johnston Road

### Rationale:

- Enhances the pedestrian experience and supports multiple modes of transportation while reducing the feeling of vehicle dominance
- Adds to social vitality and encourages local business development
- Entices tourism traffic to stop
- Currently the existing streetscape is focused on traffic movement. Improvements will need to balance this function, with development of a more appealing streetscape character the promotes public interest

### Recommended Actions:

- a. Establish and implement a visible and attractive theme that characterizes the Waterfront North
- b. Develop themed wayfinding that reflects the waterfront character and economy (e.g. marine elements, fish, forest), while integrating with the larger Port Alberni wayfinding style
- c. Retain through zoning and messaging a 'service-orientation' that appeals to travellers and residents; provided the form and function does not compete with Southport

### ● High Support



Custom wayfinding, based around a strong theme, can set a tone and character for the area



On-street parking provides convenient access to commercial destinations



Example Streetscape for Johnston Road



- d. Maintain on-street parking at the curb to allow convenient access to commercial entrances and provide a barrier between travel lanes and sidewalk
- e. Seek required support for proposed upgrades to Johnston Road from the Province, as it is a provincial highway
- f. Upgrade the Johnston Road streetscape along the entire corridor between River Road and Helen Street to include new street tree plantings, landscaping, enhanced pedestrian crossings, benches, and a range of surface treatments. Consider a centre median to reduce unbroken pavement surface and permit larger trees without interference with utilities. Road upgrades must not impede traffic flow, including truck traffic, and must maintain 4 lanes on the Highway 4 route
- g. Install elements that attract attention like art (e.g. water features/ kinetic sculptures)
- h. Establish Northport design guidelines that:
  - Recognize and promote heritage character (colours, material)
  - Maintain the “street wall” by locating off-street parking behind buildings, away from the street edge
  - Incorporate lighting elements that promote year-round interest
  - Protect and promote the features of “future heritage” – buildings that have been built within the past 25 to 50 years
  - Promote west coast materials such as timber and metal
  - Encourage thoughtful architectural design
  - Provide weather protection along commercial streets through the use of canopies and awnings
  - Create a wider pedestrian and amenity zone that supplies space for seating, planting and amenities
  - Support and encourage small-scale public art
  - Support ongoing street tree renewal



Public art comes in a wide range of types and styles and should be selected to reflect the community's unique character



Street trees play a significant role in traffic calming and street beautification



Careful selection and placement of amenities is important to the street experience



Effective lighting can promote year-round use



# Northport Commercial

## Recommendation 2: Develop Waterfront Commercial Orientation for Properties on the East Side of Victoria Quay

### Rationale:

- Attracts tourists and residents to the waterfront and improves the connection between Victoria Quay and the Northport Commercial Area
- Increases the number of destinations along the waterfront that attract and sustain activities for people of all ages
- Builds upon the existing waterfront commercial that has started to establish along the street

### Recommended Actions:

- a. Expand and/or restrict land use zoning to support the desired range of uses and limit those that do not have waterfront commercial orientation
- b. Recruit waterfront oriented development and tenants (e.g. outdoor fitness and sports retail/rental, food services, tourism-oriented retail)
- c. Upgrade sidewalks, crosswalks and overall streetscape to encourage waterfront oriented uses
- d. Enhance the Victoria Quay streetscape with the use of landscaping, wayfinding and street trees, following the theme and wayfinding proposed for Johnston Road

## Recommendation 3: Establish the Remaining Land Areas – the “Back and Behind Blocks” – with a Wide Range of Land Uses

### Rationale:

- Serves to create a “complete” neighbourhood where one can live, work, shop and play
  - Supports a broader “waterfront oriented” neighbourhood
- a. Review and revise zone districts and relevant permitted land uses to support an urban village range of uses, including multi-family residential, accommodation, office and commercial
  - b. Examine the opportunity for day parking for RVs in this area. One opportunity may be shared parking at the Alberni Elementary School that would permit RV use when school is not in session

### ● High Support



Food services that take advantage of waterfront location are encouraged



Shops that promote activity and enjoyment should be encouraged

### ● Moderate Support



Mixed use that includes residential, accommodation office and commercial should be encouraged

#### Recommendation 4: Enhance Trail Connections

##### Rationale:

- Connections between major destinations such as the elementary school, Rogers Creek Park and the waterfront are either non-existent or inadequate
- Trail improvements support a walkable community and the concept of a mixed-use village

##### Recommended Actions:

- a. Develop a multi-use off-road trail that links the elementary school, Rogers Creek Park, and Victoria Quay
- b. Construct a multi-use trail bridge over Rogers Creek in order to complete a key missing link between Victoria Quay and the Catalyst lands (see Victoria Quay Recommendation #1)
- c. Evaluate and provide safe road crossings where trail connections are required
- d. Develop safe cycling routes to connect Northport and the waterfront trails. Focus cycling routes along secondary streets with lower traffic volumes avoiding Johnston Road

● High Support



Connecting the waterfront trail over Rogers Creek should be a priority

#### Recommendation 5: Establish Public Parking in Key Locations

##### Rationale:

- Public input suggested that there are parking limitations in the Northport Area, especially if Johnston Road redevelops to have a traditional streetscape character with parking behind businesses
- RV parking is a desirable amenity to help capture the travelling public
- Several vacant sites exist in the downtown and acquisition of these sites may be feasible
- Parking is a good temporary land use as an area redevelops – these lands could be redeveloped in time if demand increases in the future

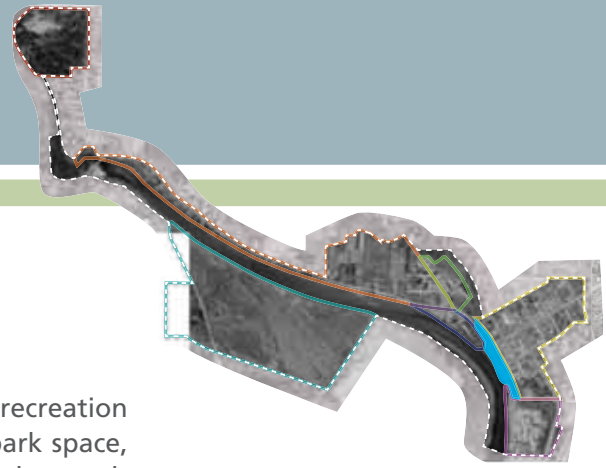
##### Recommended Actions:

- a. Establish one to two public parking lots in key Northport locations
- b. Provide easily identifiable Public Parking signage to direct people to these lots
- c. Encourage mid-block 'alley' access to link behind-building parking to the commercial streetscape.



Mid-block connections can be artistic statements in themselves, including feature planting, feature art and small scale water features, as well as some 'side door retail and lane-based eateries/alfresco areas.





## 4.3 VICTORIA QUAY

### CHARACTER AREA DESCRIPTION

Victoria Quay was updated in the early 1990s as a public recreation destination. The upgrades included a waterfront walkway, park space, public parking, furnishings and interpretive information. At the north end of the park, at the Johnston Road terminus, a space has been created that incorporates sculptures, signage, vegetation and trail connections. The whaling monument and welcome statues, located on land leased and managed by the Hupacasath First Nation are important links to Hupacasath history.

<b>LAND OWNER:</b>	City of Port Alberni with a portion of land leased to Hupacasath First Nation
<b>ZONING:</b>	P2 – Parks and Recreation
<b>APPROX. AREA:</b>	0.7 ha (1.7 acres)
<b>BOUNDARIES:</b>	<ul style="list-style-type: none"> <li>North – Clutesi Haven Marina</li> <li>South – Rogers Creek Inlet</li> <li>East – Victoria Quay/Commercial Development</li> <li>West – Somass River</li> </ul>
<b>CURRENT USE:</b>	<ul style="list-style-type: none"> <li>Recreation and trails</li> </ul>
<b>CHALLENGES:</b>	<ul style="list-style-type: none"> <li>The existing waterfront trail terminates at Rogers Creek and there is no pedestrian or cyclist link between Victoria Quay and Rogers Creek Park</li> <li>The narrow property means much of the park is used for parking</li> <li>The commercial lots adjacent to the south end of the quay do not provide tourism amenities or visual appeal (see Northport Commercial Area Recommendation #2)</li> </ul>
<b>OPPORTUNITIES:</b>	<ul style="list-style-type: none"> <li>Recent upgrades have created an attractive terminus to Johnston Road that incorporates art, heritage features, trails, signage and seating</li> <li>A trail linkage exists between Clutesi Haven Marina and Rogers Creek</li> <li>At the mouth of Rogers Creek, there is a small piece of City-owned land that could be enhanced with public amenities</li> <li>The sunset market, which began as a partnership between the Hupacasath First Nation and the Chamber of Commerce and has been taking place on Wednesday evenings in summer and fall</li> </ul>

## EXISTING CONDITIONS



Site Overview: Victoria Quay



Whaling Monument Building

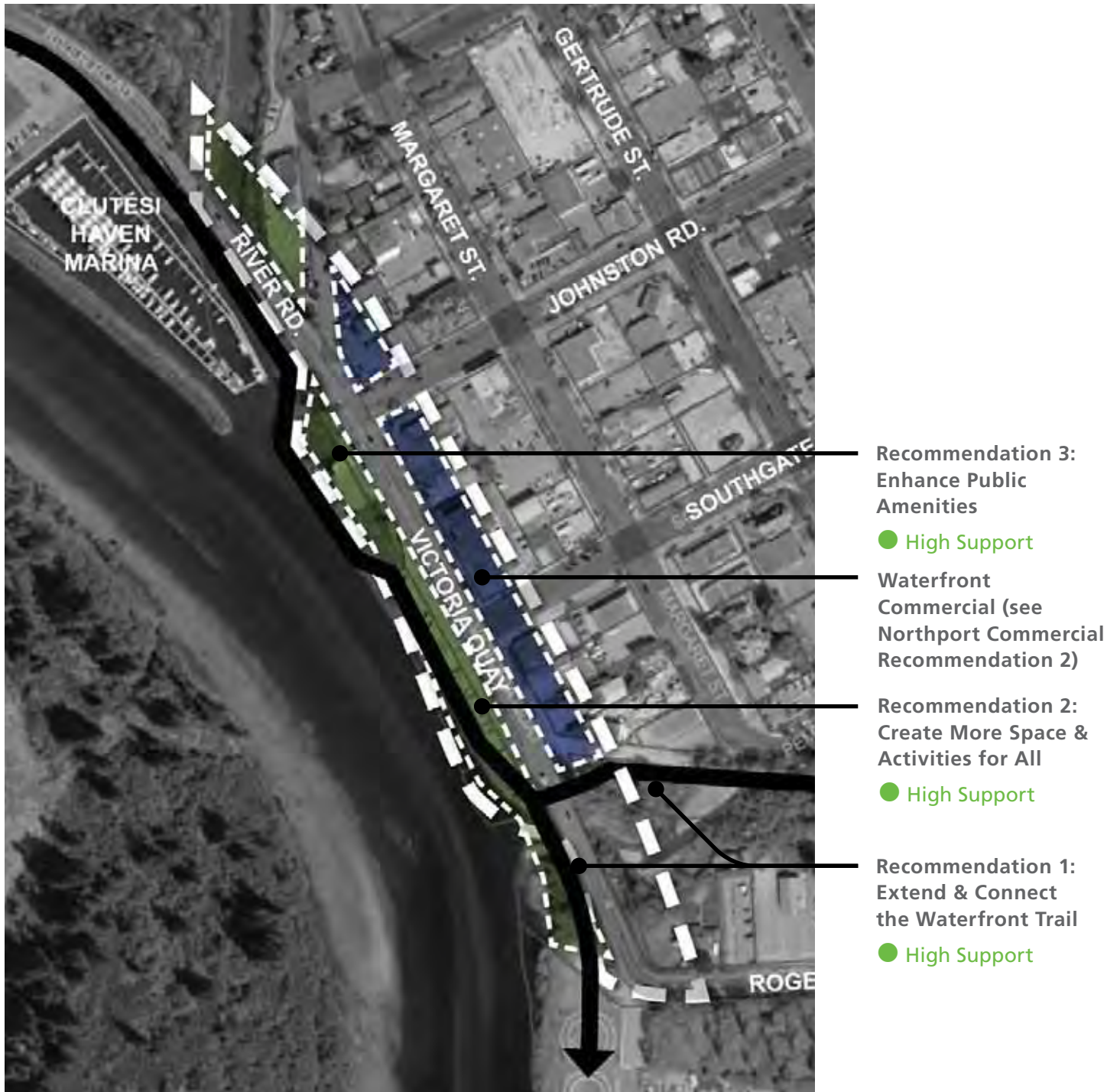


Kitsuksis Creek Bridge



# Victoria Quay

## CONCEPTUAL RECOMMENDATIONS FOR VICTORIA QUAY



## CONCEPTUAL PLAN FOR VICTORIA QUAY





# Victoria Quay

Victoria Quay's location at the end of Johnston Road makes it the most visible waterfront arrival point in Port Alberni. Public input identified the area as the starting point for people's exploration of the waterfront. Through improved linkages it could be connected to all other Waterfront North areas.

Trail linkages were consistently identified as the highest priority for Victoria Quay and should be the starting point to incremental improvements in public amenity and character. Victoria Quay is already functioning as a waterfront destination and the focus for improvements in this area should be continuing to enhance this role by providing additional amenities, visual cues and connections.

## Recommendation 1: Extend & Connect the Waterfront Trail

### Rationale:

- Currently, use of the existing waterfront trail is limited mostly to those who arrive by automobile or venture across and along city streets
- Supports the idea of Victoria Quay as a 'launching point' for linking to other destinations in the local area by foot or bicycle and that sets people off to explore other parts of the waterfront and surrounding areas
- Existing ownership could support short-term trail development with little need for acquisition

### Recommended Actions:

- a. Construct a trail connection to the Catalyst lands, including a separated crossing of Rogers Creek
- b. Develop a link to Rogers Creek Park trails including a safe pedestrian crossing at Gertrude Street. Opportunities to direct pedestrian traffic to the corner, use of signalized pedestrian crossing and an underpass beside the creek should be investigated
- c. Promote Victoria Quay as the starting point to the Port Alberni area trail network and develop amenities such as a community destinations map that provides distances and routes to other destinations
- d. Attract a bicycle rental business or pick-up/drop-off bike service

● High Support



Victoria Quay could be a central starting point to exploring the Alberni valley



A bicycle rental or pick-up/drop-off bike service would help identify Victoria Quay as a trails starting point

## Recommendation 2: Create More Space & Activities for All

### Rationale:

- A wider range of activities that appeal to all ages and genders is needed to attract people to spend time (and money) at the waterfront
- The area should grow organically and build upon what makes it great while adding more basic amenities such as washrooms
- Accessibility should be a key consideration to accommodate all people, including those with mobility limitations

### Recommended Actions:

- Consider relocating most of the parking (retaining some accessible parking) from within the Quay to adjacent side streets in the Northport Commercial Area to increase the space directly adjacent to the waterfront for public recreation and enjoyment
- Work with Department of Fisheries and Oceans to obtain permission and facilitate access and develop a dock for casual shoreline fishing
- Create a viewing area with binoculars and interpretative information about the natural features of the river and wildlife habitat across the river
- Develop additional interpretive information on the area's natural and cultural history
- Develop a north (Victoria Quay) and south (Harbour Quay) waterfront connection either through support for a water taxi enterprise or creation of a community destination trolley
- Incorporate 'naturalistic' or 'art' play features throughout the park
- Support an expanded outdoor arts/food market
- Develop opportunities for revenue generation (e.g. a gift shop)

### ● High Support



Spaces for fishing from docks would create new recreation experience



A small water taxi link between Harbour and Victoria Quay would strengthen the link between the destinations



A trolley connection to Harbour Quay may warrant consideration, especially if a water taxi cannot be established



Consider art features throughout the park



## Recommendation 3: Enhance Public Amenities

### Rationale:

- Basic “comfort” and “aesthetic” amenities are lacking in the Quay and could help promote more use and enjoyment

### Recommended Actions:

- a. Construct public washrooms
- b. Enhance River Road & Victoria Quay streetscape (see Northport Commercial Area Recommendation #2)
- c. Provide dedicated space for buskers and food vendors
- d. Build on the success of the existing public art by identifying and seeking funding for additional works
- e. Update the Whaling Monument building to be a permanent indoor structure that houses the exhibit, along with associated elements like washrooms and a small-scale shop

● High Support

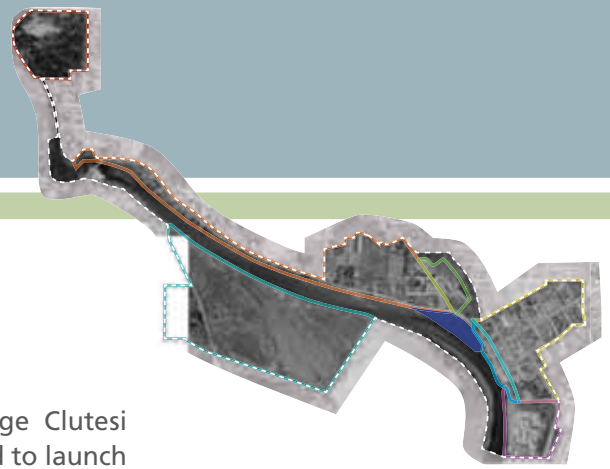


Food vendors and buskers help animate an area and provide essential services



Integrated public art provides interest and character

# Clutesi Haven Marina



## 4.4 CLUTESI HAVEN MARINA

### CHARACTER AREA DESCRIPTION

Clutesi Haven Marina, named after the late Tseshaht George Clutesi Senior, is Port Alberni's primary boat launch facility and is used to launch recreational motorized and non-motorized and commercial boats. Marina moorage at the site is at capacity with a waiting list for up to 250 berths. A substantial portion of the land area of the site is used for parking.

<b>LAND OWNER:</b>	City of Port Alberni, leased to Port Alberni Port Authority
<b>ZONING:</b>	W1 – Waterfront Commercial
<b>APPROX. AREA:</b>	2.8 ha (6.9 acres)
<b>BOUNDARIES:</b>	<ul style="list-style-type: none"> <li>North – River Road</li> <li>South – Somass River</li> <li>East – River Road/Victoria Quay</li> <li>West – Somass River</li> </ul>
<b>CURRENT USE:</b>	<ul style="list-style-type: none"> <li>Permanent moorage for 250 vessels, including 28 covered berths</li> <li>Four boat launch lanes</li> <li>Parking for approximately 170 vehicles</li> </ul>
<b>CHALLENGES:</b>	<ul style="list-style-type: none"> <li>Private moorage is limited in Port Alberni. All marinas have waiting lists</li> <li>Maintenance dredging of the Somass River up to the marina and boat launch location is required; dredging has environmental impacts</li> <li>Conflicts exist between commercial and recreational launching and can result in lengthy wait times at peak fishing season</li> <li>The location of the launch and associated traffic complicates traffic patterns and congestion at the River Road/Beaver Creek Road intersection</li> <li>The marina building was recently removed due to structural deterioration so there is currently no service building at the site</li> <li>Parking is limited and overflow parking at Stirling Field is required for the boat launch</li> <li>Pedestrian connections between Stirling Field and the marina are poor</li> <li>The existing launch is utilitarian, providing little aesthetic value in a highly visible area along Highway 4</li> </ul>
<b>OPPORTUNITIES:</b>	<ul style="list-style-type: none"> <li>The site is the location of the annual Port Alberni Salmon Fest that draws crowds of up to 2,500 during the Labour Day weekend</li> <li>An off-road trail and bridge over Kitsuksis Creek connect the marina with Victoria Quay and Northport Commercial Area</li> <li>If the boat launch was relocated, the land could be converted to recreational use or tourist-oriented waterfront</li> </ul>



## EXISTING CONDITIONS OVERVIEW MAP & IMAGES



Site Overview: Clutesi Haven Marina



Marina



Boat Launch

# Clutesi Haven Marina

## CONCEPTUAL DIRECTIONS FOR CLUTESI HAVEN MARINA





# Clutesi Haven Marina

## CONCEPTUAL PLAN FOR CLUTESI HAVEN MARINA



As one of the most visible spaces along the waterfront, Clutesi Haven Marina is a priority area for waterfront redevelopment. The decision about relocating the boat launch is a key determining factor about future options for this area. Regardless of the future of the boat launch, input suggested that the marina is well-situated in this location and should remain. The connection between the Clutesi Haven Marina site and Stirling Field should be strengthened to tie together public amenity spaces. Public feedback in relocation of the boat launch was very divided with strong support for relocation from some and opposition for others. Opposition was generally focussed on potential loss of public waterfront if the launch was relocated, cost of building a new launch and general appreciation of the current location and launch.

#### **Recommendation 1: Relocate Existing Boat Launch in the Long-Term**

● **Mixed Support**

##### **Rationale:**

- There is currently insufficient space for vehicle and trailer parking
- Congestion for launching is an issue and little space remains for expansion
- The launch area occupies a central and highly visible waterfront location and may not be the highest and best use from an economic development perspective
- Conflicts existing between the three types of launching currently occurring – recreational motorized, non-motorized and commercial. These conflicts present potential safety issues



Clutesi Haven Marina should remain as existing

##### **Recommended Actions:**

- a. Retain the marina and associated marina services

##### **In the short-term (+/-10 years):**

- b. Retain the existing boat launch slips at Clutesi Haven Marina with minor upgrades for function including redesign of the parking area to improve traffic maneuvering and aesthetic and public amenity improvements at the launch area to create a site that is friendly and welcoming to all members of the public. Elements such as a viewing platform from which to safely watch launching, trees, an amenity building (with elements such as a pub/restaurant, washrooms, tackle shop) and accessible pathways would increase the appeal and public function of the boat launch area, provided they are located in a position that does not interfere with launching or introduce general public to unsafe situations.



# Clutesi Haven Marina

- c. Expand the docks to provide additional temporary moorage so people can pull away from the launch and tie up while they park their vehicles, without impeding the next person launching.
- d. Improve boat trailer parking on site and at Stirling Field (see Stirling Field Recommendation #2) and develop a pedestrian connection through underpass or at-grade crossing is developed between Clutesi Haven Marina and Stirling Field (see Clutesi Haven Marina #5).
- e. Continue to support events like the Salmon Festival and with new amenities supporting these events.

## In the long-term:

- f. The partnership should work towards securing a new launch site in an alternate location, potentially on the Catalyst lands. This is a long-term process that will require funding identification, securing property, environmental process and design development (see Catalyst Surplus Lands Recommendation #1).
- g. When a site has been selected and designed, the partnership should revisit the future of Clutesi Haven Marina, including public consultation, to determine if it should remain or if it is converted to alternate uses at that time. This decision should be made in conjunction with the design of the new launch site to determine size and amenities required. Considerations should include:
  - Repurposing of the existing launch, including non-motorized boat launching
  - Retention of some launch functions if business case exists
  - Retention of the docks for day-moorage



Opportunities to convert the existing launch to non-motorized use may exist

## Recommendation 2: Create a Public Services Building

### Rationale:

- Provides services to a high-activity public space
- Prime waterfront location with excellent exposure to the travelling public and in proximity to water-based activity
- This area is in close proximity to existing community trails, recreational amenities and the Northport Commercial Area
- Development should be planned to not compete with services in Northport or at Harbour Quay
- Public feedback indicated that the type of services should be suitable to the Port Alberni community

### Recommended Actions:

#### a. Encourage development of a building that include:

- Pub/restaurant
- Fish sales
- Small-scale services (e.g. tackle shop)
- Restrooms
- Viewing deck overlooking the water

Recommended siting for the building is overlooking the water near the marina to reduce potential conflict with boat launch activities and provide good views of launch activities and the marina.

### ● Moderate Support



A pub/restaurant and services building that overlooks the launch should be considered



Small-scale services that mesh with the restaurant may also be considered



# Clutesi Haven Marina

## Recommendation 3: Create an Outdoor Festival/Passive Open Space

### Rationale:

- The area is centrally located within the Waterfront North and can serve as a hub, linking activities and providing an energizing focal point
- This recommendation is based on eventual relocation of the boat launch
- Public feedback for this recommendation was mixed with most of those in disagreement with the recommendation in support of the existing boat launch remaining as existing

### Recommended Actions:

a. Create a public waterfront open space that integrates elements such as:

- Picnic area
- Water features
- Child play area
- Weather-protected outdoor activity area
- Passive enjoyment and seating
- Wildlife viewing

Maintain limited parking for marina activity and accessible parking and direct market and long-term marina parking to Stirling Field

b. Convert the existing boat launch to provide activities such as:

- Kayaking
- Short term boat moorage
- Paddle boats

## ● Mixed Support



Areas with space for sitting and relaxing should be integrated throughout the site



Interactive water features allow people to interact with water even where swimming is not available



Passive park space invites a variety of users to the waterfront

#### **Recommendation 4: Adjust Traffic Patterns at River Road/Beaver Creek Road Intersection**

##### **Rationale:**

- Current traffic patterns contribute to traffic congestion at the Beaver Creek Road intersection
- Previous traffic studies for the intersection have been completed, but upgrades have not been implemented
- Due to its location, this intersection is highly visible to the travelling public and is a significant opportunity to build Port Alberni's identity and appeal. It is essential that this intersection not only be redesigned for function, but also visual appeal

##### **Recommended Actions:**

- a. Develop a high-quality intersection design to improve circulation. Several possible options for intersection improvements have been identified during this and previous planning processes:
  - Signalized intersection
  - Traffic circle at the intersection
  - One-way loop using Alexander & Heath Roads
  - Creation of a new vehicle bridge of Kitsuksis Creek at Arrowsmith Road to connect into Northport

It is important that the revised road design incorporate features that announce and celebrate Port Alberni such as art and vegetation. A pedestrian connection to Stirling Field must also be incorporated into the design (see Clutesi Haven Marina Recommendation #5).

- b. Implement intersection improvements

● High Support



The intersection at the River Road/Beaver Creek Road should be updated to improve traffic movement and flow



A well-designed traffic feature can support town identity and build interest



# Clutesi Haven Marina

## Recommendation 5: Improve Trail & Active Transportation Connections

### Rationale:

- The spaces at Clutesi Haven Marina and Stirling Field must be linked to provide cohesive services; however current trail connections between the areas are inadequate
- The area is a key linkage within a connected waterfront trail system
- Funding (e.g. gas tax funding) may be available to support this project

### Recommended Actions:

- a. Identify and apply for project funding. Develop design of the crossing in conjunction with the Highway 4/Beaver Creek Road intersection (see Clutesi Haven Marina Recommendation #4)
- b. Relocate and enhance trail connections in a manner that supports pedestrian and cyclist safety and comfort in relation to vehicle traffic. Options to consider for crossing the Highway include:
  - At-grade Highway crossing including marked or signalized pedestrian crossing and accessible curb let-downs
  - Underpass, at the marina or near Kitsuksis Creek (study of this option would need to consider potential tsunami and sea-level rise implications)
  - Overpass
- c. Provide directional signage and destination signage in accordance with an overall Waterfront North theme

● High Support



A safe, marked pedestrian crossing between Clutesi Haven Marina and Stirling Field is critical



A pedestrian underpass beneath Highway 4 may warrant consideration to reduce potential conflicts (however tsunami and sea-level rise implications would need to be studied)

# Stirling Field



## 4.5 STIRLING FIELD

### CHARACTER AREA DESCRIPTION

Stirling Field is a mostly undeveloped property separated from the waterfront by River Road. The space is adjacent to the popular dyke trail at Kitsuksis Creek. Alberni Athletic Hall was located on the site until it was destroyed by fire in 2009; the new Athletic Hall was built beside the Alberni Valley Multi-Plex, so this site remains open. The field includes one ball diamond that has been converted to an off-leash dog park. The park is commonly used for overflow parking from Clutesi Haven Marina and the boat launch.

Solda's restaurant occupies a small site in the centre of the open space and in 2012, a portion of Stirling Field was rezoned Highway Commercial in response to an application to develop a car dealership on Stirling Field along Beaver Creek Road. Construction of the dealership is to be complete in 2014.

<b>LAND OWNER:</b>	City of Port Alberni
<b>ZONING:</b>	C7 – Commercial Recreation C4 – Highway Commercial (recent rezoning) P1 – Institutional
<b>APPROX. AREA:</b>	3.4 ha (8.4 acres) (excluding C4 rezoned portion)
<b>BOUNDARIES:</b>	<ul style="list-style-type: none"> <li>North – Park</li> <li>South – River Road/Clutesi Haven Marina</li> <li>East – Kitsuksis Creek</li> <li>West – Beaver Creek Road</li> </ul>
<b>CURRENT USE:</b>	<ul style="list-style-type: none"> <li>Overflow parking for Clutesi Haven Marina</li> <li>Open field</li> <li>Off-leash dog park</li> </ul>
<b>CHALLENGES:</b>	<ul style="list-style-type: none"> <li>River Road, with considerable truck and vehicle traffic, is a physical barrier to connections between the waterfront and Stirling Field and Kitsuksis Creek walkway</li> <li>The rezoning and future development of a car dealership on the site affects the configuration and potential uses of the site</li> <li>The area does not display a good sense of entrance or strong identity</li> <li>Purple loosestrife has been identified as an invasive species concern at the creek mouth</li> </ul>
<b>OPPORTUNITIES:</b>	<ul style="list-style-type: none"> <li>The former ball field site (now off-leash dog park) has high visibility from River Road and could accommodate a number of attractions that would encourage people to stop</li> <li>The recreational trail developed on Kitsuksis Dyke is flat and accessible, making it a favourite destination for walkers, runners and dog-walkers</li> <li>Potential exists to expand accessible and passive recreation and enhance natural features</li> </ul>



## EXISTING CONDITIONS



Site Overview: Stirling Field



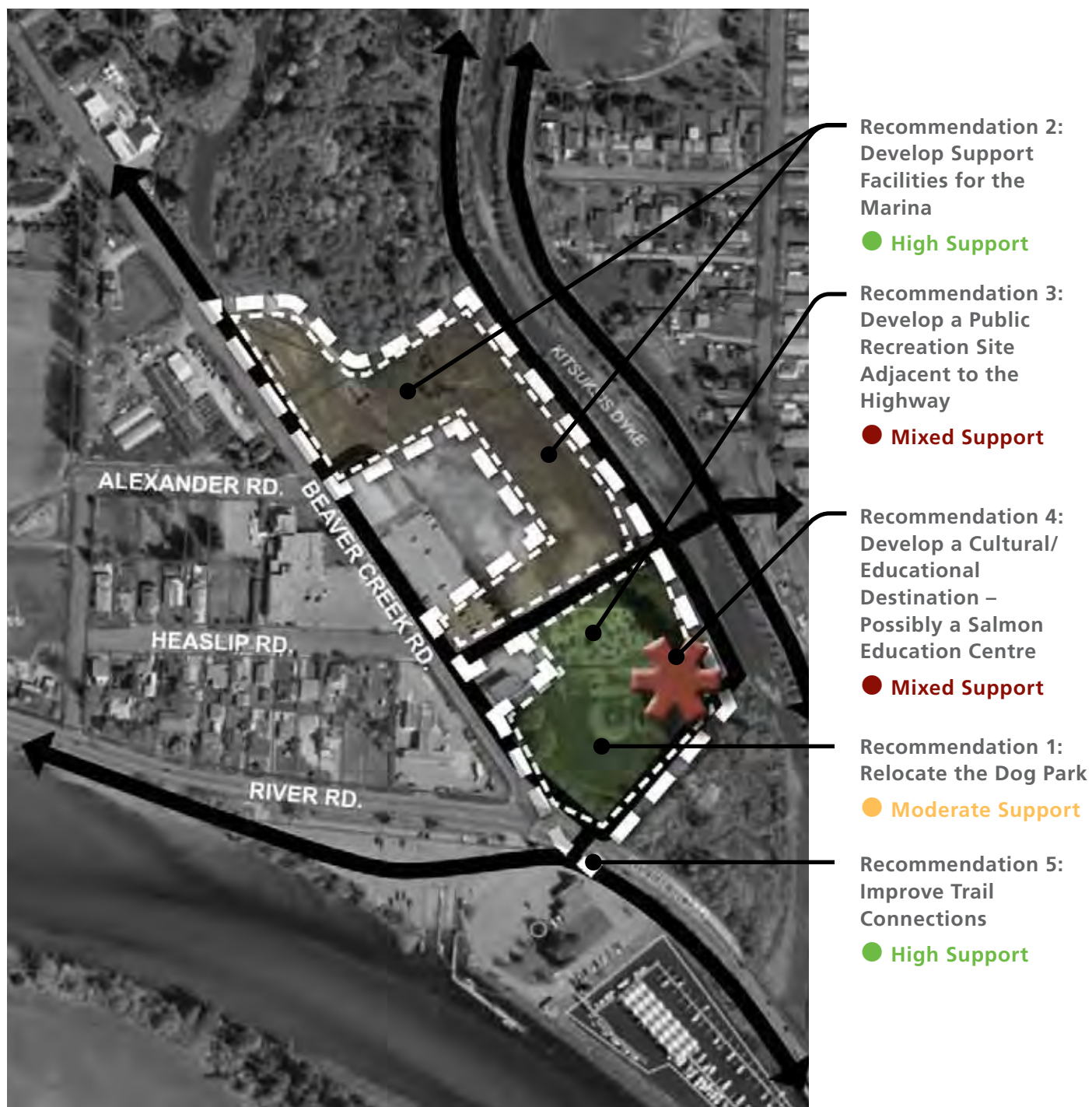
Stirling Field



Stirling Field looking toward dog park

# Stirling Field

## CONCEPTUAL DIRECTIONS FOR STIRLING FIELD





## CONCEPTUAL PLAN FOR STIRLING FIELD



# Stirling Field

Improvements for Stirling Field should be made in conjunction with Clutesi Haven Marina as the two sites are complementary. Input suggests that general commercial land uses at Stirling Field could detract from the pursuit of enhancing and strengthening commercial activities in the Northport Commercial Area; it is recommended that commercial activities be limited in this area and development focus on recreational and cultural amenities, along with support functions to Clutesi Haven Marina.

It is important to note that the entire Stirling Field area lies within the flood plain. Flood proofing should be considered for all buildings and uses should consider the potential impacts of a major flooding event or tsunami.

## Recommendation 1: Relocate the Dog Park

### Rationale:

- The dog park site, adjacent to the highway, is a highly visible location which has potential to attract people passing through
- An off-leash dog park can be located elsewhere and does not require visibility to the travelling public or proximity to the waterfront
- Public feedback supported relocation of the dog park, provided a new off-leash area was located in the area

### Recommended Actions:

- a. Explore alternative locations for the dog park, including sites at the north end of Stirling Field near Kitsuksis Creek Trail and complete relocation of the amenity

## ● Moderate Support



The off-leash dog park, located on an old ballfield has excellent exposure from the highway

## Recommendation 2: Develop Support Facilities for the Clutesi Haven Marina Site

### Rationale:

- There is insufficient space at the Clutesi Haven Marina site for facilities that support marina and boat launch activities (short-term) and potential public space activities (long-term)
- In the short-term, space for boat launch parking will continue to be required. Some challenges were identified with having parking at the northern half of the site more distant from the boat launch, but having parking on the off-leash dog park site is not recommended due to its high visibility and potential for amenity development
- Additional potential parking opportunities were identified at the city-owned property at Alexander Road

### Recommended Actions:

- a. Enhance parking facilities at Stirling Field and potentially the city-owned property on Alexander Road
- b. Explore feasibility for RV day parking

## ● High Support



The areas north and east of the rezoned portion of the site are flat and less visible for main travel routes. These areas are recommended for ancillary parking for the more active areas of the site and Clutesi Haven Marina

### Recommendation 3: Develop a Public Recreation Site Adjacent to the Highway

#### Rationale:

- Take advantage of the visibility adjacent to the highway to create an attractive and inviting destination for residents and for people passing through to the West Coast to use the area as a rest stop
- The OCP identifies consideration for, “creating or promoting a seasonal cultural district in a strategic tourist oriented location that would bring together local artists/artisans in a single location for the benefit of the community and the travelling public.”
- Should not be solely dedicated to recreational elements as Port Alberni has had similar facilities (e.g. miniature golf) fail in the past
- Public feedback showed support provided the approach is thoughtful about the type and design of amenities proposed. It is important that the elements are visible, creative and engaging for both local residents and visitors. Gimmicky or cartoonish character should be avoided
- Preliminary Economic Development review suggests this type of facility could be successful (see Appendix E).

#### Recommended Actions:

- a. Explore the feasibility and support development of a park/cultural area that provides elements such as:
  - Adventure Playground
  - Picnic Area
  - Long House
  - Art and/or Cultural features
  - Performance Area
  - Miniature Golf
  - Water Park
  - Bumper Boats
  - Maze
  - Washrooms

It is recommended that the space be designed with a high-quality, enduring aesthetic that combines function, activity and visual appeal.

#### ● Mixed Support



An adventure playground can offer unique experiences



A fountain choreographed to music is a major destination for people in Seattle



## Recommendation 4: Develop a Cultural/Educational Destination – Possibly a Salmon Education Centre

### Rationale:

- Salmon have ecological and cultural significance in the region
- The scale, style and family-orientation of the Ucluelet Aquarium is a good example for Port Alberni – interactive components are key
- Discovery/Interpretive/Education Centres have become more popular civic developments in the last decade or so; virtually replacing the more traditional museum development
- A Centre in Stirling Field would attract travellers heading to the west coast.
- There may be a related opportunities for a coffee bar, deli, food and beverage operation, gift shop or other small-scale amenities
- Preliminary Economic Development review suggests this type of facility could be successful (see Appendix E)

### Recommended Actions:

- a. Explore interest for such a centre with potential partners including First Nations, Department of Fisheries and Oceans (DFO), industry representatives, universities, foundations
- b. Design and develop a facility that incorporates elements such as:
  - Fish ladder recording such as done by the Hupacasath First Nation
  - The NEPTUNE Canada research projects being performed in the area
  - Cultural features and history of fish in the area
  - Interactive features
  - Iconic elements – for example, consider relocation of the whaling monument to this location as part of the exhibit

## Recommendation 5: Improve Trail Connections

### Rationale:

- Trail connections to Clutesi Haven Marina are inadequate
- Stirling Field is connected to the Kitsuksis Creek Dyke trail which is a major recreational resource

### Recommended Actions:

- a. Improve connections to Clutesi Haven Marina (see Clutesi Haven Marina Recommendation #5)
- b. Provide directional signage and destination signage in accordance with an overall Waterfront North theme

## ● Mixed Support

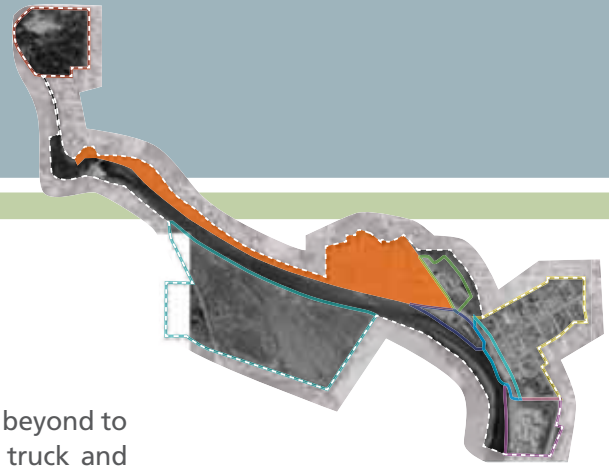


The Ucluelet Aquarium is an example of a modestly-sized education centre

## ● High Support



An improved connection to the Kitsuksis Dyke trail is important



## 4.6 RIVER ROAD

### CHARACTER AREA DESCRIPTION

River Road is the continuation of Highway 4 to Sproat Lake and beyond to Ucluelet and Tofino. The road carries heavy traffic including truck and tourism traffic. Land use ranges from residential at the west end of the study area to commercial near Beaver Creek Road. Several agricultural properties are located between Beaver Creek Road and Mary Street.

Land to the north within the Hupacasath reserve includes agricultural lots. The Hupacasath Land Use Plan shows that existing agricultural land will continue to be used for farming, reflecting the agricultural potential of the land and current uses.

<b>LAND OWNER:</b>	Varies – Includes properties within the City of Port Alberni and Hupacasath Ahahswinis Reserve	
<b>ZONING:</b>	A1 – Market Garden A2 – Urban Agriculture C4 – Highway Commercial R4 – Semi Rural Residential	M4 – Utility P1 – Institutional P2 – Parks and Recreation
<b>APPROX. AREA:</b>	32.4 ha (80 acres)	
<b>BOUNDARIES:</b>	<ul style="list-style-type: none"> <li>North – Private Property (residential, agriculture)</li> <li>East – Beaver Creek Road</li> <li>South – Somass River</li> <li>West – Somass River</li> </ul>	
<b>CURRENT USE:</b>	<ul style="list-style-type: none"> <li>Residential</li> <li>Commercial</li> <li>Agriculture</li> </ul>	
<b>CHALLENGES:</b>	<ul style="list-style-type: none"> <li>River Road is a busy travel corridor for truck and vehicle traffic</li> <li>Pedestrian routes are poorly developed along the street</li> <li>Properties in the area are relatively low-lying and sit within the floodplain</li> <li>Private property on the river limits to public access</li> </ul>	
<b>OPPORTUNITIES:</b>	<ul style="list-style-type: none"> <li>The Hupacasath viewing platform and trail connection provide views over the river and could be a key point in an improved trail connection along River Road</li> <li>The former Hupacasath Administration Office and Community Hall have potential for adaptive re-use. These buildings are currently rented as office space</li> <li>The Hupacasath Economic Development Plan identifies River Road properties as having high potential for tourism, business and commercial service development</li> <li>A five-acre property at Josephine St and River Rd is a potential development site</li> <li>A nine-acre property on Beaver Creek Road, owned by Hupacasath First Nation, is a potential development site</li> <li>The sand bar near the Orange [Grey] Bridge is a popular swimming site for the Tseshaht</li> <li>River Road Park is an existing municipal park with play amenities and river access</li> </ul>	



## EXISTING CONDITIONS



Site Overview: River Road



River Road



River Road Park



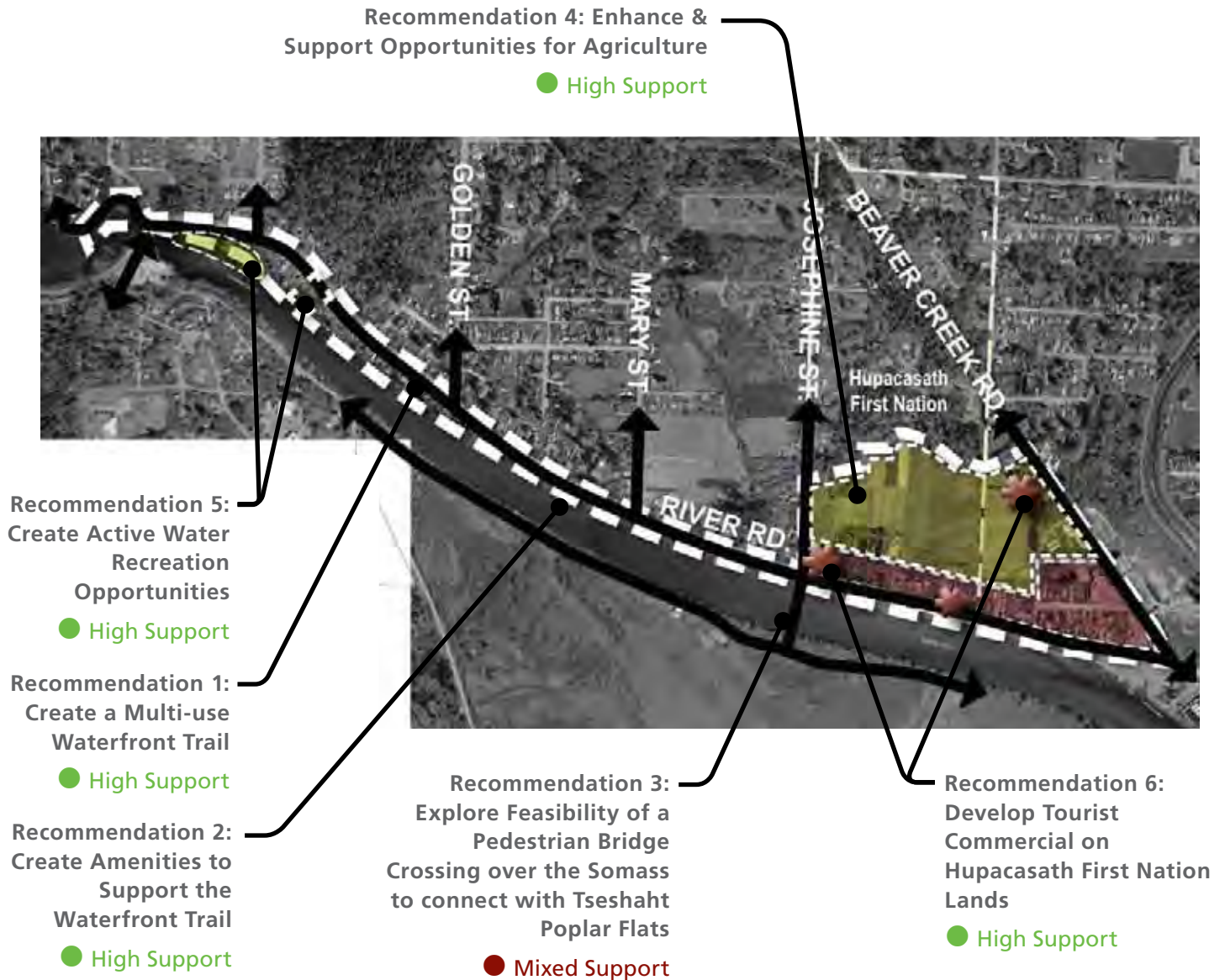
Hupacasath Viewing Platform



Hupacasath former Administration Office/ Community Hall

# River Road

## CONCEPTUAL DIRECTIONS FOR RIVER ROAD





# River Road

## CONCEPTUAL PLAN FOR RIVER ROAD





Creation of a multi-use waterfront trail along river road received input throughout the process. Investment in this public amenity would support the long-term vision of a connected waterfront.

### **Recommendation 1: Create a Multi-use Waterfront Trail**

#### **Rationale:**

- A trail along the Somass River in this location would be an excellent public amenity that links waterfront activities between Clutesi Haven Marina, the Hupacasath First Nation lands, the Tseshaht First Nation lands, and Paper Mill Dam Park
- Public input suggests linear trail connections are a high priority
- Much of this trail could be located within existing road right-of-way
- Funding opportunities (e.g. gas tax funding) are accessible for alternative transportation projects, especially if developed as a partnership project between governments
- Public input noted that trail design should minimize impact on shoreline habitat and vegetation

#### **Recommended Actions:**

- a. Undertake public engagement (including consultation with private land owners), planning, design, land and easement acquisition for the full length of River Road
- b. Identify and apply for funding through government or other programs
- c. Develop a multi-use trail from Clutesi Haven Marina to the Orange [Grey] Bridge, connecting to the existing waterfront trail at Victoria Quay

### **Recommendation 2: Create Amenities to Support the Waterfront Trail**

#### **Rationale:**

- The experience of a multi-use trail will be enhanced with supporting amenities

#### **Recommended Actions:**

- a. Construct washrooms
- b. Create additional public water access points
- c. Install pedestrian crosswalks across River Road at key locations
- d. Create an expanded boardwalk on the river, connected to the existing Hupacasath First Nation boardwalk

● High Support



A multi-use trail connection would begin building a more publicly accessible waterfront



Viewing platforms at key locations may be considered

● High Support



Expanding boardwalk along the river would be an asset

## **Recommendation 3: Explore Feasibility of a Pedestrian Bridge Crossing over the Somass to connect with Tseshaht Poplar Flats**

### **Rationale:**

- A new pedestrian bridge could form a trail loop and provide access to the south side of the river
- This connection could support future Tseshaht land use planning for potential future development on the poplar flats
- Public feedback for this recommendation was mixed – some felt a bridge would be a bold and unique statement, while others felt it may be too much investment for Port Alberni. Development of this type of landmark features would be contingent on future development directions of the Tseshaht Poplar Flats to determine if there would be sufficient demand for the cost of this feature

### **Recommended Actions:**

- a. Work in partnership to complete a feasibility assessment of a bank to bank river crossing near Josephine Road, accounting for water navigation requirements and tide influences
- b. Design and develop a bridge crossing for pedestrian, cyclists and potentially other uses (e.g. equestrian)

## **Recommendation 4: Enhance & Support Opportunities for Agriculture**

### **Rationale:**

- There is a need to expand local food production
- Agricultural lands currently exist on the site
- Land lies within the flood plain

### **Recommended Actions:**

- a. Maintain existing zoning and encourage and support active farming

● **Mixed Support**



A pedestrian bridge over the Somass would link destinations on the north and south sides of the river

● **High Support**



Local agriculture practices should be supported

### **Recommendation 5: Create Active Water Recreation Opportunities**

#### **Rationale:**

- Active recreation will appeal to a broader population and encourage greater use of the waterfront area
- Some popular recreation resources (e.g. the sand bar near the Orange [Grey] Bridge is a popular destination for the Tseshaht) are not currently protected as park

#### **Recommended Actions:**

- a. Provide enhanced access to swimming
- b. Complete park upgrades at River Road Park to provide parking and enhance water access

### **Recommendation 6: Develop Tourist Commercial on Hupacasath First Nation Lands Adjacent to River Road**

#### **Rationale:**

- High visibility adjacent to the highway
- Potential sites including a five-acre development site at Josephine Street and River Road, a nine-acre development site on Beaver Creek Road and the former Hupacasath Band Hall site have potential for services

#### **Recommended Actions:**

- a. Attract tourist-oriented commercial activities such as an entertainment-focused sports store, accommodation or commercial activities that reflect Hupacasath interests

● High Support



River road park may be a potential location for launching kayaks

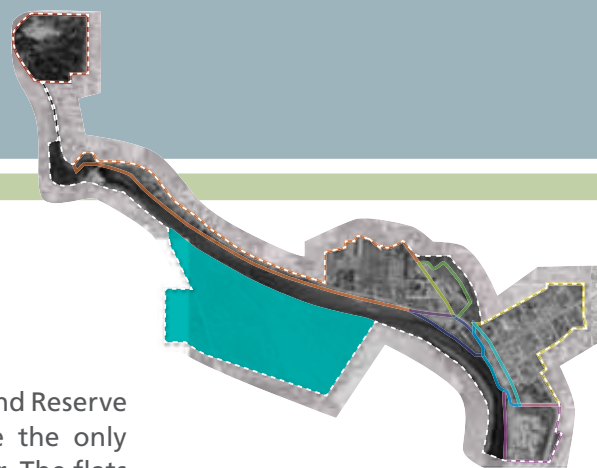
● High Support



An existing five-acre development site sits at a key location at the intersection of River Road and Josephine Road



# Tseshaht Poplar Flats



## 4.7 TSESHAHT POPLAR FLATS

### CHARACTER AREA DESCRIPTION

The flats are private, fee simple land, within the Agricultural Land Reserve (ALR) owned by Tseshaht First Nation. The poplar flats are the only portion of the study area on the south side of the Somass River. The flats were formerly owned by Catalyst and used for a poplar plantation. The plantation was abandoned and recently purchased by the Tseshaht.

The Tseshaht First Nation Comprehensive Community Plan includes a policy to develop a trail system that connects play spaces. It also specifically mentions the establishment of a Bridge to Bridge Trail, extending between the Somass River Bridge to the Sproat River Bridge, which is intended to be a segment in a future trail expansion to the West Coast as a key focus for tourism development. Trail connections within the Waterfront North study area could connect with this route.

The Tseshaht Comprehensive Community Plan recommends establishment of a Tseshaht First Nation Tourism Commission to explore tourism opportunities.

<b>LAND OWNER:</b>	Tseshaht First Nation	
<b>APPROX. AREA:</b>	71.5 ha (177 acres)	
<b>BOUNDARIES:</b>	<ul style="list-style-type: none"> <li>North – Somass River</li> <li>East – Somass Estuary (Ducks Unlimited)</li> <li>South – Forest Reserve</li> <li>West – Private Property (TFN)</li> </ul>	
<b>CURRENT USE:</b>	<ul style="list-style-type: none"> <li>Poplar plantation</li> <li>Recreation</li> </ul>	
<b>CHALLENGES:</b>	<ul style="list-style-type: none"> <li>Invasive species, including scotch broom have established within the area</li> <li>The Somass River water is shallow along the shoreline which may be a potential limitation to boat access</li> <li>The area has been known to attract parties, ATV riding, illegal use of firearms, and other uses not consistent with the ecological sensitivity of the area</li> <li>Wildlife, including bears, are present in the area</li> </ul>	
<b>OPPORTUNITIES:</b>	<ul style="list-style-type: none"> <li>Adjacent to the estuary area lands which area owned by Ducks Unlimited. The estuary is rich in wildlife, birds and habitat</li> <li>Used for local recreation such as hiking, dog walking and nature viewing. Relatively unknown to tourists, which helps maintain a small human footprint</li> <li>Agricultural opportunities</li> </ul>	

## EXISTING CONDITIONS



Site Overview: Tseshah Poplar Flats



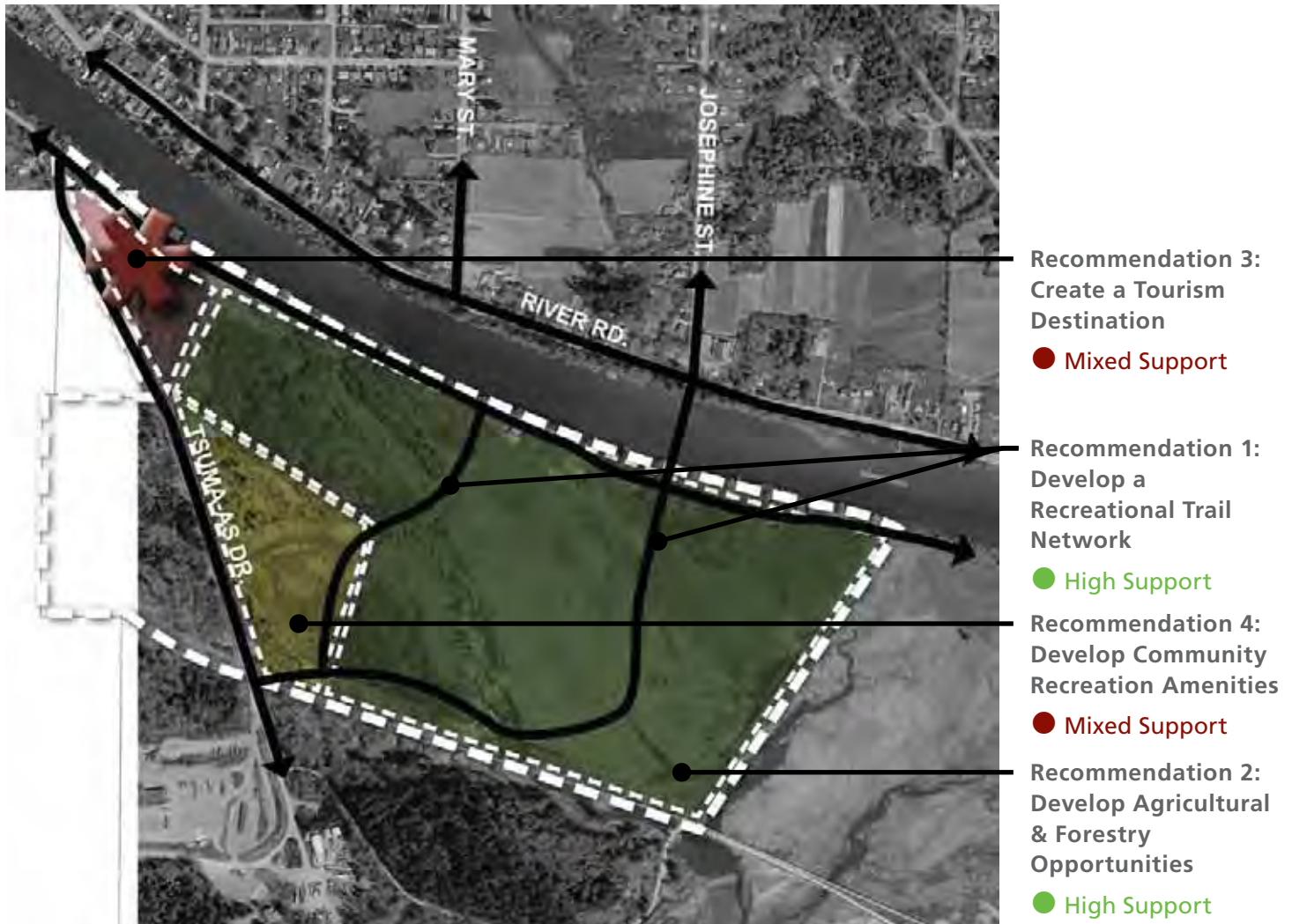
View upriver toward the poplar flats



Road at the poplar flats

# Tseshaht Poplar Flats

## CONCEPTUAL DIRECTIONS FOR TSESHAHT POPLAR FLATS





## CONCEPTUAL PLAN FOR TSESHAHT POPLAR FLATS



# Tseshaht Poplar Flats

Formalization of a recreational trail network garnered extensive discussion during the waterfront study. The relationship between the poplar flats and adjacent estuary is especially important and future development should support a healthy estuary environment.

## Recommendation 1: Develop a Recreational Trail Network

### Rationale:

- Opportunity to experience natural areas
- Link with the future waterfront trail network on the north side of the Somass River

### Recommended Actions:

- a. Prepare a concept plan for a trails system, including interpretative signage and wildlife viewpoints, that provides a high-quality recreation experience while minimizing impacts on environmentally sensitive areas. Connect to the proposed River Road trail via pedestrian bridge (see River Road Recommendation #5) or at the Orange [Grey] Bridge
- b. Develop the trail network

● High Support



A trail network could support future opportunities in the area

## Recommendation 2: Develop Agricultural & Forestry Opportunities

### Rationale:

- There is a need to expand local food production
- Land lies within the flood plain
- High quality habitat potential

### Recommended Actions:

- a. Encourage active agriculture land uses, including greenhouses and community gardens on less sensitive areas of the site
- b. Encourage reforestation and habitat renewal in high-quality habitat areas

● High Support

### Recommendation 3: Create a Tourism Destination

#### Rationale:

- Opportunity to showcase culture and heritage
- Potential to broaden tourist demographic
- Development could be done in a way that enhances the environmental values of the area by preserving sensitive areas, removing invasive species and educating people about the sensitive features in the area
- Public feedback was mixed with main concerns focused on preserving ecological integrity of the area and potential flood plain issues. Siting and design of proposed development should address these concerns

#### Recommended Actions:

- a. Explore potential development opportunities that are supported by the Tseshaht Comprehensive Community Plan, such as:
  - Resort/hotel and accessory uses (e.g. restaurant, spa)
  - Campground
  - Agro-tourism
  - Dock/marina and accessory uses (e.g. fueling station, gift shop, restaurant)

● Mixed Support



Accommodation that supports eco-tourism could be part of a tourism destination

### Recommendation 4: Develop Community Recreation Amenities

#### Rationale:

- Expand recreational resources for the community
- Compatible land use with the flood plain
- Public feedback was mixed with main concerns focused on preserving ecological integrity of the area. Siting and design of proposed recreation amenities should address these concerns

#### Recommended Actions:

- a. Identify locations for and develop recreation amenities that are supported by the Tseshaht Comprehensive Community Plan, such as:
  - Playing fields/courts
  - Recreation facility/Community centre

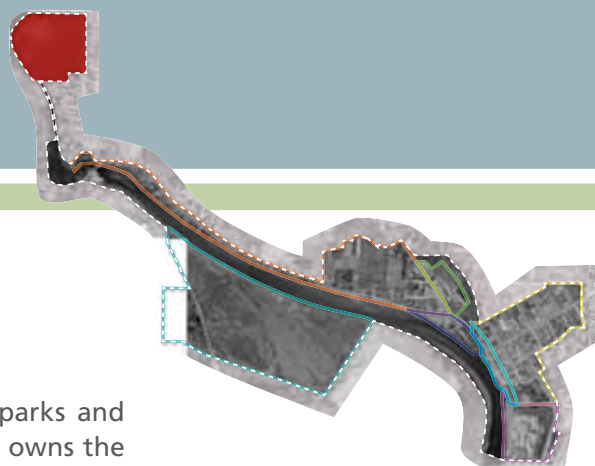
● Mixed Support



Recreation facilities may be considered for the site



# Paper Mill Dam Park



## 4.8 PAPER MILL DAM PARK

### CHARACTER AREA DESCRIPTION

Paper Mill Dam Park is one of the city's largest waterfront parks and includes a former gravel quarry site. The City of Port Alberni owns the park; however, it sits outside the City boundary within the Alberni Clayoquot Regional District. The site has a caretaker's cottage, and is used for informal recreation including walking, swimming, picnicking, fishing, a river tubing exit point, contemplation, photography and dog walking. The river is accessible from the park.

<b>LAND OWNER:</b>	City of Port Alberni
<b>ZONING:</b>	Outside City Boundary
<b>APPROX. AREA:</b>	18.7 ha (46 acres)
<b>BOUNDARIES:</b>	<ul style="list-style-type: none"> <li>North – Rural Land</li> <li>South – Residential Land</li> <li>East – Falls Street</li> <li>West – Somass River</li> </ul>
<b>CURRENT USE:</b>	<ul style="list-style-type: none"> <li>Recreation</li> </ul>
<b>CHALLENGES:</b>	<ul style="list-style-type: none"> <li>Disconnected from the City's other parks and recreation systems.</li> </ul>
<b>OPPORTUNITIES:</b>	<ul style="list-style-type: none"> <li>Existing natural vegetation is a valuable amenity</li> <li>On-site caretaker cottage exists to monitor park use</li> <li>Former gravel quarry site could provide unique recreation opportunities</li> </ul>

# Paper Mill Dam Park

## EXISTING CONDITIONS OVERVIEW MAP & IMAGES



Site Overview: Paper Mill Dam Park



Roads in Paper Mill Dam Park



Paper Mill Dam Park



CONCEPTUAL DIRECTIONS FOR PAPER MILL DAM PARK



Recommendation 1:  
Enhance the Park as a  
Recreation Destination  
● High Support

Recommendation 2:  
Develop a Trail  
Connection to River  
Road  
● High Support



# Paper Mill Dam Park

## CONCEPTUAL PLAN FOR PAPER MILL DAM PARK



The proposed actions are compatible with the existing nature of the park. Design development will need to look carefully at potential safety risks for water-based recreation uses. Development of some facilities would be suitable for private investment (e.g. RV park).

### **Recommendation 1: Enhance the Park as a Recreation Destination**

● High Support

#### **Rationale:**

- Currently the park is underutilized
- Many attractive natural features
- However, may not be as high a priority as improvements to other part of the waterfront

#### **Recommended Actions:**

- a. Support creation of an RV and/or camping park (potentially as a private enterprise)
- b. Develop amenities that support use of the site, including:
  - Enhanced beach access, where feasible and safe
  - Enhanced fishing facilities, with consideration for a dock
  - Natural area protection
  - Children's park
  - Tubing end-point destination where feasible and safe
  - Water taxi dock to link to Victoria Quay, if feasible



Camping facilities may be appropriate in the park

### **Recommendation 2: Develop a Trail Connection to River Road**

● High Support

#### **Rationale:**

- The park is underutilized because many are unaware of it or have challenges accessing it
- The Falls Street/River Road intersection currently poses a potential conflict zone between vehicles and pedestrians. A safe crossing at this point would be required

#### **Recommended Actions:**

- a. Develop a trail connection
- b. Provide wayfinding signage and information



Trail connections and signage will better connect the park to the core waterfront area





## 5.1 PROCESS

This implementation chapter provides an overview of recommended steps for achieving the vision in accordance with the principles outlined in the Waterfront North Study. This study is a long-term outlook, and it is not feasible to create detailed plans for this time frame. Implementation should focus on completing short- to medium-term steps that will be catalysts for working towards the vision. It is recognized that the Port Alberni area will continue to evolve and so it is necessary to be flexible and adapt to new opportunities and challenges that arise.

It is recommended that the Partners take a balanced approach in implementing recommendations of the Waterfront North Study. Waterfront improvements will need to be balanced among concurrent initiatives throughout the communities.

### RECOMMENDATION

- a. Adopt the Waterfront North Study as a guiding document for the future of Port Alberni's Waterfront North.

## 5.2 IMPLEMENTATION

Due to the complexity of the waterfront, the actions of members of the Partnership, as well as other organizations, will affect implementation of the Waterfront North recommendations. It is not feasible for a single group to be fully responsible for implementation; rather success will require coordination among:

- City of Port Alberni Council & Departments
- Port Alberni Port Authority Board & Staff
- Hupacasath First Nation Chief, Council & Staff
- Tseshaht First Nation Chief, Council & Staff
- Steering & Advisory Committees
- Stakeholders
- Community Members

In other municipalities, successful implementation of complex strategies has occurred when a group or department takes an active role in organizing and bringing together the various stakeholders who might be involved in waterfront improvements. The Partnership's responsibility is to bring parties together to discuss ways and means of achieving effective implementation of the study recommendations.

### RECOMMENDATIONS

Due to the cross-governance nature of the waterfront, it is recommended that consideration be given to assigning implementation of the Waterfront Study recommendations to a Joint Task Force that includes key leaders from political, staff and non-government source, an Advisory Committee or a specified staff group. The primary need is for a small, focused governance structure that will not only co-ordinate, but also lead and actively pursue funding and implementation opportunities.

- b. Ongoing participation and collaboration of all partnership members will be required when waterfront projects are being considered.

## 5.3 MARKETING & EDUCATION

Building awareness and excitement around the Waterfront Vision is a key step to successfully implementing change.

### RECOMMENDATIONS:

- a. **Create a Waterfront Identity:** Develop a Port Alberni Waterfront North identity, including imagery, text and logo to identify the Waterfront North as a distinct place. The identity should respect the larger Port Alberni image and acknowledge that four partner groups make up the waterfront initiative.
- b. **Undertake Public Marketing:** The study process has begun to generate interest in and discussion about the Waterfront North area. The Partnership should harness this momentum and keep the waterfront in the public eye. It is recommended that this marketing include both the north and south waterfronts. Development and maintenance of information could include:
  - A waterfront brochure to provide a broad summary of the vision and upcoming implementation steps.
  - A waterfront web presence that will be regularly updated with initiatives and progress.
  - Video, articles, advertisements or other broad-scope initiatives to inform people about Port Alberni's waterfront.
- c. **Create Developer Package:** Key to the success of a thriving Port Alberni waterfront will be encouraging inspired design and investment. A developer package should be created to inform investors of the area's development potential and encourage investment in the waterfront area.
- d. **Undertake Strategic Outreach:** Target outreach to other government organizations and non governmental organizations, such as the Urban Development Institute or Young Professionals Network, who could play roles in supporting and encouraging successful implementation of the waterfront vision.

## 5.4 PLANS & BYLAWS

Consideration for amendments to relevant plans and bylaws should be given to facilitate implementation of the Waterfront Study recommendations.

### RECOMMENDATIONS:

- a. Amend the City of Port Alberni OCP policies and map to reflect the revised land use designations recommended in this plan.
- b. Consider a Community Amenity Contribution policy that identifies:
  - Options for amenities in waterfront parks and public spaces when considering rezoning applications; and
  - A priority list of waterfront projects identified in this plan and the South Waterfront Plan.
- c. Consider developing a Public Art policy that guides public art installation throughout the community, including the waterfront area, with reference to ideas generated through this process.
- d. Consider developing specific design guidelines for key Waterfront North areas that will be visible to people visiting and experience the waterfront, including Northport Commercial Area, Catalyst Lands and River Road.

## 5.5 PARTNERSHIPS

The successful implementation of the Waterfront Study recommendations will require support and partnership with a variety of parties.

### RECOMMENDATIONS:

The Partners should seek and maintain ongoing partnerships to raise funds and implement waterfront projects. Possible partnerships to consider will include:

#### a. Funding Partnerships:

- **Public Partnerships:** Strategic partnerships with one another, other neighbours, other levels of government, NGOs, community organizations and other stakeholders can support cooperative projects.
- **Private-Public Partnerships:** P3s can ease pressure on government spending while expanding services available to the community. With proper technical, financial, legal, marketing and development leadership, a clearly identified public need and viable private interest, P3s can be very successful.

b. **Volunteer Programs:** Port Alberni has an active community. When sufficient staff time and resources are invested into volunteer programs, the returns from community participation and donation can be significant.

- **Labour:** Volunteers can often contribute to the development of a particular project or event.
- **Materials:** Donations of materials and money for specific projects can be identified and recognition programs used to acknowledge contributions.

## 5.6 PROGRAMMING

Port Alberni has an extensive outdoor resource base and natural waterfront setting that attracts tourism. An important step in encouraging people to visit and enjoy Port Alberni's waterfront will be expanding waterfront events and programs.

### RECOMMENDATIONS:

- a. The Partners should work cooperatively and with members of the community, local tourism agencies and stakeholders to identify opportunities to maintain and expand tourism events.
- b. Parks and recreation staff, partners and stakeholders should endeavour to increase community waterfront events and programs such as park days, fireworks, markets, waterfront guided tours and other events that will increase use of the waterfront.



## 5.7 DEVELOPMENT

Encouraging desirable development that fits with the waterfront vision will be vital to the successful implementation of the Waterfront Study.

### RECOMMENDATIONS:

To encourage appropriate development the Partners will need to:

- a. **Remove Barriers and Consider Incentives:** The Partners should ensure that waterfront development is desirable and achievable so that investors are attracted to the area. The Partners should consider creation of appropriate incentive programs (e.g. grant and rebate programs, interest-free loans, rent abatement programs, etc.) to expedite desirable development.
- b. **Link Potential Partners:** A key role for the Partnership will be connecting parties that will mutually benefit from cooperative planning and development.
- c. **Consider Amenity Contributions:** Private development should contribute to phased public space improvements including street enhancements, expanded waterfront parks and trails and other public amenities. The City may wish to consider a Community Amenity Contribution Policy that defines appropriate contributions.
- d. **Review Development Cost Charges:** Park land DCCs from throughout the community may contribute to improvement and expansion of the waterfront. DCC rates should be reevaluated in the context of the Waterfront Study recommendations to determine where rate increases are desirable and/or feasible.

## 5.8 CAPITAL PROJECTS

The achievement of the waterfront vision will be largely dependent on the completion of waterfront improvement projects that result in early wins and support sustained success. While the waterfront plan encompasses a long-term vision, several steps should be considered for the short- to medium-term time frames to complete visible steps towards a successful future.

The identification of short-, medium- and long-term priorities are provided in Tables 5.1, 5.2 and 5.3 at this time for discussion only. It is anticipated that priorities and time frames will be evaluated annually based on community-wide budget considerations and community need.

- **Short-term projects** are recommended for consideration in the first five years and are selected to be the catalyst projects that will guide the Waterfront North's future. These projects typically have few barriers and will have lasting effects for the future.
- **Medium-term projects** are recommended for consideration in the five to ten year time frame and will require a deeper investment in the waterfront. It is anticipated that land use changes and development may be occurring in this time frame and will support implementation of projects that require more investment. Several of these projects will require strategic planning and procurement of funds from grants or other sources.
- **Long-term projects** are recommended for consideration beyond the ten-year time frame and have lower priority or complicating factors that may delay their implementation. It is anticipated that the Waterfront North Study will be updated in the long-term to confirm needs of the community at that time and update the projects. It is expected that if funding, opportunity or need emerges sooner, these projects may be considered for earlier completion.

## 5.9 FUNDING STRATEGIES

There are many possible sources of funding that could help implement the recommendations in the Waterfront North Study. To accomplish the priorities developed through this process, the Partners will need to actively pursue additional methods of funding. The following list provides a brief description of strategies that could be employed in the implementation of the study recommendations:

- 1 **Capital:** Property tax is a municipality's principal source of revenue for community services. Property tax contributes to many different improvements and must be balanced among community needs.
- 2 **Development Cost Charges (DCCs):** DCCs are a means of collecting fees from development projects for infrastructure improvements necessitated by community growth. The Local Government Act Sections 932 to 937 enable municipalities to collect DCCs for parkland acquisition and minor park land improvements including fencing, landscaping, drainage and irrigation, trails, restrooms, changing rooms, playgrounds and/or playing field equipment.
- 3 **Amenity Contributions:** Amenity contributions through rezoning provide amenities or capital funding that support growth and densification. Section 904 of the Local Government Act enables municipalities to obtain phased amenities through zoning regulations.
- 4 **Coordination with Infrastructure Upgrades:** Major infrastructure improvements such as street or utility upgrades or stormwater projects may overlap with waterfront projects. Opportunities may exist to develop trail connections, water improvement projects or public open space when other capital projects are undertaken. The Partners should identify where waterfront improvement projects overlap with infrastructure upgrades and streamline funding and development of these projects.
- 5 **Parcel Tax:** A parcel tax levies a fixed charge per property within a community or defined zone. This tax allows funds for a specific purpose to be raised, without increasing general property taxes. The use of a parcel tax can alleviate public concerns that funds raised through general property taxes may not be directed to this specific project and provides a fixed time frame for the implementation of the levy. A parcel tax may be appropriate for major capital improvements because it spreads the tax load evenly among large and small properties without regard to assessed value.
- 6 **Revitalization Tax Exemption:** Section 226 of the *Community Charter* provides authority to exempt property from municipal property value taxes. To use this authority, a Council must establish a revitalization program (with defined reasons for and objectives of the program), enter into agreements with property owners, and then exempt their property from taxation once all specified conditions of the program and the agreement have been met. Revitalization tax exemptions are a tool that Councils may use to encourage various types of revitalization to achieve a range of environmental, economic or social objectives. A revitalization program may apply to a small area or areas, a certain type of property or properties, a particular activity or circumstance related to a property or properties, or an entire municipality.
- 7 **Senior Government Funding:** The Province of BC, Federation of Canadian Municipalities, Government of Canada and other government and non-government organizations offer grants that provide capital or planning funds. Improvement projects could secure funds related to non-vehicular transportation, public infrastructure, environmental improvements, sustainability initiatives, parks and brownfield renewal.

**8 Public-Private Partnerships (P3s):** Successful P3s can ease pressure on local government spending while ensuring a service is provided to the community. Partnerships can take many forms and P3s have many recorded successes and failures. A successful P3 occurs when a project has a clearly identified public need and a well-defined private interest.

**9 Community Donations & Fund-raising:** Corporations, service organizations and individuals are often willing to contribute to community assets. An organized, efficient and productive donation campaign helps harness these opportunities and ensures the community sees results.

**10 User Fees:** User fees provide funding to assist with the costs of operating and maintaining parks and recreation facilities and programs. The chief goal of municipal recreation is to provide public use, which means full-cost pricing is not employed. User fees along the waterfront may be considered for particular amenities. In addition, parking fees where parking is in high-demand or for particular uses (e.g. boat trailer parking) have potential to generate revenue.



**Table 5.1: Recommended Short-Term Projects Summary**

Recommendation	Action	Relative Cost	Potential Funding Sources (Section 5.9)
<b>Catalyst Surplus Lands Recommendations for the Short-Term</b>			
<b>1: Develop a Boat Launch &amp; Related Facilities</b>	(a) Complete an environmental assessment of the site. Consider opportunities for Brownfield funding or other grants to support the study	Low	1,6,7,8
	(b) Complete feasibility assessment of the site for boat launching including shoreline morphology, currents, dredging requirements, grades, potential environmental impacts and costs	Low	1,6,7,8
<b>2: Support Industrial &amp; Service Commercial Land Uses on a Portion of the Site</b>	(a) Review and amend the OCP and Zoning Bylaw to reflect portions of the property being zoned for light industrial and service commercial uses	Staff Time	n/a
	(c) Develop design and construction standards for the area.	Staff Time	n/a
<b>3: Secure &amp; Develop Public Waterfront Park &amp; Trails</b>	(b) Identify desired locations for public park and pursue establishment through the development approvals process. Priorities should be: (1) Waterfront; and (2) the mature tree stand along Roger Street	Staff Time	n/a
<b>Northport Commercial Recommendations for the Short-Term</b>			
<b>1: Plan a Traditional Main Street Character for Johnston Road</b>	(a) Establish and implement a visible and attractive theme that characterizes the Waterfront North	Staff Time	n/a
	(b) Develop themed wayfinding that reflects the waterfront character and economy (e.g. marine elements, fish, forest), while integrating with the larger Port Alberni wayfinding style	Low	1
	(c) Retain through zoning and messaging a 'service-orientation' that appeals to travellers and residents; provided the form and function does not compete with Southport	Staff Time	n/a
	(d) Maintain on-street parking at the curb to allow convenient access to commercial entrances and provide a barrier between travel lanes and sidewalk	Staff Time	n/a
	(e) Seek required support for proposed upgrades to Johnston Road from the Province, as it is a provincial highway	Staff Time	n/a
	(h) Establish Northport design guidelines:	Staff Time	n/a
<b>2: Develop Waterfront Commercial Orientation for Properties on the East Side of Victoria Quay</b>	(a) Expand and/or restrict land use zoning to support the desired range of uses and limit those that do not have waterfront commercial orientation	Staff Time	n/a
	(b) Recruit waterfront oriented development and tenants (e.g. outdoor fitness and sport retail/rental, food services, tourism-oriented retail)	Staff Time	n/a

Recommendation	Action	Relative Cost	Potential Funding Sources (Section 5.9)
<b>3: Establish the Remaining Land Areas – the “Back and Behind Blocks” – with a Wide Range of Land Uses</b>	(a) Review and revise zone districts and relevant permitted land uses to support an urban village range of uses, including multi-family residential, accommodation, office and commercial	Staff Time	n/a
<b>Victoria Quay Recommendations for the Short-Term</b>			
<b>1: Extend &amp; Connect the Waterfront Trail</b>	(a) Construct a trail connection to the Catalyst lands, including a separated crossing of Rogers Creek	Moderate	1,2,3,4,7,9
	(b) Develop a link to Rogers Creek Park trails including a safe pedestrian crossing at Gertrude Street. Opportunities to direct pedestrian traffic to the corner, use of signalized pedestrian crossing and an underpass beside the creek should be investigated	Moderate	1,2,3,4,7,9
	(c) Promote Victoria Quay as the starting point to the Port Alberni area trail network and develop amenities such as a community destinations map that provides distances and routes to other destinations	Staff Time	n/a
	(d) Attract a bicycle rental business or pick-up/drop-off bike service	Staff Time	n/a
<b>Clutesi Haven Marina Recommendations for the Short-Term</b>			
<b>1: Relocate the Existing Boat Launch in the Long-Term</b>	(a) Retain the marina and associated marina services	Staff Time	n/a
	(b) Retain the existing boat launch slips at Clutesi Haven Marina with minor upgrades for function including redesign of the parking area to improve traffic maneuvering and aesthetic and public amenity improvements at the launch area to create a site that is friendly and welcoming	Moderate	1,2,10
	(c) Expand the docks to provide additional temporary moorage so people can pull away from the launch and tie up while they park their vehicles, without impeding the next person launching	Moderate	1,2,10
	(d) Improve boat trailer parking on site	Low	1,10
	(e) Continue to support events like the Salmon Festival and with new amenities supporting these events	Staff Time	n/a
<b>4: Adjust Traffic Patterns at River Road/ Beaver Creek Road Intersection</b>	(a) Develop a high-quality intersection design to improve circulation	Low	1,4,7
	(b) Implement intersection improvements	High	1,2,3,4,5,7

Recommendation	Action	Relative Cost	Potential Funding Sources (Section 5.9)
<b>5: Improve Trail &amp; Active Transportation Connections</b>	(a) Identify and apply for project funding. Develop design of the crossing in conjunction with the Highway 4/Beaver Creek Road intersection	Staff Time	n/a
	(b) Relocate and enhance trail connections in a manner that supports pedestrian and cyclist safety and comfort level in relation to vehicle traffic	High	1,2,3,4,5,7
	(c) Provide directional signage and destination signage in accordance with an overall Waterfront North theme	Low	1,9
<b>Stirling Field Recommendations for the Short-Term</b>			
<b>2: Develop Support Facilities for the Clutesi Haven Marina Site</b>	(a) Enhance parking facilities at Stirling Field and potentially the city-owned property on Alexander Road	Low	1
	(b) Explore feasibility for RV day parking	Staff time	n/a
<b>River Road Recommendations for the Short-Term</b>			
<b>1: Create a Multi-use Waterfront Trail</b>	(a) Undertake public engagement (including consultation with private land owners), planning, design, land and easement acquisition for the full length of River Road	Low	1
	(b) Identify and apply for funding through government or other programs	Staff Time	n/a
	(c) Develop a multi-use trail from Clutesi Haven Marina to the Orange [Grey] Bridge, connecting to the existing waterfront trail at Victoria Quay	Moderate	1,2,3,4,5,6,7,8
<b>2: Create Amenities to Support the Waterfront Trail</b>	(a) Construct washrooms	Low	1,2,3,9
	(b) Create additional public water access points	Low	1,2,3,7,9
	(c) Install pedestrian crosswalks across River Road at key locations	Low	1,2,4
<b>5: Create Active Water Recreation Opportunities</b>	(a) Provide enhanced access to swimming	Low	1,2,3
	(b) Complete park upgrades at River Road Park to provide parking and enhance water access	Low	1,2,3
<b>6: Develop Tourist Commercial on Hupacasath First Nation Lands</b>	(a) Attract tourist-oriented commercial activities such as an entertainment-focused sports store, accommodation or commercial activities that reflect Hupacasath interests	Staff Time	n/a
<b>Tseshahat Poplar Flats Recommendations for the Short-Term</b>			
<b>2: Develop Agricultural &amp; Forestry Opportunities</b>	(a) Encourage active agricultural land uses, including greenhouses and community gardens on less sensitive areas of the site	Staff Time	n/a
	(b) Encourage reforestation and habitat renewal in high-quality habitat areas	Low	1,6,7,9



**Table 5.2: Recommended Medium-Term Projects Summary**

Recommendation	Action	Relative Cost	Potential Funding Sources (Section 5.9)
<b>Catalyst Surplus Lands Recommendations for the Medium-Term</b>			
<b>1: Develop a Boat Launch &amp; Related Facilities</b>	(c) Secure lands on the waterfront for public use	Staff Time	n/a
<b>3: Secure &amp; Develop Public Waterfront Park &amp; Trails</b>	(b) When land is secured, create a multi-use trail along the waterfront, along with amenities such as viewpoints, seating and picnic areas	Moderate	1,2,3,4,6,7,9
	(c) Create a trail connection within the existing mature tree stand	Low	1,2,3,7,9
	(d) Provide roadside trails/sidewalks along Roger Street and Stamp Avenue	Moderate	1,2,4
	(e) Incorporate interpretive information along trails and/or at viewpoints to celebrate the industrial history and future of the area	Low	1,3,9
	(f) Develop a memorial to Catalyst workers on the site	Low	9
<b>Northport Commercial Recommendations for the Medium-Term</b>			
<b>1: Plan a Traditional Main Street Character for Johnston Road</b>	(f) Upgrade the Johnston Road streetscape along the entire corridor between River Road and Helen Street to include new street tree plantings, landscaping, enhanced pedestrian crossings, benches, and a range of surface treatments.	High	1,2,3,4,5,6,7
	(g) Install elements that attract attention like art (e.g. water features/kinetic sculptures)	Moderate	1,3,6,9
<b>2: Develop Waterfront Commercial Orientation for Properties on the East Side of Victoria Quay</b>	(c) Upgrade sidewalks, crosswalks and overall streetscape to encourage waterfront oriented uses	Moderate	1,2,4
	(d) Enhance the Victoria Quay streetscape with the use of landscaping, wayfinding and street trees, following the theme and wayfinding proposed for Johnston Road	Moderate	1,2,3,4,5,6,7
<b>3: Establish the Remaining Land Areas – the “Back and Behind Blocks” – with a Wide Range of Land Uses</b>	(b) Examine the opportunity for day parking for RVs in this area. One opportunity may be shared parking at the Alberni Elementary School that would permit RV use when school is not in session	Staff Time	10
<b>4: Enhance Trail Connections</b>	(a) Develop a multi-use off-road trail that links the elementary school, Rogers Creek Park, and Victoria Quay	Moderate	1,2,3,7,9
	(c) Evaluate and provide safe road crossings at trail connections	Low	1,2,4
	(d) Develop safe cycling routes to connect Northport and the waterfront trails. Focus cycling routes along secondary streets with lower traffic volumes avoiding Johnston Road	Low	1,2,3,4,7

Recommendation	Action	Relative Cost	Potential Funding Sources (Section 5.9)
<b>5; Establish Public Parking in Key Locations</b>	(a) Establish one to two public parking lots in key Northport locations	Moderate	1,4,6
	(b) Provide easily identifiable Public Parking signage to direct people to these lots	Low	1
<b>Victoria Quay Recommendations for the Medium-Term</b>			
<b>2: Create More Space &amp; Activities for All</b>	(a) Consider relocating most of the parking (retaining some accessible parking) from within the Quay to adjacent side streets in the Northport Commercial Area to increase the space directly adjacent to the waterfront for public recreation and enjoyment	Moderate	1,2,3,4,5
	(b) Work with Department of Fisheries and Oceans to obtain permission and facilitate access and develop a dock for casual shoreline fishing	Low	1,3,7,8
	(c) Create a viewing area with binoculars and interpretative information about the natural features of the river and wildlife habitat across the river	Moderate	1,3,7,8
	(d) Develop additional interpretive information on the area's natural and cultural history	Low	1,3,9
	(f) Incorporate 'naturalistic' or 'art' play features throughout the park	Low	1,2,3,9
	(g) Support an expanded outdoor arts/food market	Staff Time	n/a
	(i) Develop opportunities for revenue generation (e.g. a gift shop)	Staff Time	n/a
<b>3: Enhance Public Amenities</b>	(a) Construct public washrooms	Low	1,2,3
	(c) Provide dedicated space for buskers and food vendors	Low	1,3,9
	(d) Build on the success of the existing public art by identifying and seeking funding for additional works	Low	1,3,7
	(e) Update the Whaling Monument building to be a permanent indoor structure that houses the exhibit, along with associated elements like washrooms and a small-scale shop	Moderate	1,3,5,7,8,9
<b>Clutesi Haven Marina Recommendations for the Medium-Term</b>			
<b>2: Create a Public Services Building</b>	(a) Encourage development of a services building that includes a pub restaurant, fish sales, small-scale services, restrooms and viewing deck overlooking the water	Moderate	6,8

Recommendation	Action	Relative Cost	Potential Funding Sources (Section 5.9)
<b>Stirling Field Recommendations for the Medium-Term</b>			
<b>1: Relocate the Dog Park</b>	(a) Explore alternative locations for the dog park, including sites at the north end of Stirling Field near Kitsuksis Creek Trail and complete relocation of the amenity	Low	1,9
<b>4: Develop a Cultural/Educational Destination – Possibly a Salmon Education Centre</b>	(a) Explore interest for such a centre with potential partners including First Nations, Department of Fisheries and Oceans (DFO), industry representatives, universities, foundations	Staff Time	n/a
<b>5: Improve Trail Connections</b>	(b) Provide directional signage and destination signage in accordance with an overall Waterfront North theme	Low	1
<b>River Road Recommendations for the Medium-Term</b>			
<b>2: Create Amenities to Support the Waterfront Trail</b>	(d) Create an expanded boardwalk on the river, connected to the existing Hupacasath First Nation boardwalk	Moderate	1,3,5,7,9
<b>Tseshahat Poplar Flats Recommendations for the Medium-Term</b>			
<b>1: Develop a Recreational Trail Network</b>	(a) Prepare a concept plan for a trails system, including interpretative signage and wildlife viewpoints, that provides a high-quality recreation experience while minimizing impacts on environmentally sensitive areas	Low	1
	(b) Develop the trail network	Moderate	1,2,3,5,7,9
<b>3: Create a Tourism Destination</b>	(a) Explore potential development opportunities that are supported by the Tseshahat Comprehensive Community Plan, such as resort/hotel, campground, agro-tourism, dock/marina.	Staff Time	n/a
<b>4: Develop Community Recreation Amenities</b>	(a) Identify locations for and develop recreation amenities that are supported by the Tseshahat Comprehensive Community Plan.	High	1,8,9
<b>Paper Mill Dam Park Recommendations for the Medium-Term</b>			
<b>1: Enhance the Park as a Recreation Destination</b>	(a) Support creation of an RV and/or camping park(potentially as a private enterprise)	Low	n/a
	(b) Develop amenities that support use of the site	Low	1,2,3,8
<b>2: Develop a Trail Connection to River Road</b>	(a) Develop a trail connection	Moderate	1,2,3,4
	(b) Provide wayfinding signage and information	Low	1,3



**Table 5.3: Recommended Long-Term Projects Summary**

Recommendation	Action	Relative Cost	Potential Funding Sources (Section 5.9)
<b>Catalyst Lands Recommendations for the Long-Term</b>			
<b>1: Develop a Boat Launch &amp; Related Facilities</b>	(d) Facilitate development of a relocated and expanded boat launch and parking area. Boat launch design considerations include, increased launch capacity (6 lanes preferred); integration of road and trail access to avoid barriers to public access across the site; adjacent boat trailer parking; and high-quality design and materials	Very High	1,2,3,5,6,7,8,9,10
	(f) Support integration of modest, ancillary services such as small scale retail or food and beverage services	Staff Time	n/a
<b>Victoria Quay Recommendations for the Long-Term</b>			
<b>2: Create More Space &amp; Activities for All</b>	(e) Develop a north (Victoria Quay) and south (Harbour Quay) waterfront connection either through support for a water taxi enterprise or creation of a community destination trolley	Moderate	1,3,5,7,8,10
<b>Clutesi Haven Marina Flats Recommendations for the Long-Term</b>			
<b>1: Relocate Existing Boat Launch</b>	(f) The partnership should work towards securing a new launch site in an alternate location, potentially on the Catalyst lands. This is a long-term process that will require funding identification, securing property, environmental process and design development	Staff Time	n/a
	(g) When a site has been selected and designed, the partnership should revisit the future of Clutesi Haven Marina, including public consultation, to determine if it should remain or if it is converted to alternate uses at that time	Moderate	1,2,3
<b>3: Create an Outdoor Festival/Passive Open Space</b>	(a) Create a new waterfront open space	High	1,2,3,5,7,9,10
	(b) Convert the existing boat launch to provide activities such as kayaking, short-term boat moorage or paddle boats	Low	1,2,3,5,7,8,10
<b>Stirling Field Recommendations for the Long-Term</b>			
<b>3: Develop a Tourist-Oriented Recreational Site Adjacent to the Highway</b>	(a) Explore the feasibility and support development of a park/cultural area	Moderate	1,5,6,7,9
<b>4: Develop a Cultural/Educational Destination – Possibly a Salmon Education Centre</b>	(b) Design and develop a facility.	Very High	1,5,7,8,9,10

Recommendation	Action	Relative Cost	Potential Funding Sources (Section 5.9)
<b>River Road Recommendations for the Long-Term</b>			
<b>3: Explore Feasibility of a Pedestrian Bridge Crossing over the Somass to connect with Tseshaht Poplar Flats</b>	(a) Work in partnership to complete a feasibility assessment of a bank to bank river crossing near Josephine Road, accounting for water navigation requirements and tide influences	Low	1
	(b) Design and develop a bridge crossing for pedestrian, cyclists and potentially other uses (e.g. equestrian)	Very High	1,2,3,4,5,7,9
<b>Tseshaht Poplar Flats Recommendations for the Long-Term</b>			
<b>3: Create a Tourism Destination</b>	(a) Explore potential development opportunities that are supported by Tseshaht Comprehensive Community Plan, such as resort/hotel and accessory uses (e.g. restaurant, spa), campground, agro-tourism, dock/marina and accessory uses (e.g. fueling station, gift shop, restaurant)	Staff Time	n/a
<b>4: Develop Community Recreation Amenities</b>	(a) Identify locations for and develop recreation amenities that are supported by the Tseshaht Comprehensive Community Plan, such as playing fields/courts or recreation facility/ community centre	Moderate	1,8,9



# APPENDICES

**APPENDIX A: IDEAS MATRIX**

**APPENDIX B: PUBLIC OPEN HOUSE & SURVEY #1 SUMMARY**

**APPENDIX C: CHARRETTE SUMMARY**

**APPENDIX D: PUBLIC OPEN HOUSE & SURVEY #2 SUMMARY**

**APPENDIX E: ECONOMIC DEVELOPMENT SUMMARY**



**Golder  
Associates**

Sustainable  
Communities







# APPENDIX A

## IDEAS MATRIX

During early consultations a number of ideas for the waterfront were proposed. To help identify ideas with the greatest potential for the Waterfront North, an Ideas Matrix was developed to review each idea against a set of criteria. Criteria were developed based on a number of elements people identified as important to a thriving and active waterfront. The following waterfront criteria were used to evaluate ideas:

### WATERFRONT PLANNING PRINCIPLES

- **Supports Waterfront Vision:** Projects undertaken for the waterfront should help build toward achieving the overall vision developed for the Waterfront North (see Section 3.0).
- **Creates Multiple Destinations:** Destinations are specific places that draw people to the waterfront. Creating spaces with multiple destinations will appeal to a broad range of users and encourages visitors to stop and explore. Destinations showcase local identity and support a vibrant and thriving community. Ideally, each destination should provide multiple things to do throughout all seasons, which creates diverse, layered activity, ensuring that no single use will predominate.

- **Connect Destinations:** The connections between destinations are as equally important as the destinations themselves. Trails, walkways, greenways and boardwalks provide opportunities for passive enjoyment such as sitting and viewing, while supporting active transportation.
- **Optimizes Public Access:** It is essential that the waterfront be accessible for people's use to the greatest extent possible. Once again, the goal of continuity is of paramount importance. Waterfronts with continuous public access are much more desirable than those where the public space is interrupted. Even small stretches where the waterfront is unavailable to the public greatly diminish the experience.
- **Supports Multiple Modes of Transportation:** Waterfronts are dramatically enhanced when they can be accessed by means other than private vehicles. Walking and biking are key features of the transportation mix, and many of the best waterfronts feature pedestrian promenades and bike lanes.
- **Integrates Seasonal Activities:** Supporting activities that can occur throughout the year encourages increased use of public waterfront spaces. Activities such as boating, fishing, markets, performances and playgrounds are just a few examples of activities that can draw people throughout the seasons. Flexible spaces that can be adapted to different seasonal uses encourages visitors to enjoy the waterfront year-round.
- **Interpretive Value:** Port Alberni has a rich history, culture and environment that should be woven throughout the waterfront experience.
- **Appeal to all Ages and Genders:** Waterfronts are a focal points to communities and providing opportunities for people of all interests and abilities to participate is important. Selecting and promoting a range of activities that brings people together should be prioritized.
- **Environmental Protection:** Waterfront improvements should be made with the environment in mind, prioritizing projects that protect and build on environmental values.

## MARKET BASED VALUES

- **Local Residents:** A high-quality waterfront appeals to local residents and provides an amenity that encourages development and growth of the city.
- **Pass-Through Tourism:** Situated along Highway 4, Port Alberni sees extensive traffic from people travelling to the west coast. Amenities and activities should build interest and inspire people to stop along the route.
- **Destination Tourism:** In addition to appealing to pass-through traffic, Port Alberni has potential to be a destination of its own on Vancouver Island, inspiring people to visit and stay.

## ECONOMIC DEVELOPMENT VALUES

- **Job Creation:** improvements that create short-term jobs through planning and construction are a high priority for stimulating the economy.
- **Job Duration:** Improvements that create long-term jobs, bring business and long-term jobs into the community.
- **Business Revenue:** Jobs that generate revenue for and contribute to growth of the commercial sector.
- **Employment Income:** Jobs that provide high value and increase quality of life for people in the community.

## COST FACTORS

- **Low Initial Public Investment:** Projects that do not require extensive public capital funding for development supports efficient implementation.
- **Low On-going Public Investment:** Projects that have relatively low public investment needed to maintain and operate the project over the long-term helps reduce the need for ongoing fund generation.

## RESOURCE SUITABILITY

- **Physical Site Suitability for the Proposed Use:** Site features including land use, topography, environmental features, vegetation, shoreline, access, transportation and other elements would support the proposed use.
- **Adjacent Land Use Compatibility:** Neighbouring land uses that are compatible for noise, hours, transportation and aesthetic values support create of integrated waterfront spaces.









# APPENDIX B

## PUBLIC OPEN HOUSE & SURVEY #1 SUMMARY



**DATE** 25 March 2013**PROJECT No.** 12-1444-0004**TO** Waterfront North Study  
Working Group**CC****FROM** Jana Zelenski**EMAIL** jana\_zelenski@golder.com**CONSULTATION SUMMARY**

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This memo summarizes the information received through the Phase 1 Consultations, including the Public Ideas Workshops and Ideas Survey.

## **1.0 PUBLIC INPUT OVERVIEW**

Members of the community were invited to provide input through three key methods:

- Public Ideas Workshop
- Public Ideas Survey
- Email Input

### **1.1 Public Ideas Workshops**

The primary purpose of the first set of workshops was to learn more about the Waterfront North area and generate ideas for its future. Two public open houses were held to introduce people to the project and gather ideas for the Waterfront North:

- **Date:** Tuesday, February 19, 2013 4:00pm - 9:00pm  
**Location:** Hupacasath Hall of Gathering
- **Date:** Thursday, February 21, 2013 4:00pm - 9:00pm  
**Location:** Port Alberni Multiplex

The objectives of the events were to:

- Introduce the project and generate interest in the plan;
- Communicate background information;
- Initiate a public dialogue on positive aspects of the waterfront and get a sense of current uses, key issues/concerns and opportunities from the perspective of residents; and
- Identify sources of inspiration from people's experiences in Port Alberni and other waterfront communities.



The event included the following display and interactive materials to solicit input:

- **Information Display Boards:** A series of information boards outlined the project process, timeline, key facts about the waterfront north and general analysis.
- **Interactive Project Display Boards:** Three boards were dedicated to obtaining input on future vision, identification of issues, opportunities and ideas and response to precedents.
- **Ideas Survey:** The public input survey was provided in hard and digital copy for people to complete during the event or to take home to complete at a later time.

Advertising to inform people about the events included:

- Posting on the City of Port Alberni website
- Posting on the Tseshaht Facebook page
- Posting on the Hupacasath Facebook page
- Posting on Port Alberni Port Authority twitter
- Distribution to a stakeholder email list
- Newspaper ads, including Alberni Valley Times, Alberni Valley News and Ha-Shilth-Sa Events Listing
- Radio ads on PEAK Radio
- Posters in the community

The events attracted approximately 70 people who provided input either through the interactive display boards, discussion with staff and consultants and/or online and paper surveys.

## 1.2 Public Ideas Survey

Concurrent with the workshops, a public ideas survey was created and distributed. The survey was open February 18<sup>th</sup> to March 15<sup>th</sup>, 2013. The primary purpose of the survey was to collect information from a broad audience. Hard copies of the survey were made available at offices of the partners, as well as at the workshop events. An online survey was available via link from the City of Port Alberni website. The survey was designed as an “opt in” survey and does not represent a scientific sampling of opinion.

A total of 129 survey responses were received.

## 1.3 Email Input

Members of the public were also invited to provide their ideas via email. Email responses were collected and included within the public input results.

## 2.0 IDEAS GENERATED

The public input process generated a wide range of ideas of the waterfront north. The sections below summarize input received through the background document review and public consultations.

### 2.1 Vision

#### *Vision Input*

A vision statement is a guiding principle by which decisions about the future of waterfront north are made and which measures progress and success as the plan unfolds. Many ideas were generated that can contribute to a vision for Port Alberni's waterfront north. Participants identified a need for an inspirational guiding vision that is strongly supported by members of the public, elected officials and area stakeholders in a manner that upholds the values for years to come. Words, phrases and ideas for incorporation into the vision include:

- The Waterfront North is what people see on the route to the west coast
- Encourage people to stop and explore all that Port Alberni has to offer
- Tourism
- Healthy living in a great environment
- Family recreation
- Inclusive
- Sustainable
- Cultural celebration
- Ultimate
- City of strength (our resources, amenities, etc.)
- Fishing and the outdoors
- Respect for and enhancement of ecology

#### *Preliminary Vision (DRAFT for Discussion)*

Port Alberni's waterfront north will inspire people to stop and explore all that Port Alberni has to offer. Residents and visitors will visit the waterfront north to participate in outdoor recreation, celebrate culture and experience natural features. New economic development will be attracted to the area, providing people with a range of suitable services such as boutique shops, markets, restaurants, pubs, cafes and accommodation. The Waterfront North will be a launching point for Port Alberni's broader network of connected trails and recreational amenities and will support healthy living in a great environment.

Strategic public investments, accompanied by sustained economic development, will generate endless possibilities for Port Alberni's waterfront north.



## 2.2 Input about the Waterfront Today

To help identify opportunities, people were asked their opinions on the waterfront today.

### What is great about the waterfront today:

- Public access to the water
- Views and scenery
- Access to outdoor activities
- Waterfront walkway
- Open space
- Natural areas and wildlife
- Paper Mill Dam Park
- "Welcoming figures"
- Marina
- Salmon Festival
- Boating, fishing, swimming, other water-based activities
- Somass estuary
- Victoria Quay
- Beauty and peacefulness
- Kitsuksis Dyke Trail
- Not much private development dividing people from the water

### What could be improved:

- Creation of a gathering place
- Accessibility
- Beach access
- Improved/expanded boat launch
- Less impact from mills
- Reduced traffic issues
- Water quality
- Cultural enhancements
- Improved access to the water
- Parking improvements
- Stirling field
- Amenities (e.g. washrooms, playground, picnic areas, etc.)
- Location for camping/RVing
- Expanded marina
- Improved signage
- Swimming area/beach
- More events
- Expanded connections for pedestrians and cyclists
- Tourism amenities and attractions
- Additional recreation opportunities and infrastructure
- Services (e.g. shops, restaurants, hotels, fishing charters, etc.)
- Aesthetic improvements (marina, buildings, lighting, etc.)
- Safety
- Maintenance (e.g. litter removal, removal of fishing nets, etc.)
- Agriculture opportunities (e.g. locally grown food, markets, etc.)
- Reduced conflicts at boat launch/relocation of boat launch
- Protection of views (e.g. cutting on mountains in viewscape)
- Improvements to the odour (from sewage lagoon, mill, etc.)
- New attractions (e.g. First Nations gallery, museum, cultural centre, etc.)
- Small craft launching and use (e.g. kayak launch, rentals, etc.)
- Weather protection (e.g. covered areas) for year-round use
- Access to Paper Mill Dam Park
- Access to the south side of the river
- Clutesi Haven Marina

## 2.3 Input about the Future Waterfront

To help consider ideas for the future, people were asked to evaluate potential opportunities for the future of the waterfront.

### What kinds of recreation activities are most suitable at the waterfront?

Public responses indicated that most potential recreation activities identified are very suitable or somewhat suitable for the waterfront north area. Input suggested that over one-third felt active sports (soccer, softball, etc.) are not suitable for the area.

*The 12 recreation activities people felt are suitable at the waterfront ranked as follows:*

1. Passive Enjoyment (sitting, relaxing, viewing, etc.)
2. Picnicking
3. Walking/Running
4. Nature Appreciation (bird watching, photography, interpretation, etc.)
5. Non-motorized Boating (canoeing, kayaking, etc.)
6. Fishing
7. Markets
8. Historical & Cultural Interpretation
9. Playgrounds
10. Art Appreciation
11. Motorized Boating
12. Camping

### What kinds of economic development opportunities are most suitable at the waterfront?

Public responses indicated that four of the six potential economic development opportunities identified are very suitable or somewhat suitable for the waterfront north area. Input suggested that over half of respondents felt Light Manufacturing is not suitable for the waterfront north and over one-third felt Office is not suitable for the area.

*The 4 types of economic development opportunities people felt are suitable at the waterfront ranked as follows:*

1. Tourist Facilities
2. Retail
3. Transportation
4. Agriculture

Note: Input suggested that some suitable residential development also be considered for the waterfront area, although it should be ensured it does not restrict access to the water.

## What kinds of tourist facilities are most suitable at the waterfront?

Generally public responses indicated that all six of the potential tourist facilities identified are very suitable or somewhat suitable for the area.

*The 6 types of tourist facilities people felt are suitable at the waterfront ranked as follows:*

1. Water-based Recreation Activities (fishing, boating, etc.)
2. Attractions (arts, cultural, history, etc.)
3. Food and Beverage (restaurant, pub, café, etc.)
4. Land-based Recreation Activities (hiking, sports, etc.)
5. Commercial (shops, markets, etc.)
6. Accommodation (hotel, motel, lodge, etc.)

*Ideas for tourist facilities include:*

- Farmer's market
- Small-scale agriculture
- Expanded boardwalks
- Eco-tourism
- Sport fishing
- Boat/waterfront rentals
- Tourist-oriented commercial street (café's with outdoor seating, boutiques, etc.)
- Quality accommodation
- Revitalized/expanded marina
- Family-oriented activities
- First Nations history, culture and retail
- RV Camping and campsite
- Resort/spa

## How adequate do you think the current transportation systems are?

	Very Good	Adequate	Needs Improvement	Poor	N/A (do not use)
<b>Pedestrian Routes</b>	10.5%	30.6%	<b>42.7%</b>	14.5%	1.6%
<b>Cycling Routes</b>	4.1%	19.5%	<b>43.9%</b>	25.2%	7.3%
<b>Vehicle Routes</b>	12.2%	<b>51.2%</b>	30.9%	4.9%	0.8%
<b>Parking</b>	11.5%	<b>40.2%</b>	36.1%	9.8%	2.5%

*Ideas for improvements to the transportation systems include:*

- Traffic control at Beaver Creek and River Road
- Alternative transportation (e.g. float plane, water taxi, trolley, shuttle)
- Sidewalk improvements
- More parking
- Improved signage
- Transit system improvements
- Expanded waterfront walkway, building on Victoria Quay trail
- Connections to the larger trail system (Victoria Quay, Kituxsis Dyke Trail, Roger Creek, Harbour Quay)
- New cycling routes
- Encourage parking away from prime waterfront areas
- Safety for all types of transportation
- Nature trails, especially on the south side of the river



## 2.4 Ideas for the Waterfront North Areas

Several ideas have been identified for the waterfront north study areas. All ideas gathered are presented in this memo for consideration. Select ideas will be reviewed for further consideration.

### 2.4.1 Catalyst Surplus Lands

- Trail connection from Victoria Quay
- Interpretive information
- Neighbourhood pub
- RV campground
- Bioenergy facility/energy park
- Greenhouse
- Fish farm
- Boat launch (up to 6 lanes) with truck and trailer parking
- Dry boat storage
- Economic development (e.g. major outdoor sporting goods retail venue)
- Outdoor recreation
- Marina with public walkway access
- Park with attractive features (e.g. waterfall, welcome sign, etc.)
- Aquarium featuring local species
- Bird blind and ecological interpretation and promotion

### 2.4.2 Victoria Quay

- Commemorative display information about Tsunami
- Water taxi dock with connection to Harbour Quay
- Summer trolley connect to Harbour Quay
- Additional public art
- Local arts market
- Trail connection to Roger's Creek
- Parkland acquisition along Roger's Creek
- Open up views by removing select trees
- Additional aesthetic improvements and landscaping
- Rezoning of adjacent properties (along Victoria Quay) to support tourist commercial development
- Streetscape improvements along Victoria Quay (between Johnston Street & Roger's Creek)

### 2.4.3 Northport Commercial Area

- Decorative features (e.g. banners, custom light standards, sculpture, signage, window boxes, landscape) that acknowledge fishing heritage and wildlife. Suggest wrought-iron/metal materials
- Streetscape improvements
- West coast building style
- Incentives for landscaping and aesthetic investments
- Follow character of church building on Johnston street as a cue for character. Should be a charming sea-side character.
- Resort/spa

#### 2.4.4 Clutesi Marina

- First Nations fishing village with demonstrations
- Small hatchery
- Marine-themed restaurant or pub with public viewing area
- Museum/interpretive centre – modern history, cultural history
- Improved boat launch, additional launch lanes
- Small-scale, tourism-oriented business
- RV Park
- Kayak rental business
- Family-oriented activities
- New Port Authority building
- Picnic areas and viewing platform
- Build a collaborative, “Interactive, Oceanic Centre” at the existing Clutesi Haven Marina building site, complete with: entry fee, aquarium (similar to Ucluelet, Sidney, etc.), interactive videos (first nation history, commercial fishing, sport fishing, etc.), live tidal buoy data and deep sea videos, port activities, sculpture, totems, souvenirs, charters and harbour tours, seafood sales, etc.
- River Road market – west coast themed outdoor market with vendors, artisans, carvers, merchants, crafters, eco-tourism, coffee shops, bakeries, etc. and places for community gatherings and events

#### 2.4.5 Stirling Field

- RV park and campground
- Water park
- Additional trailer parking for boat launch
- First Nations of west coast-style showpiece that combines public recreation and business areas. Architecture that is impressive (could include rock scraping, gathering space, Christmas tree light-up, event stage, interpretive information, waterfall, etc.)
- Mixed use development with commercial below and residential above
- Relocate dog park further along Beaver Creek Drive (away from River Road)
- Landscape improvements, potential display gardens
- Pay parking/overnight parking
- Community gardens
- Bring back mini-golf

#### 2.4.6 River Road

- First Nations cultural centre and restaurant
- Small-scale agriculture (local supply) on existing farm lands
- Commercial fishery and docks
- First Nations village with commercial venues
- Pedestrian bridge over Somass at Josephine Road, creating a trail connection to South side of river
- Swimming hole near Josephine or Naessgard’s
- Cycling route
- Boardwalk connection from Victoria Quay to Josephine Road

#### **2.4.7 Tseshaht Poplar Flats**

- Commercial fishing berths and infrastructure
- Pedestrian bridge connection from Josephine Road and trail loop
- Resort and marina
- Agriculture
- Boat tours around estuary
- Campground

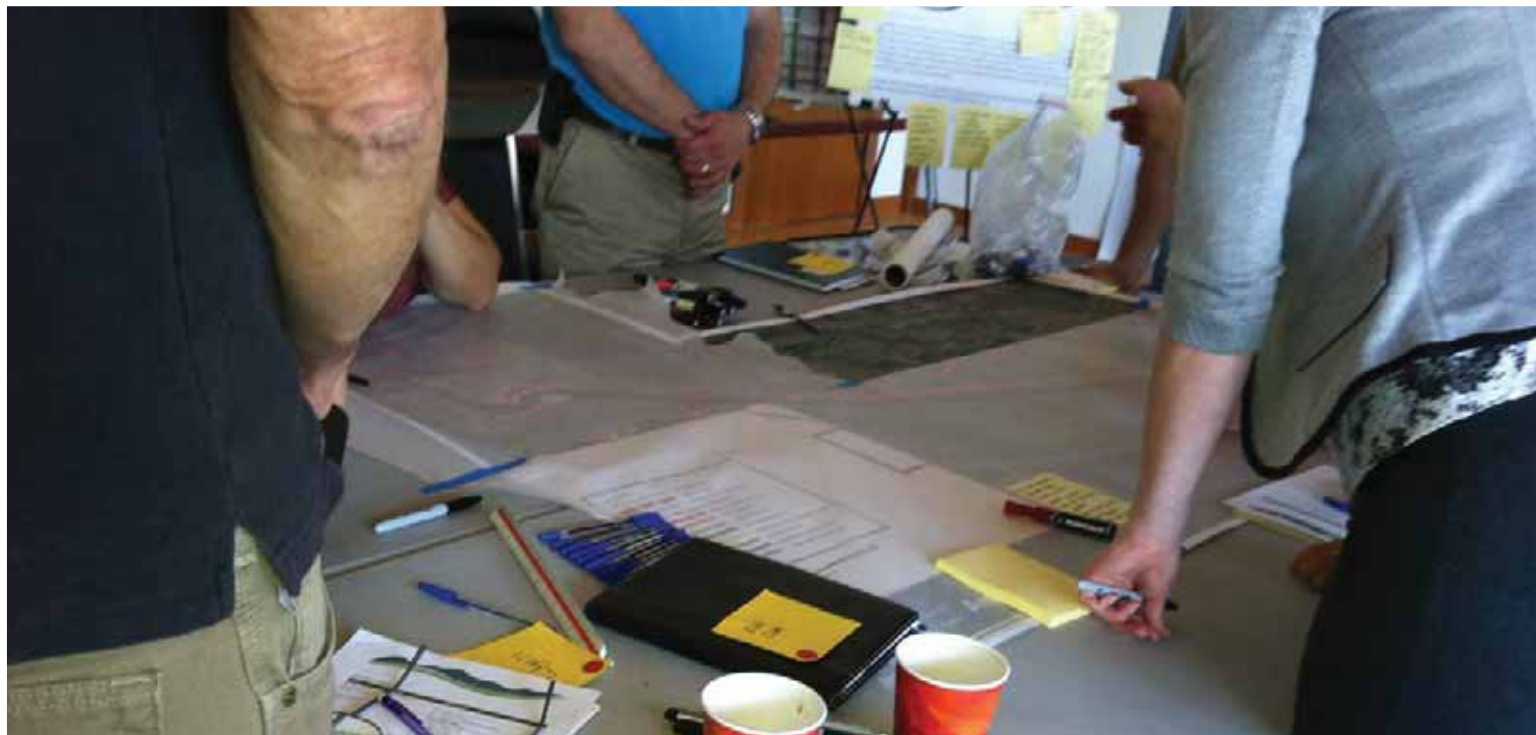
#### **2.4.8 Paper Mill Dam Park**

- Water taxi from Victoria Quay to Paper Mill Dam Park
- RV park and campground
- Improved swimming area

### **2.5 General Comments**

- Industrial uses are a challenge – smells, visual impacts, etc. are a concern
- A tangible list of priorities and actions, with financial implications will be an important output of this plan
- Ideas require thoughtful consideration – nothing done in haste
- Architecture needs to be visionary and sustainable
- Beautification is important
- Need tourists to stop and stay
- Need to encourage people to live in the community – it's been years since a period of growth
- Capitalize on recreational fishing
- Create more family-oriented opportunities
- Must appeal to both tourists and locals
- Ecology must be protected





# APPENDIX C

## CHARRETTE SUMMARY



## CHARRETTE OVERVIEW

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### Design Charrette:

The purpose of the charrette was to bring people together in a collaborative setting, including representatives from the four partnership member groups, local stakeholders and members of the public, to generate and capture preliminary directions for the study area. The Port Alberni Waterfront North Study Design Charrette was created with the following objectives:

- Create dialogue about ideas and opportunities for synergies
- Identify divergence of opinions and create dialogue on the trade-offs associated with different scenarios
- Build on vision
- Identify and draft preferred preliminary plans in 'real time'

### Event Summary:

- Date: Saturday, May 4th  
8:45am – 2:30pm
- Location: Tseshah Administration Building, Great Room

### Charrette Process:

The charrette was a full-day event where the design team together with the partners, representatives from each partner organization and members of the public joined together to generate ideas for Port Alberni's Waterfront North. 25 participants attended the charrette and included representatives from:

- Members of the Study Partnership Working Group
- Council/Board Representatives from each Partner Organization
- General Members of the Public invited by each Partner Organization
- Members from Stakeholder Organizations

### Charrette Outcomes included:

- Creation of draft concept directions
- Identification of preferred directions and priorities that have consensus
- Identification of major decisions that require further study and input
- Dialogue and greater understanding of issues, challenges and trade-offs



## CHARRETTE EXERCISE SUMMARY

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### Exercise 1: Draft Vision Review

The charrette team was presented with a Draft Vision poster which set out a shared written and visual vision for the North Waterfront's future development. The participants were asked to discuss the following:

- Does this vision create an accurate overall intention for the North Waterfront's future?
- Is there something missing? Should something be taken out?
- Identify revisions and additions for consideration.

**Outcome:** The ideas generated in this exercise were used to refine the written and visual vision. Overall, participants were supportive of the Draft Vision and did not find any elements to remove. The following is a list of the items proposed to add to the visual and written vision:

- Include an additional image and emphasis on wildlife and wildlife protection – specifically focus on salmon
- Include a statement about cultural and multi-cultural aspects
- Highlight the importance of education and interpretation
- Mention environmental and economic sustainability
- Discuss appeal for a wide audience at a variety of ages





## Exercise 2: Big Moves

The second exercise was a discussion of 'big moves' for Port Alberni's Waterfront North. Using the base map, participants were asked to explore the question "what goes where?" In order to help participants make better-informed decisions, an Ideas Matrix was provided. The Ideas Matrix summarized a number of previously proposed ideas and analyzed them based on the following criteria:

- Waterfront Planning Principles
- Market Based Values
- Economic Development Values
- Cost Factors
- Resource Suitability

**Outcome:** The groups identified several common themes and ideas for overall 'big moves' for the north waterfront, including:

- The creation of a continuous waterfront connection was identified as a top priority for the Waterfront North area. Participants expressed the desire to extend the existing waterfront connection that currently runs from the Clutesi Marina to Victoria Quay. Extended south, the connection would continue along the waterfront to the Catalyst Surplus Lands and with the eventual goal of linking to Harbour Quay. To the north, a combination of a waterfront and upland trail would extend the connection to the Orange Bridge with a goal of eventually linking to the Tseshaht Market, as well as to Paper Mill Dam Park.
- Multi-use trail connections throughout the city were also discussed. Overall, participants were satisfied with vehicular connections through the study area; however, they voiced a concern about the lack of safe pedestrian connections. The combination of both on- and off-road trails was suggested for non-vehicular transportation.
- A series of nodes or activity centres were proposed for the Waterfront North Area. The activity centres would have specific and concentrated amenities suited to their location. In order to encourage a wider use of the waterfront, different activities that appeal to a variety of interests and age groups were recommended to be incorporated.
- Discussion suggested it would be desirable to incorporate a comprehensive way-finding system with trail and activity centre development.
- The potential to relocate the boat launch and/ or marina to an alternate location was discussed. The current marina is at capacity and an expanded facility for local and tourist use is desirable. Opinions were divided on whether the existing launch should eventually be removed if a new launch was created in an alternate location.
- Port Alberni's cultural heritage and fishing industry are critical to the character of the City and should be emphasized and celebrated.
- Protection and enhancement of fish habitat should be a priority.



### Exercise 3: Focus Areas

Eight key component areas make up the Waterfront North study area. Due to size and geographical location, some of the component areas were combined, for this exercise the focus areas included:

- Catalyst Surplus Lands, Northport Commercial Area & Victoria Quay
- Clutesi Haven Marina & Stirling Field
- River Road, Paper Mill Dam Park & Tseshah Poplar Flats

Based on the ideas generated in the Big Moves exercise, charrette participants were asked to develop a vision and site plan for their focus area, addressing:

- Key Land Uses
- Circulation and Connections
- Design Character
- Activities and Events

**Outcome:** The following summary outlines the specific amenities and land uses for each of the eight key component areas.

#### Catalyst Surplus Lands

- Potential location of a relocated boat launch, and possible new marina development
- Establish small-scale office and retail services that support marine use
- Consider portions of the site for light industrial
- Obtain public access along the waterfront and extend the waterfront walkway connection
- Create Roger's Creek trail connections from the waterfront to Roger's Creek and Glenwood Park

#### Northport Commercial Area

- Commercial and food services hub for the Waterfront North
- Several buildings with strong architectural character currently exist, use these buildings as a precedent for the design and character of the Northport Commercial Area
- Emphasize and upgrade Johnson Road as the key gateway through the city to the waterfront
- Create a pedestrian-focused space with quality streetscape and building façade improvements

#### Victoria Quay

- Build on the cultural and waterfront park aesthetic currently established
- Complete streetscape improvements on the adjacent street emphasizing waterfront and fishing culture
- Provide passive recreation facilities including benches and picnic tables, wildlife viewing stations, cultural and interpretive information and a playground
- Encourage tourism-based commercial development adjacent to the Quay



### **Clutesi Haven Marina**

- Develop as a major activity centre on the waterfront with a food and souvenir market
- Develop a water taxi dock (main water taxi terminal with connections to Paper Mill Dam Park and Tseshah Poplar Flats)
- Highlight fishing and First Nation cultural aspects through waterfront activities and public art
- Create a space for recreation and water sports supplies rentals and purchase
- Remove parking to create a pedestrian- focused space
- Consider removing the boat launch or reducing its use by providing launching elsewhere

### **Stirling Field**

- Major activity centre focused on tourist commercial, food services and recreation
- Potential location for a First nation's cultural centre
- Parking
- Establish a safe crossing route across River Road to link Clutesi Marina and Stirling Field

### **River Road**

- Extend the waterfront walkway from Victoria Quay to create a multi-use trail along River Road
- Establish ecological feature enhancement and protection along the waterfront
- Potential First Nation's cultural information and market around Josephine and River Road intersection
- Create a pedestrian bridge across the Somass River at Josephine Street
- At the north end of River Road, provide access to the waterfront with a beach and a swimming hole

### **Paper Mill Dam Park**

- Minor activity centre with camping, day use picnic facilities, a playground and a waterfront park
- Improve safety and access to the water for swimming and non-motorized boats and tubes
- Develop a water taxi dock (connections to Clutesi Marina and Tseshah Poplar Flats)

### **Tseshah Poplar Flats**

- Biking and walking trails and wildlife viewing areas
- Establish ecological feature enhancement and protection along the waterfront
- Provide informal historical and ecological information through signs
- Develop a water taxi dock (connections to Clutesi Marina and Paper Mill Dam Park)

### **Overall Waterfront North**

- Provide way finding and historical and interpretive signage
- Improve non-vehicular connections through an extensive trail system





# APPENDIX D

## PUBLIC OPEN HOUSE & SURVEY #2 SUMMARY

**DATE** 07 March 2014**PROJECT No.** 12-1444-0004**TO** Waterfront North Study  
Working Group**CC****FROM** Jana Zelenski**EMAIL** jana\_zelenski@golder.com**CONSULTATION SUMMARY**

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This memo summarizes the information received through the Phase 2 Consultations, including the Public Open House and Feedback Survey.

**Summary of Public Input**

It should be noted that the use of a variety of methods of public input with a many questions can yield wide-ranging and even contradictory results (apparent in the summary table of Feedback and Revisions to Recommendations). This is usual for voluntary input and when many interrelated topics are in play. In most cases the desired direction is very clear. Where it is less so we have considered the context of the question and similar feedback in determining our draft set of revised recommendations.

In January 2014, the Waterfront North Study Preliminary Directions Report was made available for public and stakeholder review and comment. The purpose of the review was to confirm directions, identify areas of public concern and identify potential priorities. Input was received through several avenues:

- **Public Workshop #2**
  - Date: Tuesday, January 21 from 4pm to 7pm
  - Location: Tseshah Administration Building
  - Attendance: approximately 60 participants
- **Public Feedback Form**
  - Date Open: Tuesday, January 21 to Friday, February 7
  - Location: online and available in hard copy
  - Participants: 71 Completed Surveys
- **Email Feedback**
  - Date Open: Tuesday, January 21 to Friday, February 7
  - Participants: 13 emails received



### General observations:

- Public input was robust and enthusiastic with 60 participants at the second workshop and 71 individuals completing a feedback form.
- The online feedback form showed the following demographic characteristics:
  - Over 75% of respondents were 50 or older
  - 74% of respondents were male
  - 74% of respondents reside within the City of Port Alberni Boundaries
- Overall the majority of participants supported the Vision and Principles for the Waterfront North Study Area. Suggestions for improvements included:
  - Reducing the emphasis of Port Alberni as an end destination. Perhaps this goal is too ambitious and Port Alberni should aim to be a great rest stop between destinations.
  - Ensure Port Alberni residents are supported – tourism is good, but the focus should be creating amenities and spaces for residents.
  - Promotion of local culture and history should be emphasized
  - The Waterfront North area needs a theme that is visually appealing and cohesive –for example, timber, outdoors and salmon.
- Generally the workshop responses showed a higher level of agreement with the draft recommendations than responses received through the online feedback form
- The topic with the greatest difference of opinion is the future of boat launching in the Waterfront North Area – many respondents expressed concerns about the draft recommendation of relocating the current launch.
- Many comments were received about cost and funding change in the waterfront area. Worries about possible tax increases were often cited as a reason for not supporting recommendations.
- Trails and waterfront amenity improvements were generally supported by most participants.

### Key Issue: Boat Launching

Boat launching is an important waterfront activity and throughout the process it has been clear that it is an integral component of the Waterfront North Study. There is a need to address the conflict between the recreational, commercial and non-motorized launching currently occurring at Clutesi Haven Marina. When all three of these functions are in operation at the same time, conflicts, including safety concerns, have been identified. A solution must organize and manage the uses for efficiency and safety.

During the process, several options for boat launching were identified. The draft report currently recommends relocation of boat launching activities from Clutesi Haven Marina to the Catalyst Lands; however, this recommendation requires further discussion and reconsideration, given the importance people place on the facility. The last round of public consultation requested further public input on four potential options



The following table summarizes the options presented and the feedback received.

Option	Description	Strengths	Challenges	Public Support
1. Relocate the Boat Launch from Clutesi Marina to the Catalyst Lands	<ul style="list-style-type: none"> <li>■ A new launch (up to six lanes) is created at the Catalyst Lands</li> <li>■ When the new launch is operational, the existing launch at Clutesi Haven Marina is converted to non-motorized boat launching</li> <li>■ Marina remains</li> </ul>	<ul style="list-style-type: none"> <li>■ Space for more lanes and adjacent trailer parking</li> <li>■ Compatible use with adjacent industrial lands</li> <li>■ Opens up public waterfront at Clutesi Marina Haven in a visible location to travelling public</li> <li>■ Eases traffic congestion at the Beaver Creek/River Road intersection</li> <li>■ Potential to separate commercial and recreational launching</li> </ul>	<ul style="list-style-type: none"> <li>■ Moves boat launching to a less visible location</li> <li>■ Divides boat launching and marina activities</li> <li>■ Requires land acquisition and environmental evaluation</li> <li>■ High cost</li> </ul>	28%
2. Maintain the Boat Launch at Clutesi Haven Marina	<ul style="list-style-type: none"> <li>■ Boat launch remains in current location and with existing slips</li> <li>■ Ongoing upgrades and improvements are completed as required</li> </ul>	<ul style="list-style-type: none"> <li>■ Retains current function and experience</li> <li>■ Prime waterfront location with excellent exposure to the travelling public</li> <li>■ Maintains connection between boat launch and marina</li> <li>■ Sentimental values</li> <li>■ Low cost</li> </ul>	<ul style="list-style-type: none"> <li>■ Traffic and congestion are an issue on River Road</li> <li>■ High demand for boat launching and limited slips result in wait times during busy seasons</li> <li>■ Launch occupies a highly visible waterfront location and many not be highest and best use from a tourism and public recreation perspective</li> <li>■ Boat trailer parking is limited</li> </ul>	31%

Option	Description	Strengths	Challenges	Public Support
3. Maintain and Expand the Boat Launch at Clutesi Haven Marina	<ul style="list-style-type: none"> <li>Boat launch remains in current location and feasibility study is undertaken to add an additional slip</li> <li>Area is redesigned to increase efficiencies</li> </ul>	<ul style="list-style-type: none"> <li>Retains current function</li> <li>Prime waterfront location with excellent exposure to travelling public</li> <li>Maintains connection between boat launch and marina</li> <li>Updating may provide greater efficiencies for launching and traffic patterns</li> </ul>	<ul style="list-style-type: none"> <li>Traffic and congestion are an issue on River Road</li> <li>Launch occupies a highly visible waterfront location and many not be highest and best use from a tourism and public recreation perspective</li> <li>Boat trailer parking is limited</li> <li>Moderate cost</li> </ul>	18%
4. Consider Locations for an Additional Boat Launch	<ul style="list-style-type: none"> <li>Boat launch remains in current location and with existing slip</li> <li>A second launch is identified either in the Waterfront North or other location (potential sites could include the Catalyst Lands, Tseshahat Poplar Flats or Plywood Site)</li> </ul>	<ul style="list-style-type: none"> <li>Retains current function</li> <li>Maintains connection between boat launch and marina</li> <li>Additional launch may reduce demand on existing launch</li> <li>May provide opportunities to separate commercial and recreational launching</li> </ul>	<ul style="list-style-type: none"> <li>Traffic and congestion are an issue on River Road</li> <li>Launch occupies a highly visible waterfront location and many not be highest and best use from a tourism and public recreation perspective</li> <li>May require acquisition and environmental evaluation of site</li> <li>Operation of two boat launches</li> <li>High cost</li> </ul>	24%

Based on the feedback received, as a starting point for discussion, we offer consideration of the following 'Option 5', for boat launching for consideration and discussion by the partnership. During the meeting we will request feedback on this topic.

### Proposed Option '5' for Boat Launching: Short & Long Term Approach

Public input suggests that change is needed in the Clutesi Haven Marina area. The traffic congestion and launching conflicts are key issues and are in need of resolution. However, public input suggests there are reservations about a full relocation of the boat launch in the near future. While some people are enthusiastically supportive of relocating launch activities to the Catalyst Lands to open up space for more publicly-accessible waterfront space, other participants identified concerns about this change including:

- Cost:** There would be a significant investment in securing the Catalyst Land and designing and constructing a new launch.
- Change:** Many people enjoy the launch in its existing location and there is fear that public land would be lost if the boat launch was moved (the loss of public lands is not recommended).

- **Visibility:** Input suggested that boat launching is an interesting, and potentially unique feature, of the Port Alberni waterfront that could be celebrated, rather than hidden.
- **Viability of Catalyst Site:** Public identified potential issues of the site including currents, debris, dredging requirements and/or shore grades impacting potential launch development at the Catalyst site. Feasibility assessment of the site would be required to address these options.

Option 5 recommends a short- and long-term approach to boat launching in the Waterfront North.

**In the short-term (+/- 10 years).**

- The existing boat launch slips at Clutesi Haven Marina are retained for the immediate future
- The River Road/Beaver Creek intersection is upgraded in the short-term to improve traffic flow, with consideration for a future roundabout that incorporates visual appeal (e.g. sculpture). Many communities on Vancouver Island have taken this approach in addressing both traffic flow and revitalization (e.g. Langford, Lake Cowichan).
- The layout at the boat launch is redesigned to improve traffic maneuvering, aesthetic and public amenity improvements at the launch area. This will serve to create a site that is friendly and welcoming to all members of the public. Elements such as a viewing platform from which to safely watch launching, trees, seating, potential food cart space, grass areas and accessible pathways would increase the appeal and public function of the boat launch area
- Docks are expanded to provide additional temporary moorage so people can pull away from the launch and tie up while they park their vehicles, without impeding the next person launching.
- Limited boat trailer parking for these slips is accommodated on site and at Stirling Field. The parking area is recommended to be located on the northern half of Stirling Field, reserving the existing dog park space for visually appealing/tourism-oriented development.
- Pedestrian connection through underpass or at-grade crossing is developed between Clutesi Haven Marina and Stirling Field.
- A separate non-motorized launch site with parking (possibly at River Road Park), is developed to provide safe, convenient and separated non-motorized launching opportunities.
- The site continues to support events like the Salmon Festival and with new amenities supporting these events.

**In the long-term:**

- The partnership works towards securing a new launch site in an alternate location, potentially on the Catalyst lands. This is a long-term process that will require funding identification, securing property, environmental process and design development.
- First Nations fisheries develop a commercial fishery launch on lands held by First Nations.
- When a site has been selected and designed, the partnership should revisit the future of Clutesi Haven Marina, including public consultation, to determine if it should remain or if it is converted to alternate uses at that time. This decision should be made in conjunction with the design of the new launch site to determine size and amenities required.



## **Summary of Feedback and Proposed Revisions to Recommendations**

While boat launching was a primary focus for public input, feedback on all the recommendations were generated. The following summary tables record the feedback provided through the workshop and feedback form, general comment themes around the benefits and concerns of the recommendation and a proposed approach for revising the recommendation for the final study report. In considering revisions we maintained an awareness of benefits to the residents of Port Alberni. Ultimately, actions that serve to benefit residents will also create a more conducive environment for attracting tourist dollars.

Catalyst Lands

Draft Recommendation	Workshop		Feedback Form			Comment Themes		Comments & Proposed Approach	Recommended Timing
	Agree	Disagree	Agree	Neutral	Disagree	Benefits	Concerns		
1. Develop a boat launch and related facilities	71%	29%	28%	16%	57%	<div>■ Expanded Facilities</div> <div>■ Improved traffic flow at current site</div>	<div>■ Cost</div> <div>■ Regulatory issues</div> <div>■ Currant</div> <div>■ Loss of existing launch</div>	<div>■ Revise recommendation based on discussion of Option 5 for boat launching</div> <div>■ Include an action item to complete a feasibility assessment to determine the physical suitability of the site as a boat launch</div>	<div>■ Long-Term (10+ years)</div>
2. Support industrial and service commercial land uses on portion of the site	64%	36%	34%	20%	46%	<div>■ Economic benefits</div>	<div>■ Aesthetic concerns</div> <div>■ Too much industry</div>	<div>■ Revise recommendation to provide further details about recommended type and style of development</div> <div>■ Some comments suggested support for more commercial or tourism development in this location; however, given the current surplus of commercial land in Port Alberni, commercial space is not recommended for this site</div>	<div>■ Ongoing</div>
3. Secure and develop public park and trails	90%	10%	65%	16%	19%	<div>■ Waterfront trail extension</div>	<div>■ Cost</div>	<div>■ Maintain recommendation as existing</div>	<div>■ Medium-Term (5-10 years)</div>

Northport Commercial

Draft Recommendation	Workshop		Feedback Form			Comment Themes		Comments & Proposed Approach	Recommended Timing
	Agree	Disagree	Agree	Neutral	Disagree	Benefits	Concerns		
4. Upgrade Johnston Road to have a more traditional main street character	94%	6%	44%	41%	15%	<div>■ Slow down traffic</div> <div>■ Build interest</div> <div>■ Improve aesthetic</div>	<div>■ Cost</div>	<div>■ Maintain recommendation</div> <div>■ Emphasize importance of establishing and implementing a strong theme through quality materials and elements of public interest (integrate design materials and cues like timber, outdoors, salmon)</div>	<div>■ Medium-Term (5-10 years)</div>
5. Encourage waterfront commercial orientation for properties facing Victoria Quay	85%	15%	43%	36%	21%	<div>■ Economic Benefits</div>	<div>■ Aesthetic concerns</div> <div>■ Too much industry</div>	<div>■ Revise recommendation to provide further details about recommended type and style of development and location (e.g. south end of Victoria Quay near Rogers Creek)</div>	<div>■ Ongoing</div>
6. Establish mixed-use land uses in other Northport areas including commercial, office and residential land use	90%	10%	37%	41%	22%	<div>■ More people living, shopping and working in the Northport Area</div>	<div>■ Do not lose primary purpose of tourism and local commercial use</div>	<div>■ Maintain recommendation</div> <div>■ Suggestions have been made about identifying RV parking opportunities in the area to capture more people passing through</div>	<div>■ Ongoing</div>
7. Enhance trail connections in the commercial core, including sidewalks and bike lanes	91%	9%	61%	22%	17%	<div>■ Active transportation</div> <div>■ Connections to other areas</div>		<div>■ Maintain recommendation as existing</div>	<div>■ Medium-Term (5-10 years)</div>

Victoria Quay

Draft Recommendation	Workshop		Feedback Form			Comment Themes		Comments & Proposed Approach	Recommended Timing
	Agree	Disagree	Agree	Neutral	Disagree	Benefits	Concerns		
8. Extend and connect the waterfront trail to Rogers Creek Park and the Catalyst Lands	97%	3%	60%	13%	27%	■ Active transportation ■ Tourism	■ Cost	■ Maintain recommendation as existing	■ Short-Term (1-5 years)
9. Enhance opportunities for interactive activities, such as dock fishing, viewing, play features, arts/food market and/or a shop	97%	3%	65%	21%	14%	■ Enhancement of existing resource	■ Cost	■ Maintain recommendation ■ Add comment about ensuring new facilities and connects consider accessibility for those with limited mobility	■ Medium-Term (5-10 years)
10. Enhance public amenities, such as washrooms, interpretive information, public art	97%	3%	72%	16%	12%	■ Additional amenities	■ Cost ■ Potential for vandalism	■ Maintain recommendation ■ Some minor concerns about maintenance of elements like washrooms and potential for vandalism	■ Medium-Term (5-10 years)

Clutesi Haven Marina

Draft Recommendation	Workshop		Feedback Form			Comment Themes		Comments & Proposed Approach	Recommended Timing
	Agree	Disagree	Agree	Neutral	Disagree	Benefits	Concerns		
11. Relocate the existing boat launch to expand public waterfront space	63%	37%	20%	5%	75%	■ Active transportation ■ Tourism	■ Loss of existing public resource ■ Cost ■ Concerns about loss of public land	■ Revise recommendation based on discussion of Option 5 for boat launching ■ Add action to develop non-motorized boat launch at an alternate location (possibly River Road Park)	■ TBD when recommendation confirmed
12. Create a fish market and restaurant	87%	13%	27%	37%	37%	■ Destination creation ■ Public draw	■ Interference with boat launch and marina	■ Revise recommendation based on Boat Launch discussion ■ If Boat Launch remains, Stirling Field (at the existing dog park) may be a more suitable location for this type of facility	■ TBD when recommendation confirmed
13. Create an outdoor festival and passive open space on the water	89%	11%	34%	31%	36%	■ Additional amenities ■ Improved aesthetics	■ Loss of existing public resource ■ Concern about losing space for Salmon Festival	■ Revise recommendation based on Boat Launch discussion ■ If boat launch remains, minor public amenity improvements including seating, view areas, improved parking, trees, etc. should be completed	■ TBD when recommendation confirmed
14. Adjust the traffic pattern at the River Road/Beaver Creek Road intersection	92%	8%	64%	16%	21%	■ Improved traffic circulation	■ Cost	■ Mixed feedback on concept of a roundabout – opportunity may exist to create a visual landmark by integrating sculpture and other elements. Roundabout may also improve traffic flow ■ General support for a traffic light in this location, although must less potential for this improving character and appearance	■ Short-Term (1-5 years)
15. Create a safe trail crossing to Stirling Field	73%	27%	53%	26%	21%	■ Improved safety ■ Connection to Kitsuksis Dyke Trail	■ Cost	■ Maintain recommendation ■ Integrate with the previous recommendation for intersection improvements	■ Short-Term (1-5 years)



Stirling Field

Draft Recommendation	Workshop		Feedback Form			Comment Themes		Comments & Proposed Approach	Recommended Timing
	Agree	Disagree	Agree	Neutral	Disagree	Benefits	Concerns		
16. Relocate the dog park	73%	27%	19%	63%	19%	■ Provides space for improved amenities	■ Potential loss of this amenity	■ Maintain recommendation ■ Identify need to find new dog park location nearby	■ Medium-Term (5-10 years)
17. Develop support facilities for Clutesi Haven Marina, such as parking and RV parking	65%	35%	57%	26%	17%	■ Required in boat launch remains	■ Aesthetics	■ Revise recommendation based on Boat Launch discussion ■ It is recommended that parking be located on the north end of the site, with the south end (dog park) being retained to develop public amenity and visually appealing facilities	■ Short-Term (1-5 years)
18. Develop a tourism-oriented recreation site adjacent to the highway with amenities like adventure play, picnic area, miniature golf, water park, maze, etc.	78%	22%	30%	21%	48%	■ Tourism draw ■ Aesthetic improvements	■ Challenge to success for these types of facilities ■ Cost	■ Revise recommendation based on Boat Launch discussion ■ Regardless of the boat launch, it is recommended that the existing dog park be redeveloped with some level of public amenity and visual appeal	■ Long-Term (10+ years)
19. Develop a cultural/educational destination, such as a Salmon Education Centre	79%	21%	37%	23%	40%	■ Celebration of salmon	■ Ability of facility to sustain itself ■ Cost	■ Consider maintaining recommendation with minor revisions ■ Refer to preliminary Economic Development Analysis for consideration	■ Long Term (10+years)
20. Improve trail connection to Kitsuksis Creek Dyke Trail	71%	29%	52%	31%	17%	■ Key trail link		■ Maintain recommendation as existing	■ Short-Term (1-5 years)

River Road

Draft Recommendation	Workshop		Feedback Form			Comment Themes		Comments & Proposed Approach	Recommended Timing
	Agree	Disagree	Agree	Neutral	Disagree	Benefits	Concerns		
21. Create a multi-use waterfront trail along River Road	94%	6%	48%	14%	38%	■ Trail feature ■ Active transportation	■ Safety ■ Public property along waterfront ■ Existing sidewalk ■ Potential impacts to trees and/or shoreline	■ Maintain recommendation ■ Identify that the trail will be focussed on public lands (Road ROW) or some limited portions of boardwalk (within the HWM) ■ Require trail design that has little/no impact on shoreline habitat or vegetation	■ Short-Term (1-5 years)
22. Create amenities to support the waterfront trail such as washrooms, water access points, crosswalks, boardwalk	93%	7%	53%	21%	26%	■ More washrooms needed		■ Maintain recommendation as existing	■ Short-Term (1-5 years)
23. Construct a pedestrian bridge over the Somass River at Josephine Street	81%	19%	24%	24%	53%	■ Potential defining feature ■ Connection to trails on the South side	■ Insufficient reason to connect to south side of river ■ Cost	■ Consider maintaining as a long-term idea, connected to future development on the Tseshahat Poplar Flats	■ Long-Term (10+ years)
24. Enhance and support agriculture opportunities	81%	19%	57%	33%	10%			■ Maintain recommendation as existing	■ Ongoing

Draft Recommendation	Workshop		Feedback Form			Comment Themes		Comments & Proposed Approach	Recommended Timing
	Agree	Disagree	Agree	Neutral	Disagree	Benefits	Concerns		
25. Create active water recreation opportunities such as swimming access, kayak launch	97%	3%	49%	29%	22%	■ Additional recreation opportunities	■ Safety considerations	■ Maintain recommendation ■ Recommend cautious approach to selecting and locating sites for safety (boats, grades, currents)	■ Short-Term (1-5 years)
26. Encourage tourist commercial uses on Hupacasath First Nations Land adjacent to River Road	91%	9%	42%	23%	35%	■ Improved services and aesthetics		■ Maintain recommendation as existing	■ Ongoing

Tseshah Poplar Flats

Draft Recommendation	Workshop		Feedback Form			Comment Themes		Comments & Proposed Approach	Recommended Timing
	Agree	Disagree	Agree	Neutral	Disagree	Benefits	Concerns		
27. Develop a recreational trail network	96%	4%	51%	18%	32%	■ Recreational opportunities ■ Tourism potential	■ Potential wildlife conflicts ■ Environmental sensitivity	■ Maintain recommendation as existing	■ Medium-Term (5-10 years)
28. Develop agricultural and forestry opportunities	85%	15%	37%	36%	27%	■ Economic benefits	■ Environmental sensitivity	■ Maintain recommendation as existing	■ Ongoing
29. Create a tourism destination such as a resort	79%	21%	28%	30%	42%	■ Economic Benefits	■ Relationship to sewage treatment plant ■ Floodplain ■ Environmental sensitivity	■ Maintain recommendation as existing	■ Ongoing
30. Develop community recreation amenities such as fields or a community centre	65%	35%	25%	36%	39%	■ Community benefits	■ Floodplain ■ Environmental sensitivity	■ Maintain recommendation as existing	■ Ongoing

Paper Mill Dam Park

Draft Recommendation	Workshop		Feedback Form			Comment Themes		Comments & Proposed Approach	Recommended Timing
	Agree	Disagree	Agree	Neutral	Disagree	Benefits	Concerns		
31. Enhance the park as a recreation destination by adding amenities such as camping, river access, play, dock	86%	14%	51%	24%	24%	■ Recreational opportunities	■ Cost ■ Potential safety due to fast-moving river	■ Maintain recommendation ■ Add cautionary note about safety and public interface with the river	■ Medium-Term (5-10 years)
32. Develop a trail connection to River Road	93%	7%	57%	29%	23%	■ Trail feature	■ Cost	■ Maintain recommendation as existing	■ Medium-Term (5-10 years)

## Priorities

A final step in the study will be to identify priorities for implementation. The public process requested input on priorities. These priorities were considered in establishing short, medium and long term actions. Public input prioritized the recommendations as follows:

Rank	Recommendation	# Votes
1	Clutesi Haven Marina: Create a fish market and restaurant	48
2	Catalyst Lands: Secure and develop public park and trails	41
3	Victoria Quay: Extend and connect the waterfront trail to Rogers Creek Park and the Catalyst Lands	37
4	Tseshah Poplar Flats: Develop a recreational trail network	33
5	Clutesi Haven Marina: Adjust the traffic pattern at the River Road/Beaver Creek Road intersection	32
6 (tie)	Northport Commercial Area: Upgrade Johnston Road to have a more traditional main street character	31
6 (tie)	Paper Mill Dam Park: Enhance the park as a recreation destination by adding amenities such as camping, river access, play, dock	31
8	River Road: Create active water recreation opportunities such as swimming access, kayak launch	30
9	River Road: Create a multi-use waterfront trail along River Road	29
10 (tie)	Catalyst Lands: Develop a boat launch and related facilities	27
10 (tie)	Victoria Quay: Enhance opportunities for interactive activities, such as dock fishing, viewing, play features, arts/food market and/or a shop	27

## Recommendations Suggested for Short-Term Consideration (Years 1-5)

- **Victoria Quay:** Extend and connect the waterfront trail to Rogers Creek Park and the Catalyst Lands
- **Clutesi Haven Marina:** Adjust the traffic pattern at the River Road/Beaver Creek Road intersection
- **Clutesi Haven Marina:** Create a safe trail crossing to Stirling Field
- **Stirling Field:** Develop support facilities for Clutesi Haven Marina, such as parking and RV parking
- **Stirling Field:** Improve trail connection to Kitsuksis Creek Dyke Trail
- **River Road:** Create a multi-use waterfront trail along River Road
- **River Road:** Create amenities to support the waterfront trail such as washrooms, water access points, crosswalks, boardwalk
- **River Road:** Create active water recreation opportunities such as swimming access



### Recommendations Suggested for Medium-Term Consideration (Years 5-10)

- **Catalyst Lands:** Secure and develop public park and trails
- **Northport Commercial:** Upgrade Johnston Road to have a more traditional main street character (Emphasize importance of establishing and implementing a strong theme through quality materials and elements of public interest)
- **Northport Commercial:** Enhance trail connections in the commercial core, including sidewalks and bike lanes
- **Victoria Quay:** Enhance opportunities for interactive activities, such as dock fishing, viewing, play features, arts/food market and/or a shop
- **Victoria Quay:** Enhance public amenities, such as washrooms, interpretive information, public art
- **Stirling Field:** Relocate the dog park
- **Tseshaht Poplar Flats:** Develop a recreational trail network
- **Paper Mill Dam Park:** Enhance the park as a recreation destination by adding amenities such as camping, river access, play, dock
- **Paper Mill Dam Park:** Develop a trail connection to River Road

### Recommendations Suggested for Long-Term Consideration (10+ years)

- **Catalyst Lands:** Develop a boat launch and related facilities
- **Stirling Field:** Develop a tourism-oriented recreation site adjacent to the highway with amenities like adventure play, picnic area, miniature golf, water park, maze, etc.
- **Stirling Field:** Develop a cultural/educational destination, such as a Salmon Education Centre
- **River Road:** Construct a pedestrian bridge over the Somass River at Josephine Street

### Recommendations Suggested for Ongoing Consideration

- **Catalyst Lands:** Support industrial and service commercial land uses on portion of the site
- **Northport Commercial Area:** Encourage waterfront commercial orientation for properties facing Victoria Quay
- **Northport Commercial Area:** Establish mixed-use land uses in other Northport areas including commercial, office and residential land use
- **River Road:** Enhance and support agriculture opportunities
- **River Road:** Encourage tourist commercial uses on Hupacasath First Nations Land adjacent to River Road
- **Tseshaht Poplar Flats:** Develop agricultural and forestry opportunities
- **Tseshaht Poplar Flats:** Create a tourism destination such as a resort
- **Tseshaht Poplar Flats:** Develop community recreation amenities such as fields or a community centre





# **APPENDIX E**

## **ECONOMIC DEVELOPMENT SUMMARY**



## PORT ALBERNI WATERFRONT NORTH PLANNING STUDY

### COMMERCIAL DEVELOPMENT OPPORTUNITIES ANALYSIS

The Port Alberni Waterfront North Planning Study is intended to provide direction on how the waterfront can be enhanced to improve the area's appeal and to create economic opportunities. The following review is specifically focused on identifying economic development opportunities.

The information used to determine possible economic development projects has been obtained from a range of public information gathering processes and documents in support of this planning process:

- Public Workshop February 19 & 21, 2013
- Public Survey: February-March 2013
- Port Alberni Waterfront North Study: Background Document, February 2013
- Design Charrette: May 4, 2013
- Port Alberni Waterfront North Study: Preliminary Character Area Frameworks, July 2013

The purpose of this economic development opportunities review is to systematically assess potential candidate projects for development. A key first step was the evaluation matrix developed from the public workshops and surveys. This "needs assessment matrix" listed a range of development projects - categorized by planning area site - and evaluated the suitability of the development against a range of criteria. The intent of this process was to list the most viable developments measured against likely market appeal, revenue generation, job creation, and relative costs.

The analysis used a numeric rating of from 1 to 4 where 1 was low or poor suitability and 4 was excellent or high suitability. A total of 57 projects were included in this "wish list".

The evaluation criteria included several categories, and the three measures most relevant to the economic opportunities assessment are markets, employment and business revenue, described as follows:

Evaluation Category	Description
<b>Markets</b>	
Local Residents	Appeal of development for local/regional residents
Pass-through tourists	Appeal of development for visitors enroute to and from the west coast
Destination tourists	Appeal of development for visitors destined to Port Alberni including those coming to fish, participate/watch sports, or

visit friends/relatives.

<b>Employment</b>	
Job Creation	Number of jobs that could be created.
Job Duration	Measure of the duration or seasonality of employment.
<b>Revenue</b>	
Business Revenue	Relative income generating capability.
Employment Income	Measure of income levels based on skill level of jobs created.
<b>Summary</b>	Consolidated measure for the market and economic categories, utilizing estimates of Low/Medium/High.

Based on consideration of those projects rating either Medium or High for the market and economic measures, this analysis produced a total of 26 actual development opportunities listed within the eight development sites. Several of these opportunities were listed in more than one site, resulting in a unique number of developments of 20 on this “economic development list”.

This economic development list was further refined through the design charrette process. This step was incorporated to help consolidate the list of projects described above into a more manageable list of potential development opportunities.

The economic development projects rating Medium or High in the economic development list were further refined to produce a “preliminary short list” of the projects deemed to be the most suitable or viable economic development opportunities. The projects described below all have in common that they are commercial or business oriented, and if developed, would create economic activity.

The development projects or concepts evolving from this preliminary short-listing process can be grouped into three categories.

- A. Actual business ventures for which markets are deemed to exist and would generate revenue and create employment.
- B. Development concepts incorporating groups of businesses that would need to be developed in a particular area or precinct.
- C. Projects involving a public sector financial contribution to initiate, while the economy would benefit by the spending of both residents and tourists in commercial establishments in the vicinity.

These projects are described below including a tally of the:

- Site Planning zone
- Project Outline of the development concept or business venture
- Description Examples of the types of the businesses
- Market Rating Combined appeal of the project to the resident and tourist markets, rated as High, Medium or Low
- Economic Rating Combined contribution of the project to generate private sector revenues and create jobs, rated as High, Medium or Low
- Project Category Three categories of A: individual business, B: development precinct, or C: Public sector initiative
- Public Investment Measure of the amount of public investment required to initiate the development, evaluated as Significant (\$\$\$), Moderate (\$\$) or Low (\$).
- Private Investment Measure of the amount of private investment required to undertake the development, evaluated as Significant (\$\$\$), Moderate (\$\$) or Low (\$).

**Table 1: Assessment of Potential Development Project**

Site	Project	Description	Market Rating	Economic Rating	Project Category	Public Investment	Private Investment
Catalyst lands	Waterfront commercial to support relocated boat launch	Marine engine repair... chandlery... fiberglass repair... small boat manufacturing	H	H	A	\$\$	\$\$\$
Northport	Expanded commercial developments along River Road	Destination/specialty retail such as outdoor apparel/equipment or sporting goods... specialty food & beverage	M	H	B	\$	\$\$
Victoria Quay	Water taxi operation	Sightseeing and shuttles from Victoria Quay to Harbour Quay...tours up Somass River	M	M	A	\$	\$
Clutesi Marina	Public market and festival space	Farmers market administered by local society, hosting kiosks selling mix of local produce, other farm products.  Festival society to operate civic celebrations in area. Festivals intended to generate traffic to the area.	H	M	B,C	\$\$\$	\$
	Cultural facility/Interpretive Centre	Civic society based initiative to develop a cultural facility depicting the history and culture of Port Alberni and region.  Interpretive Centre/Aquarium focusing on the Alberni Inlet and Somass River.	H	M	C	\$\$\$	-
						\$\$\$	-
	Tourist commercial including food & beverage and retail	Concentrate a mix or related businesses providing food and beverage and specialty retail.	H	H	B	\$	\$\$\$



*Commercial Development Opportunities Analysis*  
July 4, 2013

Stirling Field	Cultural facility	Civic cultural facility as described above, but located at Sterling Field.	H	H	C	\$\$\$	-
	Tourist oriented activity area to attract drive-by and destination visitors	Develop family focus attraction involving a water park, fair type children's rides.	H	H	B	\$	\$\$\$
	RV Park	RV Park for overnighers enroute the west coast and for destination visitors.	M	M	A	\$	\$\$
River Road	Agricultural developments	Small scale farms producing vegetables and berries for the local and highway tourist market.	H	H	A	-	\$\$
Tseshah Poplar Flats	Agricultural development including	Larger scale farming of fruit, vegetables berries, and forage crops.	H	H	A,B	-	\$\$
	Tourist accommodation (resort or RV Park) and related services	Specialty resort and related food & beverage operations.	M	H	A,B	-	\$\$\$
		RV Park catering to the local fishing market, participants in sporting events, and the overnight market enroute to/from the west coast.				-	\$\$
Paper Mill Dam Park	RV Park	As above.	M	M	A	\$	\$\$

From an economic development perspective, the preferred projects are those that generate significant economic activity and jobs (scored as \$\$\$) and require the least amount of public investment (scored as \$ or \$\$). Based on this analysis the following appear to be the preferred projects:

- Waterfront commercial on the Catalyst Lands to support a relocated boat launch
- Tourist commercial development in the Clutesi Marina precinct
- Tourist activity area at Stirling Field
- Tourist accommodation and services at the Tseshah Poplar Flats

**PORT ALBERNI WATERFRONT NORTH STUDY**

**ECONOMIC DEVELOPMENT SAMPLE PROJECTS**

**PRE-FEASIBILITY ANALYSIS OUTLINE**

<b>Project</b>	<b>Tourist Oriented Outdoor Recreation Facility</b>
<b>Plan Area</b>	Stirling Field
<b>Link to Report</b>	Recommendation No. 3
<b>Project Description</b>	An admission fee based, outdoor family-oriented recreation/activity facility
<b>Size</b>	One to two acres
<b>Rationale</b>	Provide an appealing attraction/outdoor activity for pass-through highway traffic headed to/from the west coast of Vancouver Island.
<b>Markets</b>	Vehicle travellers destined to/from the Long Beach area Families of anglers destined to Port Alberni Travellers visiting friends or relatives in Port Alberni Families participating in sporting events/tournaments Port Alberni resident families and teens
<b>Visitor/Resident Split</b>	80% visitors / 20% residents
<b>Seasons</b>	Prime: Summer      Secondary: Spring/Fall
<b>Attendance</b>	Target: 30,000 to 40,000 paid user
<b>Ownership</b>	Privately owned and operated
<b>Capital Cost</b>	\$500,000 to \$1,000,000
<b>Operating Revenue</b>	\$200,000 to \$400,000

<b>Project</b>	<b>Cultural Interpretive Centre</b>
<b>Plan Area</b>	Stirling Field
<b>Link to Report</b>	Recommendation # 4
<b>Project Description</b>	An interpretive or discovery centre focusing on salmon. Centre would include interactive exhibits, static displays, a theatre and gift shop. The storyline would focus on the kinds of salmon, salmon life cycle, harvesting techniques, First Nations relationship/uses of salmon and the science/biology of salmon. Life tanks could also form part of the exhibits
<b>Si ze</b>	3,000 to 5,000 square feet
<b>Rationale</b>	Port Alberni in known as “Canada’ Ultimate Fishing Town”. The key fishing species that Port Alberni is known for is salmon, and all five species pas through town enroute to spawn in the Somas River. However, other than actually fishing, there is limited linkage to salmon or interpretation of its importance.
<b>Markets</b>	Families of anglers visiting Port Alberni Persons visiting Port Alberni for sporting events, business or visiting friends/relatives Pass through travelers enroute to the west coast Resident families School children
<b>Visitor/Resident Split</b>	50% visitors / 50% residents
<b>Seasons</b>	Prime: Summer      Secondary: Spring / Fall
<b>Attendance</b>	Target: 15,000 to 20,000 visits
<b>Ownership</b>	Not-for-profit society. Partnerships possible with local government and/or First Nations
<b>Capital Cost</b>	\$1,000,000 to \$2,000,000
<b>Operating Revenue</b>	\$100,000 to \$200,000

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