

4.3 Land Use

Each of the above Sub-Areas has a principal land use component that will drive its development. This is not to say that singular use zoning is proposed for the waterfront; rather, a diverse mix of use is proposed but with a thematic approach in each of the Sub-Areas. This will ensure that there are generators of activity along the waterfront that will attract both residents and tourists visiting Powell River. By linking these nodes of development, the user will be able to experience a range of activities that will add to the enjoyment of the place.

The major land use components proposed for the Powell River Waterfront are as follows:

.1 Maritime Industrial

The North Port is identified as the location for water-dependent industrial users. Our recommendation is that an industrial park not be constructed on the upland property and that all businesses located at or near the water's edge be water-dependent. Other industrial tenants might be located intermittently along the waterfront in other locations, provided they are complementary to adjacent uses and will add to the waterfront's appeal to residents and visitors.

.2 Commercial Retail

The Central Waterfront is the logical position for new commercial retail and restaurants, designed to attract visitors to Powell River and to reinforce the existing retail tenants along Marine Avenue.

.3 Marine Services

The marine services area is envisioned as a centralised facility, catering to the needs of both pleasure and commercial boaters. It would include haul out facilities, repairs and sales.

.4 Moorage

The three types of moorage to be accommodated in the Central Waterfront area include the existing pleasure boat (north) marina; expanded commercial fishing fleet moorage; and, approximately fifty berths of new transient moorage for visitors to Powell River.

.5 Residential

A significant opportunity exists for new, multi-family residential along various parts of the waterfront site. For example, the upland area at the North Port, is an ideal location for residential use. Other residential could be infilled into the Willingdon Avenue and Marine Avenue area in the form of small, mixed-use projects. The tank farm in the Central Waterfront area would be an excellent location for a hotel or a multi-family residential project with retail/restaurant at ground level. Some residential development may be appropriate south of this location, along Marine Avenue. We would be concerned, however, with the residential proposals made in the 1992 Waterfront Concept Plan, in that they would require both extensive fill in the tidal zone and might unduly impact views from upland properties.

.6 Cultural

The Willingdon Beach site affords the opportunity for including new cultural facilities along the waterfront. For example, by retaining and renovating the Willingdon Arena, a substantial interior and exterior area could be developed to support community, cultural, recreational and commercial opportunities.

.7 Public Open Space

The final land use component is the public domain that binds the entire plan together. Included in this category are parks, plazas, waterfront docks and piers, pedestrian and bicycle pathways and sidewalks.

4.4 Short Term Opportunities

From our review of the Waterfront Concept Plan, dovetailed with current market analysis for all of the above land uses, we are able to make recommendations with respect to a number of short-term opportunities afforded by the site. The intent is to create a kind of "grocery list" of activities and uses that could feasibly be developed within the next five year term. Cost estimates have been prepared for each of the proposed work items. Section 5.0 of this report differentiates between private and public initiatives in terms of the implementation of these items.

We believe it is important to set priorities when it comes to both short- and long- term development prospects. That is, it is better to focus development initiatives to create a generator of activity, than to spread development too thinly across a large site like Powell River's waterfront. Therefore, we recommend that the primary, short-term development initiatives take place in three of the five Sub-Areas - Willingdon Beach, the Central Waterfront and the Marine Centre. The proposed work items and their Capital Costs are described in detail on a Sub-Area basis.

.1 North Port Sub-Area

The barging operation formerly in the south waterfront is now being constructed at the North Port. This tenant, along with other water dependent uses, can evolve over time as demand requires. We do not foresee this area as an immediate, short-term opportunity for public investment.

.2 Willingdon Beach Sub-Area — The Pavilion

The Willingdon Sub-Area is the plateau of land overlooking Willingdon Beach, Park and the open water to the south-west.

The site is historically significant for Powell River in that it still accommodates the first community-built arena in the city. This structure, although insignificant in appearance at the present time, has a long span, wood truss roof which is unique in British Columbia. The building is a potential asset to the community as a multi-purpose hall to accommodate a wide range of cultural uses and events.

The proposed strategy for this area is to retain the existing arena and to renovate it for community purposes. We suggest this for three main reasons:

- the building has historic merit and presumably has strong sentimental value because it was built by the community;
- this civic area will be much more interesting and versatile with a combination of open space and indoor space than if the building is demolished and replaced with an open park; and,
- the building can accommodate a wide range of activities that can appeal to residents and tourists.

The building would be opened up, with large glass areas, and rolling doors at ground level to provide both indoor and outdoor spaces for various events. An exterior plaza would be developed as the only "town square" in Powell River. Both the plaza and the building could be used for weekend farmers and craft markets, swap meets, musical performance, drama and athletic events. In this latter category, the arena floor could be used for roller hockey, North America's fastest growing sport.

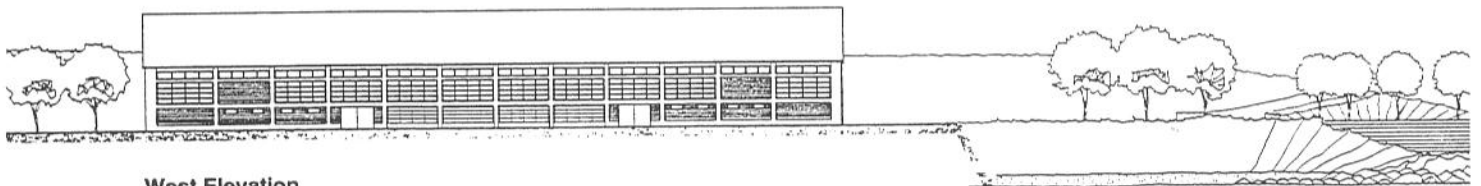
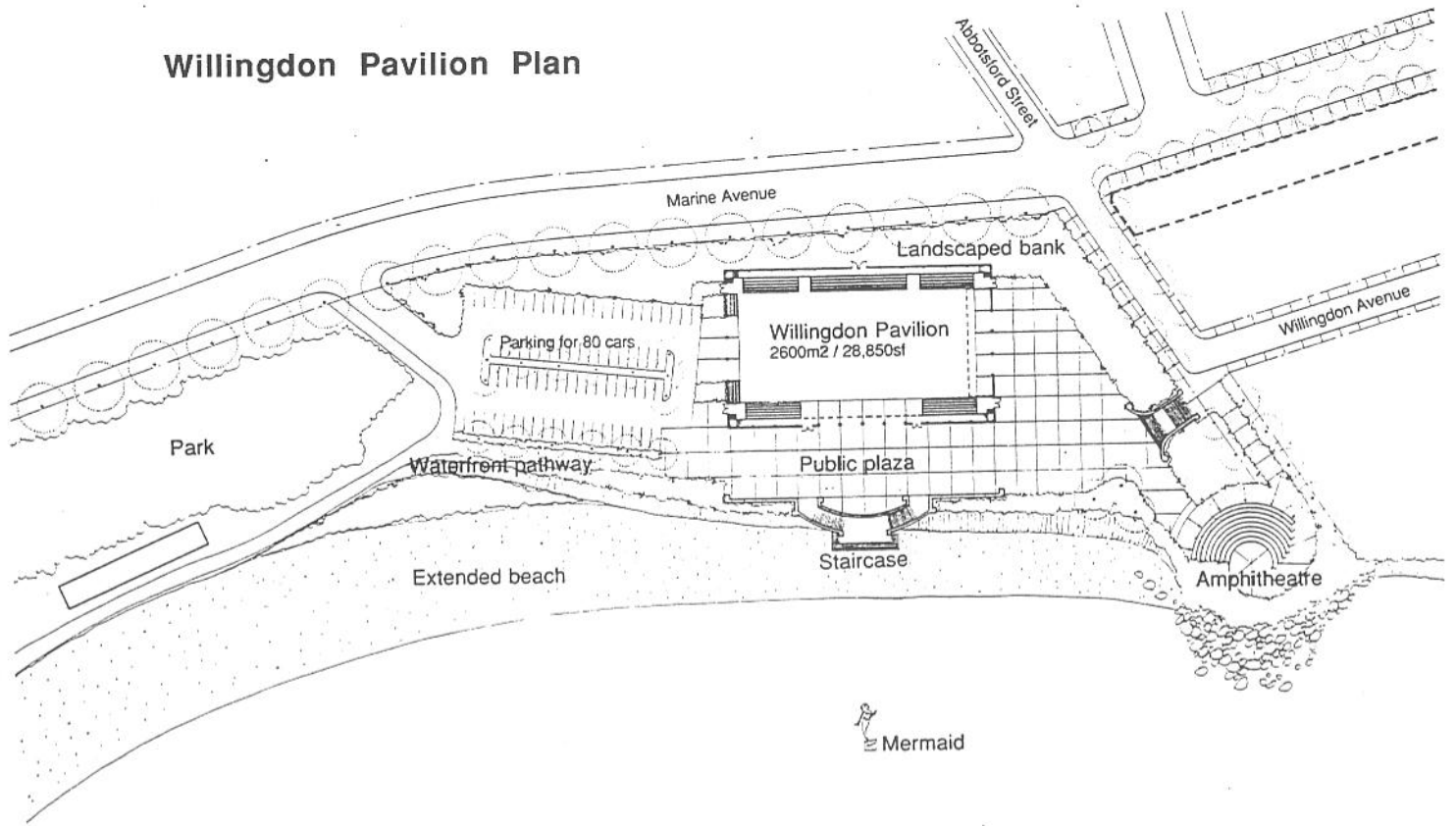
The resultant building is seen as a "pavilion", in a park-like setting. This vision is the opposite to its current condition on the site where it is monolithic, without windows and devoid of landscaping. The building itself could also be the home of the Kathaumixw Choir, where the opening and closing ceremonies for this international choral festival could be held. As well, meeting and rehearsal rooms could be provided within the building for this group to use.

The plan also proposes the construction of a new promontory at the foot of Abbotsford Street, with a small performance amphitheatre overlooking the ocean. A wide set of steps would be developed from the plaza to beach level with improvements made to the shoreline to extend the sand beach character of Willingdon Park to this location. This might also be the site for a new bronze mermaid, placed such that the falling tide reveals her full torso.

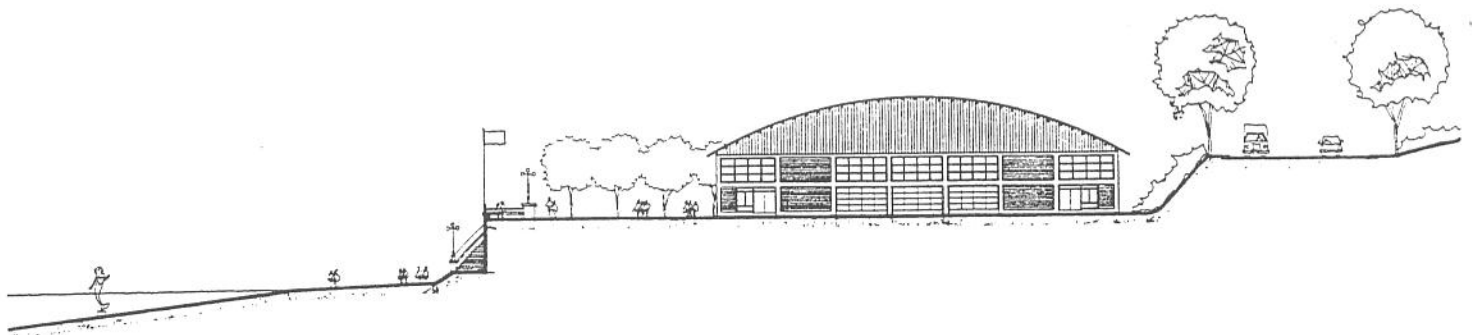
The proposed improvements, and their Capital Costs, are as follows:

Work Items	Capital Cost
.i Multi-Purpose Pavilion	\$ 1,925,000.00
.ii Forecourt Plaza and Steps	500,000.00
.iii Amphitheatre	150,000.00
.iv Parking	125,000.00
.v Street Improvements	75,000.00
.vi Landscaping	150,000.00
.vii Walkway	25,000.00
Willingdon Sub-Area Total	\$ 2,950,000.00

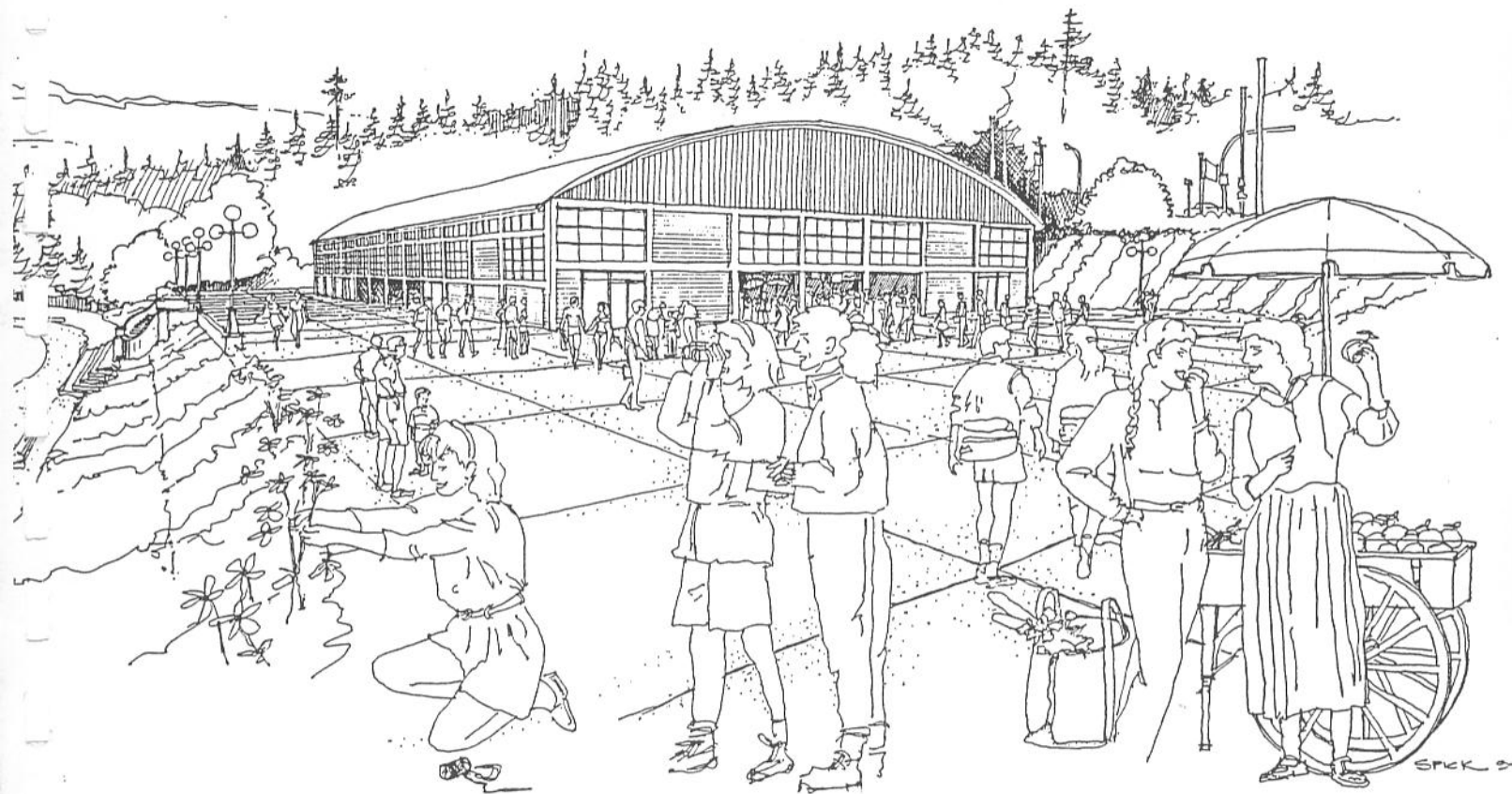
Willingdon Pavilion Plan



West Elevation



South Elevation



View of Pavilion and Public Plaza from the foot of Abbotsford Street



Interior view of the Pavilion on market day