

## Why consider a change now?

- Waterfront planning since the late 1980s has illustrated and recommended how our community can better connect with the waterfront and how portions of waterfront land can be developed, including the City land south of Willingdon Beach Park. Despite this, little 'on the ground' has changed. The City is working to be more proactive with waterfront planning and encouraging development that is consistent with these plans.
- In 2009, the City acquired 90 acres of parkland (*Millennium Park*) much of which is along the waterfront. Other recent additions include land dedicated as park through subdivision, Crown land south west of Joyce and Penticton dedicated as ecological reserve, and over 10 acres south of Barnet Street designated as a 'Natural Preserve'.
- Each year as tax allocation shifts from heavy industry, the budgeting process is more difficult. The City is motivated to increase revenues in order to not excessively burden taxpayers.
- This parcel contains gas lines, hydro lines, and water/sewer utilities, and part of Abbotsford Street. It is readily serviceable and, arguably, not a candidate for prime ecological/natural park reserve.
- No multi-family housing or commercial has been developed on our waterfront as any designated lands as such, have been (re)developed as single family residential. Creating an urban cultural hub and bringing more residents to this area could invigorate the adjacent commercial precinct and increase usership of the park and public waterfront trail.

Get informed  
Consider the issues  
Share your ideas

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## Process status

Bylaws enabling a component of private development upon the land received 1st & 2nd Readings and a Public Hearing was held June 17th & 22nd, 2010. The speakers generally opposed any change from PK: Park & Playing Field Zoning while written submissions both supported and opposed a change. Many speakers opposed any change for PK zoning, but strongly supported this land serving as a cultural hub (library, museum, gallery, etc.). The content of the Bylaws supported continued cultural hub land use, and a public plaza, as well as improving the public walkway along the waterfront. The only change was to open a portion of the land to some private components.



## What's next?

Council may resolve to:

- continue with adopting the proposed OCP and Zoning Bylaws
- revise the Bylaws and initiate a new public hearing or other process
- abandon any and all changes and maintain the status quo
- or pursue some other option

Through the public Development Permit process, City Council retains final approval authority for all development upon the land, including:

- improvement of the waterfront public walkway
- civic and public components within the adjacent open space
- design, character, and architectural materials
- consideration of views and landscaping upon the land

## Contacts & more info

For more details, please see PRREDS or the City's website:

[www.powellriver.ca](http://www.powellriver.ca)

[www.prreds.com](http://www.prreds.com)

or visit the Engineering Counter at City Hall  
6910 Duncan Street, Powell River

Open 8:30 a.m. to 4:30 p.m. weekdays

Call PRREDS 604.485.0325 or Planning 604.485. 8612



## OPEN HOUSE MEETING

CITY OF POWELL RIVER

The City of Powell River Council has initiated consideration of the future of 3.65 acres of vacant City-owned land at the northwest corner of Marine Avenue and Abbotsford Street, shown below and marked with a star on the aerial photo. Bylaws to amend the Official Community Plan and Zoning Bylaw are put forward for your input.

This pamphlet contains general information only. More background and details can be found at the City's and/or PRREDS' (Powell River Regional Economic Development Society) website, at City Hall, or plan to attend the **open house meeting** as described below.



## Open House Meeting

7 to 9 p.m. Tuesday

5 Oct 2010 Upper Floor Complex

Why consider changing land use now?

# Background

The land is owned in 'fee simple' by the City. It is not dedicated as *Public Park* under s. 303 of the Local Government Act and thus is not subject to those provisions of the Act, however a park purposes' covenant between the City and itself is registered on title. Both the park use covenant and zoning are under direct authority of Council. Any changes to land use where regulated by local government, must be undertaken through a public process but do not require a referendum or other electoral approval. A detailed chronological history of the land is available at City Hall or on our website.

## Official Community Plan & Zoning

- The land is designated in the Official Community Plan (OCP) as *Parks and Playing Fields*, conforming to all uses and policies of this designation.
- The parcel is currently zoned **PK: Parks & Playing Fields** but was zoned P1: Parks & Institutions over previous decades. PK permits the following uses: park, playing field, assembly/civic use; golf course; campgrounds, fairs, and supporting accessory uses. *Civic use* provides for libraries, hospitals, museums, and so forth – any uses that pertain to public functions.
- Part 4: Waterfront Plan & Policy and specifically section 4.3 of the OCP, focuses on Willingdon Avenue and this parcel. It sets out several area objectives, including under **4.1 (d): to create a cultural hub on the former Willingdon Arena site**. Allowing residential units or a commercial component requires both rezoning of at least a part of the land and a policy amendment in the OCP.
- The proposed Bylaws 2264 and 2265, as read by Council, specifically support continued civic and cultural use of this land.
- The recent improvements (i.e. trees, benches, gravel public path) on the west side of this parcel would remain and be further enhanced were a part of this land developed. There are numerous good examples of extensive public waterfront walkways with adjacent private development: Campbell River, Granville Island, Nanaimo, and Victoria.
- Powell River is not currently served with a civic plaza or 'town square' and this land may serve that function. The best examples of traditional town squares have a park, civic, and commercial or private component.
- No final decision is yet made on potential relocation of the library; however the proposed bylaws as read could support a library as civic use upon this land.

# Issues & ideas

The following points outline potential negative **impacts** versus possible **benefits** relating to future land use of this parcel. Given that neither a developer nor any specific development has been identified, these points can only be general. No negotiations between developers and the City have been undertaken. The analysis is not tied to any specific proposal though previous waterfront planning documents have illustrated development on this site. Should a development proceed, Council controls the form and character of development via Development Permit which can prescribe exactly what can be built on the land.

## If no land use change proceeds . . . .

1. Maintaining the status quo involves less risk.
2. There is only so much waterfront and "no one is making more of it" thus all public waterfront land must be maintained.
3. Public expectation for historical Park Zone is that it be retained as such for posterity.
4. Existing car parking can be maintained, 'Sea Fair' rides will not have to relocate to another site, and the sanitary dump station can remain in place.
5. Remaining as a vacant gravel lot for the future, this land affords the possibility of some future community use which may be foreclosed were it to accommodate development now.
6. This land is a focal point adjacent to Willingdon Beach Park, the heart of the community and should be preserved unchanged.



## Development on this land means . . .

1. Maintaining both the lower beach and upper waterfront bench and water views for continued public use is supported by the proposed Bylaws; only the east approx. 2 acres of the land abutting the highway, are being considered as potential development land.
2. The land was historically cleared, levelled, and developed so is less desirable for waterfront park than either Willingdon Beach Park or the Millennium Park beach trail lands.
3. Developing and adding a portion of this parcel to the assessment roll may be more acceptable to our community given the entire 90 acres of 'Millennium Park' has been acquired and secured as public park and will be funded by the tax base for years to come.
4. Since the land is adjacent to another park, split zoning it with the west part serving park can address the highest and best use, balancing public interests and vibrant urban development.
5. There are few locations within the City that could accommodate waterfront housing. Adding residents to the lower Westview core increases customers for Marine Avenue business.
6. Private development of upper floors can off-set costs of public plaza/civic space on the main and ground floors as well as car parking on the lower level.

