

# Agenda

## Town of Gibsons

### Regular Meeting of Council

**October 20, 2020 at 7:00pm**

Council Chambers  
Town Hall, 474 South Fletcher Road, Gibsons  
604-886-2274 - [www.gibsons.ca](http://www.gibsons.ca)

***Council***



Mayor Bill Beamish  
Councillor David Croal  
Councillor Annemarie De Andrade  
Councillor Aleria Ladwig  
Councillor Stafford Lumley

# STRATEGIC PLAN 2019 - 2022

## OUR CORE OBJECTIVES

### Increase Community Engagement

- We will inspire and encourage citizens of all ages to engage in the decision-making process
- We will actively listen to the ideas of all our stakeholders
- We will help our citizens understand the challenges and competing demands facing the community

### Manage Our Assets

- We will focus on fiscal sustainability and support our staff in the prudent management of our natural and engineered assets, to ensure the Town can continue to deliver critical services and infrastructure in perpetuity

### Plan for Sustainable Growth

- We will plan for the future in a manner that reflects our finite resources
- We will value the unique character of our Town and its neighbourhoods
- We will create spaces that promote a sense of community and are accessible to all
- We will preserve our green spaces
- We will support local business and foster a diverse economy

### Advocate for and Facilitate A Range of Housing Types

- We will actively work toward increasing the supply and range of safe, secure and attainable affordable housing options

### Increase Resilience to the Changing Climate

- We will apply a climate lens to the planning and development of actions, plans, policies and infrastructure projects
- We will adapt Town infrastructure to increase its resiliency to the local impacts and risks from climate change
- We will reduce the greenhouse gas emissions produced by the community and through the provision of municipal services to meet regional targets

### Advocate and Collaborate on Regional Issues

- We will collaborate and partner with our neighbouring jurisdictions to effectively address shared opportunities and challenges



*To view the Strategic Plan in full,  
please go to: [gibsons.ca/strategic-plan](http://gibsons.ca/strategic-plan)*

**visit [gibsons.ca](http://gibsons.ca)**



# Regular Meeting of Council

## AGENDA OF

October 20, 2020

Council Chambers, 7:00pm

474 South Fletcher Road, Gibsons, BC

*We acknowledge that we are fortunate to be able to gather on the  
unceded territory of the Skwxwú7mesh Nation.*

---

### 1. CALL TO ORDER

### 2. APPROVAL OF THE AGENDA

#### 2.1 Regular Council Agenda - October 20, 2020

##### RECOMMENDATION(S)

THAT the Regular Business Agenda of October 20, 2020 be adopted.

### 3. ADOPTION OF MINUTES

#### 3.1 Minutes of the Regular Council Meeting - October 6, 2020 9 - 18

##### RECOMMENDATION(S)

THAT the minutes of the Regular Council meeting held October 6, 2020 be adopted.

### 4. BUSINESS ARISING FROM THE MINUTES

### 5. DELEGATIONS AND PETITIONS

#### 5.1 Paul Kamon, Visitor Information Centre 19 - 55



#### 5.2 Alun Wooliams & Jody Schick, Transportation Choices 57 - 95

##### Sunshine Coast (TraC)

Regarding the Active Transportation Improvements Survey  
Results 2020.

## 6. INQUIRIES

## 7. COMMITTEE REPORTS

### 7.1 Planning & Development Committee Meeting - October 6, 2020

#### 7.1.1 Planning & Development Committee Meeting Minutes 97 - 99

##### RECOMMENDATION(S)

THAT the minutes of the Planning & Development Committee meeting held October 6, 2020 be received.

#### 7.1.2 Development Permit for Form and Character for 20 Townhouses at 741 Hillcrest Road – New Option

##### RECOMMENDATION(S)

THAT the option where massing has been broken up and the access lane has been moved to the centre of the property for Development Permit DP-2020-10 be selected for 741 Hillcrest Road and staff be directed to notify neighbours of the requested variance to reduce the side setbacks from 4.5 m to 3 m.

#### 7.1.3 Form and Character Development Permit (DP-2020-13) Application for Building Improvements at 1036 Seamount Way

##### RECOMMENDATION(S)

THAT the Development Permit for the form and character of the proposed building expansion at 1036 Seamount Way (DP-2020-13) be approved, subject to receipt of the landscape cost estimate and the incorporation of bird deflector measures.

### 7.2 Committee-of-the-Whole Meeting - October 20, 2020

#### 7.2.1 Committee-of-the-Whole Meeting - October 20, 2020



*A recommendation from the October 20, 2020 Committee-of-the-Whole meeting forwarded directly to the October 20, 2020 Regular Council meeting.*

##### RECOMMENDATION(S)

THAT Grants of Assistance – Round 2 be approved as follows:

- Gibsons Seniors Society \$2,843
- Sunshine Coast Bear Alliance Society \$2,000



## **8. ADMINISTRATION REPORTS**

- 8.1      **Director of Finance - Muriel Haynes Trust Fund Report**      101 - 103

RECOMMENDATION(S)

THAT the Director of Finance's report titled Muriel Haynes Trust Fund Report be received for information.

- 8.2      **Director of Corporate Services - Public Art in Public Spaces Policy**      105 - 114

RECOMMENDATION(S)

THAT the Director of Corporate Services' report titled Public Art in Public Spaces be received.

## **9. COUNCIL REPORTS**

## **10. CORRESPONDENCE**

- 10.1      **Union of BC Municipalities - 2020 Community Excellence Award**      115

Congratulatory letter & plaque declaring the Town of Gibsons as the 2020 Community Excellence Award, Excellence in Asset Management winner.

- 10.2      **Council Correspondence**      117 - 119

RECOMMENDATION(S)

THAT the Council reading files for the week's ending October 5, 2020 and October 13, 2020 be received.

## **11. BYLAWS**

- 11.1      **Anti-Noise Bylaw - 1285**      121 - 125

RECOMMENDATION(S)

THAT "Anti-Noise Bylaw No. 1285, 2020" be adopted.

- 11.2      **Bylaw Notice Enforcement Bylaw 1125-09 - Anti-Noise**      127 - 128

RECOMMENDATION(S)

THAT "Anti-Noise Bylaw Notice Enforcement Amendment Bylaw No. 1125-09, 2020" be adopted.

**RECOMMENDATION(S)**

THAT the Director of Planning's report titled Poplar Lane-Davis Road OCP/Zoning Amendment be received;

AND THAT "Official Community Plan Amendment Bylaw No. 985-25, 2020" be adopted;

AND FURTHER THAT "Zoning Amendment Bylaw No. 1065-54, 2020" be adopted.

**12. UNFINISHED BUSINESS****13. NEW BUSINESS****13.1 Councillor De Andrade - Wildlife Attractant Bylaws****RECOMMENDATION(S)**

THAT staff bring back a report on the request presented by the Sunshine Coast Bear Alliance for the Town of Gibsons to adopt a separate wildlife attractant bylaw with accompanying fine schedule for Council consideration.

**14. NOTICE OF MOTION****15. INQUIRIES****16. MOTION TO CLOSE****RECOMMENDATION(S)**

THAT the meeting be closed in accordance with section(s) 90(1)(a)(c)(i) of the *Community Charter*:

*(a) personal information about an identifiable individual who holds or is being considered for a position as an officer, employee or agent of the municipality or another position appointed by the municipality;*

*(c) labour relations or other employee relations;*

*(i) the receipt of advice that is subject to solicitor-client privilege, including communications necessary for that purpose.*

**17. REOPEN TO THE PUBLIC****18. REPORT FROM IN CAMERA**

**19. NEXT MEETING**

- 19.1 The next Regular meeting of Council to be held on Tuesday, November 3, 2020 in the Town Hall Council Chambers at 7:00pm.

**20. ADJOURNMENT**





# Regular Council

## MEETING MINUTES

Tuesday, October 6, 2020

Council Chambers, 7:00pm

Municipal Hall, 474 South Fletcher Road, Gibsons, BC

---

**PRESENT:**

Mayor Bill Beamish  
Councillor David Croal  
Councillor Annemarie De Andrade  
Councillor Aleria Ladwig  
Councillor Stafford Lumley  
Youth Councillor Gravity Guignard

**STAFF:**

Emanuel Machado, Chief Administrative Officer  
Lindsey Grist, Director of Corporate Services  
Lorraine Coughlin, Director of Finance  
Dave Newman, Director of Infrastructure Services  
Lesley-Anne Staats, Director of Planning  
Elizabeth Quayle, Communications Coordinator  
Tracy Forster, Recording Secretary

**CALL TO ORDER**

*The Mayor called the meeting to order at 7:00pm.*

**APPROVAL OF THE AGENDA****R2020-429 Regular Council Agenda - October 6, 2020**

MOVED by Councillor Croal  
SECONDED by Councillor Lumley

THAT the Regular Business Agenda of October 6, 2020 be adopted.

**CARRIED**

**ADOPTION OF MINUTES****R2020-430 Minutes of the Regular Council Meeting - September 15, 2020**

MOVED by Councillor Croal  
SECONDED by Councillor Ladwig

THAT the minutes of the Regular Council meeting held September 15, 2020 be adopted.

**CARRIED**

*Regular Council Meeting Minutes - Tuesday, October 6, 2020*

**R2020-431 Minutes of the Special Council Meeting - September 18, 2020**

MOVED by Councillor  
SECONDED by Councillor

THAT the minutes of the Special Council meeting held September 18, 2020 be adopted.

**CARRIED**

**BUSINESS ARISING FROM THE MINUTES**

*The Chief Administrative Officer provided an update regarding the Gibsons Healthy Harbour Project.*

**DELEGATIONS AND PETITIONS**

**Carol McDermott, Commercial Barges in Gibsons Harbour**

Carol McDermott was in attendance to discuss a petition to remove commercial barges from around Gibsons harbour.

**Irina Fox & Diane Henley, Sunshine Coast Bear Alliance**

Irina Fox & Diane Henley were in attendance to discuss a request for the Town of Gibsons to adopt separate wildlife attractant bylaws and accompanying fines.

**R2020-432 Sunshine Coast Bear Alliance**

MOVED by Councillor De Andrade  
SECONDED by Councillor Croal

THAT the topic of the Sunshine Coast Bear Alliance's delegation be added to the October 6, 2020 Regular Council Agenda under New Business for discussion.

**CARRIED**

**INQUIRIES**

*The Mayor provided an opportunity for the public to ask questions of Council regarding items on the October 6, 2020 Regular Council Agenda.*



*Regular Council Meeting Minutes - Tuesday, October 6, 2020*

**COMMITTEE REPORTS**

**Public Art Advisory Committee Meeting - May 13, 2020**

**R2020-433 Public Art Advisory Committee Meeting Minutes**

MOVED by Councillor Croal  
SECONDED by Councillor De Andrade

THAT the minutes of the Public Art Advisory Committee meeting held May 13, 2020 be received.

**CARRIED**

**Public Art Advisory Committee Meeting - May 27, 2020**

**R2020-434 Public Art Advisory Committee Meeting Minutes**

MOVED by Councillor Croal  
SECONDED by Councillor Ladwig

THAT the minutes of the Public Art Advisory Committee meeting held May 27, 2020 be received.

**CARRIED**

**Public Art Advisory Committee Meeting - June 10, 2020**

**R2020-435 Public Art Advisory Committee Meeting Minutes**

MOVED by Councillor Croal  
SECONDED by Councillor Ladwig

THAT the minutes of the Public Art Advisory Committee meeting held June 10, 2020 be received.

**CARRIED**

**R2020-436 Winegarden Park Mural**

MOVED by Councillor Croal  
SECONDED by Mayor Beamish

THAT the condition of the concrete wall below the bus stop at Winegarden Park be inspected to determine if repairs are required and if the mural should be removed and/or painted over.

**CARRIED**

*Regular Council Meeting Minutes - Tuesday, October 6, 2020*

**Public Art Advisory Committee Meeting - July 23, 2020**

**R2020-437     Public Art Advisory Committee Meeting Minutes**

MOVED by Councillor Croal  
SECONDED by Councillor Ladwig

THAT the minutes of the Public Art Advisory Committee meeting held July 23, 2020 be received.

**CARRIED**

**R2020-438     Winegarden Park Mural**

MOVED by Mayor Beamish  
SECONDED by Councillor De Andrade

THAT the replacement of the mural in Winegarden Park be the first public art priority;

AND THAT advice be requested from the Public Art Advisory Committee on budget and process in respect to replacing the existing mural.

**CARRIED**

**R2020-439     Winegarden Park Mural**

MOVED by Councillor Ladwig  
SECONDED by Councillor Croal

THAT the updated draft of Policy 6.6 Public Art in Public Spaces be brought to Council for discussion

**CARRIED**

**Committee-of-the-Whole Meeting - September 15, 2020**

**R2020-440     Committee-of-the-Whole Meeting Minutes**

MOVED by Councillor Croal  
SECONDED by Councillor De Andrade

THAT the minutes of the Committee-of-the-Whole meeting held September 15, 2020 be received.

**CARRIED**

*Regular Council Meeting Minutes - Tuesday, October 6, 2020*

**R2020-441     Gabriel Lord, Transportation Planning Technician - Ministry of Transportation and Infrastructure, South Coast Region**

MOVED by Councillor Croal  
SECONDED by Councillor Ladwig

THAT a letter be sent to the Ministry of Transportation and Infrastructure acknowledging receipt and highlighting areas of the report that need to be addressed.

**CARRIED**

**Planning & Development Committee Meeting - October 6, 2020**

*A recommendation from the October 6, 2020 Planning & Development Committee meeting forwarded directly to the October 6, 2020 Regular Council meeting.*

**R2020-442     Sunshine Coast Housing Needs Assessment Report**

MOVED by Councillor De Andrade  
SECONDED by Councillor Croal

THAT the Sunshine Coast Housing Needs Assessment Report be endorsed;

AND THAT policy options based on the results of the Sunshine Coast Housing Needs Assessment Report be provided that addresses future housing needs.

**CARRIED**

**ADMINISTRATION REPORTS**

**R2020-443     MOVED by Councillor Croal  
SECONDED by Councillor De Andrade**

THAT all administration reports and correspondence on the October 6, 2020 Regular Council meeting Agenda be received.

**CARRIED**

**Stonehurst Survey Results**

MOVED by Councillor Croal  
SECONDED by Councillor Lumley

THAT development applications for an OCP and Zoning amendment on Lot 23, Gibsons Way be authorized, and the selling a portion of Lot 23, Gibsons Way be supported in principle, to facilitate the development proposal subject to zoning approvals.

*Regular Council Meeting Minutes - Tuesday, October 6, 2020*

**R2020-444 Stonehurst Survey Results**

MOVED by Councillor Croal  
SECONDED by Councillor Ladwig

THAT the motion be amended to include:

AND THAT the land be sold for no less than \$725,000 or the amount of a second, current property assessment, whichever is the higher amount.

**CARRIED**

**R2020-445 Stonehurst Survey Results**

MOVED by Councillor Croal  
SECONDED by Councillor Lumley

THAT development applications for an OCP and Zoning amendment on Lot 23, Gibsons Way be authorized, and the selling a portion of Lot 23, Gibsons Way be supported in principle, to facilitate the development proposal subject to zoning approvals;

AND THAT the land be sold for no less than \$725,000 or the amount of a second, current property assessment, whichever is the higher amount.

**CARRIED**

**Stonehurst Survey Results**

MOVED by Councillor De Andrade  
MOTION NOT SECONDED

THAT staff investigate options to preserve the heritage of the Stonehurst building.

**MOTION FAILED**

**R2020-446 Short-Term Rental Bylaw**

MOVED by Councillor Lumley  
SECONDED by Councillor Ladwig

THAT the Director of Planning's report titled Short-Term Rental Bylaw and Short Term Rental Bylaw 1065-47 be referred to the Planning & Development Committee for discussion.

**CARRIED**

*Regular Council Meeting Minutes - Tuesday, October 6, 2020*

**R2020-447    Property Valuation for Insurance Purposes**

MOVED by Councillor Croal  
SECONDED by Councillor Ladwig

THAT a budget of up to \$17,000 be authorized for a Property Appraisal for Insurance purposes.

**CARRIED**

**COUNCIL REPORTS**

*Members of Council provided an update on their recent activities since the previous meeting.*

**MOTION TO EXTEND**

**R2020-448**    MOVED by Councillor Croal  
SECONDED by Councillor De Andrade

THAT the Regular Council meeting of October 6, 2020 be extended to 10:00pm.

**CARRIED**

**CORRESPONDENCE**

**R2020-449    Matt Cavers, Coast Car Co-op - Letter of Support Request**

MOVED by Councillor Ladwig  
SECONDED by Councillor De Andrade

THAT a letter be drafted to support the Coast Car Co-op's Investment Readiness Program Grant application.

**CARRIED**

**BYLAWS**

**R2020-450    Building Bylaw 1284**

MOVED by Councillor Ladwig  
SECONDED by Councillor Croal

THAT "Building Bylaw No. 1284, 2020" be adopted.

**CARRIED**

*Regular Council Meeting Minutes - Tuesday, October 6, 2020*

**R2020-451 Bylaw Notice Enforcement Bylaw 1125-11 - Building**

MOVED by Councillor Ladwig  
SECONDED by Councillor Croal

THAT "Bylaw Notice Enforcement Amendment Bylaw No. 1125-11, 2020" be adopted.

**CARRIED**

**R2020-452 Anti-Noise Bylaw 1285**

MOVED by Councillor Croal  
SECONDED by Councillor Ladwig

THAT "Anti-Noise Bylaw No. 1285, 2020" be given first, second and third reading.

**CARRIED**

**R2020-453 Bylaw Notice Enforcement Bylaw 1125-10 - Tree Preservation**

MOVED by Councillor Lumley  
SECONDED by Councillor Croal

THAT "Bylaw Notice Enforcement Amendment Bylaw No. 1125-10, 2020" be adopted.

**CARRIED**

**R2020-454 Bylaw Notice Enforcement Bylaw 1125-09 - Anti-Noise**

MOVED by Councillor Croal  
SECONDED by Councillor De Andrade

THAT "Anti-Noise Bylaw Notice Enforcement Amendment Bylaw No. 1125-09, 2020" be given first, second and third reading.

**CARRIED**

**R2020-455 Rates, Fees & Charges Amendment Bylaw 1196-19**

MOVED by Councillor Lumley  
SECONDED by Councillor Croal

THAT "Town of Gibsons Rates, Fees and Charges Amendment Bylaw No. 1196-19, 2020" be adopted.

**CARRIED**



*Regular Council Meeting Minutes - Tuesday, October 6, 2020*

**R2020-456    Official Community Plan Amendment Bylaw 985-25 - Davis Rd/Poplar Ln**

MOVED by Councillor Ladwig  
SECONDED by Councillor Lumley

THAT "Official Community Plan Amendment Bylaw No. 985-25, 2020" be given third reading.

**CARRIED**  
**Mayor Beamish OPPOSED**

**R2020-457    Zoning Amendment Bylaw 1065-54 - Davis Rd/Poplar Ln**

MOVED by Councillor Croal  
SECONDED by Councillor Ladwig

THAT "Zoning Amendment Bylaw No. 1065-54, 2020" be given third reading.

**CARRIED**

**NEW BUSINESS**

**R2020-458    Gospel Rock Multi-Use Trail/Gower Point Road Safety**

MOVED by Councillor Lumley  
SECONDED by Councillor Ladwig

THAT a conversation with the property owner be initiated with the purpose of removing the proposed multi-use trail (Trail C) from the Gospel Rock Park Plan map as requested by The Land Conservancy (TLC) and the Sunshine Coast Conservation Association (SCCA);

AND THAT alternative measures required be identified and implemented to improve bicycle and pedestrian safety on Gower Point Road through the Gospel Rock Area including the options of reducing the speed limit, improving signage and implementing traffic calming.

**CARRIED**

**MOTION TO EXTEND**

**R2020-459**    MOVED by Councillor Lumley  
SECONDED by Councillor Croal

THAT the Regular Council meeting of October 6, 2020 be extended to 10:15pm.

**CARRIED**

*Regular Council Meeting Minutes - Tuesday, October 6, 2020*

**INQUIRIES**

*The Mayor provided an opportunity for the public to ask questions of Council.*

**MOTION TO CLOSE**

**R2020-460** MOVED by Councillor Ladwig  
SECONDED by Councillor De Andrade

THAT the meeting be closed at 10:01pm in accordance with section(s)  
90(1)(g),(i),(m) of the *Community Charter*:

*90 (1)A part of a council meeting may be closed to the public if the  
subject matter being considered relates to or is one or more of the  
following:*

*(g) litigation or potential litigation affecting the municipality;*

*(i) the receipt of advice that is subject to solicitor-client privilege,  
including communications necessary for that purpose;*

*(m) a matter that, under another enactment, is such that the public  
may be excluded from the meeting.*

**CARRIED**

**REOPEN TO THE PUBLIC**

The meeting reopened to the public at 10:35pm.

**NEXT MEETING**

The next Regular meeting of Council to be held on Tuesday, October 20, 2020  
in the Town Hall Council Chambers at 7:00pm.

**ADJOURNMENT**

**R2020-461** MOVED by Councillor Ladwig  
SECONDED by Councillor De Andrade

THAT the meeting be adjourned at 10:35pm.

**CARRIED**

---

Lindsey Grist, Corporate Officer

---

William Beamish, Mayor

# Gibsons Visitor Centre (GVC)

## 2020 Report



Wendy Wright  
Visitor Services Manager

October 20, 2020

**First and foremost, I'd like to acknowledge Emanuel Machado, Coastal Dream Builders, Emerge Design, Tracy Forster and Tyler Musgrove who, along with many other Town of Gibsons staff have gone above and beyond to make the new Gibsons Visitor Centre a reality.**

- We're very excited about the new space and very much look forward to a time when visitors can enjoy the full benefits it offers
- We will continue pursuing grant opportunities to enhance the Visitor Centre's outdoor and indoor space to increase the visitor experience

### **What we've been up to since this time last year...**

#### **New Visitor Centre Renovation and move timeline overview**

OCTOBER 2019	JAN / FEB 2020	MAY / JUNE
<ul style="list-style-type: none"> <li>• Informed that the building of the new VC will go ahead. ToG would fund the building portion of the centre and Sunshine Coast Tourism (SCT) would fund the remainder (shelving, furniture and displays etc.)</li> <li>• Construction was set to be finished by the first week in March 2020 with a target of opening in April.</li> <li>• GVC Manager and SCT would involve the ToG in planning a grand opening</li> </ul>	<ul style="list-style-type: none"> <li>• The contractors are at the point where they are asking us to provide information regarding aspects of the design work i.e. paint colour, flooring etc.</li> <li>• Began ordering light fixtures, retail displays, shelving for brochures, chairs and bargain hunting for second hand furniture and wood to be repurposed</li> </ul>	<ul style="list-style-type: none"> <li>• Packed up old VC and moved smaller items; retail, brochures files etc.</li> <li>• Moved remaining furniture, computers, regional guides</li> <li>• Telus internet and phone connected</li> <li>• Big Blue "i" signs installed outside the new VC</li> <li>• Hired 2 CSJ staff and a new permanent part time staff</li> <li>• Purchased sneeze guard, created COVID-19 signage</li> <li>• Set up temporary tables and brochure displays to greet visitors at the front doors of the new VC</li> </ul>

### **Unexpected delays...**

#### **HOW WE RESPONDED TO COVID-19**

The Gibsons Visitor Centre (Marine Dr. location) closed on March 18, 2020 after a state of emergency was declared by BC's Health Minister due to the global COVID-19 pandemic and nonessential travel was discouraged.

The GVC Manager, under the direction of Sunshine Coast Tourism (SCT) and their COVID-19 #ExploreLater messaging, responded to email and phone inquiries regarding if and when visitors would be welcome to visit the Sunshine Coast.

The GVC Manager continued to prepare for the opening of the new centre along with implementing a COVID- 19 Safety Plan to ensure we were ready when the province entered Stage 3 of the COVID-19 Restart Plan. The new Visitor Centre opened its doors on July 1, 2020.

We had planned to organize a grand opening, but this was not possible due to the pandemic. In order to get the word out around town, our Canada Summer Jobs (CSJ) staff introduced themselves and distributed flyers to the businesses in Gibsons Landing. Many businesses posted the notice in their window, which was helpful. With any luck, we will be in a position to host a belated grand opening in the spring of 2021!

#### READYING THE NEW VISITOR CENTRE

- Coordinated finishing details of GVC construction with contractors
- Completed construction clean-up
- Inventoried wayfinding signage, determined appropriate new locations and used the GVC budget to purchase new signs (\$600)
- Prepared and purchased outdoor building signage (\$600)
- Relocated the contents from the old to new VC location
- Set up centre: furniture, technology, brochures, maps, retail
- Arranged Installation of security system
- Expanded retail program with new Sunshine Coast branded T-shirts and masks

**MacGyvered  
Temporary Retail Display**



**Branded Market Tent  
with Plexiglass Sneeze Guard**



#### COVID-19 PLAN

- Created and implemented a joint Gibsons & Sechelt VC COVID-19 Safety Plan: Policies, Practices and Protocols Manual for VC staff
- Purchased a 10x10 market tent (\$650) and plexiglass sneeze guard (\$300), which was set up to greet visitors at the front door (no access to interior provided for visitors)
- Purchased and installed permanent glass sneeze guard on front counter (\$1,040)
- SCT produced a Safe Travel Alert entitled: **Exploring the Sunshine Coast Safely and Responsibly During COVID-19**, which is handed out to all visitors to the GVC & SVC



## GVC Operating Set-up & Hours

Operating daily from July 1 - Sept 30, with modified hours of 10am-4pm to allow staff time to set-up, take-down and sanitize.

We are currently set up at the front door with plans to move behind the permanent glass sneeze guard toward the end of October. We will continue to prohibit access to our open areas and washroom facilities, require masks and limit the number of visitors to 2 at a time.

During the 2019 fall/winter season, local business owners and residents expressed that Mondays were often busy with visitors. For the 2020/21 season, the GVC will shift the two closed days to Tues/Wed from Mon/Tues.

### HOURS OF OPERATION

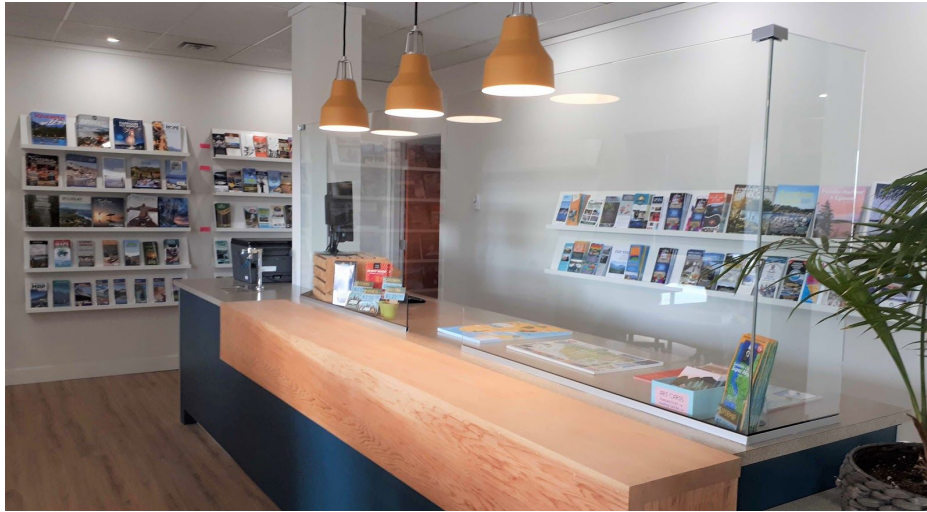
ToG Fee for Service Agreement (for reference):		
<b>Jan 1 – June 23</b> 5 days/wk, min 30 hours	<b>June 24 – Sept 1</b> 7 days/wk, min 50 hours	<b>Sept 2 – Dec 31</b> 5 days/wk, min 30 hours

2019/2020	Proposed 2020/2021
<b>OCT 2019 – MARCH 17, 2020</b> Wednesday – Sunday   10am - 4pm Closed: Monday + Tuesday  <b>JULY 1 – SEPT 30</b> Open Daily   10am - 4pm  <b>OCT 1 – DEC 31</b> Monday, Thursday – Saturday   10am – 4pm Sunday   9am – 3pm Tuesday + Wednesday   CLOSED	<b>OCT 2020 – JUNE 23, 2021</b> Monday, Thursday – Saturday   10am – 4pm Sunday   9am – 3pm Tuesday + Wednesday   CLOSED  <b>JUNE 24 – SEPT 30</b> Open Daily   9 am - 4:30pm – allowing time for sanitization – staff shift 9-5  <b>OCT 1 – DEC 31</b> Monday, Thursday – Saturday   10am – 4pm Sunday   9am – 3pm Tuesday + Wednesday   CLOSED
Open All Holiday Mondays	
Family Day, February 17   <del>Victoria Day, May 18</del> BC Day, Aug 3   Labour Day, Sept 7 Thanksgiving Day, Oct 12	Family Day, February 15   Victoria Day, May 24 BC Day, Aug 23   Labour Day, Sept 6 Thanksgiving Day, Oct 11



### Permanent Glass Sneeze Guard



## Overview and Observations

It is presumed that the following have contributed to a decrease in visitors to the centre:

- Visitors heeding advice of the Provincial Health Office, getting their travel information in advance online, by email and phone, and coming prepared;
- Return visitors already familiar with the Sunshine Coast and not wanting VC services
- Travellers wanting to be respectful of SC locals as well as limit contact with people outside their bubble

Compared to recent months and years, the GVC has received more phone calls and emails from visitors enquiring as to the status of travel to the Sunshine Coast, what amenities, attractions, restaurants etc are open, and how receptive local residents are to visitors.

## Staffing

- During the peak season (May-September), the GVC operated with 1 full-time manager (Wendy Wright) and 4 part-time staff
- In 2020 the VC Manager applied for and was granted 2 Canada Summer Jobs employees. One CSJ employee was re-hired and a new part time staff was hired.

## Training and Familiarization Tours

Visitor Centre staff and volunteers are trained to be knowledgeable of the entire region and provide an expert level of knowledge of their local communities and businesses.

- Destination BC launched a new Tourism Visitor Information Counsellor (TVIC) program. The GVC Manager, 1 new part time staff and the 2 Canada Summer Jobs (CSJ) staff completed the new training along with local knowledge training facilitated by the VC Manager
- The 2 CSJ staff and a new part time staff participated in the Gibsons Landing Historical Walking Tour run by local history buff, Dale Peterson as well as received a tour of the Gibsons Museum with Matthew Lovegrove

## 2020 Statistics

Statistics for the peak 2020 season indicate a significant decrease in the number of visitors to the GVC compared to 2019 and 2018. This was the trend throughout BC VC's.

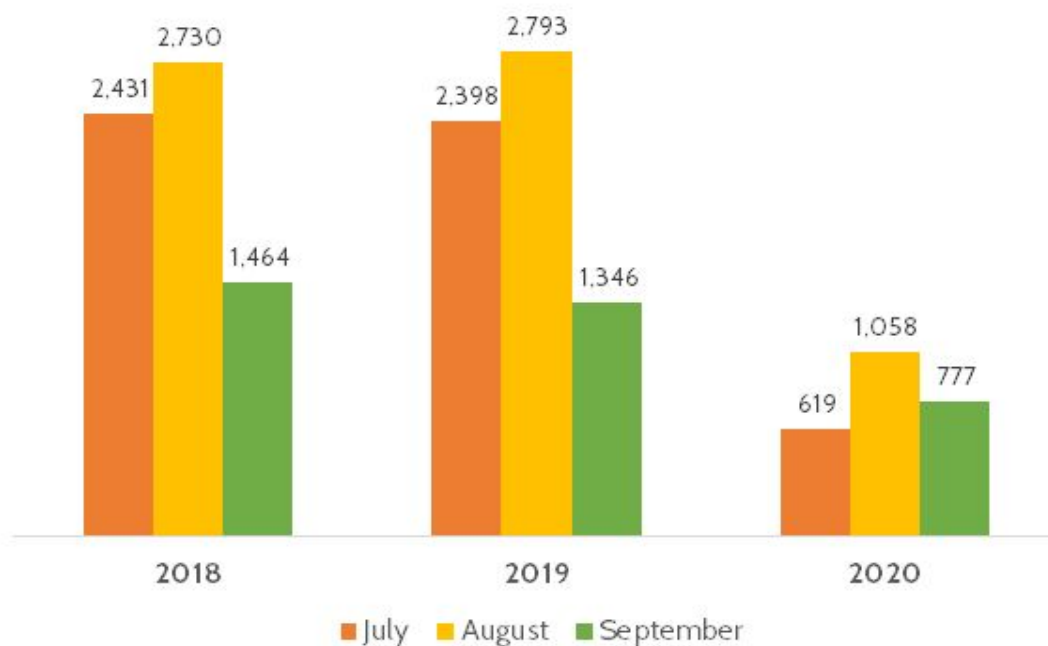
This report provides an overview of the visitor traffic and collected in July through September 2020, compared to the same period in the past two years.

Since SCT began managing the GVC, we have extended the September open hours beyond the service agreement requirement of 5 to 7 days per week, which has proven to be rewarding.

The number of visitors decreased by only -27% from August to September in 2020, compared to dropping 46% in 2018 and 16% in 2019. There appears to be a trend of increased visitors later into the off season - the main focus of SCT's marketing efforts. Many accommodators and outdoor recreation providers have expressed that they have been much busier this September and are fully booked into October.

There were a total of 6,625 visitors to the GVC from July 1 - September 30.

NUMBER OF VISITORS:



- The new location, being situated directly across from Winegarden Park and conveniently located washrooms was very helpful as our washroom remains closed to visitors and many visitors approach the VC for this sole purpose. As in previous years, the third most frequently requested information and services after Maps & Directions and Adventure Recreation was the use of Washroom Facilities.
- Directional signage for washrooms throughout the Landing would benefit travellers and locals alike. We see many desperate faces climb the stairs in search of the washroom - and hearing that they need to turn around and walk back down those 66 steps to Winegarden does not make for a great first impression. SCT is working with DBC on a Destination development plan, part of which is to inventory all public washroom facilities on the Sunshine Coast, assess where the gaps are and address needs with local governments and find appropriate provincial grants. SCT will be in touch with the ToG regarding this over the coming months.

## Social Media

- The feedback we've received from first-time, social media savvy visitors is that they had no idea what we had to offer but were extremely happy they came in. With the goal of creating a new generation of travellers that talk about, share with friends and take advantage of what VCs have to offer, over this fall/winter season, the GVC Manager will work with SCT's social media contractor to promote visitation to VCs on social media channels.

## Ratings

- Both the GVC TripAdvisor and Google My Business pages boast 4.5+ star ratings. We foster a Visitor First attitude with the VC staff. Our staff work together with the manager to keep informed of community events and updates to share with visitors. Staff are encouraged and supported to 'go the extra mile' to exceed visitor expectations

**This summer, a visitor from White Rock took the time to email us about their experience.**

---

*Thank you for your help Matt. We used the list to book accommodations.  
I'm sure your supervisor knows how courteous, friendly and professional  
you are, but I'd like to put in a good word.*

---

## Building Community

In September, Michael from the GPAG approached us about using the VC after hours to hold their board meeting and we were more than happy to accommodate them.

Being in this new central location with its enhanced components, we look forward to offering extended hours during evening events and expanding available community amenities to locals and visitors.





# SUNSHINE COAST TOURISM

## STRATEGIC PLAN 2020-2024



# Table of Contents

BIG PICTURE OVERVIEW ..... 1

MESSAGE FROM THE PRESIDENT ..... 4

MESSAGE FROM THE EXECUTIVE DIRECTOR ..... 5

KEY ACHIEVEMENTS ..... 7

PERFORMANCE MEASURES ..... 8

COVID-19 IMPACTS ..... 10

    • Sunshine Coast Specific COVID-19 Impacts ..... 12

POTENTIAL FUTURE SCENARIOS ..... 13

STRATEGIC PILLARS ..... 15

    • Strength Through Alignment ..... 16

    • Data Smart Destination ..... 18

    • Sustainable Tourism Growth Management ..... 19

    • Organizational Excellence ..... 21

    • Scorecard ..... 23

BUDGET ..... 24

SCT STAFF AND BOARD OF DIRECTORS ..... 26







## Big Picture Overview

The Sunshine Coast is a premier BC destination; the expression “Sunshine Coast” reflects a powerful and attractive tourism brand for the region. Building on the successful collaboration between the Sunshine Coast and qathet Regional Districts, the Sunshine Coast Tourism Strategic Plan 2020-2024 will continue to advance the destination development and tourism aspirations of the region.

### Our Mission

Sunshine Coast Tourism’s mission is to build a strong tourism economy on the Sunshine Coast consistent with the values of its residents.

### Our Vision

We are a unified Sunshine Coast, working together to increase the social, cultural, and economic benefits from our year-round visitor economy. With vibrant coastal communities amid exceptional outdoor adventures, we attract respectful visitors who like to discover and understand more about our laid-back lifestyle and the wild, natural places that nourish us.

## OUR VALUES

A sense of curiosity  
– intellectually and emotionally.

Respect for all – a desire  
for all to co-exist here.

A love for where we  
work and play.

Respect for the land and  
its history – ecologically  
conscious and strive  
toward sustainability.





### Our Strategy

Our team works diligently to create destination brand awareness through inspiring and engaging marketing campaigns that motivate visitors to plan their trip to the Sunshine Coast. We support the traveller experience with our network of visitor centres and also engage all levels of government to advocate and support sustainable destination development and infrastructure projects that enhance both our communities and the overall visitor experience.

### Our Funding

The primary funding source for Sunshine Coast Tourism is via the two percent Municipal and Regional District Tax (MRDT). Other funding sources include local governments, contract fees for management of visitor centres, Destination BC co-op funding and federal summer job grants.

### Our Governance

An 11 person volunteer industry-led advisory board of directors governs Sunshine Coast Tourism. A team of 4 full-time staff and 3 part-time specialized contractors manages day-to-day operations.





*Destination BC and Sunshine Coast Tourism have long enjoyed a close partnership since the inception of our Co-operative Marketing Program five years ago. Industry collaboration is a strong pillar of the Co-operative Marketing Program and Sunshine Coast Tourism has embodied this through project participation and support in numerous sectors including mountain biking, ocean boating, fishing, and farmer's markets. They were instrumental in pioneering the BC Ale Trail, and leading the project through to the success that many craft brewers across the province are seeing today. Destination BC is extremely grateful to the team for their support in our program and of the Super, Natural British Columbia® brand, and we look forward to continued success, together, in the future."*

~ KIM HOOD, MANAGER OF  
DESTINATION BC COOPERATIVE  
MARKETING PROGRAM

# Message from the President

## Sunshine Coast Tourism, J.L. (Jack) Barr

I would like to start by recognizing the tremendous period of growth and success the Sunshine Coast has seen since 2016. The increased funding, primarily through the MRDT, combined with ongoing support from our valued industry partners and the dedicated work of our staff has enabled us to accomplish more than we ever have before.

We are also fortunate to be generously endowed with the natural attributes, cultural experiences and world-class hospitality that together make us a preferred tourism destination by local and international travellers alike.

Unfortunately, the world looks quite different now, as we all navigate a global pandemic. The impacts on our families, communities, businesses – and of course the debilitating repercussions for our industry sector – are yet to be fully comprehended.

The road ahead will undoubtedly challenge us, as the COVID-19 crisis squarely hits tourism like few other industries. With the worldwide economy suffering, industry leaders are bracing for a long road to recovery and some stiff competition as all destinations move to rebuild in local markets first.

Nevertheless, in our part of the world we have a great deal to be grateful for, including our incredible value proposition, our collaborative approach to common objectives, and a solid local market of dedicated tourists that is likely to grow in the near term. Working together, we are well positioned to contribute to economic recovery in our region and help to restore the productivity and optimism that characterizes British Columbia.

Now more than ever, a strong and unified strategy, supported by renewed funding, will not only help to drive market recovery on the Coast – it will ensure that we thrive and sustain our business landscape like never before.

Sincerely,  
J.L. (Jack) Barr



## Message from the Executive Director Sunshine Coast Tourism, Paul Kamon

When I first joined the Sunshine Coast Tourism team in 2011, we were just beginning to feel the worst effects of the global financial crisis after riding the euphoric wave of the 2010 Winter Olympics. Investment in the tourism sector quickly dried up; service cuts and annual fare increases from BC Ferries dampened growth in the market, and the prospect of introducing the Municipal Regional District Tax (MRDT) to fund destination marketing for the region was met with tenuous support. Over time, with new operators seeking growth opportunities for their businesses, sentiment shifted toward the MRDT and the Sunshine Coast successfully entered the program in August of 2016.

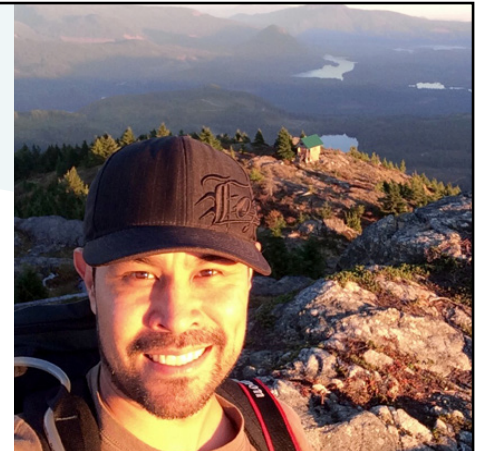
Since that time, tourism has made a remarkable turnaround on the Sunshine Coast. With awareness of the region as a premier travel destination increasing with our enhanced marketing efforts, BC Ferries ridership in the region also grew to its highest levels in over 20 years. Room revenues rose by over 31% from 2015-2019, with annual growth averaging over 6% year over year. And most importantly, growth was occurring even faster (12%) in the shoulder-season months (October-April). The goal of becoming a year-round tourism destination was taking hold.

By early spring of 2020, all signs were pointing toward another record season of tourism business on the Sunshine Coast.

Then the COVID-19 global pandemic took over and changed everything. But within this incredibly challenging and chaotic time, we were also presented with a unique opportunity for introspection. This time allowed us to refocus and better understand our communities' growing concerns of "over tourism" and unchecked development. It also allowed us time to better articulate our core message of safe, responsible and respectful travel to both our visitors and host businesses as we are all guests on the traditional lands of our four Coast Salish nations: Tla'amin, Klahoose, shíshálh, Squamish.

With this renewed sense of purpose, along with a commitment for deeper engagement with our communities, stakeholders, and Indigenous partners, I look forward to navigating safely through this pandemic to work with you to build a truly sustainable and more equitable tourism industry for the Sunshine Coast.

Paul Kamon,  
Executive Director





*"The BC Ale Trail provides visitors and British Columbians the opportunity to explore BC's rich "beer-centric" culture through the BC breweries. The BC Ale Trail's founding team included Paul Kamon, Executive Director of Sunshine Coast Tourism. Paul's tourism background and guidance were integral in forming partnerships with Destination Marketing Organizations. Using the Sunshine Coast Ale Trail as the template for expansion has provided the framework we needed to roll the program out. The BC Ale Trail now works with over 40 DMOs on 19 Ale Trails around the province."*

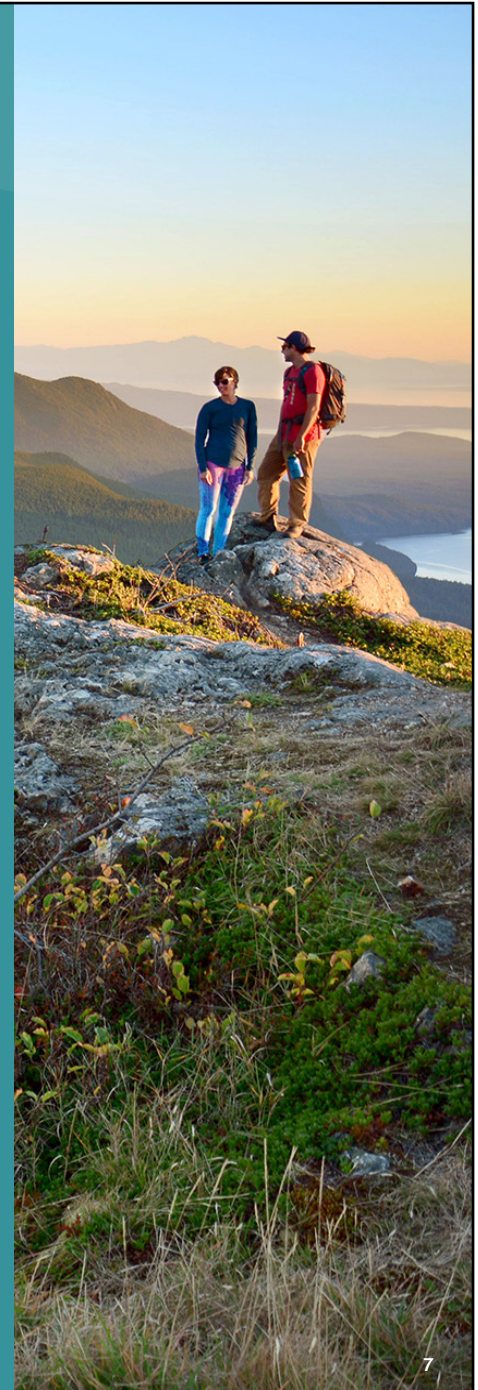
~ KEN BEATTIE, EXECUTIVE DIRECTOR OF BC CRAFT BREWERS GUILD



# Key Achievements

The following are key achievements made through the 2015-2019 strategic planning cycle:

1. Completion of a **10 Year Sunshine Coast Destination Development Strategy**; currently in Year 3 of implementation.
2. **Improved seasonal dispersion.** Over the last three years room revenues on the Sunshine Coast exhibited a higher increase in the shoulder and low season (October-April) than the peak season – 12% v 6%.
3. **Increase** in organic growth **of user generated content** as a result of the 210,383+ uses of **#SunshineCoastBC**.
4. Built and **launched a new website** with a dynamic booking engine that in 2019 provided 198,250 referral clicks to stakeholders.
5. On average **hosted 45+ media and social influencers** from around the world that resulted in a record 1,000+ travel articles about the region generating **over 500+ million impressions** in high value publications and broadcast outlets, annually.
6. Signed contracts to manage the **Visitor Information Centre** for the Town of **Gibsons** and the District of **Sechelt**. Developed and began implementation of the "Sunshine Coast Regional Visitor Services Strategy" to help guide and facilitate **deeper collaboration amongst the communities**.



# Performance Measures

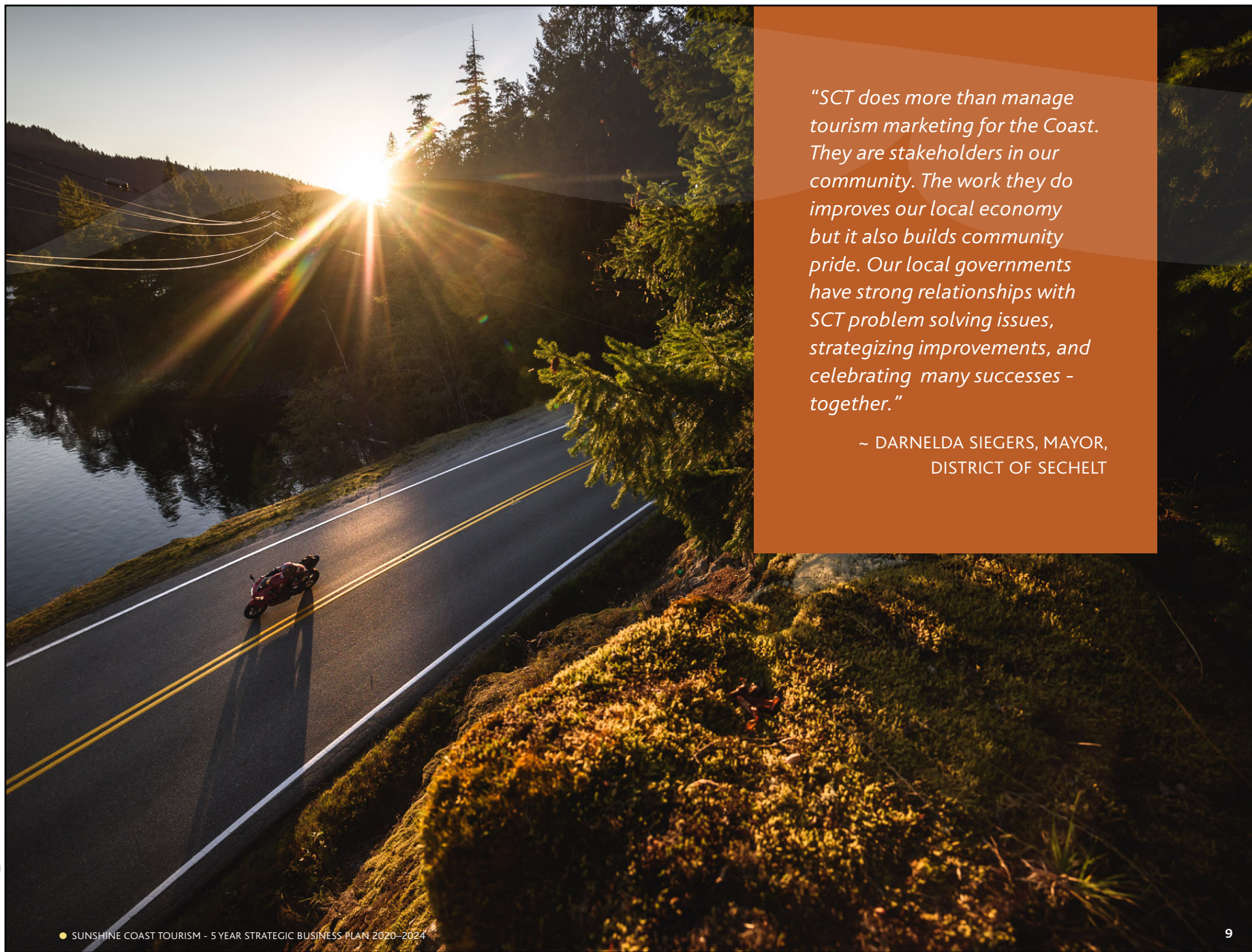
The following are key performance measures related to tourism in the Sunshine Coast.

- **31% increase in room revenues** for lodging with 4+ rooms between 2015 and 2019.
- **107% increase in web users** between 2017 and 2019 with a 91% increase in page views for **sunshinecoastcanada.com**.
- A social audience that numbered **24.8k Instagram** followers, **12,168 Facebook** followers and **5,488 twitter** followers at the end of 2019.
- **A strong Net Promoter Score** of 63.8 among BC residents and **65.4 among Alberta residents** who would consider the Sunshine Coast as a destination for an overnight visit. This is similar to past Net Promoter Scores for the province.
- **A strong Tourism Sentiment Index score** of 52 (54% promoters; only 2% detractors) that is in the high range for the Sunshine Coast's competitive set (small coastal and outdoor oriented communities).

\* Destination BC changed its performance metric from a Net Promoter Score to being ranked #1 within its competitive set in its target markets. While closely aligned to NPS it is not the same. Past NPS scores for BC ranged from 58 to 68; similar to that achieved by the Sunshine Coast.







*"SCT does more than manage tourism marketing for the Coast. They are stakeholders in our community. The work they do improves our local economy but it also builds community pride. Our local governments have strong relationships with SCT problem solving issues, strategizing improvements, and celebrating many successes - together."*

~ DARNELDA SIEGERS, MAYOR,  
DISTRICT OF SECHelt

# COVID-19 Impacts

The impact of COVID-19 on tourism business was immediate and the long term implications of the crisis are still unknown. Current future thinking as summarized by Maya Lange, VP Global Marketing on a recent Destination BC update indicated the following shifts in traveller attitudes and trends which will have an impact on travel in general and the Sunshine Coast specifically.

## TRAVELLER ATTITUDES/TRENDS

### Rising prices, reduced incomes, desire to be alone/ within a tight bubble.

- Increased prices due to additional cleaning costs, and the need for social distancing will result in reduced volumes and higher costs per person.
- Lower employment and income levels for many, reducing the base of people able to afford travel.
- Travellers looking for places they can be on their own, away from others (increased desire for private villas/islands at the high end and private homes/condos, over traditional hotels; countryside over cities). Travel trending towards longer stays.

## IMPLICATIONS FOR THE SUNSHINE COAST

### Travel has become a luxury item.

- If only the rich can afford long distance travel and they are looking for a more private and exclusive experience, what does this suggest for the Sunshine Coast? Should the focus, for the first few years, be exclusively on local/regional travellers? Does there need to be a change in the types of experiences being provided?
- What opportunities are there for visitors to fly in and if this type of access grows, what will these customers be looking for in terms of experiences?



TRAVELLER ATTITUDES/TRENDS	IMPLICATIONS FOR THE SUNSHINE COAST
<p><b>Changes to the experience and past expectations of the experience.</b></p> <ul style="list-style-type: none"> <li>■ Tourism operators are having to cut back on added value items they had been providing and that customers had come to expect (i.e., closed pools, spas).</li> <li>■ Travellers are being managed more (staggered arrival times); restrictions on where and when they can visit – off the beaten trail experiences may gain greater use.</li> <li>■ Shift in resident views of travellers – residents are taking back their cities and do not want to see the same numbers and type of travellers – preference for those who will stay longer and act more like a resident than a fly through tourist.</li> </ul>	<p><b>Diminished value proposition.</b></p> <ul style="list-style-type: none"> <li>■ Operators need to develop a new understanding of hospitality and create more opportunities to get off the beaten path in ways that do not feel managed.</li> <li>■ Destination development and growth will need to be well managed to address and balance the views of residents, visitors and place.</li> </ul>
<p><b>Increased use of and comfort with digital platforms.</b></p> <ul style="list-style-type: none"> <li>■ Companies and people have become much more tech savvy – according to a McKinsey article the last three months have seen 10-years' growth in the speed at which e-commerce has replaced physical channels.</li> <li>■ People are on-line learning about places they want to visit.</li> <li>■ An increase in the use of social media, especially Instagram.</li> </ul>	<p><b>Supersonic Digitization.</b></p> <ul style="list-style-type: none"> <li>■ Individual operators will need to be tech savvy and provide the ability to book and schedule on-line. Potentially opening an opportunity for SCT to provide more than referrals and manage visitor bookings/scheduling for smaller operators.</li> <li>■ Travellers are likely to have a better understanding of what the experience is that they are coming to. Operators will have to be careful to accurately reflect their experiences. Re-prioritizing of digital spend towards media that provide highly targeted digital ads and align with the current and potential visitor profile.</li> </ul>

# Sunshine Coast Specific COVID-19 Impacts

- 50% decline in passenger traffic and a 36% decline in vehicle traffic in the first six months of 2020 compared to the previous year for the main Horseshoe Bay to Langdale ferry route. This decline is anticipated to hold through Q3 and potentially through Q4.
  - Given that traffic on this route is the primary way to access the area and had been relatively constant for the previous five years with average annual increases a little over 1%, the reduction in ferry sailings and capacity has had a substantive impact on tourism in the area. Furthermore, without a return to previous sailing frequencies and capacities, the Sunshine Coast is unlikely to see the number of travellers return to pre-COVID-19 levels. Additionally, those that do come may be looking for different experiences.
- A decline of 63% in year over year lodging revenues for the first five months of 2020. However, conversations with industry suggest the decline has eased.
- Tourism Sentiment Index score of +29 is a decline but remains positive.
- As of August 1st there was a 15% increase in uses of #sunshinecoastbc and a 20% increase in Instagram followers.
- Decrease of approx 60% in July-August visitor traffic at the Powell River, Gibsons and Sechelt Visitor Information Centres over the same period last year.





# Potential Future Scenarios

COVID-19 has resulted in significant and substantive impacts on people's desire to travel. The immediate impacts can be seen from the current estimates of room revenues for the Sunshine Coast where it is estimated we will finish the year 52% lower than 2019. While this is not as far behind as after the first five months it is still a significant and substantial loss.

Further, given access to the area is highly dependent on BC Ferries future, rebound scenarios are centred on how quickly BC Ferries resumes sailings and increases capacity levels. Lodging revenues and therefore the MRDT funding are aligned with BC Ferries traffic volumes. Consumer awareness of the area and visitor attitudes and behaviours, while important, play a secondary role at this time.



	Scenario 1 - Slow Return		Scenario 2 - Medium Return		Scenario 3 - Fast Return	
Year	Room Revenue	% Change	Room Revenue	% Change	Room Revenue	% Change
2019	\$20,318,458	14%	\$20,318,458	14%	\$20,318,458	14%
2020	\$10,702,002	-47%	\$10,702,002	-47%	\$10,702,002	-47%
2021	\$12,687,630	19%	\$13,451,074	26%	\$15,041,215	41%
2022	\$15,040,193	19%	\$16,656,464	24%	\$20,724,827	38%
2023	\$17,827,259	19%	\$20,623,234	24%	\$22,797,309	10%
2024	\$21,131,196	19%	\$21,654,396	5%	\$25,077,040	10%

ASSUMPTIONS	Scenario 1 - Slow Return	Scenario 2 - Medium Return	Scenario 3 - Fast Return
Ferry Traffic	Return to pre-COVID-19 volume by 2024	Return to pre-COVID-19 volume by 2023	Return to pre-COVID-19 volume by 2022
Increase in Room Rate	1%/year beginning in 2021	1.5%/year beginning in 2021	2%/year beginning in 2021
Awareness & Sentiment	Continues to grow, primarily organically	Continues to grow, organically and through active marketing	Continues to grow, primarily organically
Attitude on Outdoors	Continued desire for outdoor activities	Continued desire for outdoor activities	Continued desire for outdoor activities
Attitudes on Travel	Easing of restrictions and people want to travel	Easing of restrictions but little desire to travel beyond region	Desire to travel beyond region



## Four Strategic Pillars

Sunshine Coast Tourism has identified four goals for continued success:

1. Continue building awareness and regional brand equity.
2. Increase our Net Promoter Score to be in the top 5 in BC.
3. Continue to score in the Tourism Sentiment Index's high category for our competitive set (small waterfront communities)
4. Drive room revenues up 25% by 2024 to \$25 million (a 60% increase from anticipated revenues for 2020).

While goals were initially determined prior to the onset of COVID-19, only the fourth goal, relating to increased room revenues has been adjusted to reflect our new realities (was originally set as an increase of 15% to 23 million).

Four strategic pillars to achieve our goals have been identified to provide a lens and framework for the 2020-2024 strategy and business plan:

ONE	Strength Through Alignment
TWO	Data Driven Decision Making (Data Intelligence)
THREE	Holistic and Sustainable Management of Tourism Growth (Sustainability / Tourism Growth Management)
FOUR	Organizational Excellence



# PILLAR ONE

## Strength Through Alignment

### Why it's important

Funds are limited; by focusing our resources in the areas that are likely to have the most positive results we are assured of a higher return on our marketing investment.

### Key Strategies

1. Leverage the power of partnerships by aligning efforts with Destination BC and other tourism partners that have a similar target focus.

#### Consumer Focus

- Primarily – Learners, specifically the Authentic Experiencers and Cultural Explorers.
- Additionally, at certain times of the year – Free Spirits and Gentle Explorers.

#### Attitude/Behavioural Focus

- Interest in the Canadian wilderness – nature and the outdoors.
- Outdoor activities, especially marine touring, mountain biking, cycling, hiking, snowshoeing and paddle sports.
- Health and wellness, including forest bathing, meditation retreats and spas, etc.
- Culinary interests, especially food and beverage trails, farmers markets and festivals.

#### Market Focus (post COVID-19)

- Local – BC (Lower Mainland).
- Regional – Alberta (Calgary & Edmonton) and Washington state (Seattle).
- International – Western Europe, especially Germany, the Netherlands, Switzerland and the UK.

2. Tie marketing and media relations efforts to at least one of the Sunshine Coast's unique selling propositions (USPs):
  - A string of rural, ocean-side communities.
  - Outdoor Adventure.
  - Arts, Culture & Heritage.



# PILLAR ONE



3. Address the need for geographic dispersion to less busy areas, especially during the summer months and seasonal dispersion to the quieter off-peak (October-April) months. Given COVID-19 impacts put a renewed focus on off-season visitation.

## Outcomes:

1. Effective marketing spend – the ability to increase marketing spend by receiving additional dollars from Destination BC's Cooperative Marketing Program.
2. A more geographically dispersed visitor base across the region.
3. A higher share of visitors and an increase in visitation to the region October to April.
4. A higher share of target customers move completely through the path to purchase – from inspiration and awareness, through to active planning and booking.

## Sunshine Coast Target Visitor Segments

Research has shown that values provide a better understanding of travellers and the experiences they desire than traditional demographics. As a result we use the Explorer Quotient framework developed by Destination Canada to describe our target visitors, who are:

**Authentic Experiencers & Cultural Explorers:** Independent travellers with a desire to get off the beaten path, be in nature, learn about an area's history and culture and interact with locals in an authentic way, meaning they align well with our experience offering and values.

**Free Spirits:** Seek fun and will be interested in the more social, hedonistic and thrill-seeking experiences we provide.

**Gentle Explorers:** Seek travel experiences that are easy and provide the comforts of home; many of them return year after year to relax in familiar surroundings.

# PILLAR TWO

## A Data-Smart Destination

### Why it's important

Data driven decision-making addresses the continued move to ensure all decisions are the result of analysis and insights. New technologies provide access to visitor information and big data as input to intelligent strategic decision-making. Investing in becoming a "data-smart destination" will help Sunshine Coast Tourism showcase the true value of tourism in the local economy and provide valuable information across government agencies.

### Key Strategies

1. Leverage opportunities provided through Destination BC's marketing hub.
2. Leverage continued investments in data-driven marketing and analysis technologies to generate and manage leads and referrals to tourism partners.
3. Focus on channels and tools that provide the ability to measure performance as close to real time as possible, and that will build a better understanding of our visitors.

### Outcomes:

1. Marketing resources are determined based on real data.
2. Marketing spend is based on Return on Investment (ROI).
3. Marketing team understands how to collect and apply learnings to marketing decision-making.

## Tourism Sentiment Index Live

Tourism Sentiment Index Live (TSI) is a powerful tool that analyzes data from more than 500,000 online sources, peer-to-peer communication platforms, including all major social networks and review sites.

TSI will allow Sunshine Coast Tourism to measure what people really feel and what they find most worthy to share about our destination in real time. Having the ability to gauge sentiment changes through an online dashboard that is updated daily means our digital marketing is able to address and capitalize on shifts in consumer and community sentiment in close to real time.

# PILLAR THREE

## Sustainable Tourism Growth Management

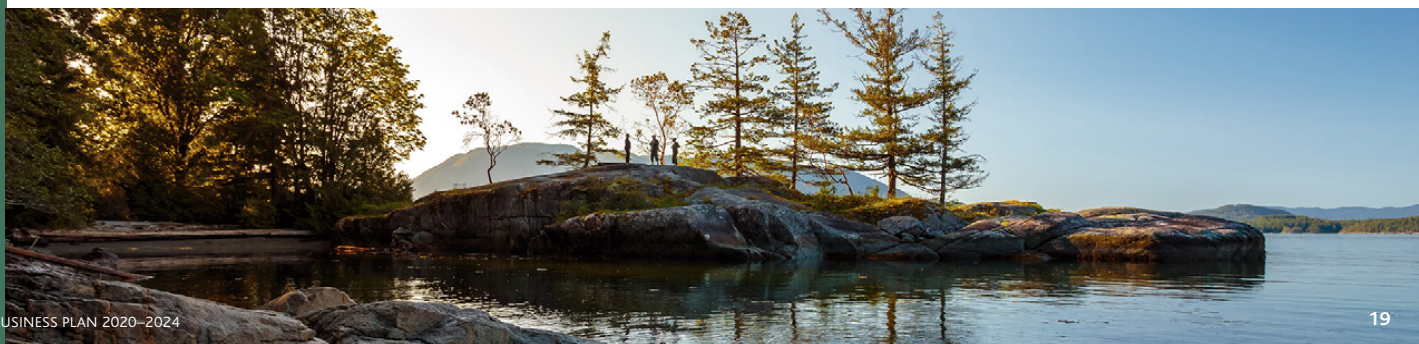
### Why it's important

If the changes seen as a result of COVID-19 have identified anything, it is that the tenets of sustainability are critical to ensuring tourism is a strong, vibrant component of the economy. This is not about a short-term fix, rather an on-going commitment to a strategy that will be incorporated into all aspects of our business and future plans.

It is everyone's role to ensure tourism is developed and managed carefully, in a sustainable way that meets the vision for the destination based on capacity levels that residents and the area's infrastructure are willing and able to support. It is key that we protect the natural and cultural resources that attract visitors to our region.

### Key Strategies

1. Manage tourism growth on the Sunshine Coast in a manner that ensures positive visitor experiences are balanced with community capacity and protection of natural places, and aligned with philosophies of Indigenous stewardship of the land.
2. Facilitate the development of programming and experiences that result in a more geographically dispersed visitor base during the peak summer period (to less busy areas) and an increase in visitation to the region during the quieter fall through spring period.
3. Work with the provincial government and industry partners to influence BC Ferries to increase the frequency and volume of sailings from the Lower Mainland to Langdale.
4. Align with provincial and local governments for infrastructure projects and to access additional grant funding in developing a sense of place for the region.
5. Use the Visitor Centres as physical and digital hubs that can address the needs of a sustainably managed tourism industry through visitor communications before, during and after their trip.



# PILLAR THREE

## Outcomes:

1. A better tourism experience for the visitor.
2. A more resilient tourism sector.
3. A resident and business community that better understands the benefits of tourism and is aligned with the future plans for the industry in the area.
4. Increased / easier access to the area.
5. A visitor base that is aware of and interested in taking a sustainable and more environmentally and culturally sensitive approach to visiting the Sunshine Coast.
6. A better community experience for residents and visitors based on providing a strong sense of place.
7. Stronger working relationship with the local Indigenous peoples.

## Indigenous Tourism

The Sunshine Coast region lies within the traditional territories of four Coast Salish Nations (Tla'amin, Klahoose, shíshálh, Squamish).

Indigenous tourism is one of the fastest growing market segments in Canada and the opportunity on the Sunshine Coast, with its close proximity to 3 major urban centres (Vancouver, Victoria, Seattle), is significant and important to the future economy.

From the shíshálh nation's exceptional tems swiya Museum, the Tla'amin expansion of the Lund Resort at Klah ah men, and the Klahoose nation's recent purchase of Homfray Lodge overlooking Desolation Sound, Indigenous tourism on the Sunshine Coast is on the rise.





# PILLAR FOUR

## Organizational Excellence

### Why it's important

Without the right people and systems in place, success is unlikely. Further, we want to ensure we provide a culture that promotes learning and data-based decision making so that our staff feel confident and empowered to make the real-time decisions required to ensure the right information is getting to the right visitors at the right time.

### Key Strategies

1. Foster a staff culture of curiosity, learning and responsibility for decision-making.
2. Empower all staff to engage with visitors and assist them with their travel decisions.
3. Empower all staff to engage with the industry and make appropriate decisions.
4. Move from a member based to a more inclusive stakeholder based organization.

### Outcomes:

1. A highly engaged staff.
2. Enhance reputation and increase visitation to the visitor information centres.
3. High levels of trust between staff and the industry.
4. Able to consider and address the larger tourism industry in addition to focusing on individual member concerns.



# PILLAR FOUR



## Sunshine Coast Visitor Services

The Sunshine Coast's visitor services teams work together as ambassadors for the region to help shape a remarkable visitor experience that makes our guests want to come back, and to recommend the Sunshine Coast as a great place to visit.

The following six goals were identified in the Visitor Services Strategy for the Sunshine Coast:

1. Achieve a unified Sunshine Coast visitor services team.
2. Drive longer stays throughout the entire Sunshine Coast.
3. Increase the number of visitors that come back for a repeat visit.
4. Lead BC as the friendliest place to visit.
5. Increase the number of people who would recommend the Sunshine Coast as a place to visit.
6. Support the development of a year round visitor economy.

# Scorecard

Strategic Pillar	Key Strategy / Desired Outcome	Year 1 (2020-2021) Target	Year 5 (2024-2025) Target
Strength in Alignment	1. Leverage the power of partnerships.	Maintain participation in co-op programs at 2019 levels.	Raise co-op program to 50% beyond 2019 level.
	2. Tie marketing and media relations efforts to at least one of the SCT's USPs.	80% of efforts address 2 of the USPs.	100% of efforts address 2 of the USPs.
	3. Address geographic dispersion.	Quieter areas capture 20% of summer visits.	Quieter areas capture 35% of summer visits.
	4. Address seasonal dispersion.	Low season captures 20% of visits.	Low season captures 35% of visits.
A Data Smart Destination	1. Able to track and make marketing spend decisions based on Return on Investment (ROI).	50% of marketing spend is based on data and ROI.	75% of marketing spend is based on data and ROI.
	2. Visitor Centre staff adopt current technology in communicating with visitors.	50% of staff use current technology.	100% of staff use current technology.
Sustainable Tourism Growth Management	1. Improved visitor sentiment scores.	Score of +30.	Score of +40.
	2. Increase frequency and volume of BC Ferries sailings on Route 3.	Peak schedule back to 2019 levels.	Second vessel operating on Route 3.
	3. Increase in grant funding.	Sustain 2019 levels (excluding Fed Grants).	Double 2019 levels.
Organizational Excellence	1. Increase registered stakeholders.	10% increase.	25% increase.



# Budget

The following budget is based on a potential future using Scenario 2, which showed a return to pre-COVID-19 ferry traffic and base lodging revenues (i.e., before adding an increase to room rates) by 2023. For purposes of comparison it presents 2019 along with Year 1 (2020) and Year 5 (2024) of the plan.

SCT Fiscal, May-April	2019-2020	2020-2021	2024-2025
<b>Revenues</b>			
Stakeholder Investment	56,909	12,000	53,000
Local Governments	82,000	82,000	82,000
Grants (Federal, Provincial)	22,790	87,088	12,000
Destination BC (Matched Funds)	157,500	250,890	175,750
Consumer Investment (MRDT@2%)*	399,765	142,750	450,000
Visitor Services	132,600	131,600	138,180
Other Projects	16,950	34,350	20,000
<b>TOTAL REVENUES</b>	<b>\$868,514</b>	<b>\$740,678</b>	<b>\$930,930</b>
<b>Expenses</b>			
Project Expenses (DBC Coop)	290,000	278,838	375,000
Other Marketing	45,350	35,200	47,618
Visitor Services	152,600	150,600	160,230
Development	17,000	31,988	50,000
Board & Committee	9,300	8,500	11,000
Payroll/HR	203,719	151,923	200,000
Office/Admin	54,929	53,629	57,082
Contingency	12,535	30,000	30,000
<b>TOTAL EXPENSES</b>	<b>\$785,433</b>	<b>\$740,678</b>	<b>\$930,930</b>
<b>Gain/Loss</b>	<b>\$83,081</b>	<b>\$0</b>	<b>\$0</b>

\*MRDT revenues collected from online accommodation platforms (OAP) such as Airbnb is not included in these figures. OAP funds are restricted MRDT funds with criteria allowing for affordable housing projects from local governments and at the time of writing this report, the OAP distribution guidelines had not been finalized.







*"Sunshine Coast Tourism has been a big supporter of many marketing initiatives with the Mountain Bike Tourism Association to showcase the region's diverse mountain biking opportunities that have been created with passion by local riders and trail builders. With it's easy ferry access from the Lower Mainland and Vancouver Island, the Sunshine Coast has become an increasingly popular destination for mountain bikers from around the province and beyond."*

~ MARTIN LITTLEJOHN, EXECUTIVE DIRECTOR OF MOUNTAIN BIKE TOURISM ASSOCIATION





## SCT Staff



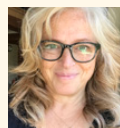
**Paul Kamon**  
*Executive Director*



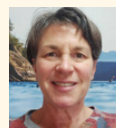
**Annie Wise**  
*Marketing Director*



**Wendy Wright**  
*SCT Administration  
and Gibsons Visitor  
Centre Manager*



**Andrea  
Wickham Foxwell**  
*Media/Stakeholder Relations  
Specialist (contractor)*



**Sheena  
Macdonald**  
*Sechelt Visitor  
Centre Manager*

## SCT 2020 Board of Directors

### Executive

- **J.L. (Jack) Barr, President** – Beach Gardens/Town Centre Hotel, *Large Accommodation, North*
- **Christine Hollmann, Vice President** – Terracentric Coastal Adventures, *Member at Large, North*
- **Theressa Logan, Secretary** – Sunshine Coast Air, *Recreation*
- **Heather Newman, Treasurer** – Pointhouse Suites on Sergeant Bay, *Large Accommodation, South*

### Directors

- **John Hermesen** – Footprint Nature Explorations, *Member at Large, North*
- **Chris Greenfield** – 101 Brewhouse + Distillery, *Member at Large, South*
- **Jamie Mani** – Alpha Adventures, *Member at Large, South*
- **Linda Williams** – Coast Cultural Alliance, *Arts, Culture, & Heritage*
- **Chris Tait** – Klahoose Resort/Klahoose Coastal Adventures, *Large Accommodation, North*
- **Shangxuan Ma** – Gibsons Garden Hotel, *Large Accommodation, South*
- **Gary Bearchell** – Alfie the A-Frame, *Small Accommodation & Campground*



## Contact

For more information, please contact us at:

Email: [info@sunshinecoastcanada.com](mailto:info@sunshinecoastcanada.com)

Phone: 604-886-2374

Box 1883, Gibsons BC V0N 1V0

**SUNSHINECOASTCANADA.COM**



**Sunshine Coast**  
TOURISM







2020 Active  
Transportation  
Improvements  
**Survey**

**Summary Report**



TRAC IS A MEMBER-  
BASED ORGANIZATION  
WORKING TO CREATE  
MORE SUSTAINABLE  
TRANSPORTATION  
ALTERNATIVES ON THE  
SUNSHINE COAST.



## Background

Walking or cycling on the Sunshine Coast can range from safe and enjoyable to very dangerous, depending on the user and the location. Unfortunately, certain high-risk locations are unavoidable and still a part of many trips. In early 2020, members of TraC met with regional management at the Ministry of Transportation and Infrastructure (MOTI) to review active transportation infrastructure issues. One item discussed was the Community Safety Enhancement Program. Under this program active transportation enhancement projects are chosen by MOTI through consultation with local governments and law enforcement.

In June 2020 TraC developed a survey to provide more information regarding active transportation infrastructure needs on the Sunshine Coast. The survey identified twelve locations of concern and asked respondents to indicate which ones posed the highest risk to cyclists and pedestrians. The survey was distributed to over 1,000 subscribers on TraC's mailing list. A public notice was also placed in the local newspaper inviting all coastal residents to participate.

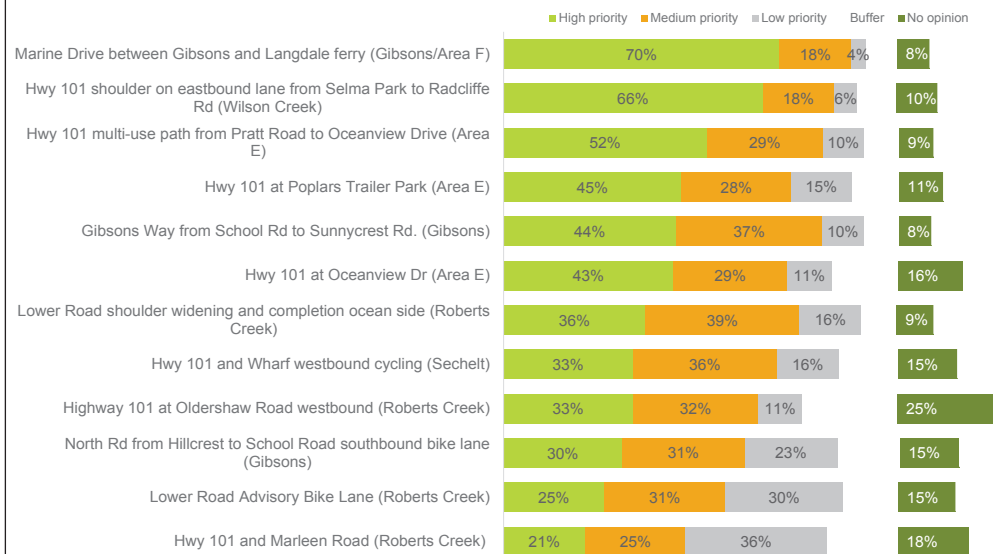
For a more detailed version of this report visit  
<http://transportationchoices.ca/wp/survey-results-2020/>

### A Call to Action

Survey respondents clearly indicated that:

- Much of the cycling and walking infrastructure on Sunshine Coast roadways is unsafe or not enjoyable in locations.
- There is inadequate separation from vehicles and dangerous highway crossings.
- Road shoulders are poorly-constructed and not maintained.
- There is a strong demand for a continuous coast-wide cycle route completely separated from vehicle travel.

Responses varied by where respondents lived, but Marine Drive between Gibsons and the Langdale ferry and Highway 101 in Wilson Creek were indicated as the highest priority areas for improvement among all respondents.



N=196



To view an interactive version of this chart visit <http://transportationchoices.ca/wp/survey-results-2020>

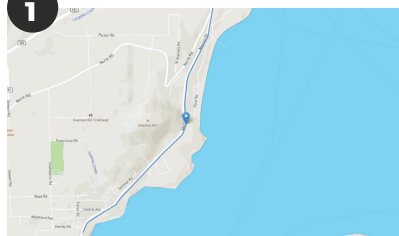
### Key actions to rectify these issues include:

- The rapid completion of bikeable shoulders along Highway 101.
- Regular ongoing maintenance of these shoulders.
- Creation of a continuous coast-wide non-highway route using secondary roads.



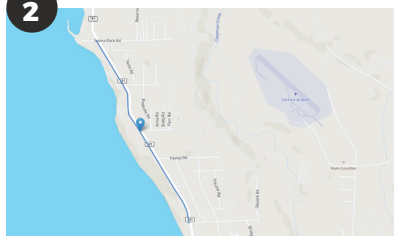
## Overview

### 1 Marine Dr between Town of Gibsons and Langdale ferry



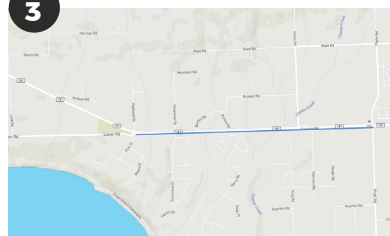
*"The road is so narrow and often has piled up debris - urgently needs improvement."*

### 2 Hwy 101 eastbound from Selma Park Rd to Nestman Rd



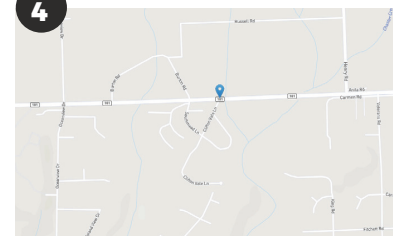
*"I have ridden it for 25 years with many close calls and one sideswipe hit...does not allow riding and large trucks side by side."*

### 3 Hwy 101 multi-use path from Pratt Rd to Oceanview Dr



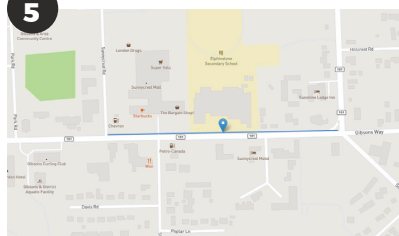
*"Most adults I talk to tell me they don't cycle along the highway because it is too dangerous with cars going over 80km."*

### 4 Hwy 101 at Poplars Trailer Park



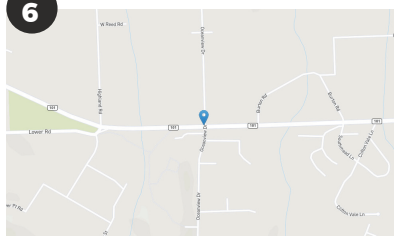
*"Very difficult to cross during high traffic times, feel like I'm risking my life every time...won't let my child ride his bike to school due to crossing risk."*

### 5 Gibsons Way from School Rd to Sunnycrest Rd



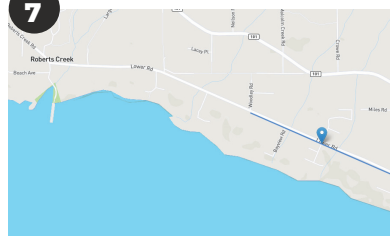
*"Heavy ferry traffic and lots of foot traffic makes this a danger zone."*

### 6 Hwy 101 at Oceanview Dr



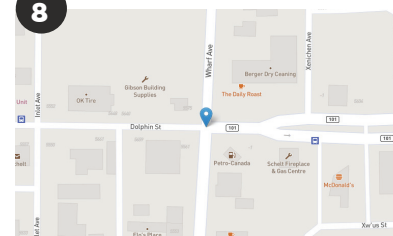
*"The speed limit should be dropped to 50km/h...there are always people on the highway either walking, running, or bicycling."*

### 7 Lower Rd oceanside shoulder



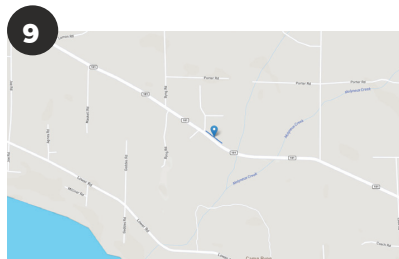
*"This shoulder is high use often with young children and families. Widening will greatly reduce risk to all users."*

### 8 Hwy 101 and Wharf St westbound



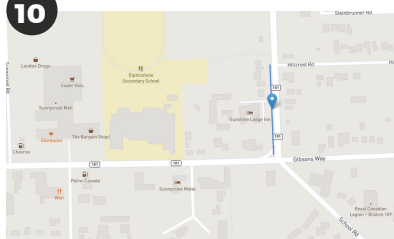
*"A green bike lane is a good idea as this is a heavy traffic congestion area with many left and right turns, including pedestrians."*

### 9 Hwy 101 westbound at Oldershaw Road



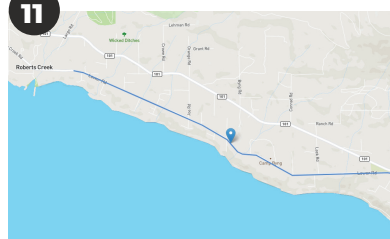
*"The sight lines on this part of the highway are extremely poor (on a corner, with a hill, and a blind intersection)."*

### 10 North Rd southbound from Hillcrest Rd to School Rd



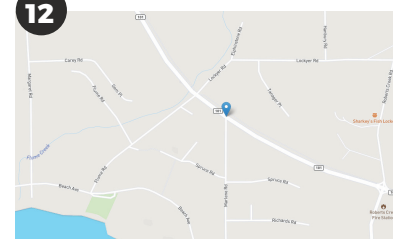
*"With a high school and an elementary school in close proximity, either one separated path or bike lanes in both directions is needed."*

### 11 Lower Rd Advisory Bike Lane



*"Repairing the shoulder or outer areas of the roadway would likely suffice."*

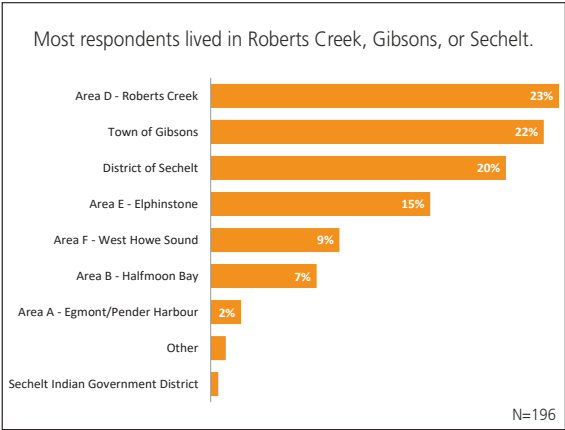
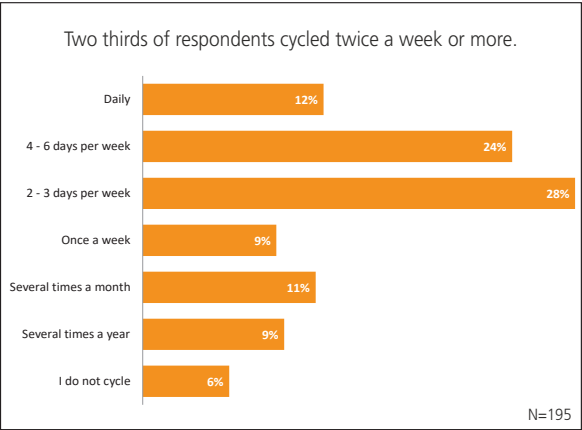
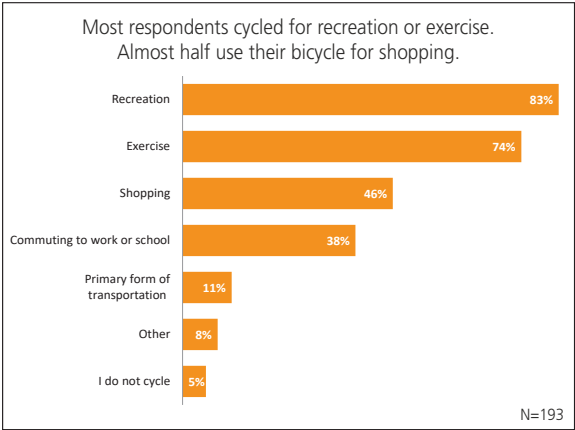
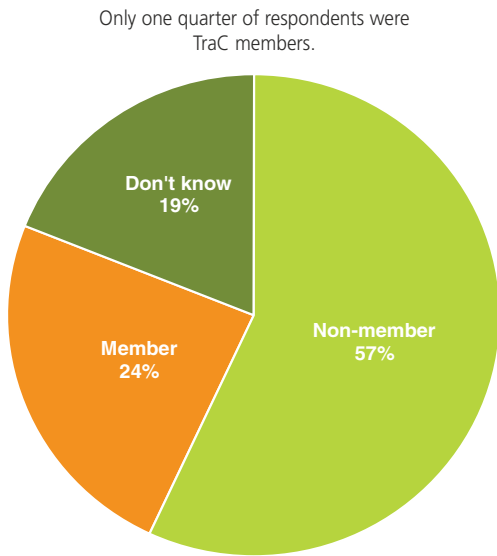
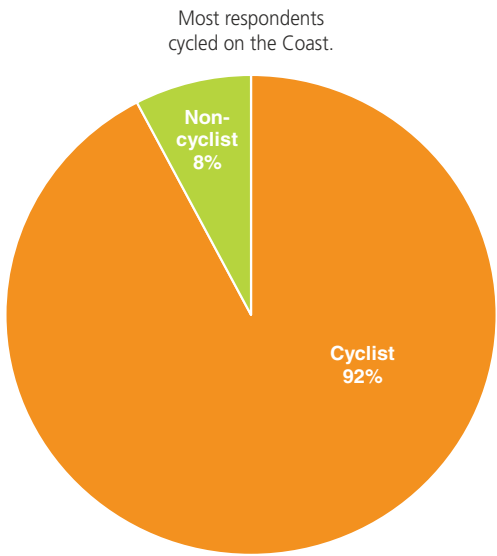
### 12 Hwy 101 and Marlene Rd



*"Putting crossing lights at Flume and Highway 101 might be even better as it is a dangerous intersection."*

### Overview + Survey Respondents

A total of 196 respondents completed the survey. The majority of survey respondents lived in Roberts Creek, Gibsons, or Sechelt. Ninety-two percent of respondents cycled on the coast, with two-thirds of these cycling twice a week or more. Most respondents cycled for recreation or exercise, but almost half use their bicycle for shopping as well. Only 24% were members of TraC.





## Recommendations

### Complete bikeable shoulders along Highway 101.

This is the primary connector between our communities for commuter and recreational cycling. The lack of continuous and well-constructed bikeable shoulders forces cyclists into the vehicle lane. This is a hazard that deters many potential users.

### Conduct regular maintenance of all shoulders.

Poor maintenance is a top concern of cyclists. Gravel on shoulders and intersections, broken pavement and overhanging vegetation can pose a serious safety risk to cyclists. Increased monitoring and timely maintenance to eliminate these hazards could quickly increase user confidence the shoulders are safe to use.

### Create a continuous North-South non-highway route using secondary roads.

A route using secondary roads and off-highway paths to connect all Sunshine Coast communities will provide an alternative for people uncomfortable with the high speeds and volumes of Highways 101.

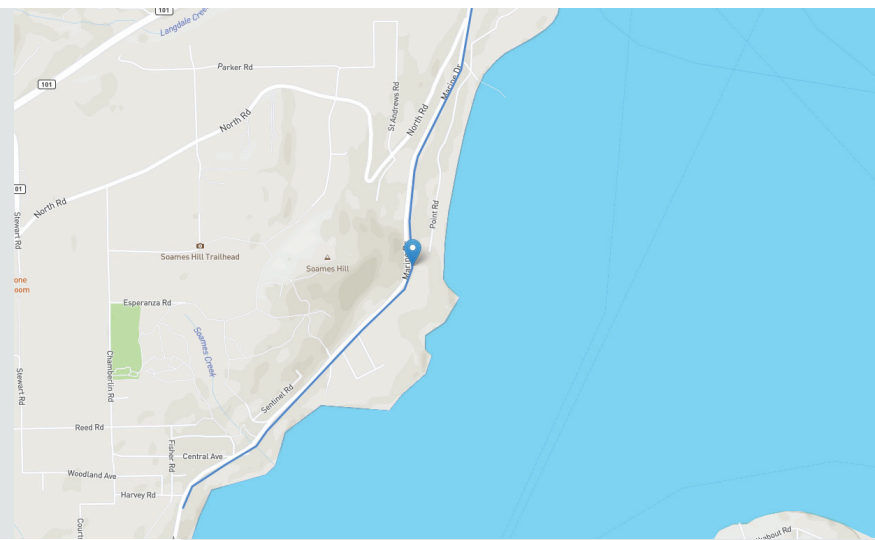
## Infrastructure Improvements by Priority, Type, and Responsibility

Improvement	Gibsons Area	MOTI/SCRD	Sechelt Area
<b>BIKE LANES</b>	1. Marine Drive between Town of Gibsons and Langdale Ferry	1. Marine Drive between Town of Gibsons and Langdale Ferry	
	Reed Road	Reed Road	
	6. Gibsons Way from School Rd. to Sunnycrest Rd.	6. Gibsons Way from School Rd. to Sunnycrest Rd.	
	10. North Rd from Hillcrest to School Road	10. North Rd from Hillcrest to School Road	
<b>PEDESTRIAN CROSSINGS</b>		7. Lower Road ocean-side	
		8. Highway 101 at Oldershaw Road westbound	
		2. Highway 101 from Selma Park to Radcliffe Rd.	2. Highway 101 from Selma Park to Radcliffe Rd.
		3. Highway 101 at Oceanview Dr	
<b>MULTI-USE PATH</b>		5. Highway 101 at Poplars Trailer Park	
		12. Highway 101 and Marlene or Flume Road	
		4. Highway 101 from Pratt Road to Oceanview Drive	
<b>INTERSECTION IMPROVEMENT</b>		9. Highway 101 and Wharf St. westbound cycling	9. Highway 101 and Wharf St. westbound cycling

# 1 Results > Marine Dr between Town of Gibsons and Langdale ferry

## Overview

Marine Drive is a key active travel connection between Langdale and Gibsons since it avoids the steep and sustained climbs of other routes, and is also important for local travel to beaches and trails. The lack of continuous shoulder, heavy ferry traffic, and poor maintenance prevent all but the most intrepid of cyclists and pedestrians from using this route. This significantly impedes active travel within and between neighbourhoods along this route, including reaching the Langdale ferry. This section was identified as a priority in the 2011 SCRD Integrated Transportation Study and includes a number of easily implemented and low cost recommendations.



## Current conditions

- Discontinuous shoulders often with abrupt and unsigned endings.
- High vehicle volumes and often excessive speeds as vehicles 'rush' to and from the ferry.
- Cyclists and pedestrians are often forced into the vehicle lane by the narrow shoulder, overhanging vegetation, and/or gravel.

## Recommendations

- Complete shoulder widening.
- Implement measures to slow vehicle speeds and reduce volumes.
- Increase frequency of shoulder sweeping, particularly during winter.



*"I'd argue that this shoulder is not maintained well enough 12 months of the year, not just in the fall/winter."*

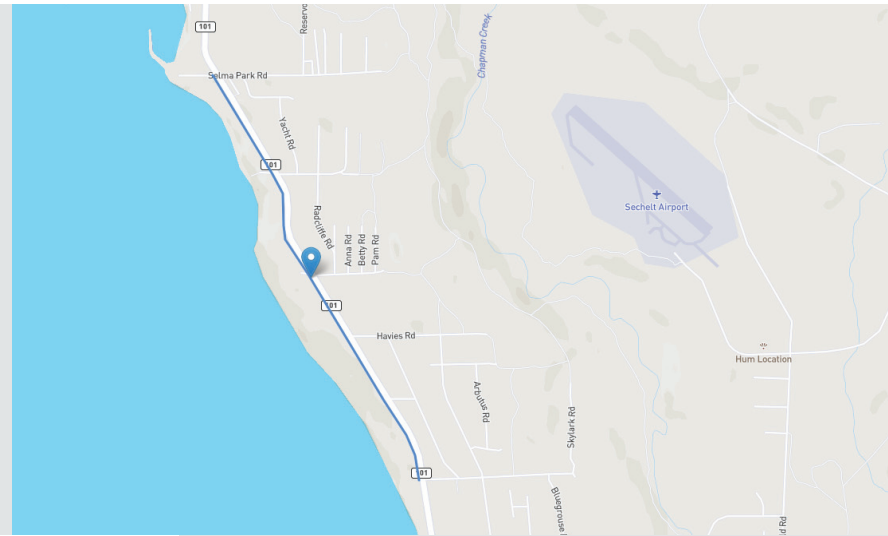
*"People drive far too fast on this section of road. At this point you basically have to leap into the ditch or hope you're close to a driveway to pull into if there are cars coming in both directions."*

*"This should be a very high priority."*

## 2 Results > Hwy 101 eastbound from Selma Park Rd to Nestman Rd

### Overview

Although the eastbound shoulder has been improved and widened between Selma Park Rd. and Nestman Rd., it is to a very low standard and the improvements result in patchwork conditions. The worst remaining stretch of shoulder in this area is past Nestman Rd. from Heather Rd. down the hill to Chapman Rd. For this section, there is little to no shoulder on the eastbound (ocean-side) lane on Highway 101 plus steep sloping driveways and drainage curbs creating hazards.



### Current situation

- Generally narrow highway shoulder.
- Frequent variations in width and surface of the shoulder.
- Steep driveways cross the shoulder.
- A cyclist must watch for variations in the shoulder width, quality and slope while also focusing on traffic; missing either could have dangerous consequences.
- A raised drainage curb is installed on the outside of the shoulder.
- Can destabilize cyclists if they wander off the narrow shoulder.
- Cyclists have to choose between two dangers: cycling close to the curb or close to the traffic.

### Recommendations

- Create a marked and paved shoulder of an adequate and consistent width and quality over this section of highway.
- Remove the drainage bar on the side of the shoulder; deal with drainage in a way that doesn't introduce a risk to cyclists.



*"This section is really frightening to ride on with large vehicles passing and the hazard of many driveways to watch out for. I stopped bike commuting a couple years ago due to this section of road."*

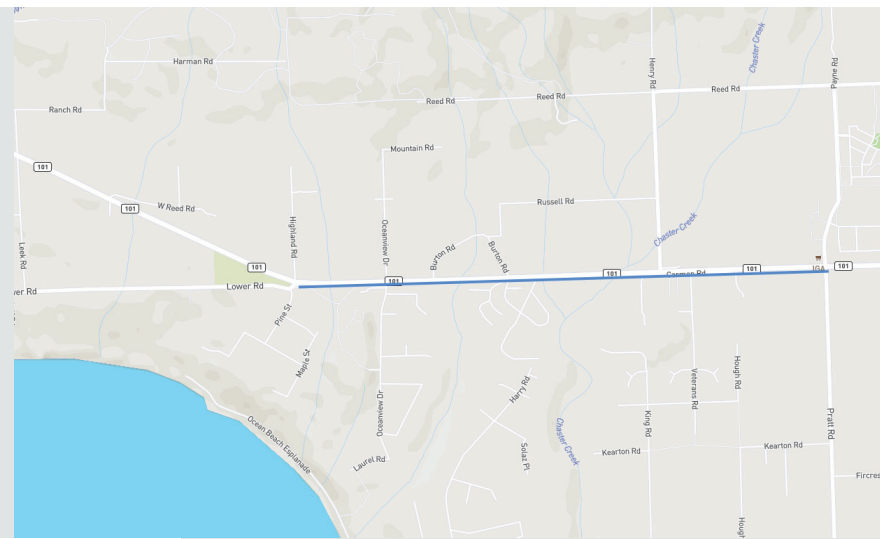
*"Going east downhill into Davis Bay there are raised rain deflectors especially hazardous to bikes."*

*"This is definitely a scary place to walk or bike along the highway."*

### 3 Results > Hwy 101 multi-use path from Pratt Rd to Oceanview Dr

#### Overview

The Highway 101 corridor remains the primary active travel route between the Oceanview, Poplars and Veterans neighbourhoods and Gibsons, as well as the only connection to Lower Road. Cycling and pedestrian usage is relatively high. An off-highway cycling and walking path would encourage all-ages-and-abilities active travel between Gibsons and the majority of residents along this corridor. Active travel could increase significantly given it is a short and level ride/walk to Gibsons and shops and services. A multi-use path on the south side of Highway 101 would also reduce the need for cyclists and pedestrians to cross Highway 101 since most neighbourhoods are to the south of the highway.



#### Current conditions

- High vehicle speeds (50-80 km/h) and relatively high pedestrian and cycling usage.
- Cyclists and pedestrians share the 1.5 m paved shoulder east of Veterans Road and west of Hough. This often forces cyclists or pedestrians passing each other to enter the vehicle travel lanes.
- The frontage road between Hough and Veterans provides off-highway travel for part of this section.
- The path from Oceanview to Pine Street is not built to active travel standards and currently prohibits cycling.
- It is dangerous and difficult to cross the highway due to the lack of crosswalks, high vehicle speeds and volumes, and wide intersections.

- Highway shoulder widths do not meet present MOTI active travel guidelines for this section.

#### Recommendations

- Build a multi-use path between Pratt and Hough on the south side of Highway 101.
- Improve Carmen Rd. between Hough and King to prioritize active travel.
- Build a multi-use path between King and Oceanview on the south side of Highway 101.
- Improve the existing trail linking Oceanview to Pine Rd.



*"This would make it much safer for pedestrians and cyclists as vehicles travel at such high speeds in this section since there isn't a traffic light for quite a long stretch."*

*"Essential for safe travel between communities. Top priority as highway sharing dangerous and unpleasant."*

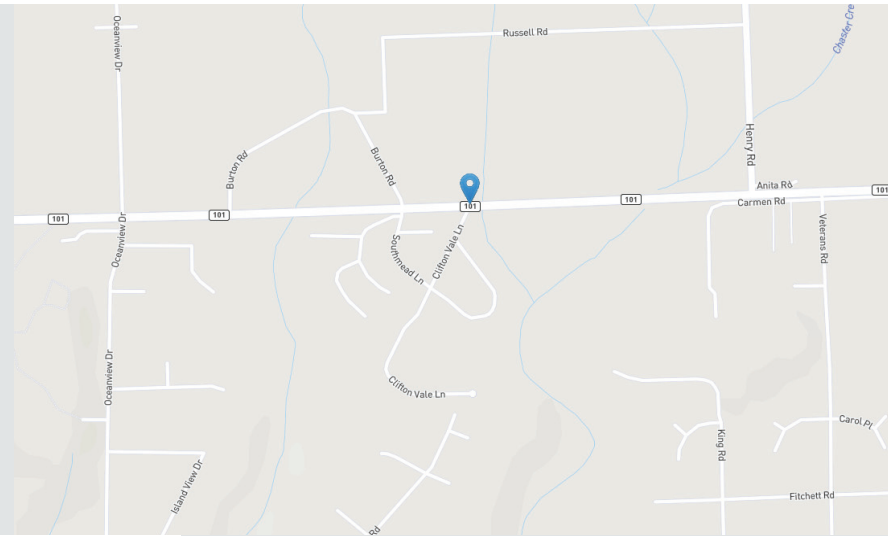
*"This would be amazing! This stretch of road is scary."*



## 4 Results > Hwy 101 at Poplars Trailer Park

### Overview

This intersection sees high use by pedestrians accessing the transit stop on the north side of Highway 101 from the Poplars Trailer Park. It is also an unsanctioned pedestrian access to the Bonniebrook Heights neighbourhood. There has been a fatality here of a transit user crossing the highway. A pedestrian activated light would greatly increase the safety of pedestrians crossing Highway 101. This was also listed as a priority in the 2011 SCRD Integrated Transportation Study.



### Current conditions

- High pedestrian and transit use by residents of the Poplars Trailer Park.
- High vehicle speeds (80 km/h) and volume creates a dangerous and difficult highway crossing between the trailer park and westbound transit stop.

### Recommendations

- Install a pedestrian-activated light at the entrance to the Poplars Trailer Park.
- Residents and local government have long advocated for reducing highway speeds from 80 to 60 km/h along this section.



*"Instead of a traffic light, change the speed limit from 80 km/h to 60 km/h."*

*"Pedestrian-way, not stop lights please."*

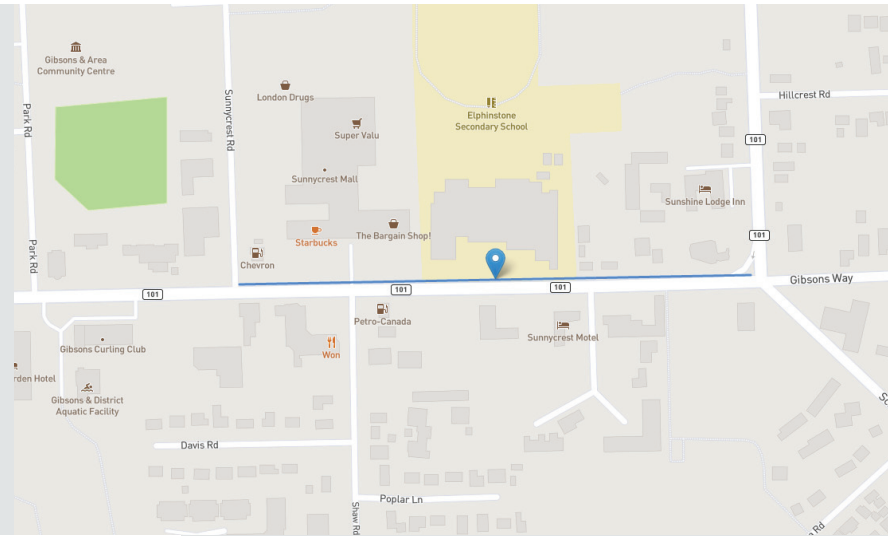
*"I live at Poplars & have a 7 yr old. I can't tell you how many times we've almost been hit by cars that drive on the shoulder passing a car that is turning into the Park. We take our life in our hands every day of the school year."*

*"A bus stop across from a trailer park warrants at least as much, if not more, priority as the pedestrian light at Brookmere Park in Sechelt."*

## 5 Results > Gibsons Way from School Rd to Sunnycrest Rd

### Overview

Highway 101/Gibsons Way has some of the highest traffic volumes on the Sunshine Coast and is also a key active travel route to access area schools, services and commercial destinations. A bike lane in this section would allow continuous cycling access along Gibsons Way. This is a key active transportation connector that has been flagged as a barrier to increased active transportation. The current shared lane cycling accommodations are inadequate for all but experienced cyclists.



### Current conditions

- Cyclists must share vehicle lanes between Sunnycrest and School Rd due to insufficient road width for 1.5 m bike lanes in both directions.
- Prior to line painting following the recent Highway 101 repaving, 1.5 m bike lanes extended from Sunnycrest to Pratt in both directions. The lane widths have now changed and there is no certainty that bike lane markings will be re-painted.
- Two elementary and secondary schools front Gibsons Way.

### Recommendations

- Install protected bike lanes on both sides of Gibsons Way between School Rd. and Sunnycrest Rd.
- Reconfigure existing lanes to allow for protected bike lanes along the remainder of Gibsons Way to provide an all-ages-and-abilities connection through Gibsons.



*"I've felt very scared cycling here during ferry traffic."*

*"Agree: current shared lane accommodations are inadequate."*

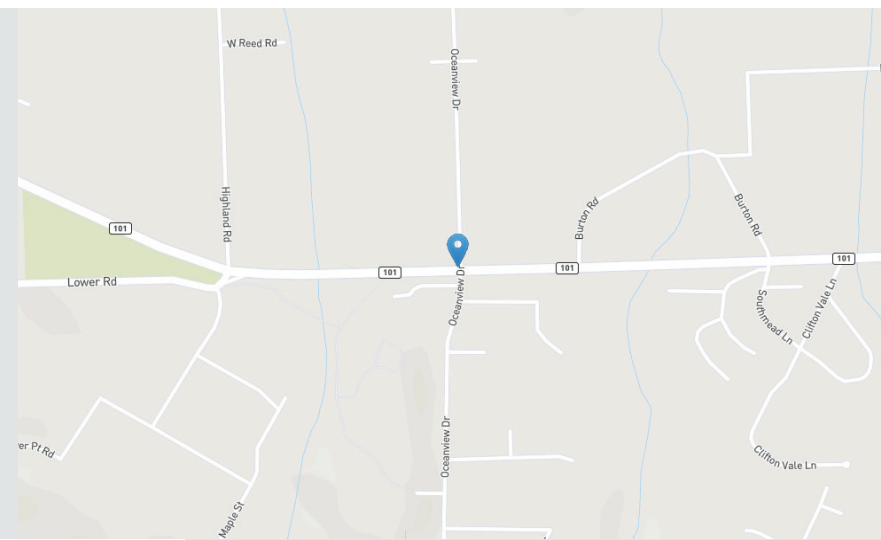
*"Separating traffic is a good idea in this area as riders are slow on the hill compared to cars."*

*"Yes, it is short and used to connect students and families to school and work. I bike this often and it could use minor improvements to make it feel safer."*

## 6 Results > Hwy 101 at Oceanview Dr

### Overview

The Oceanview Drive intersection is the sole access to 73 housing units in the Woodcreek Park neighbourhood, which is an easy and flat 2 km cycle trip to Gibsons. The high vehicle speeds combined with four-lanes at this location creates dangerous crossing conditions for cyclists traveling to and from this neighbourhood, as well as for pedestrians accessing the westbound transit stop. This represents a significant barrier to increased active travel for this neighbourhood. There has been another pedestrian fatality in this location.



### Current conditions

- Wide crossing distance (2 travel lanes and 2 turning lanes).
- High vehicle speeds (80km/h zone).
- Only access for a 73-unit subdivision.

### Recommendations

- Install a pedestrian-activated light to provide safe crossing conditions for pedestrians accessing the westbound transit stop from the Woodcreek Park neighbourhood. This would also serve cyclists needing to cross Highway 101 to access Woodcreek Park.
- A crossing light at this location could also serve cyclists accessing Lower Road through the Woodcreek Park trail.



"Instead of a traffic light, change the speed limit from 80 km/h to 60 km/h."

"I live right near the Poplars and have noticed the amount of pedestrian traffic along this corridor has increased substantially, while the road has deteriorated, making this corridor quite unsafe. I've witnessed traffic (ferry) doing 80 km/h along this stretch and to avoid getting "stuck" behind left-turning vehicles at the Poplars, cars maintain 80 km/h and veer into the bus stop. It's only a matter of time before MOTI has another pedestrian fatality on their hands."

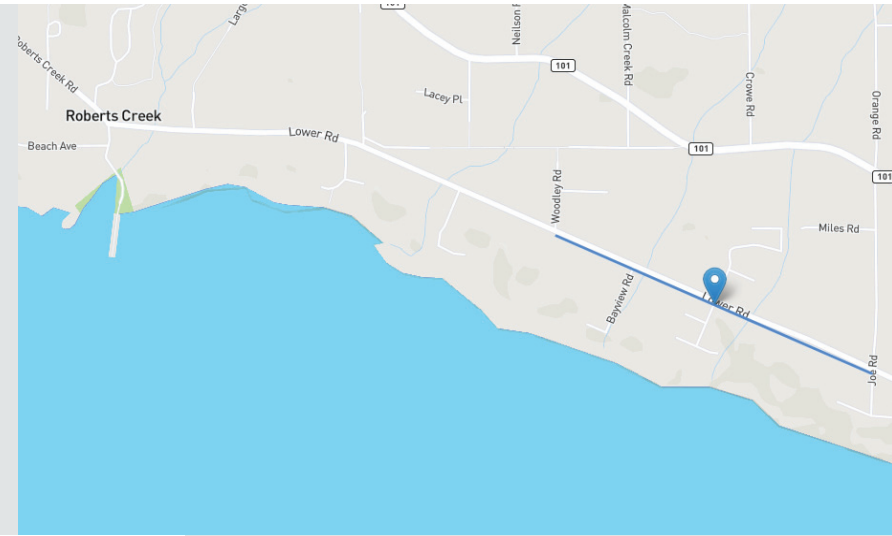
"Yes, to a light here and at Poplars Trailer park and Veterans/ Henry Road. I am very sure you will get the backing of Elphinstone Community Association on this as well."

"Too many drivers go 100 km/h instead of 80 km/h so pedestrians misjudge how much time they have to cross the highway. A 16 year old was also killed crossing the highway at Highland Rd. 25 years ago."

## 7 Results > Lower Rd oceanside shoulder

### Overview

Lower Road provides an alternative active travel route to Highway 101 for those uncomfortable with high vehicle speeds. It is used by a wide range of cyclists and pedestrians in spite of the incomplete wide shoulder on the ocean-side and no shoulder on the upland side. The SCRDC has historically funded shoulder widening on the ocean-side shoulder to improve conditions for cyclists and pedestrians. After more than a decade on this project, a number of sections remain incomplete. Completing the ocean-side wide shoulder would allow continuous pedestrian and eastbound cycling access between Highway 101 and Roberts Creek road.



### Current conditions

- Discontinuous 1.5 to 2 m wide shoulder on the ocean-side of Lower Rd.
- High use by both pedestrians and cyclists.
- A maximum of 50 km/h would make this a more comfortable active travel route along this corridor as well as for local travel within Roberts Creek than Highway 101.

### Recommendations

- Complete the missing sections on the ocean-side of Lower Rd. with shoulders at least 1.5m wide.



*"ABSOLUTELY, this should be worked on immediately. And a lot more speed limit signs, many people drive 70-90 km/h on Lower Road."*

*"This road is used by school children to get to and from home to school. Having to go onto the road in sections is dangerous for the kids."*

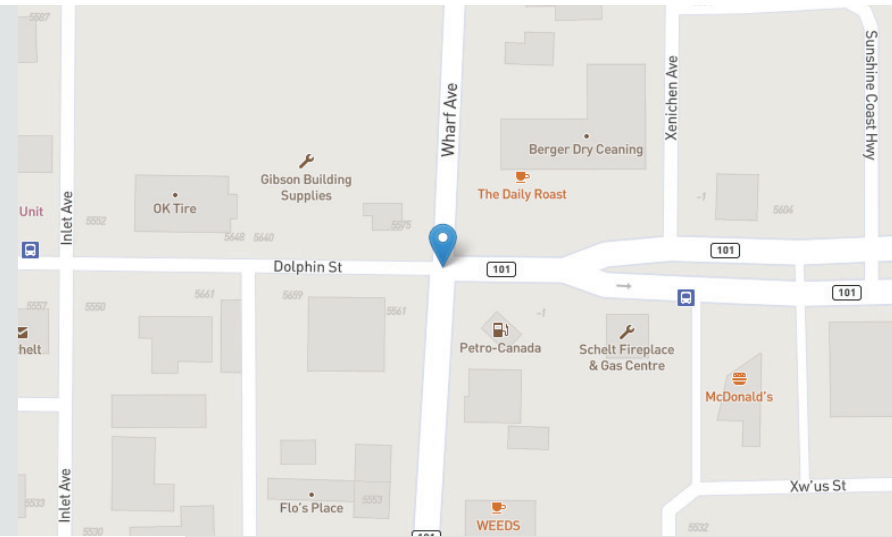
*"This road is used a lot by experienced and inexperienced riders (kids, elders). The sudden ending of pavement, or broken pavement comes on fast. Parked vehicles on the bike lane is also an issue."*



## 8 Results > Hwy 101 and Wharf St westbound

### Overview

This is an extremely busy intersection with complicated lane turning restrictions and variable and complex traffic light order and timing. All traffic between the upper and lower coast goes through this intersection including many large commercial vehicles.



### Current conditions

- No bike lane markings on the highway to the east of the intersection.
- Drivers are focused on watching for unpredictable signals and conflicting car traffic and may miss seeing pedestrians and cyclists.
- A simultaneous green light creates conflict between cars turning right off the highway and left off of Dolphin St. onto Northbound Wharf Ave. and pedestrians and cyclists proceeding west through the intersection to Dolphin St.

### Recommendations

- Re-allocate lane space to provide painted bike lanes on highway east of intersection (both sides) and through intersection.
- Provide westbound bike lane on Dolphin St immediately west of intersection to connect with existing bike path on Dolphin St., to eliminate current gap in the bike lane.
- Investigate improvements to signal timing to avoid pedestrian/cyclist conflicts with cars.



*"This is a terrible intersection for walking, cycling, and driving. Would like to see separated bike lanes, elevated sidewalks for pedestrians, and calming of vehicle traffic."*

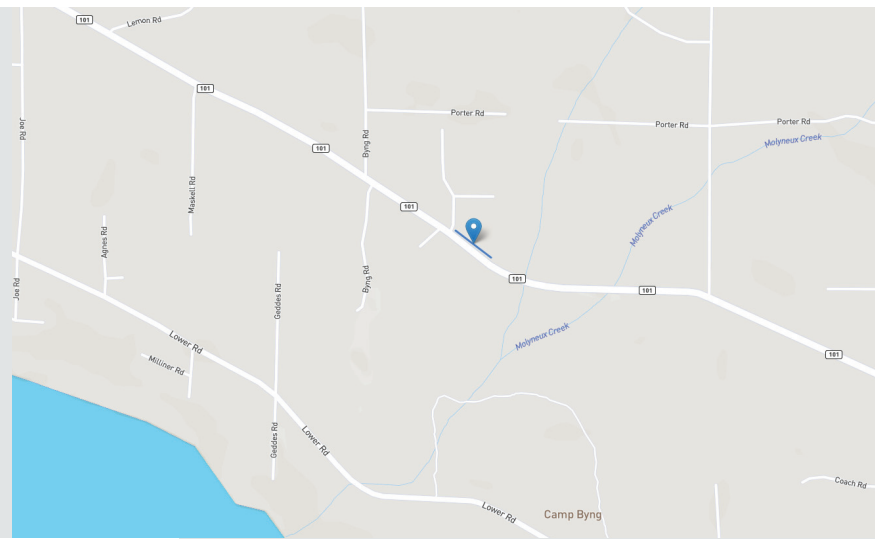
*"That is a crazy and busy intersection. Any changes that would improve safety should be undertaken."*

*"Very bad intersection for pedestrians for years. I've almost been hit 3 times while crossing with my right of way. I know people who have been hit there and one fatality. Suggest an observation study of traffic and pedestrian activity for that intersection. Cars aim to turn right even on red light without noticing pedestrians just stepping out. It is very scary."*

## 9 Results > Hwy 101 westbound at Oldershaw Road

### Overview

MOTI has funded small scale shoulder widening projects on Highway 101. In 2019, a key westbound section of Highway 101 from Conrad Road to a point past the former "Penn Pub" was widened. Continued shoulder widening from the end of the 2019 project to Oldershaw Road will improve this uphill section of road. Cyclists are particularly vulnerable on the uphill approach to Oldershaw due to the absence of a paved shoulder and their reduced stability while riding at slow speeds uphill.



### Current conditions

- Inadequate shoulder on the approach to Oldershaw for cyclists to remain to the right of the fog line.
- High vehicle speeds (80 km/h) and volume.
- Poor sightlines due to the hills and curves.

### Recommendations

- Complete shoulder widening.
- While any additional shoulder width will improve conditions, a 2 m width free of pavement joints should be considered a minimum considering that cyclists traveling slowly uphill tend to wobble.



*"Only if done PROPERLY, as most shoulder add-ons are washboard. Makes you not use the addition due to bumps."*

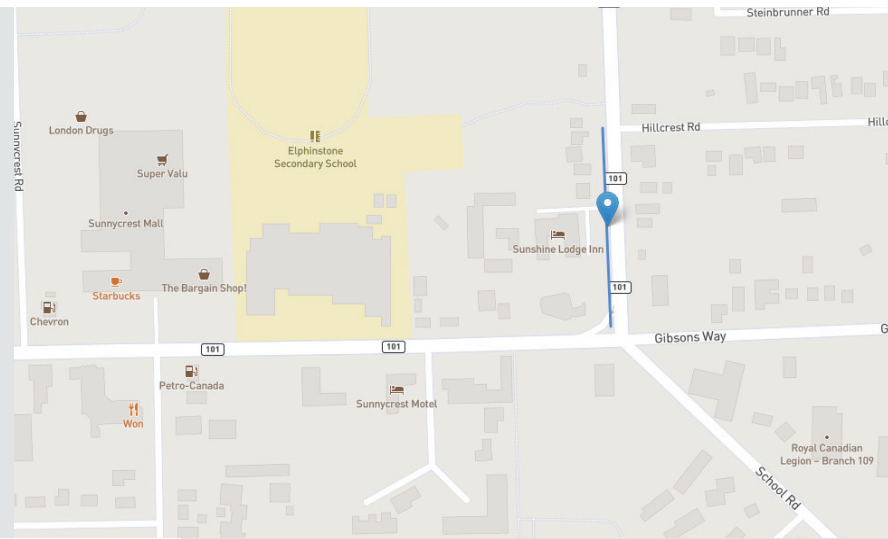
*"The quality of work to-date to add shoulders to 101 is of such poor quality (so many seams and dips that collect debris) that I'm not in favour of spending more money for such a poor result where there is an alternate route, in this case Lower Road. Do it properly or spend the money on something that can be done properly."*

*"If they do the road widening properly that would be great. I find the way they do it right now makes it dangerous as the joining gets eroded, as well since they don't ever clean the shoulders everyone needs a gravel bike with wide tires to actually ride on the shoulder anyways."*

## 10 Results > North Rd southbound from Hillcrest Rd to School Rd

### Overview

MOTI and the Town of Gibson have agreed to install a bike lane for southbound travel on North Rd. between Reed and Hillcrest Rd. as part of the Highway 101 repaving project. There is insufficient road width to continue the bike lane south to Gibsons Way and maintain the three travel lanes. An extended southbound bike lane would allow continuous cycling access in both directions from School Rd. to Reed Rd. This is a key active transportation connector that has been flagged as a barrier to increased active transportation, particularly for youth travel to school. Completing this active travel route has the potential to significantly increase student walking and cycling rates.



### Current conditions

- Existing 1.5-3m bike lane for northbound travel between School Rd. and Reed Rd.
- Proposed bike lane for southbound travel between Reed Rd. and Hillcrest.
- Shared lane cycling southbound between Hillcrest and School Rd.
- High traffic volumes that include large commercial vehicles.
- Primary school route for several neighbourhoods.

### Recommendations

- Construct an all-ages-and-abilities cycling lane for southbound travel to complete the Reed Rd. to School Rd. active travel route.
- Maintain sidewalks on both sides of North Rd.



*"This would improve safety for children cycling to both schools."*

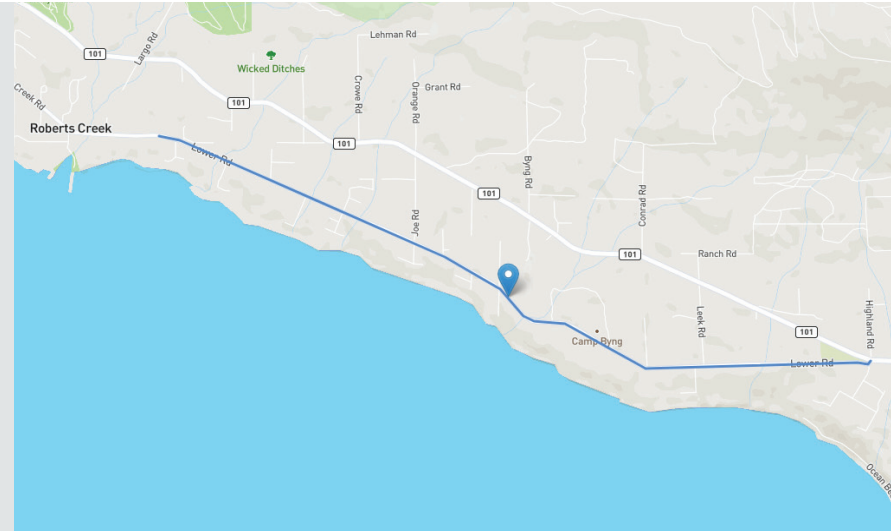
*"Traffic coming off the ferry is still in Lower Mainland speeding mode, having a separate lane not only slows vehicles down but provides safety for bicyclists of all ages."*

*"Given the Active Transportation [report] by the Town of Gibsons - this was identified as a key safety need for cyclists."*

## 11 Results > Lower Rd Advisory Bike Lane

### Overview

Lower Rd. provides a relatively safe and convenient alternative for active travel through and within Roberts Creek. While more comfortable and safe than using Highway 101, Lower Rd. only has a wide shoulder on the ocean-side. Shoulder widening on the upland side has been seen as too costly due to having to relocate a ditch. This has stalled any improvements for westbound cycling. The survey included an Advisory Bike Lane option, which would provide a dedicated space for cycling in both directions at reduced cost compared to adding a westbound cycling lane. However, survey respondents had mixed views about this idea, and it is questionable whether this option would improve safety for cyclists given current vehicle volumes and speeds on Lower Road. An advisory bike lane would also not address pedestrian safety. Based on the survey results, there would appear to be much stronger support for completion of bike lane/walking shoulders on both sides of Lower Road.

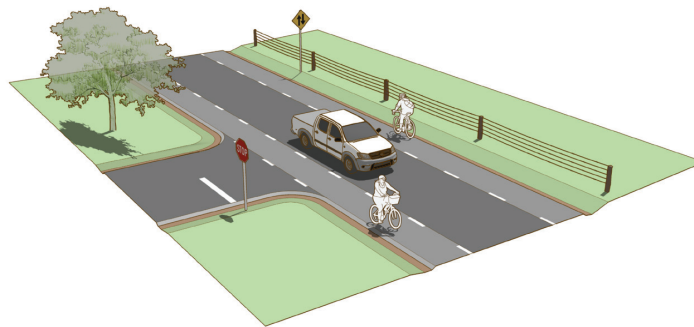


### Current conditions

- Popular cycling and walking route for regional and local travel.
- Mostly complete wide shoulder on the ocean-side between Roberts Creek Rd. and Highway 101.
- No shoulder on upland side.
- Low vehicle speeds (50km/h).
- No current plans to add shoulders on upland side.

### Recommendations

- Prioritize Lower Rd. for active travel.
- Consider traffic calming to maintain low vehicle speeds and volume.



*"Drivers would be confused on where to go when oncoming traffic appeared with or without cyclists or pedestrians on the road."*

*"I'm an e-biker and I usually travel well out in the traffic lane because there is no shoulder. This option looks very doable and as you say cost effective."*

*"There are a lot of 'dips' along the edge of the roadway that result in cyclists moving further out to the middle of the traffic route. Just improve all the sinkholes, edge cracks, and uneven shoulders....cars will thank you too!"*

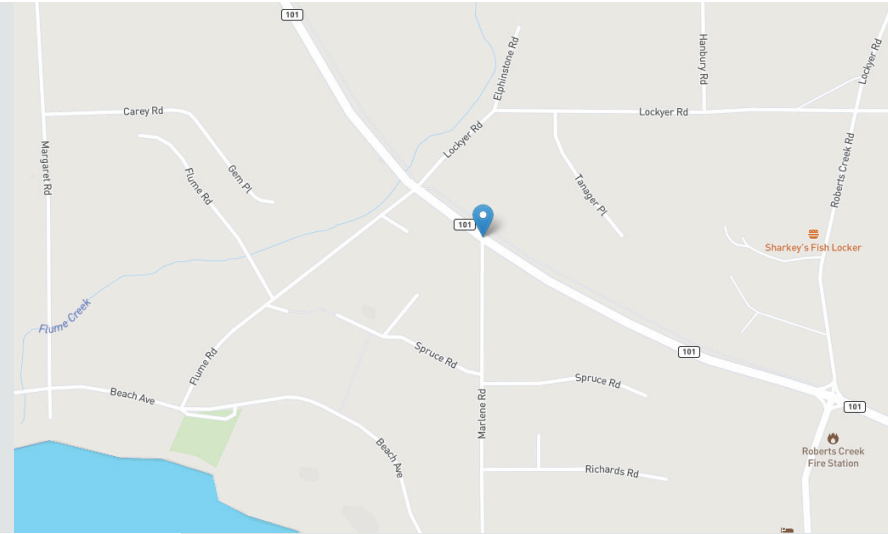
*"I think alternate markings on the road are confusing and dangerous. We have seen a lot of near accidents on the Shaw Road changes to traffic. People don't understand how to use it, and it becomes more dangerous for everyone."*



## 12 Results > Hwy 101 and Marlene Rd

### Overview

It is difficult for transit users, pedestrians and cyclists to safely cross Highway 101 at Marlene. This is particularly important for accessing the westbound transit stop on Highway 101 from Marlene Rd. This would also assist westbound cyclists using Beach Avenue to continue west on Highway 101. Flume Road, immediately to the west of Marlene, also has a transit stop, is an equally important crossing point for pedestrians and cyclists and has been identified for upgrades as part of MOTI's corridor review study.



### Current conditions

- Transit stops at Marlene and Flume Roads.
- High vehicle speeds (80 km/h) and poor sightlines.
- No pedestrian crossing at either intersection.

### Recommendation

- Install a pedestrian activated crossing light at Marlene Rd. or Flume Rd. as part of the intersection upgrades recommended in the corridor review study.



*"Traffic circle!"*

*"Putting crossing lights at Flume and Highway 101 might be even better as it is a dangerous intersection."*

*"Flume Rd makes more sense to me - and also flashing but activation for auto crossing as well. Now that Marlene is the bus stop, yes. Plus it would help slow traffic traveling over 80km/h."*

## Our **Mission**

- To advocate for and assist with the prioritizing, planning and delivery of alternative transportation initiatives and a multi-modal transportation network throughout the Sunshine Coast;
- To promote a range of alternatives to private vehicles, including cycling, walking, and transit, such that they become an enjoyable and efficient means of transportation for residents of all ages and abilities;
- To reduce our carbon footprint and improve livability on the Sunshine Coast.

## BECOME A MEMBER

For only \$10 per year, you can help support our vision for more sustainable transportation initiatives on the Sunshine Coast. Members get the benefit of joining a unique group of enthusiastic individuals working together to improve walking, cycling, and transit options in our community through education, advocacy, and fun member-events.

**GO TO:** <http://transportationchoices.ca/wp/join-us/>

Transportation Choices – Sunshine Coast  
[www.transportationchoices.ca](http://www.transportationchoices.ca)



2020 Improvements

# Survey Results

Summary Report



TRAC IS A MEMBER-  
BASED ORGANIZATION  
WORKING TO CREATE  
MORE SUSTAINABLE  
TRANSPORTATION  
ALTERNATIVES ON THE  
SUNSHINE COAST.



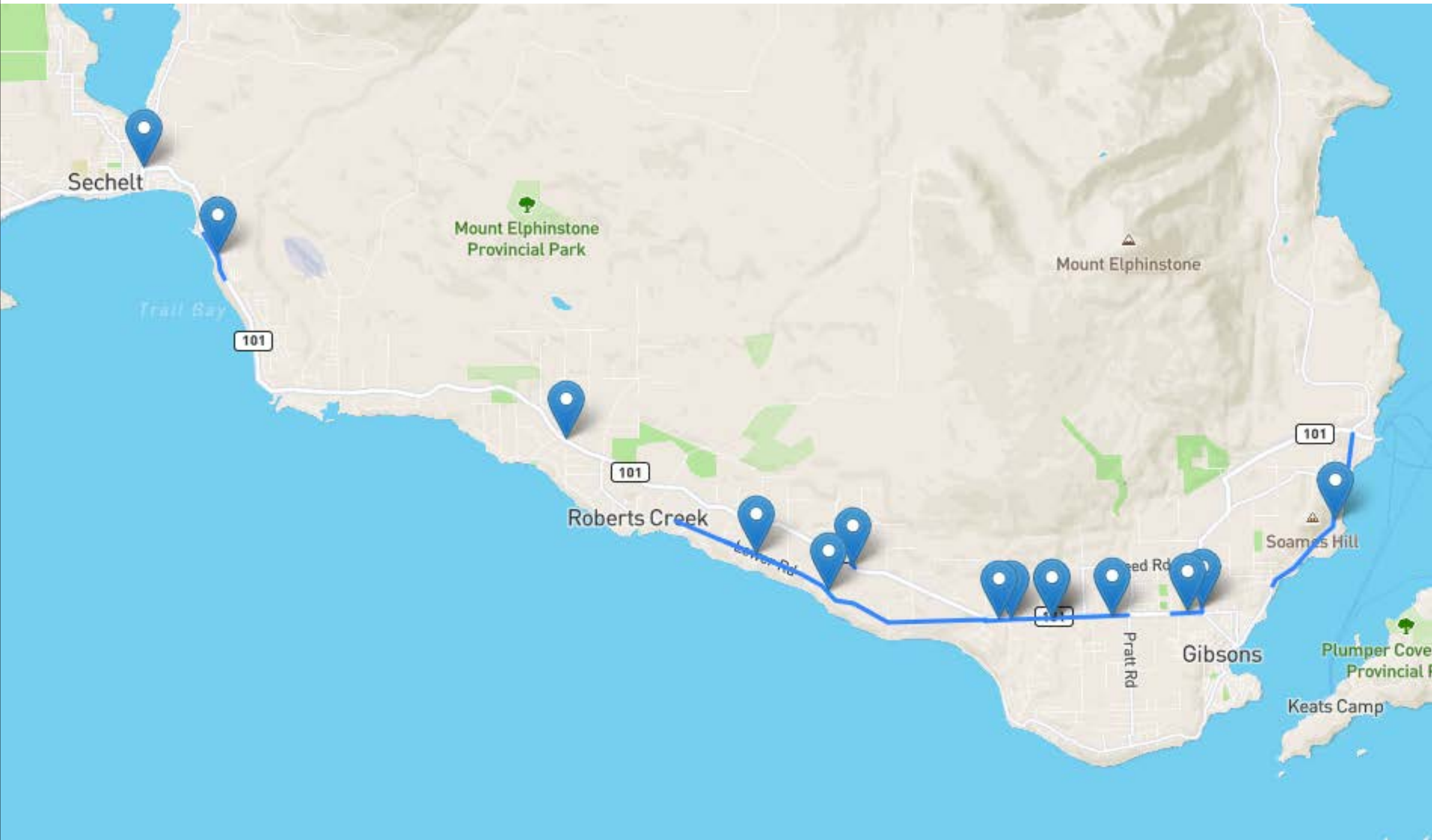
# Funding Sources

- Community Safety Enhancement Program
- Bike BC
- COVID-19 Resilience Stream
- Canada Healthy Communities
- Investing In Canada Plan

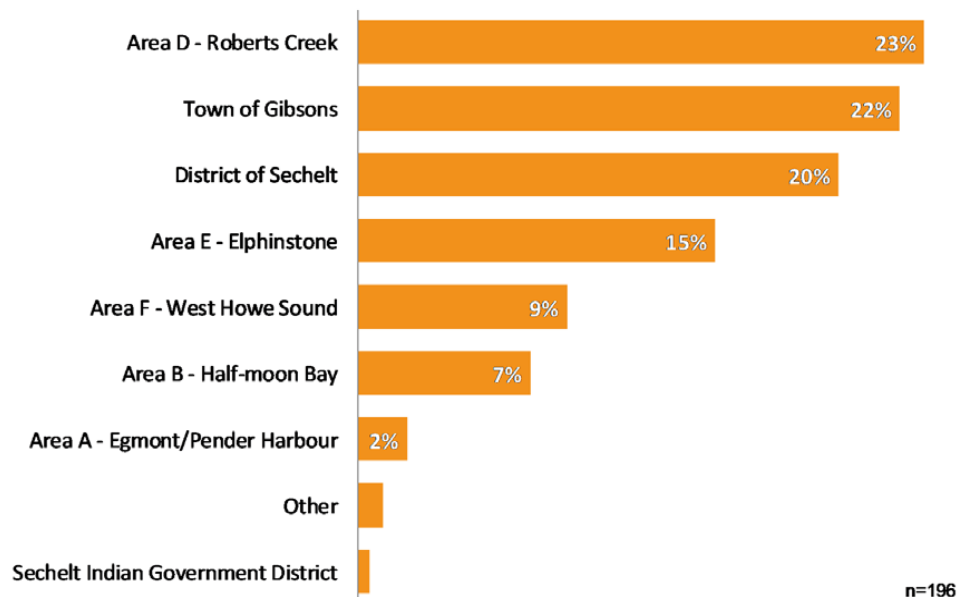


\*

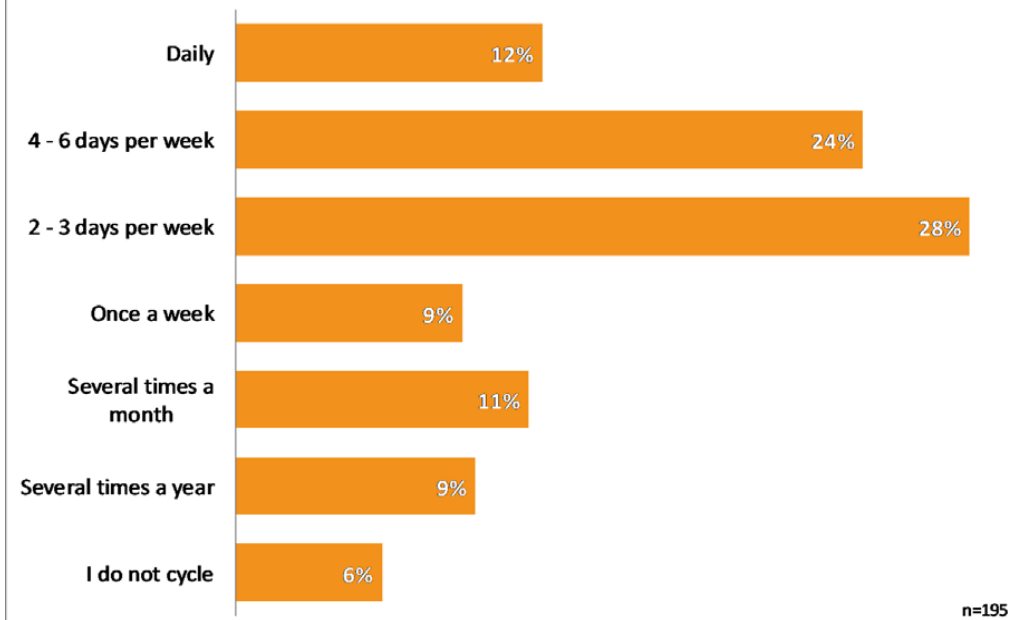




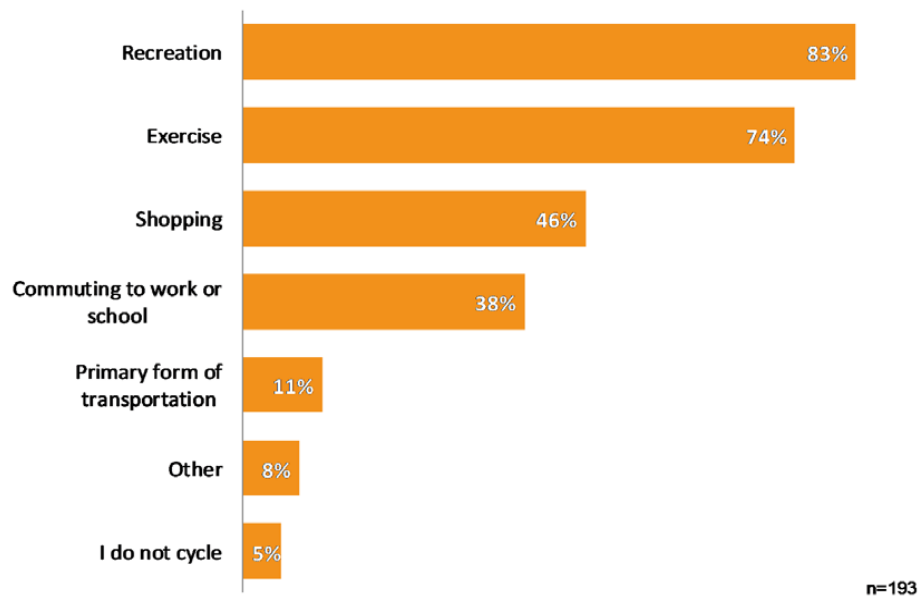
Most respondents lived in Roberts Creek, Gibsons, or Sechelt.



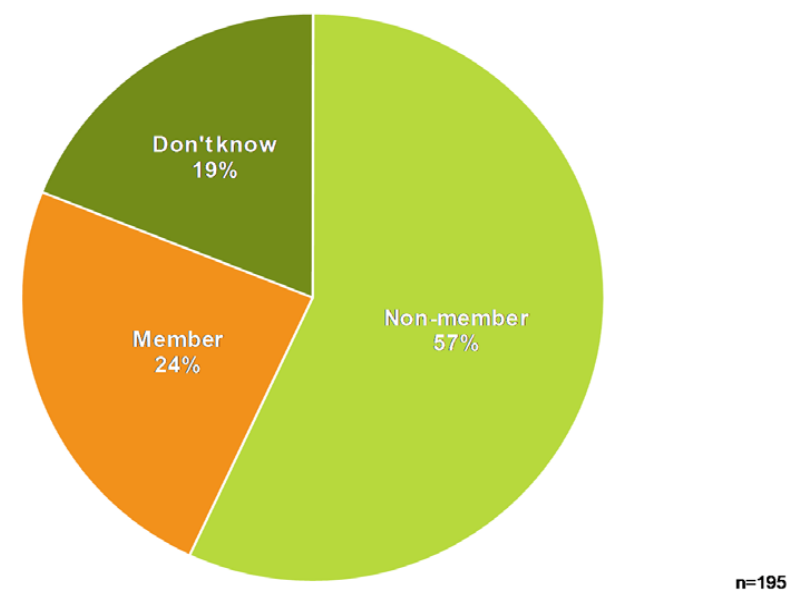
Two-thirds of respondents cycled twice a week or more.



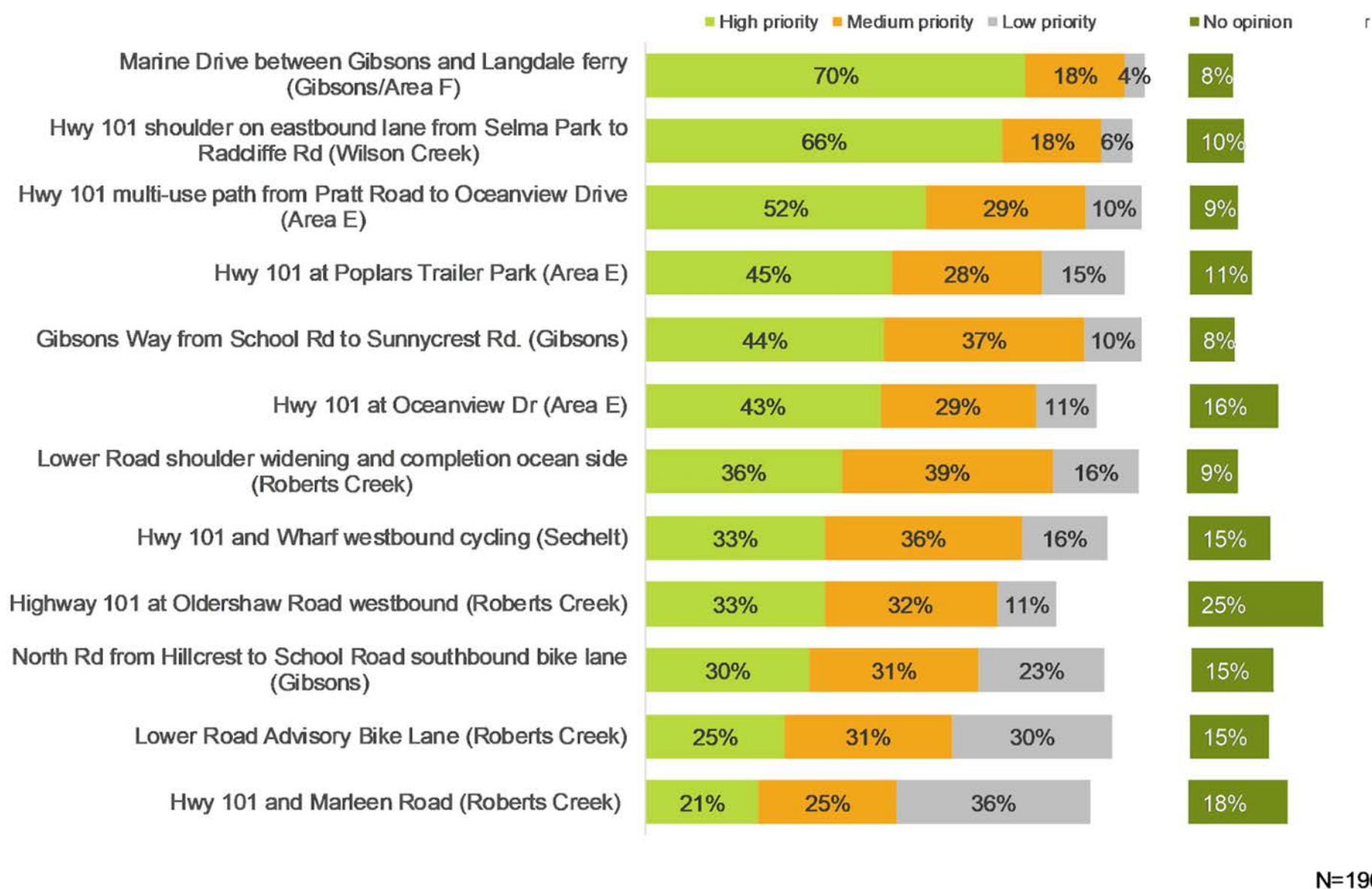
Most respondents cycled for recreation or exercise. Almost half use their bicycle for shopping.



Only one quarter of respondents were TraC members.



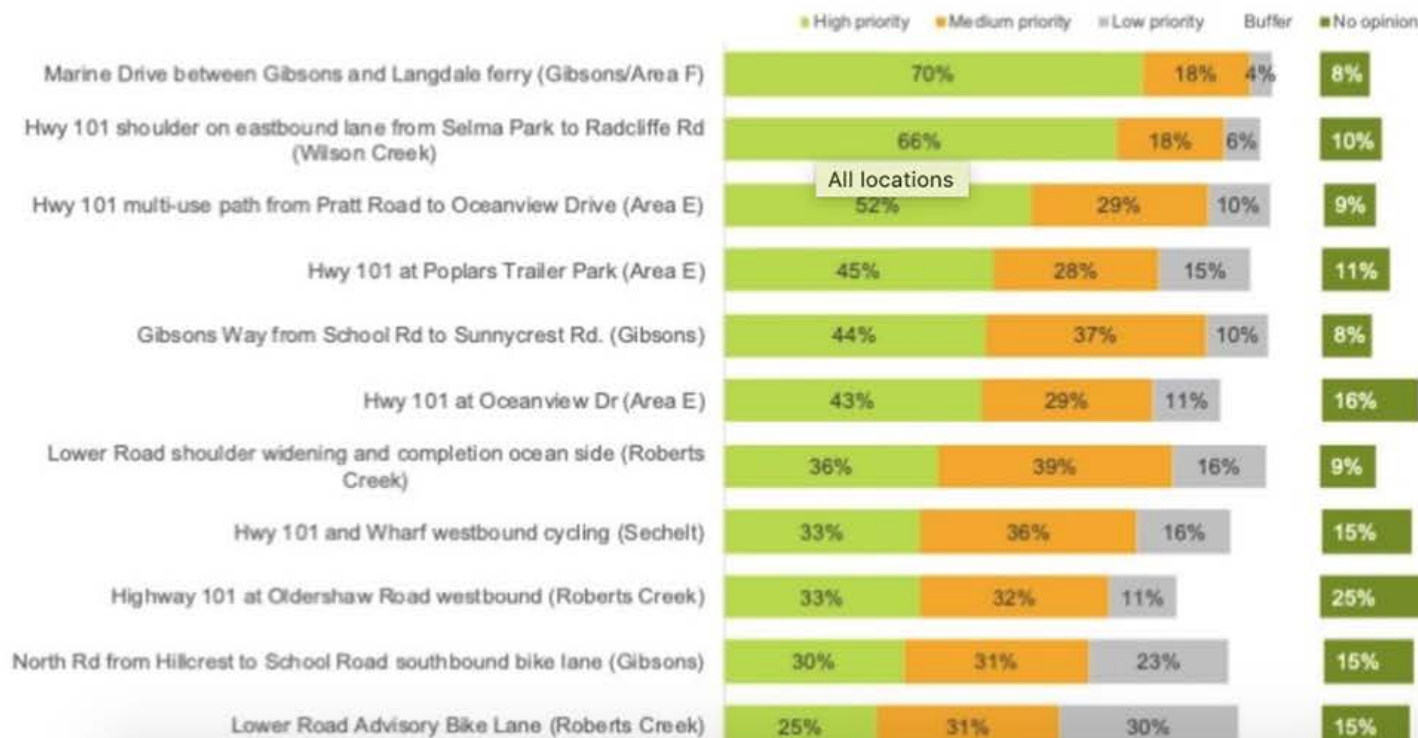
Responses varied by where respondents lived, but Marine Drive between Gibsons and the Langdale ferry and Highway 101 in Wilson Creek were indicated as the highest priority areas for improvement among all respondents.



all respondents. Overall, respondents indicated they find much of the cycling and walking infrastructure on Sunshine Coast roadways to be unsafe or not enjoyable. Primary issues noted were the lack of adequate separation from vehicles, dangerous highway crossings, and poorly-constructed and maintained road shoulders. Numerous respondents also voiced a strong demand for a continuous coast-wide cycle route completely separated from vehicle travel.

[Download Summary Report](#)
[Download Detailed Report](#)
[View Interactive Chart](#)

**Responses varied by where respondents lived, but Marine Drive between Gibsons and the Langdale ferry and Highway 101 in Wilson Creek were indicated as the highest priority areas for improvement among all respondents.**





# Recommendations

- Submit a priority list to MOTI.
- These AT issues are included in your planning.
- That includes these strategic goals:
  - The rapid completion of bikeable shoulders along Highway 101.
  - Regular ongoing maintenance of these shoulders.
  - Creation of a continuous coast-wide non-highway route using secondary roads.



\*

# Locations

The locations maps provided below are provided as background.



\*

# Marine Drive

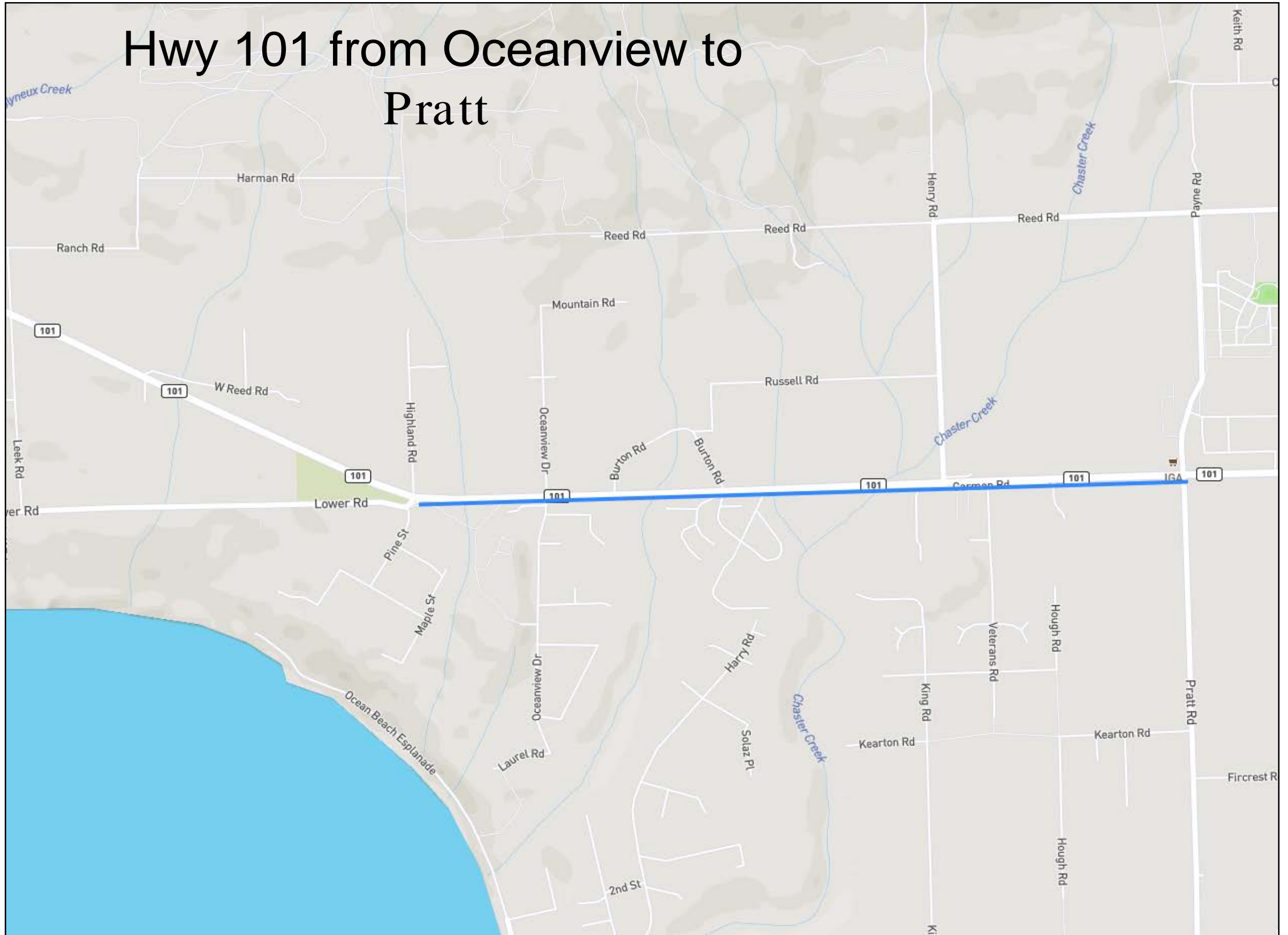


# Selma Park

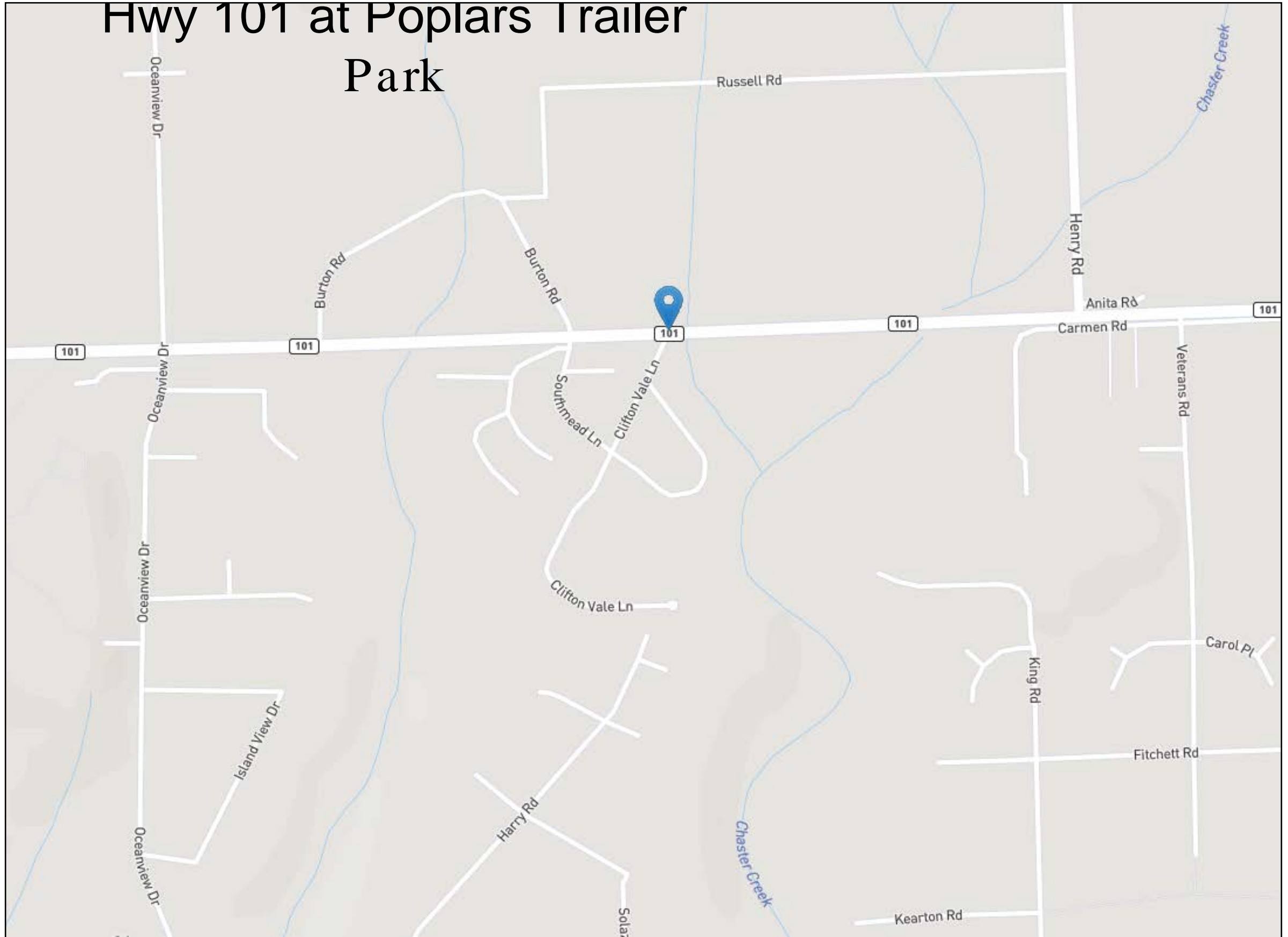


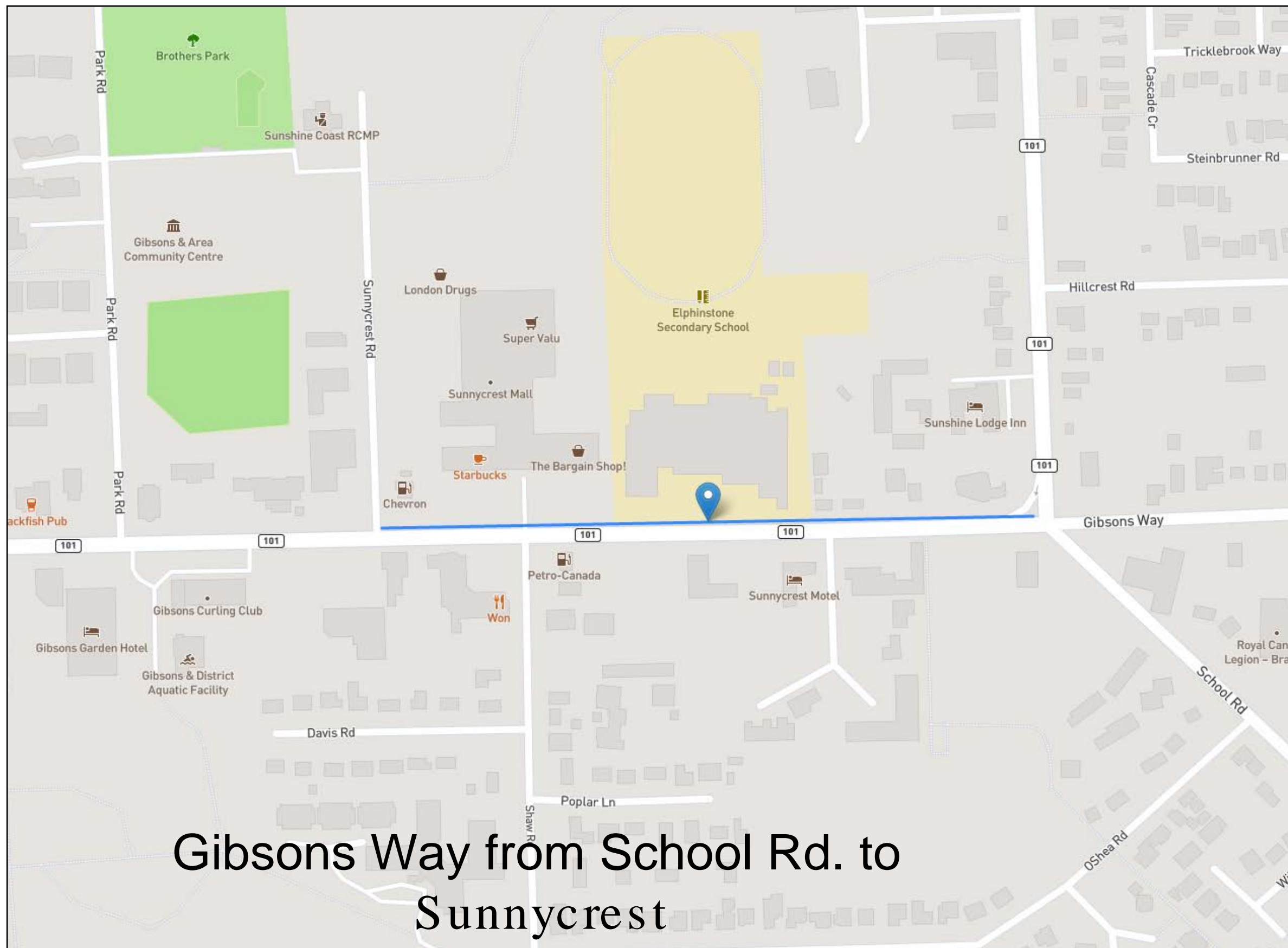


# Hwy 101 from Oceanview to Pratt



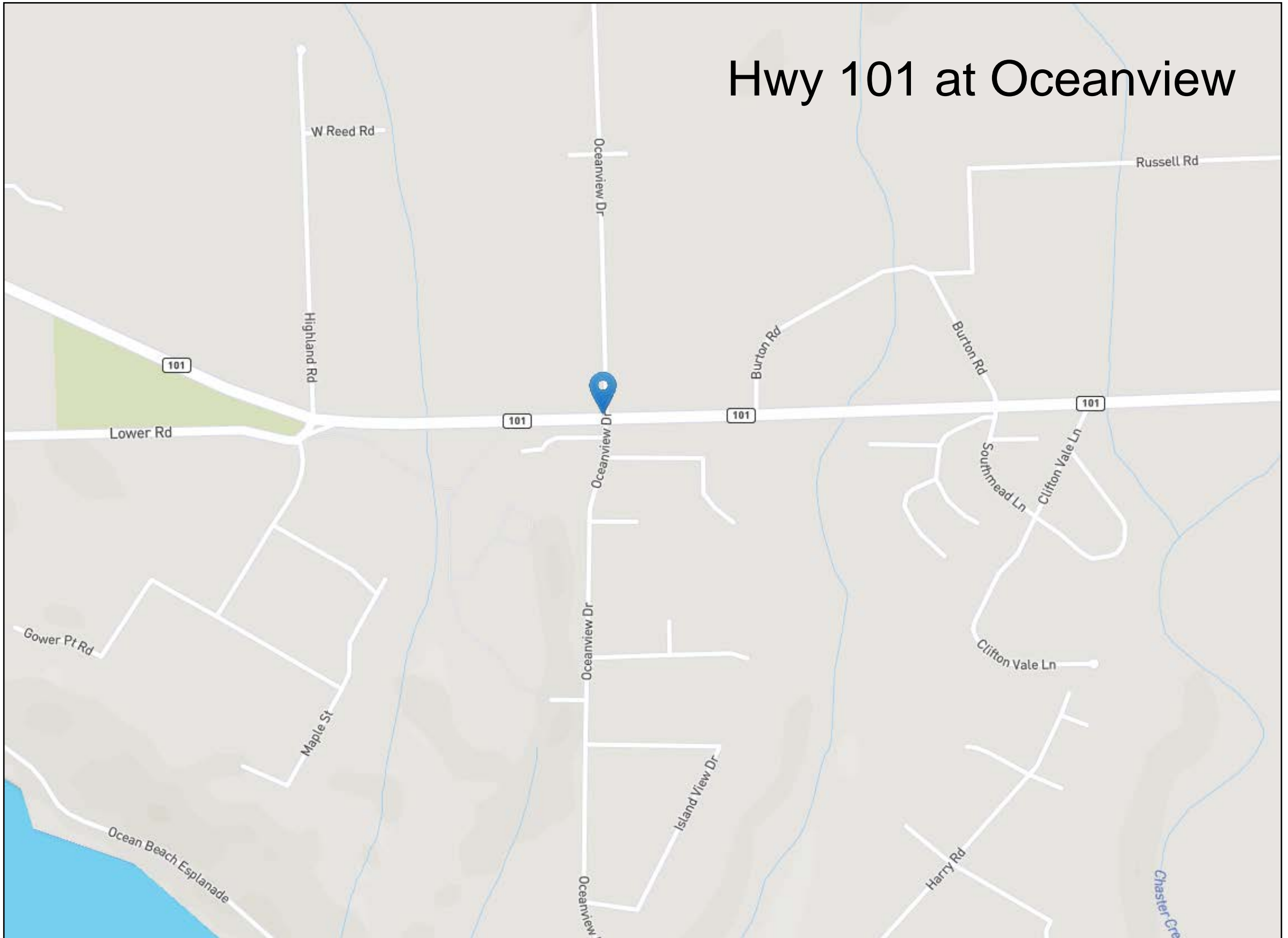
# Hwy 101 at Poplars Trailer Park



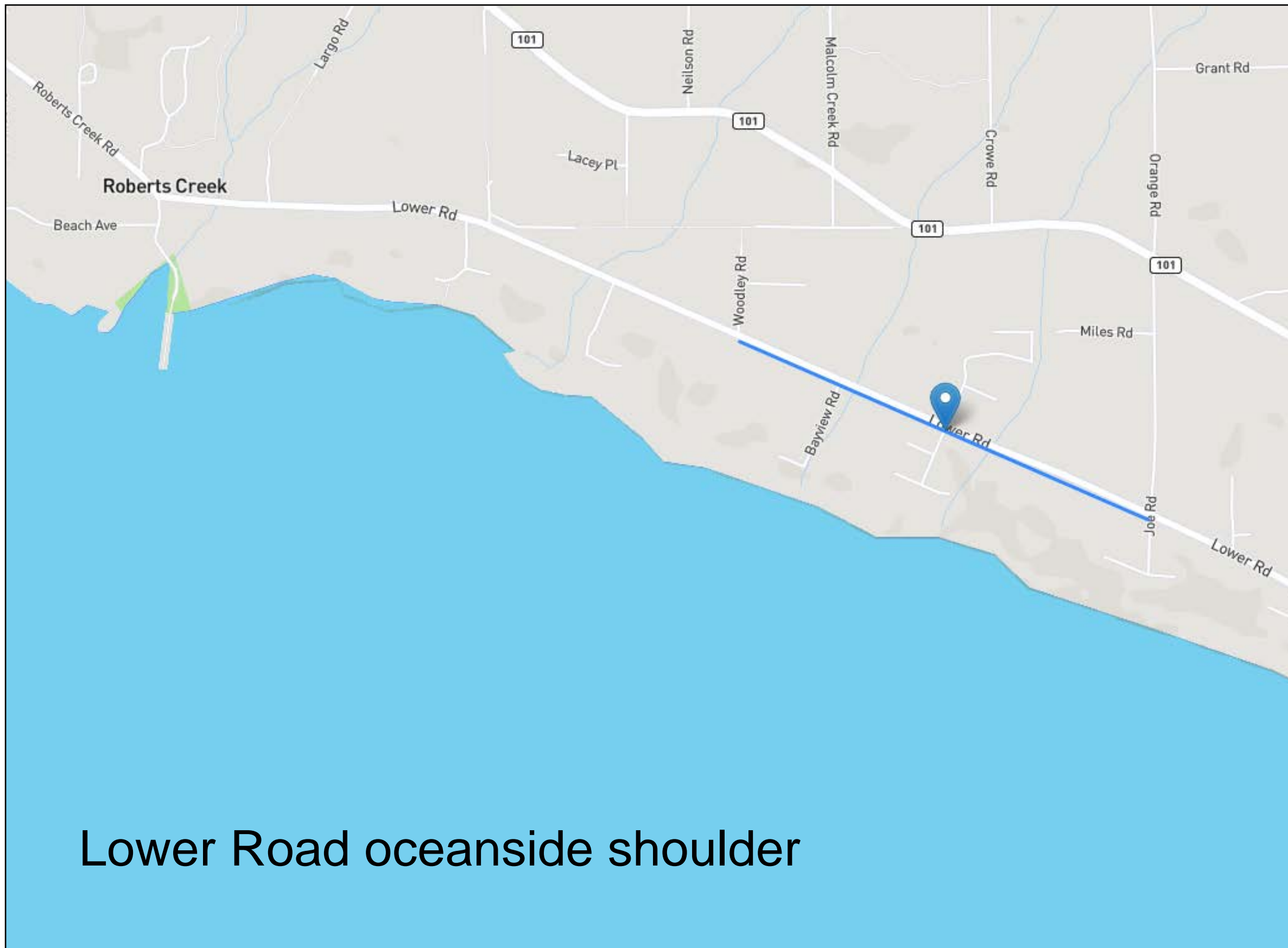


# Gibsons Way from School Rd. to Sunnycrest

# Hwy 101 at Oceanview

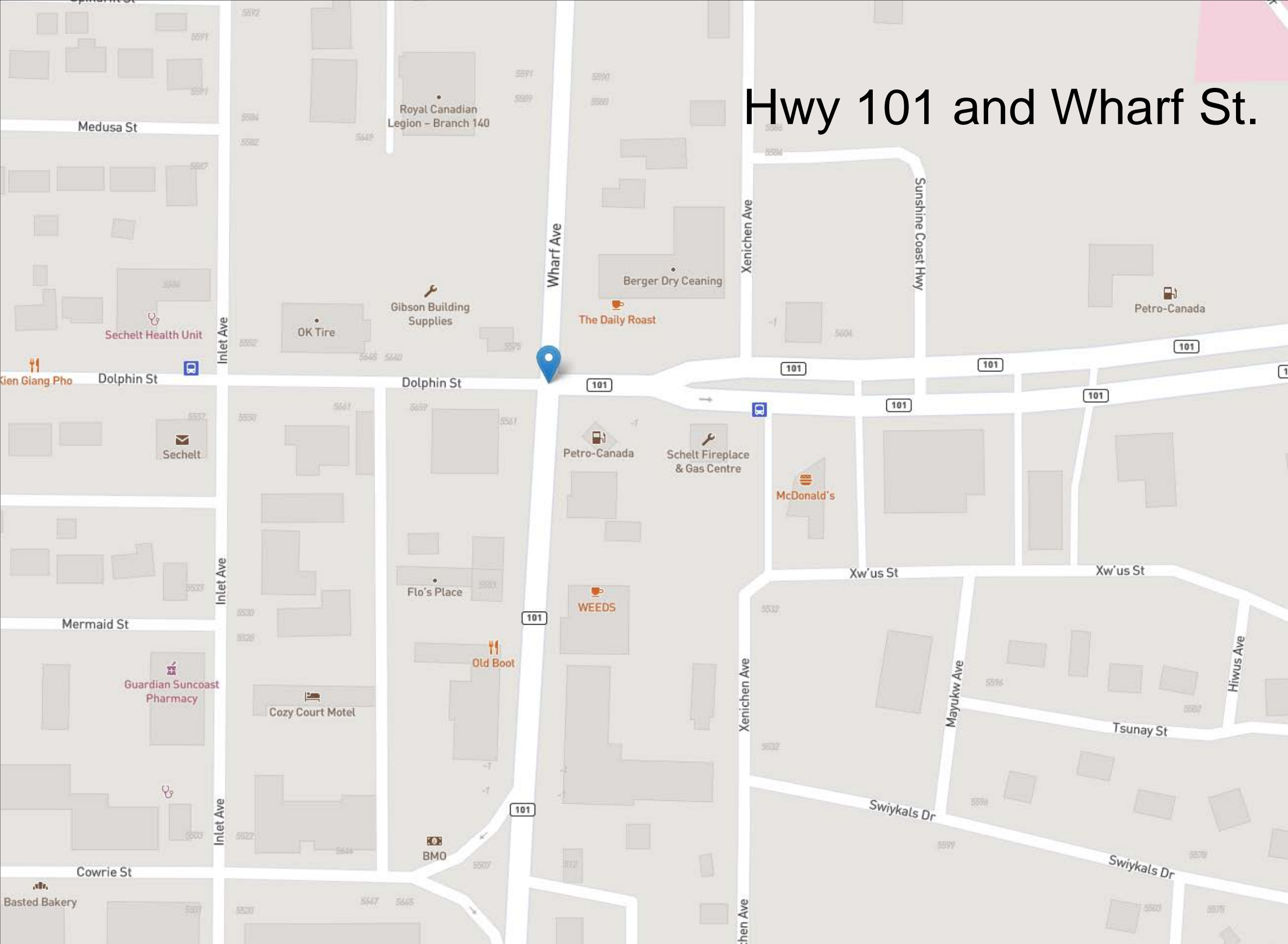






Lower Road oceanside shoulder

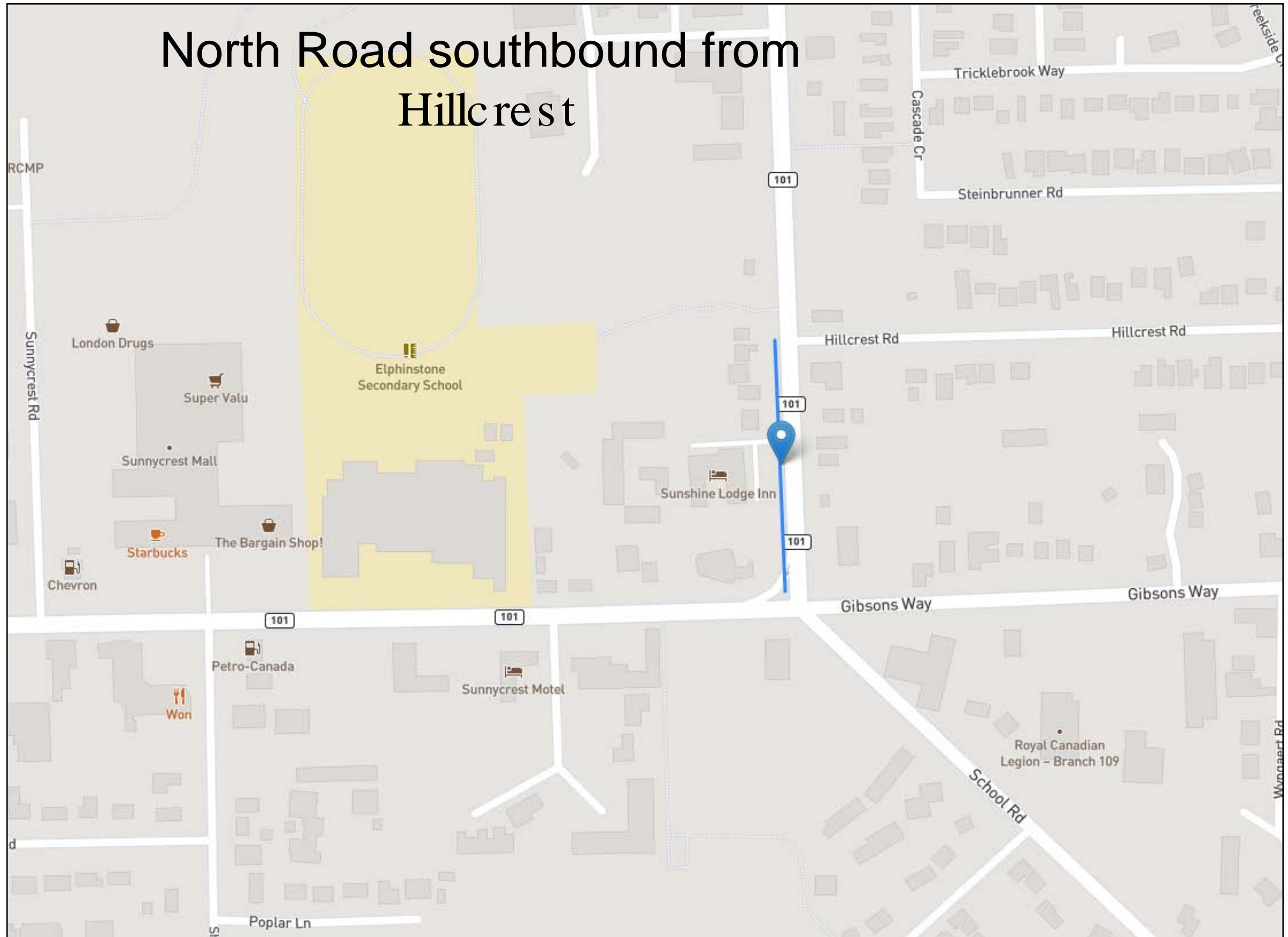
# Hwy 101 and Wharf St.



# Hwy 101 westbound at Oldershaw

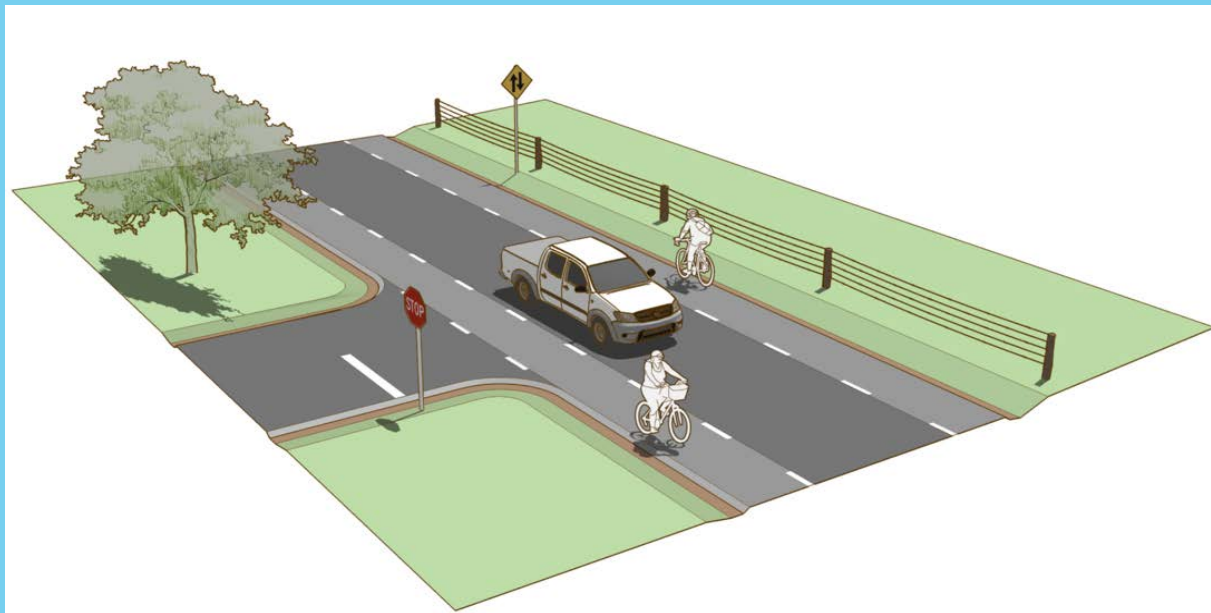
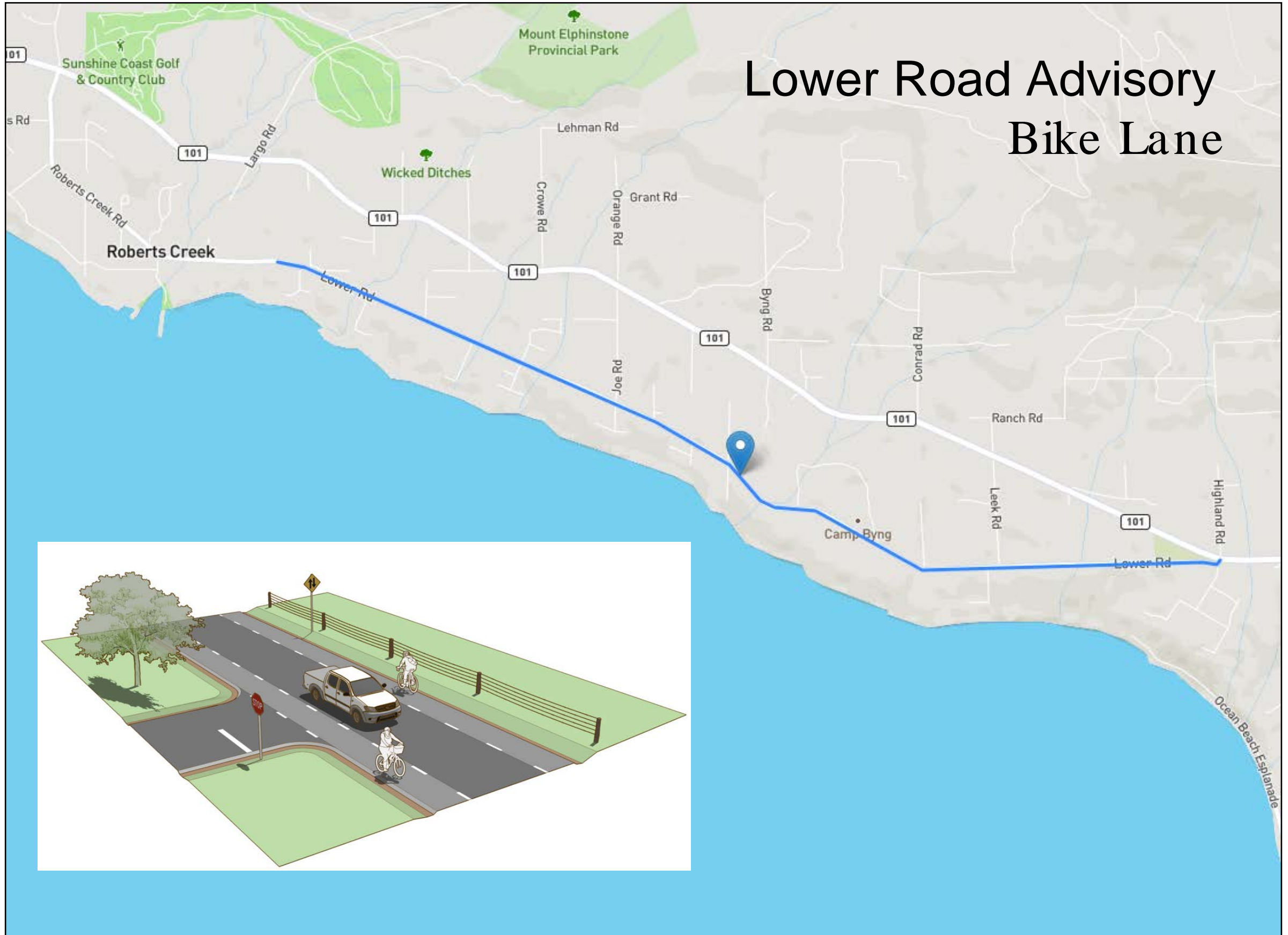


# North Road southbound from Hillcrest

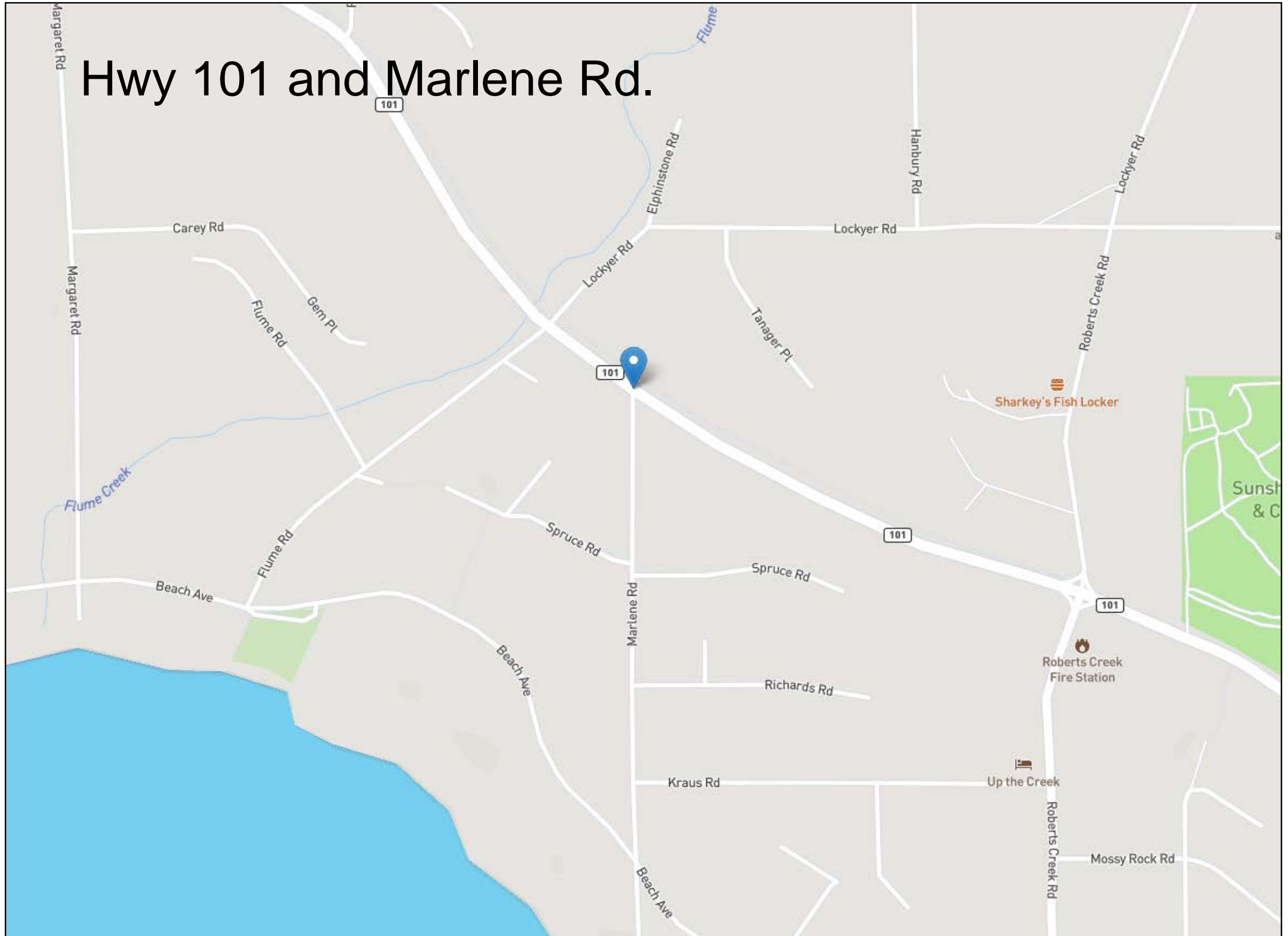




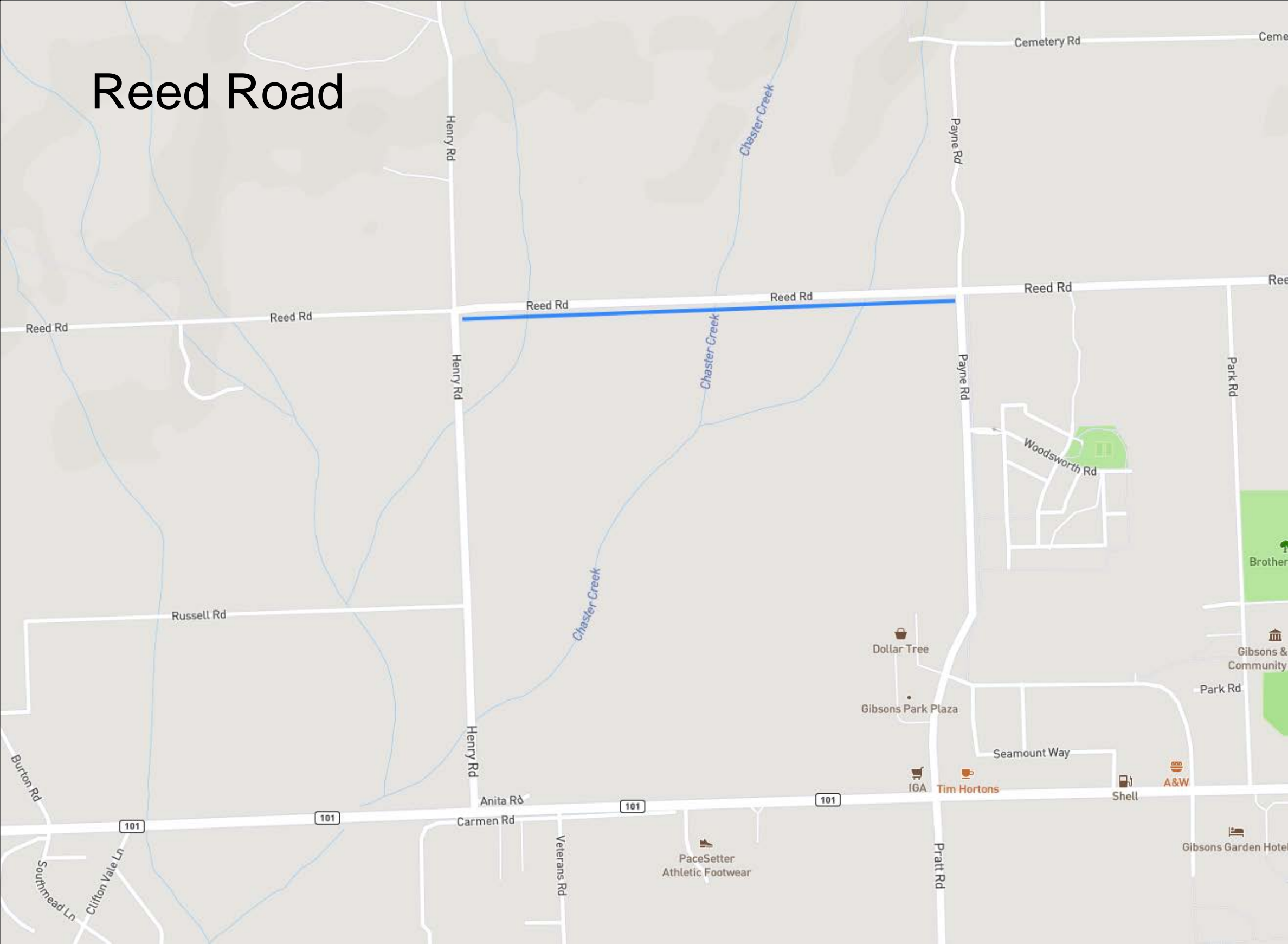
# Lower Road Advisory Bike Lane



# Hwy 101 and Marlene Rd.



# Reed Road









## Planning & Development Committee

### MEETING MINUTES

Tuesday, October 6, 2020

Council Chambers, 3:00pm

Municipal Hall, 474 South Fletcher Road, Gibsons, BC

A Planning & Development Committee meeting was held in Council Chambers, 474 South Fletcher Road, Gibsons, on Tuesday, October 6, 2020 at 3:00pm

#### **PRESENT:**

Councillor Aleria Ladwig, Chair (via video-conference)  
Mayor Bill Beamish (via video-conference)  
Councillor David Croal (via video-conference)  
Councillor Annemarie De Andrade (via video-conference)  
Councillor Stafford Lumley (via video-conference)  
Committee Member Clifford Sutton (via video-conference)  
Committee Member Scott Keck (via video-conference)

#### **STAFF:**

Emanuel Machado, Chief Administrative Officer (via video-conference)  
Lindsey Grist, Director of Corporate Services  
Lesley-Anne Staats, Director of Planning (via video-conference)  
Katie Thomas, Planner I (via video-conference)  
Kirsten Rawkins, Planner I (via video-conference)  
Lisa Howard, Recording Secretary

#### **CALL TO ORDER**

*The Chair called the meeting to order at 3:00pm.*

#### **APPROVAL OF THE AGENDA**

*The October 6, 2020 Special Planning and Development Committee agenda was approved as presented.*

#### **REPORTS**

##### **Katie Thomas, Planner I - Development Permit for Form and Character for 20 Townhouses at 741 Hillcrest Road – new option**

*The report titled Development Permit for Form and Character for 20 Townhouses at 741 Hillcrest Road – new option was received.*

#### **RECOMMENDATION(S)**

**THAT the Planning and Development Committee recommend moving forward with the option where massing has been broken up and the access lane has**

been moved to the centre of the property for Development Permit DP-2020-10 for 741 Hillcrest Road and direct staff to notify neighbours of the requested variance to reduce the side setbacks from 4.5 m to 3 m.

**Kirsten Rawkins, Planner I - Form and Character Development Permit (DP-2020-13) application for building improvements at 1036 Seamount Way**

*The report titled Form and Character Development Permit (DP-2020-13) application for building improvements at 1036 Seamount Way was received.*

**RECOMMENDATION(S)**

**THAT the Planning and Development Committee recommend approval of the Development Permit for the form and character of the proposed building expansion at 1036 Seamount Way (DP-2020-13), subject to receipt of the landscape cost estimate and the incorporation of bird deflector measures.**

**Director of Planning - Sunshine Coast Housing Needs Assessment Report**

*The report titled Sunshine Coast Housing Needs Assessment Report was received.*

*Matt Thomson, Urban Matters, presented the report on the Sunshine Coast Housing Needs Assessment Report. The Committee thanked Mr. Thomson for his presentation.*

**RECOMMENDATION(S)**

**THAT the Sunshine Coast Housing Needs Assessment Report be endorsed;**

**AND THAT staff report back with policy options based on the results of the Sunshine Coast Housing Needs Assessment Report that addresses future housing needs;**

**AND FURTHER THAT these recommendations be forwarded to the October 6, 2020 Regular Council meeting.**

**INQUIRIES**

*The Chair provided an opportunity for public input. There were no inquiries.*

**NEXT MEETING**

*The next Regular Planning & Development Committee meeting to be held on Tuesday, November 3, 2020 in the Town Hall Council Chambers at 3:00pm.*

**ADJOURNMENT**

*The meeting adjourned at 4:15pm.*

---

Lindsey Grist, Corporate Officer

---

William Beamish, Mayor







# STAFF REPORT

**TO:** Council

**MEETING DATE:** October 20, 2020

**FROM:** Lorraine Coughlin  
Director of Finance

**FILE NO:** 1840.07

**SUBJECT:** Muriel Haynes Trust Fund Report

---

## RECOMMENDATIONS

**THAT the report titled Muriel Haynes Trust Fund Report be received for information.**

---

## BACKGROUND / PURPOSE

The purpose of this report is to provide Council with background on the origins of the Muriel Haynes Trust fund as well as requests received to date in order to inform future requests for the use of these funds.

## DISCUSSION:

In 2004, the Town received a \$131,315 donation as a result of an agreement signed with Muriel Haynes in 2003. The donation reflected the net proceeds of the sale of private property that Ms. Haynes bequeathed to the Town as part of a Trust Declaration.

The Trust Declaration stipulates that the Trustee (the Town), shall "distribute or apply the balance of the Trust Fund exclusively for the Objects of Settlement".

The following definitions are listed:

- "Objects of Settlement" shall mean capital improvements to the Town of Gibsons public swimming pool known as the Gibsons Pool for the general benefit of the community of Gibsons as a whole; and
- "Trust Fund" shall mean the Trust Property and the accumulated income therefrom for the time being and from time to time into which the Trust Property and accumulated income therefrom may be converted.

Ms. Haynes had used the pool extensively and was a volunteer instructor for seniors' aqua-fit classes. At the time of the agreement, it was understood that Ms. Hayne's wish was that the funds would be used for the addition of a multi-purpose room to accommodate lifeguard dryland instruction and children's birthday parties.

In 2005 the Town (the operator of the pool at that time) issued a tender to upgrade the pool which would have included the addition of a multi-purpose room. The result of the tender was such that the bid price exceeded the available funds, and the project was abandoned.

In 2016, as per the following Sunshine Coast Regional District (SCRD) recommendations from the February 11, 2016 Regular Board Meeting, the Town received a request to use the funds to support the replacement of the facility's hot tub:

“THAT the report titled “Gibsons and District Aquatic Centre – Hot Tub” be received;

AND THAT the Town of Gibsons be requested to approach the Haynes family about other possible uses of the legacy fund, such as the replacement of the hot tub;

AND FURTHER that a letter supporting use of the bequeathed funds for the hot tub be provided through the Town of Gibsons to the family as the therapeutic uses of the hot tub are directly related to the donor's career in health care.”

After review and discussion of the request, Council passed the following motion (R2016-212):

“THAT staff advise the Sunshine Coast Regional District that the Gibsons Pool hot tub replacement project does not align with the intent or vision for the Muriel Haynes Fund and that the Town would welcome an opportunity to consider future proposals.”

No further requests for funds have been received. The current balance of the fund (as of December 31, 2019) is \$204,698.

#### **POLICY / PLAN IMPLICATIONS**

##### **Strategic Plan**

Consideration of requests to use the trust funds aligns with Council's strategic objective of “Advocate and Collaborate on Regional Issues”:

- We will collaborate and partner with our neighbouring jurisdictions to effectively address shared opportunities and challenges.

##### **Financial Plan Implications**

The 2020 Financial Plan was adopted on May 5, 2020. Any subsequent expenditures, if authorized, will be incorporated into a Financial Plan Amendment Bylaw to be brought to Council later this Fall.

**RECOMMENDATIONS / ALTERNATIVES**

Staff's recommendation is on page 1 of the report.

Respectfully Submitted,

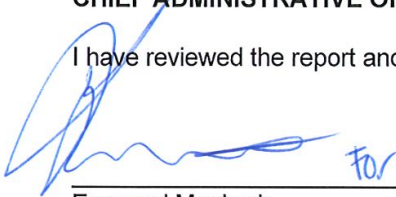


---

Lorraine Coughlin, CPA, CGA  
Director of Finance

**CHIEF ADMINISTRATIVE OFFICER'S COMMENTS:**

I have reviewed the report and support the recommendation(s).



---

Emanuel Machado  
Chief Administrative Officer







# STAFF REPORT

**TO:** Council

**MEETING DATE:** October 20, 2020

**FROM:** Lindsey Grist  
Director of Corporate Services

**FILE NO:** 0540-02

**SUBJECT:** Public Art in Public Spaces Policy

---

## RECOMMENDATIONS

**THAT the report titled Public Art in Public Spaces Policy be received;**

---

## BACKGROUND / PURPOSE

At the October 6, 2020 Regular Meeting of Council, the Town of Gibsons' Council passed the following resolution:

R2020-439 THAT the updated draft of Policy 6.6 Public Art in Public Spaces be brought to Council for discussion.

## SUMMARY

The purpose of this report is to bring the draft of Policy 6.6 Public Art in Public Spaces to Council for discussion.

## Attachments

- Attachment A – Draft of Policy 6.6 Public Art in Public Spaces

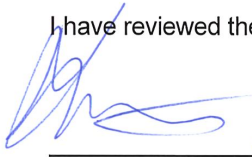
Respectfully Submitted,

---

Lindsey Grist  
Director of Corporate Services

**CHIEF ADMINISTRATIVE OFFICER'S COMMENTS:**

I have reviewed the report and support the recommendation(s).

  
Lindsey Groot  
For  
Emanuel Machado  
Chief Administrative Officer



## TOWN OF GIBSONS

### POLICY AND PROCEDURE MANUAL

<b>SUBJECT:</b> Public Art in Public Spaces	<b>SECTION:</b> Parks <b>NUMBER:</b> 6.6 <b>PAGE 1 OF 8</b>
<b>ADOPTED:</b> September 19, 2006 <b>REVISED:</b>	<b>RESOLUTION NO.:</b> R2006-559

#### PREAMBLE:

*"Our public spaces are critical to a civic life that honours and celebrates our humanity and history and responds to cultural and political change. Residents and visitors – diverse in culture, age and interests – seek the freedom to move about and use public space spontaneously and for a wide range of purposes...public art continues to enrich our environment, promotes us to ask questions and feeds our imaginations." (Rika Smith McNally and Lilian Hsu, 'Conservation of Contemporary Public Art', The Getty Conservation Institute, Fall 2012.)*

The Town of Gibsons established this policy to give guidance and incorporate a community based process for the integration of artwork into public spaces throughout the Town. The policy is intended to provide Council, staff and the arts community with a clear, consistent framework for decision making and for the implementation of this policy. This policy does not include art on private lands; however, for private developments, projects or developments that are accessible to the public; the inclusion of art for public display, or a community amenity contribution, is encouraged.

#### PURPOSE:

The Town of Gibsons recognizes the benefits that the "Art in Public Spaces" program will bring to the community throughout the years. This policy is intended to increase the richness of the Town of Gibsons by :

- Strengthening and enhancing civic pride and the identity of the community;
- Demonstrating clear belief in the importance of culture, heritage and creativity;
- Enhancing public spaces for residents and visitors;
- Recognizing the cultural community and their contribution to our environment;
- Leaving a lasting legacy for future generations; and,
- Acknowledging the importance of temporary art specific to events or cultural activities.

## 2. POLICY FRAMEWORK

### 2.1 Policy Statement:

The Town of Gibsons believes that Art in Public Spaces, throughout the community, will benefit the community through strengthening our identity



## TOWN OF GIBSONS

### POLICY AND PROCEDURE MANUAL

<b>SUBJECT:</b> Public Art in Public Spaces	<b>SECTION:</b> Parks <b>NUMBER:</b> 6.6 <b>PAGE 2 OF 8</b>
<b>ADOPTED:</b> September 19, 2006 <b>REVISED:</b>	<b>RESOLUTION NO.:</b> R2006-559

and pride, enhancing public spaces for residents and visitors, demonstrating support for and stimulating the growth of the arts within our unique community.

#### 2.2 Goals and Objectives:

- Strengthen the culture, heritage and creativity of the community through building and displaying a unique public art and cultural collection for the Town of Gibsons; .
- Increase the number of public art projects undertaken to enhance the richness of the community;
- Increase public awareness and appreciation of visual arts through the display of public art works;
- Increase the opportunities for local artists and individuals to create and display their work;
- Engage the community in discussions and decisions regarding public art projects;
- Give recognition to the wide range of artistic expressions that is accessible to all and compatible with the surrounding environment; and,
- Incorporate artwork and beautification in both public and private developments of significance.

#### 3. DEFINITIONS

**Public Art (Art):** art in public places, is defined as original artwork selected, commissioned, created or donated for location in the public domain, and created by an artist. Artworks may be permanent or transitory, functional, integrated or discrete to the site. Artwork created or initiated by the community for the public realm is also considered public art. (City of Victoria-Art in Public Places Policy 2018)

**Public Space (Public Domain)** means the space that is available and frequently used by the public within the Town of Gibsons and for which the Town of Gibsons holds title or an interest. Included, but not limited to, are streets, parks, boulevards, trail systems, open spaces, waterways, exterior and interior public areas associated with Town owned buildings and places.





## TOWN OF GIBSONS

### POLICY AND PROCEDURE MANUAL

<b>SUBJECT:</b> Public Art in Public Spaces	<b>SECTION:</b> Parks <b>NUMBER:</b> 6.6 <b>PAGE 3 OF 8</b>
<b>ADOPTED:</b> September 19, 2006 <b>REVISED:</b>	<b>RESOLUTION NO.:</b> R2006-559

**Public Art Advisory Committee** – A volunteer citizen committee that reviews and recommends to the *Planning & Development Committee of Council, through the Director of Planning*, acquisitions, proposals, projects and de-accessioning related to public art within the Town of Gibsons. The committee is responsible for insuring that the works of art are compatible with the *culture, history and character of Gibsons* (Town of Sidney) and assists in promoting Public Art in Public Spaces.

**De-accessioning** – The process of permanently removing a piece of art from the Town of Gibsons Public Art collection.

#### 4. POLICY AND PROGRAM ADMINISTRATION

The Town of Gibsons will be responsible for the development and implementation of the policy and program.

##### 4.1 Role of the Town of Gibsons Council:

- Promotes public art throughout the community.
- Approves the Art in Public Spaces Policy and any changes to the policy if warranted.
- Appoints seven (7) members of the community to sit on the Public Art Advisory Committee, one of which may be a Councillor.
- Approves any additions or deletions to the Town of Gibsons Public Art collection.
- Approves the annual budget for this function.
- Approves any Town initiated fundraising plan associated with the policy or program.
- Approves the naming of art in public spaces.

##### 4.2 Role of the Public Art Advisory Committee:

- Promote awareness and understanding of the benefits of public art in public spaces. Encourages appropriate sponsorship.



## TOWN OF GIBSONS

### POLICY AND PROCEDURE MANUAL

<b>SUBJECT:</b> Public Art in Public Spaces	<b>SECTION:</b> Parks <b>NUMBER:</b> 6.6 <b>PAGE 4 OF 8</b>
<b>ADOPTED:</b> September 19, 2006 <b>REVISED:</b>	<b>RESOLUTION NO.:</b> R2006-559

- Supports community initiatives in the creation and provision of public art within the Town of Gibsons.
- Develops evaluation criteria and process in the selection of art for Council's approval and recommends any changes or additions to the criteria for the selection of public art projects.
- Provides guidance to staff, Council and sponsors on the type and location of public art on public land.
- **Administers the** selection process of public art and makes recommendations to Council in the commissioning and/or competitions (open or by invitation) for public art.
- Works with staff to identify potential sites and projects for future public art installations.
- Ensures recommendations are compatible with the project and surrounding environment.

#### 4.3 Role of Director of Planning or designate:

- Assists committee, as required, in policy development, research, community development, work planning, communications, budget preparation and fundraising.
- Coordinates maintenance of the Town's collection.
- Liaise with the various community organizations and potential donors, including developers, in managing and promoting the policy.
- Apply for funding where available.
- Makes recommendations for the allocation of funds for purchases, programs and maintenance through the annual budget process.
- Provides public notification of installations or de-accessioning.
- Attend Public Art Advisory Committee meetings.

#### 4.4 Conflict of Interest Guidelines:

The Town of Gibsons confidentiality and conflict of interest guidelines apply to all committee members. Committee members must remove themselves from judging or deciding on the outcome of a particular competition or selection process if it is their own work, or work of members of their family.



## TOWN OF GIBSONS

### POLICY AND PROCEDURE MANUAL

<b>SUBJECT:</b> Public Art in Public Spaces	<b>SECTION:</b> Parks <b>NUMBER:</b> 6.6 <b>PAGE 5 OF 8</b>
<b>ADOPTED:</b> September 19, 2006 <b>REVISED:</b>	<b>RESOLUTION NO.:</b> R2006-559

#### 5. ACQUISITION OF PUBLIC ART

The acquisition of public art may be provided through, but not limited to:

- Purchasing a finished work of art.;Commissioning a work of art through a competition or proposal call;
- Accepting a donation of a work of art, for which the ownership is transferred to the Town of Gibsons;
- The temporary display of a work of art in which ownership is not transferred to the Town of Gibsons and liability or responsibility on the part of the Town of Gibsons is limited; and,
- Working with developers to include public art in new developments or to provide funding for public art projects in the community.

Council shall approve each purchase, commission, donation or temporary display upon the recommendation of the Public Art Advisory Committee through the Director of Planning

##### .5.1 Selection Criteria:

- Relevance to the Town of Gibsons' cultural heritage and/or history;
- Fit with the Towns art acquisition strategy;
- Quality or condition of the work;
- Suitability of the work for display in a public space;
- Degree of fit with existing or proposed displays or programs;
- The Town of Gibsons ability to safely display or conserve the work;
- Ethical and legal considerations regarding ownership;
- The ability of the Town to maintain the work;
- Value of the work as a potential for resale or auction to increase the public art reserve.

Upon Councils' approval of acquisition, the successful artist will enter into a written agreement that will address the artist's obligations including, but not limited to:

- The scope of work.
- Materials.
- Timelines.



**TOWN OF GIBSONS**  
**POLICY AND PROCEDURE MANUAL**

<b>SUBJECT:</b> Public Art in Public Spaces	<b>SECTION:</b> Parks <b>NUMBER:</b> 6.6 <b>PAGE 6 OF 8</b>
<b>ADOPTED:</b> September 19, 2006 <b>REVISED:</b>	<b>RESOLUTION NO.:</b> R2006-559

- Installation.
- Maintenance or conservation plans.
- Warranty.
- Copyright.
- Payments to sub-contractors.

This written agreement will also provide the Town of Gibsons obligations that will include:

- Payment.
- Community notification.
- Artist recognition.

The Town of Gibsons, at its' discretion, may require works solicited or unsolicited to be removed from display. For unsolicited works, the removal shall be at the owner's expense.

**5.2 Maintenance:**

The development of the maintenance plan is the responsibility of the artist and must be submitted with the proposal for review and consideration of the Public Art Advisory Committee as part of the selection process. Key information such as maintenance specifications and budgets, any shop drawings and contacts, including the artist, will be provided.

The Town of Gibsons will be responsible for the care and maintenance of the work for which they own.

**5.3 De-accessioning:**

De-accessioning will only occur after an assessment is undertaken and reviewed by the Public Arts Advisory Committee, and a report justifying the recommendation, including recommended method of disposal, is provided for Councils' consideration and approval. Public art can be de-accessioned under any of the following conditions:

- The work of art is deteriorating and restoration is not feasible.
- The work of art is no longer relevant to the Town's collection.





## TOWN OF GIBSONS

### POLICY AND PROCEDURE MANUAL

<b>SUBJECT:</b> Public Art in Public Spaces	<b>SECTION:</b> Parks <b>NUMBER:</b> 6.6 <b>PAGE 7 OF 8</b>
<b>ADOPTED:</b> September 19, 2006 <b>REVISED:</b>	<b>RESOLUTION NO.:</b> R2006-559

- The work was donated to the town with agreement, in writing, by the donor that it may be sold in order to raise money for the Public Art Acquisition Reserve.
- The work of art is discovered to be stolen, or was offered to the Town for acquisition using fraudulent means.

In the event of accidental loss, theft or vandalism, the Town of Gibsons retains the right to determine whether repair, replacement or de-accessioning is appropriate.

#### 5.4 Funding:

Funding to support the Public Art in Public Spaces program will be provided through the following options:

- By Council approval through the annual budget process.
- By Council approval through the capital budget process.
- *Grants from government agencies and other organizations.*
- Sponsorships.
- Donations.
- Sale of donated works of art (with the knowledge of and written agreement of the donor)
- By encouraging developers to incorporate artistic elements or design features in their projects encouraging the use of local artists.
- By council policy designating 2.5% of Community Amenity Funds and/or 2.5% of annual building permit fees for public art acquisition and maintenance.

#### 5.5 Insurance:

Public art works purchased by the Town of Gibsons will include the appraised value of the work of art for insurance purposes. Art works not owned by the Town of Gibsons but accepted for display will be insured. A waiver of insurance from the owner could be accepted by the Town of Gibsons.



**TOWN OF GIBSONS**  
**POLICY AND PROCEDURE MANUAL**

<b>SUBJECT:</b> Public Art in Public Spaces	<b>SECTION:</b> Parks <b>NUMBER:</b> 6.6 <b>PAGE 8 OF 8</b>
<b>ADOPTED:</b> September 19, 2006 <b>REVISED:</b>	<b>RESOLUTION NO.:</b> R2006-559

October 2, 2020

Mayor Beamish and Council  
Town of Gibsons  
474 South Fletcher Road  
Gibsons, BC V0N 1V0

**RE: 2020 Community Excellence Awards**

Mayor Beamish and Council,


Congratulations on being chosen for as Winner in the Excellence in Asset Management category for your project - *Town of Gibsons Eco-Assets Strategy*.

Please accept UBCM's Excellence in Asset Management plaque and lapel pins that acknowledge your outstanding achievement and we hope that you will display them with pride.

We will be positing profiles of all our 2020 Community Excellence Award winners on the UBCM website at [www.ubcm.ca](http://www.ubcm.ca). If your community is interested in obtaining a copy of the Excellence in Asset Management category video that was shown during the virtual awards ceremony, please let us know and we would be happy to send along a link where you can easily download it.

Again, congratulations on a job well done!

Sincerely,

A handwritten signature in blue ink, appearing to read "Danyta Welch".

Danyta Welch  
Manager, Local Government Program Services

cc: Emanuel Machado, CAO, Town of Gibsons







Town of Gibsons

## MEMORANDUM

TO: Mayor and Council

FROM: Tracy Forster, Administrative Assistant II

DATE: October 5, 2020

SUBJECT: **Correspondence for the Week Ending October 5, 2020**

---

**Please note:** Only correspondence indicated has been forwarded to staff.  
If you have any questions, or would like staff to follow up with items on the CRF, please contact Lindsey  
as items do not need to wait for a Council meeting to be actioned.

1. Regular Correspondence (Including Emails)

- 2020-09-29 Ian Tostenson re BC Restaurant and Foodservice Assoc re COVID-19 Letter to Municipalities Follow up
- 2020-09-29 UBCM Convention Bulletin #4
- 2020-09-30 UBCM The Compass Emergency Program Act; Rapid Housing; Hospitality Sector Measures
- 2020-10 Gibsons Pool
- 2020-10-01 Coastal Fire Centre Status Report
- 2020-10-04 Raquel Kolof, Sunshine Coast Farmers Institute Board re Restrict Cannabis Production in the ALR
- 2020-10-05 Roy Brooke, MNAI re MNAI Mention in Plan H Health Guide





# Town of Gibsons

## MEMORANDUM

TO: Mayor and Council

FROM: Tracy Forster, Administrative Assistant II

DATE: October 13, 2020

SUBJECT: **Correspondence for the Week Ending October 13, 2020**

---

**Please note:** Only correspondence indicated has been forwarded to staff.  
If you have any questions, or would like staff to follow up with items on the CRF, please contact Lindsey as items do not need to wait for a Council meeting to be actioned.

1. Time Sensitive Material

- 2020-10-07 Join Patrick Weiler, MP & Minister Wilkinson, MOE&CC for a Virtual Town Hall - Oct 13, 5pm
- 2020-10-08 Ruth Simons re Howe Sound Community Forum - Virtual - Oct 23, 10am-12pm

2. Regular Correspondence (Including Emails)

- Correspondence Received After Closing of the Short Term Rental Bylaw Public Hearing
- 2020-10 Correspondence from Patrick Weiler, MP
- 2020-10-02 UBCM 2020 Community Excellence Awards
- 2020-10-05 Roy Brooke, MNAI re MNAI Mention in Plan H Health Guide
- 2020-10-06 Donna McMahon, Elphinestone News - Early October
- 2020-10-06 Suzanne Senger re Gospel Rock Council Decisions Needed to Protect the Land
- 2020-10-07 Alun Woolliams, TraC President re Active Transportation Improvements Survey Results
- 2020-10-07 UBCM The Compass re Electronic Meetings Guidance; PRIMECorp; Funding & Resources Update
- 2020-10-08 Sarah Fung, BC Ferries re Community Engagement Project Update
- 2020-10-08 Susan Yurkovich, COFI re COFI Releases Economic Study - Deep Roots, Strong Communities



# **TOWN OF GIBSONS**



## **ANTI-NOISE BYLAW BYLAW No. 1285, 2020**

**Adopted: Month #<sup>th</sup>, 20##**



## **TOWN OF GIBSONS BYLAW NO. 1285, 2020**

A Bylaw to regulate noise or sound  
within the Town of Gibsons

**WHEREAS** it is deemed desirable to regulate or prohibit the making or causing of noises or sounds under the authority of the Local Government Act;

**THEREFORE**, the Municipal Council of the Town of Gibsons, in open meeting assembled, enacts as follows:

### **SECTION 1      GENERAL PROVISIONS**

#### **1.1      SHORT TITLE**

This Bylaw may be cited for all purposes as "Anti-Noise Bylaw No. 1285, 2020".

#### **1.2      REPEAL**

Bylaw No. 364, 1980 is repealed.

### **SECTION 2      DEFINITIONS**

#### **2.1      DEFINITIONS**

In this Bylaw;

"BYLAW ENFORCEMENT OFFICER" means a person employed by the Town of Gibsons for the purpose of enforcing the Towns Bylaws.

"COUNCIL" means the Council of the Town of Gibsons.

"CONSTRUCTION" means the alteration, erection, repair, enlargement, demolition or removal of a building or other structure and includes all land clearing and excavation.

"HOLIDAY" means any day set out by the Parliament of Canada or by the Legislature as a public holiday.

"POWER EQUIPMENT" means any tool, equipment or machinery powered by an internal combustion engine or electric motor that is used for construction, for lawn, garden, building and property maintenance, vehicle repair and includes edge trimmers, weed-eaters, rototillers, lawnmowers, leaf blowers, chain saws, pressure washers, carpet cleaning equipment and hand operated power tools.

### **SECTION 3      GENERAL REGULATIONS**

- 3.1 No person shall, except as herein provided, make or cause to be made any noise or sound anywhere in the Town of Gibsons which disturbs the quiet, peace, rest, enjoyment, comfort or convenience of the neighbourhood or persons in the vicinity.
- 3.2 No owner or occupier of property in the municipality shall allow such property to be used so that noise or sound emanates therefrom which disturbs or tends to disturb the quiet, peace, rest, enjoyment, comfort or convenience of the neighbourhood or of persons in the vicinity.
- 3.3 No person shall play or operate any radio, stereo equipment or other instrument or any apparatus for the production or amplification of sound either in private or public places in such a manner as to disturb the quiet, peace, rest, enjoyment, comfort or convenience of the neighbourhood or persons in the vicinity.
- 3.4 No person shall own, keep or harbour any animal or bird which by its cries unduly disturbs the peace, rest or tranquillity of surrounding neighbourhoods or the public at large.

### **SECTION 4      SPECIFIC REGULATIONS**

#### **4.1      CONSTRUCTION HOURS**

- a) No person shall, before 0700 hours and after 2000 hours between Monday and Friday, engage in or permit construction in any manner which disturbs the quiet, peace, rest, enjoyment, comfort or convenience of any persons in the neighbourhood or of persons in the vicinity.
- b) No person shall before 0800 and after 1800 hours on a Saturday engage in or permit construction in any manner which disturbs the quiet, peace, rest, enjoyment, comfort or convenience of any person in the neighbourhood or of persons in the vicinity.
- c) No person shall for gain or profit on any Sunday or on any holiday, engage in or permit construction in any manner which disturbs the quiet, peace, rest, enjoyment, comfort or convenience of any persons in the neighbourhood or of persons in the vicinity.
- d) Where it is impossible or impractical to comply with this section, the Building Official or a Bylaw Enforcement Officer may give written approval, in the form of a comfort letter, to carry out the work that is found to be necessary at designated hours.

#### 4.2 POWER EQUIPMENT NOISE

No person shall, before 0800 hours or after 2000 hours between Monday and Saturday or before 0900 hours or after 1800 hours on a Sunday or Holiday, operate, or permit the operation of any power equipment.

#### 4.3 QUIET HOURS

No person shall before 0700 hours or after 2200 hours on any between Monday and Thursday or before 0800 hours and after 2300 hours between Friday and Sunday and not after 0100 hours on New Years Day, cause or permit a noise of any kind which interrupts the sleep, or prevents the sleep of a person in the neighbourhood or vicinity.

*Table 1: Summary of Noise Control Hours*

<b>Construction Hours</b>	
Monday to Friday	0700-2000
Saturday	0800-1800
Sunday/Stat Holiday	Not Permitted for Gain or Profit
<b>Power Equipment Hours</b>	
Monday to Saturday	0800-2000
Sunday/Stat Holiday	0900-1800
<b>Quiet Hours</b>	
Monday to Thursday	2200-0700
Friday to Sunday	2300-0800
New Years Day	0100-0700

### SECTION 5 EXCEPTIONS

5.1 The provisions of this Bylaw shall not apply to sound caused by:

- a) Operators of Emergency vehicles in the conduct of their lawful duty.
- b) The performance of activities of an emergency nature for the preservation or protection of life, health or property.
- c) The use of an explosive device or the operation of a rock drill or hammer in accordance with a blasting permit issued by the Town of Gibsons.
- d) The loading or unloading of goods, materials, machines, equipment, waste or garbage by any means, except on a Sunday or holiday between 0730 hours and 1730 hours.
- e) The operation of a street sweeper, snow removal, road and parks maintenance machines and equipment by or on behalf of the Town.

## **SECTION 6      RIGHT OF ENTRY**

- 6.1 A Bylaw Enforcement Officer or a Building Inspector may enter onto a property or premises at a reasonable time and a reasonable manner to ascertain whether the provisions of this Bylaw are being observed.

## **SECTION 7      PENALTY**

- 7.1 Every person who violates a provision of this bylaw, or who consents, allows or permits an act or thing to be done in violation of a section of this bylaw commits an offence and each day a violation continues or is allowed to continue constitutes a separate offence.
- 7.2 Every person who commits an offence under this bylaw is liable on summary conviction to a fine not exceeding the maximum allowed by the Offence act.
- 7.3 Every person who commits an offence under this bylaw shall be liable for fines and penalties established in the Town of Gibsons Bylaw Notice Enforcement Bylaw No.1125, 2010 as amended from time to time.

## **SECTION 8      SEVERABILITY**

- 8.1 If any provision of this bylaw is held to be invalid by any court of competent jurisdiction, that provision shall be severed and its severance shall not affect the validity of the remainder of this bylaw.

Read a First time this	6 <sup>th</sup>	day of	OCTOBER,	2020
Read a Second time this	6 <sup>th</sup>	day of	OCTOBER,	2020
Read a Third time this	6 <sup>th</sup>	day of	OCTOBER,	2020
Adopted this		day of		2020

---

Bill Beamish  
Mayor

---

Lindsey Grist  
Corporate Officer





**BYLAW NO. 1125-09, 2020**

**WHEREAS** the Council for the Town of Gibsons has adopted *Town of Gibsons Bylaw Notice Enforcement Bylaw No. 1125, 2010*;

**NOW THEREFORE** the Council for the Town of Gibsons, in open meeting assembled, enacts as follows:

- |                         |                 |        |          |      |
|-------------------------|-----------------|--------|----------|------|
| Read a first time this  | 6 <sup>th</sup> | day of | OCTOBER, | 2020 |
| Read a second time this | 6 <sup>th</sup> | day of | OCTOBER, | 2020 |
| Read a third time this  | 6 <sup>th</sup> | day of | OCTOBER, | 2020 |
| ADOPTED this            |                 | day of |          | 202X |

Lindsey Grist, Corporate Officer

## APPENDIX A

*Town of Gibsons Bylaw Enforcement Bylaw No. 1125-09, 2020 – Summary of Update to Bylaw No. 1125, 2010*

ANTI-NOISE BYLAW NO. 1285, 2020						
BYLAW NO.	SECTION	DESCRIPTION	A1 PENALTY	A2 EARLY PAYMENT PENALTY	A3 LATE PAYMENT PENALTY	A4 COMPLIANCE AGREEMENT AVAILABLE
1285	3.1	Noise which disturbs	\$200	\$150	\$300	No
1285	3.2	Noise which disturbs	\$200	\$150	\$300	No
1285	3.3	Amplified music which disturbs	\$200	\$150	\$300	No
1285	3.4	Animal/bird noise which disturbs	\$200	\$150	\$300	No
1285	4.1	Construction noise which disturbs	\$200	\$150	\$300	No
1285	4.2	Power equipment noise which disturbs	\$200	\$150	\$300	No
1285	4.3	Disturb Quiet Hours	\$200	\$150	\$300	No

**TOWN OF GIBSONS**

**BYLAW NO. 985-25**

*A Bylaw to amend Town of Gibsons Official Community Plan Bylaw No. 985, 2005*

---

**WHEREAS** the Council for the Town of Gibsons has adopted *Town of Gibsons Official Community Plan Bylaw No. 985, 2005*;

**AND WHEREAS** the Council deems it desirable to amend the Official Community Plan;

**NOW THEREFORE** the Council, in open meeting assembled, enacts as follows:

1. This Bylaw may be cited as "*Official Community Plan Amendment Bylaw No. 985-25, 2020*".
2. The *Official Community Plan Bylaw No. 985, 2005*, is amended by:
  - a) Altering the land use designation for that area on Schedule B to Bylaw No. 985, from the existing "Medium Density Residential" designation to the "Multi-Unit Residential Special Character" designation as shown on Appendix A attached to and forming part of this bylaw;
  - b) Altering the development permit area for that area on Schedule E to Bylaw No. 985, from the existing "Multi-family Residential Development Permit Area No. 4" to "Intensive Residential Development Permit Area No. 8", as shown on Appendix A attached to and forming part of this bylaw;
  - c) Making such consequential alterations and annotations as are required to give effect to this amending bylaw, including renumbering of subsequent provisions of the Bylaw.

**READ** a first time the 3<sup>RD</sup> day of MARCH, 2020

**PURSUANT** to Section 475 of the *Local Government Act* consultation requirements considered the 3<sup>RD</sup> day of MARCH, 2020

**CONSIDERED** in conjunction with the Town of Gibsons' Financial Plan and any applicable Waste Management Plans pursuant to the *Local Government Act* the 3<sup>RD</sup> day of MARCH, 2020

**READ** a second time, as amended the 15<sup>TH</sup> day of SEPTEMBER, 2020

**PUBLIC HEARING** held the 6<sup>TH</sup> day of OCTOBER, 2020

Official Community Plan Amendment Bylaw No. 985-25, 2020

---

**READ** a third time the 6TH day of OCTOBER, 2020

**ADOPTED** the #### day of MONTH, YEAR

---

William Beamish, Mayor

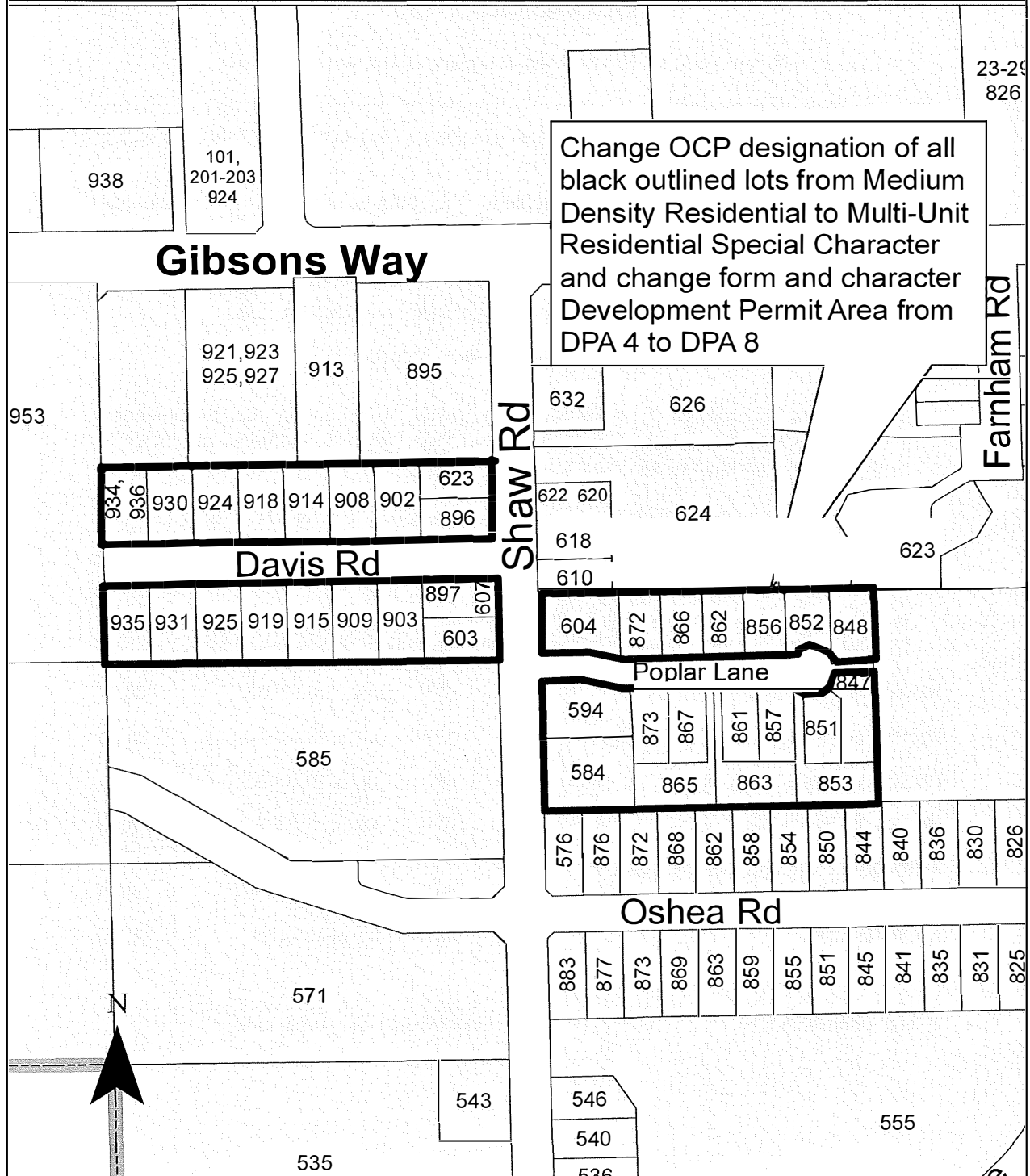
---

Lindsey Grist, Corporate Officer



## Appendix A

### OCP Amendment Bylaw No. 985-25, 2020







**TOWN OF GIBSONS**

**BYLAW NO. 1065-54, 2020**

*A Bylaw to amend Town of Gibsons Zoning Bylaw No. 1065, 2007*

---

**WHEREAS** the Council for the Town of Gibsons has adopted *Town of Gibsons Zoning Bylaw No. 1065, 2007*;

**AND WHEREAS** the Council deems it desirable to amend the Zoning Bylaw to facilitate infill, ground-oriented housing options on existing single-family lots;

**NOW THEREFORE** the Council, in open meeting assembled, enacts as follows:

- 1) This Bylaw may be cited as the *Zoning Amendment Bylaw No. 1065-54, 2020*.
- 2) The *Town of Gibsons Zoning Bylaw No. 1065, 2007* is amended by:
  - a) Amending SCHEDULE "F" of Bylaw 1065 to revise its title and include the properties fronting Davis Road and Poplar Lane within the Garden Suite Areas, as shown in Appendix A attached to and forming part of this bylaw;
  - b) Altering the zoning designation for area on Schedule A to Bylaw No. 1065, from the existing Single-Family Residential Zone 2 (R-2) to Multi-family Residential Zone 7 (RM-7), as shown in Appendix B attached to and forming part of this bylaw.
  - c) Making such consequential alterations and annotations as are required to give effect to this amending bylaw, including renumbering of subsequent provisions of the Bylaw.

**READ** a first time the 3<sup>RD</sup> day of MARCH, 2020

**READ** a second time, as amended the 15<sup>TH</sup> day of SEPTEMBER, 2020

**PUBLIC HEARING** held the 6<sup>TH</sup> day of OCTOBER, 2020

**READ** a third time the 6<sup>TH</sup> day of OCTOBER, 2020

**APPROVED** pursuant to Section 52(3)(a) of the *Transportation Act* the 15<sup>TH</sup> day of OCTOBER, 2020

**ADOPTED** the #### day of MONTH, YEAR

---

William Beamish, Mayor

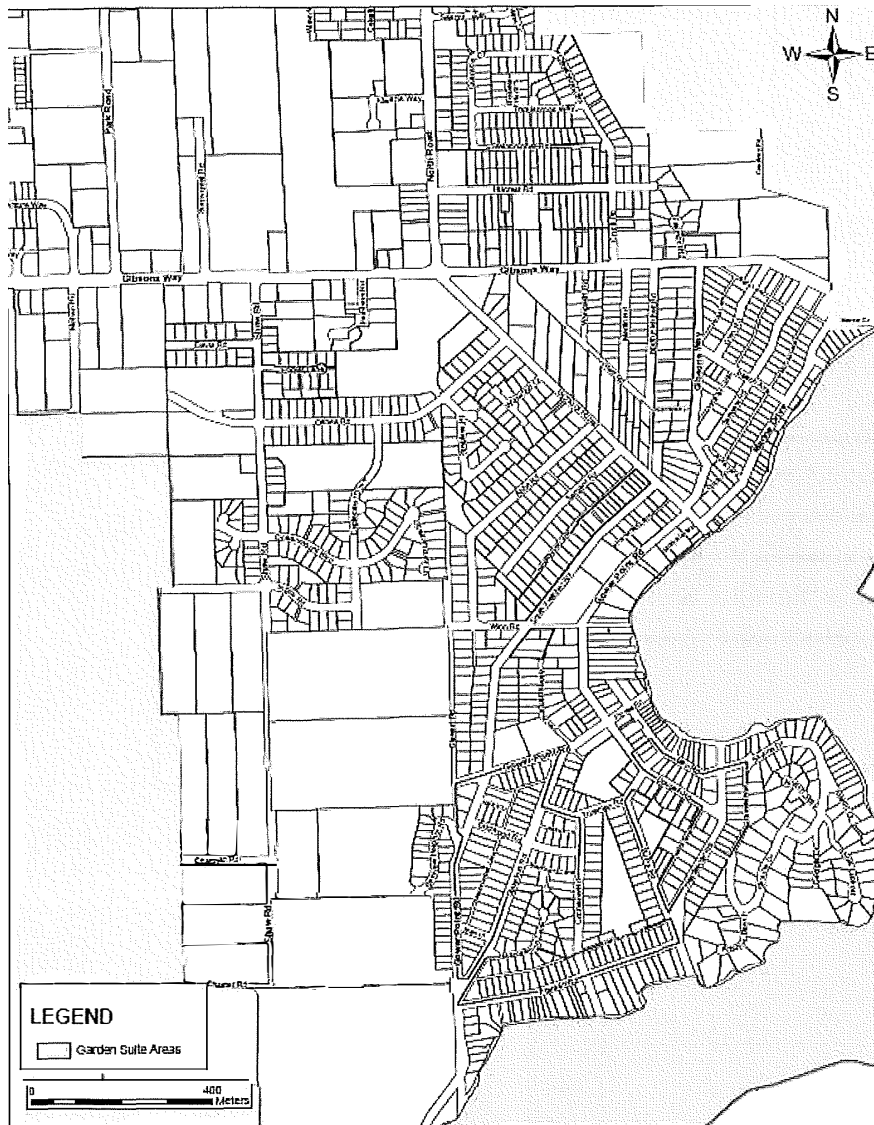
---

Lindsey Grist, Corporate Officer

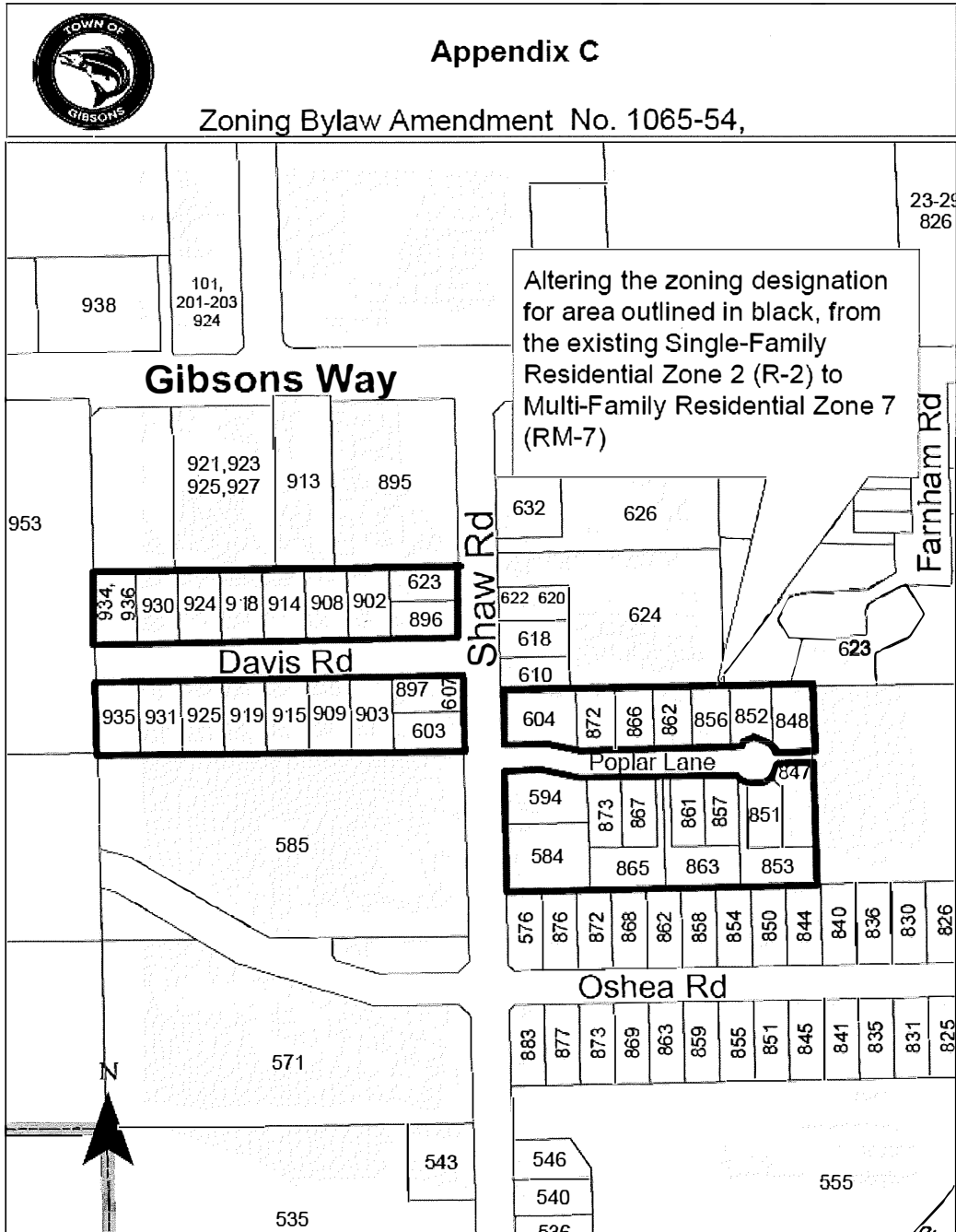


## APPENDIX A Garden Suite Areas Schedule F

W030054 Zoning Garden Suite  
January 2020



**Disclaimer:**  
This information has been compiled by the Town of Gibsons using data derived from a number of sources with varying levels of accuracy. The Town disclaims all responsibility for the accuracy of this information.









# STAFF REPORT

**TO:** Council **MEETING DATE:** October 20, 2020  
**FROM:** Lesley-Anne Staats, RPP, MCIP **FILE NO:** ZA-1065-54  
Director of Planning  
**SUBJECT:** Poplar Lane-Davis Road OCP/Zoning Amendment

## RECOMMENDATIONS

**THAT** the report titled Poplar Lane-Davis Road OCP/Zoning Amendment be received;  
**AND THAT** Council Adopts OCP Amendment Bylaw 985-25 and Zoning Amendment Bylaw 1065-54.

## BACKGROUND

On October 6, 2020, Council held a Public Hearing on the Town-led OCP and Zoning amendment initiative in the Davis Road and Poplar Lane area. The bylaw amendments change the OCP designation from Medium Density Residential to Multi-Unit Residential Special Character and change the zoning from R-2 to RM-7. The purpose of the proposed amendments is to allow for gentle infill without significantly changing the existing building form in the neighbourhood.

At the Public Hearing, the existing Medium Density Residential designation was described as authorizing zoning for apartments greater than three storeys in height. In fact the existing designation authorizes "townhouses, stacked townhouses, and two to four storey apartments". (The text of the existing and proposed designations is shown in Figure 1 below.)

MEDIUM DENSITY RESIDENTIAL (EXISTING LAND USE)	MULTI-UNIT RESIDENTIAL SPECIAL CHARACTER (PROPOSED LAND USE)
To permit townhouses, stacked townhouses and 2 to 4 <u>storey</u> apartments with a FSR of 0.7 to a maximum of 1.2 (generally between 40-75 units per hectare).	To permit single detached dwellings and multiple unit residential in a single-detached building form with a FSR of 0.75 (generally 20 to 25 <u>uph</u> for single-detached, and 25 to 60 <u>uph</u> for multiple unit residential).

Figure 1: OCP land use designation comparison

This report is intended to provide clarity on what the existing designation actually authorizes to ensure an accurate picture of the effect of the proposed bylaws.

Following the Public Hearing, Council gave the bylaws a Third Reading, and on October 15 the Ministry of Transportation and Infrastructure approved Bylaw 1065-54.

#### **RECOMMENDATIONS / ALTERNATIVES**

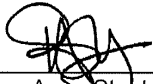
Staff's recommendations are on page 1 of this report. Alternatively, to clarify any misunderstandings about the purpose and effect of the proposed bylaws Council may rescind Third Reading for OCP Amendment Bylaw 985-25 and Zoning Amendment Bylaw 1065-54, and schedule a second virtual Public Hearing to begin at 5:30 pm on November 3, 2020.

If a Public Hearing is scheduled, notices will be posted in the local newspaper advising of the second Public Hearing date, and how to attend virtually. Letters will also be mailed to owners and occupiers in the neighbourhood.

#### **Attachments**

- Attachment A – OCP Amendment Bylaw No. 985-25, 2020
- Attachment B – Zoning Amendment Bylaw No. 1065-54, 2020

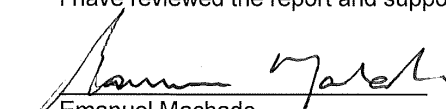
Respectfully Submitted,



\_\_\_\_\_  
Lesley-Anne Staats, RPP, MCIP  
Director of Planning

#### **CHIEF ADMINISTRATIVE OFFICER'S COMMENTS:**

I have reviewed the report and support the recommendation(s).



\_\_\_\_\_  
Emanuel Machado  
Chief Administrative Officer

## ATTACHMENT A

### TOWN OF GIBSONS

#### BYLAW NO. 985-25

A Bylaw to amend *Town of Gibsons Official Community Plan Bylaw No. 985, 2005*

---

**WHEREAS** the Council for the Town of Gibsons has adopted *Town of Gibsons Official Community Plan Bylaw No. 985, 2005*;

**AND WHEREAS** the Council deems it desirable to amend the Official Community Plan;

**NOW THEREFORE** the Council, in open meeting assembled, enacts as follows:

1. This Bylaw may be cited as "*Official Community Plan Amendment Bylaw No. 985-25, 2020*".
2. The *Official Community Plan Bylaw No. 985, 2005*, is amended by:
  - a) Altering the land use designation for that area on Schedule B to Bylaw No. 985, from the existing "Medium Density Residential" designation to the "Multi-Unit Residential Special Character" designation as shown on Appendix A attached to and forming part of this bylaw;
  - b) Altering the development permit area for that area on Schedule E to Bylaw No. 985, from the existing "Multi-family Residential Development Permit Area No. 4" to "Intensive Residential Development Permit Area No. 8", as shown on Appendix A attached to and forming part of this bylaw;
  - c) Making such consequential alterations and annotations as are required to give effect to this amending bylaw, including renumbering of subsequent provisions of the Bylaw.

**READ** a first time the 3<sup>RD</sup> day of MARCH, 2020

**PURSUANT** to Section 475 of the *Local Government Act* consultation requirements considered the 3<sup>RD</sup> day of MARCH, 2020

**CONSIDERED** in conjunction with the Town of Gibsons' Financial Plan and any applicable Waste Management Plans pursuant to the *Local Government Act* the 3<sup>RD</sup> day of MARCH, 2020

**READ** a second time, as amended the 15<sup>TH</sup> day of SEPTEMBER, 2020

**PUBLIC HEARING** held the 6<sup>TH</sup> day of OCTOBER, 2020

Official Community Plan Amendment Bylaw No. 985-25, 2020

---

**READ** a third time the 6TH day of OCTOBER, 2020

**ADOPTED** the #### day of MONTH, YEAR

---

William Beamish, Mayor

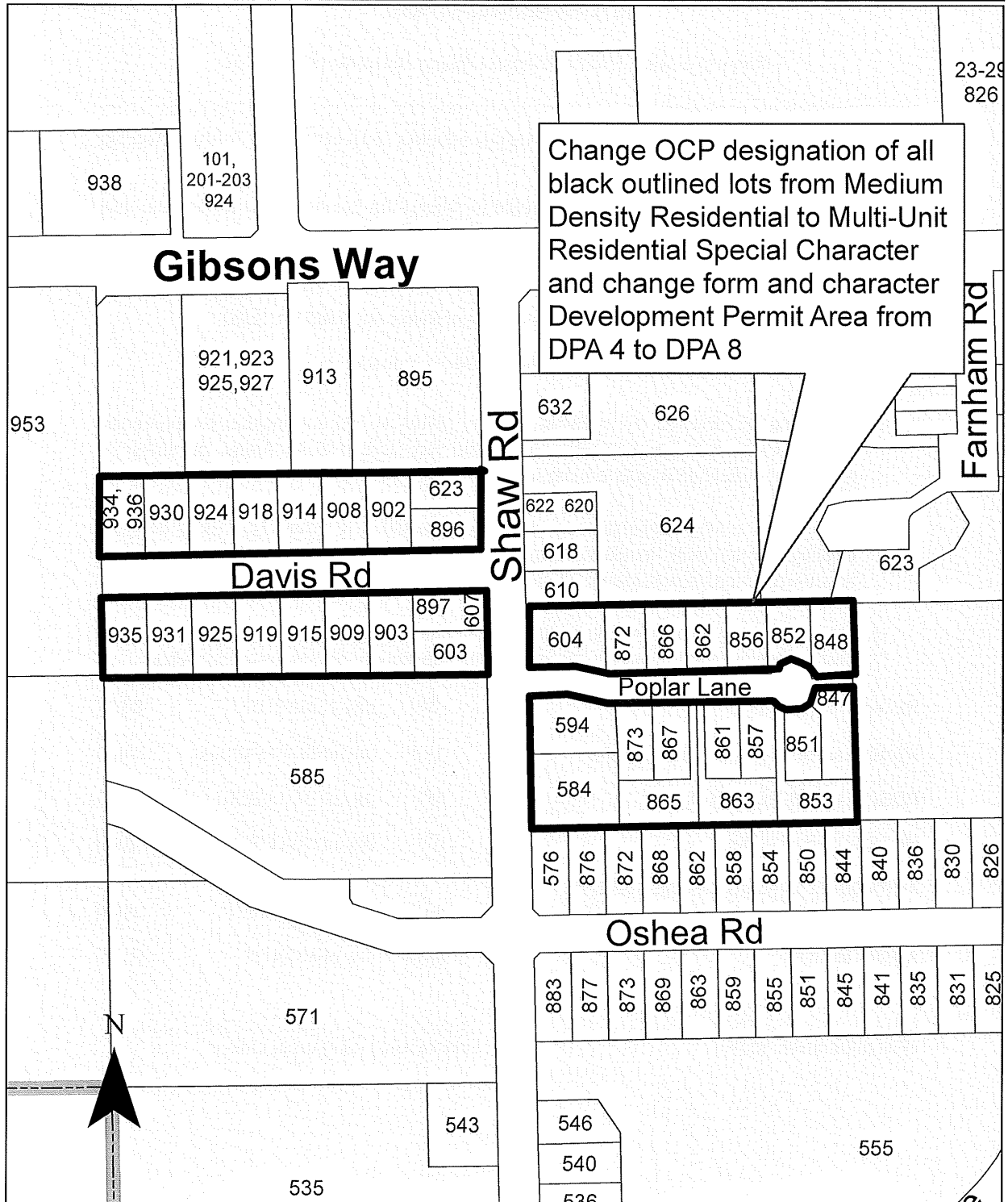
---

Lindsey Grist, Corporate Officer



## Appendix A

### OCP Amendment Bylaw No. 985-25, 2020





ATTACHMENT B

TOWN OF GIBSONS

BYLAW NO. 1065-54, 2020

A Bylaw to amend *Town of Gibsons Zoning Bylaw No. 1065, 2007*

**WHEREAS** the Council for the Town of Gibsons has adopted *Town of Gibsons Zoning Bylaw No. 1065, 2007*;

**AND WHEREAS** the Council deems it desirable to amend the Zoning Bylaw to facilitate infill, ground-oriented housing options on existing single-family lots;

**NOW THEREFORE** the Council, in open meeting assembled, enacts as follows:

- 1) This Bylaw may be cited as the *Zoning Amendment Bylaw No. 1065-54, 2020*.
- 2) The *Town of Gibsons Zoning Bylaw No. 1065, 2007* is amended by:
  - a) Amending SCHEDULE "F" of Bylaw 1065 to revise its title and include the properties fronting Davis Road and Poplar Lane within the Garden Suite Areas, as shown in Appendix A attached to and forming part of this bylaw;
  - b) Altering the zoning designation for area on Schedule A to Bylaw No. 1065, from the existing Single-Family Residential Zone 2 (R-2) to Multi-family Residential Zone 7 (RM-7), as shown in Appendix B attached to and forming part of this bylaw.
  - c) Making such consequential alterations and annotations as are required to give effect to this amending bylaw, including renumbering of subsequent provisions of the Bylaw.

**READ** a first time the 3<sup>RD</sup> day of MARCH, 2020

**READ** a second time, as amended the 15<sup>TH</sup> day of SEPTEMBER, 2020

**PUBLIC HEARING** held the 6<sup>TH</sup> day of OCTOBER, 2020

**READ** a third time the 6<sup>TH</sup> day of OCTOBER, 2020

**APPROVED** pursuant to Section 52(3)(a) of the *Transportation Act* the 15<sup>TH</sup> day of OCTOBER, 2020

**ADOPTED** the #### day of MONTH, YEAR

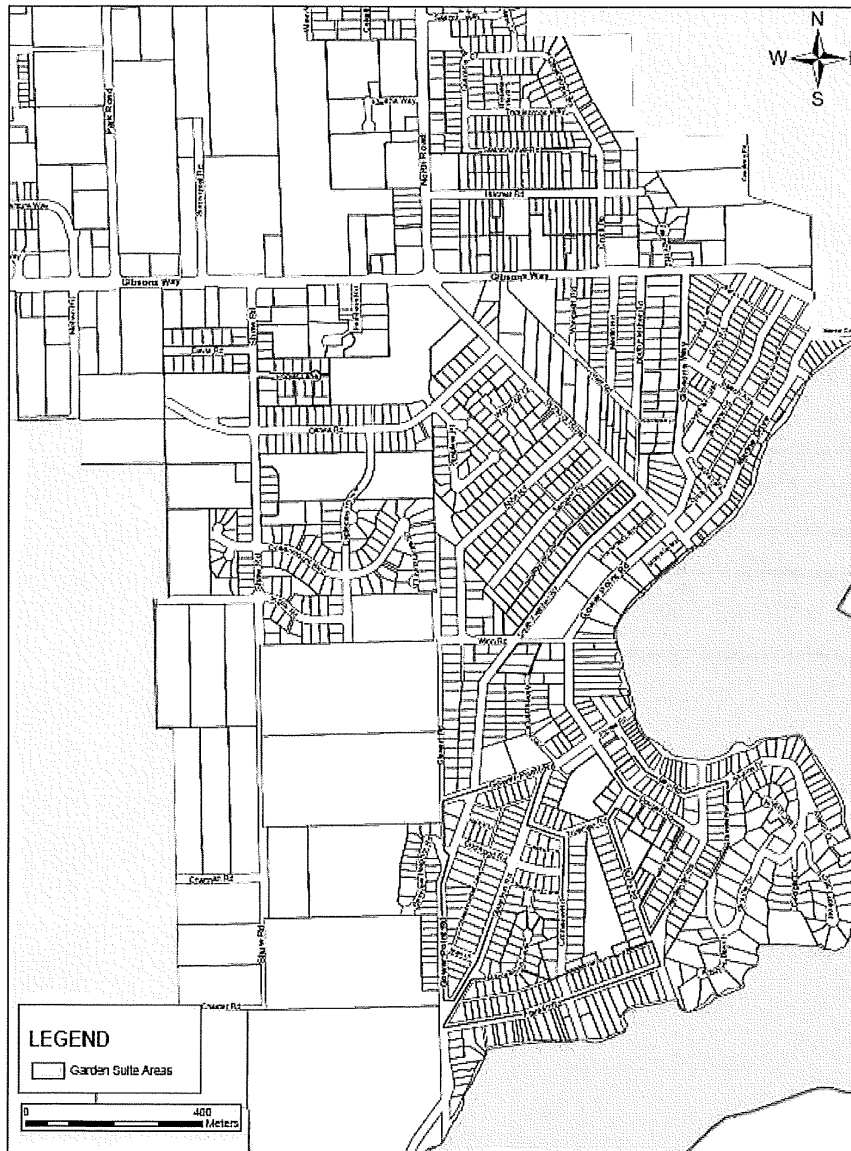
\_\_\_\_\_  
William Beamish, Mayor

\_\_\_\_\_  
Lindsey Grist, Corporate Officer



## APPENDIX A Garden Suite Areas Schedule F

22-03-2024 ZoningGardenSuite  
January 2025



Disclaimer:  
This information has been compiled by the Town of Gibsons using data derived from a number of sources with varying levels of accuracy. The Town disclaims all responsibility for the accuracy of this information.

