

**CORPORATION OF THE CITY OF COURTENAY
COUNCIL MEETING AGENDA**

DATE: Monday, December 2, 2013
PLACE: City Hall Council Chambers
TIME: 4:00 p.m.

1.00 ADOPTION OF MINUTES

1. Adopt November 18, 2013 Regular Council and November 25, 2013 Committee of the Whole Minutes

2.00 INTRODUCTION OF LATE ITEMS

3.00 DELEGATIONS

Page #

1. Project Watershed re: Interactive Map of the K'ómoks Estuary
- 1 2. John Watson, Economic Development Society

4.00 COMMITTEE/STAFF REPORTS

(a) Legislative Services

- 33 1. Cancel December Committee of the Whole Meeting

(b) Development Services

- 35 2. Zoning Amendment No. 1309-Text Amendments to CD-21 Zone (Buckstone)
- 41 3. Zoning Amendment No. 1211 – 1968 Dogwood Drive – Set Public Hearing Date

(c) Financial Services

- 43 4. 2014 Garbage, Recyclables and Yard Waste User Fees
- 47 5. Annual Revenue Anticipation Borrowing Bylaw

5.00 REPORTS AND CORRESPONDENCE FOR INFORMATION

- 49 1. Staff memo - Comox Valley Farmers Market-Ducks Unlimited Property
- 51 2. Response from Terry Lake, Minister of Health re: C.V. Hospice Society
- 53 3. Response from Todd Stone, Minister of Transportation re: North Connector
- 55 4. C.V. Chamber of Commerce re: Inter-Community Business Licences

6.00 REPORTS FROM COUNCIL REPRESENTATIVES

7.00 RESOLUTIONS OF COUNCIL

1. Councillor Leonard proposed resolution re: Emergency Shelter/Supportive Housing

WHEREAS on May 29, 2012, the CVRD resolved to transfer the Cliffe Avenue site to the City “on the condition that the properties, or proceeds from the properties should the City of Courtenay dispose of the properties, be used for emergency shelter and supportive housing purposes AS ORIGINALLY INTENDED [emphasis added] when the CVRD purchased the properties under Bylaw No. 52 being “Emergency Shelter and Supportive Housing LAND ACQUISTION [emphasis added] Service Establishment Bylaw No. 52, 2009”;

AND WHEREAS public support from Courtenay and the entire Comox Valley was attained to raise taxes for the sole purpose of land acquisition;

AND WHEREAS the Braidwood Road site will provide land for one of many housing initiatives required in the region, and its purchase did not consume all the proceeds from the sale of the Cliffe Avenue site;

THEREFORE BE IT RESOLVED that the City of Courtenay seek partnerships for acquiring additional land for the originally intended purpose of land acquisition for an emergency shelter and supportive housing and that the remaining proceeds from the sale of the Cliffe Avenue properties be used for this purpose.

8.00 UNFINISHED BUSINESS

9.00 NOTICE OF MOTION

10.00 NEW BUSINESS

11.00 BYLAWS

For First and Second Reading

- 57 1. “Zoning Amendment Bylaw No. 2771, 2013”
(Buckstone Development - minor amendments to the CD-21 Zone)

For First, Second and Third Reading

- 59 2. “Council Procedure Bylaw No. 2730, 2013”

For Final Adoption

- 79 3. “Inter-Community Business Licence Bylaw No. 2769, 2013”

For Third Reading subject to Public Hearing

- 87 4. “Official Community Plan Amendment Bylaw No. 2756, 2013”
(to establish Arden Corridor Local Area)

12.00 COUNCIL MEMBER ROUND TABLE

13.00 ADJOURNMENT

Note: there is a public hearing at 5:00 p.m. in relation to Zoning Amendment Bylaw No. 2756



Comox Valley
2014 Destination Marketing Tactics

November 5, 2013

Comox Valley Economic Development
200 - 580 Duncan Ave
Courtenay, BC, V9N 2M7

ADVERTISING

Tactic #1 Online Marketing	Ensure an ongoing online and social media campaigns and advertising to further promote and increase awareness of the destination.
Short description	• Targeted online and social media marketing, <u>outside of integrated campaign based online marketing.</u>
Quantifiable objectives	<ul style="list-style-type: none"> • % increase in followers/likes/interactions • % increase in click through/referrals to events/package landing pages and stakeholder websites • # of stakeholders offering packages/products • # Unique visits compared to 2013 • # of postings • # of consumer e-newsletters, contacts and quality and number of clicks.
Rationale / relation to strategies	<ul style="list-style-type: none"> • Increase the regions awareness and focus via online marketing, mobile accessibility and consumer engagement, in partnership with tourism industry stakeholders, activities, attractions and events • Strategic Plan; Destination Marketing Program, Visitor Services Opportunities Program
Action steps	<ul style="list-style-type: none"> • Enhance profiles on; You Tube, TripAdvisor and Foursquare • Establish monthly SEO enhancement activities • Maintain monthly consumer Discover Comox Valley e-newsletter • Establish Annual Photo Contest to increase engagement and photo resources
Potential partnerships	<ul style="list-style-type: none"> • Media, hotels/motels/B&B's/resorts, attractions, events, bookable products via the VIVC • Other partnerships to be determined.
Responsibilities	• Discover Comox Valley
Timeframe	• Year round, with seasonal focus
Evaluation mechanism	<ul style="list-style-type: none"> • Number of events/products/ partners promoted • % increase in followers/likes • % increase in click through/referrals to events/packages/properties • # Unique visits compared to 2013 • Increase of length of visit to website compared to 2013 • # of postings • # of consumer e-newsletters, quality, open rate and number of clicks

Toll Free 1.877.840.2427
Tel 250.334.2427
Fax 250.334.2414

discovercomoxvalley.com



Tactic #2 Meeting & Conference Attraction	Promote the Comox Valley as a meeting/conference location to planners, influencers and industry associations.
Short description	<ul style="list-style-type: none"> • Ensure DCV has updated media content relative to meeting and conference hosting and is engaged in basic meetings and conference attraction outreach.
Quantifiable objectives	<ul style="list-style-type: none"> • # of meeting referrals • # of meetings/conferences booked • % increase in room revenues related to meetings/conferences.
Rationale / relation to strategies	<ul style="list-style-type: none"> • Meeting/conference/events are identified as a secondary/niche target market. • The Comox Valley's hotels, resorts and amenities make it an attractive destination for business people, and the regions accessibility has improved via Comox Valley Airport and Harbour Air. • Strategic Plan; Tourism, Arts, Culture & Heritage Program.
Action steps	<ul style="list-style-type: none"> • Expand Meetings content on Discover Comox Valley • Purchase Knowland Data and Contacts – lead generation subscription • Track and support leads to properties and partners
Potential partnerships	<ul style="list-style-type: none"> • Major hotels and resorts, Comox Valley businesses and associations, Mount Washington Alpine Resort, Vancouver Island Visitor Centre
Responsibilities	<ul style="list-style-type: none"> • Discover Comox Valley
Timeframe	<ul style="list-style-type: none"> • 2014 and ongoing



<p>Tactic #3 Targeted advertising in partnership with TVI and Destination BC.</p>	<p>Increase advertising in key markets, continuing to take advantage of the media planning expertise and discounted media rates offered through Destination BC and Tourism Vancouver Island, and through collaborative partnered marketing approaches.</p>
<p>Short description</p>	<ul style="list-style-type: none"> • The Comox Valley already undertakes advertising in key markets, partnering with Tourism Vancouver Island in publications and cooperative advertising initiatives. • Well-targeted, high impact advertising will be used to help increase the Comox Valley's awareness and interest among the various and diverse primary markets. These may be stand-alone destination messages, or they may be accompanied by ads from local tourism operators • Size of the Comox Valley destination ads should be sufficient to stand out as well as include destination messages that can provide enough information to potential visitors to intrigue them to find out more about the Comox Valley and motivate sales via the Vancouver Island Visitor Centre and direct to participating properties. • Although the specific message of each ad may vary, each should be consistent with the Comox Valley's graphic standards, and each should reinforce the positioning and brand character. • Visit the Discover Comox Valley website or call 1-800 # would be used as call-to-action. • Advertising in the high quality travel guides/planners produced by the larger destination marketing organizations is a cost-effective way to reach consumers who may be considering a visit to BC and/or Vancouver Island or are already visiting. • There are also frequent opportunities to participate in Tourism Vancouver Island coordinated cooperative advertising/editorial programs with targeted consumer publications.
<p>Quantifiable objectives</p>	<ul style="list-style-type: none"> • Visits to the website (unique landing pages created for specific ads to aid in tracking), calls to the 1-800 number. • Requests for more information. • Downloads/requests for the Visitors' Guide.
<p>Rationale / relation to strategies</p>	<ul style="list-style-type: none"> • Collaboration with Tourism Vancouver Island and Destination BC is a cost-effective approach to tourism marketing, allowing the Comox Valley to focus its independent initiatives on a few key areas. • Strategic Plan; Destination Marketing Program
<p>Action steps</p>	<ul style="list-style-type: none"> • Book the following stand alone Discover Comox Valley Destination ads for 2014: <p>Tourism Vancouver Island</p> <ul style="list-style-type: none"> ◦ Wine and Culinary Guide; focus on culinary event line up ◦ Travel Planning Map; focus the VIVC ◦ Times Colonist 'Discover Fall and Spring (2x full pages); destination focus, with partner buy in ◦ Brochure Distribution Program; Comox Valley Vacation Guide distribution ◦ Monthly Specials x 12 ◦ Island Moments x 6 ◦ 2015 TVI Vacation Guide and Outdoor Adventure Guide – possibly revisit for effectiveness
<p>Potential partnerships</p>	<ul style="list-style-type: none"> • Destination BC, Tourism Vancouver Island, regional DMOs.
<p>Responsibilities</p>	<ul style="list-style-type: none"> • Discover Comox Valley
<p>Timeframe</p>	<ul style="list-style-type: none"> • 2014 and ongoing.
<p>Evaluation mechanism</p>	<ul style="list-style-type: none"> • Increased visits to advertising landing pages • Increased calls to Visitor Centre • Increased bookings and click throughs to packages and properties



Tactic #4 TV Campaigns	TV advertising campaign to Calgary and Edmonton, and Vancouver Island
Short description	<ul style="list-style-type: none"> • Television, while generally more expensive than other media, can have very broad reach and impact. The combination of "sight and sound" is ideally suited to destination marketing. A sophisticated, single-focused creative approach and high quality production are essential in order to break through the clutter, as well as to enhance the Comox Valley as a destination for key target markets. • The Comox Valley has participated in 3 consecutive years of Go Vancouver Island; TVI lead, multimedia campaign, with heavy Global TV in Alberta, supported by online marketing and contesting. In 2013 DCV further leveraged this campaign with additional, targeted online and e-newsletter marketing in the Alberta markets
Quantifiable objectives	<ul style="list-style-type: none"> • Number of contest entries. • Increase number of unique website visits. • Increase click through to packages and properties. • Increases in bookings with participating partners – WestJet, hotels, etc.
Rationale / relation to strategies	<ul style="list-style-type: none"> • A TV campaign in Calgary and Edmonton has been identified as one of the biggest opportunities for the Comox Valley. • Also look at a Vancouver/Victoria as it presents a large potential for increased visitation.
Action steps	Create 1- 2 <u>stand alone</u> DCV TV campaigns, expanded with stakeholder partnerships, supported by targeted online tactics in Alberta and VI.
Potential partnerships	<ul style="list-style-type: none"> • WestJet, Tourism Vancouver Island, CVAC, and accommodation providers for TV campaign. • Restaurants and other attractions can be encouraged to develop special offers and packages, with details provided on the Discover Comox Valley and partner websites. • Strategic Plan; Destination Marketing Program
Responsibility	• Discover Comox Valley
Timeframe	• Spring and Fall
Evaluation mechanism	<ul style="list-style-type: none"> • Number of visits website, package click throughs to properties, contest entries, requests for Visitors' Guide. • Number of bookings during the time frame of the campaign compared to previous years. • Over the longer term, advertising recall may be measurable through consumer research (budget permitting).

MARKET RESEARCH AND DESTINATION BRANDING

Tactic #5 Brand enhancement	Ensure progressive and effective Discover Comox Valley brand identity in all its marketing
Short description	<ul style="list-style-type: none"> Enhance the Comox Valley's brand messaging portrayed in its advertising and campaign images, content and graphic design Given the importance of long-term brand implementation the Comox Valley should retain the services of a professional brand strategist / design firm to establish coordinated, out of the box approaches to its marketing and campaigns graphic design.
Quantifiable objectives	<ul style="list-style-type: none"> N/a.
Rationale / relation to strategies	<p>The Comox Valley brand development process has included:</p> <ul style="list-style-type: none"> 2013, 5 Year Strategic Plan; Destination Marketing Program and Communications and Media Relations Program 2012: Strategic Plan Development, Branding and Communications Workshop; 'Wildly Sophisticated' companies, attractions and events provided and discussed. Determination around moving towards out of the box design approaches recommended. 2010: Visitor Services Strategy; notes a tourism tag line has not been integrated 2009: Comox Valley Tourism Plan; developed by industry in partnership with TBC, held positioning exercise December 15, 2008, defined brand character as: "outdoor yet urbane, easy going and friendly." <p>"Located between the ocean and Strathcona Provincial Park and Mount Washington, the Comox Valley offers visitor a vast array of year-round outdoor experiences, from ocean kayaking to hiking in the high alpine, against a backdrop of breathtakingly beautiful scenery. Yet close at hand are the comforts and amenities usually found in more urban destination – luxury hotels / resort accommodations, spas, museums and heritage sites, unique shops and galleries, and good restaurants offering cuisine prepared with ingredients sources from local waters, farms and wineries."</p> <ul style="list-style-type: none"> 2006: Brand Development Program completed; positioning line and visual design blue print and collateral for Invest, Discover, Agrifood, Business, Heritage, Sport, Culture 2005: Comox Valley Brand Development Workshop; 60+ tourism, business and industry representatives defined community strengths were defined 2005: 5 Year Economic Development Strategic Plan; identifies need to create Comox Valley Brand identity
Action steps	<ul style="list-style-type: none"> Using the creative themes developed for 2014 TVI Vacation and Outdoor Guide, prepare Request for Proposals from brand strategy/design firms. Assign the 2014 advertising requirements to successful firm/s, building upon the creative established as per above.
Potential partnerships	<ul style="list-style-type: none"> N/a.
Responsibilities	<ul style="list-style-type: none"> Discover Comox Valley
Timeframe	<ul style="list-style-type: none"> Winter 2013/14
Evaluation mechanism	<ul style="list-style-type: none"> Consumer research

DISCOVER

Tactic #6 Visitor Survey's and Tracking	Conduct annual or bi-annual surveys at the Vancouver Island Visitor Centre and other key intercept points, using the Value of the Visitor Centre Study as a benchmark.
Short description	<ul style="list-style-type: none"> • Along with the information already gathered at the Visitor Centre (visitor origin, length of stay, etc.), collect data regarding visitor satisfaction including way finding, trip planning habits, type of transportation and accommodation, previous visitation, participation in activities, likelihood of returning, etc. • Additional intercept points, such as Comox Valley Airport, the Museums and events, could also be added to capture visitors who may not use the Visitor Centre. • Develop a brief survey, using selected questions from the Value of Comox Valley Visitor Centre Study so that the data gathered can be compared from year to year to show trends based on the benchmark data. • Aim for a representative random sample of visitors, with 250 to 300 surveys completed each year.
Quantifiable objectives	<ul style="list-style-type: none"> • Number and quality of responses received compared to targets.
Rationale / relation to strategies	<ul style="list-style-type: none"> • The Value of the Visitor Study was a valuable source of information and it can be further used as a model to collect at least tracking information. • Strategic Plan; Destination Marketing Program, Visitor Services Opportunities Program
Action steps	<ul style="list-style-type: none"> • Review questionnaires from Value of Visitor Study to determine most relevant questions. • Contact Destination BC to obtain advice on questionnaire design and sampling methodology. • Determine whether Destination BC can assist in consolidating collected information. • Implement surveys through the new Vancouver Island Visitor Centre and key attractions. • Consolidate and analyze data as part of the annual tourism planning process.
Potential partnerships	<ul style="list-style-type: none"> • Destination BC, Tourism Vancouver Island.
Responsibilities	<ul style="list-style-type: none"> • Discover Comox Valley, Visitor Centre, and key attractions.
Timeframe	<ul style="list-style-type: none"> • 2014, with updates every year or every other year.
Evaluation mechanism	<ul style="list-style-type: none"> • Number of surveys completed

Tactic #7 Festival and Event Tracking	Provide tools and maintain tracking for key attractions, festivals and events to understand their economic impacts.
Short description	<ul style="list-style-type: none"> • Although attendance at some festivals and events and attractions is currently tracked, attendance statistics for other key attractions and festivals/events in the Comox Valley can also be useful as indicators of tourism growth. Also, consistent methods and formats for tracking and for identifying visitors from local residents will help increase the integrity of the data. • In the summer of 2013, Comox Valley Economic Development and Tourism partnered with destination level events to track and determine Economic Impact Study.
Quantifiable objectives	<ul style="list-style-type: none"> • Year over year increases in attendance.
Rationale / relation to strategies	<ul style="list-style-type: none"> • Tracking of various attraction and events is important to measure overall tourism growth and track success of tourism initiatives. • Strategic Plan; Tourism, Arts, Culture and Heritage Program
Action steps	<ul style="list-style-type: none"> • Review current 2013 results, establish annual data collection agreements. • Confirm formats and work with key attractions and event organizers to put ongoing systems in place to track. • Contract economist to review and analyze data, in concert with AHRT revenues and VIVC data.
Potential partnerships	<ul style="list-style-type: none"> • Key attraction operators and event organizers.
Responsibilities	<ul style="list-style-type: none"> • Discover Comox Valley
Timeframe	<ul style="list-style-type: none"> • Establish a baseline using most recent available data.
Evaluation mechanism	<ul style="list-style-type: none"> • Number of partnering events

Tactic #8 Advertising Tracking & Research	Ensure comprehensive tracking of all marketing and advertising, and review of key data points including; campaign and festival/event results, Visitor Centre, social media, and AHRT revenues.
Short description	<ul style="list-style-type: none"> • Record statistics on all campaign landing pages using Google Analytics including; visits, page views, bounce rates, click-thoughts to partner and AHRT websites, source links. • Record statistics on all social media. • VIVC data to create a monthly report that includes: Visitor origin, visitor parties, nature of visitor request, product bookings and sales. • Track VIVC room bookings and event ticket sales. • Compare results month to month and year to year. • Support Destination BC, CTC and TVI regional and national research plans by distributing information and participation where appropriate. • Some is already be taking place but this more comprehensive tracking allows for better evaluation of tactics. • This tracking becomes more important with increased marketing and advertising activities featuring the Comox Valley website and Visitor Centre toll free line as the calls to action.
Quantifiable objectives	• N/a
Rationale / relation to strategies	<ul style="list-style-type: none"> • Tracking of tourism marketing activities should occur to determine whether each activity should be continued, expanded, changed, or abandoned. • Strategic Plan; Destination Marketing Program, Visitor Service Opportunities Program
Action steps	<ul style="list-style-type: none"> • Continue to implement and analyze tracking methods and results. • Provide quarterly tracking report of AHRT collections to AHRT properties.
Potential partnerships	• N/a
Responsibilities	• Discover Comox Valley, Vancouver Island Visitor Centre, AHRT partners
Timeframe	• Ongoing
Evaluation mechanism	• N/a.

TRADE/CONSUMER SHOWS

Tactic #9 Consumer and Trade Show Attendance	Attend targeted consumer, trade and travel shows to ensure general awareness of destination and sell product.
Short description	<ul style="list-style-type: none"> • Branded destination presence be developed that can be modified to target shows (sport, culinary, meetings/conferences) • Consider partnering with TVI, Destination BC, CTC lead opportunities
Quantifiable objectives	<ul style="list-style-type: none"> • Increased sales • Increased contact database
Rationale / relation to strategies	<ul style="list-style-type: none"> • Show attendance should ensure traceable results and enable future direct communications with consumers through contact collection • Attend shows that compliment and reinforce campaigns (Alberta, Lower mainland) • Strategic Plan; Destination Marketing Program
Action steps	<p>2014 Shows include:</p> <ul style="list-style-type: none"> ◦ Rendez-vous Canada, May (applications due November) ◦ Canada's West Marketplace, November (application is June) ◦ WestJet Blitz – Fort McMurray and/or expanding regional carrier destinations <ul style="list-style-type: none"> • Produce show collateral including new booth and retractable banners, giveaways
Potential partnerships	<ul style="list-style-type: none"> • TVI, Destination BC, CTC, other DMO's and Comox Valley partners
Responsibilities	<ul style="list-style-type: none"> • Discover Comox Valley
Timeframe	<ul style="list-style-type: none"> • 2014
Evaluation mechanism	<ul style="list-style-type: none"> • Increased database of trade and consumer contacts • Increased sales of products and experiences



MARKET DEVELOPMENT

<p>Tactic # 10 Capital Infrastructure Improvements</p>	<p>Encourage initiatives that contribute to improvement of the visitor experience including improvement of the aesthetic appeal of the Comox Valley's tourist areas and its entrances.</p>
<p>Short description</p>	<ul style="list-style-type: none"> • Support and promote initiatives to make tourist areas more visually attractive and give them a distinctive, small-town charm, such as revitalization and beautification plans, community and shoreline cleanups, beautification of facades, addition of public art, landscaping, hanging flower baskets and planters, etc. • Encourage the development of clusters of visitor-friendly boutiques, arts and crafts galleries, bistro style and higher end restaurants, and attractions.
<p>Quantifiable objectives</p>	<ul style="list-style-type: none"> • Improvement in perceptions of the visual appeal of the Comox Valley's tourist areas.
<p>Rationale / relation to strategies</p>	<ul style="list-style-type: none"> • Urban sprawl/over development and commercial appearance were among the top six most frequently cited negative images of the Comox Valley among visitors to Comox Valley. • Ongoing improvements to the Comox Valley's streetscapes, main approaches, waterfront, signage etc, will enhance the area's appeal to visitors. These improvements and changes should be consistent with the Comox Valley's desire to maintain its small town charm. • Strategic Plan; Visitor Services Opportunities Program
<p>Action steps</p>	<ul style="list-style-type: none"> • Support the Comox Valley Gateway Signage project, to ensure it ties to the regions brand image and destination marketing content and messaging, and improves visitor experience. • Support the communications of the fundraising launch and project updates.
<p>Potential partnerships</p>	<ul style="list-style-type: none"> • BIAs, individual businesses, volunteer groups, etc.
<p>Responsibility</p>	<ul style="list-style-type: none"> • Comox Valley Signage Committee, Discover Comox Valley, local governments
<p>Timeframe</p>	<ul style="list-style-type: none"> • Ongoing
<p>Evaluation mechanism</p>	<ul style="list-style-type: none"> • Incorporate ratings of the Comox Valley's visual appeal compared to competing destinations into visitor/consumer surveys.

Tactic # 11 Festival and Event Expansion, Development and Attraction	Support new and expanded destination festivals and events, and the attraction of events utilizing the Comox Valley as their host destination of choice.
Short description	<ul style="list-style-type: none"> • Depending on their size and appeal, events can provide either a primary motivation to visit or a reason to stay longer. Festivals and events also help to build repeat visitation by providing reasons to visit a different times of the year. • Special support should be given to events that appeal to a wide range of spectators, and have the potential to become signature events. • It will be important to measure the actual benefits created by these festivals and events in relation to the resources expended. • The Comox Valley, while limited, can attract sport and other events to use the Comox Valley as the host community.
Quantifiable objectives	<ul style="list-style-type: none"> • Number of new or enhanced festivals and events • Attendance at new or enhanced festivals and events • Room revenues from event attendance
Rationale / relation to strategies	<ul style="list-style-type: none"> • Festivals and events can enhance visitor satisfaction by contributing to a greater sense of having more to do in a destination. • With numerous sporting associations and groups established in the region, in late 2013 an Sport Event Attraction and Expansion Grant Pilot Project was established to assist in funding external marketing of existing or new events to drive overnight stays of teams, families and spectators. • Events that can be supported by way of in-kind staff resources and marketing must demonstrate ability to drive overnight accommodation and are held in shoulder seasons. • Strategic Plan; Tourism, Arts, Culture and Heritage Program
Action steps	<p>A) Sport and Event Attraction Fund Program</p> <ul style="list-style-type: none"> • Evaluate the Sport Event Attraction and Expansion Grant Pilot Project – Phase I for limitations and effectiveness in achieving objectives. • Establish an ongoing Sport and Event Attraction Fund that supports local sport associations, events and groups to attract <u>new</u> and/or <u>expand</u> existing events that have the ability to bring overnight stays. Establish metrics, eligibility requirements and evaluation matrix, based upon DMO best practices. Launch program locally and regionally to potential applicants. <p>Possible <u>New</u> or <u>Expanded</u> Event ideas that may be applicable to apply for funds could include :</p> <ul style="list-style-type: none"> ○ Lantern Fest ○ Motorcycle Round Up, perhaps tied with BearClaw ○ Car Clubs ○ Scotch/Whiskey Fest ○ End of Harvest Barn Dance ○ Snow to Surf ○ Sport Tourism Events ○ Dragon Boat Races ○ Seniors Games ○ Locals Music Fest ○ Elevate the Arts ○ Ice Wine Festival ○ Dinosaur Related Event ○ Bird Fest ○ Farm/Wine Tour with Artisans ○ BC Family Day ○ Hockey day in Canada



	<p>B) Event Coordination</p> <ul style="list-style-type: none"> • Hire an Event Attraction and Facilitation Coordinator for AHRT events; supports Discover Comox Valley lead new and expanded event coordination, bid development and submissions, sponsorship development and Sport and Event Attraction Grant program execution. • An RFP is also developed to encourage third-party event coordinators to propose complimentary destination event product development, as budget permits. <p>C1) Existing Destination DCV Event Support</p> <ul style="list-style-type: none"> • Lead by Discover Comox Valley, this initiative supports <u>existing</u> events by expanded them for 2014 with product development and destination marketing resources, with a mandate to establish annual targeted marquee destination level events; <ul style="list-style-type: none"> ◦ Expanded - Dine Around, February 22 – March 16 – non - AHRT ◦ Expanded - BC Shellfish Festival, June 5 - 15 (TBD) ◦ Expanded - Comox Valley Farm Cycle Tour; September – non - AHRT ◦ Expanded - Toast Comox Valley, November (pending inaugural event review) <p>C2) New Destination Event Support and Marketing</p> <p>Lead or supported by Discover Comox Valley, the following <u>new</u> events will be established with support of product development and integrated marketing and sales;</p> <ul style="list-style-type: none"> ◦ New - WinterBites; January 17-31 ◦ New - Epic Mountain Bike Race and/or Two Wheel Fest (GrandFondo style) ◦ New – May Long Weekend Event ◦ New – Trade and meeting related events, like the Island Ag Show, should be pursued, outside of FIT oriented events. See Tactic #2. <ul style="list-style-type: none"> • Event ticket and hotel packaging model developed to ensure cohesive packaging system for properties. For DCV-lead events, system should include provision to address event room comps requirements from AHRT properties. • Ensure enhanced event content and presence for key marquee events are included as lead product in DCV content, messaging and activities; connected to accommodation stays. <p>Support the following DMAC Sub-Committees in implementing A, C1 and C2 :</p> <p>Sport Tourism & Event Attraction and Expansion Committee:</p> <ul style="list-style-type: none"> ◦ Brad Knight, Old House Village Hotel and Spa ◦ Grant Smith, Holiday Inn Express and Suites ◦ Brent Curtain, Mount Washington Alpine Resort <p>Culinary Event Expansion and Development:</p> <ul style="list-style-type: none"> ◦ Edd Moyes, Blackfin Pub ◦ Abel O'Brennan, Coastal Black Estate Winery ◦ Linda Bridgman, Best Western PLUS, the Westerly Hotel ◦ Gregor Mowat, Crown Isle Resort and Golf Community <p>Arts and Culture Event Expansion and Development:</p> <ul style="list-style-type: none"> ◦ Carolyn Toughy, Two Eagles Lodge ◦ Susan Wood, MusicFest and Nautical Days ◦ Tansy Pauls, Travelodge Courtenay <p>D) Online Event Booking System</p> <ul style="list-style-type: none"> • Purchase online sales booking system software to ensure ease of booking event tickets and packages on discovercomoxvalley.com, complimenting current VIVC booking and sales systems. Includes Travel Agency Licensing Agreement.
Potential partnerships	<ul style="list-style-type: none"> • Sport clubs/associations, BC Shellfish Growers Assn, community groups, individual businesses, United Riders of Cumberland, Mount Washington Alpine Resort, North Island College, DMAC Event Sub-Committees, Comox Valley Cycling Coalition, VI MusicFest, Comox Valley Farmers' Market, restaurants, accommodation properties
Responsibilities	<ul style="list-style-type: none"> • Local governments, Discover Comox Valley, sport clubs/associations, DMAC Sub Committees



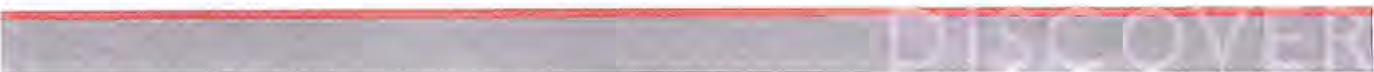
Timeframe	• Ongoing
Evaluation mechanism	<ul style="list-style-type: none">• Number of new or enhanced festivals and event• Attendance at new or enhanced festivals and events• Room revenues• Event ticket sales• Restaurant covers



Tactic # 12 New product and tour development	Encourage entrepreneurs to create new tourism products and tours in priority product categories.
Short description	<ul style="list-style-type: none"> • Not only are there opportunities for packages of complementary tourism experiences, there are opportunities for standalone tours. Stakeholders identified that the Comox Valley currently lacks organized tours for many of its priority tourism products, particularly in the areas of outdoor adventure and wine/culinary/agri-tourism. <p>Examples could include:</p> <ul style="list-style-type: none"> ◦ Guided nature walks and interpretive tours in Strathcona Park and Paradise meadows geared to non-athletic adults. ◦ New outdoor adventure experiences. (e.g. zip lining/trekking). ◦ In addition to Heritage Experiences self-guided tours, guided tours of cultural/heritage attractions, and art galleries, possibly with a hands-on component and/or aboriginal culture component. ◦ Learning and enrichment packages, e.g. arts and crafts workshops.
Quantifiable objectives (if applicable)	<ul style="list-style-type: none"> • Number of tours available • Number of bookings
Rationale / relation to strategies	<ul style="list-style-type: none"> • These tours are in the priority tourism product categories and should be of interest to higher income adults. • The Comox Valley requires more organized tours, particularly outdoor adventure product and culinary product • Organized activities provide reasons to stay longer and to visit outside the peak season. • Strategic Plan; Tourism, Arts, Culture and Heritage program, Visitor Services Opportunities Program
Action steps	<ul style="list-style-type: none"> • Itinerary development and packaging with bus tour operators; targeted to Vancouver Island and lower mainland based operators • Tour itineraries also provided via the VIVC
Potential partnerships	<ul style="list-style-type: none"> • Local businesses and entrepreneurs.
Responsibility	<ul style="list-style-type: none"> • Discover Comox Valley
Timeframe	<ul style="list-style-type: none"> • 2014 and ongoing
Evaluation mechanism	<ul style="list-style-type: none"> • Number of tours available and number of bookings • Number of bookable products at the VIVC

MEDIA RELATIONS

<p>Tactic # 13 Media and Communications</p>	<p>Implement media relations activities with general and special interest media outlets in key BC and Alberta markets, select National and Western USA outlets, and strategic key international publications with media monitoring to track results.</p>
<p>Short description</p>	<ul style="list-style-type: none"> • Pursue traditional and online media to generate earned editorial coverage of events and attractions in the priority product categories, particularly outdoor adventures (year round) and arts/cultural events and festivals, wine/culinary, golf and spa. • Pursue selected business and lifestyle media outlets to generate earned editorial coverage of business angles that showcase the community as a great place to work, live and play. • Focus on media that target Greater Vancouver, Greater Victoria/Vancouver Island, Calgary and Edmonton residents. This could include the travel and leisure sections of the Times Colonist ("Go!") and Vancouver Sun and Province, Calgary Herald, Edmonton Journal, and community papers, as well as targeted magazines and on-line outlets such as Avenue, SALT, City Palate, UP!, WEST magazine and specialty publications and influential bloggers dealing with priority tourism products. With expansion of WestJet flights regional papers are looking for more travel destination content matching reader's interests. • Focus on media that target Toronto, the Pacific Northwest, California and other national and international destinations that have a high propensity to travel by car or fly/drive looking for a engaging Canadian experience along the west coast. • Continue to work with Destination BC, the Canadian Tourism Commission (CTC) and Tourism Vancouver Island to ensure Comox Valley receives its fair share of editorial coverage in their publications and websites. • Continue to assist Tourism Vancouver Island, Destination BC and the CTC with media familiarization (FAM) tours. • Continue to proactively pursue and host media whom produce for the key targeted markets, securing assistance from the various tourism offices to support costs where possible for air and ground transportation and with stakeholders to help support elements of the visit. • Continue to attend media marketplaces that attract and provide one-on-one appointments with targeted media outlets to ensure greater success of story placement. Presently attend GoMedia, Canada Media Marketplace and Travel Media Association of Canada shows annually. • In addition to the above shows, TVI attends the following other media events; Alberta Media Dinner, Society of America Travel Writers, BC Media Event. • Continue to contract media services to directly drive increased earned media coverage specific to Comox Valley tourism and business product and priorities to further support marketing tactics. • Retain a media monitoring firm such as MediaMiser to track, report on and provide copies of media coverage related to tourism and business sector stories in Comox Valley, whether print, broadcast or on-line (blogs, etc.). The value of the coverage received can be estimated by calculating the cost to purchase the equivalent advertising space. The information should be communicated to tourism partners in Comox Valley so that the value of media relations activities is broadly understood.
<p>Quantifiable objectives</p>	<ul style="list-style-type: none"> • Objectives for future years set accordingly after baseline of annual media value established from 2012/13.
<p>Rationale / relation to strategies</p>	<ul style="list-style-type: none"> • Editorial coverage is cost effective and has high credibility among readers and online communities, Greater Vancouver, Greater Victoria/Vancouver Island, Calgary, Edmonton residents are the primary target groups with emphasis also placed on Toronto, the Pacific Northwest, California and selected international publications and outlets. • Strategic Plan; Communications and Media Relations Program



Action steps	<ul style="list-style-type: none"> • Release RFP to contract a media relations professional with tourism experience to implement media relations activities for 2015; consider increasing spend on annual contract. • Track monthly results and values. • Establish a list of targeted media outlets, editors and freelance writers. • Determine whether prepared stories, press releases, familiarization tours, or other methods of achieving editorial coverage are appropriate for each. • Update and maintain media archives online. • When newsworthy events occur, prepare press releases and pitch to appropriate media. • Ensure TVI, Destination BC and CTC have up to date, media-ready content on the Comox Valley. • Attend GoMedia, Canada Media Marketplace
Potential partnerships	<ul style="list-style-type: none"> • Canadian Tourism Commission, Destination BC, Tourism Vancouver Island. • Comox Valley Airport and Mount Washington Alpine Resort may be interested in sharing in the cost of the media monitoring if there is potential to expand the scope beyond just the destination, in an efficient manner.
Responsibilities	<ul style="list-style-type: none"> • Discover Comox Valley
Timeframe	<ul style="list-style-type: none"> • 2014 and ongoing
Evaluation mechanism	<ul style="list-style-type: none"> • Media coverage in identified key markets, number of stories, media hosted, etc. • Value of media coverage received relative to the resources expended.



VISITOR SERVICES OPPORTUNITIES

<p>Tactic # 14 Comox Valley Visitor Services Opportunities Program</p>	<p>implement marketing activities targeting visitors arriving on the island at key intercept points and encourage visits to the Vancouver Island Visitor Centre and the opportunities there.</p>
<p>Short description</p>	<ul style="list-style-type: none"> • Creation and monitoring of the Official Comox Valley Vacation Guide, Discover Comox Valley iPhone app and mobile website, www.discovercomoxvalley.com, advertising opportunities at the Vancouver Island Visitor Centre. • Create an advertising program attracting visitors to use and book stays at the Vancouver Island Visitor Centre - focusing specifically on key demographics on the island and lower mainland at key intercept points.
<p>Quantifiable objectives (if applicable)</p>	<ul style="list-style-type: none"> • Number of participating advertisers • Total amount of revenue • Total number of new bookable products at the Vancouver Island Visitor Centre
<p>Rationale / relation to strategies</p>	<ul style="list-style-type: none"> • Increased participation in the program will allow for more opportunities to market the Vancouver Island Visitor Centre and both increase its usage as well as increase the direct sales from the centre.
<p>Action steps</p>	<ul style="list-style-type: none"> • Launch 2013-2014 Comox Valley Visitor Services Program Sept 11 at Comox Valley Tourism Industry Forum. • Create marketing materials (both online and print) that promote the Vancouver Island Visitor Centre and the bookable products. • Launch the 2014 Comox Valley Vacation Guide in the spring; consider adding a Top 10 Things to do, similar to the DCV App. • Ensure VIVC marketing systems including racks, screens, poster housing, banner station, resources and sales systems coincide to support new and expanded festival and event tactics. • Utilize new images from photo contest and industry invite to update Touch Table and exhibits as required. • Consider 2015 Comox Valley Vacation Guide in relation to print guides effectiveness and competing print guides.
<p>Potential partnerships</p>	<ul style="list-style-type: none"> • Stakeholders, DMAC, and advertisers
<p>Responsibilities</p>	<ul style="list-style-type: none"> • Discover Comox Valley
<p>Timeframe</p>	<ul style="list-style-type: none"> • September 1, 2013 - August 31, 2014
<p>Budget</p>	<ul style="list-style-type: none"> • All funds utilized for promotion of this program must be funded by advertising income.
<p>Evaluation mechanism</p>	<ul style="list-style-type: none"> • Number of participating advertisers • Total amount of revenue • Total number of new bookable products at the Vancouver Island Visitor Centre • Increase in sales revenue at the VIVC



Comox Valley Economic Development Society

Preliminary 2014 Destination Marketing Budget

Budget % Allocation by Tactics and Fund

AHRT 100%

Marketing	Tactic #	Description	Budget	AHRT	CVEDS	External Revenue	AHRT
Advertisement	1	Online (non-campaign related)	\$ 10,000	\$ 5,000	\$ 5,000	\$ 5,000	2%
	2	Meeting & Conference attraction (lead generation system)	\$ 5,000	\$ 5,000			2%
	3	TVI & Destination BC Campaigns	\$ 50,000	\$ 25,000	\$ -	\$ 25,000	12%
	4	TV Campaigns (Alberta/BCVI)	\$ 26,000	\$ 12,000	\$ 4,000	\$ 10,000	6%
Market Research & Destination Branding	5	Brand Enhancement (Design Agency of Record RFP)	\$ 1,500	\$ 1,500			1%
	6	Visitor Surveys & Tracking	\$ 5,000	\$ -	\$ 5,000		0%
	7	Festival & Event Tracking	\$ 8,500	\$ -	\$ 8,500		0%
	8	Tracking & Research (Advertising hotel referrals etc)	\$ 4,500	\$ 4,500			2%
Trade/Consumer Shows	9	Show Attendance (Westjet/Rendevous/Canwest etc)	\$ 20,000	\$ 10,000	\$ 10,000		5%
Market Development	10	Capital Infrastructure Improvements	\$ 80,000	\$ -	\$ 20,000	\$ 60,000	0%
	11	Support new or expanded festivals and events	\$ 40,000	\$ 30,000	\$ 10,000		14%
	11a	Sport and Event Attraction Program	\$ 45,000	\$ 45,000			21%
	11b	Event Coordination	\$ 65,000	\$ 65,000			30%
	11c	Existing and New Event Support / Marketing	\$ 14,000	\$ 14,000			6%
	11d	Online web enhancements referrals and booking systems	\$ 4,500	\$ -	\$ 4,500		0%
Media Relations	12	New Product and Tour Development	\$ 55,600	\$ -	\$ 55,600		0%
Visitor Services Opportunities	13	Media & Communications	\$ 110,000	\$ -	\$ 110,000		
	14	Strategic Visitor intercept marketing activities					
Overhead and Administration Support			\$ 544,600	\$ 217,000	\$ 122,600	\$ 205,000	
Administration			\$ 18,000	\$ -	\$ 18,000	\$ -	0%
Utilities, rent and related premis			\$ 40,000	\$ -	\$ 40,000	\$ -	0%
Wages and Benefits			\$ 85,000	\$ -	\$ 85,000	\$ -	0%
Contract Support Services and Promotions			\$ 15,000	\$ -	\$ 15,000	\$ -	0%
Total Overhead and Administration			\$ 158,000	\$ -	\$ 158,000	\$ -	
Total Destination Marketing			\$ 702,600	\$ 217,000	\$ 280,600	\$ 205,000	31%



What is WinterBites?

WinterBites is a new, major 16-day Comox Valley festival that will take a bite out of winter by offering a dynamic combination of multi-venue concerts, a unique outdoor skating rink within the WinterBites Fun Zone, and ski package deals offering 50% off lift tickets when combined with festival accommodation packages.

Key Dates:

- Festival: January 16 – 31, 2014
- Kick Off Concert: January 16, Rockin' the Filberg with Chilliwack
- Live concerts: January 17, 18, 22, 23, 24, 25, 29, 30
- Comox Valley Minor Hockey Jamborees, January 18-19, 25-26, February 1-2
- 50% off lift passes with accommodation stay from January 17-31



Why create a WinterBites Festival?

The Comox Valley Destination Marketing Advisory Committee has ratified the regions 2014 Destination Marketing Tactical Plan, which includes a significant focus on creating or expanding destination level events as a way to drive increased awareness, visitation and thereby economic activity to the region; in particular during the shoulder season. WinterBites is the first of a series of new and existing events being developed or expanded to achieve this objective.

Destination Marketing Advisory Committee Members

Bill Anglin - Chair, CVEDS Appointed Representative
Brad Knight - Old House Village Hotel & Spa
Grant Smith - Holiday Inn Express and Suites
Linda Bridgman - Best Western PLUS the Westerly Hotel
Gregor Mowatt - Crown Isle Resort & Golf Community
Tansy Pauls - Courtenay Travelodge
Abel O'Brennan - Coastal Black Estate Winery
Brent Curtain - Mount Washington Alpine Resort
Carolyn Touhey - Two Eagles Lodge
Edd Moyes - Blackfin Pub
Susan Wood - MusicFest / Nautical Days



Current Partners & Sponsors

Our Current Sponsors:

PRINT MEDIA SPONSOR

GLACIER
MEDIA GROUP

SUPPORTING PARTNERS

COMOX VALLEY AIRPORT

DISCOVER
comox valley

VANCOUVER ISLAND
MUSICFEST

AMBASSADOR
SHUTTLE SERVICE

mount Washington
ALPINE RESORT

HOST VENUE SPONSORS

OLD HOUSE
VILLAGE HOTEL & SPA

Crown Isle
RESORT & GOLF COMMUNITY

Best Western PLUS



Key Festival Components:

- **Multi-Venue Concerts** – produced by Vancouver Island MusicFest
- **WinterBites Fun Zone** – in partnership with Comox Valley Minor Hockey and the City of Courtenay
- **50% off Lift Tickets with overnight accommodations** – in partnership with Mount Washington Alpine Resort and select Courtenay accommodations
- **WinterBites Restaurant Events**
- **On-Mountain Events** – many events at Mount Washington Alpine Resort including The Ski for MS



Preliminary Concerts, Dates & Venues; 3500 tickets total

Thursday, January 16th - Rockin' The Filberg with Chilliwack at the Florence Filberg Centre

Friday, January 17th - West African Dance Night with Alpha Ya Ya Diallo at the Best Western Plus – the Westerly Hotel

Saturday, January 18th - Pianorama (Battle of the Blues Pianos!) with Kenny 'Blues Boss' Wayne and David Vest at the Best Western Plus – the Westerly Hotel

Wednesday, January 22nd – An Intimate Evening with Barney Bentall at Crown Isle

Thursday, January 23rd – Country, Blues and Soul Night at the Best Western PLUS – the Westerly Hotel

Friday, January 24th - Rockin' The Filberg with The Grapes Of Wrath and the Odds at the Florence Filberg Centre

Wednesday, January 29th - Acoustic Blues Double Header with Blind Boy Paxton and Suzie Vinnick at Crown Isle Golf & Resort Community

Friday, January 31st – Rockabilly Boogie at Best Western PLUS the Westerly Hotel



WinterBites Fun Zone

Pond Hockey Jamborees & Interactive Activities

In partnership with the Comox Valley Minor Hockey and the City of Courtenay, the WinterBites Fun Zone venue offers visitors and locals alike the chance to skate outdoors on a unique synthetic ice rink created by BH Skating International, surrounded by a series of family-fun activities and event booths.

Location: Simms Park, downtown Courtenay

Activities: Hockey Jamborees, interactive activities including tobogganing and Snow Day Play with fresh Mount Washington snow, tasty treats, public skating, competitions, special events, and much more!

Comox Valley Minor Hockey Jamborees: January 18-19 (Initiation), January 25-26 (Novice), February 1-22 (Atom)



Ski & Stay Packages

Guests who stay at select accommodation properties in the Comox Valley from January 17th to the 31st have access to 50% off (per person, per night) lift tickets to Mount Washington Alpine Resort.

Participating Ski and Stay locations include:

Best Western PLUS – the Westerly Hotel

Crown Isle Resort & Golf Community

Old House Village Hotel & Spa

Holiday Inn Express Hotel & Suites

Travelodge Courtenay

The Anco Motel

The Cona Hostel

Comox Valley Inn & Suites



Leverage \$120k+ Multi-Media WinterBites Campaign

- **Online, print and earned media**
 - Online – interactive landing page, winterbitesfestival.com, targeted pay-per-click, e-newsletters with latest news and specials, sweepstakes and social media campaign
 - Print – Full colour ads in targeted Vancouver Island newspapers
 - 7k+ high gloss, full colour printed WinterBites program inserted into key VI markets
 - Earned Media – extensive press releases, media outreach and coverage with BC & Alberta media groups and bloggers
- Vancouver Island Newspaper Group distribution; 1 million+ readers
- Dynamic social media promotion via Discover Comox Valley, Vancouver Island MusicFest & Mount Washington Alpine Resort



WinterBites support from the Vancouver Island Visitor Centre

- Book an overnight stay in the Comox Valley by phone or in person at the VIVC
- Open 7 days a week
- Up-to-date information regarding all WinterBites events
- Ticket vendor for the WinterBites Fun Zone Skating Rink, concerts and overnight packages

Contact the Vancouver Island Visitor Centre staff by:

Email - info@vivccomoxvalley.com Phone - 855.400.2882

In-person at 3607 Small Road, Cumberland



Sponsor Levels <i>Cash and in-kind options available*</i>	Mount Washington Lift Tickets	Festival Tickets	Program Recognition	Social/ On-line Marketing	Website	Festival Event Print Media Mention	ADD'L. Print Advertising	VING Radio	Festival Outdoor Rink Recognition	VIP Rink Tickets	VI Visitor Centre
Festival Title Sponsor \$50,000		VIP Access				Logo on all print material			Logo displayed at all major events.		Logo on posters & screen advertising
Concert Venue Sponsor - cash \$5,000		VIP Access	Full Colour Full Page Ad				1/2 Page Full Colour Ad in paper of choice	50 - 30 sec spots throughout network			Logo on event poster
Host Venue Sponsor - In-kind \$5,000											Mention on poster
Blizzard: Festival Supporting Partners \$3,500	6 Pack	VIP Access	Full Colour 1/2 Page Ad	Name mention with link on Facebook tab	Logo with link on landing page		1/4 Page WinterBites related ads	30 - 30 sec spots throughout network			Mention on screen advertising
Frostbite \$1,000	2 Pack	4 Pack	Logo on sponsor page		Mention on sponsor page					75	
Snowballs \$750	2 Pack	2 Pack	Logo on sponsor page		Mention on sponsor page					50	
Snowflakes \$500		2 Pack	Logo on sponsor page		Mention on sponsor page					25	
Snowshoers: Contest Prize Providers \$150+			Logo on sponsor page		Mention on sponsor page					5	
Special Offers											
Outdoor Winter Fun Zone Venue Showcase Program - cash \$5,000		VIP Access	Full Colour Full Page Ad	Newsletter logo & link to website	Logo with link on landing page		1/2 Page Full Colour Ad in paper of choice	50 - 30 sec spots throughout network	Onsite booth, banner, rink flags		
Back of Event Tickets \$1,500		4 Pack	Full Colour 1/4 Page Ad	Facebook/ Twitter mentions	Logo with link on landing page		1/8 Page Ad	10 Radio Spots		25	
'Showcase for a Day' Business Program \$1,250	4 Pack	2 Pack	1/8 Page Ad and Logo on sponsor page	Facebook/ Twitter mentions	Logo on sponsor page					250	
Corporate Rink Ticket Program \$425			Logo on sponsor page		Mention on sponsor page					125	
School Skate & Play Supporter Program \$150			Name on sponsor page		Mention on sponsor page						

* In-kind sponsors welcome at 2:1 value in cash.

Options available - TBD with sponsorship coordinator

Winter Bites

Other Partner Opportunities

There are many specific opportunities to help us BITE through this Festival. Talk with us about:

Food and Beverage Partnerships:

Host Venue food and beverage supplier options in increments of \$500 cash and in-kind.

- We can work directly with food and beverage suppliers that wish to join the BITES team to tailor specific packages that support the festival.

Performer and Volunteer Food and Beverage Packages

Help us provide an authentic, local and healthy menu for our performers, and volunteers. Increments of \$100 in kind and \$100 cash sponsorships can translate into significant recognition.

Outdoor Rink/Venue Food and Beverage Booths

- Set up your food booth for the 16 day festival and market to attendees and the visiting public.

Stuff we need:

The WinterBITES Festival needs a wide range of supporting partners including significant site specific and logistic requirements, that you can be part of:

- Site set up volunteers with carpentry, electric and specific skill sets
- Outdoor venue tenting
- Security
- Signage printing and design
- Trucking and bobcat work for snow play area for kids
- Lighting of the rink and outdoor venue
- Tent space heaters
- Fencing
- Transportation
- Portable Washrooms
- Lumber

BITS and BITES of the Vancouver Island WinterBites Festival

Concerts Abound:

Produced by Vancouver Island MusicFest, a dynamic line-up of acts will drive increased visitation to the region.

Event Dates: Jan. 16, 17, 18, 22, 23, 24, 25, 29, 30
Maximum # of tickets: 3500

Confirmed Events:

- Rockin the Filberg with Chilliwack, Thurs., Jan. 16
- West African Dance Night - with Alpha Ya Diallo, Jan. 17
- Pianorama with Kenny "Blues Boss" Wayne and David Vest, Jan. 18
- Crown Isle - an Intimate Evening with Barney Bentall, Jan 22nd
- Country, Blues n' Soul Night - Double Bill - Jim Byrnes and the Sojourners at the Best Western, Jan. 23rd
- Rockin the Filberg - with the Grapes of Wrath and the Odds, Jan. 24
- Acoustic Blues Double Header - with Blink Boy Paxton and Suzie Winnick, Jan. 29
- Rockabilly Boogie! Dance with Cousin Harley at the Best Western, Jan. 31st

Outdoor Winter Fun Zone Venue:

In partnership with the City of Courtenay and Comox Valley Minor Hockey, this dynamic WinterBites venue offers visitors and locals alike the chance to skate outdoors on a unique synthetic ice rink, surrounded by a series of activities and event booths.

Location: Simms Park, downtown Courtenay

Activities: Hockey Tournaments, Tobogganing, Public Skating, Competitions and Special Events

Ski & Stay Package Escapes:

In partnership with Mount Washington Alpine Resort and Courtenay accommodation partners, for the duration of WinterBites, the area will boost Ski and Stay packages that include 50% off lift passes.

Extensive Event Marketing:

A significant multi-media marketing campaign including online, print and earned media, will target Vancouver Island residents, with a secondary focus in Alberta, in partnership with the Vancouver Island Newspaper Group, and the Comox Valley Airport.

VING Readers: 1 million+ • Marketing Value: \$120k+



Contact the WinterBites Development Team:

Sponsorship Opportunities & Event Coordination

Kelly Barnie, kelly@discovercomoxvalley.com

Media Outreach and Support

Kate Rogers, Tartan Group, kate@tartangroup.ca

Multi-venue Concerts Producer

Doug Cox, Vancouver Island MusicFest, dougox@shaw.ca

Mount Washington Alpine Resort, Media and Brand

Brent Curtain, pr@mountwashington.ca

Comox Valley Minor Hockey Association

Bruce Dyke, 1st VP, rbdyke@gmail.com

Discover Comox Valley, Event Development,

Ashley Coulter, ashley@discovercomoxvalley.com





THE CORPORATION OF THE CITY OF COURTENAY

STAFF REPORT

To: Mayor and Council

File No.: 0570-01

From: Chief Administrative Officer

Date: December 2, 2013

Subject: December Committee of the Whole Meeting Cancellation

PURPOSE:

The purpose of this report is to consider the cancellation of the December 30, 2013 Committee of the Whole meeting and to remove the December Committee of the Whole meeting from the Council Procedure Bylaw.

CAO RECOMMENDATIONS:

That based on the December 2, 2013 staff report "December Committee of the Whole Meeting Cancellation", Council approve OPTION 1 and cancel the Committee of the Whole meeting scheduled for December 30, 2013; and

That "Council Procedure Bylaw No. 2730, 2013" be drafted to include a provision for no scheduled Committee of the Whole meeting in the last week of December.

Respectfully submitted,

David Allen
Chief Administrative Officer

BACKGROUND:

For the past 11 years, Council has cancelled the meeting in the last week of December.

DISCUSSION:

This year, the December Committee of the Whole meeting falls on December 30. Since Council consistently cancels the meeting in the last week of December, it is recommended that the Council Procedure Bylaw be drafted to remove this meeting from the schedule.

Council always has the option to call a special meeting if required.

FINANCIAL IMPLICATIONS:

None.

ADMINISTRATIVE IMPLICATIONS:

None.

STRATEGIC PLAN REFERENCE:

None.

OFFICIAL COMMUNITY PLAN REFERENCE:

None.

REGIONAL GROWTH STRATEGY REFERENCE:

None.

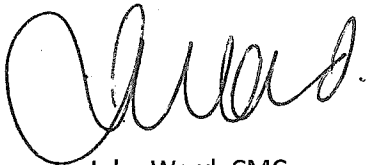
CITIZEN/PUBLIC ENGAGEMENT:

If Council approves the provision in the Council Procedure Bylaw, public notice is already being published pursuant to section 124 the *Community Charter*.

OPTIONS:

- OPTION 1: Cancel the December 30, 2013 Committee of the Whole meeting and include a provision in the Council Procedure Bylaw for no COW meeting in December. (Recommended)
- OPTION 2: Cancel the December 30, 2013 Committee of the Whole meeting.
- OPTION 2: Maintain the current meeting schedule.

Prepared by:



John Ward, CMC
Director of Legislative Services



THE CORPORATION OF THE CITY OF COURTENAY
STAFF REPORT

2

To: Mayor and Council

File No.: 3360-20-1309

From: Development Services Department

Date: December 2, 2013

Subject: Zoning Amendment Application No. 1309 Text Amendments to CD-21 Zone

PURPOSE:

The purpose of this report is to consider an application from Buckstone Investments Ltd. for several minor amendments to the Comprehensive Development Twenty-One Zone (CD-21) with respect to form and setbacks pertaining to carriage houses.

CAO RECOMMENDATIONS:

That based on the December 2, 2013 staff report "Zoning Amendment Application No. 1309 Text Amendments to CD-21 Zone", Zoning Amendment Bylaw No. 2771, 2013 Council approve OPTION 1 and proceed to first and second reading;

And that Council waive the Public Hearing for this bylaw pursuant to Section 890 (4) of the *Local Government Act*; and direct staff to publish notice pursuant to Section 892(8) of the *Local Government Act* in respect of waiving of the public hearing.

Respectfully submitted,

David Allen
Chief Administrative Officer

BACKGROUND:

In September 2011, the CD-21 Zone was adopted by Council which created a zone specific to the Buckstone Development allowing for a residential development of approximately 30 hectares. This followed the adoption of the South Courtenay Local Area Plan in June 2009. The overall development will accommodate approximately 250 residential units when complete (refer to *Attachment No. 1*).

In August 2012, Council approved a Development Permit for the first phase of this development which consists of 69 residential lots. This development permit includes the requirement for design approval meeting criteria for specific building form and character.

In September 2012, Council approved several amendments to the CD-21 Zone related to setbacks and frontages to accommodate specific form, siting and character guidelines pertaining to housing design and layout.

On further review of design details particularly related to 'carriage houses', the developer is seeking text amendments related to form and setbacks. Carriage houses are allowed in this zone, but on a restricted basis as the lot must be a minimum of 750 m² and have lane access or a corner lot.

The requested amendments include:

1. Include wording to allow a carriage house to be connected to the main dwelling by a breezeway or hallway.
2. Allow for a reduction in the rear yard setback for a carriage house from 4.0 metres to 2.0 metres which would allow more useable space on the property.
3. A minor wording change for clarification for the side yard for a carriage house to read "The side yard setbacks shall total 3.0 metres with a minimum side yard setback on one side of 1.5 metres."
4. A further minor change to add the word 'minimum' to the required 1.5 metre setbacks for accessory buildings.
5. An increase in height for a carriage house from 6.5 metres to 7.5 metres.

DISCUSSION:

The requested amendments to the CD-21 Zone are considered minor in nature and are in part as a result of the developer seeking more flexibility for design which better reflects the final lot layout, configuration and elevations for carriage houses. There is no change to the permitted uses or densities within this development.

As the requested amendments are considered minor in nature and are consistent with the Local Area Plan and the approved Development Permit, it is recommended that the public hearing requirement be waived. Notice of the bylaw amendment is still required and would be completed pursuant to the Local Government Act.

FINANCIAL IMPLICATIONS:

NA

ADMINISTRATIVE IMPLICATIONS:

This is a statutory component of the Corporate Work Plan.

STRATEGIC PLAN REFERENCE:

NA

OFFICIAL COMMUNITY PLAN REFERENCE:

NA

REGIONAL GROWTH STRATEGY REFERENCE:

NA

CITIZEN/PUBLIC ENGAGEMENT:

NA

OPTIONS:

OPTION 1: Give Bylaw 2771 First and Second Readings and proceed to notification. (Recommended)

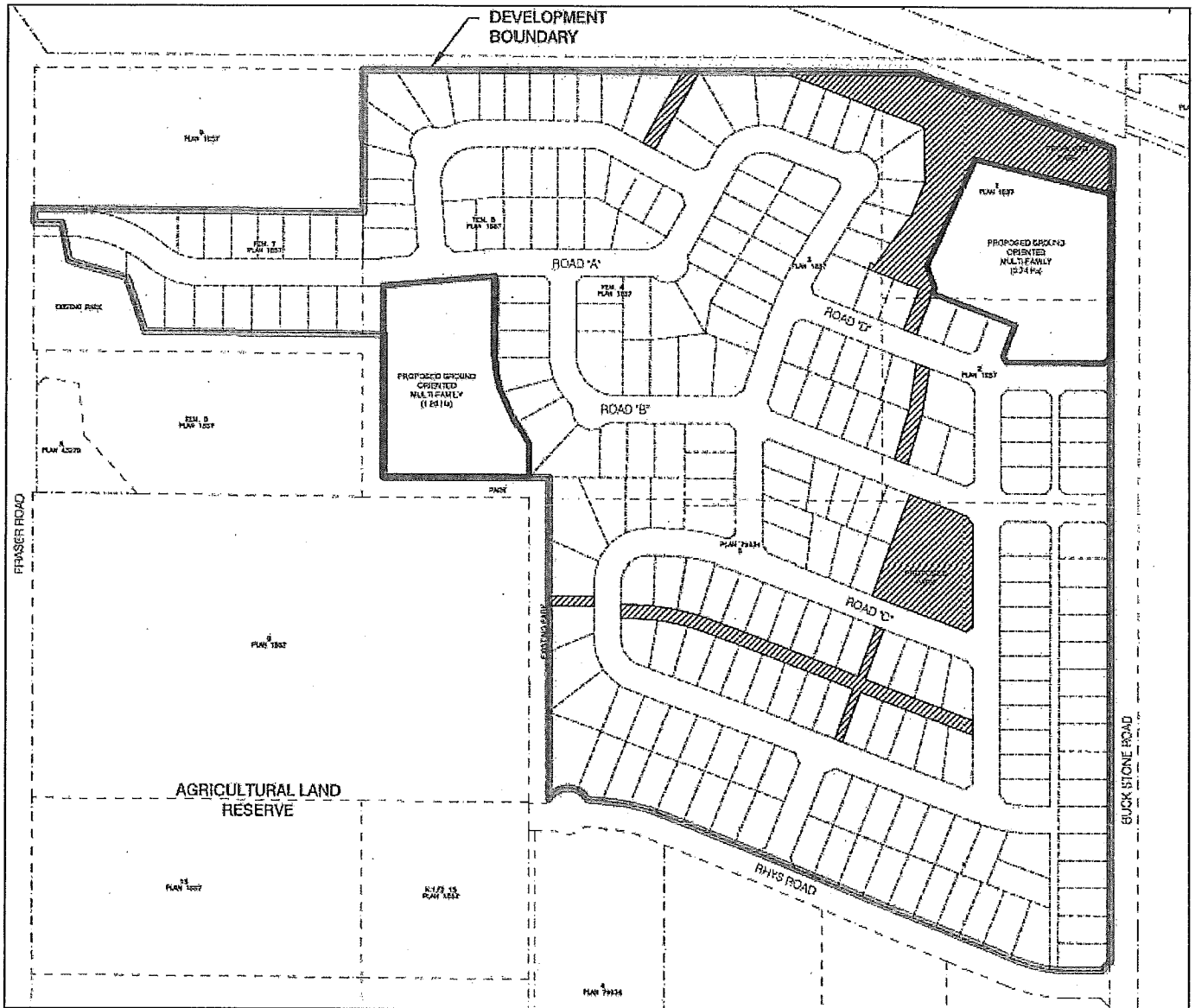
OPTION 2: Defer consideration of Bylaw 2771 pending receipt of further information.

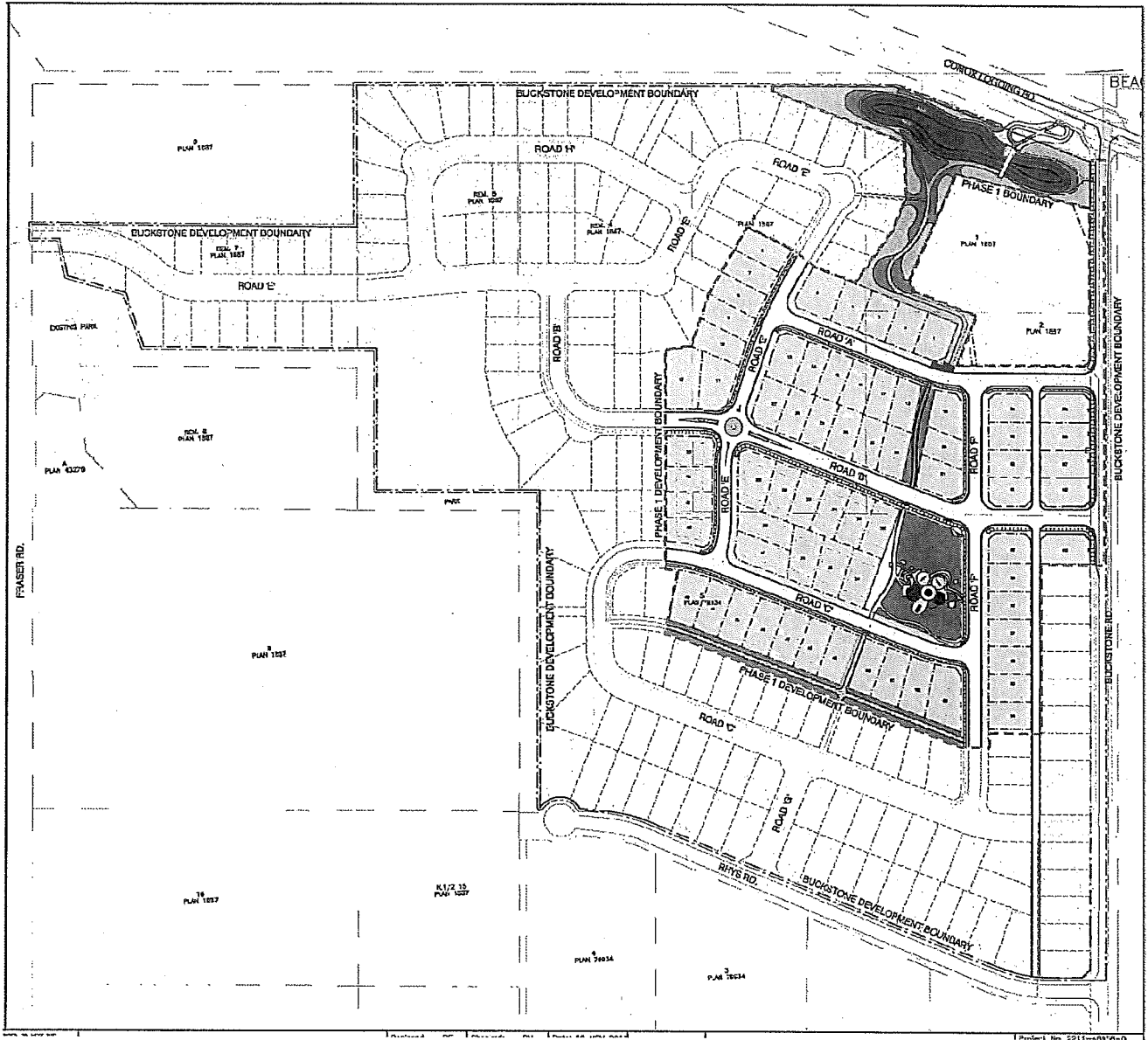
OPTION 3: Defeat Bylaw 2771.

Prepared by:



Peter Crawford, MCIP, RPP
Director of Development Services







THE CORPORATION OF THE CITY OF COURTENAY
STAFF REPORT

3

To: Mayor and Council
From: Chief Administrative Officer
Subject: Zoning Amendment Application No.1211

File No.: 3360-20-1211
Date: December 2, 2013

PURPOSE:

The purpose of this report is to reschedule the Public Hearing regarding the application to rezone the subject property to permit a secondary suite in an existing single residential dwelling located at 1968 Dogwood Drive.

CAO RECOMMENDATIONS:

That based on the December 2, 2013 staff report "Zoning Amendment Application No. 1211", Council approve OPTION 1 and direct staff to schedule and advertise a statutory public hearing with respect to Zoning Amendment Bylaw No. 2726, 2013 on December 16, 2013 at 5:00 p.m. in City Hall Council Chambers.

Respectfully submitted,

David Allen
Chief Administrative Officer

BACKGROUND:

At the November 4, 2013 Council Meeting, Council gave Bylaw No. 2726 First and Second Reading and authorized staff to schedule and advertise a statutory public hearing to take place on November 18, 2013. Due to a mapping error that incorrectly identified the subject property in the public hearing notice, it was necessary to reschedule the public hearing.

OPTIONS:

OPTION 1: Authorize staff to proceed with scheduling and advertising a public hearing on December 16, 2013.

OPTION 2: Direct staff to schedule and advertise a public hearing to be held on an alternate date.

Prepared by:

Erin Ferguson, MCP
Planning Technician

Peter Crawford, MCIP, RPP
Director of Development Services



THE CORPORATION OF THE CITY OF COURTENAY
STAFF REPORT

4

To: Mayor and Council

File No.: 1705-20 / 1830-05

From: Chief Administrative Officer

Date: December 2, 2013

Subject: 2014 GARBAGE, RECYCLABLES, AND YARD WASTE USER FEES

PURPOSE:

The purpose of this report is to consider and establish the garbage, recyclables, and yard waste user fees for 2014.

POLICY ANALYSIS:

Section 194 of the *Community Charter* allows Council to charge a user fee to cover the cost of delivery of a service.

EXECUTIVE SUMMARY:

The costs associated with providing garbage, recyclables, and yard waste collection are reviewed annually and user fees are established to cover the projected cost to deliver the services in the upcoming year. These services are not funded from general property taxation.

CAO RECOMMENDATIONS:

That based on the December 2, 2013 staff report "2014 Garbage, Recyclables, and Yard Waste User Fees" Council approve OPTION 1 regarding the proposed increase to the 2014 garbage and recyclables user fees as outlined in the Table on Page 3 of the report;

And that Council direct staff to amend the "City of Courtenay Fees and Charges Bylaw No. 1673, 1992", to reflect the proposed 2014 garbage and recyclables user fees.

Respectfully submitted,

David Allen
Chief Administrative Officer

BACKGROUND:

Council sets the garbage user fee rate schedule by bylaw each year to ensure that costs for the provision of garbage, recyclables and yard waste collection services are fully recovered on a user fee basis. These services are not funded from the general property taxation levy.

DISCUSSION:

The City provides weekly curbside pickup of mixed garbage and yard waste, and bi-weekly pickup of recyclables for residential properties, and scheduled mixed waste/cardboard pickup for commercial properties. The fee charged for this service must cover:

- The costs of the contractor engaged to provide garbage/recyclables pickup and transport services.

The increase in the cost of the solid waste and recyclables collection contract is calculated using an agreed to weighted formula which takes into account the annual increase or decrease in the Consumer Price Index Vancouver (weighted 45%), Price Index Canadian North American Heavy Trucks (weighted 40%), and the Price Index of Diesel in BC (weighted 15%).

Effective January 1, 2014 this blended formula results in a price index increase for the contractor, which is projected to be in the range of 2%.

- The regional landfill fees for disposal of the mixed waste.

Effective January 1, 2014, the regional landfill tipping fee will be \$100 per tonne and is expected to increase again in July, 2014 to \$110 per tonne. (2013 = \$90 per tonne) This increases the cost of the disposal of mixed waste by 18% for 2014.

- The internal costs to deliver the utility service.

Internal cost recovery provides recovery of the cost of billing and collection, as well as of the administration of the service, and represents approximately 6% of the overall utility user fee.

Mixed Waste Compactor Analysis

This year, staff performed a detailed cost analysis for the provision of the mixed waste compactor bin service to businesses in Courtenay. Currently there are 10 larger businesses taking advantage of this service within the City. The bin size utilized at a site varies between 27 and 40 cubic yards, depending on waste pickup requirement. As each compactor bin requires a single trip to the landfill for each pick up, actual data on bin weight is available, and this has facilitated the recent in-depth cost analysis.

The results of the cost analysis have shown that the actual cost per pickup is 40% greater than the associated pickup fee set in the City's current bylaw.

FINANCIAL IMPLICATIONS:

To cover the expected 2014 cost of delivering the garbage, recyclables and yard waste pickup services in the City, *excluding the mixed waste compactors*, a revenue increase of 2% is required.

There are two main drivers which contribute to this moderate increase. Firstly, the rate equity correction for the compactor bin category reduces the revenues required from all other rate categories. Secondly, the implementation of recyclables pickup this year for the multi-family residential category was extremely successful in achieving diversion from the mixed waste stream, and reducing tonnage taken to the landfill.

The reduced mixed waste tonnage has mitigated the cost impact of the 2014 increase in the regional landfill tipping fee.

Compactors – Mixed Waste

To cover the expected 2014 costs associated with providing pickup of the mixed waste compactors, a fee increase of 40% for each bin size is required. As the increase required is considered to be prohibitive, Staff recommend this increase be phased in over three years (2014-15%, 2015-15%, 2016-10%), to minimize the impact on these customers.

The following table illustrates the proposed impact on the various user fees:

	2014 Proposed Bylaw Rate	2013 Bylaw Rate	Impact	
Residential Fee per unit - includes recyclables and yard waste pickup	\$ 163.00	\$ 160.00	\$ 3.00	2%
Extra Bag Ticket (50 Litre) - each	\$ 2.00	\$ 2.00	\$ -	0%
Residential Multifamily, excluding yard waste	\$ 129.00	\$ 126.00	\$ 3.00	2%
Additional Service fee - recyclables (per unit per year)	\$ 17.35	\$ 17.00	\$ 0.35	2%
Additional Service fee - yard waste (per unit per year)	\$ 17.35	\$ 17.00	\$ 0.35	2%
Trade Premises	<i>per pickup</i>	<i>per pickup</i>	<i>per pickup</i>	
Cans - mixed waste (contains no recyclable material)	\$ 2.50	\$ 2.45	\$ 0.05	2%
DCBIA - per unit/premise per year	\$ 280.50	\$ 275.00	\$ 5.50	2%
DCBIA - recycle toter per bin	\$ 2.05	\$ 2.00	\$ 0.05	2%
Containers - 2 cubic yard	\$ 15.30	\$ 15.00	\$ 0.30	2%
Containers - 3 cubic yard	\$ 22.95	\$ 22.50	\$ 0.45	2%
Containers - All other per cubic yard	\$ 7.65	\$ 7.50	\$ 0.15	2%
Compactors - 27 cubic yard	\$ 407.00	\$ 354.00	\$ 53.00	15%
Compactors - 40 cubic yard	\$ 552.00	\$ 480.00	\$ 72.00	15%
Compactors - All other per cubic yard	\$ 13.80	\$ 12.00	\$ 1.80	15%
Recycling Containers - 2 cubic yard	\$ 8.40	\$ 8.20	\$ 0.20	2%
Recycling Containers - 3 cubic yard	\$ 12.60	\$ 12.30	\$ 0.30	2%
Recycling Containers - All other per cubic yard	\$ 4.20	\$ 4.10	\$ 0.10	2%
Recycling Compactors - 40 cubic yard	\$ 204.00	\$ 200.00	\$ 4.00	2%
Recycling Compactors - All other per cubic yard	\$ 5.10	\$ 5.00	\$ 0.10	2%

ADMINISTRATIVE IMPLICATIONS:

Subsequent to Council endorsing the proposed increase to the 2014 garbage, recyclables and yard waste user fees, staff will prepare the amendment bylaw and bring it to Council for three readings and again for

final reading and adoption. Once the amendment bylaw has been adopted, staff will notify mixed waste compactor customers in writing and update the financial system for billing effective January 1, 2014.

STRATEGIC PLAN REFERENCE:

Not applicable

OFFICIAL COMMUNITY PLAN REFERENCE:

Section 6.5 Solid Waste

Policy: 1. "Review User Fees"

REGIONAL GROWTH STRATEGY REFERENCE:

Goal 8: Climate Change:
Reduce GHG emissions in the solid waste sector

CITIZEN/PUBLIC ENGAGEMENT:

The public is notified of the upcoming changes to garbage, recyclables, and yard waste user fees through media at regular council meetings, as well as on the City's website.

Customers with mixed waste compactor pickup would be notified of the user fee increase in writing as soon as possible after adoption of the bylaw.

OPTIONS:

- OPTION 1: That Council endorse the proposed increase, which includes a three year phased rate increase for compactor bins, to the garbage, recyclables, and yard waste user fees as outlined in the Table on Page 3 of this report and directs staff to prepare the bylaws for three readings accordingly.
- OPTION 2: That Council endorse the proposed increase to the garbage, recyclables, and yard waste user fees as outlined in the Table on Page 3 of this report, with revisions to the phased compactor rates to reflect a five year phased approach, and directs staff to prepare the bylaws for three readings accordingly.
- OPTION 3: That Council defer endorsing the proposed increase to the 2014 garbage, recyclables, and yard waste user fees for further discussion at a later Council meeting.

While Option 3 provides time for further discussion, it also impacts the schedule required for the 2014 Budget process. User fees are calculated to cover the costs associated with providing the service and it is beneficial to adopt them prior to the end of the calendar year and avoid calculating a blended fee based on the 2013 and 2014 rates.

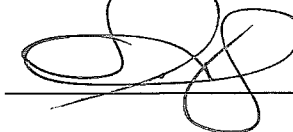
Prepared by:



Jennifer Nelson, CPA, CGA

Manager of Financial Planning

Concurrence:



Tillie Manthey, BA, CPA, CGA

Director, Financial Services/Deputy CAO



THE CORPORATION OF THE CITY OF COURTENAY
STAFF REPORT

To: Mayor and Council
From: Chief Administrative Officer
Subject: Annual Revenue Anticipation Borrowing Bylaw

File No.: 1760-02
Date: December 2, 2013

PURPOSE:

The purpose of this report is to consider and endorse the adoption of the Revenue Anticipation Borrowing Bylaw No. 2773, 2013.

POLICY ANALYSIS:

Section 177 of the *Community Charter* allows Council to adopt a revenue anticipation borrowing bylaw.

EXECUTIVE SUMMARY:

The annual Revenue Anticipation Borrowing Bylaw provides the security required by the Bank of Nova Scotia to financially secure the City's operating line of credit in the amount of \$2,500,000, as well as the corporate visa program upper limit in the amount of \$1,000,000.

CAO RECOMMENDATIONS:

That based on the December 2, 2013 staff report "Annual Revenue Anticipation Borrowing Bylaw", Council approve OPTION 1 and endorse the Revenue Anticipation Borrowing Bylaw No. 2773, 2013.

Respectfully submitted,

David Allen
Chief Administrative Officer

BACKGROUND:

Each year the City adopts a revenue anticipation borrowing bylaw pursuant to Section 177 of the *Community Charter*. This bylaw provides the security required by the Bank of Nova Scotia to financially secure the City's operating line of credit in the amount of \$2,500,000 as well as the corporate visa program limit in the amount of \$1,000,000.

DISCUSSION:

The Revenue Anticipation Borrowing Bylaw is a mechanism which provides local governments with a means to manage cash flow requirements.

The City has not required the use of its operating line of credit in many years. We do, however, actively utilize the corporate visa program to manage purchases, pay vendors, and access discounts where they are available. For example, the corporate visa program provides a 1% "cash back" mechanism for amounts paid via visa. For 2013, the cash back credit totalled \$7,757 (2012=\$6,404) which, prior to using the corporate visa program, is revenue the City did not receive.

The terms and conditions of the banking agreement with the Bank of Nova Scotia require that the Revenue Anticipation Bylaw be approved for use as security for both the operating line of credit and the corporate visa program.

FINANCIAL IMPLICATIONS:

There are no financial cost implications.

ADMINISTRATIVE IMPLICATIONS:

Once the bylaw is adopted, it will be forwarded to the Bank of Nova Scotia. The administration of the bylaw is included the corporate work plan.

STRATEGIC PRIORITIES REFERENCE:

Statutory in nature.

OFFICIAL COMMUNITY PLAN REFERENCE:

Not applicable.

REGIONAL GROWTH STRATEGY REFERENCE:

Not applicable.

CITIZEN/PUBLIC ENGAGEMENT:

Not applicable.

OPTIONS:

OPTION 1: That Council endorse the Revenue Anticipation Borrowing Bylaw No. 2773, 2013

OPTION 2: That Council decline the adoption of the proposed bylaw.

Should Option 2 be taken, the City would need to operate without its corporate visa program.

Prepared by:



Tillie Manthey, BA, CPA, CGA
Director, Financial Services/Deputy CAO



THE CORPORATION OF THE CITY OF COURTENAY

MEMORANDUM

FOR
INFO

To: Mayor and Council

File No.: 0870-20

From: Chief Administrative Officer

Date: November 25, 2013

Subject: Comox Valley Farmers Market- Ducks Unlimited Property

ISSUE:

To provide an update to Council on the status of the Comox Valley Farmers Market.

BACKGROUND:

In 2011, Council passed a resolution to support the concept of a temporary farmers market to be held on the Ducks Unlimited property on the Island Highway 19A. This temporary market would provide all parties with a better idea of the feasibility for a permanent structure, which is the long term goal of the Farmers Market Association. The Comox Valley Farmers Market Association has been working with Ducks Unlimited, the Comox Valley Economic Development Society, and the Ministry of Transportation on a long range, permanent facility. A major fund raising campaign would be needed to accomplish this goal.

KEY CONSIDERATIONS:

The Farmers Market was held on this location for two summers in 2011 and 2012, but has since been moved to downtown Courtenay in 2013. The Farmers Market Association has sent correspondence to Ducks Unlimited stating their intent to no longer pursue a long term facility on the Ducks Unlimited property due to the restrictive site and inability to secure a long term lease. "The Board of Directors of the Comox Valley Farmers Market Association and members of the legacy committee have been asked to pursue other locations for a permanent market."

Prepared by,

Randy Wiwchar

Director of Community Services



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FOR
INFO

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His Worship Larry Jangula
Mayor of Courtenay
830 Cliffe Ave
Courtenay BC V9N 2J7

Dear Mayor Jangula: *Larry*

Thank you for the opportunity to meet at the Union of British Columbia Municipalities Conference on September 19, 2013, regarding funding for community hospice organizations such as the Comox Valley Hospice Society.

As discussed, the Provincial End-of-Life Care Action Plan for British Columbia (the Action Plan) was released in March of this year. The Action Plan identifies three priority areas: redesigning health services; providing palliative care information, education, tools and resources; and, strengthening health system accountability and efficiency. Within each of these priority areas, initiatives are well underway both provincially and within health authorities. The Action Plan can be found at:
<http://www.health.gov.bc.ca/library/publications/year/2013/end-of-life-care-action-plan.pdf>.

In addition to the Action Plan initiatives, government has committed to doubling the number of hospice spaces in BC by 2020.

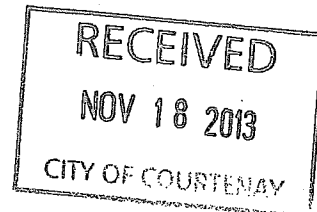
I encourage you to continue working with the Vancouver Island Health Authority to address your concerns and see how support for end-of-life services can be improved in your area until Vancouver Island Health Authority can move forward with its plan for additional end-of-life bed capacity. You can contact Ms. Lois Cosgrave, Director of Home and Community Care and End-of-Life, Vancouver Island Health Authority, at: 250-519-3611.

Thank you for your interest in health care and the work you do in Courtenay and the surrounding areas.

Sincerely, *Terry Lake*

Terry Lake
Minister

pc: Honourable Don McRae, Minister, Social Development and Social Innovation
Honourable Christy Clark, Premier
Ms. Lois Cosgrave, Director, Home and Community Care and End-of-Life
Vancouver Island Health Authority



FOR
Info.

November 13, 2013

His Worship
Mayor Larry Jangula
City of Courtenay
830 Cliffe Avenue
Courtenay BC V9N 2J7

Reference: 220617

Dear Mayor Jangula:

Re: Thank You

I am writing to thank you for taking the time to meet with me at this year's annual Union of British Columbia Municipalities (UBCM) Convention. It was great to have the chance to discuss your interest in the construction of a connector between North Courtenay and the Inland Highway 19 to provide improved access to the location of the new hospital.

The yearly UBCM convention is an important opportunity for our two levels of government to come together and work collaboratively on the issues that matter to British Columbians. The thoughtful dialogue and informative discussion exchanged during this event serves a vital role in giving our province's communities a clear voice on how we can make our transportation network the safest and most reliable possible.

While I am relatively new to my portfolio as Minister of Transportation and Infrastructure, it is easy to see the outstanding level of commitment our province's local representatives share in supporting the success of our local communities. I was pleased to experience firsthand the valuable role the UBCM gathering serves in promoting a strong and positive working relationship between B.C.'s elected officials. I have asked ministry staff to follow up with you directly to arrange a meeting to discuss a scope and design for the proposed North Connector.

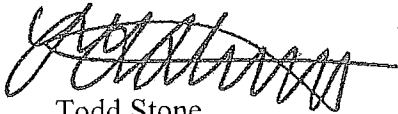
In the meantime, should you have further questions regarding this or other matters in your area, please do not hesitate to contact our local District Manager, Renee Mounteney. She can be reached at 250 751-3282 or by e-mail at Renee.Mounteney@gov.bc.ca and would be pleased to assist you.

I appreciated the positive and productive tone of our meeting, and I look forward to continuing to work together to make our province a leader in transportation excellence.

.../2

Thank you again for taking the time to meet with me.

Sincerely,

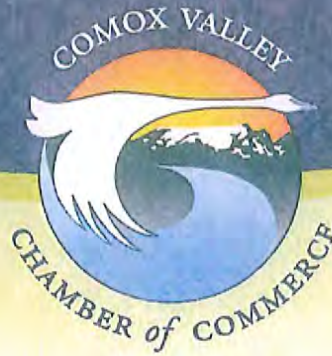
A handwritten signature in black ink, appearing to read 'Todd Stone', written over a horizontal line.

Todd Stone
Minister

Copy to: Grant Main, Deputy Minister

Dave Duncan, Assistant Deputy Minister
Highways Department

Renee Mounteney, District Manager
Vancouver Island District



For
Info.

November 19, 2013

John Ward
Manager of Corporate Administration
City of Courtenay
830 Cliffe Ave.
Courtenay BC V9N 2J7

RE: INTER-COMMUNITY BUSINESS LICENCE PROGRAM

Dear Mr. Ward,

The Comox Valley Chamber of Commerce commends our municipalities for considering the implementation of an inter-community business licence program.

A mobile business licence program represents a significant improvement on the challenges currently facing businesses that operate mobile services in our three communities.

The program benefits municipal governments by way of lowered administration costs and increased revenue due to higher compliance as a result of more cost effective and streamlined licensing processes.

Programs such as this are already operating in the Okanagan-Similkameen region, the Fraser Valley, and the Tri-Cities area with great success. The Chamber is pleased to see regions on Vancouver Island beginning to move forward with this system. We are optimistic that this would lead to the likelihood of one inter-municipal business license that would cover the entire Vancouver Island region.

Thank you for the opportunity to put forth our views on the Inter-Community Business Licence Program.

Sincerely,

Dianne Hawkins
President & CEO

Serving the business community since 1919

2040 Cliffe Avenue, Courtenay, BC V9N 2L3 • T: 250.334.3234 • F: 250.334.4908

www.comoxvalleychamber.com

THE CORPORATION OF THE CITY OF COURTENAY

BYLAW NO. 2771

A bylaw to amend Zoning Bylaw No. 2500, 2007

WHEREAS the Council has given due regard to the consideration given in Section 903 of the *Local Government Act*;

NOW THEREFORE the Council of the Corporation of the City of Courtenay in open meeting assembled enacts as follows:

1. This bylaw may be cited for all purposes as “Zoning Amendment Bylaw No. 2771, 2013”.
2. That “Zoning Bylaw No. 2500, 2007” be hereby amended as follows:
 - (a) By deleting Section 8.48.1, Intent, from Part 48 – Comprehensive Development Twenty One Zone (CD-21) and replacing with the following:

The CD-21 Zone is intended to provide for the siting and development of single residential and duplex buildings. Single family residential with secondary suites is permitted throughout the site. Duplex units or *carriage houses* are permitted on all lots that have double frontages and 900 m² or greater lot size for a duplex and 750 m² or greater lot size for a *carriage house*. *Carriage houses* are permitted on properties that have lane access and frontage onto Buckstone Road or a corner lot, with lot size of 750 m² or greater and may be connected to the principal residence by a ground level breezeway or hallway. The intent is to create greater housing diversity and housing market affordability, while retaining the aesthetic of a residential neighborhood.
 - (b) By deleting Section 8.48.2 (6) (ii) Carriage House, and replacing it with the following:
 - ii. which is located above a *garage*
 - (c) By deleting Section 8.48.3 (3) (a) Carriage House, and replacing it with the following:
 - (a) a *carriage house* may be located on a lot of not less than 750 m² and must have lane access and frontage onto Buckstone Road or a corner lot.
 - (d) By deleting Section 8.48.7 (b) Carriage (2) and (3) Setbacks and replacing these with the following:

(2) Rear <i>Yard</i>	2.0 metres
(3) Side <i>Yard</i>	The side <i>yard setbacks</i> shall total 3.0 m with a minimum side <i>yard setback</i> on one side of 1.5 m.
 - (d) By deleting Section 8.48.8 (2) Height of Buildings and replacing it with the following:
 - (2) The height of a Carriage House shall not exceed 7.5 metres.

(e) By deleting Section 8.48.9 (5) Accessory Buildings and replacing it with the following:

(5) Shall not be located within the minimum 1.5 m side *yard* or rear lot line setback except where the side or rear lot line flanks a *street*, excluding a lane in which case the minimum yard distance shall be 4.5 m.

3. This bylaw shall come into effect upon final adoption hereof.

Read a first time this 2nd day of December, 2013

Read a second time this 2nd day of December, 2013

Public Hearing waived this 2nd day of December, 2013

Read a third time this 16th day of December, 2013

Finally passed and adopted this day of , 2013

Mayor

Director of Legislative Services

THE CORPORATION OF THE CITY OF COURTENAY

BYLAW NO. 2730

A bylaw establishing rules of procedures for the Council and Committees of the City of Courtenay

WHEREAS the *Community Charter* requires that a council must, by bylaw, establish the general procedures to be followed by council and committees in conducting their business.

NOW THEREFORE the Council of the City of Courtenay in open meeting assembled enacts as follows:

PART 1 – INTRODUCTION

Title

1. This bylaw shall be cited for all purposes as "**Council Procedure Bylaw No. 2730, 2013**".

Definitions

2. In this bylaw:

“Corporate Officer” means the Corporate Officer appointed pursuant to Section 148 of the *Community Charter* and includes his or her Deputy or Delegate;

“Commission” means a municipal commission established under Section 143 of the *Community Charter*;

“Committee” means a standing, select, or other Committee of Council, but does not include Committee of the Whole;

“Inaugural Meeting” means the first Council meeting following a General Local Election;

“Member” means any member of Council and includes the Mayor;

“Notice Board” means the notice board located at City Hall, 830 Cliffe Avenue, Courtenay, B.C.

Application of Rules of Procedure

3. (1) The provisions of this Bylaw govern the proceedings of Council, Committee of the Whole, Commissions, and all standing and select committees of Council, as applicable.
- (2) In cases not provided for under this Bylaw, the current edition of *Robert's Rules of Order* apply to the proceedings of Council, Committee of the Whole, and Council committees to the extent that those rules are

- (a) applicable in the circumstances; and
- (b) not inconsistent with provisions of this Bylaw or the *Community Charter*.

PART 2 - DESIGNATION OF MEMBER TO ACT IN PLACE OF MAYOR

- 4. (1) At the Inaugural Meeting, Council must from amongst its members designate Councillors to serve on a rotating basis as the member responsible for acting in the place of the Mayor (Acting Mayor) when the Mayor is absent or otherwise unable to act or when the office of the Mayor is vacant.
- (2) Each Acting Mayor designated under section 4 (1) must fulfil the responsibilities of the Mayor in his or her absence.

PART 3 - COUNCIL PROCEEDINGS

Inaugural Meeting

- 5. Following a general local election, the first council meeting must be held on the first Monday after December 1 in the year of the election.

Annual Meeting Schedule

- 6. (1) Council must prepare annually on or before December 31, a schedule of the dates, times and places of regular Council meetings and must make the schedule available to the public by posting the schedule on the notice board.
- (2) Council must give notice annually on or before January 15 of the availability of the annual meeting schedule.
- (3) Where revisions are necessary to the annual meeting schedule, the Corporate Officer must, as soon as possible, post a notice on the notice board indicating any revisions to the date, time and place or cancellation of a regular Council meeting.

Regular Council Meetings

- 7. (1) Regular meetings of Council must take place within City Hall, 830 Cliffe Avenue, Courtenay, B.C. or in a location established by Council resolution.
- (2) Regular meetings of Council must take place on the first, second and third Monday of each month commencing at 4:00 p.m. except when
 - (a) the said Monday is a holiday, in which case Council must meet at the regularly scheduled time on the next day following the holiday;
 - (b) Council resolves to meet on subsequent days; or
 - (c) a quorum is not present within 15 minutes after the time appointed for commencement of the meeting.

Notice of Special Council Meetings

8. (1) Except where notice of a special meeting is waived by a unanimous vote of all council members at least 24 hours before a special meeting of Council, the Corporate Officer must
 - (a) give advance public notice of the time, place and date of the meeting by way of a notice posted on the notice board at City Hall;
 - (b) posting a copy of the notice in the Council Chambers;
 - (c) leaving one copy for each council member at the place to which the member has directed notices be sent.
- (2) The notice under section 8 (a) must include the date, time and place of the meeting, describe in general terms the purpose of meeting and be signed by the Mayor or the Corporate Officer.
- (3) Where a special meeting is called and where notice may be waived by a unanimous vote of all Council members, the Corporate Officer must use reasonable efforts to give advance public notice of the proposed special meeting by posting a notice of the proposed meeting on the notice board at City Hall.

Electronic Meetings

9. (1) Provided the conditions set out in subsection 128 (2) of the *Community Charter* are met:
 - (a) A special meeting may be conducted by means of electronic or other communication facilities;
 - (b) A member of Council or a Committee member who is unable to attend at a Regular or Special Council or Committee of the Whole meeting due to unavoidable circumstances, may participate in the meeting by means of electronic or other communication facilities.
- (2) The member presiding at a Regular Council, Special Council, or Council Committee meeting must not participate electronically.

Order of Business at Regular Meetings

10. (1) Except as Council otherwise resolves, and in any event only to the extent that business exists at a particular meeting under each of these subject headings, the usual order of business at a regular meeting is as follows:
 - (a) Call to order;
 - (b) Adoption of minutes as read or circulated, only if each member has received the minutes at least 24 hours before the meeting at which they are

to be considered, and, if necessary, amendment of minutes;

- (c) Introduction of late items;
- (d) Reception of delegations, including presentation of petitions;
- (e) Staff reports in the following order where applicable:
 - (i) Community Services
 - (ii) CAO and Legislative Services
 - (iii) Development Services
 - (iv) Financial Services
 - (v) Operational Services;
- (f) External reports and correspondence presented for information;
- (g) Internal reports and correspondence presented for information;
- (h) Reports/updates from Council members including reports from committees;
- (i) Resolutions of Council;
- (j) Unfinished business;
- (k) Notice of motion;
- (l) New business;
- (m) Bylaws;
- (n) Adjournment.

Council Meeting Agendas

- 11. (1) Prior to each Council meeting, the Corporate Officer must prepare an agenda setting out all the items for consideration at that meeting, noting in short form a summary for each item on the agenda.
- (2) The agenda of Council meetings and Committee of the Whole meetings must be available to Council and the public as follows:
 - (a) Regular Council and Committee of the Whole Meetings – 3:00 p.m. on the Thursday of the week preceding each meeting;

- (b) Special Council Meetings – at the discretion of the Corporate Officer.
- (3) All reports, including those items or resolutions submitted by a member, for the agenda of
 - (a) a regular Council meeting;
 - (b) a Committee of the Whole meeting;
 - (c) a Public Hearing

must be submitted to the Corporate Officer by noon on the Tuesday preceding such meetings, except that when a holiday falls on the intervening Friday, such reports must be submitted by noon on the Monday preceding such meeting.

- (4) Notwithstanding the requirements of section 11 (2), the Corporate Officer has the discretion where practical to include on an agenda a report that is not provided by the date and time specified.

Additional Agenda Items

- 12. (1) An item of business not included on the agenda must not be considered at a Council meeting unless introduction of the late item is approved by a majority vote of Council at the time allocated on the agenda for such matters.

Delegations to Council Meetings

- 13. (1) A delegation may address Council at a regular Council meeting or Committee of the Whole meeting providing
 - (a) a request has been submitted to the Corporate Officer in writing at least (4) working days prior to the day of the meeting including the name and address of the spokesperson and the specific written details of each delegation;
 - (b) in the case of a petition, the petition must be an original copy and include the printed name and address of each petitioner; and the petition must deal with an issue or matter that falls within Council's jurisdiction; and
 - (c) all materials to be presented relevant to the petition or delegation are received by the Corporate Officer at least (4) working days prior to the day of the meeting.
- (2) The presiding member may waive compliance with section 13 (1) on the unanimously approved motion of the members in attendance.
- (3) Under extraordinary occasions so declared by the Mayor, the Mayor may waive compliance with section 13 (1).

- (4) The Corporate Officer may refuse to place a delegation or petition on the Council meeting agenda if the subject matter is not considered to fall within the jurisdiction of Council. If the delegation wishes to appeal the decision of the Corporate Officer, the appeal must be presented to Council for consideration at the next available Council meeting.
- (5) A delegation is allowed a maximum of 10 minutes to make its' presentation to Council, unless Council unanimously consents to extend the time limit.
- (6) The number of delegations at any Council meeting will be limited to three (3) except under extraordinary circumstances approved by the Mayor prior to the Council meeting.
- (7) Council will not act on a request from a delegation at a Council meeting until the next regular Council meeting. Under extraordinary circumstances, Council may resolve, by a two-thirds affirmative vote of Council members present at the meeting, to consider the request immediately.
- (8) Council must not permit a delegation to address Council at a meeting regarding a bylaw in respect of which a public hearing has been held.

Public Attendance at Meetings

14. (1) Except where the provisions of section 90 of the *Community Charter* apply, all meetings of Council must be open to the public.
- (2) Where Council wishes to close a meeting or a portion of a meeting to the public, it may do so by adopting a resolution in a public meeting in accordance with Section 92 of the *Community Charter*.
- (3) This section applies to all meetings of the bodies referred to in Section 93 of the *Community Charter* including Council committees, commissions, a parcel tax review panel, a board of variance, or advisory bodies.

Minutes of Meetings

15. (1) Minutes of Council meetings must be
 - (a) legibly recorded;
 - (b) certified as correct by the Corporate Officer;
 - (c) signed by the Mayor or other presiding member at or after the meeting at which they are adopted; and
 - (d) open for public inspection at City Hall during regular office hours.

Adjournment

16. (1) Council may by resolution adjourn any meeting to a specified time and place.
- (2) Every regular meeting of Council is adjourned at 12:00 midnight unless a two-thirds majority of Council members present resolves to continue the meeting.

Cancellation of Meetings

17. Council may by resolution cancel any meeting and the Corporate Officer must provide members 24 hours notice of cancellation.

Calling Meeting to Order

18. (1) In the event the Mayor does not attend within 15 minutes after the time appointed for a meeting, the Acting Mayor must take the chair.
- (2) In the absence of the Acting Mayor the Corporate Officer must call the members to order and if a quorum is present, the members must appoint a member to preside during the meeting or until the arrival of the Mayor or Acting Mayor.
- (3) In the event the Mayor is required to leave a meeting, the Acting Mayor must take the chair; or in the absence of the Acting Mayor the members must appoint a member to preside during the meeting until the return of the Mayor.
- (4) The member appointed under section 18 (2) and 18 (3) has the same powers and duties as the Mayor in relation to the particular matter.

Quorum

19. Should there be no quorum present within 15 minutes after the time appointed for the meeting, the Corporate Officer must record the names of the members present at the expiration of the 15 minutes and the meeting of Council is deemed to have been cancelled.

Proposed Bylaws

20. (1) Before Council considers any proposed bylaw, the Corporate Officer must provide each member with a copy of the proposed bylaw.
- (2) Council is deemed to have passed a proposed bylaw when all approvals and procedures required by statute prior to adoption have been followed and Council has given the following readings to the bylaw:
 - (a) first reading, which is by title only;

- (b) second reading, which is by title only unless Council resolved to read the proposed bylaw;
 - (c) third reading, which is by title only; and
 - (d) final adoption.
- (3) A bylaw may be read one, two, or three times at a meeting of Council unless otherwise required by an enactment.
 - (4) A zoning or official community plan bylaw or amendment bylaw may be adopted at the same meeting at which third reading was given.
 - (5) Council may reconsider any clause of a proposed bylaw before the bylaw is adopted, subject to section 894 of the *Local Government Act* regarding Public Hearings.
 - (6) After either second or third reading, Council may amend, strike out or add clauses.
 - (7) Every bylaw adopted by Council must be signed by the Mayor or other member of Council presiding at the meeting at which the bylaw has been adopted, and must be signed by the Corporate Officer.
 - (8) The Corporate Officer must affix to every bylaw adopted by Council the Corporate Seal of the Corporation of the City of Courtenay.

PART 4 - RESOLUTIONS

Copies of Resolutions to Council Members

- 21. A resolution not included on a Council meeting agenda may be introduced at a Council meeting only if a copy of it has been delivered to each Council member at least 24 hours before the Council meeting, or if all Council members unanimously agree to waive this requirement at a Council meeting.

Form of Resolution

- 22. (1) A resolution introduced at a Council meeting must be in printed form.
- (2) The presiding member may
 - (a) have the Corporate Officer read the resolution; and
 - (b) request a motion that the resolution be introduced.

PART 5 - MEETING RULES OF CONDUCT AND DEBATE

Recognition

23. (1) A member may speak in a meeting after
- (a) the member has raised his or her hand; and
 - (b) the member has been recognized by the presiding member.

Presiding Member Powers

24. (1) The presiding member must preserve order and decide all points of order which may arise, subject to an appeal by other members of Council present.
- (2) If an appeal is taken by a member from the decision of the presiding member, the question "*Shall the Chair be sustained?*" must be immediately put and decided without debate and the presiding member will be governed by the majority of the votes of the members then present (exclusive of the presiding member), and in the event of the votes being equal the question will pass in the affirmative.
- (3) If the presiding member refuses to put the question "*Shall the Chair be sustained?*" Council must appoint the Acting Mayor, or if absent, one of the members to preside temporarily in lieu of the presiding member, and the Acting Mayor or member so temporarily appointed must proceed in accordance with the previous section.

Title of Members

25. Members must address the Mayor as "Mr. Mayor" or "Madam Mayor", whichever is appropriate, or as "Your Worship", and must refer to another member as "Councillor".

Conduct of Speaker

26. (1) A member may not speak
- (a) unless in relation to the matter in debate;
 - (b) to a matter already decided upon at the meeting;
 - (a) for more than five (5) minutes at a time.
- (2) A member may not speak more than once to the same matter, except with the permission of the majority of Council; or to
- (a) explain a material part of the member's speech which may have been misconceived, but then only to correct the matter; or
 - (b) ask a question for purposes of clarification.

General Conduct

27. (1) A member must not interrupt a member who is speaking except to raise a point of order and must not make any disturbance during the meeting.
- (2) When two or more members desire to speak, the presiding member must name the member who is to have the floor.
- (3) A member may require the question or motion under discussion to be read at any time during debate, but not so as to interrupt a member when speaking.
- (4) After a question is finally put by the presiding member, no member may speak to the question, nor may any other motion be made until after the result of the vote has been declared; and the decision of the presiding member as to whether the question has been finally put will be conclusive and not open to challenge.
- (5) Council must vote separately on each distinct part of a question that is under consideration if requested by a member.

Improper Conduct

28. (1) If the presiding member considers that another person at a meeting is acting improperly, the presiding member may order that the person be expelled from the meeting.
- (2) If the person who is expelled does not leave the meeting, a peace officer may enforce the order under as if it were a court order.

Matter Open to Debate

29. Members may debate any motion except the following:
 - (a) to lay on the table;
 - (b) to give first reading to a bylaw;
 - (d) to postpone indefinitely;
 - (e) to postpone to a certain time;
 - (f) to move that the motion be put to a vote; and
 - (g) to adjourn.

Verbal Enquiries by the Public

30. A verbal enquiry by a member of the public may only relate to an item on the agenda and may only be heard when Council so resolves.

Privilege

31. (1) Every member may
- (a) at any time during the debate require that the matter under discussion be read for the member's information, but must not exercise this right in order to interrupt a member speaking without the acquiescence of that member;
 - (b) require the presiding member to state the rule applicable to a point of practice or order and the presiding member must then state the rule without argument or comment but subject to appeal to a vote of the members present; or
 - (c) by means of a question to the presiding member, seek information relating to any matter connected with the business of Council or the affairs of the municipality and the question must be in writing if so required by the presiding member.

PART 6 - MOTIONS AND AMENDMENTS

Motions Generally

32. (1) All resolutions and bylaw readings must be by motion duly moved and seconded by members.
- (2) A motion other than a motion to adopt minutes, to receive reports, to refer to a committee or staff, to introduce or pass a bylaw or to adjourn must, if required by the presiding member, be put in writing before being debated or put from the Chair.
- (3) When a main motion is under consideration no other motion may be received except to
- (a) refer to a Committee of Council;
 - (b) amend;
 - (c) lay on the table;
 - (d) postpone indefinitely;
 - (e) postpone to a certain time;
 - (f) move that the motion be put to a vote; and
 - (g) adjourn.

- (4) The seven motions referred to in Section 32 (3) have precedence in the order in which they are named, and the last five are not subject to amendment or debate.
- (5) A motion to refer the subject matter to a committee, until it is decided, precludes all amendments to the main question.
- (6) The Corporate Officer must record any motion other than a procedural motion in writing and, after a member has seconded a motion, the Corporate Officer may read it aloud prior to the members debating it or the presiding member putting it.
- (7) Once the Corporate Officer has read aloud a motion, no member may withdraw it without permission of the members and no member may withdraw a motion once passed.

Motion to Adjourn

33. A member at any time may make a motion to adjourn and if seconded, the members must promptly decide the motion without debate and no member may make a second adjournment motion if the first is defeated unless other proceedings intervene.

Motion to Lay on the Table

34. Except when a motion to adjourn has been made, a member may make a motion to lay a pending question(s) on the table, and this motion is not debatable or amendable.

Motion to Put Question

35. (1) If a member moves to put the main question, or the main question as amended to a vote, that motion must be dealt with before any other amendments are made to the motion on the main question.
- (2) If the motion for the main question, or for the main question as amended is decided in the negative, Council may again debate the question or proceed to other business.

Inadmissible Motion

36. When the presiding member is of the opinion that a motion offered is contrary to this bylaw or relates to matters beyond the powers of the members, the presiding member may inform the members immediately, giving reasons for his or her opinion, and may refuse to put the question.

Amendment of a Motion

37. (1) No member may move any motion to amend that negates the purpose of the main motion.
- (2) Members must withdraw or decide any amendment to a motion before the main question is put to a vote.

- (3) If an amendment to a motion is:
 - (a) carried, the previous motion is then voted on as amended; or
 - (b) defeated, the previous motion is again before the members.

Defeated Resolution

38. Unless specifically provided by statute or bylaw, a defeated resolution or a substantially similar resolution must not be considered within 12 months of the date of the defeat of the resolution. This time limit may be waived by an affirmative vote of at least two thirds of the Council members eligible to vote on the resolution.

Reconsideration of Matter by Mayor

39. (1) The Mayor may require Council to reconsider and vote again on a matter that was the subject of a vote at the same council meeting as the vote took place, or within the 30 days following that meeting.
- (2) A matter may not be reconsidered under section 39 (1) if
- (a) it has had the approval of the electors or the assent of the electors and was subsequently adopted by the council; or
 - (b) there has already been a reconsideration in relation to the matter.

Reconsideration of Matter by Council Member

40. (1) Subject to subsection (5) a member may, at the next Council meeting
- (a) move to reconsider a matter on which a vote, other than to postpone indefinitely, has been taken; and
 - (b) move to reconsider an adopted bylaw (with the exception of a land use bylaw) after an interval of at least 24 hours following its adoption.
- (2) A member who voted in the affirmative for a resolution adopted by Council may at any time move to rescind that resolution. In order to be passed, a motion to rescind requires
- (a) a two-thirds affirmative vote; or
 - (b) a majority affirmative vote when notice of motion has been given at the previous meeting or the call to order of the present meeting.
- (3) Council must not discuss the main matter referred to in subsection (1) unless a motion to reconsider that matter has been adopted.
- (4) A vote to reconsider must not be reconsidered.

- (5) Council may only reconsider a matter that has not
 - (a) received the approval or assent of the electors and been adopted;
 - (b) been reconsidered under subsection (1) or section 39;
 - (c) been acted on by an officer, employee or agent of the City.
- (6) The conditions that applied to the adoption of the original bylaw, resolution, or proceeding apply to its rejection under this section.
- (7) A bylaw, resolution, or proceeding that is reaffirmed under subsection (1) or section 39 is as valid and has the same effect as it had before reconsideration.

PART 7 - VOTING

Putting of the Question

41. (1) When debate on a question is closed the presiding member must immediately put the question to a vote.
- (2) Members must signify their votes on every question openly and individually by the raising of hands and members must not vote by ballot or any method of secret voting.

Recording of Votes

42. (1) Any member may call for his or her vote on any issue to be recorded and each time this request is made, the Corporate Officer must record in the minutes the name of the members and the way in which the member voted.
- (2) Immediately upon the announcement of the result of a vote by the presiding member, any member may call for a division whereupon each member present must orally announce his or her vote.
- (3) Should any member not indicate his or her vote when any question is put, the member will be regarded as having voted in the affirmative and his or her vote must be counted accordingly.
- (4) The Corporate Officer must record in the minutes of a meeting the name of any member who voted in the negative on any question.

PART 8 - COMMITTEES OF COUNCIL

Committee of the Whole

43. Meetings of the Committee of the Whole must be held in City Hall Council Chambers on the last Monday of each month, with the exception of December, at 4:00 p.m. unless the meeting day falls on a holiday, in which case the meeting would be held the following day.

Presiding Members at Committee of the Whole

44. (1) The Mayor must preside at Committee of the Whole meetings if he or she is in attendance.
- (2) The presiding member of the Committee of the Whole must maintain order in the committee and subject to appeal from the members present, decide points of order that may arise and must attest to the correctness of the proceedings thereof.

Notice of Committee of the Whole Meetings

45. (2) At least 72 hours before a meeting of the Committee of the Whole, the Corporate Officer must give public notice of the time, place and date of the meeting by
- (a) posting a copy of the agenda on the notice board;
 - (b) leaving copies of the agenda at the reception counter at City Hall for the purpose of making them available to members of the public; and
 - (c) delivering a copy of the agenda to each member of Council at the place to which the Council member has directed notices to be sent.
- (4) At any time during a Council meeting, Council may by resolution go into Committee of the Whole.

Minutes of Meetings

46. (1) Minutes of Committee of the Whole meetings must be
- (a) legibly recorded;
 - (b) signed by the chair or member presiding at the meeting or at the next meeting at which the minutes are adopted; and
 - (c) open for public inspection at City Hall during regular office hours.

Rules of Procedure

47. (1) The Committee of the Whole members must observe the rules of procedure of Council in any meeting, except:
- (a) the number of times members are permitted to speak is at the discretion of the presiding Member;
 - (b) Members may hear a verbal enquiry from a member of the public on any matter taken up at the meeting whenever a majority of the members present so wish.

Select Committees

48. (1) Council may from time to time appoint a Select Committee to enquire into any matter and to report its findings and opinions to Council.
- (2) A Select Committee may report to Council at any regular meeting or must report if directed by Council.
- (3) The Chairman and the Deputy Chairman of a Select Committee must be appointed from the members of the Select Committee by resolution of Council.
- (4) A meeting of a Select Committee must be called by a resolution of the Select Committee which specifies the day, hour and place of the meeting, except for the first meeting which must be called by resolution of Council which specifies the day, hour and place of the meeting.
- (5) A Select Committee must, on completion of its assignment or on submitting its report to Council, dissolve.

Procedure for Committees

49. Members of Council may attend the meetings and participate in the discussion of committees of which they are not members but only those members of Council who are members of the committee may vote on deliberations of that committee.
50. (1) The committee members must observe the rules of procedure of Council in any meeting, except that in a Select Committee
- (a) the number of times members are permitted to speak is at the discretion of the presiding Member;
 - (b) members may hear a verbal enquiry from a member of the public on any matter taken up at the meeting whenever a majority of the members present so wish;

- (c) a request to present a petition or to appear before the committee as a delegation is handled in the same manner as delegations or petitions to Council;
- (d) a delegation is allowed one speaker and a maximum of ten minutes to make its presentation to the committee;
- (e) the Mayor is a member of all committees and is entitled to vote at all committee meetings;
- (f) each committee may meet at the discretion of its presiding member and must also meet when directed to do so by council, the Mayor, or a majority of the members of that committee;
- (g) the Corporate Officer must convene a meeting of a committee when requested in writing to do so by the Mayor, the presiding member of the committee or majority of the members of that committee;
- (h) when a committee desires to submit a written report to Council, the presiding member of the committee must deliver the report to the Corporate Officer not later than 4 working days prior to the date of the next regular meeting of Council and the Corporate Officer must have the report delivered to each member of Council not less than 72 hours prior to the convening of the regular meeting of Council which next follows the committee meeting from which the written report arose.

Standing Committees

- 51.** (1) In his/her address at the Inaugural Meeting, the Mayor must appoint the Chairman and members of Standing Committees of Council.
- (2) Standing Committees must consider, inquire into, report, and make recommendations to Council about all of the following matters:
- (a) matters that are related to the general subject indicated by the name of the committee;
 - (b) matters that are assigned by Council;
 - (c) matters that are assigned by the Mayor
- (3) Standing committees must report and make recommendations to Council at all of the following times:
- (a) in accordance with the schedule of the committee's meetings;
 - (b) on matters that are assigned by Council or the Mayor
 - (i) as required by Council or the Mayor, or

- (ii) at the next Council meeting if the Council or Mayor does not specify a time.

Minutes of Committee Meetings

- 52. (1) Minutes of Committee meetings must be
 - (a) legibly recorded;
 - (b) signed by the chair or member presiding at the meeting; and
 - (c) open for public inspection at City Hall during regular office hours.

Quorum

- 53. The quorum for a committee is a majority of all its members.

Schedule of Committee Meetings

- 54. (1) At its first meeting after its establishment, a standing or select committee must establish a regular schedule of meetings.
- (2) The Chair of a committee may call a meeting of the committee in addition to the scheduled meetings or may cancel a meeting.

Notice of Committee Meetings

- 55. (1) Subject to section 54 (2), after the committee has established the regular schedule of committee meetings, including the times, dates and places of the committee meetings, notice of the schedule must be given by
 - (a) posting a copy of the schedule on the notice board; and
 - (b) providing a copy of the schedule to each member of the committee.
- (2) Where revisions are necessary to the annual schedule of committee meetings, the Corporate Officer must as soon as possible post a notice on the notice board which indicates any revisions to the date, time, and place or cancellation of a committee meeting.
- (3) The Chair of a committee must cause a notice of the day, time and place of a meeting called under section 54 (2) to be given to all members of the committee at least 24 hours before the time of the meeting.

PART 9 - COMMISSIONS

Schedule of Commission Meetings

56. (1) At its first meeting after its establishment, a commission must establish a regular schedule of meetings.
- (2) The Chair of a commission may call a meeting of the commission in addition to the scheduled meetings or may cancel a meeting.

Notice of Commission Meetings

57. (1) Subject to subsection (2), after the commission has established the regular schedule of commission meetings, including the times, dates and places of the commission meetings, notice of the schedule must be given by
- (a) posting a copy of the schedule on the notice board at City Hall; and
 - (b) providing a copy of the schedule to each member of the commission.
- (2) Where revisions are necessary to the annual schedule of the commission meetings, the Corporate Officer must, as soon as possible, post a notice on the notice board at City Hall which indicates any revisions to the date, time and place or cancellation of a commission meeting.
- (3) The Chair of a commission must cause a notice of the day, time and place of a meeting called under section 56 (2) to be given to all members of the commission at least 24 hours before the time of the meeting.

Minutes of Commission Meetings

58. (1) Minutes of the proceedings of a commission must be
- (a) legibly recorded;
 - (b) certified by the Corporate Officer; and
 - (c) open for public inspection at City Hall during regular office hours.

Quorum

59. The quorum for a commission is a majority of all its members.

PART 10 - GENERAL

60. If any section or subsection of this bylaw is for any reason held to be invalid by the decision of a court of competent jurisdiction, such decision will not affect the validity of the remaining portions of this bylaw.
61. This bylaw may not be amended or repealed and substituted unless Council first gives notice in accordance with section 94 of the *Community Charter*.

62. "Procedure Bylaw No. 2492, 2007" and amendments thereto is hereby repealed.

Read a first time this 2nd day of December, 2013

Read a second time this 2nd day of December, 2013

Read a third time this 2nd day of December, 2013

Notice published pursuant to section 94 of the *Community Charter* on the _____ of December, 2013

Finally passed and adopted this _____ day of _____, 2013

Mayor

Director of Legislative Services

THE CORPORATION OF THE CITY OF COURTENAY

BYLAW NO. 2769

A bylaw to establish a scheme for inter-community business licencing and regulation of trades, occupations and businesses

WHEREAS Council may, pursuant to Section 8(6) of the *Community Charter*, regulate in relation to business;

AND WHEREAS pursuant to Section 14 of the *Community Charter*, two or more municipalities may, by bylaw adopted by the Council of each participating municipality, establish an Inter-Community scheme in relation to one or more matters;

AND WHEREAS pursuant to Section 15(1) of the *Community Charter*, Council may provide terms and conditions that may be imposed for obtaining, continuing to hold or renewing a licence, permit or approval and specify the nature of the terms and conditions and who may impose them;

AND WHEREAS Council has given notice of its intention to adopt this bylaw by publishing such notice in two consecutive issues of a newspaper and has provided an opportunity for persons who consider they are affected by this bylaw to make representations to Council pursuant to Section 59 of the *Community Charter*,

NOW THEREFORE the Council of the City of Courteany in open meeting assembled, hereby ENACTS AS FOLLOWS:

1. Title

This Bylaw may be cited as "Inter-Community Business Licence Bylaw No. 2769, 2013".

2. Definitions

In this bylaw, unless the context otherwise requires,

“Business” has the meaning as defined by the “*Community Charter Schedule – Definitions and Rules of Interpretation*”.

“Excluded Business” means a Business excluded from application for an Inter-Community Business Licence and includes those Businesses referred to in Schedule 'A' attached hereto and forming part of this Bylaw.

“Inter-Community Business”	means a Business that performs a service or activity within more than one Participating Municipality by moving from client to client rather than having clients come to them.
	This includes but is not limited to trades, plumbers, electricians, cleaning services, pest control or other similar Businesses. This does not include fruit stands, flea markets, trade shows or other similar Businesses.
“Inter-Community Business Licence”	means a Business Licence which authorizes Inter-Community Business to be carried on within the boundaries of any or all of the Participating Municipalities in accordance with this Bylaw and will be in addition to a Municipal Business Licence.
“Municipal Business Licence”	means a licence or permit, other than an Inter-Community Business Licence, issued by a Participating Municipality that authorizes a Business to be carried on within the jurisdictional boundaries of that Participating Municipality.
“Participating Municipality”	means the following local governments that have adopted the Inter-Community Business Licence Bylaw:
	City of Campbell River City of Courtenay City of Duncan City of Nanaimo City of Parksville City of Port Alberni District of North Cowichan District of Lantzville Town of Comox Town of Lake Cowichan Town of Ladysmith Town of Qualicum Beach Village of Cumberland
“Person”	has the meaning ascribed to it by the <i>Interpretation Act</i> .
“Premise”	means a fixed or permanent location where the applicant ordinarily carries on Business.

“Principal Municipality” means the Participating Municipality where a Business is physically located, or has a Premise, or, where the licensee does not maintain a Premise in any of the Participating Municipalities, the municipality that issues the Inter-Community Business Licence.

3. Regulations

- (a) Subject to Section (c) and (e), a person who has obtained an Inter-Community Business Licence may carry on business within a Participating Municipality for the term authorized by the Inter-Community Business Licence without obtaining a Municipal Business Licence in the other Participating Municipalities.
- (b) A Participating Municipality may issue an Inter-Community Business Licence to an applicant for an Inter-Community Business Licence provided the Business type is an Inter-Community Business and is not an Excluded Business, the applicant has a valid Municipal Business Licence issued by that Participating Municipality, and the applicant meets the requirements of this Bylaw.
- (c) A person holding an Inter-Community Business Licence must comply with all other regulations and bylaws of the Participating Municipality in which they are carrying on Business.
- (d) A Business that operates under an Inter-Community Business Licence in more than one Participating Municipality shall only apply for an Inter-Community Business Licence from the Participating Municipality in which they maintain a Premise.
- (e) Notwithstanding the issuance of an Inter-Community Business Licence, every person who carries on, maintains, owns or operates, within a Participating Municipality, any profession, business, trade, occupation, calling, undertaking or thing in or from more than one branch, office, place, premise or store shall obtain a separate Municipal Business Licence for each branch, office, place, premise or store. And further, notwithstanding Sections (b), (c), and (d), the Participating Municipalities agree that where an applicant for an Inter-Community Business Licence:
 - i. does not maintain Premises in any of the Participating Municipalities, then the applicant may apply at any one of them; or
 - ii. maintains a Premise in more than one of the Participating Municipalities, the applicant must apply at one of the Participating Municipalities where they maintain a Premise.

4. Fees

- (a) The fee for an Inter-Community Business Licence is \$150 and shall be paid in full at the time of application and will be retained by the Participating Municipality that issues the licence.
- (b) The fee for an Inter-Community Business Licence is separate and additional to any Municipal Business Licence fee that may be required.

5. Application

- (a) Every Inter-Community Business Licence shall be issued on a standard form provided for that purpose, as agreed upon from time to time by the Participating Municipalities and including, as a minimum, the following information:
 - i. Disclosing the nature and character of the profession, business, trade, occupation, calling, undertaking or thing to be carried on, maintained, owned or operated by the applicant;
 - ii. Declaring the mailing address and contact information for such profession, business, trade, occupation, calling, undertaking or thing;
 - iii. Declaring the number of persons engaged or occupied in such profession, business, trade, occupation, calling, undertaking or thing;
 - iv. Disclosing the number of distinctive lines of goods sold or offered for sale;
 - v. Including any other information concerning the profession, business, trade, occupation, calling, undertaking or thing which the Participating Municipality may require.
- (b) Each Participating Municipality shall provide to all other Participating Municipalities standardized information regarding the Inter-Community Business Licences issued, by way of at least weekly updates on a shared database available to all Participating Municipalities.

6. Suspension or Cancellation of an Inter-Community Business Licence

- (a) A Council or Designated Officer or Employee of a participating municipality may exercise the authority of the Principal Municipality in accordance with Sections 15 and 60 of the *Community Charter* to suspend or cancel an Inter-Community Business Licence. The suspension or cancellation shall be in effect throughout all of the Participating Municipalities and it shall be unlawful for the holder to carry on the Business authorized by the Inter-Community Business Licence in any Participating Municipalities for the period of the suspension or cancellation.

- (b) Before suspending or canceling an Inter-Community Business Licence under Section 6(a), the Participating Municipality must give the licence holder notice of the proposed action and must inform the licence holder of their right to be heard.
 - i. If the licence holder wishes to exercise this right, the Participating Municipality shall communicate in writing to the licence holder and Principal Municipality that issued the Inter-Community Business Licence, together with such documentary evidence of the reasons for suspension or cancellation as may be available and the request to be heard. Such Principal Municipality shall then, as soon thereafter as reasonably possible, provide the Licence Holder an opportunity to address their respective Council who will then consider whether to suspend or cancel the Inter-Community Business Licence.
 - ii. If the licence holder does not exercise their right to be heard, the Participating Municipality may suspend or cancel the Inter-Community Business Licence in accordance with Section 6(a).
- (c) Any conduct by a licence holder resulting in a hearing made under Section 6(b)(i) shall be considered by the Council of the Principal Municipality as though it happened within the jurisdiction of the Principal Municipality.
- (d) A decision by a Principal Municipality or Participating Municipality to cancel or suspend an Inter-Community Business Licence under Section 6 (b) shall be honoured by all Participating Municipalities.
- (e) Nothing in this Bylaw impedes the authority of a Participating Municipality to suspend or cancel any Business Licence issued by that Municipality, or to enact regulations in respect of any class of Business Licence in accordance with Section 15 of the *Community Charter* and amendments thereto.

7. Miscellaneous

- (a) A Participating Municipality may, by notice in writing to each of the other Participating Municipalities, withdraw from the Inter-Community Business Licence scheme established by this Bylaw.

Notice must:

- i. Set out the date on which the withdrawing Municipality will no longer recognize the validity within its boundaries of business licences issued pursuant to this Bylaw, which date must be at least six months from the date of the notice; and
- ii. Include a certified copy of the Bylaw authorizing the withdrawal.

- (b) An Inter-Community Business Licence issued prior to the effective date of the withdrawal shall, until it expires, remain valid within the boundaries of the withdrawing Municipality.

8. Severability

- (a) If any section, paragraph or phrase in this Bylaw is for any reason held to be invalid by a decision of a Court of competent jurisdiction, that portion shall be severed and the remainder of this Bylaw shall continue in full force and effect.

9. Effective Date:

This Bylaw shall come into full force and effect on the first day January 2014.

Read a first time this 12th day of November, 2013

Read a second time this 12th day of November, 2013

Read a third time this 12th day of November, 2013

Finally passed and adopted this day of , 2013

SCHEDULE 'A'

EXCLUDED BUSINESSES

The following Business types are Excluded Businesses for the purposes of application for an Inter-Community Business Licence under the Inter-Community Business Licence Scheme set out in the bylaw:

1. Social escort services.
2. Vehicles for hire (for example, taxis, limousines, or buses).
3. Body-rub services (which includes the manipulating, touching or stimulating by any means, of a Person or part thereof, but does not include medical, therapeutic or cosmetic massage treatment given by a person duly licensed or registered under any statute of the Province of British Columbia governing such activities or a therapeutic touch technique).

THE CORPORATION OF THE CITY OF COURTENAY

BYLAW NO. 2756

A bylaw to amend Official Community Plan Bylaw No. 2387, 2005

WHEREAS the Council has adopted an Official Community Plan and a Zoning Bylaw;

AND WHEREAS, pursuant to Section 895 of the *Local Government Act*, the Council shall, by bylaw, establish procedures to amend a plan or bylaw or issue a permit;

NOW THEREFORE the Council of the Corporation of the City of Courtenay in open meeting assembled enacts as follows:

This bylaw may be cited for all purposes as “Official Community Plan Amendment Bylaw No. 2756, 2013”.

9.6 Arden Corridor Local Area

9.6.1 Project Objective

The overarching goal of the Local Area Plan (LAP) was to engage the community in conducting comprehensive planning along the City’s western boundary in order to respond to development pressure and anticipated growth in the Settlement Expansion Area (SEA). See Map 1 for the boundaries of the LAP area. All reference material including consultation findings, additional maps and illustrations and all analysis can be found in the *Arden Corridor Local Area Plan – Reference Plan*.

The objective of the LAP is to project and respond to anticipated growth in the Arden Corridor through regulation of land use and servicing that is in keeping with the values of the community, the identity of the City and the City’s commitment to environmental protection.

A foundational principle of the Plan is that development must not be permitted to compromise environmental features of high ecological value. This principle is reflected through the policies that are contained within the Plan. Recognizing that development necessarily has some degree of environmental impact, the goal of the Plan is to limit the extent that site disturbances have on:

- Other properties
- Critical habitats of rare and endangered species
- Fish, the waters they inhabit and the riparian areas that support them
- Nesting birds and the nests (whether occupied or not) of all raptors
- Hydrological features and function
- Watershed health at the site level and cumulatively over the entire Plan area including adjacent neighbourhoods

The Plan contains a strong emphasis on protecting environmental values in part due to the work of the Millard Piercy Watershed Stewards who for over 20 years have amassed biophysical data on the watershed. Their scientifically based work has concluded that there is increasing evidence that the declining health of elements of the Millard/Piercy Watershed can be linked to land use practices and related policy. The community consultation exercises also revealed strong support for environmental values, which are expanded upon further in the Plan.

9.6.2 Plan Process

The Plan was created through the following five processes:

1. Site analysis and community vision
2. Concept options
3. Preferred land use plan development
4. Review of policy and implementation options
5. Council adoption

The public consultation strategy was designed to provide an opportunity for the entire community to participate directly in the formulation of the Arden Corridor Local Area Plan. The public consultation strategy contained the following elements:

1. Introductory workshop on site analysis, formulating plan opportunities and constraints.
2. Series of three workshops to provide opportunity for community to participate in ‘design charette’ of the LAP. A separate stakeholder workshop was held parallel to this process.
3. Survey
4. Final public open house to vet the findings from the survey and the final plan principles and land use concept plan to the community

Both the survey and workshops provided valuable information which has been the foundation of the Arden Corridor Local Area Plan.

9.6.3 Vision statement

To maintain the rural character of the community while allowing for environmentally responsible new developments that respond to the community’s growth, that support a network of trails and rural roads, parks, cost-effective infrastructure systems and a diversity of housing and small home-based businesses.

9.6.4 Plan Implementation

The following sections provide the policies of the Plan, which will be used to implement the vision of the Arden Corridor LAP. The following section contains a number of overarching

strategies and design principles that inform the approach and layout to the Plan. In addition, a number of more specific policies, actions, and in some cases illustrative examples, are included for each of the topic areas:

- Environment
- Mobility
- Land use (Housing; Commercial, Industrial and Institutional; Parks and Greenways)
- Servicing

Maps are provided to illustrate the study area in context with the City and adjacent Settlement Expansion Area. Data used to create the maps have come from a variety of sources including the City, Project Watershed, the Comox Valley Regional District and the Ministry of Environment. The background information, analysis and consultation outcomes for each topic area are presented in a separate reference Plan entitled *Arden Corridor Local Area Plan – Reference Plan*.

9.6.4.1 Plan strategies

The Plan is founded on a number of strategies that inform the range of policies contained within the Plan. The strategies are meant to ground decision making about development in the core values and vision the Plan is intended to uphold. These strategies are:

- a) Use the Precautionary Principle as a basis upon which to make decisions about changes to land use, within reason. This means seeking out the best available, evidence-based information to inform a decision, particularly pertaining to the environmental impact of development proposals, recognizing that the protection of the environment and regulating for environmentally sensitive development is a key objective of this Plan.
- b) Use Low Impact Development site layout, patterning and building form to guide and evaluate development in the study area. This principle recognizes that the building and development form supported by this Plan should aim to understand the interrelationships between drainage, landforms, soils, habitat and land use and that there is an explicit desire to depart from the ‘conventional’ approach of stormwater servicing, road widths and layouts including single family ‘tract’ housing developments.
- c) Involve the community in decisions pertaining to the implementation of the Plan. While the community cannot be expected to be consulted on every change to take place in the neighbourhood the key changes that shall seek public consultation are:
 - Boundary extensions including servicing and taxation implications
 - Re-zoning and OCP amendments, as per standard land use amendment procedure (see boxes on Development Application Procedures Bylaw and Local Government Act public consultation requirements)

- o Activities that may have significant environmental impact on public lands including culverts over fish bearing streams and in parks
- o Any major amendments to this Plan

9.6.4.2 Plan Design Principles

The Plan promotes a number of community design principles, which together enable a development pattern that supports the vision described in this Plan. These principles, and how they can be applied, are as follows: The drawing contained within Map 2 illustrates these principles.

	Design Principle	How addressed in the Plan
1	Where infill development is permitted, it is in keeping with existing neighbourhood character.	Design guidance is provided within this Plan to provide direction on desirable building character.
2	Public trail networks should be secured especially along Piercy and Morrison Creeks and connect to key destinations within and beyond the study area.	An identified trail network in the OCP can ensure that trail opportunities are identified early in a development application process. The City may also pursue land acquisitions and access agreements to secure public use. Environmental professionals must advise on the suitability of trail locations.
3	Multiple mobility modes are provided along major roads including Arden Road, Cumberland Road and Lake Trail Road.	Updated standards that provide provisions for walkers and cyclists are identified as priorities in this Plan, and are being further explored in a City-wide Transportation Master Plan.
4	Preserve contiguous parcels of green space to protect against forest and habitat fragmentation.	Development proposals will be required to provide environmental studies that include ground truthed mapping of environmentally sensitive features and recommendations on how to maintain connectivity of those features.
5	Provide trail access, but not vehicle access, from new development to existing local streets.	Vehicular road access will be reviewed upon each development application in which new roads are proposed to ensure that new roads adhere to the vision of this Plan and that traffic impacts to the existing neighbourhood is reduced.
6	Create clustered family oriented housing on sites close to Arden Elementary School.	The land use plan focuses growth around existing destinations and on lands that are likely to physically best support development, within the study area.
7	Require rehabilitation of creeks and wetlands as part of new developments.	Development proposals adjacent to environmentally sensitive areas will be required to identify restoration opportunities.
8	Preserve the hydrological function of the landscape by using Low Impact Design principles.	Development proposals will be required to demonstrate how the hydrological functions and features of the site will be protected.
9	In general, support clustered forms of development, not typical tract housing.	Design guidance is provided within this Plan to provide direction on desired site layout approaches.

	Design Principle	How addressed in the Plan
10	Limit crossings to streams. Where crossings are required, clear span bridge crossings are encouraged.	This is a stated policy of the Plan.

9.6.4.3 Environmental Protection

Environmental protection objectives:

- Protect and restore watercourses
- Protect surface and groundwater quality and quantity
- Protect and restore fish and wildlife habitat
- Protect and restore trees and understory vegetation
- Maintain air quality
- Promote environmental education and land stewardship

Environmental protection policies:

1. All lands equal to or greater than 4000 Square metres (1 acre) in size will be subject to the Environmental Development Permit Guidelines unless otherwise deemed exempt. More information on the Arden Corridor Environmental Development Permit Area justification and guidelines see Section 10.
2. All necessary studies required for development applications, and particularly environmental studies, should be conducted prior to site layout being designed to ensure that the information about the biophysical realities of the site may inform the development concept.
3. Tree removal along Arden Road, Cumberland Road and Lake Trail Road will be minimized to maintain the rural character elements of these rural roads
4. Retain an open-channel stormwater drainage system as the primary means of conveying water (rather than stormwater infrastructure pipes). The open-channel stormwater drainage system envisioned for the area does and will consist of natural watercourses and wetlands, ditches, and other water retention and detention opportunities to enhance water quality and environmental features including source controls where appropriate.
5. Minimize surface run-off into watercourses and encourage rain-water infiltration by limiting the amount of impervious cover and maintaining trees and other vegetation. Where infiltration is deemed to be unsuitable by a hydrological study, maintaining existing tree and vegetation cover on the site should be considered at a minimum.
6. Support studies that explore groundwater quality and quantity including recharge rates to the aquifer.
7. The City encourages and in some instances requires the dedication of Environmentally Sensitive Areas as part of development proposals, but ESAs shall not be considered part of the 5% subdivision parkland requirement, where this requirement is triggered.

8. When existing buildings and structures that are located within the 30m of the buffer of a stream (on either side) are decommissioned, restoration of the site under the direction of a Qualified Environmental Professional is encouraged.
9. Where public trails are permitted near streams, watercourses and other Environmentally Sensitive Areas, trail location must follow the following guidelines:
10. Where residential uses are adjacent to environmentally sensitive areas, public trails should be created between residential lots and the public properties in order to discourage encroachment into environmentally sensitive areas by private lots.
11. Trails must not be located within Streamside Protection and Enhancement Areas (SPEAs) as defined under the Riparian Area Regulations or any other critical buffer distance deemed necessary by a Registered Professional Biologist to maintain the habitat of endangered species or otherwise protected species.
12. Trail alignment must aim to follow the least environmentally intrusive path. For example trails should avoid locating within areas of poorly draining soils which may indicate the presence of ephemeral wetlands, should be located away from identified valuable habitat features such as wildlife trees, and should route around tree roots wherever possible, as determined by an ISA arborist or other environmental professional. Boardwalks may be required in some instances.
13. Both ecological and recreational greenways will be supported throughout the study area recognizing that each greenway type may provide different functions. For example, when designing ecological greenways special attention will be given to connectivity opportunities for wildlife where sufficient vegetation cover, connectivity and extent of native vegetation shall be maintained.
14. Should certain wildlife species become a nuisance (e.g. overabundance of deer, or increased bear activity), the City will work with appropriate partners such as local conservation groups, Provincial agencies and providers of programs such as “Bear Smart” to address nuisance wildlife.

Environmental Protection Actions:

1. Work with the nature stewardship sector to provide and compile all publically available environmental studies that have been conducted for individual properties within the study area.
2. Improve the effectiveness of the Tree Protection Bylaw to limit unnecessary tree removals within the study area to maintain character, nesting sites for raptors and wildlife habitat in general, while recognizing the right for personal enjoyment of one’s yard including access to sunlight. The development of the bylaw shall:
 - a. Explore timing restrictions on land clearing at critical times of wildlife use (e.g. bird nesting;
 - b. Ensure that it includes policies regarding the affect of tree removal on neighbouring properties, including City properties;
 - c. Establish a tree canopy target for the area.

3. Develop a Watershed Blueprint in partnership with community associations, residents, environmental groups, neighbouring local governments and other governments and agencies to preserve the natural environment within each the Piercy Creek and Morrison Creek watersheds. The City supports the work of any data collection and compilation work on the watershed even in the absence of a work plan dedicated to a watershed blueprint, provided that the data collection follow scientifically defensible methods.

9.6.4.4 Housing

Housing Objectives:

- o Strive for a housing form that maintains a 'rural aesthetic'
- o Maintain housing opportunities for a diversity of resident demographic profiles including young families, family members and seniors
- o Continue to allow for live-work or home occupation opportunities

Housing policies:

1. Adopt the accepted land use concept for the Arden Corridor as shown in Map 8 into the OCP (lands outside of the City's jurisdiction to be adopted at time of Boundary Extension).
2. Use the illustrative examples provided in Appendix B of this Plan to inspire and provide guidance on acceptable development patterning, building massing, housing densities and character.
3. Concentrate higher density housing along Arden Road, near the intersection of Arden and Cumberland and near the Arden Elementary school. Aim for 10 units/acre as desired density in these locations to support transit services
4. Promote a "clustering" form of development, including of single family housing developments, adjacent to roads to facilitate conservation of sensitive ecosystems, provision of open space and economical infrastructure costs. Support for this clustering form includes support for panhandle lots upon review, notwithstanding the policy regarding panhandle lots within the OCP.
5. Allow infill development on all lots. Infill development includes:
 - a. detached, one-story units (e.g. 'granny flats') or 'carriage house' units above detached garages.
 - b. secondary suites within the principal building.
6. Support rental and other special needs housing.
7. Appropriate lot sizes will designated upon re-zoning application. The following general guidance is provided to inform the range of acceptable lot sizes within the Arden Corridor:
 - a. Within the areas designated as Single Family Residential: 300-850 square metres
 - b. Within the areas designated as Infill Single Family Residential: 850-1250 square metres minimum lot size

8. Lot sizes are not designated for areas shown as multi-family, although a density of 10 units/acre is desired and shall be translated into the appropriate Floor Area Ratio for a given parcel.
9. Energy efficient housing construction including the use of passive design principles will be supported.
10. Sound attenuation treatments shall be accomplished within the architecture; the use of tall walls is not supported within the study area.

9.6.4.5 Commercial, industrial and institutional land uses

Commercial, industrial and institutional land use objectives:

- Limit new commercial/heavy industrial development.
- Allow for some small scale home based businesses.
- Maintain local institutional uses as community assets to be retained (e.g. Arden Elementary School).
- Restrict new institutional uses that are not consistent with the rural character.

Commercial, industrial and institutional land use policies:

1. Work with SD71 to promote Lake Trail community school as a centre for community interaction, recreation and learning.
2. The City will support the development of a community school at Arden Elementary should the SD71 choose to pursue this option.
3. Other private schools are permissible within the Arden Corridor, subject to community consultation and other site design and servicing considerations.
4. Support the establishment of home-based businesses in existing residential areas including light industry provided it conforms to neighbourhood character and good neighbour considerations (noise, odor, etc.), and all necessary zoning regulations.
5. Re-visit the need and appropriateness of commercial uses in keeping with the neighbourhood character, as the area develops, and further boundary extension is considered, in consultation with the community.

Commercial, industrial and institutional land use action:

1. Review City's Zoning bylaw to consider allowing farm gate sales in all zones.

9.6.4.6 Parks and Greenways

Parks and Greenways Objectives:

- Expand the network of greenways as part of the municipal and regional greenways system that is connected and accessible to multiple users.
- Ensure that all homes are within service distances as stated by the OCP (400m for neighbourhood parks and 1500m for community parks).

- o Acquire natural parks to preserve and restore watercourses, wildlife habitat, rural landscapes, and viewscales.

Parks and greenway policies:

1. Develop the trail network in accordance with the general connections shown on Map 8.
2. The City will continue to provide future acquisition and development of park lands in a variety of ways including:
 - a. 5% dedication of land or cash-in-lieu at the time of subdivision. The City's OCP contains guidelines for when cash-in-lieu will be considered.
 - b. Dedication of environmentally sensitive areas to the City. ESAs are excluded from the 5% dedication.
 - c. Development cost charges.
 - d. Restrictive covenants.
 - e. Working with the SD71 on a conceptual parks plan for Arden Elementary.
 - f. Purchase where appropriate.
3. Large parcel nature parks and smaller neighbourhood parks (possibly with playgrounds) will be the park provisions in the Arden Corridors. The installation of community gardens will be considered if there is sufficient demand by residents. Sports fields are not supported.
4. Parks shall be designated within neighbourhoods in a manner that provides a highly visible presence from the public street system and connected to greenway and pedestrian routes. This includes ensuring that the majority of the park perimeter is open to the street.
5. The City will pursue securing public access to the Comox Logging Road right of way as a public trail, although first its relative priority in relation to community-wide greenway and parks needs, as identified in a Parks Master Plan, must be determined.
6. Maintain unused road right-of-ways as informal greenspaces with potential to be incorporated into a formal park or greenway.
7. All trails adjacent to ESAs must be on-leash.

Parks and Greenways Actions:

1. Develop a more refined understanding of park needs, approximate park locations and implications for Development Cost Charges through the creation of a Parks Master Plan for the City.
2. The Parks Master Plan should include a concerted effort to establish consistent Valley-wide greenway standards, and connected greenways between jurisdictions, as defined by the Regional Growth Strategy, in particular in relation to the form and function of ecological greenways as distinct from recreational greenways. Aim to develop consistent standards regarding greenways such as minimum buffer distances from environmentally sensitive areas, trail width and materials, and maintenance prescriptions. Ecological greenways will likely be wider than recreational greenways and will require intact vegetation cover. Human activity will be limited in ecological greenways.

3. Where road rights- of-way are to be retained for park, prepare a road closure bylaw and rezone to an appropriate park zone. The City will consider and may pursue a land swap where it is deemed in the public interest to do so including the protection of environmental values.
4. Work with landowners to acquire trail rights-of-way or easements as necessary to complete the trails network.
5. Establish a committee comprised of local residents to create management plans for any special use parks in the area including Tarling Park and any newly established special use parks.
6. The City will encourage and provide in-kind and where appropriate limited financial support to volunteer groups that identify and work towards key parks and greenway priorities such as signage, furnishings, revegetation and habitat enhancement goals. Guidelines for providing in-kind and financial support will be further refined in the Parks Master Plan.
7. The City will conduct a cost benefit analysis of adopting smaller trail and park maintenance equipment and of establishing less mechanized forms of trail and park maintenance.

9.6.4.7 Mobility

Mobility objectives:

- Contribute to a multi-modal regional transportation network with an explicit goal of increasing cycling, walking, transit and carpooling mobility modes and decreasing single occupancy vehicle modes.
- Maintain the character of rural roads.
- Maintain safe mobility networks for all road users.

Mobility policies:

1. The rural road character will be maintained where feasible for collector and residential roads within the study area. Variances to the engineering specifications for roads within the study area will be supported where they are necessary to maintain the rural character.
2. When local roads, that are currently within the CVRD/MOTI jurisdiction, become under the City's jurisdiction upon approved Boundary Extension, the local roads will primarily remain 'as is' and will not be developed to an urban standard, recognizing that the character of roads have impact on the overall character of the community.
3. Protect and promote the rural character of local roads by encouraging informal native landscaping, roadside ditches, narrow road widths and pervious surface treatments on public lands and private lands.
4. Require that large trees be maintained, wherever it is safe to do so as indicated by an ISA certified arborist, along Arden Rd, Lake Trail Rd and Cumberland Rd in order to preserve the rural character of these roads and provide a visual buffer between these roads and adjacent land uses.

5. Balance safety, 'dark skies', wildlife and aesthetic considerations when reviewing requests for the installation of street lights.
6. Ensure that safe provisions for walking and cycling are provided on Cumberland Rd, Arden Rd and Lake Trail Rd, recognizing that the primary strategy for accommodating walking and cycling in the Arden Corridor is through the development of a functional and safe greenway network that complies with Crime Prevention Through Environmental Design (CPTED) best practices.
7. Work with BC Transit to maximize access to transit by considering new routes, frequency and timing of service improvements, non-conventional transit service options, and/or park and ride facilities if there is sufficient demand from residents.
8. Should the opportunity arise to obtain right of ways along Cumberland Rd, Lake Trail Rd, Arden Rd and Comox Logging Rd to support a separated multi-path, this option shall be considered.
9. The City's preference for crossings over streams include clear spanned bridges. Such approaches to stream crossings shall be first explored before alternatives are considered.
10. A vehicular crossing over Morrison Creek along Arden Rd is not desired. A cycling/pedestrian bridge is supported.
11. Roundabouts will be considered for intersection treatments.

Mobility Actions:

1. Amend Subdivision Bylaw to include engineering specifications for rural collectors and rural residential roads that are in keeping with the character and use of these roads.
2. Review emergency routing, cycling and trucking routes upon review of the road network re-classification to follow adoption of the Transportation Master Plan.
3. Work with School District 71, the school principal and Parent Advisory Committees to designate safe walking/cycling routes to school plans to Arden Elementary and to address issues related to student drop-off/pick-up.

9.6.4.8 Servicing

Servicing Objectives:

- Retain effective open channel stormwater management in order to promote natural hydrological functioning of the area, specifically stream health.
- Ensure safe, environmentally responsible and cost effective methods of sewage waste management.
- Ensure safe drinking water to all residents within the City's jurisdiction in the form of private wells and/or municipal servicing.

Servicing policies:

For all municipal services (Stormwater, Sanitary Sewer and Water)

1. Prior to Boundary Extension within the Arden Corridor; conduct studies to ensure that the condition of servicing assets and need for new servicing commensurate with growth are understood. (This is established City of Courtenay OCP policy).
2. Any private servicing infrastructures (including, but not limited to, strata developments) are required to create and submit to the City maintenance manuals for the maintenance of said servicing infrastructures.
3. Municipal service and private service intrusion into Environmentally Sensitive Areas shall be minimized. The location of the necessary roads and other facilities required to maintain such services shall take into consideration environmental impact.

Sanitary Sewer

On lands within the study area, support the efforts of the Vancouver Island Health Authority (and the Comox Valley Regional District where septic systems are within their geographical boundaries) to:

1. Enforce regulations respecting approval, the correct operation, maintenance, and inspection of on-site sewage disposal systems; and
2. Provide ongoing public education program about the correct operation, maintenance, and inspection of on-site sewage disposal systems.

Potable Water

Maintain potable groundwater by:

1. Supporting the CVRD and the Province to monitor groundwater quality and quantity;
2. Supporting education campaigns about protecting groundwater quality, water conservation for private well and municipal water users.

Electricity

Work with BC Hydro to establish a road standard that accommodates underground electrical services as well as the open channel stormwater system.

Stormwater Management

1. Retain an open-channel stormwater drainage system comprised of watercourses, ditches, flood plains, storm ponds of varying designs (dry, wet, wetland, on-stream, off-stream) and other water quality and environmental features, some of which are privately owned while others are publically owned.
2. The stormwater management approach shall follow the follow 'hierarchy' on all sites:
 - a. Firstly, every attempt should be made to introduce source controls, and must be demonstrated by an engineering study that such an attempt has been made;
 - b. Introducing upstream detention facilities is a second preferred option;

- c. Enclosing stormwater in a piped, underground system should be considered only as a last resort.
3. Stormwater capacity studies must demonstrate that a site's stormwater approach will not result in added pressure on downstream stormwater infrastructure.
4. Where stormwater detention ponds are created the design of such ponds shall follow these guidelines:
 - a. Aim for a decentralized stormwater pond system of many ponds located suitably to service localized needs;
 - b. More and smaller ponds is preferred over few larger ponds, including on individual sites where such an approach is appropriate;
 - c. Ponds shall be designed to be 'natural' and aesthetic and should ensure that there is adequate topsoil and planting with a variety of native aquatic and riparian species under the guidance of a landscape architect and/or Registered Professional Biologist proficient in wetland landscaping practices;
 - d. Stormwater ponds and other stormwater facilities that service strata or commercial developments shall be privately owned.
5. Where the stormwater approach to a site contains non-standard practices such as bioswales, raingardens, added topsoil requirements, on private lots, a covenant may be required to be registered on title to ensure that property owners are aware of their stormwater features and how to properly maintain them. The City may consider an educational approach in some instances instead of a covenant.

Servicing Actions:

1. Complete area specific studies (in order of priority) on Stormwater, Sanitary Sewer and Water servicing.
2. Incorporate updated studies of Stormwater, Sanitary Sewer, Water as they are completed to ensure the Arden Corridor LAP remains current.

9.6.5 Arden Area development checklist

A list of questions is provided within the *Arden Corridor Local Area Plan – Reference Plan* to guide development applicants through the range of performance metrics that staff will be evaluating the development proposal on.

9.6.6 Arden Corridor Environmental Development Permit Area

1. Designation

Pursuant to Section 919.1 (1)(a) of the *Local Government Act* the Arden Corridor Environmental Development Permit Area (AC-EDP) applies to all properties within the Arden Corridor as shown on Map 1 unless otherwise exempted under Section 3 below.

For specific guidelines related to developing near freshwater *ecosystems*, *Raptor* and Great Blue Heron Nests and Hazardous Conditions, consult the Environmental Development Permit section of the OCP. All definitions pertaining to the AC-EDP are also contained in the EDP section of the OCP.

The following prohibitions apply to areas designated AC-EDP unless otherwise exempt under section 3 or the owner first obtains a development permit under this section:

- a. land within the area must not be subdivided;
- b. construction of addition to or alteration of a building or other structure must not be started;
- c. land within the area must not be altered.

2. Justification

The primary function of the Arden Corridor Environmental Development Permit (AC-EDP) area designations is to ensure that decision makers have the ability to secure the necessary information and are able to establish conditions on development that minimize as much as possible development impacts on *sensitive ecosystems*, rare or endangered plants and animals, and fisheries and wildlife resources.

Recognizing that not all the lands within the Arden Corridor have been inventoried for ESAs and recognizing that the area is known to contain high densities of drainage networks, natural streams, complex hydrological patterns, and mature stands of trees, a precautionary approach is taken to determining appropriate development within the Arden Corridor.

Recognizing that not all parcels will be equally environmentally sensitive, the Arden Corridor EDP is structured into two categories which reflect the relative environmental sensitivity of the site, size of the parcel and complexity of the proposed development application:

- **Minor AC-EDP** – will be required for sites less than 4000 square metres in size with known ESAs and for sites of any size in which the Environmental Impact Assessment indicates that the development application poses minimal risk to ESAs.
- **Regular AC-EDP** – will be required for sites equal to or greater than 4000 square metres in size in which the Environmental Impact Assessment identifies a number of potential risks the development application may pose to the ESAs.

Each category is governed by separate fee structures. Report requirements are described in Section 5.

3. Exemptions

1. Properties less than 4000 square metres in size that do not contain a previously identified ESA.
2. Properties greater than 4000 square metres in size, where the total development footprint does not exceed 100 square metres and does not impact any known or discovered ESA.

Note, a bio-inventory will be required on all properties greater than 4000 square metres, whether they contain a known ESA or not to prove the lack of presence of an ESA. See Section 4.4 for more detail on bio-inventory requirements.

3. If upon field review, staff conclude that no ESA is likely in the proposed development footprint.
4. Properties for which a report prepared by a *Registered Professional Biologist* (R.P. Bio), has been submitted and accepted by the City of Courtenay concluding that the land is not environmentally sensitive or the *ecosystem* or natural feature is no longer present. The report must also certify that the proposed project will have no impacts to existing groundwater or surface water conditions, and that there are no opportunities for *habitat* enhancement or restoration identified on site. The report must be based on the Ministry of Environment Bio-Inventory Terms of Reference contained within the *Develop with Care 2012* document, or updated version. The Preliminary Survey is sufficient for demonstrating that there are no ESAs on the property. See Section 4 for description of Application Requirements as presented in the AC-EDP Guidelines.
5. Pre-existing protection: Where a development permit of this type has already been issued or a conservation covenant under section 219 of the *Land Title Act* is registered against title, is granted to the City or a recognized conservancy and includes provisions which protect the environmentally sensitive area in a manner consistent with the current applicable EDP guidelines, to the satisfaction of the City of Courtenay.
6. Farm use: Any Farm use as defined under the *Farm Practices Protection (Right to Farm) Act* for lands zoned for agricultural uses and/or within the Agricultural Land Reserve (ALR). Note that individual agricultural buildings are subject to the Zoning Bylaw which regulate setbacks from *watercourses*. Note that non-farming activities and buildings on lands that may otherwise be used, designated, or zoned for agriculture are subject to *Riparian Area Regulations* (RAR).
7. Emergency procedures: to prevent, control, or reduce erosion, or other immediate threats to life and property, including:
 - a. Clearing of an obstruction from bridge, culvert, or drainage flow, repairs to bridges and safety fences.
 - b. The removal of trees deemed hazardous by an ISA (International Society of Arboriculture) Arborist that threaten the immediate safety of life and/or buildings. In such cases the ISA Arborist must submit documentation to the City following the tree removal; and
 - c. An activity that is conducted under direction of the Provincial Emergency Program including emergency flood or protection works.

Any emergency works are to be undertaken in accordance with the Provincial *Water Act*, *Water Protection Act* and *Wildlife Act* and the Federal *Fisheries Act*. Emergency actions by anyone other than City staff must be reported to the City of Courtenay Operational Services Department immediately.
8. Public infrastructure: including the repair, maintenance of and improvements to all existing public structures, facilities, open spaces, trails, roads, and utilities, meant to include: sanitary sewer, storm sewer, water, natural gas, cable, hydro-electric and telephone as governed by:

- a. For public infrastructure works that are within the jurisdiction of the City of Courtenay: adopted Standard Operating Procedures and Tender agreements, including the provision of monitoring;
 - b. For other utilities including but not limited to natural gas, cable, hydro-electric and telephone: the submission of established procedures and/or the submission a report from an environmental professional confirming that Best Management Practices regarding impact to the environment are being followed.
9. Gardening and yard maintenance activities within an existing *landscaped area*, such as lawn mowing, tree and shrub pruning, vegetation planting and minor soil disturbance that do not alter the general contours of the land or cause erosion into adjacent *watercourses*.
10. Paths for personal use by the parcel owners, provided that the following conditions are met:
- a. Only one trail is built
 - b. The trail is used for personal, non-vehicular use only
 - c. The trail is less than one metre in width
 - d. No *native* trees will be removed
 - e. The trail's surface will be pervious with no concrete, asphalt or pavers and no creosoted or otherwise treated wood
 - f. The trail does not involve structural stairs
 - g. The overall slope of the trail is less than 10%; where portions are greater than 10%, the trail is designed to prevent erosion
11. The construction of a small accessory building such as pump house, gazebo, garden shed or play house if all of the following apply:
- a. The building is not located in a *Streamside Protection and Enhancement Area (SPEA)*, or other *ESA Target Buffer Distance*, where these boundaries have been delineated;
 - b. The building is located within an existing *landscaped area*;
 - c. No *native* trees are removed;
 - d. The total area of small accessory buildings is less than 10m²;
 - e. The construction of the building follows Best Management Practices regarding Erosion and Sediment control.
12. Renovations, repair and maintenance to existing buildings, structures and utilities provided the structure remains on its existing foundation and is in compliance with the *Local Government Act*.
13. Additions to existing buildings and structures that do not encroach into the present setback between the existing building and the defined ecologically sensitive feature.
14. Repair and maintenance of existing roads, driveways, paths and trails, provided there is no expansion of the width or length of the road, driveway, path or trail, and no creation or additional impervious surfacing, including paving, asphaltting or similar surfacing.
15. The removal of *invasive* plants or *noxious* weeds on a small scale. For more information on *invasive* plants and *noxious* weeds consult with the Invasive Species Council of British Columbia.
16. The planting and maintenance of *native* species trees, shrubs or groundcovers for the purpose of enhancing the *habitat* values and/or soil stability provided the planting is

carried out in accordance with the most recent B.C.S.L.A./ B.C.N.T.A landscape standards.

17. Works approved by the City of Courtenay, Department of Fisheries and Oceans, and/or the Ministry of Environment with respect to the installation of public utilities, sewer and water lines, trail construction, stream enhancement, and fish and wildlife *habitat* restoration or site inspection.
18. Ecological restoration and enhancement projects undertaken or approved by the City of Courtenay, Ministry of Environment or Department of Fisheries and Oceans.

4. Guidelines

1. Prior to any *development* work on lands designated as AC-EDPA, including site preparation, an Environmental Impact Assessment (EIA) shall be prepared by a R.P. Bio and with input from other professionals of specific expertise where required. The EIA may be conducted by a Qualified Environmental Professional under the supervision, and signature, of an R.P.Bio. The applicant will undertake the review at his or her expense based on the required level of assessment described below.
2. The EIA shall be coordinated with the development proposal. A confirmation of what information shall be included in the EIA may be confirmed in a pre-submission meeting with planning staff based on the guidelines contained herein, and will be written into a Terms of Reference (TOR) between the applicant and the City.
3. Any and all of the following information may be required as part of the EIA:
 - a. Bio-inventory Assessment (details described in Section 4.4 below)
 - b. Tree Inventory and Assessment (details described in Section 4.5 below)
 - c. The hydrology of the site including the stormwater management approach in keeping with the guidelines established in the City's OCP and Arden Corridor Local Area Plan as described by a Professional Engineer with experience in the field of hydrology. Where stormwater is to be retained on site, the physical layout of the stormwater features shall be shown in the layout plan.
 - d. The EIA must contain geospatially referenced delineation and identification of any *sensitive ecosystems* for inclusion in the City's mapping system.
 - e. Recommendations on the optimal time for doing works based on least impact to the environment taking into account the timing windows of least impact for erosion and sediment control, bird nesting, fish and other identified species.
 - f. Recommendations on Tree and ESA protection during construction including communication protocols, by the appropriately qualified professional.
 - g. Recommendations on the control of *invasive* plant species and use of appropriate species in landscape/enhancement works.
 - h. Identification of restoration opportunities to ensure that the 30 metres within a stream is restored to its original condition.
 - i. Monitoring recommendations and anticipated cost of monitoring.
 - j. An implementation focused Construction Environmental Management Plan (CEMP), delineating the non-disturbance areas, erosion and sediment control measures, tree protection measures within the *development footprint*, and other pertinent recommendations from the EIA, to direct environmental management, including monitoring, during construction. The submission of the CEMP may be

deferred until a later date after details of zoning, development servicing, etc. have been determined, at the discretion of the Director of Development Services. The CEMP may also be submitted in a phased approach to reflect the phasing of works on the ground, at the discretion of the Director of Development Services. In all instances, however, the CEMP must be submitted and accepted by the City prior to site disturbance occurring, including any land clearing for any given phase.

- k. All other standard application material as listed in the application form.
4. The level of bio-inventory assessment required in conjunction with any development application on land designated AC-EDPA will be governed by the following criteria (this information also presented in the Table 1 below):
- a. For sites less than 4000 square metres in size with a **previously identified ESA**, a Detailed Assessment as described in the Develop with Care 2012 Bio-Inventory Terms of Reference is required. Where the R.P.Bio establishes that there is no longer an ESA on the site, or that it has been mapped incorrectly, a completed Preliminary Site Survey is sufficient documentation;
 - b. For sites equal to or greater than 4000 square metres in size with **no previously identified ESAs**, a Preliminary Site Survey must be conducted as described in the Develop with Care 2012 Bio-Inventory Terms of Reference. If the Preliminary Site Survey reveals that there are ESAs on or near the site, a Detailed Assessment is required, as described in the Develop with Care 2012 Bio-Inventory Terms of Reference.
 - c. For sites equal to or greater than 4000 square metres in size with a previously identified ESA, a Detailed Assessment as described in the Develop with Care 2012 Bio-Inventory Terms of Reference is required. Where the R.P.Bio establishes that there is no longer an ESA on the site, or that it has been mapped incorrectly, a completed Preliminary Site Survey is sufficient documentation.

Table 1: Comparison of what types of properties trigger types of bio-inventory assessment and tiers of EDP.

Size of lot	Is there a previously known ESA on the property?	Is <i>development footprint</i> greater than 75m ² ?	Is <i>development</i> proposed within the <i>Target Buffer Distance</i> of a known ESA?	Is an EIA/Bio-Inventory required?	Is an EDP required? And is it Minor or Regular?
Less than 4000 square metres	No	N/A	N/A	No	No
Less than 4000 square metres	Yes	N/A	N/A	Yes – Detailed Bio Inventory. Preliminary Bio Inventory sufficient to demonstrate ESA	Yes – Minor, unless ESA is shown not to exist

Size of lot	Is there a previously known ESA on the property?	Is development footprint greater than 75m ² ?	Is development proposed within the Target Buffer Distance of a known ESA?	Is an EIA/Bio-Inventory required?	Is an EDP required? And is it Minor or Regular?
				does not exist.	
Greater than or equal to 4000 square metres	No	No	N/A	No	No
Greater than or equal to 4000 square metres	No	Yes	Is determined in the Bio Inventory	Yes - Detailed Bio Inventory. Preliminary Bio Inventory sufficient to demonstrate ESA does not exist.	Yes –IF an ESA is shown to exist. Minor or Regular EDP will be decided upon based on the complexity and extent of the development disturbance.
Greater than or equal to 4000 square metres	Yes	No	No	No	No
Greater than or equal to 4000 square metres	Yes	No	Yes	Yes – Detailed Bio Inventory required. Preliminary Bio Inventory sufficient to demonstrate ESA does not exist.	Yes - Minor
Greater than or equal to 4000 square metres	Yes	Yes	Is determined in the Bio Inventory	Yes – Detailed Bio Inventory. Preliminary Bio Inventory sufficient to demonstrate ESA does not exist.	Yes – Regular

5. For any application that must prepare an EIA, whether it be a Preliminary Site Survey or Detailed Assessment, a Tree Inventory and Assessment must be conducted for trees within the proposed *development footprint*. The tree inventory and assessment must conform to the following report requirements:
- a. On sites less than 4000 square metres in size, a tree inventory must be conducted for all trees over 20cm DBH (Diameter at Breast Height) that are within the proposed *development footprint* as well as those trees under 20cm DBH.

- b. On sites equal to or greater than 4000 square metres in size, the inventory may be conducted using an International Society of Arboriculture (ISA) industry accepted sampling methodology and therefore does not need to inventory every single tree on the property. Tree inventory need only be conducted for trees within the proposed *development footprint* as well as those trees over 20cm DBH that are within 10m of the *development footprint*.
 - c. For properties of any size, the inventory portion of the tree report may be conducted by a surveyor.
 - d. In addition to the inventory, an assessment of trees for retention potential must be conducted by an ISA Arborist. All trees that have retention potential within the proposed *development footprint* must be identified including smaller trees (less than 20cm DBH).
 - e. The Arborist shall comment on the impact that proposed removal of trees would have on the retention potential of remaining trees including trees on neighbouring properties.
 - f. The Arborist shall comment on any mitigation measures that may be conducted to reduce impacts on remaining trees.
 - g. A grading plan is required to address how grading may affect retention of trees. The Arborist must make comment on the plan and how it affects to-be-retained trees. Where grading changes are minimal a statement is sufficient, at the discretion of the Director of Development Services.
 - h. Special attention shall be paid to the presence and retention value of mature stands of trees when conducting the tree assessment where mature stands of trees means “a group of trees in which the contiguous canopy area is greater than 100 square metres and where at least 3 trees are at least 50 years old.”
 - i. A plan for connectivity of leavestrips and natural areas may be required. The Arborist is encouraged in any event to make comment on the opportunities for retaining connectivity through forested corridors.
6. For EIAs that identify *habitat* enhancement and/or compensation project opportunities, information on the specifics of those *habitat* enhancements (how many of the feature, how they will be installed, when etc.) must be submitted to the City. Examples may include:
- a. A planting plan including tree planting where appropriate, listing each species to be planted and each plant’s size;
 - b. Details on other proposed mitigation measures such as nesting boxes, wildlife snags or *habitat* piles;
 - c. A cost estimate of completing the *habitat* enhancement and/or compensation prescriptions. Securities for the *habitat* enhancement prescriptions will be taken before time of AC-EDP issuance, should *habitat* enhancement be a condition of the AC-EDP.
7. The applicant shall consider dedication of the environmentally sensitive feature, including a *watercourse* and surrounding areas to the City of Courtenay for the preservation of the area, prior to *development* or subdivision of land containing or within the *Target Buffer Distance* of an ESA on an adjacent property. These lands may not be donated in lieu of 5% parkland requirement for subdivision applications. The registration

of conservation covenants over areas requiring protection shall be required where dedication of land is not possible or unsupportable. Dedicating the ESA eliminates the requirement for an EDP. Submission of an EIA however is still required.

8. The City may consider zoning bylaw variances such as setback reductions and parking requirement reductions to minimize overall *development* encroachment into the EDP area.
9. The following *Target Buffer Distances* will be accepted as a minimum, however, in extenuating circumstances consideration may be given to relaxing these setbacks subject to the recommendations of an R.P.Bio. and compensation/restoration works:
 - a. *Riparian areas* including *wetlands*: 30m setback regardless of the SPEA calculation and regardless of what setbacks may have been previously accepted by the City. Recognizing that the SPEA may be less than 30m, where trail development is part of the development proposal, the trail may not infringe within the SPEA unless otherwise justified by an R.P.Bio and subject to compensation/restoration works.
 - b. All other ESAs: 30m setbacks.
 - c. Ditches that are not channelized streams: 5m, whether they are *fish bearing* or not.
 - d. Species specific setback guidelines shall follow the *Target Buffer Distances* as identified in the Ministry of Environment's Develop With Care 2012 guidelines. A summary of the information provided in that document is provided here for reference only. Consult the Develop with Care 2012 for definitions and other details (note the Urban *Target Buffer Distance* for *Raptor* nests has been modified from the Develop with Care standards to read 60m instead of 1.5 tree lengths or 50m from cliff. Note that the undeveloped and rural designations have been removed):

Table 2: List of *Target Buffer Distances* for specific ESAs.

Environmentally Sensitive Resource	Measure buffer from:	Target Buffer Distances	
		Urban	Breeding season 'quiet' buffer
<i>Raptor</i> nests	The base of the tree, cliff top or base	60m	100m
Great Blue Heron nests	A line drawn around the outer perimeter of all nest trees	60m	200m
Amphibians	The outer perimeter of <i>wetlands</i> under fully saturated conditions	30m	n/a
Reptiles	Snake hibernacula; prime <i>habitats</i>	30m	n/a
<i>Wetlands</i>	The outer perimeter under fully saturated conditions (or at high water)	30m	n/a
Other Sensitive Ecosystem Inventory sites	The outer perimeter	30m	n/a

Species at risk	Follow the Recovery Plans or, where not available, an appropriately Qualified Professional's recommendation for each species
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10. Windfirming treatments to a buffer edge will be required where the R.P.Bio indicates it is required.
11. Plan, design and construct all *development* to avoid encroachment on *sensitive ecosystems* identified in the EIA. This includes *habitat* values for individual species, entire *ecosystem* communities, mature stands of trees, as well as connectivity between *habitats* including wildlife travel corridors.
12. Existing, *native* vegetation is to be retained as much as possible on the parcel(s).
13. Development standards for stormwater source controls, erosion and sediment control, and stormwater ponds shall be included in the development proposal and shall be in accordance with the City of Courtenay Subdivision Bylaw and where appropriate as directed by a P.Eng Geotechnical Engineer and/or Hydrologist. Erosion and sediment impacts must be managed during and after construction according to measures prescribed in provincial Best Management Practices and standards or guidelines used by the City of Courtenay.
14. Grades immediately outside the protected area (including the *Target Buffer Distances*) should be treated in such a way as to meet existing natural grades. Slopes adjacent to protected areas shall not exceed 3:1 for a distance of 5 metres from the setback boundary.
15. If a Development Permit is to be issued the to-be-retained trees and ESA boundaries shall be geospatially located and this information must be made available to the City.
16. The EIA is subject to appropriate City of Courtenay, Provincial and Federal agency review:
17. The Director of Development Services may require that the EIAs be peer-reviewed by a third body qualified professional, at the expense to the applicant.
18. If the nature of a proposed project within an AC-EDP area changes, the R.P.Bio and/or Arborist (depending on what environmental features are impacted) may be required to reassess changes to the proposal with respect to its impact on the ecologically sensitive area, at the expense of the permit holder.
19. The City will require monitoring reports prepared by the qualified environmental monitor, at the expense of the applicant, during and after construction, the purpose of which are to confirm the required conditions of the development permit have been met. The City will establish the length of the monitoring obligations for each proposed project based upon the nature of the site disturbance, proposed mitigation and/or maintenance.
20. The City may require security to ensure all required mitigation measures will be completed and furthermore continue to function properly as prescribed. The City requires securities for monitoring duties by a qualified environmental monitor. The City shall indicate what professional designation is required to oversee the monitoring work depending on the environmental values present on site and complexity of *development* works. Where financial security is required it shall be administered in accordance with Development Applications Procedures Bylaw No. 2699, 2012 as amended and replaced from time to time.

This bylaw shall come into effect upon final adoption hereof.

Read a first time this 4th day of November, 2013

Read a second time this 4th day of November, 2013

Considered at a Public Hearing this day of , 2013

Read a third time this day of , 2013

Finally passed and adopted this day of , 2013

Mayor

Director of Legislative Services

21. All replanting shall be maintained by the property owner for a minimum of 2 years from the date of completion of the planting. Maintenance may require the removal of *invasive* plant species and irrigation. The permit holder must contact the City when the replanting has taken place.
22. Areas designated as non-disturbance zones, including individual trees, in the EIA must be identified on the property with flagging and/or protected with temporary and possibly permanent fencing during construction as recommended by the R.P.Bio and/or Arborist, and confirmed by the City.
 - a. Where temporary fencing is required it should be a minimum height of 1.2m and supported by poles placed at 2.5m intervals. The fence will remain in place throughout clearing, site preparation, construction, or any other form of disturbance.
 - b. Where wildlife corridors are known to exist, the fencing will allow appropriate opportunities for wildlife movement along the corridor.
 - c. Temporary fencing should be routinely inspected for its integrity with respect to the *development* activities.
23. Should damage occur to the identified ecologically sensitive area during construction, the City may require a professional assessment of the damage and a report on recommendations for rehabilitation to the satisfaction of the City, at the expense of the permit holder. The City will require the permit holder to conduct the rehabilitation works under the supervision of a QEP and/or Arborist.

5.0 Definitions

For a complete set of definitions that apply to all EDPs, consult the Definitions section in Section 8 of the OCP. Additional definitions specific to this EDP include:

Breeding season quiet buffer: is an additional buffer distance that should be used where land contouring, construction, or any unusual or sudden loud activities (e.g., blasting, tree felling, chain saws, concrete cutters, large trucks, whistles, fireworks or banging devices) is to take place during the active breeding season.

Development footprint: includes the total area of disturbance directly or indirectly affected by the development activity.

Target buffer distance: is the desired buffer distance for a specific Environmentally Sensitive Feature, as defined in Table 1 or otherwise by an R.P.Bio, regardless of what the current buffer may be.

Appendix A – Arden Corridor LAP Maps

A note on the accuracy of mapping and its intended use:

In some cases information displayed on the maps is based on aerial photography and remote sensing data. Where data has not been ground-truthed, these maps provide a conceptual understanding of the information presented and may require further ground-truthing to determine accurate boundaries of features shown in the maps. The maps should be used as information only and not as basis for legal land survey.

Map 1

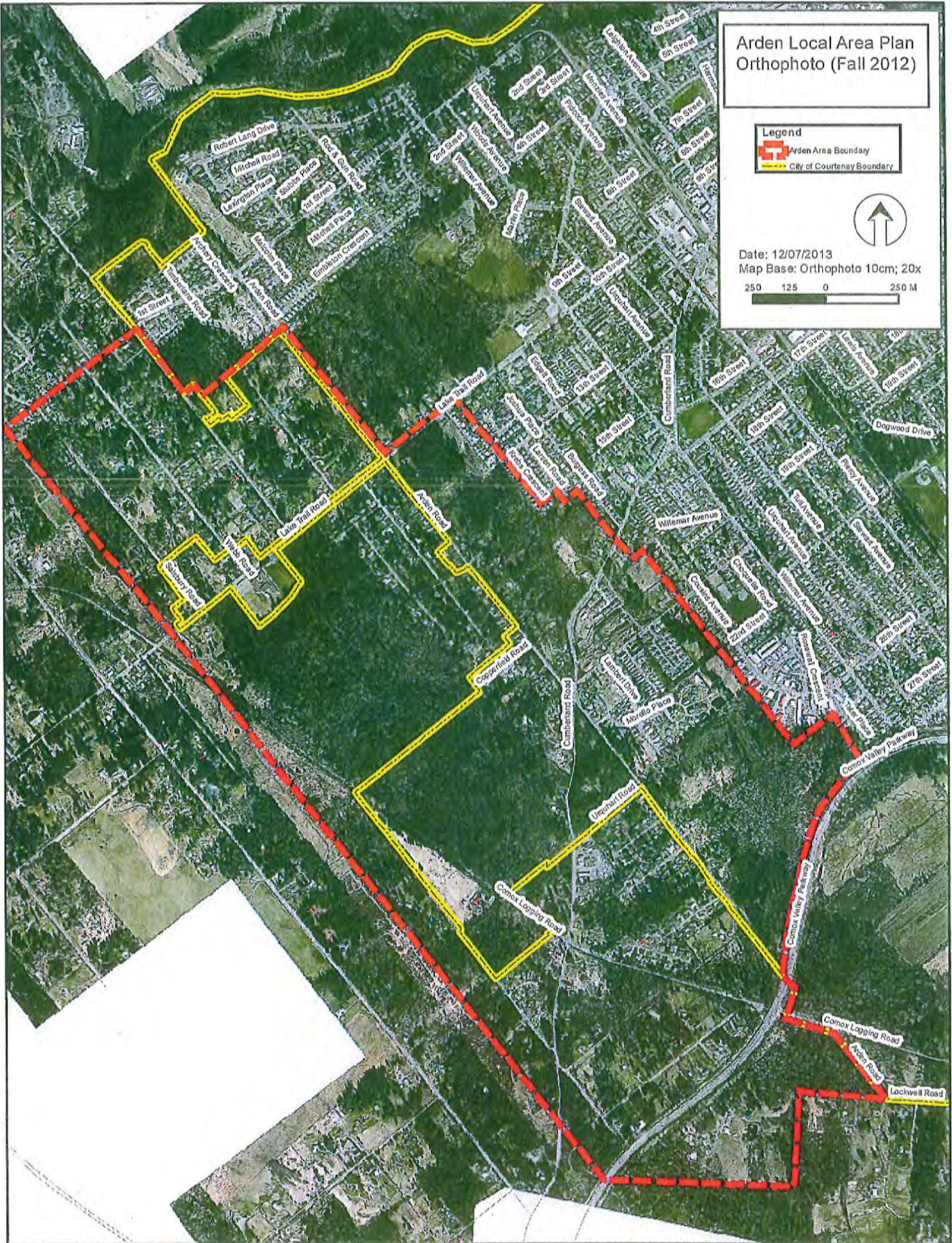
Arden Local Area Plan Orthophoto (Fall 2012)

Legend

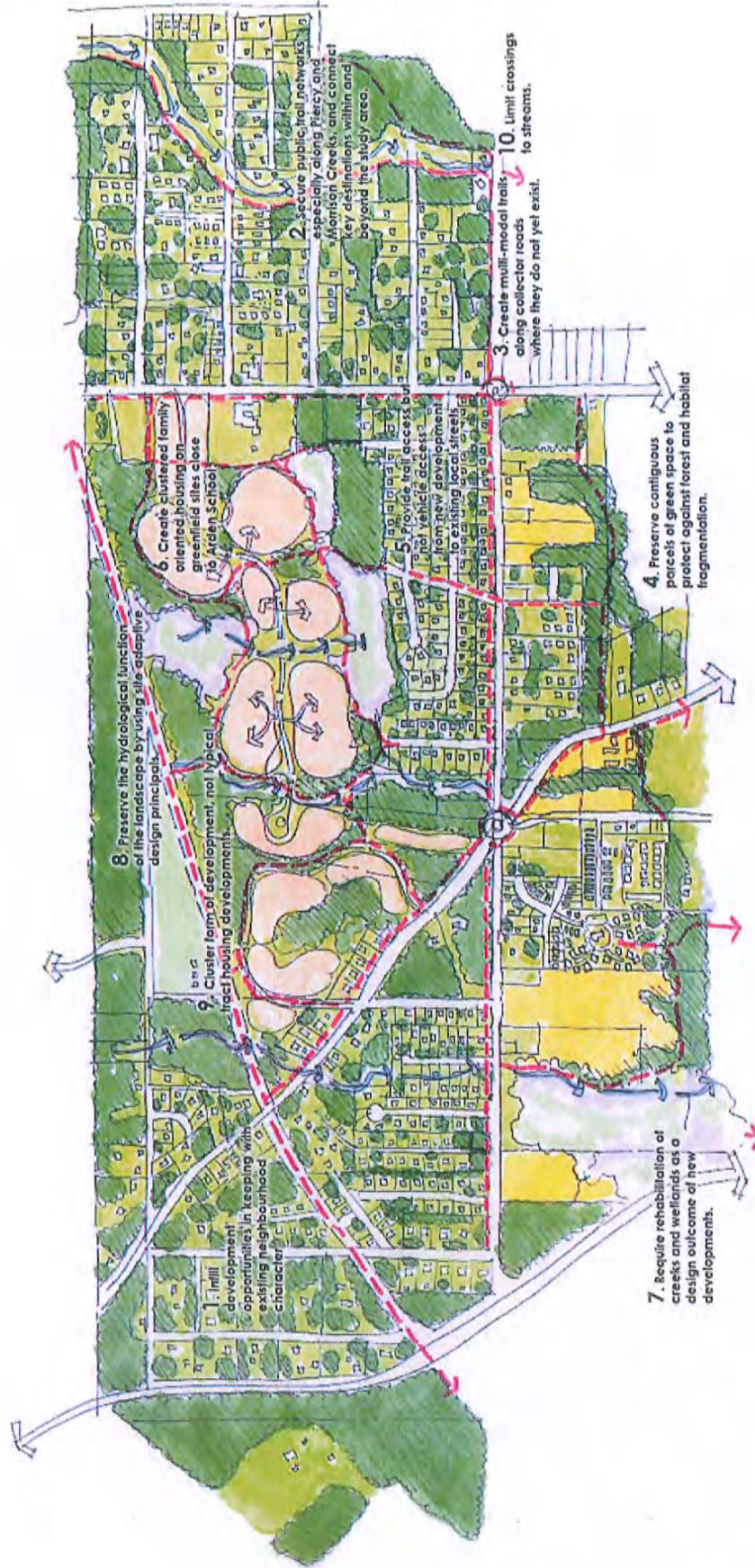
- Arden Area Boundary
- City of Courtenay Boundary



Date: 12/07/2013
Map Base: Orthophoto 10cm; 20x



Map 2 - Demonstration Plan and High Level Design Principles



Note: Areas coloured yellow represent properties already rezoned. Some of these areas are developed.

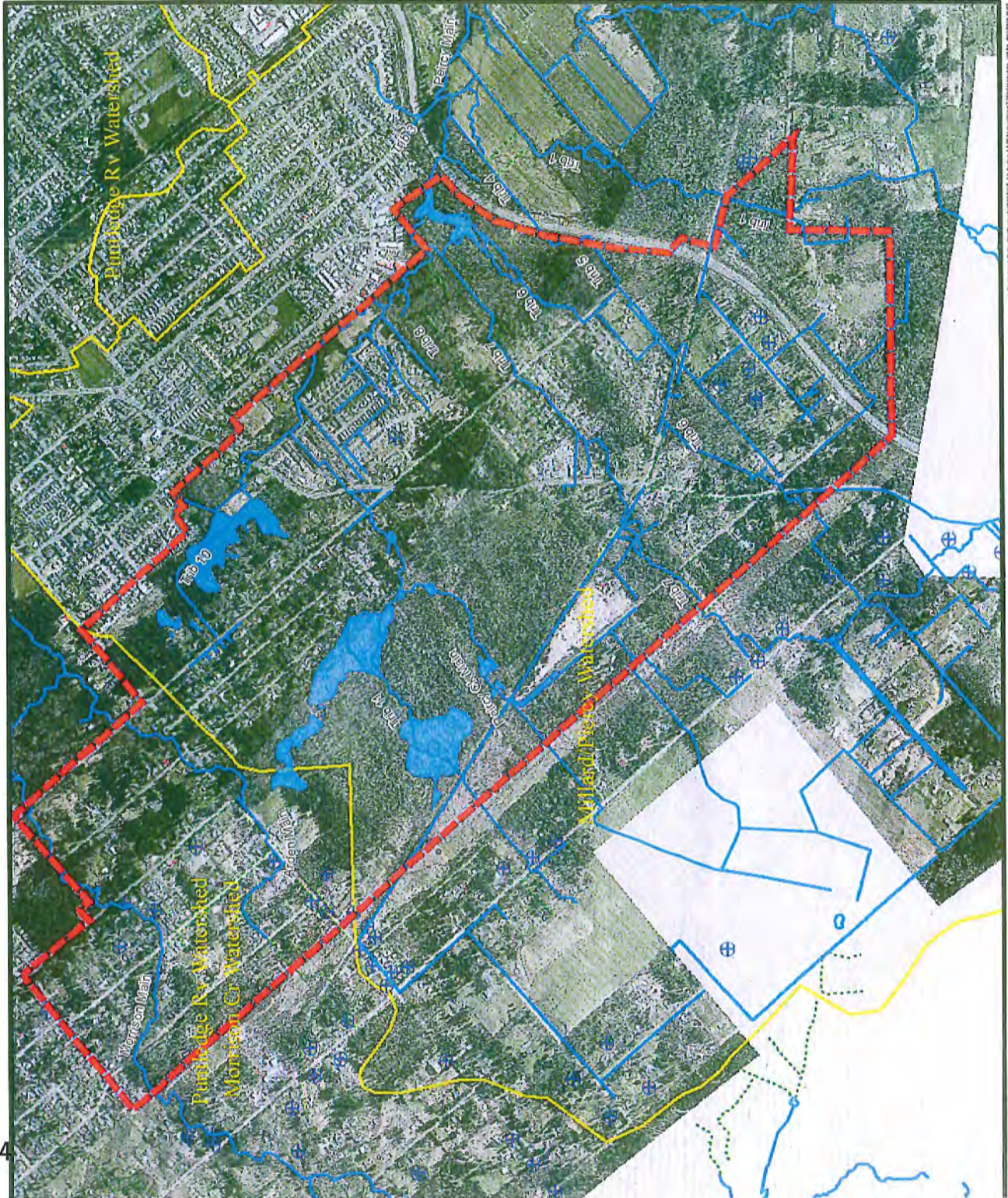
Arden Local Area Plan Water Courses, Wells, and Aquifers

Map 3











A note on the accuracy of mapping, and its intended use: In some cases information displayed on the maps is based on aerial photography and remote sensing data. Where data have not been ground truthed, these maps provide a conceptual understanding of the information presented and may require further ground truthing to determine accurate boundaries. The maps should be used as information only and not as basis for legal land survey.

Date: 12/07/2013
Map Base: Orthophoto 10cm; Project Watershed



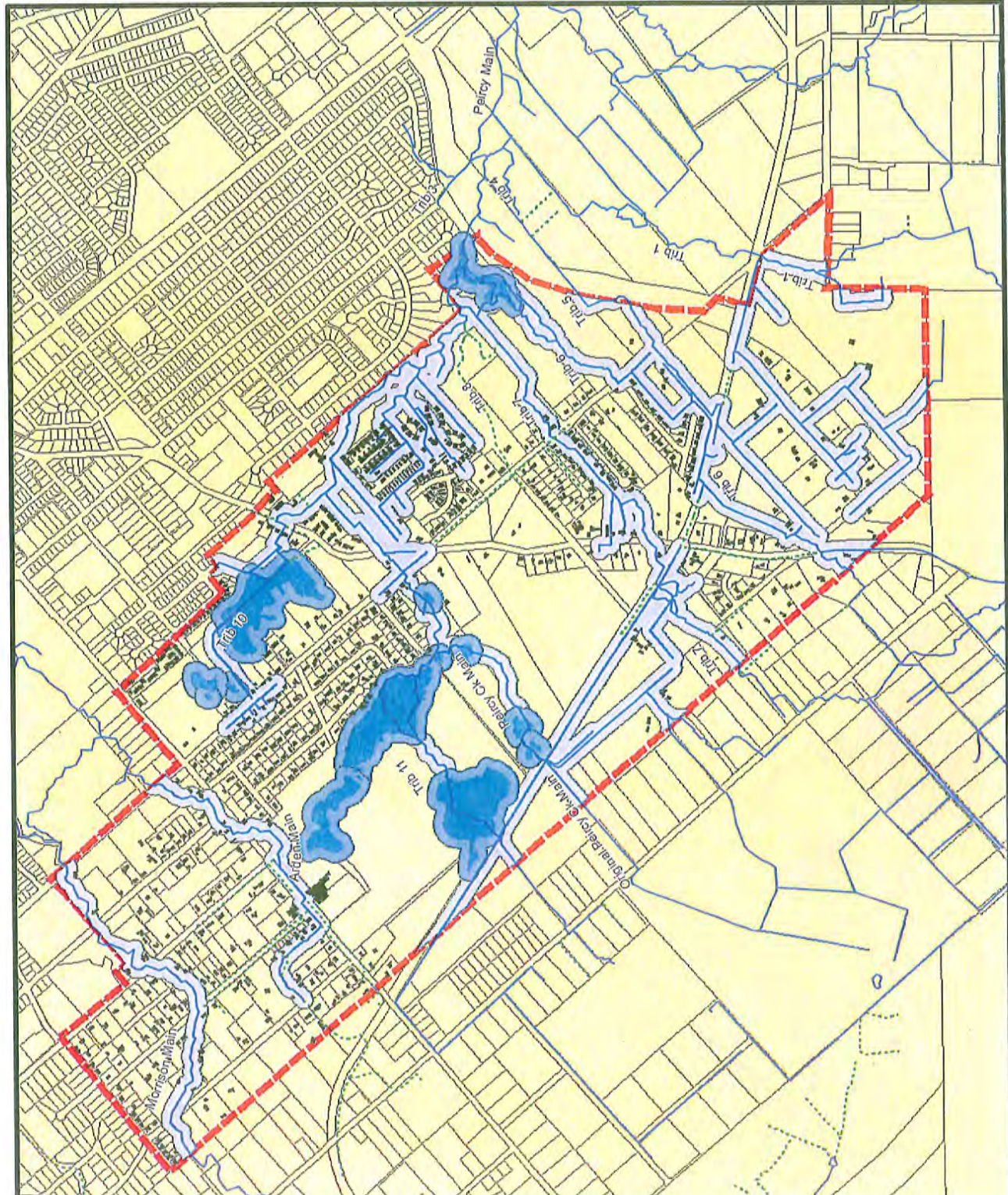
Arden Local Area Plan Proposed 30m Riparian Buffer (30 m each side)

Map 4

	Wetlands
	Proposed Wetland Buffer (30m)
	Proposed Stream Buffer (30m)
Comox Valley Watercourses	
	Confirmed fish presence
	Unknown fish presence
	Parcels
	Primary Building Footprints
	Arden Area Boundary

A note on the accuracy of mapping and its intended use: In some cases information displayed on the maps is based on aerial photography and remote sensing data. Where data have not been ground truthed, these maps provide a conceptual understanding of the information presented and may require further ground truthing to determine accurate boundaries. The maps should be used as information only and not as basis for legal land survey.

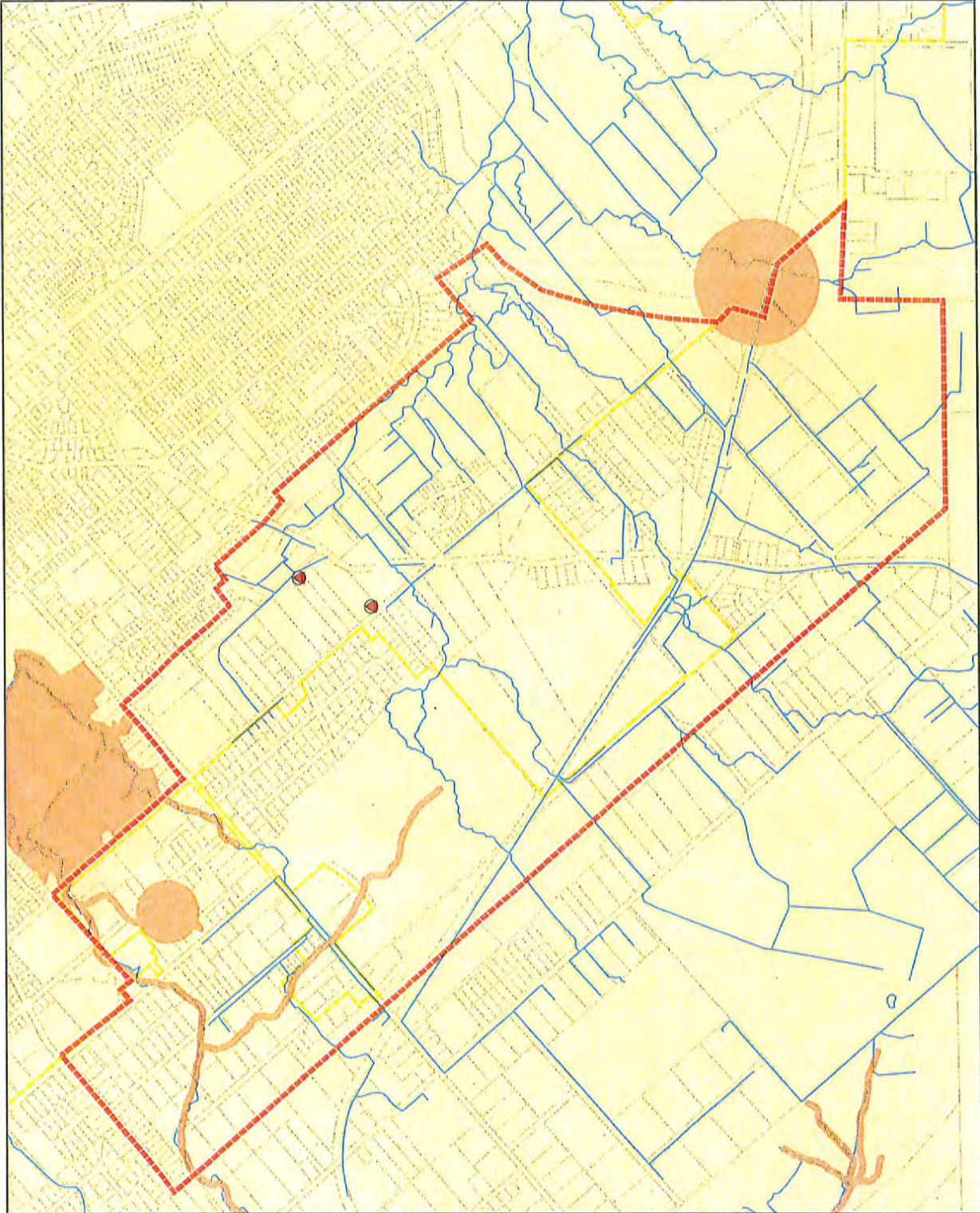
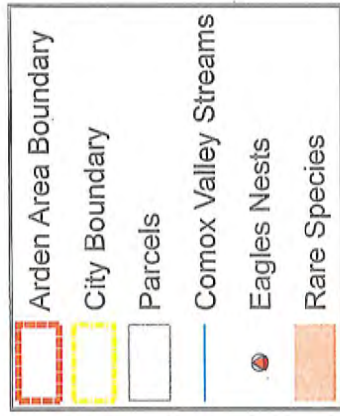
Date: 12/07/2013
Map Base: CVRD and City of Courtenay Parcels, Project Watershed



Document Path: \\CVRD\GIS\2013\13-141 Arden LA\Map\comoxvalley\Map 4.mxd

Arden Local Area Plan Rare Species

Map 5



Date: 23/09/2013
Map Base: CVRD and City of Courtenay Parcels



S:\PLAN\GIS\Summer Studies\Species\Proj\Map5.aprx

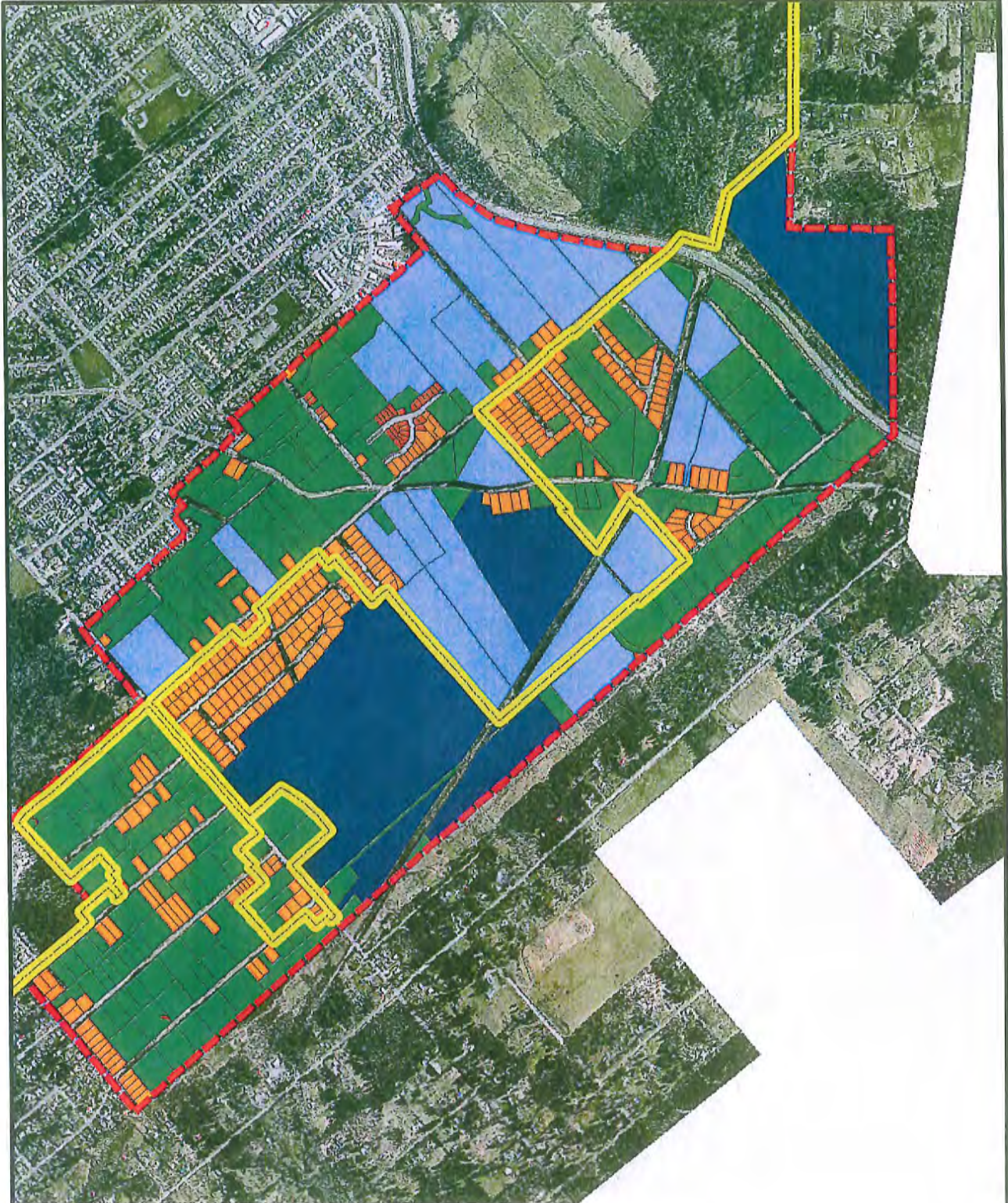
ArdenLocal Area Plan Parcels by OCP Lot Size Definitions



Map 6

A note on the accuracy of mapping and its intended use: In some cases information displayed on the maps is based on aerial photography and remote sensing data. Where data have not been ground truthed, these maps provide a conceptual understanding of the information presented and may require further ground truthing to determine accurate boundaries. The maps should be used as information only and not as basis for legal land survey.

Date: 12/07/2013
 Map Base: Orthophoto 10cm; City of Courtenay, CVRD



Document Path: \\P:\GIS\2013\14-Arden Local Area Plan\Map 6 - Lot Size.mxd

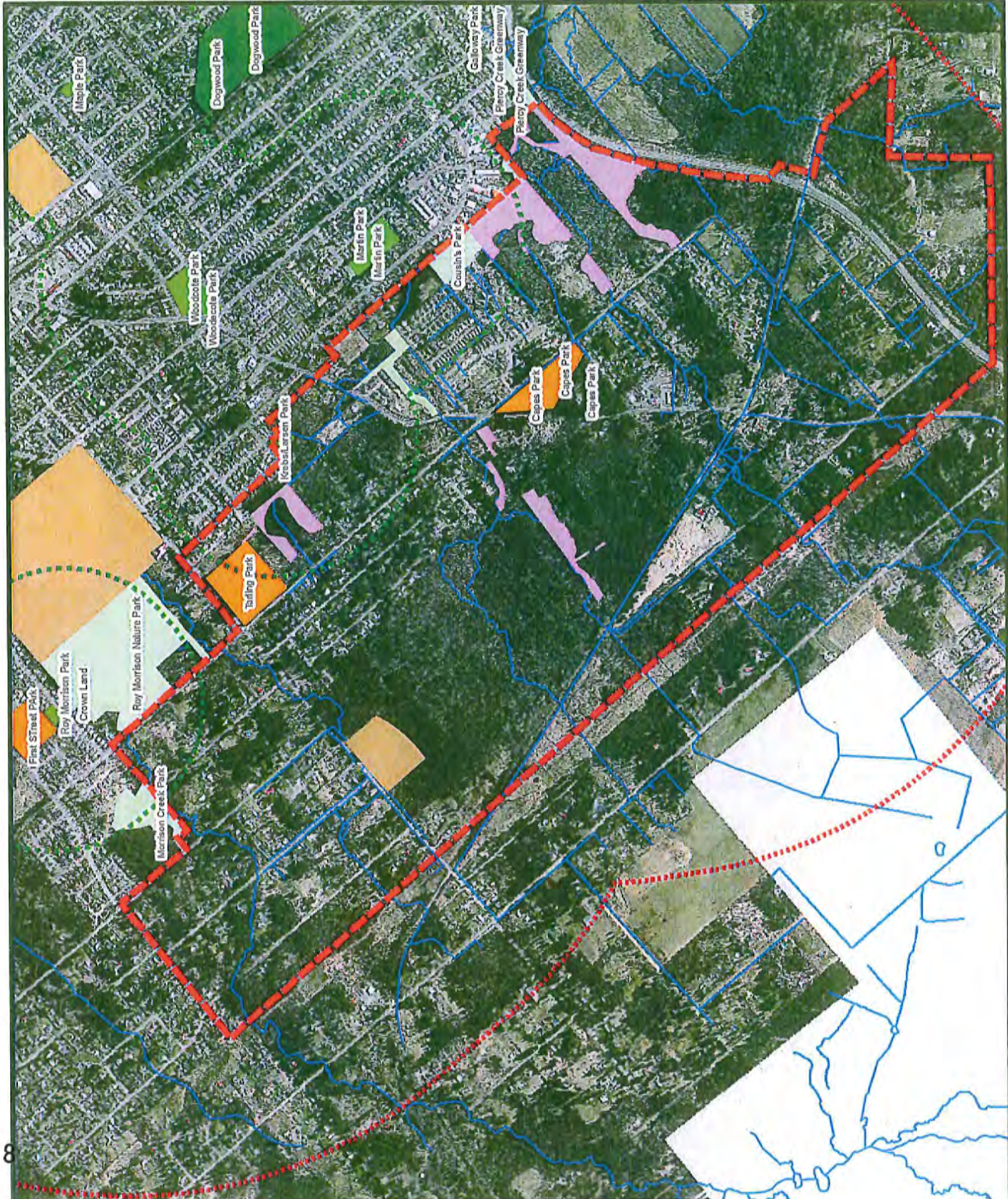
Arden Local Area Plan Community and Neighbourhood Parks Level of Service

Map 7



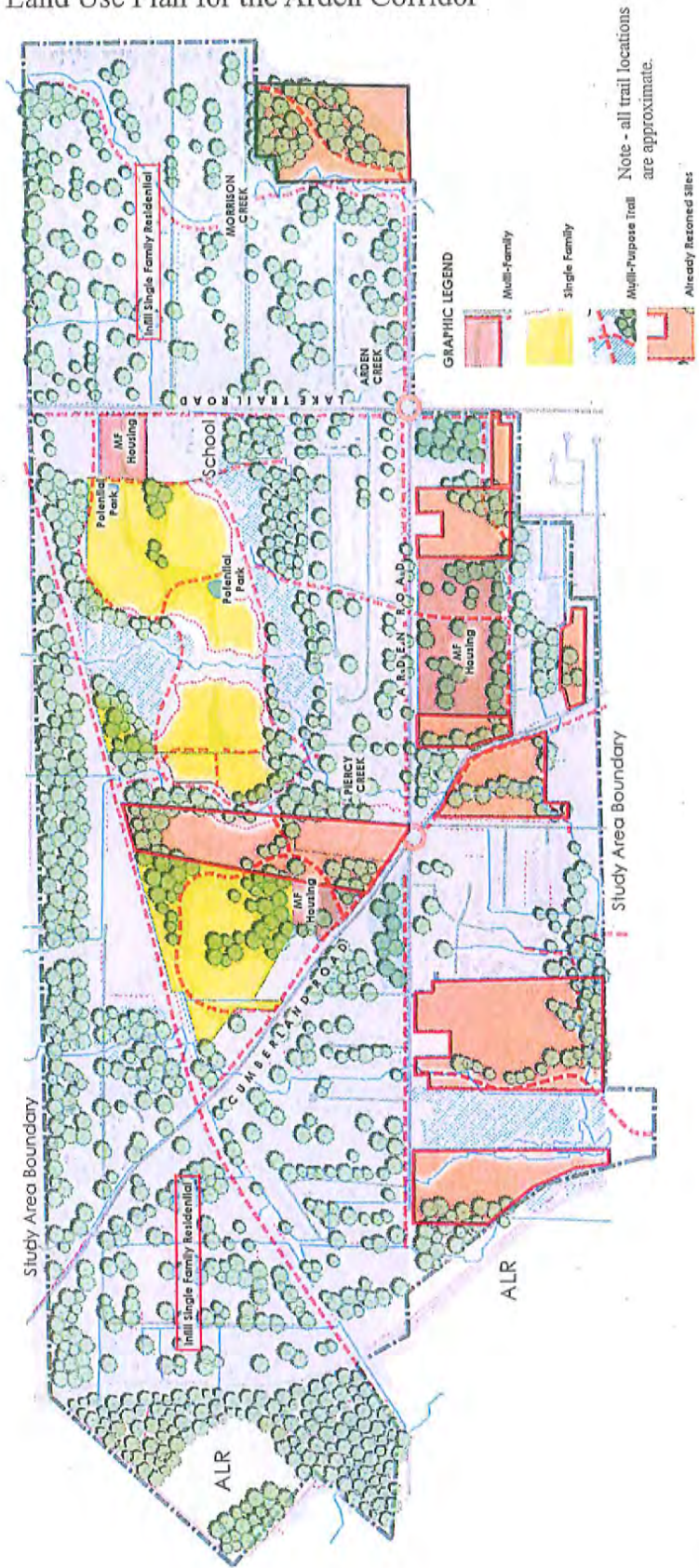
A note on the accuracy of mapping and its intended use: In some cases information displayed on the maps is based on aerial photography and remote sensing data. Where data have not been ground truthed, these maps provide a conceptual understanding of the information presented and may require further ground truthing to determine accurate boundaries. The maps should be used as information only and not as basis for legal land survey.

Date: 12/07/2013
Map Base: Orthophoto 10cm, City of Courteney



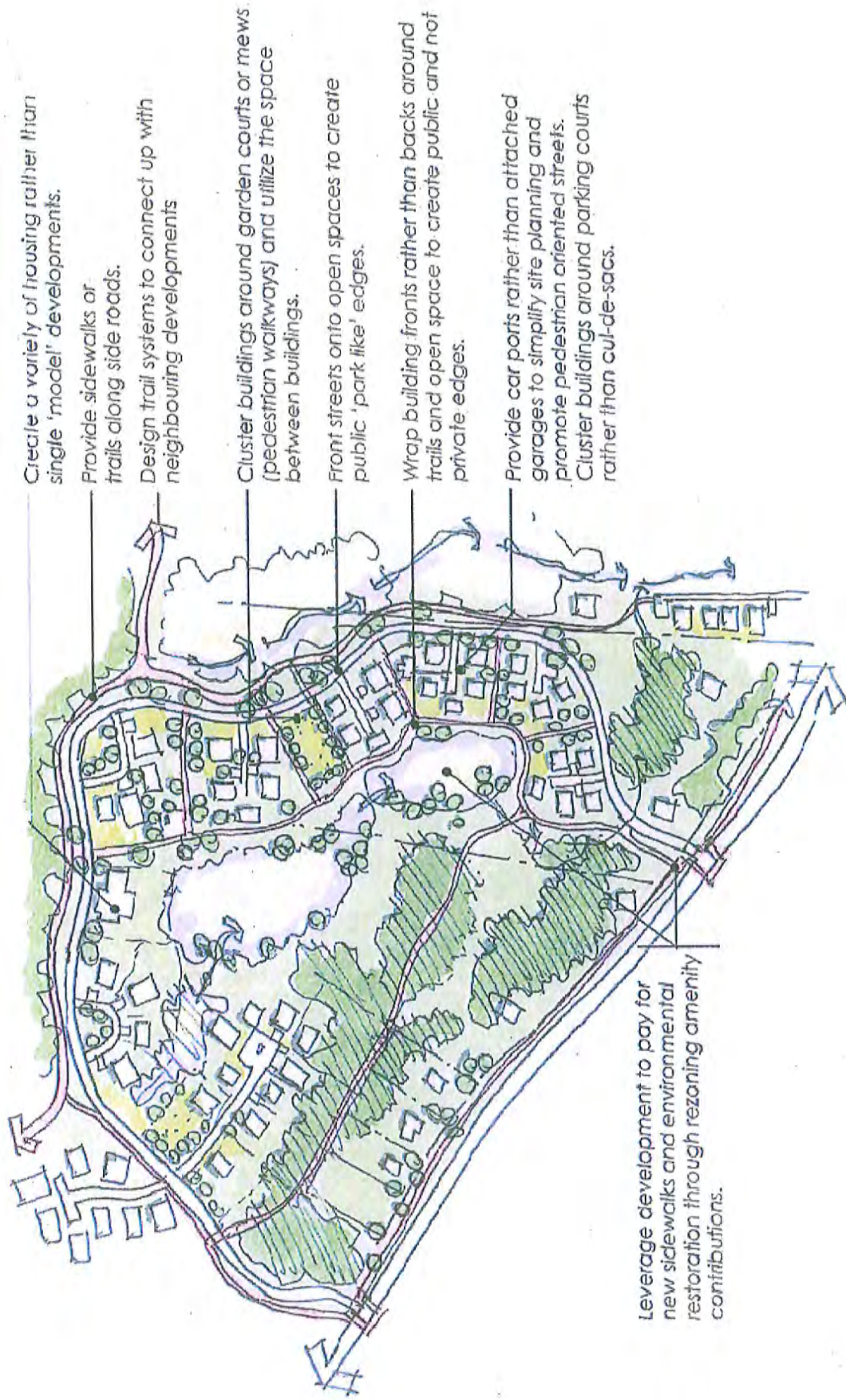
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Map 8 - Conceptual Land Use Plan for the Arden Corridor



Appendix B – Arden Corridor LAP Illustrations

The illustrations on the following pages provide examples of the types of layout and building designs that are desired in the Arden Corridor.



Create a variety of housing rather than single 'model' developments.

Provide sidewalks or trails along side roads.

Design trail systems to connect up with neighbouring developments

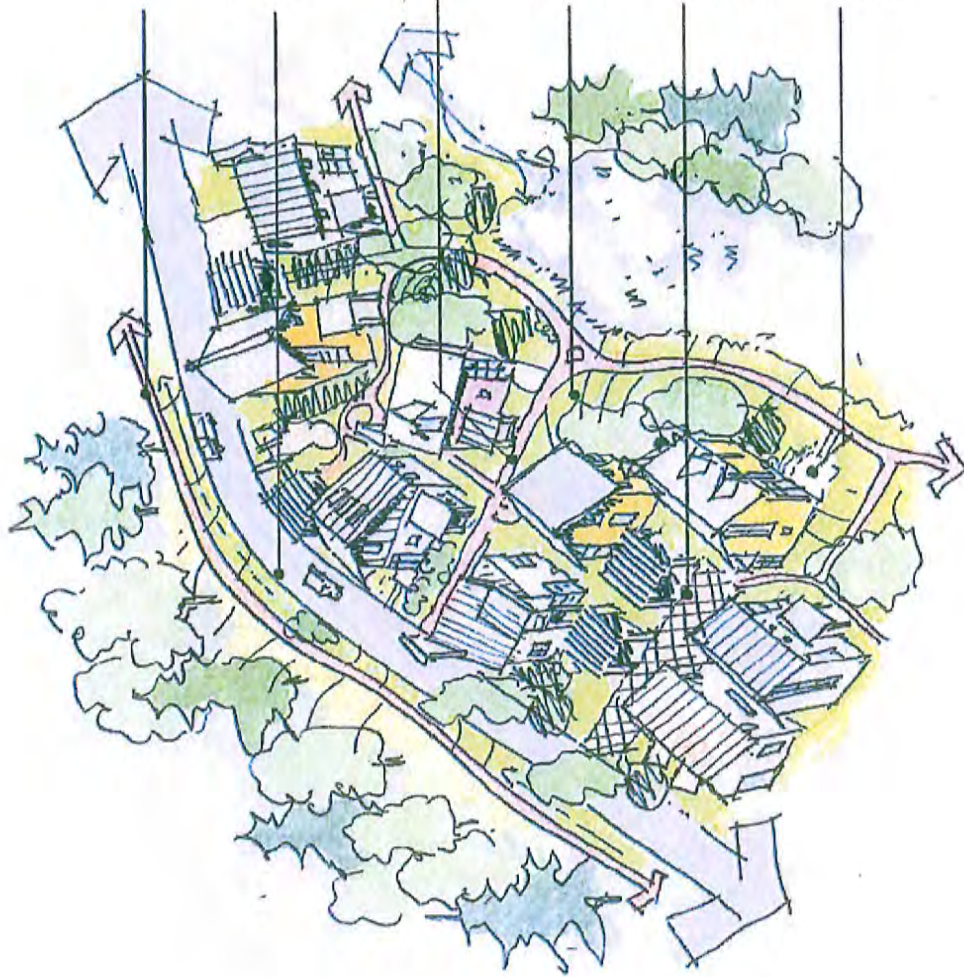
Cluster buildings around garden courts or mews (pedestrian walkways) and utilize the space between buildings.

Front streets onto open spaces to create public 'park like' edges.

Wrap building fronts rather than backs around trails and open space to create public and not private edges.

Provide car ports rather than attached garages to simplify site planning and promote pedestrian oriented streets. Cluster buildings around parking courts rather than cul-de-sacs.

Leverage development to pay for new sidewalks and environmental restoration through rezoning amenity contributions.



Provide sidewalks or trails along side roads.

Front streets onto open spaces to create public 'park like' edges.

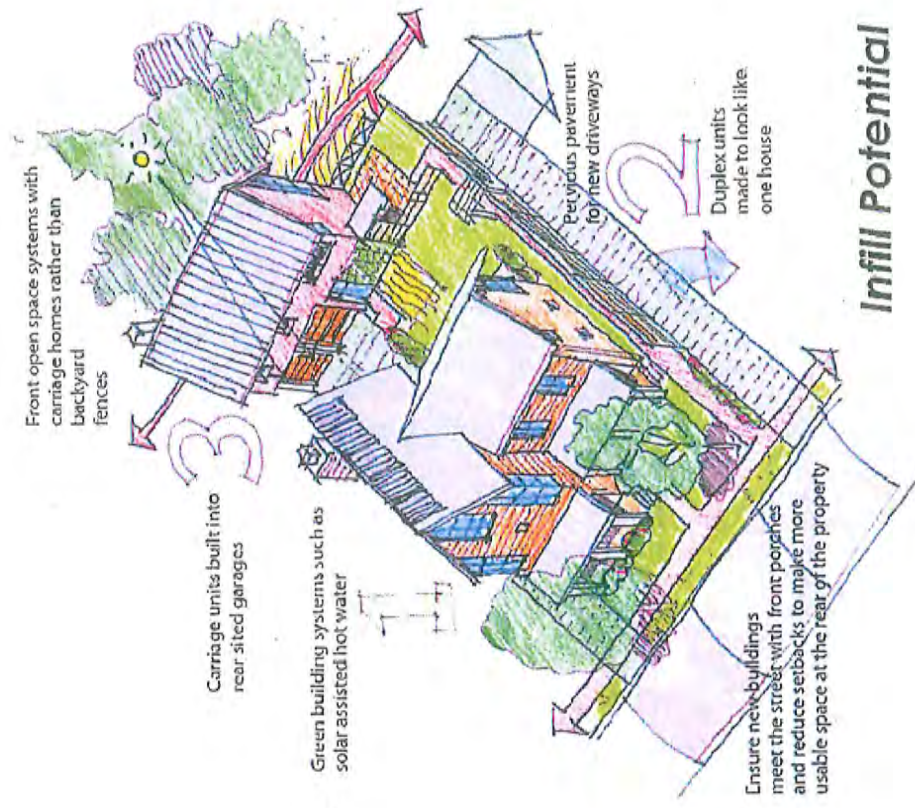
Cluster buildings around garden courts or mews (pedestrian walkways) and utilize the space between buildings.

Wrap building fronts rather than backs around trails and open space to create public and not private edges.

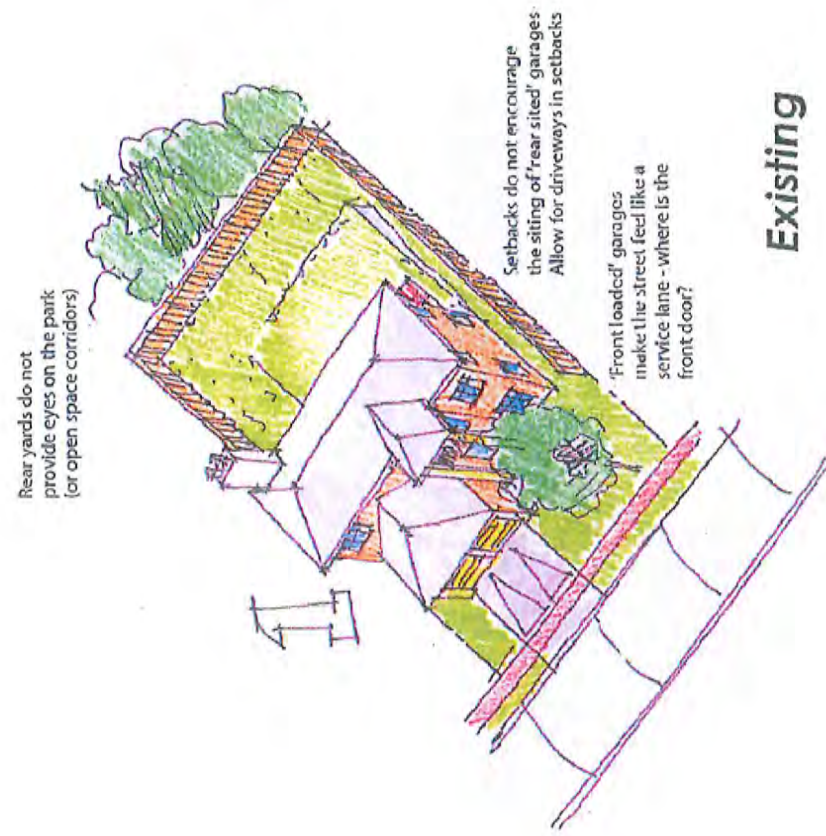
Provide car ports rather than attached garages to simplify site planning and promote pedestrian oriented streets. Cluster buildings around parking courts rather than cul-de-sacs.

Design each home with usable and functional social space at the exterior of living areas. Orient for privacy utilizing grade change or privacy screens.

Infill development is permitted in a large part of the study area (subject to public process). Infill development generally occurs at an incremental pace, resulting in slow changes to the neighbourhood. Where infill is proposed, it must be consistent with the direction of this Plan. These illustrations show examples of the types of elements that can be modified on a property to help achieve the Vision of this Plan.



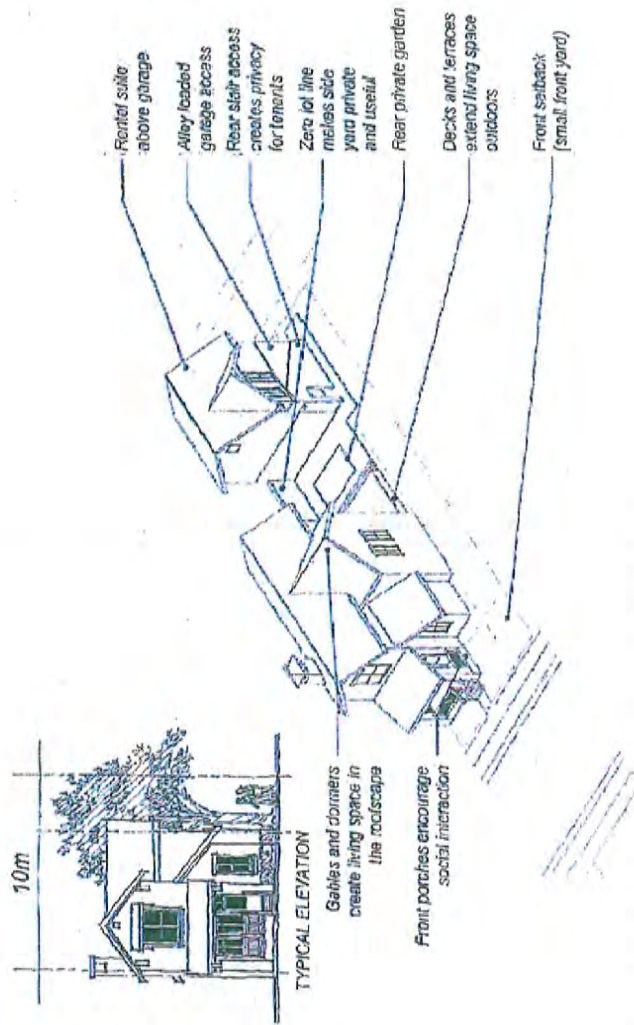
Infill Potential



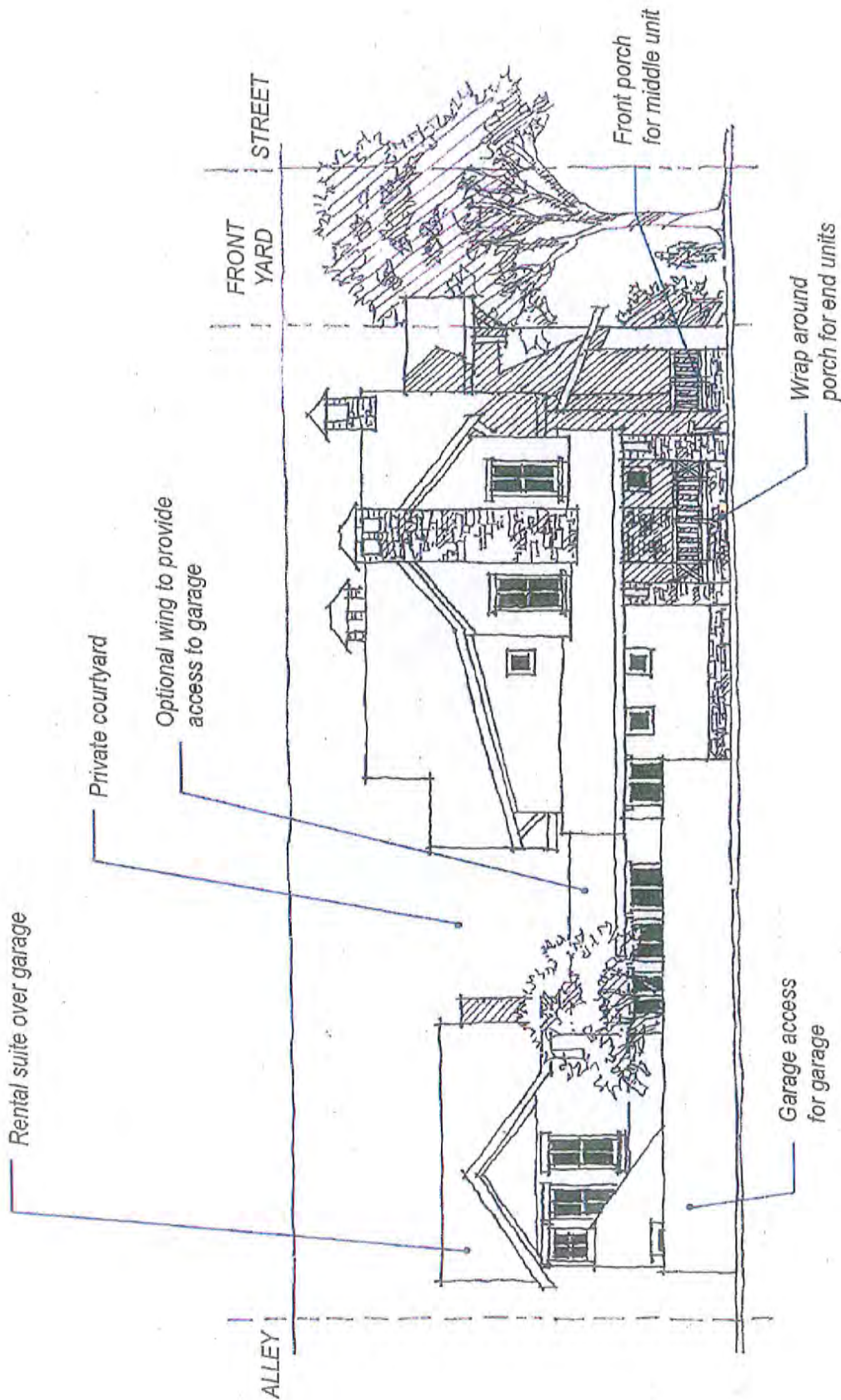
Existing



These images provide examples of building design that can help to achieve a suitable character for the neighbourhood.

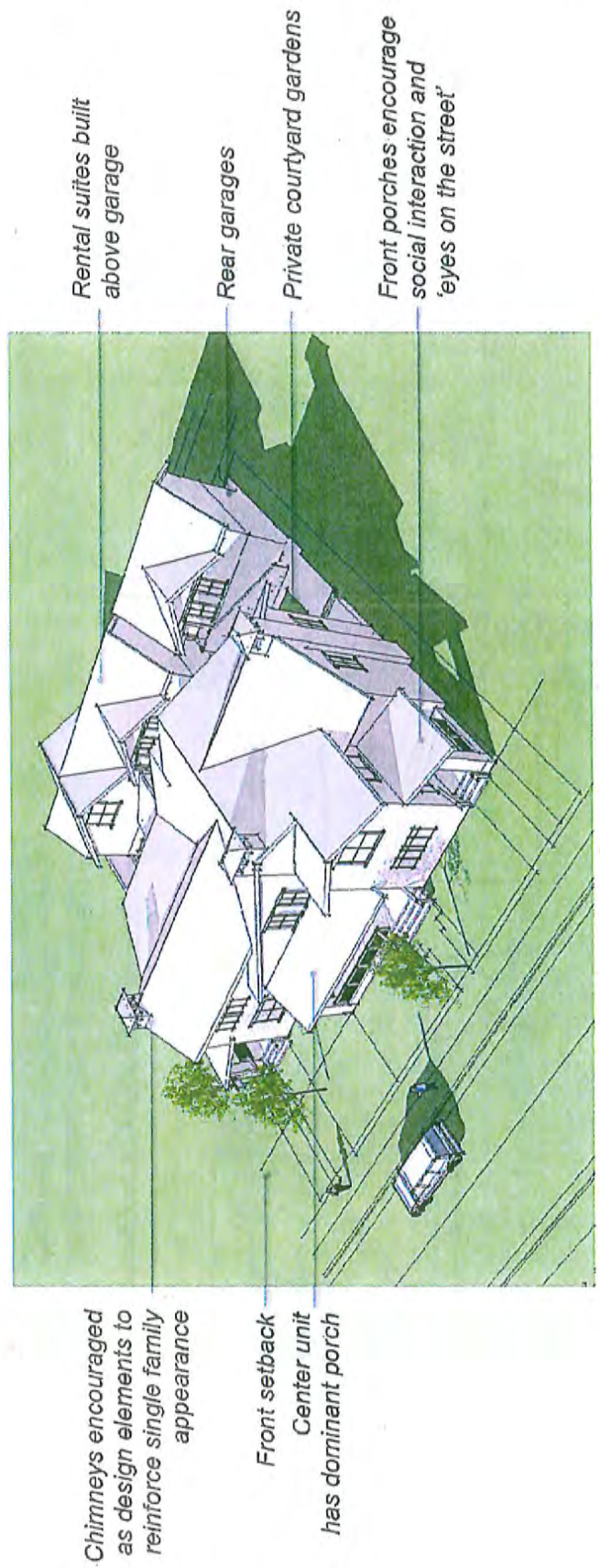


Typical Traditional Neighbourhood Small Lot Housing



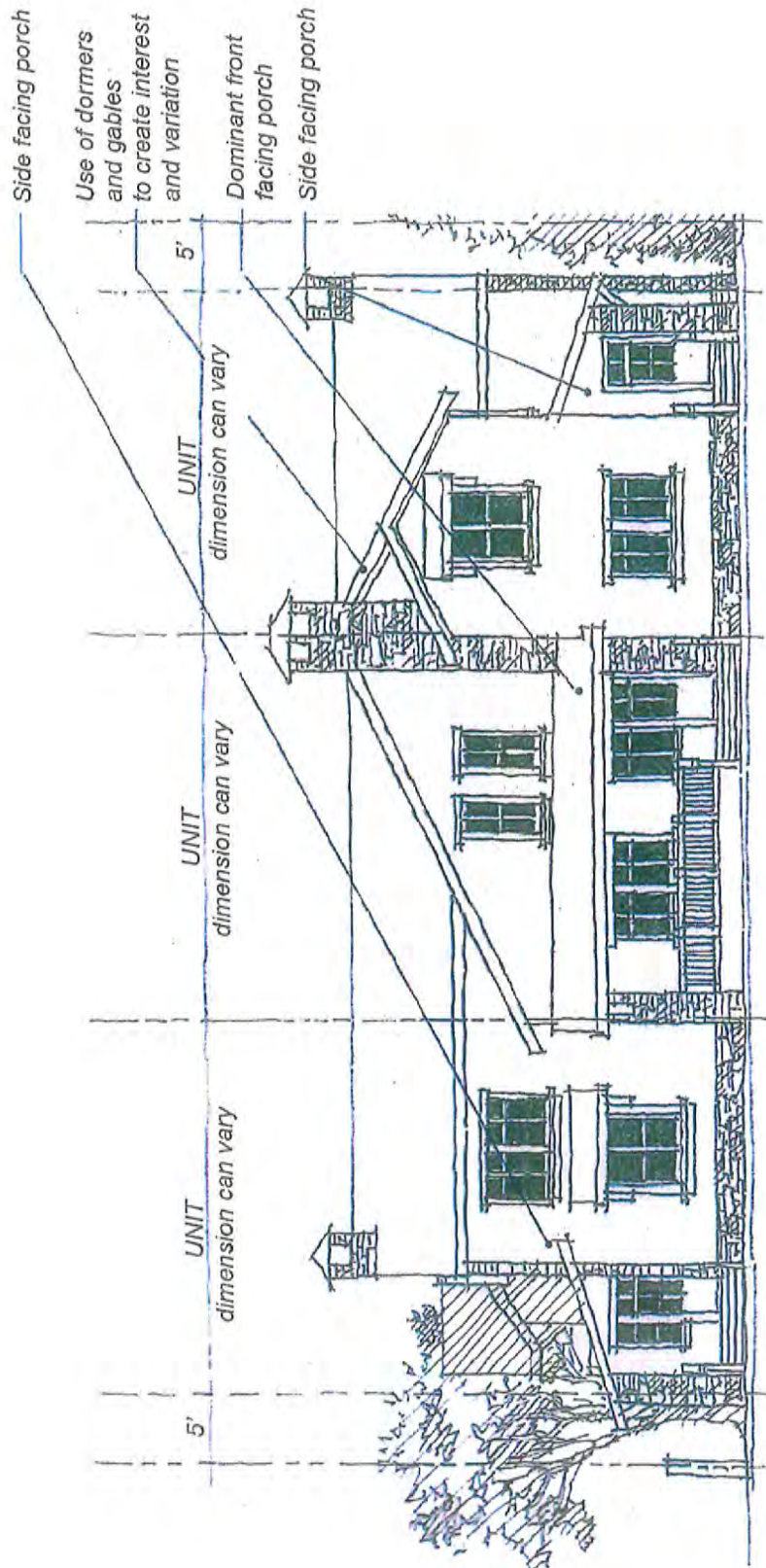
TYPICAL TARDINESS NEIGHBOURHOOD HOME - SIDE ELEVATION

12 units per acre in triplex configuration
 Requires 90' frontage x 120' depth lot dimensions
 Blends into single family neighbourhoods

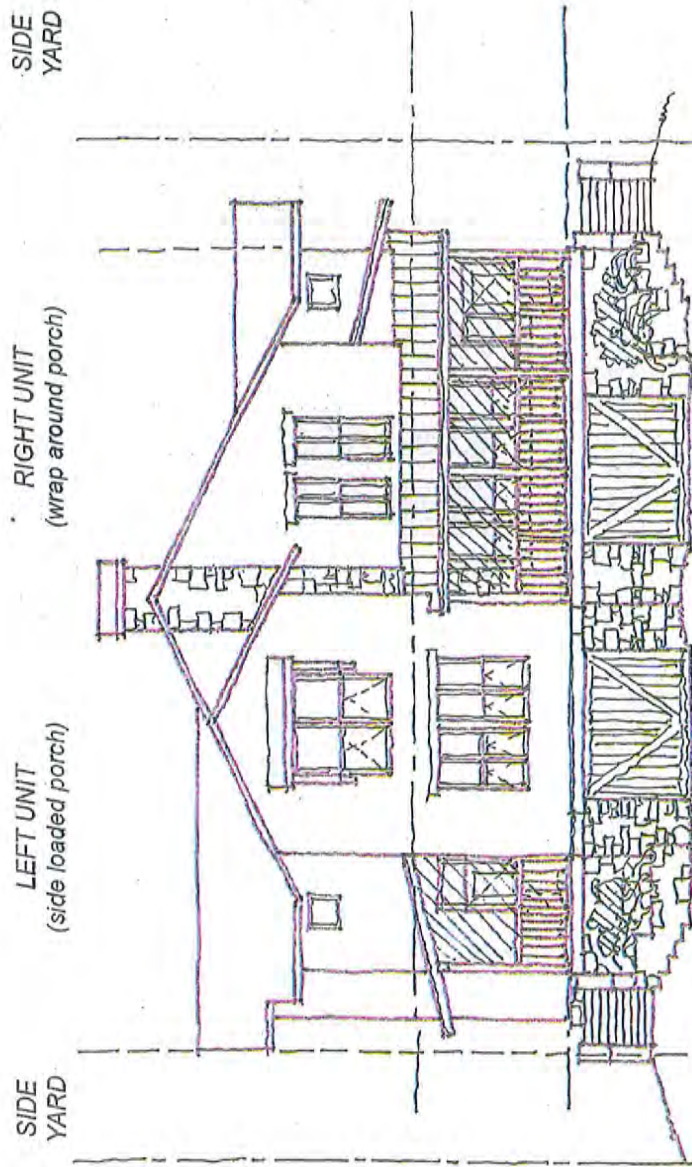


TYPICAL TRADITIONAL NEIGHBOURHOOD HOME - TYPICAL FORM BASED ZONING DIAGRAM

12 units per acre in triplex configuration
Requires 70' frontage x 100' depth lot dimensions
Blends into single family neighbourhoods



TYPICAL TRADITIONAL NEIGHBOURHOOD HOME - FRONT ELEVATION
 12 units per acre in triplex configuration
 Blends into single family neighbourhoods



TYPICAL TRADITIONAL NEIGHBOURHOOD HOME - FRONT ELEVATION - INFILL DUPLEX

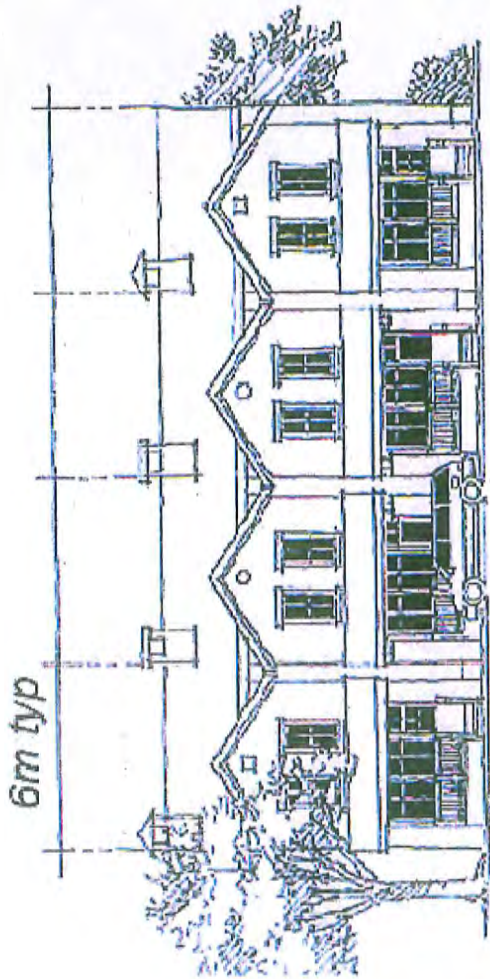
12 units per acre in duplex configuration

Requires 70' frontage x 100' depth lot dimensions

Blends into single family neighbourhoods

Can be built without alley access

The images to the right show a more traditional form of density in the form of ground oriented row houses which are generally designed as a 'repeating pattern' of homes oriented in the same direction. The multiplexes on the previous pages may employ more creative designs to avoid the 'repetitious' look.



6M WIDE ROWNHOMES
Typical Elevation/ Volumetric



Low Rise Multi Family Housing Options