

MINUTES OF THE ECONOMIC DEVELOPMENT STANDING COMMITTEE MEETING  
HELD IN THE BOARD ROOM, CITY HALL,  
ON MONDAY, 2004-JUN-07, COMMENCING AT 10:05 A.M.

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PRESENT: Councillor T. K. Krall, Chair

Members: Councillor M. D. Brennan  
Councillor C. S. Manhas

Others: Councillor R. A. Cantelon  
Councillor W. J. Holdom  
Councillor L. D. McNabb

Staff:	A. W. Laidlaw	T. McQueen
	B. N. Mehaffey	J. T. Bowden
	B. E. Clemens	K. L. Burley
	T. M. Hickey	C. Hambley
	A. Tucker	

1. ADOPTION OF MINUTES:

- (a) Minutes of the 2004-APR-19 Meeting of the Economic Development Standing Committee held in the Board Room, City Hall at 10:15 a.m.

It was moved and seconded that the Minutes be adopted as circulated. The motion carried unanimously.

2. RECEIVING OF DELEGATIONS:

- (a) Mr. Jerry Pink, Executive Director, Tourism Nanaimo, 2290 Bowen Road, Nanaimo, B.C., to request funding for start-up initiatives in 2004.

It was moved and seconded that Mr. Pink be permitted to address the Committee. The motion carried unanimously.

Mr. Pink stated that:

- Tourism Nanaimo is requesting additional funding for four start-up projects.
- they have secured approval from BC Ferries to operate a kiosk at the snack bar on the Queen of Coquitlam.
- they will provide information to visitors and handout the Visitors' Guide and maps of Nanaimo.
- they have enough budgeted to operate the kiosk on Friday, Saturday and Sunday, at two sailings per day.
- they are requesting \$5,000. from the Economic Development Standing Committee to expand the operation of the kiosk to include Thursdays and Mondays.
- they are also requesting \$5,000. to operate a visitor kiosk in Downtown Nanaimo.

- Tourism has already received a parking pass from the City and is planning to use their van as a mobile visitor information centre at various Downtown locations.
- since they currently have no funding for the Downtown Nanaimo kiosk, they are planning to run it on a volunteer basis.
- they will re-evaluate these projects at the end of September.
- Tourism would like to join the Canadian Sports Tourism Alliance to promote sport tourism in Nanaimo.
- the annual membership cost is \$1,500.; they will budget the renewal for next year.
- being a part of the Canadian Sports Tourism Alliance will be a major economic driver for Nanaimo; for example, Kamloops sells itself as a tournament city, marketing to sports teams.
- Kamloops even has a subsection on their website listing their tournament facilities.
- Tourism Nanaimo has also identified a need to develop a brochure that will be strictly used to market Nanaimo as a destination location.
- these brochures will have no advertising, and they are less expensive and easier to mail than the larger Visitors' Guide.

It was moved and seconded that the presentation be received. The motion carried unanimously.

It was moved and seconded that the Economic Development Standing Committee recommend that Council:

1. approve start-up funding to Tourism Nanaimo for the Satellite Visitor Info Centre Kiosk located on the BC Ferries (\$5,000) and Downtown Nanaimo (\$5,000) funded from the Economic Development Standing Committee Annual Budget; and,
2. refer Tourism Nanaimo's request for funding for the Canadian Sports Tourism Alliance Annual Membership (\$1,500) and a Convention/Sport Tourism Marketing Brochure (\$7,000) to the Parks, Recreation and Culture Commission for consideration.

The motion carried unanimously.

3. CITY MANAGER'S REPORT:

DEVELOPMENT SERVICES:

COMMUNITY PLANNING:

(1) Front Street Comprehensive Design

Each year the Downtown Nanaimo Partnership (DNP) conducts a strategic planning session to identify priority projects for the coming year. At this year's session, held 2004-FEB-25, the need to prepare a comprehensive design plan for the Front Street corridor (from the Arena site to the Gabriola Ferry) was identified as a top priority for the coming year.

The goals of the comprehensive design are to:

- enhance the walkability of the pedestrian environment;
- improve pedestrian connections between the waterfront and the other areas of the Downtown (Arts District and Old City Quarter);
- improve pedestrian safety along Front Street;
- accommodate vehicular traffic safely and efficiently; and,
- guide public and private investment in the Front Street road right-of-way.

The design process will result in three products:

1. a traffic analysis that looks at the road cross-section, traffic counts and existing and proposed adjacent land uses;
2. a public consultation process that includes key stakeholders; and,
3. a scaled preliminary design for Front Street which includes a plan view of recommended street improvements, cross-sections, schematic diagrams, and cost estimates which will direct the preparation of detailed construction drawings.

The Terms of Reference were reviewed and endorsed by the Housing, Design and Development Sub-committee on 2004-APR-15 and by the DNP on 2004-MAY-04. The comprehensive design will be cost-shared by the DNP and the City of Nanaimo on a 50/50 basis. At the DNP meeting held 2004-MAY-04, the DNP passed a resolution requesting City Council to authorize the expenditure of up to \$25,000. from the DNP Capital Budget towards the project. Total estimated cost is \$50,000. The project is anticipated to be completed within four months of the commencement of the contract.

Recommendations: That the Economic Development Standing Committee recommend that Council:

1. issue a Call for Proposals to prepare a comprehensive design for Front Street to be cost-shared between the City and the Downtown Nanaimo Partnership; and,
2. authorize the expenditure of up to \$25,000. from the Downtown Nanaimo Partnership Capital Budget as their portion of the cost of the project.

It was moved and seconded that the recommendations be adopted. The motion carried unanimously.

(2) Land Assembly at Quennell Square

For a number of years now the Downtown Nanaimo Partnership has been interested in the assembly and redevelopment of lands east of Franklyn Street, between Selby and Wesley Streets, known as Quennell Square.

Ownership of the 2.9 acre Quennell Square site is split between the City (86,622 square feet) and the British Columbia Transportation Finance Authority (BCTFA) (39,360 square feet) although the interest in their portion of the site is held

by School District No. 68. The School District passed a resolution in April 2003 expressing its continued interest in the education value of the site.

Zoning of the site is split between Old City Central Commercial (C-18), Old City Mixed Multiple Family (C-17) and Public Institution (P-2). The draft Downtown Zoning Bylaw is proposing to create a new Quennell Square Zone C-30 which would allow a wide range of uses including retail, offices, court of law and multiple family residential.

At the Downtown Nanaimo Partnership (DNP) Meeting held 2004-APR-06, the DNP passed three resolutions regarding land assembly at Quennell Square as follows:

- that Council enter into discussions with the BCTFA regarding Quennell Square property;
- that Council enter into discussions with School District No. 68 regarding Quennell Square property; and,
- that Council refer this to the Housing, Design and Development Sub-committee to develop an assembly and use strategy for Quennell Square.

City Staff are in agreement with the DNP with regards to the importance of Quennell Square as a catalyst for change in the Downtown area. Given its size (2.9 acres) and its location in close proximity to both the Old City Quarter and City Hall, it offers a unique opportunity for redevelopment of this portion of the Downtown. The City has long supported, in principle, the construction of a new courthouse on the site. The courthouse could anchor a mixed use neighbourhood composed of government offices, residential and commercial use as outlined in the Downtown Plan. However, it is the opinion of City Staff, as presented in the report to the DNP, that a land assembly for Quennell Square is premature at this time. It is also noted that land assembly would likely require additional Staff resources.

Recommendation: That the Economic Development Standing Committee recommend that Council take no further action towards land assembly (except the purchase of three lots on Wesley Street from the Salvation Army) be taken at this time.

It was moved and seconded that the Economic Development Standing Committee recommend that Council:

1. enter into discussions with the British Columbia Transportation Finance Authority (BCTFA) regarding the Quennell Square property;
2. enter into discussions with School District No. 68 regarding the Quennell Square property; and,
3. refer this issue to the Housing, Design and Development Sub-committee to develop an assembly and use strategy for Quennell Square.

The motion carried.

*Opposed: Councillor Brennan*

4. ADJOURNMENT:

It was moved and seconded at 10:40 a.m. that the meeting terminate. The motion carried unanimously.

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C H A I R

CERTIFIED CORRECT:

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SENIOR MANAGER,  
CORPORATE ADMINISTRATION