

MINUTES OF THE ECONOMIC DEVELOPMENT STANDING COMMITTEE MEETING
HELD IN THE BOARD ROOM, CITY HALL,
ON FRIDAY, 2003-JUL-11, COMMENCING AT 11:03 A.M.

PRESENT: Councillor T. K. Krall, Chair

Members: Councillor C. S. Manhas
Mayor G. R. Korpan, Ex-Officio

Absent: Councillor M. D. Brennan

Others: Councillor R. A. Cantelon
Councillor L. D. McNabb
Councillor L. J. Sherry
Mr. George Hanson, Downtown Nanaimo Partnership
Mr. Jerry Pink, Conference Centre Advisory Committee

Staff:	G. D. Berry	S. E. Fletcher
	A. W. Laidlaw	J. T. Bowden
	B. N. Mehaffey	K. L. Burley
	B. E. Clemens	J. Kemp
	T. McQueen	

1. ADOPTION OF MINUTES:

- (a) Minutes of the 2003-APR-22 Meeting of the Economic Development Standing Committee held in the Board Room, City Hall at 10:04 a.m.

Moved by Councillor Manhas, seconded by Councillor Krall that the Minutes be adopted as circulated. The motion carried.

2. REPORTS OF ADVISORY BODIES:

Parking Advisory Committee:

(a) Civic Arena Parking Lot

Recommendation: That the Economic Development Standing Committee recommend that Council instruct Staff to prepare the following amendments to the City's Traffic and Highways Bylaw:

1. re-implement and enforce a 3-hour free parking restriction for the Civic Arena parking lot, Monday to Friday (except statutory holidays), from 8:00 a.m. to 5:00 p.m.;
2. establish and enforce parking rates at: 3 Hours – Free
6 Hours - \$2.00
each 24-hour period - \$3.00; and,
3. permit free overnight tour bus parking at the City-owned Nanaimo Curling Club parking lot from May to September.

Moved by Councillor Manhas, seconded by Councillor Krall that the report be received and the recommendations be adopted. The motion carried.

Downtown Nanaimo Partnership:

(b) Motions Forwarded from the Downtown Nanaimo Partnership 2003-JUN-10

At the 2003-JUN-10 meeting of the Downtown Nanaimo Partnership (DNP), two motions were forwarded to the Economic Development Standing Committee for consideration. The first motion is intended to initiate a review of heritage streetlight designs in order to have appropriate standards added to the Engineering Standards. The second motion is intended to implement a component of a long hoped for streetscape improvements along the Bastion / Fitzwilliam corridor with the goal to draw people up from the waterfront into the Downtown core and the Old City Quarter.

As part of discussions to improve Downtown streetscapes, the importance of authentic heritage style lighting in the Downtown core has been discussed. A heritage style lamp which closely replicates lighting fixtures visible in old photographs has been highlighted in street lighting catalogues. The following motion is a recommendation to include new heritage style lamps in the Engineering Standards:

"That Staff be directed to explore authentic heritage style lamps for the Downtown which ensure the appropriate lumens for pedestrians, and to include an appropriate heritage style in the Engineering Standards."

Following the unsuccessful attempt for a local area improvement on Fitzwilliam Street, the issues related to linking the Old City Quarter, the Downtown core and the waterfront together, still remain. Initially, \$80,000 was set aside in the Downtown Five-Year Capital Plan to improve the bridge creating a strong visual link between the Downtown core and the Old City Quarter. There was also \$100,000 set aside for streetscape improvement, which was targeted towards the Fitzwilliam corridor.

Given that the Fitzwilliam Street upgrade has been delayed, the Committee feels that there is an opportunity to do minor streetscape improvements on the Bastion Street component of the corridor. Since that portion of the street has benefited from previous revitalization investment in the 1980's, it is felt that a small initiative could have a significant impact when combined with past streetscape work.

The motion forwarded by the DNP is intended to initiate a project, which would take the \$180,000 set aside in the Five-Year Capital Plan for the bridge and the corridor upgrades and apply it to a concept plan, working drawings and construction of streetscape upgrading in the Bastion Street corridor.

The DNP hopes that through creative and innovative thinking, a stronger link drawing people from the waterfront up Bastion Street to the Wallace Street corner where the Old City Quarter is visible will successfully tie the three Downtown districts together. The DNP recommends:

"That Council endorse the terms of reference for the Bastion Street upgrade concept, working drawings and construction including allocating up to \$180,000 of the capital money for Downtown revitalization for the project."

Council may want to recommend proceeding with the concept plan which will include a budget for completing the design drawings and construction. This will give Council an opportunity to review the concept plans prior to approving the remainder of the \$180,000 capital dollars for the working drawings and construction.

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

1. direct Staff to explore authentic heritage style lamps for the Downtown which ensure the appropriate lumens for pedestrians, and to include appropriate heritage style specifications in the Engineering Standards; and,
2. approve spending that portion of the capital dollars needed to complete a concept plan for the Bastion Street corridor with the remainder of the \$180,000 to be approved for the design and construction following a review of the Downtown Nanaimo Concept Plan.

Moved by Councillor Manhas, seconded by Councillor Krall that the report be received and the recommendations be adopted. The motion carried.

(c) Awning Grant Program and Wayfinding Implementation

The new Signage Plan and the Terms and Guidelines for the Signage and Awning Grant Program are now complete and ready for implementation. The Downtown Nanaimo Partnership (DNP) has forwarded two motions. The first motion is intended to initiate the new incentive program for owners and business occupants of heritage buildings. In fact, three grant applicants have already been received. The second motion is intended to provide initial funding to begin implementation of the long anticipated Downtown Signage Plan which a consultant has just completed for the City.

As part of discussions to improve Downtown streetscapes and to encourage business and property owners to improve the appeal of their frontage, the DNP has followed the example of numerous other cities to create an incentive program which offers to share the cost of façade improvements. The terms of the grant program stipulate that if such improvements meet the City's heritage design guidelines, the DNP will provide up to 50 percent of the funding for the improvements to a maximum of \$10,000 per main entrance to the building. The DNP Capital Plan has earmarked \$20,000 per year (2003-2006) for this purpose. The following motion from the DNP recommends that Council approve expenditure of these funds for this purpose:

"That Council approve expenditure of \$20,000 from the 2003 Downtown Nanaimo Partnership capital monies to be used for the Awning and Business Signage Grants for Heritage Buildings as per the 2003 Downtown Nanaimo Partnership Capital Budget."

The consultant's report, design and implementation plan for comprehensive signage in the Downtown area is now complete and ready for implementation consideration. It is currently being reviewed by Staff. It is anticipated that thorough implementation of this plan will involve negotiations with the Ministry of Highways and collaboration with the City's Public Works Department during the next several years. To this end, the DNP has earmarked \$25,000 per year (2003-2006) in the Capital Plan for implementation of this Signage Plan. Council's approval of this expenditure will enable the DNP to begin work immediately following final approvals on this project. The following motion from the DNP recommends that Council approve expenditure of these funds for this purpose:

"That Council approve expenditure of \$25,000 from the 2003 Downtown Nanaimo Partnership capital monies to be used for partial and initial implementation of the Downtown Signage Plan as per the 2003 Downtown Nanaimo Partnership Capital Budget for 'Wayfinding'."

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

1. approve expenditure of \$20,000 from the 2003 Downtown Nanaimo Partnership capital monies to be used for the Awning and Business Signage Grants for Heritage Buildings as per the 2003 Downtown Nanaimo Partnership Capital Budget, and,
2. approve expenditure of \$25,000 from the 2003 Downtown Nanaimo Partnership capital monies to be used for partial and initial implementation of the Downtown Signage Plan as per the 2003 Downtown Nanaimo Partnership Capital Budget for 'Wayfinding'.

Moved by Councillor Manhas, seconded by Councillor Krall that the report be received and the recommendations be adopted. The motion carried.

3. ADJOURNMENT:

Moved by Councillor Manhas, seconded by Councillor Krall at 11:13 a.m. that the meeting terminate. The motion carried.

C H A I R

CERTIFIED CORRECT:

SENIOR MANAGER,
CORPORATE ADMINISTRATION