

Cowichan Bay Village

Design Guide

Directions for place keeping and place making

Inspire



COWICHAN BAY VILLAGE VITALIZATION STRATEGY JULY 1, 2018





Lori Iannidinaldo, Director
Electoral Area D
Cowichan Bay

Tel: 250.510.3504
Email: liannidinaldo@cvrd.bc.ca

July 1, 2018

Vitalization Strategy – Cowichan Bay Village

I would like to thank all those residents who have taken part in the development of this plan for Cowichan Bay Village – focusing on vitalizing the commercial heart of Cowichan Bay. In the last six months we have worked hard with the Cowichan Bay Community to develop a Vitalization Strategy that sows the seeds for future development. The Vitalization Strategy fits with the existing character of the area and implements the intentions of the Official Community Plan. This Vitalization Strategy is both practical and visionary. It inspires a refresh of the Village that addresses important issues with technical grounding and solutions that can start now and build to larger scale projects.

The Vitalization Strategy consists of four documents:

1. The Design Guide that sets out the vision and detailed implementation actions (the attached report);
2. The Development Guide that guides the appropriate design of existing building renovations and future development;
3. The Now Plan that includes ten immediate actions that can be largely undertaken by the community at a low cost with support from the Cowichan Valley Regional District; and
4. The Background Report that sets the technical groundwork for the vision plan and actions.

I am so happy to report that the Now Plan actions are underway. Even before the Vitalization Strategy documents were finalized, and just a few weeks after the presentation of the plan concepts to the community, the community completed a clean-up of the Village to kick-start the refresh initiatives.

Please join me in reviewing the Vitalization Strategy documents and committing to refresh the Cowichan Bay Village while keeping its unique character that we all cherish. Again, thank you for taking part in the process and I look forward to you joining our implementation team to continue to make strides forward. We will start with small steps to make bigger necessary improvements over time. Let's show our potential local, provincial, and national funding partners what a small community can do!

Please email me with any questions at liannidinaldo@cvrd.bc.ca.

Yours sincerely,

Lori Iannidinaldo, Director
Electoral Area D – Cowichan Bay

LI/ct

Attachment

The views depicted in this letter are that of the director and do not necessarily reflect that of the Corporation or the Full Board of Directors

ACKNOWLEDGEMENTS

This project is possible through the financial support of the Cowichan Valley Regional District. We would like to thank all those who participated in the Cowichan Bay Village Vitalization Strategy project.

Cowichan Valley Regional Board of Directors

Lori Iannidinardo
COWICHAN BAY, AREA D DIRECTOR

Cowichan Valley Regional District Staff

Ross Blackwell
GENERAL MANAGER, LAND USE SERVICES

Amy Melmock
MANAGER OF ECONOMIC DEVELOPMENT

Tanya Soroka
PARKS AND TRAILS PLANNER

Emily Dixon
PLANNER

Electoral Area Advisory Planning Commission Representative

Robert Stitt
CHAIR

Community Organization Representatives

Vancouver Island University

Pam Shaw
DIRECTOR, MASTER IN COMMUNITY PLANNING PROGRAM

Colin Brown
GRADUATE STUDENT

Aaron Dixon
GRADUATE STUDENT

Tyler Erickson
GRADUATE STUDENT

Diana Jerop
GRADUATE STUDENT

Tricia Reynes
GRADUATE STUDENT

Consulting Team

Jean Porteous PRINCIPAL and Ian Simpson
FRASER SIMPSON CONSULTING INC.

Michael von Hausen
PRESIDENT, MVH URBAN PLANNING AND DESIGN INC.

In Association with:

Calum Srigley
CALUM SRIGLEY DESIGN CONSULTANT LTD.

Kim Perry
PERRY AND ASSOCIATES LTD.

Scott Romses
ROMSES ARCHITECTS INC.

Jan Perrier
PERRIER DESIGN

Dan Casey and Mike Skene
WATT CONSULTING GROUP

Kieron Hunt
KEY PLANNING STRATEGIES LTD.

Evan Peterson
BAREFOOT PLANNING LTD.

Adrian Rowland
KAPMARCONSULT LTD.

Warren Wunderlick and Paul Wilson
THURBER ENGINEERING LTD.

Cory Edgar
PBX ENGINEERING LTD.

Cowichan Valley Regional District and Project Team would like to acknowledge that Cowichan Bay Village is located on unceded territory of the historic Cowichan Nation and its modern-day successors – including Cowichan Tribes, Chemainus First Nation, Penekalut Tribes, Halalt First Nation, Lyackson First Nation, and Hwlitsum First Nation – whose winter villages were located on Cowichan River, Koksilah River, and Cowichan Bay.

Hay tseep q'u



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EXECUTIVE SUMMARY

Supporting Positive Change in the Community Heart

Like many coastal communities, Cowichan Bay Village is a gem that has a unique character yet has significant challenges limiting its future growth and prosperity. This Cowichan Bay Village Vitalization Strategy presents the design and planning concepts developed during a four-day charrette held in April 2018. This collaborative design and planning workshop brought together residents and other key stakeholders plus extensive technical expertise to create a clear vision and roadmap for the future. Key topic areas included urban design, waterfront integration, environment, slope stability, resilient economics, public spaces, parking and road/streetscape improvements, and coastal sustainability with Climate Change. The resulting vision is based on the desire to conserve the unique identity of Cowichan Bay Village while improving the quality of life, prosperity, safety, and the environment for residents, businesses, and visitors.

Catalysts for Progress: Seven Big Moves

The Big Moves for Cowichan Bay Village celebrate, protect, and enhance the Village long into the future. The purpose of these seven Ideas is to retain and maintain the special culture of Cowichan Bay Village while enhancing the magic and weaving additional measures, in order to improve access, mobility, business, quality of life, and safety in the community. This direction for the long term is based on the extensive feedback the Design Team heard during the public engagements and our analysis of Cowichan Bay Village. Each of these Big Moves is accompanied by corresponding Big Actions. These are the means to fulfill the Vision and to make the dream become reality. At the same time, small immediate changes can make a big difference. A parallel Now Plan with ten community-based initiatives that are low cost and supported by the CVRD to spark momentum.

Big Moves

- 1. Highway to Main Street:** Redesigning Cowichan Bay Road from a car-oriented highway to a people-oriented main street
- 2. Waterfront Boardwalk:** Creating a new dimension that connects along the waterfront and enlivens the other potential side of businesses
- 3. Portals:** Reinforcing principal view and access points between Main Street and the waterfront
- 4. Marine Living:** Supporting the community living and working on the water
- 5. Built Form:** Recognizing the unique scale and character to inform future redevelopment
- 6. Water Access:** Improving public access to the water and over the water at opportune points
- 7. Slope Renaissance:** Reclaiming the sloped area through redevelopment and reclamation

Four Themes of Sustainability and Resilience

These themes derive from the pillars of sustainability, are comprehensive in nature and address the specific needs and desires of the community. The guiding principles serve as the foundation underlying the design and actions for each of the themes. Furthermore, the actions in each theme are evaluated as to which principle is addressed.

Theme 1: Mobility – Value pedestrian safety and convenience over vehicular efficiency

Theme 2: Culture + Character – Respond to historical patterns as well as existing and future community needs

Theme 3: Environment – Grow ecologically with progressive long - term techniques

Theme 4: Economy – Maintain and promote current industries as well as new, infill development that is compatible and viable in the short, medium and long term

Potential Community Benefits

Some strong common directions emerged from the community engagements and site analysis:

- Protect the Village’s unique character, history, and culture by retaining important buildings and places as well as planning for the right change in the right place;
- Improve the pedestrian and bicycle experience and safety by redesigning Cowichan Bay Road;
- Preserve the marine community on the water while supporting its needs, privacy and contributions;
- Protect the natural water and shoreline environment through progressive cleanup, restoration, and active stewardship programs;
- Improve connections to and from the water including views and access while protecting the privacy of the marine community;
- Expand Social Cohesion through the inclusive action plans that invite the community to engage and actively help coordinate actions with the support of the CVRD and other partners;
- Create design guidance for redevelopment to ensure that the proposal fit nicely with the existing character and scale of the Village;
- Increase general business and community improvements through the Vitalization Strategy action plans that create support from the CVRD and other potential partners; and
- Reduce Greenhouse Gas Emissions through progressive site and building design, energy and water conservation, and extending the trail and bicycle facilities.

Three-Pronged Implementation: Action Plan, Design Guide, and Now Plan

This Vitalization Strategy embraces positive change now. There is not one action plan but three tools to implement positive change.

- This *Design Guide* (this document) has medium and long enclosed action in four themes; Mobility, Culture + Character, Environment and Economy.
- The *Development Guide* is a tool to help with the design of projects – both in the private sector or public realm. It covers: a Step by Step Guide to Development, Guiding Principles, Building Character+Form and Street Front Design.
- The *Implementation Now Brochure* was developed to give the community ideas for ten actions that could be started immediately.

The promising news is that two to three initiatives are already underway or completed in the community after launching the “Now Plan” immediately following the presentation of the Vitalization Strategy concepts in April. The momentum is starting, and it is now up to the CVRD to actively support the action plans with community partners. These relatively small gestures or improvements will set the seeds to find further funding and cooperation at the provincial and federal levels (see further details and funding sources in the *Background Report*).





1 Introduction

create



1.1 OVERVIEW

This Vitalization Strategy focuses on the commercial heart of Cowichan Bay – the commercial village area along the waterfront. The purpose-driven plan with a sense of urgency and commitment is always a good one as it tends to generate the need and excitement to affect change both in the short and longer terms. Although, Cowichan Bay Village has a unique character that needs to be conserved, it has unrealized potential limited by issues like traffic and safety, and a get lack of vibrancy over the four seasons. It deserves more and needs more as a residential and business community. Small is good but Cowichan Bay Village needs the “muscle” put on the excellent location and quaint business environment to take it to the next level of a safe and vibrant place. This is where the need for the Cowichan Bay Vitalization Strategy emerges.

A well-conceived Official Community Plan and detailed Development Permit Guidelines are both in place (CVRD Electoral Area D – Cowichan Bay Official Community Plan, Bylaw No. 3605, 2013). This comprehensive regulatory framework is an excellent foundation for further detailed site planning and design. The Cowichan Bay Village Vitalization Strategy covers both the private and public realms to inspire action. Embedded is an action plan that engages multiple parties including potential provincial and national partners to source necessary funding that could significantly improve both the waterfront and the highway that are in both need for a major make-over.

So, there are two parts to this unique Cowichan Bay Village Vitalization Strategy that will be the formula for success: Place – Keeping and Place-Making. Place-Keeping retains the best of the past and works on recognizing and upgrading the important historic buildings or open spaces, waterfront, and views, while keeping the authenticity of place and the embedded memories. Many other elements contribute to the history and meaning of place including cultural symbolism, past uses, and the small-pedestrian scale of architecture.

On the other hand, and complementary when executed properly, Place-Making looks to the future adaptive uses, programming, and vitalization of the past to synchronize and vision its true potential without compromising the underlying community values sacred to balance between expansion with current capacity. The intersection and balance between Place-Keeping and Place-Making should create the evolving place with appropriate improvements but not overdone. Balancing these two elements will be the basis for the success of this Vitalization Strategy.

1.2 ABOUT COWICHAN BAY VILLAGE

Cowichan Bay Village is a subset of the greater Cowichan Bay community. The entire “Plan Area” includes 4,600 hectares of land and water surfaces within the Cowichan Valley Regional District. The Cowichan Estuary is a biologically diverse ecosystem located just northwest of Cowichan Bay Village and forms an important environmentally sensitive area. According to the CVRD Electoral Area D – Cowichan Bay Official Community Plan, Bylaw No. 3605, 2013 Official Community Plan, the population of the Plan Area (excluding First Nations reserves) is projected to grow to 3,819 people – 849 or 28% more than the 2011 census. The population will also age considerably. It is estimated that the population aged 65 and older will grow from 19% to 27% of the total population, meaning that the number of seniors will almost double (from 575 to 1045) and also that the population aged 85 and older will almost triple (from 55 to 132).

Over the years, Cowichan Bay Village commercial area has developed into a diverse mix of marine industrial, institutional and commercial businesses.

“Parking, transportation, and related safety issues have been identified as key challenges related to the economic health of the Village. The loss of marine industry is another recognized concern. The Village was once dominated by marine dependent activities such as boat building and repair, commercial fishing, and seafood processing has evolved to more of commercial mixed-use area with little remaining industry. Still, the marine industrial “working harbor” element remains important to the Bay’s unique character.”

(P. 6, CVRD ELECTORAL AREA D – COWICHAN BAY OFFICIAL COMMUNITY PLAN, BYLAW NO. 3605, 2013)

Cowichan Bay also has a unique community designation that is the first in North America. It was designated North America’s first Cittaslow “cheetah slow” (slow city) community in 2009, as part of an international network of communities committed to building community relationships and enjoying a quality of life, that are blessed with quality spaces, shops, inns, historic buildings, farms, nature and unspoiled landscapes.



2 Big Moves

unique



COWICHAN BAY VILLAGE, CIRCA 2075

What could Cowichan Bay Village look like 50 years or even 100 years from now? How can we conserve the unique identity of Cowichan Bay Village while embracing the quality of life, prosperity, safety, environment, and economic resilience for residents, businesses, and visitors? These images are meant to inspire you and to imagine what the future might be, by painting a picture of some Big Ideas which will support a thriving seaside community. This vision is unique to Cowichan Bay Village, based on its history, culture and environment. Big Moves and Actions, or the roadmap to move towards the future, are each described on the next pages.

BIG MOVES

The Big Moves for Cowichan Bay Village are to celebrate, protect, and enhance the Village long into the future. The purpose of these seven Ideas is to retain and maintain the special culture of Cowichan Bay Village while enhancing the magic and weaving additional measures, in order to remain prosperous, livable and safe place. This direction for the long term is based on the extensive feedback the Design Team heard during the Public Engagement and our analysis of Cowichan Bay Village. Each of these Big Moves is accompanied by corresponding Big Actions. These are the means to fulfill the Vision and to make the dream become reality.

The Big Moves are:

- **From Highway to Main Street** Incremental redesign of Cowichan Bay Road from a car-oriented highway to a people-oriented main street
- **Boardwalk** A pedestrian walk above the water
- **Portals** Connections between Main Street and the Boardwalk
- **Marine Village** Living on the water
- **Village Building Character** Buildings remain small and eclectic
- **Waterfront / Water Access** Public access to the Bay improved
- **Reclaim + Stabilize Slope** Opportunity to alleviate slope issues



2.1 FROM HIGHWAY TO MAIN STREET

The primary purpose of a highway is to move cars and trucks efficiently; communities relied on the highway as a means of getting around, which meant stores and institutions developed adjacent to major roads. Main Streets have become known as the place where people come first and can participate in a variety of diverse activities. Sure, people are most likely to come in cars, but they also want to walk to and from a nearby residential area or arrive by different modes of transportation such as transit, or a bike. Cowichan Bay Village is fortunate to have developed so there are these other options. Nearby homes – whether on the water or on land exist within a five-minute distance. Of course, when residents get to Main Street, they want to experience all sorts of activities. Luckily, the Village has a diversity of uses and activities. The purpose of this Move is to maintain the diversity but allow people and vehicles to move around in a fun and efficient manner. Most of the people who support the businesses and activities throughout the year are those who live and work close-by, so it is important to make their experience safe and easy. The community also expressed major concerns about the parking situation; quantity and location. The result will be an incremental redesign of Cowichan Bay Road from a car-oriented highway to a people-oriented main street.

RECOMMENDED ACTION	ORGANIZATION RESPONSIBLE	PARTNERS	FUNDING OPPORTUNITIES
Design and construct a public realm statement at both ends of Main Street	CVRD Planning and Engineering Departments	MOTI	CVRD / Grants / Community Fund Raising
Reconstruct Highway through Village in conjunction with Utilities and CVRD Engineering	MOTI	CVTD Engineering, Cowichan Bay Waterworks, BC Hydro, Community	MOTI Budget, Gas Tax Fund

Notes: Cowichan Valley Regional District (CVRD) Ministry of Transportation and Infrastructure (MOTI)

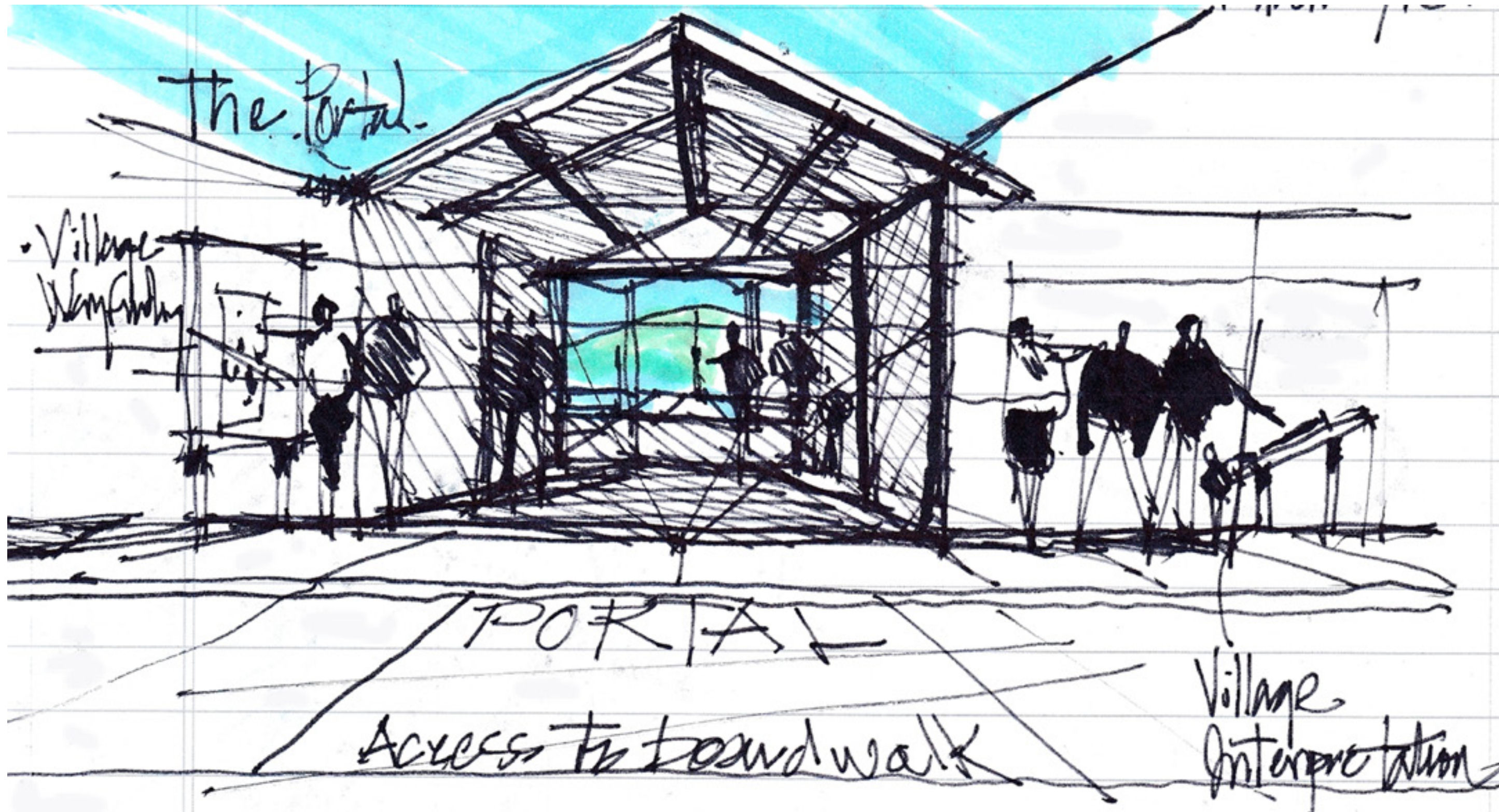


2.2 WATERFRONT BOARDWALK

The harbour of Cowichan Bay Village is extensively developed and includes marinas, floating communities and a working harbour. The Boardwalk concept is to enable pedestrians to have views to and walks above the water. The walk is not seen as a wide-open pier in a natural area. Instead, it will be a place of exploration, able to vary in width and to grow organically. It will connect natural areas, piers and moorage areas with the rest of the community. By incorporating the existing development on the shore, it will both promote the existing plus perhaps some additional commercial activity alongside the water. New connections are possible that might allow for an alternative, pleasing walk along the shoreline. Future rehabilitation, using a Green Shores approach will facilitate this added walk. In areas that are wider, outdoor seating, landscaping, lighting and perhaps heating should be encouraged. This will enhance community, provide public and private spaces for people to visit and stay longer. The proposed connections between the Boardwalk and Main Street will ensure pedestrians can partake in a variety of walks. The portals will each be unique which will further encourage and promote the use of alternative routes throughout the Village. In fact, some of the Portals may allow for community interaction and programmed activities so the experience may vary throughout time. Having this sort of broad arrangement of activities and waterfront features will provide a varied, exciting and enhanced walking experience.

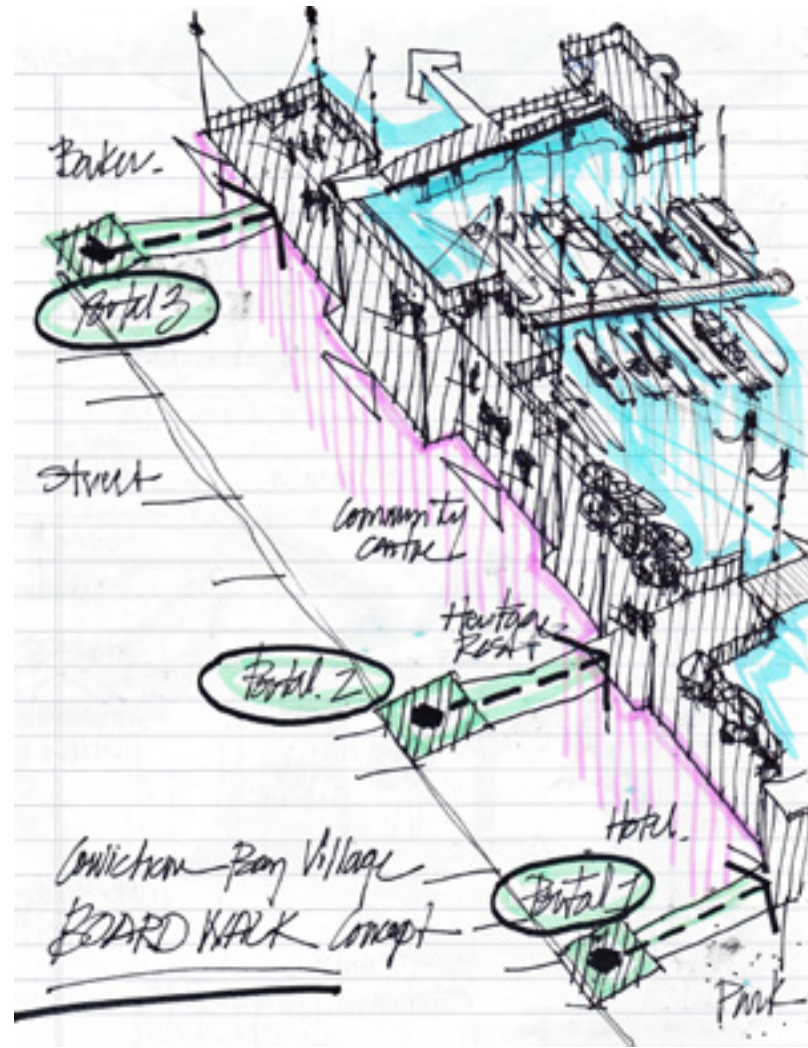
RECOMMENDED ACTION	ORGANIZATION RESPONSIBLE	PARTNERS	FUNDING OPPORTUNITIES
Boardwalk	CVRD	CVRD / Private Sector / Harbour Authority	Private Sector + Harbour Authority / Grants / Community Society such as Crofton/Crowd Funding





2.3 PORTALS

Of course, there must then be a visual and physical connector between the Village Main Street and its associated pedestrian walk and Boardwalk. There are currently four such connection points that serve that purpose and since they provide “a doorway, gate, or other entrance” they have been referred to as Portals. It is expected that each of the Portals will be an exciting point of convergence and have a unique and separate identity. Walking to and through each portal will be an experience in itself; each with an element of art, a unique name and different identity. The portals could be informational and provide historic and cultural information about the community or Village or they could be programmed to encourage with changing placemaking and community involvement experiences. These portals will be part of the major pedestrian system that will comprise “the Village Walk”. It will provide different views and be set so that people can stroll through the Village in a variety of ways, which will enliven the walking experience and ensure there is no set routine but numerous ways to explore, both on land and even by water.



2.4 MARINE LIVING

Currently there are residents of Cowichan Bay Village who either live in Floating Homes or on boats and comprise a key part of what makes Cowichan Bay such a unique community; surrounded by fishing and pleasure vessels. Owners share their neighbourhood with marine life such as herons, gulls, otters, sea lions and even pods of killer whales. In looking for a solution to climate change and sea level rise, architects and sustainability experts are building on water to try to tackle the twin urban pressures of population density and climate change. The Big Idea is to encourage the existing residents to work towards the concept of innovative, sustainable solutions for the marine village.

The solutions are constantly evolving as more and more research is being undertaken in the derivation of sustainable solutions. Principles being considered in some of these creative and innovative designs include:

- Use of low-impact materials including non-toxic, sustainably produced or recycled materials
- Energy efficiency including solar panels
- Minimize use of water, such as rain barrel collection and grey water re-use
- Minimize impact on ocean including alternative infrastructure such as incinolet toilets
- Food sustainability including roof gardens

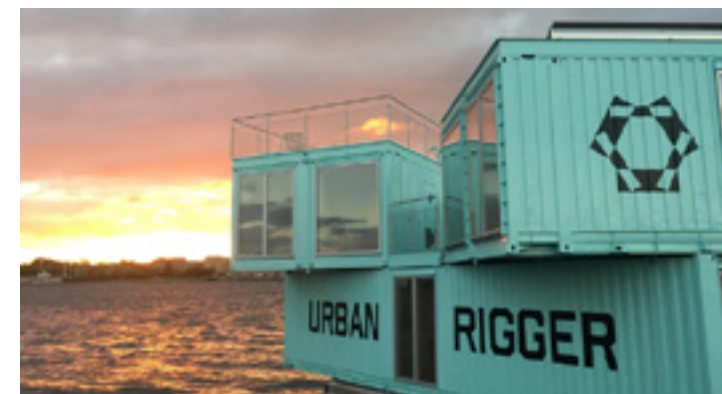
(Source: Urban Rigger floating student housing from shipping containers, powered by solar energy)

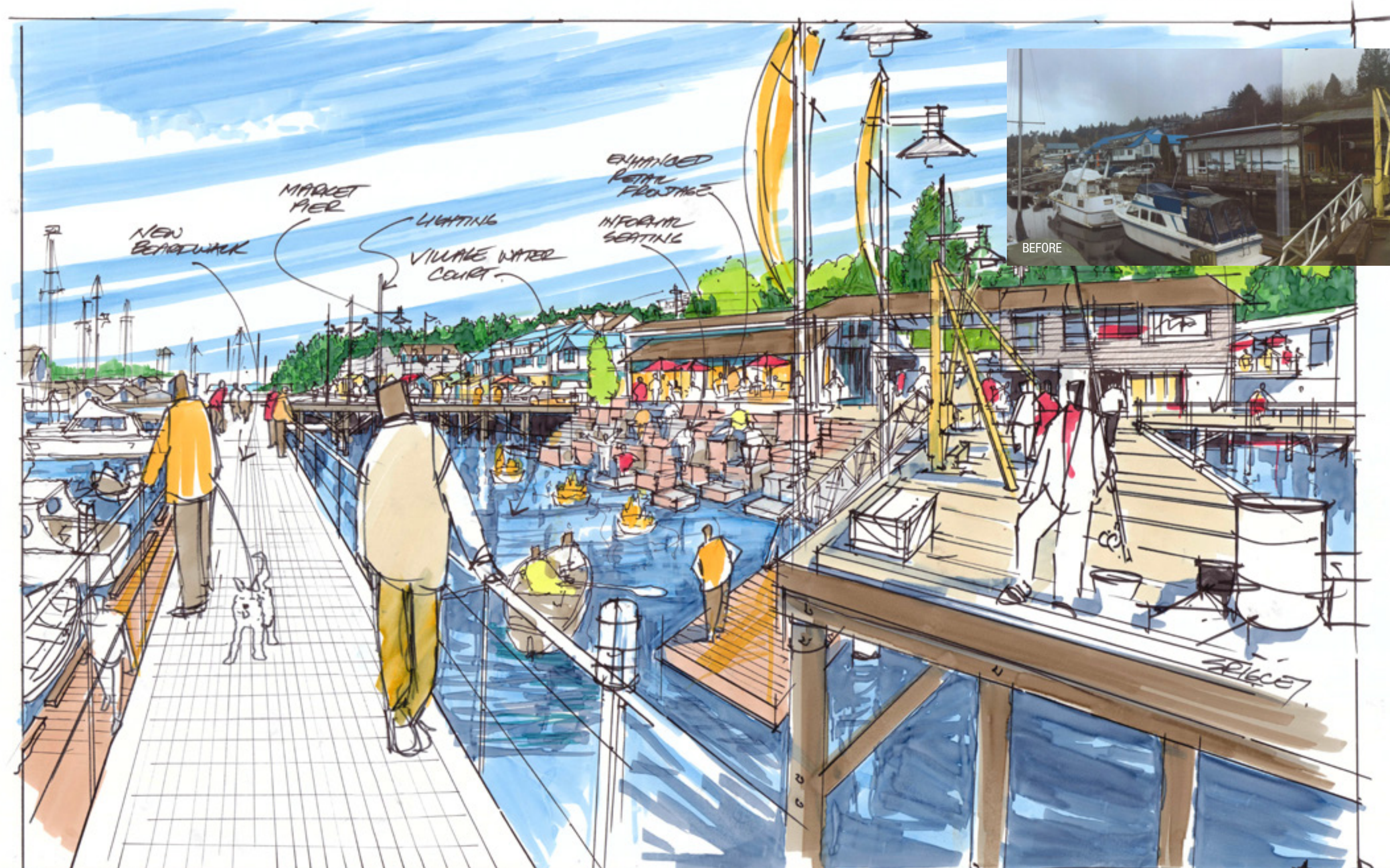
(Source: Wyal Little floating home design with innovative features including green roof, rain barrels and grey water re-use)

RECOMMENDED ACTION	ORGANIZATION RESPONSIBLE	PARTNERS	FUNDING OPPORTUNITIES
Review Official Community Plan/ Zoning/Policies/Climate Change Reports	CVRD	DFO, Marinas, FN	CVRD Budget
Sustainable, environmental solutions	Private Owners	DFO, Marinas, FN, Float Home Owners	CVRD Budget, DFO Budget

Note: First Nations (FN) Fisheries and Ocean Canada (DFO)

RECOMMENDED ACTION	ORGANIZATION RESPONSIBLE	PARTNERS	FUNDING OPPORTUNITIES
Portal Program – Identify a unique theme for each of the four portals, a name and a representative artistic expression.	Initially Village Working Group	Everyone! (CBIA, Businesses, Cittaslow, First Nations, CVRD, Community, Local Artists)	Variety of Fundraising Initiatives; special events such as concerts, BBQs, contributions from local businesses, and GoFundMe.





NEW
BOARDWALK

MARKET
PIER

LIGHTING
VILLAGE WATER
COURT

ENHANCED
RETAIL
FRONTAGE
INFORMAL
SEATING

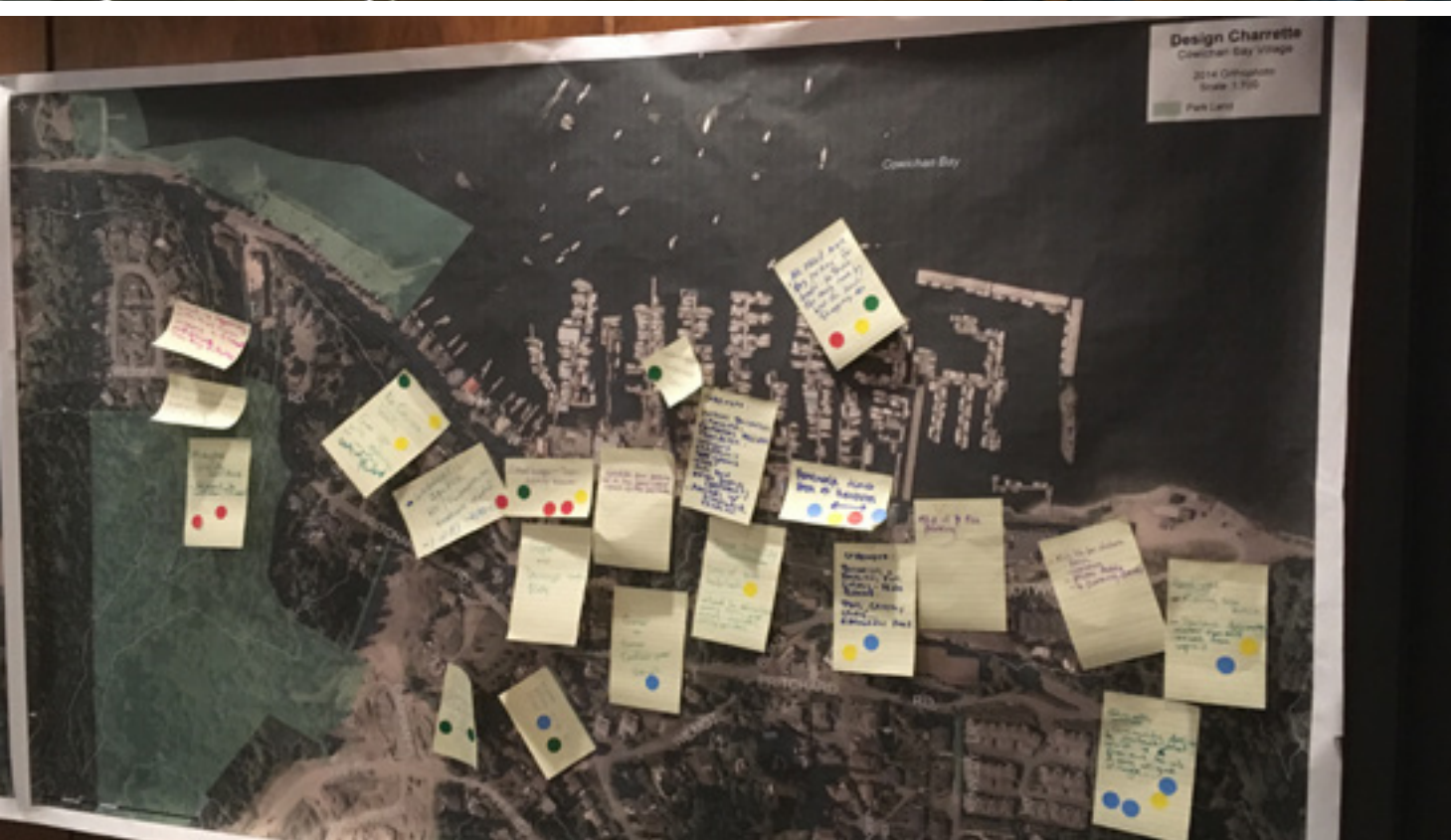
VIEW OF VILLAGE WATER COURT. - PUBLIC ACCESS



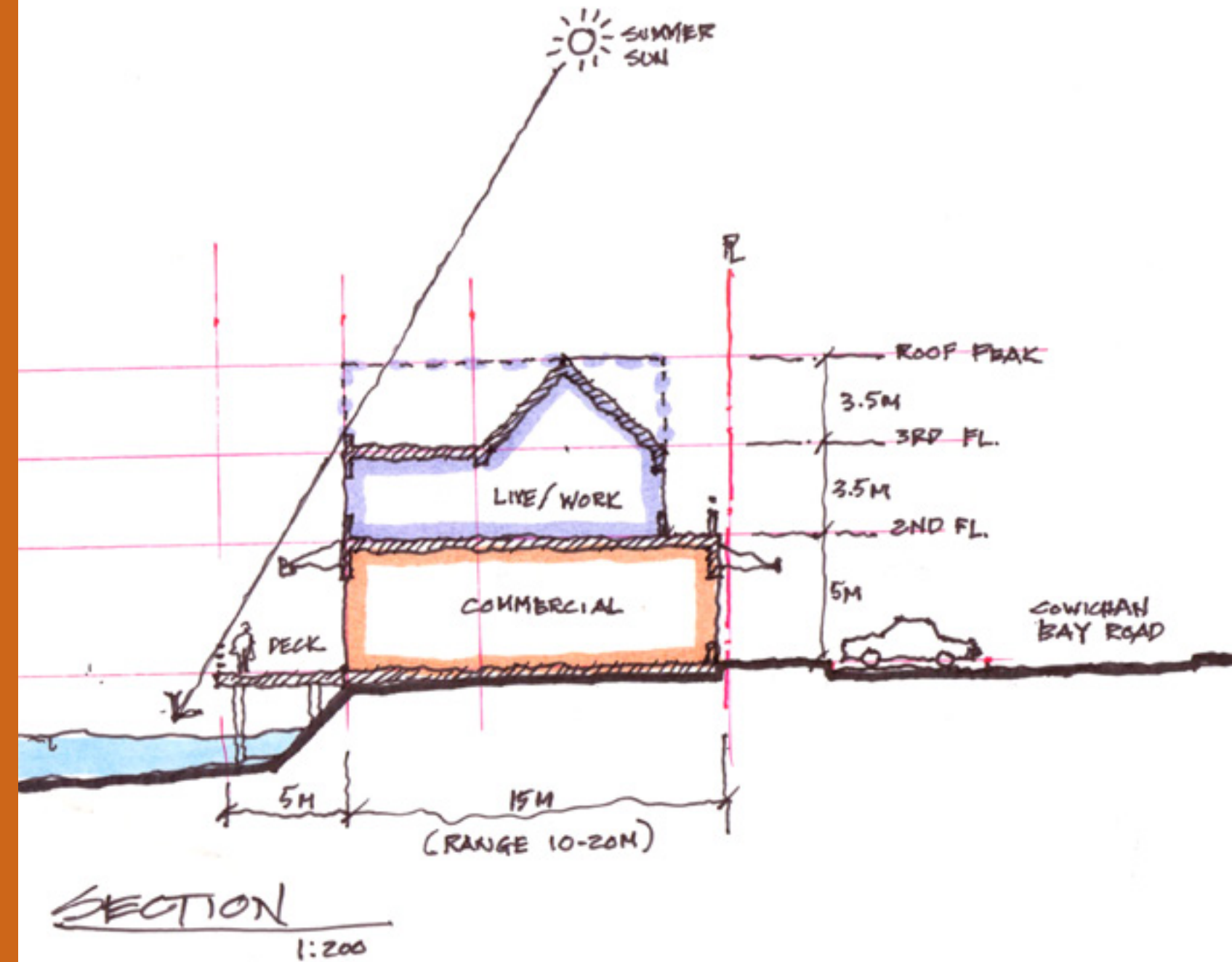


3 Process

design



At the start of the planning process, the team looked at all the disparate parts of the puzzle. The purpose was to carefully look at all the parts and arrive at a design plan that incorporates all the pieces that work together in a way that is co-ordinated and provides a stronger whole than each of the components.



3.1 INVENTORY AND ANALYSIS

Part of the inventory process was to document the strengths, weaknesses, opportunities, and threats (SWOT) of the Study Area as identified through the review of background documents. The documents included provincial, regional and local environmental plans, land use plans and regulations, parks and recreation plans, marine or water area plans, servicing infrastructure, cultural heritage documents, transportation studies and a retail market assessment. Informal discussions and interviews with landowners, business owners, public agencies and the public were other methods used to obtain information. This tool provides a simple but useful framework that enables the team to focus on strengths, minimize threats, and take the greatest possible advantage of opportunities available. In this case strengths describe characteristics that contribute to a vibrant, economically healthy, well connected and accessible, aesthetically pleasing and safe Village core area. Weaknesses describe issues or problems that reduce, or may reduce the attractiveness of the area, limit growth or impact viability of uses in the area. These affect successful implementation of the Vision contained in the Plan. The opportunities focus on possible land uses and changes as well as partnerships that contribute to or are tools for improvement or resolution of issues. Finally, threats refer to issues that impede or prevent the desired change and revitalization. The SWOT is organized by four themes: Land + Water Uses, Economic Development, Connectivity/Transportation, and Water + Sanitary Infrastructure

The initial stage of the process was to review relevant policy, reports and data and then to undertake multidisciplinary analyses (urban planning and design, transportation, engineering and marketing).

Not only did the Team look at these technical analyses, but also spent time in the field looking at the physical issues that could inform the design. The Design Team prepared an assessment of Character Areas or areas that have their own distinctive and individual sense of place. For example, the Park / Eco Area to the west has a different set of uses and feel as compared to the Centre of the Village with its mix of retail, business, institutional and cultural uses. Furthermore, some key design elements and precedent examples were identified. These were part of the methodology to determine elements for further investigations. Key were the portals to provide a link, both physical and visual, between the water and the land. Ideas about enhancing the pedestrian experience on the water and land were other key components identified as demanding further study and subsequently solutions.



3.2 INVITATION AND SURVEY

Following the inventory and analysis stage, the design team in association with the CVRD invited the community to test the analysis and to bring their insights into the opportunities and challenges facing the community. In preparation for the engagement for the Design Charrette, a number of public engagement tools were prepared for the Design Charrette that tested the existing physical, economic, social, and organizational health of the Village. This was the DHATA survey tool. In addition, there were other poster discussion displays, community mapping, and discussions were planned as part of the Design Charrette.

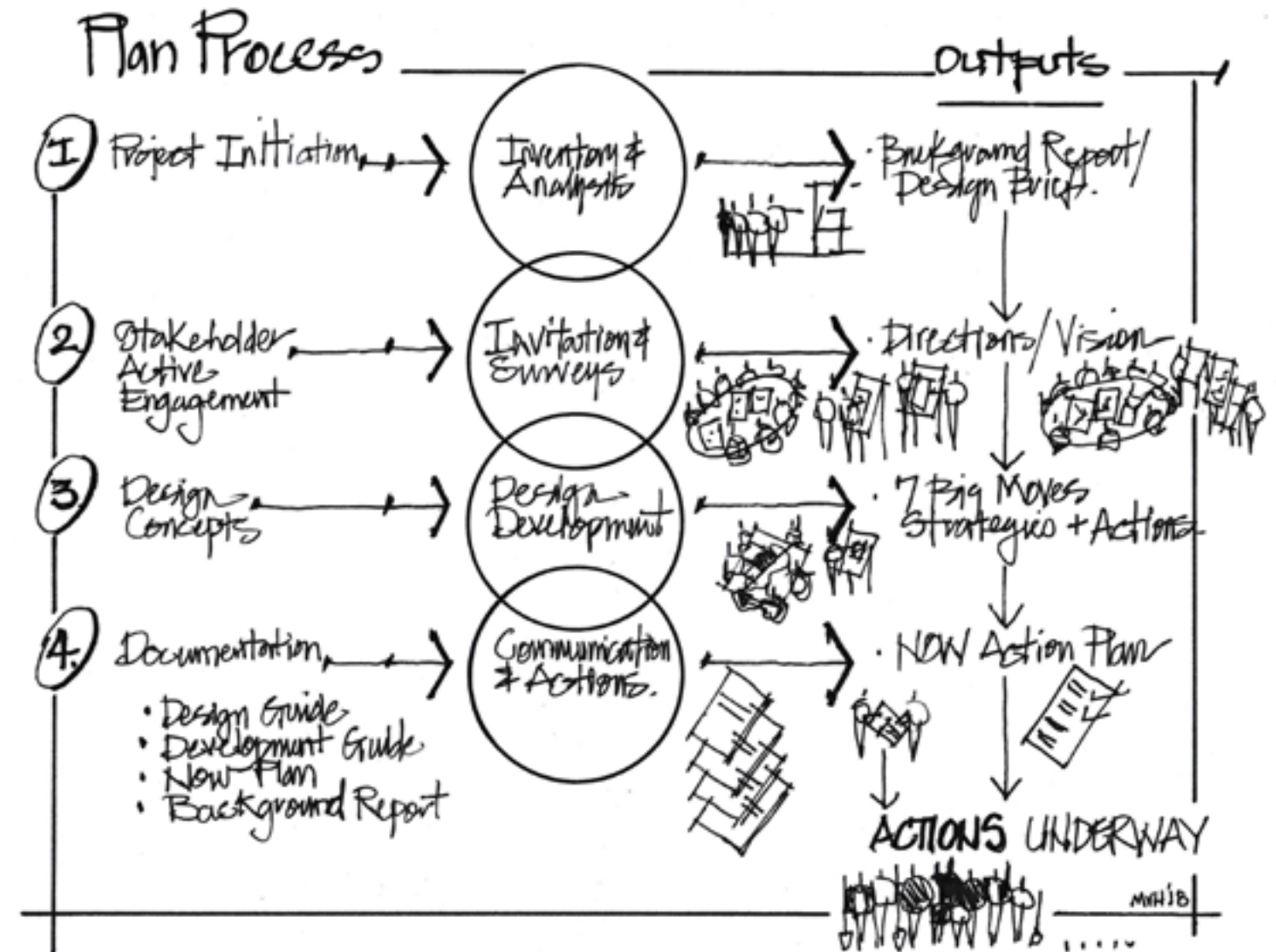
3.3 DESIGN CHARRETTE

The four-day Design Charrette in April kicked off with a key stakeholder walkabout and discussion in the afternoon of the first day, followed by a community discovery workshop the first evening. A number of displays and community mapping invited the community to respond and discuss various opportunities and challenges. The design team worked hard the following three days with continuing stakeholder discussions and presentations covering transportation, parking, design guidelines and other issues. The community was invited to drop in during the next two evenings to view and comment on progress. The final capstone was the public presentation on the final evening where the preliminary concepts and directions were presented to the community. In addition, the team had prepared a sign-up sheet for the “Now Plan” of actions. The results and feedback were promising as rich discussion followed ranging from excitement to concerns over budget. The presentation was generally well received by the community with solid support from the CVRD.

3.4 ACTIONS UNDERWAY

The Action Plan is divided into three separate initiatives:

- **Design Guide:** The comprehensive short, medium and long-term action plan divided into four themes;
- **Development Guide:** The detailed design guidelines that will give direction to new development; and
- **Now Plan:** A series of ten initiatives that are underway as a partnership between the community and the CVRD.



STRENGTHS

URBAN PLANNING / LAND + WATER USE

Mixture and diversity of uses; parks, accommodation, restaurants, tourist facilities, residential (both on land + marine), institutional (Maritime Museum, Cowichan Estuary Nature), marina facilities and

working harbour These are strong foundations for a vibrant area.

Heritage buildings and structures (Masthead Restaurant + Vintage Shipyards)

Uses over Water

Working harbour + commercial fishery

EMPLOYMENT AND ECONOMIC DEVELOPMENT

Compact, Iconic Fishing Village / established brand

Character Areas:

Centre – business, tourism and culture within a 5 – minute walk to either end. From a retail perspective this is a natural building block.

West – residential/ accommodation, recreation (including active playground, picnic + small craft launching site)

East– hotel + floating wharf which can be used by small cruise ships + fishing vessels

TRANSPORTATION AND CONNECTIVITY

Highway is part of a scenic tour route

WATER AND SEWER

Existing residents, businesses and most harbour users are receiving good utility services

OPPORTUNITIES

URBAN PLANNING / LAND + WATER USE

Possibility for incremental residential or live/work infill including on south hillside and ability to include retaining walls and additional parking

New park off Botwood Lane with connection to floating wharf plus re-design of commercial fishery facilities

Public Washrooms + comfort stations

Harbour improvements (wharf, moorage)

Provide Portals + Public Piers to provide links between Main Street/ water

Extend Uses over Water

Amend Planning Documentation (OCP / DPAs, Zoning) where appropriate to support changes (enable denser infill housing, support design guidelines, park policies to enable mixture of use and tenure)

EMPLOYMENT AND ECONOMIC DEVELOPMENT

Promote each character area / places + destinations , including additional food + beverage outlets at west + east to anchor retail

Improve signage + wayfinding – develop a Village Walk

Possibility for Community Centre + Cultural Precinct; artist-in-residence program

Opportunities for marine tourism (diving, marine life viewing, boating etc)

TRANSPORTATION AND CONNECTIVITY

Transform Highway to calmed Main Street, with improved streetscape and pedestrian / bike mobility

Waterfront Boardwalk, Portals + Public Piers

Mobility / Parking: shuttle bus and water taxi loops

Possibility for additional parking; reshaping hillside to include retaining walls, walking trail and additional parking or move boat launch, perhaps Western Stevedoring site

Use of Transportation Management Strategies to improve parking

WATER AND SEWER

Opportunity to coordinate water and sewer repairs and upgrades with other government authorities such as MOTI plus ensure water for fire suppression. Could also include cost sharing

WEAKNESSES

URBAN PLANNING / LAND + WATER USE

Lack of community gathering + meeting space
Limited development area for new uses such as residential on land
Slope on south side of Highway has history of instability
Lack of pedestrian linkage + bicycle facilities
Lack of linkage between water and land (both visual + physical)
Limitations on water uses (CEEP, environmental including eel grass restoration)
Riparian access issues
Public washrooms needed for both marine users + visitors

EMPLOYMENT AND ECONOMIC DEVELOPMENT

Parking and transportation. Lack of parking spaces, including tourist buses, is threatening sustainability and further development of existing businesses.
Seasonality of businesses + inconsistent business hours
Pedestrian mobility
Signage clutter in places which is difficult for tourists plus linkages to water not clearly identified

TRANSPORTATION AND CONNECTIVITY

Unstable hillside
Sea level rise (1m by 2100) would make new construction relatively expensive

WATER AND SEWER

Issues with sewer system (Infill/infiltration) and culvert discharge under wharf
Issues with water distribution system (capacity, asbestos mains require replacement)

THREATS

URBAN PLANNING / LAND + WATER USE

Concern about the noise and traffic associated with commercial fishery
Tourism will increase land values and make the Community unaffordable

EMPLOYMENT AND ECONOMIC DEVELOPMENT

Inability to solve parking and transportation issues could affect the sustainability of existing businesses and suppress future development prospects which would inhibit economic development and viability of the Village
Need additional residential and other uses for off-season commercial sustainability

TRANSPORTATION AND CONNECTIVITY

Governance structure. Ministry of Transportation + Infrastructure (MOTI) has jurisdiction over Cowichan Bay Highway; currently has only budgeted for repairs. MOTI does not provide for needs of pedestrians + cyclists
Inability to resolve parking management or to obtain a License of Occupation on Right of Way from MOTI

WATER

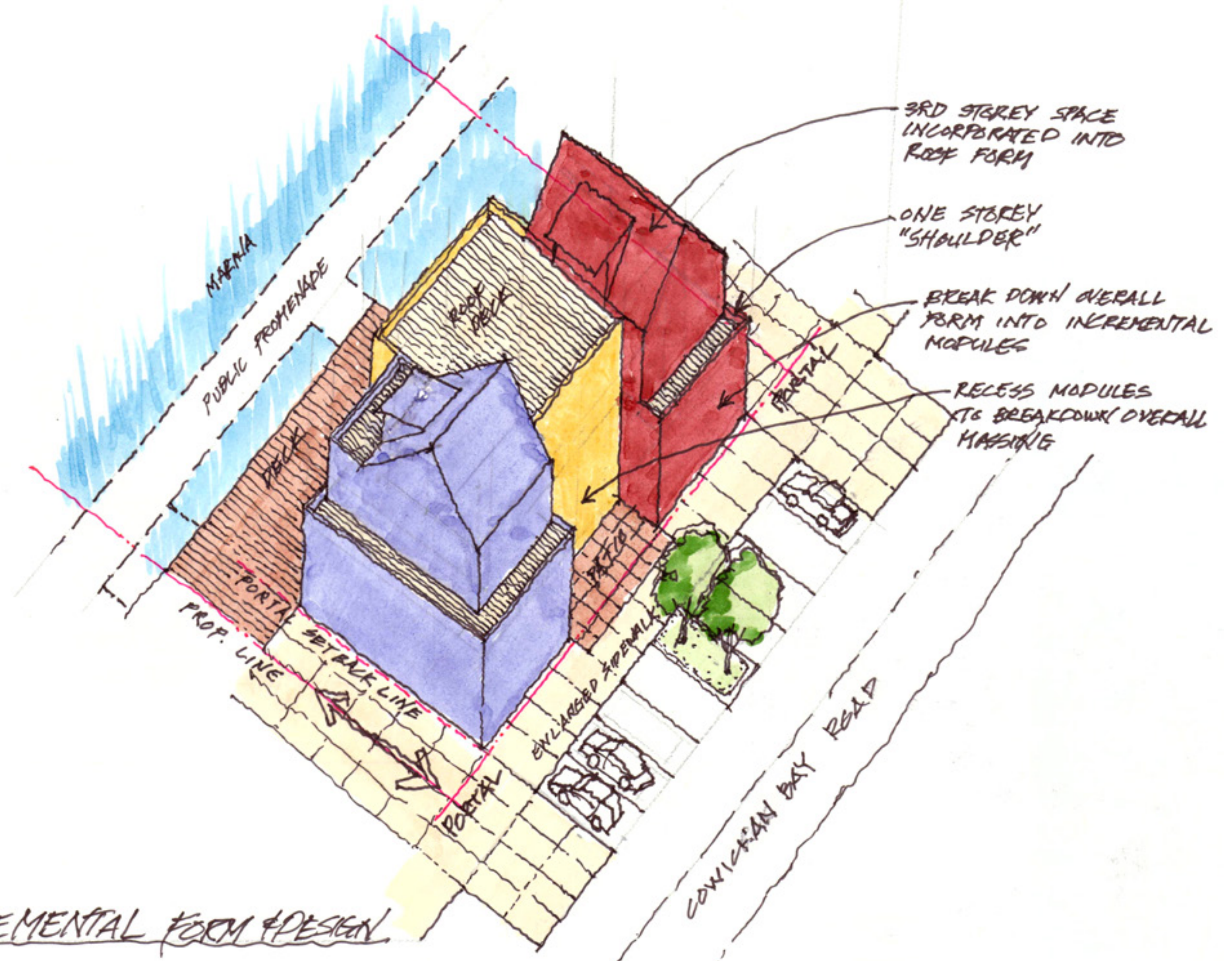
Fire suppression and possible lack of water+ infrastructure





4 Approach, Principles + Strategies

concepts



3RD STOREY SPACE
INCORPORATED INTO
ROOF FORM

ONE STOREY
"SHOULDER"

BREAK DOWN OVERALL
FORM INTO INCREMENTAL
MODULES

RECESS MODULES
TO BREAKDOWN OVERALL
MASSING

MARINA
PUBLIC PROMENADE

ROOF DECK

PORTAL

PORTAL
PROP. LINE
SETBACK LINE

ENLARGED SIDEWALK

PORTAL

COWICAN BAY ROAD

INCREMENTAL FORM DESIGN

4.1 OVERVIEW

Although Cowichan Bay Village is small in area, there are numerous complexities involved with change in such a historic, iconic place. This section lays out the approach and guiding principles used to celebrate, protect, and enhance the Village long into the future. The overarching goal is to maintain the components that make the Village special while enhancing the magic and weaving in additional measures in an incremental fashion. The result will be a lively and vital community that appeals to residents, businesses and visitors.



*An international network of towns where
quality of life is paramount*

Our mission is to preserve the unique identity of the Cowichan Bay area and to continually improve the quality of life for residents and visitors by:

- Celebrating our community's history and traditions,
- Promoting craftsmanship and environmental stewardship,
- Maintaining the community's distinct character by avoiding mediocrity, and
- Engaging residents and visitors in creating and sharing a good life.

In 2009 Cowichan Bay became North America's first Cittaslow community, joining over 119 Cittaslow towns in 20 countries. These communities are brought to life by the people who take the time to build community relationships and enjoy a quality of life. They are blessed with quality spaces, shops, inns, historic buildings, farms, nature and unspoiled landscapes.

Cittaslow Charter

A Cittaslow community is one which:

- Celebrates and preserves its **history** and traditions.
- Celebrates and promotes high standards of **hospitality**, encouraging visitors and local people to make the most of all that the town and its hinterland has to offer.
- Celebrates, promotes and uses traditional and environmentally friendly methods for producing and enjoying **food and drink**.
- Celebrates and promotes **local products** rooted in local culture and tradition, highlighting what is unique about the local area and safeguarding traditional ways of making things.

Residents and visitors are encouraged to be in direct contact with and purchase goods from local artisans and producers at local shops, markets, fairs and activities in and around the community.

- Encourages those who work, live, or visit the community, and in particular young people, to develop an **awareness** of the community's quality of life and excellence in food, drink, and conviviality and the value of local traditions, products and production methods.
- Promotes and supports an **infrastructure** that develops and maintains the distinctive character of the surrounding area and the community's quality of life, prioritizing regeneration and re-use over redevelopment and modernization.
- Promotes and supports public gathering places, effective transit, bicycle and pedestrian movement and enhancement of the "**built environment**" that is sensitive to history, tradition, and the needs of the people.
- Promotes **environmental stewardship**, encouraging technologies and approaches that improve the town's facilities and embrace and enhance its quality of life, including improved air and water quality, repurposing and recycling, and reducing the community's carbon footprint.

4.2 APPROACH

Themes

The four themes derive from the pillars of sustainability and resilience. They are comprehensive in nature and address the specific needs and desires of the community. The themes are: Mobility, Culture+Character, Environment and Economy.

Principles

The guiding principles serve as the the foundation underlying the design and the actions for each of the themes. The principles are the 3 C's: Connect, Complement and Concentrate.

Actions

The actions for each theme are evaluated as to which of the 3C principles are being addressed.

4.3 THEMES AND 3C GUIDING PRINCIPLES



THEME 1: MOBILITY

Value pedestrian safety and convenience over vehicular efficiency.

Primary Principle: Connect

Improve safety and access along Cowichan Bay Road and to the waterfront; valuing pedestrian safety and convenience over vehicular efficiency. Strengthen walking/cycling connections in the creation of a “5-minute” village. Consider other modes of transportation including water taxis, upper to lower bus shuttle and car co-ops. As the heart of the wider community, Cowichan Bay Village must also strengthen connections. There must not only be convenient access and circulation, but also parking and everyday services that allow people to visit easily.



THEME 2: CULTURE + CHARACTER

Respond to historical patterns as well as existing and future community needs.

Primary Principle: Complement

New development needs to protect the existing Village character and charm. It must respond to historical patterns of form and function as well as existing and future community need. As such, it should be incrementally built over time, like the existing Village. There may be infill which adds new built form to the existing fabric, but it must fit and relate to the existing small-scale grain.



THEME 3: ENVIRONMENT

Grow ecologically with progressive long – term techniques.

Primary Principle: Complement

Existing and new uses need to rehabilitate and protect the environment.



THEME 4: ECONOMY

Maintain and promote historic industries as well as new, infill development that is compatible and viable in the short, medium and long term.

Primary Principle: Concentrate

Focus on the centre of the village area first for improvements and then expand improvements outwards. Vitality and vibrancy are essential and ensured through a diverse and concentrated range of activities. This will lead to local economic, social, and cultural prosperity and resilience. An important asset is walkability wherein goods and services are within easy walking distance, but, above all else, walking needs to be clean, comfortable, efficient and experiential. The village must be a vibrant, year-round destination for business, culture and activity throughout the day and evening, including housing, arts and events.

4.4 CHARACTER AREAS

The analysis led to three distinct character areas for design development and, consequently, differential approaches to marketing. The following section outlines these different areas, plus the relationship to the Big Moves. The new Village Revitalization Plan strives to enhance placemaking by establishing character areas that are seamlessly connected at a pedestrian scale on the land and water's edge and where business frontage, visibility and storefront transparency are prioritized. Portals will create a permeability that will draw and promote mobility and patterns of circulation in and out of the Boardwalk and Village Walk – creating an immersive weaving sense of village exploration.

The first character area is the HARBOUR EAST CHARACTER AREA or '*The Active Edge*'. It extends from the Cowichan Tribe Reserve to the Cowichan Bay Marina Office. This character area is to be the high energy launching area for the working harbour and visitors for leisure and active recreation pursuits

The relationship to Big Moves is:

- Boardwalk pedestrian connectivity
- Village Walk pedestrian connectivity
- Clearly define public access points to experience the water
- Stabilizing the slope for a live-work mix that provides more public parking
- Create an 'anchor' for the Village and for new boardwalk
- Dialogue with hotel operator for shared parking for Village employees
- New public access connection to east Fisherman's Wharf / 'Sea lion sanctuary'

The central character area is deemed to be the VILLAGE CORE CHARACTER AREA or '*The village heartbeat*'. It lies between the Cowichan Bay Marina Office and the Maritime Museum. Its identity is as the gritty heart of the Village where residents and visitors celebrate community values and where the heritage of the water's edge meets a rustic street ambiance

The relationship to Big Moves is:

- Boardwalk pedestrian connectivity
- Village Walk pedestrian connectivity
- Community activation of the public realm on the water and street edge
- Street parking prioritized for customers and visitors NOT boaters

The COW BAY WEST CHARACTER AREA or '*The resident vibe*' ranges from the Maritime Museum to Boat Launch Lot. It is the eclectic, yet tranquil edge of the Village Walk where residents and historic charm provide a unique atmosphere

The relationship to Big Moves is:

- Additional parking for residents and visitors
- Improved pedestrian connectivity on the street edge

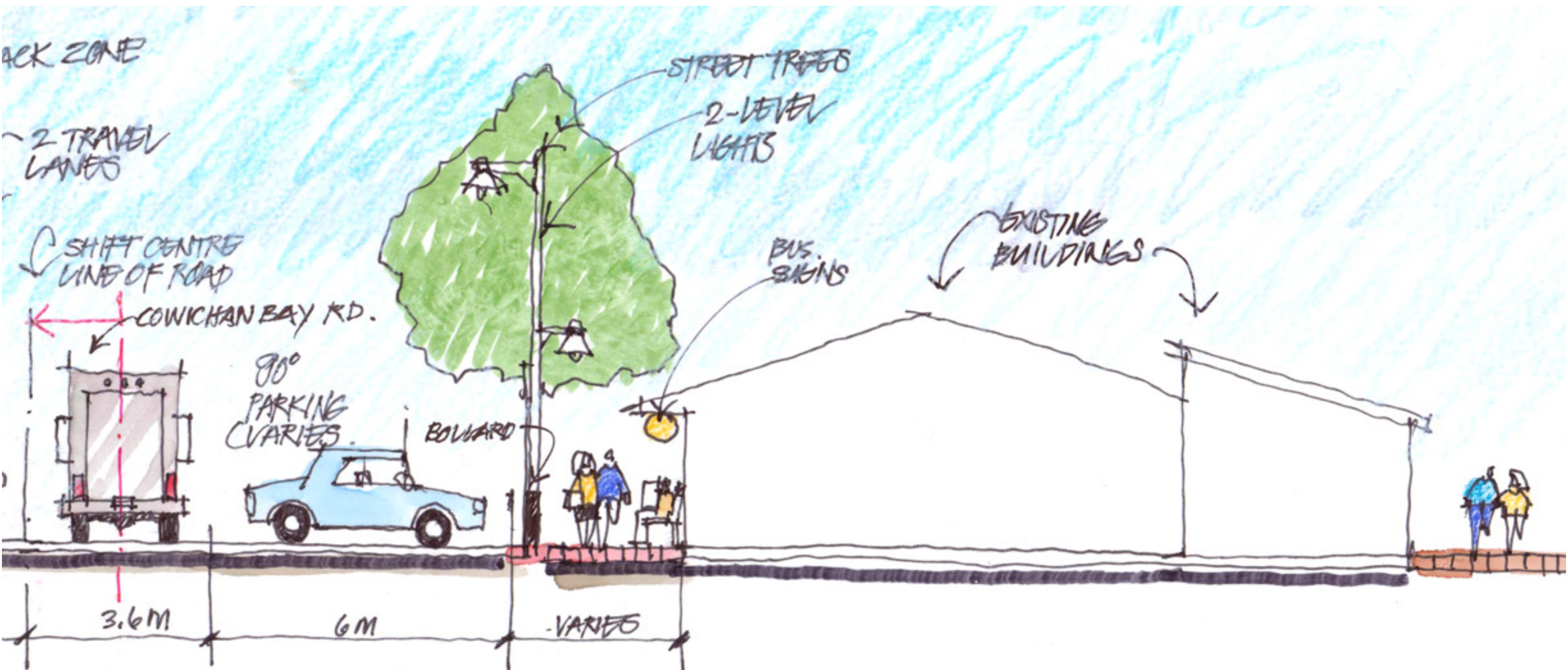






5 Themes of Sustainability and Resilience

renew



SECTION THRU COWICHAN BAY ROAD
LOOKING WEST



5.1 MOBILITY

Mobility refers to the safe and efficient movement of people and goods to, from and within the Village. This theme focuses on creating a safe, convenient, and comfortable transportation network. In particular, it relates to the principle of connection as it examines the movement of pedestrians and cyclists via sidewalks, trails, boardwalks, and other human-scale features. Furthermore, the promotion of active transportation complements the existing character + culture by relating movement to historic development patterns. It is also dependent on the concentration of activities.



5.1.1 Existing Situation

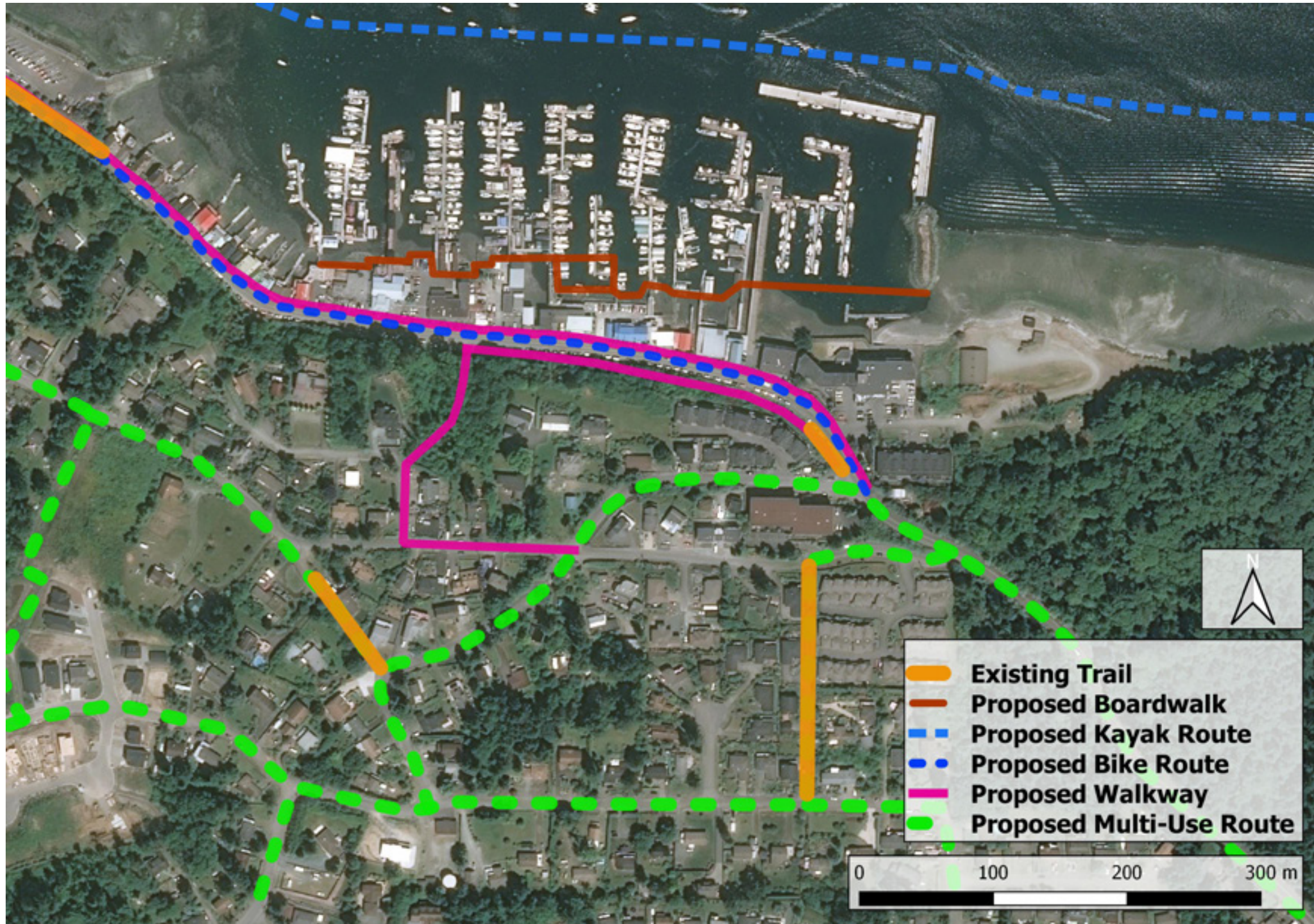
Currently, the transportation network in the Village is characterized by a car-oriented Highway with a lack of active transportation features. These include:

- a limited or no sidewalk
- limited connections between residential areas on top of the slope with the commercial area along Cowichan Bay Road
- lack of separation between cars and pedestrians leads to an unsafe situation and an absence of discernable public realm
- not designed for specialized users including children, older people, parents with strollers, pedestrians who have vision impairments, people using wheelchairs and other assistive devices
- no facilities for bikes such as marked 'sharrow lane', or separate bike lanes

A major concern voiced throughout the Design Charrette process was the need to address Mobility. Issues raised were the requirement for additional and safer opportunities for pedestrians and cyclists. More and clearer movement both adjacent to and via the water was raised. The Big Idea or redesign of Cowichan Bay Road, from car-oriented highway to people-oriented Main Street is of prime concern. The re-design must not neglect vehicular safety and continue to allow for movement and access of emergency vehicles such as police and fire, as well as large vehicles such as transit buses and trucks for goods delivery. It also must be complemented by the implementation of a parking strategy, including designated short- and long-term parking areas, designated employee parking, and additional parking capacity. Given the narrow right-of-way, this will not be an easy task.

One of the advantages of the Village is the relative density and close proximity of facilities. Transportation planners typically use the 400m or 5- minute rule when analyzing accessibility. The blue line on the following graphic indicates places within 5 minutes or 400 m from the centre of the village. Admittedly, there are a lack of facilities from the centre of the Village to the residential areas on the upper slope. The solution to this problem is construction of linkages from the centre of the Village to these residential areas.

The adjacent graphic depicts the major areas within the Village; the waterfront and the residential land uses on the slopes with the Highway in between. Connections between these areas are weak; green arrows show possible physical and view connections.



5.1.2 Mobility Plan

The Mobility Plan presents the proposed routes for walkways, trails, cycling routes, multi-modal routes, kayak routes as well as existing trails. The proposed Boardwalk and walkway to connect Cowichan Bay Road via the “gully” are not in the current Parks Master Plan, although a connection further west via Wessex Road is included. Another walk, indicated in pink, could be developed from the “gully” to the eastern edge of the Village. This alternative would be at a higher level – the “Ridge Walk” and enable views over the existing building to the water. It would connect to the existing trail system. This conforms to the Cowichan Bay Community Parks and Trails Vision; to have an interconnected system of local parks, inclusive of beach access points and waterfront parks., with major community destinations linked by a network of trails and pathways for walking, hiking and cycling. Other possibilities, such as water taxis or similar, may be appropriate but are not included on this diagram.

The Plan includes a Bike Route along Cowichan Village Bay. The road is not sufficiently wide to accommodate separate bicycle lanes, so the required approach will be what is known as a ‘sharrow lane’. In fact, since the proposed lanes will be narrower than 4.0 metres, the cars and bikes must be in the same lane rather than side by side. The following is an example from Vancouver with the conventional pavement markings. Signed speed should be less than 60 kph.



VILLAGE VOICES

“Pedestrian mobility in the village isn’t good. We need better walking paths. What we have now is unsafe.”

5.1.3 Highway to Main Street Details

The proposed walkway along Cowichan Village Bay Road relies on the redevelopment of the road from a Highway to a calmed Main Street. The design includes:

- Driving lanes shifted to the hillside
- Enlarged and continuous pedestrian route in front of commercial / institutional buildings
- Space in front of commercial / institutional buildings wider to allow for outside displays and seating
- Streetscape improved by addition of street trees where width exists
- New pedestrian scale lighting in terms of height and separation
- 90-degree (perpendicular) parking which allows for more spaces
- Parallel parking possibilities where street is narrower
- More visible and frequent bicycle parking opportunities



The Highway right of way, or width, is not consistent from one end of the Village to the other. Going forward, it is necessary to account for these different widths with a variety of street sections. Layouts may include alternative combinations of perpendicular and parallel parking. Perpendicular car parking means parking cars side by side, perpendicular to a wall, a curb or something else. This type of parking is often found in parking bays and garages because one can park more vehicles in a limited space. On a relatively narrow road right of way, where perpendicular parking may not be possible, parallel parking is indicated. This refers to parking a vehicle in line with other vehicles parallel to the curb, front bumper to rear bumper. Parallel parking usually occurs on the side of narrow streets because it leaves enough room for traffic to pass.

The preferred street design for Cowichan Bay Village comprises a wide and continuous sidewalk close to the retail areas, parking as allowed by the physical dimensions of the road and travel lanes shifted closer to the hillside.



5.1.4 Parking

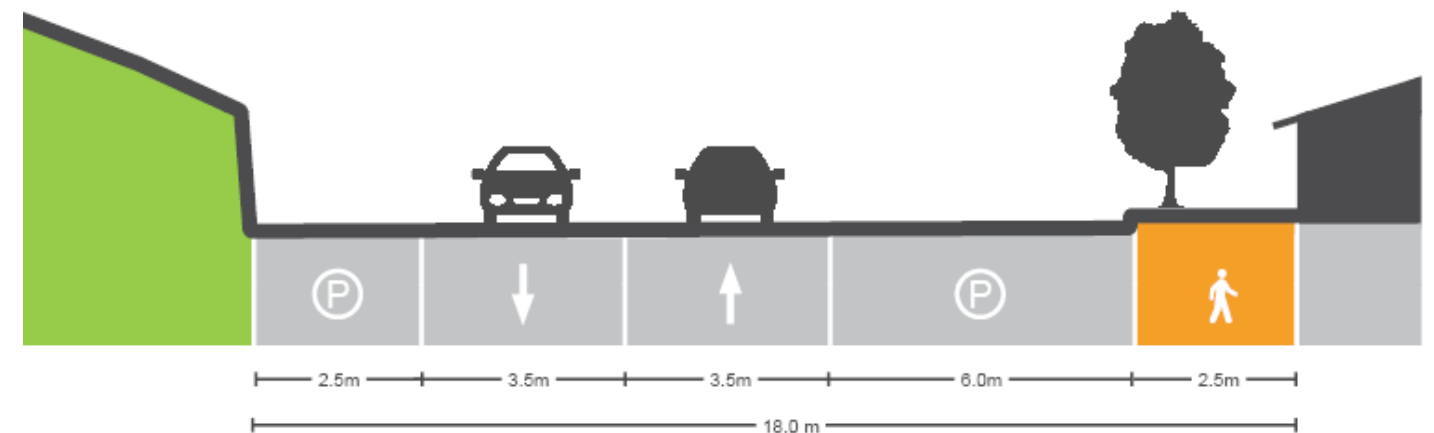
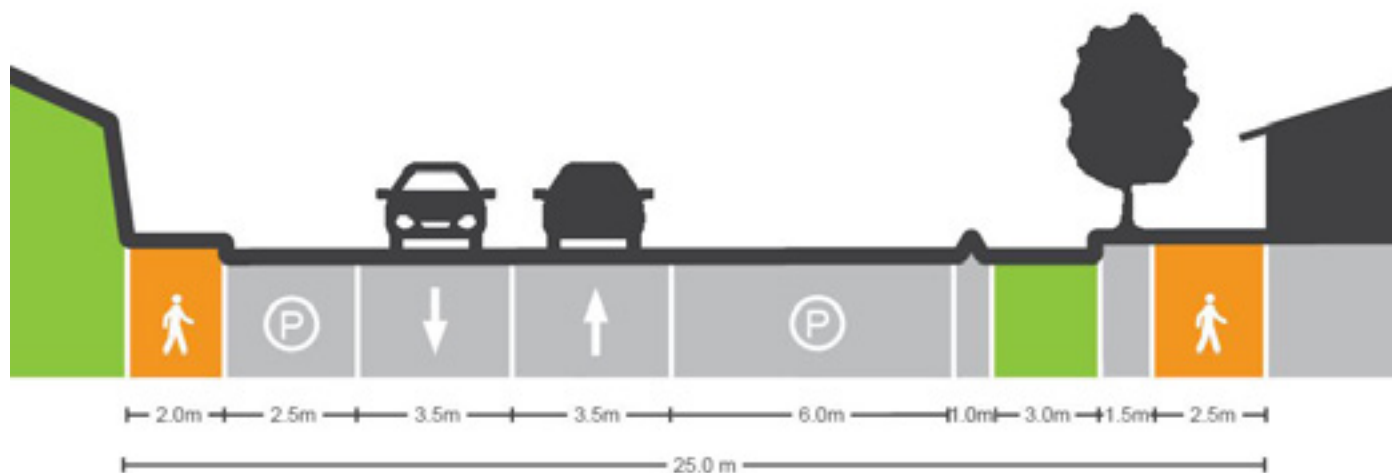
Parking is seen as another issue – both in the management of existing spaces and possible development / acquisition of new spaces. The general strategy is to have short-term parking as close as possible to the commercial areas for a comfortable experience.

Various parking management methods to achieve this goal include:

- Staff parking not allowed in prime spaces
- Regularize parking spaces by painting appropriately sized spaces so that vehicles park efficiently
- Time limitations on parking
- Specified resident parking
- Enforcement

Dimensioned examples of streetscape design, dependent on the road right of way widths, follow. Parallel parking is shown alongside the slope and perpendicular parking is shown adjacent to the existing buildings. See the *Background Report* for additional streetscape alternatives and parking analysis of current spaces.

The Provincial Ministry of Transportation and Infrastructure (MOTI) is the road authority for the development and maintenance of all public roads in Electoral Area D – Cowichan Bay. As such, many of the above require their support. One possibility is that CVRD may be able to obtain a Licence of Occupation from the Province of BC; it is defined as an instance where the lands are needed for uses that are permanent or where there are specific restrictions or management objectives. The licence is normally issued for a term of 10 years.

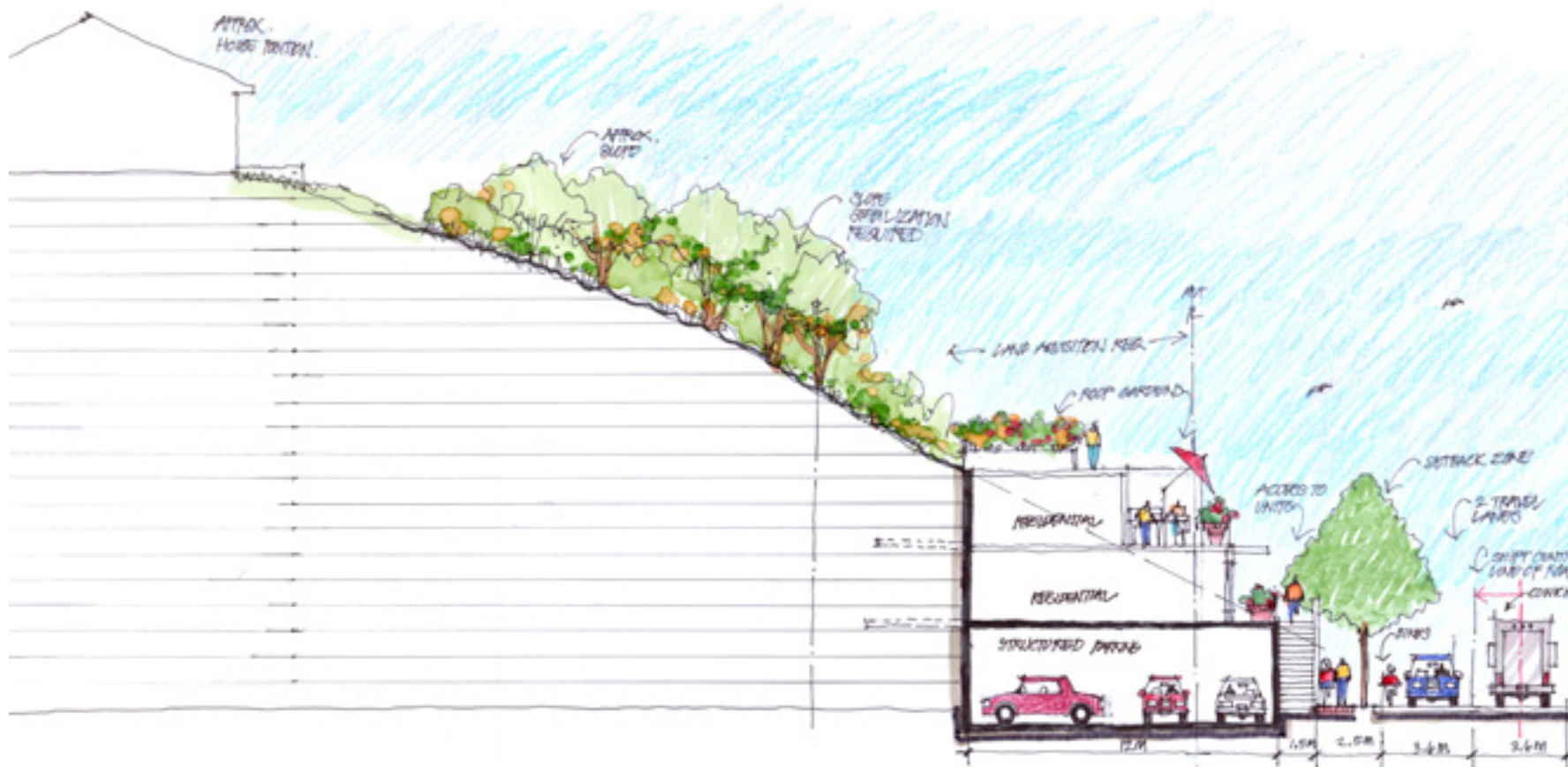


5.1.5 Action Plan

COWICHAN VILLAGE BAY ACTION PLAN							
ACTION	3 C'S			TIMING IN YEARS	PRINCIPAL RESPONSIBILITY	PARTNERSHIPS	FUNDING
	CONNECT	COMPLEMENT	CONCENTRATE				
Theme 1: Mobility							
1.a Pedestrian Experience (Dependent on 1 c)							
Widen Sidewalks	x				CVRD Planning + Engineering	CVRD	CVRD Funding, Grants
Landscaping		x			CVRD Parks	Community	CVRD Funding, Grants, Community
Connection to residential areas	x	x		3 to 7	CVRD Parks		CVRD Parks Budget
Street Furniture for paths	x	x	x		CVRD Parks	Community	Community, CVRD Funding, Grants
1.b Bicycle Experience							
Road marking	x				CVRD Planning Dept		CVRD Staff Funding, Agreement with MOTI
Local side trip maps	x			1 to 3	Cycling organizations	Cycling organizations	Rotary
Bike Attack – cycle racks, refurbish + paint existing	x	x		1 to 3	Business Owners	Institutions	Business Owners, Rotary, CVRD
1.c From Highway to Main Street							
Design and construct a public realm gateway at both entrances	x	x		1 to 5	CVRD Planning and engineering Departments	CVRD, MOTI	CVRD, Grants, Community Fund Raising
Traffic Calming to Improve safety	x	x		5 +	MOTI	MOTI + CVRD Engineering	MOTI Budget, Gas Tax Fund
Re-construct Highway through Village	x	x		5 +	MOTI	MOTI	MOTI Budget, Gas Tax Fund
Widen road / provide retaining walls as required	x	x		5+	MOTI	MOTI	MOTI Budget, Gas Tax Fund
Upgrade utilities Replace asbestos pipes + increase main sizes for Water		x		5 +	Cowichan Bay Water authority		Cowichan Water Authority, Plebiscite Funding, Grant Funding
Improve storm water management		x		5 +	MOTI	CVRD + MOTI	MOTI, Grant Funding
1.d Parking Supply							
Implementation Now Meeting re Staff Parking, Boat + Marine User Parking, Tour Bus Parking			x	1 to 2	Village Working Group	Community	Staff Parking
Reconfigure street parking (Design, Delineate Parking spaces, Signage)	x	x		1 to 2	MOTI	Volunteers, MOTI + CVRD Engineering	CVRD Funding, Grants, Volunteers

COWICHAN VILLAGE BAY ACTION PLAN

ACTION	3 C'S			TIMING IN YEARS	PRINCIPAL RESPONSIBILITY	PARTNERSHIPS	FUNDING
	CONNECT	COMPLEMENT	CONCENTRATE				
Additional parking: Westcoast Terminal, Gully, partnership with First Nations			x	1 to 7	Terminal, First Nations, OceanFront Hotel		CVRD Funding, Grants
Infill housing in "pockets" on the hillside. Retaining walls required for the structure would support the hillside and additional parking could be provided	x	x	x	1 to 7	Private Developer	CVRD – Ensure Zoning Bylaws accommodate this form of housing +parking. Also ensure ease of process.	
1.e Parking Management							
Parking Regulations + Enforcement (including time restrictions – perhaps 3 hours), Improve shoulder if license of occupation obtained, short and long-term parking areas	x			1 to 3	CVRD Planning Dept		CVRD Staff Funding , Ambassador Program, license of occupation from MOTI







5.2 CULTURE + CHARACTER

This theme focuses on preserving the Village character through complementary aesthetics, plus celebrating the rich local culture and history. Any new development should respond to historical patterns as well as existing and future community needs. Not only physical elements, but also elements of social interaction are important. To provide a focus on communal meeting and gathering. Currently, the character in the Village is funky and eclectic, with elements of marine architecture, grit, and DIY (do it yourself). The Village effectively integrates some cultural elements (e.g., boating, fishing and history). The primary objective is to complement with the existing Village character and charm.

5.2.1 Existing Situation



HISTORIC WOODEN STRUCTURES + RED TRIM

VILLAGE VOICES

“We need to keep the character of the village funky and not junky.”



EFFECTIVE SIGNAGE COMMUNICATES CLEAR INTENTION, BUT CLUTTERED SIGNAGE CREATES CONFUSION AND MIXED MESSAGING



5.2.2 Placekeeping + Placemaking

The concept underlying the village character and culture is to placekeep or keep the great elements that currently exist and to placemake, by facilitating improvements that seamlessly complement the existing urban fabric. The approach should be to respect the rich cultural values of the local area, including indigenous, coastal marine, and agricultural. In other words, the future should take the rough diamond that is Cowichan Bay Village and polish it to an even more magical place.

Placemaking is traditionally seen as a multi-faceted approach to the planning, design and management of public spaces. It capitalizes on a local community's assets, inspirations, and potential, with the intention of creating public spaces that promote people's health, happiness, and well being. Placekeeping refers to the recognition of a place not only as a past but also as a present and a future place based on its unique location and history.

The existing small-scale character and form of the Cowichan Bay Village is fundamental to its future and unique sense of place. Single building form and limited height in redevelopment will continue to be key ingredients. Buildings should follow maritime or west coast design themes to fit into the existing character. Any new development should promote street-oriented buildings developed to a high-quality design standard. A mix of housing types to accommodate social diversity is important – from people living on boats to new housing forms such as live/work infill.

Placemaking often references the concept of 10+, places thrive when there is a range of reasons (10 or more) to be there: e.g., places to sit, playgrounds to climb on, food to eat, art to touch, views to enjoy, unique activities to take part in. A Big Move for Cowichan Bay Village is a Water Court, which will provide a unique public place on the water. There are existing public cultural facilities (Cowichan Environmental Estuary Centre, Maritime Museum), as well as a private Art Gallery and public art on individual properties. A Community Centre to provide gathering space for public activities, including Seniors, could be a possibility. A new park off Botwood Lane will provide valuable outdoor access to the water. Development of the gully in the hillside as a potential natural amphitheatre is a possible location for public events. Another of the Big Ideas is development of Portals between the new Main Street and the Boardwalk. They too can provide unique gathering places. Furthermore, they should provide for a range of ages, creating accommodating, accessible and desirable spaces for children, families, and seniors.

5.2.3 Celebrate History and Culture

Existing heritage structures include: Masthead Restaurant, Vintage Shipyards and the Fisherman's Pier. They should be an integral part of the future form and historic appearance, although they could be re-purposed or transformed in terms of use and function. Opportunities exist that are not physical in terms of mobility, such as the development of a Village Walk Map to indicate where people can walk – both on the Highway, or the calmed Main Street as well as and on the Boardwalk. Village landmarks plus institutional and retail highlights should be included. Information signage / plaques should also be considered.



BUILDINGS ON LAND AND WATER.

5.2.4 Action Plan

COWICHAN VILLAGE BAY ACTION PLAN							
ACTION	3 C'S			TIMING IN YEARS	PRINCIPAL RESPONSIBILITY	PARTNERSHIPS	FUNDING
	CONNECT	COMPLEMENT	CONCENTRATE				
Theme 2: Culture and Character							
2.a Portals							
Portal Program – Identify a unique theme for each of the four Portals, a name and a representative piece of art.	x	x	x	1 to 8	Initially Village Working Group	Everyone! (CBIA, Businesses, Cittaslow, First Nations, CVRD, Community, Local Artists)	Variety of Fundraising Initiatives; special events such as concerts, BBQs, contributions from local businesses, and GoFundMe.
2.b Board Walk							
Board Walk; particularly a “t” anchor for new boardwalk and public access to “sea lion sanctuary”.	x	x	x	1 to 8 (develop in stages)	CVRD / Community Society	CVRD/ Private Sector / Harbour Authority	Private Sector, Harbour Authority, Grants, Community Society such as Crofton/Crowd Funding
2.c Gathering Spaces							
Parks and meeting spaces (Off Botwood Lane, Potential Natural Amphitheatre in Gully)	x	x		1 to 5	CVRD Parks		CVRD Parks
2.d Community Livability							
Implement Design Vision / Review OCP/Zoning/Policies	x	x	x	1 to 15	CVRD	Private Sector, First Nations, Fisherman’s Wharf Society, Harbour Authority	CVRD First Nations, Harbour Authority
Enhanced (shared) community toilets and services		x		1 to 5	CVRD	Private Sector, First Nations, Fisherman’s Wharf Society, Harbour Authority	
2.e Community Hall							
Community Hall	x	x	x	Short – Medium term	CVRD	CVRD, Community	CVRD Funding, Grants, Community Fundraising, other opportunities such as ICET If private tourism uses incorporated
2.f Placemaking							

COWICHAN VILLAGE BAY ACTION PLAN

ACTION	3 C'S			TIMING IN YEARS	PRINCIPAL RESPONSIBILITY	PARTNERSHIPS	FUNDING
	CONNECT	COMPLEMENT	CONCENTRATE				
DIY (Do It Yourself) Improvements. Can include programming such as festivals, street performers, food trucks particularly at Parks, kids events.	x	x	x	1 to 3	CVRD – examine regulations such as Park Use Policies to consider allowing commercial vendors (e.g., food trucks, floating food vendors) in village parks and water lots.		Minimal
Community Seat Yourself Program.	x	x	x	2 to 3	Business Owners	CVRD	\$5,000
Patio and other infrastructure	x	x		2 to 5	Business Owners	CVRD – examine regulations such as Park Use Policies, Outdoor eating	
Heritage recognition + other information plaques		x		2 to 5	Non-profit community organization	CVRD	Heritage Legacy Fund + Indigenous Partnership
Development of Village Walk Map		x		2 to 5	Non-profit community organization	CVRD	Heritage Legacy Fund
Display of working boats ie Volunteer Coast Guard (lighting for evening)		x		1 to 3	Maritime Museum, Coast Guard		Minimal
Examine opportunity for Floating Home Community in Cow Bay West	x	x	x	1 to 3	Marina Owners		Minimal





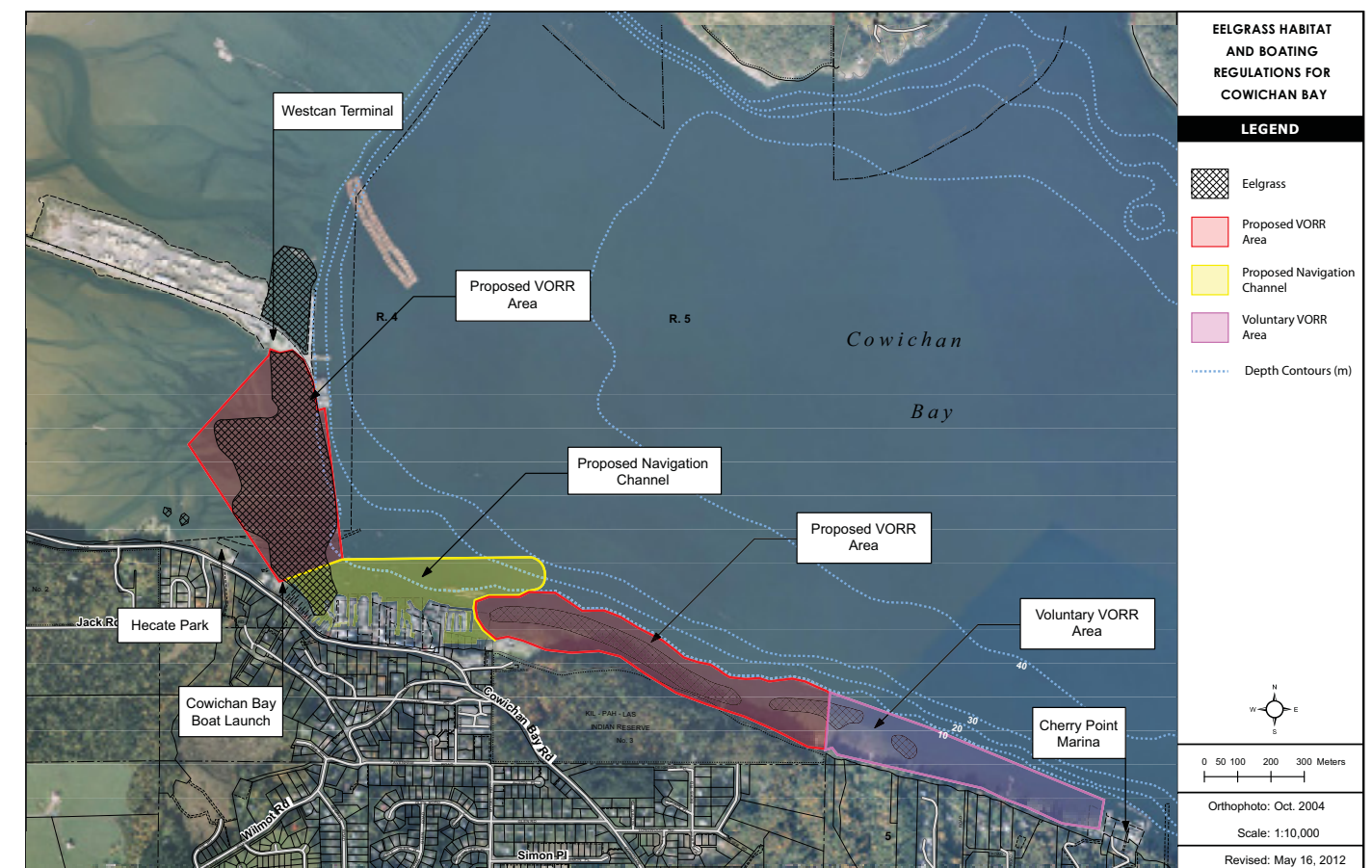
5.3 ENVIRONMENT

This theme focuses on recognizing the Village's social and economic dependency on its incredible natural environment as well as protecting and restoring ecology in three interconnected zones: marine, marine foreshore, and upland. Eco-tourism, education and green business are future opportunities worthy of pursuing. In other words, any growth should be done with ecological and water sensitivity using progressive long-term techniques. The primary principle therefore is to continue to rehabilitate and protect the environment.

5.3.1 Existing Situation

The shoreline beachfront and near shore ecology of the Cowichan Bay Village waterfront has been heavily modified over the last century. The shore comprises the following:

- Kilpahlas Beach – a historic intertidal shellfish creek estuary and beach, filled (in the 70's) to provide a flat recreational field area. Attention to the culverts and examination of littoral drift processes could enable beach protection measure to be provided.
- Small Craft Harbour rock mound breakwater with a habitat bench and three concrete floating breakwater units.
- Oceanfront Suites Hotel – filled seawall shore with a moorage float and a narrow beach, walkable at low tide, but blocked by the seawall at higher tides.
- Multiple Marinas and their related wharves and floats are also barriers to alongshore walkable access, also resulting in minimal beach habitat.
- A launching ramp and parking area at Hecate Park, this area of fill is armoured with rock. There might be enhancement potential to nourish and contain a cobble beach along the rip rap area.



Cittaslow is an organisation founded in Italy and inspired by the slow food movement. Cowichan Bay Village is one of the few designated communities in North America. Cittaslow’s goals include improving the quality of life in towns by slowing down its overall pace, especially in a city’s use of spaces and the flow of life and traffic through them.; Charter recognizes over 50 criteria addressing environmental protection and healthy lifestyles, support for local products, agriculture and artisans, community engagement, social justice, celebration of and respect for local culture, heritage and traditions, and the thoughtful development and use of technology for sustainability and community well-being.

Some of the environmental measures in place include:

1. Marine protection area (Cowichan Estuary Environmental Management Plan),
2. Restoration of sensitive habitat areas near Hecate Park by Cowichan Land Trust, using Green Shores strategy
3. Eel Grass restoration and associated VORR (Vessel Operation Restriction Regulations)
4. Cowichan Estuary Nature Centre which informs visitors about the estuary, the bay and the watershed through interactive exhibits and hands-on activities
5. CVRD policies and actions such as Regional Airshed Protection Strategy, Solid Waste Management Plan, Climate Change Adaptation
6. Federal (SCHB) Fishermen’s Wharf providing deep draft vessel access to loading and commercial vessel moorage but blocking longshore access. The HA environmental management plan is in place for environmental protection.
7. Several large vessel moorage points are administered by the Pilotage Authority for freighters (and potentially passenger vessels) discharge from these vessels is under the authority of Transport Canada regulations.

5.3.2 New Directions

Cowichan Bay Village will continue to move forward as a community whose inhabitants seek to live according to ecological principles, causing as little impact on the environment as possible. There are already local businesses that adhere to this concept.

Other ways in which the community could move might include:

- Green Business Ideas (Green Bed and Breakfast, Bicycle Tours, Specialized Food such as Organic Food Restaurants or Retail)
- Individuals and businesses can always check for ways to improve their own sustainability – there are often ideas for simple measures that can assist in this regard
- Storm water amenities (e.g., bioswale, rainwater capture, green roof)
- Green Shores restoration
- Habitat restoration – there are small measures as well as the larger methods. For example, students can make reef balls as a school environmental project. The surface of the reef ball will grow plants to feed the smaller fish and there are cavities for the smaller fish to dodge their predators.
- Wildlife Protection

VILLAGE VOICES

“We need to educate people on the importance of protecting our precious environment”



The CVRD is actively working on several projects for the Regional District which might have broader-scale action items that could impact the Cowichan Bay Village.

New Normal Cowichan is a multi-phased project to act on climate adaptation – wetter winters, hotter, drier summers, and an increase in extreme weather events are projected for the 2050s and 2080s.

Solid Waste Management Plan (SWMP) Amendment looks at waste and recycling, including ICI or Industrial, Commercial and Institutional.

Goals are:

- Promote zero waste approaches and support a circular economy
- Promote the first 3 Rs (Reduce, Reuse and Recycle)
- Maximize beneficial use of waste materials and manage residuals appropriately
- Support structural and systemic changes (e.g., polluter and user-pay approaches) and corresponding behaviour change programs to optimize system changes and promote principles one and two.
- Prevent organics and recyclables from going into the garbage wherever practical
- Collaborate with other regional districts wherever practical
- Develop collaborative partnerships with interested parties to achieve regional targets set in plans
- Level the playing field within regions for private and public solid waste management facilities
- BC Climate Action Charter
- Commitments include:
 - Community emissions profile data: from on-road transportation, to building energy use, to municipal solid waste management
 - Energy Consumption and Density Mapping (2012)
 - Other Projects
 - Regional Energy Strategy for developing locally-sourced renewable energy and how such system would reduce Green House Gas emissions.
 - Develop a strategic Energy Management Plan for CVRD buildings, community centers and assets such as water and sewer systems

The Green Shores Initiative (www.greenshores.ca) is a new effort to promote “sustainable use of coastal ecosystems through planning and design that recognizes the ecological features and functions of coastal systems.” There are four main principles to the Green Shores initiative:

1. Preserve the integrity and connectivity of coastal processes.
2. Maintain and enhance habitat diversity and function (on a local or regional scale).
3. Minimize and reduce pollutants to the marine environment.
4. Reduce cumulative impacts to the coastal environment. In 2012 the community’s first green shores project took place on a portion of waterfront land between the Cowichan Bay Marine Gateway Site and Hecate Park adjacent to Cowichan Bay Road. The beach was modified from an armoured shoreline to a natural seascape beach shoreline. This project will set precedents for other similar projects in the community.

Source: CVRD Community Parks + Trails Master Plan Cowichan Bay (Electoral Area D)

Furthermore, business owners might explore methods to promote synergies with environmental protection. Over time individual divers and dive organizations have tended to take an increasing interest in conservation. Consequently, local divers and associations can be recruited to take an active interest in developments affecting marine habitat. Another sources of exploration might be the combination of commercial fisheries with experiential and eco tourism markets.



5.3.3 Action Plan

COWICHAN VILLAGE BAY ACTION PLAN							
ACTION	3 C'S			TIMING IN YEARS	PRINCIPAL RESPONSIBILITY	PARTNERSHIPS	FUNDING
	CONNECT	COMPLEMENT	CONCENTRATE				
Theme 3: Environment							
3.a Protect and Restore Beaches							
Construct perched sand/cobble beach(es), including a sill at the breakwater to enhance Kilpahlas Beach/ Hotel	x	x		1 to 7	Cowichan Estuary Restoration Committee (CERC) DFO, CVRD (TBD)	Local businesses such as OceanFront Suites hotel, Marinas, First Nations, SCHB, volunteers	DFO Coastal Restoration Fund, SCHB Funding, Island Coastal Economic Trust Grant (ICET)
3.b Enhance Subtidal Habitat							
Creation of deep water sub tidal habitats (ie rock mounds) to add diversity while boosting recreational fishery/scuba diving opportunities and breakwater moorings		x	x	4 to 10	SCHB, DFO (TBD)	Harbour Authority (Cowichan Bay Fisherman's Wharf), Private Dive Shop	SCHB/DFO/Dive Associations
Enhance marina and bay habitat through easy measures such as reef balls			x	1 to 7	School District, Volunteers	Harbour Authority, SCHB, DFO, FN	Harbour, Donations
Herring spawn attraction media (hung from floating structures)		x	x	4 to 10	SCHB, DFO (TBD)	Harbour Authority, SCHB, DFO, FN	SCHB, DFO, Dive Associations
Restoration or enhancement of shellfish habitats nearby (Kilpahlas to Cherry Point)		x	x	4 to 10	Cowichan Tribes	Harbour Authority, SCHB, DFO,DFN	SCHB, DFO
3.c Wildlife Protection							
Wildlife protection + observation / use of old floats as habitat		x	x	1 to 7	Volunteers ie Cowichan Valley Naturalists Society (naturecowichan.net/CVNS; Nature Cowichan) (naturecowichan.net/wp)	CVRD, Private sector	Private sector
3.d Climate Change + Environmental Sustainability							

COWICHAN VILLAGE BAY ACTION PLAN							
ACTION	3 C'S			TIMING IN YEARS	PRINCIPAL RESPONSIBILITY	PARTNERSHIPS	FUNDING
	CONNECT	COMPLEMENT	CONCENTRATE				
Advise and assist on actions to implement long-term sustainability	x	x		On-going	CVRD	MOTI, Province of BC, Private Sector	CVRD + Province of B.C. budgets, Private Sector
Work with community on water to ensure Bay is protected ie facilities for sewage	x	x		On-going	CVRD	CVRD, Private Sector	CVRD budgets, Private Sector
3.e. Interaction between Industries							
Promote synergies e.g., mixing commercial fisheries with experiential and eco tourism markets	x			On-going	Business Owners	DFO, Maritime Museum, Fisherman's Wharf Society, Cittaslow	Non-profit funding, business owners, donations
3.f Green Business							
Research Vancouver Island Green Business Certification (VIGBC). Surfrider Vancouver Island has partnered with VIGBC to launch a campaign that links businesses to responsible actions that will help keep our local beaches and waterways clean. Businesses can share tips for environmental sustainability + marketing	x			On-going	Business Owners	CBIA, Cittaslow	Business Owners





5.4 ECONOMY

This theme focuses on creating a resilient economy with diverse industries coexisting in compelling and synergistic ways – such as eco-tourism, local and destination retail (culinary, galleries, boutiques) commercial fisheries, and recreation.

5.4.1 Existing Situation

The Cowichan Bay economy has been historically dependent on commercial fisheries and forestry, with an ever-increasing emphasis on tourism. The result is a vibrant mix of working waterfront, tourist destination, and coastal village. An infill development must be fitting and viable in the short, medium and long term. Many of the actions focus on the concentration of activities by Focusing on the centre of the village area first for improvements and then expand improvements outwards. Vitality and vibrancy are essential and ensured through a diverse and concentrated range of activities. An important asset is walkability wherein goods and services are within easy walking distance, but, above all else, walking needs to be clean, comfortable, efficient and experiential.

VILLAGE VOICES

“I want to see the existing business supported but encourage new business to come and support the local economy.”



5.4.2 Commercial Fishery + Working Harbour

The Commercial Fishing fleet and associated Working Harbour Infrastructure is an important part of the economic history, as well as the future for the community. The wharf was first constructed in the 1800's as a landing stage for freight and goods. Later moorage floats were added, then a timber A-frame break-water in the 1950's. Since 1991 the harbour has been managed under the Fisheries and Oceans (DFO), Small Craft Harbours (SCH) Harbour Authorities program by the non-profit Cowichan Bay Fisherman's Wharf Society. As a non-profit society, moorage revenues from the harbour are directed towards operations, maintenance, and minor upgrades. The fishing fleet moves north in the summer and the harbour berths become available for visitors and locals including:

- Transient recreational boat visitor
- Whale watching businesses
- School boats
- First Nations local food fishery
- Cowichan Bay Regatta
- Pilot boats

Working Waterfront Economic Spinoffs include:

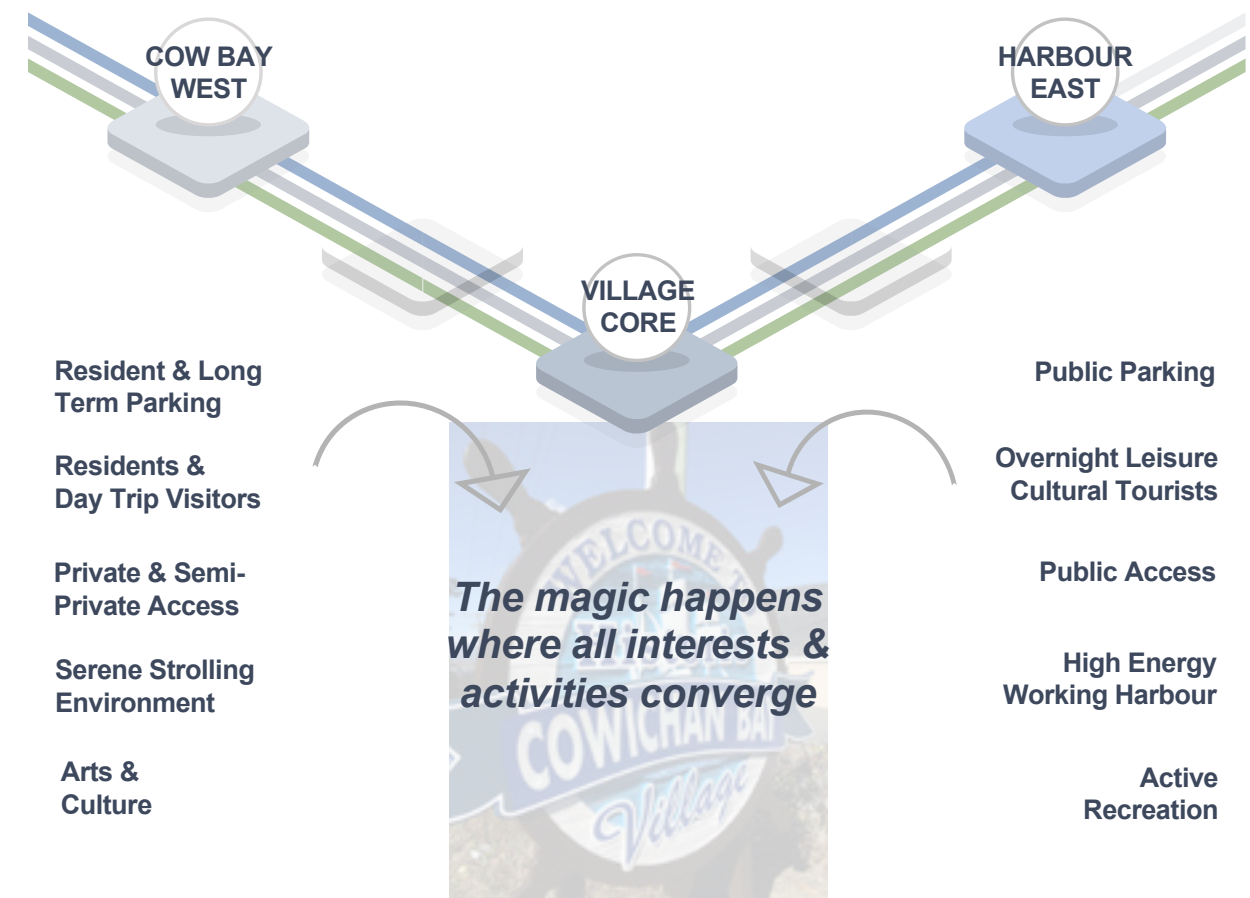
- Recreational Boating
- Commercial operators connections (i.e. Whale Watching)
- Marine Services
- Accommodation
- Restaurants
- Provisioning
- Parking amenities
- Marine Transportation Links
- Float Plane Transportation Links

5.4.3 Character Areas

Three different Character Areas are identified for future commercial development and marketing. The following images discuss the different areas, plus different emphasis in terms of uses and marketing. Possibility of green business uses, and Actions are noted in the Theme 3: Environment.

The Village, because of its current fragmentation in terms of pedestrian mobility and parking lacks an ambient environment for businesses to front the street and take advantage of the harbour experience. The lack of physical and emotional connection is a hindrance to successful year vitality, vibrancy and viability. By aligning the streetscape and waterfront planning strategies with the guiding principles, the Village can become a focal point for attracting more consistent, year-round local patronage in a "shop local, buy local" environment and as an integral supplement to the high visitor volumes in the traditional peak seasons.

The new Village Plan strives to enhance the place by establishing Character Areas that are seamlessly connected at a pedestrian scale on the land and water's edge and where business frontage, visibility and storefront transparency are prioritized. Portals will create a permeability that will draw and promote mobility and patterns of circulation in and out of the Boardwalk and Village Walk – creating an immersive weaving sense of village exploration.



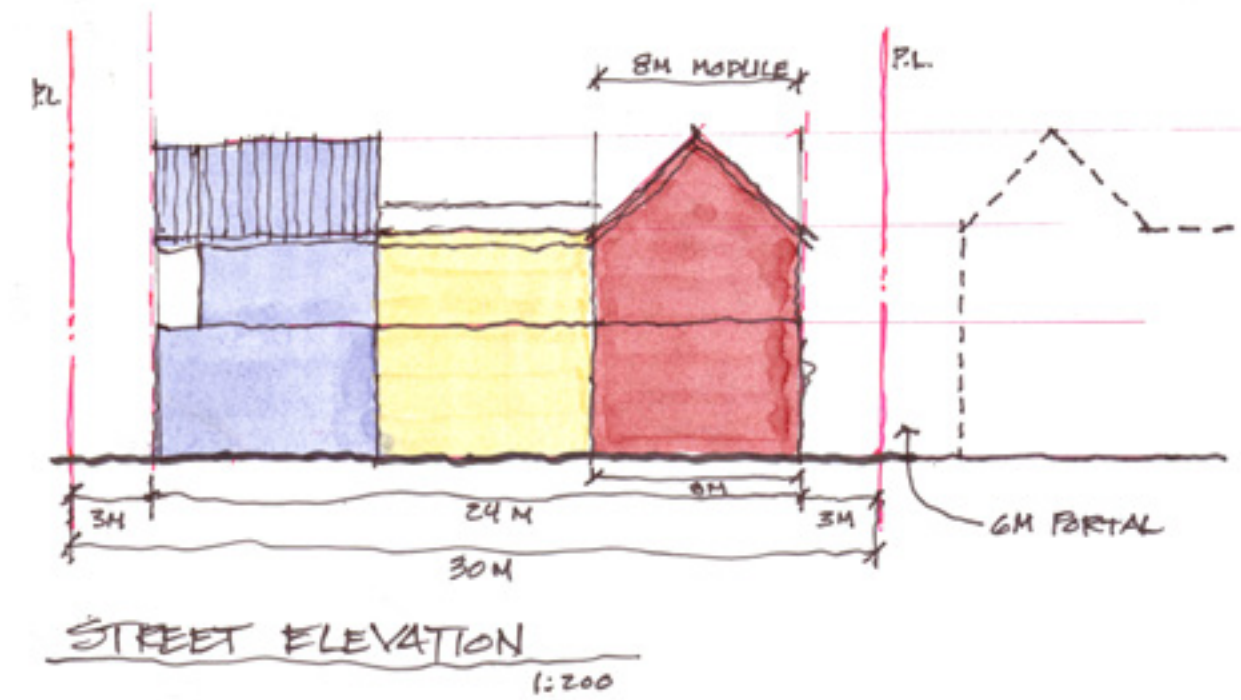
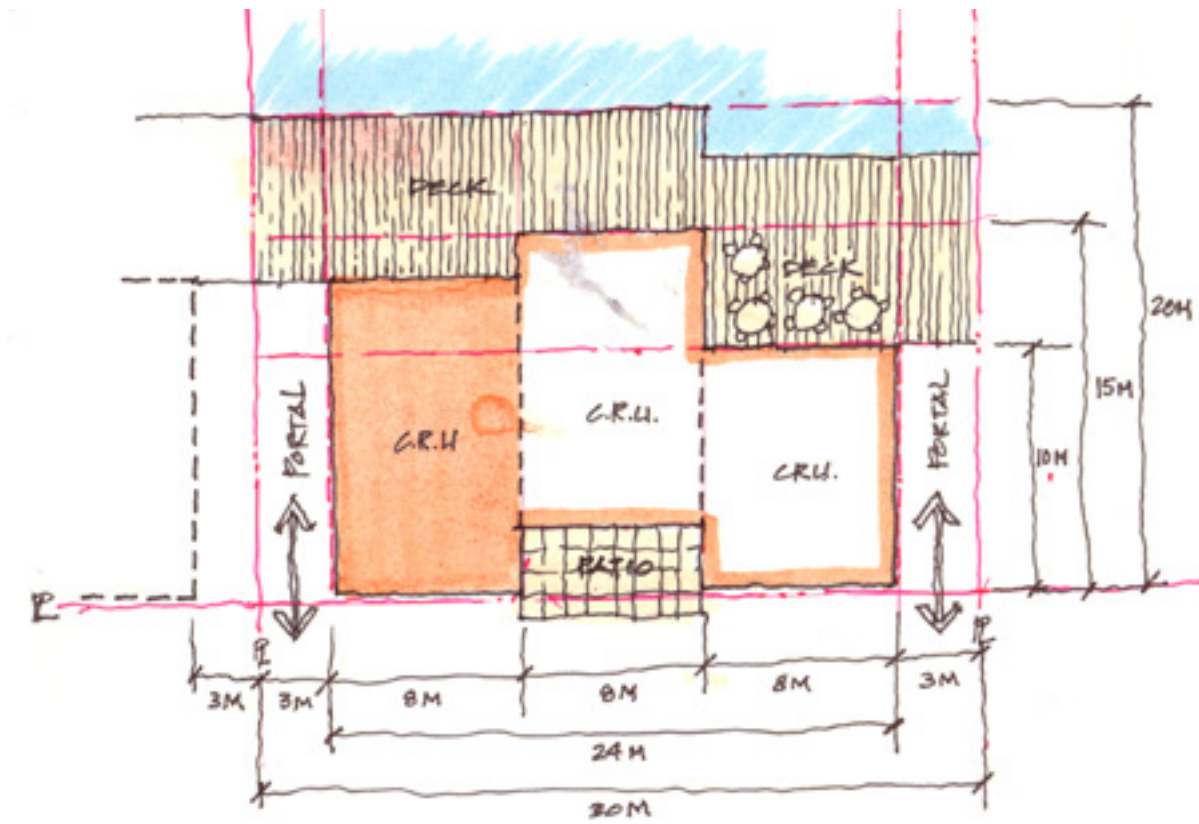
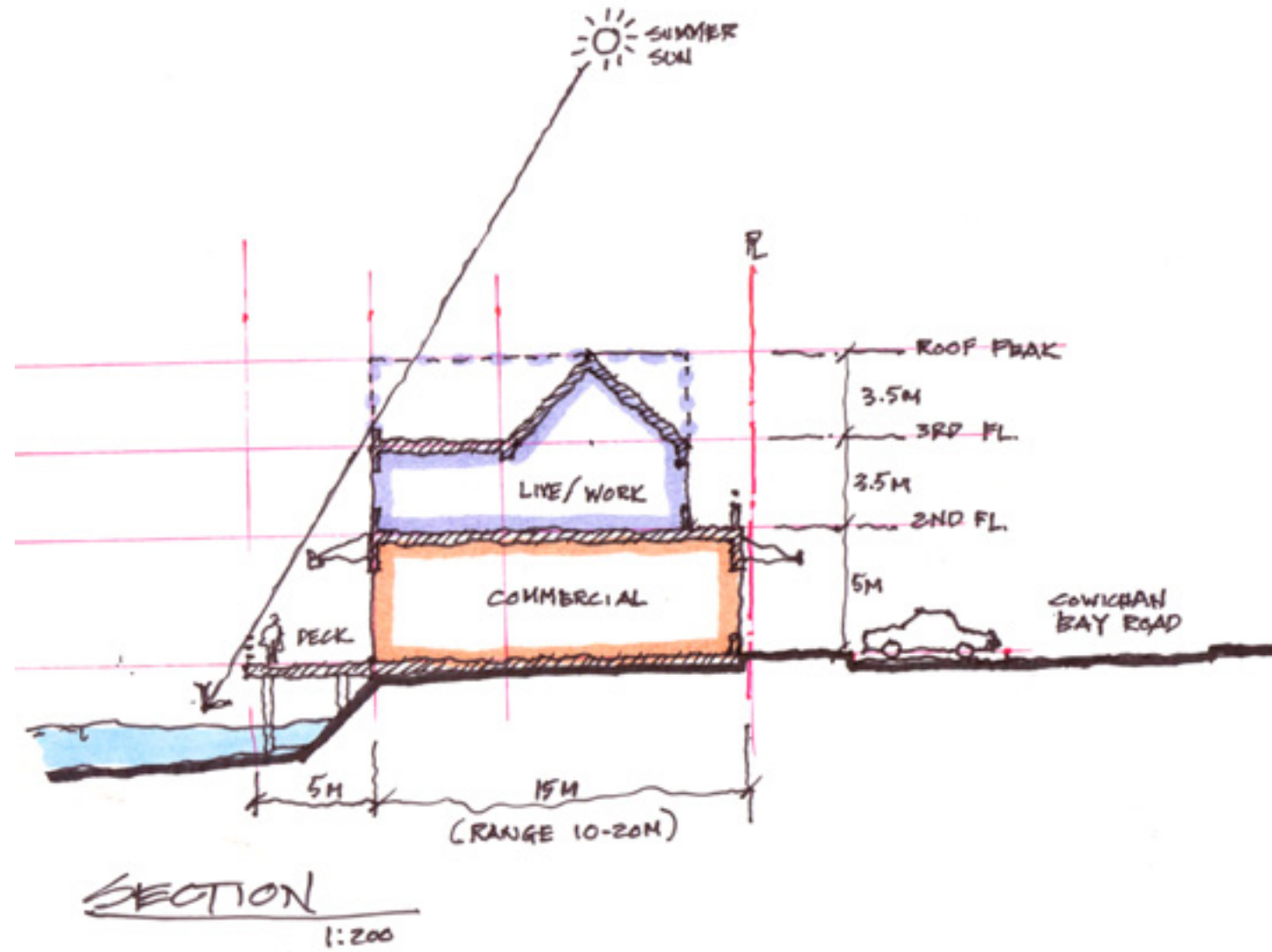
COWICHAN BAY VILLAGE CHARACTER AREAS

HARBOUR EAST	VILLAGE CORE	COW BAY WEST
HARBOUR EAST – ‘THE ACTIVE EDGE’ Cowichan Tribe Reserve to Cowichan Bay Marina Office	VILLAGE CORE – ‘THE VILLAGE HEARTBEAT’ Cowichan Bay Marina Office to Maritime Museum	COW BAY WEST – ‘THE RESIDENT VIBE’ Maritime Museum to Boat Launch Lot
Identity and Vision Statement		
The high energy launching area for the working harbour and visitors for leisure and active recreation pursuits	The gritty heart of the village where residents + visitors celebrate community values and where the heritage of the water’s edge meets a rustic street ambiance	The eclectic, yet tranquil edge of the Village Walk where residents and historic charm provide a unique atmosphere
Primary Target Audience/User Groups		
Village residents + workers CVRD residents Cowichan Tribe members Overnight tourists Marine visitors	Primary Target Audience/User Groups Village residents (marina + land) CVRD residents Regional residents + day trippers Overnight tourists Marine visitors Cowichan Tribe members	Primary Target Audience/User Groups Village residents (marina + land) CVRD residents Regional residents + day trippers Overnight tourists
Programming + Mix of Use Ideas		
Visitor Accommodations Recreational watercraft rentals (kayaks, paddleboards, small boats) Sport Fishing + Outdoor Outfitters Waterfront-focused Dining	Visitor + resident necessities Cultural space + public art Street patios + waterfront dining Nautical Gifts + Services Seasonal pop-up market stalls	Specialty boutiques Artisan galleries + exploration Waterfront dining + foodie culture Streetfront parklets ‘Market in the mews’ public market stalls Visitor accommodations
Relationship to Big Ideas		
Boardwalk pedestrian connectivity Village Walk pedestrian connectivity Clearly define public access points to experience the water Stabilizing the slope for a live-work mix that provides more public parking	Boardwalk pedestrian connectivity Village Walk pedestrian connectivity Community Activation of the public realm on the water and street edge Street parking prioritized for customers and visitors NOT boaters	Additional parking for residents and visitors Improved pedestrian connectivity on the street edge
Prominent Priority Actions		
Village Walk improvements Create an ‘anchor’ and for new boardwalk Dialogue with hotel operator for shared parking for village employees New public access connection to east Fisherman’s Wharf / ‘Sea lion sanctuary’	New boardwalk connection to animate the water’s edge New communal gathering spaces Landscaped amphitheatre area overlooking and connected to the Village Water Court Vertical connection with the upper ridge residents Encouraging appropriate façade and building improvements	Additional parking for residents and visitors Improved pedestrian connectivity on the street edge

5.4.4 Infill Development

To ensure the future physical longevity of the Village, sensitive infill is proposed on both sides of the future Cowichan Bay Village Main Street. The introduction of mixed commercial and residential units, often referenced as live/work units, would be a great addition to provide a vibrant streetscape to satisfy future retail concerns and the addition of different housing forms.

Development of policies to increase viability of appropriate redevelopment, consistent with the character of the village.



5.4.5 Action Plan

COWICHAN BAY VILLAGE ACTION PLAN							
AC N	3 C'S			TIMING IN YEARS	PRINCIPAL RESPONSIBILITY	PARTNERSHIPS	FUNDING
	CONNECT	COMPLEMENT	CONCENTRATE				
Theme: Economy							
4.a Governance							
CVRD to consider amendments to CVRD Procedures Bylaw No. 3275 to reduce or eliminate development permit fees within the Village core +							
CVRD to consider adding short term accommodation to more zones within the Village core.	x	xx	x	1 to 5	CVRD	Business Owners, Public	CVRD
Support the CBIA (Cowichan Bay Improvement Association) by holding economic programs and events in the Downtown		x		On-going	CBIA	Business Owners, Cittaslow, CVRD (Economic Development, Planning) Tourism Organizations + Tour Operators	CVRD, Business Owners
4.b Welcoming Environment							
"Clean Streets Program"	x	x	x	1 (Annual)	CBIA, Cittaslow	CVRD	CVRD, Business owners
4.c Encourage Specific Retail							
Harbour East – Accommodation, recreational watercraft rental, sport fishing and outdoor outfitters, waterfront focused dining		x	x	On-going	Business Owners	CVRD	CVRD, Business Owners
Village Core – Visitor + resident necessities, cultural space, street patios + waterfront dining, nautical gifts and services		x	x	On-going	Business Owners	CVRD	CVRD, Business Owners
Cow Bay West – Specialty boutiques, artisan galleries + exploration waterfront dining + foodie culture, "market in the Mews" public market stalls, visitor accommodations		x	x	On-going	Business Owners	CVRD	CVRD, Business Owners
4.d Targeted Marketing							
Marketing for cyclists, particularly cycling tours + incentives for customers who walk rather than drive		x	x	On-going	Business Owners	CVRD	CVRD, Business Owners
4.e Welcome Artists							
Initiate a program to fill vacant space by artists or businesses		x	x	3 to 7	CVRD	CBIA, Local Artists	Possible incentive program or honorarium of up to \$500 to fill space with operating costs covered depending on space.



COWICHAN BAY VILLAGE ACTION PLAN							
AC N	3 C'S			TIMING IN YEARS	PRINCIPAL RESPONSIBILITY	PARTNERSHIPS	FUNDING
	CONNECT	COMPLEMENT	CONCENTRATE				
4.f Tourist Info							
Reactivate the Community Policing / Tourist Information Building and establish a rota of volunteers, especially during the summer months. This service could be expanded over time to include: Centralized Booking Service for Tours + Accommodation Coordinated marketing + shop discounts for sea lion tours, diving tours, bike tours etc.) Local Tour Maps (Food, Wine, Bike etc.) Parking Assistance / Enforcement Volunteers, CBIA, Cowichan Bay Marina	x	x		1 to 3	CVRD, RCMP	Cowichan Policing Advisory Society,	
4.g Harbour Improvements							
Upgrade Harbour Authority facilities	x	x		1 to 10	Harbour Authority	Harbour Authority	Harbour Authority
Replacement of the creosote piled wharf with new concrete and steel with pedestrian separation	x			3 to 10	Harbour Authority / SCHB (TBD)		Harbour Authority
A drive-on floating concrete wharf for all tide access.	x	x		1 to 10	Harbour Authority	First Nations, Fisherman's Wharf Society, Private Sector + Harbour Authority	Private Sector + Harbour Authority perhaps ICET Funding
Upgraded lighting and electrical service.	x	x		1 to 10	Harbour Authority	Harbour Authority	Harbour Authority
Revised harbour float layouts	x	x		1 to 3	Harbour Authority/SCH/DFO	Harbour Authority/SCH/DFO	SCHB/DFO
Dredging of sediment infill from culvert	x	x		1 to 7	CVRD/ MOTI	CVRD / MOTI	CVRD/MOTI
Identify needs for relocation and upgrade of Harbour Authority office and washroom building	x	x		1 to 7	Harbour Authority	Harbour Authority	Harbour Authority
Improved management of pedestrian/working area interactions	x	x	x	1 to 5	Harbour Authority		
The HA has a harbour specific Fire Plan which encompasses prevention, response, and training together with specific equipment and infrastructure. Lessons learned from the federal harbour might be examined and shared given the unique aspects of waterfront fires with respect to vessels, wharves, vehicle parking congestion and legacy over-water buildings. CVRD, Cowichan Bay Water To ensure that sufficient water supplies and fire service infrastructure are available for fire protection purposes.	x	x		On-going	Harbour Authority		



6 Action Plan Tools

Build



6.1 OVERALL ACTION PLAN

The overall action plan embraces the short term, medium term, and long-term actions for the Village. It is divided into the four major themes that shape the sustainable and resilient directions of the plan: mobility, culture and character, environment, and economy. The actions are designed to be implemented with multiple partners, especially when they are expensive and extensive undertakings. Although an action plan accompanies each theme in the text, further discussion on sources of funding and extent of expense is included in the separate Cowichan Bay Village Vitalization Strategy Background Report.

6.2 DEVELOPMENT GUIDE

The Development Guide is intended to direct new development so that it fits in with the character of the Village. The document first outlines the development and application process. Then the Guide outlines design principles that set the framework for the detailed guidelines that follow. The detailed design guidelines include building form and character, street front design, signs, sidewalks, lighting, planting, and seating.

6.3 NOW PLAN

The Now Plan came from the need to initiate actions immediately with the support of the community and the CVRD in order to prove the Vitalization Strategy was real and committed to action. The ten associated initiatives were embraced by the community and the first three are complete or underway. The ten initiatives include:

- Clean Up Cowichan Bay Road and Flags
- Small Ramps to Increase Mobility
- Portal Program
- Relocation of staff + boat user parking, plus drop off area for tour buses
- Village and Parking Ambassador Program
- Bike Rack Attack – New Bike Racks
- DIY (Do it yourself) Improvements
- Parking Space Delineation
- Community Seat Yourself Program
- Wayfinding to Direct Visitors





7 Conclusion and Next Steps



The overarching dream contained in the Cowichan Bay Village Design Charrette Ideas and Actions is to preserve the unique identity of Cowichan Bay Village while enhancing the quality of life, prosperity, safety, environmental sustainability, and economic resilience for residents, businesses, and visitors. The Cowichan Valley Regional District enthusiastically supports this direction.

To realize the dream, numerous actions have been identified. These actions will require resources; both people and money. Not only are partnerships required to make it happen, but it is critical to scout out a variety of funding sources / programs. Although the Implementation Now Brochure lists some projects that are relatively small and easy to undertake to make some significant differences, the vision contains some much larger ideas that will not happen over night. The Action Plan Primer, contained in the Background Report, provides some details on the how to carry out the Vision, especially ideas for funding. There are some basic messages for everyone to remember.

A COMMUNITY PROJECT

Every single person in Cowichan Bay Village – residents, business owners, officials – has a role in achieving the dream. A collaboration is essential in such a large undertaking but, as the old adage states, many hands make light work. A collaborative approach between the Cowichan Bay Regional District and the community is critical to the success. The initial step, a Clean-up Day and meeting with the First Nations, was a tremendous project. Cowichan Bay Improvements Association, Cittaslow, CVRD and First Nations plus lots of volunteer effort all played a role in undertaking the project. The result was fantastic – a community that looks cherished and loved. Kudos to the community.

DEDICATED POLITICAL LEADERSHIP

Some of the identified Big Ideas will need political support. Volunteers will lose heart if funding doesn't come their way. Monies are available from Government programs and often political backing helps secure those funds. The CVRD has already exhibited support for the community by commissioning the Design Charrette and by approval of funds for the clean-up.

COMMITTED VOLUNTEERS AND LEADERSHIP

So often, a Plan is made and then it sits on the shelf, gathering dust. It takes committed volunteers and leadership who are not afraid to roll up their sleeves and take on the work to pull people together and move on with the actions. All the local organizations such as Cowichan Business Improvements Association, Cittaslow, the Cowichan Maritime Society / Cowichan Bay Wooden Boat Society, Cowichan Estuary Nature Society / Cowichan Land Trust will need to continue to provide support and assist. Other volunteer groups such as Cowichan Energy Alternatives, Cowichan Green Community and Service Clubs such as Lions and Rotary should be contact to provide support and assist. The community may want to formalize the governance framework for implementation and communications – perhaps via a Facebook page or a website. For this year and next, the Implementation Now Brochure provides some actions to be undertaken by the community plus the CVRD. Whatever framework is selected for implementation, the Community, should select actions and who should be responsible.

GOVERNMENT SUPPORT

CVRD staff also have a role in championing the project and providing exemplary customer service. The longer term initiatives will take time and effort. Obviously, the free or inexpensive initiatives that are boardly supported by the community, such as policy amendments and communitive events are ways of showing that multiple smaller actions add up to significant shifts in the look and feel of the community. Many different Departments play a role in Cowichan Bay and the CVRD may appoint a specific advisor, to move forward with the Big Moves. In addition, CVRD has a number of specific actions that will require staff time and budget.

KEEP ON MOVING

The process will not be quick and there may be twists and turns along the way! Know that this is not unusual. The Village of Pemberton BC had a Downtown Enhancement Strategy commissioned in 2009, supplemented by a Main Street Design in 2010. They undertook some Big Ideas along the way; the Community, for example, even raised a barn to house a market place. They kept plugging away at some of the actions and in Spring 2018, they received Gas Tax funding to assist with the re-development of their Main Street. It may be necessary to switch priorities or methods as you move forward. If an idea seems controversial, maybe consider a different approach or move onto another action. When funding is an issue, a pilot project and a tin of paint with some plants can work wonders! Most importantly, believe in Cowichan Bay Village's wonderful future.

RIGHT CHANGE IN THE RIGHT PLACE

This Vitalization Strategy for Cowichan Bay Village really has one simple goal: to make the Village better without losing the highly valued character and scale. The solution is, in part, to attract those people who share the Cittaslow (slow city) values. These values commit to building community relationships and enjoying a quality of life, that is blessed with quality spaces, shops, inns, historic buildings, farms, nature and unspoiled landscapes. Combined with this Cittaslow attitude, are the three guidance tools of this Vitalization Strategy: the Design Guide, the Development Guide and the Now Plan that collectively will be the rudder to keep the community on the true course of sustainable and resilient development.

