

design

Cowichan Bay Village

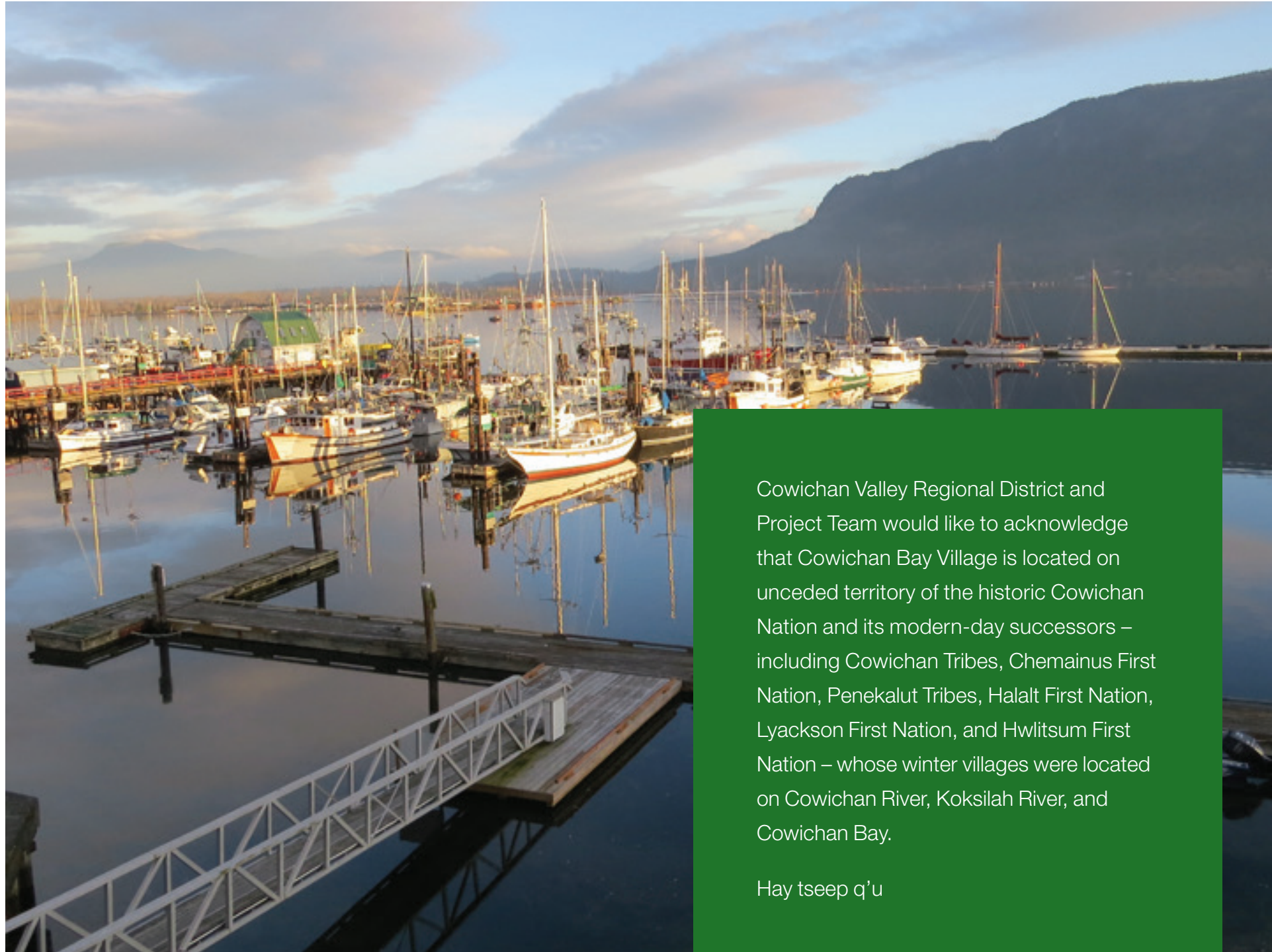
Development Guide

Directions for place keeping and place making



COWICHAN BAY VILLAGE VITALIZATION STRATEGY JULY 1, 2018





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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THIS GUIDE PROVIDES FURTHER IMPETUS TO IMPROVE THE QUALITY OF LIFE FOR THE COWICHAN BAY VILLAGE COMMUNITY WHO ADOPTED THE CITTASLOW CHARTER

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Note: Refer to the current Cowichan Valley Regional District Official Community Plan, Zoning Bylaw, and other applicable regulations and standards for further details and related information at www.cvrd.bc.ca. In addition, also refer to the other Cowichan Village Vitalization Strategy documents that include the Design Guide, Background Report, and Now Implementation for further detailed information.



 *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.

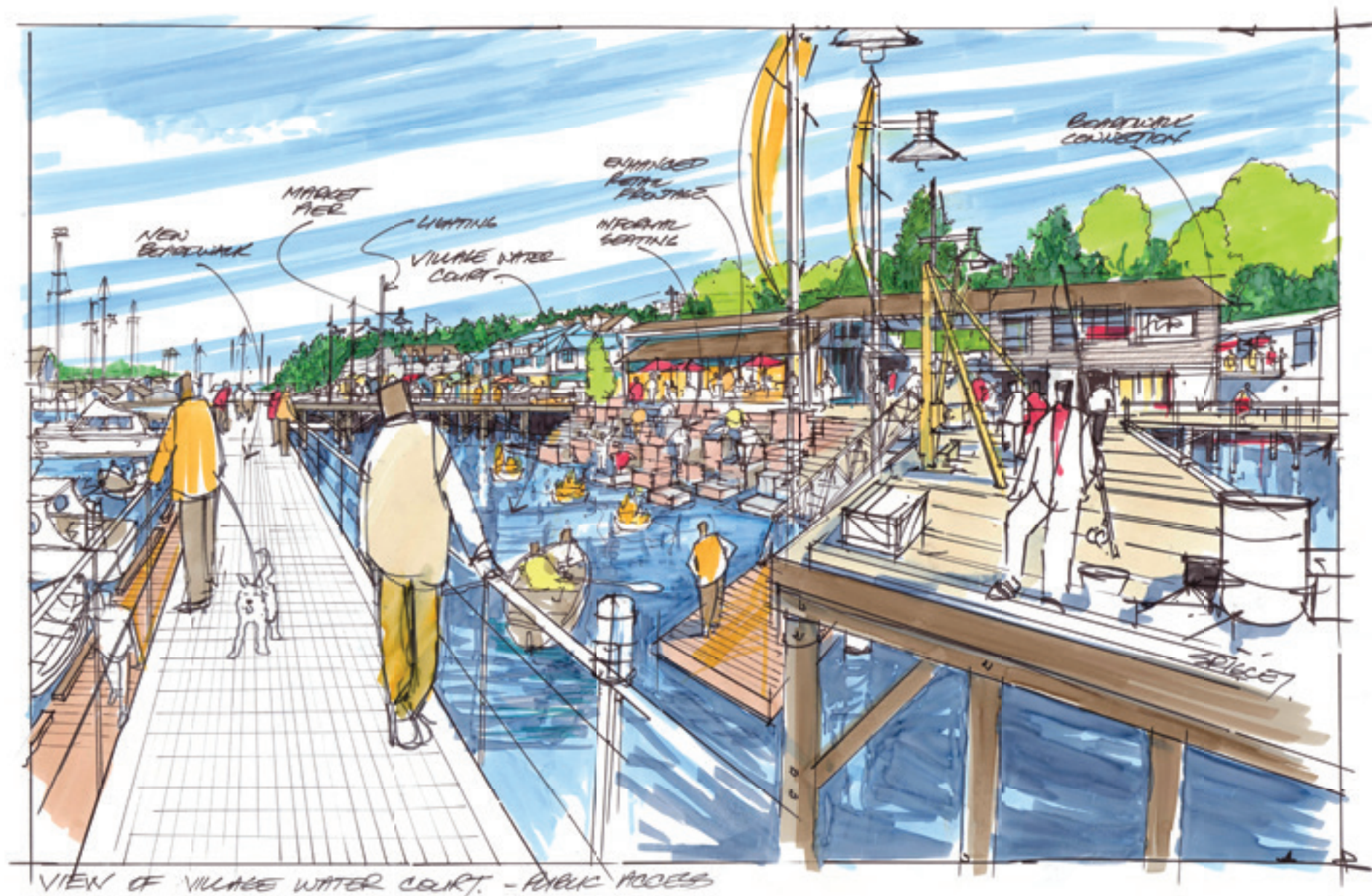
Residents and visitors are encouraged to be in direct contact with and purchase goods from local artisans and producers at local shops, markets, fairs and activities in and around the community.

- 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.



1 Purpose and Background

innovate



This Development Guide is to inspire business owners, residents, tenants and the community to improve the Cowichan Bay Village without eroding its unique character. It is designed to be concise and as simple as possible to inspire positive change. The guide reflects the Cowichan Valley Regional District's (CVRD) Official Community Plan policies and associated Development Permit Guidelines yet provides further local detail that fits the Village. This guide is not meant to replace these documents and if there is a conflict, these governing documents supersede this Development Guide.

This guide originated from a four-day design charrette in April 2018 that brought together community members to discuss their values, current challenges, opportunities, and vision for the future. One of the items that became apparent during the discussions was that the community wanted to conserve the uniqueness of the Village and any new development or additions on private or public property should complement the character that exists.

The Cowichan Valley Regional District enthusiastically supports this direction. This document is intended to inspire and guide future development and also simply help inspire the refresh of the Village.







Step 1: Assemble Your Ideas and Meet with the District

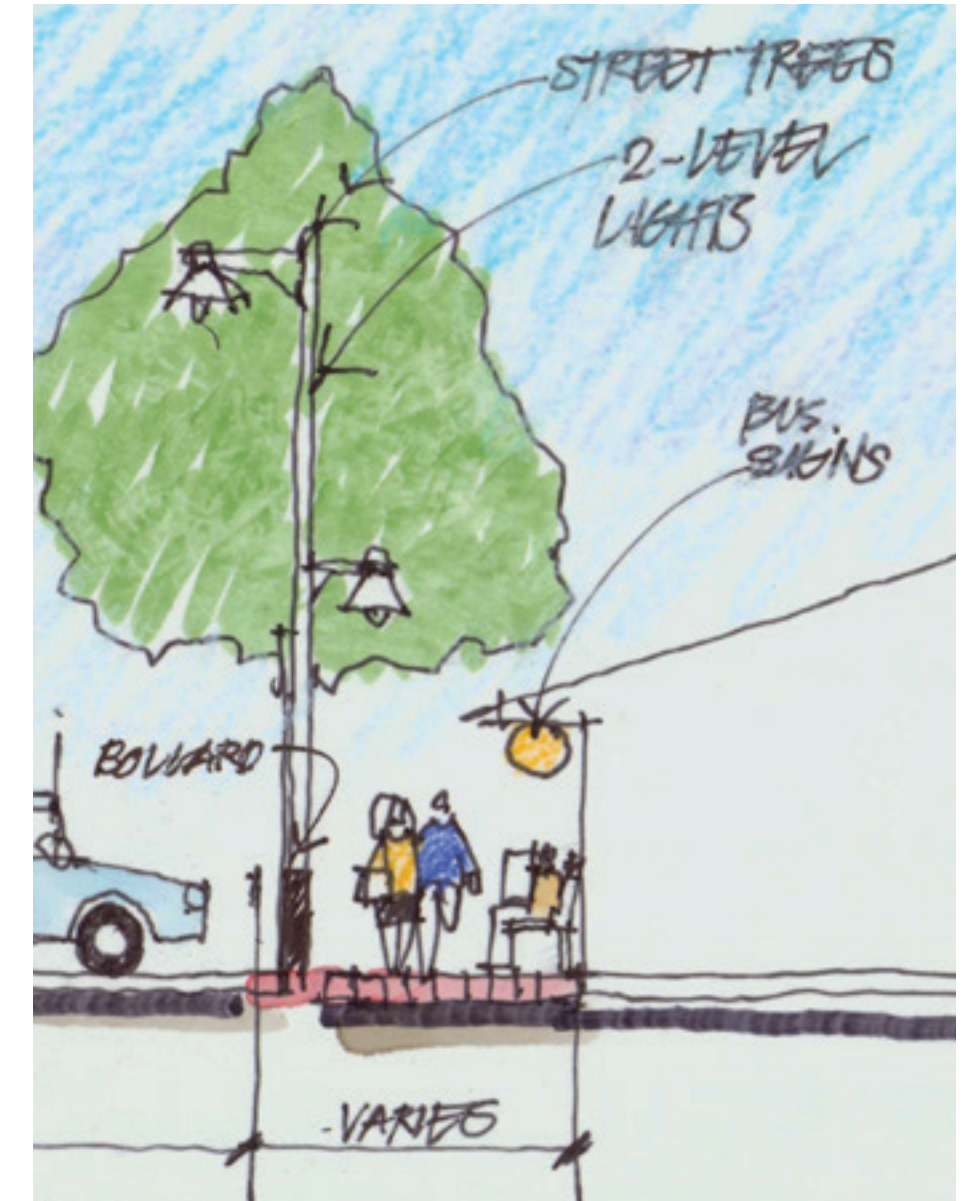
Assess the improvements to be made and discuss the improvements with the Cowichan Valley Regional District Staff if required. If it is simply a refresh of paint, just refer to the colour guide. It is always recommended to obtain professional help to visualize your ideas, explore economical material options, and estimate the costs associated with the changes. The District Staff may also have suggestions regarding any government incentive programs that may help you fund your improvements.

Step 2: Complete Your Application(s)

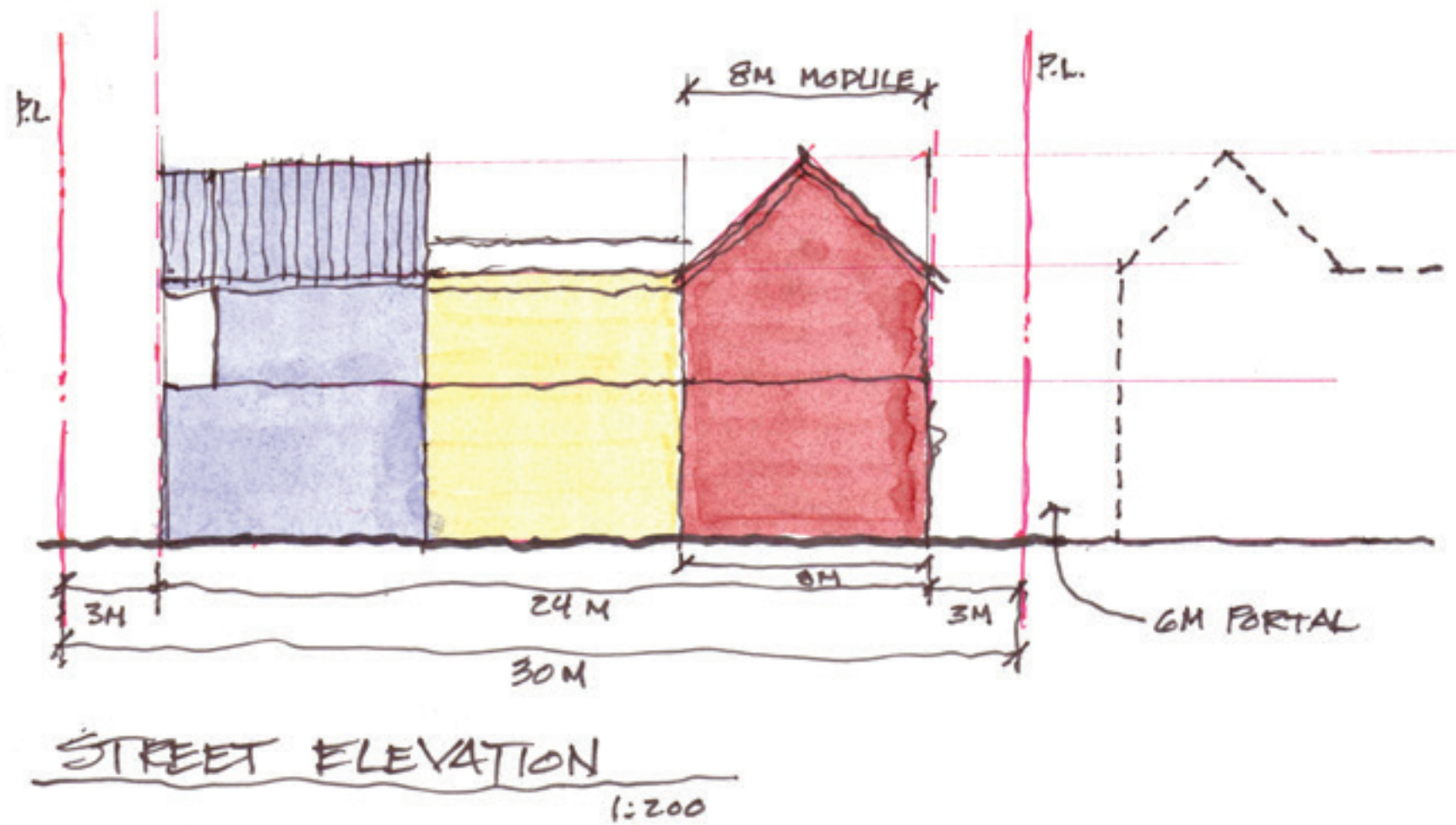
There may be a rezoning application requirement if the use and/or density for your property will change; a development and building permit is required if you are proceeding with altering the building and the property. Other additional applications may be required depending on the extent of your improvements. The Building Regulation Bylaw provides additional detail on what is required.

Step 3: Execute Your Project

With the required approvals from the Cowichan Valley Regional District, you may proceed with your project. Ensure that your contractors follow the specified permit requirements for segments of the job and obtain the proper District inspections to ensure that the construction follows the Building Code and other regulations.







Incremental Design

Conserve the small-scale and informal built environment through continued fine-grained additions and renovation upgrades over time. If future land parcel consolidation occurs, new buildings must preserve the incremental massing character, as well as the portals and passageways connecting to the waterfront.



Working Village

Conserve and enhance opportunities and experiences for visitors to view and enjoy the spectacle of the marine village as a working village. Allow and encourage industrial, marine, and artisan activities within the public areas.



Marine Feel

Enhance the marine character of the village form, materials, and colour. Encourage the “floating village” concept through the addition of floating homes and new buildings.



Gritty Look

Avoid high-tech or superficial materials, in favour of raw authentic and semi-industrial materials used in a simple and inventive way. Preserve and enhance the raw gritty quality of the village by using a material palette that is durable, natural or fabricated, and that can age with time (weathered cedar, rusty steel).



Mixed Uses

Promote and encourage the synergy of disparate uses within the village, by introducing new uses and activities to the mix that will enhance the dynamic experience, introduce new economic opportunities, and activate the site throughout the day and into the evening (live/work/play/educate).



Environmental Sensitivity

Design new buildings and infrastructure that respects the water ecology and natural habitat, and remediate environmentally damaged or compromised areas wherever possible. New and renovated buildings should employ green design principles and provide a healthy environment for users.



Enhanced Water-Based Public Realm

Create additional opportunities for viewing, connecting to, and experiencing the waterfront. Public promenades, patio/deck spaces, tidal steps, event spaces and other exciting complementary additions should all be encouraged.



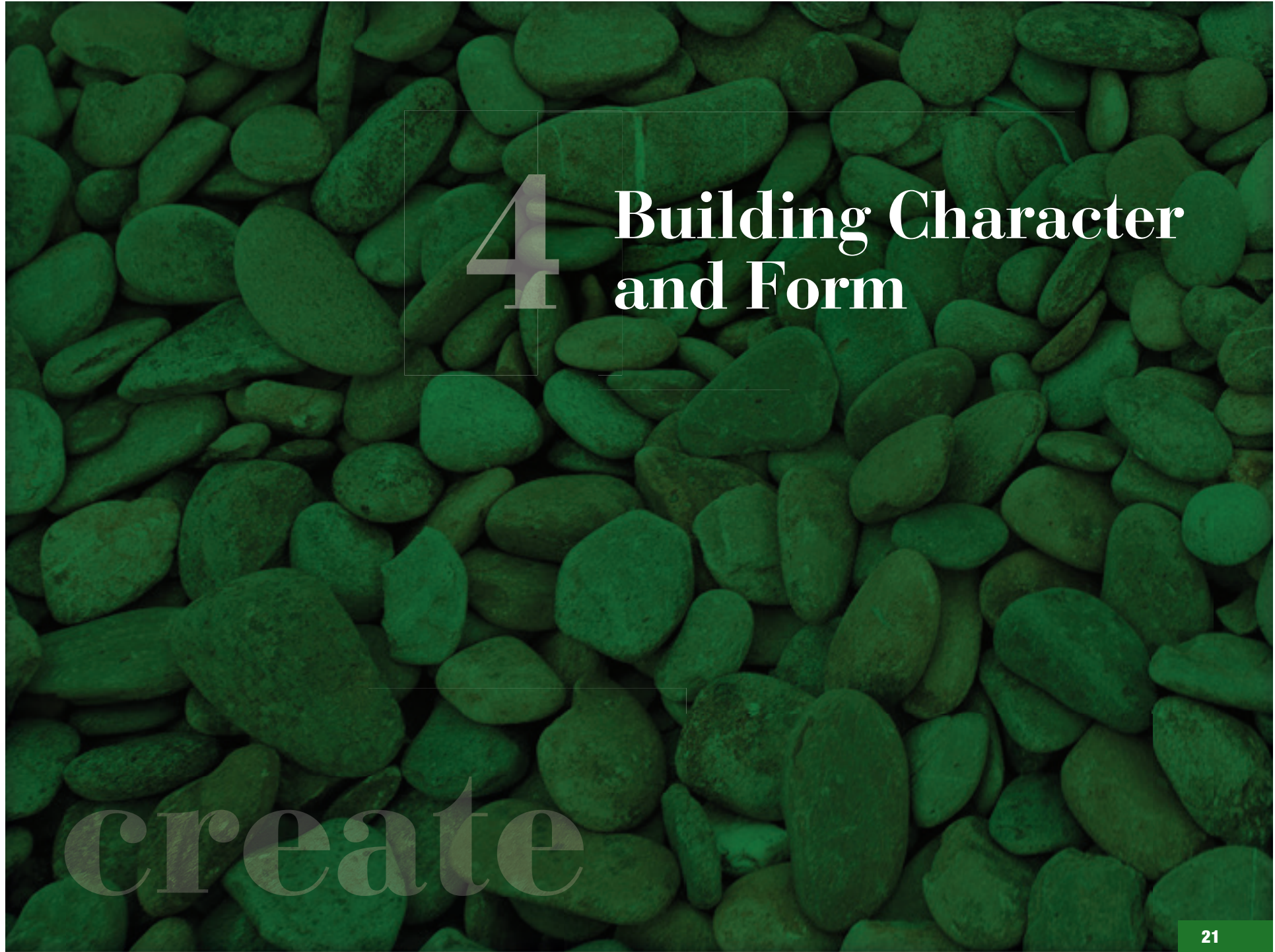
Extroverted Architecture

Make buildings reveal their use and activities within to enhance public realm for the visitors to the Village. Look for opportunities where buildings can 'turn inside-out', through increased transparency, outdoor patio/workspaces, and creative solutions for display.



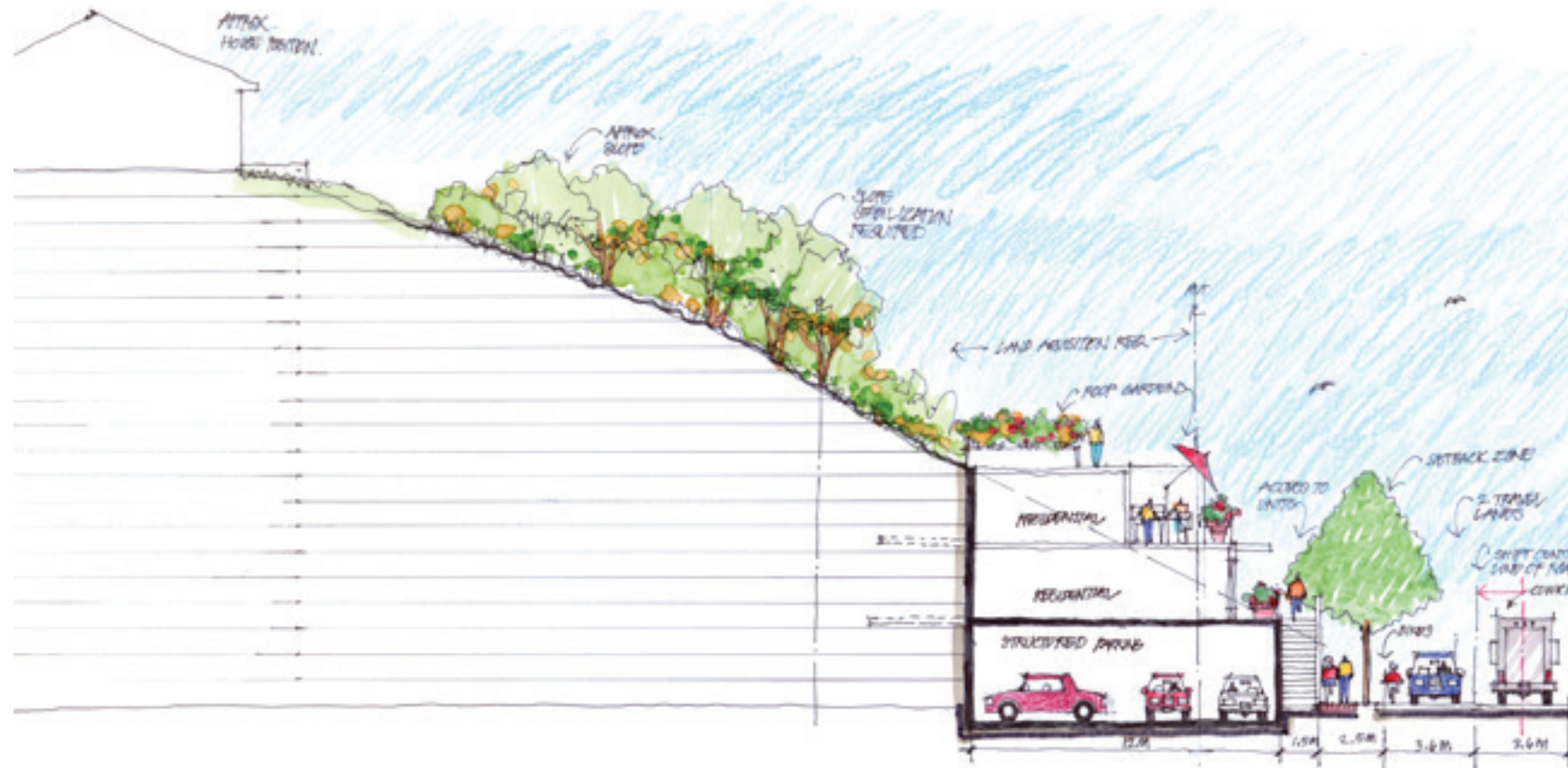
Creative Localism

Engage local artists, craftsmen, and designers for inventive solutions to building and public realm needs. Part of the marine village delight is the unexpected and creative solutions owners have created for basic elements such as doors, signage, and canopies.



4 Building Character and Form

create



BUILDING FORM, HEIGHT, AND ROOF

- Buildings (back and front) require a 1.0 metre setback to allow for display or transition space to the building use. A zero setback (built to property line) may be considered in specific circumstances.
- Maximum building height is 2.0 stories. A third storey may be permitted only if the uses are built into the gabled roof structure.
- Buildings on or adjacent to the slopes will be a maximum of 3.0 stories with first storey parking along with greened roofs, as well as replanted and stabilized slope areas.



FAÇADE COMPOSITION AND TRANSPARENCY

The size and placement of the windows, their transparency, and the inviting recessed entry create an invitation to the visitor and increase sales for businesses. This good design sense also improves the attractiveness, value, and coherence of the building. The following guidelines should be considered in redevelopment or alternations:

- Glazing (windows) should be maximized and use only clear, untinted glass. There should be at least 50 to 75 percent glazing on the front of retail uses.
- Storefront windows should have a minimum height of 2.5 metres.
- No obstruction such as metal bars, signage, coolers, or shelving units are to be placed on, or against, the inside face of storefronts.
- Recessed entries shall be well-lit and well-defined. Special treatment of these entries is encouraged such as a special door frame or mosaic tiles to identify the uniqueness of the store or business.
- Upper level windows should be sized and spaced to relate to the vertical rhythm of the storefronts or businesses at ground level.



WEATHER PROTECTION

Rain and wind is part of the Village's natural climate over periods of the year. Weather protection therefore is a requirement and improves the visitor experience winter and summer. The following should be considered:

- Canopies or awnings are recommended on all or part of each storefront or business to provide weather protection.
- The minimum width of the weather protection is 1.5 metres with a minimum ground clearance of 2.5 metres.
- Broad overhangs are also encouraged on private property to provide entrance shelter or at least partial shelter around the entire building.
- Awnings shall be fabric only and may be retractable or fixed.
- Fixed canopies should be steel or glass in more contemporary design applications along the waterfront board walk. Wood is also permitted provided that the beams are no wider than 5 centimetres and additional support is provided by cabling above the canopy rather than any support system below.
- Fixed awnings should be mounted on steel or aluminum frames on a flat, angled slope.
- Signage should be limited to the front drop area only and colours should be compatible with the façade colours.
- Weather protection should be provided at entrances.

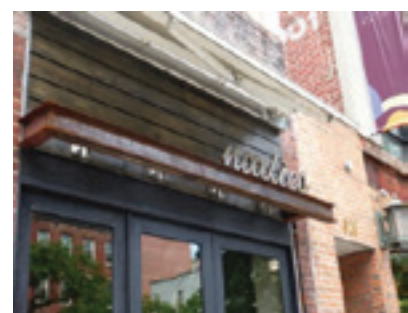


BUILDING BODY COLOURS ARE SOLID AND CLEAR. ACCENTS CAN BE PRIMARY COLOURS.

MATERIALS AND COLOURS

Materials and colours pronounce the features of buildings. The existing Village character is rich in texture and vivid colours, informing the guidelines moving forward. The following should inform the selection and application of materials and colours in the Village for both renovations and new development:

- Wall materials selection may include wood, metal, concrete, brick, cement board, and glass.
- Wood framing of windows, doors, and façade walls is encouraged with full-dimension wood.
- Storefront glazing should be wood, steel, or aluminum framed.
- Colours can be vivid and colourful to create a cheerful and attractive look of the village.
- The body of all commercial buildings should be painted in a solid, clear colour and can be a range of colours.
- Accent colours can be primary colours – vivid blue and yellow to complement the marine theme and even red.
- Accent colours are normally applied to 10 to 15 percent of the façade, especially the framing of the buildings, windows, and doorways.
- Where natural wood is used, various stains are encouraged to bring out the wood grain and texture.



SIGNAGE

Effective signage communicates clear intention. Clutter can easily confuse. In the Village, two main signs should be permitted per business façade: A fascia sign and a blade sign. Window signs are an additional option. Awning signs can be an alternative to blade signs.

Consider the following in sign design and placement:

Fascia Signs

- Signs should be limited to a sign area above the first floor windows.
- Signs can have three dimensional lettering.
- The maximum letter height and width is 300mm.
- Front illumination with billboard-type lighting fixtures is encouraged.
- Back-lit, plastic fascia signs are not permitted.

Blade Signs

- Signs should have a minimum clearance of 2.44m above the sidewalk.
- Signs should have a maximum area of one square metre with an additional supplemental art or symbol.

Awning Signs

- An awning drop skirt should have a maximum depth of 400 millimetres.
- Lettering should be painted or applied vinyl, or incised lettering with an applied backing.
- There should be no rear lighting installed under awnings.

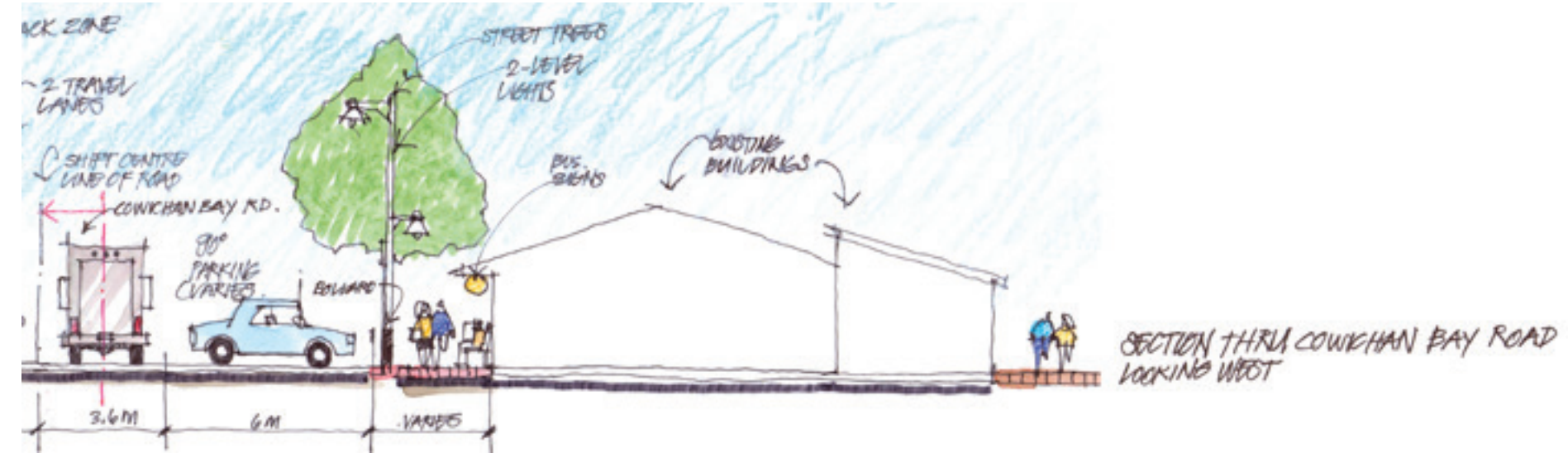
Window Signs

- Signs should have a maximum area of 0.5 square metres or 20% of the window area, whichever is more restrictive.
- Signs should not be constructed of paper, cardboard, plastic or fabrics. Cut-out vinyl letters or graphics, surface applied to inside of glazing are permitted.
- No back-lit signs, scrolling or flashing digital signs, displays, or product machines may be visible through store windows.
- Static neon signs are acceptable if they are installed inside the window.

Hanging Business Directory

- Signs should have minimum clearance of 2.44 square metres above the sidewalk.
- Signs should have a maximum area of 0.37 square metres.
- Located at the front entrance of the building.



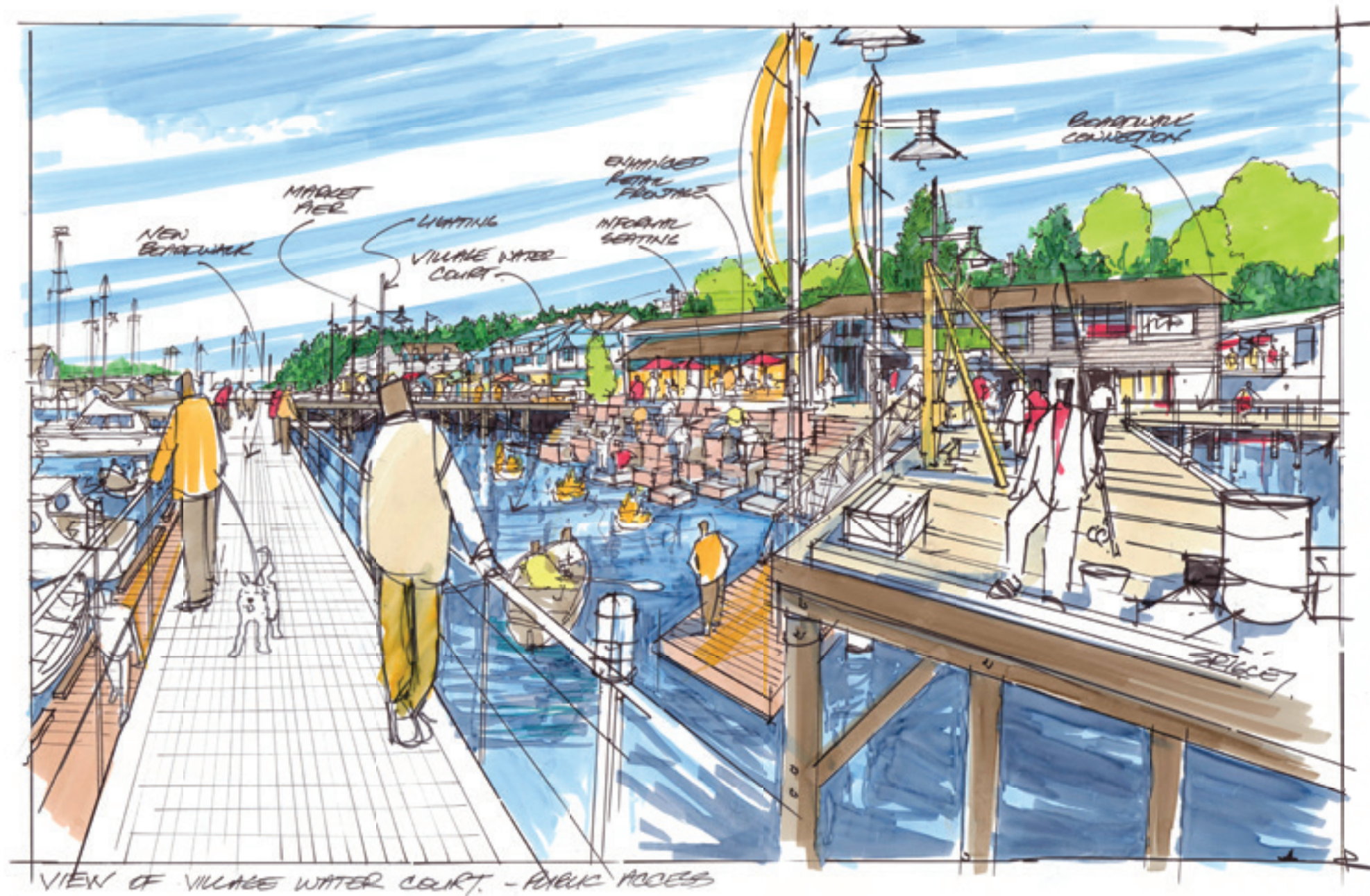


STREET FRONT ZONES

There shall be three Village Walkway zones that help ensure pedestrian and bicycle safety as well as function:

- Zone 1 – Building entry zone: Standard entry zone with a minimum of 0.8 metres but vary up to 2.0 metres depending on its location. This zone can include portable planters, outdoor patios and bike racks if there is adequate space. A 1.0 meter horizontal clearance should be kept by building entrances to permit entry and exit. Public art may be permitted.
- Zone 2 – Pedestrian clearway zone: A minimum clear pedestrian zone of 1.5 meters is required (1.8 metres is desirable). The clear pedestrian zone should take priority in cases where there is limited sidewalk width. No objects can be located in this zone at any time.
- Zone 3 – Street edge zone: The width of this zone varies with the width of the sidewalk. A general minimum of 1.5 metres is required to accommodate tree plantings and grates, lighting, benches, trash receptacles, bike racks, bollards, water fountains, planters, public art, and other utilities. This full 1.5 metre street edge zone may not be achievable in all cases due to spatial constraints.

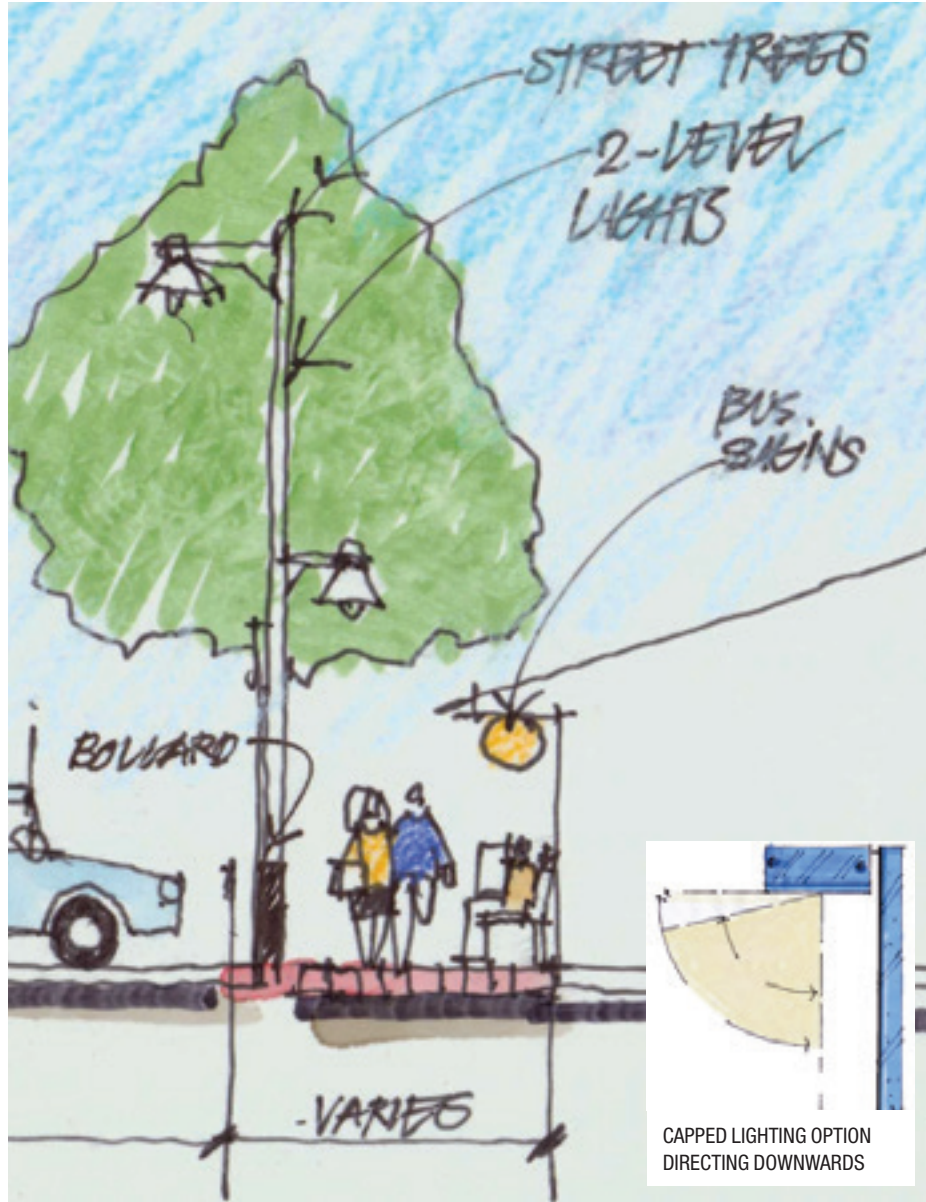
- Measurements between street furniture, planting, and lighting in the street edge zone are as follows:
 - A minimum of 10 metres between street trees.
 - A minimum of 5 metres between trees and light standards.
 - A minimum of 1.5 metres between benches and trees.
 - A minimum of 2.4 metres between bike racks.
 - A minimum of 1.8 metres between the center of a patio table and a street tree.



WATERFRONT EDGE BOARDWALK ZONES

There shall be three waterfront boardwalk zones to support pedestrian safety and the function of adjoining uses. Where there is no room to delineate these three zones, there should be a minimum width of at least 2.0 to 3.0 metres for clear pedestrian circulation:

- Zone 1 – Building entry zone: Standard entry zone with a minimum of 0.8 metres. This zone can only include portable planters and seating for a patio. A 1.0 metre horizontal clearance should be kept by building entrances to permit entry and exit. Public art may be permitted.
- Zone 2 – Pedestrian clearway zone: A minimum clear pedestrian zone of 1.5 metres is required. The clear pedestrian zone should take priority in cases where there is limited boardwalk width. No objects can be located in this zone at any time.
- Zone 3 – Water edge zone: The width of this zone varies with the width of the boardwalk. A general minimum of 1.5 metres is required to accommodate lighting, benches, and trash receptacles as well as a railing where required. This zone may be used for outdoor patios subject to review.



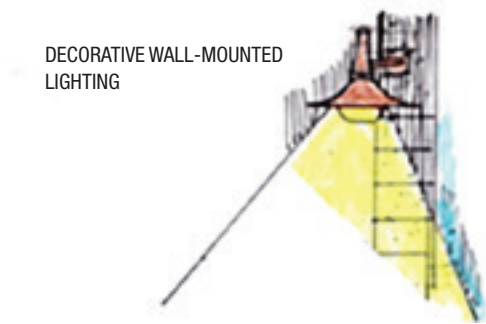
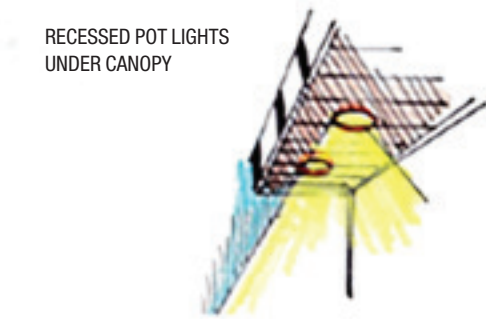
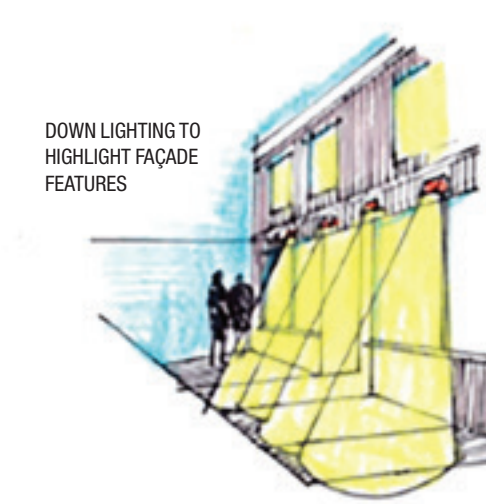
LIGHTING

Lighting is an important element to improve the feeling of safety and security in the Village. The safety and security aspect of lighting applies to both street lighting for vehicles and pedestrian lighting throughout the Village. At the same time, directed landscape lighting and building lighting will both reduce any dark sky intrusions. Consider the following in street and building lighting locations, type of fixtures, and specifications:

Street Lighting

The selection of street lights for the Village should follow these criteria:

- Require fixture design to minimize light pollution (dark sky policy) and therefore use full cut-off directed lighting.
- Promote energy efficiency.
- Encourage colour selection and fixture design should be blue and be consistent throughout for waterfront and sidewalk areas to fit marine theme.
- Require two levels of lighting along the Cowichan Bay Road – one for street lighting and one for pedestrian lighting (lower height) using the same lamp standard.



Building Lighting

Fixtures mounted on buildings or on canopies over the sidewalk or boardwalk can provide directed light that enhances the pedestrian realm and can accentuate signage, public art and architectural features. This lighting also improves safety. Building lighting should be directed to pedestrian and cyclist areas, and it should not cause glare. Keep the following in mind when designing and selecting building lighting:

- Encourage building mounted lighting especially for the building fascia signs to minimize glare and visual pollution.
- Install building lighting in the portals and passageways and also on waterfront buildings that connect to and along the waterfront.
- Install wall mounted fixtures approximately 3 metres above grade.
- Direct the light down for a pedestrian/cyclist orientation and the light beam should stretch at least half way across the sidewalk or boardwalk.



OUTDOOR PATIOS AND MOVABLE CHAIRS

Outdoor patios engage the street and extend the inside outside. They are very important for local residents and visitors to “hang out.” Movable chairs allow people to engage in a way that suits them. Patio areas are encouraged with railings installed in open areas or be constructed of glass or lattice materials to maintain visual transparency. Railings shall not be used for signage but hanging plants are permitted. Outdoor patios design shall consider the following:

- The outdoor patio partition should be visually permeable (see-through).
- Partitions should be cane-detectable (for the visually impaired) with a bottom rail 75 millimetres above grade.
- Vertical members of the enclosure may be metal or wood and they should not exceed 50 millimetres in dimension to allow adequate transparency.
- Planters are recommended on partitions or around the edges of the patio.
- Planters along the edge of the pedestrian clearway on the sidewalk, or along the street edge, should not impede pedestrian or vehicle traffic.
- Tables and chairs may be constructed of a range of materials including molded plastic, resin wicker, decorative metal and finish grade wood with the assumption that all furniture is sturdy and safe for public use.
- Colourful furniture is encouraged.
- Maintenance and upkeep of the outdoor patios is the responsibility of the business owners.



BENCHES AND FIXED CHAIRS

Benches and chairs allow the community and visitors to pause and interact outside for a moment or an hour. These interactions are important for building community spirit and making social connections. There are a variety of bench and chair styles in the Village and the benches are constructed with a variety of materials. The following shall be considered in bench and chair selection and placement:

- Use durable materials with wood and steel/aluminum being the primary materials. A variety of artful designs (by local craftsman) are encouraged to add to the Village character.
- Create more formal and informal groupings of fixed and movable chairs to increase seating opportunities in the Village.
 - Use a variety of colours to add accent and interest.
 - Explore options to lock up movable chairs in the evenings with security chains or having business owners become stewards.
- Benches and chairs should be free of advertising.
- Locate chairs and benches on the inside or outside of the walkway or boardwalk to provide a clear walkway for pedestrians.
- Locate chairs and benches in close proximity to planting areas.
- Ensure benches and chairs have back support and arm rests for comfort.
- Choose benches and chairs with an option for skateboard deterrents, including guards, material direction, and arm rests.
- Surface-mount benches and chairs to the sidewalk or boardwalk.

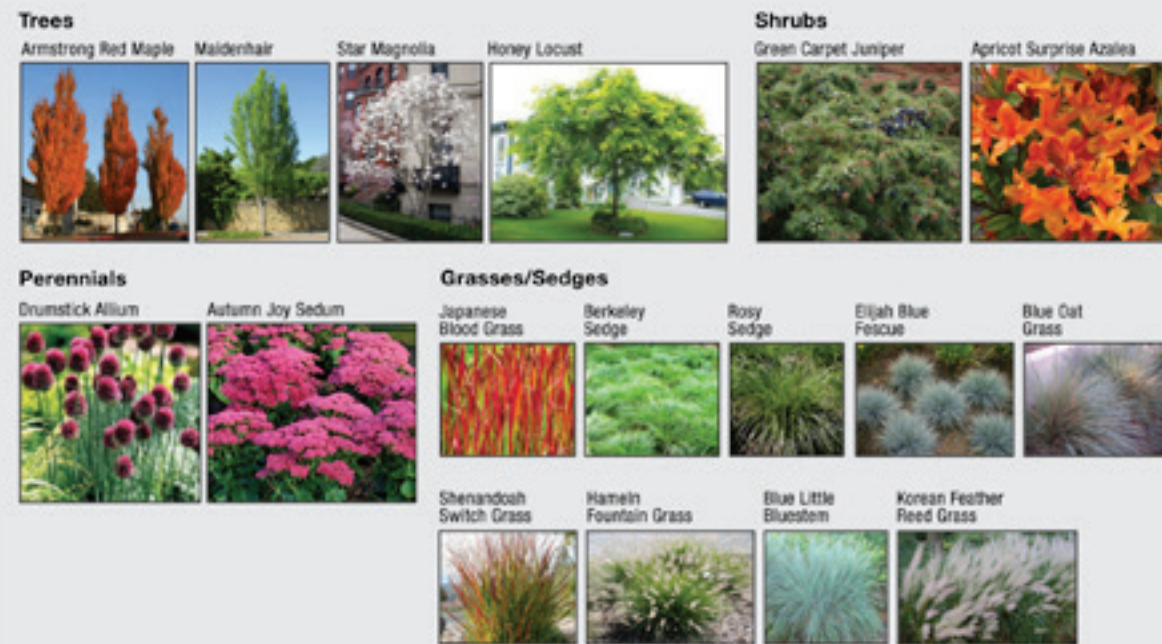
PLANTING

Street Trees, Shrubs, Perennials and Grasses

Street trees will provide a number of benefits to the Village. These benefits include shade in the summer, wildlife habitat, air filtering, defining the edge of parking, and adding green to the Village. These street trees can be planted on both sides of Cowichan Bay Road when considering the recommended road improvements. The following diversity of plants could be considered but should be verified by a local nursery expert as suitable species.

The following guidelines should be considered in tree planting:

- Provide a tree planting areas of a minimum of 1.5m by 1.5m with tree grates.
- Fill tree planting areas with engineered structural soil to allow water and soil nutrient retention.
- Locate trees in the sidewalk edge zone along the Village Walkway.
- Plant one species of street tree in the Village for continuity (Armstrong Red Maple) for its narrow pyramidal shape and brilliant fall colour.
- Planters can further add colour and design to the store fronts.



Planting Beds and Rain Gardens

The proposed tree planting areas will provide additional opportunities for planting beds in the Village. There are also areas that may include just shrubs and perennial plants or also provide a possibility for rain gardens that help with drainage and cleansing of stormwater.

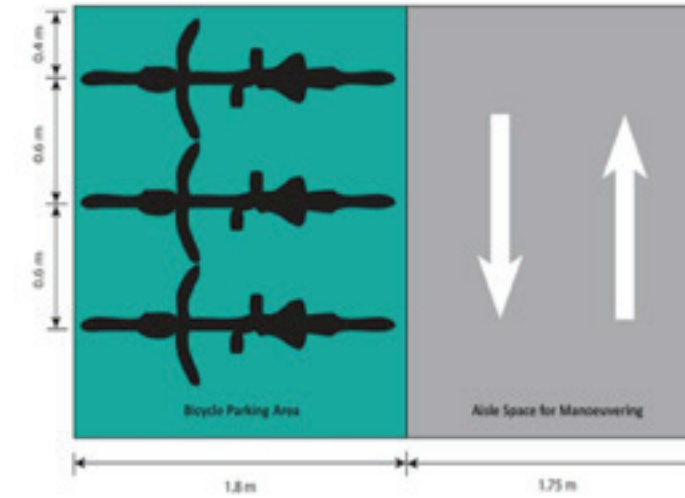
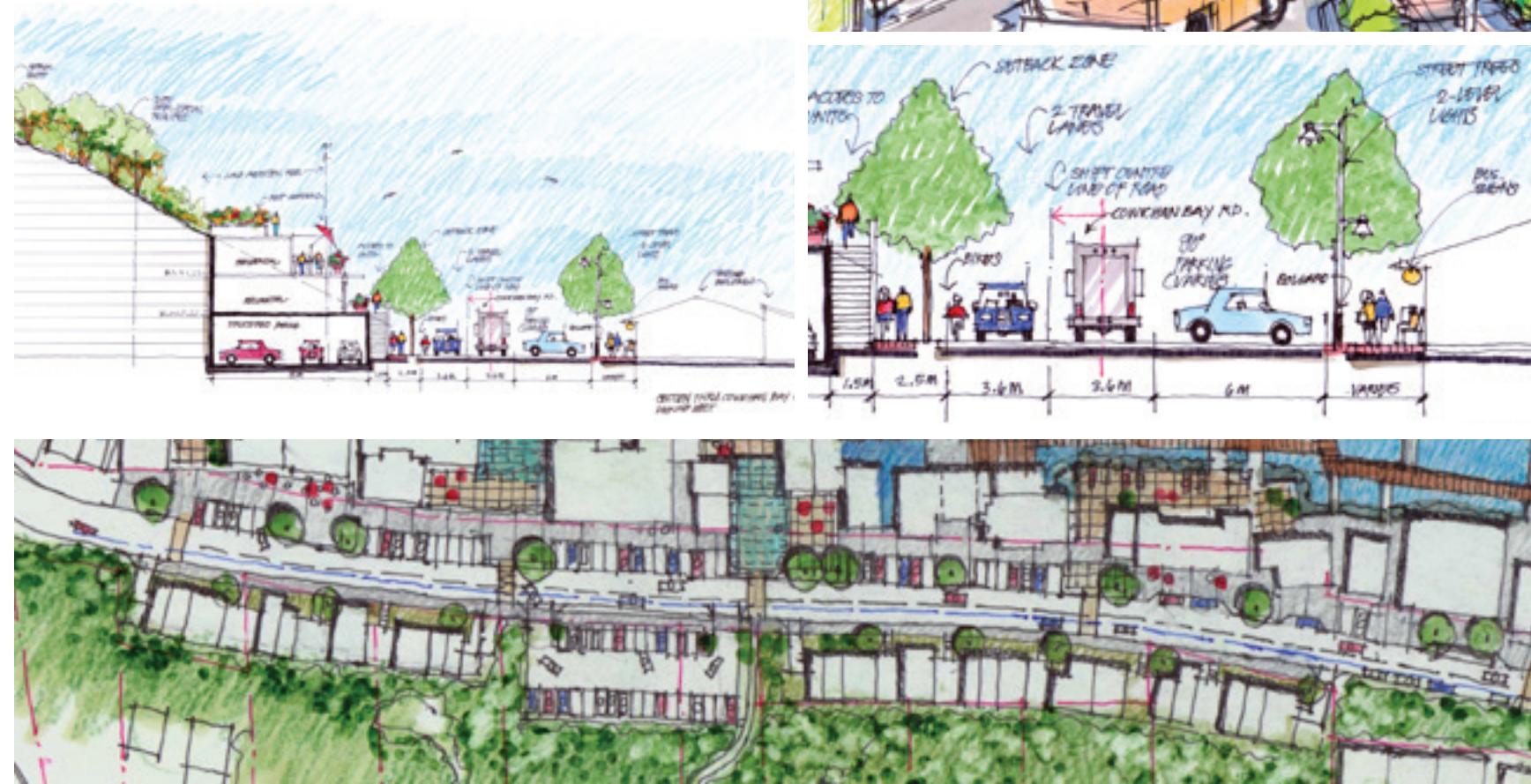
Selection criteria for plants to go in the planting beds:

- Use of native species.
- Use of low water consumers.
- Long-term maintenance requirements.
- Seasonal colour.
- Density of plantings to achieve a short term and long term.
- Seasonal hardiness of the species.



Tree Planting Pattern and Location

The street tree planting pattern along Cowichan Bay road will be part of the proposed parking plan and road improvement plan. The trees will be planted along the north side of the road on the outside of the Village Walkway. The planting will alternate and vary with the parking and pedestrian walking area as the building setbacks vary. There also may be slope replanting and street tree planning on the south side of the road if the proposed roadway is reconfigured and the area along the slopes developed as illustrated in the accompanying sketch, sections, and plan.



BIKE RACKS

There needs to be more bike racks in the Village. These bike racks should be finished in lively primary colours – especially in yellow and blue following the marine theme for easy identification.

Additional bike racks in the Village that are easy to access will promote active transportation and bicycle use. The following guidelines should be used in the selection and placement of bike racks in the Village:

- Provide a minimum of 0.6 metres in width, 1.8 metres in length, and 2 metres in clearance height from grade for each bicycle parking space.
- Surface mount bike racks to the sidewalk.
- Ensure that short term bike parking is convenient, well lit, and visible.
- Maintain a minimum of 1.75 metres between bike parking, and street furniture or vehicles.
- Provide bike racks that support the bike in at least two places and allow the user to lock their bike with a U-style lock.
- Choose bike racks with high quality materials and fabrication standards that are resistant to cutting, rusting, bending, and deformation. Use materials that are sustainable and recycled where possible including metal, wood, plastic or recycled composite.
- Choose bike racks that require minimum maintenance.
- Orient bike racks parallel to the curb in sidewalk on the outside of the walkway or on the inside of the sidewalk to provide a clear walkway for pedestrians.
- Ensure that there are a minimum of 1 to 2 bike racks per block of buildings.



WASTE AND RECYCLING BINS

There are few waste receptacles in the Village area and they lack coordination. It is important to provide for waste disposal that is convenient, visible, and secure. A limited number of the existing waste receptacles have recycling options. The following should be considered in selecting the number, type, placement, and specifications of the waste and recycling bins:

- Provide 4 to 6 waste/recycling receptacle on the Village Walk as well as the water's edge boardwalk as these areas are further developed.
- Orient receptacles towards pedestrian traffic along the curb or inside along the building to provide a clear walkway for pedestrians.
- Locate receptacles with adequate distance from seating areas to avoid nuisance odors.
- Surface-mount waste receptacles to the sidewalk.
- Implement a schedule for regular refuse pick-up.



CONCRETE UNIT PAVERS



CAST CONCRETE



SPECIAL PAVING



SIDEWALK MATERIALS

A range of different paving treatments are identified including cast concrete and modular products for the Village Walk. The materials and patterning are one of the most highly visible aspects of open space systems. Consider the following guidelines in selecting and implementing the Village Walk and associated improvements:

- Higher quality materials, banding, and colours serve to emphasize areas of prominence while utilitarian materials such as cast concrete are best utilized to cleanly organize the utility zone.
- The palette of paving materials include concrete unit pavers and concrete.
- Any other products or designs that are proposed in the future should be compatible in materials and character.
- Stamped concrete or stamped asphalt paving are not recommended. Cast concrete score lines should be saw cut not trowelled.
- A variety of concrete or brick unit pavers should be incorporated in the standard Village Walk paving. Patterns and colours may vary, though grey to blue tones are preferred as the dominant theme with accents of warm tones. The exact colour combination is still to be determined but is meant to be "background" to the building emphasis – not dominate the view.
- Cast concrete should feature a broom finish with saw cut score lines. Concrete can be used as a band on the inside or outside of the Village Walk walkway and/or intermediate bands to contain the unit pavers. Score pattern should vary.
- The waterfront boardwalk materials can include wood and steel/metal with appropriate finishes and fastenings that resist corrosion from salt water.



WAYFINDING

Wayfinding signage is important to direct visitors and tourists to different locations in the Village. A significant part of the wayfinding signage in the Village needs to be enhanced and made more visible. The following recommendations will improve orientation, direction and associated business access in the Village:

- Village Walk Map: The Cowichan Bay “Village Walk” symbol (see image) could be enlarged and used in association with a kiosk map that outlines the Village Walk route and the “portal” entryways to the water’s edge boardwalk activities and businesses. This kiosk could be located along the Village Walk in three locations: Central, West end and East end.
- Portal Landmark Signs: Coordinated signage could also be placed on one sign board at the major public portals to the waterfront. This gesture will improve and coordinate business exposure and directions.
- Gateway Sign Landscape Enhancement: The current sign below on the south end could be enhanced with landscaping and colourful planting for all seasons.



ELECTRIC VEHICLE AND CARE SHARE PARKING

Cowichan Bay Village provides a destination for tourists and visitors from other communities exploring Vancouver Island. Car shares and electric vehicles help to reduce Greenhouse Gas Emissions (GHG), which is consistent with the direction of CVRD progressive policies.

To further support electric vehicles and the local car share program, at least 1 or 2 of each of car-share and electric vehicle parking spaces should be provided at a convenient location in the Village.

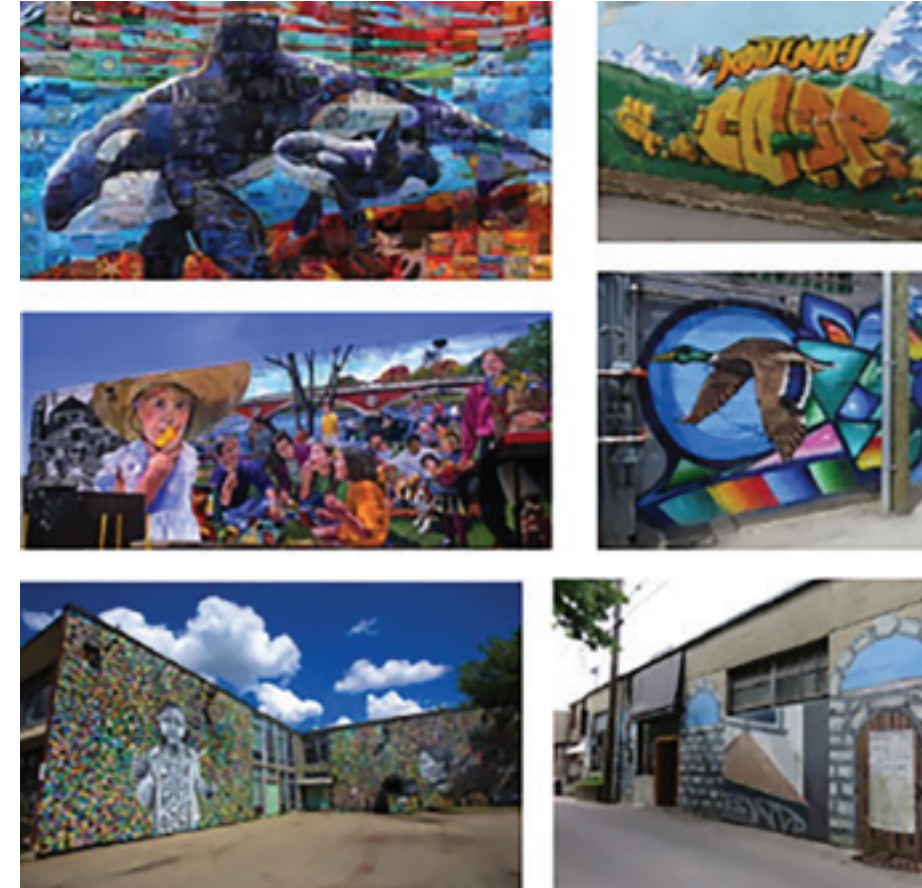
PUBLIC ART AND MURALS

Public Art

There are excellent examples of unique and expressive private and public art in the Village. Public art (including private art) refers to original works of art that have been planned and executed for temporary or permanent installation in a location that is accessible and clearly visible to the public. Public art includes sculptures, murals, creative displays, signs, and aesthetic enhancements to the Village infrastructure including street furniture and utility boxes. Public art is an important cultural resource and reflects the uniqueness and character of the Village.

Public art will continue to be encouraged on an individual or community basis, keeping in mind the following: Style and nature, quality of the work, elements and design, life span, permanence, diversity, and risk assessment. The following criteria should be used to review public art location and appropriateness:

- A unique public art piece should be located at each public portal.
- The public art is placed in the street edge sidewalk zone or on the inside building edge zone.
- The public art piece will not obstruct a clear pedestrian zone of 1.5 metres.
- The public art is of an appropriate size, fabrication and content that fit the space and context so that no unnecessary hazards are created by its placement.
- Labeling of public art is consistent and each label includes information on the origin and meaning of the art piece.
- Public art should be placed on well-crafted support structures.



Murals

A mural is defined as any large-scale artwork, painting, or mosaic located on the exterior wall of a building or on a ground surface. Murals should be primarily located on blank walls along the sides of buildings, on retaining walls on the roadway or along blank walls along the proposed water's edge boardwalk to activate and enliven these spaces. The following criteria are also recommended to help guide the selection, location and content of murals in the Village:

- The mural content shall meet the Village's artistic standards and it must be seen as contributing to the art and culture.
- Local stories and history are favoured, as are contemporary works.
- Murals should have rich graphics, and they should not rely on lengthy text or quotations.
- The content shall not include advertisements, business names or explicit depictions of products sold on the premises.
- The signature of the artist is permitted, but at an appropriate scale with no graffiti tag.
- The materials used in the murals should be durable and include a non-toxic anti-graffiti coating so that any vandalism can be more easily removed.
- Where lighting is included, the lighting must be directed at the mural and minimize any glare or spillage.

reflect

Cowichan Bay Village

Development Guide

Directions for place keeping and place making

