

WELCOME TO
REFRESH & INSPIRE
REVISITED



REFRESH & INSPIRED REVISITED

Community ideas were pitched during the Refresh & Inspire event for the 3.5 acre waterfront site. The purpose of tonight's event is to continue to build upon what we have learned, revisit the progress and ideas to date, and hear more ideas from the community.

The Waterfront Task Force is seeking inspiration for concepts that bring social, environmental, and economic benefits to our



LISTENING & LEARNING

Discover what we have learned so far and
explore
our inspired characteristics and design
principles
for the site.

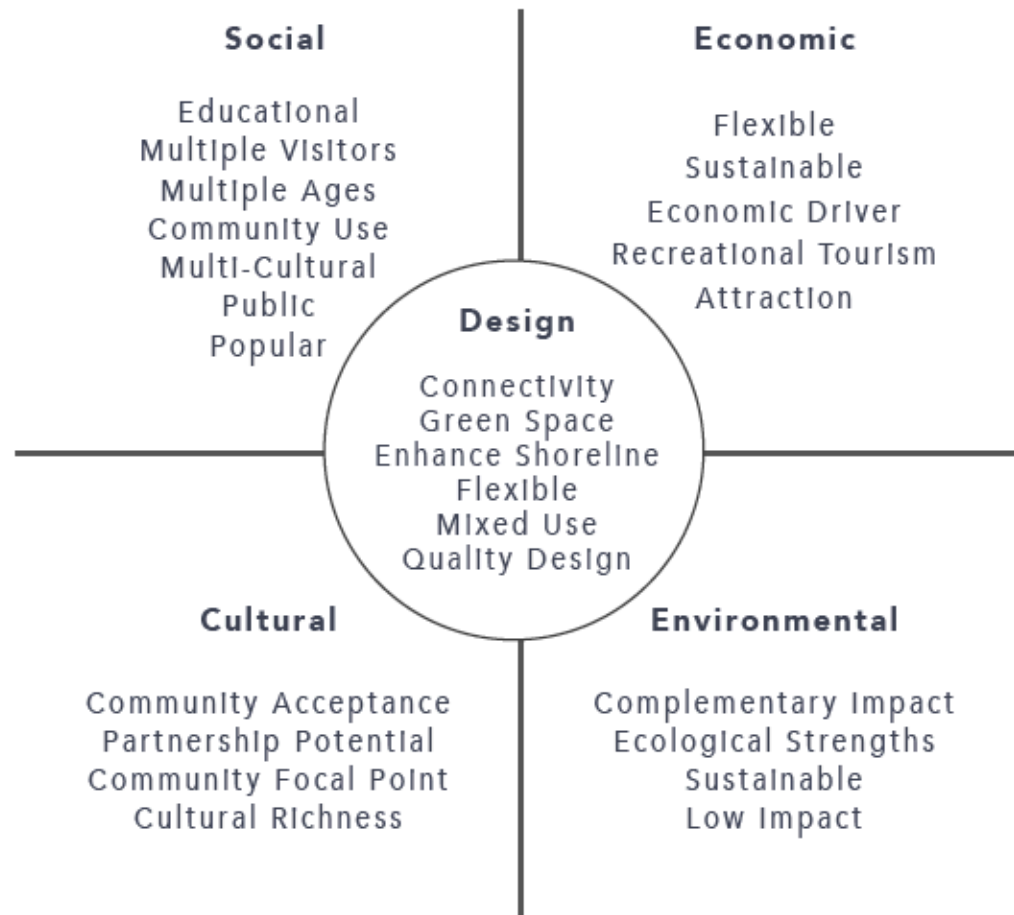
REFRESH & INSPIRE

12 INSPIRED DESIGN PRINCIPLES

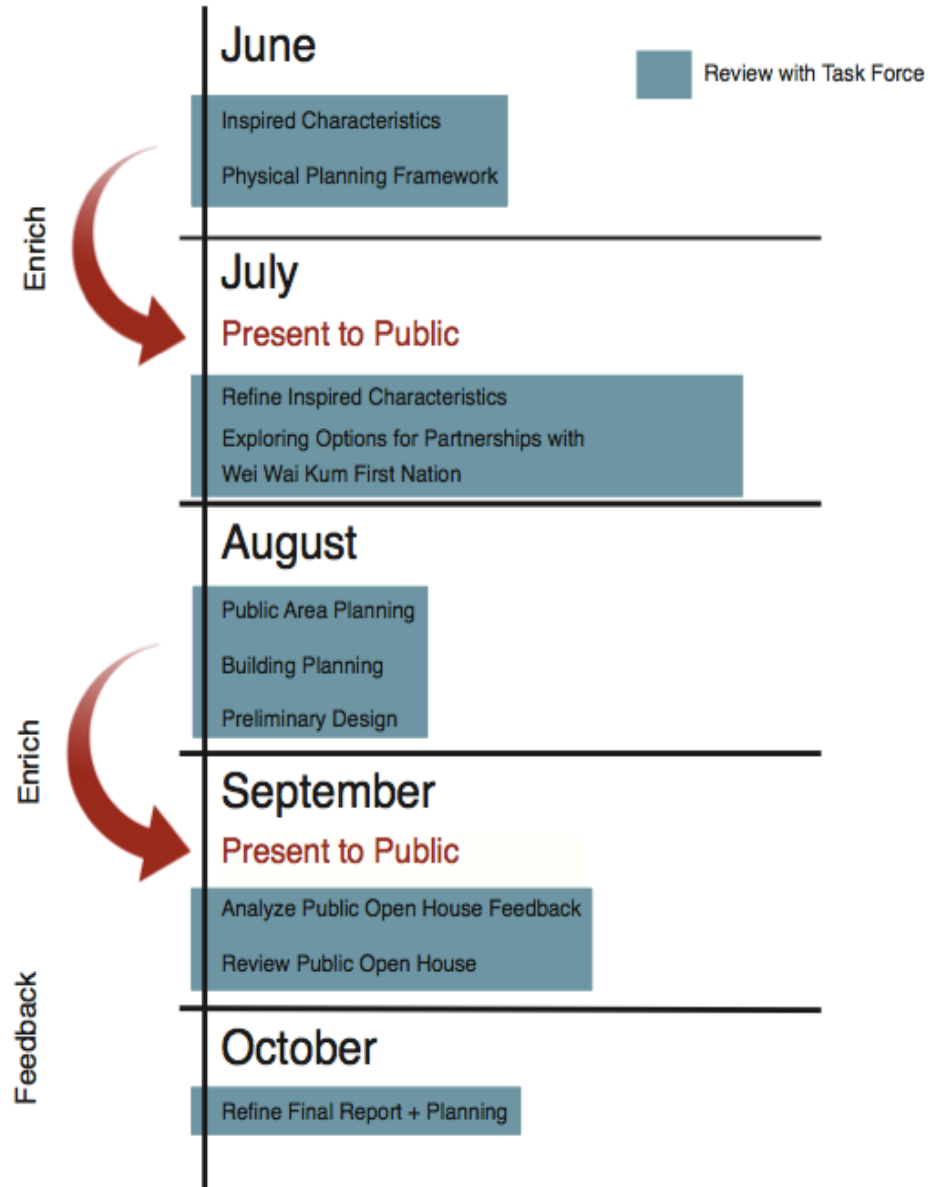
- Pedestrian access to the waterfront
- Develop a unique downtown character
 - Continuous waterfront route
 - Connection to downtown
- Pedestrian priority over vehicles
 - Public views to water
 - Public amenity space
- Marina offers some public access
- Retail uses animate pedestrian arrival
 - Strong connections
- Sense of community and identity
- Weather and climate protection

REFRESH & INSPIRE

INSPIRED CHARACTERISTICS



Campbell River Waterfront Task Force Road Map



CONTINUING TO SHARE IDEAS

Let's keep the conversation going and
the ideas flowing!

Pitch #1

Chuck Desorcy

Salish Sea Campus

An underwater photograph of a kelp forest. The water is a deep blue-green. Large, broad kelp blades are visible, some showing a yellowish-brown hue. Several kelp stalks with bulbous, teardrop-shaped floats are prominent in the foreground and middle ground. The text "Salish Sea" and "Campus" is overlaid in a light grey, sans-serif font on the left side of the image.

Salish Sea Campus

An Educational Institute for Craftsmen and Artists



Highlighting First nations Prints and Wood Art



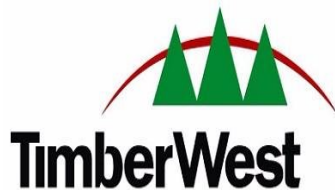
Woodworking facilities shared by artists and craftsmen



www.alamy.com - FGR135

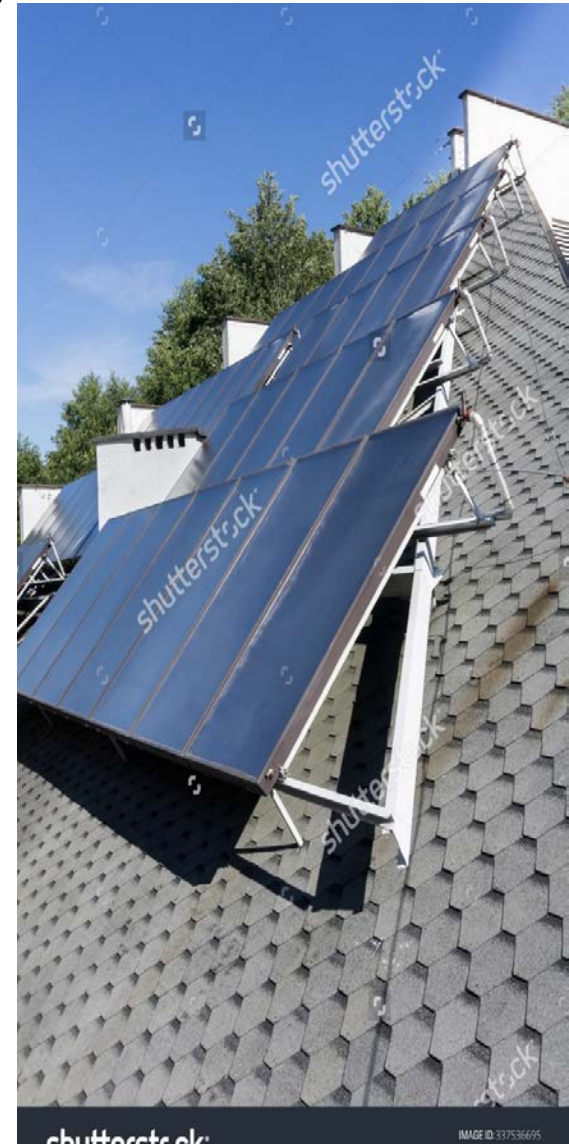
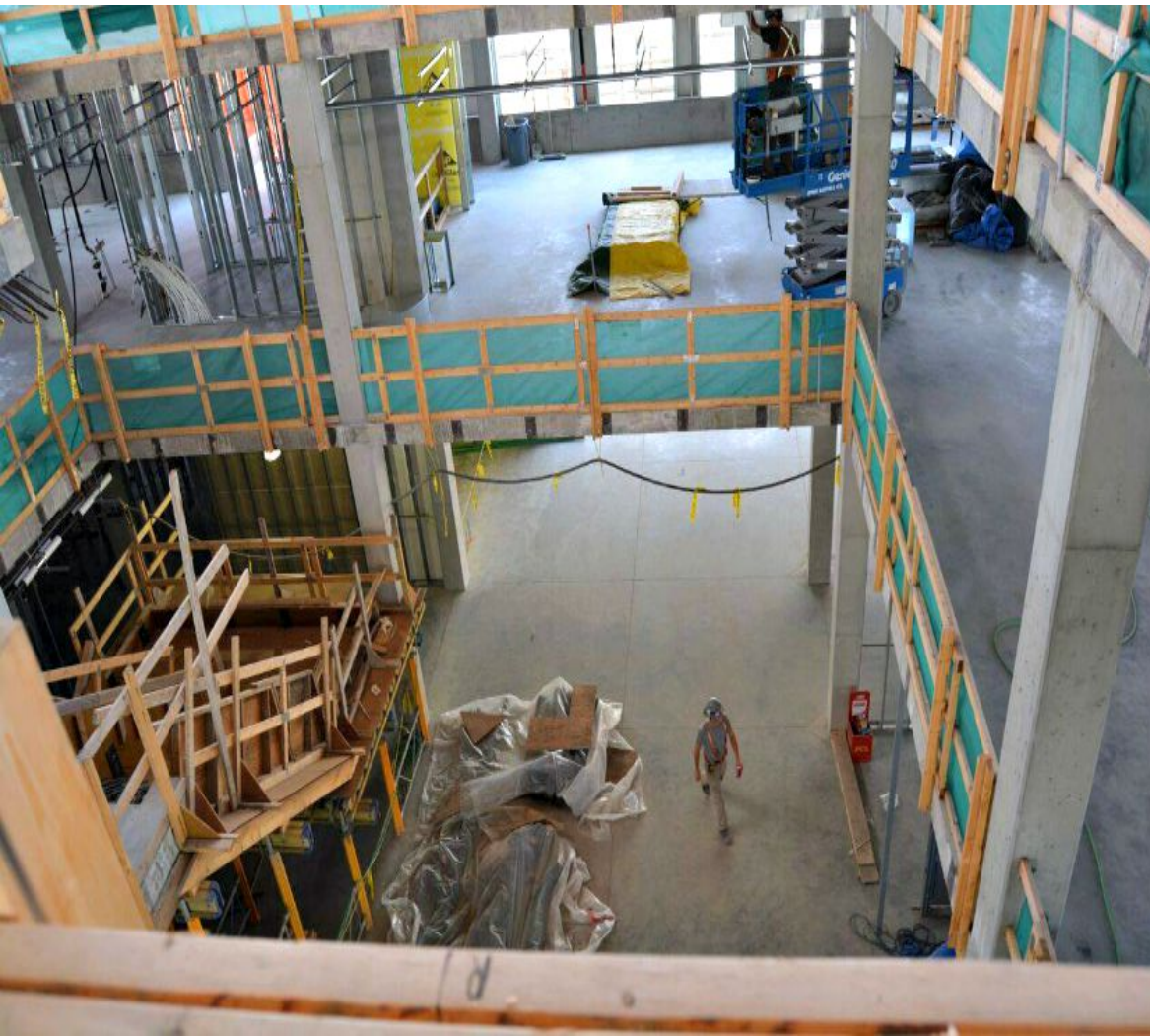


Financed using a Public - Private Partnership



Local business' provide materials and supplies as well as facility Sponsorship

Designed to minimize heating and cooling costs with south facing glass, thermal mass and renewable energy



Climate Change adaptions

First floor cement parking with **movable** shops on the outside ring



Outdoor space for public gathering Art Displays as well as a ocean side Boardwalk



All powered by renewable energy

Facilities available to share with the Community



Sponsored Studios for “Best in Class”



shutterstock

New Students and Parents enjoy exposure to our beautiful city



Exhibitions and Facility events encourage multiple trips downtown



Campus will generate Spin-offs for the City Center

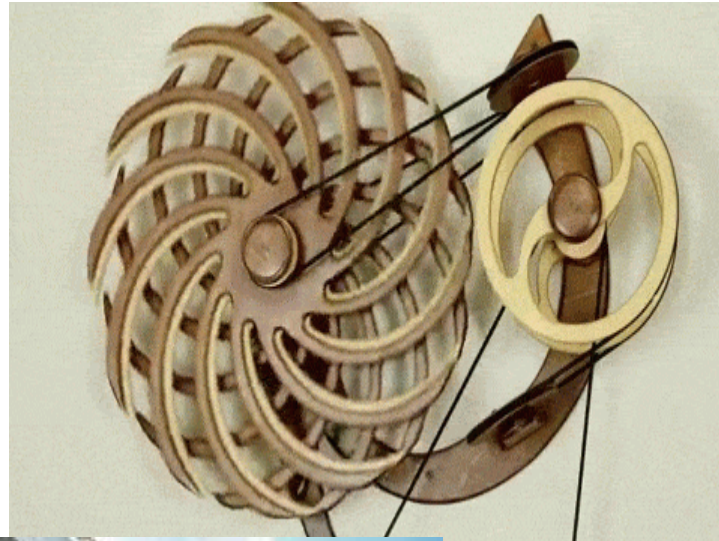


Site Layout

**Main
Campus
Shops
Public
Space
Studios
Boardwalk**



Campus productions highlighted as the downtown is revitalized



Pitch #2

The Sybil Andrews Cottage Artists

Community Complex

Pitch #3

Jim Powell

**Salmon Centre of Excellence &
Conference Centre**

Salmon Centre of Excellence

Concept Proposal

Refresh & Inspire

3.5 Acre Waterfront Task Force

July 25th, 2017

Dr. Jim Powell

BC Centre for Aquatic Health Sciences Society



Who are BC CAHS?

- Non-profit society
- Fee for services model - \$1.5m p.a.
- Research & diagnostics laboratory
- Fisheries & aquaculture
- In operation for 12+ years in CR
- Employs local HQP
 - 12 FTE + two seasonal PT
 - 4 PhD, 2 MSc, 4 BSc, 1 BFA
 - Two NIC/UVIC students
 - One Carihi intern

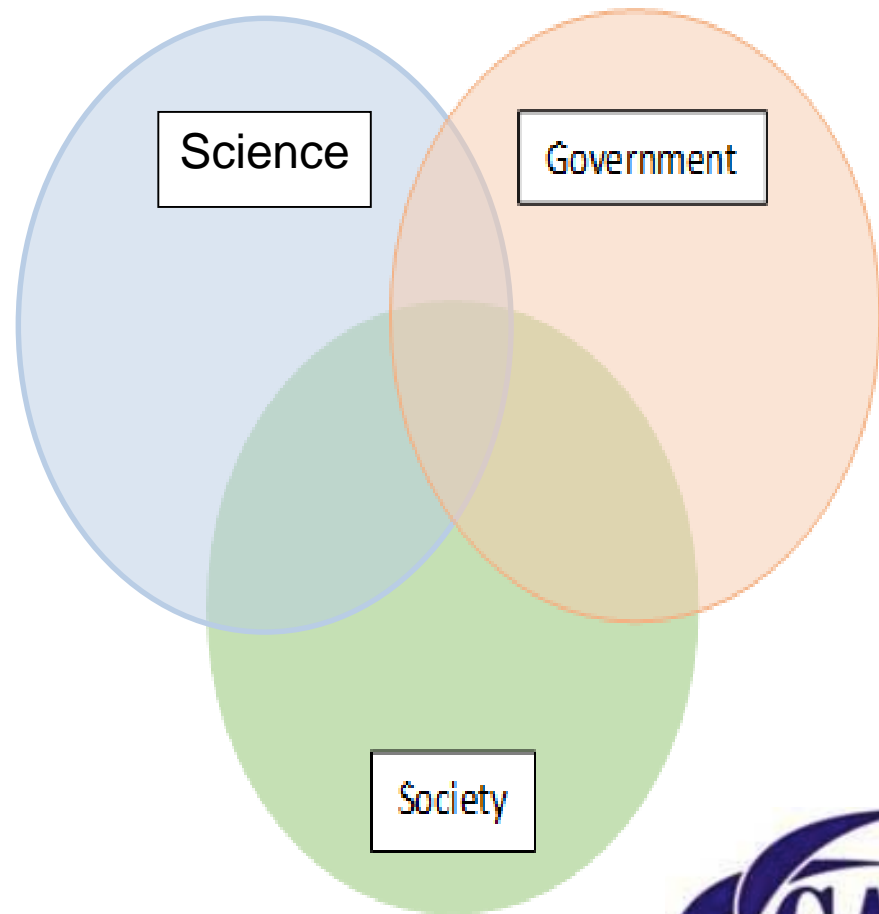


The Need

- Our current facility is 5000 sq ft. We have the ability to double.
- We can help other groups grow in a sustainable fashion.
- As citizens of the ‘Salmon Capital of the World’, we are able to help:
 - Salmon enhancement groups,
 - Address socially relevant concerns in the community,
 - Increase the knowledge base of salmon biology – locally & globally,
 - Create local employment & research opportunities through science-based development.

Salmon Centre of Excellence

- Hub for 3 groups
- Address common needs
- Improve salmon research capacity



We Want More of This:



The Need: Salmon are Essential

- Economic
 - Indigenous Peoples
 - Recreational & Commercial fisheries
 - Aquaculture industry
- Research
 - Education
 - Training
 - Employment
- Society
 - Environmental responsibility/stewardship
 - Distinct desire to know growth is sustainable



Key Components:

- Research & discovery
- Educational opportunity
- Foster sustainable economic growth & social responsibility



Waterfront Building

- Connection to the ocean, parkways, marina, public greenspaces
- Potentially three floors
- Public spaces
- Laboratory
- Conference center
- SCE = Anchor tenant & focal point
- Publically owned building



*Rix Centre for Ocean Discovery
Bamfield Marine Sciences Centre*

How the SCE Fits In

- Economic driver & revenue to the community
- Anchor tenant for waterfront development
- Partner with other salmon-based interests
- Promote community values & needs common to Riverites



How the SCE Fits In



- Homegrown enterprise
- Provide 'Going Concern' stability
- Sustainable development in fisheries & aquaculture
- Provide HQP jobs
- Educational opportunities
- Foster accessible research

Ground Floor - Aquarium

- The success of the Discovery Passage Sealife Society is clear
- Educate & inform
- Entertain & draw people
- Fits with public desire



Ground Floor – Visitors Centre

- Important to be in or near core
 - 500m from current location
- Anchor tenant
- Must be a showcase & gateway to CR Tourism



Inspiration – Visitors Centre



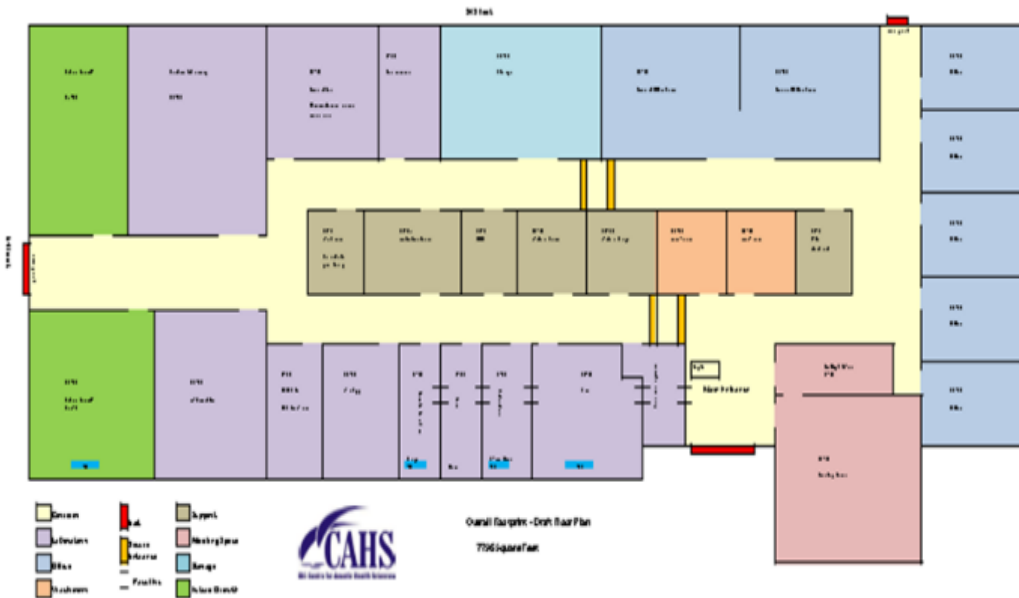
- Williams Lake
- Population 10,000
- Captured theme of Timber Kings
- Built on their strength
- *Can we do that with salmon, sea and mountains?*

Ground Floor – Deli/Coffee Shop

- Independent revenue tenant
- Destination for visitors
- Showcase for CR seafood
- Builds on 'Salmon' theme
- Creates 'critical mass' of attraction through retail
- Steveston – Granville Island

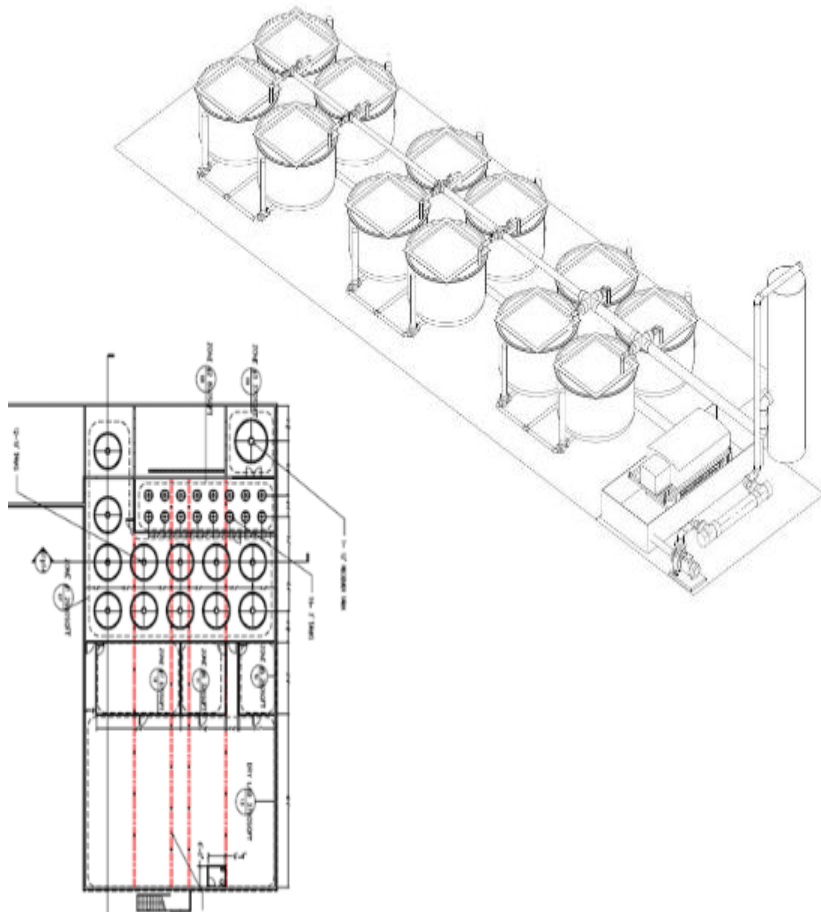


Second Floor - SCE



- 10,000 sq ft
- Research & diagnostics capacity
- Meeting rooms & administration
- Learning & teaching capacity
- No smell, no clutter
- Public access

Wet Lab: Off Site or Adjacent



- Research
 - Advance fish culture practices
 - Investigate key issues
 - Wild – Farmed interactions
- Best Practices
 - Sustainability
 - Address animal welfare
- Challenge Models
 - Demonstrate effective mitigation strategies
 - Develop new i

Top Floor – White Table Cloth



- Fine dining
- Overlooks marina, ferries, breakwater
- Views to Quadra
- Destination restaurant
- Requested by hoteliers

Conferences/Performing Arts

- Shaw Auditorium
Nanaimo
- Multi-purpose
 - Conferences
 - Lectures
 - Arts performances
 - City Council, Regional District & First Nations Chambers
- 220 capacity
- Connects to CR Tech upgrades
- Fully accessible



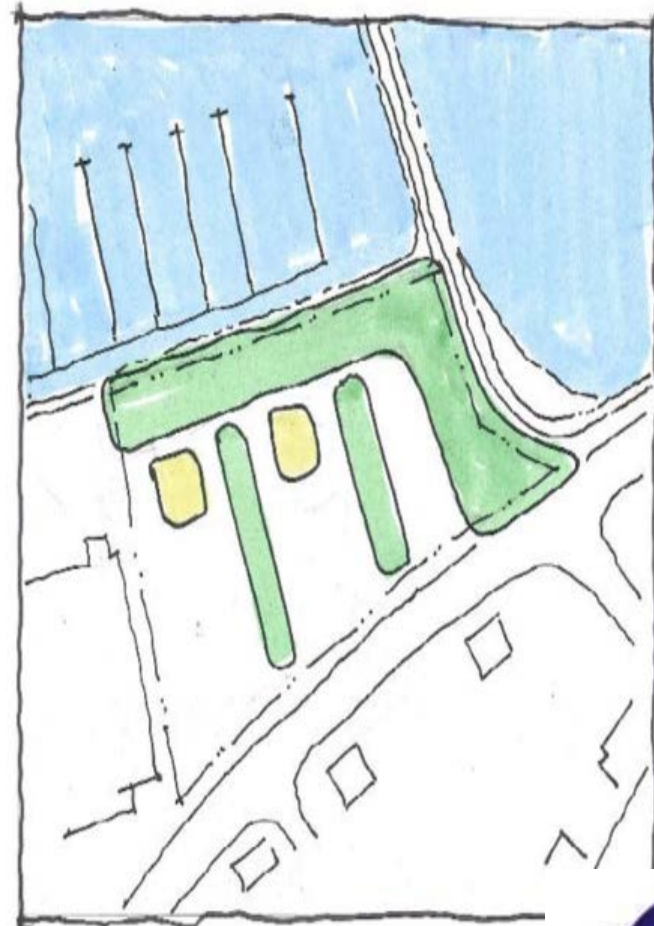
Outside - Walkways



- Connect with City plans
- Access to the breakwater, beach & Marina are intact
- Easy access for Berwick residents for an outing
- Ensures lighting & activity for safety

Outside - Greenspace

- Charrette recognized need for greenspace & walkways
- These are preserved for use
- By going up, not out, we minimize the footprint



Outside Gathering Area – Public Art



- Vision includes having displays of public art
- Can be focal point of greenspace
- Permanent or temporary
- Others to have input

Photo credit Katherine Bickford

Parking

- City land is across the street
- Ample truck & trailer parking for marina
- Some short-term parking at the building



Funding Model

- We have interests & commitments from:
 - Provincial
 - Federal
 - Industrial partners
 - Community
- We also have cash
- Bringing a going concern to the project

Funding Model

- We have interests & commitments from:
 - Provincial
 - Federal
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 - Community
- We also have cash
- Bringing a going concern to the project
- Publically built & owned
 - Remains in the public domain
 - Generates revenue from lease/rent
 - Consistent with existing public business plan
 - Ensures construction quality



- The 3.5 acre waterfront has been called the jewel of Campbell River.
- Thank you for allowing us to share our vision for it.

Pitch #4

Stephen Bradley

Transit Hub

Intermission

Refreshment Break

Pitch #5

Ron Dworski

Waterfront Park

Pitch #6

Ken Horsman

Business

Pitch #7

Sheri Hayward

Community Partnership





Pitch #8

Lesia Davis

Hear the Sea Play



<https://www.youtube.com/watch?v=n86pF-wQKrw>

<https://www.treehugger.com/culture/wave-powered-sea-organ-nikola-basic-zadar-croatia.html>

REFRESH & INSPIRE

WHAT'S ON THE HORIZON?

Let's keep the momentum going and the ideas flowing.
Join us at our Next Open House event:

"Refreshed & Inspired Open House Celebration"

Tuesday, September 12 6:00 - 8:00 p.m.

Community Centre Lounge

THANK YOU!

Please stay engaged!

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Phone: 250-286-5727

Web: campbellriver.ca/refresh

FaceBook: City of Campbell River City Hall



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