

*The Port Alberni
Shoreline Master Plan Review*



2000

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Background

In April 1991, the Port Alberni Shoreline Master Plan was completed by the City. The Plan, commissioned by the Port Alberni Harbour Commission, was contracted to consultants Taylor Peach and Associates. The Plan was undertaken as a cooperative effort between the Port Alberni Port Authority (formerly the Port Alberni Harbour Commission) and the City of Port Alberni. The Plan pertains to a specific area defined largely as lands adjacent to the waterfront from Clutesi Haven Marina south to the Harbour Quay Marina and further south to the Polly's Point area (see map 1). It represented the vision and land use strategy for the waterfront in the City and was acknowledged in the Port Alberni Official Community Plan in 1993.

In 1999 the Government of Canada revised their legislation, pertaining to Harbour Commissions and in the case of Port Alberni, a new Port Authority was created with new powers and responsibilities prescribed under the revised Canada Marine Act.

The Act states:

"A Port Authority shall, within twelve months after the issuance of its letter patent, develop a detailed land use plan that contains objectives and policies for the physical development of the real property that it manages, holds, or occupies and takes into account relevant social, economic and environmental matters and zoning bylaws that apply to neighboring lands."

This plan represents a review of the 1991 Shoreline Master Plan which evolved to become the new Port Alberni Shoreline Master Plan. The Master Plan will be used as the basis for comprehensive planning and development of the Port Alberni waterfront, consistent with the Canada Marine Act provisions for Port Authorities. This represents phase 1 of the Land Use Strategy. Phase 2 will also be undertaken for all other shoreline lands outside City boundaries and within the jurisdiction of the Port Alberni Port Authority.

HWY 4

E & N Railway

River Rd
SOMERS River

Johnston Rd

Clutesi Haven
Marina

CITY OF



Lupsi Cupsi Point

Redford

PORT

Burde

3rd Ave

10th Ave

Argyle

ALBERNI

Harbour
Quay

Alberni Inlet

Polly's Point

MAP 1
AREA OF STUDY



CITY OF PORT ALBERNI PLANNING DEPARTMENT
MAY, 2000

SCALE 0m 1000m
500m 500m

Introduction

The following process was embarked upon in the development of this plan:

- preliminary interviews were held with a number of frequent shoreline users, community leaders and citizens
- a detailed review was given of the 1991 Master Plan
- some proposals were put forward
- there was public consultation
- the Plan was formulated with detailed review by the Port Authority and the City

Goals & Objectives

The Master Plan review process reaffirms the goals and objectives as identified in the 1991 Plan, and adds additional ones:

- ❑ To guide development so that the shoreline becomes a cohesive visual and recreational asset to the community and to visitors.
- ❑ To create a series of nodes and linkages along the shoreline, activating it's use and improving it's accessibility.
- ❑ To suggest principles for decision making relative to future development, including guidelines for land use, location of focal points, linkages, and specific solutions for critical nodes such as Harbour Quay and Victoria Quay.
- ❑ To be complimentary to planning and economic development aspirations of the City, particularly to contribute to economic diversification with emphasis on waterfront tourism wherever possible.
- ❑ To continue efforts to ensure that the Port is competitive with other Ports in terms of facilities for efficient and competitive cargo handling systems allowing for the flow of goods through the port and elsewhere across the country.

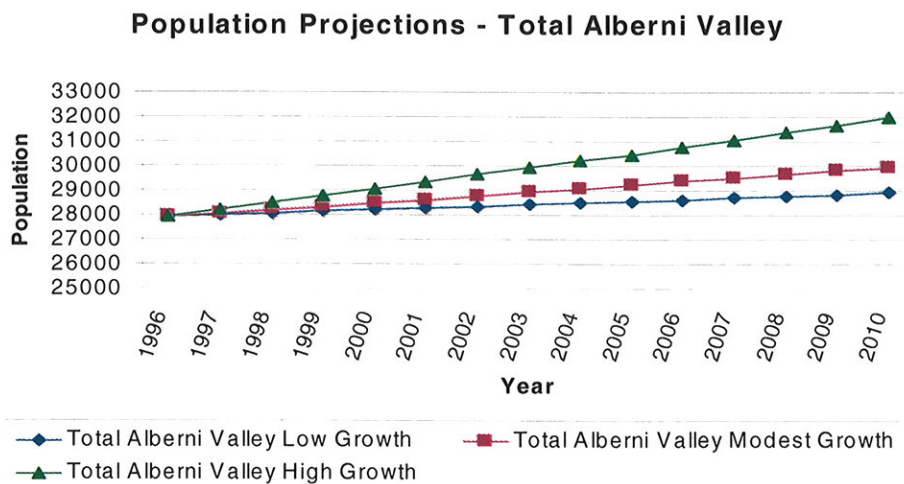
Future Population

The Shoreline Master Plan accepts the assumption for future population growth in the Alberni Valley consistent with those in Port Alberni's Official Community Plan. They suggest moderate future growth due to:

- ❑ favourable Vancouver Island climate
- ❑ aging population retiring in coastal areas
- ❑ higher density and higher land values on eastern Vancouver Island making Port Alberni an attractive place to live
- ❑ more tourism and economic diversification occurring in Port Alberni
- ❑ improved transportation and communication making distances from larger centers less onerous

A City population between 19,500 and 21,000 by 2010 is anticipated.

Increased tourism and growing population will result in the increased use of the Alberni Inlet and it's shoreline.



Note: * population projection will not account for future boundary expansions.
 * Linear calculations are based on fixed rates of growth.

Any

Context

In regional context, Port Alberni has strategic location benefits:

- the gateway to the Pacific Rim via Provincial Highway #4
- central for regional travel for kayakers, marine excursion tours and service for fish farms and fishing camps
- Rail America (former E & N Railway) which links to east Vancouver Island
- a deep sea port located on the Alberni Inlet (fjord) 48km from the ocean
- a central location for forestry and port industries
- nearby attractions such as Provincial Parks (Sproat Lake, Stamp Falls), Robertson Creek Hatchery, MacMillan Park and the McLean Mill National Historic Site

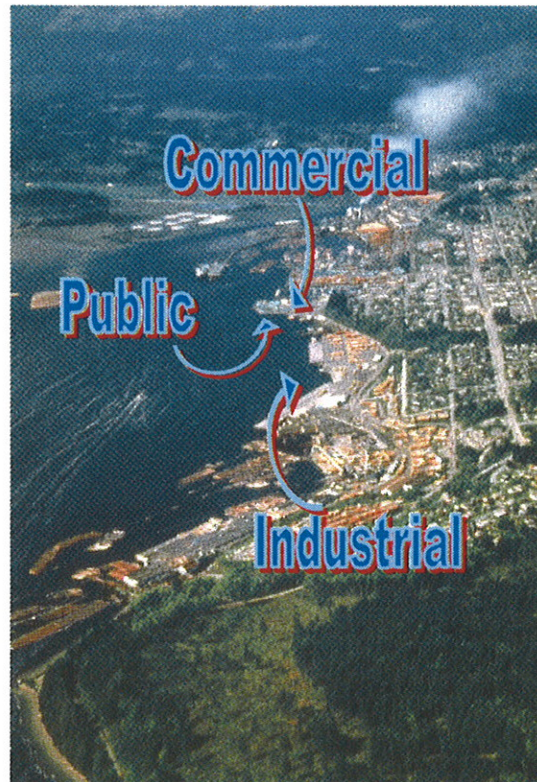
In local context, Port Alberni is:

- a forestry community with sawmills, logging divisions and a paper mill within or near to the City
- a significant fishing community
- a community with most of the shoreline devoted to industrial use, some waterfront commercial lands and limited residential at the shoreline
- a community with an attractive infrastructure including an indoor pool, multi-purpose community arena, a curling rink, a roller rink, outdoor sports fields and tennis courts, and a top quality track and field stadium
- a community with culture and a rich heritage including a high quality museum and the McLean Mill National Historic Site
- an energetic community with almost unlimited recreational activities including sport fishing, golfing, scuba diving, boating, camping, hiking, and mountain climbing among others

Overall Planning Issues

Many issues identified in the 1991 Shoreline Master Plan have been pursued, are continuing to be acted on, and in many cases have been completed. Overall issues include:

- ❑ The shoreline should include a mix of public and commercial/industrial areas.
- ❑ Existing industry is important to Port Alberni's economy and careful consideration should be given to planning for potential expansions and the interface with other land uses.
- ❑ The waterfront is perhaps, Port Alberni's greatest asset and better access (utilization) is desirable.
- ❑ Planning should consider pedestrian and marine traffic since they both play a role in the use of the shoreline.
- ❑ Signage and "way finding" are of major importance for the development of tourism and enhancement of the City image.
- ❑ Tourist oriented development of the shoreline should offer enhanced opportunities for economic diversification.
- ❑ The encouragement of tourism in the shoulder season (October - May) should be pursued to a greater extent and shoreline development may be an integral part of these efforts.



HWY 4

E & N Railway

River Rd

Johnston Rd

Somass River

CITY OF

PORT

ALBERNI

Redford

Burde

3rd Ave

10th Ave

Argyle

Alberni Inlet

Polly's Point



MAP 2 MIXED USE SHORELINE

-  ALBERNI PACIFIC SAWMILL
-  HARBOUR QUAY MARINA
-  PACIFICA PAPERS
-  CLUTESI HAVEN MARINA
-  STIRLING FIELD
-  SOMASS SAWMILL
-  HARBOUR QUAY
-  FORMER PLYWOOD MILL



CITY OF PORT ALBERNI PLANNING DEPARTMENT
MAY, 2000

SCALE 0m 1000m
500m 500m

The Port Alberni Shoreline Master Plan Survey: 1999

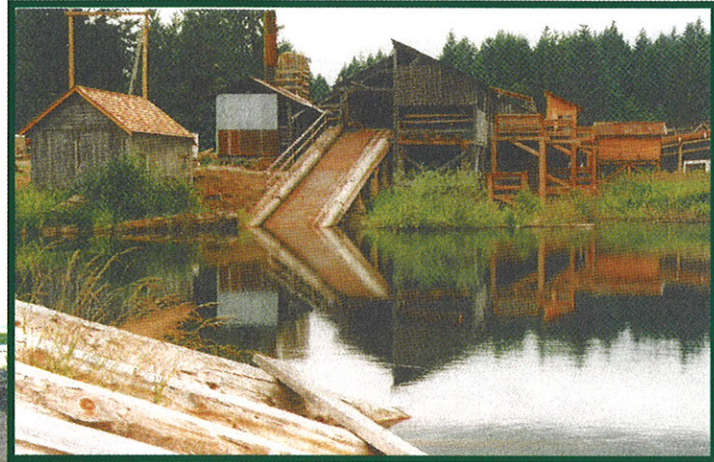
In November and December of 1999, a survey of approximately 50 representatives of the community and those involved in the waterfront was undertaken. Some interesting preferences were indicated:

- 73% rated the waterfront as very important to Port Alberni (27% suggested it is the most important issue)
- 95% favour increased accessibility of the waterfront to the public
- 95% suggested pedestrian / bicycle / boardwalk systems should be in place to access the waterfront and link to downtown parks and other amenities
- 89% favour public access to the working waterfront (fish docks, ship loading, ship building, cannery / fish plant)
- 86% think there should be a high quality waterfront hotel at Sea Cadet Park
- 100% favour expanded tourism at the Harbour Quay, many commented it should not be subsidized by the City
- 76% suggest a theme park or tourist commercial recreation facility should be developed at Stirling Field (across from Clutesi Haven Marina)
- only 49% are satisfied with tourist facilities at Harbour Quay and Clutesi Haven Marina - most surveyed indicated that expansion was needed
- public preference for the development of the former plywood plant site was inconclusive, although many suggested combinations such as:
 - ▶ Commercial / Industrial / Open Space
 - ▶ Residential / Commercial / Open Space
- public preference was largely to leave the west side of the Alberni Inlet intact and not develop it further except perhaps for some eco-tourism and preservation of the Somass Estuary as an ecological sanctuary for salmonids, migratory birds and plant life
- 60% of the respondents support the use of public funds to develop the waterfront, but there were strong suggestions to involve partnerships

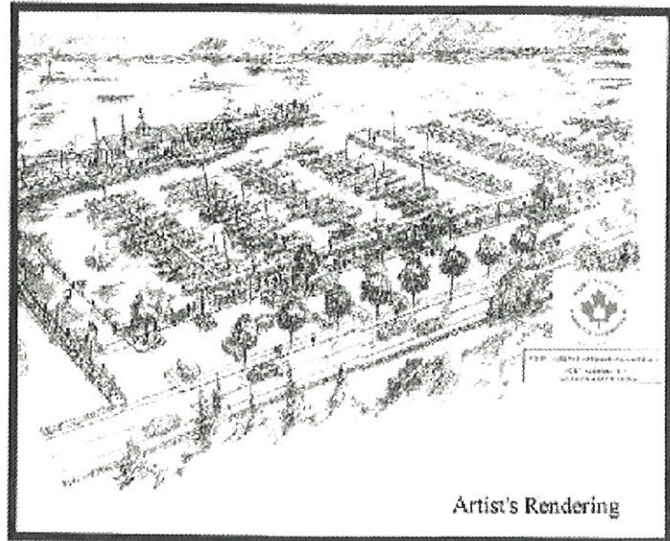
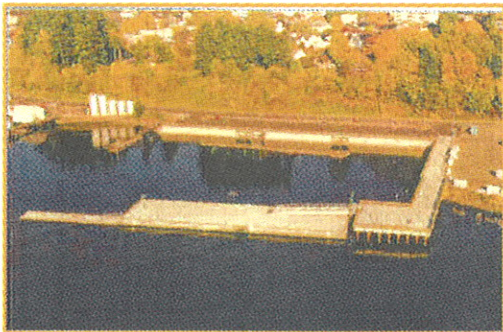
- ❑ 72% support removal of bulk petroleum tank facilities from the waterfront, but many suggested there should be marine re-fueling capability remaining
- ❑ 87% support the use of design guidelines to encourage attractive development on the waterfront (see Appendix 1 - Waterfront Design Guidelines)

Accomplishments & Continuing Efforts Since 1991

- ❑ McLean Mill is linked by steam rail at the train station to the Harbour Quay on the waterfront. Steam Rail commences operation in 2001.



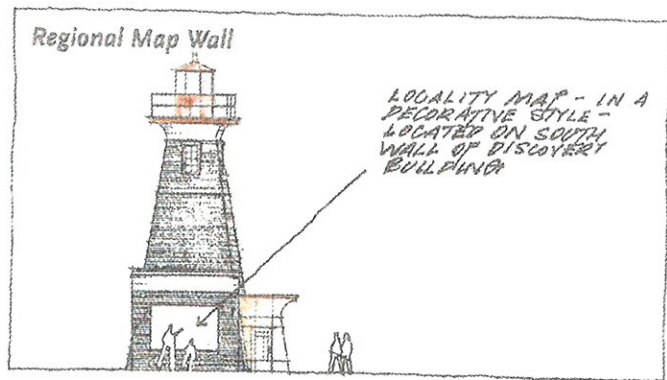
- ❑ The Harbour Quay Marina consisting of 116 berths for moorage adjacent to Harbour Quay will be completed in 2001.



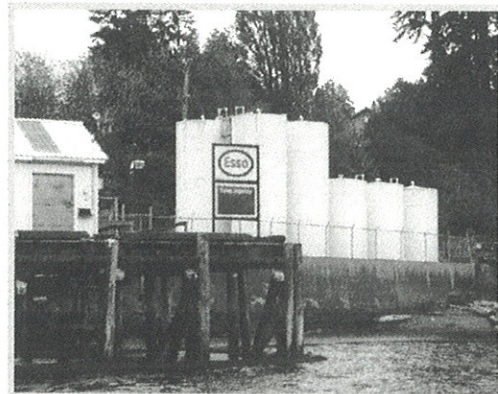
- The marina pontoon / breakwater section was completed and is ready for development at the Harbour Quay Marina.



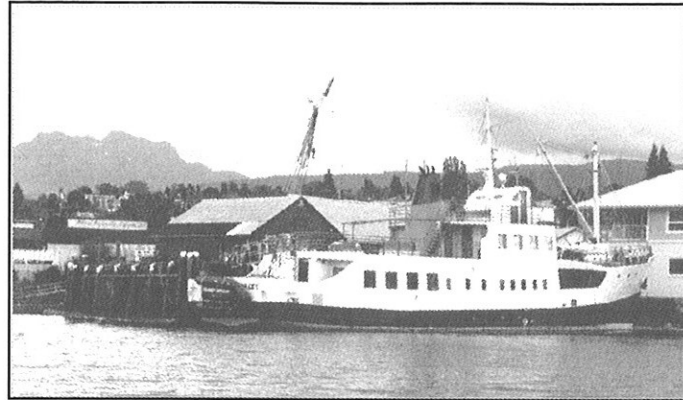
- A Marine Discovery Center is to be located on the pier at Harbour Quay Marina.



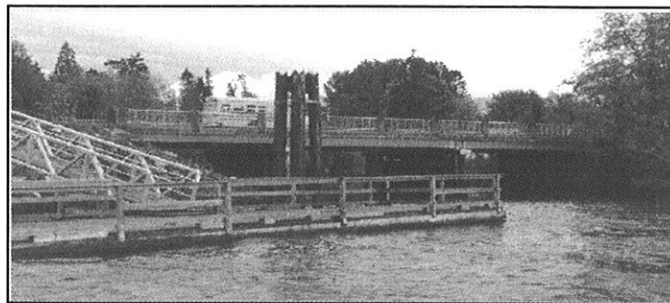
- The Chevron bulk petroleum distribution station was removed from the waterfront, and the Esso and the Shell bulk oil tank facilities are being encouraged to relocate in the long-term.



- ❑ The Lady Rose docking facilities have been enhanced by acquiring the former BC Packers docks.



- ❑ A public fishing float at Victoria Quay was constructed and is in use.

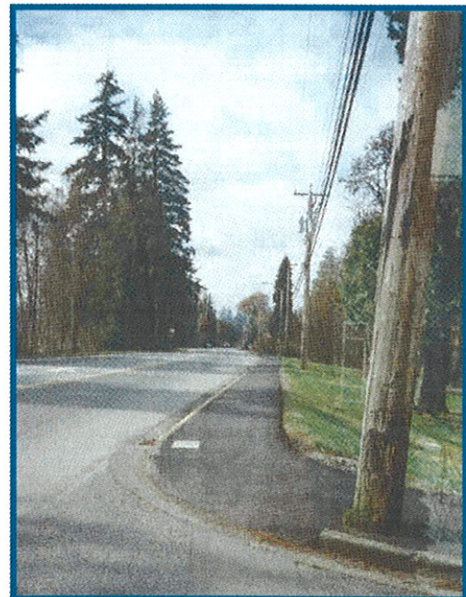


- ❑ Mill emissions, particularly air and water quality have been substantially improved.

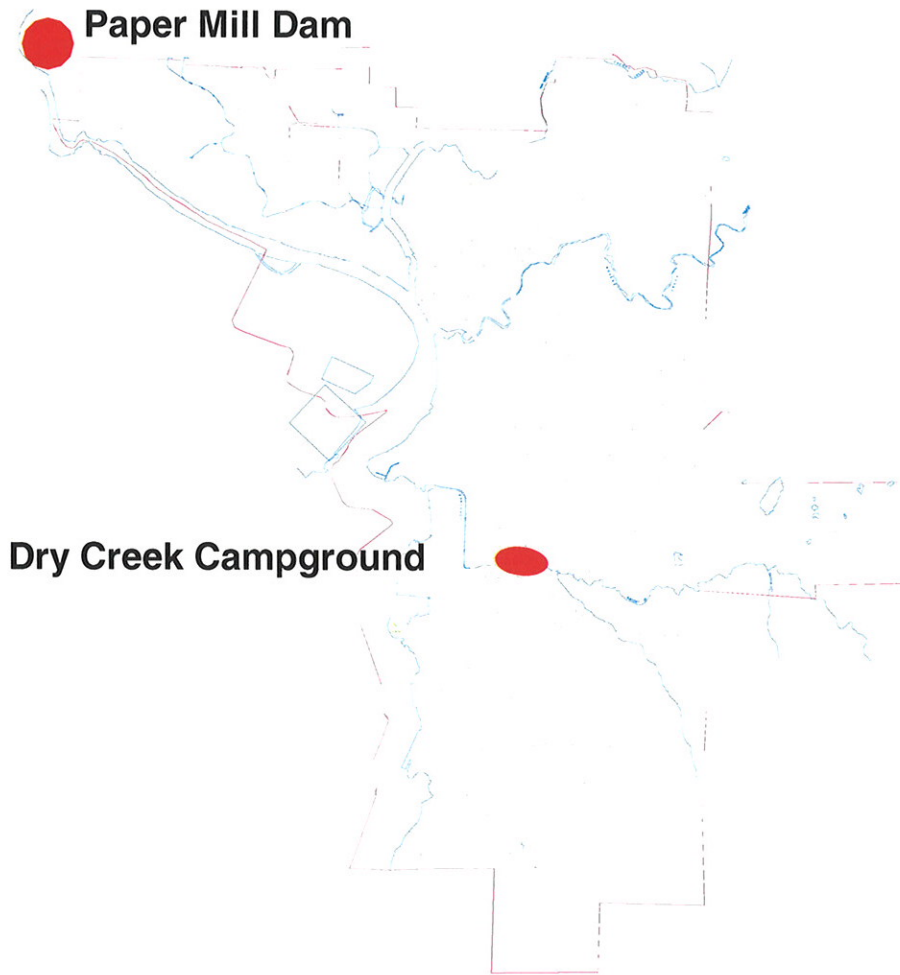
- The grade of the 3rd Avenue hill has been reduced allowing less intimidating access to Harbour Quay and downtown Southport.



- Linkages have been improved by attractive sidewalk and boulevard improvements on lower Johnston Road and a paved walkway along River Road from Beaver Creek Road to Falls Road.



- Dry Creek Campground and Papermill Dam have been leased to a private entrepreneur to continue the objective of enhancing overnight accommodation opportunities and tourism.



- Waterfront related private development proposals are being actively encouraged by the Economic Development Commission including:

- ▶ A high quality hotel site overlooking Harbour Quay on the current parking lot and former Sea Cadet Park.



- ▶ An enhancement of the Harbour Quay commercial area, perhaps operated by the private sector, encompassing retail, a pub and potential micro brewery, office space and pocket cruise charters.

- ▶ A family oriented theme park or commercial recreation facility at Stirling Field across from Clutesi Haven Marina.



- A partnership comprised of private and public agencies has been working to achieve the preservation of the remainder of the undisturbed Somass Estuary as an ecological sanctuary protecting salmonids, migratory birds and plant life.

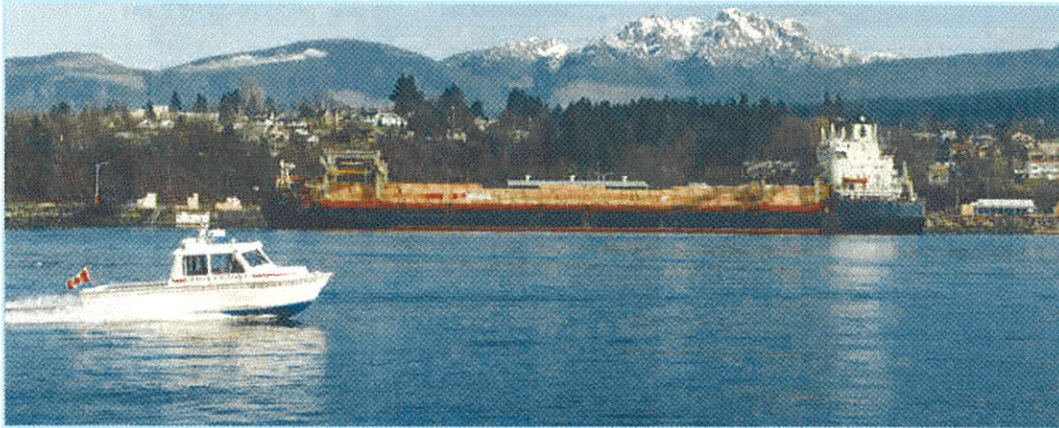


Other Initiatives Proposed

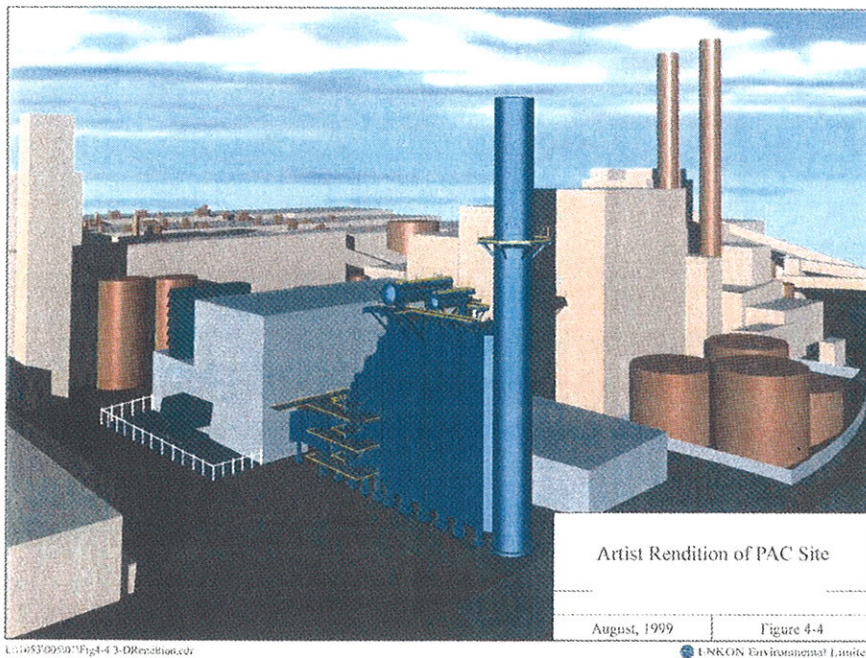
- ❑ An observation deck in conjunction with a high quality hotel overlooking Harbour Quay with views towards the Alberni Inlet.
- ❑ A pedestrian overpass between the observation deck over top of Harbour Road to Harbour Quay. This will separate the harbour industrial road and vehicle traffic from visitors and local citizens.
- ❑ Attractive sidewalks , street improvements and landscaping along Argyle Street linking downtown Southport with Harbour Quay.
- ❑ A marine lift for the removal of smaller marine craft from the water, to facilitate repair. This might be located at the former plywood plant site.
- ❑ Tourism oriented development on vacant land near the waterfront at the corner of Kingsway Avenue and Argyle Street.
- ❑ Tourism oriented development on First Nations property near Josephine Street and River Road, could perhaps be developed as:
 - ▶ a Native Feast House
 - ▶ a specialty retail and processing facility for herbal medicine
 - ▶ seafood sales

Potential Mega Projects in Port Alberni Effecting The Shoreline

- ❑ A major industrial project could entail a conveyor system to transport materials from a production site to a shipping area on the waterfront.

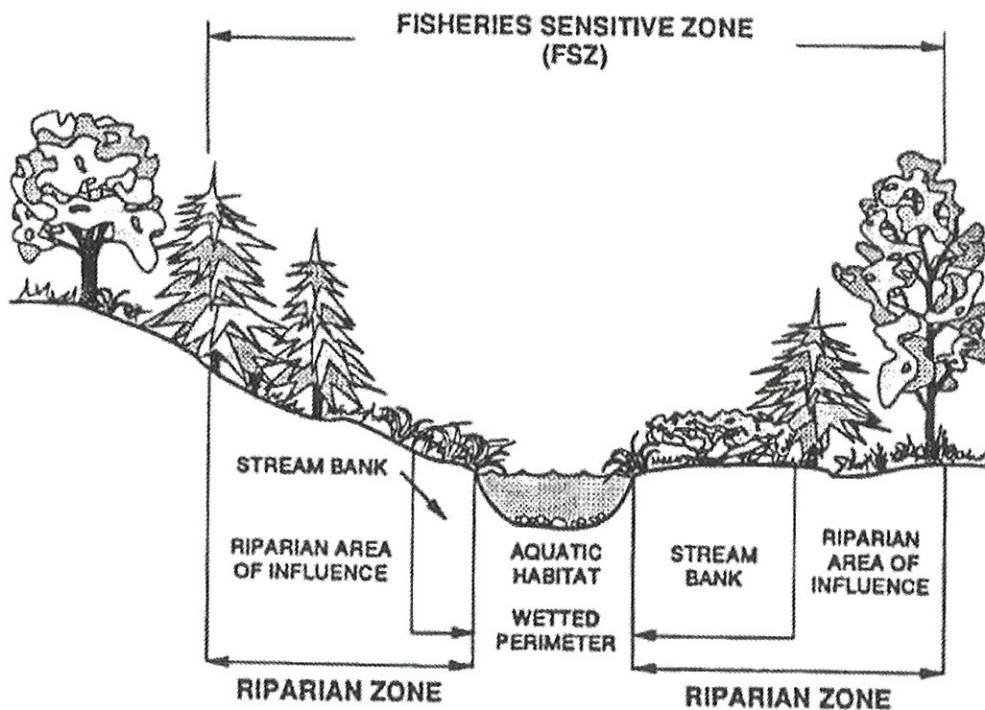


- ❑ A Cogeneration power plant near the waterfront, perhaps on the Paper Mill property owned by Pacifica Papers.



Environmental Considerations

- ❑ restriction of development in conjunction with vegetation protection along the waterfront riparian zone areas, or along feeder creeks and streams
- ❑ restriction of both development and public access on the remainder of the undisturbed Somass Estuary
- ❑ promote the pumping of sewage waste from boats into the City sewer system and not into the ocean
- ❑ promote foreshore restoration to enhance the beauty of the waterfront and enhance conditions for the production of Salmon and general aquaculture



Walkway Linkages

An important feature of the 1991 Master Plan was the concept of pathway or walkway systems. Some pedestrian walkway systems are developed including; from the shoreline up the Kitsuksis dyke, the new sidewalk along River Road, the sidewalk along Stamp Avenue to Redford Street, and a walkway at the Harbour Quay.

The challenge remains much the same as it was in the 1991 report where it stated:

“There is a need for additional paths, particularly in the vicinity of the shoreline, a need to provide connections and linkages (to existing paths)”

The 1991 Master Plan suggested pathways (walkways) to link the shoreline with:

- Roger Creek Park
- Dry Creek Park
- Weaver Park
- the rail line; along the right of way

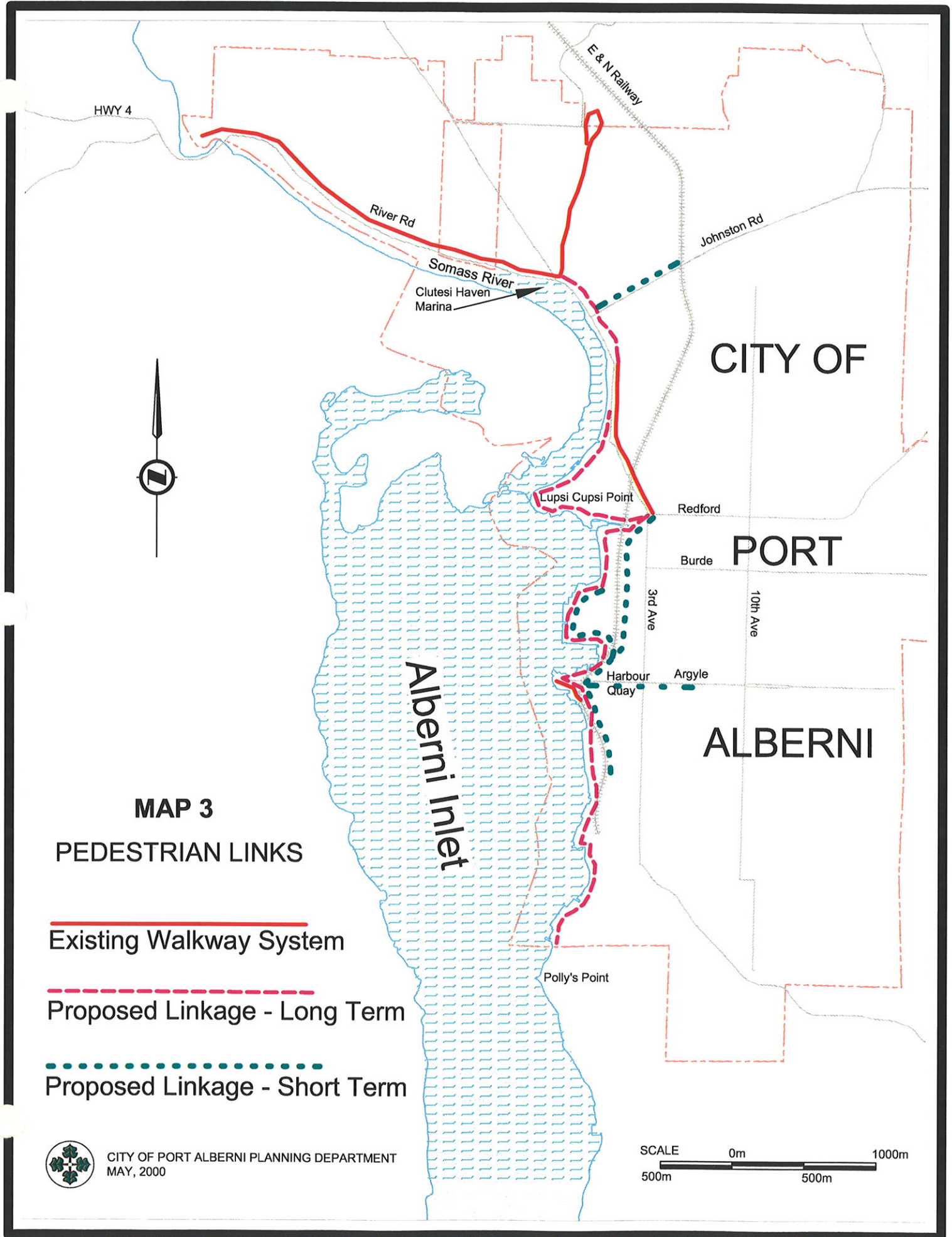
It is suggested that efforts continue to develop and expand walkway systems.

Map 3 shows existing walkways, proposed walkway systems which could be developed and linked in the short-term (perhaps in the next 10 years) and the proposed long term goal of walkway systems along the shoreline to the extent possible, encompassing both the working waterfront and areas accessible to the public.

This 2000 Master Plan suggests continuing the long term vision of a primary waterfront walkway system. This can only be achieved by:

- keeping abreast of the future plans of the heavy industrial mills
- working with mills towards providing appropriate public access to the working waterfront
- seizing opportunities when they present themselves, and developing the shoreline walkways

Discussions with Mill managers suggest they are open to the idea of allowing some access. Some shoreline areas along the Somass Mill are a possibility - specifically adjacent to the northern shoreline areas of the commercial fishing docks.



HWY 4

E & N Railway

River Rd

Johnston Rd

Somass River
Clutesi Haven
Marina

CITY OF



Lupsi Cupsi Point

Redford

PORT

Burde

3rd Ave

10th Ave

Alberni Inlet

Harbour Quay

Argyle

ALBERNI

MAP 3

PEDESTRIAN LINKS

Existing Walkway System

Proposed Linkage - Long Term

Proposed Linkage - Short Term

Polly's Point



CITY OF PORT ALBERNI PLANNING DEPARTMENT
MAY, 2000



Additional Factors To Consider

Truck Route

A truck route is conceptualized near the shoreline between the major industrial mills to allow more efficient traffic flow and to reduce truck traffic on 3rd Avenue and Anderson Avenue.

The Challenge

Careful design should ensure that future truck route development does not diminish or harm the tourism experience of waterfront areas accessible to the public. Areas such as Granville Island and Steveston have managed this challenge quite successfully.

Waterfront Parking

Since most people travel by private vehicles, and some by tour buses, there is demand for parking near the shoreline.

The Challenge

Parking areas should be carefully situated, wherever possible, somewhat distant from the shoreline to maximize "personal experience" with marine life, with minimal interruption of paved surfaces for vehicles.

There should be parking or loading space provided for tourist buses when they are scheduled.

The Working Waterfront

Where tourists are allowed to access active working areas, there are concerns that:

- work not be interrupted
- workers and visitors are safe from harm
- industry, the Port Authority, or local Government are not subject to extraordinary liability

The Challenge

Where there is access to the working waterfront, careful design and development of accessible areas should ensure public safety, worker efficiency and address future liability exposure.

Walkway Systems

The preference would be to maximize public access to the shoreline wherever possible. Because the greatest percentage of the waterfront is privately owned and used by industry, a continuous identifiable walkway system along the inlet does not exist.

The Challenge

The effort should be to continue to work with industry to develop a continuous walkway system as close to the shoreline as possible.

Where walkway systems are interrupted by roadways, the pedestrian crosswalk areas should contain textured material (i.e. brick pavers distinct from road asphalt) to define the walkway.

Conclusion

The Port Alberni Shoreline Master Plan completed by Taylor Peach and Associates in 1991 has served the City well. Many of the suggested policies and development projects have been completed, partially completed, or are still being pursued.

The Master Plan Review results suggest that the Port Authority and the City of Port Alberni continue to follow the original plan recommendations, with the few exceptions highlighted. On many fronts, the direction has become more focused and desired results more clearly targeted.

To conclude, some recommendations and directions need to be emphasized:

1. Significant tourism oriented development projects should continue to be pursued:
 - a quality hotel overlooking Harbour Quay
 - a major tourism oriented commercial-recreation facility at Stirling Field
 - an expanded Harbour Quay development, including the marina with minimal subsidy from the public sector
 - the McLean Mill project with steam rail linkage to Harbour Quay
2. Walkway systems need to be expanded and linked. The effort should be to have a city-wide system linking parks, amenities and downtown areas to the shoreline.
 - **Short Term:** expand the system City wide to the extent possible
 - **Long Term:** work with the heavy industrial mills to achieve a shoreline walkway system
3. Continue in the efforts to relocate the bulk petroleum tank farms, but ensure refueling capacity exists on the waterfront.
4. Expanded capacity for boat tours or pocket cruises would enhance tourism.
5. Maintain centrally located parking areas, but maintain shoreline areas for commercial/tourism recreational uses with parking lots more distant from the shoreline
6. Implement and promote design guidelines.

7. Promote interesting shoreline features such as:
 - an observation deck associated with a quality hotel
 - a pedestrian overpass over Harbour Road linking a hotel and observation deck with Harbour Quay and the waterfront
 - a marine lift enabling the removal of small craft from the waterfront to facilitate repairs
8. Encourage environmental protection of the Somass Estuary.
9. Encourage environmental protection of the shoreline areas and discourage the dumping of waste from vessels
10. Pay acute attention to the safety of pedestrians who will frequent areas near the proposed new truck route.
11. Over the long-term, the concept of using the building presently occupied by the Government Agents office to house an interpretive center and Chamber of Commerce information center is still encouraged.
12. Encourage logical and effective "way-finding" signage for visitors and tourists to follow.
13. Ensure that any future industrial mega-projects developed in the community do not diminish the capacity to enhance tourism in the community.

These are the major aspects of the Master Plan which are suggested for emphasis in the future.

Prepared by the Port Alberni Planning Department in conjunction with the Port Authority, City Staff and a wide range of waterfront users and interested citizens.

May 2000



APPENDIX 1

Waterfront Design Guidelines

1.0 DEVELOPMENT PERMIT AREA WATERFRONT MARINE AREAS

1.1 Category - Form and Character: Revitalization

Areas outlined and marked as Waterfront Marine on Maps A-T are hereby designated as development permit area pursuant to Section 879(1)(e) of the *Municipal Act* for the purpose of establishment of objectives and the provision of guidelines for the form and character of waterfront marine commercial and industrial development.

1.2 Justification

The justification for designation of the Development Permit Area is that Port Alberni contains limited amounts of waterfront land available for the enjoyment of tourists and local citizens. Where waterfront development opportunities exist, these become precious community assets. Port Alberni's heritage as a marine port centre is well documented and the waterfront is a major focus for community activity. Expanded waterfront areas should be developed in a theme which portrays waterfront marine life and heritage as appropriate.

1.3 Waterfront Plan Elements

1.3.1 **Waterfront to Downtown Pedestrian Connection**

Consistent with Downtown revitalization elements in the OCP and the Port Alberni Shoreline Master Plan 1991. The Waterfront site can be developed to complement the City's existing commercial core. New uses at the Harbour Quay should strengthen Argyle Street as a commercial 'spine' linking the downtown with the waterfront. There should be a direct connection between:

- a) the Southport Downtown Core on 3rd Avenue and the Harbour Quay Waterfront along Argyle Street;
- b) the Northport Downtown Core on Johnston Road and Southgate Road and the waterfront at Clutesi Haven Marina and Victoria Quay waterfront areas;
- c) the Kitsuksis Creek Walkway and the Downtown Core of Northport; and

- d) Roger Creek Park, the Northport Downtown and the Waterfront via Gertrude Street and Victoria Quay/Roger Street.

1.3.2 **Weather Protection**

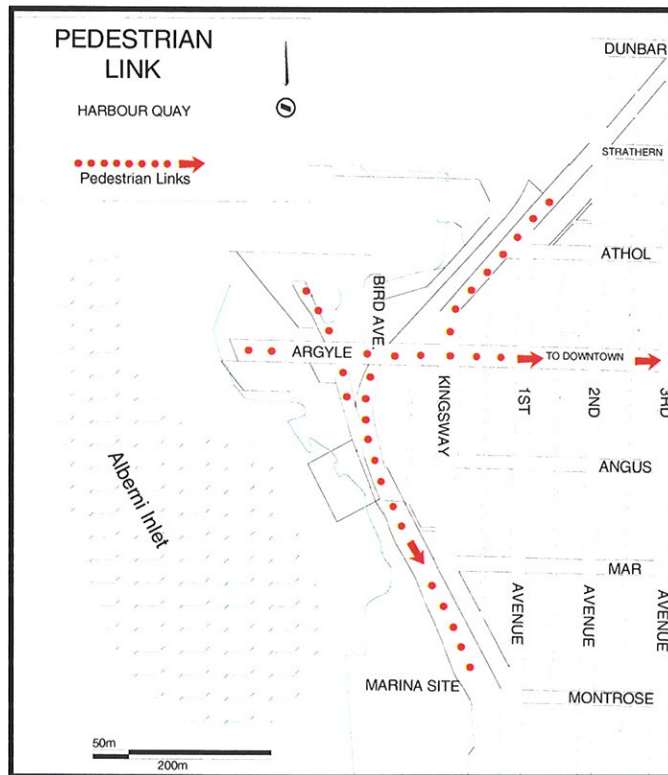
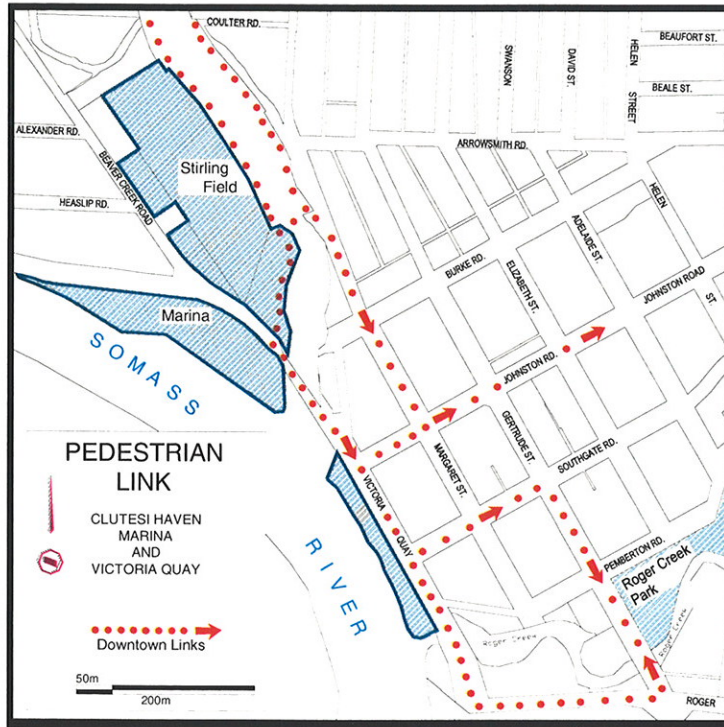
Canopies are encouraged to promote a weather protection system to allow for the convenient and comfortable use of waterfront areas during inclement weather.

1.3.3 **A Public Place**

- The Harbour Quay area is an important “public place” for community events and special occasions.
- Development in the area should:
 - contain a broad mix of year around uses that are public oriented;
 - act as a tourism generator; and
 - function as an amenity for local residents of all ages and incomes.

1.3.4 **Public Space Improvements**

- Maintain attractive street lighting, benches, garbage and recycling and landscaping on public spaces including roadways, sidewalks, park areas and walkway paths.
- Develop common theme signage for the Harbour Quay and the Clutesi Haven Marina - Victoria Quay Marine areas.
- Provide bicycle racks.
- Other public art elements should be encouraged and coordinated in such a manner that:



- they are of high quality and attractive for tourists
- they pose no public safety concerns
- they are consistent with community standards
- they are properly maintained

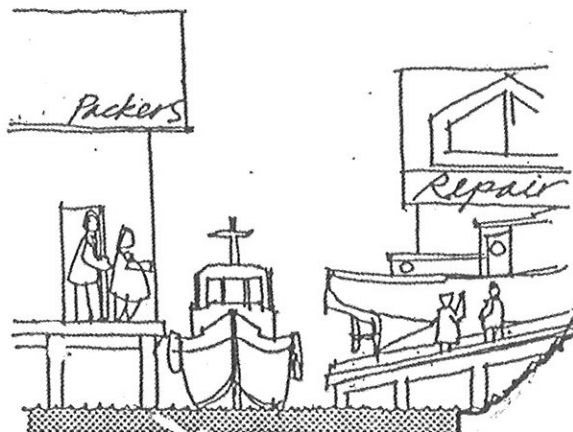
1.3.5 Working Waterfront

The existing waterfront particularly at Harbour Quay but also at Clutesi Haven Marina offer opportunities for tourists to observe interesting marine activities.

Development of waterfront areas should:

- allow casual pedestrian access into the working waterfront on existing walkway paths and on floats or on boardwalks and view points where it is safe and practical to do so.
- encourage continuing marine-oriented industry including the development of new marine industries.

WORKING WATERFRONT



Harbourfront Feasibility and Design Study for a Tourism Project in Port Alberni, The Cumberland Group (1982)

1.3.6 **Priority for Pedestrian Movement from Parking Areas**

- While parking areas are provided, priority should be given to ensuring pedestrians can circulate throughout public waterfront areas so the experience is safe and enjoyable.
- Signage should provide clearly visible directions to parking areas.

1.3.7 **Harbour Quay**

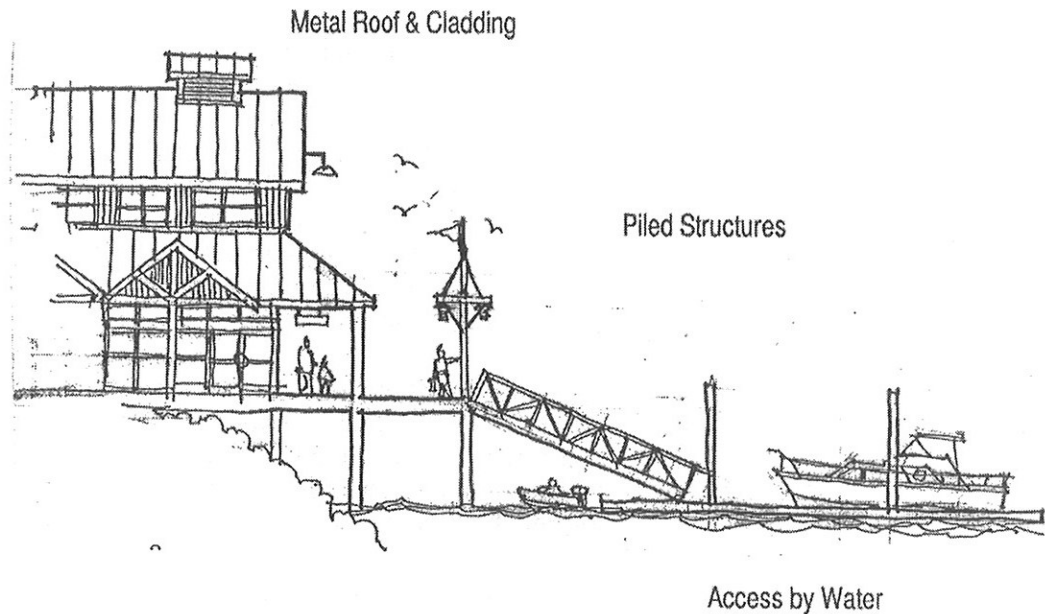
- Priority uses to be located at Harbour Quay should include tourism uses (such as restaurants, bars, art galleries, craft shops, Adventure Tourism Charter Offices, markets) Maritime uses (goods related to fish and seafood processing and sales, and goods (new or used) related to commercial and pleasure boats including sale (or repairs) of boats, sails, spars, engines, parts, fittings, fuel, and supplies and tour guide businesses.)
- It is intended that the bulk Esso and Shell Petroleum stations be relocated from the Harbour Quay area to another industrial location in the City and not along the waterfront. Small scale refueling stations are acceptable.
- Encourage location of a high quality hotel to be located above the Harbour Quay area on the lands directly south of the Carmoor Block which overlooks the waterfront.
- The Harbour Quay Marina located adjacent to Harbour Quay tourist area offers moorage for commercial and pleasure boats and enables boat access to the amenities of the area.

1.3.8 Clutesi Haven Marina

- Tourism and maritime uses similar to Harbour Quay are encouraged near Clutesi Haven Marina and Victoria Quay.
- There are plans to locate a tourist recreation attraction on lands across from Clutesi Haven Marina commonly referred to as the “Stirling Field” site. Such an attraction may include a theme park, waterslide or amusement park and these could be developed along with a hotel, restaurant or other related facilities.
- The existing Kitsuksis walkway trail should be retained as a publically accessible trail system and be coordinated with any private development which takes place on Stirling Field lands.
- Current residential lands west of Beaver Creek Road and north of River Road and south of Nursery (Colyn’s) are encouraged to be developed for tourist and highway commercial purposes over the long-term.
- New development should:
 - provide access and setbacks in accordance with Ministry of Transportation and Highways requirements;
 - provide landscaping particularly to screen parking areas; and
 - develop the area in conjunction with the maritime tourist theme.

1.3.9 Access by Water

Where possible, future development at Harbour Quay and Clutesi Haven Marina should promote access by watercraft.



Marine character for street furniture and building concept

1.4 Development of Design Guidelines

1.4.1 Principles

- Design guidelines for waterfront areas should promote an attractive appearance and a positive visual image. They should offer a comfortable atmosphere in which local citizens and tourists can enjoy activities and shop.
- Because of the location on the inlet, designs reflecting the marine waterfront character of the area should be emphasized.
- Facade improvements including building materials, and colour and signage are fundamental design elements which should be carefully designed and developed.

1.4.2 Criteria for Designing Development

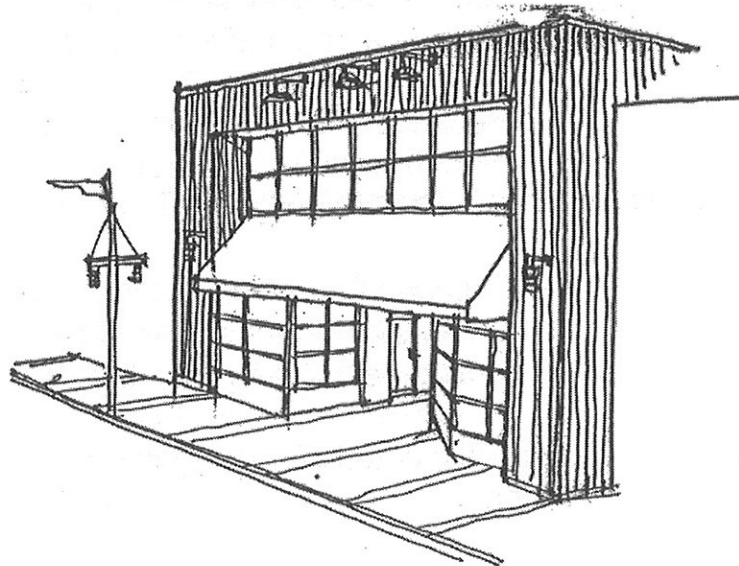
The specific criteria for designing development should include the following:

- create safe public places on the waterfront;
- optimize views which maintain the visual continuity of the area, and minimize obstructions to the coastline and natural scenery;
- work within the context of a working waterfront;
- provide the opportunity to link the waterfront with downtown areas;
- optimize access to parking;
- provide pedestrian shelter from the elements;
- select appropriate building materials and exterior colours;
- deal with regulations pertaining to development on lands subject to tsunami inundation and flooding.

1.4.3 Design Guidelines

■ Use Architectural Features

- For existing buildings, create interest and character in the area by utilizing interesting architectural features, particularly storefront detailing and interesting roof lines.



Convert existing building, eg. small shops and internal walkway, marine lights, store front glazing detail.

■ Existing and New Development

- Recycling of buildings which retain the maritime character should be encouraged where it is feasible to do so. Infill or new developments should be compatible with the Port Alberni Maritime Character.
- The Port Alberni Railway Station has been restored and offers tours of the industrial waterfront. It also serves as the terminal for the “Two Spot” train which will eventually travel to the McLean’s Mill Historic Park.

■ Showcase a Waterfront Aesthetic

- New development should enhance the existing visual appeal of the harbour through the use of maritime - type forms and construction materials. Appropriate maritime character elements would include:



- steel cladding
- piled water structures
- pole construction and wooden cladding
- flags/banners/murals on secondary facades



■ Capture Views

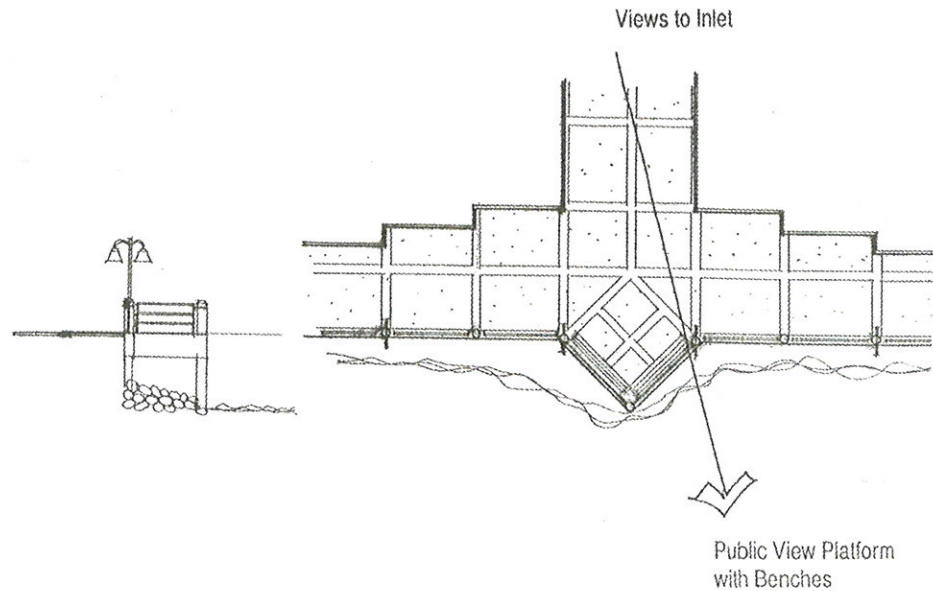
- Both Harbour Quay and the Clutesi Haven sites have excellent long views south down the inlet and of the surrounding valley. The designs of buildings should:



- locate public view points to take advantage of good southerly orientation;
- create buildings to visually create a focus such as from the 3rd Avenue and Argyle Street commercial area. The Clock Tower offers a vista which attracts attention and provides interest;
- locate public view platforms throughout the working waterfront area;



- design to ensure there is not substantial obstruction of natural views.



- Provide Pedestrian Shelter

- The Harbour Quay and Clutesi Marina areas are negatively impacted by wind and rain. To promote pedestrian use, shelters and public pathways should be provided. Where permanent canopy weather protection systems are provided, coordinated design including colour, materials and roof lines should be undertaken. New buildings and landscaping should be designed and sited to create windbreaks to enhance the pedestrian environment.



1.5 Colour in Marine Areas

1.5.1 Colour helps to establish the image of vitality and hospitality desired for tourist oriented areas.

1.5.2 It is important to ensure that a colour scheme is used so that the harmony and special character of the waterfront areas are intact. Some colour recommendations to be followed include:

- Use earth tones and natural pigment colours as the most appropriate choice.
- Because waterfront areas emphasize scenic views and nature, the background-type earth tone colours allow the colour of the surrounding natural scenery to dominate rather than the colour of the buildings or structures on the site.
- The marine blue or aqua colours selected at Harbour Quay are an example of background colours which are dominated by the natural scenery.
- Regular maintenance programs to maintain facade finishes in a good quality manner help a good image for the public waterfront areas to maintain.

1.6 Signage

Signs and awnings should be carefully located with consideration of the building facade, the architectural features and the adjacent buildings and their signs.

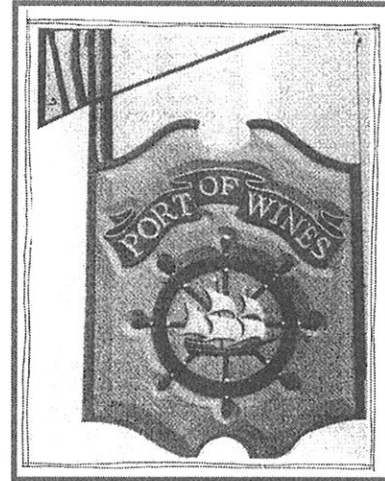
1.6.1 **Signage should:**

- ensure the message is not overstated but is direct;
- contain a limited number of letter styles or alphabets used on each sign; and
- contain a limited number of colours.

1.6.2 **The following types of signs are encouraged:**

- fascia and projecting signs;
- awnings with three point traditional triangle style or the four point variation triangular style with expanded fascia area for signage;
- canopy face and canopy underside signs;

- neon with lighted letters only; and
- character signs with interesting shapes, graphics or logos are particular in keeping with maritime character.



1.6.3 The following types of signs are discouraged:

- rooftop signs larger than 4 sq. m;
- flashing and moving signs;
- interior lit or backlit signs (light boxes);
- quarter barrel-styled awnings.

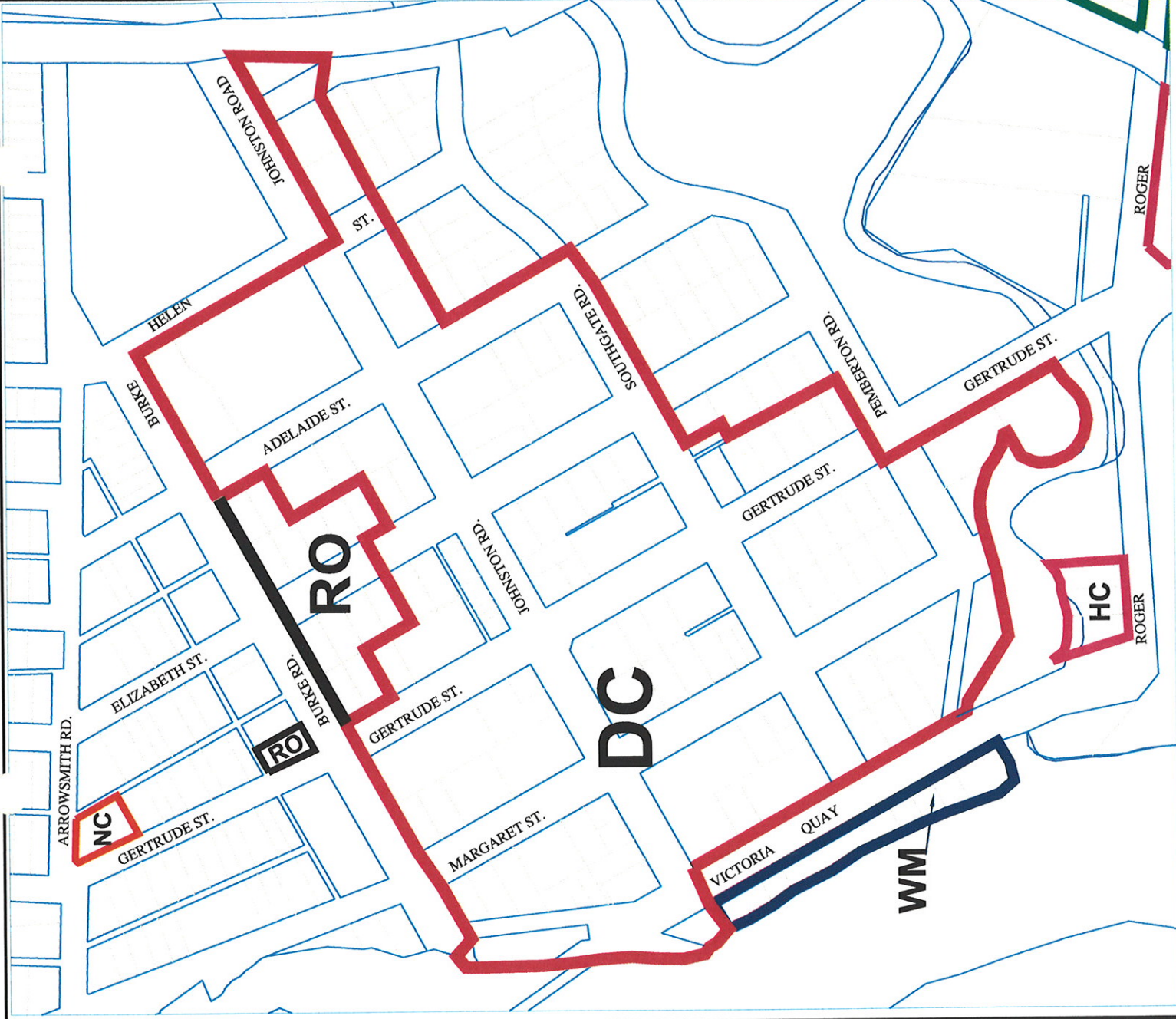


City of Port Alberni

Development Permit Areas



MAP K



HC	Highway Commercial
SC	Shopping Centre Commercial
IS	Industrial Site
NC	Community/Neighbourhood Commercial
WM	Waterfront Marine
AC	Alberni-Clayoquot Residences
DC	Downtown Core
RC	Recreation Commercial
CM	Central Mixed Use
RO	Residential Office Commercial

Multiple Family Residential Guidelines shall apply in areas designated for more than two dwelling units on a lot.



City of Port Alberni

Development Permit Areas

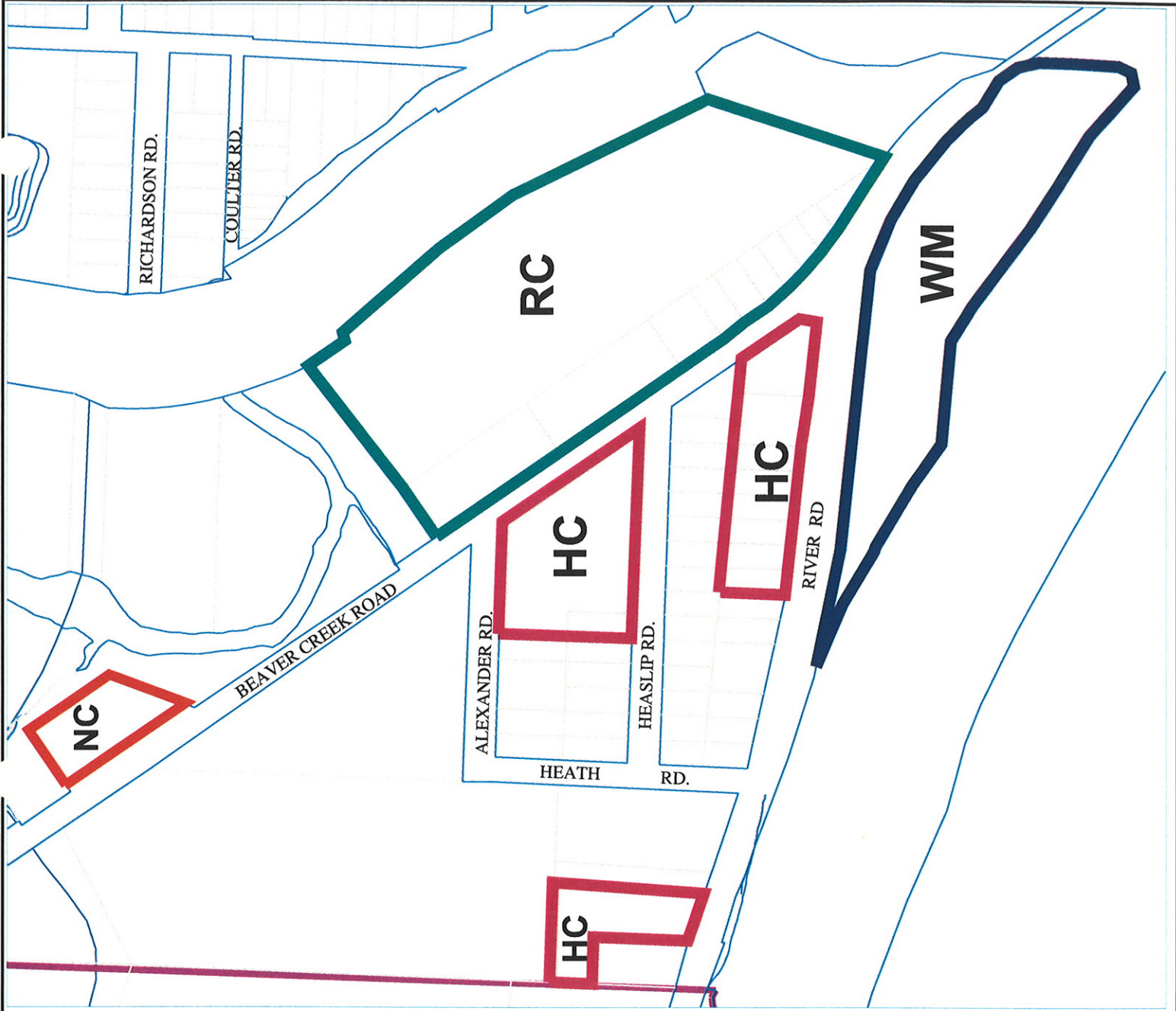


MAP P

HC	Highway Commercial
SC	Shopping Centre Commercial
IS	Industrial Site
NC	Community/Neighbourhood Commercial
WM	Waterfront Marine
AC	Alberni-Clayoquot Residences
DC	Downtown Core
RC	Recreation Commercial
CM	Central Mixed Use
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City of Port Alberni Planning Department





City of Port Alberni

Development Permit Areas



MAP R

HC	Highway Commercial
SC	Shopping Centre Commercial
IS	Industrial Site
NC	Community/Neighbourhood Commercial
WM	Waterfront Marine
AC	Alberni-Clayoquot Residences
DC	Downtown Core
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