

OCP Excerpt: Economic Sustainability Policy Section

3.1 Economic Diversity, Growth and Increased Quality of Life

Objective 3.1.1 To broaden the economic base through diversification and expansion of existing and emerging sectors.

Policies

- a) Promote the use of our central coastal location as a hub for the coast of BC and Vancouver Island as an economic advantage;
- b) Recognize and support the development of the social economy found in Port Hardy including volunteers, cooperatives and social enterprises;
- c) Identify new forest policies and programs that provide opportunities for economic development;
- d) Support the development of a marine management plan and strategy;
- e) Establish an economic strategy to recognize non-timber forest products;
- f) Investigate the development and uptake locally of co-generation and biomass-based energy;
- g) Encourage the development of a collaborative community-based tourism plan, including subsectors such as eco-tourism, four-season tourism, cultural-tourism, and education tourism;
- h) Support local entrepreneurship and innovation;
- i) Investigate the creation or expansion of a light-industrial park;
- j) Support the establishment of commercial / industrial industries in the vicinity of the Port Hardy Airport;
- k) Facilitate efforts to enhance and maintain telecommunication services (i.e. wireless, cell phone and internet accessibility) to ensure residents and businesses have a constant and current presence; and
- l) Continue to support the North Island Community Forest initiative.

Objective 3.1.2 To encourage enterprise development that results in the creation of a variety of income levels.

Policies

- a) Support home-based businesses;
- b) Support an enhanced education centre for career development, enterprise development and other educational opportunities;
- c) Attract businesses that are related to existing economic opportunities (e.g. transportation, ecotourism, forestry and aquaculture);
- d) Support incentives for vacant commercial space to be used as art spaces;

- e) Work with the Province to attempt to provide more local involvement in how forests are managed;
- f) Support the traditional economic base of the resource and service sectors, recognizing and supporting the shift towards emerging sustainable resource management opportunities as the new core of the local economy; and
- g) Encourage more local manufacturing and processing in order to produce “made in Port Hardy” products.

Objective 3.1.3 To encourage year round employment opportunities.

Policies

- a) Establish a new industrial land use (eco-industrial) area to assist new industrial and business opportunities;
- b) Support the development of value-added forestry and labour intensive products;
- c) Encourage and promote the development of high paying and labour intensive industries;
- d) Explore the development of an eco-industrial park and/or business park supporting alternative energy, alternative Grey-water treatment, etc.;
- e) Support office and commercial uses in industrial areas, which complement industrial redevelopment;
- f) Support an eco-industrial LEED® or “Green Construction” park as a pilot project;
- g) Support funding opportunities that keep the Visitor Information Centre open year round;
- h) Encourage a wide range of technical industrial activities and land uses;
- i) Support the generation of a renewable local fuel for the area;
- j) Participate in provincial government green energy programs;
- k) Support the cradle-to-cradle concept for incoming and outgoing flow of materials;
- l) Support the development of a light industrial sector, including clean/green, technological, sustainable industries and renewable energy opportunities;
- m) Support renewable energy opportunities, both small and large scale;
- n) Create a directory of small-scale wood processors and producers;
- o) Facilitate workshops regarding access to capital for wood processors and producers;
- p) Coordinate a roundtable regarding access to wood for artisans / artists / small and specialty wood manufacturers;
- q) Investigate the feasibility of establishing the position of a Wood Products Marketing Officer and/or Seafood Products Marketing Officer;
- r) Explore the development of a ‘forestry’ industrial park; and

s) Support value-added wood manufacturing working group to champion initiatives.

3.2 Partnerships, Value-Added

Objective 3.2.1 To develop strong networks, alliances and partnerships across disciplines and sectors in order to achieve integrated results.

Policies

- a) Support the development of community-based investment criteria;
- b) Assist in the creation of employment opportunities for youth with PHSS and North Island College leading the way with apprenticeship programs and trades;
- c) Partner with local stakeholders to continue to support a community-based foundation;
- d) Continue to support the expansion of community organizations found within the North Island area;
- e) Continue to support relationship-building with neighbouring municipalities and First Nations to build a strong economic North Island Region;
- f) Encourage Public-Private Partnership arrangements (P3s) and financial partnerships where appropriate for development opportunities;
- g) Support initiatives to identify programs and external funding sources for business and labour force training;
- h) Serve as a resource for business information and partner in economic development activities with local business organizations and regional agencies;
- i) Support local First Nations' economic development initiatives;
- j) Continue to build a long range Economic Development Strategy in concert with the proposed Community First Agreement with the Ministry of Regional Economic and Skills Development;
- k) Participate in economic development meetings with Quatsino, Kwakiutl and Gwa'sala-'Nakwaxda'xw First Nations;
- l) Investigate the creation of a Port Hardy Economic Development Corporation;
- m) Attract new industries by way of partnership, education and long-term strategies (i.e. food sector, processing, arts and culture, sports and recreation);
- n) Continue to work with senior levels of government and the Port Hardy Airport (PHA) to strengthen tourism, transportation and economic opportunities within the PHA lands; and
- o) Review Regional District of Mount Waddington Regional Harbours Initiative to identify partnerships and recommendations for harbour-based development.

3.3 Vibrant Downtown

Objective 3.3.1 To identify strategies and actions that will assist in developing a vibrant downtown area.

Policies

- a) Support incentives for new small scale, mixed use in the downtown core (Market Street);
- b) Promote beautification and accessibility of Market Street through a user-friendly pedestrian network and a downtown revitalization plan;
- c) Designate gateway entrances to the downtown to visually cue vehicles and pedestrians;
- d) Support the revitalization of the Seagate property and Market Street;
- e) Encourage the use of right-of-way space for markets, mobile vending, public art and performance;
- f) Encourage immediate beautification measures:
 - ✓ Painting building facades;
 - ✓ Planter boxes;
 - ✓ Placement of heritage artifacts;
 - ✓ Bike racks;
 - ✓ New signage; and
 - ✓ Front-lit signs.
- g) Encourage a merchant network to guide long-term revitalization initiatives;
- h) Encourage landlords to place temporary uses within commercial rental units (e.g. art displays, temporary business licenses, special events, etc.);
- i) Highlight viewscales and landmarks along pedestrian walking routes; and
- j) Link the downtown with active waterfront activities.

3.4 Tourism

Objective 3.4.1 To identify strategies and actions that will assist in developing year round tourism opportunities.

Policies

- a) Assist in creating local aqua-tourism and eco-tourism opportunities;
- b) Designate areas in desirable locations to be employed for tourism-based uses (e.g. viewscales, access to trails, etc.);
- c) Encourage sustainable development of tourism-based services, including food and beverage establishments, overnight accommodations and land and water based tour operators;

- d) Strengthen the identity of Port Hardy and strategically promote the community’s tourism assets and services;
- e) Cooperate and partner with groups and agencies in the tourism, arts and recreation sectors to encourage and strengthen economic development and to support the “Gateway to North Island” brand;
- f) Explore application to the Province to become a Resort Municipality;
- g) Create a signage plan that highlights local attractions to encourage longer visitations to the area;
- h) Identify a space where local artisans can display arts and crafts;
- i) Build upon themes associated with “rock, wood and water”; and
- j) Review North Vancouver Island Regional Tourism Plan (2007, 2011) and implement recommendations where appropriate.”

Objective 3.4.2 To develop a full-service marine-based tourism industry.

Policies

- a) Prepare a marine tourism management plan;
- b) Attract like-minded businesses and entrepreneurs to develop a “Port Hardy” marine industry;
- c) Designate foreshore areas that are vital to the overall industry; and
- d) Link mixed uses to generate a water-based community for marine-based travellers.

3.5 Integrated Resource Management

Objective 3.5.1 To conserve and protect Port Hardy resources, amenities and attributes for the benefit of existing and future generations.

Policies

- a) Encourage economic ventures using local resources and amenities to evaluate the return-on investment using a triple-bottom line approach;
- b) Encourage added-value practices for all resource-based enterprises;
- c) Identify entrepreneurial opportunities for related ventures within the supply-chain of the industry;
- d) Encourage prioritization and phasing of projects in order to maintain viability for long-term dependence;
- e) Support and encourage value-added operations in forestry and non-timber forest products, as well as rich natural resources that could support a wide range of green initiatives;
- f) Continue to support the traditional economic base of the fishing, mining and forestry sectors, while recognizing the shift towards emerging sustainable resource management opportunities;
- g) Encourage the research and development of marine biomass;

- h) Work in partnership with the Quatsino First Nation to explore opportunities related to the Island Copper Mines property;
- i) Undertake community forestry that is consistent with sound principles of environmental stewardship reflecting a broad spectrum of values; and
- j) Review the "Marine Economy and the Regional District of Mount Waddington (2011)" when planning for marine-based economic opportunities.

Objective 3.5.2 To pursue development of renewable energy resources and related technologies and support industries.

Policies

- a) Investigate benefits of a local energy utility corporation and community-based advisory board;
- b) Identify suitable land areas and corridors for a local energy system; and
- c) Collaborate with First Nations and surrounding government organizations and communities in order to capitalize on federal programs to support alternative and renewable energy sources such as solar, wind, geothermal and biomass.

Objective 3.5.3 Employ a cradle-to-cradle approach to resource management and municipal operations.

Policies

- a) Adopt an integrated approach to Port Hardy's waste management system;
- b) Use material substitution and/or dematerialization where feasible;
- c) Establish a local site to manage construction and manufacturing waste to be recycled or reused;
- d) Encourage local resource industry (i.e. forestry, bio-energy, aquaculture) to establish addedvalue guidelines for the local economy;
- e) Encourage neighbourhood reuse-it and repair centres;
- f) Work with local businesses to create extended producer responsibility programs for hazardous materials and reduction of packaging and plastic bags;
- g) Require all construction projects to achieve a level of reuse and recycling of waste materials; and
- h) Continue to work with the RDMW to support recycling programs, options and alternatives.

3.6 Transportation

Objective 3.6.1 To reduce GHG emissions related to transport of goods and services and personal transportation.

Policies

- a) The District will work with other governmental and non-governmental partners to promote a per capita continual reduction in transportation GHG emissions within the District of Port Hardy by 50% by 2020 and 100% by 2050;
- b) Integrate transportation and energy considerations with land use and settlement planning to achieve mobility, conservation, safety and efficiency goals;
- c) Encourage the decrease in vehicle idling where possible;
- d) Collaborate with all levels of government, community groups and local residents in order to create a suitable transit service network that meets the needs of the community;
- e) Allow alternative transportation features (i.e. car-share parking stalls, electric car recharging stations, bus stops) to be equivalent to a portion of the parking requirements for all new developments;
- f) Allow reductions in parking requirements with the substitution of parking spaces for other alternative transportation components (i.e. bike racks, secure storage etc.); and
- g) Encourage the Chamber of Commerce, local and regional employers to foster flexible work arrangements in order to increase public transit ridership, car-pooling and telecommuting.

Objective 3.6.2 To achieve an increase in non-vehicular modes of transportation (walking, cycling and skateboarding, etc.) within a multi-modal system.

Policies

- a) Encourage secure bike-parking facilities;
- b) Provide full cut-off lighting, snow removal and signage for pedestrian pathways and multi-use trails;
- c) Construct covered transit shelters that are connected to other uses (e.g. mailboxes, bike racks, public art, community gardens, greenhouses, etc.);
- d) Pursue alternative design standards for neighbourhood streets (i.e. reduced right-of-way width, shared access, natural storm water collection and infiltration, pedestrian-level lighting, etc.);
- e) Require all commercial developments and residential developments of five units or greater to construct multi-use connections to existing pedestrian network;
- f) Establish a Bicycle Trail Plan for Port Hardy; and
- g) Minimize the intrusion of major traffic flows into neighbourhoods.

Objective 3.6.3 To investigate sources of funding for transportation infrastructure projects.

Policies

a) Strategic budget allocations may be funded through the following resources:

- ✓ Gas Tax Fund;
- ✓ Green Municipal Fund;
- ✓ Public transportation infrastructure funds;
- ✓ Canada Strategic Infrastructure Fund; and
- ✓ Infrastructure Canada program.

Objective 3.6.4 To recognize the economic viability of an integrated transportation system for the District of Port Hardy.

Policies

- a) Connect BC Ferries terminal with shuttle services and economic ventures (e.g. tours, accommodation and connections with other areas in the North Island);
- b) Continue collaboration with VIHA and BC Transit in developing an effective transit program for all residents. VIHA was awarded an initial \$200,000 one-time grant to contribute to getting a transit system developed. BC Transit is now the agency responsible for the transit system;
- c) Review traffic flow and pedestrian crossings and prepare a prioritized action plan for road upgrades;
- d) Work alongside Transport Canada to investigate economic opportunities at the airport and in the infrastructure and crown lands surrounding the facility;