



TOWN OF LADYSMITH

A SPECIAL MEETING OF THE
COUNCIL OF THE TOWN OF LADYSMITH
WILL BE HELD IN COUNCIL CHAMBERS AT CITY HALL ON
MONDAY, MARCH 30, 2015
Call to Order 4:30 p.m.
Closed Session 4:31 p.m.
Open Meeting 6:00 p.m.

A G E N D A

CALL TO ORDER 4:30 p.m. in order to retire immediately into Closed Session.

1. CLOSED MEETING

In accordance with section 90(1) of the *Community Charter*, this section of the meeting will be held *In Camera* to consider the following items:

- discussions with municipal officers and employees respecting municipal objectives, measures and progress reports for the purposes of preparing an annual report under section 98 [*annual municipal report*]
- personal information about an identifiable individual who holds or is being considered for a position as an officer, employee or agent of the municipality or another position appointed by the municipality
- the acquisition, disposition or expropriation of land or improvements, if the council considers that disclosure could reasonably be expected to harm the interests of the municipality

OPEN MEETING OF COUNCIL RESUMES AT 6:00 P.M.

2. AGENDA APPROVAL

3. MINUTES

3.1. Minutes of the Regular Meeting of Council held March 16, 20151 - 5

4. DELEGATIONS – None

5. 2015 – 2019 FINANCIAL PLAN DELIBERATIONS

5.1. Financial Plan Overview – Staff Presentation

5.2. Public Input and Questions

6. PROCLAMATIONS – Organ and Tissue Donor Awareness Month6

7. DEVELOPMENT APPLICATIONS

7.1. Rezoning of 606 Farrell Road (Town-Initiated)

Subject Properties: Lot A, District Lot 41, Oyster District, Plan VIP84543 except part in Strata Plan VIS6497 (Phase 1) and Strata Lot 1, Strata Lot 2 and Strata Lot 3, District Lot 41, Oyster District, Strata Plan VIS6497 together with an interest in the Common Property of Strata Plan VIS6497 and Common Property Strata Plan VIS64977 - 10

Staff Recommendation

That Council receive the staff report from the Director of Development Services concerning the proposed rezoning of the property at 606 Farrell Road and consider giving first and second reading to Bylaw 1875 cited as “Town of Ladysmith Zoning Bylaw 2014, No. 1860 Amendment (No. 1), 2015, No. 1875” which appears under the Bylaws section of tonight’s Council agenda, and direct staff to schedule a Public Hearing.

8. BYLAWS – OCP / ZONING

8.1. Town of Ladysmith Zoning Bylaw 1860, Amendment Bylaw (No. 1), 2015, No. 1875 11 - 12

May be read a first and second time, and a public hearing may be scheduled.

The purpose of Bylaw 1875 is to amend the Zoning Bylaw in order to specify the number of units permitted on the subject properties.

9. REPORTS

9.1. Funding Strategy for Signage Initiatives Project 13 - 17

Staff Recommendation

That Council:

1. Confirm that the Signage Initiatives Project is included in the 2015-2019 Financial Plan;
2. Direct staff to apply to the UBCM Gas Tax Program - Strategic Priorities Fund for \$230,400 towards the Signage Initiatives Project; and
3. Support the Town administration with overseeing the management of this grant, if successful.

10. BYLAWS – None

11. CORRESPONDENCE – None

12. NEW BUSINESS

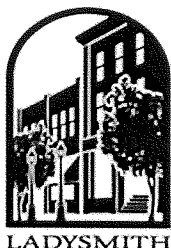
13. UNFINISHED BUSINESS

14. QUESTION PERIOD

- A maximum of 15 minutes is allotted for questions.
- Persons wishing to address Council during “Question Period” must be Town of Ladysmith residents, non-resident property owners, or operators of a business.
- Individuals must state their name and address for identification purposes.
- Questions put forth must be on topics which are not normally dealt with by Town staff as a matter of routine.
- Questions must be brief and to the point.
- Questions shall be addressed through the Chair and answers given likewise. Debates with or by individual Council members or staff members are not allowed.
- No commitments shall be made by the Chair in replying to a question. Matters which may require action of the Council shall be referred to a future meeting of the Council.

15. RISE AND REPORT

16. ADJOURNMENT



TOWN OF LADYSMITH
MINUTES OF A REGULAR MEETING OF COUNCIL
MONDAY, MARCH 16, 2015
COUNCIL CHAMBERS, CITY HALL
CALL TO ORDER 4:00 P.M.

COUNCIL MEMBERS PRESENT:

Mayor Aaron Stone	Councillor Cal Fradin	Councillor Joe Friesenhan
Councillor Carol Henderson	Councillor Rob Hutchins	Councillor Duck Paterson
Councillor Steve Arnett		

STAFF PRESENT:

Ruth Malli	Sandy Bowden	Felicity Adams
Erin Anderson	John Manson	Clayton Postings
Joanna Winter		

CALL TO ORDER Mayor Stone called this Regular Meeting of Council to order at 4:00 p.m.

CLOSED MEETING

CS 2015-081

Moved and seconded:
That Council retire into closed session at 4:01 p.m. in order to consider the following items in accordance with *Community Charter* Section 90(1):

- Law enforcement, if the council considers that disclosure could reasonably be expected to harm the conduct of an investigation under or enforcement of an enactment
- Litigation or potential litigation affecting the municipality.

Motion carried.

REGULAR MEETING

Mayor Stone reconvened the Regular Council Meeting at 7:00 p.m. and acknowledged the traditional territory of the Stz'uminus First Nation.

AGENDA APPROVAL

CS 2015-082

Moved and seconded:
That the agenda for the Council Meeting of March 16, 2015 be approved with the following addition:

- a) Add '606 Farrell Road property' to Unfinished Business

Motion carried.

MINUTES

CS 2015-083

Moved and seconded:
That the minutes of the Regular Meeting of Council held February 24, 2015 be approved.

Motion carried.

CS 2015-084

Moved and seconded:
That the minutes of the Regular Meeting of Council held March 2, 2015 be approved.

Motion carried.

DELEGATIONS

Dr. Paul Hasselback, Medical Health Officer, Island Health Health at the Local Level – Local Health Area Profile Data for Ladysmith

Dr. Paul Hasselback provided an overview of the Ladysmith Local Area Health Profile and responded to questions from Council. Council thanked Dr. Hasselback for his informative presentation.

Sybille Sanderson, Manager of Public Safety, Cowichan Valley Regional District and Clayton Postings, Director of Parks, Recreation and Culture

Moved and seconded:

CS 2015-085

That Council of the Town of Ladysmith give approval in principle to the proposed Emergency Social Services Reception Centre Plan as presented.

Motion carried.

**2015 – 2019
FINANCIAL PLAN
DELIBERATIONS**

The Director of Infrastructure Services and Director of Financial Services gave a presentation on the Town's water supply system, proposed capital projects and the proposed budget for 2015 to 2019.

Members of the public enquired about costs for the supply of water to Stz'uminus First Nation communities and the ability of the Town's water supply system to accommodate demands for Town water from communities outside the Town's boundaries.

**DEVELOPMENT
APPLICATIONS**

Coach House Intensive Residential Development Permit Application – S. Perrault

Lot 9, Block 129, District Lot 56, Oyster District, Plan 703-A (532 Warren Street)

Moved and seconded:

CS 2015-086

That Council issue Development Permit 3060-15-02, to permit the issuance of a building permit for the conversion of an existing accessory building to a single storey coach house dwelling on Lot 9, District Lot 56, Oyster District, Plan 703-A (532 Warren Street), and authorize the Mayor and Corporate Officer to sign the Development Permit.

Motion carried.

Coach House Intensive Residential Development Permit Application – K. Mellson

Lot 8, Block 91, of an unnumbered portion of Oyster District, Plan 703-A (941 Fifth Avenue)

CS 2015-087

That Council issue Development Permit 3060-15-03 to permit the issuance of a building permit for the construction of a single storey coach house dwelling on Lot 8, Block 91, of an unnumbered portion of Oyster District, Plan 703-A (941 Fifth Avenue), and authorize the

Mayor and Corporate Officer to sign the Development Permit.
Motion carried.

Council requested that in future, staff include site photographs with Development Permit Applications.

STAFF REPORTS

CS 2015-088

Application for Asset Management Grant Funding

Moved and seconded:

That Council:

1. Direct staff to apply for the 2015 UBCM Asset Management Planning Program
2. Endorse the application specifically to commence work on Phase 1 (Assessment) of the BC Asset Management Framework
3. If successful in obtaining the funding, support the Town administration with overseeing the management of this grant
4. Direct staff to include an Asset Management Phase 1 (Assessment) project in the 2015-2019 Financial Plan.

Motion carried.

CS 2015-089

Dogs in Town of Ladysmith Parks

Moved and seconded:

That the Upper Transfer Beach off leash dog area be redefined to include only the area south of the entrance to the Horseshoe Club driveway, while dogs be permitted on leash in the remaining Upper Transfer Beach area and that Parks Usage Bylaw 1995, No. 1158 (as amended by Bylaw 2000, No. 1396) be amended accordingly.

Motion carried.

CS 2015-090

Moved and seconded:

That appropriate signage be installed showing the newly defined off leash area and on leash areas in the Upper Transfer Beach area, and further that signage, split wood fencing and landscaping material be used to maintain the open feeling of the park scape, and that all associated costs for this work be included in the 2015 Financial Plan discussions.

Motion carried.

CS 2015-091

Moved and seconded:

That staff be directed to investigate and develop plans including costs relating to developing a fenced dog park at either the BC Hydro property located at Sixth and Methuen (Lot 1, District Lot 56, Oyster Land District, Plan VIP2159), School District 68 Davis Road School playing field, as well as Brown Drive Park.

Motion carried.

CS 2015-092

Moved and seconded:

That Council authorize an increase to dog licence fees of \$4.00 per licence effective 2016 and that the additional revenue be used for the development of a fenced dog park (i.e. construction/signage)

and to offset the increase to the parks operations budget due to the addition of new parks facilities.

Motion carried.

OPPOSED: Mayor Stone, Councillor Hutchins.

Moved and seconded:

CS 2015-093

That staff be directed to amend the Parks Usage Bylaw 1995, No. 1158 (as amended by Bylaw 2000, No. 1396) as it relates to dogs in parks with the addition of fenced dog parks as follows:

Section 2.2

- O. Dogs are permitted on leash in all parks with exception of defined restricted areas.**

Dog restricted areas

Dogs not permitted: All playgrounds, sport field playing areas, and Transfer Beach (below deKoninck Way, amphitheatre, beach front),

Dogs permitted in control off leash: Transfer Beach Park in defined off leash area (above deKoninck Way), Mackie Park and Holland Creek Trail, Gourlay-Janes Park.

Motion carried.

NEW BUSINESS

Proposed Rezoning of Property at 606 Farrell Road

Moved and seconded:

CS 2015-094

That Council direct staff to prepare a site-specific amendment to the Low Density Residential Zone (R-3-A) of Town of Ladysmith Zoning Bylaw 2014, No. 1860 to limit the number of permitted dwelling units (townhouse dwellings and two-unit dwellings) to a total combined maximum of 15 units for the following properties:

- Lot A, District Lot 41, Oyster District, Plan VIP84543 except part in Strata Plan VIS6497 (Phase I) and
- Strata Lot 1, Strata Lot 2 and Strata Lot 3, District Lot 41, Oyster District, Strata Plan VIS6497 together with the Common Property of Strata Plan VIS6497.

Motion carried.

UNFINISHED BUSINESS

Enrollment in Union of British Columbia Municipalities Group Benefits Plan for Elected Officials

Moved and seconded:

CS 2015-095

That Council confirm that at least three members of Council have requested coverage through the Union of British Columbia Municipalities Group Benefits Plan for elected officials.

Motion carried.

Moved and seconded:

CS 2015-096

That Council refer the matter of whether the Town or individual

Councillors will pay the premiums for the Union of British Columbia Municipalities Group Benefits Plan for elected officials to the Council Remuneration Committee for review and recommendation.
Motion carried.

QUESTION PERIOD

Members of the audience asked questions of Council or commented on the following issues: information to be provided to the Council Remuneration Review committee, a Council Compensation Policy, the status of a proposal to restore Locomotive 11.

RECESS

CS 2015-097

Moved and seconded:
That this Regular Meeting of Council recess at 9:12 p.m., and that it reconvene following the Municipal Services Committee meeting.
Motion carried.

The Regular Meeting of Council resumed at 9:40 p.m.

CLOSED MEETING

CS 2015-098

Moved and seconded:
That the Closed Session of Council resume at 9:41 p.m.
Motion carried.

RISE AND REPORT

Council arose from Closed Session with report on the following:

- Resolution CE 2015-033, that Council direct staff to engage the services of Ron King to develop a feasibility plan for marketing the Town-owned property at 520 Jim Cram Drive.

ADJOURNMENT

CS 2015-099

Moved and seconded:
That this meeting of Council adjourn at 10:03 p.m.
Motion carried.

CERTIFIED CORRECT:

Mayor (A. Stone)

Corporate Officer (S. Bowden)



TOWN OF LADYSMITH

PROCLAMATION

ORGAN AND TISSUE DONOR AWARENESS MONTH

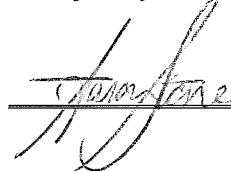
WHEREAS: *There are currently 500 people in BC waiting for an organ transplant and more than 5,000 British Columbians who have received the gift of life through organ donation since 1968;*

AND WHEREAS: *Organ donors and their families have selflessly demonstrated compassion and kindness by sharing the gift of life with others;*

AND WHEREAS: *all British Columbians can make a positive difference by registering their decision to give the gift of life;*

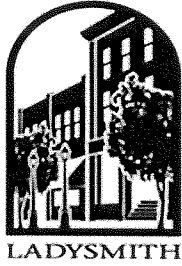
AND WHEREAS: *BC Transplant Society raises organ donor awareness through community initiatives by informing the public on the life-saving impact of registering as organ and tissue donors;*

THEREFORE, *I, Aaron Stone, Mayor of the Town of Ladysmith, do hereby proclaim April, 2015 as Organ and Tissue Donation Awareness Month in the town of Ladysmith, British Columbia.*



Mayor A. Stone

March 30, 2015



Town of Ladysmith
STAFF REPORT

To: Ruth Malli, City Manager
From: Felicity Adams, Director of Development Services
Date: March 23, 2015
File No: 3360-15-01

Re: Rezoning of 606 Farrell Road (Town-Initiated)
Subject Properties: Lot A, District Lot 41, Oyster District, Plan VIP84543 except part in Strata Plan VIS6497 (Phase 1) and Strata Lot 1, Strata Lot 2 and Strata Lot 3, District Lot 41, Oyster District, Strata Plan VIS6497 together with an interest in the Common Property of Strata Plan VIS6497 and Common Property Strata Plan VIS6497

RECOMMENDATION(S):

That Council receive the report from the Director of Development Services regarding the proposed rezoning of the property at 606 Farrell Road, and consider giving first and second reading to Bylaw 1875 cited as "Town of Ladysmith Zoning Bylaw 2014, No. 1860 Amendment (No.1), 2015, No. 1875" which appears under the Bylaws section of tonight's Council agenda and direct staff to schedule a Public Hearing.

PURPOSE:

The purpose of this staff report is to present an amendment to the Zoning Bylaw for the consideration of first and second reading and the scheduling of a public hearing.

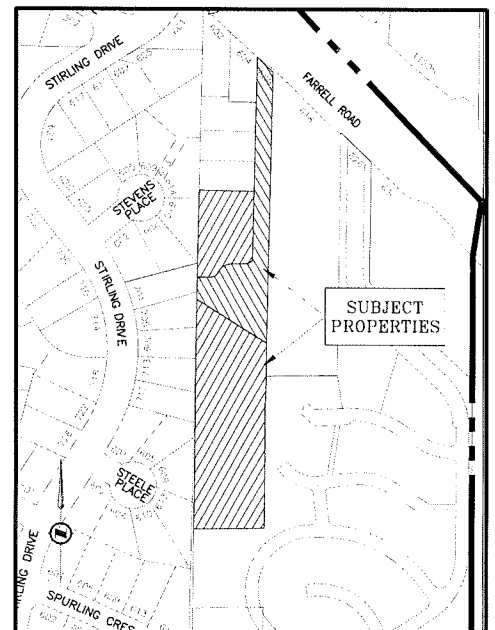
INTRODUCTION/BACKGROUND:

At its meeting held March 16, 2015 Council provided the following direction to staff.

That staff be directed to prepare a site specific amendment to the Low Density Residential Zone (R-3-A) of Town of Ladysmith Zoning Bylaw 2014, No. 1860 to limit the number of permitted dwelling units (townhouse dwellings and two unit dwellings) to a total combined maximum of 15 units for the following properties:

- *Lot A, District Lot 41, Oyster District, Plan VIP84543 except part in Strata Plan VIS6497 (Phase 1) and*
- *Strata Lot 1, Strata Lot 2 and Strata Lot 3, District Lot 41, Oyster District, Strata Plan VIS6497 together with the Common Property of Strata Plan VIS6497.*

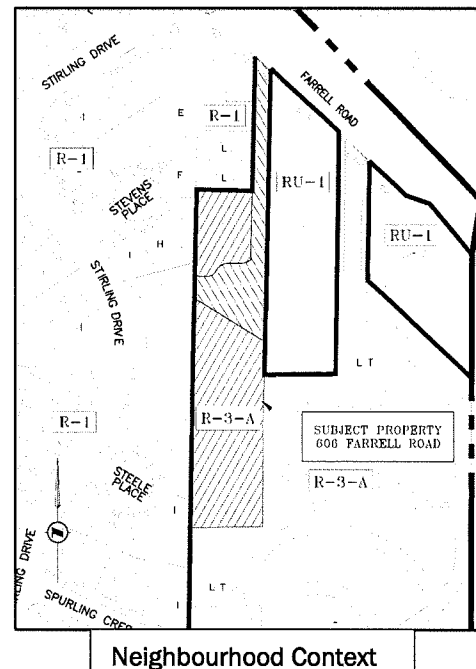
In April 2005, Bylaws 1559 and 1560 were adopted which resulted in the subject properties being designated as 'Multi-Family Residential' in the Official Community Plan and rezoned



to the R-3-A Zone from the Suburban Residential (R-2) Zone in CVRD Bylaw No. 1180. The authority to zone land includes the ability for Council to regulate within a zone the use of land, buildings or structures and the density of the use of land, building and structures and the regulations may be different for different locations within a zone.

In 2005, a section 219 covenant was used to secure the developer's intent and the community expectation at that time of an overall 15 unit density limit and to give the Town the ability to control the form of development on the site. This intent was reflected in the developer's concept plan considered at that time and the associated agreements (e.g. Form P, Access Easements) which indicated the intent for a phased project of 14 to 15 units.

The subject properties are located within a neighbourhood of existing and future hillside residential development. Phase 1 of Strata Plan VIS6497 contains a 3-unit building; the remainder of the parcel (Lot A) intended for a future phased strata is vacant. Existing single unit dwellings border these properties to the west and north. A phased multi-unit development is located to the south and east of the subject properties, along with a rural residential zoned property which is expected to come forward for rezoning at some future time as it is designated in the OCP for single unit development. Access to the existing and future development on the subject properties is by way of a panhandle access strata road which also serves three adjacent R-1 zoned parcels.



A development permit was issued in 2006 for an additional 11 units to be constructed but it has since expired. A development permit application for an additional 25 units was received by the Town in December 2014. The Owner of Lot A submitted a request for the removal of Covenant EX60846 which was considered by Council on March 2, 2015 and denied.

The owners have been advised of Council's direction to staff to implement the 15 units of development (including the existing three units) on the subject properties through the zoning that applies to the property.

This rezoning addresses OCP goals and policies regarding site and neighbourhood design which were reconfirmed as important to Ladysmith residents through the Visioning initiative. Supportive OCP policies include:

- New development areas need to consider the traditional neighbourhood structure
- Views from the hillside should be promoted in new development and protected in existing development
- Design new development to complement the overall character of Ladysmith and provide attractive and sustaining neighbourhoods

- Inclusion of green space in development plans
- Integrate ecological, economic, physical development and social considerations into future land use and design
- Design hillside development to fit the landscape and natural features.

SCOPE OF WORK:

The stage of this application is to present the Zoning Bylaw amendment to Council for consideration of the first two readings and scheduling of a public hearing.

Bylaw 1875

Bylaw 1875 would amend the Low Density Residential Zone (R-3-A) by adding new site specific regulations for the subject properties to permit Townhouse Dwelling Use and Two Unit Dwellings to a total combined maximum of 15 units.

The land use implications of the proposed bylaw are:

	Current	Proposed
OCP Land Use Designation	Multi-Family Residential	No change
OCP Development Permit Area	DPA 4: Multi-Unit Residential	No change
Zoning Bylaw	R-3-A Zone: Low Density Residential Maximum 37 units per hectare Townhouse Dwellings Two Unit Dwellings Multiple Unit Dwellings	R-3-A Zone: Low Density Residential Maximum of 15 units Townhouse Dwellings Two Unit Dwellings

ALTERNATIVES:

Council may decide to not give the first two readings to Bylaw 1875.

If Council does proceed with bylaw readings, Council may choose to refer this proposal to the Advisory Planning Commission for review and comment or hold a neighbourhood information meeting about the proposal.

FINANCIAL IMPLICATIONS:

The Development Services budget will absorb the cost of staff time and statutory public hearing costs.

LEGAL IMPLICATIONS:

A public hearing will be held after first reading and before third reading of the Bylaw.

If a public hearing is held, a statutory notice will be provided to all parcels, any part of which is within or adjacent to the subject property or otherwise lies within 60 metres of the boundary of the subject properties.

CITIZEN/PUBLIC RELATIONS IMPLICATIONS:

Residents of the first phase of the Strata VIS6497 and neighbours from The Gales and the Stirling Drive area subdivision continue to be interested in the density and form of the

development that could take place on the subject property and regularly contact staff regarding development applications for these properties. Since the submission of the current development permit application there has been a steady stream of inquiries and correspondence regarding the application of the covenant and density, access, geotechnical matters and the related development plans.

INTERDEPARTMENTAL INVOLVEMENT/IMPLICATIONS:

The proposed amendment was referred to the Infrastructure Services Department, Approving Officer and the Fire Chief for comment. The Director of Infrastructure Services / Approving Officer had no comments. The Fire Chief has identified that future development would require additional fire hydrants on the strata access road; a proper turn around at the end of the strata road; and no parking should be permitted on the sides of the strata road. These matters would be addressed as part of the development permit or building permit applications.

RESOURCE IMPLICATIONS:

Processing rezoning proposals is within current staff resources.

ALIGNMENT WITH SUSTAINABILITY VISIONING REPORT:

The subject property is within Development Permit Area 4 (Multi-Unit Residential). These guidelines address matters contained in the Sustainability Visioning Report and will be used when the development permit application is reviewed by staff and the Advisory Design Panel.

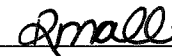
ALIGNMENT WITH STRATEGIC PRIORITIES:

Effective land use planning and community design is a Council strategic priority.

SUMMARY:

Council has directed staff to prepare a site specific amendment to limit the number of units on 606 Farrell Road to 15 units. The amending bylaw is presented for Council's consideration and the scheduling of a public hearing.

I concur with the recommendation.



Ruth Malli, City Manager

ATTACHMENTS:

None

TOWN OF LADYSMITH

BYLAW NO. 1875

A bylaw to amend "Town of Ladysmith Zoning Bylaw 2014, No. 1860"

WHEREAS pursuant to the *Local Government Act*, the Municipal Council is empowered to amend the Zoning Bylaw;

AND WHEREAS after the close of the Public Hearing and with due regard to the reports received, the Municipal Council considers it advisable to amend "Town of Ladysmith Zoning Bylaw 2014, No. 1860";

NOW THEREFORE the Council of the Town of Ladysmith in open meeting assembled enacts as follows:

(1) Schedule A - Zoning Bylaw Text of "Town of Ladysmith Zoning Bylaw 2014, No. 1860" is hereby amended as follows:

(a) Section 10.11 Low Density Residential (R-3-A) is amended by adding new site specific regulations to Section 10.11.8 as follows:

(i) The following is added to the end of Section 10.11.8 (a):

“(iv) For the *Land* consisting of the *Parcels* legally described as:

Lot A, District Lot 41, Oyster District, Plan VIP84543
except part in Strata Plan VIS6497 (Phase 1);

Strata Lot 1, District Lot 41, Oyster District, Strata Plan
VIS6497 together with an interest in the Common Property
in Proportion to the Unit Entitlement of the Strata Lot as
Shown on Form V;

Strata Lot 2, District Lot 41, Oyster District, Strata Plan
VIS6497 together with an interest in the Common Property
in Proportion to the Unit Entitlement of the Strata Lot as
Shown on Form V;

Strata Lot 3, District Lot 41, Oyster District, Strata Plan
VIS6497 together with an interest in the Common Property
in Proportion to the Unit Entitlement of the Strata Lot as
Shown on Form V; and

Common Property Strata Plan VIS6497;

the maximum number of *Dwelling Units* permitted on that *Land* is 15
in total.”

(ii) Section 10.11.8(b) is deleted and the following substituted:

“b) The maximum number of units permitted under each of subsections
10.11.8(a)(i), (ii), (iii) and (iv) applies despite any subdivision of the *Parcel*
or *Parcels* specified in the subsection.”

(iii) The following is added to the end of Section 10.11.8:

“c) Despite Section 10.11(1), for the *Parcels* legally described as:

Lot A, District Lot 41, Oyster District, Plan VIP84543
except part in Strata Plan VIS6497 (Phase 1);

Strata Lot 1, District Lot 41, Oyster District, Strata Plan
VIS6497 together with an interest in the Common Property
in Proportion to the Unit Entitlement of the Strata Lot as
Shown on Form V;

Strata Lot 2, District Lot 41, Oyster District, Strata Plan
VIS6497 together with an interest in the Common Property
in Proportion to the Unit Entitlement of the Strata Lot as
Shown on Form V;

Strata Lot 3, District Lot 41, Oyster District, Strata Plan
VIS6497 together with an interest in the Common Property
in Proportion to the Unit Entitlement of the Strata Lot as
Shown on Form V; and

Common Property Strata Plan VIS6497;

the permitted *Principal Uses* are *Townhouse Dwelling* and *Two Unit Dwelling* only.”

CITATION

- (2) This bylaw may be cited for all purposes as "Town of Ladysmith Zoning Bylaw 2014, No. 1860 Amendment Bylaw (No. 1), 2015, No. 1875”.

READ A FIRST TIME on the day of

READ A SECOND TIME on the day of

PUBLIC HEARING held pursuant to the provisions of the *Local Government Act*

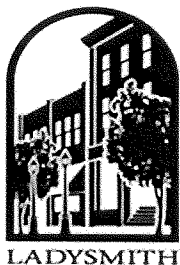
on the day of

READ A THIRD TIME on the day of

ADOPTED on the day of

Mayor (A. Stone)

Corporate Officer (S. Bowden)



Town of Ladysmith

STAFF REPORT

To: Ruth Malli, City Manager
From: Felicity Adams, Director of Development Services
Date: March 23, 2015
File No: 6900-20

Re: Funding Strategy for the Signage Initiatives Project

RECOMMENDATION(S):

That Council:

1. Confirm that the Signage Initiatives Project is included in the 2015-2019 Financial Plan;
2. Direct staff to apply to the UBCM Gas Tax Program - Strategic Priorities Fund for \$230,400 towards the Signage Initiatives Project; and
3. Support the Town administration with overseeing the management of this grant, if successful.

PURPOSE:

The purpose of this staff report is to seek Council's approval for a Gas Tax Program - Strategic Priorities Fund grant application and to confirm other funding sources for the implementation of the Signage Initiatives Project.

INTRODUCTION/BACKGROUND:

The Signage Initiatives Project is included in the 5-year financial plan to be implemented on a phased-in basis, subject to budget approval. There is an opportunity to apply to the UBCM Gas Tax Program - Strategic Priorities Fund for a significant portion of this initiative.

The Strategic Priorities Fund is for the capital costs of local government infrastructure projects. Tourism infrastructure that attracts travelers for recreation, leisure, business or other purposes is an eligible project. The application deadline is April 15, 2015.

Eligible costs are the expenditures associated with acquiring, planning, designing constructing or renovating a tangible capital asset or a network of infrastructure assets. The grant can support up to 100% of the project costs. Routine repair and maintenance costs are not eligible. As such, staff have identified multiple funding sources for the implementation of the Signage Initiatives Project.

SCOPE OF WORK:

Phase 1 of the Signage Initiatives Project (the project) delivered detailed design for the new and updated signage. In addition, a phasing strategy and overall costing estimate (Class 'C' opinion of probable cost) has been produced by the consultant.

The overall project cost for the construction and installation of new and improved signs, lighting, landscaping, detailed design and project management is estimated to be \$278,800 and includes the signs illustrated in the attachment to this staff report. This project is currently funded by taxation over 5-years.

If the Strategic Priorities Fund grant application is not successful, the project could continue to be phased-in, as budget allows. Staff would present a report to Council to consider using other funding sources.

ALTERNATIVES:

That Council directs staff not to pursue the UBCM Gas Tax - Strategic Priorities Funding for the Signage Initiatives Project.

FINANCIAL IMPLICATIONS:

An application has also been submitted through the Community Tourism Opportunities program of Destination BC for funding of \$8,400 towards this project. If the Strategic Priorities Fund grant application is supported by Council and subsequently funded, the project could proceed more quickly. The attached Summary of Signage Initiatives indicates a funding strategy for each sign.

LEGAL IMPLICATIONS:

None.

CITIZEN/PUBLIC RELATIONS IMPLICATIONS:

Members of the Ladysmith Downtown Business Association and the Chamber of Commerce are involved in the Signage Initiatives Project.

INTERDEPARTMENTAL INVOLVEMENT/IMPLICATIONS:

Finance manages the administration of grants.

RESOURCE IMPLICATIONS:

Implementation of the Signage Initiatives Project will require contracted project management and design services, as well as staff time. The Strategic Priorities Fund grant program allows up to 15% of the grant to support consulting resources.

ALIGNMENT WITH SUSTAINABILITY VISIONING REPORT:

Signage design includes consideration of the directions in the Visioning report.

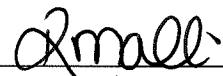
ALIGNMENT WITH STRATEGIC PRIORITIES:

The Signage Initiatives Project is a current Council priority, subject to funding.

SUMMARY:

The Town has the opportunity to apply for Strategic Priorities Fund for two capital infrastructure projects, including tourism infrastructure. It is recommended that the Town apply for a grant to implement the Signage Initiatives Project.

I concur with the recommendation.







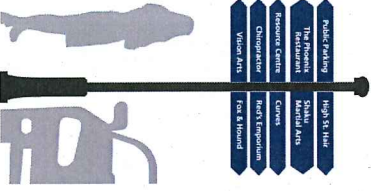

Ruth Malli, City Manager


ATTACHMENTS:

Summary of Signage Initiatives Network of Signs and Funding Strategy.



Summary of Signage Initiatives Network of Signs		Funding Strategy					
Sign #	Sign Name & Type	Existing Photo Reference	New Sign Design	Strategic Priorities Grant	Community Tourism Grant	Taxation	Other
Gateway Signs				✓			
Sign 1	First Avenue (Gateway Sign)			✓			
Sign 2	Baker Road (Gateway Sign)			✓		✓	
Directional Signs				✓			
Sign 3	North End First Avenue (Directional Sign) to be relocated			✓			
Sign 4	Roberts Street (Directional Sign)			✓			
Sign 5	North Davis Rd. & Coronation Mall (Directional Sign) New			✓			

Business Directional		Entry Signs						
Sign 6	Grouhel Road (Entry Sign) Includes lighting			✓				
Sign 7	Chemainus Road at Salfair (Entry Sign)		 <ul style="list-style-type: none"> • Sign has 'Welcome to Salfair' sign as well • Action sign to be installed and option to make sign with (green or white) <p>Existing 'Welcome to Ladysmith' sign at Salfair</p>	✓			✓	✓
Sign 9A	Downtown Business (Directional Sign) New			✓				✓
Sign 9B	Downtown Business (Kiosk) New			✓				

Tourist Information Signs									
Sign 10	Tourism Info Signs at Tim Horton's (x4) (Information Signs) Replacement						✓	✓	
Sign 11	Archives Sign at Tim Horton's (Information Sign) New						✓		
Sign 12	Roland Road & Bayview Connector at TCH (Special Event Signs)		No change to design – relocate and reinstall				✓		
Sign 13	49th Parallel Marker & "Photo-op" @ Aggie Plaza New							✓	