

DEVELOPING A STRATEGIC VISION FOR OTTER POINT, SHIRLEY & JORDAN RIVER

INFORMATION BULLETIN No. 4 – September 2007

**Economic Development – Recreation – Land Use – Community Services
Taxation – Community Development – Governance – The Environment**

Welcome to the fourth **Information Bulletin** for the Developing a Strategic Vision project. These regular bulletins will keep you informed of the activities taking place in our community as we work towards the development of a strategic vision for the communities of Otter Point, Shirley & Jordan River.

This Information Bulletin is now being distributed by e-mail to about 100 individuals, organizations and businesses in the Otter Point, Shirley and Jordan River area. You can receive this **Information Bulletin** by contacting Arnie Campbell @ d.acampbell@shaw.ca.

Activities since the May 2007 Newsletter

1. TRADE, INVESTMENT & LABOUR MOBILITY AGREEMENT

At the June forum on Rural Land Use & Community Change someone in the audience raised the matter of the Trade, Investment & Labour Mobility Agreement (TILMA). Mayor Ranns from Metchosin (one of the forum's guest speakers) spoke in reply about TILMA's possible implications for municipalities and regional districts and why everyone should be concerned about the impact that TILMA might have on the future of our community.

What is TILMA? It is a provincial trade agreement between the provinces of B.C. and Alberta that came into effect April 01, 2007. It is intended to liberalize trade, investment and labour mobility between the two provinces. However, the agreement is set-up in such a way every aspect of trade, investment and labour mobility is covered by the agreement unless it is "expressly excluded." This raises the possibility that B.C. municipalities and regional districts could be required to change their bylaws for zoning, subdivision development, noise, business, tax exemption as well as such matters as environmental protection and waste disposal to conform to the provincial agreement.

TILMA is seen as favourable to business (which is the whole purpose of the agreement) but may weaken bylaws that are intended to protect the environment, public health and other municipal and regional district areas of concern. It is

important for local governments to identify what needs to be “expressly excluded” from the TILMA. There is a two year transition/consultation period during which time the province and the municipalities and regional districts can review the possible impact of the agreement. The Union of B.C. Municipalities (UBCM) has become involved in the consultation process.

2. WESTERN FOREST PRODUCTS PROPOERTY IN SHIRLEY & JORDAN RIVER ON THE REAL ESTATE MARKET

A Special Edition of the September issue of the Otter Point & Shirley Residents & Ratepayers Association (OPSRRA) newsletter detailed information which OPSRRA requested, from Western Forest Products (WFP) and received on September 8th. Here is what OPSRRA reported:

The Otter Point & Shirley Residents & Ratepayers Association has been informed by Western Forest Products (WFP) that they have placed their Tree Farm License (TFL) 25 properties located in Jordan River and Shirley onto the real estate market. Although this was expected to happen, as a result of the province’s recent decision to permit WFP to withdraw their forest lands from TFL 25, the extent of their land holdings and the locations of the properties that would be offered for sale were unknown to the public until now. Here is the description of the real estate portfolio as prepared by Colliers International, the Industrial & Commercial real estate company that will be conducting the sale on behalf of WFP. (See the attachment to this newsletter for more detailed property descriptions and maps.)

1. Jordan River:

The 2,371 acres offered for sale in this parcel include all of the WFP properties that they own in the town site (with the exception of their land based log sorting operation) as well as their forest lands to the north and east of the town site. Included in the sale are all of their waterfront properties to the east of River Jordan, including the site of their present offices, work yards and the recreational camp site at the mouth of River Jordan. Ten of the 13 separate properties are located within the boundary of the recently approved Shirley/Jordan River Official Community Plan (OCP) while the remainder of the land is located within the proposed Resource Lands OCP area.

2. Jacob Creek:

This area is located between Jordan River and Shirley and is in the vicinity of Point-No-Point resort and French Beach Provincial Park. It consists of 942 acres and is presently used by WFP as forest lands. There are 8 properties for sale in this group. Five are located within the boundary of the Shirley/Jordan River OCP and 3 are located within the proposed Resource Lands OCP area.

3. Shirley:

There are 10 properties located within this group, consisting of 1,204 acres and occupying land on both sides of the West Coast Road (Highway 14) from the vicinity of the Shirley Community Hall to the east side of French Beach provincial park. Although all of this land is currently zoned Forestry it is located within the Shirley/Jordan River OCP Settlement Area.

Summary:

When considered as a group, the 31 properties total an estimated 4,517 acres. Twenty-five of the 31 properties are included within the Shirley/Jordan River OCP area and are subject to the current Sooke Zoning Bylaw 2040 which zones most of these properties as either Forestry or Rural A. The remainders of the properties are located within the proposed Resource Lands OCP area and are covered by CRD Zoning Bylaw 189 which limits development to one dwelling on 300 acres.

The properties that are offered for sale make-up almost 50% of the 8,917 acres contained within the Shirley/Jordan River OCP settlement area.

3. FORUM ON ECONOMIC DEVELOPMENT & COMMUNITY CHANGE

The project's second public information forum is confirmed.

Tuesday, October 02

7:00 – 9:30 pm
Otter Point Fire Hall

Questions:

- ❖ What is economic development?
- ❖ How are economic development and community change interconnected?
- ❖ What planning tools are needed to guide economic development and community change in Otter Point & Shirley to support the resident's vision for their community?
- ❖ What economic development and community change options do residents of Otter Point & Shirley want to see in their community?

Featuring Guest Speakers:

- ❖ Mona Brash - Dept. of Political Science,
University of Victoria.
- ❖ Brian White - Dir. Tourism & Hotel Management Program,
Royal Roads University.
- ❖ Nicole Chaland - Learning and Development Director,
Canadian Community Economic Development Network.

Everyone Welcome – No Charge – It's Your Community!

This public information forum is the second in a series of workshops and community information forums sponsored by the Otter Point & Shirley Residents and Ratepayers Association (OPSRRA) and the Developing a Strategic Vision Steering Committee.

4. Letter of Invitation to Local Small Business Owners and Operators

The organizers of the Economic Development & Community Change forum have sent a letter of invitation to local area business owners and operators. We updated a mailing list, produced earlier this year for the Juan de Fuca Economic Development Commission, to identify about 100 businesses currently operating in the local area. If you are a business owner or operator in the local area (or aware of someone who is) and did not receive a letter of invitation to the October 2nd forum, let us know as we want to continue to up-date the list and use it in conjunction with a workshop on the local economy being planned for the New Year. Contact for this information is Arnie Campbell: d.acampbell@shaw.ca or call 643-3113.

5. COLLECTING ECONOMIC DEVELOPMENT INFORMATION

The following information was included with the letter of invitation to local small businesses owners and operators. It will also be included in a flyer being sent to local households to promote the October 2nd Economic Development & Community Change forum.

Why is the Topic of Economic Development & Community Change Considered Important?

Now is the time to be looking at local economic development and how it may influence change in our communities.

1. According to the CRD, the rate of growth during the past 5 years in Otter Point has been about 4% - slightly less in Shirley/Jordan River. This is about the fastest rate of growth within the CRD.
2. New developments in Jordan River could add as many as 300 dwellings – eventually doubling the present population of that area.
3. The province's decision to grant Western Forest Product's permission to remove their forest lands from TFL 25 resulted in about 4,000 acres of land within the Shirley/Jordan River Official Community Plan (OCP) area being offered for sale.
4. TimberWest has sold over 700 acres of forest land in Otter Point in the past few year; about 225 homes are either built, being built or proposed for these properties. This will eventually increase the dwellings in Otter Point by 30%.
5. The province maintains a strong preference for a community to have an identified town centre, when they consider the criteria for incorporation. Should WFP property coming up for sale in the existing Jordan River town site be identified as a potential commercial centre for the region west of Sooke?
6. Estimated Number of Businesses in the local area:
Otter Point - 83 Shirley/Jordan River - 58 Combined – 141
7. What types of businesses should be encouraged or discouraged in the area?
8. Does present zoning support economic development? Should it be changed?
9. Major Business Sectors: Forestry (logging, reforestation); Tourism (B&Bs, ecotourism, fishing charters); Arts & Crafts (design, production, marketing); Home Based Businesses; Internet Based Businesses; Pet Care; Personal Services (spas, esthetics) ; Agriculture (agri-tourism; organic food production; honey producers); Non-Forestry Harvesting (seaweed, wild mushrooms, salal, berry picking); Mining (gravel extraction); Construction/Real Estate.
10. Business Infrastructure Concerns Identified in local EDC study:
 - Absence of high-speed internet services throughout Shirley/Jordan River and part of Otter Point.
 - Limited cell-phone reception throughout Otter Point & Shirley.
 - Limited public transportation in Otter Point & Shirley/Jordan River.
 - Unpaved section of the Marine Circle Route deters some tourists.
 - Inadequate/secure supply of potable water in parts of Otter Point and Shirley/Jordan River deters some development.
11. Key Recommendations Made in Local EDC Study:
 - Development of a multipurpose organic farm (land sharing system, on site market, community gathering site, apprentice program, agriculture tours).

- Development of a year round, self guided art studio tour to encompass East Sooke, Metchosin, Sooke, Otter Point and Shirley.
- Community lobbying for improved communication and transportation services.
- Regional collaboration to develop and market sustainable business development.

6. MEETING WITH CRD SENIOR PLANNING STAFF

On August 27th representatives from the project's Steering Committee met with several senior CRD Planning Services staff to review the purpose of the Developing a Strategic Vision project and to identify what resources CRD Planning Services could commit in support of the project. CRD Planning Services has agreed to provide the project with access to their mapping and data services. They have also identified a Planning & Protection Services manager to act liaison with the project.

7. PROJECT WEB SITE

The Developing a Strategic Vision project has a web site. The name www.jdffuture.org has been registered and we are presently adding new features to the web page. You can visit the web site by clicking on the web site address. The web site is set-up to provide information about the project, advertise forums, workshops and meetings and retain a record of meetings, forums and workshops. Other features - such as an interactive component that will allow ideas, questions, and comments to be exchanged, are being considered. Your suggestions for information that could be included on the web site can be sent to Wayne Fritz – Chair of the Steering Committee: wfritz@shaw.ca

8. STEERING COMMITTEE MEMBERSHIP

The project's Steering committee continues to meet on a monthly basis and welcomes interested residents of Shirley, Jordan and Otter Point to join us. We usually meet the 3rd Tuesday of the month from 9:30 a.m. – Noon in the Boardroom at the SEAPARC Leisure & Recreation Centre on Phillips Rd in Sooke. We have recently added two residents from Shirley to the Steering committee. For details about meetings and other project information contact Wayne Fritz – Committee Chair @ 642-0440 or wfritz@shaw.ca.

Steering committee members & their affiliation:

- Wayne Fritz (steering committee chair) – OPSRRA*
- Arnie Campbell – OPSRRA
- Emma Taylor – OPSRRA & Community Health Initiative
- Heather Phillips – Otter Point Resident

- Rosemary Jorna – Juan de Fuca Community Trails Society
- Alanda Carver – Muir Creek Protection Society
- John Charles – OPSRRA & Private Forest Landowner
- Cleo Gardener – Shirley Resident
- Rosemary Metz – Shirley Resident

*Otter Point & Shirley Residents & Ratepayers Association

9. PROPOSED BUDGET

The project has a proposed budget of \$10,300 to cover all of our expense through to the completion of the project in September 2008. We have raised \$8,000 so far and have another grant application submitted for \$2,500 to the VanCity Foundation. We will not know whether we will be successful with this application until November.

10. NEXT FORUM

The project's Steering Committee is already planning the public next forum. The topic will be the Environment and it will likely be held in late November.

11. ACKNOWLEDGEMENTS

The Developing a Strategic Vision project wishes to acknowledge the following supporters:

Juan de Fuca Electoral Area Regional Director - \$1,000 grant.
 Juan de Fuca Economic Development Commission - \$2,000 grant.
 Real Estate Foundation of BC - \$5,000 grant.
 Otter Point Fire Department – meeting space.
 SEAPARC Parks & Recreation Commission – meeting space.
 Sooke Region Museum – meeting space.
 CRD Planning & Regional Planning Services – CRD information access.
 John Horgan MLA – provincial information access

12. WHAT IS A STRATEGIC COMMUNITY VISION?

- **A strategic community vision is a document that outlines the major goals that a community sets for itself for a 5 -15-year period and identifies key strategies for achieving those goals.**
- **The community goals normally reflect the community's priorities and can focus on diverse issues including: governance, land use, recreation (e.g. parks and trails),**

community services (e.g. water, fire protection, communications, transportation and roads), taxation, economic development, community development and environmental preservation.

- **The strategies to achieve such goals are generally broad and inclusive, link to a wide range of groups and organizations both within and outside the community, and may include timeframes for initiating certain activities.**
- **In some respects, the process of developing a strategic community vision can be more important than the document developed, if it brings community residents, businesses, groups and elected leaders together in a process to clarify what they want for their community and how to pursue those goals.**