

THE BOULEVARD - Life Thrives At The Water

**Unlocking underused waterfront to create a
bustling space that supports culture, business
and tourism**

THE BOULEVARD BEFORE...



STORE AND PAVILION, SECHELT, B.C.



SECHELT INN, SECHELT, B.C.

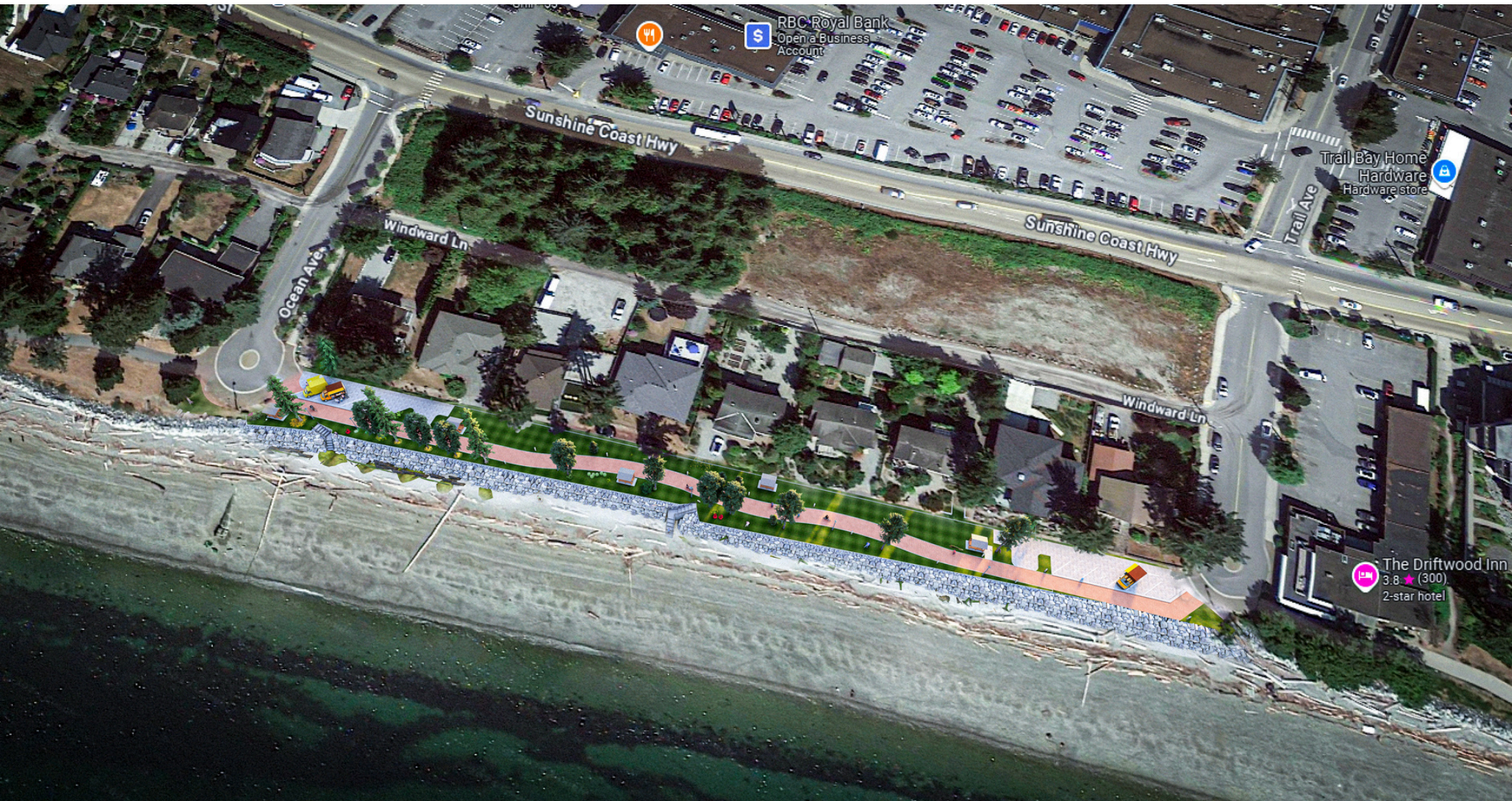


Archives of Sechelt Waterfront. An activated and bustling waterfront with a homes, hotel, shops, people swimming and enjoying the beach.

WHY WATERFRONT REVITALIZATION?

Activating a waterfront in a rural community is crucial for economic development and community engagement. Waterfronts often represent untapped potential for tourism, local business growth, and recreational activities. Moreover, a well-activated waterfront can serve as a central gathering place for events, markets, and festivals, further driving foot traffic and fostering a sense of community pride and cohesion.









WHY WATERFRONT REVITALIZATION?

The Waterfront can become cultural hubs, showcasing local art, history, and traditions, thereby preserving and celebrating the community's unique identity.

Activating a waterfront is a strategic investment that can revitalize a small rural community, making it a more vibrant, attractive, and sustainable place to live and visit.

Well-designed public spaces along the waterfront can offer serene spots for relaxation and social interaction, enhancing the overall livability of the community.

ECONOMIC BENEFITS

Waterfront activation projects can generate significant tax revenue for local governments through various mechanisms:

1. Property Tax Revenue
2. Sales Tax Revenue
3. Business Activity
4. Job Creation
5. Private Sector Investment
6. Land Sales and Leases
7. Enhanced Tourism

SOCIAL BENEFITS

Waterfront activation can bring numerous social benefits to a community.

Here are some of the key social benefits:

1. Social Integration
2. Community Engagement
3. Improved Quality of Life
4. Cultural Preservation
5. Increased Accessibility
6. Enhanced Public Health
7. Job Creation
8. Improved Safety and Security
9. Enhanced Town's Identity

ACCESSIBILITY. WALKABILITY. VIBRANCY

ACCESSIBILITY

- ensure accessible parking on either side of promenade
- all trails to be 36 inches to accommodate wheelchairs or other mobility devices (Guiding principles are: “nothing about us, without us”, raising the bar for diversity and inclusion, promoting wellness and pursuing design excellence)
- covered picnic area(s)
- create space for youth (benches, artful seating)
- public washrooms
- widen green space (ensure environmental factors are taken into consideration - rising tides due to climate change)
- area designated for entertainment - busking, plays, concert in the park (power, even surface)
- increased number of garbage and recycling (bear proof)

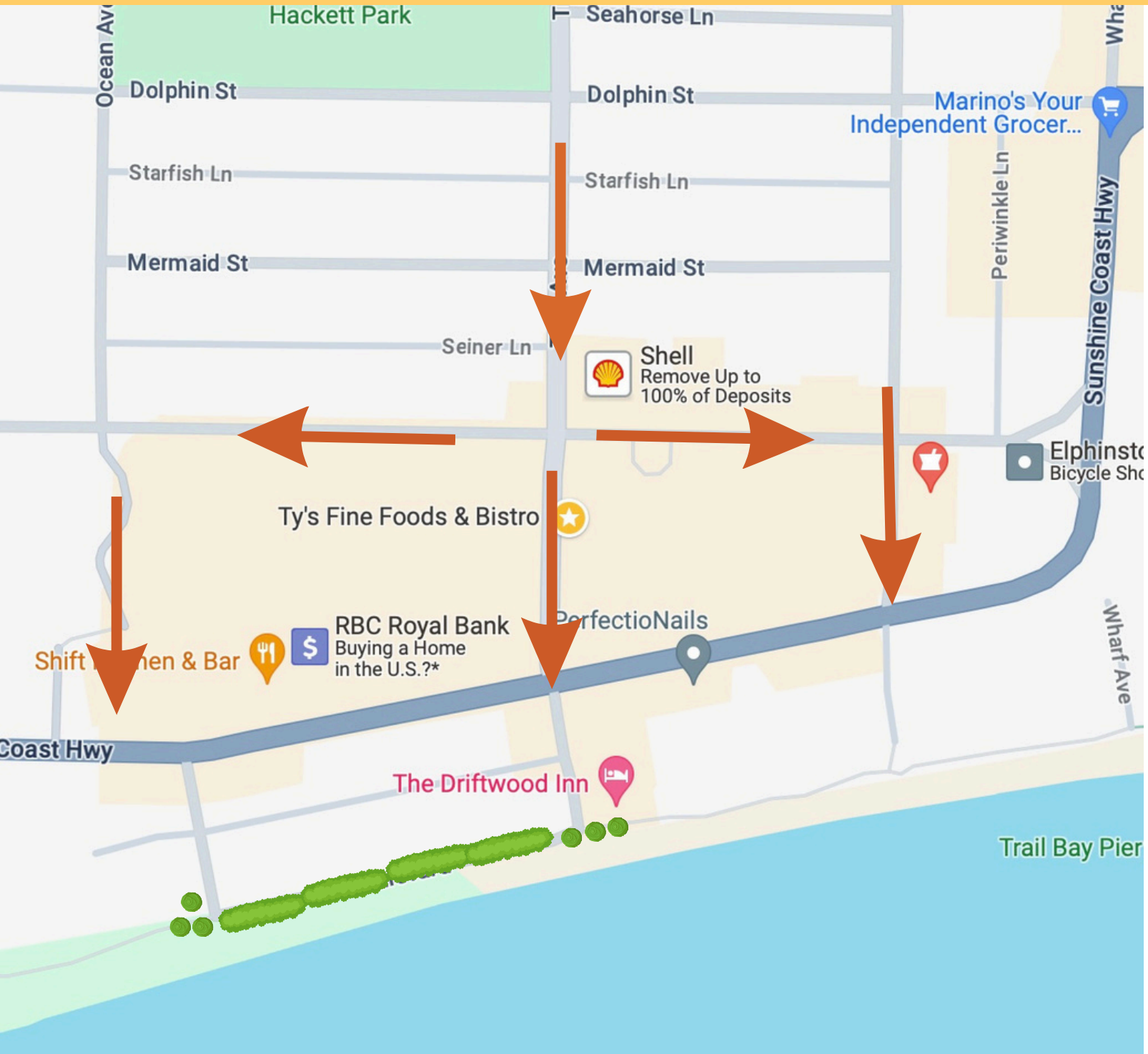
WALKABILITY

- create a strong visual and physical connection of the downtown core to the waterfront through wayfinding
- offer Identifiable walking circuits that encourage downtown visitors to leave their car (either downtown or at the Community Park) and plan for a day, an afternoon

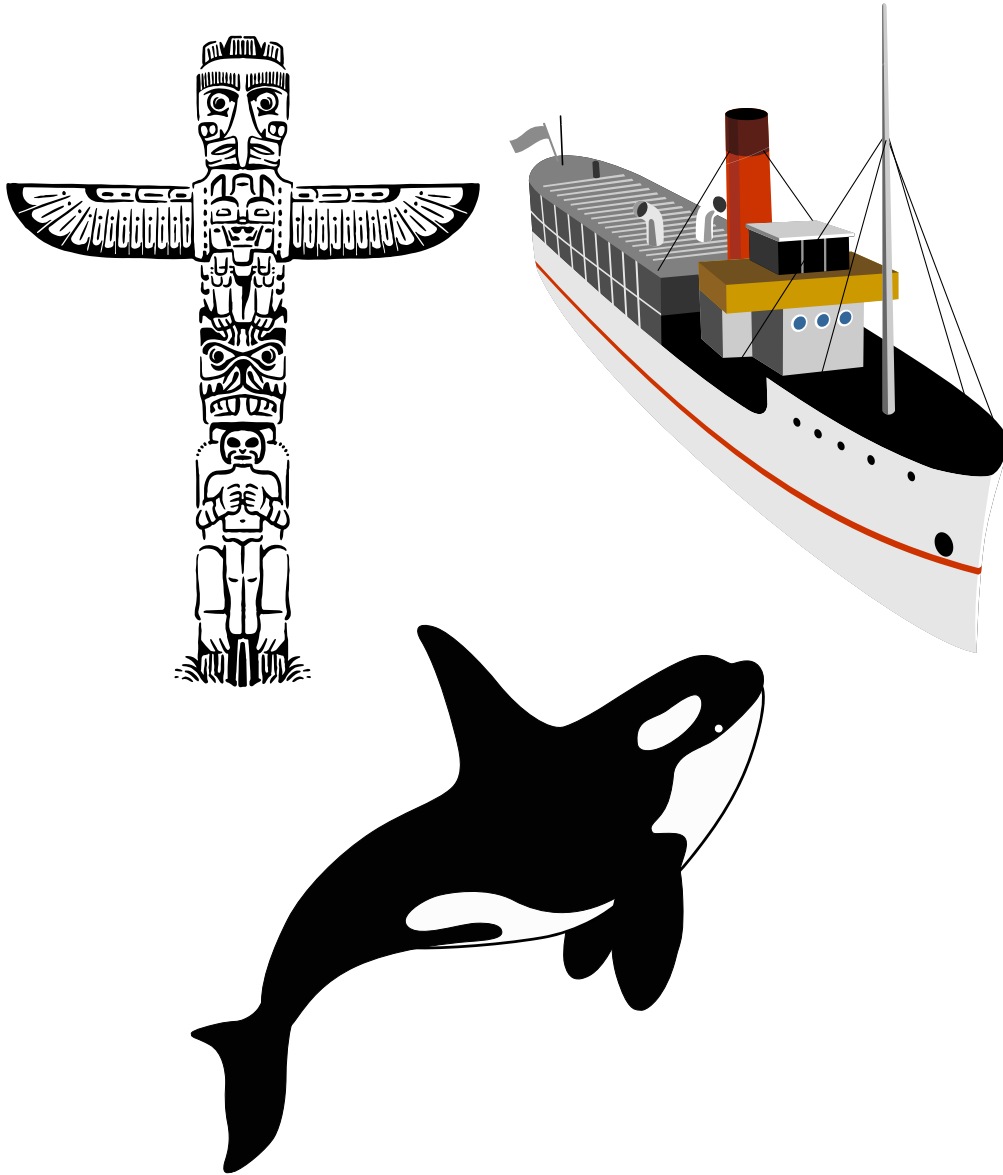
VIBRANCY

- assemble a team of experts from various fields, including urban planning, architecture, engineering, and environmental science to implement green infrastructure and public art
- incorporate a mix of residential, commercial, and recreational spaces to create a dynamic and diverse environment (rezone the waterfront boulevard to limited commercial and residential)
- installation of up to four vendor pads for commercial activity (power, water, even surface)

Wayfinding



STORYTELLING



Making the most of shíshálh/Sechelt's local identity (the land between two waters), Indigenous history and culture stimulates widespread interest in the waterfront and creates a unique sense of place.

Opportunities:

- partner with shíshálh Nation to create signage and artwork that shares the history of the shíshálh people dating back 10,000 years
- share stories of Lady Rose and steamships
- erecting educational signage on how to protect our coastal habitat
- tales of coastal communities' strong connection to the sea

WHO'S AT THE TABLE?

1. District of Sechelt
2. SDBA, Community Futures, Chambers of Commerce
3. Sunshine Coast Tourism
4. Sunshine Coast Community Services, VCH, Seniors Centre, SD46: Community organizations
5. shíshálh nation
6. Private Sector Developers
7. Residents and Visitors
8. Sunshine Coast Conservation Association
9. TRAC

RESOURCES:

<https://happycities.com/blog/halifax-waterfront-power-of-placemaking>

<https://www.parksville.ca/cms/wpattachments/wpID265atID2878.pdf>

<https://krex.k-state.edu/server/api/core/bitstreams/51275af3-0eb0-46d2-b3da-e7de93c7f462/content>

<https://hawkerbox.com/>

<https://www2.gov.bc.ca/gov/content/governments/local-governments/grants-transfers/grants/bc-s-growing-communities-fund>

<https://www.waterfrontoronto.ca/our-purpose/inclusive-growth>

[Orilla Waterfront Project](#)

**Your generous leadership and support to activate
our waterfront will help transform a simple
roadway into a place where people gather, thrive
and connect.**

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