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9.0 ECONOMIC DEVELOPMENT

The community vision statement calls for Seymour to foster linkages between home, work and recreation, supporting opportunities based on local skills, knowledge and the natural environment. Plan goals also recognize that economic and tourism growth ought to be considered along with residential growth for a comprehensive approach to managing change. By limiting population growth, the Plan also limits economic activity directly related to population, while encouraging modest growth in areas such as arts, culture, tourism and home-based businesses. Overall, greater potential for economic growth exists in neighbouring areas, including Maplewood and First Nations lands. This suggests that co-operation and support across planning boundaries will be necessary to promote a healthy balance between opportunity and local area impacts.

Current economic activity in Seymour is consistent with both its residential character and its waterfront and mountain setting. Neighbourhood-scaled commercial and retail services predominate, with Parkgate Centre serving as a focal point for Seymour neighbourhoods. Other neighbourhood retail areas include Dollar Shopping Mall, Deep Cove's village centre and numerous individual grocery or convenience stores. With the slow and limited population growth anticipated by the Plan, the expansion of these services, based as they are on local population, is not foreseen. Retaining these as vibrant local shopping areas is important to sustaining the community however, and is supported by the policies in this section.

Within the Seymour plan boundary, waterfront industrial activity remains at the McKenzie Barge-Noble Towing site in Cates Landing. The plan supports the long-term redevelopment of this site to include mixed commercial and limited residential uses, a publicly accessible marina, open space and waterfront access. Currently, the waterfront also hosts some recreation and tourism activity through rentals and boating lessons. Increased recreational use of Indian Arm is expected to add to the demand for moorage and boating services. The Mount Seymour ski area also serves the recreation market, and both North Shore and regional residents access the mountain's trails and wilderness. The policies in this section support District directions for expanding tourism growth through a comprehensive tourism strategy, but also highlight the need to balance such opportunities with local area impacts.

Surveys conducted during the planning process suggest that as much as twenty-percent of Seymour's economic activity is generated by home-based businesses. This section acknowledges the benefits of home-based business to the Seymour community in terms of utilizing local skills and reducing commuting. It promotes policies to support growth in home-based business while addressing neighbourhood concerns.

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Goal

In keeping with a low-growth strategy, foster economic opportunities based on local skills, knowledge, aspirations and the natural environment, to contribute to the quality of life of Seymour's residents.

Objective 9.1 *Foster an attractive and dynamic climate, which supports existing local businesses.*

Policy 9.1.1 **Retain and enhance existing commercial and retail areas to support local neighbourhood needs, in preference to creating additional new ones.**

Implementation

- 9.1.1.1 Encourage small, owner-managed shops consistent with the existing culture in Deep Cove and Dollarton.
- 9.1.1.2 Continue to allow local neighbourhood convenience stores, groceries and service stations.
- 9.1.1.3 Maintain Parkgate as a community focal point for a wider range of commercial services adjacent to key community recreational, health, library and other services.

Policy 9.1.2 **Work with District departments, other agencies, governments and organizations to promote an improved transportation system as a vital part of quality of life for businesses and residents.**

Implementation

- 9.1.2.1 To improve access to local centres, encourage improved transportation options, including transit, bike and pedestrian paths, safety improvements, shuttles, Park-and-Ride and other initiatives consistent with the policies in Section 5.0.

Policy 9.1.3 **Support local education, training, information exchange and other professional, technical, artistic and business development efforts.**

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Objective 9.2 *Create economic opportunities shaped by local skills, knowledge, local culture and the natural environment.*

Policy 9.2.1 Encourage business development that relies upon Seymour's assets, local knowledge and skills related to the natural environment, the outdoors, recreation, arts, culture, management, education, science and technology.

Policy 9.2.2 Encourage economic activities that are quiet, non-polluting, safe and complementary to the residential character of Seymour, with minimal intrusion and negative impact on the environment.

Policy 9.2.3 Support home -based businesses to promote home-work linkages and reduce commuting, while ensuring that such businesses are responsive to neighbourhood concerns.

Implementation

9.2.3.1 Encourage District planning and licensing staff to work with home-based business operators and community representatives to develop home-based business guidelines.

9.2.3.2 Provide information, support and complaint resolution assistance at the District level to ensure the interests of the home-based business operator and neighbours are protected.

Policy 9.2.4 Encourage initiatives relating to the cultural economy, including arts education, training, performance and film industry activities. *(See also Section 10.3)*

Implementation

9.2.4.1 Within the context of the North Shore Cultural Plan and the District Tourism Strategy, and in consultation with the community, develop targeted marketing strategies to promote Seymour's natural, historic, cultural and recreational opportunities.

9.2.4.2 With School District #44, Capilano College, industry representatives and other partners, explore arts education, job training and performance opportunities in the Seymour area.

9.2.4.3 Continue to support the appropriate use of Seymour venues for filming and identify opportunities to further support this activity, while ensuring minimal negative impact on local neighbourhoods.

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Policy 9.2.5 Support the future re-development of Cates Landing from waterfront industrial use to a viable alternative consistent with the themes and directions of the Plan, such as outdoor recreation, tourism, arts and culture. (See also Sections 3.0, 4.0, 6.0 and 7.0)

Implementation

- 9.2.5.1 Detailed environmental, traffic and design studies will be required prior to any re-development of the site to a non-industrial use. Remediation is required before any redevelopment and detailed environmental plans will address creek and natural area protection and restoration.
- 9.2.5.2 In any re-development to a non-industrial use, the site should be treated as a comprehensive development and as an opportunity to develop a destination site featuring arts, culture, commercial and tourism elements.
- 9.2.5.3 Any future redevelopment will provide for waterfront access, views between Dollarton Highway and the waterfront and linkages to Cates Park and other neighbourhood destinations.
- 9.2.5.4 New uses will include a strong public component, which could include markets, a publicly accessible marina, pier, interpretive components relating to local and First Nations history, ferry services or other activities and services with a marine theme.
- 9.2.5.5 New uses will be compatible with the directions of the Cates Park Management Plan (See Section 7.0)
- 9.2.5.6 Any residential component will be minimal and not exceed 25 units, which must be incorporated within the conceptual phasing strategy detailed in Section 3.0.
- 9.2.5.7 Early and ongoing consultation with the community will determine acceptable uses and design.
- 9.2.5.8 Development Permit Area designations for protection of the environment and commercial development guidelines will be retained.

Objective 9.3 *Increased tourism opportunities based on Seymour's natural marine and wilderness assets, which balance economic benefits with local neighbourhood impacts.*

Policy 9.3.1 Consistent with Sections 6.0 and 7.0 of the Seymour Local Plan, improve access to Seymour's waterfront.

Policy 9.3.2 Support the development of a community tourism strategy, which ensures that Seymour's community objectives and neighbourhood impacts are addressed.

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Implementation

- 9.3.2.1 Support the work of the District Tourism Task Force in its efforts to expand tourism growth, while promoting sustainable management of Seymour's local resources.

Policy 9.3.3 Explore and implement tourism opportunities in co-operation with District staff, other governments, local businesses and associations, Tsleil-Waututh Nation and other partners.

Implementation

- 9.3.3.1 Within the context of the District tourism strategy, work with the Arts and Culture Commission of North Vancouver, Chamber of Commerce, Tsleil-Waututh representatives, local cultural groups and neighbours to produce an arts tourism visitor guide, listing studios, galleries, cultural sites, public art sites, events and other attractions in Seymour.

Policy 9.3.4 Identify and encourage eco-tourism and other tourism strategies related to the natural environment and outdoor recreation.

Implementation

- 9.3.4.1 Support outdoor festival and recreation events that bring the community together and promote the image of Seymour as a tourism destination.
- 9.3.4.2 Retain existing local and regional tourism activities such as Deep Cove Canoe and Kayak Centre, local events and use of facilities, parks and trails.
- 9.3.4.3 Seek opportunities to host international events, competitions and sports tournaments.
- 9.3.4.4 Within the context of a Cates Park Management Plan and the Cates Park/Whey-ah-Wichen Protocol/Cultural Agreement, support the work of the Tsleil-Waututh Nation to develop eco-tourism opportunities for Cates Park and Indian Arm.

Policy 9.3.5 Ensure neighbourhood involvement in the design, implementation and evaluation of tourism initiatives and activities.