

City of Parksville

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COUNCIL MEETING AGENDA

MONDAY, JANUARY 18, 2010

Immediately following the adjournment of the Committee of the Whole Meeting

1. **ADOPTION OF MINUTES**

- a) of the Council meeting held December 21, 2009 - Pages 1 to 7

Recommendation: THAT the minutes of the meeting of Council held December 21, 2009 be adopted.

2. **APPROVAL OF AGENDA**

3. **PRESENTATIONS**

4. **DELEGATIONS**

5. **UNFINISHED BUSINESS**

6. **CORRESPONDENCE**

7. **DISCUSSION RELATED TO DELEGATIONS OR CORRESPONDENCE**

8. **REPORTS**

- a) Fire Chief - Tender Pre-Qualifications for Construction Management of Fire Hall Expansion Project - Pages 8 to 9

In accordance with the Purchasing Guidelines Policy (No. 6.14), an 'Expression of Interest' to bid on the Construction Management Services for the expansion of the Fire Hall, was advertised on the City of Parksville Website and the local newspapers on December 15 & 17, 2009 (PQB News and Oceanside Star respectively). The invitation to Prequalification closed on December 30, 2009. A total of three companies responded to with an Expression of Interest prior to the stated deadline.

***Recommendation: THAT the report from the Fire Chief dated January 11, 2010 entitled "Tender Pre-Qualifications for Construction Management of Fire Hall Expansion Project", be received;
AND THAT Liberty Contract Management, Keith Paskin Project Management Services Ltd.; and Windley Contracting Ltd. be invited to submit proposals for construction management services for the Fire Hall Expansion Project."***

- b) Director of Community Planning - Community Tourism Program Funds - Vehicular Way-Finding Signage - Updated Sign Locations - Pages 10 to 13

The goal of this report is to provide Council with information respecting proposed changes to the implementation of a comprehensive vehicular way-finding signage system for the City of Parksville. Staff is proposing to relocate the sign earmarked for Highway 19A on the west side of the Englishman River at the Orange Bridge to the intersection of Stanhope Road and Island Highway 19A.

Recommendation: THAT the report from the Director of Community Planning dated December 10, 2009 regarding Community Tourism Program Funds – Vehicular Wayfinding Signage – Updated Sign Locations, be received for information;

AND THAT staff be directed to proceed to relocate the sign earmarked for Highway 19A on the west side of the Englishman River at the orange bridge to the intersection of Stanhope Road and Island Highway 19A.

- c) Director of Community Planning - Consideration of Comment to the Regional District of Nanaimo Regional Sustainability Strategy - Pages 14 to 21

The City will ultimately be required to sign off on the Regional Growth Strategy in order for it to be adopted. Council and staff have had some informal review opportunities and have made some informal comments. This report is intended to provide a basis for a formal City comment to the Regional District of Nanaimo.

Recommendation: THAT the report from the Director of Community Planning dated January 4, 2010 regarding consideration of comment to the Regional District of Nanaimo Regional Sustainability Strategy, be received;

AND THAT staff be directed to advise the Regional District of Nanaimo that it supports the goals and principles expressed in the Regional Sustainability Strategy, however support is not given for the level of detail in some sections as outlined in Schedule A attached to the Director of Community Planning's report dated January 4, 2010;

AND FURTHER THAT the Regional District of Nanaimo be advised the City requests another opportunity to review any revisions to the Regional Sustainability Strategy prior to indicating acceptance of the Strategy.

- d) Director of Community Planning - Proposed Amendment to Traffic Bylaw to Regulate the Standing, Stopping and Parking of Buses on City Streets - Pages 22 to 24

To address complaints received from the public, Staff is recommending an amendment to "Traffic Bylaw, 2009, No. 1436" to regulate the stopping, standing and parking of buses on City streets.

Recommendation: THAT the report from the Director of Community Planning dated January 5, 2010 entitled "Traffic Bylaw Amendment", be received;

AND THAT staff be instructed to bring forward for Council's consideration an amendment to "Traffic Bylaw, 2009, 1436" to regulate the standing, stopping and parking of buses on City streets as per the draft amendment bylaw attached to the Director of Community Planning's report dated January 5, 2010.

- e) Deputy Corporate Administrator - Review of Corporate Policy Manual - Use of Civic Emblem and Flag by Public Policy No. 2.14 - Pages 25 to 39
The purpose of this report is to examine and make recommendations to amend "Policy No. 2.14 – Use of Civic Emblem and Flag by the Public."

Recommendation: THAT the report from the Deputy Corporate Administrator dated January 7, 2010 entitled " Review of Corporate Policy Manual – Use of Civic Emblem and Flag by the Public – Policy No. 2.14", be received; AND THAT Corporate Policy No. 2.14 "Use of Civic Emblem and Flag by the Public" be repealed; AND FURTHER THAT the draft "Corporate Identity, Graphic Standards and Their Use Policy No. 2.21" attached to the Deputy Corporate Administrator's report dated January 7, 2010, be approved.

9. BYLAWS

- a) "Five Year Financial Plan Amendment Bylaw, 2009 - 2013, No. 1451.3"
At the December 7, 2009 meeting of Council, Resolution #09-301 (1) was adopted directing staff to amend the 2009 - 2013 Revised Financial Plan Bylaw reflecting the changes presented to Council at the November 25 and November 30, 2009 Special Committee of the Whole Meetings by the Manager of Budgets and Special Projects.
- (i) **Recommendation: THAT "Five Year Financial Plan Amendment Bylaw, 2009 - 2013, No. 1451.3" be adopted.**
- b) "Water Service System Amendment Bylaw, 2009, No. 1320.16"
The water service system bylaw is amended to include definitions and water usage rates for "large families" of five or more family members. The bylaw is also amended to add in a charge for reading the water meter and calculating a water bill part way through a billing period for properties being sold.
- (i) **Recommendation: THAT "Water Service System Amendment Bylaw, 2009, No. 1320.16" be adopted.**
- c) "Firearms Regulation Bylaw, 2010, No. 1458" - Pages 40 to 42
A review of current bylaws has revealed two bylaws surrounding the discharge of firearms, slingshots and dangerous devices in the municipality adopted by Council in 1955 and 1976 are outdated. Staff has drafted an updated bylaw to regulate and prohibit the discharge of firearms and the use of bows while at the same time repealing the two outdated bylaws.
- (i) **Recommendation: THAT "Firearms Regulation Bylaw, 2010, No. 1458" be read a first time.**
- (ii) **Recommendation: THAT "Firearms Regulation Bylaw, 2010, No. 1458" be read a second and third time.**
- d) "Traffic Bylaw Amendment Bylaw, 2010, No. 1436.1" - Page 24
To address complaints received from the public, Staff is recommending an amendment to "Traffic Bylaw, 2009, No. 1436" to regulate the stopping, standing and parking of buses on City streets.
- (i) **Recommendation: THAT "Traffic Bylaw Amendment Bylaw, 2010, No. 1436.1" be read a first time.**

- (ii) **Recommendation: THAT "Traffic Bylaw Amendment Bylaw, 2010, No. 1436.1" be read a second and third time.**

10. **NEW BUSINESS**

11. **NOTICE OF MOTION**

- a) Councillor Greir - Justice System Legislation - Resolution for 2010 AVICC Convention - From December 21, 2009 Regular Meeting of Council

Recommendation: THAT Council endorse the following resolution for submission to the Association of Vancouver Island Coastal Communities (AVICC) 2010 Annual General Meeting:

WHEREAS elected officials have a responsibility to provide for the protection and safety of the citizens of all communities and only the federal government has the ability to change the necessary justice system legislation;

AND WHEREAS the diminishing effectiveness of the Canadian criminal justice system to control crime and the public's loss of confidence in the system has resulted in the subsequent deteriorating effectiveness of our police agencies to control crime;

THEREFORE BE IT RESOLVED that the provincial government petition the federal government to review the Canadian criminal justice system, with input from the RCMP, towards:

- 1) finding ways to limit the court's ability to interpret laws to benefit lawbreakers, to the detriment of the victims;**
- 2) Crown Counsel be more open to approving charges beyond those that have a substantial likelihood of a conviction;**
- 3) improving sentencing guidelines to ensure that the legislated maximum penalties are imposed for lawbreaking convictions;**
- 4) emphasizing the protection of society and the responsibility of individuals for their criminal behaviour; and**
- 5) emphasizing the rights of law abiding citizens over that of criminals.**

12. **SPECIAL BUSINESS (Closed/In Camera)**

Pursuant to Sections 90 (1) (c) and (e) of the *Community Charter* Council proceed to a closed meeting to consider items relating to personnel and disposition of land.

13. **ADJOURNMENT**

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TO BE ADOPTED



CITY OF PARKSVILLE

December 21, 2009

Minutes of the meeting of Council held in the Civic and Technology Centre, 100 E. Jensen Avenue, Parksville, BC, on Monday, December 21, 2009 at 6:00 p.m.

PRESENT: His Worship Mayor E. F. Mayne

Councillors: C. R Burger
A. R. Greir
M. Lefebvre
T. C. Patterson
S. E. Powell
C. J. Powell-Davidson

Staff: F. Manson, Chief Administrative Officer
G. Jackson, Director of Community Planning
L. Butterworth, Director of Finance
D. Banks, Fire Chief
M. Squire, Manager of Operations
A. Haywood, Executive Assistant

1. ADOPTION OF MINUTES

09-313 Lefebvre - Powell-Davidson
THAT the minutes of the meeting of Council held December 7, 2009 be adopted.
CARRIED.

09-314 Lefebvre - Burger
THAT the minutes of the special meeting of Council held December 14, 2009 be adopted. CARRIED.

2. APPROVAL OF AGENDA

09-315 Burger - Patterson
THAT the December 21, 2009 Council meeting agenda be approved. CARRIED.

3. PRESENTATIONS

Fire Chief Doug Banks presented a Fire Service Leadership Diploma and congratulations to Deputy Fire Chief Marc Norris.

4. DELEGATIONS

a) Michele Deakin from the Mid Vancouver Island Habitat Enhancement Society (MVIHES) gave a summary of their findings/recommendations from the completed bio-inventory of the Englishman River Estuary and the nearshore from Little Qualicum River to Craig Creek. The presentation included a highlight of issues related to water quality, fish habitat, key shoreline and nearshore habitat issues, and a summary of estuarine vegetation issues including those associated with Canadian Geese.

5. UNFINISHED BUSINESS - Nil

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1

6. CORRESPONDENCE

a) Regional District of Nanaimo - Northern Community Sewer LSA Boundary Amendment Bylaw No. 889.54

09-316 Patterson - Lefebvre
THAT the Council of the City of Parksville consents to the adoption of "Northern Community Sewer LSA Boundary Amendment Bylaw No. 889.54", and the Regional District of Nanaimo be notified accordingly. CARRIED.

7. DISCUSSION RELATED TO DELEGATIONS OR CORRESPONDENCE - Nil

8. REPORTS

a) Committee of the Whole - December 7, 2009

09-317 THAT the report of the Committee of the Whole meeting held December 7, 2009 be received and the following recommendations considered:

(1) **Director of Community Planning - Development Permit Application [205 Jensen Avenue East]**

Main Motion

Lefebvre - Burger

THAT the report from the Director of Community Planning dated November 18, 2009 for the issuance of a development permit at 205 Jensen Avenue East be received;

AND THAT a development permit be issued to Parksville Lions Senior Citizens Housing Society, (Inc. No. S11231) to permit a four storey wood frame building of 33 one-bedroom units on the upper three floors and commercial retail units and common amenity/office space for the Lions Senior Citizens Housing Society and tenants on the main floor and overall site plan with a requested variance to relax the C-3 zone maximum height of the principal building from 11 metres to 12.9 metres on Lots 29 and 30, District Lot 13, Nanoose District, Plan 1565 (205 Jensen Avenue East);

AND THAT a landscaping letter of credit in the amount of \$77,151.00 be received prior to the issuance of the permit, for the purpose of assuring the completion of site landscaping;

AND FURTHER THAT proof of lot consolidation be received prior to the issuance of the permit.

Amendment

Lefebvre - Greir

THAT the motion regarding consideration of issuance of a development permit to Parksville Lions Senior Citizens Housing Society be amended to remove the requirement that a landscaping letter of credit in the amount of \$77,151.00 be received prior to the issuance of the development permit. CARRIED.

Main Motion as Amended

Lefebvre - Greir

THAT the report from the Director of Community Planning dated November 18, 2009 for the issuance of a development permit at 205 Jensen Avenue East be received;

AND THAT a development permit be issued to Parksville Lions Senior Citizens Housing Society, (Inc. No. S11231) to permit a four storey wood frame building of 33 one-bedroom units on the upper three floors and commercial retail units and common amenity/office space for the Lions Senior Citizens Housing Society and tenants on the main floor and overall site plan with a requested variance to relax the C-3 zone maximum height of the principal building from 11 metres to 12.9 metres on Lots 29 and 30, District Lot 13, Nanoose District, Plan 1565 (205 Jensen Avenue East); AND FURTHER THAT proof of lot consolidation be received prior to the issuance of the permit. CARRIED.

(2) **Director of Community Planning - Development Permit Application [1000 Resort Drive]**

Greir - Patterson

THAT the report from the Director of Community Planning dated November 19, 2009 for the issuance of a development permit at 1000 Resort Drive be received;

AND THAT a development permit be issued to Riptide Lagoon Adventure Golf Ltd., (Inc. No. 438383) to permit construction of a building and track for electric bumper cars on Lot A, District Lot 123, Nanoose District, Plan VIP75416 (1000 Resort Drive). CARRIED.

(3) **Director of Community Planning - Technical Information for Locating the Community Garden at Parksville Civic and Technology Centre Park**

Lefebvre - Burger

THAT the report from the Director of Community Planning dated November 26, 2009 titled "Consideration of Technical Information for Locating the Community Garden at the Parksville Civic and Technology Centre Park" be received;

AND THAT consideration of technical information for locating the Community Garden at the Parksville Civic and Technology Centre Park be postponed until the Parksville Garden and Parkland Society have had an opportunity to discuss the technical review with representatives from the Department of Community Planning. CARRIED.

(4) **Director of Community Planning - Official Community Plan Review**

Burger - Powell

THAT the report from the Director of Community Planning dated November 26, 2009 entitled "Consideration of an Official Community Plan Review" be received;

AND THAT Council accept the general approach to a work program for the Official Community Plan Review as outlined in the report from the Director of Community Planning dated November 26, 2009;

AND THAT Staff be directed to prepare formal Terms of Reference for the Official Community Plan review;

AND THAT Staff be directed to prepare draft Terms of Reference for an Official Community Plan Advisory Committee for Council approval;

AND FURTHER THAT upon approval of the draft Terms of Reference, staff be authorized to establish an Official Community Plan Advisory Committee. CARRIED.

(5) **Manager of Operations - Access to Businesses on the South Side of Highway 19A Immediately West of the Englishman River Bridge**

Lefebvre - Greir

THAT the report from the Manager of Operations dated December 1, 2009 entitled "Access to Businesses on the South Side of the Highway 19A Immediately West of the Englishman River Bridge" be received;
AND THAT Staff be directed to remove the existing right turn only signage at the driveways accessing 762 Island Highway East prohibiting the left turn out movement. CARRIED.

b) **Director of Community Planning - Development Variance Permit Application [205 Jensen Avenue East]**

Mayor Mayne advised that no correspondence had been received regarding the proposed issuance of a Development Variance Permit to the Parksville Lions Senior Citizens Housing Society for the reduction in the total number of required parking spaces at 205 Jensen Avenue East and invited views and comments from persons present in the gallery.

Dr. Garth Lougheed - 168 Weld Street - Notice was first time he had heard about whole issue and knows little about it. He said he is not against seniors housing but is in disbelief at how little parking is going to be available and that it will not work on that street. The parking situation has been very inconvenient and difficult during the past 6 months with the construction taking place making it impossible to conduct business – not feasible.

Carolyn Shaw - 176 Weld Street - Concerned with parking already on Weld Street as there have been problems with the construction taking place and people ignoring the 2 hour time restrictions. Seniors use businesses and would prefer to park close and not have to walk a long distance. Each business is required to have so many spaces.

Dean Strongitharm, CitySpaces Consulting Representative - 844 Courtney Street, Victoria - In Parksville it will be for low income seniors and 10 parking spaces will more than meet the needs as it is close to town to walk or use scooters. Any resident that has a vehicle could be moved to another project (which has 30 spaces). Parking will be primarily for users of the commercial businesses on the lower floor and will be more than adequate.

Dorothy Smith - 169 Weld Street - Has parking concerns already.

Powell-Davidson - Burger

09-318 THAT the report from the Director of Community Planning dated December 15, 2009 for consideration of issuing a Development Variance Permit for 205 Jensen Avenue East be received;
AND THAT Staff be directed to issue a Development Variance Permit to the Parksville Lions Senior Citizens Housing Society, (Inc. No. S11231) for the purpose of granting a Zoning Bylaw relaxation which would permit a reduction in the total number of required parking spaces from 22 to 10 stalls on Lots 29 and 30, District Lot 13, Nanoose District, Plan 1565 (205 Jensen Avenue East).
CARRIED.

c) **Director of Community Planning - Advisory Planning Commission Vacancies**

Lefebvre - Powell-Davidson

09-319 THAT the report from the Director of Community Planning dated December 3, 2009 entitled "Advisory Planning Commission Vacancies" be received;

AND THAT Staff advertise for interested members of the community to submit their names for consideration for appointment to the Commission;
AND FURTHER THAT Staff provide Council with names of all candidates when the information is available. CARRIED.

d) **Director of Finance - Amendment to Water Service System Bylaw**

Greir - Powell-Davidson
09-320 THAT the report from the Director of Finance dated December 15, 2009 entitled "Amendment to Water Service System Bylaw", be received;
AND THAT Staff be directed to bring forward an amendment to the "Water Service System Bylaw, 1999, No. 1320" to include a separate rate for large families and a new meter reading charge upon the sale of properties, for Council consideration. CARRIED.

e) **Director of Engineering & Operations - Tender for Moilliet Street Upgrade**

Lefebvre - Powell
09-321 THAT the report from the Director of Engineering & Operations dated December 16, 2009 entitled "Award of Tender for Moilliet Street Upgrade (Bernard Avenue to Island Highway 19A)" be received;
AND THAT Council award the tender for the "Moilliet Street Upgrade (Bernard Avenue to Island Highway 19A)", in the amount of \$2,179,348.13 including GST, to Knappett Industries (2006) Ltd. CARRIED.

f) **Chief Administrative Officer - Community Park Concession Lease for 2010**

Powell-Davidson - Greir
09-322 THAT the report from the Chief Administrative Officer dated December 15, 2009 entitled "Community Park Concession Lease Agreement for 2010", be received;
AND THAT the City advertise the tender for the operation of the Community Park Concession for the 2010 season. DEFEATED.

Burger - Lefebvre
09-322 THAT the report from the Chief Administrative Officer dated December 15, 2009 entitled "Community Park Concession Lease Agreement for 2010", be received;
AND THAT the 2009 Concession Lease be renewed at a reduced rate of \$1,600.00 per month for the period May 1, 2010 to September 15, 2010. CARRIED.

g) **Deputy Corporate Administrator - Firearms Bylaw**

Powell-Davidson - Lefebvre
09-323 THAT the report from the Deputy Corporate Administrator dated December 14, 2009 entitled "Firearms Bylaw", be received;
AND THAT staff be instructed to bring forward the draft Firearms Regulation Bylaw attached to the December 14, 2009 Deputy Corporate Administrator's report for reading consideration by Council. CARRIED.

h) Deputy Corporate Administrator - Review of Corporate Policy Manual Section 9 - Emergency/Natural Disasters and Employee Response

- 09-324 Greir - Powell
THAT the report from the Deputy Corporate Administrator dated December 14, 2009 entitled "Review of Emergency/Natural Disasters and Employee Response Policy No. 9.3", be received;
AND THAT Draft Corporate Policy No. 9.3 "Emergency/Natural Disasters and Employee Response" attached to the Deputy Corporate Administrator's report dated December 14, 2009, be approved. CARRIED.

9. BYLAWS

a) "Business Licence Amendment Bylaw, 2009, No. 1079.4"

- 09-325 Lefebvre - Burger
THAT "Business Licence Amendment Bylaw, 2009, No. 1079.4" be adopted. CARRIED.

b) "Five Year Financial Plan Amendment Bylaw, 2009 - 2013, No. 1451.3"

- 09-326 Lefebvre - Burger
THAT "Five Year Financial Plan Amendment Bylaw, 2009 - 2013, No. 1451.3" be read a first time. CARRIED.

- 09-327 Powell - Patterson
THAT "Five Year Financial Plan Amendment Bylaw, 2009 - 2013, No. 1451.3" be read a second and third time. CARRIED.

c) "Water Service System Amendment Bylaw, 2009, No. 1320.16"

- 09-328 Powell - Greir
THAT "Water Service System Amendment Bylaw, 2009, No. 1320.16" be read a first time. CARRIED.

- 09-329 Powell-Davidson - Lefebvre
THAT "Water Service System Amendment Bylaw, 2009, No. 1320.16" be read a second and third time. CARRIED.

10. NEW BUSINESS - Nil

11. NOTICE OF MOTION

a) Councillor Greir - Justice System Legislation - Resolution for 2010 AVICC Convention

Councillor Greir gave notice that he will be bringing forward a motion at the January 18, 2010 Council meeting that Council endorse the following resolution for submission to the Association of Vancouver Island Coastal Communities (AVICC) 2010 Annual General Meeting:

WHEREAS elected officials have a responsibility to provide for the protection and safety of the citizens of all communities and only the federal government has the ability to change the necessary justice system legislation;

AND WHEREAS the diminishing effectiveness of the Canadian criminal justice system to control crime and the public's loss of confidence in the system has resulted in the subsequent deteriorating effectiveness of our police agencies to control crime;

THEREFORE BE IT RESOLVED that the provincial government petition the federal government to review the Canadian criminal justice system, with input from the RCMP, towards:

- 1) finding ways to limit the court's ability to interpret laws to benefit lawbreakers, to the detriment of the victims;
- 2) Crown Counsel be more open to approving charges beyond those that have a substantial likelihood of a conviction;
- 3) improving sentencing guidelines to ensure that the legislated maximum penalties are imposed for lawbreaking convictions;
- 4) emphasizing the protection of society and the responsibility of individuals for their criminal behaviour; and
- 5) emphasizing the rights of law abiding citizens over that of criminals.

12. SPECIAL BUSINESS

09-330 Powell-Davidson - Lefebvre
Pursuant to Sections 90 (1) (e) of the *Community Charter* Council proceed to a closed meeting to consider an item relating to disposition of land. CARRIED.

Time 7:54 p.m.

Council reconvened at 8:42 p.m.

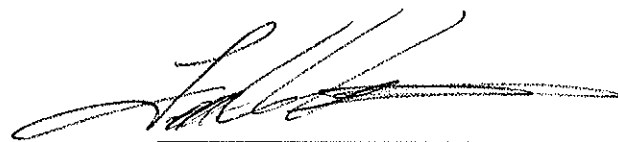
13. ADJOURNMENT

It was moved by Councillor Greir and seconded by Councillor Powell-Davidson that the meeting adjourn. CARRIED.

The meeting adjourned at 8:42 p.m.

Certified Correct.

Mayor



Corporate Officer

DATE: January 11, 2010
MEMO TO: FRED MANSON, CHIEF ADMINISTRATIVE OFFICER
MEMO FROM: DOUG BANKS, FIRE CHIEF
SUBJECT: TENDER PRE-QUALIFICATIONS FOR CONSTRUCTION
MANAGEMENT OF FIRE HALL EXPANSION PROJECT

Issue:

Selection, from the pre-qualification list, of companies to bid on the Construction Management services for the Fire Hall Expansion Project.

Reference:

- Purchasing Guidelines Policy (No. 6.14) – Division Four: Tenders.

Background:

In accordance with the Purchasing Guidelines Policy (No. 6.14), an 'Expression of Interest' to bid on the Construction Management Services for the expansion of the Fire Hall, was advertised on the City of Parksville Website and the local newspapers on December 15 & 17, 2009 (PQB News and Oceanside Star respectively). The invitation to Prequalification closed on December 30, 2009.

A total of three companies responded to with an Expression of Interest prior to the stated deadline.

Options:

1. Select qualifying companies from prequalification list.
2. Reissue Invitation to Prequalification.

Analysis of Options:

1. Three companies submitted Expression of Interest:
Windley Contracting Ltd.
Liberty Contract Management
Keith Paskin Project Management Service Ltd.

Liberty Contract Management, Keith Paskin Project Management Service Ltd., and Windley Contracting Ltd. have provided information and/or demonstrated performance considered acceptable to qualify for the above-mentioned capital works projects.

2. Should Council decide to reissue the Expression of Interest, it is anticipated that this would result in a delayed process and not necessarily change the outcome.

It is recommended that Council support Option 1.

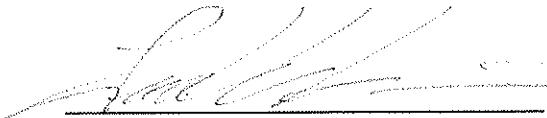
Recommendation:

That, Council invite Liberty Contract Management, Keith Paskin Project Management Services Ltd.; and Windley Contracting Ltd. to submit proposals for construction management services for the Fire Hall Expansion Project."



Doug Banks
Fire Chief

CHIEF ADMINISTRATIVE OFFICER COMMENTS:



Fred Manson, Chief Administrative Officer

December 10, 2009

REPORT TO: F. C. MANSON, C.G.A., CHIEF ADMINISTRATIVE OFFICER

FROM: G. JACKSON, DIRECTOR OF COMMUNITY PLANNING

SUBJECT: COMMUNITY TOURISM PROGRAM FUNDS – VEHICULAR WAY-FINDING SIGNAGE – UPDATED SIGN LOCATIONS
OUR FILE: 6280-01

Issue:

The provision of a status report for Council regarding updated sign locations for the vehicular way-finding signage system.

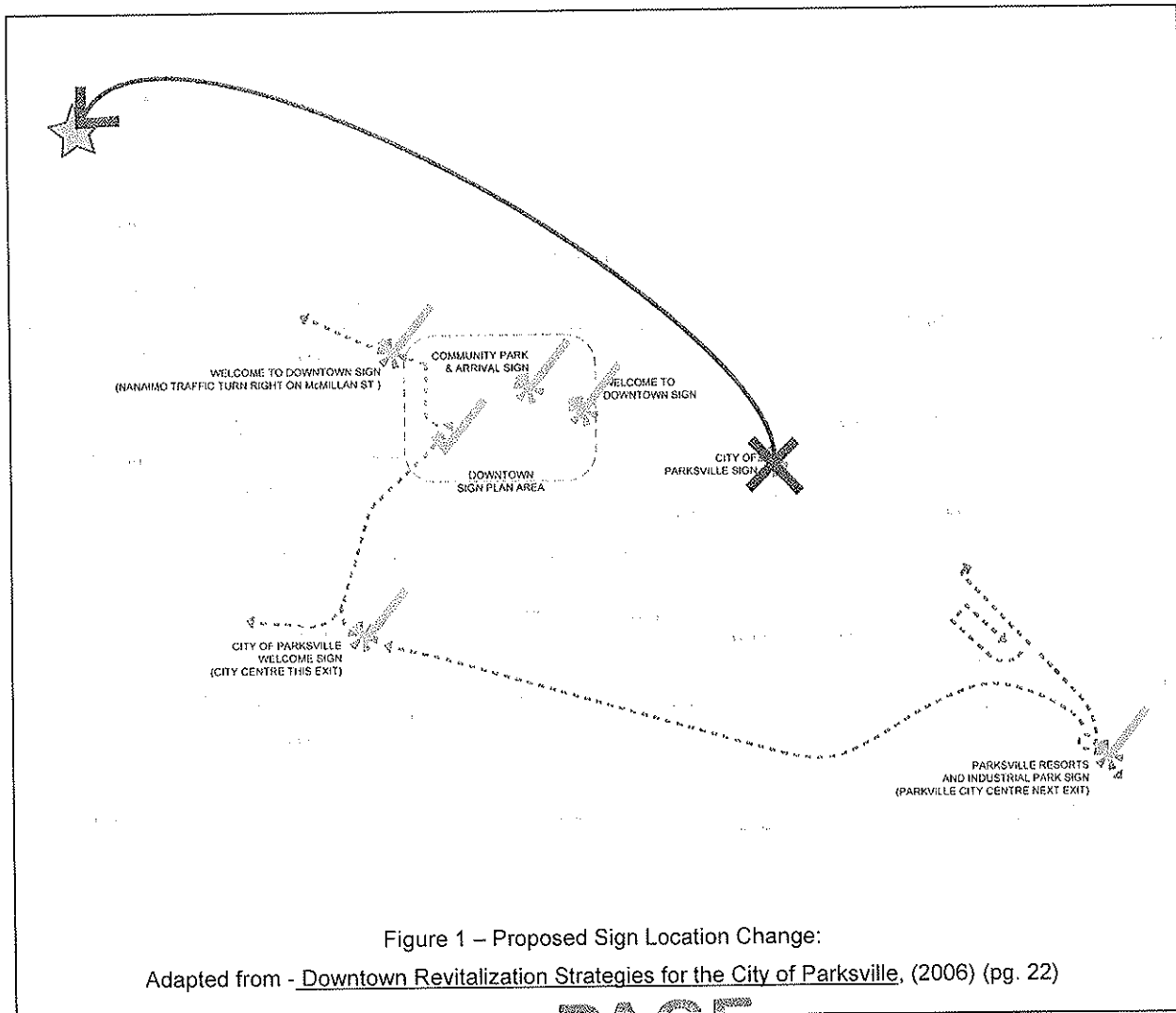


Figure 1 – Proposed Sign Location Change:
Adapted from - Downtown Revitalization Strategies for the City of Parkville, (2006) (pg. 22)

**COMMUNITY TOURISM PROGRAM
FUNDS – VEHICULAR WAY-FINDING
SIGNAGE**

References:

Standards, guidelines and policy documents used to develop this report included:

1. Downtown Revitalization Strategies for the City of Parksville (2006);
2. Park Directional Sign Standard Detail (2008);
3. Park Sign Standard Detail (2008);
4. Parksville Downtown Revitalization – Brochure, Volume 2, Signage Program (2006).

Executive Summary:

The goal of this report is to provide Council with information respecting proposed changes to the implementation of a comprehensive vehicular way-finding signage system for the City of Parksville. Staff is proposing to relocate the sign earmarked for Highway 19A on the west side of the Englishman River at the Orange Bridge to the intersection of Stanhope Road and Island Highway 19A.

Background:

Sign locations as originally presented in a Council report dated June 11, 2009, followed the recommendation of the Downtown Revitalization Strategies for the City of Parksville (2006) report. After working through the details of sign fabrication and installation, Staff in the Operations and Planning departments have reached a consensus that the location at the orange bridge may not be the best available location.

The Chamber of Commerce Sign proposed for the southeast gateway at the Island Highway will adequately identify the Southeast community entry point. The Chamber sign is also complimentary in form and character to the City of Parksville Vehicular Way finding signs.

There is currently no signage proposed at the northwest community gateway for visitors travelling along Island Highway 19A from Qualicum Beach and points north. Staff is therefore proposing that the sign originally proposed for the orange bridge is located instead toward the northwest community gateway at the intersection of Stanhope Road and Island Highway 19A.

The precise sign location will need further investigation prior to sign installation. Public safety with regard to appropriate vehicular and pedestrian sightlines will need to be field verified by City Staff.

Options:

Council may:

1. Accept the report for information and direct Staff to install the sign at the original location near the orange bridge;

**COMMUNITY TOURISM PROGRAM
FUNDS – VEHICULAR WAY-FINDING
SIGNAGE**

2. Accept the report for information and direct Staff to relocate the sign earmarked for Highway 19A on the west side of the Englishman River at the orange bridge to the intersection of Stanhope Road and Island Highway 19A;
3. Request additional information from Staff or identify changes.

Analysis:

1. Staff will proceed with the implementation of signage at the locations previously determined as directed by Council.
2. Staff will proceed to relocate the sign earmarked for Highway 19A on the west side of the Englishman River at the orange bridge to the intersection of Stanhope Road and Island Highway 19A as directed by Council.
3. Additional instruction from Council will extend the time for implementation of a complete suite of vehicular way finding signage.

Financial Implications:

Signs have already been purchased. There is no additional cost to change the sign location.

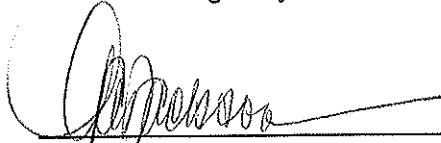
Sustainability Implications:

All signs are to be assembled and installed by a local company. The sign structure is locally sourced and milled western red cedar timber, a renewable resource. Metal brackets are to be manufactured locally supporting local business. Sign faces are constructed of high density polyurethane which has good longevity and requires less ongoing maintenance or replacement.

Recommendations:

THAT the report from the Director of Community Planning dated December 10, 2009 regarding Community Tourism Program Funds – Vehicular Wayfinding Signage – Updated Sign Locations, be received for information;

AND THAT Council direct Staff to proceed to relocate the sign earmarked for Highway 19A on the west side of the Englishman River at the orange bridge to the intersection of Stanhope Road and Island Highway 19A.



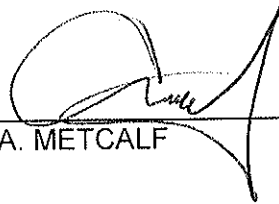
G. A. JACKSON

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**COMMUNITY TOURISM PROGRAM
FUNDS – VEHICULAR WAY-FINDING
SIGNAGE**

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DIRECTOR OF ENGINEERING:



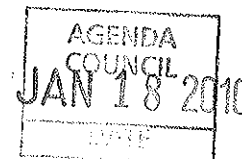
A. METCALF

CHIEF ADMINISTRATIVE OFFICER'S COMMENTS:



F. MANSON, C.G.A.

COMMITTEE OF THE WHOLE REPORT



January 4, 2010

REPORT TO: F. C. MANSON, C.G.A., CHIEF ADMINISTRATIVE OFFICER

FROM: G. A. JACKSON, DIRECTOR OF COMMUNITY PLANNING

SUBJECT: CONSIDERATION OF COMMENT TO THE REGIONAL DISTRICT OF NANAIMO REGIONAL SUSTAINABILITY STRATEGY

Issue:

Consideration of comment to the Regional District of Nanaimo regarding the Regional Sustainability Strategy

Reference:

November 5, 2009 Draft Regional District of Nanaimo Regional Sustainability Strategy

Executive Summary:

The City will ultimately be required to sign off on the Regional Growth Strategy in order for it to be adopted. Council and Staff have had some informal review opportunities and have made some informal comments. This report is intended to provide a basis for a formal City comment to the Regional District of Nanaimo.

Background:

The Regional District of Nanaimo has requested that the City comment on the proposed Regional Sustainability Strategy which is an update of the Regional Growth Strategy and is intended to replace it. The name change also represents the changing focus of regional planning within the context of sustainability.

Staff has reviewed and commented on the Draft document¹. Detailed, section by section, comments are attached as Schedule A. Some Council and Staff members attended the October 17, 2009 Workshop session for elected officials. Some Council members also attended the November 25, 2009 follow up session. Staff, through membership on the Intergovernmental Advisory Committee, has also participated in discussion to review the document.

Options:

Council may:

1. Advise the Regional District of Nanaimo that it has no comments and is accepting of the draft as written.

¹ The version of the draft made available by the Regional District of Nanaimo on November 5, 2009.

**CONSIDERATION OF COMMENT TO THE
REGIONAL DISTRICT OF NANAIMO REGIONAL
SUSTAINABILITY STRATEGY**

2. Advise the Regional District of Nanaimo of specific comments and request amendment and further review ahead of indicating a formal City position.
3. Advise the Regional District of Nanaimo of specific comments for its consideration.

Analysis:

It is ultimately essential for the City to sign off on the Regional Growth Strategy document in order for it to be adopted. The Regional District of Nanaimo is seeking an early indication of any issues that require addressing before the plan is ready to move into the statutory adoption phase.

The Regional Sustainability Strategy is based on the Regional Growth Strategy adopted in 2003. The recent update process and associated input results and background papers are well documented on the Region's website shapingourfuture.ca. It was established early on, as a result of public consultation, that the foundation of the revised document would be sustainability principals.

During workshop discussion about the draft it has become apparent that it is the level of detail in the new plan that attracts most discussion and criticism. The broad goals and objectives have widespread acceptance, but, some of the detail policies or actions under these goals are perceived to be problematic for various reasons. Schedule A outlines some of the perceived issues on a section by section basis.

The Regional Growth Strategy has sufficient and enduring impact on the City. Therefore, it's in the City's interest to participate fully in a process to achieve a suitable document. The Regional District of Nanaimo would be best positioned to respond to clear and timely indication of issues.

Sustainability Implications:

The Regional Sustainability Strategy document is sustainability driven.

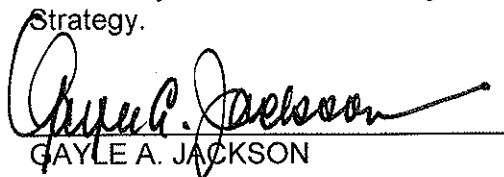
Financial Implications:

The only costs pertain to Staff and Council resources committed to reviewing and commenting on documents.

Recommendation:

That staff be directed to advise the Regional District of Nanaimo that it supports the goals and principles expressed in the Regional Sustainability Strategy, however support is not given for the level of detail in some sections as outlined in Schedule A attached to the Director of Community Planning's report dated January 4, 2010;

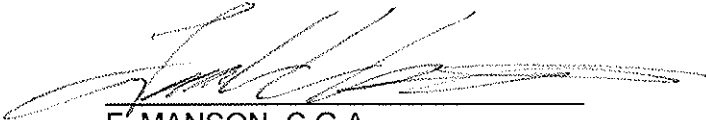
AND THAT the Regional District of Nanaimo be advised the City requests another opportunity to review any revisions to the Regional Sustainability Strategy prior to indicating acceptance of the Strategy.


GAYLE A. JACKSON

**CONSIDERATION OF COMMENT TO THE
REGIONAL DISTRICT OF NANAIMO REGIONAL
SUSTAINABILITY STRATEGY**

I:/Users/Planning/0400-50/RGS-RSS/2010/Agenda/Regional Sustainability Strategy Report-1.

CHIEF ADMINISTRATIVE OFFICER COMMENTS:



F. MANSON, C.G.A.

SCHEDULE A

Topic	Comment on Content	Alignment with Parkville	Suggestion
1.0 Introduction			
1.1 Purpose of the Regional Growth Strategy	√		
1.2 Relationship with Official Community Plan and Bylaws	√		
1.3 Strategy Preparation Process	√		
1.4 Timeframe	√		
1.5 Amendment Approval Process	Too much subjectivity about what is a minor amendment	If adopted as is could lead to disagreement and alienation in future on specific amendments.	If criteria process to permit 'minor' amendments is going to be included they must be more precise
1.6 Monitoring	√		
2.0 Context			
2.1 Regional District of Nanaimo Mandate	√		
2.2 Regional Geography	Bit light content-wise.	Recognize Mount Arrowsmith Biosphere	Include some regionally significant context
2.3 Demographic Trends	√		Map showing geographic distribution would be a good inclusion
2.4 Economic Trends	Too generic	Policies of original Regional Growth Strategy were built on the economic generators in each subarea, i.e. Parkville Resort, Nanaimo retail	A more detailed picture of the economic generators in the region could enhance understanding and create a better link to policies
3.0 Vision and Sustainability Principles	Bit esoteric for an uninformed reader		Be more descriptive as to what this means to this Region

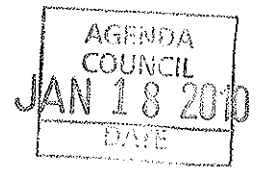
Topic	Comment on Content	Alignment with Parkville	Suggestion
3.1 Vision	The 8 objectives require a very careful edit to better align the objective with the realistic possibilities		Intent will be undermined by unclear wording
3.2 Sustainability Principles	√		
4.0 Goals and Policies			
4.1 Goals	√		
4.2 Policies	√		
Goal 1 – Climate Change	This section reflects that this is a topic on the radar but the state of the art is such that we don't really know how to approach it and don't necessarily have the tools to do so.		Redirect this into an educational piece and remove policies. We are all under Provincial edict to take action at any rate.
Goal 2 – Environmental Protection	√		This sections is at the right general level (compared to prior one).
Goal 3 – Coordinate land use and mobility	The educational introduction is fine; some of the policies appear contrived as there is no clear mechanism to achieve the actions (last 4 in 3.1; all 3.3 and 3.4; first two in 3.5; all 3.6)		Each goal may not be able to have the same number of policies as one another.

Topic	Comment on Content	Alignment with Parkville	Suggestion
Goal 4 – Concentrate housing and jobs in growth centres	The goal wording does not have clear meaning. The introductory paragraphs would benefit from an edit with the objective of making the content clearer to laypeople.		There appears to be a writing/editing problem more so than a content problem. Despite this, Sections 4.5 – 4.7 are confusing and at a level of detail inconsistent with prior text. They should be removed.
		The presence of 'rural village centres' has been hard to understand over time in that they do not appear to have the attributes to support development.	Sections 4.8 – 4.9 require a better context in the introduction Section. Without this the meaning and intent of Sections 4.8 – 4.9 is unclear.
Goal 5 – Rural Integrity	√	The development which occurs on rural residential land under existing zoning is typically perceived to demonstrate a lack of commitment to the Plan.	
Goal 6 – Affordable Housing			The commitment to collaborate on a region-wide strategy should be explored ahead of inclusion in document. In this regard policies under 6.1 are premature.

Topic	Comment on Content	Alignment with Parkville	Suggestion
Goal 7 – Resilient Economy			The verbiage added as compared to the existing Regional Growth Strategy appears weak and not necessary based on empirical data. As above, the topic of a regional economic development strategy should be explored in advance of its including in Regional Sustainability Strategy.
Goal 8 – Food Security	√	Choice pertaining to the handling of Agricultural Land Commission applications required. 8.1 is recommended by Staff.	
Goal 9 – Pride of Place			Policies in 9.4 and 9.6 at wrong level and should be removed.
Goal 10 – Efficient Services		Relationship of servicing to rural village areas is key to plan credibility. See comment above.	The purpose of having a Lantzville specific policy is not clear (10.3). In general terms this section and its content appears to be tailored to specific situations. The overall philosophy and connection between growth and servicing is not clearly expressed.
Goal 11 – Cooperation Among Jurisdictions	√		

Topic	Comment on Content	Alignment with Parkville	Suggestion
5.0 Accountability			
5.1 Education and Awareness	√		
5.2 Implementation		Participation is expected in a number of projected studies, see Table 3	See prior comments above on topic of proposed studies. Key indicators in 5.2.2. will require review in concert with above comments.
Maps	Not with review copy provided		

COUNCIL REPORT



January 5, 2010

REPORT TO: F. C. MANSON, CHIEF ADMINISTRATIVE OFFICER
FROM: G. A. JACKSON, DIRECTOR OF COMMUNITY PLANNING
SUBJECT: PROPOSED AMENDMENT TO TRAFFIC BYLAW TO REGULATE THE STANDING, STOPPING AND PARKING OF BUSES ON CITY STREETS

ISSUE:

Consideration of amendment to "Traffic Bylaw, 2009, No. 1436"

EXECUTIVE SUMMARY:

To address complaints received from the public, Staff is recommending an amendment to "Traffic Bylaw, 2009, No. 1436" to regulate the stopping, standing and parking of buses on City streets.

REFERENCE:

Community Charter
Motor Vehicle Act

BACKGROUND:

Staff has been dealing with a complaint regarding the parking of a bus on a City street in a location that disturbs the quiet enjoyment of the residential neighbourhood when the bus is started in the early morning hours. The relevant clause of the Bylaw which limits the size and weight of vehicle parking on City streets makes reference to trucks and motor homes but not buses. By virtue of not including a reference to buses, an exemption for buses has been created. This addition creates an equal playing field across the City for all vehicles of this size. The proposed amendment also provides an additional enforcement tool should initial enforcement attempts for compliance with the Bylaw not gain a positive response from the vehicle owner or operator.

OPTIONS:

1. Staff be directed to bring forward a Traffic Bylaw amendment to clearly address the stopping, standing and parking of buses on City streets.
2. Maintain the status quo.

ANALYSIS:

1. The proposed amendment to the Traffic Bylaw will provide clear authority for the enforcement of the parking of buses for longer than two hours on a City street. It is prudent to include the specific reference to "bus" in the bylaw as required enforcement action tends to be more successful when bylaws have a clear and readily understood meaning.
2. Maintaining the status quo means Staff will continue receiving complaints regarding the parking of buses for longer than 2 hours on City streets and will continue to have difficulty compelling the operator to move the vehicle after 2 hours without the bylaw to backup enforcement.

SUSTAINABILITY IMPLICATIONS / ENVIRONMENTAL IMPLICATIONS:

N/A

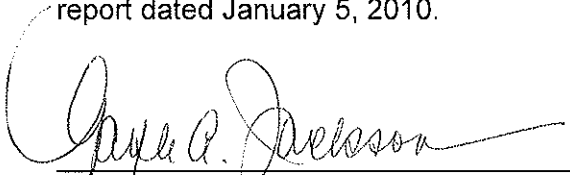
FINANCIAL:

N/A

RECOMMENDATION:


THAT the report from the Director of Community Planning dated January 5, 2010 entitled "Traffic Bylaw Amendment", be received;

AND THAT staff be instructed to bring forward for Council's consideration an amendment to "Traffic Bylaw, 2009, 1436" to regulate the standing, stopping and parking of buses on City streets as per the draft amendment bylaw attached to the Director of Community Planning's report dated January 5, 2010.



G/A. JACKSON

CHIEF ADMINISTRATIVE OFFICER COMMENTS:



F. C. MANSON, CGA
Chief Administrative Officer

CITY OF PARKSVILLE

BYLAW NO. 1436.1

A BYLAW TO REGULATE THE STOPPING, STANDING AND PARKING OF BUSES ON CITY STREETS

WHEREAS under the provisions of the *Motor Vehicle Act* and the *Community Charter* Council may by bylaw regulate the stopping, standing and parking of vehicles on City streets;

NOW THEREFORE the Council of the City of Parksville in open meeting assembled enacts as follows:

1. This bylaw may be cited for all purposes as "Traffic Bylaw Amendment, 2010, No. 1436.1".
2. That "Traffic Bylaw, 2009, No. 1436" be amended as follows:
 - a) by adding new Section 4.1 under Section 4.0 Definitions, as follows:
 - 4.1 Words or phrases defined in the Motor Vehicle Act or the Commercial Transport Act, or their regulations, have the same meaning in this bylaw, unless otherwise defined in this bylaw.
 - b) by replacing item (x) under Section 17.1 with the following:

(x)	Trucks, Bus, School Bus or Motor Homes	on a highway or public place for more than two hours if the truck and/or trailer, bus, school bus or motor home has a licensed gross vehicle weight that exceeds 4500 kilograms or an overall length exceeding 6 metres
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READ A FIRST TIME this day of

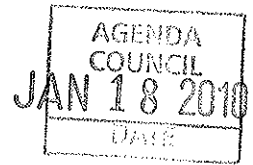
READ A SECOND TIME this day of

READ A THIRD TIME this day of

ADOPTED this day of

Mayor

Corporate Officer



Report to Council

January 7, 2010

MEMO TO: FRED MANSON, CHIEF ADMINISTRATIVE OFFICER
FROM: LYNN KITCHEN, DEPUTY CORPORATE ADMINISTRATOR
SUBJECT: REVIEW OF CORPORATE POLICY MANUAL – USE OF CIVIC EMBLEM AND FLAG BY THE PUBLIC POLICY NO. 2.14

ISSUE:

Review of use of Civic Emblem policy.

EXECUTIVE SUMMARY:

The purpose of this report is to examine and make recommendations to amend "Policy No. 2.14 – Use of Civic Emblem and Flag by the Public."

REFERENCES:

Corporate Policy Manual
Council Resolution No. 09-211 passed September 9, 2009 – Coat of Arms
Council Resolution No. 09-165(3) passed July 6, 2009 – new City Logo

BACKGROUND:

The Corporate Policy Manual contains all approved Policies for the City, however over time a number of the policies are no longer accurate or applicable. It has been determined that Policy No. 2.14 – Use of Civic Emblem and Flag by the Public, is no longer accurate or adequate.

Recent initiatives have provided the City with two official symbols: the Coat of Arms (awaiting final artwork) and the City Logo (Sand dollar and wordmark) that will significantly strengthen the City's image and influence perceptions through consistent presentation in print, visual and internet communications. To achieve this consistency, the Communications Officer has developed detailed corporate graphic standards for use by staff and the public that explain the proper use of the logo and Coat of Arms within the overall identity program. In light of these new initiatives staff reviewed Policy No. 2.14 – "Use of Civic Emblem and Flag by the Public".

OPTIONS:

1. Repeal "Policy No. 2.14 – Use of Civic Emblem & Flag by the Public" and replace with the drafted "Policy No. 2.21 – Corporate Identity, Graphic Standards and Their Public Use"
2. Maintain the status quo.

ANALYSIS OF OPTIONS:

1. Policy No. 2.14 was adopted in November 1995 and amended in December 1998. This policy deals strictly with the use of the civic emblem on items produced for sale and the ability by the public to acquire and display the civic flag. Further, this policy is not clear on what it means by "civic emblem"; is this use of the "P" logo or the unofficial Coat of Arms that was utilized many years ago for City pins and flags?

Since that time Council has approved a new branding identity for the City, approval has been given for an official "Coat of Arms" and detailed Corporate Graphic Standards have been developed. Any use of the corporate logo is a direct reflection on the City and it is essential that the logo is used correctly whenever and wherever it is used. The graphics standards being proposed would address these concerns. The use of standards will assist citizen recognition of the City's logo by presenting it consistently and uniformly. Further it should be made clear that the City's official "Coat of Arms" is reserved for use on communications originating from the Office of the Mayor and Members of Council or only for occasions deemed special by Council and that the City does not allow the use and/or reproduction of the Coat of Arms for commercial purposes.

2. Maintaining the status quo does not recognize the new branding identity for the City.

SUSTAINABILITY/ENVIRONMENTAL IMPLICATIONS: N/A

FINANCIAL IMPACT: N/A

STAFF RECOMMENDATION:

THAT the report from the Deputy Corporate Administrator dated January 7, 2010 entitled "Review of Corporate Policy Manual – Use of Civic Emblem and Flag by the Public – Policy No. 2.14", be received;

AND THAT Corporate Policy No. 2.14 "Use of Civic Emblem and Flag by the Public" be repealed;

AND FURTHER THAT the draft "Corporate Identity, Graphic Standards and Their Use Policy No. 2.21" attached to the Deputy Corporate Administrator's report dated January 7, 2010, be approved.

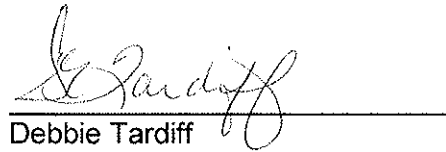
Respectfully submitted,



LYNN KITCHEN
Deputy Corporate Administrator


Attachments - Policy No. 2.14 – Use of Civic Emblem & Flag by the Public
- New Draft Policy No. 2.21 - Corporate Identity, Graphic Standards and Their Use

COMMUNICATIONS OFFICER



Debbie Tardiff

CHIEF ADMINISTRATIVE OFFICER'S COMMENTS:



FRED C. MANSON, CGA
Chief Administrative Officer

CITY OF PARKSVILLE

POLICY

SUBJECT: <i>Use of Civic Emblem & Flag by the Public</i>	POLICY NO: 2.14 RESO. NO: 95-540 CROSS REF:
EFFECTIVE DATE: November 27, 1995	APPROVED BY: Council
REVISION DATE: December 21, 1998	RESO. NO: 98-487 CROSS REF: PAGE 1 OF 1

PURPOSE

To allow the reproduction of the civic emblem on items produced for sale to the public and the ability to acquire and display the civic flag.

POLICY

The Office of Corporate Administrator is authorized to give approval for requests to reproduce the civic emblem on items produced for sale to the public and the ability to acquire and display the civic flag subject to:

1. The request to reproduce the civic emblem on items produced for sale to the public being an appropriate use.
2. The civic flags to be sold at the current cost to the City plus applicable taxes and a 10% administration fee.

ooOOoo

CITY OF PARKSVILLE

POLICY

SUBJECT: <i>Corporate Identity, Graphic Standards and Their Use</i>	POLICY NO: 2.21 RESO. NO: CROSS REF:
EFFECTIVE DATE:	APPROVED BY: Council
REVISION DATE:	RESO. NO: CROSS REF: PAGE 1 OF 1

PURPOSE

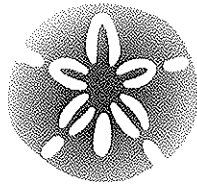
To provide Corporate Graphic Standards that will be utilized for external and internal communications materials that present a clear and lasting impression of the City of Parksville, including guidelines for the use of the Corporate logo on items produced for sale to the public and the ability to acquire and display the civic flag.

POLICY

1. That the City adhere to the corporate graphic guidelines as set out in Schedule "A" (as may be amended from time to time without a requirement to amend this Policy) attached to and forming part of this policy.
2. That the City of Parksville Coat of Arms be reserved for use on communications originating from the Office of the Mayor and Members of Council or for occasions deemed special by Council, and not be used and/or reproduced for commercial purposes as a substitute for the City Logo.
3. All materials communicating events or special programs paid for with City tax dollars shall carry the City logo and draft versions shall be subject to the approval of authorized City representatives prior to the issuance of purchase orders.
4. Organizations, businesses or individuals wishing to use the City Logo must seek prior approval from the City of Parksville. Use of the logo must meet graphic standards.

5. The Corporate Officer is authorized to give approval for requests to reproduce the City logo on items produced for sale to the public and the ability to acquire and display the civic flag subject to:
 - a) The request to reproduce the City logo on items produced for sale to the public being an appropriate use.
 - b) Civic flags are to be sold at the current cost to the City plus applicable taxes and a 10% administration fee.

ooOOoo



City of
Parksville

**Corporate Identity, Graphic
Standards and their Use
Policy No. 2.21**

Corporate Graphic Standards Manual

Produced and maintained by the
Communications Office for the City of Parksville.

December 2009

PAGE

31

CITY OF PARKSVILLE

Corporate Graphic Standards

Introduction

The City of Parksville corporate identity is a valuable asset that distinguishes the City's services from those of other organizations. This guide will explain the proper use of the logo within the overall identity program. Presentation of the City's logo consistently and uniformly, will assist citizen recognition of the City's identity. Through printed material, signage, correspondence, merchandise and advertising, this identity will represent the City and its brand. Because of the significant impact that this brand can have, it is important that the identity be carefully maintained to ensure consistency.

These guidelines should provide support for staff in determining the external use of communications materials that present a clear and lasting impression of the City of Parksville; the brand being the "City of Parksville". The guidelines as well as templates should provide efficiencies when preparing reports, presentations and correspondence.

The use of the logo reflects the corporate identity of the City of Parksville. Therefore, authorization to use the logo on printed, electronic or promotional material is restricted to the guidelines in this manual. Permission to use the logo for purposes not outlined in this guide must be obtained from the City of Parksville's communications office.

For a digital version of the logo or any questions regarding the proper use of the logo, please contact the communications office at 250 954-3073 or communications@parksville.ca

The corporate graphic guidelines and logos for the City of Parksville are available at:
City's intranet site under Communications
I:\Users\CITY LOGO\New City Logo

Sand Dollar as City logo

In 2009, the City adopted a new logo identity. The wordmark with the sand dollar is a strong representation of the character of the City -- a modern, progressive community that embraces its natural beauty. The colour palette was chosen to reflect Parksville's intimate connection to the beach, water and open blue skies.

The sand dollar is symbolic of the community's most dominant feature, the beach. The blue colour was applied as a metaphor for the blue skies, clear rivers and the infinite ocean that surround us. The logo should embody the community's values as an:

*".. authentic expression of the best that we can be, a place of true comfort and repose;
a place at peace with itself and nature; an expression of striking ideas gracefully done,
a place of enduring beauty."*

Frank Lloyd Wright

Wordmark as Identifier

Although not the preferred identity for the City, the wordmark can be used on its own, but only when the sand dollar is too difficult to reproduce.

CITY OF PARKSVILLE

Corporate Graphic Standards

Basic Elements

There are basic elements that make a successful, well-branded print or electronic communications piece. These elements are:

- the City of Parksville logo (sand dollar and wordmark used together)
- two main colours (blue and black/grey)
- the City's official font

Logo Usage - Acceptable Versions

The City of Parksville's logo is available in a horizontal version only and is available in colour, black and grayscale. The City's logo is available in the following formats:

- PNG should be used in Word and Excel documents and PowerPoint presentations
- Adobe Illustrator (vector/eps/ai) is available for printers and graphic designers

These are the standard logo versions that should be used:



Full or two colour version



One colour version



One colour on dark background



Wordmark - black only

CITY OF PARKSVILLE Corporate Graphic Standards

Image Resolution

It is important to be aware of resolution and file size when dealing with digital images. Although digital imagery needs change depending on the final image size to achieve the right quality, basic rules would be:

- Images used for print materials need to be a minimum of 300 dpi
- Images used for web sites need to be around 72 dpi

Logo Usage - Colour

The official colours for the sand dollar and the wordmark is detailed here. The sand dollar may not appear in any other colour and it is important that only these colours be used to reproduce the logo (sand dollar). Only the full combination of the PMS colours or their CMYK equivalent may be used to produce the City's logo.

Standard two colour version

Sand dollar - gradient from centre point
Pantone 7462C to Pantone 2905C



Wordmark - Pantone 10C (cool grey)

This is the preferred version and should be used in all possible situations.

Single colour on a light background

On light backgrounds the only one colour option is a black wordmark with a greyscale version of the sand dollar.



Sand dollar - gradient from centre point
Pantone 10C to Pantone 6C (cool grey)

Wordmark - Pantone Black 7C

Note: when a one colour or black version of the logo is needed, do not simply convert the colour logo to black and white. The one colour/black version of the logo should be used.

One colour on dark background

Sand dollar - gradient from centre point
White to 50% transparency

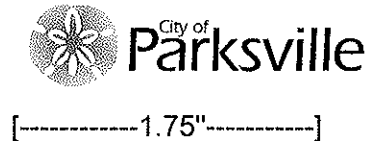
Wordmark - white



CITY OF PARKSVILLE
Corporate Graphic Standards

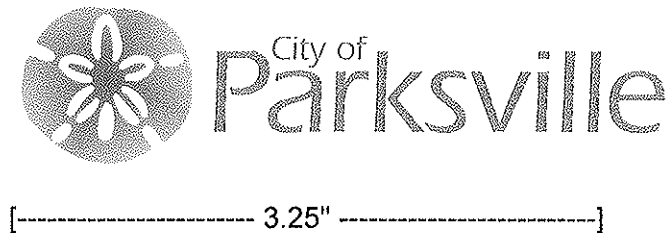
Logo Usage - Minimum Size

Minimum size restrictions will ensure that the City's logo is always clearly legible. Minimum width is 1.75 inches or 4.45 cm. For the web, the suggested size is 225 pixels wide.



Logo usage - Maximum Size

The maximum size that a logo can be used on a standard sized document (letter or legal paper, 8 ½ x 11 or 8 ½ x 14) would be 3.25 inches.



The minimum size for oversized documents is 3.25 inches and the maximum size is 6.5 inches.

Logo Usage - Margin Allowances

Always ensure at all times that there is sufficient blank space surrounding the logo. To make sure that the City's logo always stands out clearly, it should be framed within an area of unobstructed space. The minimum space around the logo must be 0.35 inches. However, if the logo is larger than 5 inches, the minimum space around the logo must be no less than 1/10th of the width of the logo. For example, if the logo is 5 inches across, then the unobstructed space would measure 0.5 inches around the logo.

The distance between the top and bottom of the sand dollar defines the minimum amount of surrounding blank space.

This guideline applies to the placement of the logo relative to the edge of a page, on an advertisement, brochures, etc. At times, exceptions may be possible but only with the approval of the communications office.

Logo Usage - By Department

The City of Parksville logo should appear on all printed or electronic material produced by a City of Parksville department. Use of the logo will need to comply with the guidelines outlined in this document.

CITY OF PARKSVILLE Corporate Graphic Standards

All advertisements, reports, brochures, forms, etc, produced by each department, will carry the City's logo. There will be situations where the logo along with the department name may be used. When the department name is used with the logo, the name must be consistently applied in relationship to the logo.



Logo Usage - Unacceptable Versions

Outlined here is a list of changes that must **NOT** be made to the logo:

- Do not reverse the colour scheme
- Do not combine the logo with any other objects, logos, words, symbols, graphics, etc
- Do not rotate the logo
- Do not add a drop shadow to the logo
- Do not substitute the font within the logo
- Do not change the specified colours of the logo
- Do not scale individual elements of the logo
- Do not create a white box or an outline around the logo
- Do not rearrange or separate the logo elements
- Do not alter the proportions of the logo, vertically or horizontally
- Do not use the logo smaller than 1.75 inches wide
- Do not place the logo on a background that is patterned, such as a photograph

Any questions about how the logo should be applied, please contact the communications office.

CITY OF PARKSVILLE

Corporate Graphic Standards

Coat of Arms

Many municipalities use a branding logo for outreach and identity and a coat of arms for official purposes such as legal and/or ceremonial documents. The City of Parksville coat of arms is the official seal of the City. It represents the heritage of the City and symbolizes the incorporation of Parksville. The coat of arms will be used for official purposes only which include documents requiring the official seal, Office of the Mayor and Council use, flags at City Hall and awards originating from the Office of the Mayor and Council.

Use of the City of Parksville Coat of Arms

The coat of arms must never to be used for promotional or advertising purposes or as a substitute for the logo. Due to the strict usage on the City's coat of arms, it is not publicly accessible. Please consult with the communications office if you wish to use this symbol.

The coat of arms must be used in full colour and may only appear on a white background. [Note - if line art is available for the coat of arms, it will be used in black only on white background.] Minimum size is 1 inch wide. The elements or symbolism in the coat of arms is outlined here:

Arms/Shield

- Wavy band of white on royal blue shield represents the Englishman River.
- Salmon celebrates the local sports fishery and the natural riches of the community.
- Coronet underlines Parksville's status as a Canadian community.
- Sun represents our local climate - an important amenity for civic economy and lifestyle.
- Wavy blue and white bars symbolize the ocean and the City's enviable seaside location at Parksville Bay.

Crest (above the shield)

- The crest rests on the helmet of the warrior knight - representing the spirit of Council and the citizens who safeguard the City's interest.
- The crown of stones (mural coronet) which in heraldry is a special mark of municipal governments reflects the sandcastle competition and festival.
- Sand dollars represent sea-based natural life and the pleasure of local beaches.
- The blue mountain capped in white, represents Mount Arrowsmith, an important feature of the local landscape and mountain recreations and riches.

Compartment and Supporters

- The gold sand, green fir trees with wavy blue and white bars beneath is a stylization of Parksville's actual setting, highlighting ocean, beach and forest.
- The eagle is a known local specie.
- Collar of roses represents the Englishman River.
- Gold wheat sheaf represents local agriculture.
- The beaver is a symbol of industry and determination of Canada's national animal.
- Collar medallion features a Brant which honours Parksville as the "Brant Capital of Canada"

Motto - Terra Benevola translates to *The Eternal Sea is the People's Treasure.*

CITY OF PARKSVILLE Corporate Graphic Standards

Presentations or Exhibitions

When creating presentations or exhibition panels for your department or for the City, it is important that they be consistent with the style of all other communications materials. Again, this is important to reinforce the City's identity. Where possible, the logos should be placed in the top left corner. There are templates available for PowerPoint presentations and drawings that use consistent design element.

Maps

Logo usage on maps will follow the same guidelines as other City documents.

Approval for use of City logo by external organizations

Approval to use the City's logo on material or for promotional purposes not produced by the City of Parksville must be received from the communications office. This approval is required, regardless of use on similar material or use in the past. Please allow five working days for approval.

Contact

For further assistance with these graphic standards guidelines, please contact:

Debbie Tardiff, Communications Officer
City of Parksville
100 Jensen Avenue East
P O Box 1390, Parksville, BC V9P 2H3
250 954-3073
communications@parksville.ca

CITY OF PARKSVILLE

BYLAW NO. 1458

**A BYLAW TO REGULATE AND PROHIBIT THE DISCHARGE OF FIREARMS
AND THE USE OF BOWS**

WHEREAS under the *Community Charter* the Council may by bylaw regulate and prohibit the discharge of firearms and the use of bows, and may make different regulations for different areas;

WHEREAS under the Closed Area Regulation it is unlawful to discharge a firearm or hunt unless that person uses shot only; and

WHEREAS Council wishes to further regulate and prohibit the discharge of firearms and bows in the City;

NOW THEREFORE the Council of the City of Parksville in open meeting assembled enacts as follows:

1. **CITATION**

This bylaw may be cited for all purposes as "Firearms Regulation Bylaw, 2010, No. 1458".

2. **DEFINITIONS**

In this bylaw unless the context otherwise requires:

"bow" means a crossbow and longbow.

"City" means the City of Parksville.

"crossbow" means a bow fixed across a stick with a groove for the arrow or bolt and a mechanism for holding and releasing the string.

"enforcement officer" means a person employed by the City as a Bylaw Enforcement Officer.

"firearm" Includes a rifle, hand gun, shot gun, air gun, air rifle, or air pistol.

"longbow" includes a longbow, recurve bow and compound bow.

"spring gun" means a gun of any kind contrived to discharge upon the trigger mechanism being activated by a person or animal coming into contact with a wire or other device which is in turn connected to the gun.

3. GENERAL REGULATIONS

- (a) No person shall, within the City:
 - (i) discharge a rifle;
 - (ii) discharge a shotgun using a single projectile;
 - (iii) set or discharge a spring gun; or
 - (iv) discharge a firearm or bow.

- (b) No parent or guardian shall, within the City, permit or allow a person under the age of 16 to:
 - (i) discharge a rifle;
 - (ii) discharge a shotgun using a single projectile;
 - (iii) set or discharge a spring gun; or
 - (iv) discharge a firearm or bow.

4. EXCEPTIONS

The provisions of section 3 do not apply to:

- (a) a peace officer, conservation officer under the Closed Area Regulation, enforcement officer of the Department of Fisheries and Oceans, employee of the Canadian Wildlife Service, or a person appointed to enforce an animal control bylaw within the City, discharging a firearm in the lawful performance of their duty

- (b) a person being the owner of land or having the permission of the owner, discharging a firearm on a parcel of land having an area greater than 2 ha (5 acres) within an area that is classed as farm property for assessment purposes, in order to humanely kill livestock or protect agricultural crops, livestock or domestic animals from wildlife; or;

- (c) a member of a shooting or archery club and discharging a firearm or using a bow on an authorized range provided by such club within the municipal boundary.

5. GENERAL

Nothing contained in or permitted in this Bylaw shall abrogate or relieve any obligation of any person pursuant to any applicable provincial or federal act or regulation with regard to the possession or discharge of firearms or bows.

6. ENFORCEMENT

- (a) No person shall obstruct an enforcement officer engaging in the administration or enforcement of this Bylaw;

- (b) An enforcement officer is authorized to enter onto property in connection with the administration and enforcement of this Bylaw in accordance with section 16 of the *Community Charter*;
- (c) Every person who contravenes a provision of this Bylaw commits an offence, and each day that the violation is caused or allowed to continue constitutes a separate offence;
- (d) Any person guilty of an infraction of this Bylaw is liable on summary conviction to a fine of not less than \$100.00 and not more than \$10,000.00.

7. SEVERABILITY

If any part of this Bylaw is for any reason held to be invalid by any court of competent jurisdiction, the invalid portion shall be severed and the severance shall not affect the validity of the remainder of this Bylaw.

8. REPEAL OF PREVIOUS BYLAWS

- (1) "Firearm Bylaw, 1955, No. 62" and all amendments are hereby repealed;
- (2) "Slingshots and Dangerous Devices Bylaw, 1976, No. 452" and all amendments are hereby repealed.

READ A FIRST TIME this ____ day of

READ A SECOND TIME this ____ day of

READ A THIRD TIME this ____ day of

ADOPTED this ____ day of

Mayor

Corporate Officer