

LATE AGENDA

REGULAR MEETING OF COUNCIL

Tuesday, February 10, 2015

7:30 p.m.

**George Fraser Room, Ucluelet Community Centre
500 Matterson Drive,
Ucluelet, B.C.**

Council Members:

Mayor Dianne St. Jacques
Councillor Sally Mole
Councillor Randy Oliwa
Councillor Marilyn McEwen
Councillor Mayco Noel



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1. ADOPTION OF MINUTES

NA

2. PUBLIC INPUT, DELEGATIONS & PETITIONS

NA

3. CORRESPONDENCE

NA

4. INFORMATION ITEMS

NA

5. REPORTS

5.1. Mobile Vending Business License – 1801 Bay Street
John Towgood, Planning Assistant

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6. LEGISLATION

NA

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STAFF REPORT TO COUNCIL

Council Meeting: FEBRUARY 10TH, 2015
500 Matterson Drive, Ucluelet, BC V0R 3A0

FROM: JOHN TOWGOOD, PLANNING ASSISTANT

FILE NO: (4320-20); XREF: FOLIO 150.000

SUBJECT: MOBILE VENDING BUSINESS LICENSE ON 1801 BAY STREET (FRONTING PENINSULA ON THE SE CORNER OF BAY AND PENINSULA)

ATTACHMENT(S): APPENDIX A - PROPONENTS BUSINESS LICENSE APPLICATION

RECOMMENDATION(S):

1. **THAT** Council approve a business license for a Mobile Vendor on the above referenced property subject to the conditions outlined below and within the body of this report; **or**
2. **THAT** Council deny a business license for a Mobile Vendor on the above referenced property subject to the conditions outlined below and within the body of this report

PURPOSE:

To consider the issuance of a business license to permit the operation of a mobile vendor located on the SE corner of Bay Street and Peninsula Road (Figure 1) that specializes in oysters and other local seafoods.

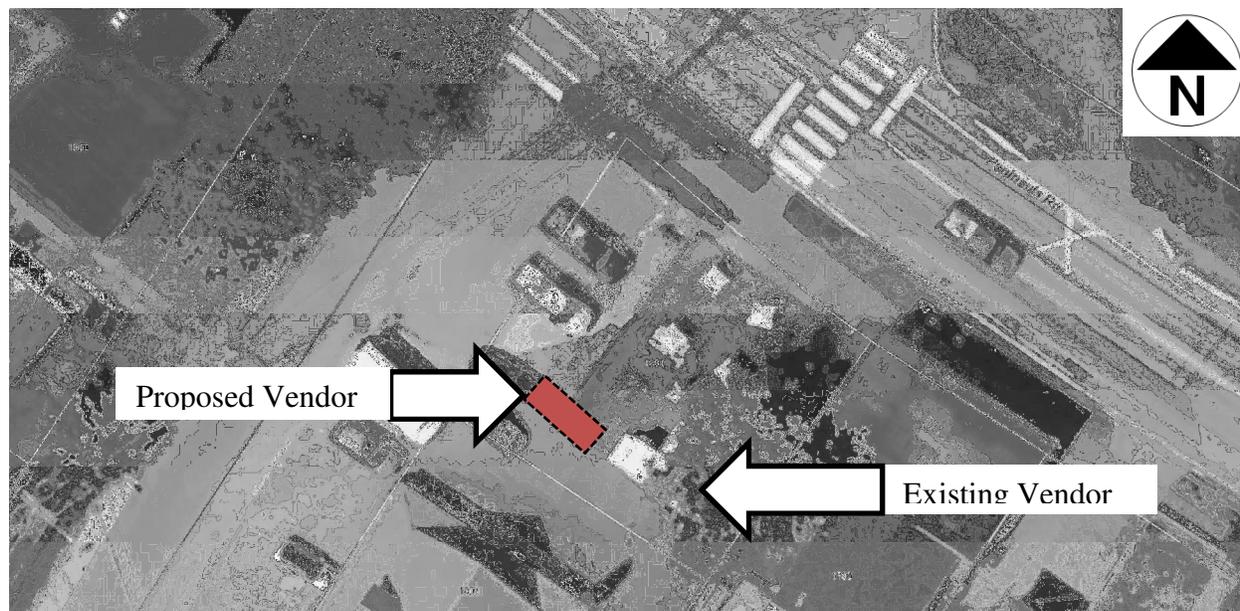


Figure 1

BACKGROUND:

Planning Staff are in receipt of a letter requesting that Council approve a business license for a mobile vendor on the above referenced address. Mobile vendors are required by Ucluelet's Business Regulation and Licensing Bylaw No.922 (BRLB), Section 16.1 (a) "All applicants for a Mobile Vendor license shall require Council approval prior to the issuance of a business license". There is an existing licensed mobile vendor (Jiggers) operation currently on the subject site and this application would be in addition to that use. It should be noted that as per section 16.1 (m) of the BRLB, a mobile vending license is deemed a personal license and is non-transferable.

OFFICIAL COMMUNITY PLAN (OCP):

Objectives within the OCP indicate that there is economic potential to be tapped in the area of tourism. Mobile food vending is a culinary option and a density of options can be a draw to the community with spin offs across all economic sectors.

ZONING:

As per the BRLB and Zoning Bylaw No. 1160, mobile vending is only allowed in the Peninsula Road and Main Street commercial corridors and only in CS-1, CS-2, P-3 and M-2 zones. The subject property conforms to these requirements as it is on the Peninsula Road commercial corridor has CS-2 zoning. The applicant has indicated he will conform to all relevant District bylaws, required setbacks, and Island Health requirements.

LANDSCAPING:

There are no requirements for the landscaping of the subject site (Figure 2). The applicant has, on his own volition, started to landscape the gravel area in front of Jiggers.



Figure 2

The landscaping is part of the applicant’s vision to celebrate the ‘Raven Lady’ as a major work of art and to solidify her as a Ucluelet landmark. The applicant’s application indicates a desire to create a public/private space that is both beneficial to his vendors and to the public realm. The applicant has removed the picnic tables and new benches will be placed both facing outward to the street and inwards to the ‘Raven Lady’. This bench arrangement is meant to indicate that this is not a ‘private’ space and invite the pedestrian into the ‘Raven Lady’ square. Picnic tables indicate permanent seating which is indicative of a restaurant whereas the intent of mobile vending is to be an adjunct to pedestrian movement. Benches add to the public realm by creating a place where people can gather.

PARKING:

As per Zoning Bylaw No.1160, there are no parking requirements for mobile vending. The applicant is proposing to move the existing parking that straddles the west side property line, back 3m and add angled planters to clarify the parking layout. This parking will now line up with the parking that is currently happening in the street boulevard in front of the ‘Burley Building’ (Figure 3).



Figure 3

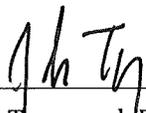
PUBLIC WASHROOMS:

As mobile vending vehicles fall outside the BC Building Code, they are not required to supply public washrooms or staff washrooms. The applicant has indicated he will provide washrooms for staff off site in the 'Burley Building'. Planning staff have encouraged the applicant, that if he is successful in obtaining a mobile vending business license, to provide public access to washrooms.

SUMMARY:

A key strategy of the OCP is to create a vibrant pedestrian friendly environment. Onsite vending is an effective association from the structures to the public realm encouraging pedestrian engagement with the Peninsula Street corridor. A density and diversity of culinary options can be a draw to the community with spin offs across all economic sectors. Improvement to the area, as laid out in the applicant's sketch would be a direct benefit to the public realm. The Raven Lady is under emphasized as a community land mark and the applicant's vision to improve the area with the "Raven Lady" as its central unifying element is in line with the OCP development permit guidelines.

Respectfully submitted:



John Towgood, Planning Assistant

Raven Lady Oysters & Delights of the Sea

The soul of a community is determined by its landmarks. The Raven Lady embodies this function in the community. She has been a well-loved landmark enjoyed by the town and tourists alike since 1992. The Raven Lady is already known to draw crowds of tourists eager to get their photo taken with her and admire her beauty.

Combining a red seal chef preparing locally produced oysters, alongside Jigger's and a major work of art, this space will not only create added value for the town but also serve as a total destination experience. This will cover a large demographic of tourists and local appreciations of culinary delights satisfying the growing demand for fresh, local seafood. In bringing the two vendors together we will become a destination under the image of Raven Lady offering an eclectic culinary and cultural experience not offered by Tofino. This would give us a unique opportunity to position Ucluelet as a leader on the west coast.

The new, state-of-the-art Apollo trailer is build to BC Health and Safety standards (a bathroom will be provided for staff) and will be placed on my land at 1801 Bay Street. The parking area will be realigned as per the development permit application.

We would like to share the space around the Raven Lady as a public amenity to serve as a gathering space to be enjoyed by all. This will be an attraction in the centre of town and density will spill over to other business by increasing foot traffic on Peninsula Road. Adding the new food venue and landscaping to this shared space will also draw curious day-trippers from Tofino and encourage visitors to get out of their cars, walk the streets and allow other merchants to capitalize on the tourist trade.

The summer density swells to 4500 residents on the coast with an additional 800,000 visitors passing through the Pacific Rim National Park. Each season, the total expected visitors for the Ucluelet/Tofino area is 1.3 million tourists. The population of Ucluelet (2000) has an opportunity to serve 1.3 million tourists providing a large market for the district.

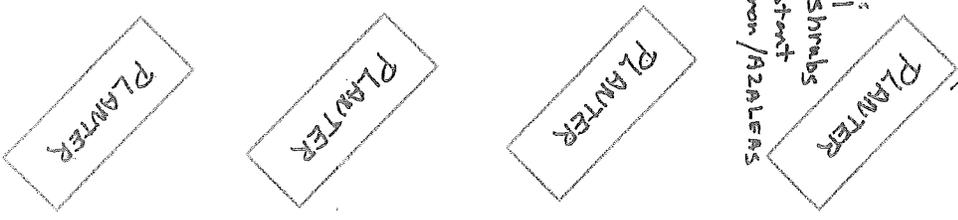
At a medium occupancy rate the town is doubled providing a large customer base for Ucluelet businesses. The greater the products offered, the greater the chance for the pie to grow. This is not a cannibalization of a market, but an enhancement and growth of a market.

People are interested in a new culinary experience not done before. It is a cutting edge idea and the space around Raven Lady adds an aesthetic appeal allowing the tourists to enjoy a relaxed atmosphere that will denote their experience of Ucluelet. Now, with the help of social media (#ravenlady) such as Facebook, Twitter, Instagram and Google+ we have a unique experience to share her and Ucluelet with the world. This will not only put Ucluelet on the travelers mind, it will draw visitors in for a complete experience of life on the edge.

Sidewalk

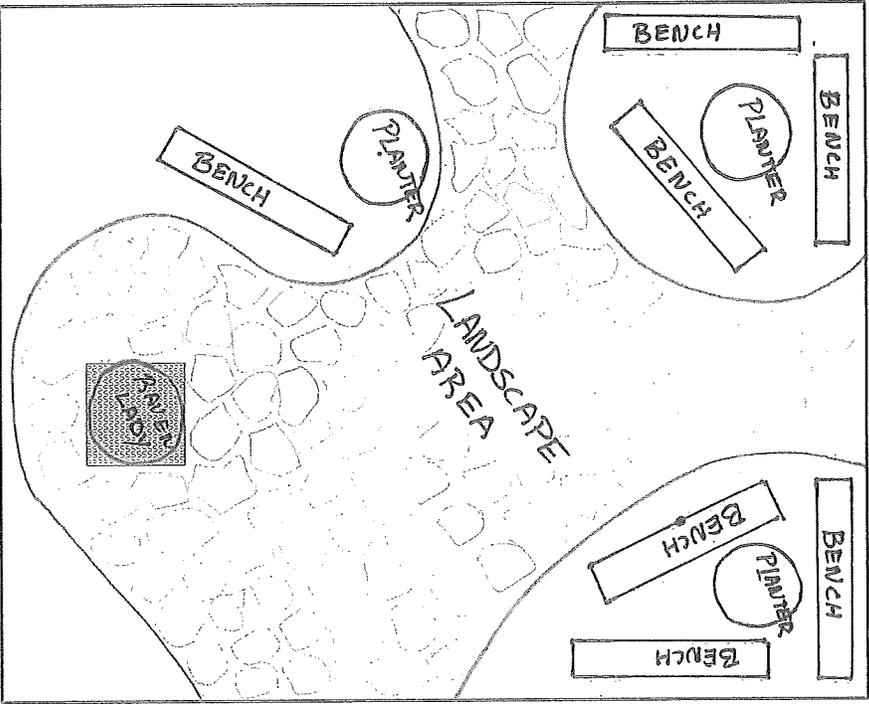
GREEN GRASS

Planters:
with small
Flowering shrubs
Deer resistant
Rhododendron / AZALEAS

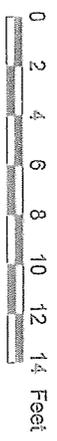


35'

RAVEN LADY
OYSTERS



28'



Jiggers

Gravel Path

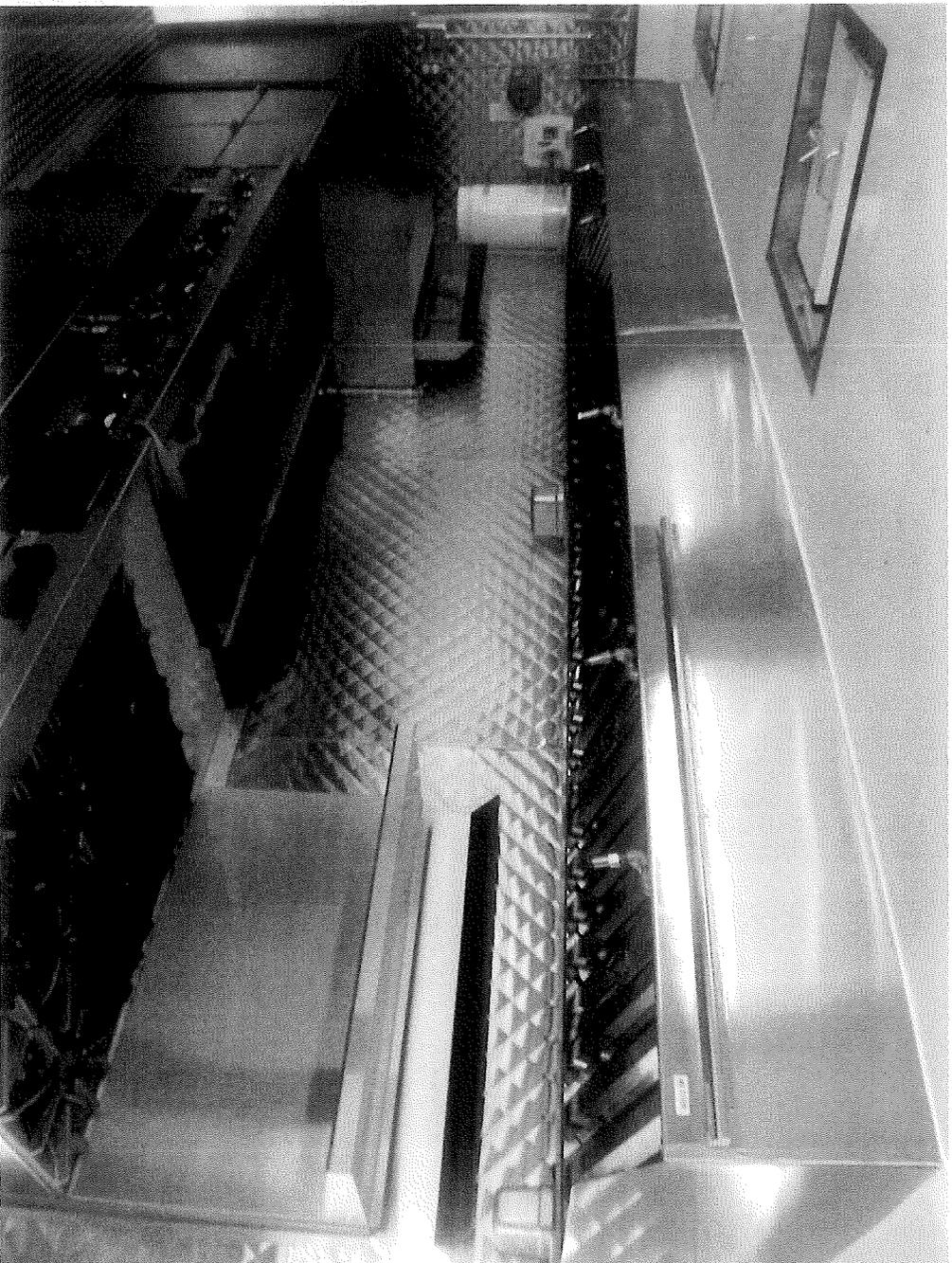
Liquor Store

GREEN GRASS

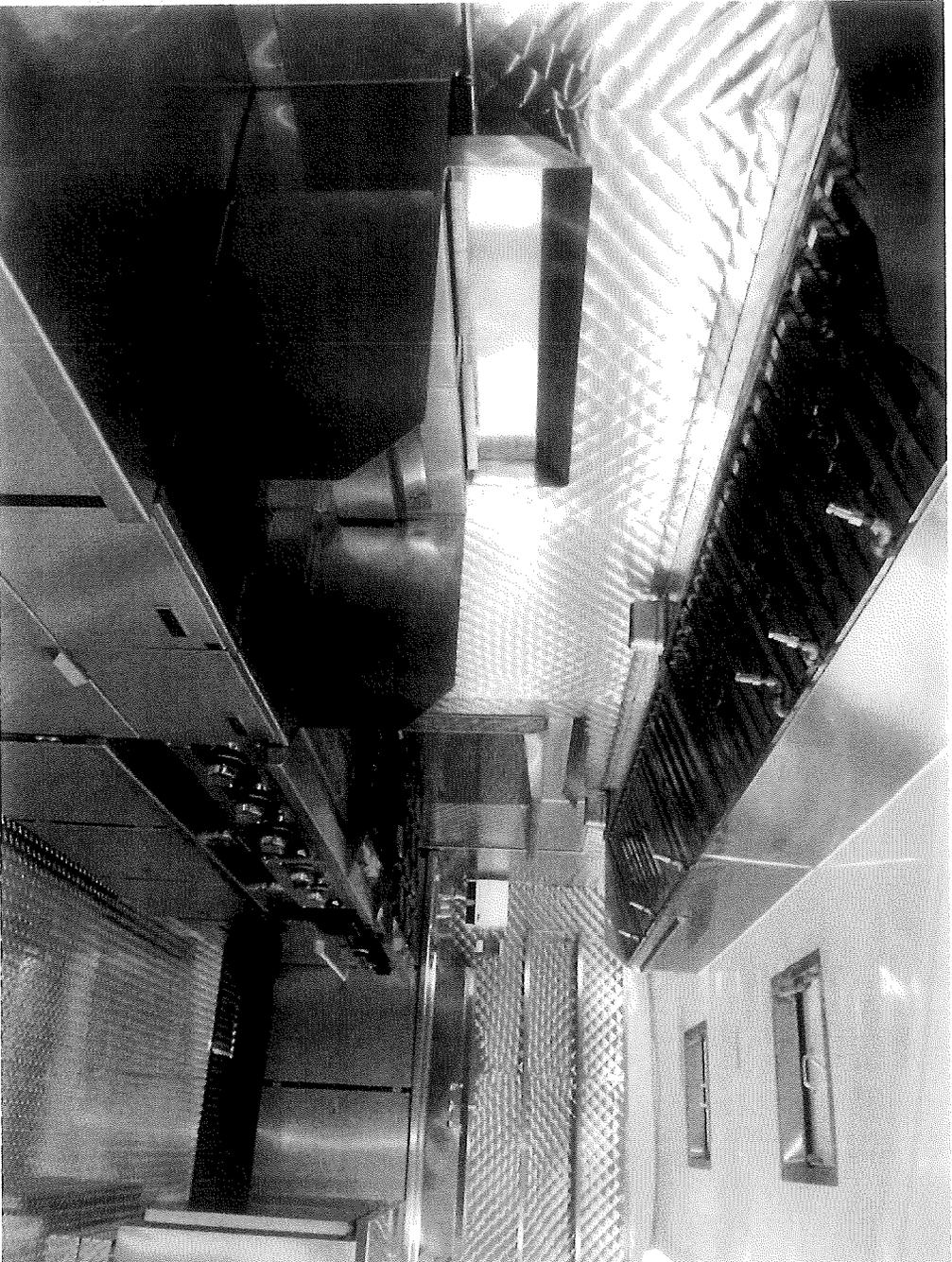
Service side – Open with customer service shelf



Exhaust hood with fire suppression



Appliances along drivers side

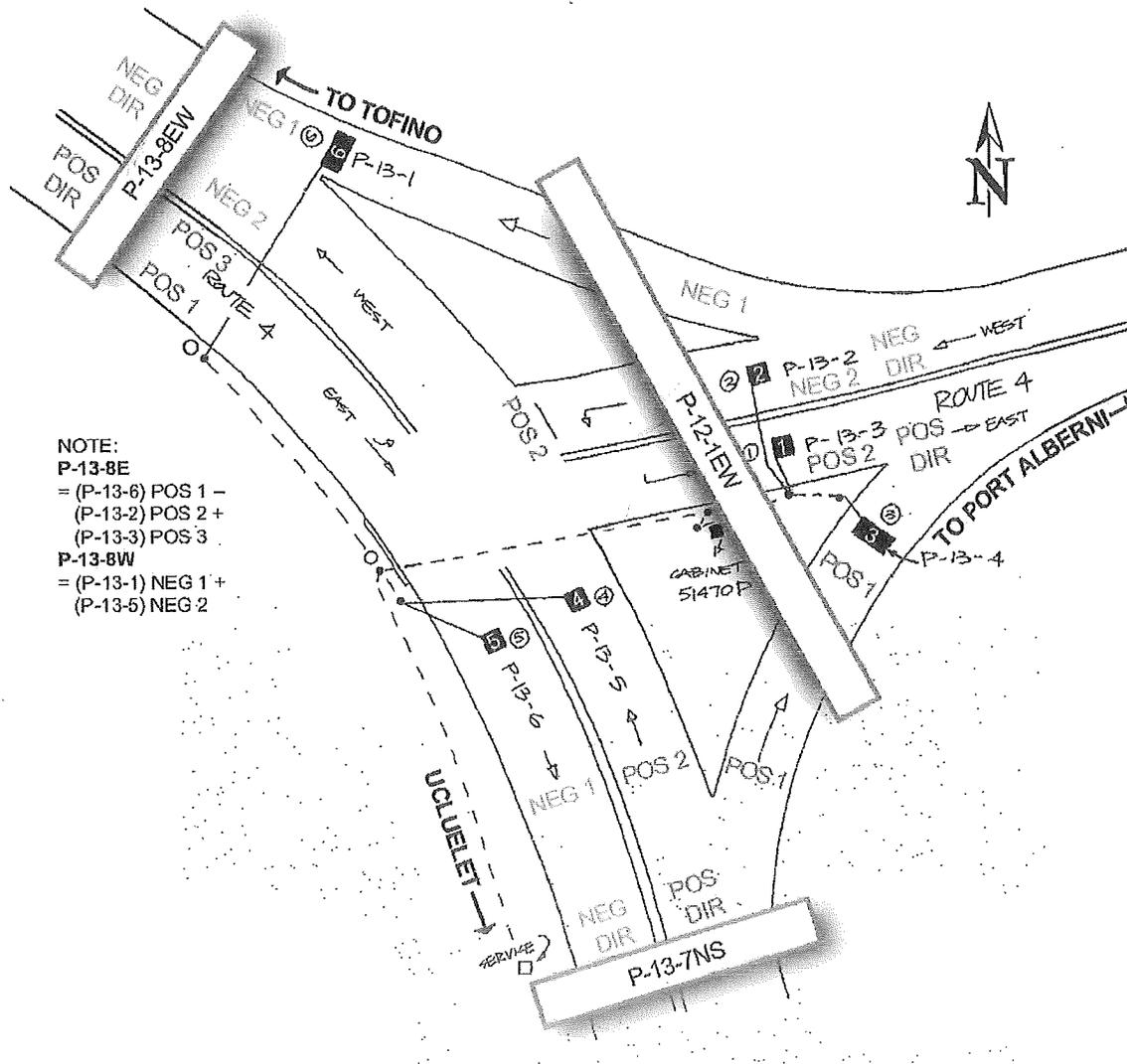


Traffic Data

10 Year Annual Summary for 2014

TM Site:	Description:
P-12-1EW	ROUTE 4, 0.5 km EAST OF UCLUELET ROAD, NORTH OF UCLUELET
P-13-7EW	ROUTE 4, 0.5 km SOUTH OF ROUTE 4, NORTH OF UCLUELET
P-13-8EW	ROUTE 4, 0.5 km WEST OF UCLUELET ROAD, NORTH OF UCLUELET

Station: 51470P Name: UCLUELET Survey: 5147	<ul style="list-style-type: none"> ▲ - Short Count Post ■ - Loops ■ - Cabinet ■ - Junction Box □ - TRADAS Traffic Measurement Site ① - Channels A - Detectors 	PHOTOLOG YEAR: - HIGHWAY: - IMAGE NUMBER: - SHOWS LOOPS: - <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO
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NOT TO SCALE

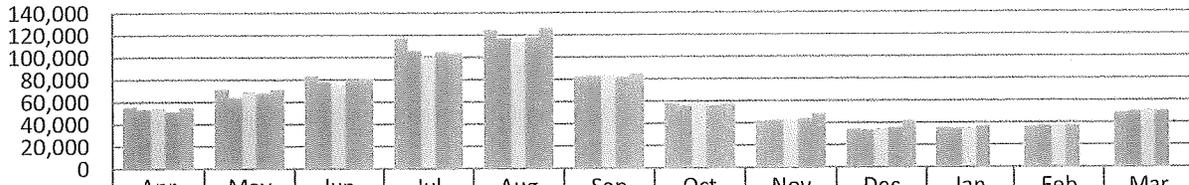
Highway Planning Branch
 TRANHighway.Planning@gov.bc.ca

Revised Date: December / 2004
 Version 1-A

LONG BEACH UNIT

Long Beach Unit - Visitation

Based on road counter data



	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
■ 2010-2011	55,582	71,550	83,157	117,339	124,145	82,589	57,976	42,238	34,616	35,578	36,616	49,193
■ 2011-2012	53,371	64,329	78,018	105,771	117,241	83,109	56,162	42,898	33,444	34,779	37,677	50,240
■ 2012-2013	54,311	68,938	75,277	100,212	113,525	83,699	57,553	42,776	34,712	35,197	37,727	51,040
■ 2013-2014	51,409	67,993	79,179	105,168	118,098	82,388	56,470	43,862	35,930	36,796	37,613	50,600
■ 2014-2015	55,246	71,281	79,939	103,717	126,277	84,999	57,437	48,718	42,196			

Month	Est. # of Visitors 2014-2015	% Changes from 2013-2014	% Change from 5-year average 2010 - 2015
April	55,246	+7%	+2%
May	71,281	+5%	+4%
June	79,939	+1%	+1%
July	103,717	-3%	-1%
August	126,277	+7%	+5%
September	84,999	+3%	+2%
October	57,437	+2%	+1%
November	48,718	+11%	+10%
December	42,196	+17%	+17%
January			
February			
March			
Total YTD (Apr-Mar)	675,790	+5%	+3%

IMPORTANT NOTE: The road counters have had some technical malfunctions. We have had to estimate some months by averaging past years. The months where data has been averaged include:

2011 – 2012 – 9 mths - August through March

2012 – 2013 – 9 mths - April, May and September through March

2013 – 2014 – 1 mth - September

2014 – 2015 – 3 mths - July through September

Traffic Data

10 Year Annual Summary for 2014

TM Site ID: **P-12-1EW**

TM Site Name: **Ucluelet - P-12-1EW, Pacific Rim**

Location: **Route 4, 0.5 km east of Ucluelet Road, north of Ucluelet**

Posted Speed:

Report Run on: **Saturday January 10 2015 11:32 AM**

Traffic Data in this report

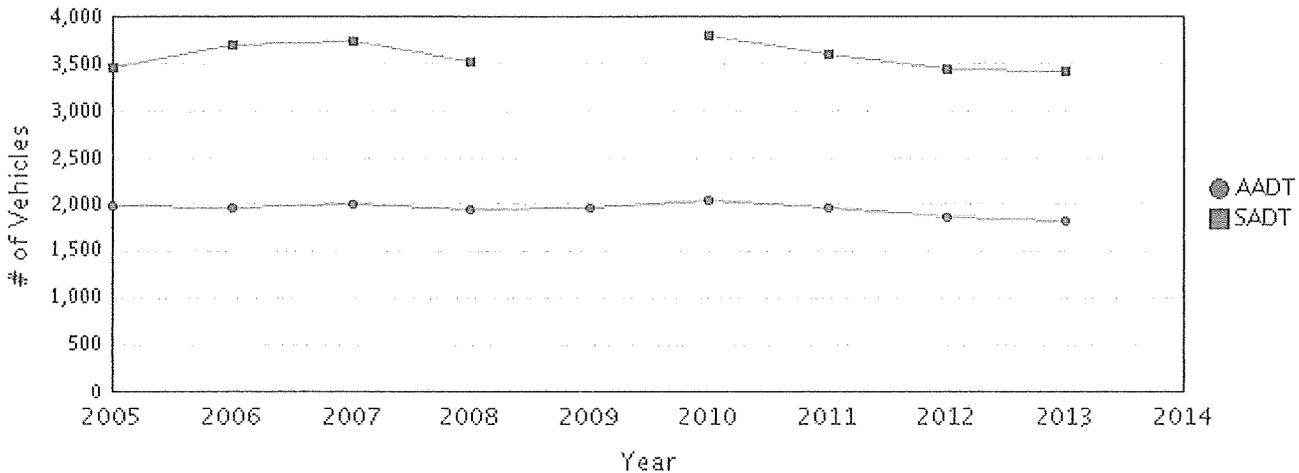
AADT Annual Average Daily Traffic
A calculated daily estimate of the number of vehicles passing this site.

SADT Summer Average Daily Traffic
(for the months of July and August)

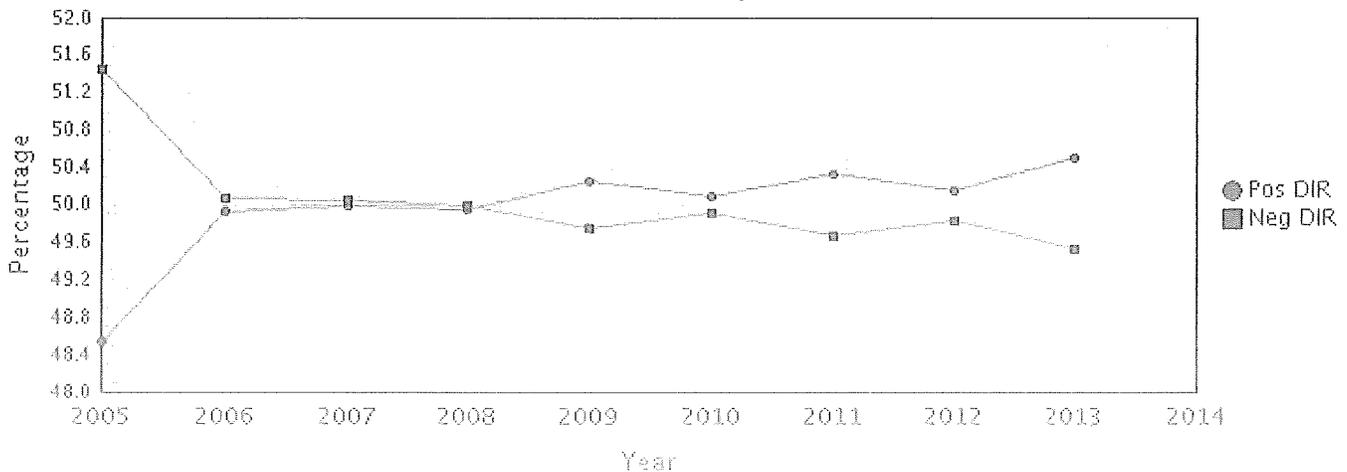
Average Daily Traffic Volumes

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
AADT	1,982	1,957	2,000	1,950	1,960	2,032	1,953	1,866	1,825	
SADT	3,460	3,691	3,741	3,520		3,793	3,601	3,439	3,414	

10 Year Annual Statistics



10 Years % AADT by Direction



Traffic Data

10 Year Annual Summary for 2014

TM Site ID: **P-13-8EW**

TM Site Name: **Ucluelet - P-13-8EW, Pacific Rim**

Location: **Route 4, 0.5 km west of Ucluelet Road, north of Ucluelet**

Posted Speed:

Report Run on: **Saturday January 10 2015 11:13 AM**

Traffic Data in this report

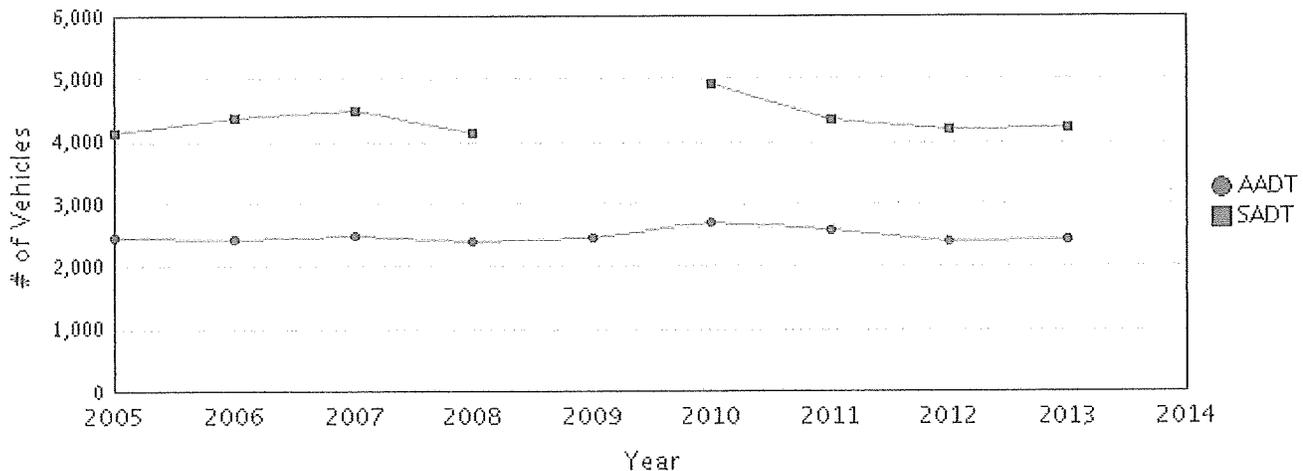
AADT Annual Average Daily Traffic
A calculated daily estimate of the number of vehicles passing this site.

SADT Summer Average Daily Traffic
(for the months of July and August)

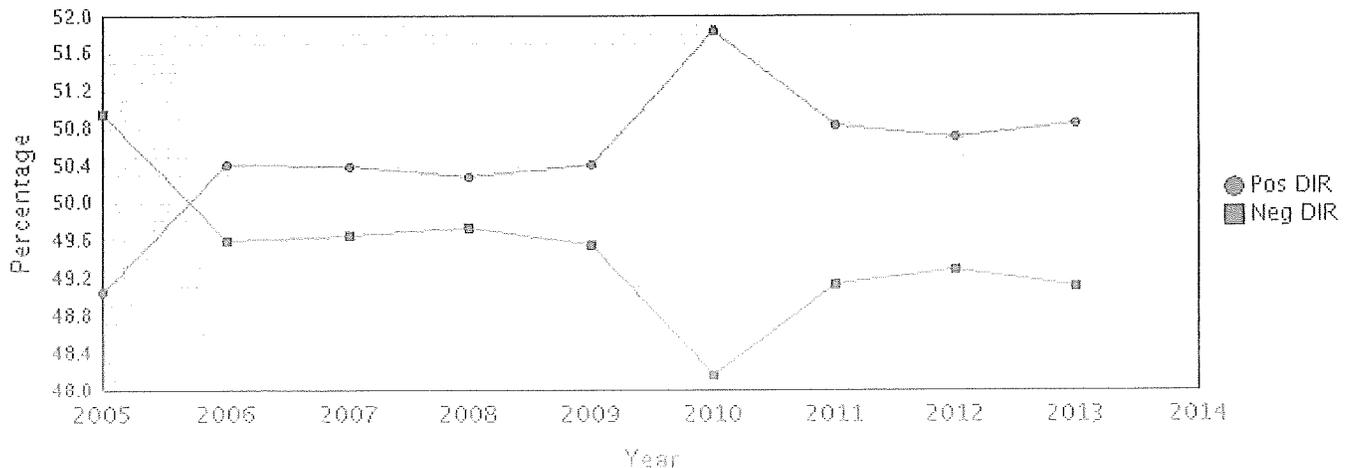
Average Daily Traffic Volumes

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
AADT	2,461	2,422	2,475	2,387	2,450	2,697	2,567	2,414	2,421	
SADT	4,146	4,382	4,486	4,142		4,919	4,361	4,188	4,222	

10 Year Annual Statistics



10 Years % AADT by Direction





Ministry of
Transportation
and Infrastructure

Traffic Data

10 Year Annual Summary for 2014

TM Site ID: **P-13-7NS**

TM Site Name: **Ucluelet - P-13-7NS, Ucluelet Road**

Location: **Ucluelet Road, 0.5 km south of Route 4, Ucluelet**

Posted Speed:

Report Run on: **Saturday January 10 2015 11:01 AM**

Traffic Data in this report

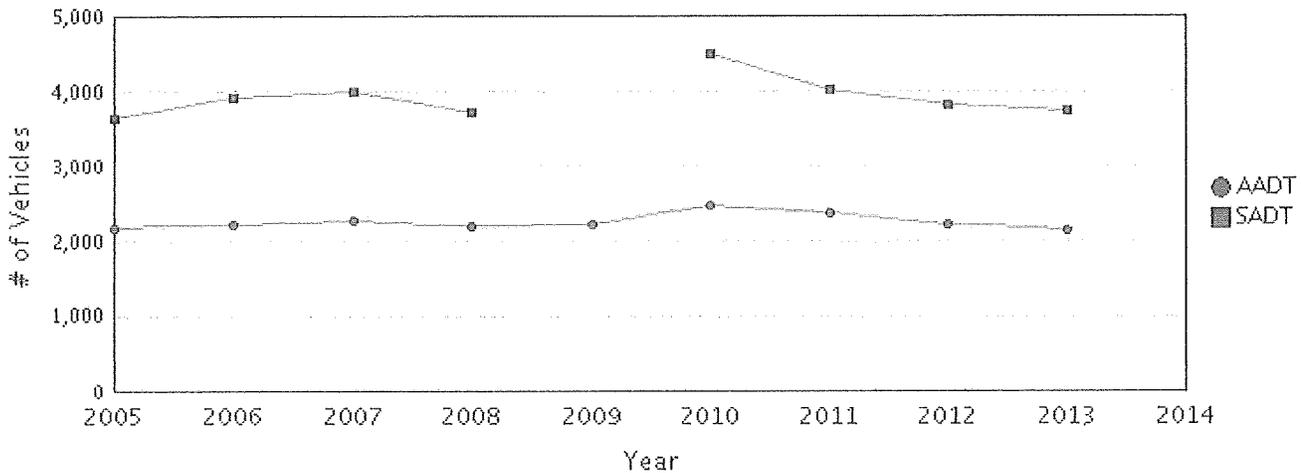
AADT Annual Average Daily Traffic
A calculated daily estimate of the number of vehicles passing this site.

SADT Summer Average Daily Traffic
(for the months of July and August)

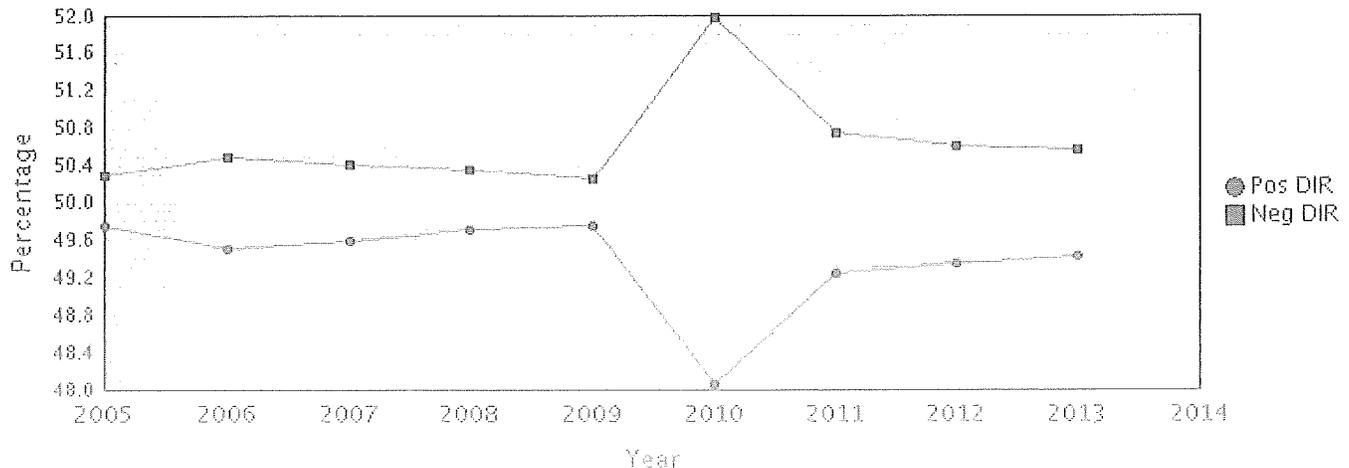
Average Daily Traffic Volumes

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
AADT	2,171	2,234	2,263	2,189	2,233	2,468	2,374	2,223	2,159	
SADT	3,659	3,926	3,990	3,730		4,494	4,021	3,822	3,741	

10 Year Annual Statistics



10 Years % AADT by Direction



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