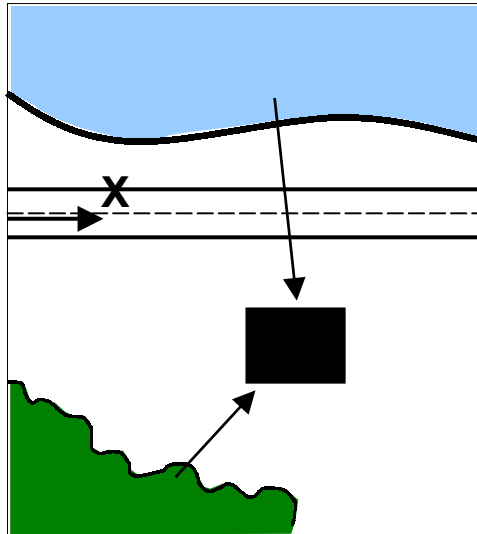


Economic Development - District

(Josie Wiens)

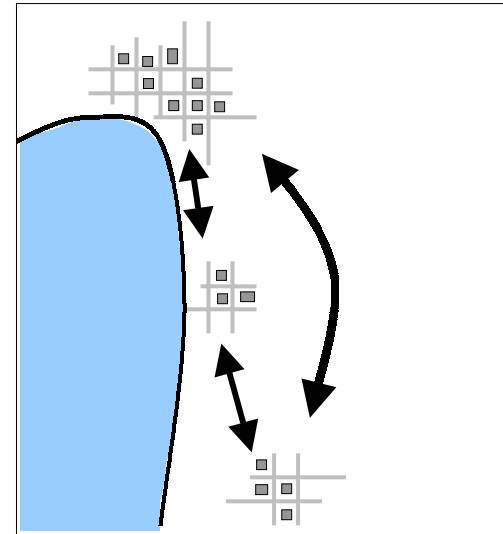
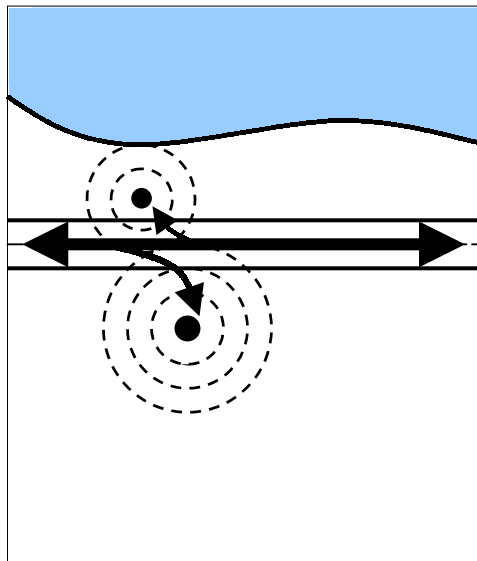
Use local resources

To reduce stress on roads, ensure economic development involves resources that are indigenous to the area. Economic activities that do not rely heavily on transport helps reduce immediate and lifecycle costs.



Strong centres attract life

Develop the community around a strong center with a variety of services to become a vital place, attracting life. Visible from the road, this area will help to draw the tourist destined for Whistler to stop in Britannia Beach, strengthening the tourist economy.

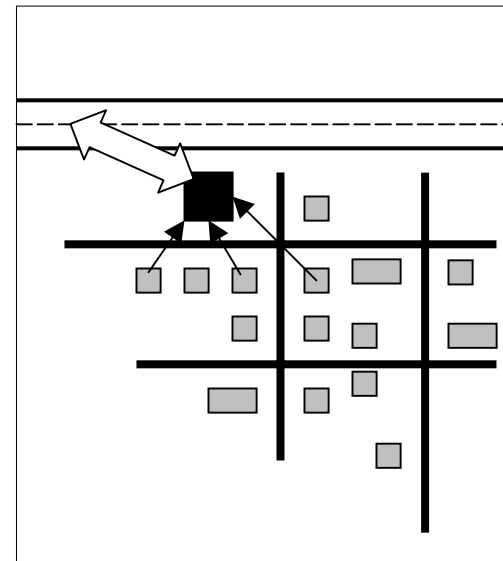


Network economic activities

Continue with the economic plan for the region by diversifying the economy and strengthening the existing industries while working together with other communities in the region. This strategy will help to create a network of economic activity that is stronger and more efficient than each community in itself.

Provide for needs of local community

Diversify local shops to also cater to the needs of local residents rather than focus exclusively on tourists. This policy will help create a commercial and social center, lessen transportation costs, and reduce the stress on roads.

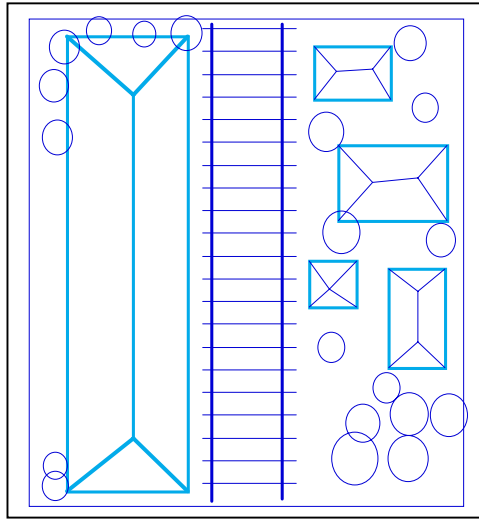


Economic Development – Corridor

(David Tracey)

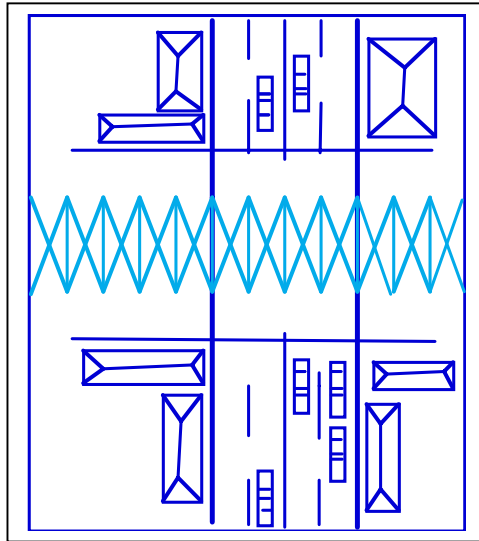
Take the Train

As a heritage site attracting visitors from Vancouver and around the world, the railway infrastructure already in place could offer an evocative way to approach to Britannia Beach. Trains could also be used by residents in the new community getting to jobs in the Lower Mainland. Key to the success of a renovated railway would be attractive station-front area.



Connect the Sea and Sky

The Sea-to-Sky Highway divides the site's two natural amenities, but its very name is an inspiration. A pedestrian-controlled stop light with an attractive crossing stretching beyond the street would inform residents and visitors that this is an area worth exploring – on foot. Increased pedestrian traffic would encourage drivers to stop and contribute to commerce in the commercial area next to the highway.



Car-free Community

Because of its compact size, the new community of Britannia Beach could be linked from end to end with transportation options which do not require a car. Gently graded bike paths, pedestrian routes affording the finest views and wooded jogging circuits would make the community a desired location to live or visit.

Make Travel a Joy

All areas of the site should be designed at a human scale – for people rather than for cars or trucks. If homes, shops and other buildings are kept to an approachable scale, and the paths connecting them are created in ways which draw people out into the public realm, the site will grow organically into an active, thriving and ultimately economically successful community.



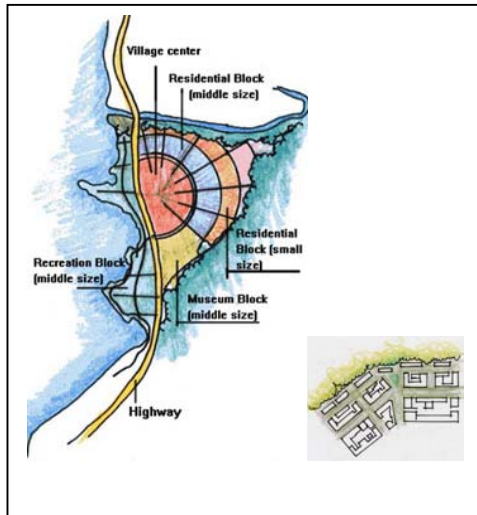
Economic Development - Block

(Hongbing Chen)

A Mix of Block Size

“Enhance Britannia Beach village center and waterfront as a tourist destination point.”

Block sizes are various according to the economic functions and topographical nature. Village center is the biggest block. From the center, blocks gradually change to small size with less density of population.

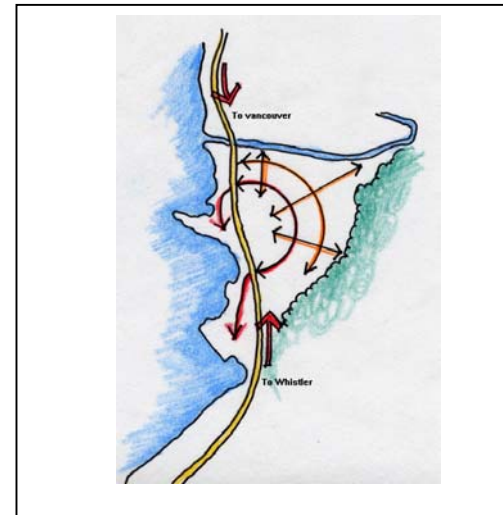
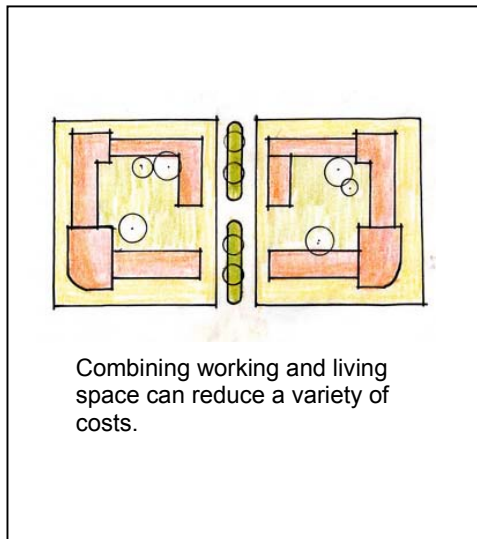


Provide Good Jobs

“Design the community to build economic capacity by restricting economic activities to those appropriate to a National Heritage Site.”

In commercial area, combine work, live, recreation and society together.

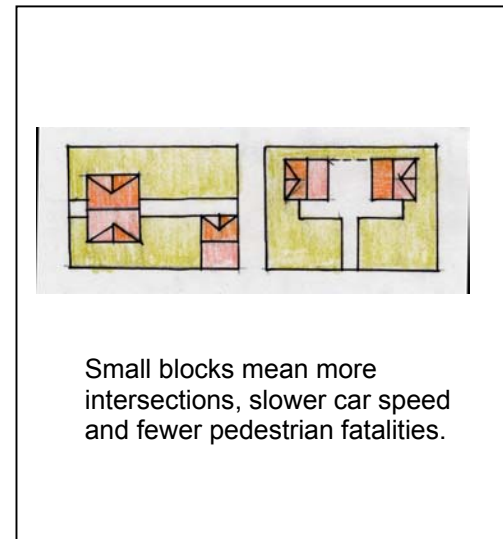
Add density at the corner. Layer public space into each block



Encourage Connection and Flow of People

“Ensure that the transportation strategy is compatible with and strengthens local and regional economic development.”

Connect east side of the community. Increase the accessibility. Make continuous sidewalks and create pedestrian streets in commercial area, which attract people shopping and strolling.



Make Small Blocks

“Explore ways of reducing the immediate and life cycle costs of roads and other infrastructure improvements.”

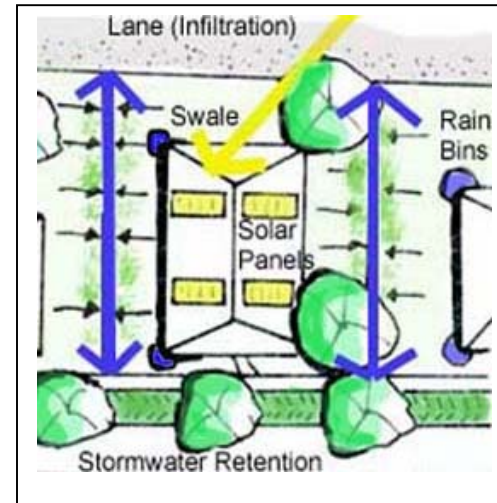
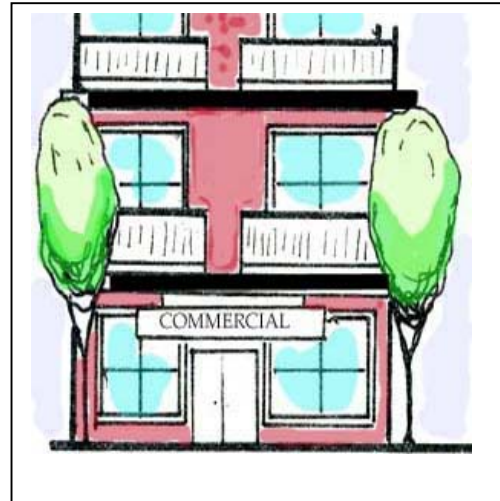
Block of no more than 90-by-180 meters is highly efficient and cost-effective. Smaller blocks also create a pedestrian-friendly neighborhood, which encourages cycling and walking and decreases auto dependence.

Economic Development - Parcel

(Brian Beresford)

Layer Living and working

Parcel economic efficiency will be maximized if future development is built 'up' and not out'. The adjacent image shows an example of a building structure in which residential units are layered above commercial or retail ground floor units. This configuration would both increase housing density and mixed use buildings, providing greater economic potential per parcel as well as increase social exchange.

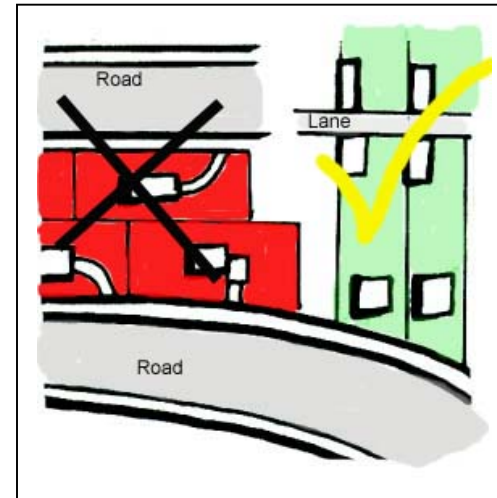


Design smart parcels

Energy costs can be minimized by promoting energy efficient parcels. The adjacent picture shows examples of methods to reduce high energy consumption as well as lower the amount of infrastructure needed per parcel. These include: passive solar power, rain basins, on-site stormwater retention, and infiltration areas by retention swales and back lanes built on infiltration beds.

Maintain heritage style

By maintaining and promoting local heritage style building per parcel, the overall appeal of the community will be maintained. This image demonstrates a typical heritage building style in Britannia creek. Maintaining the local appeal is crucial for attracting potential homeowners looking for a unified and unique community. Local image is also crucial for maintaining revenue generated by the growing film industry.



Create efficient parcel sizes

Infrastructure costs can be minimized by developing efficient parcel sizes. This image shows how thinner parcel sizes can limit distances between lots thus decreasing the amount of infrastructure needed. The image also shows how houses backing onto a lane have a greater opportunity to build secondary suites, thus increasing revenue per parcel while creating affordable housing and increasing parcel density.