



# **Strategic Vision**

**for**

**Otter Point, Shirley  
and Jordan River**

## Strategic Vision for Otter Point, Shirley and Jordan River

Often, decisions about the future of Otter Point, Shirley & Jordan River are made by people who neither live in the community nor understand the future this community wants for itself.

The Otter Point, Shirley and Jordan River Strategic Vision Project began in February 2007 to address this problem. With the assistance of an Advisory Committee and a volunteer steering committee to provide planning and organizational support, many community residents have participated in public information forums and community workshops, and contributed to developing a strategic vision that identifies broad community goals, key strategies and suggested activities for achieving them.

The steering committee has conscientiously attempted to reflect the views of community residents when summarizing, reviewing, obtaining additional community feedback and expressing the community's views in the Strategic Vision. The goals and strategies outlined in the Strategic Vision reflect the majority view of community residents who participated in the project while the suggested activities reflect a wide diversity of views.

The Strategic Vision for Otter Point, Shirley and Jordan River will be presented to a range of government agencies, planners, community organizations and elected representatives. It will provide perspective and give the community a stronger voice as decisions are made about economic development, rural land use, governance, water and the environment, transportation, recreation and social development issues that affect this community.

The Strategic Vision can be used to influence community decisions and decision makers over the next few years. Your active support of the Strategic Vision to influence decisions about your community's future is important.

Respectfully,

Members of the Steering Committee for Developing a Strategic Vision

Arnie Campbell	Wayne Fritz (chair)	John Charles	Cleo Gardener
Alanda Carver	Rosemary Jorna	Veronica Diment	Heather Phillips

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\*Copies of the Strategic Vision and background information about the Strategic Vision Project are available at [www.jdffuture.org](http://www.jdffuture.org) or [www.opsrra.ca](http://www.opsrra.ca) or telephone A. Campbell, 250-642-3113.

# Strategic Vision for Otter Point, Shirley and Jordan River

## 1. The Past – What Attracted Us to this Part of the World?

### *Community*

There was a sense of community with many shared values, a place for the arts, and the contribution of volunteers.

### *A rural lifestyle*

We wanted a rural lifestyle living on larger lots with space, privacy and freedom while still maintaining access to necessary urban services.

### *The environment*

We chose to live in a rural environment bordering the ocean with a mild climate surrounded by wilderness, forests and wildlife.

### *Affordability and opportunity*

Our property was affordable and open to development when we bought it.  
It was possible to earn a living through economic opportunities in the local area.

## 2. The Present – What Do We Value?

### *The people*

- respect for others
- acceptance of others' values and individuality
- independence and self-reliance
- community cooperation and cohesion

### *Rural living*

- safety, peace and quiet
- privacy and “elbow room”
- local food sources
- healthy lifestyles
- access to green space

### *The environment*

- the natural beauty of the area
- preservation of green space
- wildlife
- good air and water

### 3. The Future – What Is Our Strategic Vision?

We are a growing community that values rural living, active lifestyles, and environmental conservation.

We support the development of a thriving, sustainable local economy built around home-based businesses, eco-tourism, arts and crafts, and environmentally friendly industry, agriculture, fisheries and forestry.

We value tolerance, diverse viewpoints, and the contribution of volunteers in this community.

We seek greater self-determination in the community and more accountability in local governance.

We want our community to be a safe, healthy place where residents of all ages can live and work cooperatively with each other and in harmony with the natural environment for generations to come.

### 4. Goals, Strategies and Suggested Activities for the Future

**A. Governance:** *GOAL – Local, Elected Government that is Affordable and Accountable*

#### STRATEGIES

1. To achieve more balance and continuity in land use decision making

#### SUGGESTED ACTIVITIES

- Develop an advisory council that is representative of the community and meets with the Regional Director on a scheduled basis at meetings open to the public
- Lobby the provincial government for weighted votes at the JDF Land Use Committee on matters affecting a local area so that the representatives for each local area have more say than those from other areas
- Lobby for land use decisions to be made by locally elected representatives
- Create standing OCP and Zoning Advisory Committees
- Lobby the provincial government and CRD to have subdivision approvals and decisions about road locations and specifications made at the community level so that local OCPs and zoning are respected
- Lobby for a sub-committee of the CRD Board to work on rural issues in the Highlands, Metchosin and JDFEA
- Develop a protocol with the District of Sooke for working on local issues such as an agreement to maintain the present boundary



**B. Social Development: GOAL – Strengthened Community Social Ties**

STRATEGIES

SUGGESTED ACTIVITIES

- |  |   |
|--|---|
| 1. To strengthen and develop volunteerism        | <ul style="list-style-type: none"><li>• Develop volunteer networking</li><li>• Promote family clean-up days at local beaches, creeks, etc.</li><li>• Co-ordinate and consolidate community organisations to broaden membership</li></ul>  |
| 2. To establish a multi-purpose community centre | <ul style="list-style-type: none"><li>• Identify a site for a community centre (the Shirley Hall may be an option)</li><li>• Seek government and community funding for a community centre</li></ul>   |
| 3. To promote rural life-styles                  | <ul style="list-style-type: none"><li>• Hold community celebrations</li><li>• Hold events (e.g. BBQs, auctions) that involve all members of the community</li><li>• Develop community gardens and programs to share fruit and produce</li><li>• Develop community hiking, arts and sports activities</li><li>• Promote environmental events</li><li>• Encourage the development of community information networks (e.g. shared Internet links, newsletters)</li></ul> |
| 4. To improve emergency services                 | <ul style="list-style-type: none"><li>• Promote volunteerism for community emergency services (e.g. fire, emergency planning, etc.)</li><li>• Lobby for increased funding for emergency services from local government</li><li>• Identify high wildfire hazard zones and review ways to reduce fire risk</li></ul>  |
| 5. To diversify housing                          | <ul style="list-style-type: none"><li>• Identify areas for affordable housing developments</li><li>• Promote rural living for retirees</li><li>• Promote rural living for younger families</li><li>• Lobby for a flexible zoning bylaw that permits innovative development such as conservation covenants, co-housing and courtyard housing</li></ul>   |

**C. Water and Environmental Conservation: GOAL: Secure, Sustainable Water and Environment for Humans and Wildlife**

STRATEGIES

SUGGESTED ACTIVITIES

- |   |  |
|---|--|
| 1. To educate residents and decision makers                 | <ul style="list-style-type: none"><li>• Research other jurisdictions for information on issues such as:<ul style="list-style-type: none"><li>a) the effect of forestry practices on the water cycle</li><li>b) the use of cisterns, rain barrels, ponds to collect water</li><li>c) recycling</li><li>d) improved reforestation</li><li>e) septic system care</li><li>f) stream and trail stewardship</li></ul></li></ul>  |
| 2. To improve water and environmental services and planning | <ul style="list-style-type: none"><li>• Identify where public water utilities or community water systems can be developed</li><li>• Explore possible extension of CRD water to Otter Point for fire protection</li><li>• Protect all community water sources from contamination</li><li>• Support the boards of the Kemp Lake Waterworks District and the Sheringham Estates Water Users</li><li>• Enhance protection and restoration of fish-bearing streams and all riparian areas</li><li>• Increase the percentage of land to be protected as public green space</li><li>• Lobby the CRD to develop a coordinated plan to deal with environmental disasters (e.g. oil spills)</li><li>• Improve planning and mapping to protect and maintain significant eco-systems, aquifers, watersheds, streams and wilderness conservation areas</li><li>• Include provisions to update mapping</li></ul> |

3. To create and strengthen local bylaws that enhance water and wildlife conservation
  - Enforce bylaws to reduce dumping of wastes and rubbish outside of permitted areas
  - Establish comprehensive storm water management plans/ bylaws to maximize surface and groundwater retention and minimize contamination of storm water
  - Promote the use of appropriate technology such as low flush and composting toilets
  - Promote the adoption of mandatory “green” bylaws for renovations and new construction
  - Educate developers about the benefits of leaving some trees behind as an alternative to “clear cutting” of properties prior to development for housing
  - Lobby the provincial government to strengthen and enforce resource extraction regulations to protect wildlife habitat and wildlife corridors
  - Lobby the CRD, provincial and federal governments for more aggressive acquisition of conservation areas, parks, waterfront parks, beach access and trails (e.g. create a park at Muir Creek)
  
4. To create and strengthen legislation for water and environmental conservation
  - Lobby the provincial government for the Ministry of Environment to integrate water management policies, identify watersheds, protect watersheds, and implement ground water policies to prevent decline of this resource
  - Lobby the provincial government to include the Ministry of Highways in water and environmental conservation planning
  - Support provincial legislation and CRD bylaws that offer an integrated approach to the conservation of wildlife, water, forestry, and the development of community services (e.g. roads, utilities, residential, commercial and recreational services)
  
5. To locate and put in place funding for water and environmental conservation
  - Lobby the CRD and provincial government to fund mapping of ecosystems, wildlife corridors, watersheds and aquifers
  - Lobby for grants to allow property owners to install and use cisterns as a water conservation measure
  - Lobby the CRD and provincial government for more funding for green space acquisition
  - Support more funding for the Juan de Fuca Electoral Area Parks and Recreation Commission to develop, manage and maintain local parks and recreation facilities

***D. Economic Development: GOAL – More Successful Rural Businesses***

STRATEGIES

SUGGESTED ACTIVITIES

- |  |  |
|--|--|
| <p>1. To create zoning that supports rural businesses</p>  | <ul style="list-style-type: none"> <li>• Lobby the CRD to review zoning bylaws and make changes necessary to facilitate small scale home-based businesses, agricultural development, land based aquaculture, and community forestry</li> <li>• Lobby the CRD for zoning changes to permit secondary suites and tourist cabins</li> </ul>   |
| <p>2. To improve infrastructure</p>  | <ul style="list-style-type: none"> <li>• Make a business case to providers of telecommunication services for extending cell phone and high-speed Internet access</li> <li>• Work to identify local alternatives to mainland power such as encouraging environmentally acceptable, sustainable energy production</li> </ul>   |
| <p>3. To create an environmental centre for research and education</p>                             | <ul style="list-style-type: none"> <li>• Promote and protect the natural resources of the region including conservations areas and wilderness areas for recreation and ecotourism</li> <li>• Provide public meeting space</li> <li>• Provide a natural history interpretative centre for students and visitors</li> </ul>  |
| <p>4. To promote marketing and sales opportunities for sustainable agriculture and aquaculture</p> | <ul style="list-style-type: none"> <li>• Promote natural features and rural lifestyle of the area to others</li> <li>• Develop a networking newsletter for local businesses</li> <li>• Develop marketing organisations to promote “buy local,” especially for organic produce</li> <li>• Support covenants to maintain large farming acreages that are outside the ALR</li> <li>• Support the work of the JDF Agricultural Planning Commission</li> <li>• Erect roadside notice boards at entries to Otter Point, Shirley and Jordan River to identify the community and advertise local products and events</li> <li>• Create a farmers’ market</li> <li>• Identify markets for non-timber forest products (e.g. salal, mushrooms, wild fruit and medicinals)</li> <li>• Identify markets for aquaculture products (e.g. seaweed)</li> <li>• Organize studio tours</li> <li>• Provide marketing opportunities for arts and crafts similar to farmers’ market</li> </ul> |

5. To develop community trails and services to enhance eco-tourism
  - Lobby for changes to the OCPs to develop policies that support public parks, trails and green space
  - Improve community's awareness of current JDFEA Parks Plan and CRD Parks Plan
  - Lobby for establishment of planned CRD trail links between Galloping Goose and Juan de Fuca Marine Trail, with access trails to local parks, trails, prime view locations and beach access points in Otter Point, Shirley and Jordan River
  - Improve signage to identify park and public beach access
  - Support amenity bonusing with new developments to acquire trails
  - Develop trails for a range of abilities and uses
  - Include exercise stations along trails
  - Encourage local stewardship for trails and parks
  
6. To develop community services to support tourism
  - Identify public beach access for canoe and kayak launching
  - Support the establishment of a public access boat launch
  - Develop a village centre with services and amenities
  
7. To develop sustainable forestry
  - Apply for community reforestation grants
  - Consider forestland acquisition to create publicly owned community forests as a source for value-added material
  - Investigate ways that property owners could have a tax incentive to keep their land in forest cover
  - Lobby for government support to ensure resource industries operate in a fair and responsible manner and in accordance with existing legislation and regulations
  - Promote "hobby forests" similar to hobby farms
  
8. To seek new industries that have low impact on the environment
  - Identify innovative technology enterprises that could locate in the area
  - Advertise business opportunities in local area
  
9. To allow the community to review development proposals that support rural business
  - Request the CRD to have the JDFEA Economic Development Commission review and comment on development proposals related to rural business

**E. Transportation and Trails: GOAL – Efficient Public Transportation and Trail Systems**

STRATEGIES

SUGGESTED ACTIVITIES

- |  |  |
|--|--|
| <p>1. To develop and improve non-motorized transportation routes</p> | <ul style="list-style-type: none"> <li>• Improve pedestrian and cyclist safety in the communities by such means as paving the shoulders of the highway and main roads</li> <li>• Implement recommendations of CRD Transportation &amp; Health Initiative final report 2007</li> </ul>                                    |
| <p>2. To improve public transit</p>                                  | <ul style="list-style-type: none"> <li>• Immediately extend the bus route along Otter Point Road to Gordon Beach and eventually along West Coast Road to Shirley and Jordan River</li> <li>• Provide two direction bus service in Otter Point</li> <li>• Extend handyDART service to Shirley and Jordan River</li> </ul> |
| <p>3. To improve safety on public highways and roads</p>             | <ul style="list-style-type: none"> <li>• Establish contact with the Provincial Integrated Road Safety Unit to review local concerns (e.g. reducing speed limit from Gordon Beach to Blueberry Flats)</li> <li>• Request more frequent police patrols to enforce speed limits</li> </ul>                                  |

**F. Rural Land Use: GOAL – Sustainable Rural Land Use**

STRATEGIES

SUGGESTED ACTIVITES

- |  |  |
|--|--|
| <p>1. To educate residents and decision makers</p>   | <ul style="list-style-type: none"> <li>• Carry out a public review of the OCPs and zoning bylaws to define “rural land use” in order to guide new development</li> <li>• Provide for public discussion of the role of government legislation in land use planning (e.g. the Agricultural Land Commission Act, the Local Government Act, the Official Community Plans)</li> <li>• Provide for public discussion of planning tools intended to preserve rural areas (e.g. Transfer of Development Rights, large-lot zoning, conservation covenants, tax incentives)</li> </ul> |
| <p>2. To develop a more formal, consistent process that involves community members in land use decisions</p> | <ul style="list-style-type: none"> <li>• See section on Governance</li> </ul>  |

3. To develop consensus on land development to maintain a rural environment
  - Promote negotiations among developers, community and government to achieve balance between rural environment and rural living
  - Use “smart growth” planning principles such as creating small residential areas with large surrounding green space
  - Change bylaws to permit/define appropriate density for different zones
  - Encourage area residents to participate in the review of the Regional Growth Strategy, Official Community Plans, zoning bylaws, parks plans and other planning tools
  - Create lot sizes that fit with the topography, natural features and views corridors of an area
  - Map the area west of Sooke to identify significant eco-systems
4. To foster and develop local food sources
  - See sections on Economic Development, Governance and Social Development
5. To foster and develop forestry
  - See sections on Economic Development and Governance

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Strategic Vision Advisory Committee Members – support and advice  
OPSRRA – support and accounting services  
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