

June 24, 2008

For Immediate Release:

**DISTRICT OF SQUAMISH SEEKS COMMUNITY'S IDEAS  
FOR OCEANFRONT PENINSULA**

SQUAMISH, B.C. – The District of Squamish is asking the community to help develop a sustainable land use plan for the Oceanfront Peninsula land that will benefit all residents.

"The Oceanfront Peninsula is a very unique and special property, and one of our community's true treasures," said Ian Sutherland, Mayor of Squamish. "The oceanfront presents an opportunity to create a showcase for sustainable land use that supports and enhances Squamish socially, environmentally and financially."

The District's new planning process, called "Create the Oceanfront: Planning our Community Together", begins with a launch event at Pavilion Park (next to the Farmers' Market, across from Stan Clarke Park) on Saturday, June 28 from noon to 4 p.m. All Squamish residents are invited to stop by to learn about the process and share their ideas.

The end result of this process will be a "Sub-Area Plan" for the Oceanfront Peninsula; this is a guiding policy document to direct and shape land use, building design, parks and open space, transportation and infrastructure. This Sub-Area Plan will be submitted to Council in the Spring of 2009.

"Many residents have already contributed their thoughts on the oceanfront in related planning processes over the last four years and we are very grateful for that. It's now time to review that work—which received broad public support—and evolve it into a new plan. The new plan will incorporate ideas from new participants, and will reflect recent changes in Squamish including highway improvements, shifts in our employer pool, downtown development and, more globally, climate change," said Sutherland.

Some of the ideas supported previously include increased public waterfront access; green spaces for recreation, relaxation, and family gatherings; cycling and walking trails; transit access; quality job opportunities and a diverse range of housing opportunities.

The District is inviting all residents of Squamish to share their views on these and other new ideas in the coming months by:

- participating in the June 28 launch event and other upcoming events;

- visiting [www.createtheoceanfront.ca](http://www.createtheoceanfront.ca);
- calling (1-604-688-9769 x123);
- emailing: [info@createtheoceanfront.ca](mailto:info@createtheoceanfront.ca) or [planning@squamish.ca](mailto:planning@squamish.ca)
- visiting City Hall; or
- joining the Facebook group "District of Squamish: Create the Oceanfront"

"Create the Oceanfront" will be led by the District of Squamish, with the support of the three current oceanfront landowners: the Squamish Oceanfront Development Corporation, Westmana Development Corporation and BCR Properties.

The planning process will be managed and facilitated by HB Lanarc ([www.hblanarc.ca](http://www.hblanarc.ca)), a planning and consulting firm who provide excellence and innovation in creative and responsive project development and management; in public engagement; and in plan development to create healthier, more vibrant, and increasingly sustainable communities.

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