

## **A3 - Doing Things Differently In Small Towns & Rural Communities**

**Presentation title:** Sustainable Planning Techniques for Rural Communities in Transition

**Presenters:**

Felice Mazzoni - Mazzoni & Associates Planning/District of Ucluelet

Jason Niles - Mazzoni & Associates Planning/District of Ucluelet

**Speaker Abstract**

The presentation would include planning methods and implementation techniques within the context of 'rural' sustainability. Loaded with visual examples of density-busing, alternative design standards, comprehensive development, streetscape and design, affordable housing techniques and carbon neutral energy solutions for rural communities. The presentation will focus on examples of maintaining rural character and 'sense of place' under increasing tourism development pressure (communities in transition). The presentation is unique in the fact that both presenting planners have implemented all examples, making the presentation tangible, authentic and action-based. Planning examples used shall be presented in a very 'transferable manner' so audience members from other small communities (and large) can easily identify and relate to the visuals, allowing them to effectively translate the information and principles back to their own communities. This 'knock your socks off' presentation will include large, clear, well defined pictures without any 'tiny words or graphs which no one can read from the back row'.

Thanks.

**Speaker Biography**

Felice Mazzoni, MCIP Felice is a Council Member of the Planning Institute of British Columbia and has acquired thirteen years of regional and municipal planning experience. Felice is currently working for the District of Ucluelet as the Director of Planning and Deputy Approving Officer and also owns his own private planning firm, "Mazzoni & Associates Planning" which is involved in creating and implementing sustainable planning projects in British Columbia, most recently in Golden and Sooke. He is a guest lecturer at Malaspina University College and is actively promoting sustainable planning approaches across Canada as a guest speaker. Felice's award-winning sustainable planning initiatives have been locally, nationally and internationally recognized by the Union of British Columbia Municipalities, the Community Energy Association of British Columbia, the Federation of Canadian Municipalities and the International Awards for Liveable Communities (Hangzhou, China). Felice recently received the 2007 "Planner of the Year" honour from the Planning Institute of British Columbia.

Jason Niles, BES, MSLS Planner Jason is an urban planner with a passion towards innovation within local government. He has five years of community planning experience in the areas of community engagement, capacity building and strategic sustainable development. Recent project work has included implementing a municipal-based perpetual affordable housing program, measuring corporate and community-wide greenhouse gas emissions, and managing an integrative-design charrette process for Ucluelet's downtown. He holds a Bachelors degree in Urban Planning (Waterloo '03) and a Masters degree in Strategic Leadership for Sustainability (BTH- Sweden, '06).

**Presentation # 2 title:** Communities in Transition: Planning Experiences and Strategies for Small Towns in British Columbia

**Presenter:**

Jane Mastin - TRUE Consulting Group

**Abstract**

Background: In 2008 TRUE Consulting Group prepared new Official Community Plans for two comparatively sized municipalities. Sicamous, with a 2006 population of 2700 persons, is an amenity town with a growing seasonal recreation market. Lillooet, with a 2006 population of 2300, is a resource town that is experiencing a declining work force and a dwindling resident population. On the surface these are two very different communities, however, there was remarkable similarity in the issues that

were raised through the planning process and ultimately the implementation strategies and planning tools used to address respective community challenges. Thesis: Planning for small BC communities requires creative application of planning tools and strategies to ensure that these areas continue as attractive communities offering a high quality of life for future residents. These small communities are recognized as fragile systems and whether they are facing an economic downturn or responding to a burgeoning amenity area market, they benefit from planning that addresses topics such as:

- Growth Management Boundaries • Agricultural Area Planning • Town Centre Guidelines
- Affordable Housing • Environmental Management • Servicing Infrastructure

**Management Content:** This presentation can provide a comprehensive comparative analysis of the social and economic trends in Sicamous and Lillooet based on the background work undertaken for the respective Official Community Plans. Once the community context is established, discussion will outline how similar planning tools are recommended to address future challenges in areas of both growth and decline.

### **Speaker Biography**

Jane Mastin, B.A. M.A., Dip. Urban Land Economics, M.C.I.P., is a Professional Planner with over 25 years experience in both the public and private sectors. Her interest and experience has been obtained throughout Canada, with a particular focus on the interior of British Columbia. Her responsibilities have included project management, community planning, comprehensive development planning, social planning, facilitation and mediation.