

Salmon Centre of Excellence

Concept Proposal

Refresh & Inspire

3.5 Acre Waterfront Task Force

July 25th, 2017

Dr. Jim Powell

BC Centre for Aquatic Health Sciences Society



Who are BC CAHS?

- Non-profit society
- Fee for services model - \$1.5m p.a.
- Research & diagnostics laboratory
- Fisheries & aquaculture
- In operation for 12+ years in CR
- Employs local HQP
 - 12 FTE + two seasonal PT
 - 4 PhD, 2 MSc, 4 BSc, 1 BFA
 - Two NIC/UVIC students
 - One Carihi intern



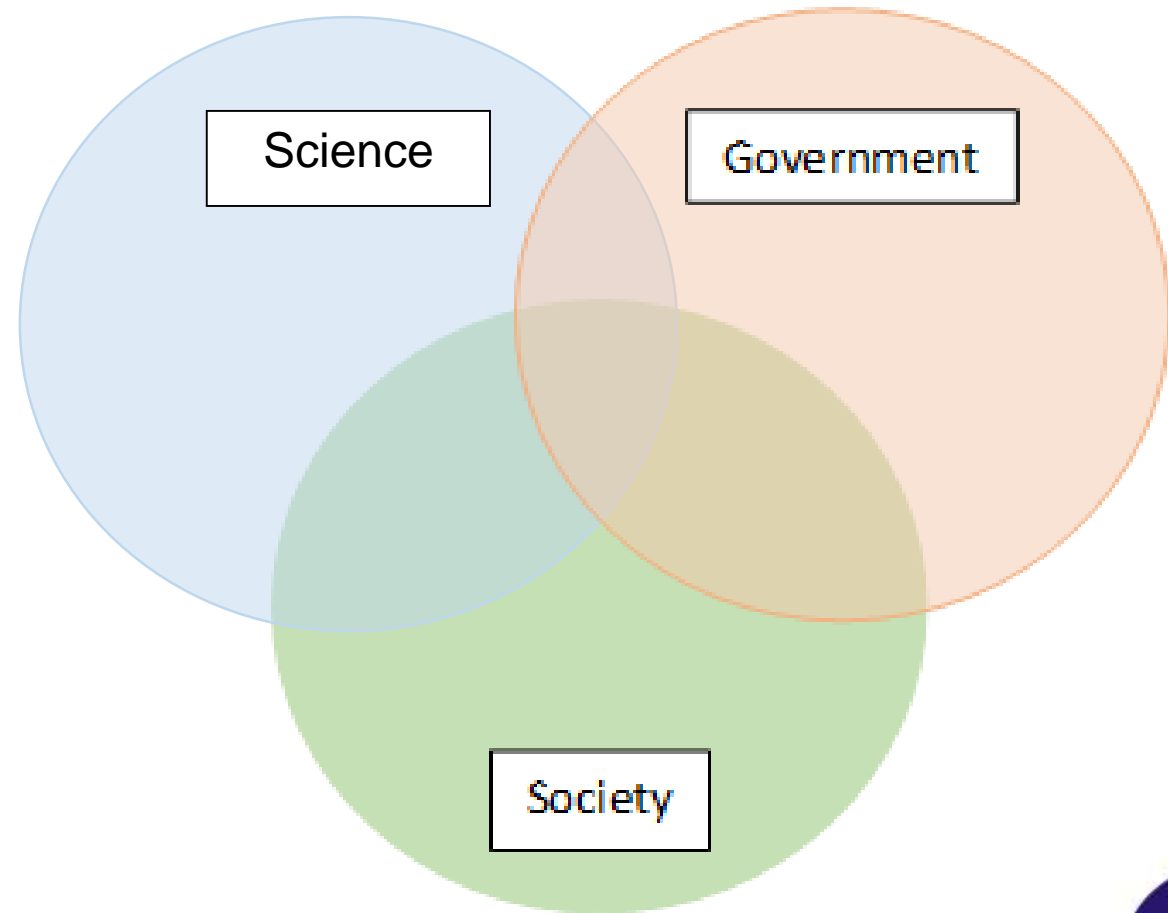
The Need

- Our current facility is 5000 sq ft. We have the ability to double.
- We can help other groups grow in a sustainable fashion.
- As citizens of the 'Salmon Capital of the World', we are able to help:
 - Salmon enhancement groups,
 - Address socially relevant concerns in the community,
 - Increase the knowledge base of salmon biology – locally & globally,
 - Create local employment & research opportunities through science-based development.



Salmon Centre of Excellence

- Hub for 3 groups
- Address common needs
- Improve salmon research capacity



We Want More of This:



The Need: Salmon are Essential

- Economic
 - Indigenous Peoples
 - Recreational & Commercial fisheries
 - Aquaculture industry
- Research
 - Education
 - Training
 - Employment
- Society
 - Environmental responsibility/stewardship
 - Distinct desire to know growth is sustainable



Key Components:

- Research & discovery
- Educational opportunity
- Foster sustainable economic growth & social responsibility



Waterfront Building

- Connection to the ocean, parkways, marina, public greenspaces
- Potentially three floors
- Public spaces
- Laboratory
- Conference center
- SCE = Anchor tenant & focal point
- Publically owned building



*Rix Centre for Ocean Discovery
Bamfield Marine Sciences Centre*

How the SCE Fits In

- Economic driver & revenue to the community
- Anchor tenant for waterfront development
- Partner with other salmon-based interests
- Promote community values & needs common to Riverites



How the SCE Fits In



- Homegrown enterprise
- Provide 'Going Concern' stability
- Sustainable development in fisheries & aquaculture
- Provide HQP jobs
- Educational opportunities
- Foster accessible research

Ground Floor - Aquarium

- The success of the Discovery Passage Sealife Society is clear
- Educate & inform
- Entertain & draw people
- Fits with public desire



Ground Floor – Visitors Centre

- Important to be in or near core
 - 500m from current location
- Anchor tenant
- Must be a showcase & gateway to CR Tourism



Inspiration – Visitors Centre



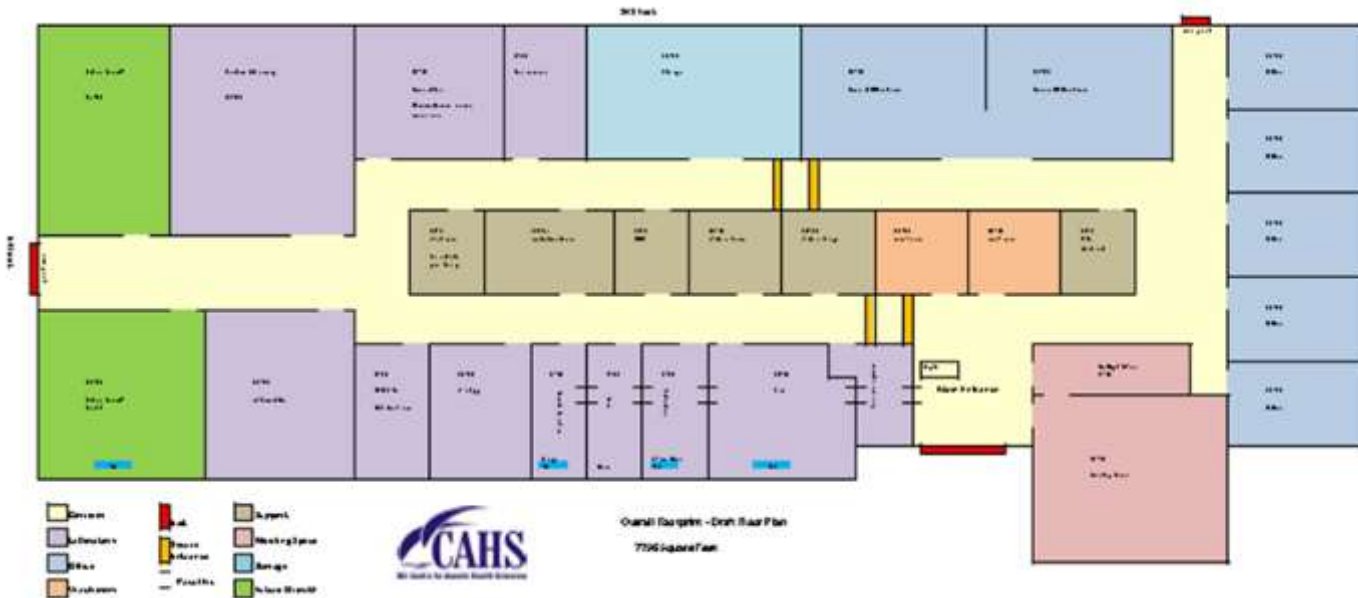
- Williams Lake
- Population 10,000
- Captured theme of Timber Kings
- Built on their strength
- *Can we do that with salmon, sea and mountains?*

Ground Floor – Deli/Coffee Shop

- Independent revenue tenant
- Destination for visitors
- Showcase for CR seafood
- Builds on 'Salmon' theme
- Creates 'critical mass' of attraction through retail
- Steveston – Granville Island

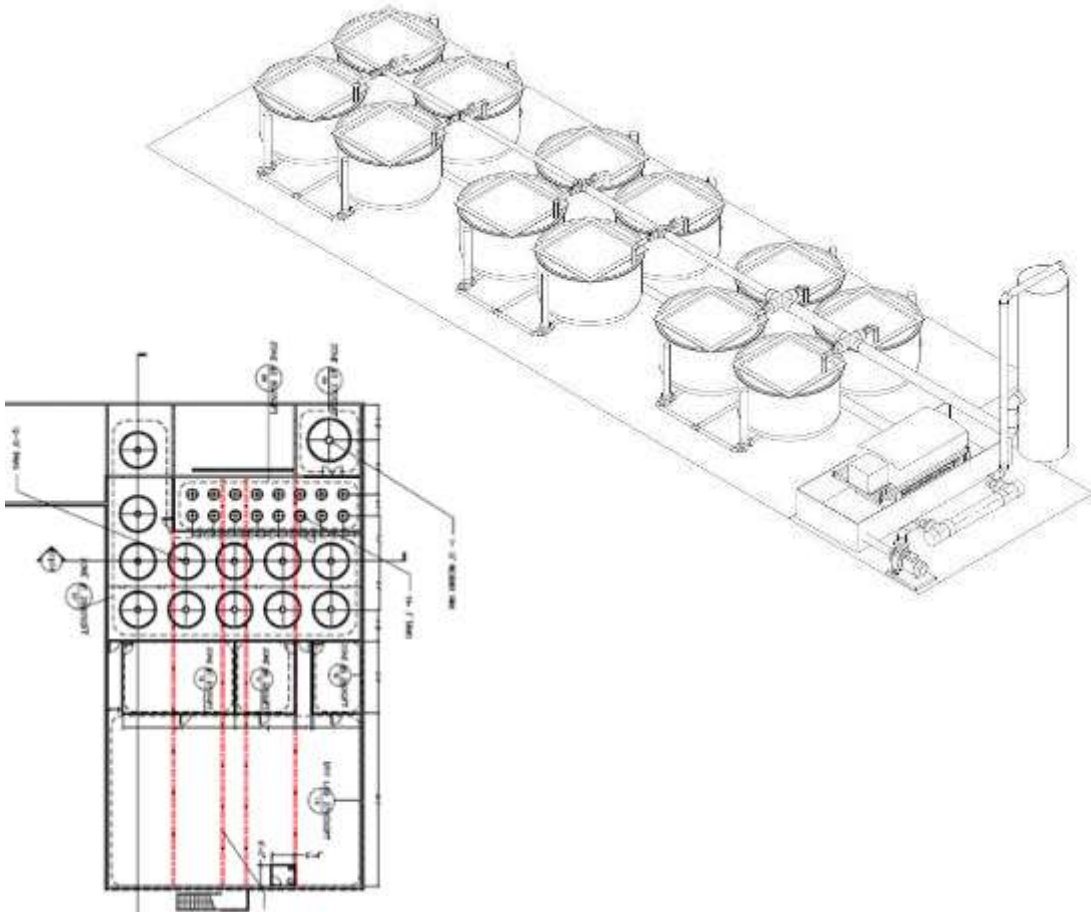


Second Floor - SCE



- 10,000 sq ft
- Research & diagnostics capacity
- Meeting rooms & administration
- Learning & teaching capacity
- No smell, no clutter
- Public access

Wet Lab: Off Site or Adjacent



- Research
 - Advance fish culture practices
 - Investigate key issues
 - Wild – Farmed interactions
- Best Practices
 - Sustainability
 - Address animal welfare
- Challenge Models
 - Demonstrate effective mitigation strategies
 - Develop new methods

Top Floor – White Table Cloth



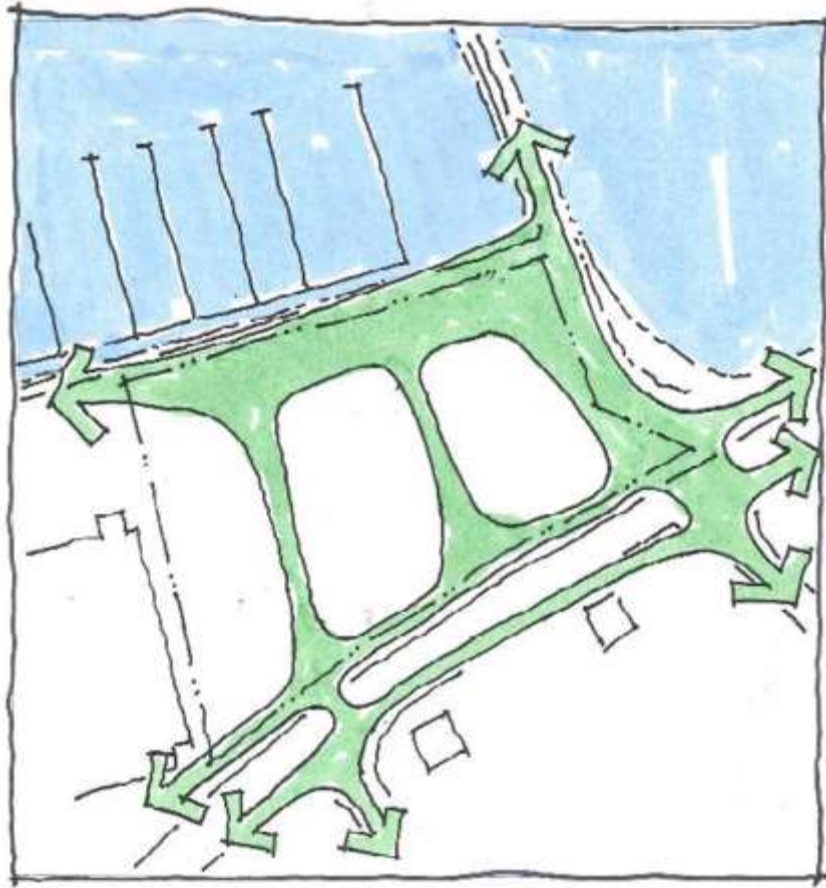
- Fine dining
- Overlooks marina, ferries, breakwater
- Views to Quadra
- Destination restaurant
- Requested by hoteliers

Conferences/Performing Arts

- Shaw Auditorium Nanaimo
- Multi-purpose
 - Conferences
 - Lectures
 - Arts performances
 - City Council, Regional District & First Nations Chambers
- 220 capacity
- Connects to CR Tech upgrades
- Fully accessible



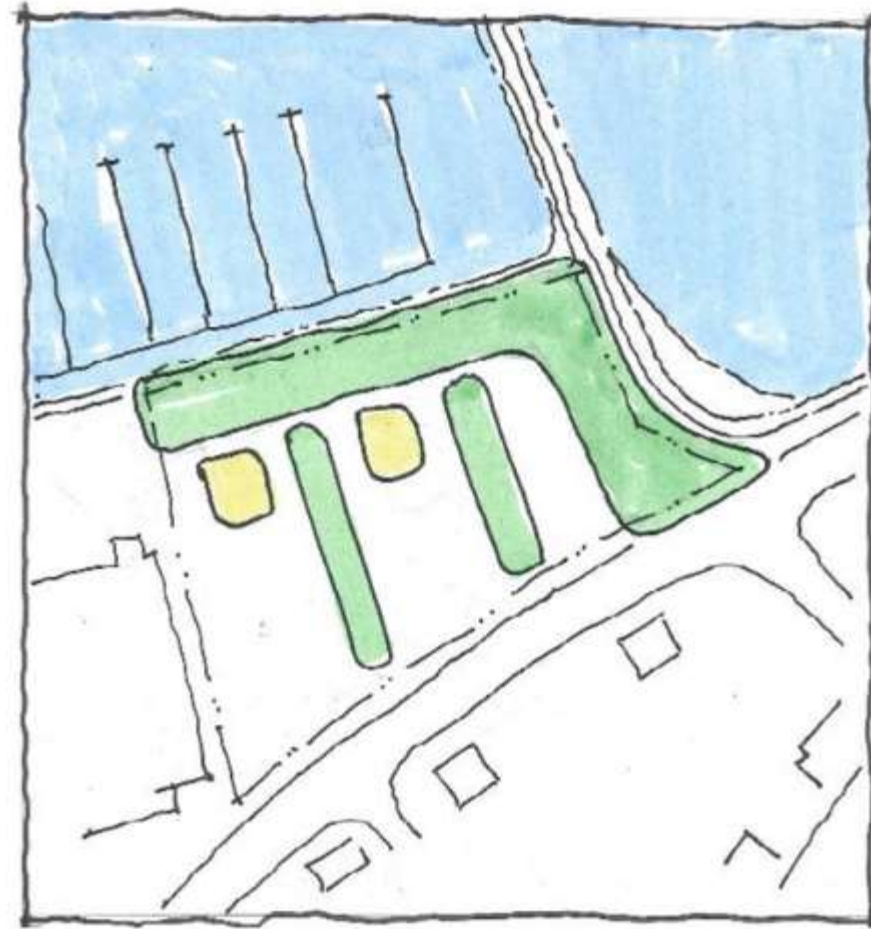
Outside - Walkways



- Connect with City plans
- Access to the breakwater, beach & Marina are intact
- Easy access for Berwick residents for an outing
- Ensures lighting & activity for safety

Outside - Greenspace

- Charrette recognized need for greenspace & walkways
- These are preserved for use
- By going up, not out, we minimize the footprint



Outside Gathering Area – Public Art



- Vision includes having displays of public art
- Can be focal point of greenspace
- Permanent or temporary
- Others to have input

Photo credit Katherine Bickford

Parking

- City land is across the street
- Ample truck & trailer parking for marina
- Some short-term parking at the building



Funding Model

- We have interests & commitments from:
 - Provincial
 - Federal
 - Industrial partners
 - Community
- We also have cash
- Bringing a going concern to the project



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- We also have cash
- Bringing a going concern to the project
- Publically built & owned
 - Remains in the public domain
 - Generates revenue from lease/rent
 - Consistent with existing public business plan
 - Ensures construction quality





- The 3.5 acre waterfront has been called the jewel of Campbell River.
- Thank you for allowing us to share our vision for it.