



Reinventing Squamish: Fraser Basin Council Presents New Plan to Revitalize the Downtown Waterfront

April 7, 2004 – Squamish, B.C. – With the magnificent views of Squamish providing a stunning backdrop, District of Squamish Mayor Ian Sutherland was presented with a groundbreaking sustainability-centred Concept Plan for the Squamish downtown waterfront by Fraser Basin Council Director Hugh O'Reilly.

Using sustainability principles to stimulate creative ideas for Squamish's downtown waterfront, the Fraser Basin Council, in partnership with the District of Squamish and with the assistance of the UBC Sustainable Communities Program, has been helping the community build a bright future for this town in transition.

In recent years, the community of 15,000 along the Sea-to-Sky Corridor has undergone rapid change as traditional industries suffered economic downturns while new opportunities, such as the 2010 Winter Olympics, have come to the fore. Now, the community is reinventing itself with a distinctive "working waterfront" Concept Plan that includes marinas, ocean walkways, seaside residences, parks, a public market, restaurants, and a distinctive arts and culture centre, in addition to traditional industrial uses and a deep sea port.

"Effective partnerships between both the provincial and municipal levels of government will help realize this new vision for the Squamish waterfront," said Mayor Sutherland. "The 2010 Olympics are already acting as a catalyst for rapid growth in our community and we are going to pursue high quality development in order to do this right. Our deep-sea port capabilities and close proximity to Vancouver will position Squamish as a strategic and vital hub during and after the 2010 Olympics."

Fraser Basin Council Director Hugh O'Reilly stated that his organization is excited to have worked with the community on this waterfront initiative. "I am delighted that the Fraser Basin Council was able to contribute to the long-term sustainability of Squamish through its Strengthening Communities initiative. The goodwill and practical outcomes resulting from this project show how win-win solutions can arise from shared learning, respectful dialogue and collaboration around common interests."

Mayor Sutherland said, "It's critical that we think big. We have listened carefully to the advice of other communities around the world who have done waterfront development, have learned from their experiences, and now have the opportunity to adapt them to Squamish. The consensus-building approach employed in developing a waterfront plan of this magnitude will ensure it gets implemented in a way that is consistent with the vision of residents, and will benefit the entire community."

Financial support for developing the Concept Plan was provided by the Fraser Basin Council's Strengthening Communities Program, BC Hydro, the District of Squamish, Western Economic Diversification, Community Futures Development Corporation of Howe Sound and the Ministry of Community, Aboriginal and Women's Services.

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