

Trudy Coates

From: Frank Limshue
Sent: October-23-17 4:17 PM
To: Trudy Coates
Subject: FW: Re-zoning of the CruisePlus Property - Caillet Road

Importance: High

From: Andrew - SEM Essentials [mailto:andrew.hawkins@shaw.ca]
Sent: October-23-17 2:48 PM
To: Frank Limshue
Subject: Re-zoning of the CruisePlus Property - Caillet Road
Importance: High

Mr. Limshue.

I just wanted to take a moment to drop you a line indicating my full support of the re-zoning of the CruisePlus property located on Caillet Road in Lantzville. Full disclosure, I am employed by CruisePlus as their Digital Marketing Specialist and am currently located in the offices above the Sow's Ear Clinic and the pharmacy.

I have spoken before in front of council indicating my support of the build (at the last hearing) but unfortunately, can not attend this evening's meeting due to illness.

It is my belief, whether it be the property under review now, or any other property that wishes to develop medium density, affordable housing, that such initiatives are good for the community, will present more opportunity for local business to open and thrive (due to an increase in consumers) and will help increase the tax base that could help to fund further improvements to the downtown core such as those covered in the latest OCP. Only through carefully planned and implemented development can we hope to improve the town and create a long lasting and thriving business and residential community. The saying "if you build it, they will come" certainly applies here as it's been proven through studies and implementation that by increasing a town's core population, new business are soon to follow to the success of all.

Unfortunately, we can't rely on tourism alone to support our community as there really isn't enough to sustain a tourism component outside of the 3 or 4 months per year when people flock to the island. As it stands now, other than the wonderful beaches that we have (and even then, there really isn't ample parking and access for those beaches without being disruptive to local residents), there really isn't enough to draw the tourist dollars that could see our community thrive year round. By increasing our downtown population and increasing our downtown business, we may find in the future that Lantzville becomes more of a destination rather than just a nice drive away from the Island Highway.

I suppose the big question here is "do we want to be progressive, successful and thrive as a community or would we rather remain stagnant relying solely on an aging population to support a community that is already at risk of losing more business to Nanaimo?". Easy answer for me.

Thank you for your time and if you have any questions, please don't hesitate to contact me directly.

Regards,

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