

8.2. Strengthen and Diversify the Local Economy

Objectives:

- To support the growth and diversification of the local economy.
- To continue Smithers' tradition of being home to many services to the resource industry, entrepreneurs, and employees.
- To recognize the outstanding natural, cultural, and built amenities which not only impact the high quality of lives enjoyed by current residents and visitors, but also attracts new residents to Smithers.

Policies:

1. Create a Community Economic Development Plan that includes engagement with business owners and the broader community. Collaborate with all stakeholders, including the Chamber of Commerce and Tourism Smithers on this and other economic development initiatives.
2. Review Town bylaws and procedures to ensure a streamlined approval process, open and responsive governance, efficient use of taxation resources, and delivery of services.
3. Support and strengthen tourism initiatives throughout the Town. Tourism opportunities may include exploring Indigenous lead tourism with the Witsuwit'en Nation.
4. Where development proposals are expected to create new jobs, support the construction of employee housing as an auxiliary use.
5. Consult with the local business community, including organizations such as the Chamber of Commerce and Tourism Smithers for feedback on Town plans and policies related to economic development.
6. Identify ways that the Town can best assist with business retention, expansion, and attraction.
7. Support the retention and recruitment of a qualified labour pool by supporting access to appropriate and affordable housing and other necessary support services such as child and senior/elder care.
8. Support auxiliary residential development on lands designed as commercial and light/medium industrial.
9. Encourage home-based business being that it is owner occupied only with the exception of childcare providers and arts/music home-based businesses.
10. Develop 5-year action plan to grow the commercial and industrial tax base that may include revitalization tax exemption programs, streamlining of approval processes, alternative frontage improvements and targeted marketing campaigns.

16.3.6.6 Signage

Regulation of sign size and type is necessary to set upper limits on business sign competition and to prevent an escalation in sign size, animation, and flash at the expense of pedestrian scale, architectural character and streetscape.

Guidelines include:

- **Branding.** New developments should be creative in incorporating the intent of these guidelines into corporate logos, brands and identities as expressed in the design and materials of signage.
- **Scale and Presence.** Commercial buildings should provide signage that identifies the business and is appropriately scaled. When new signage is applied to an existing building, it should provide the appearance that the signage was part of the original building design. Signage should be in proportion to the look of the entire building.



16.3.6.7 Lighting

Lighting has a powerful effect on the overall ambience, safety and security of a building.

Guidelines include:

- **Location.** Directed lighting should be provided on the face of commercial buildings and at main entries to multi-unit buildings.
- **Safety.** Paths and entry areas should be sufficiently lit to ensure pedestrian comfort and security.
- **Illumination levels.** Illumination levels should be appropriate for the function it serves while at the same time preventing light pollution. Encouraged lighting examples include downcast gooseneck lights, pot lighting, LED lighting of storefront