

**EXPLOITS RIVER DEVELOPMENT STRATEGY
EXECUTIVE SUMMARY**
TOWN OF BISHOP'S FALLS

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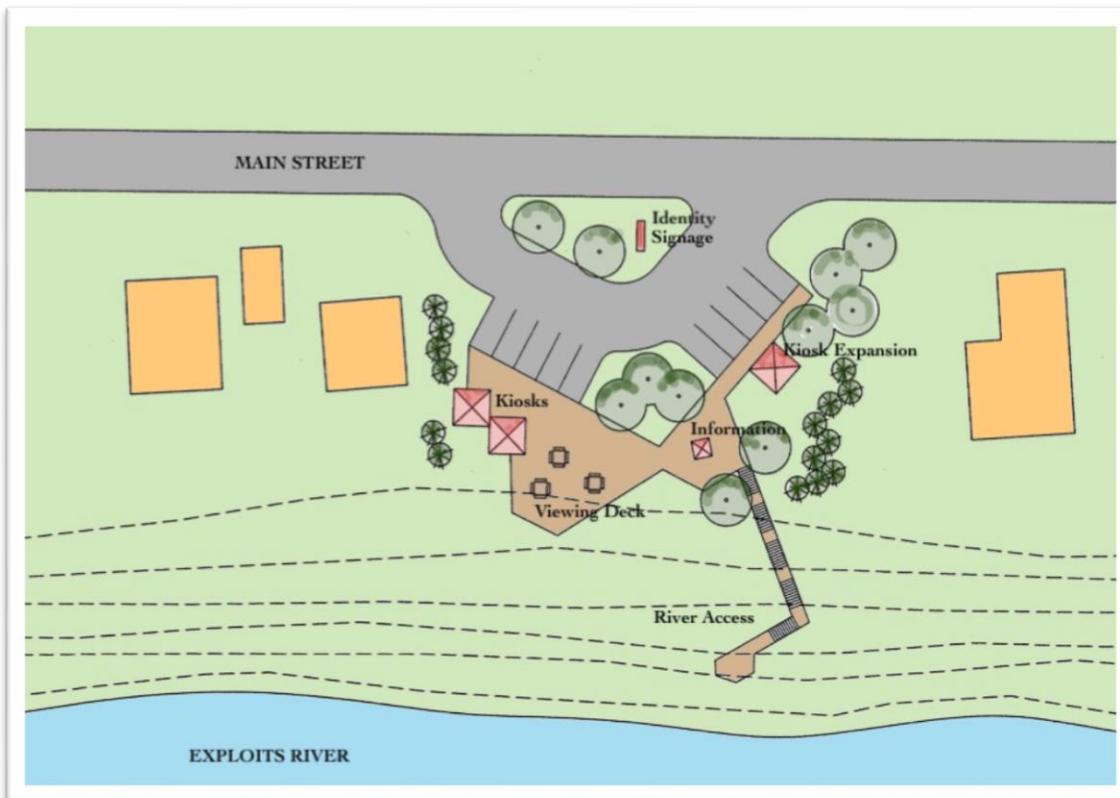
EXPLOITS RIVER DEVELOPMENT STRATEGY EXECUTIVE SUMMARY

Today, the Exploits River is becoming recognized as one of the world's largest salmon runs and most successful salmon enhancement projects in North America. The run is self-sustaining at approximately 40,000 fish, making it the second largest in North America, after the Miramichi River in New-Brunswick. The Exploits River has tremendous potential in its ability to become one of Canada's premiere salmon-angling destinations. One of the primary goals of the Exploits River Development Strategy is to increase the number non-resident salmon anglers on the Exploits River near Bishop's Falls by providing appropriate infrastructure and programming that will meet the needs and expectations of tourists and residents alike.

Tract has designed four development projects with the aim of meeting these needs and expectations:

1. Main Street Viewing Area
2. Fallsview Park
3. Trestle Bridge Interpretation and Park
4. Heritage Centre (Museum and Riverfront Park)

Main Street Viewing Area Concept



Fallsview Park Concept



Trestle Bridge Interpretation Park Concept

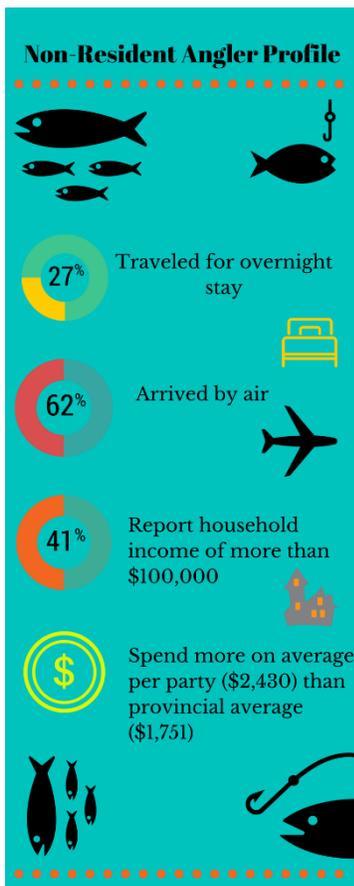


Heritage Centre (Museum and Riverfront Park) Concept



These four developments will provide the Town of Bishop's Falls with the ability to capitalize on the non-resident salmon-angler market by enhancing the sport salmon fishing experience on the Exploits River.

NON-RESIDENT ANGLER SNAPSHOT



Research findings on the non-resident angler show that there is strong lucrative potential in the non-resident recreational angling market. First, however, investments in appropriate infrastructure must be a priority.

To arrive at the four proposed development projects, the Tract team has identified evident gaps and hurdles inhibiting the Exploits from meeting its potential as a premiere fishing destination. Most prominently, the Tract team found major gaps in tourism infrastructure and the provision of services in Bishop's Falls (for more details on identified gaps, see Chapter 1: Current Angling Market Needs, page 4 of the Report). Some of these gaps include the lack of higher-end accommodations and dining options; the unavailability and inaccessibility to untrained guides; the lack of a central point of contact for prospective visitors to locate guides; and minimal licensing requirements for professional guides. The proposed development projects have been designed with two key priorities for overcoming these gaps:

1. Enhance the key river access points
2. Strategically enhance angling infrastructure

To ensure the feasibility of the four projects, Tract has developed an Implementation Plan that will build on each success incrementally over the course of eight years. The developments will benefit the Town in

many ways, with a key focus on positioning Bishop’s Falls for the non-resident angler to facilitate easy access to the Exploits River. Additionally, the proposed developments build on social and economic capital, cultural expression, education, public health, green infrastructure, recreation, place attachment, and urban form. For more details on the Exploits River Development Strategy Implementation Plan, see Chapter 8: Implementation Plan, page 62 of the Report.

IMPLEMENTATION PLAN OVERVIEW

Phase 1

Phase 1 includes five steps and will occur in the immediate term (2015 – 2016):

- The construction of Station Road Slipway and Parking Lot (**\$ 100,000.00**)
- The Fallsview Park Boat Launch (**\$ 75,000.00**)
- Trestle Bridge Interpretation Park (**\$ 710, 325.00**)
- Main Street Viewing Area (**\$ 359,775.00**)
- Gateway and Directional Signage (**\$ 181, 500.00**)

Step 1: The first Step in Phase 1 is to construct a slipway and parking lot that will provide upriver access for anglers. The slipway and parking lot will also allow the Town to confirm how much user-traffic the site generates and the Town can subsequently assess its popularity with salmon anglers.

Step 2: The construction of the Fallsview Park Boat Launch will enhance access to the Exploits River *below* the dam, which presents the best fishing opportunities on the River.

Steps 3 and 4: Detailed design of the Main Street Viewing Area and Trestle Bridge Interpretation Park will begin in **Step 3**, followed by tender and construction in **Step 4**.

Main Street Viewing Area will provide enhanced angler access to premiere fishing pools. It is a unique urban space that introduced visitors to Bishop’s Falls, while providing a family-friendly environment with a connection to the Exploits River.

Trestle Bridge Interpretation Park will provide an alternative boat access for anglers. It has several key assets: views to the Trestle Bridge, improved bridge access, on-site interpretation, and pedestrian links to the community trail system, the T’Railway, Faulkner Recreation Complex, and Helen Tulk Public School.

Step 5: The fifth Step involves the detailed design and installation of Gateway and Direction Signage. This signage will inform and guide visitors to key sights and will enhance interpretation and wayfinding throughout the Town.

An environmental assessment of possible soil contaminants will follow the construction of the Station Road slipway and parking lot. Environmental and soil remediation may be necessary. Following this assessment, a market demand and valuation study may be undertaken as a long-term goal for the

Heritage Museum and Riverfront Park sites. The market demand and land valuation study is costed at approximately \$ 100,000.00.

Phase 2

Phase 2 involves the detailed design and development of Fallsview Park, the Town's premiere open space. The Park will offer access and views to the River and shared community green space. The Park will be a key site for boat access to the River, and will also accommodate RVs as well as community events of varied scales. Fallsview Park provides open views and quiet places to sit and relax, contributing to a safe and peaceful atmosphere that is welcoming to all visitors. The Park will also provide a much needed downstream marina for anglers.

The Fallsview Park project is one of the more comprehensive developments for the Town. It will be a medium-term project, taking place between 2017 and 2021. The development is costed at approximately **\$ 3,214,481.00**. This does not include the Boat Launch, as this will be accounted for in Phase 1. Fallsview Park is divided into two Construction Packages (CP1 and CP2), which will occur in 2017 – 2018 and 2018 – 2019, respectively.

Phase 3

Phase 3 involves the detailed design and development of the Heritage Centre (Museum and Riverfront Park). The Heritage Centre development will weave together key historical aspects of Bishop's Falls, including the exploration and interpretation of the railway, the pulp and paper mill, and angling on the Exploits River. Diverse angler-themed park amenities, services, and programs will accommodate the needs and interests of visitors as well as the entire community. The Park's riverfront Marina will also serve as one of the community's most vibrant open spaces.

The Heritage Centre (Museum and Riverfront Park) is envisioned as a longer-term goal for the Town, taking place in the years 2022 – 2023. The cost is the Heritage Centre development is approximately **\$ 3,210,069.00**.