

Commercial Recreation Opportunities

Commercial recreation opportunities exist within Francis Point Park but will need to be conducted carefully to minimize potential impacts upon the natural values. Commercial operations can provide a diversity of opportunities and enhanced experiences for park visitors. This is particularly relevant for inexperienced visitors.

Commercial Activities

Objectives	Strategies
<ul style="list-style-type: none"> To allow for commercial recreation opportunities that enhance the recreational experience for Park visitors while minimising environmental and social impacts. 	<ul style="list-style-type: none"> Review potential new commercial recreation activities in the Park and consider approval for those proposals that meet the objectives and vision of the Park and of this plan, are considered low impact through the British Columbia Parks Division Impact Assessment process, and maintain the atmosphere of the Park.
	<ul style="list-style-type: none"> Ensure any approved commercial activities are authorized through a Park Use Permit and conform to the activity matrix shown in Table 4.
	<ul style="list-style-type: none"> If the number of commercial operators or the level of commercial activity are found to be impacting the natural values of the Park, BC Parks will evaluate and implement as necessary limits upon commercial activity. This may include exclusive Park use permit opportunities.
	<ul style="list-style-type: none"> Commercial filming activity will be prohibited within this park due to the limitation on organized group activities and the sensitivity of the soils and vegetation to impacts from sustained activity.

Management Services

Park Office and Service Yard

The park administrative office and service yard will be located at the Sechelt Field Office of the Garibaldi/Sunshine Coast District in Porpoise Bay Provincial Park.

Site and Facility Design Standards

All sites and facilities developed for public use will meet the design standards of the British Columbia Parks Division. Factors to be considered include visual aesthetics, safety, durability and operational efficiency.

Safety and Health

Every normal precaution will be taken to ensure the safety and health of visitors to the park. In the event of hazardous conditions or emergencies, appropriate strategies will be taken as defined in the Emergency Procedures Manual for the Park.

Volunteer Stewardship and Partnerships

The communities and residents of the Sunshine Coast have strongly supported the protected areas and would like to continue to be involved in their management. BC Parks in cooperation with TNT and NCC will work actively with the communities to foster support for the protected areas, to co-ordinate or assist with volunteer projects, to develop fund raising opportunities, and to encourage other opportunities for volunteer stewardship and partnerships.

Visitor Information

Introduction

This is a new Park with a conservation focus intended for low-key day use activities. During the first summer of operation (2001), between 200 and 240 people visited the Park during the month of August. Until trails are developed and an adequate parking area established, limited information will be made available to help control increases in the numbers of visitors to the protected area.

Interpretive Themes

Francis Point Park and Ecological Reserve is adjacent to a semi-urban area in Pender Harbour on the Sunshine Coast. This protected area is thus readily accessible to local and seasonal residents and to the many tourists that frequent the Egmont/Pender Harbour area of the Sunshine Coast. Information about the Park should focus on the Park's natural values, on education about how to conduct oneself in the Park and on an appreciation for the protected area's sensitivity to disturbance from human use.

The key themes include information about the uniqueness of the Park in terms of:

- Natural conservation values (rare-listed and sensitive plants and plant communities), and
- Example of a relatively undisturbed forested coastal site.

Management Messages

Management messages will focus on Francis Point Park and Ecological Reserve's role in conserving a relatively undisturbed forested coastal site representative of the Very Dry Maritime subzone of the Coastal Western Hemlock biogeoclimatic zone. These messages must emphasize the importance of low impact recreational activities that do not disturb the sensitive vegetation communities. Information should:

- Clearly identify what activities can take place within the Park;
- Identify the length and types of trails; and
- Make reference to the limited facilities available onsite and to prepare to visit the site accordingly.

Park Promotion

The goal of the information program should be to inform the public on the uniqueness of the Park without promoting use. From the experience during the first year that the Francis Point Park and Ecological Reserve were acquired, there will be increasing numbers of visitors even without promotion about the Park through BC Parks information sources including the web site, maps and Park brochures. To initiate the process of getting the key management messages to visitors that come to the Park from word of mouth, it is suggested that a brochure be prepared and delivered to the community and commercial interests (e.g. bed and breakfasts and tourist lodges). This brochure could be prepared with the support of a local community group.

Signage

- Signage will be placed along Francis Peninsula Road to direct the public to the Park's primary access point and parking lot.
- Signage from Highway 101 directing the public to the Park will not be installed until trail improvements, parking lot and other in-park facilities are in place.
- Signage at the trailhead at the parking lot will provide information on the Park and how to use it appropriately.
- Signage within the Park will be limited to necessary regulatory and interpretive signs to protect the natural experience of the Park.

Plan Implementation

This section will be completed after further feedback from the public meeting of November 19, 2001.

High Priority Strategies

Task or Project Strategies

Monitoring Strategies