

Table 1: Canadian Typology of Rural Amenities

Type of amenity	Categories	Examples	Canadian examples	Amenity value - value derived from benefit or satisfaction from the amenity	Role in amenity based rural development
<p>Natural amenities</p>	<p>Climate and air quality</p>	<p>Temperature (temperate, coastal, northern, arid) and seasons (spring, summer, fall, winter), clean air & skies, northern lights</p>	<p>Popular amenity migrant locations such as the Okanagan Valley, BC has an average July temperature of 20.4° or the temperate climate of Vancouver Island attracts senior migrants from across the country. Natural phenomena such as the Northern lights (Yukon, NWT, Nunavut and northern regions of provinces), storms watching in areas like Tofino, BC Alberta’s Chinook winters, the cycle of life visible with Canada’s season changes (fall leaves, snowfall, spring flowers, warm summers) are all examples of unique, pleasurable amenities.</p>	<p><i>Clean air, health, access to outdoors, growing season, scenery</i></p>	<p><i>Can be promoted and valorized as attractive attributes of rural areas to encourage in migration, visitation and enterprise and must be protected to retain future value</i></p>
	<p>Land</p>	<p>Flora (trees, shrubs, plants, flowers) , Fauna (Wildlife, fish, birds), topography (mountains, prairie, tundra, coasts, islands), Natural areas and protected areas, hunting, fishing and gathering sites</p>	<p>Coastal rainforests in BC, Fescue grasslands in Cypress Hills, AB, wildflower varieties across Canada, maple trees in QC Rich diversity of wildlife such as Muskox in of NWT, Right Whales in the Bay of Fundy, Mountain lions and eagles in the west, or grizzlies in the Rockies and Polar bears in Manitoba and NWT Hudson’s Bay, Peggy’s Cove, Bay of Fundy, Manicouagan Crater, QB, Saint John River Valley, NB, Gulf Islands, BC, Grasslands in the prairies, Parks and protected areas system</p>	<p><i>Biodiversity, scenery, connection to natural environment, sustenance, spiritual, settings for leisure, heritage and property value</i></p>	
<p><i>Amenities that are based on the natural attributes of rural areas including climate, air quality, land and water and which provide the scenic settings and materials for industry and leisure pursuits of rural residents.</i></p>		<p>Water</p>	<p>Rivers, ocean, lakes, ice & icebergs (marine life, fish), waterfalls, wetlands</p>	<p>Unique water features such as St. Lawrence Seaway, QB, Thousand Island Lake, ON, Mackenzie River Basin, NWT, Land of 100,000 Lakes, MB, Mackenzie and Peace Rivers, Grand Banks, NFLD, Yukon River, YT, Inside Passage, Coastal BC, Marine parks. Water and ice based activities such as Whale watching in BC, NFLD, sport fishing across Canada, ice fishing, swimming, skating</p>	<p><i>Access to clean water, sustenance, biodiversity, scenery, spiritual, health, settings for leisure, heritage and property value</i></p>

Type of amenity	Categories	Examples	Canadian examples	Amenity value - value derived from benefit or satisfaction from the amenity	Role in amenity based rural development
Cultural amenities	Heritage	Built sites: Heritage sites, museums, archeological sites, sacred sites, routes Events and activities: stories, traditions, heritage related festivals and events	Range of heritage sites such as Acadia, Grand Pre National Historic Site, NS, National Parks system (Jasper, Banff, Gros Morne, Wood Buffalo, etc), Campobello Island Historic Site, NB; Events and festivals such as Maple Syrup Festivals: ON, QB, NS, NB, Calgary Stampede, AB, Rodeos, parades and local fairs, Winter Carnival, QB; Native water and ice craft in Canada (kayaks, uniaks, bark canoes, ski doo) Gaspé Peninsula, Musée de la Gaspésie, Inuit Inuksuk, NV	<i>Connection to heritage, patriotism, celebration, family and community bonds</i>	<i>Can be promoted and valorized as attractive attributes of rural areas to encourage in migration, visitation and enterprise and must be protected to retain future value</i>
<i>Amenities that are based in the cultural context of rural areas including heritage, recreation and sport, arts, industry and community and which serve to enhance quality of life in rural regions</i>	Recreation and sport	Built facilities: Ski hills, trails, parks, golf courses, marinas, ice rinks, Agriculture and Fair Grounds, Equestrian centers, etc, Events and activities: outdoor recreation and nature based tourism (skiing, sledding, tobogganing, hunting, horseback riding, fishing, canoeing, skating, hiking, kayaking, wildlife viewing	Quebec's Route Verte (4,000 km of trails linking 16 regions and 320 municipalities), Yukon Quest Dog Sled Race, -Rural rodeo circuit (AB & BC), Inuit "Trail of our Ancestors", Longest cross-country ski trail in Canada; Forestville, QB, Cape Breton Island, Cabot Trail, Kettle Valley Railway Hike & Trail, BC, West Coast Trail, Chilcoot Trail, Canoe circuits	<i>Access to leisure opportunities, health, well-being, expression, identity, lifestyle, status, property value</i>	
	Arts	Built facilities: Galleries, Centers, Theatres Events and activities: celebrations, festivals, performances (arts, dance, music)	Rocky Mountain House Air Show, AB, - Music Festival Arts, Atlin, BC, Theatre and artisan cluster, Wells, BC, Barkerville Gold Rush Town, BC, Chemainus murals, BC, Ghost town, Wroxeter, Ontario, Theatre performances, Rosebud, AB	<i>Access to leisure opportunities, health, well-being, expression, identity, lifestyle, status</i>	
	Work	Forestry, fishing, mining, agriculture, energy, tourism, retail, services, self employment	Wine region, BC, ONT, Fishing villages, coastal communities, Farm communities and settings (across Canada), Peachland, BC, Annapolis Valley, NS, PEI potato, Wheat belt of Canada (AB, SK, MB), NFLD & Labrador Fisheries, Salmon, BC	<i>Access to meaningful work, self expression, values, status, income, sustenance</i>	

	Community	<p>Tangible: heritage buildings, food, architecture, green spaces, landscaping, cemeteries and community beautification</p> <p>Intangible: ambience, pace, hospitality, tranquility, spirit, values, belonging, language</p>	Old Town Lunenburg, NS (UNESCO World Heritage Site), Main Street, Dawson City, Yukon), Fergus & Elora, Ontario (Highland Games, Belwood Lake, & the Grand River), NFLD Peggy's Cove, Telegraph Cove (picturesque communities), Farmer's Markets, Scenic farmland, barns, churches, main streets.	<i>Sense of belonging, connectedness, scenery, expression, shared values, safety, heritage and property value</i>	
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Type of amenity	Categories	Examples	Canadian examples	Amenity value - value derived from benefit or satisfaction from the amenity	Role in amenity based rural development
System amenities	Infrastructure	Access (highways, waterways, airports, marinas, railways, ferries), Water, waste, power, education institutions	Confederation Bridge, BC Ferries; Nova Scotia Ferries, VIA Rail; CN Railway; Vancouver Island Railway; Kettle Valley Steam Railway, Scenic highways, Regional airports, Forest service roads, Municipal/public services: water, hydro, garbage removal,	<i>Mobility for work and leisure, standard of living</i>	<i>Enable and support rural areas to realize and manage impacts from in migration, enterprise development or tourism activity</i>
<i>Amenities that enable the development of natural and cultural amenities including infrastructure, services and connectivity</i>	Connectivity	Proximity to urban centers, transportation, natural and cultural amenities Communication connectivity (internet, cell, television, media)	Distance to urban centers for supplies, commuting, access to markets, exposure from traffic CBC Radio/Television, Regional/local radio stations, internet providers, telecommunications coverage.	<i>Mobility for work and leisure, standard of living</i>	
	Services	Health care, schools, recreation, sport, arts and culture, religious sites (churches mosques, temples) businesses, retail, accommodations, food and beverage establishments	Presence of regional physicians and hospital services, organized sport associations e.g. hockey, soccer, dance, and theatre, access to schools and daycare, higher education (colleges/universities), business support services, basic amenities (e.g. groceries, post office, banking, entertainment)	<i>Access to services, shopping, learning, quality of life</i>	
	Capacity	Knowledge, skills, people and governance systems	economic development, land use planning and management, regulatory environment, enterprise development, governance, community development, leadership	<i>Ability to mobilize toward collective goals</i>	

