Quesnel

Davie Street Revitalization Plan



What We Heard Report, Phase 2 | March 2022

prepared by L&M Engineering Ltd.

S	03
	Project Purpose
\vdash	Engagement Overview
	04
	Survey Design
111	05
ш	Public Survey Key Findings
_	<u>11</u>
•	Stakeholder Engagement Findings
	12
	Let's Connect Online Engagement
	<u>13</u>
	Next Steps

PROJECT PURPOSE

The City of Quesnel's Official Community Plan (OCP) was adopted in 2019 and addresses a series of items for Council's vision on the Downtown core. For this particular area, Council's vision is to enhance Carson Avenue as the gateway into the downtown to demonstrate Quesnel's fun and welcoming attributes. Council has further envisioned this area to be anchored by Barkerville Brewery and include additional uses such as craft micro-breweries, distilleries, artisan food and coffee shops as well as cultural and entertainment amenities.

There are three project goals:

- 1. To create design principals and a future development concept that will guide development of the area for the next 20 30 years.
- 2. Recommend areas for the land uses mentioned above, urban realm and transportation network improvements.
- 3. Develop an implementation plan that guides short, medium and long term priorities.

ENGAGEMENT OVERVIEW

Listening to and learning from the experiences of residents and stakeholders is the core component in defining a direction forward and creating a Plan that residents are proud to take ownership of. Public engagement was identified early in the process as a foundational element to creating a comprehensive Plan that is truly representative of the community it is intended to serve. The engagement strategy was designed to be innovative and inclusive, adaptive and transparent as well as intuitive and barrier free.

A variety of different engagement methods were used to gather feedback, perspectives and opinion from residents and stakeholders.



Resident Survey
37 Responses
(launched online with
printed copies available
at City Hall)



Stakeholder Workshop & Discussions



Let's Connect Quesnel
Online Engagement
154 Site Visits
(39 Engaged Visitors)

SURVEY DESIGN

The survey included questions aimed at learning more about the public's view on the current state of the Plan area as well as their vision for how the Plan area would look in the future.

Ouantitative Data

Questions were included which provided descriptive data (e.g. demographic questions such as age group and connection to the Plan area) as well as ranked priority data (e.g., Likert Scale, checkbox multi-select answer, etc.). Quantitative data-related questions gave us a better sense of who was responding and provided categories to further analyze the qualitative text-based questions as required.

Qualitative Data

Qualitative questions were less structured, allowing respondents to utilize an open-ended format to tell us more about their community priorities. Whereas quantitative data can be assigned numerical values relatively easily, qualitative data is analyzed in the manner summarized below:

- 1. Initial preparation and organization of data
- 2. Review and exploration of data
- 3. Review of codes and combine responses into themes
- 4. Presentation of themes in a cohesive manner.

In terms of data presentation, we are able to report on themes and the strengths of themes based on the number of similar responses. Qualitative data relies on interpretation and is more subjective as a result, but is also powerful in the sense of being able to convey more complex ideas and experiences.

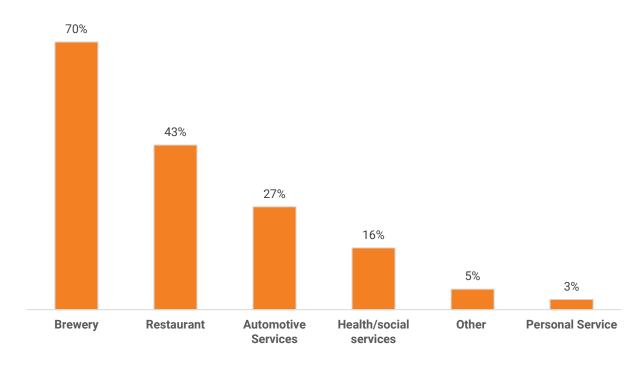
PUBLIC SURVEY KEY FINDINGS

In order to open the engagement process to as many participants as possible, an online survey was made available through the City's online engagement portal Let's Connect Quesnel. For those residents that were unable to access the internet, printed copies of the survey were available at City Hall. An invitation to participate in the online survey was posted on the City of Quesnel's social media pages in an effort to inspire a high-level of participating from the community. The online survey launched on February 7th, 2022 and closed on March 7th, 2022. During that time the online survey received a total of 37 responses.

The following graphs reflect findings from the "Coded" version of the Public Survey.

What places/services do you access most frequently in the Davie Street Plan area (Please check all that apply)?

Number of respondents: 37

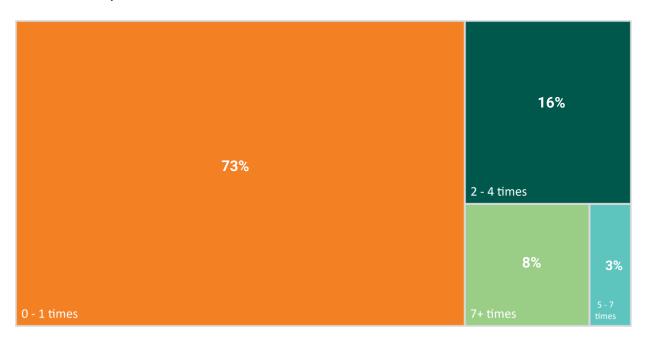


"Other" responses in verbatim:

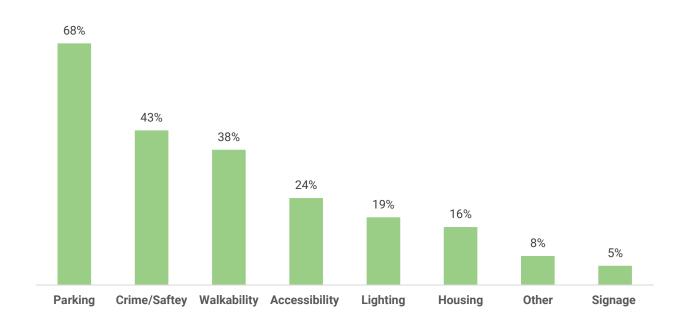
- Mostly just pass thorough. It's an ugly awkward part of town
- In the adjacent area: Senior Centre, Farmer's Market

How often do you actively visit the Davie Street Plan area in a week?

Number of respondents: 37



What are some of the constraints facing the Davie Street Plan area? (Select top 3) Number of respondents: 37

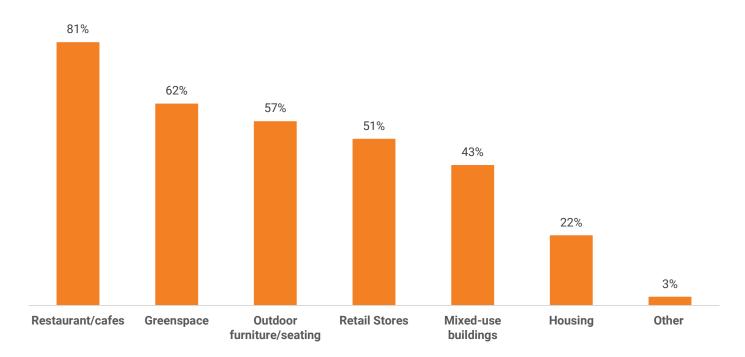


"Other" responses in verbatim:

- Highway traffic and car dealerships detract from walkability pollution, noise, saftey, etc.
- Not enough food, or places with a view to drink my beer
- · Current street and parcel layout

In the next 20 years, what amenities would you like to see in the Davie Street Plan area?

Number of respondents: 37

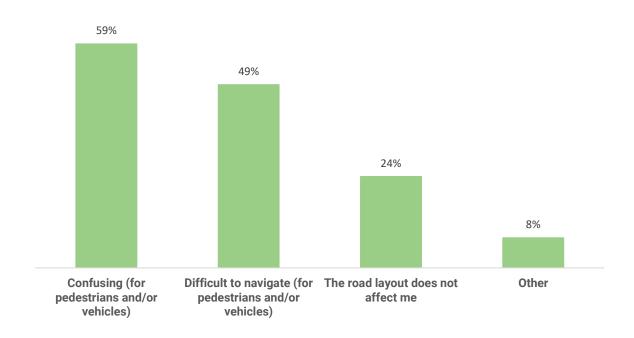


"Other" responses in verbatim:

recognition of the original Indigenous settlement that was destroyed by the colonists brought in with the fur trade and the gold rush

Tell us your thoughts about the current road layout in this area.

Number of respondents: 37

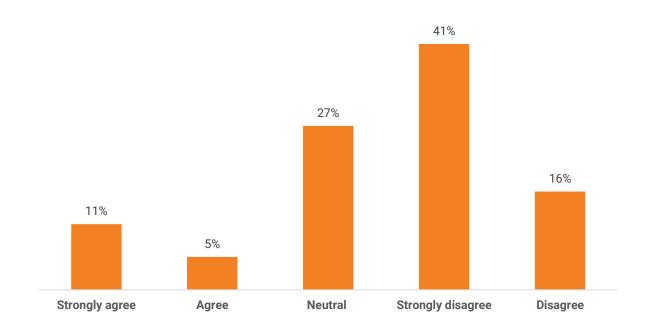


"Other" responses in verbatim:

- The right turn lane by the church is often ignored, causing a bottleneck towards the walking bridge. Gnerally happy with the road layout
- it's fine
- There is too much road. Specifically Davie st east side of brewery. Suggest making Davie St. northbound only and creating more bike land and sidewalk/greenspace on the east side of the brewery to improve accessbility from Johnston Sub for pedestrians and bike traffic...

Does the current parking in the Davie Street Plan area meet your needs?

Number of respondents: 37



What are the things about the Davie Street Plan area that you value the most?

Number of respondents: 37

Survey respondents felt that Barkerville Brewery was the most valuable amenity in the area followed by Craig's Table restaurant. Respondents also indicated that they valued the Plan area's walkability and close proximity to other downtown amenities.

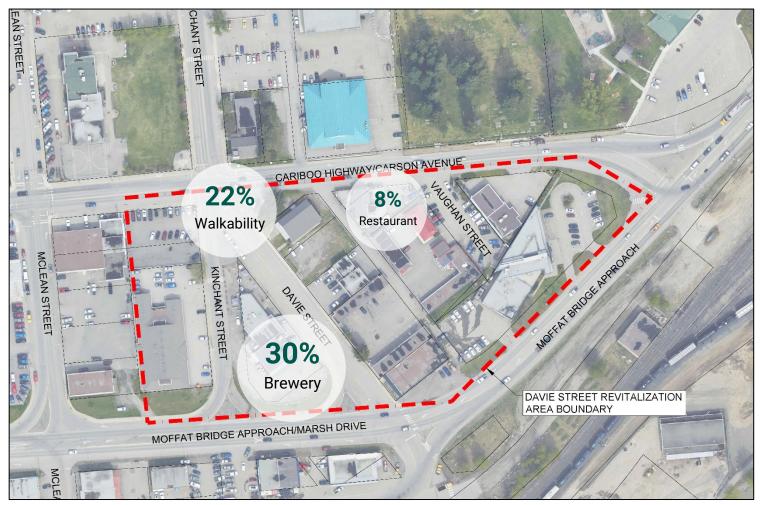


Figure 1: Things most valued about the Plan area (displayed as top 3 most frequent responses)

STAKEHOLDER ENGAGEMENT KEY FINDINGS

A Stakeholder Workshop with seven (7) business/property owners within the Plan area was held via Zoom on Monday March 7th, 2022. Additional stakeholder discussions were conducted over the phone by the L&M Planning Team. The following bullet points reflect key findings from the Stakeholder Workshop and Stakeholder discussions.

- All stakeholders appreciated being consulted for the Revitalization Plan and expressed positive sentiments towards the City for investing into the revitalization of the area.
- Some stakeholders expressed the need for Kinchant Street to remain as it is the main access for the MCFD provincial building, however they indicated that a portion of Davie street is redundant and would like to see it be closed.
- All stakeholders identified that the lack of available on-street parking is one of the largest issues within the Plan area and expressed the need to have additional parking considered within the Plan.
 - Many stakeholders indicated that while walkability and pedestrian connectively is important, many Quesnel residents prefer to drive and as business owners the lack of available parking is a critical priority to be address within the Plan.
- All stakeholders also identified that crime and theft in the area is another large issue and they indicated that crime has increased in this area over the past 3 years.
 - The majority of stakeholders have indicated that while they have attempted to beautify their respective properties via hanging baskets or Christmas lights, these types of items have been consistently stolen from their properties.
 - The majority of stakeholders indicated that patrons of an adjacent property/business as well as the overall neglect of this property is causing issues for businesses within the area.
 - It was also mentioned that this is further preventing the attraction of new businesses to the area.
 - One stakeholder indicated that they have increased the amount of building mounted lighting on their business but this is not a theft deterrent as items are still consistently being stolen from their lot.
 - One stakeholder indicated that they have called the non-emergency line in the evenings in order to get support for their staff so that they can safely reach their vehicles in the parking lot.
- Some stakeholders indicated that more mixed-use buildings within the Plan area would be desirable to encourage more "eyes on the street".
- Many stakeholders indicated that Barkerville Brewing's needs should be respected throughout this process as they are the main business that attracts residents to this area.

- Some stakeholders identified the need for more accessible sidewalks along Davie Street.
- Stakeholders identified a number of beautification/revitalization priorities that they
 would like to see occur within the Plan area. These included:
 - Enhanced lighting on all street within the Plan area with a heavy emphasis on building mounted lighting in alleyways;
 - Hanging flower baskets;
 - Banners on street lights;
 - Utilize the City owned space in front of Barkerville for a low lying feature such as interactive sculpture or statue. Something that would not block businesses and sight-lines;
 - A space to accommodate events, specifically events in the evening to encourage residents to visit and stay in the area after the typical working hours;
 - Outdoor seating options for those visiting the area.

LET'S CONNECT ONLINE ENGAGEMENT

The City's Let's Connect Quesnel online engagement platform contained various different tools that residents could utilize to provide feedback. For this specific project, the website contained not only the online survey but an area for residents to leave questions for the Planning Team, a space to leave ideas where residents could comment on other people's ideas and vote on their favorites, as well as a map feature which allowed residents to place pins on the Plan area to let us know the exact locations that they would like to see new features. The following bullet points are the verbatim responses received through the Let's Connect online engagement "Ideas" tool.

- 1. Small area for green space. Gives people (especially those with young children) a place to take a break while touring around.
- 2. I guess I missed the opportunity to provide input-Wanted to comment on plans to put photo murals on walls in this area which would improve the views for outside seating for Barkerville brewery. I looked at retaining walls on east side of Davie street but they are in rough shape, preference would be on back of Tireland wall in better condition more visible with traffic from main route but still visible for patio. Would be nice to add some greenery planters to that triangular concrete wedge. Just outside this area but will be a primary walking route from new camp ground the traffic island at Davie , Legion drive needs work, primary crossing point for highway now with crosswalks and lights but need accessible curb to get to push buttons smoother pavement- (currently lots of tripping hazards.) Again could do with some planting in green space before traffic island (between merge of legion drive and Hwy and route to access to train station.

NEXT STEPS

Public input received during Phase 2 of the project will be used to draft the Revitalization Plan that provides new policy, objectives, and design principals for the study area. Once the Plan has been drafted during Phase 3 of this project, Phase 4 will commence where we will be coming back to the residents of Quesnel to get final input, thoughts and comments on the Plan.

MORE INFORMATION

Stay in the loop and keep taps on future engagement opportunities at

www.letsconnectquesnel.ca

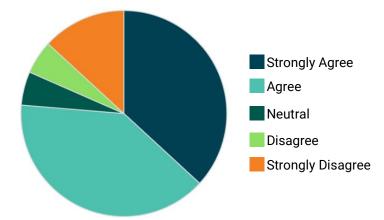
Quesnel Davie Street Revitalization Plan What We Heard Report Phase 2

Introduction

The intent of the City of Quesnel's Davie Street Revitalization Plan is to direct growth, attract investment and help to continue to create a resilient and vibrant downtown. The Plan also identifies transportation improvements and provides a new traffic configuration that will improve the safety and pedestrian experience of the area.

To initiate the second round of public engagement for this project, the draft Davie Street Revitalization Plan was made available to residents and stakeholders through the City's online engagement portal, Let's Connect Quesnel. An online survey was open on this platform from August 8th, 2022 – September 16th, 2022 to gather feedback on the draft Plan. The survey and engagement responses are condensed in the following analysis.

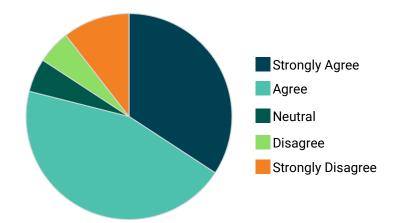
"I support the draft guiding principles (found on page 10)"



Respondents: 38

The majority of respondents support the guiding principles (77%), 5% remained neutral and 18% did not.

"I support the Davie Street draft conceptual plan (found on page 11)"



Respondents: 38

The majority of respondents support the draft conceptual plan (79%), 5% remained neutral and 16% did not.

"What elements of the draft conceptual plan do you most agree with?"

Respondents: 38

Ranked responses from most to least mentioned:

- 1. Greenspace/Seating Area
- 2. Parking/Improved Traffic Flow
- 3. Walkable/Wider Sidewalks
- 4. Streetscape Improvements
- 5. "None"

"What elements of the draft conceptual plan do you most disagree with?"

Respondents: 38

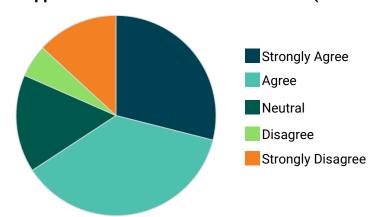
Ranked responses from most to least mentioned:

- 1. "None"
- 2. Traffic Flow
- 3. Crime and Safety Concerns
- 4. "All"

Residents were excited in general to see improvements in this area of town and were most positive of the added greenspace and the new traffic flow configuration. Increasing the walkability of the area and connecting it to the rest of the downtown core was also strongly supported. Several positive comments were received about seeing an increase of on-street parking spaces as this is currently lacking within the Plan area.

Concerns over the proposed draft conceptual plan were mostly related to cost and maintenance of the proposed upgrades. Safety was another concern that was raised numerous times. One resident commented that "one of the biggest concerns identified was crime and safety in the area. I think more information could be provided on how this plan is going to help in that area as well as other ideas to encourage safety and reduced crime in the area."

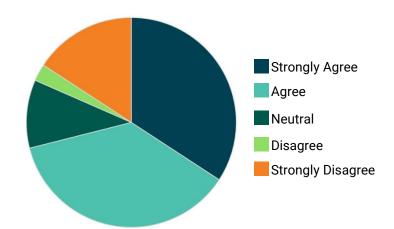
"I support the built form recommendations (found on page 13)"



Respondents: 38

The majority of respondents support the built form recommendations (66%), 16% remained neutral and 18% did not.

"I support the streetscape and public realm recommendations (found on page 18)"



Respondents: 38

majority of respondents support the streetscape and public realm recommendations (70%), 11% remained neutral and 19% did not.