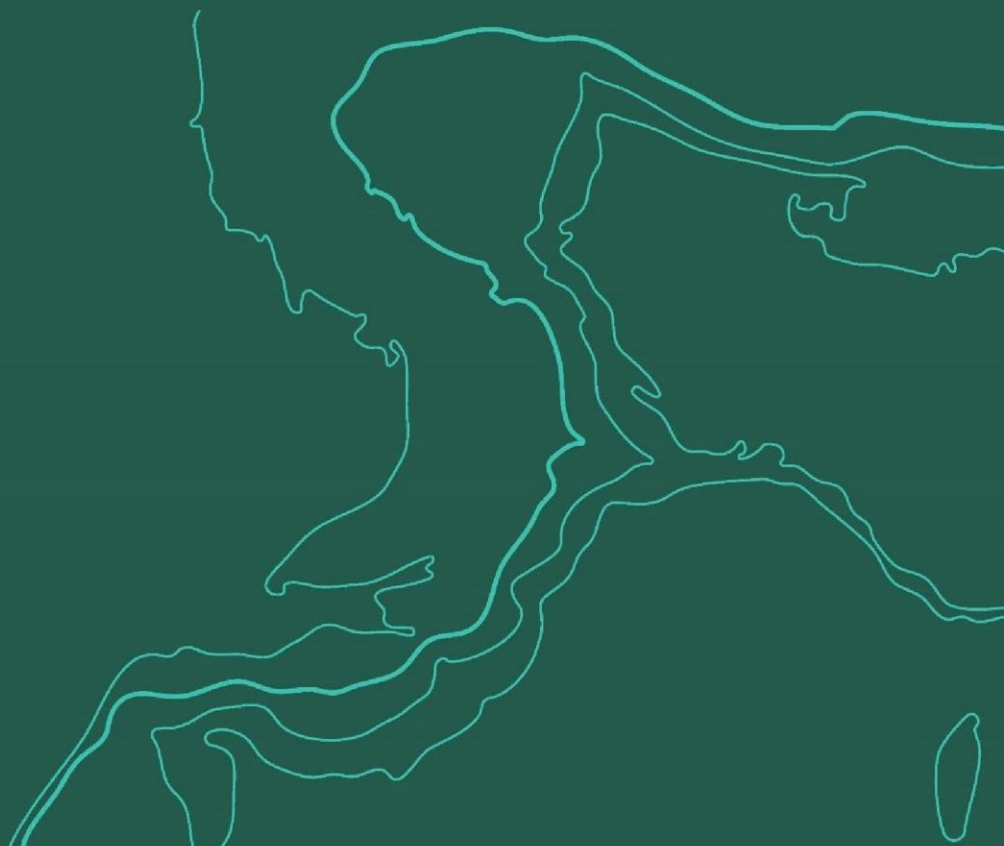




Davie Street Revitalization Plan



What We Heard Report, Phase 2 | March 2022

Prepared by L&M Engineering Ltd.

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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.

Quantitative 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.

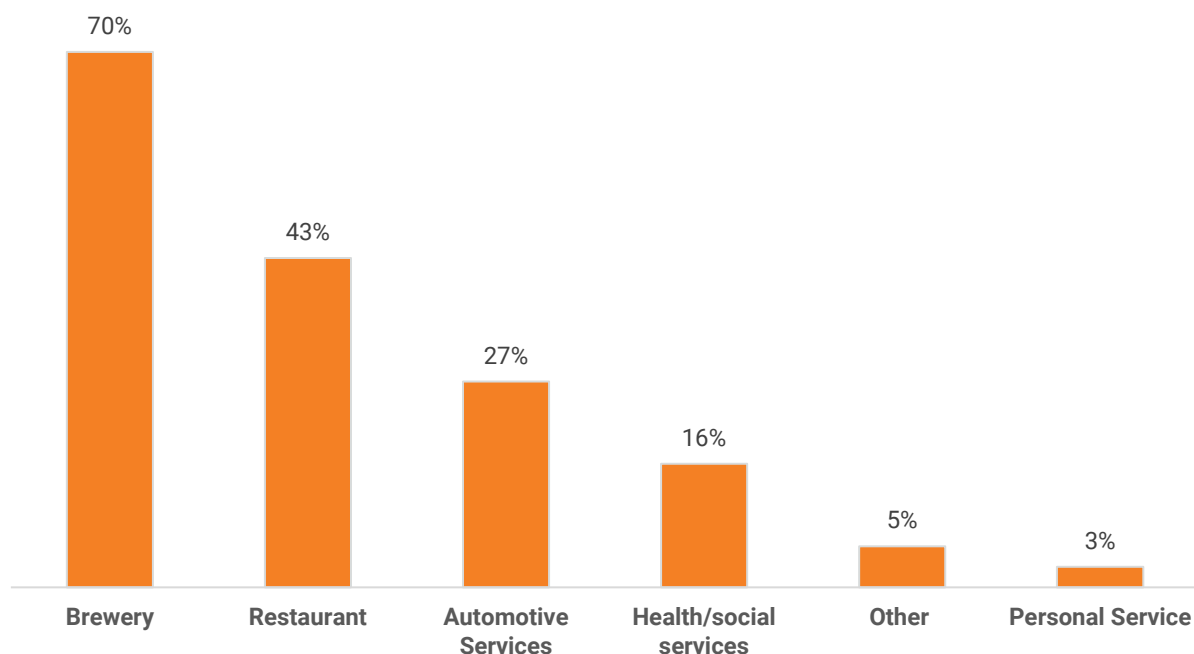
PUBLIC SURVEY KEY FINDINGS

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

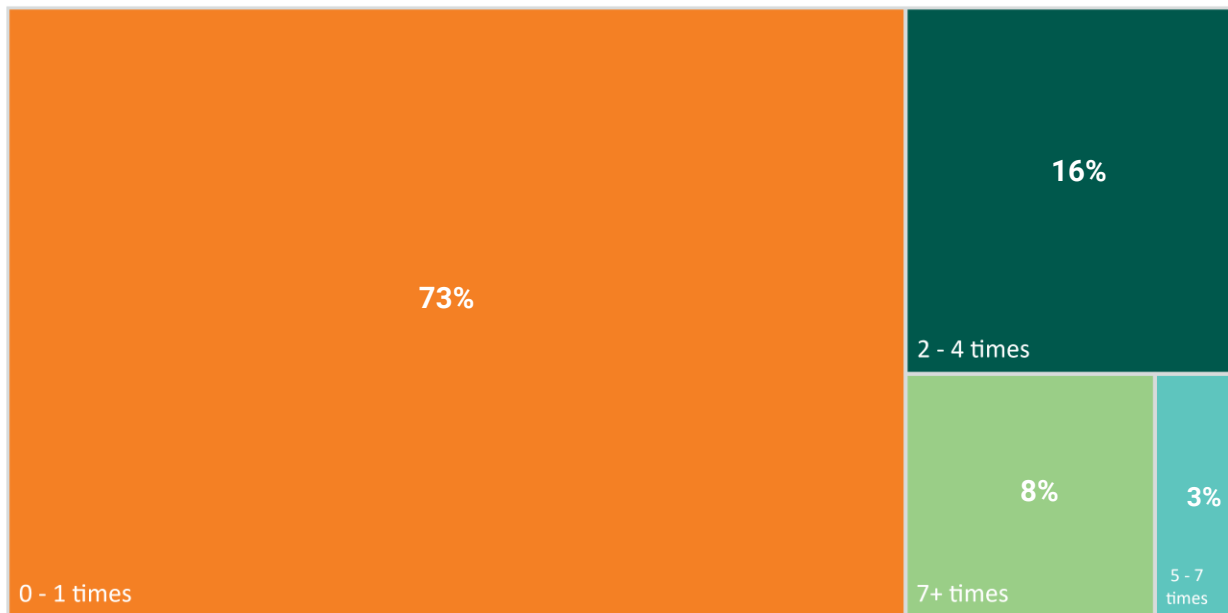


"Other" responses in verbatim:

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

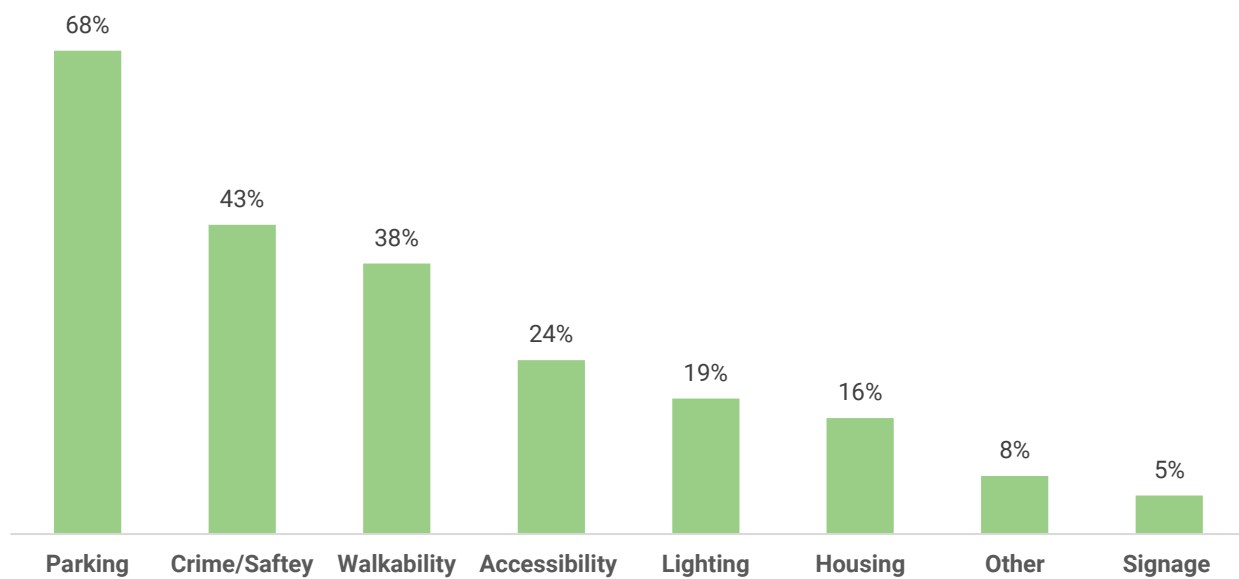
How often do you actively visit the Davie Street Plan area in a week?

Number of respondents: 37



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

Number of respondents: 37

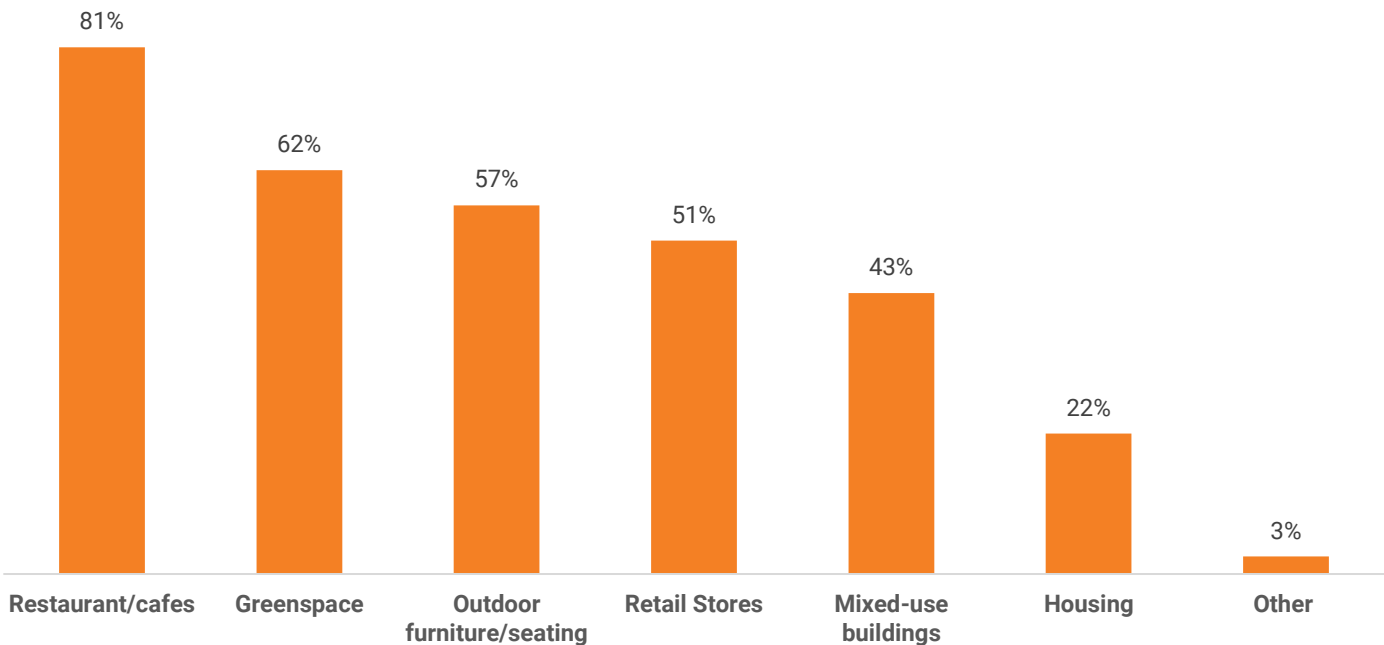


“Other” responses in verbatim:

- Highway traffic and car dealerships detract from walkability - pollution, noise, safety, 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

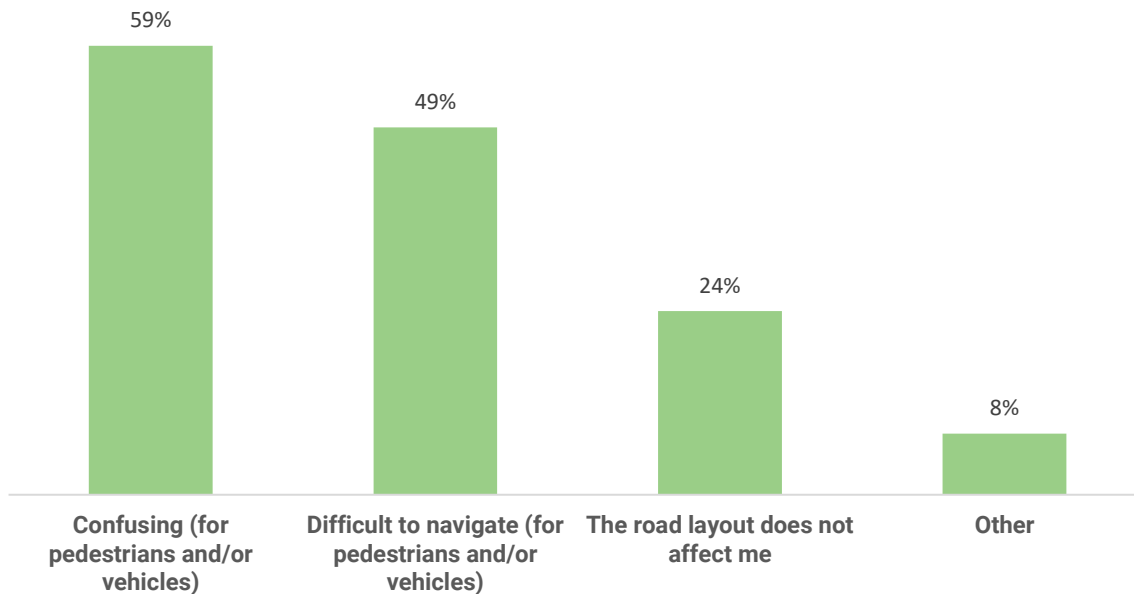


“Other” responses in verbatim:

- 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

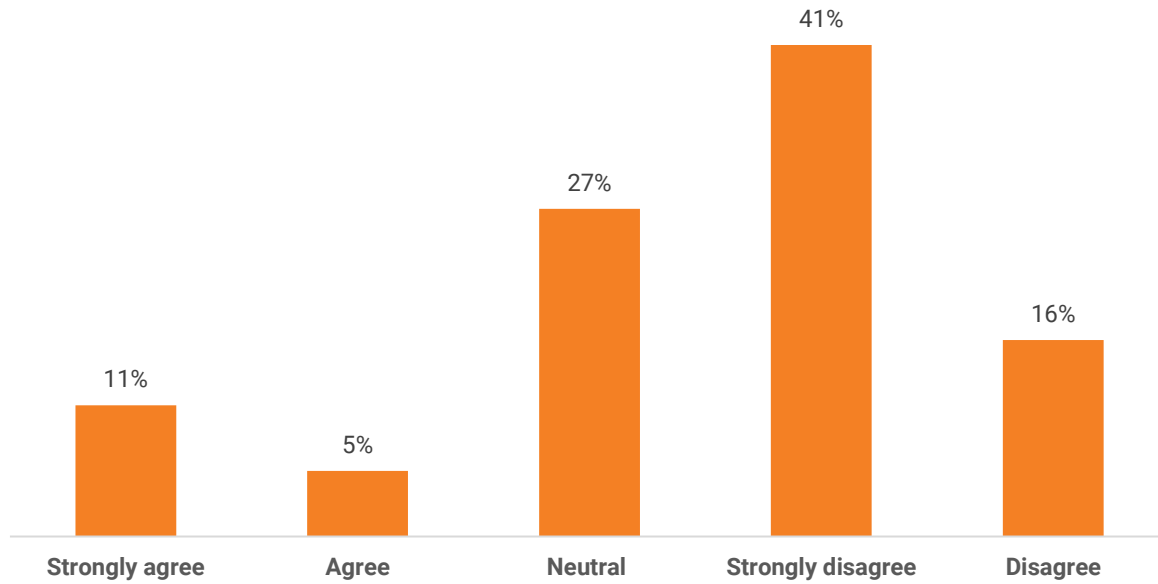


“Other” responses in verbatim:

- 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 accessibility 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

Verbatim responses can be found within Appendix A.

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.

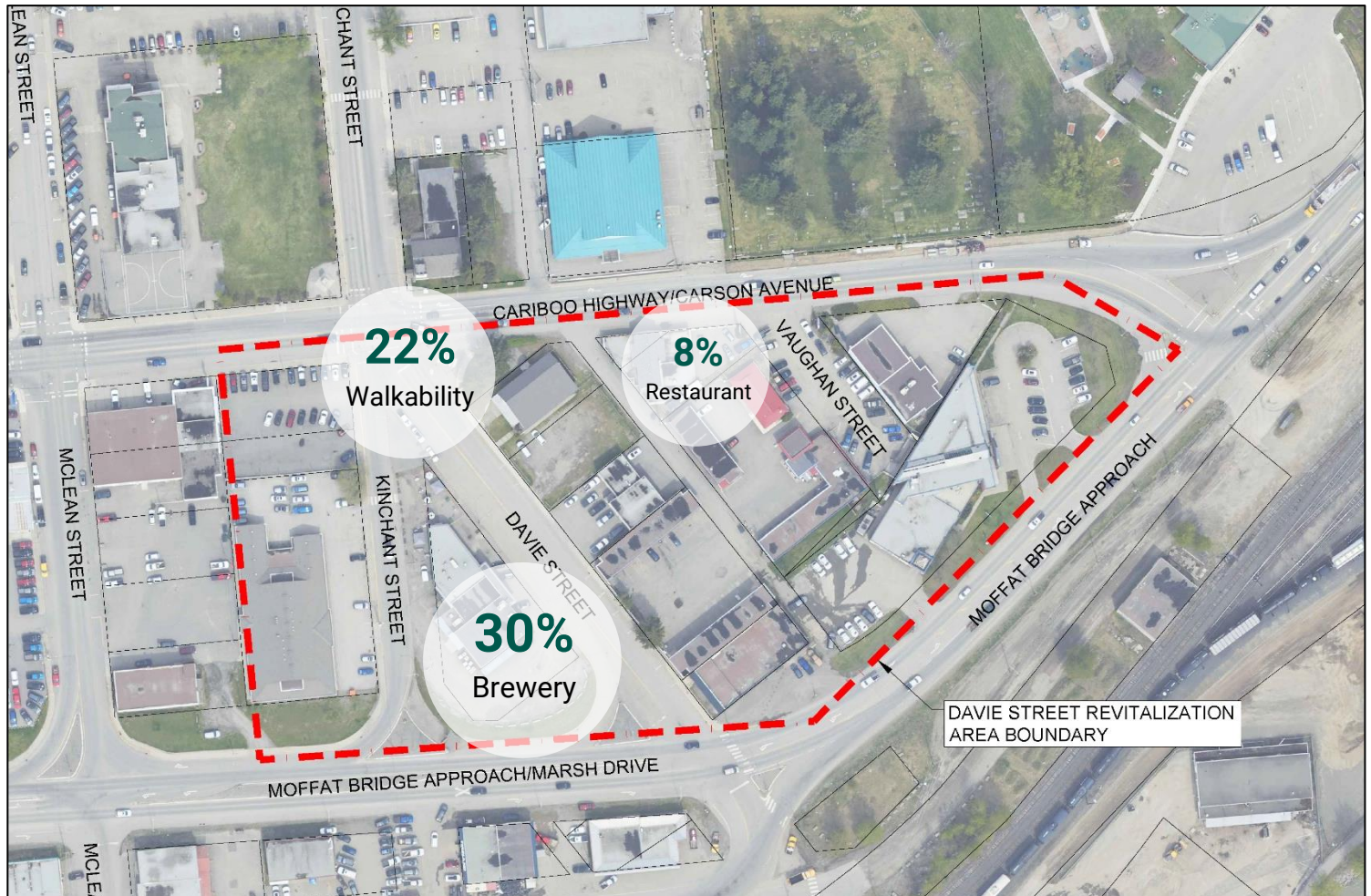


Figure 1: Things most valued about the Plan area (displayed as top 3 most frequent responses)

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 connectivity 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

The background of the page is a light gray topographic map. It features various contour lines of different thicknesses and colors (light gray, medium gray, and dark gray) that represent elevation changes. The map is partially obscured by a dark green rectangular box in the upper center.

Appendix A

Public Survey Verbatim Responses

Appendix A – Public Survey Verbatim Responses

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

Number of respondents: 37

1. test
2. Hi visibility location to traffic and visitors
3. Walkability, proximity to the farmers market, the brewery is a core community hub. It's also a gateway to and from Johnston and carson sub
4. "it needs improvement
5. Brewery. But overall the area is poorly planned and an eyesore
6. Unsure
7. Restaurants
8. Open sidewalks and brewery
9. parking and traffic flow
10. Improved walk ability, safety , development of investment properties for housing and or retail/restaurant space
11. Safety, Visually appealing, unique
12. esthetics and traffic flow
13. Modernise, update, landscaping, rebuilding
14. The Brewery and its new patio!
15. The brewery is excellent and brings a lot of energy to the area and community. I also certainly value my place of work, the blue MCFD building.
16. Convenient, accessible, easy walking
17. Beer
18. I enjoy the brewery and the patio. I do not spend a lot of time in this area.
19. Coffee shop, cultural hub
20. The access to the West Side
21. Restaurants
22. Nothing quit wasting the taxpayers dollar on useless upgrades.
23. Attracting new businesses to the area. Improving pedestrian infrastructure and flow. Resolving the current vehicular parking issues (assisting the Brewery to revamp their parking) and addressing the odd vehicle flow at the brewery where both Kinchant and Davie both merge onto Marsh.
24. Accessibility to and from downtown
25. Landscaping and fencing
26. Nothing. It is an eyesore that needs regenerating. Maybe some greenery, trees etc.
27. Brewery, coonection into downtown

28. I can see how this area could be a very nice walk and shop area close to the park, tourism center, planned RV park & Rocky Mountaineer clients. I think it is a good idea to revitalize this area. I love Yale Town when we go to Vancouver and I could see this type of attraction for Davie Street.
29. Proximity to downtown
30. The brewery but the parking and outside area is not great
31. brewery
32. Parking
33. Brewery
34. Emergency services and brewery
35. Brewery
36. walkability to farmer's market and downtown as well as riverfront trails
37. None

Please provide any additional feedback you may have about the Davie Street Revitalization Plan.

Number of responses: 26

1. test
2. Too many car dealerships and shops - I feel these should be located elsewhere/don't really belong in downtown.
3. The plan should center the Indigenous community upon whose land this town was built.
4. "It would be nice to make the traffic flow easier and the area more walkable. (eliminate davie st), make the area more attractive and useful. Ex denser housing options, outdoor space, cafes and pubs. There are a number of decrepit/under -used buildings that could be removed and replaced with new housing developments. The brewery is a nice hub. Car lots should maybe go up to maple park mall. Consolidate social services with other health and social infrastructure.
5. The bottle depot is outside the perimeter but this is an absolute disaster re:traffic safety, service efficiency and town aesthetics. "
6. Age option jumps from 69 to 80; please show me in the 70-80:group
7. Finish upgrading sidewalks on the north side of Carson Ave and add sidewalks to the south side. Would like to see highways change Carson ave back to a single lane northbound with a series of right turn lanes for each side street.
8. "Seasons House needs to be moved. Downtown can never live up to its potential if housing and care for those in the highest need are not moved out of the downtown area. It creates a vibe that it is unsafe/dirty/ crime ridden and less people will spend afternoons walking around, eating and spending money at retail outlets in areas that have these facilities and unfortunately create an unsafe atmosphere. It won't matter what new

restaurants or new parks or shops get created if the core issue of safety for the public isn't properly addressed. The city will never see the amount of growth it could in tourism dollars without this issue taken care of. People getting off the train for example should see a beautiful little town that is welcoming and walk-able and safe. No one wants to wade through homeless people or walk by drug addicts to go souvenir

9. shopping, get a coffee or see historic landmarks like the Hudson's Bay building or Foot Bridge.
10. I would also like to see plans to address the train station aesthetic along the highway, and improvements to the 97s highway aesthetic as you hit the A&W and drive towards town. Trees, planters with flowers and greenery can go a long way to encourage people to stop and stay. "
11. It would be great to see mixed use building anywhere in town, specifically in this area it would be great to have maybe a small cafe, or distillery, maybe some sculptures near the peak of the barkerville brewery property line along with some green space. Ultimately the issue with the area is that it is heavily trafficked by our street entrenched drug use population traveling between Season's House and the Grace Inn and they will stop anywhere they can to use drugs in between- so please do not place public benches etc in the area as they will only be used for illegal purposes.
12. There are a few established businesses and the RCMP building, which take up quite a bit of the area, and plans for these need attention. It would be nice to know where funding will come from as well.
13. I would like to see the lot beside the brewery being used for something even a semi permanent food truck in that area during the summer months would be awesome
14. Parking is a big issue, with most people having to park at the Legion due to limited options. Furthermore, I walk to/from work and I am often concerned about my safety particularly around the motel and the sewing centre. Cars drive quite fast down the one way street which is dangerous. The place is quite gray and has lots of concrete - it would be nice to see more green space and flowers, maybe at the tip of the triangle where the brewery is.
15. Quesnel is a pretty city. The flowers in the summer is one thing people comment on. If the area had more of that aesthetic it would be more enjoyable. Unique shops and restaurants would round out the experience
16. Please add more beer, more food, more entertainment, and better views (rooftop dining anyone?)
17. The brewery is a hot spot for locals and visitors. Enhancing this location may benefit the area and city as a whole.
18. Would be very excited to see that area used!
19. It would be nice to see something more attractive on this street, it seem kind of abandoned.

20. The davie street revitalization plan is just another waste of money. Why not spend that money on reducing overall crime in the city?
21. It should also be said that important long standing businesses established in the area (such as the GM dealership) should be incorporated into such a plan not excluded from it.
22. "You do not have an age choice for 60 to 79. Do we not exist? LOL.
23. Wasted space from the old turning lanes and islands. The old hotel full of junkies is terrible look for the city with them always crossing the road whenever they feel like on Carson. But not really sure how to improve such a small space surrounded by busy commuting roads
24. Older commercial buildings & businesses make area look abandoned. New biz needed to attract more shoppers, diners, etc to put some life back into the area
25. A face life to many of the buildings in that area is needed and more parking for the brewery with better outside dining. Access to the mental health/social services building is tricky and people do not slow down to let drivers in and out of there.
26. If the Interconnector removes highway traffic from the area, it could be a great area linking into/expanding downtown, and fairly scenic. The other issue of course is substance users and the homeless in the area.