



# NORTH FRASER DRIVE LANDING REVITALIZATION PLAN

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## Section 1

# Project Purpose & Engagement Overview

## PROJECT PURPOSE

The City of Quesnel's Official Community Plan (OCP) was adopted in 2019 and addresses Council's future vision for the North Fraser Drive Landing neighborhood. For this particular neighbourhood, Council's vision is to create a vibrant, inclusive and culturally rich mixed-use area that provides a warm welcome to West Quesnel. This includes encouraging a mix of businesses, shops, cafes, restaurants and art studios.

## 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**

**25 Responses**

(launched online with  
printed copies mailed to  
residents within Plan area.)



**Stakeholder Discussions**



**Let's Connect Quesnel**

**Online Engagement**

**95 Site Visits**

(23 Engaged Visitors)

## Section 2

# 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.

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.

## Section 3

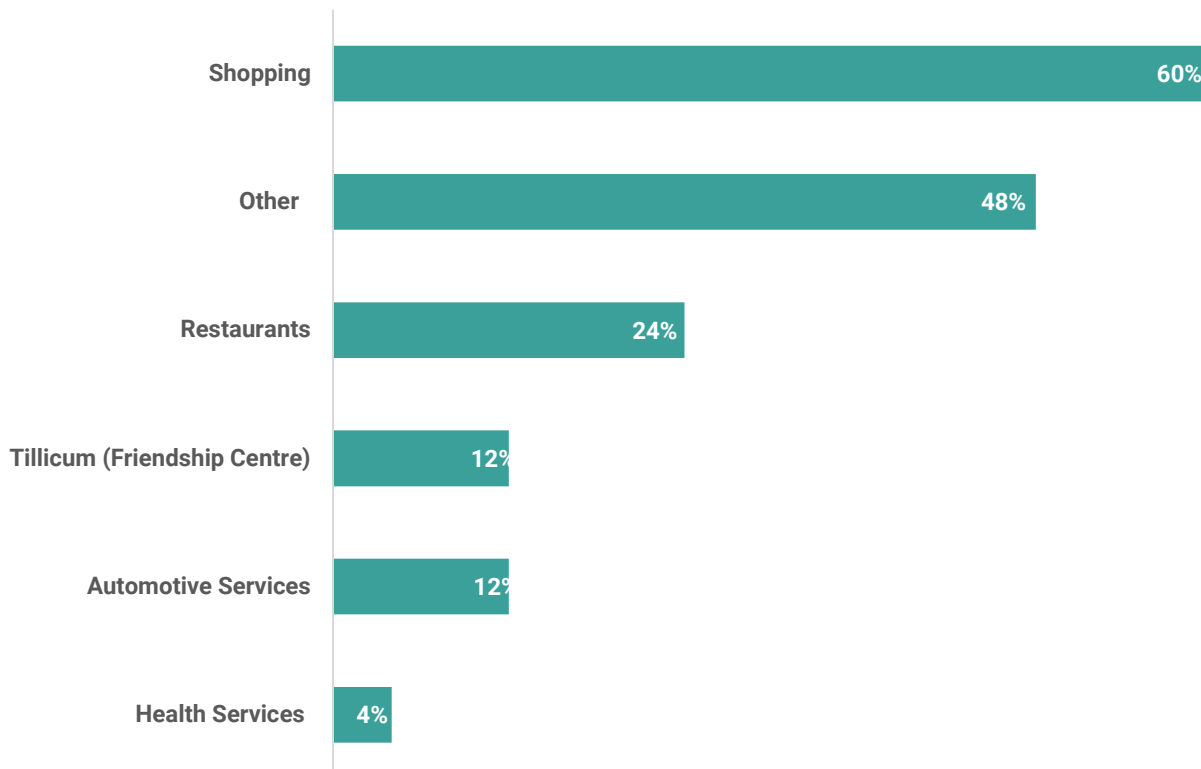
# Public Survey Key Findings

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 and printed copies were mailed to all residents located within the Plan area. 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 7<sup>th</sup>, 2022 and closed on March 7<sup>th</sup>, 2022. During that time the online survey received a total of 25 responses.

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

### What are some places/services that you access the most frequently in the North Fraser Drive Landing Plan area? (check all that apply)

Number of respondents: 25

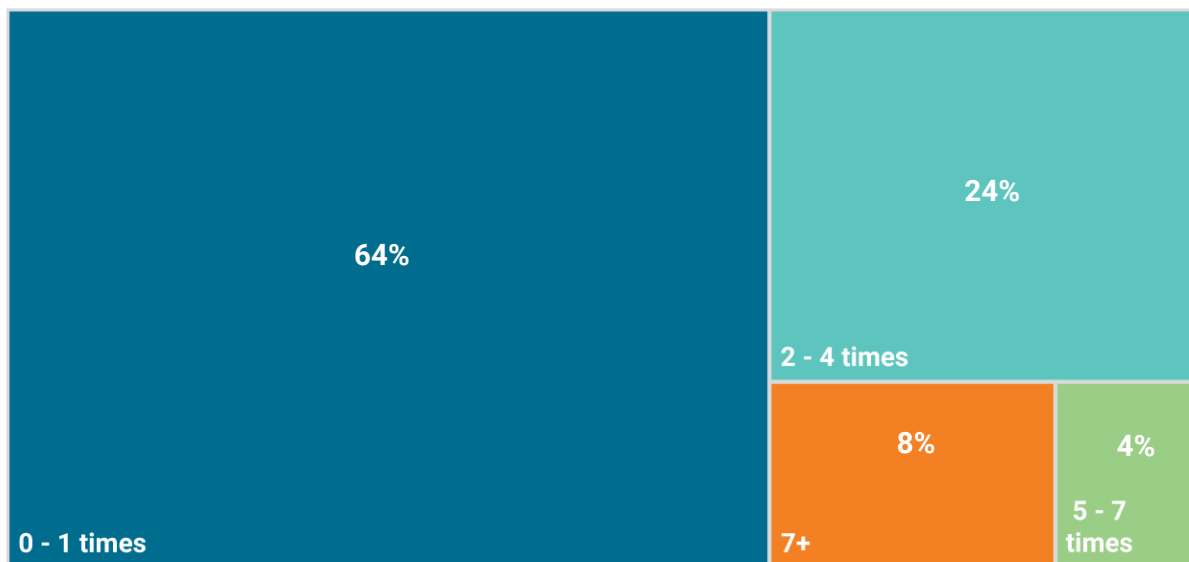


“Other” responses in verbatim:

- Riverfront trail and JD meats
- None at the moment
- Non of them
- JD Meats
- I do not use this area
- I live on the West side
- Enjoy walking along the river in that area
- Riverfront trail
- None
- Just JD Meats

### How often do you actively visit the Plan area?

Number of respondents: 25



### What do you value most about the North Fraser Drive Landing Plan area?

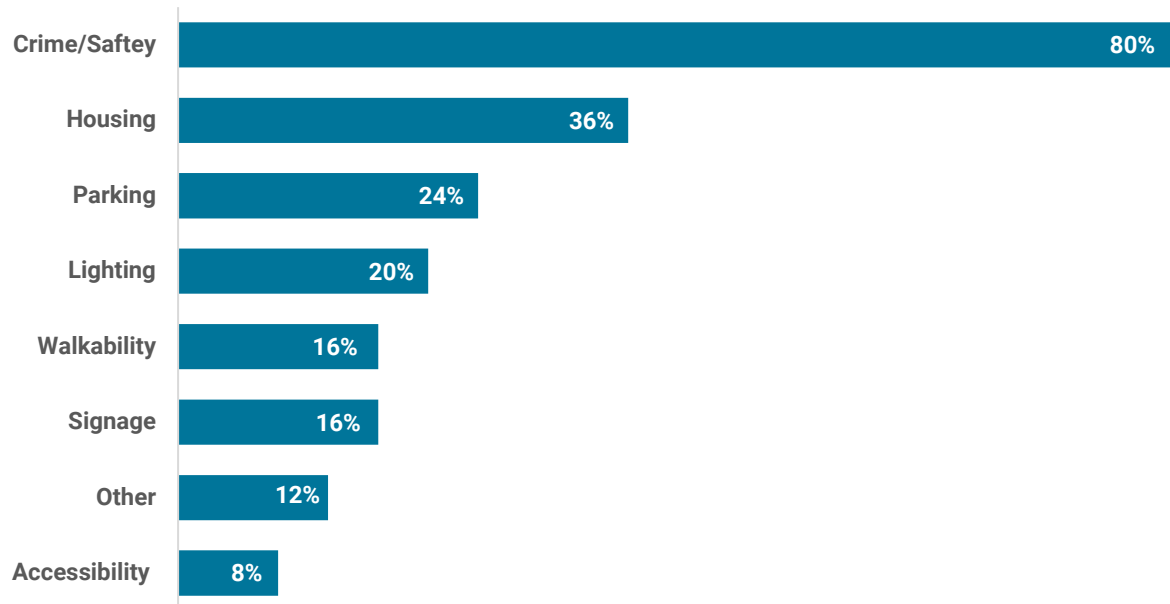
Number of respondents: 24

Verbatim responses can be found within Appendix A.

Approximately 46% of survey respondents felt that the riverfront was the amenity that they most valued within the Plan area. Respondents also indicated that they valued the Plan areas history (13%) as well as the Plan areas proximity to downtown (13%).

## What are some of the main challenges the area is currently facing?

Number of respondents: 25

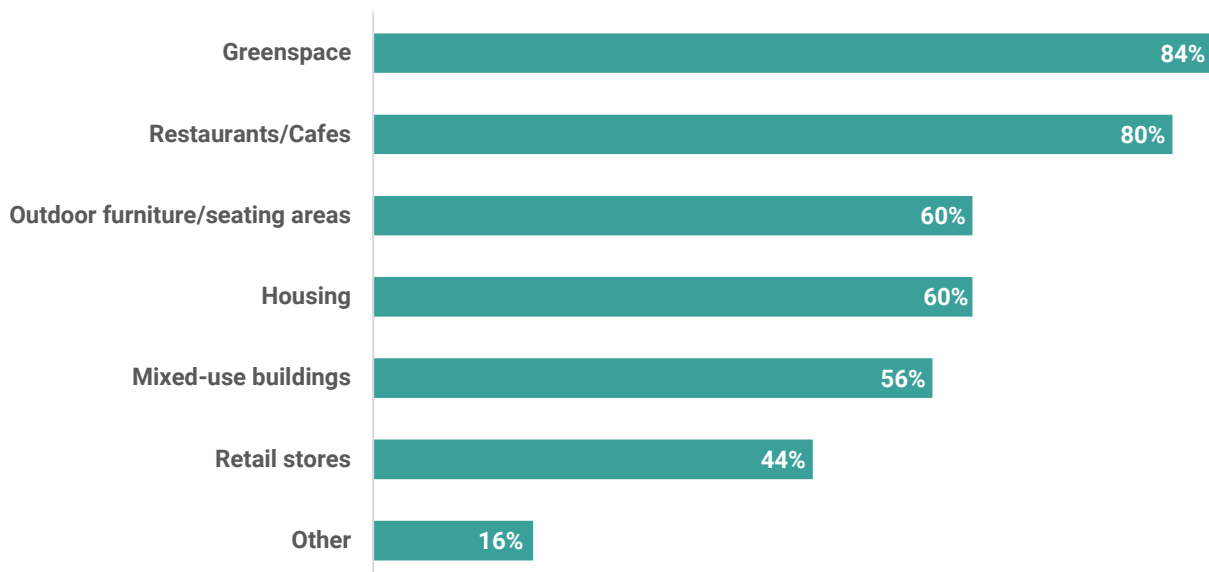


"Other" responses in verbatim:

- Flood area
- Riverfront trail is great but business access is poor
- Lighting is poor along the river and within the residential streets
- Basements flood in many residences

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

Number of respondents: 25



"Other" responses in verbatim:

- Recognition of it's past as primarily an Indigenous settlement before it was colonized
- Something for tourists, native interpretation centre, no more harassment for money trying to go over the bridge
- Cultural facsimiles; multi-cultural gathering sites
- Multi-family dwellings, greenspace along the river's edge, better lighting to discourage crime

**If you are a local developer or interested in development, tell us about the types of incentives that would attract you to invest within the Plan area.**

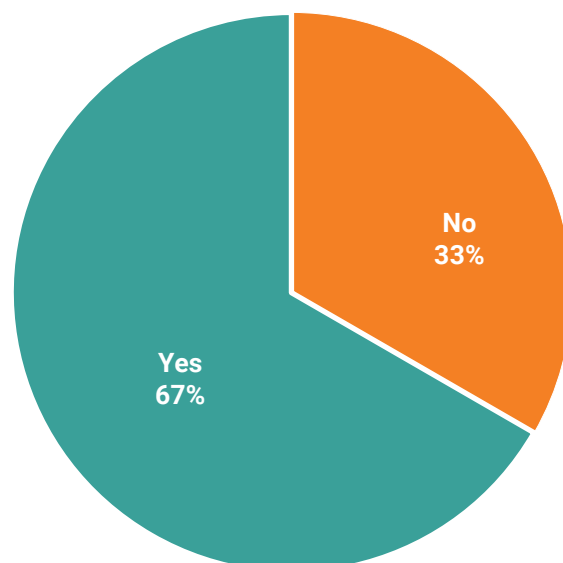
Number of respondents: 7

Verbatim Responses

1. Flood plain areas should not be developed. They should be park land or ecological reserves.
2. Design a dyke as part of the development?
3. a floodplain could be a park or wildlife centre, bird sanctuary ...
4. floodplain insurance , buildings built water smart ie on stilts?? Reimbursement on insurance costs to new buildings that provide flood resistance
5. Housing & retail business opportunities similar to Johnston mier building
6. I don't think any new permanent development should happen within the floodplain, weather events are only going to get more severe. Greenspace, trails, and options for non-permanent development like food trucks is a safer long term plan.
7. More variety of uses on lots, like tiny homes or carriage/cottage housing so that developers can get a better return on investment.

**If you are interested in developing or renovating a home or business in the Plan area, are you aware of the floodplain building requirements?**

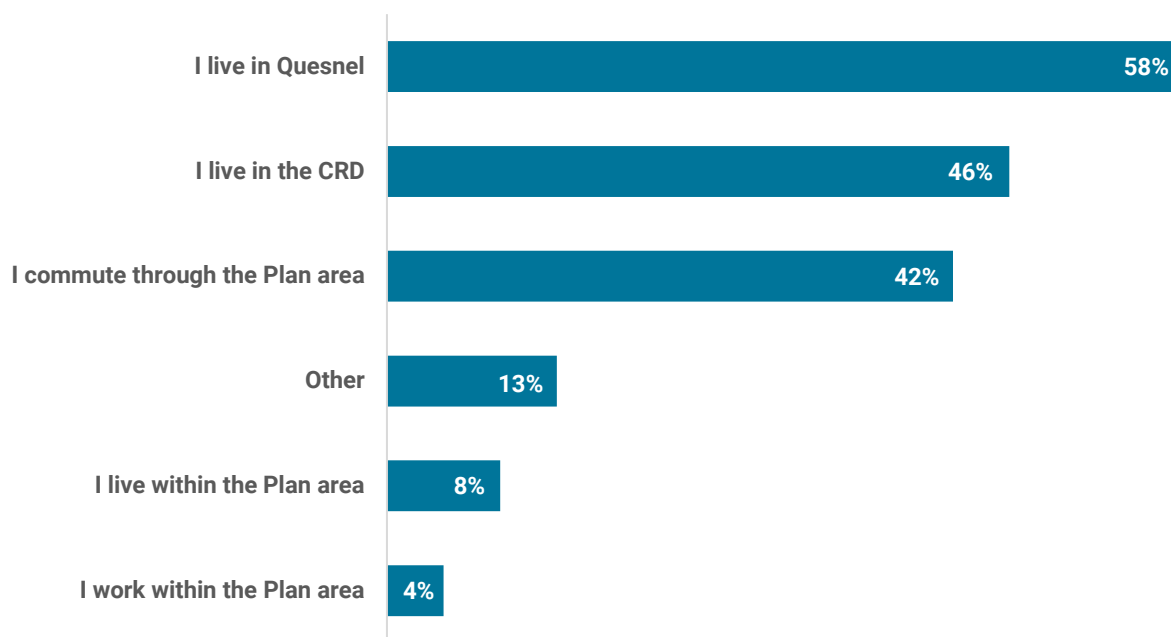
Number of respondents: 9





## What are your connections to the North Fraser Drive Landing Plan area?

Number of respondents: 24

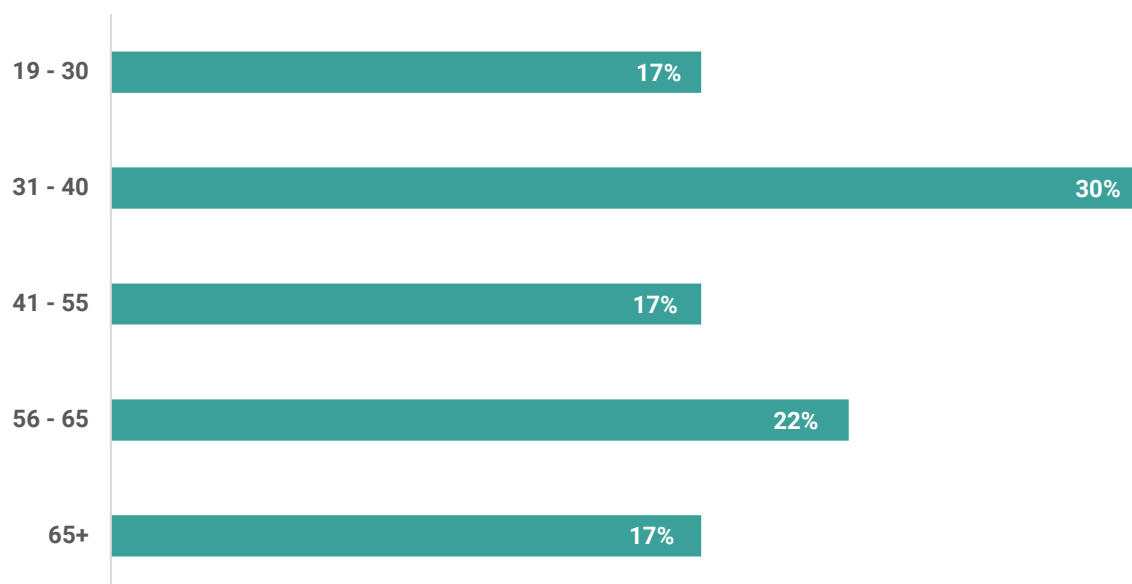


“Other” responses in verbatim:

- I live close to the Plan area
- Walk the river walk
- I live close to the planing area and by granddaughter goes to the elementary school right above it

## Please identify your age:

Number of respondents: 23



# Stakeholder Engagement Findings

The following bullet points reflect key findings from stakeholder discussions. Stakeholders who participated in discussions consisted of business owners and property owners within the Plan area:

- Stakeholders indicated there are quite a few nuisance properties located within the Plan area that are preventing developers from wanting to invest in the neighbourhood.
- Some stakeholders believe that the City should be more aggressive in handling nuisance properties who are repeatedly not in compliance with City Bylaws. This includes utilizing the Nuisance Bylaw to clean up the unsightly properties and derelict buildings.
- More policing in the area would help assist with the crime.
- Stakeholders indicated that a tax exemption from the City would help to incentivize investment back into the area and/or waiving certain permit fees to encourage development.
- Stakeholders indicated that more housing in the area would be beneficial such as a gated strata community, high end condos for snow birds and more affordable housing.
- Stakeholders indicated that there is a large indigenous population in the area which should be recognized throughout the Plan.
- Stakeholders also indicated that there are many displaced people who are experiencing homelessness within the Plan area.
  - This has lead to a large issue of human waste as public bathrooms are not available.
- The area is in dire need of public bathrooms, peers (those with lived-in experience) could be hired to help run this type of facility.
- Stakeholders indicated that the area needs a park or playground.
- Greenspace for a community garden would help to revitalize the area, this could be a partnership between North Health Specialized Services and the City.
- There are many great artists within the community/neighbourhood who would love to provide artwork for banners or murals.

# Next Steps

Public input received during Phase 2 of the project will be used to draft a Revitalization Plan that provides new objectives, floodplain development policy and principals/recommendations to bring investment back into this area of town. Once that 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. The feedback summarized in this What We Heard Report will be used to:

1

Identify redevelopment opportunities and constraints within the Plan area

2

Recommend policy for development within the floodplain

3

Develop an implementation plan that guides short, medium and long term priorities.

### MORE INFORMATION

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

[www.letsconnectquesnel.ca](http://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 teal rectangular box in the upper center.

# Appendix A

Public Survey Verbatim Responses

## **Appendix A – Public Survey Verbatim Responses**

### **What do you value most about the North Fraser Drive Landing Plan area?**

Number of respondents: 24

1. The riverfront, connection to Bouchie Lake area, and gateway to the West side.  
But riverfront first and foremost by a lot
2. the history
3. River front potential
4. JD meats
5. that it could become a nice area by the river
6. historical, possibly traditional territory.
7. encouraging investment, promoting economic development, to create a vibrant, inclusive and culturally rich community.
8. Open view of the river and trail system
9. The walkway along the river is awesome, I wish our riverfront was more accessible
10. Aesthetics and economic opportunities
11. View of the river, walkway
12. Recreational use, aesthetics
13. Safety, improved lighting views of Baker Creek and the Fraser.
14. The historic bridge and a cultural gathering place
15. The river access
16. Safety
17. Riverfront Trail, Footbridge access
18. Proximity to downtown
19. The view
20. I like that improvement is being considered
21. Waterfront
22. The scenic views of the river and walking trails
23. View of the river and short walk to town
24. It is an area that allows those who live there to be within walking distance of a small (including a grocery store), restaurants and other services.

**Please provide any additional feedback you may have about the North Fraser Drive Landing Revitalization Plan area.**

Number of respondents: 18

1. Prime real estate in Quesnel. My partner and I considered looking to buy a house here given its proximity to downtown and the river, but were dissuaded by our realtor due to the crime this area experiences. However, we do enjoy walking the riverfront trail through this area in the summer, it seems like it would really provide a big return on a small investment given the potential it holds.
2. I would like to see walkable, affordable subsidised housing and recognition that this is originally an Indigenous settlement that was taken away from the original inhabitants.
3. This waterfront has great potential. Whatever is developed should defer to and include First Nations in planning in a meaningful way. Why no questions on either survey about how development might consider the path to reconciliation?
4. It would be nice to make this a safer area for all. We would love to use the foot bridge more often but one can never walk it without fear. This would be a lovely area - residential and parkland to attract tourism but not if they are not safe.
5. Clean up and removal of abandoned buildings.
6. Putting money into the community to provide affordable housing, and promote tourism development is going to be so valuable to the growth of Quesnel... it is the "Fort Langley" of the north and holds so much potential !
7. I honestly feel that the area should not have much investment put towards it due to the floodplain issues. The area will just continue to decrease in value over the years as the river eats away at it. Building anything so close to such a fierce river is just a bad idea
8. I would love to see some sort of patio dining area or a riverside viewing/seating area
9. I am interested in the integrity and that it be respected. It is beautiful and I enjoy the tranquility of the area.
10. Dominated by housing, no draw other than the walkway to visit the area.
11. It would be nice to see all the rundown buildings removed with new housing options with green space. Better lighting. The old Peter Vogt building is an eyesore. Safety and vandalism of current and future developments is a major concern.
12. My age is actually between 70-80; which was not available in the previous question. Somehow highlighting the historical significance of this area would be a great secondary outcome of any action plan.
13. once again no 70 to 79 age group.
14. area greatly in need of revitalization - it would be a great walk & shop with some commercial development

15. It needs a clean up desperately and lighting for the riverfront trail area. Maybe more addictions services and counseling for mental health to help with this rather large problem in downtown Quesnel
16. Any development should account for a severe flood event in the planning phase and associated potential access issues
17. Crime reduction would lead to more interest in the area. No issues in the neighbourhood our house is in but we see a lot of people on the sidewalk that need services, such as mental health, housing and police service. This all affects people wanting to live here or drive here.
18. There are many small homes which could become multiple family residents "on pad" (no basements). Can high water table be returned to the river?