



# **NORTH FRASER DRIVE LANDING REVITALIZATION PLAN**



**What We Heard Report, Phase 2 | March 2022**

prepared by L&M Engineering Ltd.

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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

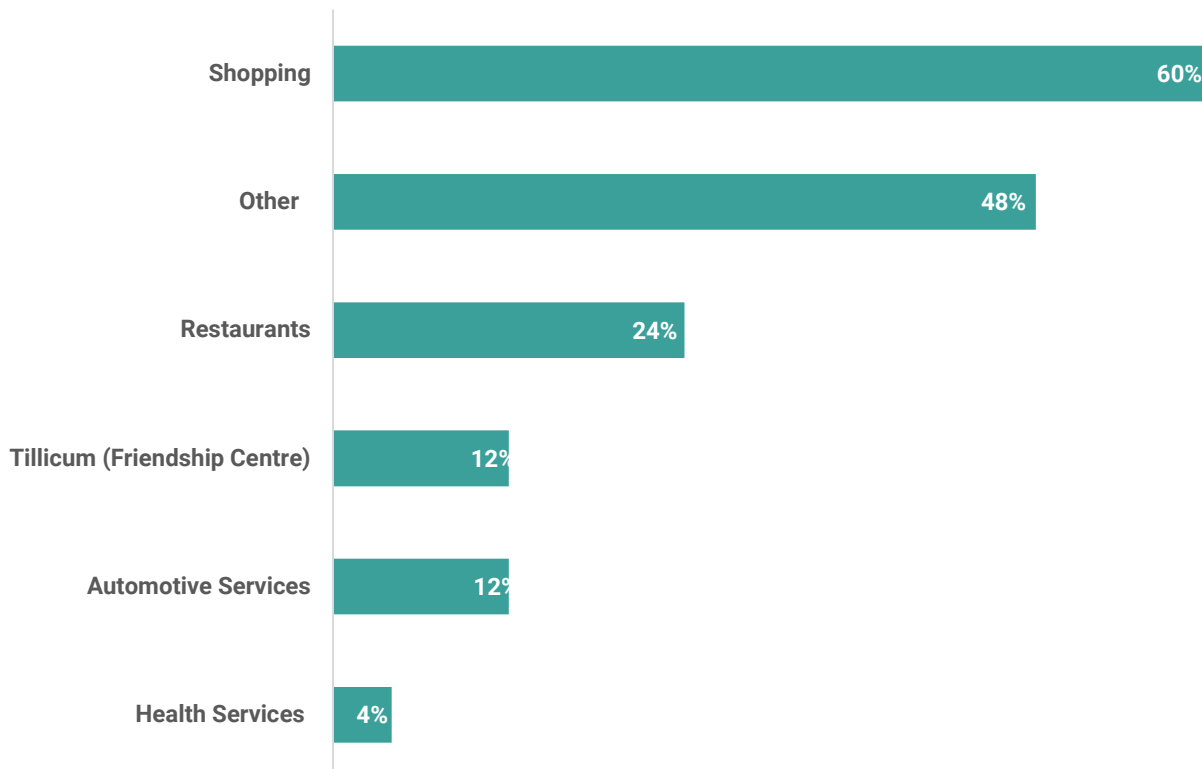
# Public Survey Key Findings

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

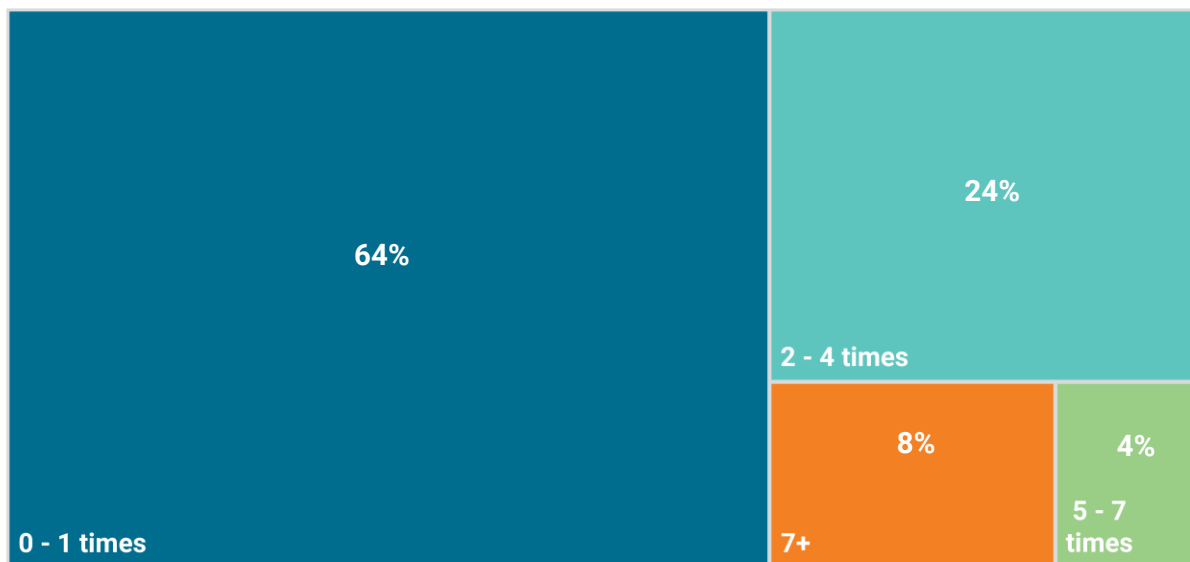


“Other” responses in verbatim:

- 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



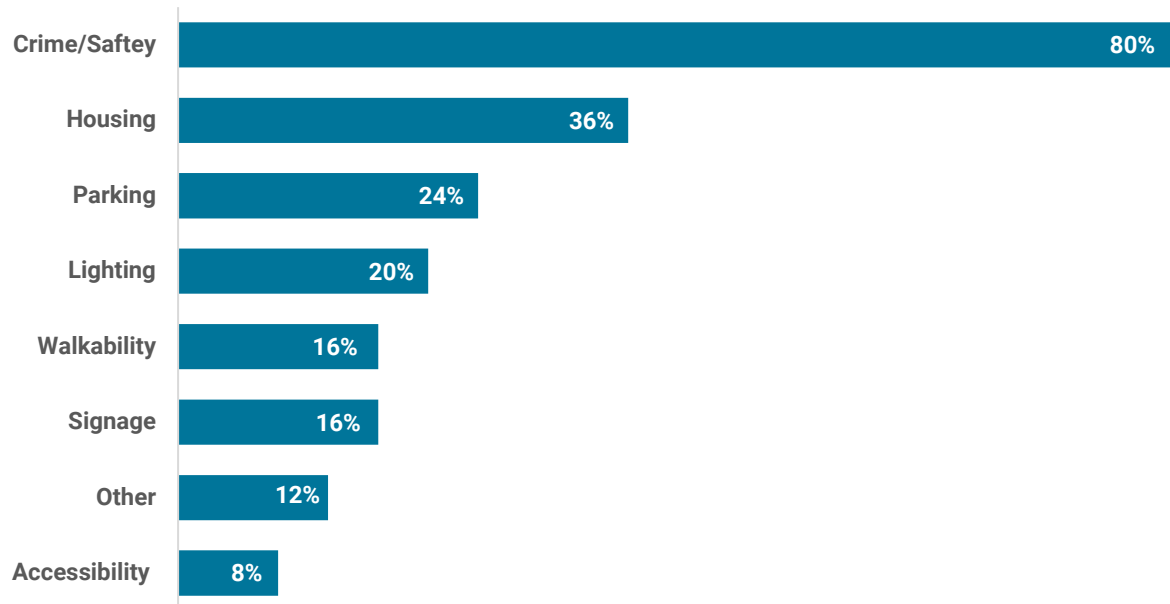
### What do you value most about the North Fraser Drive Landing Plan area?

Number of respondents: 24

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

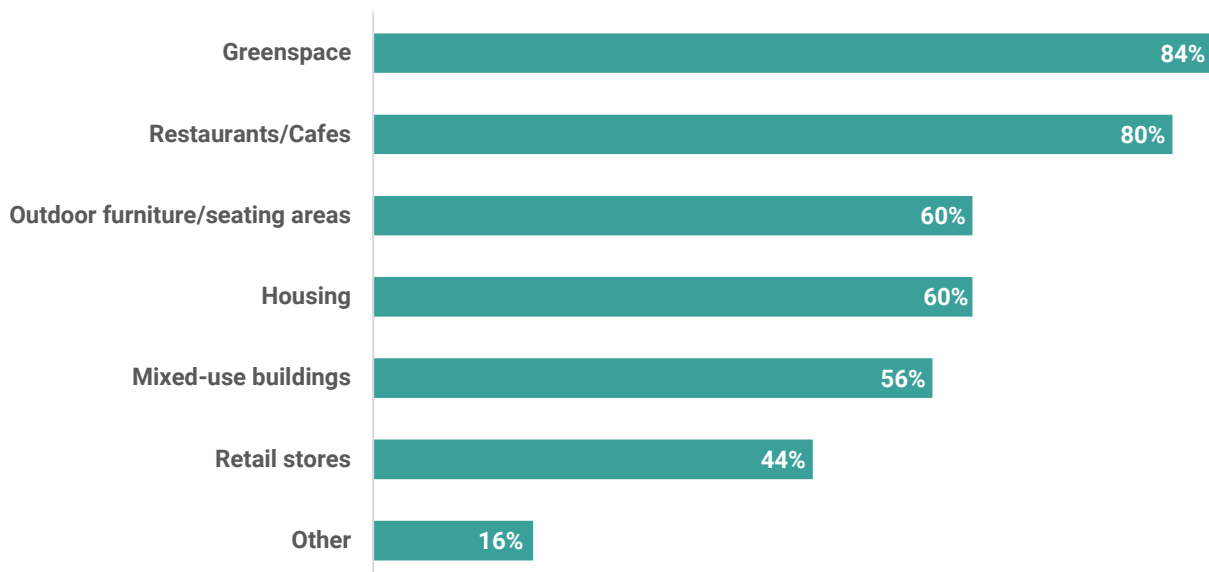


"Other" responses in verbatim:

- 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.**

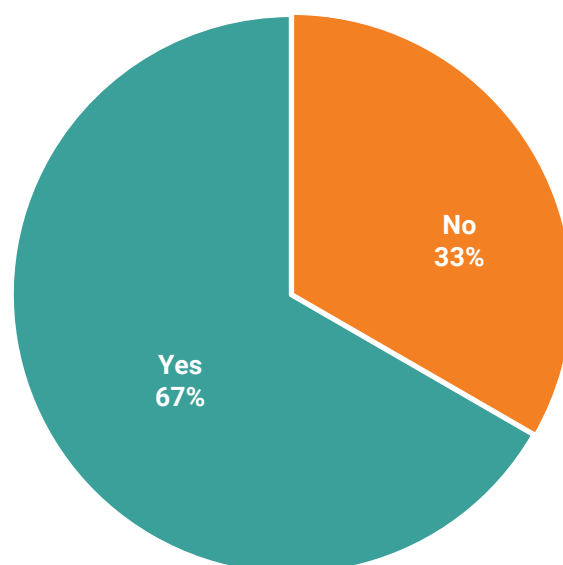
Number of respondents: 7

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?**

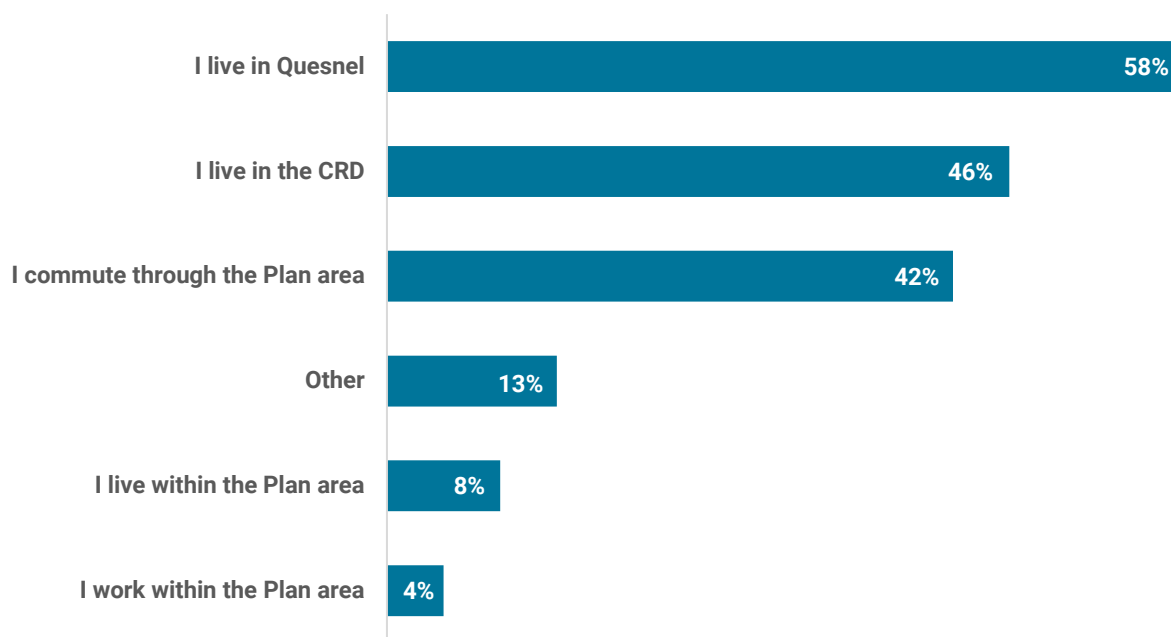
Number of respondents: 9





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

Number of respondents: 24

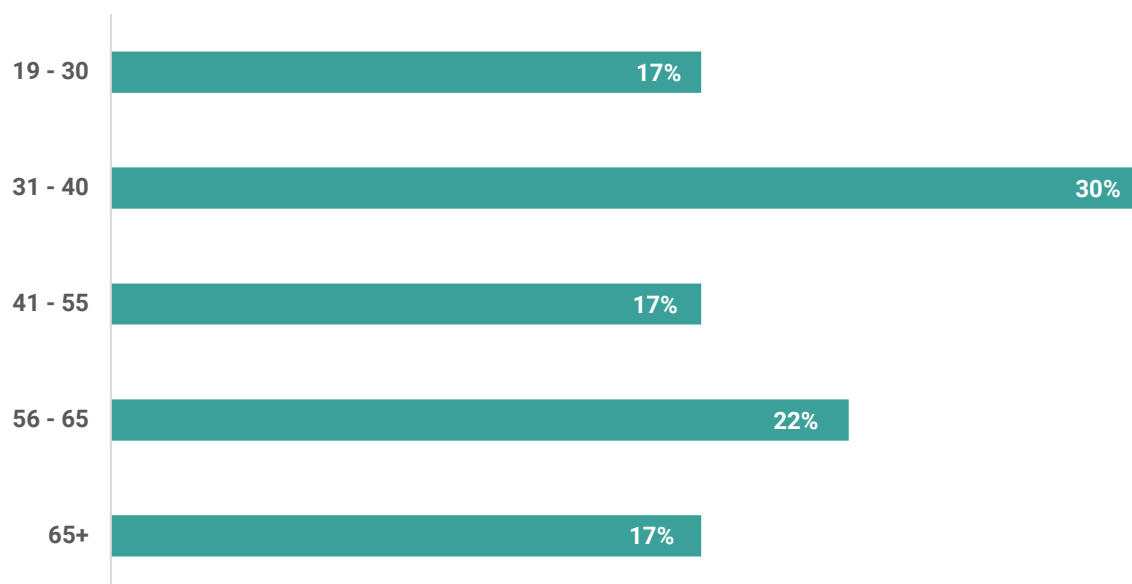


“Other” responses in verbatim:

- 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)

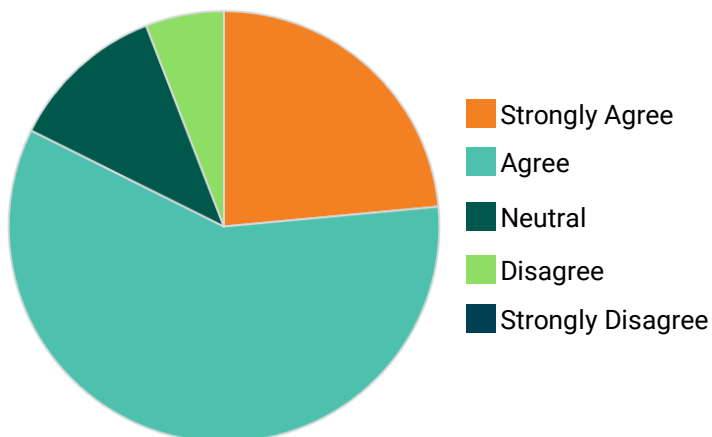
## North Fraser Drive Landing Revitalization Plan What We Heard Report Phase 2

### Introduction

The City of Quesnel's North Fraser Drive Landing Revitalization Plan is intended to serve as a long-range blueprint for encouraging investment, promoting economic development and improving the quality of life for the North Fraser Drive Landing neighbourhood.

To initiate the second round of public engagement for this project, the draft North Fraser Drive Landing 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 8<sup>th</sup>, 2022 – September 16<sup>th</sup>, 2022 to gather feedback on the draft Plan. The survey and engagement responses are condensed in the following analysis.

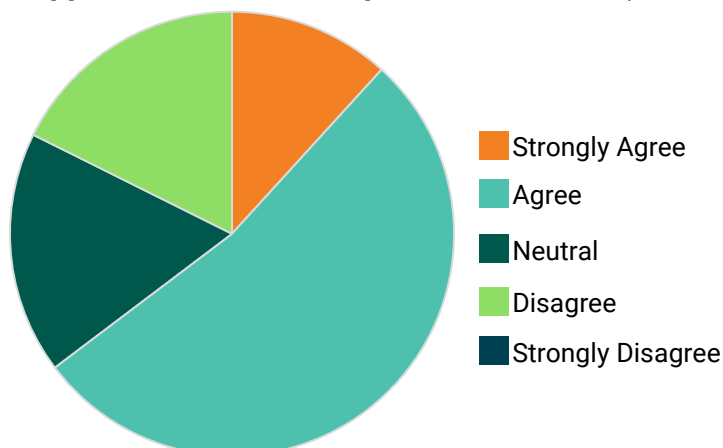
### "I support the draft Flood Hazard Implementation Measures (found on pages 5 to 7)"



Respondents: 17

The majority of respondents support the draft flood hazard implementation measures (83%), 12% remained neutral and 6% did not.

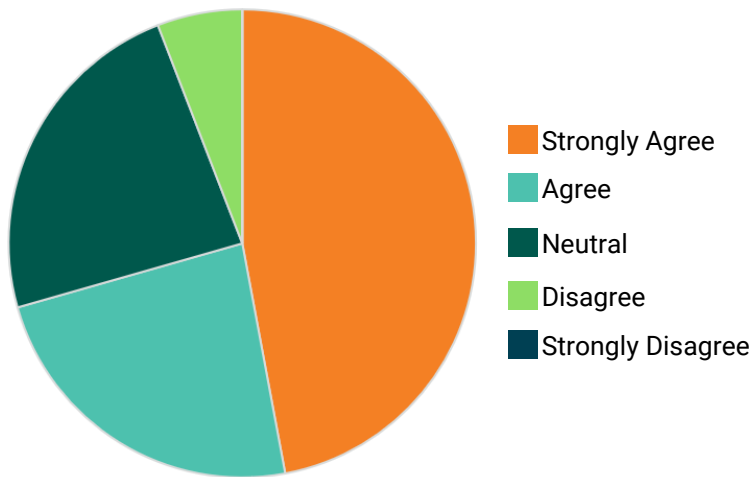
### "I support the draft Development Incentives (found on page 18)"



Respondents: 17

The majority of respondents support the draft development incentives (65%), 18% remained neutral and 18% did not.

**"I support the draft North Fraser Drive Landing Revitalization Plan Design Guidelines (found on pages 10 to 12)"**



Respondents: 17

The majority of respondents support the draft plan area design guidelines (71%), 24% remained neutral and 6% did not.

**"What elements of the draft North Fraser Drive Landing Revitalization Plan Design Guidelines do you most agree with?"**

Respondents: 17

Ranked responses from most to least mentioned:

1. "All"
2. Use of wood and natural materials
3. Flood resilient design
4. Building mass and form
5. Cohesive building character

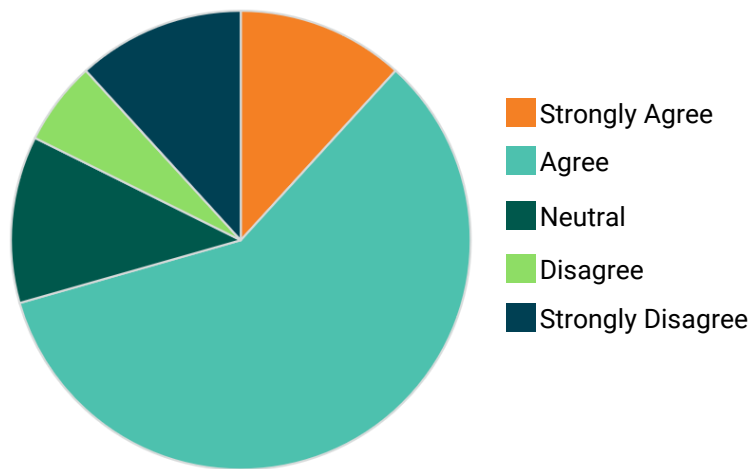
**"What elements of the draft North Fraser Drive Landing Revitalization Plan Design Guidelines do you most disagree with?"**

Respondents: 17

Ranked responses from most to least mentioned:

1. Form and character building elements
2. None
3. Cost concerns

**"I support the draft Elliott Street Enhancements (found on page 13)"**



Respondents: 17

The majority of respondents support the draft Elliott Street enhancements (71%), 12% remained neutral and 18% did not.

**"What elements of the draft Elliott Street Enhancements do you most agree with?"**

Respondents: 17

Ranked responses from most to least mentioned:

1. Indigenous infused culture and art
2. Decorative crosswalks
3. All
4. Welcome Signage
5. None

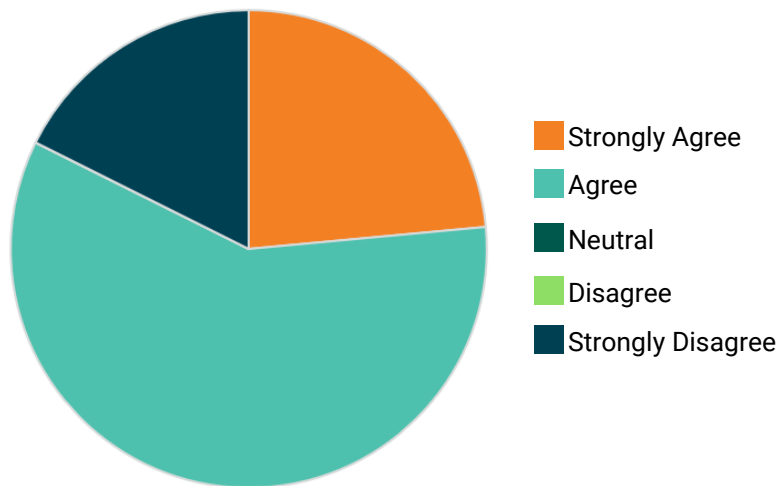
**"What elements of the draft Elliott Street Enhancements do you most disagree with?"**

Respondents: 17

Ranked responses from most to least mentioned:

1. None
2. Decorative Crosswalks
3. Petunias
4. Cost and maintenance

**"I support the draft public realm enhancements (found on pages 14 and 15)"**



Respondents: 17

The majority of respondents support the draft public realm enhancements (83%) and 18% did not.