



MACKENZIE

DOWNTOWN VISION + ACTION PLAN



WHAT WE HEARD REPORT #1

MACKENZIE DOWNTOWN VISION & ACTION PLAN | DISTRICT OF MACKENZIE

JULY 2022

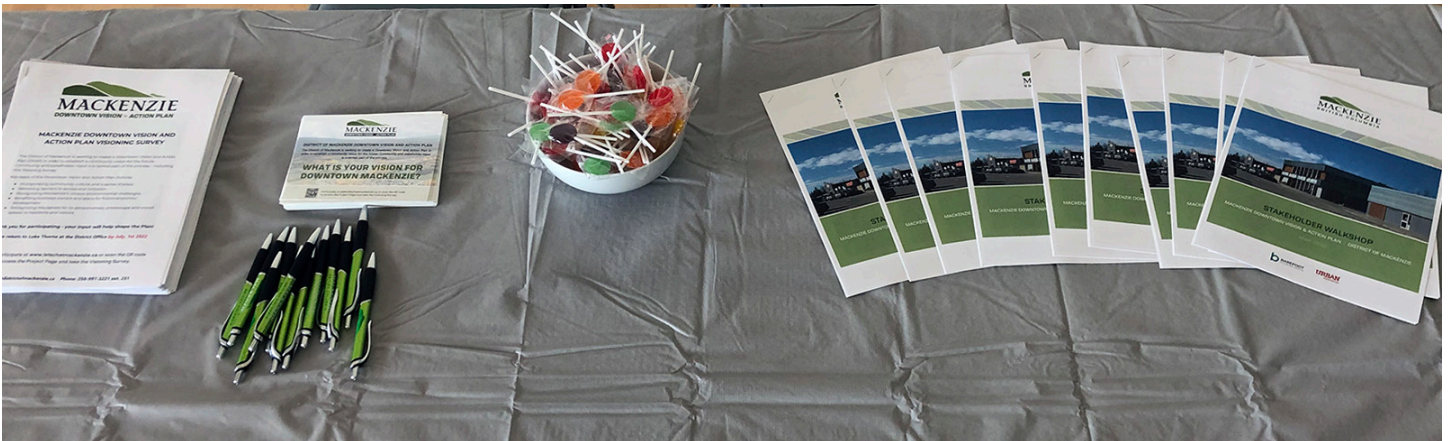
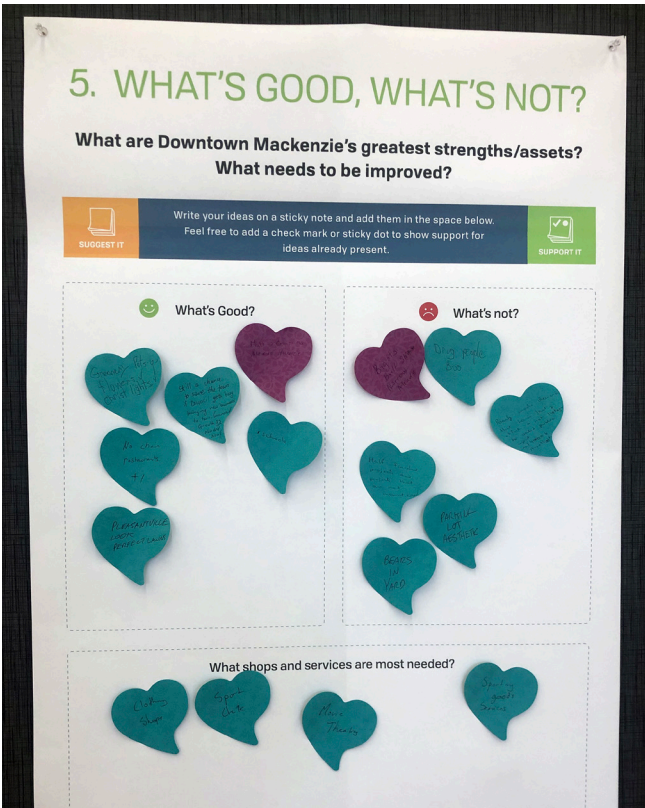


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PUBLIC ENGAGEMENT OVERVIEW

Community and stakeholder engagement are a key part of the Downtown Vision and Action Plan (DVAP) process. The Round 1 Engagement events were used to [a] build on the Project Team's background analyses by further identifying key issues and opportunities; and [b] generate high-level ideas and a vision for downtown Mackenzie.

ROUND 1 ENGAGEMENT INCLUDED:

Chamber of Commerce Expo Pop-up - May 6-7, 2022

A booth at the expo with display boards that introduced the Project and asked a few questions or participants to further reach the business community conveniently.

Public Ideas Fair - June 9, 2022

A large-scale, widely advertised interactive public event at the Recreation Centre.

Online Engagement - June 7 - July 8, 2022

The District's online "Let's Chat" platform was utilized throughout Round 1 to advertise events, share documents (e.g., Background Summary Report), and host the Visioning Survey.

Stakeholder Workshops - June 16 + July 14, 2022

A focused issues and opportunities workshop with key stakeholders - e.g., business owners, landowners, residents, interest groups, and District staff - was held in June in addition to a Council specific workshop in July.

NEXT STEPS:

Round 2 Engagement will be used to [a] develop possible directions and outcomes for the Plan Area, based on Round 1 feedback; and [b] refine early directions into a preferred set of policies and actions. The final round of engagement will solicit community and stakeholder feedback on the full draft of the Mackenzie DVAP. The Plan will then be finalized based on this input, before being presented to Council.



BACKGROUND ANALYSIS

April - Project Team

Technical analyses of existing conditions to identify challenges and opportunities and outline a policy framework to inform the project. Outcomes will inform the content of the Ideas Fair, Pop Ups, and online discussions.



IDEAS FAIR

May/June - Public

An interactive consultation event to harvest public feedback and generate high-level directions and big ideas for the future of downtown Mackenzie.



WORKSHOP & INTERVIEWS

May/June - Stakeholders

An intensive workshop will be used to refine high-level directions into possible scenarios, designs, and actions. Targeted interviews will then be used to fill any information gaps. From there, a set of key elements and scenarios will be developed for use at the Public Gallery.



POP-UPS & ONLINE DISCUSSION

May/June - Public

Pop up events in the mall, along with online discussions, will extend the reach of the Ideas Fair to the wider community. Directions from the public will form the base on which the stakeholder workshop is built.



PUBLIC GALLERY & SURVEY

July - Public

A second public event (held digitally) and corresponding online survey will allow residents to share feedback and comment on the scenarios and directions generated from the workshop and Ideas Fair. The Project Team will then synthesize the public input and begin to develop a draft Plan.



OPEN HOUSE (DRAFT PLAN)

August/September - Public

The draft Downtown Vision and Action Plan will be presented for public comment at a (digital or in-person) Open House and corresponding online engagement. A final draft will then be iteratively refined with staff.



COUNCIL PRESENTATION

Fall - Public

The final Downtown Vision and Action Plan will be presented to Council at a public meeting.

CONSULTATION AT A GLANCE

PEOPLE PARTICIPATED



25

**IDEAS
FAIR**

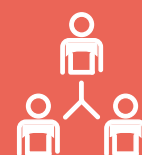
June 7th, 2022



80

**POP-UP
EVENTS**

May 6th and 7th, 2022



17

**STAKEHOLDER
WORKSHOPS**

June 16th and July 14th, 2022



69

ONLINE PARTICIPATION

www.letschatmackenzie.ca

June 7th - July 8th, 2022

ENGAGEMENT SUMMARY

ROUND 1 THEMES

These Themes provide a high level overview of key issues and opportunities for enhancing downtown Mackenzie in the future. These Themes summarize what the Project Team heard throughout Round 1 engagement.



WALKABILITY & ACCESSIBILITY

- Lack of safe pedestrian crossings and markings
- Traffic congestion entering/exiting Mackenzie Boulevard
- Lack of east-west path through downtown
- Poor sidewalk conditions and pedestrian amenities (e.g., benches, street trees, shelters, garbage and recycling)



VIBRANT DOWNTOWN CORE

- Lack of multi-functional outdoor public space that can accommodate seasonal activities
- Key sites in the downtown area are run-down and in need of repair
- Lack of infrastructure to support businesses and residents (e.g., internet connection)



BEAUTIFICATION

- Lack of public art
- Lack of greenery, trees, and landscaping in the downtown area
- Unattractive buildings façades and derelict properties



COMMUNITY & CULTURE

- Shortage of seasonal events, activities, and programming
- Lack of cohesive design to public and private spaces
- Missing community character and identity

ENGAGEMENT SUMMARY



CHAMBER OF COMMERCE EXPO

MAY 2022 | CHAMBER OF COMMERCE

On May 6th and 7th, District of Mackenzie staff engaged participants of the Chamber of Commerce Expo in a pop-up. The following provides a representative sample of the feedback heard.



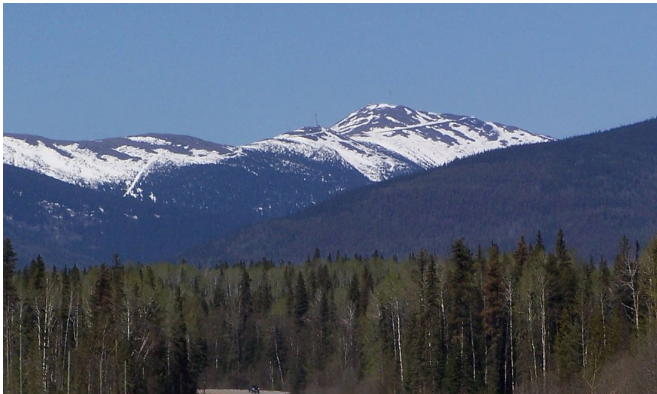
WHAT'S **GOOD** ABOUT DOWNTOWN MACKENZIE?

- Patio at purple bicycle
- Everything within walking distance
- Central retail
- Bike Trails
- Recreation Centre
- Views of nature



WHAT'S **NOT GOOD** ABOUT DOWNTOWN MACKENZIE?

- Ugly downtown
- Outdated business exteriors.
- Sidewalks
- Potholes
- Cannot walk to everything
- Parking lots
- Old buildings in disrepair
- Streets too wide



ENGAGEMENT SUMMARY



WHAT ARE SOME **BIG CHANGES** YOU'D LIKE TO SEE IN DOWNTOWN MACKENZIE?

- More outdoor activities for Kids
- Kids water park / splash pad
- Tourist activities
- Walkable / livable community
- Wider range of stores
- More parks
- Brewery
- More restaurants and food spaces
- Running track
- Adult exercise park
- Dentist, optometrist, and veterinarian



WHAT ARE SOME **SMALL CHANGES** YOU'D LIKE TO SEE IN DOWNTOWN MACKENZIE?

- More flowers and lights
- Fix potholes
- Road paintings and parking lot lines
- Dog park
- More sidewalks
- More social activities and events
- Beautification
- Better internet



HOW WOULD YOU MAKE DOWNTOWN A **MORE WELCOMING BUSINESS ENVIRONMENT?**

- Better internet
- Designated downtown with boardwalks
- Festival square
- Stay small and intimate



ENGAGEMENT SUMMARY



PUBLIC IDEAS FAIR

JUNE 2022 | PUBLIC

On June 9, a Public Ideas Fair was held at the Recreation Centre from 3 - 7pm. The following provides a representative sample of the feedback heard.



WHAT'S **GOOD** ABOUT DOWNTOWN MACKENZIE?

- Greenery, flowers, christmas lights
- No chain restaurants
- Schools
- Malls and shops



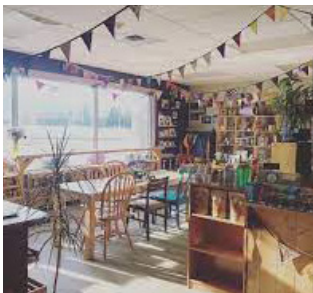
WHAT'S **NOT GOOD** ABOUT DOWNTOWN MACKENZIE?

- Parking lots
- Bears and wildlife
- Half finished projects and projects that never happened



HOW WOULD YOU MAKE DOWNTOWN A **MORE WELCOMING** COMMUNITY?

- More recreation / Mountain biking
- Fibre optic internet
- More tourism
- Live / work units
- Shutting down Mackenzie Boulevard in summer
- Small shops / indoor bazaar



ENGAGEMENT SUMMARY



WHAT ARE SOME **BIG CHANGES** YOU'D LIKE TO SEE IN DOWNTOWN MACKENZIE?

- Seniors housing
- More trails
- More green Space
- Architectural anchors
- Drive in theatres
- Pedestrian-oriented downtown



WHAT ARE SOME **SMALL CHANGES** YOU'D LIKE TO SEE IN DOWNTOWN MACKENZIE?

- Fire places in parks
- Garage sale day
- More places to sit
- Family/covered picnic spots, gazebo
- Murals
- Playground
- Farmers Market



WHAT IS **YOUR VISION** FOR DOWNTOWN MACKENZIE?

- More jobs to make me stay in the community
- Maintain the small town feel
- Like downtown Rossland or Kimberly
- More spaces for conversation and causal interaction
- More places to eat and gather



ENGAGEMENT SUMMARY



STAKEHOLDER WORKSHOPS

JUNE & JULY 2022 | STAKEHOLDERS

In June and July the Project Team held a Stakeholder Workshops, made up of residents, business owners, land owners, interest groups, Council, and District staff. Additionally, the Stakeholders were invited to partake in a “Walkshop” that provided an interactive walking tour of the downtown, identifying issues, and opportunities. The following provides a representative sample of the feedback heard.



ISSUES

- Can't park on the street during certain times of the year due to snow
- Width of Skeena Drive
- Accessibility of parking lot and mall
- Snow removal
- Water availability and shelter from the heat in summer
- Lack of transportation options
- Wayfinding fails to list distances
- Properties in disrepair and run by people out of town
- Low taxes for vacant land
- Ministry of Transportation being overly restrictive
- Large roads with big crossings
- People driving between the malls
- Lack of sidewalks, benches, and seating
- Nothing to stop people building large parking lots
- Four lane Provincial Highway



OPPORTUNITIES

- Downtown public space
- Promote active travel along edge of bike park
- Limit parking on one side of mall
- Support industry and recreation
- Better incentivize storefront beautification
- Small business and live/work units
- Pedestrian connections
- Parking lot conversions
- Burying infrastructure (e.g., hydro poles)
- Narrowing highway

ENGAGEMENT SUMMARY



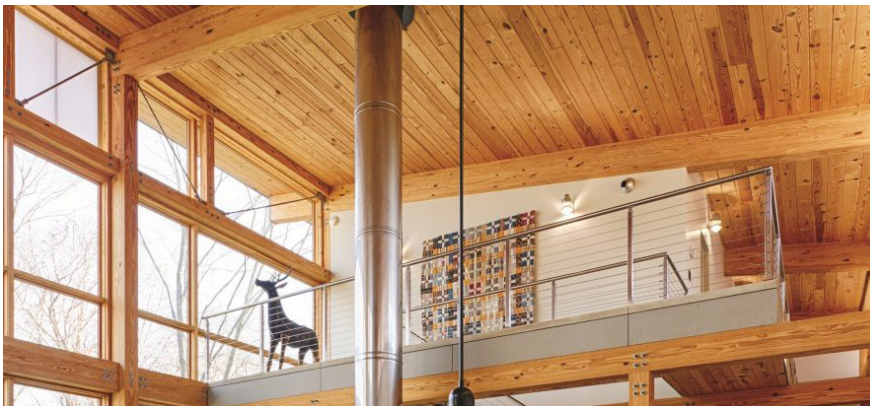
VISION - 5 YEARS

- Draw people through recreation opportunities
- Draw people through affordability
- Beautification
- Engaging and support seniors
- Green and leafy downtown
- Better hardscape materials
- Cultural diversity
- Natural elements to replace the industrial feel
- Need to appeal to broad spectrum of people young and old
- Accessible downtown



VISION - 30 YEARS

- New business opportunities and new buildings
- Infrastructure to support businesses
- Hub for remote working
- Eco-tourism hotspot
- Diverted traffic from Mackenzie Blvd.
- More public spaces
- Celebrating views of the mountains
- Outdoor, exposed timber construction, good frontage, hiding parking
- Easily walkable
- Logging trucks outside the city centre
- Thriving community - more modern, people taking care of their places
- Buildings closer to the street
- Less parking, better urban design



ENGAGEMENT SUMMARY



VISIONING SURVEY

JUNE-JULY 2022 | PUBLIC

From June 7th to July 8th, 2022, the community was invited to take part in a visioning survey hosted on the District's engagement platform (letschatmackenzie.ca). The following provides a representative sample of the feedback heard.



WHAT'S **GOOD** ABOUT DOWNTOWN MACKENZIE?

- Walking distance to everything
- Compact footprint of downtown
- Community Market
- View of the mountains
- Proximity to outdoor recreation
- Community Garden
- Recreation Centre
- 24 hour gas station



WHAT'S **NOT GOOD** ABOUT DOWNTOWN MACKENZIE?

- Aesthetics, lighting, murals, flowers
- Mall parking lot
- Lack of benches
- Short business hours
- Handicap accessible parking
- Lack of small businesses including food/brewery/socialization areas
- Lack of green space, indigenous culture, shade and covered picnic areas
- Lack of Public washrooms
- Lack of cohesion of colours, styles, and walking paths

ENGAGEMENT SUMMARY



DESIRED **SUMMER** ACTIVITIES

- Outdoor seating and eating
- Festivals and markets
- Brewery patio
- Lounge areas
- Meet and greet events
- Splash pad
- Outdoor exercise equipment
- Community dances



DESIRED **WINTER** ACTIVITIES

- Covered shelters to gather
- Bonfires
- Winter markets
- Festivals and events
- Things for kids to do
- Cozy restaurant that is open late
- Reliable commercial centre
- Parade
- More programs for teens



ENGAGEMENT SUMMARY



WHAT ARE SOME **BIG CHANGES** YOU'D LIKE TO SEE IN DOWNTOWN MACKENZIE?

- Sheltered areas
- More business options
- Murals
- More activities in the summer and winter
- Make an actual Main Street
- Better landscaping
- Outdoor feel to downtown
- Timber-centric architecture
- Celebrate arts community
- More inviting, bustling
- More for seniors
- Handi-transit bus
- Seniors housing
- Mackenzie Mall redesign



WHAT ARE SOME **SMALL CHANGES** YOU'D LIKE TO SEE IN DOWNTOWN MACKENZIE?

- Beautification - flower gardens, plant store
- Pave the parking lots
- More benches
- Lighting
- More colour
- Clean up derelict properties



ENGAGEMENT SUMMARY



WHAT IS **YOUR VISION** FOR DOWNTOWN MACKENZIE?

- More options to enjoy life and do fun things in Mackenzie, learn about what other things there are to do, meet up with friends, look at the beauty of the mountains, flowers, upkeep and art/murals. Good food options and drinks. Outdoor hang out spots.
- Modern, clean buildings featuring a variety of businesses and some restaurants.
- Lots of greenery, accessible for walkers, cyclists, pedestrians, all roads and parking lots properly maintained (minimal potholes, road and parking lot lines repainted), local art, murals, lots of places to sit.
- Ideally it all looks similar with a mountain village look (like Whistler or Jasper - but smaller obviously) a place you want to go and hang out and wander through, trees, paths, benches and lighting.
- A place where people actually go to hangout. Places to walk where you can see beautiful greenery and art work, benches, picnic tables (some covered), planters all along downtown encouraging people to stay and visit with others.
- A themed, consistent approach (signage, styled decorations) with well maintained and landscaped parking lots and strip malls and centre mall.
- It would be easier to walk around and more handicap accessible.
- Recreational nature haven for online remote workers. Thriving arts and social scene, low cost clean living.
- We need to rely less on the lumber industry identity. We need to try to learn from this singular dependency and how that cyclical damages our stability as a community.
- Colourful, comfortable, welcoming, benches, rest areas, patios, info booth.
- Somewhere with safe buildings for daycare and eating and shopping. Somewhere that accentuates and embraces the nature around us.
- Narrow the highway off and add bike lanes, make the intersection of Centennial and Mackenzie Boulevard into a roundabout.
- A destination spot from which to explore the early history of this area.
- Welcome friendly for people not all parking for vehicles.