



MACKENZIE

DOWNTOWN VISION + ACTION PLAN



WHAT WE HEARD REPORT #2

MACKENZIE DOWNTOWN VISION & ACTION PLAN | DISTRICT OF MACKENZIE

SEPTEMBER 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. Round 2 Engagement events were used to [a] check-in with the community on what we've heard; [b] gauge levels of support for different ideas; and [c] help us "course correct" in any given direction, prior to developing the draft DVAP.

ROUND 2 ENGAGEMENT INCLUDED:

Early Direction Presentation - August 24, 2022

A presentation on the Early Directions was provided to residents at the Recreation Centre. The recording of the presentation was made available on the project website.

Online Engagement - August 24 - September 15, 2022

The District's online "Let's Chat" platform was utilized throughout Round 2 to advertise events, share documents (e.g., Early Directions Presentation), and host the Early Directions Survey.

Pop-up Events - September, 2022

In September, District Staff facilitated pop-up engagement at the Alexander Mackenzie Mall, Community Market, and the Seniors Luncheon.

NEXT STEPS:

Round 3 engagement will involve an "Open House" where residents are invited to read the draft plan on Lets Chat Mackenzie and directly engage with District Staff on their support of suggested changes. 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

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

June/July - 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

June/July - 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

August - 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)

September/October - Public

The draft Downtown Vision and Action Plan will be presented for public comment at a (digital) 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

881 TOTAL VISITS TO PROJECT SITE



110

WATCHED THE
EARLY DIRECTIONS
PRESENTATION



78

COMPLETED THE
EARLY DIRECTIONS
SURVEY



~75

REACHED
THROUGH DISTRICT
POP-UPS



143

TOTAL ENGAGED
VISITORS TO
PROJECT SITE



56

DOWNLOADED
BACKGROUND
REPORT/EARLY
DIRECTIONS REPORT



292

TOTAL PEOPLE
INFORMED OF
PROJECT

ENGAGEMENT SUMMARY

EARLY DIRECTIONS SURVEY

From August 24th to September 15, 2022, the community was invited to take part in an Early Directions survey hosted on the District's engagement platform (letschatmackenzie.ca). The following provides a representative sample of the feedback heard. For a full report on all survey questions, please see the Appendix.



DOWNTOWN VISION

- 77% supported* the **5-year Vision**
- 73% supported the **10-year Vision**
- 69% supported the **Long-Term Vision**



PLANNING PRINCIPLES

- 85% supported the principle of **Incremental and Contextual Revitalization**
- 94% supported the principle to **Design for People**
- 91% supported the principle to **Foster Strong Community Identity**
- 83% supported the principle to **Activate the Street**



PLANNING GOALS

- 90% supported the goal of **Enhance Walkability & Accessibility**
- 84% supported the goal of **Create a Vibrant Downtown Core**
- 90% supported the goal of **Beautify the Downtown Core**
- 91% supported the goal of **Build Community & Culture**

*support/supported = "strongly agree or somewhat agree"

ENGAGEMENT SUMMARY



COMMENTS FOR THE PLANNING FRAMEWORK (E.G., VISION, PRINCIPLES, AND THEMES)

- Need for beautification and highlighting of the great community that is Mackenzie
- Need for more community amenities (e.g., splash park, public space)
- Celebrate arts and culture, with murals and differentiated design of buildings
- Ensure development offers meaningful change
- Need for more seniors independent living
- Need for more accessibility considerations
- More use of stone and wood in the design of buildings and public spaces
- Need to consider youth in decision-making



SUPPORT FOR EARLY DIRECTIONS

In addition to the planning framework, the short-medium-and-long-term early directions received high levels of support from the community. Three Early Directions received less than 75% support, including:

- Engage with the Ministry of Transportation on the future of Mackenzie Boulevard, with the general aim of creating a 2-lane, pedestrian-friendly 'main street' between Centennial and Stuart Drive (74% support)
- Seek opportunities to reduce the travel lanes and improve pedestrian/cycling conditions on Mackenzie Boulevard, Skeena Drive, and Centennial Drive including temporary/seasonal interventions (72% support)
- Remove Provincial Highway status to Mackenzie Boulevard, between Centennial Drive and Stuart Drive, to facilitate the development of a walkable "main street" (67% support)

The full report on the Early Directions Survey, including all comments received, is available in the Appendix.

ENGAGEMENT SUMMARY

DISTRICT POP-UPS

Alexander Mackenzie Mall Pop-up - September 8

Mackenzie Community Market Pop-up - September 15

In September, District staff undertook two pop-ups at the Alexander Mackenzie Mall and Community Market. These pop-ups were primarily informational, letting people know more about the project and directing them to online engagement opportunities including the Early Directions Survey.

Seniors Luncheon - September 13

In September, District staff attended the Seniors Luncheon to provide a presentation of the Early Directions and facilitate discussions. The following themes were heard from the Seniors Luncheon:



LUNCHEON THEMES

- Want to see more seniors housing with less stairs
- Need for assisted living and complex care
- More accessibility considerations including wider sidewalks for scooters, automatic doors at private business and public facilities.
- These actions are needed in less than 5-years
- More benches and seating, including in private spaces
- Need for more activities in the downtown
- Needs for alternative transportation such as a taxi service or ride-share

APPENDIX

DVAP - Early Directions Survey

SURVEY RESPONSE REPORT

06 May 2022 - 25 September 2022

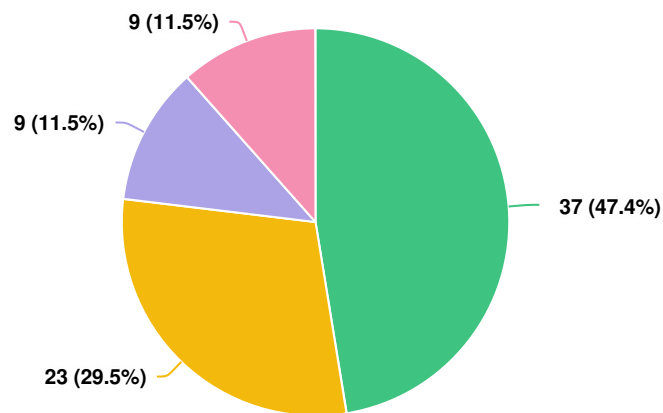
PROJECT NAME:

Downtown Vision and Action Plan



SURVEY QUESTIONS

Q1 | Short Term Objectives Within 5 years, Downtown Mackenzie has seen early signs of revitalization, including:- Transportation...



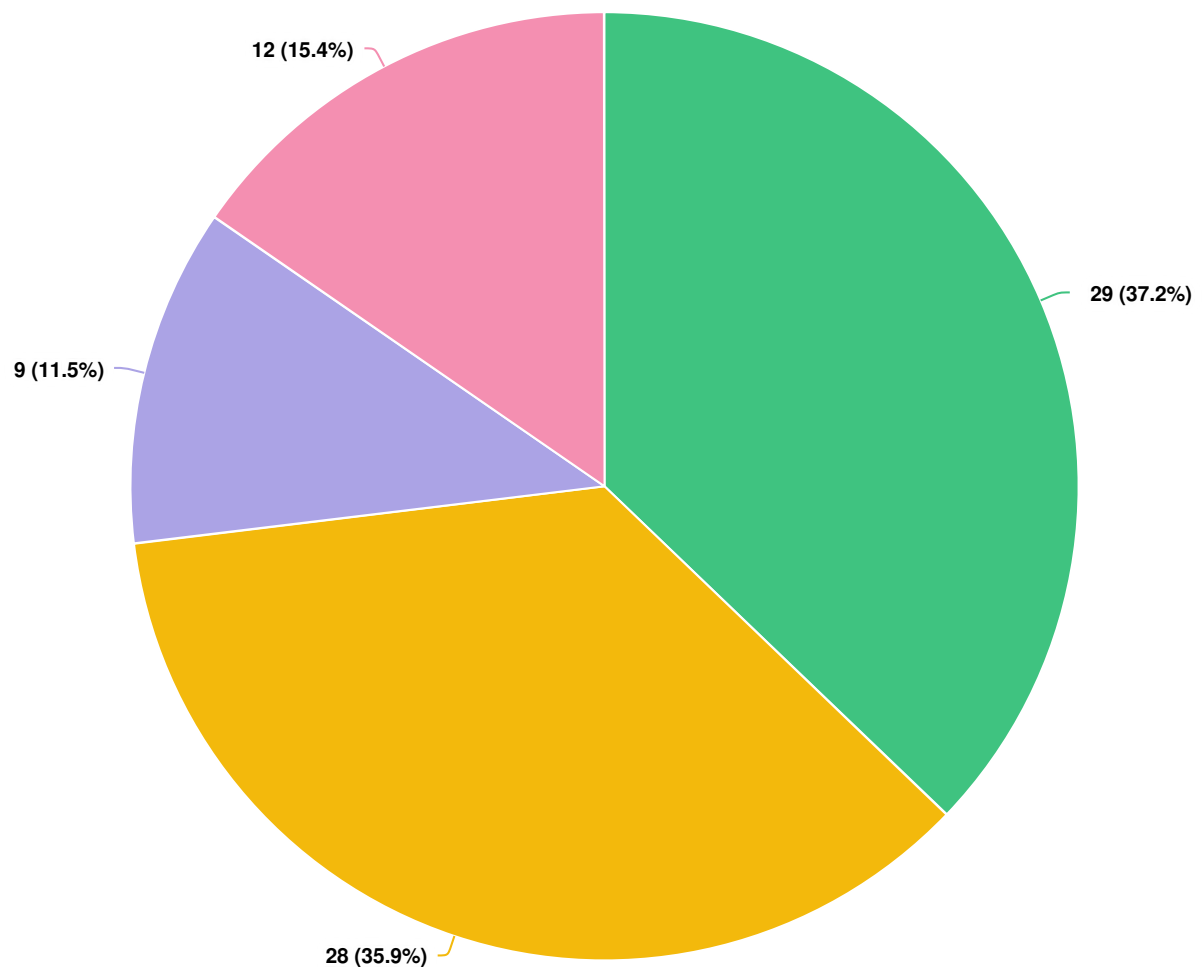
Question options

● Strongly Agree ● Somewhat Agree ● Somewhat Disagree ● Strongly Disagree

Optional question (78 response(s), 0 skipped)

Question type: Radio Button Question

Q2 Medium Term ObjectivesIn 10 years, Downtown Mackenzie continues to improve and begins to thrive:- A new multifunctional park has been created across from the KL95 Mall, establishing a network of public gathering and activity spaces- An expanded eas...



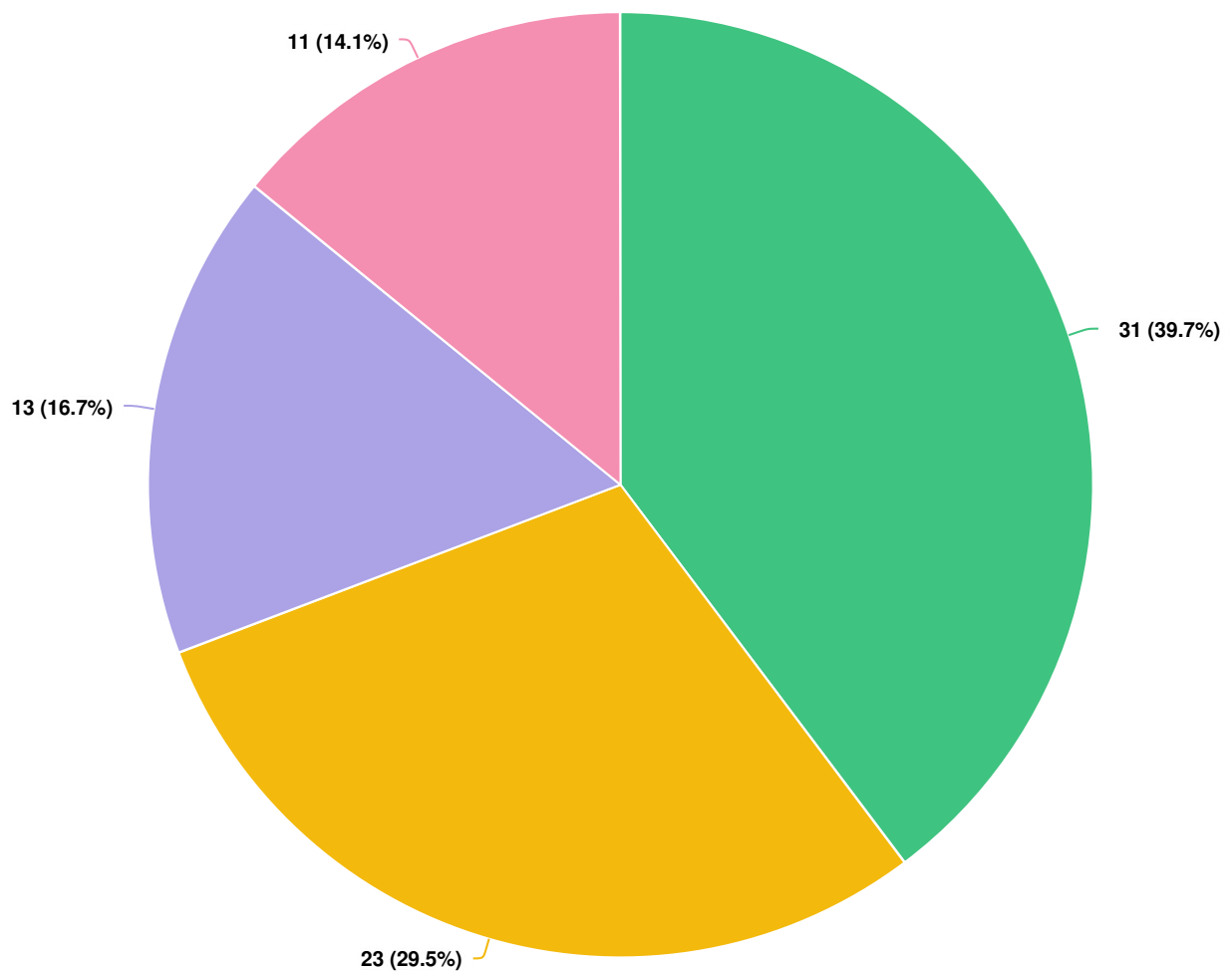
Question options

● Strongly Agree ● Somewhat Agree ● Somewhat Disagree ● Strongly Disagree

Optional question (78 response(s), 0 skipped)

Question type: Radio Button Question

Q3 | Long Term Objectives In 30 years, Downtown Mackenzie has evolved to include:- A walkable “Main Street” as Mackenzie Blvd between Centennial Dr and Stuart Dr has been redeveloped’ with two travel lanes, on-street parking, and other streetscape improv...



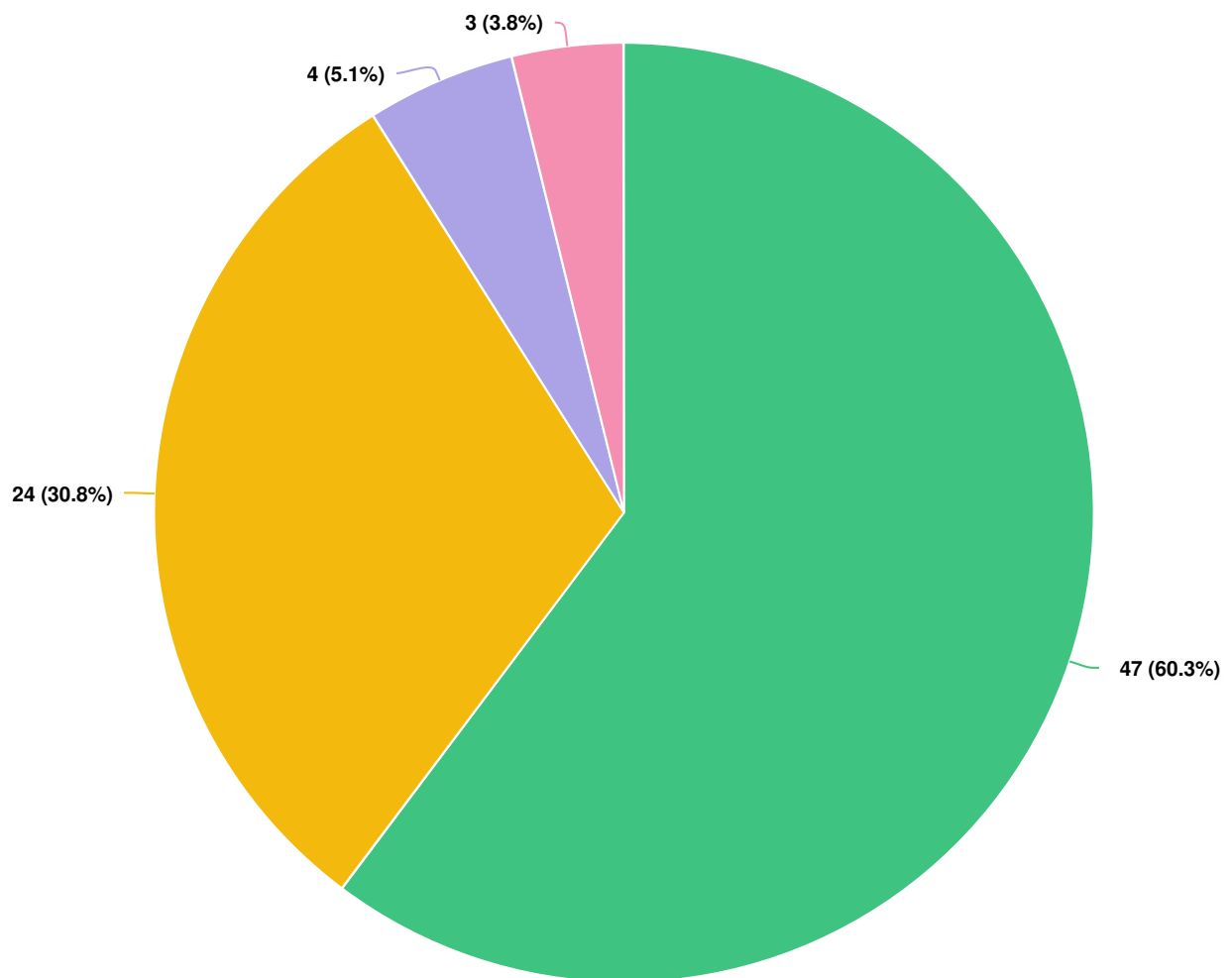
Question options

● Strongly Agree ● Somewhat Agree ● Somewhat Disagree ● Strongly Disagree

Optional question (78 response(s), 0 skipped)

Question type: Radio Button Question

Q4 Foster Stronger Community Identity To build on and enhance the “sense of place” in Mackenzie toward an active, vibrant Downtown with ‘street life’, healthy businesses, and high-quality public spaces.



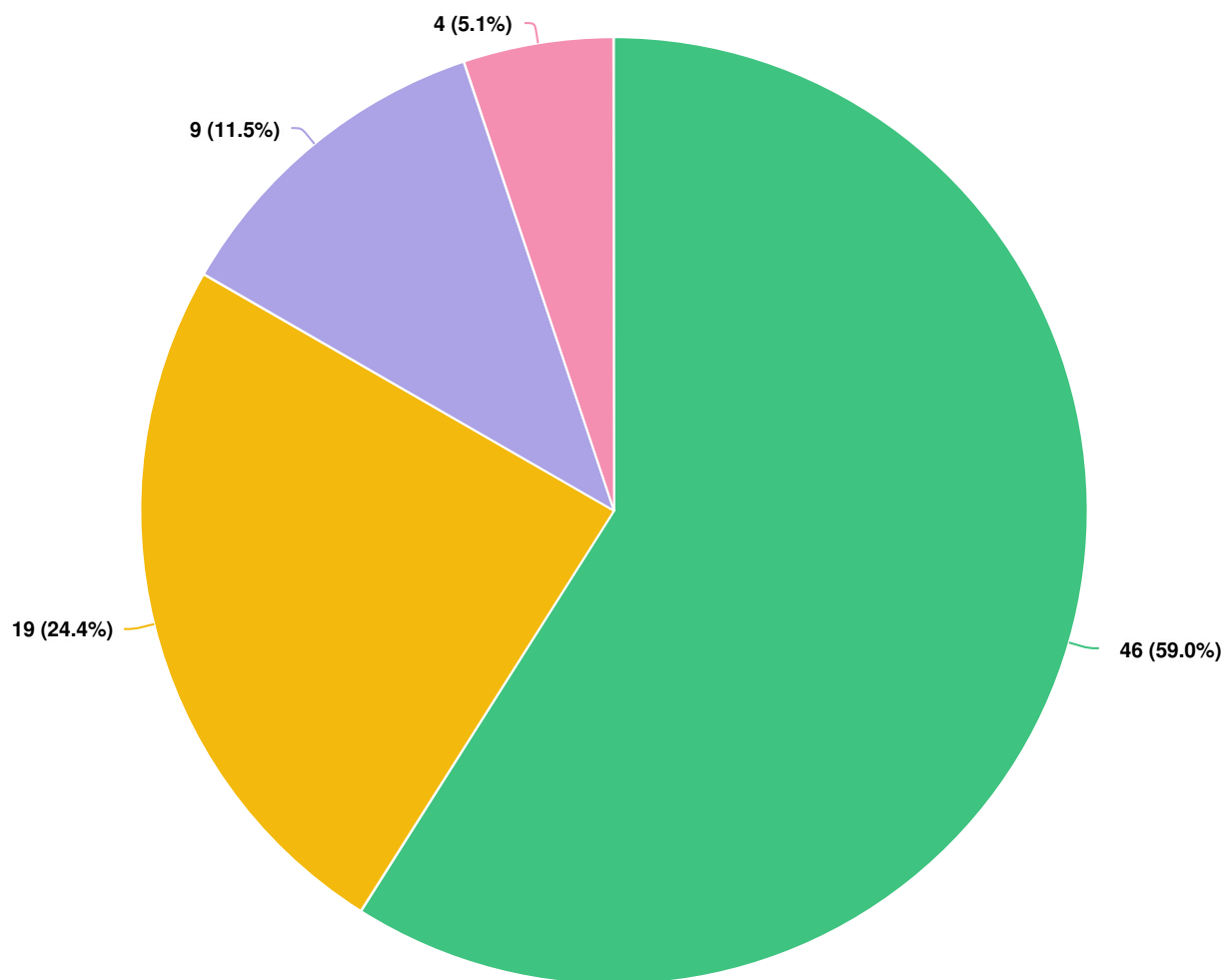
Question options

● Strongly Agree ● Somewhat Agree ● Somewhat Disagree ● Strongly Disagree

Optional question (78 response(s), 0 skipped)

Question type: Radio Button Question

Q5 | Activate the StreetUse buildings and trees to frame the street; architecture and landscaping to create visual interest; and ground floor uses to provide opportunities for formal (e.g., retail) and informal interaction (e.g., patios, terraces).



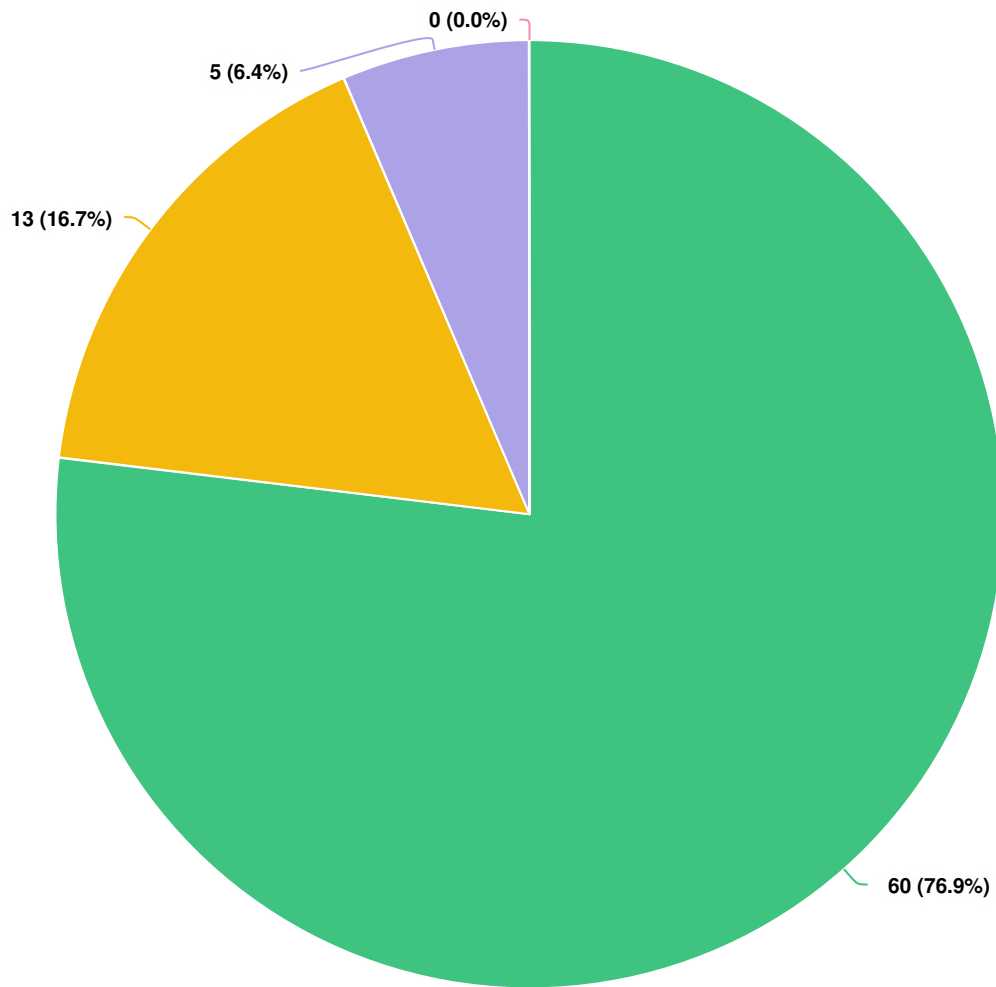
Question options

● Strongly Agree ● Somewhat Agree ● Somewhat Disagree ● Strongly Disagree

Optional question (78 response(s), 0 skipped)

Question type: Radio Button Question

Q6 | Design for PeopleTo create accessible infrastructure, promote safety, and kid/senior friendly elements to create a welcoming Downtown for all ages and abilities.



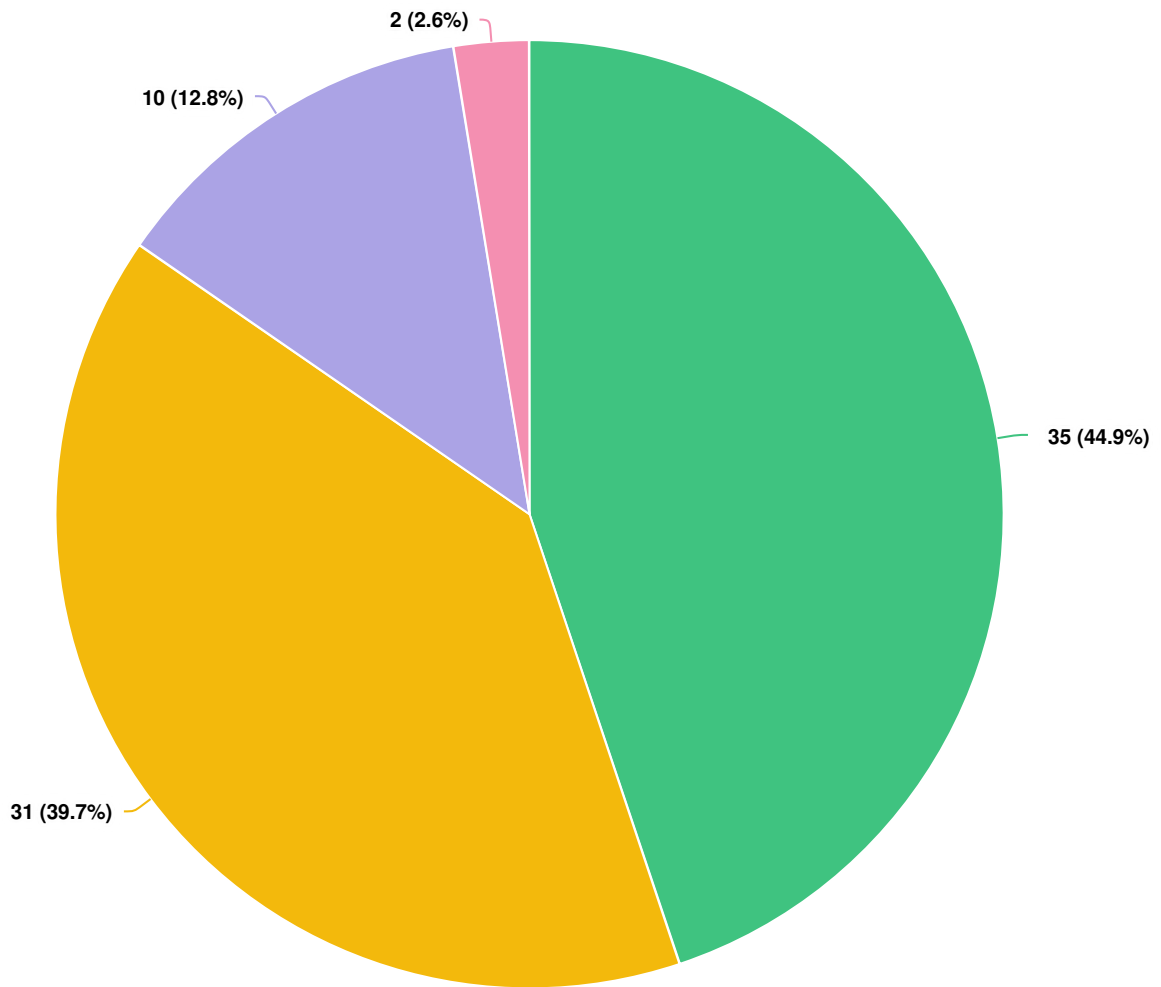
Question options

☒ Strongly Agree ☐ Somewhat Agree ☐ Somewhat Disagree ☐ Strongly Disagree

Optional question (78 response(s), 0 skipped)

Question type: Radio Button Question

Q7 Incremental and Contextual Revitalization Remain sensitive to Mackenzie's incremental pace of change and ensure that change is achievable and desired.



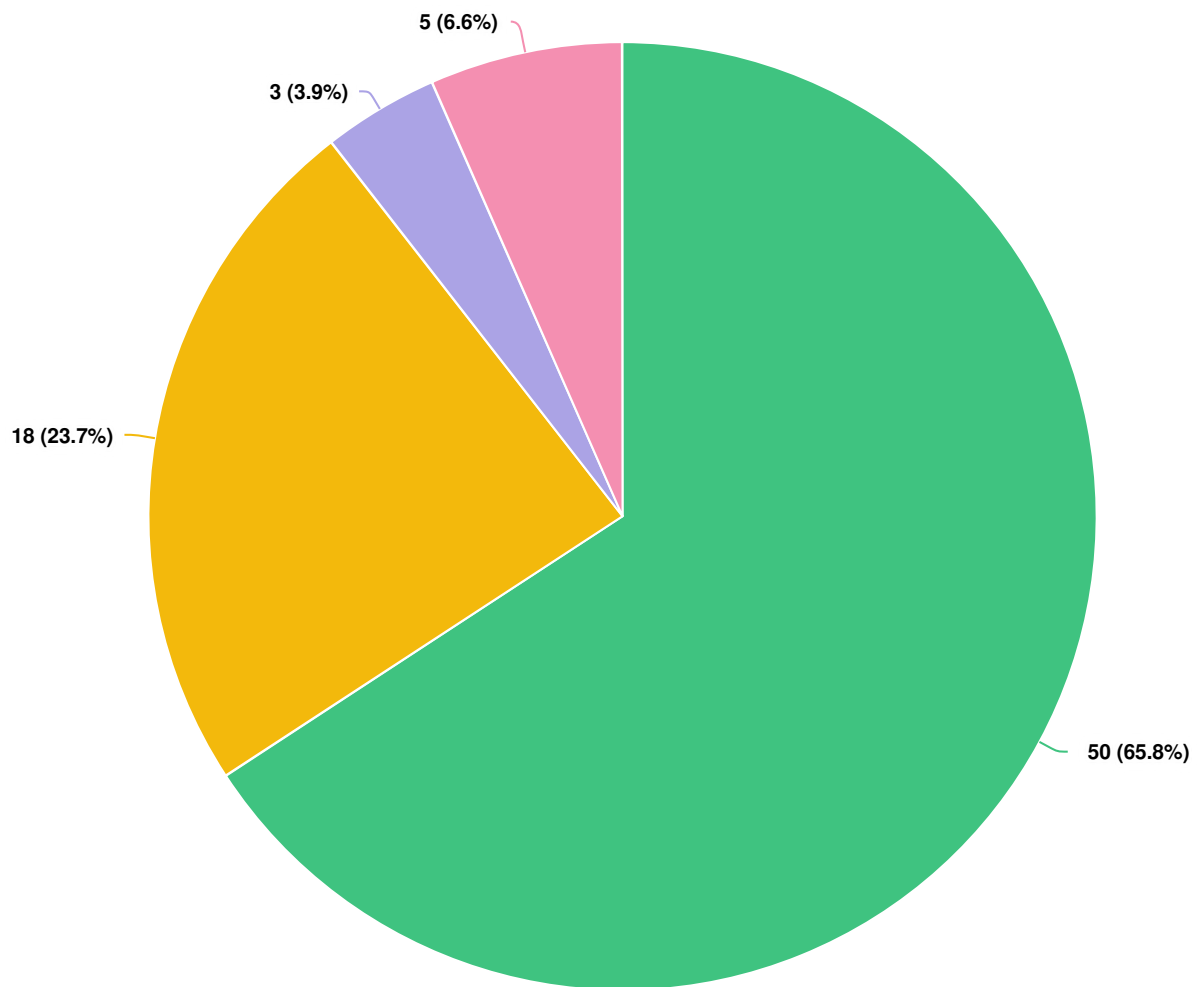
Question options

Strongly Agree Somewhat Agree Somewhat Disagree Strongly Disagree

Optional question (78 response(s), 0 skipped)

Question type: Radio Button Question

Q8 Enhance Walkability and Accessibility(e.g., through marked pedestrian crossings, reduce traffic congestion, improved sidewalks and pedestrian amenities)



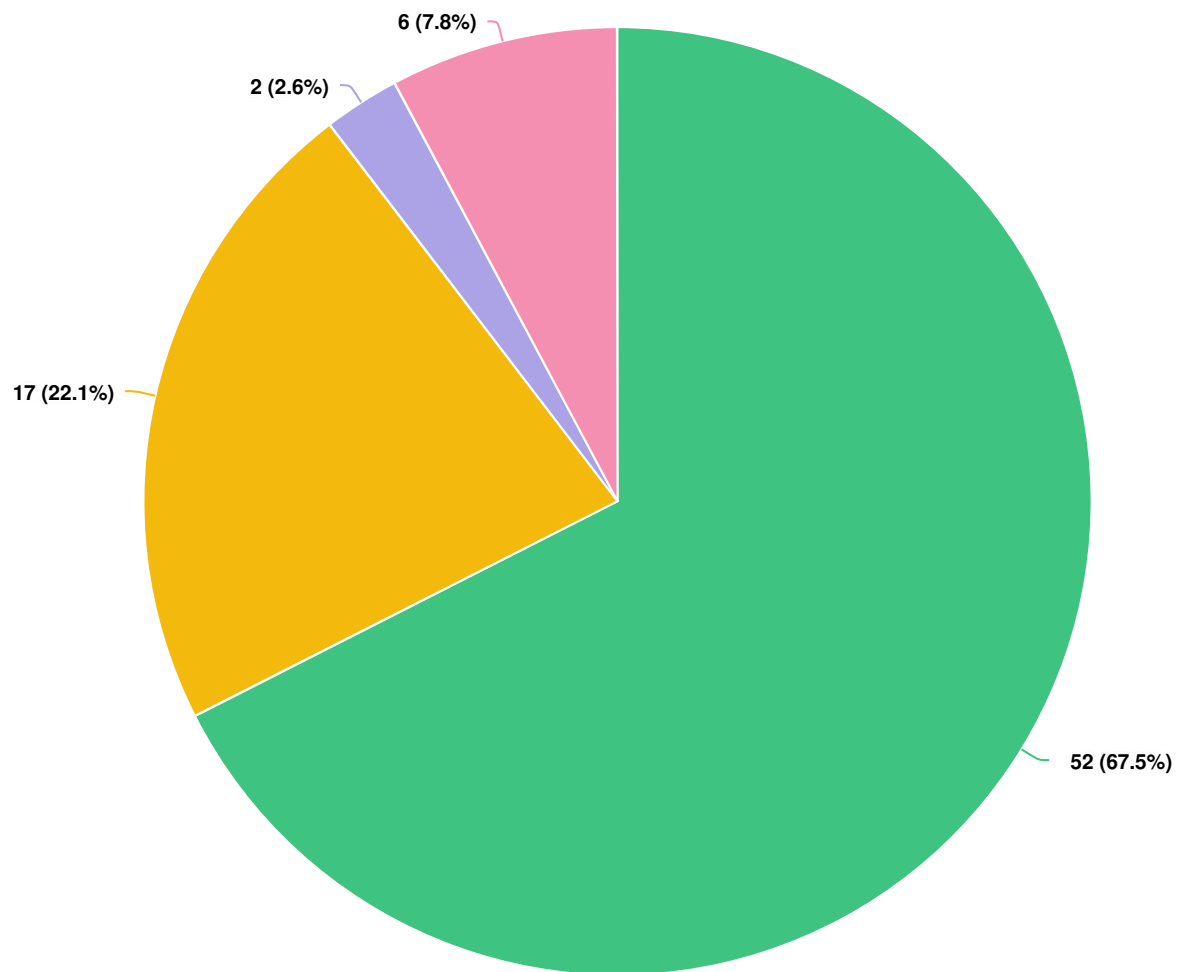
Question options

● Strongly Agree ● Somewhat Agree ● Somewhat Disagree ● Strongly Disagree

Optional question (76 response(s), 2 skipped)

Question type: Radio Button Question

Q9 Beautify the Downtown Core(e.g., through new public spaces, development of key sites, facade and property improvements)



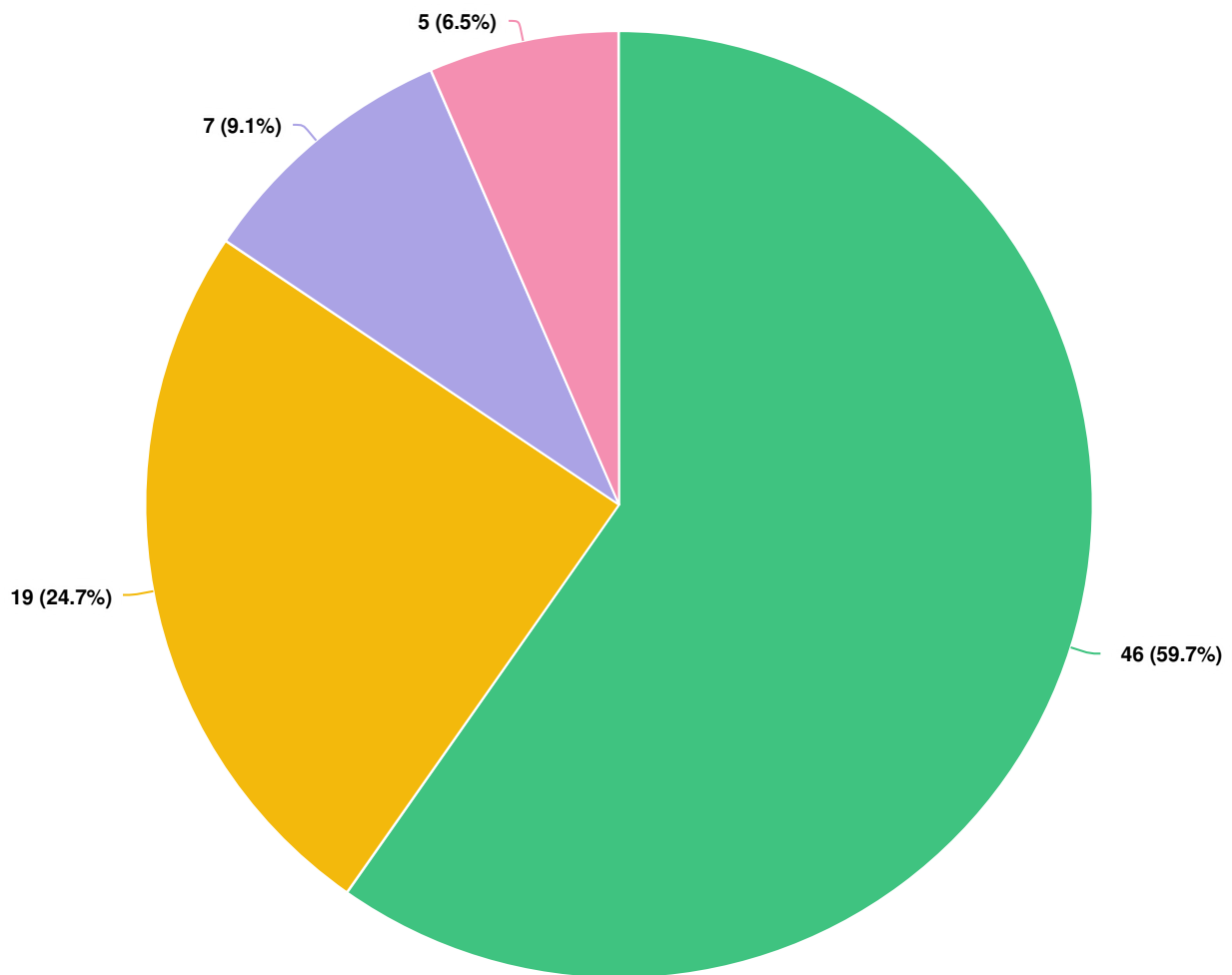
Question options

☒ Strongly Agree ☐ Somewhat Agree ☐ Somewhat Disagree ☐ Strongly Disagree

Optional question (77 response(s), 1 skipped)

Question type: Radio Button Question

Q10 | Create a Vibrant Downtown Core(e.g., through murals and public art, trees and green landscaping, and public spaces)



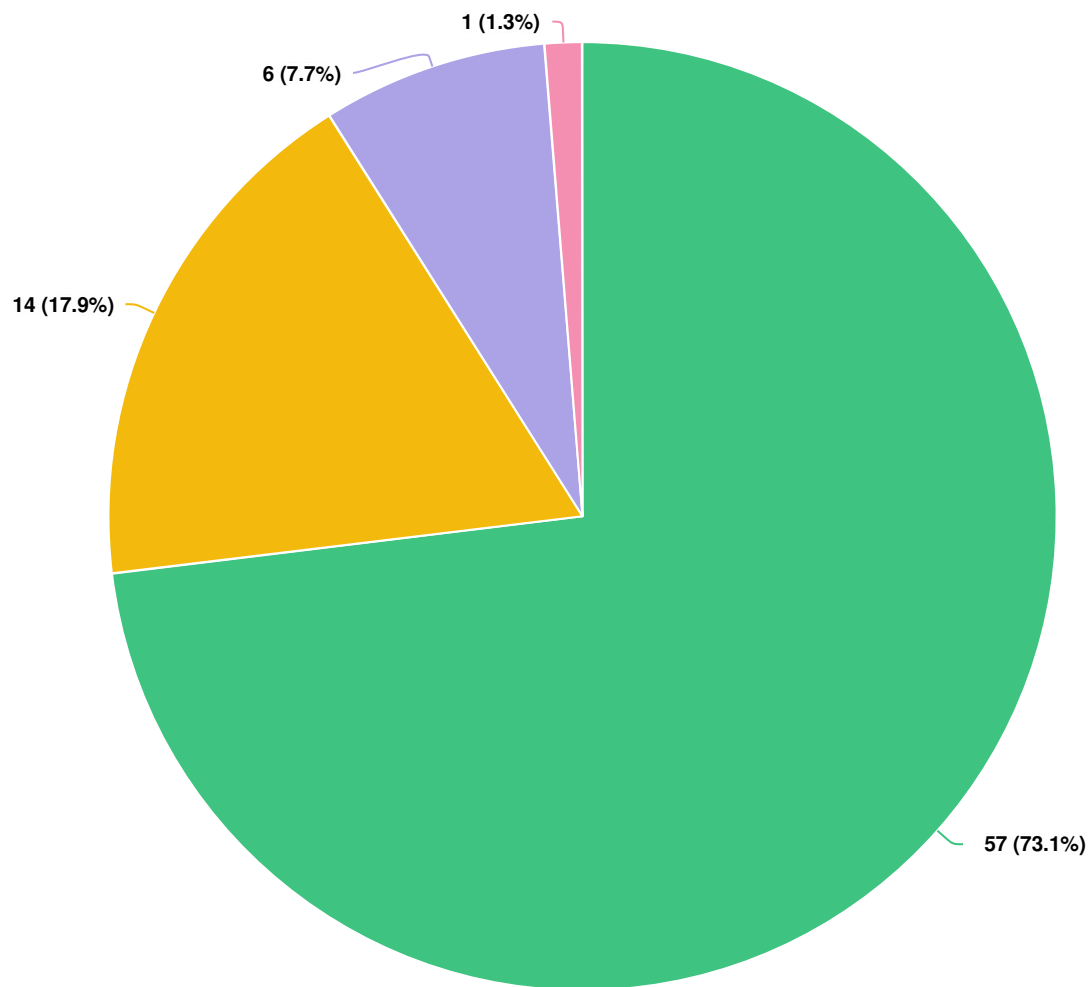
Question options

☒ Strongly Agree ☐ Somewhat Agree ☐ Somewhat Disagree ☐ Strongly Disagree

Optional question (77 response(s), 1 skipped)

Question type: Radio Button Question

Q11 | Build Community and Culture (e.g., through more seasonal events and activities, cohesive design to Downtown, seniors housing)



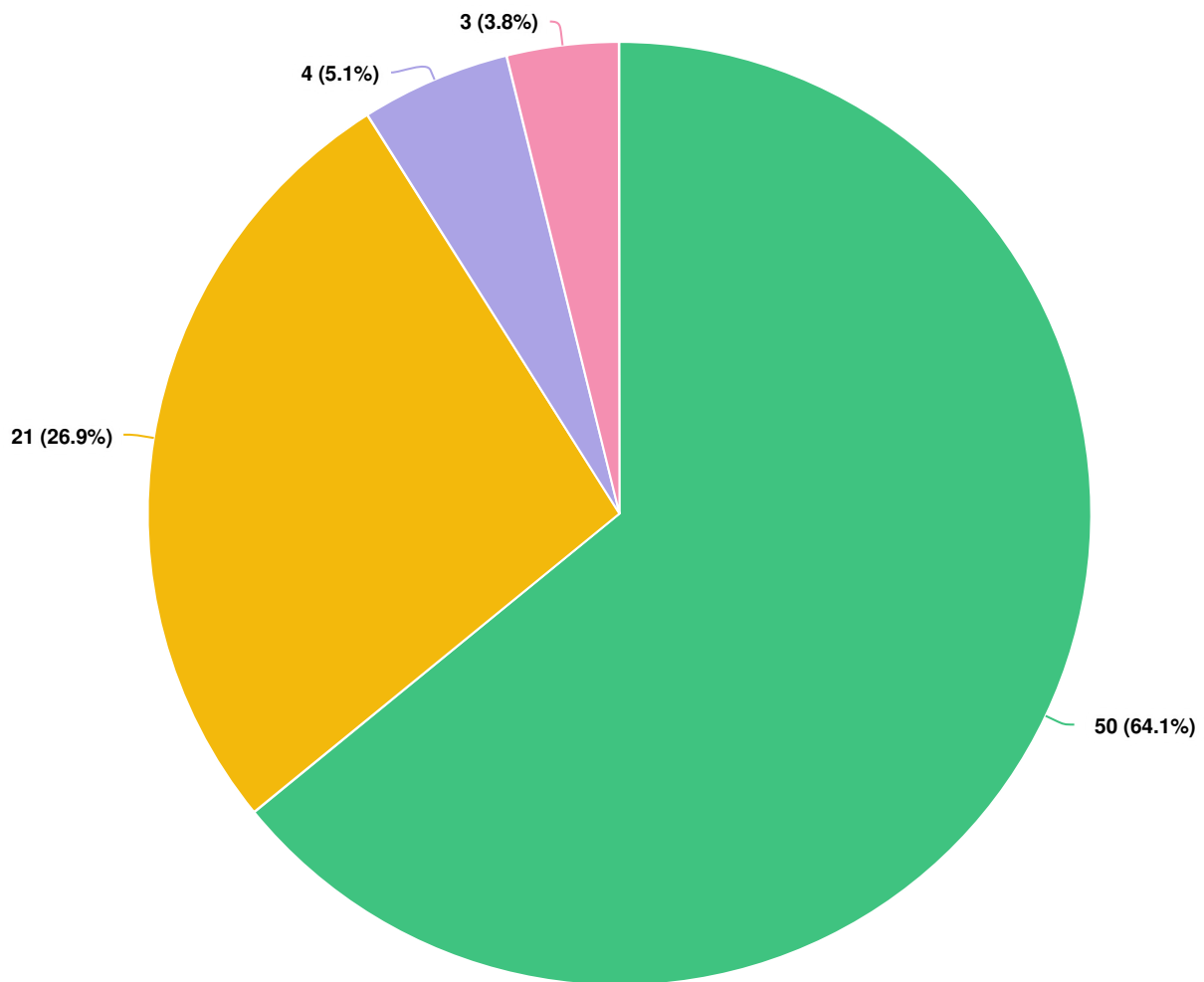
Question options

☒ Strongly Agree ☐ Somewhat Agree ☐ Somewhat Disagree ☐ Strongly Disagree

Optional question (78 response(s), 0 skipped)

Question type: Radio Button Question

Q13 | Paint and maintain crosswalks and other pedestrian markings on private and public land in the Downtown core.



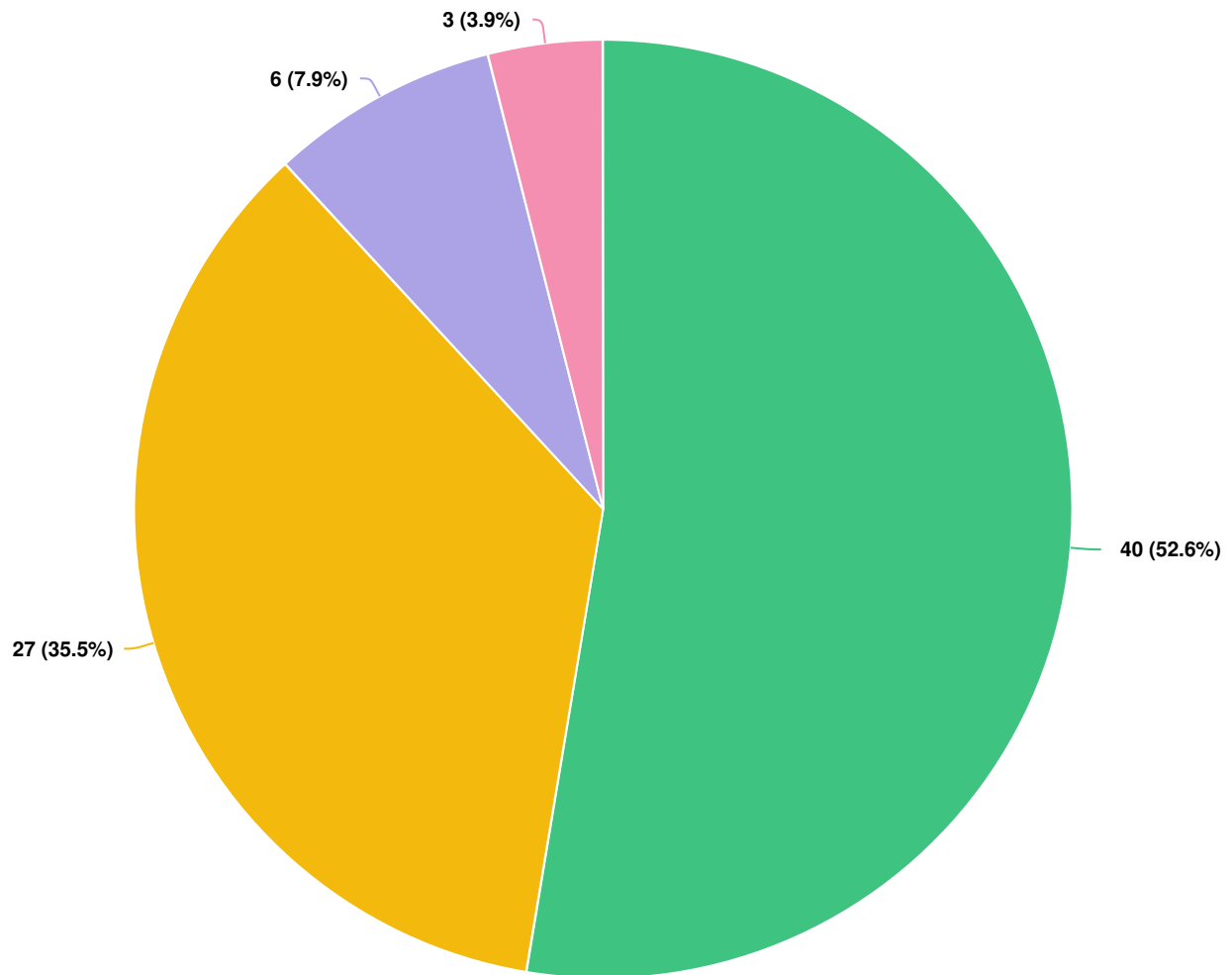
Question options

☒ Strongly Agree ☐ Somewhat Agree ☐ Somewhat Disagree ☐ Strongly Disagree

Optional question (78 response(s), 0 skipped)

Question type: Radio Button Question

Q14 Assess and revitalize pedestrian infrastructure (e.g., sidewalks, pathway lighting, benches) and explore alternative hardscape material (e.g., concrete, permeable pavers).



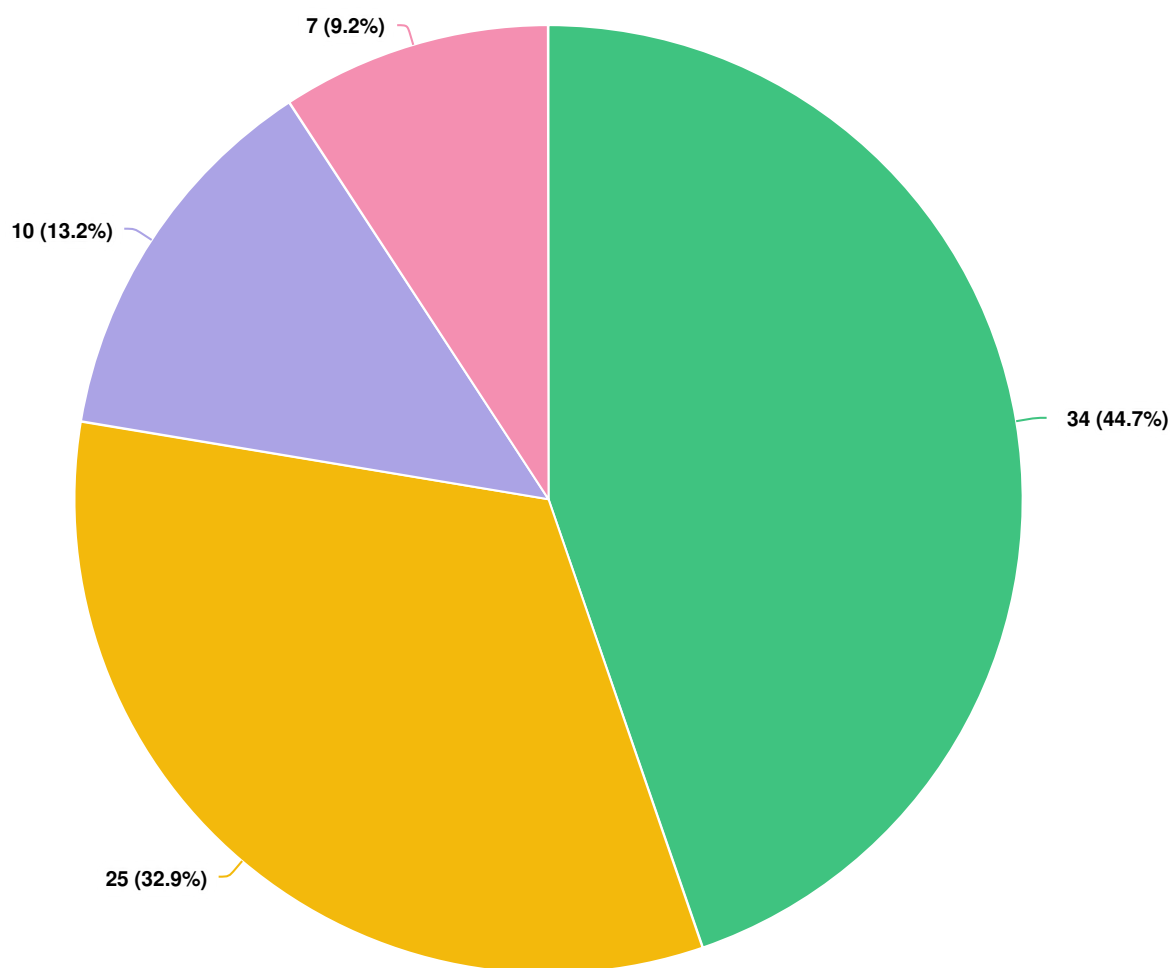
Question options

● Strongly Agree ● Somewhat Agree ● Somewhat Disagree ● Strongly Disagree

Optional question (76 response(s), 2 skipped)

Question type: Radio Button Question

Q15 Support traffic interventions changes that seek to reduce pedestrian and vehicle conflicts and congestion in the entrance/exits off Mackenzie Boulevard.



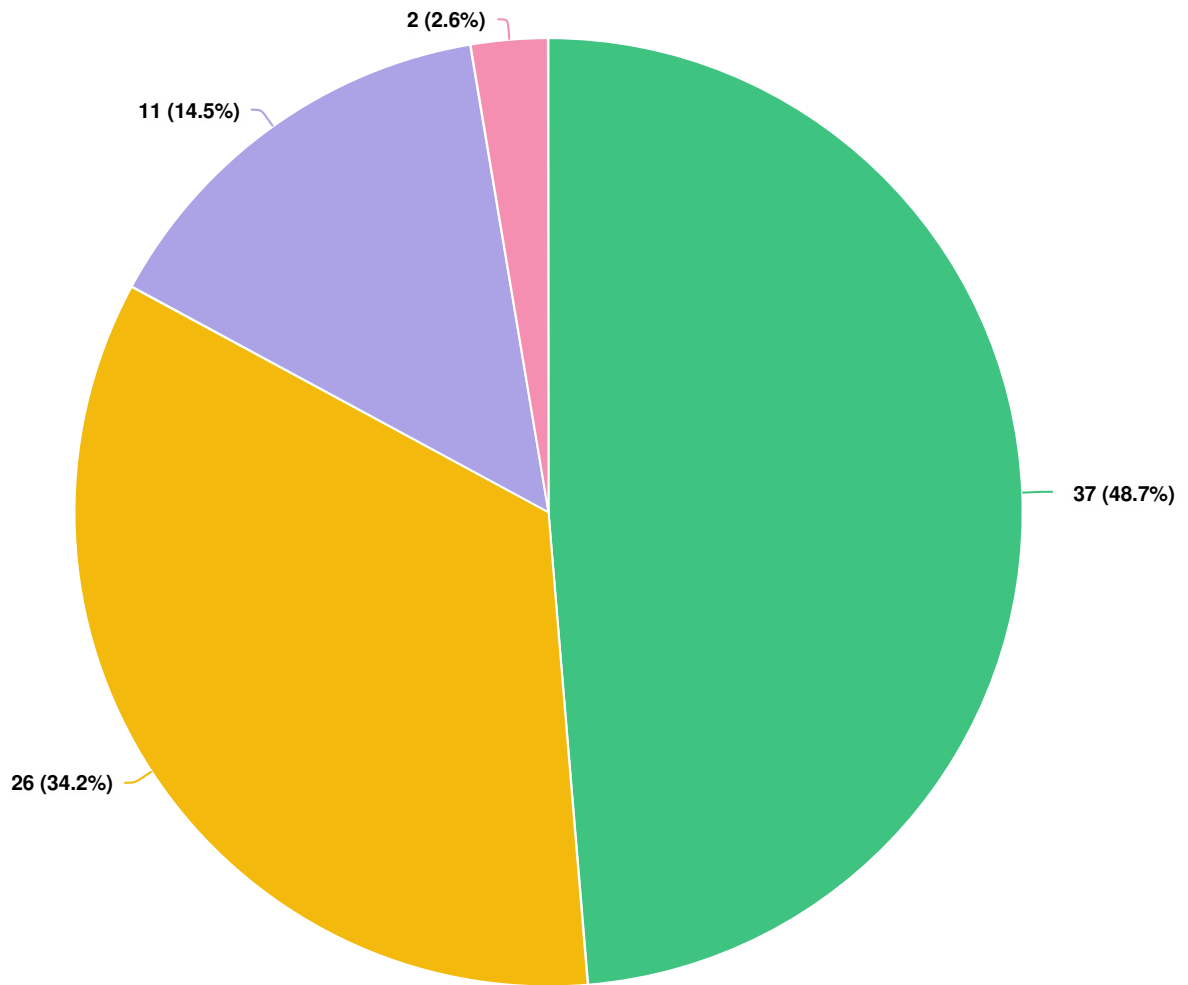
Question options

☒ Strongly Agree ☒ Somewhat Agree ☐ Somewhat Disagree ☐ Strongly Disagree

Optional question (76 response(s), 2 skipped)

Question type: Radio Button Question

Q17 Add opportunities for murals and other public art to existing programs (e.g., Business Facade Improvement Program).



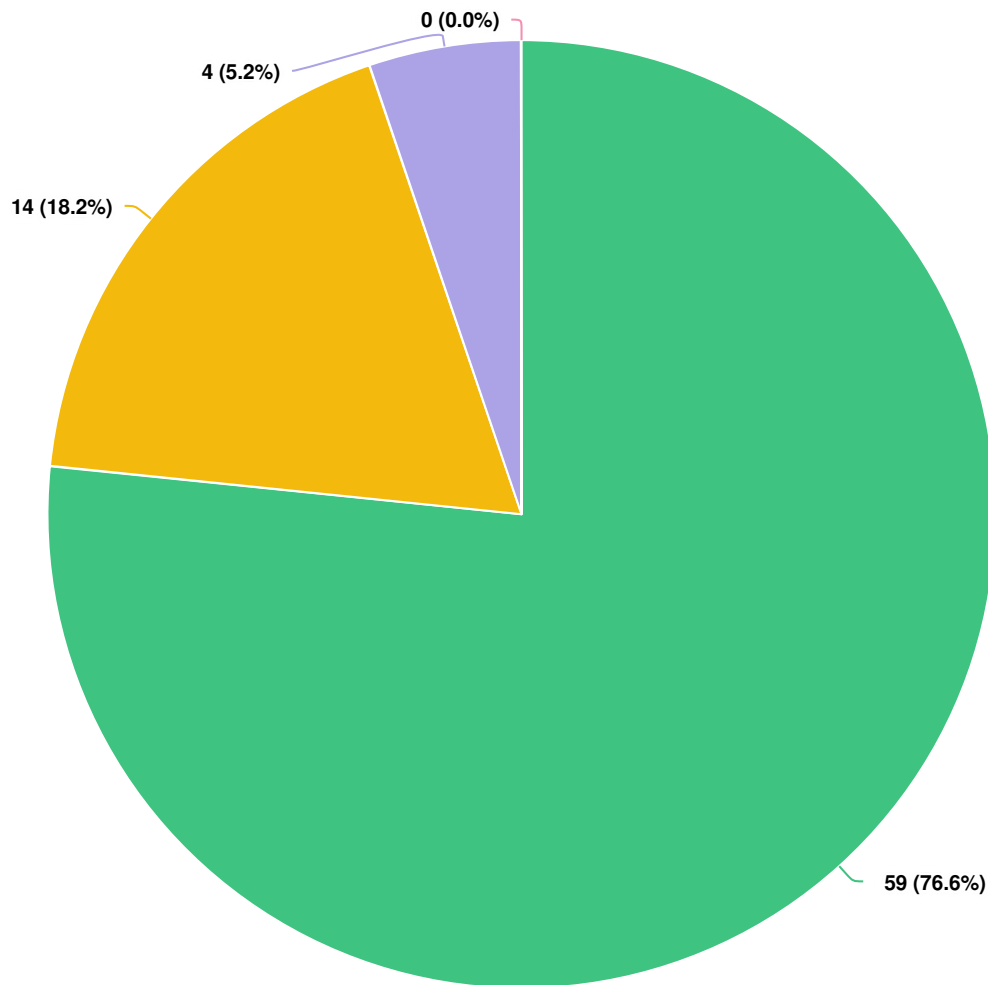
Question options

● Strongly Agree ● Somewhat Agree ● Somewhat Disagree ● Strongly Disagree

Optional question (76 response(s), 2 skipped)

Question type: Radio Button Question

Q18 | Seek events, activities and programming in all seasons using existing spaces such as the Recreation Centre, Community Centre, parks, and public spaces.



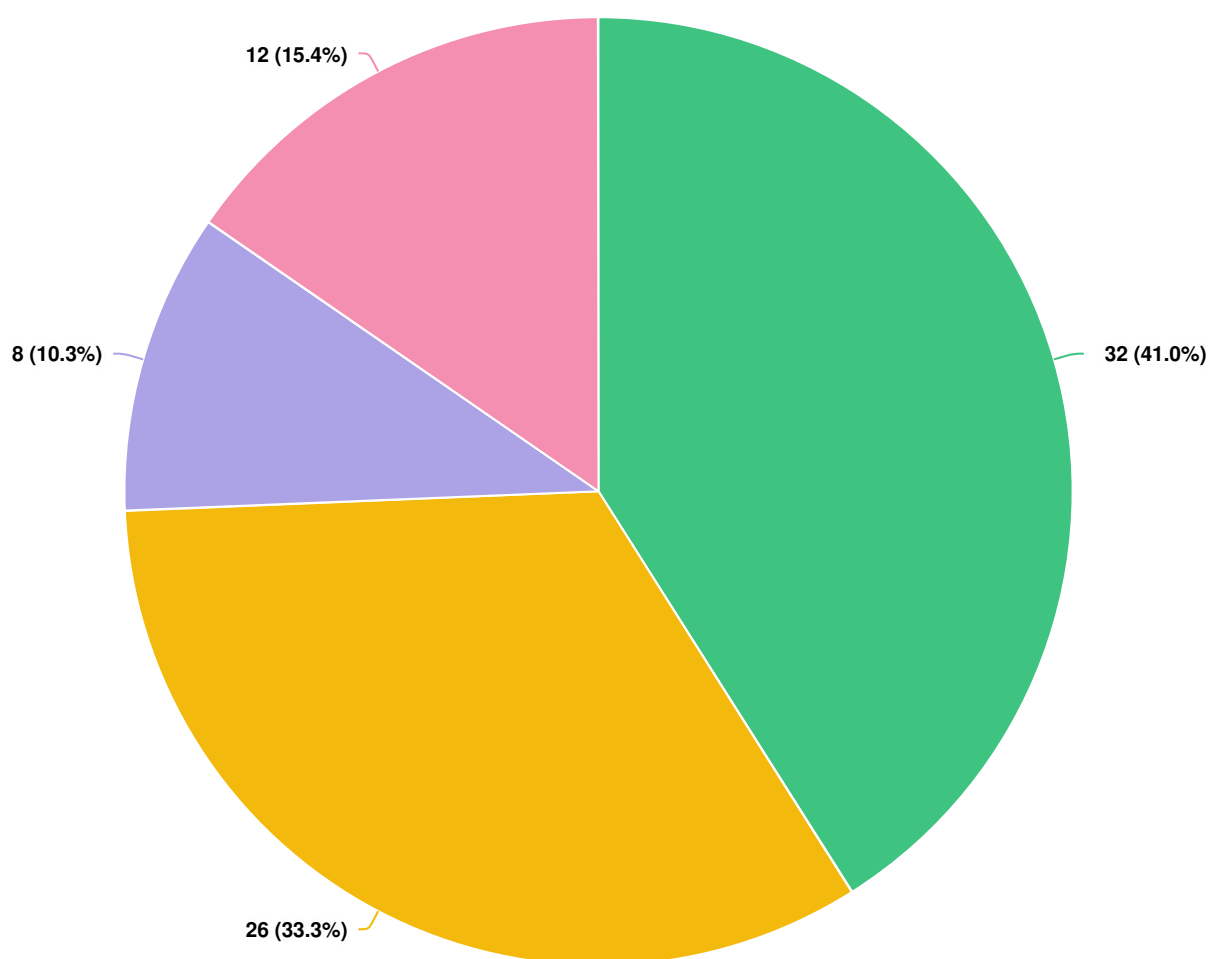
Question options

☒ Strongly Agree ☐ Somewhat Agree ☐ Somewhat Disagree ☐ Strongly Disagree

Optional question (77 response(s), 1 skipped)

Question type: Radio Button Question

Q20 Engage with the Ministry of Transportation on the future of Mackenzie Boulevard, with the general aim of creating a 2-lane, pedestrian-friendly 'main street' between Centennial and Stuart Drive (see Medium- and Long-Term directions for Mackenzie Bo...



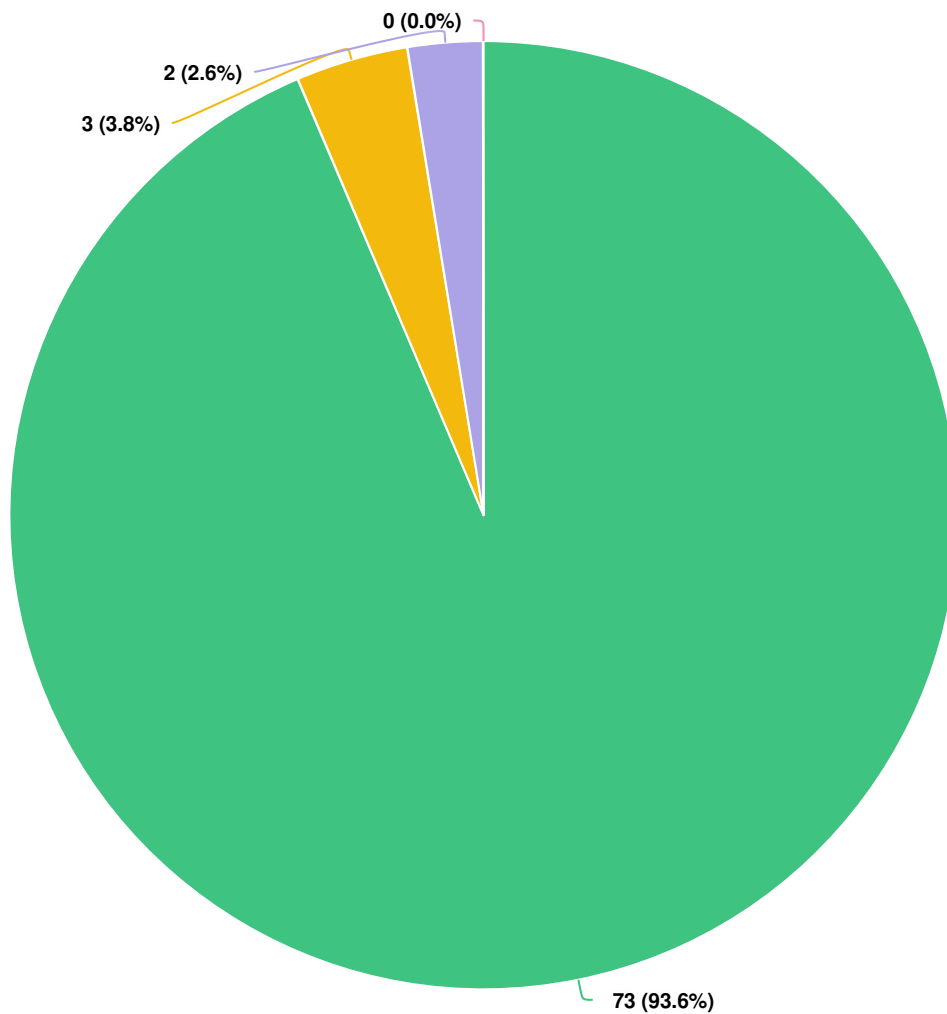
Question options

● Strongly Agree ● Somewhat Agree ● Somewhat Disagree ● Strongly Disagree

Optional question (78 response(s), 0 skipped)

Question type: Radio Button Question

Q21 Continue to engage with service providers for better internet connectivity.



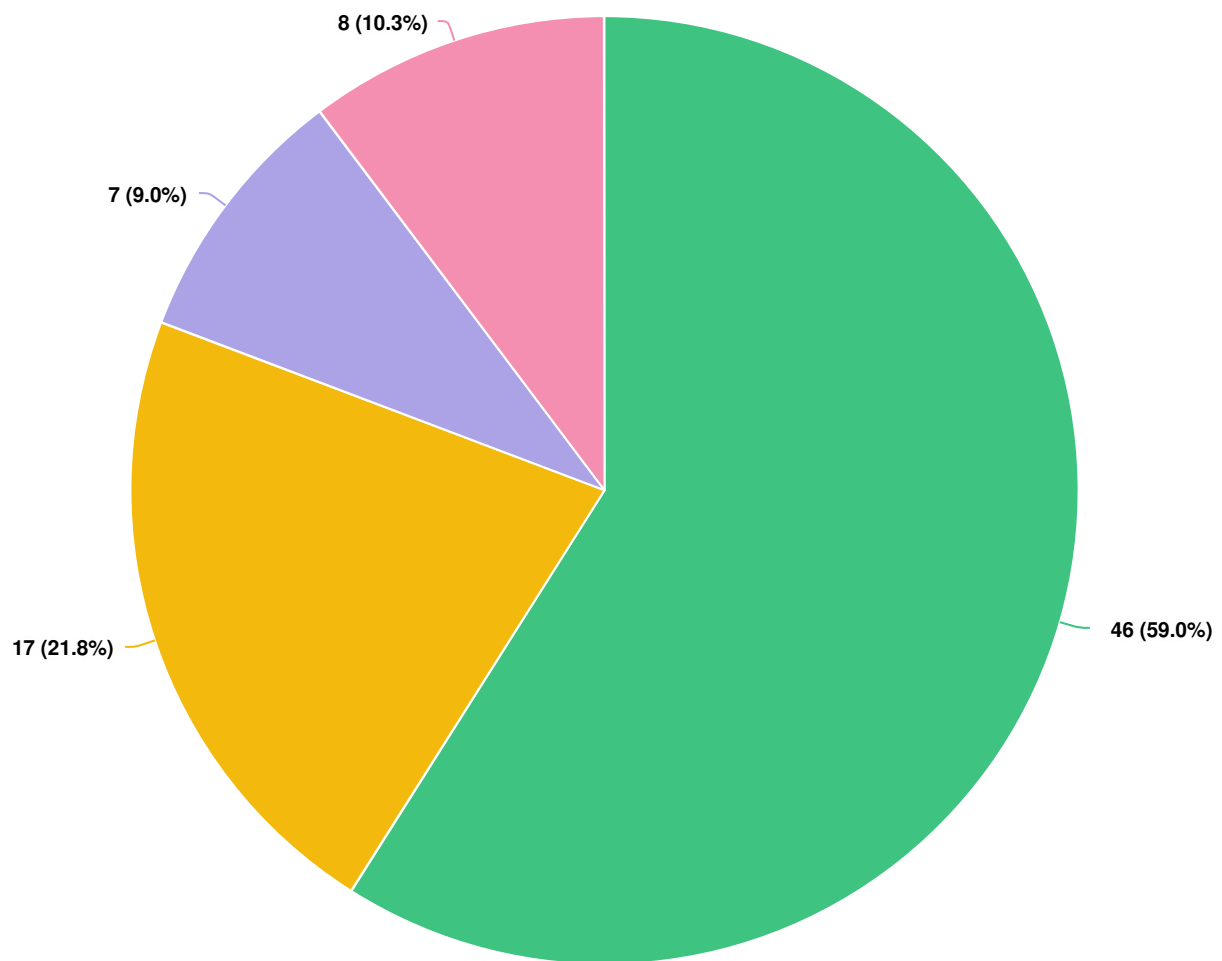
Question options

● Strongly Agree ● Somewhat Agree ● Somewhat Disagree ● Strongly Disagree

Optional question (78 response(s), 0 skipped)

Question type: Radio Button Question

Q23 Create a new public space on the District owned lot in front of the KL 95 Mall to include green landscaping, gathering spaces, and connecting trails.



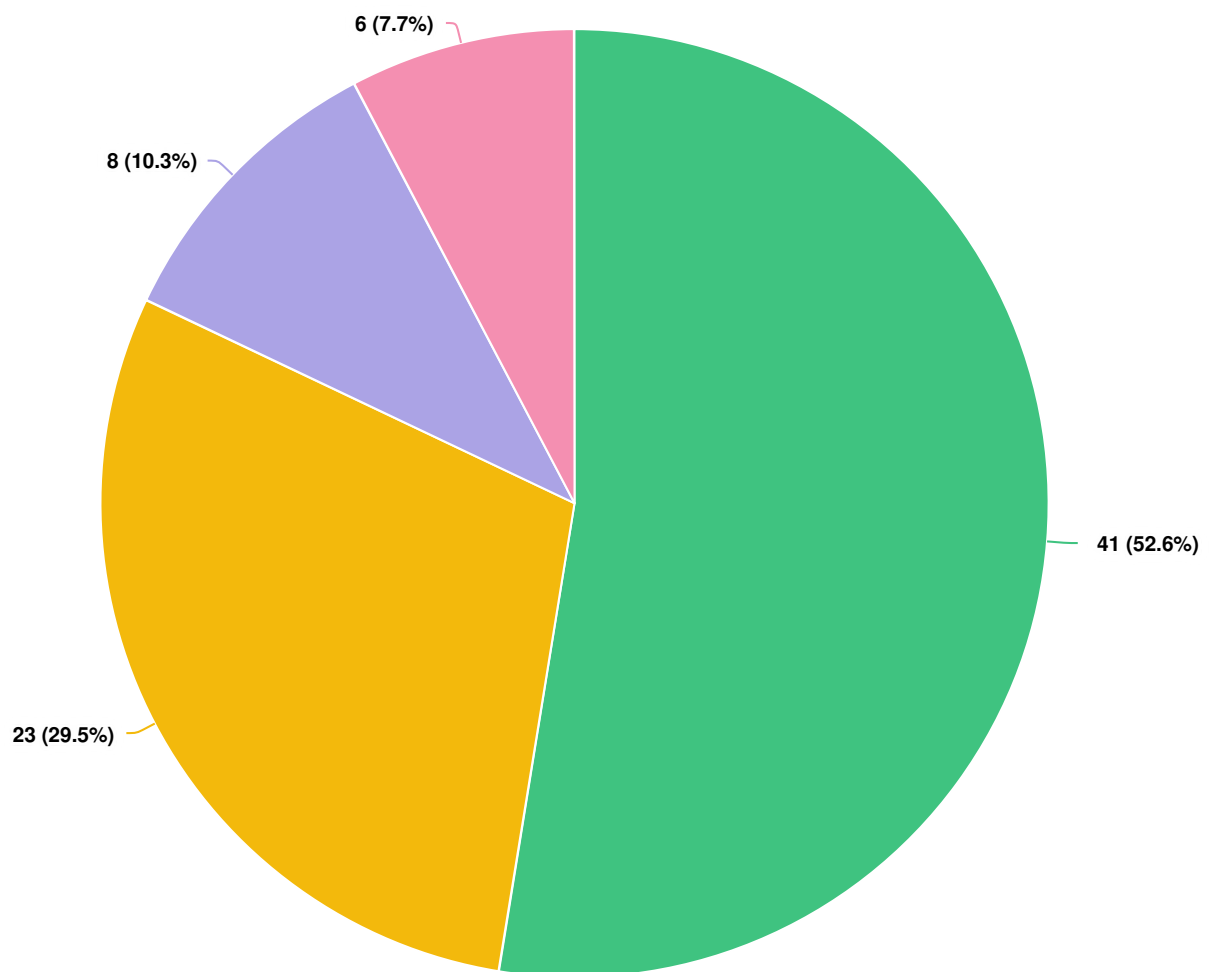
Question options

Strongly Agree Somewhat Agree Somewhat Disagree Strongly Disagree

Optional question (78 response(s), 0 skipped)

Question type: Radio Button Question

Q24 | **Seek ways to enhance views of Morfee Mountain and other key landscapes from Downtown (e.g., bury infrastructure underground, provide seating opportunities).**



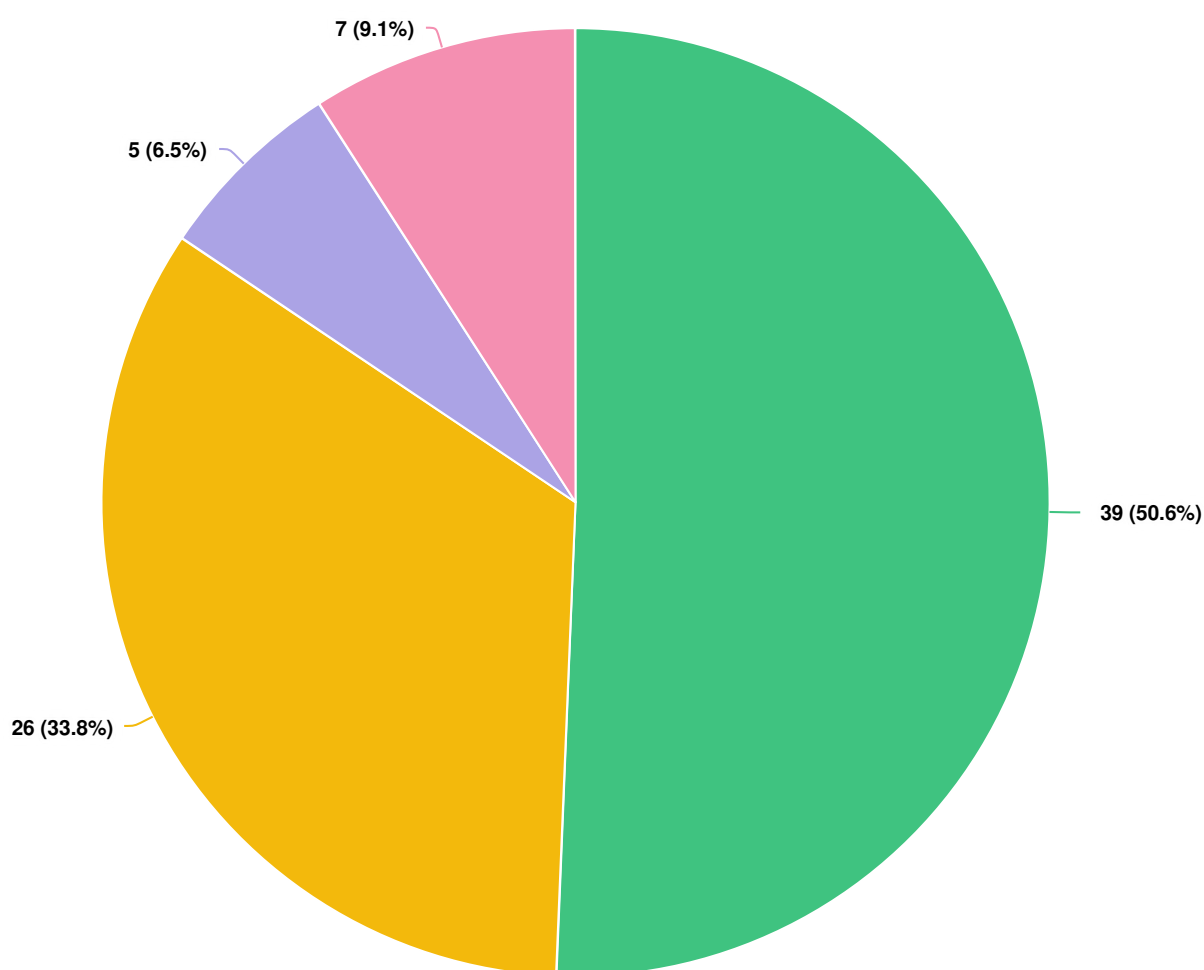
Question options

☒ Strongly Agree ☐ Somewhat Agree ☐ Somewhat Disagree ☐ Strongly Disagree

Optional question (78 response(s), 0 skipped)

Question type: Radio Button Question

Q26 Create a formalized east-west pathway(s) in the Downtown area to connect key destinations such as John Dahl Park, the Skatepark/Recreation Centre/school, Mackenzie Mall/Bike Park, KL 95 Mall, and the community gardens.



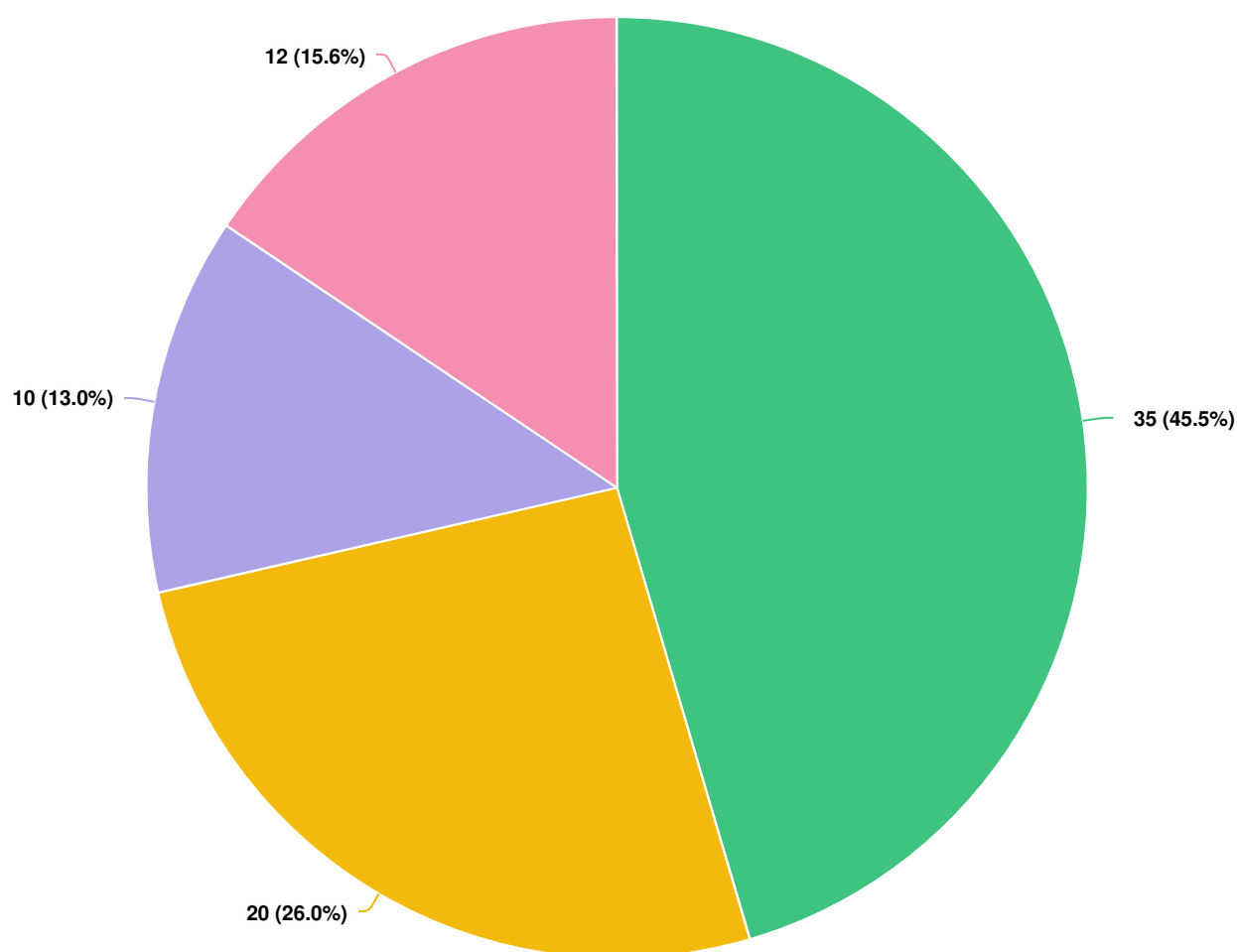
Question options

● Strongly Agree ● Somewhat Agree ● Somewhat Disagree ● Strongly Disagree

Optional question (77 response(s), 1 skipped)

Question type: Radio Button Question

Q28 | **Seek opportunities to reduce the travel lanes and improve pedestrian/cycling conditions on Mackenzie Boulevard, Skeena Drive, and Centennial Drive including temporary/seasonal interventions.**



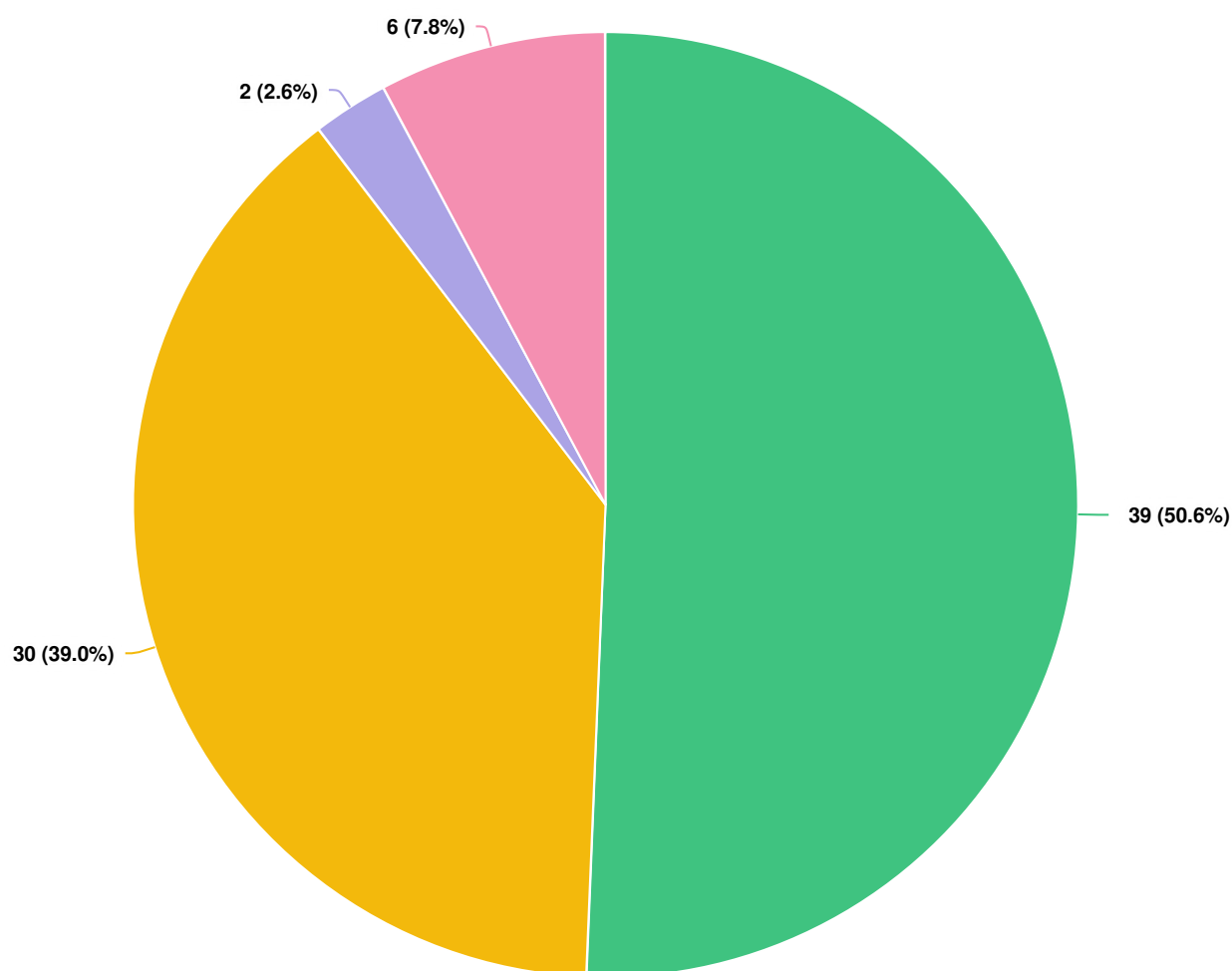
Question options

● Strongly Agree ● Somewhat Agree ● Somewhat Disagree ● Strongly Disagree

Optional question (77 response(s), 1 skipped)

Question type: Radio Button Question

Q30 Engage with the Province on the status and plans for the site on the corner of Mackenzie Boulevard and Stuart Drive and consider redevelopment options and opportunities.



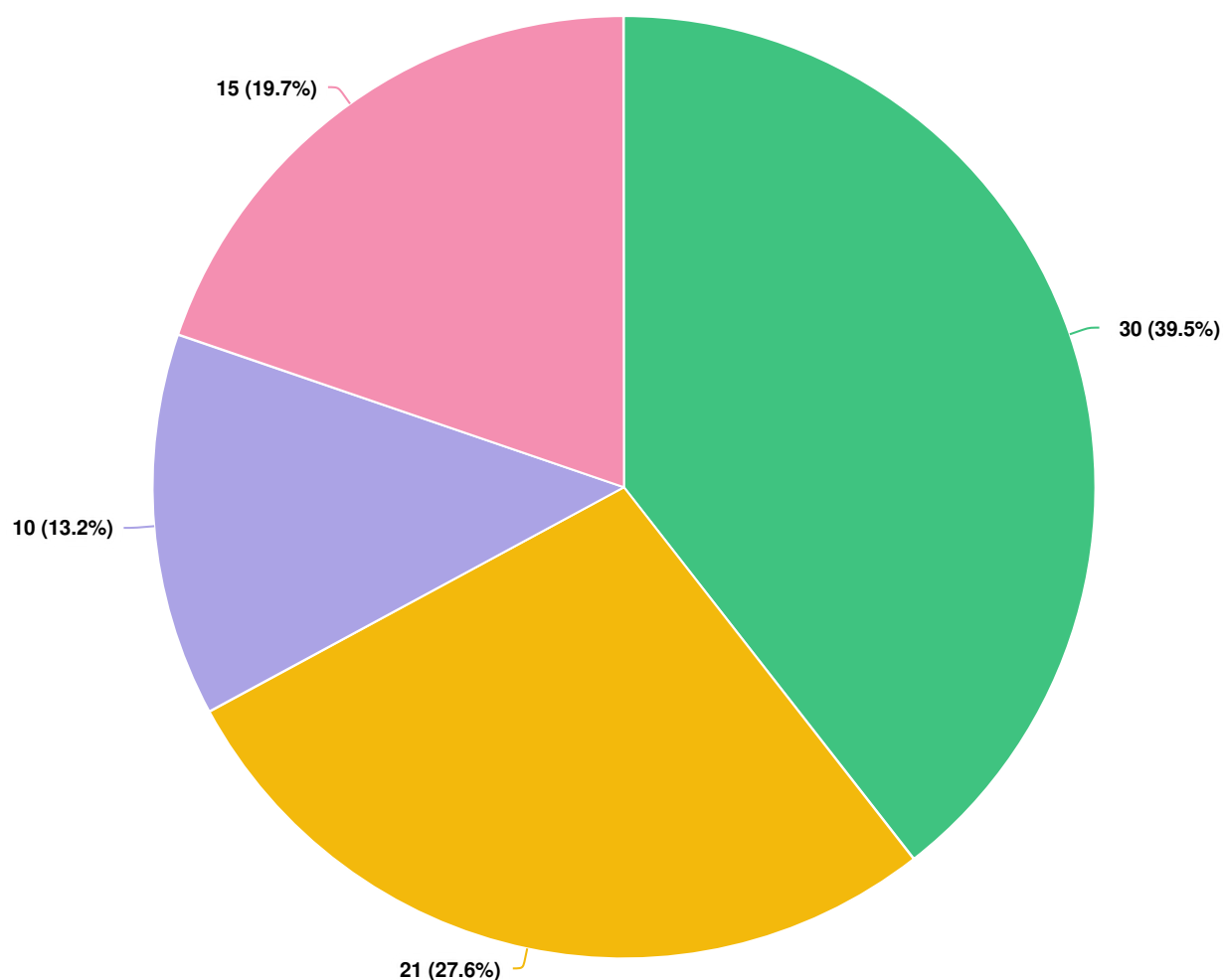
Question options

● Strongly Agree ● Somewhat Agree ● Somewhat Disagree ● Strongly Disagree

Optional question (77 response(s), 1 skipped)

Question type: Radio Button Question

Q32 Remove Provincial Highway status to Mackenzie Boulevard, between Centennial Drive and Stuart Drive, to facilitate the development of a walkable “main street”.



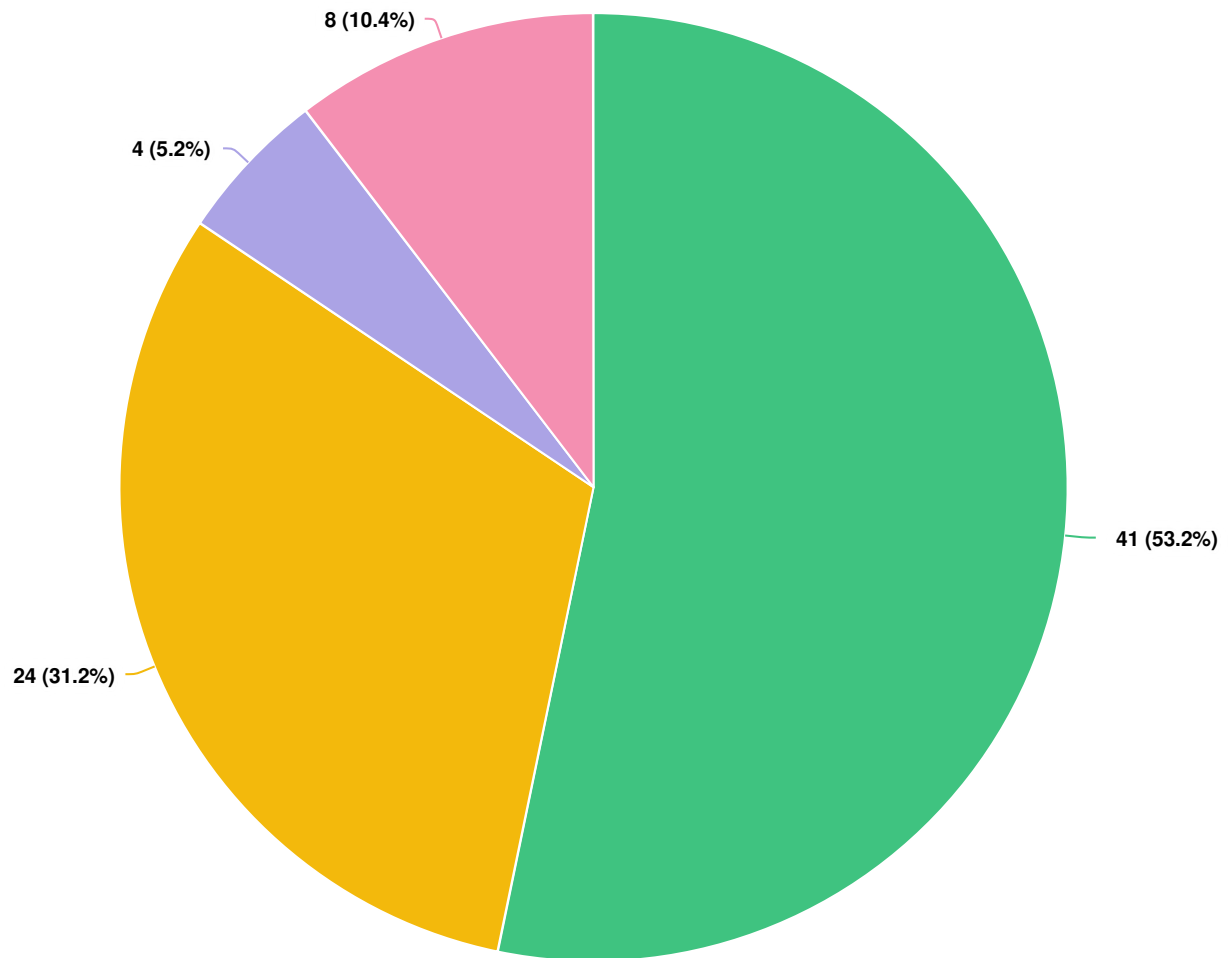
Question options

● Strongly Agree ● Somewhat Agree ● Somewhat Disagree ● Strongly Disagree

Optional question (76 response(s), 2 skipped)

Question type: Radio Button Question

Q34 | Seek ways to better utilize the wide rights of way (e.g., green landscaping, bike lanes) of Skeena Drive and Centennial Drive.



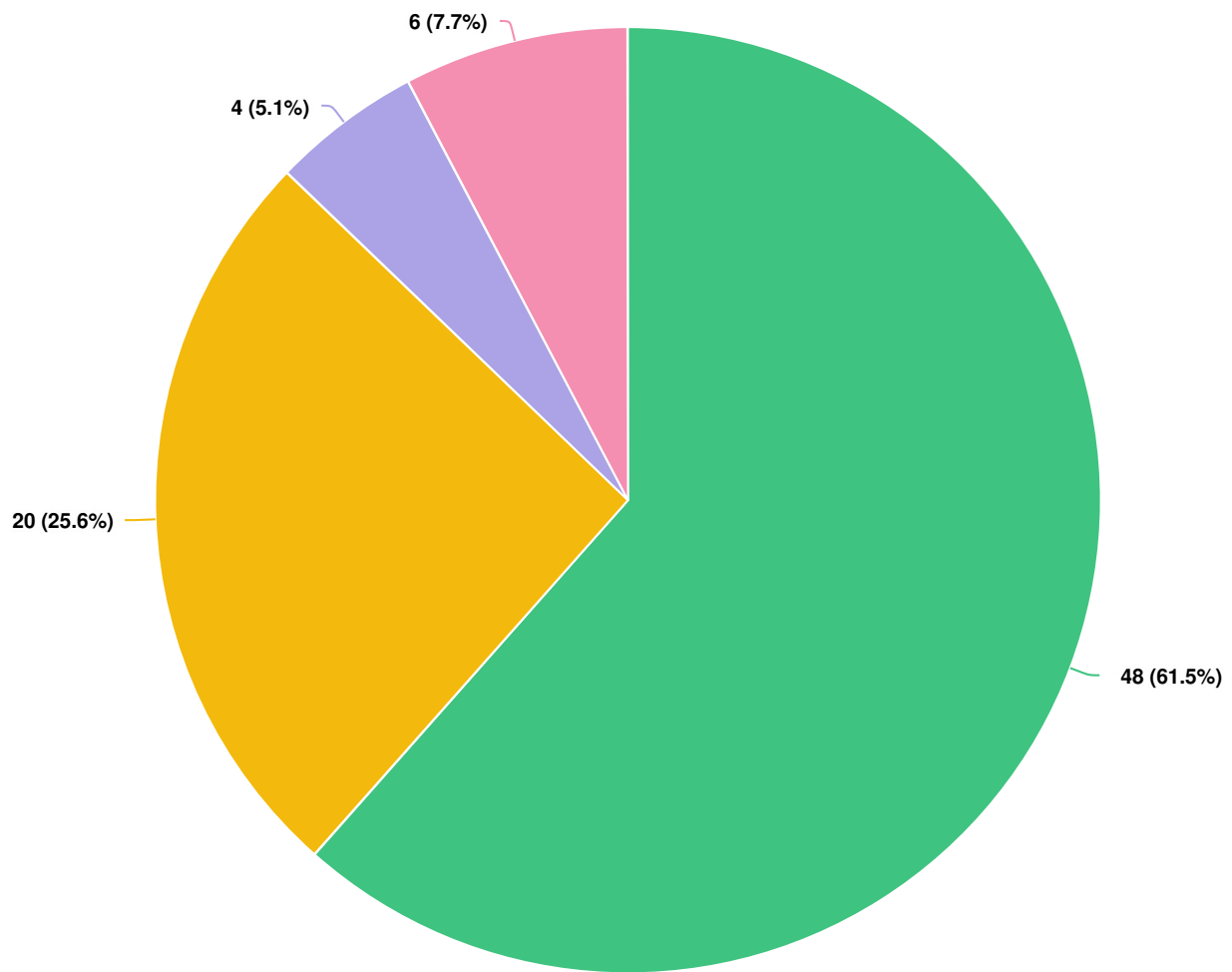
Question options

☒ Strongly Agree ☒ Somewhat Agree ☐ Somewhat Disagree ☐ Strongly Disagree

Optional question (77 response(s), 1 skipped)

Question type: Radio Button Question

Q36 Facilitate the redevelopment of key sites and the creation of active Downtown streetscapes and a vibrant Downtown village.



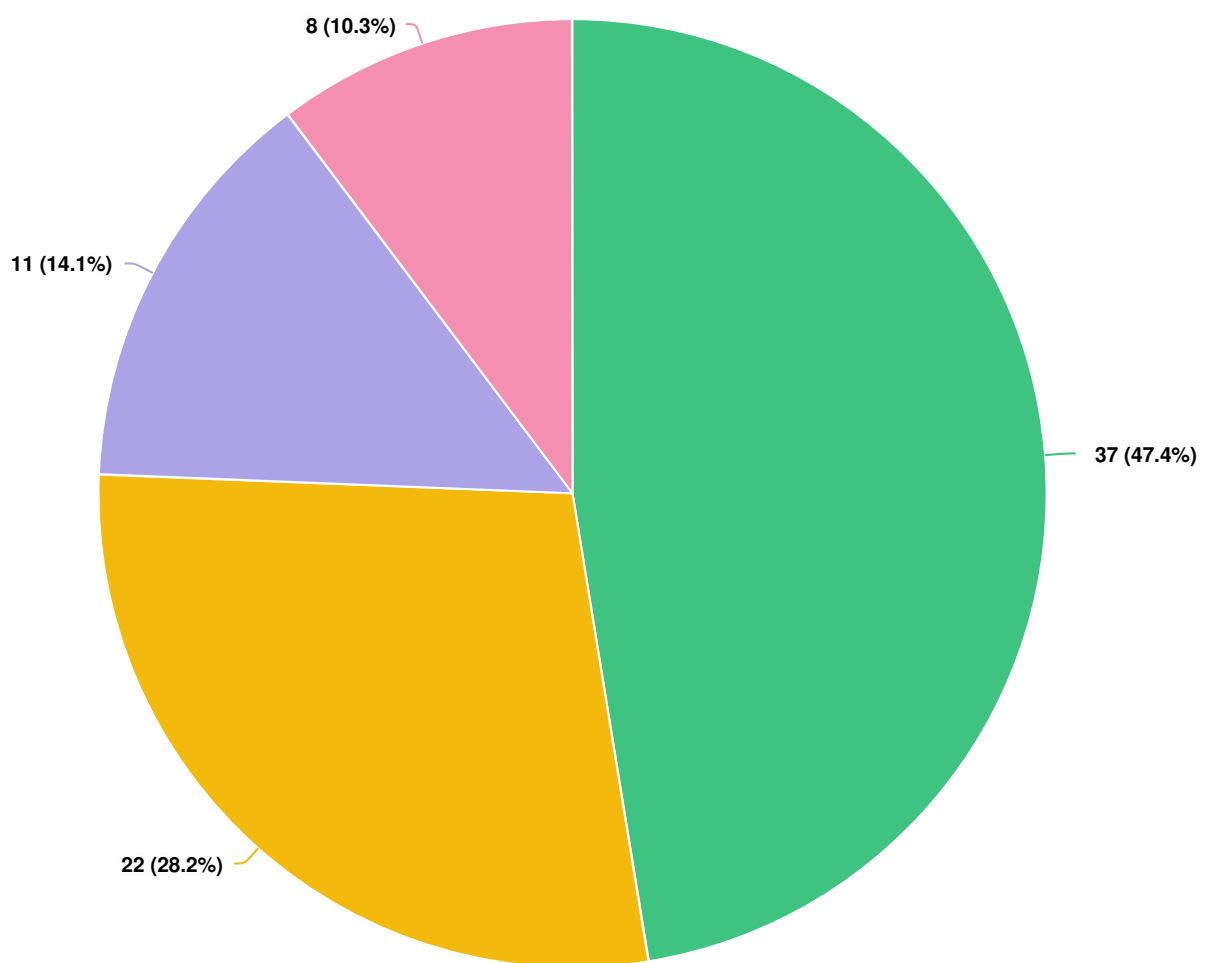
Question options

Strongly Agree Somewhat Agree Somewhat Disagree Strongly Disagree

Optional question (78 response(s), 0 skipped)

Question type: Radio Button Question

Q38 Facilitate the development of a pedestrian-oriented Downtown core (e.g., on-street parking, corner bulb outs, raised crosswalks/intersections, 2-3 story buildings) on Mackenzie Boulevard, Skeena Drive, and Centennial Drive.



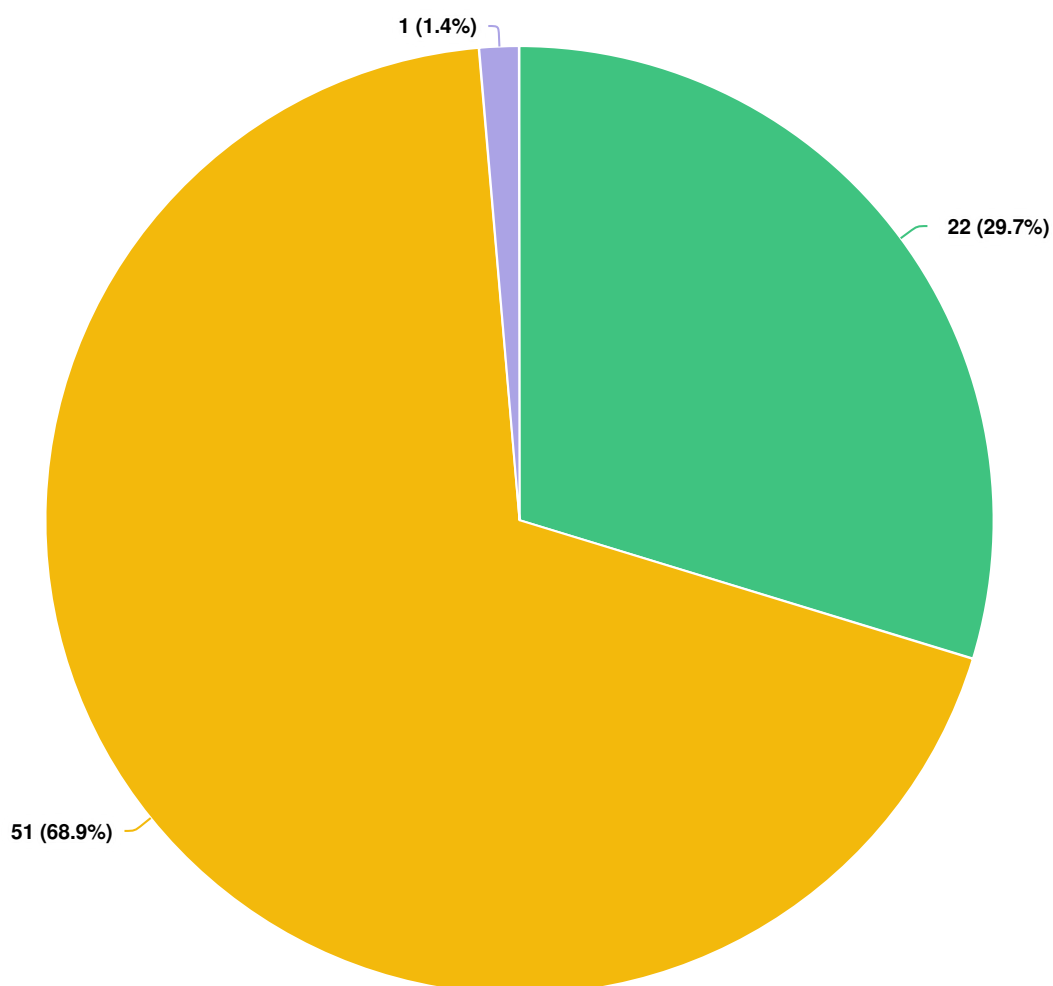
Question options

● Strongly Agree ● Somewhat Agree ● Somewhat Disagree ● Strongly Disagree

Optional question (78 response(s), 0 skipped)

Question type: Radio Button Question

Q41 What is your gender?

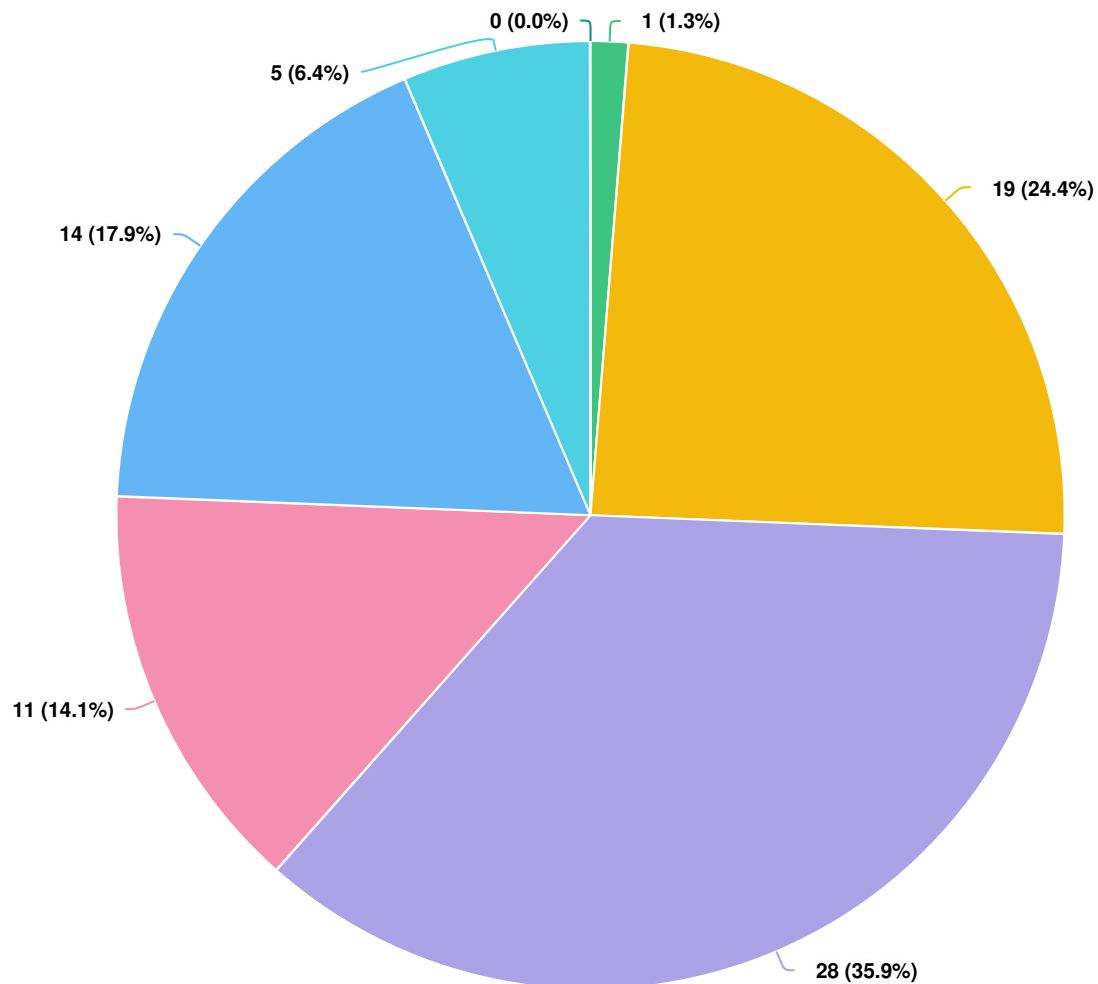


Question options

Male Female Other

Optional question (74 response(s), 4 skipped)
Question type: Radio Button Question

Q42 What is your age?

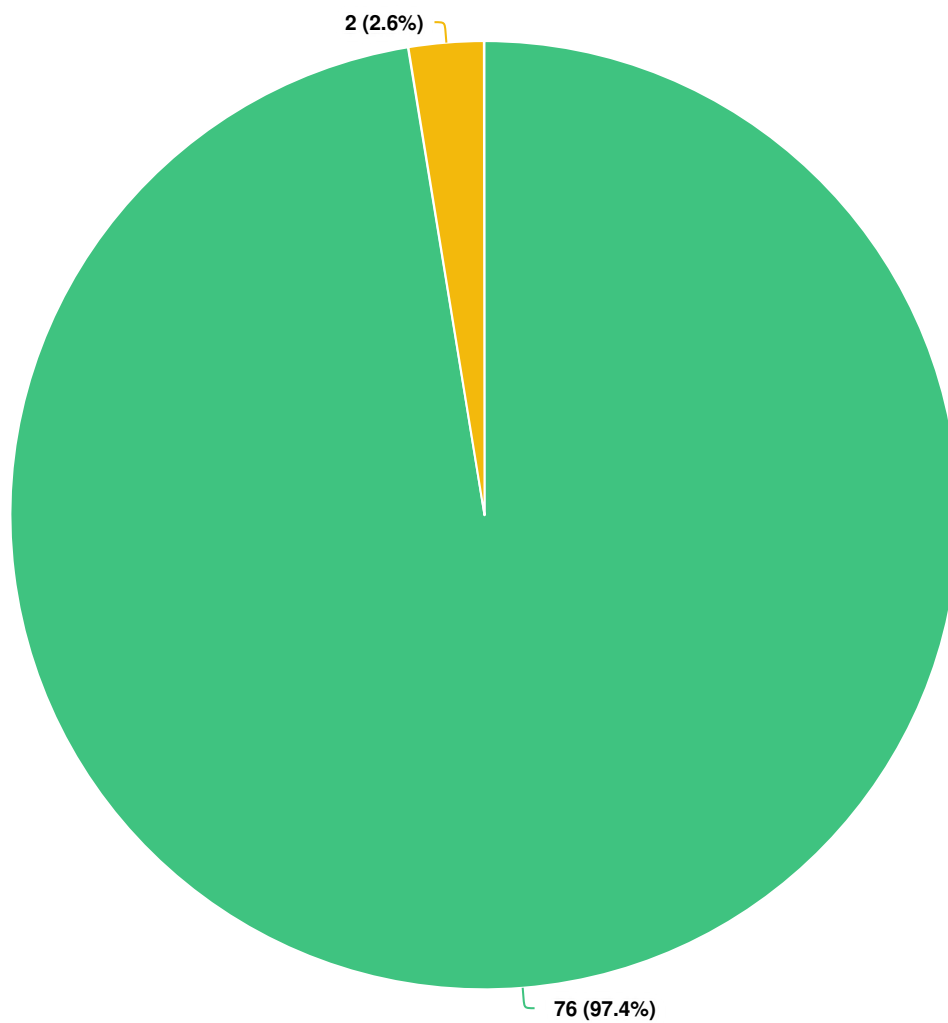


Question options

15-24 25-34 35-44 45-54 55-64 65+ 5-14

Optional question (78 response(s), 0 skipped)
Question type: Radio Button Question

Q43 Where do you live?

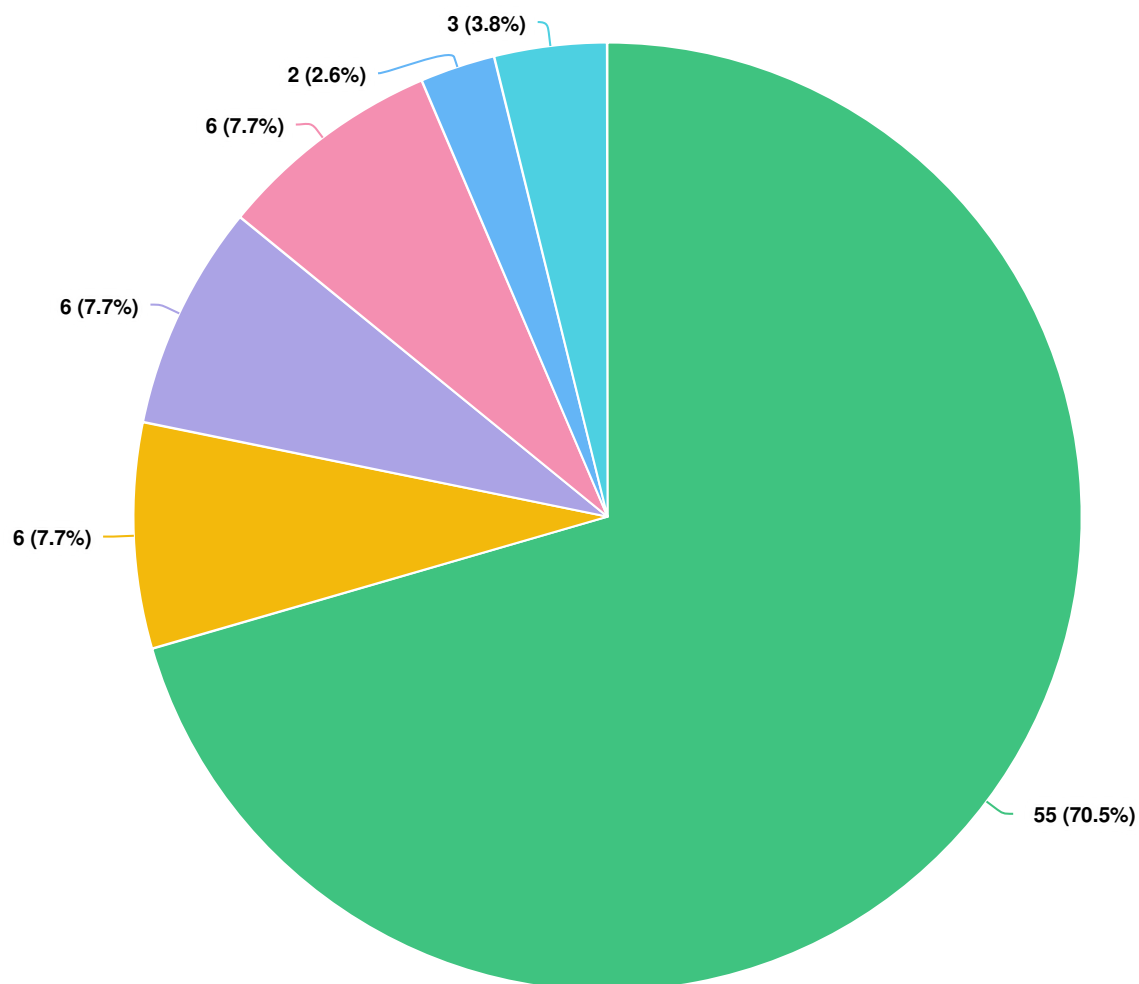


Question options

- ☒ District of Mackenzie ☐ Other

Optional question (78 response(s), 0 skipped)
Question type: Radio Button Question

Q44 What is your employment status?

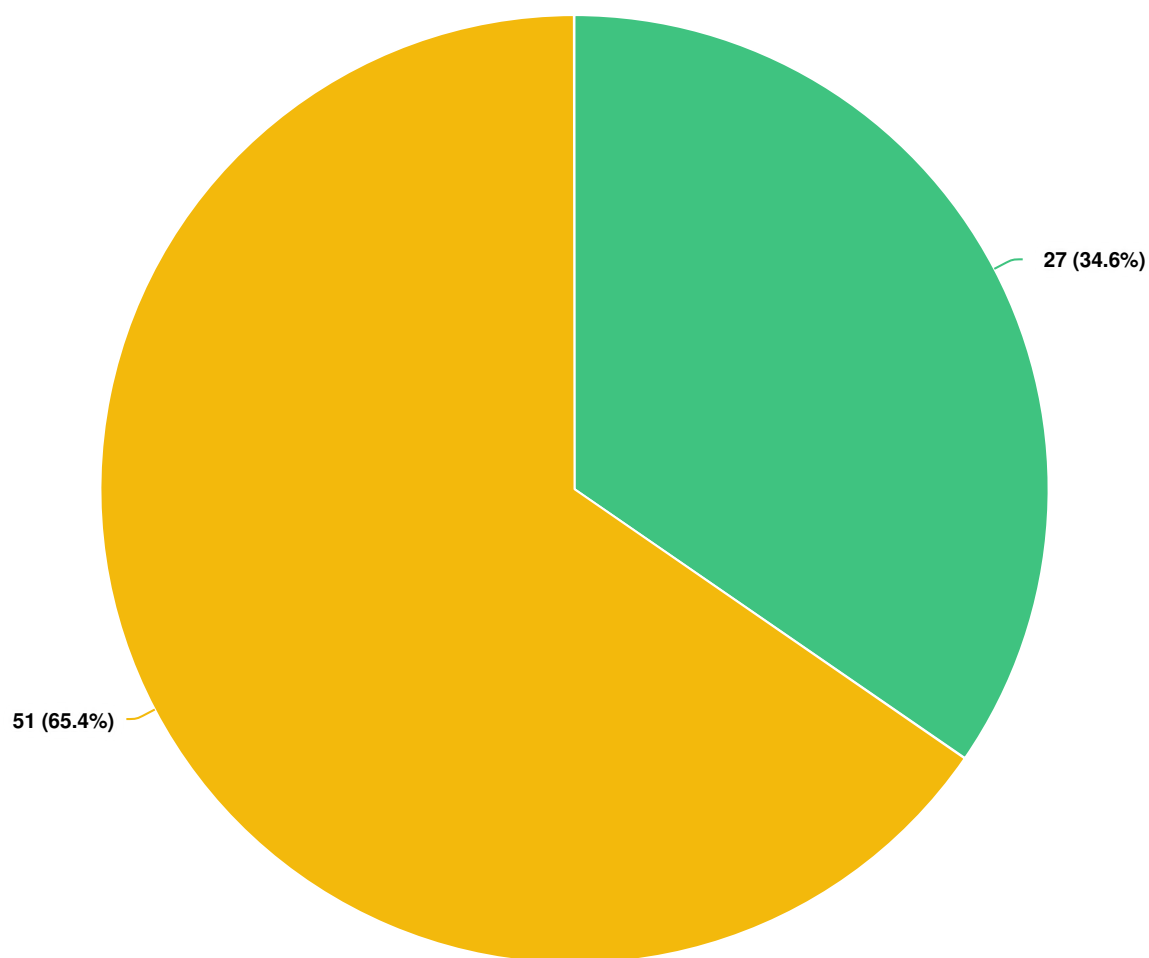


Question options

- Work in Mackenzie
- Work outside of Mackenzie
- Work remotely
- Retired
- Unemployed
- Not Applicable

Optional question (78 response(s), 0 skipped)
Question type: Radio Button Question

Q45 Have you moved to Mackenzie in the past 5 years?



Question options

☒ Yes ☐ No

Optional question (78 response(s), 0 skipped)

Question type: Radio Button Question