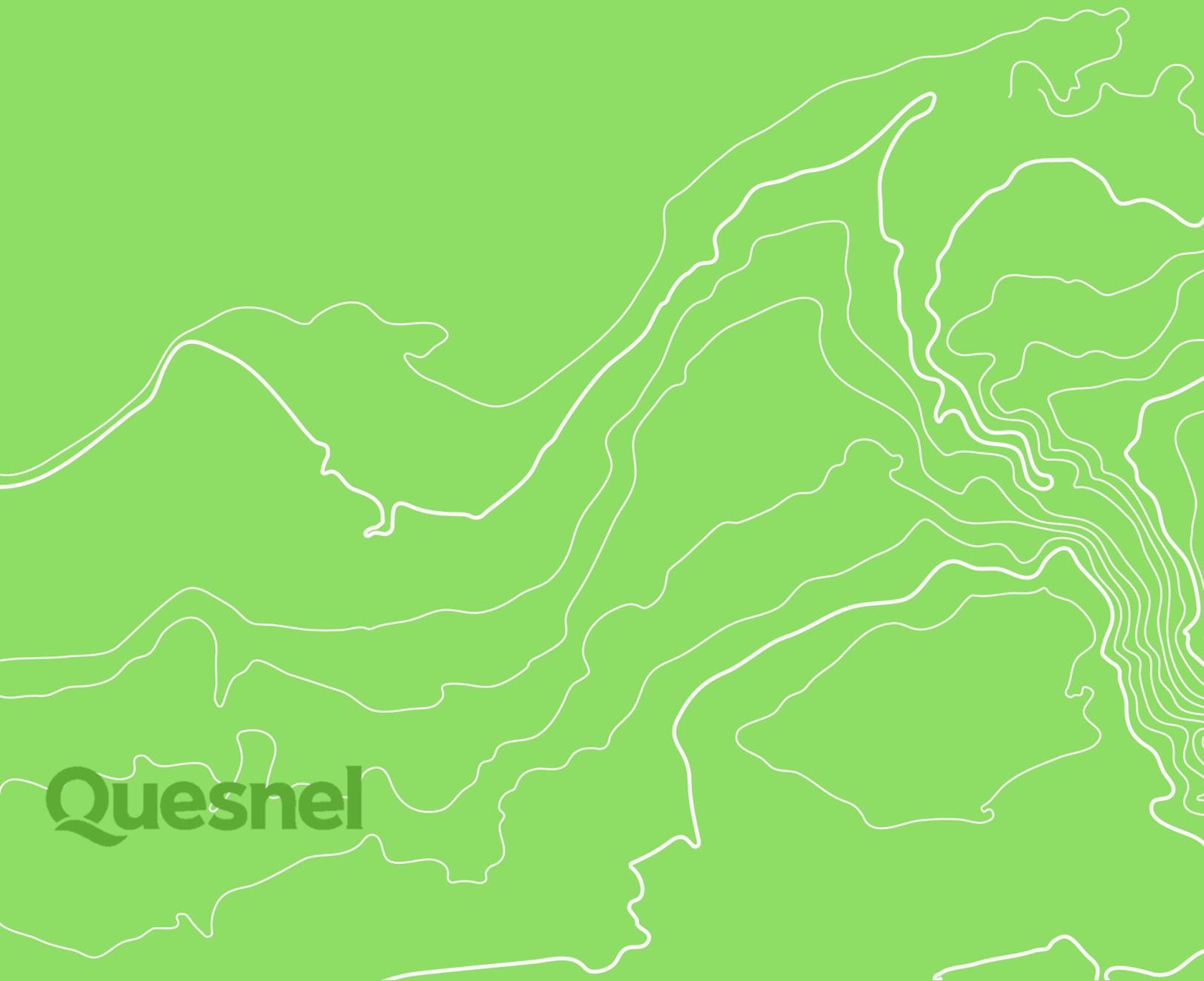


# North Fraser Drive Landing Revitalization Plan



Quesnel



## PREFACE

Since time immemorial, Indigenous peoples have walked gently on the diverse traditional territories where residents and tourists of Quesnel are grateful to live, work, learn and play. The City of Quesnel is situated on the unceded traditional territories of the Lhtako Dene Nation, Nazko First Nation, Lhoosk'uz Dené Nation, and ?Esdilagh First Nation (formerly Alexandria Band). Lhtako, Nazko, and Lhoosk'uz are on traditional Dakelh territory, and ?Esdilagh is a member of the Tsilhqot'in Nation.

This Revitalization Plan is committed to building and nurturing relationships with local Indigenous peoples, it acknowledges their traditional lands and thanks them for their hospitality.



## ACKNOWLEDEMENTS

We would like to thank the City of Quesnel and Mayor and Council for their support of the North Fraser Drive Landing Revitalization Plan.

A big thank-you to all of the community members and stakeholders who took part in our public engagement surveys, workshops or sent their comments to us through the City's online engagement platform. We look forward to your active participation in implementing this Plan.



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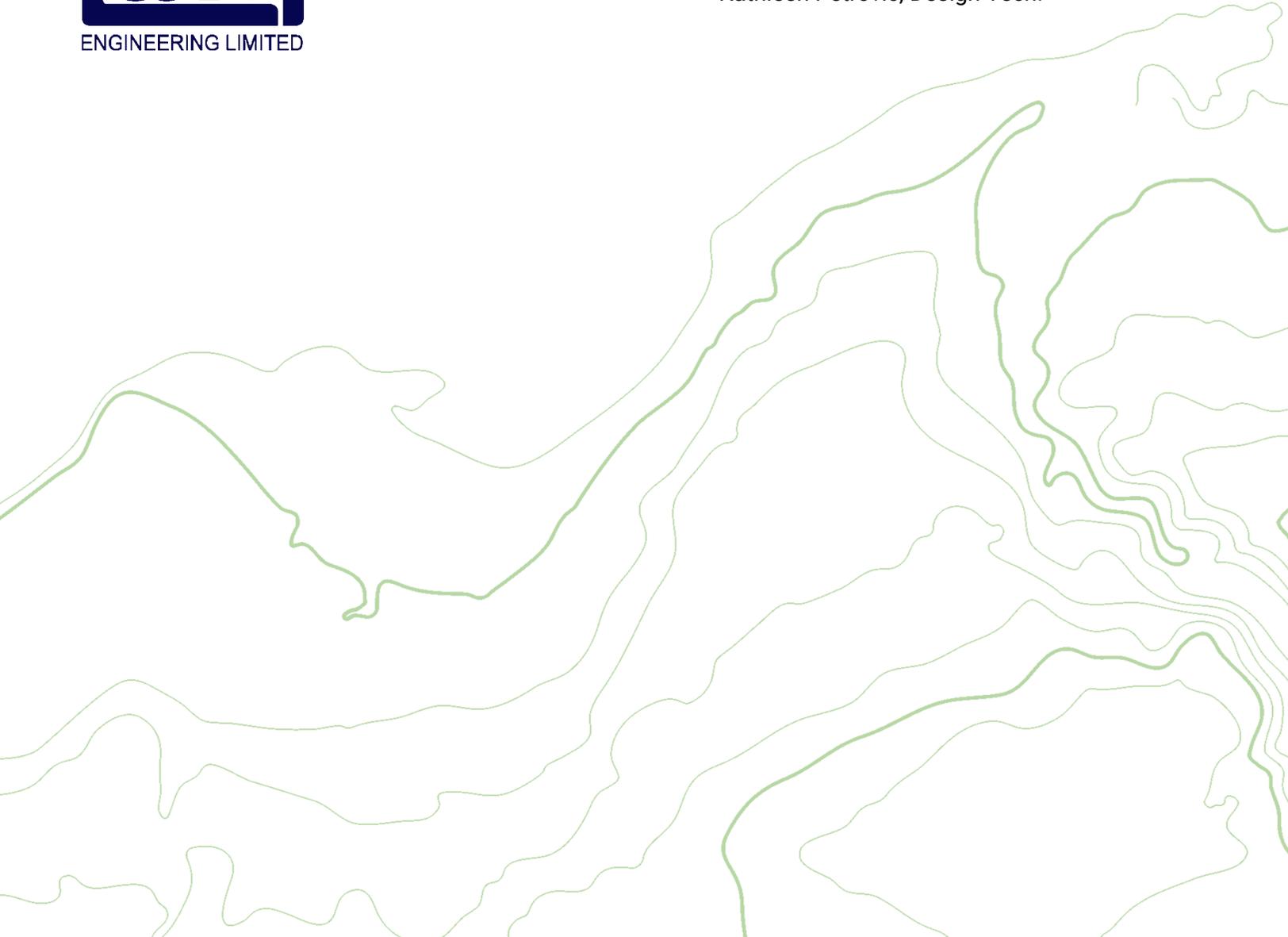
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## PLAN SUMMARY

The North Fraser Drive Landing neighbourhood is rich with history but has also experienced challenges over the years. This document begins with the actions necessary to attain the goals and vision crafted by City Council and the Quesnel community for the Plan area. This broad Revitalization Plan making process started by confirming the vision described in the City of Quesnel Official Community Plan. We then began to listen and learn from the experiences of residents and stakeholders in order to determine how they felt this area should look and feel in the future. The right balance between proper growth, change and improving the overall community character were of great importance when developing the North Fraser Drive Landing Revitalization Plan. Better connecting this neighbourhood to the greater community, considering development within the floodplain, as well as building a thriving and resilient local economy were also core components to directing positive change within the Plan.

It is through joint action that this neighbourhood will become stronger as a whole. This practical Plan will fulfill the community vision with the contribution and commitment of the Quesnel community with the support of City Staff as well as other invested parties. However, initiation and completion of some of the recommendations within the Plan will require additional funds and resources, including other private and public funding. The spectrum of these funding opportunities is connected to the actions in the Plan.





# PART 1: THE PLAN

MOFFAT BRIDGE APPROACH

## 1.1: Plan Approach

The Plan approach is based upon the firm understanding of the local context. The project team committed to not only gaining an understanding of the key physical needs and stated community desires but also an appreciation for the past, present and future identity of the Plan area. In doing so, the project team was able to develop a plan that is implementation driven, founded in contemporary best practices and speaks to the history, natural surroundings and social context.

As outlined in the City of Quesnel Official Community Plan, the vision for the Plan area is to, *revitalize the North Fraser Drive Landing area into a vibrant, inclusive and culturally-rich mixed use area that provides a warm welcome to West Quesnel. Encourage a mix of businesses, shops, cafes, restaurants and art studios.* Plan recommendations build on the principle that successful community revitalization is often led by public realm improvements. Private investments follow thereafter and creates the necessary elements for success.

## 1.2: Plan Guide

The Revitalization Plan is about realistic implementation measures and improving the neighbourhood. For this reason, we have split the document into two separate parts, “Part 1: The Plan” and “Part 2: Background to the Plan”. Part 1 focuses on implementation by providing a set of recommended policies and actions, while Part 2 provides the rationale and background studies.

The set of recommended implementation measures in Part 1 are intended to inspire local initiative and provide a framework for change. This part of the Plan is to be used by developers (when preparing a development application), the City of Quesnel (to identify bylaws, plans and policies that may need to be amended), as well as local business owners, land owners, social service agencies and residents – to understand the vision for the neighbourhood and generate leadership and cooperation among the varied and passionate groups who currently operate within the Plan area.

Outlining a set of actions that can be implemented now, or in the short and long term will help City of Quesnel elected officials, City Staff, developers and the public to understand the shared goals to achieve the vision for the area. This will ensure that the neighbourhood becomes a vibrant place to live and visit. The Implementation Matrix in Section 1.4 provides further detailed steps on how the community can make this Plan a reality and implement the recommended actions.

### 1.3: NORTH FRASER DRIVE LANDING IMPLEMENTATION MEASURES

The North Fraser Drive Landing Revitalization Plan approach focuses on five key actions for implementation which include physical improvements, economic improvements, policy amendments, community and culture. Together these key actions form an achievable strategy for a revitalized neighbourhood and are to be used as a guide for future development decisions, infrastructure spending, policy direction as well as inspiring local leadership and initiative.

01

Manage Flood Hazard

02

Development Incentives

03

Prepare NFDL Design Guidelines

04

Enhance the Public Realm

05

Develop Useable Public Space

# THE NORTH FRASER DRIVE LANDING NEIGHBOURHOOD



## Area Characteristics

- ▶ Proximity to the Fraser River
- ▶ Gateway to West Quesnel
- ▶ Within the floodplain
- ▶ Predominantly residential housing
- ▶ Contains existing social service agencies

## Summary of What We Heard

- ▶ Beautification and community enhancement
- ▶ Flood mitigation through building design
- ▶ Safer walking experience along the Riverfront trail
- ▶ Diversify housing and improve affordability
- ▶ Public spaces to visit
- ▶ Recognition of the First Nations history of the area

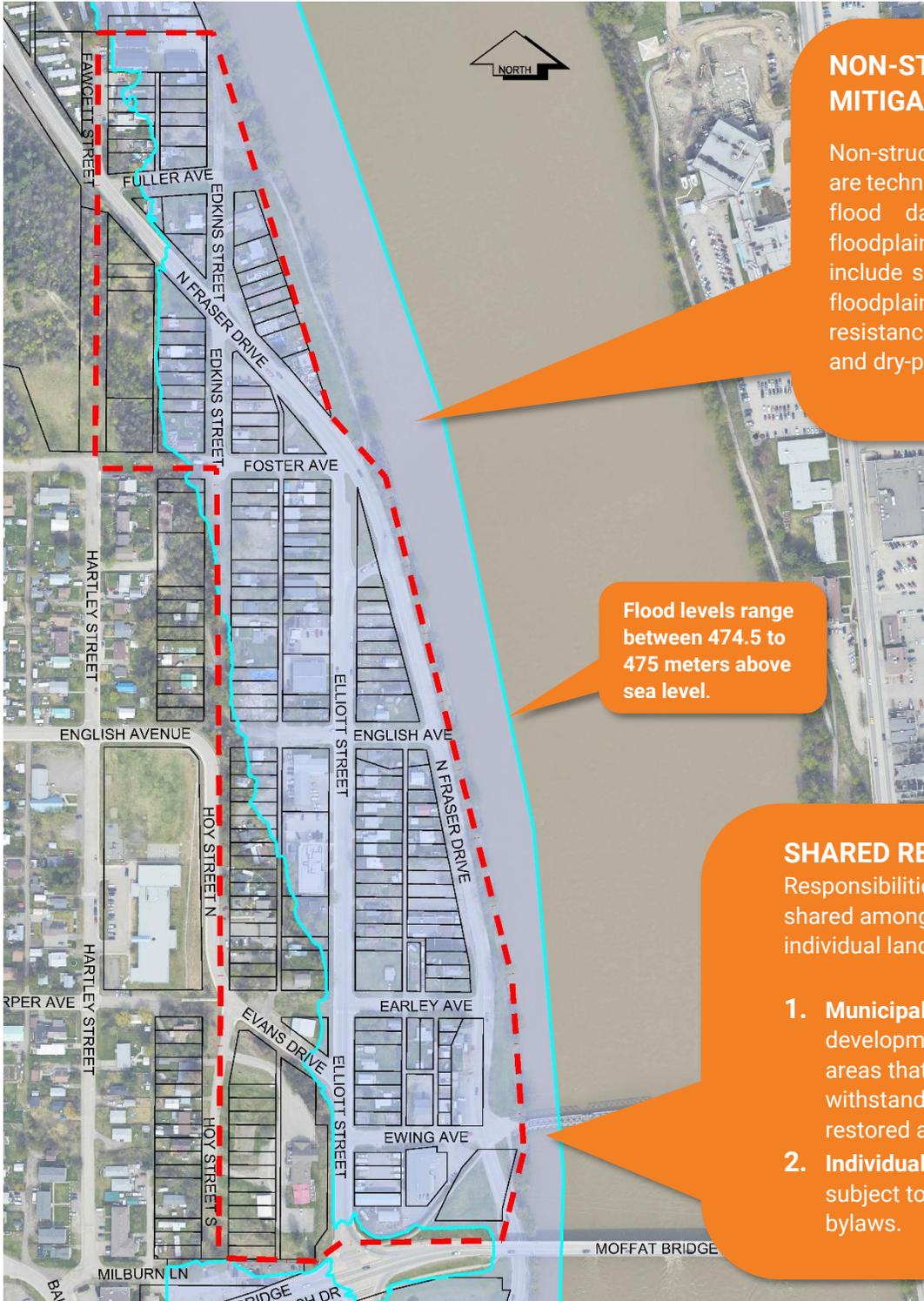
## Key Visions

- ▶ Improve the overall quality of life for residents
- ▶ Foster a distinct and unique neighbourhood character and identity
- ▶ Encourage investment and promote economic development

# 01

## MANAGE FLOOD HAZARD

Objectives: To identify ways to safely develop in the floodplain and minimize the risks and costs associated with flooding. Provide guidelines for the non-structural flood mitigation design.



### NON-STRUCTURAL FLOOD MITIGATION

Non-structural flood mitigation measures are techniques for reducing flood risk and flood damages that happen within floodplains. In this Plan, these measures include setting policy for building in the floodplain and constructing flood resistance buildings (i.e. wet-proofing and dry-proofing)

Flood levels range between 474.5 to 475 meters above sea level.

### SHARED RESPONSIBILITY

Responsibilities for managing flood hazards are shared among local levels of government and individual land owners.

- 1. Municipal Government:** Implement development control measures in flood prone areas that result in construction that can withstand flooding, and can/or easily be restored after inundation.
- 2. Individual landowners:** Landowners are subject to applicable planning legislation and bylaws.

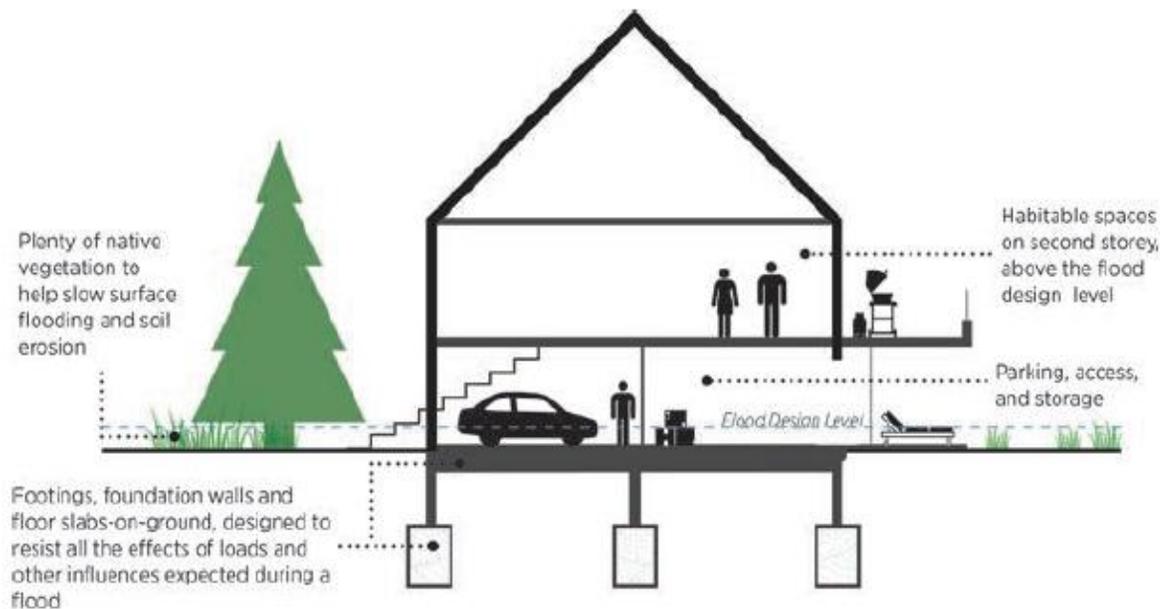
## B. FLOOD-RESILIENT DESIGN POLICY

The intent of the following policy recommendations is to ensure that floodproofing of buildings is carried out to protect public safety and private property from flood hazards in a manner which is consistent with the form and character of the neighbourhood. It is recommended that the following policies be considered for inclusion into Section 7.4 Floodplain Development Permit Area of the City of Quesnel Official Community Plan.

**Policy** All new residential development within the Plan area must have habitable space that is located on the second floor and/or above the flood design level. Consideration should be given to amend the maximum height in the C-2A North Fraser Drive Local Commercial zone for residential uses.

**Policy** Any new residential development within the Plan area should only utilize the ground floor for parking, foregoing storage space and access as per the illustration below (existing OCP Policy 7.4.7.1)

### Flood-Resilient Housing Design



**Policy** The dry flood proofing method chosen to elevate a floor or pad, either by raising structures with fill or by raising structures on stilts/supports, should be one that optimizes the relationship between new construction and the surrounding existing development and land grading.

**Policy** Development is encouraged to consider plenty of native vegetation to help slow surface flooding and soil erosion. Examples of flood tolerant vegetation include:



Birch trees, such as a River Birch above



Dogwood Trees



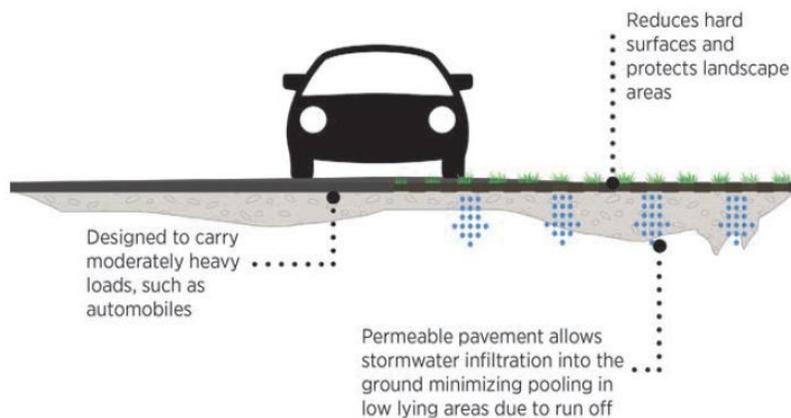
Red Twig Dogwood

**Policy** All new buildings should consider engineered foundation structures that incorporate openings such as flood vents.

**Policy** A renovation of an existing building or structure that does not involve an addition should consider wet flood proofing such as the following:

- ▶ The incorporation of openings within basements such as flood vents so that water can be removed with minimal damage.
- ▶ Using building materials that are more resistant to water such as water-resistant drywall, ceramic tiles and waterproof concrete flooring
- ▶ If possible, raise electrical sockets on the first floor.

**Policy** Permeable paving for parking areas and driveways should be considered for flood alleviation and storm water management.



**Policy** Reverse-slope driveways are not permitted within the Plan area in an effort to prevent overland flooding through runoff.

### C. REMEDIAL ACTION ON NUISANCE PROPERTIES

Derelict buildings and hazardous conditions have been found to exist within the Plan area. The existence of such conditions is detrimental to the welfare of those living in this area and pose a large flood hazard risk. The extensive clean-up in terms of demolishing and removing structures, oil tanks, derelict vehicles and other potential environmental hazards within this area should be considered and exercised through the City of Quesnel Nuisance Bylaw.

RECOMMENDED ACTION	KEY STEPS	KEY PERSONNEL	FUNDING OPPORTUNITIES
Implement Non-Structural measures that result in development which can withstand flooding	<ul style="list-style-type: none"> <li>• Include flood resilient design policy into the Official Community Plan Development Permit Guidelines</li> <li>• Amend the C-2A zone to permit a larger maximum height</li> </ul>	<ul style="list-style-type: none"> <li>• City of Quesnel Staff</li> <li>• Individual landowners</li> </ul>	<ul style="list-style-type: none"> <li>• Existing City Operating Budget</li> </ul>
Enforce Nuisance Bylaw to clean up derelict buildings and hazardous materials	<ul style="list-style-type: none"> <li>• Staff Report to Council indicating Remedial Action for nuisance properties within the Plan area</li> </ul>	<ul style="list-style-type: none"> <li>• City of Quesnel</li> </ul>	<ul style="list-style-type: none"> <li>• Existing City Operating Budget</li> </ul>

# 02

## DEVELOPMENT INCENTIVES FOR THE PLAN AREA

Objectives: Recommend developments incentives in order to encourage investment back into the area.

The constraints to developing within flood prone areas should be mitigated through development incentives in order to encourage businesses and developers to invest within the Plan area. The following recommended incentives and other programs are specific to the Plan area and have been designed to revitalize the neighbourhood. While the incentives are in no way intended to all be implemented, they should be considered and reviewed further by the City in order to determine their viability and feasibility.

### A. City of Quesnel Multi-Unit Housing Incentives Program

- ▶ The existing West Quesnel mapping within Schedule A of the Multi-Unit Housing Incentives Bylaw 1901 should be amended to encompass the entire North Fraser Drive Landing Plan area.

### B. Property Tax Abatement

- ▶ The City should consider a Floodplain Development Property Tax Abatement program specific to the Plan area to offset developer/homeowner costs associated with developing residential, mixed-use and commercial uses within the floodplain. The wet flood proofing design policy recommendations in Section 01 should be considered within the eligibility requirements for this program.

### C. Density Bonusing

- ▶ In order to further conserve areas within the 200-year floodplain, the City should consider a modest density bonusing program via cash in-lieu contributions for residential development in the Plan area on a case-by-case basis. The purpose of this program would be to increase greenspace and park areas within the floodplain while providing a direct incentive for developers to realize a higher profit on residential builds.

## D. Waiver of Building Permit Fees

- ▶ In order to encourage developers and residents to apply for building permits for new builds or renovations to existing properties within the Plan area, the City should consider waiving building permit application fees for a certain period of time (i.e., 2 years or 5 years) and/or encourage the fast tracking of the approval process for this area. This would aid in creating a “buzz” for development within the Plan area.

RECOMMENDED ACTION	KEY STEPS	KEY PERSONNEL	FUNDING OPPORTUNITIIES
Pursue the implementation of one or more development incentives specific to the Plan area.	<ul style="list-style-type: none"> <li>• Determine funding sources</li> <li>• Work with developers to attract/incentivize Plan area investment</li> </ul>	<ul style="list-style-type: none"> <li>• City of Quesnel Staff</li> </ul>	<ul style="list-style-type: none"> <li>• Union of BC Municipalities (UBCM) Funding</li> <li>• Northern Development Initiative Trust (NDIT) Funding</li> </ul>

# 03

## PREPARE NFDL DESIGN GUIDELINES

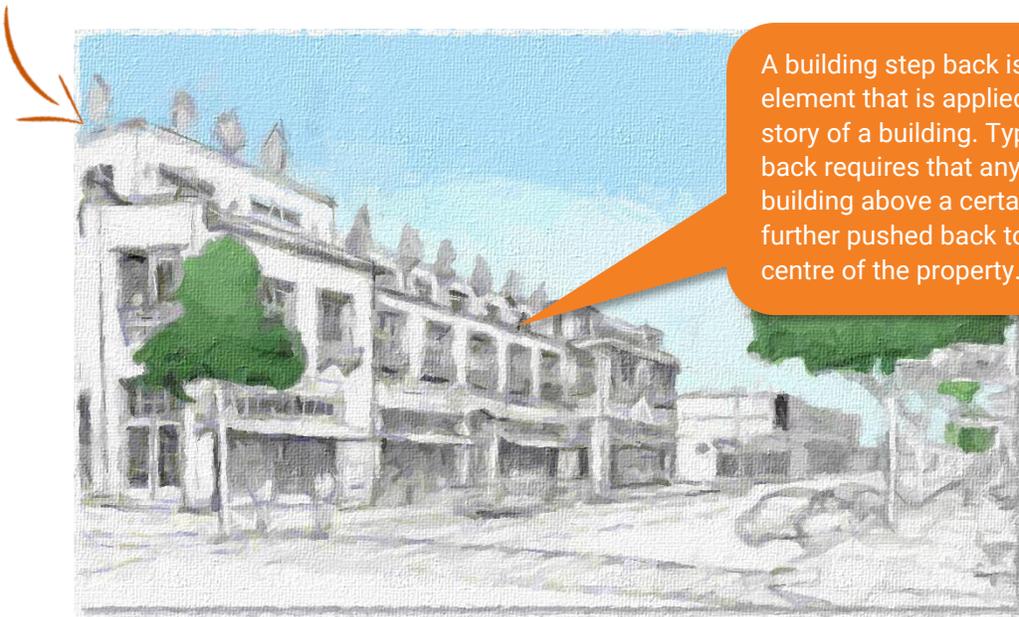
Objectives: Strengthen existing design guidelines in order to achieve a sense of visual consistency and character that creates an overall vibrant and culturally-rich area.

Residential, commercial and mixed-use development within the Plan area should promote a strong vibrant identity. The overall design theme for the North Fraser Drive Landing Plan area should be characterized by brightly coloured buildings adorned with contrasting window and door frames and homes should emphasize horizontal lines, with low pitched gable roofs. The renovation and reconstruction of existing buildings and the design and construction of new buildings should take into consideration the following design policies:

### A. Building Mass and Form

**Policy** Commercial buildings shall be sited to ensure that any adjacent residential properties have visual privacy, as well as protection from site illumination and noise.

**Policy** Balconies and step backs are encouraged and should emphasize vertical proportion and de-emphasize mass.



**Policy** There should be a variation of building materials and design treatments on the lower floors of buildings on a neighbourhood block to reduce their perceived mass.

## B. Form and Character-Building Elements

**Policy** The overall design of residential and commercial buildings should be cohesive.

**Policy** Bright and eclectic residential and commercial building colour and schemes shall be required.

**Policy** Buildings should encourage the use of wood in façade design and the architectural expression of buildings to emphasize the important role the forestry industry has played in the evolution of Quesnel.

**Policy** In order to create a cohesive residential built form, residential buildings should consider traditional or modern craftsman architecture. An example of this type of architecture is provided below:

1. Low pitched gable roof
2. Large brackets on eave
3. Bargeboard
4. Exposed roof rafter tail
5. Wide overhang
6. Mullioned window
7. Recessed front porch
8. Front stairs
9. Square columns or column base frequently continued to ground level



*This photo has been used for description purposes only to outline building features that are encouraged to be built within the Plan area. It is not required for every residential building within the Plan area to look identical to the photos provided in this Plan, rather they should be used as a guide for creating a cohesive built form.*



**Policy** Structural appurtenances such as dormers on residential buildings should be used to provide a more pedestrian scale.

**Policy** Residential roofs should be gabled, having a peak that runs the length of the building and a roof that slopes away on either side of the peak at an equal pitch. Roofs are encouraged to have eaves with large brackets.

**Policy** Exposed soffit boards, rafter tails and bargeboards are encouraged.

**Policy** Residential windows are encouraged to be paned and/or mullioned.

**Policy** Ground floor commercial frontages shall incorporate transparent glass that allows activity to be seen from the street. Ground level side and back facades that do not front the street or pedestrian open space should include windows.

**Policy** Windows should be deeply recessed. Facades where the window and wall panes appear nearly flush, producing a flat appearance, are inappropriate.

**Policy** Commercial buildings should have at least one entrance from each public street they face.

**Policy** Residential and commercial building design shall incorporate floodproofing mitigation measures.

**Policy** Commercial buildings may be constructed of any material acceptable under the BC Building Code with visible sides covered by appropriate siding such as horizontal wood siding, wood shingles, asphalt shingles, composite material such as Hardie Board or logs. Aluminum or vinyl siding, imitation brick or stone, concrete block, plywood and cardboard sheet siding will be discouraged.

**Policy** Blade signage, which operates similar to way-finding signage, for commercial businesses is preferred in an effort to encourage street and foot traffic.

RECOMMENDED ACTION	KEY STEPS	KEY PERSONNEL	FUNDING OPPORTUNITIES
Enforce North Fraser Drive Landing Design Guidelines by embedding them into the Official Community Plan	<ul style="list-style-type: none"><li>• Council Approval</li></ul>	<ul style="list-style-type: none"><li>• City of Quesnel Staff</li></ul>	<ul style="list-style-type: none"><li>• Existing City Operating Budget</li></ul>

# 04

## ENHANCE THE PUBLIC REALM

Objective: Focus on improving the image and quality of the public realm, enhancing local and tourist perceptions, and attracting private sector investment.

### A. Welcome Signage & Elliott Street Streetscape Enhancements

As the North Fraser Drive Landing Plan area is often just a through-point for visitors, a potential gateway structure would signify the entrance into the neighbourhood and establish a “sense of arrival” – creating an area that is vital to economic growth by encouraging residents and tourists to stay.

Streetscape improvements to Elliott Street could significantly improve the pedestrian experience, increase the visual appeal of the streetscape and enhance the connectivity and accessibility of the Plan area drawing residents and tourists to shops and the riverfront – a major destination element.



Existing Elliott Street streetscape



Artist – Atheana Picha



Artist – Robyn Sparrow

## B. Enhanced Crosswalks

The Plan envisions utilizing enhanced crosswalks as a tool to not only enhance the visitor experience within the Plan area, but also to further potential partnerships with local First Nations artists. The Quesnel Waterfront Plan proposes improvements along North Fraser Drive that includes four locations for enhanced crosswalks. This Plan recommends proposed crosswalk enhancements along Elliott Street. The imagery proposed for all enhanced crosswalks within the Plan area should consist of local First Nations art in order to connect the land with local First Nations history.

## C. Decorative Banners

While decorative banners are hardly a new idea, they provide a broadly appreciated aesthetic impact on streetscapes. Visible stewardship and attention to the details such as decorative banners will support other initiatives and enhance the overall impact of the placemaking effort in the North Fraser Drive Landing neighbourhood. Decorative banners are already in place along North Fraser Drive but should incorporate local First Nations art, preferably art commissioned by those residing within the Plan area to create a sense of place among the disadvantaged populations.

## D. Overhead Utilities

The installation of banners or hanging flower baskets along Elliott Street would be difficult to implement during this time due to the existing overhead utilities that line the street. In the past, communities have painted hydro poles in an effort to revitalize the public realm, however in 2019 BC Hydro discounted the painting of hydro poles due to safety concerns. BC Hydro does provide financial assistance to municipal governments for the conversion of overhead services to underground facilities which would be vital in enhancing and improving the public realm within the Plan area. Should the City be successful in undergrounding utilities within the Plan area, the streetscape of Elliott Street should include banners and hanging baskets on streetlights that are in similar design to those on North Fraser Drive.

## E. Murals

Converting blank walls into murals is envisioned to increase the Plan area’s cultural vitality by introducing more art into the public realm. Public art initiatives allow for creative expression without cost barriers and promote a sense of identity and community. The murals should not only represent not only the historic 1930’s rural farming community of West Quesnel, but the historical First Nations significance of the area as well. In an effort to remain consistent with the bright and eclectic building design guidelines, murals should also include bright and bold colours to pull locals and tourists to the area.



Artist – Raven - Tacuara



Artist – Raven - Tacuara

RECOMMENDED ACTION	KEY STEPS	KEY PERSONNEL	FUNDING OPPORTUNITIES
Initiate an Elliott Street public realm enhancement strategy	<ul style="list-style-type: none"> <li>• Determine funding sources/potential partnerships</li> <li>• Prioritize public realm enhancement projects</li> </ul>	<ul style="list-style-type: none"> <li>• City of Quesnel Staff</li> </ul>	<ul style="list-style-type: none"> <li>• TBD</li> </ul>
Observing appropriate engagement protocols, commission local First Nations art for enhanced crosswalks, decorative banners and murals	<ul style="list-style-type: none"> <li>• Update the City’s Mural Refresh Grant Application for inclusion of new murals or explore an additional mural program for the Plan area.</li> <li>• Determine potential art program partnerships with landowners, social service agencies located within the Plan area and/or Native Friendship Centre</li> </ul>	<ul style="list-style-type: none"> <li>• City of Quesnel Staff</li> <li>• Landowners/Business Owners</li> <li>• Native Friendship Centre</li> <li>• Social Service Agencies</li> <li>• West Quesnel Business Association</li> </ul>	<ul style="list-style-type: none"> <li>• NDIT Strategic Initiatives Fund</li> <li>• NDIT Business Façade Improvement</li> <li>• BC Arts Council</li> <li>• First Peoples’ Cultural Council</li> </ul>
Consider BC Hydro Beautification Fund to underground utilities within Plan area	<ul style="list-style-type: none"> <li>• Explore feasibility</li> </ul>	<ul style="list-style-type: none"> <li>• City of Quesnel</li> <li>• BC Hydro</li> <li>• Landowners</li> </ul>	<ul style="list-style-type: none"> <li>• BC Hydro Beautification Fund</li> </ul>

# 05

## DEVELOP USEABLE PUBLIC SPACE

Objective: Increase the amount and quality of “places for staying” and strengthen the sense of community as well as economic, social and environmental value within the Plan area.

### A. Friendship Pier

As proposed by the Quesnel Waterfront Plan, the development of the Friendship Pier along the North Fraser Drive waterfront will create a central gathering area for the community, helping to improve accessibility and enjoyment for all.



RECOMMENDED ACTION	KEY STEPS	KET PERSONNEL	FUNDING OPPORTUNITIES
Develop Friendship Pier	<ul style="list-style-type: none"> <li>Consider project within the context of the City’s capital planning program</li> </ul>	<ul style="list-style-type: none"> <li>City of Quesnel Staff</li> </ul>	<ul style="list-style-type: none"> <li>Canada Community Revitalization Fund (CCRF)</li> </ul>

This section outlines an implementation strategy that will guide the pursuit of the North Fraser Drive Landing Revitalization Plan and key actions to be realized. The strategy identifies key steps, key personnel and a general time frame for implementation as well as funding and partnership opportunities.

### A COMMUNITY APPROACH

Revitalization should be viewed a process that is conducted by all community members. A collaborative effort between the City of Quesnel and committed stakeholders is critical to the success of this Plan. Neighbourhood improvement will need to come through a joint action - City assistance and local residents changing attitudes, mobilizing existing skills and using community assets in new ways. By participating together, the Plan area will become more vital, not just economically but as a strong functioning neighbourhood in itself.

A significant first step in mobilizing neighbourhood capacity would come from the formation of an **Implementation Committee**.

This committee would consist of leaders and motivators for implementation. The Committee's mandate would be to choose action items from the Revitalization Plan on an annual or semi-annual basis and coordinate with various groups in the community to determine who is responsible for driving them and how they might be accomplished.

## IMPLEMENTATION MATRIX

The following chart outlines the key actions associated with the implementation of this Revitalization Plan. The proposed targeted timeframes are based on a combination of perceived support, “easy wins”, resources, funding allocations and biggest impact for the investment. Actual project implementation will be determined between the City of Quesnel and the Implementation Committee.

Recommended Actions	Key Steps Involved	Key Personnel	Targeted Timeframes		
			Now	Short-term	Long-term
Implement non-structural measures that result in development that can withstand flooding	<ul style="list-style-type: none"> <li>• Include flood resilient design policy into Section 7.4.7 <i>Floodplain Development Permit Area Guidelines</i> of the Official Community Plan</li> <li>• Amend the C-2A zone to permit an increased maximum building height for residential uses</li> </ul>	<ul style="list-style-type: none"> <li>• City of Quesnel</li> <li>• Individual landowners</li> </ul>	*		
Enforce Nuisance Bylaw to clean up derelict buildings and hazardous materials	<ul style="list-style-type: none"> <li>• Staff Report to Council indicating Remedial Action for nuisance properties within the Plan area</li> </ul>	<ul style="list-style-type: none"> <li>• City of Quesnel</li> </ul>	*		
Pursue the implementation of one or more development incentives specific to the Plan area	<ul style="list-style-type: none"> <li>• Determine funding sources</li> <li>• Work with developers to attract/incentivize Plan area investment</li> <li>• Explore amending the C-2A zone for inclusion of density bonusing</li> <li>• Amend the Housing Developers Package to include additional development incentives for the NDFL area.</li> </ul>	<ul style="list-style-type: none"> <li>• City of Quesnel</li> </ul>	*		

Recommended Actions	Key Steps Involved	Key Personnel	Targeted Timeframes		
			Now	Short-term	Long-term
Enforce North Fraser Drive Landing Design Guidelines	<ul style="list-style-type: none"> <li>• Include commercial building design guidelines into Section 7.2.8 <i>West Quesnel</i> of the Official Community Plan</li> <li>• Provide educational material to developers and landowners regarding Plan design guidelines for residential housing</li> <li>• Provide City Staff with internal information for a cohesive Building Permit review process for all residential builds</li> </ul>	<ul style="list-style-type: none"> <li>• City Staff</li> <li>• Developers</li> <li>• Individual Landowners</li> </ul>	*		
Initiate Plan area welcome signage and Elliott Street streetscape improvement	<ul style="list-style-type: none"> <li>• Determine funding sources to ensure implementation of streetscape improvements</li> <li>• Determine viability of petunia planting adjacent to Elliott Street retaining wall</li> <li>• Partner with local First Nations artists for feasibility of painting the Elliott Street retaining wall</li> </ul>	<ul style="list-style-type: none"> <li>• City Staff</li> <li>• Developers</li> <li>• Individual Landowners</li> </ul>		*	
Commission local First Nations art for enhanced crosswalks along Elliott Street and North Fraser Drive Landing, decorative banners and murals	<ul style="list-style-type: none"> <li>• Update the City's Mural Refresh Grant Application for inclusion of new murals or explore an additional mural program specific to the Plan area.</li> <li>• Explore partnering with the Quesnel &amp; District Community Arts Council for mural program</li> <li>• Partner with landowners, Northern Health Authority Specialized Services/or Native Friendship Centre to determine a potential public art program</li> </ul>	<ul style="list-style-type: none"> <li>• City Staff</li> <li>• Northern Health Authority, Specialized Services</li> <li>• Native Friendship Centre</li> <li>• Quesnel &amp; District Community Arts Council</li> <li>• West Quesnel Business Association</li> </ul>		*	

Recommended Actions	Key Steps Involved	Key Personnel	Targeted Timeframes		
			Now	Short-term	Long-term
Consider BC Hydro Beautification Fund to underground utilities within the Plan area	<ul style="list-style-type: none"> <li>• Prepare a feasibility study</li> <li>• The City should explore purchasing additional right-of-ways from private landowners along Elliott Street to facilitate undergrounding of utilities.</li> <li>• Work with BC Hydro regarding detailed design to determine overall costs</li> </ul>	<ul style="list-style-type: none"> <li>• City of Quesnel</li> <li>• BC Hydro</li> <li>• Individual Landowners/ Businesses</li> </ul>			*

## FUNDING AND PARTNERSHIP OPPORTUNITIES

Implementing some of the actions outlined in this Plan will require funding mechanisms for the City of Quesnel, as well as development incentives to attract investment within the Plan area. This section describes some funding strategies and potential funding sources that the City may consider to help leverage its investment and to maximize its ability to implement the actions detailed in this Plan.

The City should regularly check with all levels of government to keep up to date on current funding opportunities.

### Northern Development Initiative Trust (NDIT)

NDIT has several funding programs available to support northern communities. Programs that may be of interest to Quesnel include grant writing support, community places, Strategic Initiatives Fund and marketing initiatives.

### Density Bonusing

This tool allows municipalities to increase density within a zone in exchange for amenities such as the protection of environmentally sensitive areas, construction of public facilities or affordable housing.

### Canada Community Revitalization Fund (CCRF) BC

The CCRF aims to help communities across Canada build and improve community infrastructure in order to revitalize existing areas, bring people back to public spaces safely and create jobs and stimulate the local economy.

### BC Hydro Beautification Fund

BC Hydro's Beautification Fund provides financial assistance to municipal governments for conversion of overhead service to underground facilities to enhance and improve the use of public spaces.

### Union of BC Municipalities Funding (UBCM) Programs

UBCM provides funding to local governments through a diverse range of funding programs and services.

## NEXT STEPS

The success of this neighbourhood revitalization will depend on the long-term commitment of the City of Quesnel Council, City Staff and the community to work collaboratively towards the vision presented by the Official Community Plan and this Revitalization Plan. Key steps include the following:



### Council Approval

The first step in moving forward will be the full endorsement of the Plan through Council approval. This will lay the foundation for the Plan, putting into motion pivotal first steps such as budget allocations and policy amendments.



### Community Organization

The community needs to be organized to follow through on action. The formation of the Implementation Committee will play a vital role in progressing the Plan. This includes gaining consensus on priority projects and delegating roles and responsibilities.



### Action

Subsequent steps will require an ongoing reinvestment of time and effort towards bringing specific initiatives to fruition. This includes reconciling the support from “above” – City funding and development initiatives – with the need to foster leadership and community collaboration to get the job done.

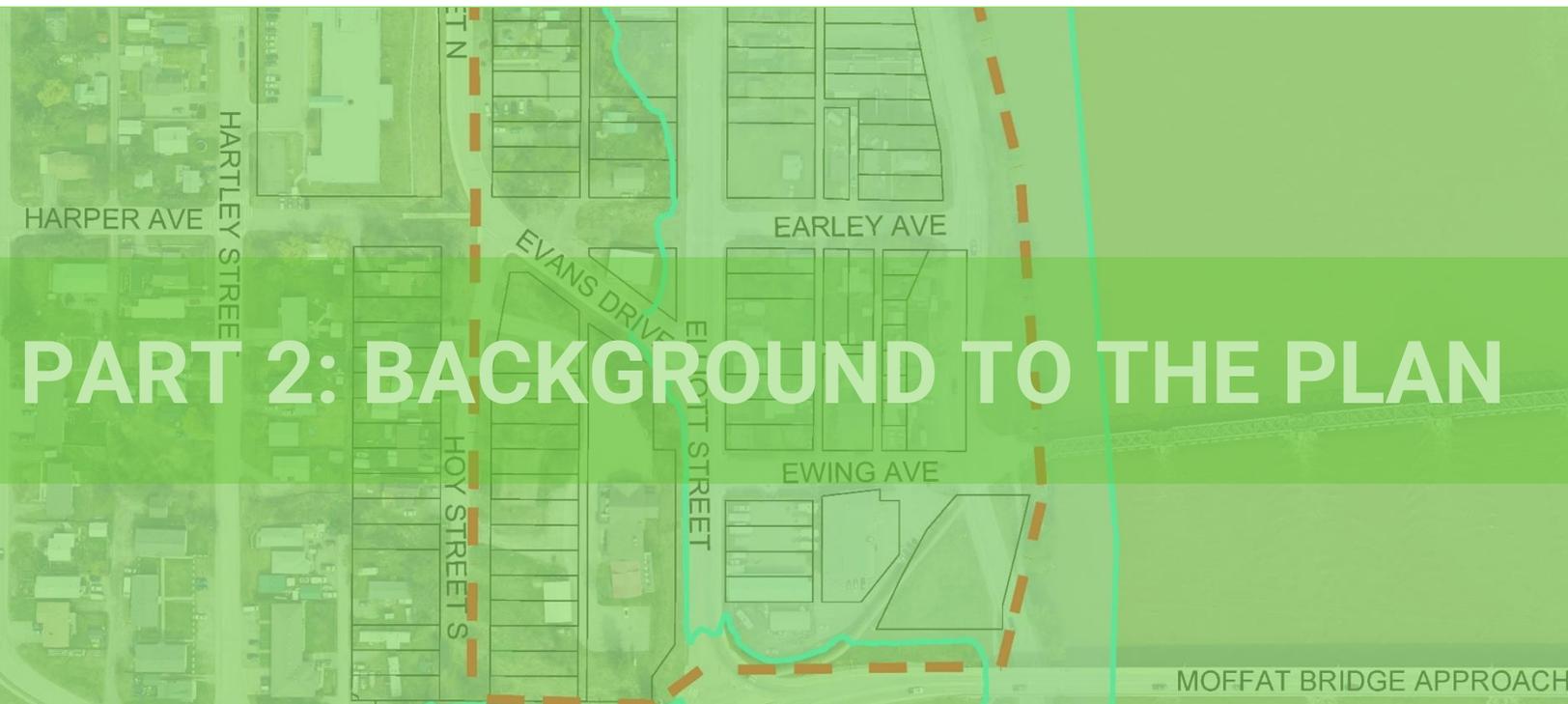


### Monitoring Success

Monitoring change within the Plan area on an ongoing basis will help the neighbourhood recognize its achievements and determine where improvements are required. Importantly, it allows the City to make informed decisions regarding resources, corresponding policy and delivery of Plan area priorities.

Success, in particular, also needs to be recognized and celebrated no matter how small. Monitoring allows the neighbourhood to recognize their achievements, stay motivated and progress towards further goals.





# PART 2: BACKGROUND TO THE PLAN

## 2.1 PLAN PURPOSE

The North Fraser Drive Landing Revitalization Plan is an action plan that identifies opportunities and concrete actions that can be undertaken in order for the neighbourhood to reach the vision described in the City of Quesnel Official Community Plan.

*The vision for the West Village District area is to revitalize the North Fraser Drive Landing area into a vibrant, inclusive and culturally-rich mixed-use area that provides a warm welcome to West Quesnel. The area should encourage a mix of businesses, shop, cafes, restaurants and art-studios.*

The Revitalization Plan provides an implementation framework that:

- ▶ Provides recommendations regarding mitigating flood hazard through building design
- ▶ Identifies development incentives that are required to bring investment back into the area
- ▶ Provides new design guidelines for the Plan area
- ▶ Identifies other bylaws, plans and policies that may need to be amended to address the Plan
- ▶ Leverages the community's initiative and leadership as the source of change.

## 2.2 THE PLAN AREA

The North Fraser Drive Landing Plan Area is comprised of approximately 11 hectares of land that is situated in the historic West Village, west of the Downtown Core of Quesnel. The Plan area is located directly adjacent to the Fraser River and contains the Riverfront Trail which provides accessible trails to various land uses and connectivity throughout the West Village.

The area of West Quesnel was developed as a rural community with small houses and family farms. The growth of this area was moderate until a single-lane bridge across the Fraser River was constructed in 1929. The bridge construction allowed the village of West Quesnel to amalgamate with the greater Quesnel community in 1958.

Key Plan features include:

- 1 Riverfront Trail
- 2 Quesnel Tillicum Society Native Friendship Centre
- 3 Jean's Side Door Catering
- 4 Bridges Supportive Housing
- 5 Quesnel Mental Health and Addiction Services
- 6 Ron's Just Detail and Fraser Bridge Automotive
- 7 ?Esdilagh First Nation
- 8 J&D Meat & Groceries



## 2.3 THE PLAN PROCESS

In addition to ongoing dialogue and meetings between City Staff and the consulting team, the following events highlight the North Fraser Drive Landing Revitalization Plan process:

### → THE PROCESS

### TASKS COMPLETED

#### Step 1: Envision

The intent of Step 1 was to develop an in-depth understanding of where the North Fraser Drive Landing neighbourhood has been and where it is now. The City of Quesnel current policy and regulatory framework was reviewed and an on-site meeting was had to see the physical condition of the Plan area. As part of this information gathering, the first step involved a kick-off meeting with City Staff which provided the framework for the Plan process.

- ✓ Project Initiation Meeting
- ✓ Site Meeting
- ✓ Review of Relevant Information, Mapping, Policy Reports & Data
- ✓ Public Consultation Plan

#### Step 2: Engage

The objective of this step was to focus on community engagement to hear community concerns and how residents felt the area should look and feel in the future. This work was informed by a series of public input opportunities and stakeholder interviews.

- ✓ Project Website Launch + Community Mailout
- ✓ Online Survey (printed copies mailed to residents within the Plan area)
- ✓ Interactive online mapping tool
- ✓ Online community discussion boards
- ✓ Stakeholder Interviews

#### Step 3: Create

This step focused on developing a comprehensive set of actions that would progress key issues within the neighbourhood. Feedback was reviewed and analyzed into a report that helped to guide the actions of the Plan which included built form, open space and land use.

- ✓ "What We Heard Report"
- ✓ Preparation of Draft Revitalization Plan

#### Step 4: Review and Refine

This current step of the Plan process is to share the Plan with City Staff, stakeholders and interested community members to view the completed draft and provide input for finalization. This will help to ensure a quality finalized product that appropriately represents the community of Quesnel.

- ✓ Submit draft Plan for City Review

## 2.4 COMMUNITY ENGAGEMENT HIGHLIGHTS

An interactive engagement process contributed to establishing clear directions and refining outcomes for the Plan. Public engagement was identified early in the process as a foundational element to creating a comprehensive Plan that is truly representative of the community of Quesnel. The overall 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 which have been outlined below:

**\*More details about the consultation process are contained in Appendix B**



**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)

## 2.5 PHYSICAL ANALYSIS

### LOCATION AND PROFILE

As previously mentioned, the North Fraser Drive Landing Revitalization Plan area is located in the historic West Quesnel Village. The Plan area is bounded to the North by the Bel-Aire Estates Mobile Home Park, to the South by the Moffat Bridge Approach/Baker Creek Area, to the West by a steep escarpment/Hoy Street and to the East by the Fraser River.

### LAND USE

The Plan area consistent of 201 parcels - 20 parcels of which are commercial land uses, 23 are considered a civic assembly and institutional land use, one parcel is designated as park space and the remaining 157 parcels are for residential land uses. The majority of the developed lands within the Plan area consist of low-density residential development. The other dominant land use within the Plan area is commercial and social service agencies with most businesses and agencies located along Elliott Street and North Fraser Drive. Retail is typified by a variety of business types including, a local grocery store, an antique store, automotive shops, and a flooring business.



## TOPOGRAPHY & FLOOD HAZARD

The majority of the existing Plan area is low lying and relatively flat, with very small changes in elevation except for the bank of the Fraser River. A significant part of the Plan area is located within the 1: 200-year Fraser River floodplain. Almost all of the parcels located within the floodplain are privately owned. Some parcels overlap into the City's slope hazard area.

## ACCESS AND ARRIVAL

The Plan area is accessed via two primary throughways:

- ▶ Elliott Street
- ▶ North Fraser Drive

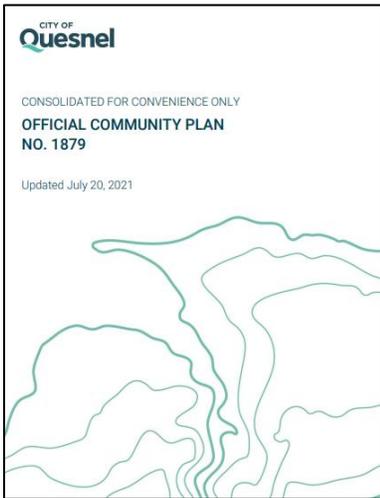
Elliott Street provides access from the west via the Moffat Bridge Approach, while the east movement of Moffatt Bridge Approach provides access to the Plan area through North Fraser Drive.

## PATHS & TRAILS

The community is well served by an extensive outside network of trails that connect the community to important scenic, recreational, and historical locations. This is no different for the Plan area as the Riverfront Trail connects the Plan area to the downtown, Baker Creek and the greater Quesnel community. More prominent pedestrian linkages via vibrant crosswalks are required to improve connectivity between the Plan area and the Riverfront trail network. Improved connectivity and accessibility would drastically improve the safety, livability, and attractiveness of the Plan area.

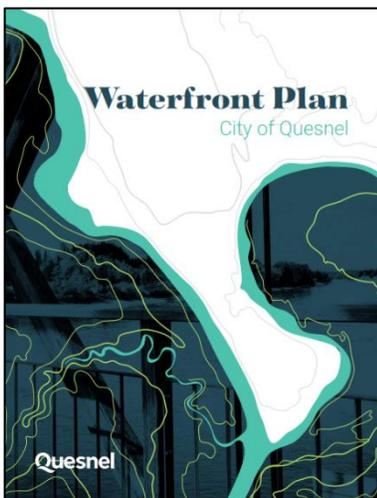
## 2.6 POLICY FRAMEWORK

The North Fraser Drive Landing Revitalization Plan must operate within the existing planning framework of the City of Quesnel as well as the Province of BC. This section provides a summary of the policies and regulations that govern the use and development of The City of Quesnel, and have helped shape the Revitalization Plan.



### City of Quesnel Official Community Plan

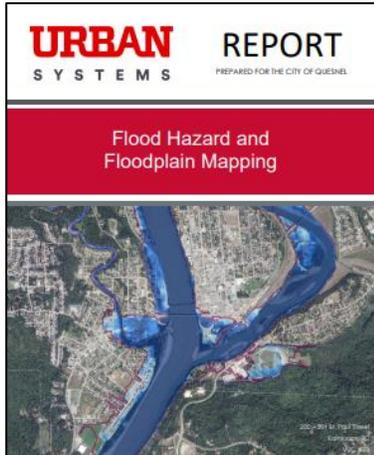
The City of Quesnel Official Community Plan (OCP) was adopted in 2019, providing a framework for guiding the City's future growth and development toward the year 2030. The OCP contains a number of policies intended to manage and shape the development of Quesnel, including policies related to supporting and encouraging a high quality built environment, a variety of housing forms, well designed public gathering places and managing floodplain development. The Revitalization Plan proposes numerous amendments to the OCP Development Permit Guidelines to ensure that future development is cohesive and managed appropriately.



### Quesnel Waterfront Plan

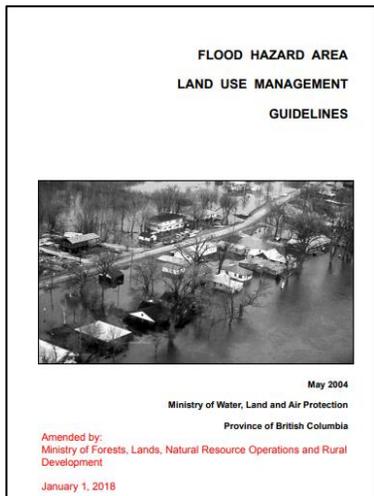
The Quesnel Waterfront Plan establishes a long-range document for eight kilometers of waterfront in the community's core. The Plan identifies the potential to capitalize on the community's unique location of rivers and creeks by using adjoining lands to create improved public access to vibrant spaces along the waterfront. Particularly relevant to the Revitalization Plan, is the Waterfront Plan's recommended upgrades to the Riverfront Trail along North Fraser Drive.

## City of Quesnel Flood Hazard Study and Floodplain Mapping



In 2020, the City in collaboration with its consultants established a flood analysis and flood hazard assessment in order to provide information related to the risks and hazards associated with the high flow rates of the Fraser and Quesnel River. Through the recommendations of the Study, the City updated their floodplain mapping in order to utilize it with the Floodplain Bylaw to regulated building setbacks and required building elevations. Although the Revitalization Plan focuses on non-structural flood mitigation tools, these tools have been taken into consideration with the structural flood mitigation recommendations of the Flood Hazard Study.

## Province of BC Flood Hazard Area Land Use Management Guidelines



The goals of this document are to reduce or prevent injury, human trauma and loss of life, and to minimize property damage during flood events. As per the Province of BC, experience has shown that regulating land development to keep people out of harm's way is the most practical and cost-effective way of achieving these goals. The Revitalization Plan recognizes the important of incorporating non-structural floodproofing design guidelines into existing City policy documents in order to achieve the goals set out in the Province's document.



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