

COUNCIL REPORT

To: Council

From: Administration

Date: May 17, 2023

Subject: Downtown Vision and Action Plan – Final Consideration

RECOMMENDATION:

THAT Council receives the District of Mackenzie – Downtown Vision and Action Plan.

BACKGROUND:

At the Regular Meeting of March 14, 2022, Council approved the awarding of the Downtown Vision and Development Permit Areas Project to Barefoot Planning + Design. This project was broken up into two parts, Part A – Downtown Vision and Action Plan and Part B – Development Permit Areas. Staff along with Barefoot Planning + Design have completed the draft Downtown Vision and Action Plan and have provided it to Council for final consideration.

Downtown Vision and Action Plan

The objective of this project is to create a holistic Downtown Plan that will be used to develop Mackenzie for the future promoting key ideas such as sustainability, livability, and economic development. The proponent's scope of work was to create a Downtown Plan that:

- Incorporates the community culture and sense of place, removes barriers to access and inclusion, recognizes Mackenzie's unique environmental challenges.
- Works with existing infrastructure and plans for future development i.e., active transportation corridors and park upgrades.
- Benefits business owners and plans for future economic development opportunities.

Public Engagement

The draft plan has been informed by public feedback in the following ways:

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

- **1st Round of Public Engagement** - Through the launch of the new public engagement platform Let's Chat Mackenzie and at various pop-up events staff have received feedback from the community to help shape the directions of the Downtown Vision and Action Plan.
- **Workshops & Interviews** - An intensive workshop was used to refine high-level directions into possible scenarios, designs, and actions. Targeted interviews were then used to fill any information gaps. From there, a set of key elements and scenarios was developed for use at the Public Gallery.
- **Stakeholder Engagement** – Staff along with Barefoot Planning & Design led a workshop with businesses and community groups looking for input to direct the key visions of the plan.
- **Pop-Ups & Online Discussion** - Pop up events in the community, along with online discussions, extended the reach of the Ideas Fair to the wider community. Directions from the public formed the base on which the stakeholder workshop is built.
- **What We Heard Report #1:** https://districtofmackenzie.ca/wp-content/uploads/2023/04/What_We_Heard.pdf
- **2nd Round of Public Engagement** - Staff facilitated the second survey posted on Let's Chat Mackenzie and handed out physical copies at various pop-up events. Staff have received feedback from the community to help course correct the early directions of the Downtown Vision and Action Plan.
- **Community Gallery** - District staff hosted a community gallery put on by Barefoot Planning + Design. At this event Barefoot went through the early directions of the plan outlining objectives and early actions. This event was recorded and was viewed online by 110 residents.
- **Pop-Up Events** - District staff hosted a second round of pop-up events to clarify objectives of the plan, engage residents on the early directions as well as introducing them to the public engagement site Let's Chat Mackenzie.
- **What We Heard Report #2:** https://districtofmackenzie.ca/wp-content/uploads/2023/04/What_We_Heard_2.pdf
- **Draft DVAP Engagement** – Staff hosted a final round of engagement on the draft plan, this comprised of online surveys, mail outs, radio ads, two in person events and answering questions over the phone.

Feedback from the final round of engagement has been attached as Appendix A.

COUNCIL PRIORITIES:

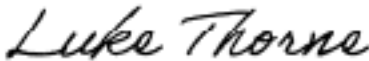
Community and Social Development

- Our investment in the municipality's services and infrastructure, our commitment to principles of social equity and well-being, and our belief in the value of resident engagement, creates a healthy community in which everyone feels valued and enjoys a high quality of life.


Economic Vitality

- The District is a leader on efforts aimed at diversifying the community's economy, supporting local businesses, and attracting new investment to the community. Diversification, a strong business sector and new investment are key to our economic vitality.

Respectfully Submitted,



Luke Thorne
Land & Environmental Coordinator



Approved for Submission to Council