



# Marwell Plan Partnership Workshop

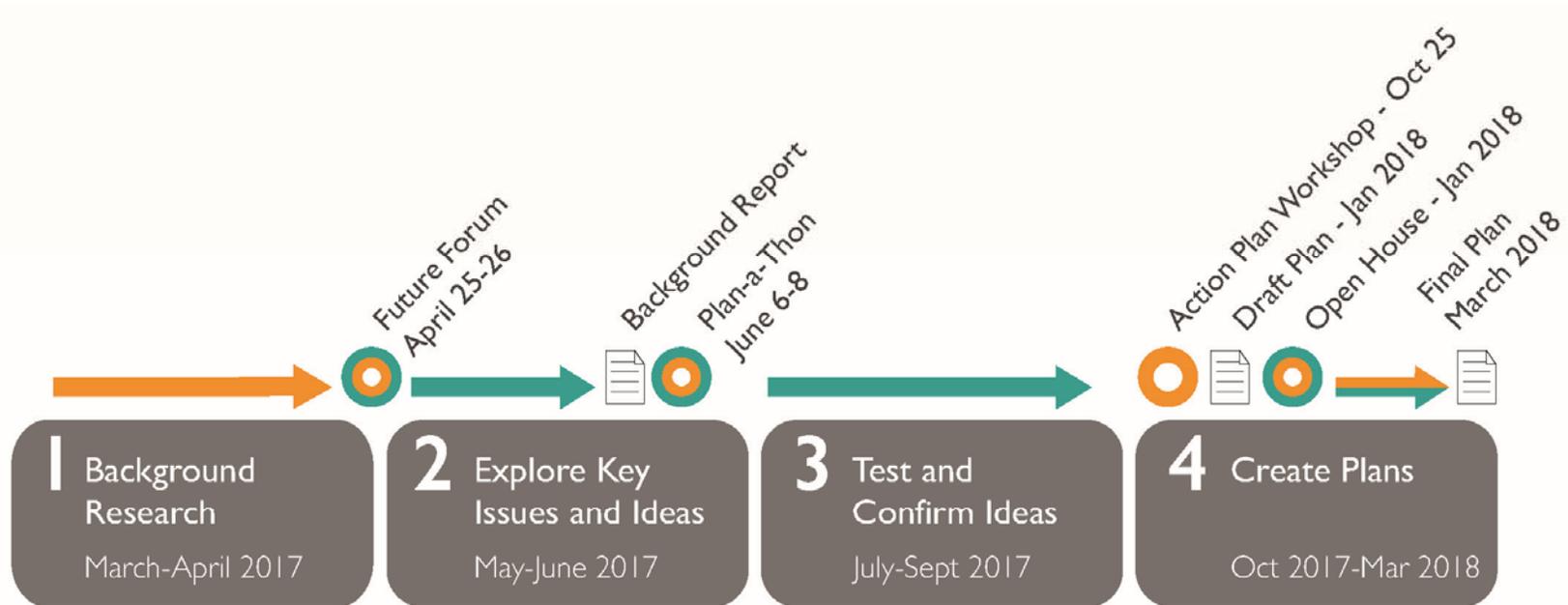
October 25, 2017



Jane of all Trades  
CONSULTING

**URBAN**  
systems





○ Public Event   
 ○ Stakeholder Event   
 → Public Input Opportunity   
 → Stakeholder Input Opportunity   
 📄 Key Documents



## Overview of Public Engagement (since June's Plan-A-Thon)

### Objectives (Summer):

- To generate resident feedback/ranking on:
  - Draft Plan-A-Thon ideas (policy, projects, urban design, etc.)

### Objectives (Fall):

- To generate resident feedback/ranking on:
  - Draft Vision Statement for Marwell
  - Draft Goals/Actions for Marwell (i.e. "Top 40")



## Overview of Public Engagement (continued)

### Event/Outreach Participation:

- Canada Day Conversation Cube (~175-200 ppl)
- Fireweed Farmer's Market (2 evenings)
- Survey (77 responses)
- Letters hand delivered in Marwell
- **TOTAL TO DATE: ~1000 engagement interactions**



## Top 40 Potential Priority Actions for Marwell

- ***“Top 40” Potential Priorities/Actions by Theme***
  - How We Work and Shop (e.g. Business, Trade)
  - How We Move (e.g. Transportation, Accessibility)
  - How We Live (e.g. Housing Types, Tenure, Growth)
  - How We Play and Thrive (e.g. Recreation, Health)
  - How We Express Our Identity (e.g. Culture, History, Urban Design)

## Results on Marwell Vision Statement

**“Marwell will evolve as a unique mixed commercial and industrial employment area, integrating long-standing businesses with new development forms. Mixed-use redevelopment opportunities will be created through the relocation of heavier industry, the consolidation of land intensive activities and the remediation of contaminated sites. An enhanced Marwell riverfront will integrate trail connections, high-quality greenspace, and mixed employment/residential uses.”**

- Q: On a scale of 1 (not at all) to 5, how well does this vision reflect the future YOU want to see for Marwell?
  - **1 or 2:** 7 out of 75 or 9.3%
  - **3 or 4:** 43 out of 75 or 57.3%
  - **5 (completely):** 25 out of 75 or 33.3%

## Highlights of Public Ranking/Scoring

- **Top 2 (of 40) ranked goals/priorities were in “How We Play and Thrive”:**
  - #1 – Explore potential trail connections to the Takhini escarpment, Whistle Bend, and along the green space west of Copper Road (89%)
  - #2 – Ensure sufficient public access is incorporated into future riverfront redevelopment (88%)
  - Also #5 – Encourage cleanup of the Marwell Tar Pit to protect the environment and encourage redevelopment (83%)
- **3<sup>rd</sup> ranked goal falls under “How We Move”:**
  - #3 – Extend the paved riverfront trail from north end of Downtown to the Titanium Way/Tungsten Road area (86%)
- **4<sup>th</sup> ranked goal listed under “How We Live”:**
  - #4 – Work with all levels of government and private property owners to determine/refine the list of registered contaminated sites and other sites of potential concern (83%)

## Overall Impressions of Qualitative Commentary

- Strong interest in environmental remediation/protection, but concern over costs of heavy industry relocation, clean up
- Desire to see Marwell's role as an industrial/employment area maintained and enhanced
- Interest in maintaining Marwell's eclectic mix of uses, which has evolved organically over time
- Very strong support for adding more green space, trail connections along the riverfront and ensuring public access over the long term
- Strong support for improving infrastructure (e.g. paving, servicing)
- Support for exploring improved multi-modal safety/accessibility

## Some Factors to Consider when Contemplating Potential Priorities

- Opportunity for collaboration across governments
- Return on investment (i.e. cost-benefit)
- Relative ease of funding and implementation
- Positive impact on transportation flows
- Health and recreation benefits
- Degree of support from business community
- Degree of support from local residents
- Support for business and employee attraction and retention

## Over to You

### What We Want to Learn/Confirm:

1. Your/your organization's top priorities for the Marwell Plan
2. How well your priorities align with those of other organizations



**ARE WE MISSING ANYTHING IMPORTANT?**