

# 2018 MARWELL PLAN What We Heard

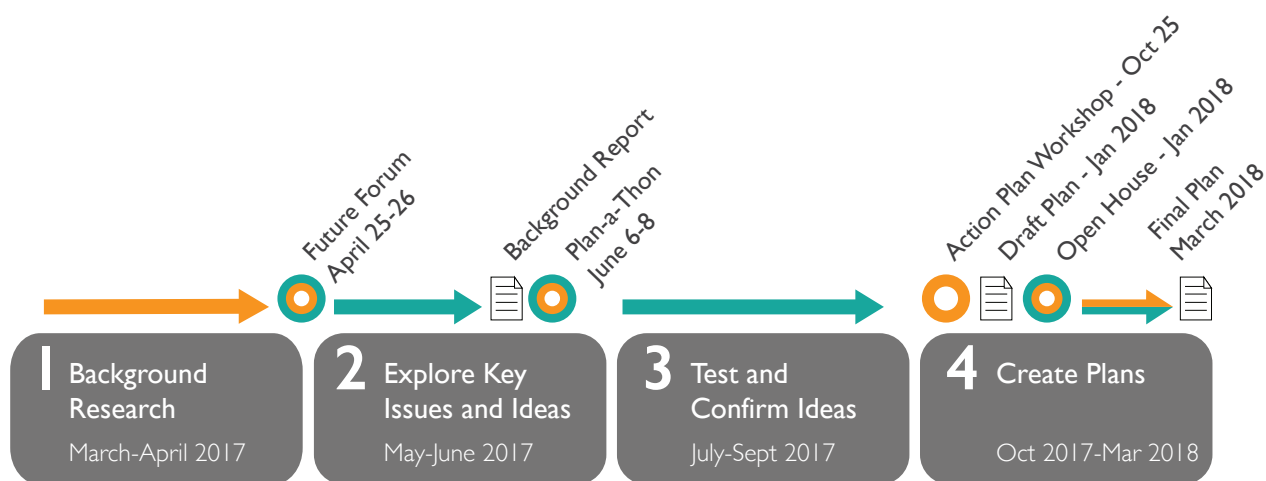
A SUMMARY OF PUBLIC CONSULTATION RESULTS APRIL-JULY 2017

## OVERVIEW

The Marwell Plan project began in the spring of 2017. Its goal is to create a comprehensive vision for the future development of the Marwell industrial area and consider how Marwell is part of the greater downtown.

Between late April and Canada Day (July 1), an estimated 400+ people shared their ideas and thoughts for Marwell via interviews, workshops, online surveys, the Future Forum, Plan-a-Thon, interactive installations, and social media conversations.

## PLANNING PROCESS



## WHAT WE'VE DONE

### PHASE 1 – INTERVIEWS AND FUTURE FORUM

What's working, what's not, and what are your ideas for change? These questions were the focus of our Phase 1 background research. The project team hosted the April 25-26 Future Forum and interviewed

key organizations to collect answers to these questions and launch the project.

#### ENGAGEMENT BY THE NUMBERS:

- 12 key interviews with representatives from government, private sector, and non-profit groups.
- 15 representatives from Kwanlin Dün First Nation, Ta'an Kwäch'än Council, City of Whitehorse, and Government of Yukon attended an intergovernmental session.
- 20 people from across all sectors attended the Marwell Future Forum Workshop.
- An estimated 150 people attended the Downtown/Marwell Future Forum public session.

#### PHASE 2 – PLAN-A-THON AND COMMUNITY EVENTS

What is our vision for Marwell? What ideas would make how we move, shop, work, live, play, and express our identity as a city better? Phase 2 of the engagement process focused on generating, exploring and prioritizing key ideas and honing in further on a vision of how we would like Marwell to evolve. The project team launched a variety of engagement initiatives throughout May, June, and July to collect ideas and feedback on the work completed so far. A social media campaign gathered feedback on a variety of topics, additional interviews were held, and a PLAN-A-THON workshop and pop-ups took place in early June. The PLAN-A-THON allowed the project team to “bring to life” the ideas of stakeholders and the public through sketches and better pinpoint priorities for the plan to address.

#### ENGAGEMENT BY THE NUMBERS:

- About 30 people shared ideas, questions, and concerns on the CONVERSATION CUBE that toured the community and lived for a week at the Weenie Wagon and the Waterfront Wharf.
- An estimated 175 people shared their ideas with the Project Team and/or on the CONVERSATION CUBE during Canada Day celebrations at Shipyards Park
- 15 participants and 15 intergovernmental representatives attended the Marwell PLAN-A-THON workshop.
- 125 people talked to us about Downtown and Marwell at the Open House and pop-up booths (Farmer's Market and Tony's Pizza).
- 40 people responded to an online survey directed at the Downtown/Marwell business community.

#### QUOTES ABOUT HOW WE MOVE

*“Industrial Road upgrades reduced dust significantly...Still need more dust control though.”*

*“Need bike path from Marwell-PC!”*

*“Strongly support river trail expansion”*

*“Basically no way to walk safely almost anywhere”*

#### QUOTES ABOUT HOW WE LIVE

*“People want to live there; option for more density – residential is needed – good for security”*

*“Grow Marwell to our next mixed use neighborhood – great location”*

*“Allowing residential uses in midst of industrial is problematic – not a lot of spaces”*

#### WHAT WE HEARD – KEY ISSUES

A number of key themes emerged during the course of engagement, including:

#### HOW WE MOVE

- People did not feel that Marwell was pedestrian or bike friendly:
  - Lack of crossings, insufficient traffic control, unpaved roads, and an auto-centric design makes the area unappealing and unsafe for alternative modes of transportation.

- Multi-use trails could help offer a safe way for non-vehicle transportation.
- Better and more frequent public transit would help promote business growth in the area.
- While recent road upgrades are appreciated, there is a need for more.
- Copper Road is seen as quite congested and it's difficult to make left turns onto it from businesses.

#### HOW WE LIVE

- The business community would like to see an increase in the number of caretaker suites allowed.
- People value the ability to live and work on the same property.
- Long-time residential properties in the area are challenged to make improvements because of their commercial zoning.
- There is considerable interest in future residential development along the riverfront.
- Mixed use is desirable and important as Marwell continues to grow.
- There is some conflict occurring between residential uses and industrial/business operations.
- Marwell is not an ideal location for children due to lack of outdoor spaces, parks, and pedestrian-friendly areas.

#### HOW WE PLAY

- There is a lack of public and recreation space in Marwell.
- People want to re-establish a boat launch and create more public riverfront amenities.
- There is very strong interest in extending the paved riverfront trail from Downtown through to Marwell (and potentially beyond).
- People want to see environmental stewardship initiatives and enhanced recreation/ interpretation of wetland areas.
- There were concerns about contamination in the area.

#### HOW WE WORK/SHOP MARWELL

- People want more food and beverage options and public spaces.
- Some City bylaws and regulations feel limiting to the day-to-day operations of some businesses.
- Some long-time businesses do not want to see the area become too gentrified; Marwell should remain a home for industry.
- The area offers a great location for alternative spaces (craft brewing, skate park, arts spaces).

#### QUOTES ABOUT HOW WE PLAY

*"Titanium Way has lots of potential, would love to see some parks & rec, family friendly"*

*"Dead-end waterfront trail – extend it!"*

#### QUOTES ABOUT HOW WE WORK/SHOP

*"Titanium Way has lack of connection from the rest of the area – but there's new growth and business there, should be linked more somehow."*

*"Continued organic growth – people who are there are the people who have grown to space, show support for them"*

*"Consider spot zoning to ensure existing business mix"*

#### QUOTES ABOUT HOW WE EXPRESS IDENTITY

*"Need to be careful that this does not impact industrial uses – could push them out"*

- Some land-intensive uses could relocate to other areas of Whitehorse to allow for higher density mixed use development.

#### HOW WE EXPRESS OUR IDENTITY

- The “Marwell” name may not be recognized by everyone but it should be kept.
- First Nations heritage and place names should be integrated into the area.
- The industrial past and WWII heritage is part of the area’s identity.

#### GET IN TOUCH WITH US!

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