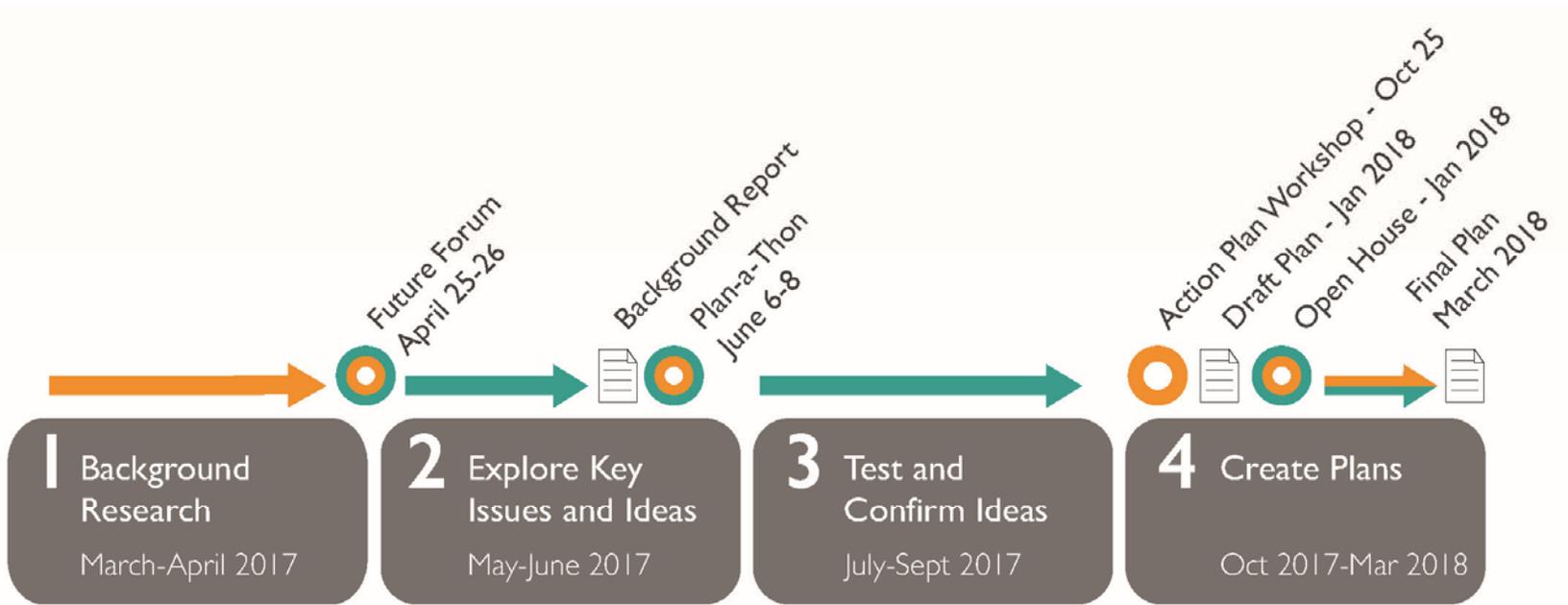




# Downtown Plan Partnership & Action Plan Workshop

October 25, 2017





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



## Overview of Public Engagement (since 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 Downtown
  - Draft Criteria for Priority Setting
  - Draft Goals/Actions for Downtown (i.e. “Top 40”)



## Overview of Public Engagement (continued)

### Event/Outreach Participation:

- Canada Day Conversation Cube (~175-200 ppl)
- Fall Online Survey (334 responses)
- Fireweed Farmer's Market (2 evenings)
- Downtown South BBQ (~100-120 ppl)
- Downtown Coffee/Treats & Walking Tour (~30 ppl)
- **TOTAL TO DATE: ~1300 engagement interactions**



## Top 95 Potential Priority Actions for Downtown

- ***“Top 95” 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 Vision Statement

**“Downtown is the social, commercial, and cultural centre of Whitehorse – the walkable heart of this unique, northern “Wilderness City”. It is socially and economically inclusive, diverse, safe and accessible for all modes of travel, and grounded in rich cultural heritage. Downtown offers a wide range of housing options within easy reach of a variety of employment, shopping, entertainment and service amenities. An impressive array of parks and trails provides opportunities for recreation and gathering, as well as easy access to the surrounding wilderness.”**

- Q: On a scale of 1 (not at all) to 5 (completely), how well does this vision reflect the future YOU want to see for Downtown Whitehorse?
  - **1 or 2:** 17 out of 305 or 5.6%
  - **3 or 4:** 175 out of 305 or 60.7%
  - **5 (completely):** 103 out of 305 or 33.8%

## Results on Criteria

**Objective:** Determine resident take on relative importance of potential criteria for evaluating potential priority goals and actions

**Results** in order of importance:

1. Value – strong “cost-benefit”: 36% answered “Most important” – overall score of 1.87
2. Legacy/catalyst for accelerating toward future vision: 40% answered “Most important” – overall score of 2.32
3. Ease of implementation: majority ranked 2-4; overall score of 2.77
4. City jurisdiction/influence: 26% responded “Least important” - overall score of 3.15
5. Cost of project/initiative: 38% answered “Least important” – overall score of 3.49

## Highlights of Public Ranking/Scoring

- **Top 5 (of 95) ranked goals/priorities were all in “How We Thrive”:**
  - e.g. #1 – Explore feasibility of incentive-based program to utilize vacant Downtown lots for community benefit (77%)
  - e.g. #2 – Continue to implement the Yukon Housing Action Plan recommendations (76%)
  - Public response indicative of the ultimate importance of Housing and Health
- **6<sup>th</sup> of 95 ranked goal/priority fell under “How We Express our Identity”:**
  - #6 – Continue to support KDFN’s work on the Whitehorse Waterfront Heritage Project (74%)
- **Top ranked goals in “How We Work and Shop”:**
  - #11 - Explore increased arts/cultural/recreation programming for core commercial area, supported by temporary road closures (72%)
  - #15 – As above, for Front Street (70%)
  - #20 – Develop pilot “pop-up patio” program for riverfront wharf/park area (69%) + Main St.
  - #21 – Explore with YG more active uses for riverfront heritage buildings (69%)

## Highlights of Public Ranking/Scoring (continued)

- **Top ranked goals in “How We Move”:**
  - #14 – Undertake a 2<sup>nd</sup> Avenue Corridor Study and Safety Audit (70%)
  - #16 – Increase the frequency and effectiveness of snow clearing, especially along key active transportation routes (70%)
- **Top ranked goals in “How We Live”:**
  - #18 – Expand policy incentives to achieve better integration of affordable/social housing with market housing types for new multi-family and mixed-use development (70%)
  - #19 – Explore (with the Government of Yukon) the potential for affordable market and social housing beyond Downtown South to achieve better Downtown distribution (69%)

## Overall Impressions of Qualitative Commentary

- Strong desire for Whitehorse to see better mix of affordable housing options, including rental apartments, co-housing communities, social housing mixed with market
- Concern over critical social issues, including public drug/alcohol use, homelessness, aggressive behaviour
- Support for continued revitalization of the riverfront and desire for more interesting uses
- Parking – needs to be provided as part of new developments (not offloaded on other areas)
- Prioritize walking, cycling and public transit, while remaining accessible by private auto
- Desire to see continued vitality on Main Street/Front Street, with a mix of mainly independent businesses, retailers and service providers
- Stated need for more economically accessible/affordable retail options for low/modest income residents (e.g. thrift stores)

## Factors to Guide Ranking of Priorities

- Representation across identified theme areas (i.e. How We Live, Move, Work & Shop, Thrive, Play, Express Our Identity)
- Coverage across the Social, Economic, and Environmental spectrum
- Identified as critical factors for Downtowns and Waterfronts across a broad array of organizations, including the Project for Public Spaces, ULI, CIP

These ranking criteria were used by the project team to rank a short list of potential Downtown Action Plan Items – initiatives with clear implications for capital budget planning and changes to Downtown’s physical environment

## Policy-Oriented Priorities

Other vital policy-oriented priorities which will be critical components of the Downtown Plan but not part of the Downtown Action Plan include:

- Policy continuation items (e.g. retaining boundaries for key Downtown land use zones)
- Tweaks to Zoning ByLaw (e.g. review of setback requirements and Floor Area Ratios)
- Design Guidelines and or design criteria embedded within the Zoning Bylaw
- Priorities which can be addressed as a subset of identified action items (e.g. review of development applications to ensure desired urban design objectives are realized)
- Continued investment in social/health programs to deal with critical issues

## Over to You

### What We Want to Learn/Confirm:

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



**ARE WE MISSING ANYTHING IMPORTANT?**