

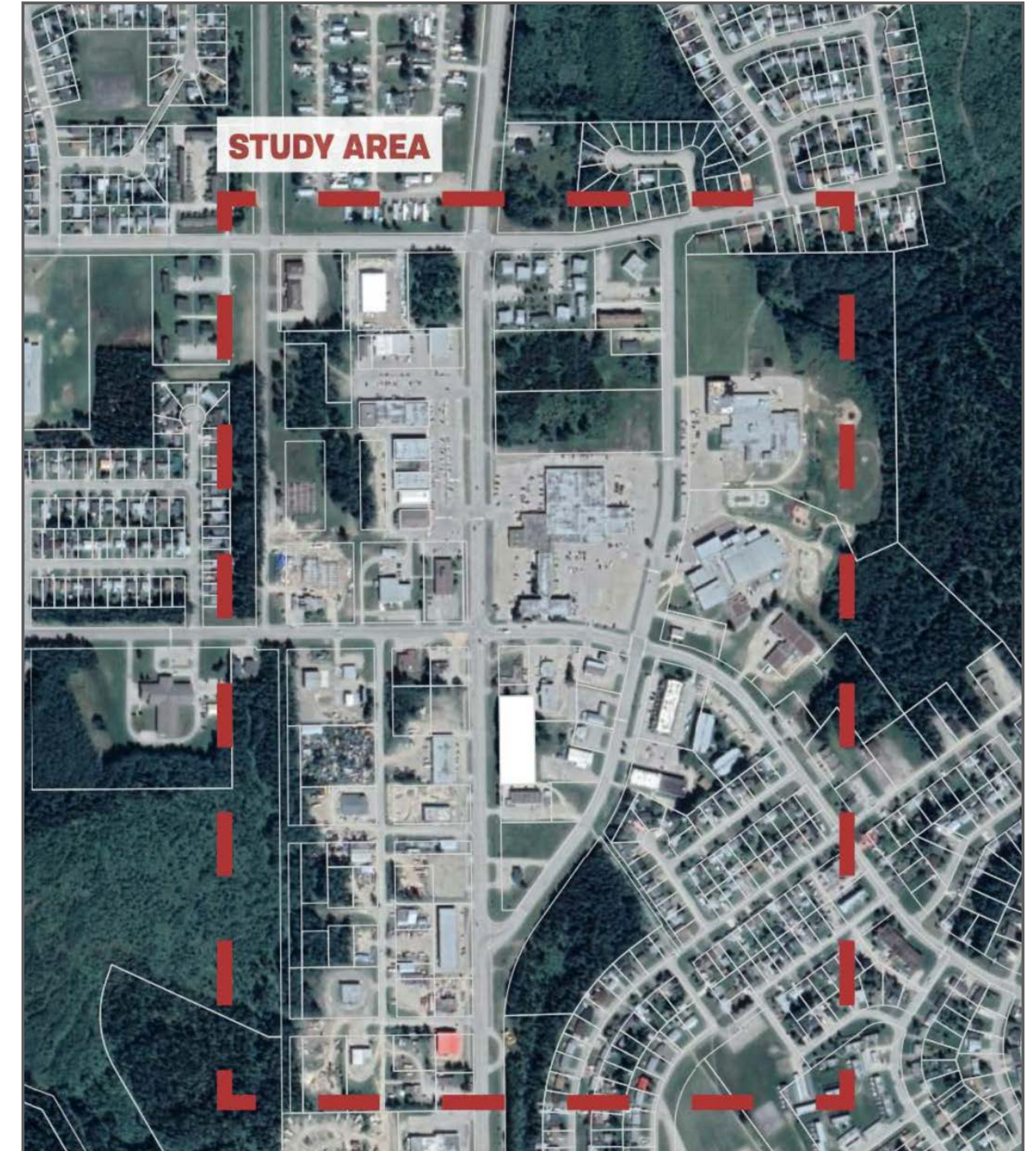


DISTRICT OF MACKENZIE
DOWNTOWN VISION & ACTION PLAN
EARLY DIRECTIONS

August, 2022

Project Overview

- Downtown Vision and Action Plan (DVAP) will establish a community vision for the future.
- It will focus on:
 - Urban design and land use in the Downtown
 - Streetscapes, public spaces, form & character, desired uses & amenities
 - Enhancing Mackenzie appeal to residents and visitors
 - Incorporating community culture and a sense of place
 - Removing barriers to access, mobility, and inclusion
 - Recognizing Mackenzie's unique environmental challenges
 - Benefiting business owners and plans for future economic development



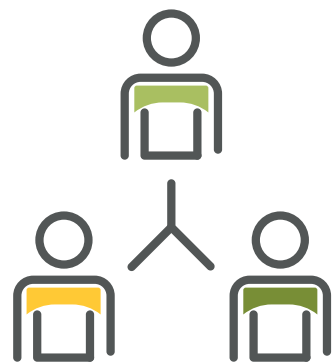
Process Overview



Background Analysis
April



Ideas Fair
June



Workshop and Interviews
June



Pop-ups and Online Discussion
June/July



Public Gallery & Survey
August



Open House (draft plan)
September



Council Presentation
October

What We Heard - Round 1 Engagement Themes



▪ Walkability & Accessibility

- Desire for more walking within the core (e.g., between key destinations)
- Lack of safe pedestrian crossings
- Traffic congestion entering/exiting Mackenzie Boulevard
- Lack of east-west path through downtown
- Poor sidewalk conditions and pedestrian amenities (e.g., benches, street trees, shelters, garbage and recycling)

▪ Vibrant Downtown Core

- Lack of multi-functional outdoor public space that can accommodate seasonal activities
- Key sites in the downtown area are run-down and in need of repair
- Lack of infrastructure to support businesses (e.g., internet connection)

What We Heard - Round 1 Engagement Themes



▪ Beautification

- Wonderful views and scenic location
- Lack of public art
- Lack of greenery, trees, and landscaping
- Unattractive building facades and derelict properties



▪ Community & Culture

- Strong community feel
- Shortage of seasonal events, activities, and programming
- Lack of cohesive design to public and private spaces
- Missing direction on community character and identity

VISION, PLANNING PRINCIPLES, & KEY GOALS



Downtown Mackenzie 5-Year Vision

In 2027, Downtown Mackenzie has seen early signs of revitalization, including:

- Transportation improvements that support a multi-use network for all residents in Mackenzie.
- New murals, public art, and community events to provide greater vibrancy in downtown and support businesses, tourists, and residents.
- More public green spaces and pathways that connect the Downtown from east to west
- A new Bike Park and pathway that provides a key gathering space as well as connecting the Downtown from east to west.

While forestry remains an important industry, Mackenzie increasingly attracts tourists and welcomes a diversity of new residents to enjoy recreational opportunities and a rural, small town way of life.



Downtown Mackenzie 10-Year Vision

In 2032, Downtown Mackenzie continues to improve and begins to thrive:

- A new multifunctional park has been created across from the KL95 Mall, establishing a network of public gathering and activity spaces (e.g., Bike Park, Skate Park, Recreation Centre, and the Community Gardens).
- An expanded east-west trail connects these spaces with adjacent residential areas and John Dahl Park.
- Seasonal events to promote and foster community pride throughout the Downtown, increasing the enjoyment of Downtown for residents and visitors alike.

As Mackenzie continues to welcome tourists and new residents, new investment and businesses are increasingly seen in the downtown.



Downtown Mackenzie Long-Term Vision

In 2050, Downtown Mackenzie has evolved to include:

- A walkable “Main Street” as Mackenzie Blvd between Centennial and Stuart has been redeveloped’ with two travel lanes, on-street parking, and other streetscape improvements.
- The mall sites have redeveloped into mixed use ‘villages’ that contribute to a vibrant, pedestrian-friendly main street – and provide destinations for visitors and residents.

Mackenzie’s popularity as a destination and place to live and invest continues to grow.



Planning Principles

Planning Principles are guiding concepts that the policies, guidelines, and strategies of the plan build upon toward the Downtown Vision.



INCREMENTAL &
CONTEXTUAL
REVITALIZATION



DESIGN FOR
PEOPLE



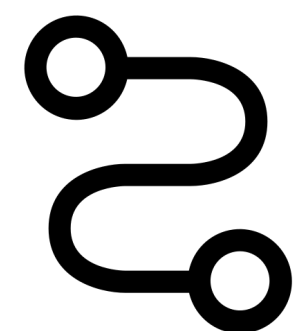
FOSTER
STRONG
COMMUNITY
IDENTITY



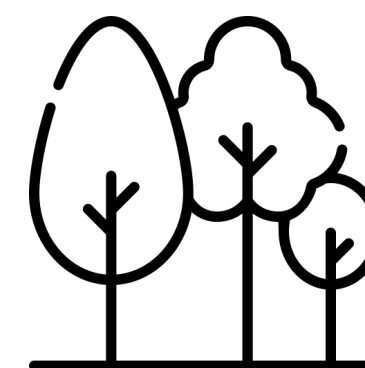
ACTIVATE THE
STREET

KEY GOALS & THEMES

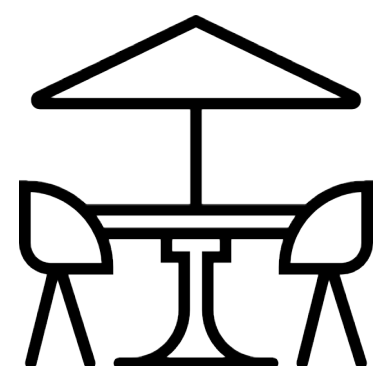
The goals and themes are aspirational outcomes that the Plan seeks to achieve



Enhance Walkability
& Accessibility



Beautification

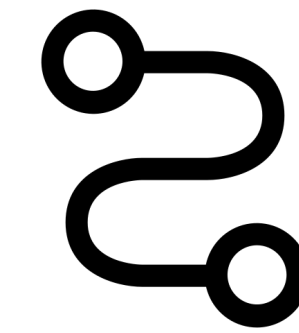


Create a Vibrant
Downtown Core



Build Community
& Culture

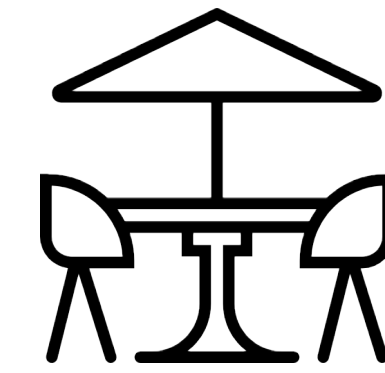
KEY GOALS & THEMES



Enhance Walkability
& Accessibility

- A. Connect the malls with safer pedestrian crossings and markings.
- B. Minimize traffic congestion and pedestrian conflicts at entrance/exits along Mackenzie Boulevard.
- C. Develop an east-west path through downtown connecting John Dahl Park to residential areas in the west.
- D. Enhance pedestrian conditions with improved sidewalk and trail quality and connectivity and more pedestrian amenities (e.g., benches, street trees, shelters, garbage and recycling receptacles).

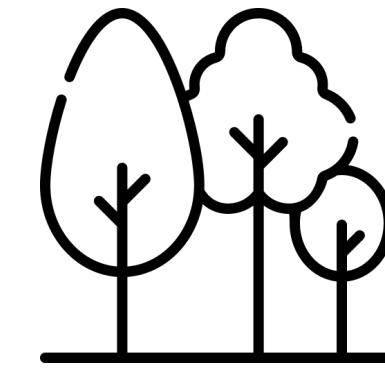
KEY GOALS & THEMES



Create a Vibrant
Downtown Core

- A. Create multifunctional public spaces (e.g., gathering, resting, playing) that can accommodate a variety of seasonal activities and programming.
- B. Facilitate redevelopment of key sites with a greater mix of uses (e.g., retail, residential, live-work) & encourage human-scaled streets and buildings.
- C. Support businesses and attract residents through infrastructure improvements and land use (e.g., fibre optic internet, live-work units)

KEY GOALS & THEMES



Beautification

- A. Create opportunities for murals and public art on private and public land.
- B. Provide more trees and green landscaping in downtown on streets, public spaces, and private property.
- C. Continue to seek and incentivize facade and property improvements on private property.

KEY GOALS & THEMES



Build Community & Culture

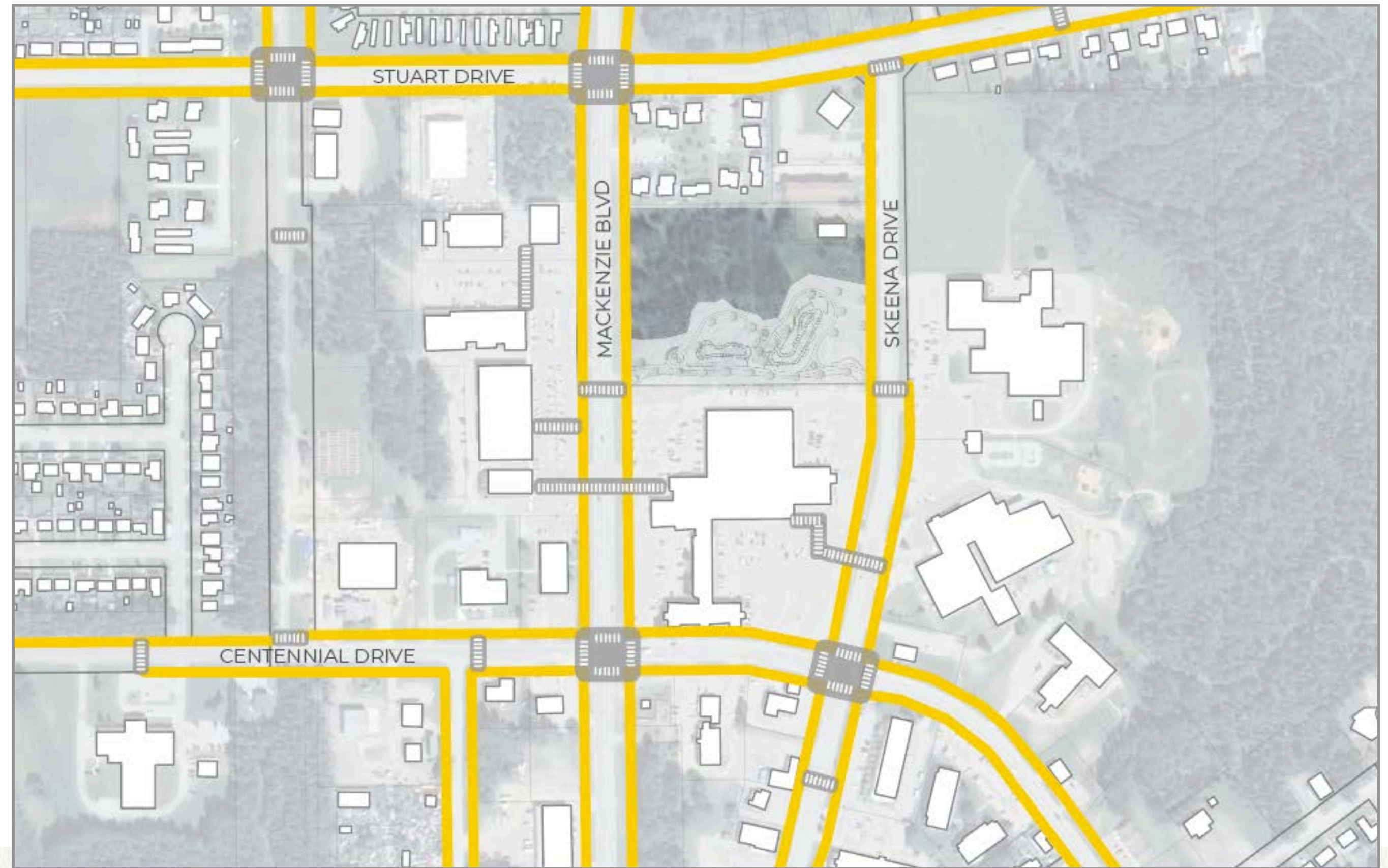
- A. Provide more seasonal events, activities, and programming for a variety of groups.
- B. Create a cohesive design to public and private spaces.
- C. Attract and support a variety of age groups and demographics (e.g., activities for youth, seniors housing).
- D. Celebrate Mackenzie as a rural community with access to recreation and the outdoors.

EARLY DIRECTIONS



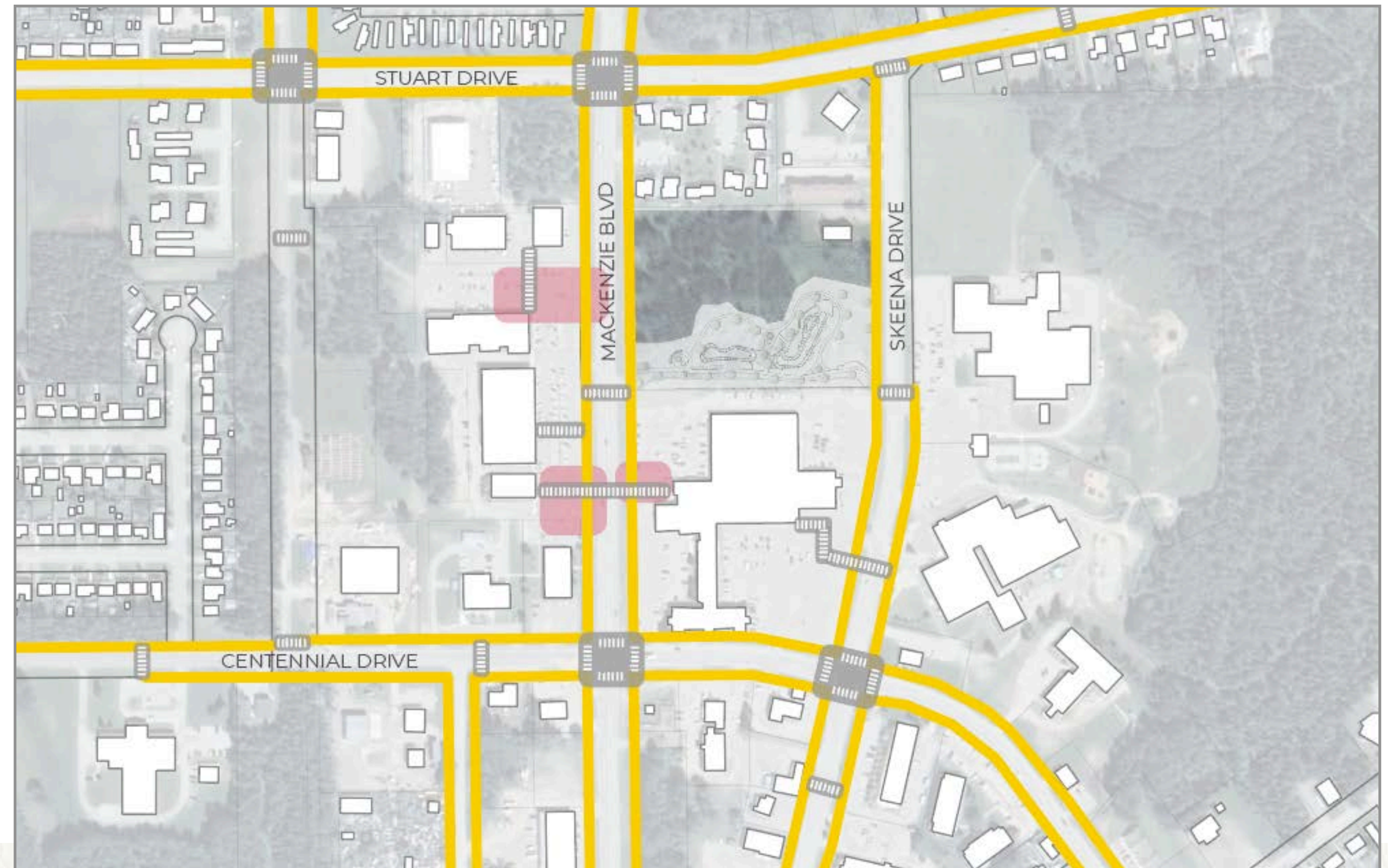
SHORT TERM 5 YEARS

1. Paint and maintain crosswalks and other pedestrian markings on private and public land in the downtown core.
2. Assess and revitalize pedestrian infrastructure (e.g., sidewalks, pathway lighting, benches, street trees, landscaping) and explore alternative hardscape material (e.g., concrete, permeable pavers).

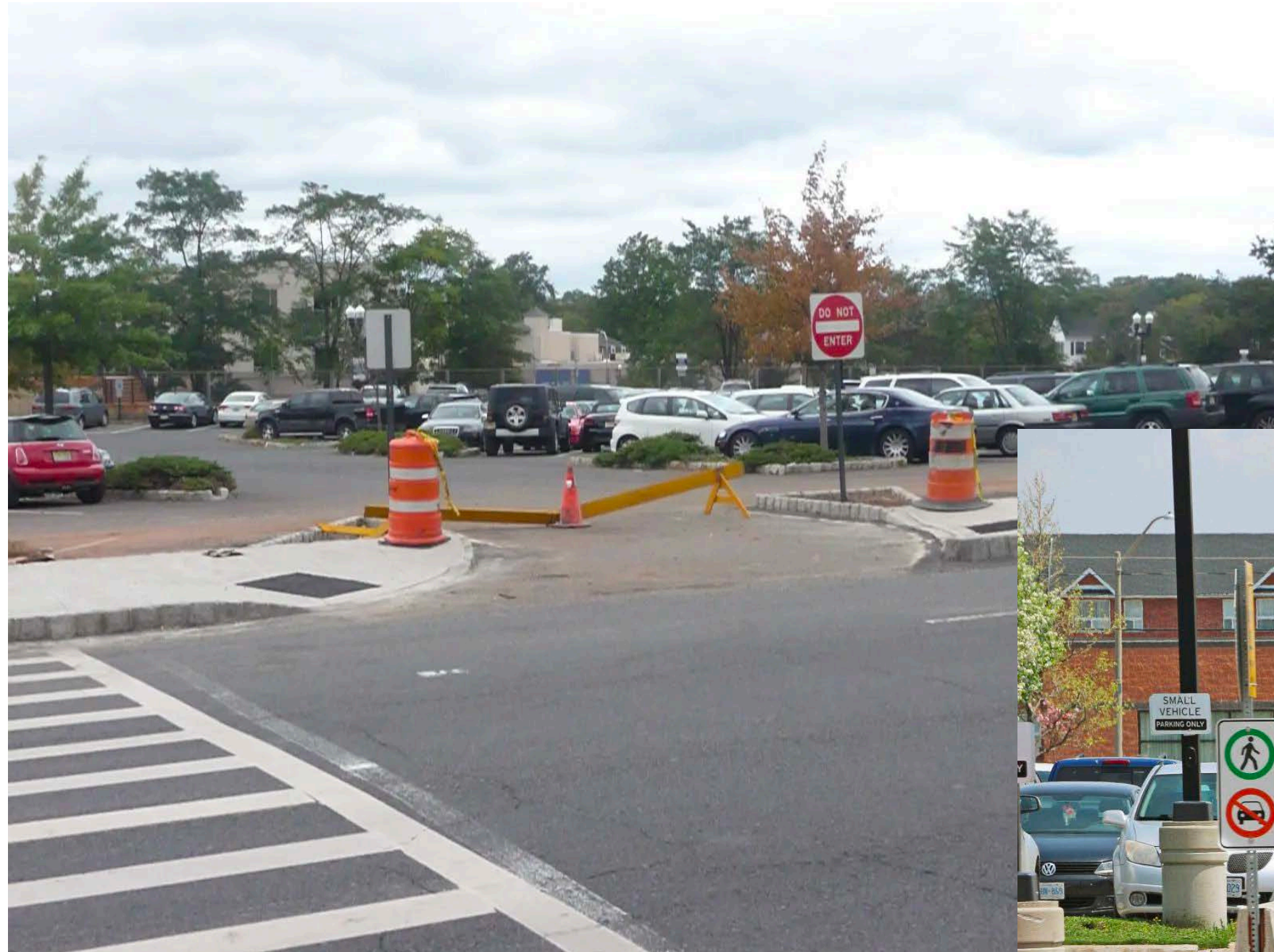


SHORT TERM 5 YEARS

3. Support traffic interventions that seek to reduce pedestrian and vehicle conflicts and congestion in the entrance/exits off Mackenzie Boulevard.

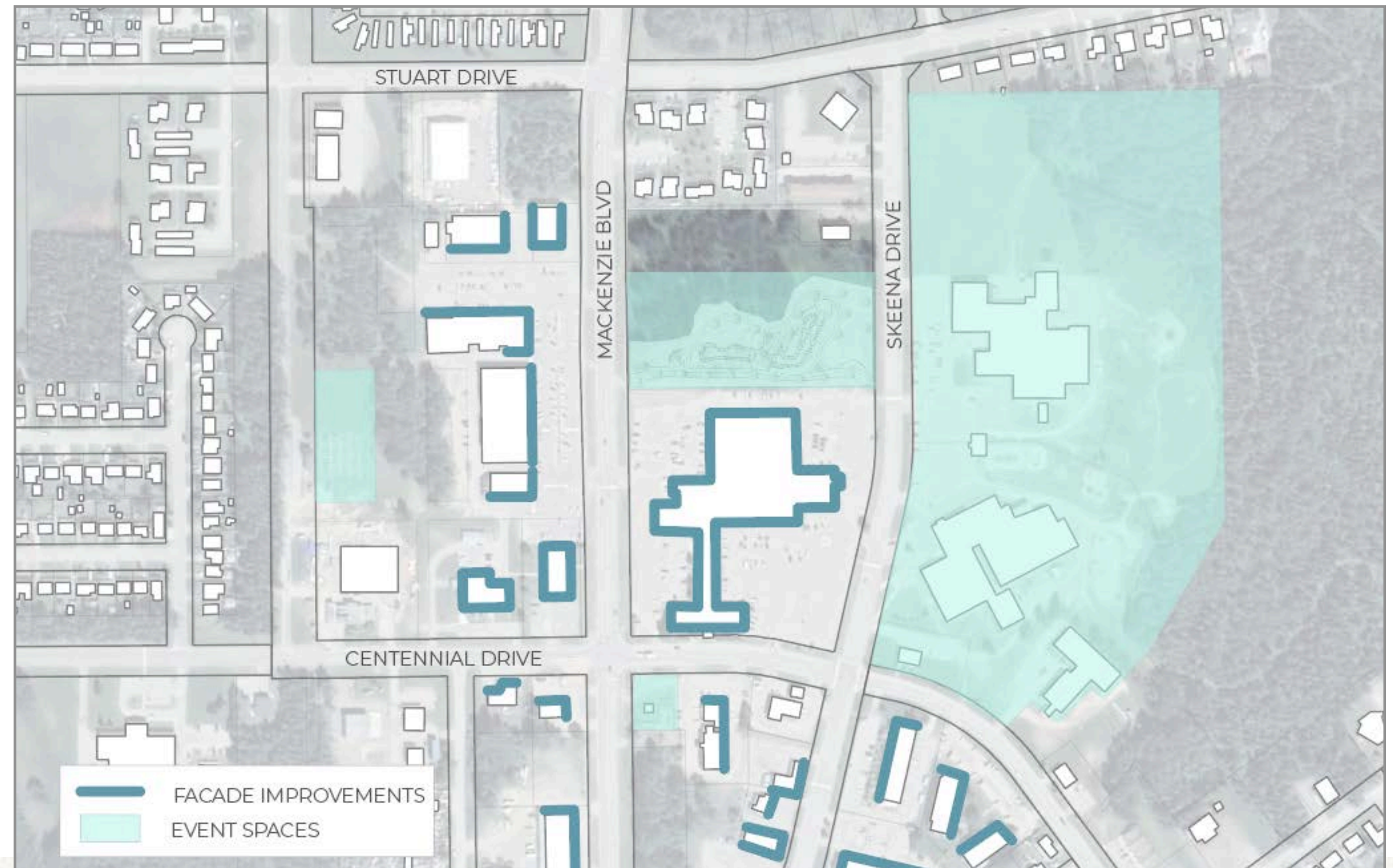


SHORT TERM 5 YEARS



SHORT TERM 5 YEARS

4. Add opportunities for murals and other public art to existing programs (e.g., Business Facade Improvement Program).
5. Seek events, activities and programming in all seasons using existing spaces such as the recreation centre, community centre, parks, and public spaces.

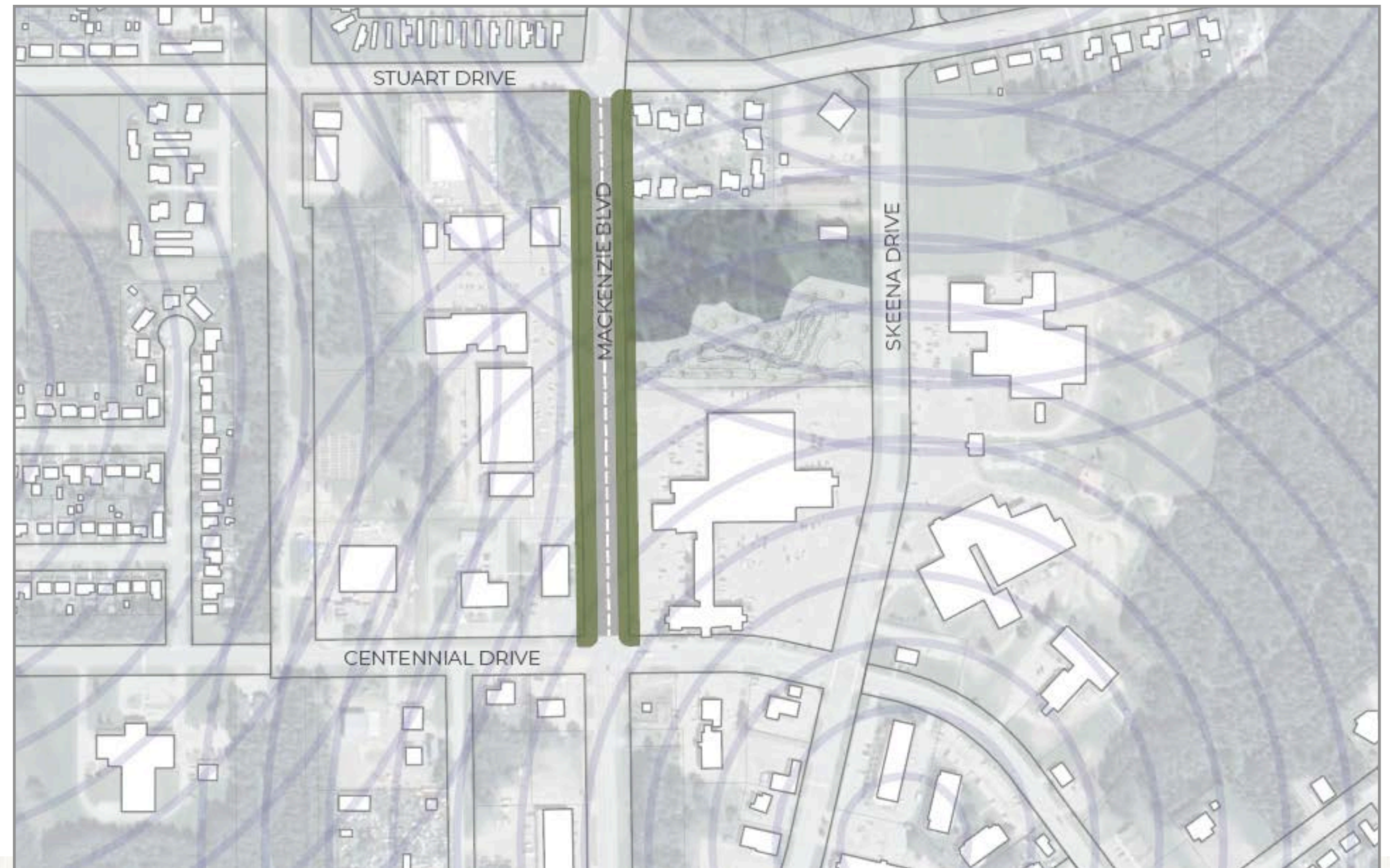


SHORT TERM 5 YEARS



SHORT TERM 5 YEARS

6. Engage with the Ministry of Transportation on the future of Mackenzie Boulevard, with the general aim of creating a 2-lane, pedestrian-friendly 'main street' between Centennial and Stuart (see Medium and Long-term directions for Mackenzie Boulevard).
7. Continue to engage with service providers for better internet connectivity.

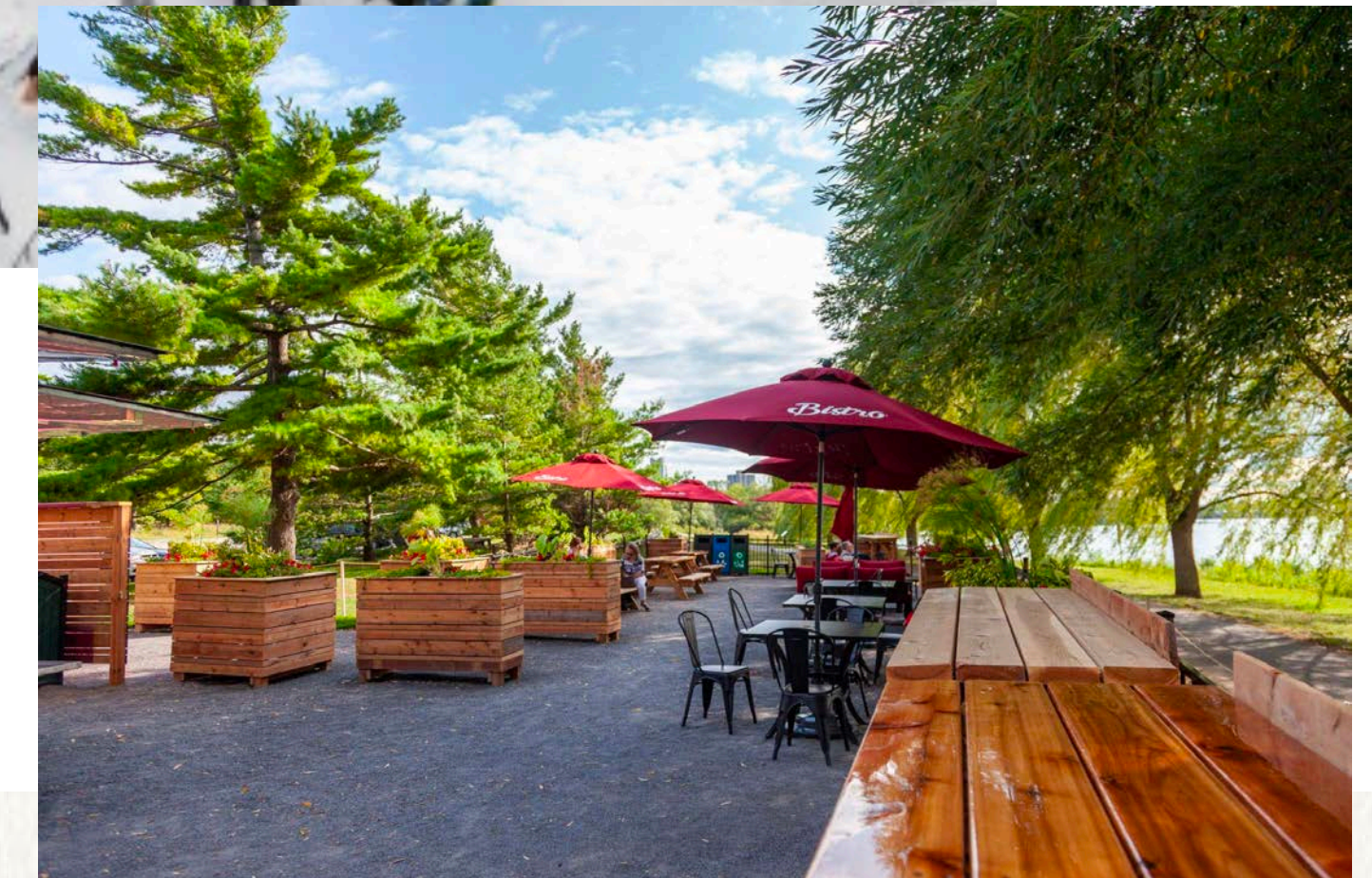


MEDIUM TERM 10 YEARS

1. Create a new public space on the District owned lot in front of the KL 95 Mall to include green landscaping, gathering spaces, and connecting trails.
2. Seek ways to enhance views of Morfee Mountain and other key landscapes from downtown (e.g., bury infrastructure underground, provide seating opportunities).

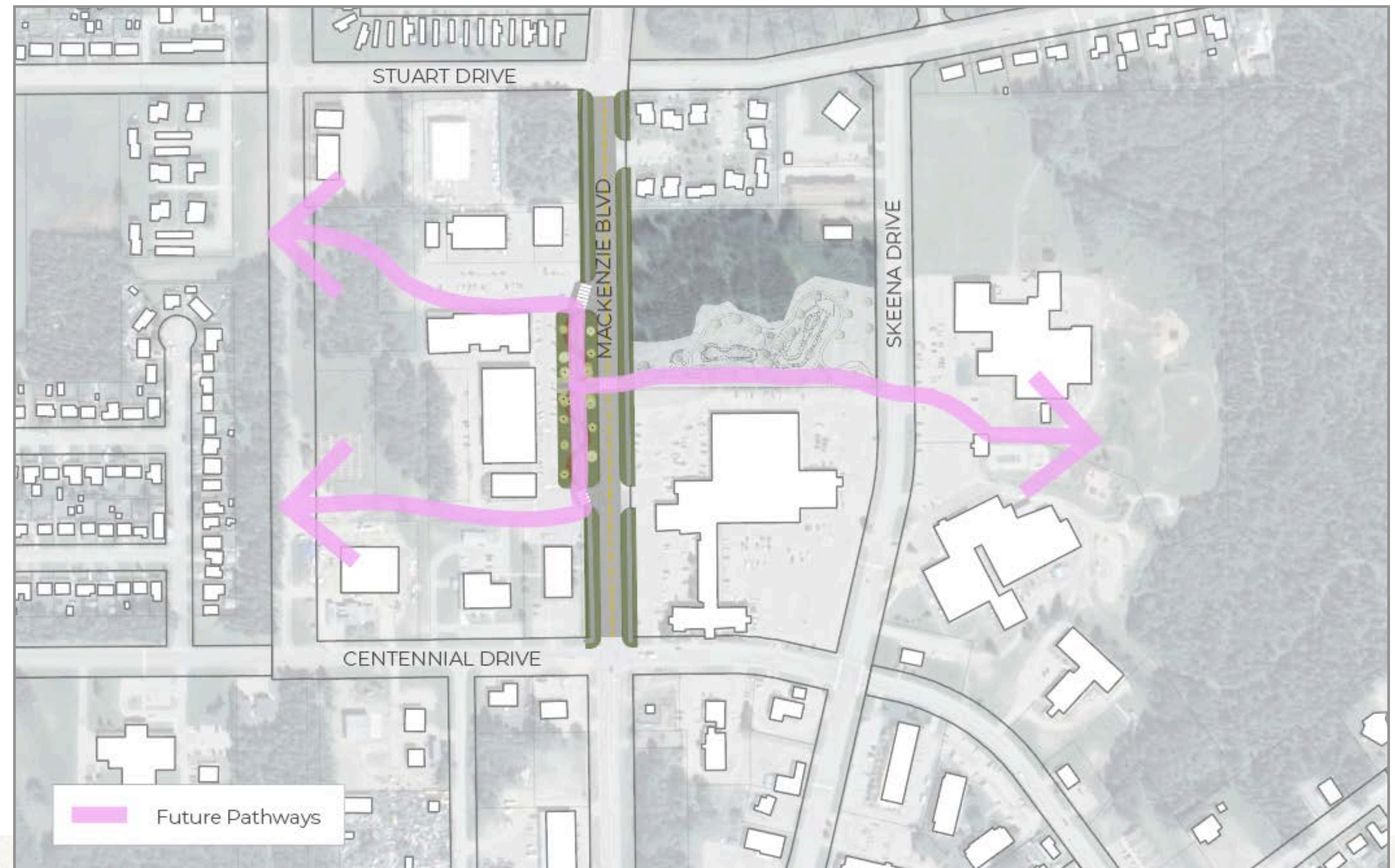


MEDIUM TERM 10 YEARS



MEDIUM TERM 10 YEARS

3. Create a formalized east-west pathway(s) in the downtown area to connect key destinations such as John Dahl Park, the skatepark/recreation centre/school, Mackenzie Mall/bike park, KL 95 Mall, and the community gardens.



MEDIUM TERM 10 YEARS

4. Seek opportunities to reduce the travel lanes and improve pedestrian/cycling conditions on Mackenzie Boulevard, Skeena Drive, and Centennial Drive including temporary/seasonal interventions.

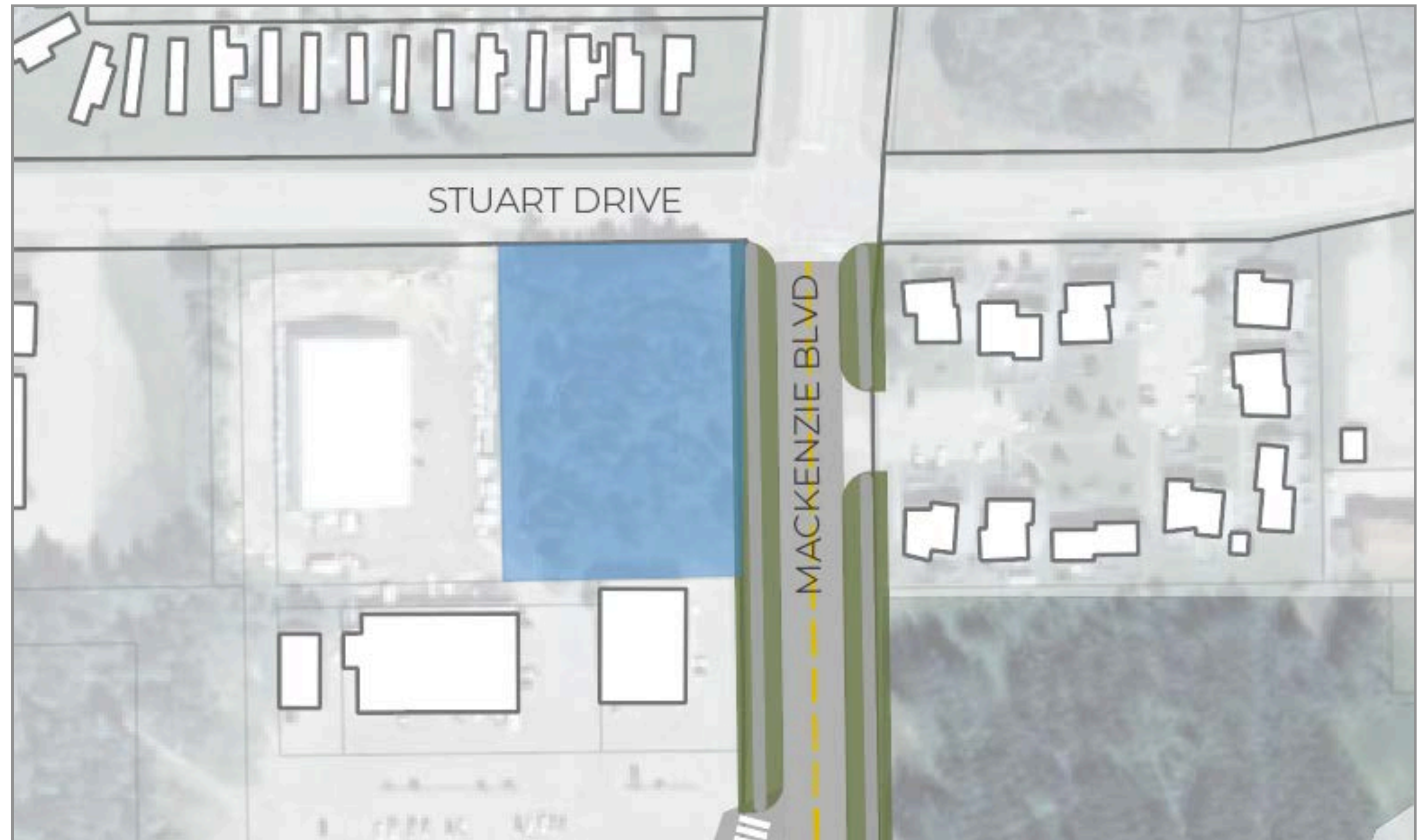


MEDIUM TERM 10 YEARS



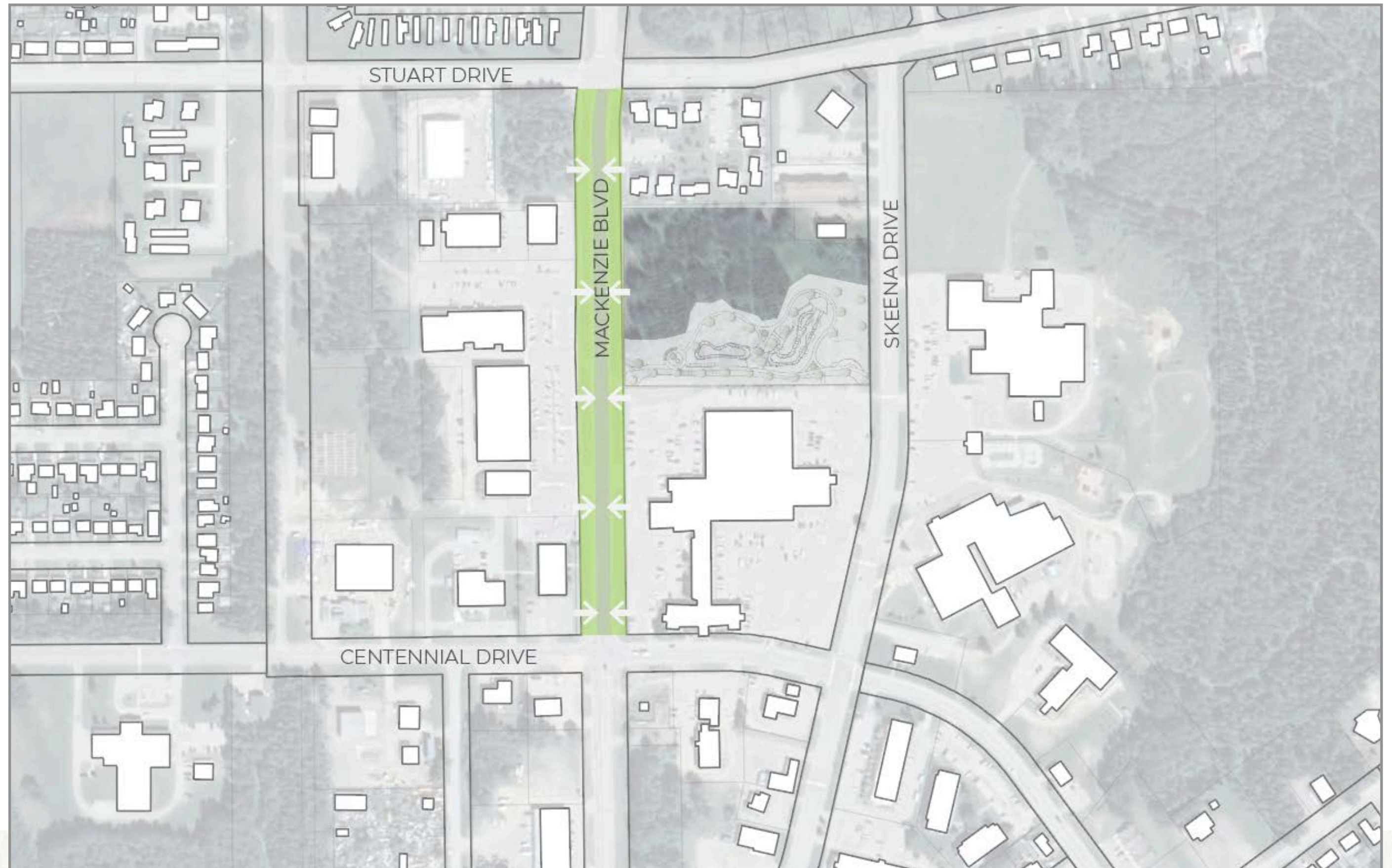
MEDIUM TERM 10 YEARS

5. Engage with the Province on the status and plans for the site on the corner of Mackenzie Boulevard and Stuart Drive and consider redevelopment options and opportunities.



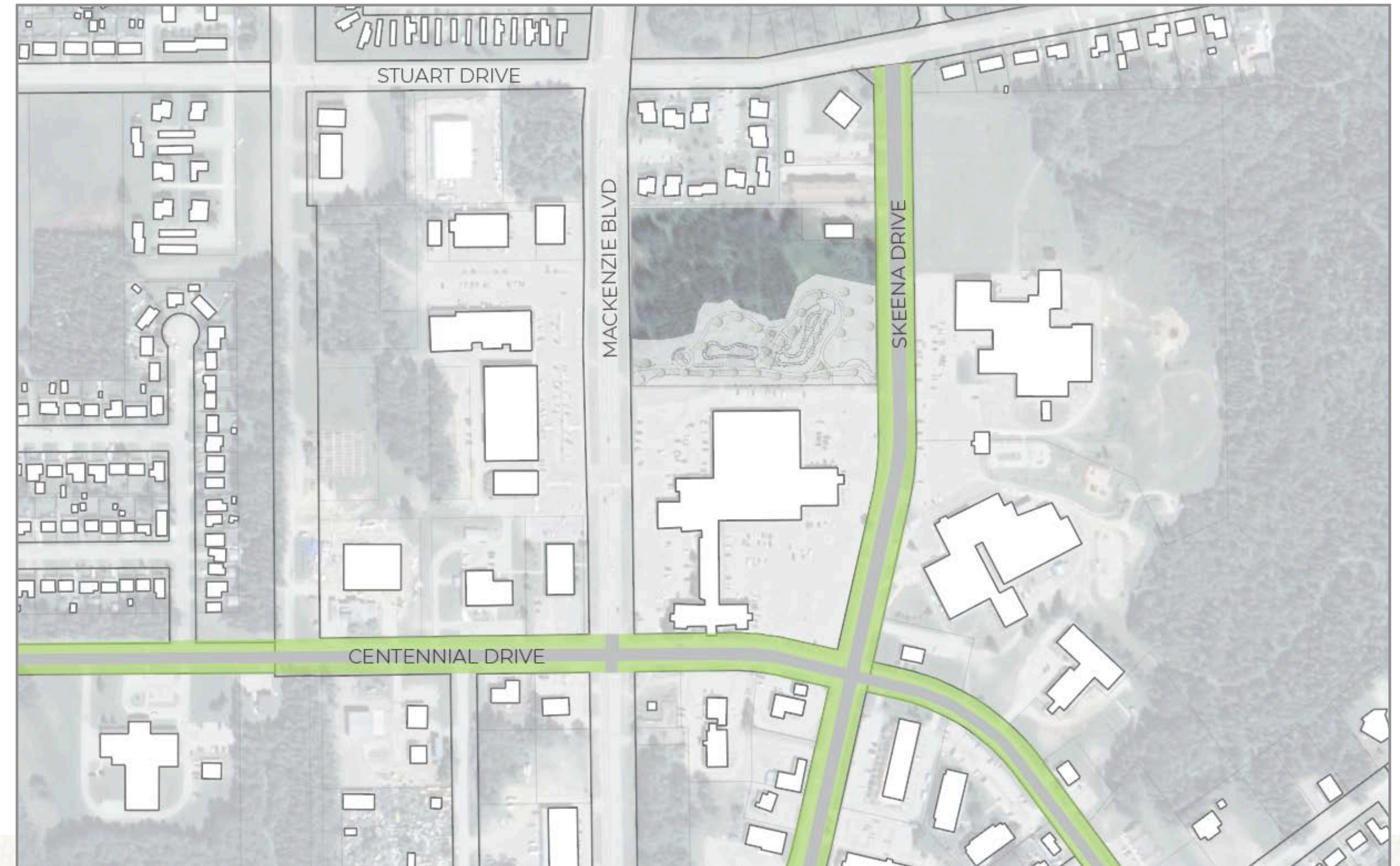
LONG TERM

1. Remove Provincial Highway status to Mackenzie Boulevard, between Centennial Drive and Stuart Drive to facilitate the development of a walkable “main street”.



LONG TERM

2. Seek ways to better utilize the wide rights of way (e.g., green landscaping, bike lanes) of Skeena Drive and Centennial Drive.

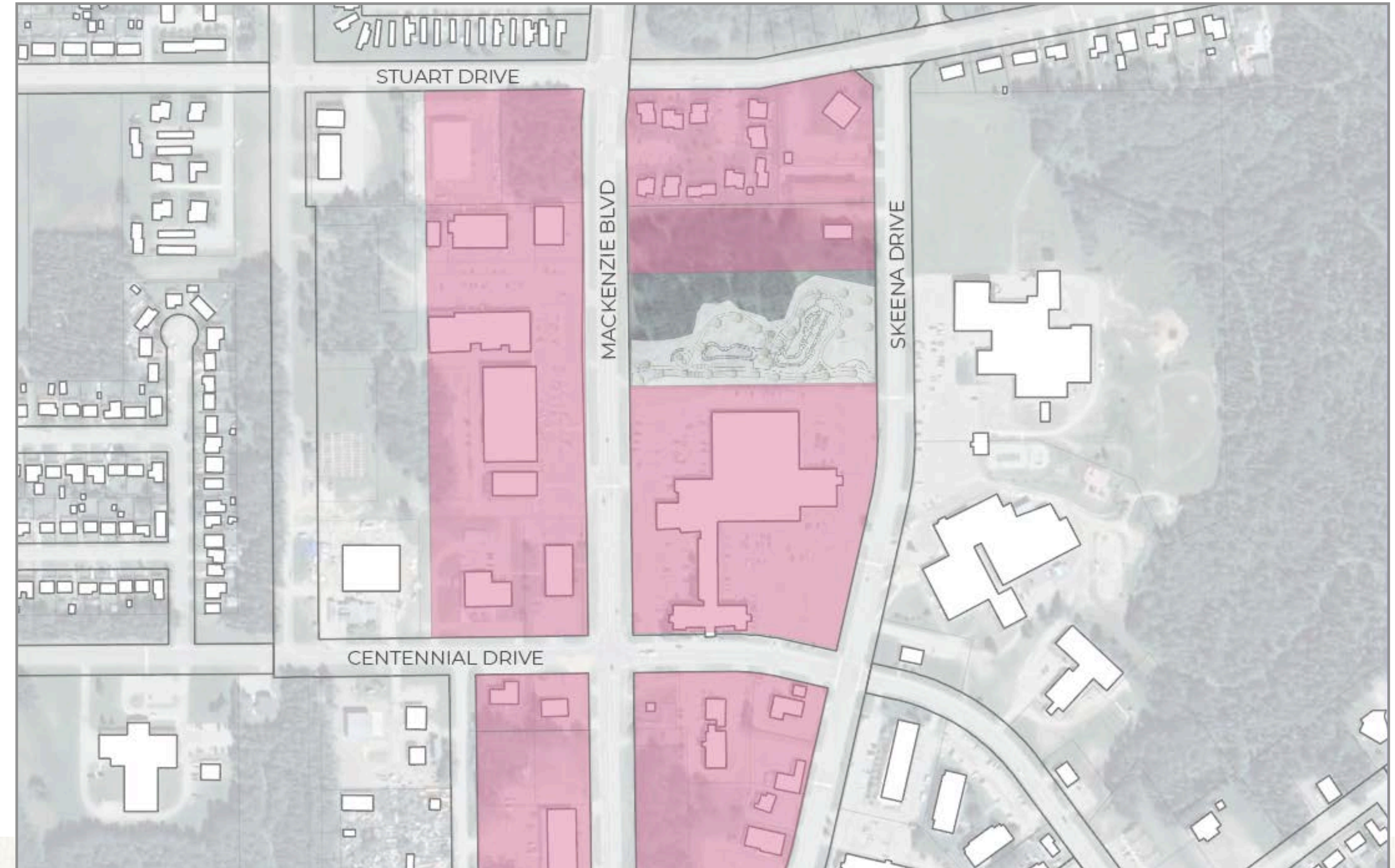


LONG TERM



LONG TERM

3. Facilitate the redevelopment of key sites and the creation of active downtown streetscapes and a vibrant downtown village.



LONG TERM



LONG TERM

4. Facilitate the development of a pedestrian-oriented downtown core (e.g., on-street parking, corner bulb outs, raised crosswalks/intersections, 2-3 storey buildings) on Mackenzie Boulevard, Skeena Drive, and Centennial Drive.



Closing Remarks & Next Steps



Next Steps

- Public Gallery & Survey (August)
- Draft Plan (September)
- Open House (September)
- Council Presentation (October)

THANK YOU