

NORTH SHORE

NEIGHBOURHOOD PLAN PHASE 2 COMMUNITY ENGAGEMENT SUMMARY REPORT

NOV
2020



North Shore
NEIGHBOURHOOD PLAN

TABLE OF CONTENTS »

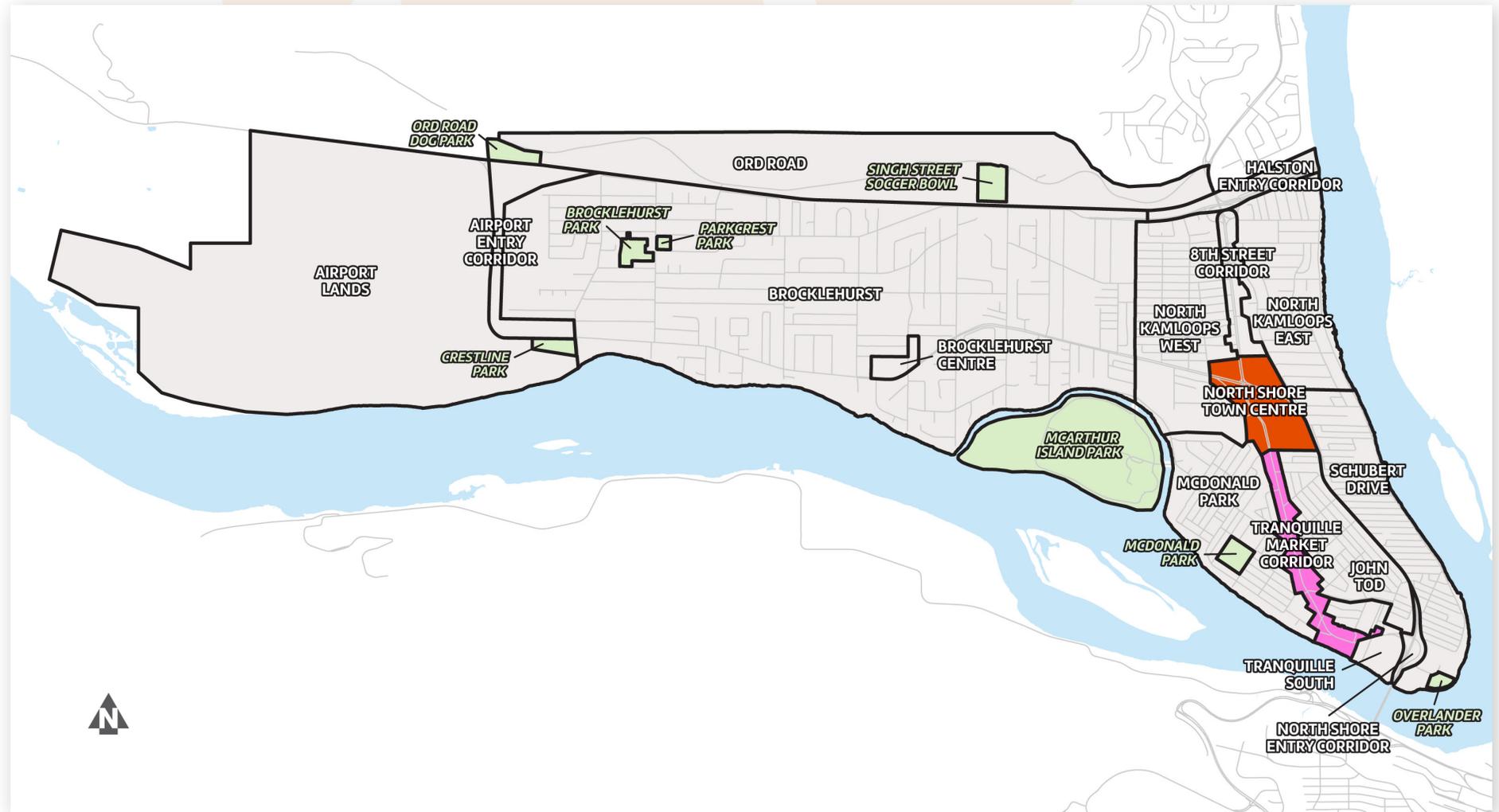
1.0 INTRODUCTION.....	1
2.0 SUMMARY OF PHASE 2 ENGAGEMENT	4
3.0 PHASE 2 BY THE NUMBERS	6
4.0 PHASE 2 ENGAGED GROUPS	7
5.0 RESULTS	8
ISSUES, OPPORTUNITIES, BIG IDEAS, AND VISION	8
ONLINE SURVEY.....	14
COMMUNITY MAPPING	16
LOGO DESIGN.....	18
6.0 NEXT STEPS.....	19
7.0 APPENDICES	20



1.0 INTRODUCTION »

The City is updating the 2008 North Shore Neighbourhood Plan. The updated plan will provide a framework to guide planning and land use management for North Kamloops, Brocklehurst, and the Airport lands.

The review and update process is a three-phase approach that began in January 2020. Phase 1 consisted of completing background research and compiling baseline information for the North Shore on topics such as population, land use, housing, transportation, and employment to provide an overview of existing conditions, review the existing policy context, and highlight key assets and constraints. This information was summarized in the *North Shore Neighbourhood Plan Background Report* (available online at letstalk.kamloops.ca/northshoreplan) and provided a foundation for community discussions and technical analysis during Phase 2.



In Phase 2, the City engaged the community by posing the following key questions to the public and stakeholders:

- Using key words, what is your *vision* for the North Shore?
- What are the key *issues* the plan should address?
- What *opportunities* do you see for the North Shore?
- What is your "*big idea*" for the North Shore?
- How would you *prefer to be engaged* in the planning process moving forward?

 **PHASE 1**
Background Research
and Baseline

January–June 2020

 **PHASE 2**
Visioning, Values
and Goals

July–March 2021

 **PHASE 3**
Policy Creation, Draft
and Final Plan

April–December 2021

As part of Phase 2, the City will be hosting a design charrette, which will consist of stakeholder meetings and public events hosted by City staff and a design team. The charrette will explore ideas and design concepts for potential key redevelopment sites along the Tranquille Market Corridor and North Shore Town Centre, as well as actions that could be taken to further revitalize these areas. The framework for the charrette process is outlined in a design brief and the final outcomes and design concepts produced will be shared in a summary report (both will be available online at letstalk.kamloops.ca/northshoreplan).

Phase 3 will consist of developing draft land use options and policy directions based on the feedback received in Phase 2. These options and policy directions will be presented to the public and stakeholders to gather initial feedback, which will be used to inform development of a draft North Shore Neighbourhood Plan. Once completed, the draft plan will be presented to the public and stakeholders for further input before going to Council for adoption in late 2021.

This report summarizes the engagement activities and input received during Phase 2 prior to the design charrette process.



City staff on a walking tour with representatives of the North Shore Central Community Association

2.0 SUMMARY OF PHASE 2 ENGAGEMENT »

Phase 2 engagement activities ran from July to November 2020 and were used to gather community feedback on a vision for the future of the North Shore, and to identify issues, opportunities, and priorities that the updated plan should address.

ENGAGEMENT ACTIVITIES

Phase 2 engagement included public, stakeholder, and local First Nation events as well as other opportunities for the community to provide input on the North Shore planning process. Due to the unique challenges presented by the COVID-19 pandemic, both in-person and online engagement opportunities were pursued to meet the diverse needs and preferences of the community.

Phase 2 activities included:

- **Community Open Houses:** Two open houses at the Holiday Inn and Suites in North Kamloops, each of which included a presentation, interactive displays, and opportunities for participants to engage directly with City staff. COVID-19 safety protocols included limiting event capacity, providing masks and hand sanitizer, and physically distancing chairs and displays.
- **Pop-up Booths:** Two pop-up information booths were set up during weekday lunch periods at Cain's Independent Grocer and on Tranquille Road outside Red Beard Cafe. These booths provided passersby an opportunity to share their ideas and engage with City staff.

- **Online Survey:** An online survey was available from the beginning of July to the end of September, providing an opportunity to collect feedback from community members who were unable to attend one of the open houses.
- **Youth Engagement:** City staff met virtually with NorKam Senior Secondary students to learn their perspectives on what could be added or changed to make the North Shore more attractive, what places and activities they love, and what their vision is for the future of the area. The students were then given a photo journal assignment where they took photos of places around the North Shore that resonated or had value for them, and described what elements of these places were most meaningful and why. The students selected their top photos and presented them to City staff. The results can be viewed on an interactive map at maps.kamloops.ca/NKPhotojournal. City staff also virtually engaged with a class at Brocklehurst Middle School.



A pop-up booth was set up at Cain's Independent Grocer



A pop-up booth was set up outside Red Beard Cafe

- **Tk'emlúps te Secwépemc (TteS) Presentation:** City staff presented to TteS Chief and Council on the North Shore planning process to engage TteS leadership on their ideas for the North Shore.
- **Stakeholder Meetings:** Meetings were held with various community stakeholder groups, businesses, and landowners to gather input on their key issues, opportunities, and priorities. Engaged groups are listed in Section 4.0.
- **Walking Tours:** To gain firsthand familiarity with on-the-ground issues and opportunities, City staff completed walking tours with representatives of the Brocklehurst Community Association, McDonald Park Neighbourhood Association, North Shore Central Community Association, North Shore Business Improvement Area, and Interior Health's Healthy Communities Team.
- **North Shore Neighbourhood Plan Advisory Group:** In Phase 1, an advisory group was established to incorporate community objectives into the planning process and ensure the best interests of Kamloops residents are considered. The group features representatives from a range of stakeholder organizations, including business groups, neighbourhood associations, social service organizations, and the arts community. City staff meet with the advisory group at key intervals throughout the planning process.
- **Let's Talk Kamloops Online Platform:** The City's Let's Talk Kamloops online engagement platform featured background and engagement information for the North Shore planning process, provided access to the online survey, offered an interactive mapping exercise, and allowed community members to connect with City staff.
- **North Shore Design Charrette:** The design charrette process will include stakeholder workshops and public open houses during the week of November 16th. The charrette will focus on developing a series of design concepts and ideas for key sites on the North Shore that, if realized, would help achieve the community's vision for the area. The results of the design charrette will be shared in a summary report that will be made available on the project website at letstalk.kamloops.ca/northshoreplan.



Community open houses were held at the Holiday Inn

3.0 PHASE 2 BY THE NUMBERS »

This section summarizes engagement activities and statistics for Phase 2.

Community Engagement

- Over 290 comments collected at two open houses attended by 45 people
- Over 65 comments collected at two pop-up booths attended by over 30 people
- 673 completed online surveys
- Over 180 engaged students
- 47 participants at 10 stakeholder meetings
- Over 550 recipients of one email newsletter
- Over 3,700 web page views (Jul. to Oct. 2020)
- One presentation to Tk'emlúps te Secwépemc Chief and Council
- Five walking tours with community stakeholders
- One North Shore Neighbourhood Plan Advisory Group meeting

Social Media

- Eight Facebook posts reached 6,757 people and received 30 reactions, three comments, 15 shares, and 177 engagements
- Eight Twitter posts reached 6,995 people and received seven reactions, one comment, 12 shares, and 96 engagements
- Eight Instagram posts reached 7,567 people and received 48 reactions and 2 shares
- Eight LinkedIn posts reached 1,067 people and received 11 reactions and one comment

News Media

- Four media interviews
- Six newspaper ads/event notices
- Three press releases



Open house participants discuss ideas with City staff and other attendees



Open house participants record input on a wall-mounted community mapping exercise

4.0 PHASE 2 ENGAGED GROUPS »

The following section is a list of business groups, neighbourhood associations, institutions, and others that provided input during Phase 2.

Neighbourhood Associations

- Brocklehurst Community Association
- McDonald Park Neighbourhood Association
- North Shore Central Community Association

Business Groups

- Kamloops and District Real Estate Association
- Kamloops Chamber of Commerce
- Kamloops Innovation Centre
- North Shore Business Improvement Association
- Tourism Kamloops
- Venture Kamloops

Development Industry

- Canadian Home Builders' Association Central Interior
- Arpa Investments
- Grace Contracting
- Nexbuild Construction
- QX5 Developments
- Total Concept Developments
- Tri-Amm Developments
- Wrabel Brothers Construction

Government Agencies/Institutions

- Interior Health
- Kamloops Airport Authority Society
- School District No. 73

Community Groups

- ASK Wellness
- A Way Home
- Boys and Girls Club
- Canadian Mental Health Association
- Elizabeth Fry Society
- Interior Community Services
- Kamloops Arts Council
- Kamloops Association for Low-Carbon Commuting and Transportation
- Kamloops Food Bank
- Kamloops Food Policy Council
- Kamloops Immigrant Services
- Kamloops YMCA/YWCA
- People in Motion
- Thompson Region Division Of Family Practice
- United Way Thompson Nicola Cariboo

Youth

- Brocklehurst Middle School
- NorKam Senior Secondary School
- Thompson Rivers University Students' Union

Indigenous Community Groups and First Nations

- Kamloops Aboriginal Friendship Society
- Tk'emlúps te Secwépemc Chief and Council

City

- Healthy Kamloops Collective Engagement Group
- Heritage Engagement Group
- North Shore Neighbourhood Plan Advisory Group
- City staff



City staff engaged six classes at NorKam Senior Secondary

5.0 RESULTS »

This section provides a high-level overview of the input received from the community during the Phase 2 engagement activities described in Section 2.0. For a record of all verbatim comments received, see the separate Appendices document at letstalk.kamloops.ca/northshoreplan.

ISSUES, OPPORTUNITIES, BIG IDEAS, AND VISION

The following comments are a summary of public and stakeholder feedback received during online and in-person engagement activities conducted during Phase 2. Participants were asked to share their vision and ideas for the North Shore, and to identify the key issues, challenges, opportunities, and priorities that the updated North Shore Neighbourhood Plan should address.

The feedback has been compiled into the following key themes. Many of these themes relate to more than one topic area, but are organized by the most relevant.

Land Use and Urban Form

- encourage more mixed-use development (e.g. retail at street level with residential above) in existing commercial areas
- support low-density “missing middle” (e.g. townhouses, row houses) residential development adjacent to commercial areas to increase density near major amenities and areas in need of revitalization
- encourage development of architecturally attractive buildings

- support redevelopment of derelict buildings and vacant properties
- improve public access to the riverfront, encourage more waterfront development, and add new waterfront amenities (e.g. restaurants, shops, bike and watersport rentals)
- ensure the North Shore is a complete community where residents have convenient access to the daily services and amenities they require

Public Realm and Urban Design

- enhance streetscapes through beautification improvements, such as providing more seating, installing public art, planting trees and flowers, and better maintenance of existing landscaping
- improve the cleanliness of streets and public spaces (e.g. install more garbage cans, clean up litter and discarded needles, remove weeds, and maintain street trees)
- encourage landowners and businesses to maintain commercial storefronts and residential properties

- help revitalize the Tranquille Market Corridor through sidewalk and landscaping improvements and by encouraging more cultural amenities, patios, sidewalk sales, outdoor vendors, and street performers
- improve the area around the intersection of Fortune Drive, 8th Street, and Tranquille Road through new development, beautification, and pedestrian enhancements
- create more public spaces where residents can gather for community events (e.g. pedestrian plaza)



The Station: a recent example of mixed-use infill on the North Shore

Infrastructure and Environment

- maintain and upgrade aging infrastructure, including streetlights, water and sewer pipes, and storm drainage systems
- ensure existing infrastructure can accommodate new growth
- enhance and expand greenspace and protection of natural areas, including the waterfront, to provide habitat for wildlife and passive recreational opportunities for residents
- locate overhead wires underground (where feasible) to improve the appearance of streets

Transportation and Mobility

- improve sustainable transportation options (i.e. walking, cycling, public transit) to reduce reliance on private vehicles and their contribution to traffic congestion, emissions, and parking demand



Roadwork carried out on Fortune Drive in spring of 2020

- complete the sidewalk network to improve accessibility, connectivity, and pedestrian safety
- maintain and enhance crosswalks to improve pedestrian safety and aesthetics (e.g. pedestrian-controlled signals, curb extensions and let-downs, repainting of worn surfaces on Tranquille Road)
- improve existing pedestrian infrastructure (e.g. rebuild broken sidewalks, widen narrow sidewalks, reduce obstacles, improve accessibility of bus stops)
- complete improvements to the Rivers Trail (e.g. fill in missing gaps, better maintenance along Schubert Drive)
- improve the Rivers Trail connection across Overlanders Bridge and consider building a new river crossing for pedestrians and cyclists
- create more bike routes and separated bike lanes to improve connectivity, traffic safety, and recreational opportunities
- establish bike routes that connect residential areas (e.g. McDonald Park, John Tod, and Schubert Drive neighbourhoods) to the Tranquille Market Corridor
- support cycling through installation of more bike racks and bike signals at intersections
- reroute heavy truck traffic to avoid major commercial areas such as Brock Centre and the North Shore Town Centre (e.g. redirect along Ord Road or over a new bridge to the South Shore)
- improve snow clearing to enhance walkability, accessibility, and traffic safety



Rivers Trail along Schubert Drive

- increase the frequency of public transit service and extend evening hours
- enhance the Airport Entry Corridor through beautification, road improvements, and by adding public transit access to the airport
- consider traffic calming measures in residential areas and key corridors (e.g. MacKenzie Avenue, Tranquille Market Corridor)
- maintain aging road surfaces by repaving cracks and potholes
- build a second vehicle bridge across the Thompson River to address future population growth
- address traffic flow when planning new developments to avoid impacts in the neighbourhood and for adjacent properties
- build on the advantages offered by the area's flat topography, central location, favourable weather, and convenient proximity of residents to services and amenities



Overlander Beach

Housing

- balance urban revitalization with efforts to make housing affordable for all residents
- distribute social housing more evenly across the North Shore and the rest of Kamloops
- sensitively integrate new multi-family housing to retain the character of existing residential areas and to limit the impact on adjacent properties
- encourage a diversity of housing options for residents of all ages, abilities, lifestyles, and income levels, including co-op, accessible, and seniors housing

Parks and Open Space

- ensure residents have access to green space as well as indoor and outdoor recreation opportunities that support community health
- identify locations for potential new dogs parks in areas where increased population density is expected

- increase recreational use of the waterfront by enhancing beaches and existing parks (e.g. concession stand, landscaping, public washrooms), adding new waterfront park space, improving waterfront accessibility, and by providing more opportunities for watersport activities

Arts, Culture, and Heritage

- consider building an arts, culture, and entertainment venue (e.g. a small theater/performance space) within the Tranquille Market Corridor area
- add more public art and cultural amenities (e.g. murals, sculptures, art walk, theatre space, heritage museum, Indigenous art gallery)
- celebrate the ethnic and cultural diversity of the North Shore through events and public art and by encouraging more diverse food options

Economic Development

- attract new and unique businesses, including restaurants, retail, and large-format stores to address the diverse needs of residents while adding to the identity of the North Shore and helping to make it a destination
- retain existing and attract new small, independent businesses
- explore additional incentives to attract private business and developer investment to the North Shore (e.g. maintenance incentives, tax incentives)

- attract new office space and create more local jobs to ensure the North Shore is a place where people can live and work
- support more events, activities, and entertainment options to help make the North Shore a destination for residents and visitors (e.g. cultural facilities, live music, visitors centre)
- attract improved services and retail options to Northhills Mall to help revitalize the area
- encourage businesses that enhance the nightlife of the Tranquille Market Corridor
- encourage continued growth of the North Shore by making it an attractive community for families, students, young professionals, and seniors
- support the development of a North Shore farmers and/or public market
- continue to support the North Shore as a hub for the high-tech sector



Northhills Mall

- embrace the character of the area to support an authentic North Shore experience for residents and visitors
- encourage the development of more hotel accommodations to support tourism opportunities on the North Shore

Health and Safety

- improve lighting in parks and along streets and pathways (e.g. MacKenzie Avenue)
- increase police and/or bylaw officer presence, enforcement, and foot patrols in parks and along key corridors (e.g. Tranquille Market Corridor) and pathways
- improve flood protection and mitigation strategies
- improve crime prevention strategies to address issues relating to theft, vandalism, the drug trade, and other illicit activities (e.g. use principles of Crime Prevention Through Environmental Design)
- enhance perceptions of safety on the North Shore

Community Well-being

- address homelessness, panhandling, and camping along the river shoreline
- change the negative stigma of the North Shore by showcasing its topography and landscape, unique local businesses, and the pride and sense of community that residents have through storytelling, arts, and other means
- continue to advocate for more municipal investment in the North Shore

- encourage more daycare opportunities across the North Shore
- avoid gentrification or displacement of existing residents as revitalization and redevelopment occurs
- ensure the necessary social services are in place to support the area's needs, but that they are geographically distributed to avoid overconcentration in one area
- ensure adequate health services are in place to address the needs of families, seniors, and people experiencing challenges with mental health and/or addiction
- increase and improve public washroom facilities (e.g. better management of McDonald Park washroom, new washroom at Overlander Beach)
- promote inclusivity and equity to make the North Shore a welcoming community for residents of all ages, abilities, backgrounds, and socio-economic situations
- strengthen community food security by identifying public and private spaces for amenities that increase access to food (e.g. community gardens, edible landscaping, urban farms), and by supporting food production and distribution facilities (e.g. community kitchens, food hubs)



Spero House supportive housing complex



McDonald Park public washroom



Butler Urban Farm on Clapperton Road

COMMUNITY MAPPING

Residents were asked to complete a community mapping exercise using a wall-mounted map at the community open houses and an interactive mapping tool on the Let's Talk Kamloops Online Platform.

Participants were asked to identify the following:

♥ Community Hearts: Where is the heart of the community on the North Shore? Outside of the home, where do residents enjoy spending time and socializing together?

📍 Familiar Landmarks: What are the important landmarks on the North Shore, either natural or built? What are the features that give the area a unique visual identity or help people find their way around the area?

⚠️ Unsafe Spaces: Are there any spaces that feel unsafe on the North Shore? Are these spaces unsafe when travelling in a vehicle, when cycling, or when walking? Are these spaces less safe at a particular time of day, or perhaps during a specific season (i.e. winter vs summer)?

✳️ Special Places: Are there any special places that are a unique feature, valuable asset, popular attraction, or important resource for the North Shore? Are these places well-used by residents, an important part of the area's history, or different from anything else you can find on the North Shore or in the rest of Kamloops?

Community Hearts

Participants identified the following community hearts:

- Rivers Trail, including sections by the Airport, on McArthur Island, near Royal Avenue, and along Schubert Drive
- Royal Avenue
- Tranquille Market Corridor
- North Shore Town Centre
- John Tod Centre
- parks - McArthur Island Park, McDonald Park, Brocklehurst Park, Parkcrest Park, Sherbrooke Tot Lot, Singh Street Soccer Bowl, Overlander Park and Beach, Schubert Park Lookout, Ord Road Dog Park, and Crestline Dog Park
- schools - Kay Bingham Elementary, Happyvale Elementary, Bert Edwards Science and Technology School, Brocklehurst Middle School, Norkam Senior Secondary, and Kamloops Christian School

Familiar Landmarks

Participants identified the following familiar landmarks:

- Ord Road Dog Park
- McArthur Island
- North Shore Transit Exchange
- John Tod Centre
- Tournament Capital signage north of Overlanders Bridge
- Rivers Trail along Schubert Drive



Community mapping feedback from the open houses

Unsafe Spaces

Unsafe spaces identified by participants include the following:

- Rivers Trail and shoreline near Overlanders Bridge, Halston Bridge, and Woodland Mobile Home Park
- 8th Street and Halston Avenue interchange
- Intersection of Lethbridge Avenue with Nicolani Drive and Ollek Street
- Shoreline south of the Gemstone Care Centre
- 8th Street 7-Eleven
- North Shore Transit Exchange
- Empty lot west of Renfrew Lane
- Areas around Spirit Square and Yew Park
- Sections of MacKenzie Avenue, Royal Avenue, Oak Road, Hilltop Avenue, Clapperton Road, and the Tranquille Market Corridor



Community mapping feedback provided near McDonald Park and the Tranquille Market Corridor

Special Places

Participants identified the following special places:

- Kamloops Airport
- Rivers Trail, including sections by the Airport, on McArthur Island, near Royal Avenue, and along Schubert Drive
- McArthur Island Park, including the sports fields, Sport and Event Centre, skatepark, and disc golf course
- McDonald Park
- Overland Park
- Henry Grube Education Centre
- Library Square
- Our Lady of Perpetual Help School
- Local businesses



Community mapping feedback provided near Overlander Park

LOGO DESIGN

Through the online survey and at the community open houses participants were asked to select one of three logo designs to be used in North Shore Neighbourhood Plan promotional materials and the final North Shore Neighbourhood Plan. A majority (63%) of respondents preferred logo option #3, as shown below.

Note: the preferred logo will not be replacing the logo used by the North Shore Business Improvement Association for their "The Shore" branding campaign.

Which of the following logos best represents what you love about the North Shore?

OPTION #1



North Shore
NEIGHBOURHOOD PLAN

PREFERRED BY
24%
OF RESPONDENTS

OPTION #2



North Shore
NEIGHBOURHOOD PLAN

PREFERRED BY
13%
OF RESPONDENTS

OPTION #3



North Shore
NEIGHBOURHOOD PLAN

PREFERRED BY
63%
OF RESPONDENTS

6.0 NEXT STEPS »

The North Shore design charrette is the next step in the planning process.



Following the design charrette process, remaining Phase 2 tasks will include developing a vision statement, principles, goals, and high-level policy directions to provide a framework for the North Shore Neighbourhood Plan.

In Phase 3, City staff will conduct public and stakeholder engagement on the vision, principles, goals, and policy directions to ensure the plan is on track. This input will be used to develop a draft of the North Shore Neighbourhood Plan, which will be brought back to the community to ensure feedback was accurately captured and that all ideas have been considered. The final North Shore Neighbourhood Plan is scheduled to be presented to Council for adoption by December 2021.



7.0 APPENDICES »

The following appendices are available online at letstalk.kamloops.ca/northshoreplan as a separate document:

APPENDIX A | COMMUNICATIONS & ENGAGEMENT ACTIVITIES

APPENDIX B | COMMUNITY OPEN HOUSES

APPENDIX C | POP-UP BOOTHS

APPENDIX D | ONLINE SURVEY

APPENDIX E | YOUTH ENGAGEMENT

APPENDIX F | COMMUNITY MAP



Canada's Tournament Capital

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