



OFFICIAL COMMUNITY PLAN & ZONING BYLAW

What We Heard Report

September 14 – 16, 2020 Engagement Week

BACKGROUND

The Village of Valemount is currently in the engagement phase of the Official Community Plan (OCP) and Zoning Bylaw update. Previously updated in 2006, public involvement in the Valemount OCP Project is key to ensure chosen strategies, policies and regulations reflect citizen’s current vision for their community and address present-day concerns. The OCP Project began in June 2020, with an anticipated completion date of March 2021. The September Engagement Week was the first significant in-person engagement session to speak with council, citizens, and various stakeholders within the community. Themes for the week centered around priorities for the future, opportunities for growth, identifying concerns, and discussing solutions.

TIMELINE

| | |
|--|-------------------------|
| Project Start | June 2020 |
| Community Engagement | July - November 2020 |
| <i>July Outreach (Community Walk & Council Workshop)</i> | July 6-8, 2020 |
| <i>September Engagement Week</i> | September 14 - 16, 2020 |
| <i>OCP Support Committee Meeting</i> | September 30, 2020 |
| <i>Community Circles Kits Due</i> | October 12, 2020 |
| <i>November Engagement Sessions</i> | November (TBD), 2020 |
| Draft Plan & Consultation | December 2020 |
| Plan Approval Process | January - March 2021 |

ENGAGEMENT FORMAT

“Engagement Reimagined” is a common thread for 2020 while the world is adapting to the COVID-19 pandemic. Several in-person events were held within the Village in an outdoor setting, adhering to protocols for safe interaction and social distancing. The following activities and events were hosted:



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1. SEPTEMBER 14 LUNCH STROLL ON 5TH AVE.

Participants met with the OCP Team to walk a portion of 5th Ave and the Bigfoot Trail. The group discussed planning objectives and citizens were able to express thoughts, ideas, concerns, and give feedback. This event provided an opportunity to envision the possibilities for empty space in the downtown core and discuss topics such as connectivity and how to foster a vibrant community hub.

2. SEPTEMBER 14 VILLAGE OF VALEMOUNT COUNCIL WORKSHOP

The OCP Team met with Village Council to discuss a Village Growth Strategy, development within the community, and the long-term vision of “Who is Valemount?”.

3. SEPTEMBER 15 OUTDOOR WORKSHOP

Community members came to Centennial Park for an interactive visioning and mapping exercise. In small groups, participants identified areas on the map using the following guidelines:

- 1) The heart of Valemount
- 2) New housing
- 3) Amenities
- 4) Areas for improvement
- 5) Big ideas

This activity was followed by lively debate within groups on a series of topics ranging from the pros and cons of population growth, to the development of a ski hill, to becoming a geothermal hub.

4. SEPTEMBER 16 ELEMENTARY SCHOOL WORKSHOPS

Using a scaled mapping exercise, students in grades 4, 5, and 7 gave their feedback on concerns they have for their community, what they love the most, and what they hope for the future of Valemount.

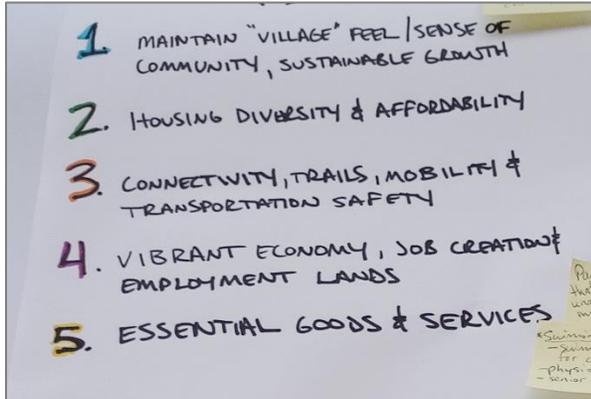
5. SEPTEMBER 16 BIG IDEAS REVEAL

Ideas, maps, and concept illustrations were created by the OCP Team based on feedback from previous sessions and shared with the public during this capstone event. This event provided an opportunity for citizens to give feedback on more defined concepts and further discuss ideas with the team.

6. COMMUNITY CIRCLES KITS

The Community Circles Kits present an interactive way to give feedback on the OCP and ZBL process while at home. Available in paper form or digitally, this kit contains several activities to be done with friends, family, or on your own. Inside participants will find debate questions, a mapping exercise, a creative digital activity, and a survey, [all which can be accessed by clicking here](#). Kits are available at several locations throughout the community and are due October 12, 2020.

KEY THEMES

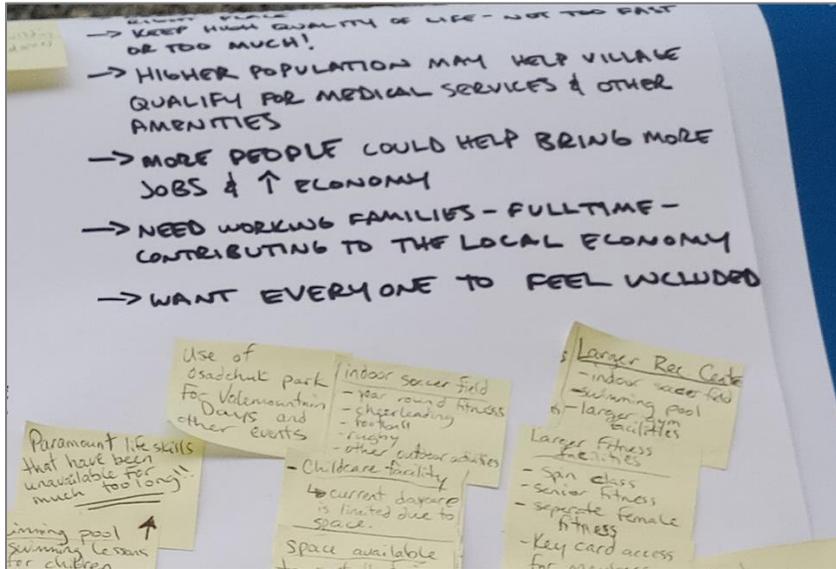


Several key themes emerged during the week and were presented at the Big Ideas Reveal on September 16:

1. Maintain "Village" Feel / sense of community, sustainable growth
2. Housing Diversity and affordability
3. Connectivity, trails, mobility & transportation safety
4. Vibrant economy, job creation / employment lands needed
5. Need for essential goods and services (e.g. medical, food security)

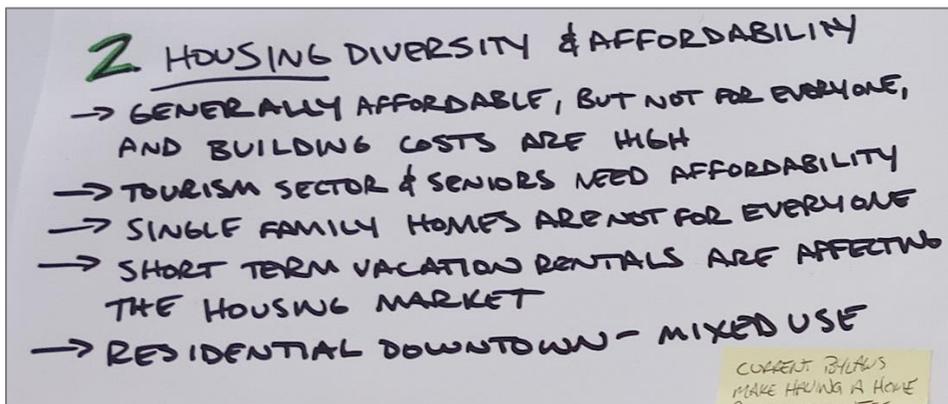
WHAT WE HEARD

1. *Maintain "Village" feel / sense of community / sustainable growth*
 - Keep quality of life, keep the small Village charm / not too much too fast
 - Higher population may help Village qualify for medical services and other amenities
 - Want to attract young families, investment, youth who return as adults
 - More people could help create an increase in jobs / local economy
 - Need working families – full time – contributing to local economy
 - Want everyone to feel included
 - Need to beautify / develop 5th Ave. towards Hwy 5
 - Control sprawl and focus on core of Village
 - Cultural scene



2. Housing Diversity and Affordability

- Generally affordable, but not for everyone, and building costs are high
- Tourism sector and seniors need affordability
- Mixed-use commercial downtown can have residential – keep this affordable
- Development of the large vacant lots in the future would be desirable – keep this affordable
- Seniors housing and supportive amenities
- Management of vacation homes / rentals are affecting the housing market

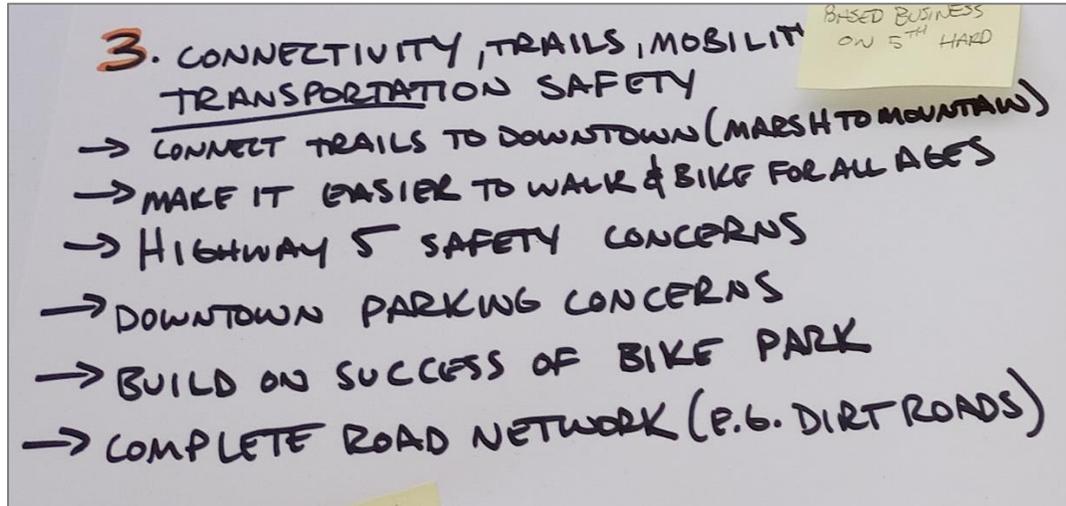


3. Connectivity / mobility / trails & transportation safety

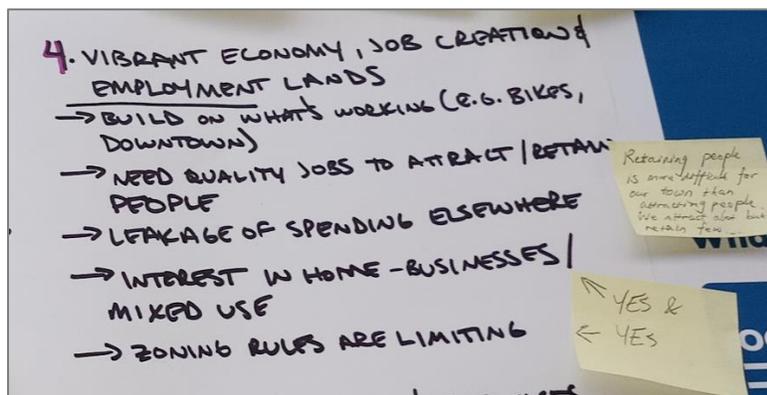
- Connect Trails to downtown (“Marsh to Mountain”)
- Make it easier to walk and bike for all ages
- Improve connectivity and accessibility for all ages
- Build on success of bike park
- Complete road network (e.g. dirt roads)
- Sidewalk development
- Hwy 5 intersection with 5th Ave. safety concerns

Parking

- Truck pull out with amenities on or near the highway
- There are currently parking issues downtown with larger vehicles (e.g. RVs)
- Allow for people to park and walk - a walkable downtown core – park once
- Review policy to be more friendly for businesses – current regulations are too rigid

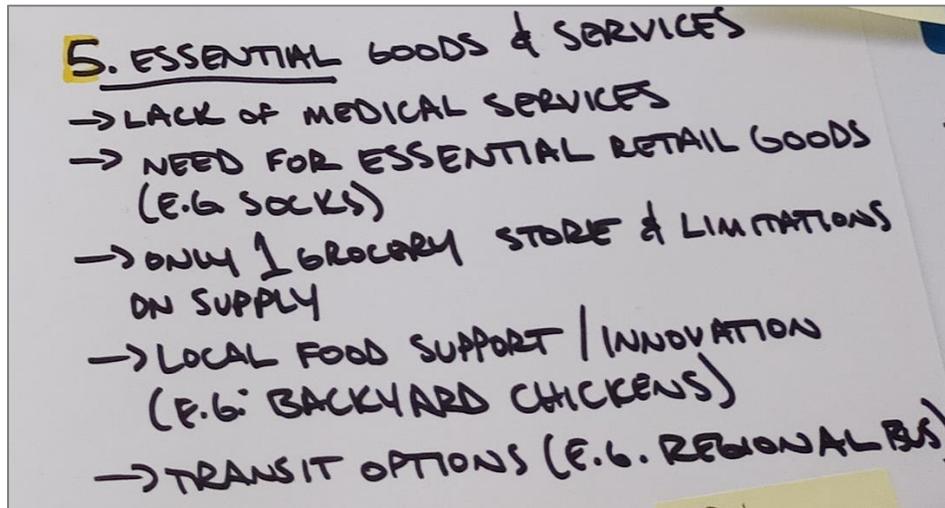


4. Vibrant Economy, Job Creation / Employment Lands Needed
- Build on what is working (e.g. focus on the downtown core, broad mixed zoning / use, bike park)
 - Need quality jobs to attract / retain people
 - Leakage of spending elsewhere
 - More small businesses and less big box stores
 - Interest in home businesses
 - Zoning rules are limiting



Need for Essential Goods and Services

- Lack of medical services
- Need for essential retail goods (e.g. socks)
- Only 1 grocery store / limitations on supply / groceries are expensive / would benefit from competition
- Local food support innovation (e.g. backyard chickens)
- Food security strategy needed
- Transportation (e.g. regional bus)



Opportunities

- Significant parcels of developable land within the Village
- Interest in live work / home business opportunities (i.e. 5th Ave., downtown)
- Trail networks
- Build on the success of the bike park

Challenges

- Transportation safety concerns on Hwy 5
- Locked up land in the downtown / speculation market
- Gaps in pedestrian infrastructure
- Affordability
- Investment development
- Making everyone feel included in the community

Appendix A. Council Workshop Notes

WHO DO YOU WANT TO BE?

INVERMERE
VALEMOUNT!!! = STAND OUT
INCLUSIVE = PASSION
FERNIE - WORKING CLASS + RECREATION
GOLDEN - STRIP KEEPS PEOPLE & TRUCKS OUT OF TOWN + RECREATION

WHO DO YOU NOT WANT TO BE?

WHISTLER = HOUSING ISSUES
BANFF
UNCONTROLLED GROWTH E.G. KELLOWNA
CLEARWATER - URBAN SPRAWL
GOLDEN - REAL ESTATE \$\$\$↑
CHANGING DEMOGRAPHIC

COUNCIL WORKSHOP - 4-6pm - Sept 14

VACANT LAND ANALYSIS

Discussion on Invermere
- lack of a name (they try to attract industrial/business area? or where?)

Indicators of
- How do you know when the tipping tip?
- How do you know your heading the right direction?

MOLE - Growth is too
- responsive + respectful
- needs to see more people
- mostly families! Focus - forget "kids" return as adults
- No F - / food - / fun / quality of life

SPERL
- handle, controlled
- Need to grow, but need control/growth
- Quality / Health / Affordability responsible
- Want "small town" charm to continue

PETE
- Affordable Growth // Sustainable Growth for retail - e.g. Grocery Store
- Need to be recognized by Province → Can't print all that color. to come brush

QUEST
- handle service delivery
- 25,000 (2000/2020)
- Infrastructure not needed cost but another \$3,000 goal
- Parks come for recreation

DONNIE
- ought to get services - medical!
- Services for residents
- High Growth - out of hand / Not connected to rest of Village
- How to correct?
- Standard housing - for who? How to balance w/ private interests

Let it things that I like about Golden too
(factors)
- Design charged



Appendix B. Community Workshop Agenda

Date: September 15, 2020 – 6:00 PM – 8:30 PM PST

Location: Centennial Park

Consultant Team: Michael von Hausen, Jonathan Schmidt, Amy Clarke, Fraser Blyth

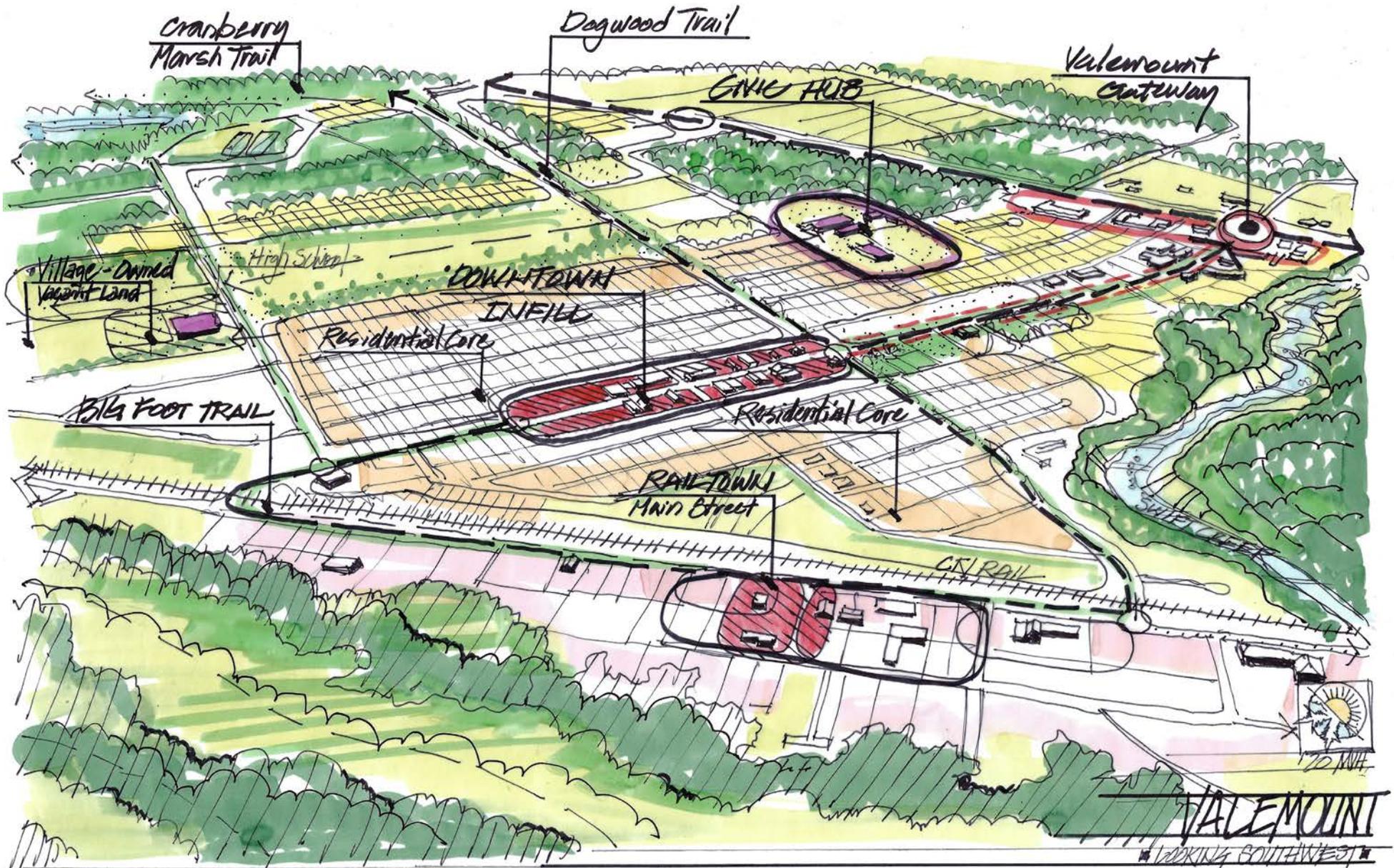
| Time for item | Running Time | Agenda Item |
|---------------|--------------|---|
| 10 min | 10 min | 1. Introductions – Michael to lead and facilitation <ol style="list-style-type: none"> Welcome everyone Briefly explain OCP + Zoning Bylaw project Introduce Council guests, staff, consultant team and Support Committee Explain the evening (expectations, agenda) Explain that for those who can't stay there's Community Circle Kits to pickup and take home or they can put their ideas on the Sounding boards (big feedback boards). |
| 5 min | 15 min | 2. Community Circles Kits <ol style="list-style-type: none"> Explain purpose + How to (Amy) Explain that during the workshop we will be doing it BIG (e.g. big maps, big ideas) and sharing ideas |
| 25 min | 40 min | 3. Exercise 1 – Interactive Mapping (Michael lead facilitator) <ol style="list-style-type: none"> Groups or individuals use large maps or individual maps in the Community Circles kits to create your own VISION OF VALEMOUNT MAP <ol style="list-style-type: none"> Participants follow along the questions in the Community Circles page 8. |
| 20 min | 60 min | 4. Exercise 2 – Small Group Debate / Discussion (Michael facilitator) <ol style="list-style-type: none"> Groups pick a topic on page 6 of the Community Circles Kits (the Debate Board) and debate or discuss it. <ol style="list-style-type: none"> Write down notes from the discussion and share with large group after Optional – have a Council member(s) debate a topic or two in-front of the group – like the CBC radio show The Debaters |
| 25 min | 1 hr 25 min | 5. Group Sharing / Debrief (Michael facilitator) <ol style="list-style-type: none"> Groups share their results from Exercises 1 and 2 |
| 5 min | 1 hr 45 min | 6. Wrap-up & Invitation to Wednesday Night “Big Ideas Reveal” (Michael or Amy) |



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Appendix C. Big Ideas Reveal Poster Boards and Sketches

Comprehensive Community Vision



BIG MOVES

Dogwood Street Greenway



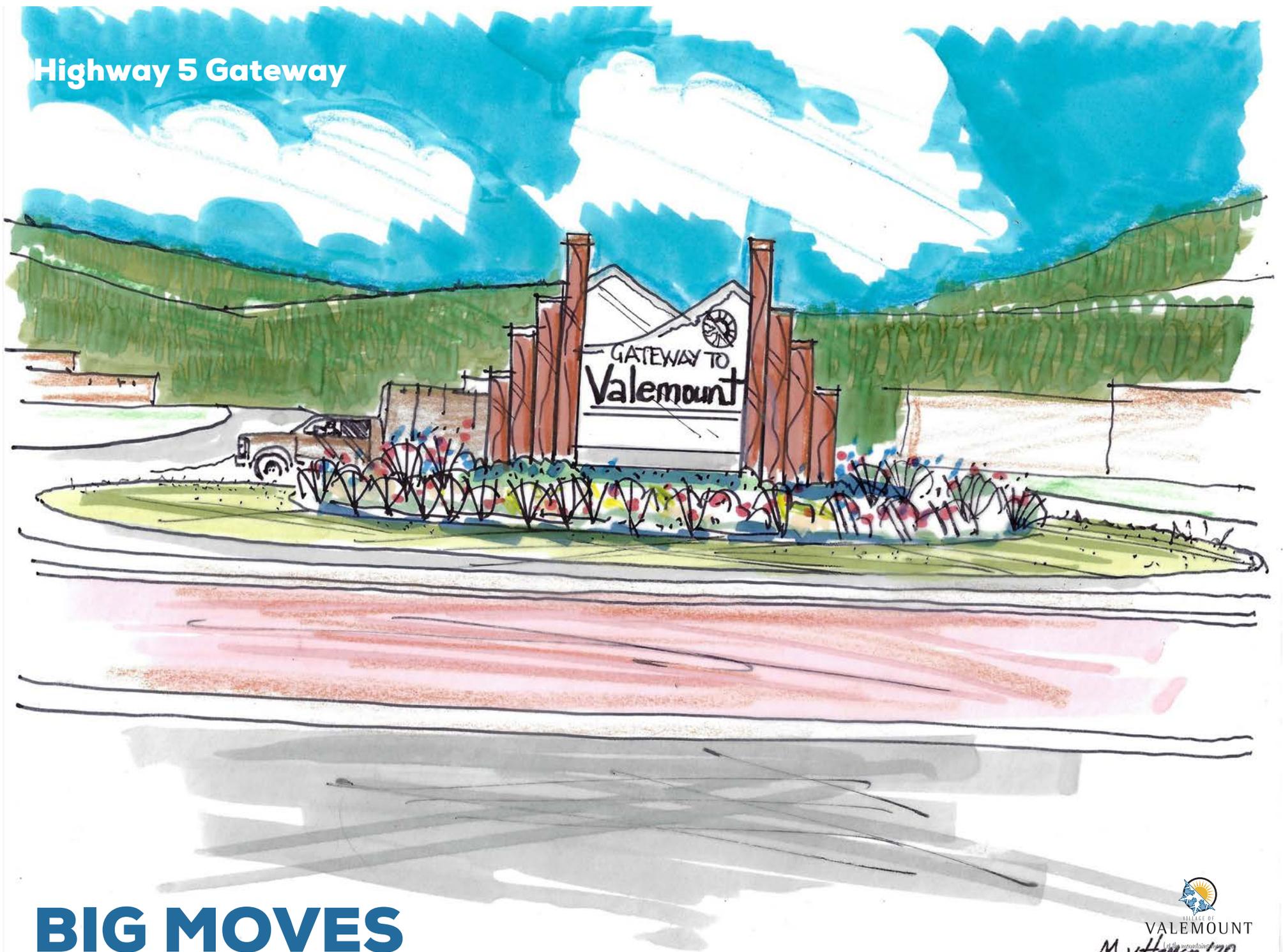
BIG MOVES

Downtown Market



BIG MOVES

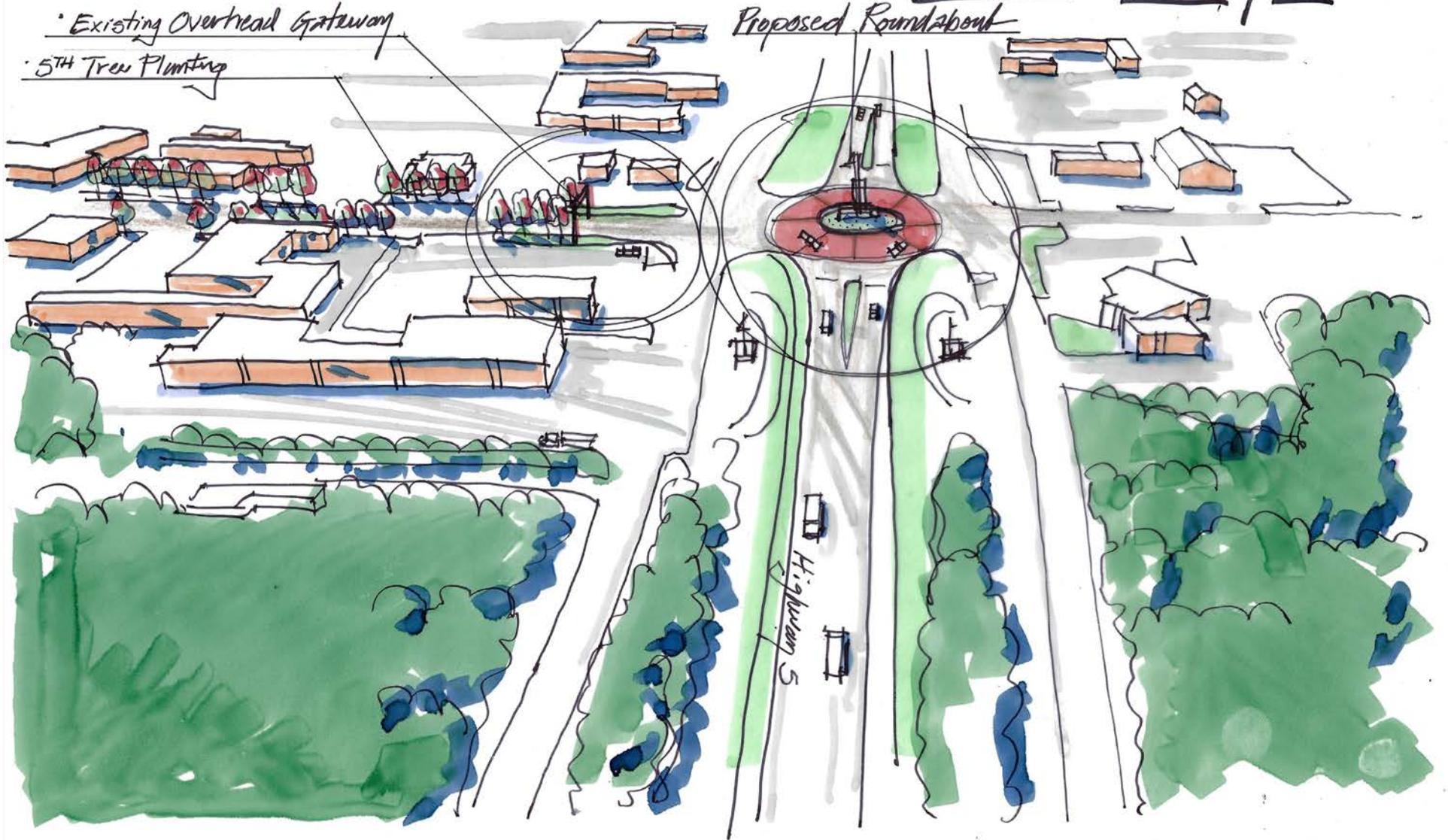
Highway 5 Gateway



BIG MOVES

Highway 5 Gateway

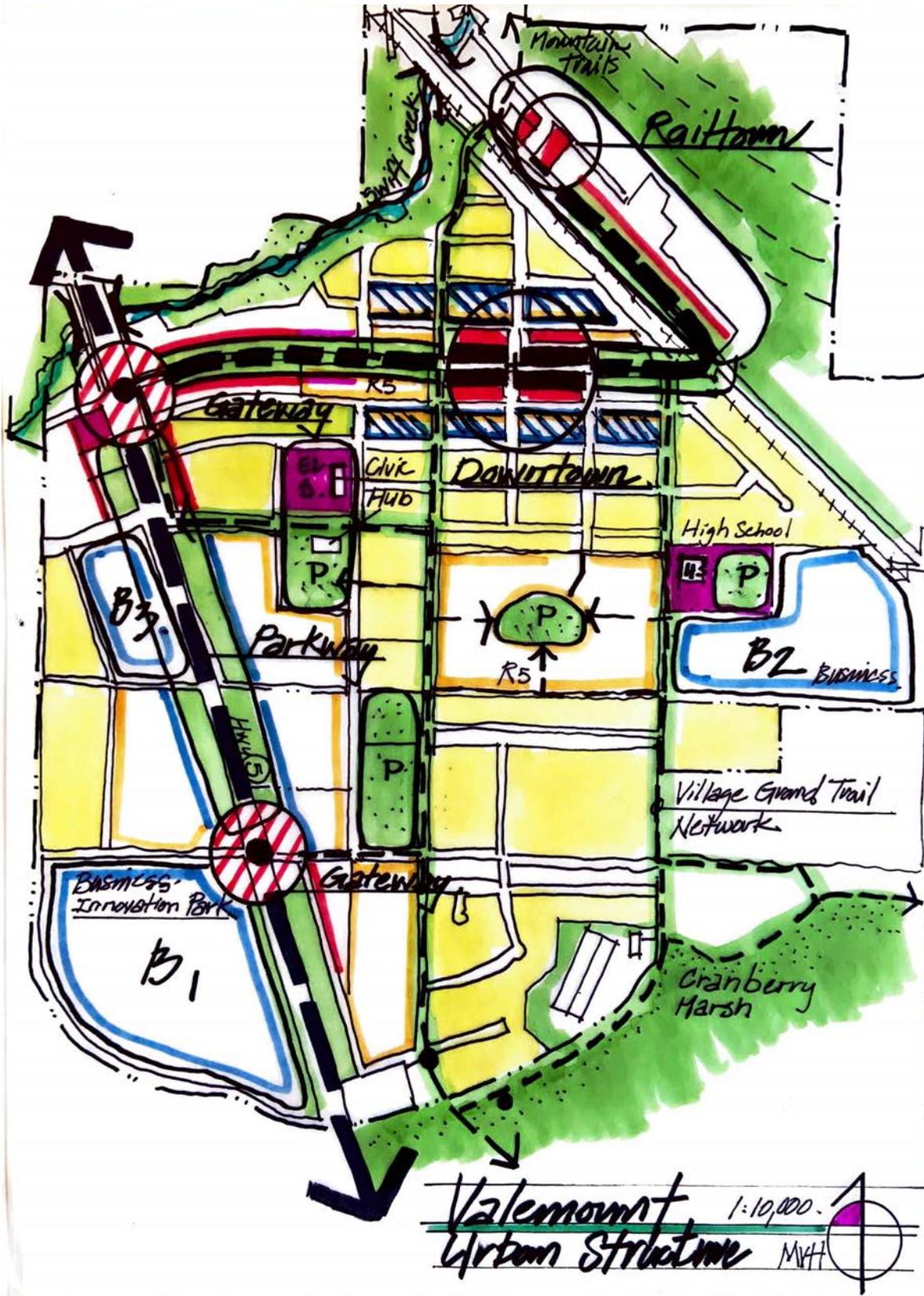
Valemount Gateway I.



BIG MOVES

1.

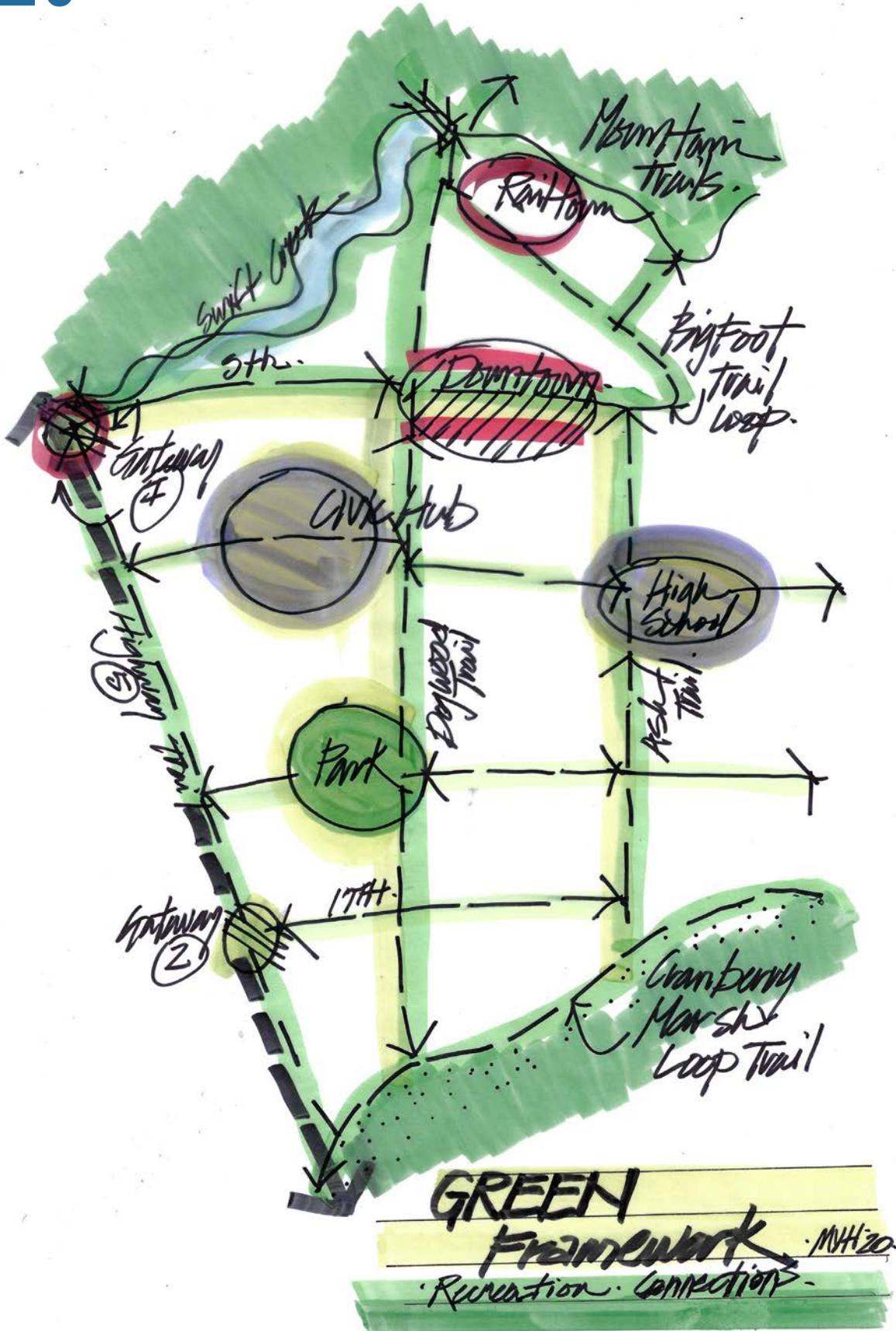
Grow Right - Stay a Village



BIG IDEAS

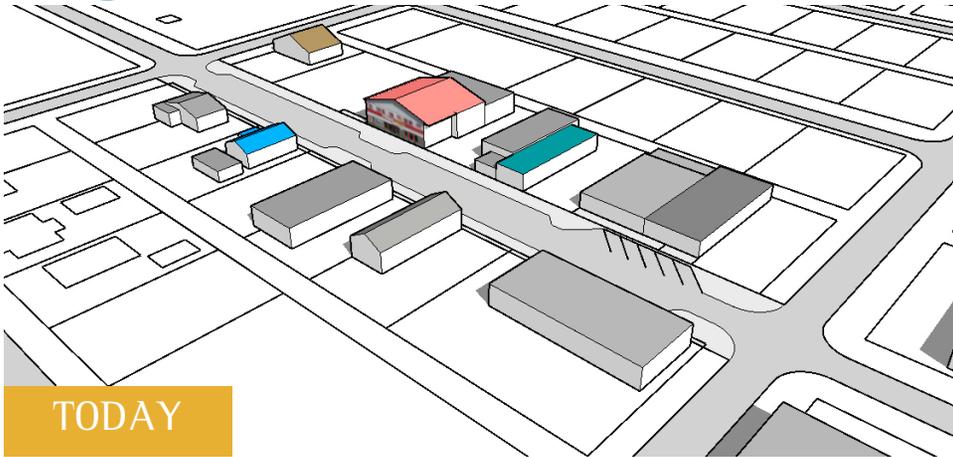
2.

Mountains to Marsh Connectivity



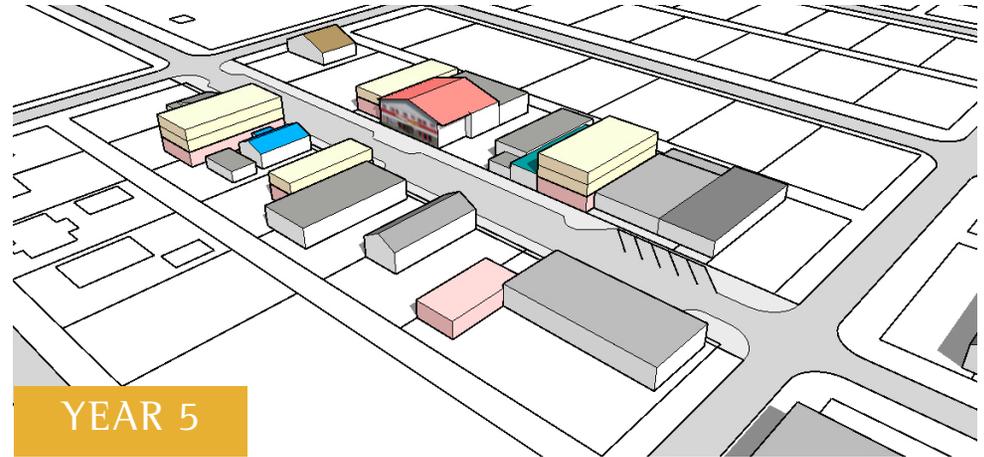
BIG IDEAS

3. Mixed Use Downtown



TODAY

Commercial Space: 43,500 sq. ft
 Number of Shops: 11
 Residential Units (Residents): 6 (12)
 Percentage Coverage: 31%



YEAR 5

Commercial Space: 26,000 sq. ft
 Number of Shops: 10
 Residential Units (Residents): 45 (96)
 Percentage Vacant Land: 19%

Total Commercial Space: 69,500 sq. ft
 Total Number of Shops: 21
 Total Residential Units (Residents): 51 (108)
 Total Percentage Coverage: 49%



YEAR 10

Commercial Space: 11,000 sq. ft
 Number of Shops: 4
 Residential Units (Residents): 21 (45)
 Percentage Coverage: 8%

Total Commercial Space: 80,500 sq. ft
 Total Number of Shops: 25
 Total Residential Units (Residents): 72 (153)
 Total Percentage Coverage: 58%



YEAR 15

Commercial Space: 18,500 sq. ft
 Number of Shops: 7
 Residential Units (Residents): 28 (60)
 Percentage Coverage: 13%

Total Commercial Space: 99,000 sq. ft
 Total Number of Shops: 32
 Total Residential Units (Residents): 100 (210)
 Total Percentage Coverage: 70%

BIG IDEAS

4. Capitalize on Vacant Land with Diverse Housing Options



Development Statistics

| | |
|-----------------------|------------|
| Total Units: | 296 |
| Principal Dwellings: | 217 |
| Suites: | 39 |
| Seniors Residences: | 16 |
| Staff Housing: | 24 |
| Estimated Population: | 530 people |

Percentage Development

| | | |
|--------------|---------|-----|
| Greenspace: | 2.8 ha. | 20% |
| Residential: | 8.2 Ha. | 60% |
| Seniors: | 0.5 Ha. | 3% |
| Roads: | 2.3 ha. | 17% |

BIG IDEAS