



Come for the adventure, stay for the lifestyle...

Class of Fall 2018



Professor: Dr. Darwin Horning

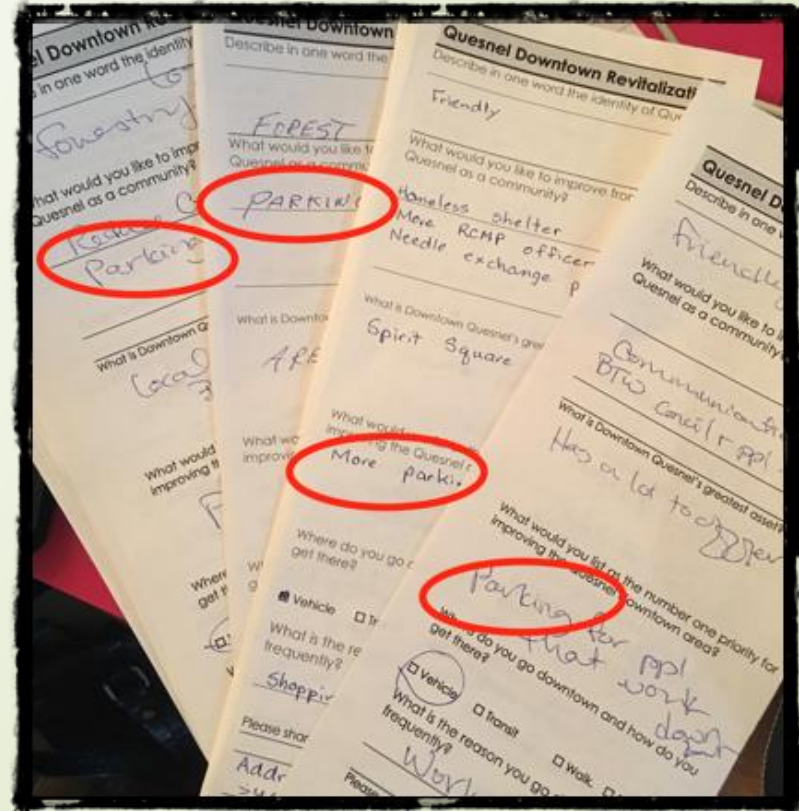




Students from Environmental Planning, Psychology and Engineering

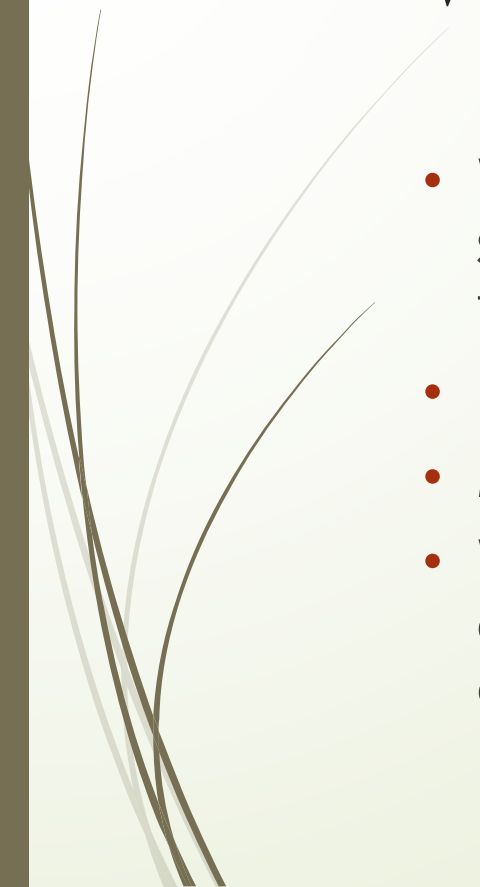
- Our focus was to develop strategies addressing concerns from the workshop hosted on October 9, 2018
- We conducted a survey, did some research, created this presentation of possibilities from varied perspectives
- Biggest issue from the survey...

- Biggest issue from the survey...





What to expect today...

- We will take turns sharing possibilities for the city
 - Kelly will begin
 - Matt will end
 - We will open up for questions and discussion
 - Please hold all questions until after the final presentation.
- 

Kelly Stone: Environmental Psychology Masters Student

- Workshop hosted by...



Key Points Understood:

- Be a city to drive to ~ not drive through
- Shift identity from Gold Pan to Adventure
- Maintain current residents
- Attract people into the North

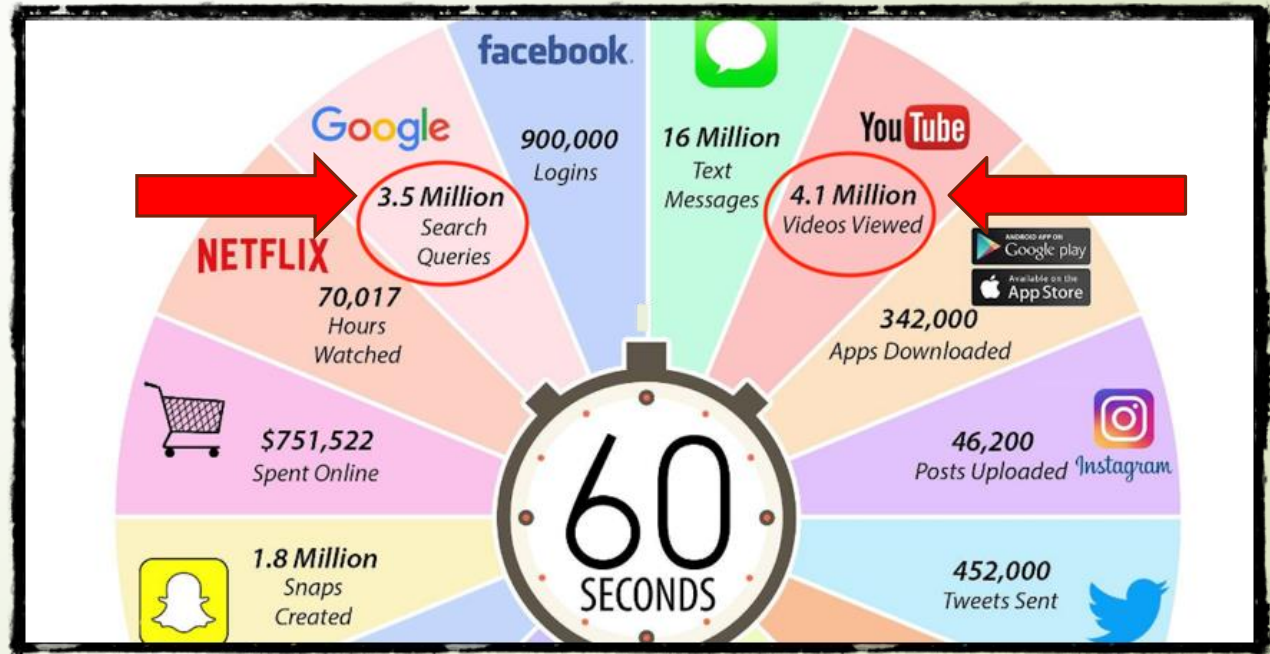


The vast majority of people (93%) use their cell phones for travel... 7 Main uses

- Locating restaurants or stores
- Taking photos
- Finding tourist sites
- Connecting with others on social media
- Maps
- Public transportation
- Translating Languages

(Mang, Piper, & Brown, 2016)

This is where it all begins... my online Quesnel Journey





Attention Span and Internet Use of Millennials... (current age 22-37)

12 Second Attention Span

- Imagery focused
- Visual approaches grab attention
- Authenticity of business is vital
- Word-Of-Mouth most important
 - Testimonials influence purchases
- Personalized Connection to service or product provider
 - Loyalty discounts and promotions
 - Reciprocal communication

The Role of Social Media

- What have others said?
- What can they say or contribute?
- Can they share an image of interest with their online community?
- Generation Z... trend continues with an **8 second** attention span
 - (Shatto, & Erwin, 2016)
 - (Brown, 2016)

quesnel - Google Search

https://www.google.com/search?q=quesnel&ie=utf-8&oe=utf-8&client=firefox-b

Google

quesnel

AllMapsNewsImagesVideosMoreSettingsTools

About 7,000,000 results (0.48 seconds)

City of Quesnel

<https://www.quesnel.ca/>

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History of Quesnel · Moving to Quesnel · About Quesnel Airport · Contact

Quesnel, British Columbia - Wikipedia

https://en.wikipedia.org/wiki/Quesnel,_British_Columbia


Quesnel /kwɪˈnɛl/ is a small city that is part of the Cariboo Regional District of British Columbia, Canada. Located nearly evenly between the cities of Prince ...

Area code(s): 250, 778, 236Region: North Cariboo


Regional district: Cariboo Regional DistrictFounded: 1861

History · Geography and climate · Demographics · Education


Things to do in Quesnel




Quesnel Museum



Pinnacles Provincial Park
Park and garden



Lebourdais Park





Cottonwood House

Quesnel travel guide

Top stories

Tolko to curtail operations in Quesnel

Quesnel Cariboo Observer · 23 hours ago



Quesnel

City in British Columbia

Quesnel is a small city that is part of the Cariboo Regional District of British Columbia, Canada. Located nearly evenly between the cities of Prince George and Williams Lake, it is on the main route to northern British Columbia and Yukon. Quesnel is located at the confluence of the Fraser and Quesnel Rivers. [Wikipedia](#)

Weather: 1 °C, Wind S at 6 km/h, 88% Humidity

Population: 10,007 (2011)

Incorporated as City: 1981

Forward sortation area: V2J

Incorporated as Town: 1958

Plan a trip






Quesnel travel guide

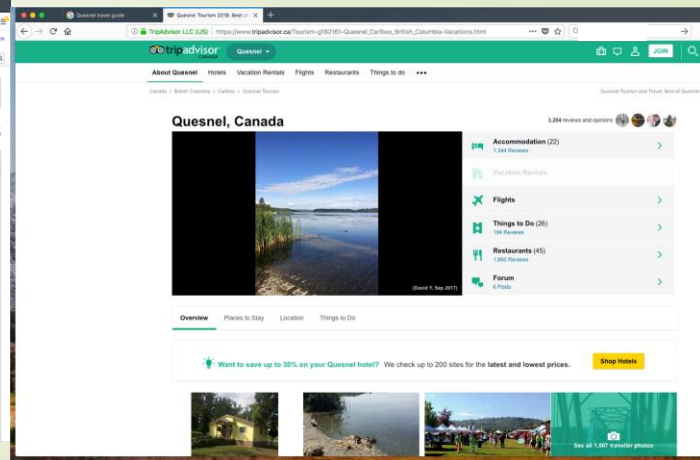
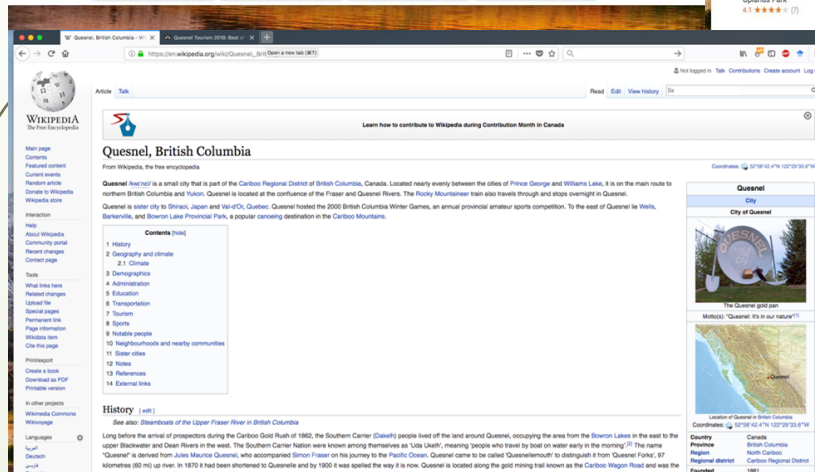
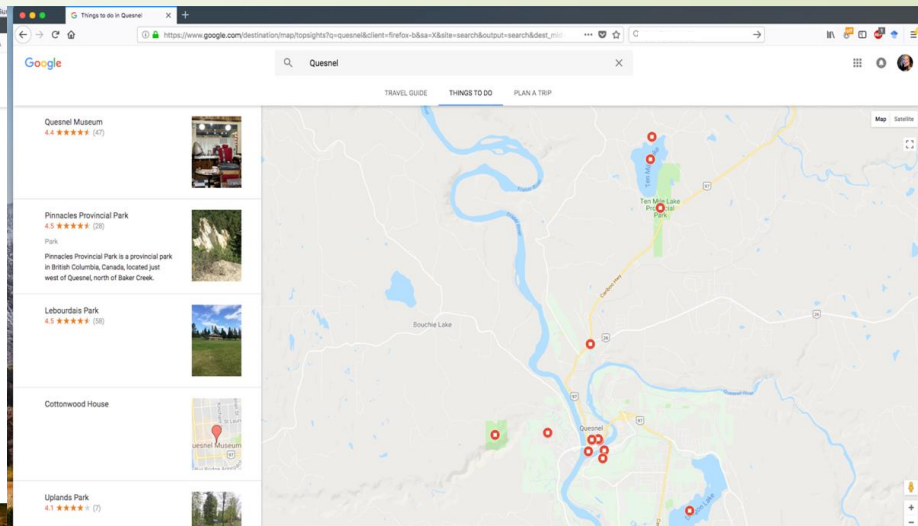
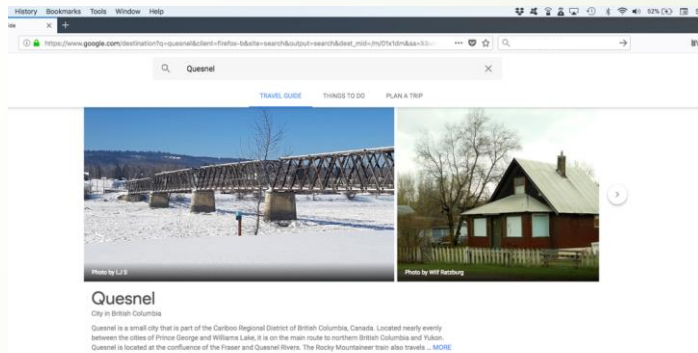
3-star hotel averaging \$106

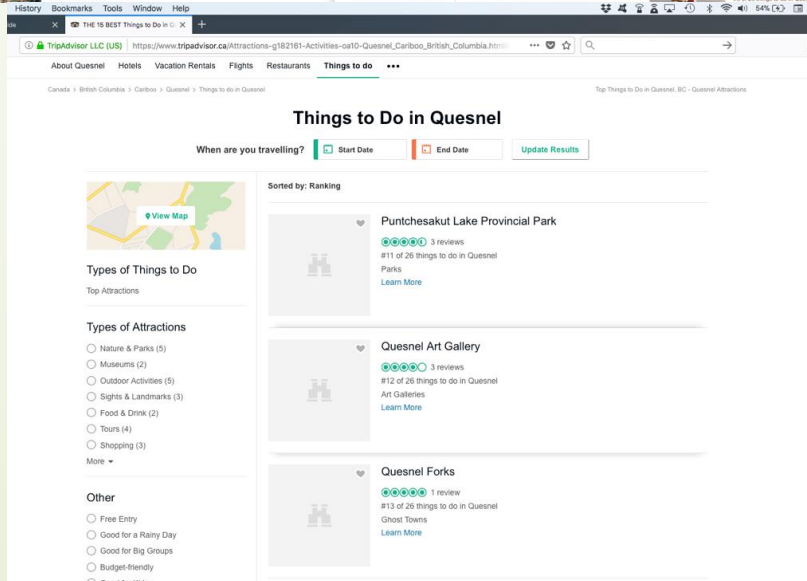
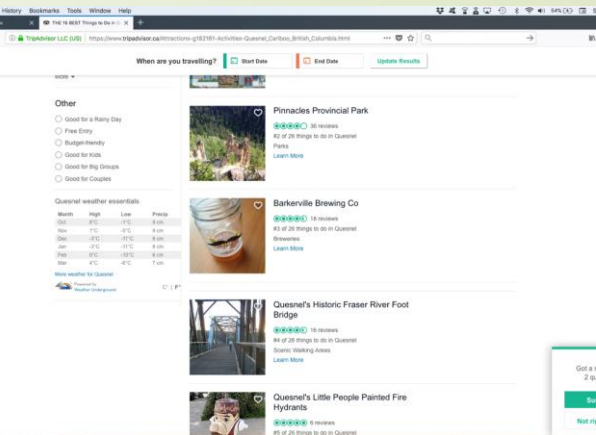
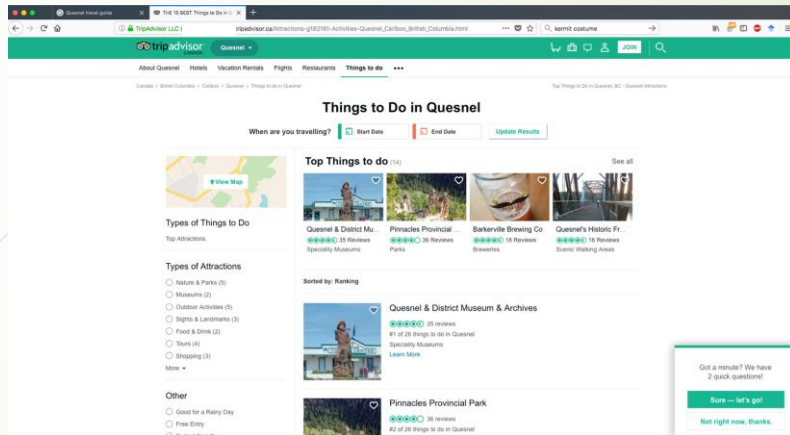
Upcoming events

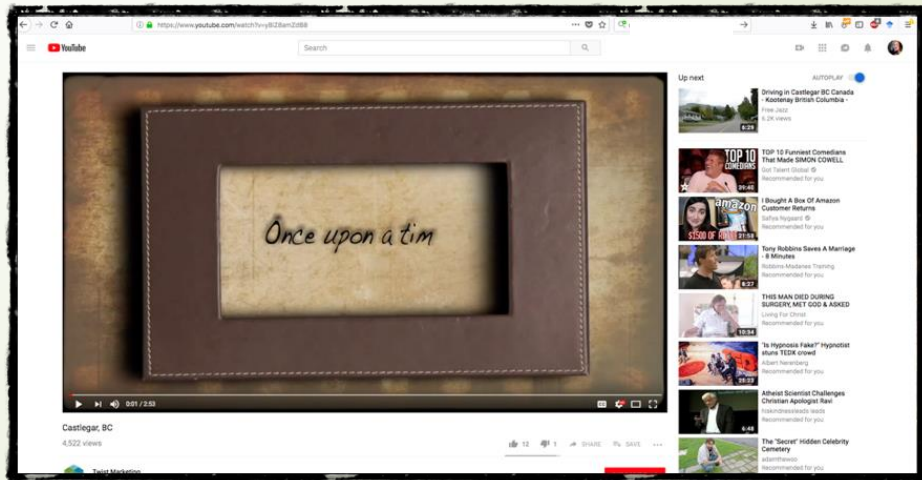
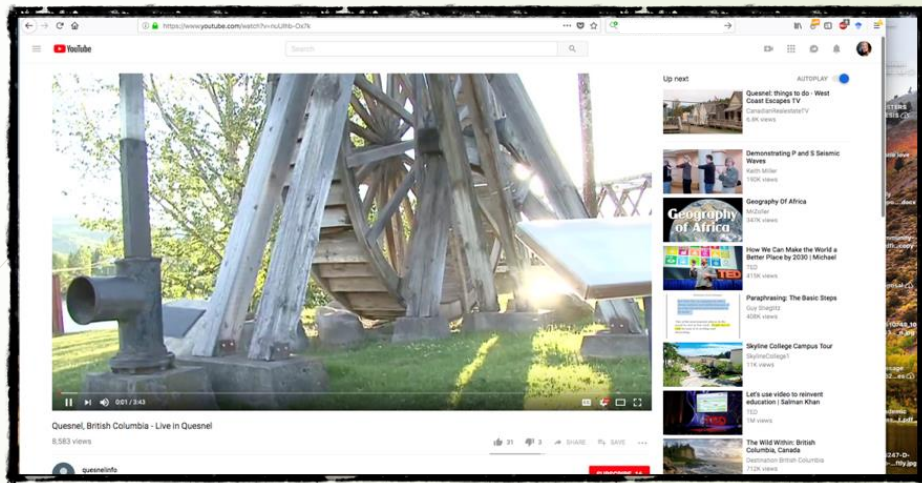
People also search for

View 15+ more

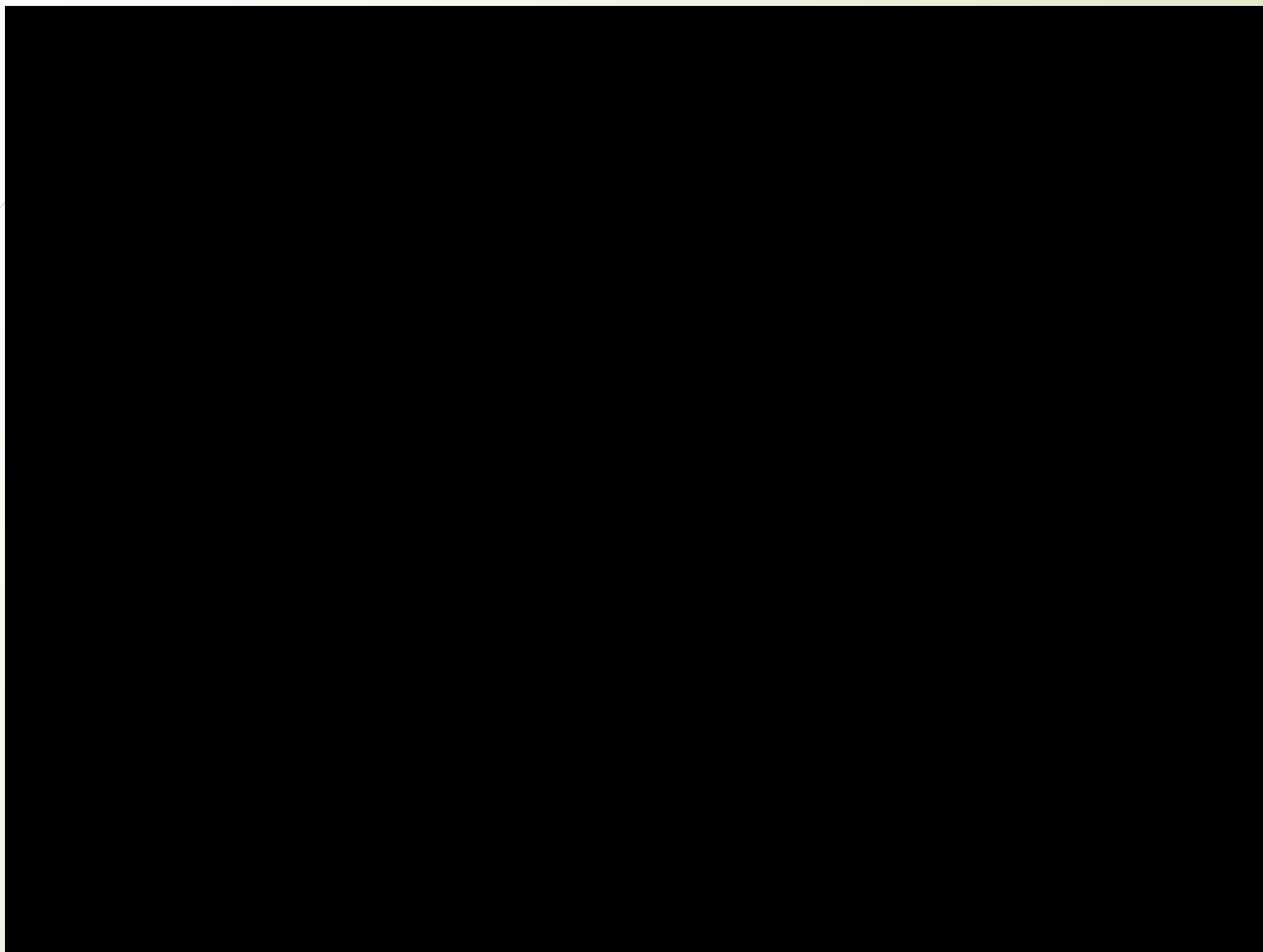


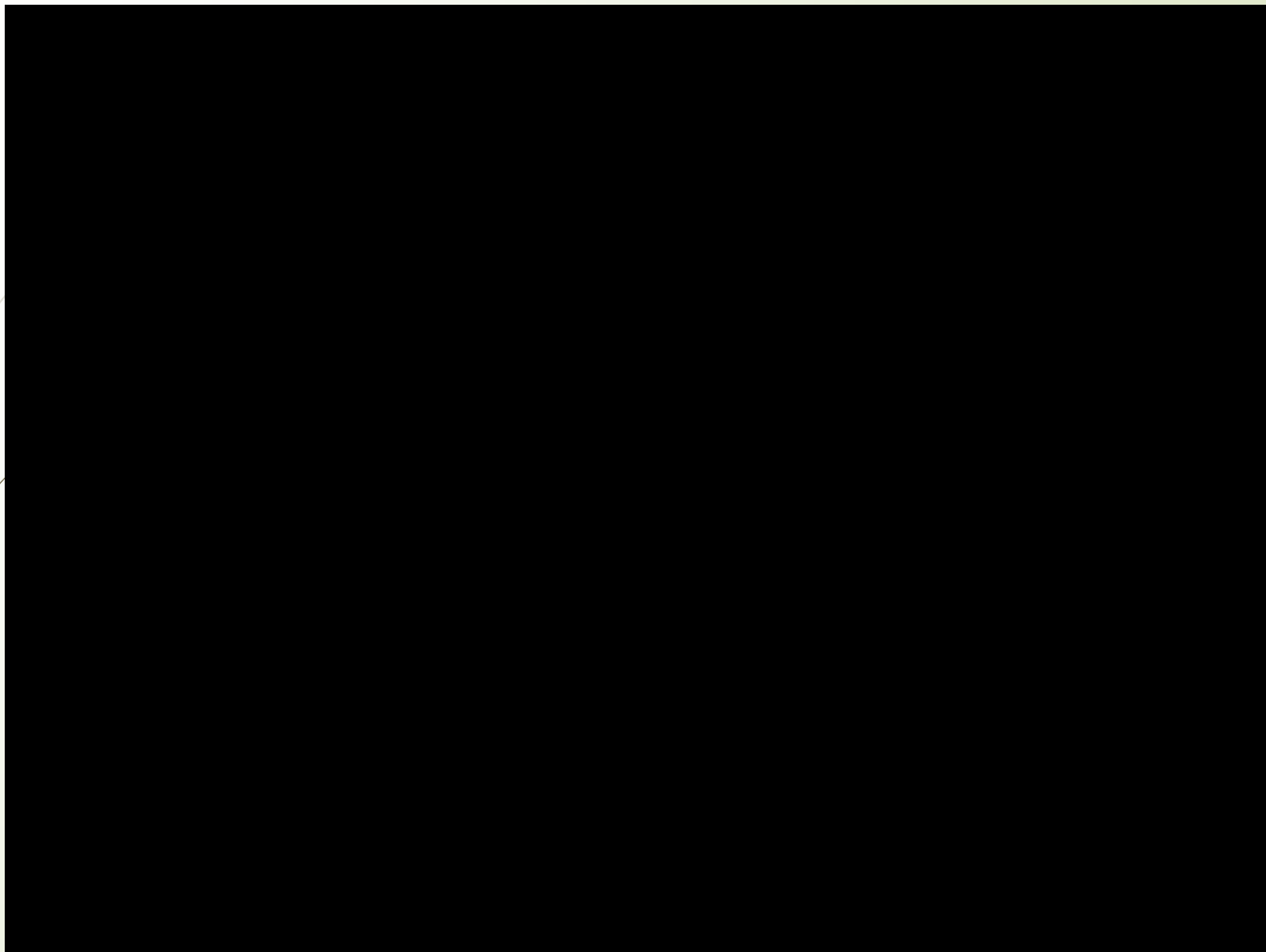






Two very
similar
cities
Two very
different
videos





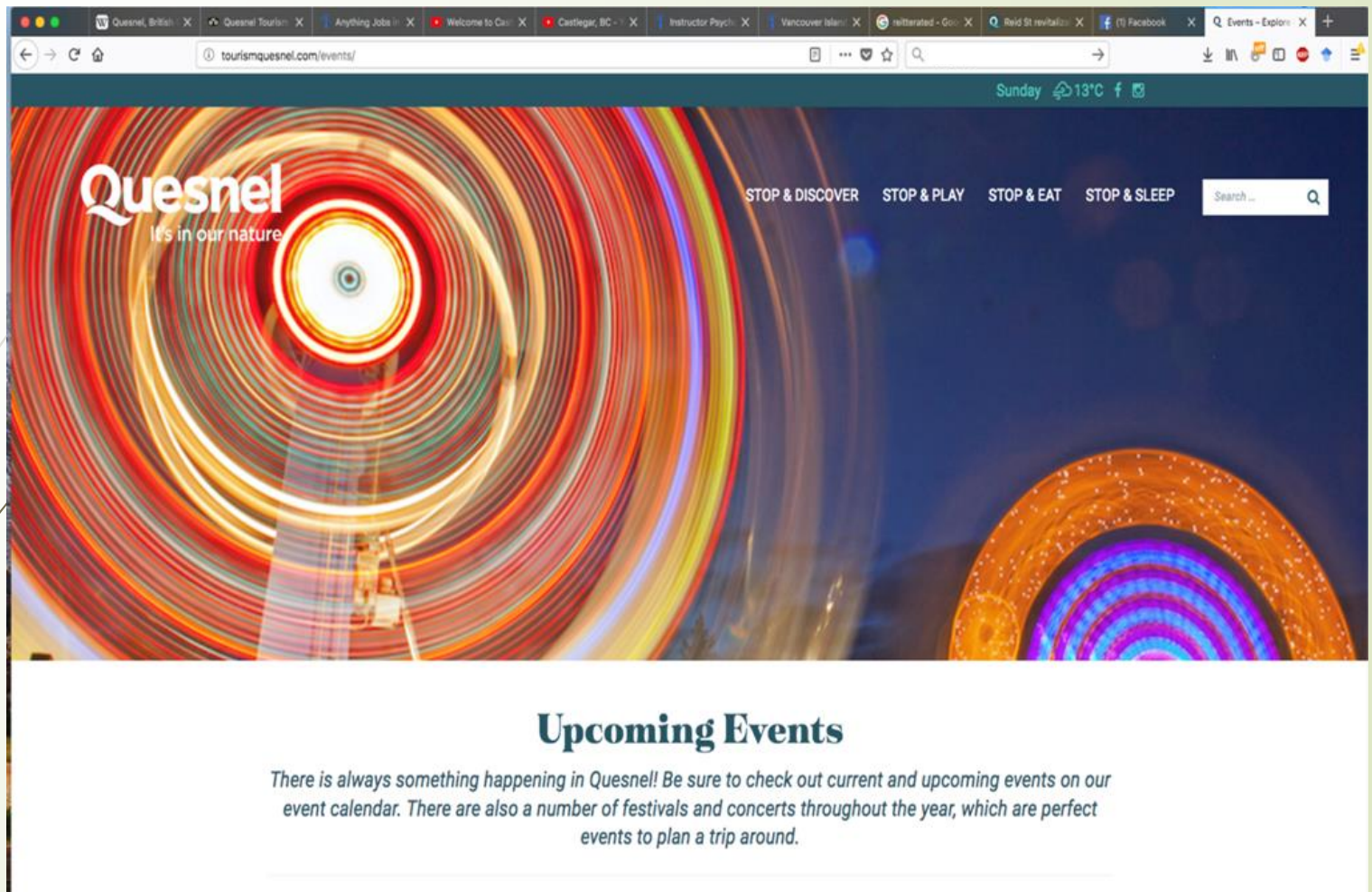


Infection detected!

<http://quesnelchamber.com/events/>

The requested URL contains malicious code that can damage your computer. If you want to access the URL anyway, turn off the Avast web shield and try it again.

Infection type: **URL:Phishing**




The image is a screenshot of a web browser displaying the Quesnel Tourism website. The browser's address bar shows the URL tourismquesnel.com/events/. The website's header features the Quesnel logo with the tagline "It's in our nature" on the left. On the right, there are navigation links: "STOP & DISCOVER", "STOP & PLAY", "STOP & EAT", and "STOP & SLEEP", followed by a search bar. The main visual is a large, vibrant photograph of a Ferris wheel at night, with its lights creating long, colorful streaks of red, orange, yellow, and blue. Below this image, the section is titled "Upcoming Events" in a bold, dark serif font. Underneath the title, a paragraph of text reads: "There is always something happening in Quesnel! Be sure to check out current and upcoming events on our event calendar. There are also a number of festivals and concerts throughout the year, which are perfect events to plan a trip around." The browser's tab bar at the top shows several open tabs, including "Quesnel, British...", "Quesnel Tourism...", "Anything Jobs...", "Welcome to C...", "Castlegar, BC...", "Instructor Psych...", "Vancouver Island...", "reiterated - G...", "Reid St revital...", and "(1) Facebook". The browser's status bar at the bottom indicates it is Sunday, with a temperature of 13°C and social media icons for Facebook and Twitter.

Quesnel
It's in our nature

STOP & DISCOVER STOP & PLAY STOP & EAT STOP & SLEEP Search ...

Upcoming Events

There is always something happening in Quesnel! Be sure to check out current and upcoming events on our event calendar. There are also a number of festivals and concerts throughout the year, which are perfect events to plan a trip around.

Today   < > November 2018 Agenda **Month** Week Day

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25

Events

[See All](#)

 Choose a Group...

⊕ Choose a Location...

[See All](#)

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Facebook © 2018

 Add Friend

 Add Friend

 Add Friend

● Chat (44)



Quesnel Job Club

Public Group

About

Discussion

Items for Sale

Your Items

Members

Videos

Photos

Recommendations

Events

Files

Search this group

Shortcuts

Prince George Ho... 20+

Prince George Buy... 20+

Moksha + Modo Y... 20+

Vegan Activists of PG 3

'Anonymous For The V... 20

Modo Yoga Advanced ...

Prince George BC ... 20+

Broke But Still Vegan (...)

Chinook Yoga Teachers

Sandra's online coo... 3

Kelowna 2017 Level 1 Y...

Come for the Adventure, Stay for the Lifestyle

+ Join Group

... More

Join this group to post and comment.

Items for Sale

See All 216 Items for Sale



DESCRIPTION

For Anyone seeking Employment Or Employers seeking Employees.Thi... See More

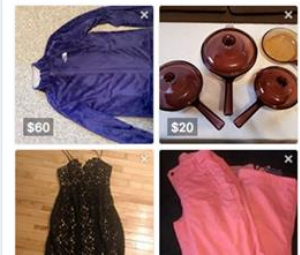
GROUP TYPE

Buy and Sell

LOCATION



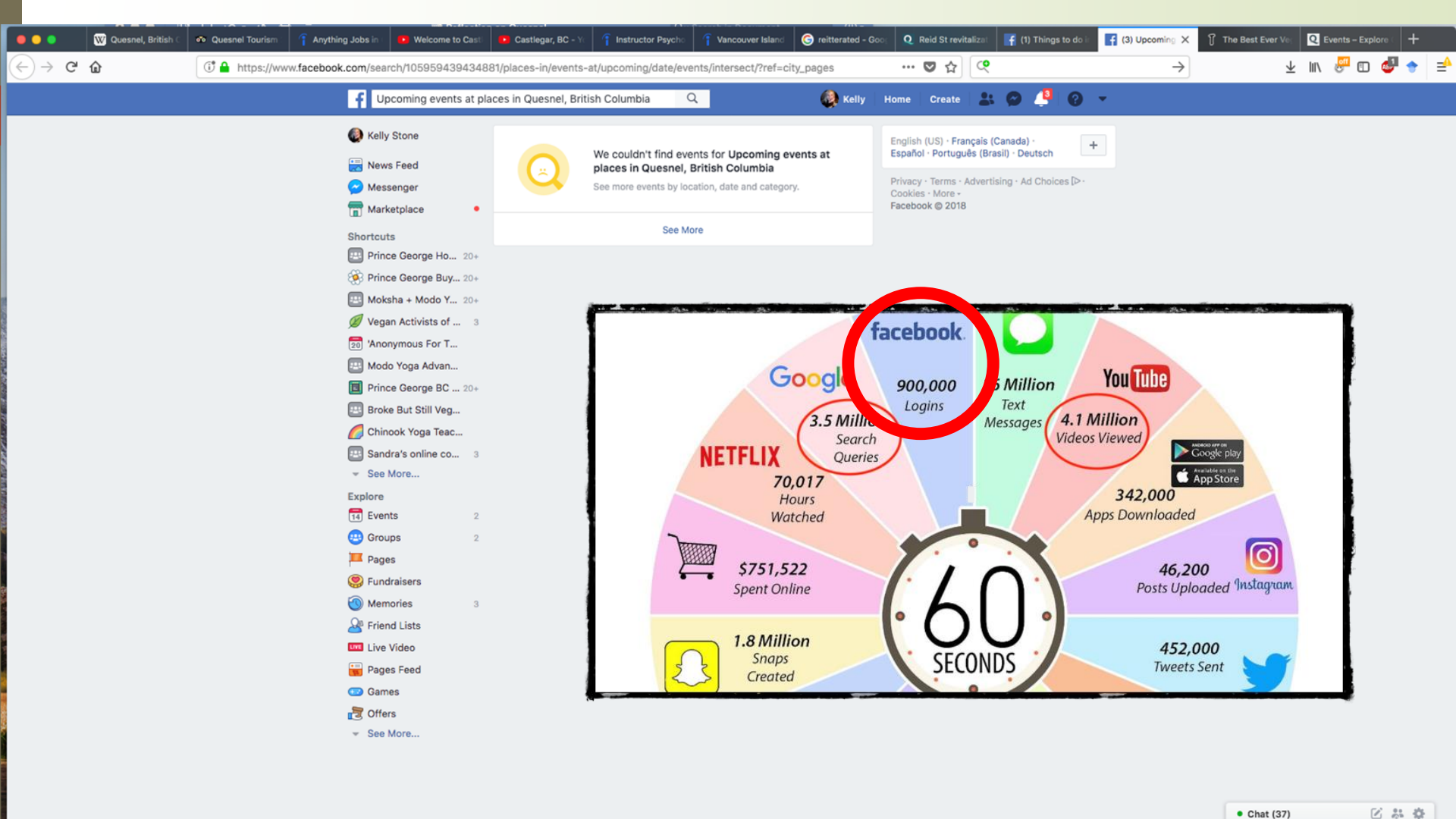
Still Available on Marketplace



TOP POSTS

Alma Mae Lagno
October 11 at 12:52 PM
In home nanny
\$12,345
Quesnel

Chat (46)



Top points of focus: To Implement Now...

strategy

A method or plan chosen to bring about a desired future, such as achievement of a goal or solution to a problem. The art ...

1. Collectively decide on a descriptive vision of what Quesnel is going to become and use this on **all** Web pages..."Its in our Nature" &.... Why?
2. Hire someone or **HAVE STUDENTS INTERN:** create a video and use the internet to make Quesnel highly searchable, up to date, exciting, adventure... **MAKE EVERYTHING RATEABLE!**
3. Unify the downtown Business Owners:
 - Host an **Easy Way to Online Workshop:** Web site building, Facebook, You Tube
 - Help each other out! **Review** each other online, comment, testimonials, two thumbs up
 - Encourage each business to **host** mini information session on their products and services
 - **To address the parking request... Request UNBC students to come and give talks!**
 - Education Seminars on walking Health!
 - Sitting is the new Smoking
 - The Dangers of Sedentary lifestyle
 - 101 benefits of Walking or Biking to work

Top points of focus: To Implement Soon...

strategy

A method or plan chosen to bring about a desired future, such as achievement of a goal or solution to a problem. The art ...

Thinking long term...

- Engagement with Online Consumers: Build relationships with future residents and consumers
- Host a **Submit Your Quesnel Adventure** video contest... Invite extreme sporting gear companies
- Focus on local Educational Opportunities with the College and University
 - Low living costs
 - High Quality Education
- Increase number of Electric Vehicle Charging sites
- WIFI Hotspots Availability & Upgrade Internet Options
- Target seasonal working people in hotels (tree planters, firefighters, etc...)
- Loyalty and Discounts for return business
- Advertise & Create **"Photo Hot Spots"**
 - Instagram, Facebook or YouTube Contests

Revitalization strategies for city of Quesnel

Mohammad Hosseinpour



Vision:

A city for life.

Goal:

Economic diversification and downtown revitalization

Objectives included in this presentation:

- Gathering people's attention toward the downtown.
- Job creation based on recreational activities and tourism.



identity

rituals

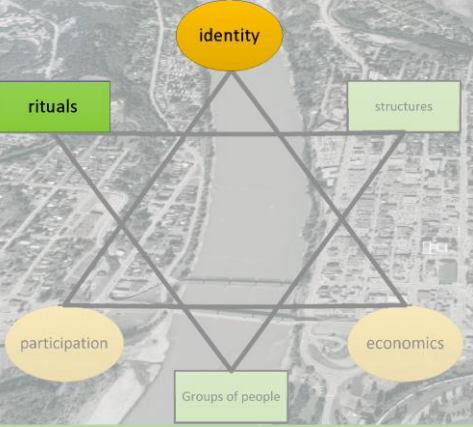
structures

Plan

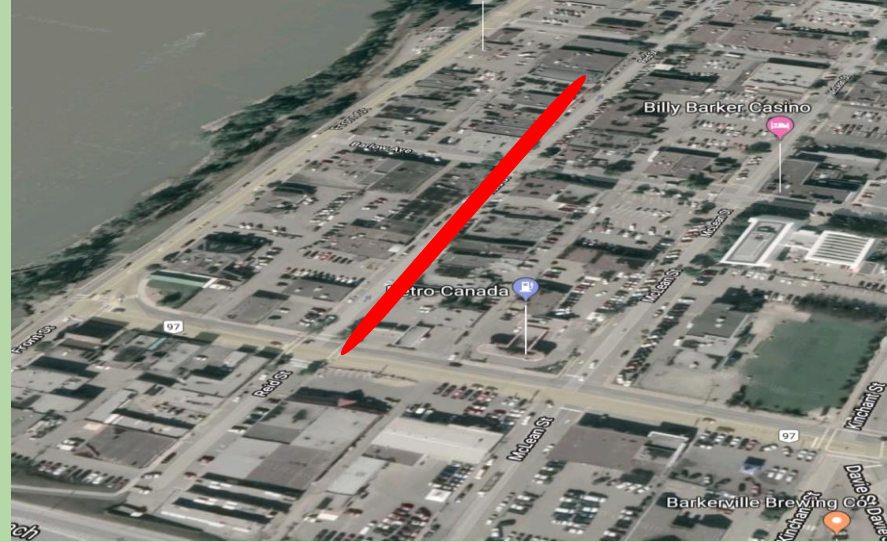
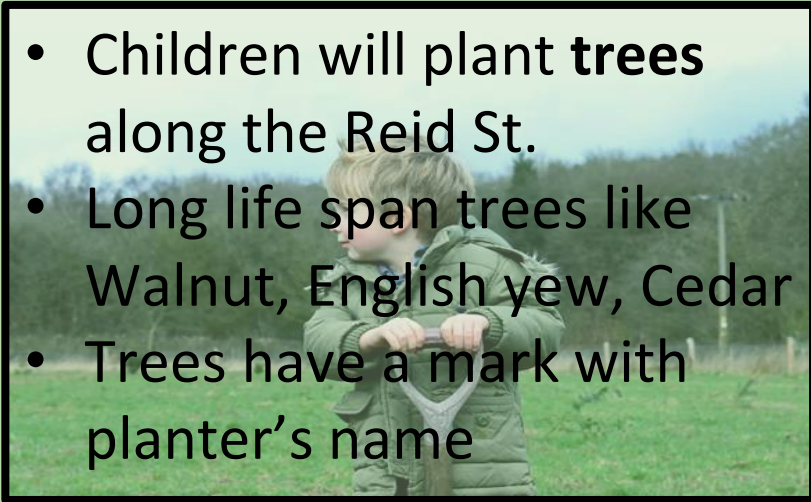
participation

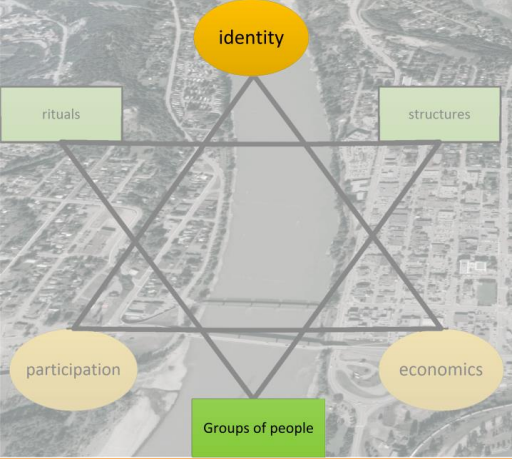
economics

Groups of people

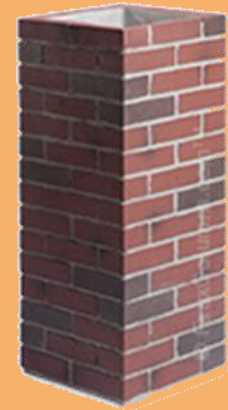


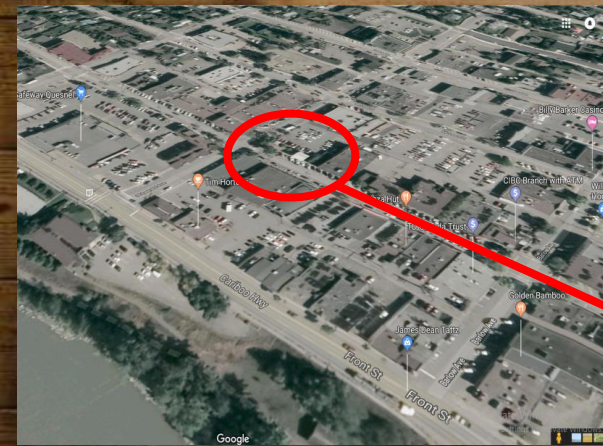
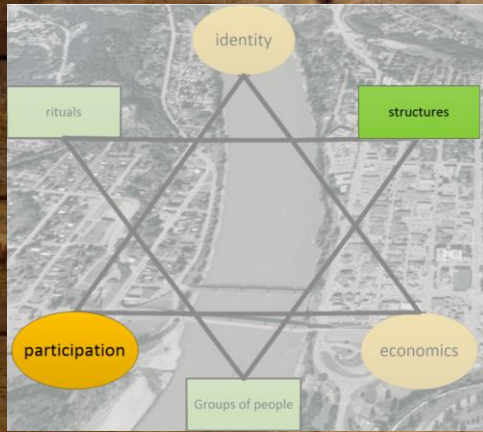
- Children will plant **trees** along the Reid St.
- Long life span trees like Walnut, English yew, Cedar
- Trees have a mark with planter's name





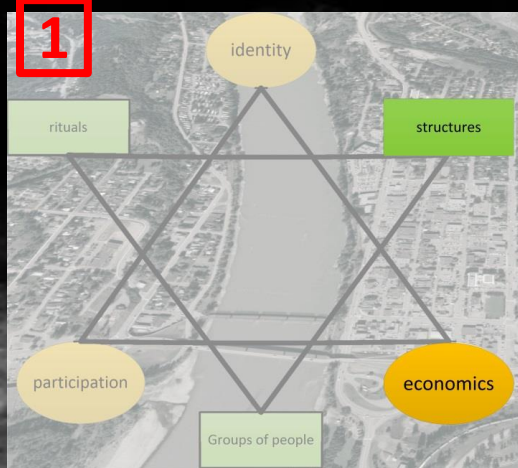
- Two brick columns at the entrance of Reis St.
- On each brick the name of a family that lived in the Quesnel.
- New bricks will be added for couples in their 20th marriage anniversary.



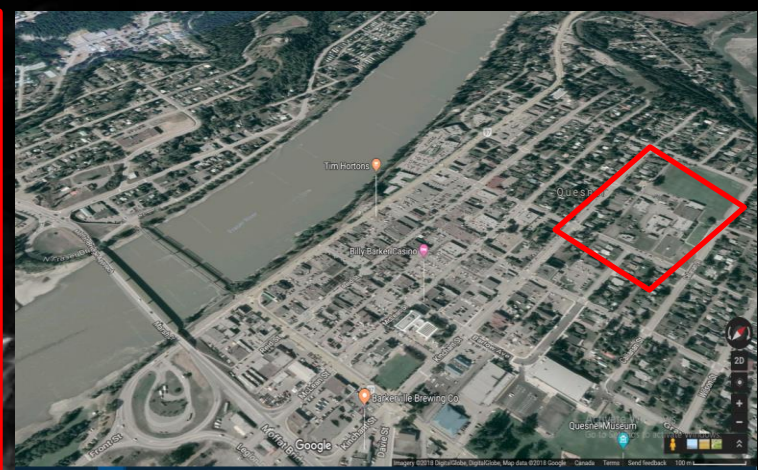


- A public structure in current construction site (four corner)
- Covered roof
- A gathering place for people, rituals and ceremonies.

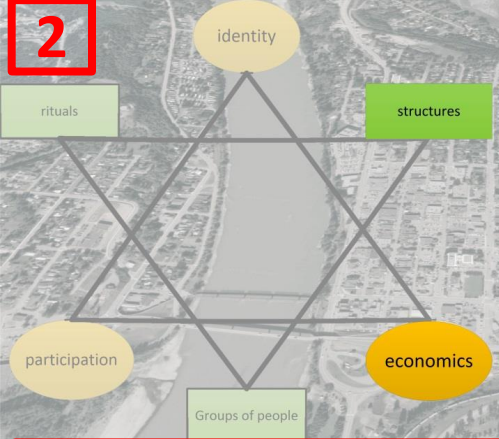
1



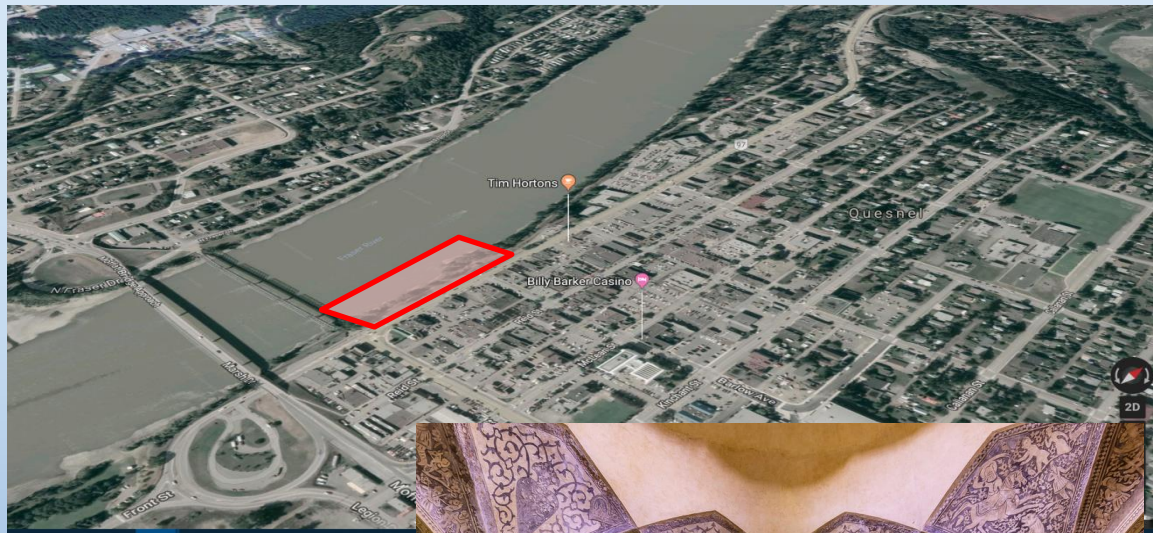
A public structure in *elementary school's* location which is inspired from First Nations' **smudging ceremony** and **sweat lodge**

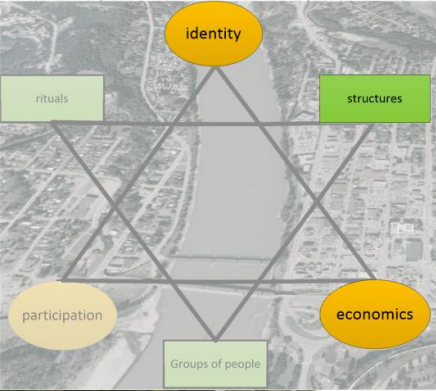


2



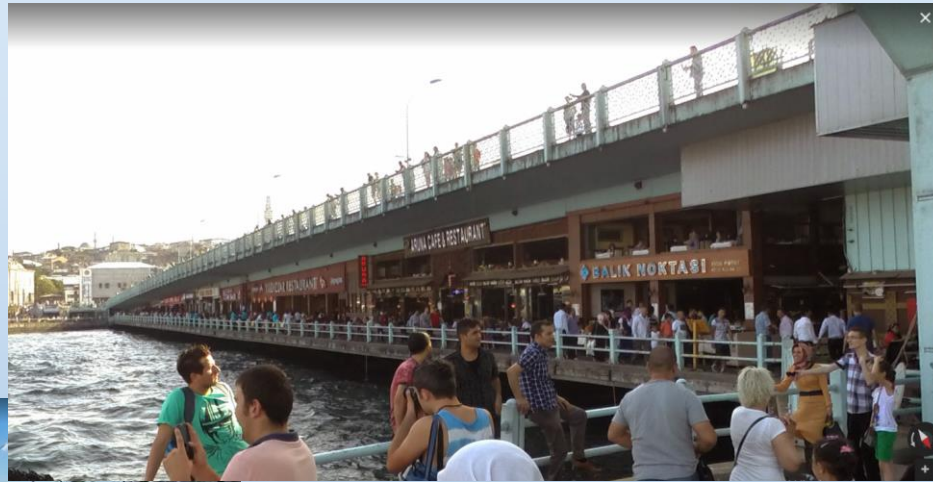
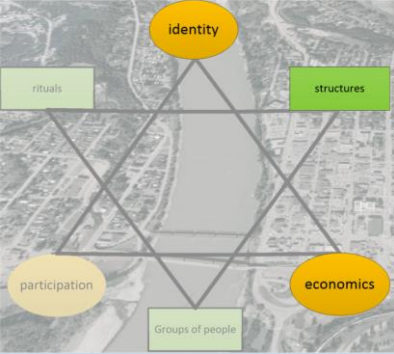
A combination of
Iceland's hot springs,
Roman and Iranian public bath
 at *Riverfront*, between the
 Hospital and Ewing Ave.





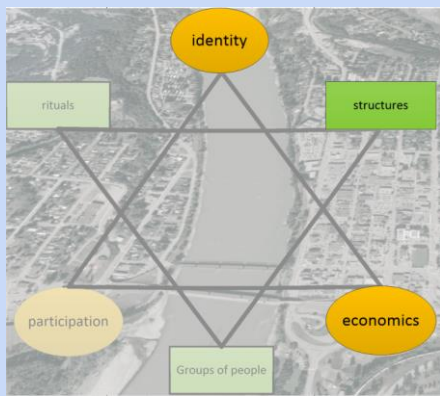
Tabiat Bridge, Tehran, Iran





**Galata Bridge,
Istanbul, Turkey**





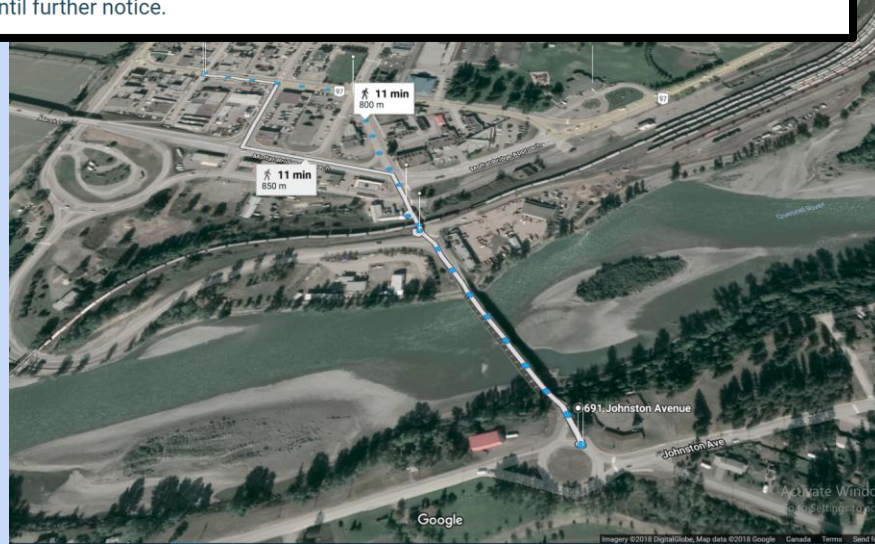
Johnston Bridge will be closed to all vehicle traffic on October 3 until further notice

Posted on October 2, 2018

News Release

As of 9:00 am, Wednesday, October 3, 2018, the Johnston Bridge will be closed to all vehicle traffic until further notice.

A pedestrian bridge with restaurants and coffee shops on the Johnston Bridge



Natural view of both sides of bridge





Plan review:

1. Tree planting by children in their names
2. Quesnel Families monuments
3. Four corner gathering place
4. “sweat lodge + smudge” in elementary school location
5. Public sauna in river
6. Pedestrian bridge and restaurants on Johnston Bridge

Thanks

QUESNEL PROPOSAL



Let's make Quesnel a better place for everyone

Outline

- Quesnel's social groups
- Seasons House shelter
- The process of implementation of the new treatment center
- Benefits of the implementation of the new treatment center

3 social **groups** in Quesnel

- Rich
- Middle class
- Poor



The definition of a goal that
benefits the entire population

“Seasons House - NAWHUZUT KOO”

- The shelter is based on the principles of *harm reduction* and *minimal barriers*.



Lack of funding

Bad location

Absence of a
treatment facility

The reintegration of homeless
people into the social world

IMPLEMENTATION OF THE NEW TREATMENT CENTER



Indigenous people's history

- RESIDENTIAL SCHOOLS

(physical, sexual, and emotional abuses)

- Students were prohibited from engaging in their traditional cultural practices or speaking their native languages, and those who disobeyed were punished

Childhood conditions adulthood

- EXPOSITION TO VIOLENCE

(confusion and distress)

Intergenerational trauma unresolved
trauma passed on to subsequent
generations of an individual's family,
community, and culture

The effects of the intergenerational
trauma resulting from the residential
schools experience are extensive and
include family disruption, substance
abuse and addiction, poverty, mental
health issues, involvement in crime,
and intimate partner violence

The process of implementation of the new treatment center

- Implementation of the new treatment center in Bel-Aire
- The provision of qualified personnel treating drug addictions.

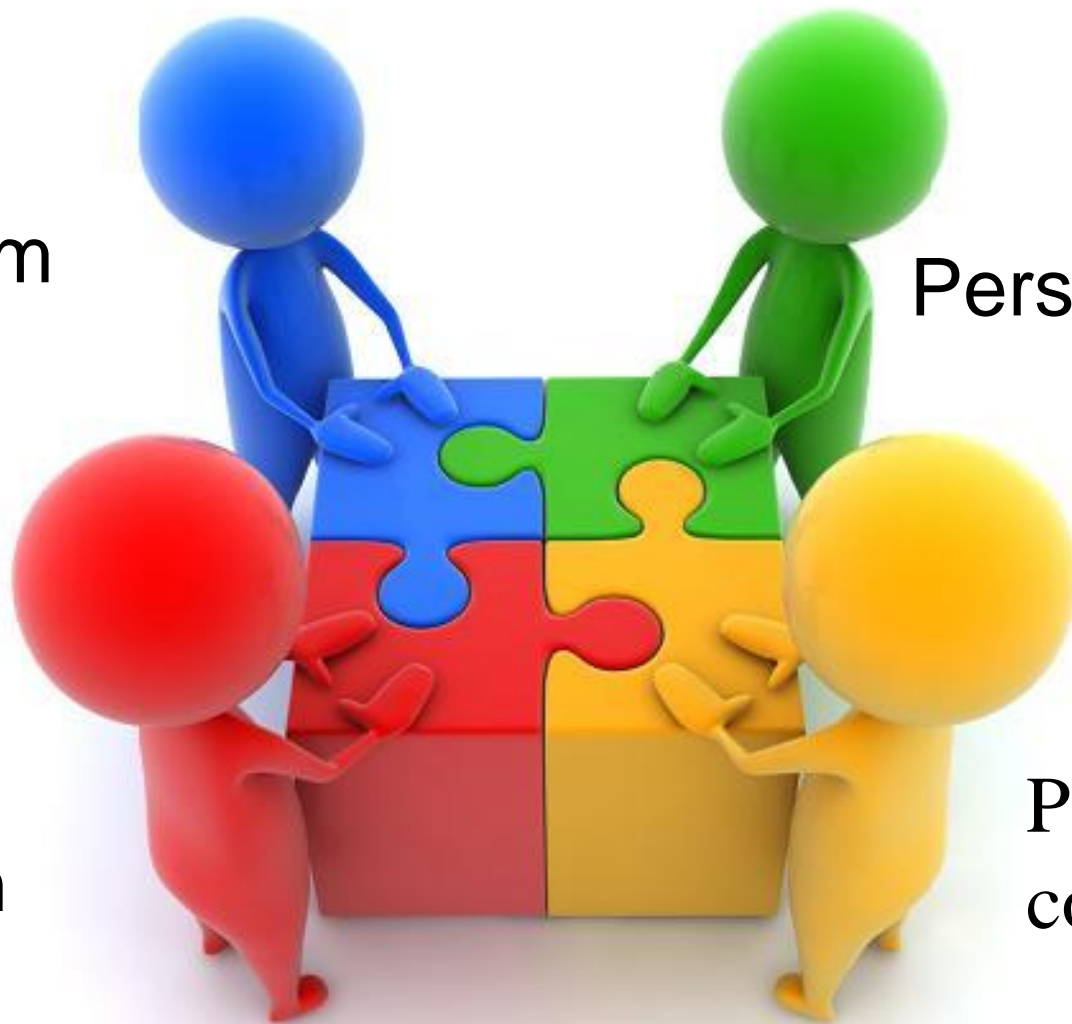


Self esteem

Personal growth

Relaxation

Part of the
community



BENEFITS OF THE IMPLEMENTATION OF A NEW TREATMENT CENTER

- The social integration of the poor people of Quesnel
- reduction of poverty in the city of Quesnel
- Educate the community about homeless people to set aside prejudices and myths, and understand the reality of these people.
- reduction of discomfort and rejection towards homeless people

A homeless person



Anyone who cannot access or maintain adequate accommodation that provide a stable framework of coexistence, either due to **lack of economic resources**, either for **economic reasons** or because of **personal or social difficulties** that prevents an autonomous life

Quesnel: A better community, a better place to live



Public Seating

for Reid Street Revitalization

Foundation



Image taken from: <https://www.quesnel.ca/reid-st-project>

Foundation



Image taken from: <https://www.quesnel.ca/reid-st-project>

Foundation



Image taken from: <https://www.quesnel.ca/reid-st-project>

Foundation



Image taken from: <https://www.quesnel.ca/reid-st-project>

Section 5.3.1.2 of the OCP

Promote, on a continuing basis throughout the Downtown:

- Positive visual continuity and pedestrian interest at grade**
- The development of effective focal points of interest
- The creation of prime street-end views
- The appropriate design of pedestrian weather protection in high-traffic areas
- The attractive development of building façades, use of signs, street furnishings and landscaping**
- The continued promotion of the Downtown Design Guidelines

“Site furniture makes the space usable. Without it, people’s choices are limited, and they are likely only to look around or walk through a space and leave. Site furniture should enable the space to be used by as many people as possible throughout the year.”

Marcus and Francis, 1998









Consider additions to the Outdoor Café Regulation Bylaw to include public seating in a more diverse form.





“While the City can implement design guidelines through a development permit area to encourage good design in future development, existing property **owners need to see the benefit of making improvements to existing properties to encourage more business activity.**”

Section 5.1.3 of the OCP



“Support multi-modal transportation, including public transit,
with end-of-trip facilities, **pedestrian amenities and
streetscape enhancements.**”

Quesnel 2030 Vision (2016 Boards)

Recommendations to Design Guidelines



Strategic Planning In Quesnel BC

Overview

What is Strategic Planning

How to develop a Strategic plan

Strategic planning in Quesnel

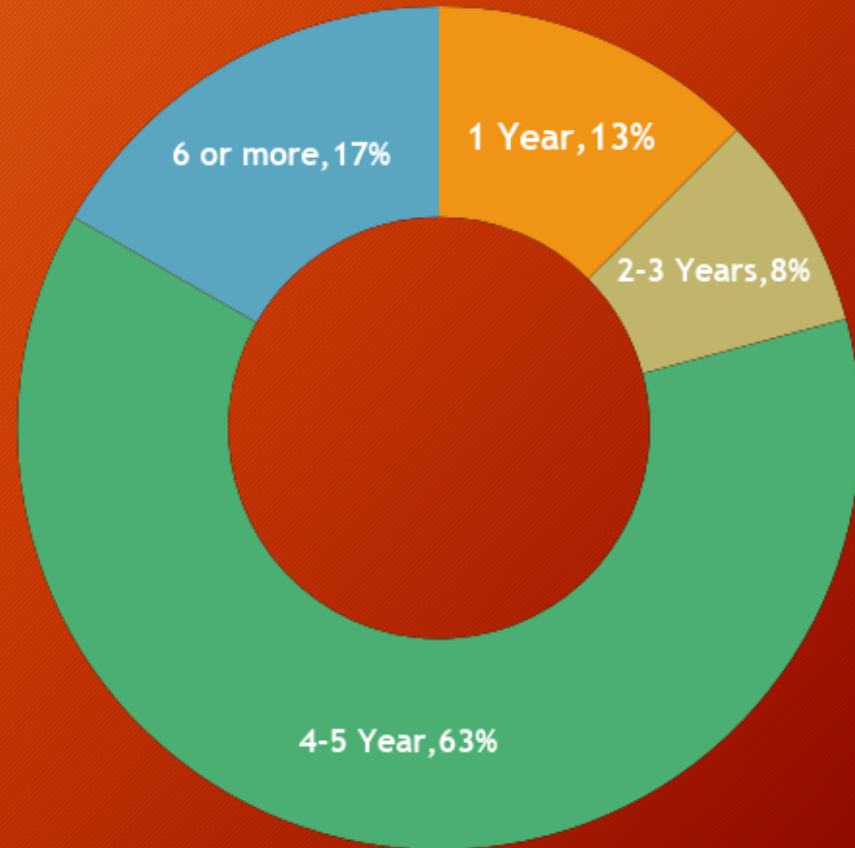
Components of a successful
downtown

How to get there?

Strategic Planning: Quesnel

- Planning is incremental
- Sync with current council
- Financial benefits

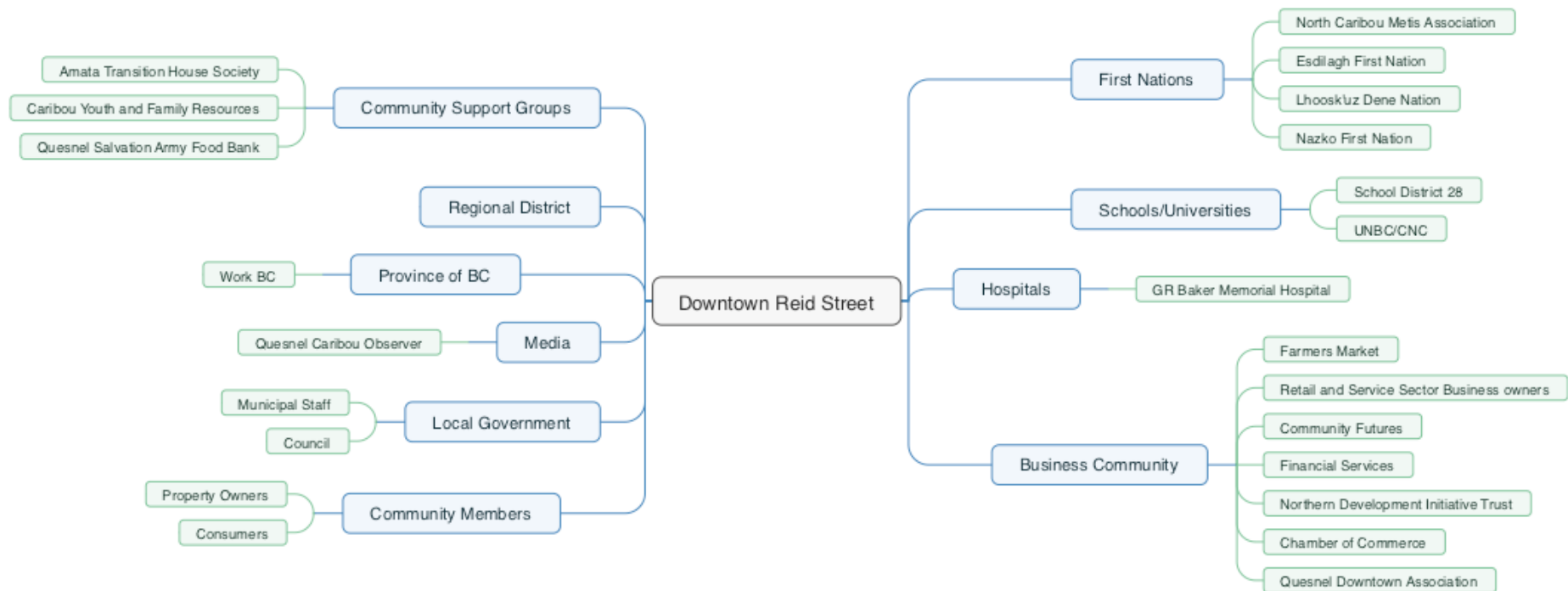
Percentage Of Strategic Plans by Time Frame



Strategic Planning: Reid Street



Strategic Planning: Reid Street



Three Factors to A Successful Downtown

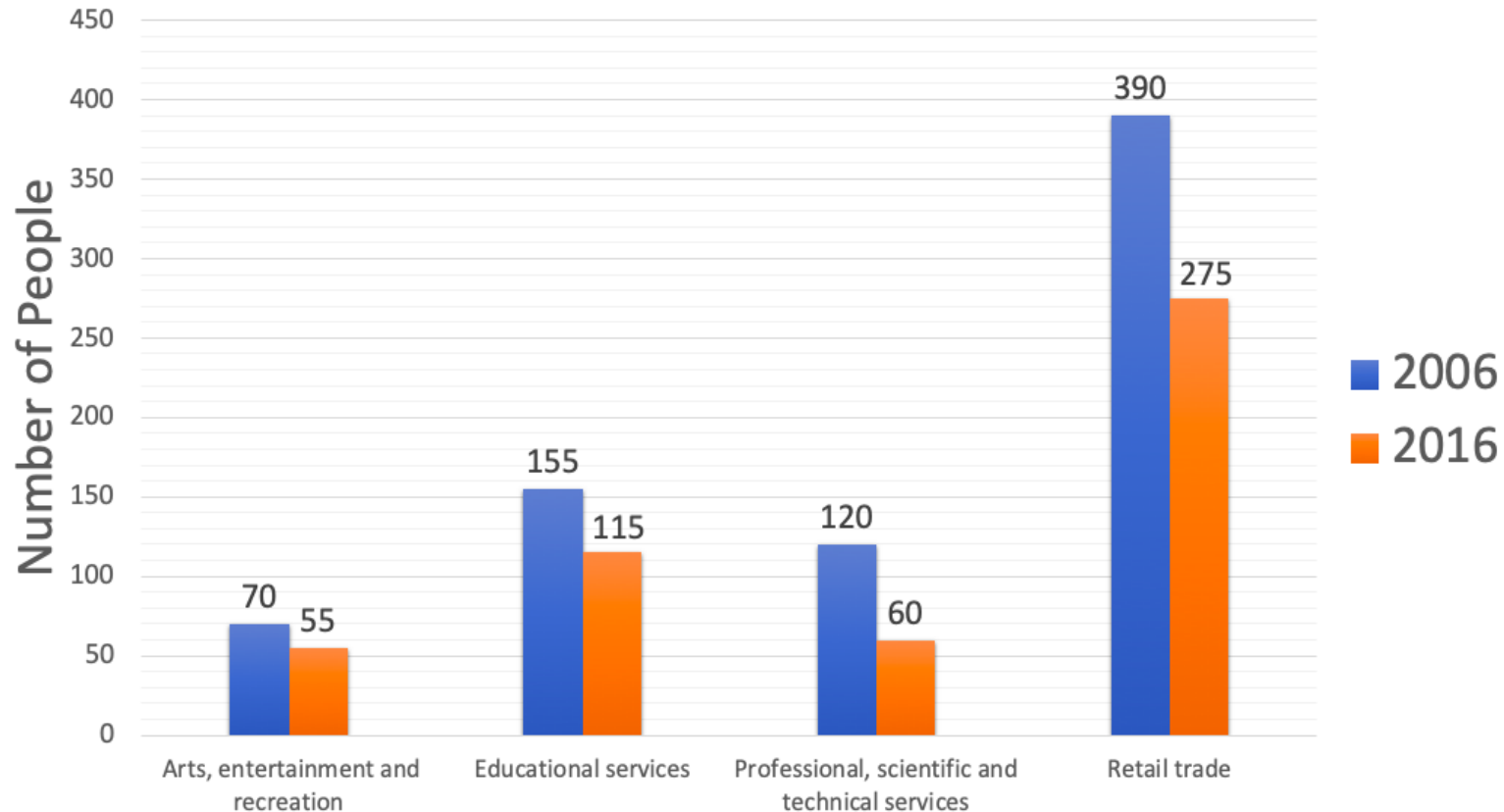
Key Ideas: Diversity

- Activity within Downtown at all hours of the day
 - Primary and Secondary Uses
 - Social & Economic Benefits

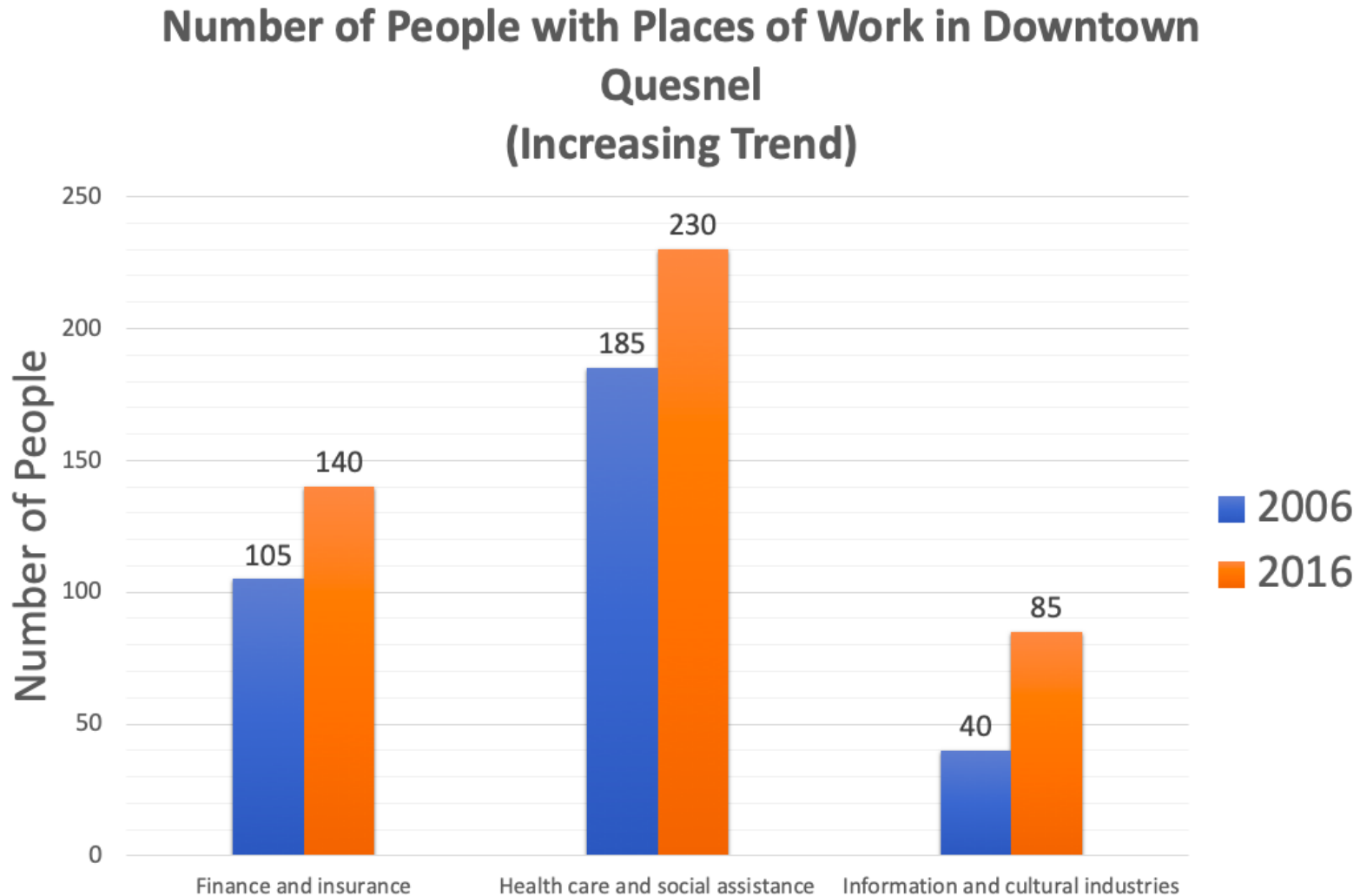


Key Ideas: Diversity

Number of People with Places of Work in Downtown Quesnel (Decreasing Trend)



Key Ideas: Diversity



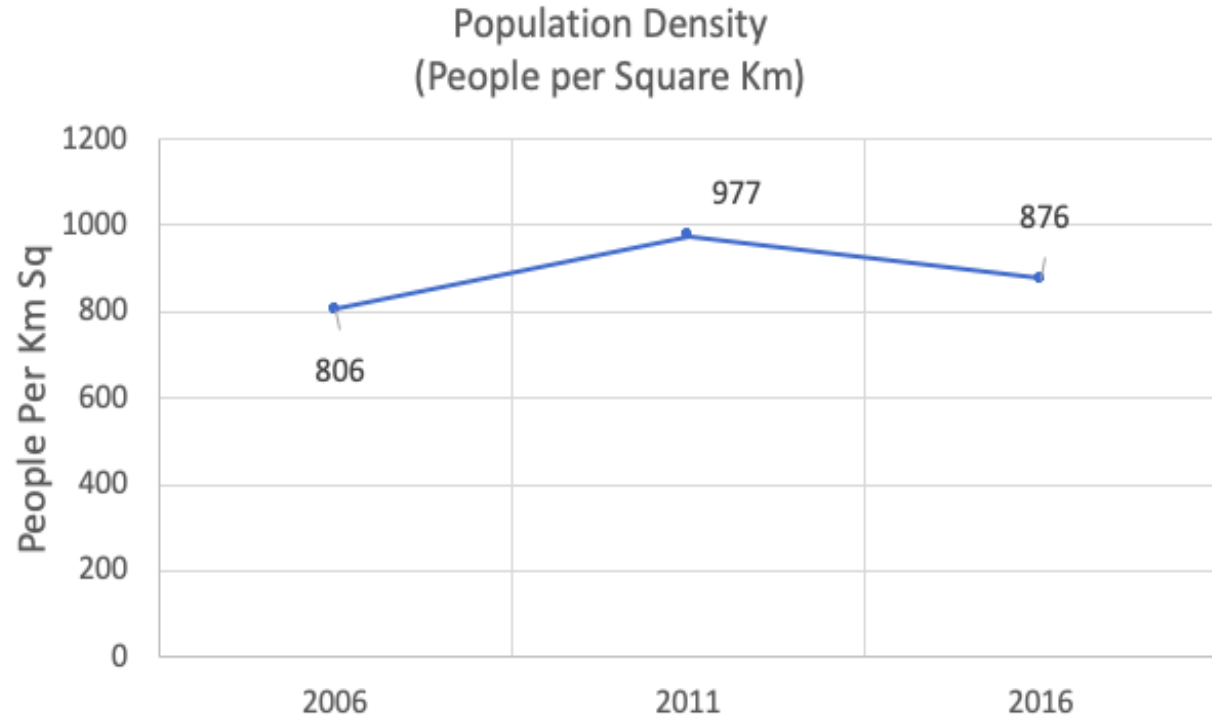
Preservation of Old Buildings

- New Ideas need Old Spaces
- Affordability
- Sense of Place



Key Ideas: Density

- Increased Productivity
 - Idea sharing
- Efficient costs
 - Infrastructure/Housing
- Support for local businesses



How to get there?

Zoning Suggestion: Downtown Specific

- A zoning bylaw should be created for the key downtown area which focuses directly on the Reid St.
- This new bylaw can be used to support specific guidelines for
 - Parking variances
 - Weather Protection
 - Active and transparent street frontages
 - Orientation of Downtown residences



Combining Uses

- C7 (Residential Commercial Transition)
 - Art studios
 - Public houses
 - Professional services
 - Vet Clinics
 - Flea Markets
- C1 (Local Commercial)
 - Convenience retail store
 - Libraries and cultural exhibits
 - Minor Community Care
- C5
 - Neighbourhood Pub Commercial



Policy Suggestions

- A Smart Growth policy should be developed to provide incentives for residents within the downtown core to increase density.
 - Nodal and corridor network
 - Various Modal methods
 - Mixed use
 - Walkable communities
- Implement a policy to protect historic buildings



Developing a Strategic Plan



Develop and Downtown first policy which prioritizes development within the core areas.



If and when development occurs along the waterfront, ensure attractions are set inland a little within the matrix of streets to carry visitors back to the Reid street.



Work with the business community to develop a long term plan which will diversify the uses within downtown.



Develop a wayfinding plan which encompasses the branding of Quesnel's vision "Its In Your Nature"



Questions?