CITY OF NANAIMO
THE HARBOUR CITY

Information Report

DATE OF MEETING May 9, 2022

AUTHORED BY LISA BHOPALSINGH, DIRECTOR, COMMUNITY DEVELOPMENT

SUBJECT **REIMAGINE NANAIMO – PHASE 3 PUBLIC ENGAGEMENT SUMMARY**

OVERVIEW

Purpose of Report:

To provide the Governance and Priorities Committee results of the RE**IMAGINE NANAIMO** Phase 3 Public Engagement on the Draft *City Plan – Nanaimo ReImagined*.

BACKGROUND

The RE**IMAGINE NANAIMO** Coordinated Strategic Plan Review is nearing completion with the development a draft *City Plan – Nanaimo ReImagined* ("City Plan") during Phase 3. Public engagement has been central to this review process and the development of the City Plan.

Phase 1 (Gathering Ideas) of public engagement for RE**IMAGINE NANAIMO** took place between July and December 2020. This initial phase was focused on sharing information and listening to the community's ideas about Nanaimo's future. The input received was used to build options and scenarios explored in Phase 2. Some of the primary themes heard included: Appreciation of Nanaimo's nature and access to the waterfront; high value for Nanaimo's parks and recreation facilities; concern about climate change and human impacts on the environment; support for policies and programs promoting diversity, inclusion, and reconciliation; and concern about homelessness and social challenges. The Governance and Priorities Committee (GPC) received the Phase 1 Public Engagement Summary on 2021-FEB-08.

Phase 2 (Exploring Options) of public engagement took place between June and September 2021. Phase 2 focused on developing and exploring options for how the community can achieve its shared vision and evaluating how different scenarios could support the community's goals. This information was used to develop draft directions for *City Plan – Nanaimo ReImagined* during Phase 3. Some of the primary themes heard during Phase 2 included: support for using the Nanaimo Doughnut as a way of organizing how we plan for Nanaimo's future, and for the five draft goals: A Green Nanaimo, A Connected Nanaimo, A Healthy Nanaimo, An Empowered Nanaimo, and A Prosperous Nanaimo. There was also important feedback heard supporting proposed planning directions that build on existing urban areas, and focus growth in a way that supports more compact, complete, and sustainable communities. The GPC received the Phase 2 Public Engagement Summary on 2021-NOV-22.

DISCUSSION

The engagement process for Phase 3 of RE**IMAGINE NANAIMO** launched on 2022-FEB-28, with the availability of a draft *City Plan – Nanaimo ReImagined* for review. A Community Survey

launched on 2022-MAR-01 focused on gathering feedback on key directions in the draft. The survey provided an opportunity for participants to review and indicate their level of support for up to 84 draft directions and share comments or suggestions on how to improve the draft directions. The survey was distributed in two formats, a Statistical Survey gathered input through a mail-out format to a representative sample of residents, and a voluntary Community Survey gathered input via an online or paper open to all interested participants. Both formats asked the same questions allowing comparative analysis. Outreach for Phase 3 included a video titled “Our Future Starts Here - REIMAGINE NANAIMO Phase 3,” an interactive online Story Map exploration, downloadable Info Sheets, pop-ups at the Maple Sugar Festival, along with traditional outreach methods through media, social media, and physical information in the community.

Phase 3 closed on 2022-APR-08, with over 950 survey submissions. A Summary of Phase 3 Engagement is accessible via a link in Attachment A.

Survey feedback showed more than 75% of participants indicated support for 79 of the 84 draft directions presented in the survey (both in the Community Survey and Statistical Survey). Five draft directions received mixed feedback (i.e., less than 75% support in at least one of the survey formats). These included: Support Large-Format Retail that is Designed to be Pedestrian-Friendly and Mixed-use (51% Support in the Community Survey / 56% Support in the Statistical Survey), Support Low to Modest Infill in Neighbourhoods (72% Support in the Community Survey / 77% Support in the Statistical Survey), Encourage a Thriving Downtown through Density, Mobility, and Employment (74% Support in the Community Survey / 79% Support in the Statistical Survey), Manage Parking Supply City-Wide (58% Support in the Community Survey / 65% Support in the Statistical Survey), and Increase and Protect Industrial Lands (64% Support in the Community Survey / 81% Support in the Statistical Survey).

Qualitative comments for these five draft directions were coded (separated into themes with each theme counted to understand its prevalence) to further understand why participants indicated lower support for these draft directions. In addition, for the 79 draft directions with 75% or more support, participant comments and suggestions for potential refinements were also reviewed, themed, and summarized. For more details, please refer to Section 3.1 of the Phase 3 Engagement Summary accessed through Attachment A.

During the engagement period, the RE**IMAGINE NANAIMO** team hosted events with those interested in learning more about key directions in the draft City Plan. Meeting participants included Neighbourhood Associations, local organizations, the development community, and students, among others. The format for each meeting included a presentation of key information, followed by open discussion where participants were invited to ask questions about their areas of interests and share their comments and suggestions for improvements to the draft. These meetings provided an important opportunity to delve into specific details of the draft City Plan and allow for technical questions and for exchanges about concerns or opportunities to be considered in the draft plan review process.

In addition, to provide opportunity for all members of the public to speak with the RE**IMAGINE NANAIMO** team, a Community Information Session was held at the Beban Park Social Centre Lounge on 2022-MAR-29. This session provided all interested members of the community an opportunity to ask questions and engage in conversation about the draft City Plan. In addition, written submissions were also accepted via the project email. Over 325 people participated in meetings and events and over 40 written submissions were received. For details on input gathered, please see Section 3.2 of the Phase 3 Public Engagement Summary.

CONCLUSION

Phase 3 engagement was the most detailed engagement in the RE**IMAGINE NANAIMO** process. It required participants to review and consider draft directions and share their level of support along with their comments on those directions. The goal of this engagement was to bring together all that has been learned through Phase 1 and Phase 2 of the process and understand where the draft *City Plan – Nanaimo ReImagined* is successfully responding to the values the community has shared, and where it can be improved and refined before proceeding into the bylaw review and adoption process.

SUMMARY POINTS

- The RE**IMAGINE NANAIMO** Coordinated Strategic Plan Review is a comprehensive update and integration of the City of Nanaimo's key strategic planning and policy documents.
- The output of this process is the Draft *City Plan – Nanaimo ReImagined* ("City Plan") that integrates and serves as the City's updated Official Community Plan (OCP); updated Parks, Recreation, Culture, & Wellness Plan; updated Transportation Plan; Active Mobility Plan; updated Climate Action & Resiliency Plan; and new Accessibility & Inclusion Plan.
- Community Engagement for Phase 3 of RE**IMAGINE NANAIMO** on the Draft Plan launched on 2022-FEB-28 and Community Surveys open from 2022-MAR-01 until 2022-APR-08, and gathered input from over 950 survey participants, 325 meeting or event participants, and 40 written submissions. The Phase 3 Public Engagement Summary provides a detailed account of the activities and inputs during Phase 3.

ATTACHMENTS

ATTACHMENT A: Link to Phase 3 Public Engagement Summary and Appendices

Submitted by:

Lisa Bhopalsingh
Director, Community Development

Concurrence by:

Dale Lindsay
General Manager, Development Services/Deputy CAO

ATTACHMENT A

Link to “Phase 3 Public Engagement Summary”:

https://www.nanaimo.ca/docs/get-involved/reimagine/reimagine-phase-3-engagement-summary-draft.pdf

Link to “Phase 3 Public Engagement Appendices”:

https://www.nanaimo.ca/docs/get-involved/reimagine/reimagine-phase-3-engagement-summary-appendices.pdf

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PHASE 3 ENGAGEMENT SUMMARY

2022-MAY-09



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Process Overview

WE ARE HERE!

PHASE 1 GATHERING IDEAS SUMMER - WINTER 2020	PHASE 2 EXPLORING OPTIONS SPRING - FALL 2021	PHASE 3 DEVELOPING PLANS FALL - SPRING 2021/2022
Phase 1 was about sharing information and listening to the community's ideas for Nanaimo's future.	Phase 2 was focused on identifying and evaluating different scenarios for how our community can achieve its shared goals.	Phase 3 was an opportunity to review, with the community, draft directions to guide Nanaimo's future.

Community Feedback Closed on April 8

Presentation Overview

- Phase 3 Engagement Purpose
- Phase 3 Engagement Overview
- Key Learnings
- Next Steps

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The Big Picture



"THE WHAT"
- Start a community conversation
- Understand where we are now
- Explore community priorities and issues
- Think long-term – where do we want to go?

"THE HOW"
- Develop scenarios for how our community can achieve its shared vision and goals
- Evaluate how scenarios support our goals
- Discuss trade-offs and difficult decisions together

"THE TOOLS" WE ARE HERE
- Develop a draft plan with policies that will direct change to achieve our community goals
- Review the draft plan together

"THE PLAN"
- Finalize *City Plan - Nanaimo Relmagined*
- Adopt and implement
- Develop Monitoring Strategy & Action Plan



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Phase 3 Engagement Purpose

- Community review of directions in the draft *City Plan – Nanaimo ReImagined*
- Focus was to identify:
  - Directions that have strong community support
  - Directions where review and refinement should be considered as the plan is revised



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- Phase 3 Engagement Purpose
- Phase 3 Engagement Overview
- Key Learnings
- Next Steps



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How We Reached Out

- Social Media
- Video
- Get Involved Site
- Media Release
- Local Radio
- News Ads
- Blog Posts
- Activity Guide
- Cross-Promotions
- Decals & Banners
- Posters
- Emails & Calls
- Pop-ups
- Online Story Map
- Static Info Stations
- Community Info Session
- Meetings



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How We Heard Back



Community Survey
March 1 - April 8



Statistical Survey
March 10 - April 8



Story Map & Info Sheets
March 1 - April 8



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How We Heard Back



Community Pop-ups
March 26 & 27



Community Information Session
March 29

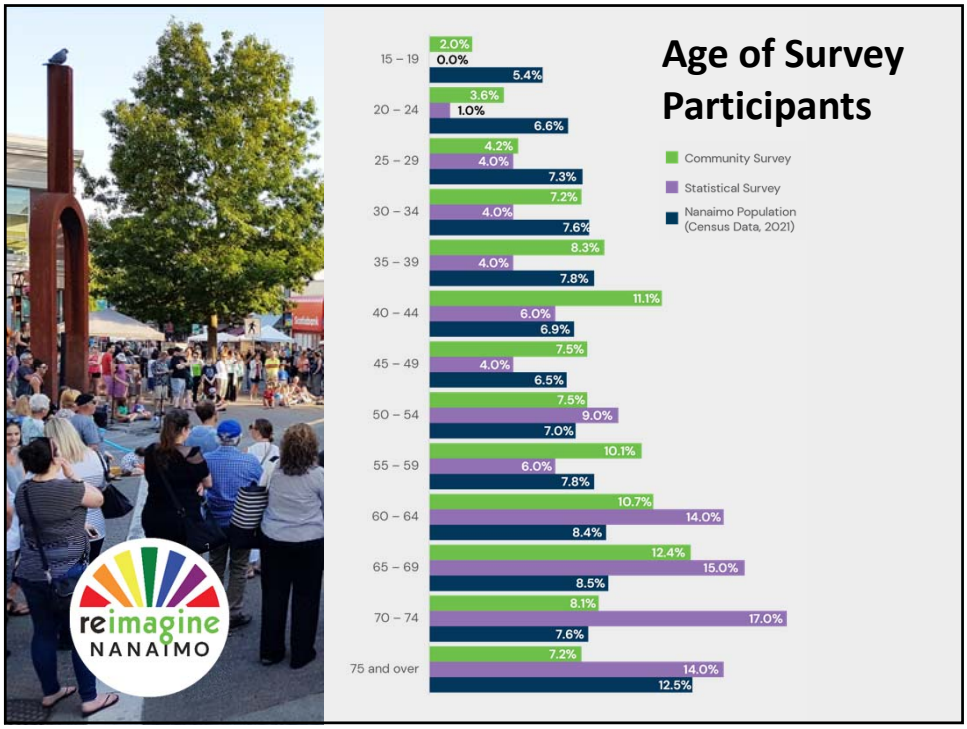
Information Meetings
March 4 - April 8

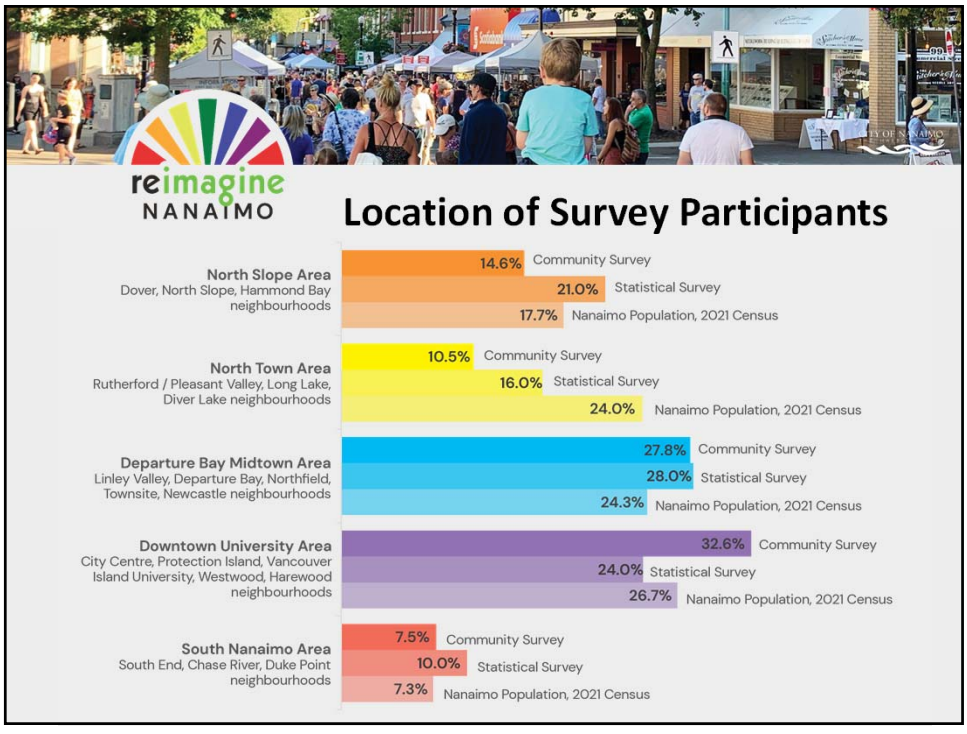


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How the Community Shared Their Feedback




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NANAIMO
Age of Survey Participants
Community Survey
Statistical Survey
Nanaimo Population (Census Data, 2021)
15 – 19
2.0%
0.0%
5.4%
20 – 24
3.6%
1.0%
6.6%
25 – 29
4.2%
4.0%
7.3%
30 – 34
7.2%
4.0%
7.6%
35 – 39
8.3%
4.0%
7.8%
40 – 44
11.1%
6.0%
6.9%
45 – 49
7.5%
4.0%
6.5%
50 – 54
7.5%
9.0%
7.0%
55 – 59
10.1%
6.0%
7.8%
60 – 64
10.7%
14.0%
8.4%
65 – 69
12.4%
15.0%
8.5%
70 – 74
8.1%
17.0%
7.6%
75 and over
7.2%
14.0%
12.5%


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NANAIMO
Location of Survey Participants
North Slope Area
Dover, North Slope, Hammond Bay neighbourhoods
14.6% Community Survey
21.0% Statistical Survey
17.7% Nanaimo Population, 2021 Census
North Town Area
Rutherford / Pleasant Valley, Long Lake, Diver Lake neighbourhoods
10.5% Community Survey
16.0% Statistical Survey
24.0% Nanaimo Population, 2021 Census
Departure Bay Midtown Area
Linley Valley, Departure Bay, Northfield, Townsite, Newcastle neighbourhoods
27.8% Community Survey
28.0% Statistical Survey
24.3% Nanaimo Population, 2021 Census
Downtown University Area
City Centre, Protection Island, Vancouver Island University, Westwood, Harewood neighbourhoods
32.6% Community Survey
24.0% Statistical Survey
26.7% Nanaimo Population, 2021 Census
South Nanaimo Area
South End, Chase River, Duke Point neighbourhoods
7.5% Community Survey
10.0% Statistical Survey
7.3% Nanaimo Population, 2021 Census



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- Phase 3 Engagement Purpose
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General Community Feedback on Directions

+75% SUPPORT

For **79** out of **84** Draft Directions on each the Community Survey & Statistical Survey respectively

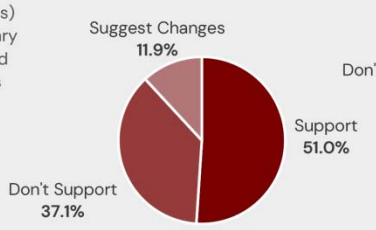
City Living

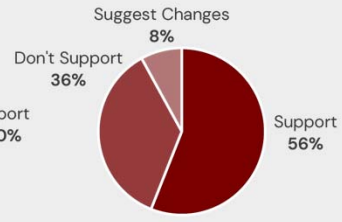
Key Direction	% Support	
	Community Survey	Statistical Survey
Directions with General Support from Participants (+75%)		
Focus Future Growth in Existing Centres	87%	83%
Make Downtown our Primary Urban Centre	78%	75%
Create Secondary Urban Centres around Existing Activity Hubs	81%	87%
Support Smaller Neighbourhood Centres with Local Services	86%	90%
Avoid Large Areas of Surface Parking & Drive-Thrus	77%	76%
Plan Mobility Routes between Centres as Corridors	88%	92%
Define Mixed-use & Residential Corridors in the City	87%	88%
Direction with More Mixed Feedback (<75% Support)		
Support Large-Format Retail that is Designed to be Pedestrian-Friendly and Mixed-use	51%	56%



Key Direction	Community Survey	Statistical Survey
Support Large-Format Retail that is Designed to be Pedestrian-Friendly and Mixed-use		

Support **large-format retail** (i.e., big box stores) in Primary and Secondary Urban Centres, provided that the design enables the walk, roll, cycle, and transit-oriented vision for these areas and is integrated with mixed-use development (i.e., stores integrated with residential, office, other commercial)





What Did Participants' Comments Tell Us?

Support Large-Format Retail that is Designed to Be Pedestrian-Friendly and Mixed-Use

55 COMMENTS	58 COMMENTS	7 COMMENTS	8 COMMENTS
Generally do not support large-format retail	**Support some large-format, but with considerations**	**Desire more large-format retail**	**Other**
• Support local businesses • Do not want more big box stores	• Not Downtown • Not impacting local businesses • Parking impacts are reduced • Design quality and sustainability • Only in existing or key areas areas • Limited size / mixed-use	• Needed / no other options • South Nanaimo • Outlet mall	• Changes due to online shopping • Locate away from Centres / out of town • Avoid residential impacts

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Recommended Refinement Considerations

Support Large-Format Retail that is Designed to Be Pedestrian-Friendly and Mixed-Use

- **Summary:** Majority of comments suggest the primary concern is potential impacts of large-format retail on Urban Centres
- **Recommendation:** Minor refinement of **Policy D4.3.15** to identify additional considerations for sensitively fitting large-format retail into Urban Centres *(see City Plan Amendments)*

Current Policy D4.3.15
Support large format retail in Urban Centres, provided that it is designed in a format consistent with the walk, cycle, and transit-oriented nature envisioned for these areas and integrated within mixed-use developments.

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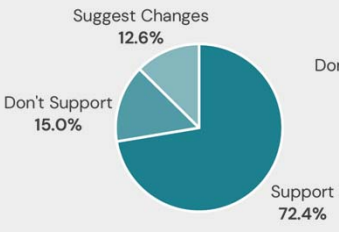
Livable Neighbourhoods

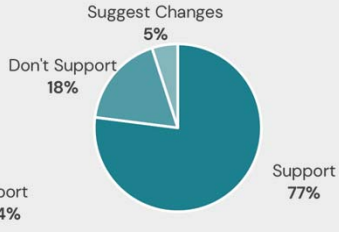
Key Direction	% Support	
	Community Survey	Statistical Survey
Directions with General Support from Participants (+78%)		
Define Neighbourhoods & Suburban Neighbourhoods in the City	78%	78%
Provide Gentle Transitions in Building Forms	85%	83%
Fill Gaps in Neighbourhood-Scale Services	81%	80%
Create a Land Use Designation for the Old City Quarter	82%	86%
Support Parks, Trails, and Walkable Streets in all Neighbourhoods	91%	95%
Secure Spaces for Recreation, Culture & Wellness Programs throughout the Community	91%	95%
Develop Area Plans in Areas Where Growth is Expected and Engage Regularly with all Neighbourhoods on Priorities	88%	89%
Direction with More Mixed Feedback (<75% Support)		
Support Low to Modest Infill in Neighbourhoods	72%	77%



Key Direction	Community Survey	Statistical Survey
Support Low to Modest Infill in Neighbourhoods		

Support **low to modest infill** (a project here and there) in neighbourhoods that considers surrounding context while increasing housing diversity





What Did Participants' Comments Tell Us?

Support Low to Modest Infill in Neighbourhoods

66 COMMENTS	15 COMMENTS	15 COMMENTS	38 COMMENTS	20 COMMENTS
General support for modest infill	**Desire for more infill and density**	**Concerns about infill and density**	**Suggestions to consider for infill**	**Other**
• General support for increasing density where thoughtfully done • Desire for vibrant, compact communities • Support for modest-scale	• Encourage modest to high infill	• Potential impacts: views, character, shade, parking, greenspace	• Natural feature protection • Form and character • Fit with existing neighbourhoods • Engagement	• Increase diversity of housing forms • Incentives

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Recommended Refinement Considerations

Support Low to Modest Infill in Neighbourhoods

- **Summary:** Majority of comments support modest infill, but emphasize the importance of context
- **Recommendation:** Maintain **Policy D4.5.2** as written

Current Policy D4.5.2
Support the development and redevelopment of lands for residential infill to enhance the livability of Neighbourhoods. The design is to take into consideration surrounding context, including architecture, scale, densities, as well as lot and lane configuration.

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Thriving & Creative Downtown

Key Direction	% Support	
	Community Survey	Statistical Survey
Directions with General Support from Participants (+79%)		
Position Downtown as the Cultural Focal Point	84%	84%
Recognize and Protect Built Heritage	85%	87%
Make Downtown Part of the Strategy to Strengthen City Identity	82%	83%
Enhance Community Safety and Wellbeing in the Downtown	79%	87%
Direction with More Mixed Feedback (<75% Support)		
Encourage a Thriving Downtown through Density, Mobility, and Employment	74%	79%

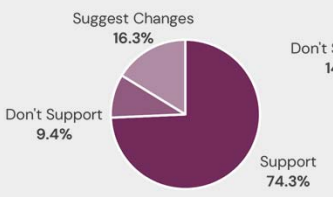


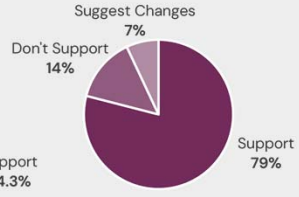
Key Direction	Community Survey	Statistical Survey

Encourage a Thriving Downtown through Density, Mobility, and Employment

Encourage a thriving Downtown as the Primary Urban Centre by:

- Designating Downtown as the highest density and mix of uses, including high-rise buildings in key locations,
- Ensuring Downtown has **transit access and walking, rolling, and cycling routes** that support a critical mass of housing, employment, and civic activities that serve a city-wide and regional function, and
- Encouraging government, businesses, educational services, and other large **employers** to locate in the Downtown.





What Did Participants' Comments Tell Us?

Encourage a Thriving Downtown through Density, Mobility, and Employment

89 COMMENTS	81 COMMENTS	42 COMMENTS	34 COMMENTS
Support Focusing Density, Mobility, Employment Downtown	**Concerns on Focusing Density, Mobility, Employment Downtown**	**Concerns about Social Issues and Public Safety**	**Other Considerations**
• Desire for vibrant activity (e.g., arts, culture, entertainment, etc.) • Support for more businesses / offices • Support investment in active mobility	• Potential impacts of too many high rises (e.g., affordability, views, scale, safety) • Concerns about traffic / parking • Concerns about mobility changes	• Prioritize addressing social issues and public safety	• Encourage density in all Centres (not just Downtown) • Maintain unique identity and character

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Recommended Refinement Considerations - 1

Encourage a Thriving Downtown through Density, Mobility, and Employment

- **Summary:** Concerns about too many high rises within the Downtown
- **Recommendation:** Maintain **policies D4.3.23 and D4.3.24** as written as these together provide guidance on appropriate locations for future high rises in Downtown

Current Policy D4.3.24
Support the following typical building forms: mix of low-rise, mid-rise, and high-rise buildings, typically in mixed-use formats (with ground-floor commercial and residential / office above) or in residential formats.

Current Policy D4.3.23
Use the *Nanaimo Downtown Plan* and *Port Drive Waterfront Master Plan* as the Area Plans for the Downtown Urban Centre providing detailed policy guidance for this area. These documents form part of City Plan.

Recommended Refinement Considerations - 2

Encourage a Thriving Downtown through Density, Mobility, and Employment

- **Summary:** Concerns about social issues affecting Downtown
- **Recommendations:**
  - Add a new policy in **Section D4.3 Centres** to emphasize thoughtful design of future development or improvements in Downtown to support safety and security
  - Refine **Section C3.4 Community Safety & Wellbeing** to recognize the importance of increasing safety and security across the city including Downtown
  - *Proposed changes included in the City Plan Amendments*

Mobility Choice

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Key Direction	% Support	
	Community Survey	Statistical Survey
Directions with General Support from Participants (+77%)		
Strengthen Mobility in Urban Centres	88%	92%
Ensure New Development has Walkable Streets	91%	97%
Efficient Movement of Commercial Goods and Services	91%	98%
Make it Easier to Get Around Without a Car	85%	91%
Invest in Active Mobility Routes	82%	82%
Follow a Vision Zero Approach	77%	82%
Develop Complete Streets	87%	91%
Direction with More Mixed Feedback (<75% Support)		
Manage Parking Supply City-Wide	58%	65%

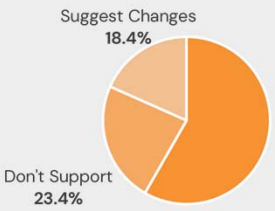


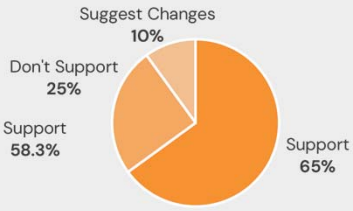
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Key Direction	Community Survey	Statistical Survey

Manage Parking Supply City-Wide

Manage parking supply city-wide and recognize that an abundance of cheap and convenient parking tends to increase vehicle use





What Did Participants' Comments Tell Us?

Manage Parking Supply City-Wide

57 COMMENTS	64 COMMENTS	148 COMMENTS	13 COMMENTS
Generally support managing parking city-wide	**Support managing parking city-wide, with considerations**	**Concerns about managing parking city-wide**	**Other**
• Limit vehicles in some areas (e.g., Downtown) • Gradually reduce parking while increasing other options • Help people choose sustainable modes	• Balance with increasing affordable and convenient transit • Balance with increasing active transportation options • Work to create a balanced mix of transportation options	• Some circumstances / community members require vehicle access • Potential business impacts • Growth of EVs • Commercial activity (e.g., deliveries)	• Diversify parking facilities (e.g., underground, park and ride) • Concerns about active transportation investments

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Recommended Refinement Considerations

Manage Parking Supply City-Wide

- **Summary:** Concerns about over-reduction of parking impacting user groups, businesses, and certain needs
- **Recommendation:** Update **Policy C2.1.7** to focus on sizing parking to continue meeting needs, with priority for those needing it (e.g., people with limited mobility, families), businesses (loading, pick-up), and EVs.
- *Proposed changes included in the City Plan Amendments*

Current Policy C2.1.7
Manage parking city-wide and with recognition that an abundance of cheap and convenient parking tends to increase vehicle use and reliance.

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Affordable City

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Key Direction	% Support	
	Community Survey	Statistical Survey
Directions with General Support from Participants (+79%)		
Encourage a Diverse Range of Housing Options	82%	83%
Work to Combat Rising Unaffordability	79%	85%
Collect Contributions from Development to Support Affordable Housing	85%	88%
Encourage Development along Corridors	87%	95%
Increase Affordable Access to Food	87%	94%
Support Efficient City Services	84%	83%
Encourage Affordable Access to Facilities and Services	86%	89%

Supportive City

Key Direction	% Support	
	Community Survey	Statistical Survey
Directions with General Support from Participants (+85%)		
Encourage Intergenerational Living	90%	91%
Improve Access to Healthy Food	89%	89%
Reduce Risk of Social Challenges	85%	87%
Increase Emergency Preparedness	93%	98%
Create Opportunities for Participation in Recreation, Culture & Wellness	90%	92%

Supportive City

Key Direction	% Support	
	Community Survey	Statistical Survey
Directions with General Support from Participants (+80%)		
Continue Working to Advance Truth and Reconciliation	82%	80%
Increase Community Equity and Inclusivity	88%	89%
Provide Meaningful Engagement Opportunities	85%	88%
Improve Access for All	88%	90%
Increase Housing Diversity	84%	90%

Access to Nature & Outdoor Recreation

Key Direction	% Support	
	Community Survey	Statistical Survey
Directions with General Support from Participants (+79%)		
Maintain an Urban Containment Boundary	83%	83%
Adjust the Urban Containment Boundary in South Nanaimo	79%	80%
Protect Lands with Special Features	91%	93%
Add Parks into Urban Centres	87%	88%
Maintain a Natural Character in the City	93%	92%
Create an Exceptional Recreational Trails Network	93%	93%
Build and Maintain and High Quality Parks System	87%	89%

A Green Approach

Key Direction	% Support	
	Community Survey	Statistical Survey
Directions with General Support from Participants (+76%)		
Reduce Greenhouse Gas Emissions	76%	79%
Build Climate Resiliency	93%	95%
Increase Green Stormwater Management	93%	96%
Promote Sustainable Waste Management	90%	93%
Balance Dark Skies and Community Safety	87%	90%

A Waterfront Identity

Key Direction	% Support	
	Community Survey	Statistical Survey
Directions with General Support from Participants (+85%)		
Continue Extending the Waterfront Walkway	85%	85%
Prioritize Waterfront Lands for Future Parks	90%	92%
Enhance Waterfront Experiences and Amenities	90%	94%
Protect and Enhance Shoreline Environments	96%	98%
Increase Water Absorption	96%	97%
Adapt Waterfronts to Rising Seas	91%	93%
Promote the Waterfront as Part of our Community Identity	87%	91%
Recognize Marine-Oriented Employment and Transportation Needs	86%	88%
Encourage Public Access, Tourism, and Commercial Activity along the Waterfront	88%	93%

Central Hub Identity

Key Direction	% Support	
	Community Survey	Statistical Survey
Directions with General Support from Participants (+80%)		
Invest in Quality Infrastructure	81%	92%
Support a Health Care Centre of Excellence	92%	97%
Continue to Develop our Tourism Potential	84%	87%
Celebrate and Honour First Nations Culture	85%	80%
Make Arts & Culture Visible in the City	88%	90%
Work with First Nations to Protect Archaeological Features	89%	83%
Continue a Heritage Conservation Program	91%	91%
Integrate Public Art into the Community	86%	83%
Create Opportunities for Public Gathering and Celebration	87%	87%
Accelerate Remediation and Adaptive Re-use of Brownfield Sites	93%	95%

Great Businesses & Jobs

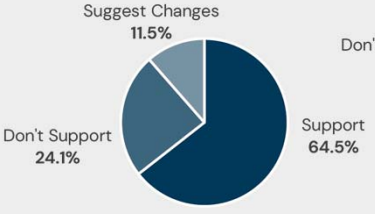
Key Direction	% Support	
	Community Survey	Statistical Survey
Directions with General Support from Participants (+83%)		
Focus Commercial, Institutional, and Office Jobs in Urban Centres	87%	89%
Encourage and Support Eco-Industrial Networks	92%	96%
Encourage Investment in People & the Environment	89%	94%
Attract New Businesses to Nanaimo	84%	83%
Support Growth in the Innovation and Technology Sector	89%	92%
Build our Reputation and Identity	88%	91%
Direction with More Mixed Feedback (<75% Support)		
Increase and Protect Industrial Lands	65%	81%

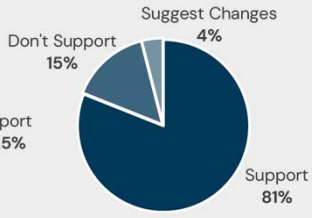


Key Direction	Community Survey	Statistical Survey

Increase and Protect Industrial Lands

Increase the land available for industrial uses, and work to **protect industrial lands** for industry by locating other uses like office, retail, and recreation into other parts of the city (e.g. Centres and Corridors)





What Did Participants' Comments Tell Us?

Increase and Protect Industrial Lands

45 COMMENTS	25 COMMENTS	25 COMMENTS	77 COMMENTS
Generally support increasing and protecting industrial	**Encourage maintaining / using existing industrial**	**Concerns about increasing and protecting industrial**	**Other Considerations**
• Tax base and well-paying jobs • Focus in key areas (e.g., Duke Point)	• Use existing lands more efficiently • Infill these areas • Limit impacts from industry	• Protect lands for other uses • Concerns about conflicts with Doughnut Economics • Concern industry can't be both sustainable and cost effective	• Encourage green / innovative industry • Support business development and procuring good jobs • Strengthen environmental requirements • Encourage mixed-use industrial

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Recommended Refinement Considerations

Increase and Protect Industrial Lands

- **Summary:** Concerns about impacts from industrial activities and desire to shift towards sustainable, forward-thinking models
- **Recommendation:**
  - Maintain draft **Land Use Designations** which focus Industrial Lands expansion to areas that minimize potential impacts to existing urban areas (e.g., Duke Point)
  - Maintain **Policies D4.6.5, D4.6.7, D4.6.8, D4.6.28, C5.2.2, C5.2.5, C5.2.6** as written

Recommended Refinement Considerations

Increase and Protect Industrial Lands

Relevant draft policies in Section D4.6: Industrial Lands

Current Policy D4.6.5
Encourage the use of circular economy principles in industrial areas.

Current Policy D4.6.7
Encourage synergies between industries in Industrial Lands and support businesses in developing an eco-industrial network to share energy, resource use, and waste management.

Current Policy D4.6.8
Recognize that clean, sustainable industrial uses are important for the future and support and encourage industrial businesses to use available technology to reduce water and energy use, reduce greenhouse gas emissions, and eliminate noise, odours, and other emissions.

Current Policy D4.6.28
To maximize the use of Light Industrial Lands, support intensification and efficient use of building space, including multi-storey buildings.

Recommended Refinement Considerations

Increase and Protect Industrial Lands

Relevant draft policies in Section C5.2: Human, Social & Environmental Capital

Current Policy C5.2.2
To enhance human capital, ensure the labour force is being trained to fill the jobs of today and the future by facilitating a greater integration of education / training with the various industry sectors.

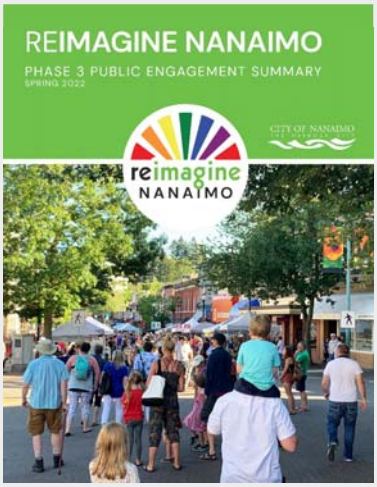
Current Policy C5.2.5
Support business opportunities for a “green” economy including green energy generation and promotion of energy conservation.

Current Policy C5.2.6
Support the development of the circular economy in Nanaimo to build on the principles of Doughnut Economics.



For more detail…

View the full engagement summary at
www.getinvolvednanaimo.ca/Reimagine-Nanaimo





- Phase 3 Engagement Purpose
- Phase 3 Engagement Overview
- Key Learnings
- Next Steps



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Next Steps in Community Engagement

- Community feedback will be considered by Council as part of the City Plan revisions review
- Share the revised draft *City Plan – Nanaimo ReImagined* document with the community as part of the Bylaw Review & Adoption process



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Steering Committee Feedback

- Questions & Feedback?
- Other Comments?



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Hay cep q'a Siem