

OFFICIAL COMMUNITY PLAN UPDATE

Phase 3: What We Heard Report

JUNE 2024



AGENDA

- Project Timeline
- Measures of Success
- Engagement by the Numbers
- What We Heard
 - Vision & Policy Directions
 - Community Mapping
- Next Steps



PROJECT TIMELINE

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Where are we in the planning process?



MEASURES OF SUCCESS

- 10 percent of the population has been informed of the OCP Review
- 6 percent of the population has participated in the OCP Review (1,000 touch points)
- Input has been collected through a wide variety of events and platforms
- Input gathered through the engagement process represents a wide range of perspectives that reflect Prince George's socio-economic diversity
- Input gathered reflects the perspectives of all ages and abilities
- The City's relationships with Lheidli T'enneh First Nation and Urban Indigenous groups have been strengthened through regular communication and meaningful engagement

ENGAGEMENT BY THE NUMBERS

How We Informed

7 social media posts
across **4 platforms**
(**97,000 impressions**)



3 Super Citizens
e-newsletters &
1 Beyond Business
newsletter



(**1,305 impressions** across all editions)

34 radio ads on
2 stations

1 print ad

3 town hall
meetings
46 attendees



1,917
website
visitors



Official Community Plan



Tell us what you think!

The City of Prince George has kicked-off the Official Community Plan (OCP) Review! The existing OCP was adopted in 2011 and a lot has changed since that time.

What is an OCP?

An OCP...

- Communicates a community's vision, goals, and objectives.
- Outlines long-term development plans for a community.
- Guides planning and land use management.

Where are we in the planning process?



GET INVOLVED

Attend a Community Open House

House of Ancestors, 355 Vancouver Street

Tuesday, April 9, 2024
4:30-8:00 PM, Presentation 5:00 PM

Wednesday, April 10, 2024
4:30-8:00 PM, Presentation 5:00 PM

We welcome all feedback. The new OCP will guide growth and development to 2050. Look for opportunities throughout the community to share your thoughts.

To learn more about the OCP Review process visit: www.princegeorge.ca/ocp



URBAN
SYSTEMS

How We Engaged

444 pop-up event attendees
(7 events)

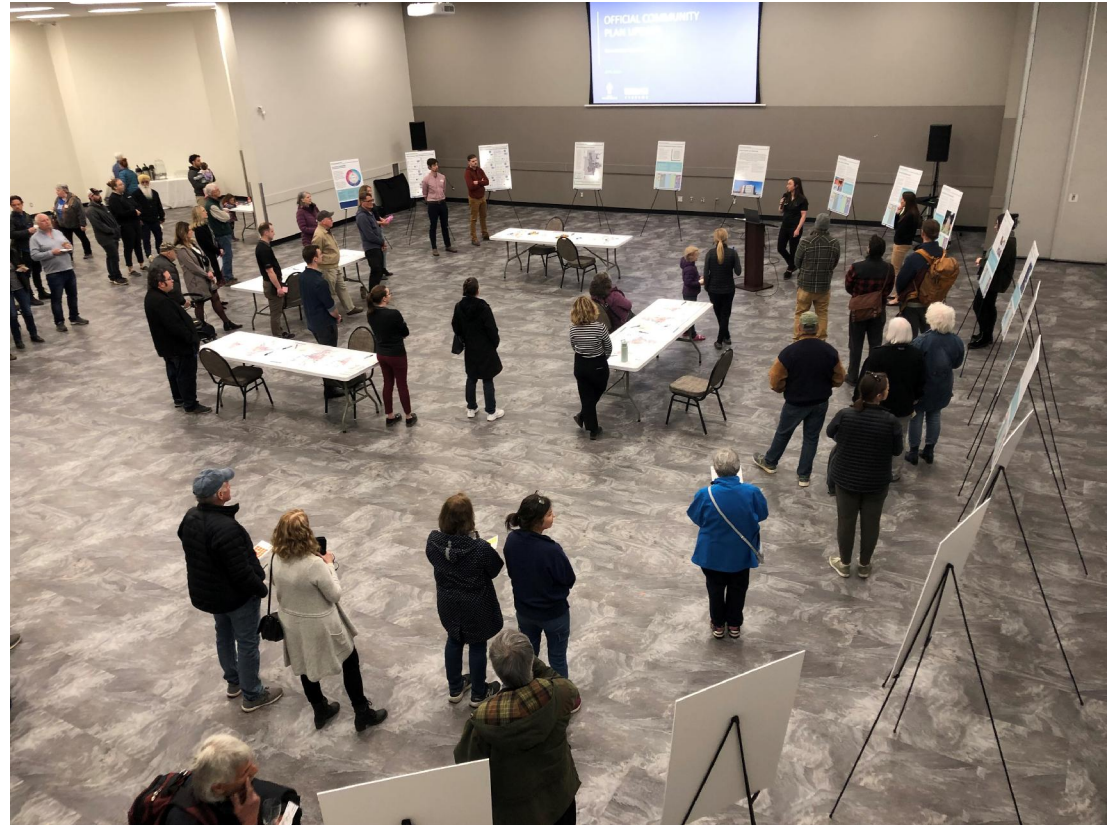
177 community open house attendees
(2 events)



conversations with
Prince George
Secondary students **95**

700+
comments
collected

18
written
submissions

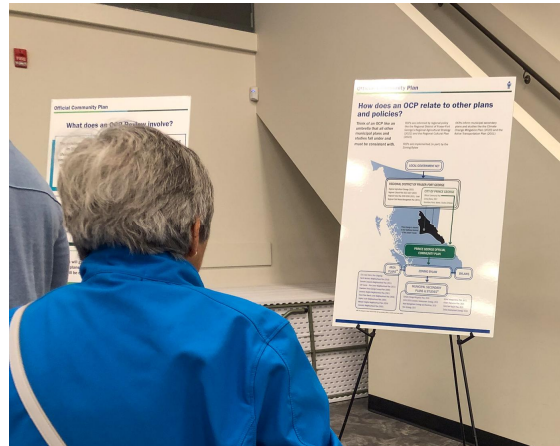
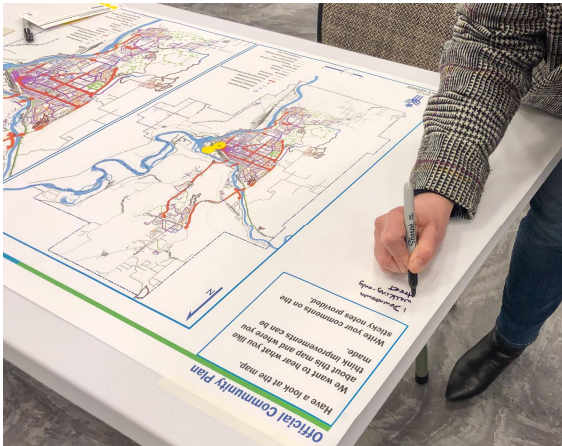


WINTER POP-UP EVENTS

Date	Time	Location	# Attendees
Dec 28, 2023	5:00pm – 8:00pm	CN Centre (Cougars Game)	40
Jan 5, 2024	10:00am – 5:00pm	Pine Centre Mall	98
Jan 13, 2024	5:00pm – 8:00pm	CN Centre (Cougars Game)	76
Jan 26, 2024	10:00am – 5:00pm	Pine Centre Mall	58
Feb 5, 2024	9:00am – 4:30pm	UNBC	80
Feb 12, 2024	1:30pm – 4:00pm	Civic Centre (Golden Age Social)	54
Feb 17, 2024	11:00am – 4:00pm	Downtown Winterfest	38

COMMUNITY OPEN HOUSE EVENTS

- 2 Community Open House events: April 9 & April 10
- Hosted at the House of Ancestors
- ~177 community members



WHAT WE HEARD

KEY THEMES

ACROSS ALL ENGAGEMENT ACTIVITIES

- Protect, enhance, and connect parks and open spaces
- Prioritize pedestrian and cycling infrastructure in transportation and mobility planning
- Provide more housing options in more areas, particularly for seniors
- Prioritize active transportation to action our environmental protection and climate preparedness plans
- Protect and enhance riparian areas, green corridors, and tree cover
- Prioritize infill development and density in growth management

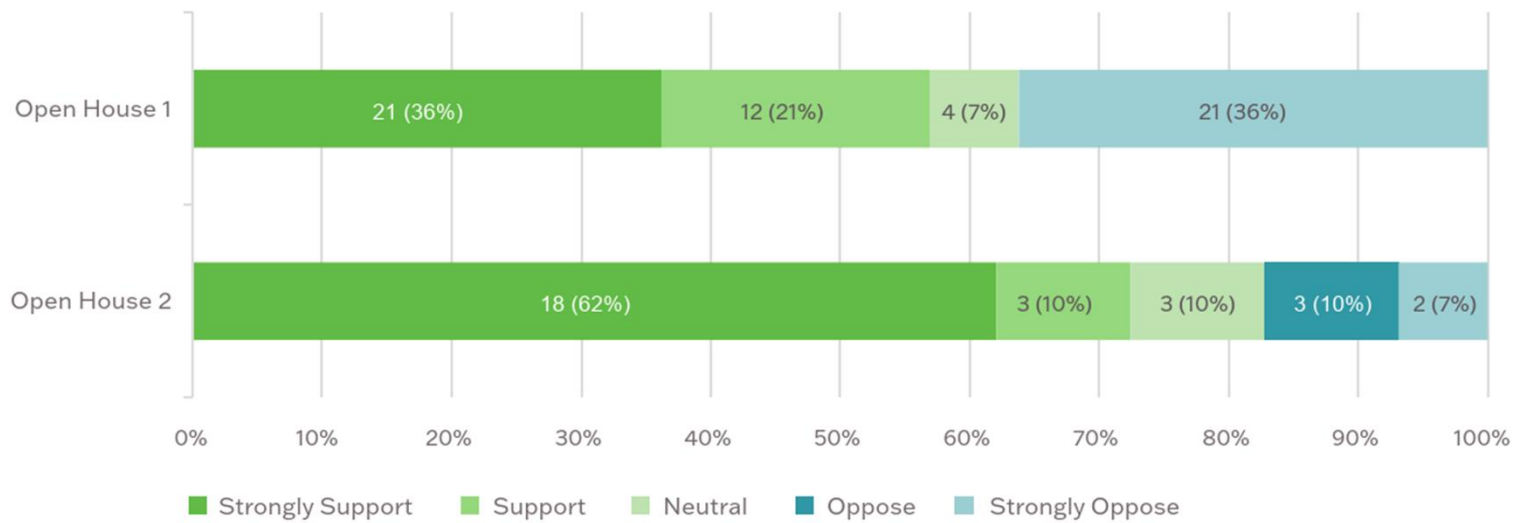


OCP VISION

“As BC’s northern capital, Prince George is a thriving community with a vibrant downtown, and attractive neighbourhoods that offer a range of housing options. Our local economy is strong, diverse, and attractive to new businesses and emerging technologies. Surrounded by natural beauty, Prince George is a green community with a well-connected system of parks, trails, and protected natural areas. Residents young and old enjoy a high quality of life in a community that values reconciliation, accessibility, and affordability.”

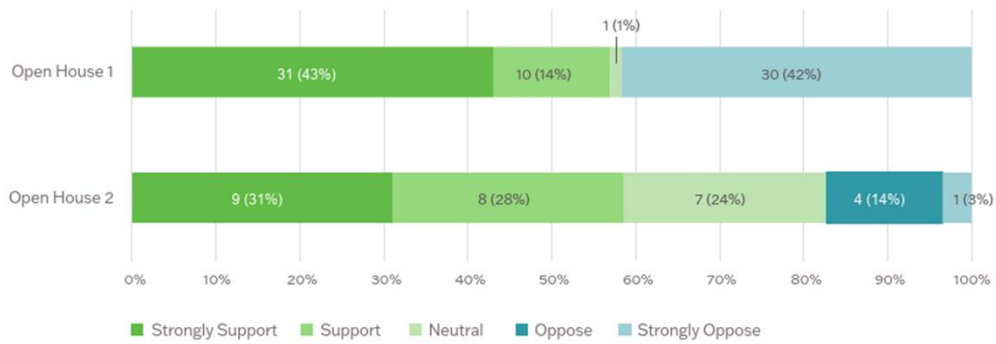
OCP VISION

LEVEL OF SUPPORT FOR THE PROPOSED OCP VISION

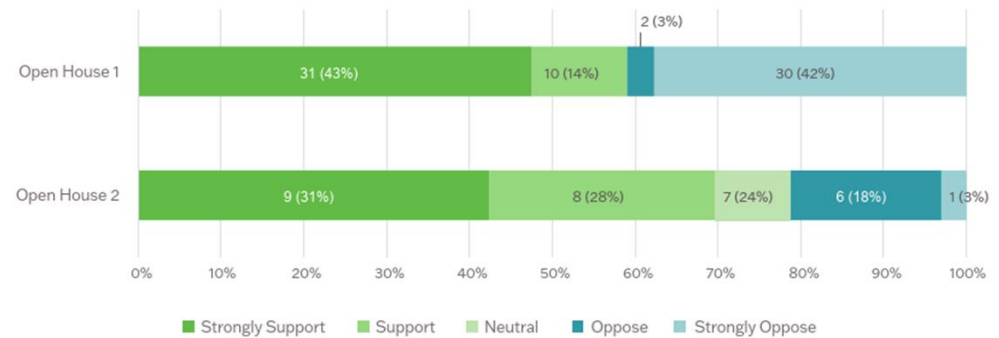


OCP POLICY DIRECTIONS

LEVEL OF SUPPORT FOR THE PROPOSED HOUSING POLICY DIRECTION

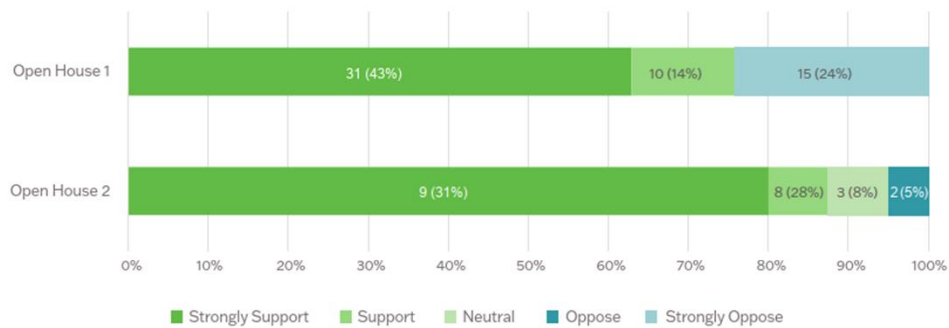


LEVEL OF SUPPORT FOR THE PROPOSED ENVIRONMENTAL PROTECTION & CLIMATE PREPAREDNESS POLICY DIRECTION

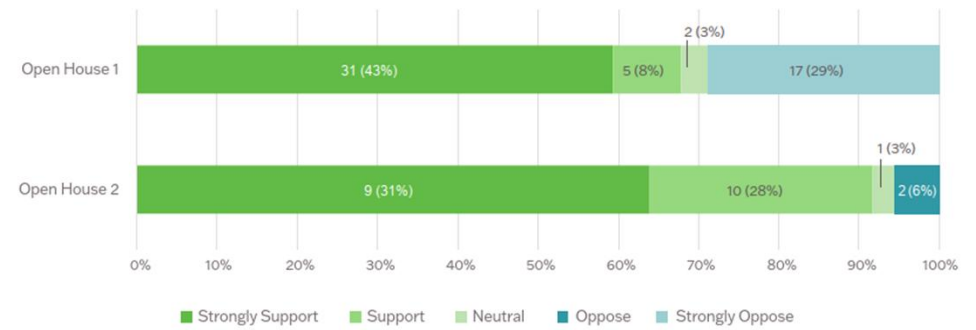


OCP POLICY DIRECTIONS

LEVEL OF SUPPORT FOR THE PROPOSED PARKS & OPEN SPACES POLICY DIRECTION

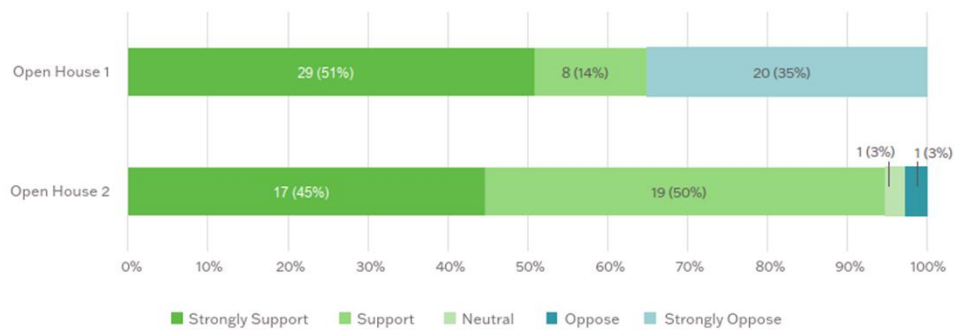


LEVEL OF SUPPORT FOR THE PROPOSED INFRASTRUCTURE POLICY DIRECTION

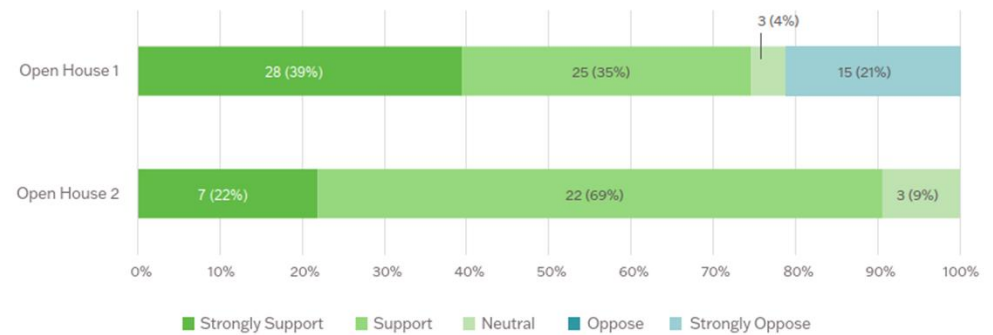


OCP POLICY DIRECTIONS

LEVEL OF SUPPORT FOR THE PROPOSED AGRICULTURE & FOOD SYSTEMS POLICY DIRECTION

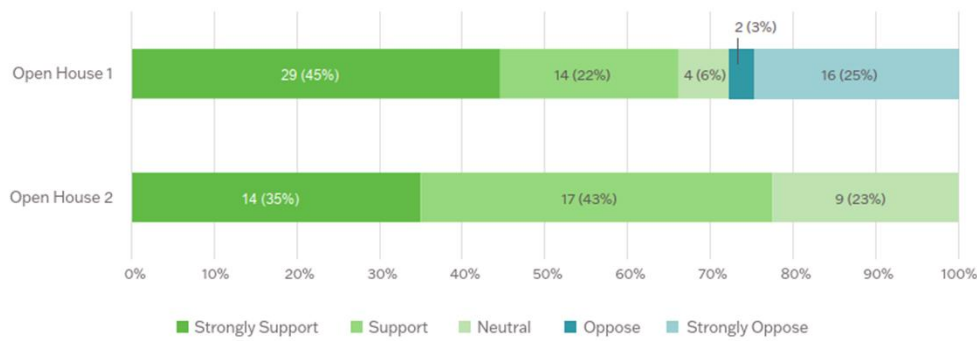


LEVEL OF SUPPORT FOR THE PROPOSED ECONOMIC DEVELOPMENT POLICY DIRECTION

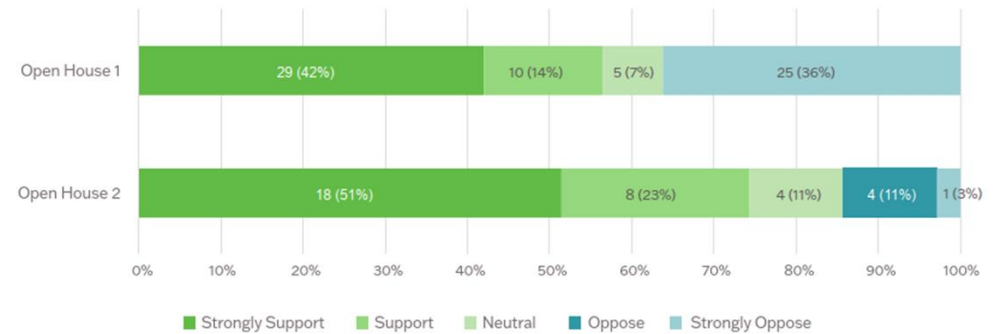


OCP POLICY DIRECTIONS

LEVEL OF SUPPORT FOR THE PROPOSED ARTS, CULTURE & HERITAGE POLICY DIRECTION

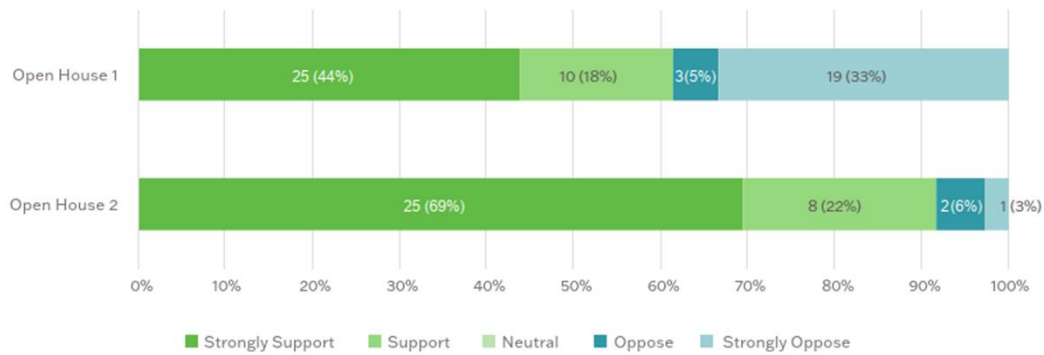


LEVEL OF SUPPORT FOR THE PROPOSED TRANSPORTATION & MOBILITY POLICY DIRECTION



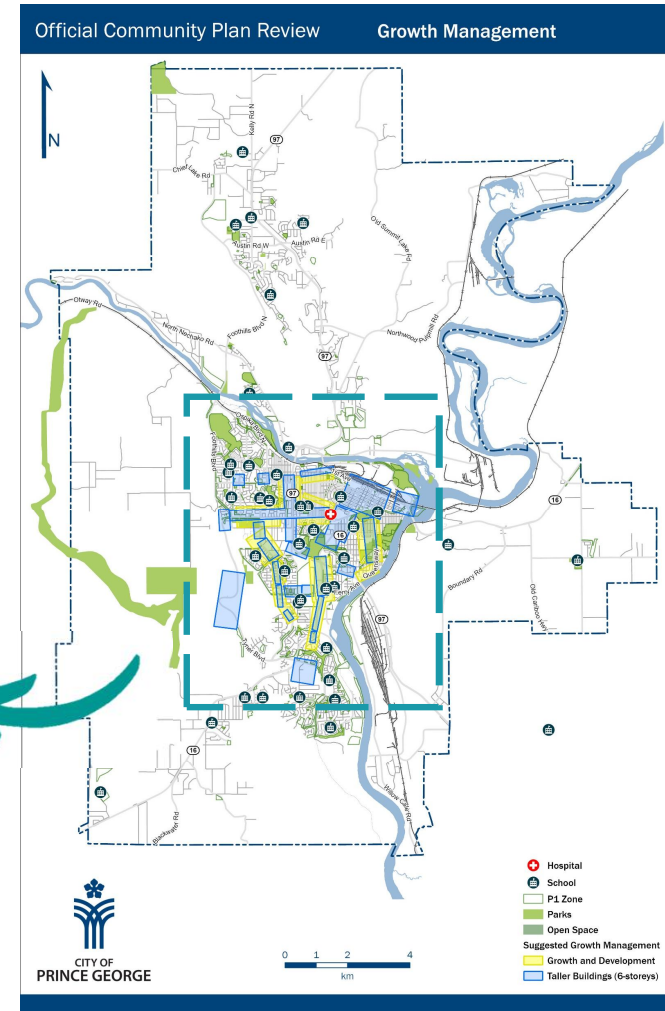
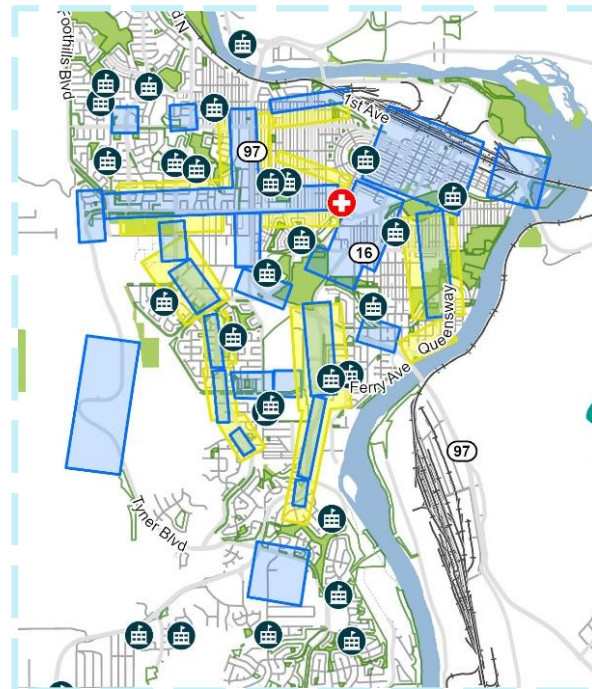
OCP POLICY DIRECTIONS

LEVEL OF SUPPORT FOR THE PROPOSED GROWTH MANAGEMENT POLICY DIRECTION



COMMUNITY MAPPING

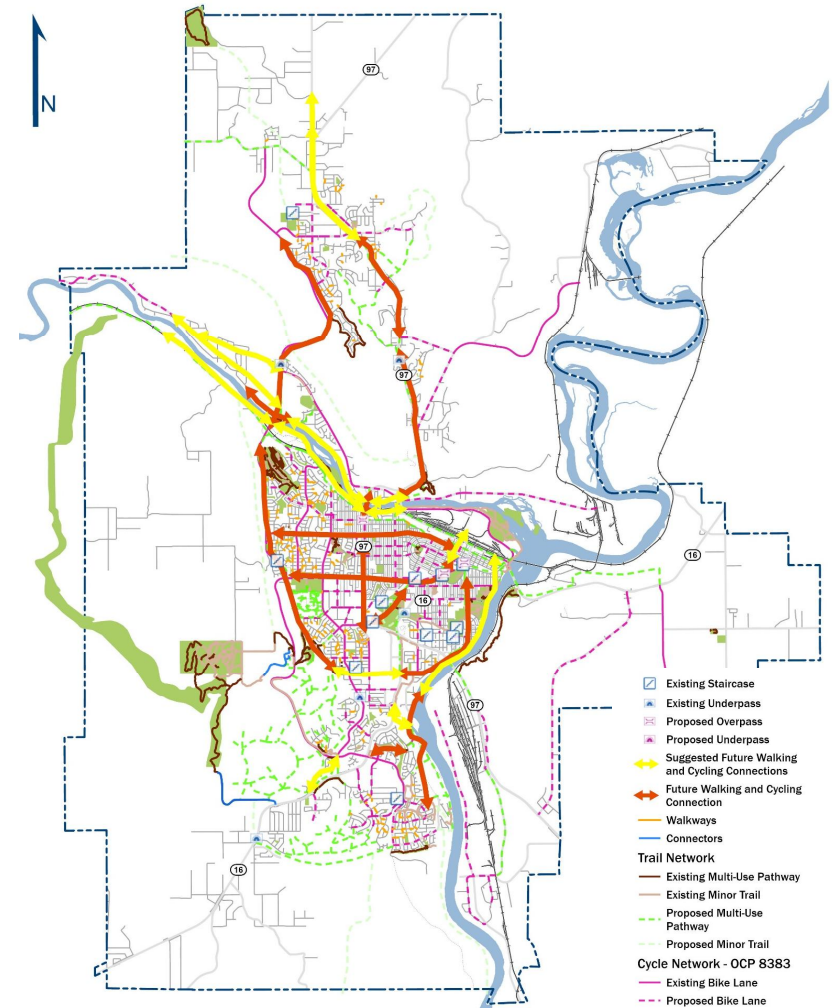
GROWTH MANAGEMENT



COMMUNITY MAPPING

CONCEPTUAL WALKING & CYCLING NETWORK

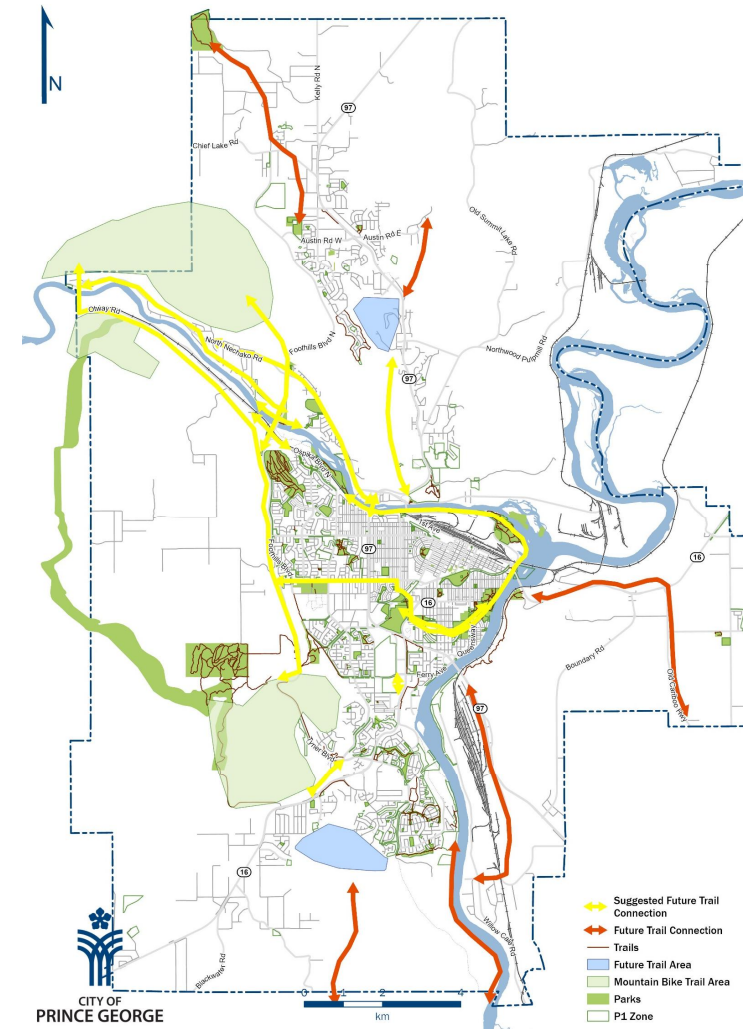
- More walking and cycling connections
 - Downtown, University, parks, riverfronts
- Safer crossings and traffic calming
- More, wider, and protected bike lanes
- Secure bike storage
- Widen, improve, and maintain sidewalks
- Pedestrian only areas downtown



COMMUNITY MAPPING

CONCEPTUAL PARKS & OPEN SPACE NETWORK

- Community gardens and food growing spaces
- Upgrade playgrounds
- Create sports field in open space north of Ospika
- Infill vacant lots with parks
- Include greenspace in new developments
- More parking at trailheads



NEXT STEPS

NEXT STEPS

PLANNING

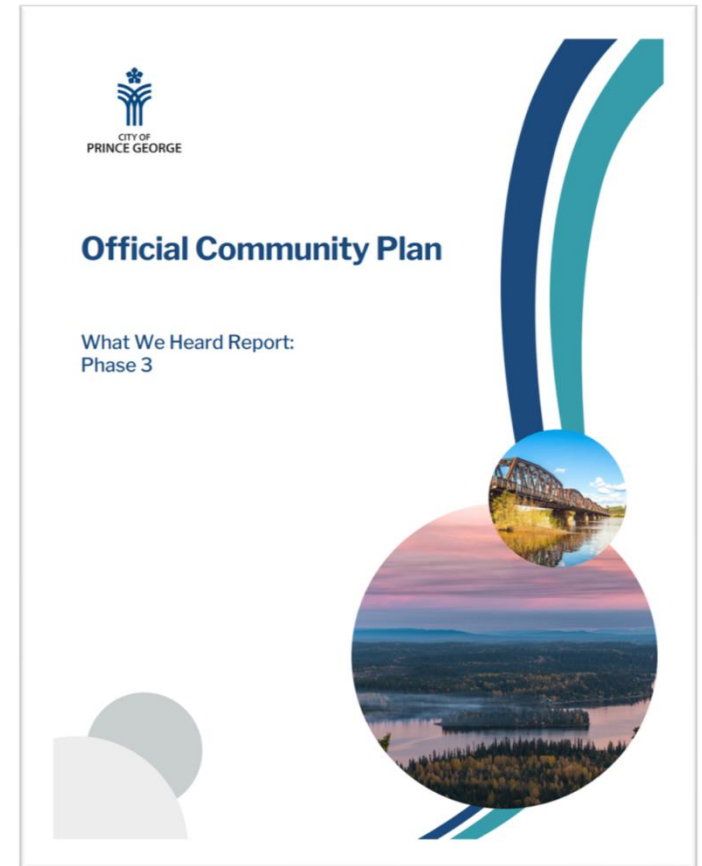
- Collaborate with municipal staff on draft policies - Summer
- Launch Phase 4: Final OCP & Approval Process - September
 - Refine OCP objectives and policies
 - Finalize OCP
 - Progress through approvals process
 - Target Council Approval: December 2025



NEXT STEPS

COMMUNICATION / ENGAGEMENT

- Post “What We Heard Report: Phase 3” on project webpage
- Set a Public Launch Date for Phase 4
- Draft Communications
- Community Survey – September
- What We Heard Report: Phase 4



THANK YOU!
