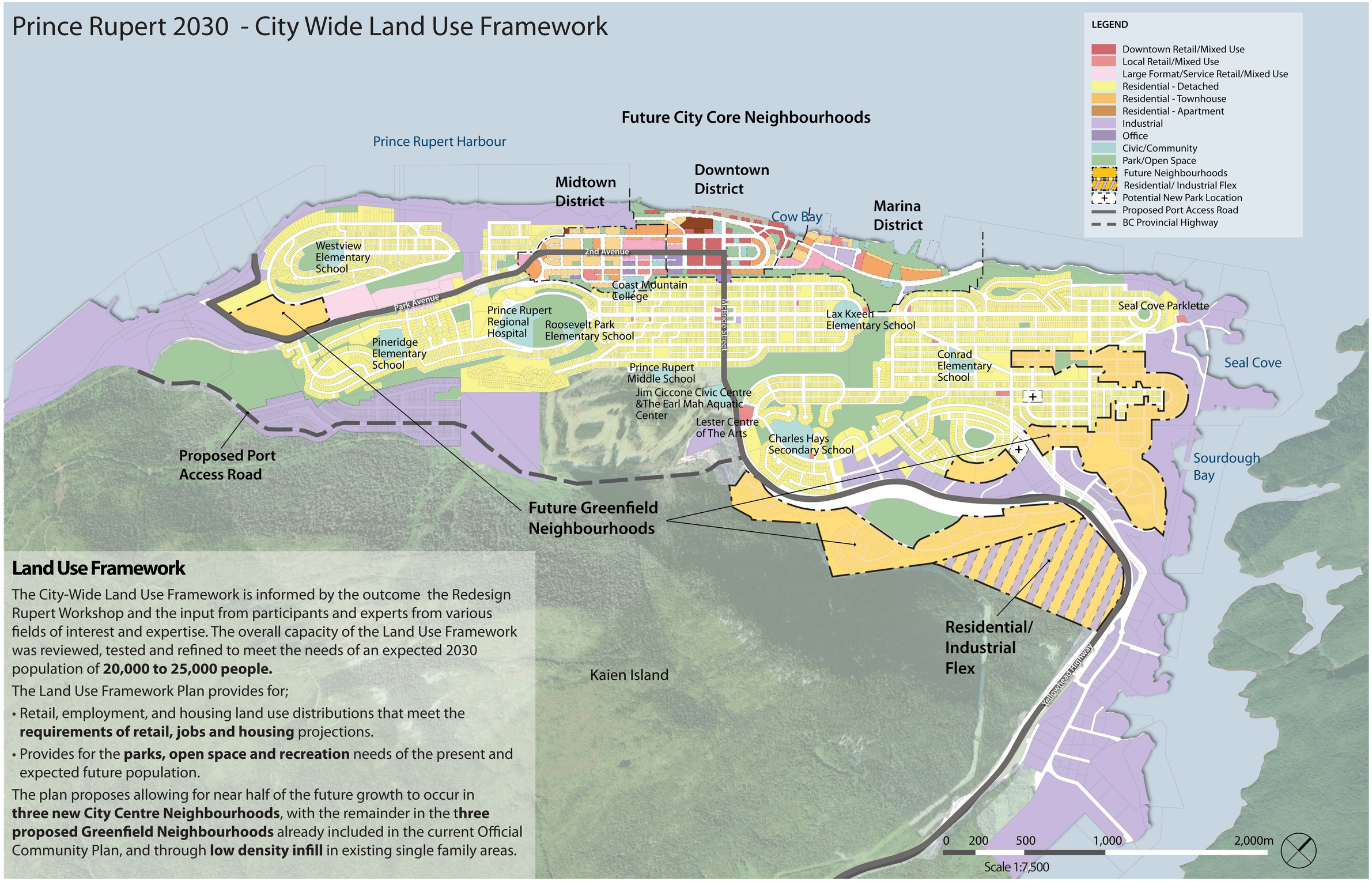
# Prince Rupert 2030 The Vision - Illustrative Aerial View




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# Prince Rupert 2030 The Vision - City WideVision

## Prince Rupert 2030 - City Wide Land Use Framework




### Land Use Framework

The City-Wide Land Use Framework is informed by the outcome the Redesign Rupert Workshop and the input from participants and experts from various fields of interest and expertise. The overall capacity of the Land Use Framework was reviewed, tested and refined to meet the needs of an expected 2030 population of **20,000 to 25,000 people.**

The Land Use Framework Plan provides for;

- Retail, employment, and housing land use distributions that meet the **requirements of retail, jobs and housing** projections.
- Provides for the **parks, open space and recreation** needs of the present and expected future population.

The plan proposes allowing for near half of the future growth to occur in **three new City Centre Neighbourhoods**, with the remainder in the t**hree proposed Greenfield Neighbourhoods** already included in the current Official Community Plan, and through **low density infill** in existing single family areas.

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# Prince Rupert 2030 The Vision - City Wide Vision

## Population Growth Projections and Vision Plan Capacity

Population targets were informed by projections provided by the City and the Port Authority, and also allowed for the possibility of some additional growth .

The Vision Plan produced in the workshop was tested and refined to allow for this projected growth and allow for a range and mix of housing types that may be expected in the future.

These figures and targets are estimates only. Actual outcomes may vary depending on future planning and development decisions and market conditions. There is flexibility in the Vision Plan to allow for refinements in the future.

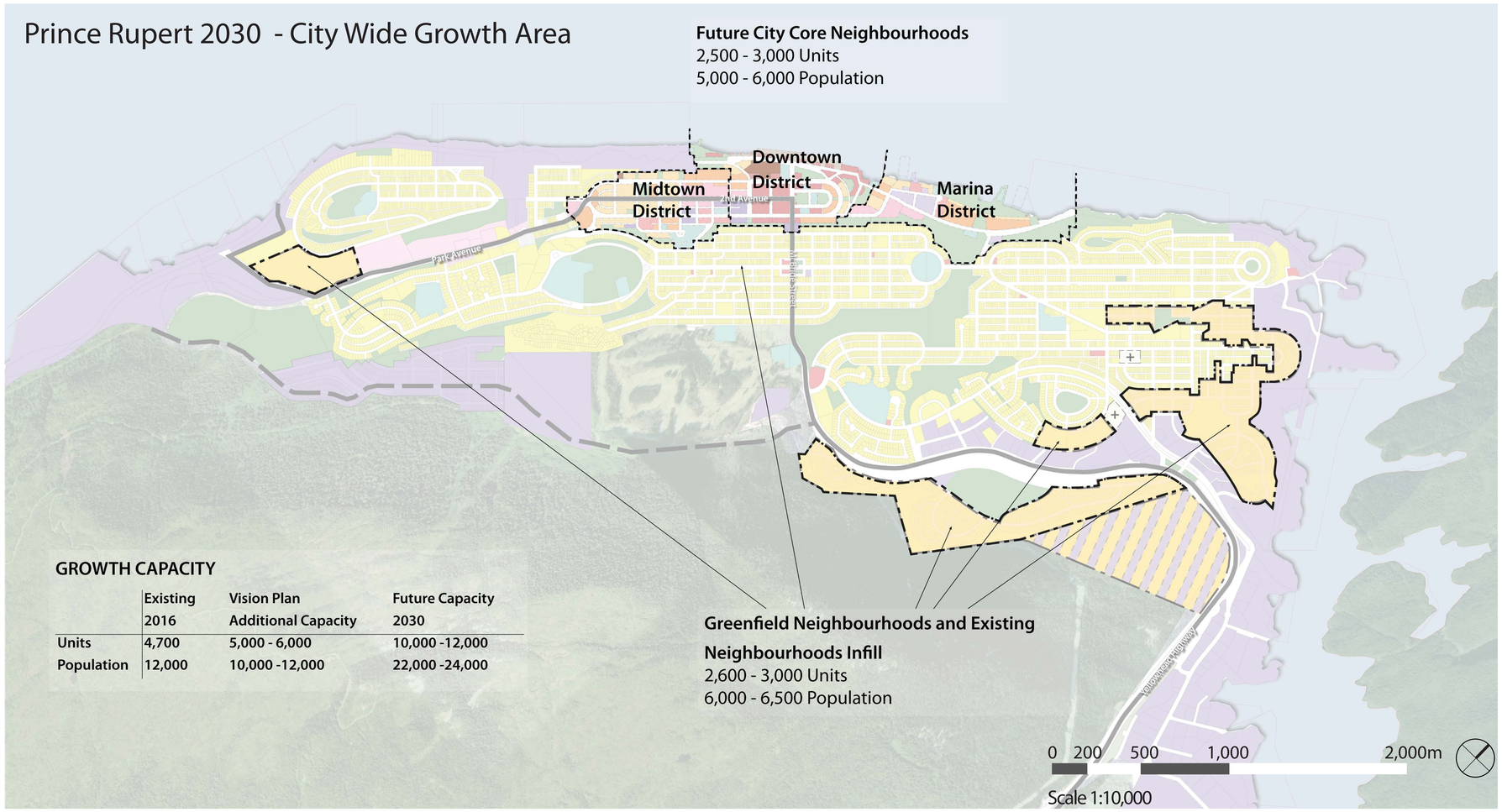
## 2030 Plan Growth Capacity Estimate:

| Units | 2016 | % | Vision 2030 New Growth Capacity | | | % | Total Capacity 2030 | % |
|---|---|---|---|---|---|---|---|---|
| | | | City Core | Greenfield & Infill | Total Additional | | | |
| Apartment | **800** | 17% | 2,000 - 2,400 | - | **2,000 - 2,400** | 25 - 35% | **2,800 - 3,200** | 25 - 30% |
| Townhouse | **1,200** | 24% | 500 - 600 | 500 - 600 | **1,000 - 1,200** | 15 - 25% | **2,200 - 2,400** | 20 - 25% |
| Detached | **2,700** | 58% | - | 2,600 - 3,000 | **2,600 - 3,000** | 45- 60% | **5,300 - 5,700** | 45 - 60% |
| **Total Units** | **4,700** | **100%** | **2,500 - 3,000** | **2,600 - 3,000** | **5,000 - 6,000** | **100%** | **10,000 - 12,000** | **100%** |
| **Population** | **12,000** | | **5,000 - 6,000** | **6,000 - 6,500** | **10 ,000-12,000** | | **22 ,000- 24,000** | |
| **Jobs** | **5,600** | | | | **3,000-5,000** | | **8,000-10,000** | |

## Growth Areas

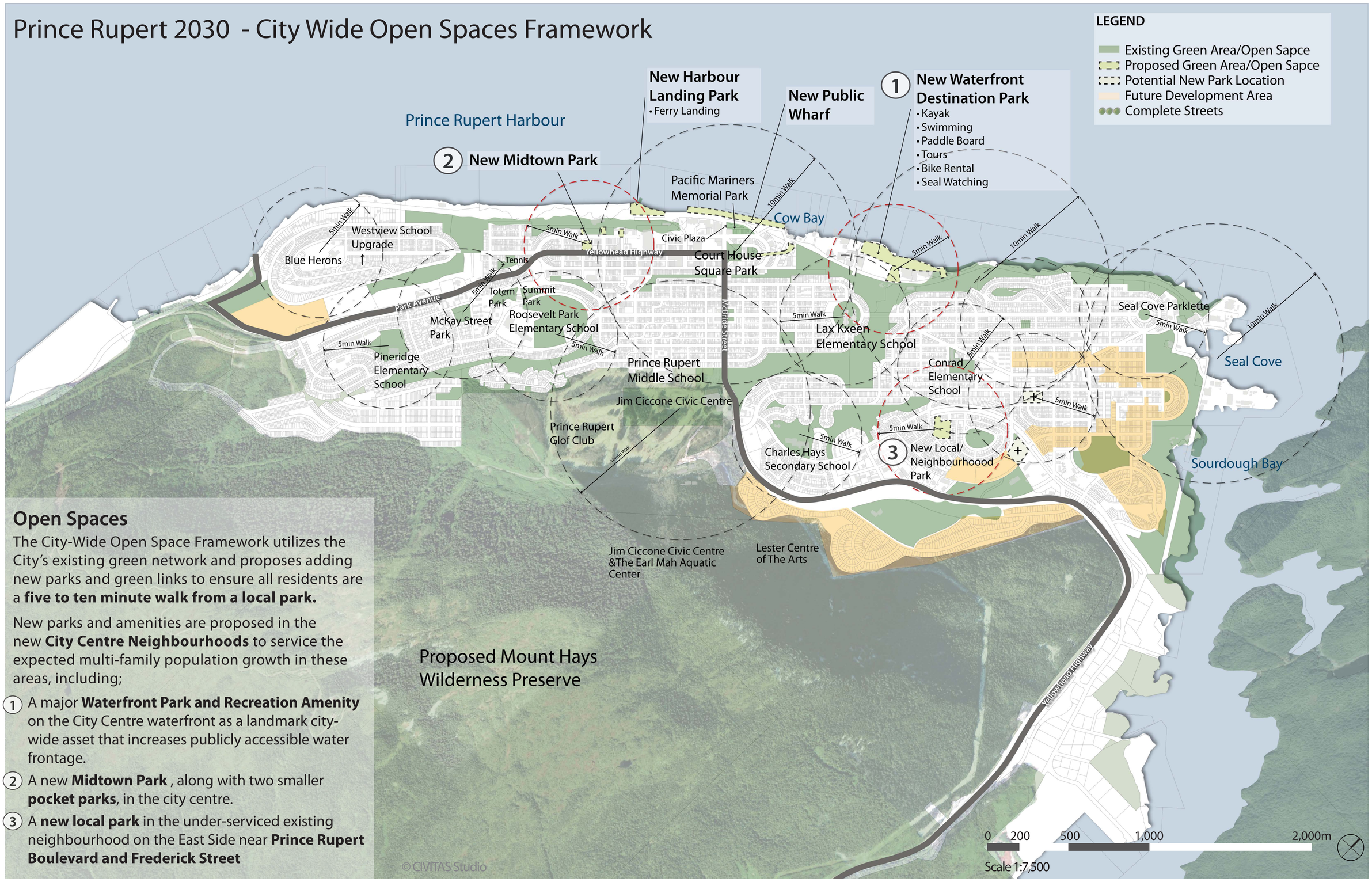
The 2030 Vision proposes providing for new population growth in **two sets of areas;**

- Three new **City Centre Neighbourhoods** providing low to medium density, townhouse and apartment housing choices accommodating 5,000 - 6,000 people in 2030.
- Three future **Greenfield Neighbourhoods and Existing Neighborhoods Infill**, providing low to medium density, detached and townhouse choices, accommodating 6,000 - 6,500 people in 2030.




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# Prince Rupert 2030 The Vision - City Wide Vision




## Open Spaces

The City-Wide Open Space Framework utilizes the City's existing green network and proposes adding new parks and green links to ensure all residents are a **five to ten minute walk from a local park.**

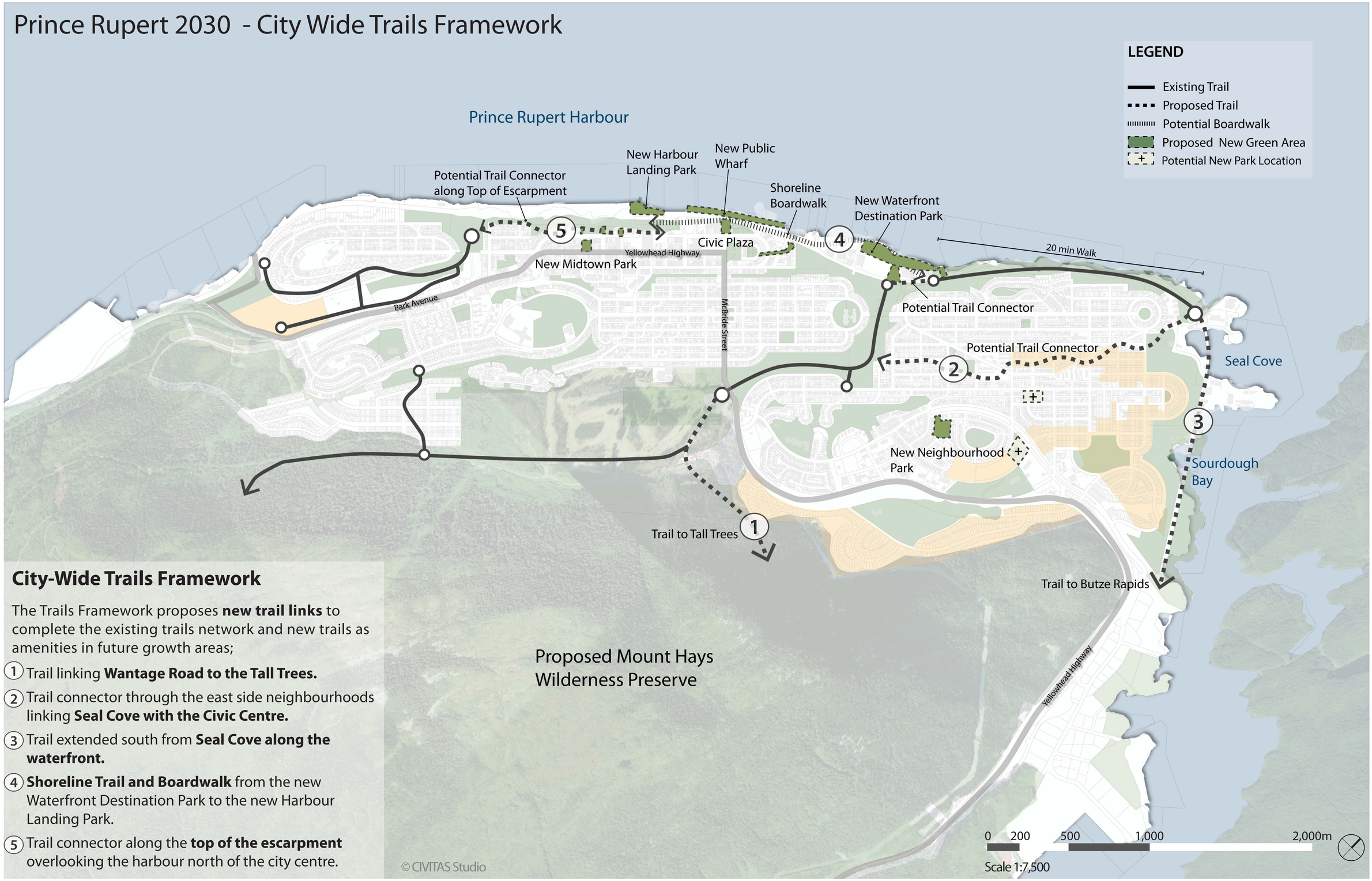
New parks and amenities are proposed in the new **City Centre Neighbourhoods** to service the expected multi-family population growth in these areas, including;

1. A major **Waterfront Park and Recreation Amenity** on the City Centre waterfront as a landmark city-wide asset that increases publicly accessible water frontage.
2. A new **Midtown Park** , along with two smaller **pocket parks**, in the city centre.
3. A **new local park** in the under-serviced existing neighbourhood on the East Side near **Prince Rupert Boulevard and Frederick Street**

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# Prince Rupert 2030 The Vision - City Wide Vision

## Prince Rupert 2030 - City Wide Trails Framework




### City-Wide Trails Framework

The Trails Framework proposes **new trail links** to complete the existing trails network and new trails as amenities in future growth areas;

1. Trail linking **Wantage Road to the Tall Trees.**
2. Trail connector through the east side neighbourhoods linking **Seal Cove with the Civic Centre.**
3. Trail extended south from **Seal Cove along the waterfront.**
4. **Shoreline Trail and Boardwalk** from the new Waterfront Destination Park to the new Harbour Landing Park.
5. Trail connector along the **top of the escarpment** overlooking the harbour north of the city centre.

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# Prince Rupert 2030 The Vision - City Core Vision

## Inner City Land Use Capacity

Population and job targets were assigned to the new City Centre neighbourhoods as part of the City-Wide Framework process that distributed expected future growth.

The floor area capacity, per use, of the City Centre Vision Plan was estimated using 3D computer massing models. Population capacity was based on expected unit size and persons per unit for each unit type (apartment, townhouses and detached). Employment capacity was based on typical job per square metre standards for retail, office and industrial employees . The plan is conceptual at this stage and these figures are estimates only. Actual outcomes may vary depending on future planning and development decisions and market conditions.

The following assumptions on unit size, person per unit and jobs per square metre were used:

**Assumptions used in calculating units and population per square metre of Gross Floor Area** (Source: current Prince Rupert housing and population information- 2016 Census )

| | Average Gross Unit Size | Average Persons per Unit |
|---|---|---|
| Apartment | 100 sm | 2.0 |
| Townhouse | 150 sm | 2.2 |
| Detached | 250 sm | 2.3 |

**Assumption used in calculating jobs per square metre**
(Source: CIVITAS experience/ Colliers studies)
Office: 4.5 employees per 100 sm
Retail : 2 employees per 100 sm
Industrial: 1.5 employees per 100 sm
Hotel: 2 jobs per hotel room
Civic/Institutional/Educational Facilities: 2 jobs per 100 sm

### 2016 City Centre Existing

| Units | Population | Jobs |
|---|---|---|
| 170 | 450 | 1,000-1,200 |

### 2040 City Centre Capacity Estimate

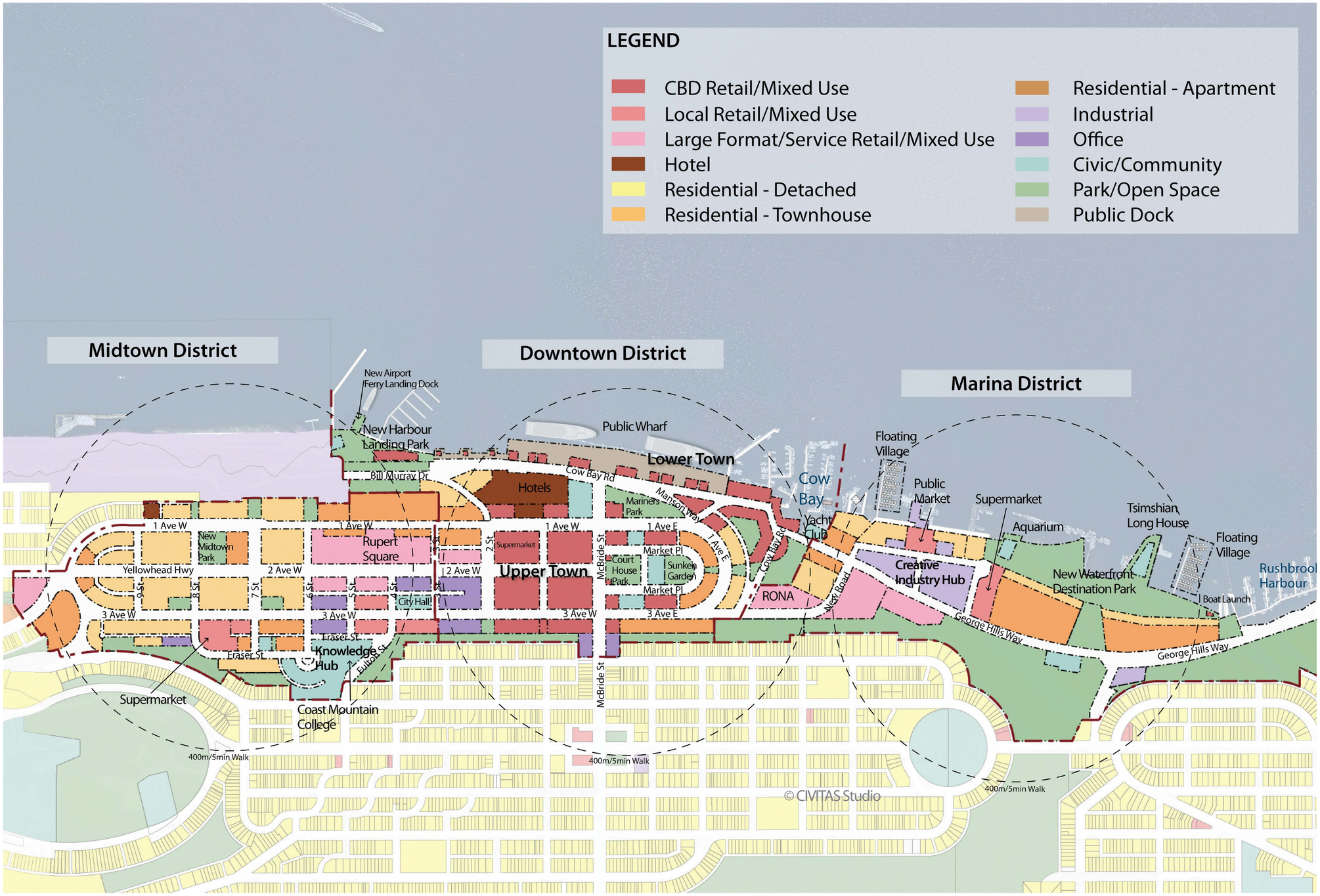
| Typology | Gross Floor Area (sm) | Units | % | Population | Jobs |
|---|---|---|---|---|---|
| **Apartment** | 200,000 - 270,000 | 2,000 - 2,400 | 80-90% | 4,000 - 4,800 | - |
| **Townhouse** | 70,000 - 80,000 | 500 - 600 | 15-20% | 1,000 - 1,200 | - |
| **Total Residential** | **250,000 - 270,000** | **2,500 - 3,000** | **100%** | **5,000 - 6,000** | **-** |
| **Retail** | 70,000 | | | | 1,500 |
| **Office** | 65,000 | | | | 3,000 |
| **Industrial** | 20,000 | | | | 300 |
| **Hotel** | 25,000 | | | | 100 |
| **Other** | 30,000 | | | | 600 |
| **Total Non-Residential** | **210,000** | | | | **5,500** |
| **GRAND TOTAL** | **460,000 - 480,000** | **2,500 - 3,000** | | **5,000 - 6,000** | **5,500** |

# Prince Rupert 2030 The Vision - City Core Vision

## Land Use Framework

The Land Use Framework proposes;

- A **vibrant, compact and walkable mixed use core** right-sized with an informed balance of retail, employment, jobs and community amenities.
- Areas for **future job growth** adjacent to the core.
- Providing a residential housing mix that responds to the **expected demographic projections and targets.**
- Providing a **variety of open spaces** ensuring all residents are within a **five-minute walk** from a park, green space and/or amenity.




Scale 1:3,000@A0

## Prince Rupert 2030 - City Core Land Use Framework

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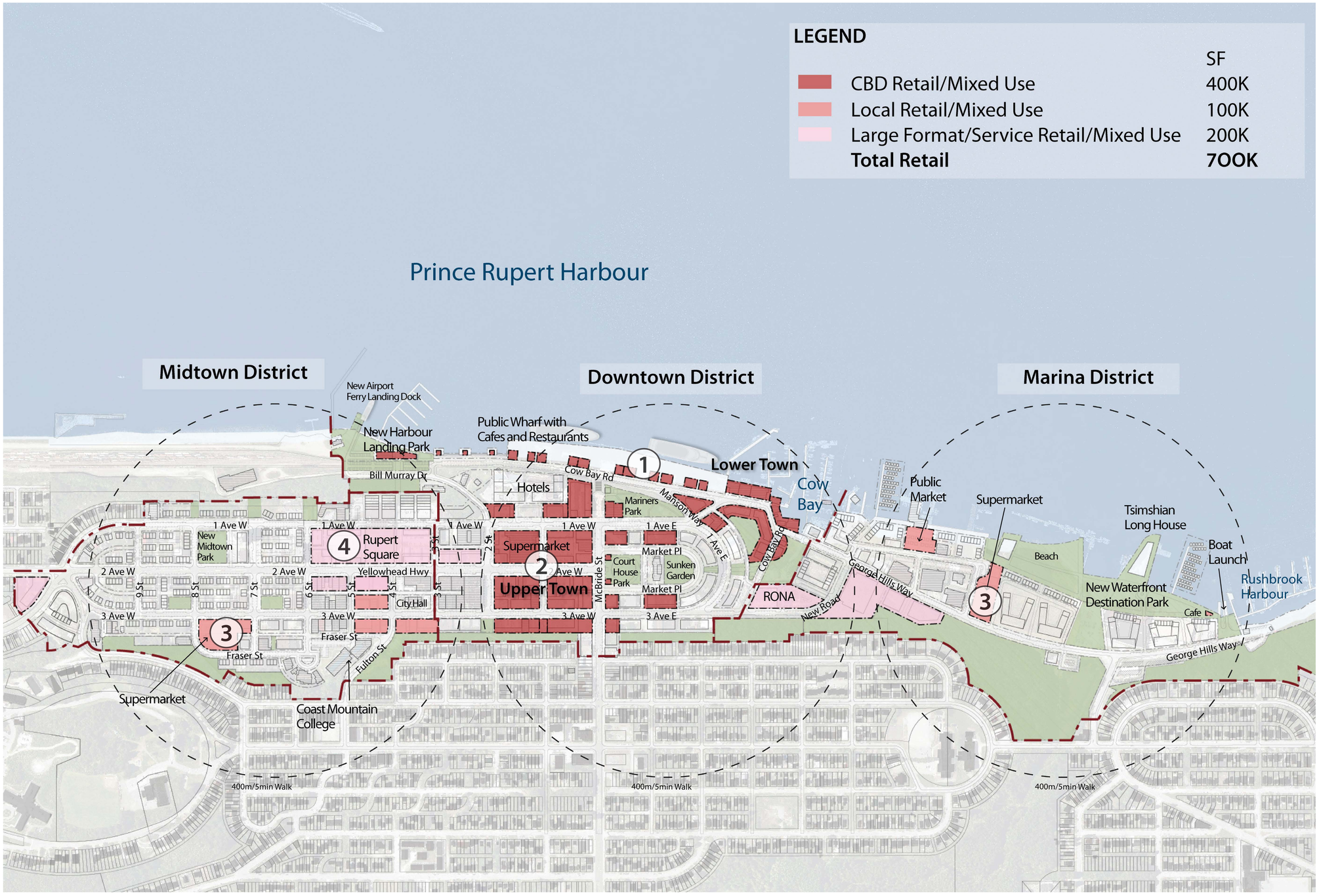
# Prince Rupert 2030 The Vision - City Core Vision

## Retail Framework

Retail Vision is sized for a 2030 trade area population of between 25,000 to 35,000, resulting in a retail demand of **700,000 sf.**

The Vision proposes;

- A concentrated **Downtown Core: 400,000 sf**, including;
  - (1) Lower Town: waterfront food and beverage/tourist offer.(100,000 sf)
  - (2) Upper Town Regional weekly/daily shopping, active street retail. (300,000 sf)
- (3) **Two Neighbourhood Retail nodes**: 40,000-50,000 sf each, not to complete with the Core.
- (4) **Large Format/Service Retail Area: 200,00 sf;**
  - Non-active retail; large format stores, furniture/appliance showrooms, building supplies, home supplies, auto supplies, office supplies, and personal services.




Scale 1:3,000@A0

## Prince Rupert 2030 - City Core Retail Framework

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# Prince Rupert 2030 The Vision - City Core Vision

## Job Space Framework

The Vision provides **adequate employment space** to respond to retail/service **spin-off jobs from port job growth** and also allows for the possibility of additional job growth from any successful **employment growth/economic development strategies;**

1,000 - 1,200 jobs in Inner City today

400 - 500 new port spin-off jobs

3,000 - 3,500 extra job capacity

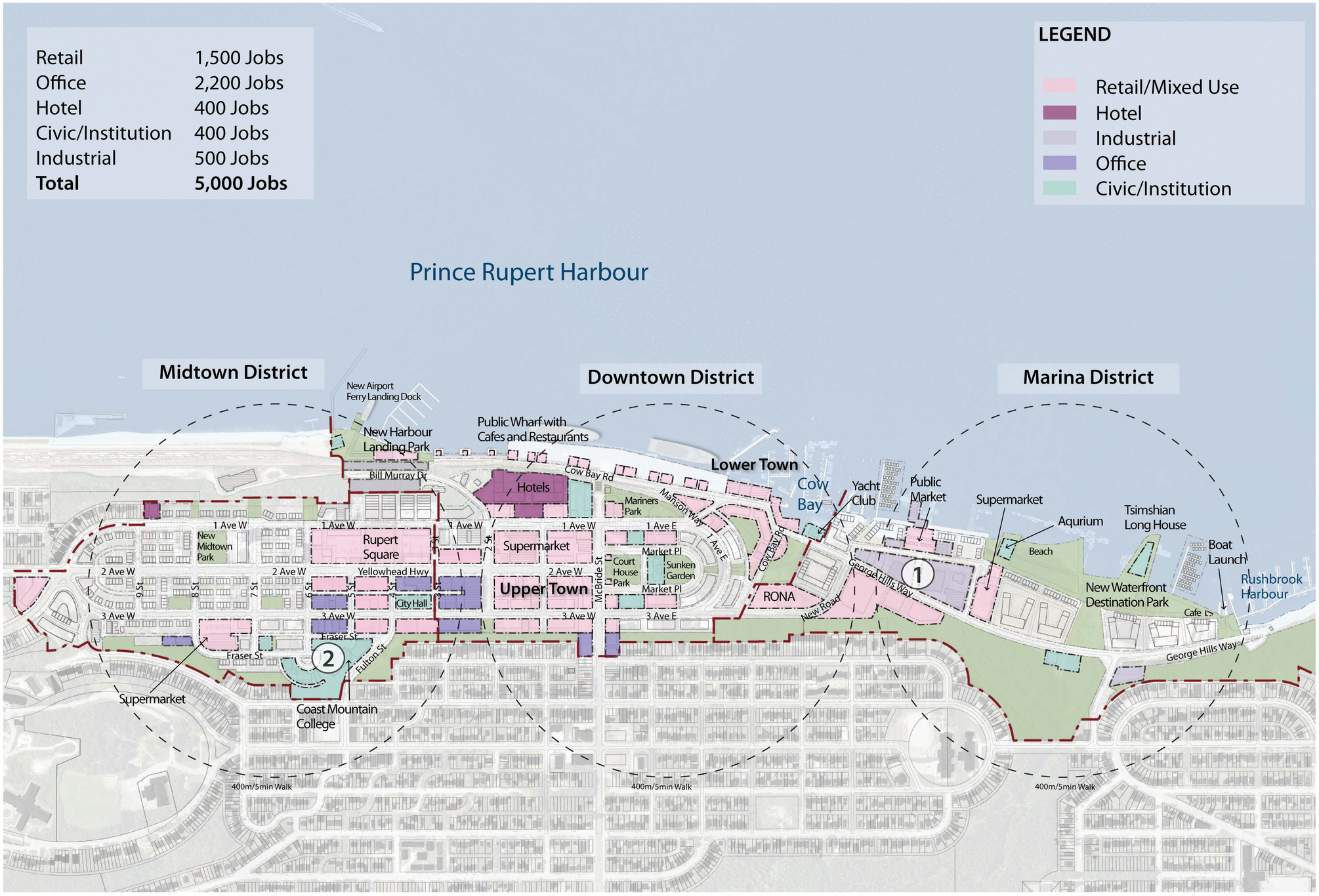
**± 5,000 jobs total capacity**

The Vision proposes;

- **Concentrating jobs** in and around the Downtown Core to create a **balanced & vibrant centre.**
- Creating **Incubator Clusters** where inter-related enterprises can interact and share knowledge;

① **Creative Industry Hub**: on the waterfront.

② **Knowledge Hub:** between the Downtown Core and Coast Mountain College.




Scale 1:3,000@A0

## Prince Rupert 2030 - City Core Office/ Employment Framework

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# Prince Rupert 2030 The Vision - City Core Vision

## Residential Framework

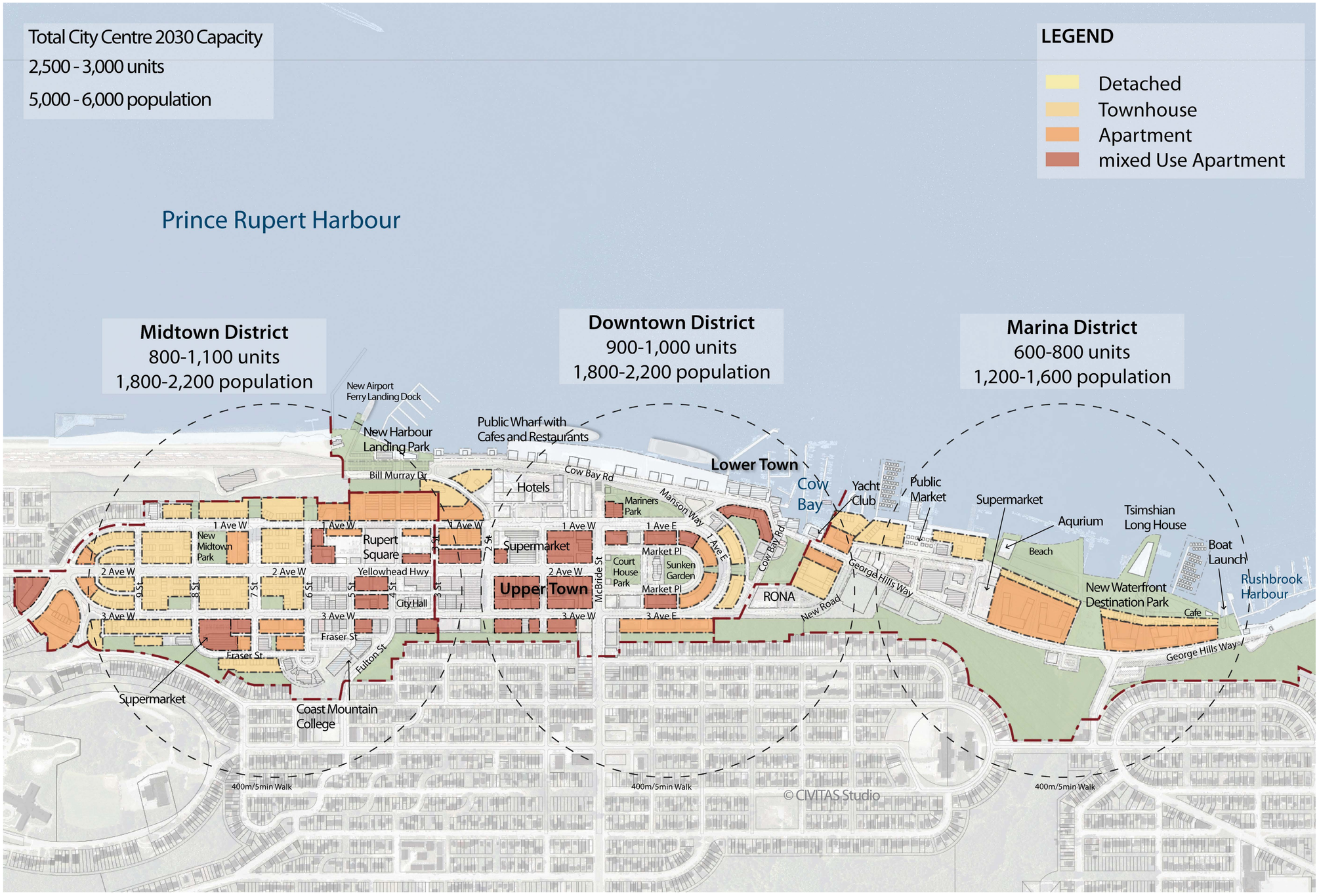
The Vision will provide the **capacity and range of housing choices** needed to accommodate a significant portion of the expected 10 year growth of Prince Rupert:

- 2,500 to 3,000 units
- 5,000 to 6,000 people

Allows for a **range of possible housing mix** outcomes:

- 80-90% apartment
- 15-20% townhouse

The Vision is a guide and has the **flexibility** to allow for **refinements in the future.**




## Prince Rupert 2030 - City Core Residential Framework

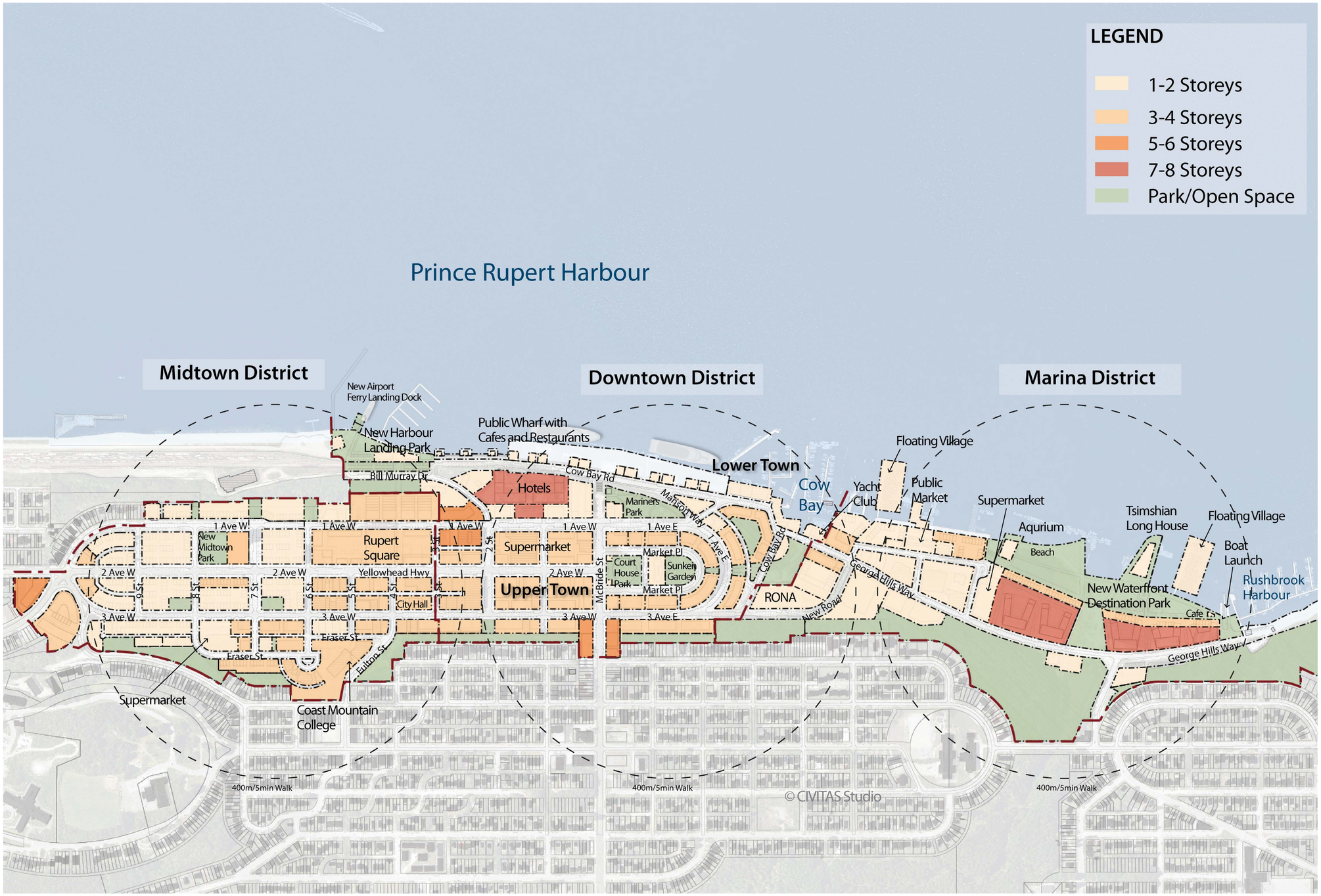
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# Prince Rupert 2030 The Vision - City Core Vision

## Building Heights Framework

- A maximum **four storey buildings** throughout the City Centre neighbourhoods, except for an allowance of up to **eight storeys in the Marina District**, and **six storeys** at the **Hotels zone** on 1st Avenue and **six storeys** at the **McBride Avenue gateway to the downtown.**
- Concentrating higher buildings in the new Downtown Core with a **density transect** of lowering densities and heights toward the existing single family areas west of the City Centre.




Scale 1:3,000@A0

## Prince Rupert 2030 - City Core Building Heights Framework

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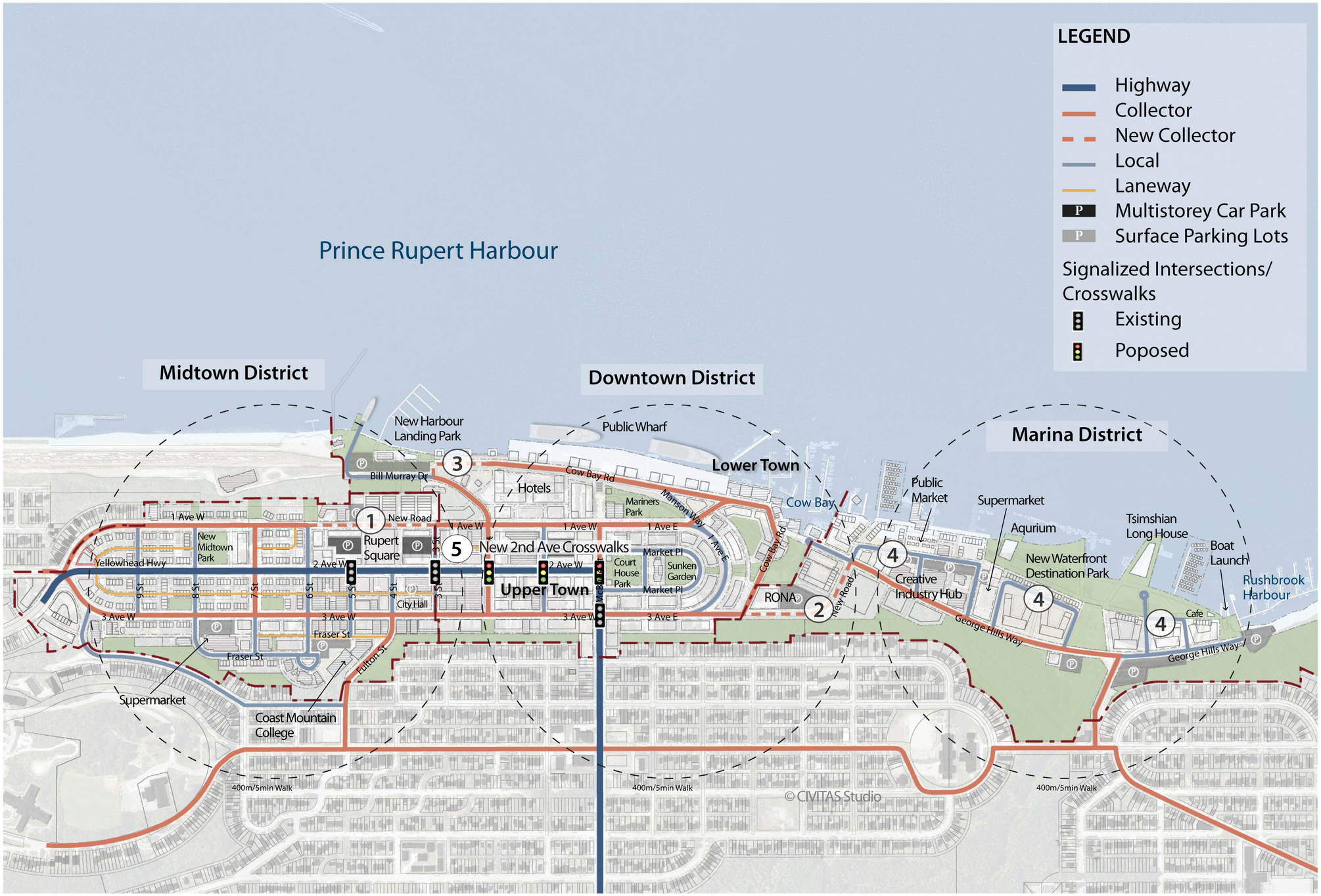
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# Prince Rupert 2030 The Vision - City Core Vision

## Streets Framework

The proposed **street network** respects the existing **fine-grain street grid** of the Brett and Hall plan, completing and repairing it in key places while maintaining a fine grain network of diverse street types to allow for maximum **permeability, connectivity and walkability**.

1. **Completed 1st Avenue connection** through the Rupert Mall parcel if/when it redevelops due to future demand.
2. **Extended 3rd Avenue** link to George Hill Way and the Marina District.
3. **Extended Cow Bay road**, along the proposed new Public Wharf, to Bill Murray Drive completing an **Upper Town through Lower Town loop.**
4. **New local roads** to serve the **Marina District**
5. **Traffic-Calmed 2nd Ave** with additional signals




## Prince Rupert 2030 - City Core Streets Framework

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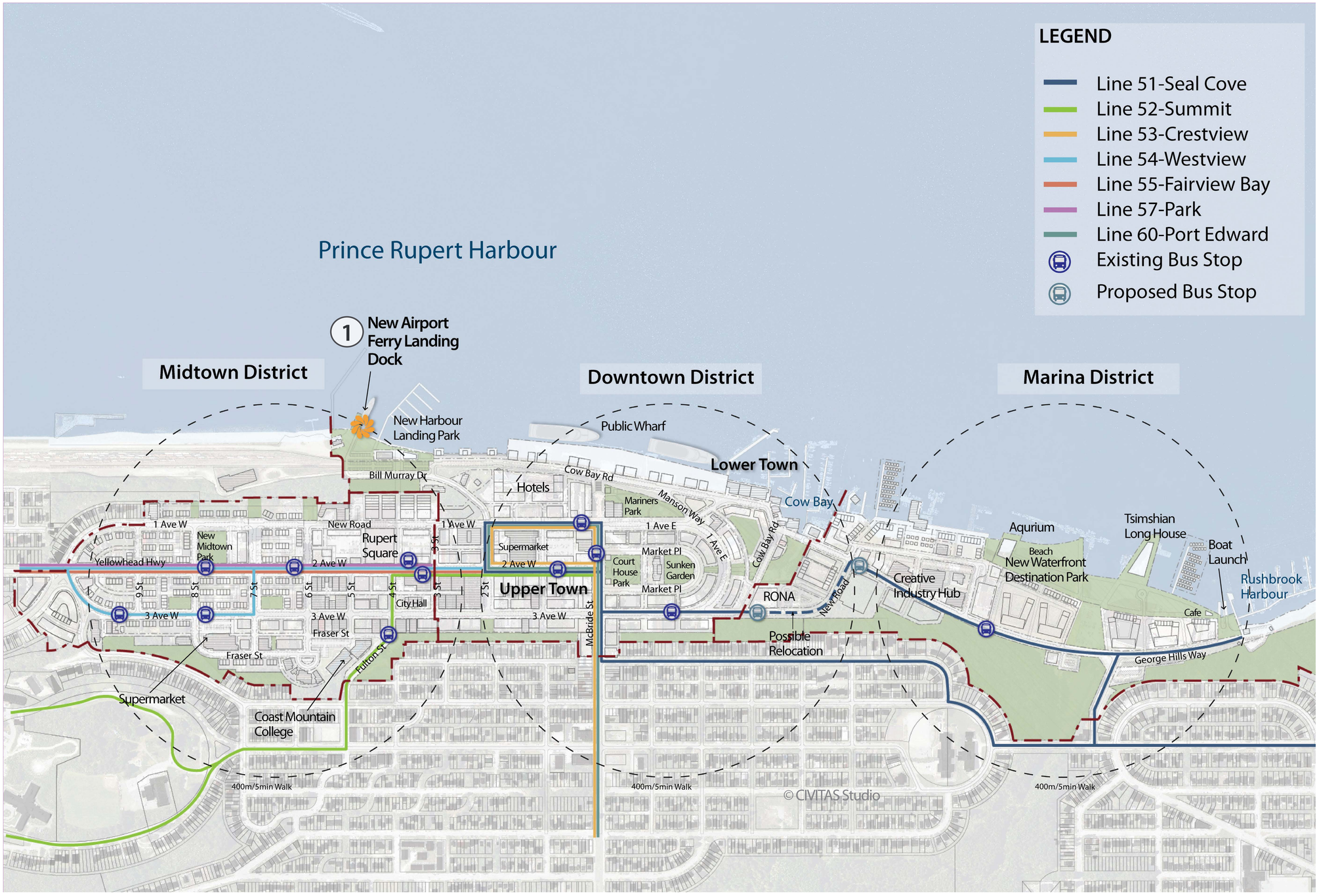
# Prince Rupert 2030 The Vision - City Core Vision

## Transit, Ferry and Framework

Current bus network fully serves the proposed City Centre neighbourhoods - **no new routes are required.**

**Ferry:**

1. **New Airport Ferry Landing** at Harbour Landing Park foot of Bill Murray Way to **enhance the visitor arrival experience.**




Scale 1:3,000@A0

# Prince Rupert 2030 - City Core Transit, Ferry and Seaplane Framework

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# Prince Rupert 2030 The Vision - City Core Vision

## Parks and Open Space Framework

**A variety of quality green spaces and amenities**, key in attracting multi-family residents, shoppers, job spaces and tourists;

1. **Major Waterfront Park:** a city-wide asset including amenities such as; beach, splash park, kayak launch, playground, event area with band-shell, gardens, plazas, and aquarium.
2. **New Public Wharf** - expanded cruise ship dock, cafes & restaurants, customs/ visitor centre
3. **New McBride Plaza** including stairway/funicular to the waterfront.
4. **Enhanced Courthouse Park;** with improved landscape and cafe kiosks
5. **New Midtown Park;** within a five minute walk of residents of Midtown residents
6. New smaller **Pocket Parks.**
7. **New Harbour Landing Park;** with green space, shore access, pub, and airport ferry landing.
8. **2nd Avenue Greenway;** enhanced tree planting and sidewalk paving




## Prince Rupert 2030 - City Core Open Space Framework

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# Prince Rupert 2030 The Vision - City Core Vision

## Arts and Culture Framework

**Culture and arts opportunity places and spaces** in oreder to develop, enliven, enhance, and promote arts, culture, and cultural activities in the City Core to the benefit of the creative community, cultural entrepreneurs, the business sector, and visitors;

1. **Enhanced Museum of Northern BC;** cafes, souvenir shops facing the new McBride Plaza
2. **Existing Kwinitsa Railway Museum**; housing exhibits celebrating the life of the railway families, and the very early history of Prince Rupert as a railway town.
3. **Existing Port Interpretive Centre**: interactive exhibits, video experiences and children's activities to explore the port's world.
4. **Proposed 3rd Avenue Arts Focus**: galleries, artisan retail, artist studios, theatre/arts cinema, street arts events, and allied activities such as cafes, printers, and fashion outlets.
5. **Restored Totem Theatre**; music, dance, theatre, in the heart of downtown
6. **Enhanced Courthouse Park;** with opportunities for small arts events and concerts.
7. **New Waterfront Park** to include culture event opportunities, such as; an event filed with band-shell, a First Nations longhouse/ cultural facility.




Scale 1:3,000@A0

# Prince Rupert 2030 - City Core Arts and Culture Framework

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# Prince Rupert 2030 The Vision - City Core Vision

## Cycle Routes Framework

① **1st Avenue /3rd Avenue Cycle Loop;** circling the perimeter of Midtown and upper Town.

② **Waterfront Cycle Loop;** along Cow Bay Road, George Hills Way, and through the new Waterfront Park.

③ **McBride and** ④ **Fulton St;** connecting the City Core with southern neighbourhoods.




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## Prince Rupert 2030 - City Core Cycle Routes Framework

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# Prince Rupert 2030 The Vision - City Core Vision

## Trails Framework

1. **2nd Avenue Greenway;** enhanced tree planting & sidewalk paving
2. **Shoreline Trail;** from the new Waterfront Park, through Cow Bay, along the new Public Wharf, to the new Harbour Landing Park
3. **Sunken Garden - Cow Bay Trail;** providing an added link from Upper to Lower Town.
4. **Escarpment Trail;** linking Bill Murray Drive with neighbourhoods to the west.
5. **Hays Creek Trail;** linking the new Waterfront Park with neighbourhoods to the south.




Scale 1:3,000@A0

## Prince Rupert 2030 - City Core Trails Framework

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