



SUMMARY OF SURVEY RESULTS

The following survey was hosted on the City’s website from March 30 to May 2, 2016. Written responses to open-ended questions were compiled and sorted into categories that best represent the feedback received.

**Question 1: Are you a downtown business owner?**

**911 responses**

* Yes – 68
* No – 843

**Question 2: How often do you visit downtown?**

**913 responses**

* 40% Daily
* 36% 1 - 3 times a week
* 12% I work downtown
* 9% 1 – 3 times a month
* 3% Less than once a month

799 of 920 who completed the survey indicated that they visit downtown regularly.

**Question 3: Why do you go downtown? (choose all that apply)**

**877 responses**

* 92% Shopping
* 75% Dining
* 73% Banking
* 39% Recreation
* 35% Arts and culture
* 25% Health Services
* 13% Legal Services
* 2% I live downtown

**Question 4: What is your favourite thing about downtown (a strength to build on)?**

***Actual comments from the survey have been sorted into general categories and listed below:***

**Identity – 291 responses**

* Love the waterfront access and exposure.
* We have amazing views of the ocean and mountains

**Streetscape – 240 responses**

* Love all the trees, flowers and greenery.
* Everything close together
* The landscaping

**Business and Shopping – 121 responses**

* Love the unique shops and the variety available.
* Art gallery and Tidemark

**Transportation – 89 responses**

* Free and easy parking.
* Everything in walking distance.

**Food and Entertainment – 62 responses**

* Spirit square and the activities put on there.
* Restaurants with patios/ocean views.
* Street events

**Other – 27 responses**

* Nothing
* It has potential

**Question 5: What do you dislike most about downtown (first thing to improve)?**

***Actual comments from the survey have been sorted into general categories and listed below:***

**Identity – 242 responses**

* Buildings and storefronts are run-down
* Dirty and drab. We need more color.
* Area around the 13th Ave and Shoppers Row needs to be updated.
* Downtown is too spread out.

**Transportation – 224 responses**

* Parking (*80 comments on various issues)*
* Poor traffic flow. Too many 4 way stops.
* Pedestrian crosswalks are dangerous.
* Tyee plaza parking lot is not attractive. Would like to see broken up with flowers/trees/shops.
* Lack of bike lane and bike racks.

**Business and Shopping – 166 responses**

* Need more shops to attract tourists. Lack of options.
* Shops are closed to early.
* Need to expand retail and business uses in addition to banks and real estate offices
* Too many empty shops.
* Store fronts need to be updated.

**Safety and Homelessness – 147 responses**

* People drinking and taking drugs on the streets make it unsafe in areas.
* The homeless issue.
* Panhandlers
* 13th and Shoppers Row is an unsafe area to walk by.

**Streetscape – 75 responses**

* Inconsistency – no common feel from block to block.
* Dark and unfriendly at night. Need more lights.
* The big trees need to be removed.
* Need benches for people to stop and rest.
* Street signs needed.
* More greenspace. More flowers and trees needed.

**Food and Entertainment – 72 responses**

* Lack of restaurants and pubs
* Everything closing too early
* We need more places with patios
* We need more places on the waterfront

**Waterfront – 24 responses**

* Nothing
* Empty lot behind old Target needs to be developed.
* Need more waterfront dining options.
* Access to Tyee plaza from waterfront.

**Question 6: Which elements of the streetscape do you think are important for downtown revitalization? CHOOSE FIVE OPTIONS.**

**912 responses**

* 60% Outdoor Seating (eg. bistro seating on sidewalk, outside of cafes)
* 48% Street Trees
* 46% Planter beds/street landscaping/hanging baskets
* 43% Street furniture
* 38% Parking within walking distance of retail areas (eg. well placed parking lots)
* 38% Lighting (decorative lighting, streetlights, artistic illumination)
* 36% Designated food vendor spots
* 31% Public Art
* 29% Wide sidewalks
* 25% Informal live music / busking
* 25% Alley way treatment (eg. creating interesting walking areas though alleyways)
* 24% Window displays and signs (storefronts creating a more interesting and attractive presentation to the street)
* 24% Bike Paths
* 22% Building colour
* 22% Coordinated signs (eg. common look/style for downtown businesses)
* 21% Awnings. canopies over sidewalks
* 21% Play equipment/activity for children
* 19% Crosswalk treatment (eg. line painting/flashing lights)
* 16% Clutter-free streets (removal of most vehicle traffic signs and markings)
* 11% Bike or scooter parking
* 10% Gateway features (eg. entrance arches/signs)
* 10% Wayfinding signs (eg. maps/directional signs)
* 10% Other

**Other – 95 responses**

* A common theme for downtown.
* Live music.
* Pedestrian/bike friendly.
* Fruit Trees.
* Something for the homeless.

**Question 7: Which area(s) of the downtown do you think the City should focus on for streetscape improvements? Please rank these five locations (#1 should be your highest priority).**

**891 responses**

* 1st - Shoppers Row (from St. Ann’s Rd to 16th Ave/Dogwood)
* 2nd - Pier Street (from Robert Ostler Park to the Maritime Heritage Museum)
* 3rd - Island Hwy19A (from Robert Ostler Park to Robert’s Reach)
* 4th - Court House Area (including 13th/14th; Cedar Street and Cypress Street)
* 5th - Beech Street/Cedar Street (including 10th/11th Ave)

**Question 8: Which design themes should the City focus on in the downtown?**

**Other – 73 Responses**

* Combination of West Coast & Maritimes. West Coast theme with bright colors.
* Combination of West Coast & First Nations.
* \*Combination of West Coast & Historic Marine.

**Question 9 – Which of the streetscapes below are your favourite look for downtown Campbell River? Rank these images, with #1 being your favourite.**

* 1st – Pedestrian streetscape
* 2nd – Tree canopy
* 3rd – Sidewalk activity
* 4th – Mixed use
* 5th – Lighting and atmosphere
* 6th – Cycle streetscape

***The following pictures were used in the survey to represent various streetscapes:***

***1st – Pedestrian Streetscape***



***2nd – Tree Canopy Streetscape***



***3rd – Sidewalk Activity Streetscape***

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***4th – Sidewalk Activity Streetscape***



***5th – Lighting and Atmosphere Streetscape***



***6th – Cycle Streetscape***



**Question 10 – Which type of sign would you like to see more of in the downtown? Rank these images, with #1 being your favourite.**

* 1st – Hanging Sign
* 2nd – Awning Sign
* 3rd – Fascia Sign
* 4th – Monument Sign
* 5th – Sandwich Sign

***The following pictures were used in the survey to represent various streetscapes:***

***1st – Hanging Sign***

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***2nd – Awning Sign***

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***3rd – Facia Sign***

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***4th – Monument Sign***

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***5th – Sandwich Sign***

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**Question 11: Are there any events or programs the City could offer to attract more people downtown?**

**Music and Festivals – 308 responses**

* Music festival or concerts.
* Festivals - buskers/food/cultural.
* More events at Spirit Square.

**Food – 93 responses**

* Want food trucks and food vendors.
* Beer gardens.
* Food Festivals

**Sports – 17 responses**

* A sports day.
* Host annual 5 thru 8 km walk/run.

**Markets – 64 responses**

* More markets
* Street markets with road closures
* Mid-week farmers market

**Family Events – 37 responses**

* More family friendly events.
* Kids concerts.

**Arts and Culture – 24 responses**

* Showcase local artists.
* Multicultural events.

**Other – 93 responses**

* More shopping and stores staying open later.
* Program to help with the homeless.

**Question 12: Please share any other suggestions you have for improvements downtown.**

***Actual comments from the survey have been sorted into general categories and listed below:***

**Identity – 124 responses**

* Garbage needs to be cleaned up off the streets
* Building need to have a fresh, clean look. Add color
* More housing downtown - possibly above businesses

**Business and Shopping – 90 responses**

* More unique shops – less banks and real estate offices
* Add residences above businesses
* Longer business hours
* A conference centre

**Food and Entertainment – 83 responses**

* More options for food and beverages. Brew pubs.
* Food trucks and food vendors
* Better nightlife
* More outdoor events – live music

**Safety and Homelessness – 74 responses**

* Place for homeless to go
* More policing
* Make downtown safer

**Transportation – 72 responses**

* Parking – More parking, no pay parking, time limits on parking
* Bike lane and bike parking

**Streetscape – 70 responses**

* More lighting
* Less vehicle traffic and more pedestrian based
* Less concrete, more greenery

**Waterfront – 24 responses**

* Need to develop the lot behind Target. Plant trees or park with benches for people to enjoy the waterfront.
* Boat launch