



**BEYOND
BUSINESS
AS USUAL**

Lantzville

**OPEN HOUSE SUMMARY REPORT
MARCH 14TH 2018**

Introduction

On the evening of Wednesday, March 14th 2018, the District of Lantzville hosted a drop-in open house to engage community members in the launch of two economic revitalization projects: *Economic Development Strategy & Place Branding*. Approximately 35-45 people attended the open house, providing input to the process by sharing their priorities, concerns and ideas.

The open house was organized into five stations:

1. *Welcome: Project information and statistics on the local economy*
2. *Vision and Objectives: What do you want the economy to look like in 5-10 years?*
3. *Branding: Thinking creatively about what makes Lantzville unique*
4. *Opportunities: Ideas for strengthening the economy*
5. *Table discussions: Digging deeper into local jobs and Village Core*

This report shows the input that was collected at each of the five stations. Posters from each station are available online at Lantzvillebeyond.com/our-updates/

For those that were unable to attend the open house, a parallel process was available on-line from March 3 to 28th that enabled Lantzville residents and businesses to submit their ideas about branding and about the economy. A separate report is being developed for the online engagement, and ideas from both channels will be combined as the projects progress.

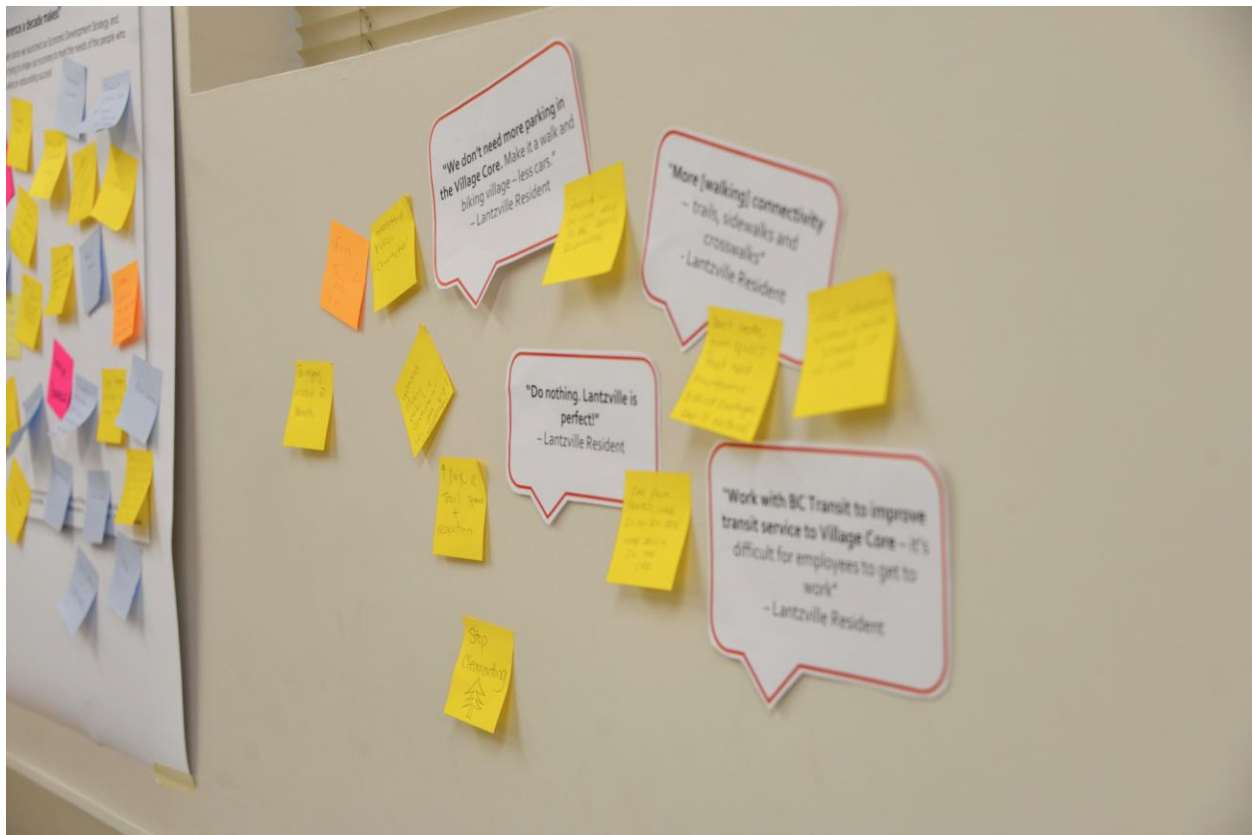


Station 1. Welcome - Our Economy Today

This station provided context and information about the projects (e.g., Who, What, When, Why, How), and the results from the 'Economic Snapshot' that was prepared as part of the project. Copies of the full snapshot were printed out and available for people to read at the event, or participants could access it online at LantzvilleBeyond.com.

The following comments were put on the statistics poster:

- No population growth is a bad thing
- Young families will save Lantzville
- Surprised by the median income in Lantzville



Station 2. Vision and Objectives

At this station, participants were asked to think about the economic future of Lantzville. There were two activities at this station.

The first activity was a 'visioning' exercise, where participants were asked to fill in the content of a fictitious newspaper article from 2028 about the economy of Lantzville. The poster asked them to imagine their ideal future situation for Lantzville, and to describe it.

The main themes identified by participants were: thriving local businesses; diversity of housing and residents; and green spaces within and surrounding the community. There were other additional comments that included maintaining the status quo, finding a solution to servicing, energizing the industrial park, and other visions.

The following is the complete list of visions for success identified by participants in this activity:

Diversity of housing and residents:

- Diverse housing
- Tiny homes, carriage homes, granny suites
- An assisted living → care home → nursing facility in beautiful, welcoming surroundings that would encourage visitors to the elderly
- Vibrant elementary school
- Young families, prosper

Green Spaces:

- Woodlands
- Park and trails
- Tree corridor
- Green space
- Pleasant water ways in village and bylaws
- Beach volley ball
- Municipal beautification with ornamental trees

Thriving Local businesses:

- Sustainable businesses
- Compact village core with local service businesses
- Local, unique businesses to attract alternative customers to malls
- Lunch/coffee shop
- Unique business that draw visitors to our community
- Riso's is vibrant – draws people to fine dine in Lantzville
- Walkable village
- Fun downtown: Coombs and Cumberland draw more people to their downtown because they are fun

A solution to servicing is found

- "No water, no expansion" deal with Nanaimo

- Connect water and sewer with Nanaimo system
- We found a permanent solution to services

No growth / maintain status quo

- Why do we need a bunch of businesses when we have all the north Nanaimo malls next door? 5 mins away
- Status quo

Other

- Energized industrial area
- Balances books
- Civic pride and curb appeal
- “Lantzville by the sea” → “clearcut by the sea” → “a new village by the sea”
- Boat launch
- Pier



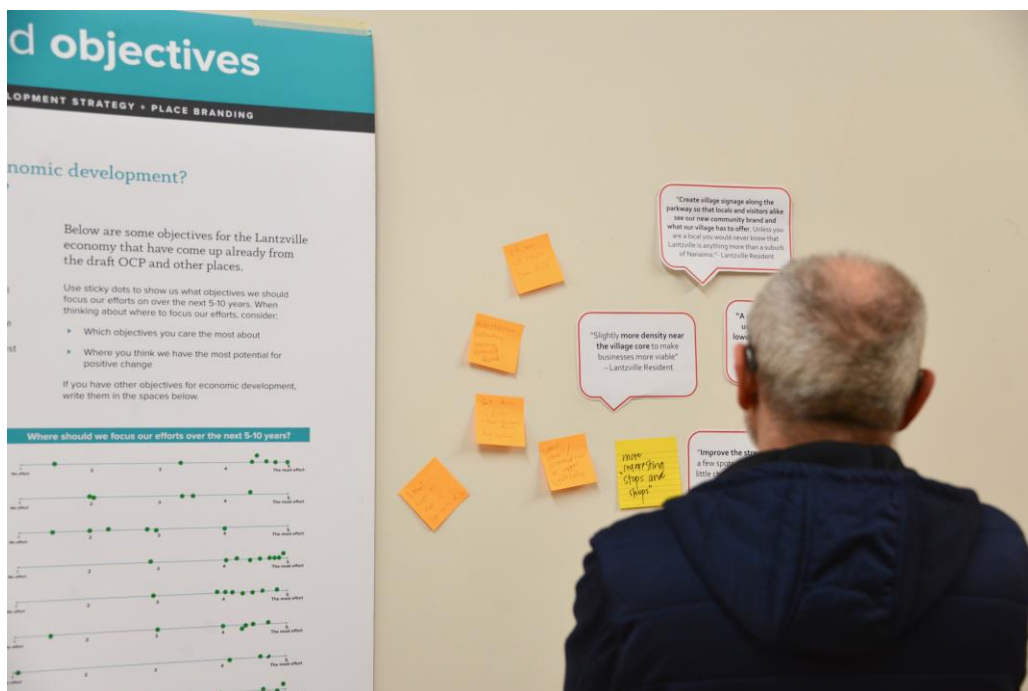
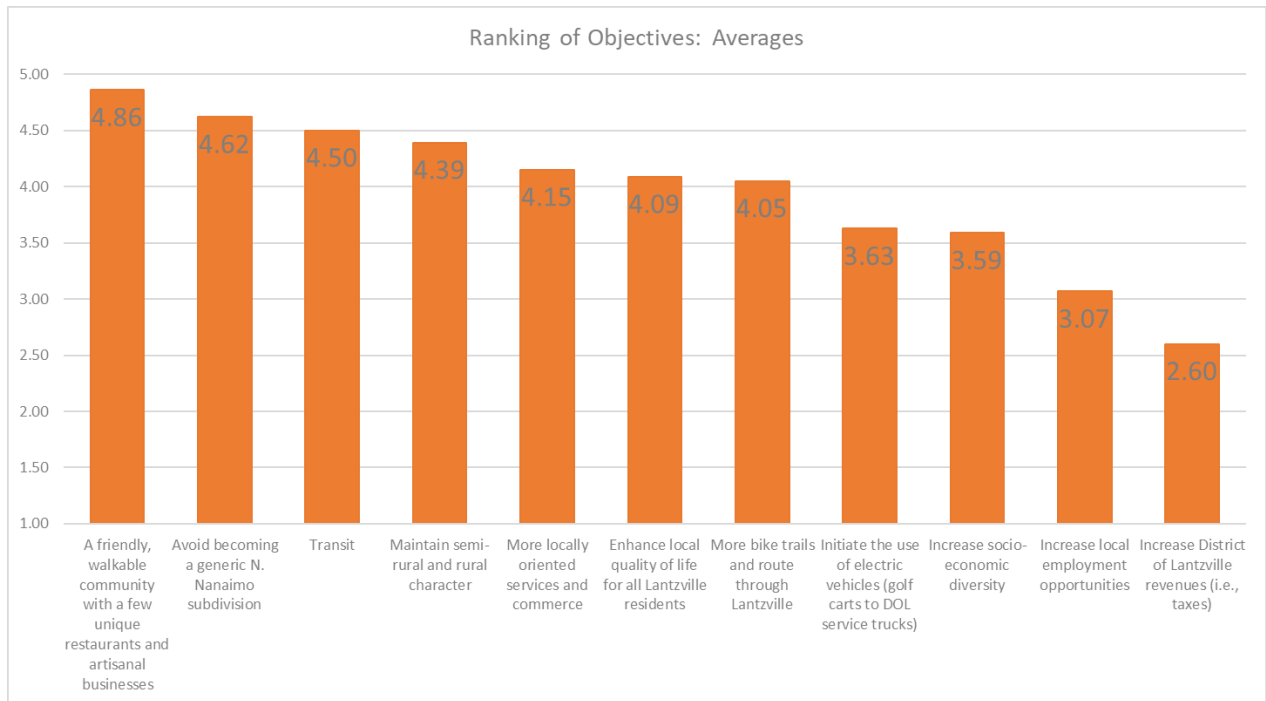
The second activity at this station was to identify **objectives** for economic development; in other words, what are the *reasons* that people want to see economic development.

The following objectives for economic development were put forward. A common theme in these suggestions is *uniqueness* (be it semi-rural, being different from North Nanaimo, or having a unique business community).

- A friendly, walkable community with a few unique restaurants and artisanal businesses
- Avoid becoming a generic N. Nanaimo subdivision
- Transit
- Maintain semi-rural and rural character
- More locally oriented services and commerce
- Enhance local quality of life for all Lantzville residents
- More bike trails and route through Lantzville
- Initiate the use of electric vehicles (golf carts to DOL service trucks)
- Increase socio-economic diversity
- Increase local employment opportunities
- Increase District of Lantzville revenues (i.e., taxes)
- Make Lantzville more like Qualicum beach
- Nice easy, walking paths
- Get by-laws in place before attending businesses
- No chain stores! Unique shops
- More walking trails
- If you cut trees, then build!
- More interesting “stops and shops”
- Attract people to place with high quality of life
- Get policy in place, environment development permit – and enforce
- Pedestrian pathway along Ronald road
- Small retail/commercial in upper Lantzville
- Use the railway track as development asset
- Easier to wander around, more to see

Participants were then asked to 'vote' on the objectives, to identify which ones they thought that the economic development strategy should focus on improving in the next 5-10 years. The most popular 'objectives' were:

- A friendly, walkable community with a few unique restaurants and artisanal businesses
- Maintain semi-rural and rural character
- Avoid becoming a generic N. Nanaimo subdivision
- Transit
- More locally oriented services and commerce



Station 3: Branding

This station asked participants to share their ideas for branding the community of Lantzville. Two activity boards were created.

In general discussions with participants, the project team was asked by some to explain why Lantzville needed branding. *Were we trying to 'sell' something? Was this a tactic to support development?* The branding team explained that place branding is less about selling an idealized vision and more expressing what is already there. Place branding allows citizens who participate in the process to control their destiny by communicating what they value in and want for their community to other likeminded people. More education about how place branding really works may be required as the process unfolds.

1) What does our brand promise? “Write a 140-character Twitter post that describes the “Lantzville Experience” to those who might come here to live, work or just visit.” Responses:

- Bike or drive from any direction, pass through the wasteland of choice and head to the shore (and look north to rest your eyes)
- Lantzville is a place where people grow roots, it's not a transient place. It's a place people are proud to call home.
- A typical morning in Lantzville includes me, my dog, a hot cup of coffee and a quiet stroll on the beach — it's a hard life.
- In Lantzville, you can leave your home, walk two steps to the beach and find yourself on the set of an Evian ad. We are so lucky.
- Small quiet family community with local recreation.
- Walk to the ocean, spend time on the beach as you then have clearcuts behind you.

2) What is our iconic symbol? “Share your ideas for an easily recognizable icon or design element that could be incorporated into Lantzville's new brand.” Responses:

- Sebastion Beach Point
- Eagles
- Arbutus branch against sea and sky
- Trees, a single family dwelling and ocean
- Sunset over Winchelsea Islands
- Beaches and foothills
- Ocean views, beautiful forests and easy beach access
- Lantzville pub and historic church
- Pilings at Mine Wharf
- Herons and coal
- Surf Scoters, sea lions and herring run
- Blundon Point
- Stars in the sky
- Seashore to foothill
- Clock tower

- Deer
- Minetown and the foothills
- Sunset and beach
- Shorebirds
- Big Maple Trees
- Ocean, beach and old growth trees
- Tall forest stands
- Little white church next to Costin Hall
- Sea glass
- Family



Station 4. Share Your Big Ideas

This station asked participants to share their ideas for moving Lantzville towards their 'vision' and 'objectives' for economic development. The question asked at this station was:

'What should we do as a community to improve our economy?'

Ideas were collected in two ways: one sticky notes on a poster, and online in the 'ThoughtExchange' program. Ideas that were put into ThoughtExchange will be include as part of the online engagement report for this project, that will be available on the project website Lantzvillebeyond.com.

See below for the full list of comments collected on sticky notes. The majority of comments from sticky notes related to housing, followed by suggestions relating to local business, transit, plans/bylaws, and environment/industry.

1. Housing

- Granny flats
- Get more housing
- Housing options
- Housing
- Tiny house village with gardens (not on wheels – slab). 400-600 sq feet. People with money but want a small house on a ½ acre or smaller. High end. Purchase not rent.
- Seniors housing of any kind should be in the village
- Housing options for all ages – older people
- Community needs to be involved in housing plan – needs to be tasteful with green spaces

2. Local Business

- More restaurants
- Recreation <→ biking hiking, kayaking, coffee shop
- Recreation based businesses
- Alternative to big box
- More business, but unique destination – can't compete with the big box stores
- Co-op space for people who work from home

3. Plans/Bylaws

- Do downtown revitalization plan
- Put tree bylaw in place
- Don't create "green areas" that need to be maintained by district staff, keep it natural

4. Transit

- Replace Lantzville road through the village core with a pedestrian pathway
- More pedestrian friendly

5. Industry/Environment

- Stop clearcutting & keep Lantzville environmentally friendly

Station 5. Table Discussions

There were two discussion tables set up where people could sit and engage in discussions about two 'bigger' topics, specifically:

- Local jobs for local people
- Creating a Village Core that connects people from Upper and Lower Lantzville, Nanoose, and beyond

However, it became obvious early in the event that the proposed format (focusing on one discussion point at each table) was not ideal, as there was a need for discussions to flow into broader and more wide-ranging economic topics.

Project staff (including Committee volunteers) took part in these discussions and wrote down people's ideas on sticky notes as they talked. At the end of the event, the project team reviewed the comments and ended up moving them to other Stations because they fit well within the content of the other stations (for example, one participant at a discussion table provided an idea about tiny houses: the comment has been included in Station 4 -Ideas).

