DOWNTOWN DISTRICT

PORT EDWARD DOWNTOWN DISTRICT DESIGN FRAMEWORK

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Andrew Cuthbert RPP, MCIP Project Lead, Community Planner

Michael Von Hausen FCIP, FCSLA, RPP, BCSLA, LEED AP Charette Lead, Planner, Landscape Architect



AGENDA

Introduction

OCP Vision & Principles

Charette Process

Site Analysis

Concept Framework

Phasing

Funding & Partnerships







OBJECTIVES OF CHARETTE

- 1. Create a vision for the Downtown District
- 2. Establish a short-term action plan
- 3. Outline partnership opportunities
- 4. Link to greater economic development context



Current OCP's Downtown District Boundary



Downtown District

 Mixed Use Tourism and Community Commercial Opportunity

Core Community

 Industrial, Commercial and Marine Opportunity

District-Wide

 Recreation and Regional Industrial Opportunity



PORT EDWARD ECONOMIC OPPORTUNITY ANALYSIS

- Sport Fishing activity
- Ridley Island and port-related opportunities
- Historical tourism
- Working harbour marine-oriented industrial
- Local production, arts and culture
- Tool and Equipment rental (United Tool Rental, West Point Rentals)
- Potential for relocations (Ocean Trailer)

WHAT WE HEARD: RESPONDING TO COMMUNITY NEEDS

Desired Commercial and Retail:

- General/Convenience Store
- Gas Station
- Restaurants, Food Truck, Pub, Café, Ice Cream Shop
- Bait and Tackle Store

Desired Housing:

- Affordable
- Apartments, townhomes, trailer court, tiny homes
- Rentals

Desired Community Services:

- Community Hub, Public Spaces near water, sport courts (e.g. pickleball)
- Large Community Events (e.g. farmers markets)
- Childcare



OCEAN TRAILER EXAMPLE

201 Skeena Drive

- Desire to expand, but could not do so at their Prince Rupert location.
- Moved to Port Edward in 2021 -2023
- Benefited from the availability of larger lots, port proximity and lower taxes





POLICY AND PLANNING CONTEXT

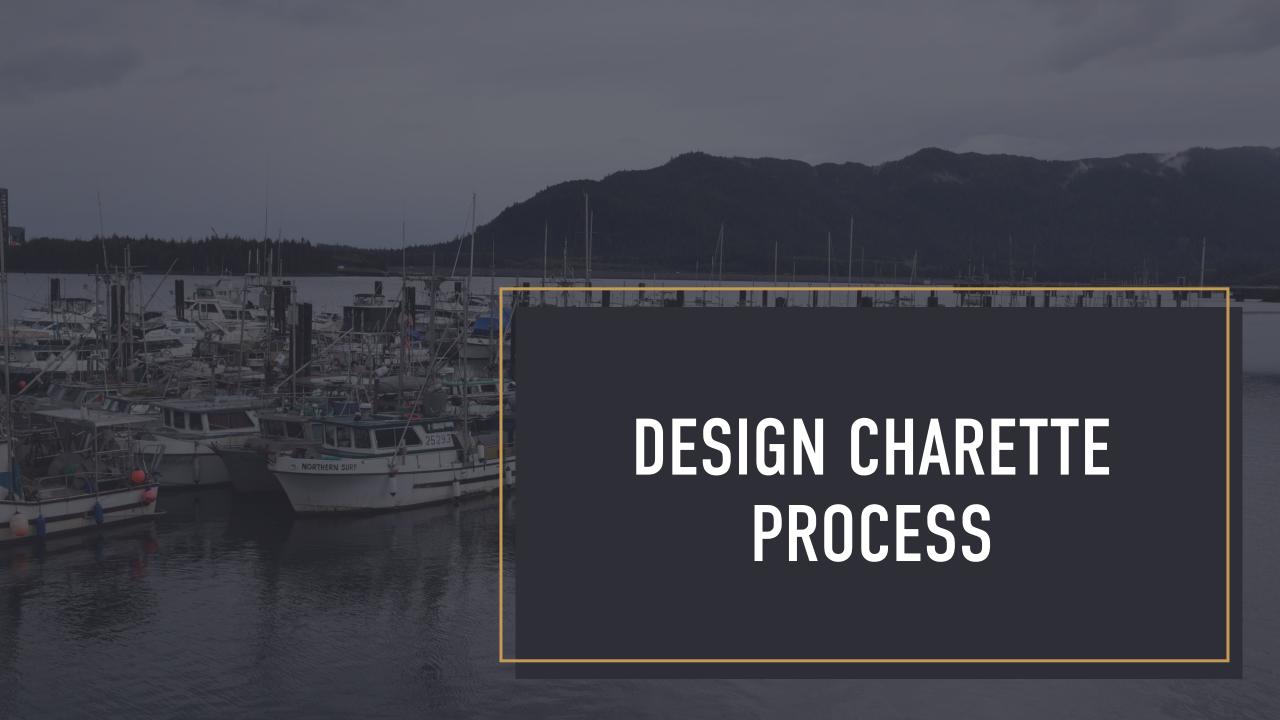
Vision:

Create a focal point for the community that provides a strong sense of place that draws the community together and becomes a significant asset that aids in the sustainable, long-term economic development for the District.

Guiding Principles:

- Access and Accessibility
- Connections
- Attract
- Adaptable
- Focal Point of the Community





PROCESS OF DISCOVERY

Pre-Work and Charette Ready Plan

- Site Walk and Discovery
- 1-Day Staff Workshop
- Design and Planning Time
- Presentation



PROCESS OF DISCOVERY - INTERVIEWS

Prince Rupert Chamber

Tourism and recreation opportunities
Equipment and Tool Rental
Ability to accommodate businesses looking to expand
from Prince Rupert

Prince Rupert Port Authority

Opportunity to support local economic development through existing water lots Marina, fuel dock, fish offloading, tug mooring, opportunities

Gitmaxmak'ay Nisga'a Society

Potential partner Convenience store for sale









Road & Pathway Access

Existing
Programming &
Structures

Potential Activity Programming

Wayfinding & Welcome

Implementation

No formal pedestrian/bike pathways

Treed area; Railway limits to marina access Commercial viability year-round; limited transit

Coordination, location and implementation Funding and coordination; responsibilities

Sidewalks and pathway access to water & connectivity

Primarily large
vacant land;
variety of
commercial and
community
uses

Create yearround community hub Clear and interpretive signage; unique identity

Funding partnerships; creation of a "Downtown Partnership"

EXPLORATIONS



Port Edward Gateway



Commercial & Cultural Hub



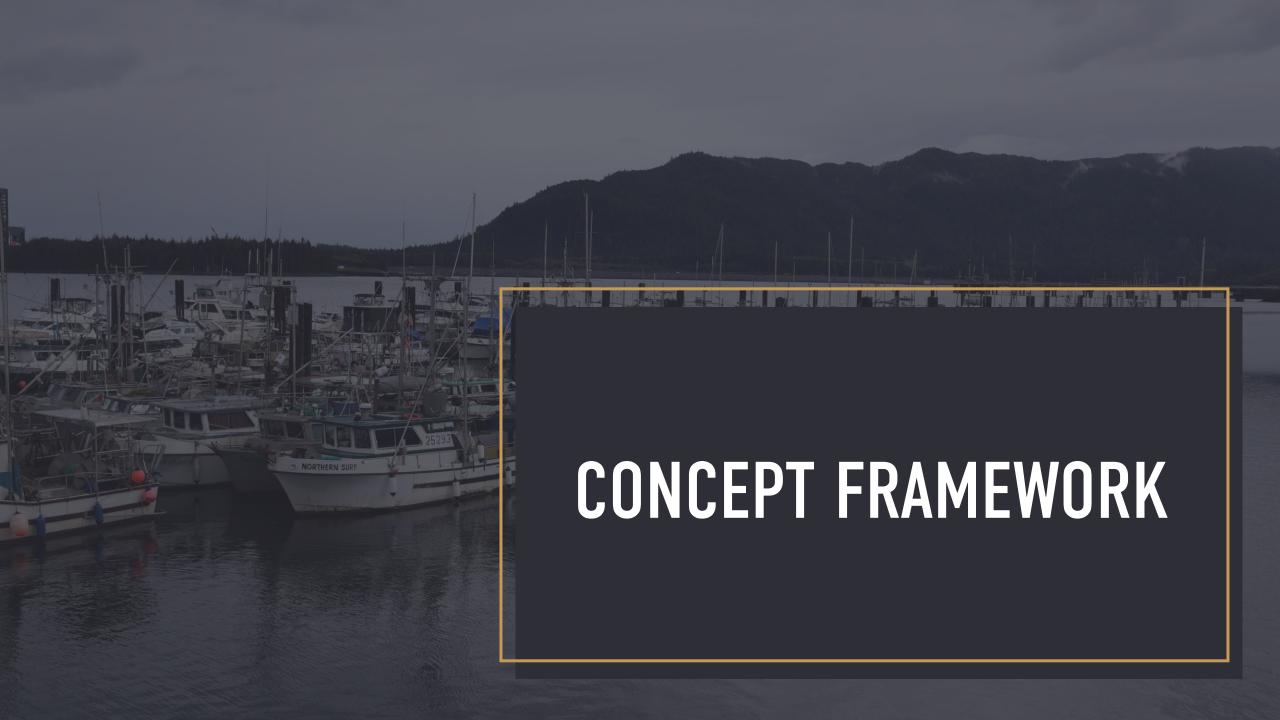
Passive & Active Community Programming



Natural & Cultural Themes

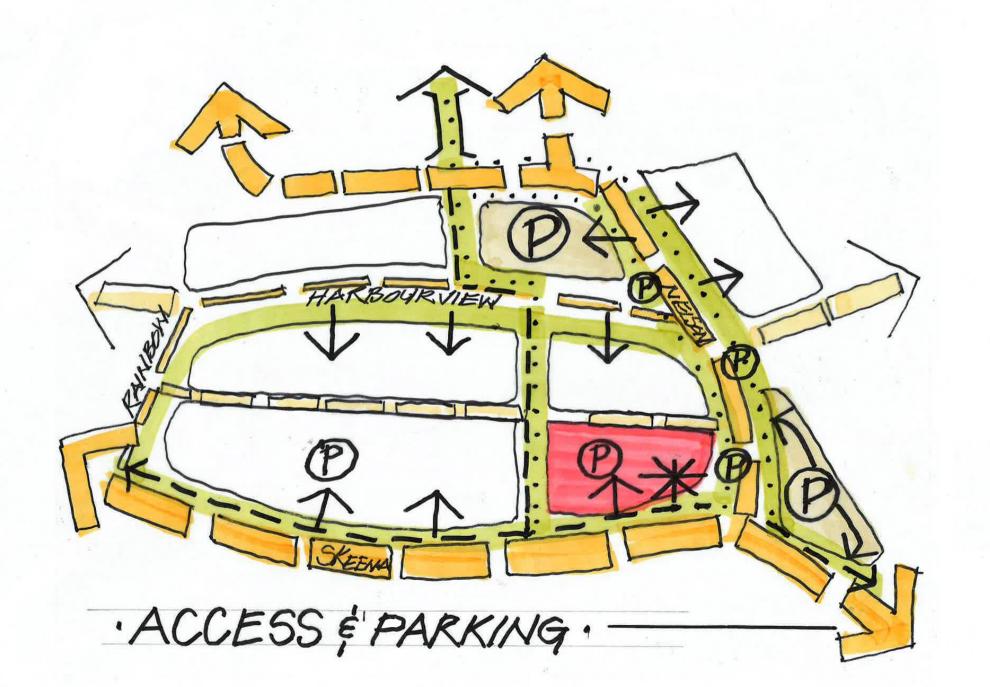


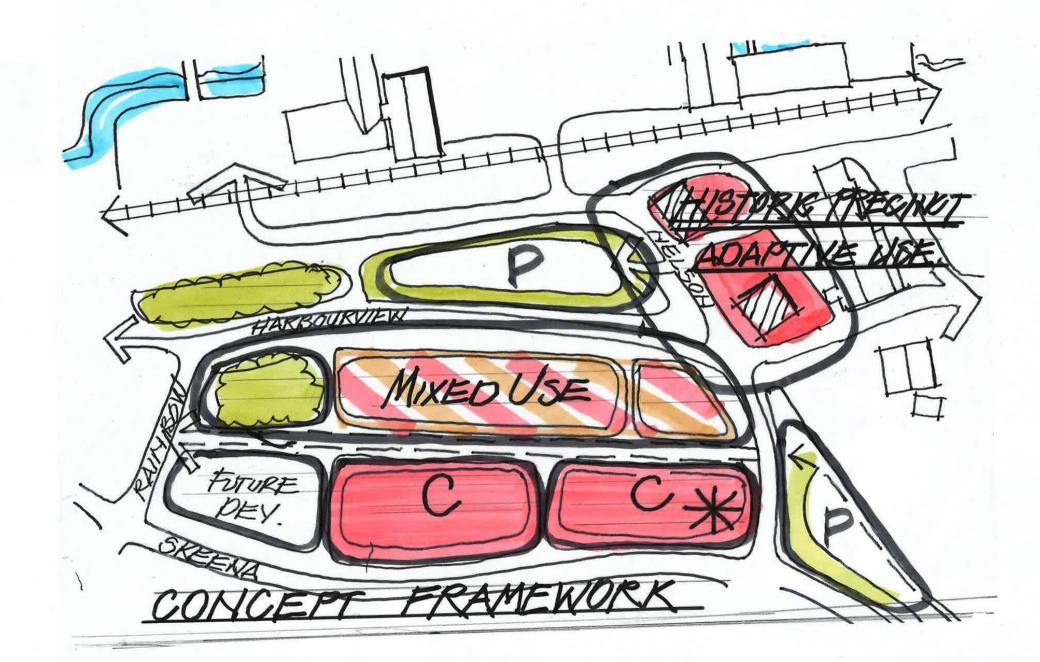
Exploring Partnerships

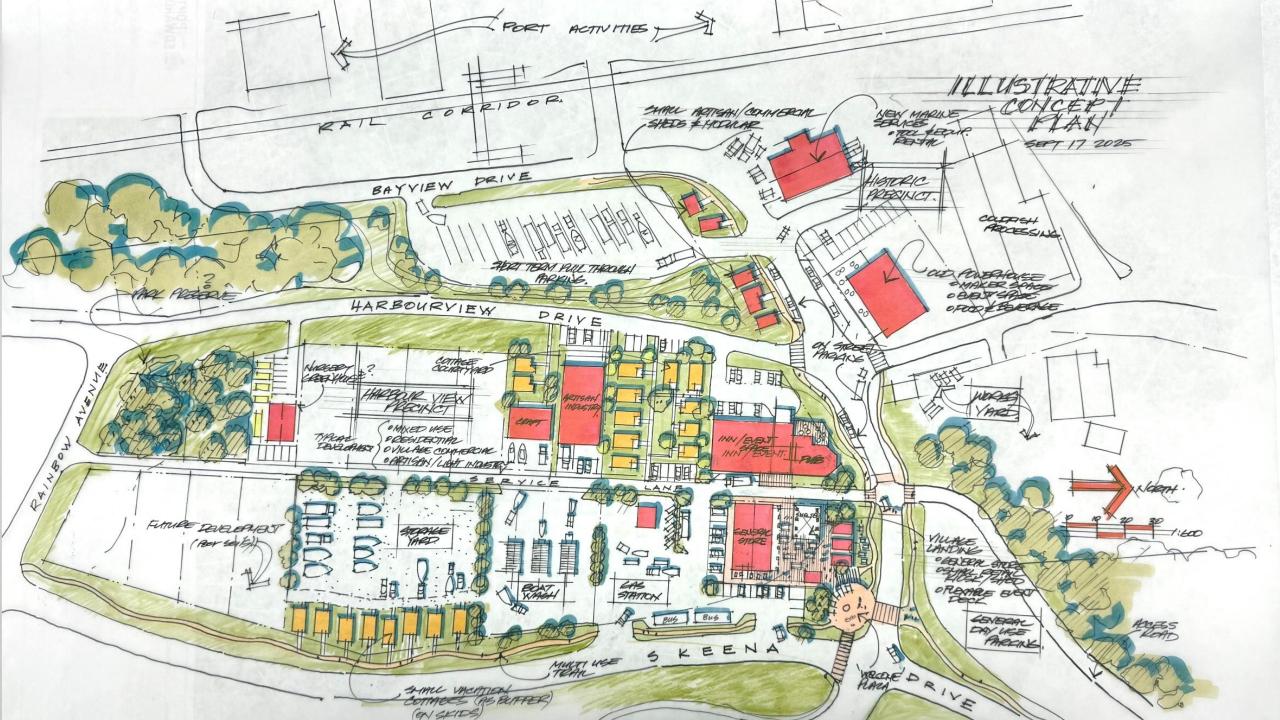


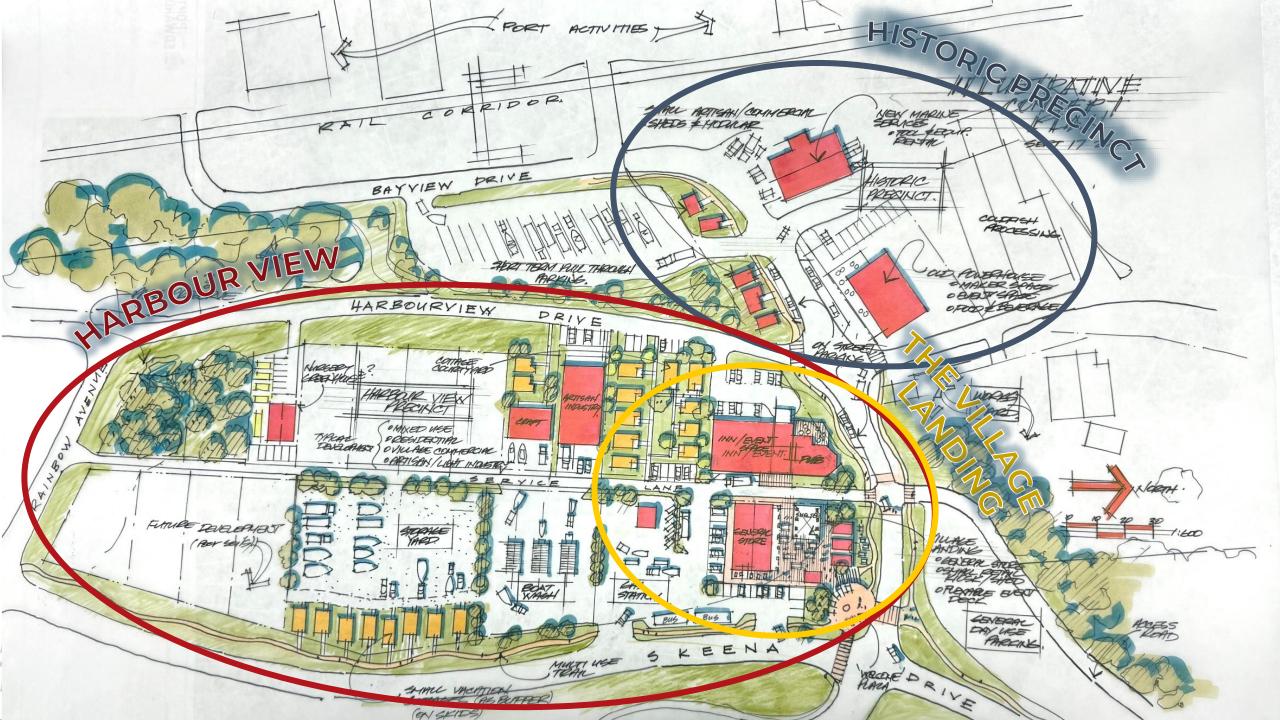
BOUNDARY MODIFICATION











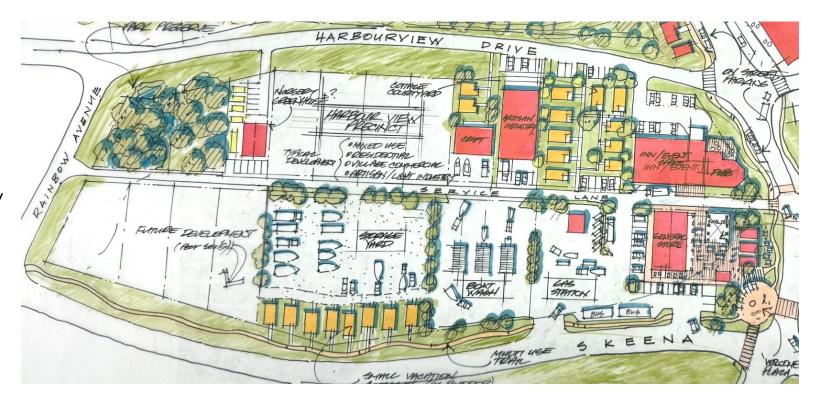


HARBOUR VIEW

A Mix of Residential, Commercial & Light Industry

ACTIVE USES

- Village Landing
- Affordable Housing
- Artisan/Light Industry Workspaces & Shops
- Storage Yard (Boats & RVs)
- Greenhouse



















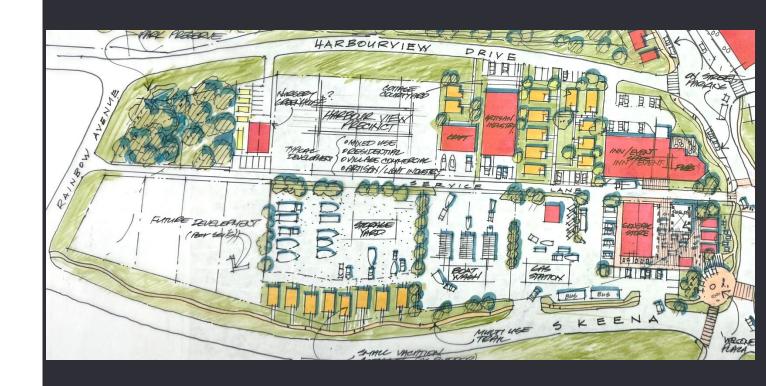


Year-round



KEY PROJECTS

- Village Landing
- 2. Modular housing
- 3. Artisan & light industry small workspaces
- 4. Storage yard for boats and RVs with a green screen
- 5. Explore further future development concepts



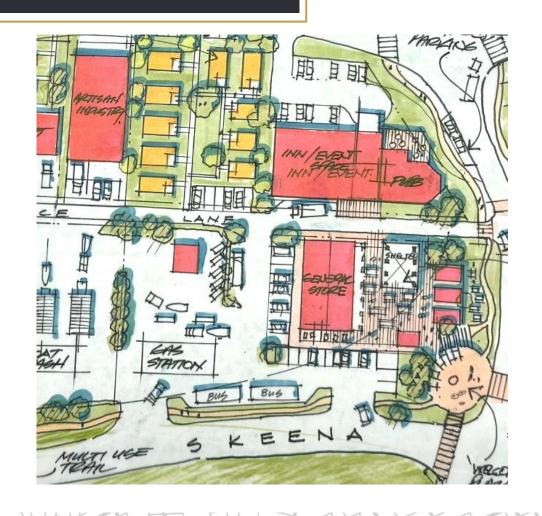


THE VILLAGE LANDING

Arrival and Invitation

ACTIVE USES

- Ceremonial Welcome Plaza
- General store
- Retail
- Multi-use Gathering Space
- The Porpoise Pub
- Boat Wash

















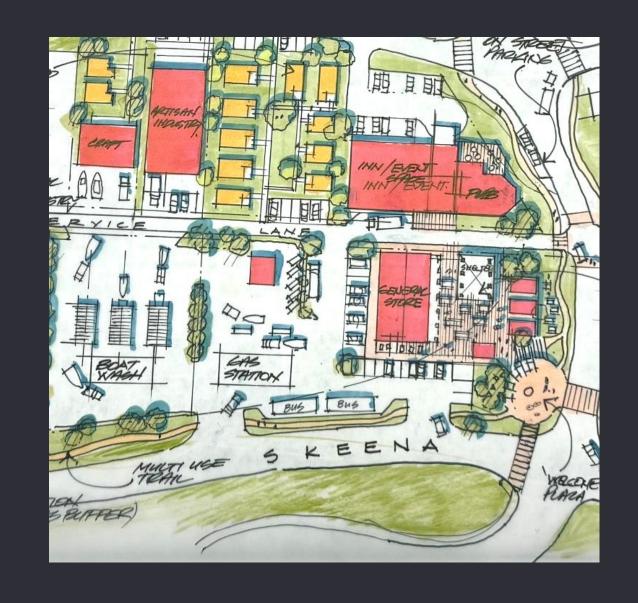






KEY PROJECTS

- 1. New General Store
- 2. Ceremonial Welcome Structure
- 3. Plaza & Covered Space
- 4. Gas Bar
- 5. Retail Pop-Ups
- 6. Tourism Kiosk
- 7. Pedestrian walkway extension



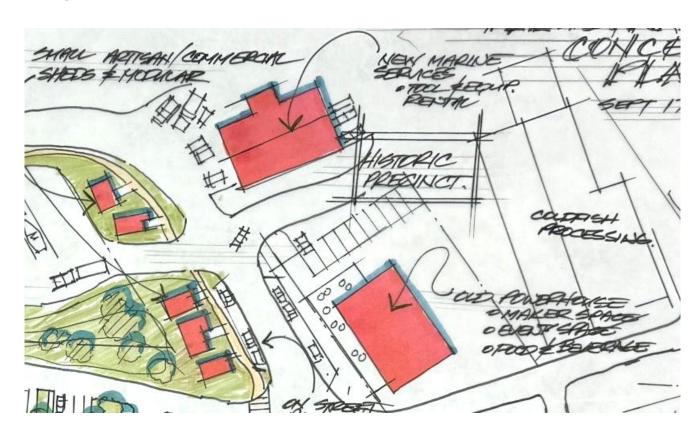


THE HISTORIC PRECINCT

Sense of Place & Reflecting History

ACTIVE USES

- Marine Industrial Services
- Tool & Equipment Rental
- Maker Space
- Event Space
- Food & Beverage

















KEY PROJECTS

- 1. Adaptive re-use of buildings
- 2. New marine service (tool and equipment rental)
- 3. Convert Old Powerhouse Station into a maker space, event space, and food and beverage service





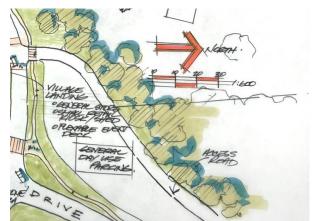
ADDITIONAL ELEMENTS AND STAGING

Supporting a Vibrant Downtown District

ACTIVE USES

- Day Use General Parking (Skeena Drive)
- Day Use Pull-through Parking (Bayview Drive)







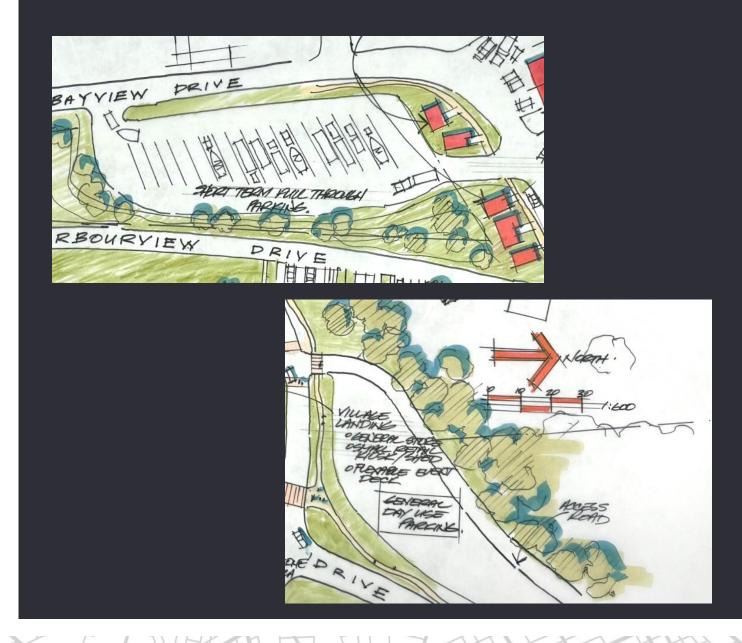






KEY PROJECTS

- Day use general parking with road access between Skeena Drive and Nelson Avenue
- 2. Day use pull-through parking at Bayview Drive
- 3. Add amenities to parking lots (ex. EV Charging)
- 4. Sidewalks and Pathways

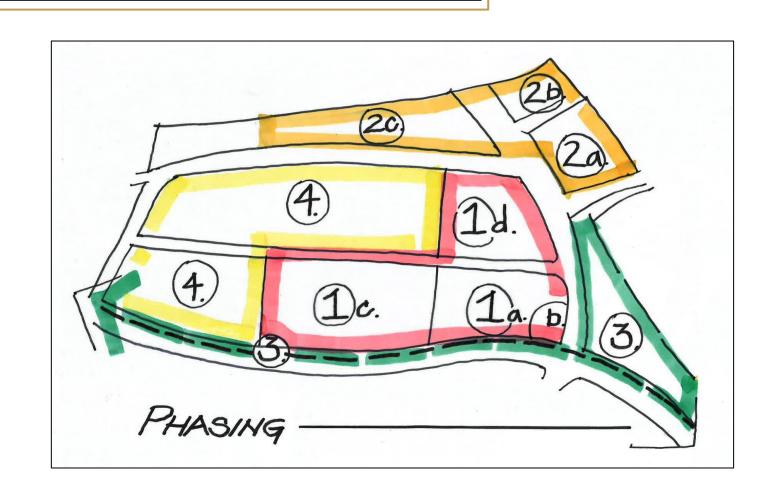


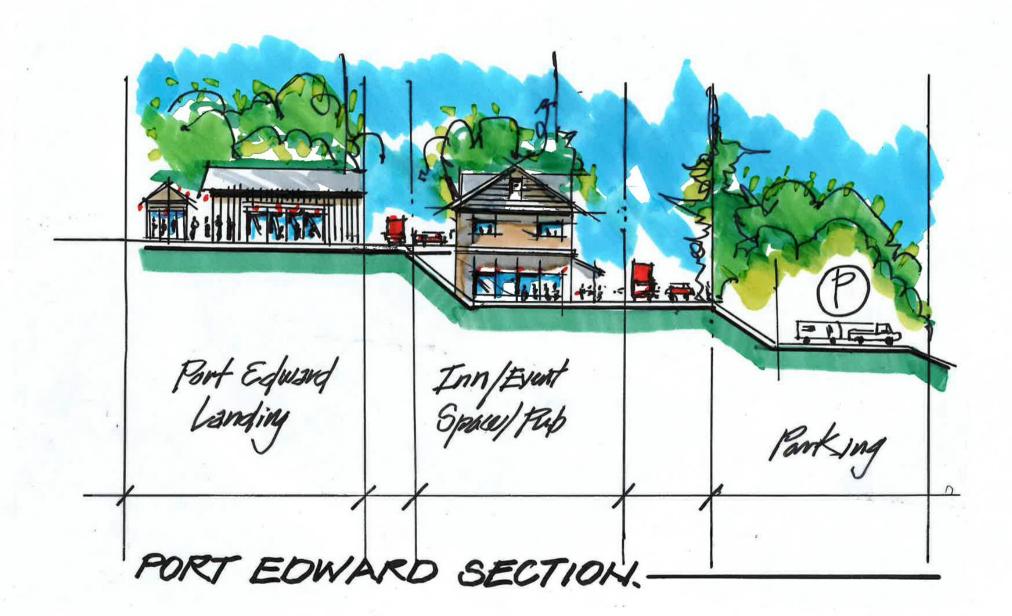


PROJECT PHASING

Four Proposed Phases:

- Phase 1: Harbour View (Village Landing)
- Phase 2: Historic Precinct
- Phase 3: Additional Parking & Pathways
- Phase 4: Harbour View (Remainder)







The Precincts:

- Harbour View / Village Landing
- 2. Historic Precinct

Potential Partners:

- District of Port Edward
- Prince Rupert Port Authority (PRPA)
- First Nations
- Community Members
- Cruise Lines

FUNDING AND PARTNERSHIPS

KEY PROJECTS









HARBOUR VIEW

The Village Landing
Modular housing
Artisan & light industry
small workspaces
Storage yard for boats and
RVs with a green screen
Explore further future
development concepts

VILLAGE LANDING

New general store

Ceremonial welcome structure

Plaza & covered space

Gas Bar

Retail Pop-Ups

Tourism Kiosk

Pedestrian walkway extension

HISTORIC PRECINCT

Refurbish buildings

New marine service (tool and equipment rental)

Convert Old Powerhouse Station into a maker space, event space, and food and beverage service

ADDITIONAL AMENITIES

Day use general parking with road access between Skeena Drive and Nelson Avenue

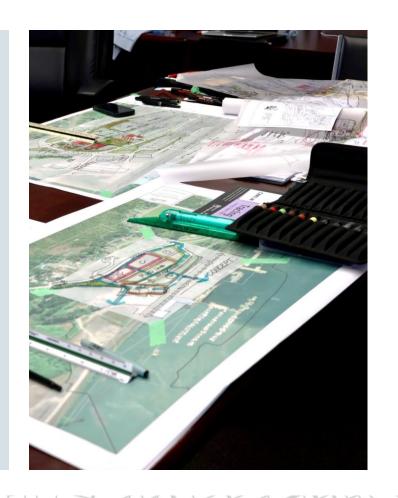
Day use pull-through parking at Bayview Drive

Add amenities to parking lots (ex. EV charging station)



NEXT STEPS

- 1. Finalize Current Work
- 2. Formalize Partnerships
- 3. Detail Design for Construction



NEXT STEPS

Establish the Program

- 1. Develop Development Permit Guidelines for the Downtown District
- 2. Continue conversations with land owners to optimize integration of in-stream ideas (re: pub and boat wash)
- 3. Explore partnerships with Nisga'a Society (re: store site, housing excursions)
- 4. Develop an active transportation plan to set the stage for capital works (sidewalks and pathways)



NEXT STEPS

Engage Partners

- 1. Connect with BC Transit on the potential re-orientation of the current bus stop
- Coordinate with PRPA and CN to understand potential downstream implications stemming from Zanardi Bridge expansion.
- Connect with the Port Edward Harbour Authority to discuss potential plans for their storage site.

Build Excitement

- 1. Get the word out! Let people know about the opportunity to advance Port Edward's future (Chamber lunch, Northern View, OCP Open House October 1 &2)
- 2. Explore opportunities with Tourism Prince Rupert
- 3. Engage with First Nations to explore opportunities for cultural representation throughout the site

