



2020 PIBC Awards for Excellence in Planning

EXCELLENCE IN PLANNING PRACTICE – SMALL TOWN & RURAL AREAS

GOLD WINNER

City of Quesnel & Urban Systems Ltd.

Quesnel Waterfront Plan

Project Partners

Quesnel Downtown Association, West Quesnel Business Association, Quesnel Search & Rescue, Big Canyon Rafting, Baker Creek Enhancement Society, Friends of Quesnel Museum, City of Quesnel Chamber of Commerce & First Nations: Lhtako Dene Nazko First Nation, Southern Dakelh Nation Alliance (as directed or via Lhtako or Nazko) & Quesnel Tillicum Society Native Friendship Centre.

Project Summary

This project established a framework and plan to capitalize on the community's unique location at the confluence of rivers and creeks. The project scope included eight kilometres of waterfront in Quesnel's core and identifies opportunities to improve public access to and create vibrant inclusive spaces along the waterfront.



Building on market analysis research, this project articulates a vision and illustrates a future plan for the riverfront that is based on realistic economic development opportunities. The assignment included a robust public engagement campaign both on the ground in the study area as well as online. Respecting the dynamic nature of the river environment, the plan strategies include: trail renewal and connectivity, river access, riparian restoration, water celebration, indigenous visibility, public art, places to rest, brand identity, and social media presence. Ambitious elements in the plan include an RV park, whitewater feature enhancements, viewing towers and an augmented reality app. The Waterfront Plan was adopted by Quesnel City Council in December of 2019.