



District of Lantzville

Project Update Report

May 2018

LANTZVILLE: Beyond Business as Usual

BEYOND
BUSINESS
AS USUAL

Economic Action Strategy + Place Branding

Lantzville

WHAT'S GOING ON?

Lantzville is in the midst of two exciting projects to help shape our future. Collectively, the **Economic Action Strategy** and a refreshed **Community Brand** will set a vision for our economic future, and a realistic path to reach that vision.

WHAT HAS HAPPENED SO FAR?

So far, we have:

- Produced an 'economic snapshot' of the current economy of Lantzville. Check it out at LantzvilleBeyond.com/learn
- Hosted an open house at Costin Hall on March 14th. About 40 people attended.
- Conducted an online brainstorming process and survey. About 125 people participated in each.
- Interviewed business owners, Snaw-naw-as representatives, economic stakeholders like Community Futures, as well as residents that were randomly selected in each neighborhood.
- Conducted analysis and additional research on objectives and action ideas as needed.

WHERE ARE WE AT?

At this point in the **Economic Action Strategy**, we have identified a number of actions that could meet the community's needs. We are inviting interested community members to help us prioritize and select from among these actions. See sidebar for event details.

The **Place Branding** project has hundreds of ideas from residents and will be hosting an event soon to workshop ideas. Stay tuned.

WHAT HAVE WE HEARD SO FAR?

As of late April, about 200+ people have shared their ideas for one or both projects. Turn the page to see some of the emerging results.

YOU ARE INVITED!

- What:** Selecting Economic Actions Workshop
- When:** Tuesday, May 15th 6:30-8:00pm
- Where:** Royal Canadian Legion
Branch #257, 2nd Floor,
7225 Lantzville Road

While the purpose of the first Open House in March was to generate creative ideas and get all opinions out on the table (i.e., throwing things wide open), this event will be focused on prioritizing the ideas based on impact and feasibility (i.e., narrowing things back down to a realistic list).

At this event, we will:

- *Collectively decide on a short-but-doable list of actions*
- *Discuss implementation: how can we make these actions into reality? What barriers do we need to overcome and how? How can individuals and community groups be involved in implementation?*

RSVP/Questions: colleen@ecoplan.ca

Can't make it? Contact the project team (colleen@ecoplan.ca) and we can work with you individually to get your input.

This workshop relates specifically to the Economic Action Strategy. If you are interested in the Place Branding process, keep an eye out for the upcoming branding workshop (or sign up for updates by emailing colleen@ecoplan.ca).

What we've heard so far:

MOST POPULAR ACTION IDEAS

The size of the bubble shows the number of action ideas put forward on this theme. The colour shows the level of agreement (darker = higher agreement)



"We want an economy that meets local values and needs"

Most people that participated in the project so far want to see some economic revitalization, so long as it is done at a reasonable pace and scale.

The results from the online engagement showed that a small number of people were very likely

to vote against *general* ideas like 'be more open to new business' or 'more housing variety'. However, interestingly, there was very high level of agreement for the need to attract *specific businesses* that met local needs (e.g. coffee shops, general store) or *specific types of housing diversity* (e.g. seniors housing). In other words, some people were sceptical of the *general* idea of economic development, but most are open to *specific* economic activities that meet local values.

This is why we are undertaking this project: to clearly define what the values and needs of the community are, and what *specific types and forms of economic improvement* people want to see. Being open to some change does not mean throwing open the doors to anything and everything that comes our way. We can choose our own path.

"Economic development must preserve the things we care about"

Community members are concerned about losing the things that they love most about Lantzville. They are worried about rapid property development that may erode its

small-town character. They are also troubled about damage to the natural ecosystems that they care about and enjoy spending their leisure time in. It's important that economic development enhance, rather than detract from Lantzville's character.

SYMBOLS OF LANTZVILLE

(for the Place Branding project):

The most popular symbols that represent Lantzville are: *the seaside, the beach, the forests and trees, the heritage church*. Some people stated that they do not identify with a specific symbol or that they do not want an updated brand.



WANT TO SEE MORE RESULTS?

Reports summarizing input from the Open House, online surveys and interviews are available on the project website LantzvilleBeyond.com, under 'Updates and Events'.

QUESTIONS? WANT TO KNOW MORE?

Visit LantzvilleBeyond.com for more information about the project, or contact the project planner at colleen@ecoplan.ca.