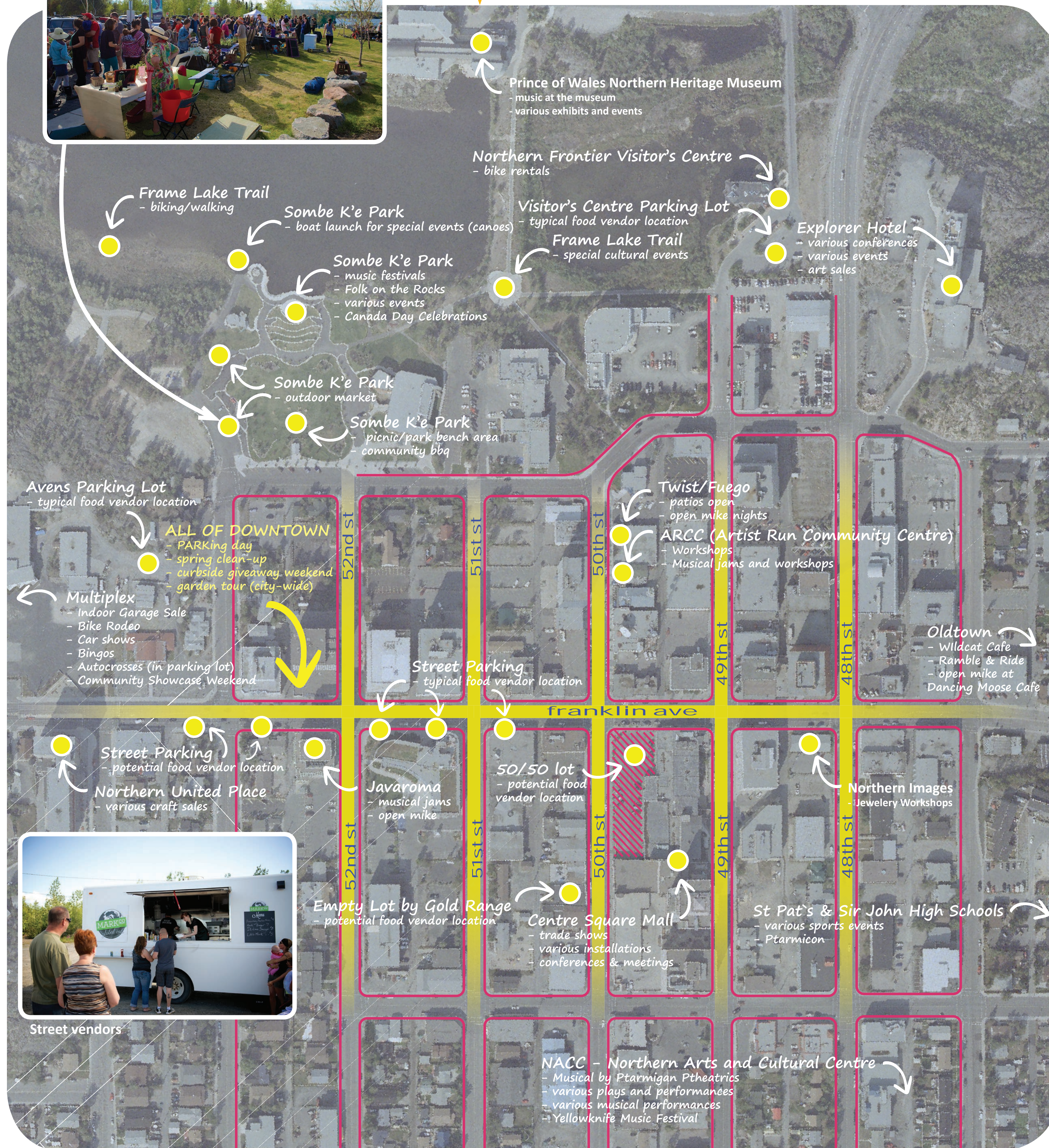


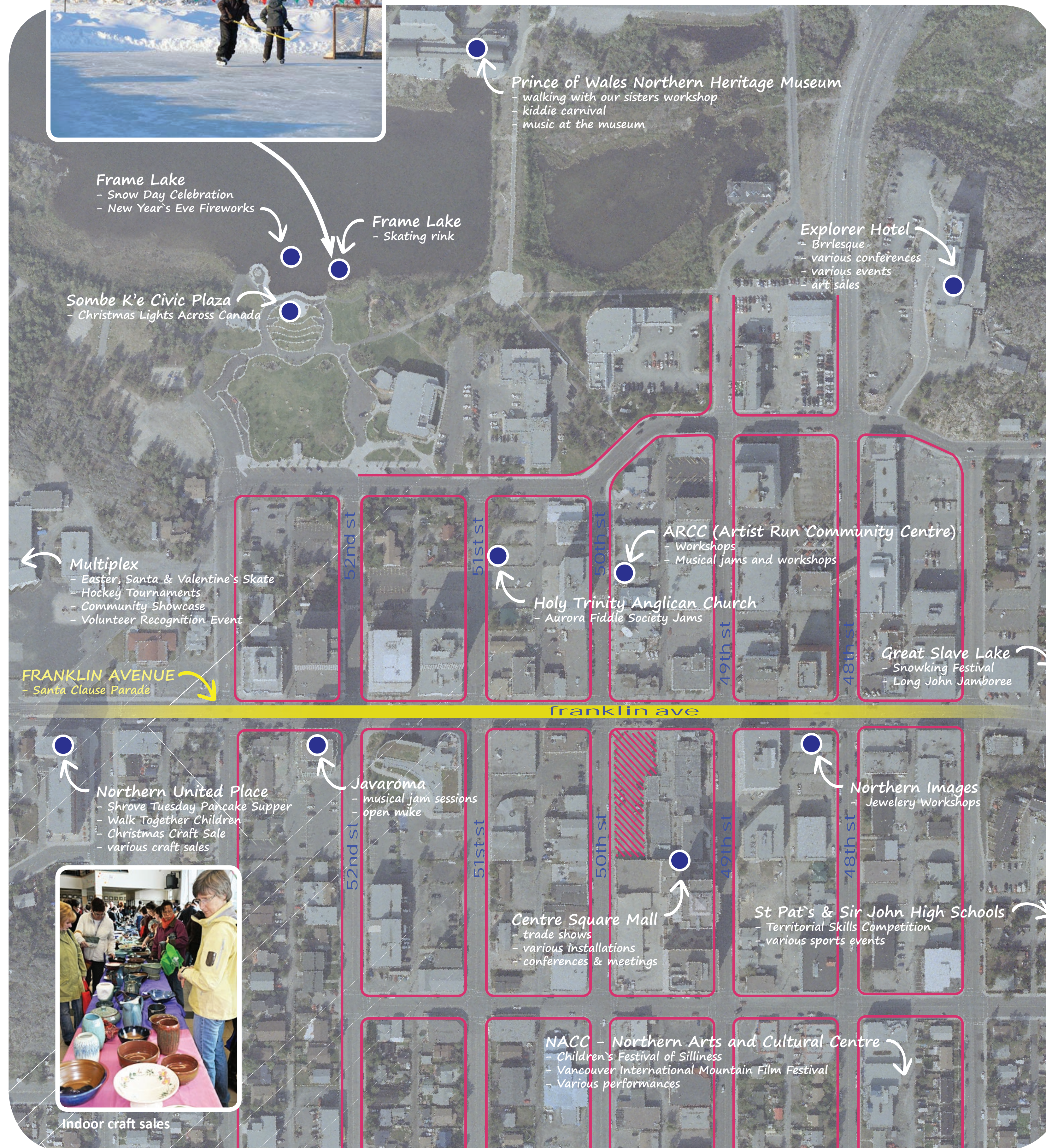
## SUMMER AND FALL



Street vendors



## WINTER AND SPRING



Indoor craft sales

# Seasonal Events & Activity in Downtown Yellowknife



# what do yellowknifers have to say about the development of downtown yellowknife



“If you can bring the people downtown it will be attractive for developers (maybe taxes incentives for example). Biggest challenge for residential development would be construction cost, especially if you want retail on first floor (high cost of rent).”

“We’ve relaxed a zoning by-law to make development easier. Ultimately, we need to look for a combination of commercial and residential. As much residential as possible should be built while retaining a commercial sense.”

“[Artists] would like to have some kind of public art space that would be accessible in the downtown core. Ideally would like 50th Street to have a gallery space with a workshop space that also offers youth programming.”

“You could change the zoning and give people the opportunity to build bars and restaurants and put liquor licensing in. Then you can police it, concentrate it in one area. People will gravitate around that area.”

“City needs to provide services for [the youth population]. They need a safe place to go. Could provide counseling or just give them a safe and social place to go (ex. library).”

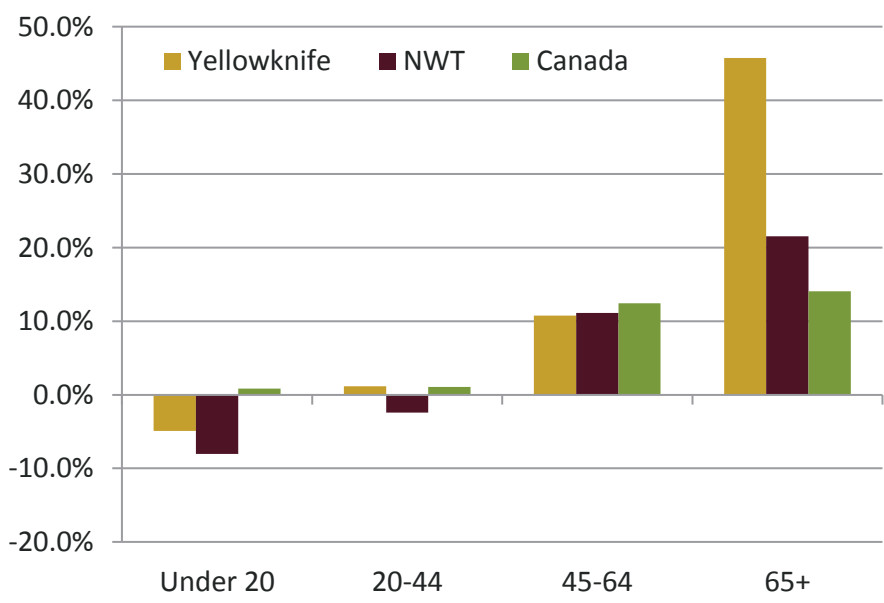
“People leave YK in the winter to go someplace warm... Can you create an environment that people can find solace in? For example, indoor Water Park.”

“One way street with no parking would help or even two way street with no parking would generate more traffic. That is what you want – walking area, more pedestrian feel.”

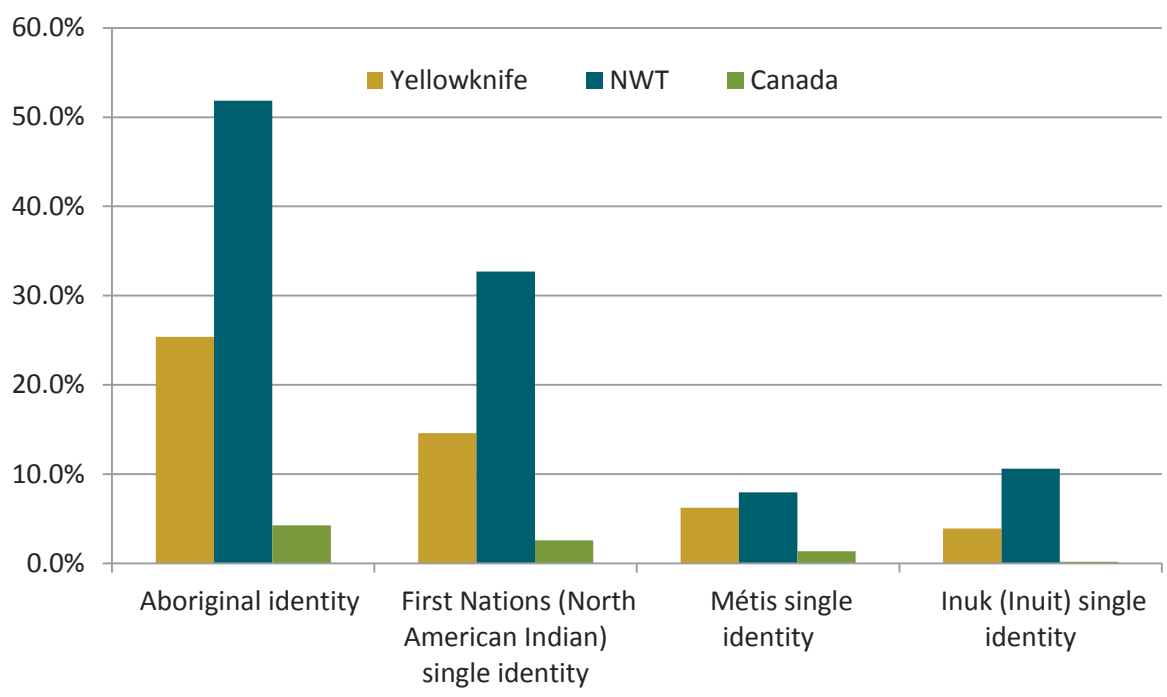
# DOWNTOWN

## feedback from the community

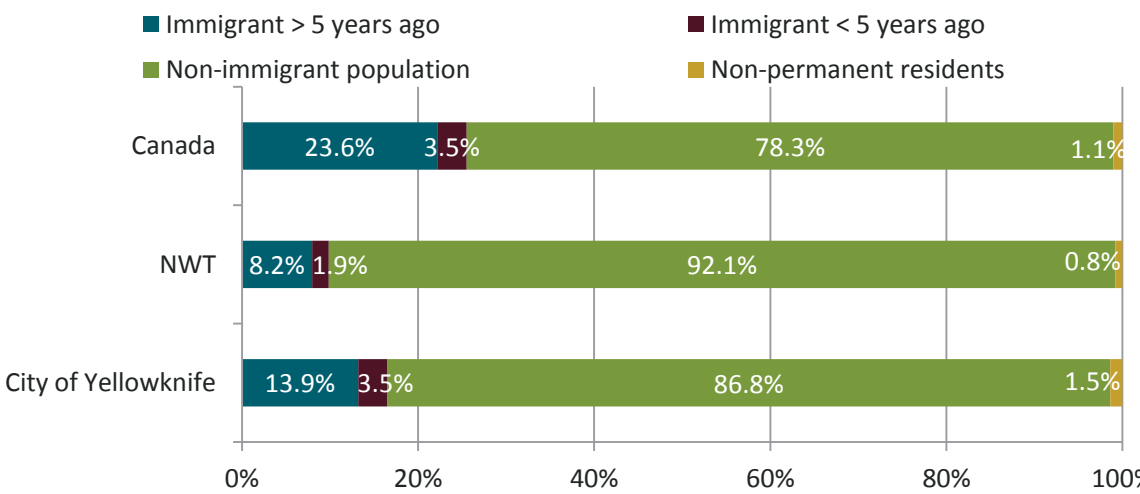
## WHO MAKES UP YELLOWKNIFE'S POPULATION?



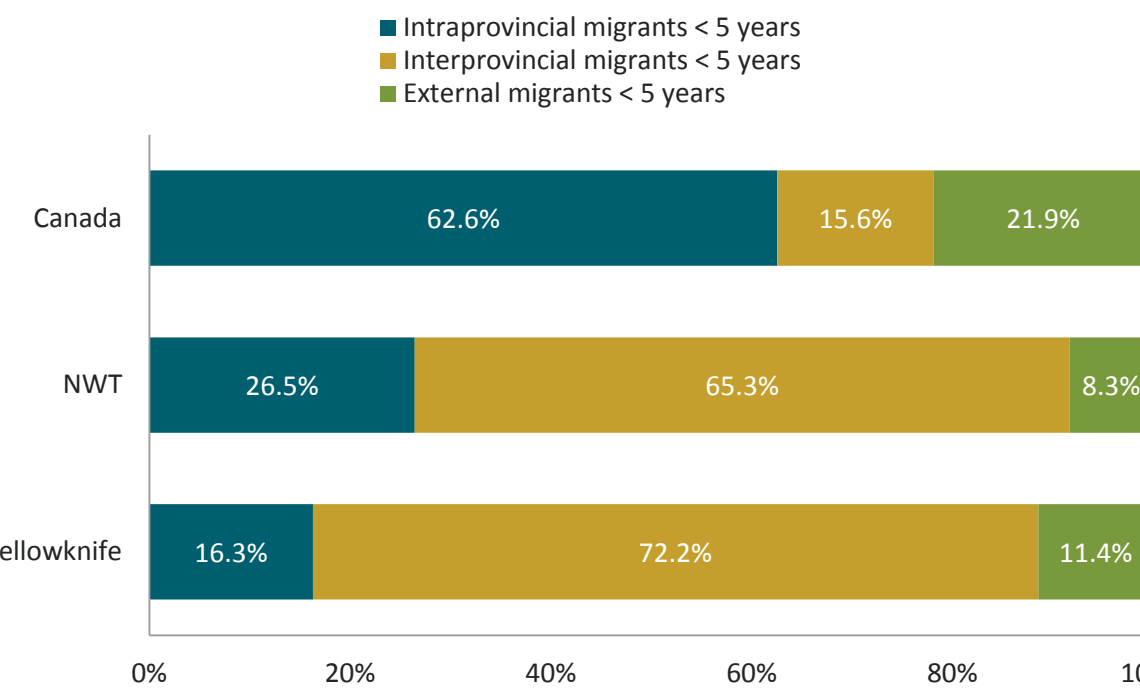
**POPULATION GROWTH BY AGE GROUP (2006-2011)**  
Source: Statistics Canada Census of Population - 2006 & 2011



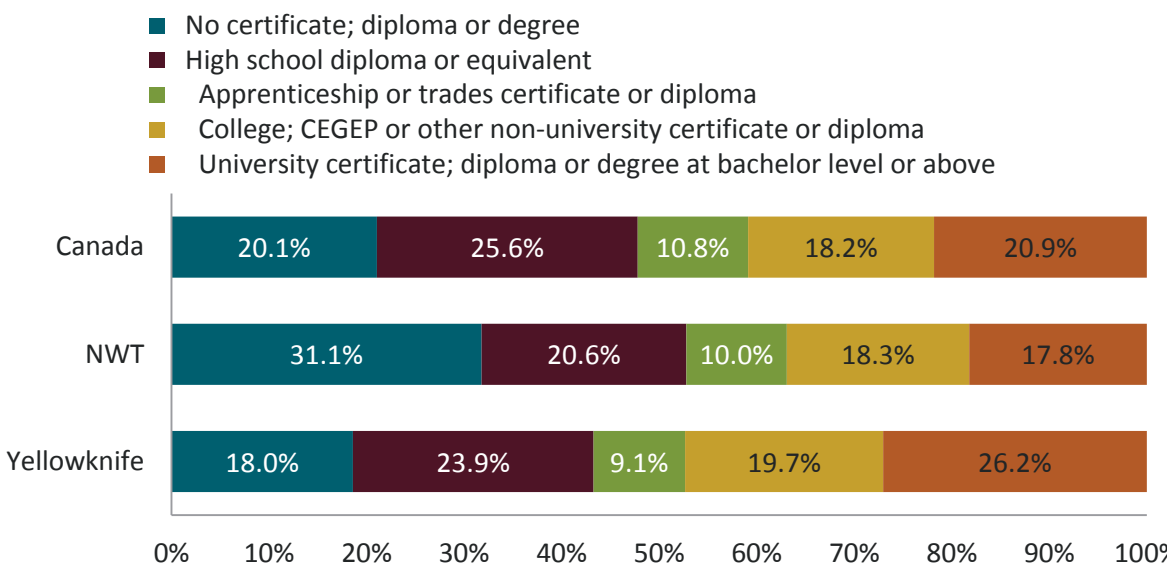
**ABORIGINAL POPULATION (2011)**  
Source: Statistics Canada, NATIONAL HOUSEHOLD SURVEY, 2011



**IMMIGRANT POPULATION (2011)**  
Source: Statistics Canada, NATIONAL HOUSEHOLD SURVEY, 2011



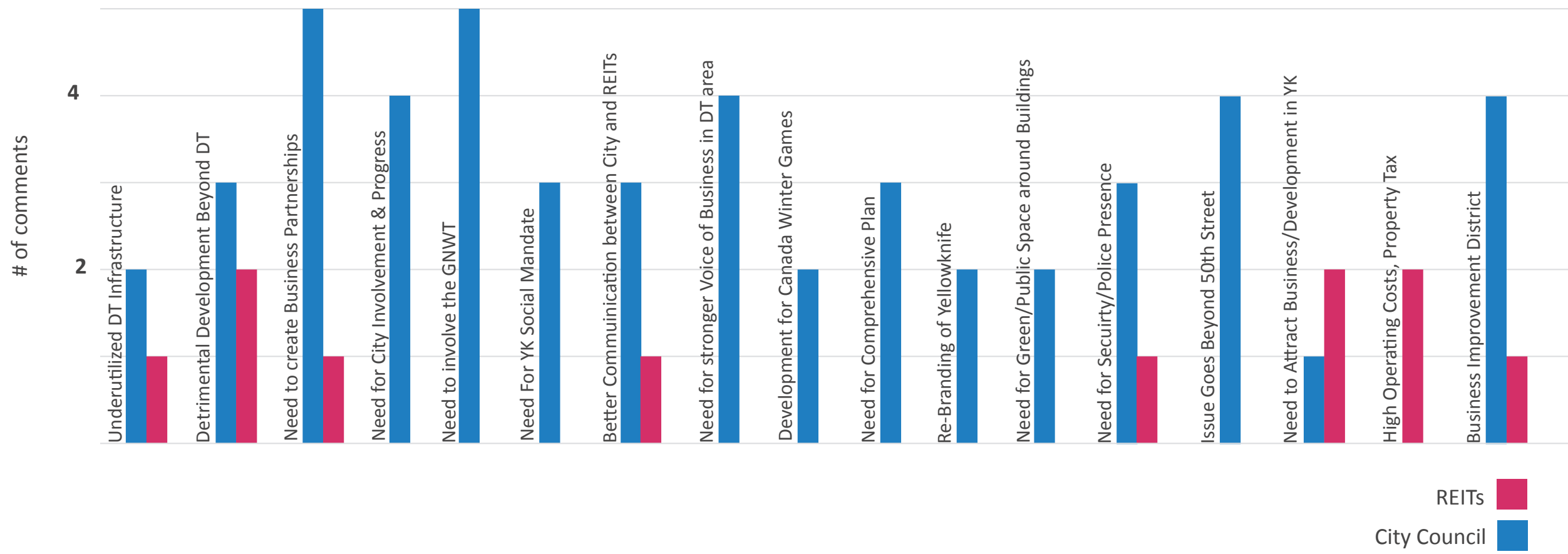
**INTERNAL VS EXTERNAL MIGRANTS (2011)**  
Source: Statistics Canada, NATIONAL HOUSEHOLD SURVEY, 2011



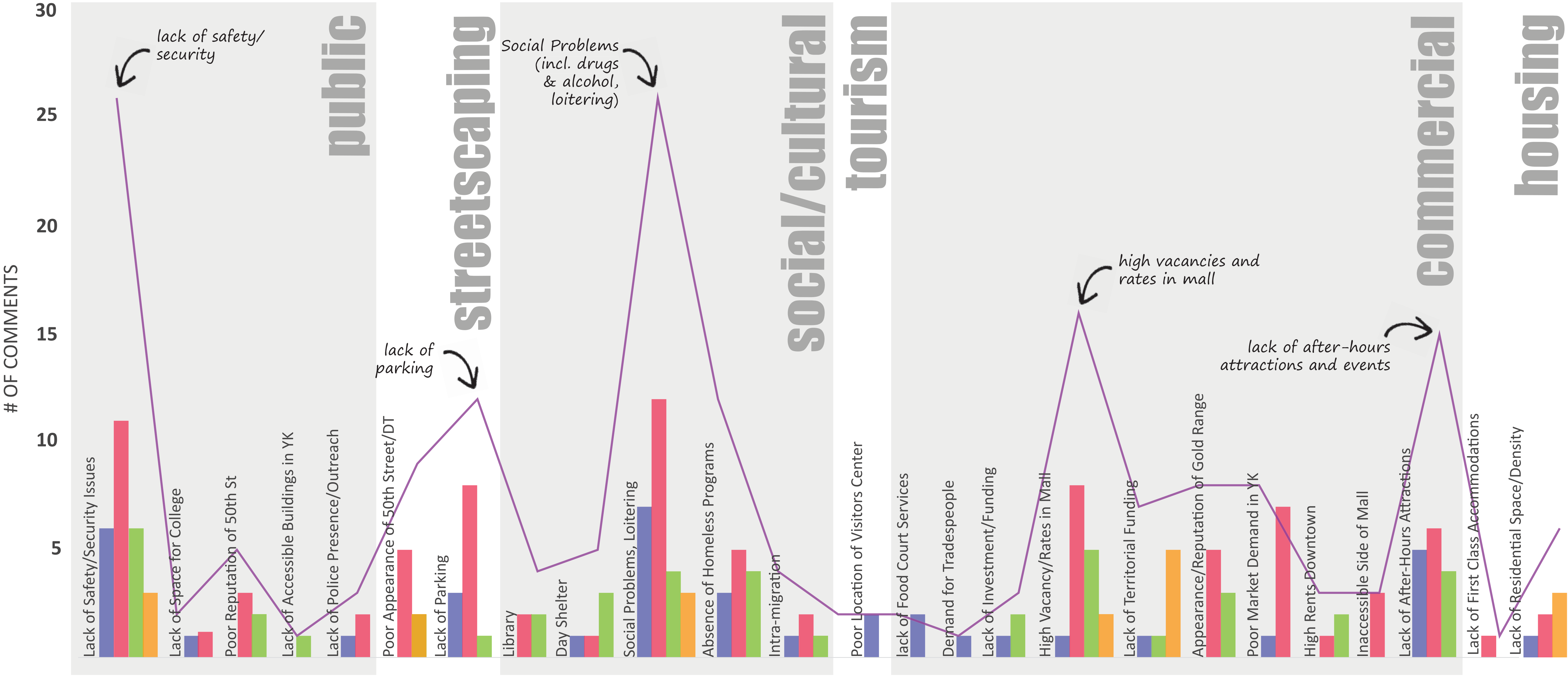
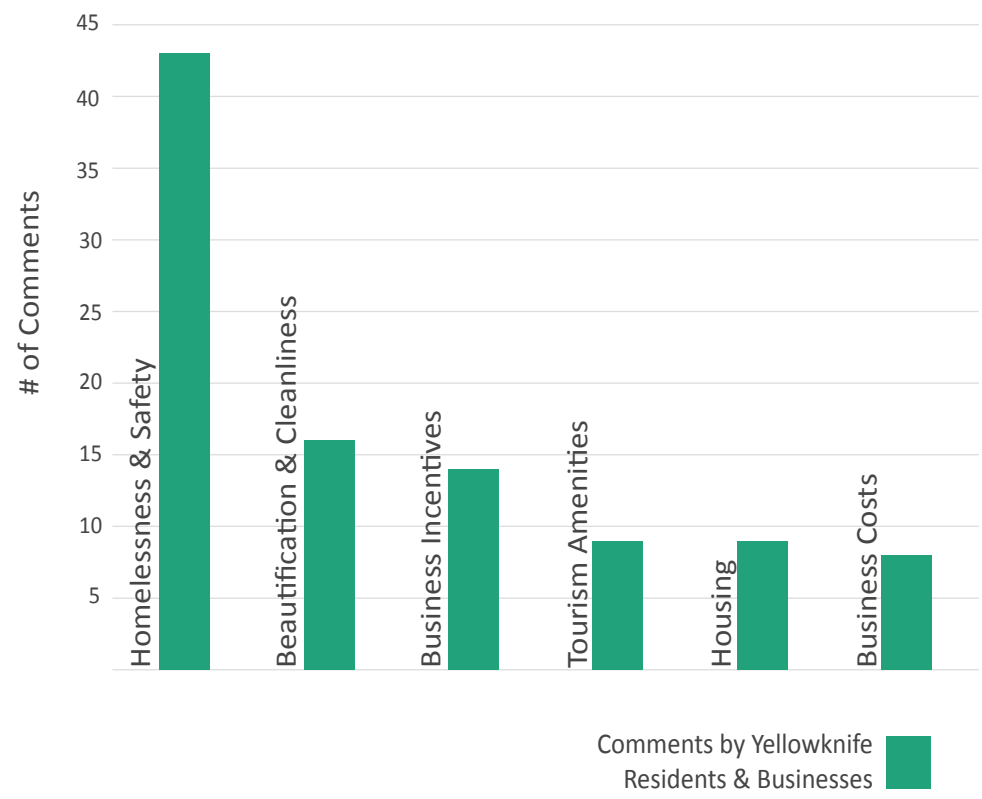
**EDUCATIONAL PROFILE**  
Source: Statistics Canada, NATIONAL HOUSEHOLD SURVEY, 2011

# what do yellowknifers identify as main issues downtown

city council and REIT perceived issues:



2008 City YK economic development strategy survey: perceived issues



The information on these graphs is compiled from interviews with various Yellowknife groups and individuals (2013-2015)

# perceived issues



# top perceived issues

## 1. social issues

“50th Street has an uninviting image due to appearance and loitering... there aren’t enough social programs.”

Size of Yellowknife's Homeless Population in Comparative Perspective			
City	Total Number of Unique Individuals Using Shelter System	Total Population	Number of Shelter Users as Percentage of General Population
Calgary	14,181	988,193	1.4
Halifax	1,718	372,679	0.5
Toronto	27,256	2,503,281	1.1
Ottawa	7,445	812,129	0.9
Yellowknife	936	18,700	5.0

Size of Homeless Population in Yellowknife  
Homelessness in Yellowknife: An Emerging Social Challenge - Homless Hub Report 2011

## 2. absence of evening/weekend activity

“At night, people need a reason to be downtown... residents will need bars, restaurants, theatres, shows, events, commercial retail, and niche stores and services that are open until at least 9 or 10 pm so that they won’t have to leave downtown, and can pretty much walk to fulfill their needs.”

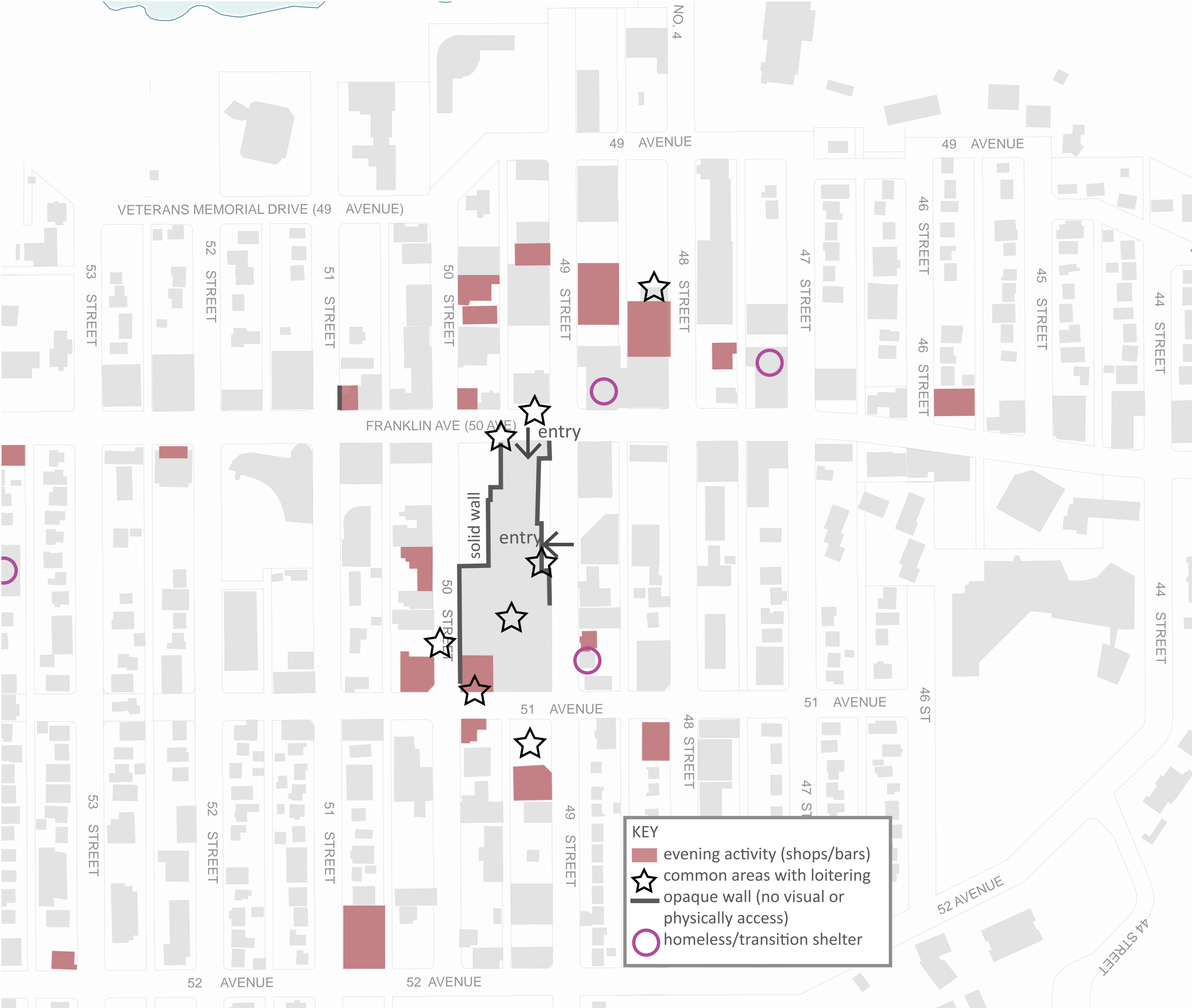


## 3. lack of safety & security

“50th Street looks like and is a rough place....There are not enough families downtown due to safety concerns



Few Eyes on the Street  
View on 50th Street - no activity or visual access onto the street creates the sense of an unsafe environment.



Map of downtown Yellowknife - homeless/transition shelters, evening activity & safety



Opaque wall - lack of activity and perceived safety issues  
50th Street Lot - west elevation of Centre Square Mall. Opaque wall and vacant lot allows for no physical or visual access into or through the mall - vacant lot with inactivity creates a hole in downtown.

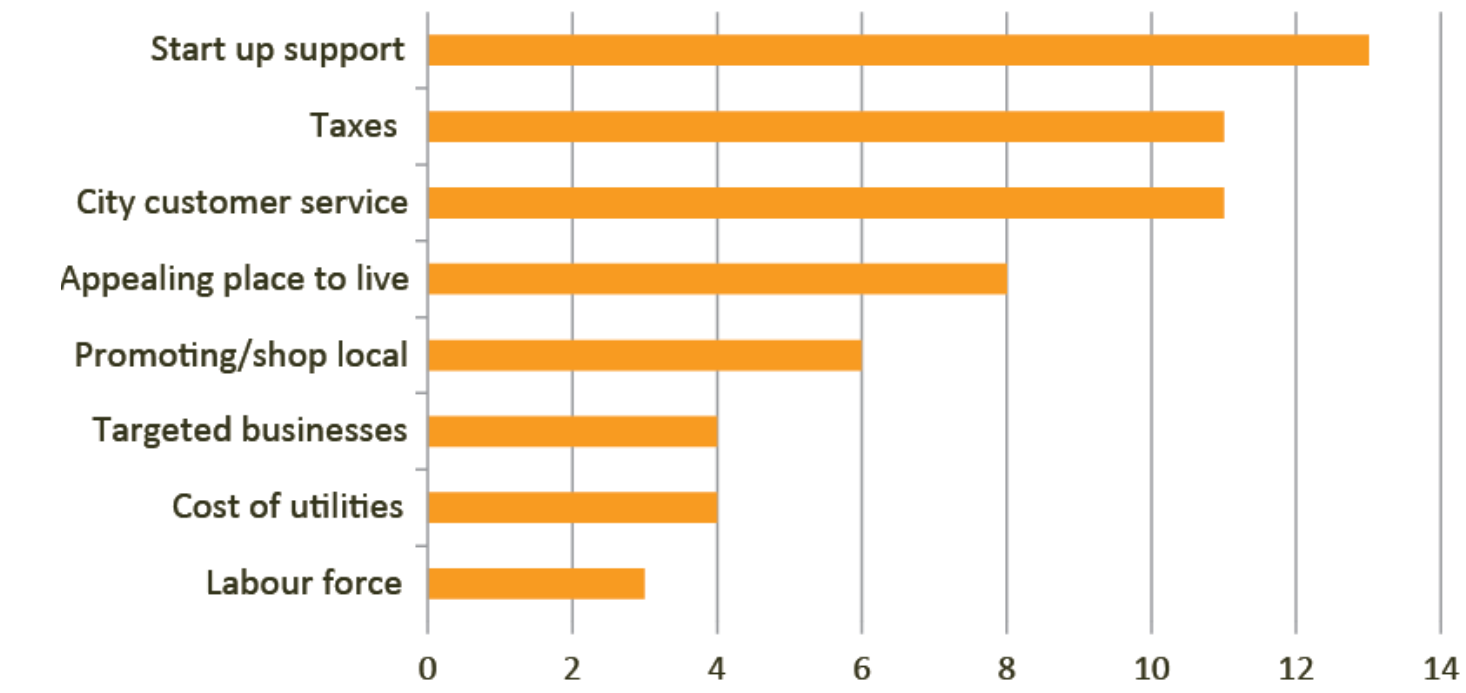


Interruption of Pedestrian Paths  
Centre Square Mall Entrance at 50th Ave



# top perceived issues

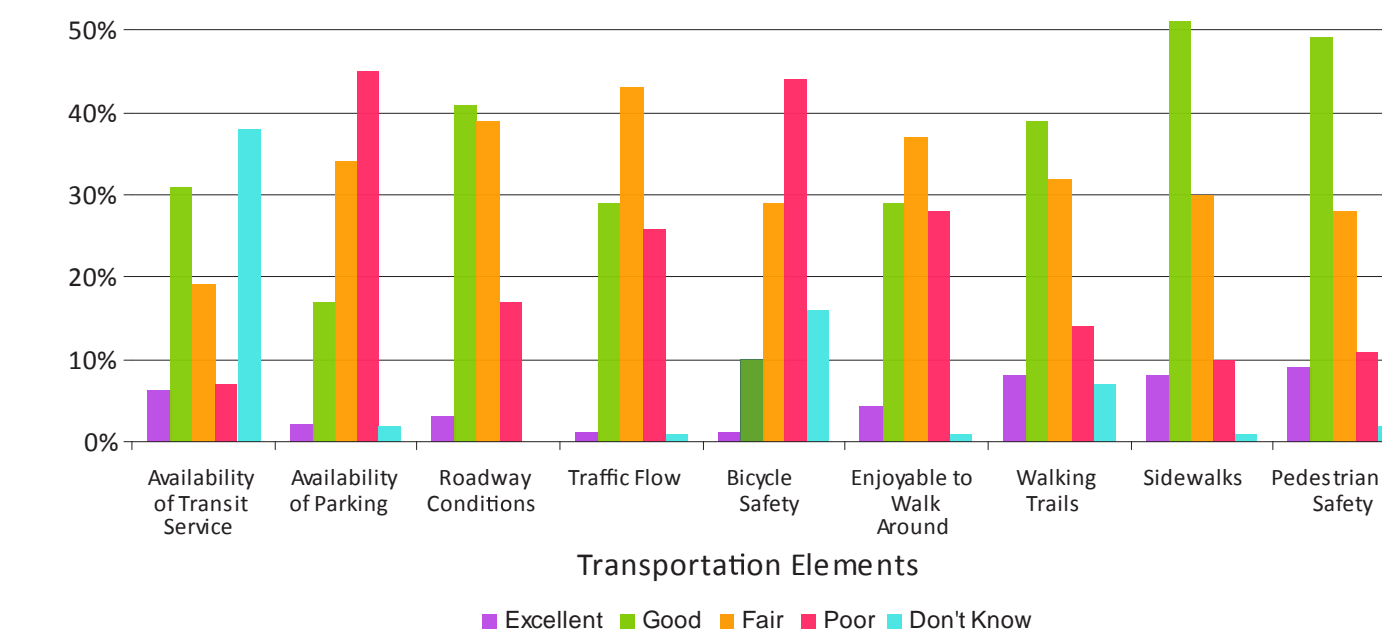
## 4. high vacancies and rates



**Needed Incentives for Business Growth & Investment**  
City of Yellowknife Economic Development Strategy

“Yellowknife is the highest vacancy spot in Canada... In a slow economy, there are rising costs and increasing expenses.”

## 5. absence of parking



**Rating of Downtown Transportation Elements**  
2008 Smart Growth Development Plan, City-Wide Interview Results

“single-person vehicles are clogging the downtown... many are government workers, working 9-5. This engenders the need for a carpool incentive.”



**Map of downtown Yellowknife - vacant lots, parking & streetscaping**

## 6. beautification & cleanliness



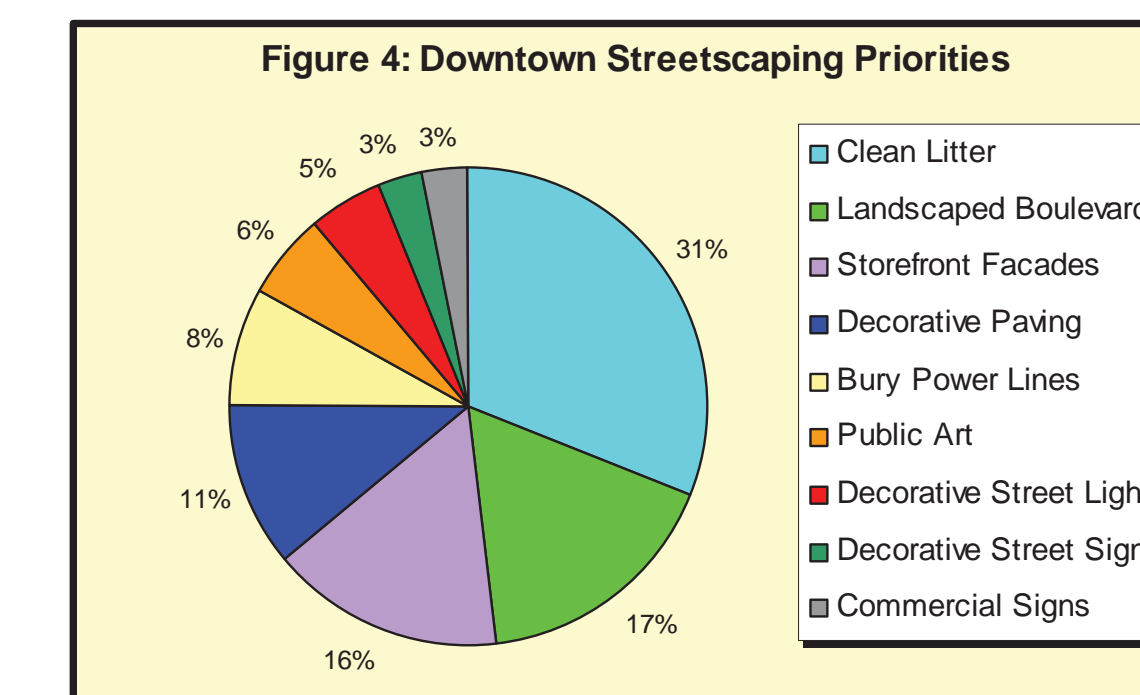
### Streetscaping & Greenscaping

Streetscape development on 50th street by Overlander which can be used as a precedent - use of curb extensions, site furnishings, public art, building signage, vegetation, paving, etc.



### Vacant spaces & Streetscaping

Public art at the vacant 50/50 parking lot is placed high on the wall behind dumpsters, and in an area known for drug trading and loitering, making for an uninviting place.



**Rating of Downtown Streetscaping Priorities**  
2008 Smart Growth Development Plan, City-Wide Interview Results

“The problem... is that streetscaping is being done wherever road repairs are needed, not necessarily where it can have an impact on revitalization.”