

## **Cameron House Idea Fair**

### **Community Engagement Summary**

June 2016

### **Introduction**

The Cameron House, located at 2337 Richter Street, is owned by the City of Kelowna and is listed on the City of Kelowna Heritage Register. Over the years the building has housed several tenants. However, the building is currently unoccupied and in need of extensive upgrades before being suitable for occupancy.

The building is valued for its architecture, a log building, rare in Kelowna, in an attractive park setting on the former Guisachan estate.

Cameron House has the opportunity to provide a service to the neighbourhood. Consultation with local residents as well as community groups and organizations that administer culture-related and recreation-related programs will help identify potential future uses for the Cameron House, as well as help identify any impacts on the building required to accommodate identified uses.

*Being born and raised in Kelowna, it would make me very happy to see Cameron House and Park well taken care of in a respectful, history-honouring, eco-friendly, community & neighbourhood-friendly way that we can be proud of for years to come. Thank you for the opportunity for giving my input!*  
- Online feedback comment

Potential partnerships by the City with the private sector and/or community organizations could potentially be a benefit by implementing an economically viable business plan, while respecting the existing building's integrity as a heritage asset.

*It would be great to have a city/private partnership to help improve on the original structure and maintain the site.*  
- Online feedback comment



### **Results of Idea Fair**

The aim of the Idea Fair was to identify activities and uses that are compatible with the heritage building, Cameron Park and the surrounding neighbourhood. While the building isn't suitable for public access, the Park adjacent to Cameron House provides an ideal setting to attract attention of the neighbourhood, connect with stakeholders in a relaxed setting and incorporate fun elements.

An open, online survey was made available from May 9 to May 20. Hardcopies of the same questions were also available for completion at the Idea Fair. Results from open surveys such as this are a collection of opinions and perceptions from interested or potentially affected residents, and not a statistically valid random sample of all Kelowna citizens. This report contains results from the open survey, due to the opt-in and open method, results are qualitative in nature and cannot be said to represent views of all Kelowna citizens.

A majority of survey respondents (71%) indicated they consider a community based arts studio a suitable use the heritage building in a community park setting. Children's daycare or preschool, an adult learning centre and a coffee shop or tea house also received support from more than half of the respondents.

*I think it is very important that the visual heritage appearance be primarily maintained, as well as the peacefully family friendly nature of this park, while hopefully differing some community gathering place/service to this lovely neighborhood.*

- Online feedback comment



Eighty-two per cent of respondents said they would not be opposed to extended hours of operation (weekends and weekday evenings).

*A small business would be great here (bakery, café, etc). It would bring something interesting to the neighbourhood.*

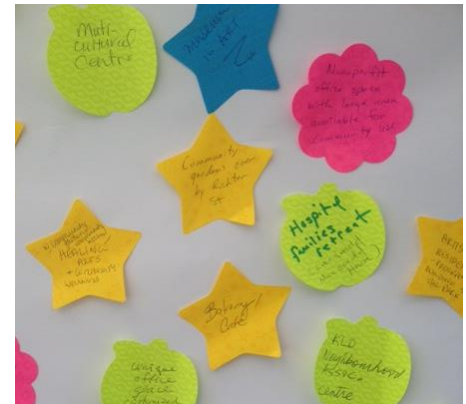
- Online feedback comment

The heritage value of the structure was indicated as very important or somewhat important by 95 per cent of survey respondents.

*This building is an example of a style that is pretty much unique. It also is valuable because of its history.*

- Online feedback comment

Sixty per cent indicated they would not approve of a retail business and 68 per cent would support an addition to the building to accommodate other uses, assuming any compromises to the heritage character were minimized.



*The building could be used in part as office/meeting space for a heritage or historical related non-profit. Additional uses could be for activities associated with families and children. The Cameron family were very civically minded. Additional activities planned to animate Cameron Park.*

- Online feedback comment

## Common Themes

Common suggestions that emerged from the Idea Fair, from online Idea submission and from the open-ended feedback included:

- Children's daycare or preschool or other childrens activities
- Meeting space or gathering space for non-profit groups, community groups, neighbourhood groups
- Small or 'soft' retail shop suggestions ie. tea shop, consession, quilt shop, garden, craft store
- Museum or historical site



*I'm happy with anything that preserves the building and keeps its character alive in our vibrant and historical town. Ideally I think it's best as a school or daycare or after school centre. E.g. the Waldorf preschool was a surprisingly good fit, hopefully with amendments to the building something like that can be recreated.*

- Online feedback comment

## Next Steps

Upon completion of public engagement, the next step will be to solicit interest from third parties to develop a financially-viable business plan through a Request for Proposal (RFP) process.

The RFP will require proponents to provide a concept design, set out anticipated capital and operational expenses, and identify potential funding sources for redevelopment of the Cameron House.

A requirement to respect the building's heritage integrity will be clearly set out in the RFP. Pending receipt and review of submissions, staff will report to Council in Fall 2016 with a recommendation on next steps.

## Engagement Activity Details

Ideas were solicited primarily at the onsite Idea Fair. Surveys were also used to collect feedback, online and in hardcopy. Print advertising, media relations and social media outreach were used to inform residents about these opportunities.

Engagement Activity	Details	Participation
Idea Fair	Public Engagement: Identify activities and uses that are compatible with the heritage building, Cameron Park and the surrounding neighbourhood	80 participants
Get Involved Kelowna Website	Online dialogue and idea submission	304 views of the topic, 20 interactions (idea submission, commenting or liking)
News Release	Media Relations: "Old building, new ideas" (May 4) a number of news outlets from radio to print to online covered the story. Shaw did an onsite follow the week following the idea fair.	5 earned media stories
Facebook	Social Media: 3 boosted posts and 1 ad encouraged information sharing and a number of ideas in the form of comments	10,687 reach, 370 clicks, 109 likes, 18 shares
Twitter	Social Media: 7 tweets encouraged traffic to the survey	9,490 impressions, 90 engagements (1% engagement rate)