

THE CITY OF DAWSON



SPECIAL COMMITTEE OF THE WHOLE MEETING #CW21-04

DATE: Monday February 15, 2021

TIME: 7:15 PM

LOCATION: City of Dawson Council Chambers – Safe Spacing rules apply

1. **CALL TO ORDER**
2. **ACCEPTANCE OF ADDENDUM & ADOPTION OF AGENDA**
 - a) Special Committee of the Whole Agenda CW21-04
3. **MINUTES**
4. **BUSINESS ARISING FROM MINUTES**
5. **SPECIAL MEETING, COMMITTEE, AND DEPARTMENTAL REPORTS**
 - a) IR- Lots 1-20, Block Q, Ladue Estate, Socioeconomic Planning Study Report
6. **BYLAWS & POLICIES**
7. **CORRESPONDENCE**
8. **PUBLIC QUESTIONS**
9. **IN CAMERA**
10. **ADJOURNMENT**

Report to Council



For Council Decision For Council Direction For Council Information

In Camera

AGENDA ITEM:	Planning Study: Lots 1 to 20, Block Q, Ladue Estate	
PREPARED BY:	Stephanie Pawluk, CDO	ATTACHMENTS: Planning Study Engagement Summary
DATE:	February 12, 2021	
RELEVANT BYLAWS / POLICY / LEGISLATION:		

RECOMMENDATION

That Committee of the Whole acknowledge receipt of the Lots 1 to 20, Block Q, Ladue Estate Planning Study and Engagement Summary and provide comments to the consultants.

ISSUE / PURPOSE

The Planning Study consultant team (Stantec/Vector Research) is presenting the Planning Study and Engagement Summary reports.

BACKGROUND SUMMARY

Council awarded a contract with Stantec/Vector Research for the purpose of completing a socioeconomic Planning Study of the three land uses under consideration for Block Q that results in the recommendation of the highest and best use of the subject land. The options are as follows, and in no particular order:

- Residential development
- New recreation centre
- Campground (status quo)

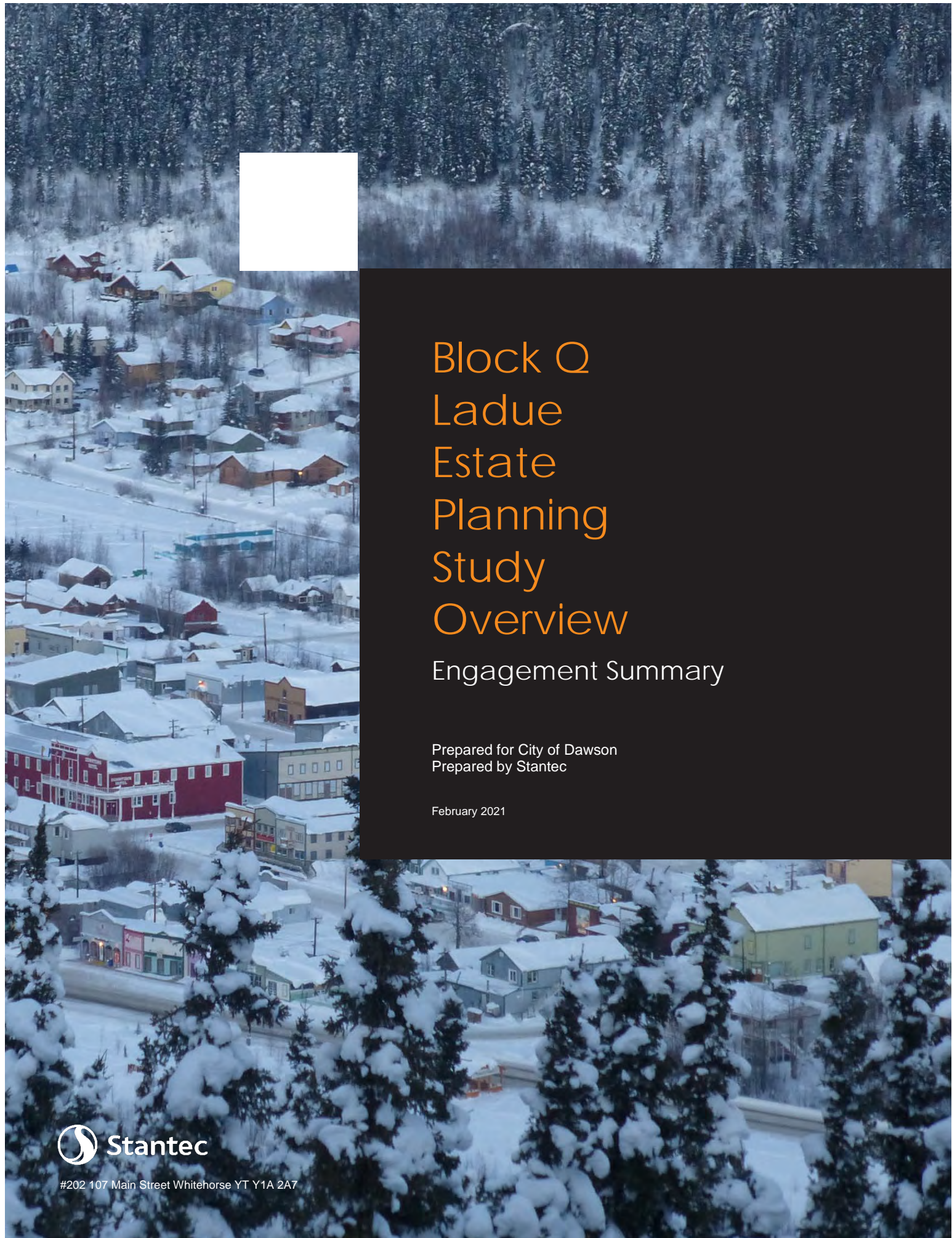
ANALYSIS / DISCUSSION

A critical part of this project was the transparent and unbiased engagement of a multitude of community stakeholders. The Engagement Summary outlines the engagement process, results, and how the findings were applied to the Planning Study.

The Planning Study ultimately concludes that the development of residential housing of Block Q is the highest and best use of the land.

APPROVAL

NAME:	Paul , ACAO	SIGNATURE: 
DATE:	February 12, 2021	



Block Q Ladue Estate Planning Study Overview

Engagement Summary

Prepared for City of Dawson
Prepared by Stantec

February 2021



#202 107 Main Street Whitehorse YT Y1A 2A7

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Letter

Poster

Stakeholder Email.....

Presentation.....

Survey



BLOCK Q LADUE ESTATE PLANNING STUDY: ENGAGEMENT SUMMARY

Background Information

1.0 BACKGROUND INFORMATION

The City of Dawson has hired Stantec Consulting and Vector Research to complete a Planning Study for Lots 1-20, Block Q, Ladue Estate. The site is currently used for the Goldrush Campground; however, it is identified in the City of Dawson Official Community Plan and Zoning Bylaw for residential use.

1.1 PURPOSE OF THIS PROJECT

- Determine the highest and best use for the subject area, known as “Lots 1-20 Block Q, Ladue Estate”
- Make recommendations on how to move forward

1.1.1 What uses are being considered?

There are 3 uses being considered for Block Q, Ladue Estate, listed in no particular order:

- Use A: Campground
- Use B: Recreation facility
- Use C: Residential use

1.1.2 What will the Planning Study look like?

The Block Q, Ladue Planning Study will review each proposed use by including a description of applicable economic and social considerations which must be considered.

This analysis will also include considering opportunity costs, meaning what potential gains could be lost when one of the uses is chosen over another. Public and stakeholder engagement will be used to inform the considerations included in the analysis. Based on this analysis, the Study will provide recommendations about which use can be considered the "highest and best use".

Location of Lots 1-20, Block Q, Ladue Estate



Block Q, Ladue Estate



BLOCK Q LADUE ESTATE PLANNING STUDY: ENGAGEMENT SUMMARY

Background Information

1.2 PURPOSE OF ENGAGEMENT

The purpose of this engagement process was twofold: share information and gather feedback. Prior to this engagement process, there was a lot of misinformation regarding the project being shared throughout the community; as such, it was a priority for this engagement process to share information about the purpose of the project and how the decision would be made. Secondly, the engagement process was used to gather information that would help identify relevant economic and social factors to be considered in the Planning Study and generate an understanding of local priorities for each of the uses being considered.

1.3 HOW WILL THE DECISION BE MADE?

After reviewing all the information provided through the Block Q, Ladue Estate Planning Study, other studies, and many other considerations; Council will ultimately decide which use to proceed with. It must be understood that the decision made by Council may not be in alignment with the recommendations of the Planning Study because this project will be only one of the many factors considered by Council (e.g. findings of geotechnical studies, results of the recreation centre planning project).



2.0 COMMUNICATION METHODS

2.1 NOTIFICATIONS

2.1.1 Letter

A letter regarding this project was sent from the City of Dawson by mail to all property owners; a copy of this letter has been included in **Appendix A Communication Materials**.

2.1.2 Poster

A poster was hung at several locations around town to notify the community of this project; a copy of this poster has been included in **Appendix A Communication Materials**.

2.1.3 Stakeholder Emails

Stakeholders were notified about this project by way of the City letter described above, and/ or through a personal email sent by Stantec; a copy of which has been included in **Appendix A Communication Materials**.

2.2 PROJECT WEBSITE

A project website was hosted on the City's webpage [<https://www.cityofdawson.ca/p/block-q-ladue-estate-planning-study>] to introduce the project, host the introduction video, and direct users to the online survey.

2.3 INTRODUCTION VIDEO

A video was created of the presentation to be shown during the Public Information Session, this video was embedded into the online survey. A copy of the presentation used to create the video has been included in **Appendix A Communication Materials**.

2.4 PROJECT EMAIL

A project-specific email was created to gather questions and feedback about the project:
ladueestateplanning@stantec.com



BLOCK Q LADUE ESTATE PLANNING STUDY: ENGAGEMENT SUMMARY

Engagement Activities

3.0 ENGAGEMENT ACTIVITIES

Engagement activities available during the project were designed to support both in-person and distance interactions, in accordance with COVID-19 regulations. These activities included the following:

3.1 IN-PERSON PUBLIC INFORMATION SESSIONS

The City of Dawson hosted five in-person public information sessions on October 20, 2020 at City Hall. These sessions were led by Stantec with attendance by municipal staff and members of the public. The format of the meetings was consistent throughout: an introduction presentation given by Stantec followed by a question and answer period.

To accommodate COVID-19 safety protocols, capacity of the events was limited to 12 attendees per session; as such, attendees were required to register their attendance in advance of the meetings, provide contact tracing information, use hand sanitizer, remain 6 feet (2 m) apart, and sit with their immediate household only.

All feedback received during the public information sessions is described in more detail in **Section 4.2 Public Information Sessions**.

3.2 DISTANCED: BROADCASTED PUBLIC INFORMATION SESSION

The final in-person public information session on October 20, 2020 (7pm) was broadcast using Microsoft Teams. Prior to this event, this broadcast was advertised on the notification poster and a link to the meeting was shared on the City's project website and on the Town Crier Facebook page.

In total, 15 persons joined the meeting online and were able to participate in real time asking questions in the chat or verbally during the Q&A portion of the meeting.

3.2.1 Posted Recording

A video of the broadcast public information session was created by recording the meeting; the video was then posted to the City's project website for viewing by those who were not able to attend.

3.3 SURVEY

A public survey was used to share information about the project and gather feedback from the community. All information provided in Section 1 Background Information of this report was included in the survey, before the questions. A copy of the survey has been included in **Appendix A Communication Materials**.



BLOCK Q LADUE ESTATE PLANNING STUDY: ENGAGEMENT SUMMARY

Engagement Activities

This survey was available for online completion through a link on the City's website, and paper copies were also available at City Hall. The survey was open for responses from October 5 to October 31, 2020.

All feedback received through the survey is described in more detail in **Section 4.1 Survey**.

3.4 STAKEHOLDER INTERVIEWS

Several local businesses and community organizations were identified as potentially having specific information to be included in the Planning Study. These stakeholders were engaged primarily over the phone and were asked to share any information they had which they felt should be considered in the study, following the same format as the survey (e.g. "What do you think we need to consider when reviewing Use A: Campground?").

All feedback received from stakeholders was captured through interview notes which, to protect the privacy of respondents, have not been provided in this summary.

3.5 GOVERNMENT MEETINGS

A meeting with Tr'ondëk Hwëch'in was held in-person on October 20, 2020.

Meetings with various Yukon government departments were conducted over the phone throughout October and November.

All feedback received from governments was captured through interview notes which, to protect the privacy of respondents, have not been provided in this summary.



What We Heard

4.0 WHAT WE HEARD

4.1 SURVEY

In total, 214 unique surveys were completed submitted both online and on paper.

4.1.1 Approach to Analysis

As described below, many of the questions in the survey included opportunities for respondents to provide open-ended comments. These comments were reviewed for their content and tagged with one or more “themes to consider”, which were then graphed for easy reference and inclusion in this summary.

For example:

Question	Open-Ended Response	Themes Used for Graphing
What do you think we need to consider when reviewing Use A: Campground?	<p>SAMPLE RESPONSE: If this site isn't available, campers will no longer be able to walk from their site to other businesses which will suffer as a result. If this site is needed or if there are enough available spaces elsewhere If the lease rate and taxes paid by the campground is enough/ fair</p>	<ul style="list-style-type: none"> • Impact of walkability to tourist amenities • Impact to other businesses • Demand for campground • Availability of alternative locations • Policy: Ensuring appropriate lease rates • Possible tax revenues

The full set of comments received has been provided to the City of Dawson for their review and reference. These comments were presented in a similar manner to the table shown above, identifying the themes used for graphing beside each comment.

4.1.2 Summary of Responses

To maintain the privacy of respondents, only the graphical summary of each questions' responses has been included in this report; no open-ended comments have been provided.

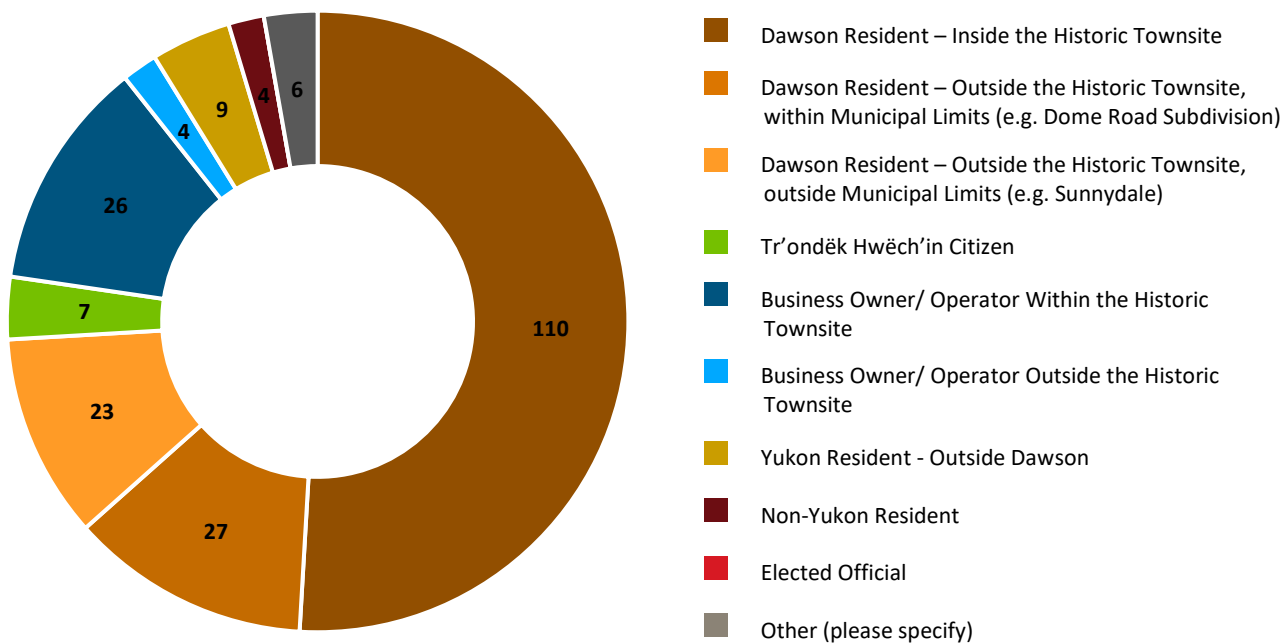


BLOCK Q LADUE ESTATE PLANNING STUDY: ENGAGEMENT SUMMARY

What We Heard

4.1.2.1 Summary by Question

Q1 We know that Dawsonites may have multiple interests in this project: they are residents, entrepreneurs, property owners, and have ties to many different industries. Please select the statement(s) that best describe you and your responses to this survey.



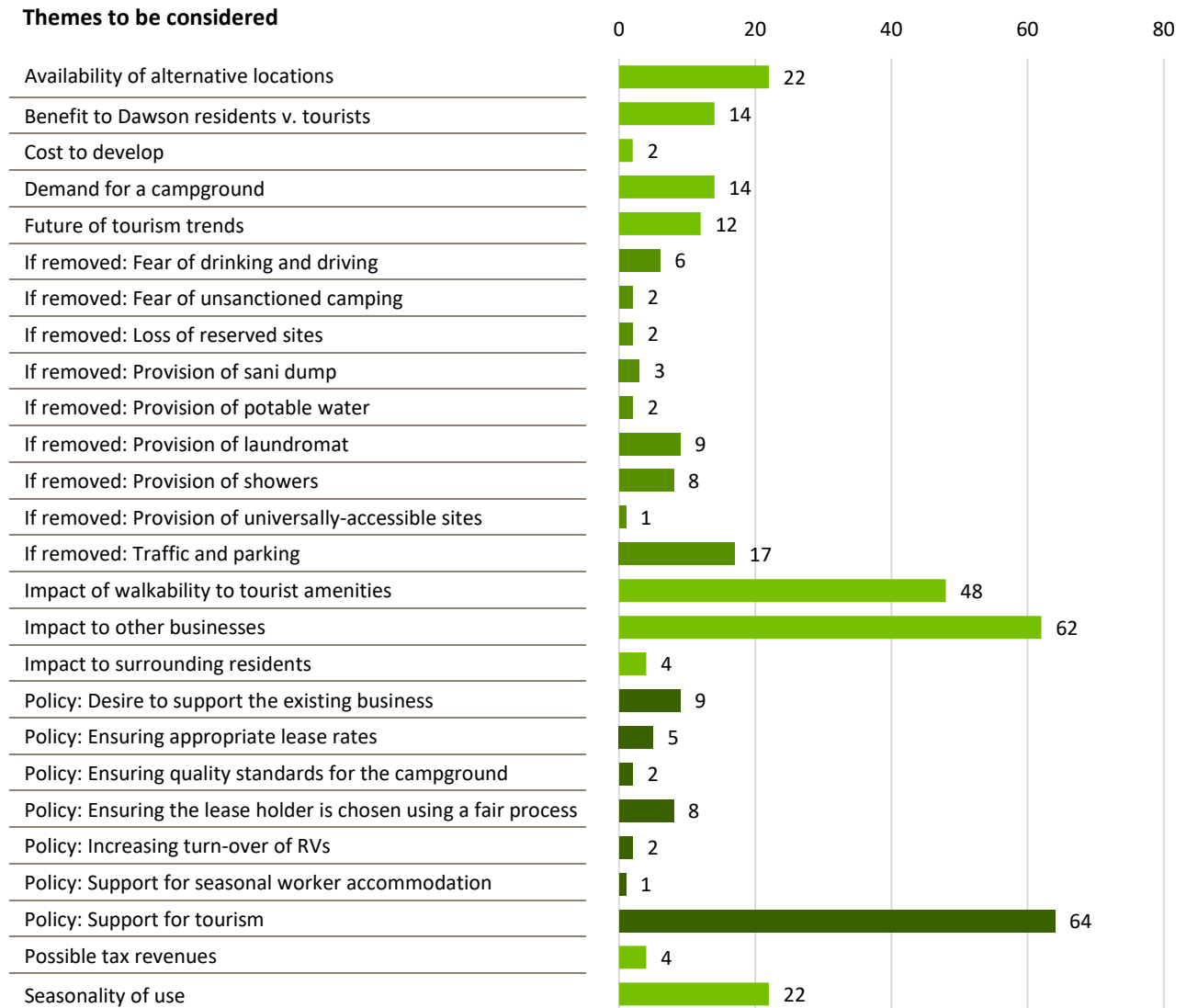
Note: Open-ended responses have not been included in this summary to remain privacy for respondents.



BLOCK Q LADUE ESTATE PLANNING STUDY: ENGAGEMENT SUMMARY

What We Heard

Q2 *What do you think we need to consider when reviewing Use A: Campground?*



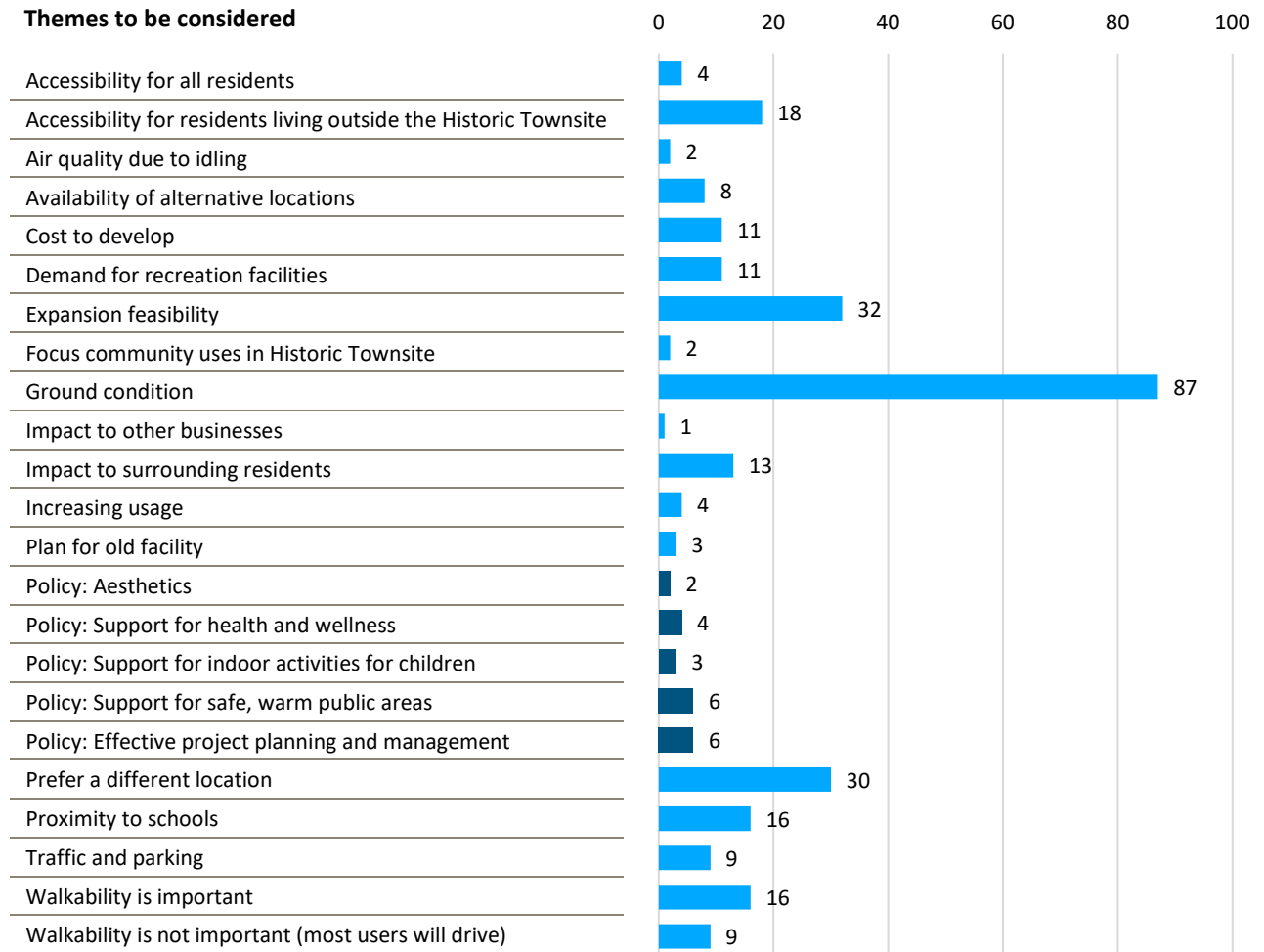
Note: Open-ended responses have not been included in this summary to remain privacy for respondents.



BLOCK Q LADUE ESTATE PLANNING STUDY: ENGAGEMENT SUMMARY

What We Heard

Q3 What do you think we need to consider when reviewing Use B: Recreation Facility?



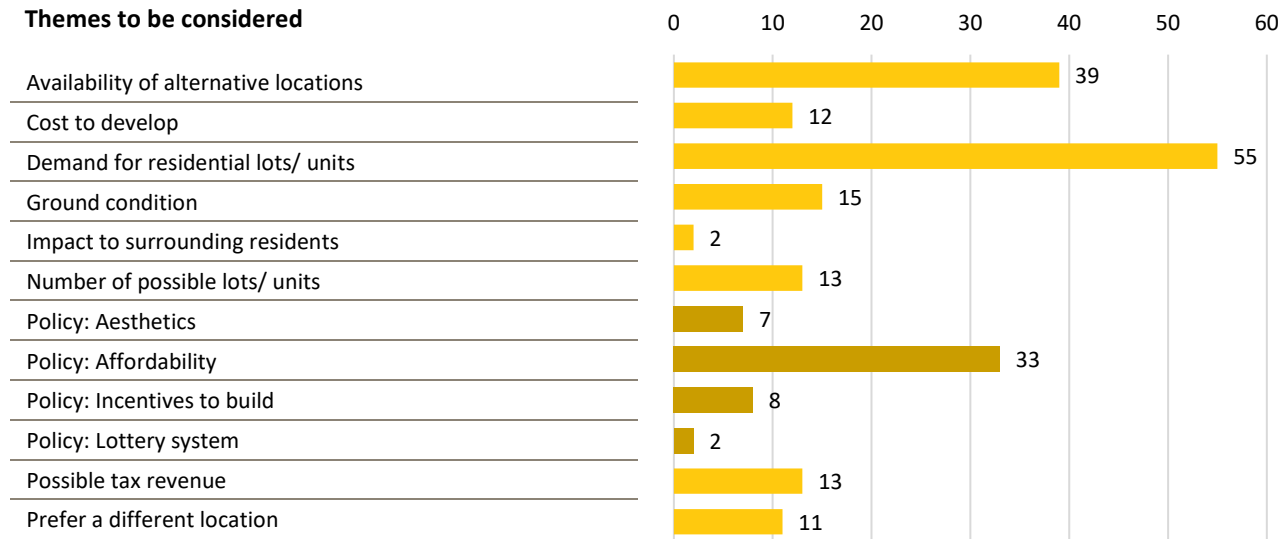
Note: Open-ended responses have not been included in this summary to remain privacy for respondents.



BLOCK Q LADUE ESTATE PLANNING STUDY: ENGAGEMENT SUMMARY

What We Heard

Q4 *What do you think we need to consider when reviewing Use C: Residential?*



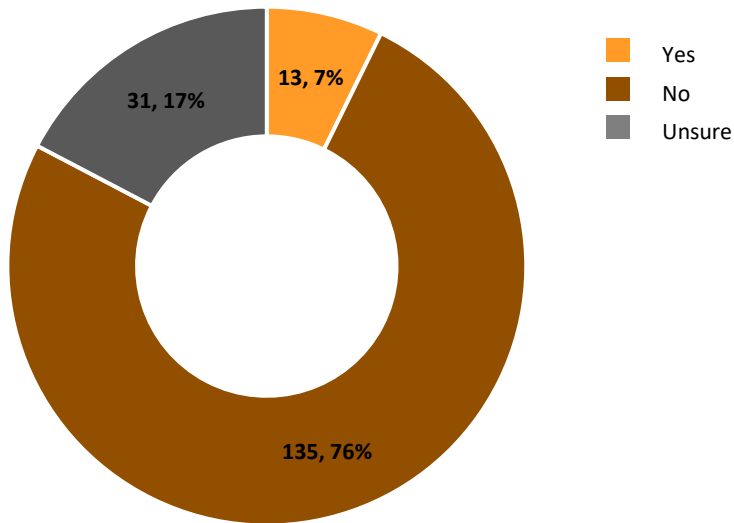
Note: Open-ended responses have not been included in this summary to remain privacy for respondents.



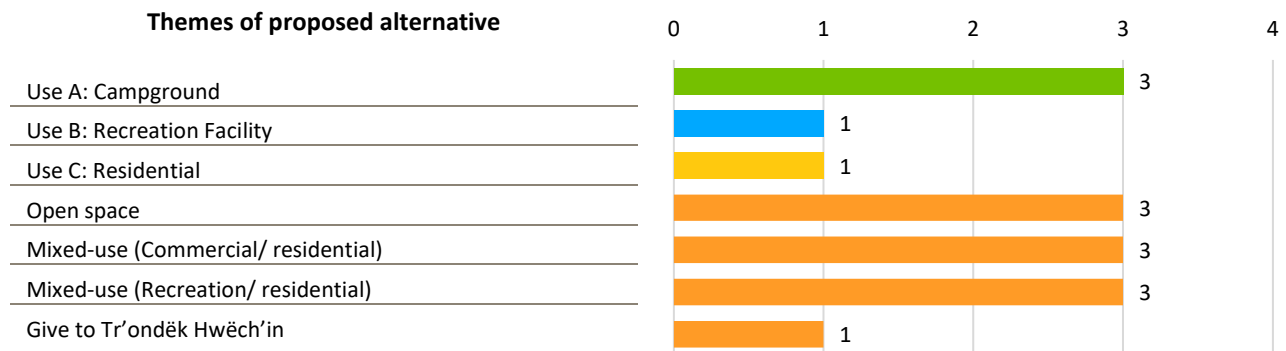
BLOCK Q LADUE ESTATE PLANNING STUDY: ENGAGEMENT SUMMARY

What We Heard

Q5 Do you think Council needs to consider a different use for Block Q, Ladue Estate; other than those listed above?



Proposed alternative uses to be considered:



Note: Open-ended responses have not been included in this summary to remain privacy for respondents.



BLOCK Q LADUE ESTATE PLANNING STUDY: ENGAGEMENT SUMMARY

What We Heard

Q6 Please share any other thoughts that should be considered.

Note: Open-ended responses have not been included in this summary to remain privacy for respondents; however, a review of the comments received identified the following themes:

Themes to be Considered Regarding Use A Campground, Use B Recreation, Use C Residential:

Use-specific themes to be considered are in alignment with those identified throughout each of the previous questions.

General Themes to be Considered:

- Prioritizing the needs of year-round residents.
- Supporting local businesses, including tourism in general.
- Ensuring the ground condition and any other technical factors are confirmed prior to any work being done. There is a high level of caution and fear from respondents about having another major project fail.
- Increasing the efficiency and usability of the land and the existing servicing around the site.
- Using informed decision-making to identify viable options and then select the highest and best use rather than having public opinion decide.
- Understanding that each use is important, various negative impacts can be anticipated should each of the proposed use not be selected for the site. To reduce the impact of having each use not selected, impact mitigation strategies should be considered such as identifying potential alternative locations.

4.2 PUBLIC INFORMATION SESSIONS

Below is a summary of comments received during all five of the public information sessions, grouped by the use it was referring to, and by theme.

4.2.1 General

- This plan should consider heritage
- Happy with this engagement process
- How much revenue does the City get when YG builds out?

Theme Availability of Alternative Locations

- What is the status of the Dome Road feasibility study?

Theme Cost to Develop

- Concern about the cost for new infrastructure
 - What is the cost of extending water and sewer to the 20 lots?



BLOCK Q LADUE ESTATE PLANNING STUDY: ENGAGEMENT SUMMARY

What We Heard

Theme Ground Condition

- Concern over the ground condition of this site
 - Is it stable for new development?
 - Gravel is dumped there every year

Theme Impact to Surrounding Residents

- Concerned about whatever use is selected and what its impact to surrounding residents will be
 - Views
 - Traffic
 - Loitering

Theme Timeline

- How long is the survey accessible online?
- A decision needs to be made soon as these places are booking up 1 and 2 years in advance.
- What is the construction timeline?

4.2.2 Use A: Campground

Theme Availability of Alternative Locations

- There is a lack of capacity elsewhere: GuggieVille was bought by Bonanza Gold and then closed.
- What is the capacity of the other campgrounds?

Theme Policy: Desire to Support the Existing Business

- Would like to see the City support existing businesses
- People are sentimental about the Gold Rush campground

Theme Demand for Campground

- Feel that RVers want the full-service experience which is offered at the Goldrush Campground
- Feel the Goldrush Campground is the campground that always fills up first
- YG is looking at developing more campgrounds, so if the priority is to expand camping why should this one be closed?

Theme Future of Tourism Trends

- Traveler demographics are changing: they are increasingly single travelers rather than groups
- Consider the future age of visitors and their mobility



BLOCK Q LADUE ESTATE PLANNING STUDY: ENGAGEMENT SUMMARY

What We Heard

Theme If Removed: Provision of Laundromat, Showers, etc

- Don't want to see a loss of tourism infrastructure, the campground has existing infrastructure that will be difficult to replace such as showers and laundry
 - These facilities are used by both visitors and locals in the summer

Theme If removed: Traffic and Parking

- If the Goldrush is closed and visitors are having to stay...
 - at the YG campground across the river, there will be increased ferry traffic
 - at sites outside of the historic townsite, RV traffic will still drive into town but there will be nowhere for them to park
- What will happen if people come and try to stay overnight in their RVs anyway, even though the Goldrush is closed? What are the bylaws that regulate overnight camping/ parking?

Theme Impact of Walkability to Tourist Amenities

- The Goldrush is walkable to so many amenities, like Gerties or shops, which is highly valued by its users

Theme Impact to Other Businesses

- Having the campground in town makes money for other businesses

Theme Impact to Surrounding Residents

- The existing campground is a good and respectful neighbour

Theme Seasonality of Use

- Is there an opportunity to increase the amount of use the sites gets to make it usable year-round?
 - Like a year-round laundromat?

Theme Policy: Support for Tourism

- The economy in Dawson is reliant on tourism and placer mining
- "People and visitors save Dawson"
- Would like to retain tourists in town

4.2.3 Use B: Recreation Facility

- Consider the other recreational facilities as well, not just the new recreation centre



BLOCK Q LADUE ESTATE PLANNING STUDY: ENGAGEMENT SUMMARY

What We Heard

Theme Ground Condition

- Is the soil stable enough to support a new recreation facility?

Theme Impact to Surrounding Residents

- A recreation facility in this area would increase traffic and loitering

Theme Prefer a Different Site

- Consider where will be a 'central location' once Dawson continues to grow, prefer Dome Road
- Prefer the wastewater site as it's near the recreation park and pool

4.2.4 Use C: Residential

Theme Availability of Alternative Locations

- Would like more information about where all the new residential lots are supposed to be going
 - If other residential lots were confirmed to be opening up soon (eg the Dome), that would affect how many see the potential use for these lots

Theme Demand for Residential Lots/ Units

- Big demand for small affordable lots
- Is there really a demand for these lots for residential if North end and Dome Road is being developed

Theme Ground Condition

- Unstable for houses just like unstable for recreation centre

Theme Policy: Incentives to Build

- Recognize there are a lot, 77, undeveloped or derelict buildings in the Historic Townsite which should be redeveloped for residential
 - Parks Canada own vacant lots in the downtown
 - Yukon Housing has land available
- Would like to see more focus put on infill/ redevelopment
 - Are there incentives/ disincentives in place regarding vacant lots in the town site?

Theme Prefer a Different Site

- Would prefer the existing recreation centre site be used for residential use



BLOCK Q LADUE ESTATE PLANNING STUDY: ENGAGEMENT SUMMARY

What We Heard

4.3 PETITION

Outside of the Ladue Estate Planning Study public engagement process, a formal petition was prepared by community members to demonstrate opposition to the potential closure of the Gold Rush Campground. The stated goal of the petition was as follows,

“This petition has for goal to preserve the Gold Rush Campground in Dawson City. We think that this business is very important to our town's economy and the City of Dawson should renew the lease to ensure the campground remains a service offered in our town. The campground is the only in town public laundry/shower facilities that many residents and summer workers use. The convenient location for people to stay in town brings a lot of revenues to local businesses. On a regular summer, that campground is practically full at capacity almost every night for 3 months in a row. If this campground is removed, we believe the RVers will still be coming our way and they won't have places to park so they will end up parking all around town, most likely leaving garbage behind.

We believe the reasons behind the possibility of not renewing the lease are not reasonable. Regarding the housing situation, there are plenty of empty lots in town that are not being used that could be open for future housing. Plus, the recent construction of multi-housing units in town helped the housing situation and there is even a new subdivision being planned for around town and the lot where the current Rec centre is could most likely be used for residential lots. So, that issue is already being worked on which means there is no need to remove the campground to create more residential lots.

In regards to the future of our Rec Centre, we believe that the campground's location is not the right one for a future Rec centre. The ground is just as unstable, if not more then where our Rec Centre is right now. We do not need to repeat the same mistake that was done with the current Rec Centre. We recognize that there is a need for a new Rec Centre and that there are other more viable ground options for building such a structure; for example the Crocus Bluff site, beside the Dome Road entrance, which is close enough to town and easy access for people from other subdivisions.”

The petition contained 252 signatures gathered between July 25, 2020 and October 10, 2020 and was submitted to the City of Dawson for consideration by Council. Because this petition contained a collection of public comments, it was shared with Stantec for reference purposes.

Upon reviewing the comments, themes which were heard included:

- Demand for a campground: comments suggesting this campground is needed in the community.
- Ground condition: comments warning that the ground is not suitable for any alternative uses.
- Concerns around loss of valued amenities if the campground was closed, such as the provision of a laundromat and showers.



BLOCK Q LADUE ESTATE PLANNING STUDY: ENGAGEMENT SUMMARY

What We Heard

- Comments about how the walkability from this site to surrounding tourism amenities and businesses is a positive addition to the community and should the campground be closed, that benefit would be lost.
- An underlying desire to support the existing business and the tourism industry in general.

To protect the intent of the petition which was submitted to Council outside of this process, and the privacy of its participants, a copy of the petition has not been provided in this summary.



APPENDIX A

Communication Materials

THE CITY OF DAWSON

Box 308 Dawson City, YT Y0B 1G0
PH: 867-993-7400 FAX: 867-993-7434
www.cityofdawson.ca
October 5, 2020



Block Q, Ladue Estate Planning Study

The City of Dawson has hired Stantec Consulting and Vector Research to complete a Planning Study for Lots 1-20, Block Q, Ladue Estate, as shown in the figure below. The purpose of the study is to determine the highest and best use for the lots in our Historic Townsite. Further described in more detail below, the information provided in the Planning Study will then be reviewed by Council, along with many considerations, to determine the most suitable use for the site. As you know, the site is currently used for the Goldrush Campground; however, it is identified in the City of Dawson Official Community Plan and Zoning Bylaw for residential use. This project has come out of years of contemplation over what use would be best for our community and the future for this community asset.

To inform this important decision, we are undertaking a Planning Study to review 3 proposed uses and the economic and social considerations associated with each. The proposed uses being considered are; in no particular order:

- Use A:** Campground
- Use B:** Recreation facility
- Use C:** Residential use

The City of Dawson is reaching out to residents, business owners, stakeholders, and other governments to inform the economic and social considerations that will be reviewed in the Planning Study. During this process, we are striving to capture feedback from a wide cross-section of the community; as such, we hope you will participate in the various engagement activities available to you and encourage others to do so as well.

ENGAGEMENT ACTIVITIES

Engagement activities available during this process have been designed to support both in-person and distance interactions, in accordance with COVID-19 regulations. These activities include the following:

Physically-Distanced Engagement

Physically-distanced engagement activities are intended to connect primarily with those who feel comfortable using online engagement tools but will also assist in reaching those who are limiting their in-person activities, those whose schedules do not permit them to attend the in-person public information sessions, or those who may be experiencing symptoms of COVID-19.

- **Project overview video**

This video uses the same presentation that will be given during the public information sessions and describes the project in detail with voice narration. To view the video, please visit the City's website beginning October 5th.

- **Online survey**

The online survey will be used to gather feedback about the project and will be launched from the City's website on October 5th. Paper copies will also be available at the City Hall front office.

- **Online public information session**

The in-person public information session held on October 20th at 7pm will be broadcast live using Microsoft Teams to allow persons at home to attend online and ask questions in real-time. Please visit the City's website for sign-up and log-in information.

Location of Lots 1-20, Block Q, Ladue Estate



Block Q, Ladue Estate

In-person Engagement

In-person activities are intended to connect with those with limited internet access or those that do not feel comfortable with online engagement. All in-person activities will be subject to applicable COVID-19 health and safety regulations at the time of their scheduled dates; as such, they are subject to change based on updates to local or territorial best practices.

- Five in-person **public information sessions** held in the City of Dawson Council Chambers on Tuesday October 20th at 3pm, 4pm, 5pm, 6pm, and 7pm. Due to COVID-19 regulations:
 - Capacity at each public information session will be limited to 15 in-person attendees total
 - All attendees are required to sit with those in their social bubble, and to stay seated during the event
 - All sessions will begin promptly at the time scheduled and run a maximum of 45min to allow for proper cleaning between sessions
 - All sessions will require a specific room set-up based on the number of persons in attendance; as such, advanced registration is mandatory
 - Please sign up for one of the sessions by visiting the City Hall front office or contacting:
Charlotte Luscombe
planningassist@cityofdawson.ca
(867) 993-7400 ext 438
 - At the time of sign-up, you will be asked how many persons within your social bubble will be attending with you.

Engagement with Stakeholders and Governments

- **Project overview video and online survey**
All local businesses and community organizations are encouraged to view the online video and complete the online survey to provide feedback on this project.
- **Telephone and in-person interviews**
Several local businesses and community organizations have been identified as potentially having specific information to be included in the Planning Study. These stakeholders will be contacted by the project team beginning in mid-October; questions asked will follow the same format of the online survey with additional opportunities to share any past reports or studies.
- **Meetings with the Tr'ondëk Hwëch'in and Yukon governments** will be held online or in-person beginning mid-October.

NEXT STEPS

Following the preparation of the Planning Study, Council will review all the information provided in the Block Q Ladue Estate Planning Study, other studies such as geotechnical information and projects looking at suitable locations for the recreation centre, as well as any other relevant factors. After considering all the different factors before them, Council will be responsible for ultimately deciding on which use is the most appropriate to pursue. As noted above the City has hired Stantec Consulting Ltd. and Vector Research to complete this analysis and lead the engagement activities. Please contact Lesley Cabott at ladueestateplanning@stantec.com (867) 335-2515, if you have any questions about the project or the engagement opportunities available to you.

Sincerely,



On behalf of
City of Dawson Mayor and Council



LADUE ESTATE PLANNING STUDY

Lots 1-20, Block Q



“ *What needs to be considered?* ”

PHYSICALLY-DISTANCED ENGAGEMENT

October 5 - October 31

Visit the www.cityofdawson.ca for more information.

IN-PERSON INFORMATION SESSIONS

October 20 in Council Chambers

3pm, 4pm, 5pm, 6pm, and 7pm [with online broadcast]

Due to COVID-19 regulations, capacity for each information session will be limited. Please register your attendance for one of the sessions in advance visiting the City Hall or contacting:

Charlotte Luscombe
planningassist@cityofdawson.ca
(867) 933-7400 ext 438

From: [Haeusler, Amanda](#)
Bcc: [REDACTED]
Subject: Block Q Ladue Estate Planning Study Engagement
Date: Tuesday, October 13, 2020 12:03:00 PM
Attachments: [Final Letter BlockQ Engagement.pdf](#)

Good morning,

The City of Dawson has hired Stantec Consulting and Vector Research to complete a Planning Study for Lots 1-20, Block Q, Ladue Estate (i.e. Gold Rush Campground). The purpose of the study is to determine the highest and best use for the lots in Dawson's Historic Townsite. The information provided in the Planning Study will then be reviewed by Council, along with many considerations, to determine the most suitable use for the site.

This project has come out of years of contemplation over what use would be best for the community. To inform this important decision, we are preparing a Planning Study to review 3 proposed uses and the economic and social considerations associated with each. The proposed uses being considered are listed below in no particular order:

- Use A: Campground
- Use B: Recreation facility
- Use C: Residential use

As described on the project website [<https://www.cityofdawson.ca/p/block-q-ladue-estate-planning-study>], the City of Dawson is working with Stantec to reach out to residents, business owners, stakeholders, and other governments to inform the economic and social considerations that will be reviewed in the Planning Study. During these engagements, we want to know: **“what needs to be considered?”**

As a valued stakeholder, I am e-mailing you today on behalf of the City of Dawson to encourage your participation in the various engagement activities available to you and your organization. We want to hear your thoughts and ensure your questions are answered.

Engagement activities available during this process have been designed to support both in-person and distance interactions, in accordance with COVID-19 regulations. These activities include the following:

- Physically-distanced engagement activities
 - [Project website](#)
 - Project overview video
 - Online survey
 - Online public information session (link on website)
- In-person engagement
 - Five in-person public information sessions
 - Held in the City of Dawson Council Chambers on Tuesday October 20th at 3pm, 4pm, 5pm, 6pm, and 7pm.
 - **Due to COVID-19 regulations, in-person engagement attendance is limited**

and requires registration in advance (please visit project website for more information).

Thank you so much for your interest and participation in this project.

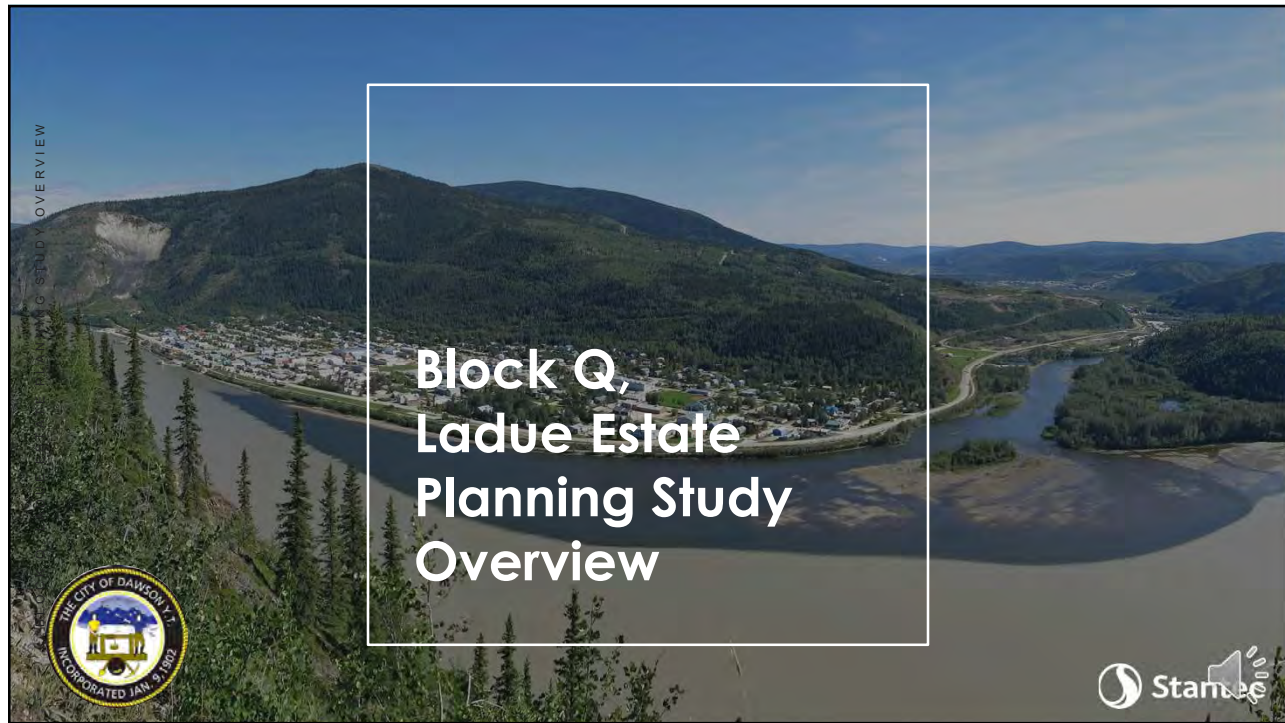
Amanda Haeusler RPP, MCIP
Consultant

amanda.haeusler@stantec.com or
ladueestateplanning@stantec.com

Stantec



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1

Location of Block Q, Ladue Estate Subject Area

Purpose of this project

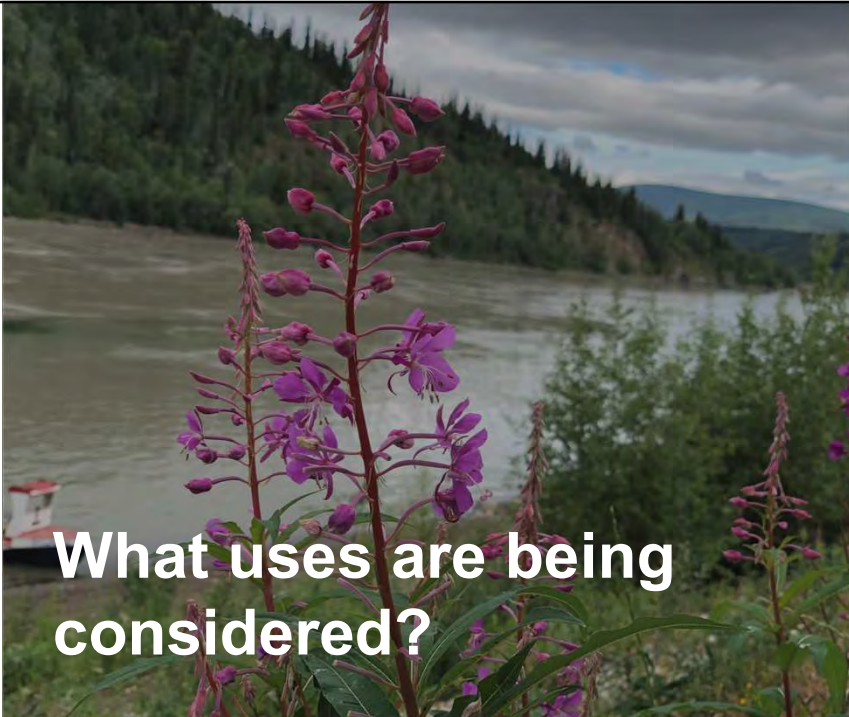
- Determine the highest and best use for the subject area, known as “Block Q, Ladue Estate” – shown in the figure to the left
- Make recommendations on how to move forward

2

BLOCK Q. LADUE ESTATE PLANNING STUDY OVERVIEW

3



What uses are being considered?

Use A


Campground

Use B



Recreation facility

Use C

Residential use



3





BLOCK Q. LADUE ESTATE PLANNING STUDY OVERVIEW



4

What type of information will be reviewed outside of the engagement process?

- Historic use and role
- Existing planning documents
- Municipal priorities and overall direction
- Compatibility with surrounding uses and transportation patterns
- Past engagement feedback
- Housing and land need summaries
- Recreation user information
- Tourism trends
- Visitor exit surveys
- Spending habits of residents and visitors
- Impact of discontinuing the existing use
- Ability of existing campgrounds to absorb additional business
- Property tax assessment information
- Municipal revenue associated with each proposed use
- Stakeholder and community feedback
- Other documents/ studies/ reports as needed



4

BLOCK Q. LADUE ESTATE PLANNING STUDY OVERVIEW



5

Purpose of engagement



- Share information about the purpose of the project.
- Gather input [advice and opinions] from a cross-section of the community.
- Identify local priorities as they relate to each of the three uses being considered.

We want to know:

What should be considered when reviewing each of the proposed options?

5


BLOCK Q. LADUE ESTATE PLANNING STUDY OVERVIEW

6



What will the Planning Study look like?

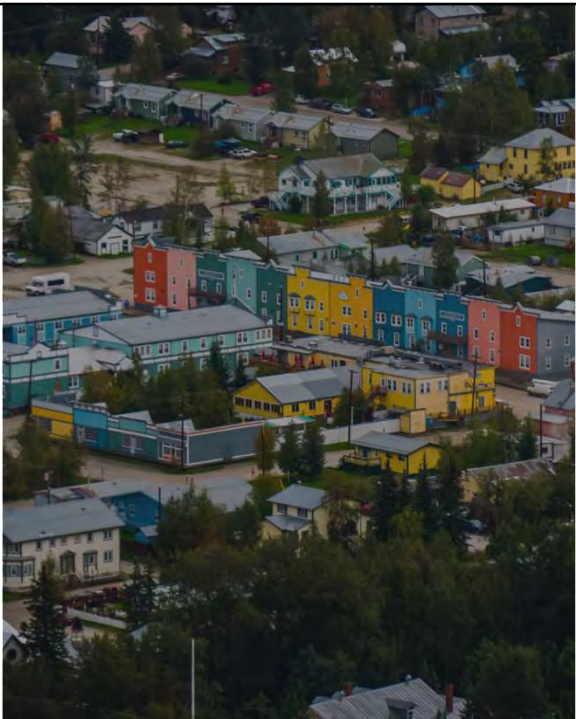
- Review each proposed use
 - Include a description of the economic and social considerations for each use
 - Will consider opportunity costs –what potential gain could be lost when one of the uses is chosen over another
- Provide recommendations

← Public and stakeholder engagement will be used to inform these considerations




6

  BLOCK Q, LADUE ESTATE PLANNING STUDY OVERVIEW






How will the decision be made?

- Council will review all the information in the Planning Study, other studies, and any other relevant factors prior to deciding which use to proceed with
- Because this is only one of many factors considered, the final decision may not be in alignment with the recommendations of the Planning Study




7

  BLOCK Q, LADUE ESTATE PLANNING STUDY OVERVIEW



Thank you!

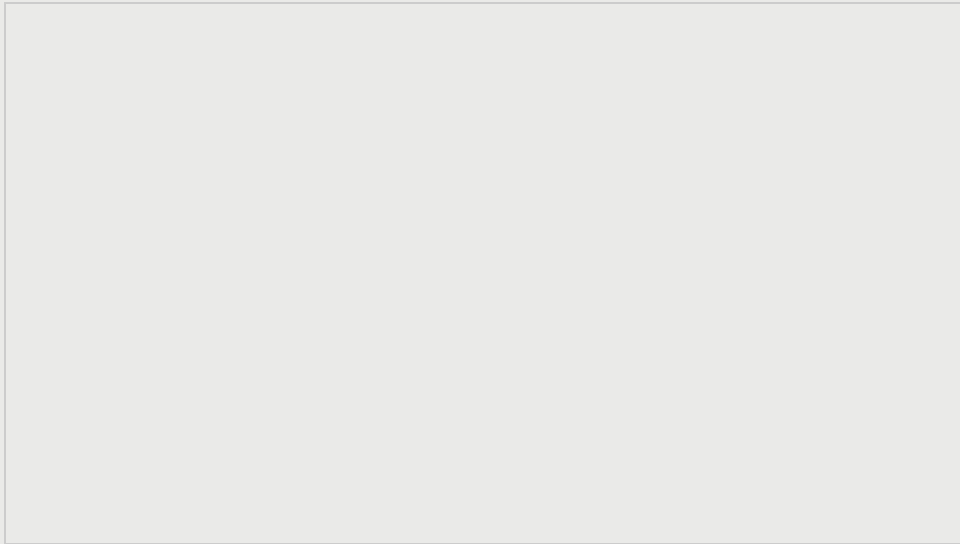


8



City of Dawson Planning Study for Block Q, Ladue Estate Introduction

Please watch the following introduction video prior to completing the survey.



If you are unable to watch the video, a text-overview is also available.

*** 1. Would like to view the text-based project introduction page prior to completing the survey?**

- Yes, view the text-based project introduction page now
- No, continue to the survey



City of Dawson Planning Study for Block Q, Ladue Estate Introduction

Purpose of this project

- Determine the highest and best use for the subject area, known as “Lots 1-20 Block Q, Ladue Estate” – shown in the figure below
- Make recommendations on how to move forward

As further described below, this information will be provided to Council for their review with many other studies and considerations, for Council to decide the most suitable use for the subject area.



What uses are being considered?

There are 3 uses being considered for Block Q, Ladue Estate, listed in no particular order:

- Use A: Campground
- Use B: Recreation facility
- Use C: Residential use

What type of information will be reviewed outside of the engagement process?

- Historic use and role
- Existing planning documents
- Municipal priorities and overall direction
- Compatibility with surrounding uses and transportation patterns
- Past engagement feedback
- Housing and land need summaries
- Recreation user information
- Tourism trends

- Visitor exit surveys
- Spending habits of residents and visitors
- Impact of discontinuing the existing use
- Ability of existing campgrounds to absorb additional business
- Property tax assessment information
- Municipal revenue associated with each proposed use
- Stakeholder and community feedback
- Many other items as needed

Purpose of engagement

- Share information about the purpose of the project.
- Gather input [advice and opinions] from a cross-section of the community.
- Identify local priorities as they relate to each of the three uses being considered.

We want to know: *What should be considered when reviewing each of the proposed options?*

What will the Planning Study look like?

The Block Q, Ladue Planning Study will review each proposed use by including a description of applicable economic and social considerations which must be considered.

This analysis will also include considering opportunity costs, meaning what potential gains could be lost when one of the uses is chosen over another. Public and stakeholder engagement will be used to inform the considerations included in the analysis.

Based on this analysis, the Study will provide recommendations about which use can be considered the "highest and best use".

How will the decision be made?

After reviewing all the information provided through the Block Q, Ladue Estate Planning Study, other studies, and many other considerations; Council will ultimately decide which use to proceed with. It must be understood that the decision made by Council may not be in alignment with the recommendations of the Planning Study because this project will be only one of the many factors considered by Council.



City of Dawson Planning Study for Block Q, Ladue Estate Getting started

*** 2. We know that Dawsonites may have multiple interests in this project: they are residents, entrepreneurs, property owners, and have ties to many different industries.**

Please select the statement(s) that best describe you and your responses to this survey.

- Dawson Resident - Inside the Historic Townsite
- Dawson Resident - Outside the Historic Townsite, within Municipal Limits (e.g. Dome Road Subdivision)
- Dawson Resident - Outside the Historic Townsite, outside Municipal Limits (e.g. Sunnydale)
- Tr'ondëk Hwëch'in Citizen
- Business Owner/ Operator - Within the Historic Townsite
- Business Owner/ Operator - Outside the Historic Townsite
- Yukon Resident - Outside Dawson
- Non-Yukon Resident
- Elected Official
- Other (please specify)



City of Dawson Planning Study for Block Q, Ladue Estate Gathering Advice

The Planning Study for Block Q, Ladue Estates is reviewing 3 potential uses for the site:

- Use A: Campground
- Use B: Recreation facility
- Use C: Residential use

During this engagement process, we are gathering information to inform the analysis of each option. All information gathered will be reviewed; this is not a vote to see which option is most preferred.

3. What do you think we need to consider when reviewing Use A: Campground?

4. What do you think we need to consider when reviewing Use B: Recreation Facility?

5. What do you think we need to consider when reviewing Use C: Residential Use?

*** 6. Do you think Council needs to consider a different use for Block Q, Ladue Estate; other than those listed above?**

- Yes (Will require you to specify a use)
- No
- Unsure



City of Dawson Planning Study for Block Q, Ladue Estate Alternative Use(s)

*** 7. Please describe the alternative use(s) you would like to see Council consider for Block Q, Ladue Estate.**

[Redacted area]



City of Dawson Planning Study for Block Q, Ladue Estate Final Thoughts

8. Please share any other thoughts that should be considered.

[Redacted area for user input]



City of Dawson Planning Study for Block Q, Ladue Estate Thank you!

Thank you for taking time to share your thoughts about Block Q, Ladue Estate!

9. If you are a resident of the Dawson area, and would like to be entered into a draw for a prize, please enter your contact information below.

Name	<input type="text"/>
Address	<input type="text"/>
Email Address	<input type="text"/>
Phone Number	<input type="text"/>

Block Q Ladue Estate Planning Study

FINAL

FEBRUARY 9, 2021



CITY OF DAWSON BLOCK Q LADUE ESTATE PLANNING STUDY

This document entitled City of Dawson Block Q Ladue Estate Planning Study was prepared by Stantec Architecture Ltd. (“Stantec”) and Vector Research for the account of City of Dawson (the “Client”). Any reliance on this document by any third party is strictly prohibited. The material in it reflects Stantec’s professional judgment in light of the scope, schedule and other limitations stated in the document and in the contract between Stantec and the Client. The opinions in the document are based on conditions and information existing at the time the document was published and do not take into account any subsequent changes. In preparing the document, Stantec did not verify information supplied to it by others. Any use which a third party makes of this document is the responsibility of such third party. Such third party agrees that Stantec shall not be responsible for costs or damages of any kind, if any, suffered by it or any other third party as a result of decisions made or actions taken based on this document.

Prepared by _____
(signature)

Paul Kishchuk

Reviewed by _____
(signature)

Lesley Cabott



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1.0 INTRODUCTION

The City of Dawson, like all local governments, constantly endeavors to deliver an optimal mix of municipal and planning services to its residents with finite resources. Not only must the City of Dawson deliver water, sewer, solid waste and recreational services on a day-to-day basis; the City must also prudently manage its assets and plan for future growth for the benefit of all Dawson community members.

Key among the City of Dawson's assets is a complete 'city block' of undeveloped land located within the Historic Townsite Boundary, referred to as Block Q of the Ladue Estate. This block is outside of the Downtown Core, as defined in the City of Dawson's 2018 Official Community Plan, is comprised of 20 lots and is bounded by Duke Street to the north, York Street to the south, Fifth Avenue to the east and Fourth Avenue to the west. The area of Dawson City surrounding Block Q can generally be described as residential. The homes surrounding Block Q are serviced with in-ground water and sewer infrastructure. As such, existing water and sewer services run close to the 20 Block Q lots.

Use of the Block Q site is currently granted exclusively to Gold Rush Campground Ltd., an entity incorporated under Yukon's Business Corporations Act, under the terms of a lease with the City of Dawson. The first 10-year campground lease was established in 1984. The term of the current lease is 1 October 2017 to 30 September 2027. The City of Dawson invoked paragraph 6.02 (e) of the lease in June 2020: Either party may terminate this lease agreement by providing two years notice of termination in writing.

The City of Dawson is reconsidering this campground lease now as part of its efforts to prudently manage its assets and plan for future growth for the benefit of all Dawson community members. This report presents the planning study team's assessment of the economic and social factors to be considered in the determination of the highest and best use of the Block Q site by the City of Dawson's elected officials. The three development alternatives currently being considered for Block Q include (in no particular order):

- Recreational Vehicle-style campground (status quo)
- Residential development
- New recreation centre

We note that in its narrowest meaning, highest and best use analysis involves calculating a single number embodying the net positive fiscal effect for each alternative. A comparison is then made among each of the resulting numbers with the alternative scoring highest chosen as the best alternative. As recognized by Dawson City Council, the Block Q use issue is complex and cannot reasonably be reduced to the comparison of single numbers. As directed, the study team has taken a broader view in the assessment of the economic and social factors to be considered. Thus, the analysis which follows includes both quantitative and qualitative factors.



CITY OF DAWSON BLOCK Q LADUE ESTATE PLANNING STUDY

Identification of the relevant economic and social factors to be considered in the analysis was informed by extensive community engagement directly from Dawson City residents. Engagement channels included an on-line survey, interviews with representatives of Yukon businesses, governments and organizations and a series of five open houses hosted in-person at City of Dawson Council Chambers. The engagement period ran from mid -September to mid - November, 2020. The results of the engagement are presented under separate cover in the *What We Heard Report*.

Our consideration of the three different uses for the Block Q site recognizes that some uses lean more towards 'economic infrastructure' rather than 'social infrastructure' and vice versa. For example, a community facility such as the recreation centre is social infrastructure rather than economic infrastructure. In contrast, an RV-style campground is more economic infrastructure than social infrastructure. Residential development of the Block Q site is both social infrastructure and economic infrastructure.

Note that environmental factors, specifically the suitability of the Block Q site with regard to permafrost, is not within the scope of the planning study. For purposes of the study, it was assumed that the Block Q site is potentially suitable for use by all three alternatives (RV-style campground, residential development and a recreation centre).

2.0 ALTERNATIVE A: RV-STYLE CAMPGROUND

2.1 ECONOMIC EFFECTS

Much of the community discussion in Dawson City about terminating the current lease has centered on the economic contribution of the Gold Rush Campground to the Dawson City economy. It is widely perceived by Dawson residents that the use of Block Q for a purpose other than an RV-style campground will cause not only the loss of a well-established Dawson City business, but also a significant loss of revenues for other businesses that are supported by Gold Rush Campground guests. Dawson businesses that sell food, beverages, souvenirs and provide entertainment are all expected to be affected by a closure of the Gold Rush Campground.

According to the Tourism Industry Association of Yukon, "the Gold Rush Campground...has been responsible for accommodating 15,000 to 16,000 visitors in Dawson City annually and bringing \$2.3 million to Dawson each year." The table on the following page presents the results of reverse-engineering the Tourism Industry Association of Yukon's number of 16,000 visitors across the five-month summer season.



CITY OF DAWSON BLOCK Q LADUE ESTATE PLANNING STUDY

The posted capacity of the Gold Rush Campground is 83 RV-style sites. Multiplying the total number of sites available (83) by the number of days in each of the months between May and September yields monthly available site nights ranging between 2,490 and 2,573 per month. Summing the monthly totals results in 12,699 site nights over the full summer season.

Gold Rush Campground – Estimated Visitation

	May	Jun	Jul	Aug	Sep	Totals
Available site nights	2,573	2,490	2,573	2,573	2,490	12,699
Proxied occupancy rate	18%	77%	100%	83%	28%	
Occupied site nights	462	1,907	2,444	2,129	703	7,646
Average group size	2.0	2.0	2.0	2.0	2.0	
No. of Gold Rush Campground visitors	925	3,814	5,146	4,259	1,407	15,550

Note: The distribution of occupancy rates over the five-month summer season was proxied using Dawson City Visitor Information Centre attendance estimates, averaged over the three-year period 2017 to 2019.

The number of occupied site nights was calculated by multiplying the number of available site nights by the proxied monthly occupancy rates. The 2017/18 Yukon Visitor Exit Survey estimated that a total of 265,200 travelling parties visited Yukon from all origins in the reference year with an average of 1.9 people per travelling party. The same survey estimated that a total of 156,100 travelling parties visited Yukon from the United States in the reference year, with an average of 2.0 people per travelling party. As much of the rubber tire traffic arriving in Dawson City is likely on its way to, or from, Alaska, the higher figure of 2.0 for average group size was used in the calculations.

Multiplying the number of occupied site nights by the average group size provides an estimate of the number of Gold Rush Campground visitors per month. Summing across the five-month summer tourism season in Dawson results in a season-total number of Gold Rush Campground visitors of 15,550, a level consistent with the range provided by the Tourism Industry Association of Yukon (15,000 to 16,000).

An assessment of the accuracy of the Tourism Industry Association of Yukon's claim that the Gold Rush Campground "bring[s] \$2.3 million to Dawson each year" was completed by building on the analysis of estimated visitation at the Gold Rush Campground. A custom tabulation of data from the Yukon Bureau of Statistics' 2017/18 Visitor Exit Survey indicates that visitors to Yukon who entered Yukon in an RV, camper-truck or with a trailer, and who spent at least one night in the Klondike Region in an RV park, spent on average \$217 per party, per night.



CITY OF DAWSON BLOCK Q LADUE ESTATE PLANNING STUDY

Spending Attributable to Gold Rush Campground Guests

		May	Jun	Jul	Aug	Sep	Total
Gold Rush Campground: occupied site nights		462	1,907	2,573	2,129	703	7,775
Average spend per party per night*	\$217	217	217	217	217	217	
Gold Rush Campground: total guest spend		100,312	413,783	558,341	462,079	152,635	1,687,150
Total Guest Spend by Category*							
Transportation	44%	43,937	181,237	244,553	202,391	66,854	738,972
Accommodations	20%	19,661	81,101	109,435	90,567	29,916	330,681
Food and beverage	22%	22,169	91,446	123,393	102,119	33,732	372,860
Clothing and gifts	6%	5,918	24,413	32,942	27,263	9,005	99,542
Recreation and entertainment	6%	5,617	23,172	31,267	25,876	8,548	94,480
Other activities	3%	2,909	12,000	16,192	13,400	4,426	48,927
Gold Rush Campground: total guest spend	100%	100,212	413,369	557,783	461,617	152,482	1,685,463

* Source: 2017/18 Yukon Visitor Exit Survey custom tabulation (average spend in Yukon, by visitors to Yukon who entered Yukon in an RV, camper-truck or with a trailer, who spent at least one night in the Klondike Region in an RV park, per party, per night).

Note: The Klondike Region includes Carmacks, Pelly Crossing, Dawson City and Tombstone Territorial Park.

Note: differences in 'Gold Rush Campground: total guest spend' are due to rounding.

Multiplying the average spend per party per night by the number of occupied site nights for each opening month produces the total monthly spend by Goldrush Campground guests. As can be seen from the table, the estimated total monthly guest spend ranged from a low of \$100,312 in May to a high of \$558,341 in July. Total spend by Goldrush Campground guests over the five-month summer season was estimated to be \$1,685,463, an amount \$600,000 less than the \$2.3 million figure supplied by the Tourism Industry Association of Yukon (an over-estimate of 27%).

The Yukon Bureau of Statistics' 2017/18 Visitor Exit Survey also provides an indication of the distribution of visitor spending for visitors to Yukon who entered in an RV, camper-truck or with a trailer, and who spent at least one night in the Klondike Region in an RV park, by type of spending. The categories of spending included transportation, accommodations, food and beverage, clothing and gifts, recreation and entertainment and other activities. As can be seen from the table above, spending on transportation accounted for 44% of visitor expenditures, with accommodations and food and beverage accounting for 20% and 22% of expenditures, respectively. Expenditures on clothing and gifts, recreation and entertainment and other activities accounted for the remaining 15% of visitor spending.



2.2 RV-STYLE CAMPGROUND CAPACITY

Many engagement respondents, including the Tourism Industry Association of Yukon, have suggested that closure of the Gold Rush Campground will result in the loss of *all* expenditures to the Dawson economy originating with Gold Rush Campground guests. As noted above, the value of the loss is estimated to be \$1.7 million per season. Such reasoning hinges on two suppositions, *first* that visitors travelling to Dawson City in a recreational vehicle will have nowhere else to stay in Dawson City and *second*, that the proximity of the Gold Rush Campground to other businesses somehow induces Gold Rush Campground guests to spend more in Dawson City than if they were to stay in a less proximate campground. Each assumption is addressed below.

With regard to the *first* assumption, there are a total of four campgrounds, including the Gold Rush Campground, located within 3.5 km of the centre of Dawson City. For purposes of the study, Diamond Tooth Gerties is assumed to approximate the centre of Dawson City. In addition to the Gold Rush Campground, two other campgrounds are privately-owned, the Bonanza Gold Motel and RV Park and the Dawson City RV Park and Campground. Both the Bonanza Gold Motel and RV Park and the Dawson City RV Park and Campground can be considered perfect substitutes, in terms of the amenities offered.

On the basis of information posted on the Yukon.ca website, all three private campgrounds offer: electricity (min. 30 amp), full hook-ups (water and sewer), wireless internet, pull through sites, sani-dump, showers, a store and laundry. Thus, the only material difference among the three private campgrounds is location. The Gold Rush Campground is located 350 metres from the centre of Dawson City, the Bonanza Gold Motel and RV Park 3,400 metres (3.4 kilometres) and the Dawson City R.V. Park and Campground 3,200 metres (3.2 kilometres). It is also worth noting that the Bonanza Gold Motel and RV Park and the Dawson City R.V. Park and Campground are connected to the near-centre of Dawson City by a walking and cycling path along the Yukon River Dike that is completely removed from road traffic.

The fourth campground located within 3.5 km of the centre of Dawson City is the Yukon River Campground. The Yukon River Campground is owned and operated by the Yukon Government and is accessible by a free 24-hour ferry across the Yukon River. The ferry is also operated by the Yukon Government. As it is non-serviced, the Yukon River Campground is not a perfect substitute in supply in terms of amenities. The Yukon River Campground does not offer any of the following amenities: electrical hookups, sewer hook-ups, wireless Internet, a sani-dump, showers, store or laundry facilities.

The Yukon River Campground does offer pull-through sites and well water. With that distinction drawn however, it is worth remembering that recreational vehicles, camper trucks and camping trailers are designed to be self-contained. Thus, to the extent that visitors are willing to forgo full hook-ups and other amenities while in Dawson City, the Yukon River Campground is a closer substitute for an RV-style campground than might be thought at first glance. Even more so given the availability of laundry, sani-dump, showers, stores and wireless internet service access at various locations throughout Dawson City. In addition, the Yukon River Campground is located a relatively short



CITY OF DAWSON BLOCK Q LADUE ESTATE PLANNING STUDY

distance from the centre of Dawson City, 2,000 metres (2 kilometres), as measured from the centre of the campground (given the elongated nature of the Yukon River Campground).

Proximate RV-style Campground Site Availability in Dawson City

		Number of Sites	Distance to Diamond Tooth Gerties (metres)	Ownership Type
Comparator:	Gold Rush Campground	83	350	Private
Perfect Substitutes in Amenities	Bonanza Gold Motel and RV Park	100	3,400	Private
	Dawson City RV Park and Campground	60	3,200	Private
Imperfect Substitute in Amenities	Yukon River Campground	102	2,000	Public
Total		345		

As a community, Dawson City currently offers a total of 243 RV-style campground sites with a full complement of amenities. Closure of the Gold Rush campground would see a reduction of 83 RV-style campground sites, representing a reduction of approximately one third (34%) of privately-supplied RV-style campground site capacity. Interviews with the other private campground owners in Dawson City indicated, however, that currently unused capacity could readily be brought into service if needed. As shown in the table below, capacity could be increased at the Bonanza Gold Motel and RV Park by an estimated 50 sites and at the Dawson City RV Park and Campground by an estimated 25 sites. Thus, the resulting net reduction in the number of RV-style campground sites available within 3.5 km of the centre of Dawson City is estimated to be eight.

Privately Supply of RV-style Campground Site Capacity in Dawson City

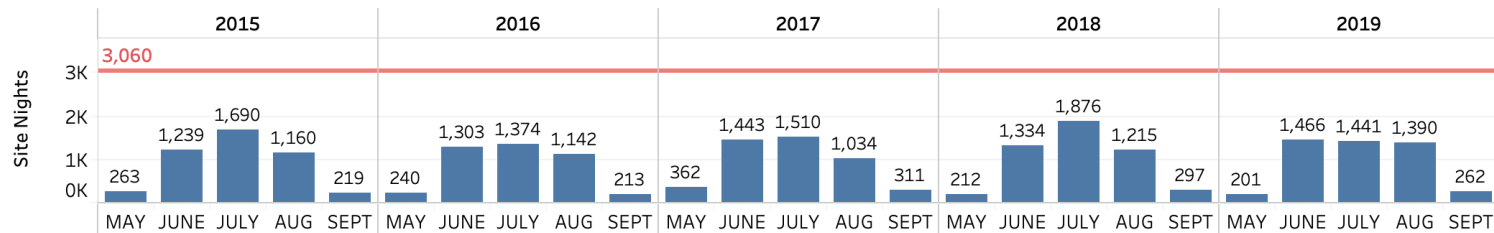
	Current site capacity	Estimated change in site capacity	Net site capacity
Gold Rush Campground	83	-83	0
Bonanza Gold Motel and RV Park	100	+50	150
Dawson City RV Park and Campground	60	+25	85
Total	243	-8	235



CITY OF DAWSON BLOCK Q LADUE ESTATE PLANNING STUDY

The chart below presents site occupancy by month at the Yukon River Campground located across the Yukon River and accessible by a free 24-hour ferry. As can be seen from the chart, significant unused non-serviced RV-style campground capacity is consistently available at the Yukon River Campground, even in the peak month of July. For example, in July 2018, when the highest monthly occupancy was recorded over the five-year 2015 to 2019 period, capacity exceeded occupancy by 1,184 site nights, or in percentage terms 39%.

Yukon River Campground - Occupancy by Month
Site Nights (Capacity = 3,060)



Source: Yukon Environment.

As noted earlier, sites at the Yukon River Campground are not perfect substitutes in supply for sites at the Gold Rush Campground in terms of amenities. However, given the self-contained nature of recreational vehicles, camper trucks and camping trailers, and the close proximity of the Yukon River Campground to the centre of Dawson City, it is not unreasonable to expect that the net reduction of eight RV-style campground sites resulting from the closure of the Gold Rush Campground could reasonably, and handily, be offset by existing capacity at the Yukon River Campground.

In summary, the closure of the Gold Rush Campground is not expected to result in a net loss of RV-style campground capacity in Dawson City. Visitors travelling to Dawson City in a recreational vehicle, camper truck or camping trailer can be accommodated within existing capacity *and* within 3.5 kilometres of the centre of Dawson City.

Several engagement respondents noted that a change in use of the Block Q site to something other than an RV-style campground would result in the unauthorized parking of RV units throughout the historic Dawson townsite. On the basis of the analysis above, which finds that the closure of the Gold Rush Campground will not result in a net loss of RV-style campground capacity, a change in use of the Block Q site is not expected to worsen any unauthorized RV parking issues currently being experienced in the historic Dawson townsite.



2.3 LOCATION-INDUCED VISTOR SPENDING

The *second* assumption, that the close proximity of the Gold Rush Campground to other businesses induces Gold Rush Campground guests to spend more money in Dawson City is considered next by returning to the spending figures presented in the table on page six of this report (reproduced in part in the table below).

Induced Spending by Category and Degree of Spending Influence

Total Guest Spend by Category*	Share	Sunk Spending (\$)	Discretionary Spending (\$)	Induced Spending (10%)	Induced Spending (20%)	Induced Spending (30%)
Transportation	44%	738,972	--	--	--	--
Accommodations	20%	330,681	--	--	--	--
Food and beverage	22%	--	372,860	37,286	74,572	111,858
Clothing and gifts	6%	--	99,542	9,954	19,908	29,863
Recreation and entertainment	6%	--	94,480	9,448	18,896	28,344
Other activities	3%	--	48,927	4,893	9,785	14,678
Total	100%	1,069,653	615,809	61,581	123,162	184,743

To recap, it was estimated that guests of the Gold Rush Campground spend at total of \$1.7 million over the May to September summer season. Almost two-thirds (64%) of that spending, totaling \$1.1 million, is for transportation and accommodations and is considered to be 'sunk' spending. The spending is considered to be sunk as all visitors to Dawson City would make the same expenditures, regardless of which RV-style campground facility they may choose to stay at. The other four spending categories (food and beverage, clothing and gifts, recreation and entertainment and other activities) are considered to be discretionary in nature and influenced to a degree by the convenience of being able to stay close to Dawson's restaurants, bars, shops and entertainment venues.

The exact degree to which visitor spending behavior is influenced by the distance between the location of visitor accommodation and tourism businesses is not known. To illustrate some possibilities, however, the table above presents a range induced spending for three degrees of influence. If the degree of influence is assumed to be 10%, the total value of induced spending is \$61,581. If the degree of influence is assumed to be 20%, the total value of induced spending is \$123,162. If the degree of influence is assumed to be 30%, the total value of induced spending is \$184,743. The range of 10% to 30% is thought to be reasonable given there are three other campgrounds located within 3.5 kilometres of the centre of Dawson City.



CITY OF DAWSON BLOCK Q LADUE ESTATE PLANNING STUDY

Some engagement respondents indicated that in their experience, visitors to Dawson City who stay at RV-style campgrounds located outside of the historic townsite actually spend more than visitors who stay at RV-style campgrounds located within the historic townsite. Visitors staying outside the historic townsite are observed to “go to town for the full day” and not return to eat meals at RV units located within short walking distance of restaurants and bars. It was also pointed out that many RV travelers tow smaller vehicles and/or bring bicycles with them, as they have no expectation of being able to park and set up camp in the centre of the many communities along the Alaska Highway. Such travelers have figured out how to keep their shopping and entertainment options open and convenient long before arriving in Dawson City. For the reasons above, it is suggested that a reasonable upper limit for an estimate of induced spending resulting from close RV site / shopping proximity corresponds to a degree of influence of 20%, or \$123,162.

2.4 THE BLOCK Q LEASE

Engagement participants were generally supportive of the current use of the Block Q site as an RV-style campground. To phrase it another way, most respondents do not generally feel that an RV-style campground is an inappropriate use of the Block Q site. Several engagement participants did question the fairness of the lease arrangement, in terms of the process used by the City of Dawson to grant the lease, the amount of rent specified in the lease and the jurisdiction to which tax revenues accrue. Several engagement participants expressed concern about the fairness of the lease selection process, noting that an open and transparent procurement process did not appear to have been used for either the 10-year lease that ran from 2006 to 2016 or the current lease that expires in September 2027.

With regard to the amount of rent specified in the lease, the lease requires five payments per year of \$6,000, with each payment due on the last day of May, June, July, August and September. Thus, an aggregate payment of \$30,000 per year effectively grants the Gold Rush Campground Ltd. exclusive use of the Block Q site for 10 years. Under the terms of the lease, the Gold Rush Campground Ltd. is responsible for payment of property taxes and utilities (water, sewage and garbage). As the lease makes no provision for rent escalation over the 10-year term, the monthly rent is fixed at \$30,000 per year until the end of the lease term in 2027.

Several engagement participants questioned whether an annual lease payment of \$30,000 accurately reflects the market value of the Block Q site. Specifically, some engagement participants wondered if the annual lease payment is below market value, with the inadvertent result that the City of Dawson is operating a business subsidy program for which only one Dawson City business is eligible to participate. *Pro forma* analysis provided by the City of Dawson’s Chief Financial Officer suggests that market value of the annual lease payment is more than \$115,000. So, even if rent were charged on the full 12 months of the year for which exclusive use of the Block Q site has been granted (instead of just five months of the year for which rent is currently collected), the annualized lease rate of \$72,000 would still be below market value. The analysis suggests that, at the current lease rate, a business subsidy of at least \$85,000 per year is effectively being provided by the City of Dawson to the Gold Rush Campground Ltd.



2.5 TAXES AND UTILITY CHARGES

The table below presents an extract from the property assessment roll prepared by the Yukon Government’s Property Assessment and Taxation Branch for the City of Dawson, from the most recently completed assessment in 2019. As shown in the table, the total assessed value for the 20 Block Q lots is \$637,790, comprised of an assessed value of \$471,000 for land and \$166,790 for improvements (i.e., buildings). As specified in the City of Dawson’s 2020 Tax Levy Bylaw, the non-residential property tax rate applicable to the Block Q site is 1.85%. Applying the tax rate of 1.85% to the total assessed value of \$637,790 yields a property tax liability of \$11,799.

Gold Rush Campground - Property Tax Assessment 2019

Use	Neighborhood	Block	LOT	Description	Name	Land	Improvement	Total	Tax
Commercial	Ladue Estate	Q	11	LADUE	CITY OF DAWSON	28,750	0	28,750	532
			12	LADUE	CITY OF DAWSON	28,750	0	28,750	532
			SEE DESC LADUE ESTATE: 1-10 13-20 LANE		CITY OF DAWSON	413,500	166,790	580,290	10,735
Total						471,000	166,790	637,790	11,799

According to data supplied by the City of Dawson, current utility charges for water, sewer and garbage services for the Gold Rush Campground are \$22,479 per year. Total annual property taxes and utility charges for the Gold Rush Campground are \$34,269.

As confirmed through the Yukon Government’s online corporate registry system, the Gold Rush Campground Ltd. is incorporated under the Yukon *Business Corporations Act* and is in good standing with the Yukon’s Corporate Registrar. As the Gold Rush Campground facility meets the definition of a permanent establishment, any corporate taxes due on revenues earned through operation of the Gold Rush Campground are payable to the Yukon Government.

Personal income taxes, including taxes on dividends issued to the owners of the corporation, are payable to the provincial or territorial jurisdiction where the owners of the corporation are normally resident on December 31 of the year. Thus, corporate income taxes payable on net business income would accrue to the Yukon Government and personal income taxes payable on corporate earnings issued to the owners would accrue to the jurisdiction where the owners of the corporation reside.



2.6 ADDITIONAL ALTERNATIVE A CONSIDERATIONS

Additional issues identified through the public engagement with Dawson City residents regarding the continued use of the Block Q site as an RV-style campground are outlined below.

Support for Tourism and Local Business

Several engagement respondents expressed a desire to support tourism and local businesses in Dawson City even if they felt a campground was not the most suitable use for the Block Q site. In addition, many respondents noted that with the decimation of the tourism industry as a result of the global COVID-19 pandemic, perhaps now is not the best time to cause the closure of a long-standing Dawson City tourism business.

Seasonality of Use

Many engagement respondents noted that year-round use of the Block Q site could potentially bring benefits to the Dawson community on a year-round basis.

Loss of Public Amenities

The existing campground currently offers laundry and shower facilities to both campground clients and the public (pay-for-use). Many engagement participants noted that closure of the campground would also result in a loss of laundry and shower facilities for use by the broader Dawson community. While not available in the same location, there are two other campgrounds within 3.5km which offer these same amenities to the public: Bonanza Gold Motel and RV Park and the Dawson City RV Park and Campground.



3.0 ALTERNATIVE B: RESIDENTIAL DEVELOPMENT

The second development alternative to be considered for the Block Q site as part of this planning study is residential development. The existing survey for the Block Q site outlines a total of 20 lots, with 18 lots of size similar to single-detached housing in the surrounding area and two lots of slightly larger size. The two larger lots are located on the south (York Street) side of the site. According to City of Dawson Zoning Bylaw No. 2018-19, all 20 lots on the Block Q site are zoned for residential use (both single detached and duplex units). For the purpose of the analysis which follows, the 20 lots and current zoning has been taken at face value. Condominium-style, townhouse or apartment-type developments have not been considered as part of the analysis.

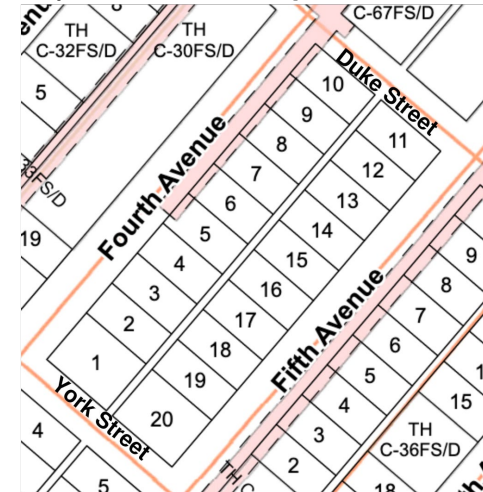
3.1 PROPERTY TAX ANALYSIS

The table on the following page outlines a *pro forma* analysis for expected property tax revenues and utility charges for 22 residential units on the Block Q site. For purposes of the analysis, it is assumed that 18 single-detached homes will be built on each of the 18 smaller lots and that duplexes will be built on each of the two larger lots.

In Yukon, land is assessed by the Yukon Government's Property Assessment and Taxation Branch at 'fair' or 'market' value. The fair or market value of a property is the price a lot could be expected to fetch if sold by a willing seller to a willing buyer on the date of assessment. In contrast, improvements (building, structures and fixtures), are assessed at replacement cost, rather than market value. Because improvement assessments consider the type of construction, materials used, the quality of construction and the age and condition of the improvement, improvements are effectively assessed in Yukon at 'depreciated replacement cost'.

The consequence of assessing land at market value and improvements at depreciated replacement cost is that property taxes on older homes can be significantly lower than property taxes on newer homes, as improvement values for newly constructed buildings are not yet depreciated. For this reason, the assessed improvement values used in the *pro forma* analysis are higher than for houses in the immediately surrounding area. The analysis is based on an assessed land value of \$30,000 and an assessed improvement value of \$175,000 for the single detached homes and an assessed land value of \$40,000 and an assessed improvement value of \$145,000 each for the duplex homes. The assessed land and improvement values used in the analysis are thought to be conservative relative to residential properties in the area immediately surrounding the Block Q site. The annual utility charges are actual values for similar residential properties and were supplied by the City of Dawson.

City of Dawson Block Q Lots 1 - 20



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Pro Forma Property Tax and Utilities Analysis of 22 Residential Properties – Block Q

Home type	Assessed value of land	Assessed value of improvements	Total assessed value	Property taxes (1.56%)	Annual utility charges
Lot 1a - duplex	20,000	125,000	145,000	2,262	1,312
Lot 1b - duplex	20,000	125,000	145,000	2,262	1,312
Lot 2 - single detached	30,000	175,000	205,000	3,198	1,312
Lot 3 - single detached	30,000	175,000	205,000	3,198	1,312
Lot 4 - single detached	30,000	175,000	205,000	3,198	1,312
Lot 5 - single detached	30,000	175,000	205,000	3,198	1,312
Lot 6 - single detached	30,000	175,000	205,000	3,198	1,312
Lot 7 - single detached	30,000	175,000	205,000	3,198	1,312
Lot 8 - single detached	30,000	175,000	205,000	3,198	1,312
Lot 9 - single detached	30,000	175,000	205,000	3,198	1,312
Lot 10 - single detached	30,000	175,000	205,000	3,198	1,312
Lot 11 - single detached	30,000	175,000	205,000	3,198	1,312
Lot 12 - single detached	30,000	175,000	205,000	3,198	1,312
Lot 13 - single detached	30,000	175,000	205,000	3,198	1,312
Lot 14 - single detached	30,000	175,000	205,000	3,198	1,312
Lot 15 - single detached	30,000	175,000	205,000	3,198	1,312
Lot 16 - single detached	30,000	175,000	205,000	3,198	1,312
Lot 17 - single detached	30,000	175,000	205,000	3,198	1,312
Lot 18 - single detached	30,000	175,000	205,000	3,198	1,312
Lot 19 - single detached	30,000	175,000	205,000	3,198	1,312
Lot 20a - duplex	20,000	125,000	145,000	2,262	1,312
Lot 20b - duplex	20,000	125,000	145,000	2,262	1,312
Total	620,000	3,650,000	4,270,000	66,612	28,874

The total assessed value of a property is the sum of the assessed value of land and the assessed value of improvements. The property tax liability is calculated by multiplying the total assessed value by the residential property tax rate (1.56%).

For the 20 lots (22 homes) the total assessed value (land and improvements) is estimated to be \$4.3 million with an accompanying tax liability of \$66,612. Total annual utility charges are estimated to be \$28,874. On the basis of the *pro forma* analysis, the City of Dawson could expect to collect property tax and utility charge revenues totaling \$95,486 per year.

Note that the Yukon Home Owner's Grant does not figure into the analysis here. The Home Owner's Grant is a bill subsidy program operated and funded by the Yukon Government which reduces property tax bills for Yukon property owner's resident in a home for 183 or more days in a calendar year. The City of Dawson would receive the full amount of property taxes shown in the table.



3.2 RESIDENTIAL HOUSING DEMAND

As it would make no sense to convert the Block Q site to residential use without sufficient demand for single detached and duplex building lots in Dawson City, an assessment of current housing demand was undertaken as part of this planning study. The overall demand for single detached and duplex housing in Dawson City comes from two distinct types of demand, pent-up demand and population growth-induced demand. Evidence of pent-up demand for single detached housing can be found in a survey conducted by the Klondike Development Organization, developers of two apartment-style housing initiatives in Dawson City in recent years. As noted in the 2017 *Housing and Land Need* study prepared by the Klondike Development Organization:

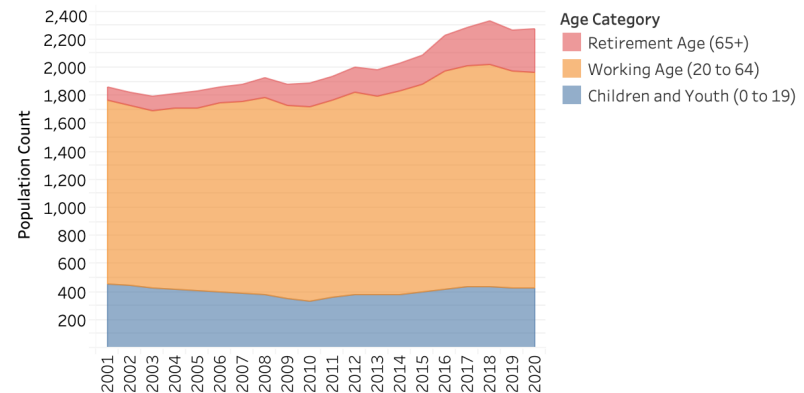
“The acute shortage of appropriate housing has been repeatedly raised in community economic and needs surveys since 2011. Both the 2017 Household Survey (133 responses) and the 2017 Business Retention and Expansion Survey (33 interviews) again confirmed housing as the top priority for improving Dawson and strengthening the economy, ahead of recreation, transportation, infrastructure or other investments.”

When asked “what kind of home are you looking to buy or build”, 77% of respondents to the Klondike Development Organization’s 2017 *Housing Rental & Ownership Demand Survey* indicated they were looking to buy or build a single detached home. When the same question was asked on the 2020 version of the same survey, 79% of respondents indicated they were looking to buy or build a single detached home. According to the same survey, 43% of renters in 2017 were planning to buy or build their own home in the next 5 years. By 2020, 56% of survey respondents were planning to buy or build their own home in the next 5 years. Clearly, the Dawson City housing market features significant pent-up demand for owner-occupied housing.

In terms of growth-induced demand, the Klondike Development Organization study also included a 2018 to 2030 Housing Unit Needs Forecast for Dawson City. The forecast indicates home ownership demand over 13 years at the level of 125 homes (or, 9.6 homes per year) comprised of 30 one-bedroom homes, 65 two-bedroom homes and 30 three-bedroom homes.

As shown in the chart to the right, the population of Dawson has been steadily increasing over the last 20 years. Between 2001 and 2020 Dawson City’s population increased by 420 residents,

Dawson City Population by Age Cohort 2001 to 2020



Source: Yukon Bureau of Statistics.
Note: Count at December of the year except for 2020 (July).



CITY OF DAWSON BLOCK Q LADUE ESTATE PLANNING STUDY

equivalent to 21 new residents per year. Over the most recent 10-year period, 2011 to 2020, Dawson City's population increased by 343 residents, equivalent to 34 residents per year.

Data from Statistics Canada 2016 Census indicates that average household size in Dawson City is 2.0. Thus, annual growth-induced demand on the basis of population growth over the last 10 years is 17 housing units per year. Most of the growth-induced housing demand of 17 units per year will likely be for rental units. If it is assumed that the demand of 17 new housing units per year is split 10 for rental and seven for owner-occupied, a total of 70 building lots for owner occupied housing will be needed over the next ten years, *exclusive of existing pent-up demand*.

On the social side of the ledger, it should be noted that at a time of 50-year lows in home mortgage rates, the acute shortage of building lots in Dawson City is resulting in an entire generation of young Dawson residents being shut out of home ownership opportunities. A permanent expansion of Dawson City's housing stock would also likely improve social cohesion in the community as more individuals and families would be able to establish stable and year-round 'roots'.

It is acknowledged that other land development and planning projects already underway in Dawson City could potentially absorb some of the current and expected demand for residential building lots. Two projects are of note. *First*, Yukon Community Services is currently undertaking an infill development in the North End of Dawson City that will supply approximately 15 new single-family building lots.

Second, outside of the historic Dawson townsite, planning work is underway to determine the feasibility of supplying new residential lots in the Crocus Bluff / Dome Road area, also on a cost recovery basis. It is not yet known however, if the economics of building lots such a distance from existing municipal water and sewer services will allow for the supply of higher-density municipally serviced lots or lower-density owner-serviced country-residential style building lots. The Yukon Government's cost recovery approach to land development may mean the Crocus Bluff / Dome Road building lots are economic for only a very few. In summary, current and future demand for building lots in Dawson City over the next ten years is expected to exceed supply even if all options currently under development or being planned come to fruition.

3.3 NEW RESIDENT SPENDING

As described above, on the basis of recent population trends, the demand for building lots for owner-occupied housing, exclusive of existing pent-up demand, is estimated at 70 building lots over the next ten years, or 35 lots over the next five years. Under a scenario of 15 new building lots under development in the North End and 20 potential building lots at the Block Q site, population growth-induced demand would be equal to the supply of building lots. Thus, it can reasonably be concluded that the North End and Block Q sites would be populated by new Dawson City residents, or by people whose current housing would become occupied by new Dawson City residents.



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The distinction between existing residents and new residents is important because of the implications for the effects of consumer spending on the Dawson City economy.

Information about consumer spending in the Yukon can be found in Statistics Canada's Survey of Household Spending. While results of the Survey of Household Spending are not available for Dawson City, results are available for the three territorial capitals (Whitehorse, Yellowknife and Iqaluit). Data from the Survey of Household Spending for Whitehorse are most recently available for 2017. The Yukon Bureau of Statistics calculates spatial price indices for Yukon communities which measure the differences in prices for consumer goods and services in Yukon communities relative to prices for the same goods and services in Whitehorse.

In the table below, data from the Survey of Household Spending for Whitehorse for the top ten consumption expenditure categories have been adjusted using the January 2020 spatial price index for Dawson City. We note that not all of the additional consumer spending will be captured by Dawson business as some items are not available for sale in Dawson City. Also, some families may choose to make expenditures outside the Dawson economy, for example from Whitehorse businesses or from on-line retailers outside the Yukon. The data is presented on a monthly basis to highlight that the benefits that will potentially accrue to Dawson City businesses from additional families living in Dawson City will occur through all 12 months of the year and not just the five-month tourism season. As shown in the table, average monthly household expenditures for goods and services in the top 10 expenditure categories were estimated at \$6,524 per month or \$78,291 per year.

Average Household Expenditures for One Dawson City Household by Month, Top 10 Expenditure Categories (\$)

Expenditure Category	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Shelter	2,006	2,006	2,006	2,006	2,006	2,006	2,006	2,006	2,006	2,006	2,006	2,006	24,068
Transportation	1,283	1,283	1,283	1,283	1,283	1,283	1,283	1,283	1,283	1,283	1,283	1,283	15,396
Food	945	945	945	945	945	945	945	945	945	945	945	945	11,339
Household operations	625	625	625	625	625	625	625	625	625	625	625	625	7,495
Recreation	427	427	427	427	427	427	427	427	427	427	427	427	5,125
Clothing and accessories	353	353	353	353	353	353	353	353	353	353	353	353	4,232
Furnishings and equipment	266	266	266	266	266	266	266	266	266	266	266	266	3,189
Health care	252	252	252	252	252	252	252	252	252	252	252	252	3,027
Tobacco and alcohol	192	192	192	192	192	192	192	192	192	192	192	192	2,306
Miscellaneous expenditures	176	176	176	176	176	176	176	176	176	176	176	176	2,114
Total	6,524	6,524	6,524	6,524	6,524	6,524	6,524	6,524	6,524	6,524	6,524	6,524	78,291

Source: Statistics Canada, *Survey of Household Spending (2017)* and Yukon Bureau of Statistics, *Community Spatial Price Index* for Dawson City.

Note: Survey of Household Spending amounts for Whitehorse were adjusted with the January 2020 spatial price index for Dawson City (SPI = 1.204)



CITY OF DAWSON BLOCK Q LADUE ESTATE PLANNING STUDY

The table below illustrates the estimated household expenditures for the Block Q residential scenario on an annual basis and in aggregate for all 22 potential households (18 single detached and four duplex households). Estimated expenditures were calculated by multiplying the number of single detached and duplex households by annual expenditures for one household estimated in the table above. As can be seen from the table below, total expenditures for 22 potential households on the Block Q site have been estimated at \$1.7 million per year.

Estimated Annual Household Expenditures for Block Q Residential Scenario (\$) Top 10 Survey of Household Spending Expenditure Categories

	Single detached	Duplex	Total
Number of Households	18	4	22
Shelter	433,223	96,272	529,495
Transportation	277,120	61,582	338,702
Food	204,107	45,357	249,464
Household Operations	134,908	29,980	164,888
Recreation	92,258	20,502	112,759
Clothing and accessories	76,177	16,928	93,105
Household furnishings and equipment	57,409	12,758	70,167
Health care	54,483	12,107	66,591
Tobacco products and alcoholic beverages	41,502	9,223	50,725
Miscellaneous expenditures	38,056	8,457	46,513
Total	1,409,243	313,165	1,722,409

While the analysis above has taken the 20-lots and current zoning at face value and considered only single detached and duplex dwellings, a more innovative design for the Block Q site could improve the mix housing offerings in Dawson City. As shown in the population chart on page 13, the retirement age cohort (65+) in Dawson City is quickly expanding, almost doubling from 168 in 2011 to 314 in 2020, an increase of 94%. Innovative housing options for people of retirement age, and others, who may now be considered 'overhoused' (i.e., living in dwellings with square footages beyond functional need) could bring family-suitable housing to the Dawson City market and reduce pressure on demand for single detached and duplex building lots.



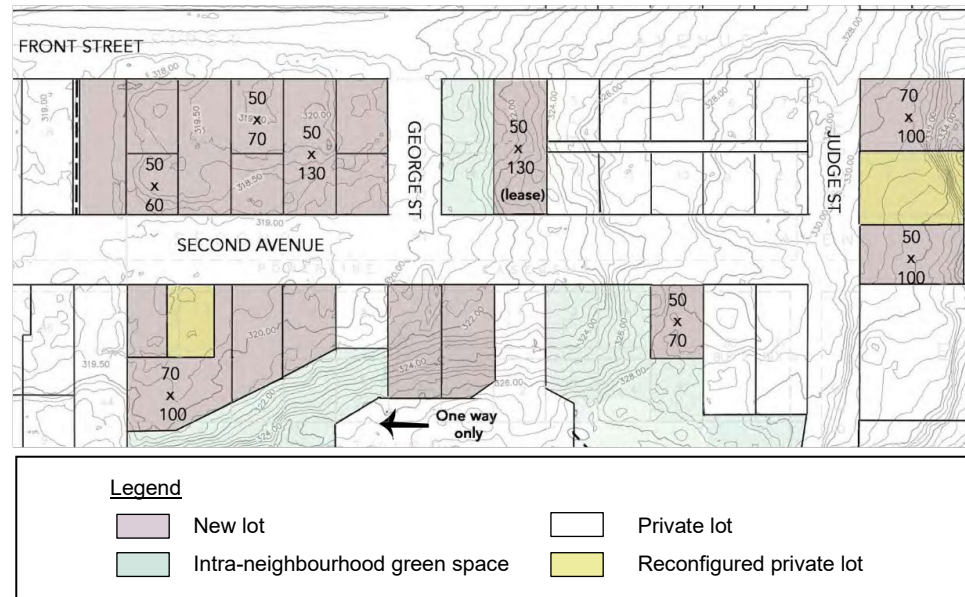
3.4 MUNICIPAL INFRASTRUCTURE COSTS

A key feature of the Block Q site is the potential to build on 20 contiguous, graded, serviced lots, that have already had planning studies completed for them (OCP, ZBL). The installation of water and sewer services in a compact and efficient manner on the Block Q site will minimize long-term municipal infrastructure maintenance costs and also reduce building lot prices which; if sold in alignment with current practice, will be supplied to the market on a cost-recovery basis.

The North End infill development project, located just blocks away from the Block Q site, provides a contrasting example. As illustrated by the pink shaded parcels in the picture above, the presence of permafrost, soil contamination, steep gradients and heritage values has resulted in a discontinuous assortment of potential building lots in Dawson City's

North End. This distribution over a large area increasing servicing costs both in the short and long-term. Within the last year, the Yukon Government collected costing data for the installation of water main, sanitary sewer, service connections, drainage improvement and reconstruction of roadways for 15 new lots in the North End. Analysis of the data confirms that factors such as of permafrost, soil contamination, steep gradients and heritage values all contribute to higher development costs than for the development of contiguous and level lots proximate to existing underground water and sewer infrastructure.

City of Dawson North End Plan - Final Development Concept

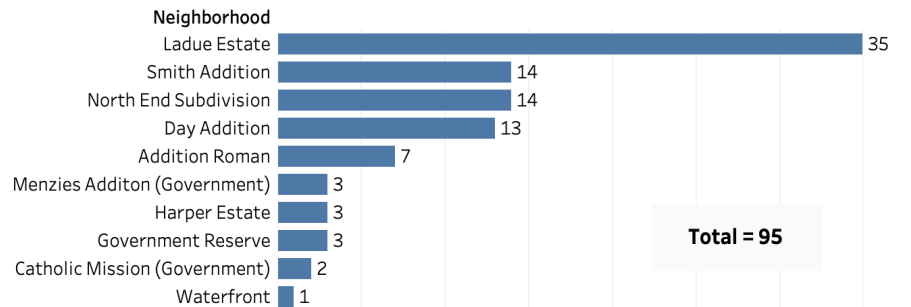


3.5 'VACANT' RESIDENTIAL LOT ANALYSIS

Several engagement respondents suggested that the solution to the shortage of residential building lots is to make use of some of the 'vacant' lots in the historic Dawson townsite. Indeed, several respondents noted that the historic Dawson townsite contains a total 77 vacant lots suitable for residential construction.

Our analysis of the 2019 property assessment roll prepared by the Yukon Government's Property Assessment and Taxation Branch indicates that Dawson's historic townsite contains 95 lots which might be considered 'vacant'. The chart to the right shows the number of lots in each of the neighborhoods which comprise Dawson's historic townsite, flagged as residential use on the assessment roll, that have an assessed land value of more than \$10,000 and an assessed improvement value of less than \$10,000.

Number of "Vacant" Residential Lots in Historic Dawson Townsite
 Assessed Land Value > \$10,000
 Assessed Improvement Value < \$10,000



Are there really 95 (or even 77) vacant building lots in Dawson's historic townsite? The short answer is no. A 'vacant lot' and a 'development-ready building lot' are quite two different things. Dawson's historic townsite, which includes the Block Q site, is best thought of as a brownfield, rather than a greenfield, development site. As illustrated by the North End infill development project, altered permafrost, soil contamination and undocumented heritage values are all potential cost escalators on a given historic townsite lot.

Existing structures also bring potential for above-ground contamination requiring remediation before residential construction can begin. For example, consider a 'vacant lot' that has soil contaminated with heavy metals and an unoccupied building insulated with asbestos. The cost to bring such a lot to the development-ready stage is not just the asking price, it's also the cost of cleaning up and disposing of the heavy metal and asbestos contamination, as well as the site preparation work required in the event permafrost is found in the ground.

And getting to the starting line on a project to remediate and convert a vacant lot into a development-ready building lot first requires finding a ready and willing seller of a vacant lot. On the basis of several interview responses, it would appear there are very few or none such ready and willing sellers in Dawson City. Even the \$800 minimum tax imposed by the City of Dawson on residential properties in the historic Dawson townsite under the current *Tax Levy Bylaw*, well above the average property tax bill of \$409 in 2020 for the 95 'vacant' lots, does not appear to be much of a deterrent for property owners to hold properties over the long term. In addition, it is worth noting that



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it is not just private land owners who have a role to play in addressing the shortage of building lots in Dawson City. The Yukon Government and the Yukon Housing Corporation also own lots designated for residential use within the historic Dawson townsite.

4.0 ALTERNATIVE C: RECREATION CENTRE

The third development alternative to be considered for the Block Q site as part of this planning study is a new recreation centre. Dawson City's current recreation facility, the Art and Margaret Fry Recreation Centre, consists of an ice hockey rink, two sheets of curling ice, a concession stand with seating area, main floor office spaces (used for storage) and an unfinished second floor. The curling rink has a heated lounge and bar. The Art and Margaret Fry Recreation Centre is approximately 20 years old and has experienced significant shifting and settling. While some special events are hosted in the facility in the off-season, such as the Dawson City International Gold Show in May, the building is largely unused in the summer season.

As the facility remains unfinished and does not perform to the expectations and promises made to the community when designed, interest in constructing a fully-functional recreation centre endures in Dawson City. The city-block sized footprint of a recreation centre may restrict the options for locating a similar facility within the historic Dawson townsite; at the same time, the idea of locating another structure with such a massive footprint so close to a known permafrost occurrence has certainly concerned engagement participants.

Given the social infrastructure nature of the recreation centre, any assessment of the Block Q site for use as a recreation centre will necessarily involve trade-offs described in terms more qualitative than quantitative. The trade-offs identified in the course of community engagement are discussed below.

In terms of location, the possibility of building a new recreation centre at the bottom of the Dome Road (next to the Crocus Bluff Ball Fields), approximately 1.8 kilometres from the existing Art and Margaret Fry Recreation Centre, has already been the subject of significant discussion within the community. Thus, much of the engagement feedback received on the recreation centre option involved not just two locations but three: the existing Art and Margaret Fry Recreation Centre, the Block Q site and at the bottom the Dome Road.

With regard to the location at the bottom the Dome Road, engagement respondents were generally of the view that a recreation centre located slightly outside of the historic Dawson townsite would have little impact on the current users of the recreation centre. Respondents suggested that facility users would be inclined to drive "with their hockey gear" to the recreation facility, wherever it is ultimately located.

For some Dawson residents, locating the recreation facility outside of the downtown area would help alleviate the effects of pollution from idling cars outside the current location or the potential Block Q site. While residents of the historic Dawson townsite may be made better off, residents proximate to the new location would be worse off in terms of pollution from car idling.



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Given its latitude, Dawson City currently has a surprisingly very low volume of public warm spaces, areas where schools, daycares and families can send or take children to play indoors during Dawson's subarctic winters at little or no cost. Public warm spaces are most accessible when located within users' walking distance. As such, locating a new recreation centre at the bottom of the Dome Road and further away from Dawson's two daycares and the Robert Service School will reduce accessibility. Completion of Dawson's new youth centre will increase the public warm spaces within the historic Dawson townsite.

Construction of a new recreation centre on the Block Q site would require a zoning change. The recreation centre's current location is zoned as Core Commercial, intended for commercial, recreational, and multi-unit residential uses. The Block Q site is currently zoned for single detached and duplex residential dwellings, as is the area surrounding the Block Q site. As a result, placing an institutional structure of similar size and parking capacity on the Block Q site may not mesh well with the existing aesthetic features of the area.

Several engagement respondents noted that public facilities like recreation centres are essential to community health and well-being. Community well-being is bolstered by the ability to socialize. Thus, the distinction between a 'recreation centre' and 'community centre' is important here. If the Dawson community intends to build a new recreation centre, then the location of the recreation centre would seem to be less important. If, however, the intent is to build a community centre accessible by as many people as possible, then a more central location in the historic Dawson townsite may be preferred.



5.0 CONCLUSION

Under the Yukon's *Municipal Act*, the City of Dawson is obligated to prudently manage its assets and plan for future growth for the benefit of all Dawson community members. Key among the City of Dawson's assets is a complete 'city block' of undeveloped land, comprised of 20 lots located within the Historic Townsite Boundary on Block Q of the Ladue Estate. This report has presented the planning study team's assessment of the economic and social factors to be considered in the determination of the highest and best use of the Block Q site. The three development alternatives currently being considered for the Block Q location include: recreational vehicle-style campground (status quo), residential development and a new recreation centre.

As recognized by Dawson City Council, the future use of Block Q is complex and cannot reasonably be reduced to the comparison of single numbers. As directed, the study team took a broad view in the assessment of the economic and social factors to be considered, informed by an extensive public engagement process. The analysis presented in the report includes both quantitative and qualitative factors. Environmental factors, specifically the suitability of the Block Q site with regard to permafrost, was not within the scope of the planning study. For planning purposes, it was assumed that the Block Q site is potentially suitable for use by all three alternatives.

Applying a broad community perspective, it is the conclusion of the study team that development of residential housing represents the highest and best use of the Block Q site. The supply of building lots in Dawson City has been restricted for so long that the supply of 20 new residential building lots will be nowhere near sufficient to offset pent-up and future demand, even when the approximately 15 building lots currently under development in the North End are taken into consideration. At a time when mortgage borrowing rates are at 50-year lows, the acute shortage of building lots in Dawson City could result in an entire generation of young Dawson residents being shut out of home ownership opportunities.

Given the current and longstanding imbalance on the supply side of Dawson housing market, the study team found that residential development of the Block Q site would potentially result in 22 additional families being able to live in Dawson City on a year-round basis. Due to Block Q's location, it is already graded and surrounded by existing infrastructure (e.g., roadways, water servicing, sanitary servicing, electricity); as such, the per-lot cost to develop the Block Q site could reasonably be expected to be significantly more affordable than other options currently being developed (e.g., North End) or considered (e.g., Dome Road). Development of the Block Q site could also potentially help improve the mix of housing types in Dawson City for the benefit of the community's aging population.



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The household spending and economic benefits attributable to welcoming 22 additional families to live in Dawson City on a year-round basis will far outweigh any potential economic losses attributable to the seasonal loss of 83 RV-style campground spots in the historic Dawson townsite. The likely improvement in Dawson's social cohesion resulting from more individuals and families being able to establish stable and year-round 'roots' in the community is another benefit to developing the Block Q site for residential use. Residential development of the Block Q site will build both the economic infrastructure and the social infrastructure of Dawson City.

The study team certainly appreciates that many of the engagement participants cherish the existing Gold Rush Campground, as do its visitors. We note, however, the highly seasonal flow of economic benefits associated with a facility that operates for only five months of the year while occupying the entire Block Q site for 12 months of the year. The yearly visitor counts associated with the Gold Rush Campground, as provided by the Tourism Industry Association of Yukon, were found to be reasonable by the study team. Visitor spending levels attributable to Gold Rush Campground guests, however, were found to be significantly lower than the estimates provided by the Tourism Industry Association of Yukon. The Tourism Industry Association of Yukon estimates would appear to be based on an assumption that people travel to the Klondike Region to visit the Gold Rush Campground as opposed to travelling to the Klondike Region to visit Dawson City and area attractions.

The Gold Rush Campground is one of four RV-style campground facilities located within 3.5 kilometres of the centre of Dawson City. The analysis found that a reduction in the number of RV-style campground sites resulting from a possible closure of the Gold Rush Campground could readily be offset by potential and existing capacity at the other three campground facilities located within 3.5 kilometres of the centre of Dawson City, and almost entirely at the two private campgrounds that feature the same list of amenities. The possible closure of the Gold Rush Campground is not expected to worsen any current unauthorized RV parking issues.

The large physical footprint needed for a new multi-plex type of recreation centre may limit the options for constructing a new facility within the historic Dawson townsite due to anticipated size needed for the building, parking, and expansion space; however, engagement respondents were generally of the view that a recreation centre located slightly outside of the historic Dawson townsite would have little impact on the current users of the recreation centre. That said, the value a recreation centre brings in terms of providing public warm space should also be considered an asset when considering where to locate a new recreation centre.

RECOMMENDATION

In accordance with the conclusion of the Block Q Ladue Estate Planning Study as outlined above, it is recommended that a residential use be considered the most suitable use for the Block Q site.

