

Emerging Strategies Feedback

What we heard

Phase II

On March 2nd and March 4th, 2013, the Planning Department hosted two Open Houses to provide an update on the Marpole Community Plan and to receive feedback on the emerging strategies that will become part of the Marpole Community Plan. A paper questionnaire was available for feedback at the Open Houses and was also available online in both English and Chinese for additional participants to provide comments on the emerging strategies. The online questionnaire was accessible between March 5th and April 1st, 2013.

There were 24 boards on display at the Open Houses explaining the background of the community planning process and the emerging strategies across various themes of the plan (*please visit the documents tab at <http://vancouver.ca/marpole> to view all boards under the Public engagement (Phase 2) heading*). Staff were available to discuss the plan in both English and Chinese and encouraged participants to provide comments verbally, on sticky notes placed directly on the boards, in evaluation forms or through the paper or electronic questionnaire.

Around 130 participants attended the Open Houses and 218 responses to the questionnaire were submitted. Staff have read over all responses and grouped them according to themes and areas to analyze and incorporate them into the draft plan where appropriate. This document provides a demographic overview of participants and a summary of key ideas* from these comments.

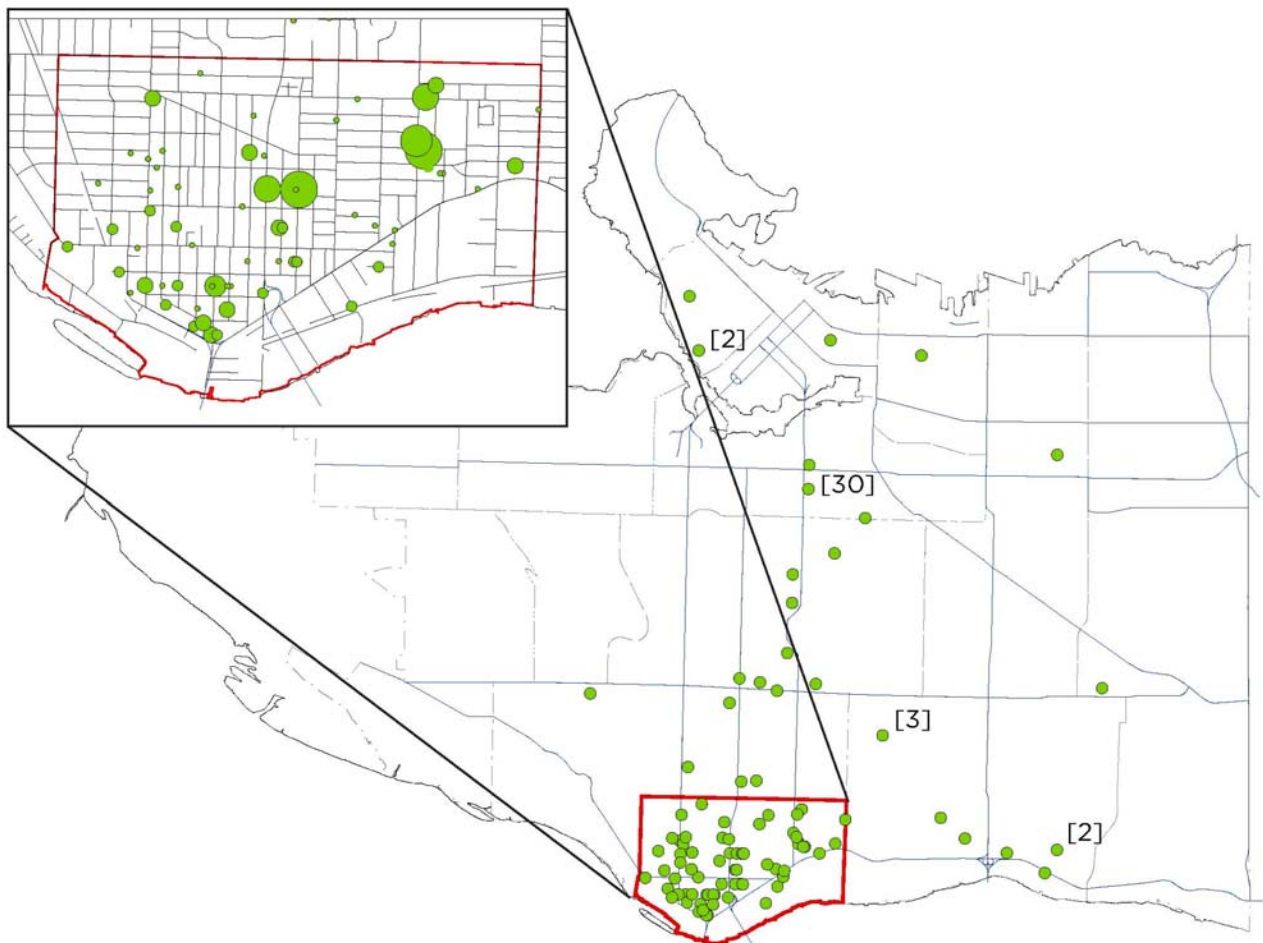
*This summary is our best attempt to capture the key ideas and messages from the Open Houses and accompanying questionnaire. The majority of ideas highlighted here were chosen on account of the frequency they were heard and some were included to provide a more complete overview of comments on a range of topics. All comments shared were recorded and will be considered, along with this summary, in the development of the Marpole Community Plan.



Demographic Data

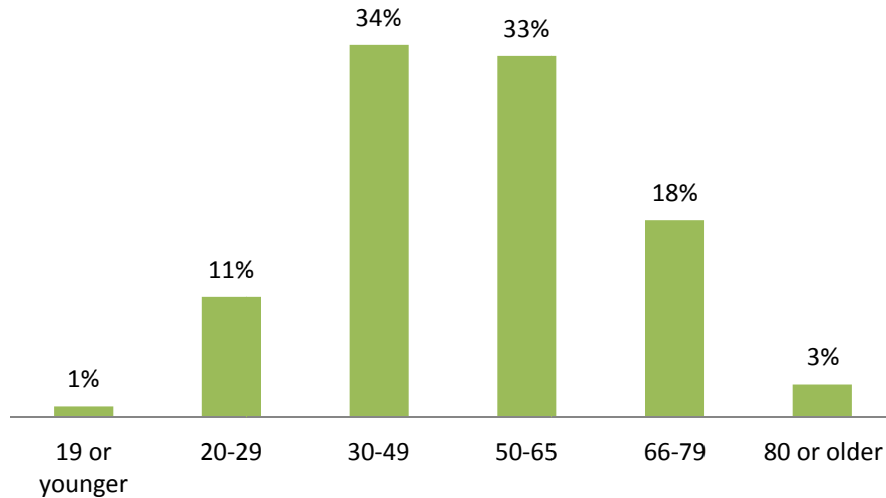
Question 1: Where do you live?

The following map represents the approximate location of respondents to the questionnaire. The green dots correlate to postal codes provided. The size of the dot in the Marpole close-up represents the frequency that a particular postal code was provided by a respondent.



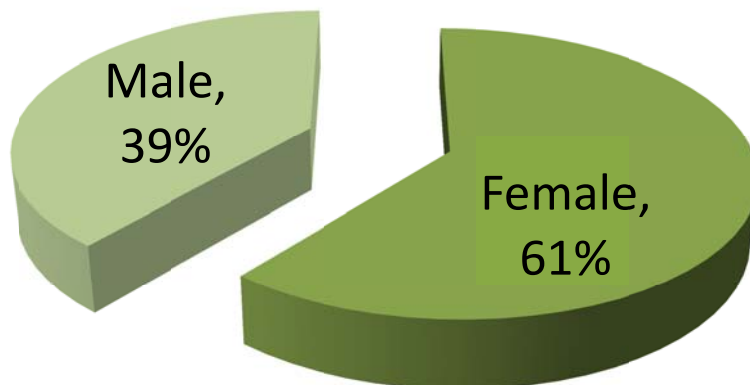
Question 2: Which age category do you fall in?

The majority of respondents to the questionnaire were between the ages of 30 and 65 (67%).



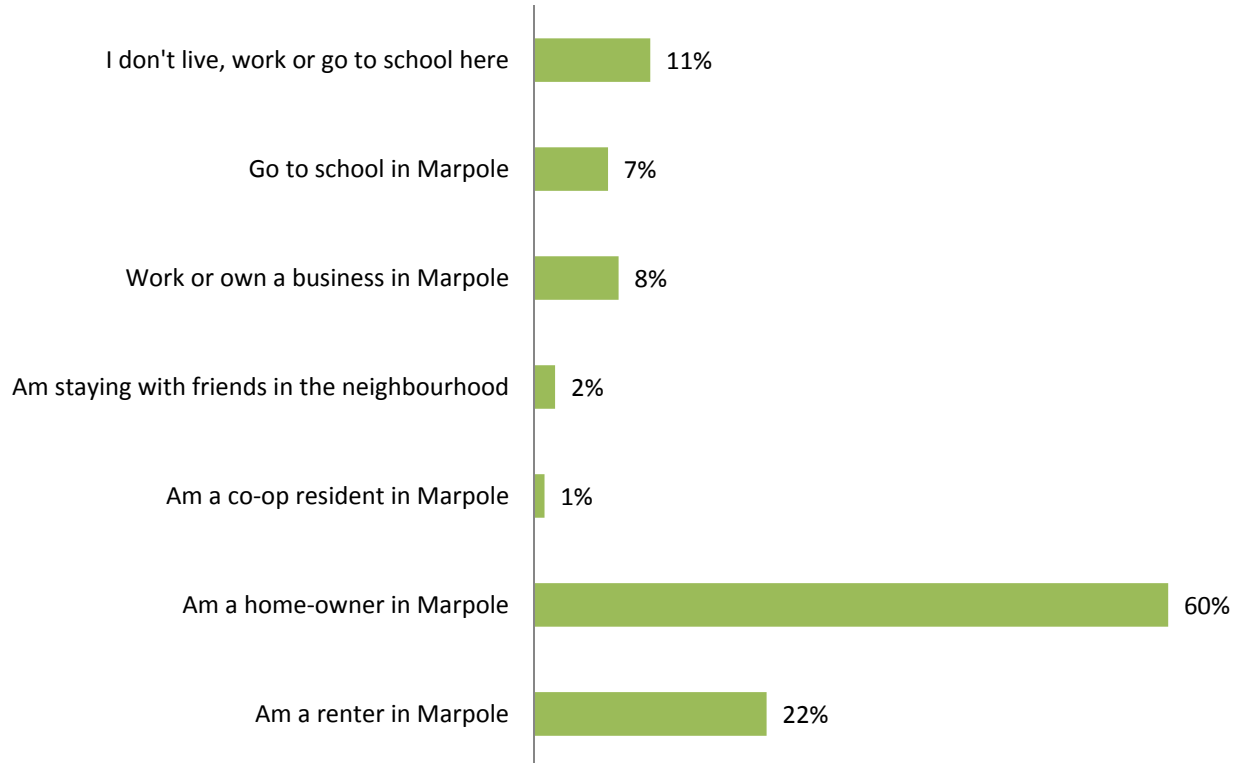
Question 3: Do you primarily identify as...?

The majority of respondents to the questionnaire were female.



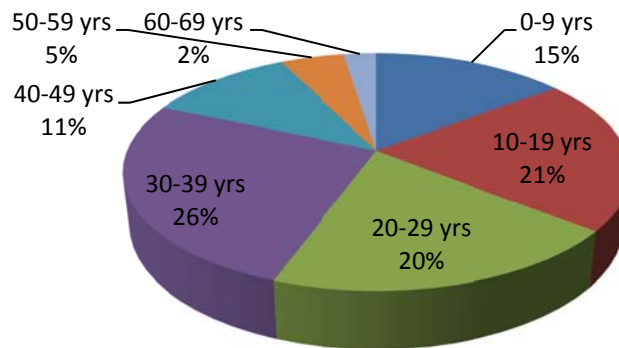
Question 4: I...(check all that apply)?

The majority (82%) of respondents are residents of Marpole with 60% being homeowners and 20% renters.
Note: 97 responded to this question and could select multiple options. Therefore, values do not represent 100% of total respondents to this question specifically or the questionnaire in full.



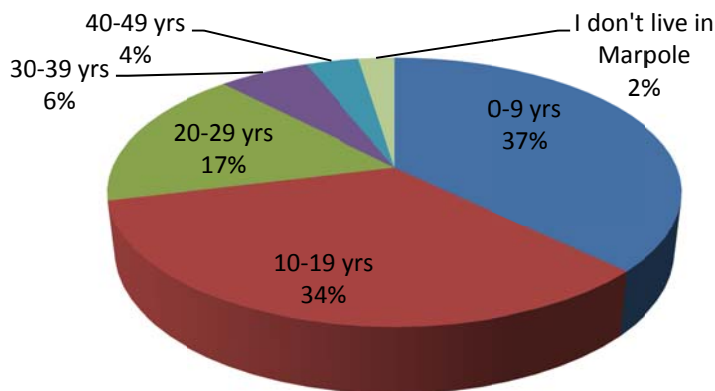
Question 5: How many years have you lived in the City of Vancouver?

The large majority of respondents have lived in Vancouver for over 10 years (67%).



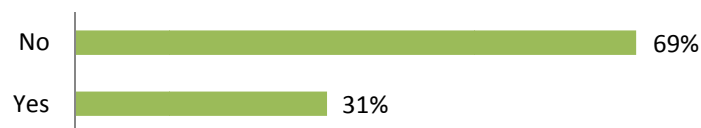
Question 6: How many years have you lived in Marpole?

The majority of respondents have lived in Marpole for over 10 years (61%) with 37% having moved there within the last 10 years.



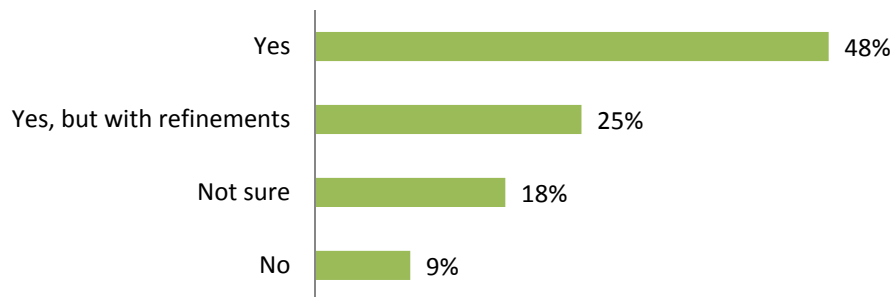
Question 7: Do you have children under the age of 19 at home?

The majority of respondents do not have children at home.

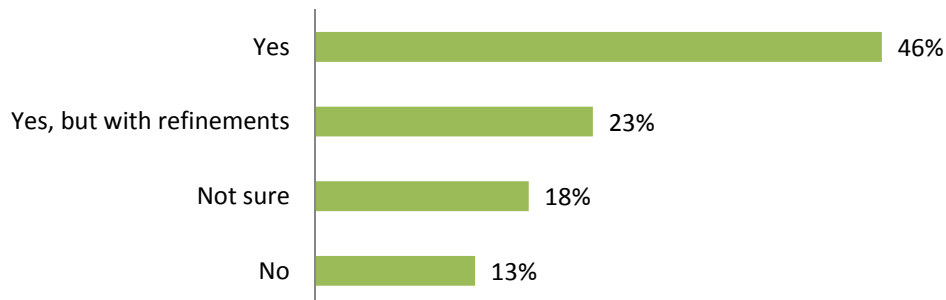


Questions about the Emerging Plan

Question 1: Generally, do you feel the **Draft Vision Statement** reflects the community’s character and long-term goals (for the next 20-30 years)?



Question 2: Generally, do you feel that the emerging **Land Use** reflects the future needs of the community?

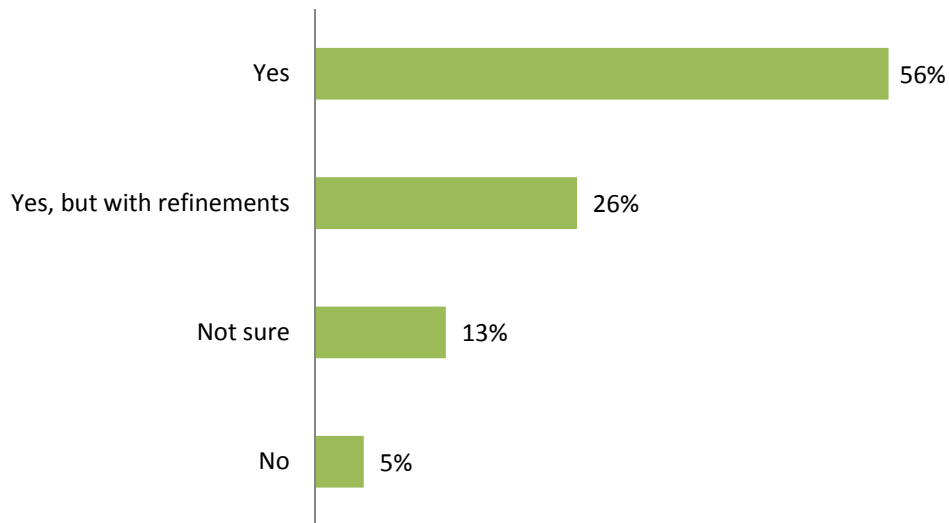


Is there anything missing? Do you have other suggestions or refinements?

Examples of Suggestions:

- Would like to see a gradual approach to change and a variety of different building heights
- Provide for more job space
- Need higher paying manufacturing and light industrial jobs that can be available for the increased residential population in the area.
- Maintain increases in density and allowable heights planned around Marine Dr. and Cambie St.
- Allow for flexibility in the single family areas to include duplex and townhouse forms
- Equal comments to:
 - Protect rental area south of 70th Ave.
 - Allow for more density/redevelopment opportunities in the area south of 70th Ave.
- Convert industrial lands for use as a community amenity

Question 3: Generally, do you feel that the emerging directions for **Granville High Street** reflect the future needs of the community (see Board #5)?

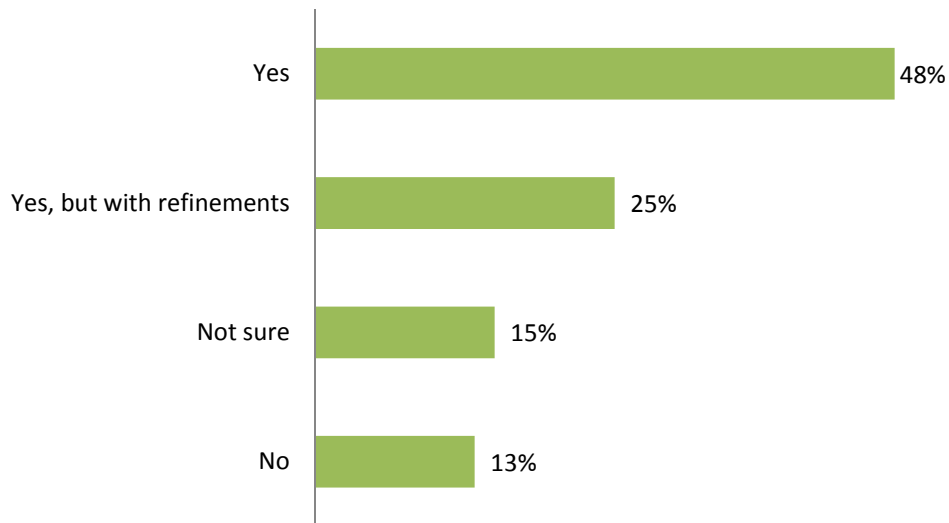


Is there anything missing? Do you have other suggestions or refinements?

Examples of Suggestions:

- Reduce the height allowance along Granville (around 4-6 storeys)
- Increase densities along Granville St. and all corners of 70th Ave. and Granville St. to bring revitalization and provide housing close to amenities
- Provide urban plaza at 64th Ave. to announce where the high street begins

Question 4: Generally, do you feel that the emerging directions for **Oak Street** reflect the future needs of the community (see Board #6)?

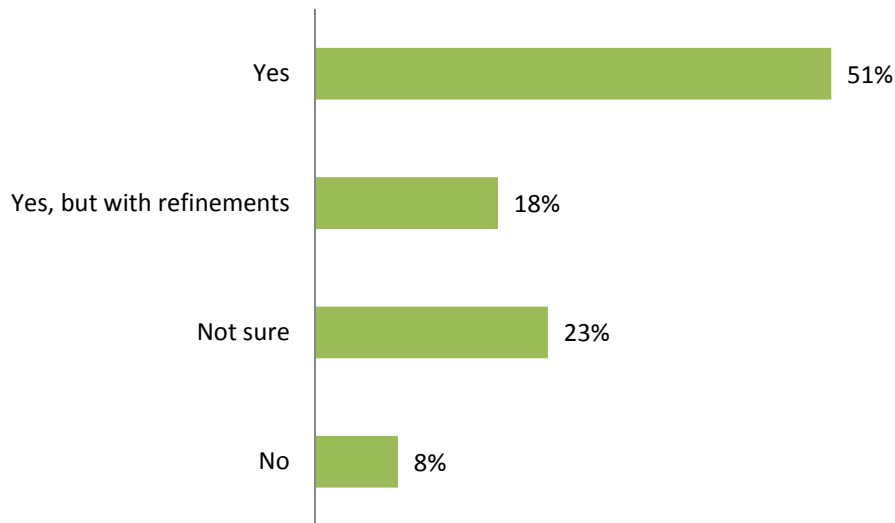


Is there anything missing? Do you have other suggestions or refinements?

Examples of Suggestions:

- Increase the allowable densities and heights in area between W. 67th and W. 64th Avenues
- Add more mixed-use buildings with commercial at grade to enhance the existing commercial area
- Need a grocery store.
- Provide more trees in this area

Question 5: Generally, do you feel that the emerging directions for the **Lower Hudson** area reflect the future needs of the community (see Board #7)?

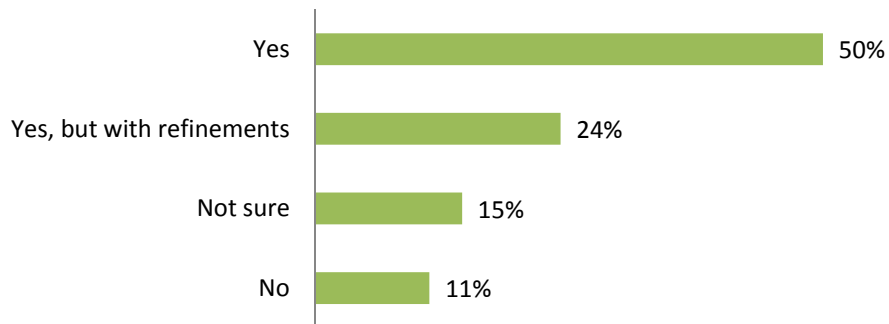


Is there anything missing? Do you have other suggestions or refinements?

Examples of Suggestions:

- Reflect history of Lower Hudson in the built form and/or public realm
- Limit allowable heights to 4-6 storeys to protect views
- Fraser River walkway from Hudson should connect to the Fraser River on Barnard Street and 70th Avenue
- Equal comments for:
 - Leave rental apartment area as is
 - Allow for redevelopment

Question 6: Generally, do you feel that the emerging directions for **Cambie Phase 3 - West** reflect the future needs of the community (see Board #8)?

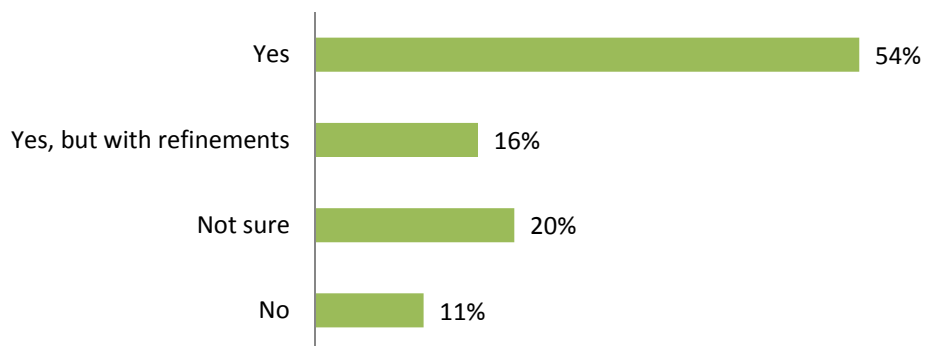


Is there anything missing? Do you have other suggestions or refinements?

Examples of Suggestions:

- Plan for extra blocks of high to mid-rise densities buffering Cambie before transitioning to lower densities in single family areas
- Reintroduce Commercial and address new, problematic intersection at Cambie and 59th
- Increase density in this area to optimize access to transit, i.e. support density adjacent to transit

Question 7: Generally, do you feel that the emerging directions for **Cambie Phase 3 - East** reflect the future needs of the community (see Board #9)?

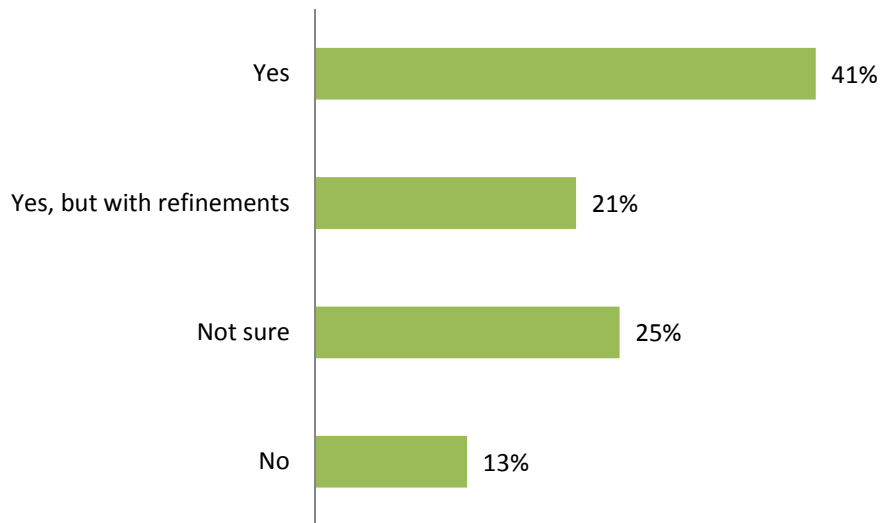


Is there anything missing? Do you have other suggestions or refinements?

Examples of Suggestions:

- Allow for taller forms and more apartment buildings
- Concentrate density near transit

Question 8: Generally, do you feel that the emerging directions for **West 70th Ave** reflect the future needs of the community (see Board #10)?

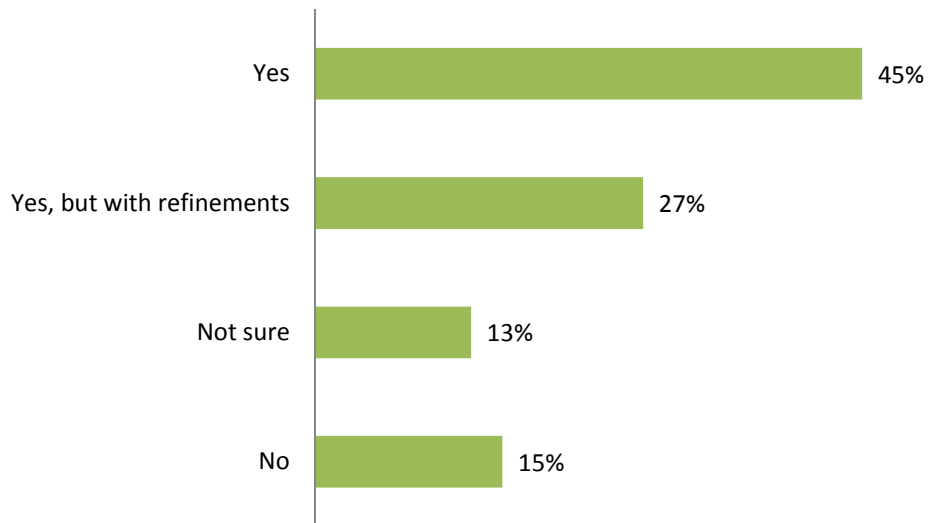


Is there anything missing? Do you have other suggestions or refinements?

Examples of Suggestions:

- Provide more plants, trees and greenery as well as better pavement types to reduce noise
- Leave area between Granville St. and Cambie St., north of 70th Ave. open to new apartment buildings
- Maintain mid-rise form (4-storeys max) in this area
- Facilitate more of a high/low rise mix

Question 9: Generally, do you feel that the emerging strategies for **Housing** reflect the future needs of the community?

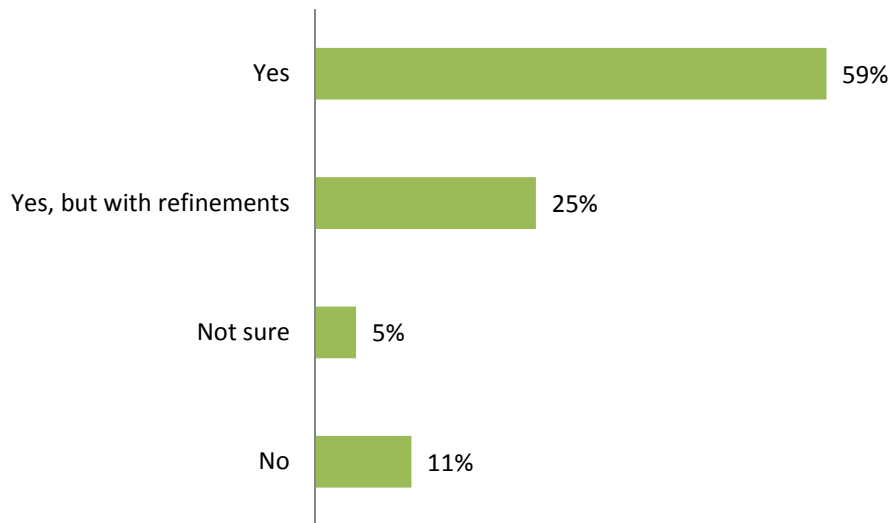


Is there anything missing? Do you have other suggestions or refinements?

Examples of Suggestions:

- Encourage more seniors housing
- Increase quantity and integration of social housing
- Allow for redevelopment and revitalization of the market rental area below 70th Ave.
- Protect the affordability and diversity of the housing stock

Question 10: Generally, do you feel that the emerging strategies for **Local Economy** reflect the future needs of the community?

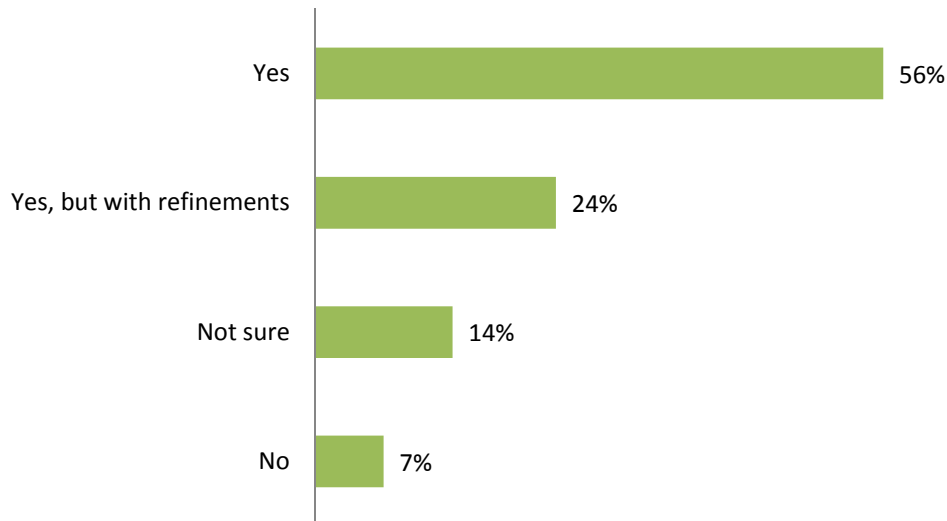


Is there anything missing? Do you have other suggestions or refinements?

Examples of Suggestions:

- Encourage the addition of another big supermarket/retail grocery store – 67th and Oak suggested as ideal site
- Provide mechanism to control what types of businesses open on Oak and Granville Streets
- Facilitate more mixed use developments with commercial and residential along main arterials
- Allow for a wider variety of jobs, beyond just retail

Question 11: Generally, do you feel that the emerging strategies for **Culture, Creativity and Heritage** reflect the future needs of the community?

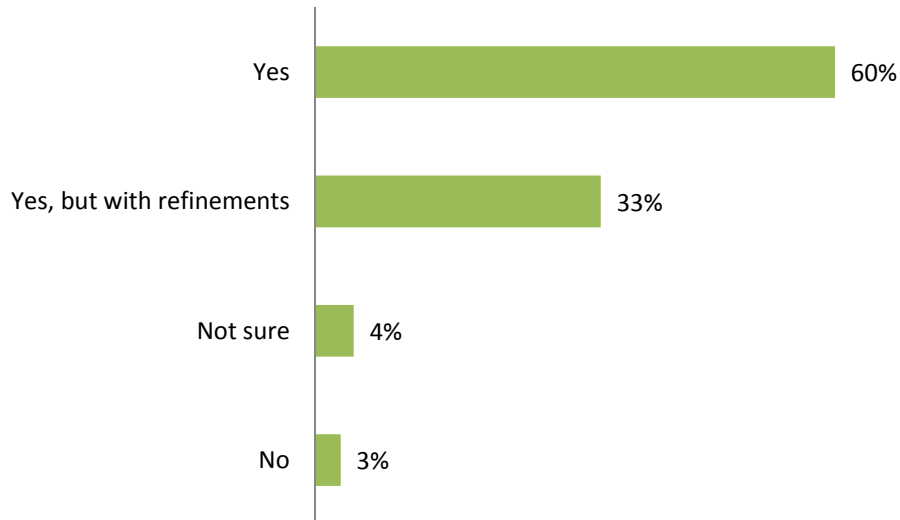


Is there anything missing? Do you have other suggestions or refinements?

Examples of Suggestions:

- Emphasize historical importance of the Musqueam Midden
- Plan for a cultural hub in the Lower Hudson area
- Provide for more diversity in cultural and creative representations as well as heritage preservation
- Ensure any public art created for and/or installed in Marpole is found aesthetically pleasing by local residents
- Support a centre or market for artwork and crafts

Question 12: Generally, do you feel that the emerging strategies for **Transportation** reflect the future needs of the community?

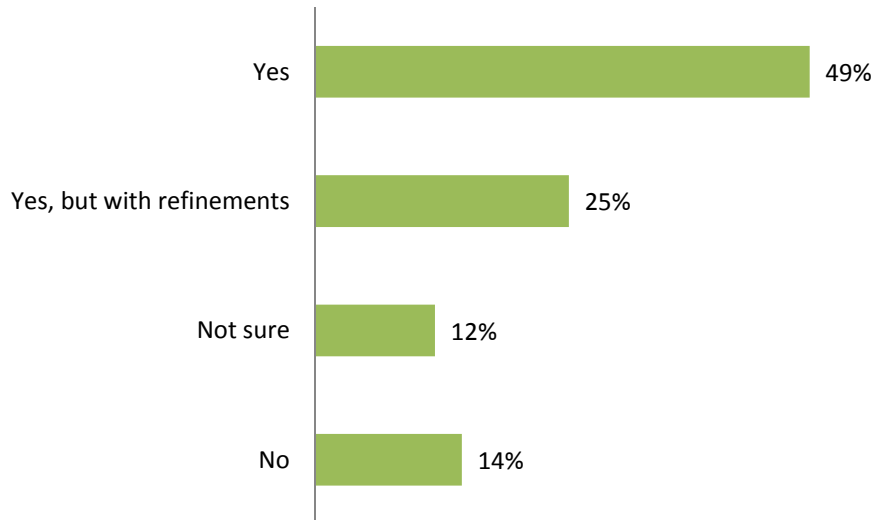


Is there anything missing? Do you have other suggestions or refinements?

Examples of Suggestions:

- Reinststate the 98 B-line along Granville Street
- Arrange for the #10 and #100 buses to stop at Marine Drive station
- Improve transit access to and along SW Marine Drive
- Add more traffic calming features to streets that connect to major arterials
- Prioritize safe connections to important destinations for walking and cycling

Question 13: Generally, do you feel that the emerging strategies for **Parks and Open Space** reflect the future needs of the community?

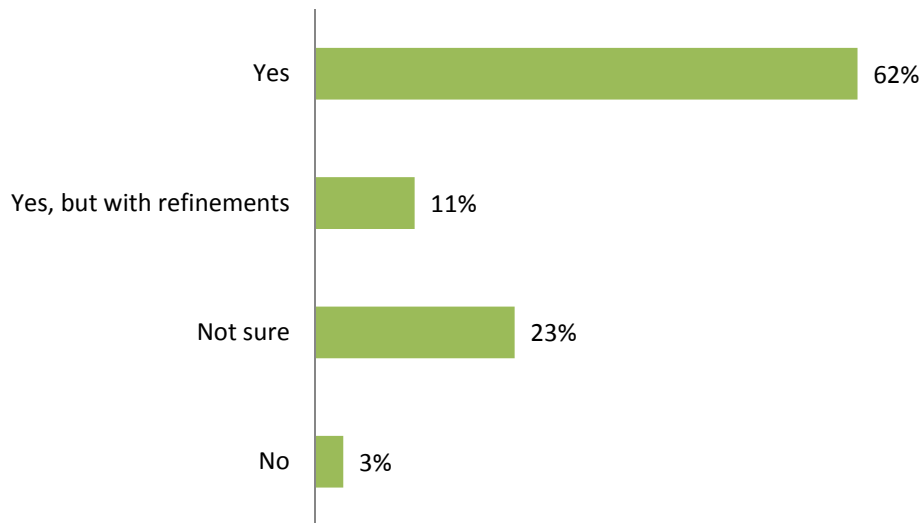


Is there anything missing? Do you have other suggestions or refinements?

Examples of Suggestions:

- Support for the Fraser River Trail proposal
- Build more parks that are larger
- Provide for separated, off-lease dog areas
- Make existing parks more welcoming and useful, e.g. improve maintenance and provide amenities like exercise equipment

Question 14: Generally, do you feel that the emerging strategies for **Energy** reflect the future needs of the community?

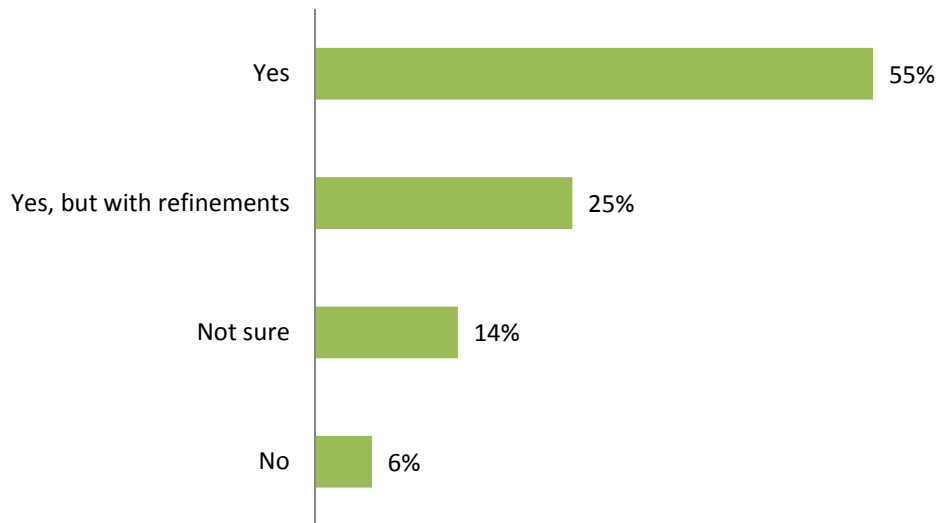


Is there anything missing? Do you have other suggestions or refinements?

Examples of Suggestions:

- Explore potential for district energy along the Granville corridor
- Convert street lights to LED
- Look for opportunities in the industrial lands for neighbourhood energy, conservation and green building design

Question 15: Generally, do you feel that the emerging strategies for **Public Benefits** reflect the future needs of the community?



Is there anything missing? Do you have other suggestions or refinements?

Examples of Suggestions:

- Provide for a swimming pool with capacity to serve Marpole’s needs
- Expand Marpole Family Place
- Preserve beauty of Barnard Street
- Provide spaces for people to meet, mix and mingle

Question 16: What are your priorities regarding **New Amenities** in your community?

Examples of Suggestions:

- New community centre
- A larger, enhanced library
- Rapid transit
- A recreation centre
- Seniors or healthcare centre

THANK YOU!!!

The Marpole Community Planning Team greatly appreciates participants' contributions through attending the open houses and taking the Emerging Strategies questionnaire. The input will help us to design a community plan that builds on the strengths of Marpole while responding to the needs of the neighbourhood.

If you want to learn more about the process or about how your feedback will be used, please visit <http://vancouver.ca/marpole> or send us an email at marpoleplan@vancouver.ca. We will be coming out with the draft plan in late June 2013, so please stay tuned to learn how you can get involved.