

# Grandview-Woodland Community Plan

# Terms of Reference Refinement

Synopsis of Focus Group Findings:  
Assets, Issues, Geographies & Outreach Considerations - *Revised*

March 2012



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# A New Community Plan for Grandview-Woodland

In the spring of 2012 the City of Vancouver will begin work on a new Community Plan for Grandview-Woodland. This will be a collaborative process to develop a new long-range plan for the neighbourhood. The initiative will feature a wide range of opportunities for community involvement.

Leading-up to the launch the City is developing a Terms of Reference to guide the planning process.

Most recently, this work involved a series of focus groups with community organizations to gather *preliminary input* on four key questions:

- What are the key assets of Grandview-Woodland?
- Where are there opportunities for improvement?
- Are there particular areas of the neighbourhood that may require focussed planning work?
- What are the best ways to engage the neighbourhood in this process?

A total of 12 focus group sessions were held. The intent was to get input from key stakeholder organizations to inform the development of a Terms-of-Reference for the Grandview-Woodland community planning process, and as a means to provide some initial framing for later discussions with the community-at-large.

Focus Groups were held with the following organizations and their members:

- *Grandview-Woodlands Area Service Team* - Area service providers and community facilities

- *BIAs serving Grandview-Woodland* - Commercial Drive, Hastings-Sunrise, Strathcona
- *Newcomer and Immigrant serving organizations*
- *Purple Thistle* - Youth Collective
- *Lions Den* - Seniors services
- *Community Policing Centres* - Commercial Drive CPC, Hastings-Sunrise CPC
- *UBC School for Landscape Architecture* - Undergraduate students who recently completed a design studio on Commercial Drive and Grandview-Woodland
- *Grandview-Woodland Area Council* (GWAC) x2
- *Grandview Heritage Committee*
- *Aboriginal Serving organizations* working in Grandview-Woodland
- *Arts & Culture organizations* serving the neighbourhood

Approximately 120 individuals participated in the various focus group discussions.

## Overview of the Synopsis document

The following pages contain a summary of the input gathered during this process. The focus of the document is on the key themes that emerged during the discussions versus an itemization of every specific idea.

Material has been revised to reflect comments on an early version of this document that were made at an 'open house' / plenary event for focus group participants held on January 31, 2011.

The focus group input presented herein reflects a set of preliminary ideas on the community assets and issues found in Grandview-Woodland. The synopsis document is not intended to provide a complete picture of the neighbourhood. It's also important to note that the community planning process may not be able to respond to all of the ideas presented in these pages and that the specific policy options that are developed for Grandview-Woodland will also need to be created in a broader, more inclusive, more rigorous process.

As a means of 'starting the dialogue', the synopsis has been updated with additional commentary in order to show how the key themes/ideas developed by focus group participants link to existing to existing City policy goals.

**Other ideas?** Once the community plan process gets underway, there will lots of chances to provide additional input on a range of neighbourhood issues. In the meanwhile, if something in this document strikes a chord - an idea you like, one you disagree with... or something that's missing altogether - please let us know.

**More information:** For additional details on the Community Planning process, please contact the Grandview-Woodland planning team:

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# Issues and Assets

## The Neighbourhood

### Preliminary Ideas & Focus Group Findings

#### Key Assets of Grandview-Woodland:

- The diversity of people that live in the neighbourhood (referencing age, ethnicity, income, gender, etc);
- Neighbourhood character - including existing residential areas and commercial high streets (with a particular emphasis on The Drive);
- Neighbourhood values and identity, and the quirkiness of the community;
- The presence of a wide-range of neighbourhood groups and organizations - and the fact that residents are politically and socially engaged;
- There is a strong Aboriginal presence in the neighbourhood with - 1 in 10 residents identifying as First Nations or Métis; Grandview-Woodland is a 'gateway' for Aboriginal community;
- More residents are aging in place.

#### Key Opportunities:

- Respond to concern around the affordability of the neighbourhood - and the impact of affordability on current residents;
- Plan for improvements to amenities and community services that are 'stretched';
- Ensure that the community can maintain a high degree of diversity (in all aspects of the word - age, tenure, economic, gender, ethnocultural, etc.)

### How the Community Plan can Respond

The Community Plan - and planning process - for Grandview-Woodland will aim to:

1. Balance global, regional and city-wide challenges with neighbourhood perspectives;
2. Deepen and diversify public involvement in the community planning process;
3. More effectively managing both development pressures and priority setting for public amenities; and,
4. Making clear and effective plans for everyone... in less time.

Photo: Rommy Gahly



## Built Form & Land Use

### Preliminary Ideas & Focus Group Findings

#### Key Assets of Grandview-Woodland:

- The human scale and height of existing housing and commercial buildings - this contributes to the overall character of the neighbourhood;
- The mixture of land use found in Grandview-Woodland (e.g. various types of residential, commercial, light industrial, etc.)

#### Key Opportunities:

- Explore questions around appropriate scale, form and massing of buildings;
- Review the nature of development capacity in the neighbourhood - as it relates to current zoning, economic considerations, etc.;
- Respond to concerns around gentrification of community - particularly as it effects accommodation for lower income individuals and families;
- Look at the effects associated with possible increased density in the neighbourhood - and the impact of development on local services, supporting infrastructure, and the community in a more general sense.

### How the Community Plan can Respond

The new community plan process will develop policy options around land-use in Grandview-Woodland. In doing so it will strive to support city-wide and local area objectives around housing, transportation, employment and economy (including retail, office, industrial and other service needs), municipal infrastructure delivery, and the provision of public space, etc. - balancing these with the unique characteristics of the neighbourhood.

Emphasis will be put on policy options that support or reinforce a compact, sustainable neighbourhood environment. This could include carbon-neutral green building and design, green infrastructure (e.g. improved storm water and zero-waste management systems), and the development (and retrofitting) of buildings for energy and resource-efficiency.

**Policy Links:** Greenest City, 2011; EcoDensity, 2008





# Housing

## Preliminary Ideas & Focus Group Findings

### Key Assets of Grandview-Woodland:

- A diversity of different types and models of housing is available - houses, rental units, co-ops;
- The presence of non-profit housing helps low-income individuals and families;
- The high proportion of renters to owners, and the relative availability of rental space.

### Key Opportunities:

- Attend to significant concern about loss of affordable housing and affordable rental stock - both for individuals and families;
- Review and explore the relationship between affordability and density;
- Respond to concerns about specific impact of housing affordability on Aboriginals, youth, seniors, newcomers, artists, low-income;
- Investigate new types of housing, or models for housing delivery - or look anew at co-ops, row-houses, etc.;
- Look for ways to incorporate more rental and other affordable housing into the development process - e.g. through inclusionary zoning or other mechanisms; (zoning support for affordable housing is important);
- Identify the means for attending to problem buildings - via standards of maintenance, dealing with problem landlords, etc.

## How the Community Plan can Respond

Community-wide policy will need to respond to concerns spanning the continuum of housing.

At the neighbourhood level this will include: looking for ways to provide shelter and supportive housing for the neighbourhood's street-involved homeless population (In Grandview-Woodland 23 street homeless were counted in 2010, a high proportion of which were Aboriginal); identifying means to support the provision of quality social/non-market housing stock (60% of which was built before 1975); exploring options to maintain and increase rental stock without displacing tenants; and increasing the supply and diversity of housing to address concerns around affordability (such as apartments, townhouses and other forms of dwelling).

Policy Links: Housing and Homelessness Strategy, 2011



# Transportation

## Preliminary Ideas & Focus Group Findings

### Key Assets of Grandview-Woodland:

- The walkability of Commercial Drive - and also the scale & width of the street north of 1st Avenue;
- The general 'connectivity' between G-W and other neighbourhoods;
- Bike culture in Grandview-Woodland is strong - people love their bikes!;
- The neighbourhood is easy to get to via public transit.

### Key Opportunities:

- Respond to concerns about bus capacity, as well as the absence of an east-west transit connection in the middle of the neighbourhood;
- Review the impact of Highway 1 expansion and the potential removal of the Viaducts;
- Tackle pedestrian safety concerns in key areas (e.g. north-end of G-W, key corridors);
- Mitigate the negative effect associated with Port and truck traffic - on Clark, Hastings and Nanaimo Streets (while recognizing the importance of goods movement to the local economy);
- Investigate ways to achieve better connections between north and south side of Hastings.

## How the Community Plan can Respond

As of the 2006 Census, Grandview-Woodland's mode-share indicates that 50% of travel is undertaken by walking, bike or transit. Community planning will look at options to increase the use of sustainable transportation methods—which may include streetscape improvements, pedestrian and cyclist improvements, support for traffic-calming in residential areas, and the review of parking regulations on high streets.

Options to reduce the negative impact of high volume streets on the neighbourhood (while maintaining their important role for transit and the movement of goods) will be explored, as will future land-use and transportation changes as a result of the Viaducts and Eastern Core studies and Highway 1 expansion.

**Policy Links:** Transportation Plan, 1997; (Update: 2012)

Photo: CoffeeGeek





# Social Issues

## Preliminary Ideas & Focus Group Findings

### Key Assets of Grandview-Woodland:

- Good community spaces in the neighbourhood - including key hubs (Britannia Community Centre, Kiwassa Neighbourhood House, Aboriginal Friendship Centre, as well as the library and elementary and secondary schools);
- A large number of service providers - including REACH, Community Health, MOSAIC (Multicultural), NICCSS (Youth and Seniors), Kettle (Low Income), UNYA (Aboriginal youth) and many others. Service providers note high degree of collaboration;
- A community ethic of 'looking out for one-another' and of being very tolerant of difference.

### Opportunities:

- Respond to increasingly complex issues - in particular dual diagnosis (addictions & mental health) and the compounding social and health effects of poverty;
- Build capacity for needed services. Many are well-used - but most are at capacity and space is at a premium (e.g. childcare facilities have long wait-lists);
- Plan for renewed community facilities. Upgrades to many (Britannia, REACH, Friendship Centre, UNYA) are needed;
- Identify new services that are required to support changing demographics (e.g. more people aging in place).

## How the Community Plan can Respond

Policy will seek to address the impact of social and health issues on key populations. The planning process will involve identifying options through which the City and neighbourhood can respond to complex challenges, creating opportunities for improved social interaction, physical activity, access to local health services, amenities, and programs.

Additional focus will be directed towards current amenities that are undergoing planning and development work, such as Britannia Community Services Centre, REACH Community Health, The Kettle Friendship Centre, the UNYA Youth Centre and the Aboriginal Friendship Centre. Where policy directions are created, they will be supported by necessary needs assessments and financial analysis.

### Policy Link: Healthy City Strategy (in development)



# Safety

## Preliminary Ideas & Focus Group Findings

### Key Assets of Grandview-Woodland:

- A general feeling of safety within community;
- The presence of community policing offices (Grandview-Woodland, Hastings-Sunrise) as a bridge between community and VPD

### Key Opportunities:

- Improve lighting - particularly in industrial areas, north end, 'edge' areas
- Respond to health and safety issues for street sex workers; (as well, respond to concerns around predatory behaviour of johns);
- Attend to property crime in the area;
- Undertake further work at Broadway & Commercial SkyTrain station - an area still seen as a 'hot-spot' for crime/safety concerns;
- Assess peoples perception of safety versus actual incidents of crime;
- Provide improved pedestrian and bike safety measures.

## How the Community Plan can Respond

Policy should focus on efforts to reduce the higher-than average levels of crime in Grandview-Woodland (74.4 reported crimes per 1000 residents, versus a 60.4 city-wide).

This may involve policy to support the reduction of problem premises and property-related crime, providing enhanced environmental design & other streetscape improvements to improve natural surveillance and increase crime prevention, and focusing on providing support for populations at risk - such as the survival sex trade in the north-end of the community - with enhanced prevention and safety-related initiatives.

**References & Policy Links:** VPD Business Plan 2012-16, 2012; Sex Trade Strategy, 2011.



## Parks & Public Realm

### Preliminary Ideas & Focus Group Findings

#### Key Assets of Grandview-Woodland:

- The vibrant street life on Commercial Drive;
- Recent upgrades in Grandview Park and Victoria Park;
- The neighbourhood's old trees and urban forest;
- Key 'grand' views that can be found throughout the community;
- The wildlife habitat that *is* present.

#### Key Opportunities:

- Identify means to improve the quantity of (and access to) park-space in Grandview-Woodland (neighbourhood is deficient in terms of park-space per capita);
- Attend to parks - e.g. Woodland, Pandora - that could use refurbishment, improvement;
- Identify opportunities to improve habitat for birds, wildlife;
- Urban forests are important - but focus on strategic planting of trees in order to maintain key views;
- Identify areas for additional recreation facilities, food gardens, place-making interventions;
- Enhance the pedestrian environment - especially as a means to link north and south ends of the neighbourhood.

### How the Community Plan can Respond

Planning work will identify opportunities to improve Grandview-Woodland's parks and greenspace - focussing on the accessibility of parks (currently 13 per cent of the neighbourhood is more than a five minute walk to greenspace), park quality (some parks are seen as in need of improvement) and the overall provision of park land.

Additional work could focus on street character (residential and commercial, including laneways), the distribution of street furniture, greenways and plazas. Further work on the provision of food assets such as community gardens and orchards), and supports for habitat creation or restoration and ecosystem health are possible.

**Policy Link:** Greenest City Action Plan, 2011



# Heritage

## Preliminary Ideas & Focus Group Findings

### Key Assets of Grandview-Woodland:

- Grandview-Woodland has many prominent heritage buildings - and heritage is a defining characteristic of the neighbourhood;
- The neighbourhood has a strong social history;
- There are at least 15 important buildings on the Drive that are over 100 years old.

### Opportunities:

- Identify heritage buildings that should be on the City's Heritage Register;
- Explore the definition of heritage - with a view to possibly expanding it beyond what is currently considered in policy;
- Promote adaptive re-use as a means to retain and upgrade heritage facilities; also, promote better recycling/re-use of building materials;
- Look at means to limit the assembly of existing small commercial lots (on The Drive) into larger developments;
- Balance heritage considerations with other aspects of community planning (e.g. affordable housing);
- Question: is there an opportunity to reconsider the name "Grandview-Woodland" (pre-1960s it was "Grandview")?.

## How the Community Plan can Respond

Grandview-Woodland has approximately 125 buildings (as well as one park - Grandview - and its cenotaph) listed on the City's Heritage Register. Just under ¼ of the homes in Grandview-Woodland were built before 1946, and many of the original homes - including the larger old mansions - are still present.

As part of the planning process, specific work may be undertaken to support a heritage and character area inventory of the neighbourhood as well as preparatory work for a more substantial city-wide Heritage Register Upgrade Program, when it is undertaken).

**Policy Link:** Heritage Register, 1986, & Heritage Bylaw, 2003





# Culture

## Preliminary Ideas & Focus Group Findings

### Key Assets of Grandview-Woodland:

- Grandview-Woodland is a 'cultural hub' - the neighbourhood is home to a large number of artists;
- There are a number of good facilities - The Cultch, The Wise Hall;
- The presence of live/work spaces - e.g. The Arc - provide opportunities for cultural production within the community.

### Opportunities:

- Create more live-work spaces for artists, and ensure that there is a sense of security/sustainability about questions of tenure;
- Question: Are there ways to improve nightlife? Additional performance venues would be welcome - ones that can stay open later (e.g. have dancing), help enliven the community after stores close;
- Consider means to increase the visibility of art in the community - through public art and other features.

## How the Community Plan can Respond

Grandview-Woodland, along with Strathcona and the False Creek Flats, is part of the city's cultural 'hub'. The neighbourhood is home to a significant proportion of artists (5% versus 2% city-wide) and businesses involved in the local cultural economy. At the same time, as noted in focus group comments, there is a notable shortage of studio, production and performance space.

Community-wide policy will support the objectives of the City's Culture Plan, focusing on the creation of new studio space while supporting other components of the local arts scene. Opportunities for work on other arts and cultural matters will be investigated.

**Policy Link:** Cultural Infrastructure Plan, 2011

Photo: mag3737



# Local Economy & Prosperity

## Preliminary Ideas & Focus Group Findings

### Key Assets of Grandview-Woodland:

- The presence of small-scale, local, independent businesses on Commercial Drive - which helps Grandview-Woodland to maintain a self-contained quality;
- Businesses are located throughout the community - including retail on Hastings Street, Clark and elsewhere;
- The light industrial areas to the west and north of the community, as well as the Port area. These are important for jobs and services.

### Key Opportunities

- Respond to the effects of poverty and economic disparity which continue to challenge low-income residents of G-W. Where possible, use the plan to mitigate economic insecurity;
- Create better commercial linkages to tie the north end of Commercial Drive (north of Venables) to Hastings Street (and beyond);
- Modify zoning to help light industrial - allowing successful businesses to grow. (Current zoning constrains additional office, show-room facilities);
- Provide key supports to Commercial Drive, Hastings Street (and other) commercial areas, enabling them to prosper;
- Ensure that the plan protects the vitality and flavour of Commercial Drive (its relative affordability, presence of independent businesses, etc.)

## How the Community Plan can Respond

Community planning work will aim to support local retail and service providers as well as the manufacturers and other businesses in Grandview-Woodland's industrial areas. Policy development will further seek to identify mechanisms that will aim to support the creation and retention of meaningful jobs and the overall resilience of businesses that operate in the community.

Policy Link: Economic Action Strategy, 2011





# Neighbourhood Geographies

While underway, community planning work will have the opportunity to focus on (and provide guidance for) geographic areas that are in greatest need of planning attention. Sub-areas could include:

- Portions of the neighbourhood corresponding to a particular type of land-use (such as residential or commercial) or function (transportation);
- Large sites;
- Areas that could be candidates for district energy systems;
- Any other areas that could benefit from one or more specific policy interventions that may not be as relevant to the neighbourhood as a whole.

In the course of discussing neighbourhood issues and assets, participants in the various focus groups referenced particular component areas of the Grandview-Woodland neighbourhood. In some conversations, this took place with the aid of the base map of the community (found in the Workbook). In other instances, the geographic references were made in a more general sense.

In all instances, discussion of sub-area geographies was largely 'high-level.'

To further assess this conversation, and as a means of identifying community perceptions around neighbourhood geographies, planning staff have mapped these discussions using GIS software.

The result is a series of twelve focus-group specific maps, which have been further annotated based on discussion notes.

In sum, these focus-group-defined areas:

- (1) May reflect a 'distinct' component of the neighbourhood – by virtue of the existing built-form, land-use, social or historical; characteristics – or other experiential qualities.
- (2) (In the case of major corridors), acted as 'boundary lines' and/or key passageways within, through or adjacent to the neighbourhood;
- (3) Are intended to be 'loose' – because the specific boundaries of a given area were seldom discussed in great detail.

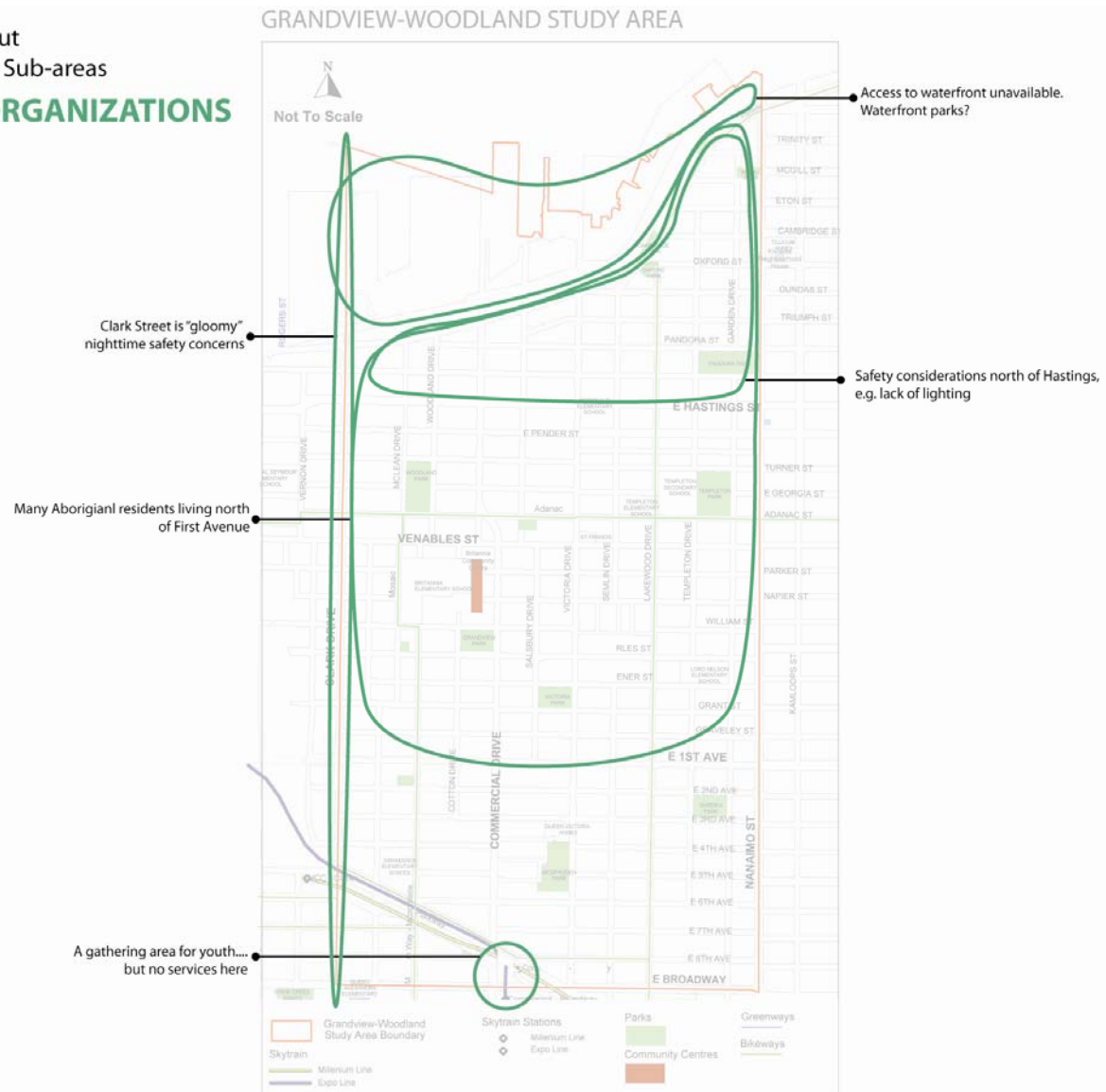
## *Notes:*

A. These maps were produced in February 2012, after the Focus Groups. While the initial focus group notes have been reviewed by participants, these maps have not.

B. Focus group commentary about specific buildings, parks, facilities, etc. (e.g. Britannia, Victoria Park) are not included in the mapping exercise.

Some Ideas About  
Neighbourhood Sub-areas

## ABORIGINAL ORGANIZATIONS



## Some Ideas About Neighbourhood Sub-areas

### ARTISTS

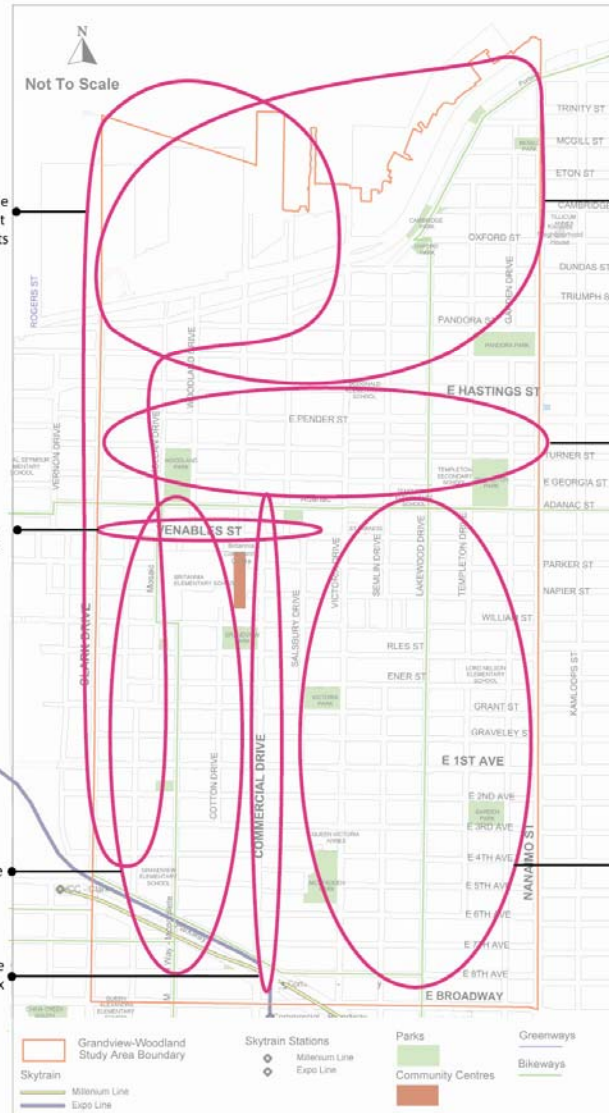
Industrial areas and edge  
spaces are important  
for artists

Venables greenway  
- a possibility?

West of The Drive

The Drive  
- retail and service mix

## GRANDVIEW-WOODLAND STUDY AREA



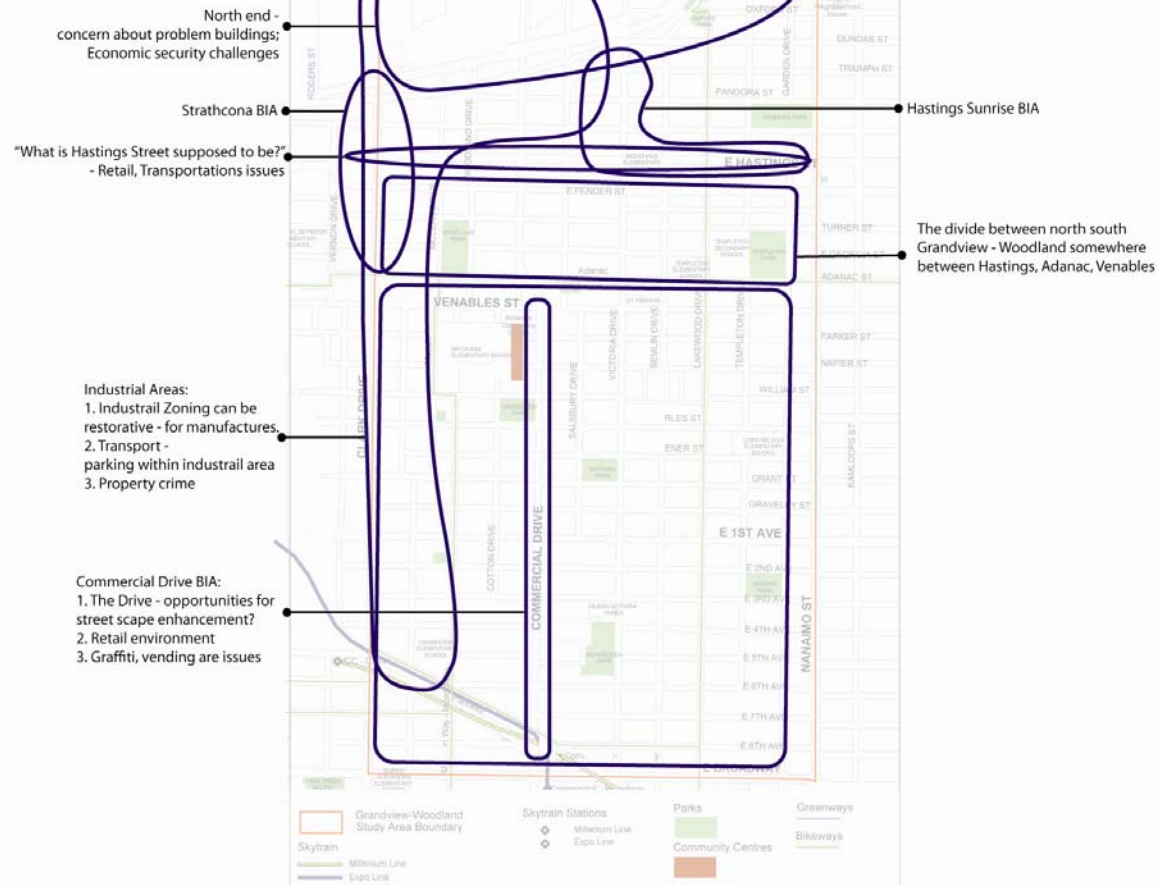
Social issues North of Hastings  
e.g. survival sex trade

Venables to Hastings - an opportunity  
for connections, vitality

East of The Drive

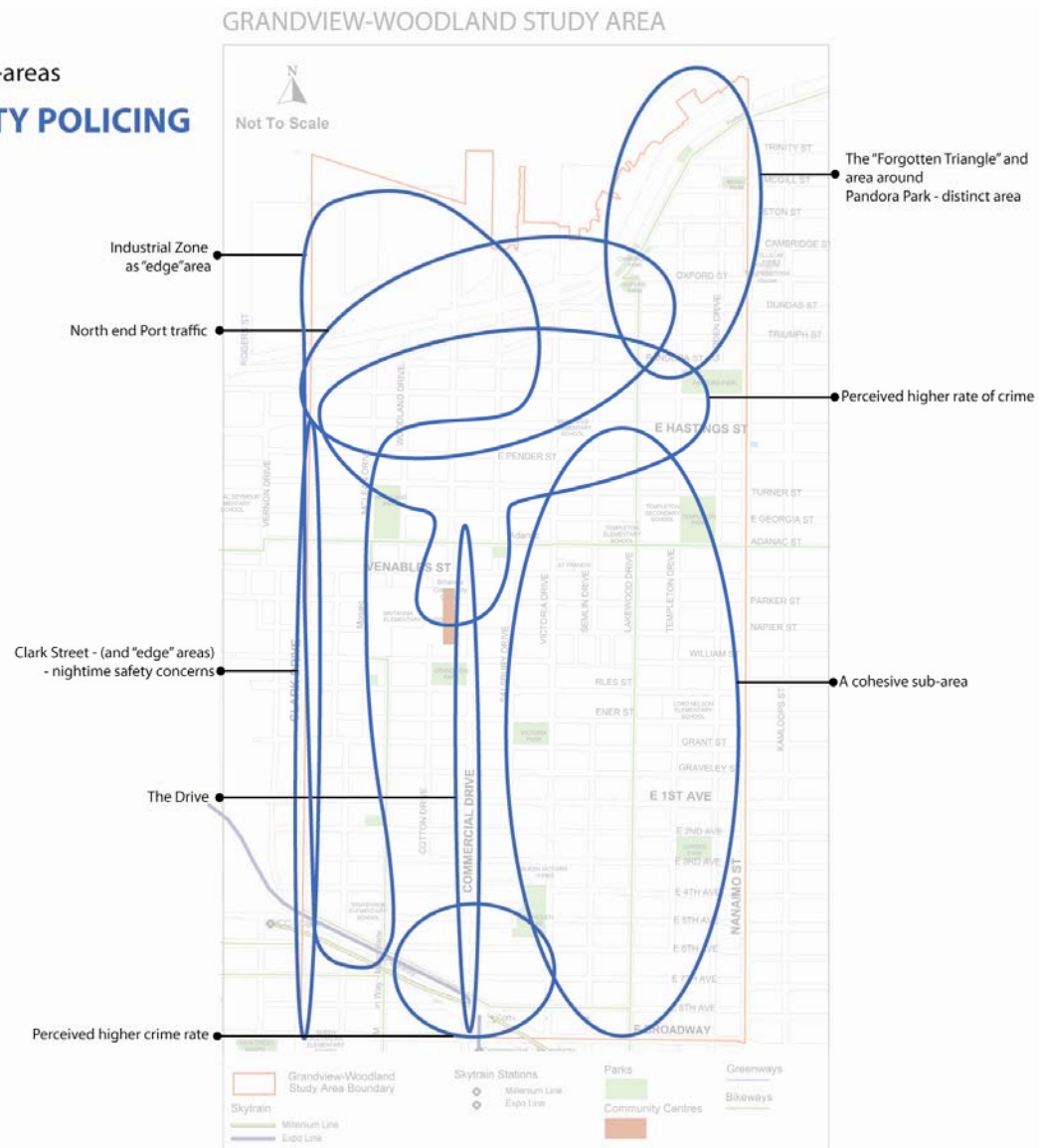
## Some Ideas About Neighbourhood Sub-areas

### BIA



Some Ideas About  
Neighbourhood Sub-areas

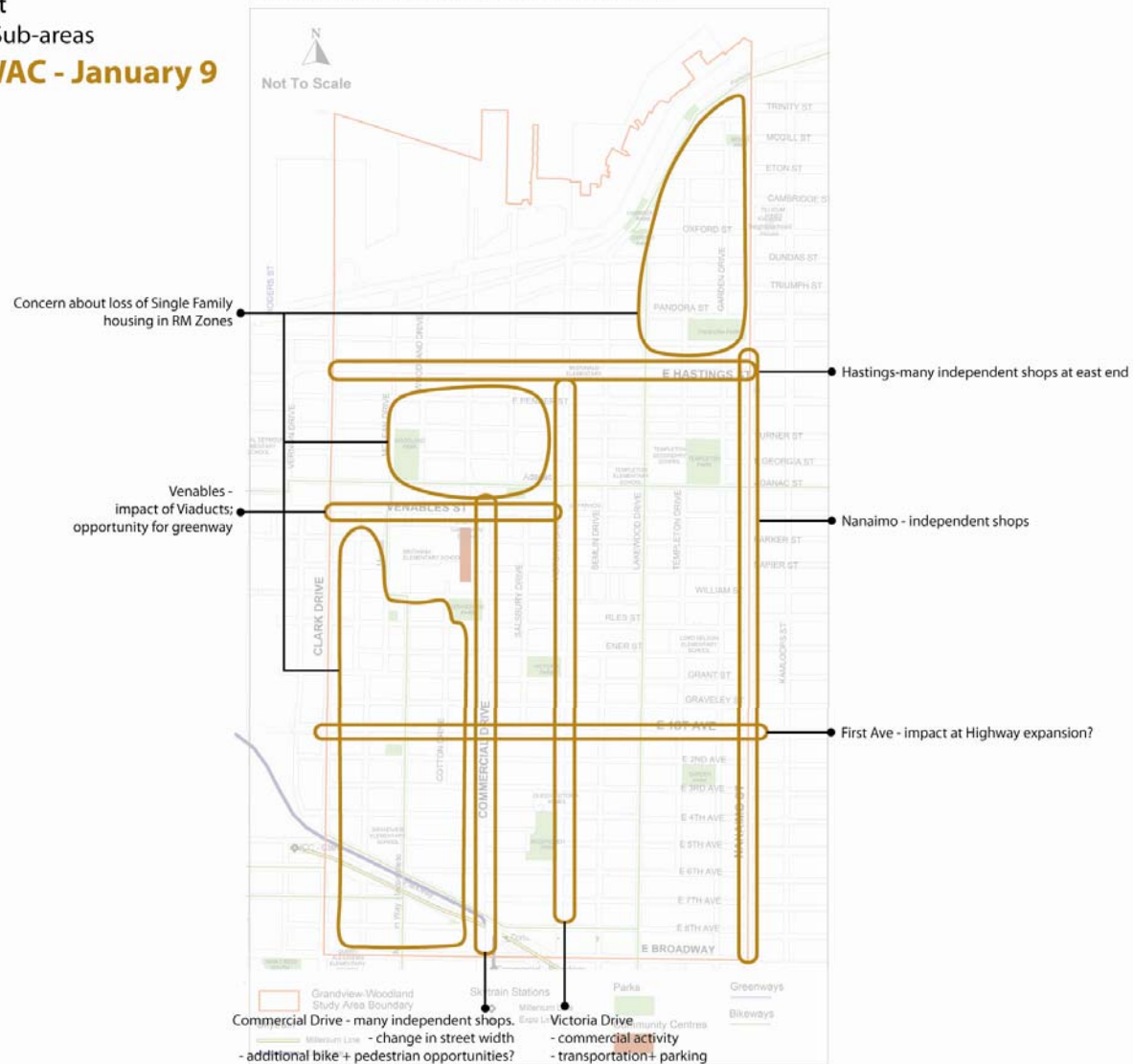
## COMMUNITY POLICING



Some Ideas About  
Neighbourhood Sub-areas

**GWAC - January 9**

GRANDVIEW-WOODLAND STUDY AREA

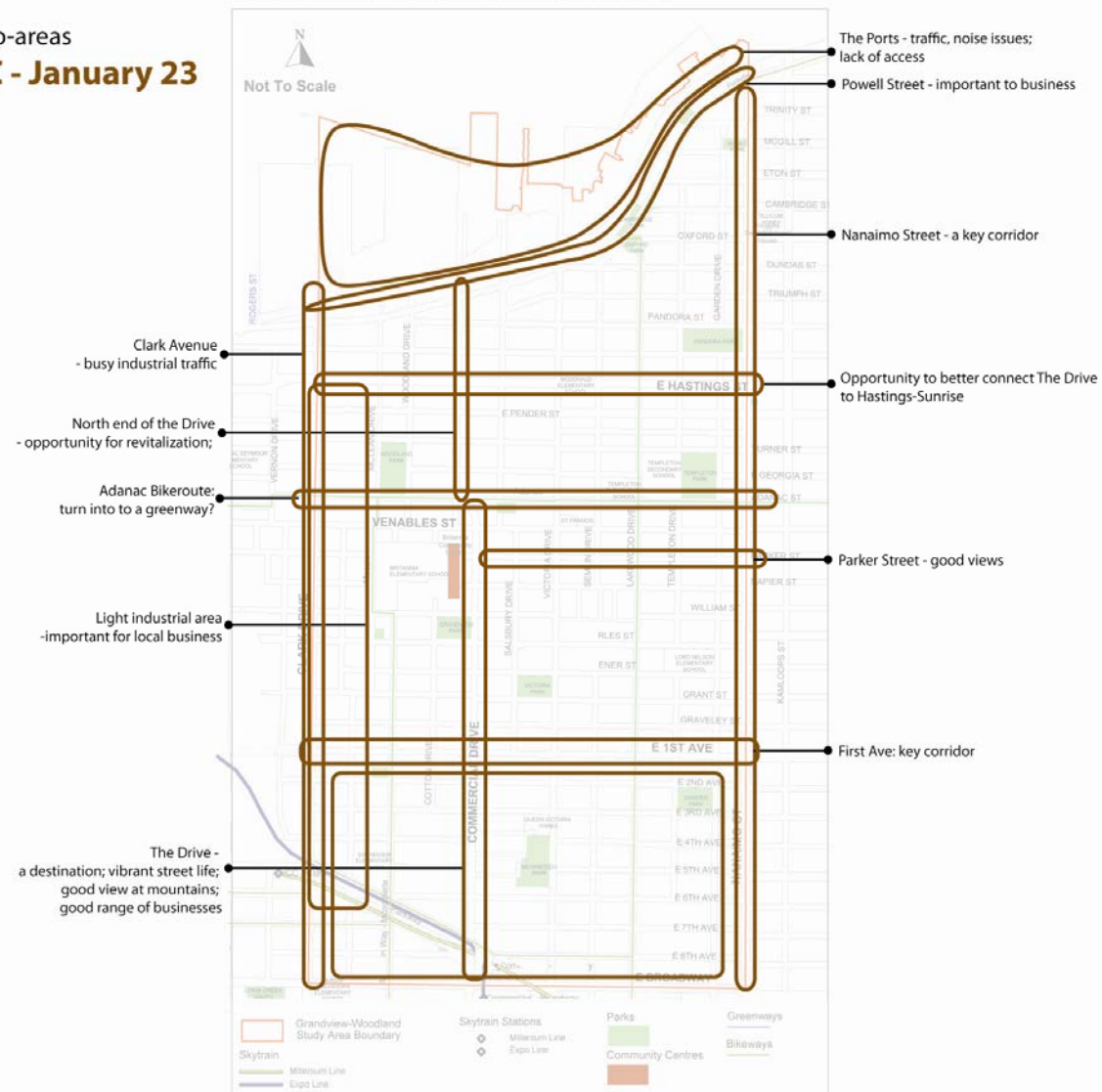




Some Ideas About  
Neighbourhood Sub-areas

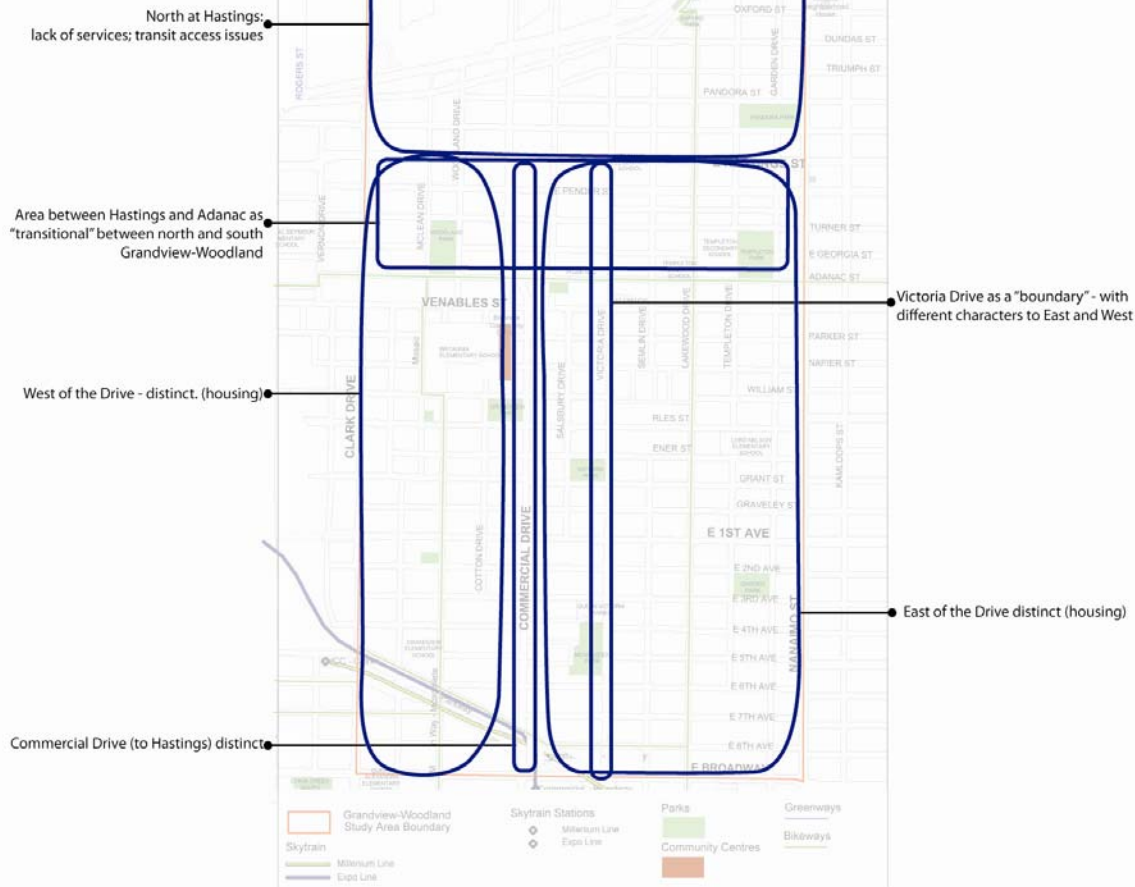
**GWAC - January 23**

GRANDVIEW-WOODLAND STUDY AREA



## Some Ideas About Neighbourhood Sub-areas

**GWAST**

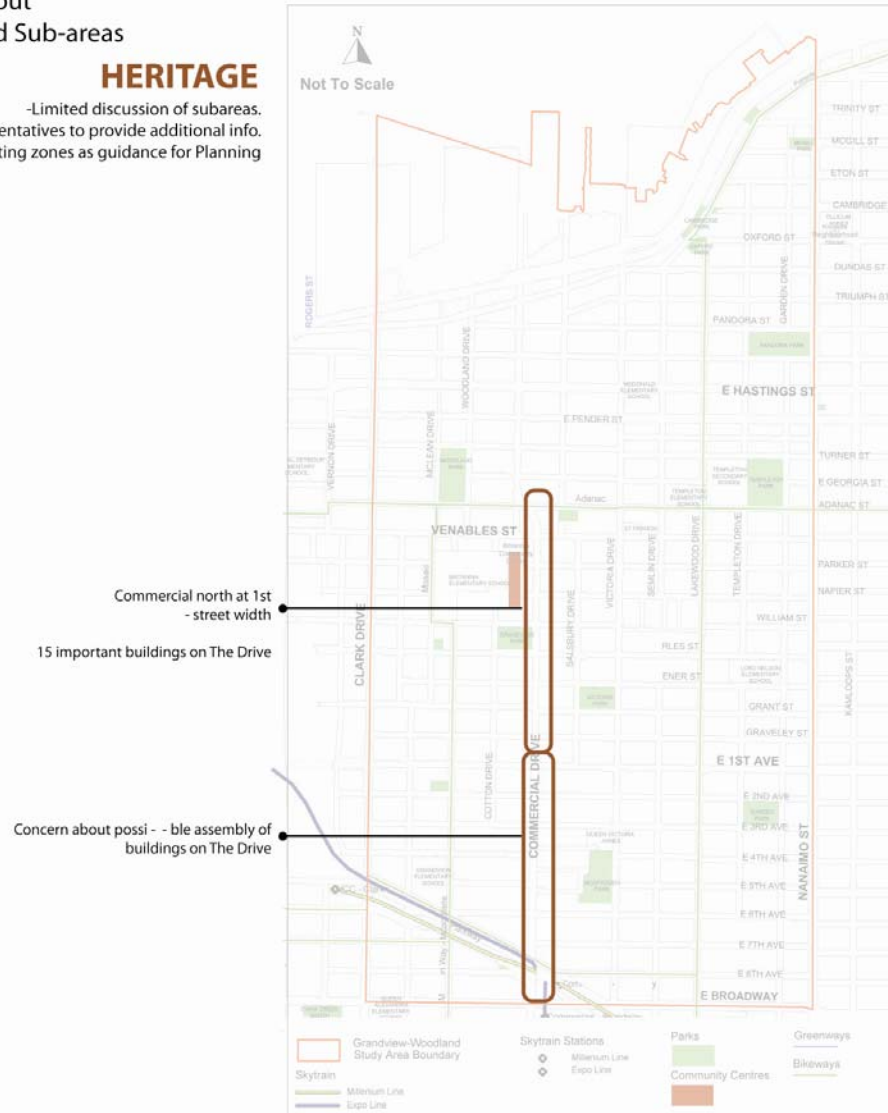


## Some Ideas About Neighbourhood Sub-areas

### HERITAGE

- Limited discussion of subareas.
- Heritage committee representatives to provide additional info.
- Reference of existing zones as guidance for Planning

## GRANDVIEW-WOODLAND STUDY AREA



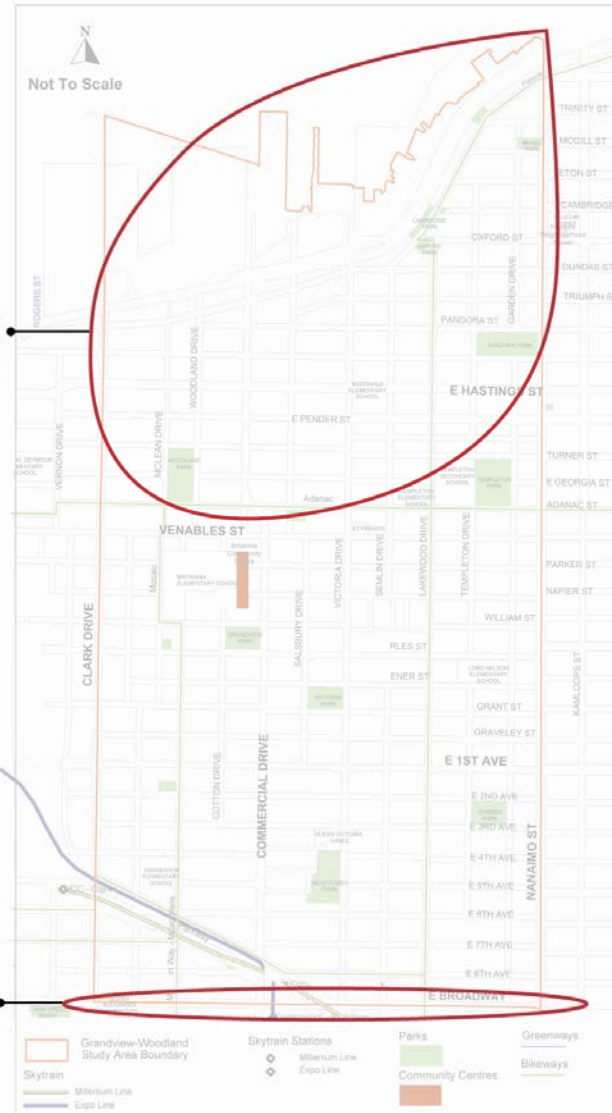
Some Ideas About  
Neighbourhood Sub-areas

**NEWCOMERS,  
IMMIGRANTS,  
INCLUSION**

North Grandview-Woodland  
- Quality of residential.  
lots of renters;  
quality of stock

Broadway Corridor  
- a key means for people to get to Grandview-Woodland

## GRANDVIEW-WOODLAND STUDY AREA



## Some Ideas About Neighbourhood Sub-areas

### SENIORS

- The Drive
- some concerns about cross-walk safety
- Good shops and services, good festivals

- Safety
- concerns around SkyTrain area

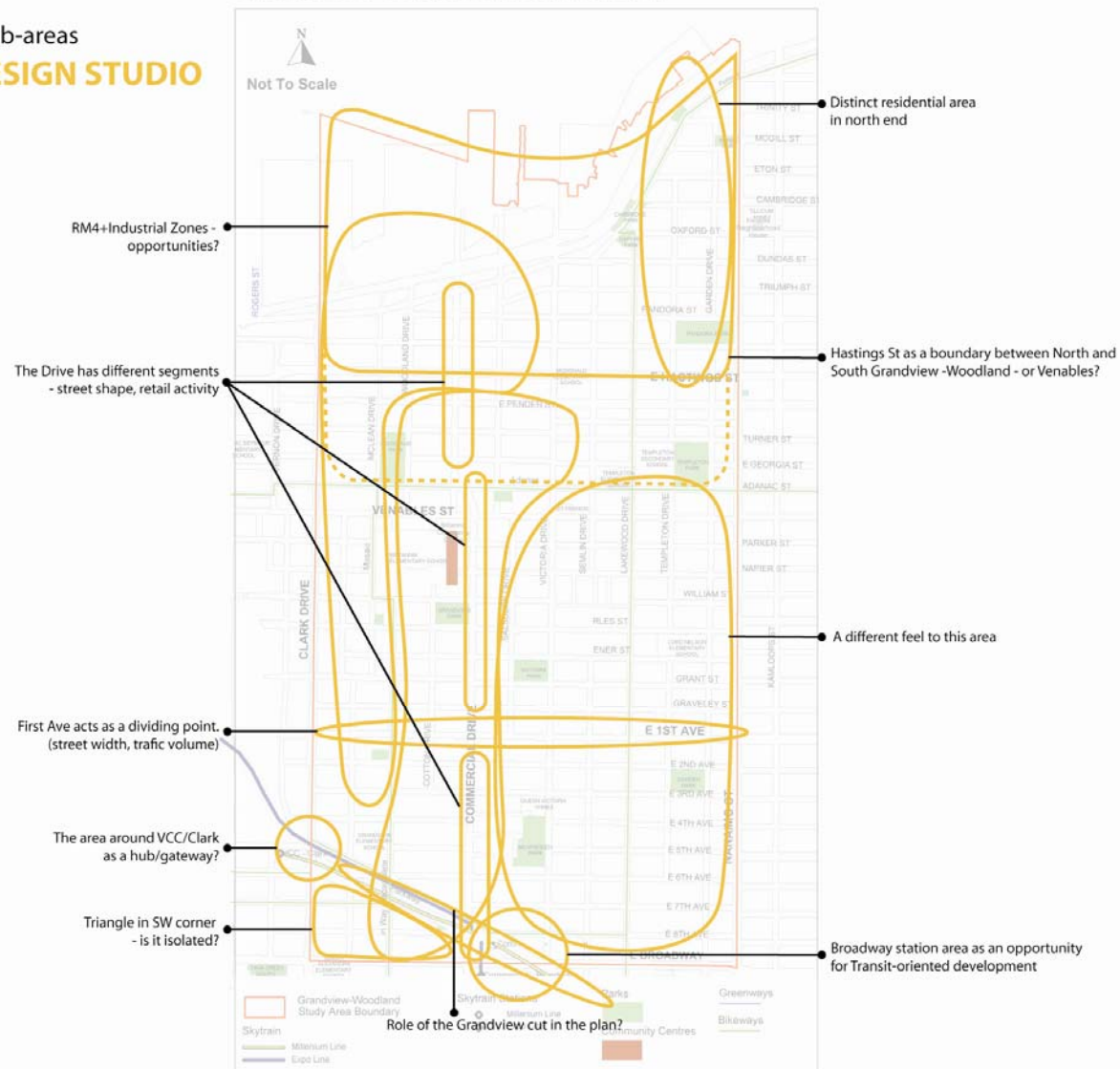
## GRANDVIEW-WOODLAND STUDY AREA



Some Ideas About  
Neighbourhood Sub-areas

UBC DESIGN STUDIO

GRANDVIEW-WOODLAND STUDY AREA





Some Ideas About  
Neighbourhood Sub-areas

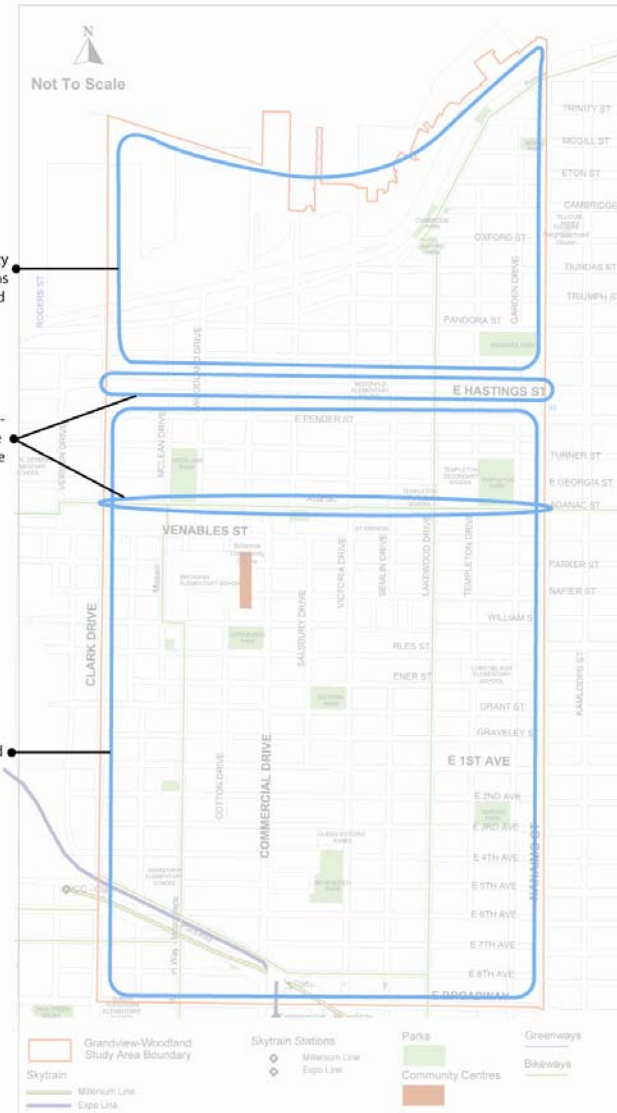
**PURPLE THISTLE - YOUTH**

Transit challenges and safety  
considerations  
in north Grandview-Woodland

Hastings acts as a boundary -  
but north of Venables is where  
services start to decline

South Grandview - Woodland

GRANDVIEW-WOODLAND STUDY AREA



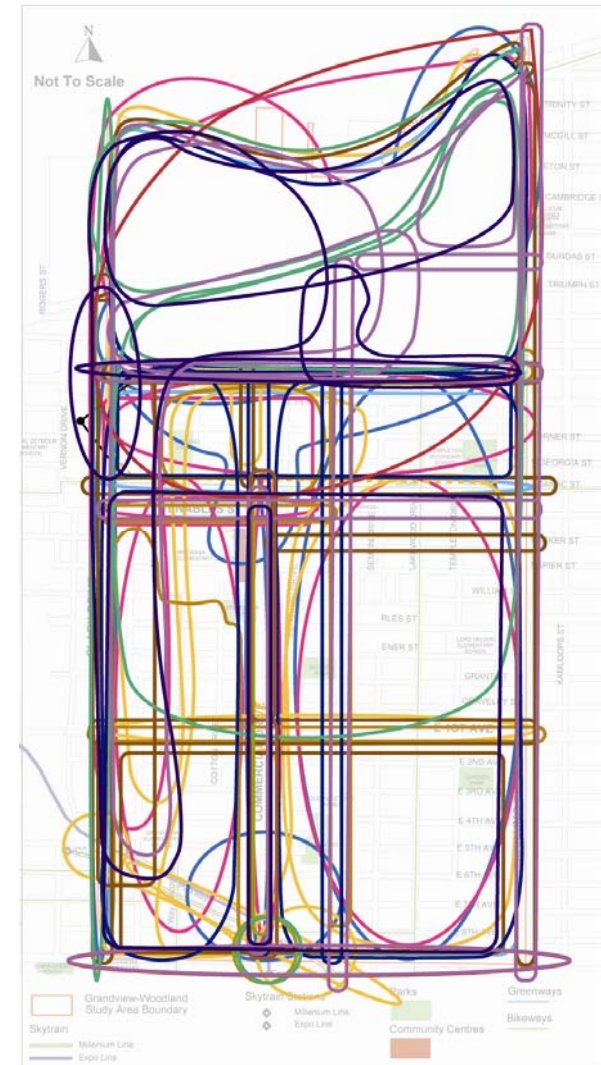
## Character Areas and Sub-Areas

### Combining 12 maps

Based on the preliminary GIS mapping and notation, planning staff were able to create a composite map of the various geographies identified in stakeholder discussions. This 'combined' map illustrates a number of interesting points:

- A strong north/south split - with Hastings Street being the most notable 'boundary' and Venables/Adanac fulfilling a similar, though less prominent role; concomitant recognition of industrial/residential boundaries within the north;
- Emphasis on main streets and corridors - such as Commercial, Hastings, Broadway and First, etc. and the means through which they structure and segment the neighbourhood; particular emphasis on the Clark 'edge' (including street and adjacent industrial area);
- Commercial Drive is singled out as a key 'special' area (though this gets lost a bit when the maps are sandwiched on top of one-another)
- South of Hastings/Venables, a distinction between the residential areas to the east and west of The Drive (roughly corresponding to multi-family zoned areas (mostly to the west of The Drive) and one and two-family zoned housing to the East.
- To a lesser degree, recognition of the key role of the Broadway area and transit hub - along with the impact of the Broadway/Commercial intersection in terms of services, safety, and gateway marking.

*Composite Map: Focus Group Geographies*



## First Stage Analysis – Distilling Preliminary Character Areas

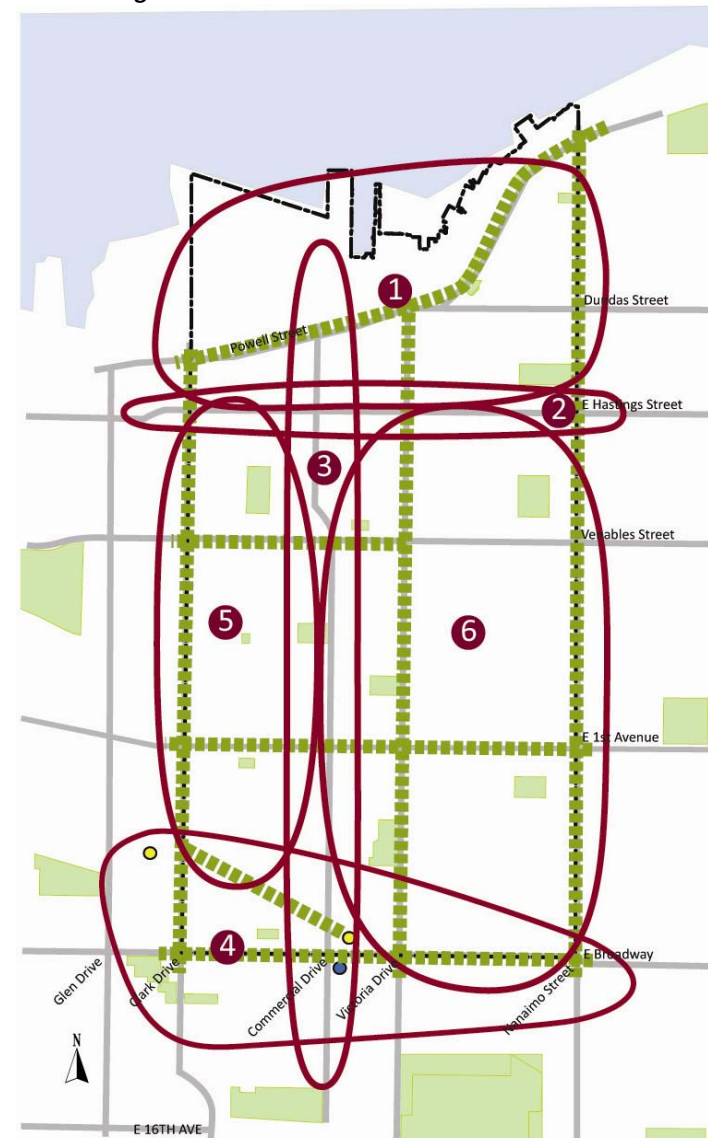
Using the stakeholder mapping work as a starting point, planning staff have extrapolated six preliminary (and generalized) “character” areas - larger, overlapping sub-area geographies that demarcate the neighbourhood.

- Character Area 1 - North Grandview-Woodland
- Character Area 2 - Hastings Street
- Character Area 3 - Commercial Drive
- Character Area 4 - Broadway/Commercial - Transit Area
- Character Area 5 - South West
- Character Area 6 - South East

These six larger areas, along with the major corridors that bisect and bound the neighbourhood, help to demarcate Grandview-Woodland. Such areas, and the stakeholder commentary from which they were in part derived, provide some initial guidance about the different areas of the neighbourhood - and the means through which they fit together within Grandview-Woodland.

While comprehensive planning work will take place *throughout* the neighbourhood, the mapping of character areas provides a means to assist the City in identify parts of the neighbourhood that may require additional planning focus. As part of this further assessment, staff have reviewed the six character areas alongside both focus-group identified issues, city-wide policy goals and resource considerations associated with anticipated planning work.

*Six Neighbourhood Character Areas*



## Second Stage Analysis - Identification of Potential Sub-Areas

Planning staff suggest that four of the six areas identified on the map be considered as *initial* candidates for additional sub-area planning attention. These are identified, along with the rationale, as follows:

### ***Sub-Area 1 North Grandview-Woodland*** Hastings Street north to the Port

The residential (and adjacent Industrial area) north of Hastings contains a high proportion of multi-family and rental housing but has been identified as an area with limited services, higher than average numbers of low-income individuals and seniors, and additional safety concerns (such as lack of lighting, survival sex trade work, problem buildings). Community planning work could focus on investigating options to strengthen the existing multi-family residential area, improve access to retail and other services, and improve safety.

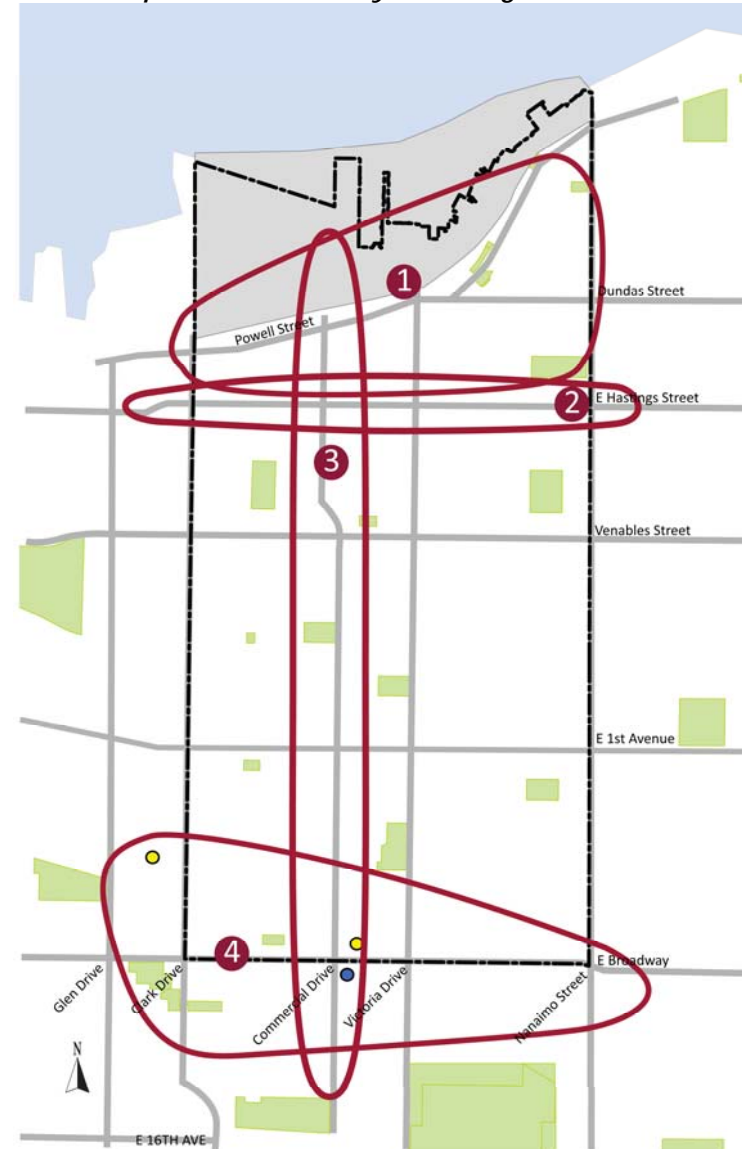
Note: This sub-area would *omit* Port Metro Vancouver lands.

### ***Sub-Area 2 - Hastings Street*** Clark to Nanaimo, and potentially beyond

This area could function as a stronger, more vibrant connection between Commercial Drive and Hastings-Sunrise. Sub-area policy could focus on investigating means to better activate the blocks between Semlin Avenue and Clark Street and could look at opportunities for residential and commercial development, enhancements to local services, public realm improvements, streetscaping, etc.

**Policy Link:** This sub-area would also need to incorporate aspects of the Hastings-Sunrise Community Vision.

*Four Proposed Community Planning Sub-Areas*



### ***Sub-Area 3 - Commercial Drive***

Powell to Broadway and potentially beyond.

Sub-area policy on Grandview-Woodland's key high street could focus on two key aspects of work:

(1) Protecting the core retail section of Commercial Drive (considered a key asset of Grandview-Woodland). This would mean developing policy options that would support local business and exploring ways to maintain the "local" independent feel of the Drive - while also taking an approach that ensures that the street is not overly insulated and still has room to grow;

(2) Seeking ways to enhance connectivity to and from the north-end of the neighbourhood, between Venables, Hastings and Powell Street.

**Policy Link:** Given that the Commercial Drive business area extends across Broadway, sub-area policy would need to incorporate and respond to aspects of the Kensington-Cedar Cottage Community Vision.

### ***Sub-Area 4 - Broadway/Commercial and VCC-Clark Station-***

Broadway from Nanaimo to Clark and potentially beyond.

Sub-area policy here could look at the role and impact of the two rapid transit hubs (3 SkyTrain stations), the Broadway corridor, and surrounding commercial and residential areas.

Where possible, planning work would investigate options to strengthen public investment in rapid transit, enrich the public realm, and identify opportunities for new transit-oriented development in these highly accessible locations.

**Policy Links:** Sub-Area focus for activity around Broadway/Commercial and VCC Clark Station would need to incorporate aspects of the Kensington-Cedar Cottage Community Vision, the Broadway Station Area Plan (1987) and TransLink's Broadway / Commercial Transit Village Plan (2006).



# Outreach and Engagement

## Broad Public Involvement

Community planning in Grandview-Woodland needs to involve the broadest possible array of participants – reflecting the diversity of the community. Participants in the Focus Groups were invited to share their ideas on neighbourhood, or population-specific engagement techniques.

### Preliminary Ideas & Focus Group Findings

#### Opportunities:

The following were some of the ideas that were proposed as a way to deepen and diversify engagement in Grandview-Woodland:

- Focus on face-to-face meetings with newcomers, seniors and other groups that may have difficulty with larger meetings or on-line forums;
- Involve all ages, genders, incomes, ethnicities;
- Use social media and on-line forums as well as other newer tools and techniques;
- Inject ‘fun’ into the process – with better venues, better programming, better, more celebratory processes;
- Mail-out notifications to get people aware of the process; also, create good quality print materials;
- Have special events to get to renters;
- Participate in existing community events – such as Stone Soup, Car Free Day, Italian Days;
- Make sure that communications are clear and accessible and that the ‘rationale behind the questions’ is clear;
- Go door-to-door if needed;

- Keep in mind that for some people – this is the first opportunity they’ve had to participate in a civic or planning process;
- Honour peoples’ experiences and journey;
- Consult with local service providers that work with key populations (e.g. service providers, settlement agencies, PACE and WISH for sex trade workers; Entre Nous for low income renters, etc.);
- Make use of existing networks, block-watch lists, PACs, parents lists, etc.;
- Have events “where people are”;
- Don’t get distracted by the loudest voices;
- Have a regular presence in the community;
- Reiterate ground rules and scope-of-work often – so the planning process stays on track.

### How the Community Planning Process Can Do This

The City’s intent, with the planning process, is to incorporate as many of these suggestions as possible.

In Grandview-Woodland, as with the other two community planning areas, we see this happening in three main ways:

1. Broader and more representative outreach;
2. Innovative techniques and diverse opportunities for informed engagement;
3. Big picture perspectives and community building.

These are discussed on the following page.



**1. Broader and More Representative Outreach** - having a process that ensures that the community and community stakeholders all have the opportunity to be involved and engaged in discussion about the future of the community. Broad outreach also means ensuring that the full diversity in the community is heard throughout the planning process. Here, greater emphasis will be directed towards involving sections of the community members which are typically under-represented in community planning work. In the case of Grandview-Woodland, for example, this may mean that additional emphasis could be directed towards better involving renters (approximately 65%), Aboriginals (9%), and low-income individuals and families as well as youth and seniors.

**2. Innovative Techniques and Diverse Opportunities for Informed Engagement** - encouraging community participation by providing a broad range of tools, techniques and information to facilitate the exchange of ideas and diverse perspectives, and to engage people in a dialogue about the future of their community. Specific outreach and engagement initiatives could include: the use of video, visualization, scenario modeling, walking tours, workshops, interactive community events and social media... as well as additional suggestions noted in focus group input. Such activities could also involve partnerships with different stakeholders such as post-secondary institutions, health agencies, etc.

**3. Big Picture Perspectives and Community Building** - building capacity for informed discussion by fostering awareness of the broader city and regional objectives that the community contributes to. This means providing an opportunity for community members to learn about each other, and build community character, cohesion and civic literacy.

At the same time, the expertise of local stakeholders and city-wide resources (including non-profit organizations, civic advisory bodies, the academic community, professional designers and developers and technical experts) will help build a strong plan for everyone which balances the unique quality of each community with its responsibility as part of the city and region.

Photo: Maistora



## Advisory & Working Groups

As part of the policy development process that takes place during planning work in Grandview-Woodland there will be an opportunity to create different types of advisory or working groups. These groups, which would support other workshops and involvement initiatives, would be composed of community members, other stakeholders and City staff.

Four options for different *types* of Advisory or Working Groups were developed by staff - and were contained in the Grandview-Woodland *Terms of Reference Workbook*. These are:

**Advisory Group** - Provide guidance and expertise to the staff and community regarding the community planning process.

**Community Engagement Group** - Focus specifically on assisting with outreach around the Community Plan.

**Thematic Policy Development Working & Action Groups** - Provide assistance in the identification of policy options pertaining to one or more planning 'themes' in each neighbourhood - such as housing, transportation, greenspaces, etc.

**Sub-Area Working Groups** - Assist in the identification of policy options pertaining to identified sub-areas in each neighbourhood.

### Preliminary Ideas & Focus Group Findings

These options were discussed only minimally during the focus groups. However, some commentary was gathered, and is summarized here for further discussion.

- Working groups - focus on affordable housing and food security;
- Incorporate community engagement under process advisory group;
- Create a Heritage and Character Working Group group and a possible youth group. Roll housing into a "social issues" group. Have a Process Advisory and Community Engagement group - but have the latter focus on intercultural engagement.
- Follow the approach to advisory groups used in other Community Vision processes;
- Advisory groups may be a challenge for business owners - might not be appropriate for local economy issues.

### Analysis and Next Steps

In the *Workbook*, staff noted that a balance will need to be struck between the number of useful groups, the time commitment associated with each, the desire to avoid too many layers of inter-group activity, and the need to complete the Community Plan in a timely and efficient fashion. Given the number of key issues that emerged during the initial Focus Group explorations, this remains an important consideration.

Staff also note that in the previous Community Plan process (Mt. Pleasant) there was some concern registered by the Community Liaison Group members about the number of meetings and the depth of involvement required. While the Grandview-Woodland community planning process is intended to be shorter, this still represents an important lesson. In order to be fair and respectful the planning process needs to make the best use of volunteer time and effort.

The new Grandview-Woodland Community Plan process is an opportunity to learn from previous processes and, where appropriate, pilot the use different approaches to public involvement in plan-making. To that end, keeping the 'door open' with respect to new Working Group models seems prudent at this time.

In light of these considerations, and in advance of the launch of the Grandview-Woodland process, staff recommend the following next steps be taken with respect to Advisory and Working Groups:

1. That, at least initially, the Process Advisory and Community Engagement functions be merged; and that the this single Advisory body be recruited for, and constituted, early in the first phase of Community Plan work;
2. That the opportunity for short-term Working Groups (to assist with the identification of policy options and quick actions) be further explored in the launch phase - recognizing the constraints identified above.



## Let Us Know What You Think!

The focus group materials contained in this Synopsis are intended to provide City staff with some *preliminary* information on neighbourhood interests, assets and issues. Since their initial presentation on January 31, 2012, they have been supplemented with further maps, notations and City commentary.

Discovery work of this sort is an important part of the community planning process. There will be a number of opportunities for neighbourhood issue and asset identification as planning work in Grandview-Woodland gets underway in April 2012.

In the lead-up to this, we welcome your thoughts on this document. Please take a moment to review it and let us know what you think. You can provide your comments on the synopsis through a number of means:

By email: [grandviewplan@vancouver.ca](mailto:grandviewplan@vancouver.ca)

By phone: 604-673-8171

By Fax: 604-873-7898 ("attention: Grandview-Woodland")

By Mail/Drop-off: Community Planning Division, City of Vancouver, 453 West 12<sup>th</sup> Avenue, Vancouver, V5Y 1V4

When doing so, please take a moment and let us know who you are - your name, address (or nearest intersection) and contact details. This helps us with our outreach. It also allows us to make sure you're on our contact list so we can keep you informed of future planning activities.