

Draft Plan Feedback

What We Heard

As a follow up to the feedback we heard on the Marpole Community Plan's emerging directions which went out to the public in February/March 2013, more detailed policy was created to identify land use opportunities over the next 30 years in Marpole and was presented back to the community.

On June 22, 24 and 26, 2013, the Planning Department hosted three open houses to receive feedback on the draft Marpole Community Plan. At the open houses, questionnaires in both English and Chinese were available for residents to give their feedback. Questionnaires were also available for pick-up and drop-off at the Vancouver Public Library (Marpole Branch) and the Marpole-Oakridge Community Centre. An on-line version was also available. The submission deadline for the questionnaire was July 7, 2013.

There were 32 boards on display at the open houses explaining the community planning process and the draft policy directions across various themes of the plan. 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, and/or to complete a questionnaire.

More than 1,100 participants attended the open houses and 1,034 questionnaires were submitted. Note: this is not a count of the total number of individuals who have participated as some people will have attended more than one event, or submitted more than one questionnaire.

The material that went out during the emerging directions outreach in February/March 2013 was consistent with the material brought forward in the draft plan, with the exception of a proposed Thin Streets concept, which was removed from consideration after the first open house. Further, specific zoning recommendations were developed to advance the ideas presented in the February/March outreach.

During our emerging directions outreach (February/March 2013), the feedback was strong and supportive. However, this was not the case during the draft plan public review (June 2013).

Staff were concerned that there was misinformation circulating in the community regarding various aspects of the draft plan. As a result, staff have prepared a **Bulletin** addressing *Frequently Heard Questions* about the plan that seeks to clarify misconceptions and provide accurate information. The **Bulletin** can be found here: www.vancouver.ca/files/cov/marpole-community-plan-draft-plan-frequently-heard-questions.pdf

MARPOLE COMMUNITY PLAN

Who We Heard From

It is important to understand a few key points about the community participation in the June round of the process:

Questionnaire responses were primarily from single-family home owners

- 91% of questionnaire respondents were homeowners; 4% were renters.* Marpole community statistics: 43% of dwellings in Marpole are owned, and 57% are rented (Statistics Canada, 2006).
- Over the past year, public participation for similar events showed more balanced representation. In May 2012, 55% of the respondents were home-owners and 40% were renters.* In March 2013, 60% of the respondents were home-owners and 22% were renters.*

*Note other respondents were either a co-op residents in Marpole, worked or owned a business in Marpole, went to school in Marpole, or were not living, working or going to school in Marpole.

Geographic distribution

- Greatest response rate for the questionnaire was in the Cambie West area (42%).

This is a summary of the responses, key themes from the Open Houses (conversations, sticky notes and questionnaire), and demographic information about who submitted the questionnaires. Some topic areas had a greater response rate and greater number of comments than others. The “What We Heard” section is a summary of key themes and representative comments for each topic area.

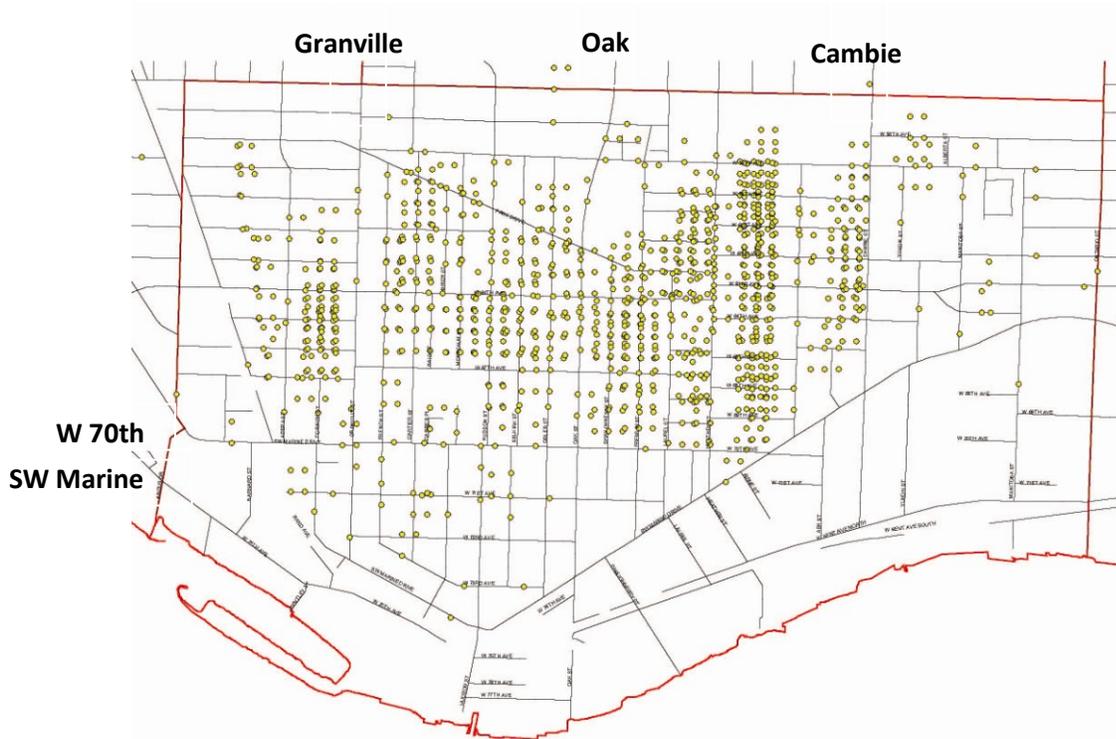
All comments shared were recorded and will be considered with the other various streams of input to help refine the Marpole Community Plan.

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Demographic Data

Question 1: What is your postal code?

The following map represents the approximate location of respondents to the questionnaire. Each yellow dot represents one postal code. Ten percent of respondents live outside Marpole, and either work, own a business, or go to school in Marpole.



Postal Codes Per Area

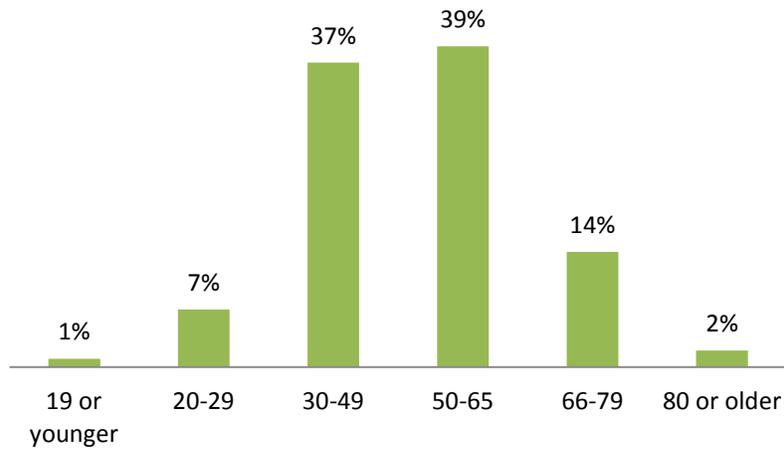
- Area 1: 23%
- Area 2: 28%
- Area 3: 42%
- Area 4: 3%
- Area 5: 4%



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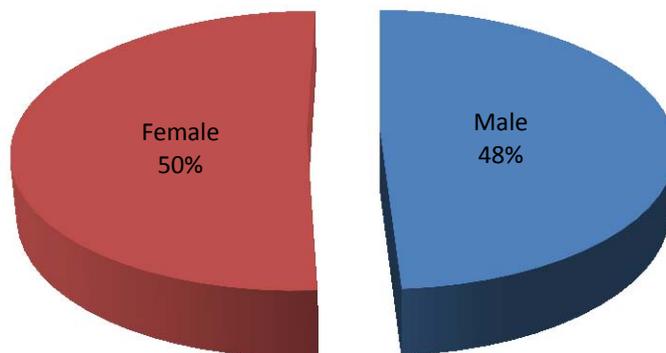
Question 2: How old are you?

The majority of respondents are between the ages of 30 and 65 (76%).



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

There was nearly an equal split between the number of female and male respondents.

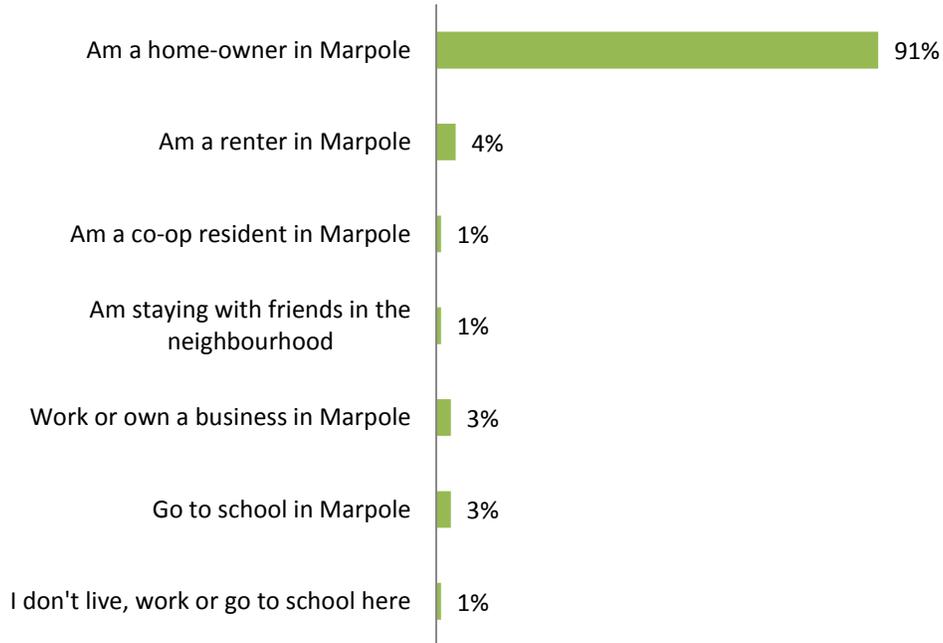


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Question 4: I...(check all that apply)?

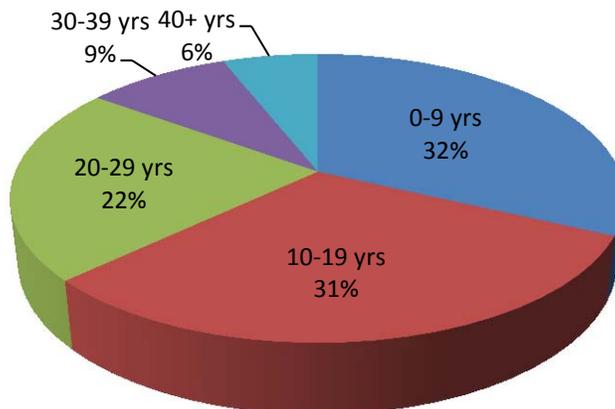
The majority of respondents (91%) are homeowners and 4% are renters.

Note: Respondents could select multiple options; therefore, values do not tally 100%.



Question 5: How many years have you lived in Marpole?

The majority of respondents have lived in Marpole for less than 19 years (63%).



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Question 6: Do you have children under the age of 19 at home?

The majority of respondents (56%) do not have children living at home.



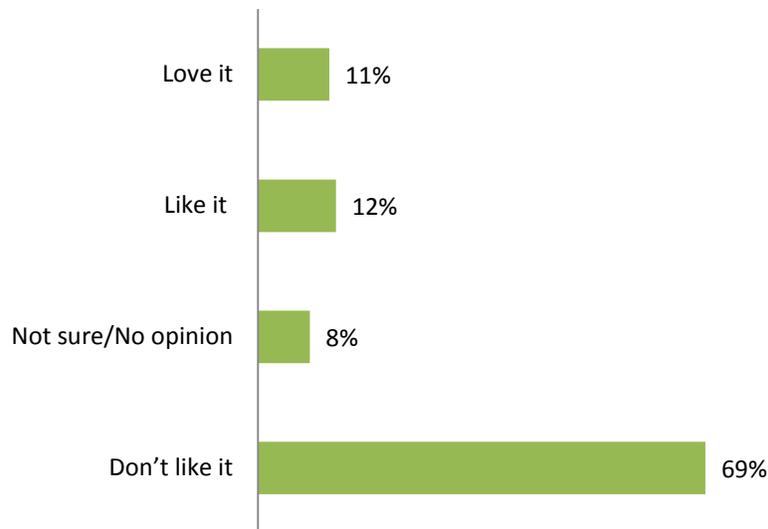
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Questions about the Draft Plan

Community members were presented with a number of directions in the plan and then asked if they loved it, liked it, weren't sure / had no opinion or didn't like it. If the respondent didn't like the direction, he or she was then asked to elaborate by providing more comments.

Question 1: Generally, what do you think about the **draft vision statement**, and how it reflects the community's character and long-term goals (for the next 20-30 years) (see Board #8)?

Number of responses: 958

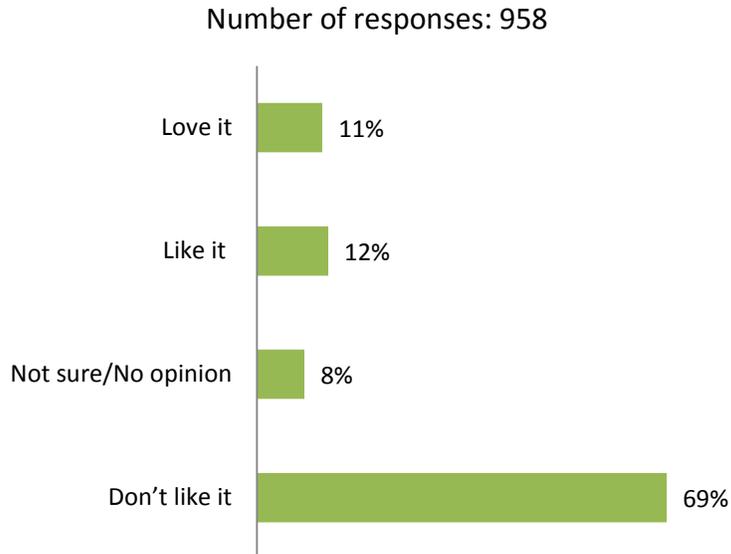


What We Heard:

- Concerns with increased density:
 - Loss of single-family areas
 - Changes the neighbourhood's existing unique character
 - Perceived increase in crime
 - More traffic
 - Over-crowding
 - Rezones too large of an area
- Vision statement doesn't reflect needs of the existing community:
 - It is for people who don't yet live in Marpole
 - Believe it does not reflect the community's character or aspirations
- Do not want to include the following phrases:
 - "protects affordability" and "expands housing choices"
- Do not want Vision Statement to support industrial uses
- Do not like that city-wide objectives appear to trump neighbourhood wishes

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Question 2: Generally, what do you think about the **land use policy directions**, and how they reflect the future needs of the community (see Board #8)?



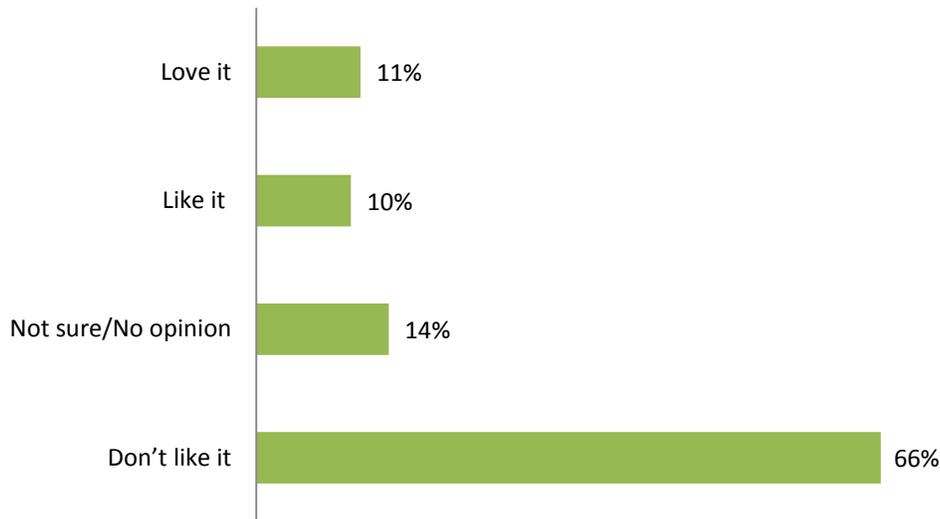
What We Heard:

- Concerned too much density is proposed:
 - Densification is too aggressive (too tall and too widespread)
 - Rezoning extends too far off the main arterials
 - Prefer quiet, non-crowded neighbourhood
 - Enough high density developments already underway
- Support density on main arterials or next to the Canada Line Station
- Believe proposed land use designations/rezonings will cause the following:
 - Traffic congestion and loss of parking
 - Increased crime
 - Increased property taxes
 - Reduce property values
 - Alter the character of the neighbourhood
 - Result in less affordable housing
- Additional density should come with additional amenities (e.g. new park space and open green space, community facilities/services, and schools)
- Believe the policy doesn't reflect the needs of the current community

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Question 3: Generally, what do you think about the urban design principles and land use for **Granville High Street**, and how they reflect the future needs of the community (see Board #9)?

Number of responses: 886



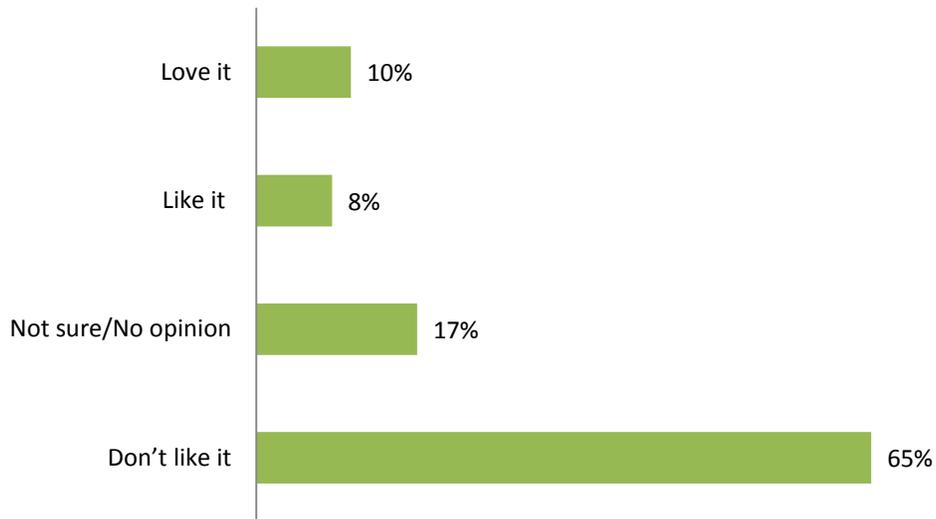
What We Heard:

- Granville Street:
 - Support new density along Granville Street, but keep the single-family housing on either side of Granville
 - Concerned 8-12 storeys is too high
 - Concerned new developments on Granville will create shadows on the street
 - Concerned about loss of parking on Granville Street
- Concerned additional development will cause more traffic congestion on Granville Street, as well as on the side streets
- Need new parks
- Concerned transit service will not be adequate to support growth
 - Bus connections to the Canada Line station are poor
- Improve walkability on Granville Street
 - Increase sidewalk width
 - Make crossings safer

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Question 4: Generally, what do you think about the urban design principles and land use for **Oak Street**, and how they reflect the future needs of the community (see Board #10)?

Number of responses: 879



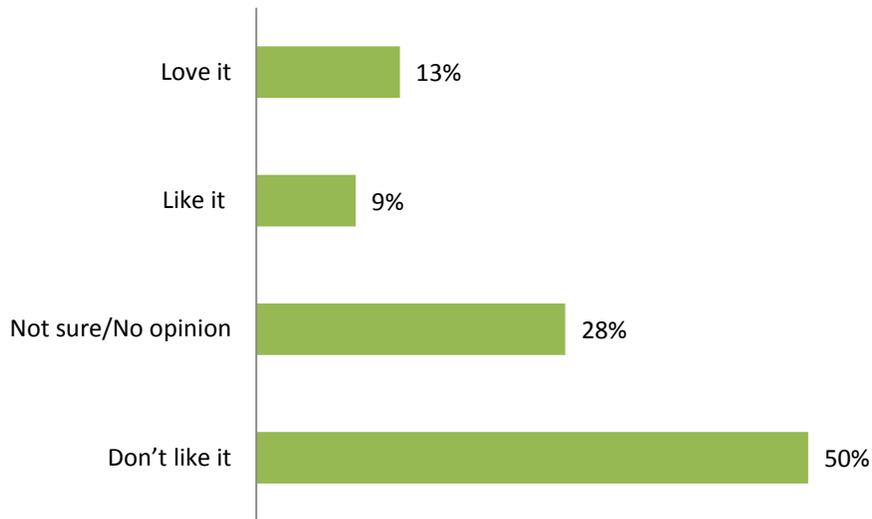
What We Heard:

- Agree with proposed new density
- Include more retail and office space
- Concerns about extent of proposed density:
 - Support additional density on Oak Street, but keep the single-family housing on either side of Oak
 - 6-8 storeys on Oak Street is too high (prefer 3-4 storeys)
 - Believe additional density will change the character of the area
 - Believe additional density will increase crime
- Believe transit on Oak Street is inadequate to support additional growth
- Concerned additional density will worsen existing traffic on Oak Street, and on residential streets Concerned new developments on Oak will create shadows on the street and impact views looking south
- Proposed density should come with new parks, schools, and other community amenities

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Question 5: Generally, what do you think about the urban design principles and land use for **Lower Hudson area**, and how they reflect the future needs of the community (see Board #11)?

Number of responses: 854



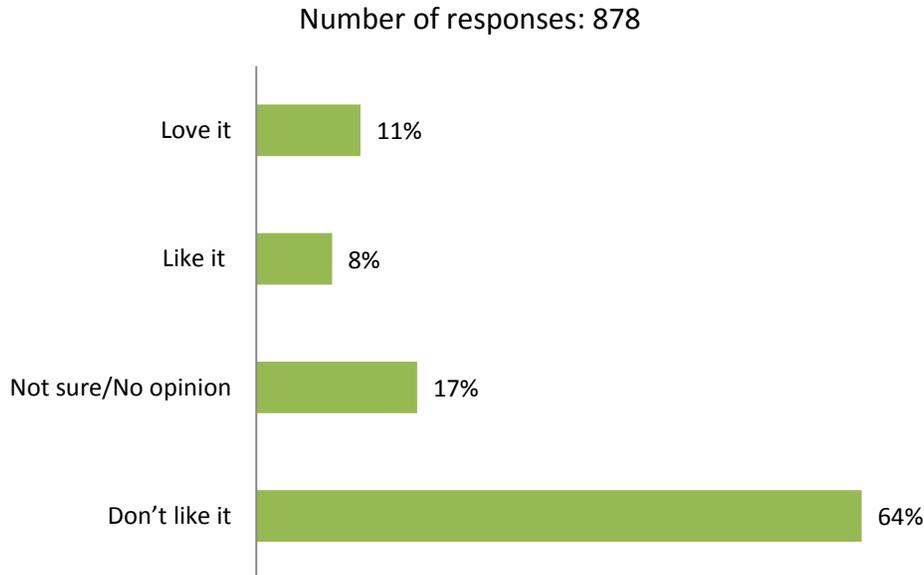
What We Heard:

- Support this as an opportunity to improve the condition of existing rental buildings
- Support the proposed density
- Concerned too much density is proposed:
 - Retain existing single-family zoning around David Lloyd George Elementary School
 - Limit building heights on W 70th Ave. and south of W 70th Ave. to protect views to the south
- Need more park space and existing parks need to be upgraded

Concerned new rental buildings will have higher rents, forcing some renters out
Concerned density will increase traffic and make parking more difficult

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Question 6: Generally, what do you think about the urban design principles and land use for **Cambie Phase 3 – West**, and how they reflect the future needs of the community (see Board #12)?



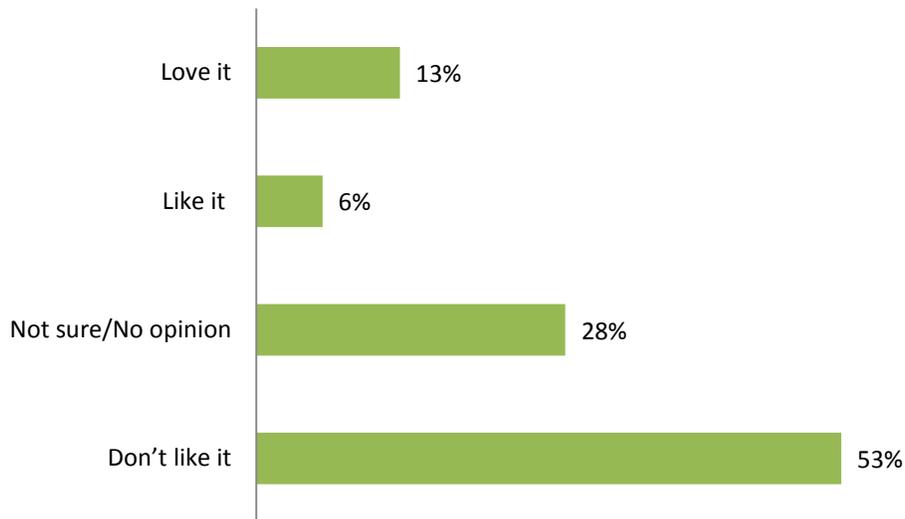
What We Heard:

- Concerned too much density is proposed:
 - Support additional density on Cambie and around the Canada Line Station, but keep single-family zoning west of Cambie (e.g. no townhouses on Heather or Ash Streets)
 - Believe more density will change the character of the area; enjoy the existing quiet neighbourhood
- Create better transition between building types
 - Transition between apartments on Cambie to stacked townhouses is too extreme
 - Dislike duplex zone in between townhouse zones
- Believe additional density will:
 - Cause more traffic congestion and result in loss of parking
 - Decrease pedestrian and cyclist safety on side-streets (e.g. Heather Street)
 - Negatively impact property values
 - Increase property taxes
- Additional density should come with additional amenities (e.g. park space, schools, etc.)
- Social housing and affordable rental housing perceived to increase criminal activity

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Question 7: Generally, what do you think about the urban design principles and land use for **Cambie Phase 3 – East**, and how they reflect the future needs of the community (see Board #13)?

Number of responses: 840



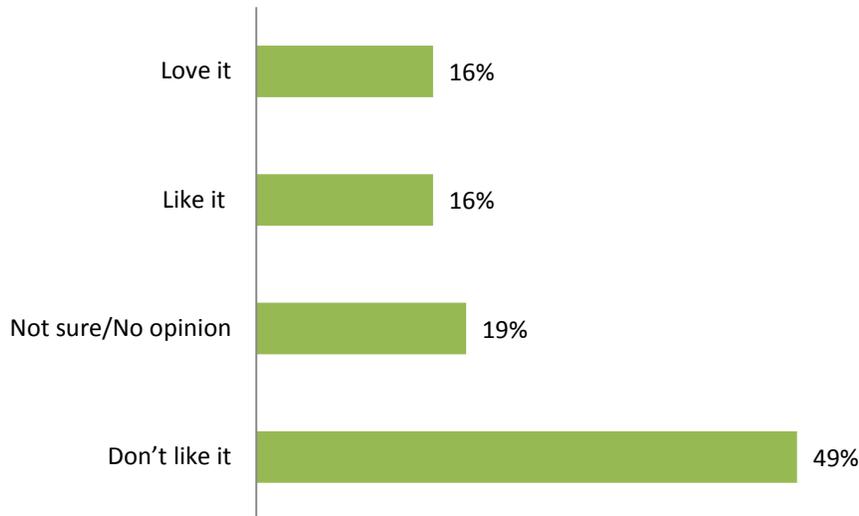
What We Heard:

- Concerned too much density is proposed:
 - Support new density on Cambie or around the Canada Line station, but keep the single-family area
 - Keep single-family zoning around Winona Park
 - Believe density will change character of the neighbourhood
- Concerned additional density will increase traffic congestion on Cambie, as well as on the side-streets
- Additional density should come with additional amenities (e.g. park space, schools, etc.)

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Question 8: Generally, what do you think about the policy directions for **Public Realm Principles**, and how they reflect the future needs of the community (see Board #14)?

Number of responses: 820



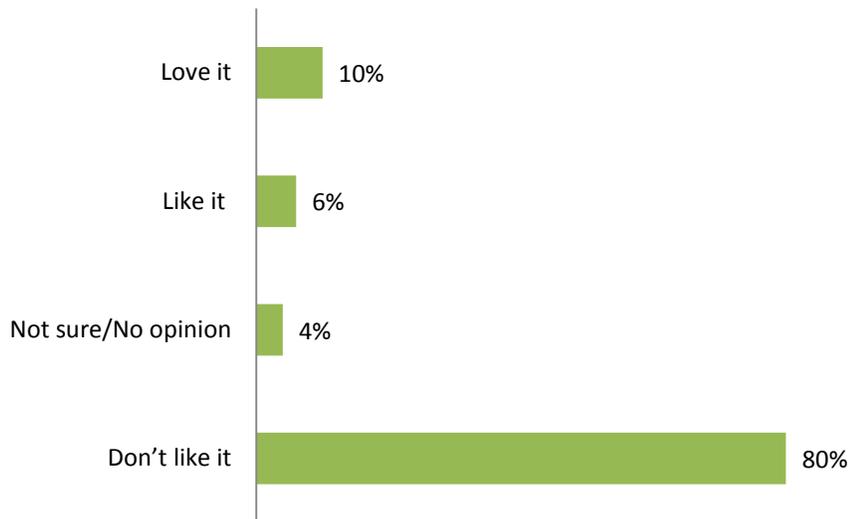
What We Heard:

- Concerned that proposed density will make the neighbourhood too crowded
- Don't think Plan does enough to address:
 - Possible increase in traffic congestion
 - Need for more schools
 - More substantial park space (want large parks not mini-parks)
 - More bike routes
 - More information on the redevelopment plans for the community centre and library
- Believe too much money is spent on bike lanes; no more bike routes
- Concerned too many plazas are shown
 - Not sure about usefulness of plazas
- Concerned proposed locations are mostly on major arterials which are loud and polluted from trafficSupport the need to improve walkability, especially on main arterials (e.g. wider sidewalks, more street trees, larger buffer between cars and pedestrians, and more crossing)

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Question 9: Generally, what do you think about the policy directions for **Housing**, and how they reflect the future needs of the community (see Boards #17-18)?

Number of responses: 867



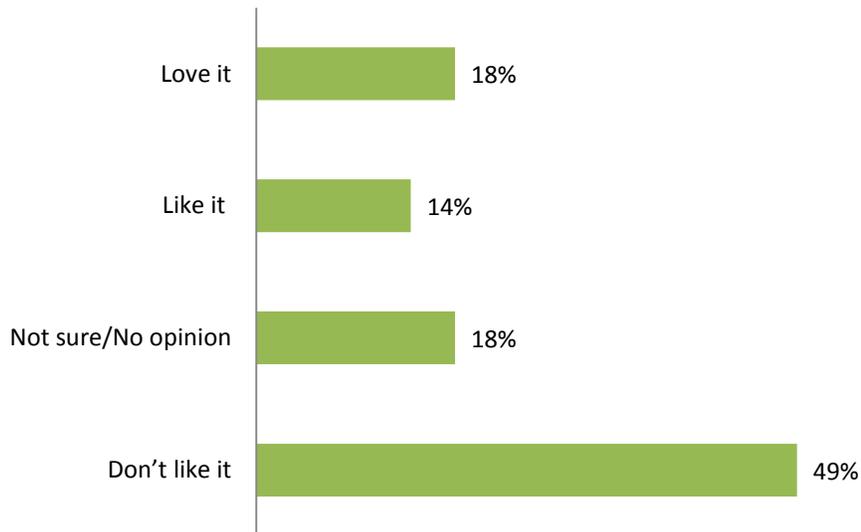
What We Heard:

- Concerned too much density is proposed:
 - Support additional density on arterials and next to the Canada Line station, but keep the single-family areas
 - Disagree that there should be more diverse forms of housing
 - Don't want more rental housing as it is believed to decrease the value of single-family properties
- Support further increases in density in some areas
- Affordable and/or social housing perceived to increase crime and reduce overall safety
- Puts burden of addressing city-wide social/affordable housing needs on Marpole
- Concerned housing policies do not meet needs of current residents
- Ensure new housing, especially rental, is affordable
- Agree with the need for more social housing:
 - Recent immigrants need more social housing
 - Limit social housing to area south of W 70th
 - Agree with the policy to retain the existing rental stock

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Question 10: Generally, what do you think about the policy directions for **Transportation**, and how they reflect the future needs of the community (see Boards #19-21)?

Number of responses: 831



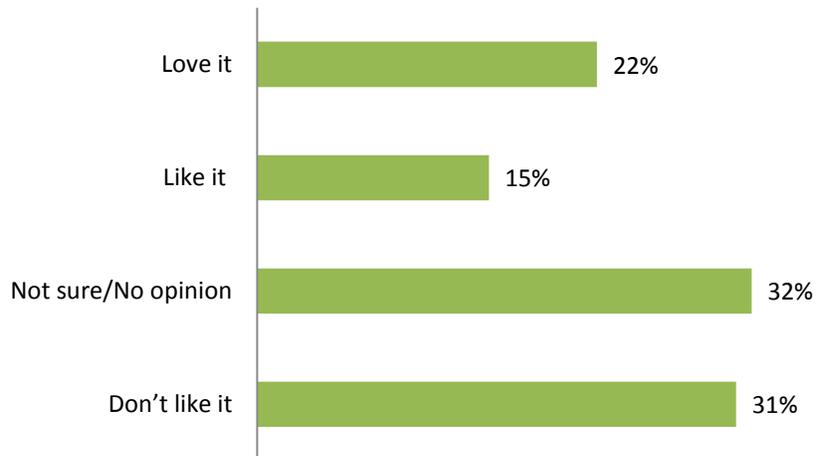
What We Heard:

- Concerned additional density will increase traffic congestion and result in loss of parking
- Concerns that transit won't support new density
- Do not like the number of proposed new bike lanes:
 - Prioritize public transit
 - Believe adding bike lanes will make the streets more congested for cars
- Improve intersection at Cambie and W 59th Ave.
 - Re-open intersection to cyclists and cars traveling east-west
- Bring back 98 B-Line on Granville Street
- Improve transit connection between Granville and Canada Line station
- Further improvements to the pedestrian facilities are needed, for example:
 - More crossings on SW Marine Drive, between Cambie and Granville
 - Intersection at Granville and W 70th Ave.
- Light-rail on Arbutus corridor (some support, some opposition)

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Question 11: Generally, what do you think about the policy directions for **Fraser River Connections**, and how they reflect the future needs of the community (see Board #22)?

Number of responses: 811



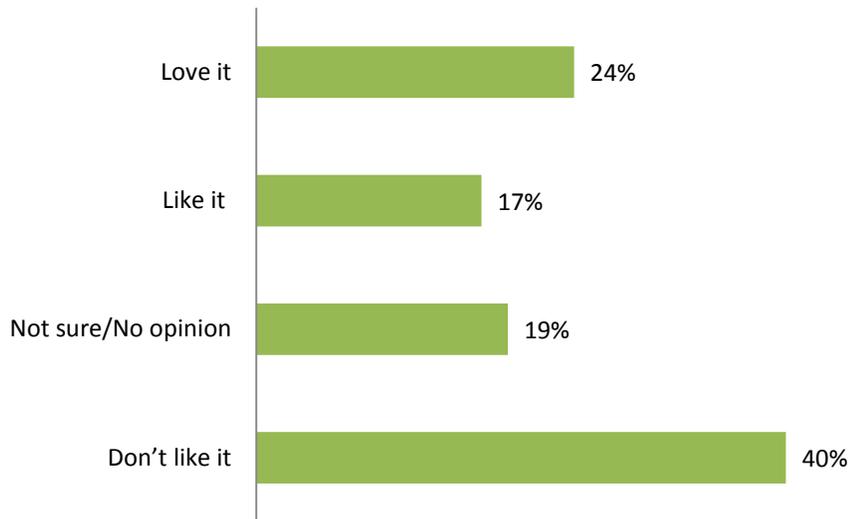
What We Heard:

- Improve pedestrian and cyclist safety to and along the Fraser River:
 - Too much truck traffic on Kent Ave.
 - Better connections to the waterfront from Kent and W 75th Ave.
 - Better bicycle connection to Richmond
- Disagree with proposed Fraser River connections:
 - Not necessary and too expensive
- Believe proposed density will negatively impact the Fraser River
 - Concerned people will degrade the natural features of the waterfront
- Improve car access to Fraser River trail system
 - Need parking and better access for families, the elderly, and those with mobility challenges
 - Too much focus on cycling and walking
- More retail opportunities along the Fraser River trail system
 - Farmer's Market or area like Granville Island
- Reduce the industrial area and add residential, retail and office space
- Support the idea of a waterfront trail:
 - Connect the trail system to areas east and west of Marpole
 - Add more park and open space; not enough for proposed additional density

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Question 12: Generally, what do you think about the policy directions for **Parks & Open Spaces**, and how they reflect the future needs of the community (see Board #23)?

Number of responses: 808



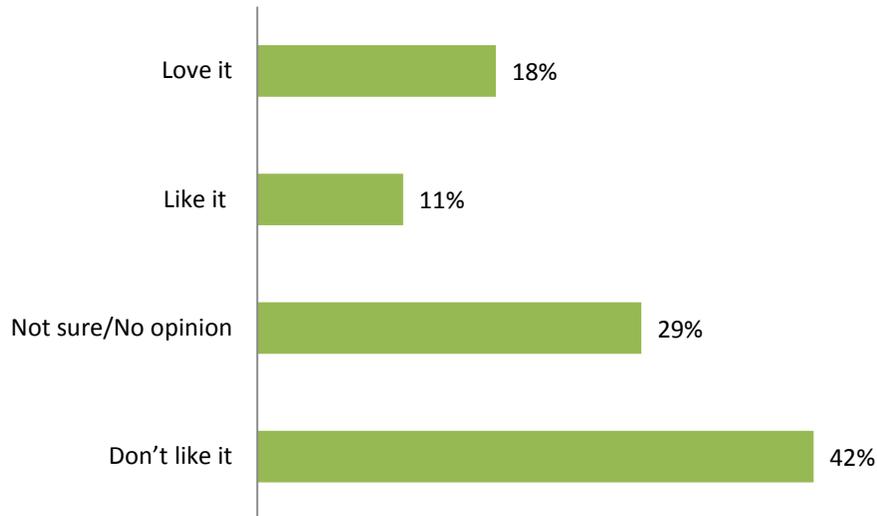
What We Heard:

- Need more substantial park space:
 - Larger parks, not just mini-parks and plazas
 - Other than the Fraser River trail, no new park spaces are identified
- More people will require additional/improved park space
- Improve condition of existing parks before increasing the number of new parks
- Concerns about who will pay for new parks, open space, and on-going maintenance
- Marpole's existing parks need additional amenities

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Question 13: Generally, what do you think about the policy directions for **Local Economy**, and how they reflect the future needs of the community (see Board #24)?

Number of responses: 811

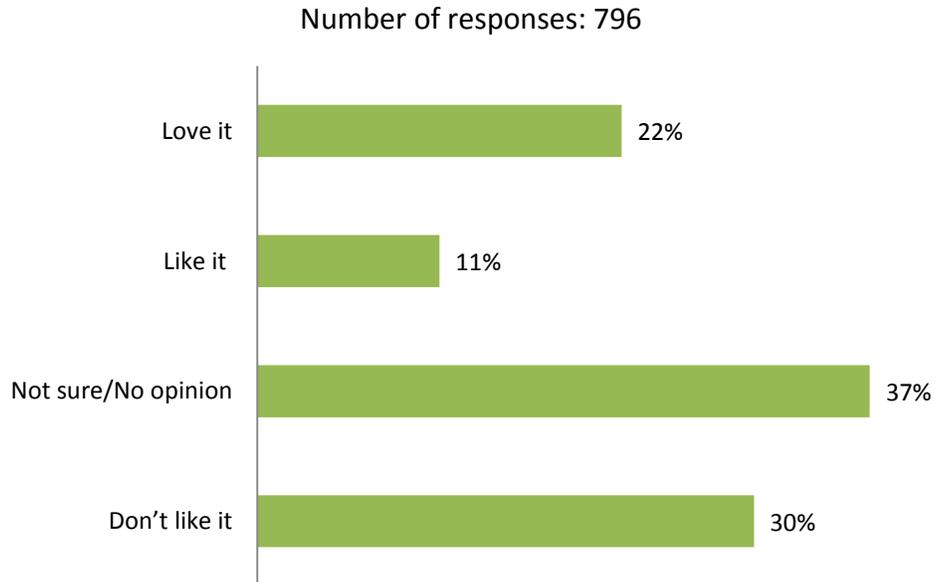


What We Heard:

- Believe more diversity in Marpole's retail is needed:
 - Not enough variety to cater to everyone
 - Need shops that cater to Chinese population
- Concerned about commercial areas:
 - Perceived increase in traffic congestion and loss of residential parking
 - Reduced safety
 - Impact on residential property taxes
 - Perceived to decrease livability and alter neighbourhood character
- Need to provide more parking for the new businesses and shoppers
- Concerned density will increase retailer's rents, forcing local businesses out
- Support placing more commercial on the main arterials, for example:
 - Granville St. (further south and north)
 - At Oak and W 57th Ave. in Pearson Dogwood and Langara Gardens – makes sense when the new Canada Line station is built
 - Along SW Marine Dr., between Granville and Angus
 - Further north on Cambie St.

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Question 14: Generally, what do you think about the policy directions for **Heritage**, and how they reflect the future needs of the community (see Board #25)?



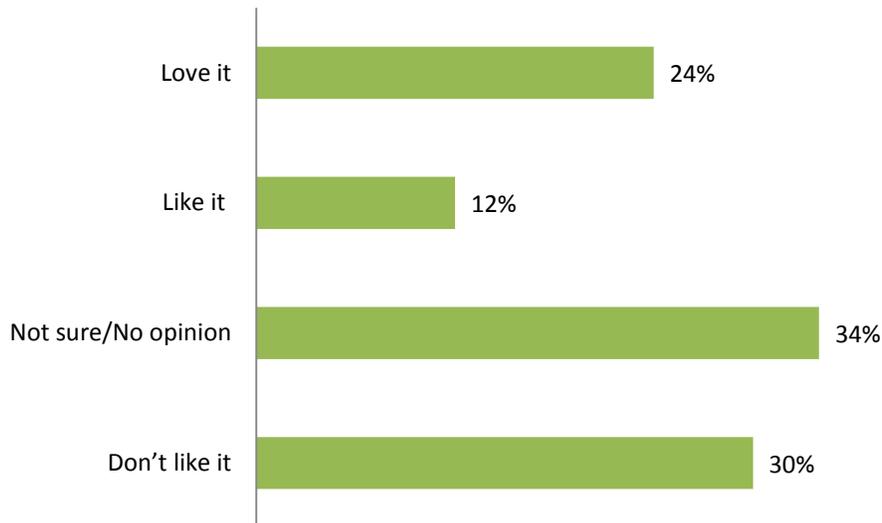
What We Heard:

- Concerned more density will change the neighbourhood's character
- Preserve Marpole's natural heritage, not just its heritage buildings
- Need stronger policy that demonstrates commitment to keep heritage buildings
- Concerns about budget - the City should partner with other agencies to co-fund heritage preservation
- Believe heritage policy doesn't go far enough
- Need more substantial recognition, integration, and participation of Musqueam people and their heritage in Marpole
- Heritage should refer to all of Marpole's history, not just the First Nations
- More interpretive signage about the heritage and history of the area
- Do not support the preservation of Marpole's heritage (e.g. few buildings worth preserving, fund other initiatives, prefer new architecture)

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Question 15: Generally, what do you think about the policy directions for **Arts & Culture**, and how they reflect the future needs of the community (see Board #26)?

Number of responses: 789



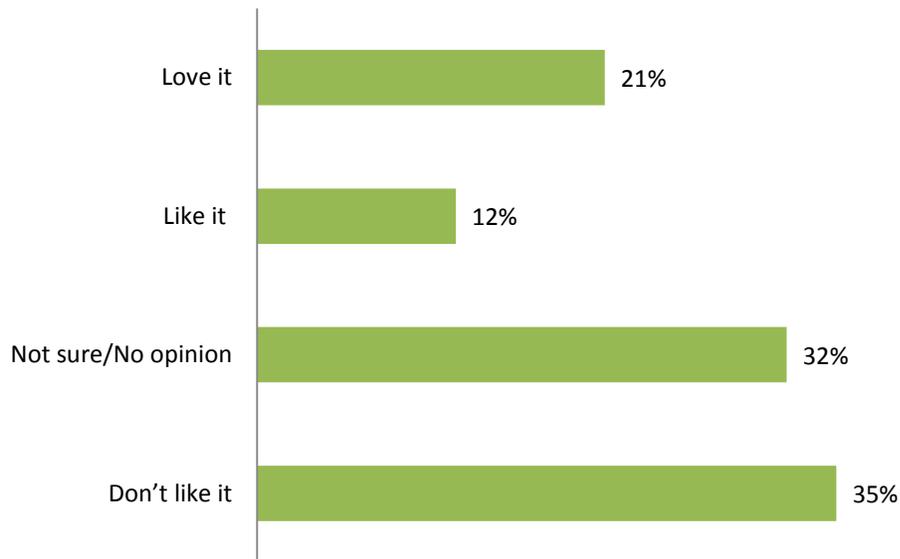
What We Heard:

- Need unified arts and cultural front/hub
 - More partnerships and programming that celebrates Marpole
 - Build or renovate existing buildings to serve as a cultural hub
- Identify new cultural spaces in Marpole
 - Identify existing buildings that could be retrofitted for cultural purposes
- Marpole's existing cultural facilities need to be renovated, for example:
 - The Metro Theatre
 - Scottish and Taiwanese cultural centres
- Expand uses of existing cultural buildings:
 - Explore new programming ideas for the Metro and Joy Kogawa House
- More wayfinding and interpretive signage
- Public art should involve community input
- Don't support more public art in Marpole (e.g. not a good use of taxpayers' money, believe it will add more traffic congestion, change the existing character of the neighbourhood)
- Believe policy does not go far enough and/or policy language is too broad

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Question 16: Generally, what do you think about the policy directions for **Energy & Climate Change**, and how they reflect the future needs of the community (see Board #27)?

Number of responses: 793



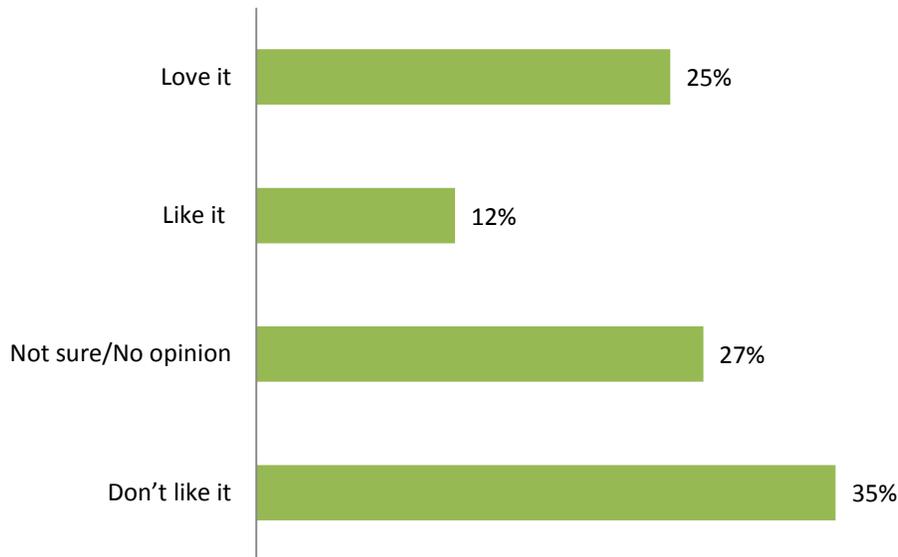
What We Heard:

- Concerned proposed densities will create more environmental problems, not less:
 - traffic and air pollution
- Believe these policies are used to justify the proposed density
- Concerned policies only support apartments, not single-family home owners
- Concerned about taxpayers dollars being allocated towards these initiatives
- Not confident about the use of new technologies
 - Concerns about negative health-related impacts (i.e. radiation)
 - Concerns technology is not reliable
- Don't think policy is realistic
- Provide more incentives for home owners and property managers to conserve water and encourage the use of solar cells and geothermal energy

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Question 17: Generally, what do you think about the policy directions for **Urban Health & Community Well-Being** and how they reflect the future needs of the community (see Board #28)?

Number of responses: 784



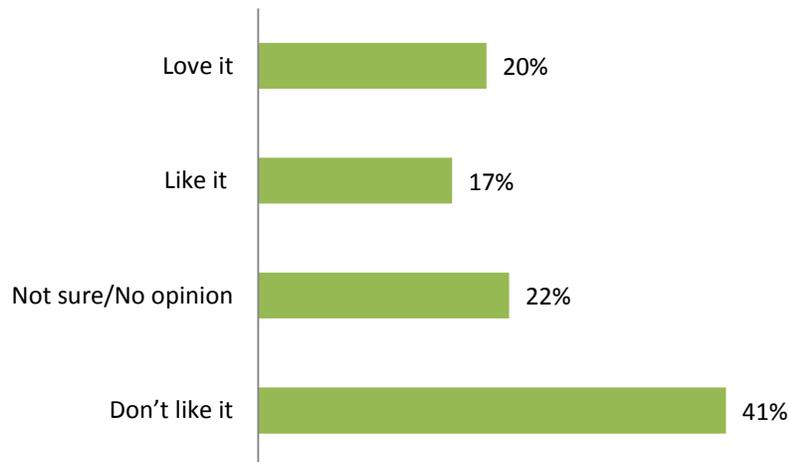
What We Heard:

- Concerned about proposed density:
 - Puts more pressure on existing resources
 - More density may increase noise and traffic which negatively impacts health and well-being
 - Believe more community facilities and services are needed than what is proposed
- More recreational and health care facilities and associated programming are needed:
 - New physical fitness centre
 - Larger library
 - More schools
 - More information on the plan for the new community centre
 - Health-related services
 - Support for the homeless and those with low-incomes
 - Programs for seniors and youth
 - Community events such as block parties and workshops
- Believe that Marpole is fine in its current state

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Question 18: Generally, what do you think about the policy directions for **Public Benefits**, and how they reflect the future needs of the community (see Board #29-30)?

Number of responses: 785



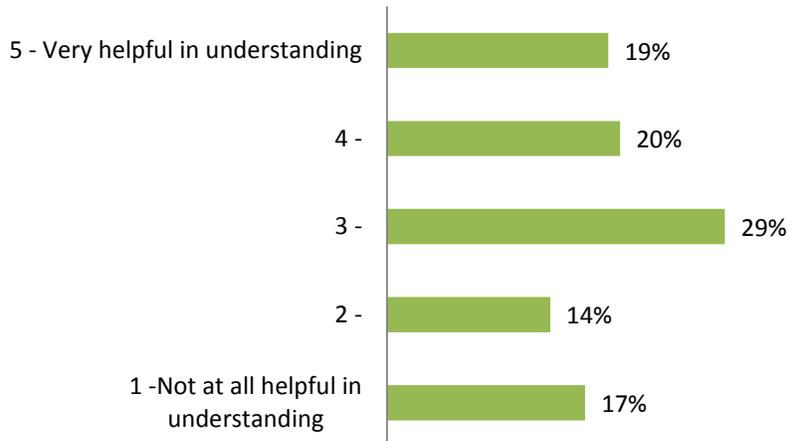
What We Heard:

- Concerns about the effects of social housing or affordable rental housing on the neighbourhood:
 - Perceived increase in crime and safety
 - Perceived impact on property values
- More growth will require more amenities
 - Some facilities, like the community centre need immediate attention
 - Upgrade or build additional schools
- Believe there is little benefit to those already living in Marpole
- Believe more parks are needed, especially in the apartment area

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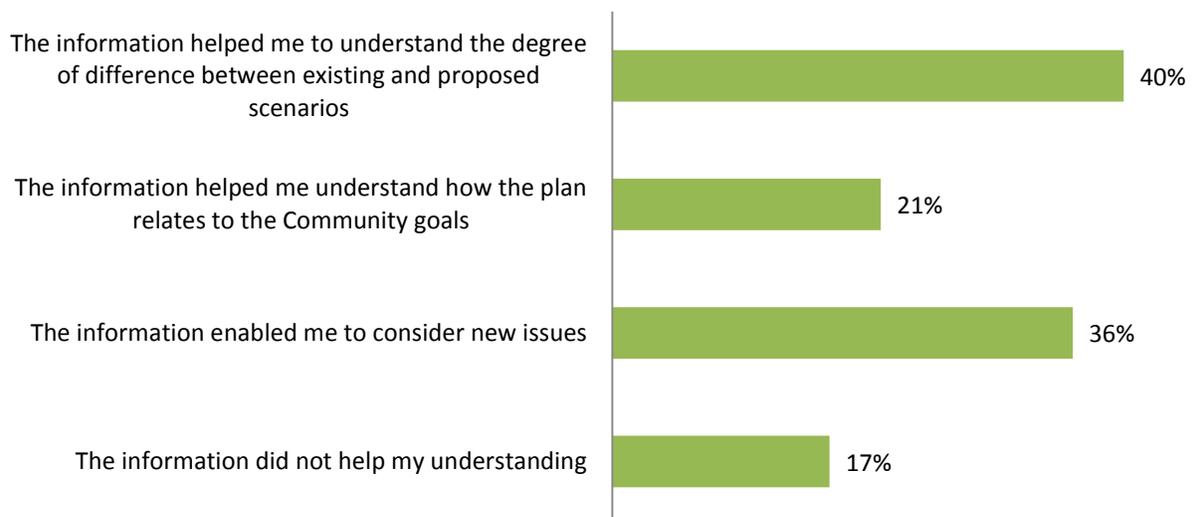
Question 19: To what extent did the graph and maps presented assist with your understanding of the draft Marpole Community Plan? (see Board #31)?

Number of responses: 764



Question 20: In what ways did the graphs and maps assist with your understanding of the draft Marpole Community Plan (see Board #32)?

Number of responses: 735



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THANK YOU

The Marpole Community Planning Team greatly appreciates participants' contributions through attending the Open Houses and taking the Draft Plan questionnaire. The input will help us create 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, please visit <http://vancouver.ca/marpole> or send us an email at marpoleplan@vancouver.ca.