

DUNDARAVE ENGAGEMENT SUMMARY

OPEN HOUSE INSIGHTS



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2452-2490 MARINE DRIVE
OCTOBER 10, 2019

Dundarave Beachside Limited Partnership

SITE LOCATION

IBI Group and Dundarave Beachside LP are submitting a development permit application for the parcels indicated in the map to the right, 2452-2490 Marine Drive. The mailer shown below was sent to the neighbourhood in advance of the workshop.

APPLICANT HOSTED PUBLIC INFORMATION MEETING



Early Public Input Workshop

Development Permit Application
2452 - 2490 Marine Drive

Dundarave Beachside LP and IBI Group are submitting a development permit application to the District of West Vancouver. The application proposes the redevelopment of 2452-2490 Marine Drive in the heart of Dundarave to include retail, commercial, and residential components.

Dundarave Beachside LP and IBI Group will be hosting a workshop where interested members of the public will have an opportunity to provide input on the future form and character of this site. This is not a District of West Vancouver event.

Individuals may drop in any time throughout the workshop and participate in feedback at their own pace.

APPLICANT
IBI Group 604-683-8797
Tony Gill dundarave@ibigroup.com

DATE

October 10th, 2019

TIME

4:30pm - 7:00pm

LOCATION

The Bakehouse
2453 Marine Drive



OPEN HOUSE

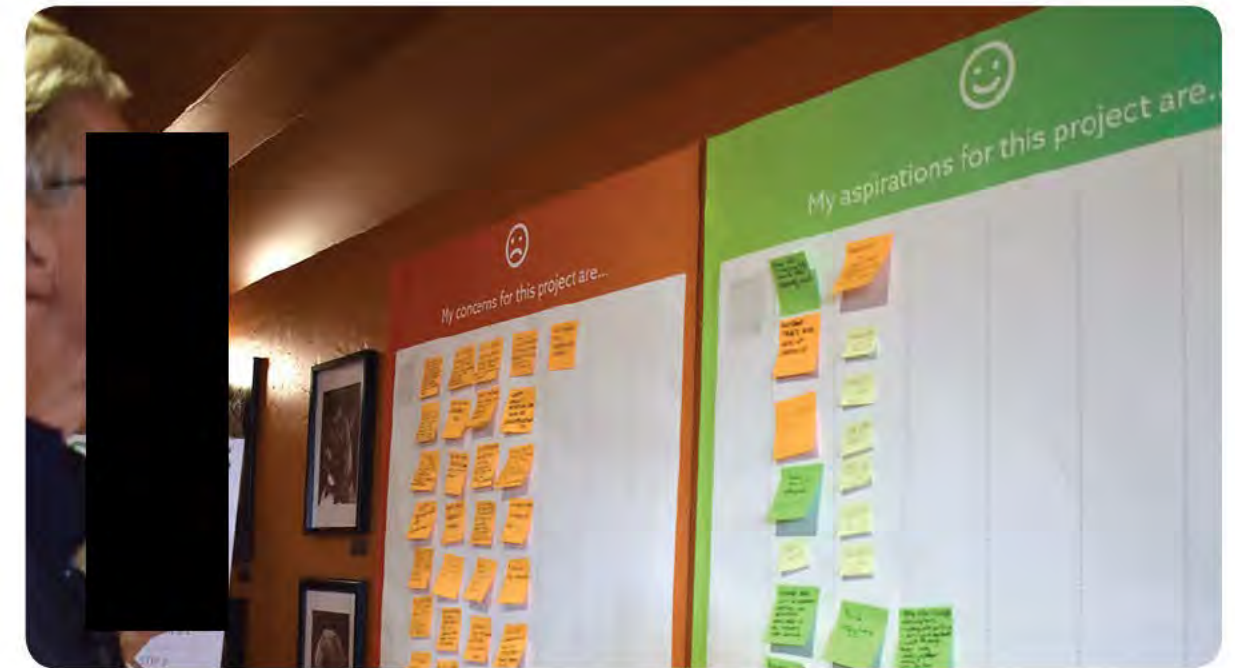
On Thursday October 10, 2019 from 4:30pm to 7pm, IBI Group held an early public input workshop at The Bakehouse on Marine Drive in West Vancouver.

Guest were able to participate in 4 different stations:

1. Design Elements
2. Height & Form
3. Look & Feel
4. Gains & Pains

Additionally, participants could leave comment cards that indicated their demographics and any further comments not incorporated in the feedback stations.

This document provides a summary of the feedback from this event.



DATA SOURCES

ALL PARTICIPANTS

Results from the feedback stations came from *all participants* that attended the workshop. Participants may or may not have engaged at each station.

1. Design Elements
2. Height & Form
3. Gains & Pains
4. Look & Feel

COMMENT CARDS

Results in the “Demographics” and “Written Comments” sections came from *only those individuals* who left a comment card.

0. Demographics
5. Written Comments

0. DEMOGRAPHICS

Participants were invited to fill out a comment card at the event. This card asked about their relationship to the site, age group, employment status, and how they heard about the event.

Results in this section came from the COMMENT CARDS.

DEMOGRAPHICS 1

AT OUR OPEN HOUSE, OVER

170 PEOPLE PARTICIPATED

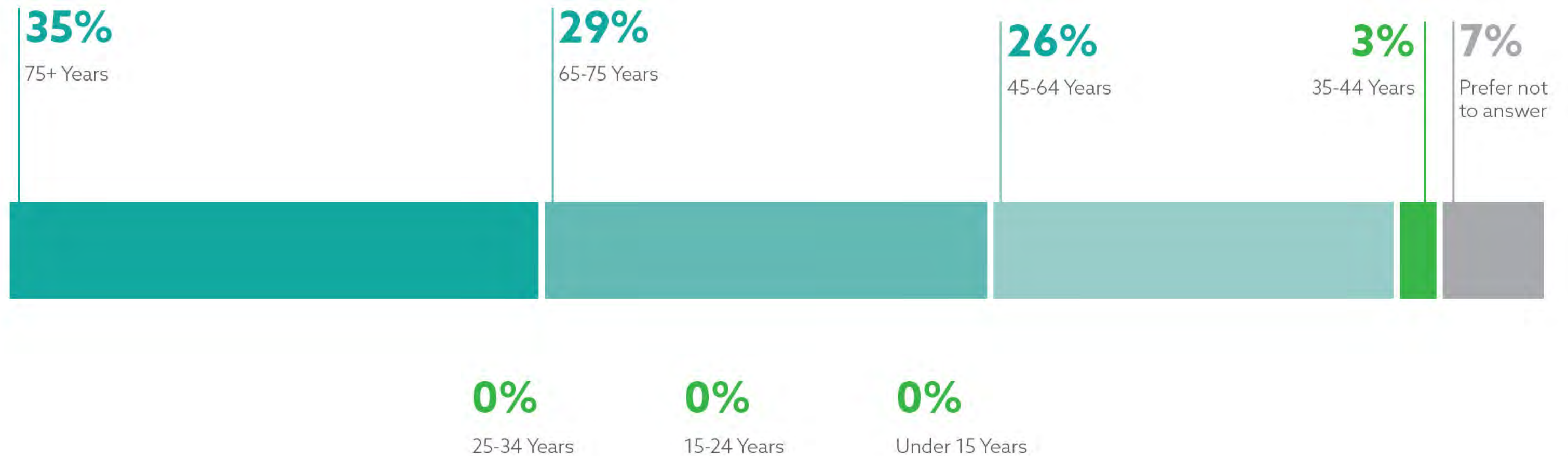
This is a sizeable number of attendees!

OF THESE PEOPLE, **72 LEFT COMMENT CARDS**



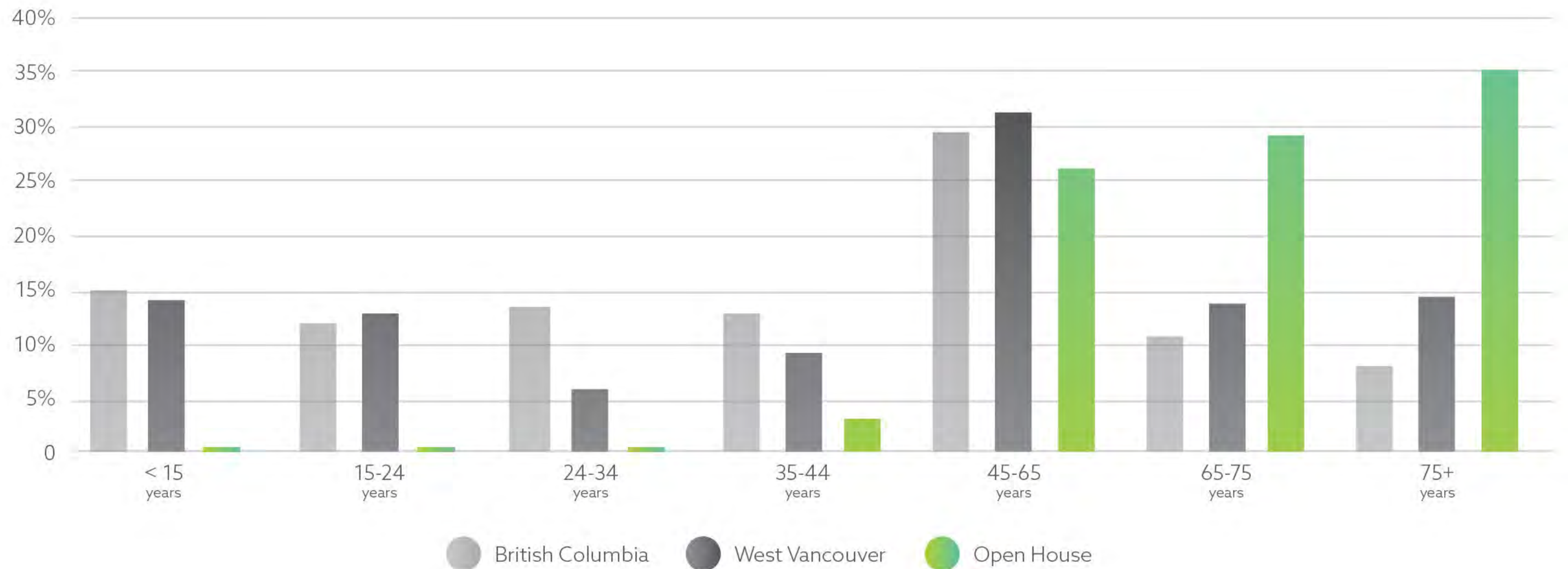
RESPONDANTS AGES SKEWED TOWARDS OLDER

Primarily those 45 years of age and older are represented.



THE MOST PREVALENT GROUP IN WEST VANCOUVER IS **GENERATION X (45-65 YEARS)**

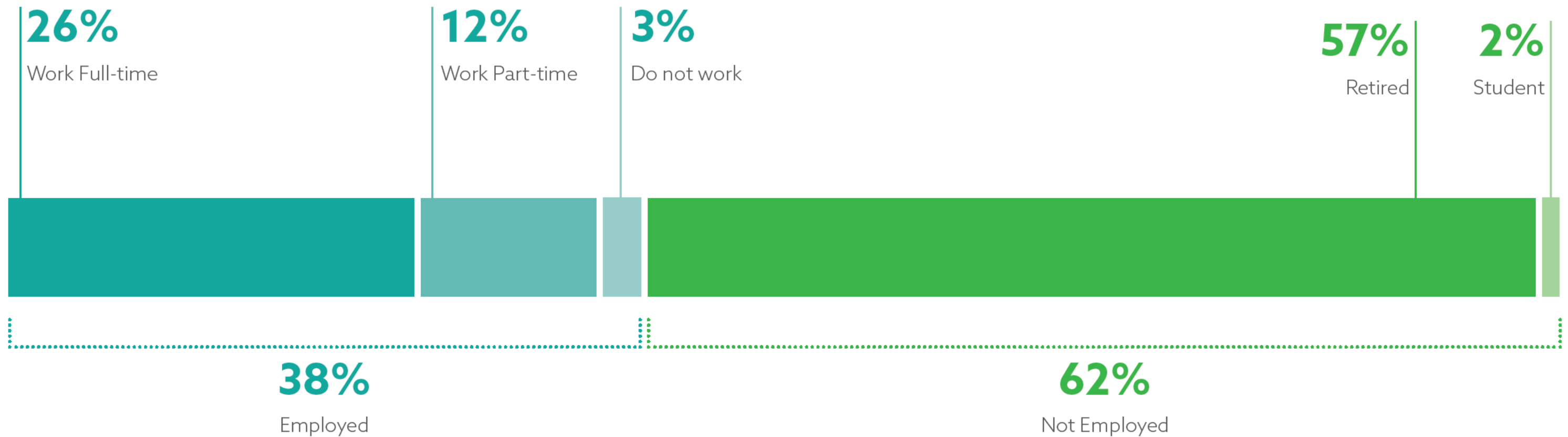
There was an underrepresentation of the district's younger demographic participating.



MORE THAN HALF OF RESPONDANTS ARE

RETIRED

Only 38% of attendees said they were employed. This is lower than the population of West Vancouver, where 55% of the population is employed, either Full or Part Time.



MOST RESPONDANTS ARE

LOCAL RESIDENTS

This is close to what we expected, as 75% of households in West Vancouver are Owners.



* Note: The total is greater than the 72 participants as some individuals chose multiple options for this answer

MOST RESPONDANTS HEARD ABOUT THE EVENT THROUGH "WORD OF MOUTH"



44%
Word of mouth



26%
Notice in Mail



19%
Newspaper



6%
Social Media
(Facebook, Twitter)



5%
Other

MORE PARTICIPANTS RATED THE EXPERIENCE AS

POSITIVE RATHER THAN NEGATIVE



1. DESIGN ELEMENTS

Participants reviewed a series of 13 sketches and photographs that represented a design component that may be used on the site. They rated each element from “more appropriate” to “less appropriate”.

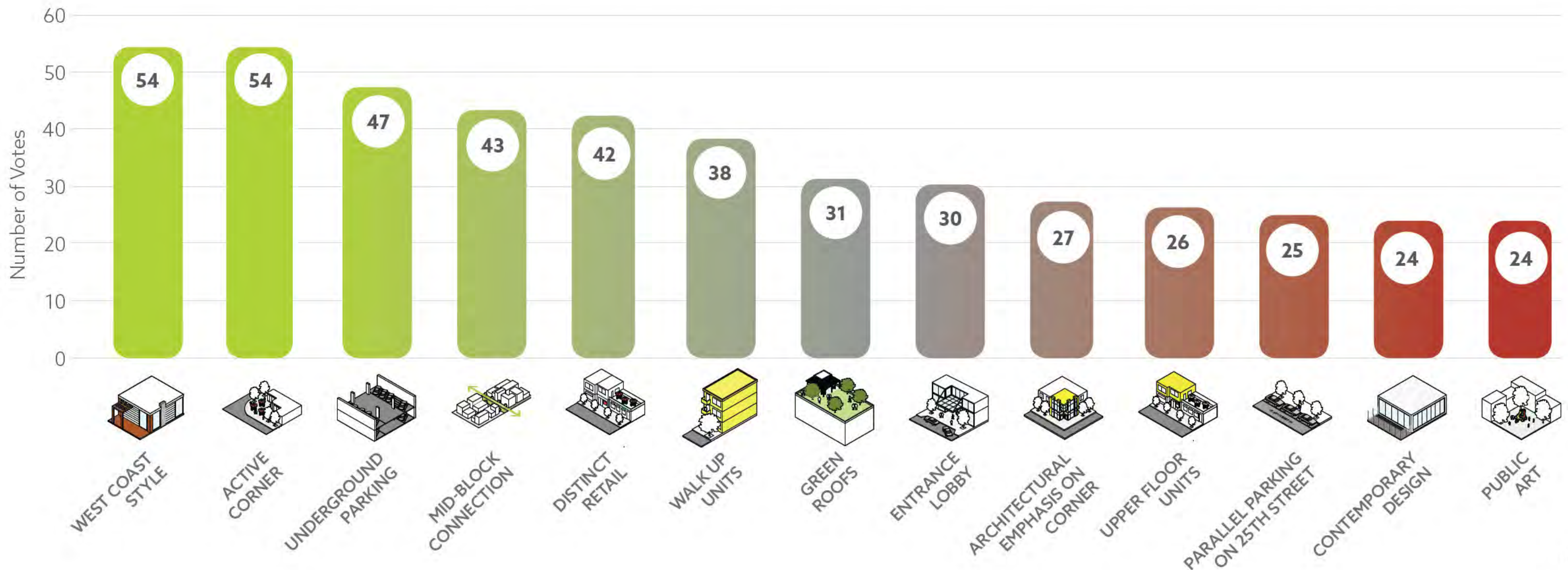
Results in this section came from ALL PARTICIPANTS.

DESIGN ELEMENTS 1

PARTICIPANTS SHOWED MOST INTEREST IN

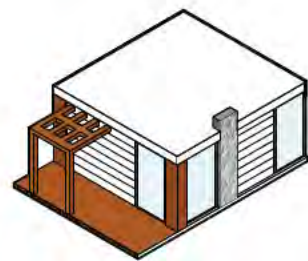
"WEST COAST STYLE" & "ACTIVE CORNER"

Many participants had opinions on the elements in green, while those in red were less discussed.



PARTICIPANTS FELT THESE ELEMENTS WERE **MOST APPROPRIATE** FOR THE SITE

These elements could be included prominently in the design.

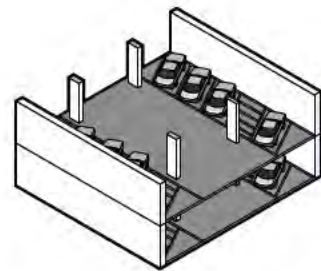


WEST COAST STYLE



Most Appropriate

Least Appropriate



UNDERGROUND PARKING



Most Appropriate

Least Appropriate

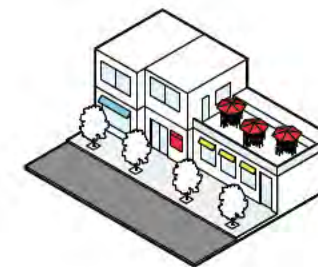


MID-BLOCK CONNECTION



Most Appropriate

Least Appropriate



DISTINCT RETAIL

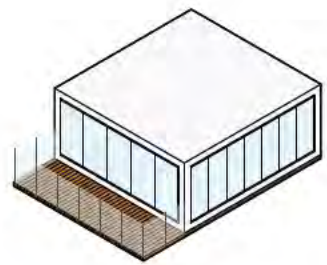


Most Appropriate

Least Appropriate

PARTICIPANTS FELT THESE ELEMENTS WERE **LEAST APPROPRIATE** FOR THE SITE

The use of these elements in the design should be carefully considered.

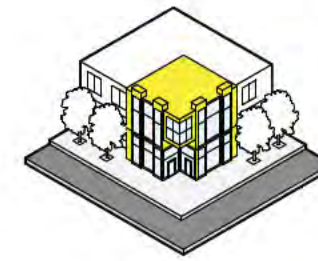


CONTEMPORARY DESIGN



Most Appropriate

Least Appropriate



ARCHITECTURAL EMPHASIS ON CORNER



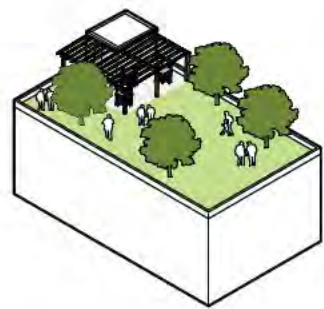
Most Appropriate

Least Appropriate

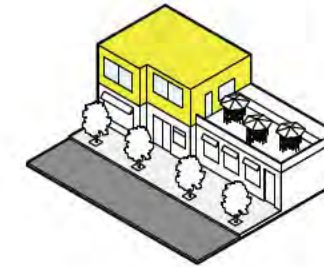
DESIGN ELEMENTS 4

PARTICIPANTS HAD **MOSTLY POSITIVE** OPINIONS ON THE FOLLOWING ELEMENTS, BUT SOME PEOPLE HAD **STRONG CONCERNS**

The project needs to address the potential concerns when using these elements.



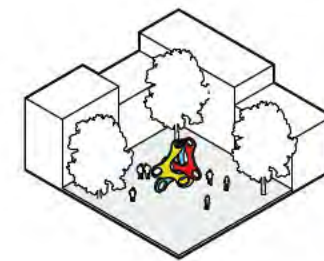
GREEN ROOFS



UPPER FLOOR UNITS



ACTIVE CORNER



PUBLIC ART



PARTICIPANTS HAD VERY **MIXED OPINIONS** ON THE FOLLOWING ELEMENTS

The project needs to use sensitivity when using these elements, especially in high view areas.



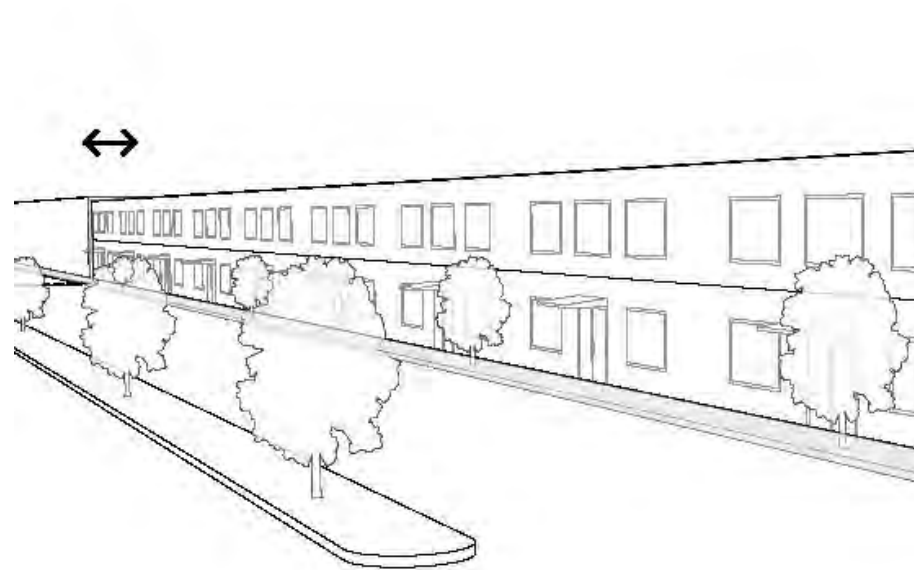
2. HEIGHT & FORM

Participants reviewed a board with the tradeoffs between three height and density options, and their impact on public space. They placed a single sticker on their preferred option.

Results in this section came from ALL PARTICIPANTS.

PARTICIPANTS WERE **SPLIT** ON THEIR PREFERENCE FOR HEIGHT AND FORM

Getting the building shape right will be the biggest challenge of this project.



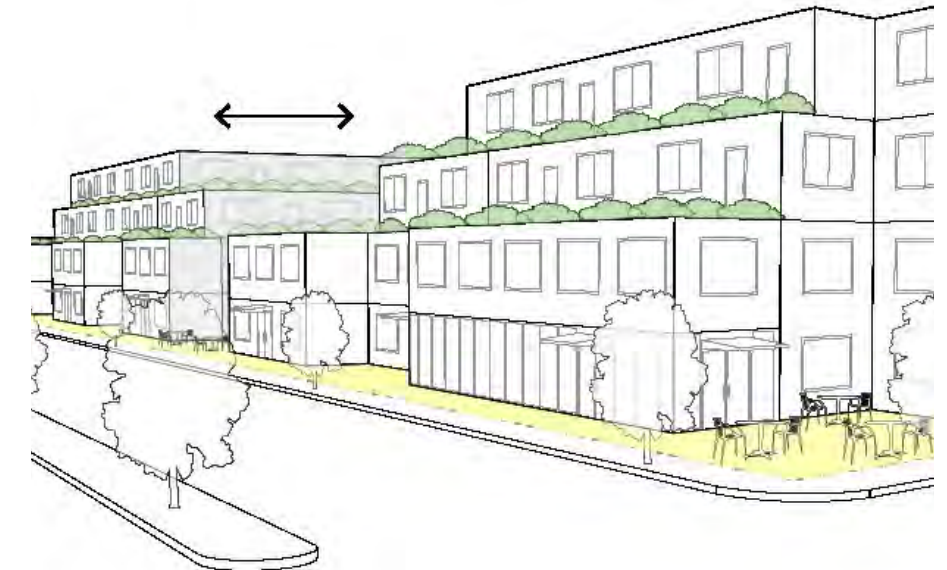
SCENARIO A

62 Votes



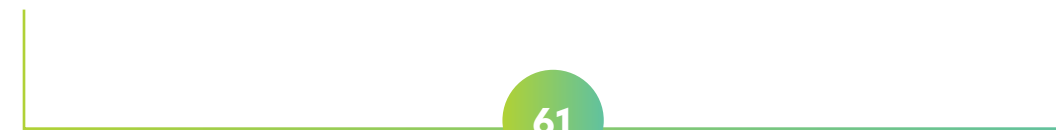
SCENARIO B

43 Votes



SCENARIO C

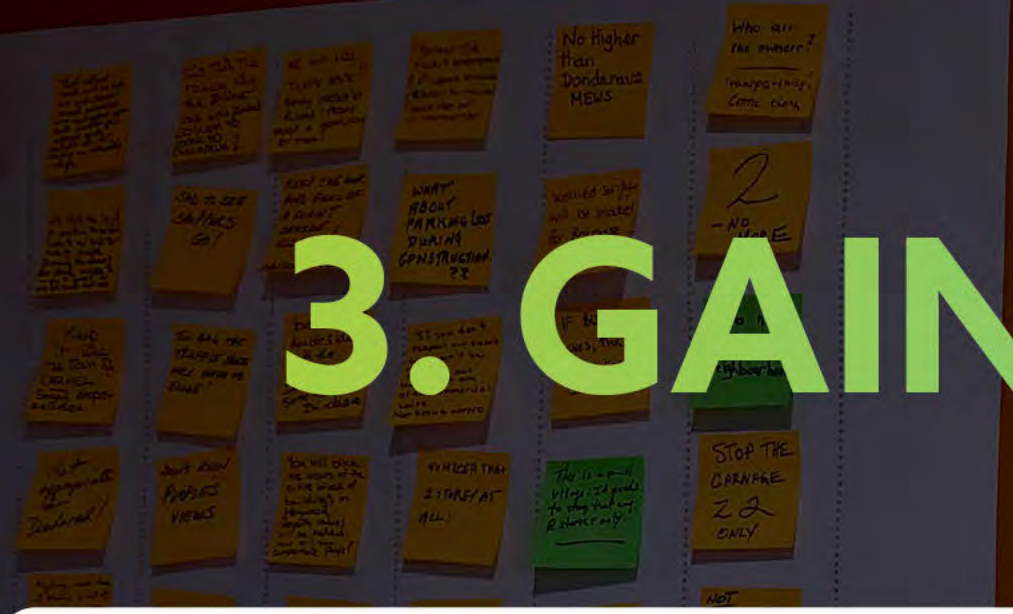
18 Votes



SCENARIO B + C



My concerns for this project are...



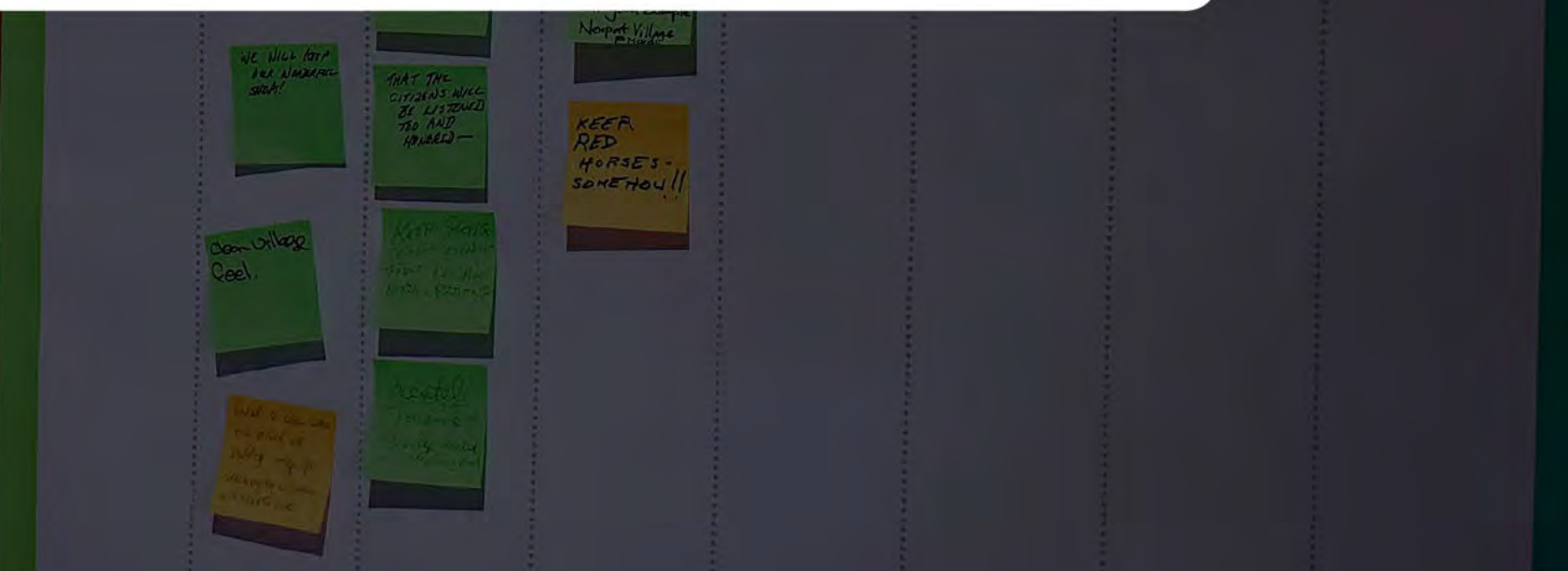
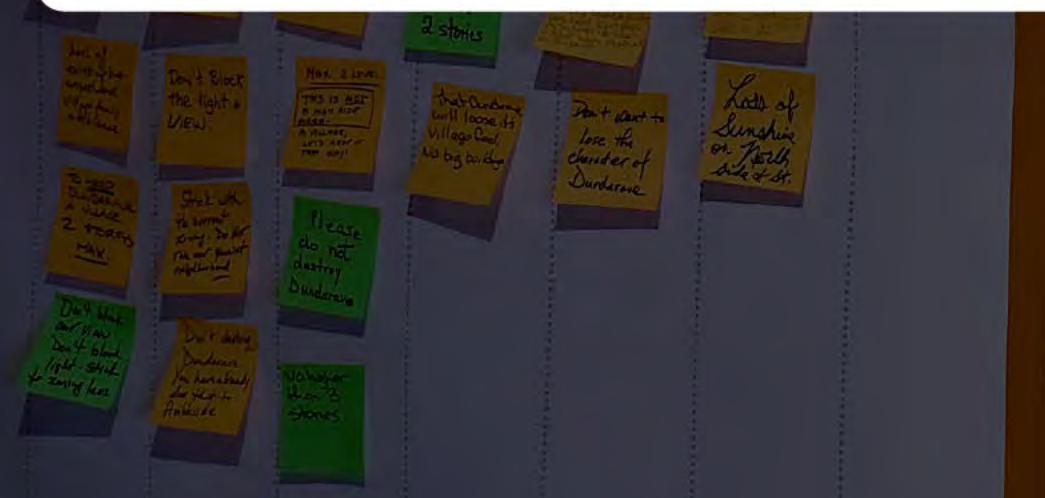
My aspirations for this project are...



3. GAINS & PAINS

Participants placed sticky notes on two boards indicating their concerns and aspirations for the project. This station allowed open-ended feedback, which was coded for themes in analysis.

Results in this section came from ALL PARTICIPANTS.



137 DISTINCT

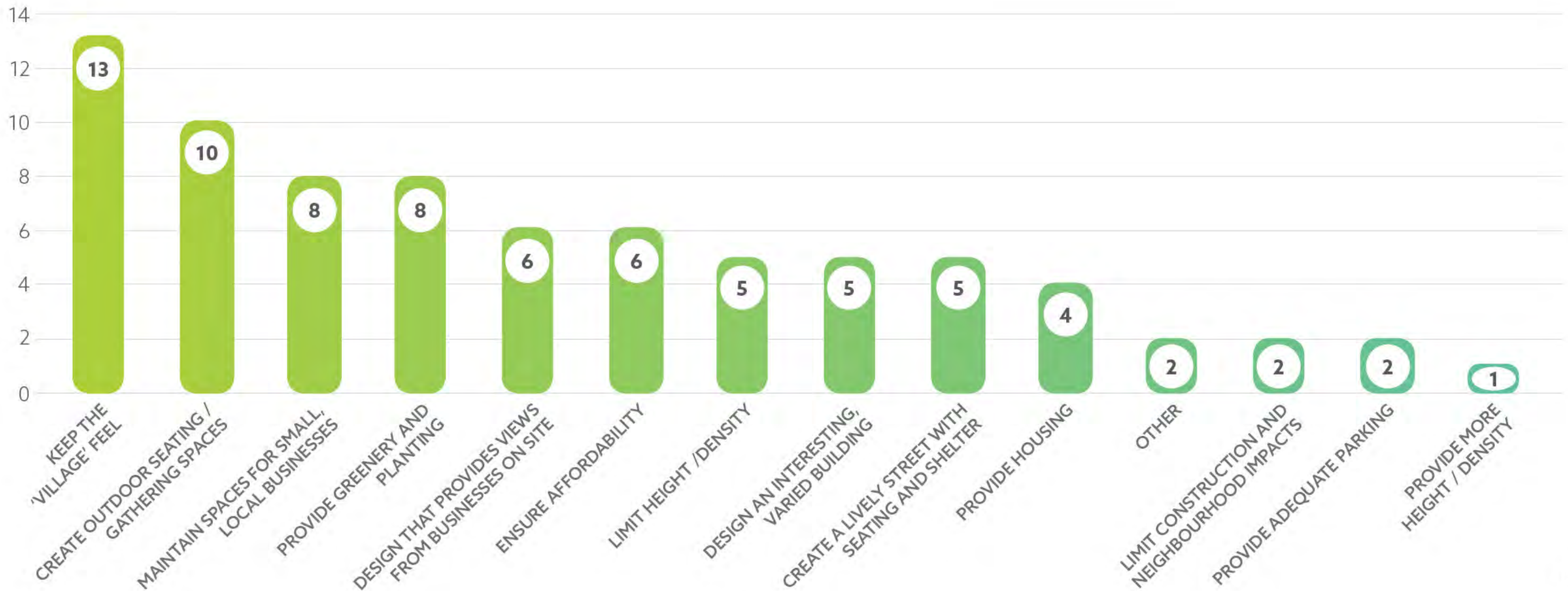
GAINS & PAINS WERE RECORDED BY PARTICIPANTS

The project needs to address concerns and ensure the design focuses on including the aspirations.



"KEEPING THE VILLAGE FEEL" & "CREATING OUTDOOR GATHERING SPACES" ARE THE PRIMARY ASPIRATIONS FOR THE SITE

The project needs to incorporate these aspirations into the design.



QUOTES FROM THE "GAINS" BOARD

THESE ARE THINGS TO EMPHASIZE IN THE DESIGN



Maintain the small village feel



Restaurant or coffee shop upstairs with view of ocean
(great idea!)



"New" interesting façade w/ variety of storeys desired
that energizes the neighbourhood



I am hoping that when all is done that the tenants here
now can afford to stay!!!



Still possible to maintain "village" ambience if done well -
good example Newport Village Pt Moody



3 stories of living space. Need people to support
business, need more vitality in West Vancouver



Good to see fine mixed use building coming up since
everything will return with a better look



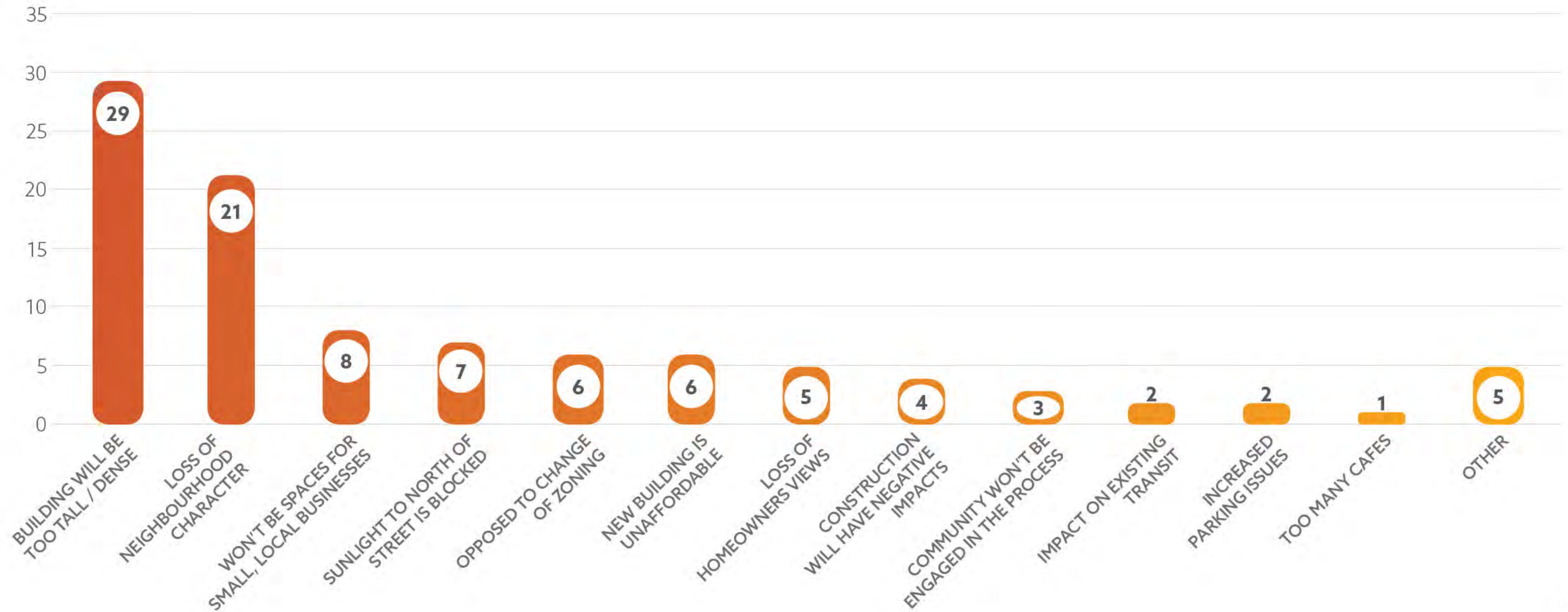
Shelter on the street for all!



"LIMITING HEIGHT / DENSITY"

IS THE PRIMARY CONCERN FOR THE SITE

The design needs to be addresses this neighbourhood priority.



QUOTES FROM THE "PAINS" BOARD

THE PROJECT NEEDS TO BE SENSITIVE TO THESE THINGS



More than two stories will lose community feel



If you don't respect our views we won't be spending our money at any of the commercial units. Not even a coffee.



Don't block sunlight to North side of Marine Drive



Keep the look and feel of a quaint seaside village!
Nothing over 3 floors.



Too high, too modern, too expensive, not fitting with village feel



Loss of existing businesses and village feel / ambience



Please keep Dundarave the same. Don't do any changes.
It's beautiful itself!



This is the last village. Please do not ruin it and turn it into mess like the Grosvenor.



4. LOOK & FEEL

Participants looked at 80 precedent photos of other streets and buildings. They then placed star stickers on as few or as many images as they felt were appropriate for the site.

Results in this section came from ALL PARTICIPANTS.

THE MOST PREFERRED IMAGES HAVE **SIMILAR THEMES**

Participants preferred images of distinct retail spaces, a lively pedestrian realm, greenery and west coast style elements.



523 stickers placed on 80 Images

LOOK & FEEL 2

THE MOST PREFERRED PICTURES FOCUSED ON

DISTINCT RETAIL FRONTAGES

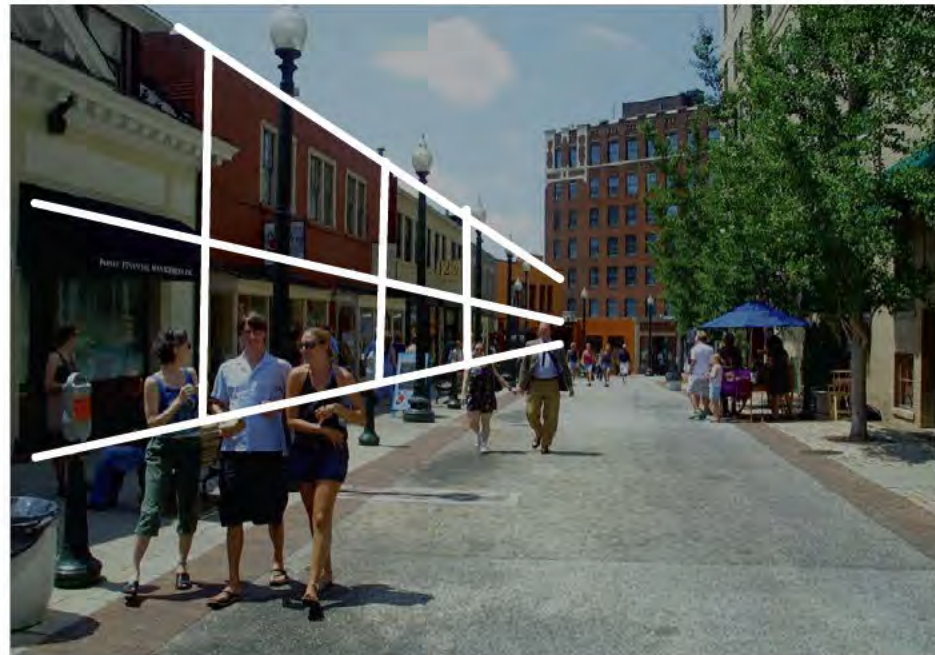
WITH ACTIVE SIDEWALKS AND GREENERY

This is something the project can provide and should get right.



MANY OF THE PREFERRED PICTURES SHOWED **UPPER STOREY USES**

The project needs to be sensitive to height concerns with upper floor uses, but generally people were favourable towards one or two stories above commercial.



LOOK & FEEL 4

MANY OF THE PREFERRED PICTURES FOCUSED ON

PUBLIC REALM

IMPROVEMENTS

Pedestrian friendly sidewalks, street trees, and lively commercial frontage are important to the community.



LOOK & FEEL 5

SOME OF THE PREFERRED PICTURES HIGHLIGHTED

WEST COAST STYLE

ELEMENTS SUCH AS WOOD AND STONE

These are design elements that could inspire the project design.



PICTURE 51

VOTES: 57



**DISTINCT RETAIL FRONTAGES, DISTINCT SIGNAGE FOR SMALL BUSINESSES,
SEATING AND GREENERY, MULTI-STOREY**

PICTURE 80

VOTES: 47



**DISTINCT RETAIL FRONTAGES, ANIMATED SIDEWALKS,
PEDESTRIAN LIFE, MULTI-STOREY**

PICTURE 22

VOTES: 45



**DISTINCT RETAIL FRONTAGES, DISTINCT SIGNAGE FOR SMALL BUSINESSES,
SEATING AND GREENERY, EXISTING PORTION OF MARINE DR IN DUNDARAVE**

PICTURE 30

VOTES: 34



**DISTINCT RETAIL FRONTAGES, DISTINCT SIGNAGE FOR SMALL BUSINESSES,
SEATING AND GREENERY, MULTI-STOREY**

PICTURE 79

VOTES: 32



WEST COAST STYLE ELEMENTS,
BALCONIES OVERLOOKING MARINE DR, MULTI-STOREY

PICTURE 46

VOTES: 24



REPETATIVE RETAIL FRONTAGES, SIMILAR SIGNAGE FOR SMALL BUSINESSES,
EXISTING PORTION OF MARINE DR IN AMBLESIDE, MULTI-STOREY

PICTURE 20

VOTES: 21

SEATING AND GREENERY, ANIMATED SIDEWALKS,
PATIO / CAFE SPACE



PICTURE 77

VOTES: 18



**GREENERY, ANIMATED SIDEWALKS,
BIKE PARKING, CONTEMPORARY ARCHITECTURAL EXPRESSION**

PICTURE 23

VOTES: 16



WIDE MID-BLOCK CONNECTION, PATIO / CAFE SPACE,
EXISTING PORTION OF MARINE DR IN DUNDARAVE

PICTURE 42
VOTES: 15



GREEN ROOFS

PICTURE 41

VOTES: 14



**GREEN ROOFS, MULTI-STOREY,
ARTICULATED ARCHITECTURE**

A group of people are gathered at a community meeting. In the background, several informational posters are displayed on a wall. One prominent poster is titled "HEIGHT & FORM" and features a diagram of a person's silhouette with various body parts labeled. Other posters include a menu with items like "SMART START", "GRILLED BREAKFAST SANDWICH", "HEALTHY BUT", and "TOAST". A person in the foreground is wearing a white baseball cap. The overall atmosphere is one of active participation and information gathering.

5. WRITTEN COMMENTS

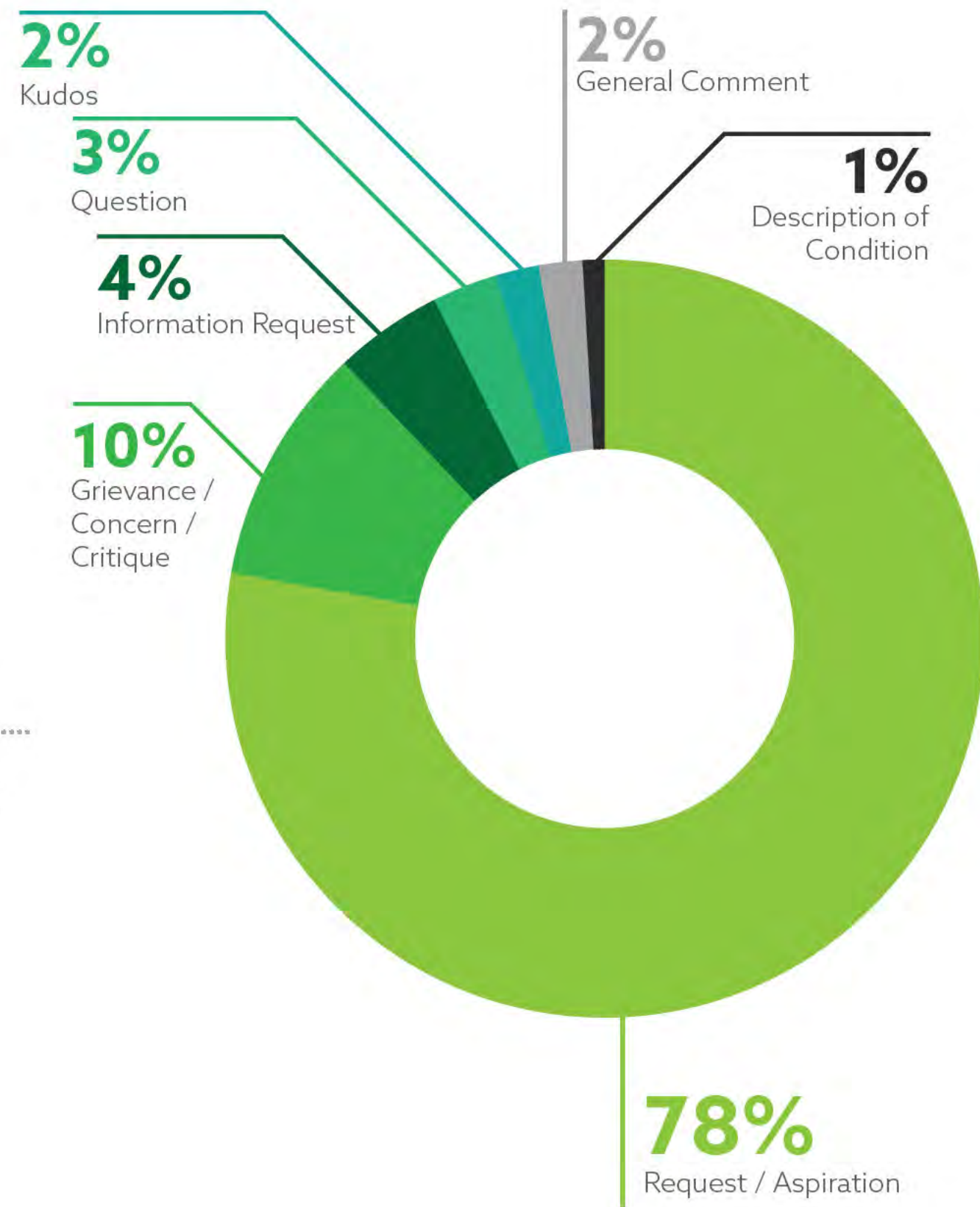
Participants were invited to fill out a comment card at the event. This card asked for open-ended comments about wishes for the future development and any other comments.

Results in this section came from COMMENT CARDS.

WRITTEN COMMENTS 1

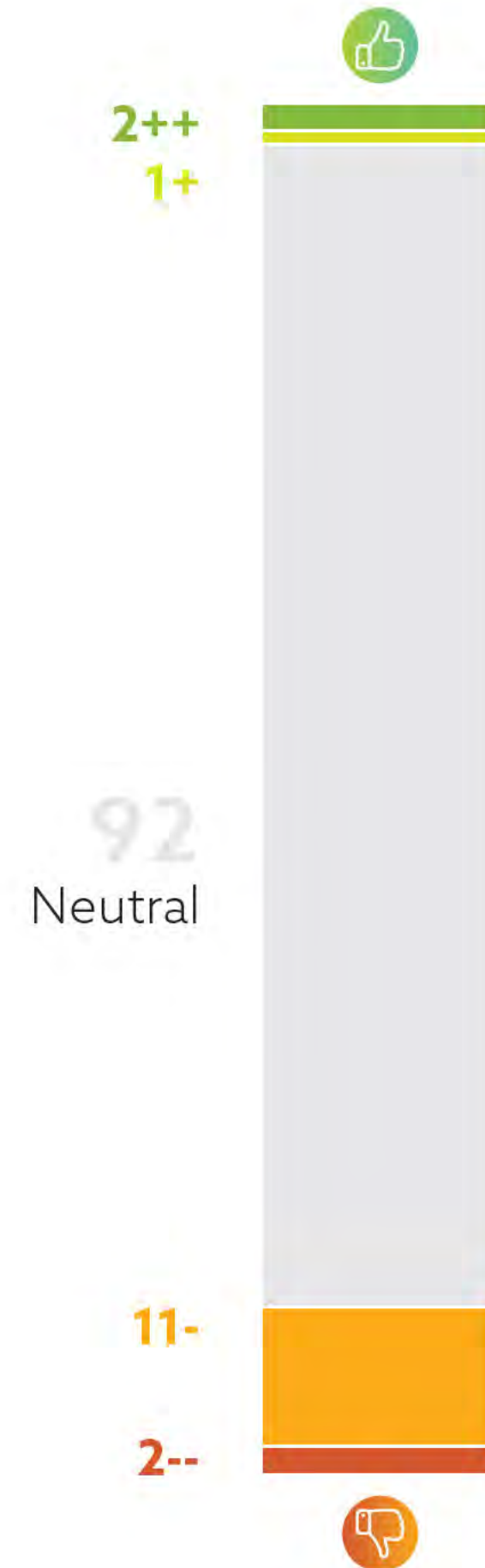
OVER
100 COMMENTS
OF ALL TYPES WERE RECEIVED

Most of these had requests and aspirations for the type of development on the site.



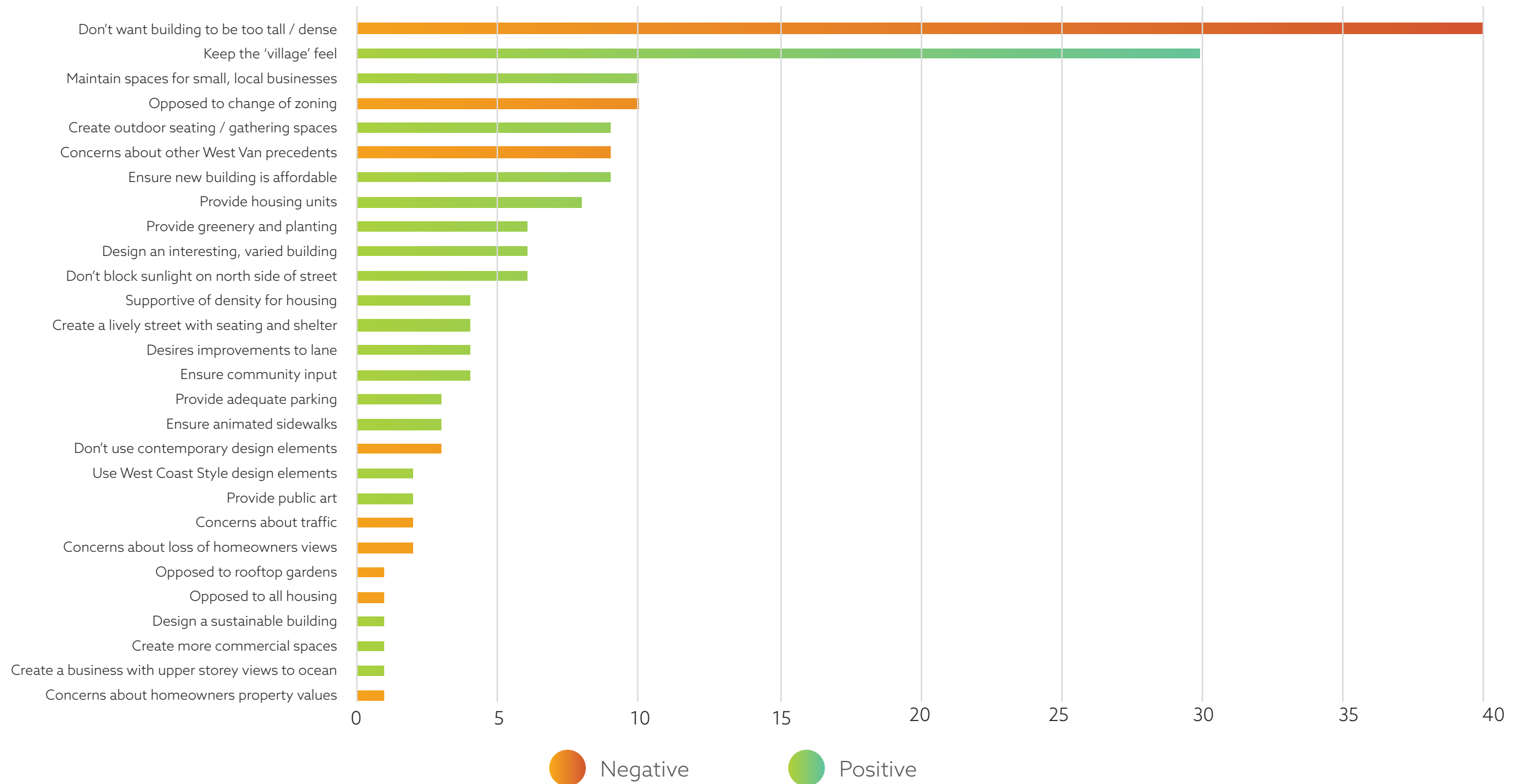
THE OVERALL SENTIMENT WAS
NEUTRAL, LEANING TO
NEGATIVE

While most comments indicated an aspiration for the site, some comments were clearly concerns. We need to ensure the community feels heard and engaged in the process.



THE TOP THEMES ARE CLEARLY HEIGHT/DENSITY AND RETAINING NEIGHBOURHOOD CHARACTER

These need to be addressed through the design and will likely come up in the next open house.



SOME OF THE CONCERNS

We need to ensure we are addressing these community concerns wherever possible.



I also feel concerned for the amount of traffic we will be experiencing with more and more development in West Vancouver - Horseshoe Bay; Park Royal & Ambleside. I do not own a car but even the buses cannot be counted on. Mine #356 is only once an hour!



I have concerns about the long-time small businesses being replaced by upscale chain businesses with generic character and generic products thus losing the intimate, friendly, neighbourhood feel!



I fear for iconic stores like Red Horses being disrupted &/ or being unable to re-establish in new building complex.



Over building is a huge concern. Please, please respect our existing neighbourhood & village feel. I welcome smaller condos for seniors as a way to downsize and stay in their community. Listen to existing residents and respect their desire to maintain the charm of the village we love and have the privilege to live in!



Be very careful - think Carmel, California. A big ugly modern building will not fit the character of the Village. Make it villagy, welcoming and very, very classy. Think of the protests you will have if you try and destroy what we have here already.



DO NOT ALLOW RE-ZONING! Stay with the current height restrictions. We bought knowing what the existing rules were. Now you propose changing them. We will all consider legal action if this is rezoned.



SOME OF THE **ASPIRATIONS**

People also had many aspirations for the site! We should strive to incorporate these.



I think it is awesome you give residents a look at what you're going to build.



I have no concerns re: developing Dundarave provided the development fits in with the current village feel. No blocking of light to the North side, or of existing views. Charming rent-controlled shops (businesses like EuroHouse, Realtors, Dentists, should not have storefront). Outdoor seating, greenery and no more than 3 floors and plenty of underground parking. Please respect our existing hood!!



I would love to see development in Dundarave that offers both res & commercial components, in keeping with the village feel. I'm in favour of 3 levels of residential as I believe there is a real need for it within the community. We also have a huge shortage of commercial space within W. Vanc.



Retain walkability; small retail; varied retail; areas to sit and meet; public art; greenery; denser housing.



The pictures that depict bistro/tables on sidewalk in sun - there is limited sun on the north side of these buildings. Consider an upstairs patio linked to a restaurant / breakfast place that offer what current Dundarave doesn't - ocean views + sun. Also like idea of corner with seating area (catches the sun) but something that maximizes the view of ocean (public space) would be fantastic.



To maintain the vitality of Dundarave - there should be a drug store and a new bank. Small shop fronts so family and small businesses can afford to set up shop here - no big stores. I prefer the taller option so more people can live right in the community and leave their cars at home.



MIXED OPINIONS ON DEFINITION OF "LOW" HEIGHT

The community is not on the same page about what "low" looks like.



Keep at 2 stories. Retain the village ambience.



No 6 storey development! No 5 storey development!
No 4 storey development!



2-storey maximum on Marine Drive, in order to keep project in scale with a one-block long village.



New low-rise building 2 - 3 floors if you start at lane.
Storefront spaces at street level. Café and restaurants.



Do not develop above 3 stories. Allow present retail owners back in at same rent that they are paying now.



Only 2 - 3 stories high. In keeping with the character of Dundarave green spaces. Open courtyard!



Low development no higher than 4 stories.
Commercial at the bottom. Sitting areas.



No high rise buildings! No zoning change!



CONCLUSION



CONCLUSION

THREE MAIN TAKEAWAYS



1

The community is generally opposed to height and density – but aren't on the same page about what that means



2

A top priority is maintaining the village feel of Dundarave



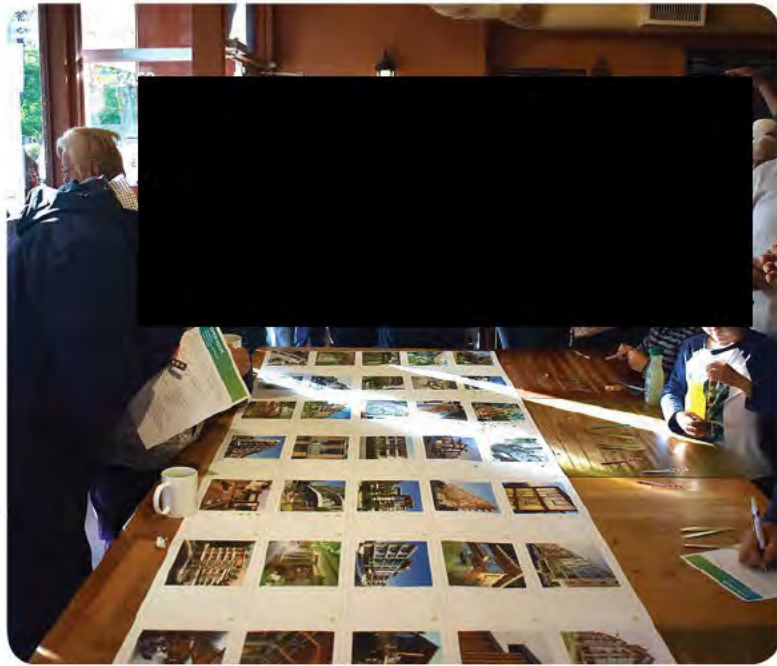
3

The design needs to include distinct, small scale retail spaces

If we do **2** and **3** right, the impact of **1** can be minimized

CONCLUSION

FURTHER WORK



1

Only half the community engaged in this process - we need to hear from more residents age 45 and under



2

The project needs to balance the trade-offs between achieving a village feel and the density concerns



3

There needs to be opportunities for the community to be engaged in the process moving forward

A group of people, including men, women, and children, are gathered around a long wooden table in a room with wood-paneled walls. They are looking at various architectural drawings and plans laid out on the table. Some people are holding brochures or papers. In the background, there are posters and a menu board. The scene is an open house or public consultation event.

For questions about this document, please contact:
dundarave@ibigroup.com
604-683-8797

IBI

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