

## SUMMARY OF ENGAGEMENT PROCESS AND FINDINGS

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## 1. PROCESS OVERVIEW

The following report provides a summary of the public engagement process and findings for the Marine Drive Context Study, completed from September-October, 2016. A complete verbatim record of all public input (transcribed flipcharts, sticky notes, survey comments) is provided as Appendix C.

Consultation was based on the Marine Drive Context Study as presented to Council (June 20, 2016) and Council's direction to seek "public comment". Opportunities for participation included:

### Web Portal:

- Marine Drive Context Study dedicated webpage:
  - Over 850 unique views
  - Over 1,110 total views
  - The second most viewed "Council Priorities" webpage and accounts for almost 50% of all "Council Priorities" page views while the public engagement process was active from September – October 2016.
- Dedicated staff email address and staff phone number for any public enquiries or feedback about the Context Study.
- Ewest and westvancouverITE email notices sent to over 600 citizens.

### Roundtable Discussions:

- Held September 27 and 29 at the West Vancouver Seniors' Activity Centre.
- Advanced registration required: area stakeholders received invitations and had spaces reserved to ensure an opportunity to participate if desired, newspaper and web ads informed the larger community.
- Sessions were limited to 25 participants (two tables of approximately 12 participants) to allow for greater dialogue and participation. Each session was fully subscribed, with 46 citizens in attendance, and no citizen that wanted to participate were turned away.
- Sessions included a presentation from staff and facilitated dialogues that were recorded by a transcriber on a flipchart.

### Open Houses:

- Held Thursday October 6 and Wednesday October 12 at St Anthony's Elementary School at Christ the Redeemer Church. An accessible venue located just outside the study area.
- A set of display boards presented the Context Study and included interactive and "dotmocracy" boards.
- Attendees were able to read and respond to the feedback provided by other citizens on the interactive boards.

- 125 different sticky-note comments were provided and are transcribed in Appendix D.
- Hard copies of the community survey were available for attendees to complete during the event.

**Community Survey:**

- westvancouverITE survey open from September 26 to October 21.
- 329 total responses make it the fourth most responded to survey on westvancouverITE.
- Survey was promoted through ads in the North Shore News, on the District website and through email newsletters (ewest and westvancouverITE) and social media postings.

**Staff and Council Correspondence:**

- Around 10 pieces of correspondence to Council and / or staff (*at time of writing*).
- Correspondence echoed comments made elsewhere in the consultation program and described subsequently in this summary regarding: transportation (congestion); form of development (height); appreciation for dialogue and well-run events; desire for further public engagement.



Image 1 - Information and Interactive Display Boards - Open House #1 October 6, 2016 – Photo taken after the event



Image 2 - "Dotmocracy" Boards - Open House #2 October 12, 2016 – Photo taken after the event.



Images 3-6 - Roundtable Discussion #1 September 27, 2016



## 2. ENGAGEMENT FINDINGS

Public engagement events and activities focused on the three main components of the Context Study. Namely:

- a) Planning Context (factors that should be considered in planning and development decisions)
- b) Planning Objectives and Design Principles (community planning objectives that could be met in this area and principles to guide urban design)
- c) Directions (guidance for each active development site based on contextual analysis, planning objectives, and design principles)



*Image 7 - Information and Interactive Boards - Open House #2  
October 6, 2016 – Photo taken after the event*



*Image 8 - Interactive Board - Open House #1  
October 6, 2016 – Photo taken after the event*



*Image 9 - Interactive Board – Roundtable Discussion #1  
September 27, 2016*



*Image 10 - Roundtable Discussion #1  
September 27, 2016*

## a) Planning Context:

The Context Study described a number of contextual factors both within and around the study area, including:

- North Shore Growth, with up to 18,000 units planned along or around Marine Drive in North Vancouver.
- Proximity to the best transit service and highest ridership in the District.
- Proximity to Sea to Sky highway and Downtown Vancouver for all modes of transportation including pedestrian and cycling routes.
- Proximity to amenities at Park Royal Mall and the emerging Lions Gate Town Centre.
- The planning context of Park Royal and Lions Gate Town Centre as determined by the District of North Vancouver and Squamish Nation and the ability to contribute to this context with complimentary proposals.
- Existing OCP policy that encourages redevelopment in centres and the provision of affordable and diverse housing, positions Park Royal as a gateway, and envisions Marine Drive as an important east-west connection facilitated by pedestrian, cycling and transit-supportive infrastructure.

Participants were asked to identify what they felt were the most important contextual factors or what additional contextual factors should be considered.

**Transportation concerns were the most frequently cited at all events** including:

- Traffic congestion impacts including access and egress to the study area.
- The need for traffic solutions and transportation plans.
- The need for improvements to transit service and to cycling and pedestrian infrastructure.

Frequently cited comments from the Roundtable Discussions and Open Houses:

- Study area should consider a wider context (including from Taylor Way to Highway One and growth through the Sea to Sky Corridor) and should be considered two planning areas.
- Increased coordination between municipalities regarding things like transportation, infrastructure and form of development.
- Need for additional public consultation to determine community values and priorities.
- Context needs to consider impacts on livability and quality of life.

## b) Planning Objectives and Design Principles:

The Context Study proposed nine Planning Objectives and ten Design Principles developed from a systems analysis, current OCP policy and planning best practices. Each public engagement stream attempted to identify the level of support for each Objective and Principle, and to identify any potential Objectives and Principles that had been missed.

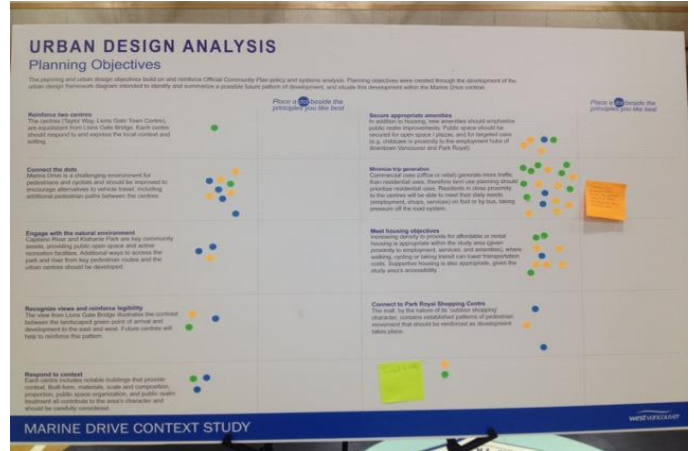


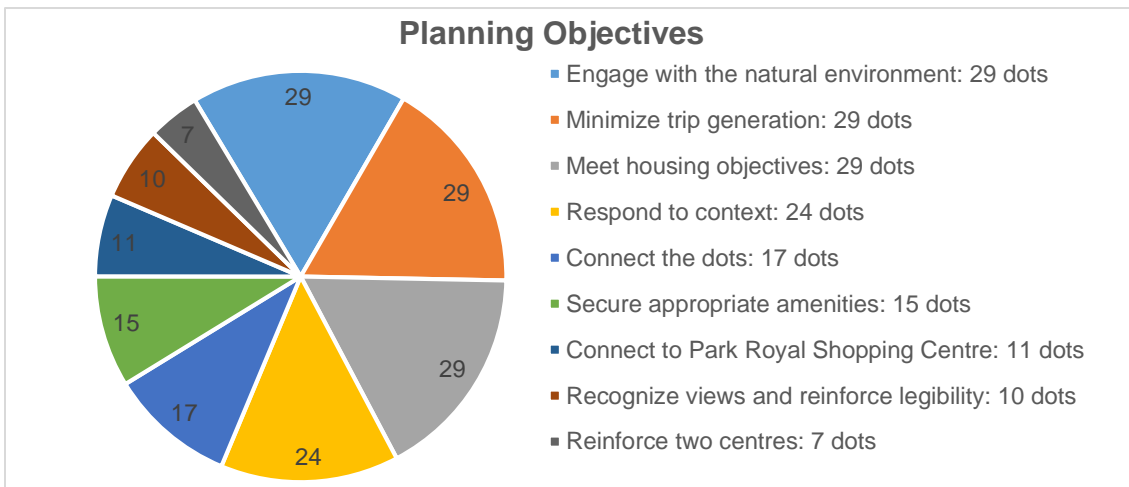
Image 11 - "Dotmocracy" Planning Objectives Board - Open House #2 October 12, 2016 – Photo taken after the event

### Planning Objectives:

The Roundtable Discussions and Open Houses used a “dotmocracy” exercise to gauge the level of support for each Planning Objective: participants were provided with three dot stickers and asked to identify their top three Planning Objectives. The totals below are an aggregate of the four events.

The top three Planning Objectives each received 29 dots:

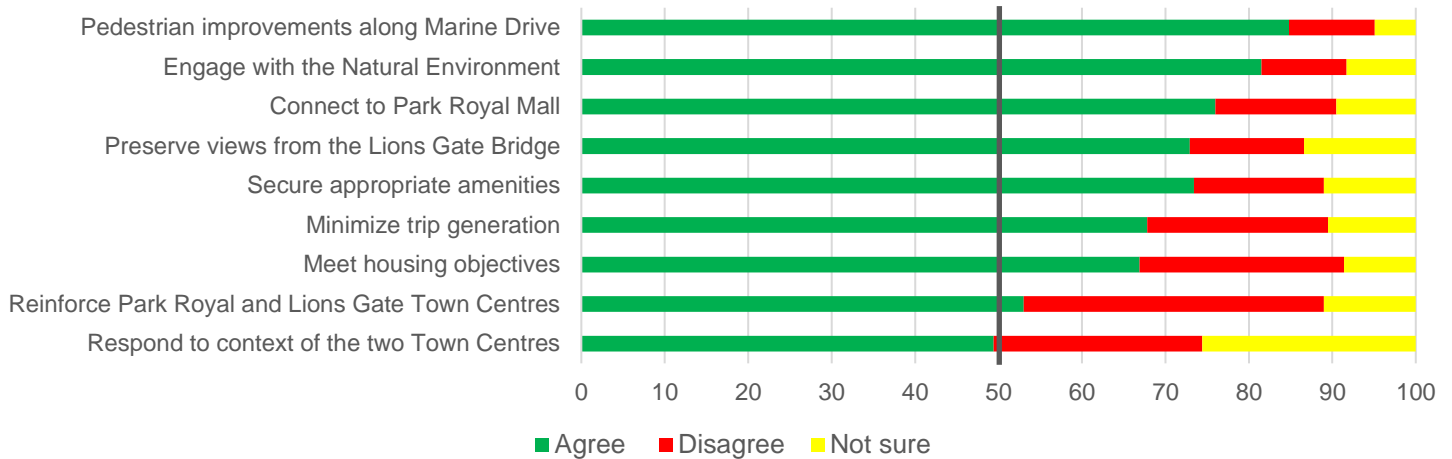
- Engage with the Natural Environment
- Minimize Trip Generation
- Meet Housing Objectives



The community survey asked participants whether they agreed or not with the nine Planning Objectives proposed. **Seven of the nine Planning Objectives received clear support (from over 60% to over 80%).** Two of the nine Planning Objectives revealed greater community ambivalence: “Respond to context of the

two Town Centres (49.4% agreement) and “Reinforce Park Royal and Lions Gate Town Centres” (with 53% agreement). These two objectives are mainly concerned with the form of development including building height and massing.

### Planning Objectives



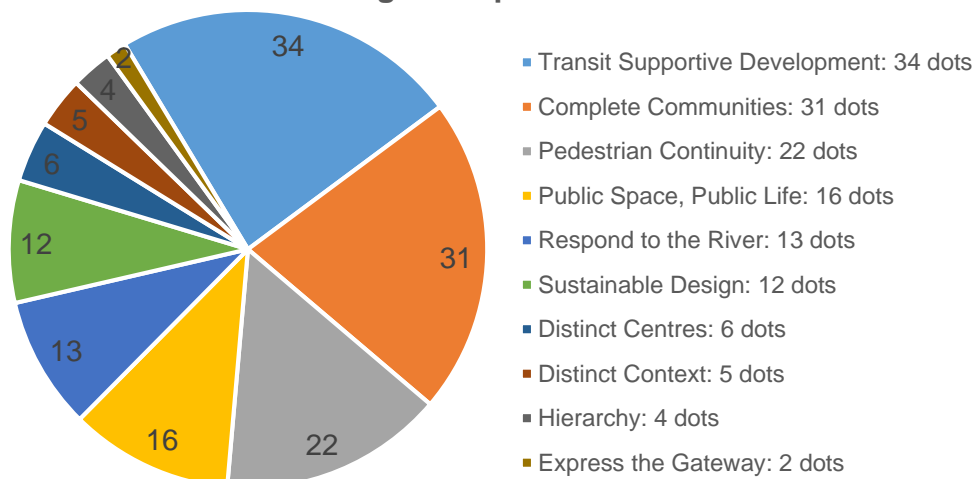
### Design Principles:

At the Roundtable Discussions and Open Houses, the same “dotmocracy” exercise was used to allow participants to identify their top Design Principles.

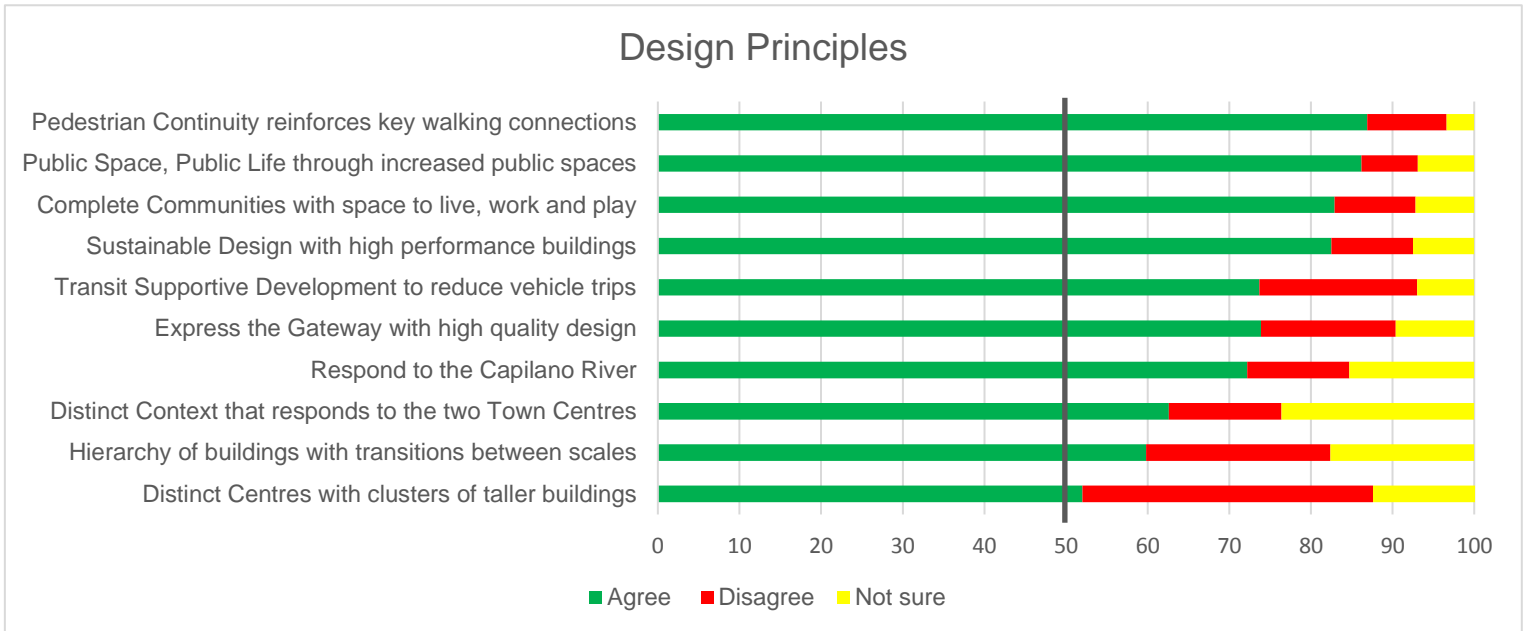
The top three Design Principles were:

- **Transit Supported Development – 34 dots**
- **Complete Communities – 31 dots**
- **Pedestrian Continuity – 22 dots**

### Planning Principles



The community survey asked participants whether or not they agreed with the ten Design Principles proposed. **All Design Principles were supported by over 50% of respondents.** The only two objectives with less than 60% support (“Distinct Centres with clusters of taller buildings” with 52% agreement and “Heirarchy of buildings with transitions between scales” with 59.8% agreement) echo the results of the Planning Objectives, as these are also related to building height and massing.



### Additional Planning Objectives and Principles

In addition to determining support for proposed Planning Objectives and Design Principles, all three engagement streams asked participants to identify any other Objectives or Principles they felt should be added to the Context Study.

**The most frequently cited suggestions related to transportation including:**

- Concern that traffic is already at times gridlocked.
- Traffic issues must be solved before any new development approved.
- Support for active transportation (pedestrian and cycling) infrastructure Improvements.
- Support for increased transit service including rapid transit.

Other frequently cited potential objectives and/or principles:

- Support for reducing height and building massing of the development proposals.
- Additional opportunities for local employment to allow/encourage people to live where they work.
- Additional public consultation to determine the community’s vision.
- The need to ensure infrastructure can accommodate new development.

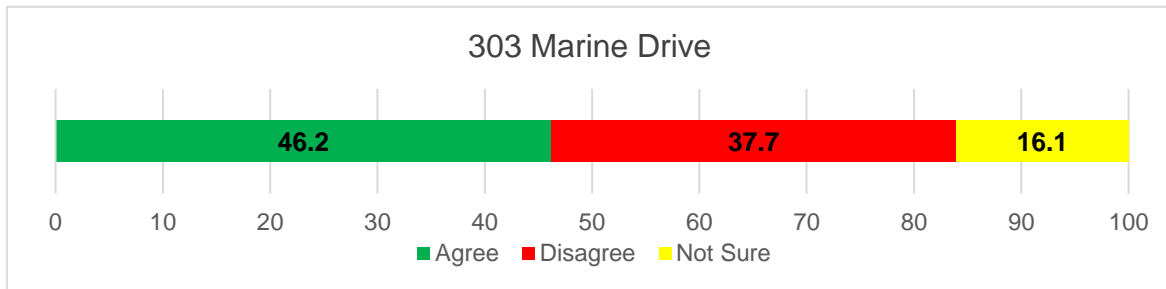


### c) Directions for Each Site:

The Context Study proposed a set of Planning and Urban Design Directions for the three active development sites, based on existing OCP policy, the contextual analysis, and the Planning Objectives and Design Principles.

#### East Sub-Area

The East-sub Area is adjacent to the District of North Vancouver's Lions Gate Town Centre and includes one active District of West Vancouver development site at 303 Marine Drive. The Roundtable Discussion generated a range of feedback on the proposed Urban Design and Planning Directions, however at the Open Houses these boards generated some of the lowest response rates including no comments at the second Open House. The Survey asked participants whether they agreed with the proposed directions for **303 Marine Drive**:



**More respondents agreed (46.2%) than disagreed (37.7%) with the proposed Urban Design and Planning Directions for 303 Marine Drive.**

Additional comments regarding this development site most frequently referenced transportation, including:

- Concerns regarding an increase in traffic and congestion.
- The need to expand the capacity of the road network.
- Parking reductions need to be a key component of any development.
- Public realm improvements focused on pedestrians and cyclists.

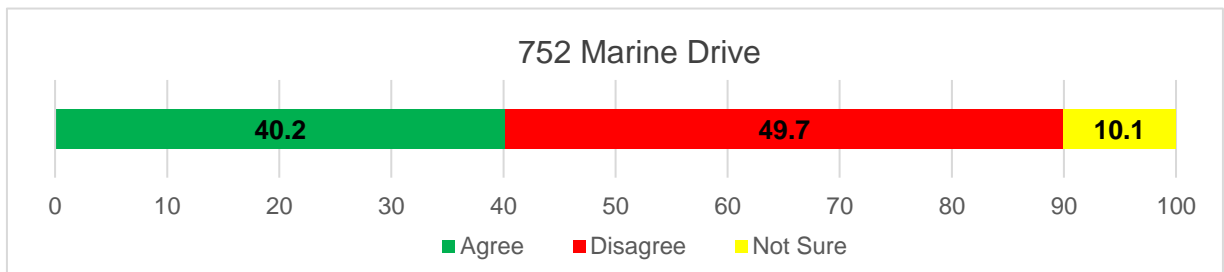
Other frequently cited comments include:

- Concerns related to height, building massing and number of units.
- General support for a well-designed tower unique to West Vancouver that responds to both International Plaza and the Lions Gate Town Centre.
- Support for a range of land use options including high-density residential, commercial or office (people living where they work).
- Support for more green and public spaces.

## West Sub-Area

The West-sub Area borders Park Royal Mall and Squamish Nation and includes two active development sites: 752 Marine Drive and 660 Clyde/657/675 Marine Drive. The Roundtable Discussions and Open Houses generated a range of feedback on the proposed Urban Design and Planning Directions. The survey asked respondents whether they agreed with the proposed directions for the two development sites and if they had additional comments on each project.

### 752 Marine Drive:



**More respondents disagreed (49.7%) than agreed (40.2%) with the proposed Urban Design and Planning Directions for 752 Marine Drive.**

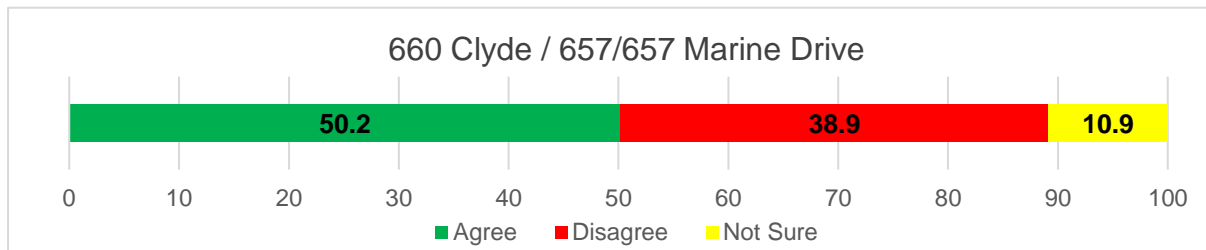
Additional comments regarding this development site most frequently referenced transportation, including:

- Increased traffic congestion due to new development.
- Existing traffic congestion and the need to find traffic solutions before new developments are approved.
- Building design should allow future improvements to the road network.
- Support for a reduction in the number of parking spaces required in the development.
- Pedestrian and cycling infrastructure and safety must be improved.
- Public transit improvements including rapid service.

Other frequently cited comments include:

- Concerns related to height and building massing in the Context Study and the original development proposal.
- View and shading impacts on the surrounding neighbourhoods.
- Family sized units should be required as part of the development.
- Public art and public space should form the gateway into West Vancouver and feature innovative design.
- Park Royal should not be considered a town centre.

## 660 Clyde / 657/675 Marine Drive



**The majority (50.2%) of respondents agreed (while 38.9% disagreed) with the proposed Urban Design and Planning Directions for 660 Clyde / 657/675 Marine Drive.**

Additional comments regarding this development site again most frequently referenced transportation, including:

- Concern over increased vehicular traffic.
- The need to find solutions to traffic congestion including expanding capacity of the road network.
- Concerns regarding access and egress to Clyde Avenue given current traffic congestion.
- Building design should allow future improvements to the intersection at Taylor Way and Marine Drive.
- Support for improved pedestrian and cycling connections and infrastructure.

Other frequently cited comments include:

- Support the retention of the heritage building.
- Form of development should also consider the existing scale of Clyde Avenue and the Water's Edge development, including view and shading impacts.
- Concerns related to height and building massing and support for low-mid-rise building forms.
- The gateway into West Vancouver should feature innovative design including green space, and beautifying/screening parkade.
- Support for increased housing diversity.

## d) Other Questions and Comments:

Each Roundtable Discussion and Open House included a “parking lot” board where participants could raise thoughts on the Context Study they felt were not addressed by the interactive boards or staff questions. Additionally many Open House attendees posed a range of questions via the interactive boards.

Transportation was the main theme of questions and comments received.

### Questions:

- Many of the questions posed were either rhetorical or posed comments on the Context Study as questions including: “What do we need at this intersection right now? A realistic traffic solution.” Or “Maybe it is time to consider a sea bus from/to downtown?”

Others posed questions regarding topics included in the Context Study and the Display boards including:

- “What public values and priorities are used here?”  
As stated in the report, existing OCP policy informed the Planning Objectives, Design Principles and Urban Design and Planning Directions. Additional policy objectives have been clarified through the work plan for the OCP Review and / or other Council priorities (e.g. addressing housing affordability and diversity; planning for projected demographics and their housing needs).

Questions which staff have attempted to clarify through Context Study revisions:

- “Could we start a discussion with Province of BC MOTI to make a Highway 99 Bypass to the L.G. Bridge (tunnel)?”; or “Traffic Study?”  
The revised Context Study includes a section on transportation that provides an overview of previous transportation improvements, highlights current multi-agency transportation planning initiatives, and proposes integrated land use and transportation improvements.

### Comments:

Other frequently cited comments include:

- Process and sequencing concerns including the timing of the public engagement, determining the priorities of existing residents and prioritizing the input of immediate stakeholders.
- Support for office space including a tech centre.
- Concerns over current design and public safety at Park Royal Mall.