

Phase 4 Public Engagement Summary

JERICHO LANDS

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Tidal flats of Jericho Beach in 1890 by Bailey Brothers (City of Vancouver Archives)

Cultural Significance of ᑭᐱᐱᐱᐱᐱᐱ¹ / ᐱᐱᐱᐱᐱᐱᐱ² / Jericho Lands

At the launch of the ᑭᐱᐱᐱᐱᐱᐱ/ᐱᐱᐱᐱᐱᐱᐱ/Jericho Lands planning process, the xᐱᐱᐱᐱᐱᐱᐱᐱ (Musqueam), ᐱᐱᐱᐱᐱᐱᐱᐱᐱ (Squamish), and ᐱᐱᐱᐱᐱᐱᐱᐱ (Tseil-Waututh) people shared the cultural significance of the Jericho site. The following are the words they shared with us.

“ᑭᐱᐱᐱᐱᐱᐱ/ᐱᐱᐱᐱᐱᐱᐱ is part of an interconnected network of cultural sites that exist throughout Musqueam, Squamish, and Tsleil-Waututh territories. For thousands of years, these have been the lands and waters on which we have resided, worked, and followed our cultural customs. These territories offered our ancestors a life of abundance with smelt, coho and chum from the creeks and sea, and deer and elk from the uplands. It was a place to gather materials for homes and our families. Today, these lands offer us, the descendants of those original peoples, a new form of abundance.”

ᑭᐱᐱᐱᐱᐱᐱ/ᐱᐱᐱᐱᐱᐱᐱ was connected to other villages and campsites by a network of trails radiating across our territories. In our oral history, it was from there an ancestor to many Musqueam, Squamish, and Tsleil-Waututh families named ᐱᐱᐱᐱᐱᐱᐱᐱ/ᐱᐱᐱᐱᐱᐱᐱᐱ gathered warriors to defend against northern people who would raid our various communities. It was also a site of many large communal cedar plank longhouses that measured hundreds of feet in length. Here, thousands of guests from the Fraser Valley, Vancouver Island, up the coast, and Puget Sound would be hosted at gatherings organized by the residents of ᑭᐱᐱᐱᐱᐱᐱ/ᐱᐱᐱᐱᐱᐱᐱ.

The redevelopment of the Jericho Lands is a generational opportunity for us to reaffirm these relationships — to honour our heritage, to rebuild our communities, and to celebrate our unique identity. This building of a new ᑭᐱᐱᐱᐱᐱᐱ/ᐱᐱᐱᐱᐱᐱᐱ (Jericho) is to remind ourselves, and educate all local residents, about the essential connections between our three Nations, and our ongoing connection to these places we have called home for so many generations.”

¹ ᑭᐱᐱᐱᐱᐱᐱ is the place name in the ᐱᐱᐱᐱᐱᐱᐱᐱ language spoken by Musqueam and Tsleil-Waututh peoples.

² ᐱᐱᐱᐱᐱᐱᐱ is the place name in the ᐱᐱᐱᐱᐱᐱᐱᐱ language spoken by Squamish people.



Gathering of Canoes (2017)

1. Reconciliation

Vancouver is located on the unceded traditional territories of the xʷməθkʷəṽəm (Musqueam), Skwxwú7mesh (Squamish), and səliłwətał (Tsleil-Waututh) Nations.

The ʔəṽalməxʷ/lýálməxw/Jericho Lands planning process is an opportunity to advance our collective work towards Reconciliation. The process will aim to recognize both the living culture and history of the xʷməθkʷəṽəm (Musqueam), Skwxwú7mesh (Squamish), and səliłwətał (Tsleil-Waututh) peoples. It will seek to create opportunities for sharing culture, storytelling, and healing, aiming to incorporate Indigenous values and principles into the planning and design of the site.

Vancouver City Council endorsed the United Nations Declaration on the Rights of Indigenous Peoples in 2013 and has designated Vancouver as a City of Reconciliation. To achieve its goals, in 2014 the City established the Reconciliation Framework, which was reaffirmed by the City in 2022.

In October 2022, Vancouver City Council adopted the United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP) Strategy for Vancouver. All City activities including the ʔəṽalməxʷ/lýálməxw/Jericho Lands planning program will align with, and advance, the UNDRIP Strategy's calls-to-action.

There are a number of Host Nations and City of Vancouver resources available to learn more about the historical and current relationships the Host Nations have with the land which is now known as the City of Vancouver.

The xʷməθkʷəṽəm (Musqueam), Skwxwú7mesh (Squamish), and səliłwətał (Tsleil-Waututh) Nations' websites contain information about their histories, cultures, governance, and ways of affirming their continuity on these lands:

- Musqueam Indian Band: musqueam.bc.ca
- Squamish Nation: squamish.net
- Tsleil-Waututh Nation: twnation.ca

Please visit the City of Vancouver website to learn more about the designation as a City of Reconciliation, the City of Vancouver's United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP) Strategy, and the City of Vancouver's First Peoples: A Guide for Newcomers:

[Read the City of Reconciliation webpage here](#)

[Read the UNDRIP Strategy here](#)

[Read First Peoples: A Guide for Newcomers here](#)

2. About This Report

This report presents summarized information and key findings related to all engagement initiatives undertaken in Phase 4 of the planning process. A more detailed breakdown of engagement events and activities, as well as responses to the Shape Your City survey and the Market Research survey can be found in the section titled: *12. Appendices*.

This report also includes information on the process to date, engagement by the numbers, and who we heard from. The Phase 4 engagement feedback will help inform the Preferred Site Concept and the Draft Policy Statement.



Policy Statement Timeline

The ʔəyalməxʷ/lýálmexw/Jericho Lands planning program is a multi-year process that will result in a Policy Statement for Council consideration.

BACKGROUND PHASE

PHASE 1

Information gathering

[Read the Phase 1 Engagement Summary here](#)

PHASE 2

Draft guiding principles, emerging ideas, and site concept development

[Read the Phase 2 Engagement Summary here](#)

PHASE 3

Draft concepts

[Read the Phase 3 Engagement Summary here](#)

PHASE 3.5

Process update, Inspire Jericho Talk and refine concept

[Watch the Inspire Jericho Talk here](#)

PHASE 4

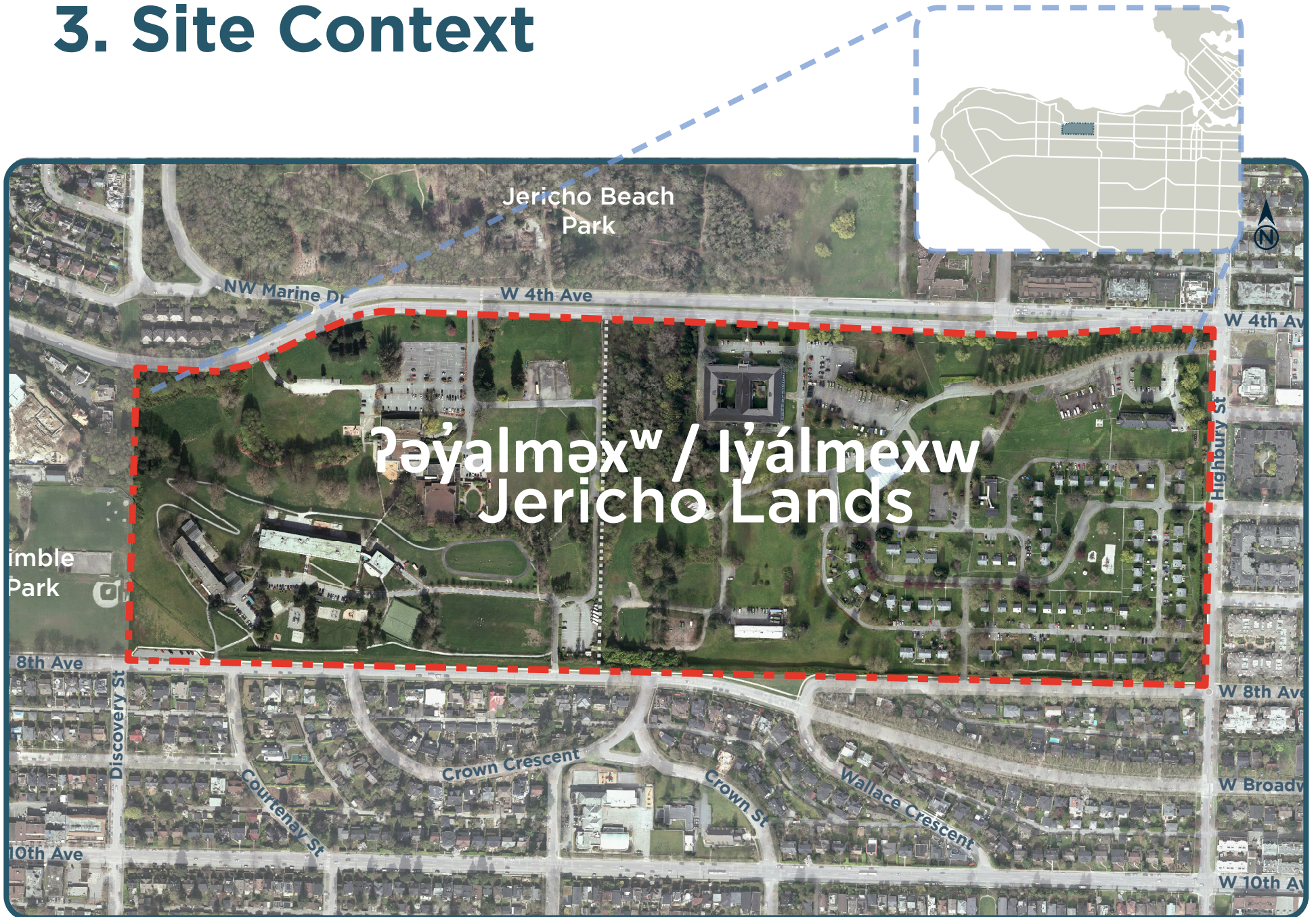
Landowners' Revised Site Plan Concept

[Read the Phase 4 Information Boards here](#)

PHASE 5

Draft Policy Statement & Report to Council

3. Site Context



4. Host Nations Engagement*

Engagement with MST Nations' Community Members to inform planning for ʔəʔalməxʷ/Iyálmexw/Jericho Lands

The redevelopment of ʔəʔalməxʷ/Iyálmexw/Jericho Lands is an Indigenous-led development project within the City of Vancouver, a designated City of Reconciliation, being planned in partnership between MST Partnership (MST) and Canada Lands Company (CLC). Planning for the site began in 2019 and is driven by MST traditional practices and worldviews that consider not just today or tomorrow, but seven generations into the future. Engagement with MST Nations' Community Members is a core project aspiration established by MST-CLC at the outset of the project and has provided a foundation for the planning and design process.

Multiple Engagement Opportunities with MST Nations' Community Members

Since the launch of the planning process, there have been multiple rounds of engagement with MST Nations' Community Members regarding ʔəʔalməxʷ/Iyálmexw/Jericho Lands. These activities were led by MST-CLC.

Some highlights and milestones of this engagement include:

- Launch of Inspire Jericho planning process with MST Nations' Community Members (March 2019)
- Appointment of Cultural Liaisons from each of the MST Nations to provide advice to the project team and to lead engagement with MST Nations' Community Members (2019)
- 20+ in-person and virtual meetings and gatherings with Knowledge Keepers, Elders, youth, students and general community members (2019-2023)
- Pop-ups in Nations' communities to share how MST Nations' Community Members feedback was informed the MST Cultural Whorl and the site concept (2023)

* Content for this section provided by the Landowners.

What Was Heard

MST-CLC has been inspired by the input and knowledge shared at many events by MST Nations' Community Members.

Some of the themes that have been brought up most consistently during engagement include:

- Remembering the history of ʔəyálməxʷ/Iyálmexw and celebrating those who lived there through sharing art and stories
- Integrating MST culture throughout ʔəyálməxʷ/Iyálmexw/Jericho Lands, including through building design, artwork, signage, street and place names, and welcome posts
- Incorporating nature and natural elements into the design and creating outdoor spaces for people to visit and gather, including lookouts on the ridge, trail networks, community gardens with food and traditional plants, and play areas for sport and families
- Representing the spirit of the longhouse through building design and creating places for community to come together
- Prioritizing climate resiliency in building design and utilizing sustainable building practices
- Celebrating the opportunities that MST working together would bring for the economic, training, and cultural future of Community Members



Photo credit: MST Partnership

Honouring MST Nations' Community Member Feedback: The MST Cultural Whorl

MST-CLC, working closely with Cultural Liaisons from each of the Nations, used the knowledge, stories and input shared by MST Nations' Community Members to inform the MST Cultural Whorl. The MST Cultural Whorl weaves input and aspirations of MST Nations' Community Members into a pattern of interconnected Cultural Design Inspirations, Cultural Site Planning Elements and Cultural Design Principles that will blanket ʔə́yalməxʷ/Iýálmexw/Jericho Lands with MST culture.

In the centre, there are three Cultural Design Inspirations that provide the foundation for planning the new community. In the middle layer, seven Cultural Site Planning Elements expand on the Inspirations. Finally, the outer layer describes 14 Cultural Design Principles which speak to how MST culture will be imprinted in the planning and design of the future neighbourhood at ʔə́yalməxʷ/Iýálmexw/Jericho Lands.

Like wool spun in a spindle whorl, many of these Inspirations, Planning Elements, and Design Principles are interconnected and overlap. The MST Cultural Whorl is foundational to the features of the site concept for ʔə́yalməxʷ/Iýálmexw/Jericho Lands.

Future engagement

MST-CLC will continue to engage with MST Nations' Community Members, particularly related to education, skills training, and economic and cultural opportunities during the construction of ʔə́yalməxʷ/Iýálmexw/Jericho Lands. MST-CLC will also continue to engage with MST Nations' Community Members to ensure that the Cultural Whorl is reflected in all stages of the planning, design, and construction process. This engagement will contribute to defining the design guidelines and neighbourhood character expression, as well as public art and landscape plans, and building design.



5. Phase 3.5 Engagement

In fall 2022, the City project team re-engaged with the Landowners to analyse the feedback from public engagement to date, carry out further technical studies, and begin to work towards a conceptual site plan that would better reflect Indigenous design values, and the importance of the site to the Host Nations. The Landowners also conducted additional engagement with xʷməθkʷəy̓əm (Musqueam), Sḵwxwú7mesh (Squamish), and səliłwətał (Tsleil-Waututh) Nations community members.

Phase 3.5 provided an update on the project and process, shared the outcomes of the engagement with xʷməθkʷəy̓əm (Musqueam), Sḵwxwú7mesh (Squamish), and səliłwətał (Tsleil-Waututh) Nations community members, and outlined next steps in the planning program.

Community Newsletter (Spring 2023)



+12,000

copies distributed to West Point Grey and Kitsilano residents, and Host Nation members.

Inspire Jericho Talk #5 (April 2023)



88

attendees to the in-person event.

140 views to-date of the recorded event.



Watch Here

**Inspire Jericho Talk #5: Celebrating MST Culture
at 7əyalməxw/lyálməxw/Jericho Lands**

6. What We Shared in Phase 4

In June 2023, the City and Landowners' teams co-hosted a number of engagement events to seek feedback on the Landowners' Revised Site Concept for ʔəyálməxʷ/Iyálmexw/Jericho Lands. The concept was shaped and informed by the MST Cultural Whorl, previous public engagement, the Council-endorsed Guiding Principles and Emerging Ideas, city-wide objectives and various technical studies.

The materials shared during this round of engagement included details on land use, housing, density and building heights, parks and open space, transportation, and public amenities.

Landowners' Revised Site Plan Concept: Building Types and Heights

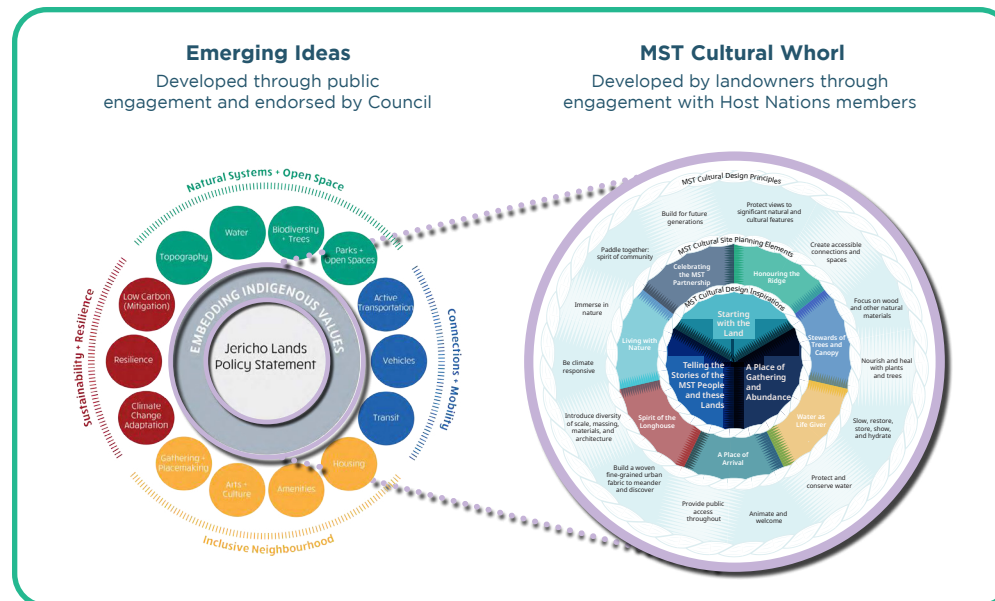


MST Site Planning Elements

The MST Cultural Site Planning Elements weave MST values and knowledge into the planning and development of ʔə́yalməxw/Iyálməxw/Jericho Lands. They speak to how xʷməθkʷə́yəm (Musqueam), Skwxwú7mesh (Squamish), and sə́lilwətał (Tsleil-Waututh) cultures and values will be reflected in the planning and design of the future neighbourhood. xʷməθkʷə́yəm (Musqueam), Skwxwú7mesh (Squamish), and sə́lilwətał (Tsleil-Waututh) have identified seven Site Planning Elements to guide planning on the site:

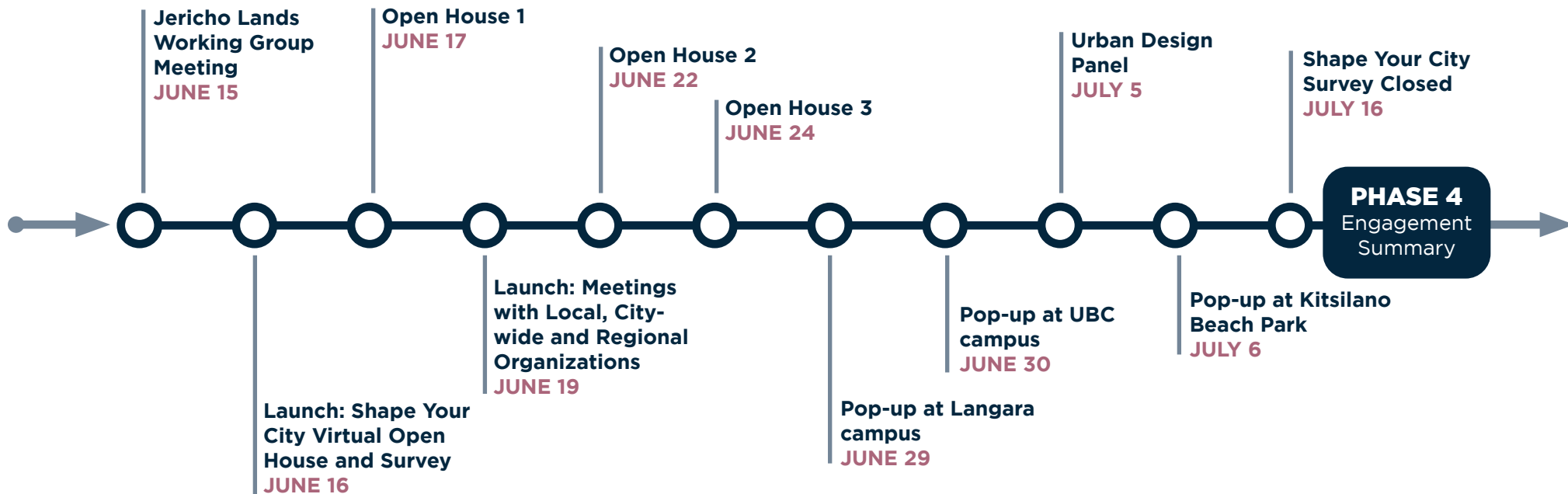
- Living with nature
- Water as a life giver
- Stewards of trees and canopy
- Honouring the ridge
- Spirit of the longhouse
- A place of arrival
- Celebrating the MST Partnership

These Site Planning Elements are reflected in various aspects of the site plan and embedded in both the MST Cultural Whorl and the Council-endorsed Emerging Ideas. Where applicable, the Site Planning Elements are featured in the materials covering Transportation and Connections, Parks and Open Spaces, Land Use, Density and Building Heights, and Public Amenities.





7. Phase 4 Engagement Process



8. Phase 4 Engagement By The Numbers

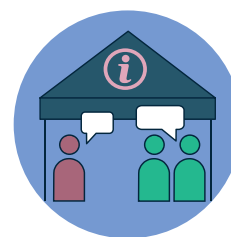
Phase 4 Notification Postcard



+12,000

copies distributed to West Point Grey and Kitsilano neighbourhood residents and businesses.

Youth-led Pop-Up Events



3

pop-up youth engagement events
with
+175 people engaged in
conversation.

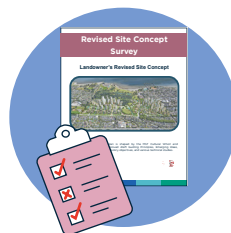
ᑭᐱᙻᐤᓄᗪ/ᐱᙻᐤᓄᗪ/Jericho Lands Email Notification List



+1,750

people signed up
to receive project
notifications to date.

Shape Your City Survey



2,635

total responses to the survey.

Meetings with Local, City-wide and Regional Organizations



+440

participants across
15 meetings.

In-person Open Houses



~946

members of the public attended
across
3 in-person open houses.

Shape Your City Webpage - Virtual Open House



44

Online questions and feedback
received via the webpage
Question & Answer tool.

+120 emails received from the public.

9. Phase 4 Communications and Engagement Activities

Summary of “what we heard” through all engagement activities:

MST culture, values and history:

Strong support for how MST culture, values and history are embedded in all aspects of the Landowners’ Revised Site Plan Concept.

Parks and open spaces:

Parks and open spaces are important for quality of life and livability, and the increased density necessitates more green space than is proposed.

Active transportation:

Support for the active transportation elements of the Landowners’ Revised Site Plan Concept, i.e. the car-light design, and emphasis on walking, rolling, cycling, and transit.

Density:

Mixed opinions about the increased density. Many feel the density is too high, while others support the density, expressing a need for more housing options close to rapid transit.

Building heights:

Concerns about the proposed building heights and potential negative impacts on the area’s natural beauty, neighbourhood character, and overall livability.

Land use and amenities:

General support for a compact, complete community, with a variety of uses to meet daily needs within an easy walk. Some concerns about having sufficient public amenities for the proposed density and future population.

Phase 4 Engagement Activities Overview

The following sections provide an overview of the communications and engagement activities that took place during the Phase 4 engagement period.



Print and digital forms of communication were used to notify the public and stakeholders of Phase 4 of the Ṣəyálməxw/lyálməxw/Jericho Lands Planning Program. Social media was an important communication tool that was used to help expand our outreach, and to provide a platform for the public to create, share or exchange ideas and issues related to the Ṣəyálməxw/lyálməxw/Jericho Lands. Other more traditional notification tools were also used to inform and remind the public about open house events and the survey.



Social Media Campaign

Organic

94,813 Impressions

1,847 Engagements

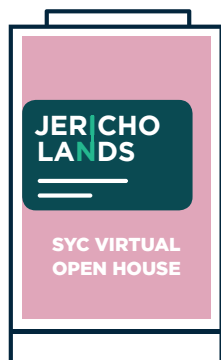
Paid

100,584
people reached

180,727 Impressions

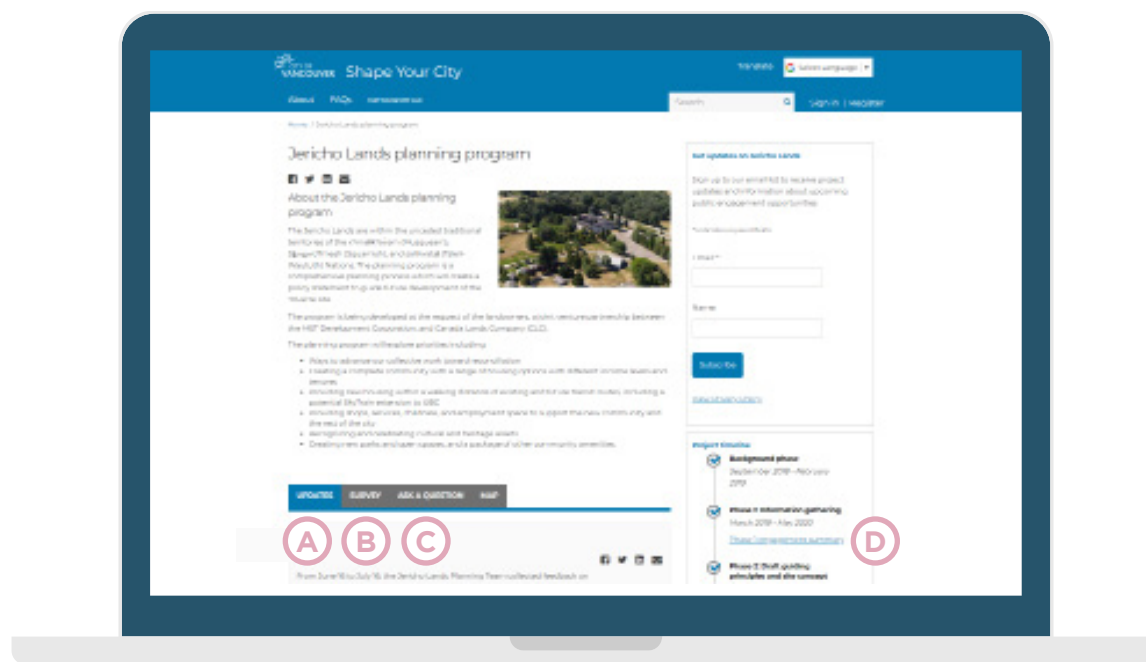


Shape Your City Webpage - Virtual Open House

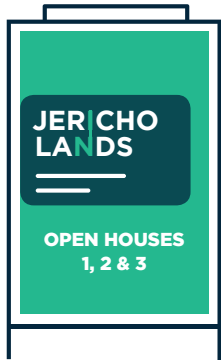


The ᑭᐱᑭᐱᑭᐱᑭᐱᑭᐱᑭ/Jericho Lands Shape Your City webpage (shapeyourcity.ca/jericho-lands) was the digital home of the virtual component of our open house. This tool was critical for City staff to share documents and information with the public. The webpage housed all the Phase 4 engagement-related documents, including information on the planning process, engagement tools, engagement opportunities, as well as background documents from current and previous phases, such as:

- (A) The City's and Landowners' information boards
- (B) Link to the survey
- (C) Shape Your City Question & Answer tool
- (D) Previous engagement materials and summaries



In-person Open Houses



City staff hosted three in-person open houses in collaboration with the MST Partnership and Canada Lands Company.

The intent of these open houses was to provide a welcoming space to learn about and share feedback on the Landowners' Revised Site Plan Concept through conversations with City staff, the Landowners' team, and the Host Nations Cultural Liaisons. Notifications for the open houses were broadcast through the project's Shape Your City webpage, Listserv, and postcard mail outs.

+940 members of the public attended the three open houses.

Dates and locations of the three open houses:

Open house #1 - June 17 - Jericho Hill Gymnasium & Pool

Open house #2 - June 22 - Jericho Hill Gymnasium & Pool

Open house #3 - June 24 - Vancouver Central Library



Meetings with Local, City-wide and Regional Organizations



City staff met with and presented to a number of local, city-wide and regional groups and organizations. These groups represented specific interests such as small business, economic development, tourism, housing, climate change, real estate, local ecology, recreation, active transportation, seniors services, and under represented and equity seeking communities.

Groups and organizations City staff met with during Phase 4:

- Community Housing Sector (June 19)
- Destination Vancouver (June 20)
- HUB Vancouver Chapter (June 20)
- Vancouver District Labour Council (June 20)
- Climate Emergency Action Plan Amplifier Group (June 23)
- Vancouver Real Estate Board (June 28)
- Point Grey BIA (June 29)
- Greater Vancouver Board of Trade (July 5)
- Jericho Stewardship Group (July 10)
- Brock House (July 10)
- Destination British Columbia (July 11)
- City of Vancouver's Council of Committees (July 11)
- Jericho Sailing Centre (July 12)
- Vancouver City Planning Commission (July 19)
- West Broadway BIA (July 27)

+440 people in attendance across these **15** local, city-wide and regional meetings

Summary of what we heard during these meetings:

Mobility Network



- Interest in transportation upgrades for Jericho Beach Park and surrounding area.
- Strong walking and cycling connections particularly on adjacent streets and proposed VSB school
- Concerns about neighbourhood traffic particularly on neighbourhood streets and 4th Ave.
- Supportive of two SkyTrain Stations servicing the site and surrounding neighbourhood.
- Future SkyTrain Stations and active transportation network will enhance connectivity to Jericho Beach Park.

Parks and Open Spaces



- Overall support for proposed parks and open space.
- Tall buildings allow for more green space and park space.
- Maintain as many natural aspects as possible.
- Interest in how future Jericho Beach Park Master Plan will align and be informed by Jericho Lands planning program.

Density



- Support for increased density to provide more housing options
- Concerns about level of density being proposed.
- Suggestions to explore locating similar amount of density in shorter mid-rise building forms.
- Some support increased density on the west side of the City.

Building Types and Heights



- Some concerns about building heights.
- Tall buildings will have impacts on views of the mountains.
- Tall buildings are not livable.
- Some believed buildings were not tall enough.
- Tall buildings allow for more publicly accessible green space and park space.
- Three 49 storeys sentinels are culturally significant to Musqueam, Squamish and Tsleil-Waututh Nations.

Housing



- Support for more housing choices.
- Need more affordable housing.
- Interest in affordability breakdown.

Environment



- Concerns about environmental impacts.
- Concerns about hydrological issues which may impact development.
- Requests for hydrological studies.
- Concerns about impacts on wildlife.
- Concerns about impacts to Jericho Beach Park.

Public Amenities



- Support for co-locating community spaces.
- Concerns around providing enough childcare spaces.
- Concerns around providing public services to support growing population such as healthcare, education, emergency services.
- Support for services and amenities for seniors.

Musqueam, Squamish and Tsleil-Waututh Culture



- Strong overall support for cultural aspects of the proposal.
- Business community is interested in how they can support Musqueam, Squamish, and Tsleil-Waututh cultural recognition, small business and cultural facilities.
- Musqueam, Squamish, and Tsleil-Waututh cultural influence on architecture will attract provincial, national and global interest.

Economic Development



- The proposal is viewed by many as an economic development and tourism generator of the future (some parallels with Shipyards and Granville Island).
- Interest in type of industrial spaces to be located on site.
- Tourism economy attracts and provides benefits to local residents.
- Tourism BC sees opportunity for more than one hotel on site.
- Provide policy flexibility to enable appropriate uses and additional floor area for job space if demand is there in the future.
- Interest in expanding BIAs to include new Jericho Lands businesses.
- Provide amenities for seniors and elders.

Seniors



- Support for multi-generational living.
- Aging in place is accessibility.
- Support for units being accessible .

Accessibility



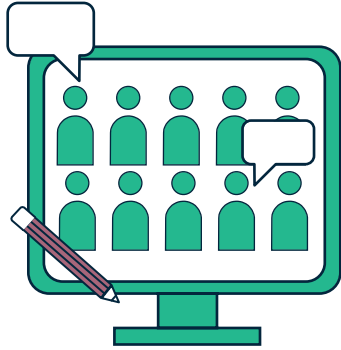
- Include public washrooms in proposal.
- Ensure “public” and “private” spaces are made accessible.

Sustainability and Climate Change



- Support for wood frame construction.
- Reduce carbon footprint as much as possible.
- Plans should consider climate change adaptation.
- Concerns around concrete construction not being sustainable.
- Support for active transportation to reduce carbon footprint.

Jericho Lands Working Group



In the summer of 2019, a call for applications was made for people interested in participating in the ʔəyalməxw/Iyálməxw/Jericho Lands Working Group, and a 24-member Working Group was selected. The volunteer membership comprises of a group of people representing both local community and city-wide perspectives.

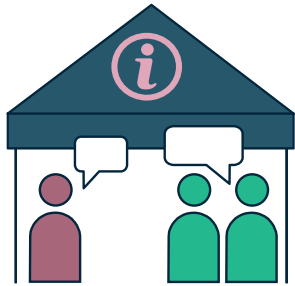
Since December 2019, the Working Group has met on 18 occasions (not including site walks with City staff and the Landowners' design team), including twice since January 2023. The role of the Working Group is to provide input to staff during the development and review of the ʔəyalməxw/Iyálməxw/Jericho Lands Policy Statement, as well as feedback on the public engagement process.

[Learn more about the Jericho Lands Working Group here](#)



Community co-Design Session (July, 2019)

Youth Engagement



To include more youth in the planning process and provide the ʔəyálməxw/lyálməxw/Jericho Lands Planning Program with perspectives from students and young adults, City staff led a number of engagement activities tailored to youth. City staff adopted the engagement principle of having a small group focus, and going to where youth were located in order to reduce barriers to participation.

City staff reached out to Langara College and UBC students, and with their help, designed and undertook a number of outreach and engagement initiatives. With guidance from City staff, a group of students developed several engagement activities. These activities included three in-person youth-led pop-up events, a social media takeover at Langara College, and subreddit* posts written by the students.

Dates and locations of the three pop-up events:

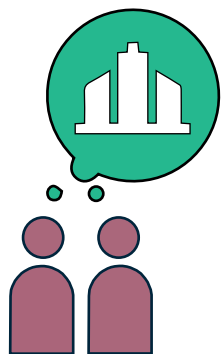
- **Pop-up #1** - June 29 - Langara campus
- **Pop-up #2** - June 30 - UBC campus
- **Pop-up #3** - July 6 - Kitsilano Beach Park

+175 people were engaged in conversation across the 3 pop-up events

**Subreddit, or a subreddit thread, is a subsidiary category on the social media platform Reddit. A subreddit thread allows users to discuss and vote up or down a specific topic of interest.*



Phase 4 Urban Design Panel



Urban Design Panel (UDP) advises City Council and staff on development proposals or policies, including major development applications, rezoning applications, and other projects of public interest.

On July 5, 2023, City staff, the Landowners, and their design team presented to UDP for the second time in the Դայալմաքս/Լյալմաքս/Jericho Lands planning process. The goal of this presentation was to receive advice from the panel on the Landowners' Revised Site Plan Concept. Following the presentation, UDP members provided verbal feedback to the team, which were recorded in the meeting minutes.

UDP members agreed on a number of elements and recommendations. These consensus items are:

- Modify and reconsider the cluster of buildings east of the forest stand (along West 4th Avenue);
- Greater alignment with adjacent street network surrounding the site for vehicles, pedestrians and cyclists (specifically along West 8th Avenue);
- Create guidelines and metrics to improve livability/social gathering in taller buildings;
- Create sustainability, resiliency and energy metrics at the policy stage; and
- Further develop the approach to managing water on the site and understand it's potential effects on adjacent wetlands.

The minutes for the full UDP Phase 4 Landowners' Revised Site Plan presentation and discussion are below:

[Read the July 5 2023 UDP minutes here](#)

10. Shape Your City Survey Summary

A key objective of the Phase 4 Engagement period was to seek feedback from the public on the Landowners' Revised Site Plan Concept. City staff asked the public to share their thoughts on the Landowners' Revised Site Plan Concept by completing a survey. The survey was shared via the Shape Your City project webpage and was open for responses from June 16 to July 16, 2023.

There were **2,635** total responses to the Shape Your City survey.



Illustrated rendering of Landowners' Revised Site Plan Concept shared in Phase 4 of the ʔəyalməxw/Ilḡalməxw/Jericho Lands planning program.

Survey at a Glance

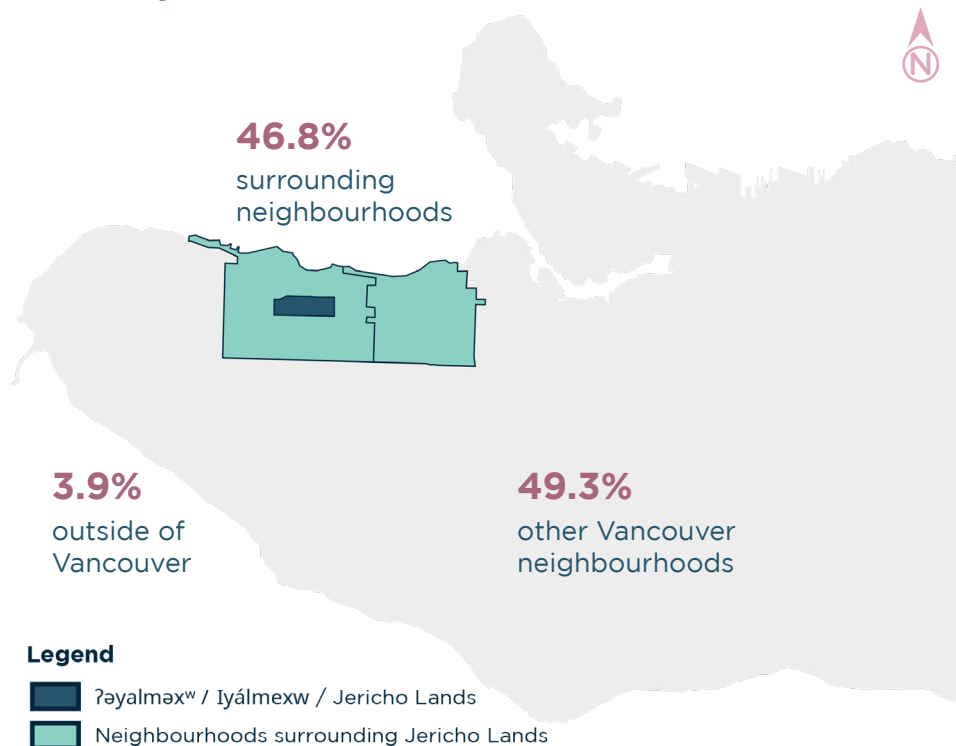
Who we heard from

We asked all respondents to complete demographic questions at the end of the survey. This demographic data was collected to better understand who we heard from.

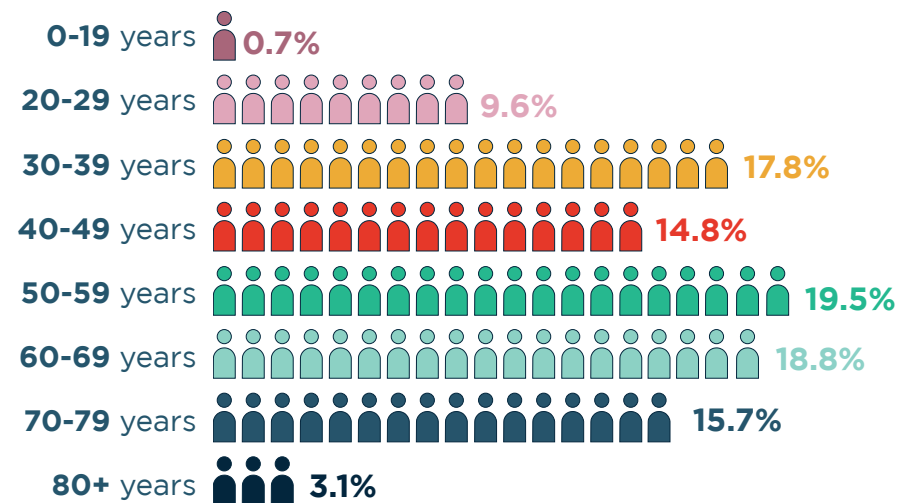
This is a snapshot of the **2,635** people that we heard from:

- **63%** of respondents indicated they owned their place of residence, versus 29% who rented.
- **35%** of respondents had household annual incomes of \$100,000 or higher.
- **59%** of respondents indicated they were of European origins.
- **52%** of respondents had no children at home.
- **41.1%** of respondents identified as a women, **41.2%** as men, **2%** as non-binary/gender diverse, and **15%** preferred not to answer.
- **34%** of respondents were over the age of 60.

Respondents' location



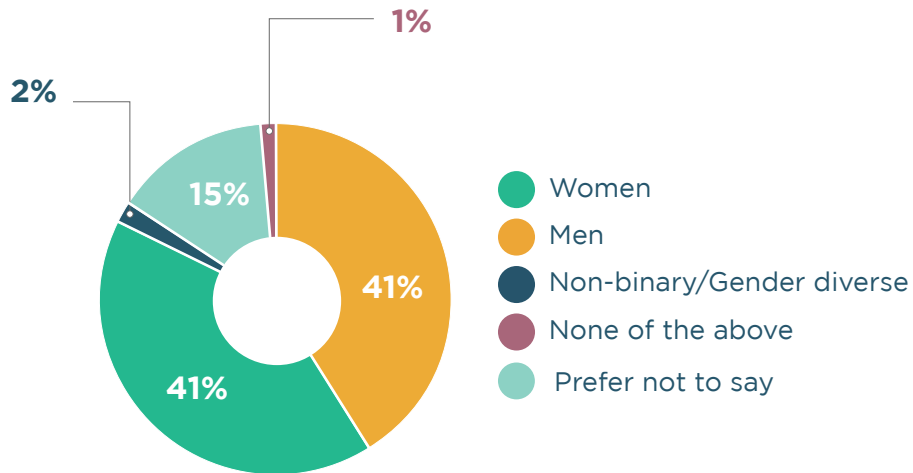
Age distribution



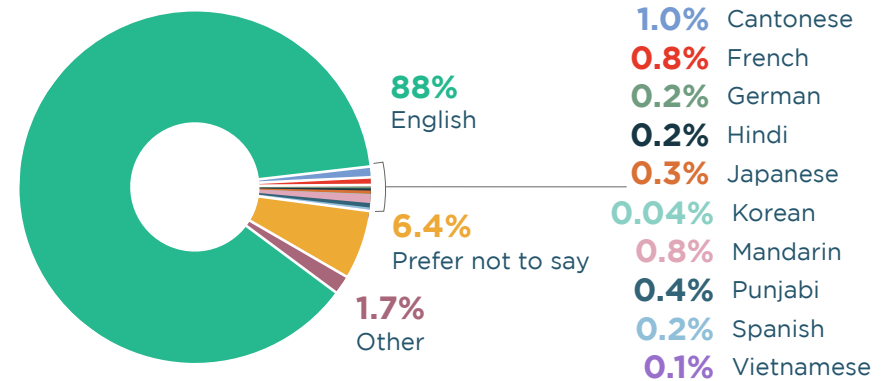
Note: Not all respondents provided postal codes, and not all respondents provided their age range, and are therefore not represented in the graphics on this page.

Survey at a Glance

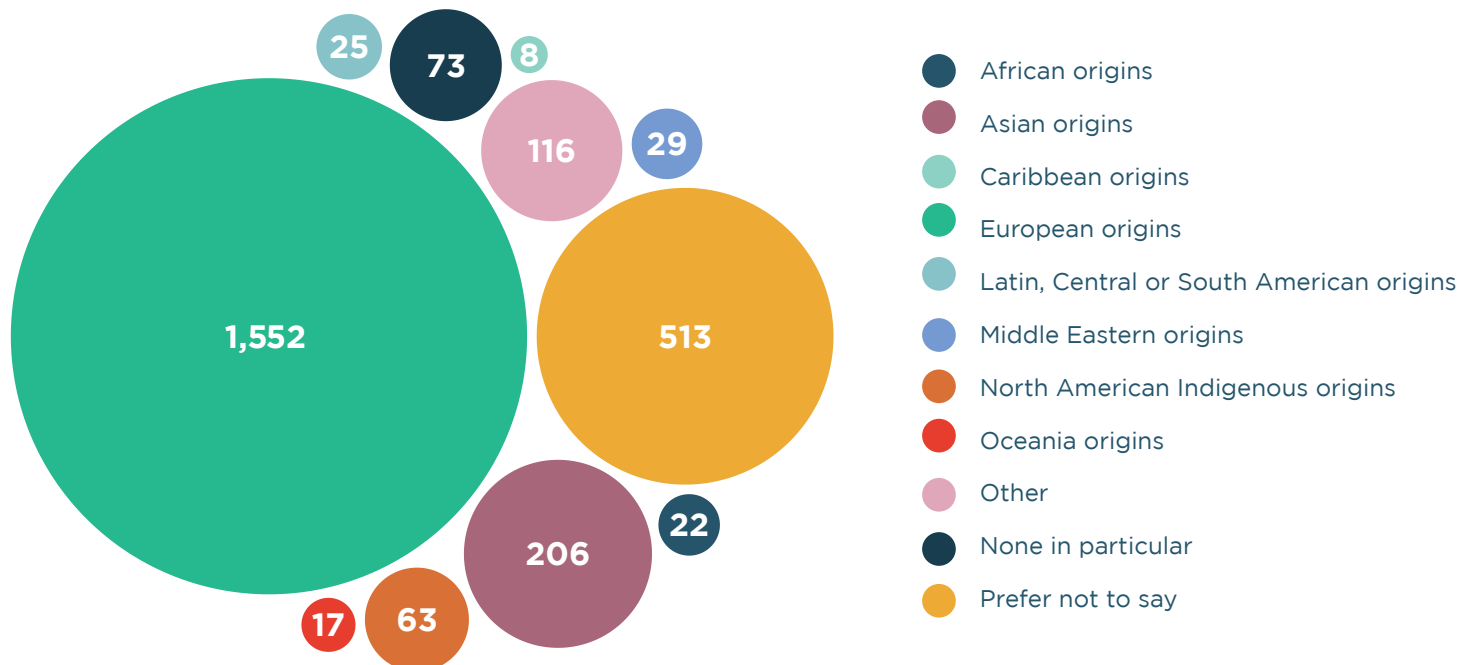
Describe your gender identity



Language do you speak most often at home

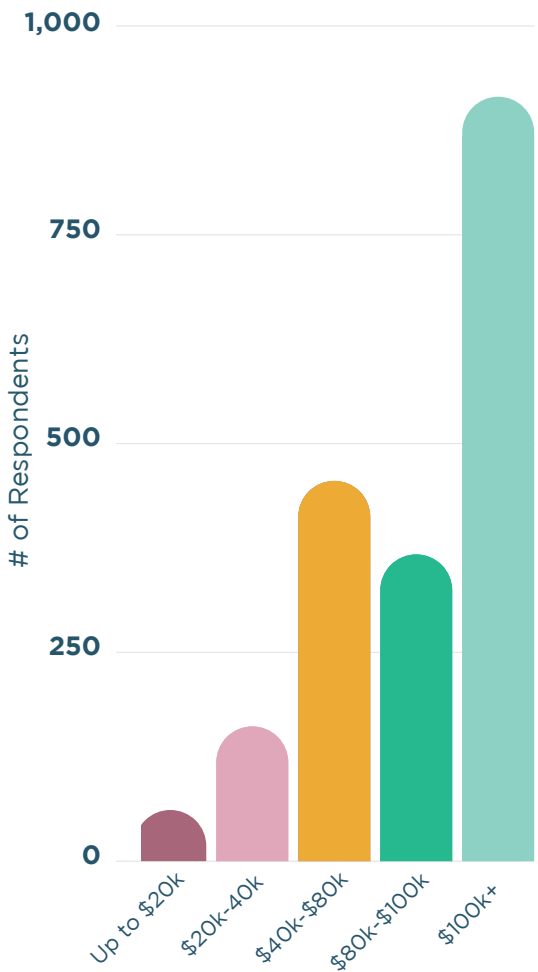


Describe the race/ethnicity of your ancestors



Survey at a Glance

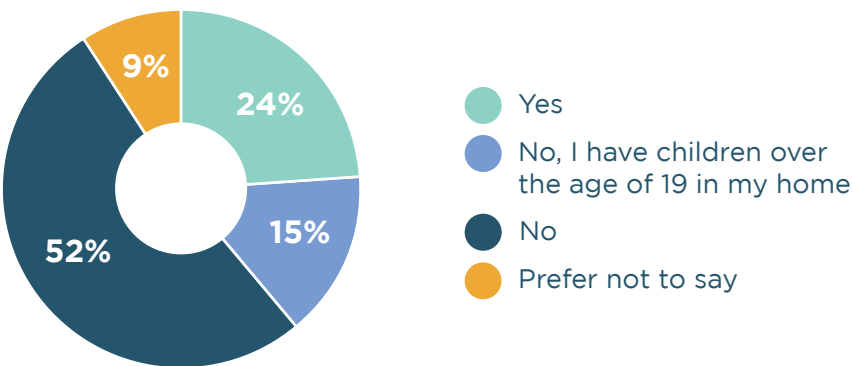
Household annual income



Currently own or rent your home?



Children under the age of 19 at home

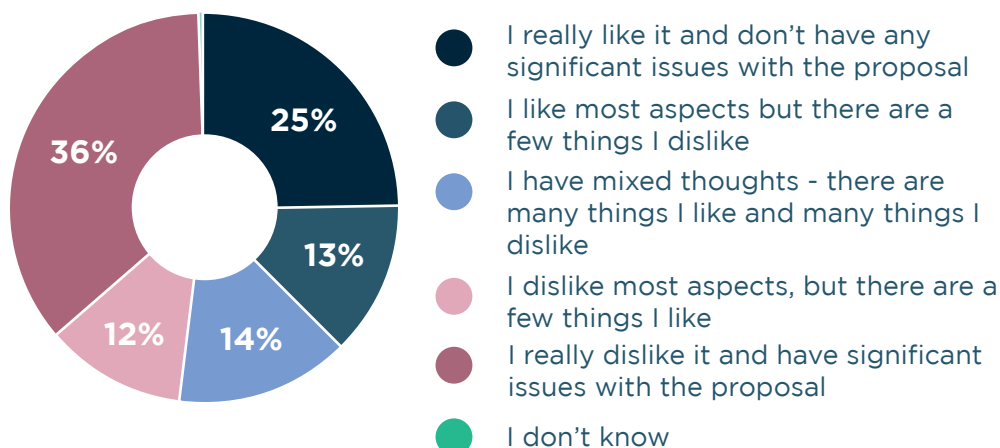


Key Takeaways

The following section is a summary of “what we heard” through the Shape Your City survey. There were five sections to the survey, not including the demographic questions. These five sections were (1) parks and open spaces, (2) transportation and connections, (3) land use, (4) density, building types and heights, and (5) public amenities. The five sections of the survey included closed- and open-ended questions. The closed-ended questions asked respondents to categorize their impressions on the given topic. The open-ended questions asked for additional written feedback on the given topic. **A more detailed report on the survey results can be found in Appendix B.**

What we heard overall

Overall, **38%** of respondents said they really liked or liked most aspects of the revised site plan concept, while **48%** of respondents “dislike” or “really dislike” the revised site concept.



Survey response quotes

As much as I am in favour of green space, I am very against the high-rises, so I would rather have less green space in this project and lower buildings.

We should preserve nature in all her beauty, cherish the open spaces and the greenery and never lose sight of the ocean and mountains that define this area.

We need more projects like this in the city of Vancouver, we are getting more housing and community amenities here, we are working with Indigenous communities as part of the City's Reconciliation strategy and making use of such an under utilized piece of land.

What a beautiful, long-awaited project led by our local Nations! I fully support this project and I hope it really makes West Point Grey a more inclusive, accessible, and vibrant place.

Very tall buildings are less sustainable, even though technologies are improving. 6 -10 story buildings seem to be the most sustainable and it's where people like to live.

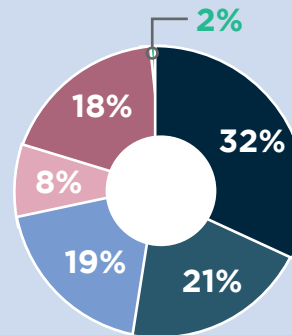
Key Takeaways

Parks and Open Spaces



Key themes from open ended questions

Mixed views about parks and open spaces, with some liking the balance between density and park space, and others concerned about loss of natural environment and insufficient park space for the proposed density.

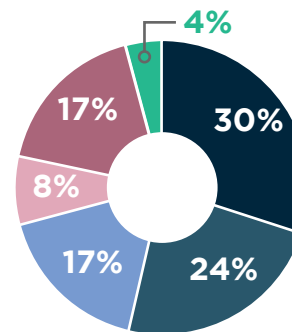


- I really like it
- I like most aspects
- I like some aspects and not others
- I dislike most aspects
- I really dislike it
- I don't know

Mobility Network



In favour of the plan for active transportation with a focus on walking, rolling and biking, reduced car reliance and connections to surrounding areas.

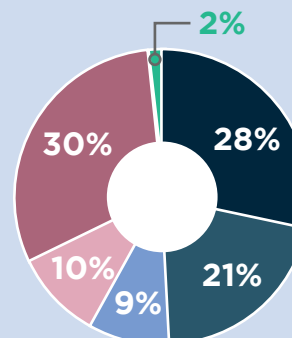


- I really like it
- I like most aspects
- I like some aspects and not others
- I dislike most aspects
- I really dislike it
- I don't know

Land Use



Walkable mixed use spaces will create a vibrant neighbourhood, and reduce the environmental footprint.



- Strongly agree
- Somewhat agree
- Neutral
- Somewhat disagree
- Strongly disagree
- I don't know

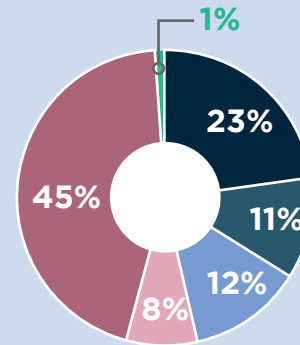
Key Takeaways

Density



Key themes from open ended questions

The majority of comments raise concerns that the proposal is too dense and will have negative impacts on the neighbourhood. There are some comments that acknowledge the need for increased density.

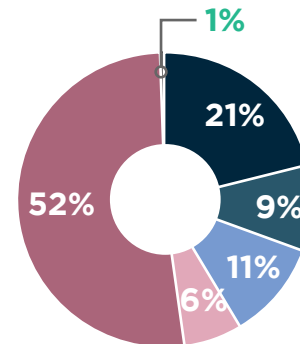


- I really like it
- I like most aspects
- I like some aspects and not others
- I dislike most aspects
- I really dislike it
- I don't know

Building Types and Heights



The proposed building heights are a concern for many respondents. Respondents suggest an alternative approach to landing density on the site through inclusion of low and mid-rise buildings. Respondents also raise concern that towers will negatively impact the natural systems, community and livability of the site

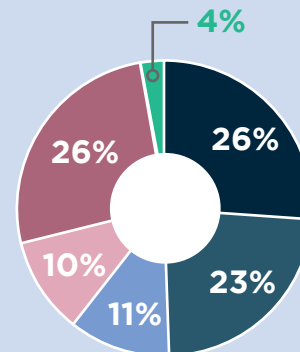


- I really like it
- I like most aspects
- I like some aspects and not others
- I dislike most aspects
- I really dislike it
- I don't know

Public Amenities



Support for the proposed mix of amenities. Some respondents suggest that additional amenities may be needed to accommodate the proposed density.”



- I really like it
- I like most aspects
- I like some aspects and not others
- I dislike most aspects
- I really dislike it
- I don't know

11. Market Research Survey



Summary of Market Research Findings

Similar to other City planning process, as a way to hear from a more diverse, city-wide cross section of respondents, Sentis was commissioned to conduct a representative survey with Vancouver residents to gather feedback on key elements of the Landowners' Revised Site Plan Concept. A sample of 842 Vancouver residents aged 18+ participated. The online survey shared the same questions and corresponding visuals about the Landowners' Revised Site Plan Concept as was included in the publicly accessible Shape Your City survey. Results were weighted by age, gender, region, and home ownership in attempts to reflect the City of Vancouver adult population.

This feedback was gathered to validate and compare responses to the publicly accessible self-selected Shape Your City survey. Responses from the market research survey will be used in addition to the other feedback we received in Phase 4 to develop a Preferred Site Concept and draft emerging policies. This section summarizes the findings from the market research survey.

Approach to conducting the market research survey



842

City of Vancouver
residents aged +18



+/- 3.5% (19 times out of 20)

Accuracy on the results of the total
sample size.



10-11 minutes

email-to-online survey



Results have been weighted by age,
gender, region, and home ownership to
accurately reflect the city of Vancouver
adult population

Summary of Market Research Findings -Continued

Awareness of Jericho Lands redevelopment plans *Before informed about Revised Site Plan*

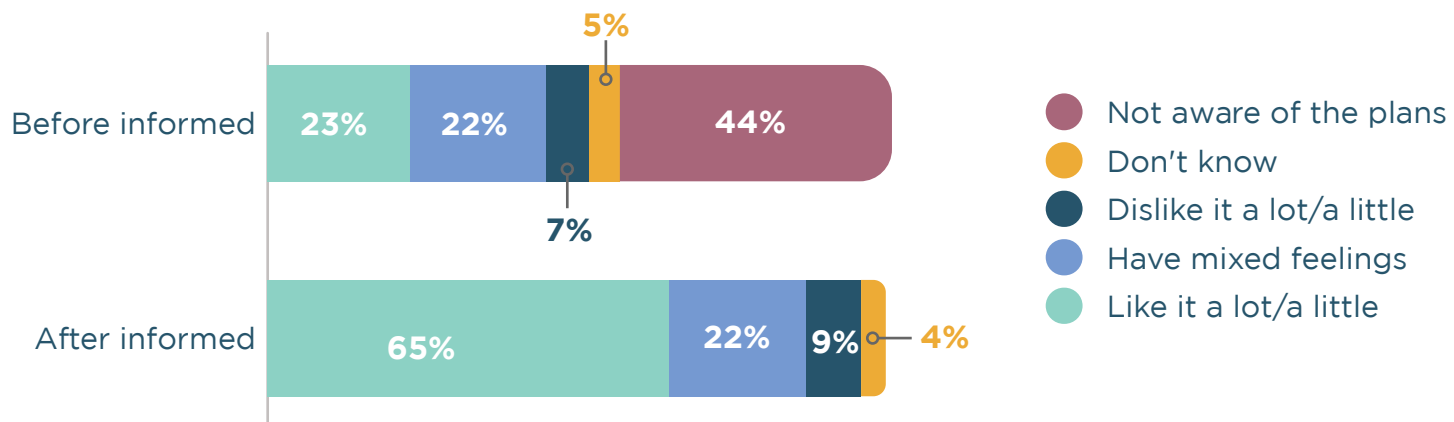
56% of residents have heard about the plans to redevelop the ʔəyálməxw/Iyálməxw/Jericho Lands, which includes 38% who have at least some idea about the plans and 18% who have only heard about it, but know nothing else.



Overall impressions of Jericho Lands redevelopment plans *Before vs. after informed about Revised Site Plan*

Residents were asked about their overall impressions of the ʔəyálməxw/Iyálməxw/Jericho Lands redevelopment plans before and after being informed about the revised site plan.

Initial impressions tend to be favourable (23% like it a little or a lot) or mixed (22%). Once informed about the details of the plan, **65%** of residents say they like all or most of the plan.



Opinions on specific aspects of Jericho Lands redevelopment plans

After informed about Revised Site Plan

Parks and Open Spaces



Takeaways from open ended questions

The proposal for parks and open spaces earn the highest approval ratings from residents. **78%** like all or most aspects of the plan.



Transportation and Connections



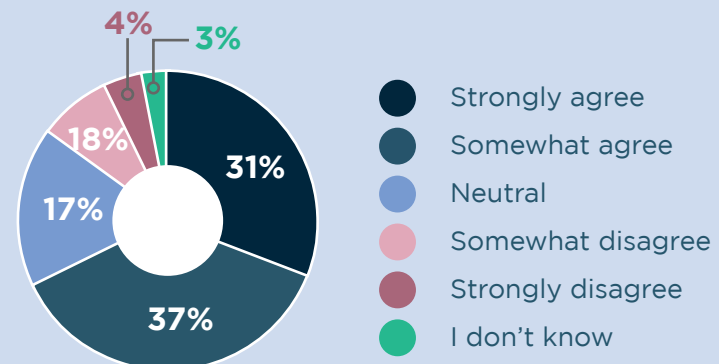
73% like at least most aspects of the transportation and connections plan. Residents often mention they like the focus on active modes of transportation (19%).



Land Use



68% agree that the plan has the right mix of land uses for Jericho Lands. Of note, 9% mention they are opposed to adding a hotel to the area.



Opinions on specific aspects of Jericho Lands redevelopment plans

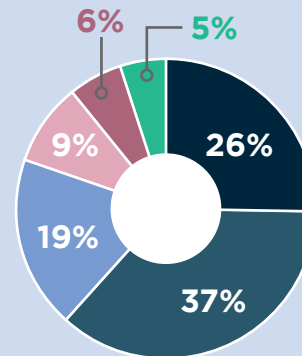
After informed about Revised Site Plan

Public Amenities



Takeaways from open ended questions

62% agree that the proposal has the right package of public amenities. The top critique is that the plan doesn't include enough affordable housing (15%).

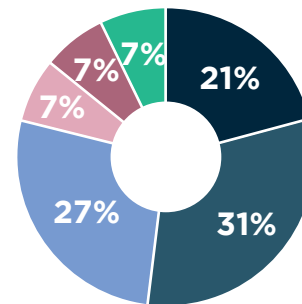


- Strongly agree
- Somewhat agree
- Neutral
- Somewhat disagree
- Strongly disagree
- I don't know

Density



The proposed plan for density earns relatively lower ratings from residents with **52%** liking all or most aspects of the plan.

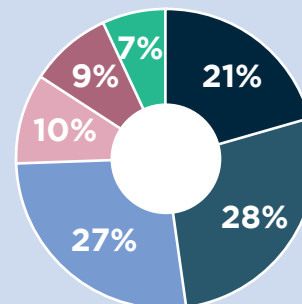


- I really like it
- I like most aspects
- I like some aspects and not others
- I dislike most aspects
- I really dislike it
- I don't know

Building Types and Heights



The plan for building types and heights similarly received lower ratings (**48%**). Specifically, residents are concerned about the proposed building heights in the plan (30% mentioning).



- I really like it
- I like most aspects
- I like some aspects and not others
- I dislike most aspects
- I really dislike it
- I don't know

What's Next

The feedback collected from June 16 to July 16 2023 that is summarized in this report will help inform the Preferred Site Concept and Draft Policy Statement.

Stay involved and up to date with the project by visiting the ʔəyálməxw/Iyálməxw/Jericho Lands Planning Program website: www.shapeyourcity.ca/jericho-lands or by emailing jericholands@vancouver.ca



12. Appendices



Appendix A:

Engagement Events and Activities

Engagement Events and Activities	Date(s)	Number of Participants
Shape Your City survey	June 16 - July 16	2635
Market research survey	June 26 - July 10	842
Jericho Lands Working Group	June 15	8
HUB	June 16	2
Open House #1	June 17	489
Community Housing Sector	June 19	10
Destination Vancouver	June 20	2
VDLC meeting	June 20	40
HUB (larger group)	June 20	20
Open House #2	June 22	200
CEAP Amplifier Group	June 23	10
Open House #3	June 24	257
Vancouver Real Estate Board	June 28	269
Point Grey BIA	June 29	4
Pop-up at Langara campus	June 29	50
Pop-up at UBC campus	June 30	50
Metro Vancouver Board of Trade	July 5	25
Pop-up at Kitsilano Beach Park	July 6	75
Jericho Stewardship Group	July 10	12
Brock House	July 10	12
Destination BC	July 11	2
Council of Committees	July 11	26
Jericho Sailing Centre	July 12	5
Advisory Committee: Vancouver City Planning Commission	July 19	10
West Broadway BIA	July 27	1

Appendix B:

Shape Your City Survey Summary

Parks and Open Space (Living with Nature)

The MST Site Planning Element “Living with Nature” refers to the proposed park and open space network. The Landowners’ Revised Site Plan Concept includes:

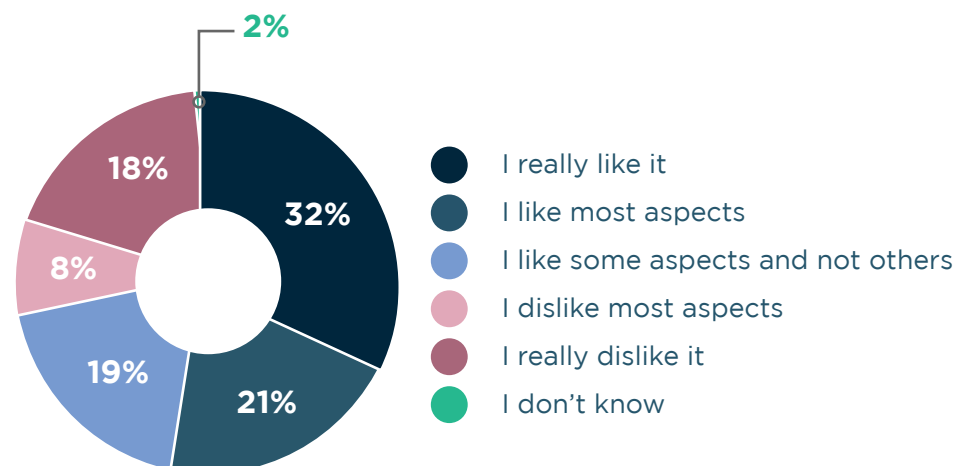
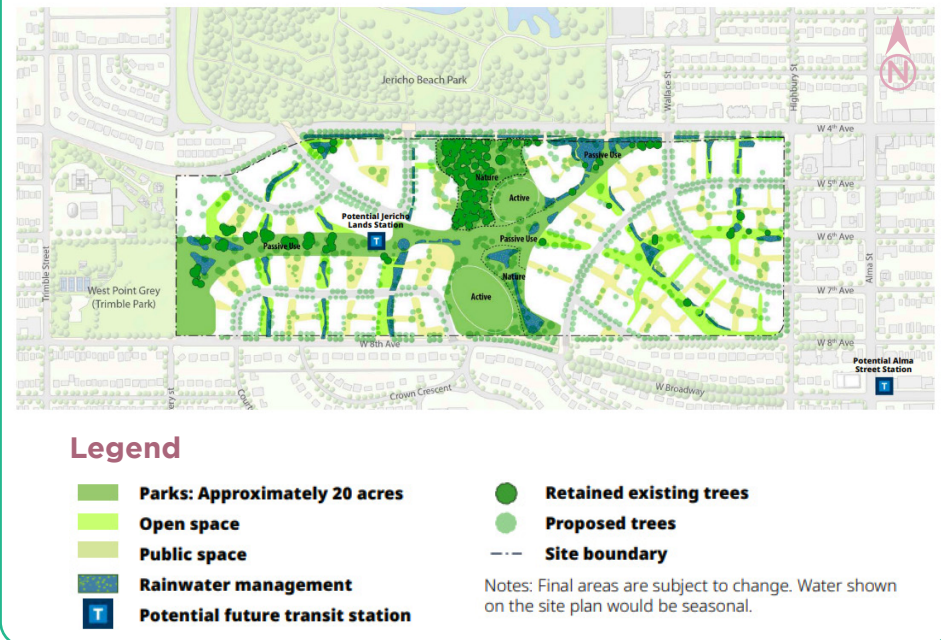
- Approximately 20 acres of park space.
- An additional approximately 10 acres of open space.
- The park and open space network provides sports fields, playgrounds, and natural and forest areas.
- Approximately 75% of the existing 4-acre forest in the middle of the site to be maintained and rehabilitated with native species.

What we heard

We asked respondents, “*What do you think about the proposed parks and open spaces for the site?*”

Overall, **53%** of survey respondents indicated that they “like” or “really like” the proposed parks and open spaces, while **26%** of respondents “dislike” or “really dislike” the revised site concept..

Parks and open space



Parks and Open Space (Living with Nature)

Parks and Open Spaces long answer question:

“What do you think about the proposed parks and open spaces for the site? (n=2,065)

Top likes

- Support for the amount of proposed park and open space.
- There is good balance between density and parks, and between wild and cultivated greenspaces.
- Support for the central park area, tree canopy and views.
- Preserves natural ecosystem, wild spaces, native plants, wetlands, wildlife, forest and trees.

Main concerns

- There will be an insufficient amount of greenspace and parks for the proposed density.
- Loss of natural environment, green and park space, habitat, wildlife, trees and forest.

Survey response quotes

There appears to be a nice mix of uses in the park land. From natural to active sports fields with connecting green spaces and trees.

Usable parks with tree cover and playing fields where people of all ages and physical ability can walk/bike/roll to access nature is fantastic!

The amount of green space compared to the development seems low! With the prospect of doubling the population of this neighborhood we will need much more park!

The balance of buildings, parks and forest is great.

There is not enough green space and the green space proposed is bunched up. It feels artificial. There's NO attempt to preserve nature or the ecology.

Transportation and Connections (A Place of Arrival)

The MST Site Planning Element “A Place of Arrival” speaks to site planning elements related to transportation and connections. The Host Nations have a tradition of welcoming everyone to their lands.

The Landowners' Revised Site Plan Concept proposes to open up these lands by removing fences and barriers—reconnecting the land on and above the Ridge down to the water. The perimeter of ʔayálməxw/lyálməxw/Jericho Lands will be opened up and stitched together with the surrounding neighbourhoods. Some of the key directions related to transportation and connections to and through the site include:

- Transportation through the site would focus on active modes: walking, rolling and cycling, with over 13 kilometres of walking and rolling paths.
- Strategic pedestrian and bicycle connections to and from destinations like Jericho Beach Park, Point Grey Village, and others.
- Greenways (paths) connecting the site east-west and north-south, following the natural terrain of the land.
- Well-defined connections to and from future SkyTrain stations (both on the *ᑭᐃᙱᐸᓄᐅᗇᐳᐅ*/*ᑭᐃᙱᐸᓄᐅ*/Jericho Lands and at Alma Street).

What we heard

We asked respondents, “What do you think about the proposed transportation and connections for the site?”

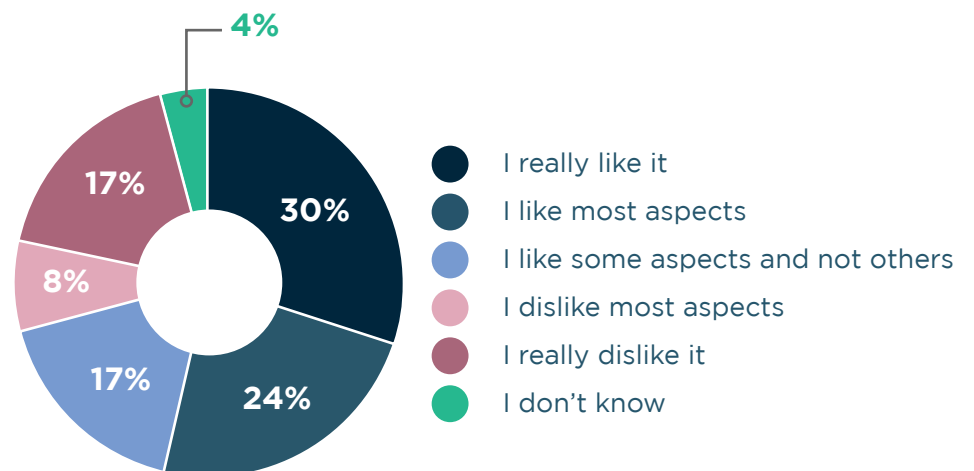
Overall, **54%** of survey respondents indicated that they “like” or “really like” the proposed transportation and connections, while **25%** of respondents “dislike” or “really dislike” the proposed transportation and connections.

Mobility network



Legend

- | | | | |
|---|------------------------------------|---|---|
|  | Local existing street bikeway |  | Pedestrian/bike crossing |
|  | Future planned bike/greenway |  | Vertical connection (elevator/escalator) |
|  | Painted existing bike lane |  | Traffic signal
(includes pedestrian and bike crossing) |
|  | Potential future transit station |  | Priority crossing (raised tabletop) |
|  | Primary pedestrian route |  | Mobi+Micro Mobility Station |
|  | Primary cycling route |  | Bike Parking Access |
|  | Secondary pedestrian/cycling route |  | Site boundary |
|  | Local street network | | |
|  | Local access/emergency route | | |



Transportation and Connections (A Place of Arrival)

Transportation and Connections long answer question:
“What do you think about the proposed transportation and connections for the site? (n=1,931)”

Top likes

- Support for the approach to active transportation with a focus on walking, rolling and biking, with connected paths, reduced car use, and connections to surrounding areas.
- Like the SkyTrain extension plan with one stop on site and a second stop a short walk from the site.

Main concerns

- Active transportation is unrealistic - people will still need or use vehicles.
- Concern that increased population on site will negatively impact traffic and will increase traffic and congestion in surrounding neighbourhoods, especially on 4th, 8th, 7th, and 5th Avenues.
- SkyTrain stops will bring noise and disturbance to the site, and spoil the ambiance of the neighbourhood.
- The proposal relies on the SkyTrain extension which has not been approved yet.

Survey response quotes

These active mode transportation and bicycle connections are important to me and it is good to see them incorporated into the design of this new area.

The prioritizing of non-car modes of transportation is fantastic, and having the SkyTrain station right there in the middle is brilliant!

I like the greenways, but hate the idea of putting SkyTrain stations that will change the ambiance of such a nice neighbourhood.

It is idealistic to have a vehicle free zone. There will be many people who still need cars (parents taking children to activities, going to work where transit is not well serviced, etc.).

Land Use (Spirit of the Longhouse)

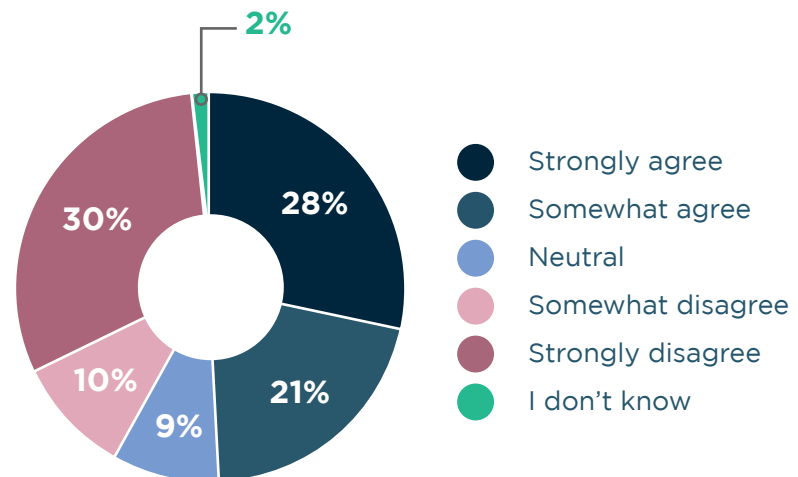
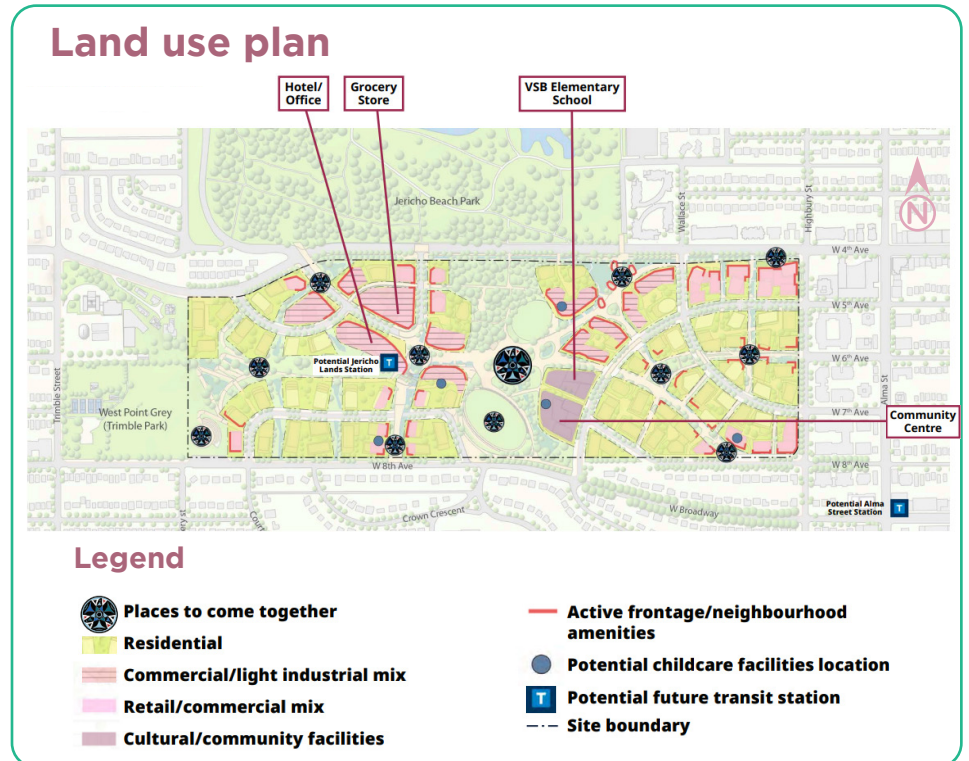
The MST Site Planning Element “Spirit of the Longhouse” is reflected in the proposed land use plan, densities and heights for the site. The Ȝəyálməxw/lyálməxw/Jericho Lands is envisioned as a complete neighbourhood, with:

- A range of housing types and tenures.
- A community centre.
- Retail (including grocery store) and service uses.
- Hotel, office, light industrial (e.g. canoe carving, maker-space, creative manufacturing, digital production, and research).
- Childcare centres.
- Cultural facilities.
- New parks and open spaces.

What we heard

We asked respondents, “Do you agree or disagree that this is the right mix of uses for the site?”

Overall, **49%** of survey respondents indicated that they “like” or “really like” the proposed land uses, while **40%** of respondents “dislike” or “really dislike” the proposed land uses.



Land Use (Spirit of the Longhouse)

Land Use long answer question:

"Do you agree or disagree that this is the right mix of uses for the site? (n=1,948)"

Top likes

- A mixed use, walkable space creates a thriving, vibrant, livable and diverse neighbourhood, with a sense of community.
- Like the proposed mix of amenities.
- Support for prioritizing pedestrian/cyclist access to a variety of uses along key public nodes.
- Good variety and balance between residential, commercial, retail, and office spaces.

Main concerns

- More or additional amenities will be needed with the proposed density.
- A hotel is inappropriate or unnecessary in this area.
- Unsure about the inclusion of light industrial, commercial, and office spaces.

Survey response quotes

The amenities required will be much more than what is currently being planned.

I don't think we should be adding a hotel and light industrial areas. It should be residential, like the rest of Point Grey.

Why a hotel? Will there be restaurants, coffee shops, pub where people can socialize and eat?

These are all facilities, spaces, amenities, and services we require in this community. In my opinion, this mix reflects a balanced community.

This means people can live, work, and shop in their neighbourhood, reducing their environmental footprint.

Proposed Density (Spirit of the Longhouse)

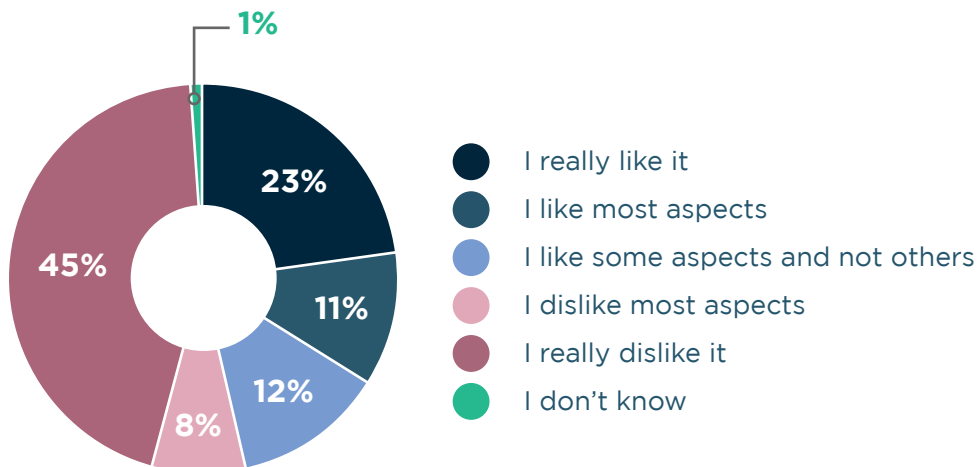
The Landowners' Revised Site Plan Concept has approximately 13.6 million square feet of total development floor area, with 890,000 square feet of nonresidential floor space including retail and services, hotel, office, light industrial, and community amenities including a community centre, childcare facilities, and cultural facilities.

Of the residential floor space, a minimum of 30% would be affordable housing, including 20% social housing (approximately 2,600 homes) and 10% moderate income rental housing (approximately 1,300 homes)—meeting or exceeding the City's Sustainable Large Development policy requirements.

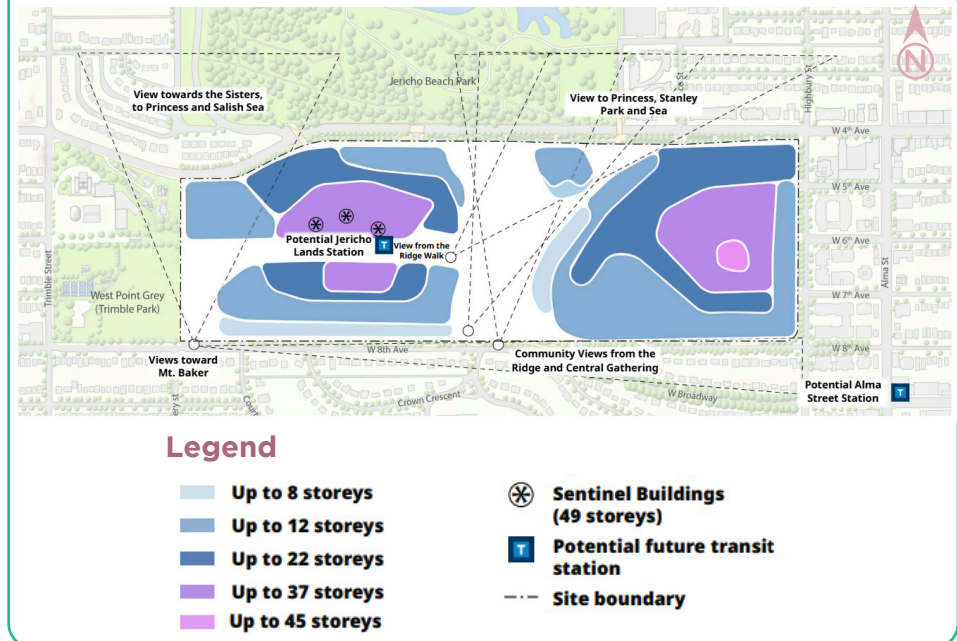
What we heard

We asked respondents, “What do you think about the proposed density of the development?”

Overall, **34%** of survey respondents indicated that they “like” or “really like” the proposed density, while **53%** of respondents “dislike” or “really dislike” the proposed density.



Building heights



Building Types and Heights (Spirit of the Longhouse)

The Landowners' Revised Site Plan Concept provides a range of new building types and heights, including:

- Mid-rise buildings (up to 8 storeys) along the western portion of 8th Avenue, with heights transitioning into the existing single-family neighbourhood to the south.
- Height transitions (up to 12 storeys) along the eastern portion of 8th Avenue, Highbury Street and 4th Avenue.
- Taller buildings (up to 45 storeys) generally located more centrally on the site.
- 3 “sentinel buildings” (49 storeys) representing the MST Nations located adjacent to the potential SkyTrain station near the centre of the site.

What we heard

We asked respondents, “What do you think about the proposed building types and heights for the site?”

Overall, **30%** of survey respondents indicated that they “like” or “really like” the proposed building types and heights, while **58%** of respondents “dislike” or “really dislike” the proposed building types and heights.

Building types and heights

Total floor area: 13.6 million square feet
Gross floor space ratio (FSR): 3.5



Legend

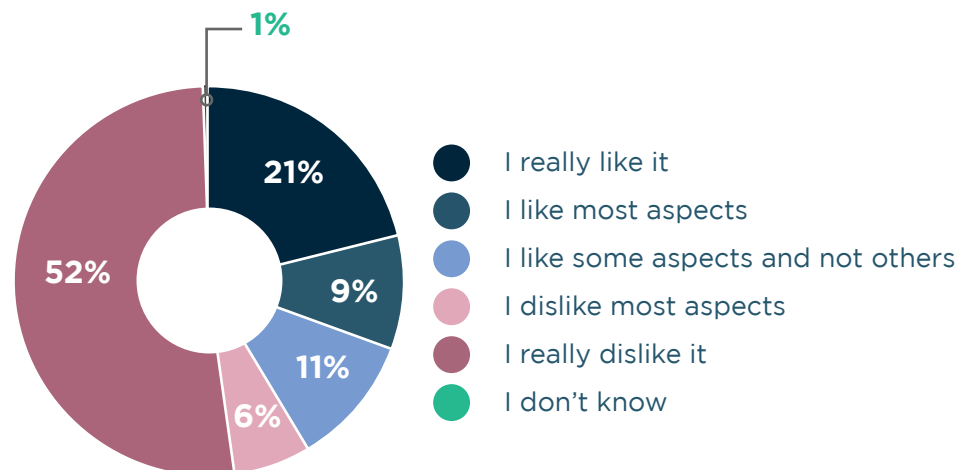
Existing Context

Site boundary

Low-Mid Rise

Numbers on buildings indicate proposed building height in storeys

High Rise



Proposed Density, Building Types, and Heights (Spirit of the Longhouse)

Land Use long answer question:

"Please provide any additional comments on the proposed density, building types and heights (n=2,272)"

Top likes

- Increases density and housing are needed in Vancouver/ Point Grey / West side.
- Taller buildings are necessary to provide the needed housing, and building upwards preserves greenspace.
- Support for the supply of housing, mix of housing types, and the height transitions.

Main concerns

- Spoil views, the landscape, and natural beauty of the area.
- Cause shadowing and reduce light.
- Prioritise profit over livability.
- Bad for the environment, climate change and sustainability.
- Bad for livability, community building and wellbeing.
- Dislike high rises in this neighbourhood / in an area of natural beauty.
- Towers with 40, 45+ or 49 storeys are too tall.
- On the whole, an acknowledgment of the need to increase density - but the proposed density is too high for this location, or for one neighbourhood.
- Prefer to increase density with low and mid-rises only.

Survey response quotes

This much density is not suitable for this neighbourhood. The building types and heights are completely wrong for this area.

While I support increasing density, I am not a fan of tall buildings. It ruins viewsapes and causes darkness and noise.

We must build denser housing and part of that means building tall. We have to and it's not a question of "if" but "how." I cannot think of a better development partnership and plan to do this.

I think it's a really great use of the space. The high value green space can not be as abundant without building vertical. It seems like a good mix of building heights and uses.

I prefer to see no more than 8-story buildings, to allow a good view of the water and the mountains. Tall high rises will definitely spoil the area.

We need more density and this is a great set of compromises to get us there. With the SkyTrain in the middle I'm very excited to see this develop.

Proposed Public Amenities (Spirit of the Longhouse)

As people live and work on the ᑭᐱᐱᐱᐱᐱᐱ/ᐱᐱᐱᐱᐱᐱ/Jericho Lands, new and expanded public amenities will be necessary to meet their daily needs and support a livable, healthy, and sustainable community. The following public amenities are proposed for the ᑭᐱᐱᐱᐱᐱᐱ/ᐱᐱᐱᐱᐱᐱ/Jericho Lands to help address the future service needs of the community:

Community spaces and facilities:

- New community centre.
- Public elementary school.
- Approximately 20 acres of park space and an additional ~10 acres of open space.
- Approximately 5 childcare facilities to accommodate 360 daycare spaces.
- MST cultural spaces and facilities.

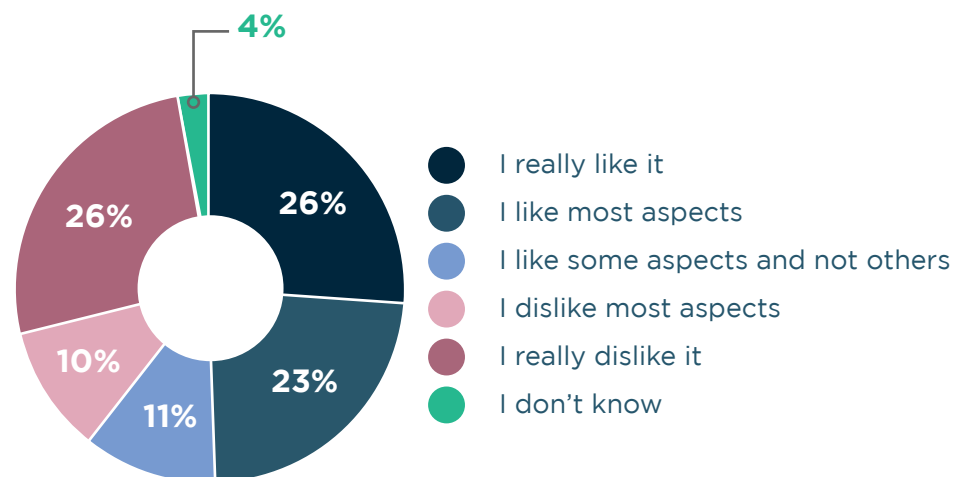
Affordable housing:

- A minimum of 30% of total residential floor area set aside for affordable housing. This includes two components:
- Minimum of 20% of total residential floor area (2,600 homes) as social housing; and
- Minimum of 10% of total residential floor area (1,300 homes) as moderate income rental housing.
- Transportation improvements (e.g. new streets, protected bike paths, pedestrian/bicycle connections, etc.).

What we heard

We asked respondents, “Do you agree or disagree that this is the right package of public amenities for the ʔəy̓ álməxw/ l̓y̓ álməxw/ Jericho Lands?”

Overall, **50%** of survey respondents indicated that they “like” or “really like” the proposed public amenities, while **36%** of respondents “dislike” or “really dislike” the proposed public amenities.



Proposed Public Amenities (Spirit of the Longhouse)

Question:

"Do you agree or disagree that this is the right package of public amenities for ʔəyálməxw/Ilýálməxw/Jericho Lands?"
(n=1,692)

Top likes

- The amenities package has a good balance and mix of amenities.
- School and childcare.
- Affordable housing.
- Community centre.
- Cultural spaces, for storytelling, sharing, and cultural and language exchange.
- Open, community and gathering spaces.
- Parks and greenspaces.
- Active transportation, pedestrian and bike path.

Main concerns

- More or additional amenities are needed or wanted.
- Not enough childcare spaces provided and concern that one new school is not enough.
- More park, green and open spaces.
- Sports & recreation facilities, including a swimming pool.
- Other amenities - emergency services, healthcare facilities, services for seniors, family resources, restaurants, bars, cafes, and a library.

Survey response quotes

This is the total package -new school, improved safe transit, walking, rolling connections, cultural and community facilities, childcare, park space. The entire neighbourhood and city will benefit from all this!

There will be a burden of kids moving into high schools and with lower income units, a local public high school should be included. Not enough daycare spaces to cover the increase in proposed new occupants plus workers' children coming into area.

It's a good mix, it provides properly, it supports and encourages a livable, vibrant neighbourhood -it should be everywhere, decades ago, basically.

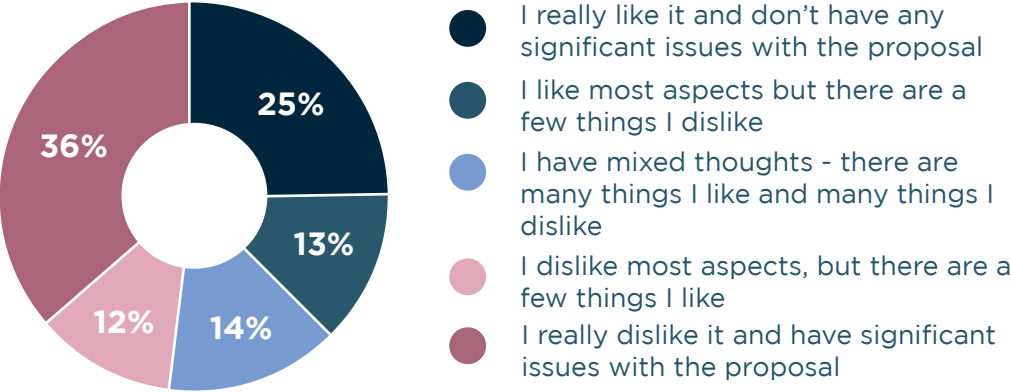
There should be a much larger component of both social housing and affordable housing.

Overall

What we heard

We asked respondents, “Which of these statements best captures your thoughts about the Landowners’ Revised site Concept for ʔəyálməxw/Iyálməxw/ Jericho Lands?”

Overall, **38%** of survey respondents indicated that they “really like and don’t have any significant issues with the proposal” or “like most aspects but there are a few things I dislike” about the Landowners’ Revised Site Plan Concept. Meanwhile, **48%** of respondents indicated that they “dislike most aspects, but there are a few things I like” or “really dislike and have significant issues with the proposal”.



Overall

Overall long answer question:

"Please provide any additional comments on the revised site concept." (n=1,707)

Top likes

- The proposal is exciting, necessary, and should be expedited.
- Agree with the proposed increased density, though not necessarily high rises / towers.
- The proposal is led by Indigenous communities as part of Reconciliation.

Main concerns

- Building heights and density will negatively impact neighbourhood character, livability, and community.
- Tall buildings will negatively impact a beautiful natural area, sunlight and views.
- Towers place profit above livability.
- The proposal doesn't take into account the concerns toward heights from earlier consultation.

Survey response quotes

We should preserve nature in all her beauty, cherish the open spaces and the greenery and never lose sight of the ocean and mountains that define this area.

This plan is an inspired vision that addresses the urgent need to build more housing in complete, active, vibrant neighbourhoods.

As much as I am in favour of green space, I am very against the high rises so I would rather have less green space in this project and lower buildings.

I think the towers are too tall but otherwise it's wonderful!

What a beautiful, long-awaited project led by our local Nations! I fully support this project and I hope it really makes West Point Grey a more inclusive, accessible, and vibrant place.

Appendix C:

Market Research Survey Report



AWARENESS OF JERICHO LANDS PLAN

BEFORE INFORMED ABOUT SITE PLAN

Residents were asked about their awareness of the Jericho Lands redevelopment plans before they were informed about the specific elements of revised site plan in the survey.

56% of City of Vancouver residents are aware of the redevelopment plans for the Jericho Lands area. This includes four-in-ten residents who are a little familiar (31%) or very familiar (7%) with the project.

Higher income households (earning \$100k or more a year) are more likely to be aware of the plans (66% vs. 56% overall).

Awareness Of Jericho Lands Redevelopment Plans

BEFORE INFORMED ABOUT SITE PLAN

% Know a lot / a little

- A lot – I have been keeping up with the details
- A little – I have a general idea of the plans
- Not much – I have heard about it and that is all
- Not aware of the plans

38%

7%

31%

18%

44%

56%

have at least heard about the plans to redevelop the Jericho Lands

2023 Base: All residents (842)

Note: Net percentages may not add up to the sum of the individual response categories due to rounding.

A5. Prior to this survey, had you heard about the plans for the redevelopment of the Jericho Lands? (The Jericho Lands consist of 90 acres of property between 4th and 8th Avenues to the north and south, and Discovery and Highbury Streets to the west and east.) / A5b. What do you know about the redevelopment plans for the Jericho Lands?

Market Research Survey Report -Continued



IMPRESSIONS OF JERICHO LANDS PLAN

BEFORE INFORMED ABOUT SITE PLAN

Residents who were aware of the Jericho Lands redevelopment plans prior to the survey were asked to provide their impressions of the plan. This question was asked before residents were informed of the specific elements of revised site plan.

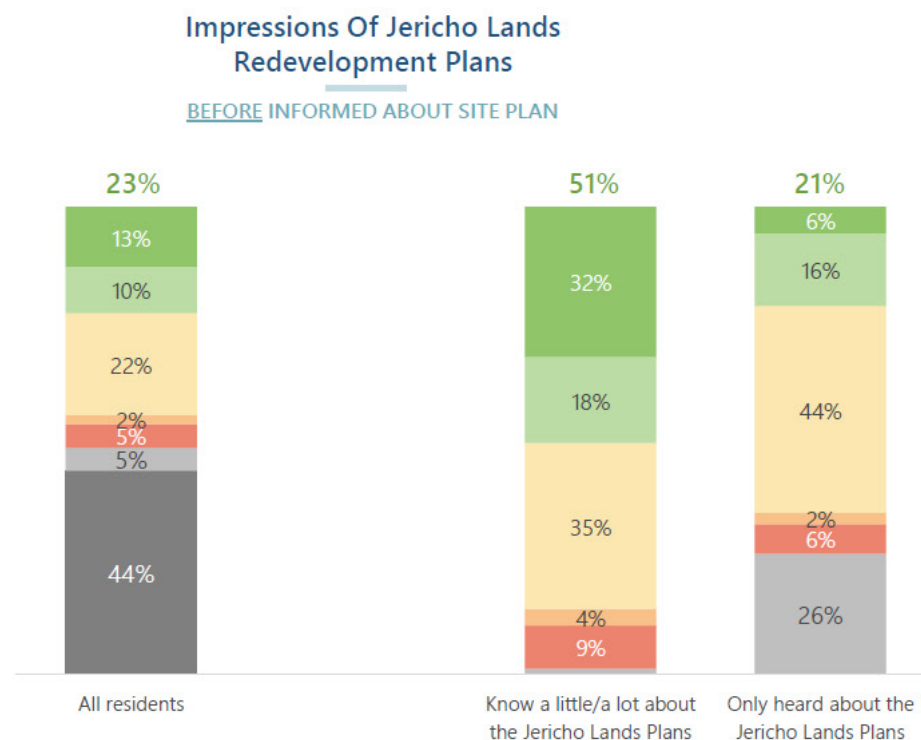
Impressions of the Jericho Lands redevelopment plans tend to be either positive or mixed (23% and 22%, respectively). Just 7% are opposed to the plan and 5% do not have an opinion. Again, the balance (44%) report not being aware of the plan before the survey.

Impressions are more positive among residents who have at least some knowledge of the redevelopment plans – (51% like the plan) compared to those who have only heard about it (21% like it).

In line with their higher awareness, households earning \$100k or more a year have more positive impressions of the redevelopment plans (31% vs. 23% overall).

% Like it a lot / a little

- I like it a lot
- I like it a little
- I have mixed feelings
- I dislike it a little
- I dislike it a lot
- Don't know
- Not aware of the plans



2023 Base: All residents (842); Know a little or a lot about the Jericho Lands plans (323); Only heard about the Jericho Lands plans (162)

Note: Net percentages may not add up to the sum of the individual response categories due to rounding.

A6. Based on what you know so far, and/or may have seen or heard, what do you think of the Jericho Lands redevelopment plans?

Market Research Survey Report

-Continued

LIVING WITH NATURE

PARKS AND OPEN SPACE

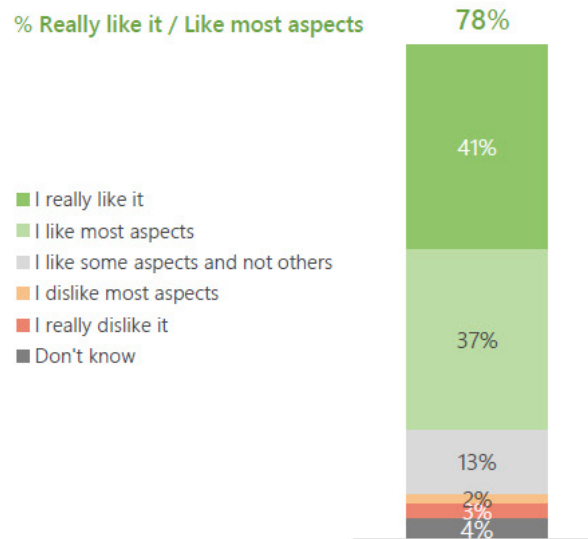


After being informed about the revised plan for parks and open spaces for Jericho Lands, the majority of residents (78%) indicate liking all or most aspects of this part of the proposed plan. Just over one-in-ten (13%) report liking just some aspects of the plan and not others and 5% report disliking the plan.

When asked to elaborate, 46% of residents share that they like the elements included in the plan – most notably the inclusion of green spaces and parks, and that it retains natural areas / forests.

Criticisms of the plan include that it doesn't save enough of the natural areas / forests (4%) or that there should be more green spaces, parks and open spaces (4%). Some residents also mention that there is too much density or too many tall buildings (5%).

What Do You Think About The Proposed Parks And Open Spaces For The Site?



2023 Base: All residents (842)

Note: Net percentages may not add up to the sum of the individual response categories due to rounding. / *Showing major mentions of 4% or more.
Q1. What do you think about the proposed parks and open spaces for the site? / Q1b. Why is that? Please be as specific as possible [Open-end]

Top Unaided Mentions*	Why Is That?	Total
Base		842
I like the elements included in the concept (NET)		46%
I like the inclusion of green spaces / always need more green spaces		19%
I like that it retains natural areas / forests		18%
I like the inclusion of parks / always need more parks		15%
I like the inclusion of open spaces / always need more open spaces		9%
I like the inclusion of sports fields		2%
I like the inclusion of playgrounds		1%
I like it / good idea (general)		6%
There is too much density / too many tall buildings		5%
It will help keep residents healthy / improve their well-being		4%
Appreciate that plan includes more housing / affordable housing		4%
The proposed park / open / green space is large		4%
The plan doesn't save enough of the natural areas / forests		4%
The sites can be used for / I would use the sites for recreational activities		4%
Public and community spaces are important / bring people together		4%
Not enough parks and green / open spaces (NET)		4%
There's not enough green spaces		3%
There's not enough parks		1%
There's not enough open spaces		1%
No comment		17%

Market Research Survey Report -Continued

A PLACE OF ARRIVAL TRANSPORTATION AND CONNECTIONS



Residents also react favourably to the proposed transportation and connections plan, with about three-quarters indicating that they really like it or like most aspects of the plan.

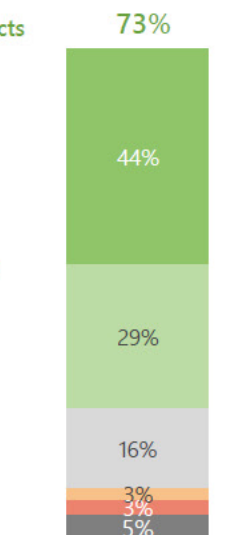
Residents are most likely to say that they like the focus on active modes of transportation (19%) in the plan. Others also mention that they like that the plan is not reliant on vehicles / reduces traffic (9%), makes the area easily accessible (8%), and that it includes transit options (7%).

Those critical of the plan believe that greater consideration should be given to cars and traffic (5%). Some also express concerns about accessibility (3%) or the increased density (3%).

What Do You Think About The Proposed Transportation And Connections For The Site?

% Really like it / Like most aspects

- I really like it
- I like most aspects
- I like some aspects and not others
- I dislike most aspects
- I really dislike it
- Don't know



Why Is That?

Top Unaided Mentions*

	Total
Base	842
I like the focus on active modes of transportation (NET)	19%
I like the walking paths / focus on walking	11%
I like the bicycle paths / focus on cycling	10%
I like the focus on active modes of transportation (general)	6%
I like it / good idea (general)	10%
It's not reliant on vehicles / reduces traffic	9%
It's accessible to all	8%
I like that it includes transit / public transportation options	7%
It is well connected / connects well to city and surroundings	6%
I like that it includes plans for a SkyTrain station	6%
Cars are still necessary / worried about traffic	5%
It's convenient / will make travel easier	4%
Is good for the environment	4%
I like the variety transportation options	4%
Concerned that it is not accessible for everyone	3%
Appreciate the greenways / green space / paths	3%
Worried about the increased density	3%
Have questions about the plan / need more details	3%
No comment	20%

2023 Base: All residents (842)

Note: Net percentages may not add up to the sum of the individual response categories due to rounding. / *Showing major mentions of 3% or more.

QT1. What do you think about the proposed transportation and connections for the site?/ QT1b. Why is that? Please be as specific as possible [Open-end]

1

Market Research Survey Report -Continued

SPIRIT OF THE LONGHOUSE LAND USE



Seven-in-ten residents strongly or somewhat agree with the proposed mix of land uses for Jericho Lands. About one-in-ten residents disagree with the land use plan.

The top feedback from residents is that they like how everything is close and that the neighbourhood has everything you need (15%), or they agree that the plan has the right mix of land uses (12%).

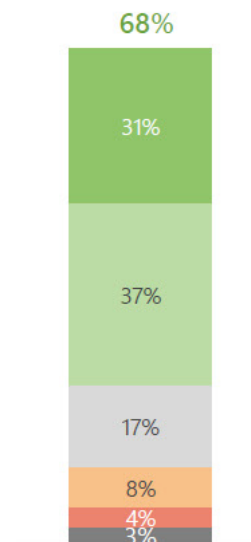
One-in-ten residents take issue with the inclusion of the hotel. Some also critique the plan for having too much retail, commercial and industrial space (3%) or having insufficient social and affordable housing (3%).

Of note, higher income households (\$100k or more a year) are more likely to agree with the land use proposal (75% vs. 68% overall).

Do You Agree Or Disagree That This Is The Right Mix Of Uses For The Site?

% Strongly / somewhat agree

- Strongly agree
- Somewhat agree
- Neutral
- Somewhat disagree
- Strongly disagree
- Don't know



Why Is That?

Top Unaided Mentions*

	Total
Base	842
I like that everything is close / it has everything you need	15%
It's the right mix / variety / balance	12%
I don't like the idea of a hotel	9%
I like it / like the idea (general)	7%
Appreciate the inclusion of retail space	5%
Appreciate that it includes community centers and cultural spaces	4%
Have questions about the plan / need more details	4%
I like that it includes schools and daycares	4%
There is too much retail, commercial and industrial space	3%
There should be more social and affordable housing	3%
I like that it includes housing / affordable housing (NET)	3%
Happy that it includes housing / housing is important to Vancouver	1%
I like that it includes affordable housing	1%
No comment	24%

2023 Base: All residents (842)

Note: Net percentages may not add up to the sum of the individual response categories due to rounding. / *Showing major mentions of 3% or more. Q1. Do you agree or disagree that this is the right mix of uses for the site? / Q1b. Why is that? Please be as specific as possible [Open-end]

Market Research Survey Report
-Continued

SPRIT OF THE LONGHOUSE

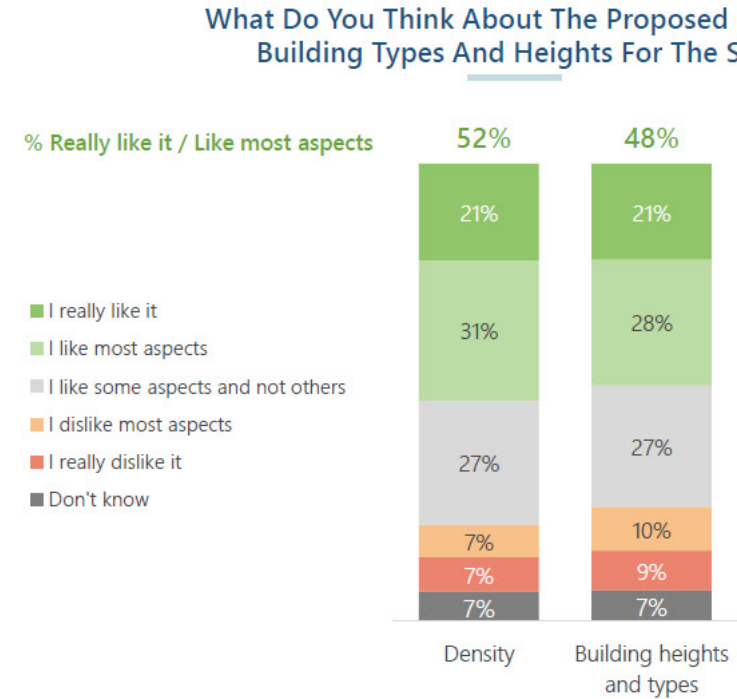
DENSITY, BUILDING TYPES AND HEIGHTS



When it comes to the proposed density, building types and heights for the Jericho Lands, broadly half of residents like most or all aspects of the plan. Another one-quarter like some aspects of the plan but not others.

There is more resistance towards the proposal for building types and heights than for the density of the development (19% and 14% dislike the proposed plans, respectively). This is also reflected in the open-ended comments, with 30% of residents voicing concerns related to building heights.

Comments related to density are mixed. 10% agree with the proposed density and say that it will help housing. 9% feel that there is too much density and that there is not enough infrastructure to support it. 3% believe the plan should have even more density.



2023 Base: All residents (842)
Note: Net percentages may not add up to the sum of the individual response categories due to rounding. / *Showing major mentions of 3% or more.
QD1. What do you think about the proposed density of the development? / QB1. What do you think about the proposed building types and heights for the site? / QB1b. Please provide any additional comments on the proposed density, building types and heights. [Open-end]

Why Is That?

Top Unaided Mentions*	Total
Base	842
Concerned with building heights (NET)	30%
49 stories is too tall / don't fit the area	21%
Too many tall buildings	4%
Building heights will block views / sunlight	6%
Concerned with building heights - what happens in an earthquake	1%
We need the density / will help with housing	10%
There is too much density / not enough infrastructure to support density	9%
It's the right mix / variety / balance	6%
There should be more space allocated to affordable housing	5%
It looks good / I like it (general)	4%
There should have even more density / there should be more high rises	3%
Don't like the look / aesthetics of the plan	3%
No comment	28%

Market Research Survey Report

-Continued

SPIRIT OF THE LONGHOUSE

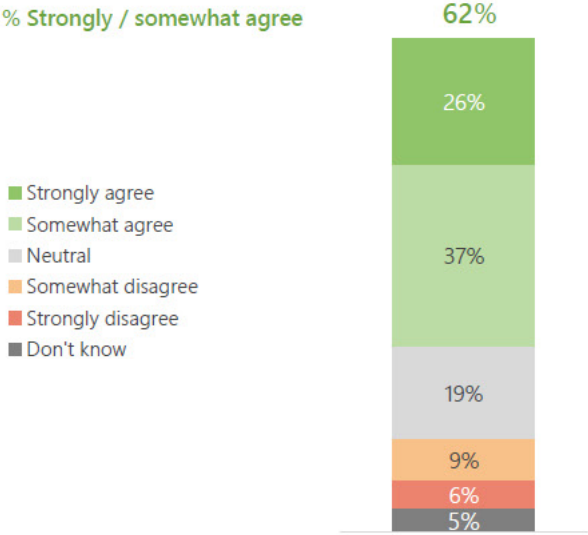
PUBLIC AMENITIES



When it comes to public amenities, just over six-in-ten residents agree that the proposal has the right package of public amenities, while 15% disagree with the public amenity elements of the proposal.

Residents are most likely to comment that they believe that the plan has the right mix of amenities / it's good for the community (18%) or that there is not enough affordable housing (15%).

Do You Agree Or Disagree That This Is The Right Package Of Public Amenities For The Site?



Why Is That?

Top Unaided Mentions*	Total
Base	842
Its the right mix / good for the community (NET)	18%
Good for the community / residents	7%
It looks good / I like it (general)	6%
It's the right mix / variety / balance	5%
There is not enough affordable housing (NET)	15%
There is not enough affordable housing (general)	9%
There is not enough moderate income / rental housing	5%
There is not enough social housing	3%
I like that it includes affordable housing	5%
Includes too much social and affordable housing (NET)	4%
Includes too much social housing	3%
Includes too much affordable housing (general)	1%
How is 'affordable' defined? / Concerned 'affordable' isn't actually affordable	4%
Have questions about the plan / need more details	4%
No comment	32%

2023 Base: All residents (842)
Note: Net percentages may not add up to the sum of the individual response categories due to rounding. / *Showing major mentions of 4% or more.
QPPA1. Do you agree or disagree that this is the right package of public amenities for the Jericho Lands? / QPPA1b. Why is that? Please be as specific as possible [Open-end]

Market Research Survey Report -Continued



OVERALL IMPRESSIONS

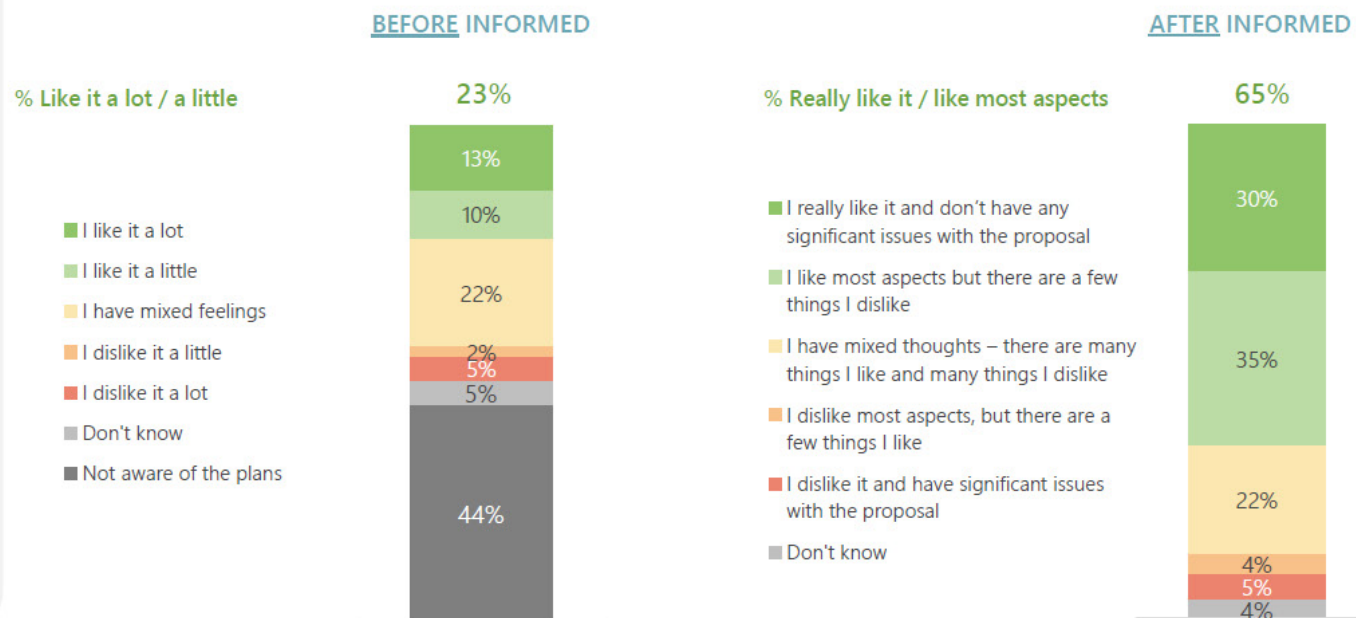
BEFORE VS. AFTER INFORMED ABOUT SITE PLAN

At the outset of the survey (prior to sharing any information), 56% of residents reported being aware of the redevelopment plans for Jericho Lands. Impressions of project were either positive (23%) or mixed (22%).

Informing residents about the specific elements of Jericho Lands site plan in the survey appears to have had a net positive impact on resident impressions. By the end of the survey, 65% of residents report that they really like the plan overall or like most aspects of it. The proportion of residents who have mixed (22%) or negative thoughts (9%) about the plan is in line with initial impressions (22% and 7%, respectively).

Among residents who initially reported not being aware of the plan or had only heard of it, by the end of the survey, 63% report liking the plan or liking most aspects.

Impressions Of Jericho Lands Redevelopment Plans



2023 Base: All residents (842)

Note: Net percentages may not add up to the sum of the individual response categories due to rounding.

A6. Based on what you know so far, and/or may have seen or heard, what do you think of the Jericho Lands redevelopment plans? / QO1. Now that you've had a chance to learn more about the revised site concept plan... Which of these statements best captures your thoughts about the Revised Site Concept for the Jericho Lands?

Market Research Survey Report -Continued



FINAL COMMENTS

At the end of the survey, residents were given the opportunity to share any additional comments about the revised site plan.

Many of those who left a comment reiterated their concerns – such as their concerns about building heights (10%), density (7%) or the lack of affordable housing (10%).

Those who left positive feedback made more general comments about how they like the concept (10%).

Top Unaided Mentions	Total
Base	842
Buildings are too tall	10%
I like / agree with the concept	10%
There should be more affordable housing	10%
Too much density	7%
Appreciate that it adds housing / affordable housing / density (NET)	4%
<i>Appreciate that it includes / adds housing</i>	2%
<i>Appreciate that it adds density</i>	1%
<i>Appreciate the inclusion of affordable housing</i>	1%
I like that it includes: (NET)	4%
<i>I like that it includes park / green spaces</i>	3%
<i>I like that it includes transportation upgrades</i>	1%
<i>I like that it includes schools / childcare</i>	<1%
The plan needs more amenities and services (NET)	4%
<i>Needs more schools</i>	1%
<i>Needs more daycare</i>	1%
<i>Needs medical facilities</i>	1%
<i>I don't like the inclusion of a hotel</i>	1%
<i>The plan needs more retail & commercial spaces</i>	1%
Needs more transportation upgrades	4%
Worried about lack of parks and green space / impact on environment	4%
There should be more social housing	3%
There is too much social & affordable housing	3%
No comment	42%

2023 Base: All residents (842)

Note: Showing major mentions of 3% or more.

Q01b. Please provide any additional comments on the revised site concept. Please be as specific as possible [Open-end]



Photo credit: MST Partnership