

# WHAT WE HEARD

Imagine West End Waterfront  
Round Three Engagement

Draft Concept Design

Spring 2024



The project area's parks, beaches, and streets are part of the unceded, traditional, and ancestral territories of the x̣ẉməθḳẉəỵəm (Musqueam), Ṣḳẉx̣ẉú7mesh (Squamish), and sə̣lilwə̣təl (Tsleil-Waututh) Nations and is a place of great cultural, spiritual, and ecological significance. There are numerous resources available to learn more about the relationships that x̣ẉməθḳẉəỵəm, Ṣḳẉx̣ẉú7mesh, and sə̣lilwə̣təl have with the land and waters now known as Vancouver. The Nations' websites contain information about their histories, cultures, governance, and ways of affirming their continuity on these lands:

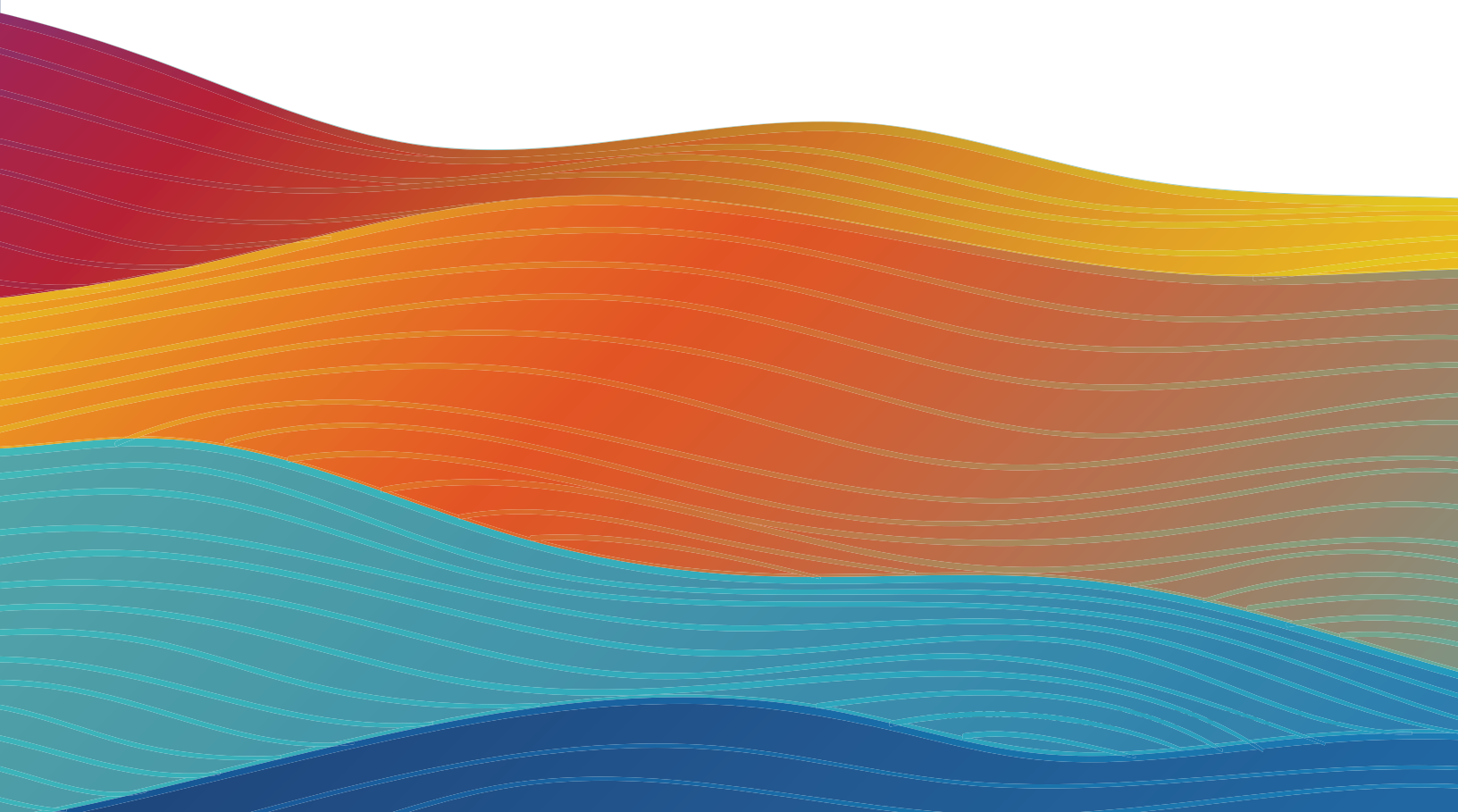
- Musqueam Indian Band: [musqueam.bc.ca](https://musqueam.bc.ca)
- Squamish Nation: [squamish.net](https://squamish.net)
- Tsleil-Waututh Nation: [twnation.ca](https://twnation.ca)

Please visit the Vancouver Park Board and City of Vancouver websites to learn more about the Park Board's Reconciliation Mission, Vision, and Values and what it means for the City of Vancouver to be a City of Reconciliation: [vancouver.ca/parks-recreation-culture/why-reconciliation](https://vancouver.ca/parks-recreation-culture/why-reconciliation)



# Contents

<b>Project background.....</b>	<b>4</b>
<b>About the Draft Concept Design engagement.....</b>	<b>7</b>
<b>How we engaged .....</b>	<b>8</b>
<b>What we heard .....</b>	<b>10</b>
Who we heard from.....	11
What we heard.....	11
<b>Next steps.....</b>	<b>30</b>
<b>Appendices .....</b>	<b>30</b>
Appendix A: Methods for Data Collection and Analysis .....	31
Appendix B: Detailed survey findings.....	32
Appendix C: Detailed open house findings .....	38
Appendix D: Shape Your City - Demographic Responses.....	40





## Project background

The Vancouver Park Board and City of Vancouver are planning the next 30 years for the parks, beaches, and connections to and through the West End Waterfront area - more commonly known as English Bay, Sunset Beach Park and Beach Avenue.

### Imagine West End Waterfront project area



The West End Waterfront Plan is a long-term vision and is being created with extensive community input and engagement. The vision seeks to:



Support the Host Nations' visibility and access as rights and title holders on these lands



Improve neighbourhood connections and access to the area



Enhance the seawall and Seaside Greenway experience



Address climate change and sea level rise to improve the resilience of the West End waterfront and region



Restore shoreline habitats and support the ecological revitalization of the area



Upgrade services, facilities, and infrastructure to meet increased population demand / growth



Enhance the parks' identities and how people experience them

You can learn more about the main reasons for change in the [Information booklet](#).





## Truth and Reconciliation

The West End waterfront is part of the unceded traditional territories of the x<sup>w</sup>məθk<sup>w</sup>əyəm (Musqueam), Słkwúwú7mesh (Squamish), and səlilwətał (Tseil-Waututh Nation), and is a place of great cultural, spiritual, and ecological significance to these Nations.

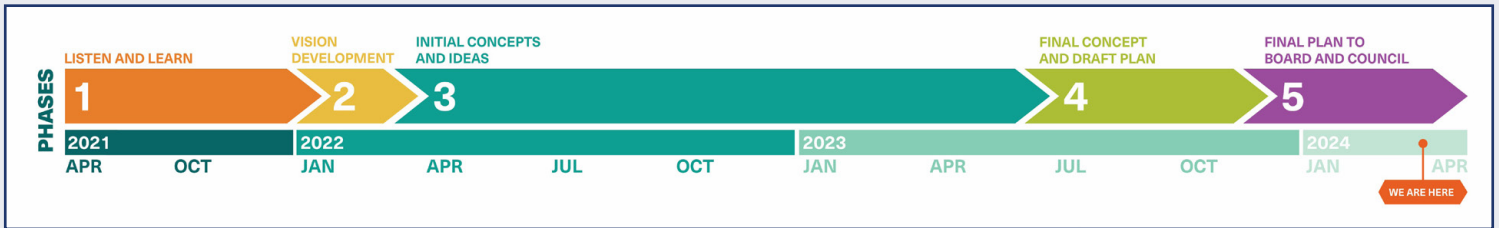
Since colonial settlement and occupation in the mid-1800s, existing villages were displaced and destroyed, and the Host Nations' use, occupation, and access to the lands and waters have been interrupted.

The West End waterfront planning process aims to work with the Host Nations to enhance, restore, and support Indigenous visibility and voice on these lands. Through engagement with and at the lead of the Host Nations, this may include:

- Visible acknowledgments of Indigenous territory in a variety of forms including design and parks features
- Restoring Indigenous place names and language presence, as led by the Host Nations
- Incorporating Coast Salish design and art in new facilities, wayfinding, and other features
- Providing access and space for Indigenous traditional cultural practice
- Working with the Host Nations to use both western and Indigenous expertise on ecological planning

## Project timeline

At the beginning of the project, and continuing parallel to the public engagement process, the Vancouver Park Board and City of Vancouver initiated government-to-government dialogue with the Musqueam Indian Band, Squamish Nation and Tsleil-Waututh Nation for how the plan can support the local Nations priorities and interests, as well as rights and access to these lands and waters in the long-term. This ongoing dialogue is facilitated through a government-to-government 'referrals' process between the Park Board, City of Vancouver and the Host Nations.



Round 1 of Engagement ([Listen and Learn](#)) began in 2021 with the Vancouver Park Board and City of Vancouver asking for public feedback and input on vision and principles, including through a survey that recorded over 11,200 comments. Community feedback contributed to Round 2 of engagement ([Design Approaches and Ideas](#)) with 1,477 surveys taken, two stakeholder meetings, five virtual workshops and four pop-up engagements where the project team presented three design approaches. Members of the public were invited to mix and match their preferred aspects of the three design approaches. Additionally, three schools (85 students) participated in a Children & Youth Planning/Design Program. Ultimately, the public's preferences were incorporated into the draft concept design which was presented in Round 3 of engagement.



## About Round 3 engagement - Draft Concept Design

In the fall of 2023, community members were invited to participate in a final round of engagement on the draft concept design. During this third round of engagement, the project team shared information about the design, including how previous public input was integrated, and encouraged individuals to share their feedback. This report shares a summary of the feedback received during this final round of engagement. The feedback will help the project team refine the design and produce a final concept design to bring to the Park Board and Council.

The site was divided into five unique areas, and the design concepts in each area were presented, including how the design will respond to sea level rise and address transportation needs. Proposed changes to park activities, facilities, and amenities were also presented.

The five areas presented in the draft design concept were:

- **Area 1:** from the edge of Stanley Park to Gilford Street.
- **Area 2:** from Gilford Street to Bidwell Street, including Morton Park, English Bay Beach, Alexandra Park and the headlands.
- **Area 3:** from Bidwell Street to Broughton Street, including the headlands and the AIDS Memorial.
- **Area 4:** from Broughton Street to Bute Street, including Sunset Beach Park.
- **Area 5:** from Bute Street to the Burrard Street Bridge and includes the area under the Burrard Street Bridge.



The overall design and five areas were described in detail in an [information booklet](#), available online on Shape Your City and with print copies at open houses.

The engagement materials also illustrated how the draft concept design was shaped by public feedback, including suggestions to make the water more universally accessible, create more all-season gathering places, and keep the area near the Burrard Street Bridge quieter.



## Community Advisory Group

Initiated in the fall of 2021, the West End Waterfront Plan Community Advisory Group (CAG) comprises community members, including residents, business owners, and organizations who have interest and expertise in the area and topics the project addresses. The CAG provides a forum for feedback, guidance, and advice to the project team at key milestones. This includes providing input into the development of a project Vision, Design Principles, and Goals; supporting evaluation of the preliminary design concepts for the Imagine West End Waterfront project area and development of a refined design for the area; and encouraging community peers to participate in the broader public engagement program.

## How we engaged

The public was notified of the engagement process through posters in parks and community centres and hubs, social media, online advertising, and mailing lists. Efforts were made to reach West End residents, business owners, and people who spend time in the area, including people not involved in previous phases of engagement.

Round 3 engagement resulted in 1,573 survey responses, two open houses and one drop-in session at the Gathering Place. The project team also received emailed survey responses and written submissions. Survey comments were analyzed and grouped into themes. The data coding approach is described in **Appendix A** and detailed survey results are shown in **Appendix B, Table 1**. Detailed results from the open houses are shown in **Appendix C, Table 2**.

### How we reached community members:



Nearly **500** postcards distributed to nearby residents, businesses, and community organizations



**50** posters and **two** signs put up in and near the site



**13,194** mail-outs



Information booklet shared on project website with **219** downloads



Social media posts on X, Facebook, and Instagram generated **48,150** impressions on organic (non-paid) posts and **48,159** impressions on paid posts.



**Six** media mentions, including on City News, CTV, Daily Hive, Global News, Vancouver Sun, and The Weather Network

## Promotion examples

Project postcards were distributed in and around the West End waterfront.

**Help us imagine the next 30 years of the West End waterfront**

We want to hear your thoughts on the draft concept design for the area's beaches and parks.

**Take our survey and tell us what you think**

**Join us at an open house to learn about the draft concept design and share your feedback**

Saturday, November 18, 2pm - 5pm  
Sunroom, UBC Robson Square

Thursday, November 16, 5pm - 8pm  
Vancouver Aquatic Centre lobby

Email us at: [WestEndWaterfront@vancouver.ca](mailto:WestEndWaterfront@vancouver.ca)

Scan here or visit [shapeyourcity.ca/west-end-waterfront](http://shapeyourcity.ca/west-end-waterfront)

**CITY OF VANCOUVER**

더운날씨에 안전 유지 방법에 대한 자세한 내용과 번역 된 조언은 다음 웹사이트를 방문하십시오 : [shapeyourcity.ca/west-end-waterfront](http://shapeyourcity.ca/west-end-waterfront)

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**Para mayor información y consejos visite:**  
[shapeyourcity.ca/west-end-waterfront](http://shapeyourcity.ca/west-end-waterfront)  
(traducciones estarán disponibles)

The project area is on the unceded, traditional, and ancestral territories of the xwma9kway'am (Musqueam), Skwxwu7mesh Uxwumixw (Squamish) and salilwata4 (Tsleil-Waututh) Nations.

The information booklet shared key elements of the draft concept design and why change will be needed in the future.

**You'll see three important components across the site:**

- Raising the overall ground level by about one metre to address the impacts of climate change, including sea level rise
- Maintaining the continuity of the Seaside Greenway - though it will look different in some places - to accommodate efficient and sustainable movement through the area
- A balance of active and passive spaces with improved amenities throughout, so it is a welcoming place everyone can enjoy

SECTION 2: DRAFT CONCEPT PLAN FOR THE WEST END WATERFRONT

**Adaptations for sea level rise**

The design includes raising and extending the beaches at English Bay and Sunset Beach to adapt to projected sea level rise. The intertidal zone near English Bay Beach is expanded, with planting of flora that live by the water to support local ecologies.

SECTION 2: DRAFT CONCEPT PLAN FOR THE WEST END WATERFRONT

## Who we heard from:



**1,573** survey responses (including online and paper survey responses)

**1,254** open-ended responses



**Two** open houses with over **90** attendees



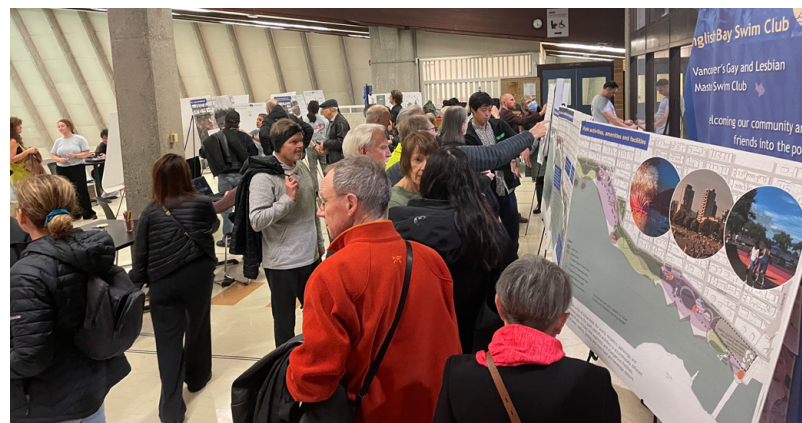
Drop-in session at the Gathering Place Community Centre with approximately **35** attendees



Over **60** submissions via phone or project email



## Open houses



## What we heard

Over 1,600 community members shared their thoughts on the draft concept design. Feedback collected helped the project team understand what is most important to refine as they move from the draft to final concept design. This part of the report shares information about the areas and topics, and what we heard about the design overall, the five areas of the design, and key topics, including transportation, park activities, facilities, and amenities, and environment, ecology, and climate change.



## Who we heard from

During engagement, the project team heard from individuals who live, work and/or visit the West End waterfront area and the wider city of Vancouver.

To better understand who we were hearing from, respondents were asked to complete demographic questions at the end of the survey. Most of the **1,573** survey respondents shared that they lived in or near the project area, primarily the West End and Downtown Peninsula.

When asked how they get to the West End waterfront and how they spend time there, many respondents preferred active modes of transportation, such as walking, running, rolling or cycling. Most respondents shared that they like to walk, sit and relax, socialize and cycle when at the West End waterfront.

Please see **Appendix D** for the full summary of demographic responses from the Shape Your City survey.

## What we heard

### Feedback was collected in several ways:

- 1. Shape Your City survey:** The survey included two sections (not including demographic questions) where people could share their input about (1) the five areas of the design and (2) the transportation network, park activities, amenities, and facilities included in the design. The survey included closed- and open-ended questions.
- 2. Open houses:** On November 16 and 18, 2024, open houses were held at the Vancouver Aquatic Centre and Robson Square. Over 90 participants joined us to review display boards and to share their feedback and questions.
- 3. Pop-up:** A pop-up engagement was held at the Gathering Place Community Centre, a Park Board-operated drop in centre for residents in the West End. Similar to the open house, pop-up attendees could view maps and images and share verbal or written feedback.
- 4. Other:** feedback could also be shared in a written or email submission or requesting a conversation with Park Board and City staff.

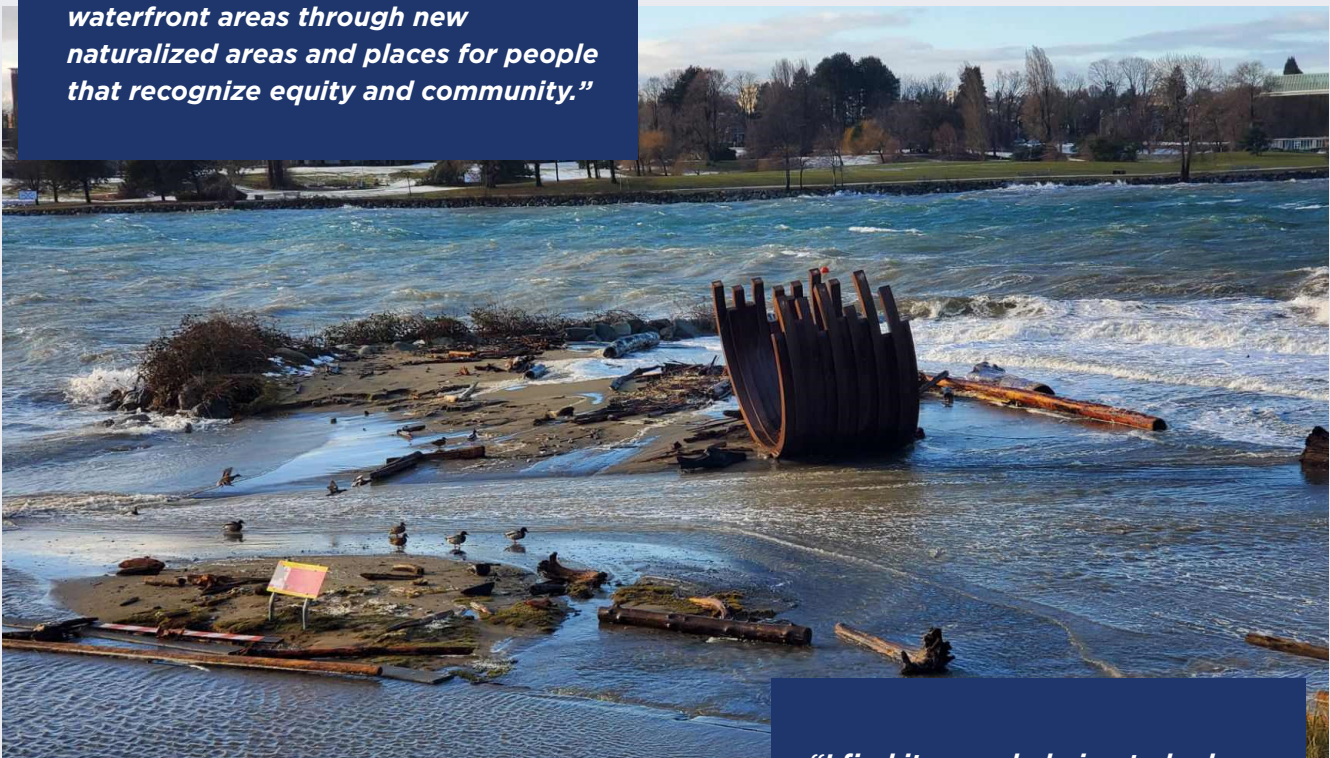
The findings are summarized by main themes below.

## Overall feedback about the Draft Concept Design

As part of engagement, participants shared comments on the draft concept design as a whole. Results are summarized below.

The project team received a mix of supportive, neutral, and critical comments about the draft concept design. There was a general appreciation for the balanced nature of the design, and the fact that it incorporates various activities to meet different people's needs. Respondents appreciated how the design includes both quiet and active areas and how it maintains many of the qualities of the site today.

***“Appreciate the bold response to sea level rise in retreating from historic and colonial approaches to engineered waterfront areas through new naturalized areas and places for people that recognize equity and community.”***



***The draft concept design included strategies and elements to address climate change and rising sea levels.***

Respondents had mixed reactions to new uses and buildings, as well as some ecological elements. There were concerns about highly programmed areas, which may compromise the current qualities of the site. There were also questions about the budget, feasibility, and alignment with other City or Park Board priorities, with queries about when this could be built and what further engagement is planned.

***“I find it overwhelming to look at all these plans and to really understand the impact. I would like the area left simple and as natural as possible., with people having access to beach, seawall and paths. Some of the designs look like too much concrete!”***



## Feedback on the five areas of the design

Participants were asked to rate and share comments on how well each of the design for each of the five areas within the plan would meet their needs in the future. Results are summarized below.





## Area 1 (Stanley Park to Gilford Street)

From the edge of Stanley Park to Gilford Street. The priorities for this area are maintaining the peaceful nature of the waterfront and adapting to impacts from storm surges and wave action.

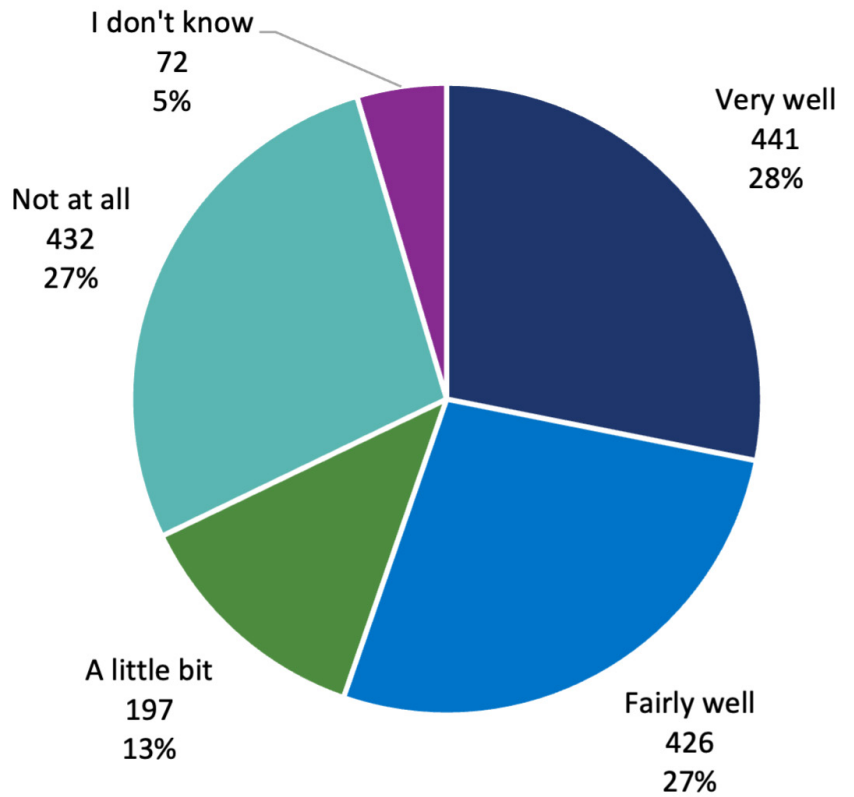


### What's included:

- 1 Softened and raised shoreline in place of vertical seawall to mitigate impacts from storm surges
- 2 Elevated boardwalk and viewing deck to bring people close to the water and create a unique experience
- 3 Adding habitat islands to address wave-induced flooding and make spaces for wildlife
- 4 Making Beach Avenue west of Denman Street into a two-way street

More than 68% of survey respondents feel the draft concept design for Area 1 will meet their needs in some way, with over half (55%) stating that it will meet them very or fairly well. On the other hand, 27% said this area will not meet their needs at all. During the open houses we heard that there is concern to two-way traffic on Beach Avenue west of Denman Street, a desire to keep the area safe for people using active and sustainable transportation, and support for habitat islands and additional vegetation to enhance biodiversity.

### How well do you feel the design for Area 1 will meet your needs?



*“I like the islets and return to natural habitat concept as beneficial.”*



## Area 2 (Gilford Street to Bidwell Street)

This section runs from Gilford Street to Bidwell Street, including Morton Park, English Bay Beach, Alexandra Park and the headlands. Priorities for this area are providing more opportunities for a variety of activities and crowd sizes, along with conveniently located amenities, including washrooms and change rooms. The design needs to adapt to projected sea level rise, which would eventually flood the current bath house area.





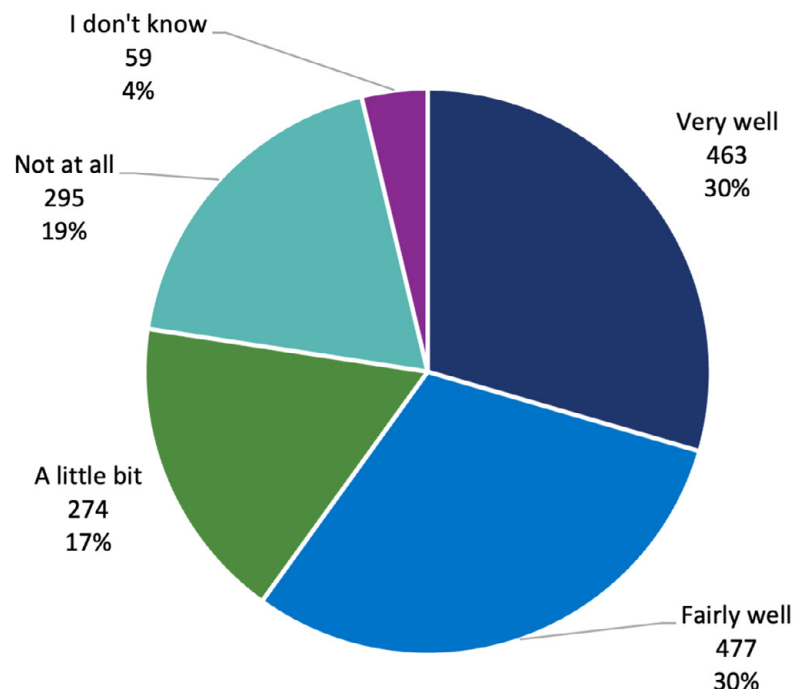
## What's included:

- 1 New bath house building with a welcome centre, café, washrooms and change rooms, and a splash pad
- 2 Raised and extended beach to address sea level rise
- 3 Current bath house building now functions as a garden with space for change rooms w/ washrooms and storage for lifeguard equipment
- 4 Realignment of Davie and Denman at Morton Park
- 5 Platforms and terraced seating, platforms, and terraced seating to create spaces for people to gather and enjoy the views
- 6 Accessible pathways to the water
- 7 Playground and more prominent bandstand with public access in Alexandra Park
- 8 Expanded headlands with a covered pavilion, providing shade or shelter from rain

According to survey responses, the design for Area 2 will meet the needs of more than 77% of survey respondents in some way; 60% stated that it will meet their needs very or fairly well. 19% said the area will not meet their needs at all in the future. During the open houses we heard that there is a desire to preserve built heritage, specifically the English Bay bath house and Inukshuk.

*"I think the welcome centre should be closer to Cactus Club to open up that view of [English] Bay from Denman & Morton."*

### How well do you feel the design for Area 2 will meet your needs?



## Area 3 (Bidwell Street to Broughton Street)

This section runs from Bidwell Street to Broughton Street, including the headlands and the AIDS Memorial. Priorities for this area are maintaining the Seaside Greenway route, introducing small gathering areas, providing access to the intertidal area, and maintaining peaceful areas around the AIDS Memorial. The design also needs to protect the beach area from projected sea level rise and storm events.



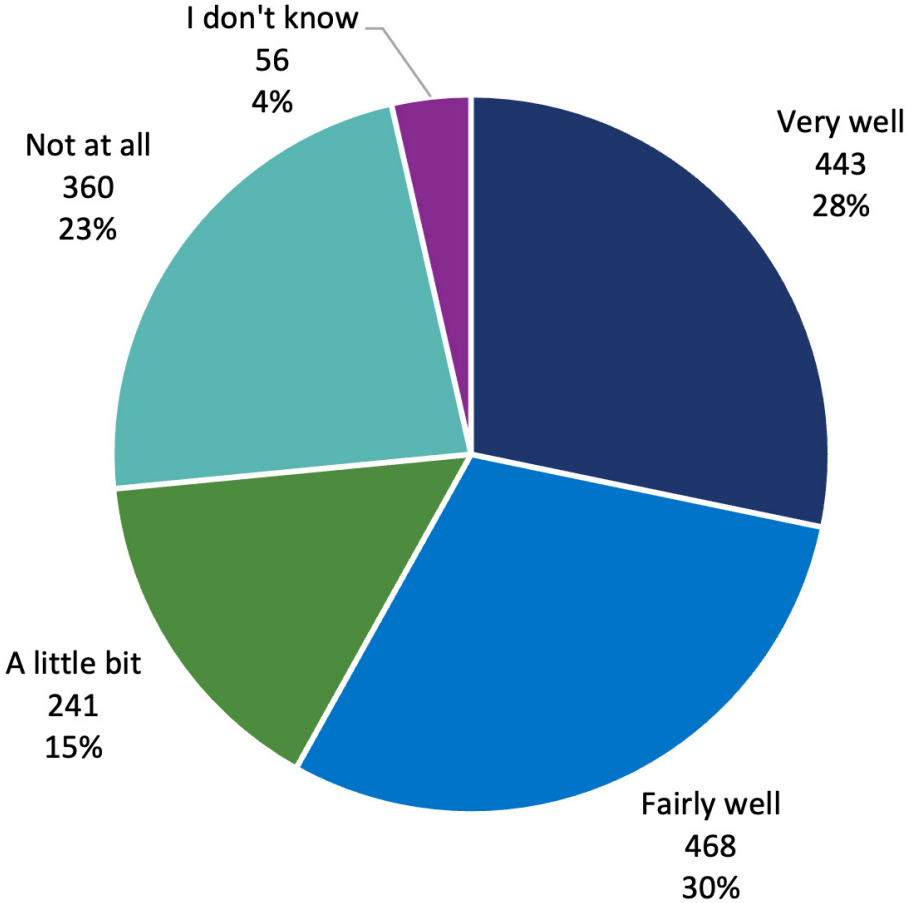
### What's included:

- 1 Series of small gathering spaces
- 2 Low tide seaside path allows people to get close to the water
- 3 AIDS Memorial is maintained, accompanied by a new healing meadow



More than 73% of survey respondents shared that the draft concept design for Area 3 will meet their needs in some way, with over half (58%) stating that it will meet them very or fairly well. 23% said the features in this area will not meet their needs at all. During the open houses we heard that there is support for leisure spaces, specifically the Healing Meadow, desire to preserve ocean views, support for skatepark, with concerns about noise and impacts on spaces nearby, support for more ecological spaces.

### How well do you feel the design for Area 3 will meet your needs?



*“Looks great overall, but please slightly increase the width of the primary walking path. The walkway gets heavily loaded in peak seasons, and increasing width would be a great investment.”*

## Area 4 (Broughton Street to Bute Street)

This section runs from Broughton Street to Bute Street, including Sunset Beach Park. Priorities for this area are providing skateboarding and rollerskating areas, more seating and event space. The design needs to adapt to increasing demand for community space for different activities.



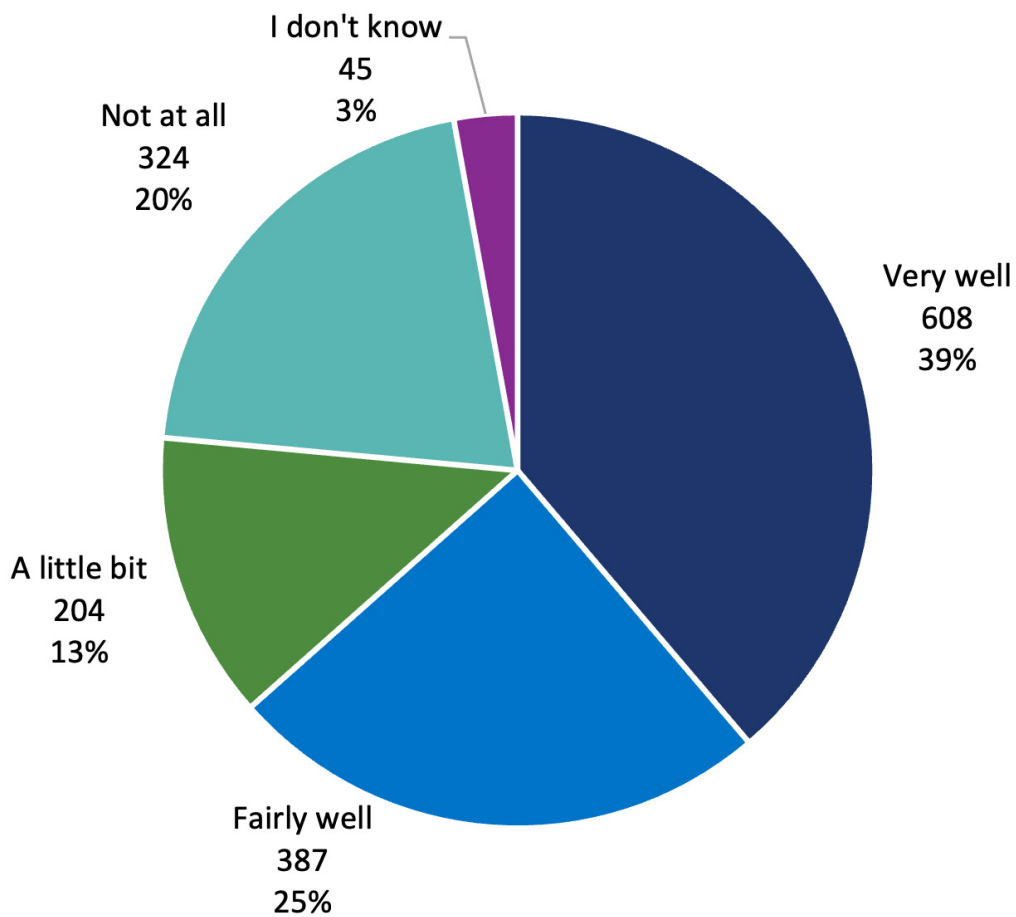
### What's included:

- 1 Amphitheatre with festival lawn and café
- 2 Children's play area with new washroom facility
- 3 Covered skate park area
- 4 Roller plaza near Sunset Beach with grassy slope for viewing
- 5 Flexible hardscape that can be used for a variety of sports like roller hockey
- 6 Seaside Greenway walking and cycling path extended into the park; cycling path is added



More than 77% of survey respondents feel that the draft concept design for Area 4 will meet their needs in some way, with nearly two-thirds (64%) stating that it will meet them very or fairly well. 20% said the design for the area will not meet their needs at all. During the open houses we heard that support for active recreation spaces, suggestions to improve compatibility and reduce noise impacts, suggestions for additional activities, desire for improved amenities, support for small-scale food vendors, and desire for cycling facilities through this area.

### How well do you feel the design for Area 4 will meet your needs?



*“All my friends and I would love a skatepark in the west end! We skate at sunset beach all the time and having a covered area to skate during the rainy season would be amazing!”*

*“I appreciate this Roller Plaza more than you can imagine..it will bring so much joy to this City!”*

## Area 5 (Bute Street to Burrard Street Bridge)

This section runs from Bute Street to the Burrard Street Bridge and includes the area under the Burrard Street Bridge. Priorities for this area are adding space for canoe and kayak launches, creating more space for dogs, and ensuring the area under the bridge is compatible with residential buildings nearby.



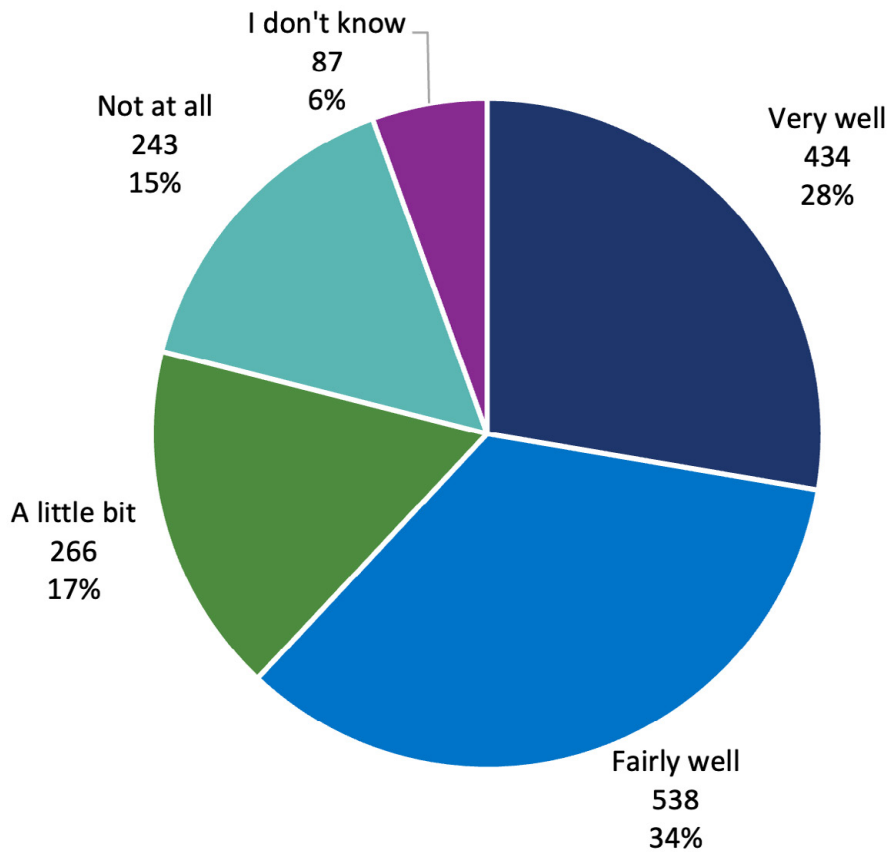
### What's included:

- 1 Re-designed parking lot under the bridge to create more space for food and culture gardens, but keep the current parking capacity (no loss of parking spaces)
- 2 Boat house with non-motorized boat storage, food and beverage, and ferry dock
- 3 Integrating a generous dog run into the current dog beach
- 4 Elevated path over the sea maintains the connection to the water and includes separated paths for walking and cycling



79% of survey respondents shared that the draft concept design for Area 5 will meet their needs in some way; with nearly two-thirds (62%) stating that it will meet them very or fairly well. 15% said the area's design will not meet their needs at all. During the open houses we heard questions about the VAC facility and plans for renovations, interest in improved active transportation connections around the bridge, questions about the elevated cycle path, and desire for improved conditions on pedestrian pathways.

### How well do you feel the design for Area 5 will meet your needs?

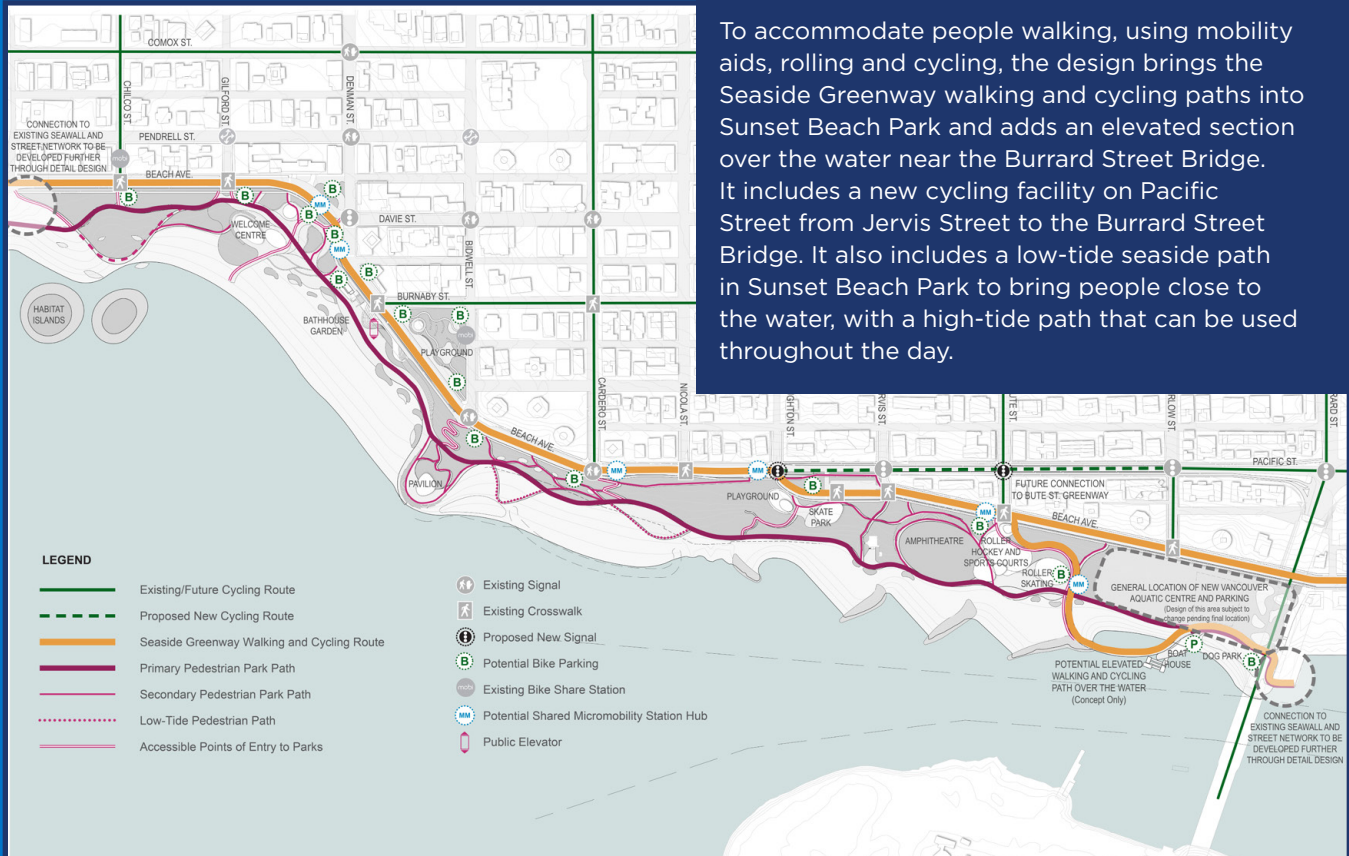


*"I am a regular cyclist commuter through this area. I like the plans! I especially look forward to upgrading bike infrastructure on Pacific Ave between Burrard and Broughton."*



# Transportation

## Walking and cycling



To accommodate people walking, using mobility aids, rolling and cycling, the design brings the Seaside Greenway walking and cycling paths into Sunset Beach Park and adds an elevated section over the water near the Burrard Street Bridge. It includes a new cycling facility on Pacific Street from Jervis Street to the Burrard Street Bridge. It also includes a low-tide seaside path in Sunset Beach Park to bring people close to the water, with a high-tide path that can be used throughout the day.

## Transit and motor vehicles



To accommodate people taking transit and driving, the design changes Beach Avenue west of Denman Street into a two-way street to improve access and allow for transit into Stanley Park to be explored. The Denman Street/Davie Street/Beach Avenue intersection is realigned and two-way transit is provided on Pacific Street to better connect to transit service on Burrard Street.



Participants were asked to rate and share comments on how well the designs for transportation would meet their needs in the future.

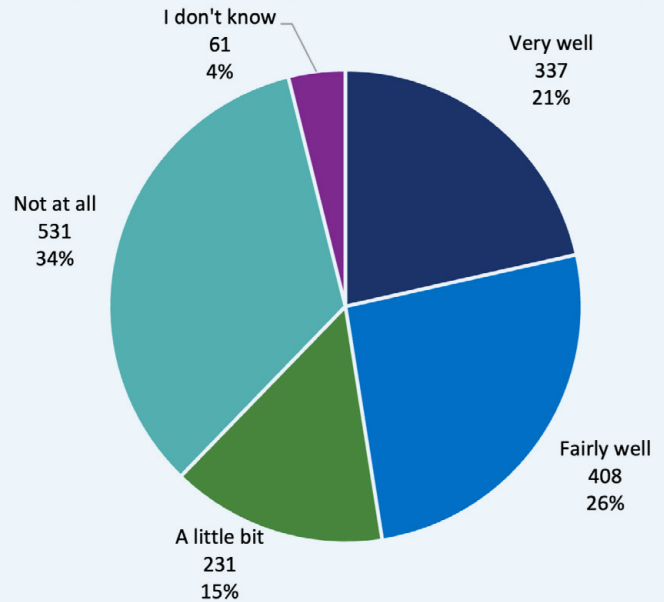


## Transportation network feedback

More than 62% of survey respondents said the proposed changes to transportation network will meet their needs in some way; with almost half (47%) stating that it will meet them very or fairly well. 34% expressed that the changes to the network will not meet their needs at all. During the open houses we heard the need for better active transportation facilities (for people walking, cycling, and rolling), especially as the area gets busier. Keeping modes separate for safety and comfort was preferable.

***“Support as long as the changes to two way traffic do not affect the size of the cycling lanes in the area. Support expanding the cycling infrastructure to connect down pacific street. Work with the parks board so Stanley park does not become traffic bypass.”***

### Will the changes to the transportation network meet your needs?



## Transportation

### Active transportation

- **Prioritizing active transportation:** Overall, engagement participants value having options for active transportation (walking, rolling, and cycling) throughout the West End waterfront.
- **Desire to keep Beach Avenue bike lane:** Respondents expressed support for keeping the Beach Avenue bike lane, noting it is needed for safety and comfort.
- **Preference for cycling facility along the water:** A smaller percentage would like to be able to cycle near the water.
- **New walkways and pathways:** Participations expressed appreciation for new infrastructure, like the elevated walkway and low-tide pathway, as it would bring people near the water.

### Accessibility, transit, and parking

- **Support for more transit options:** Respondents said the lack of public transit in the area makes it hard to get to the waterfront; support was noted for adding more transit options, including extending transit access to Stanley Park. Transit stops near destinations like the Vancouver Aquatic Centre would improve accessibility.
- **Accessibility considerations:** To increase accessibility, parking near destinations, improved transit, and accessible pathway design (meaning smooth surfaces, wider pathways, and gentler slope grades) were suggested.
- **Preference for less parking:** Participants generally prefer less space for parking and more space for activities. Comments were made about removing parking on Beach Avenue and from under the Burrard Bridge.

### Vehicular traffic

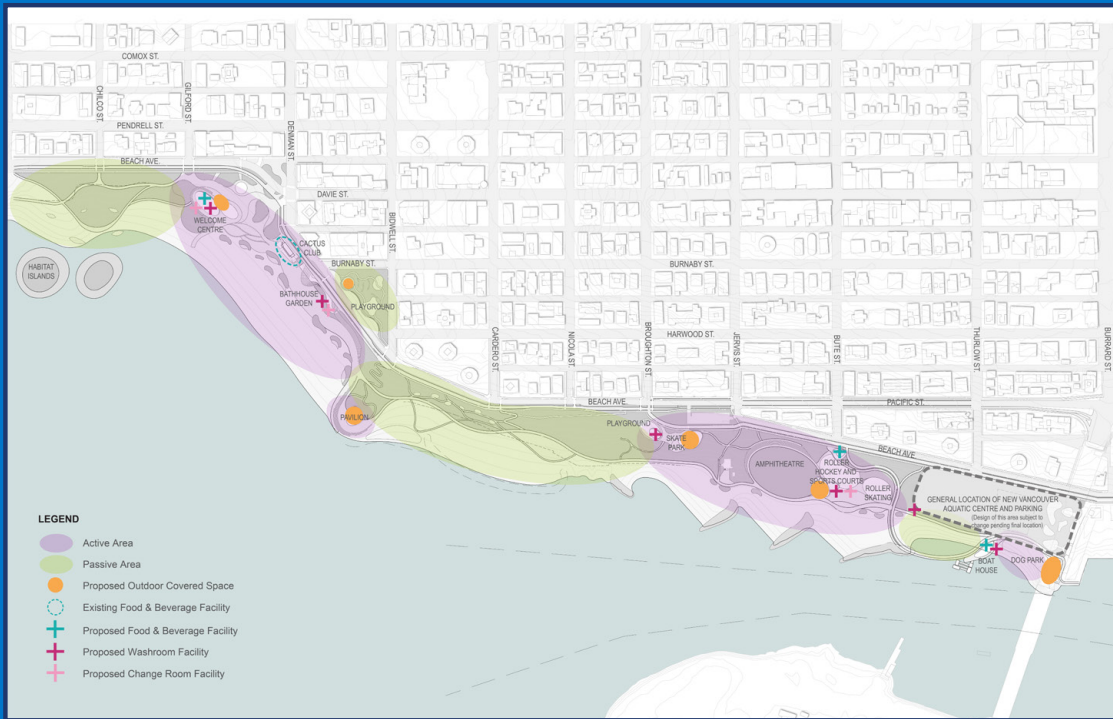
Feedback about vehicular traffic fell into three categories:

1. **General concerns about traffic increases** in the West End waterfront area and neighbouring residential streets.
2. **Concerns about two-way traffic on Beach Avenue:** concerns about returning to two-way traffic on Beach Avenue west of Denman Street for several reasons: perceived impact to the Beach Avenue bike lane, safety concerns for people walking, rolling, and cycling, and concerns about climate change and air quality.
3. **Support for proposed changes to Beach Avenue:** a smaller percentage of participants shared support for two-way traffic, citing challenges they experience in getting in and out of the neighbourhood by car.



## Park activities, facilities, and amenities

The design responds to a need for many types of activities with a mix of active and passive areas. It also includes new washroom and change room facilities, covered outdoor areas, seating, lighting and more food and beverage options.



Participants were asked to rate and share comments on how well the designs for park activities would meet their needs in the future. Comments about public space are also included in this section.

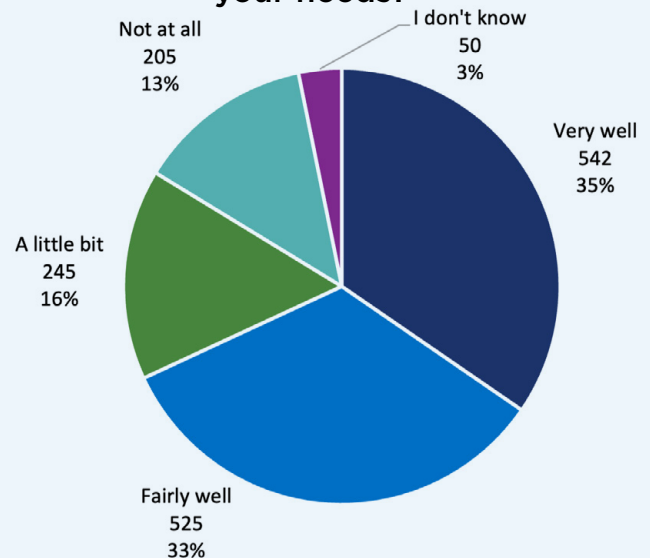


### Will the park activities, amenities, and facilities included in the design meet your needs?

More than 84% of survey respondents shared that the draft concept design for park activities, amenities and facilities will meet their needs in some way, with over two-thirds (68%) stating that it will meet them very or fairly well. 13% of participants said the features will not meet their needs at all. During the open houses we heard a desire for improved amenities (e.g., lighting, shade, rain protection), more opportunities for community stewardship, and improvements to safety and security.

***“The best parts of the plan are: more/better washrooms, better bike paths, and a better dog park.”***

### Will the park activities, amenities, and facilities included in the design meet your needs?



### **Food and beverage options**

Survey respondents would like more food and beverage options including cafes, restaurants, bars, pop-ups, kiosks, food trucks, and other spaces for small vendors; more options available closer to the beaches was also a desired feature. A smaller number of participants disliked the idea for food and beverage options as they preferred to keep the waterfront as natural and unchanged as possible.

### **Concerns about active gathering spaces**

Some residents expressed concerns about highly active gathering spaces, such as the amphitheatre by Sunset Beach; this was often paired with a preference to keep the area quiet with a focus on enjoying the greenspace and being near the water.

### **Activities**

The project team heard that the covered skate park, roller-skating plaza, and sports courts are necessary additions to the site. Participants shared design suggestions to ensure these new features meet the needs of potential uses, and to create enough separation between activity areas and quieter areas. A desire for flexible spaces for different uses through the day and evening was a common theme.

### **Support for skatepark**

Survey comments revealed a high degree of support for the skatepark, particularly because there are few such facilities downtown. Generally, respondents liked the placement, design, and compatibility of the skatepark with other activities. Respondents suggested additional shelter for wind protection, fully covering the skatepark so it is usable in rainy weather and creating a natural barrier between the skatepark and playground.

### **Support for roller skating rink at Sunset Beach**

Similarly, respondents expressed broad support for the roller skating plaza by Sunset Beach, noting it is a unique and well-used place in the West End. Respondents suggested the rink should be large enough to accommodate groups, include a flat surface with good drainage, and lighting for evening hours.

### **Support for more washrooms, changerooms, and lighting**

Specific suggestions include all-gender washrooms, wheelchair accessible washrooms, longer opening hours, stalls that ensure privacy, and changerooms for people swimming. More lighting along pathways, in commercial area, and near activities to increase feelings of safety was also raised. Suggestions for additional facilities included adding rental meeting space, for example as part of the Welcome Centre.

### **Future of the Vancouver Aquatic Centre**

Participants had questions about the Vancouver Aquatic Centre's (VAC) future design and renovation, such as where indoor aquatic recreation facilities would be provided in the interim, and whether parking would be maintained.







## Environment, ecology, and climate change

Participants were asked to share comments on how the designs for environment, ecology, and climate change adaptations would meet their needs in the future.

### Keeping the area natural and green

Greenspace and ecological spaces in the design were appreciated for their positive qualities. Keeping the area as natural as possible, improving connections to the sea, and enhancing ecological features to support habitat and greater biodiversity, were noted as benefitting residents and park users.

### Environmental focus

Participants expressed concerns about removing greenspace (e.g., paving over green areas). Suggestions included reducing paved surfaces and implementing measures to reduce emissions, for example by prioritizing low-carbon transportation over motor vehicle traffic.

## Other feedback

Finally, participants shared feedback outside of the main themes described above.

### Safety, security, and maintenance

Participants expressed their desire to keep the area safe, secure, and enjoyable for people who live nearby. Suggestions included better waste management, signage with permitted and restricted uses, and designing washrooms that feel safe to use.

### Inclusion

Feedback was noted that the design should improve the experience in parks for those who are unhoused, as well as benefitting all public space users. For people spending time in Alexandra Park, suggestions were heard to improve accessibility, such as adding ramps to the gazebo in Alexandra Park, adding flat walkways through the park, and including more spaces to gather and sit.

### Gathering areas

In addition to support for both quiet and active gathering areas, there were concerns about the amphitheatre placement and potential for large events that could be disruptive. Residents appreciated the changes made to the area below the Burrard Street Bridge and would like to see the community garden areas preserved.

### Desire to know more about Indigenous recognition

Respondents acknowledged that understanding Indigenous histories of the area is important and would like more information about Indigenous land uses, design elements, and future plans. The project team also heard questions about how the local Nations were engaged in the process.



The background image is a composite. The top half shows a wide view of a harbor at sunset, with the sun low on the right, casting a golden glow over the water and sky. Several large cargo ships and smaller boats are visible in the harbor. The bottom half is an aerial view of a waterfront area, featuring a tennis court with a large rainbow flag laid out on its surface. The surrounding area includes a parking lot, trees, and a paved walkway.

## Next steps

Feedback on the draft concept design will help inform the final concept and plan for the next 30 years of the West End waterfront area. In spring 2024, the final concept design and Imagine West End Waterfront Plan will be presented to the Park Board and City Council for approval.

You can keep informed by staying in touch - we'd love to hear from you! Sign up for project updates at [shapeyourcity.ca/west-end-waterfront](https://shapeyourcity.ca/west-end-waterfront) or email us at [WestEndWaterfront@vancouver.ca](mailto:WestEndWaterfront@vancouver.ca)



# Appendices

## Appendix A: Methods for Data Collection and Analysis

### Approach to data collection

Building on previous engagement phases, Phase 3 engagement activities lasted just over one month (from October 31 to December 4, 2023) and included opportunities for the public to share their feedback on the draft concept design in various ways (online survey, paper survey, public open houses, pop-up at the Gathering Place Community Centre, email submissions, and phone calls). This phase focused on collecting feedback about the draft concept design and its parts; as such, there were fewer open-ended questions than in previous phases.

The project team made efforts to connect with individuals with a diversity of experiences and knowledge as part of this third phase of engagement, for example by drawing from CAG members' expertise and connections in the West End to build an extensive email list where engagement information was shared, and by distributing materials in community spaces in and around the West End. The results of the engagement process reflect a snapshot of participants' perspectives and should not be taken as a representative sample of the city's diverse communities.

### Approach to data analysis

In order to code the 1,253 open-ended comments from the online survey and feedback from the two open houses, Gathering Place pop-up, and emailed submissions, the team used a qualitative analysis method known as iterative thematic analysis. This process involves reading each comment to come up with broad themes and more detailed subthemes by observing patterns in the responses and tracking how often they repeat. Analysis was contained in a "codebook" which the project team could reference, to revisit original comments as needed. Using an iterative process to create new codes when unique themes or sub-themes appeared allowed the team to summarize the results as they appeared, rather than coding responses to pre-determined themes.

While the online survey provided the largest data set, the project team accounted for all forms of input, included various forms of written and verbal input, to make sure all voices were heard. The survey included a range of demographic questions and the project team committed to tracking who was taking part, as part of efforts for equitable engagement.

## Appendix B: Detailed survey findings

Table 1 shows a summary of the main themes and design suggestions from the open-ended question in the Shape Your City survey, which asked: **Do you have any other comments about the draft design for the Imagine West End Waterfront Plan?**

**Table 1. Shape Your City survey: summary of open-ended comments**

Theme	
<p><b>Transportation</b></p> <p>There were many comments in the survey responses about vehicular traffic, which were categorized into:</p> <ol style="list-style-type: none"> <li>1. General concerns about traffic increases</li> <li>2. Concerns about two-way traffic on Beach Avenue</li> <li>3. Support for proposed changes to Beach Avenue</li> </ol> <p>Comments were also noted about cycling, namely people’s preferences for the location and design of cycling facilities.</p> <p>Comments about transit centered on needs for improved transit service and/or frequency.</p> <p>Finally, comments indicating a desire to reduce parking spaces in favour of more space for active transportation and activities were collected.</p>	
Sub-themes*	Example comments
<p>General concerns about traffic increases (64 comments, 5.1%)</p> <p>This included general concerns about traffic increases in the West End waterfront area and neighbouring residential streets. Concerns included: traffic through the area, traffic impacts through residential streets, and traffic in Stanley Park. Related to these concerns, respondents shared the priority should be on encouraging low-carbon modes like transit and active transportation.</p>	<p><b>General desire for less motor vehicle traffic:</b> <i>“We don’t need more traffic or more access for cars.”</i></p> <p><b>Desire for car-free area:</b> <i>“Make it as car free as possible! driving should be okay for accessibility and services but we all benefit from fewer cars in these areas.”</i></p>
<p>Concerns about proposed transportation changes to Beach Avenue** (236 comments, 18.8%)</p> <p>The proposal to reintroduce two-way traffic on Beach Avenue west of Denman Street was met with opposition for several reasons, including:</p> <ul style="list-style-type: none"> <li>• Perceived impact to the Beach Avenue bike lane.</li> <li>• Safety concerns for people walking, rolling, and cycling.</li> <li>• Concerns about climate change and air quality.</li> </ul>	<p><b>Concern about potential removal of bike lane:</b> <i>“I’m concerned about making Beach Ave. two way before we lay down the new pedestrian/cycling greenway which also goes on Beach. I use the Beach bikelane a fair amount and don’t want to lose it for an extended period of years. Can this all fit on Beach?”</i></p> <p><b>Mentions of climate emergency:</b> <i>It’s absolutely unconscionable in a climate emergency that City staff would consider removing a brand new piece of AAA infrastructure to add more cars to the area.</i></p>



Sub-themes*	Example comments
<p>Support for proposed transportation changes to Beach Avenue (36 comments, 2.9%)</p> <p>Respondents shared support for reintroducing two-way traffic on Beach Avenue west of Denman Street, due to:</p> <ul style="list-style-type: none"> <li>• Current challenges in getting in and out of the neighbourhood by car.</li> <li>• Improvements around Morton Park intersection to improve vehicular traffic flow.</li> <li>• Potential for traffic calming in residential areas to address traffic concerns.</li> </ul>	<p><b>Support for two-way traffic being brought back:</b>  <i>“...return 2 way traffic on Beach to provide transit access east bound.”</i></p> <p><b>Changes will benefit residents:</b>  <i>“...It would benefit residents East of Burrard Bridge to restore Beach to 2way traffic. Bike lanes is well accommodate no need to carve up beach ave as its bicyclists who do not observe 4 way stop or pedestrian crossing.”</i></p>
<p>Support more transit in this area (52 comments, 4.1%)</p> <p>Comments indicating support for increased transit, including:</p> <ul style="list-style-type: none"> <li>• If there is to be two-way traffic, it should be limited to public transit.</li> <li>• The lack of public transit in the area makes it difficult to access the waterfront easily.</li> <li>• Support for more transit routes and/or service, for example more capacity on Route 23 (English Bay) buses.</li> <li>• Suggestion that a new Skytrain station is needed.</li> </ul>	<p><b>Prioritize transit:</b>  <i>“Any changes should prioritize transit movement over private vehicles, including exclusive lanes and congestion charging.”</i></p> <p><b>Improve service and extending transit access:</b>  <i>“1. Road designs should prioritize running full size buses on route 23 - its way over capacity. Extending transit access to Stanley Park would be amazing!”</i></p> <p><b>Need better transit and parking for accessibility:</b>  <i>“Although there is some facilities and features that will address accessibility, it is still woefully lacking when it comes to getting there for persons with mobility issues. Public transport is lacking and there is not where to park after dropping off.”</i></p>
<p>Reduce parking (27 comments, 2.2%)</p> <p>Respondents prefer less space for parking, with comments made about:</p> <ul style="list-style-type: none"> <li>• Removing parking on Beach Avenue to cede more space to active transportation. Removing parking from under the Burrard Bridge.</li> <li>• Dedicating more space to activities rather than parking.</li> </ul>	<p><b>No need to add parking spaces:</b>  <i>“As a life long resident of this city with deep connections to the West End, I do not support more vehicle traffic for Stanley Park. There is to be a new parking lot at Burrard, several on Denman, Davie, this is sufficient.”</i></p> <p><b>Remove parking from under the Burrard Street Bridge:</b>  <i>“That parking lot under Burrard Bridge is a waste of space and should have some of the spaces removed for other uses. If you want more people using active transportation and public transit, you need to make it harder for them to use vehicles.”</i></p>

Theme	
<p><b>Public Space</b></p> <p>The main themes related to public space were:</p> <ol style="list-style-type: none"> <li>1. Desire for more food and beverage options</li> <li>2. Concerns and questions about active gathering spaces</li> </ol>	
Sub-themes*	Example comments
<p>Desire for food and beverage options (including cafes/restaurants/bars, pop-ups, kiosks, food trucks, other spaces for small vendors)</p> <p>(47 comments, 3.5%)</p> <p>Survey respondents would like more food and beverage options, such as:</p> <ul style="list-style-type: none"> <li>• Cafes</li> <li>• Restaurants</li> <li>• Bars</li> <li>• Pop-ups/kiosks/spaces for small vendors</li> <li>• Food trucks</li> <li>• Preference for having more options available closer to the beaches.</li> </ul>	<p><b>Desire for rentable space for small businesses:</b></p> <p><i>“I’d like to see more space along this route that includes commercial opportunities for locals and could provide income for Van Parks (rentable food truck space or permanent structure that can be leased to small businesses offering food and refreshment)”</i></p> <p><b>Desire for commercial space along waterfront:</b></p> <p><i>“This area as needs more programming to take advantage of the beachfront. There are other areas in Vancouver which prioritize natural environment preservation but this is the one area where it makes sense to put in more restaurants, cafes, bars and retail.”</i></p>
<p>Concerns and questions about active gathering spaces</p> <p>(27 comments, 2.1%)</p> <p>Comments under this theme related to:</p> <ul style="list-style-type: none"> <li>• Increased development and more active gathering spaces potentially bringing more people to the area.</li> <li>• Concerns about noise and disruption, particularly with large gatherings at night.</li> <li>• Preference to keep the area quiet with fewer active uses, e.g., an amphitheatre.</li> </ul>	<p><b>Preference to keep the area quiet:</b></p> <p><i>“For those living at Sunset Beach, the continual summer noise from excessively loud late night music, will only be enhanced by the plan. Without enforcement of noise and park closure bylaws, now precluded by lack of laws, the area will be unlivable.”</i></p> <p><b>Concerns about gathering spaces:</b></p> <p><i>“...[in Area 1] by “creating more space for gatherings” and the “viewing deck” you invite unenforceable “after hours” parties and unwanted noise.”</i></p>

Theme	
<p><b>Activities</b></p> <p>Feedback about activities fell into the following main themes:</p> <ul style="list-style-type: none"> <li>• Support for skatepark</li> <li>• Support for roller skating rink at Sunset Beach</li> <li>• General comments in appreciation of activities, e.g., sports courts</li> </ul>	
Sub-themes*	Example comments
<p>Support for skatepark (114 comments, 7.7%)</p> <p>General appreciation for the skatepark was expressed:</p> <ul style="list-style-type: none"> <li>• Skatepark is a much-needed facility in the West End.</li> <li>• Agreement with the placement, design, and compatibility with other activities.</li> <li>• Suggestions to locate further from children’s play areas.</li> <li>• Design suggestions for increased usability for skaters of different levels.</li> <li>• Suggestions to make the skate park usable in all weather conditions</li> </ul>	<p><b>Appreciation for skatepark:</b></p> <p><i>“All my friends and I would love a skatepark in the west end! We skate at sunset beach all the time and having a covered area to skate during the rainy season would be amazing!”</i></p> <p><b>Preference for a covered skatepark:</b></p> <p><i>“A covered skatepark is much needed in Vancouver. There’s a large, diverse and inclusive skateboard community in Vancouver that struggles to find dry/covered spaces to skate in the winter.”</i></p>
<p>Rollerskating plaza (51 comments, 3.4%)</p> <p>General appreciation for the roller skating plaza was shared, with the following points raised:</p> <ul style="list-style-type: none"> <li>• <b>Important</b> to keep as this is a unique and well-used place in the West End.</li> <li>• Design suggestions, including size, surface, and lighting.</li> </ul>	<p><b>Appreciation for rollerskating plaza and design considerations:</b></p> <p><i>“Yes, please make sure the rollerskate plaza is a good size, flat surface and well lit please with adequate drainage for when it rains!”</i></p> <p><b>Design / placement considerations:</b></p> <p><i>“I’d like a very smooth, flat rollerskating area that is separate from the skateboarding area.”</i></p>



Theme	
<p><b>Facilities and amenities</b></p> <p>The main theme relating to facilities and amenities was a need for more washrooms, changerooms, as well as options for seating, more lighting, and covered areas to use in all seasons.</p>	
Sub-themes*	Example comments
<p>Support for more washrooms and changerooms (37 comments, 2.5%)</p> <p>Overall positive comments about the addition of washrooms and changerooms, as well as suggestions for facility design and location:</p> <ul style="list-style-type: none"> <li>• Include all-gender washrooms.</li> <li>• Include wheelchair accessible washrooms.</li> <li>• Make washrooms open later.</li> <li>• Changerooms for people swimming.</li> <li>• Locate washrooms near the activity areas.</li> </ul>	<p><b>Accessible facilities:</b></p> <p><i>“Accessible washrooms year round.”</i></p> <p><b>Placement of facilities:</b></p> <p><i>“Washrooms, changing rooms and food facilities are well placed.”</i></p>
<p>Suggestions for amenities, e.g., seating, lighting, covered areas (42 comments, 2.8%)</p> <p>Comments expressed desire for more:</p> <ul style="list-style-type: none"> <li>• Seating options.</li> <li>• Lighting along pathways to make the area feel safer in the dark.</li> <li>• Covered areas to protect from weather.</li> </ul>	<p><b>Covered areas for all seasons:</b></p> <p><i>“...also, covered third spaces to hang out in without spending money, so you can stay dry.”</i></p> <p><b>Improved lighting:</b></p> <p><i>“Add better lighting for the sunset beach walk area.”</i></p>

Theme	
<p><b>Environment and ecology</b></p> <p>There was support for adding more greenspace and ecological spaces, as well appreciation for the positive qualities these spaces foster, like quiet, calm, and peacefulness.</p>	
Sub-themes*	Example comments
<p>Support for more greenspace/natural spaces (69 comments, 4.6%)</p> <p>Suggestions noted were:</p> <ul style="list-style-type: none"> <li>• Keeping the area as natural as possible.</li> <li>• Enhancing connections to the water.</li> <li>• Include ecological features to support habitat and greater biodiversity.</li> <li>• Avoiding paving over existing greenspace.</li> </ul>	<p><b>Desire to keep natural spaces:</b></p> <p><i>“I believe you have done a good job on this. Thank you. PLEASE keep it as spacious and natural as possible. I like that the activities are grouped near Sunset [Beach] and it gets quieter as you get near Stanley Park.”</i></p> <p><b>Preserving nature:</b></p> <p><i>“I appreciate the approach for preserving nature in the area and making it more accessible in bad weather (covered areas).”</i></p> <p><b>More natural areas:</b></p> <p><i>“I would like to see more natural areas and less concrete and asphalt in this area. I would like to see some efforts made to “Daylight” some buried streams.”</i></p>

\*Subthemes were included if more than 2% of total comments fit into those categories.

\*\* Many comments expressing concerns about the proposed transportation changes to Beach Avenue mentioned concerns that these changes would involve removing the current bike lane on Beach Avenue to allow for two-way vehicle traffic west of Denman Street. The project team endeavoured to address this misinformation in project communications as well as during the public open houses.

## Appendix C: Detailed open house findings

Table 2, below, shows the top themes heard during the two open houses. It is structured by the five project areas, followed by the topics of activities, facilities, amenities, and transportation, with quotes providing examples of feedback heard during these events.

**Table 2. Summary of open house feedback**

Area	Feedback	Quotes
<b>Area 1: Stanley Park to Gilford Street</b>	<ul style="list-style-type: none"> <li>• Opposition to two-way traffic on Beach Avenue west of Denman Street.</li> <li>• Support for habitat islands and additional vegetation.</li> <li>• Desire to maintain a focus on active transportation.</li> </ul>	<i><b>“I think there’s already enough cars on Beach Ave., 2-way streets just sounds not good. More trees though, that sounds great.”</b></i>
<b>Area 2: Gilford Street to Bidwell Street</b>	<ul style="list-style-type: none"> <li>• Desire to preserve built heritage, specifically the Bathhouse and Inukshuk.</li> </ul>	<i><b>“Keep bathhouse as is and Renovate the bathrooms”</b></i>
<b>Area 3: Bidwell Street to Broughton Street</b>	<ul style="list-style-type: none"> <li>• Support for leisure spaces, specifically the Healing Meadow.</li> <li>• Concern about leisure spaces impeding ocean view.</li> <li>• Concern with noise of skatepark but a desire to maintain skatepark in the area.</li> <li>• Support for specific habitat areas.</li> </ul>	<p><i><b>“Love the intertidal habitat”</b></i></p> <p><i><b>“Move skatepark (noisy) away from peaceful meadow area”</b></i></p>
<b>Area 4: Broughton Street to Bute Street</b>	<ul style="list-style-type: none"> <li>• Appreciation for active recreation spaces especially the roller park.               <ul style="list-style-type: none"> <li>◦ Suggestions to move current skatepark to this area to improve compatibility between active recreation types.</li> </ul> </li> <li>• Suggestions for additional active spaces, e.g., pickleball courts, tennis courts, outdoor pool, play spaces for older kids, fitness area.</li> <li>• Noise concerns</li> <li>• Desire for improve amenities like lighting, universal washrooms, and covered areas.</li> <li>• Support for more small-scale food vendors.</li> <li>• Desire to see bike facilities.</li> </ul>	<p><i><b>“Dedicated roller plaza is a great addition!”</b></i></p> <p><i><b>“Remove skatepark or move it closer to roller area, away from meadows in Area 3”</b></i></p>

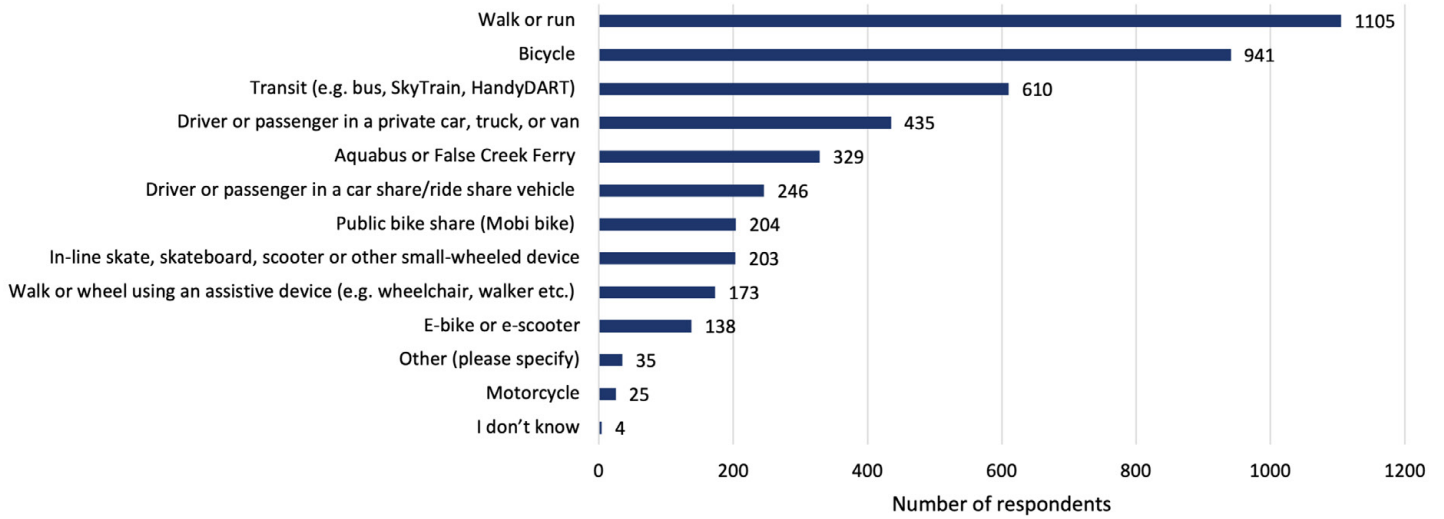


Area	Feedback	Quotes
<b>Area 5: Bute Street to Burrard Street Bridge</b>	<ul style="list-style-type: none"> <li>• Vancouver Aquatic Centre comments:               <ul style="list-style-type: none"> <li>◦ Need for interim space for aquatic activities while new space is being built.</li> <li>◦ Facility-specific recommendations, such as making the facility large enough for competition-level and recreational swimming.</li> </ul> </li> <li>• Desire for improved active transportation:               <ul style="list-style-type: none"> <li>◦ Concerns about elevated cycle path.</li> <li>◦ Desire to improve paths/stairs under the bridge.</li> <li>◦ Questions about bike lane placement near 1000 Beach Avenue.</li> </ul> </li> <li>• Desire for improved bridge conditions including accessibility of path below bridge, stair maintenance and road crossings.</li> </ul>	<p><b><i>“VAC is an amazing competitive and recreation facility! Upgrade the pool to up to date/state of the art competitive facility to host multiple competitive opportunities both nationally + internationally!”</i></b></p> <p><b><i>“[Bridge] Narrow stairs + dirt road + no road crossings = NOT okay”</i></b></p>
<b>Activities, amenities, and facilities</b>	<ul style="list-style-type: none"> <li>• Desire to see improved amenities such as lighting and shade.</li> <li>• Concerns with safety and security in the areas.</li> <li>• Desire for community stewardship.</li> </ul>	<p><b><i>“How do we build spaces that encourage cleaning and taking care of community”</i></b></p>
<b>Transportation</b>	<ul style="list-style-type: none"> <li>• Desire for improved active transportation conditions.</li> <li>• Concern with transportation mode mixing and safety.</li> </ul>	<p><b><i>“Only 1 way traffic. Keep bikes &amp; pedestrians separate”</i></b></p>

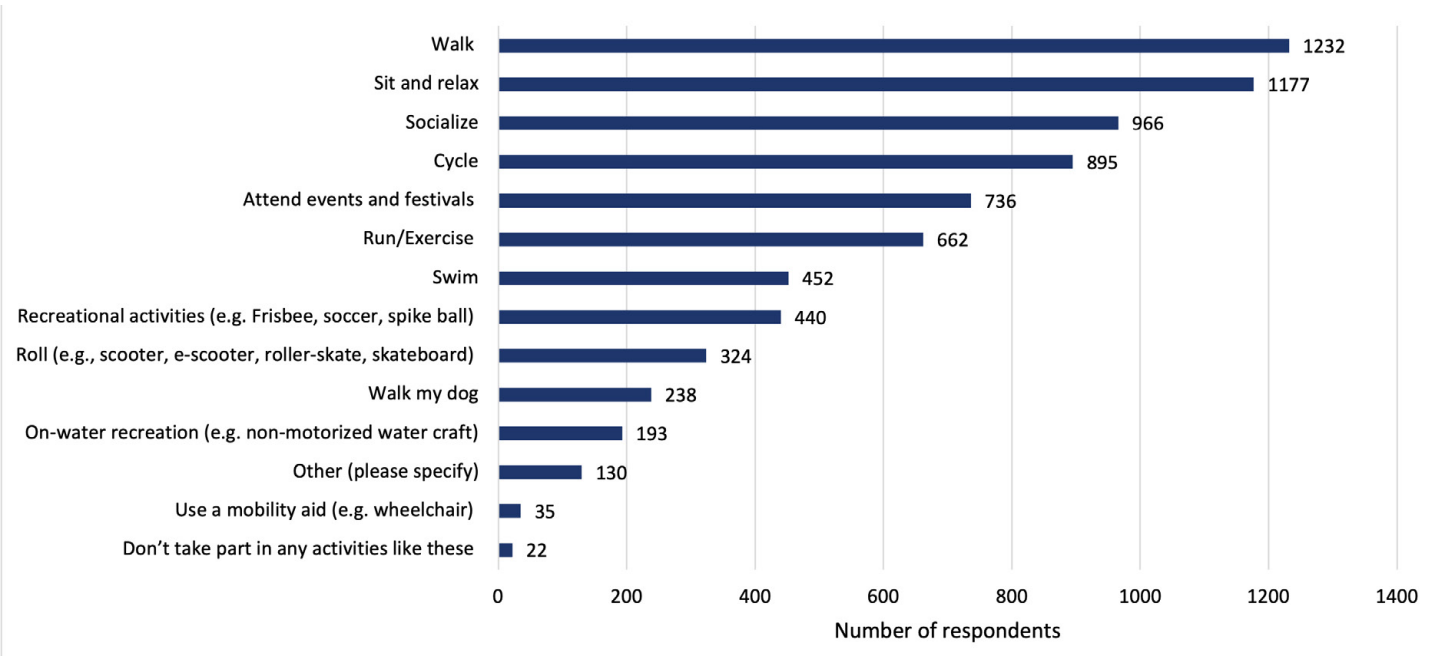
## Appendix D: Shape Your City – Demographic Responses

The graphs and charts below show all demographic responses received in the Shape Your City survey. Where relevant to this project, statistics were compared to the City of Vancouver census data (2021 Census of Population - Vancouver, City), retrieved from Statistics Canada.

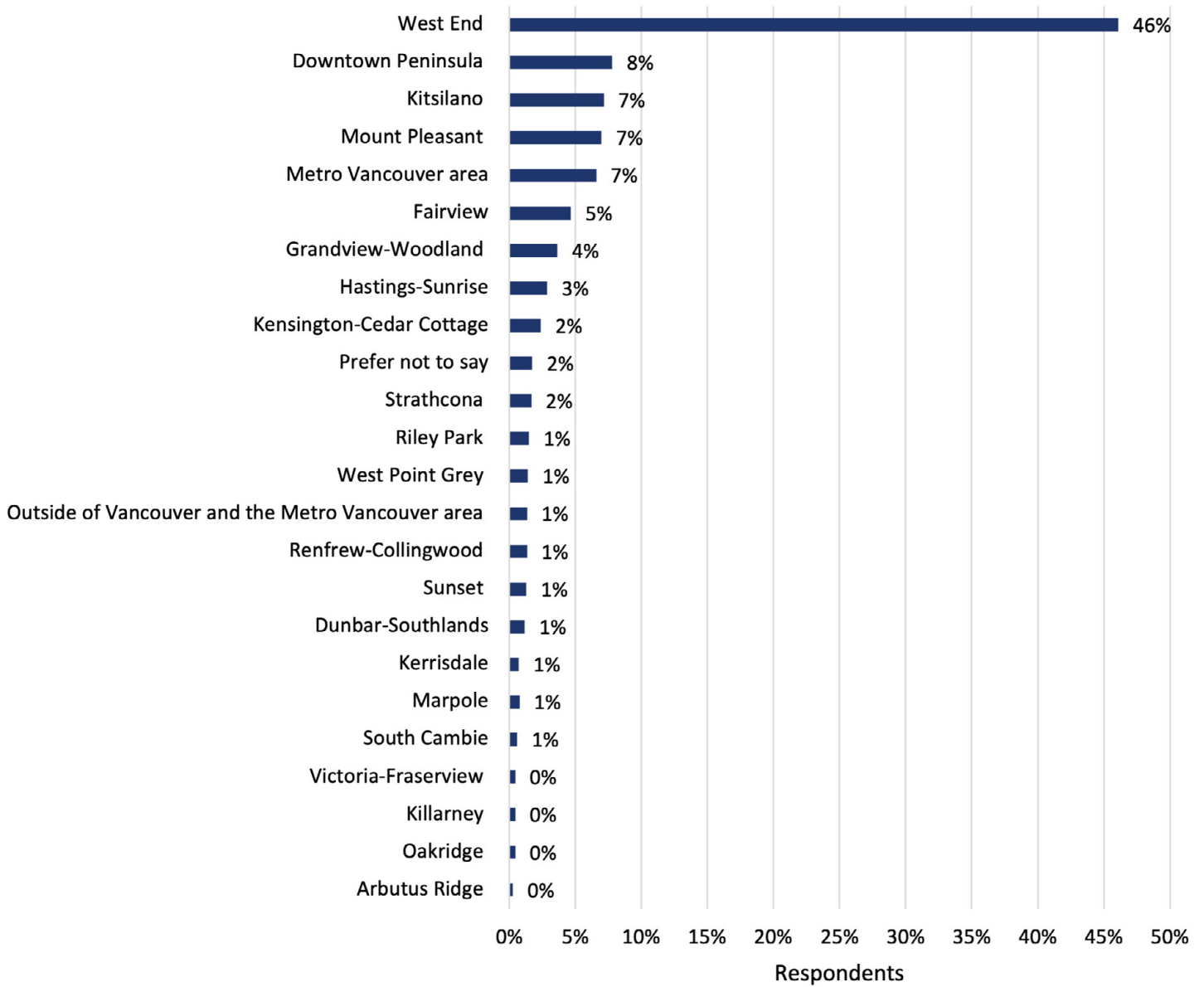
### How do you usually get to and through the West End waterfront? (n=1,566)



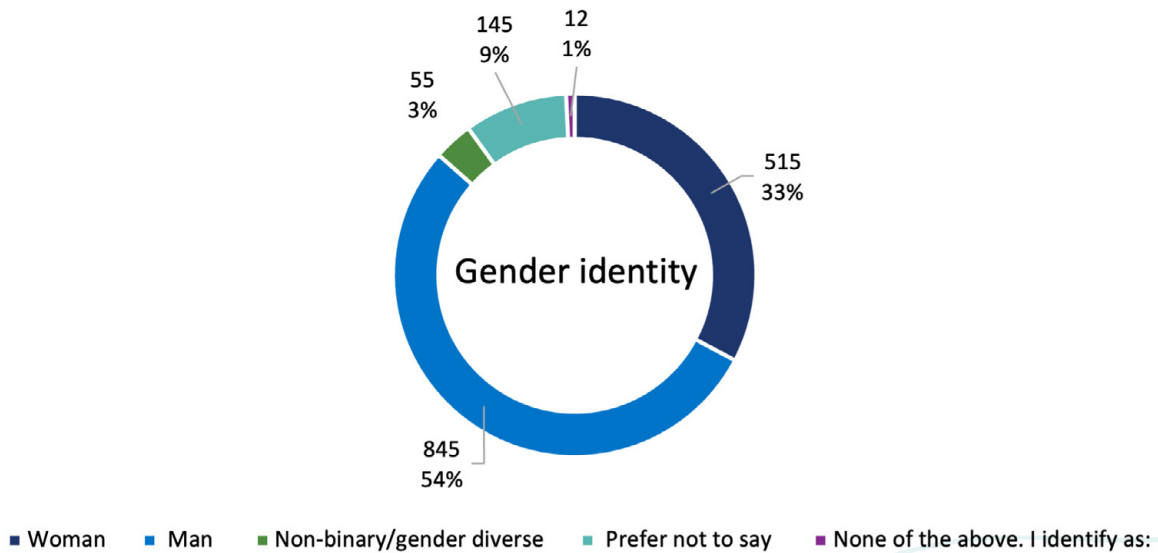
### What do you do at the West End waterfront? (n=1,566)



## Which neighbourhood do you live in? (n=1,566)

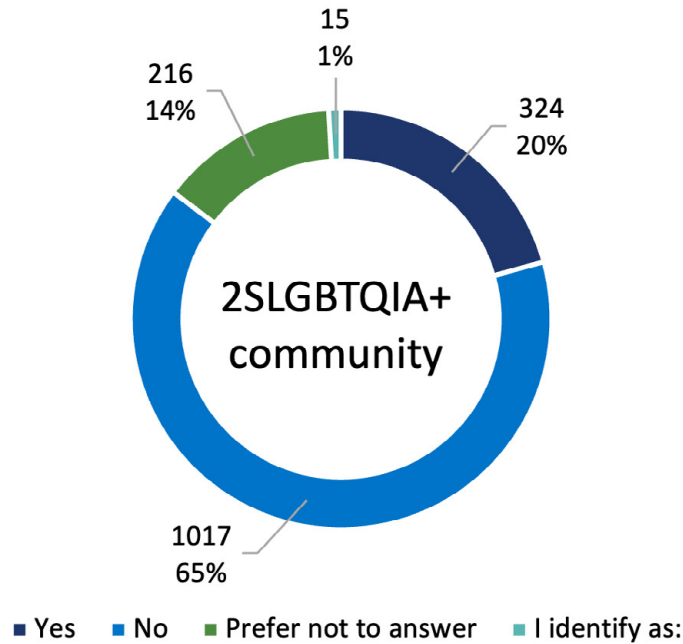


## How do you describe your gender identity? (n=1,566)

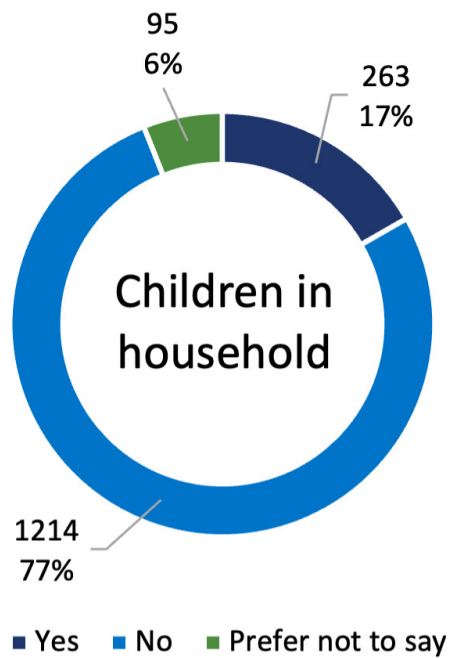




Do you identify as a member of the Two-Spirit, Lesbian, Gay, Bisexual, Transgender, Queer and/or Questioning, Intersex, Asexual (2SLGBTQIA+) community? (n=1,566)



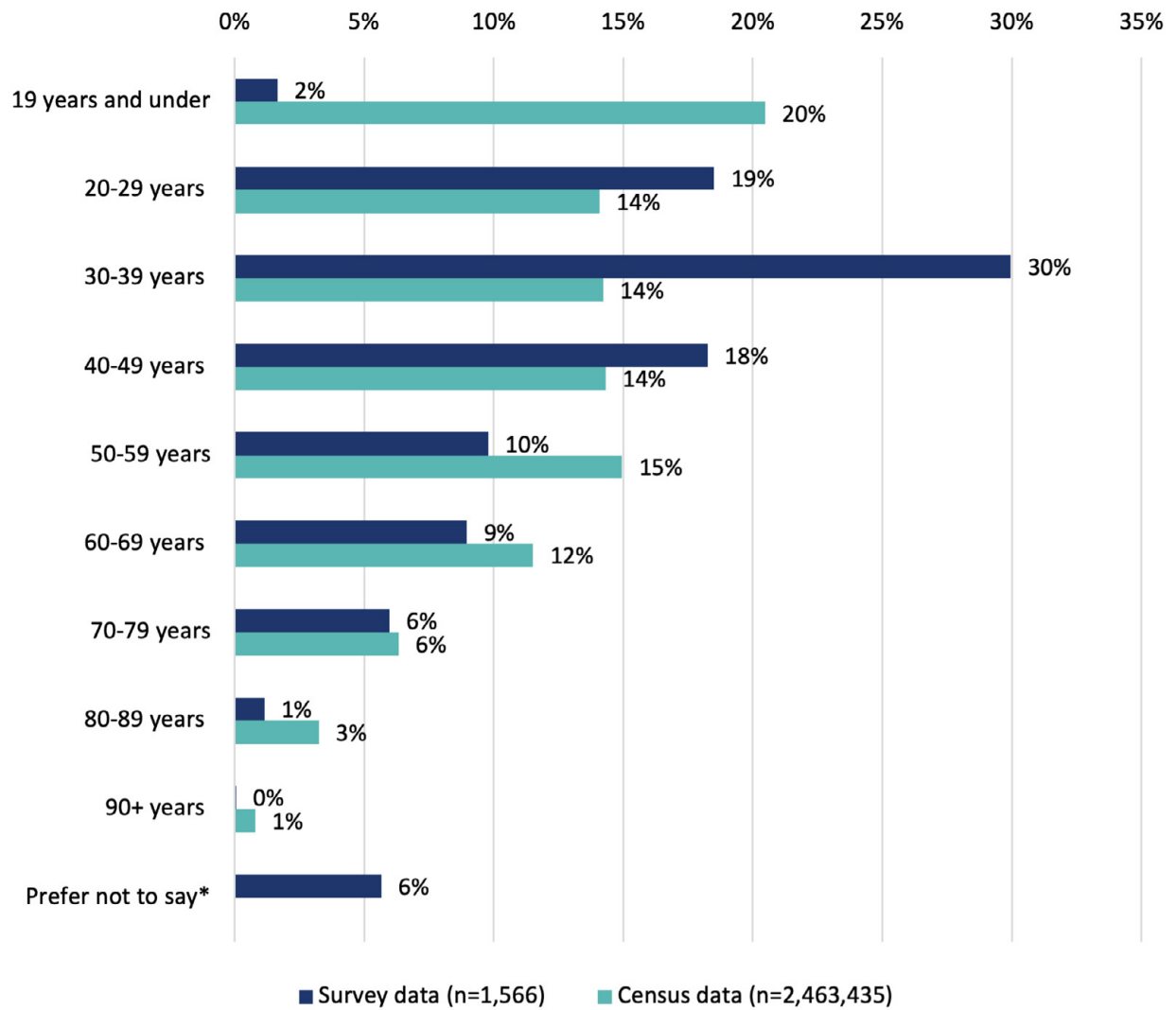
Do you have children under the age of 19 in your household? (n=1,566)

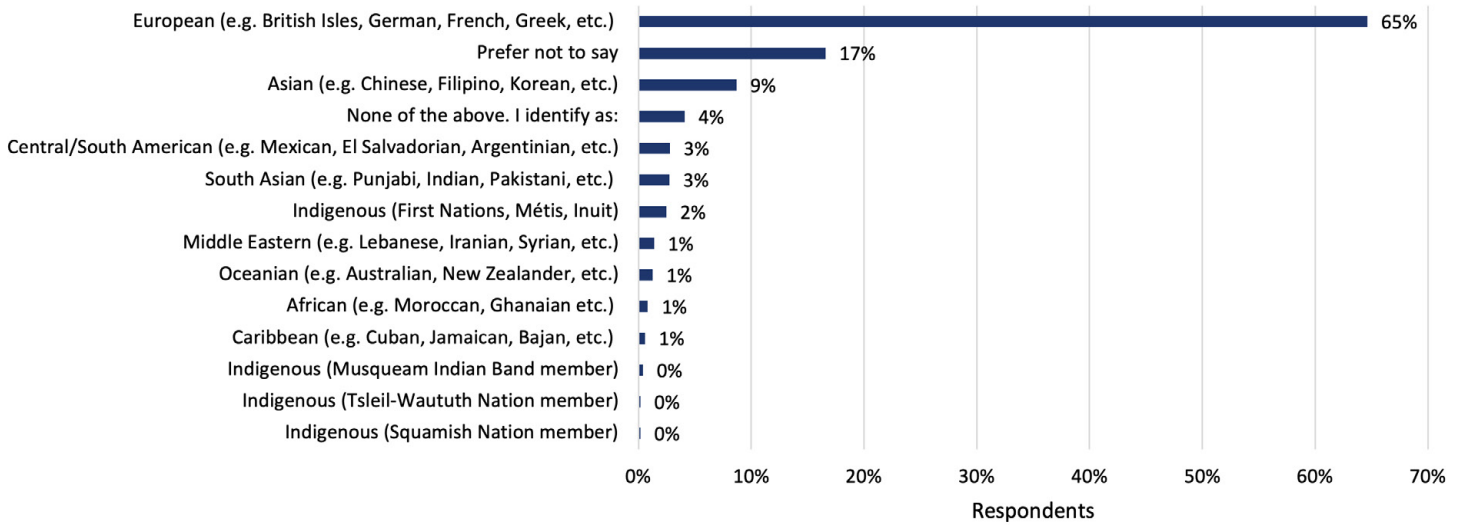


## Which age group do you belong to?

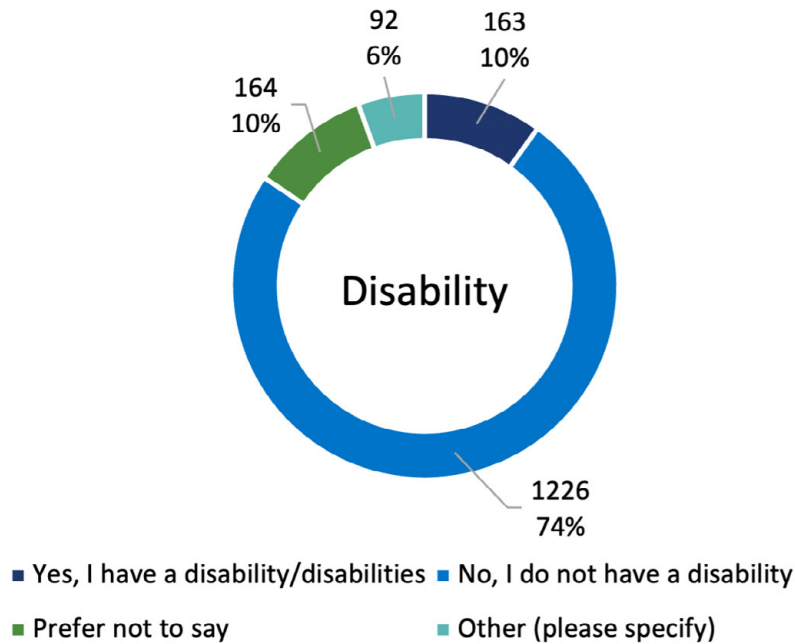
Age distribution of this survey is compared here to City of Vancouver census data.

\*"Prefer not to say" was not an option in the Census data.



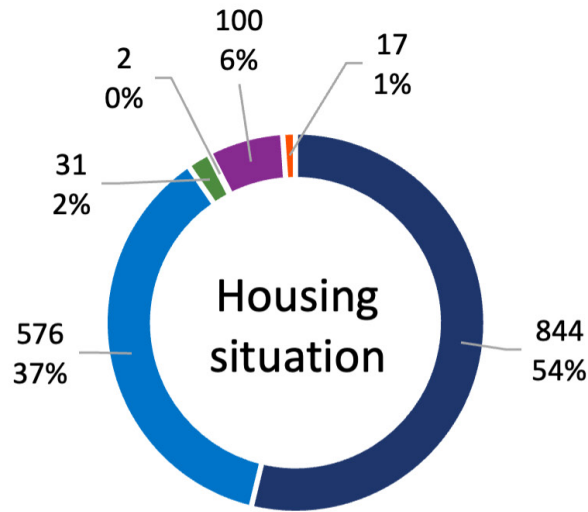


### Do you identify as having a disability? (n=1,566)



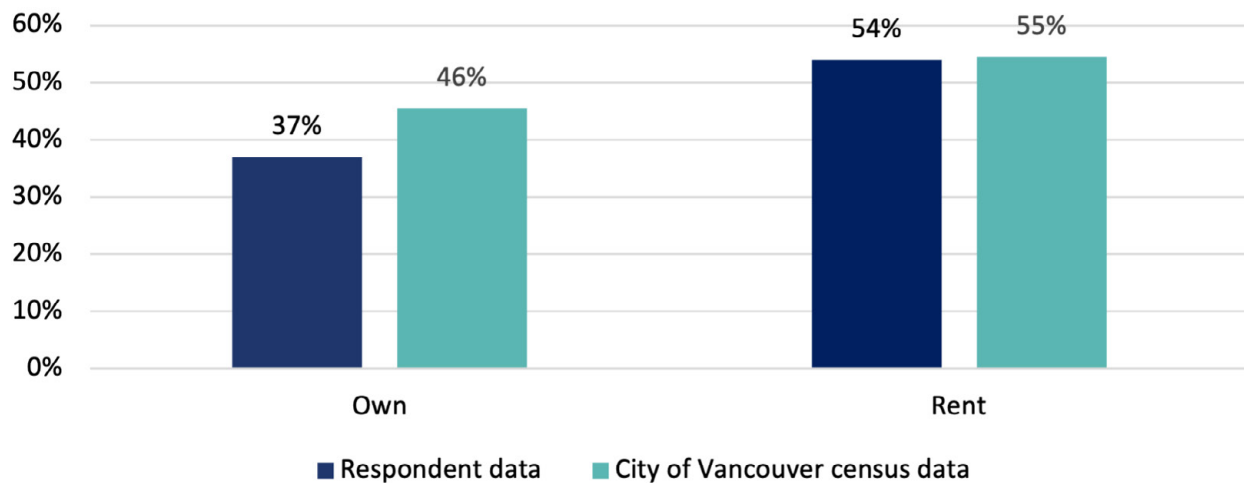


## How would you describe your housing situation? (n=1,566)

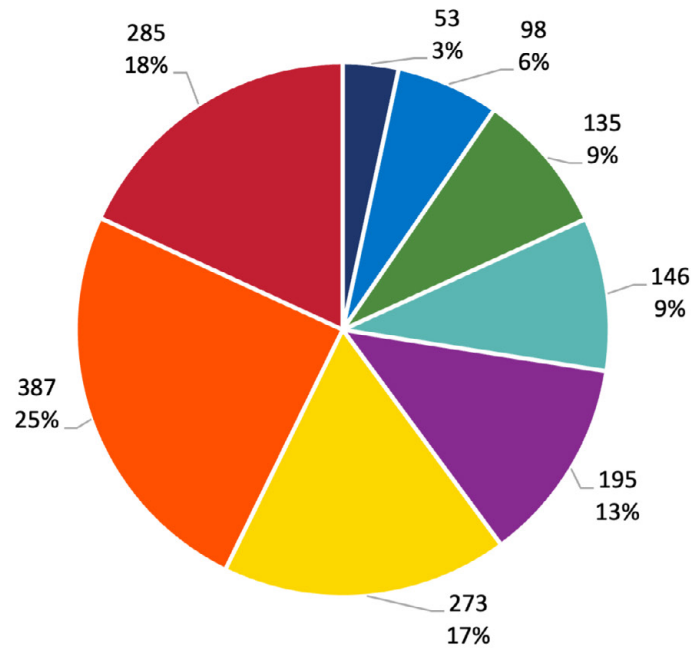


■ Rent ■ Own ■ Co-op housing ■ Unsheltered or temporary shelter ■ Prefer not to say ■ Other (please specify)

Percentages of renters and homeowners who responded to this survey is compared here to City of Vancouver census data.



Which of the following categories best describes your total household income per year, before taxes? (n=1,566)



- Under \$25,000
- \$25,000 to under \$40,000
- \$40,000 to under \$60,000
- \$60,000 to under \$80,000
- \$80,000 to under \$100,000
- \$100,000 to under \$150,000
- \$150,000 and above
- Prefer not to say







