

# Coquitlam

# For Committee

July 3, 2018

Our File: 13-6480-20/18-01/1

Doc #: 2969763.v1

To: City Manager

From: General Manager Planning and Development

Subject: **Oakdale Land Use Designation Update – Initial Survey Feedback**

For: **Council-in-Committee**

**Recommendation:**

That the Committee receive the report dated July 3, 2018 from the General Manager Planning and Development entitled, "Oakdale Land Use Designation Update – Initial Survey Feedback" for information.

**Report Purpose:**

This report presents a summary of the feedback received through the initial survey in the Oakdale Land Use Designation Update (OLUDU) process for the Committee's information and feedback, prior to staff preparing options for potential future land uses.

**Strategic Goal:**

Implementation of the Burquitlam-Lougheed Neighbourhood Plan is a "C" priority in the City's 2018 Business Plan, and supports the strategic goal of 'Strengthening Neighborhoods' by ensuring that growth and development in the neighbourhood over the next 25 years balances City priorities with resident and stakeholder feedback and fits the overall BLNP neighbourhood character.

**Background:**

On February 19, 2018, Council endorsed the scope and process for the OLUDU that includes a review of land uses designations in the neighbourhood, as well as related transportation, servicing and streetscape constraints and opportunities. The feedback received from an initial survey is summarized in this report and will guide future outreach and consultation.

Staff used a variety of channels to promote the survey, in order to reach as many residents as possible. In addition to a notice that was mailed to all residents and property owners in Oakdale, the survey was advertised in the Tri-City News, on the City's website, through social media and email notifications, at City facilities, and through media releases. A summary of all public notification related to the survey is included in Attachment 1.

**Discussion/Analysis:**

The online survey was open from April 9 to April 30, 2018, and staff also made paper copies available for those without access to a computer. This initial survey was the first step in the public consultation process as staff works towards preparing future land use options for Oakdale.

**Discussion/Analysis: cont'd/**

This survey focused on neighbourhood values, and how residents envisioned their neighbourhood in the future, with the intention to draw on and utilize the feedback received to guide the preparation of land use options and future public consultation.

***Survey Feedback from All Respondents***

Over 900 people completed the survey either online or on paper. A copy of the survey is included as Attachment 2, and a detailed summary of the general survey findings are included in Attachment 3.

The following were identified as the qualities that respondents like the most about Oakdale (in order of popularity):

1. Proximity to transit;
2. Location within the region; and
3. Family-friendly neighbourhood.

Asked what could make Oakdale a more complete, livable community, respondents identified the following qualities most frequently:

1. Retained single-family character;
2. More amenities and services; and
3. More family-friendly housing and services.

Respondents identified the following as qualities they would most like to see associated with Oakdale in 25 years' time:

1. Safety;
2. Preserved natural environment; and
3. Range of housing choices.

The values and priorities identified as being most important to all respondents (in order of popularity) are as follows:

1. Design streetscapes to be people-friendly, safe, accessible and comfortable;
2. Respect watercourses and environmentally-sensitive areas;
3. Improve community access to services such as grocery stores, restaurants, cafes and retail services;
4. Accommodate the new housing needs of a growing community and region – ensuring our children and grandchildren can find a home within our community; and
5. Provide higher levels of housing density to accommodate population growth and allow for efficient use of land and City utilities and services.

Parks and natural areas were identified as the most popular places in Coquitlam, particularly Lafarge Lake / Town Centre Park, Como Lake, Mundy Park and Blue Mountain Park. 'Home' was also a common response. Parks, natural areas and trails were identified as people's favourite places in Oakdale.

***Survey Feedback from Oakdale Residents***

Staff have geocoded the responses and approximately 70% of respondents live in Oakdale, have family or friends in Oakdale and / or own a property in Oakdale.

**Discussion/Analysis: cont'd/**

Responses from Oakdale residents were similar to the results outlined above for all respondents, although there were some differences.

Oakdale residents identified the same qualities that they liked about the neighbourhood, although in a different order of popularity (overall respondents feedback in brackets):

1. Location within the region (2);
2. Proximity to transit (1); and
3. Family-friendly neighbourhood (3).

Asked what could make the neighbourhood a more complete, livable community, Oakdale residents' two most popular responses were the same results from all respondents. However, 'quiet streets' was selected more often than 'more family-friendly housing and services':

1. Retained single-family character (1);
2. More amenities and services (2); and
3. Quiet streets (5).

The responses from residents when asked which qualities they would most like to see associated with Oakdale in 25 years' time were consistent with the most popular responses from all respondents:

1. Safety;
2. Preserved natural environment; and
3. Range of housing choices.

Differences were identified when comparing the values identified as the most important by Oakdale residents with the responses from all survey respondents. Of note, maintaining the single-family character and existing land uses were seen as more important than providing additional housing and helping accommodate population growth:

1. Design streetscapes to be people-friendly, safe, accessible and comfortable;
2. Maintain the existing single-family character of the neighbourhood with no new housing diversity or density;
3. Respect watercourses and environmentally-sensitive areas;
4. Recognize the established communities by retaining existing land uses where possible; and
5. Improve community access to services such as grocery stores, restaurants, cafes and retail services.

***Survey Feedback from within Oakdale***

Following the preliminary analysis of the survey responses, feedback from Oakdale residents was divided into six sub-areas to allow for a comparison across the neighbourhood. A map showing these sub-areas is included in Attachment 4. While there were some similarities across the sub-areas, the most important qualities and values varied, particularly between sub-areas A and B at the south end of the neighbourhood and sub-areas E and F at the north end.

**Discussion/Analysis: cont'd/**

Residents in sub-areas A and B value the proximity to the SkyTrain, and would like to see more amenities and an affordable range of family-friendly housing in the neighbourhood. Moving forward, these residents indicated that they would like to prioritize the revitalization of Oakdale with high-density, transit-oriented development and new amenities and services.

Residents in sub-areas C and D also value the proximity to the SkyTrain, and would like to see more amenities and affordable family-friendly housing while retaining the existing single-family character on their quiet streets. These residents have indicated that they would like to prioritize the retention of existing single-family character, protection of watercourses and environmentally sensitive areas and development of accessible, people-friendly streetscapes moving forward.

In sub-areas E and F, residents value the character of their quiet, family-friendly neighbourhood. Moving forward, these residents have indicated that they would like to prioritize the retention of the single-family character of their neighbourhood, protection of environmentally sensitive areas and watercourses and development of accessible, people-friendly streetscapes.

A detailed summary of the feedback provided by residents in the different sub-areas of Oakdale is included in Attachment 5.

**Next Steps:**

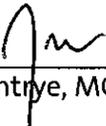
Staff will use the feedback received through the initial survey both to draft sub-area land use options and to inform the next round of public consultation. Potential land use designations for Oakdale will be the focus of a community information session and survey in the coming months, as well as the transportation network, parks, utilities and environmental analysis.

**Financial Implications:**

The OLUDU process is identified as part of the 2018 Business Plan and is funded through the existing Community Planning division capital projects budget.

**Conclusion:**

The initial survey for the Oakdale Land Use Designation Update (OLUDU) focused on neighbourhood values. The feedback received helps identify priorities for Oakdale residents and provides insight into the differences between sub-areas within the neighbourhood. Staff will use this feedback to inform the next round of public consultation and to help develop potential land use designation concepts for the different sub-areas in Oakdale.

  
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J.L. McIntyre, MCIP, RPP

**Attachments:**

1. Summary of Public Notification (Doc # 2989632)
2. Copy of Survey (Doc # 2989653)
3. Summary of General Survey Findings (Doc # 2991310)
4. Map of Oakdale Sub-areas (Doc # 2989656)
5. Summary of Feedback from Oakdale Residents (Doc # 2991634)

This report was prepared by Chris McBeath, Major Project Planner, and reviewed by Andrew Merrill, Manager, Community Planning.

## Oakdale Land Use Designation Update (OLUDU) – Summary of Public Notification

The initial survey for the OLUDU process was open between April 9, 2018 to April 30, 2018, and was promoted through the following channels:

- City's social media sites, including:
  - Facebook – posts on April 15, 2018 (reached 10,239 people) and April 26, 2018 (reached 1,133 people)
  - Facebook – two paid advertisements reached 15,140 people
  - Twitter – tweets on April 15, 2018 (reached 999 people) and April 26, 2018 (reached 2,056 people)
- OLUDU project webpage
- City website homepage banner
- Notifications through the Burquitlam-Lougheed Neighbourhood Plan (BLNP) email list
- Digital advertisements at City facilities
- Print advertisements in the Tri-City News
- Information bulletin posted on the City website
- Oakdale Neighbourhood Association Annual General Meeting – April 12, 2018
- Mailed notice to all Oakdale property owners and occupants (686 letters)

During the development of the Burquitlam-Lougheed Neighbourhood Plan (BLNP), adopted June 26, 2017, there was little evidence of consensus for the future land uses in Oakdale. As a result, Oakdale was designated as a Future Planning Area and the update for Oakdale is now underway. The Oakdale Land Use Designation Update will help guide development in the Oakdale neighbourhood over the next 25 years.

This survey is just the first of many opportunities to provide input. Your responses will help guide our outreach and community information sessions over the next year. You will be given the opportunity to evaluate the specific land-use proposal for the neighbourhood through future consultation.

**1** What is your primary connection to Oakdale? Which of the following apply to you? (check all that apply)

- |  |   |
|--|---|
| <input type="checkbox"/> I recently moved to Oakdale               | <input type="checkbox"/> I own a rental property in Oakdale         |
| <input type="checkbox"/> I have lived in Oakdale for 2-5 years     | <input type="checkbox"/> I have family/friends that live in Oakdale |
| <input type="checkbox"/> I have lived in Oakdale for 6-10 years    | <input type="checkbox"/> I have no connection to Oakdale            |
| <input type="checkbox"/> I have lived in Oakdale for over 10 years |   |

**2** Some places are well known for a special quality or character, which may come from its history, architecture, natural setting, or even its businesses and residents. For example, Granville Island is famous for its arts and entertainment scene, Port Moody has "Brewer's Row" and Maillardville has French-Canadian heritage.

Which of the following qualities do you like most about Oakdale? (select up to 3)

- |  |   |
|--|---|
| <input type="checkbox"/> Location within the region        | <input type="checkbox"/> Neighbourhood character  |
| <input type="checkbox"/> Variety of amenities and services | <input type="checkbox"/> Parks and natural spaces |
| <input type="checkbox"/> Family-friendly neighbourhood     | <input type="checkbox"/> Quiet streets            |
| <input type="checkbox"/> Walkability                       | <input type="checkbox"/> Proximity to transit     |
| <input type="checkbox"/> It's easy to find parking         | <input type="checkbox"/> Other _____              |

Which of the following qualities could make Oakdale a more complete, livable community? (select up to 3)

- |  |  |
|--|--|
| <input type="checkbox"/> Retained single-family character          | <input type="checkbox"/> Improved access to transit        |
| <input type="checkbox"/> Improved parking                          | <input type="checkbox"/> Improved walkability              |
| <input type="checkbox"/> More family-friendly housing and services | <input type="checkbox"/> More amenities and services       |
| <input type="checkbox"/> More traffic calming measures             | <input type="checkbox"/> Improved parks and natural spaces |
| <input type="checkbox"/> Quiet streets                             | <input type="checkbox"/> Other _____                       |

In 25 years time, what qualities would you like to see associated with Oakdale? (select up to 3)

- |   |  |
|---|--|
| <input type="checkbox"/> Affordable housing   | <input type="checkbox"/> Family-friendly spaces        |
| <input type="checkbox"/> Safety               | <input type="checkbox"/> Preserved natural environment |
| <input type="checkbox"/> Parks and recreation | <input type="checkbox"/> Range of housing choices      |
| <input type="checkbox"/> Walkability          | <input type="checkbox"/> Other _____                   |

What themes, not mentioned above, would you like for the City to focus on during the Oakdale Land Use Designation Update?

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**3** During the BLNP consultation process, we asked residents of the entire BLNP area to identify their priorities and values. Today we would like to ask similar questions, focusing on the Oakdale neighbourhood specifically.

**From the four categories below, please select the five (in total) criteria that are most important to you.**

**TRANSPORTATION**

- Design streetscapes to be people-friendly, safe, accessible and comfortable.
- Develop transit-supportive communities that minimize walking distance to Neighbourhood Centres and SkyTrain.
- Improve transportation network in areas undergoing change with a grid of well-connected streets and walking and cycling connections.

**HOUSING**

- Maintain the existing single-family character of the neighbourhood with no new housing diversity or density.
- Provide higher levels of housing density to accommodate population growth and allow for efficient use of land and City utilities and services.
- Accommodate the new housing needs of a growing community and region – ensuring our children and grandchildren can find a home within our community.

**COMMUNITY AMENITIES**

- Provide expanded and improved parks and amenities.
- Respect watercourses and environmentally-sensitive areas.
- Improve community access to services such as grocery stores, restaurants, cafés and retail services.

**GENERAL**

- Recognize the established communities by retaining existing land uses where possible.
- Ensure that there is a gradual transition between land uses to ensure that high-density uses and single-family housing are not adjacent.
- Foster revitalization and renewal in Oakdale.

**4** We would like to get a sense of what residents value in their community. Please tell us about your favourite places.

What is your favourite place in Coquitlam?

\_\_\_\_\_

Why is this your favourite Place in Coquitlam?

\_\_\_\_\_

What is your favourite place in Oakdale?

\_\_\_\_\_

Why is it your favourite place in Oakdale?

\_\_\_\_\_

**5** Do you own or rent your home? \_\_\_\_\_

**6** What is your age? \_\_\_\_\_

**7** What are the ethnic or cultural origins of your ancestors? \_\_\_\_\_

**8** What is your gender? \_\_\_\_\_

**9** Do you live in Coquitlam? \_\_\_\_\_

**10** What is your postal code? \_\_\_\_\_

**Thank you for providing your feedback on the future of Oakdale.**

Please return the completed questionnaire to Planning & Development, Attention: Community Planning at 3000 Guildford way, Coquitlam, BC, V3B 7N2 or fill in the online questionnaire by **April 23, 2018**, at [coquitlam.ca/oakdale](http://coquitlam.ca/oakdale).

By filling in this form, I hereby acknowledge that the personal information collected on this form is collected with my consent in accordance with Section 26(d) of the *Freedom of Information and Protection of Privacy Act* (the 'Act'). The City acknowledges that the personal information provided will only be used in accordance with the Act by authorized staff for the purpose of the Oakdale Land Use Designation Update.

Please note, written submissions provided in response to this consultation will become part of the public record which includes the submissions being made available for public inspection at Coquitlam City Hall and on our website as part of a future agenda at [coquitlam.ca](http://coquitlam.ca).

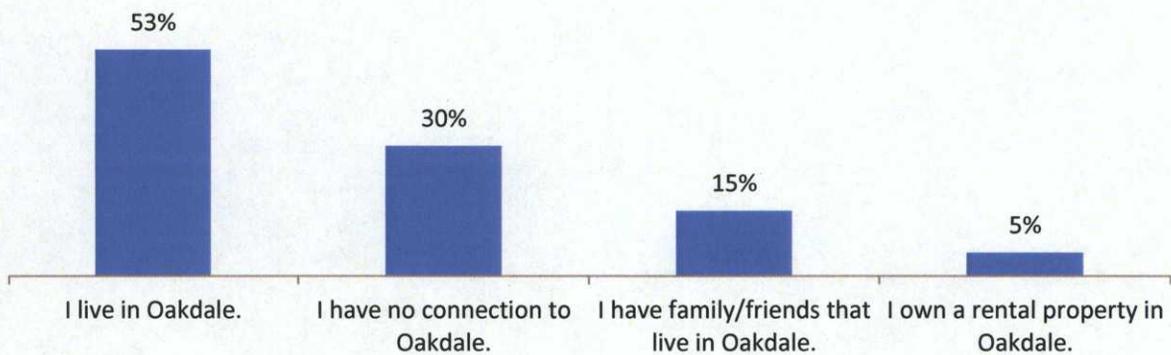
If you have any questions about the collection, use or disclosure of your personal information please contact Chris McBeath, Major Project Planner, at 3000 Guildford Way, Coquitlam, BC V3B 7N2 or at [cmcbeath@coquitlam.ca](mailto:cmcbeath@coquitlam.ca).

**Oakdale Land Use Designation Update (OLUDU) – Summary of General Survey Findings**

Approximately 70% of respondents indicated that they have a direct connection with Oakdale, either living in the neighbourhood, owning a rental property there, or having friends or family that live there. Almost nine out of ten respondents own their home, and the most common age group of those who provided feedback was 50-59 years of age.

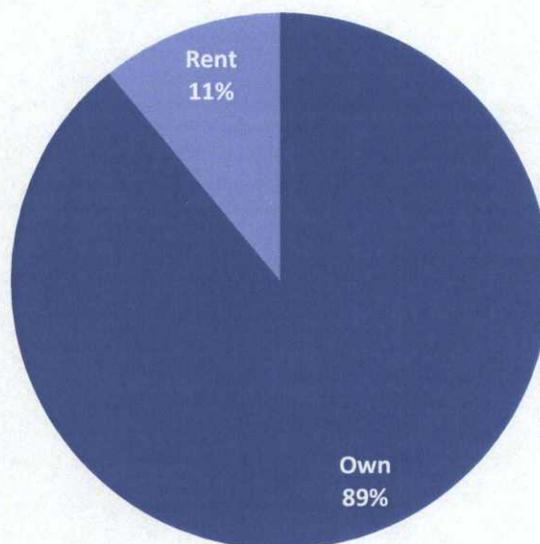
**What is your primary connection to Oakdale?**

% of participants (921)



**Do you own or rent your home?**

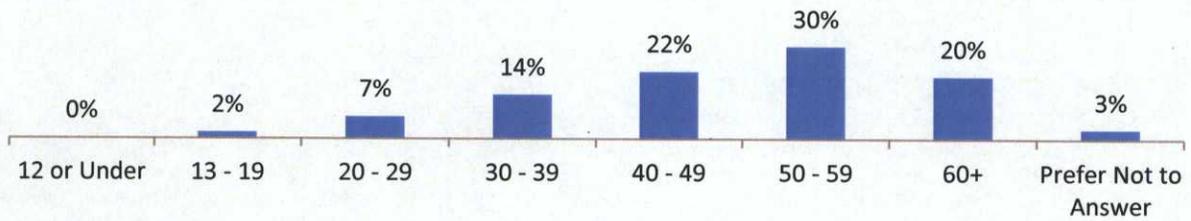
% of responses (747)



Almost nine out of ten respondents own their home, and the most common age group of those who provided feedback was 50-59 years of age. The most common ethnic/cultural background of respondents was the British Isles at 28.5%, followed by 'other European' at 24.3%, Chinese at 13.2%, and 'other North American' at 8.9%.

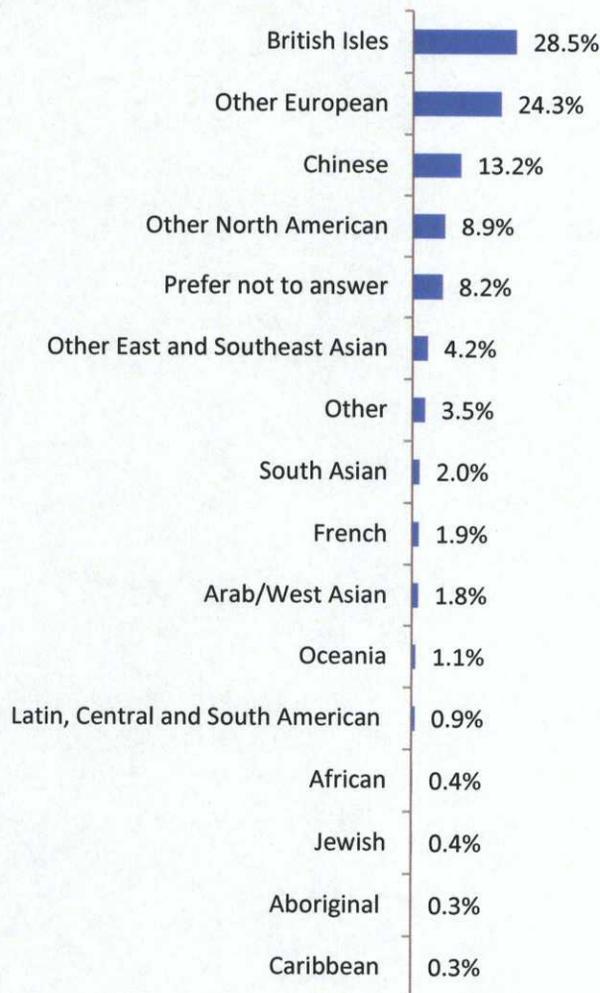
**Which one of the following categories best describe your age?**

% of respondents (767)



**What are the ethnic or cultural origins of your ancestors?**

% of all respondents (740)



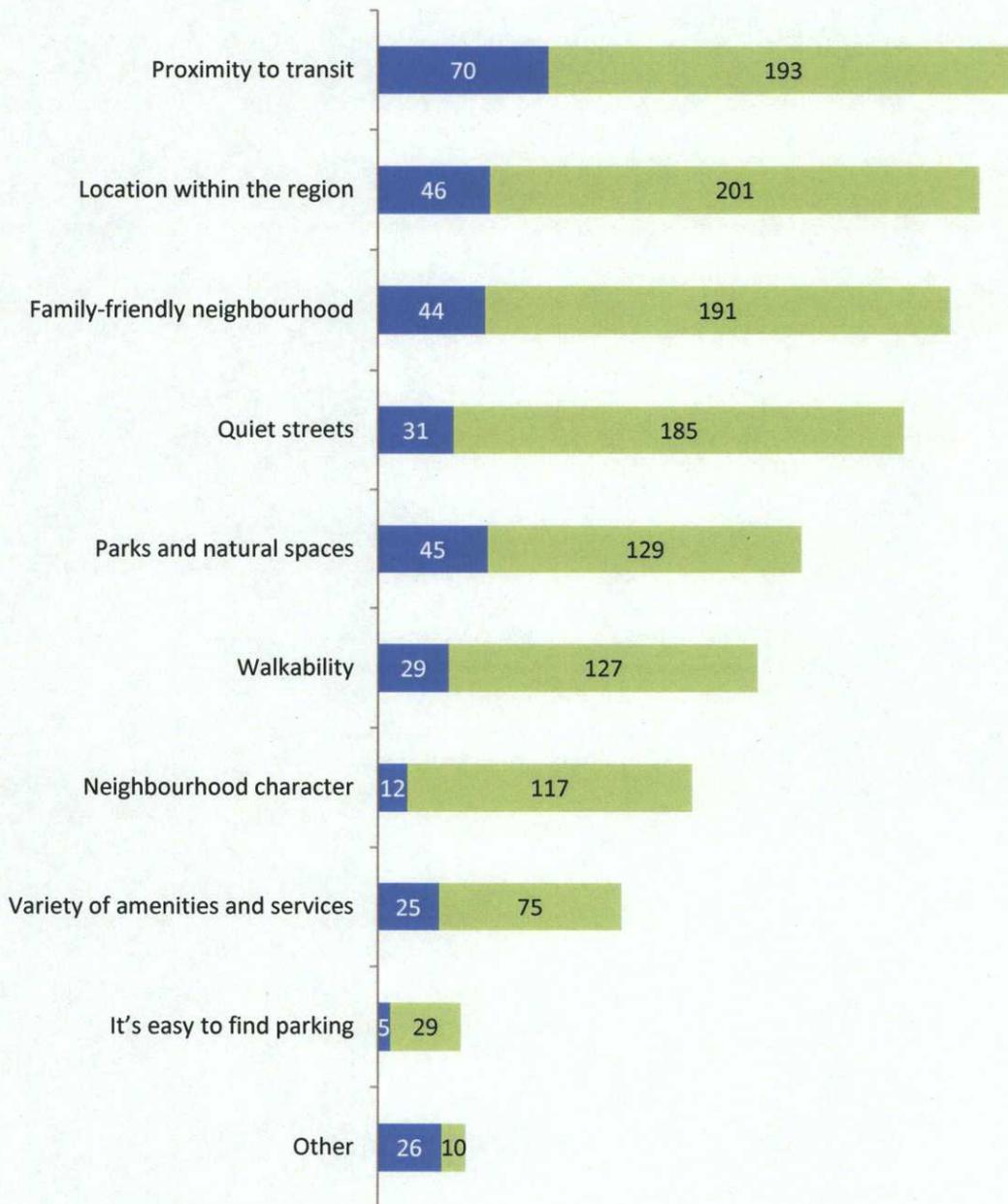
**Q. 2a: Which of the following qualities do you like most about Oakdale?**

Survey respondents identified 'proximity to transit', 'location within the region', and 'family-friendly neighbourhood' as qualities they like most about Oakdale. Oakdale residents selected the same qualities, although 'location within the region' was more popular than 'proximity to transit'.

**Which of the following qualities do you like most about Oakdale?  
(select up to 3)**

Total number of responses: 1590

■ Other    ■ I live in Oakdale.

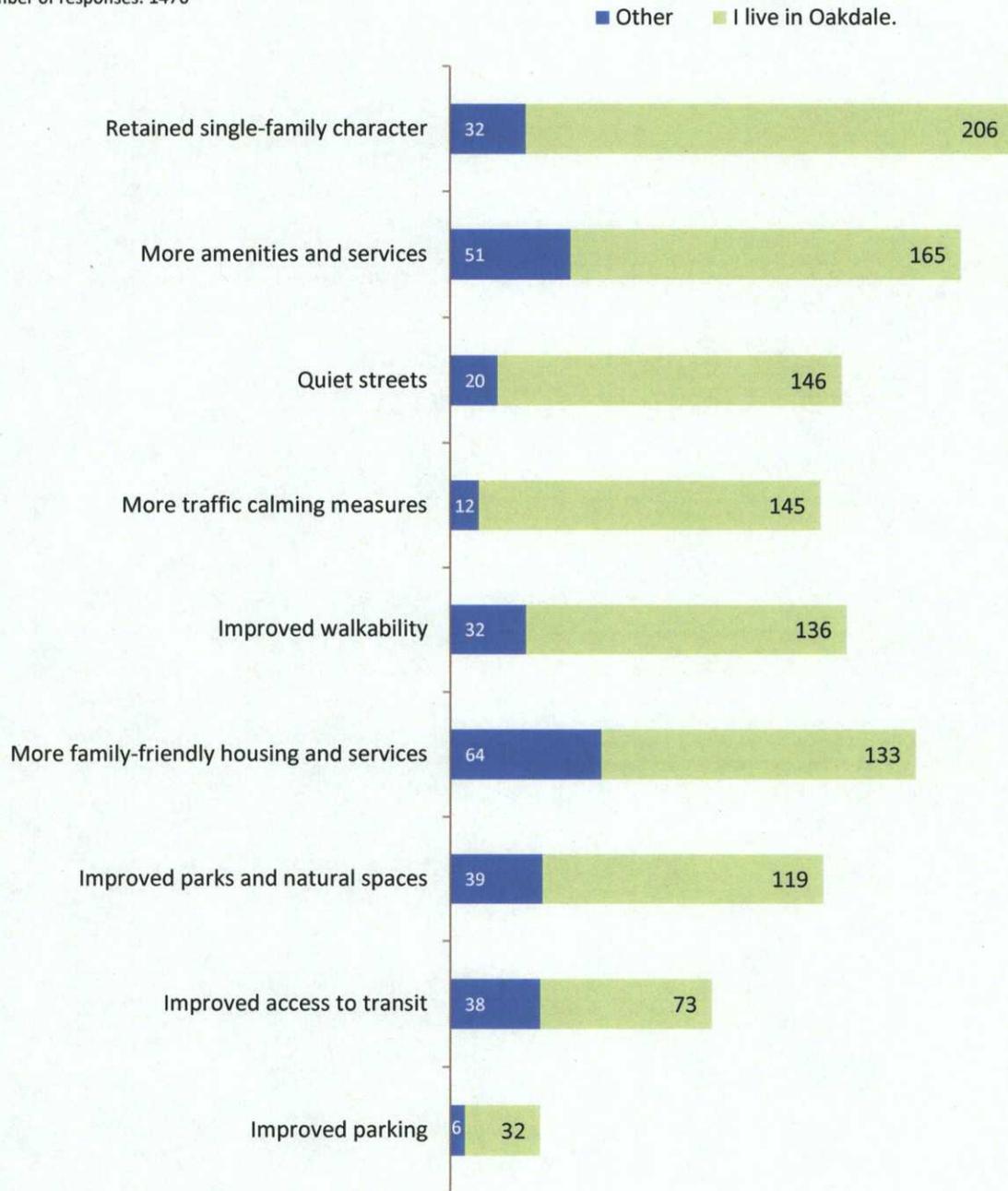


**Q. 2b: Which of the following qualities could make Oakdale a more complete, livable community?**

Respondents most frequently selected 'retained single-family character', 'more amenities and services', and 'more family-friendly housing and services' as qualities that could make Oakdale a more complete, livable community. Responses from Oakdale residents were similar, although 'quiet streets' was identified more frequently than 'more family-friendly housing and services'.

Which of the following qualities could make Oakdale a more complete, livable community?  
(select up to 3)

Total number of responses: 1476

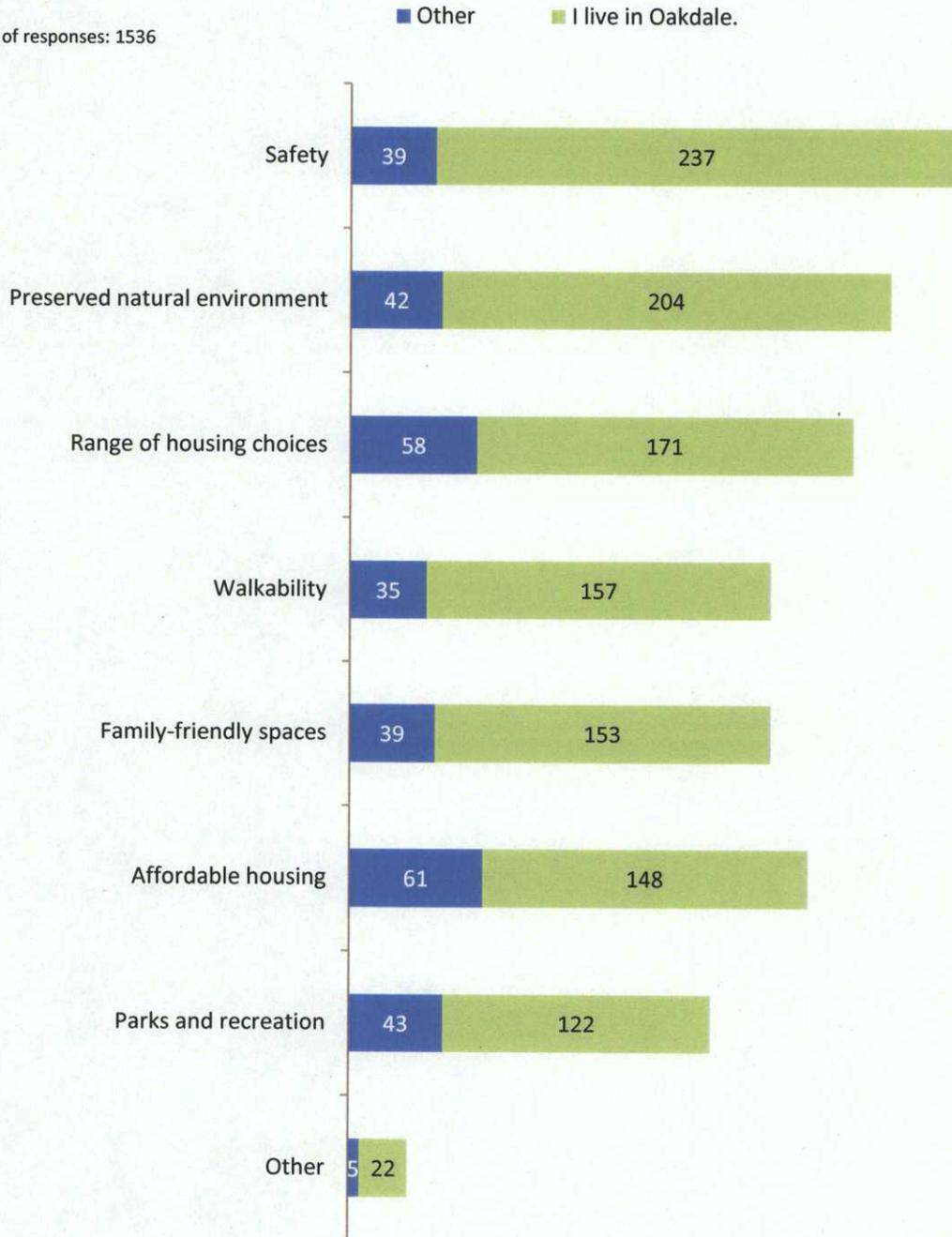


Q. 2c: In 25 years time, what qualities would you like to see associated with Oakdale?

Responses from all survey respondents were consistent with responses from Oakdale residents, as 'safety', 'preserved natural environment', and 'range of housing choices' were the most common qualities identified.

In 25 years time, what qualities would you like to see associated with Oakdale?  
(select up to 3)

Total number of responses: 1536

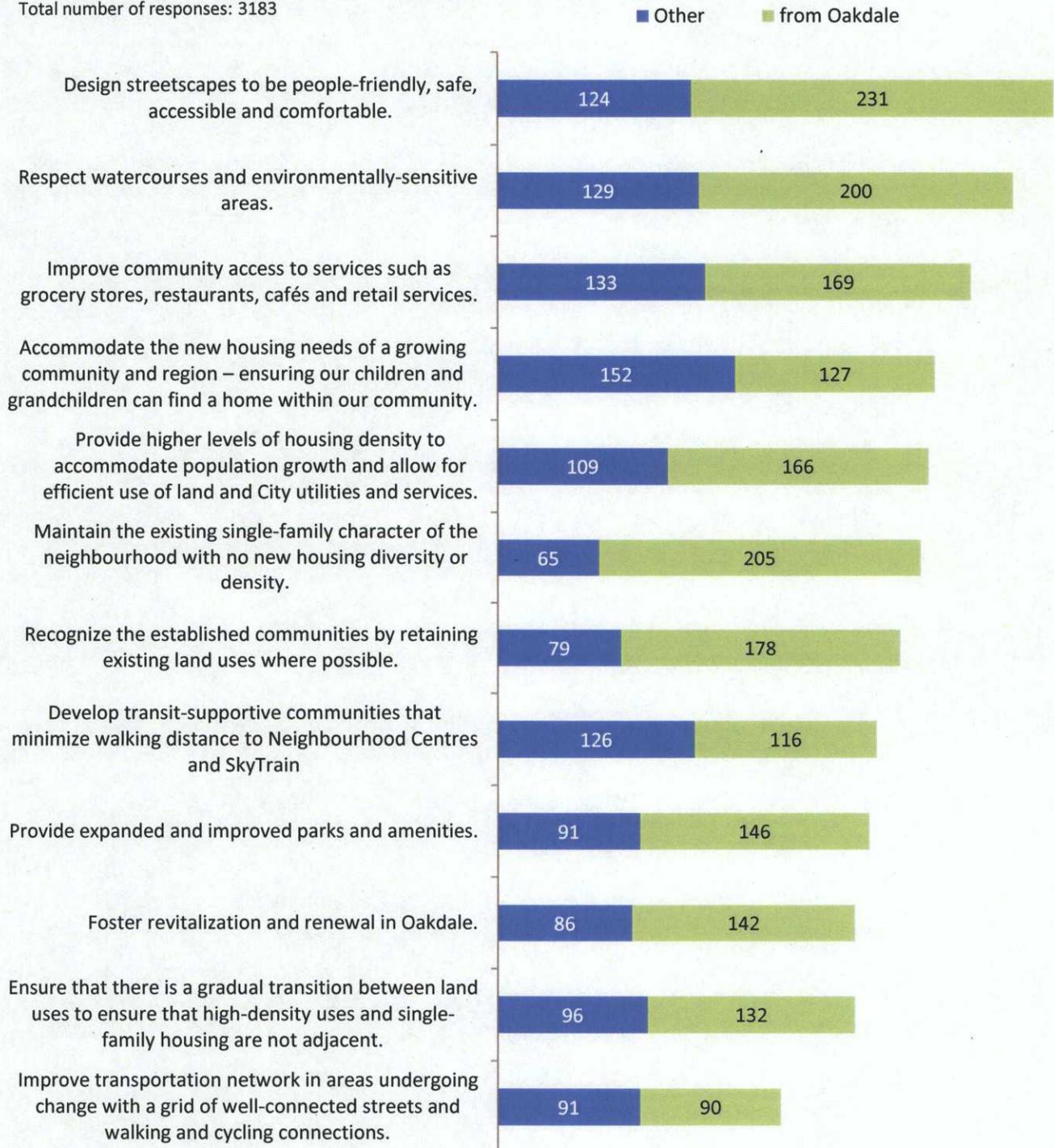


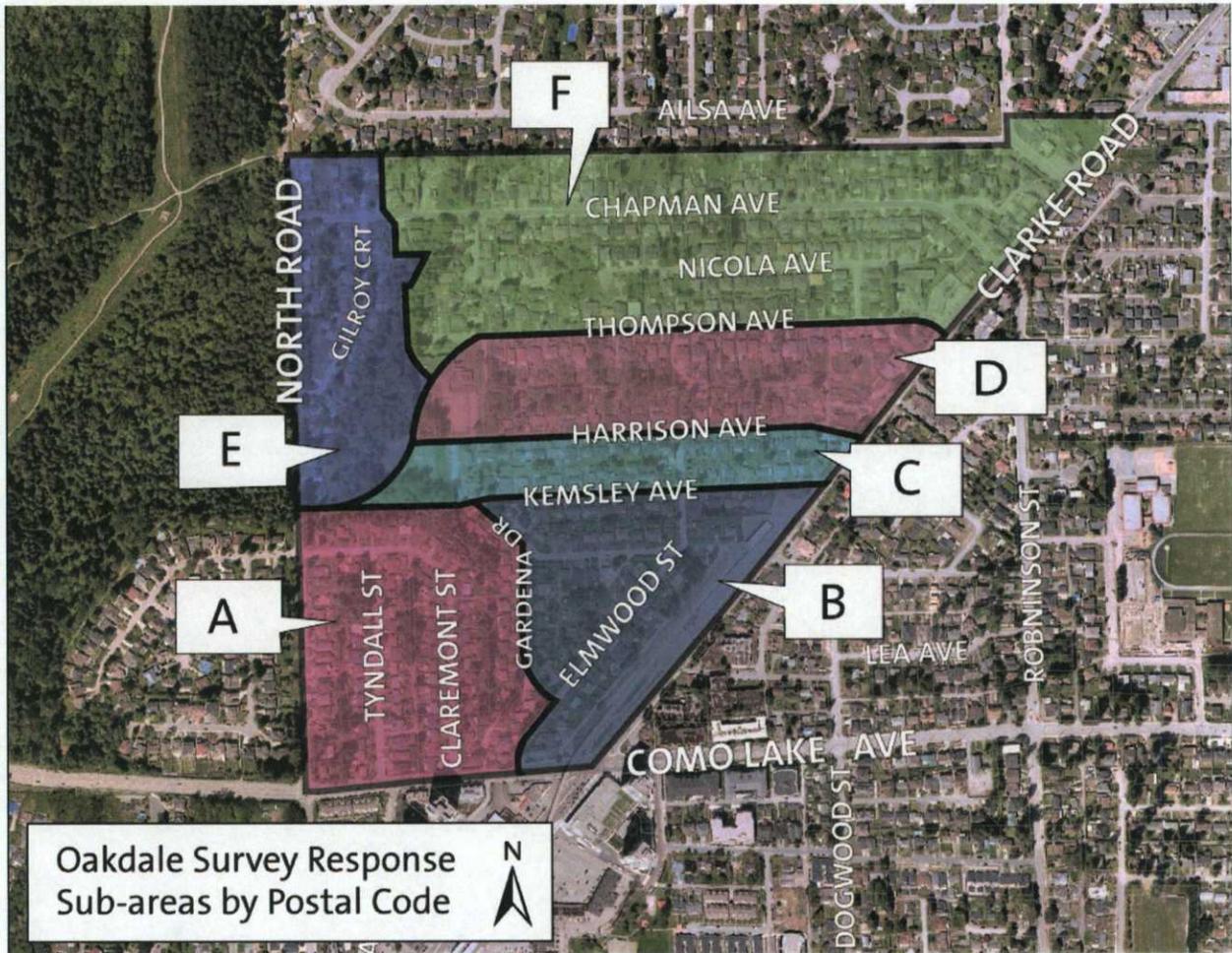
**Q. 3: Values and Priorities: Please select the five criteria that are most important to you.**

The design of streetscapes, respecting watercourses and environmentally areas, and improving access to services were the most popular criteria for all survey respondents. Oakdale residents, however, valued the retention of the existing housing diversity and density of the single-family neighbourhood as more important than respecting watercourses and sensitive areas.

**Priorities and Values: Please select five (in total) criteria that are most important to you**

Total number of responses: 3183





## **Oakdale Land Use Designation Update (OLUDU) – Summary of Feedback from Oakdale Residents**

### *Neighbourhood Character – Oakdale Residents*

Residents in sub-areas A and B selected the following as Oakdale's best qualities:

1. Proximity to transit; and
2. Location within the region.

In sub-areas C and D, residents value the following qualities:

1. Proximity to transit;
2. Location within the region; and
3. Quiet streets.

The following qualities were identified most frequently in sub-area E:

1. Quiet streets;
2. Neighbourhood character; and
3. Family-friendly neighbourhood.

In sub-area F, residents selected the following as Oakdale's best qualities:

1. Family-friendly neighbourhood; and
2. Quiet streets.

Asked about qualities that could make Oakdale, a more complete, livable community, the most common responses in sub-areas A and B were:

1. More amenities and services; and
2. More family-friendly housing and services.

Residents in sub-areas C and D identified the following qualities:

1. Retained single-family character; and
2. More amenities and services.

In sub-areas E and F, the most frequent responses were:

1. Retained single-family character; and
2. Quiet streets.

Residents in sub-areas A and B identified the following qualities as those they would like to see associated with Oakdale in 25 year's time:

1. Range of housing choices; and
2. Affordable housing.

The most popular responses in sub-area C were:

1. Preserved natural environment;
2. Range of housing choices.

In sub-area D, the most common selections were:

1. Safety; and
2. Range of housing choices.

The following qualities were identified most frequently in sub-areas E and F:

1. Preserved natural environment; and
2. Safety.

Neighbourhood Values/Priorities – Oakdale Residents

Residents in sub-areas A and B identified the following values and priorities as the most important for Oakdale:

1. Provide higher levels of housing density to accommodate population growth and allow for efficient use of land and City utilities and services; and
2. Improve community access to services such as grocery stores, restaurants, cafes and retail service.

In sub-area C, the following values and priorities were identified most frequently:

1. Recognize the established communities by retaining existing land uses where possible; and
2. Design streetscapes to be people-friendly, safe, accessible and comfortable.

The most common choices in sub-area D were:

1. Respect watercourses and environmentally-sensitive areas; and
2. Design streetscapes to be people-friendly, safe, accessible and comfortable.

In sub-area E, the following responses were the most popular:

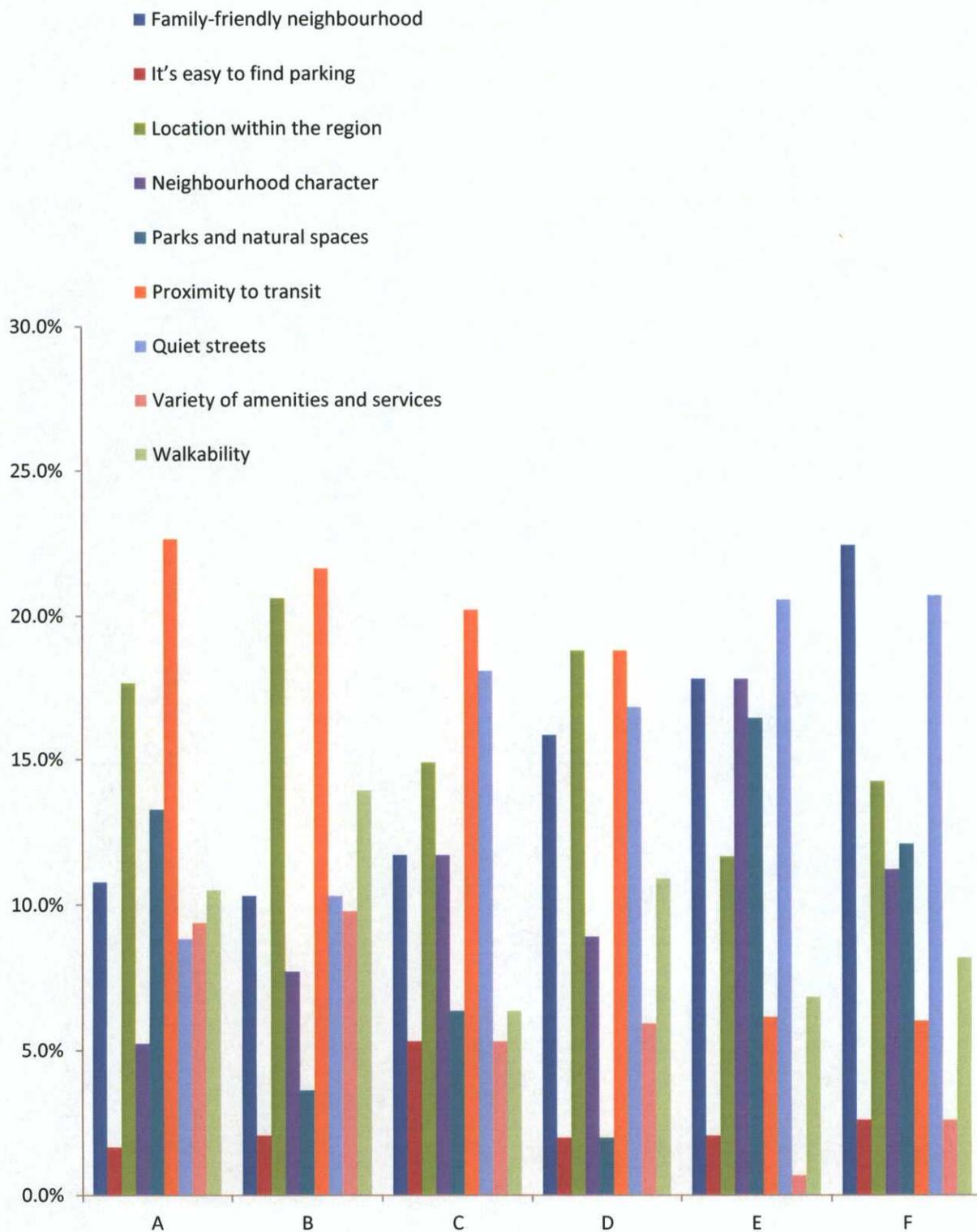
1. Respect watercourses and environmentally-sensitive areas; and
2. Maintain the existing single-family character of the neighbourhood with no new housing diversity or density.

The most frequent choices in sub-area F were the following:

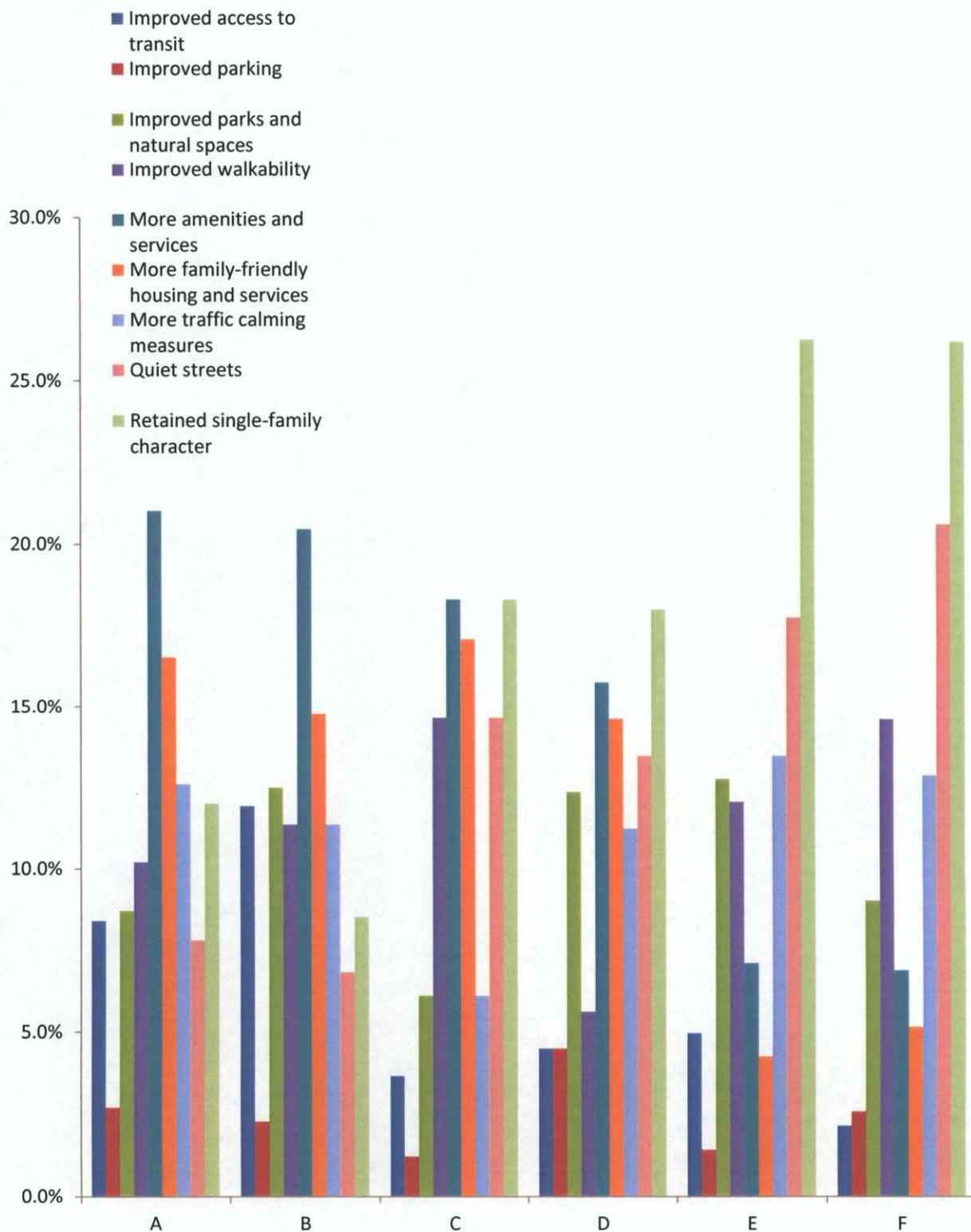
1. Maintain the existing single-family character of the neighbourhood with no new housing diversity or density; and
2. Design streetscapes to be people-friendly, safe, accessible and comfortable.

Analyzing the responses based on sub-areas shows that while there is variation across Oakdale, there is some consistency in the feedback received between sub-areas at the south end of the neighbourhood (A and B). Likewise, there is some consistency between the two sub-areas at the north end of Oakdale (E and F). A comparison of responses separated by sub-area is included in the graphs below.

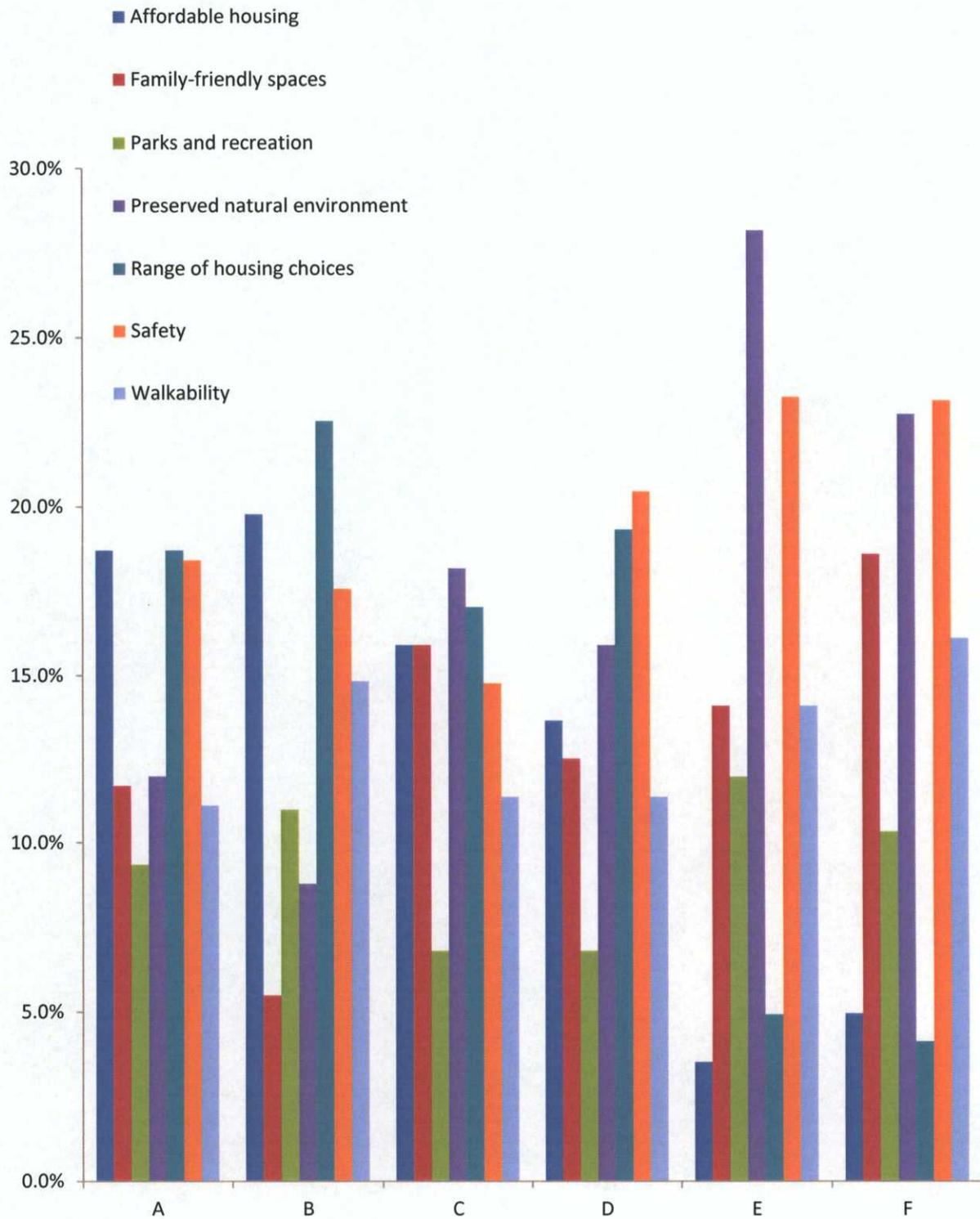
Which of the following qualities do you like most about Oakdale? (select up to 3)



Which of the following qualities could make Oakdale a more complete, livable community?  
(select up to 3)



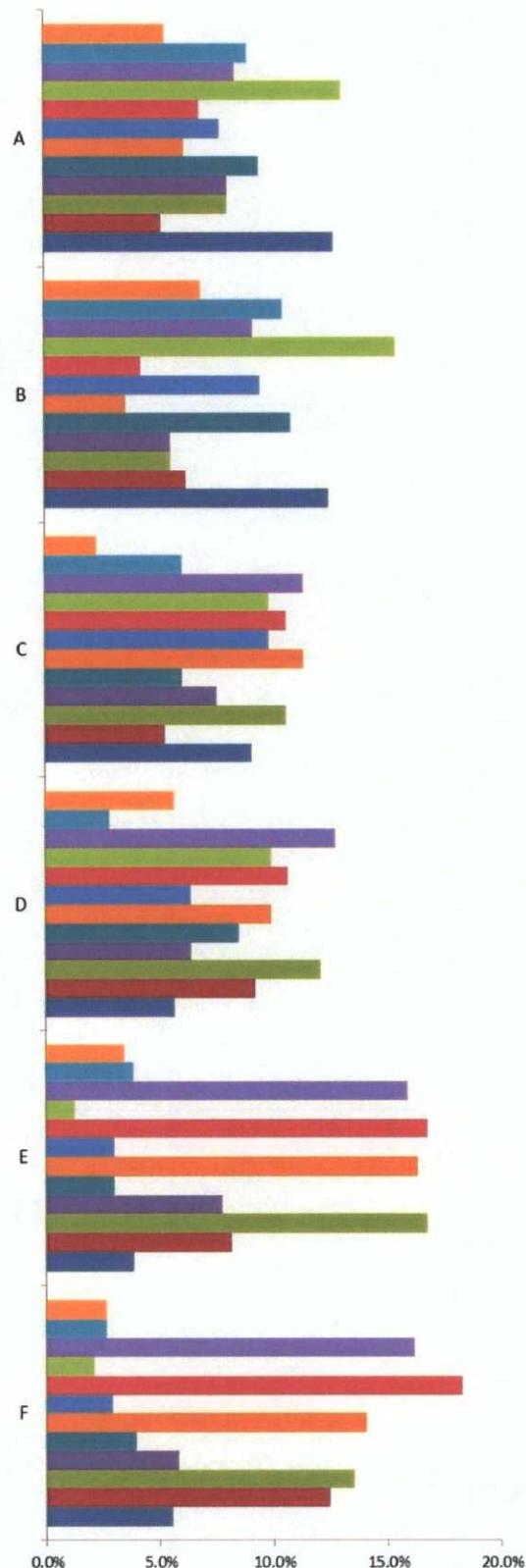
In 25 years time, what qualities would you like to see associated with Oakdale?  
(select up to 3)



**VALUES AND PRIORITIES:** Please select the five criteria that are most important to you.

Total Number of responses: 1771

- Improve transportation network in areas undergoing change with a grid of well-connected streets and walking and cycling connections.
- Develop transit-supportive communities that minimize walking distance to Neighbourhood Centres and SkyTrain
- Design streetscapes to be people-friendly, safe, accessible and comfortable.
- Provide higher levels of housing density to accommodate population growth and allow for efficient use of land and City utilities and services.
- Maintain the existing single-family character of the neighbourhood with no new housing diversity or density.
- Accommodate the new housing needs of a growing community and region – ensuring our children and grandchildren can find a home within our community.
- Recognize the established communities by retaining existing land uses where possible.
- Foster revitalization and renewal in Oakdale.
- Ensure that there is a gradual transition between land uses to ensure that high-density uses and single-family housing are not adjacent.
- Respect watercourses and environmentally-sensitive areas.
- Provide expanded and improved parks and amenities.
- Improve community access to services such as grocery stores, restaurants, cafés and retail services.



City of Coquitlam

# Oakdale Land Use Designation Update *Initial Survey Feedback*

July 9, 2018

For Council in Committee

Document # 3011740

## Timeline



# Consultation Outreach

900+ responses



Digital Online Engagement



Mail and Newspaper Notification



External Stakeholders

# Survey Results

Top 3 identified qualities:

- Location in the region
- Proximity to transit, and
- That it is a family-friendly neighbourhood.



Qualities that could make Oakdale a more complete, livable community:

- Retained character
- More amenities and services
- Quiet streets



## Survey Results

Qualities respondents would like to see in 25 years:

- Safety of the streetscapes and neighbourhood
- Preserved environment
- Range of housing choices



Top priorities residents identified:

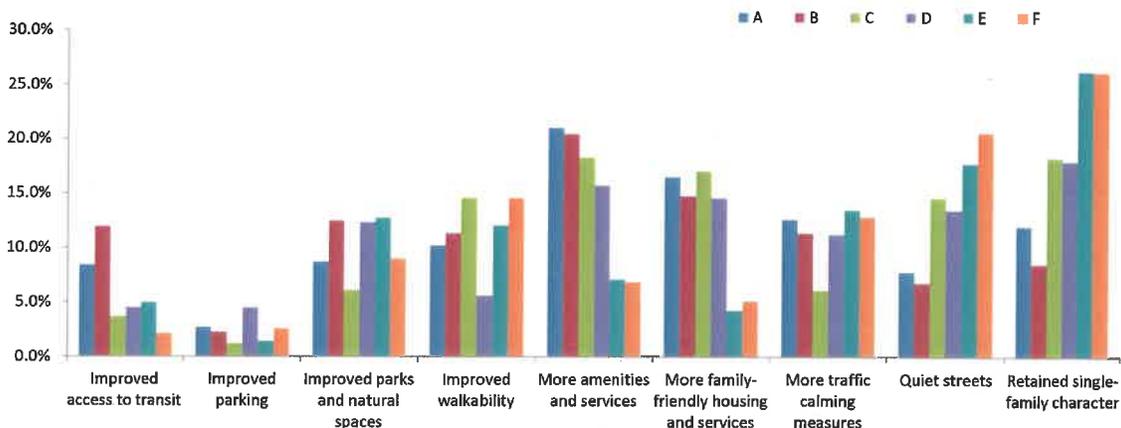
- Streetscape design
- Protection of watercourses and the environment
- Access to services such as grocery stores, restaurants
- Diverse housing
- Higher density of housing

## Oakdale Sub-Area Feedback



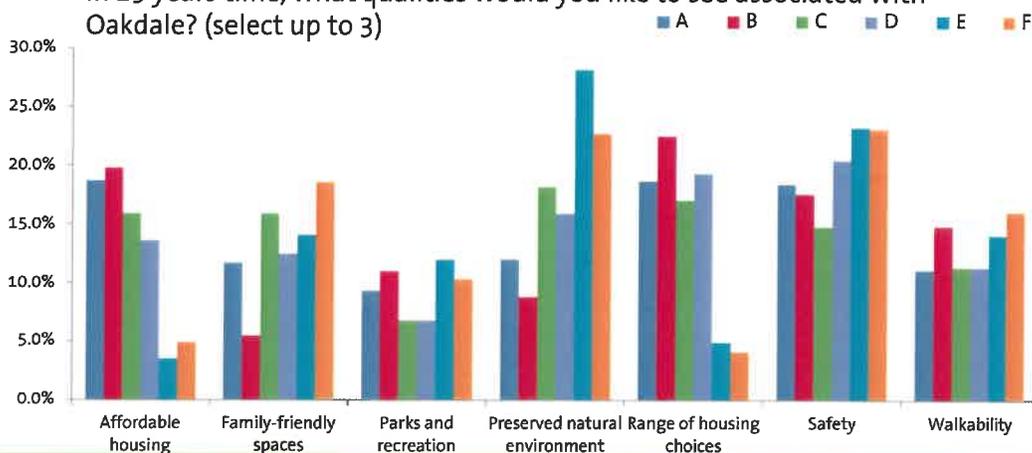
## Oakdale Sub-Area Feedback:

Which of the following qualities could make Oakdale a more complete, livable community?



## Oakdale Sub-Area Feedback:

In 25 years time, what qualities would you like to see associated with Oakdale? (select up to 3)



## Oakdale Sub-Area Feedback:



### Sub Areas A and B:

- Residents identified that they value more amenities.
- Value a range of affordable, family-friendly housing.
- Moving forward, these residents prioritize high-density, transit-oriented development with a wide range of services.

## Oakdale Sub-Area Feedback:



### Sub Areas C and D:

- Residents value Oakdale's close proximity to Skytrain.
- Value more affordable and diverse family-friendly housing types as well as retention of existing housing types.
- Moving forward, residents prioritize retention of single family homes, watercourses, the environment and accessible streetscapes.

## Oakdale Sub-Area Feedback:



### Sub Areas E and F:

- Residents value the character of a quiet, family friendly neighbourhood.
- Moving forward, these residents prioritize retention of single-family housing and the protection of watercourses and natural features.

## Next Steps

### Staff will:

- Develop draft Land-Use Designation options for the sub-areas in Oakdale,
- Draft Transportation, Park and Utility analysis with other City departments, and
- Undertake a second phase of public consultation, including:
  - Community Information Session
  - Survey with draft land use designations
- Report to Council on Consultation Results

