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DISTRICT OF WEST VANCOUVER
750 17TH STREET, WEST VANCOUVER BC V7V 3T3

COUNCIL REPORT

Date:	July 8, 2019
From:	David Hawkins, Manager of Community Planning and Sustainability
Subject:	Horseshoe Bay Local Area Plan: Phase 1 Progress Report
File:	2560-07

RECOMMENDATION

THAT

1. The Horseshoe Bay Local Area Plan: Phase 1 Public Engagement Summary attached as Appendix A to the report from the Manager of Community Planning and Sustainability, dated July 8, 2019, be received for information; and that
2. Staff be directed to proceed to Phase 2 of the Horseshoe Bay Local Area Plan process in accordance with the next steps outlined in this report.

1.0 Purpose

To update Council on Phase 1 of the Horseshoe Bay Local Area Plan (LAP) and seek direction to proceed to Phase 2.

2.0 Legislation/Bylaw/Policy

The policy context for local area planning is provided by the District's Official Community Plan (OCP) Bylaw No. 4985, 2018.

As local area plans will form part of the OCP, *Local Government Act* (LGA) requirements for OCP content apply. Notably, OCPs must identify the "approximate location, amount, type and density of residential development" and the "approximate location, amount and type of present and proposed commercial" uses.

Additionally, the designation of development permit areas within an OCP enables the District to guide "the form and character" of commercial and multifamily residential development.

3.0 Official Community Plan

The preparation of the Horseshoe Bay LAP represents a significant implementation opportunity for a wide range of OCP policies relating to housing diversity, local economic resiliency, mobility improvements, environmental protection, and community connectedness. OCP policies that contain specific reference to Horseshoe Bay are excerpted below:

- 2.1.13 Create capacity for [...] new housing units through local area plans for the following areas, subject to provision 2.1.14 of this plan [...]:
 - c. Horseshoe Bay (200-300 estimated net new units).
- 2.1.14 Prepare local area plans by:
 - a. Reviewing and confirming boundaries and new unit estimates through the local area planning processes;
 - b. Determining densities, heights and building forms that respond to neighbourhood context and character (e.g., topography, natural features, site area, transportation and amenities); and
 - c. Prioritizing mixed-use and apartment forms in core areas and ground-oriented multi-family forms (e.g., townhouses, duplexes) to transition to adjacent single-family neighbourhoods.
- 2.3.3 Enhance Horseshoe Bay Village Centre as a local and regional destination with commercial land uses, such as:
 - a. Retail, service and restaurants centred on the waterfront;
 - b. Regional transportation facilities;
 - c. Visitor accommodation;
 - d. Tourism and recreation; and
 - e. Secondary office use.
- 2.3.22 Work with BC Ferries on Horseshoe Bay Ferry Terminal plans to support the local economic benefit of the terminal, integrate it with the intermodal transportation network, and mitigate any impacts of redevelopment on the community.
- 2.7.15 Advance the Spirit Trail to provide a multi-use trail linking from Horseshoe Bay to Deep Cove, in collaboration with North Shore municipalities, First Nations and other key partners.

4.0 Background

4.1 Previous Decisions

At the March 11, 2019 Council meeting, Council passed the following motion:

“THAT

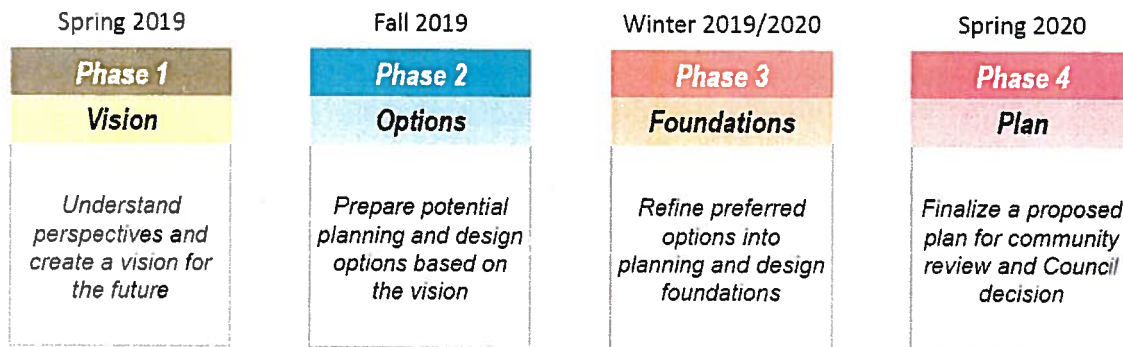
1. *The Horseshoe Bay Local Area Plan Terms of Reference attached as Appendix A to the report from the Manager of Community Planning and Sustainability, dated February 18, 2019, be approved; and that*

2. *Staff be directed to commence the Horseshoe Bay Local Area Planning process in accordance with these Terms of Reference.”*

4.2 History

In 2018, Council adopted a new OCP to provide high-level District-wide objectives and policies around land use. This OCP calls for the preparation of more detailed LAPs for key centres and corridors.

The existing land use provisions in Horseshoe Bay have been in place since the mid-twentieth century. On March 11, 2019, Council determined Horseshoe Bay would be the first LAP to follow the new OCP and directed staff to begin its preparation in accordance with an approved Terms of Reference. These Terms and Reference describe the intent, scope, and anticipated timeline of plan preparation as illustrated below:



Phase 1 of the process is complete and staff now recommend advancing to Phase 2 (as described in the remainder of this report).

5.0 Analysis

5.1 Discussion

The objective of Phase 1 of the LAP process was to “understand perspectives and create a vision for the future”. To meet this objective, staff undertook a broad outreach and engagement program, as outlined in Section 5.3 below. A summary of the findings of this outreach and engagement is attached as **Appendix A** to this report. A full transcript of the engagement record is also available online at www.westvancouverite.ca/plan-hsb.

Key Findings: Phase 1

The key findings of Phase 1 engagement are organized around a Vision for 2041 (“what” the community wants to work towards), supported by a dozen Working Principles (to guide “how” the vision is anticipated to be achieved).

Vision

"In 2041, Horseshoe Bay will thrive as a charming and livable seaside community and a vibrant and welcoming destination village."

Working Principles

1. Respect our roots and heritage.

- Horseshoe Bay has a highly valued "place-based identity" that comes from its distinct history and unique geography.
- The LAP should express these elements (e.g. First Nations, timber, working and recreational marine, colourful cottages, transportation gateway).

2. Maintain our neighbourliness.

- A strong sense of community exists in Horseshoe Bay, within and between residents and businesses, and across different demographics.
- The LAP should support neighbourliness through sensitive transitions between land uses, building types and "friendly" design (e.g. pedestrian appeal, partial storeys, stepped down heights).

3. Recognize we are many things.

- Horseshoe Bay is both a close-knit community and a visitor destination, a place of discovery and of departure, an active waterfront and a residential neighbourhood.
- The LAP should reflect this plurality through multipurpose spaces (e.g. live-work and mixed-use buildings, places that enable public and private gathering, regional and local serving connections).

4. Enhance our commercial village.

- The ferry terminal supports a "visitor economy" that also benefits residents, but additional commercial offerings would enhance the village as a more complete local hub.
- The LAP should enable the creation of day-to-day shops and services (e.g. a grocery store, cafes and dining, micro-brewery, unique or independent retail).

5. Identify opportunities for more diverse housing.

- Existing housing options are generally limited to single-detached, duplex, and mid-rise apartments.
- The LAP should "fill in the gaps" with diverse housing for different life stages by prioritizing missing options in appropriate locations (e.g. coach house, multiplex, row-house, townhouse, low-rise apartment).

6. Prioritize low rise forms.

- Horseshoe Bay's built-form "fabric" is comprised of low-rise buildings, with larger buildings in restricted and appropriate locations.
- The LAP should limit height to 3 or 4 storeys and consider additional height only in limited circumstances and for demonstrable community benefits (e.g., rental housing, public amenities).

7. Keep it "kooky", don't make it "cookie cutter".

- Horseshoe Bay is neither generic nor uniform, there is a particular charm: it is and it feels "different" here.
- The LAP should promote land use patterns and built-form guidelines that reflect this character (e.g. varied roofs, natural materials, local design "vernacular", mix of building types and parcel sizes, use of colours).

8. Celebrate and work with nature.

- Horseshoe Bay enjoys a rare setting, settled in a basin, sloping down to a north-facing waterfront, framed by forested mountains.
- The LAP should respond to these natural and physical attributes (e.g. design with the slope, set landscaping requirements, use of sustainable materials).

9. Connect and gather.

- Horseshoe Bay serves as a social hub for western neighbourhoods and as a place for local interaction.
- The LAP should support formal and informal gathering spaces that contribute to community wellbeing (e.g. addition of small plazas or wider sidewalks for outdoor seating or temporary event space, consideration of indoor meeting space).

10. Getting here and being here.

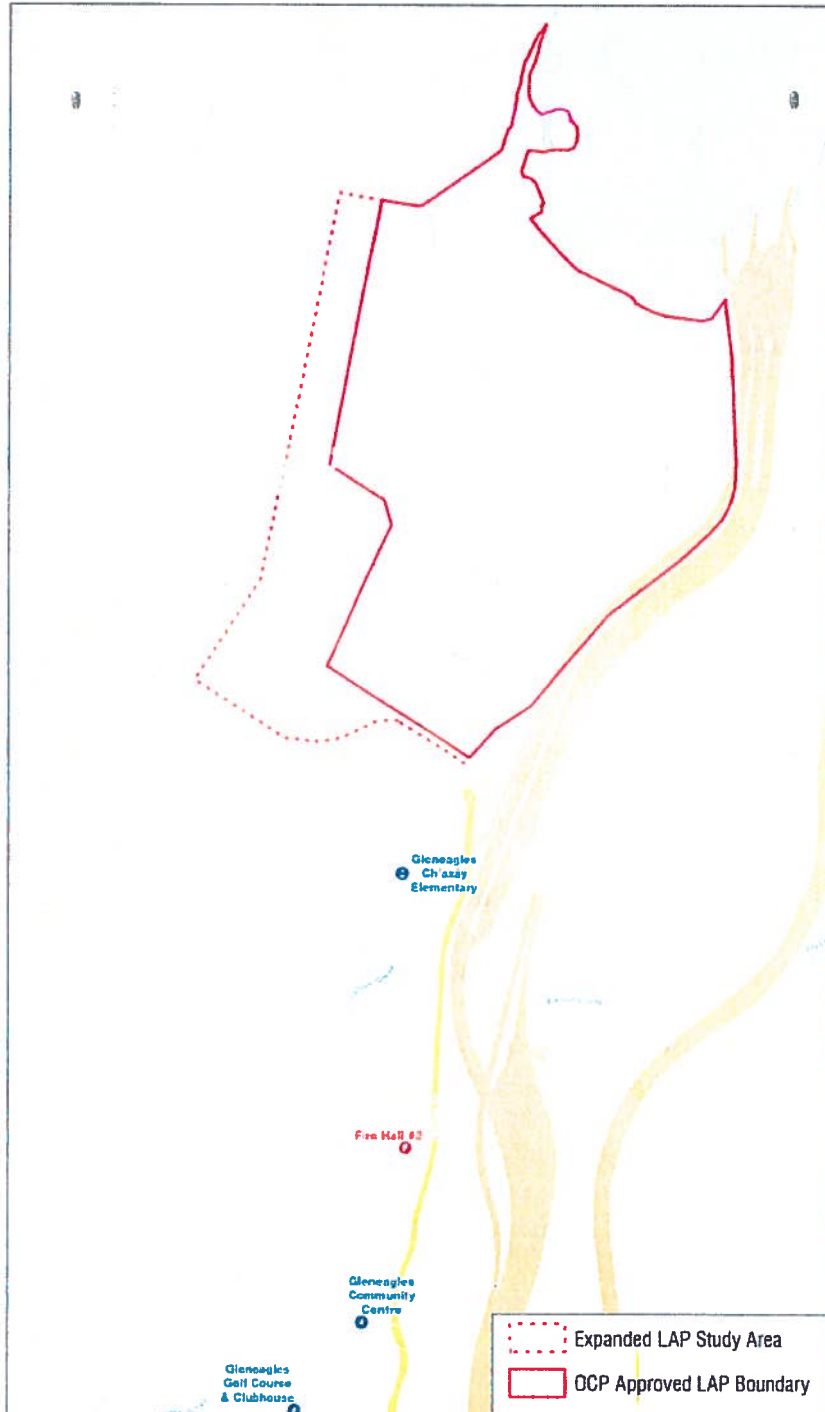
- Horseshoe Bay balances the needs of those who visit and pass-through the village, and those who live and spend time there.
- The LAP should address access to and through the village (e.g. a more walkable and connected public realm, improvements to lanes, coordinated parking strategies, identification of new trail, transit, bicycle and rail opportunities).

11. Make a good first impression.

- Horseshoe Bay is our western gateway, but the arrival points into the village are often weak or confusing.
- The LAP should improve the "welcome experience" (interface between ferry terminal and village across Keith Road, the draw from park into the village across Bay Street, sense of arrival down Nelson and Royal Avenues).

12. Expand the study area and clarify the context.

- Horseshoe Bay is a distinct location defined by natural and physical boundaries that is also part of a wider social context.
- The LAP should consider land use changes between the waterfront, Highway 1, Wellington Avenue and Marine Drive, while situating this expanded “study area” in a wider context connected to nearby social assets (e.g. the Gleneagles’ school, community centre, and golf course).



Next Steps: Phase 2

The Vision and Working Principles are the outcome of significant public engagement. It is proposed that they now be used to structure a further round of public engagement in Phase 2 this fall, whose objective (per the approved LAP Terms of Reference) will be to “prepare potential planning and design options based on the vision”.

Moving ahead with this Vision and these Working Principles would not commit the community to any particular planning or design outcome; rather it would allow the community to explore “options” for what this vision and these principles *could* mean. Each phase in the four-phase process is intended to build upon previous phase(s), while still allowing for course corrections and new ideas to emerge.

5.2 Sustainability

The Horseshoe Bay LAP provides a significant opportunity to advance a neighbourhood-specific response to the District’s environmental, social, economic, and cultural sustainability objectives, as adopted through its 2018 OCP.

5.3 Public Engagement and Outreach

Public engagement and outreach are central to the LAP process. The approved Terms of Reference commit to seeking “meaningful public involvement” and providing “opportunities for the community to collaborate with both the District and each other in the preparation of the plan”. Staff discussed the approach to Phase 1 with Council’s Community Engagement Committee at its April 10, 2019 meeting and provided the community with a range of ways to provide ideas and feedback.

An outline of key Phase 1 activities (their purpose and participation levels) follows:

Activity	Purpose and Participation
<ul style="list-style-type: none">Stakeholder and community outreach	<ul style="list-style-type: none">Encourage community involvement and develop working relationship with local stakeholders.A dozen stakeholder meetings reaching around 80 attendees.Dedicated mail to around 700 homes, print media advertisements, web-portal with over 1,200 unique views and over 16,000 social media impressions.
<ul style="list-style-type: none">Horseshoe Bay LAP Advisory Roundtable	<ul style="list-style-type: none">Incorporate local expertise and insights and act as a “sounding board” to assist staff.

-
- Call for volunteers, publication of Purpose and Guidelines, and selection of 15 members to form Roundtable.
 - Two meetings held, including a walking tour and review of preliminary Phase 1 findings.
-
- Vision Scrawl
 - Begin envisioning Horseshoe Bay in 2041 with the community.
 - Over 400 instances of engagement and over 100 comments received at Spring Fest West and Taste of the Bay.
-
- Youth Workshops
 - Find out what we need to know from those who will inherit the plan in 2041.
 - 65 youth participants, activities included interactive maps, democracy and visioning worksheet.
-
- *ImagineHSB* visioning workshops
 - Understand the community's perspectives about Horseshoe Bay today and establish a vision for the future.
 - Over 180 participants at three workshops (May 29, June 4 & June 8).
 - Over 2,600 responses to questions on housing, shops and services, scale and location of development, character and sense of place, public realm and mobility.
-

In total, there were more than 700 instances of in-person engagement during Phase 1, which concluded mid-June 2019. A summary of the engagement process and an analysis of findings, including demographic participation, is attached as **Appendix A**. A full transcript of engagement is available online at www.westvancouverite.ca/plan-hsb.

5.4 Other Communication, Consultation, and Research

Preparation of the Horseshoe Bay LAP is a significant undertaking. Other communication, consultation and research needs may arise and will be responded to as appropriate. On completion of the LAP, Council would consider its formal adoption into the OCP, which would include a Public Hearing.

6.0 Options

6.1 Recommended Option

At the time of consideration of this report, Council may:

- a) Receive the Phase 1 Engagement Summary (**Appendix A**) for information and direct staff to proceed to Phase 2 of the Horseshoe Bay LAP.

6.2 Considered Options

- b) Request further information, defer proceeding to Phase 2, or provide alternate direction.

7.0 Conclusion

The District's OCP calls for the preparation of a Horseshoe Bay LAP. Council directed staff to commence this process in March 2019, and Phase 1 "Vision" is now complete. Staff recommend proceeding to Phase 2 "Options", as described in this report and in accordance with the approved LAP Terms of Reference.

Author:



David Hawkins, Manager of Community Planning and Sustainability

Appendix A: Horseshoe Bay Local Area Plan: Phase 1 Public Engagement Summary

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Horseshoe Bay Local Area Plan: Phase 1 Public Engagement Summary | July 2019

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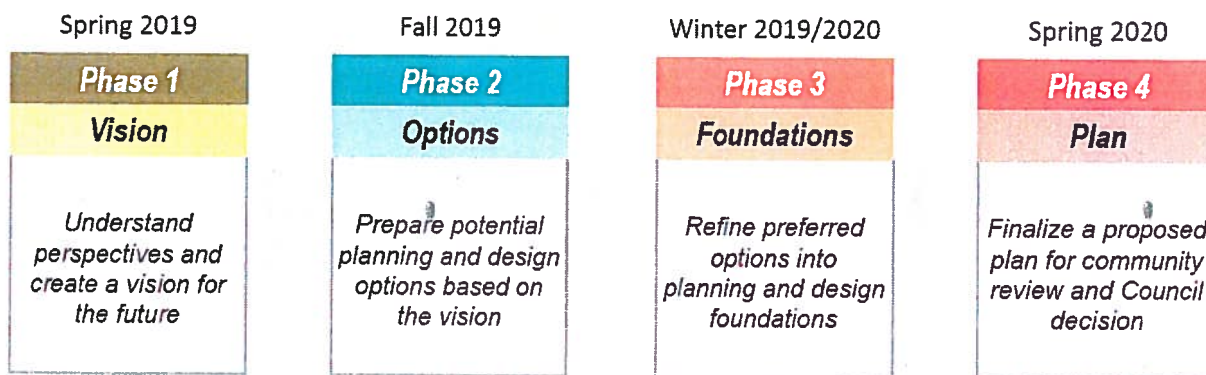
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1. INTRODUCTION & OVERVIEW

The District of West Vancouver is preparing a Local Area Plan (LAP) for Horseshoe Bay in accordance with Council's direction on March 11, 2019 and an approved Terms of Reference.

The LAP process includes four phases as illustrated in the diagram below:



Phase 1, "Vision", is now complete. This phase focused on:

- understanding perspectives about Horseshoe Bay today (e.g., who lives here, what do residents value, what works well or less well in the village today, etc.); and,
- discussing what the community wants to see in the future (e.g., what would make Horseshoe Bay even better, what are some elements that should be enhanced, what aspects of local character should we celebrate, what housing types and forms of development should we be planning for over the coming decades, etc.) to create a 2041 vision for the future of Horseshoe Bay.

The communications and engagement plan reflected the approved scope of this phase and included raising awareness, stakeholder and community outreach meetings, the forming of an Advisory Roundtable, attendance at local community events, targeted youth engagement, and hosting large format *ImagineHSB* community visioning workshops.

This report describes Phase 1 events and summarizes feedback received to provide a concise and factual record of community input to date. A full transcript of Phase 1 engagement activities is also available as a separate report online at www.westvancouverite.ca/plan-hsb.

Phase 1 Highlights

Outreach: How can we encourage local community and stakeholder involvement from the start?

- Promotion included dedicated mail to around 700 homes, ads in the Beacon and North Shore News, District website, dedicated westvancouver/ITE project webpage, email subscription & eNewsletter, social media campaigns, signage at District facilities, outreach at local community events, and sharing through local stakeholder networks
- Over 1,200 unique webpage views, and 16,000 social media impressions
- Individual and stakeholder meetings, including Gleneagles Community Centre Advisory Committee, Gleneagles Ch'axáy Elementary School & PAC, Horseshoe Bay Business Association and Western Residents Association, reaching around 80 attendees



Horseshoe Bay LAP Advisory Roundtable: How can we incorporate local knowledge and insights?

- Formed a 15-member Advisory Roundtable representing local stakeholders, diverse backgrounds, and relevant skills to assist staff as a "sounding board" during the four-phase LAP process
- Completed a walking tour to understand on-the-ground planning and design issues that may be addressed through the LAP
- Conducted a Phase 1 engagement debrief to review preliminary findings



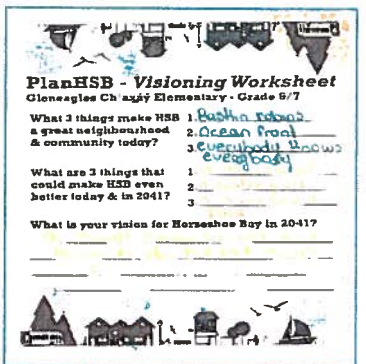
Vision Scrawl: How can the wider community begin envisioning Horseshoe Bay in 2041?

- ~400 instances of engagement at Spring Fest West and Taste of the Bay
- Visioning scrawl captured over 100 ideas and aspirations from those who live, work and/or visit Horseshoe Bay



Youth workshops: What do those who will inherit the LAP think about the future of Horseshoe Bay?

- 65 youth shared their vision for Horseshoe Bay's future
- Interactive maps, dotmocracy, and a visioning worksheet
- Collaborations between Planning, Youth Services, and Gleneagles Ch'axáy Elementary School



ImagineHSB visioning workshops: What are the community's perspectives now and their future vision?

- 3 workshops on May 29, June 4 and June 8, 2019
- Over 180 participants generated over 2,600 responses through 6 activity stations
- Significant input into the vision, scale and location of new development, housing options, desired new shops and services, look, feel and character of the village, public realm and mobility



2. OUTREACH

In order to raise awareness of the Horseshoe Bay LAP process throughout the local community and engage stakeholder groups, a Communications Plan was developed and implemented with a wide range of promotional and outreach activities, including:

- Mail-out postcard to around 700 addresses within Horseshoe Bay area and vicinity;
- Promotion at Spring Fest West (May 4) and Taste of the Bay (May 23);
- Newspaper advertisements in The Beacon and North Shore News;
- District's website and westvancouverITE project page;
- District's e-west Newsletter and project email subscription list;
- Social media and targeted promotional Instagram and Facebook campaigns;
- Posters and postcards available at District facilities; and
- Promotion through local stakeholder networks and during stakeholder meetings.

The westvancouverITE project webpage was launched at the beginning of Phase 1 and provided information about the LAP process, links to related documents (i.e., Council Report and LAP Terms of Reference), engagement event details, and opportunity to subscribe to email updates. This webpage will serve as the main portal for up-to-date information on the LAP for the public throughout all phases of the LAP process. At the writing of this report, the project webpage has generated over 1,200 total views.

Social media campaigns using Facebook, Twitter and Instagram were developed to promote the LAP activities during Phase 1, which generated over 16,000 impressions from 25 posts on the District's social media accounts between May 2 and June 5, 2019.

1. Stakeholder and Community Meetings

During Phase 1, staff met with a range of identified local stakeholder groups (alphabetically):

- BC Ferries;
- Gleneagles Community Centre Advisory Committee;
- Gleneagles Ch'axá'y Elementary School;
- Gleneagles Ch'axá'y Elementary School Parent Advisory Committee;
- Horseshoe Bay Business Association; and
- Western Residents Association.

Stakeholder meetings allowed staff to raise awareness of the LAP process (typically with a presentation), exchange information, answer any questions, and encourage the community to stay involved and promote participation in the LAP process with their networks/groups. Meeting invitations were sent out in mid-March, shortly after Council's direction to commence the LAP process, and in many instances, multiple meetings have taken place.

Staff have also been available to meet with interested individuals (in person or by phone) to answer any questions and elicit initial thoughts. During Phase 1, staff met with local stakeholder groups a dozen times and held a handful of one-on-one meetings, reaching around 80 attendees in total.

Common themes emerged from both stakeholder and individual meetings:

- Considerable interest in the LAP, agreement that it is the right time to plan and is important for the long term success of Horseshoe Bay, its residents and its businesses;
- Interest in continual stakeholder engagement and participation moving forward, and a willingness to support outreach efforts through their own stakeholder networks;
- Community expectation to integrate ongoing initiatives within Horseshoe Bay, particularly on opportunities to support community needs within BC Ferries' Terminal Development Plan (e.g., amenity space, Spirit Trail, improved connections and interface) and a desire to participate meaningfully in BC Ferries planning;
- Suggestions to form an advisory group to assist staff through the process;
- Recognition that the community is close-knit and a "village", but that differences of opinion exist and all voices need to be heard;
- Open-mindedness to change and recognition that many buildings are old and some areas need improvement or are under-utilized, but strong desire to be involved in shaping this change and for it to be carefully planned;
- Example of the "Galleries" mixed-use building as a generally well-regarded addition to the village, preference for modulated design (e.g. lots of articulation, not monolithic);
- Descriptions of what is unique about Horseshoe Bay – e.g. as the only north facing waterfront, a working waterfront, a regional gateway and transportation hub;
- Suggestions to engage people visually so they can see the benefits of any changes and be creative and make the engagement process relaxed and enjoyable;
- Recognition that Horseshoe Bay is a compact waterfront village, but interest in situating this village within a larger social context that includes connections to nearby amenities like the school and community centre;
- Desire to balance the focus of the LAP on the people who currently live and work within Horseshoe Bay, but also look ahead to 2041;

- Recognition that the success of the Village and the commercial services residents enjoy depends on integration with the ferry terminal and a successful visitor economy;
- Clarification questions on the LAP boundaries and net new housing unit estimates and how these will be modified or confirmed through the LAP process itself;
- Expectation that some density will happen, but need for a community discussion as regards to what, where and how much through the LAP process;
- Differences over whether the LAP boundaries should be expanded (and how far) or if they should be kept the same to keep land use discussions bounded within the Village area;
- Concerns over the amount of parking in the area, and the need to consider parking in any plans for redevelopment;
- Questions on the relationship between the LAP and the Tantalus Gardens (6404 Wellington Avenue and 6407 and 6403 Nelson Avenue) development proposal, and expressions of concern with this proposal;
- Questions on the Streetscape Plan implementation (e.g., timing, work plan, etc.) and interest in seeing improvements to things like sidewalks and undergrounding overhead wires;
- Statements that Tantalus Park is not well-used, but that in general social gathering spaces and community places are very important;
- Questions on how the BC Ferries' Horseshoe Bay Terminal Development Plan can be integrated with the LAP process;
- Confirmation that BC Ferries anticipate finalizing options for potential terminal redevelopment with their Board, then delegating to Council, and releasing these options for public engagement later in 2019, by which time preliminary directions from LAP process Phase 1 will have emerged;
- Community expectation that any redeveloped terminal would complement and not compete with the village; and
- Suggestions for engagement, and how the tone should be welcoming, fun, casual, and transparent (where the community can see one another's feedback).

Staff anticipate ongoing meetings with the various identified local stakeholder groups as the LAP process progresses. Staff will also remain open to other requests for meetings or input provided by interested individuals.

3. EVENT SUMMARIES AND ANALYSIS

I. Advisory Roundtable

Further to Council discussion around forming an advisory body at its March 11, 2019 meeting (when the LAP's Terms of Reference were adopted and staff directed to commence the process), and after confirming interest in such a body through early stakeholder meetings, staff have convened an Advisory Roundtable.

The purpose of the Advisory Roundtable is to assist staff and to act as a "sounding board" during the four-phase LAP process. A Statement of Purpose and Guidelines for the Advisory Roundtable was developed and published on the westvancouverITE project webpage when the call for volunteers was released. The Roundtable has no executive, delegated or political functions, and its stated role is to:

- a) "Share local knowledge, insights and perspectives about the area and community.
- b) Focus on subject matter that relates to the LAP (e.g., land use, planning, design, public realm).
- c) Consider and discuss key findings from the consultation process that relate to the preparation of the LAP.
- d) Provide feedback to staff on the emerging directions during each phase of the LAP process (Vision, Options, Foundations, and Plan)."

The Roundtable idea was discussed with Council's Community Engagement Committee and the call for volunteer was advertised on the North Shore News, District's website, the westvancouverITE project webpage, District's social media, signage in District facilities, and through identified stakeholder groups and their respective networks for approximately 4 weeks (April 8 to May 3, 2019). Fifteen community members with a diverse and representative background in stakeholder participation, community involvement, collaborate public process, and planning and design were subsequently appointed. The members are (alphabetically by first names): Andre Berard, Andy Krawczyk, Barbara McMillan, Benjamin Nelson, Chris Adshead, David Weiser, Geoff Jopson, Holly Kemp, Joanne McKenna, Karen Harrison, Karen Kallweit Graham, Kim Whittall, Megan Sewell, Robert McCullough, and Susie Alexander.

Many of the Roundtable members serve in identified local stakeholder groups, including Western Residents Association, Horseshoe Bay Business Association, Gleneagles Community Centre Advisory Committee, and the Gleneagles Ch'axáy Elementary School community. The Roundtable also include representation from a wide range of other community groups, including the Library Board Trustee, Design Review Committee, Horseshoe Bay Park Revitalization Advisory Group, past District working groups, West Vancouver Foundation, West Vancouver Chamber of Commerce, and BC Ferries Liaison Committee. As such, the Roundtable provides a concentration of local expertise to assist staff.

Advisory Roundtable Meeting #1

The Advisory Roundtable met for the first time on May 22, 2019, where staff provided an orientation presentation about the LAP process and the role of the Advisory Roundtable. The meeting focused on a walking tour to capture observations on the ground.

The walking tour provided detailed local perspectives and served as an “audit” of what works well and less well with existing conditions. Feedback was received regarding building design, housing, opportunities to improve spaces in between buildings (e.g., lanes, public realm), integration across different areas (e.g., park to commercial, terminal to commercial, transition between densities), the LAP boundaries, and transportation issues (e.g., amount of parking, walkability, connections into and out of the village). Key observations are highlighted below:

- The intersection of Bay and Royal Streets is geographically the heart of Horseshoe Bay (Figure 1 and 2);
- Views towards the sea is Horseshoe Bay’s asset and draws the community towards the park, but there is nothing to draw people southwards (e.g., Royal Avenue lacks appeal to draw pedestrians towards commercial areas south of Bay Street, building design should encourage pedestrians to turn corners) (Figure 3);
- There is poor integration between the ferry terminal and the waterfront park and village area due to travel and parking patterns and design, resulting in a lack of draw from the terminal towards village core (Figures 4 and 5);
- The community needs parking to support its residents and businesses, but the current surface and street parking often disrupt pedestrian flow, walkability, safety, and do not contribute to the aesthetic character of the village (Figure 6);
- Adequate parking needs to be provided for the village’s success; undergrounding parking would enhance the village and needs to be considered in new development;
- The key routes in and out of the village (e.g., Royal and Nelson Avenues) encourage fast vehicle movements that impacts walkability and pedestrian experience (Figure 7);
- Varying rooflines, setbacks, exterior materials, colors and lack of “uniformity” contribute to Horseshoe Bay’s unique character and should be preserved (Figure 8);
- The entrance of the village is the roundabout on Marine Drive and Nelson Avenue, but it does not currently provide clear direction or a “sense of arrival” for visitors and those who don’t frequent the village;
- Other housing options can fit within the LAP area with appropriate transitions and setbacks (e.g., laneway with duplex, smaller homes on smaller lots, triplex, low-rise mixed-use with live-work options) (Figure 9);

- Many who live just outside the basin (e.g., west of Nelson Avenue and south of Marine Drive) consider Horseshoe Bay their village hub and regularly walk to and from the village, particularly where there are pathways;
- The social and transportation connections to amenities like the Gleneagles Community Centre need to be considered as context to any plan for the village itself;
- Unattractive or underutilized areas, like the lanes or other “missed opportunities” should be improved through the LAP (Figure 10); and
- Walkability for all ages should be enhanced, especially in light of an aging population and other benefits (e.g., health), but practical transportation alternatives to cars need to be provided.



Figure 1. Heart of the Bay - Bay St & Royal Ave looking north

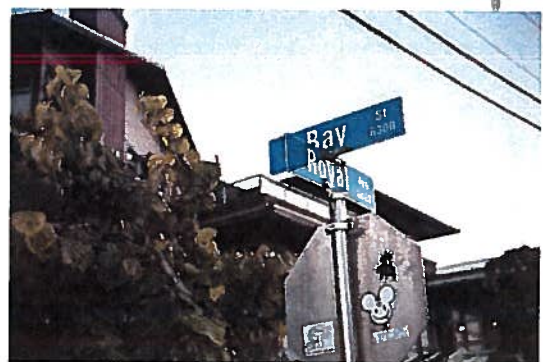


Figure 2. Heart of the Bay - Bay St & Royal Ave



Figure 3. Lack of draw towards Royal Ave from Bay St



Figure 4. Lack of draw from Terminal towards village core



Figure 5. Poor interface between Village, Waterfront & BC Ferries



Figure 6. Surface parking on Keith & Bruce St



Figure 7. Vehicle movement but lower walkability on Royal Ave



Figure 8. Varying architectural treatments contribute to unique Horseshoe Bay character



Figure 9. A variety of housing options could fit together



Figure 10. Under-utilized areas (like lanes) should be improved through the LAP

Advisory Roundtable Meeting #2

The Advisory Roundtable met for a second meeting on June 18, 2019, following the *ImagineHSB* visioning workshops. During the meeting, the Advisory Roundtable reviewed and commented on preliminary findings from the visioning workshops, followed with more detailed discussions on options for the vision statement and the study area boundary for the process.

In summary, the Roundtable found that the preliminary findings were unsurprising and consistent with sentiments heard and their understanding of the community. The Roundtable commented that the vision statement should be a concise and catchy phrase that focuses on “what” we want and are working towards. To support fuller understanding of the vision, and capture other key elements of public input, the Roundtable suggested using multiple guiding bullet points to describe “how” we can get to the vision. Finally, the Roundtable discussed the study boundary and agreed with the general interests to modestly expand the study area for the remainder of the LAP process. The Roundtable found that the northern and eastern edges of the boundary are determined easily by the physical context (i.e., the waterfront and the Highway), and suggested that the southern edge should include up to the centre line of Marine Drive between the two roundabouts (consistent with where the gateways of Horseshoe Bay were identified to be in the findings of the visioning workshops). The Roundtable found that the western edge of the boundary is less evident, and could be either Wellington Avenue or the rear lot line between Nelson and Wellington Avenues (or a combination of rights-of-way and rear lot lines).

Full notes from both Advisory Roundtable meetings are available in the Transcript online (www.westvancouverite.ca/plan-hsb).

The Advisory Roundtable is expected to meet for an additional 4 to 6 meetings (assuming 1 to 2 meetings per remaining phase) and is anticipated to be a key resource for staff throughout the LAP process.

II. Vision Scrawl at Community Events

To engage the community and build awareness of the LAP process, Phase 1 included activity booths at the Gleneagles Community Centre Spring Fest West festival (May 4) and the Taste of the Bay event hosted by the Horseshoe Bay Business Association (May 23). The attendances featured information displays, games to attract passersby, in-person engagement, and the ability to register for upcoming *ImagineHSB* visioning workshops. A focal point of the booth was an interactive poster that asked “What’s your vision for Horseshoe Bay in 2041?”



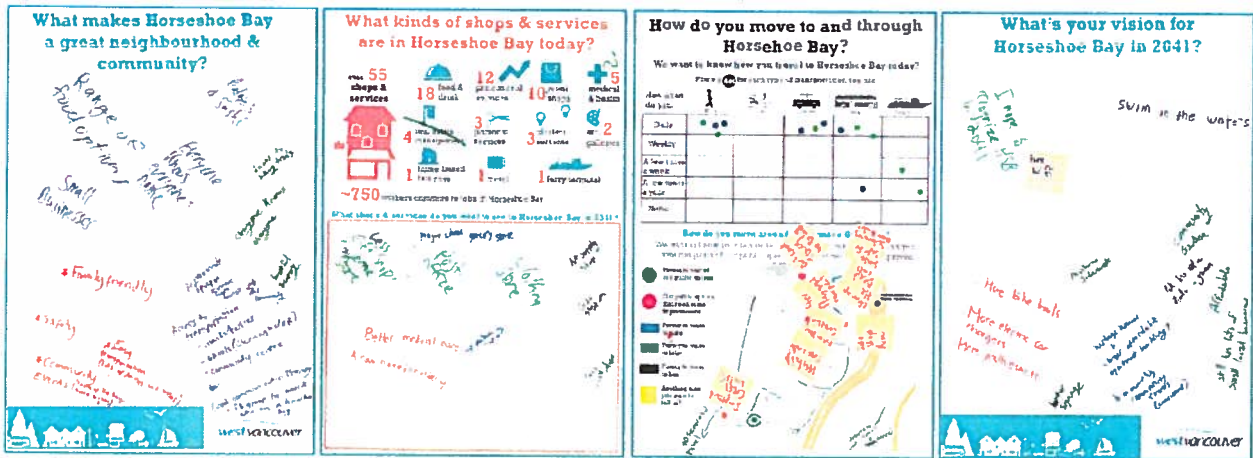
The attendances at the two local community events engaged over 400 individuals and generated over 100 ideas for the vision of Horseshoe Bay. The events were effective in reaching out not only to residents and workers, but also enabled visitors of Horseshoe Bay to provide input to the LAP process. A full transcript of the ideas is included within the Phase 1 event transcript. The most recurring themes were:

1. Commercial options and diversity: desire for a greater variety like a grocery store, brewery, farmers' market, food trucks and ice cream shops (30 responses);
2. Improved mobility: desire for greater options and efficiency, like having better transit services, bike connections and car sharing opportunities (21 responses);
3. Environmental sustainability: desire to protect and improve the environment through habitat protection (e.g., ocean, beach, wildlife), reduce harm, (e.g.,

III. Youth Workshops

Given that our youngest residents will inherit the LAP, it is important to ensure they are engaged throughout the planning process. In Phase 1, two separate youth workshops were held: one for high-school aged youth in a collaboration with the District's Youth Services Division and one for elementary aged youth through a collaboration with the Grade 6/7 classes at Gleneagles Ch'axáy Elementary School. These two events reached a total of 65 school-aged youth.

The Youth Visioning Workshop featured activities taken from the *ImagineHSB* event asking youth for their vision for the future, the elements that go into a neighbourhood and community and how they move around Horseshoe Bay today and want to move around the neighbourhood in the future.



Grade 6/7 students from Gleneagles Ch'axáy Elementary School participated in a classroom visioning workshop, which included a youth-friendly presentation about the LAP, a question and answer session and visioning worksheets. The worksheets asked the students what they like best about Horseshoe Bay today, what could make it even better in the future and their vision for Horseshoe Bay in 2041. The responses to each question are summarized below:

Question 1: What three things make Horseshoe Bay a great neighbourhood and community today?

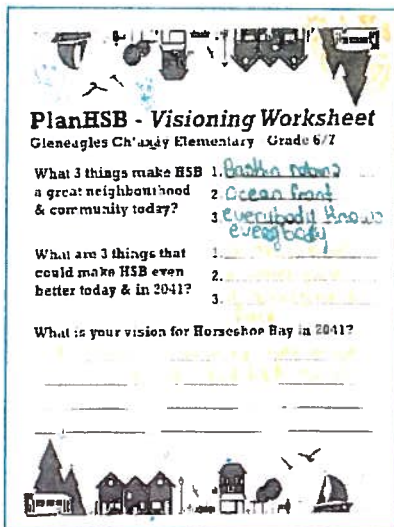
1. The variety of shops, services and restaurants (e.g., ice cream stores, cafes and coffee shops) (41 comments);
2. The beach, Horseshoe Bay Park and the Marina (30 comments) ;
3. The feeling of living in a safe, family-friendly community (19 comments);
4. Transportation options (e.g., the ferry, public transit and the walkability of Horseshoe Bay) (17 comments); and
5. The community's maritime village character (13 comments).

Question 2: What are three things that could make Horseshoe Bay even better today and in 2041?

1. More restaurants, shops and services (e.g., a grocery store, small shopping mall and more diverse restaurant options) (40 comments);
2. New and improved parks and recreation opportunities (e.g., a recreation centre and swimming pool) (22 comments);
3. More activities and entertainment options (e.g., more gathering spaces, movie theatre and an amusement park) (18 comments);
4. More opportunities for waterfront recreation (e.g., a swimming beach at Horseshoe Bay Park) (14 comments); and
5. Improvements for all modes of transportation (e.g., walking, public transit and driving) (12 comments).

Question 3: What is your vision for Horseshoe Bay in 2041?

1. Horseshoe Bay has more restaurants, shops and things to do (34 comments);
2. Horseshoe Bay is a friendly, happy and safe community for everyone (22 comments);
3. Horseshoe Bay is an environmentally-friendly community with parks and opportunities for outdoor recreation (17 comments);
4. Horseshoe Bay is a modern and futuristic place (12 comments); and
5. Horseshoe Bay has new transportation options that make it easier to move around (10 comments).

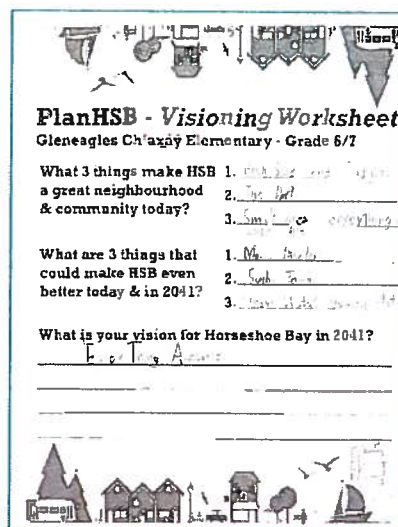


PlanHSB - Visioning Worksheet
Gleneagles Ch'axá'y Elementary - Grade 6/7

What 3 things make HSB a great neighbourhood & community today?
 1. Beachfront
 2. Ocean front
 3. Everybody knows everybody

What are 3 things that could make HSB even better today & in 2041?
 1. _____
 2. _____
 3. _____

What is your vision for Horseshoe Bay in 2041?



PlanHSB - Visioning Worksheet
Gleneagles Ch'axá'y Elementary - Grade 6/7

What 3 things make HSB a great neighbourhood & community today?
 1. Beachfront
 2. Sea front
 3. Smiling & everything

What are 3 things that could make HSB even better today & in 2041?
 1. More family
 2. Sea front
 3. More water

What is your vision for Horseshoe Bay in 2041?
Forty Acres



PlanHSB - Visioning Worksheet
Gleneagles Ch'axá'y Elementary - Grade 6/7

What 3 things make HSB a great neighbourhood & community today?
 1. _____
 2. _____
 3. _____

What are 3 things that could make HSB even better today & in 2041?
 1. _____
 2. _____
 3. _____

What is your vision for Horseshoe Bay in 2041?

IV. *ImagineHSB* Visioning Workshops

In order to engage the community about their vision and perspectives for Horseshoe Bay's future, three *ImagineHSB* visioning workshops were held on May 29, June 4 and June 8, 2019. To enable broad participation amongst different age groups and lifestyles, two of the workshops were held on Tuesday and Wednesday evenings at different times, and one was held on Saturday morning. The workshops were held at the Gleneagles Ch'axáy Elementary School and Gleneagles Golf Course Clubhouse.

In total, over 180 participants attended the *ImagineHSB* visioning workshops to share their thoughts about the long term vision of Horseshoe Bay with their neighbours. Over 75% of participants either live, work or both live and work in Horseshoe Bay, and that increases to around 90% when including those who live in other western neighbourhoods (e.g., Whytecliff, Sunset Beach, Eagle Ridge, Eagle Harbour, Gleneagles, Caulfeild). The demographics of the participants roughly follow the makeup of the Horseshoe Bay community, with most participants (50%) between 45 – 64 years old (please see section 4 - Metrics for more details).

The workshops featured a short staff presentation introducing the LAP process and the workshop format. There were six activity stations, each asking various questions about Horseshoe Bay today and its future across a range of subjects.

Participants were free to complete the activity stations at their own pace. They were also given an "Event Passport" that allowed them to mark off the stations as they completed them, provide any additional comments about their vision for the future of Horseshoe Bay and to tell us their favourite station. While all activities were designed to be family-friendly, a separate self-directed kids' corner was also set up with coloring sheets and posters for younger residents to share their ideas.

Key findings for each station are summarized in sections A to E below. Representative illustrations from the DrawHSB exercise and example comments are presented throughout the summary. The engagement materials and full transcript from the workshops are available online at www.westvancouver.ca/plan-hsb.



A. YourHSB (Area perspectives and study boundary)

YourHSB was designed to understand local perspectives about how the area functions today such as where the heart, gateways, and favourite spaces are within Horseshoe Bay, and to specifically ask the participants what the boundary of the local area should be. A total of 700 inputs were generated¹.

The waterfront area (predominantly the intersection on Bay Street and Royal Avenue) was identified as the heart of Horseshoe Bay, while the roundabouts on Marine Drive were identified as the gateways to the neighbourhood (Figure 11).

Similarly, the waterfront area (e.g., Horseshoe Bay Park and Bay Street) was identified by most as both the favourite place to visit and the favourite place to enjoy the view. The next favourite place and viewpoint is the dock on the waterfront. Other favourite places include Tantalus Park and the previous St. Monica's Church site (Figure 12).

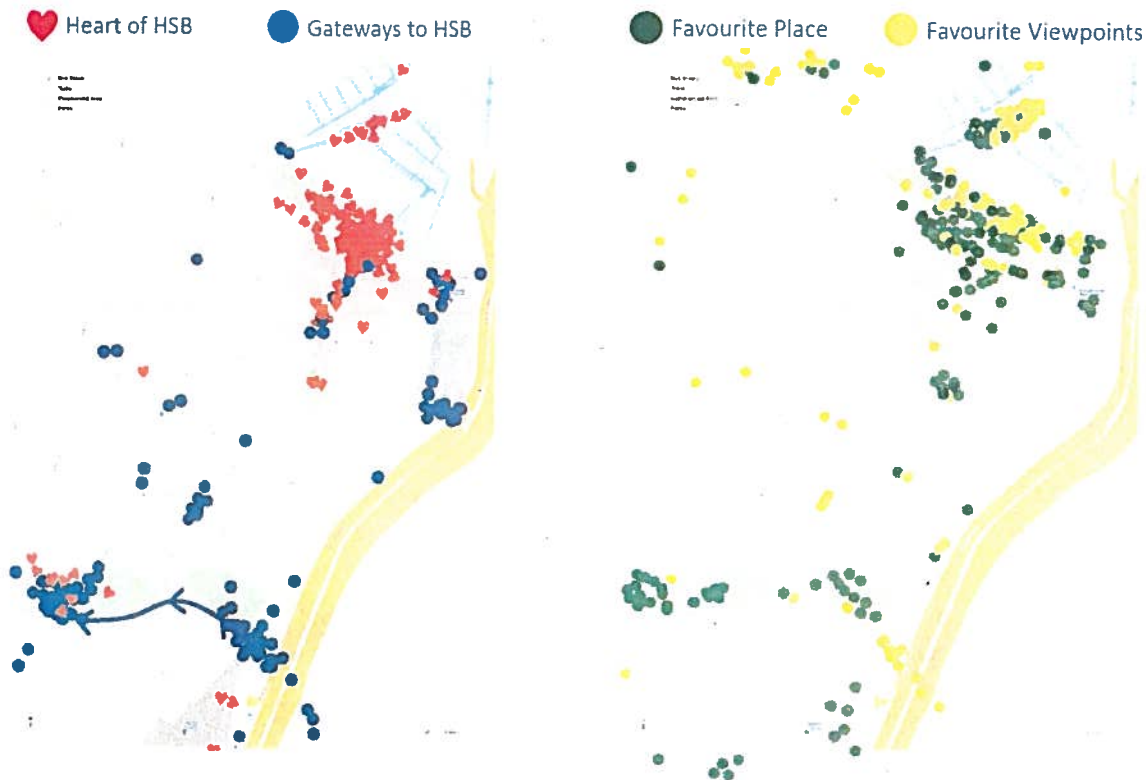


Figure 11. Composite map of all workshop inputs (400 inputs) on the heart and gateways of Horseshoe Bay

Figure 12. Composite map of all workshop inputs (300 inputs) on favourite places and viewpoints

Participants were also asked to directly draw what they thought the Horseshoe Bay neighbourhood boundary should be on a map. The resulting maps from the three workshops identified many different opinions on where the LAP boundary line should be (Figures 13 to 15). Some participants replicated the current LAP boundary lines, some drew lines as big as the map can fit (including all residential uses in the Whytecliff area

¹ Input count does not include the number of boundary lines drawn on the question "what is your Horseshoe Bay neighbourhood boundary?" due to challenges on accounting for overlapping lines.

and even up to the hills east of Highway 1), some drew as far as the golf course to connect the amenities in the area, while others expanded the boundary lines slightly to incorporate Marine Drive, the roundabouts and Wellington Avenue.



Figure 13. Input from May 29, 2019 workshop

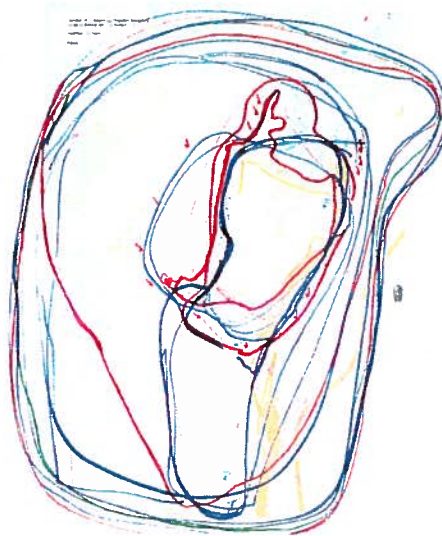


Figure 14. Input from June 4, 2019 workshop

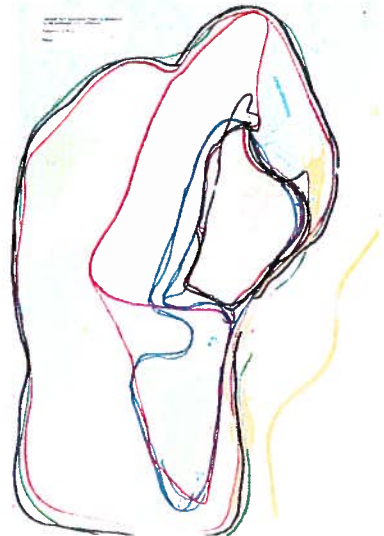


Figure 15. Input from June 8, 2019 workshop

Example comments:

- *“Restaurants, retail & Park are a nice way to spend a morning or an afternoon”*
- *“The heart is where people meet and talk”*
- *“The current heart could be bigger. So much opportunity to turn it from one point into a bigger circle”*
- *“Roundabout at Marine/Nelson - This is where I feel “I’ve arrived”*
- *“Driving along Marine Drive over the bridge + you look down + see HS Bay”*



B. FutureHSB (Vision)

FutureHSB was designed to generate ideas for the vision statement of the LAP. It included a display recalling Horseshoe Bay's 100-year history and asked participants to write their vision for the future of Horseshoe Bay in the form of a postcard to the community of 2041. A total of 99 postcards were generated.

The most used adjectives and descriptors about Horseshoe Bay in 2041 are:

1. Words related to vibrancy (e.g., vibrant, dynamic, thriving, buzzing) (23 responses);
2. Words related to village charm (e.g., village/small town feel, cozy, charming, quaint) (20 responses);
3. Words related to welcoming and friendliness (e.g., welcoming, friendly, neighbourly, caring, respectful) (12 responses);
4. Words related to beauty (e.g., beautiful, wonderful, tasteful) (11 responses); and
5. Words related to seaside/waterfront (e.g., seaside, working waterfront) (10 responses).

The top five key things the community wants to see in 2041 are:

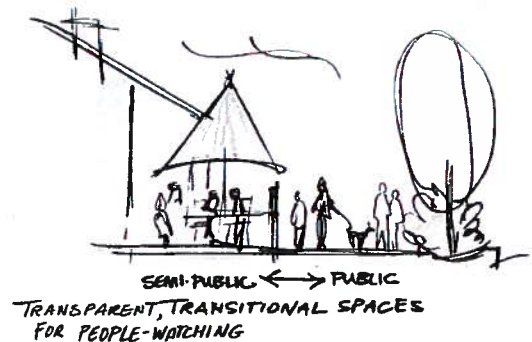
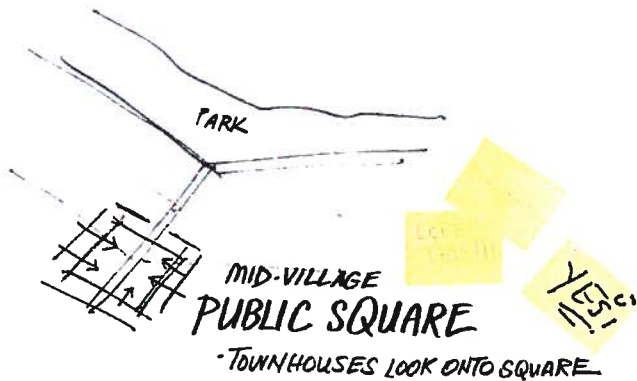
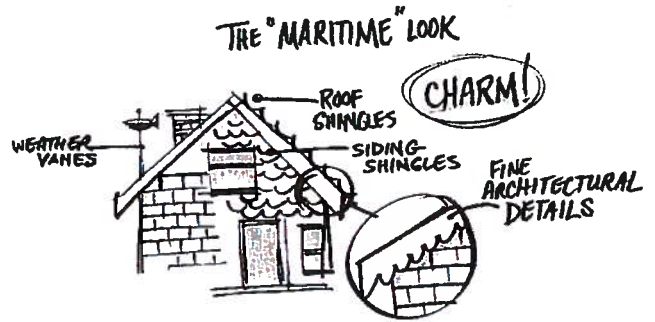
1. Housing diversity and options (e.g., all types of low-rise housing options, mixed-use, affordable, rental) (44 responses);
2. Public gathering spaces and opportunities (e.g., active waterfront hub, more amenity space) (32 responses);
3. Commercial options and hub (e.g., dining, drinks, retail, local serving groceries and shops) (28 responses);
4. Good transportation options and connections (e.g., pedestrian-oriented, managed parking, reduced transportation impacts like congestion, noise, and safety) (27 responses); and
5. Sense of community (e.g., age diversity, draws residents and visitors, connected) (25 responses).

Other notable feedback included improved streetscapes (e.g., better terminal and commercial area interface, put parking and powerlines underground) (13 responses) and protected environment (e.g., respecting its natural beauty, reduce pollution, respond to climate change) (12 responses).



Example comments:

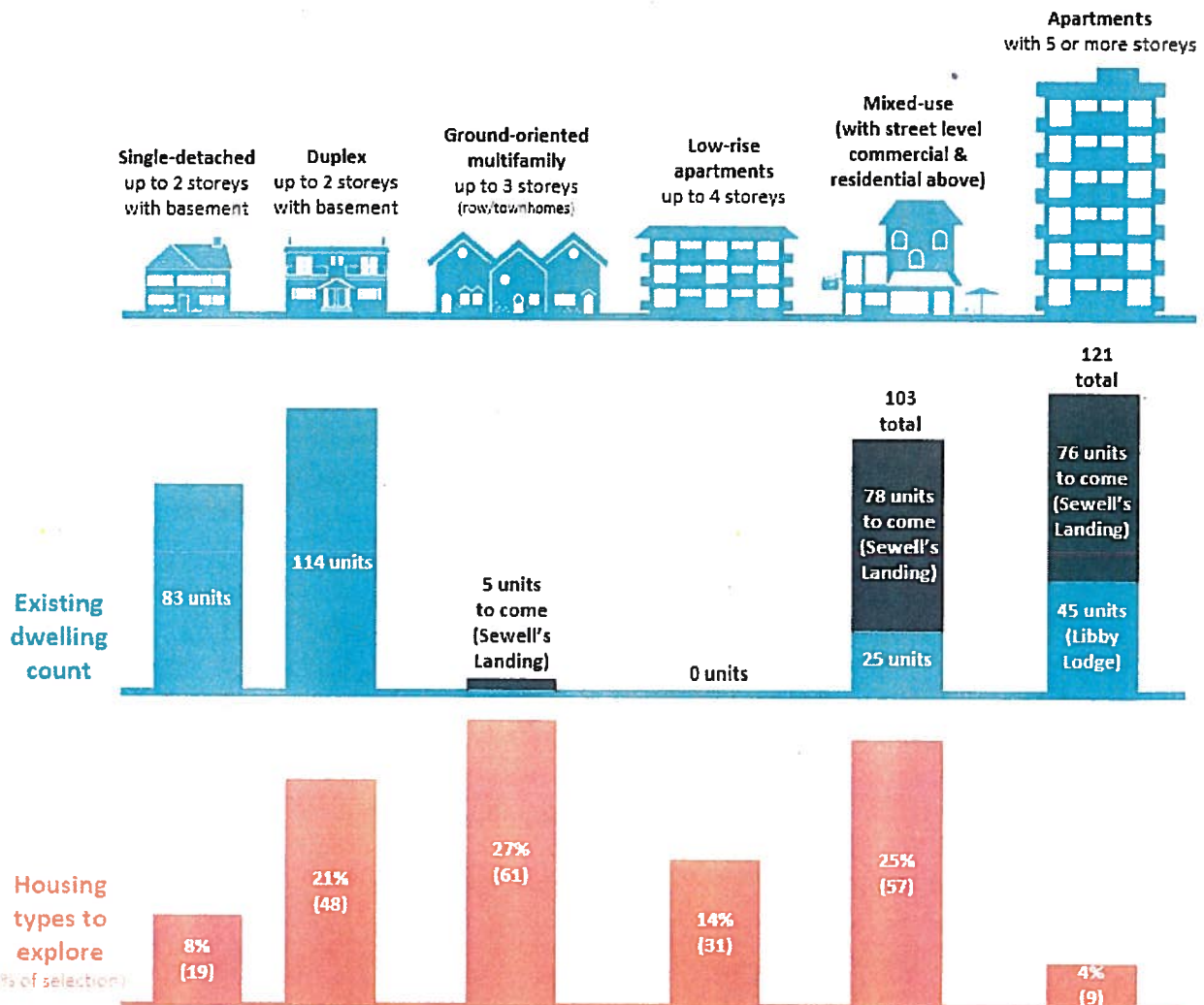
- "A vibrant waterfront hub with a tasteful and diverse mix of west coast buildings (wood and glass) that include retail commercial, restaurants at street level, with mixed use residential uses above and behind including rentals for workers and downsizers."
- "A cozy, warm, compact seaside village with all ages of people living and visiting HB. Different types of housing - rental included. Boulevards with trees, different types of restaurants a Wholefoods type of grocery store. Well lit, paved streets."
- "Dear HSB, it's great to see that you went back to your roots, the NW Coast Salish. Building a welcoming village that remained semi-rural outside the core, with a low-rise core mixing commercial and residential near the waterfront. Dark nights and respect for nature (land and sea) make this village unique in greater Vancouver..."
- "We need to grow and adjust our needs for the future. Increased density but with HSB charm. Activity space in the core as the village grows."
- "I see a vibrant area with seniors, people with disabilities, young professionals, young families, college-aged students, and children all living together with lawns / space / environments / housing that respect all of these people."



C. ElementsHSB (Land use)

ElementsHSB asked participants to think about the elements that go into making a neighbourhood and a community and was designed to understand the community's perspective on residential and commercial land uses. A total of 524 responses were recorded across the activity's three questions.

On residential land uses, participants were provided the existing dwelling counts by housing type and were asked what kinds of homes the LAP should plan for 2041 (225 responses). Ground-oriented multifamily (e.g. row/townhomes), a housing option currently missing in Horseshoe Bay, was the most popular option with 27% of responses. 25% of responses want more mixed-use options, while 21% of responses want more duplex options. Single detached homes (8%) and apartments with 5 or more storeys (4%) were the least selected housing options.



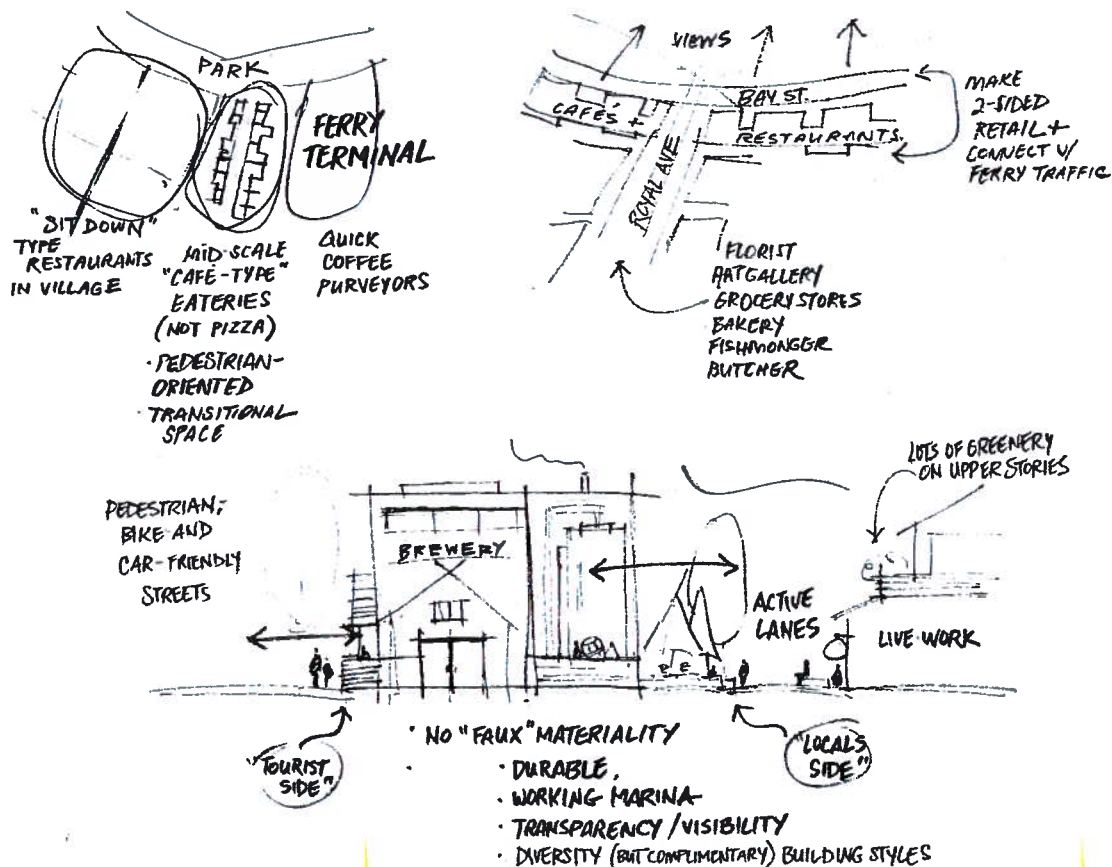
On commercial land use, participants were provided data on the existing shops and services located in Horseshoe Bay, and were asked what kinds of shops and services the LAP should plan for 2041 (155 responses).

The top 5 types of shops and services identified were:

1. Grocery stores and options (e.g., everyday grocer, organic and local grocers, meat and fish stores, farmers' direct) (53 responses);
2. Dining and drinks (e.g., restaurants, brewery, wine bar, cafes, ice cream shops) (42 responses);
3. Retail shops (e.g., small independent retail, local serving retail like hardware stores) (23 responses);
4. Community gathering space (e.g., children and family spaces, dog park) (20 responses); and
5. Art and cultural space (e.g., studio, galleries, First Nations heritage) (9 responses).

Example comments:

- "Grocery store, small restaurants, outdoor cafes, weekend market, community gathering space"
- "A microbrewery!"
- "Better ice cream store (maybe connected to local grocery store)"
- "More choices for groceries, more retail for neighbourhood, meaning full commercial that will serve the community not the ferry traffic"
- "More artisan shops and food reflecting the beauty of the region (like the indigenous store)"

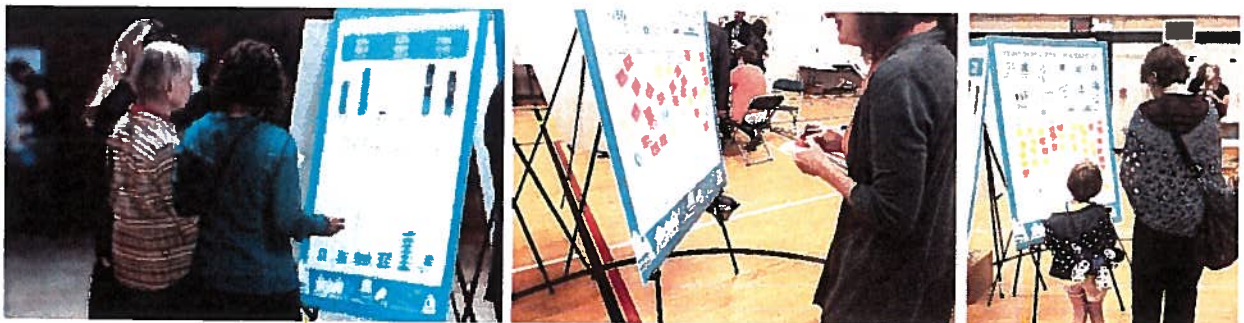
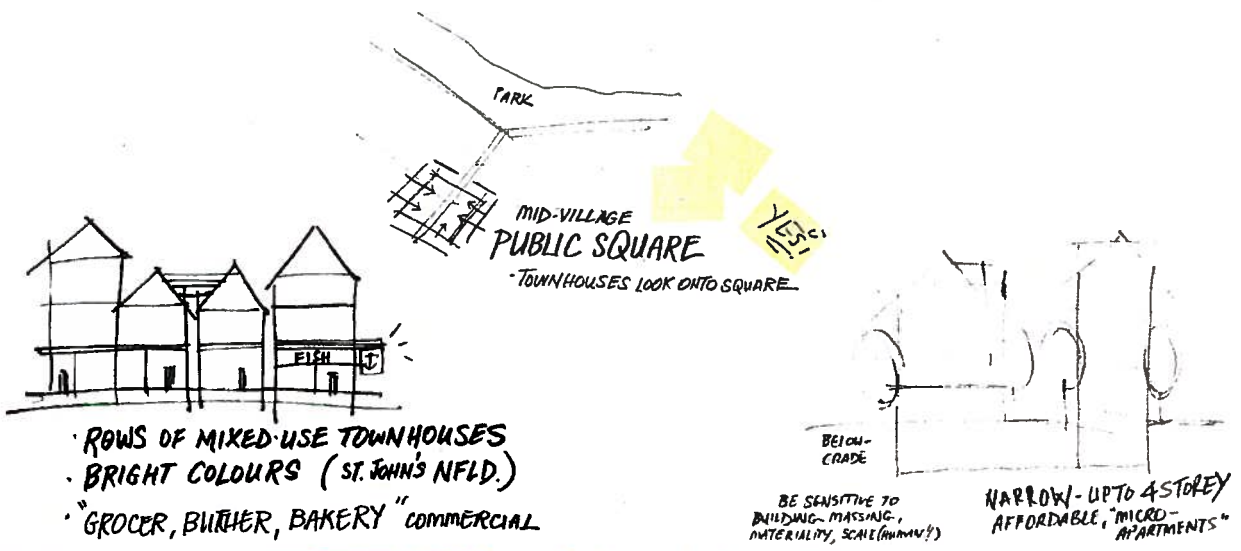


To capture any additional suggestions, participants were asked to identify the one element that would make Horseshoe Bay even better in 2041 (144 responses). The top 5 elements identified were:

1. More commercial options and diversity (e.g., grocery store/market and restaurants) (41 responses);
2. Maintained/improved amenities (e.g., gathering space, recreation space, boardwalk) (36 responses);
3. More housing options and unique design (e.g., more diverse options, affordable and rental housing, buildings that echo seaside theme with varied colors, materials rooflines, etc.) (18 responses);
3. Improved mobility (e.g., transit, walkability, more parking) (18 responses); and
4. Improved streetscapes (e.g., undergrounding hydro wires, sidewalk improvements) (16 responses).

Example comments:

- "More mixed use development allowing for both housing and commercial"
- "Greater population & density so we can have all the shops & services we wished for on the other board"
- "A gathering space for community to come together, learn, celebrate & plan"
- "Retain its 'bedroom community' layout and restrict 'transportation hub' to Highway 1"
- "Get rid of above ground 'wires'"



D. FlyoverHSB (Scale and locations for housing and shops)

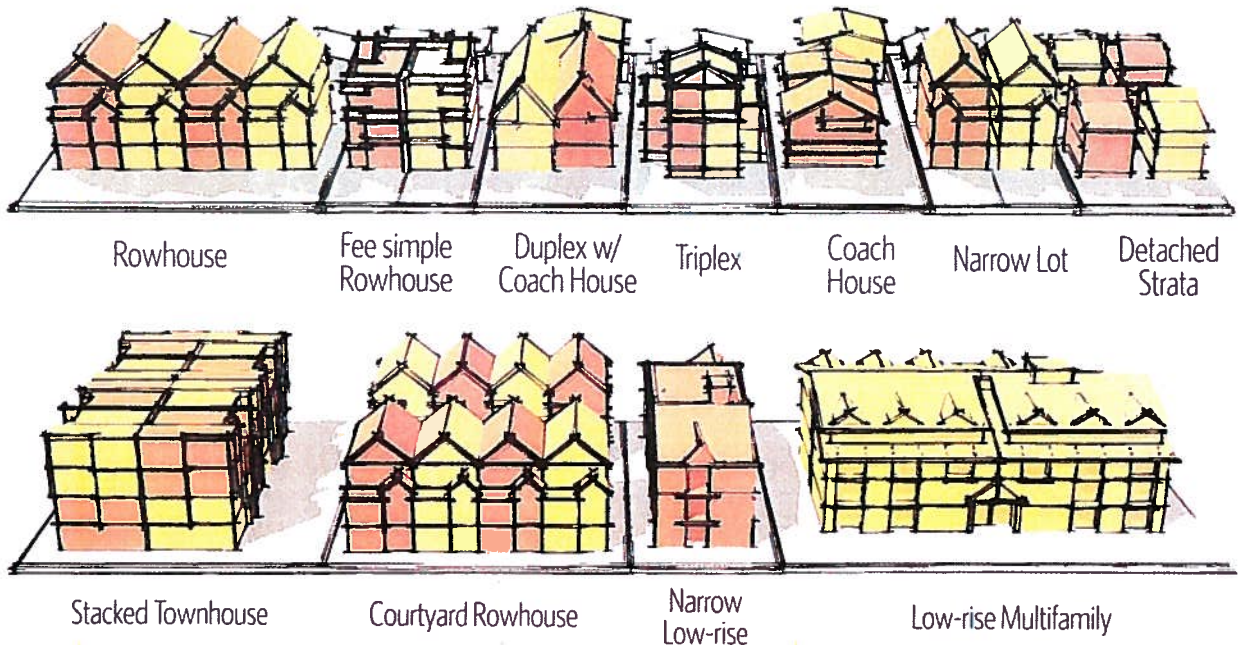
FlyoverHSB included a 5 minute video featuring a flyover of a 3-dimensional digital model of the plan area and was designed to generate input on the scale of buildings and potential building locations within the physical context of Horseshoe Bay. A total of 256 responses were generated.

The top 5 types of buildings to begin exploring were (150 responses):

1. Low-rise buildings (e.g., 3 to 4 storeys) (34 responses);
1. Buildings with unique architectural designs that enhance Horseshoe Bay's seaside character (e.g., west coast/seaside inspired, varied rooflines, materials, colors) (34 responses);
2. Commercial and mixed-use buildings (e.g., homes above street level shops and services) (29 responses);
3. Ground-oriented multifamily housing (e.g., multi-plex, row/townhomes) (23 responses); and
4. Small scale housing (e.g., laneway/coach house, small cottage style homes) (14 responses).

Example comments:

- *"Low scale. Irregular roof lines, West coast material"*
- *"3-4 storey low rise mixed use, business and housing. Green streetscape, outdoor seating and friendly."*
- *"Tasteful gentle densification. Stacked townhomes,. Mid-rise apartments."*
- *"Controlled building heights, no more high rise. Needs to have village feel"*
- *"Townhouses, laneway homes"*



The top 5 locations for buildings to consider through the LAP were (65 responses):

1. Shops, mixed-use, low-rise, rental buildings on main streets in the commercial village core (28 responses);
2. Repurpose under-utilized sites with shops and housing (e.g., parking lots, commercial lanes, throughout Bay Street, surplus District lands) (16 responses);
3. Integrating building height to topography (e.g., design with the slope, not obstructing view corridors) (9 responses);
4. A range of housing types within the basin (e.g., multi-plex, row/townhomes, low-rise) (7 responses); and
4. Seasonal market, commercial, recreation, and multi-use spaces on waterfront and other public spaces (e.g., Tantalus Park, St. Monica's church site, tennis court on Bruce) (7 responses).

Example comments:

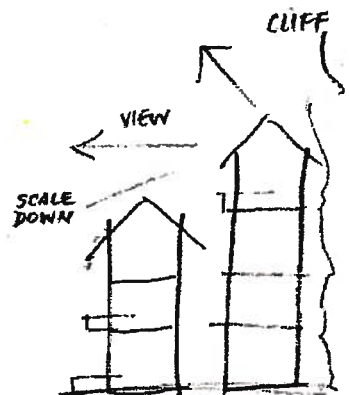
- "Shops with housing on parking lots in HSB"
- "Heights limited to 3 or 4 storeys max towards back. Heights closer to 1 to 2 storeys closer to water"
- "Small businesses along Bay St, Nelson to Ferry. Locally owned, mixed uses for community and tourists"
- "The area behind Docs on the Bay and Olive and Anchor could be developed with multi-use – it is currently a scar on the landscape"
- "Shops? No more in the Bay. Develop Caulfeild village instead."



VARIED ROOFLINES
INTEGRATED STYLES
UPPER STOREY FOLIAGE



COTTAGE PEEL
NESTLED INTO LANDSCAPE
SMALL (HUMAN) SCALED MASSING
COLOURFUL



SCALE DOWN

DUPLEX, 3-PLEX, ROWHOUSES
400 FT² SMALL FOOTPRINT;
GO UP (+ DOWN)



BUILD TO ENHANCE
NATURAL FEATURES



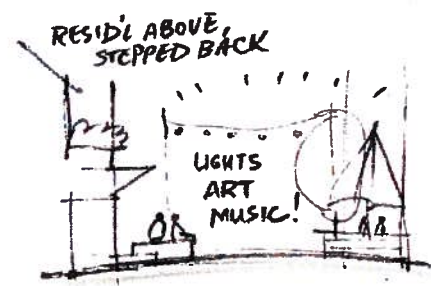
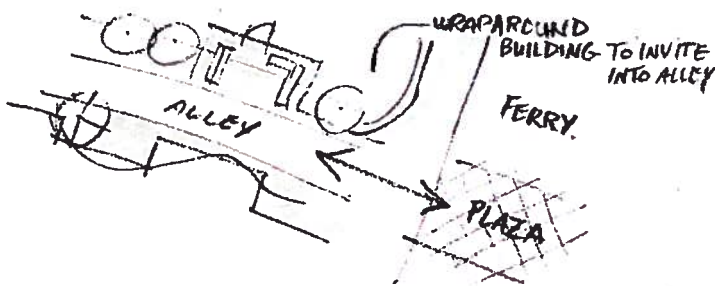
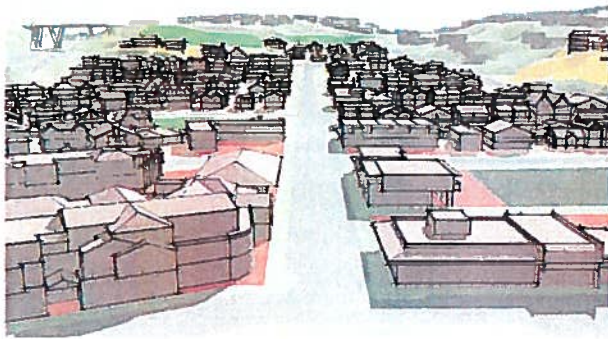
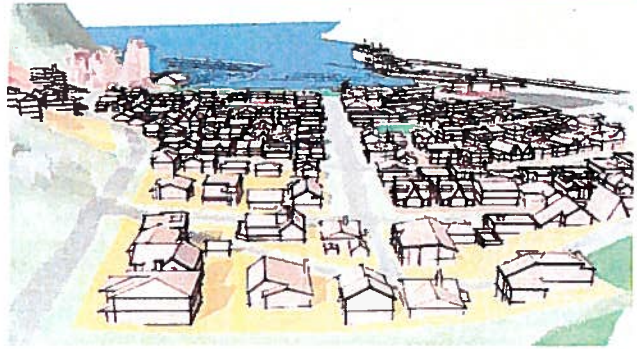
FLOATING SEAFOOD & FARMERS' MARKET



Additionally, participants also commented on wanting to see more housing (e.g., new housing types like coach house, row/town homes, low-rise apartments and mixed-use) (13 responses), to keep current scale, character and densities (e.g., no high-rises) (13 responses), and to see expanded view/boundary of Horseshoe Bay (8 responses) after seeing the FlyoverHSB video.

Example comments:

- "I like the idea of coach houses"
- "More density which is good, but transportation and parking must be considered"
- "The important role of trees/greenery/natural systems in the character of HB (looks naked without)"
- "I like the idea of creating affordable higher density town homes or apartments – mix use"
- "The thought of high rise type units looking out of place"








E. MoveHSB (Mobility and public realm improvements)

MoveHSB asked participants how they move to and through Horseshoe Bay today and was designed to understand the community’s current transportation methods, routes, limitations and generate ideas for how mobility and the public realm (spaces between buildings) can be improved for 2041. A total of 910 responses were generated².

Key findings on current travel methods amongst participants were (412 inputs):

- Most walking and driving trips were done on a daily basis (121 responses);
- Biking trips either done on a weekly basis or never used at all as a travel method (36 responses);
- Bus trips were either a few times a month or a few times a year (56 responses); and
- Ferry trips were mostly taken a few times a year (62 responses).

Frequency					
Daily	72% (67)	8% (5)	61% (54)	13% (11)	6% (5)
Weekly	16% (15)	31% (19)	24% (21)	14% (12)	3% (2)
A few times a month	9% (8)	13% (8)	11% (10)	33% (29)	14% (11)
A few times a year	0% (0)	21% (13)	1% (1)	31% (27)	78% (62)
Never	3% (3)	27% (17)	2% (2)	9% (8)	0% (0)

Participants were asked to identify their typical travel routes to get to Horseshoe Bay by mode (i.e., driving, walking and cycling) on a map (Figure 16, next page). The results show a number of diverse routing choices across all paths. Some of the more interesting results include:

- A concentration of use on the Chatham and Royal Avenues, and Nelson and Bay Streets “loop” across all travel methods;
- The Nelson Avenue roundabout appears to be the most common entrance into the Bay for drivers and pedestrians;
- The stairs connecting Nelson to Wellington Avenues is also a popular pedestrian entry point to the Bay from the west; and
- Cyclists tend to use Marine Drive and enter Horseshoe Bay through the trail next to the terminal, while some still enter via the Nelson Avenue roundabout.

² Input count does not include the number of map lines drawn on questions “How do you get to Horseshoe Bay?” and “How do you move around in Horseshoe Bay today?” due to challenges of accounting for overlapping lines.

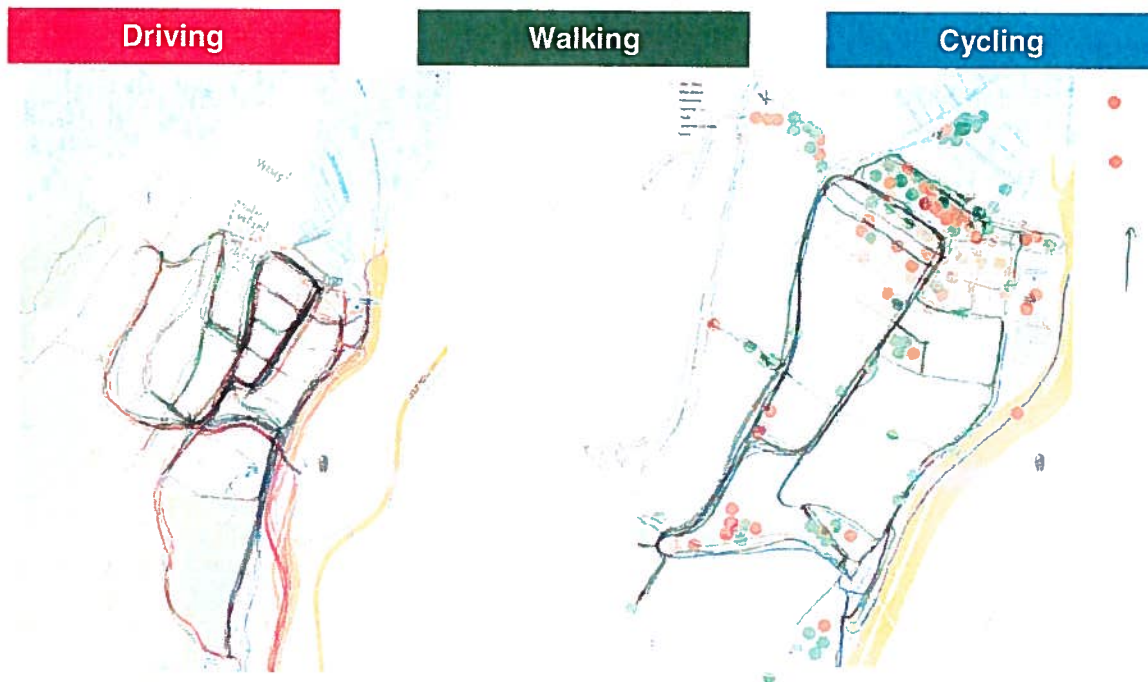


Figure 16. Composite map of all workshop inputs on travel routes to get to Horseshoe Bay

Figure 17. Composite map of all workshop inputs on walking and cycling routes within Horseshoe Bay. Dots refer to: favourite parts of the public realm (green) and places that need improvement (red)

The top 5 factors influencing the choice of travel routes were (65 responses):

1. Road circumstances (e.g., traffic and congestion avoidance) (17 responses);
2. Route options and quality of connections (e.g., one-way streets, trail connections, limited bike connections and transit options) (15 responses);
3. Purpose of trip and personal circumstances (e.g., walking the dog, running errands) (12 responses);
4. Sidewalks conditions (e.g., safety, adequate sidewalk widths) (11 responses); and
5. Environmental conditions (e.g., climate, weather, topography) (5 responses).

Example comments:

- "Weather: I walk a lot to work in HSB"
- "Time of day (ferry + pedestrian traffic slows me down – makes me take Nelson out of the Bay)"
- "The time it takes when I want things done"
- "Use path off Wellington Place for walks. It is well maintained."
- "Avoiding car traffic especially racing ferry go-ers"



The top 5 factors influencing the choice of travel modes were (68 responses):

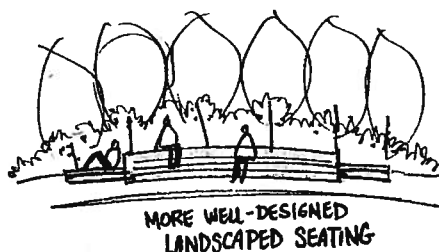
1. Mode chosen based on trip purpose and destination (e.g., errands, time constraints, walking the dog) (32 responses);
2. Limited public transit frequency and options (e.g., changes in express route) (16 responses);
3. Environmental conditions limiting walking and cycling (e.g., climate, weather, topography) (7 responses);
4. Walkability of the area (e.g., compact, walkable neighbourhood and pedestrian safety) (5 responses); and
5. Parking availability affecting car use (3 responses).

Example comments:

- *"Take the bus if going to Vancouver Downtown, but will drive if also have errands to do"*
- *"Sometimes walk trails – not at night"*
- *"Stopped taking the bus when Express didn't come to roundabout"*
- *"Good to walk to village – not for bike"*
- *"Drive to services + groceries – if we had a different grocery stores I would shop here"*

The participants were also asked to draw their favourite routes to walk and cycle within Horseshoe Bay, as well as to identify their favourite parts of the public realm (i.e., the spaces between buildings) and some things that need improvement (Figure 17, previous page) (217 responses). The results show that:

- The waterfront and village commercial areas are the most cited favourite places to be, but also where most improvement needs are suggested (e.g., improve park, sidewalks and streetscapes like lighting, seating and signage);
- The commercial lane between Bay and Bruce Streets is used as often as Bruce Street itself as the east-west connector between the Terminal and Nelson Avenue; however, it is currently a very poor, unappealing and unsafe connection;
- Nelson and Royal Avenues are more often used over Keith Road as the key north-south routes to and from the Village core for both pedestrians and cyclists, but vehicle speeds make crossing unsafe;
- Tantalus Park is appreciated by many, but also identified as in need of improvement; and
- Trails (e.g., stairs connecting Nelson and Wellington Avenues, trail within Tantalus park and the Spirit Trail) are well used and appreciated.



Example comments:

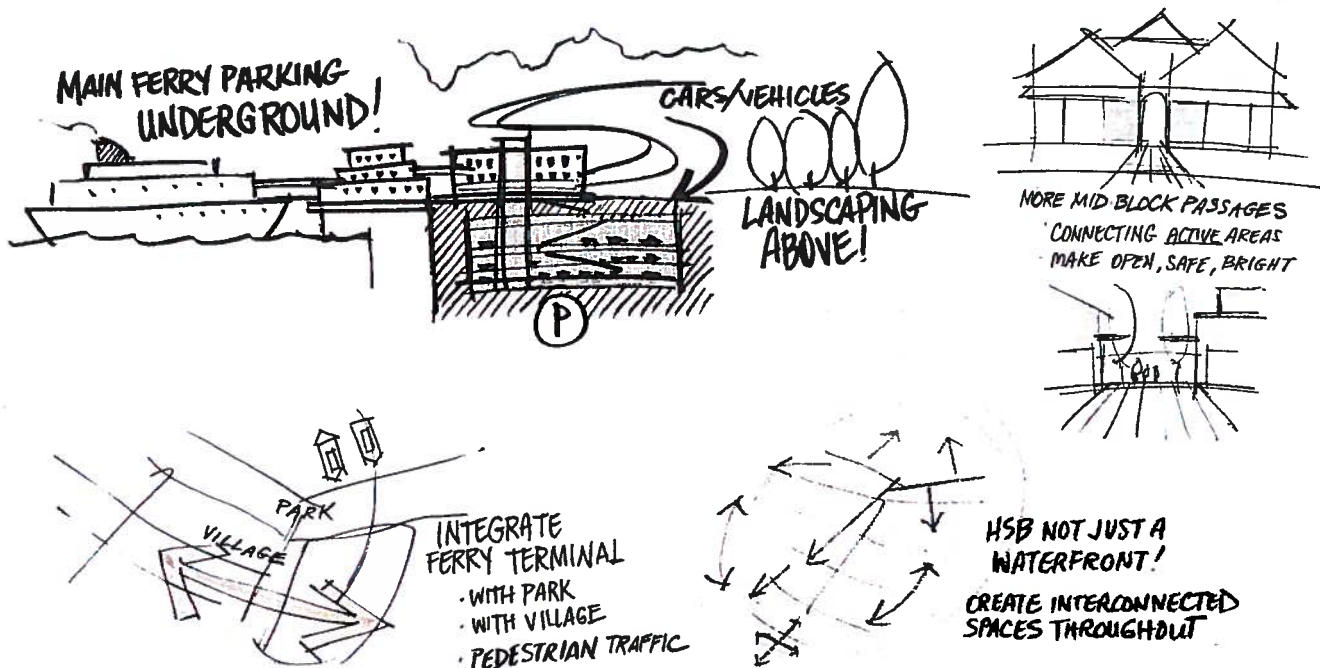
- "Is there a way to slow down traffic on Bruce Street without taking away parking spots?"
- "Safety + lights + Speed bumps + better sidewalks for disabled/strollers"
- "Create a clear sense of arrival"
- "Paving sidewalk w/seating areas lighting on side street as well"
- "More trails into Horseshoe Bay, bring locals into the Bay to support retail"

The top 5 ways to improve transportation to and through Horseshoe Bay for all modes for 2041 were (148 responses):

1. Improve and expand transit service (e.g., rerouting express bus, local bus routes) (37 responses);
2. Improve pedestrian and cycling infrastructure (e.g., new and improved sidewalks, protected bike lanes, expand cycling network) (33 responses);
3. Road improvements and parking management (e.g., limit and enforce road speed, improved parking management) (22 responses);
4. Improved trails and pathway connections (e.g., improved maintenance, expanding local and Spirit Trails connections) (15 responses); and
5. Improved vehicle interface between the village and the ferry terminal (e.g., improved connections, reducing impacts) (8 responses).

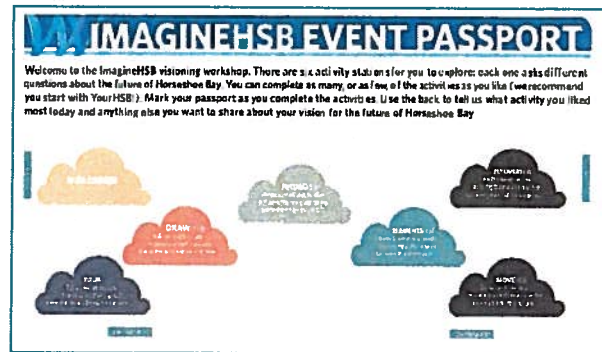
Example comments:

- "A pedestrian walkway beside the lane on Bay Street"
- "Taking parking underground where possible"
- "Reinstate the route of the Express Bus #257"
- "Improve sidewalks. Wheelchair accessible in Bay area"
- "Improved signage from highway to access HSB"



F. Event Passport (Favourite activity and additional feedback)

The Event Passport doubled as a guide for and feedback from participants. The front featured a map with activity descriptions, while the back asked participants for their favourite event activity and any additional feedback on their vision for Horseshoe Bay in 2041 (54 responses).



DrawHSB and ElementsHSB were the two most popular event activities, followed by those who said they liked the whole event and FlyoverHSB. Other attendees mentioned having the chance to speak with staff and their neighbours was the highlight of the event. The results illustrated the importance of having a range of diverse activities at engagement events, while highlighting the importance of visualization.

Favourite Activity	Total Responses:
DrawHSB	9
ElementsHSB	9
Liked all the activities and the whole event	8
FlyoverHSB	7
Speaking to staff and neighbours	6
YourHSB	6
FutureHSB	6
MoveHSB	3

Event passport comments primarily addressed the topics and questions of the activity sections as participants reiterated their thoughts on housing needs, neighbourhood character, transit options, new types of shops and services and support for community gathering places.

The natural environment and climate change, and the suggestion that the event should have included an activity that focused on these elements were the most frequently cited additional comments (9 comments).



4. METRICS

In order to understand who from the community participated in Phase 1 and how they became informed of engagement events, we collected a range of demographic information about participants.

Vision Scrawl:

Both Spring Fest West and Taste of the Bay are family-friendly events, focused on western residents, with lots of youth in attendance. Taste of the Bay hosted by the Horseshoe Bay Business Association attracted a higher number of visitors, given its focus on showcasing local businesses. The figures below combined estimates of demographic information of the over 400 interactions from both events:

Place of residence:



Age Cohort:



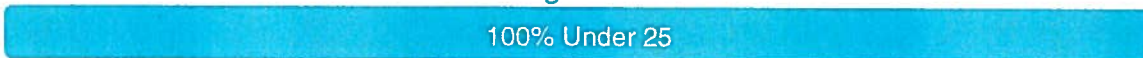
Youth Workshops:

Youth workshops were targeted at our youngest residents, with each participant under 18 years of age and the majority being residents of Horseshoe Bay or other western neighbourhoods:

Place of residence:



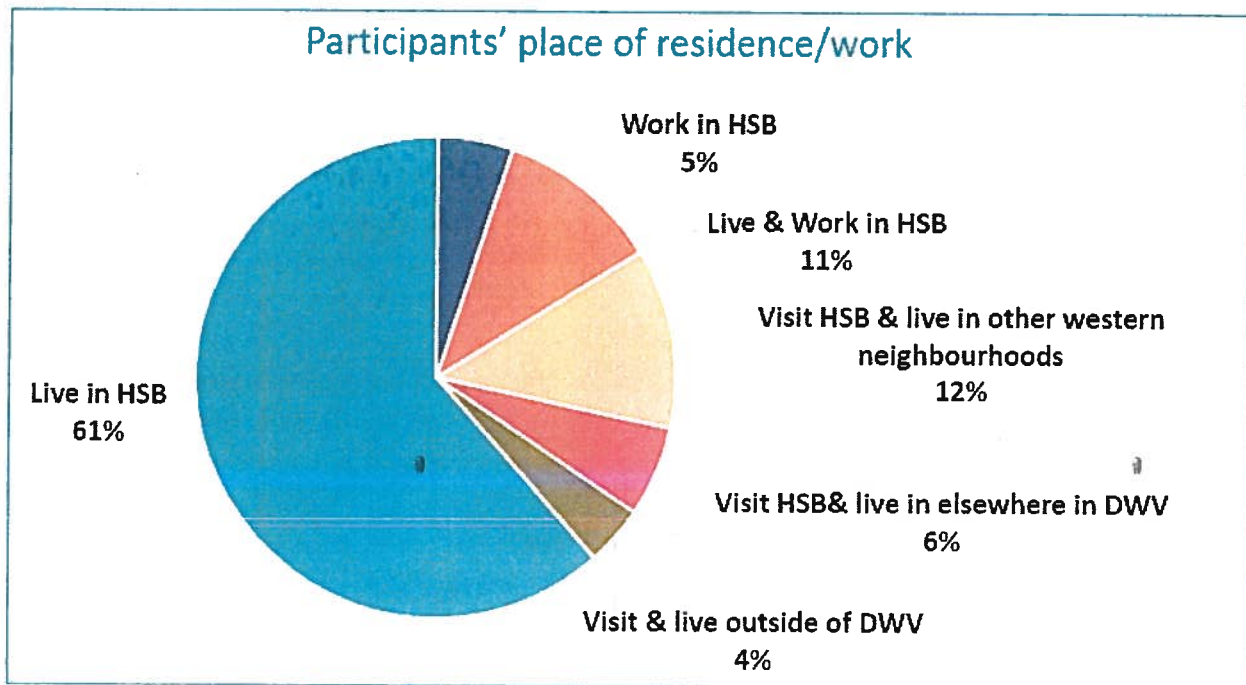
Age Cohort:



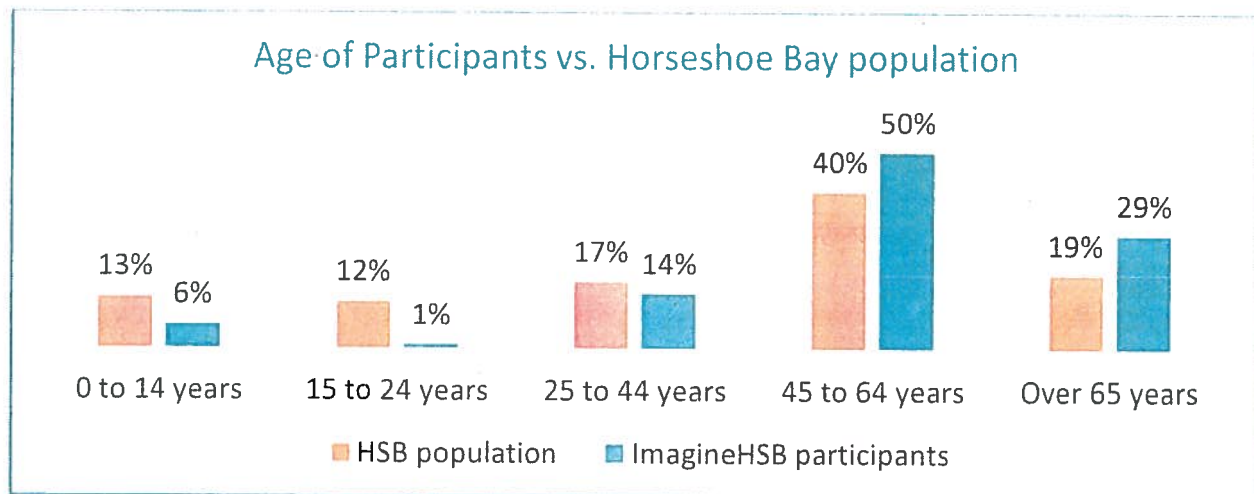
ImagineHSB Visioning Workshops:

The westvancouverITE registration system allowed for additional demographic information to be collected from *ImagineHSB* participants, specifically regarding their relationship to Horseshoe Bay and their age.

Over 75% of workshop participants either live, work or both live and work in Horseshoe Bay. This number increases to around 90% when those living in other western neighbourhoods are included (e.g., Whytecliff, Sunset Beach, Eagle Ridge, Eagle Harbour, Gleneagles, Caulfeild).



The demographics of the participants roughly follow the makeup of the Horseshoe Bay community, with most participants (50%) between 45 – 64 years old.



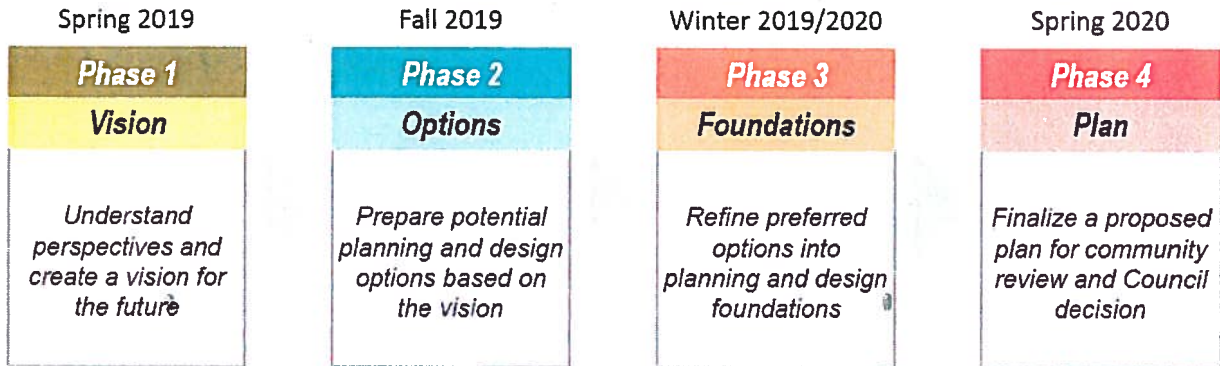
Participants at the *ImagineHSB* visioning workshops were also asked about how they had heard of the events (73 responses):

Outreach method	% of Total Event Attendees Generated ³
Print ads: Beacon and North Shore News	5%
District social media / web / emails / Newsletter	40%
Community events (Spring Fest West & Taste of the Bay)	27%
Others (e.g., word of mouth, community organizations, etc.)	27%

³ Total may not sum up to 100% due to rounding.

5. NEXT STEPS

Per the approved LAP Terms of Reference, the LAP process is expected to move forward into Phase 2 “Options” in the Fall of 2019:



There will be meaningful and transparent engagement at every phase and we encourage the community to participate fully in the LAP process for Horseshoe Bay. Many thanks to all those who participated in Phase 1 and shared their perspectives and feedback on their vision for the future of Horseshoe Bay. Please visit www.westvancouverite.ca/plan-hsb to subscribe to project updates and for full documentation and reports related to this project.

