



CAMBIE CORRIDOR PLANNING PROGRAM

WHAT WE HEARD

Survey of Residents in New Buildings



103
RESPONDENTS
COMPLETED THE SURVEY

We're currently working on Cambie Corridor Phase 3 to build on the approved Cambie Corridor Plan (2011).

As we undertake this work, it is important to reflect on what development has happened since the Cambie Corridor Plan (2011) was approved and identify potential needs and improvements that could be incorporated into Phase 3 work.

Residents living in new buildings that were developed through enabling policy in the Cambie Corridor Plan (2011) were mailed invitations to complete a post-occupancy survey. The survey contained questions regarding their decision to move into a new home in the Cambie Corridor, seeking to understand how they feel the neighbourhood is performing in key areas (walkability, sense of community, liveability, amenities, etc). A total of 103 residents of the new buildings completed the survey.

This document provides a summary of the survey results.

We would like to thank everyone who took the time to share their feedback. The input we received will help guide future development in the Cambie Corridor and shape the ongoing Phase 3 work - including directions for new and improved amenities, such as park space, community facilities, childcare facilities, libraries and more.

Please visit vancouver.ca/cambiecorridor to learn more about the Cambie Corridor Planning Program.

SUMMARY OF WHAT WE HEARD

SURVEY HIGHLIGHTS



Survey respondents report being generally satisfied with their decision to move into their new home in the Cambie Corridor



Proximity to transit and neighbourhood walkability were key reasons respondents chose to move to their new home in the Corridor. Since moving to their home, respondents also found their experience with the quality of transit and the walkability of the neighbourhood to be positive



Respondents feel that the amenities in their area are meeting most of their needs



Desired improvements include reducing traffic congestion and the associated noise pollution, providing additional amenities within walking distance, and improving pedestrian crossings and safety



38% of respondents reported using public transit as their primary mode of transportation. Citywide, only 16% of trips are made by public transit

SURVEY STATISTICS

The following provide an overview of the mailout and response statistics for the survey.



1707 mailed survey invitations



6% response rate (103 respondents)



84% of respondents live in an apartment building

16% of respondents live in a townhouse



78% of respondents own their home

22% of respondents rent



FULL SURVEY RESULTS

Why did you choose to move to your new home in the Cambie Corridor?

Average weighted importance
(Maximum possible importance = 100%)



Other prominent reasons respondents chose to move:

Central location

- Perceived to be a central location in the City of Vancouver, with convenient access to downtown, the airport, Richmond, and quick east-west connections to UBC and Metrotown

Long-term investment

- Many residents feel that the area is “up-and-coming”, and that moving into the Cambie Corridor would also provide potential as a long-term investment

Familiarity

- Several respondents had previously lived in the area or spent considerable time in the neighbourhood; these respondents cited the familiarity of the area as a reason for moving back into the Cambie Corridor

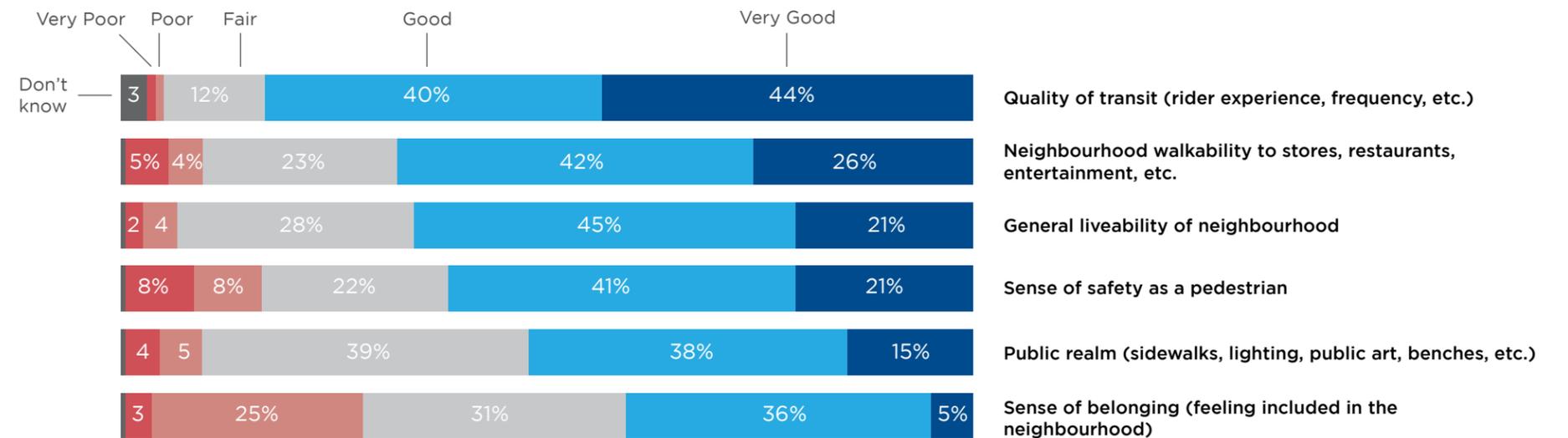
Access to good schools

- Some respondents were influenced by the catchment areas and overall quality of public schools serving residents in the Cambie Corridor

Availability of units that met needs

- A few respondents moved due to the availability of new units that met their needs; for some, it was the availability of units that met their space needs at a price they could afford, while for others it was the availability of new rental units

Thinking about your experience in your neighbourhood to date, please rate the following.



Do the amenities in your neighbourhood meet your needs?



Amenities needed, according to respondents that do not feel the amenities in the area meet all of their needs:

Community Centre

- Need for an additional community centre to service more of the population in the Cambie Corridor, particularly close to SW Marine Drive

Library

- Need for a public library within walking distance of high-density developments, specifically close to SW Marine Drive

Park space and greenery

- Several respondents cited the need for additional park space and greenery, particularly in the Marpole/Marine Landing neighbourhood

Childcare

- Respondents reported a need for new childcare facilities in the Corridor, as those that exist are often not within walking distance and are at capacity

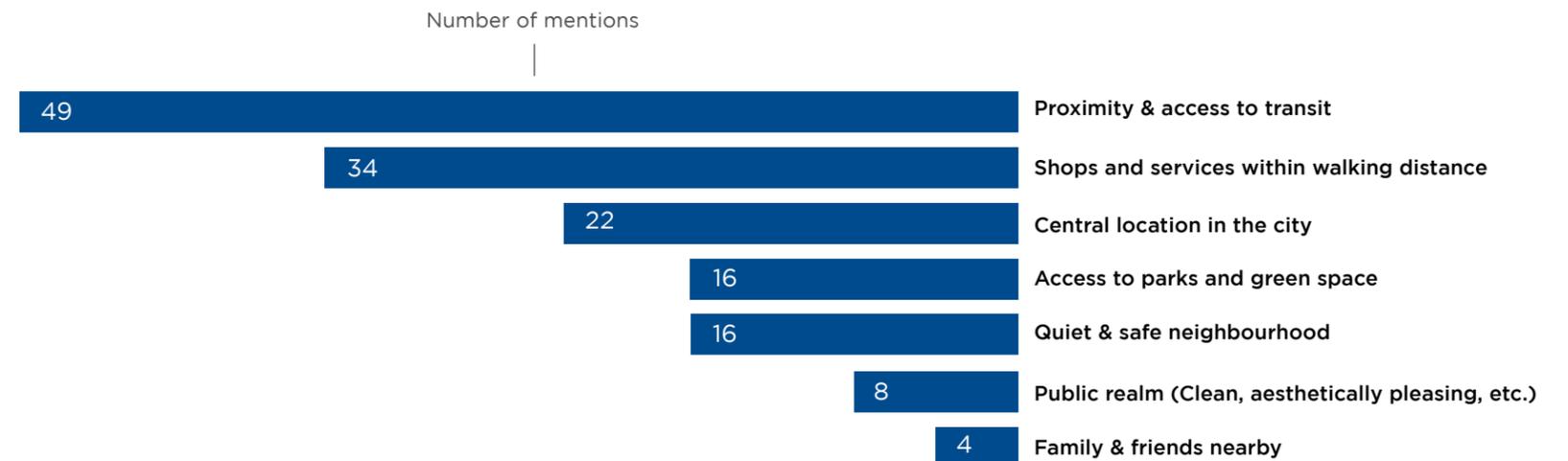
Shops

- Many respondents expressed a desire for additional retail throughout the Corridor, with particular emphasis on a need for more grocers and food establishments

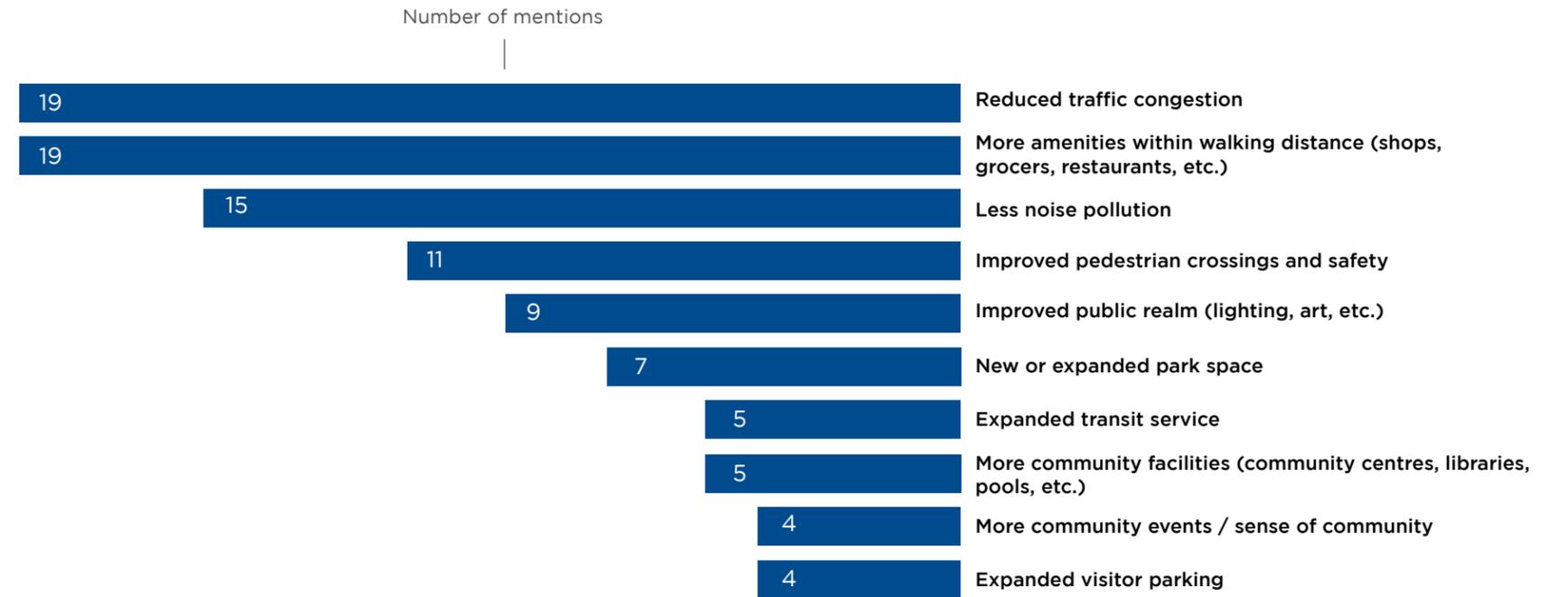
Other

- Other amenities reported as being in need include playgrounds, cultural spaces, health clinics, and walking paths

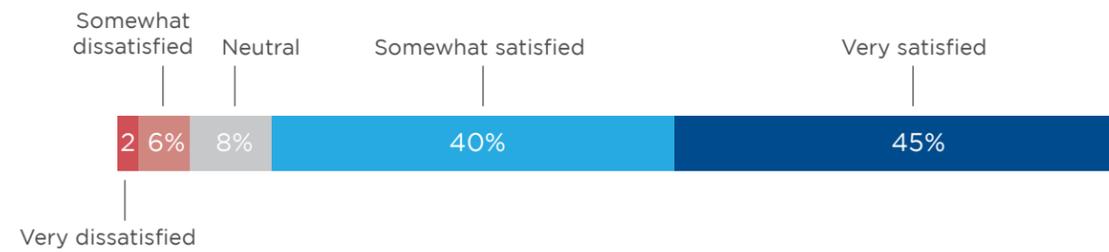
What do you love about your neighbourhood?



Is there anything you would change about your neighbourhood?



Overall, are you satisfied with your decision to move to your current home in the Cambie Corridor?



RESPONDENTS' PROFILE

It's important to us that we hear from a diverse group of people and perspectives, and to understand who it is we are hearing from. Here is a summary of the demographic composition of the respondents to the survey.

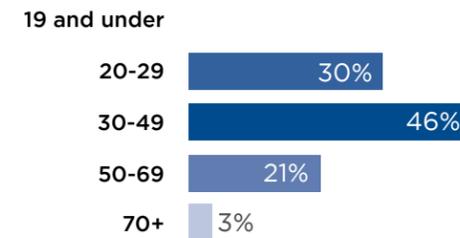
Housing Tenure



Type of Building



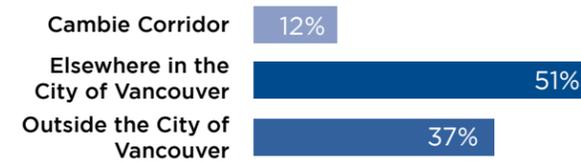
Age



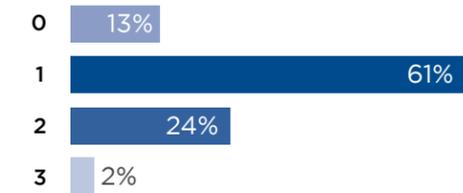
Children at Home



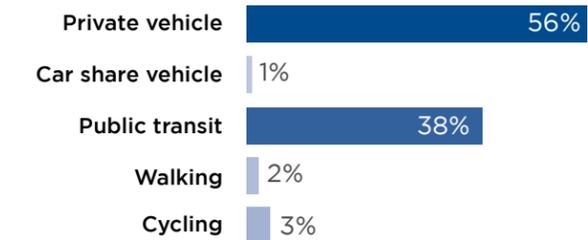
Residence Prior to Current Address



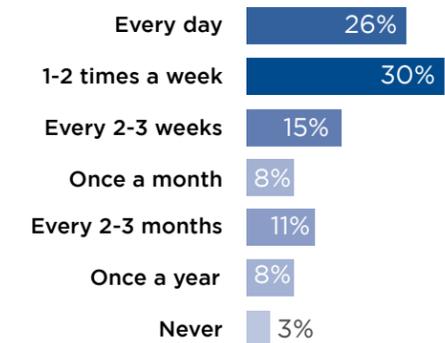
Number of Vehicles in Household



Primary Mode of Transportation



Use of Canada Line



SURVEY INVITATION

The following is a copy of the invitation that was mailed to all residents living in new buildings in the Cambie Corridor.



September 8, 2017

Dear Resident:

RE: Cambie Corridor: Survey of Residents in New Buildings

Since the Cambie Corridor Plan was approved in 2011 (Phase 2), there have been many changes along Cambie Street. New housing has resulted in many new residents moving into the Corridor, and we are interested to hear from you!

We want to better understand what you think of your new neighbourhood and any improvements you might like to see.

We're currently working on a third phase of the Cambie Corridor Plan, and your feedback will help guide future development and shape Phase 3 planning, including directions for new and improved public amenities such as park space, community facilities, childcare facilities, libraries and more. We hope you will take the time to fill out this short survey to help shape your community.

The survey will be open from September 11, 2017 to October 1, 2017 and should take five to ten minutes to complete. Your responses will be kept confidential and anonymous, and data will be summarized to be used in future planning analysis and reports.

Please take the survey!

Just type the below URL into any web browser to take the online survey. If you require assistance, please contact the Planning Information Line - Vancouver South at 604-873-7038 ext. 3 or cambiecorridor@vancouver.ca.

请将以下网址输入网页浏览器来完成 Cambie 走廊居民问卷调查。如果您需要任何帮助，请联系市政府规划局 604-873-7038 分机 3 或 cambiecorridor@vancouver.ca。

Survey URL: vancouver.ca/cambie-new-resident-survey

Thank you for taking the time to fill out this survey.

Yours truly,

A handwritten signature in cursive script, appearing to read "Susan Haid".

Susan Haid
Assistant Director of Planning, Vancouver South
Planning, Urban Design and Sustainability

STAY CONNECTED

✉ cambiecorridor@vancouver.ca

🖥 vancouver.ca/cambiecorridor

☎ 604-873-7038 (ext. 3)

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