



Heritage Action Plan

Consultation Summary
March, 2015





Questionnaire Overview

- A questionnaire was used to explore citizens' opinions on the topics of heritage and character buildings, their preservation and how well the City of Vancouver is doing in retaining these buildings.
- The questionnaire ran from February 17 to March 13, 2015.
- A total of 1,125 respondents completed the questionnaire. The questionnaire was accessed in the following ways:
 - Email invitation sent to all Talk Vancouver panelists;
 - Open invitation to the general public via the Heritage Action Plan project page on the City of Vancouver website;
 - A paper version of the questionnaire, made available at three open house events that took place on the following dates:
 - February 24, 2015 (at the Hellenic Community Centre)
 - February 28, 2015 (at Vancouver City Hall)
 - March 4, 2015 (at the Hellenic Community Centre)

How did we reach out?

- Public consultation events were advertised in multiple forums, including:
 - Printed ads in multiple newspapers, posted in community centers and libraries and online via City website, Facebook, and Twitter.



Summary of Results

Historic Buildings & Places:

- Three-quarters of respondents say they personally place ‘a lot’ of value on historic places and heritage buildings, with only 5% who place ‘a little value’ and 1% who place ‘no value at all’ on historic places and heritage buildings.
- More than two-thirds of respondents say heritage buildings contribute ‘a lot’ to residents’ sense of place in Vancouver, while very few (2%) say heritage buildings do not contribute at all.
- Approximately three-quarters of respondents believe we need to preserve heritage buildings in Vancouver wherever possible.
- Respondents are most likely to say that the City’s heritage definition of ‘sites must have architectural and historical significance’ and ‘alterations to the exterior of the building must be limited’ aligns with their own personal definition of “heritage.”
- When respondents were asked how they would expand the definition of “heritage,” three-quarters say that sites with cultural or social value should be included, while just over half say that buildings constructed after 1940 should be included in the definition.
- Respondents are divided in their assessment of the City with respect to the conservation of historic buildings and places:
 - Just over half of respondents give the City a rating of either ‘excellent,’ ‘good’, or ‘fair’ while less than half give a rating of ‘poor’ or ‘very poor.’



Summary of Results

Character Buildings:

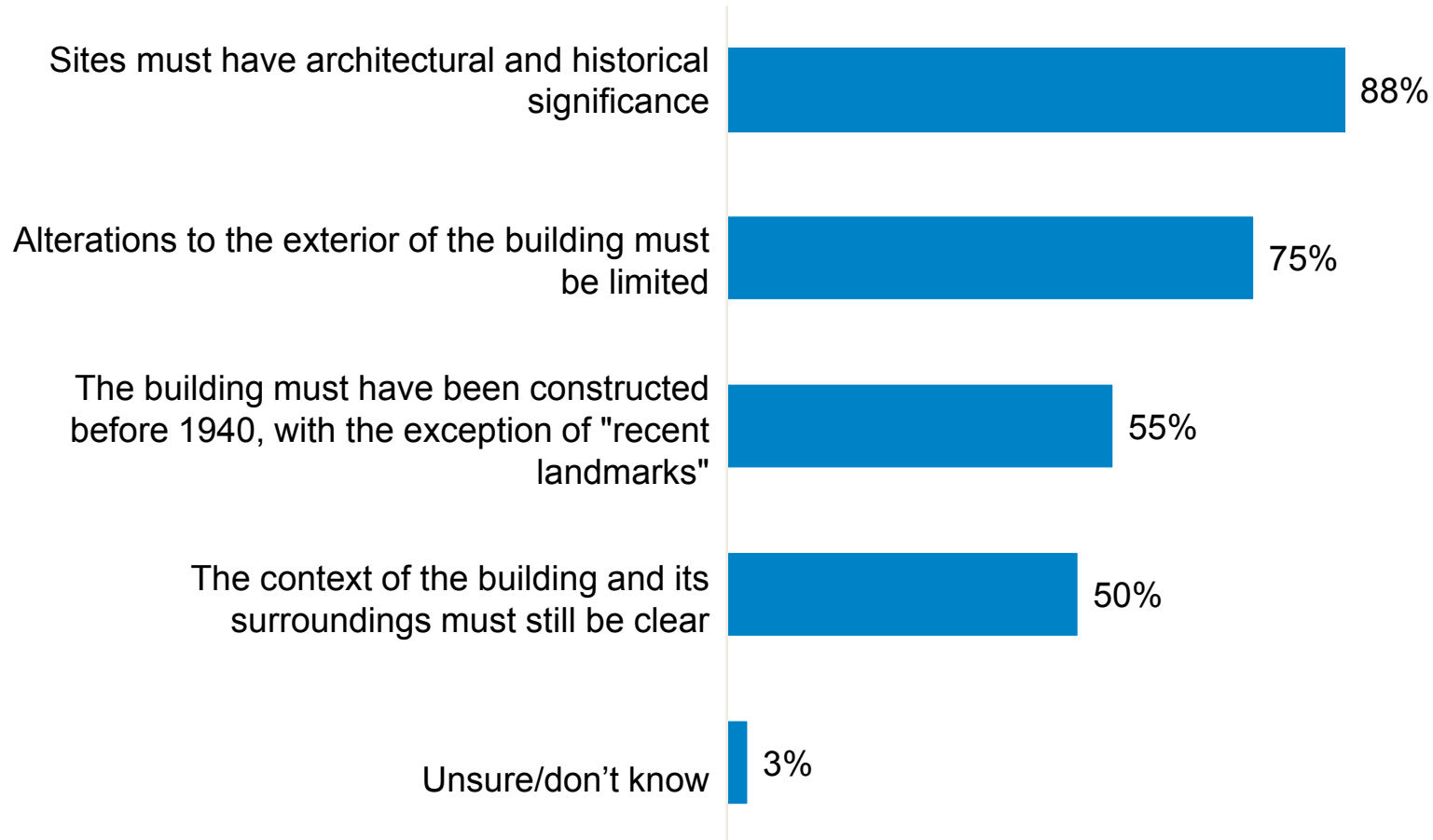
- When respondents were asked what aspects of their neighbourhood give it the most character, parks and green space, the buildings and the landscape were the top three elements chosen.
- Almost three-quarters of respondents say they personally place 'a lot' of value on character buildings, while few (3%) place 'no value at all' on character buildings.
- Almost all respondents think the retention of character buildings in Vancouver should be encouraged.
- When it comes to how the City of Vancouver is doing with respect to character building retention, respondents are moderate in their assessment:
 - Just under half of respondents give the City a rating of either 'excellent', 'good' or 'fair' in this area, while a slightly smaller percentage give a rating of 'poor' or 'very poor.'



QUESTIONNAIRE RESULTS



Citizens' Definition of Heritage

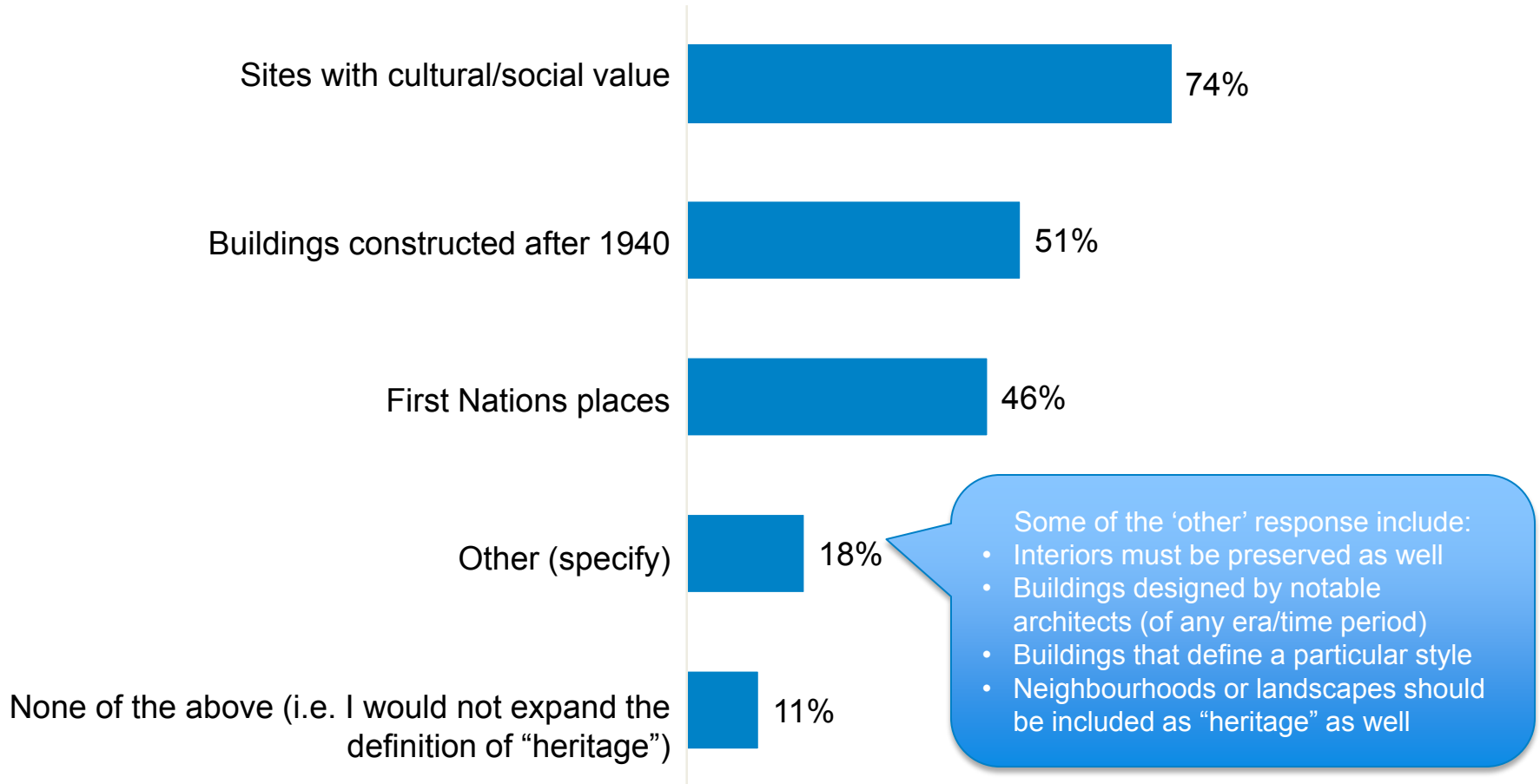


Base: All respondents (n=1,125)

1. Traditionally, the City of Vancouver defines a heritage site or building as meeting the following criteria: • Sites must have architectural and historical significance • The context of the building and its surroundings must still be clear • Alterations to the exterior of the building must be limited • The building must have been constructed before 1940, with the exception of "recent landmarks. How well does this align with what you consider to be "heritage"? Please select all elements that align with your own personal definition of what constitutes "heritage?"



Expansion of Heritage Definition



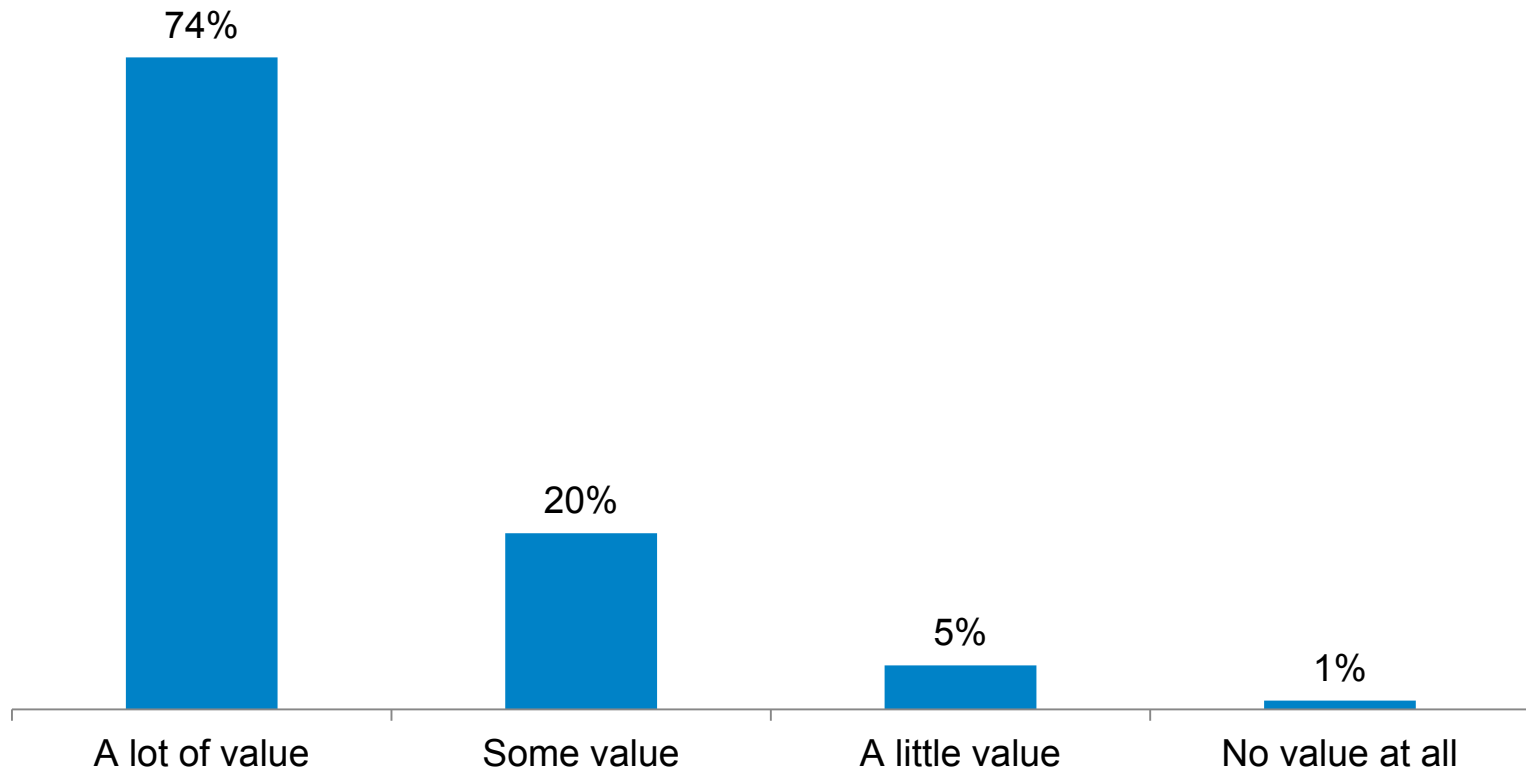
Note: Respondents were able to select more than one response option. As a result, percentages total more than 100%.

Base: All respondents (n=1,125)

2. How would you expand this definition?



Value Placed on Historic Places or Heritage Buildings

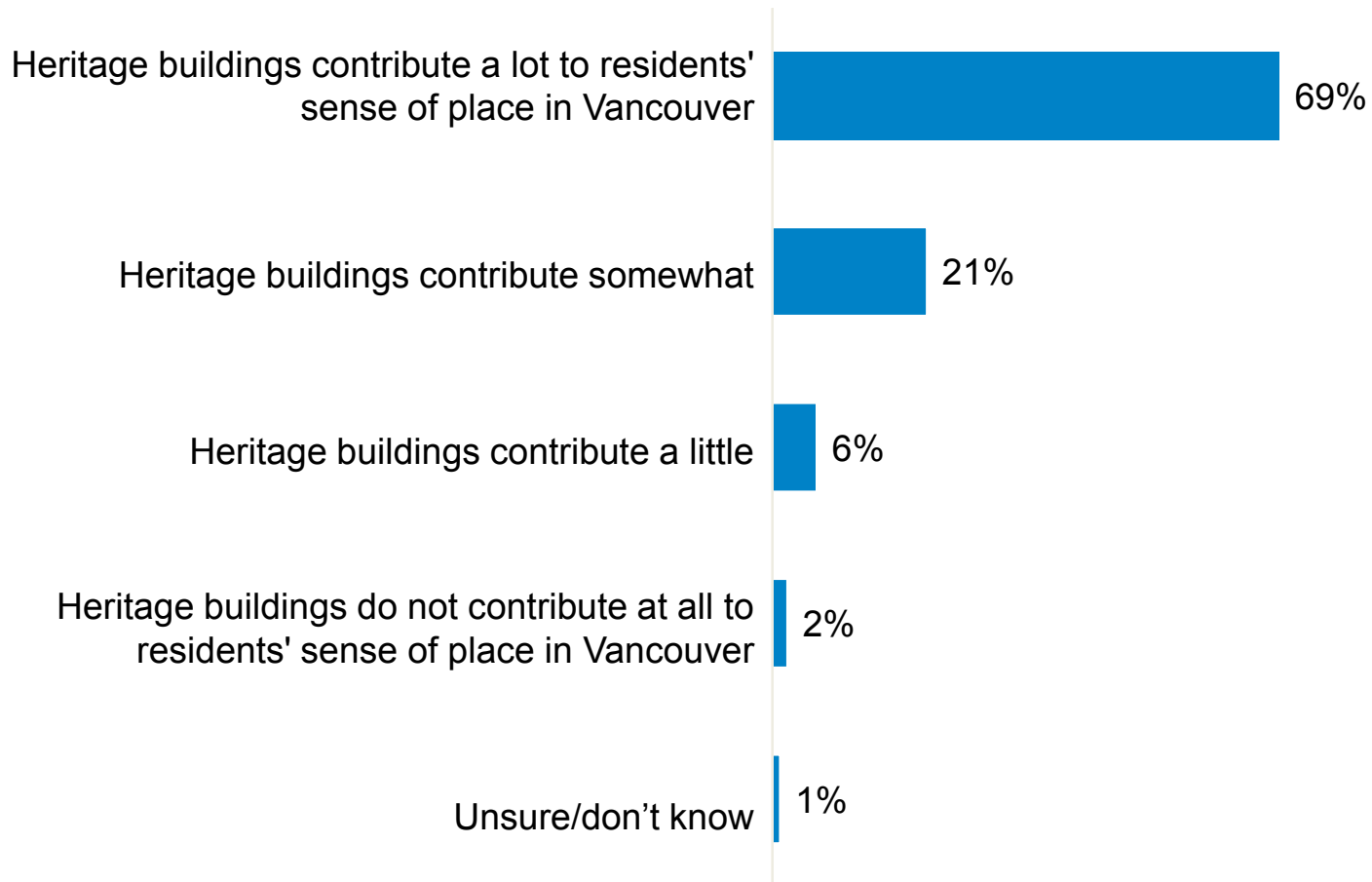


Base: All respondents (n=1,125)

3. How much value do you, personally, place on historic places and heritage buildings?



How Much Heritage Contributes to Residents' Sense of Place

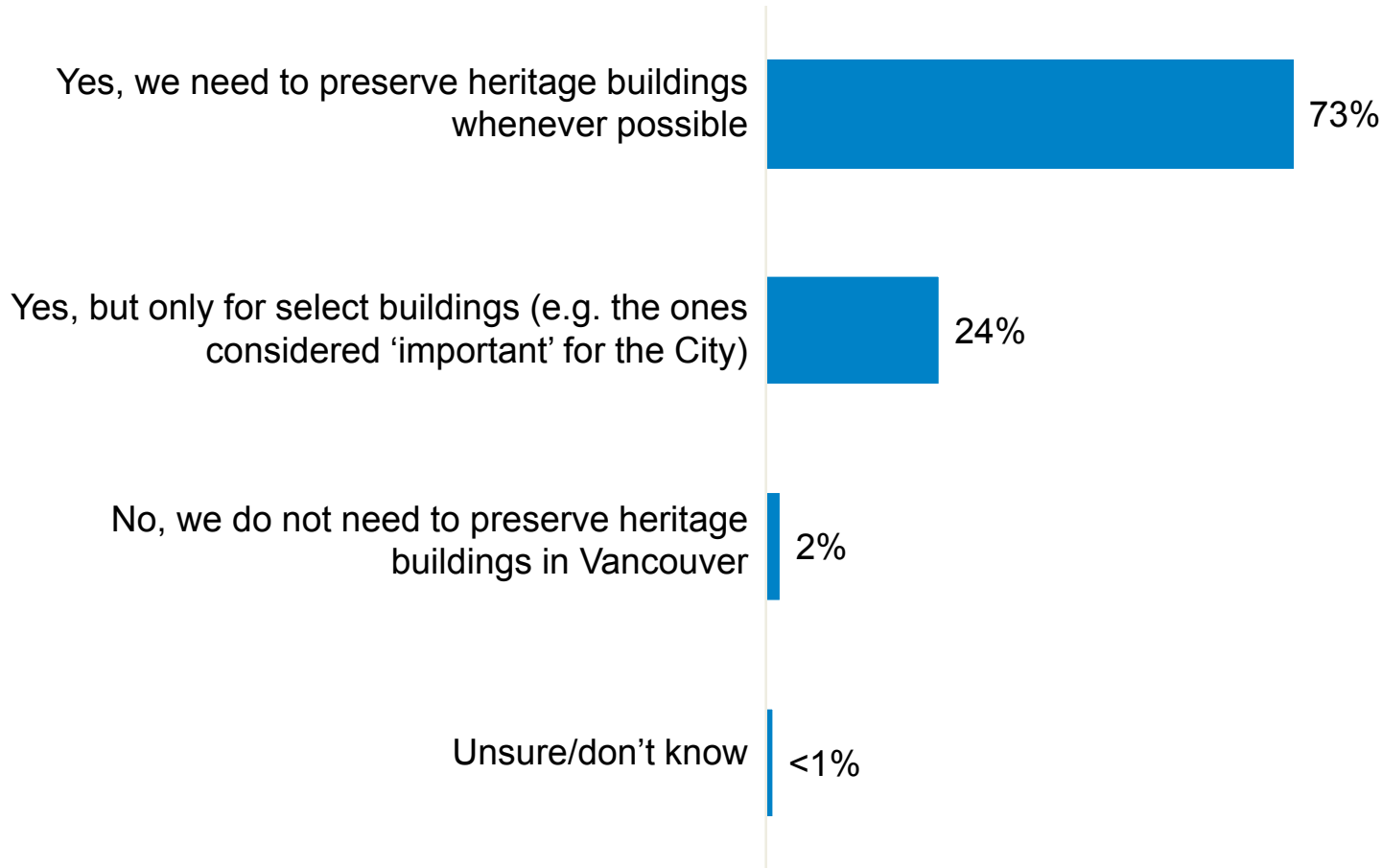


Base: All respondents (n=1,125)

4. To what degree do you think heritage buildings contribute to residents' sense of place in Vancouver?



Agreement that We Need to Preserve Heritage Buildings in Vancouver

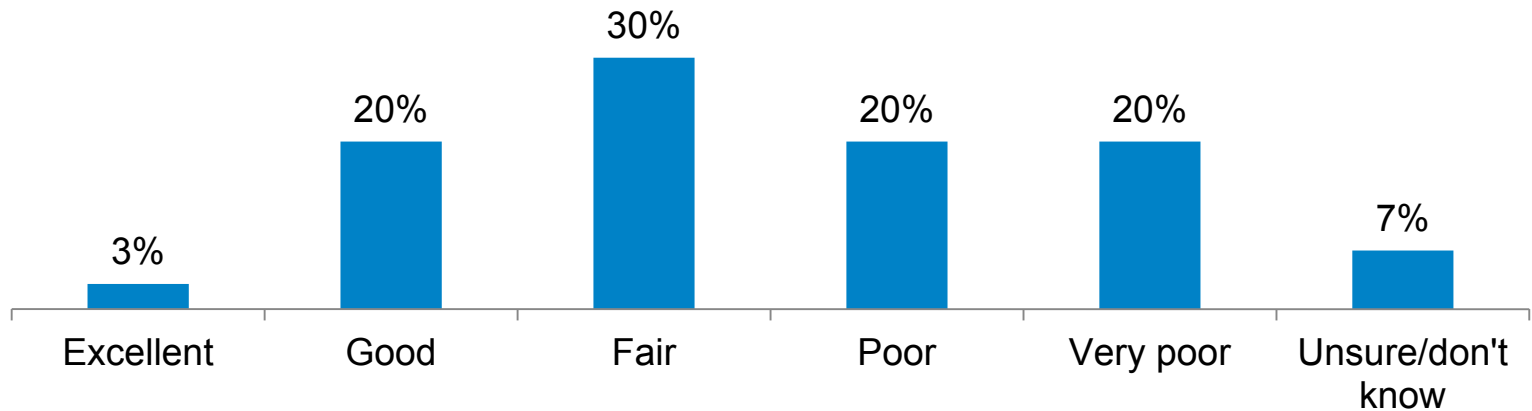


Base: All respondents (n=1,125)

5. Do you think we need to preserve heritage buildings in Vancouver?



Rating City of Vancouver on Its Conservation of Historic Buildings and Places



Base: All respondents (n=1,125)

6. Please indicate how well you think the City of Vancouver is doing, currently, with respect to the conservation of historic buildings and places?



Meaning of “Neighbourhood Character”

The following are some of the comments received for the question “What does “neighbourhood character” mean to you?”

“The characteristics that make a neighbourhood special: the mix of people, the “treed” avenues, the shops, the built environment scale and open space.”

“The collection of people places and businesses that provide attributes to a location beyond what those people, places and business are individually. (it’s the difference between the sum of the parts and the value as a whole).”

“Original architecture and a sense of cohesiveness.”

“The uniqueness of an area, the scale of the homes in the neighbourhood, mature gardens.”

“The consistent visual impression you have when passing through the area. The 'style' or design of the properties and public areas.”



Visions for Historic Places in the Future

The following are some of the comments received for the question “What is your vision for Vancouver’s historic places and heritage buildings in 10 years? 20 years?”

“If it goes on as at present whole neighbourhoods will be lost, Dunbar, Point Grey, under great threat. I'm not hopeful they can be saved unless something drastic done -some laws making it very costly to pull down.”

“Maintain the facade and build up from them. I like what the city has done so far in this regard. It looks great having the glass tower exude from the traditional stone walls of yesterday.”

“Vibrant communities, where the old is appreciated alongside the new.”

“Vancouver's historic places represent an opportunity to create revitalized cultural gathering and exhibition places.”

“We celebrate them & ensure their survival; all within reason (e.g. many 'heritage' school structures are unsafe, inefficient and awkward interior spaces - not worth saving).”



Ideas for Historic Place Conservation and Character Building Retention

The following are some of the comments received for the question “What ideas do you have to increase historic place conservation and character building retention in Vancouver?”

“Let’s celebrate the history of these buildings and make the history known. It shouldn’t just be about land value. We have enough condos. The condo and retail below recipe is stale and becoming very boring. Row houses are more interesting. Put people in the streets, no more stores.”

“Not selling buildings and/or land to be developed as easily. Holding developers more accountable for what they are doing, and discourage the seek of enormous profit.”

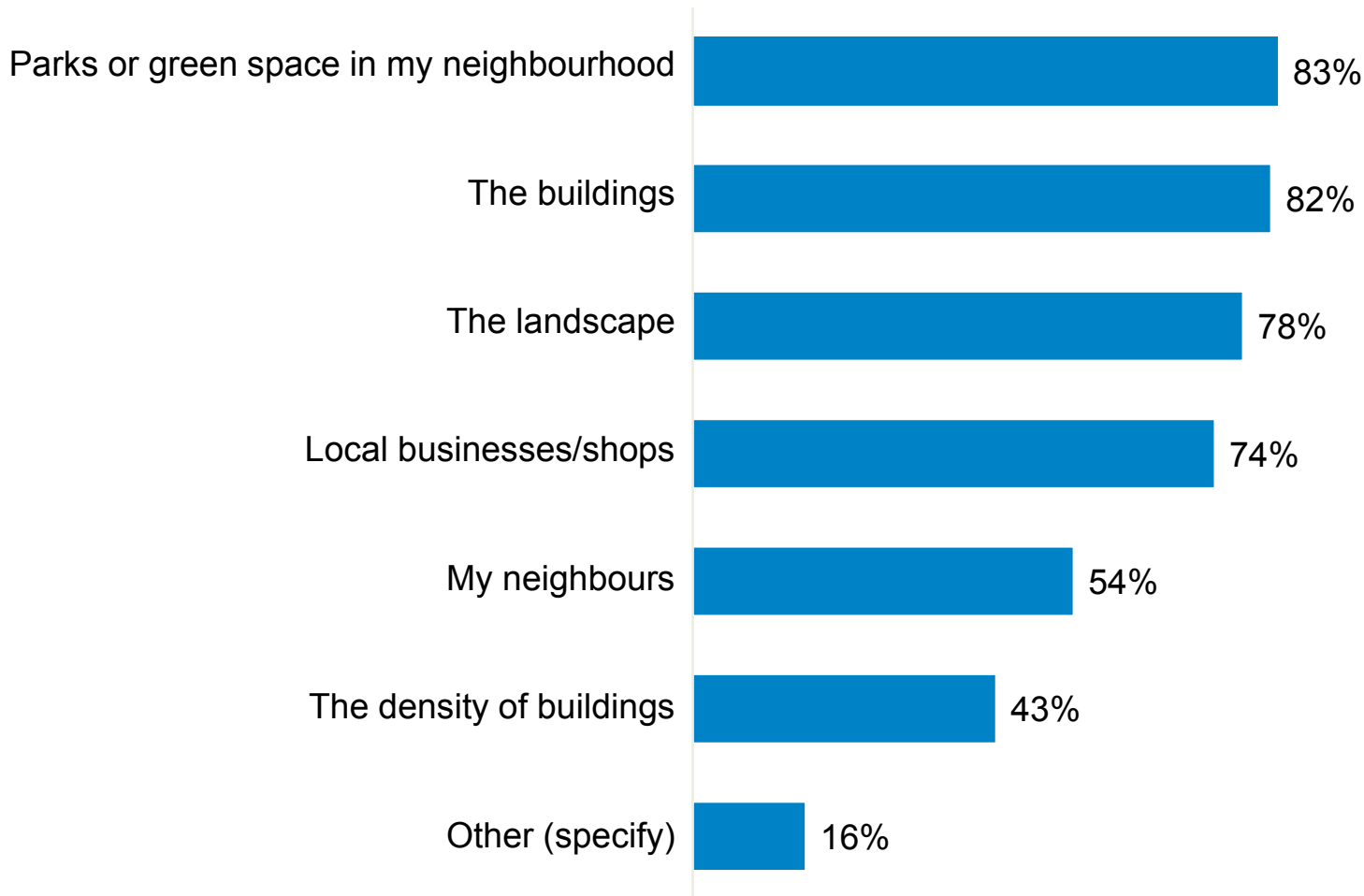
“Moratorium on demolition and significant financial incentives for preservation/creative reuse.”

“Adaptive re-use. Allow buildings to re-invent the way they are used. Heritage has to be about making the building live in the collective imagination and less about preservation.”

“Be more aggressive in preserving character/heritage houses by asking current owners: ‘What do you want as an outcome, and how do we achieve that by preserving the existing building in question?’.”



Aspects of a Neighbourhood That Give it Character



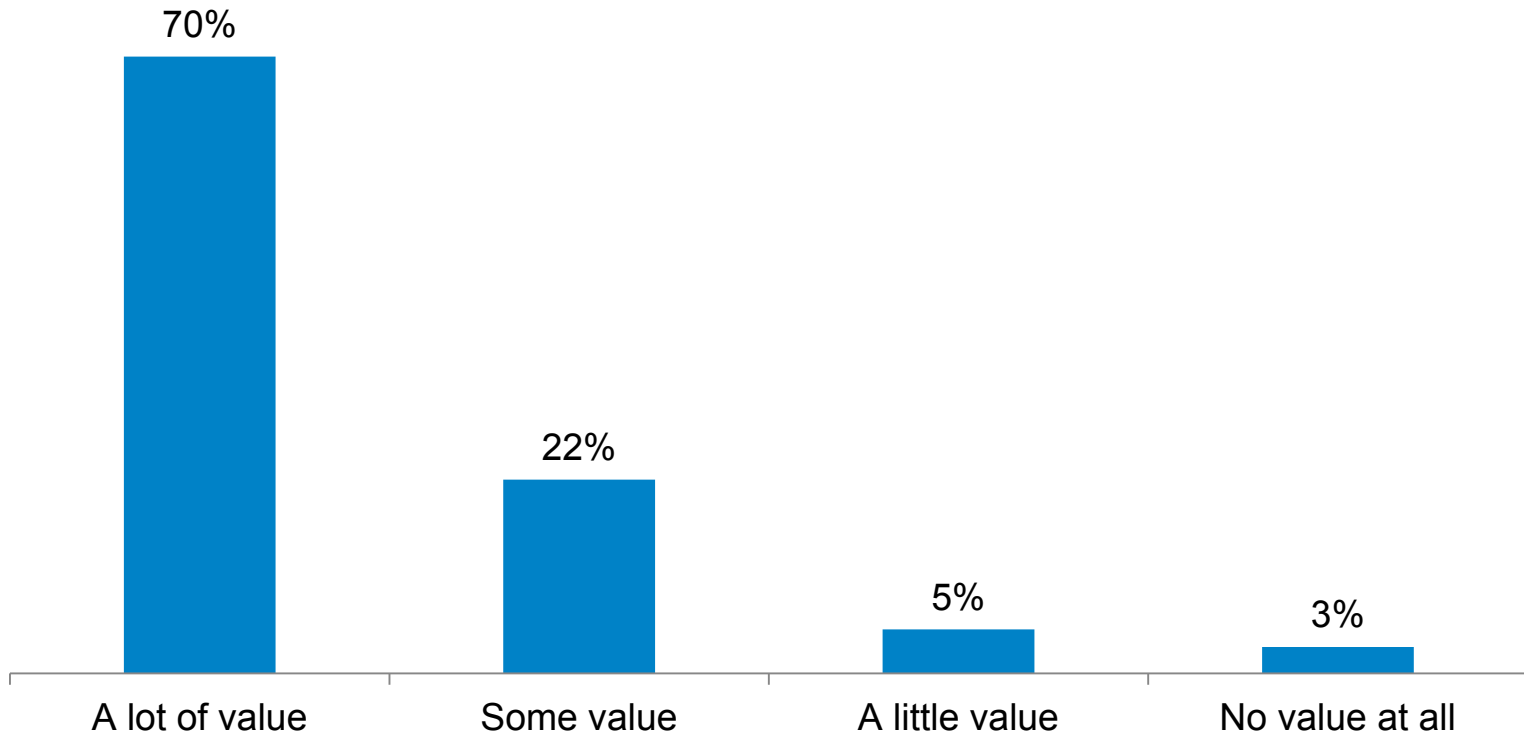
Note: Respondents were able to select more than one response option. As a result, percentages total more than 100%.

Base: All respondents (n=1,125)

9. What aspects of your neighbourhood give it the most “character”?



Value Placed on Character Buildings

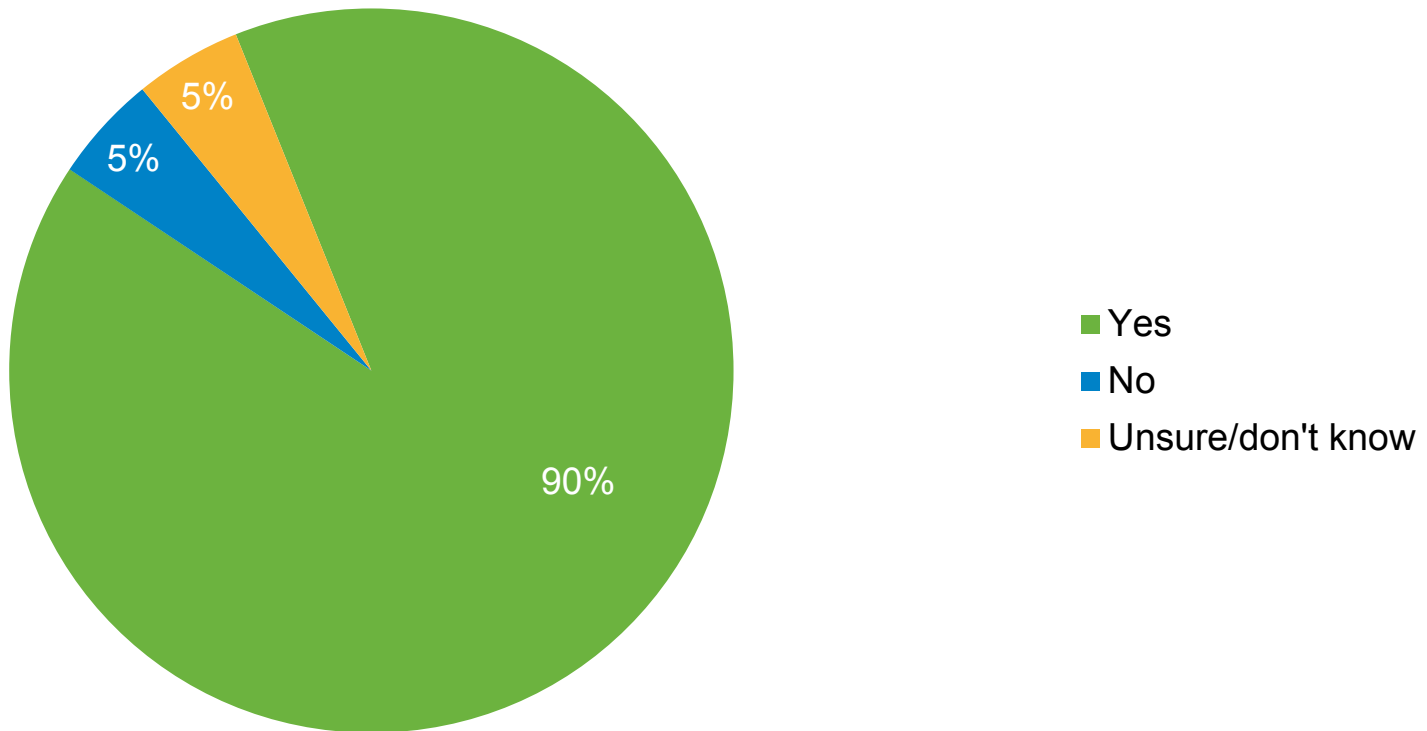


Base: All respondents (n=1,125)

10. How much value do you, personally, place on “character” buildings?



Should Character Building Retention Be Encouraged?

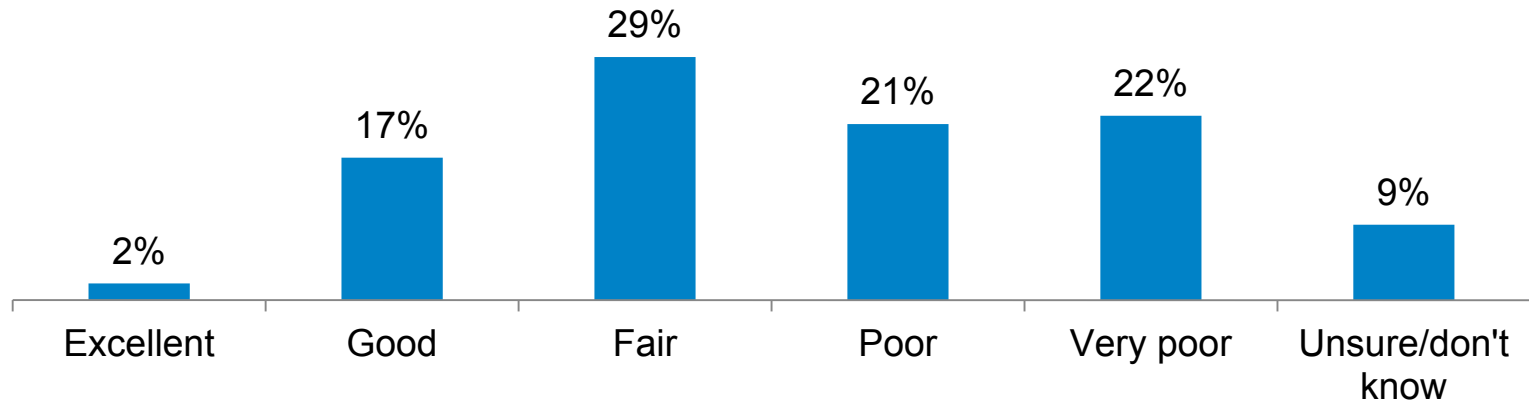


Base: All respondents (n=1,125)

11. Do you think the retention of character buildings in Vancouver should be encouraged?



Rating City of Vancouver on Its Retention of Character Buildings



Base: All respondents (n=1,125)

12. Please indicate how well you think the City of Vancouver is doing with respect to character building retention?



Demographics

| Age | |
|---------------------|-----|
| 19 years or younger | 0% |
| 20 to 29 years | 8% |
| 30 to 39 years | 20% |
| 40 to 49 years | 22% |
| 50 to 59 years | 22% |
| 60 to 69 years | 20% |
| 70 to 79 years | 5% |
| 80 years or older | 1% |
| No response | 1% |

| Gender | |
|----------------------|-----|
| Male | 46% |
| Female | 51% |
| Transgender | 0% |
| Other | <1% |
| Prefer not to answer | 2% |

Base: All respondents (n=1,125)

15. Which of the following age groups do you belong to?

16. How do you primarily identify?



| Children in Household | |
|-----------------------|-----|
| Yes | 15% |
| No | 63% |
| No response | 22% |

| Age of Children in Household (among those with children under 18 in household) | |
|---|-----|
| 0 to 5 years | 53% |
| 6 to 14 years | 32% |
| 15 to 17 years | 15% |

Base: All respondents (n=1,125)

17. Do you have children under the age of 19 at home?

Base: Respondents with children under 19 years of age at home (n=171)

18. How many children do you have at home in each of these age groups?