

Cloverdale Town Centre Plan Survey

Survey Results

April 25 2019

The results of this survey, conducted between April 2 2019 and April 24 2019, are not weighted to the City of Surrey's population.

Background

The Cloverdale Town Centre Plan is nearing completion. Once approved, the Plan will serve as a guide for land development and infrastructure improvements in and around downtown Cloverdale.

This survey highlights key features and recent changes to the draft Plan which was originally shared at an open house in June, 2018. Changes reflect stakeholder requests and feedback, as well as refinements based on additional staff analysis.

The plan area is centered on the intersection of Highway 10 and Highway 15 (Pacific Highway). It includes 297 hectares (733 acres) of land and features a mix of land uses ranging from residential to industrial.

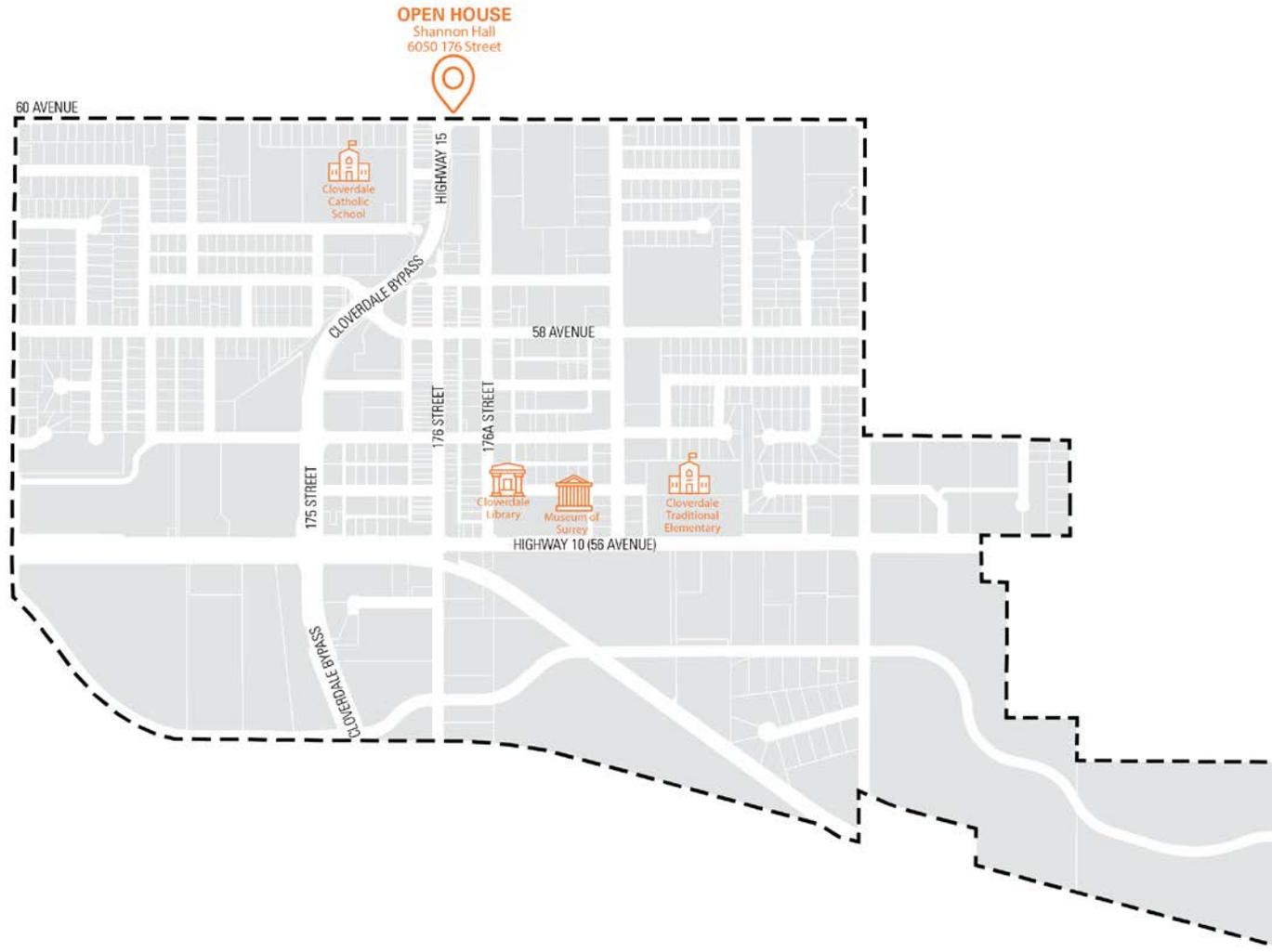
These results are based on 588 responses from three online surveys:

Open Community survey (April 2 - 18 2019) – 415 responses

Kiosk survey (attendees at the Open House on April 11 2019) – 10 responses

CitySpeaks Panel survey (April 16 - 24 2019) – 163 responses (residents of Cloverdale)

Plan Area



Plan Overview

Council approved the original Cloverdale Town Centre Plan in 2000. The Plan provides direction for land use, development, design, transportation, and utility improvements. The City initiated a review of the Plan in 2014 to ensure it remains relevant.

The Plan promotes three key priorities to support a growing, distinct and thriving Town Centre:

1. Attracting residents
2. Enhancing character
3. Supporting business

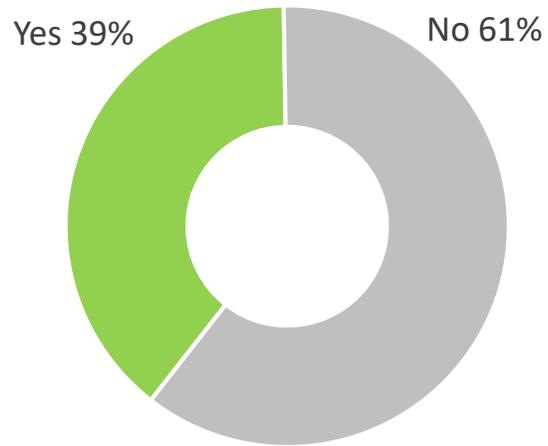
THREE PRIORITIES



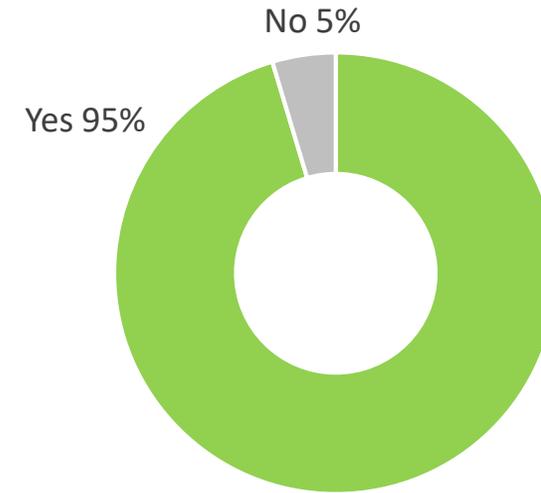
The Plan includes a number of key elements to support these priorities. Survey respondents were asked to review the plan highlights and share their thoughts.

Live or Own a Property/Business within the Plan Update Area

Live or own a property/business within the Cloverdale Town Centre Plan Update Area



Live or own property in Surrey

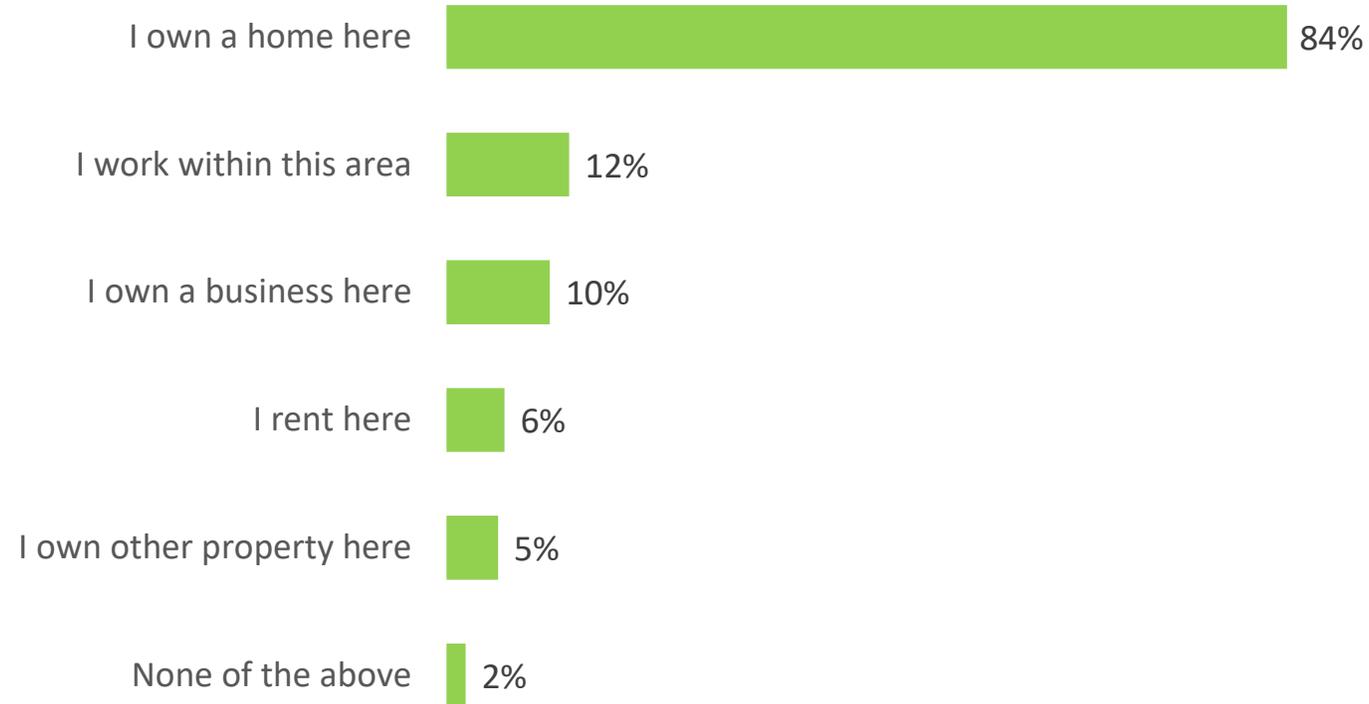


Q: Do you live or own a property/business within the Cloverdale Town Centre Plan Update Area?

Q: Do you live or own property in Surrey?

Total participants: 393/238

Connection to Cloverdale Town Centre Plan Update Area



Q: Which of the following best describes your connection to the Cloverdale Town Centre Plan Update Area. Select all that apply.
Total participants: 154

Plan Highlights: Heritage Character Area with Parking

Preservation and enhancements to the historical downtown core

Building on the existing heritage character of downtown, the Plan maintains an authentic urban design aesthetic. It achieves this through urban design guidelines for new development, and the continued improvement of public spaces with stamped sidewalks, plantings beds, art and street furniture. The heritage character area of the downtown will be protected within the final plan document.

Heritage Character features include:

- 2-storey buildings on 176 St (between Highway 10 and 58A Ave); 4-storey on 176A St
- Extension of main street heritage streetscape to 176A St
- Development that complements scale and massing of the historical streetscape
- Building design guidelines that support contemporary interpretations of historical architecture.

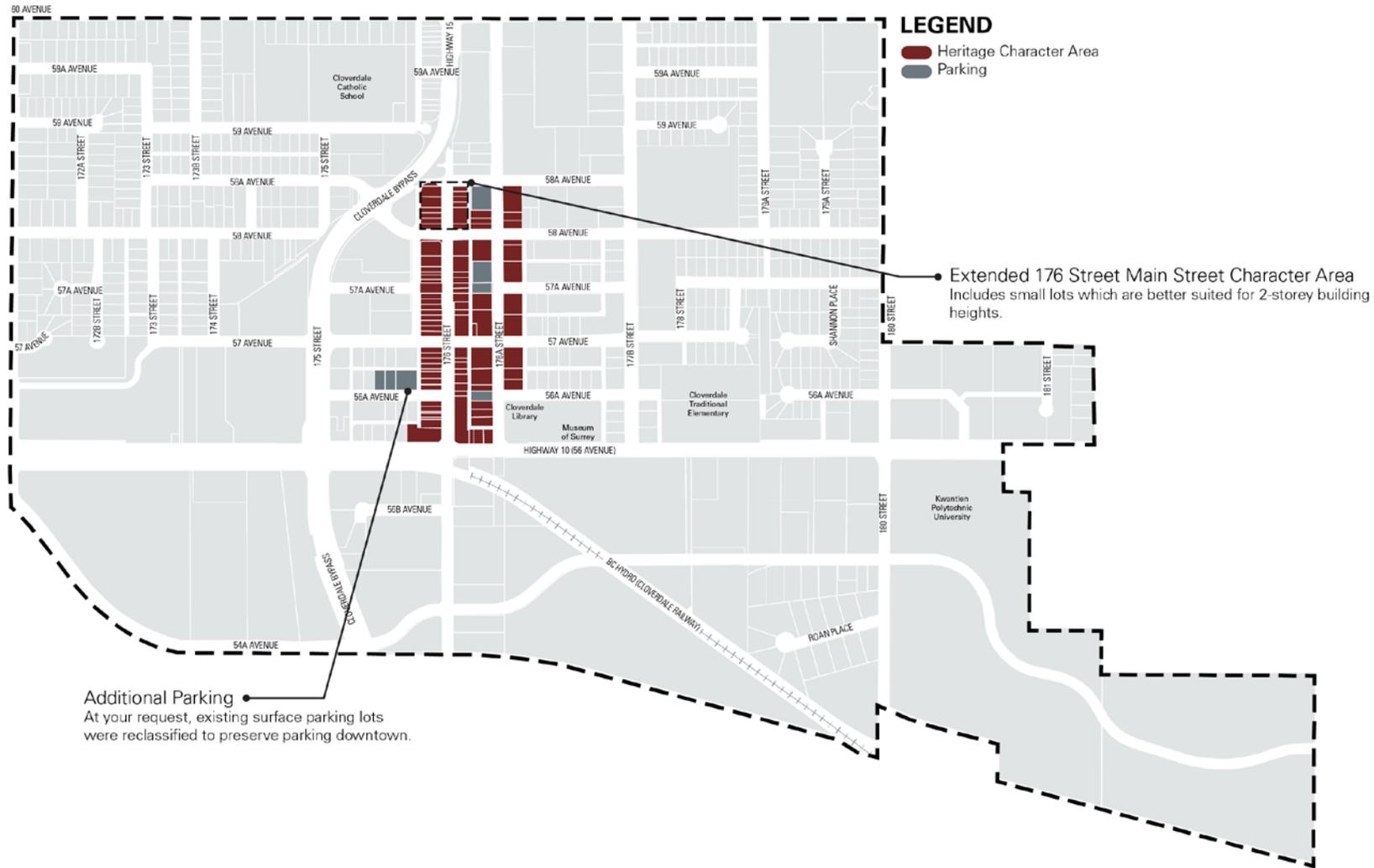
Expanded Heritage Character Area

We extended the Heritage Character Area northward along 176 Street to 58A Avenue to include additional small lots that are better suited to 2-storey building heights.

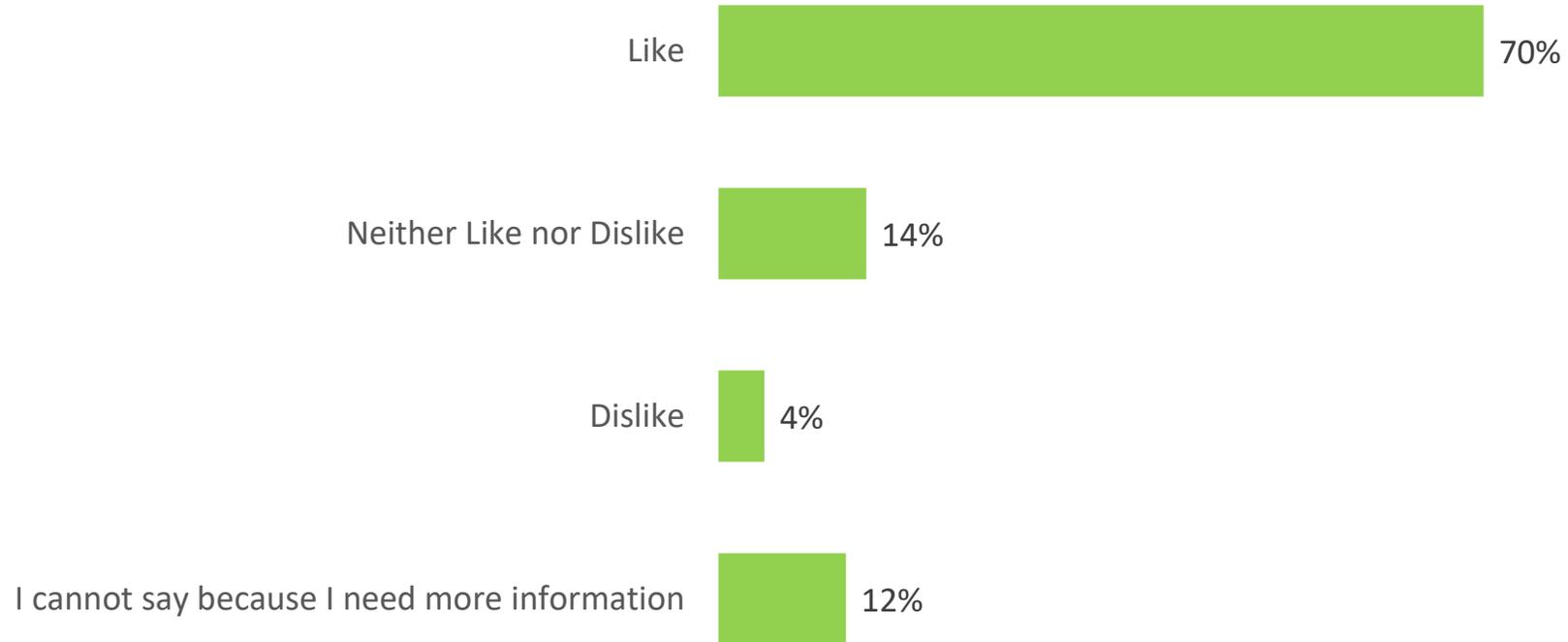
Additional Downtown Parking

We increased the amount of downtown parking based on input from the last open house. There was significant support to preserve existing surface parking lots on 176A Street. These lots were viewed as vital to downtown businesses given their central location and anticipated increase in demand for parking, resulting from future growth. These parking lots also support the heritage character area by reducing the on-site parking requirements of downtown businesses.

Plan Highlights: Heritage Character Area with Parking



Reaction to the New Heritage Character Area in the Plan



Q: How do you feel about the new heritage character area in the plan?
Total participants: 588

Plan Highlights: Mixed Use Areas



LEGEND
■ Heritage Character Area
■ Supporting Mixed Use

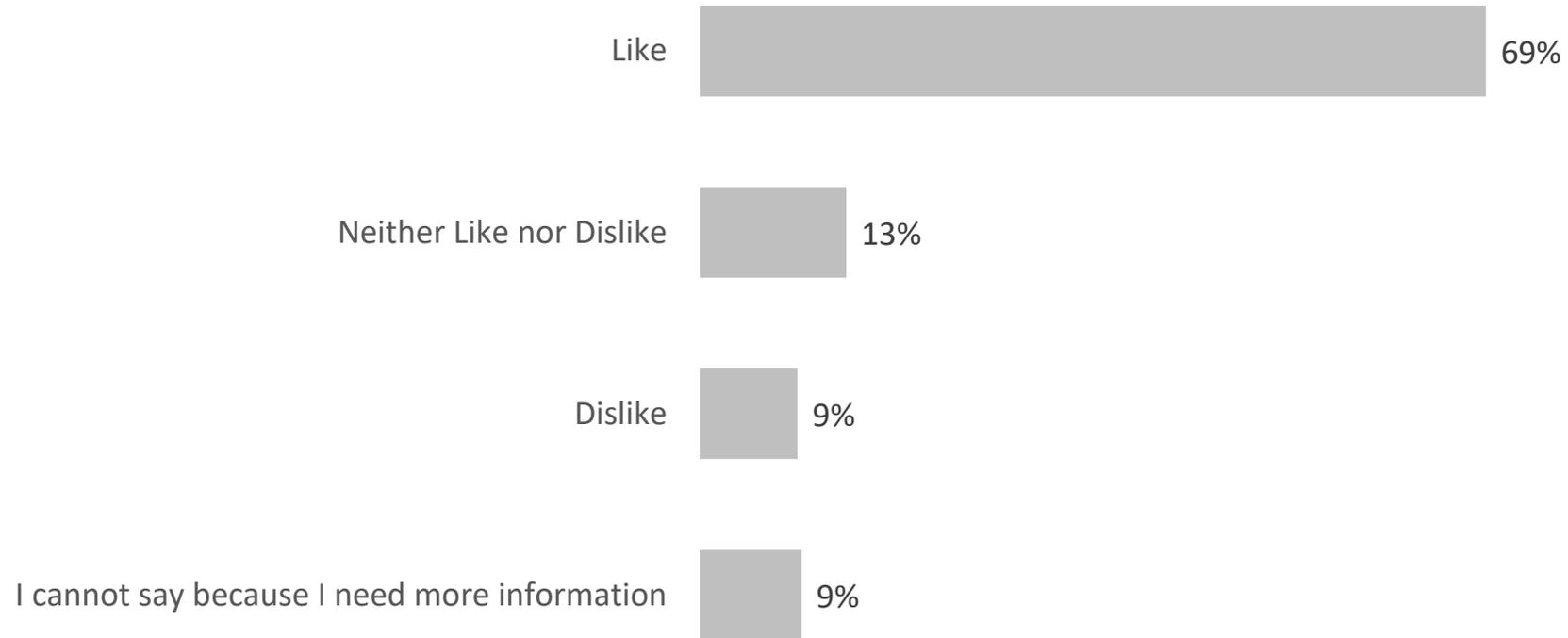
More mixed-use buildings with active street fronts in the downtown core

Commercial-residential buildings will flank the historical downtown. These mixed-use buildings provide space for stores and restaurants on the ground level with housing for residents (and future customers) above.

Mixed Use Areas provide:

- Commercial activity at ground floor
- Active streetscapes with pedestrian amenities
- Additional space for new businesses and residents.

Reaction to the Updated Mixed Use Areas in the Plan



Q: How do you feel about the updated mixed use areas in the plan?
Total participants: 556

Plan Highlights: Parks & Open Spaces

More functional park spaces

The Plan reallocates land designated for several small pocket parks and plaza spaces into larger neighbourhood-centred parks. These larger parks provide more opportunities for active recreation. We've also added a new natural area park in the southeast of the plan, near Kwantlen University, to protect a small forested area and wetland.

The Parks and Open Spaces plan:

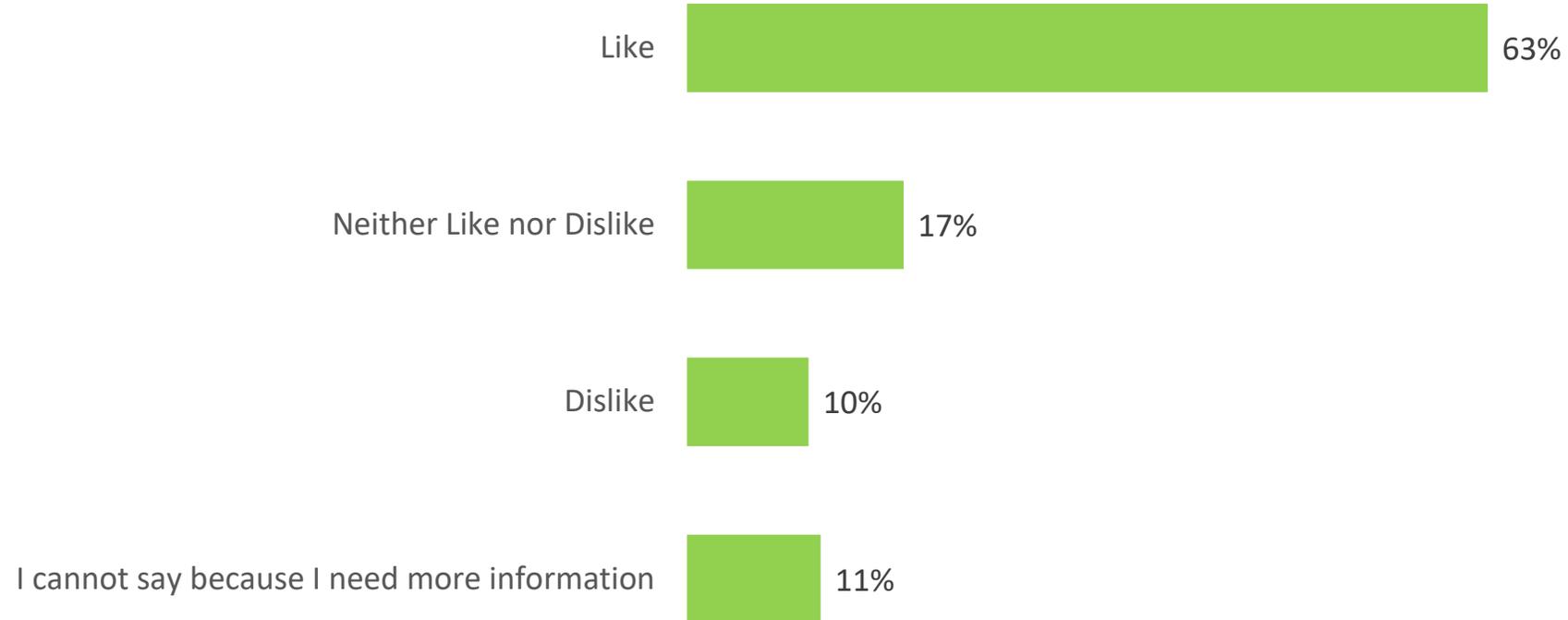
- Brings parks into residential neighbourhoods
- Introduces bigger parks for active recreation
- Distributes parks more equitably throughout the Town Centre

At your request...

Neighbourhood Park Relocation

We relocated a proposed neighbourhood park in the northwest neighbourhood area in response to input from area residents. The new park site is centrally located, and less encumbered by recent property investments. It also provides a better transition between the single-family and townhouse designations.

Reaction to the Updated Parks & Open Spaces in the Plan



Q: How do you feel about the updated park and open spaces in the plan?
Total participants: 523

Plan Highlights: Diverse Housing Options

More diverse housing options in a quiet neighbourhood setting

Apartment and townhouse opportunities provide a transition between the downtown and adjacent single-family neighbourhoods. This provides greater housing variety within walking distance of the downtown.

Increased Housing Diversity:

- Allows for “missing middle” housing options, which benefit young families and seniors
- Improves the balance of housing types and affordability
- Focuses new residents within walking distance of downtown
- Retains detached single-family homes at edges of plan area.

At your request...

Residential Amendments

We changed the locations of some of the future townhouse and apartment locations to better match the unique potential of each site within its neighbourhood context.

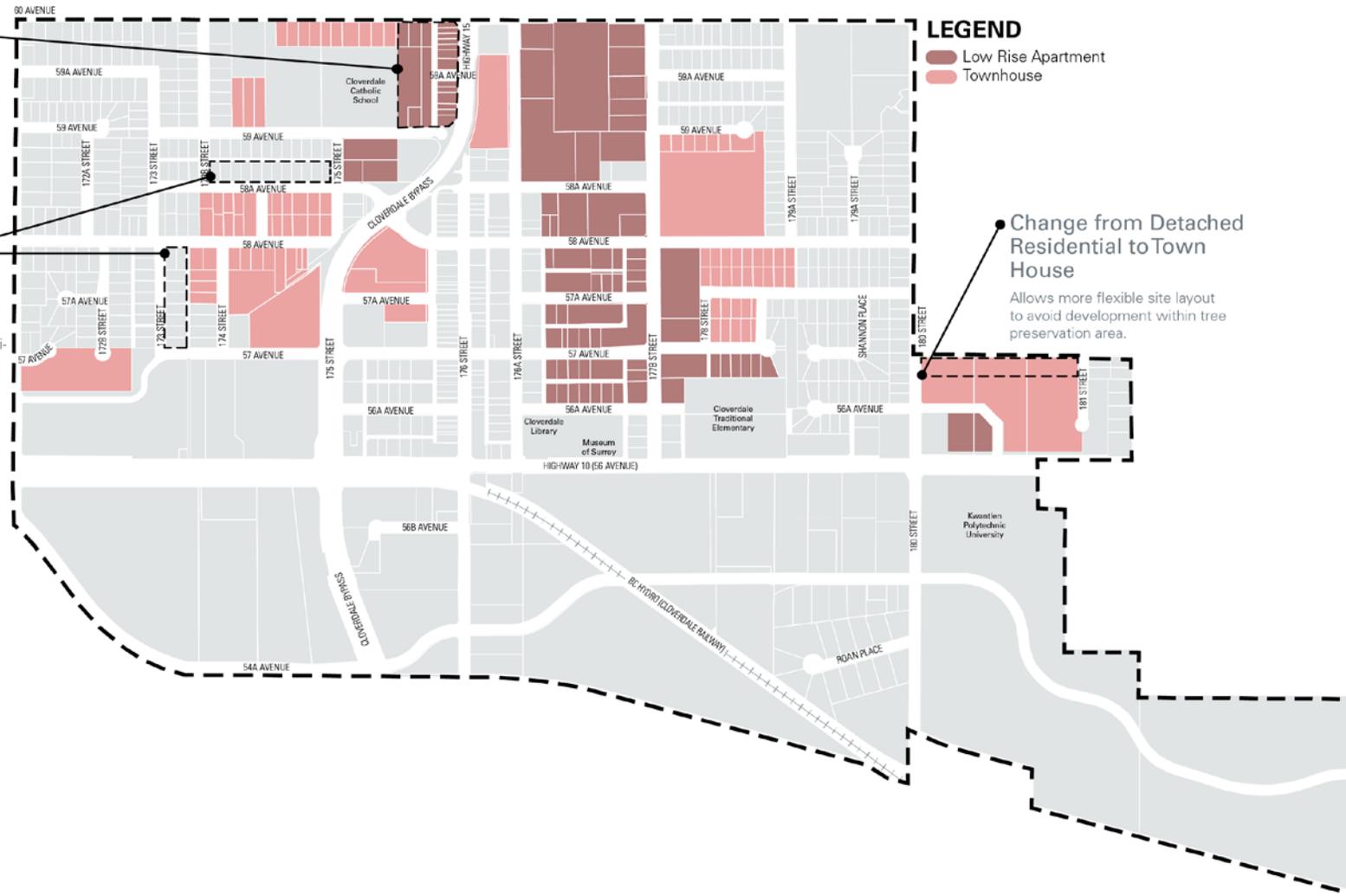
Plan Highlights: Diverse Housing Options

Institutional to Low Rise Apartment
 At your request, we are accommodating 4-storey apartments at this neighbourhood edge.

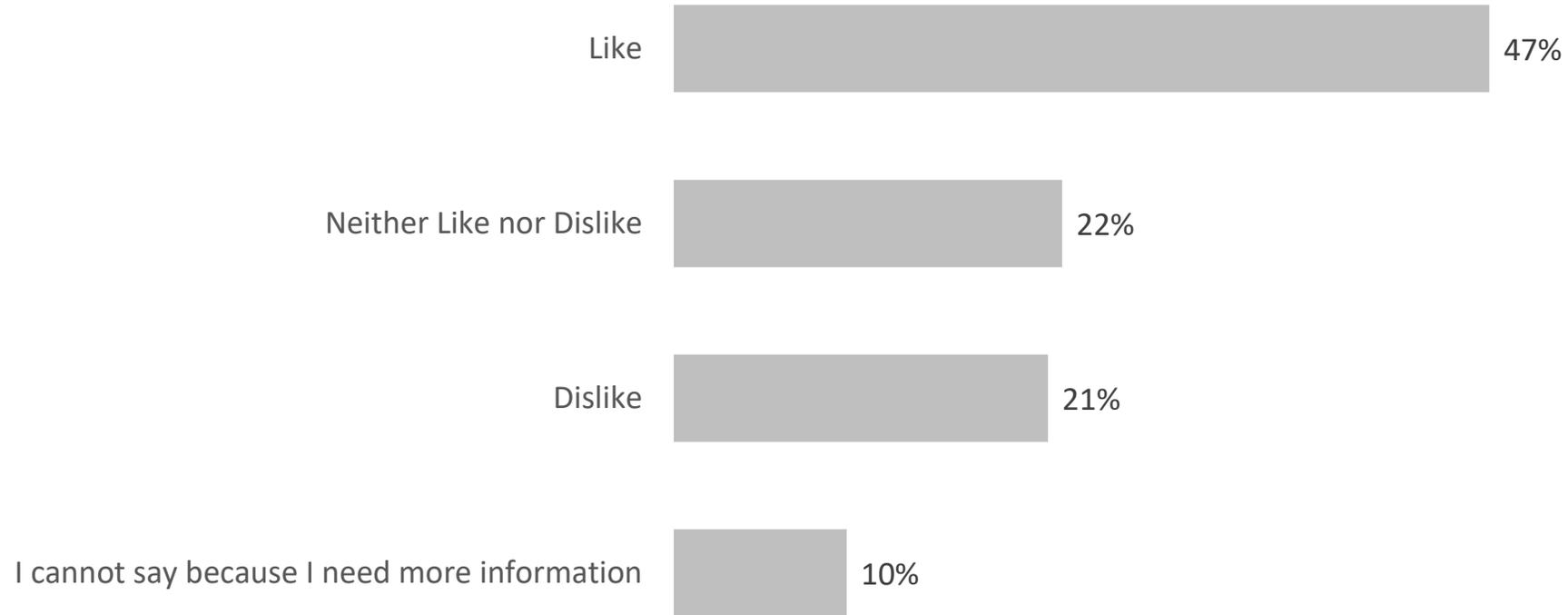
Town House to Semi-detached Residential
 The existing lane right-of-way and lot depths are better suited to semi-detached homes.

LEGEND
 Low Rise Apartment
 Townhouse

Change from Detached Residential to Town House
 Allows more flexible site layout to avoid development within tree preservation area.

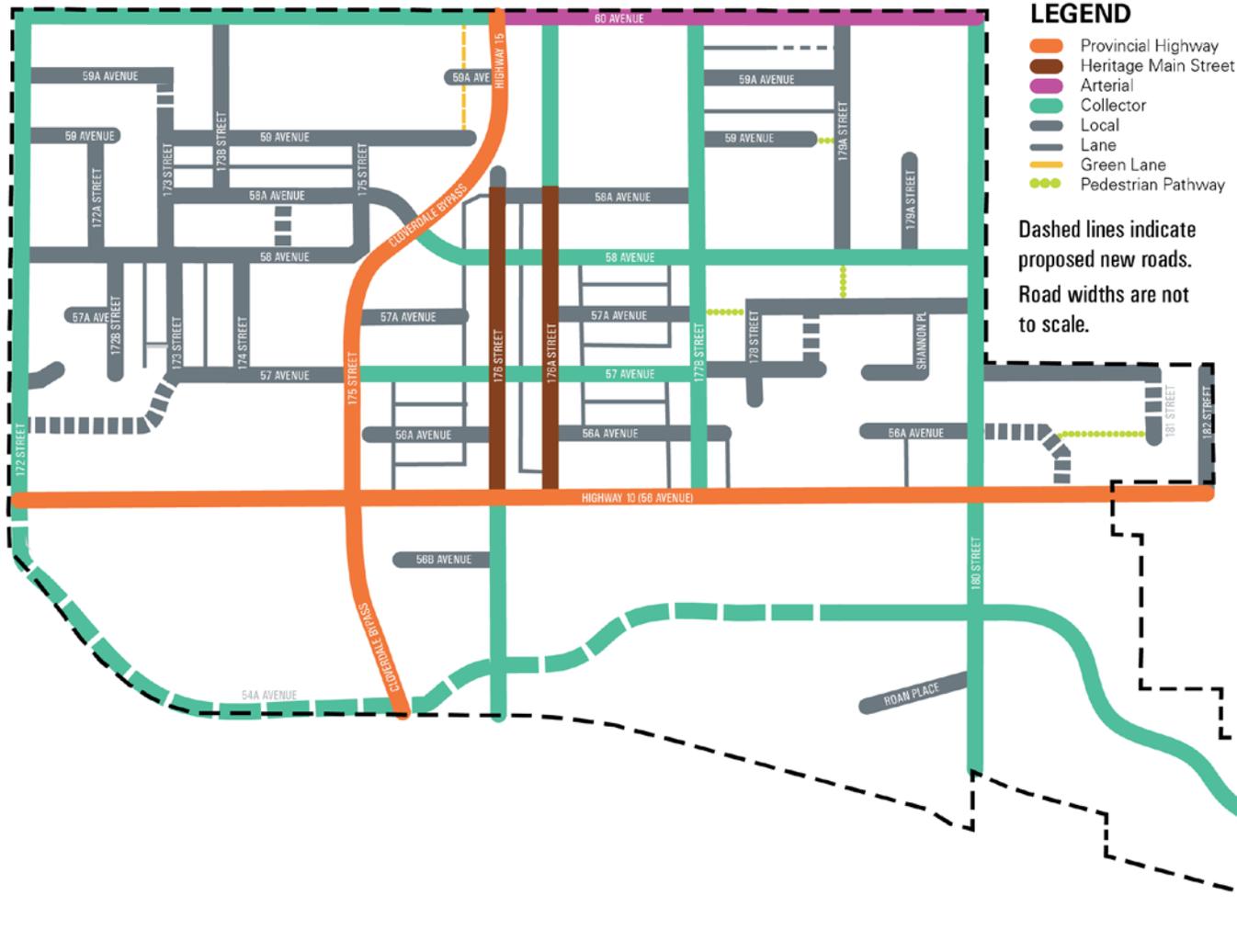


Reaction to the Updated Housing Options in the Plan



Q: How do you feel about the updated housing options in the plan?
Total participants: 496

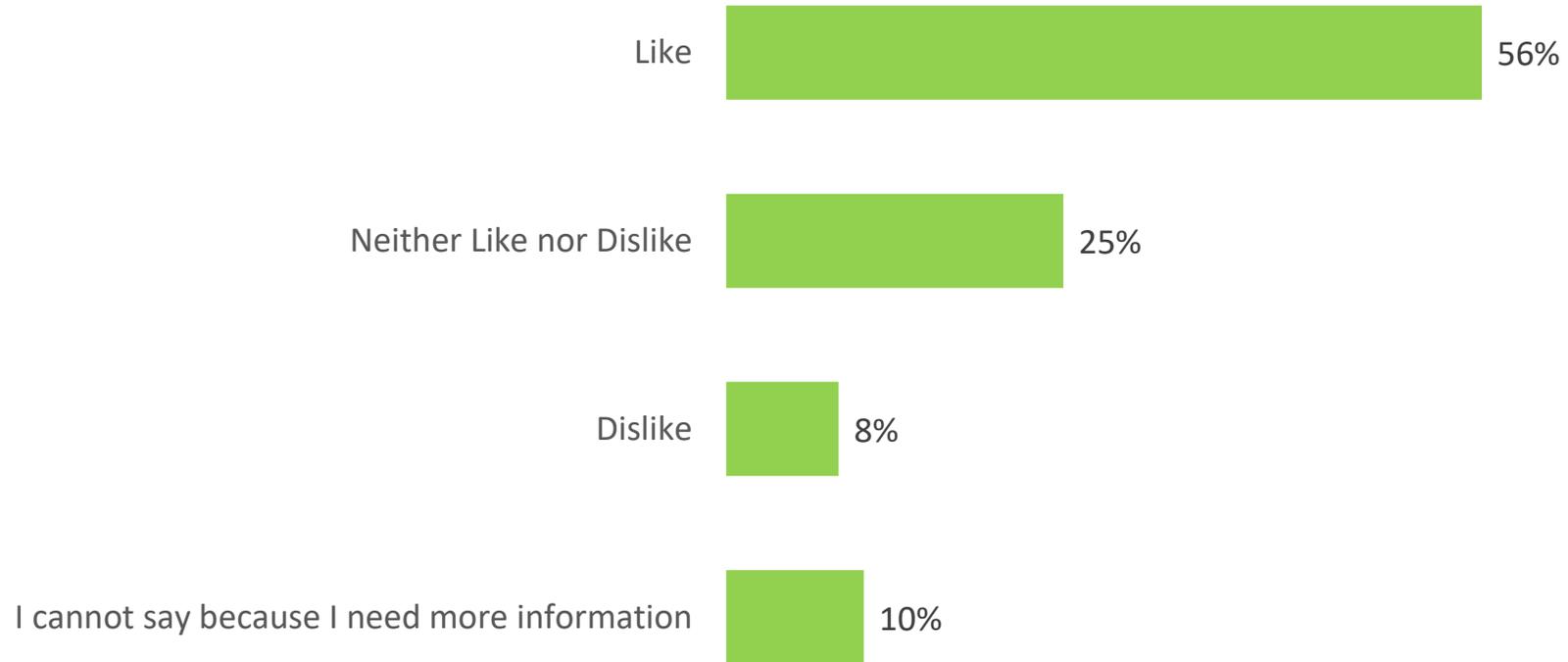
Plan Highlights: Transportation Network Improvements



Transportation improvement to support growth
The Plan includes improvements to public streets. These upgrades are completed in conjunction with new private development projects and are predominantly funded by development contributions.

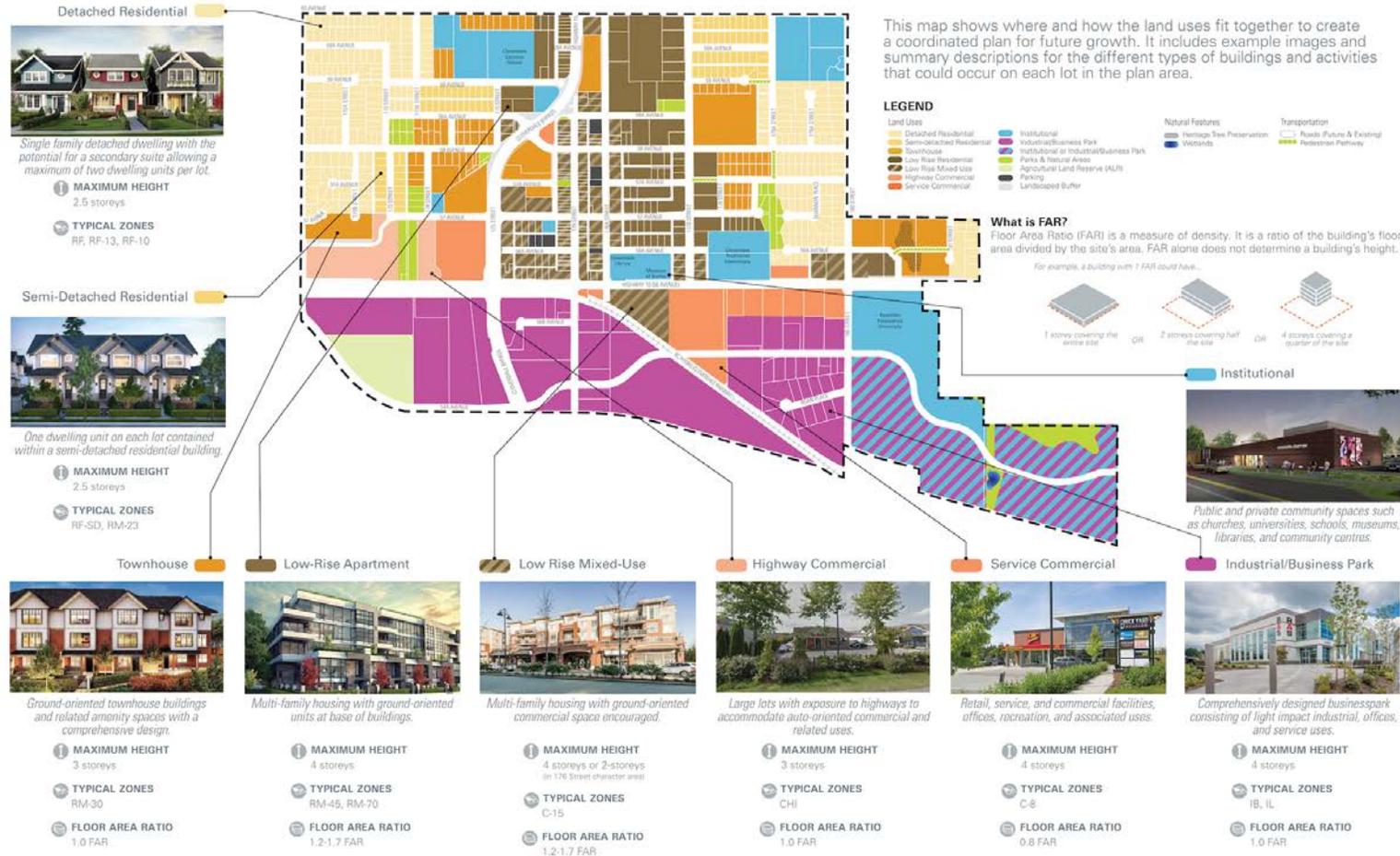
- Transportation network improvements include:
- New roads to improve connections, mobility and on-street parking
 - New pedestrian walkways to break up larger blocks and improve walkability
 - An expansion of the downtown heritage main street character.

Reaction to the Updated Transportation Network in the Plan



Q: How do you feel about the updated transportation network in the plan?
Total participants: 478

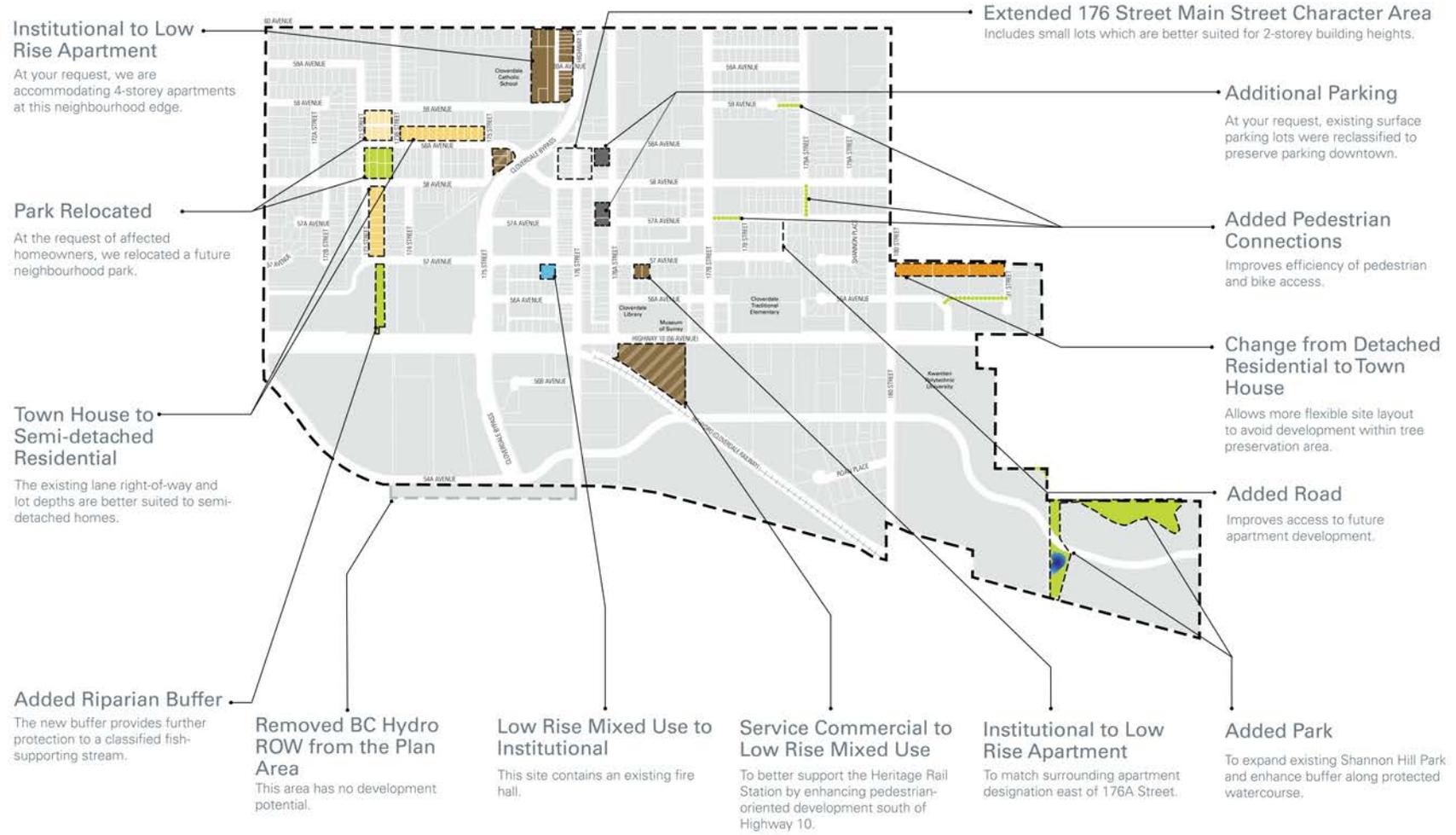
Plan Overview



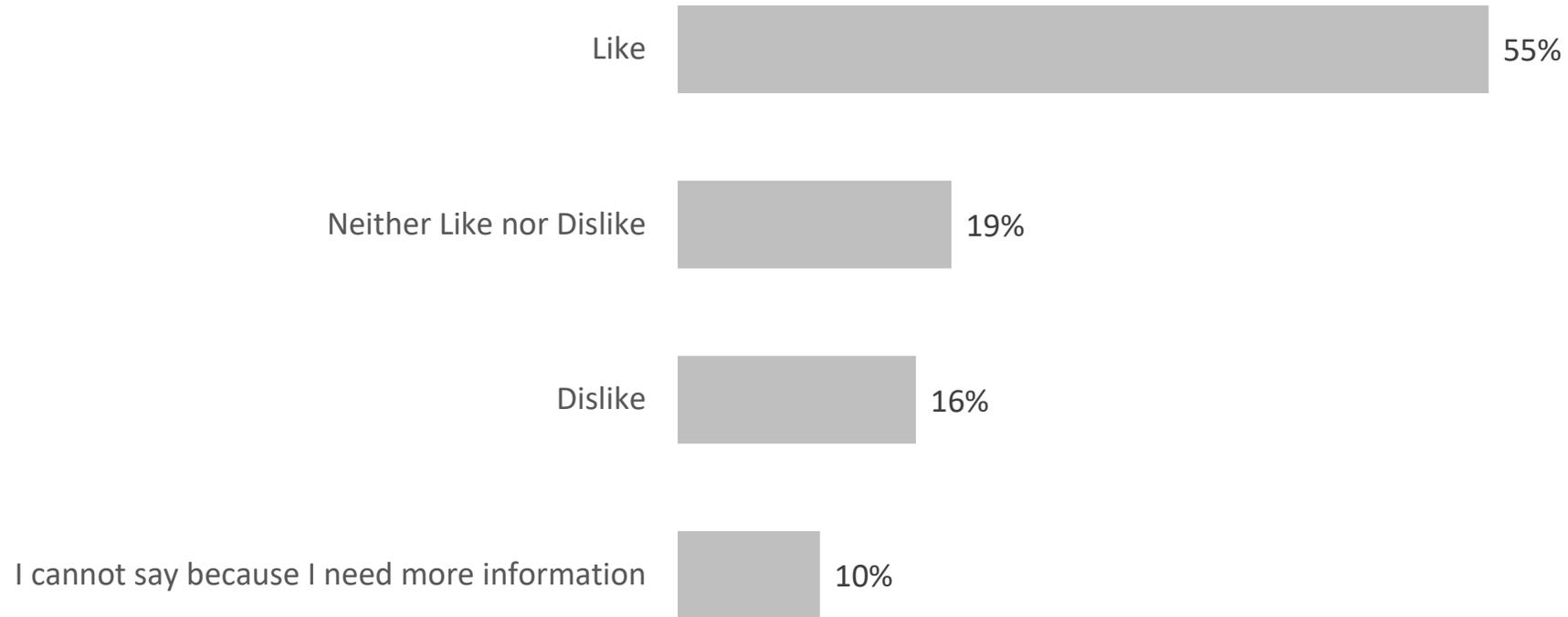
The map shows where and how the land uses fit together to create a coordinated plan for future growth.

It includes example images and summary descriptions for the different types of buildings and activities that could occur on each lot in the plan area.

Overall Changes



Reaction to the Overall Changes and Plan Overview



Q: How do you feel about the overall changes and plan overview?
Total participants: 412