

Horseshoe Bay Local Area Plan:

Phase 4 Public Engagement Summary | April 2021

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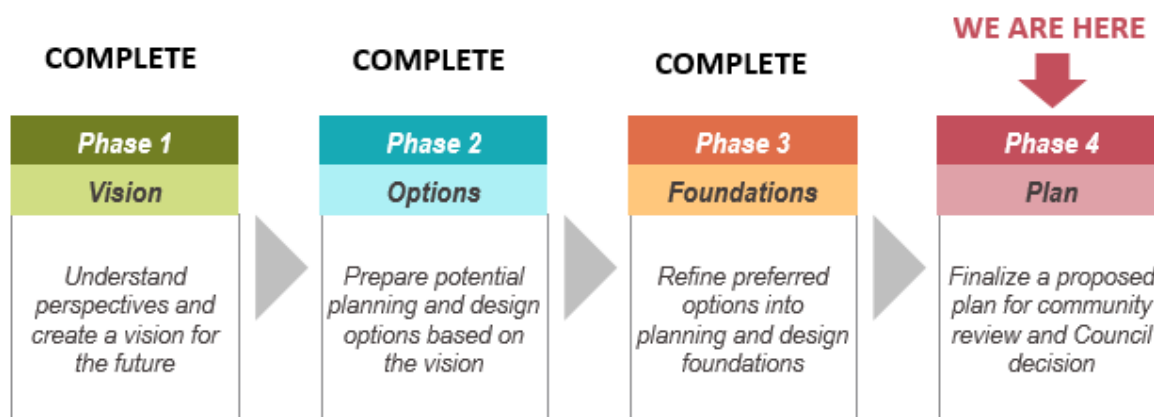
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1. INTRODUCTION & OVERVIEW

At its meeting on March 11, 2019, Council directed staff to commence the Horseshoe Bay Local Area Plan (LAP) process to create a new LAP for Horseshoe Bay in accordance with an approved Terms of Reference. If adopted the LAP will become part of the Official Community Plan (OCP). Since 2019, the District has been collaborating with the community in preparing the local policy response to meet long term local goals, contribute to District wide objectives, and embed place-specific policies into the OCP.

The LAP process includes four phases and has reached the final stage, Phase 4 “Plan”, as illustrated below:



The Draft LAP incorporates the vision and principles for the future as established in Phase 1. In Phase 2 the community discussed higher-level options to meet its objectives. These were then evaluated during Phase 3 via an online survey, where the community validated and/or suggested modifications to emerging planning and design foundations. From these four phases a Draft LAP was prepared for review and input.

Phase 4 involved working with the community and local stakeholders in two stages. The first stage involved obtaining local insight on how to interpret Phase 3 survey results to better understand how to prepare a Draft LAP. The second stage was to receive feedback and comments on the Draft LAP.

Phase 4 engagement opportunities were designed to provide citizens with a range of ways to learn about the Draft LAP and to provide feedback, including stakeholder video conference meetings, an online comment form, as well as telephone calls and emails.

This report describes Phase 4 engagement activities and summarizes comments received to provide a concise record of community input. A full transcript of Phase 4 engagement activities is available as a separate report online at www.westvancouverite.ca/plan-hsb.

Phase 4 Highlights

Understanding Phase 3:

How can we dig deeper into Phase 3 survey results before preparing a Draft LAP?

- Local insight informed interpretations from Phase 3 survey results to better understand how to prepare a Draft LAP;
- 4 stakeholder meetings with the Advisory Roundtable, the Horseshoe Bay Business Association, the Public Art Advisory Committee, and the Western Residents Association, reaching around 30 attendees; and
- The Advisory Roundtable continued to assist staff as a “sounding board” through Phase 4 and were the first conversation around what conclusions to draw from Phase 3 survey results to better understand how to prepare a Draft Plan.



Outreach:

How can we promote awareness, retain community interest and assist with learning about and receiving comments on the Draft LAP?

- Promotion included posters in Horseshoe Bay businesses, District website, dedicated westvancouverITE project webpage, email subscription, social media campaign, and sharing through local stakeholder networks; and
- ~2,500 unique webpage views, and social media posts reaching almost 13,000 people.



Engagement on the Draft Plan:

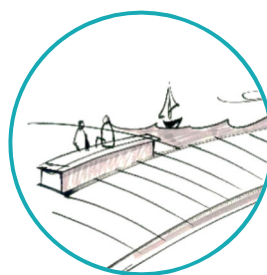
What does the community think about the Draft LAP?

- Review the Draft LAP to answer questions, and gain input and feedback;
- Online comment form available between January 28, and February 26, 2021;
- Over 150 respondents generated over 500 individual comments providing significant input on the Draft LAP;
- Online Background and Summary document available for download on the project webpage; and
- 6 stakeholder meetings with the Advisory Roundtable, BC Ferries, the Design Review Committee, the Horseshoe Bay Business Association, the North Shore Advisory Committee on Disability Issues, and the Western Residents Association, reaching around 60 attendees.

2. DEBRIEFING FROM PHASE 3 TO SHAPE A DRAFT PLAN

Phase 4 began by debriefing on Phase 3. Four meetings were held with stakeholder groups to discuss Phase 3 survey results and receive ideas for preparing a Draft LAP, reaching around 30 attendees. Meetings included a brief overview from staff about Phase 3 survey findings, which led to focused discussions around key topics such as:

- supporting a more vibrant and varied local economy (mixed-use buildings, active, engaging street-level shops and services, small but varied commercial unit sizes, second-storey offices);
- supporting expanding housing options (enable housing choices for homeowners, smaller, flexible, and varied living options);
- questions and concerns around maximum building heights to achieve housing and village goals (e.g. 6-storey mixed-use sites catalyze revitalization, but are higher than some people support);
- the need to avoid architectural uniformity with design controls (aesthetic diversity, articulation, rhythm, not wanting a “tunnel effect”, promoting neighbourliness, etc.);
- celebrating the bay’s distinct maritime identity and quirkiness (varied building forms and rooflines, sensitive transitions, complement natural topography, massing);
- opportunities to connect the village with public spaces and a better street experience (patios, mid-block connections, public art, heritage);
- prioritizing parks objectives (balance between potential Tyee Point trail and Tantalus Park);
- evaluating objectives for specific roads/lanes (Little Bay, Douglas, Argyle); and
- managing overall amount and rate of change over 20 years.



Subsequent pages provide a summary of discussions held with stakeholder groups regarding Phase 3 survey results and how to inform a Draft Plan:

Advisory Roundtable, September 22, 2020.

- Two roundtable members indicated concerns with any new developments in the village exceeding 3-4 storeys, or “not much more” than 4 storeys, and that Galleries should set the precedent.
- All other members spoke in favour of maintaining 5-6 storeys on the previously identified sites as a reasonable increase in height in sensible locations to meet community objectives.
- Several members suggested that the Draft LAP should situate proposed policies for new buildings and heights in terms of “why” and “how” they deliver community objectives, to inform people’s understanding of change.
- Several members also stressed that change would be gradual and planned for to cater to the community that lives here not the ferry traffic, with stores, housing and area-wide improvements for residents.
- Members discussed the rationale for directing higher buildings close to existing or approved higher buildings (Libby Lodge, Sewell’s) and to the Ferry Terminal interface indicating that height on the edge of “Little Bay” supports wider setbacks from the lane, thus more space for pedestrians and commercial loading, in addition to desired grocery uses.
- Two roundtable members expressed that they are not in support of 4 storey townhouses.
- Other members stated that 4 storey townhouses make sense at naturally lower elevations (i.e. higher heights at lower levels), offering sensitive transitions from the commercial periphery to residential areas up the slope.
- Another member added that the community does not wish to see repetitive building forms, so the key will be to prepare design guidelines to meet this objective by providing the community with a mix of styles, minimal lot consolidations, managing volumes and densities while accommodating desired housing types.
- Some members spoke toward the opportunity of acquiring Tyee Point as a major public asset, that public access should still be prioritized as a parks objective.
- No members opposed opening Douglas and Argyle streets enabling a more connected community, to provide maximum traffic circulation for the whole village.

Public Art Advisory Committee, October 13, 2020.

- All members agreed that this is a significant opportunity in terms of expressing Horseshoe Bay’s identity and supporting a village through arts and culture.
- Members agreed with the themes focusing on First Nations history, marine geography and village ambiance.

- Members discouraged too much emphasis on potential locations to allow for “threading” public art throughout the area rather than identifying specific individual locations.
- Members suggested to include a section on a public art plan in the Draft LAP including the themes, and opportunities for public art.

Western Residents Association, October 13, 2020.

- Members indicated support for housing diversity and the desire to ensure architectural delineation between frontages to avoid “tunnel” effect.
- A member brought forward concerns around 6-storey heights in Phase 3.
- Members generally indicated that identifying maximum heights will be a key element of the Draft LAP that the community will want to consider.
- Members indicated recognition that achieving community “wants” like a grocery store and housing diversity requires an enabling plan that provides enough development opportunity for these things to happen.
- It was suggested that consideration to see some adjustments in Phase 3 heights would be appreciated as this will indicate recognition that the “support with modifications” responses received during the Phase 3 survey mean both support and concern, and the Draft LAP could seek a middle ground.
- A member indicated very specific and strong concern with re-opening Douglas Street from local residents living there.

Horseshoe Bay Business Association, October 29, 2020.

- Members identified a positive, creative, collaborative process that is supportive to local considerations.
- Members deliberated on if the concern with 6 storeys are views, density, sunlight, or skylines. Adding that the natural light from the unique north facing aspect is important to residents but that the locations proposed in Phase 3 (e.g. abutting mountain slopes and BC Ferries) create minimal impact; however, if 6 storey heights are an obstacle, there is benefit in adjusting to maintain the positive direction of the process.
- Members recognize that the delivery of community benefits and economic feasibility to enable development, and adjustments to heights should still ensure viability.
- The group sought to ensure that a variety of stores could be enticed to the community (i.e. artisan stores and a boutique grocer) through delivering a range of small to medium sized commercial units, and the Draft LAP must provide for that as part of Horseshoe Bay’s future.
- Members agreed that changes should offer a more pleasant pedestrian experience through public realm improvements, and expressed how everyone also loves informal gathering spaces that are “gritty” and unique (e.g. lanes, alley ways) in addition to more formal patios.

- Several members agreed that a craft brewery offering a unique experience and restaurants and patios orientating toward the sea view or for sunlight, would be welcome in the community.
- A member expressed that the safety of all users of Little Bay should be considered, street lights and a wider pedestrian area could be used.
- Members agreed that Tyee Point would serve the community and visitors at large and that acquisition or access to Tyee Point should be considered through the potential development of some of Tantalus Park, while maintaining some park area (e.g. as off leash dog).
- Members indicated that Argyle and Douglas should both be open as they were closed when the ferry traffic used to run through Argyle and this is no longer the case. It was added that these streets should be utilized for the enhanced flow of traffic for the community at large. Members indicated that opposition might be met from those neighbours and their concerns could be accommodated with traffic calming measures.
- Another member added that so much of what has been discussed through phases to date is still true – more shops and housing, variation, wider pedestrian orientated streets, getting cars underground to assist the traffic flow.
- A member indicated that gradual and incremental change is important to the community where growth is managed and controlled, and that the community is kept up to date and informed of new local initiatives and development.

**We want to
hear from you,
Horseshoe Bay!**

Share your feedback on
the Draft Local Area Plan



3. ENGAGEMENT & INPUT ON THE PHASE 4 DRAFT PLAN

3.1 Stakeholder Engagement

A Draft LAP was prepared, including many adjustments from the Phase 3 survey to incorporate input from Phase 3 debrief meetings.

As part of the Draft LAP release, six meetings were held with stakeholder groups to review and provide feedback on the Draft LAP, reaching around 60 attendees. These meetings were also an opportunity for stakeholders to learn about the Draft LAP, seek answers to any questions, and to encourage participation among their networks. Staff continued to be available to talk or connect virtually with interested individuals to answer any questions and take input on the Draft LAP.

Meetings included a brief overview of the Draft LAP and staff reminded stakeholders that while overall balance of interpretations from previous stakeholder meetings regarding Phase 3 results was positive, some concerns and suggestions for modifications were provided. That the Draft LAP seeks to integrate responding to this input in a way that is consistent with the wider community vision, principles and objectives – and the previous phases of the LAP process. Staff highlighted the most notable changes that had been incorporated in the Draft LAP including:

- lowering maximum building heights on select mixed-use sites from 5-6 storeys down to 4-5 storeys or 2-4 storeys;
- lowering the maximum building height on select townhouse sites from 3-4 storeys down to 2-4 storeys or 2-3 storeys;
- linking these maximum permitted heights to community objectives such as having a local grocery store, securing rental housing, and creating live-work or lock-off units; and
- adding multiple design guidelines to reflect village character, control building massing and site size, and soften the transitions between different forms of development.

Staff invited participants to engage in an open dialogue on the most notable changes, while indicating that the discussion was not limited with participants encouraged to share perspectives on any topic of interest. Staff took the opportunity to thank attendees for their continued commitment and involved participation throughout each of the four phases of this process. Further to this, staff acknowledged that community group members are also individuals and active citizens, and invited participants to share comments via the online feedback form as well as through stakeholder meetings.

Subsequent pages provide a summary of open discussions held with stakeholder groups regarding comments and feedback received on the Draft LAP:

Advisory Roundtable, February 2, 2021.

- The majority of members indicated that they support all policy directions in full in the Draft LAP. That the policy directions of the Draft LAP are comprehensive and reflect Roundtable and community input. That the Draft LAP and design guidelines are impressive in meeting wide community objectives, and that the level of detail makes a significant impact on the end result, and the ongoing and future success of the village.
- All members agreed that the integrity of the process is clearly expressed through a Draft LAP that seeks to benefit the community at large (e.g., grandparents, grandchildren, and young families) creating a livable community for now, but also in the future beyond the role of the Roundtable.
- Some members informed the group that the community will have differing opinions. That some folks are resistant of change to anything that is not familiar (e.g. new forms of housing that are not single family or duplex), but that change is inevitable so the role is to shape that change – and the Draft LAP has achieved this.
- Some members indicated that the estimate of total growth is of importance to the community. That this should be understood to span the coming decades and deliver gradual change toward creating a more livable community, expressing that failing to plan for the future would mean a failure of the LAP process.
- One member indicated that the majority of members supported all heights as proposed and recognized the reasoning for this; however that on a personal level heights above the Galleries is not a proposal that this member supports.
- Other members indicated support for all heights delivering community benefits. Although 6-storeys was clearly supported by the overall Roundtable in previous phases, members were pleased to see the lowering of heights to reflect other community perspectives.
- Two members expressed the reference to indigenous origins and history is one that the community value.
- Members agreed that the possibility of gaining Tyee Point as a public asset remains a worthwhile endeavour that should not be lost as background.
- Members agreed that traffic flow for the whole community will always need to be monitored and managed, but that development can secure associated infrastructure upgrades.
- It was noted that interpretation of the waterfront park (indicated through the use of the colour green on the land use map) seemed to cause confusion in the community that the boat ramp maybe removed and suggested to add further visual clarity regarding this matter in the final LAP by including the park concept plan.

Western Residents Association, February 9, 2021.

- A member indicated that 6 storeys does not enhance village character as HSB is a unique community (*note: heights on Keith Road had already been lowered to maximum 5 storeys in the Draft LAP*).
- It was indicated that the new forms of buildings proposed will evolve overtime as the LAP spans the coming decades where incremental changes will be controlled and guided by the LAP.
- It was noted that construction and further disturbance from noise is a concern (due to the ongoing Sewell's development) and compounded by the recent bike lane upgrades along Royal, leading to discussion around the importance to the community that the rate of change be controlled and growth regulated (gradual and incremental).
- It was brought forward by a member that local resident input should be prioritized versus non-resident input, leading to discussion that resident input has been central through all phases of the process and that is still the case.
- It was suggested that accountability in maintaining the intent of this community plan would be a welcomed inclusion in the final LAP, so no rezonings occur beyond whatever the final uses and building heights of the LAP are.

BC Ferries, February 10, 2021.

- Attendees acknowledged that BC Ferries (BCF) is part of Horseshoe Bay's identity, and that the LAP should be able to guide and ensure complementary integration of the future terminal redevelopment.
- BCF will review capital plan timelines and scope in light of COVID-19 and committed to working closely with the community and District of West Vancouver staff as and when terminal redevelopment occurs. Updates to stakeholders and residents will be provided when available.
- The management and delivery of adequate off-street parking will be re-addressed and considered in greater detail once terminal redevelopment resumes, and the LAP should provide high-level guidance on that.

Horseshoe Bay Business Association, February 11, 2021.

- All members agreed that prioritizing flexibility in commercial unit sizes is imperative to the success of a range of business types and operations.
- Multiple members noted that the Draft LAP should provide greater opportunity for the inclusion of smaller commercial spaces (e.g. 500 sq. ft. – 600 sq. ft.) to accommodate the "mom and pop" / craft businesses and stores.
- It was noted that partnering with Vancouver Coastal Health in the delivery of an urgent care practice would be welcome in the community.
- Members agreed that reference to historical and 1st Nations heritage are well received.
- Members indicated that the management of traffic and parking to alleviate congestion is of high priority to the community, leading to discussion of provisions for adequate and new parking (e.g. underground new buildings) for

visitors in the commercial area as essential to viability, to alleviate congestion, and enhance the pedestrian retail experience.

- Members indicated that ongoing bike lane construction along Royal Avenue is currently a very contentious issue in the community and there are concerns over existing conditions and the final build out along this frontage.
- It was noted that some members of the community were surprised to hear that the LAP process is not yet complete and that further engagement and continued involvement was still necessary given engagement to date, in contrast to others who are still seeking opportunities to engage. This led to a discussion on timelines and when the LAP could be brought forward to Council.

Design Review Committee, February 18, 2021.

- Draft Plan is commendable in delivery of community principles, (e.g. housing diversity, live-work opportunities, small scale housing, flexible spaces, pedestrian porosity, mid-block opportunities, enhanced public realm improvements, and landscaping).
- Success of a village is determined by attracting people to come here, emphasis on the promenade and waterfront, pedestrian orientation and linkages, so that it is a “place”.
- Design controls are comprehensive; there is also a need to allow opportunity for creative solutions.
- Consider any potential conflicts between expectations for building articulation and energy performance.
- Include strategies for visitor accommodations, (e.g. hotels, bed and breakfast accommodations).
- Provide for private outdoor spaces and ensure no net loss of green space.
- Preserve the unique, quaint, eclectic nature of Horseshoe Bay.
- Ensure commercial village is viable (e.g. encourage a diversity of retail and residential).

North Shore Advisory Committee on Disability Issues, February 18, 2021.

- All members agreed that the range of housing choices in the Draft LAP are comprehensive and commendable, (particularly single level units), leading to discussion that change is gradual and guided by the LAP.
- All members encouraged adequate streetscapes founded in best practices to be brought forward as being imperative to delivering an accessible community for all, suggesting that the LAP provide stronger accountability in delivering this mandate.
- All members agreed that acquiring Tyee Point would be a beneficial asset to bring to the public realm and further to support all users with an accessible multi use pathway, clear of barriers, and with minimal signage.
- All members indicated support for public realm improvements with a desire for mid-block connections, gathering and open spaces, street furniture and modified lanes to be accessible for people with disabilities.

- Members were pleased to see that public art is prioritized and expressed consideration for public art that is barrier free (e.g. murals and tactile murals).
- Members indicated that upgrades to interface/integration should include accessible features and infrastructure (e.g. accessible parking stalls, bus stops, e-bikes storage, wayfinding signage, signal crossings), at Keith Road, Waterfront Park and Ferry Terminal Building.



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Horseshoe Bay!**

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3.2 Comment Forms, Emails and Telephone Calls

The main component of Phase 4 public engagement was the Draft LAP comment form. The comment form was available on the District website between January 28, 2021 and February 26, 2021 (inclusive) to allow the community to provide their feedback. The comment form was open-ended enabling residents to provide as much feedback as they wanted and address as many, or as few, sections of the Draft LAP as they were interested in. In addition to the comment form residents could also provide feedback via email or telephone. A background and summary document of the Draft LAP was also available. It served as a background for those intending to review the Draft LAP in its entirety, or as a summary of the key land use directions for those wanting to stay up to date with a quick “snapshot”.

Over 150 submissions were received during Phase 4: 80 comment forms, 60 emails and 20 telephone calls. Total input amounts to 523 comments received. Feedback has been analyzed according to the top ten most frequently cited types of input and grouped by categories. Similar perspectives within each category are outlined and ranked by frequency. A selection of representative quotes is also included.



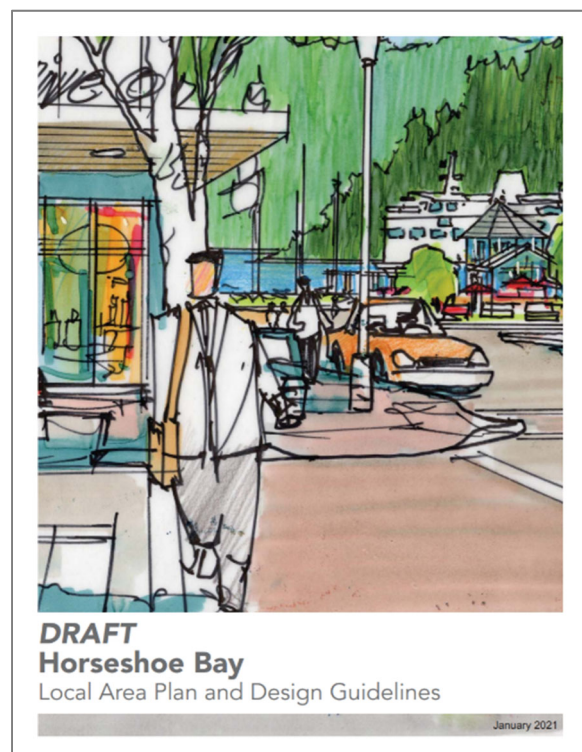
~80 Comment Forms



~20 Phone Calls



~60 Emails



1. Support for Draft LAP, its process, and population growth

A total of 60 comments were received in support of the process, the Draft Plan it led to, and in favour of population growth. Similar perspectives are ranked by frequency and outlined below:

Comments	Outline of similar perspectives	#
1. Support for Draft LAP	Support and compliments on Draft LAP (e.g., a well drafted and detailed document, appreciate effort and work involved in bringing forward) (12) Praise to Council for beginning LAP process in HSB, approach and intent is right, LAP will successfully guide HSB toward its future vision, will achieve community goals (11) Welcome change and vibrancy to the community, recognize changes and adjustments already made (5)	28
2. Excited by Prospect	Specifically expressed excitement toward future and potential changes to come, a realized vision, move forward with implementation	13
3. Positive Process	Praise for professional guidance, an inclusive process, many opportunities to get involved, reflective of broad community input, public leadership from an involved community	10
4. In favour of Population Growth	Population growth and new residents are welcome in HSB, (e.g., new residents sustains and supports the community and commercial area)	9

Example Quotes:

“I’ve lived here since 1988, the village does need revitalization. Looking forward to seeing this LAP take shape.”

“Get the LAP adopted ASAP, and get the zoning changes to the neighbourhood area adopted ASAP also.”

“Finding consensus as to the future of such a special location was always going to be a challenge, but staff provided numerous opportunities for community input, listened carefully, adjusted the plan where appropriate.”

“I must congratulate the authors of the report they have made some changes that recognize concerns that were expressed in the initial feedback.”

“The LAP is a wonder approach for future HSB. As residents of HSB, me and my wife are both fully supporting the plan.”

“A lot of thought has clearly gone into it and a diversity of voices captured. The Bay will become an even more lovely place to live.”

2. Support for a range of housing choices and a variety of local businesses

A total of 56 comments were received specifically supporting the range of housing choices, and opportunities for more local shops and services. Similar perspectives are ranked by frequency and outlined below:

Comments	Outline of similar Perspectives	#
1. Support a range of Housing Choices	<p>Diversity of housing is appreciated (e.g., range of housing choices, smaller, more affordable options for downsizers, first time buyers and young families) (17)</p> <p>Specific comments on delivering missing middle housing and apartments, enables people to live here and supports the community (e.g., apartments, rowhouses/townhouses) (8)</p> <p>Support infill housing types (e.g., infill area, coach houses should be a District wide option) (5)</p> <p>Options for rental housing is important (3)</p>	33
2. Support a variety of Local Shops & Services	<p>Specifically mentioned desire/support for a grocer (8)</p> <p>Enhance commercial village with a variety of shops and services, to meet local community needs (e.g., medical, offices, retail, “mom & pop” shops, brewery) (8)</p> <p>Capitalize on maritime village identity (e.g., working marina, open air markets) (5)</p> <p>Flexibility of sq. ft. to accommodate a range of commercial units – including small shops, restaurants along waterfront (2)</p>	23

Example Quotes:

“A lot of people can not afford a house, but condos are easier to buy, for retired downsizers or first time buyers, or people working on ferries, or having to take the ferries everyday to work. I would like to see higher density.”

“I look forward to an “enhanced commercial village” to serve the local community, particularly the opportunity for a modest but full service grocery store.”

“I hope progress continues for our benefit of younger generations.....The mixed use, apartment and row housing proposals would make this a viable, realistic and attractive option for young people and downsizers. As a local resident, I support this plan.”

“I fully support the LAP, especially the inclusion of a diverse range of housing, more densification, which will bring in more business opportunities, yet keeping the uniqueness.”

3. Support for place-making, alternatives to driving, enhanced pedestrian realm

A total of 51 comments were received in support of place-making, trails to walk and cycle, patios to spend time in, and providing alternatives to the car. Similar perspectives are ranked by frequency and outlined below:

Comments	Outline of similar perspectives	#
1. Promote Alternative Modes	Prioritize and promote alternatives to driving (e.g., become less car dependent, enable all users not just vehicles, Bay St. to accommodate pedestrians and cyclists, ensure safe access for all users of Little Bay) (10) Improve walking connections and access (e.g., from Bay to Gleneagles and HWY1), open and connect trail system to wider regional trails (10) Improve and upgrade cycling routes in and out of Bay, connect with wider area cycle routes, reimagine Royal Ave. cycle lane (10)	30
2. Attractive Streetscapes	Streetscape improvements are welcome (e.g., bury cable lines, incorporate references to cultural heritage, improved landscaping, wider sidewalks)	17
3. Enhance Pedestrian Realm	Enhance pedestrian experience (e.g., outdoor dining opportunities, public squares, gathering spots, community gardens)	4

Example Quotes:

“Better off-highway bike and walking connections.....this might alleviate some traffic and parking issues, but mainly it would enhance the livability in the areas and increase the feeling of connection between the different residential, commercial, educational, leisure and recreational areas in the area.”

“Horseshoe Bay is a uniquely important transportation hub for commuters.....There should in future be bus service to Sea-to-Sky from here, and also bicycle parking and a better park and ride.”

“Limitation of car use is important as we enter the active phase of climate change and decline of fossil fuel use for mobility.”

“Good architecture, nice streetscapes, little squares and small community gardens will really make us a destination community that people will want to call home, all year around.”

4. Not supportive of Draft LAP or its process, concerns with growth, reduce units

A total of 49 comments were received specifically not in support of the Draft LAP or its process, concerns with growth, and wanting fewer units. Similar perspectives are ranked by frequency and outlined below:

Comments	Outline of similar Perspectives	#
1. Not in favour of Population Growth / Fewer Units	Specific concerns with Sewell's plus LAP units, village cannot accommodate more units, Sewell's plus 300 is too much (12) Overall too much density, reduce units, too much focus on housing without amenities (13)	25
2. Not supportive of Draft LAP	Unsatisfactory proposal, against any further development - yet want more community amenities (8) Specifically not supportive because Sewell's has impacted the village character and charm (4)	12
3. Do not support Process	Concerns around LAP process (e.g., not reflective of beliefs, low-rise buildings have not been prioritized, questioning support level for Phase 3 survey, staff lack local knowledge, slow process down)	12

Example Quotes:

"I'm extremely disappointed by the Horseshoe Bay Local Area Plan. Four years ago, the peace of the village was destroyed with the approval of the Sewell's Landing Monstrosity"

"Taking away the atmosphere of The Bay!! We're not in Hollywood!! This is our small village and no one likes change!"

"In my opinion progress and growth are a good thing but when you ask for too much you get a lot of resistance. Less is more when it comes to HB."

"Overall I do understand the need more housing options in our beloved neighbourhood. It would be nice for our kids to be able to raise families here too! (Though this feels a bit like too much density)"

"The main issue for me is the density and why we are having to agree to what looks like an excessive amount of new units in addition to West Bank."

5. Support for design guidelines, the form and character, and building heights

A total of 47 comments were received in support of the design guidelines, their management of form and character, and the proposed heights (or suggestions for higher heights). Similar perspectives are ranked by frequency and outlined below:

Comments	Outline of similar perspectives	#
1. Design Guidelines Enhance & Protect Character through Building Design	<p>Appreciation for design guidelines (e.g., attention to detail and character, good design preserves character, serve as a model for other LAP's, will enhance maritime character) (9)</p> <p>Streamline guidelines to ensure design innovation and provide more visuals (e.g., maritime imagery, cross sections, and transects of proposed building forms) (6)</p> <p>Retain village character and encourage aesthetic diversity (e.g. avoiding uniformity through varied massing, limiting lot consolidation, delineated frontages) (5)</p> <p>Enhance natural light and unique north facing aspect (e.g., limit shading with view corridors, tapered building heights, articulation and stepped back upper storeys) (4)</p> <p>Building forms to complement and protect natural topography, and terrain, protect steep slopes and trees, enhanced landscaping (4)</p>	28
2. Support for heights as proposed, or even higher	<p>Support for all heights as proposed in LAP (5)</p> <p>Periphery of the bay can support higher buildings, Nelson abutting cliffs, BC Ferries side (4)</p> <p>Bay St. East – recognition height tied to delivery of community benefit in the form of a grocer (3)</p> <p>Bruce St. should be higher or the same as townhouses 2-4 storeys (3)</p> <p>Bruce St. West could be higher to same as Choice of Use 2-4 storeys (2)</p> <p>Douglas St. could be higher 6-7 storeys or same as Choice of Use 2-4 storeys (2)</p>	19

Example Quotes:

“Horseshoe Bay is finally going to get a much needed facelift while still retaining many of the qualities that we love about this area.”

“I appreciate the priority given to low rise forms, and found the concept of “keeping it kooky”, with a focus on a maritime look, very appealing.”

“I think it is a respectful increase to density while maintaining reasonable maximum building heights.”

6. Concerns with a loss of character and proposed design guidelines, prefer to see lower heights

A total of 39 comments were received not in support of the design guidelines, fearing character will be lost and that building heights are too high. Similar perspectives are ranked by frequency and outlined below:

Comments	Outline of similar perspectives	#
1. Lower Heights	<p>Lower rise building forms have not been prioritized (e.g., heights have not been lowered, generally want lower heights, view and character concerns, do not support mid-rise or high-rise buildings) (10) <i>(Note: heights in the Draft LAP had been lowered since Phase 3 and no high rises were proposed).</i></p> <p>Lower heights at Keith Rd. mixed-use, (e.g., concern around heights being increased later at a rezoning proposal stage, not convinced 5 storeys will deliver a grocer) (5)</p> <p>Lower heights at Bay St. West (e.g., same as Westbank townhouses, protect views, access to light quality of life and property values) (3)</p> <p>Bay St. 3 storeys max. (3)</p> <p>Townhouses 3 storeys max. (1)</p> <p>Lower Royal Ave. to 2 storeys to maintain pedestrian feel. (1)</p>	23
2. Character will be lost, do not support Design Guidelines	<p>Concerns around loss of green space (e.g., tree retention, too much concrete, limit blasting, discourage assemblies, no zero lot lines) (6)</p> <p>Village Character is not enhanced, Sewell's not in keeping, too large (6)</p> <p>No value placed on heritage in LAP, no methodology to protect heritage (2)</p> <p>LAP should refer to Neighbourhood Character Working Group recommendations (2)</p>	16

Example Quotes:

"Is so far removed from the concept of A VILLAGE..... the Sanctuary completely dominates the Bay"

"Please consider reducing the height of the buildings and amount of units proposed. I feel 4 floors should be the Maximum allowed"

7. Information Requests

A total of 39 informational requests were received. Similar questions are ranked by frequency and outlined below:

Comments	Outline of similar questions	#
1. Draft Plan	Questions regarding LAP process, overall population growth and unit count, implementation	14
2. Transportation	Questions on traffic patterns, parking and circulation	9
3. Public Realm/Amenities	Questions regarding Community Amenities and Trails	7
4. Housing & Character	Questions regarding Village Character and Building Design	5
5. Commercial	Questions regarding Local Shops and Services	4

Example Quotes:

“Will there be collaboration between the District and BC Ferries? How will the terminal expansion impact the LAP?”

“Where do you expect the children to play?”

“Why were the boundaries moved?”

“What is the present population and what is projected in the next 20 years and beyond? Who will want to live in HSB and why?”

“Will we get a larger school, more green park spaces, a sports field, a church, a larger community meeting space, a larger medical centre, a larger firehall, an ambulance station, a small police station?”

“How much public parking will be available once the LAP is put into place?”

“How will people live and “work” and where will they travel on a daily basis? What will the word “work” mean in 20 years?”

8. Do not support population growth due to traffic concerns

A total of 30 comments were received regarding traffic concerns associated with population growth. Similar perspectives are ranked by frequency and outlined below:

Comments	Outline of similar perspectives	#
1. Traffic Concerns	Traffic associated with population growth and visitors is not supported (e.g., increased parking pressure and congestion, don't want to be like Deep Cove, increased pollution) (11) Impact of increased traffic and parking pressures have yet to be realised from Sewell's (4)	15
2. Bay entry and exit, in and around Bay	Entry and exit of Bay and roads in and around village cannot accommodate increase in traffic from new residents, limited infrastructure cannot support population growth	11
3. Federal & Provincial Infrastructure	Highway infrastructure and transit are insufficient, cannot accommodate further growth on North Shore	4

Example Quotes:

"I agree that HB Bay needs to be revisioned, I strongly oppose the density that would be created by the current plan. Traffic in and out of Horseshoe Bay along with the ferry traffic is already bad enough in the peak season and that's not including the Sewell's development"

"We have limited infrastructure to support this level of expansion - we still have no idea what traffic flow will be like when Sewell's Landing comes into operation"

"I'm tired of all the development on the North Shore and how it has increased the traffic terribly"

"My major concern is traffic ingress and egress"

"Roads are not able to handle the density that more floors will bring"

9. Suggestions and comments on optimizing the parks system

A total of 30 comments were received on optimizing the parks systems and suggestions for improvements. Similar perspectives are ranked by frequency and outlined below:

Comments	Outline of similar perspectives	#
1. Improvements	Improve Tantalus Park (e.g., off leash dog park, waste disposal, playground, drainage upgrades) (8) Enhance the waterfront (e.g., relocate washrooms, marine bollards, improvements needed) (4) Protect and provide more green spaces (3) Ensure maintenance and upkeep of Douglas Park. (1)	16
2. Support for acquiring Tyee Point	Prioritize public access to Tyee Point (e.g., beneficial to community at large, should not be taxpayer borne, Tantalus Park is underutilized, worth repurposing Tantalus Park)	14

Example Quotes:

“With the proposed increased density I believe it is critical to ensure that the park area nearby be protected and their green spaces enhanced”

“I am pleased to see prioritizing public access or acquisition of Tyee Point..... This land as park is a key community benefit if Horseshoe Bay is to be more than a ferry terminal.”

“I suspect that Tyee Point offers one of the finest views in West Vancouver, and it would be wonderful to make that site available to the public.....if implemented, would be a wonderful legacy for any Council that was able to achieve it.”

“We have many well utilized parks in our area, but the closest off-leash dog park is Ambleside.....please consider giving the neighbourhood an off-leash dog area in Tantalus Park.”

“I have often wondered why the best location and view in Horseshoe Bay is held by the public toilets, surely they should be elsewhere”

10. Suggestions and comments to improve road and transportation infrastructure (Provincial, Federal, BC Ferries, Municipal)

A total of 25 comments were received noting a variety of infrastructure improvements to roads and transportation infrastructure. Similar perspectives are ranked by frequency and outlined below:

Comments	Outline of similar perspectives	#
1. Senior Government Infrastructure	Would like to see improvements to senior government infrastructure (e.g., enhance HWY merges, village access, improve transit, improve vehicle access to BC Ferries, provide rail)	8
2. Parking	Ensure adequate parking for visitors and residents (e.g., underground parking, flexible parking, time restrictions, motor cycle parking)	8
3. Traffic Calming Measures	Mitigate speeding concerns (e.g., enhance pedestrian experience with traffic calming along Royal, Nelson, Marine)	6
4. Circulation Improvements	Improve traffic flow (e.g., circulation in and around the village, avoid bottle necks, create a traffic loop)	3

Example Quotes:

“Improving vehicle access via the BC ferries terminal can go a long way towards easing traffic load on residential roads and Nelson/Royal Avenue and past the Gleneagles school.”

“Traffic on marine for ‘joy/pleasure riding’ is increasing, dangerous for pedestrians and bikes Traffic calming will need to be thought through.”

“Underground parking is critical for these structures as parking is already a nightmare in this area.”

“When density and traffic increases, design traffic flow in a loop so it doesn’t become a bottle neck.”

“I share your enthusiasm for updating Horseshoe Bay. Cohesive appearance and improved flow would be a plus for small businesses in the area..... Transit and Parking should be the first item on your list to be fixed”

11. Additional Comments

The remaining comments received (97), provided input on a variety of other topics (in lower quantities than those presented in the top ten). They are outlined below:

Other topics receiving over 10 comments:

- Do not support opening Douglas St. to Nelson Ave. (e.g., cul de sac is used by residents, concerns around safety with increase of vehicles and visitors looking for parking) (22)
- Do not support a range of housing options (e.g., housing growth should be District-wide not specifically in HSB, too many housing options to choose from, do not wish to see new types) (18)
- Comments on future LAP implementation (e.g., consultation with community and collaboration with local initiatives e.g., BC Ferries, Streetscape Plan, 1st Nations, local community amenity contributions) (12)

Topics with 9 or less comments:

- Suggestions for specific edits to Draft LAP (e.g., typographical edits, update images) (8)
- Support for previously proposed Tantalus Gardens rezoning (7)
- Do not open Argyle St. to Nelson Ave. (5)
- Do not support acquiring Tyee Point (5)
- Seeking indoor amenities (e.g., museum, meeting rooms, ice rink, library) (5)
- Do not support a variety of local businesses (e.g., HSB already has cafés) (4)
- Seeking outdoor amenities (e.g., sports field, skate park) (4)
- Do not support previously proposed Tantalus Gardens rezoning (3)
- Do open Douglas St. to Nelson Ave. (1)
- Do open Argyle St. to Nelson Ave. (1)
- Protect residents from BC Ferries LNG storage (1)
- Update building design ventilation systems in response to Covid (1)

3.3 Council Correspondence

Some respondents provided feedback through direct email correspondence to Mayor and Council (22). Below outlines common themes of this correspondence:

- Do not support overall growth / reduce growth (e.g., overall growth is too much for this small area, topography of Bay does not lend itself to more buildings, aware some change will occur but overall this is too much).
- Not in favour of process (e.g., process has been too rushed, not enough community engagement, Phase 3 input has been misrepresented, Draft LAP does not reflect mine or my neighbours beliefs).
- Information requests (e.g., reasoning for undertaking a local area planning process?, why is there a rush to complete this?, please define infill?, who will live here?, how will the Ferry Terminal redevelop?, what new infrastructure will accommodate new traffic?).
- Concerns around impact of Sewell's (e.g., Sewell's units should have been included in total unit counts, wait for completion of Sewell's, impact from new residents has yet to be realised, Sewell's is too large and already damaged the character).
- Do not support proposed heights, building design and fear character loss (e.g., protect views, single family neighbourhood character will be lost, village character will be destroyed, do not support any increase in heights, concern Council will permit higher than Draft LAP suggests).
- Traffic concerns (e.g., new residents will bring congestion and parking issues, do not want to be like Deep Cove).

4. METRICS

4.1 Outreach

In order to raise awareness of the Horseshoe Bay LAP process and Phase 4 engagement opportunities throughout the local community and stakeholder groups, a Communications Plan was developed and implemented with a wide range of promotional and outreach activities, including:

- Mail out post card to about 500 addresses within the Horseshoe Bay area;
- Posters at Horseshoe Bay Businesses;
- District's website and westvancouverITE project page;
- Newspaper advertisements in The North Shore News;
- District's project email subscription list including westvancouverITE;
- Social media and targeted promotional Instagram and Facebook campaigns; and
- Promotion through local stakeholder networks and through phone and email exchanges.

The westvancouverITE project webpage launched Phase 4 on January 28, 2021 with the publication of a progress update to the community, the Draft LAP, and a background and summary document. The website continues to serve as the main portal for up-to-date information for the public and is updated with new information as documents are completed (e.g., Council reports and engagement summaries) and provides the opportunity to subscribe to email updates. At the time of writing this report, the project website has generated ~2,500 unique webpage views since Phase 4 launch.

The Phase 4 Communications Plan included social media campaigns using Facebook, Twitter and Instagram. These were developed to promote the online comment form, reaching ~13,000 people from 14 posts on the District's social media accounts between January 28, 2021 and February 26, 2021.

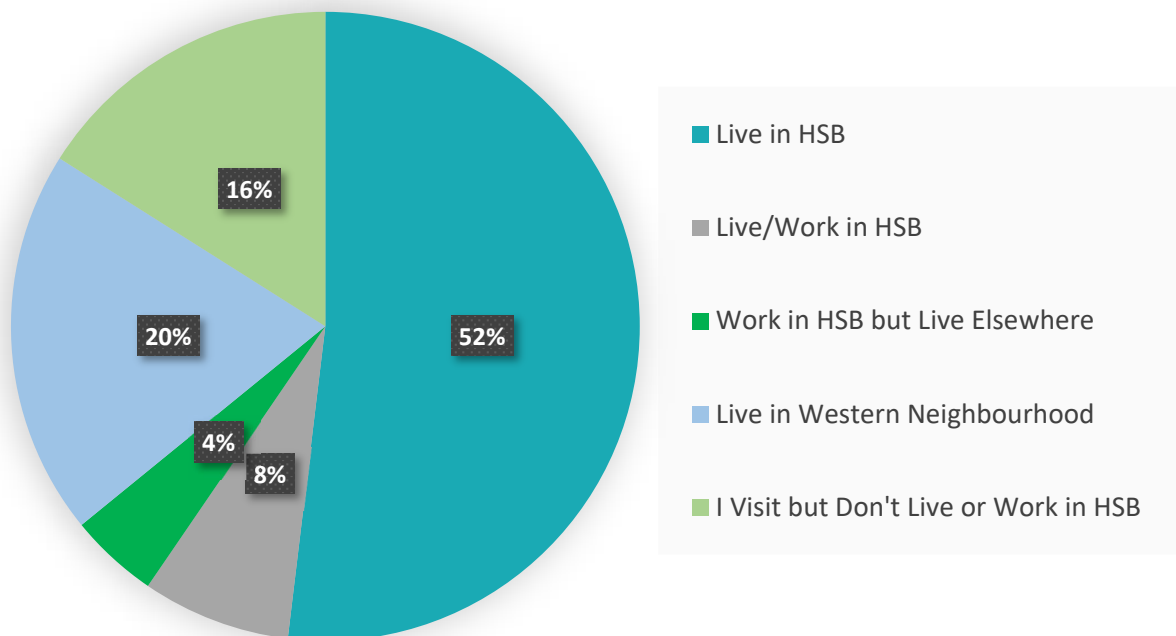
	<p>We want to hear from you, Horseshoe Bay!</p> <p>Share your feedback on the Draft Local Area Plan</p> <p><i>westvancouver</i></p>	<p>Help shape the future of Horseshoe Bay</p> <p>Early in the engagement process, the community established their vision for Horseshoe Bay in 2041:</p> <p><i>"Horseshoe Bay will thrive as a charming and livable seaside community and a vibrant and welcoming destination village."</i></p> <p>From our extensive conversations with you—and with this vision in mind—a Draft Local Area Plan is ready for your review and feedback.</p> <p>604-921-3459 hsb@westvancouver.ca</p>	<p>Share your feedback by February 26.</p>  <p>Scan me</p> <p>Visit westvancouverite.ca/plan-hsb or scan this QR code with your phone.</p> <p><i>westvancouver</i></p>
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4.2 Demographic Information

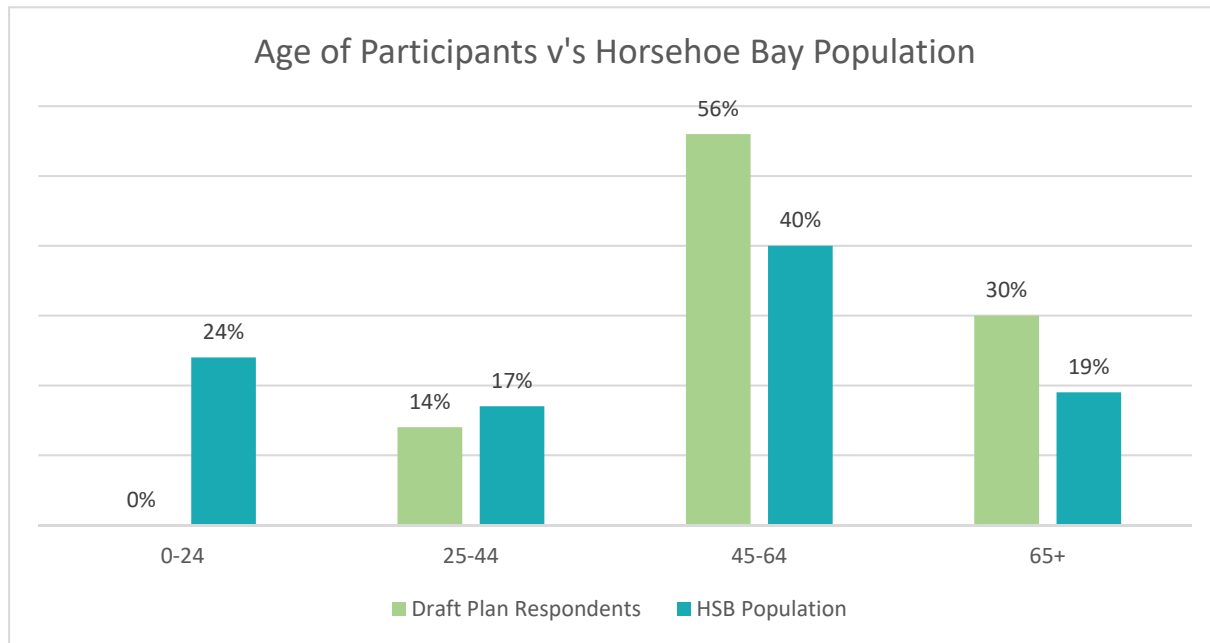
The Draft LAP comment form (delivered through the westvancouverITE system) included optional demographic questions for survey respondents, specifically regarding their relationship to Horseshoe Bay and their age.

132 respondents chose to provide their geographical relationship to Horseshoe Bay. 64% either live, work, or both live and work in Horseshoe Bay. Local focus increases to 84% when those living in other western neighbourhoods are included (e.g., Whytecliff, Sunset Beach, Eagle Ridge, Eagle Harbour, Gleneagles, Caulfeild).

Participants' Place of Work/Residence



For respondents who provided responses to the optional demographic questions (80 respondents), age diversity as it relates to the local community is provided below. Note: due to Covid restrictions, staff were not able to conduct school classroom outreach (as was done in Phases 1 and 2), so there is lower representation of younger residents.



Respondents were also asked where they heard about how to get involved in Phase 4 (80 respondents):

Outreach method	%
District webpage, email and / or e-newsletter	60%
Social media (e.g., Facebook, Twitter, Instagram)	14%
Community associations / memberships	12%
District outreach (e.g., postcard, facility poster, staff)	9%
Word of mouth	5%

5. NEXT STEPS

Many thanks to all those who participated in Phase 4 and shared their comments on the Draft LAP and Design Guidelines. All input received has been carefully reviewed by staff. A finalized Proposed Local Area Plan and Design Guidelines has been prepared and includes many adjustments from the Draft LAP based on community input. The proposed LAP will be presented to Council for consideration of adoption into the District's Official Community Plan. More information about this project, the process to date, and any updates can be found online at <https://www.westvancouverite.ca/plan-hsb>.

