



Engagement Summary Report

March 2020

349 East 6th Avenue

Pre-application Open House Engagement
Winter 2020

Kirk&Co.

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Kirk & Co. is a recognized industry leader in designing and implementing comprehensive public and stakeholder consultation and engagement programs. Utilizing best practices, consultation and engagement programs are designed to maximize opportunities for input, Kirk & Co. independently analyzes and reports on public and stakeholder input.

The views represented in this engagement summary report reflect the priorities and concerns of engagement participants. They may not be representative of the views of the public and other stakeholders because participants self-selected into the 349 East 6th Avenue community engagement, and therefore do not reflect a random sample.

Contents

- 1.0 Background** 01
- 2.0 Community Engagement: February – March, 2020** 02
 - 2.1 Purpose 02
 - 2.2 Engagement Participation 03
 - 2.3 Engagement Topics 03
 - 2.4 Notification 04
 - 2.5 Engagement Methods 04
 - 2.5.1 Door-to-Door Engagement 04
 - 2.5.2 Open House 04
- 3.0 What We Heard** 05
 - 3.1 Pre-application Open House Comment Card Feedback 06
 - 3.2 Mini Survey 11

- Appendix 1**
Notification Materials
- Appendix 2**
Open House Comment Card
- Appendix 3**
Mini Survey

1.0

Background

In partnership with BC Housing and Wall Financial Corporation (WFC), Brightside is pursuing an opportunity to develop 349 East 6th Avenue, adjacent to our Mount Pleasant Lions Manor building at 325 East 6th Avenue. The proposal is to replace the existing 36 units at 325 East 6th Avenue with approximately 82 units of social housing for seniors and families at 349 East 6th Avenue to add much needed social housing.

Mount Pleasant Lions Manor (325 East 6th Avenue)

Constructed in 1975, Brightside's Mount Pleasant building is located at 325 East 6th Avenue. Mount Pleasant Lions Manor is a two-storey wood-framed building with a total of 36 homes. All current residents are seniors. Our priority is to ensure we're able to meet the needs of current and future residents in the long-term. Although Brightside has taken steps to maintain the property at a high standard, it is aging and does not offer accessibility features such as an elevator, often required for seniors aging-in-place.

349 East 6th Avenue

The building at 349 East 6th Avenue is currently owned by WFC. BC Housing and WFC collaboratively acquired the property at 349 East 6th Avenue, next to Brightside's existing property. Working with Brightside, the parties have come to an agreement that would result in the development of a new building at 349 East 6th Avenue to be owned and operated by Brightside. With this plan, Brightside would be able to add much needed social housing in the area in the form of a new, updated building. Brightside would also be able to limit the disruption to existing residents next door who will be welcomed to the new building at their current rent calculation based on income.

Key project goals include:

- Provide additional secured, affordable non-market housing to residents of Vancouver in a period of crisis.
- Provide accessible housing for families, seniors, and people with disabilities.
- Create opportunities for a social community to grow and foster a sense of ownership and pride.
- Establish distinctive and active places, where connections to life, culture, and identity can flourish.
- Design indoor and outdoor spaces that are robust, beautiful, and connected to their context.
- Achieve a sustainable building with a lighter carbon footprint.

2.0

Community Engagement: February – March, 2020

2.1 PURPOSE

The community engagement process was designed to give the community an opportunity to provide input on Brightside’s preliminary plans to develop the property at 849 East 6th Avenue, prior to submitting a formal rezoning application to the City of Vancouver.

Input received through this community engagement will be shared with the City of Vancouver and will be considered, along with technical and financial information, as Brightside advances the development through design and City planning.

We are here



2.2. ENGAGEMENT PARTICIPATION

There were a total of **120 participant interactions** during the community engagement:



6

mini surveys were received
(3 online and 3 emailed at
east6th@brightsidehomes.ca)



60

people attended the pre-application
open house



42

pre-application open house
comment cards were received
(25 hard copy, 16 online and
1 via email)



28

neighbouring buildings were visited
through door-to-door engagement



5

people provided feedback and
requested information through the
project email and phonenumber

2.3. ENGAGEMENT TOPICS

Community engagement provided information about Brightside and details of the proposal for 349 East 6th Avenue, including the need to better meet the aging-in-place needs of seniors and to increase the number of sustainable affordable rental homes for seniors and families. Brightside also shared information about offering residents the opportunity to move into 349 East 6th Avenue at the same rent calculations.

Open house display boards had information about the development process, building and unit design, landscape concept, and seniors and family rental housing needs in Vancouver.

Feedback topics included:

- Design features (community spaces, vehicle and bike parking, unit types and layout, balconies and landscaping).
- Increasing the number of social housing units for seniors and families in the community.
- Common areas and community spaces.
- Environmental sustainability.

There was also an opportunity to provide additional feedback on the mini survey, as well as the pre-application open house comment card.

2.4. NOTIFICATION

Notification activities to inform the community about consultation opportunities included:



Postcards

Canada Post mail-out to 3,943 residents



Stakeholder emails

423 emails to stakeholders



Social media

3 tweets: Brightside, Urban YVR and the City Duo Blog, 2 Facebook posts: LandlordBC, Urban YVR



Online

The open house invitation was shared on Brightside's website brightsidehomes.ca/news-events/open-house-349-e-6th

A copy of the notification materials can be found in Appendix 1.

2.5. ENGAGEMENT METHODS

2.5.1. DOOR-TO-DOOR ENGAGEMENT

On February 12, Brightside visited 28 buildings, mostly low-rise apartments, near the project to hear any initial comments, answer any questions and to gather feedback. Mini surveys with pre-application open house details were left behind at homes where residents were unavailable. These could be submitted via email or mail or completed online at ca.research.net/r/east6th.

2.5.2. OPEN HOUSE

The open house allowed community members to speak with the project team and ask questions about the development. Display boards were set up around the room to facilitate discussion. Hard copy comment cards were available and attendees were encouraged to complete the comment cards during the session, at home or online. Participants had until March 16, 2020, to provide comments.

Date	Time	Location	Attendance
Monday, March 2	5:00 PM – 7:30 PM	Creekside Community Centre	60

3.0

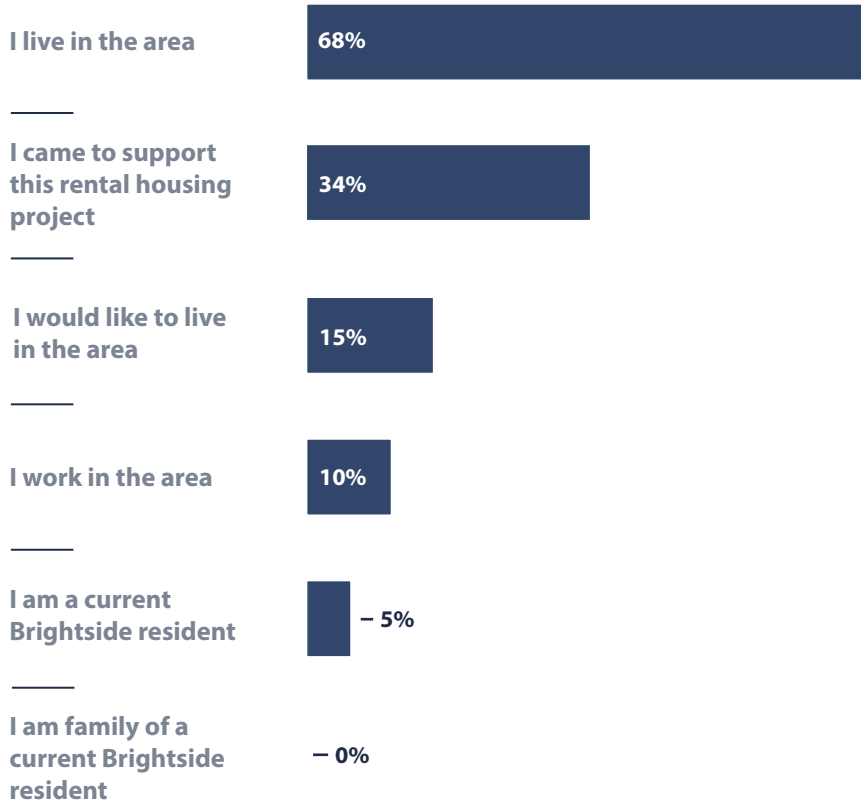
What We Heard

Please note that not all respondents answered every question. Quantitative results are displayed by number of selections, and some totals may not add to 100% due to rounding. The total number of mentions for qualitative data may exceed the total number of respondents as participants may have commented on more than one topic.

3.1. PRE-APPLICATION OPEN HOUSE COMMENT CARD FEEDBACK

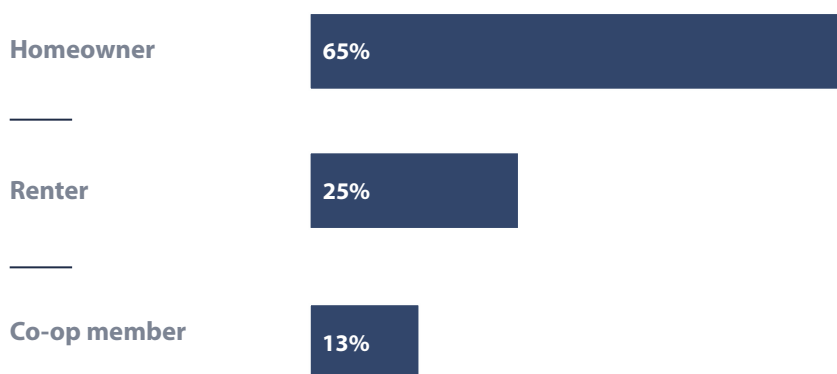
The following are summary results from the **42 feedback forms** received online, in hard copy, and via email.

1. Please select all options that apply to you:



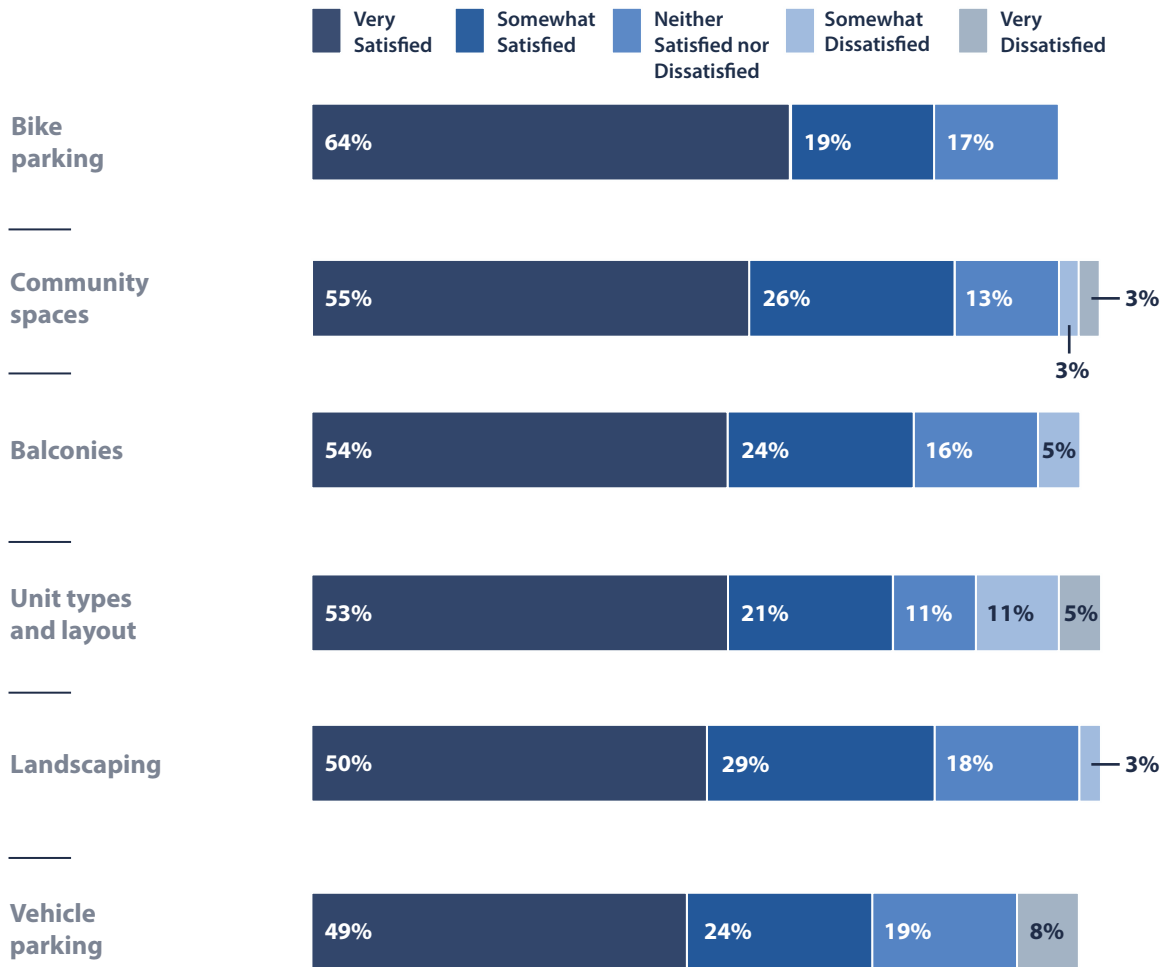
Total responses: 41

2. Are you a homeowner, renter or co-op member?



Total responses: 40

3. How satisfied are you with our efforts to incorporate the following design features into the proposed project?



Total responses: 38

3a. If you are dissatisfied with a feature, please explain why:

Key themes (14 responses)	Number of mentions
Participants expressed concerns regarding proposed building height, including setting precedent in the neighbourhood, not being consistent with surrounding buildings and increasing traffic.	9
Participants provided suggestions on project design, including the addition of townhouses, open concept units, larger units, and tucked-away kitchens.	3
A participant noted they want more green spaces and larger outdoor spaces per unit.	1
A participant requested building ample parking, as street parking is limited.	1

4. Are there any areas where you see room for improvement?

Key themes (22 responses)	Number of mentions
Participants expressed concerns regarding building height, including not being consistent surrounding buildings.	10
Participants expressed support for the project, including adding much needed rental housing units to the area.	2
Participants noted they would support adding height to the building i.e. 15 – 20 storeys to provide more affordable housing.	2
Participants provided suggestions related to design, including: less storage and more living space, and making the building more visually appealing.	2
Participants provided suggestions related to sustainability initiatives, including: measures such as LEED or Passive House, and building ventilation.	2
A participant provided suggestions to encourage community-building, including a shared library, and community notice board.	1
A participant noted that they would like a Brightside building in Gastown or Strathcona.	1

5. Please let us know how you feel about the following statements:



It is important that all Brightside residents at 325 East 6th Avenue have the opportunity to move into the new building next door once it's complete at the same rental calculation.



The environmental sustainability of a redevelopment project is important.



Increasing the amount of affordable rental homes for families in the area is important.



Increasing the amount of affordable rental homes for seniors in the area is important.



Ample common areas and community spaces for community gardens and social gatherings are important.



Redevelopments should foster senior renters' ability to age-in-place.



Total responses: 40

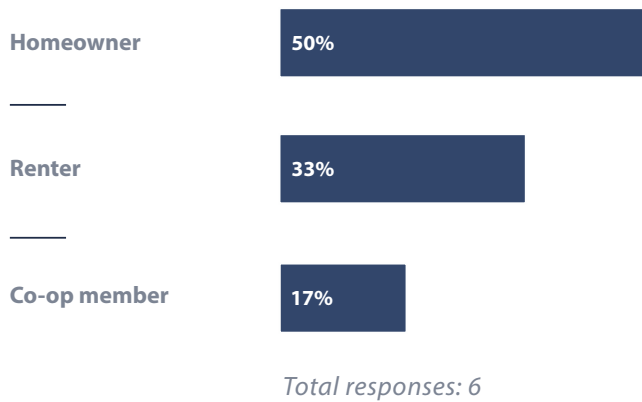
6. Please provide us with any additional comments:

Key themes (25 responses)	Number of mentions
Participants expressed concerns about building height, including setting precedent in the area, increasing traffic and neighbourhood fit.	9
Participants expressed support for increasing the number of affordable rental homes in the neighbourhood.	5
Participants expressed support for the project in general, including neighbourhood fit.	4
Participants stressed the importance of environmental sustainability, including tree retention.	3
Participants provided suggestions related to design and amenities, including increasing unit size, adding a steam room or hot tub, improving unit layout and exterior materials.	3
Participants noted that they would support even more height to allow for more affordable homes in the neighbourhood and given location due to the upcoming Broadway Subway.	2
A participant expressed support for features, including the amount and layout of vehicle parking, scooter parking, and rooftop amenity.	1
A participant suggested that Brightside help with community co-ops in increasing the amount of affordable housing.	1
A participant noted that affordable housing should be built further from Main Street given the popularity of the area.	1

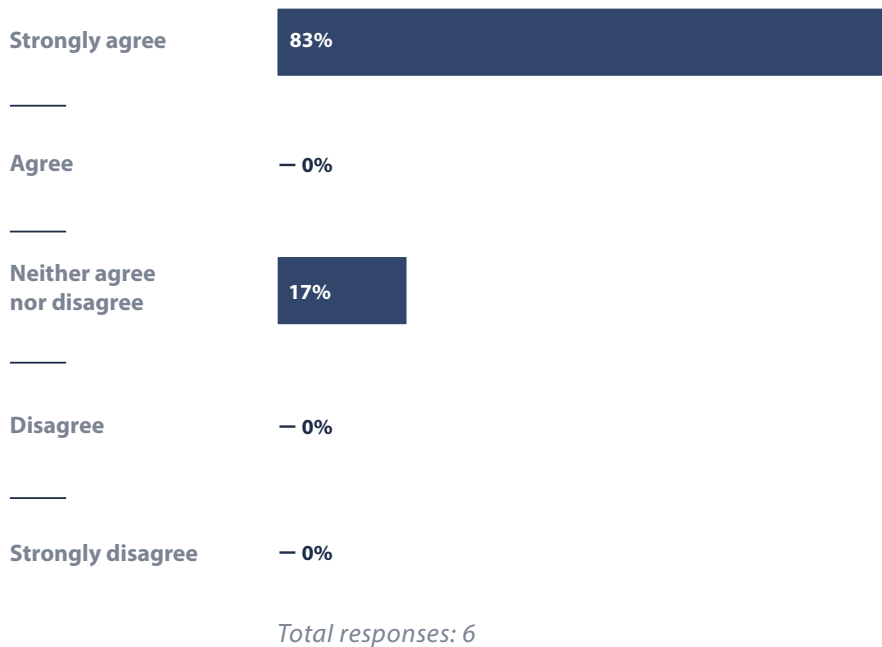
3.2. MINI SURVEY

Brightside also developed a mini survey ahead of the pre-application open house to gather community feedback ahead of starting the formal consultation process and to provide information to neighbours about the proposal.

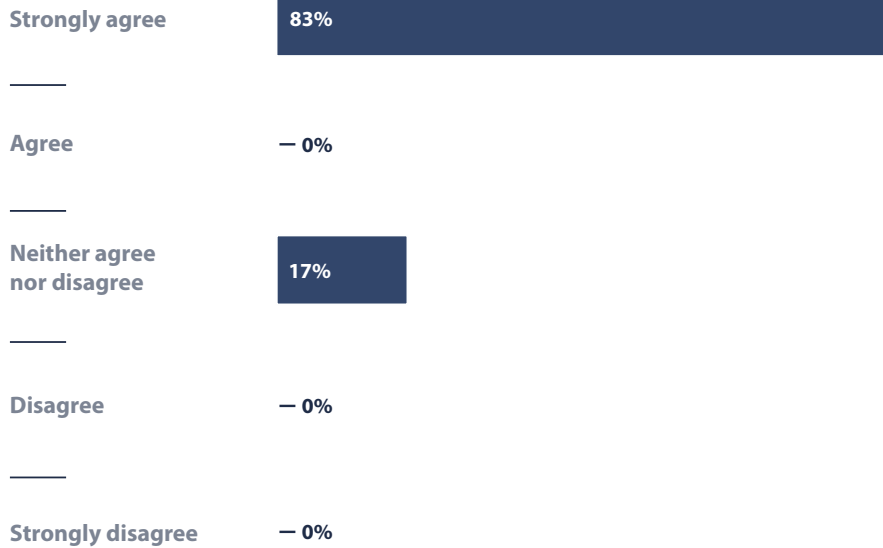
1. Are you a homeowner, renter or in co-op housing?



2. I am supportive of increasing the number of affordable rental homes in the community.



3. The environmental sustainability of a redevelopment project is important.



Total responses: 6

4. Do you have suggestions or specific things you consider important regarding this project?

These themes include the 4 emails, as they were received in February, 2020, before the information from the open house was available for review.

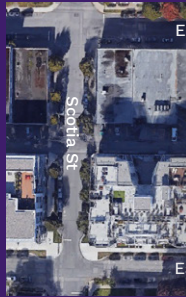
Key themes (6 responses)	Number of mentions
Participants requested information about the projects, including project height, setbacks and construction timelines.	3
A participant suggested adding garden space.	1
A participant expressed support for the project, family and seniors housing in particular.	1
Participants expressed support for the project.	1

Appendix 1

Notification Materials

PLEASE JOIN US

Brightside Community Homes Foundation is pleased to invite you to a pre-application open house to introduce a preliminary proposal to the community and to seek early community input for **349 East 6th Avenue.**



In partnership with E...
is pursuing an oppor...
proposal is to replac...
with approximately 8...
families at 349 East

Key City of Vancouve...
Mount Pleasant Com



The Open House will be held on:

Monday, March 2, 2020
5:00pm – 7:30pm

**Creekside Community Centre
Multipurpose Room 4
1 Athletes Way, Vancouver, BC V5Y 0B1**

Light refreshments will be provided

This is not a City of Vancouver event. If a rezoning application is subsequently submitted to the City, there will be an official City-led public consultation process including a City-hosted open house with a detailed description of the application completed with a scale model.


**For Further Information: Melanie Belanger-Finn,
604.831.7448 or east6th@brightsidehomes.ca.**

brightsidehomes.ca

Social media

City Duo @City_Duo

#Vancouver's New Bright Partnership Hopes To Restore The Pride Of Mount Pleasant
 #VanHouseing #VanRE @BrightsideHomes @BC_Housing cityduo.wordpress.com/2020/02/21/van



PLEASE JOIN US

Brightside Community Homes Foundation is pleased to invite you to a pre-application open house to introduce a preliminary proposal to the community and to seek early community input for **349 East 6th Avenue**.

In partnership with BC Housing and Wall Financial Corp., Brightside is pursuing an opportunity to develop 349 East 6th Avenue. The proposal is to replace the existing 36 units at 325 East 6th Avenue with approximately 83 units of affordable housing for seniors and families at 349 East 6th Avenue.

Key City of Vancouver policy relevant to the proposal is the Mount Pleasant Community Plan.

Brightside

9:19 AM · Feb 21, 2020 · WordPress.com

2 Retweets 3 Likes

LandlordBC February 13 ·

On March 2nd at 5pm, join Brightside Community Homes Foundation for a pre-application open house for 349 East 6th Avenue. The project will add over 80 units of affordable housing for seniors and families. For more information visit: <https://brightsidehomes.ca/news-events/open-house-349-e-6th>



PLEASE JOIN US Brightside

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City of Vancouver policy relevant to the proposal is the Mount Pleasant Community Plan.

**Further Information: Melanie Belanger-Finn,
 604.831.7448 or east6th@brightsidehomes.ca.**

Brightside

Like Comment Share

Brightside Community Homes Foundation @BrightsideHomes

Brightside is holding a Pre-Application Open House for 349 E 6th Ave. Join us on Mar. 2, 2020 from 5:00-7:30 pm. Our proposal would add 80+ affordable rental homes to the Mt. Pleasant neighbourhood. Open House venue is the Creekside Community Centre.



PLEASE JOIN US Brightside

Brightside Community Homes Foundation is pleased to invite you to a pre-application open house to introduce a preliminary proposal to the community and to seek early community input for **349 East 6th Avenue**.

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Key City of Vancouver policy relevant to the proposal is the Mount Pleasant Community Plan.

**For Further Information: Melanie Belanger-Finn,
 604.831.7448 or east6th@brightsidehomes.ca.**

Brightside


3:32 PM · Feb 13, 2020 · Twitter Web App

7 Retweets 12 Likes

URBAN YVR Urban YVR is at Mount Pleasant. February 17 · Vancouver, BC ·

Brightside Homes is planning to redevelop the Mount Pleasant Lions Manor on East 6th Avenue, and a pre-application open house is planned for March 2.

The foundation is partnering with **Wall Financial Corporation** and BC Housing to replace 36 units at 325 East 6th Avenue (Lions Manor) with approximately 82 new affordable rental homes, targeted at families and seniors, in a new building at 349 East 6th Avenue, on the current site of the Landmark House, a 23-suite strata building built in 1975.



URBANYVR.COM
Brightside plans redevelopment of Mount Pleasant Lions Manor - urbanYVR

1 Like 1 Comment 1 Share

Like Comment Share

Appendix 2

Open House Comment Card

We Value Your Opinion

349 East 6th Avenue Development Comment Card

Prior to submitting a formal rezoning application to the City of Vancouver, Brightside Community Homes Foundation (Brightside), in partnership with BC Housing and Wall Financial Corp., would like your input on their preliminary plans to develop the property at 349 East 6th Avenue, adjacent to our Mount Pleasant building at 325 East 6th Avenue. The proposal is to replace the existing 36 units at 325 East 6th Avenue with 82 units of affordable housing at 349 East 6th Avenue for seniors and families struggling to meet the demands of market housing. We welcome your input at this early stage.

1. Please select all options that apply to you:

- | | | |
|---|--|---|
| <input type="checkbox"/> I live in the area | <input type="checkbox"/> I am family of a current Brightside resident | <input type="checkbox"/> I work in the area |
| <input type="checkbox"/> I am a current Brightside resident | <input type="checkbox"/> I came to support this rental housing project | <input type="checkbox"/> I would like to live in the area |

2. Are you a homeowner, renter or co-op member?

- | | | |
|------------------------------------|---------------------------------|---------------------------------------|
| <input type="checkbox"/> Homeowner | <input type="checkbox"/> Renter | <input type="checkbox"/> Co-op member |
|------------------------------------|---------------------------------|---------------------------------------|

3. How satisfied are you with our efforts to incorporate the following design features into the proposed project?

	Very Satisfied	Somewhat Satisfied	Neither Satisfied nor Dissatisfied	Somewhat Dissatisfied	Very Dissatisfied
Community spaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vehicle parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bike parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Unit types and layout	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Balconies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Landscaping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3a. If you are dissatisfied with a feature, please explain why:

4. Are there any areas where you see room for improvement?

5. Please let us know how you feel about the following statements:

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Increasing the amount of affordable rental homes for seniors in the area is important.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increasing the amount of affordable rental homes for families in the area is important.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Redevelopments should foster senior renters' ability to age-in-place.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is important that all Brightside residents at 325 East 6th Avenue have the opportunity to move into the new building next door once it's complete at the same rental calculation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ample common areas and community spaces for community gardens and social gatherings are important.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The environmental sustainability of a redevelopment project is important.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Please provide us with any additional comments:

Contact information:

Name _____

Address or Postal Code _____

Phone _____

Email _____

Would you like us to provide you with future updates on the proposal for 349 East 6th Avenue? If so, please be sure to provide your email above.

Yes

No

Thank you! Please return your comment sheet to the open house registration table.

You may also send your comments to Melanie Belanger-Finn (by email or mail) prior to March 16.
Email: east6th@brightsidehomes.ca | Address: 905 W Pender St #300, Vancouver, BC V6C 1L6
These questions are also available online at: ca.research.net/r/east6thopenhouse

Brightside Community Homes Foundation

#300-905 West Pender Street,
Vancouver, B.C. V6C 1L6

604.684.3515
brightsidehomes.ca

Appendix 3

Mini Survey

About 349 East 6th Avenue

Brightside is one of Vancouver's longest standing non-profit societies, with over 64 years of experience providing affordable housing to seniors, families and people with disabilities. We are committed to providing safe and secure homes for those struggling to meet the demands of market housing, and are working towards a future where people of all income levels live within a vibrant and healthy community.

In partnership with BC Housing and Wall Financial Corp., Brightside is pursuing an opportunity to develop the building located at 349 East 6th Avenue, adjacent to our existing building at 325 East 6th Avenue, and we want to share some information with you.

The project proposal would:

- replace 36 older units at 325 East 6th Avenue with approximately 82 new and more environmentally sustainable affordable rental homes for families and seniors at 349 East 6th Avenue;
- better meet the needs of seniors to age in place with a more accessible building;
- provide indoor and outdoor amenity space;
- increase the unit mix, allowing families to move in as well as seniors;
- offer every resident of 325 East 6th Avenue the opportunity to move next door at their existing rent calculation once the development at 349 East 6th Avenue is complete;
- provide moving support to residents moving from 325 East 6th Avenue into 349 East 6th Avenue.

Since the project is in the early stages of a rigorous City process, the final design has not been determined yet. We will be able to provide more information at our pre-application open house: Monday, March 2, 2020, 5pm – 7:30pm, Creekside Community Centre, Multipurpose Room 4, 1 Athletes Way, Vancouver, BC.

If you have any questions or comments or would like to sign up for project updates, please contact us at east6th@brightsidehomes.ca.



The project design process is subject to the City’s requirements and stringent review process. However, we also wish to understand and obtain the input of our neighbours at this early stage. Please take a moment to respond to the following short survey:

Name _____ Postal Code _____

Email _____

Would you like to receive project related updates via email?
(please provide above)

Yes

No

Are you a homeowner, renter or in co-op housing?

Homeowner

Renter

Co-op housing

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
I am supportive of increasing the number of affordable rental homes in the community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The environmental sustainability of a redevelopment project is important.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Do you have suggestions or specific things you consider important regarding this project?

These questions are also available online at: ca.research.net/r/east6th

You can scan or take a photo of this card and send to east6th@brightsidehomes.ca or mail to Brightside Homes 905 W Pender St #300, Vancouver, BC V6C 1L6.

If you have any questions or comments, please contact us at east6th@brightsidehomes.ca.



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