



*Artist's rendering, subject to change*

# Engagement Summary Report

## March 2020

**MacLeod Manor**  
**8725 French Street**  
Pre-application Open House Engagement  
Winter 2020

# Kirk&Co.

## **ABOUT KIRK & CO. CONSULTING LTD.**

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.

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*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 MacLeod Manor community engagement, and therefore do not reflect a random sample.*

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# 1.0

## Background

Brightside Community Homes Foundation is proposing to redevelop its MacLeod Manor building, located at 8725 French Street, to ensure we're able to meet the needs of current and future residents in the long-term. The proposal is to replace the existing 46 units with 94 units of below-market rental housing for seniors and families.

In 2013, Brightside purchased MacLeod Manor, located at 8725 French Street in the Marpole neighbourhood. MacLeod Manor is a three-storey wood-framed building with a total of 46 studios, one-bedroom and two-bedroom suites for seniors, families, and people with disabilities.

Although Brightside has taken steps to maintain the property at a high standard, it is aging and does not offer accessibility features, often required for seniors aging-in-place. Our plan is in line with City and provincial housing strategies, helping to add desperately needed affordable rental suites in Vancouver for seniors and families.

Key project goals include:

- Provide additional secured, 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 redevelop the property at 8725 French Street, 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 redevelopment through design and City planning.

#### We are here



## 2.2. ENGAGEMENT PARTICIPATION

There were a total of **90 participant interactions** during the community engagement:



**5**

mini surveys were received online



**29**

people attended the pre-application open house



**13**

pre-application open house comment cards were received (12 hard copy and 1 via email)



**38**

neighbouring buildings were visited through door-to-door engagement



**2**

people provided feedback through the project email and phonenumber

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## 2.3. ENGAGEMENT TOPICS

Community engagement provided information about Brightside and details of the proposal for 8725 French Street, 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 resident relocation support and the opportunity to return to MacLeod Manor at Brightside's current rent calculation based on income.

Open house display boards had information about the redevelopment 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 3,954 residents



### Stakeholder emails

394 emails to stakeholders



### Social media

1 tweet: Brightside Homes



### Online

The open house invitation was shared on Brightside's website [brightsidehomes.ca/news-events/open-house-8725-french-street](https://brightsidehomes.ca/news-events/open-house-8725-french-street)

*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 25, 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/8725frenchstreet](https://ca.research.net/r/8725frenchstreet).

### 2.5.2. MARPOLE AREA NETWORK MEETING

On February 4, 2020 Brightside met with the Marpole Area Network to discuss preliminary plans and invite attendees to the pre-application open house.

### 2.5.3. OPEN HOUSE

The open house allowed community members to speak with the project team and ask questions about the redevelopment. 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 23, 2020 to provide comments.

Date	Time	Location	Attendance
Monday, March 9	5:00 PM – 7:30 PM	Marpole Oakridge Community Centre	29

## 3.0

# What We Heard

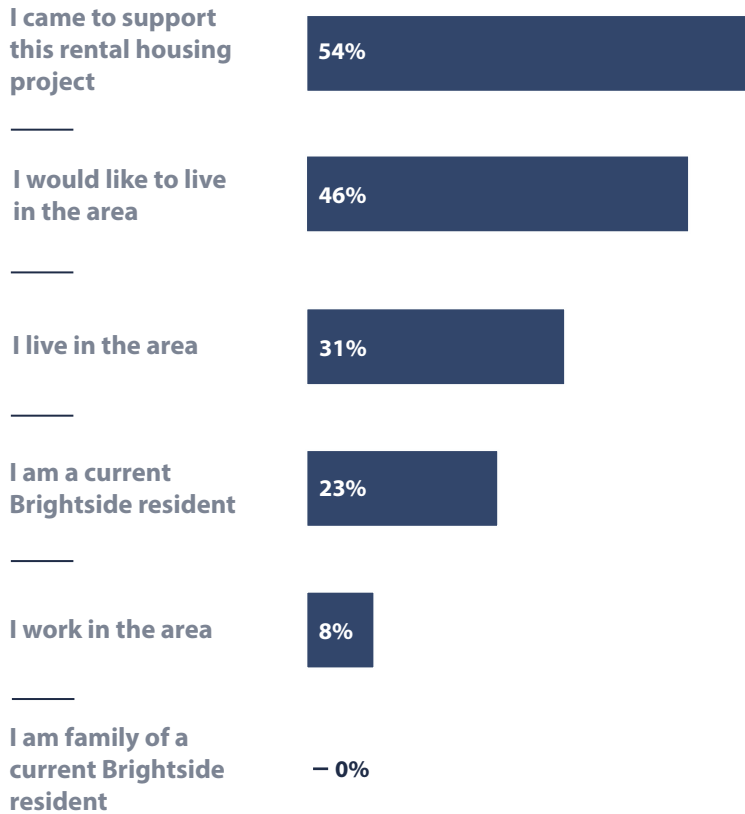
*Please note that not all respondents answered every question. Quantitative results are displayed by number of selections, and some totals may not add to 100% due to rounding. The total number of mentions for qualitative data may exceed the total number of respondents as participants may have commented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



### 3.1. PRE-APPLICATION OPEN HOUSE COMMENT CARD FEEDBACK

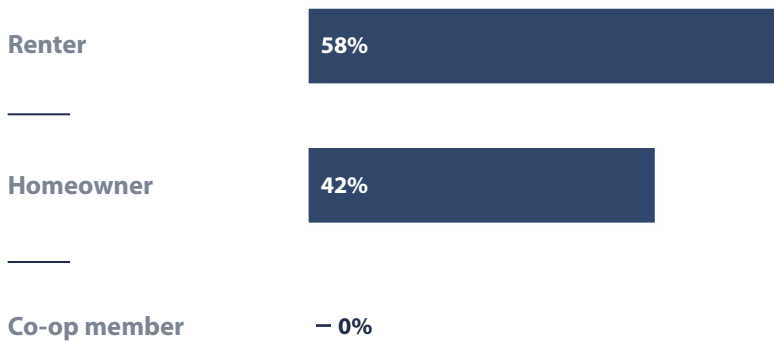
The following are summary results from the **13 feedback forms** received in hard copy and via email.

#### 1. Please select all options that apply to you:



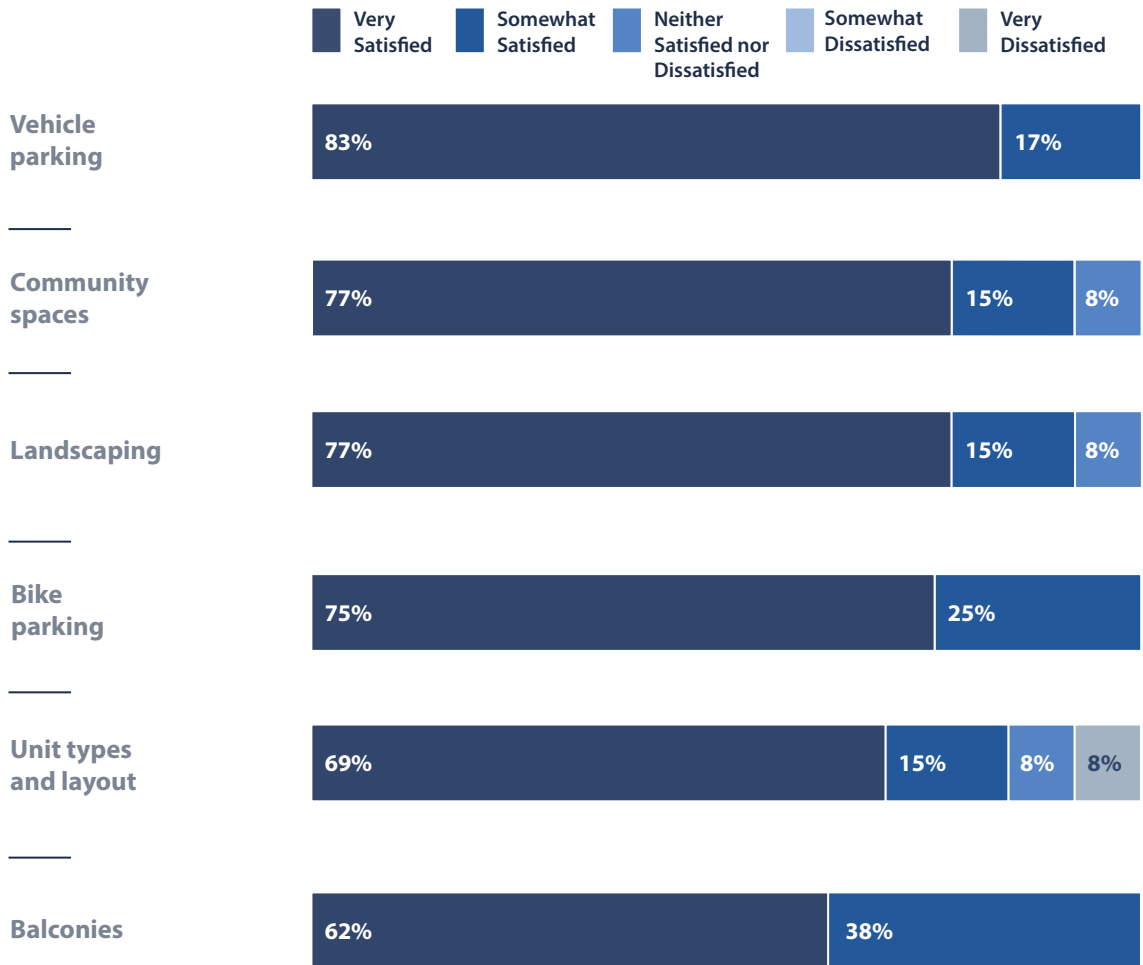
Total responses: 13

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



Total responses: 12

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



Total responses: 13

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

Key themes (5 responses)	Number of mentions
Participants provided suggestions related to project design, including larger community space, in-suite laundry, screen doors for patios, and improved three-bedroom layout.	4
A participant requested allowing pets in the building.	1
A participant expressed concern regarding the concept of purpose built rental.	1

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

Key themes (7 responses)	Number of mentions
Participants provided suggestions related to project design, including bedroom placement for privacy from balconies, adding height and density to allow for more affordable homes, more outdoor amenity space, more three-bedroom units, connecting indoor amenity with outdoor community space, and screens for doors and windows.	5
A participant expressed general support for the project.	1
A participant requested more detail about the laundry facility and security.	1
A participant expressed concerns about the kitchen layout, unit size and prioritizing sustainability over people.	1

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



Increasing the amount of social housing for seniors in the area is important.



Increasing the amount of social housing for families in the area is important.



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



It is important that all existing residents have the opportunity to return to the Brightside facility once complete at Brightside's rental calculation based on income.



The environmental sustainability of a redevelopment project is important.



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



Total responses: 13

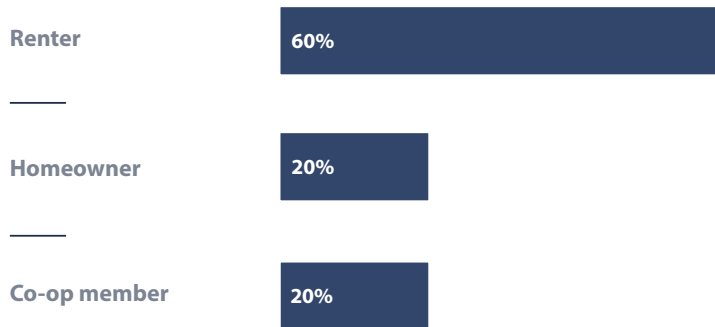
## 6. Please provide us with any additional comments:

Key themes (8 responses)	Number of mentions
Participants expressed support for the project concept and design, including adding more affordable homes, landscaping, the amount of car parking, accessible units, and indoor and outdoor amenity space.	4
Participants provided suggestions related to building design and use, including allowing pets, building according to passive house standards, and allowing residents who do not need subsidized housing.	3
A participant noted that they would support more building height to provide more affordable housing in the area.	1
A participant expressed concerns regarding unit layout and the concept of purpose built rental.	1

### 3.2. MINI SURVEY

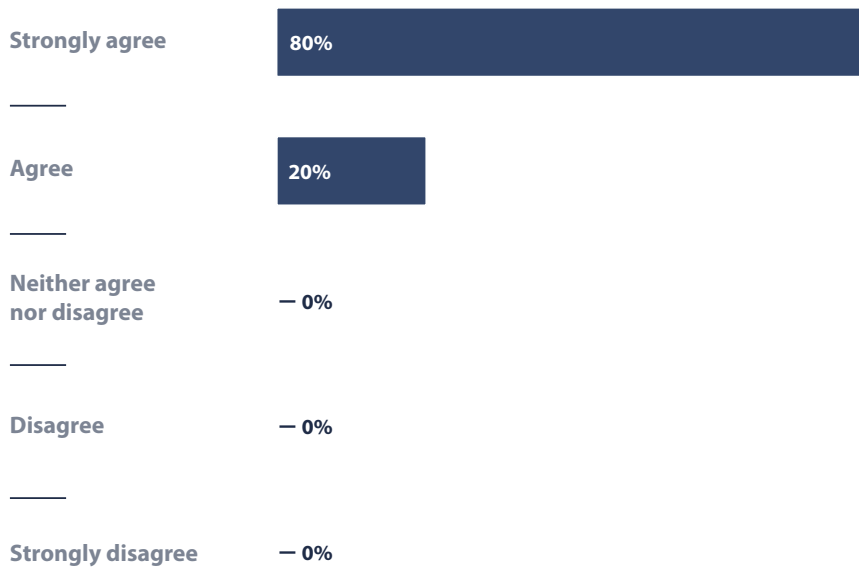
Brightside also developed a mini survey ahead of the pre-application open house to gather community feedback ahead of starting the formal consultation process and to provide information to neighbours about the proposal.

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



Total responses: 5

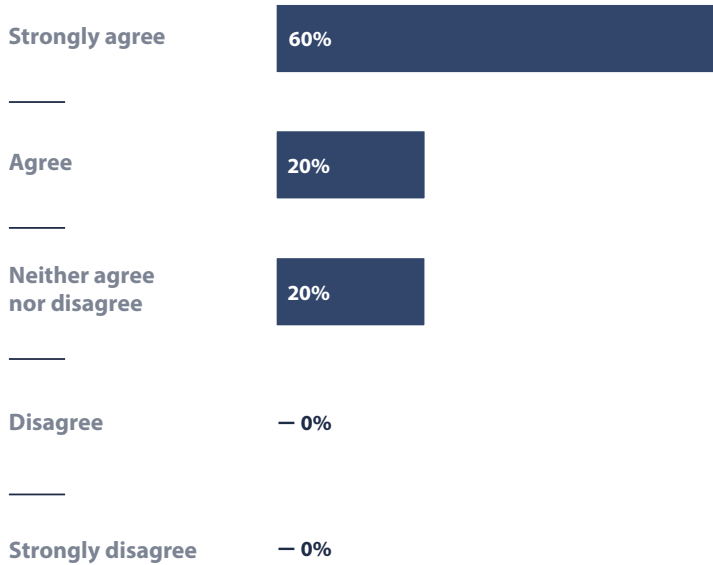
#### 2. I am supportive of increasing the number of affordable rental homes in the community.



Total responses: 5



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



Total responses: 5

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

These themes include the email and phone call, 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 project, including project height, setbacks and construction timelines.	3
Participants expressed support for the project.	2
A participant suggested adding garden space.	1

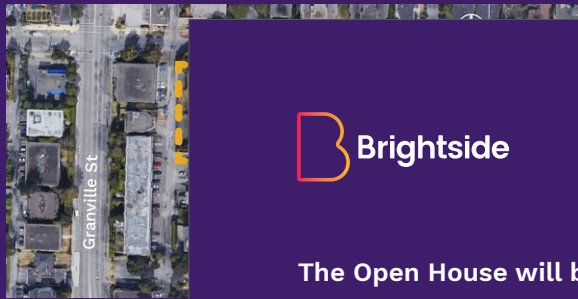
# **Appendix 1**

## Notification Materials

Postcard

# 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 **8725 French Street.**



Brightside intends to develop a new residential building at 8725 French Street. The building will consist of 94 units of diverse housing types.

Key City of Vancouver  
Marpole Community



## The Open House will be held on:

Monday, March 9, 2020  
5:00pm – 7:30pm

**Marpole Oakridge Community Centre  
Auditorium**  
990 West 59th Ave, Vancouver, BC V6P 1X9

*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 frenchstreet@brightsidehomes.ca.**

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[brightsidehomes.ca](http://brightsidehomes.ca)

## Social media

 **Brightside Community Homes Foundation**  
@BrightsideHomes

Our Pre-application Open House for 8725 French Street is coming up! Join us on Monday, March 9 from 5:00-7:30pm, at the Marpole-Oakridge Community Centre to learn more about our redevelopment proposal to increase affordable housing in Marpole.



12:15 PM · Mar 6, 2020 · [Twitter Web App](#)

6 Retweets 6 Likes

## **Appendix 2**

Open House Comment Card

# We Value Your Opinion

## 8725 French Street Redevelopment Comment Card

Prior to submitting a formal rezoning application to the City of Vancouver, Brightside Community Homes Foundation (Brightside) would like your input on their preliminary plans to redevelop the property at 8725 French Street, Vancouver. The proposal is to replace the existing 46 units at 8725 French Street with 94 units of social housing for seniors and families. 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:

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

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**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 social housing 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 social housing 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 existing residents have the opportunity to return to the Brightside facility once complete at Brightside's rental calculation based on income.	<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"/>



# **Appendix 3**

## Mini Survey

# About MacLeod Manor

## 8725 French Street

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.

Brightside is proposing to redevelop its MacLeod building in the Marpole area and we wanted to share some information with you.

Our proposal would:

- replace 46 older units with 94 new and more environmentally sustainable affordable rental homes for families and seniors;
- better meet the needs of seniors living independently to age in place with a more accessible building;
- provide indoor and outdoor amenity space;
- offer residents of MacLeod Manor the opportunity to return at Brightside's rental calculation once the development is complete;
- support all residents during the relocation period to find suitable accommodation.

Since we are 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 9, 2020, 5:00pm – 7:30pm, Marpole Oakridge Community Centre, Auditorium, 990 West 59th Ave, Vancouver, BC.

**If you have any questions or comments or would like to sign up for project updates, please contact us at [frenchstreet@brightsidehomes.ca](mailto:frenchstreet@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?

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These questions are also available online at: [ca.research.net/r/8725frenchstreet](https://ca.research.net/r/8725frenchstreet)

You can scan or take a photo of this card and send to frenchstreet@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 frenchstreet@brightsidehomes.ca.**



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