

- Two Focus Group Sessions. These sessions focussed discussion on questions about various aspects of creating a successful City Centre. Ideas generated out of this discussion were noted (see Appendix II - flip chart results of these sessions);
- Three trivia contests. These contests were held throughout the day to raise awareness about the many positive attributes and little known facts about Surrey and its City Centre;
- An interactive 3-D computer model of Surrey's City Centre. This model was available for participants to work with a computer-mapping expert to compare the impact of different building forms from various vantage points;
- A preference survey of different urban building form examples from around the lower mainland and of different public spaces from around the world;
- A community mapping exercise to identify the key thing that people would change about the area; and
- A public survey that was also published City wide.

Subsequent to the Ideas Fair, workshops were held to present the results of the background research, the survey, the focus group sessions, the preference surveys, and the mapping exercise. A market workshop was also held to generate a range of opinions from three market experts on forecasts for residential retail, and office development in Surrey City Centre.

DISCUSSION

The background research, which was conducted as part of Phase I, was organized into nine topics and the results of each review are summarized in Corporate Report No. C020 (Appendix I). The results of the work conducted since this background research, to complete the first phase of work, are summarized below.

Public Survey

A City wide public survey was published in local newspapers, distributed at the Ideas Fair and posted on the City's web site. The purpose of the survey was to raise awareness about the Surrey City Centre Plan Update, to obtain feedback and ideas for consideration in this review, and to invite participation on an Advisory Committee to be formed to participate in reviewing and providing feedback on the remaining phases of this process.

There were 126 valid surveys returned, with seven from respondents living outside of the City of Surrey. In addition to information about the respondents, the survey questions were divided into two sections: one asked respondents to rate the importance of a series of urban features and the second asked open questions.

Respondents were asked to rate the importance of a series of urban features relating to:

- housing and land use;
- parks and recreation/civic facilities;
- built environment and sustainability; and
- transportation and accessibility.

The ratings ranged from very important, important, neutral, unimportant, very unimportant, and no opinion. All of the urban features identified were supported by at least 72% of the respondents as being important or very important. The features that were identified as important or very important by over 90% of the respondents all related to the design of streets (i.e., design streets to be safe, streets that are designed to be comfortable for pedestrians, and access for people with scooters, baby carriages, shopping carts, and for people in wheelchairs). The feature that received the lowest support (72% thought it was important or very important) was for the preservation of views.

The last section of the survey asked several open ended questions including "What Do You Like Most About the City Centre?" and "What would you change or improve about the City Centre?" Appendices III and IV summarize the results of the survey.

The following key themes emerged for what people liked the most about the City Centre:

- 27% liked the proximity to amenities and services, which are considered affordable and wide ranging, with an emphasis on the importance of civic facilities;
- 26% felt that there was good access to and from the area, particularly by transit;
- 23% thought that there was good design being incorporated into the newer buildings, including the renovated Central City Mall, Central City Tower and Simon Fraser University, Surrey Campus; and
- 11% liked the green, family-oriented ambiance of the City Centre area.

Suggested changes for the area were categorized into the following themes:

- 21 % wanted increased safety features, such as more policing, affordable housing, and lighting to reduce criminal activity and homelessness;
- 15% wanted improved and more amenities and services to broaden the range of things to do and places to shop;
- 15% wanted more incentives to encourage development, such as lower development costs, higher densities, and other incentives;
- 14% wanted further improvements to transportation access to the area through increased transit service, better access for vehicles and pedestrians, improved parking, and improvements to King George Highway; and
- 13% thought it was important to improve the image of the area. Suggestions to do this included cleaning the area up and removing rundown/unsightly buildings.

Ideas Fair – Community Mapping Exercise

At the Ideas Fair, a map was used to prompt people to express their ideas for Surrey City Centre and answer the question: "If I Could Add One Thing...". Appendix V provides

a summary of the responses. While this question was similar to one of the open survey questions, it is estimated that more than 25% of the participants in this exercise were under the age of 13, whereas less than 5% of the survey respondents were under 24 years of age. The responses by this younger group (outlined below) are similar to those of the public survey, which represented an older group, on average:

- 23% wanted improved transportation and access, particularly for pedestrians;
- 20% wanted more amenities, including parks, a better library and more stores;
- 18% identified the need for safety improvements, including housing for the homeless, a reduction in criminal activity, and improved lighting; and
- 11% wanted the ambiance improved with more green areas, cleaner streets and more public gathering activities, such as markets and activities in public squares.

Ideas Fair – Focus Group Sessions

Two focus groups were held in conjunction with the Ideas Fair. Participants included a range of newer and older residents, as well as members of the business community and planners working with the development industry. Discussion topics included:

- Land Use and Housing;
- Parks and Recreation/Civic Facilities;
- Built Environment and Sustainability; and
- Transportation and Accessibility.

Participants were supportive of development in the City Centre, provided it was done in a way that respected existing residents and businesses. There was a general recognition that additional residential and commercial development would bring vitality to the area, opportunities for new businesses and services, and a greater sense of security, due to more "eyes on the street". Participants had a strong interest in overcoming the barrier effect that the major streets in the study area create and would like to see a connected pedestrian and bicycle network with more greenery and public spaces.

There was a consensus that the City Centre should not be designed exclusively for a single "target market", but should be inclusive and provide a variety of housing and service types for a range of incomes and those with special needs. Quality design was considered to be essential for the success of the City Centre. To become a true downtown that would attract visitors and potential residents and office uses, there has to be an emphasis on locating major cultural and recreational facilities in the City Centre. Suggested facilities included sports and leisure facilities, a major library, a performing arts centre, and other entertainment facilities, such as movie theatres, fine restaurants, art galleries and live music venues. Appendix II includes the flip chart graphics generated during the discussion at these sessions.

Market Assessment and Analysis

A half day workshop was held with three market experts, who were asked to assess the market potential for Surrey's City Centre for residential, retail and office uses and answer a set of specific questions provided by City staff. The three experts were Phil Boname,

with Urbanics Consulting Ltd., Jay Wollenberg, with Coriolis Consulting Corporation, and Richard Wozny, with Cushman & Wakefield LePage.

The market experts emphasized and concurred on the following points:

- the need to demand high quality design of buildings and public realm, including an urban quality gathering space;
- a successful downtown needs to have the types of public facilities that will add to the live and work components of an urban area to provide a richer mosaic of attractions, including cultural, educational, entertainment and civic facilities; and
- while the smaller Town Centres should not be starved in favour of the City Centre, the higher order City-wide attractions should be located in Surrey's City Centre.

The key observations made about specific types of land uses are outlined below.

Office Forecasts

- Attracting office uses will be difficult. Only a small percentage of office space in the lower mainland will likely locate in a regional Town Centre (RTC). While Surrey is in a better position than most of the other seven RTCs to attract additional office uses, there is still only a modest amount of office users available;
- Accommodating incremental amounts of office space could be done through multiple use (versus mixed-use) developments. Multiple-use development would allow a smaller, but separate office building on the same site as a high density residential tower (instead of within the same building);
- Focussing on specialized office uses, such as those for medical and educational nodes, may attract more office space in the City Centre. The specific needs of these speciality office uses will need to be accommodated (i.e., floor plate size, ceiling heights, infrastructure requirements, proximity to related uses); and
- Locating office uses close to SkyTrain service is beneficial.

Retail Forecasts

- Focussing retail in specific locations will prevent its dilution and promote its success. This focus will attract better tenants;
- Attracting retail will depend on where population growth occurs. Retail will follow population;
- Locating additional retail at the street level will create vibrant streets;
- Assembling land will help address the retail challenge of existing fractured ownership and lack of space;
- Establishing a link with international retail markets that reflect the emerging multi-cultural character in the area could establish a theme for the City Centre; and
- Requiring compatible retail formats for an urban area can be accommodated by most retailers. There are many examples of how large "Big Box" retailers have adjusted their formats to become more pedestrian-friendly.

Residential Forecasts

Attracting residential uses is not an issue in the current market. No incentives are needed for this type of use as this strong market is not anticipated to change in the near future.

Public Workshops

Workshops were held with the Whalley Business Improvement Association and with a Community Advisory Committee. The background research findings, survey results, and Ideas Fair results were presented, along with a summary of some key themes that emerged through Phase I that should be considered as part of a vision for the development of concept plans. Both groups were then divided into smaller working groups and asked to identify any missing themes and to select their top five vision themes. Appendix VI outlines the themes identified at these workshops as compared with the key themes identified in the early stages of the first phase.

Top Ten Themes

All of the work conducted in Phase I of the Surrey City Centre Plan Update includes ten key themes that should be addressed as part of the vision and planning process. All of the following ten key themes are consistent with Council's 2006 Strategic Topics List.

1. **High Quality Design is Critical**
 - Good design requires very little added cost if incorporated early in the development process;
 - Good design adds value to the area and benefits everyone;
 - Good design should apply to:
 - o Private Development;
 - o Institutional and Civic Facilities; and
 - o Public Realm (Parks, Plazas, Streetscapes).

2. **An Integrated Approach is Needed**
 - Image is a key factor in discouraging development, businesses and residents from locating in the area;
 - Need to emphasize that the focus of this plan process is land use and urban design process, but that it will be integrated with and informed by other parallel initiatives, including:
 - o Social initiatives that are addressing homelessness, crime reduction, and the results of the Urban Enrichment Initiative;
 - o Parks Plans, including the concurrent 2007-2016 Master Plan process and the redevelopment of Holland Park; and
 - o Economic initiatives, including the concurrent Employment Land Strategy;
 - The City will continue to work towards resolving all respective issues beyond the completion of this land use and design process.

3. **Create Walkable Streets/Greenways - Reduce Impact of Arterial Streets**
 - The arterial network is seen as creating significant barriers and impacts;
 - A finer street grid is needed with more and better linkages; and

- Pedestrians, bicyclists, transit users, vehicular traffic and parking all need to be accommodated. Continuous bikeways, greenways, and walking loops are sought.
4. **There Needs to be a "There"**
 - People need a reason to be in Surrey City Centre;
 - Opportunities exist for partnerships with SFU
 - Multiple facilities/attractions are needed, including:
 - o Cultural facilities: Performing arts, art galleries, theatres;
 - o Full service main library with meeting facilities;
 - o City Hall or annex; and
 - o Convention or public assembly facility.
 5. **Sustainability is Not Just a Fad**
 - The time is right to promote green buildings as more and more people prefer to live in a sustainable community;
 - Green infrastructure can reduce long term costs; and
 - Transit Oriented Development is gaining acceptance.
 6. **Don't Try To Do It All At Once**
 - City Centre is too large to develop all at once. Focus on nodes/neighbourhoods and corridors first;
 - Determine where to strategically encourage development first;
 - It may take 30-50 years before a recognized "second downtown" exists; and
 - Need to develop short, medium, and longer term perspectives and priorities.
 7. **The City Centre Needs A Clear Vision**
 - The development of a clear vision for what the City Centre should be, along with clear urban design guidelines will allow for flexibility in land use and density to respond to changes in the market; and
 - The creation of this vision is the first task to undertake with the consultants as part of the next phase in this process.
 8. **Role of Development Authority Raised as Potentially Beneficial**
 - A Development Authority should not be seen as competing with the private sector; and
 - This Authority should focus on "gaps" or things that the private sector is unable or unwilling to address.
 9. **Office Development Will Be Challenging**
 - Consider accommodating office uses through multiple-use development (different uses in different buildings on the same site) in addition to mixed-use development (different uses in same building);
 - Multiple-use development would allow for shorter/smaller buildings to be developed for office uses and this form could share some of the attractive characteristics of business parks in the downtown;
 - There is an opportunity to expand office space as part of major institutions that are employment generators, such as:
 - o Surrey memorial Hospital; and

- o Simon Fraser University, Surrey Campus.

10. **People Want A Natural Feel To The Area**

- Create green, lush streets;
- There were positive responses to development examples with abundant trees and landscaping; and
- Integrate natural features into planning.

NEXT STEPS

Consultants have been selected for the transportation component of the plan update and staff are in the process of selecting the consultants who will focus on the planning, design and market components of the update.

One of the key outcomes of the next phase of this planning process is to address the large area encompassed by the City Centre. On the one hand, a successful "downtown" requires a memorable, identifiable focus or "heart", the overall role and function of which will need to be defined as part of this process. There are also distinct residential neighbourhoods, non-residential nodes, and corridors along major arterials that have distinct roles and character within the larger plan area. The overall concept plan will identify these unique areas and develop policy direction tailored to realizing their potential.

Other key directions to be addressed in the final two stages of the process include the development of means to improve the image of the area, achieve a high quality of development, creating attractive and safe interfaces with adjacent neighbourhoods, provide an attractive and inviting multi-modal transportation network, identify optimal parking standards, and incorporate opportunities for sustainability.

The first task to be undertaken in Phase II/Stage 1 is to develop a vision to provide guidance for the remaining process. The first task that the vision and principles will inform is the development of concept plans that address the findings from the background work conducted to date and the expertise of the consultant/staff team. A series of focused workshops/and meetings will be held to receive input and refine these plan options, which will be evaluated to identify a recommended option.

The results of the Stage 1 work will then be forwarded to Council for review and approval of a preliminary Land Use Concept Plan and authorization to present the new results in a public forum. It is anticipated that these concept plans will be presented to the public prior to the summer break.

CONCLUSION

The results of the background research, public survey, focus group sessions, mapping exercise, market analysis, and stakeholder workshops have identified ten key themes that need to be considered as part of the update to the 1991 Surrey City Centre Plan. Staff will work with the City's consultants, property owners, residents and other stakeholders to develop a vision and principles that will guide the generation of concept plans, leading to a recommended plan. Further reports will be provided to Council at key milestones.

How Yin Leung
Acting General Manager
Planning and Development

LG:saw

Attachments

Appendix I	Corporate Report No. C020 (without attachments)
Appendix II	Focus Group Flip Chart Results
Appendix III	Survey Results – Display Boards
Appendix IV	Survey Results - Summary
Appendix V	Results of Community Mapping Exercise
Appendix VI	Workshop Vision Themes



Corporate Report

NO: C020

COUNCIL DATE: October 30, 2006

COUNCIL-IN-COMMITTEE

TO: Mayor & Council DATE: October 23, 2006
FROM: Acting General Manager, Planning and Development FILE: 6520-20
(Surrey City Centre)
SUBJECT: Surrey City Centre Plan Update - Status Report on Phase I Results

RECOMMENDATION

It is recommended that Council:

1. Receive this report as information; and
2. Authorize staff to proceed with an "Ideas Fair" to receive input from the public on the results of Phase I of the proposed update to the Surrey City Centre Plan.

INTENT

The purpose of this report is to provide Council with the status of updating the 1991 Surrey City Centre Plan. This report is being forwarded to Council in advance of an "Ideas Fair", at which the public will have an opportunity to engage in activities that generate discussion and ideas about the future of Surrey's City Centre.

This report also outlines the results of the background work conducted as part of Phase I of this update process.

BACKGROUND

On July 24, 2006, City Council received Corporate Report No. R172 (attached as Appendix 1) and authorized staff to proceed with a review of the Surrey City Centre Plan. A map of the City Centre area is attached as Appendix 2 to this report.

The approved Terms of Reference for the City Centre review is divided into three phases:

- **Phase I - Analyzing Existing Conditions** - This phase includes background research identifying past and existing conditions in the area. An analysis of existing

- plans, policies, guidelines and development patterns has been conducted. Gathering ideas from the public is also a key objective of Phase I. This will be done, in part, through an "Ideas Fair" and a public survey.
- **Phase II - Developing the Plan** - This second phase will include updating the vision and goals, and developing concept plans based on the findings from the first phase. The conclusion of the second phase is a recommended update to the Surrey City Centre land use concept plan.
- **Phase III - Achieving the Plan** - Phase III will identify methods to realize the objectives of the proposed land use concept. Implementation will include the development of a financial plan (including amenity contributions), updated urban design guidelines, a phasing plan and a transportation and servicing plan.

DISCUSSION

Phase I Background Research Results

The background research which has been undertaken as part of Phase I has been organized into nine topics and the results of each review are summarized below.

1. Social and Community Services

This background study reviewed the demographics of the area, created an inventory of community services, and summarized a range of initiatives that will address identified social issues within the City Centre.

City Centre Community Profile

According to census data, almost 21,000 people lived in the City Centre area in 2001, which represented 6% of Surrey's population. About one-quarter of the residents (23%) are children and youth, which is comparable to Surrey as a whole (29%). 11% of area residents are over 65 years, which is similar to the Surrey average of 10%.

About one-third of City Centre residents (31%) report belonging to an ethnic group that is considered a visible minority, as compared to 37% in Surrey as a whole. 36% of City Centre residents and 37% of Surrey residents speak a mother tongue other than English. 13% of City Centre residents identify their ethnicity as South Asian, 4% as Filipino, 4% as Chinese, 3% as Southeast Asian, 2% as Korean, 2% as Black and 2% as Latin American.

The City Centre area is home to a disproportionate number of low income households, with 33% of households having incomes below the Statistics Canada low income cut-off, compared to 21% of the households in Whalley as a whole, 20% in Newton, 14% in Fleetwood, 10% in Cloverdale and 8% in South Surrey. The Surrey average for low income households is 18%. The average household income in the City Centre is \$43,750 compared to the Surrey average of \$63,197. Three-quarters of City Centre households receive income from employment income (74%), only slightly lower than the Surrey average of 79%.

While the majority of Surrey residents (72%) own their own home, the majority of City Centre residents rent (57%). City Centre residents are more likely to live in apartments (52%) than Surrey residents as a whole (15%). 27% of residents in City Centre live in a single detached house, compared to the Surrey average of 55%. The housing stock in City Centre tends to be older than elsewhere in the Surrey.

A mapping exercise, undertaken as part of the 2005 Whalley Days festival, provided an interesting view into what the community felt the strengths of the City Centre are and what they would like to see in the community in the future. Participants of all ages appreciated the parks and recreation opportunities, public places, the range of stores and services available, access to SkyTrain and local festivals. For the future, most participants were interested in an increased number of commercial services, more activities for youth and seniors, a greater sense of security, improved traffic safety and affordable housing. The results of this exercise are included in Appendix 3.

Community Services in City Centre

The inventory of facilities and offices providing community services, promoting the health and well-being of residents living in the area and throughout Surrey, is extensive and is based on the 2006 South Fraser Regional Directory of Services compiled by Surrey Community Service. These include:

- **Civic Facilities** - Library, recreation centre, parks, a seniors centre, the arts council office and police stations.
- **Facilities for Children and Youth** - Two elementary schools, a high school, fifteen licensed daycares, a youth centre, a family place, three BC Ministry of Children and Family Development offices and two community agencies that provide support services for all ages, including vulnerable children and youth.
- **Social Housing** - A homeless shelter, six seniors housing sites, three non-profit family housing developments and three co-operative housing complexes.
- **Health Services** - A major regional hospital, BC and Canadian cancer agency offices, a public health unit, a Fraser Health Authority addictions and mental health office, a facility with emergency mental health beds, a licensed addictions recovery centre, an Aboriginal addictions recovery house, an HIV/AIDs medical centre, and a for-profit addictions counselling centre.
- **Income, Employment, and Post-Secondary Education Facilities** - Two Ministry of Employment and Income Assistance offices, seven offices offering employment counselling and skills training, and the SFU campus.
- **Community Agencies** - Food Bank, Kla-how-eya Aboriginal Centre, Surrey Community Services Society, and two women's centres. Two faith-based organizations provide non-daily meals for the homeless population.

Social Planning for City Centre

The City Centre Plan Update process is focused primarily on land use planning. To compliment this process, a number of parallel processes are underway, which are more focused on social planning issues. These are described below.

Plan for the Social Well-Being of Surrey Residents

The Plan for the Social Well-Being of Surrey Residents was adopted by Council in February 2006. Actions related to the implementation of the Social Well-being Plan will address social issues throughout Surrey, including in the City Centre Area. An annual report on progress towards the implementation of the Social Plan will be presented to Council in February 2007.

Other Social Planning Initiatives

Current initiatives which are supportive of the goals of the Social Well-being Plan include:

- **Parks, Recreation & Culture and Surrey Public Library Programs** - The City has initiated new programs that specifically target the gaps identified in the social plan related to vulnerable children and youth, ethno-cultural populations and poverty-related issues. The process for the Parks Recreation and Culture Strategic Plan 2007-2017 is also underway, which will examine the future needs of City Centre residents.
- **Child and Youth Friendly Land Use and Design Guidelines** - The Planning and Development Department will be developing recommendations for land use and design guidelines that will contribute to creating a child and youth friendly city.
- **Establishment of a City of Surrey Homelessness Fund** - In July 2006, Council approved in principle the Mayor's Task Force on Homelessness and Housing's recommendation of using the City's Affordable Housing Reserve Fund to establish a City of Surrey Homelessness Fund within an existing foundation. An Interim Advisory Committee is currently being set up to oversee the establishment of this Fund, which will address homelessness and housing related issues in Surrey.
- **Surrey Crime Reduction Strategy** - The Surrey Strategy is modelled after a successful British program that has resulted in significant reductions in crime. The strategy involves the City, the RCMP, the provincial and federal governments and private sector agencies in developing four principles:
 - o to prevent and deter crime;
 - o catch and convict perpetrators;
 - o rehabilitate and reintegrate offenders; and
 - o reduce fear of crime.

- **Mayor's Task Force on Mental Health and Addictions** - The Task Force has brought together representatives from various government agencies to collaborate on finding solutions to emerging addictions and mental health issues in Surrey.
- **Surrey Urban Enrichment Initiative** - The City of Surrey, the federal government and the provincial government are working together to develop solutions to the issues identified in the Social Plan. The objectives of the Initiative are to: stimulate economic growth and create employment opportunities; reduce poverty based homelessness; and improve social and health conditions with a particular focus on addictions. The City Centre area will be the primary geographic focus for the Surrey Urban Enrichment Initiative.

The development of the "Parks, Recreation, and Cultural Strategic Plan for 2007-2016" and implementation of the Plan for the Social Well Being of Surrey Residents, along with other social and community initiatives, will continue to be coordinated with the process to update the Surrey City Centre Plan.

2. **Land Use and Development Activity**

This background study reviewed development activity in the area since 1991.

Residential - After a relatively quiet period in the 1990s, there has been considerable recent interest in residential construction in the City Centre. There were approximately 250 units completed in the study area between 2000 and 2005, including a mix of single detached houses, townhouses and low rise apartments. The Infinity project, which is an ambitious five tower, 1,300 unit residential development with 7,760 square metres of commercial uses at-grade, began construction last year on a site adjacent to the King George SkyTrain station. In June 2006 there were over 30 development applications under review that would potentially yield another 1,290 units in four-storey apartment buildings, 1,280 units in apartment buildings with more than four-stories and 320 townhouse units. Of note is that, with the exception of the Infinity project, there has been minimal residential construction in the core of the study area closest to SkyTrain stations. Building on the work of the Surrey Central Transit Village project, Phase II of the City Centre plan update will identify measures to encourage more residential development in transit-oriented locations.

Commercial - The largest recent investment since the Gateway project has been in the Central City complex, including almost one million square feet of fully leased Class A office space and major renovations to the adjacent shopping mall. A further 250,000 square feet of Class A office space became available at the 104 Avenue Centre in 2005 (at 142 Street), which is just outside the study area, but has an impact on the larger office market in City Centre. There have also been numerous upgrades to existing commercial retail space along King George Highway. Major chains, including Best Buy and the T&T Supermarket, have recently chosen to locate in City Centre, indicating that there is confidence in the growing residential base of the area. Encouragement of additional residential and

employment uses is expected to reinforce this trend towards a diversification of retail and service sectors in the City Centre.

Institutional - The development of the Simon Fraser University (SFU) Surrey campus in the Central City building has provided vitality in the area. It is anticipated that SFU will continue to expand and act as a major catalyst to development in the area in coming years. Currently up to 2,500 full-time students have been approved for the new campus and it is estimated that before 2010, 5,000 additional students may be attending the SFU/Surrey campus. The Fraser Health Authority's plans to expand facilities at Surrey Memorial Hospital, a new ambulatory care centre in the Green Timbers area, and the RCMP's new headquarters adjacent to Green Timbers, will bring more employment to the area. Upgrades have been undertaken at the North Surrey Recreation Centre, the library, and the Sunrise Pavilion Seniors Centre, through the Whalley Enhancement Strategy – a City of Surrey initiative. Other than this, there have been no new cultural facilities, such as movie theatres, art galleries or live performance spaces introduced since 1991. While there is not yet a timeline proposed, the City Centre Library is anticipated to be redeveloped into a large downtown library, which is to be the "flagship" for the entire system, including the library's headquarter operations and support services.

Phase II of the process will seek mechanisms to build upon the current development interest in the City Centre to promote residential and commercial investment, as well as identify opportunities for partnerships to develop civic/institutional amenities.

3. **Regional, Sub Regional and City Development Patterns**

An understanding of development trends within the GVRD, including municipal town centres within Surrey and regional town centres in other municipalities, is needed to understand the impact of potential policy instruments for developing the Surrey City Centre.

Under the Livable Region Strategic Plan, Greater Vancouver's eight Regional Town Centres (RTCs) and Downtown Vancouver are intended to be the primary concentrations of medium-high density residential and commercial development. RTCs have succeeded in capturing a significant portion of recent population growth in the Greater Vancouver region. New development almost doubled the population of RTCs over 15 years, from 71,000 in 1986 to 122,000 in 2001. Over 13% of the GVRD's population now lives in major centres, up from 9% in 1991. Multi-family development in the past four years has been particularly strong in RTCs.

Nevertheless, growth has been stronger in some RTCs, while others are finding it more difficult to attract development. Several RTCs, including Surrey City Centre, must also compete with their own municipal town centres for new residents, including Guildford, Fleetwood, Cloverdale, Semiahmoo, and Newton. Although Surrey City Centre recorded a healthy 32% growth rate between 2001 and 2005, the City as a whole grew 58% and the average GVRD RTC growth rate

was 42%, with several town centres experiencing residential growth in the 50% to 60% range.

With respect to retail space, City Centre has performed relatively well, adding over 1.2 million square feet of retail space in the 1990s, which is comparable to downtown Vancouver and the Coquitlam, Metrotown and Richmond town centres. Only Langley town centre had larger retail growth during this period. This strong overall growth in town centre retail capacity reflects the strong population growth that helps counter competition from large format retail centres.

An important issue in town centre growth has been with the development of office space. None of the region's town centres have done particularly well in this area, due in large part to strong competition from business parks offering office space in lower cost, automobile oriented locations. Over the five-year period from 1996 to 2001, Surrey City Centre employment increased 15%, greater than the regional average of 9%. The introduction of an office tower at Gateway station and almost one million square feet of office space at Surrey Central station in the fully leased Central City tower, has also contributed to above average growth in office jobs in the City Centre. In order to improve the current deficit in the number of jobs compared to the number of residents in the City and to provide local employment opportunities for future residents, continued strong growth in retail, office and institutional employment will be required.

Research indicates that, in addition to lower costs, residents, employers and employees, particularly highly paid knowledge-based employees, will be drawn to town centre locations with attractive urban form, a wide range of personal and business services, and good access by both transit, private, and business vehicles. A challenge in Phase II of the City Centre planning process will be to identify mechanisms for providing preconditions and amenities that will attract developers and businesses.

4. Sustainability Opportunities

The 1991 City Centre Plan, 1996 Official Community Plan and other City policies provide significant support for environmental protection and sustainability. To date, however, there are limited guidelines available to guide development or set targets against which to measure progress in achieving environmental or sustainability goals. As a result, most Surrey City Centre development since 1991 has applied conventional building techniques. The Central City Tower has incorporated a number of energy efficiency features.

A number of pilot projects in support of sustainability have been completed elsewhere in the City since 1991, including private sector facilities such as the Terasen building and public sector facilities, including the East Clayton Neighbourhood Concept Plan, the Semiahmoo Library/RCMP building, the Revenue Canada Building, and the South Surrey Recreation Centre.

Sustainable building and community design is increasingly common in the GVRD, North America and Europe. While the cost of implementing "green" features was once an impediment to developers, recent estimates indicate that, if

incorporated in the initial design phase, a high level of sustainability can be achieved for less than a 5% premium over conventional development techniques. "Green" buildings and communities can have a higher market appeal, particularly to urban professionals who are attracted to regional town centres, and the payback period to recover initial capital investments through reduced operating costs can be as little as five years. The positive response of buyers to East Clayton, Dockside Green in Victoria and the Southeast False Creek sustainable community in Vancouver are signs that the market is shifting rapidly in support of sustainable development.

In Phase II of the plan update process, additional research will be undertaken to complete a "business case" for sustainable development and to identify the most effective policy measures available to support sustainability in the City Centre.

5. **Transportation and Parking**

Transportation and parking are major ongoing concerns in the study area.

Daily traffic on King George Highway, which bisects the study area, exceeds 40,000 vehicles per day while several east-west streets in the study area exceed 20,000 vehicles per day. Combined with the presence of several truck routes bisecting the study area, there are a number of challenges for creating a liveable community, while achieving the defined roles of the transportation network.

In anticipation of a significant increase in the number of residents and employees, the 1991 City Centre Plan called for a network of inner and outer ring roads, greenways, a finer grained street grid, and a more pedestrian friendly local network in the study area. A number of projects have been completed in support of the Plan's proposals, including the Fraser Highway realignment to 98 Avenue, Old Yale Road realignment to 100 Avenue, and upgrades of the East Whalley Ring Road from Fraser Highway to 100 Avenue and the West Whalley Ring Road from 108 Avenue to King George Highway. Sections of the City Parkway Greenway have been completed and there has been significant investment in the public realm in support of an improved pedestrian environment, including sidewalks, street furniture and street lighting.

An estimated 11,000 parking spaces have been identified in the study area, with roughly 94% of these spaces located off-street and the remaining 6% on streets. While there is ample parking at some locations at most times of the day, there are a number of locations with high demand for parking, particularly on some commercial streets and near the Gateway, Surrey Central and King George SkyTrain stations. As the area is redeveloped and transit service improves, it is anticipated that some surface parking will be converted to buildings and that more users of local businesses or institutions will be local residents or will use transit. Due to the cost of constructing parking and the desire for adequate and convenient parking for local businesses, it is important to strike a balance between parking provision and the objective of reducing reliance on the automobile in City Centre.

Given the complexity of the issues involved and as identified in Corporate Report No. R172 (Appendix 1), it is proposed that a comprehensive transportation and parking study be undertaken to determine the appropriate service levels for each transportation mode as the study area is developed and to reinforce the original objectives in the 1991 plan for a finer street grid that is pedestrian friendly.

6. **Urban Design**

The background review of urban design in the City Centre included an analysis of existing guidelines, an urban design evaluation of a sample of buildings constructed between 1991 and 2006, a review of other case studies, and recommendations for urban design elements to consider as part of this update process.

Council received the existing "Surrey City Centre Urban Design Concept" in 1993. It provides a framework for the redevelopment of the area, but does not define all aspects of urban design. The framework proposes three civic plazas/squares connected with a pedestrian parkway or "High Street" along City Parkway.

More detailed Development Permit (DP) design guidelines were initially adopted as part of Surrey's OCP in 1996, which supplemented the design concept framework. These include general guidelines that pertain to all DPs in the City and specific guidelines to the City Centre. The specific guidelines address form and character of buildings (such as pedestrian considerations, adjoining development, street front building heights and orientation, etc.), site safety and security, as well as access, circulation and parking.

Crime Reduction Through Environmental Design (CPTED) guidelines were added to the OCP in 2001 and these guidelines aim to reduce or eliminate opportunities for crime by creating space that people take ownership of, providing clear transitions between public and private space, maximizing visibility between spaces, controlling access, and maintaining the physical appearance of spaces.

A review of a sample of buildings constructed in City Centre between 1991 and 2006 reflects the changes in applicable design guidelines. In general, the addition of the more detailed design guidelines has improved the urban design quality of buildings in Surrey City Centre.

The review of existing guidelines, along with research into urban design guidelines developed and applied elsewhere, has identified several areas that should be considered as part of an update to the Surrey City Centre Urban Design Concept. Key areas recommended for further consideration include building heights, identity of nodes, plazas and special places, through character and built form, parking standards, safety measures for underground parking, illustrations to clarify guidelines, durable/urban finishes and materials for buildings, open spaces, natural elements, more street-orientation, and building and site sustainability design features.

7. **Views, Skyline, Solar Penetration, and Shadow Analysis**

Surrey City Centre has the fourth highest elevation in the City, next to the Hazelmere, Semiahmoo and Grandview Heights areas, and offers outstanding views for many residents and employees. There are attractive views from private residential and office buildings as well as from the public realm. The high-rises in Surrey City Centre are also visible from many other areas of the region.

Provincial legislation does provide municipalities with powers to control the form and siting of buildings. While there is a general policy calling for the protection of views and vistas, along with general DP guidelines related to reducing the impacts of high-rise buildings, there are only general design guidelines in place at the moment to protect views, promote solar penetration and minimize shadowing.

A review of the literature and survey of local municipalities has shown that most jurisdictions do not have effective view protection policies in place. Most jurisdictions that do have policies often focus on the protection of specific views of scenic features, either natural or man-made, from public realm locations. In general, other than general height and massing limits prescribed in zoning bylaws, major developments or redevelopments requiring zoning changes provide the municipality and developers with the opportunity to site buildings in such a way that views are preserved. A good example of such an opportunity occurred recently with the redevelopment of the Joyce-Collingwood SkyTrain station area in Vancouver, where careful sizing and placement of buildings has ensured that its residents enjoy wide vistas and access to sunlight while creating an attractive skyline and interesting urban design.

Starting with a base of predominantly one and two storey buildings, significant development potential and a relatively small number of existing towers in the City Centre, there is an opportunity to promote views as an important attribute for current and future residents and to create a prominent and attractive skyline. Phase II will consider the challenges and opportunities of implementing such guidelines.

8. **The Economy**

Several market studies, including two commissioned by the Whalley Business Improvement Association in 2005 and another conducted as part of the Surrey Central Transit Village project, have been reviewed. A comparison of retail and office inventories, vacancy rates, and lease rates for the second quarter of 2006, and a review of internal City data sources (business licenses, development activity, residential concentrations and assessment data) have been undertaken. This review identifies many strengths that Surrey City Centre should build on to realize the goal of creating a vibrant downtown. It also identifies some of the challenges that may explain why the area has fallen short of the estimated projections contained in the 1991 Surrey City Centre Plan.

Opportunities - Opportunities identified to improve the economy of the City Centre include few existing development constraints such as natural and heritage features. There is abundant development potential, a growing customer base for businesses day and night, unmet demand for retail, SkyTrain service, ethnic diversity with the potential to attract a wide range of merchandising opportunities, and an existing large inventory of office space compared with other Regional Town Centres.

Challenges - Issues that may be inhibiting economic success in the City Centre could include the negative physical and social image of the area and the large size of the area, making it difficult to focus development in a compact pedestrian friendly environment. Another issue is the small land parcel sizes in multiple ownership requiring extensive assemblies for development, and a weak regional office market, resulting in lower lease rates reducing the financial feasibility of new office development. The flexible mixed-use designations provided in the existing land use plan have resulted in land values that reflect a strong residential market with values too high to make office development economically attractive or feasible. There are still relatively few people living in the City Centre, and resident population density is needed to support a wider range of commercial uses related to retail and personal services.

The policy changes to be considered as part of Phase II include addressing the need to protect land for future office development, finding solutions to create compact centres within the study area, and focussing incentives and strategies to attract the core types of development needed to realize a vibrant downtown in the short, medium and longer terms. This background information will also be used by market consultants to provide development forecasts for the area.

9. **Utilities and Servicing**

The review of existing utilities in the City Centre confirmed that the area is generally well serviced to accommodate development envisioned as part of the existing plan, although some services are aging and others may need some additional capacity.

Water services are generally in place and depending on future land use plans, minor extensions to the feeder main may be required. High-density development away from the trunk main (i.e. in the southwest corner of the study area) will be costly to service with water.

Sewer services in the City Centre are older and will need replacement over time. The capacity of the system in the northeast portion of the study area (around 108 Avenue, east of King George Highway) may need to be increased in the future.

Storm water services are generally in good shape as the existing storm water system has been based on the assumption of high densities and large impervious surface areas. Upgrades to the trunk have either been completed or are included in the Ten Year Engineering Services Plan. There are two creeks in the area.

Bolivar Creek has a new storm sewer that discharges close to the Fraser River, Quibble Creek is salmon bearing and opportunities to enhance this resource as part of this update will be sought.

Any changes proposed to land use and density as part of this plan update will need to be addressed through modelling to ensure that there will be adequate servicing to support future development in the study area. This plan update also provides an opportunity to improve existing storm water conditions by reducing runoff, managing peak storm water events, and improving water quality through the application of more sustainable storm water management practices.

This background information will be summarized on display boards for the proposed Ideas Forum, as described below. A sample of these boards is attached as information in Appendix 4.

Public Survey

A City wide public survey is proposed to be published in local newspapers to raise awareness about the process of updating the Surrey City Centre Plan, to obtain feedback and ideas for consideration in this review, and to invite participation on an Advisory Committee to be formed to participate in reviewing and providing feedback on the remaining phases of this process. The survey will also be posted on the City's website, available at City Hall, and handed out at public events and meetings.

The questions will include information about the respondent and questions about their issues and ideas for the future of Surrey's downtown. A copy of the proposed survey is attached as Appendix 5.

Ideas Fair

An Ideas Fair is proposed to be held on Saturday, November 18, 2006 from 9:30 a.m. to 4:30 p.m. at the centre court of the Central City Shopping Centre. The format proposed for the Ideas Fair is similar to a public open house in that information will be displayed regarding the process and about the results from the background work conducted as part of Phase I. Where the format differs from a traditional open house is that the Ideas Fair also includes activities to engage people. The Ideas Fair format is proposed as part of the initial phase of this process for the following reasons:

- To engage people through exercises and demonstrations about the possibilities for the area;
- To raise awareness about Surrey City Centre, including the recent positive changes, things the area has to offer, and the prospect of additional positive changes;
- To celebrate the positive aspects of the community;
- To generate discussion and identify preferences and ideas for the future of the area; and

- To attract a broad range of participants to join an Advisory Committee for this process.

The activities proposed include:

- Viewing display boards that outline the background research conducted as part of Phase I. There will also be display boards illustrating the improvements that have already been conducted in Surrey City Centre. Staff from Planning and Development, Engineering, and Parks, Recreation and Culture will be available to answer questions.
- Presenting the results of the Phase I research at regular intervals throughout the day. The presentations will also outline the review process, identify opportunities to provide input, and invite participation in the focus group sessions that will also be held throughout the day.
- Participating in one hour Focus Group Sessions throughout the day. These sessions will have a facilitator to focus discussion through a series of questions about various aspects of creating a successful City Centre. Ideas generated out of this discussion will be mapped.
- Competing in trivia contests that will raise awareness about the many positive attributes and little known facts about Surrey and its City Centre.
- Interacting with a 3-D computer model of Surrey's City Centre. There will be an opportunity for participants to work with a computer-mapping expert to insert well known buildings from around the region and other parts of the world to understand the scale of potential development the study area. Examples of different 3-D building configurations will be compared on sites in the study area that can be viewed from various vantage points including the street level. This will help people visualize and identify building form preferences for the City Centre.
- Reviewing different urban form examples from around the Lower Mainland.
- Participating in a community mapping exercise to identify the things that people value the most and the least in the area.
- Filling out the public survey.

The key outcomes anticipated from the Ideas Fair activities include new ideas, upon which to form a renewed vision for Surrey City Centre, comments/input about the background work presented, and excitement about the possibilities for the future of Surrey's downtown. Council members are encouraged to attend.

Next Steps

The results of the input received through the Ideas Fair and the Public Survey will be compiled and used in Phase II as an input into the development of concept plan

options. A workshop will be held with the Whalley BIA and the new public advisory committee for the City Centre Plan Update to review the results of the public process and provide input prior to commencing Phase II of this process.

Terms of Reference will be issued to hire a team of consultants to work with staff to complete Phases II and III of this plan update process, to focus on the planning, design, and market components of the plan and to consider the transportation and servicing requirements needed to support any proposed changes to the City Centre area. The consultants will work with staff to comprehensively update the 1991 plan.

Council workshops are proposed to explore the design and development opportunities for the City Centre and could include the input of notable experts in urban design and city centre development. One such possibility is Fred Kent, who works through "Project for Public Spaces" (PPS), an organization dedicated to creating and sustaining public places that build communities. Mr. Kent will be available to participate in a workshop, hosted by the Whalley BIA, on May 9 and 10, 2007.

Preliminary concept plans will be developed based on the information gathered as part of the first phase and the expertise of the consultant/staff team. A series of focused workshops and meetings will be held to refine these plan options, which will be evaluated to identify a recommended option. The results of the Ideas Fair and Phase II will then be forwarded to Council for review and approval of a preliminary land use concept plan and authorization to present the Phase II results in a public forum.

CONCLUSION

The background research, conducted as part of the first phase of the update to the 1991 Surrey City Centre Plan, has been summarized in this report as information for Council. Council authorization is sought to proceed with a public Ideas Fair to receive feedback on the background information and generate ideas for the future of Surrey's downtown.

The next phases of the study will focus on the development of concept plans and an implementation strategy. Further reports will be provided to Council for each phase.

Original signed by

How Yin Leung
Acting General Manager
Planning and Development

LG/kms/saw

Attachments:

- Appendix 1 - Corporate Report R172 (2006)
- Appendix 2 - Map of Surrey City Centre Study Area
- Appendix 3 - Results of Community Mapping Exercise
- Appendix 4 - Proposed Sample Display Boards for Surrey City Centre Ideas Fair
- Appendix 5 - Proposed Public Survey



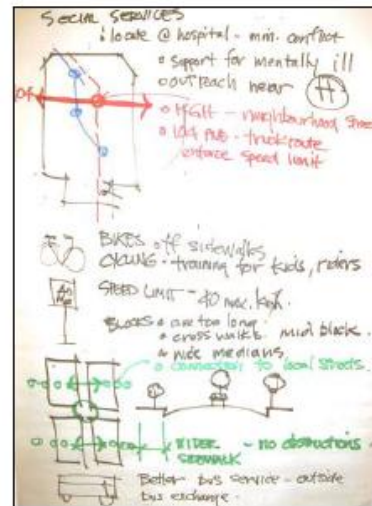
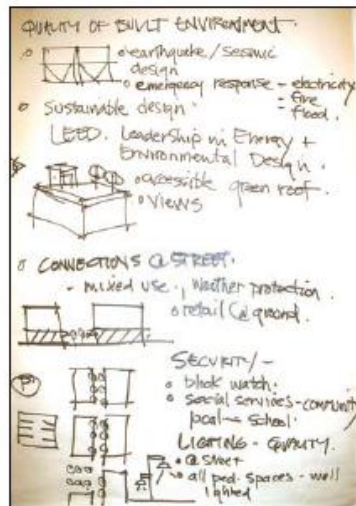
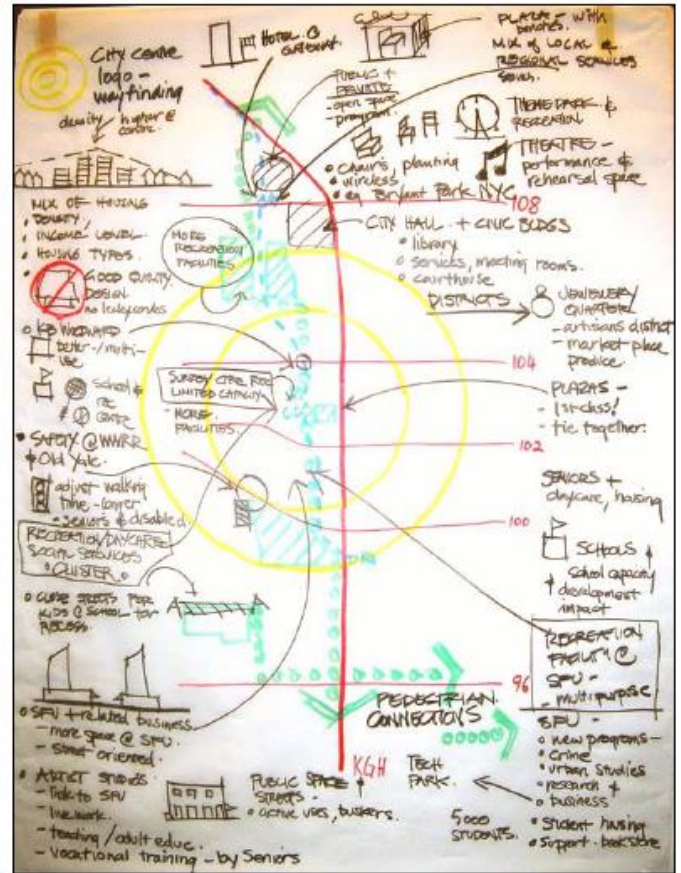
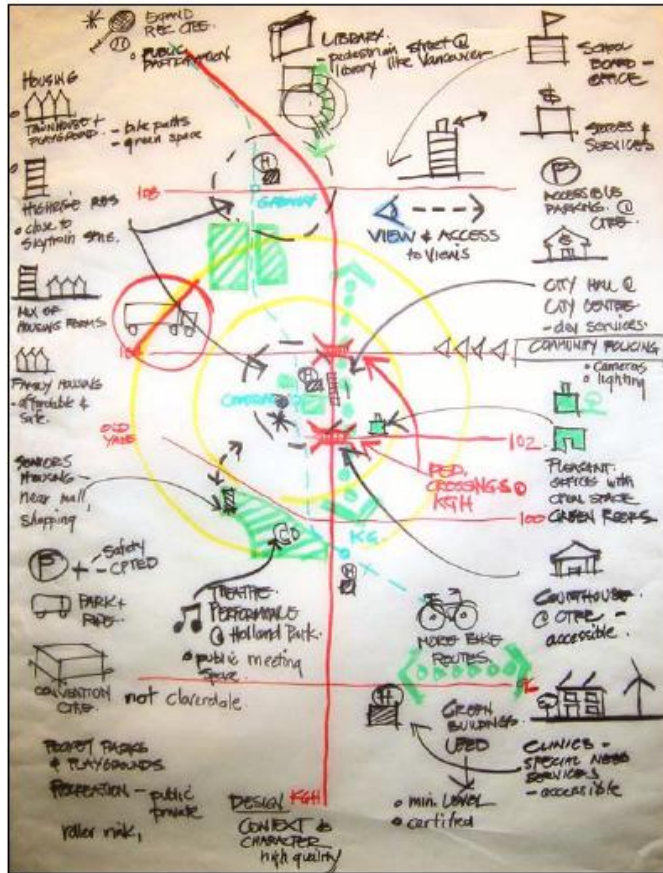
SURREY CITY CENTRE PLAN UPDATE

W H A L L E Y

FOCUS GROUP SESSIONS - RESULTS

Issues Represented Graphically

Ideas from the focus group were sketched during their discussions. The following are the results.

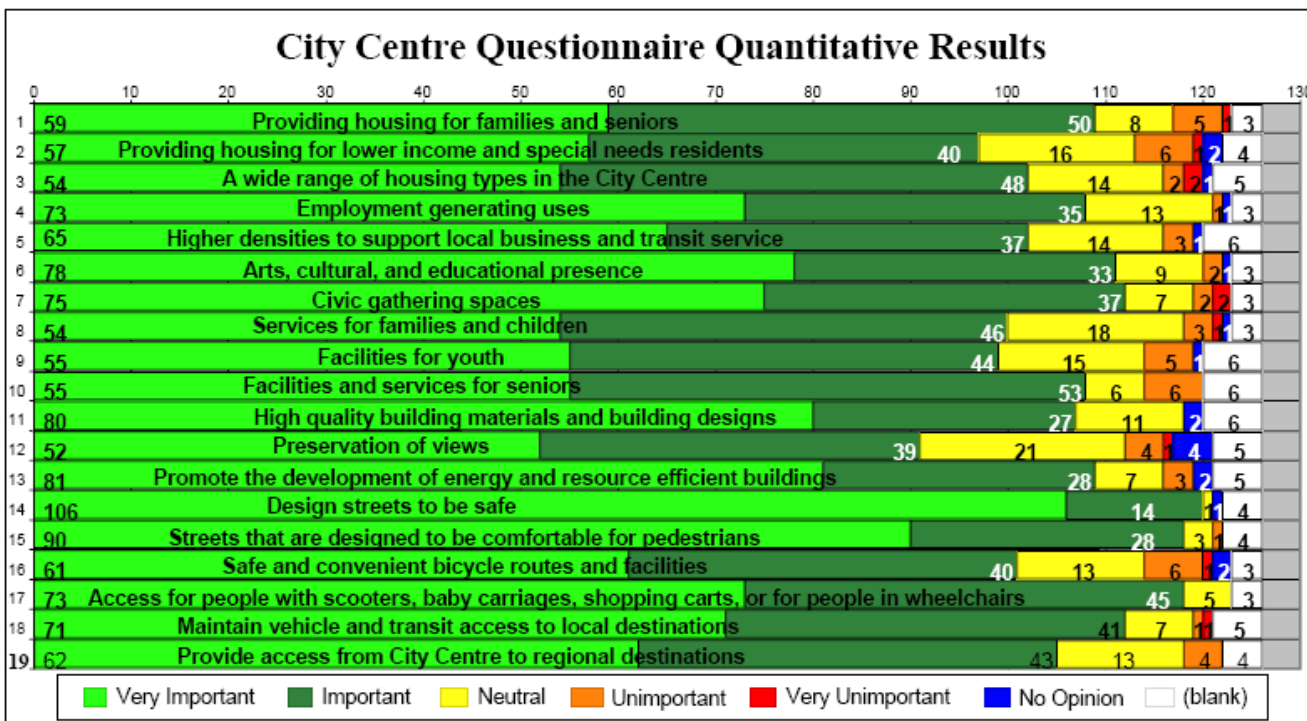




Ideas Fair Questionnaire Results

Several methods were used to encourage input about the future inspirations for Surrey City Centre from as many interested parties as possible. One of the key components and methods used was a questionnaire made available through local newspapers, the City of Surrey website, and at the City Centre Ideas Fair. The results of the questionnaire are summarized on these two boards

Survey Results - Statistical Analysis



- 126 Comment Sheets Received by newspaper, internet, and the Ideas Fair
- Equal distribution of responses from Whalley / City Centre and the rest of Surrey
- Strong support for the features outlined (with high levels of support in all cases):
- Special emphasis on those with 75 responses or more being 'Very Important' shows four areas of note:
 - Safe, accessible, and comfortable streets and walkways for pedestrians (#14 and #15)
 - Environmentally friendly and energy efficient buildings (#13)
 - High quality building materials and building design (#11)
 - Arts, cultural and educational presence in the City Centre (#6)

Where Do You Live?					What is your Age					
Whalley / City Centre	Surrey (Not Whalley / City Centre)	Not from Surrey	(Unidentified)	Grand Total	0 - 24	25 - 44	45 - 64	65 +	(Unidentified)	Grand Total
60 (48%)	57 (45%)	7 (5%)	2 (2%)	126	6 (5%)	26 (21%)	57 (45%)	32 (25%)	5 (4%)	126

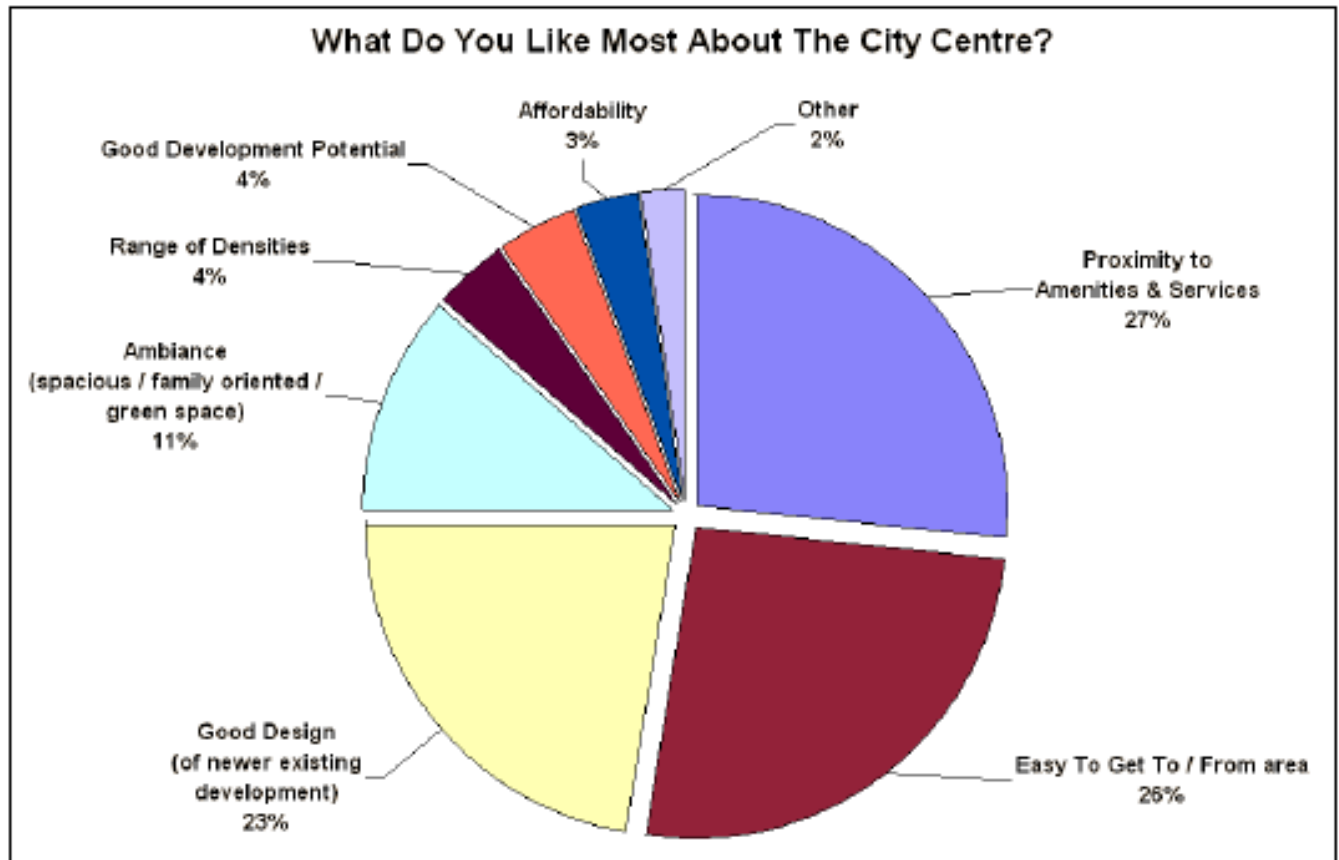
What is your Living Situation					
Live with partner / spouse	Live with partner / spouse & children	Living Alone	Other	(Unidentified)	Grand Total
46 (37%)	32 (25%)	28 (10%)	12 (10%)	8 (6%)	126



Ideas Fair Questionnaire Sheet Results

Questionnaire Results – Additional Comments

Respondents to the questionnaire were also asked to identify important features, likes, and suggested changes for the City Centre community. These responses were categorized and summarized into broad themes that provide the starting point for the City Centre Plan Update. The broad themes are listed below with the corresponding percentages associated with the comments received.



"[City Centre's] potential for development – Surrey can design and develop a functional, safe, and viable city from scratch"

"...convenience and character...[City Centre] has everything a family requires within a short distance and I'm proud of the development."

"Potential for becoming a beacon for positive development – a fresh start for North Surrey"

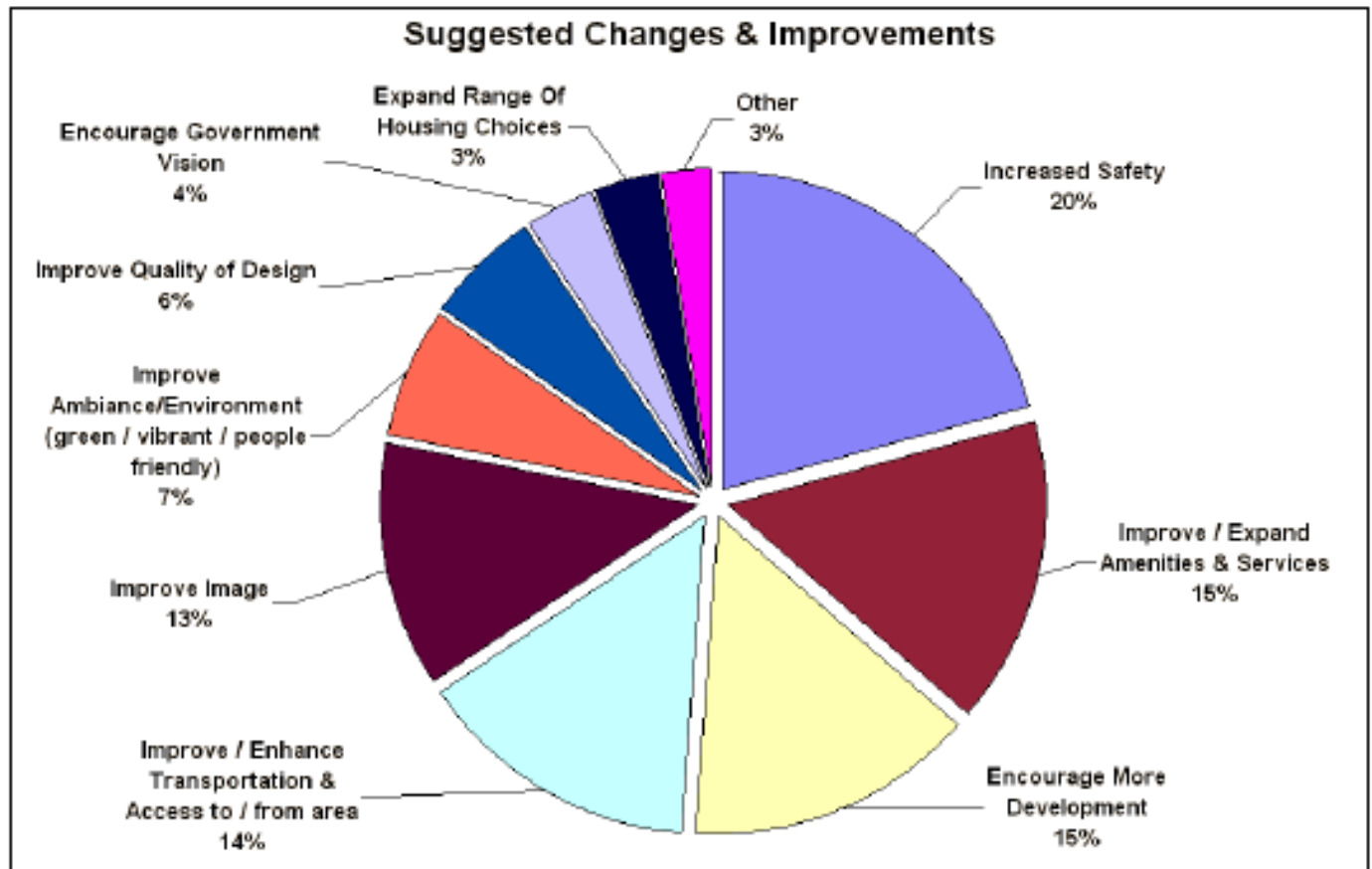
"...SFU has really improved the whole neighbourhood"



Ideas Fair Questionnaire Sheet Results

Questionnaire Results – Additional Comments

Respondents to the questionnaire were also asked to identify important features, likes, and suggested changes for the City Centre community. These responses were categorized and summarized into broad themes that provide the starting point for the City Centre Plan Update. The broad themes are listed below with the corresponding percentages associated with the comments received.



"Until Surrey's reputation changes, why would anyone want to invest [in] the area?"

"Add an entertainment area...like a movie theatre"

"Transit not frequent enough...[need] more frequent bus transit to City Centre."

"Possibilities of creative housing options and community development"

"[City Centre] is becoming more of a diverse hub – something for everybody"

City Centre Plan Update – Questionnaire Overview

The City Centre Plan Update Questionnaire was designed to ask City of Surrey residents about the ideas and visions regarding the future of Surrey City Centre. The results of these comment sheets will identify the needs, opportunities, and challenges facing the City Centre as it develops into a major downtown community.

There were 126 valid comment sheets submitted out of 128 submissions. Additionally, these comment sheets were received in one of three ways (newspaper, internet, and hard copy from the public open house). The breakdown of responses is as follows:

Submission Method			
Hard Copy (POH)	Internet	Newspaper	Grand Total
71 (56%)	18 (14%)	37 (29%)	126

The goal of the questionnaire was twofold: to identify the qualitative comments that guide the vision, and to establish some quantitative benchmarks that will guide the development of plans and policies for the future of City Centre.

Unsurprisingly, the majority of the comments received were from residents of the City of Surrey. Additionally, it should be noted that of the Surrey respondents, roughly half were from City Centre and half from elsewhere in Surrey.

Where Do You Live?				
Whalley / City Centre	Surrey (Not Whalley / City Centre)	Not from Surrey	(Unidentified)	Grand Total
60 (48%)	57 (45%)	7 (5%)	2 (2%)	126

It is also interesting to note that there was a full range of living situations from the respondents. This included more than 60% of the respondents being in some form of family living situation (with partner/spouse, or with partner/spouse and children).

What is your Living Situation					
Live with partner / spouse	Live with partner / spouse & children	Living Alone	Other	(Unidentified)	Grand Total
46 (37%)	32 (25%)	28 (10%)	12 (10%)	8 (6%)	126

There was a fairly equal distribution of age ranges in the questionnaire responses with the exception of a youth representation. Only 6 of the 126 comment sheets were from a youth audience, yet approximately 22% of the City Centre community, as per the 2001 Census, identifies themselves as being between 0-19. The '45-64' age group is slightly overrepresented as per the 2001 census information (approximately 25% compared to 45% of the respondents); however, this can likely be explained by the location, timing, and ability of people in that age range to participate in our questionnaire.

What is your Age					
0 - 24	25 - 44	45 - 64	65 +	(Unidentified)	Grand Total
6 (5%)	26 (21%)	57 (45%)	32 (25%)	5 (4%)	126

Overall results:

Another interesting note regarding the questionnaire is how respondents identified their relationships to City Centre. 53 of 126 respondents identified themselves as local residents; additionally, 84 of 126 respondents identified themselves as shoppers / facility users; moreover, some 39 respondents identified themselves as both local residents and shoppers / facility users.

	Local Resident	Shopper / Facility User	Business Owner / Employee	Student	Land Developer	Other
Local Resident	53					
Shopper / Facility User	39	84				
Business Owner / Employee	8	9	22			
Student	1	1	1	3		
Land Developer	1	4	2	1	6	
Other	5	7	3	1	0	21

There were fewer students than desired (a total of 3 students responded to the questionnaire); however ongoing communication with SFU Surrey should help to provide the student voice to future plan development. Similarly, there was limited response from local business owners (22 responses identified themselves as either business owner / employee). Regular communication with Lesley Tannen of the Whalley BIA will ensure that the business community is consulted as this planning process proceeds.

Quantitative Responses:

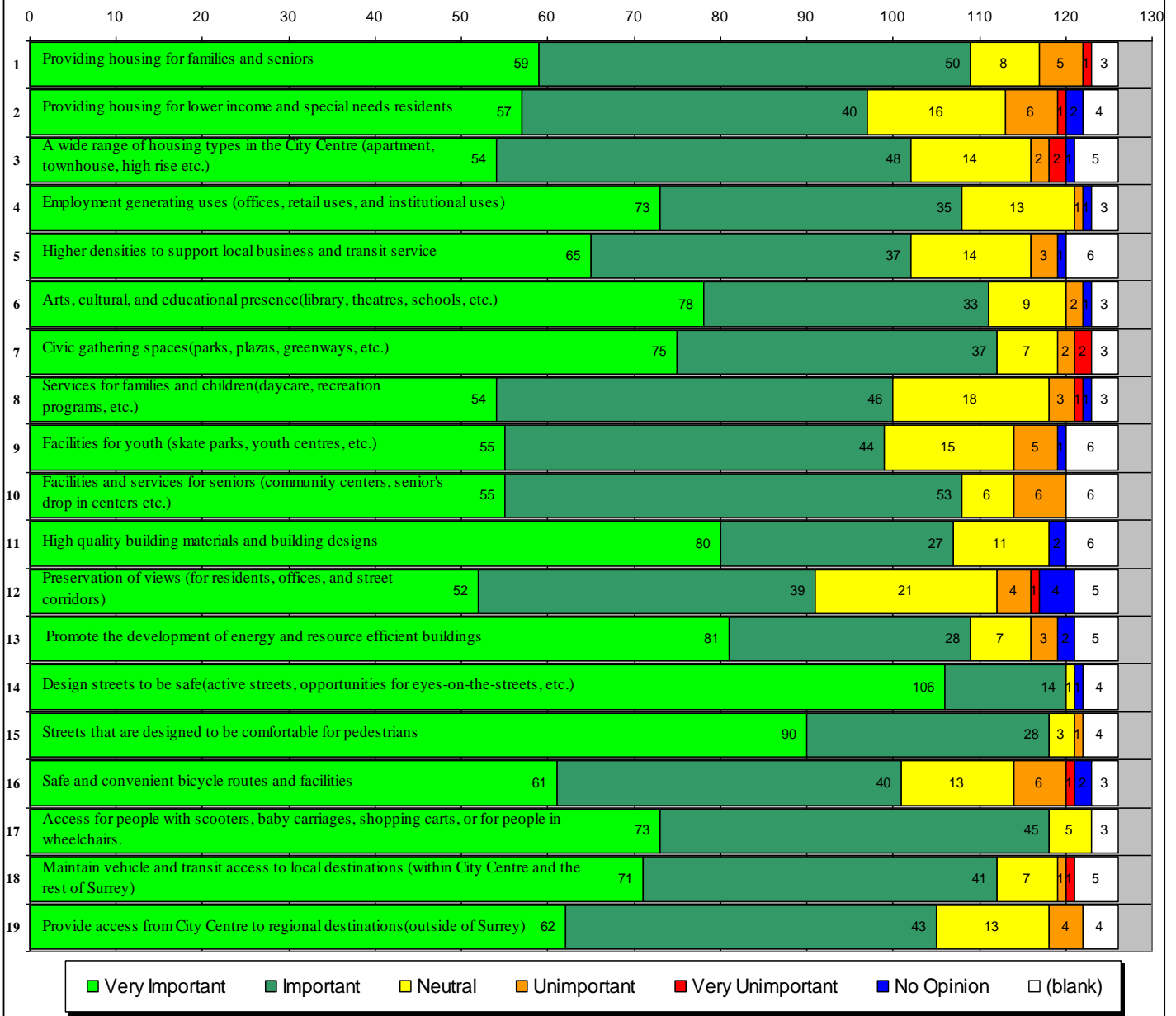
As Figure 1 demonstrates, in all of the quantitative questions there was wide spread agreement to the features discussed, relating to Housing and Land use, Parks and Recreation / Civic Facilities, the Built Environment and Sustainability, and Transportation and Accessibility, are very important.

Indeed, there was not one question asked that received less than a 70% important/very important response rate. Particular note should be mentioned of questions 14, 15, and 17, where the important and very important responses, combined, surpassed 90%. These three questions all relate to the need for safe active streets, and the need for accessible streets for strollers, scooters, for a multitude of users.

It is interesting to note that of all of the questions, question 12 (the preservation of view corridors had the lowest positive response (91 of 126 or roughly 72%); accordingly, it received the most neutral responses (21 of 126 or 16%).

Therefore, of the people who responded to the questionnaire, there was a wide level of support for the features outlined; because of the high level of support received across the board for the community features noted in the questionnaire, a detailed analysis of the responses to each question would provide additional value to the planning process. However relating the results of the quantitative section to the results of the qualitative questionnaire review will provide significant information and direction for the future planning goals in City Centre.

Figure 1: City Centre Questionnaire Quantitative Results





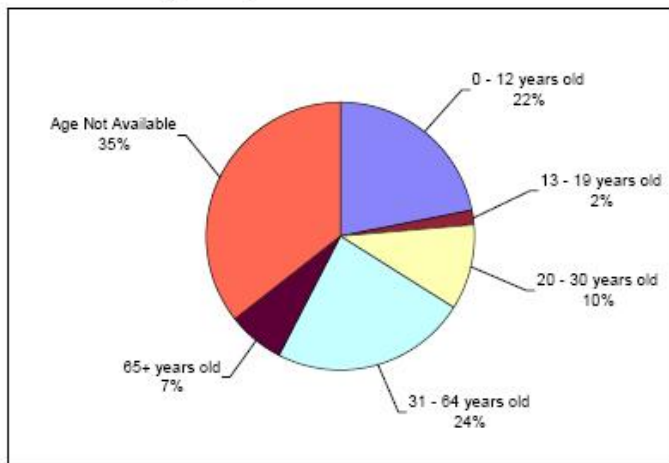
SURREY CITY CENTRE PLAN UPDATE

W H A L L E Y

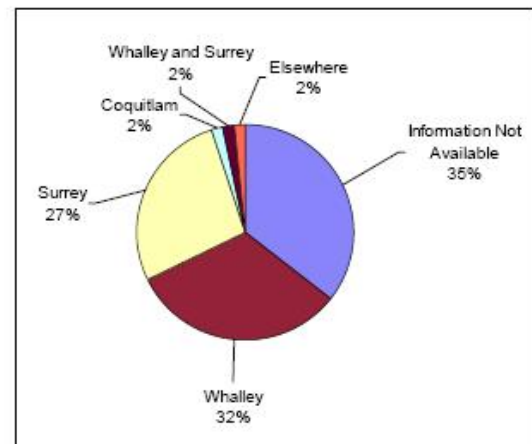
Ideas Fair Results: “My Ideas for the Future (If I Could Add One Thing...)”

Participant’s Age

• 22% of the participants for this exercise were children

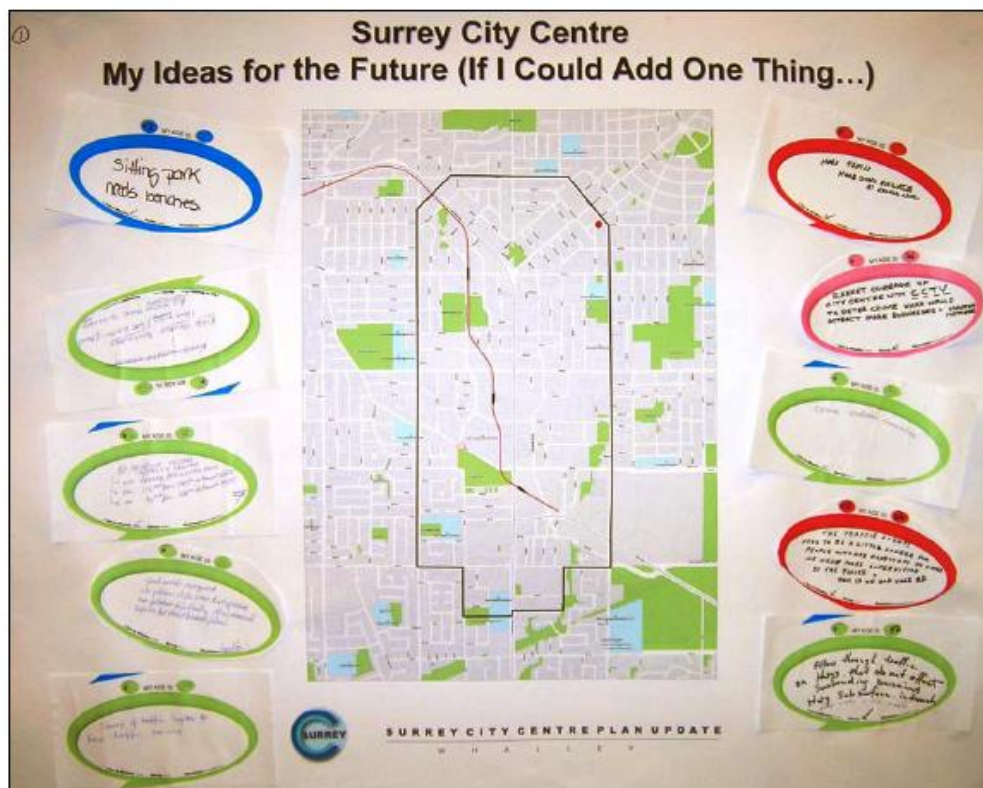


Participant’s Place of Residence



“More cafes and local boutiques.” Age 26

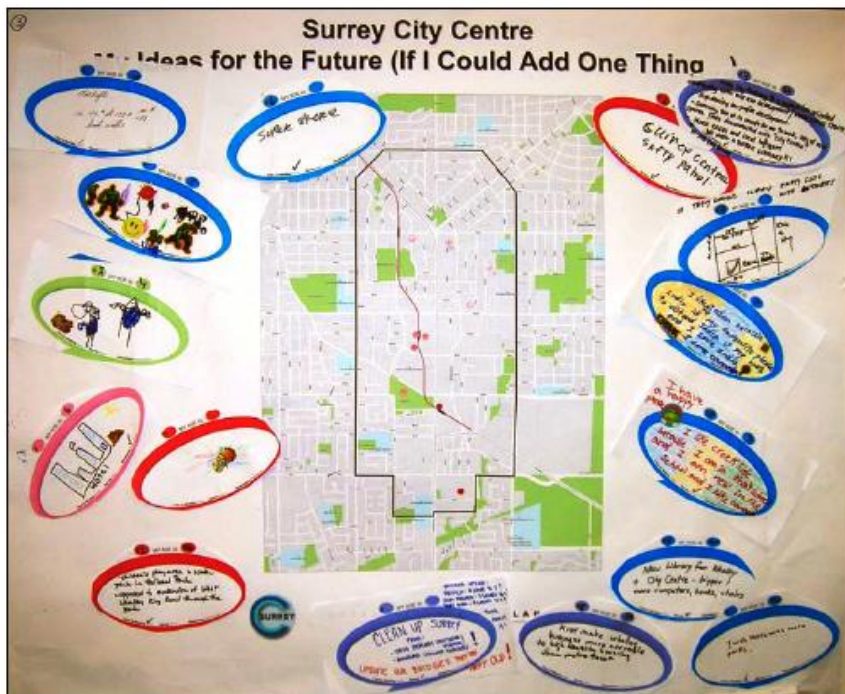
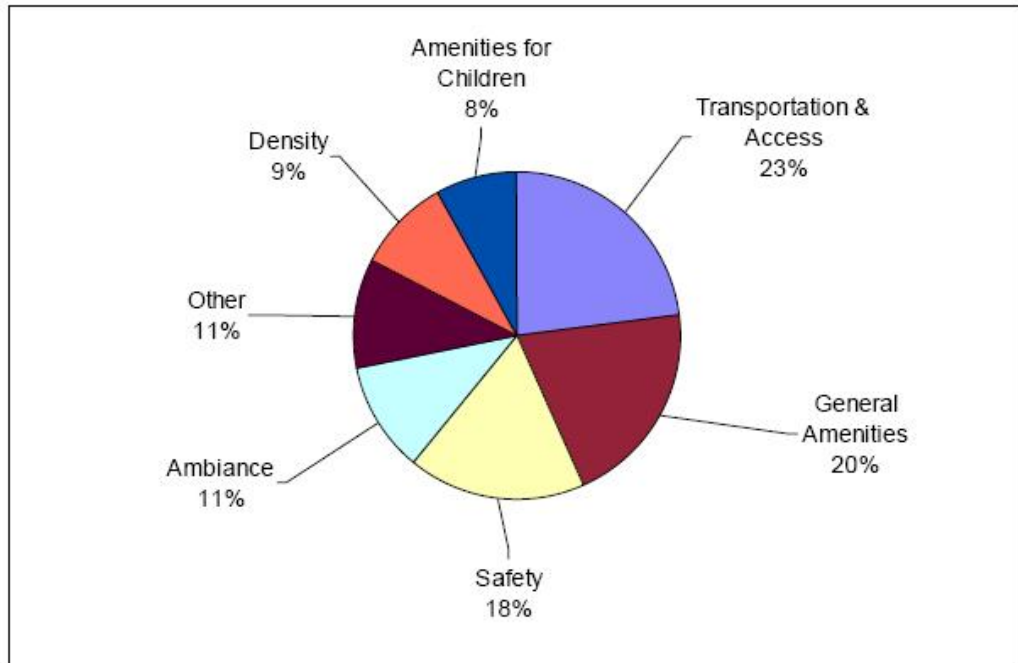
“Safer street around SkyTrain.” Age 52





Ideas Fair Results: “My Ideas for the Future (If I Could Add One Thing...)”

At the Ideas Fair, individuals were invited to write, sketch, or outline their ideas for a future City Centre.



“Build housing for the homeless” Age 10



SURREY CITY CENTRE PLAN UPDATE
W H A L L E Y

City Centre - Key Words

Whalley BIA Responses

Transportation network that provides access but does not diminish the livability of the area

Mixed Use / Diverse Uses

Great Livable Streets

Sustainable

Green / Lush

Urban

Pithy / Great Public Spaces

Safe

Comfortable

Attractive

Design / Quality

Amenities

Lifestyle Choices

Inclusive (Family, seniors, youth, special needs etc.)

Community of Choice

➤ Quality

➤ Good Looking

➤ Safe

➤ City Investments

(library with multipurpose, specialty museum, nucleus, theatre/cultural centre, public market)

➤ Private investments (coffee shops, hotels, movie theatre)

➤ Lack of attractive retail/restaurant space

➤ Increased taxes on "bad" properties

➤ Transportation (improve bus and SkyTrain connections)

➤ Convention Centre and hotels

➤ Reduce Concentration of Social Services in Whalley area

➤ Pedestrian Overpasses across King George Hwy

➤ Safe streets/Pedestrian Friendly

➤ More Urban



City Centre - Key Words

Advisory Committee Responses

Transportation network that provides access but does not diminish the livability of the area

Mixed Use / Diverse Uses

Great Livable Streets

Sustainable

Green / Lush

Urban

Pithy / Great Public Spaces

Safe

Comfortable

Attractive

Design / Quality

Amenities

Lifestyle Choices

Inclusive (Family, seniors, youth, special needs etc.)

Community of Choice

- Safe (livable community, pedestrian friendly)
- Amenities (library, arts building, convention centre, hotel)
- Sustainable Development
- "Village" neighbourhoods (City Centre too large)
- Employment (good quality mixed use)
- Accessibility (smaller blocks)
- Reason to stay in Whalley
- Public Spaces
- Tourist Attraction
- Green & Clean
- Greenways & Bike Routes
- Car free spaces
- Quality (concrete buildings)
- Corporate headquarters
- First-class Library with multipurpose space
- Connect Both Sides of King George Hwy