

Fleetwood Plan

Step 2a: Checking In Engagement Summary

August 2020

I Where We Are

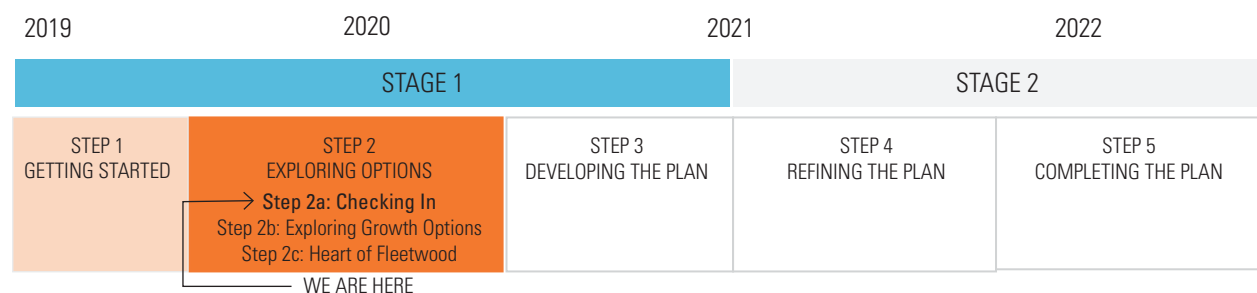
Introduction

Last year the City began a multi-year process to create a new community plan for Fleetwood. The new plan will help us understand what Fleetwood will look like in the future and, as SkyTrain extends along Fraser Highway, will help us plan for growth.

We got started (Step 1) in Fall (2019) with an open house at the Surrey Sport and Leisure Complex, an online survey and stakeholder meetings. In the Spring of 2020, as we were moving into Step 2 of the plan process (Exploring Options) the pandemic hit. In response the City paused all engagement. When outreach resumed we shifted engagement online to address social distancing measures. We also re-framed the planning process to account for the new normal. Step 2 (Exploring Options) was separated into three distinct phases to provide more opportunity for outreach and reflection:

- **Step 2a: Checking In (This document reports on this phase.)**
- Step 2b: Exploring Growth Options (Upcoming)
- Step 2c: Heart of Fleetwood (Upcoming)

This document provides a summary of what we have heard during Step 2a of the plan process.




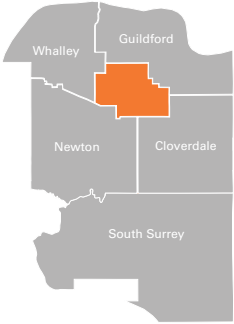



I What We Asked

In June 2020 we conducted an online survey for the Fleetwood Plan and asked the following questions:

1. What do you value most about Fleetwood? What have you missed doing in Fleetwood?
2. What is one thing you wish Fleetwood had?
3. Does the vision statement capture our shared vision for the future of Fleetwood?
4. We asked whether the following were valuable objectives to help guide the Fleetwood Plan?
 - Promote wellness and active living.
 - Foster a safe, inviting and distinct community identity.
 - Support a healthy business environment.
 - Transition to a resilient, low-carbon community.
 - Promote a compact and complete town centre.
 - Anything missing? What other planning objectives should we consider to help guide the plan?
5. Did we hear you correctly? Is the heart of Fleetwood (town centre), the area around 160 Street along Fraser Highway?
6. How might we develop the 152nd street node into a distinct part of Fleetwood?
7. What forms of virtual engagement would interest you?

I Who We Reached & Who Lives in Fleetwood

Fleetwood is rich in cultural, social, ethnic and economic diversity. Below is a profile of the existing community compared with a profile of who we reached in this survey. By understanding who we've reached, we can better understand who we are not hearing from. Our goal is to insure we hear from a balanced and diverse range of residents in Fleetwood.

	Survey Participants (June 1–30, 2020)	Community Profile (Plan Area)
Number of People 	1,244 people	35,989 people
Where They Live 	88% of survey participants lived in Fleetwood. Of those, 83% have lived there more than 10 years.	
Age 	Under 14: 0% 15 - 29 years: 12% 30 - 49 years: 39% 50 - 64 years: 31% 65 and over: 15% Prefer not to answer: 2%	Under 14: 17% 15 - 29 years: 20% 30 - 49 years: 28% 50 - 64 years: 21% 65 and over: 14%
Own/Rent 	Own home: 91% Rent: 7% Other: 2%	Own home: 81% Rent: 19%
Language  (Language spoken most often at home.)	English: 77% Mandarin: 6% Punjabi: 5% Hindi: 2% Korean: 2% Other: 8%	English: 56% Punjabi: 11% Mandarin: 5% Tagalog: 3% Korean: 2% Other: 23%

I What We Heard

1. Love & Value About Fleetwood

We asked participants what they love or value most in Fleetwood and what they miss doing during the pandemic. The results demonstrated how much residents value doing things locally. Whether it's visiting a local store, park or library or embracing that 'sense of community' that they feel in Fleetwood.

The top 3 things that participants love/value:

- 1 Going out to eat, shop and play.
- 2 Visiting local parks and natural areas.
- 3 Sense of community. Saying hello to neighbours and socializing with friends and family.

The top 3 things that participants missed:

- 1 Dining and shopping at local businesses.
- 2 Visiting the library, leisure and community centres.
- 3 Being active, going swimming and to parks with family and friends.

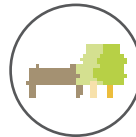
2. Wish for Fleetwood

From a farmers market to basketball courts to outdoor bbq's, participants had a range of fun and creative ideas for what they wish Fleetwood had.

The top 5 things that participants wished for:



Interconnected trails and multi-use paths



Outdoor plazas & places to gather



Farmers market



More green space and naturalized areas



More local shops, restaurants, and services

3. Vision for Fleetwood



We wanted to know whether participants agreed with the following vision statement:

"Fleetwood is a family-oriented community. It is a thriving centre for local business with a rich history and unique urban village character. It has distinctive parks and trails, exceptional community facilities and an engaging arts scene. Fleetwood's neighbourhoods are walkable, and home to a variety of housing types with access to easy and frequent transit."

The majority of participants (82%) agreed with the statement. However, there were many suggestions for how it could be fine tuned as we move forward in the plan process and finalize the vision statement.

82%
Agreed



82% Agreed
14% Neutral
5% Disagreed

What's Missing from the Vision?

For those that agreed:

- Cultural diversity
- Biodiversity
- Green space

For those that were neutral or disagreed:

- Art centres/performance spaces
- Places for recreation

4. Plan Objectives

Overall, the majority of participants felt like we were on track and agreed with the five plan objectives. Participants most strongly agreed with the objective to promote wellness and active living. The objective with the lowest, but still reasonably strong support was the objective to promote a compact and complete town centre.

91%
Agreed



Promote
wellness and
active living

85%
Agreed



Foster a
safe, inviting
and distinct
community
identity

80%
Agreed



Support
a healthy
business
environment

79%
Agreed



Transition to
a resilient,
low-carbon
community

75%
Agreed



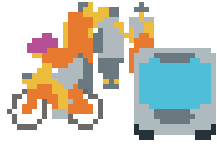
Promote a
compact &
complete
town centre



Objective: Promote wellness and active living

We asked participants if **promoting wellness and active living** is a valuable objective to have in the plan. An overwhelming 91% of respondents agreed, 6% were neutral and only 3% disagreed.

91%
Agreed



What's Missing from the Objective?

- Pedestrian linkages to and from parks/ destinations
- Connecting to nature and green space
- Recreation/activities for all ages and abilities (basketball court, skate park, playgrounds, pet-friendly parks)
- Public spaces and community amenities
- Natural areas and green space

What participants said:

- "... services, shops and gathering places that are walkable..."
- "...I'd love to see Fleetwood become a more healthy lifestyle environment for everyone to enjoy!"
- "... as long as this doesn't interfere with wildlife and their habitat..."
- "Fleetwood is a big area and growing rapidly. Present parks are crowded. Excellent idea to develop the gas lines so people can walk across the area..."
- "Green Fleetwood by providing MORE trees, MORE natural areas and MORE landscaping in the urban environment."
- "Passive green is good BUT also need balance for more active sites such as soccer and softball fields etc."

Objective: Foster a safe, inviting and distinct community identity

We asked participants if **fostering a safe, inviting and distinct community identity** is a valuable objective to have in the plan. The majority of respondents agreed (85%), 12% were neutral and only 3% disagreed.

85%
Agreed



What's Missing from the Objective?

- Protect all views - Mt. Baker, valley and North Shore mountains
- Safety, with emphasis on community policing and street lights
- Walkability

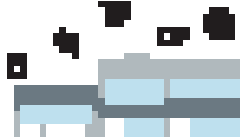
What participants said:

- "...protecting the view of Mt Baker is very important."
- "I'm not sure how to define the "distinct" look of fleetwood. What's distinct about it?"
- "Places for people to gather ... an amphitheater such as in Francis Park."
- "More lighted footpaths and cycle paths."

Objective: Support a healthy business environment

We asked participants if **supporting a healthy business environment** is a valuable objective to have in the plan. Overall, 80% of respondents agreed, 13% were neutral and 7% disagreed.

80%
Agreed



What's Missing from the Objective?

- Foster a village character with small, independent shops and a farmers market
- Create places for people: a comfortable public realm with places to sit and gather
- Some feel Fleetwood has adequate access to shops/services
- Quiet, neighbourhood character
- Traffic and parking management
- Provide local jobs

What participants said:

- "Encourage accessibility to commercial areas for pedestrians and cyclists rather than cars. Make sure there are plazas, and beautify the areas with landscaping and trees".
- "You are creating a vicious circle. Businesses which need customers who need housing and then shopping... at the end of the day all you have become is bigger and more dense."
- "It is important to have a core business / restaurant, walkable area."
- "Shop rents will be far too expensive for classic mom and pop operations, just chains and endless coffee shops."
- "Make it attractive: currently the commercial areas are run-down, poorly lit, and have little curb appeal... develop and create a local look and feel ... instead of the dark, dimly lit and scruffy appearance we have now."

Objective: Transition to a resilient, low-carbon community

We asked participants if **transitioning to a resilient, low-carbon community** is a valuable objective to have in the plan. 79% of respondents agreed, 16% were neutral and only 5% disagreed.

79%
Agreed



What's Missing from the Objective?

- More sustainable life style - work, shop and exercise close to home
- Infrastructure - EV charging stations, bike lanes/storage/bike sharing
- Better bus connectivity
- Sustainable building design

What participants said:

- "Sky train will help, but Fleetwood is a car based community."
- "...isn't being resilient more than about just climate change?"
- "Not everyone can afford an electric car!"
- "... solar street lights, water harvesting, cycle tracks/lanes..."
- "You are completely excluding persons with disabilities!"

Objective: Promote a compact and complete town centre

We asked participants if **promoting a compact and complete town centre** is a valuable objective to have in the plan. 75% of respondents agreed/strongly agreed, 15% were neutral and 11% disagreed.

**75%
Agreed**



What's Missing from the Objective?

- Community/cultural services and entertainment (e.g. daycare, schools, performance space)
- Pedestrian friendly streets
- Pedestrian linkages to parks and destinations
- A 'small village feel'
- Traffic congestion and parking management
- Parks and open space provision
- Ensuring safety along and at/near future SKyTrain stations

What participants said:

- "We need to have the higher density developments surrounding the sky train stations."
- "...walkable communities."
- "Densification of Fleetwood does not seem to be a good idea. Fraser hwy is busy right now as it is."
- "Highrise should not be permitted in Fleetwood."
- "... more affordable housing for single families and parents... that is transit accessible."
- "I'd love to see Fleetwood become a more healthy lifestyle environment for everyone to enjoy!"
- "Focus on walkability, creating more sidewalks, foot paths."

Missing Objective(s)?

We also asked if we've missed any objectives. Participants provided a lot of ideas for us to consider as we move forward. We will consider the feedback received and refine the plan objectives before seeking Council endorsement later this year, to guide the next steps of the plan process.

Some of the reoccurring themes that emerged were:

- 1 Transit Oriented Development
- 2 Create a more walkable community
- 3 Enhance Fraser Highway into a more people friendly street
- 4 Green, protect, enhance and incorporate natural elements/vegetation

What participants said:

- "Better connection of community and facilities on both sides of Fraser High Way; an overpass?"
- "We do not want to look like Richmond along No. 3 Road and the congested area of Brighouse... Please do not do that to Fleetwood!"
- "I am worried about the impact of a skytrain expansion right down the middle of Fleetwood...if you look at many areas north of the Fraser...this has lead to an ugly concrete mess that destroys any "community" feel."
- "We need to make Fleetwood walkable."
- "Encouraging office space to brings jobs closer to home."
- "Developments of this kind always push density on the community and lower income families always get forced out."
- "The spine of Fleetwood is Fraser Highway."
- "Pay more attention to roads, sidewalks, ramps etc. Too many times we can't attend due to inaccessibility."

5. Heart of Fleetwood

During our Fall engagement we asked where is the heart of Fleetwood? Participants identified the area around 160 Street and Fraser Highway. In the Spring we asked participants to confirm this and 82% agreed. Understanding where the heart of Fleetwood is located will be key as we start to look at how the core can redevelop.

82%
Agreed



6. Future of 152nd Street Node

As the core area grows so will other parts of Fleetwood. We asked participants how the area around 152nd Street can develop as a secondary commercial area in Fleetwood. Many commented that the 152nd Street Node should have a **distinct character**, yet still be linked to the core area. And that it should be an inviting place to **work, shop, eat and entertain**. As the area grows, several emphasized the importance of **greening** 152nd Street Node and ensuring easy **access to parks and natural areas**. The following were the top themes:



Distinct



Shops & Services



Local Jobs



Pedestrian Friendly



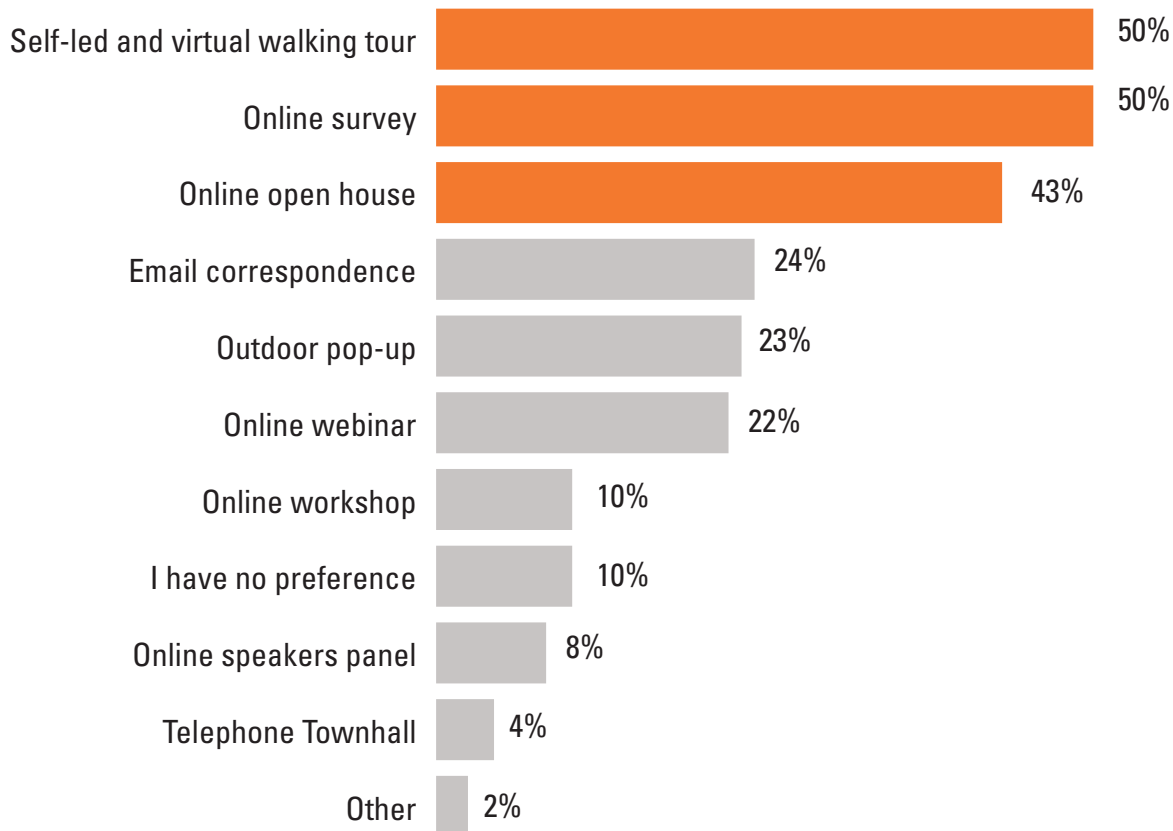
Parks/Natural Areas

What participants said:

- "Create a village-like experience with future shopping plazas and renovations to existing ones."
- "Find a way to make 152 (Street) more pedestrian and cyclist friendly..."
- "Border of Fleetwood town center... let people know they are entering a new town center".
- "Please make it more walkable... it is all about vehicle traffic now."
- "More green space as this area is sadly lacking in green space."
- "Make sure this area feels like part of Fleetwood with signage/banners."
- "152 Street feels like it's own distinct area. This might change once it has been connected to 160 Street by the new SkyTrain extension."

7. How You Want to Engage Virtually

In the Fall we asked Fleetwood residents how they wanted to engage? Since then much has changed. As we resumed engagement (during the pandemic) we revisited this question with participants. The top 3 activities participants selected were **self-led and virtual walking tours** (50%), **online surveys** (50%), and **online open houses** (43%). Moving forward, we will try to design engagement to reflect these preferences.



Next Steps

We will use the feedback collected from this survey to begin developing a draft Growth Concept, including preliminary plans for land uses, transportation and parks and open space. We will present the draft growth concept back to the community later this year. We will also begin to explore some of the more detailed aspects of the new plan, such as what the heart (or downtown) of Fleetwood might look and feel like in the future. We will offer additional engagement opportunities to gather your feedback as we continue to explore options and develop the plan. We will notify those in the plan area directly by mail of future engagement opportunities. Online engagement opportunities will be open to all who want to participate. We are also always available for email or phone conversations. We hope you will continue to stay involved throughout the planning process.

Learn More & Get Involved

- Visit surrey.ca/planning
- Contact Markus Kischnick by email - fleetwoodplan@surrey.ca or phone - 604.591.4485