UDISTRICT

NEIGHBOURHOOD PLAN +
ABBOTSFORD CAMPUS MASTER PLAN

KEY FINDINGS

udistrict

14 ENGAGEMENT OUTCOMES

Stage 1 included public and stakeholder engagement events intended to raise awareness about the joint UDistrict planning process and gather information to inform concept options developed in Stage 2. The results of these events are summarized below.

14.1 Public Launch

WHAT WE DID IN STAGE 1

On April 8, 2014, the City of Abbotsford and the University of the Fraser Valley launched the UDistrict project. The purpose of the launch event was to raise awareness about the process and opportunities for involvement, communicate background research and work completed to date, and to gather information from participants to inform the concept options. The event was promoted by over 1,600 postcards, posters, numerous newspaper articles and advertisements, radio announcements, e-newsletters, and social media.

The April 8 launch event began with a media announcement, followed by two interactive booths – one on the UFV Campus Green and the other at the Abbotsford Centre. Approximately 180 people attended the events. The launch event was complemented by an online questionnaire, which ran from April 8 to April 22. The questionnaire received 60 responses.

WHAT WE HEARD IN STAGE 1

Both the interactive display boards and the online questionnaire asked participants to review information and provide feedback on A) Land Use, B) Green Network, C) Public Realm, and D) Mobility. In each theme, participants were asked to use a sticky dot to show their priorities among given opportunities, and then share why they felt that way using a sticky note. The questionnaire also asked the same questions.

Generally, the qualitative feedback showed a desire to see a walkable, mixed-use, and complete community in the UDistrict where residents, students, faculty, and staff can live, work, shop, and play. A strong sense of place was important to participants. Priorities for the future included adding grocery store, local retail, "third places" (cafes and other areas to study, relax, and socialize), and fitness and childcare facilities to the UDistrict. Respondents expressed a desire to make the UDistrict a walkable, transit-friendly place with better parking and a safer environment for people walking and on bikes. Preserving existing natural areas and agricultural land was also raised.
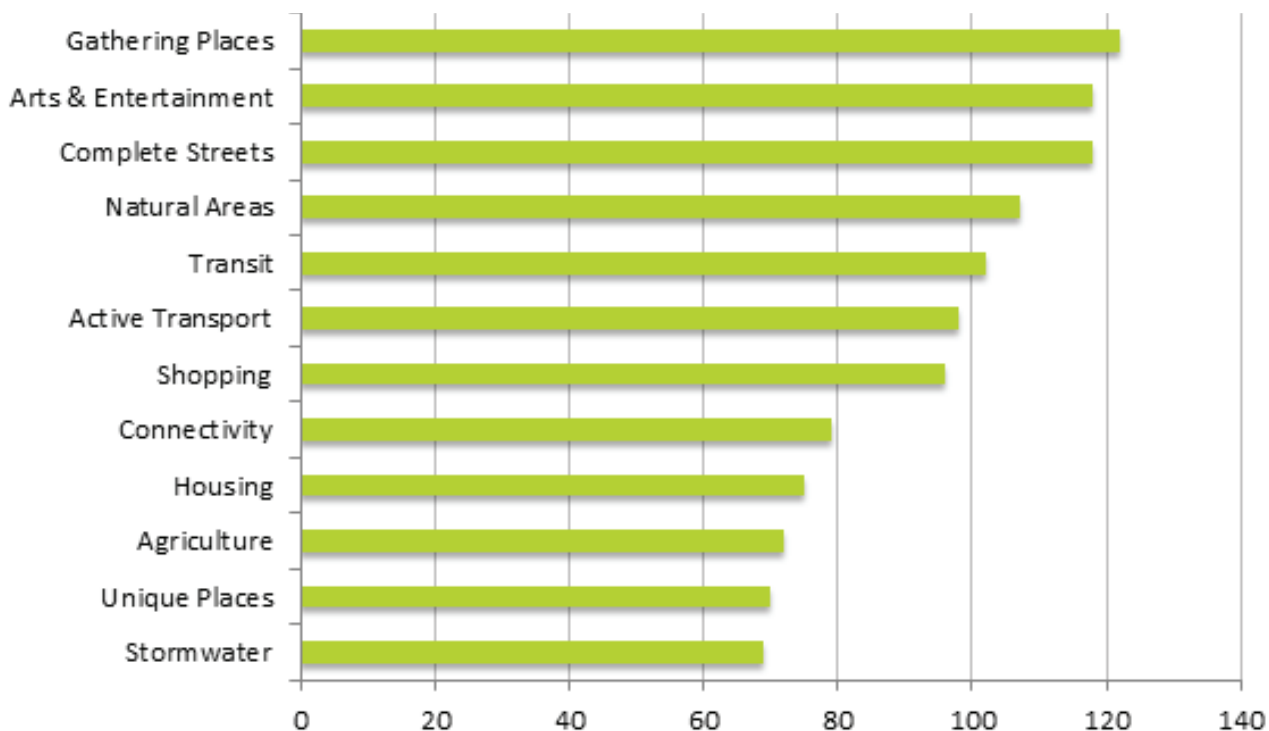

Figure 42 - Summary of feedback on priorities (number of responses)

15 DRAFT GUIDING PRINCIPLES

The following draft guiding principles have emerged out of the work completed in Stage 1. These ideas build off the work done in the UDistrict Vision as well as the detailed background analysis and preliminary public/stakeholder engagement. They are summarized below.

1. **Create a Compact, Transit-Oriented Neighbourhood:** Concentrate campus development to physically connect with the community. Focus new community development to support transit and retail and put residents and students close to daily needs.

2. **Bring the Community + Campus Together:** Invite the community onto the campus and create strong physical and programmatic linkages to the community. Support university life within the community by providing housing, services and amenities that create a vibrant university village supporting the campus.

3. **Support Neighbourhood Life:** Introduce a rich mix of uses, linked by pedestrian and cycling paths and organized in distinct precincts to heighten neighbourhood life and offer a diverse experience for residents, students, and visitors.

4. **Support Learning Everywhere:** Support flexible, engaging learning opportunities throughout the campus and the community including innovative teaching spaces and flexible common spaces.

5. Integrate Agriculture and the Natural Environment: Enhance existing agricultural and natural areas and more deeply integrate them into new and existing development.

6. Demonstrate Innovation: Look for new ways of demonstrating how community and campus can support each other in a creative, interactive environment and create meaningful partnerships between business, the community and academia.

7. Manage Parking: Allow for a balanced approach to parking that supports retail and a vibrant, pedestrian-oriented campus and community.