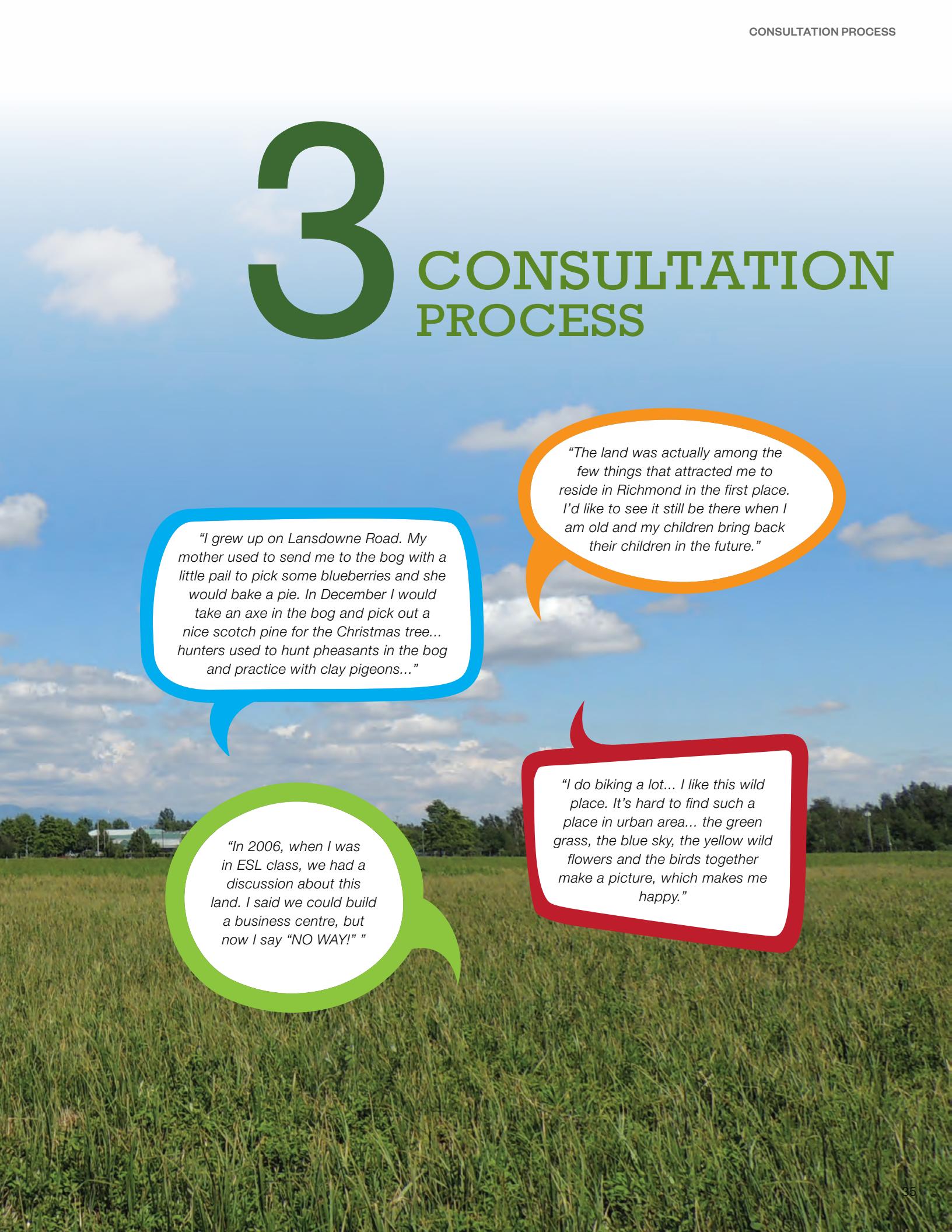




# 3 CONSULTATION PROCESS



"I grew up on Lansdowne Road. My mother used to send me to the bog with a little pail to pick some blueberries and she would bake a pie. In December I would take an axe in the bog and pick out a nice scotch pine for the Christmas tree... hunters used to hunt pheasants in the bog and practice with clay pigeons..."

"The land was actually among the few things that attracted me to reside in Richmond in the first place. I'd like to see it still be there when I am old and my children bring back their children in the future."

"In 2006, when I was in ESL class, we had a discussion about this land. I said we could build a business centre, but now I say "NO WAY!" "

"I do biking a lot... I like this wild place. It's hard to find such a place in urban area... the green grass, the blue sky, the yellow wild flowers and the birds together make a picture, which makes me happy."

## COMMUNITY INVOLVEMENT

Early in the planning process for Garden City Lands the City committed to developing a communication program and providing a variety of opportunities for public engagement.

While Garden City Lands has been the subject of much debate in the past, there were still many local residents unaware of the history of the site and that the City had purchased the Lands for community use.

Both quantitative and qualitative information was gathered throughout the process. The quantitative tools allowed us to capture a snapshot of overall trends and preferences. The qualitative tools, such as the written comments in the surveys, provided an interpretation of what the public meant when rating or ranking an item and allowed people to express ideas in their own words.

## COMMUNICATION

To bring more prominence to this project, a unique logo and visual identity were developed that emphasized the concept of working together to 'create' a vision for the future. The origami inspired bird in the logo was intended to represent a number of ideas such the nature and wildlife on the site and the idea of taking a square piece of paper (the shape of the Lands) and creating something beautiful out of it.



A dedicated website, **creategardencitylands.ca**, was created along with a supporting Facebook page and Twitter account. The project web site was launched in early May, 2013 with background information about the Lands.

All the materials from the Ideas Fair on June 1st, 2013 and the Open House on November 7th, 2013 were uploaded to the [creategardencitylands.ca](http://creategardencitylands.ca) site and posted on the City's Let's Talk Richmond on-line engagement platform.

A community-wide media information campaign was initiated that included numerous newspaper advertisements, special briefings conducted by staff and the Mayor, and extensive media coverage from local and regional news outlets (Appendix B). Over 3000 invitations were also directly mailed to the surrounding residents.

## IDEAS FAIR JUNE 1, 2013

An Ideas Fair was located on the Garden City Lands on Saturday, June 1, 2013. This provided people who attended an opportunity to experience the Lands for the first time. The ability to access the site was genuinely appreciated by the public, generating excitement about the possibility of future access and use of the Lands.

The objectives of the Ideas Fair were to engage with people and inform them about the opportunities and limitations inherent in the Lands, and provide a range of tools such as surveys, games, video interviews to allow for individuals to create and express their ideas for the future.

Over 650 people attended the fair and 220 questionnaires were filled in and an additional 112 from the Let's Talk Richmond platform.

The information gathered indicated that the top priorities were amenities and activities supporting passive recreation – walking, boardwalks and birdwatching - followed by creating an ecological reserve. Park amenities that supported community gathering areas and site related education and research were also strongly supported.





## WHAT WE HEARD... JUNE 1, 2013

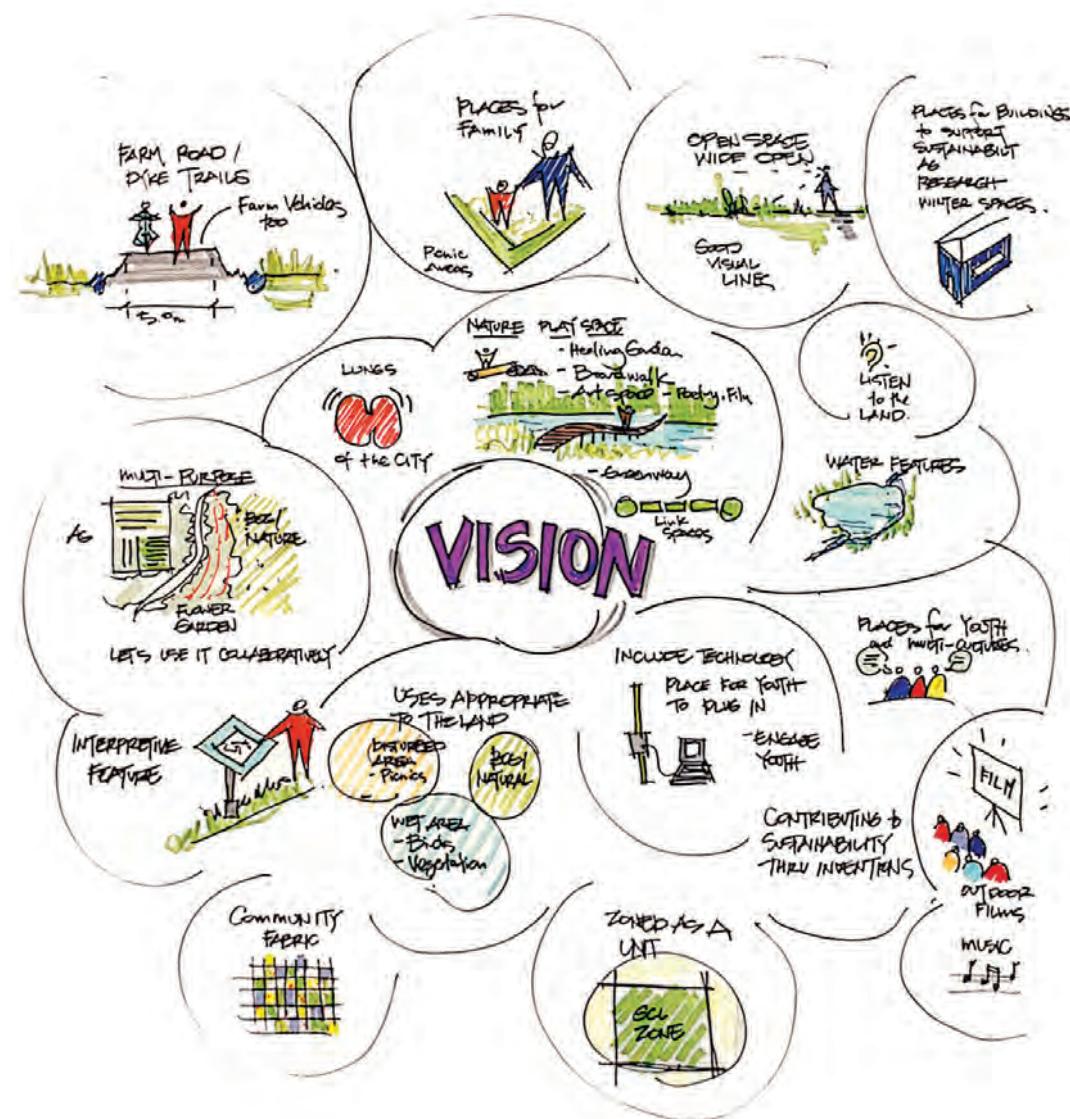


## FOCUS WORKSHOP JUNE 6, 2013

A focus workshop was held on Thursday June 6, 2013 to obtain ideas and input from a number of groups that could provide specialized insights. The intention was to build a shared understanding of the Lands and the various opportunities and constraints, and allow for the representatives to express their values and visions for the site.

Representatives attended from a number of community groups including the; Advisory Committee on the Environment; Garden City Lands Conservation Society; the Heritage Commission; Public Art Advisory Committee; Richmond Food Security Society; Richmond Nature Park Society; Richmond Poverty Response Committee; Richmond Sports Council; S.U.C.C.E.S.S.; and Vancouver Coastal Health.

Participants spoke to why Garden City Lands was important to them or their group and provided specific ideas to be integrated into the development of a plan. Many of the values from the group discussion echoed those expressed by the Ideas Fair participants.



IDEAS DRAWN AT THE FOCUS GROUP WORKSHOP

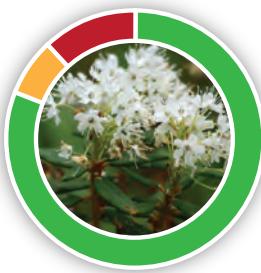


## WHAT WE HEARD... NOVEMBER 7, 2013

STRONGLY <->  
SOMEWHAT SUPPORT

NEUTRAL

STRONGLY <-> SOMEWHAT  
DO NOT SUPPORT



**Natural Features**  
(e.g. bog conservation areas, grass meadows)



**Water Features**  
(e.g. expanded wetland, pond)



**Agriculture**  
(e.g. demonstration gardens, research and educational fields)



**Gateways & Connections**  
(e.g. entry features at intersections, ecological connections to Nature Park)



**Parkland Amenities**  
(e.g. trails and boardwalks, informal play, community field)



**Interpretation & Art**  
(e.g. creative and interactive displays, bog signage)

**QUESTION:**  
*Each concept has been designed with a menu of 38 proposed Elements. I support the following major elements...*



**Multi-Functional Hub**  
(e.g. space for farmers markets, barn and community kitchen)



# CONCEPT OPTIONS OPEN HOUSE NOVEMBER 7<sup>TH</sup>, 2013

The next step in the Garden City Lands planning process was the development of concepts that explored different scenarios for the future of the Lands in keeping with the Vision. Three concept plans were presented and a survey asked the public to rank the concept plans and provided a fourth option of choosing none of the concepts.

The Open House was held from 11 a.m. to 9 p.m. in the atrium at Lansdowne Mall. It is estimated that over 1000 people came through and reviewed the boards. This surpassed the number who attended the June 1st Ideas Fair and many of the participants were new to the project.

At the Open House 222 surveys were filled out with others mailed in. The Concept Plans and survey were posted on Let's Talk Richmond until mid-January and had 835 visitors with 79 people filling out the survey.

Of the people who filled out surveys, 76 percent of respondents chose one of the three concepts as their preferred ranking. ‘None of the Above’ was the response from 24 percent of respondents. The number one ranked plan was the ‘In Nature’ followed by ‘Off the Grid’.

## BY THE NUMBERS:

- 1600 people attended two public forums
- 445 hand written surveys completed
- 835 visitors to Let's Talk Richmond
- 191 online surveys completed



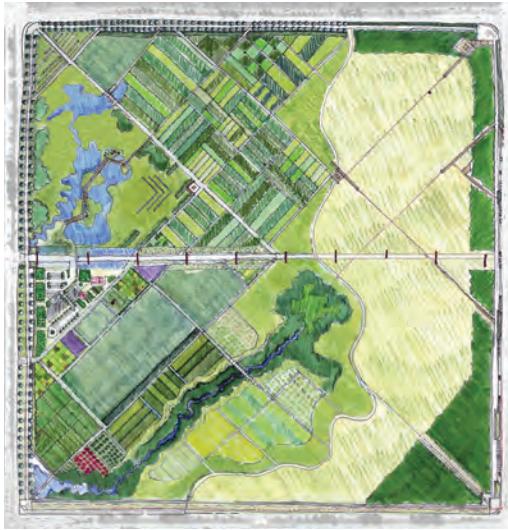
## NATURE CONCEPT



## ON THE GRID CONCEPT



## OFF THE GRID CONCEPT



## NOVEMBER 7, 2013 OPEN HOUSE

These three concept plans were presented at the Open House located in Lansdowne Mall. Approximately 1000 people attended the all day event. Participants were asked to rank these concepts and given the option of selecting "None of the Above".



## OTHER CONSULTATION

Detailed submissions were received from the Garden City Lands Conservation Society outlining their vision for the Lands along with visions and plans/sketches from other residents.

The Richmond Sports Council forwarded a copy of the 1986 City vision for the Lands detailing a sports complex scheme as envisioned in support of the 1994 Commonwealth Games bid.

Meetings have also been held with representatives from the Kwantlen Polytechnic University to discuss the request for a Sustainable Agriculture Research and Education Laboratory Farm at Garden City Lands as part of the newly formed Applied Science in Sustainable Agriculture program.

Prior to developing the three concept plans for the November 7th Open House, meetings were held separately with the Agricultural Land Commission (ALC) staff, the Scientific Advisory Panel for Burns Bog, and a Faculty of Land and Food Systems representative from University of British Columbia, to provide guidance and input into furthering our understanding of the Garden City Lands site conditions, management, program and site layout considerations.

# CREATING A LEGACY NOW

One of the strongest and most consistent messages was that people saw Garden City Lands as a green oasis in the city. The importance of preserving nature and the contrast to the surrounding urban environment was often mentioned. As people became familiar with the site and fully understood that the City owned the Lands there was a real excitement about the possibilities.

Many times, in many ways the public stated that they saw themselves, their families, and future generations enjoying the Lands. People expressed a strong desire to have access to Garden City Lands and begin creating that legacy now.

