



UBC Okanagan Campus University Way Redesign Process

Phase 1 - Public Consultation Summary Report

June 2016

campus + community planning



a place of mind

THE UNIVERSITY OF BRITISH COLUMBIA

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1. Executive Summary

UBC is undertaking a process to redesign University Way between Alumni Avenue and International Mews at the heart of campus. As part of this process, UBC Campus Planning has been seeking input from the campus community on how University Way can be designed to be a future “Main Street” at the heart of campus that will bring people together for informal gatherings, learning, festivals and celebrations.

The process to redesign University Way builds on the UBC Okanagan Campus Plan 2015, which envisioned University Way as a vibrant pedestrian and bicycle-only public space.

This report summarizes the input received during the first phase of public consultation on the University Way redesign, which took place from March 23 – April 10, 2016, with opportunities to provide input online or in person at the public open house that was held on March 30, 2016 and at the Spring Fest event on March 31, 2016.

Campus Planning provided notification of the public consultation opportunities through advertising, email, online, and outreach to 100 campus stakeholder groups. As a result of these efforts, we had:

- **532** unique page views to the University Way pages on the Campus Planning website
- Over **400** people attended the public open house and Spring Fest event
- **15** questionnaires completed.

Executive Summary of Feedback Received

We heard support for the proposed redesign of University Way into a public space to connect campus buildings and host a variety of events. We also heard support for the project’s vision of a pedestrian and bicycle-only public space. We did hear some concerns about parking access being disrupted.

With regards to how the public space could be used, we heard support for a design that accommodated student, faculty and staff activities. We also heard support for a design that could host both large events like concerts and intimate events like outdoor lectures. Support was expressed for an informal area that could provide a comfortable space for people to meet, while also providing an area for quiet contemplation. It was also suggested that the seating area design consider both the winter and summer climate to encourage use throughout the year.

With regards to sustainability, we heard strong support for incorporating onsite solar energy generation and use. We also heard strong support for planting native vegetation that could help reduce the campus’ water use. Support was also expressed for showcasing stormwater runoff in landscape design features and incorporating waste/recycling facilities.

Detailed feedback and responses are included in Section 5.

2. Public Consultation Process Overview

The public consultation process to develop the University Way redesign will take place over approximately 9 months in two phases – Spring 2016 (Phase 1) and Fall 2016 (Phase 2).

In Phase 1 (Spring 2016), public consultation focused on ideas generation and asking the campus community to submit their comments on the project’s vision. In this phase we were seeking ideas in four key areas – what type of formal events could be held in the space, what type of informal activities might be held in the space, how sustainability could be integrated into the design, and how the space could be designed to encourage use throughout the year. Phase 2 will focus on obtaining feedback from the campus community on proposed design options.

The opportunities to learn about the process and provide input included:

- **Online consultation** from March 23 – April 10 2016 at campusplanning.ok.ubc.ca/
- **Public Open House**
 - Wednesday, March 30, 11:00am – 2:00pm, University Centre, Main Level Entrance
- **Precedent Image Display at Spring Fest Event**
 - Thursday, March 31, 12:00pm – 1:30pm, Central Courtyard

3. Public and Stakeholder Notification and Outreach

Notification of Public Consultation

C+CP provided broad notification of the March 23 - April 10, 2016 public consultation through the following print advertisements and online channels (circulation numbers, when known, are shown in brackets).

Print Advertising

- The Phoenix, published on March 14 (circ 2,000)

Newsletters

- The Exchange, published on March 16 (circ 1,140)

Website

- Campus Planning website - project webpage (532 unique page views)

Print Materials

- Posters distributed to Rez Life – student residences (circ 35)
- Posters distributed to Academic Buildings (circ 35)
- Bookmarks distributed at the University Way Open House and Spring Fest events (300)
- Bookmarks distributed at the Integrated Stormwater Management Plan outreach event (200)

Digital and Social Media

- Campus digital signage between March 23 – April 10

- Posts to UBC’s Okanagan campus Twitter account between March 23 – April 10 (779 followers)
- Posts to UBC’s Okanagan campus Facebook account between March 23 – April 10 (4,396 followers)

Notification about the public consultation process was also sent out through Campus Life communications channels.

Stakeholder Engagement

An email inviting recipients to participate in the University Way Redesign process was sent to key stakeholders. The email included information on the public consultation, opportunities to provide input online and in person, links to the website and online survey, and a request to share the information with their networks. The stakeholders included:

- UBC Students’ Union Okanagan (UBCSUO)
- Engineering Faculty
- Urban Studies Faculty
- UBC Okanagan Aboriginal Centre
- Glenmore Ellison Irrigation District
- City of Kelowna
- City of Kelowna Fire Department
- FortisBC Gas and Electric
- Campus Life

4. Public Consultation Format

Public Open House

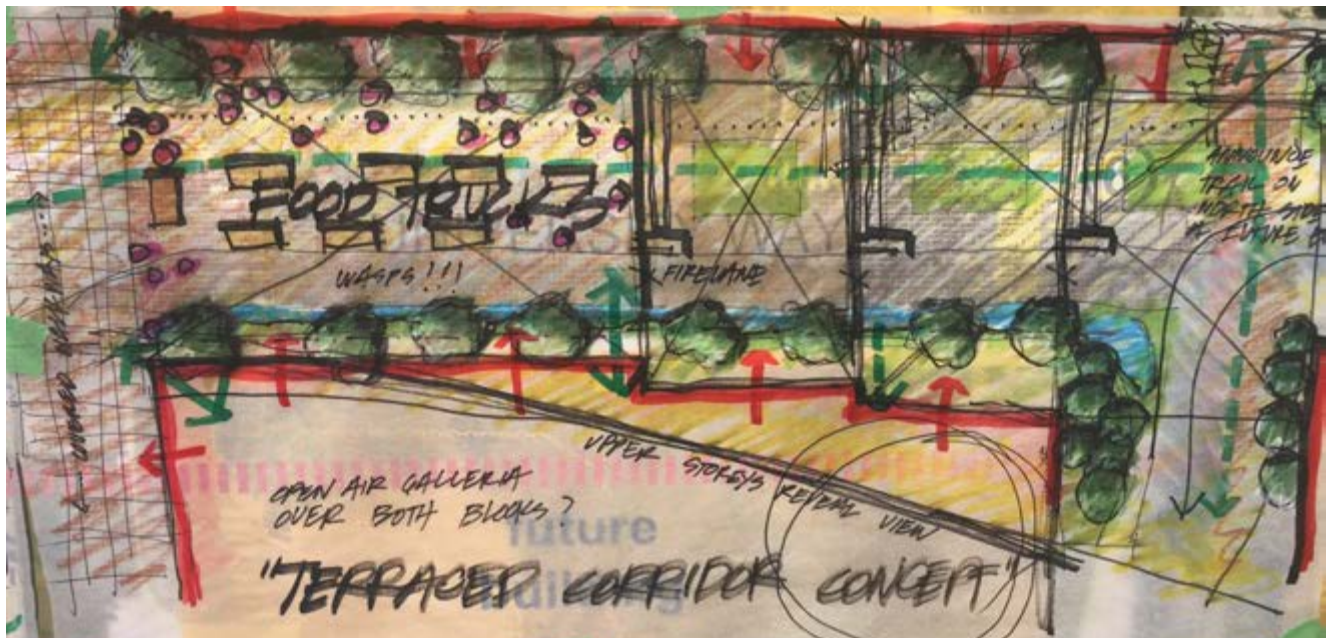
A public open house took place on March 20, 2016, during the consultation period at University Centre, in front of the main level entrance on University Way, over the lunch period for three hours. The event included display boards that described the process of developing the University Way Redesign, design concepts and ideas, and the opportunities to provide input online or in person. Campus Planning technical and public engagement staff were on hand to answer questions and discuss the consultation materials.

The questionnaire and public open house display boards are included in Appendix I and Appendix II.

Concept Sketches

During the public open house, the UBC Urban Designer was on hand to visualize design concepts with participants. In particular, a two-part design scenario for the University Way public realm was collaboratively sketched out with attendees, with a “Terraced Corridor Concept” from Alumni Avenue to University Walk and a “3 Plazas Concept” from University Walk to International Mews.

The “Terraced Corridor Concept” took advantage of the grade change between Alumni Avenue and University Walk by providing a series of stepped plazas, each with a central green space, and bordered by a sloped fire lane to the south (see below). The concept also included an open area to the west that could be used for various events such as food trucks. The concept included a green buffer on both the north and south edges of University Way and ensured views to natural amenities were retained. Different landscaping features like paving patterns were explored to announce pedestrian connections to the east and west of University Way.



The “Three Plazas Concept” for the western half of the project area from University Walk to International Mews explored a more formal separation between the public plaza areas and the fire lane by providing a vegetated buffer alongside a stormwater feature (see below). The concept explored specific uses for each of the plazas, such as a seating plaza and a plaza that could host concerts and ice skating. The concept also explored enhancing the relationship between the plazas and the surrounding buildings by encouraging uses (cafes, restaurants) to spill over from indoor areas to outdoor areas through the use of rollup glazing. The concept also explored locations for food production and retaining important views to natural amenities.



Precedent Preferences

In addition to the public open house, a visual display of precedent images was set-up at Spring Fest on March 31, 2016 at 12:00 pm to 1:30 pm. During this time, participants had the opportunity to place dots on the designs they preferred and comment on the images presented. On display were a total of 8 themes, each with 4 design precedent images. The visual display complete with dots and comments are shown below.

Precedent Images – Board 1



Precedent Images – Board 2

Social gathering, informal learning and interaction



Events



Sustainability (stormwater features)



Seasonal (snow, skating rink, warming huts)



From the display board exercise, it was clear particular designs were preferred over others. The images that received the most dots for each of the 8 categories are shown in the following images.

Precedent Images – Preferred Images for Sustainability (Left) and Seasonal (Right)



Precedent Images – Preferred Images for Paving (Left) and Planting/trees (Right)



Precedent Images – Preferred Images for Lighting (Left) and Seating(Right)



Precedent Images – Preferred Images for Social gathering (Left) and Events (Right)



In addition to the sticky dot exercise, participants were also given sticky notes to comment on the images and provide additional design ideas. The tables below reflect the comments we most frequently heard from the participants (comments with two or more comments are represented in table below).

Precedent Images – Additional Sticky Note Comments

Theme	#
Suggestion to include community gardens.	5
Support for shade trees.	4
Support for recreational opportunities.	4
Support for an outdoor lecture area.	2
Support for seating.	2
Concerns about the raised concrete buffer around trees (Planting/Trees theme image)	2

Online Consultation

Online consultation on the Campus Planning website provided the project vision and background, how the project is informed by the UBC Okanagan Campus Plan (2015), the guiding principles and goals of the project, the site context and analysis, the design inspiration, in addition to a summary of the process and timeline, and consultation information (including a link to the questionnaire). Links to UBC Okanagan Campus Plan implementation updates were also included.

Online consultation took place between March 23 – April 10, 2016.

5. Feedback Summary

Online and Public Open House

Questionnaires – What we Heard

Below is a summary of the comments we received through the online and public open house questionnaires. The tables below reflect comments we heard more than once from the 15 questionnaire respondents.

Verbatim questionnaire comments are included in Appendix III.

Question 1(a) – Adding or Modifying

What are your thoughts on the proposed project vision and goals?

Theme	#
General support for the University Way redesign vision.	5

Question 1(b) – Is there Anything Missing

What are your thoughts on the proposed project vision and goals?

Theme	#
Concerns about insufficient parking facilities.	2
Support for green space that connects campus buildings and can host informal/formal event.	2

Question 2(a) – Organized Events

What types of events or activities could take place at University Way between Alumni Avenue and International Mews?

Theme	#
Events that include student clubs, and faculty/staff activities.	8
Concerts and other events that include music.	6
Protests, rallies, and other outreach events (awareness or causes).	5
Lectures, academic classes, and conferences.	4
Convocation and other ceremonial events.	2
Fitness and health related events.	2
Market place.	2

Question 2(b) – Informal Events

What types of events or activities could take place at University Way between Alumni Avenue and International Mews?

Theme	#
Support for listed informal activities (eating, sitting, reading, meeting friends, having coffee, etc.).	4
Having coffee and/or eating food.	4
Informal social gathering (small groups).	4
Quiet contemplation.	4
Seating – flexible, fixed, and comfortable.	3
Shelter from the sun in a shaded/treed area.	2

Question 3 – Sustainable Design

What sustainability features could be incorporated into the design for University Way?

Theme	#
Suggestion to incorporate onsite solar generation and use.	8
Suggestion to include native and edible vegetation.	7
Suggestion to showcase water runoff features.	4
Suggestion to incorporate waste/recycling facilities.	2

Question 3 – Seasonal Patterns

How should our seasonal weather changes be reflected in the design for University Way?

Theme	#
Suggestion for a seating area that can be used throughout the year.	4
Suggestion for a sheltered area that is accessible to all and balances shade in winter and sun access in summer.	3

Question 4

Other comments

Theme	#
General support for the project.	3
Concern that the design will disrupt traffic flows and access to parking.	2

Letter Submissions

No letter submissions were received as part of the Public Consultation process.

6. Participant Demographics

The participant demographics below reflect the responses from the 15 questionnaires.

How are you associated with UBC?	Count
Staff	11
Student	2
Other (consultant/contractor, former staff, post doc)	1
Faculty	1
No direct association to UBC	0
Alumni	0

How did you find out about this event?	Count
The Exchange	5
Other (please specify)	4

How did you find out about this event?	Count
Walked by	3
Ad in the Phoenix	2
Email	2
Heard about it from a friend	1
Digital Signage	1
Poster	1
Twitter	0
Facebook	0

7. Next Steps

During the summer of 2016, staff will undertake site and technical analysis, design workshops with key campus stakeholders, and development of design options for University Way. The outcomes of this work will be available for review and consultation with the campus community in fall 2016. A final design will then be developed through winter 2016/2017 based on the campus community input and technical considerations.

8. Appendices

Appendix I: Feedback Form

Appendix II: Open House Display Boards (attached)

Appendix III: Verbatim Online Questionnaire Feedback and Letter Submission (attached)

Appendix I: Feedback Form

Feedback Form

Phase I- University Way Redesign Open House
March 30, 2016 | 11:00am-2:00pm | University Centre, Main Level Entrance

Thank you for participating, your feedback is important to us.

What's your point of view?

1. What are your thoughts on the proposed project vision and goals?

Are there any that we should be adding or modifying?

Is there anything missing?

2. What types of events or activities could take place at University Way between Alumni Avenue and International Mews?

Organized events (bookable event space)

Informal events and day-to-day activities (eating, sitting, reading, meeting friends, having coffee, etc.)

3. What types of seating, public art, installations and other features would you like to see in the redesign of University Way?

4. What sustainability features could be incorporated into the design for University Way?

5. How should our seasonal weather changes be reflected in the design for University Way?

6. Other comments?

Tell us about you:

1. How are you associated with UBC? *(please check all relevant boxes)*

- Student Faculty Staff Alumni Professor Emeritus Resident UNA
 No direct association Other: _____

2. How did you find out about this event? *(please check all relevant boxes)*

- Email C+CP website Ad in Phoenix
 Friend or Colleague Other: _____(please specify)

Privacy Notification:

The contents of this Feedback Form may be made available for public viewing. Any personal information you provide in this Feedback Form is collected under the authority of section 26(c) of the *Freedom of Information and Protection of Privacy Act*. UBC Campus and Community Planning is collecting this information for the purposes of this consultation process. For more information about the collection of your personal information, contact Gabrielle Armstrong, Senior Manager, Public Engagement, at (604) 822-9984 or by email at gabrielle.armstrong@ubc.ca

If you would like to drop off, email or mail in this feedback form, please return it by end of day, **April 10, 2016** to:

Campus and Community Planning, UBC, 2210 West Mall, Vancouver, BC V6T 1Z4
Attention: **Gabrielle Armstrong, Senior Manager, Public Engagement**
For further information, please contact gabrielle.armstrong@ubc.ca or **(604) 822-9984**