



# Marpole Community Centre Needs Assessment Study

Overview & Phase 1  
Engagement Results

REPORT REFERENCE

Regular Park Board Meeting  
Monday, March 12, 2018



To provide the Board with an overview of the Marpole Community Centre Needs Assessment Study, update on the results of the first phase of engagement, and outline next steps.

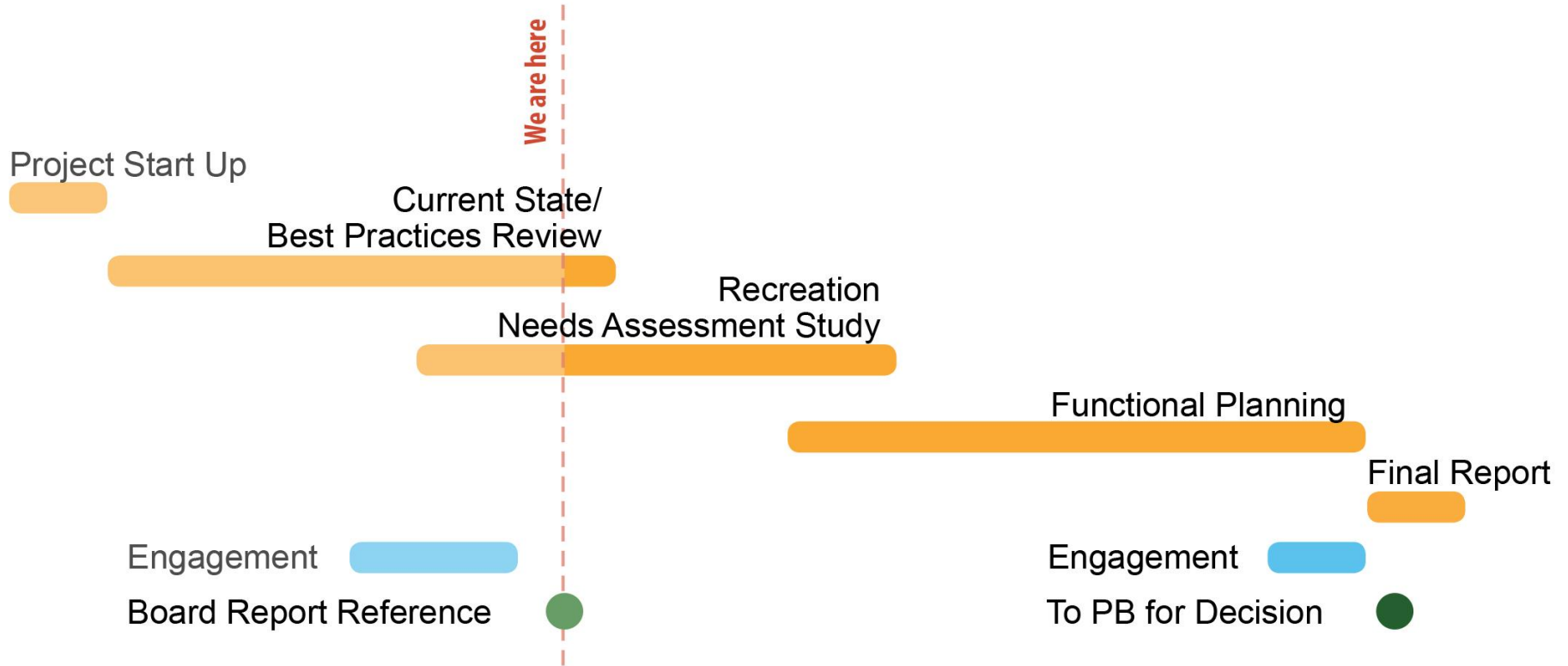
- Board Motions
- Study Process
- Summary: Key Phase 1 Engagement Findings
- Background
- Phase 1 Engagement Results
- Next Steps



- 2016: THAT the Vancouver Park Board move forward with consultation and planning for the renewal of the Marpole-Oakridge Community Centre on the existing site located at Oak Street & 59th Avenue at Oak Park.
- 2018: THAT the Vancouver Park Board approve the location for a new full-sized outdoor pool in South Vancouver co-located at Marpole Community Centre in Oak Park.

- Fall 2017: **Needs Assessment Study** for a new Marpole Community Centre began
- Consultant team led by Carscadden Stokes McDonald (architecture) and Lees + Associates (engagement)
- Study will identify **recreation programming needs**, based on current building function, current service levels, community engagement and best practices
- A **functional planning report** will be the Study's outcome, outlining required building spaces and their functions, how they fit together, and the building's relationship to its site
- Study will inform the **detailed design and construction** of the new Marpole Community Centre

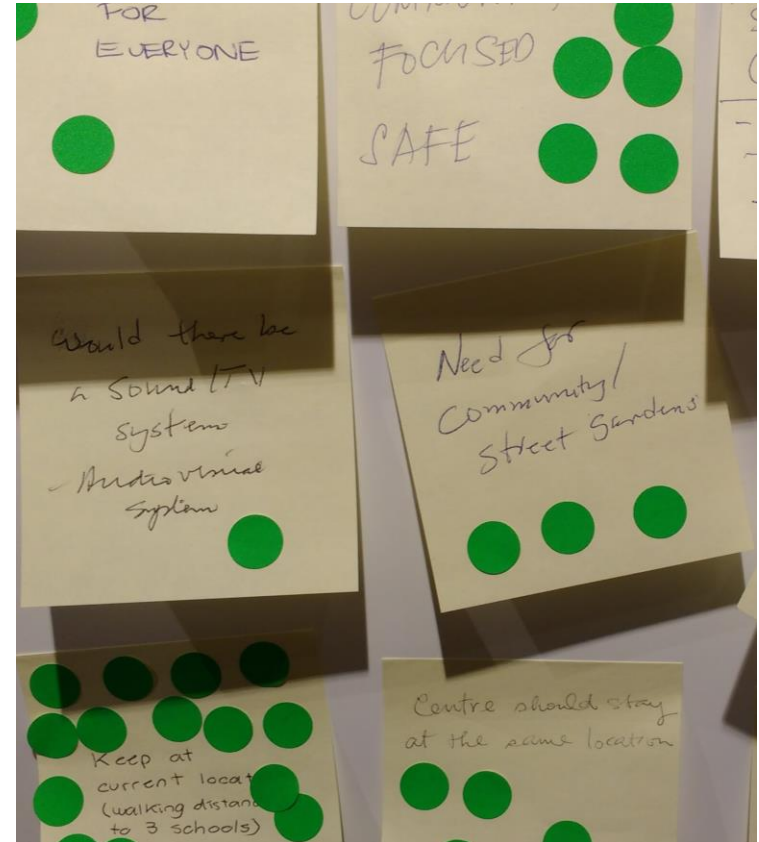
# Needs Assessment Study Process



# Summary: Key Phase 1 Engagement Findings

**Seven key findings** for the new community centre have emerged through engagement:

- The **most popular recreation activities** cited are fitness classes, swimming and individual fitness activities.
- The most commonly cited **barriers to participation** in recreation are challenges getting to and from facilities, and overcrowding.



# Summary: Key Phase 1 Engagement Findings

- **Indoor amenities** cited as most desirable include an indoor pool, standard community centre amenities (fitness centre, gymnasium, multipurpose rooms), and a commercial kitchen.
- **Outdoor amenities** cited as most desirable at a new community centre include play space, walking/jogging paths, and social spaces (plaza/festival space/picnic areas).





# Summary: Key Phase 1 Engagement Findings

- There are **not enough services** for seniors' health and wellness, youth drop-in and academic support, and childminding.
- Engagement responses **validate Oak Park as the preferred location** for the new community centre.
- **Arbutus Greenway** is not considered a key consideration in planning for the new community centre.



# Summary: Key Phase 1 Engagement Findings

**Three key values** for the new community centre have emerged through engagement:

- **Social & Welcoming:** New building should offer a wide welcome to all, by being flexible, multi-functional and aesthetically pleasing.
- **Accessible & Convenient:** Oak Park site validated as embodying these attributes; need for improved access from south of 70<sup>th</sup> Avenue identified.
- **Green & Bold:** New building should foster connections with outdoors, be environmentally sustainable, have a presence and be innovative.

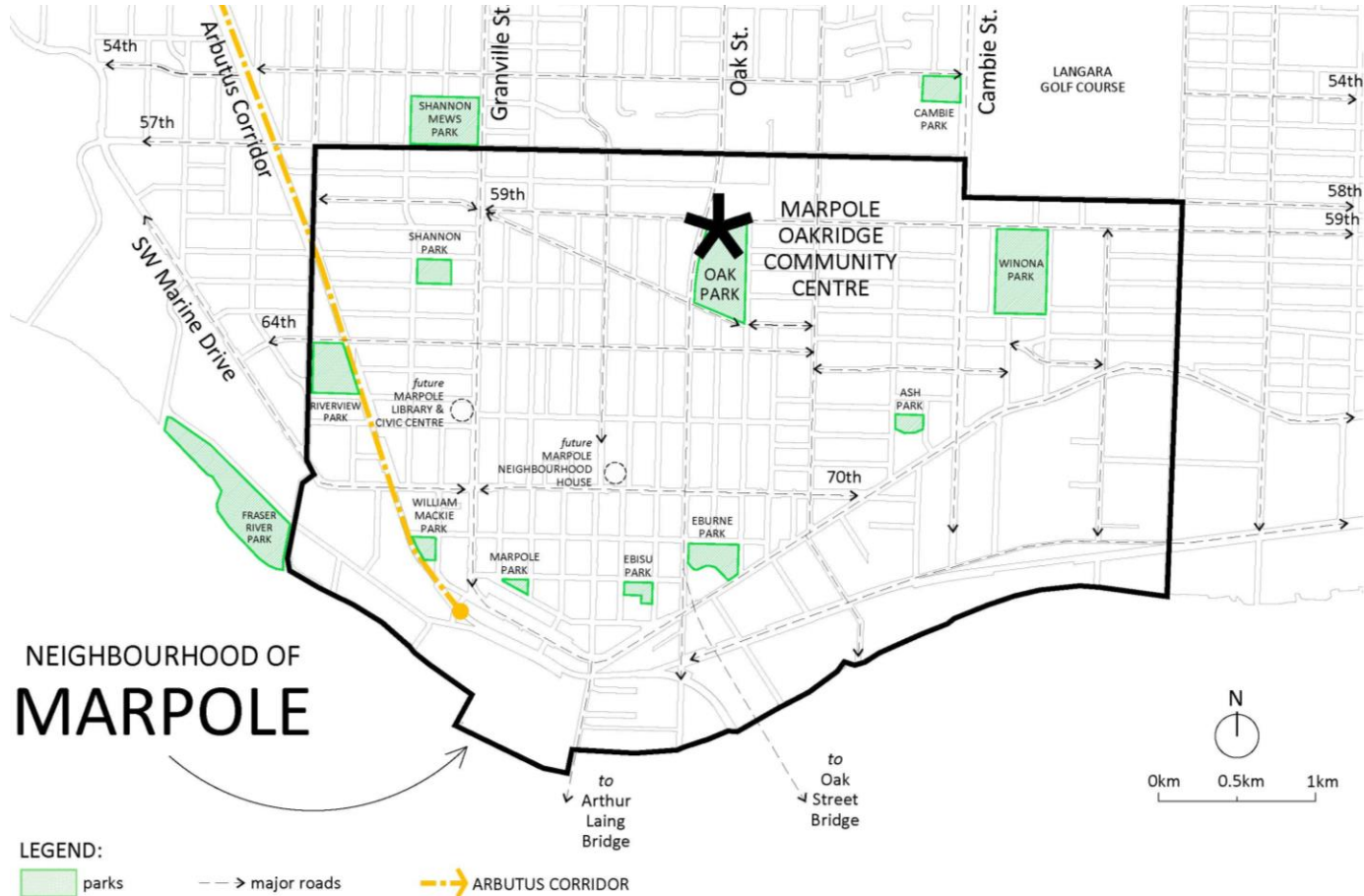


*“Lots of natural light, so lots of windows and/or glass walls like other modern community centres. Lots of trees and plants so there is a variety of places to sit and enjoy nature.”*  
(Sample Comment)



# Background

# Background: The Marpole Neighbourhood



# Background: The History of Marpole

- Inhabited since time immemorial by the Musqueam people;
- Current neighbourhood form began to develop in 1860s;
- Connected to other regional destinations first by Interurban Line, now by its three bridge connections;
- Experienced 43% population growth from 1981 to 2011, in line with Vancouver's growth of 41%;
- Now a growing community of long-time residents, newcomers, families and seniors.



Marpole from the air, 1948

# Background: Marpole Demographics



Vancouver overall: 42%



Vancouver overall: 39.9 years of age



Vancouver overall: 53%



Vancouver overall: 56%



Vancouver overall: 19%

(Sources: Statistics Canada, 2016 Census)

## Marpole Population:



(Source: Statistics Canada, 2016 Census)

# Background: Current Marpole-Oakridge CC Building

- Opened in 1949
- Almost 70 years as Marpole's community hub
- Gross area of 3,009 m<sup>2</sup> (32,400 sqft)
- Located at Oak Street & 59th Avenue in Oak Park
- Identified for renewal in Park Board Facilities Renewal Plan (2009) and Marpole Community Plan (2014)





Challenges with current building include:

- Lack of space needed for programs
- Aging, inadequate building systems
- Barriers to universal access
- Lack of adequate kitchen facilities



The current building is at overcapacity supporting the following activities:



- Basketball
- Volleyball
- Soccer skills
- Badminton
- Parent/tot drop-in
- Birthday parties
- Swap Meets
- Haunted House

## 2017 Usage by the Numbers:

Total registered program visits: 73,100

Total pass visits not linked to programs: 30,200

Drop-in youth (free): 10,400

Total visits: **148,700**

# Background: Marpole-Oakridge CC Current Activities



- Karaoke
- English Conversation Club
- Tea time
- Music lessons
- Drawing
- Low impact activities (tai-chi, yoga)



- Daycare
- School break camps

# Background: Marpole-Oakridge CC Current Activities



- Small class workshops
- Individual workouts
- Group workouts, training and classes
- Yoga, pilates, hula fitness
- Music lessons
- Seniors socials
- Youth leadership meetings

(Source: Vancouver Park Board Inscription Data)



# Phase 1 Engagement

- 10,605 postcards sent
- 2500 MOCC programming booklets distributed
- 4266+ emails sent
  - MOCA (1000)
  - Marpole Res. Coalition (600)
  - Laurier, Churchill & DLG School mailing lists
- Social media, posters



# Phase 1 Engagement: January / February 2018



**784**  
PUBLIC  
PARTICIPANTS



- TalkVancouver Survey (572)
- Open House (132)
- PopUp (80)



**15**  
STAKEHOLDERS  
INTERVIEWED

- MOCA board (9)
- External Advisory Group (6)



**53**  
FOCUS  
GROUP  
PARTICIPANTS

- Youth (30)
- Seniors (10)
- ESL learners (6)
- MOCC staff (7)

## Most Popular Current Recreation Activities:

1. Fitness – Classes
2. Swimming – indoor or outdoor
3. Fitness – individual activities
4. Community Events, Celebrations and Performances

|                                 |     |
|---------------------------------|-----|
| Fitness – classes               | 55% |
| Swimming (indoor or outdoor)    | 44% |
| Fitness – individual activities | 44% |
| Community events, performances  | 32% |
| Gymnasium sports                | 25% |
| Arts + crafts activities        | 24% |
| Ice skating                     | 20% |
| Dance classes                   | 18% |
| Music classes                   | 16% |
| Parent + tot drop-in activities | 15% |
| Cooking classes or activities   | 13% |
| Ice rink sports                 | 9%  |
| Racquet sports                  | 8%  |
| Curling                         | 2%  |



## Barriers to Participating in Recreation:

1. Lack of desired programs
2. Distance
3. Perceived Overcrowding
4. Lack of Parking

Comments identified need for increased visibility and aesthetic appeal of building.

|  |     |
|--|-----|
| Lack of desired programs                 | 33% |
| Rec facilities too far away              | 32% |
| Rec facilities too crowded               | 26% |
| Lack of parking                          | 26% |
| Lack of time                             | 25% |
| Inconvenient public transit              | 25% |
| Cost too high                            | 25% |
| Inconvenient & hilly walking routes      | 20% |
| Lack of visibility & awareness of centre | 16% |
| Desired programs full                    | 15% |
| Don't feel comfortable in rec facility   | 11% |
| Lack of universal accessibility          | 4%  |

## Most Desired Indoor Amenities:

1. Indoor swimming pool
2. Fitness centre
3. Gymnasium
4. Fitness class space

Comments identified need for better kitchen facilities, café, social space and additional flexible space.

|                         |     |
|-------------------------|-----|
| Indoor swimming         | 63% |
| Fitness centre          | 56% |
| Gymnasium               | 45% |
| Fitness class space     | 39% |
| Seniors space           | 30% |
| Childcare facility      | 29% |
| Special event space     | 38% |
| Social space/lounge     | 26% |
| Ice Rink                | 22% |
| Youth space             | 20% |
| Multipurpose/Dance room | 18% |
| Commercial Kitchen      | 13% |
| Racquet sport courts    | 8%  |
| Gallery space           | 5%  |

Vansplash draft approach to indoor pool service levels for South Vancouver:

- Expanded service levels at a new Kerrisdale Pool
- Consideration of partnerships with external service providers

## Most Desired Outdoor Amenities:

1. Play space
2. Walking/Jogging paths
3. Seating area or plaza
4. Multi-sport courts

Comments identified importance of providing access from indoor space to outdoor space, including large opening doors to outdoor courts.

|                               |     |
|-------------------------------|-----|
| Childrens play space          | 54% |
| Walking/jogging paths         | 50% |
| Casual seating area or plaza  | 43% |
| Multi-sport courts            | 42% |
| Sports fields                 | 37% |
| Outdoor festival, event space | 35% |
| Picnic area                   | 30% |
| Community gardens             | 28% |
| Outdoor swimming pool         | 17% |
| Splash pad                    | 15% |
| Outdoor fitness equipment     | 15% |
| Outdoor community oven        | 8%  |
| Skate park                    | 6%  |

## Social Services that are Most Lacking:

1. Seniors Health and Wellness
2. Youth Drop-In/Academic Support
3. Before and After School Care
4. Daycare

|                                      |     |
|--------------------------------------|-----|
| Seniors health and wellness services | 44% |
| Youth drop-in and academic support   | 25% |
| Before and after school care         | 25% |
| Daycare                              | 24% |
| Community and social gatherings      | 24% |
| Youth leadership skills development  | 23% |
| School break day camps               | 22% |
| Parent and child drop-in             | 22% |
| Community gardens                    | 22% |
| Cooking classes and sharing recipes  | 17% |
| Employment support                   | 16% |
| Community meals                      | 15% |
| Homeless support programs            | 15% |
| Computer training                    | 15% |

## Most Desired Adjacencies for the New Building:

1. Near respondent's home
2. Beside or in a park
3. Near Parking
4. Transit connection

|  |     |
|--|-----|
| Near residences                        | 54% |
| Beside or in a park                    | 53% |
| Near parking                           | 35% |
| On frequent bus route or near SkyTrain | 35% |
| Near library                           | 27% |
| Near schools                           | 17% |
| Near grocery stores + other shopping   | 11% |
| On bike route                          | 9%  |
| Near restaurants                       | 2%  |

## Is the Arbutus Corridor an important consideration in planning for the new community centre?

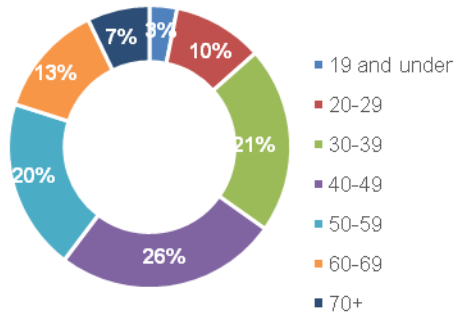
Only 17% of all survey respondents considered the Arbutus Greenway to be an important factor.

|                            |     |
|----------------------------|-----|
| Arbutus is important       | 17% |
| Arbutus might be important | 24% |
| Arbutus is not important   | 49% |
| Unknown/No opinion         | 10% |

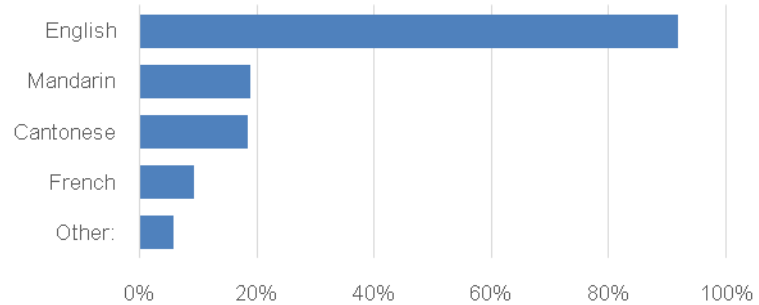
# Phase 1 Engagement Results: Survey Demographics



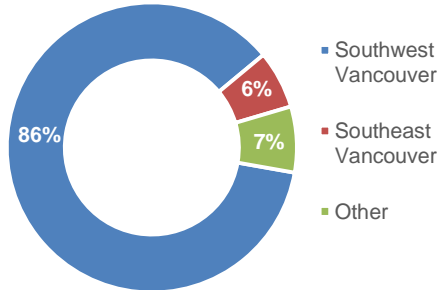
## Age



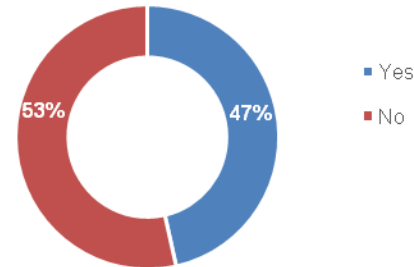
## Language Spoken at Home



## Postal Code



## Respondents with Children under the age of 18





# Next Steps



# Next Steps

- **April 2018:** Draft Capital 4-Year Plan to Board for Decision
- **May 2018:** MCC Study Open House (Phase 2 Engagement)
- **Summer 2018:** MCC Study to Board for Decision; Capital 4-Year Plan to Board for Decision
- **Summer 2018 – 2019:** Oak Park Master Planning & Engagement (including Outdoor Pool)
- **2019:** Start of MCC Building Design (based on MCC Study/Oak Park Master Planning Outcomes)

