



YARROW NEIGHBOURHOOD PLAN

COMMUNITY SURVEY ANALYSIS | OCTOBER 2021





PREPARED FOR:

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COMMUNITY SURVEY ANALYSIS

Introduction

In June 2021, the City of Chilliwack embarked on a planning process to develop a Neighbourhood Plan for Yarrow. The purpose of the Plan is to review existing neighbourhood conditions and provide clear direction for future decision-making on land use, development and neighbourhood character. The Plan will be adopted as a bylaw under the Official Community Plan.

To inform the Neighbourhood Plan, the City prepared a survey to provide community members with an opportunity to share their vision and goals for the future of the neighbourhood. Feedback collected through this survey will help the City to understand community values and identify opportunities for ensuring Yarrow remains a complete, healthy and safe community.

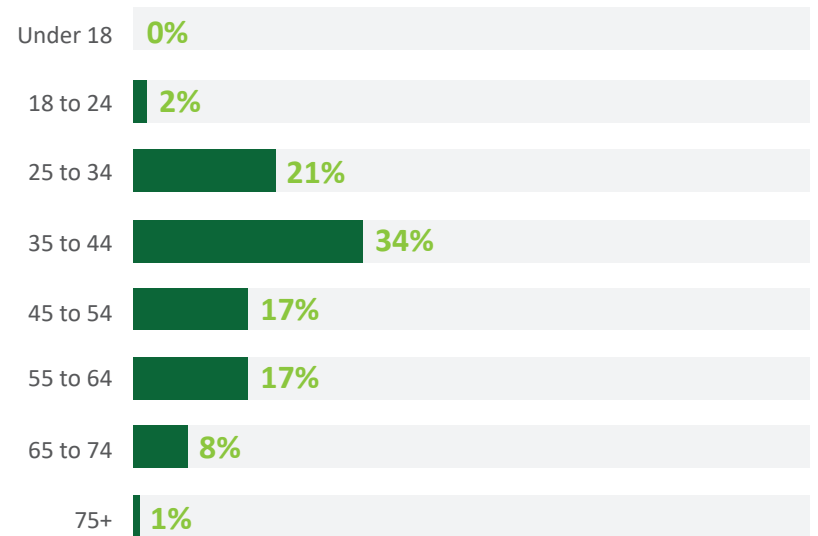
The survey was open online on the project’s website (<https://www.engagechilliwack.com/yarrowplan>) from August 12 to September 30, 2021. A total of 196 respondents completed the survey. The survey contained a mix of multiple choice and open-ended answers. For some questions, respondents could select more than one option. Where this is the case, ‘select all that apply’ is noted. Also, important to note is that not all respondents answered every survey question. The number of responses received is noted beside each question. The following is a summary of the feedback collected.



About the Respondents

- Q4: Please indicate your age range. (196 responses)

The highest response rate was among respondents aged 35 to 44 years (67 respondents, 34%), followed by respondents aged 25 to 34 years (41 respondents, 21%).

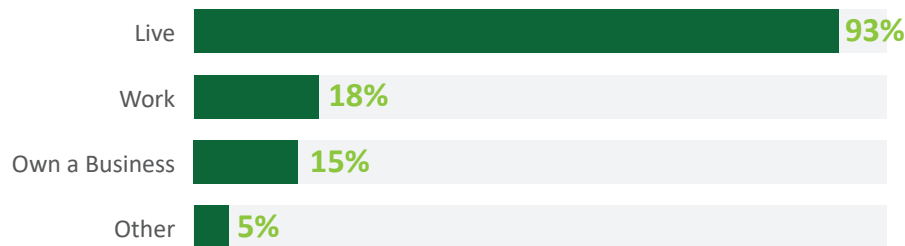




Connection to Yarrow

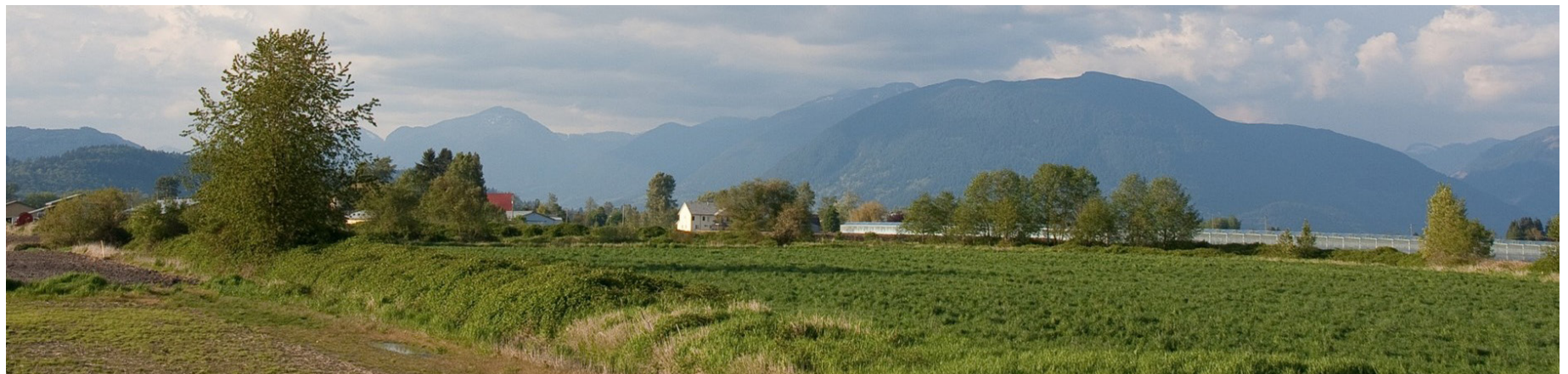
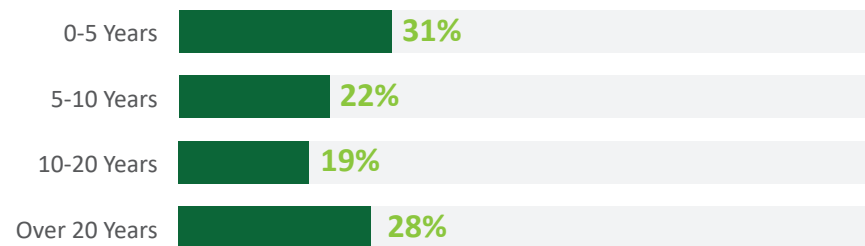
- *Q1: What is your connection to Yarrow? Select all that Apply. (196 responses)*

Respondents were asked about their connection to Yarrow and could select all options that apply. Nearly all respondents, 183 (93%) indicated they live in Yarrow. Thirty-five (35) respondents (18%) work in Yarrow and 30 respondents (15%) own a business. Ten (10) respondents (5%) indicated different connections to Yarrow, including, having previously lived there; having family there; visiting Yarrow for leisure, shopping, and/or business; or cycling through the community.



- *Q2: How long have you lived/worked/owned a business/other in Yarrow? (196 responses)*

Respondents were asked how long they have been connected to Yarrow, specifically, how long they have lived/worked/owned a business or other in Yarrow. Most respondents have been connected to Yarrow for either less than 5 years (60 respondents, 31%) or more than 20 years (54 respondents, 28%). Similar proportions of respondents have been connected to Yarrow for 5-10 years (44 respondents, 22%) or 10-20 years (38 respondents, 19%).





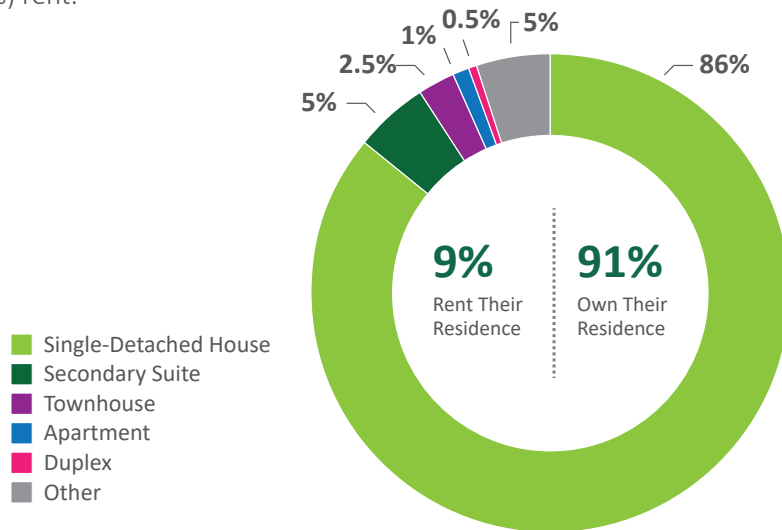
Housing & Living Preferences

- **Q4: What type of housing do you currently live in? (196 responses)**

Respondents were asked about the type of housing they currently live in. The majority, 169 respondents (86%), indicated they live in a single-detached house. Seventeen (17) respondents (9%) currently live in a secondary suite (9, 5%), townhouse (5, 2.5%), apartment (2, 1%) or a duplex (1, 0.5%). Ten (10) respondents (5%) who indicated they live in other types of housing, specified they live on a farm or agricultural property, a mobile home, or in a suite attached to a commercial property. Important to note is that responses for ‘apartment’ were either provided by respondents who do not live in Yarrow or by respondents who live in ‘other’ housing types that may appear like apartment living, such as a self-contained unit above a commercial or agricultural structure.

- **Q5: Do you own or rent your residence? (194 responses)**

Most respondents own their residence (177, 91%). Only 17 respondents (9%) rent.



- **Q6: If you anticipate moving in the next 5 to 10 years, do you plan to stay in (or move to Yarrow)? (194 responses)**

Respondents were asked whether they anticipate moving in the next 5 to 10 years, and if so, do they intend to stay or move to Yarrow. Eighty-four (84) respondents (43%) indicated yes, while 25 respondents (13%) indicated no. For 85 respondents (44%), the question was not applicable as they do not intend to move.

- **Q7: Please explain why (Optional, 102 responses)**

Respondents were asked to explain their answer. Respondents provided reasons about why they enjoy living in Yarrow and will continue living there. These responses include:

- Good, close-knit community
- Small town feel and rural environment
- Beautiful area with good access to nature, trails, and outdoor recreation
- Good proximity to work, local businesses and community destinations (library, school, etc.)
- Long time residents with family ties to Yarrow
- Good place to raise a family or retire
- Large lots and low density
- Quiet

Respondents also provided reasons about why they do not want to live in Yarrow and why they plan to move. These responses include:

- Unaffordability of land and housing
- Moving elsewhere for a change of environment or to be closer to family
- Lack of amenities
- Looking for better access to schools
- Too busy and overcrowded
- Growing concerns over safety and general community upkeep



Describe Yarrow

- Q8: What are three words you would use to describe Yarrow in the present? (192 responses)

Respondents were asked to describe Yarrow in the present using three words. Words that were mentioned 10 or more times are listed below. (Note: The analysis of responses to this question included grouping of similar words).



Word Description	# of Responses	% of Responses
Community	80	42%
Rural / Farm	43	22%
Friendly	43	22%
Small / Small-town	34	18%
Quiet	33	17%
Peaceful / Relaxed / Tranquil / Calm	33	17%
Quaint	32	17%
Beautiful / Scenic / Lovely	17	9%
Growing / Changing / Developing	18	9%
Family-oriented	14	7%
Busy / Active / Alive	12	6%
Safe	11	6%
Natural / Green	11	6%
Connected / Close-knit	11	6%
Traffic	10	5%



- Q9: What are three words you would use to describe Yarrow in the future? (183 responses)

Respondents were also asked to describe Yarrow in the future using three words. Words that were mentioned 10 or more times are listed below. (Note: The analysis of responses to this question included grouping of similar words).



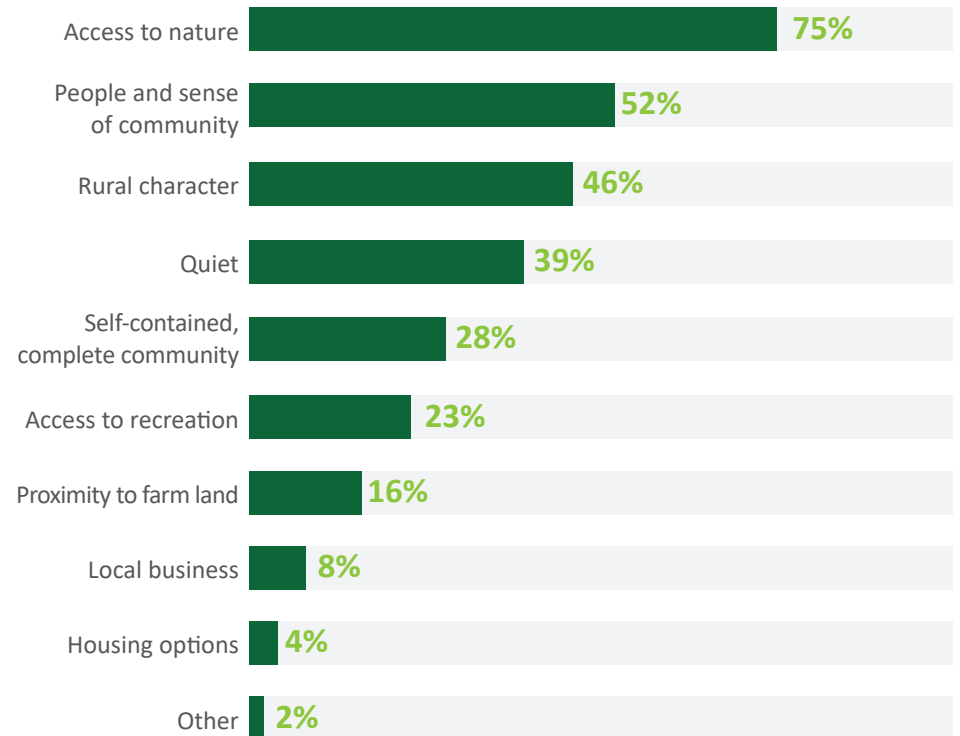
Word Description	# of Responses	% of Responses
Community	43	23%
Peaceful/Relaxed/Tranquil/Calm	26	14%
Rural / Farm	24	13%
Small/Small-town	22	12%
Growing	18	10%
Quiet	18	10%
Same	18	10%
Friendly/Welcoming	18	10%
Quaint	16	9%
Busy	12	7%
Safe	11	6%
Natural/Green	11	6%
Beautiful/Attractive	10	5%



Community Values, Concerns, & Priorities

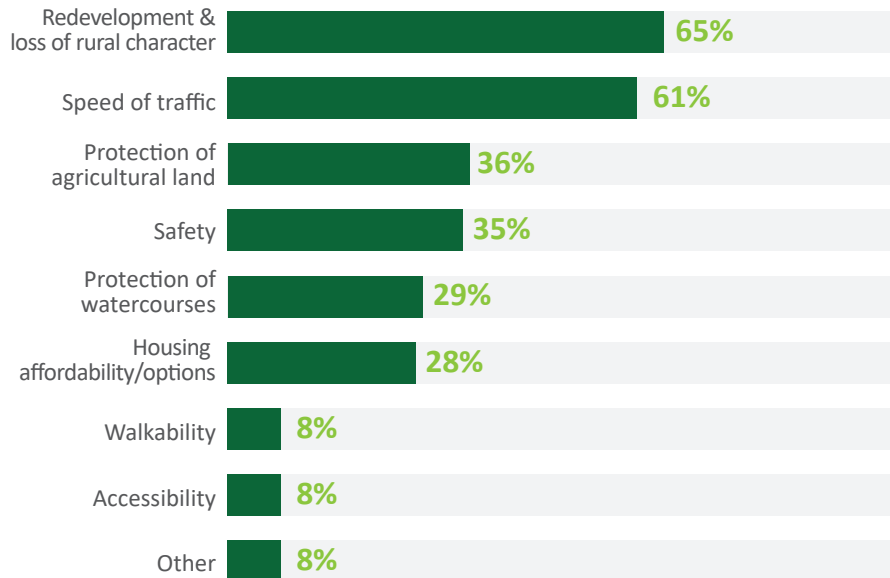
- Q10: What do you value most about your neighbourhood? Select top 3. (193 responses)

Respondents were asked to indicate what they value most about their neighbourhood. The top three responses were access to nature (145 respondents, 75%), people and sense of community (100 respondents, 52%), and rural character (88 respondents, 46%). The few responses in the ‘other’ category (3, 2%) include comments about Yarrow’s history, traditions, low crime rate and the size of the community.



■ **Q11: What is your biggest concern about your neighbourhood? Select top 3. (192 responses)**

Respondents were asked to indicate their biggest concern about their neighbourhood. The top three responses were redevelopment and loss of rural character (125 respondents, 65%), speed of traffic (117 respondents, 61%), and protection of agricultural land (70 respondents, 36%).

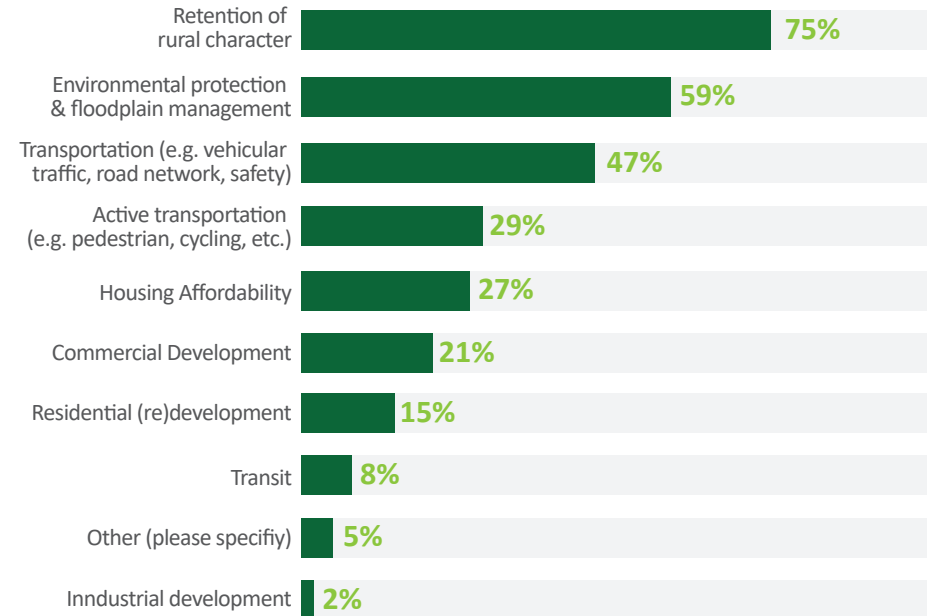


Responses in the 'other' category (15, 8%) include comments relating to:

- Traffic and noise
- Yarrow Central Road and mobility safety
- Limited new business development and lack of support for local businesses
- Poor maintenance and visual appearance of commercial properties
- Disruption of residential neighbourhoods due to close proximity of industrial activity
- Community safety

■ **Q14: What do you think are the most important priorities for Yarrow? Select top 3. (192 responses)**

Respondents were asked about the most important priorities for Yarrow. The top responses were retention of rural character (143 respondents, 75%), environmental protection and floodplain management (114 respondents, 59%), and transportation (90 respondents, 47%).



Responses in the 'other' category (10, 5%) include comments relating to:

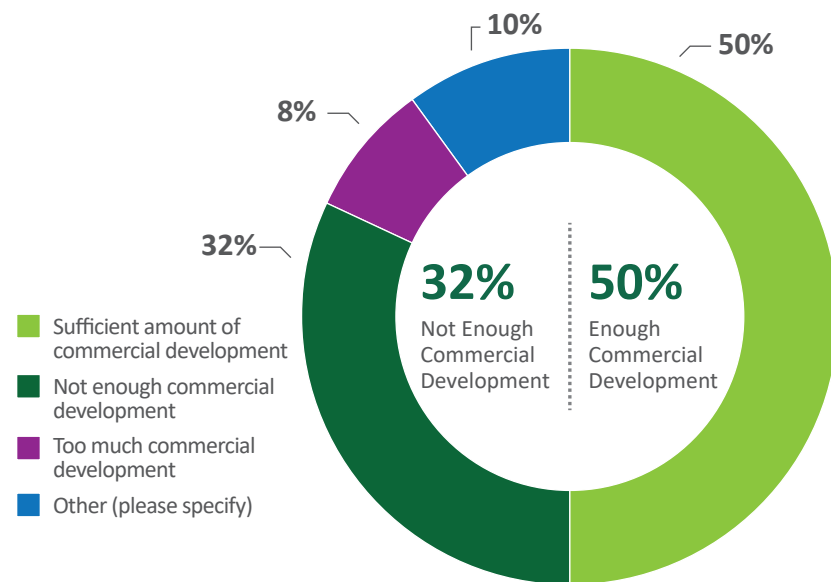
- Protection of agricultural land and local food sources
- Beautification and investment in the commercial core
- Retention of locally owned businesses
- Community safety



Commercial Development

- **Q12: How do you feel about the amount of commercial development in Yarrow? (193 responses)**

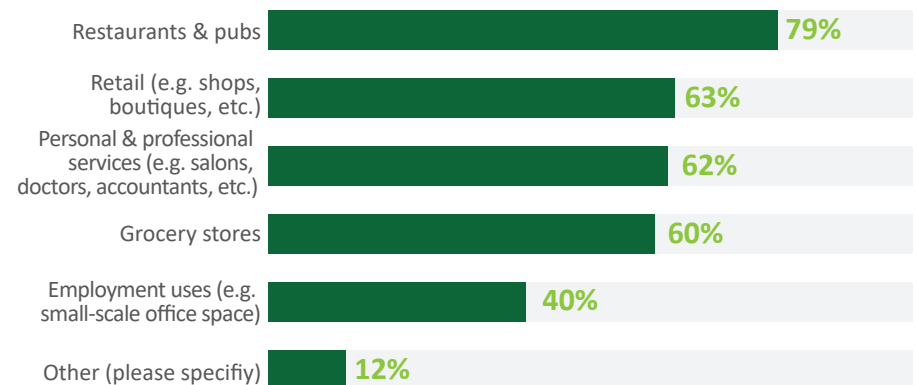
Respondents were asked how they feel about the amount of commercial development in Yarrow. Half of the respondents (97, 50%) think there is enough commercial development in Yarrow. A significant proportion, however, (61, 32%) believe there is not enough commercial development while 16 respondents (8%) think there is too much commercial development in Yarrow.



Respondents who indicated 'other' (19, 10%) communicated their openness to more commercial development, particularly for small-scale, local businesses that meet community needs, and respect the existing character of Yarrow. Improvements to existing business storefronts are recommended with reference made to Fort Langley.

- **Q13: What type of commercial development is appropriate in Yarrow? Select all that apply. (189 responses)**

Respondents were asked about the type of commercial development they consider appropriate in Yarrow. The most common responses were restaurants and pubs (149 respondents, 79%), retail (119 respondents, 63%), as well as personal and professional services (117 respondents, 62%).



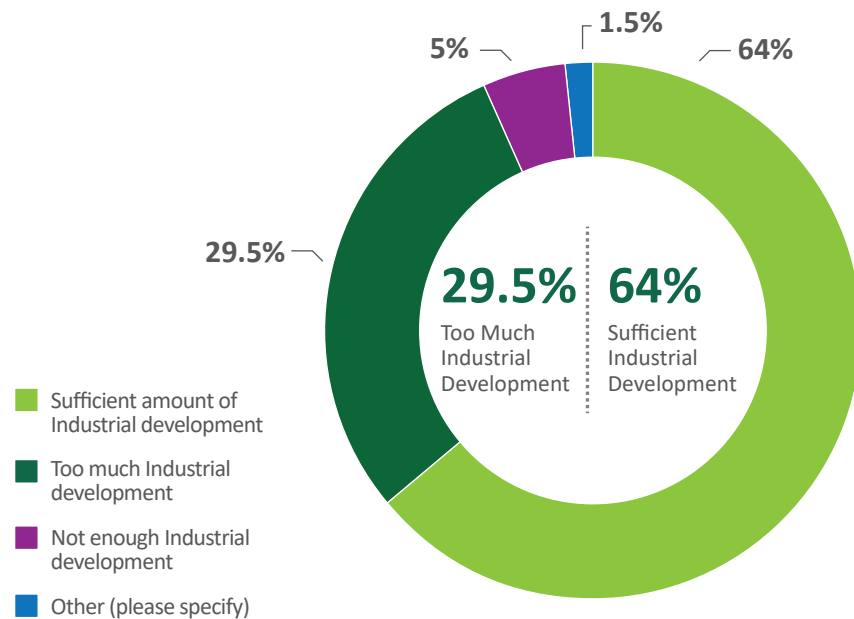
Responses in the 'other' category (23, 12%) include coffee shops, microbreweries, art or creative spaces, childcare options and services that would provide extracurricular options for children (i.e., theatre, arts, dance, music, sports). A few respondents indicated that all these options already exist and there is no need for more.



Industrial Development

- Q15: How do you feel about the amount of industrial development in Yarrow? (193 respondents)

Respondents were asked how they feel about the amount of industrial development in Yarrow. The majority of respondents (123, 64%) think there is a sufficient amount of industrial development in Yarrow. Fifty-seven (57) respondents (29.5%) think there is too much industrial development in Yarrow, and 10 respondents (5%) think there is not enough industrial development.



The few responses in the 'other' category (3, 1.5%) included comments about indifference to industrial development as long as it does not impact farmland or the commercial core, especially through noise, light pollution and heavy vehicle traffic.

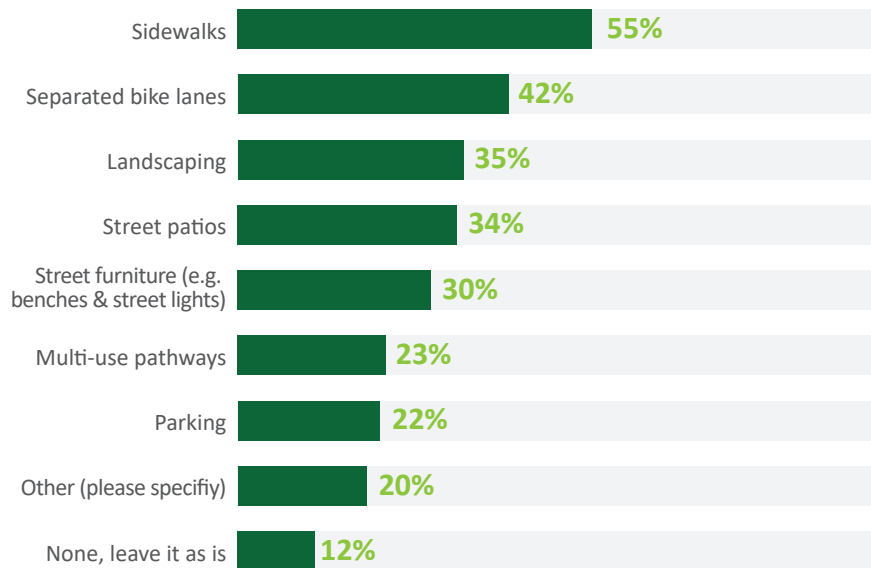




Improvements on Yarrow Central Road

- Q16: What, if any, improvements should be considered for Yarrow Central Road? Select all that apply. (193 responses)

Respondents were asked what, if any, improvements should be considered for Yarrow Central Road. The most needed improvements identified by respondents are sidewalks (106 respondents, 55%), separated bike lanes (82 respondents, 42%) and landscaping (67 respondents, 35%). Twenty-three (23) respondents (12%) do not think any improvements are needed on Yarrow Central Road.



Responses in the 'other' category (38, 20%) include comments relating to:

- Improving the attractiveness of the main commercial corridor through beautification efforts, street lighting and repaving
- Improving safety for all road users through controlled traffic lights, left turn signals, signage, additional crosswalks, and raised sidewalks

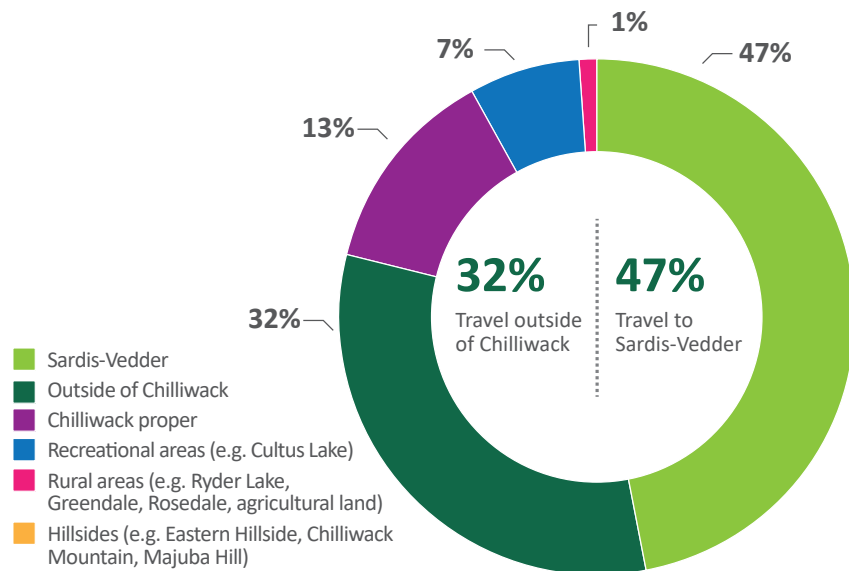




Destinations & Reasons for Travel

- **Q17: When you are travelling to destinations outside of Yarrow, where are you typically going to? (192 responses)**

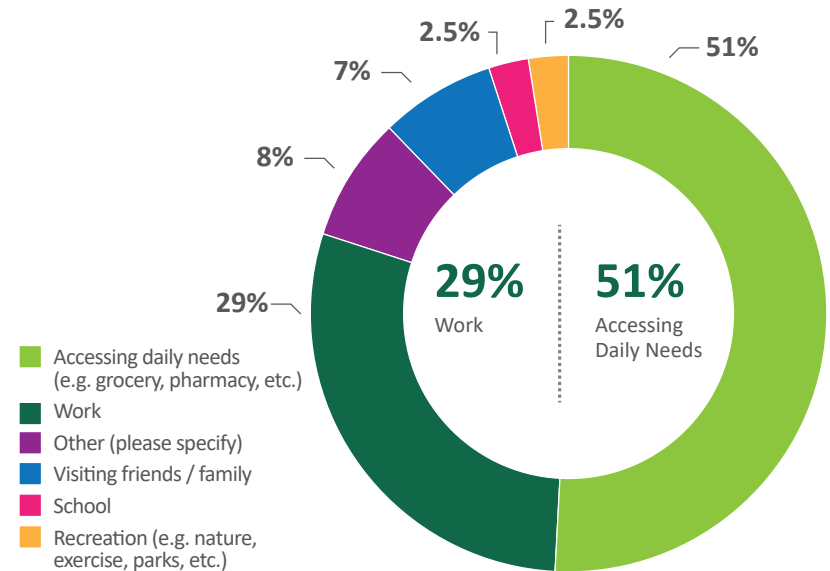
Respondents were asked about where they typically travel to when travelling to destinations outside of Yarrow. Nearly half of the respondents (91, 47%) indicated they travel to Sardis-Vedder. The next most common destination mentioned is outside of Chilliwack (62 respondents, 32%). Few respondents indicated they travel to Chilliwack Proper (including Downtown) (24 respondents, 13%) or recreational areas such as Cultus Lake (13 respondents, 7%). No respondents indicated they typically travel to the Hillsides (e.g., Eastern Hillside, Chilliwack Mountain, Majuba Hill).



Of the respondents who indicated they travel outside of Chilliwack, the majority (54 respondents, 87%) indicated they travel to Abbotsford. Other locations mentioned more than once include Vancouver, Langley, and Hope.

- **Q18: What is your primary reason for travelling to destinations outside of Yarrow? (193 respondents)**

Respondents were asked about their primary reason for travelling to destinations outside of Yarrow. The most common response was for accessing daily needs (99 respondents, 51%). The next most common reason for leaving Yarrow was for work (56 respondents, 29%). Relatively few respondents leave Yarrow to visit friends or family (13, 7%), to attend school (5, 2.5%) or to access recreation (5, 2.5%).



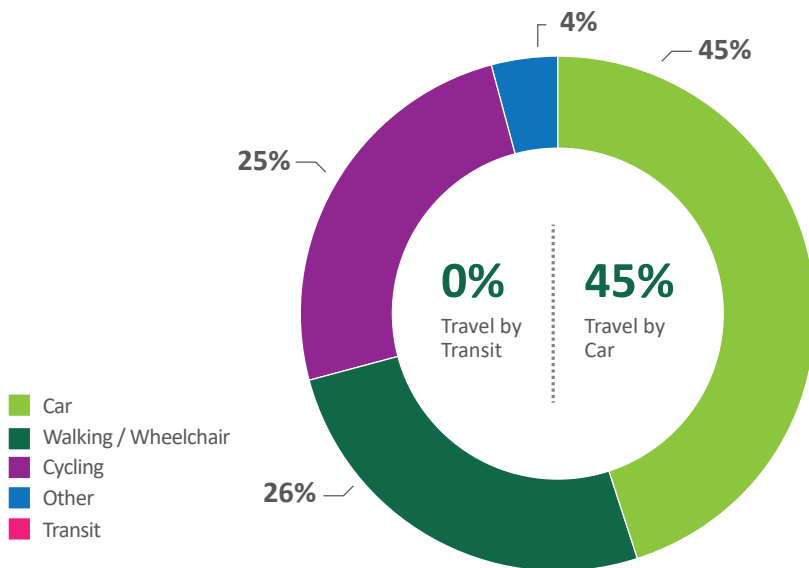
Responses in the 'other' category (15, 8%) include comments made by respondents who live outside of Yarrow but access the community for work or other purposes, or respondents who travel outside of Yarrow for multiple reasons, such as to visit family but also to access goods and services not available in Yarrow.



Transportation

- **Q19: When are you travelling within Yarrow, what is your primary mode of transportation? (193 responses)**

Respondents were asked about their primary mode of transportation when travelling within Yarrow. The most common response was by car, indicated by 87 respondents or 45%. Nearly equal proportions of respondents travel on foot or by wheelchair (50, 26%) or by bicycle (49, 25%). No respondents mentioned using transit. This is likely due to the fact that Yarrow is serviced by infrequent bus service (Bus #5). Respondents also mentioned using a mix of modes equally, depending on their purpose for travel or destination.



- **Q20: Is there anything else we should know? (115 respondents)**

Respondents were given an opportunity to provide comments on anything they would like attention drawn to. The following themes emerged:

- Important to retain Yarrow’s unique, small town feel and rural identity.
- Important to address road safety concerns, especially on Yarrow Central Road.
- Road improvements such as the addition of sidewalks, crosswalks, pedestrian controlled lights, bike lanes, and repaving will improve connectivity and safety for all road users.
- There is strong desire to keep Yarrow as is. If there is going to be any development, it should be limited and fit within the existing rural character.
- Important to protect farmland and preserve green spaces.
- Investments in the commercial core are desired to improve the aesthetic appeal of Yarrow Central Road and to improve Yarrow as a destination.
- Some interest in subdivision on larger properties to create more housing options for family members.
- Some interest in secondary housing options, such as coach houses.
- Some small-scale commercial diversification is desired to improve access to daily needs.
- Concern over industrial development and its proximity to the community. Large trucks travelling to/from industrial sites generate concern over impact on traffic road safety for pedestrians and cyclists.
- Desire for a clean and quiet Yarrow.