

# Shelburne Neighbourhood Design Survey: Results Overview

October 24 2018

# Neighbourhood Design Survey (NDS) Overview

- Residents perception data
  - Their own neighbourhoods
  - Design that encourages healthy behaviours
- Downtown features
  - Residents and business owners



# How Many

A teal-colored circle with a white shadow.

Residents  
333

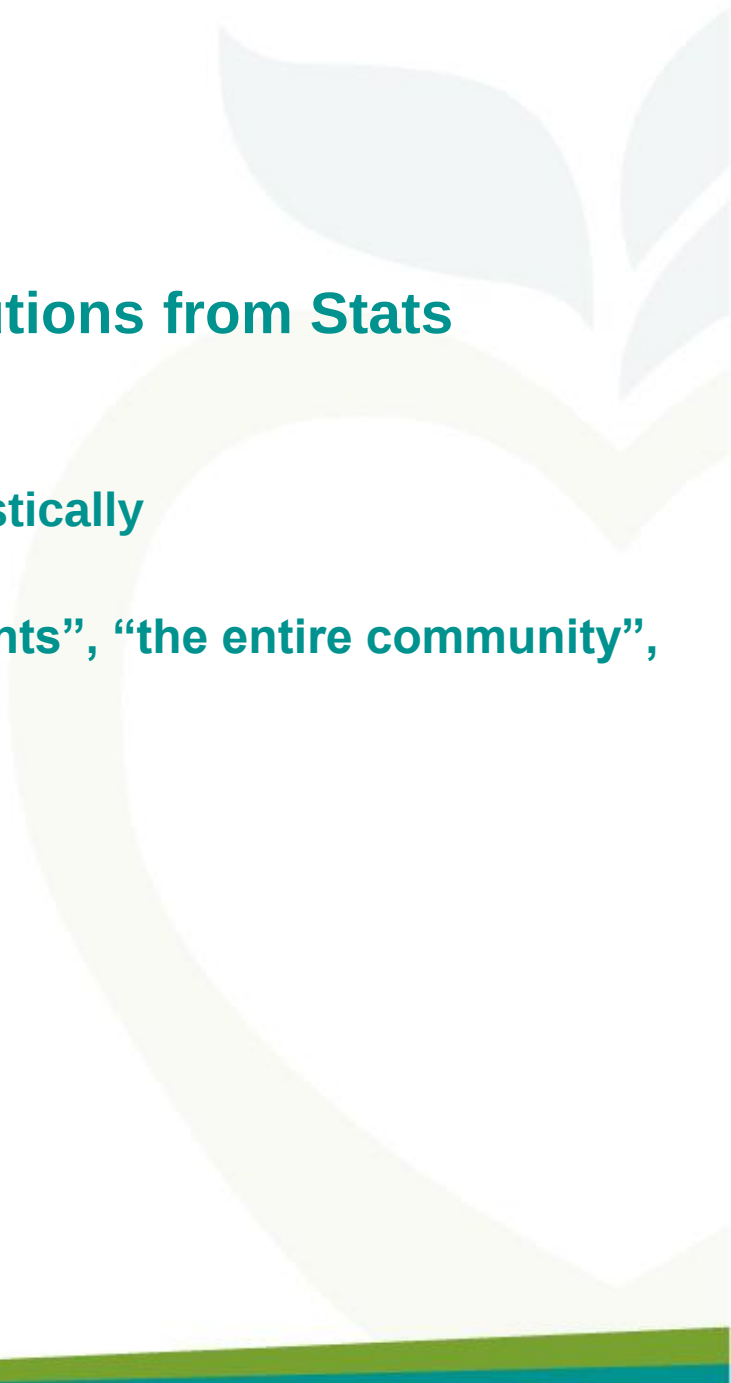
A dark teal-colored pentagon with a white shadow.

Business  
Owners  
30

# **RESIDENTS PERCEPTIONS**



# Things to note

- **Differences in demographic distributions from Stats Canada**
    - Age, Gender, Education
    - Solution: Adjusting for differences statistically
    - Comparable to the entire population
      - Can use terms “all Shelburne residents”, “the entire community”, etc.
  - **Focus today: high level**
    - All variables available in report
  - **Perception survey**
  - **ASK Questions**
- 

# Neighbourhood Active Travel



**80%**

feel they can travel actively to some/many locations in their neighbourhood.



**62%**

reported active travel to some/many locations within their neighbourhoods.

# Mixed Use Neighbourhoods

Neighbourhood C has grocery stores, shops, services & a range of homes close together.



Neighbourhood D has grocery stores, shops & services further from homes.



**91%**

preferred mixed used  
neighbourhoods

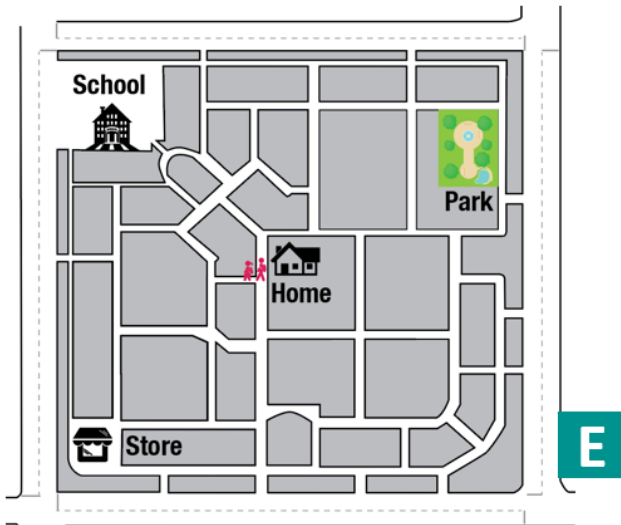
**76%**

think their neighbourhoods  
are mixed use

**99%**

think mixed use  
neighbourhoods encourage  
healthy behaviours

Neighbourhood E has streets in a grid pattern with sidewalks on both sides of the road.



# Connected Neighbourhoods

**63%**

preferred connected neighbourhoods

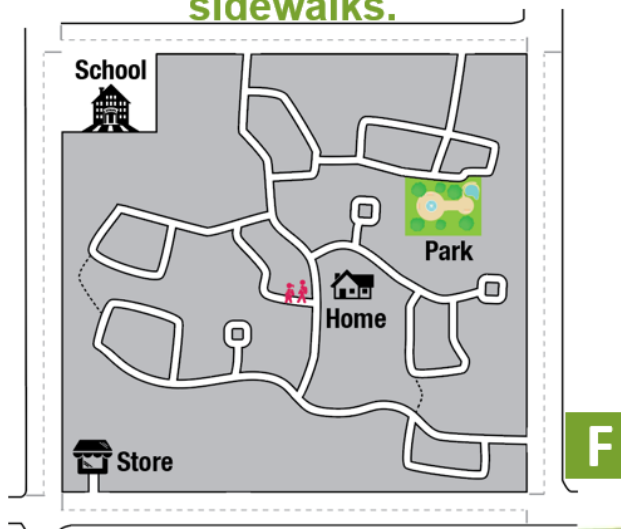
**54%**

think their neighbourhoods are connected

**79%**

think connected neighbourhoods encourage healthy behaviours

Neighbourhood F has curved streets, with several cul-de-sacs and may have fewer sidewalks.



# Importance of neighbourhood active travel to...



**70%**

Community Life Destinations



**68%**

Recreation Destinations



**51%**

Commuting Destinations

# Importance of Neighbourhood Features



**80%** Street Trees



**72%** Neighbourhood Social  
Gathering Spot



**72%** Nearby  
Natural Features



**66%** Connected Active  
Travel System



**46%** Heritage  
Buildings



**38%**  
Bus Stops

# Summary of Perception Findings

Yes >55% Neutral 45-55% No <45%

|                                                                     | Shelburne |
|---------------------------------------------------------------------|-----------|
| Perceive neighbourhood as AT friendly                               | Yes       |
| AT within neighbourhood reported                                    | Yes       |
| Prefer mixed use neighbourhoods                                     | Yes       |
| Perceive current neighbourhood as mixed use                         | Yes       |
| Perceive that neighbourhood mixed use encourages healthy behaviours | Yes       |
| Prefer connected neighbourhoods                                     | Yes       |
| Perceive current neighbourhood as connected                         | Neutral   |
| Perceive that connectivity encourages healthy behaviours            | Yes       |

# Summary of Importance Findings

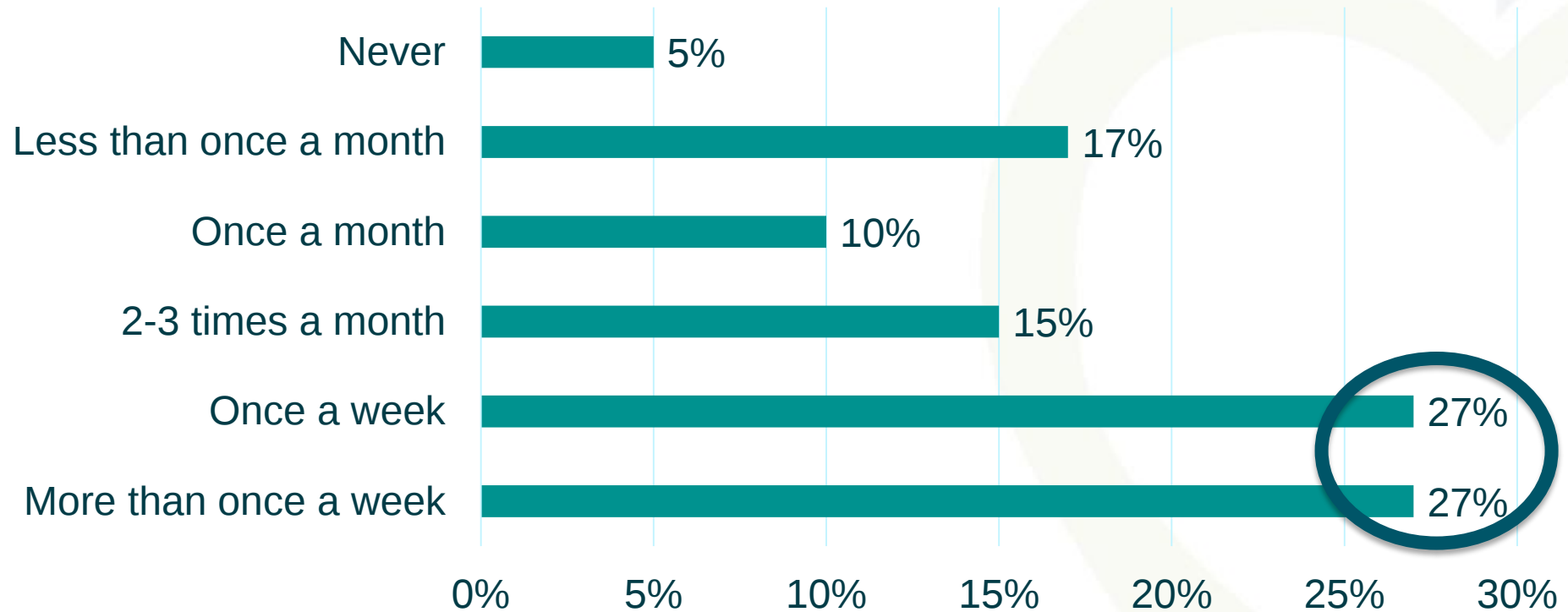
Yes >55% Neutral = 45-55% No <45%

|                                     | Shelburne |
|-------------------------------------|-----------|
| AT to recreation destinations       | Yes       |
| AT to commuting destinations        | Neutral   |
| AT to community life destinations   | Yes       |
| Street trees                        | Yes       |
| Neighbourhood social gathering spot | Yes       |
| Nearby natural features             | Yes       |
| Connected Active Travel System      | Yes       |
| Heritage Buildings                  | Neutral   |
| Bus Stops                           | No        |

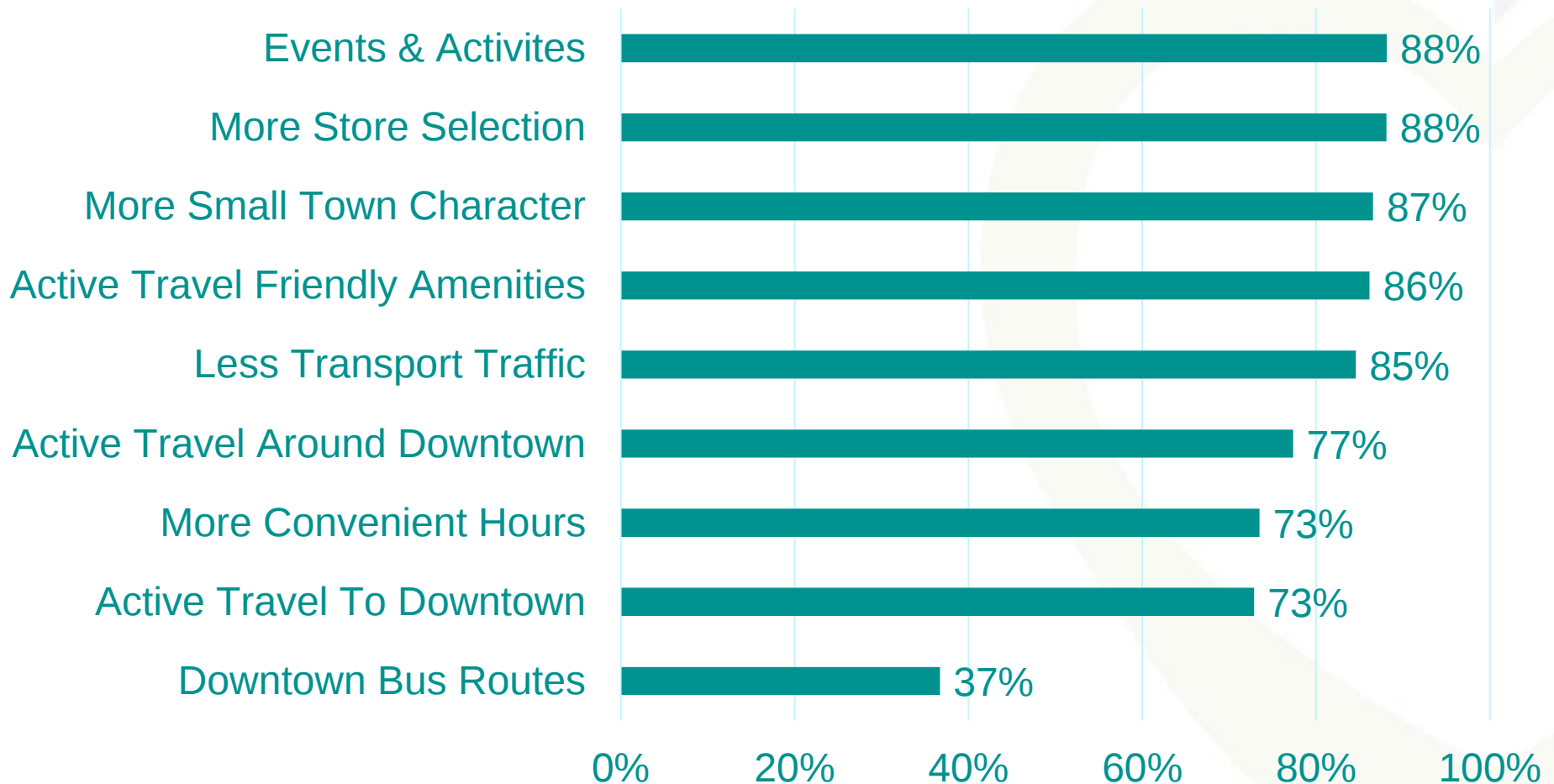
# **DOWNTOWN FEATURES**



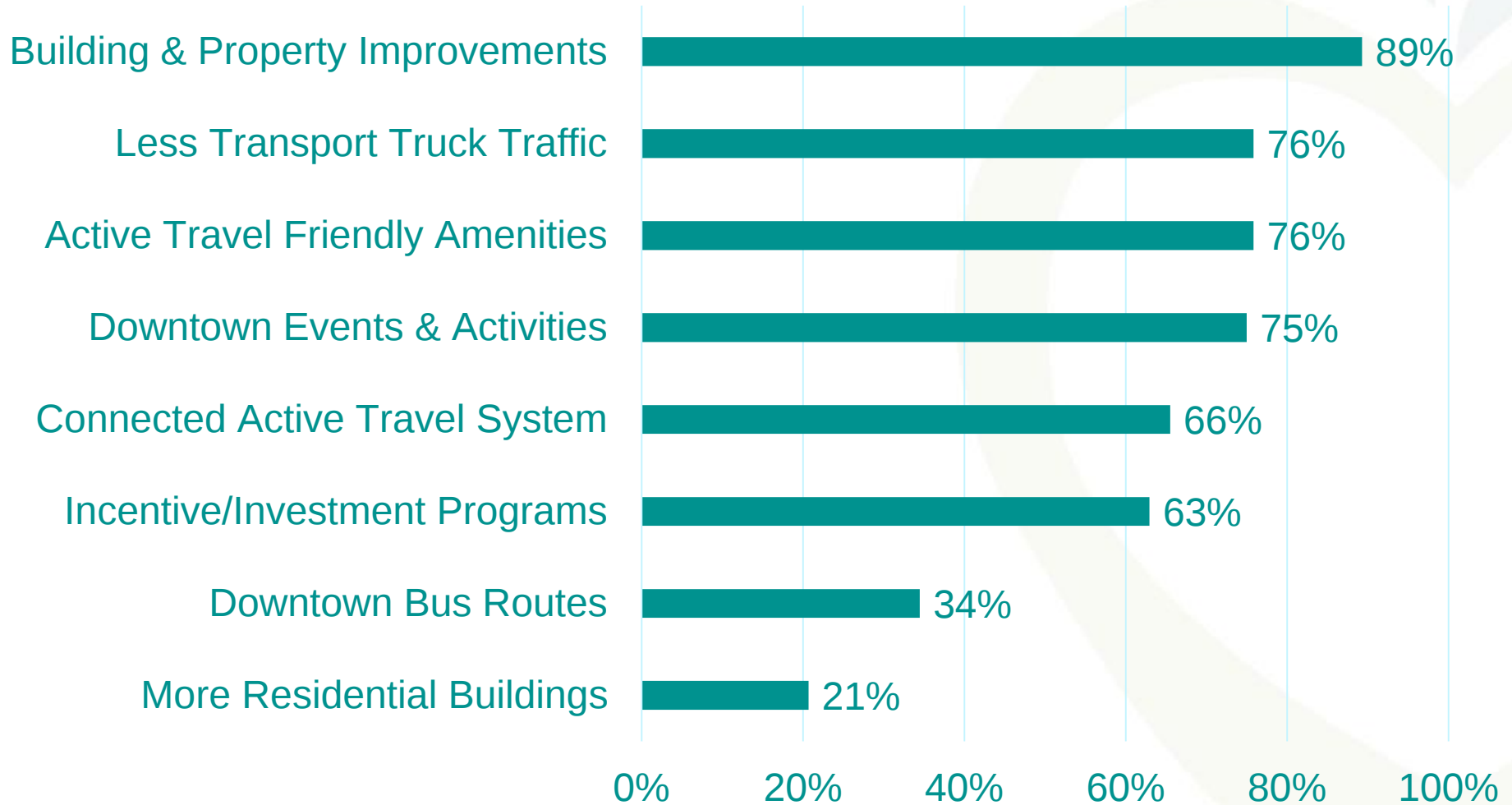
# Residents: Frequency of Time Downtown



# Residents: Features to encourage spending more time downtown



# Business Owners: Important items to revitalize downtown



# Top 5 Business/Services for Downtown Shelburne

## Residents Would Like:



Bakery 63%



Family Dining 62%



Clothing Store 53%



Cafe 46%



Fine Dining 43%

## Business Owners Would Like:



Family Dining 67%



Bakery 57%



Speciality Food Shop 57%



Medical Services 50%



Clothing Store 47%

# Next Steps

- **More details from today for CIP**
- **Draft Report: November 2018**
- **Recommendation Meeting: December 2018**
  - Collaborative recommendations based on findings
- **Final Report: Early January 2019**
- **Winter/Spring:**
  - Collaborative Council Presentations (as requested)
  - Collaborative Initiatives

# Any Questions?

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