

# Cultus Lake Park Survey Analysis Report

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MAY 2023



## Prepared For:

Cultus Lake Park Board

4169 Columbia Valley Hwy, Cultus Lake, BC V2R 4Z9



## Prepared By:

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## INTRODUCTION

In Summer 2022, Cultus Lake Park Board embarked on a planning process to prepare the Cultus Lake Park Village Centre Plan. The purpose of the Plan is to build upon PlanCultus (Cultus Lake Park Plan Bylaw No. 1080, 2016) and to provide clear direction for future growth and potential redevelopment of the Village Centre site. The Cultus Lake Village Centre Plan will consider how the addition of commercial, multi-family residential and mixed-use development may be integrated to support a sustainable and healthy community for residents and visitors alike.

The survey was open online on the project's website from March 27th to April 24th, 2023. A total of 483 responses were received. The survey consisted of a mix of multiple choice and open-ended questions. For some questions, respondents could select more than one option. Where this is the case, 'please select all that apply' is noted. The open-ended questions were optional and not required to complete the survey.

## METHOD FOR ANALYSIS

The survey results are presented as an overall summary of all responses from respondents which included:

- Full-time residential leaseholders
- Part-time residential leaseholders
- Residential leaseholders who operate a short-term rental
- Commercial leaseholders
- Those who visit Cultus Lake Park
- Those who work within Cultus Lake Park
- Other respondents

A tailored analysis was also completed for residential leaseholders, which included full-time residential leaseholders, part-time residential leaseholders, and residential leaseholders who operate a short-term rental. The composition of each group is shown in the table below.

| Residential leaseholder type                             | % of overall survey respondents | Number of respondents |
|--|---------------------------------|-----------------------|
| Full-time residential leaseholder                        | 68%                             | 210                   |
| Part-time residential leaseholder                        | 30%                             | 93                    |
| Residential leaseholder who operates a short-term rental | 5%                              | 16                    |



## ABOUT THE RESPONDENTS

The survey asked a series of questions requesting demographic information about the respondents. The answers to these questions help to inform the Cultus Lake Park Board about the demographic make-up of survey respondents and their connection to the study area, Cultus Lake Park.

### ***Q1: What is your connection to Cultus Lake Park?***

(481 responses; 2 skipped)

Respondents were asked about their connection to Cultus Lake Park and could select all options that apply. Nearly half of all respondents (44%) indicated they are full-time residential leaseholders, and 19% are part-time residential leaseholders. Many others indicated they visit Cultus Lake Park (24%). 19% indicated different connections to Cultus Lake Park, including living in Cultus Lake outside Park boundaries, living in nearby communities; renting a home at Cultus Lake Park; frequently staying at Sunnyside Campground; and having

previously lived there. Only a handful of respondents indicated they either work in Cultus Lake Park (5%); are a residential leaseholder who operates a Short-term Rental (3%); or are a commercial leaseholder (2%).

I am a full-time residential lease holder



I visit Cultus Lake Park



Other



I am a part-time residential leaseholder



I work in Cultus Lake Park



I am a residential leaseholder who operates a short-term rental



I am a commercial leaseholder

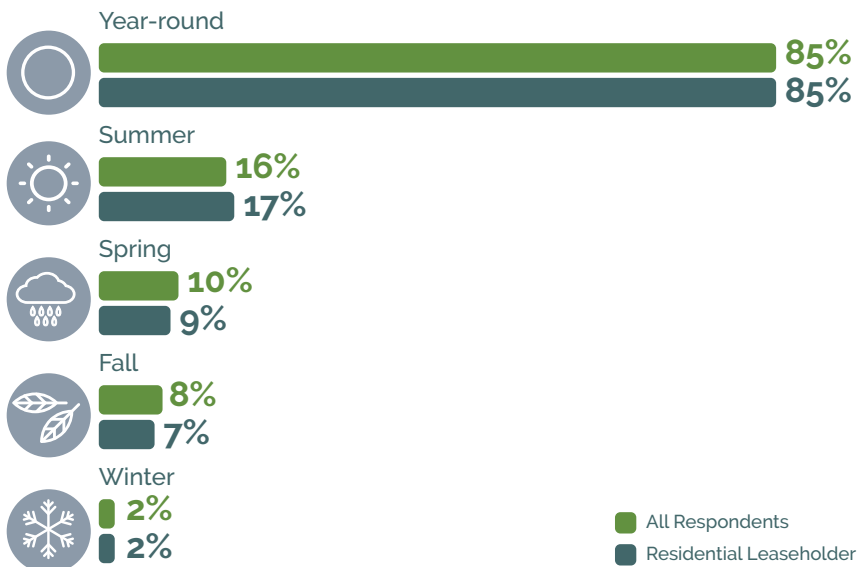


■ All Respondents  
■ Residential Leaseholder

## Q2: What times of the year do you live/work/visit Cultus Lake Park?

(481 responses; 2 skipped)

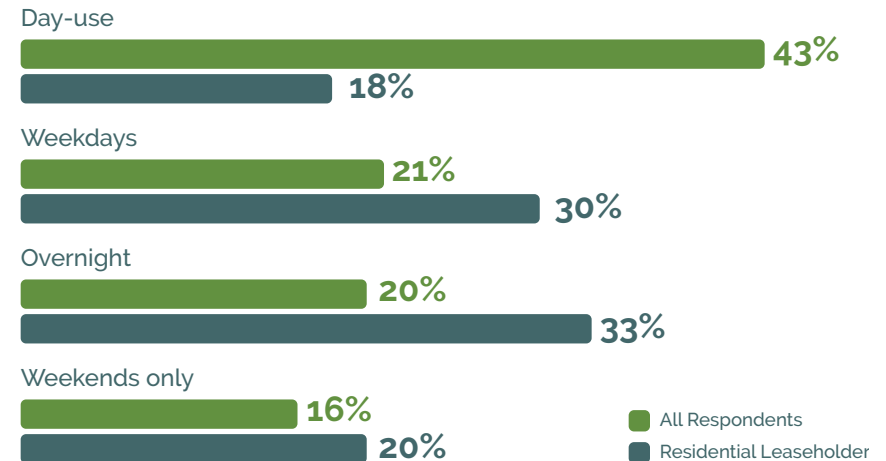
Respondents were asked to specify the time of year they live/work/visit Cultus Lake Park and could select all options that apply. Out of all respondents, most indicated they use Cultus Lake Park year-round (85%). The most popular season amongst respondents is the summer (16%), followed by spring (10%), then fall (8%). During winter, only 2% live/work/visit Cultus Lake Park. The same trends are seen with the residential leaseholders.



## Q3: If you do not reside at Cultus Lake Park full-time, when do you primarily live/work/visit Cultus Lake Park?

(285 responses; 198 skipped)

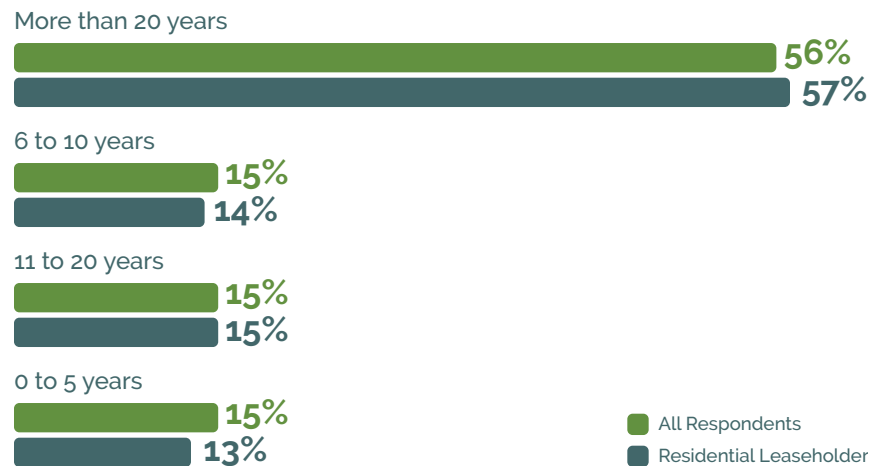
Respondents who do not reside at Cultus Lake Park full-time were asked when they primarily live/work/visit Cultus Lake Park. 43% indicated they primarily use the Park during the daytime. Similar proportions of respondents use the Park on weekdays (21%), overnight (20%) and on weekends only (16%). Residential leaseholders who do not reside at Cultus Lake Park use the area most often overnight.



#### Q4: How long have you had a connection to Cultus Lake Park?

(478 responses; 5 skipped)

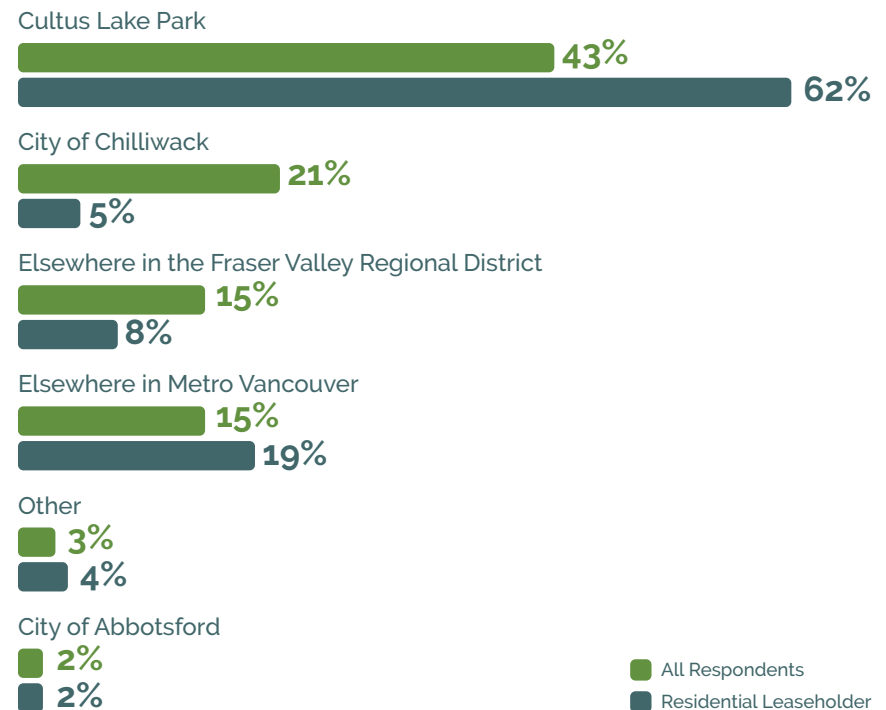
Respondents were asked how long they've had a connection to Cultus Lake Park. More than half of respondents (56%) indicated they've had a connection to the Park for more than 20 years. An equal proportion of respondents (15%) have had a connection to Cultus Lake Park for 0 to 5 years; 6 to 10 years; and 11 to 20 years. Residential leaseholders follow the same trend.



#### Q5: Where do you live?

(479 responses; 4 skipped)

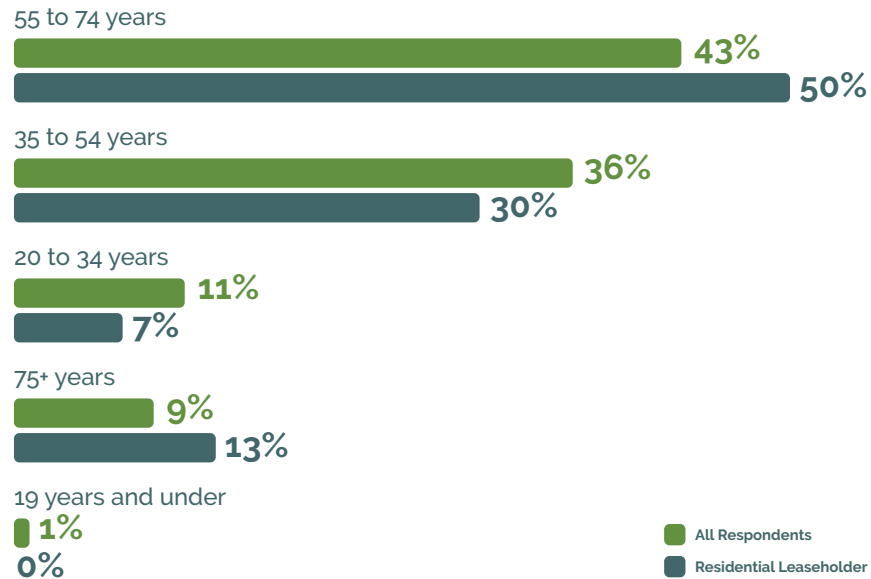
Respondents were asked where they live. Nearly half of all respondents (43%) live in Cultus Lake Park. Fewer respondents live in the City of Chilliwack (21%), the Fraser Valley Regional District (15%), and Metro Vancouver (15%). Only 2% of respondents live in the City of Abbotsford. Of the 3% who indicated they live in other areas, several live at Cultus Lake outside the Park boundary, and a handful live in the interior of British Columbia, and on Vancouver Island. Most of the residential leaseholders that responded live in Cultus Lake Park (62%).



**Q6: What is your age range?**

(481 responses; 2 skipped)

Respondents were asked to identify their age range. Nearly half of the respondents indicated they are between 55 to 74 years of age (43%), and 36% are between 35 to 54 years of age. Fewer respondents belong to the 35 to 54 age group, and only one respondent is 19 or under. Residential leaseholders follow the same trends, with half of the respondents in this group being 55 to 74 years of age, and no respondents within this group being 19 years of age or younger.

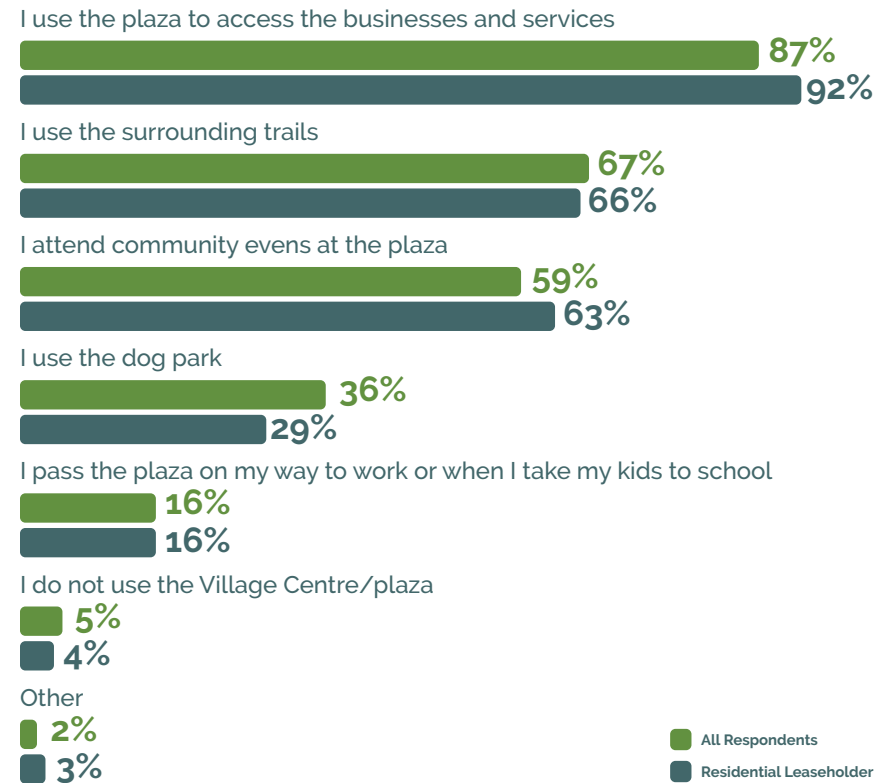


## THE VILLAGE CENTRE TODAY

### Q7: How do you currently use the Village Centre/plaza?

(469 responses; 14 skipped)

Respondents were asked how they currently use the Village Centre/plaza. Respondents use the plaza to access the businesses and services the most (87%). 67% of respondents use the Village Centre/Plaza for the surrounding trails, 59% to attend community events. Less than half the respondents use the dog park (36%), and/or pass the plaza on their way to work or take their kids to school. Those who use the Village Centre/plaza for other reasons (2%) are business owners and/or work at the plaza. Residential leaseholders follow the same trend. Several of the residential leaseholders specified that they only use the Village Centre/plaza for the Post Office.



**Q8: How frequently do you access the Village Centre/ plaza for each of the options:**

(469 responses; 14 skipped)

**Year-round, Seasonally, or Never:**

- **Food and beverage establishments** (e.g., Lakeside Beach Club, Beethoven's Pizza, Kent's Ice Cream)
- **General/convenience business and services** (e.g., Cultus Lake Superette, Canada Post office)
- **Specialty businesses and services** (e.g., Ink Boy Tattoo, Sleepy Hollow Gems)
- **Dog park**
- **Forest trails**
- **Community events** (e.g., Party in the Plaza, Cultus Lake Day, Farmers' Market)

Respondents were also asked how frequently (year-round, seasonally, or never) they access the above listed amenities at the Village Centre/plaza. More than half the respondents access the general/convenience businesses and services (66%); forest trails (66%); and food and beverage establishments (60%) on a year-round basis. Seasonally, the community events are accessed the most (52%). 59% of respondents indicated they never access the specialty businesses and services; and 53% never access the dog park. The same trend can be seen amongst the residential leaseholders.

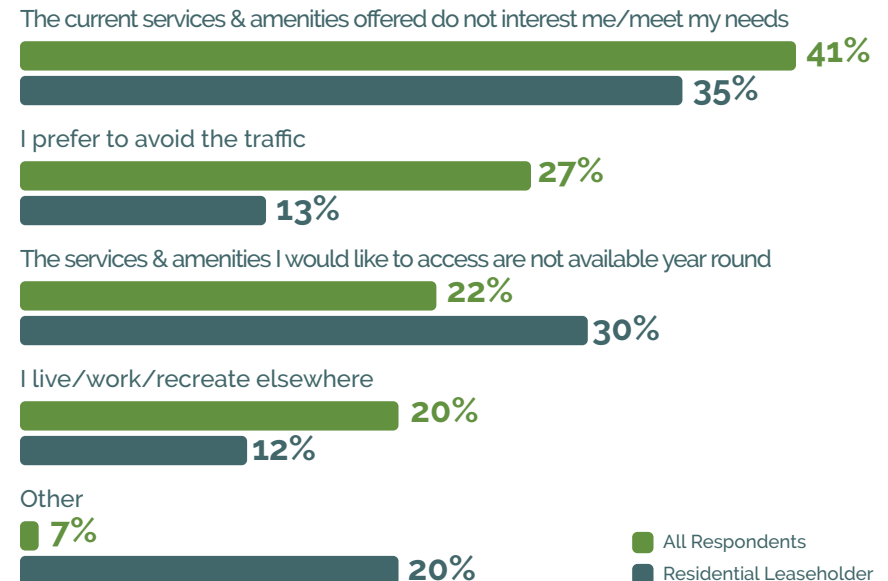




**Q9: If you do not currently use the Village Centre/plaza, please indicate why?**

(147 responses; 336 skipped)

Respondents were asked to indicate why they do not currently use the Village Centre/plaza. The most popular reason all respondents do not use the Village Centre/plaza is because the current services and amenities do not interest them or meet their needs (41%). While traffic was the second most popular reason amongst all respondents (27%). This trend differed amongst residential leaseholders, who consider the lack of year-round services and amenities as the second most popular reason they do not currently use the Village Centre/plaza (30%). Out of the respondents who said they don't access the Village Centre/plaza for other reasons, they noted challenges with parking capacity, and they prefer to access other services and amenities in nearby communities such as Vedder, Chilliwack or Abbotsford because of better selection and lower prices.



### Q10: What do you like about the Village Centre/plaza today?

(456 responses; 27 skipped)

Respondents were asked what they like about the Village Centre/plaza today and could select all that apply. The top five responses out of all respondents, including the residential leaseholders, were the central location and proximity to the community, waterpark, lake, and beach; food and beverage options; accessibility by foot, bike, or car; and services. and access to the trail system. Residential leaseholders indicated they like the accessibility and services the most. Of the 2% of respondents that indicated they like the Village Centre/plaza for other reasons, they cited that they like the proximity to the golf course, convenience of the superette, seasonal community events, and small-town feel.



Central location & proximity to the community, waterpark, lake, & beach



Food & beverage options (e.g., Lakeside Beach Club, Beethoven's Pizza)



Accessibility by foot, bike, or car



Services (e.g., Canada Post office, Cultus Lake Superette)



Access to trail system



Access to dog park



Opportunity to connect with community members & visitors



Other



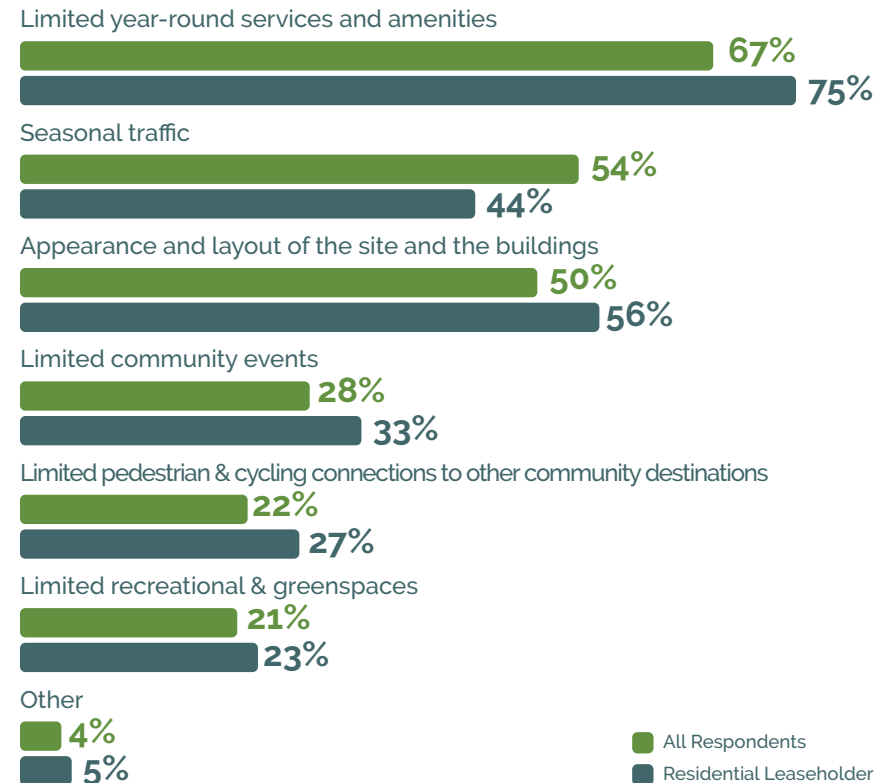
■ All Respondents  
■ Residential Leaseholder

**Q11: What do you dislike about the Village Centre/plaza today?**

(410 responses; 73 skipped)

Respondents were also asked what they dislike about the Village Centre/plaza today and could select all that apply. Most respondents (67%) said they dislike the limited year-round services and amenities. Similar proportions of respondents dislike the seasonal traffic (54%), and appearance and layout of the site and buildings (50%). Fewer respondents dislike the limited community events (28%); limited pedestrian and cycling connections to other community destinations (22%); and limited recreational and greenspaces (21%). Limited parking supply, high parking fees, and a lack of community gathering spaces were other reasons respondents dislike the Village Centre/plaza.

Residential leaseholders follow a similar trend in their responses – however the limited year-round services and amenities were disliked more among this group (75%).



## THE VILLAGE CENTRE IN THE FUTURE

**Q12: What are three words you would use to describe the Village Centre/plaza in the future?**

(369 responses; 114 skipped)

Respondents were asked to describe Village Centre/plaza in the future using three words. Words that were mentioned 15 or more times are listed below (Note: The analysis of responses to this question included grouping of similar words).

| Word Description               | # of Responses |
|--------------------------------|----------------|
| Community/Community Hub        | 90             |
| Amenities/services             | 80             |
| Convenient/Useful              | 61             |
| Accessible                     | 50             |
| Appealing/Attractive/Beautiful | 30             |
| Modern                         | 30             |
| Dog-friendly                   | 23             |
| Variety                        | 23             |
| Friendly                       | 19             |
| Quaint                         | 18             |
| Green                          | 17             |
| Inviting                       | 17             |
| Year-round                     | 16             |
| Vibrant                        | 16             |



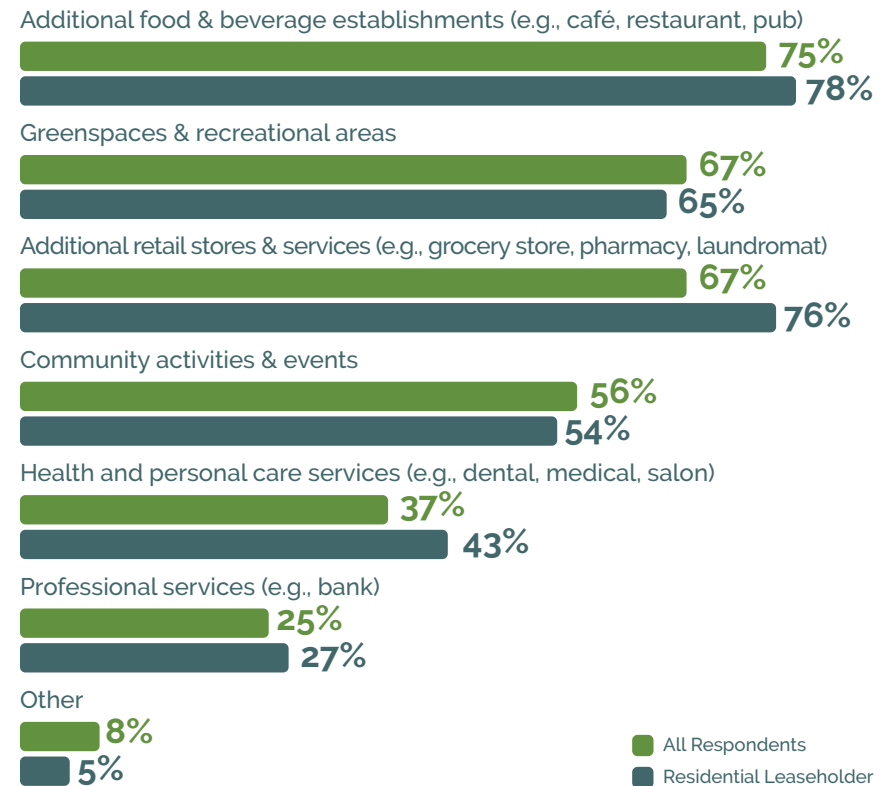
**Community**  
 Quaint Modern Inviting  
 Friendly Vibrant Accessible  
 Dog-friendly  
**Amenities & Services**  
 Green Variety  
**Convenient/Useful**  
 Year-round  
 Appealing/  
 Attractive/Beautiful

### Q13: What type of uses would draw you to the Village Centre/plaza?

(400 responses; 84 skipped)

Respondents were asked to consider the type of uses that would draw them to the Village Centre/plaza. Additional food and beverage establishments have the highest potential to increase visitors to the Village Centre/plaza, indicated by 75% of respondents (78% of residential leaseholders). This was followed by greenspaces and recreational areas (67%), and additional retail stores and services (67%). These were also the top three responses provided by the residential leaseholders.

Of the 8% who indicated other uses would draw them to the area, they cited a desire for improved accessibility and free parking, a community gym, housing and accommodations, and improvements to the dog park. While the residential leaseholders follow a similar trend in their responses, more respondents in this group would be drawn to the Village Centre/plaza by additional retail stores and services.

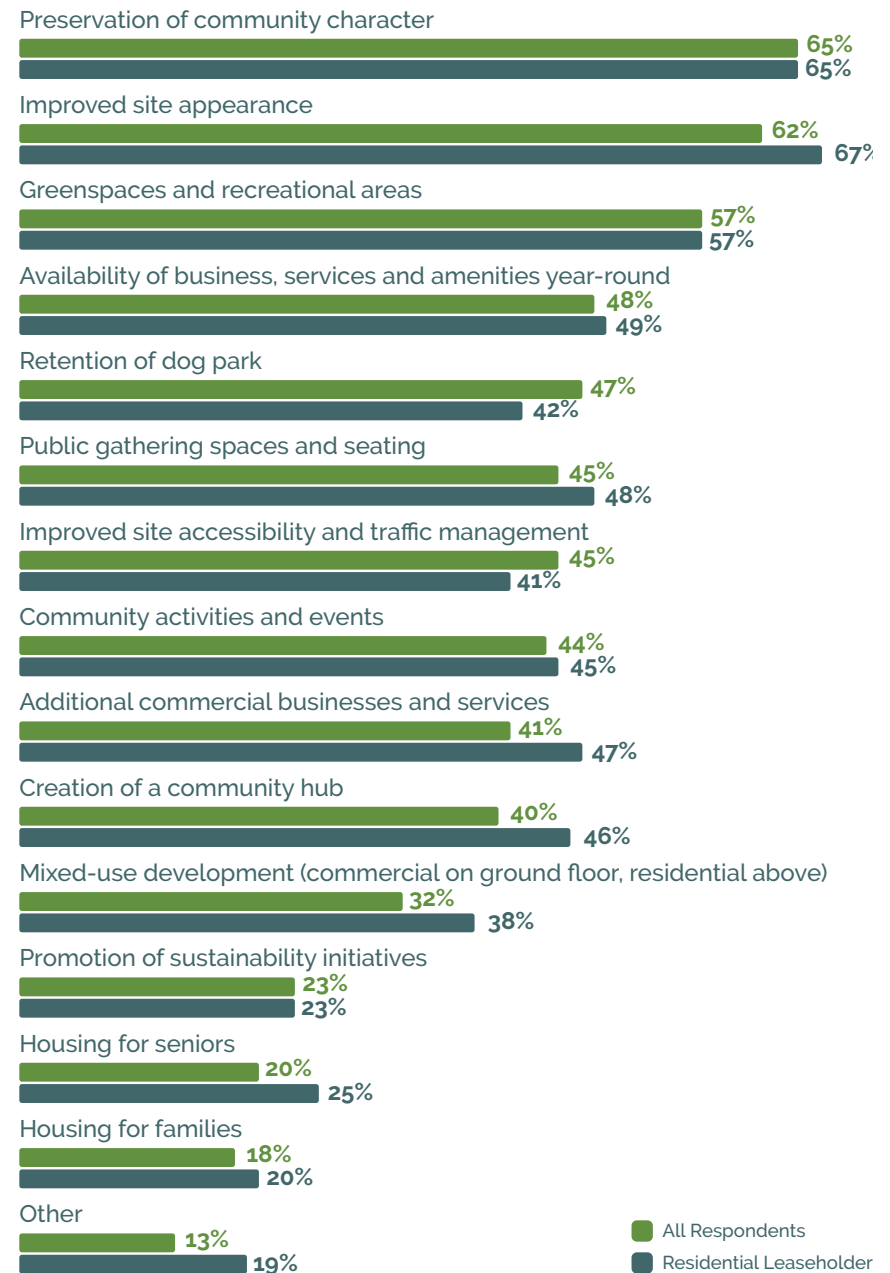


**Q14: What are your priorities for the potential redevelopment of the Village Centre/plaza?**

(423 responses; 60 skipped)

Respondents were asked to share their priorities for the potential redevelopment of the Village Centre/plaza and could select all that apply. Preservation of the community character emerged as the most important priority overall, indicated by 65% of respondents. Improved site appearance was the next most important priority (62%), followed by greenspaces and recreational areas (57%). Site appearance was the most popular priority amongst residential leaseholders.

Of those who shared other priorities, preservation of the small-town feel of the community; a desire to limit the scale of residential development; an increase in parking supply; additional accommodations for visitors (hotels); and upgrades to infrastructure (sewer, water) were cited.

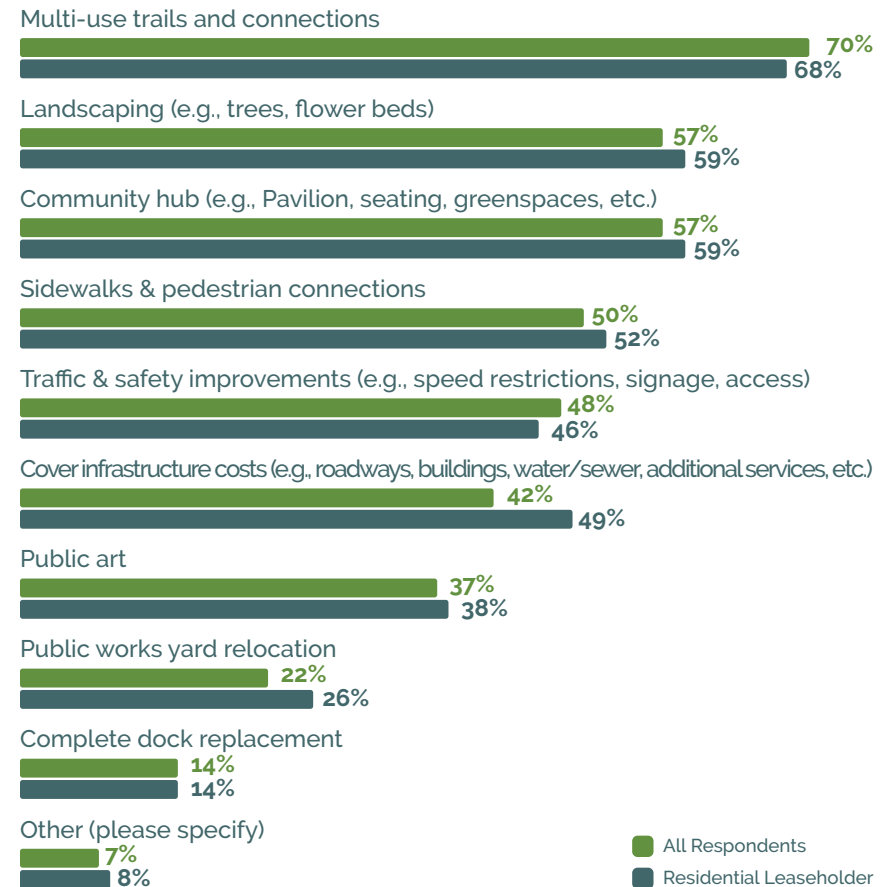


**Q15: What community amenities do you hope the overall Park could gain from the redevelopment of the Village Centre/plaza?**

(407 responses; 76 skipped)

When specifically asked about community amenities, multi-use trails and connections received the greatest number of responses from all respondents (70%). Landscaping, and a community hub received the second greatest number of responses overall (57%), followed by sidewalk and pedestrian connections (50%). These were also the top four responses provided by the residential leaseholder respondents.

Of the other amenities mentioned, most indicated they'd like year-round businesses and services such as a community gym and coffee shop; upgrades to the dog park; golf cart access to reduce vehicle traffic; and improved accessibility to the beach for all ages and abilities.



***Q16: Is there anything else you would like to share to inform the Cultus Lake Park Village Centre planning process?***

(215 responses; 268 skipped)

Respondents were given an opportunity to provide comments on anything they would like to draw attention to. Their responses were reviewed and organized into key themes under concerns and opportunities. The responses were not ranked in order of popularity. The following lists are a summary of what we heard.

### Concerns

- Ageing infrastructure such as the sewer system
- Concern over additional residential development within the Cultus Lake Park boundary, especially amongst current residents.
- Traffic congestion and parking supply issues during the summer, and concern over emergency access/exit given there is only one road in and out of the community.
- Concern about introducing chain retail stores and restaurants. Desire to keep the businesses local.

### Opportunities:

- Desire for the upgrade to the community sewer infrastructure to be prioritized.
- Preserve Cultus Lake Park's small-town character.
- Preserve the natural environment and greenspaces.
- Provide year-round retail businesses and services that support the needs of local residents
- Desire to improve active transportation and public transit connections and service to and from the community.

- Road improvements such as the addition of sidewalks, crosswalks, and bike lanes will improve safety for all road users.
- Important to create a community hub for people to gather.
- It is important to retain the dog park at the Village Centre as it is a valuable and well used community amenity.
- Some interest in expanding recreational facilities such as playgrounds and sports fields.

