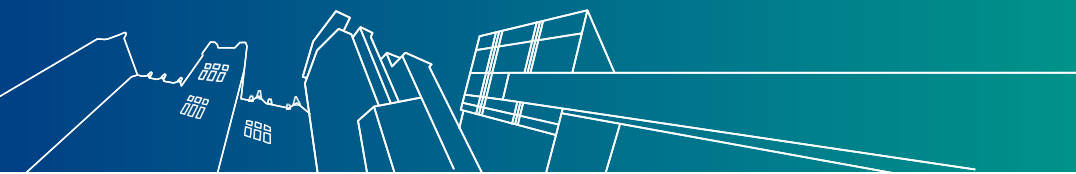


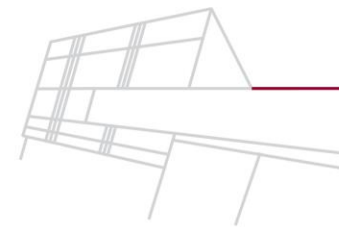
TABLE OF CONTENTS

04 CONTEXT AND APPROACH

10 HIGHLIGHTS

15 DETAILED RESULTS





CONTEXT AND APPROACH



CONTEXT AND APPROACH

Mandate

As part of the consultation process of the Campus Master plan, Concordia has mandated TACT to support the development and the implementation of consultation activities for the preferred scenario for the Loyola campus and the Campus Master plan.

This report presents results from the online portion of the consultation, a survey destined to campus students, faculty and staff members, and neighbours.





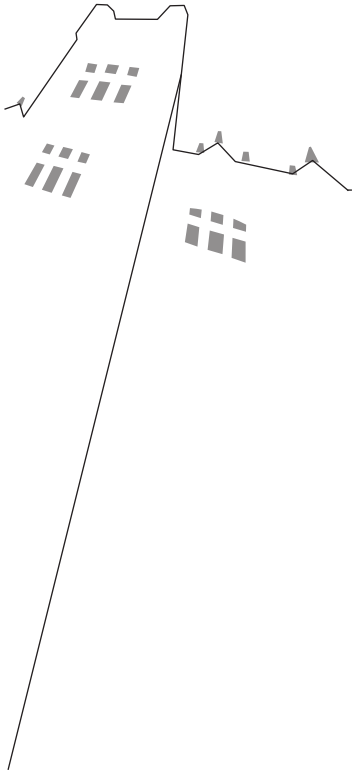
CONTEXT AND APPROACH

About the Campus Master Plan

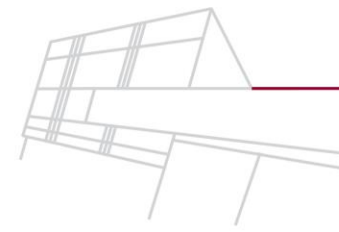
Concordia University's Master plan is a decision-making tool for planning the development of the Loyola and Sir George Williams (SGW) campuses over a 15-year horizon. The University anticipates a space deficit of 115,000 m² gross within 10 years.

The University will need to focus on major future development projects within its two campuses, within urban, planning, and regulatory contexts that raise different issues.

The overall vision will reflect a planning approach that is sensitive to the heritage and identity interests of Concordia's campuses and educational legacy. The plan must be set within a historical perspective of the evolution of these campuses, as well as the urban environments within which they take shape.



CONTEXT AND APPROACH About the Campus Master Plan



Following an urban analysis, the regulatory framework, and the development of directions, guiding principles and planning filters, Concordia has developed a preliminary preferred scenario for the Loyola campus.

The presentation and the validation of this scenario is a key step in the development of a final scenario for the Loyola campus.



CONTEXT AND APPROACH

Consultation approach

The consultation process for the preliminary preferred scenario includes various activities tailored to stimulate participation, such as:

- Thematic workshops
- Information session
- Online survey

The survey was integrated into Concordia's online engagement platform. It was introduced to those who participated in the Information session held on February 23, 2023 in person at the Loyola campus and online.

Students and staff of the Loyola campus were also invited through in-person solicitation on campus to participate in the survey on March 6, 2023.

The survey was also promoted on Concordia's social media platforms through organic and sponsored Facebook posts.



763 people participated in the survey

Survey questions were not mandatory, which explains why the number of respondents (n =) varies across the report.

Data gathering period:

February 23 to March 10, 2023

CONTEXT AND APPROACH

Description of the sample

In which capacity are you answering this survey?	n = 762
Student at Concordia University	35%
Staff member at Concordia University	57%
Neighbour of the Loyola campus (resident, business, etc.)	3%
Other	5%

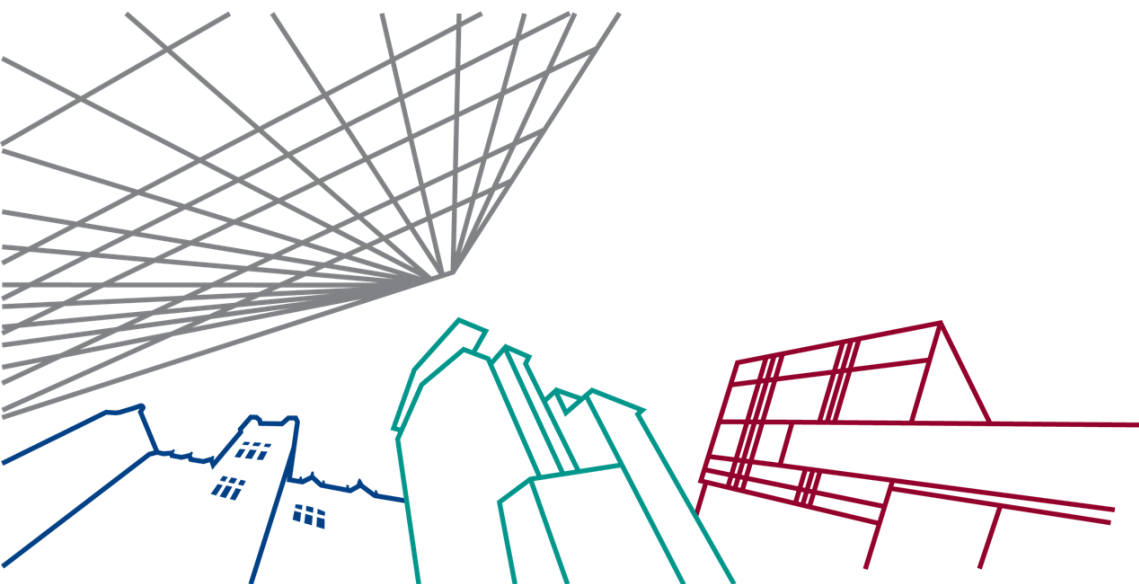
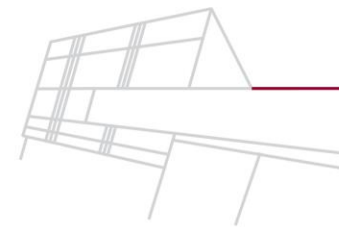
At which campus do you mostly study or work?	n = 686
Loyola Campus (Notre-Dame-de-Grâce)	46%
Sir George Williams Campus (downtown)	46%
Both equally	8%

How often do you go to the Loyola Campus?	n = 756
Every day	26%
A few times a week	31%
A few times per term	29%
Never	14%

How old are you?	n = 758
Less than 25 years old	26%
25 to 34 years old	16%
35 to 44 years old	18%
45 to 54 years old	20%
55 to 64 years old	14%
65 years old or more	6%

Do you identify yourself as a person with one or more disabilities?	n = 760
I prefer not to answer	4%
No	81%
Yes	15%

Which of the following disabilities do you identify with?	n = 271
I prefer not to answer	16%
Hearing impairment	3%
Medical or organic problem	10%
Mobility or motor problem	9%
Visual impairment	4%
Speech impairment	1%
Attention deficit hyperactivity disorder	20%
Learning disability	12%
Mental health problem	19%
Autism Spectrum Disorder	5%



HIGHLIGHTS



HIGHLIGHTS

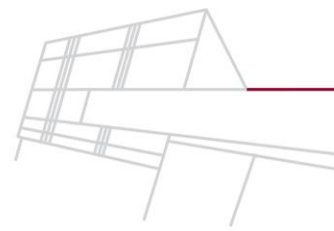
Satisfaction of the proposal

Campus students, staff members and neighbours who participated in the survey are **generally satisfied** with the preliminary preferred scenario for the Loyola campus.

- **31% are very enthusiastic** and **54% are moderately enthusiastic**, while 9% are unenthusiastic and 3% are indifferent.
- **A majority of respondents like the propositions** related to green spaces (73%), the design of interior and exterior spaces (57%), mobility (59%), and the built environment (53%). Less than 10% expressed a negative appreciation of these propositions.

Campus stakeholders are most satisfied with elements of the preliminary preferred scenario that relate to **green spaces**.

- **Green spaces** were mentioned by numerous people as what 'excites them' the most in relation with the preliminary preferred scenario.
- **Biodiversity** (conservation areas and green space improvements) and the **addition of more trees** are the two priorities of participants in the survey in terms of green spaces.



'Concordia has limited space. The addition of new buildings has been to the detriment of green spaces that make the Loyola Campus a favorable site.'

The incorporation of green rooftop designs introduces the possibility of mitigating this problem while still expanding available indoor spaces.'



HIGHLIGHTS

Additional highlights

In terms of the design of interior and exterior spaces, **gathering spaces** (entrances, courtyards) and **community services spaces** (e.g., food services) are most important to the community.

Pedestrian mobility, campus accessibility, and access to various means of transport and shuttle are most important to the community when it comes to mobility.

No aspects related to the built environment stands out as a priority for the community.

- All elements presented in the preliminary preferred scenario – the visual continuity of buildings, the preservation of vantage points, buildings' volume, interior-exterior transparency and the location of primary facades – are considered equally important to survey participants.

'I'm excited that Loyola gets some attention and remodel and not just downtown. More green spaces, outdoor and indoor courtyards (preferably ones that transfer from summer to winter and can be used all year), and food options.'



HIGHLIGHTS

Proposed improvements (I)

Survey participants who were moderately satisfied or unsatisfied with the proposition were asked where they would like to see improvements. The following are proposed improvements:

- The **number of rooftops**, the **number of trees** and **indoor courtyards** were identified by at least 50% of dissatisfied participants as elements that could be improved in relation to green spaces.
- At least half of dissatisfied respondents pointed towards **pedestrian mobility, campus accessibility** and **access to various means of transport and shuttle** as elements that could be improved in terms of mobility.

‘Keep existing food bearing plants (especially heritage crab-apple trees, like that in front of VL) and add more indigenous food bearing plants. Create more indoor-outdoor engagement opportunities with green spaces from within buildings (patios, balconies, windows that open, etc.)’

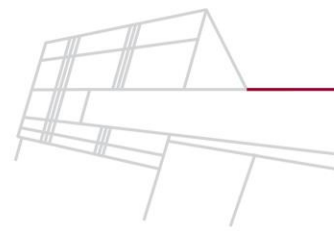
‘I think [a] bike path can be a great idea. It will allow students or teachers to travel between buildings. But it can also be an issue, since there are a lot of pedestrians, and there's already not a lot of walking space.’



HIGHLIGHTS

Proposed improvements (2)

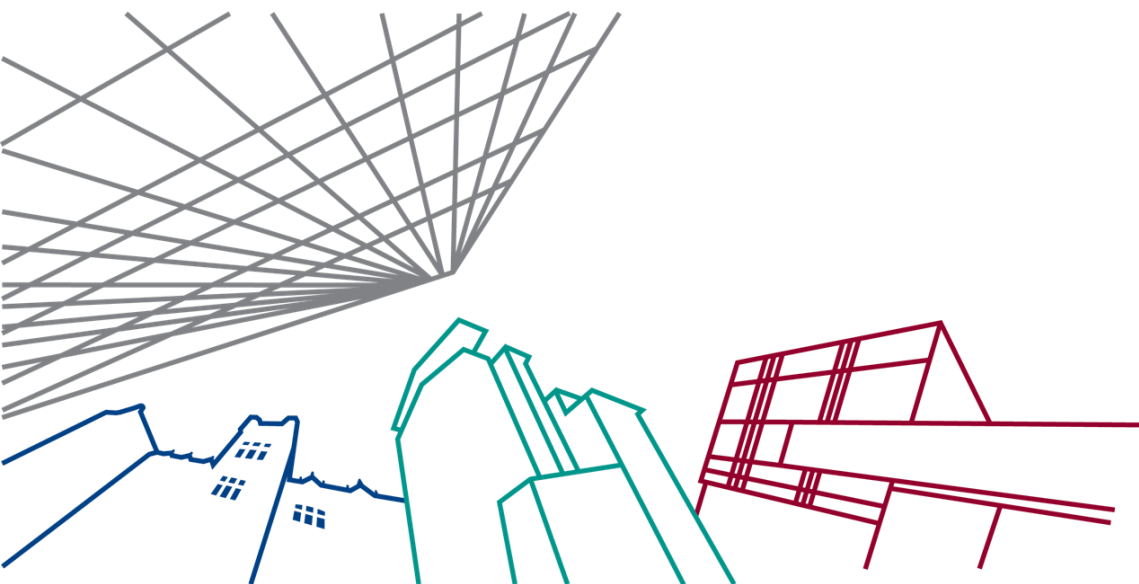
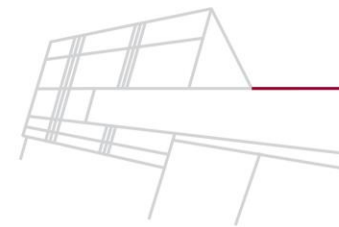
- A majority of dissatisfied respondents pointed towards **gathering spaces, community services spaces and lighting** (adequate exterior lighting and/or quality, different levels of lighting) as **elements that could be improved** in terms of the design of interior and exterior spaces.
- 48% of the dissatisfied respondents pointed towards the **preservation of vantage points** and 43% towards the **visual continuity of buildings** as **elements that could be improved** in terms of the built environment.



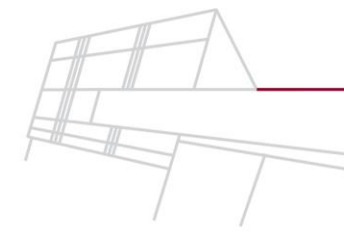
'Adding more food services that gouge students should not be a priority. Outdoor meeting places, furniture and safety through adequate lighting should be a priority.'

'I would like to see classroom and space renovations in CC and RF and AD. Workshop spaces that can be used by other units to hold activities.'

Overall, the proposed improvements are the reflection of the community's priorities for the project. Proposed improvements mainly focus on the aspects that are deemed the most important to the community as a whole. This represents an opportunity for Concordia to further develop these aspects in the final scenario for the Loyola campus.



DETAILED RESULTS



DETAILED RESULTS

General satisfaction towards the proposal

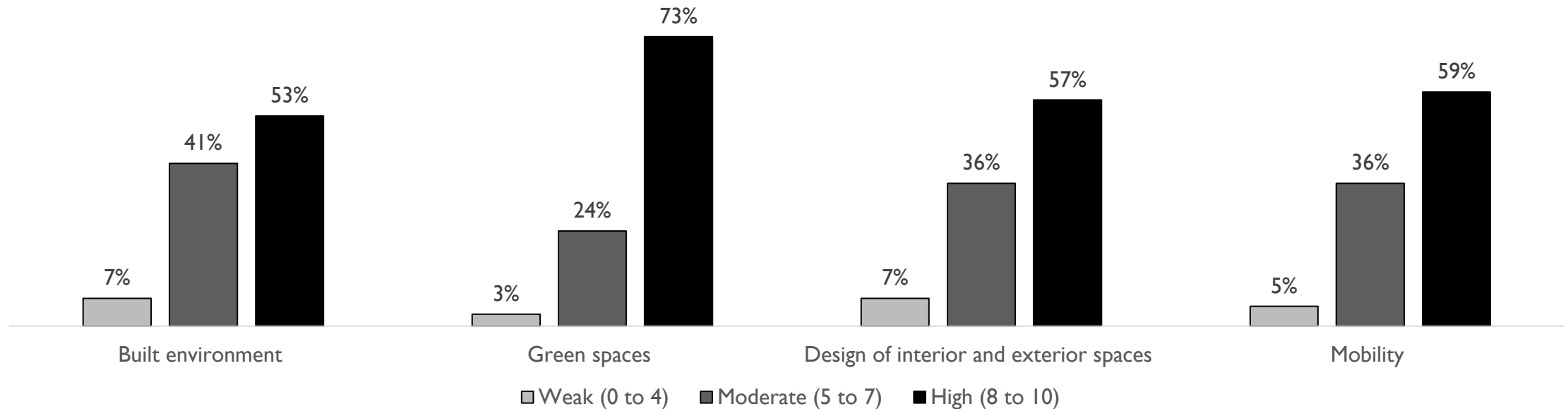
Do you like the general orientations that the scenario proposes for the **built environment**?

Do you like the general orientations that the scenario proposes for **green spaces**?

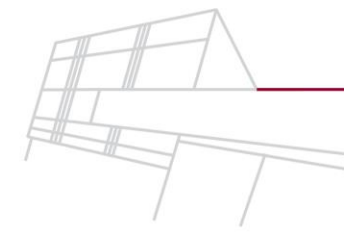
Do you like the general orientations that the scenario proposes for the **design of interior and exterior spaces**?

Do you like the general orientations that the scenario proposes for **mobility**?

Use a scale of 0 to 10, where 0 means you do NOT like it AT ALL and 10 means you like it A LOT.



Questions 7 (n = 753), 11 (n = 642), 15 (n = 606) and 19 (n = 584)



DETAILED RESULTS

Proposed improvements – From people less satisfied with the proposal (1)

Built environment

What suggestions would you have for improving this proposal?

'During winter, it helps to have more study spaces or seating areas'

'Ensuring space for vehicle access (parking) and maintenance of services already being offered.'

'I work in PY building and it is extremely run down. (stained carpets, damaged flooring, dirty walls, etc.) It needs renovation.'

Green spaces

What suggestions would you have for improving this proposal in relation with green spaces?

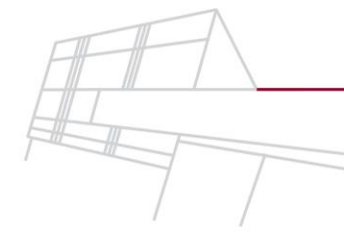
'More furniture in the green spaces to invite people to stay in them.'

'Relocation of the walking path. I'm concerned about noise and students loitering there...'

'The Public Art Lead should be consulted. There are several artworks on campus that will be affected. The courtyards in particular.'

17

Questions 8 and 12 (open-ended questions)



DETAILED RESULTS

Proposed improvements – From people less satisfied with the proposal (2)

Design of interior and exterior spaces

What suggestions would you have for improving this proposal?

‘Ensure proper navigation for reduced mobility, which includes remove steps and ensuring that slopes are not too steep to navigate. Also clear navigation areas for low vision. Ability to use scooters and motorized wheelchairs everywhere.’

‘Implement more cheap and diverse food options. [...]’

‘Outside reading and meditation spots with shades and protection [from] insects.’

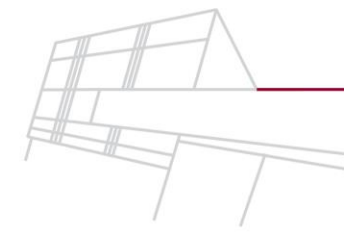
Mobility

What suggestions would you have for improving this proposal in relation with mobility?

‘Secure bike parking’

‘Make indoor connections between pavilions’

‘Better walking paths on the West side of the map. More underground parking lots and walking paths between buildings during winter.’



DETAILED RESULTS

Proposed improvements – From people less satisfied with the proposal (3)

In which of the following categories would you like to see improvements in relation to this proposal? Question asked for each category.

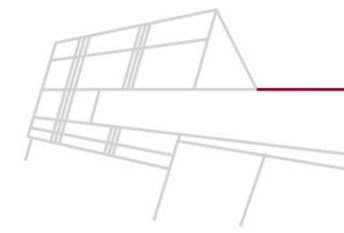
Built environment	
Vantage points to be preserved	48%
Visual continuity of buildings	45%
Interior-exterior transparency	39%
Buildings' volume	33%
Location of primary facades	28%

Green spaces	
More green rooftops	61%
Addition of more trees	57%
Indoor courtyards	55%
Biodiversity (conservation areas, green space improvements)	47%
Buffer strip (transitional biodiversity zones between the residential environment and the campus to provide visual and noise protection between these spaces)	43%
Urban agriculture areas	22%

Design of interior and exterior spaces	
Community service spaces (e.g., food services)	74%
Gathering spaces (e.g., entrances, courtyards)	63%
Lighting (adequate exterior lighting and/or quality, different levels of lighting)	54%
Furniture	42%
Signage (type/quantity of signage for identifying buildings and/or wayfinding)	41%
Outdoor artworks	32%
Commemorative elements	12%

Mobility	
Pedestrian mobility	64%
Campus accessibility	52%
Access to various means of transport and shuttle	49%
Parking	43%
Bicycle mobility	33%
Accessibility for delivery, services, maintenance, and emergencies	30%
Cohabitation of different transportation modes	28%
Shared-use lanes on campus	15%

Questions 9 (n = 134), 13 (n = 87), 17 (n = 137) and 21 (n = 121)



DETAILED RESULTS

Priorities – All respondents (1)

Built environment

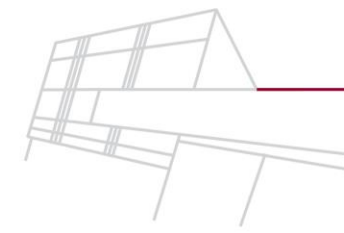
Your priorities in terms of <u>built environment</u> will help improve the final scenario. Place the following items in order of priority (1 = highest priority).	% of respondents who ranked the element in 1st position	% of respondents who ranked the element in 1st or 2nd position
Visual continuity of buildings	20%	44%
Vantage points to be preserved	23%	42%
Buildings' volume	20%	38%
Interior-exterior transparency	19%	38%
Location of primary facades	18%	37%

Green spaces

What are your priorities in terms of <u>green spaces</u> ? Place the following items in order of priority (1 = highest priority).	% of respondents who ranked the element in 1st position	% of respondents who ranked the element in 1st or 2nd position
Biodiversity (conservation areas, green space improvements)	26%	46%
Addition of more trees	23%	44%
More green rooftops	14%	32%
Indoor courtyards	15%	31%
Buffer strip (transitional biodiversity zones between the residential environment and the campus to provide visual and noise protection between these spaces)	15%	29%
Urban agriculture areas	7%	19%

| 20

Questions 10 (n = 613) and 14 (n = 586)



DETAILED RESULTS

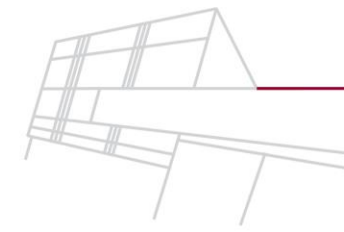
Priorities – All respondents (2)

Design of interior and exterior spaces

Based on the images proposed, what are your priorities in terms of <u>design of interior and exterior spaces</u> ? Place the following items in order of priority (1 = highest priority).	% of respondents who ranked the element in 1st position	% of respondents who ranked the element in 1st or 2nd position
Gathering spaces (e.g., entrances, courtyards)	28%	51%
Community service spaces (e.g., food services)	22%	43%
Lighting (adequate exterior lighting and/or quality, different levels of lighting)	19%	34%
Signage (type/quantity of signage for identifying buildings and/or wayfinding)	14%	30%
Furniture	7%	23%
Outdoor artworks	7%	13%
Commemorative elements	3%	5%

Mobility

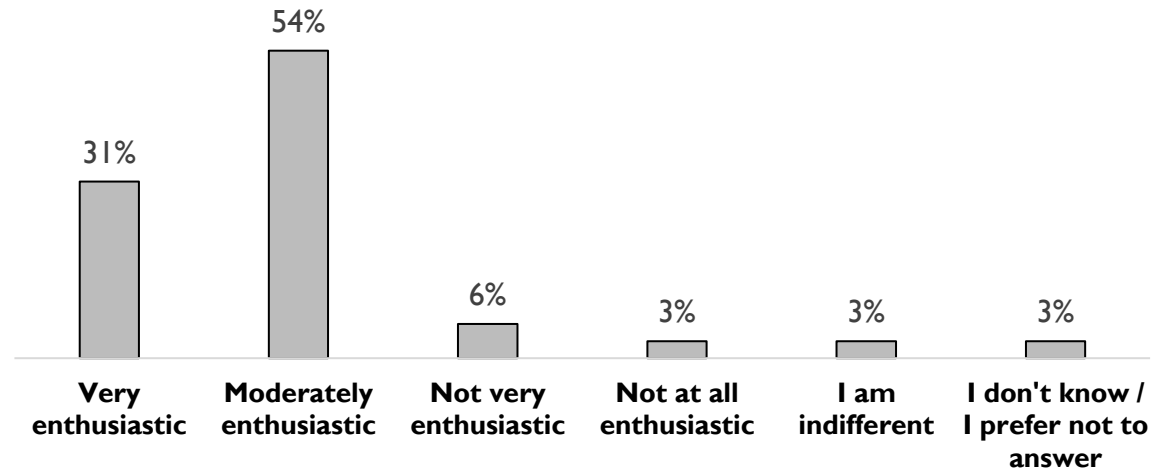
What are your priorities in relation with <u>mobility</u> ? Place the following items in order of priority (1 = highest priority).	% of respondents who ranked the element in 1st position	% of respondents who ranked the element in 1st or 2nd position
Pedestrian mobility	27%	51%
Campus accessibility	23%	41%
Access to various means of transport and shuttle	18%	37%
Parking	13%	19%
Bicycle mobility	7%	18%
Cohabitation of different transportation modes	5%	14%
Accessibility for delivery, services, maintenance, and emergencies	4%	12%
Shared-use lanes on campus	3%	8%



DETAILED RESULTS

Enthusiasm towards the proposal – All respondents

Considering the elements presented in this survey, how enthusiastic are you about the preliminary preferred scenario?



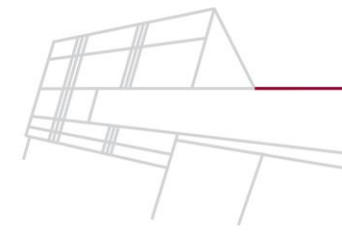
What excites you most about this project?

The aspect of **novelty** and the **integration of more green spaces** are exciting to the community of the Loyola campus :

- *'I LOVE the biodiversity focus, especially with rainwater management and permeable parking lots.'*
- *'More greenspaces. The lack of a greenhouse at this campus is a big draw back. Rooftop gardens will help with that.'*
- *'Loyola Campus is growing, it's a good thing that many opinions are being sought for this expansion project.'*

| 22

Questions 23 (n = 580) and 24 (open-ended question)



DETAILED RESULTS

Concerns and ideas for improvement – All respondents

What concerns you most about this project?

Disturbances caused by construction, costs and timeline (how long will it take?) are three of the most common concerns of the community about the project:

- ‘The construction needed for these elements may be disruptive to the campus experience (noisy during class time, hard to get around, etc.)’
- ‘How long it will take to be implemented. We need buildings now.’

How could the project be improved?

A few suggestions by the community:

- ‘Need Facilities to promote healthy and active transportation to and from campus, such as better (safer) bike storage and showers and changing rooms on campus for people who are wet, dirty and need to change and shower due to their commute.’
- ‘The project could be improved by adding quiet spaces on campus where students can study and eat at the same time. The library is amazing, but having quiet spaces where students can eat at the same time is tremendously helpful.’
- ‘Looking at ways to redevelop on campus housing into the project better. Look at food vendors on campus and look at ways to have them more spread out evenly on campus.’

