

City of Maple Ridge

TO: Her Worship Mayor Nicole Read
and Members of Council
FROM: Chief Administrative Officer
SUBJECT: **Hammond Area Plan Update and Consultation Summary**

MEETING DATE: March 2, 2015
FILE NO: 2014-009-CP
ATTN: Workshop

EXECUTIVE SUMMARY:

The Hammond Area Plan process commenced on March 11, 2014 with Council's endorsement of the "Consultation & Communication" process outlined in the Hammond Area Plan Scoping Report, dated March 3, 2014.

The Scoping Report identified the following five phases for the Hammond Area Plan process:

Phase I:	Neighbourhood Context	- <i>complete</i>
Phase II:	Public Consultation	- <i>complete</i>
Phase III:	Draft Hammond Area Plan	- current phase
Phase IV:	Area Plan Endorsement	
Phase V:	Plan Approval	

Phases I and II were completed at the end of 2014 and the process is currently in Phase III: Draft Hammond Area Plan. The first two phases encompassed the majority of the public consultation process, which included an initial public open house on June 5, 2014. This was followed by a series of three online community consultation questionnaires, entitled #MyHammondTalks, between July and November 2014. A second public open house was added to the process and held on November 26, 2014, along with an online questionnaire that closed on December 17, 2014 marking the completion of Phase II.

The use of social media has figured prominently throughout the process so far, helping with the overall engagement of the community, particularly through the summer of 2014. Both social media and traditional methods of consultation are being utilized with the intent of providing a wide range of methods for participation, to ensure the process is inclusive, engaging, and offers multiple opportunities for input.

This report provides an overview of the Hammond Area Plan process to date as well as a summary of the outcomes of the public consultation process.

RECOMMENDATION:

That the Hammond Area Plan Update and Consultation Summary Report, dated March 2, 2015 be received for information.

1.0 BACKGROUND:

The “Hammond Area Plan Scoping Report”, was presented at Council Workshop on March 3, 2014. This report relayed the prioritization of the Hammond neighbourhood as the next area plan location within the municipality and outlined the Hammond Area Plan process, involving the following five phases:

Phase I:	Neighbourhood Context	- complete
Phase II:	Public Consultation	- complete
Phase III:	Draft Hammond Area Plan	- current phase
Phase IV:	Area Plan Endorsement	
Phase V:	Plan Approval	

The Scoping Report also includes a diagram of the process identifying the main components for each of the phases, along with a general timeline for Council updates and preparation and adoption of the Area Plan Bylaw. The report is available online through the following link:

<http://www.mapleridge.ca/794/MyHammond-Hammond-Area-Plan-Process>.

At the March 11, 2014 Council meeting, the following Resolution was passed:

- 1) *Whereas Council has considered the requirements of Section 879 of the Local Government Act that it provide, in respect of an amendment to an Official Community Plan, one or more opportunities it considers appropriate for consultation with persons, organizations and authorities it considers will be affected and has specifically considered the matters referred to in Section 879(2) of the Act;*
- 2) *And whereas Council considers that the opportunities to consult, proposed to be provided by the District in respect of an amendment to an Official Community Plan, constitute appropriate consultation for the purposes of Section 879 of the Act;*
- 3) *And whereas, in respect of Section 879 of the Local Government Act, requirement for consultation during the development or amendment of an Official Community Plan, Council must consider whether consultation is required with specifically:*
 - a. *The board of the Regional District in which the area covered by the plan is located, in the case of a Municipal Official Community Plan;*
 - b. *The Board of any Regional District that is adjacent to the area covered by the plan;*
 - c. *The Council of any municipality that is adjacent to the area covered by the plan;*
 - d. *First Nations;*
 - e. *School District Boards, greater boards and improvement district boards, and*
 - f. *The Provincial and federal governments and their agencies;*
- 4) *And that the only additional consultation to be required in respect of this matter beyond the consultation program outlined in this report titled, “Hammond Area Plan Scoping Report”, dated March 3, 2014, and the early posting of the proposed Maple Ridge Official Community Plan Amending Bylaw on the District’s website, together with an invitation to the public to comment, is referral to the Katzie First Nation, City of Pitt Meadows, and School District 42;*
- 5) *And that the “Consultation & Communication” section of the report titled “Hammond Area Plan Scoping Report”, dated March 3, 2014 be endorsed.*

2.0 COMPONENTS OF PUBLIC CONSULTATION PROCESS

With Hammond's long established history and distinctive character, community engagement in the area planning process was felt to be essential. Planning in a historic community like Hammond differs from planning in a newly emerging greenfield neighbourhood, as the focus is to consider how much change is appropriate while minimizing negative impacts on the existing historic character.

Proposed developments within the Hammond community over the past few years initiated requests from the local residents for a Hammond Area Plan. Regardless of the level of growth anticipated within a neighbourhood, a detailed land use plan is essential to ensure that both new and existing development are considered and directed where most appropriate and acceptable to the community.

Social media and traditional face-to-face methods of public consultation have been utilized for community input throughout the process.

2.1 Engagement & Communication Tools

Social media was identified at the outset as an effective method for engaging the Hammond community. Traditional methods were also used to ensure a wide range of engagement opportunities were made available to the community.

Social media tools were used extensively through this process to enable a broad-reaching process that could be accessed by participants at any time and from any place. Through this approach a number of tools were utilized to engage the community, such as Facebook, Twitter, Instagram and YouTube. As such, the tagline *#MyHammond* was created and well-used throughout the public process to help the community easily identify the project and its various components.

Over the past couple of years, local Hammond residents have successfully capitalized on the cohesive nature of the neighbourhood with the creation of a Hammond Neighbours Facebook page. The Hammond Neighbours Facebook page has over 700 members to date and has been a helpful communication conduit throughout the public consultation process.

The Planning Department collaborated considerably with the Communications Department on the engagement and communication tools for this process and also received substantial support in creating these tools and delivering these to the community.

2.1.1 #MyHammond Website

A #MyHammond webpage (<http://www.mapleridge.ca/794/MyHammond-Hammond-Area-Plan-Process>) went live on March 14, 2014 and has been regularly updated with new information and advertising for each event. Additionally, anyone wanting to stay informed on upcoming events can select the "Notify Me" tab on the website and will be informed of upcoming open house events.

2.1.2 MyHammond Email

With the launch of the project website, a special MyHammond@mapleridge.ca email was created to help the community identify the project and make it as easy as possible to email comments or questions to the City. Email notifications and reminders have been sent out to those on the list for every part of the process and whenever new information is posted to the webpage.

2.1.3 #MyHammond Photo Project

The intent of this project was to help generate awareness and interest in the Hammond Area Planning process. Members of the community were encouraged to take photos of Hammond and attach one or two words stating what they felt their image captures. As an engagement tool, the #MyHammond Photo Project has been very successful with over 300 photos submitted.

There were two components to the #MyHammond Photo Project: A) Community Character and B) Summer Fun. Both components are discussed below.

A. Community Character Photo Project:

This component was launched at the same time the #MyHammond website went live in March. Participants were encouraged to send their photos through email or Instagram by the end of May 2014 to be included in a display at the first open house.

B. Summer Fun Photo Project:

This second component was launched on July 1st and dubbed, “Hammond Summer Fun”. Photos were encouraged over the summer months and into September.

The #MyHammond Photo Project may be viewed on the #MyHammond webpage and on the Maple Ridge Facebook page.

<https://www.facebook.com/media/set/?set=a.646704682062453.1073741882.161335200599406&type=3&uploaded=35>

2.1.4 #MyHammond Stories Project

‘MyHammond Stories’ is a video project undertaken by the Planning and Communications Departments, to provide an opportunity for area plan participants to hear the variety of experiences and perspectives of other Hammond residents, past and present and also to generate awareness and enthusiasm about the planning process. The videos show that there are similar perspectives on what makes Hammond special and many similar opinions on ways in which Hammond may evolve in the future.

A. Part I - “This is My Hammond”:

The focus of this initial part of the Hammond Stories is on interviews with people who grew up in Hammond in the 1940’s and ‘50’s. This input has been very valuable to the process, enabling more recent residents to hear these perspectives from Hammond’s elders.

A video was also made of students from Hammond Elementary School stating what they think is special about living in Hammond. The combined presence of the elementary age children and the elders in the videos serves as a reminder of Hammond’s longevity as a community and the importance of its future as a desirable place to raise a family and continue to live out one’s senior years.

The videos are posted on the #MyHammond website (<http://www.mapleridge.ca/856/Hammond-Stories>) and were shown at the first open house event in June 2014.

B. Part II – The Next Generation:

The second set of Hammond Stories are from the “Next Generation” of residents who were asked questions about what they like about Hammond and what they would like to see for the neighbourhood’s future. Interview topics include commercial revitalization, residential density and neighbourhood character. An interesting outcome from all of the interviews is that what the elders identified as being most special about Hammond in the past - the people, the friendliness, the looking out for your neighbours – are generally the same as what the next generation also identified as to why they choose to live in Hammond.

The Next Generation videos are posted on the #MyHammond website (<http://www.mapleridge.ca/947/The-Next-Generation>) and were shown at the second open house event.

2.1.5 #MyHammondTalks Online Questionnaires

The three #MyHammondTalks questionnaires were intended to continue the community dialogue through the summer and fall of 2014. Three questionnaires were posted online between July 1st and October 8th 2014. Each questionnaire was intended to build on the input received and each had a question entitled “General Comments” to provide an opportunity for additional suggestions.

The responses to the #MyHammondTalks questionnaires were posted on the City’s webpage before posting a subsequent questionnaire so that the community could see the responses to each and consider what others had to say. The questions and responses for each questionnaire are available on the #MyHammond webpage at:

<http://www.mapleridge.ca/944/MyHammondTalks>.

In addition to the responses received, two update bulletins were also prepared during the fall 2014. The first was posted online in September, between the second and third questionnaires, as a summary of “What We’ve Heard So Far” and the second was posted in early November as an information primer on “Guiding Principles” to generate awareness and interest for the November 26, 2014 open house event.

2.1.6 Newspaper Advertisements

Two public open houses have been held to date. The first initial kick-off open house was held on June 5, 2014 and a second open held on November 26, 2014. The outcomes of both of these events are discussed later in this report.

For the first open house held on June 5th, notification methods included:

- Newspaper advertisements in the Maple Ridge-Pitt Meadows Times on May 27 and 29 and June 3 and the Maple Ridge-Pitt Meadows News on May 16, 28, 30, and June 4.
- Posters placed in windows of local businesses, Hammond Community Centre, seniors centre, library, and municipal hall;
- Postcards distributed to local businesses and at community events, placed in book exchange box on 205th Street near Westfield Avenue, and made available at the municipal hall.

The posters and postcards used to advertise the initial open house event were intended to generate interest and create a #MyHammond brand for the project. Additional postcards were created and handed out at each open house event to inform attendees of the next steps in the process.

Traditional media notification for the second open house was through newspaper advertisements placed in the Maple Ridge-Pitt Meadows News on November 7, 14, 19, and 21.

2.2 Public Open Houses

Two open house events have been held as part of the public consultation process. The first open house was held on June 5, 2014 and the second on November 26, 2014. The Council approved Area Plan process diagram showed only one open house in *Phase II: Public Consultation* and then a subsequent open house for public comment on the draft Hammond Area Plan. However, it was decided that a second open house would be beneficial in order to give the community more time to digest information presented and respond to increasingly complex topics, such as various forms of possible residential density increase and the potential for commercial revitalization.

The Departments that provided support to Planning for both open house events included Communications, Engineering, Parks & Leisure Services, and Licences, Permits & Bylaws.

3.0 SUMMARY OF 2014 PUBLIC CONSULTATION ACTIVITIES

Public consultation came largely from the two open house events and the online #MyHammondTalks questionnaires. Key messages were consistently heard throughout the public consultation process, particularly about retaining heritage character and the friendly neighbourhood atmosphere. A table showing the timeline of public consultation activities to date is attached as Appendix A.

3.1 Components of June 5, 2014 Open House

The focus of the first open house was to educate the community about the Area Plan process by providing information and to request input on specific aspects of the neighbourhood. The materials prepared for the open house event included display panels and four information primers on the following topics:

- No. 1: Early History of Hammond
- No. 2: History of Community Spaces
- No. 3: Transportation in Hammond
- No. 4: Rainwater Management in Hammond

Also presented at the open house was a collage of the photos received through the #MyHammond Community Character Photo Project and the Hammond Stories videos.

During the open house, public feedback was requested on:

- What is special about Hammond?
- What are your ideas for Hammond?
- What travel modes do you take through Hammond?
- Suggested boundaries for the Hammond Area Plan

The community was asked to provide their input on where they would locate the boundaries of the Hammond Area Plan during this event. The outcomes of identifying the Hammond Area Plan boundaries are discussed later in this report.

The information primers and display panels were posted on the #MyHammond webpage after the open house and can be viewed at <http://www.mapleridge.ca/865/Public-Consultation-Process>.

A summary of the June 5, 2014 open house event is attached as Appendix B.

3.2 Components of November 26, 2014 Open House

The second open house focused on obtaining public input on a number of key pieces for the draft Hammond Area Plan including:

- Draft Guiding Principles
- Revitalization of Historic Commercial Node
- Residential Density Discussion
- Hammond Area Plan Precinct Areas
- Parks & Trails

Eight draft Guiding Principles, listed below, were presented at the public open house and were developed from input received at the June 5th open house, the #MyHammondTalks questionnaires and throughout the process:

- Retain small town charm and friendly atmosphere
- New form fits with existing built form and heritage character
- Revitalize historic commercial area
- Utilize sustainable development practices
- Enhance trail system and community gathering spaces
- Establish measures for flood mitigation
- Ensure transportation routes are safe and efficient
- Promote a safe community

The following set of information primers were prepared along with display panels.

- No. 5: Official Community Plan Land Use Policy
- No. 6: Commercial Development
- No. 7: Hammond Precincts
- No. 8: Developing in the Flood Plain

The information primers and display panels were posted on the #MyHammond webpage after the open house and can be viewed at <http://www.mapleridge.ca/865/Public-Consultation-Process>.

The “Guiding Principles” and “What We’ve Heard So Far” update bulletins from the #MyHammondTalks outcomes were also made available at the open house event.

Also presented at the public open house was the “Next Generation” video as well as all photos received to date from the community.

A summary of the November 26, 2014 open house is attached at Appendix C.

3.3 Key Messages Heard

The community has consistently communicated a number of key messages throughout the public consultation process. These were initially reported out through the “What We’ve Heard So Far” information update from the #MyHammondTalks in September 2014 and little changed with the information received from through the November 26, 2014 open house input.

Many residents see a need for some increase in residential density to retain and enhance the vibrancy of the neighbourhood over time. With this view of new development, though, is the desire to retain the historic character and neighbourly atmosphere of the neighbourhood by ensuring new development incorporates green space for gardens and is sensitive to the modest design and height of the existing housing form. Additionally, many would like to see revitalization of the historic commercial area, located at Maple Crescent and 207th Street with small shops and services. Other messages heard were enhance opportunities for walking/bicycling trails and the importance of safe and well-planned transportation networks.

4.0 NEXT STEPS:

4.1 Phase III: Draft Hammond Area Plan

The Hammond Area Plan process has now moved into the preparation of the conceptual draft Area Plan, which will be supported by the preparation of two additional studies:

1. **Hammond Historic Character Area:** Donald Luxton & Associates has been contracted to identify and describe historic character areas within the plan boundaries (including features such as built form, streetscape, lot pattern, landscape, land use, etc.) with the historic boundaries from the 1882 Township plan. This information will be helpful in developing development permit area guidelines for the final area plan.
2. **Community Amenity Contributions:** Review of options and opportunities for Community Amenity Contributions in the Hammond area.

Upon completion of the conceptual draft Hammond Area Plan, design control options, such as Development Permit Area Guidelines will be investigated.

It is anticipated that the conceptual draft Hammond Area Plan will be presented to Council for discussion in the next phase of the project, followed by a third public open house.

5.0 INTERDEPARTMENTAL SUPPORT:

To date the Hammond Area Plan process has received significant support from a number of municipal departments including Communications, Engineering, Parks & Leisure Services, and Licences, Permits & Bylaws. Although the Planning Department is leading this process, it includes a number of topics that require support from other municipal departments. This is essential to ensuring that a full and in-depth discussion with the community is facilitated and the outcomes reflected in the Area Plan.

It is anticipated that the next phases of the process will include Strategic Economic Initiatives and Sustainability and Corporate Planning.

6.0 FINANCIAL IMPLICATIONS:

The Hammond Area Plan process will be completed under existing funding that was approved as part of the 2014 Planning Department Business Plan.

7.0 CONCLUSION:

Engagement and communication through the public consultation process has involved both a traditional and social media approach. Because Hammond is already an engaged community, social media was used extensively with a variety of tools, such as Facebook, Webpage, Twitter, Instagram, and YouTube so that information could be retrieved and input provided at any time and from any place.

The Hammond Area Plan consultation process has been well-received by the community with a significant amount of public interest and participation. Both open house events were well attended and the #MyHammondTalks online questionnaires, posted through the summer months, were all successful with very thoughtful and informed responses.

With an engaged community like Hammond, the input received to date has been very valuable and will contribute significantly in the preparation of the draft Hammond Area Plan. This outcome is a testament to the unique quality and character of the neighbourhood.

Key messages have been consistently received throughout the public consultation process and are reflected in the eight draft Guiding Principles presented in this report. The draft Guiding Principles will lay the foundation for the creation of objectives and policies for the draft Hammond Area Plan.

The next steps for the Hammond Area Plan process are completion of the conceptual draft Area Plan and presentation to Council, followed by a public open house for further community input.

“Original signed by Lisa Zosiak”

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GM: Public Works & Development Services

“Original signed by J.L. (Jim) Rule”

Concurrence: J. L. (Jim) Rule
Chief Administrative Officer

The following appendices are attached hereto:

Appendix A: Timeline of Hammond Area Plan Public Consultation Activities

Appendix B: Summary of June 5, 2014 open house event

Appendix C: Summary of November 26, 2014 open house event

The following is a list of additional links to information referenced in this report:

- Link 1: Hammond Area Plan Scoping Report
- Link 2: #MyHammondTalks – Questions & Responses
- Link 3: #MyHammondTalks – “What We’ve Heard So Far” – Sept. 2014
- Link 4: #MyHammondTalks – “Guiding Principles” – Nov. 2014
- Link 5: “What is Special About Hammond” Word Cloud
- Link 6: Questionnaire Responses from June 5, 2014 open house
- Link 7: Community Comments recorded by City staff at June 5, 2014 open house
- Link 8: Hammond Area Plan Boundaries Map
- Link 9: Questionnaire Responses from Nov. 26, 2014 open house
- Link 10: Hammond Area Plan Precincts Maps Received from Nov. 26, 2014 open house
- Link 11: Community Comments recorded by City staff at Nov. 26, 2014 open house
- Link 12: Official Community Plan Urban Residential Policies (S. 3.1.3 and 3.1.4)
- Link 13: Major Corridor Residential Infill Scenarios presented at Nov. 2014 open house

Timeline of Hammond Area Plan Public Consultation Activities

Date	Activity
Phase I: Neighbourhood Context	
March 14, 2014	<ul style="list-style-type: none"> - launch of #MyHammond Area Plan website - launch #MyHammond Community Character Photo Project - MyHammond@mapleridge.ca email created - begin preparatory work for the first Hammond Area Plan open house
Phase II: Public Consultation	
June 5, 2014	- first Public Open House for Area Plan process held at Hammond Community Centre
June 23, 2014	- June 5 th open house online questionnaire closed
June 26, 2014	<ul style="list-style-type: none"> - #MyHammondTalks launched with first of three online questionnaires for community input - launch of #MyHammond Summer Fun Photo Project
July 8, 2014	- Council endorsement of proposed Hammond Area Plan boundaries
July 24, 2014	<ul style="list-style-type: none"> - responses from #MyHammondTalks Questionnaire #1 posted online for viewing - #MyHammondTalks Questionnaire #2 posted online for input
September 9, 2014	<ul style="list-style-type: none"> - responses from #MyHammondTalks Questionnaire#2 posted online for viewing - Information sheet entitled “What We’ve Heard So Far” posted online for viewing - #MyHammondTalks Questionnaire #3 posted online for input
October 10, 2014	<ul style="list-style-type: none"> - responses from #MyHammondTalks Questionnaire #3 posted online for viewing - preparatory work for second Hammond Area Plan open house underway
November 4, 2014	- “Guiding Principles and the Hammond Area Plan” information sheet is posted online to help inform and prepare community for November 26 th open house
November 26, 2014	- second Public Open House event held at Hammond Elementary School
December 17, 2014	- November 26 th open house online questionnaire closed

Summary of June 5, 2014 Hammond Area Plan Open House

The first open house on June 5, 2014 was well attended with over 120 people at the event. Input was requested from participants on the following topics:

1. What is special about Hammond?
2. What are your ideas for Hammond?
3. What travel modes do you take through Hammond?
4. Suggesting where the boundaries of the Hammond Area Plan should be

Municipal staff recorded many comments from the June 5, 2014 open house event during discussions with attendees, which form part of the record of information received.

What is Special About Hammond?

A total of 93 comments were received through this exercise and incorporated into a word cloud containing the comments repeated most frequently from the community.

The intent of the word cloud exercise was to get the neighbourhood thinking about what they like best about Hammond and what aspects they would like to maintain over the long term. The word cloud is one of the components that went into creating the draft Guiding Principles.

What are Your Ideas for Hammond?

Through this exercise, the community was able to share their ideas, issues and concerns to identify priority issues and desires they felt to be important. A total of 138 comments were received at the open house. The question was also posted on the #MyHammond webpage after the open house event for just over two weeks and 9 comments were received.

From the comments received, five key themes emerged and are listed below in order of prominence within the community input:

- 1) Neighbourhood Character
- 2) Transportation Connectivity/Safety
- 3) Parks & Recreation
- 4) Drainage
- 5) Train Noise

Travel Modes Through Hammond

The intent of this exercise was to identify which type of travel modes were utilized within Hammond and what routes people were taking, particularly with walking and bicycling, and whether there appeared to be obstacles or pinch points preventing travel. Through analysis of the 51 maps received, it is evident that people walk and cycle a wide variety of routes. No specific routes were identified, except for the major driving routes for access and egress from Hammond.

Hammond Area Plan Boundaries

Open house attendees were provided with a map of the western portion of Maple Ridge and asked to draw where they thought the boundaries of the Hammond Area Plan should be located. A total of 67 maps were received from the community and they helped guide the proposed boundaries, which were presented to Council at the July 7, 2014 Workshop. Council directed a change to the proposed eastern boundary and endorsed the boundaries maps on July 8, 2014. The Council reports and the Council presentation are posted on the #MyHammond webpage for information (lower right hand corner of webpage) <http://www.mapleridge.ca/794/MyHammond-Hammond-Area-Plan-Process>.

Summary of November 26, 2014 Hammond Area Plan Open House

Approximately 60 people attended the second public open house event. Information was presented through display panels and handouts to assist the community in giving their feedback in the following areas:

1. Draft Guiding Principles
2. Historic Commercial Node
3. Residential Density Discussion
4. Parks & Trails
5. General Comments
6. Hammond Area Plan Precincts

Items 1 through 5 above were compiled into a comprehensive four-page questionnaire distributed at the open house event and also available online after the event until December 17, 2014. A total of 50 questionnaires were received: Six at the open house event and 43 online. For item 6 above, Hammond Area Plan Precincts, maps were provided for community members to draw precinct boundaries and provide precinct names at the open house event. This exercise was not made available online, as it was not possible to re-create the mapping exercise electronically.

Consistent with the first open house, municipal staff recorded community comments during discussions with open house attendees.

Draft Guiding Principles

Guiding Principles are a foundational component of developing a land use plan and are a reflection of the community's values and priorities for their neighbourhood. As such, Guiding Principles are derived from community input received through a public consultation process. Public input received from the June 5th open house and the #MyHammondTalks went into the eight draft Guiding Principles presented at the November 26th public open house.

A total of 22 respondents commented on the draft Guiding Principles, from both the hand-written and online responses. Where a suggestion has been made for an addition, change, or deletion, the idea will be incorporated into the Guiding Principles if it:

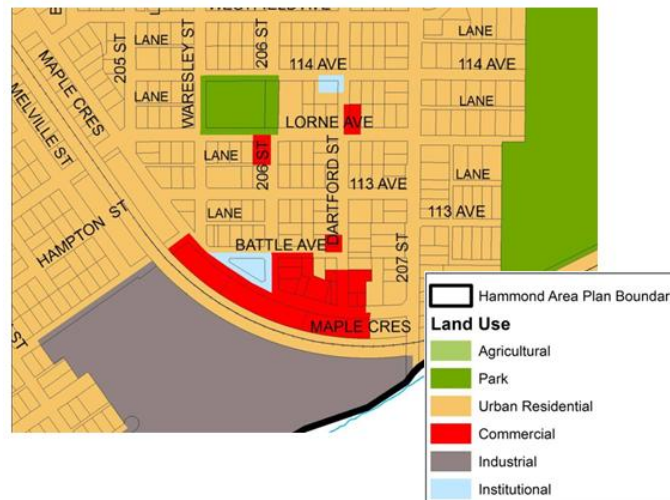
- Aligns with the majority of comments from the community;
- Is not already addressed through the existing Guiding Principles; and
- Is not too detailed or specific to be a Guiding Principle statement.

The Guiding Principles will set the foundation for development of the conceptual draft Hammond Area Plan.

Historic Commercial Node

The commercial designated lands located on Maple Crescent, Dartford Street and Battle Avenue are identified in the Official Community Plan as being one of seven Historic Commercial Nodes in Maple Ridge. Generally, this means that under existing OCP Policy 6-38, “limited commercial development” and “limited infill or expansion” could be supported if they are “compatible in use and form with the surrounding area”. The map excerpt below is from the Official Community Plan, Schedule B, Generalized Future Land Use, showing the commercially designated lands (identified in red) in Hammond’s Historic Commercial Node.

Hammond Historic Commercial Node



Hammond’s commercial area was at one time a bustling hub of commercial activity up into the 1970’s, but started to decline with the expansion of the highway system and then experienced further decline with the development of shopping options along the Lougheed Highway corridor in west Maple Ridge. A few businesses still exist today in the Historic Commercial Node and a question was put to the community regarding potential revitalization of this area. The community was asked if they would support:

- A. No increase in commercial activity?
- B. An increase in commercial activity, but no increase in residential density?
- C. An increase in commercial activity along with an increase in residential density?

Out of a total 98 responses* to the above questions the following results were tabulated based on the agree/disagree check box for each question and presented in Table 1 below:

Table 1 – Historic Commercial Node Revitalization Question

Question		Support	Do Not Support
A)	No increase in commercial activity?	5	30
B)	Increase commercial, but not residential density?	5	24
C)	Increase commercial and increase residential density?	35	4

* Note that respondents were able to check more than one box in the questionnaire, which resulted in a higher number of responses than questionnaires received.

Generally, the results in Table 1 show that the majority of respondents would support an increase in commercial activity and residential density in Hammond's Commercial Node area.

From all of the written comments received for questions A through C (a total of 73 received) most responses indicate support for an increase in local commercial activity. Variations on the comments received include:

- Identifying a connection between commercial revitalization and a more walkable neighbourhood;
- Recognition that an increase in residential density is necessary to support an increase in local business;
- Questioning whether an increase in residential density would be sufficient to support increased commercial activity; and
- Concern that an increase in commercial and residential density will result in a loss of Hammond's historic charm.

OCP Policy Overview: Major Corridor Residential Infill

The Official Community Plan Major Corridor Residential Policies 3-18, 3-20 and 3-21, support an increase in residential density along Major Corridors, within areas of Maple Ridge not covered by an existing area plan, if the proposed development is compatible with the surrounding neighbourhood. There are a number of roads designated in the OCP as Major Corridor in the residential areas of Hammond, as follows:

- 207th Street
- Maple Crescent
- 203rd Street
- Hammond Road
- Lorne Avenue
- Thorne Avenue
- 118th Avenue
- West Street

Information on the Major Corridor Residential Infill policies was provided in handout No. 5, entitled "Official Community Plan Land Use Policies" as well as on display panels presented at the open house event (<http://www.mapleridge.ca/794/MyHammond-Hammond-Area-Plan-Process>).

A. Major Corridor Residential Infill Scenarios:

Three scenarios for residential density were presented at the open house with the intention of generating discussion on which density would be acceptable over the long term. Two of the three scenarios were designed in accordance with Official Community Plan's Major Corridor Residential Policies 3-18, 3-20, and 3-21 and one scenario showed "current neighbourhood density".

The open house questionnaire presented two questions related to residential density along Major Corridors, along with two questions related to residential density. The first question is as follows:

Of the three scenarios presented for Major Corridor roads, generally which level of density would you support along Major Corridor roads in Hammond?

- A. Retain Current Density
- B. Medium Density – without lot consolidation (duplex, triplex, 4-plex and townhouse)
- C. High Density – with lot consolidation (townhouse and 4-6 storey apartments)

Out of a total 76 responses (both hand-written and online) to the above questions the following results were calculated in Table 2 below.

A total of 76 responses (both hand-written and online) were received on the check-box portion of this question and a further 51 written comments were received. The outcomes show that the majority of respondents support increased density along Major Corridors at a medium residential density in a form such as duplex, triplex, 4-plex, or townhouse. There was not significant support for a higher range of density between a townhouse and 4-6 storey apartment form, based on the responses received.

After asking the community about residential density along Major Corridors, a subsequent question asked:

Are there roads in Hammond where you would prefer to see new development at a different density than currently permitted in the Official Community Plan? If so, please tell us which one(s).

A total of 16 comments were received on this question. There were a few comments in support of higher density in the Historic Commercial Node area at Maple Crescent and Dartford Street and along 207th Street, and 203rd Street. A couple of respondents expressed concern with the designation of Lorne Avenue as Major Corridor and the impact that new development on this road may have on the five existing heritage sites, between 207th Street and Maple Crescent.

Parks & Trails

The open house questionnaire included two questions from the Parks & Leisure Services Department regarding trails and parks.

The first question discussed the new trail to be completed this summer that will link Hammond with trails in Pitt Meadows and requested input on promoting the trails and increasing use. A total of 33 responses were received. The outcomes show that safety is the top priority, followed by multiple access points/points of interest and trails that are dog friendly. Some comments were also received

from people who want more access to the Fraser River and its views, more benches along trails, and trails that can be used by both cyclists and pedestrians.

The second question asked what recreational opportunities or amenities are desirable but not currently available and a total of 27 responses were received. The most prominent theme from this question is a desire for dog friendly spaces. Alternatively, a couple of comments received request that park spaces be only for people.

General Comments

The most frequent comment from the 22 received, is a desire to retain the historic neighbourhood character. The following is a sample of other general comments:

- *Train Horn noise is getting worse! Skip the horns and get proper fencing and crossing that close when trains come through.*
- *I do have significant concerns at the suggestion of turning Wharf Street in a significant route...*
- *As much as possible, municipal land should be kept natural and green spaces on even the smallest scale should be encouraged. Rainwater should be allowed to return to the earth wherever possible instead of being piped to the river.*
- *The ditches in lower Hammond are an eye sore, they should be culverted...*
- *...It would be lovely to see one of the historic mill houses...purchased & designated for an Artist-in-Residence locale...*

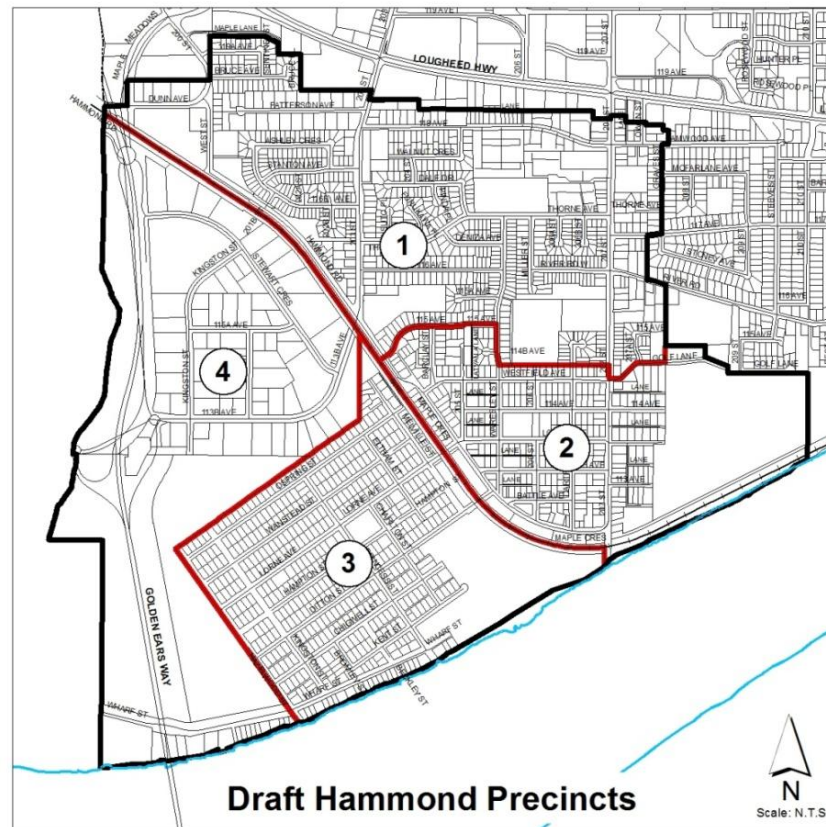
Hammond Precincts

Information on area plan “Precincts” was provided in handout No. 7, as well as on display panels presented at the open house event (<http://www.mapleridge.ca/794/MyHammond-Hammond-Area-Plan-Process>).

The following excerpt from the information handout discusses the purpose of defining precinct areas for use in an area plan:

Defining areas within a neighbourhood that are distinguishable from each other is common practice in area planning to help understand the character nuances within a neighbourhood. These areas are often called precincts and they help to inform policy development for the Area Plan, as well as form and character guidelines. Specific precinct features may include the era of development, characteristics of the built form including road patterns, historic and/or current land use, a prevailing theme (such as heritage) or natural features.

The map below was presented at the public open house and participants were asked to change, add or delete the draft boundaries and also to suggest names for each of the precincts.



A total of 17 maps were received at the open house. From all maps received, three had new lines drawn. One showed the collapse of area #2 and most of area #3 together with the caption “where the ‘old’ houses end”. Another showed the north boundaries of area #2 further north just beyond the Hammond Stadium and Hammond Elementary School and the third map showed an extension of area #2 further west to incorporate the Hammond Mill up to Charlton Street. As discussed earlier in this report, this exercise was not made available online, as it was not possible to re-create the mapping exercise electronically.

In part of this exercise respondents were asked to suggest names for all four precincts. Qualities or characteristics are often ascribed by local residents to specific areas within a neighbourhood through an informal label and the intent of this exercise was to see how the community identifies different character areas within Hammond. The most frequent names received for each of the four areas are as follows:

- Area 1: North Hammond
- Area 2: Upper Hammond
- Area 3: Lower Hammond
- Area 4: Hammond Industrial Park