




COMMUNICATION UPDATE

TO:	Mayor and Members City Council
DATE:	January 16, 2023
SUBJECT:	Discovery Centre Site (Opportunity Study): Community Survey - Results Summary (Ward 2)
WARD(S) AFFECTED:	Ward 2
SUBMITTED BY:	Jason Thorne General Manager Planning and Economic Development Department
SIGNATURE:	

The purpose of this Communication Update is to inform Council that in accordance with the July 19, 2022 staff report entitled “Discovery Centre Strategy Framework: Strategy Development Process Update and Next Steps (Opportunity Study) (PED21090(c))”, a community engagement survey has been conducted regarding the Discovery Centre, and a summary of the results of the survey is being posted on the City’s Waterfront Redevelopment project webpage at hamilton.ca/discoverycentre. A copy of the summary is also attached as Appendix “A” to this Communication Update.

BACKGROUND

In February 2022, the City commenced work to develop a strategy for the Hamilton Waterfront Trust Centre (former Canadian Marine Discovery Centre Museum) property and adjacent lands. The lands are known municipally as 47 and 57 Discovery Drive (hereon referred to as the “Site”). The strategy for these lands will define a new vision for the future of the Site and will include a set of actions to implement the vision.

Concurrently to commencing work to develop the longer term strategy for the Site, City Council also authorized staff to negotiate and finalize a lease agreement related to a portion of the Discovery Centre building for a time period of up to five-years between the City and Waterfront Shores Corporation (WSC). The purpose of the agreement is to enable WSC to establish a temporary sales centre within a portion of the Discovery Centre building. This enables the building to be used as a sales centre until the future vision for the Site is confirmed. The WSC is now in progress of obtaining building permits to enable building modifications for the sales centre.

OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

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As part of developing the strategy for the Site, the Discovery Centre Site Opportunity Study process was initiated. In July 2022, City Council directed staff to initiate a community and stakeholder consultation process as part of the Study. The consultation process included conducting a community survey during the Summer and early Fall of 2022.

The goal of the survey was to gain community perspectives informing the development of a preliminary option for the future use of Site. The survey included questions to explore community members' perspectives about:

- What is important in making decisions about the Site;
- What amenities or features would serve as a draw to the Site;
- What are some concerns; and,
- What a future vision includes for the Site.

The survey was promoted through a number of channels including City of Hamilton social media, on-site signage, Engage Hamilton website, City's Waterfront Redevelopment website and subscribers list notifications, and by leveraging various other City communication channels.

SURVEY FINDINGS

Over 1,400 survey responses were received from the Community. The results have been compiled into a Results Summary, attached as Appendix "A".

One of the key findings of the Survey was that the strong majority of respondents feel that a high degree of public use throughout the day year-round, and ensuring public accessibility are important decision-making factors about the future of the Site. Also, respondents felt that amenities or features such as open space, restaurants (fast casual and fine dining), gallery or museum, meeting or event spaces, shops and retail, and library would serve as a draw to visiting the Site.

NEXT STEPS

Staff will report the results of the Discovery Centre Site Opportunity Study through a staff report to the West Harbour Development Sub-Committee in Spring 2023. The upcoming staff report will:

- Present the comprehensive findings of the community and stakeholder consultation process that occurred over the Summer and Fall of 2022;
- Provide a summary of the consultation with the Hamilton Public Library as well as heritage stakeholders;
- Present preliminary options for the future of the Site; and,

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- Provide the findings of the commercial market assessment of the Site.

For more information about the Discovery Centre Site: Strategy Development Process, please contact Andrea Smith, Senior Consultant (Municipal Land Development Office) by phone at (905) 546-2424 Ext. 6256 or by email at Andrea.Smith@hamilton.ca.

APPENDICES AND SCHEDULES ATTACHED

Appendix “A” – Communications Update (Community Survey – Results Summary)

Discovery Centre Site (Opportunity Study) Community Survey

~ Results Summary

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SURVEY RESULTS SUMMARY

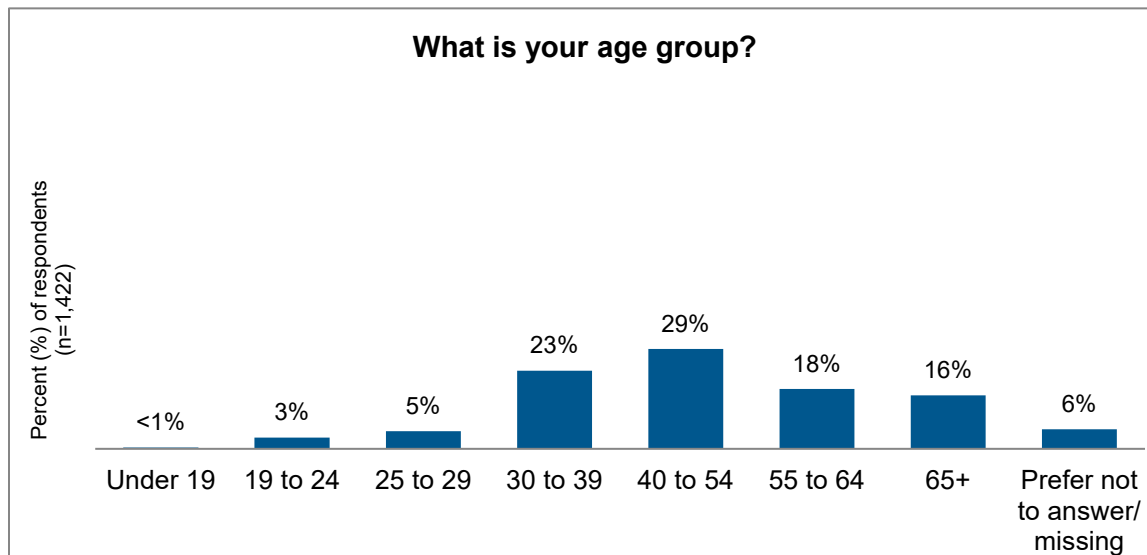
Survey Method

The Discovery Centre Site (Opportunity Study) Community Survey was made available online between August 8, 2022 and October 3, 2022. During this time, 1,419 surveys were fully or partially completed online.

Paper copies of the survey were also provided in branches of the Hamilton Public Library. Three (3) completed paper surveys were collected, coded electronically and combined with the online survey data set for analysis.

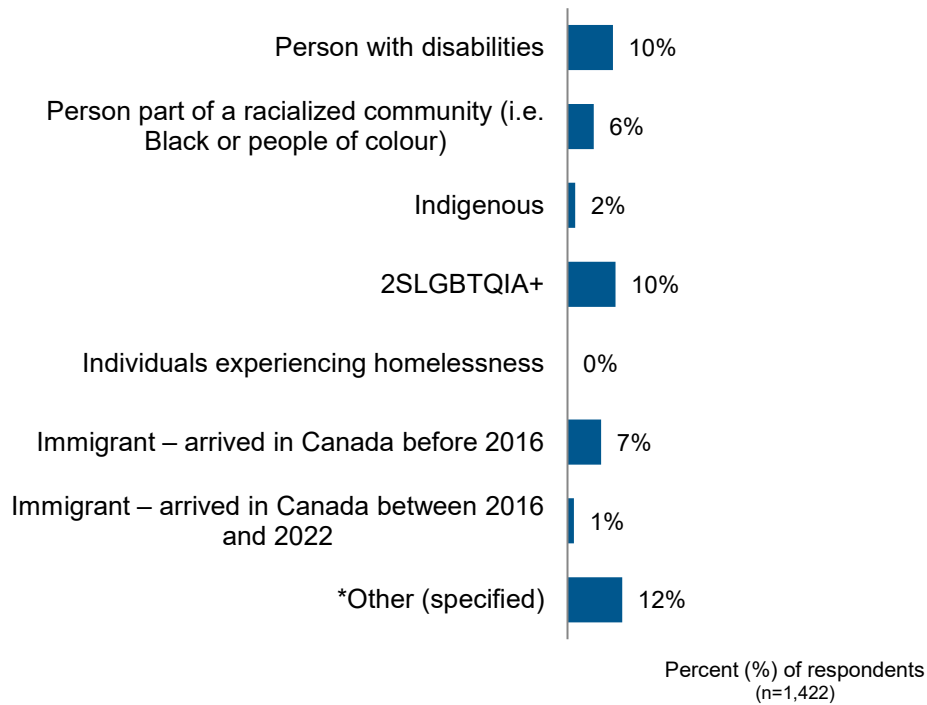
This document provides a summary of the 1,422 surveys collected. The universe of respondents (n) is provided for all questions. All text responses have been reviewed, summarized and presented either by most common themes or word clouds.

The Respondents



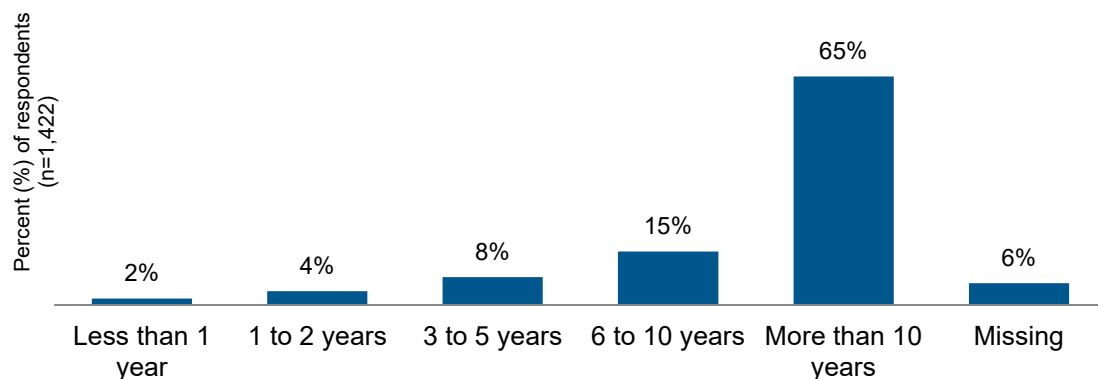
Do you identify as any of the following?

*Multi-response

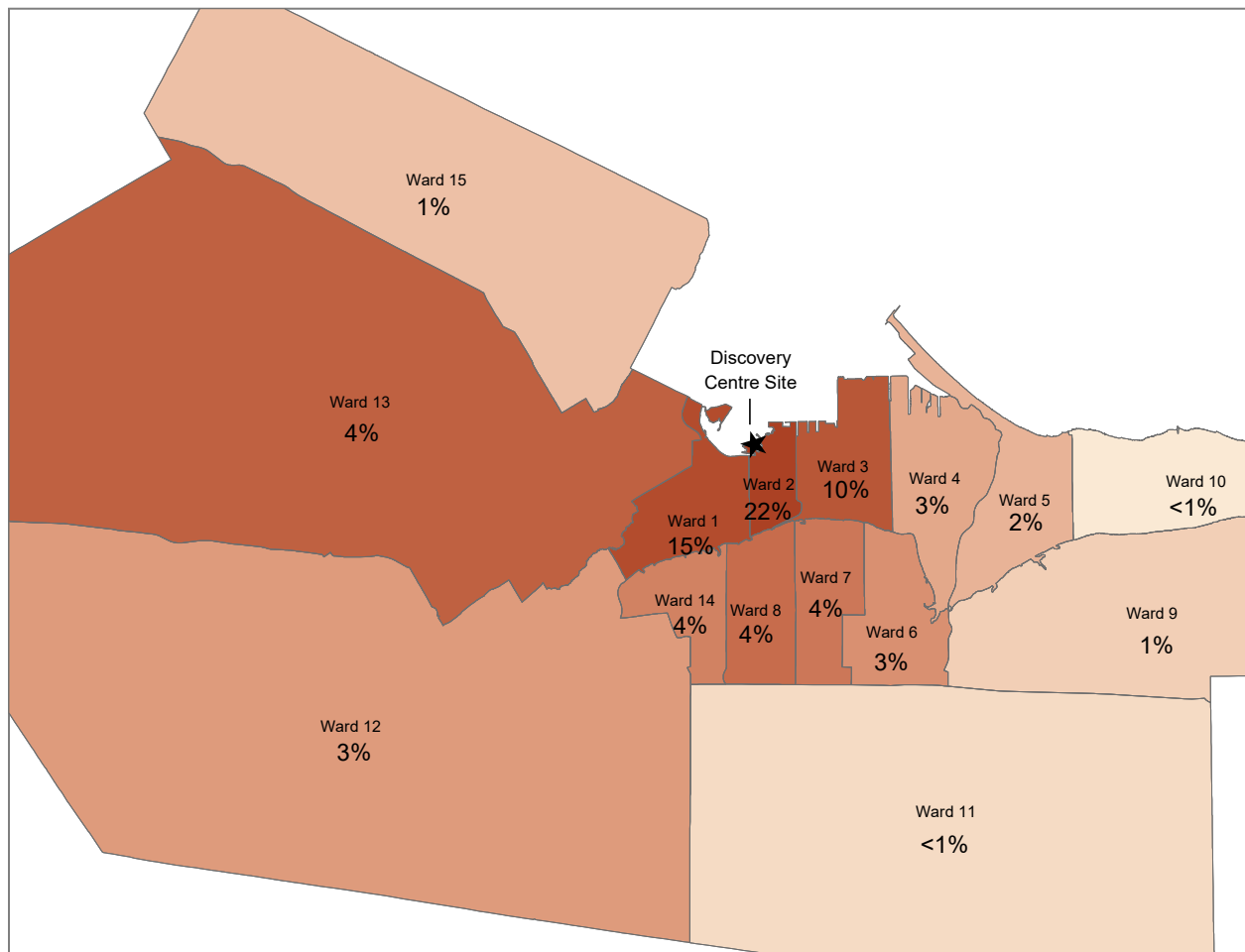


*Other (specified) includes responses such as Canadian, caucasian/white, Hamiltonian, senior and other responses.

How long have you lived in Hamilton?



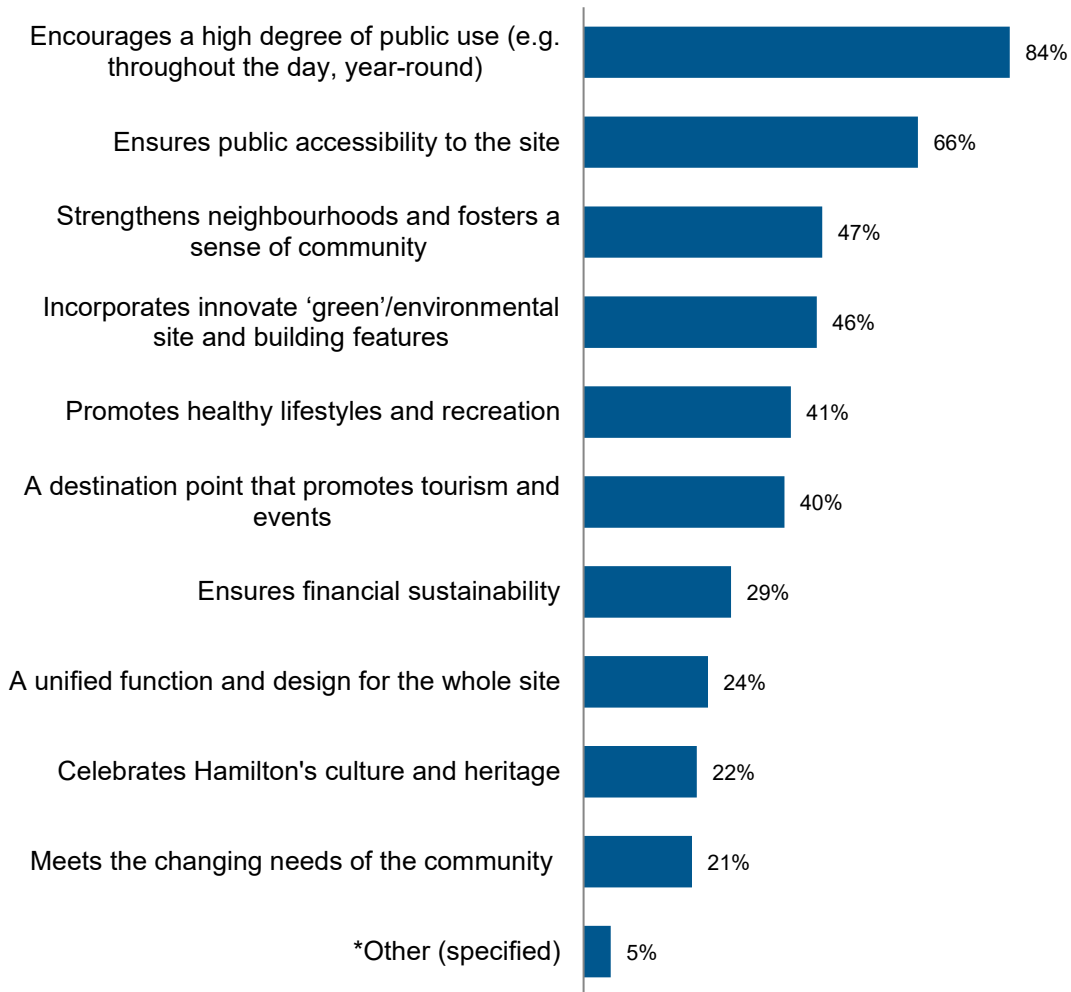
The following map shows the distribution of respondents by Ward based on the postal code provided by respondents. Note that the totals across Wards do not add up to 100% as only approximately 77% of respondents provided a valid postal code that could be mapped.



Discovery Centre Site Questions

What do you feel is most important to consider in making decisions about the future of the site?

*Multi-response up to 5 selections



Percent (%) of respondents
(n=1,422)

*Other (specified) includes responses related to restaurants/food, educational, multi-use/purpose and other responses.

What do you feel is most important to consider in making decisions about the future of the site? - Celebrates Hamilton's culture and heritage – please specify features or ideas that would best represent Hamilton.

The 30 most commonly used words in responses to this question are shown in the word cloud below.

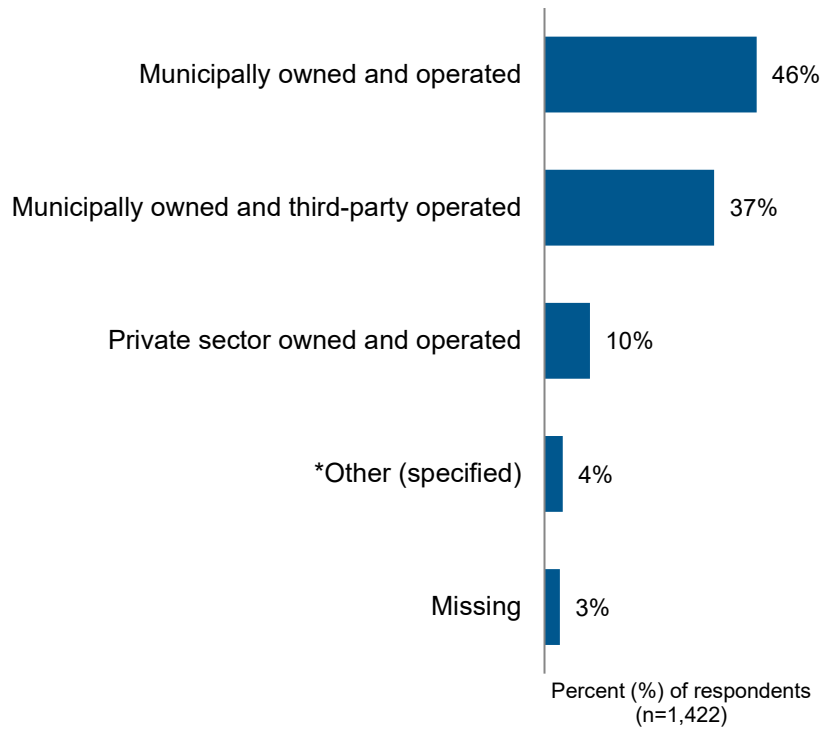


What do you feel is most important to consider in making decisions about the future of the site? - A destination that promotes tourism and events – please specify types/examples of events

The 30 most commonly used words in responses to this question are shown in the word cloud below.

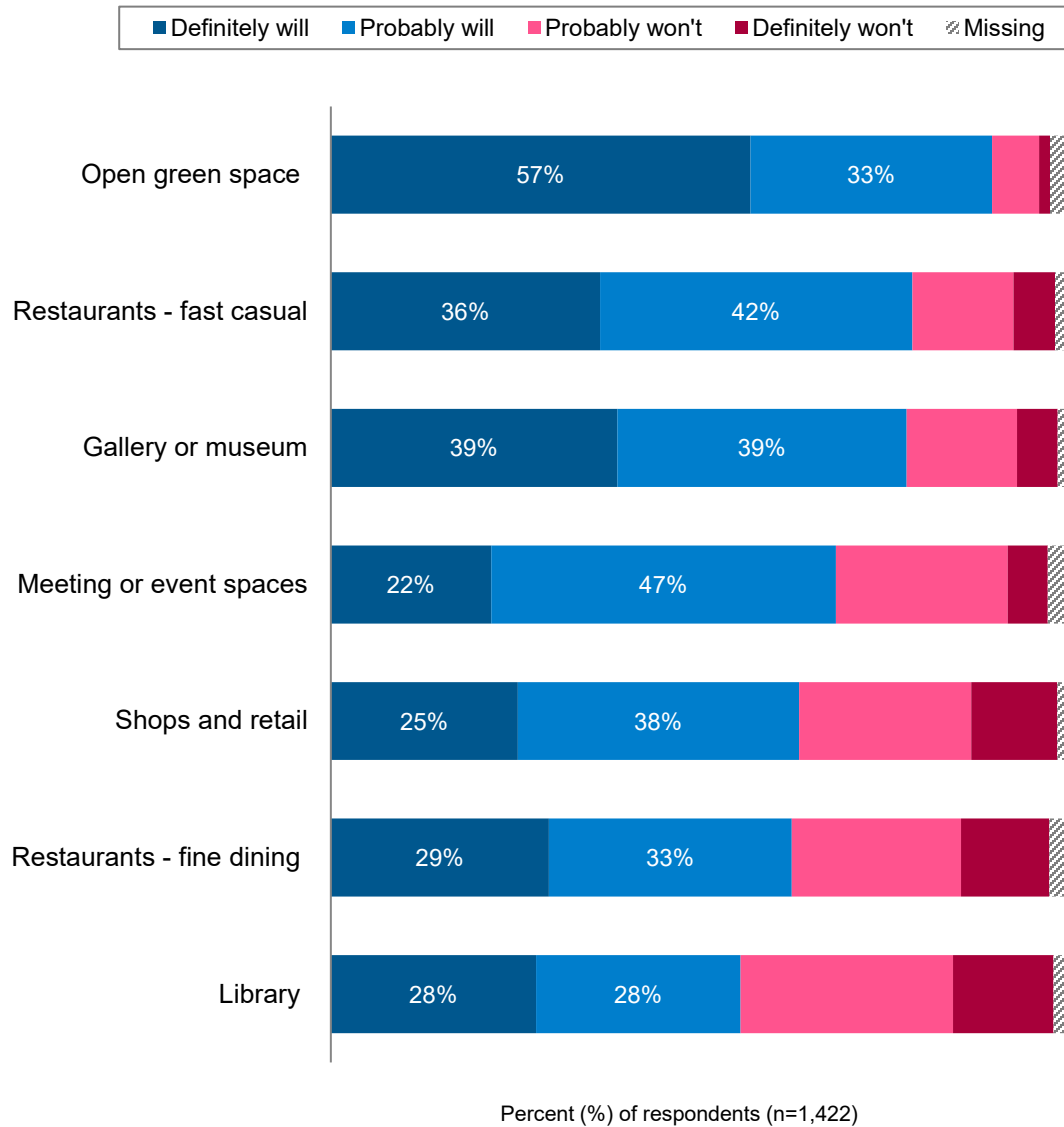


What do you feel would be the ideal operating model for the Hamilton waterfront?



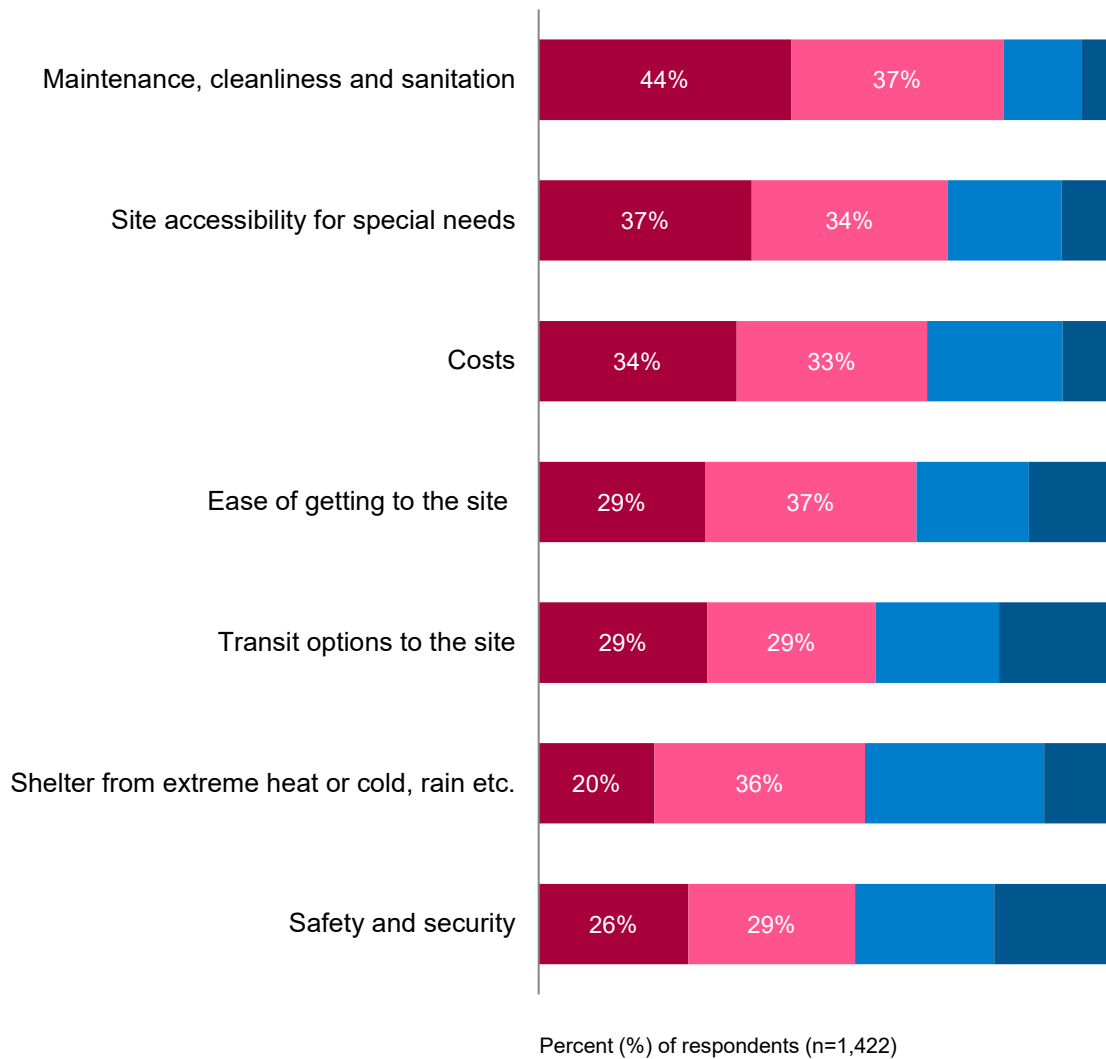
*Other (specified) includes responses related to mixed/hybrid models and other comments.

How likely would you visit the site if the following amenities or features were there?



How concerned are you about each of the following when thinking about visiting or spending time at the site?

■ Very concerned ■ Concerned ■ Slightly Concerned ■ Not at all concerned ▨ Missing



What can help make the site a welcoming, accessible, and safe place for everyone to enjoy?

There were 913 responses to this question. The following table provides a summary of the most common themes of responses to this question. The themes are presented with the more common ones listed first.

Response Theme	Includes comments and concerns primarily related to ...
User fees	<ul style="list-style-type: none"> - access, events etc. should be free - ensuring fees/costs are low or affordable
Accessibility accommodations	<ul style="list-style-type: none"> - ensuring site is accessible for persons with disabilities or special needs - wheel chair accommodations, ramps, no steps
Parking	<ul style="list-style-type: none"> - availability of and/or access to parking - free parking - ample/lots of parking
Transit	<ul style="list-style-type: none"> - ensuring transit options are available to the site - HSR, DARTS, shuttles
Green space	<ul style="list-style-type: none"> - ensuring there is green space - trees, landscaping, gardens, flowers
Food options	<ul style="list-style-type: none"> - restaurants or food options - café or coffee shop
Cleanliness and maintenance	<ul style="list-style-type: none"> - ensuring area is clean and maintained - providing garbage and recycling bins
Washrooms	<ul style="list-style-type: none"> - providing washrooms - clean and maintained washrooms
Walkability	<ul style="list-style-type: none"> - paths, paved sidewalks, trails - pedestrian friendly/safety
Lighting	<ul style="list-style-type: none"> - ensuring there is lighting, area is well-lit
Security	<ul style="list-style-type: none"> - having on site security and/or police presence - surveillance cameras
Cycling/Biking	<ul style="list-style-type: none"> - ensuring area is bike friendly/accessible - providing bike parking/racks - having cycling/bike lanes

Response Theme	Includes comments and concerns primarily related to ...
Accessibility	- ensuring site is accessible
Multi-use	- multi-use/function, variety of options, changing uses,
Shelter and shade	- providing shade, shelter or covered areas - covered/indoor areas that protects against heat, cold, rain etc.
Seating	- ensuring there are benches, seating areas
For everyone	- ensuring there is a range of activities, events or space for everyone, people of all ages, diverse and different groups

Tell us what your vision for the Hamilton waterfront is by completing the following sentence. The Hamilton waterfront is a place where ...

Responses provided to complete this sentence most often contained the words or variations of the 30 words shown in the word cloud below.



APPENDIX A: SURVEY TOOL



Discovery Centre Site: OPPORTUNITY STUDY



West Harbour (Pier 8) Community Survey – Discovery Centre Site Opportunity Study

The City has begun an Opportunity Study as part of defining a new vision for the former Canadian Marine Discovery Centre and adjacent lands (Site pictured below). Site is known municipally as 47 and 57 Discovery Drive.



Several factors including the closure of the museum, the change in property ownership from federal to municipal government, property use constraints, along with the passage of time since the policy and zoning regulations were originally established provides an opportunity to re-examine options of the use of the Site.

Your feedback is an important part of assessing options and will be considered as part of the decision-making process in developing a strategy for the Site.

Important information about the survey:

- The survey will take approximately 5 to 10 minutes to answer.
- Participation is voluntary and you may skip any question you do not want to answer.
- Responses will be kept confidential and will only be reported at an aggregate level that will not identify individuals.

If you have any questions or concerns about the survey, please contact:

Andrea Smith
Senior Consultant - West Harbour
andrea.smith@hamilton.ca

For more Information about the Discovery Centre strategy development process or to complete the survey online visit www.engage.hamilton.ca/discoverycentre or scan the QR code.





Discovery Centre Site:
OPPORTUNITY STUDY



**West Harbour (Pier 8)
Community Survey – Discovery Centre Site
Opportunity Study**

What do you feel is most important to consider in making decisions about the future of the site?

Select your **top 5** items.

- ☐ A unified function and design for the whole site
- ☐ Encourages a high degree of public use (e.g. throughout the day, year-round)
- ☐ Ensures financial sustainability
- ☐ Ensures public accessibility to the site
- ☐ Strengthens neighbourhoods and fosters a sense of community
- ☐ Incorporates innovative 'green'/environmental site and building features
- ☐ Meets the changing needs of the community
- ☐ Promotes healthy lifestyles and recreation
- ☐ Celebrates Hamilton's culture and heritage
Please specify features or ideas that would best represent Hamilton:

- ☐ A destination point that promotes tourism and events
Please specify types/examples of events:

- ☐ Other, please specify:

What do you feel would be the ideal operating model for the Hamilton waterfront?

- ☐ Municipally owned and operated
- ☐ Municipally owned and third-party operated
- ☐ Private sector owned and operated
- ☐ Other: _____



Discovery Centre Site:
OPPORTUNITY STUDY



**West Harbour (Pier 8)
Community Survey – Discovery Centre Site
Opportunity Study**

The opportunity study will identify various options for the future of this site and will require input from stakeholder groups and the community. Land use and financial feasibility will also need to be considered in assessing options.

How likely would you visit the Site if the following amenities or features were there?

	Definitely won't	Probably won't	Probably will	Definitely will
Library	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gallery or museum	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meeting or event spaces	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Open green space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restaurants - fast casual	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restaurants - fine dining	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shops and retail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How concerned are you about each of the following when thinking about visiting or spending time at the Site?

	Not at all concerned	Slightly concerned	Concerned	Very concerned
Shelter from extreme heat or cold, rain etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transit options to the site	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of getting to the site	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safety and security	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maintenance, cleanliness, and sanitation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Site accessibility for special needs (e.g. wheelchair, vision, hearing etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Costs (e.g. admission fees, parking etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What can help make the Site a welcoming, accessible, and safe place for everyone to enjoy?

Tell us what your vision for the Hamilton waterfront is by completing the following sentence.

The Hamilton waterfront is a place where _____



Discovery Centre Site:
OPPORTUNITY STUDY



**West Harbour (Pier 8)
Community Survey – Discovery Centre Site
Opportunity Study**

If you are comfortable, please tell us a little about yourself.

What is your age group?

- ☐ Under 19
- ☐ 19 to 24
- ☐ 25 to 29
- ☐ 30 to 39
- ☐ 40 to 54
- ☐ 55 to 64
- ☐ 65+
- ☐ Prefer not to answer

Do you identify as any of the following?

Select all that apply.

- ☐ Person with disabilities
- ☐ Person part of a racialized community (i.e. Black or people of colour)
- ☐ Indigenous
- ☐ 2SLGBTQIA+
- ☐ Individuals experiencing homelessness
- ☐ Immigrant – arrived in Canada before 2016
- ☐ Immigrant – arrived in Canada between 2016 and 2022
- ☐ Other, please specify: _____
- ☐ I do not identify with any of the above
- ☐ Prefer not to answer

What is your postal code? _____

How long have you lived in Hamilton?

- ☐ Less than 1 year
- ☐ 1 to 2 years
- ☐ 3 to 5 years
- ☐ 6 to 10 years
- ☐ More than 10 years