

# **Discovery Centre Site (Opportunity Study) Community Survey**

**~ Results Summary**

# Discovery Centre Site (Opportunity Study) Community Survey ~ Results Summary

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## SURVEY RESULTS SUMMARY

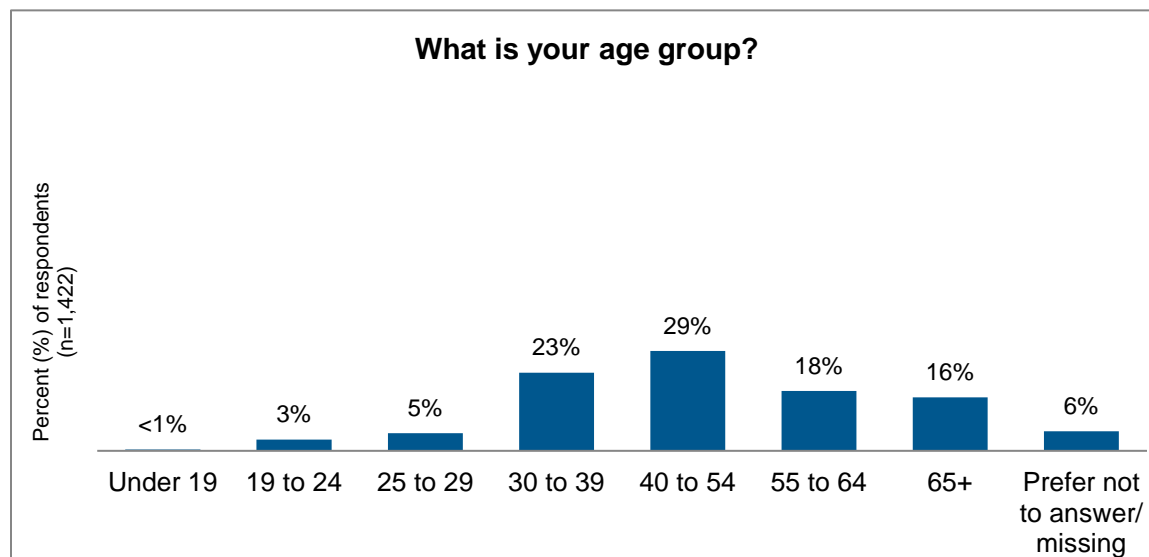
### Survey Method

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.

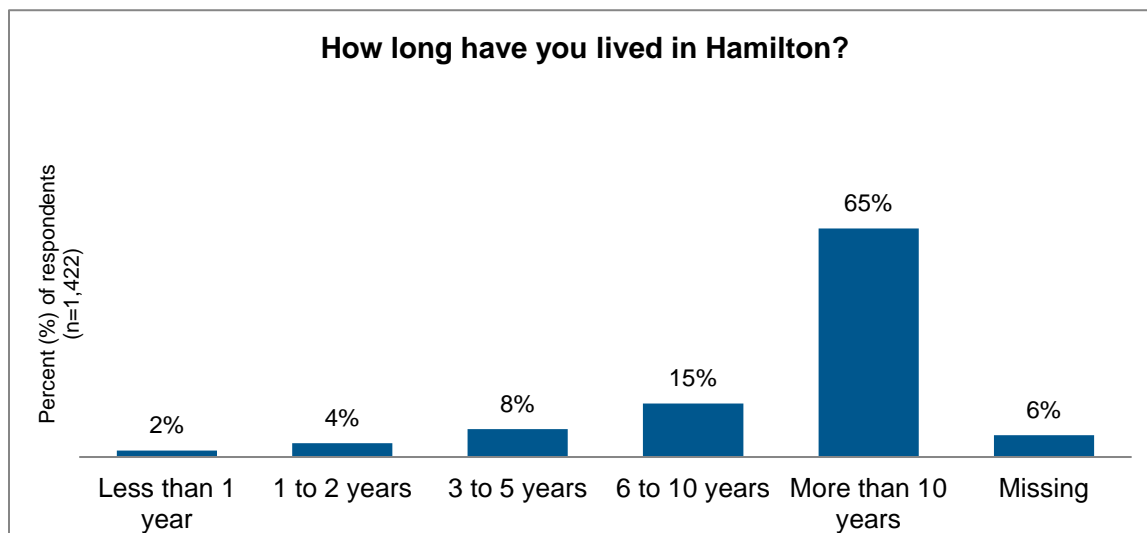
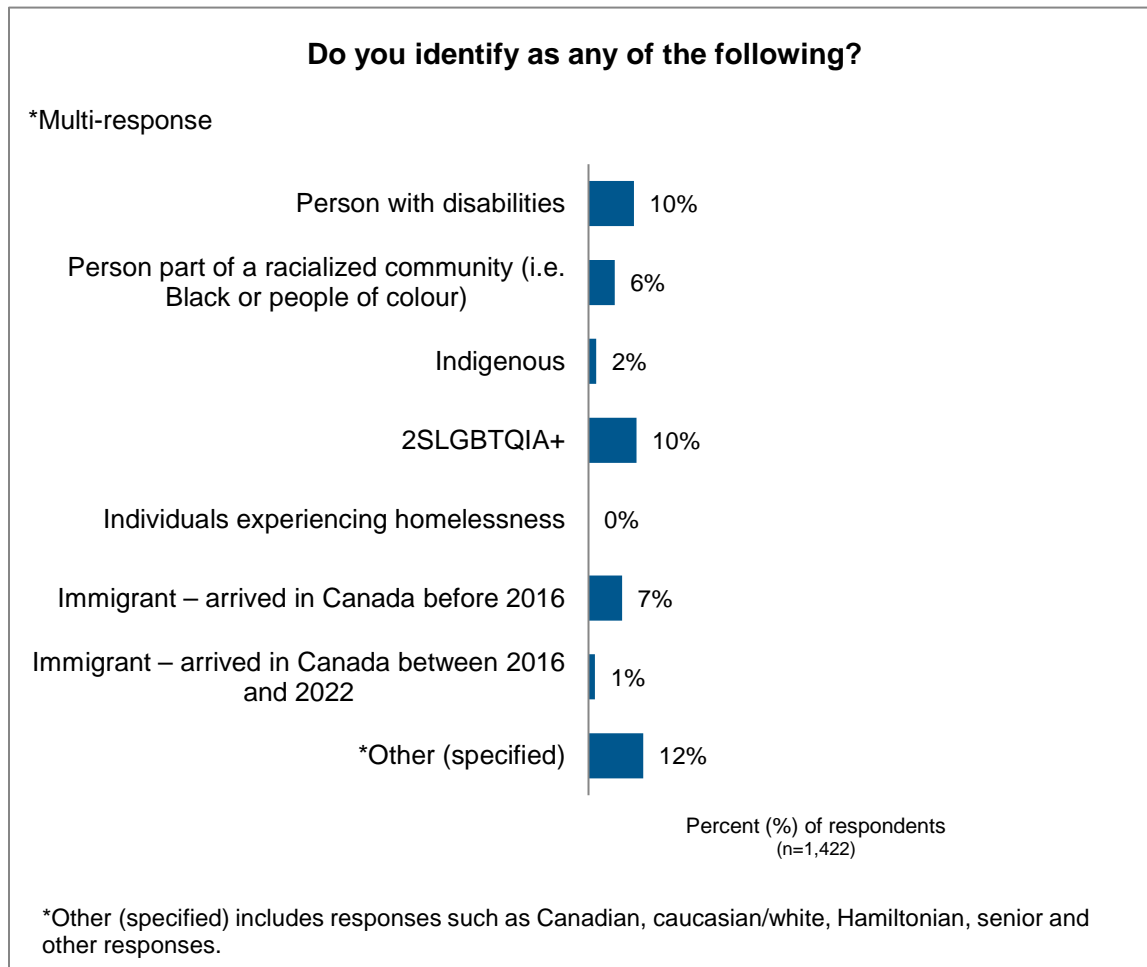
Paper copies of the survey were also provided in branches of the Hamilton Public Library. Three (3) completed paper surveys were collected, coded electronically and combined with the online survey data set for analysis.

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



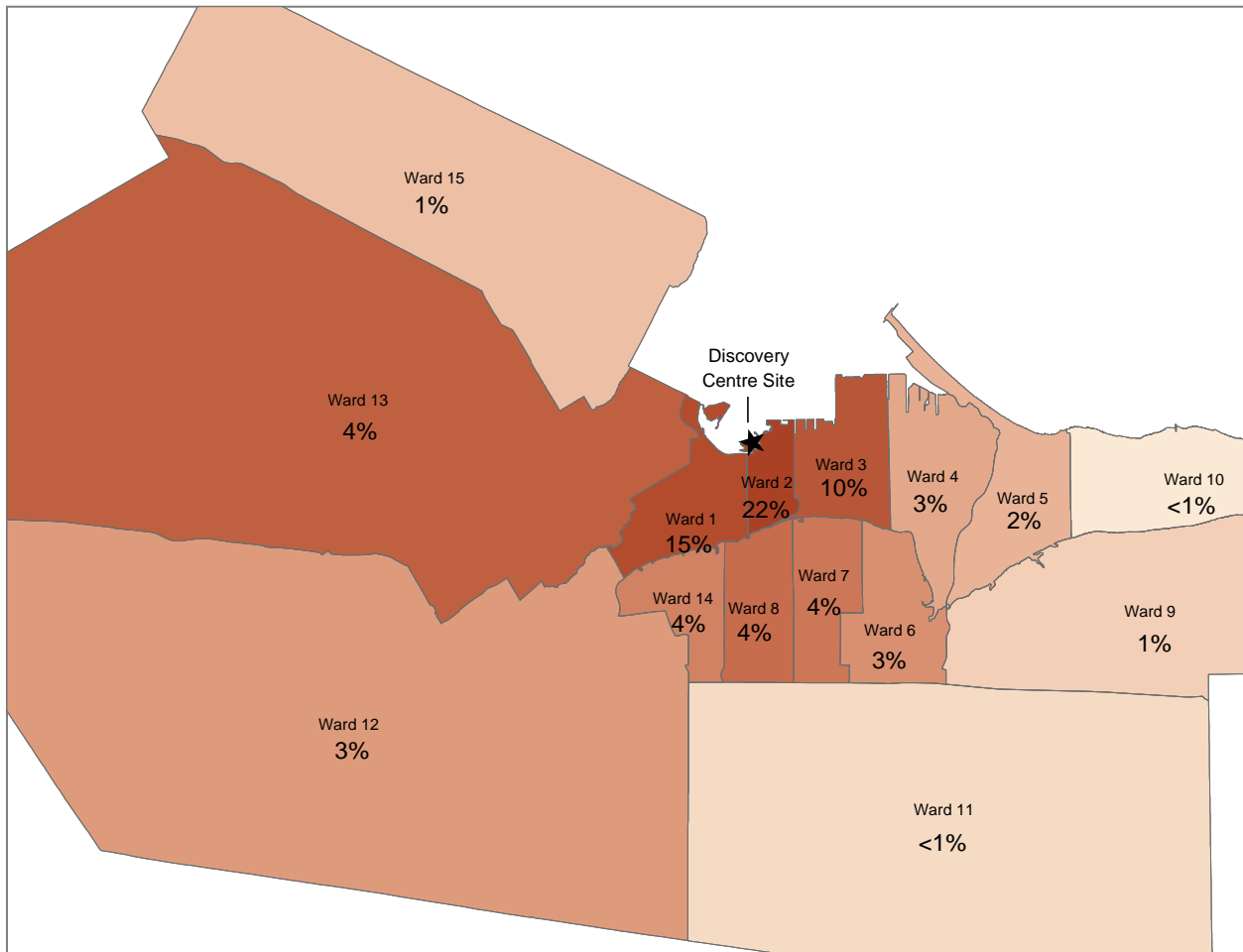
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The following map shows the distribution of respondents by Ward based on the postal code provided by respondents. Note that the totals across Wards do not add up to 100% as only approximately 77% of respondents provided a valid postal code that could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

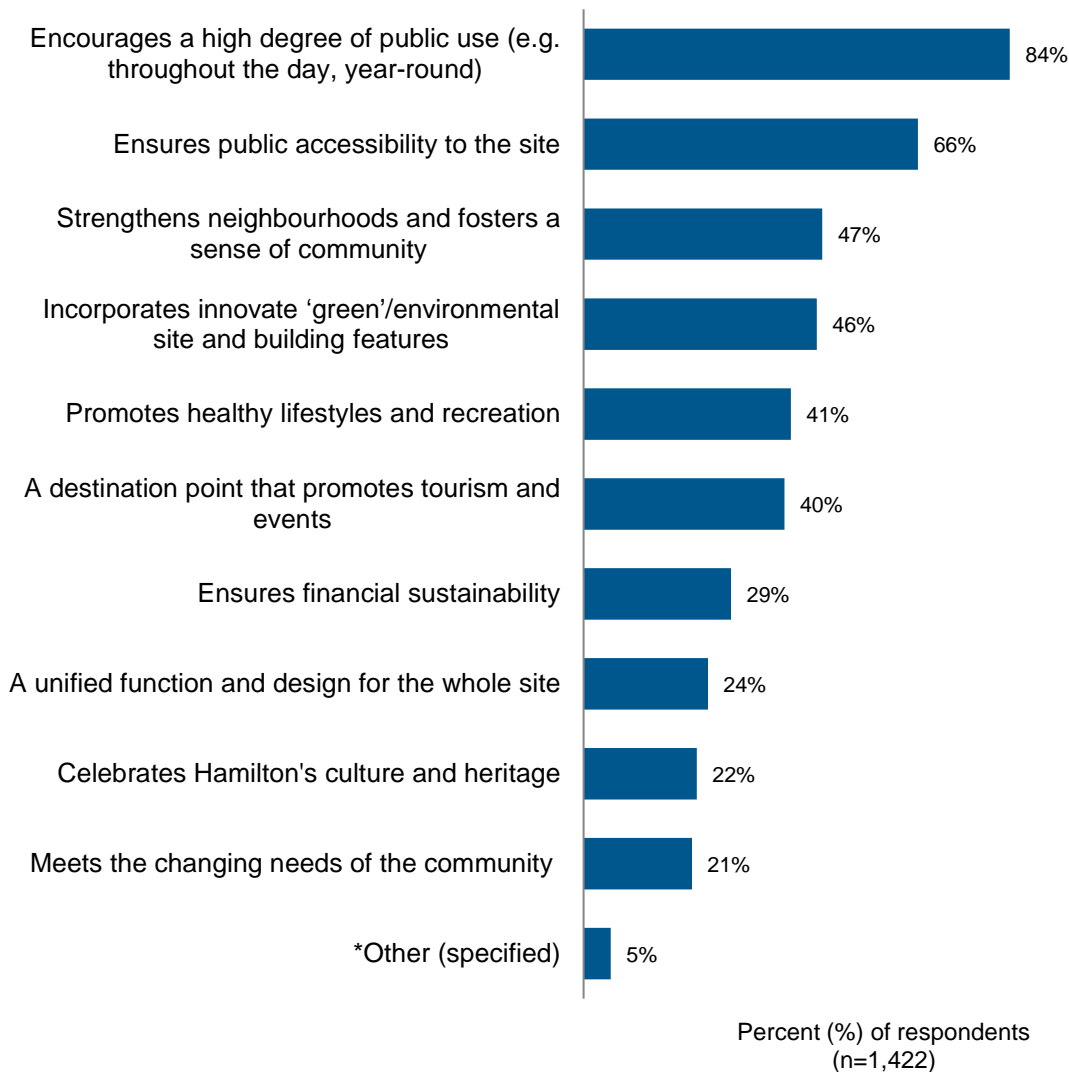


# Discovery Centre Site (Opportunity Study) Community Survey ~ Results Summary

## 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



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

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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.



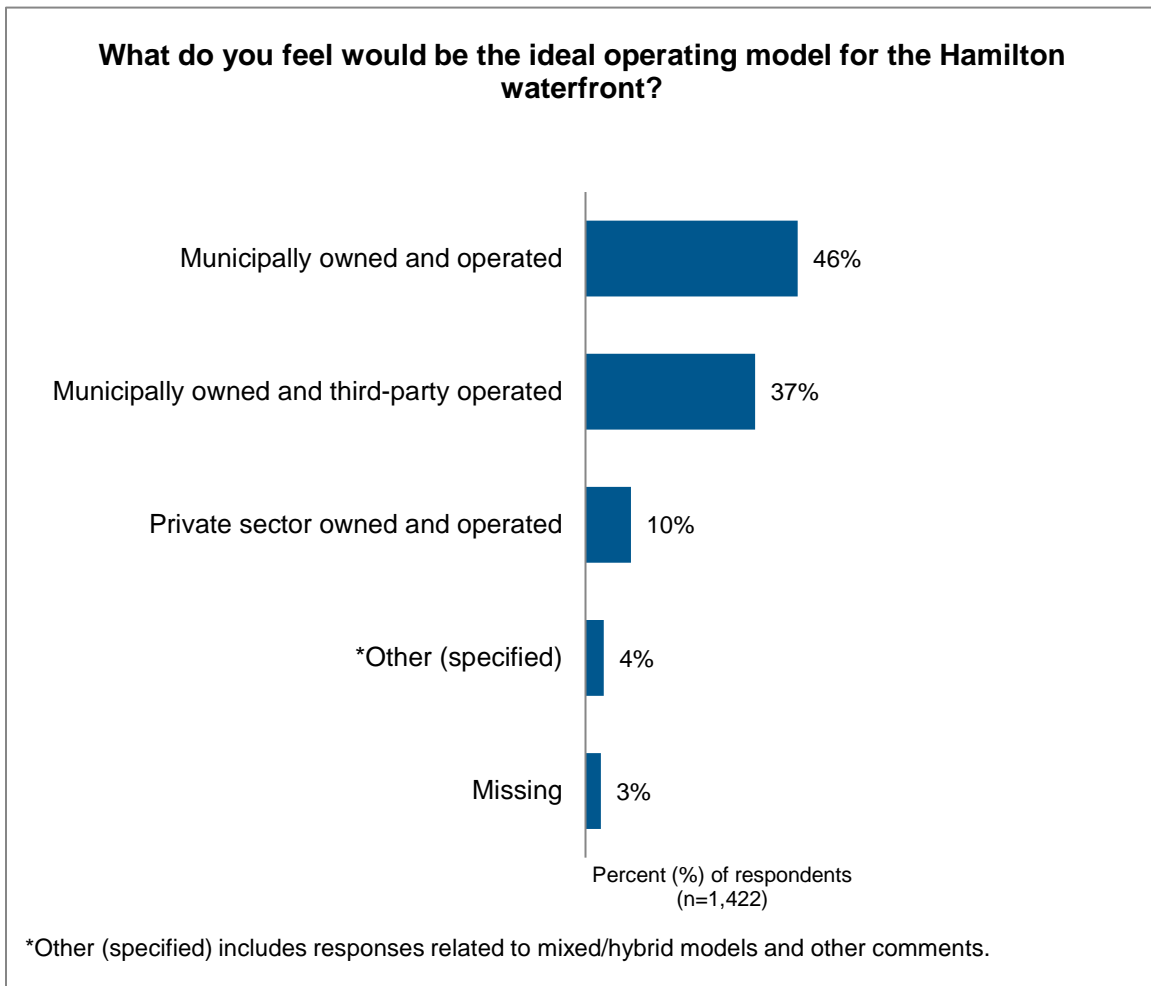
What do you feel is most important to consider in making decisions about the future of the site? - A destination that promotes tourism and events – please specify types/examples of events

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



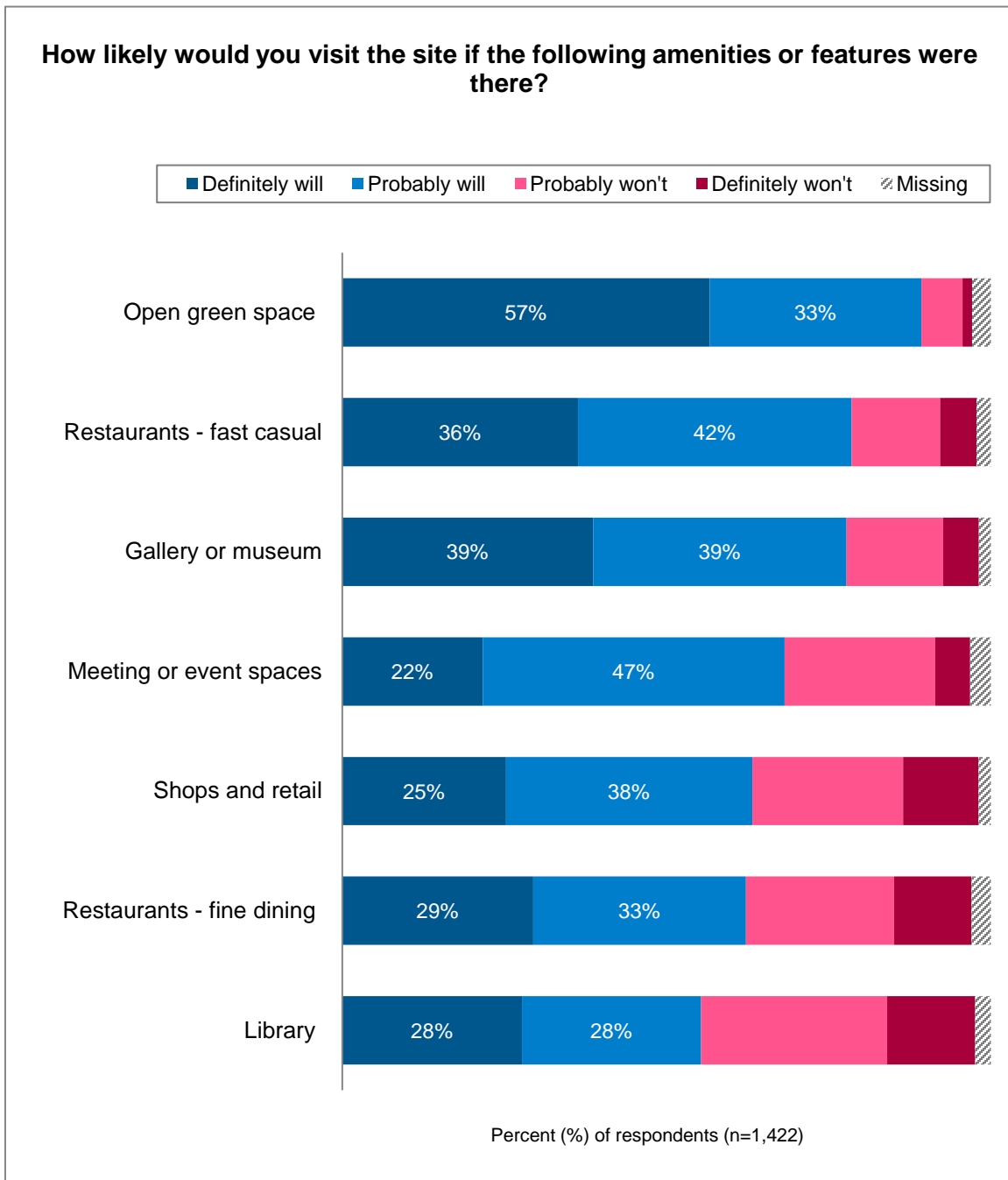
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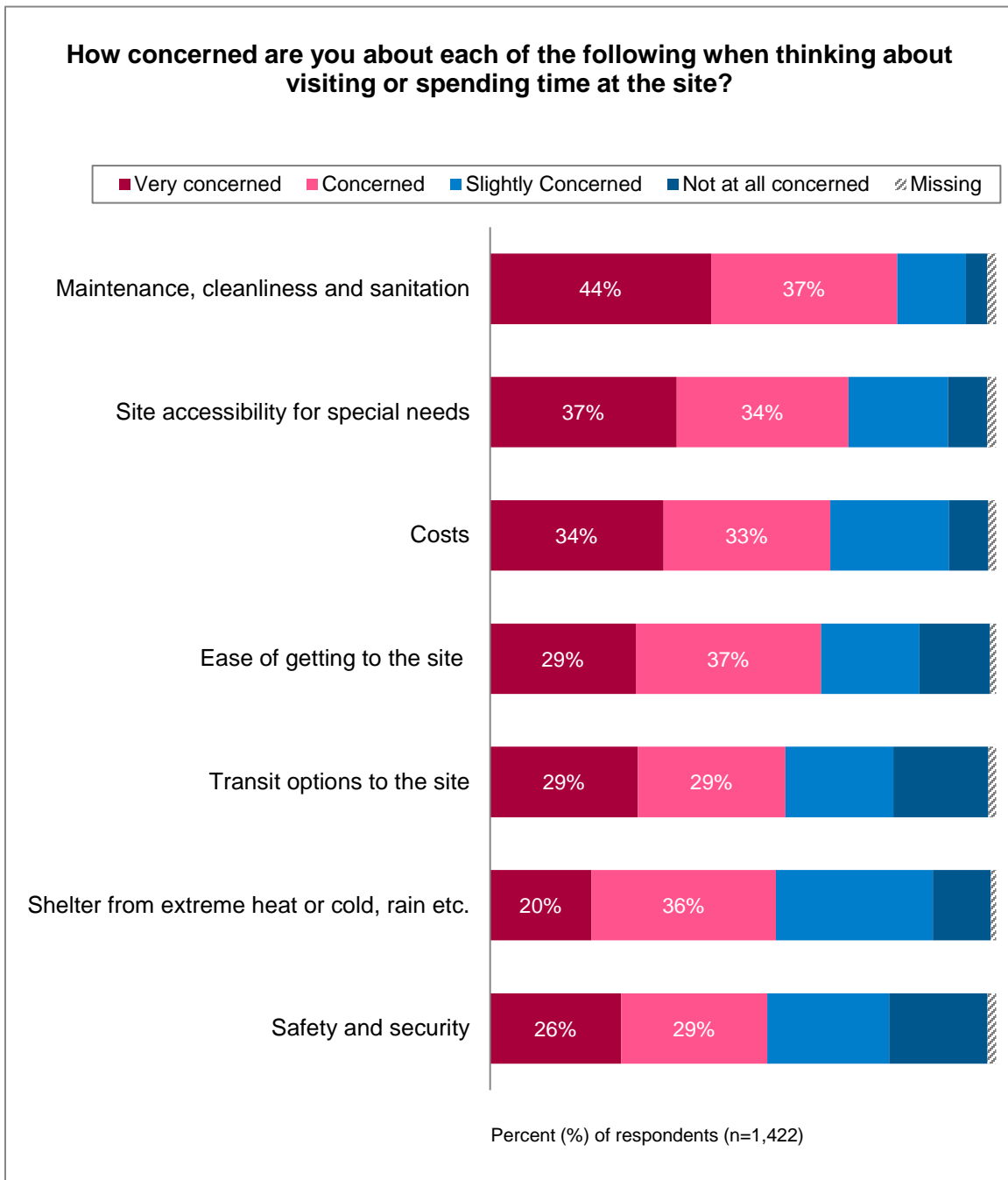




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## What can help make the site a welcoming, accessible, and safe place for everyone to enjoy?

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

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| 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<br>- 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.



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## 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](mailto: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](http://www.engage.hamilton.ca/discoverycentre) or scan the QR code.



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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) Community Survey ~ Results Summary



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 \_\_\_\_\_

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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