

	Action	Priority	Lead & Suggested Partners	Cost
5.4	Initiate a walkability study to assess the neighbourhoods walking conditions to help inform future studies and transportation plans	Do 2nd	EES – Transportation Planning & Design Suggested Partners: Hamilton Road Community Association Neighbourhood, Children and Fire Services – Age Friendly London	No cost
5.5	Promote and expand Active and Safe Routes to School program	Do 1st	Active & Safe Routes to School Suggested Partners: Hamilton Road Community Association Neighbourhood, Children and Fire Services – Age Friendly London School Boards	Low (other budget)
5.6	As part of the LTC’s annual service plans, review how to encourage and promote increased bus ridership in the Hamilton Road Area including the potential for new routes	Do 1st	London Transit Commission Suggested Partners: Hamilton Road Community Association	Low (other budget)
5.7	Investigate and consider increasing the walking signal time for pedestrians at intersections and pedestrian crossings on Hamilton Road	Do 2nd	EES – Roadway Lighting & Traffic Control Suggested Partners: EES – Transportation Planning & Design Hamilton Road Community Association	No cost



Strengthening the Community

Action	Priority	Lead & Suggested Partners	Cost
6.1	Determine the population density required to support an additional grocery store along or in close proximity to Hamilton Road. Seek out opportunities to attract a grocery store to Hamilton Road	Do 1st Hamilton Road Business (Improvement) Association Suggested Partners: Planning Services Hamilton Road Community Association Crouch Neighbourhood Resource Centre	No cost
6.2	Identify potential sites for a grocery store and if necessary, complete a City-initiated Zoning By-law Amendment to zone the land to accommodate the use	Do 2nd Planning Services – Urban Regeneration Suggested Partners: Hamilton Road Business (Improvement) Association Crouch Neighbourhood Resource Centre	No cost
6.3	Undertake a study to determine the viability of a community and/or local business-run market focused on fresh produce, and identify feasible sites that meet the strategic location for the market	Do 1st Hamilton Road Business (Improvement) Association Suggested Partners: Hamilton Road Community Association Crouch Neighbourhood Resource Centre City of London Interested food businesses	Medium to High (other budget)

	Action	Priority	Lead & Suggested Partners	Cost
6.4	Promote the area's heritage through events such as Doors Open and other heritage tours, Hidden History of Hamilton Road meetings, and others	Do 2nd	Hamilton Road Community Association Suggested Partners: Hidden History of Hamilton Road Crouch Neighbourhood Resource Centre London Heritage Council Architectural Conservancy of Ontario, London chapter	Low (other budget)
6.5	Consider opportunities to celebrate the area's heritage such as placing signage outside of buildings which pay tribute to the original occupants	Do 3rd	Hamilton Road Community Association Suggested Partners: Hamilton Road Business (Improvement) Association Hidden History of Hamilton Road	Low (other budget)
6.6	Consider the installation of unique street-name signage to identify the Hamilton Road Area community	Do 3rd	Planning Services Suggested Partners: Hamilton Road Business (Improvement) Association Hamilton Road Community Association	Medium (future budget)
6.7	Consider a promotional campaign to encourage residents, not just tourists, to visit the Tree Trunk Tour	Do 2nd	Hamilton Road Business (Improvement) Association Suggested Partners: Hamilton Road Community Association	Low (other budget)

	Action	Priority	Lead & Suggested Partners	Cost
6.8	Host a street festival by using the Block Party in a Box available through Neighbourhood, Children and Fire Services	Do 2nd	Hamilton Road Business (Improvement Association) Suggested Partners: Hamilton Road Community Association Neighbourhood, Children and Fire Services	Low (other budget)
6.9	Explore opportunities to construct purpose-built well-designed affordable housing projects that will contribute to the revitalization of the neighbourhood	Do 1st	Housing Development Corporation, London Suggested Partners: Real estate developers and home builders Planning Services – Urban Design Hamilton Road Community Association	High (other budget)

Section 7

Monitoring & Evaluation



Purpose

The Monitoring Program has several purposes:

- Identify how the vision and objectives of the Hamilton Road Area CIP have been achieved, to assess which actions and programs in it have been completed and/or can be suspended or discontinued;
- Determine whether any amendments to the Plan are warranted;
- Identify funds dispersed through the CIP incentive programs so as to determine which programs are being most utilized and use this information to adjust the programs as required;
- Gather feedback from applicants to the incentive programs so that adjustments can be made to the incentive programs as required; and,
- Identify the community and economic impact associated with projects taking advantage of the CIP incentives programs.

CIP Target Success Measures

CIPs are generally created to provide the opportunity to re-plan, redesign, redevelop, and rehabilitate older areas of the city. The needs and gaps unique to the Hamilton Road Area CIP are outlined in Section 4. The success of this CIP would be based on its identified improvements being undertaken that can help address an identified need or gap and can be measured based on the four-year summary report as described further below. The following table provides target success measures for this CIP.

Table 3: Success Measures

	Indicator of Success	Target
1	Residential neighbourhood plays an important role within the context of the entire main street corridor	Improvements in upper apartments or offices over commercial space to encourage mixed use buildings
2	The neighbourhood can support an additional supermarket or market	Minimum population sufficient to support supermarket or market
3	Residential growth is strong for a protracted period	Number of residential units constructed within a consecutive four-year period exceeds the previous four-year period
4	Vacancies are low and storefronts are well occupied	Maximum 5% vacancy rate on ground level commercial spaces
5	Quality uses on key storefronts	Minimum 75% of ground floor uses on key commercial streets are targeted uses
6	Active streets	Minimum hourly pedestrian counts on commercial corridor (e.g. selected Fridays during the month of September for 8-9AM; Noon-1PM; 5-6PM and 8-9PM)
7	Quality building conditions	Minimum 80% of buildings rated 3 (Good- City rating) Maximum 2% of buildings rated 1 (Poor - City rating)

Baseline Conditions

For the indicators identified above, Planning Services staff have identified baseline conditions at the outset of the CIP implementation, so that variables may be compared from year-to-year, beginning with implementation of the CIP. The following provides a list of the baseline conditions for the Hamilton Road Corridor Sub Project-Area that were established during the preparation of this CIP and from which future information can be compared.

Photo inventory of the condition of existing streetscape.

The estimated vacancy rate at street level (includes vacant land, commercial, and residential properties) was 9.7%.

The estimated vacancy rate (residential, retail, office) at upper levels was not measured.

Within the Hamilton Road Corridor, 3.9% of the buildings were given a rating of #1 (poor condition).

Within the Hamilton Road Corridor, 35.8% of the buildings were given a rating of #2 (fair condition).

Within the Hamilton Road Corridor, 60.3% of the buildings were given a rating of #3 (good condition).

The average property value within the Hamilton Road Area was \$151,263, compared to the city-wide average of \$256,613.

159 properties were listed on the Heritage Inventory.

Five properties were individually designated as heritage resources.

An estimated 176 public parking spaces were located on Hamilton Road, but there were numerous restrictions on when and for how long parking is permitted.

There was no incentive activity as no incentives were available.

In 2016, 52 building permits were pulled. Nine of these permits related to the creation of new residential living space or commercial space. One demolition permit for a single family home was pulled.

Two single detached dwellings were built in 2016.

There was no new commercial development in 2016.

The number of new businesses that opened was not measured.

Financial Incentive Monitoring Database and Program

This section provides a list of variables that should be monitored on individual projects which avail of the incentive programs contained within this CIP. Further to these quantitative, economic based measures, the monitoring should include qualitative measures that characterize social and community benefits. This could include the impact of public realm improvement projects on existing businesses and community pride. Regular qualitative observations should be undertaken and documented by City Staff of the individual and cumulative impact of both public and private CIP projects on the Project Area. This could include collaboration with and/or comments received from business owners, property owners, and residents. These qualitative measures should be regularly monitored and reported to Municipal Council along with the quantitative measures below.

As part of the Monitoring Program, Planning Services has developed a database upon which to monitor the number, types, and success of financial incentive programs. Information obtained through the Monitoring Database can be used to allow for periodic adjustments to the incentive programs to make them more relevant and used to provide regular reports to Municipal Council on the amount of private sector investment being

leveraged by the municipal incentive programs and the economic benefits associated with these private sector projects.

Façade Improvement Loan Program

- Number of Applications (approved and denied);
- Approved value of the loan and the total construction cost (i.e. total public investment versus private investment);
- Pre-Assessment Property Value;
- Total Value of Building Permit (if required);
- Location of façade being improved (Front or Non-Street Front);
- Post-Assessment Property Value;
- Type of Use (Targeted or Non-Targeted);
- Increase in assessed property value of participating property;
- Increase in property taxes of participating property;
- Total Loan Amount;
- Number of loan defaults; and,
- Cost/Value of loan defaults.



Upgrade to Building Code Loan Program

- Number of Applications (approved and denied);
- Approved value of the loan and the total construction cost (i.e. total public investment versus private investment);
- Pre-Assessment Property Value;
- Total Value of Building Permit;
- Post-Assessment Property Value;
- Type of Use (Targeted or Non-Targeted);
- Increase in assessed property value of participating property;
- Total Loan Amount;
- Number of loan defaults; and,
- Cost/Value of loan defaults.

Tax Increment Grant

- Number of Applications (approved and denied);
- Pre-Assessment Value;
- Total Value of Building Permit;
- Level of Grant (Type 1, Type 2 or Type 3);
- Post-Assessment Property Value;
- Type of Use (Targeted or Non-Targeted);
- Number of residential units created;
- Increase in assessed property value of participating property;
- Total Grant Amount;
- Number of grant defaults; and,
- Cost/Value of grant defaults.

Tree Planting (for Hamilton Road)

- To be developed if/when program is approved.

Data Collection

As incentive applications are received and processed, Planning Services staff will enter information from applications into the Monitoring Database.

Four-Year CIP Evaluation

Based on the information obtained by Planning Services staff, a summary report will be prepared to evaluate the CIP and its individual programs, based on the changes to the baseline conditions established above, and based generally on the uptake of the programs and any new challenges that have emerged. The report will cover a four-year period. Based on experience administering other CIPs in London, this time span is long enough to:

- Accumulate sufficient information on the uptake and monitoring of CIP incentive programs;
- Start, execute, and assess impacts of most individual capital projects and community actions;
- Incorporate into staff work programs; and
- Complement the four-year municipal budgeting cycle.

The report will recommend any amendments that might be needed to the CIP, and adjustments to incentive programs and/or eligibility criteria. It will also provide recommendations about the budget of the financial incentive programs based on the performance of the programs.

Evaluation Outcomes

At least three types of outcomes can be expected based on the four-year summary report, including:

Amendments to the Plan

Changes to the any content of this CIP, including the Vision and Objectives, boundaries of the Project Area or Sub-Project Areas, additions, deletions, or clarifications to the Actions Tables or to the financial incentive programs. Amendments must follow the process described in the *Planning Act*. Consequential amendments may also be required to the City's Official Plan and/or Zoning By-law.

Adjustments to the Financial Incentive Programs

Changes to the terms, conditions and processes described in the financial incentive programs may be done without amending this CIP.

Adjustments to Funding

Municipal Council has the authority to approve funding for financial incentive programs specified in London's CIPs, and may approve budgets necessary to carry out other CIP actions. Budgets supporting the implementation of the Hamilton Road Area CIP will be based on a comprehensive review undertaken by City staff with the assistance of the Monitoring and Evaluation Strategy described in this section. Funding will be timed to occur as part of multi-year budget requests, or any requested amendments made in consultation with the City Treasurer to approved four-year budgets.

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December 2017

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City of London

Hamilton Road Area Community Improvement Plan

Background Information



Background Information

Background documentation from the preparation of the Hamilton Road Area Community Improvement Plan, supporting but not forming a part of the Plan.

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Appendices

Appendix A: Legislative Framework

This section provides an overview of the legislative authority for preparing and adopting the Hamilton Road Area Community Improvement Plan.

Municipal Act, 2001

The Municipal Act, 2001 prohibits municipalities from providing assistance directly or indirectly to any manufacturing business or other industrial or commercial enterprise through the granting of bonuses (Section 106 (1)).

Section 106 (2) states that the municipality shall not grant assistance by:

- Giving or lending any property of the municipality, including money;
- Guaranteeing borrowing;
- Leasing or selling any municipal property at below fair market value; or
- Giving a total or partial exemption from any levy, charge or fee.

However, Section 106 (3) of the Municipal Act, 2001 provides an exception to the granting of bonuses. Municipalities can exercise powers under subsection 28(6), (7) or (7.2) of the *Planning Act* or under Section 365.1 of the Municipal Act, 2001. Section 28 of the *Planning Act* allows municipalities to prepare and adopt Community Improvement Plans if they have the appropriate provisions in their Official Plans.

Planning Act

The *Planning Act* sets out the ground rules for land use planning in Ontario and describes how land uses may be controlled, and who may control them. The *Planning Act* provides for the establishment of community improvement project areas where the municipality's Official Plan contains provisions relating to community improvement and the community improvement project area is designated by a by-law pursuant to Section 28 of the *Planning Act*.

Community improvement in Section 28 of the *Planning Act* is defined to mean: "the planning or replanning, design or redesign, resubdivision, clearance, development or redevelopment, construction, reconstruction and rehabilitation, improvement of energy efficiency, or any of them, of a community improvement project area, and the provision of such residential, commercial, industrial, public, recreational, institutional, religious, charitable or other uses, buildings, structures, works, improvements or facilities, or spaces therefor, as may be appropriate or necessary."

Further, Section 28 of the *Planning Act* defines a community improvement project area to mean: "a municipality or an area within a municipality, the community improvement of which in the opinion of the council is desirable because of age, dilapidation, overcrowding, faulty arrangement, unsuitability of buildings or for any other environmental, social or community economic development reason."

Once a CIP has come into effect, the municipality may:

- Acquire, hold, clear, grade or otherwise prepare land for community improvement (Section 28(3) of the *Planning Act*);
- Construct, repair, rehabilitate or improve buildings on land acquired or held by it in conformity with the community improvement plan (Section 28 (6));
- Sell, lease, or otherwise dispose of any land and buildings acquired or held by it in the community improvement project area to any person or governmental authority for use in conformity with the community improvement plan (Section 28 (6)); and
- Make grants or loans, in conformity with the community improvement plan, to registered owners, assessed owners and tenants of land and buildings within the community improvement project area, and to any person to whom such an owner or tenant has assigned the right to receive a grant or loan, to pay for the whole or any part of the eligible costs of the community improvement plan (Section 28 (7)).

Section 28(7.1) of the *Planning Act* provides for grants and loans for eligible costs established in an approved CIP. This may include costs related to environmental site assessment, environmental remediation, development, redevelopment, construction and reconstruction of lands and buildings for rehabilitation purposes, or for the provision of energy efficient uses, buildings, structures, works, improvements or facilities.

Section 28(7.3) of the *Planning Act* restricts the maximum amounts for grants and loans made under the *Planning Act* from exceeding the eligible costs defined in the CIP. Further, the total of all grants, loans, and property tax assistance provided through financial incentive programs available in a CIP cannot exceed the cost of rehabilitating the lands and buildings.

Appendix B: Policy Review

This section references the key Provincial and City policies that are relevant to the CIP.

Provincial Policy Statement, 2014

The Provincial Policy Statement (PPS) was issued under Section 3 of the *Planning Act* and came into effect April 30, 2014. It replaces the PPS issued March 1, 2005. The PPS provides policy direction on matters of provincial interest related to land use planning and development. As a key part of Ontario's policy-led planning system, the PPS sets the policy foundation for regulating the development and use of land.

Section 3 of the *Planning Act* requires that decisions affecting planning matters "shall be consistent with" the PPS. All municipal plans, including: Official Plans, Secondary Plans, and CIPs must be consistent with all applicable provincial policies.

The vision for land use planning in Ontario in the PPS states that "the long-term prosperity and social well-being of Ontarians depends on planning for strong sustainable communities for people of all ages, a clean and healthy environment, and a strong competitive economy". Further, the PPS promotes that "efficient development patterns optimize the use of land, resources and public investment in infrastructure and public service facilities. These land use patterns promote a mix of housing, including affordable housing, employment, recreation, parks and open spaces, and transportation choices that increase the use of active transportation and transit before other modes of travel." To this end, the PPS:

- Promotes efficient development and land use patterns which sustain the financial well-being of the Province and municipalities over the long term (Section 1.1.1);
- Accommodates an appropriate range and mix of residential, employment, institutional, recreation, park and open space, and other uses to meet long-term needs (Section 1.1.1);
- Promotes cost-effective development patterns and standards to minimize land consumption and servicing costs (Section 1.1.1);
- Strives to avoid development and land use patterns that would prevent the efficient expansion of settlement areas in those areas which are adjacent or close to settlement areas (Section 1.1.1);
- Directs planning authorities to identify appropriate locations and promote opportunities for intensification and redevelopment where this can be accommodated taking into account existing building stock or areas, including brownfield sites, and the availability of suitable existing or planned infrastructure and public service facilities required to accommodate projected needs (Section 1.1.3.3);
- Directs major facilities and sensitive land uses should be planned to ensure they are appropriately designed, buffered and/or separated from each other to prevent or mitigate adverse effects from odour, noise and other contaminants, minimize risk to public health and safety, and to ensure the long-term viability of major facilities (Section 1.2.6.1);
- Directs planning authorities to promote economic development and competitiveness by:
 - a) Providing for an appropriate mix and range of employment and institutional uses to meet long-term needs;

- b) Providing opportunities for a diversified economic base, including maintaining a range and choice of suitable sites for employment uses which support a wide range of economic activities and ancillary uses, and take into account the needs of existing and future businesses;
 - c) Encouraging compact, mixed-use development that incorporates compatible employment uses to support liveable and resilient communities; and
 - d) Ensuring the necessary infrastructure is provided to support current and projected needs. (Section 1.3.1).
- Directs planning authorities to provide for an appropriate range and mix of housing types and densities to meet projected requirements of current and future residents (Section 1.4.3);
 - Promotes healthy, active communities including planning public streets, spaces and facilities to be safe, meet the needs of pedestrians, foster social interaction, and facilitate active transportation and community connectivity (Section 1.5.1);
 - Promotes long-term economic prosperity through maintaining and enhancing the vitality and viability of downtowns and mainstreets (Section 1.7.1c);
 - Encourages a sense of place by promoting well-designed built form and cultural planning, and by conserving features that help define character, including built heritage resources and cultural heritage landscapes (Section 1.7.1d);
 - Conserves significant built heritage resources and cultural heritage landscapes (Section 2.6.1).

City of London Official Plan, 1989

An Official Plan (OP) provides the general land use framework and policies for a municipality by identifying generally how, where and when a municipality will develop over time. The City of London's current OP was adopted by City Council in 1989. The OP contains Municipal Council's objectives and policies to guide the short-term and long-term physical development of all lands within the boundary of the municipality. It provides direction for the allocation of land use, provision of municipal services and facilities, and preparation of regulatory by-laws to control the development and use of land. These types of policies are considered necessary to promote orderly urban growth and compatibility among land uses. While the objectives and policies in the OP primarily relate to the physical development of the municipality, they also have regard for relevant social, economic, and environmental matters.

Official Plan: Land Use

The OP also includes the land use designations that guide the short-term and long-term physical development of land. The OP designation along Hamilton Road from Bathurst Street to approximately Hume Street is Main Street Commercial Corridor (MSCC) (see Figure B1 and B2 on the following page). MSCCs take the form of either long-established, pedestrian-oriented business districts or newer mixed-use areas. They have a street-oriented form with buildings close to the street. The street frontages of individual uses are generally of a scale that provides for easier pedestrian movement. They include a broad range of uses that cater to the adjacent residential neighbourhoods within easy walking distance. Official Plan Policy 4.4.1.13.5 provides further guidance to the development of Hamilton Road including:

The commercial area along Hamilton Road and Horton Street contains a mix of pedestrian-oriented and auto-oriented commercial uses, as well as pockets of predominantly low density residential development. In order to

minimize the potential for land use conflicts, and to encourage development which will complement the pattern of existing development, the range of permitted uses will be restricted in the following areas:

Lands fronting onto Hamilton Road, between Adelaide Street and Redan Street; Trafalgar Street and Elm Street; and Delaware Street and Giles Street; shall be encouraged to develop for a limited range of permitted uses including small-scale retail stores, food stores, financial institutions, small-scale restaurants, clinics, convenience stores, community facilities such as day care centres and churches, funeral homes, offices, personal service establishments, studios, single-detached dwellings, semi-detached dwellings, duplex dwellings, triplex dwellings, converted dwellings, townhouses and apartment buildings.

Over time, it is desirable to encourage infilling and redevelopment of existing vehicle-oriented uses to strengthen existing pedestrian-oriented use nodes which serve the abutting residential neighbourhoods. Particular attention will be paid to the interface between new development and the abutting residential community. Regulations in the Zoning By-law, site plan standards and urban design guidelines will be used to implement the policies. The OP does, however, recognize existing vehicle-oriented uses and can allow for their replacement by other similar uses.

Between East Street and Sanders Street on the south side of Hamilton Road, as well as a section of Trafalgar Street west of Highbury Avenue is designated Neighbourhood Commercial Node (NCN). NCNs are intended to provide for the daily or weekly convenience shopping and service needs of nearby residents and, to a lesser extent, passing motorists. They should contain uses that are convenience-oriented and unlikely to draw customers from beyond the local area.

Outside the Hamilton Road corridor, the Hamilton Road Area is primarily designated Low Density Residential, with some General and Light Industrial land use designations adjacent to the railway tracks and along Adelaide Street north of the Thames River. Adjacent to the Thames River, the lands are designated Open Space. Finally, a small Community Facilities land use designation is present on Trafalgar Street between Adelaide Street North and Egerton Street.

Figure B-1: Except from Schedule A to the City of London Official Plan – Land Use Map No. 5

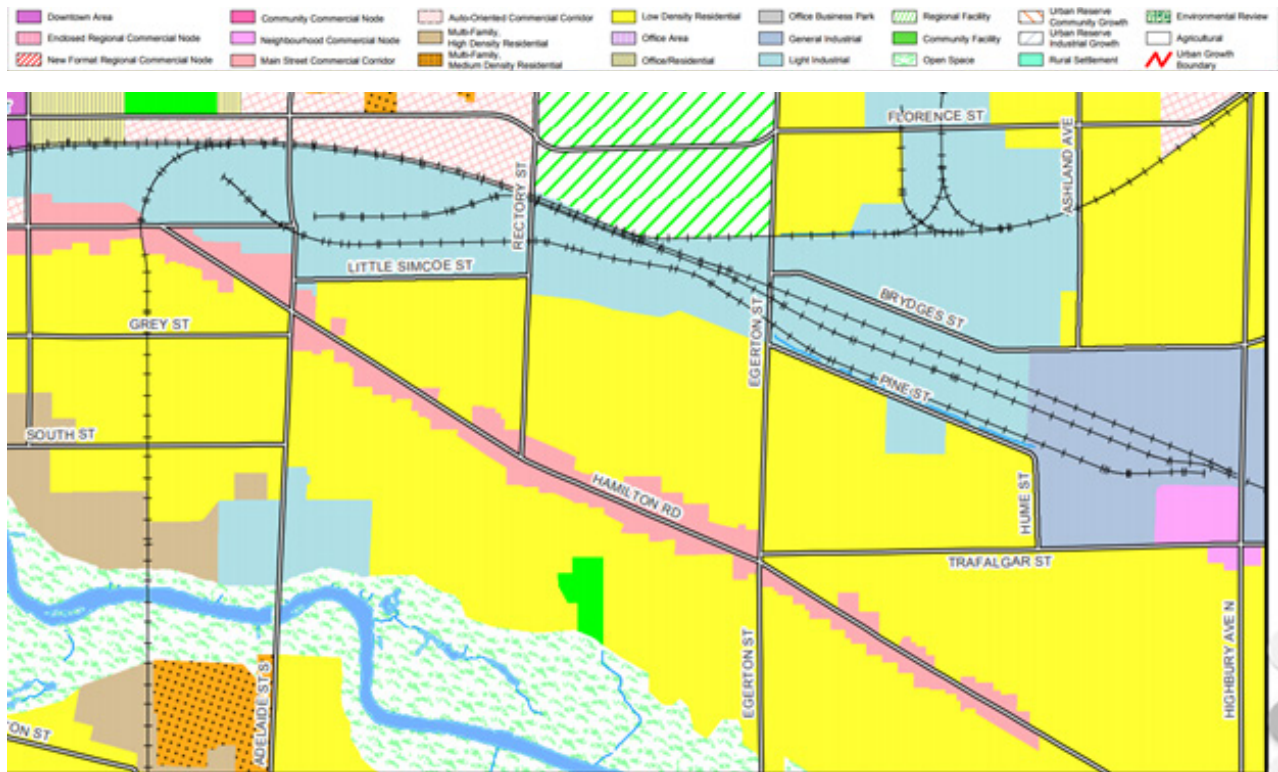
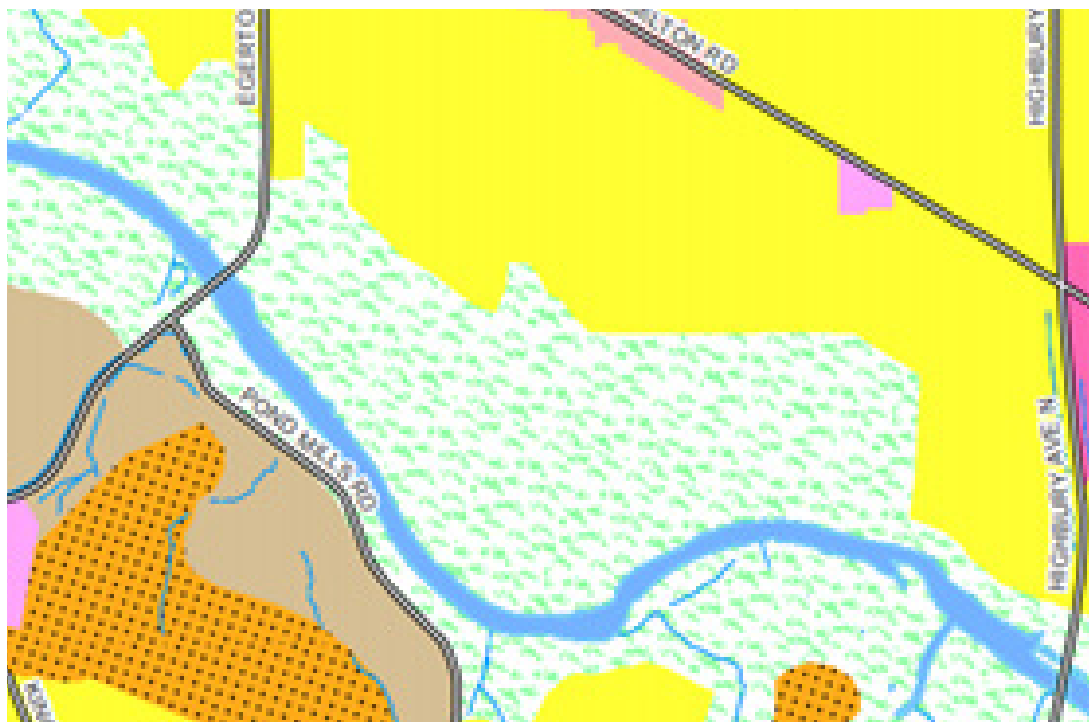


Figure B-2: Except from Schedule A to the City of London Official Plan – Land Use Map No. 8



Official Plan: Heritage & Urban Design Policies

Section 2.14 of the Official Plan provides specific goals and strategies to promote the conservation of the City's historical resources and to enhance the contribution of these resources to the form and character of the City. The OP also provides strategies in the pursuit of the City's Urban Design Goals, which include:

- Achieve a high standard of design in municipal projects that is consistent with the Urban Design strategies and principles of this Plan;
- Prepare urban design guidelines that are appropriate for the City of London. Where appropriate, these guidelines may be specific to the various communities that comprise the municipality; and
- Encourage community design that is conducive to the provision and use of transit services.

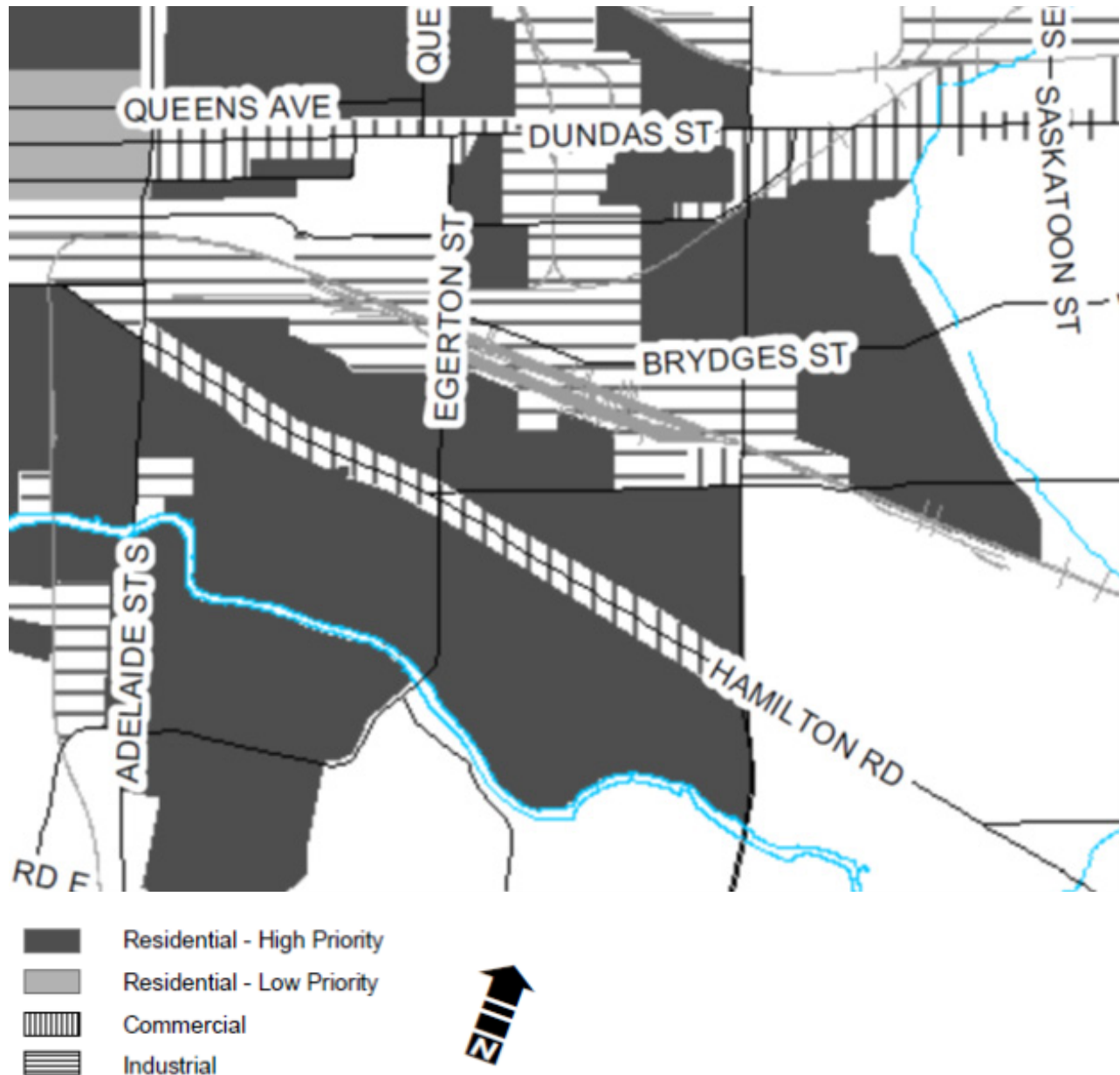
Official Plan: Community Improvement Plan Policies

The Official Plan includes policies to guide the development of CIPs for lands within the City as deemed eligible by Chapter 14. Consistent with these policies, the City may use CIPs as a planning mechanism that creates access to a variety of provincial cost-sharing programs in order to address deficiencies within designated areas in a coordinated and comprehensive fashion. CIPs can also encourage private investment activity in these areas. Several community improvement objectives in the Official Plan relate to the Hamilton Road area including:

- Promote the long term stability and viability of designated “Community Improvement Project Areas”;
- Stimulate private property maintenance and reinvestment activity;
- Enhance the visual quality of designated “Community Improvement Project Areas” through the recognition and protection of heritage buildings;
- Upgrade physical services and social and recreational facilities in designated “Community Improvement Project Areas”;
- Support the implementation of measures that will assist in achieving sustainable development and sustainable living;
- Support the retention of heritage properties or areas.

Areas within the City which are eligible for designation as residential, commercial, or industrial CIPAs are shown on Official Plan Figure 14-1 – Areas Eligible for Community Improvement.

Figure B-3: Excerpt from Figure 14-1



As shown on the Figure 14-1 excerpt above, Hamilton Road from Adelaide Street to Highbury Avenue is identified as an eligible commercial area. The south side of Hamilton Road west of Adelaide Street is identified as high priority residential and the north side as industrial. The surrounding Hamilton Road area is also identified as an eligible high priority residential area and certain portions as an eligible industrial area.

The London Plan, 2016

Approved by Municipal Council in June 2016 and by the Province in December 2016, The London Plan sets new goals and priorities to shape the growth, preservation, and evolution of London over the next 20 years. As of September 2017, The London Plan is under appeal to the Ontario Municipal Board and has not come into full force and effect; however it does set new goals and priorities to shape the growth, preservation, and evolution of London over the next 20 years.

The London Plan: Land Use & Urban Design Policies

In The London Plan, all lands within the City are assigned a place type that establishes policies that regulate the permitted development.

The properties fronting Hamilton Road between Rectory Street and Egerton Street are assigned the Main Street place type. Main Streets are some of London's most cherished historical business areas and the focal point of the neighbourhood. Urban regeneration efforts will be directed to historic Main Streets as appropriate to sustain and enhance them.

Outside of the Main Street place type segment, Hamilton Road is assigned an Urban Corridor place type. The Urban Corridor place type will encourage intensification over the life of The London Plan, so that they can mature to support higher-order transit at some point in the future beyond 2035. These corridors will generally support mid-rise residential and mixed-use development.

The Hamilton Road Area is primarily comprised of the Neighbourhood place type with the Light Industrial place type near the railway tracks and Adelaide Street near the Thames River. The Neighbourhood place type will be vibrant, exciting places to live, that help us to connect with one another and give us a sense of community well-being and quality of life. Along the Thames River is assigned the Green Space place type. The vision for the Green Space place type is to create new green linkages throughout the city and increase our tree cover. A small Shopping Area place type is present near Highbury Avenue and Trafalgar Street.

The London Plan: Community Improvement Plan Policies

Community improvement plans are intended to provide City Council with the necessary tools to stimulate reinvestment and redevelopment, inspire appropriate infill and intensification, coordinate planning efforts, improve the physical infrastructure, support community economic development, preserve neighbourhood and cultural heritage value, and lead to the establishment of an improved neighbourhood. The tools to implement community improvement plans may include incentives and targeted private and/or public investment to achieve the vision, key directions and policies in The London Plan. Council may also acquire, clear and dispose of land to support community improvement and economic development, or use any other methods to support community improvement or environmental, social or community economic development that is permitted by the legislation. Policy 1727 outlines the objectives community improvement is intended to meet. Several of these objectives relate to the Hamilton Road Area including:

- Maintain and improve the public realm, including such things as streets, sidewalks, street lights, street trees, pathways, parks, open spaces, and public buildings;
- Maintain and improve municipal services including such things as the water distribution system, the sanitary and storm sewer systems, mobility network, transit services, and neighbourhood services;

- Stimulate private sector property maintenance, repair, rehabilitation, redevelopment and other forms of private sector investment and reinvestment activity;
- Maintain and improve the physical and aesthetic amenities of streetscapes in both the public and private realms;
- Encourage the conservation, restoration, adaptive re-use and improvement of cultural heritage resources;
- Foster the revitalization and continued improvement of the Downtown and other existing commercial districts including but not limited to the Old East Village, the SoHo Area, and other established business districts;
- Upgrade social and recreational facilities and support the creation of affordable housing;
- Facilitate and promote community economic development;
- Promote and improve long-term community stability, safety and quality.

Paragraph 1728 outlines the criteria used to identify an area for community improvement. Several of these criteria apply to the Hamilton Road Area including:

- Deficiencies in physical infrastructure including but not limited to the sanitary sewer system, storm sewer system, and/or watermain system, streets, sidewalks, curbs, streetscapes and/or street lighting, and municipal parking facilities;
- Commercial, residential, industrial and mixed-use areas with poor physical condition and/or poor visual quality of the built environment, including but not limited to building façades, building condition, streetscapes, public amenity areas and urban design;
- Vacant lots and/or underutilized properties and buildings which have potential for infill, redevelopment, expansion or development to better utilize the land base;
- A demonstrated interest in community improvement by the private firms within an area;
- Presence of potential or recognised cultural heritage resources;
- Traffic and/or parking problems or deficiencies;
- Other significant barriers to the repair, rehabilitation, redevelopment or development of underutilized land and/or buildings;
- Other significant environmental, social or community economic development reasons for community improvement.

City of London Zoning By-law

Hamilton Road has a mix of zoning designations that reflects its range of existing and permitted uses including:

- Light Industrial;
- Arterial Commercial;
- Medium density Residential;
- Neighbourhood Facility;
- Convenience Commercial;

- Community Facility;
- Highway Service Commercial;
- Automobile Service Station.

Beyond Hamilton Road, the Hamilton Road Area is primarily zoned for low density residential with Open Space zoning along the Thames River and Light Industrial along the railway tracks.

Existing Community Improvement Plans

The City of London has numerous CIPs which are intended to stimulate targeted reinvestment, reveal and inspire select infill and intensification opportunities, coordinate planning efforts, preserve neighbourhood and heritage character, enhance industrial and other business opportunities, and aid in the cleanup of contaminated sites. Presently the City of London has seven CIPs that have been adopted by Municipal Council, some of which are geographically based such as those for the Airport, Downtown, SoHo, and Old East Village areas, and some are based on site and/or building criteria, including: Brownfield, Heritage, and Industrial.

Brownfield Community Improvement Plan

The Brownfield CIP was adopted in November 2006. The Brownfield CIP contains a package of financial incentive programs and a municipal leadership strategy to promote the redevelopment of brownfield sites in the City. The Brownfield CIP Financial Incentive Programs are:

- Contamination Assessment Study Grant;
- Property Tax Assistance Program;
- Development Charge Rebate Grant;
- Tax Increment Equivalent Grant.

Heritage Community Improvement Plan

The Heritage CIP was adopted in March 2007. The Heritage CIP contains a package of financial incentive programs and a municipal leadership strategy to maintain the unique identity of London by preserving the inventory of distinctive heritage buildings, establishing a sense of place by preserving local heritage structures, and ensuring that the City's history is retained for future generations to enjoy. The Heritage CIP Financial Incentive Programs are the:

- Development Charge Equivalent Grant;
- Tax Increment Grant.

Other Considerations

During the preparation of the Hamilton Road Area CIP, other significant complementary efforts were underway. The City of London continued the process of developing the Hamilton Road 'Main Street' Conceptual Design Capital Project.

The Hamilton Road Business Association began the process to become a Business Improvement Association (BIA).

Appendix C: Consultation

Project Team

A Project Team was formed to help guide preparation of the CIP. The Project Team consisted of representatives from the Hamilton Road Business Association, Community Association, Crouch Neighbourhood Resource Centre, and City staff from Planning Services, Transportation Planning and Design, and Neighbourhood, Children and Fire Services. City staff engaged the Project Team by means of email as well as in person during the preparation of the CIP. These conversations allowed staff to:

- Provide progress updates on the project;
- Discuss and provide input on the most significant community improvement needs, SWOT Analysis, and the visioning and objectives exercise;
- Discuss and provide input on the proposed financial incentive programs;
- Help coordinate community meetings and assist with other steps required to complete the Community Improvement Plan;
- Obtain comments and input from the Project Team on the Draft CIP prior to finalization.

Community Information Meetings and Workshops

Community Meeting and Workshop No. 1

The first Community Meeting and Workshop was held on June 7, 2016 to:

- Kick-off the Hamilton Road Area Community Improvement Plan project;
- Provide basic information to the public on the purpose and rationale for preparing this CIP;
- Work with the community to identify strengths, community needs, improvements, and their vision for the Hamilton Road Area;
- Get input on the Hamilton Road Area CIP Study Area and the Term of Reference for the CIP Project.

Not including City staff there were a total of 70 people who attended the meeting and participated in the workshop activities. Based on visual observations it was noted that the participants appeared to be equally split between Baby Boomers and younger adults. A few school aged children were also in attendance

Attendees included Michael van Holst, Ward 1 Councillor, Hamilton Road Area business and property owners, Hamilton Road Area residents and Hamilton Road Area Community Association members, community group as well as and other not-for profit members.

Most of those in attendance stayed for the Workshop session where the participants arranged themselves around 10 tables with worksheets. There was a City staff member at each table to facilitate conversations as they participants answered the following questions:

1. Where do you think the Community Improvement Project Area for Hamilton Road should be?

2. What is great or is a strength in the Hamilton Road area?
3. What needs improvement or is a weakness in the Hamilton Road area?
4. In one word, describe your Hamilton Road Area?

Participants were asked to provide their email addresses so that staff could create an email list in order for the City to provide updates to the community throughout the development of the CIP.

A meeting summary, which includes: a project summary, participant information as well as details on the information presented and input obtained from the meeting was prepared. The Community Meeting No. 1 Summary was used in the preparation of the Terms of Reference and Study Area for the Hamilton Road Area CIP.

City of London's Planning and Environmental Committee Meeting

On August 22, 2016 City Planning Staff presented a report to the Planning and Environment Committee (PEC) which recommended a Terms of Reference and Study Area for the Hamilton Road Area CIP. Staff's report included a copy of the Community Meeting No. 1 Summary.

The majority of PEC supported the report and passed motions directing that the Hamilton Road Area Community Improvement Plan Terms of Reference, as Appendix A, and the Study Area, as Appendix B to staff's report dated August 22, 2016 be approved.

City of London's Council Meeting

At their regular City Council meeting of August 30, 2016 City Council approved the Hamilton Road Area Community Improvement Plan Terms of Reference and Study Area for the Hamilton Road Area CIP.

Meeting with local Business Owners

On September 20, 2016, Ward 1 Councillor Michael van Holst hosted a meeting with approximately 20 business owners in the Hamilton Road Area. City Staff presented on financial incentives available in other CIPs in London, as well as on options for parking for local businesses. The London Police Service (LPS) provided an overview of the crime experienced in the Hamilton Road Area and how the LPS tries to mitigate crime.

St. Julien Park Community Festival

City staff attended the St. Julien Park Community Festival held at St. Julien Park on Saturday September 24, 2016 from 10:00 am to 4:30 pm for a casual outreach session to speak with people about the Hamilton Road Area CIP process. Informational materials included: the August 22, 2016 staff report, Terms of Reference and approved Hamilton Road Area CIP Study Area, and the Meeting No. 1 Summary. Comments cards and business cards for the lead Hamilton Road Area CIP Planner were distributed. Common concerns community members had were reducing speeding on side streets, traffic calming measures, façade improvements for Hamilton Road, and crime prevention.

Community Meeting and Workshop No. 2

A second Community Meeting and Workshop was held on October 26, 2016 to:

1. Define Objectives for the Hamilton Road Area Community Improvement Plan;
2. Establish a Vision for the Hamilton Road Area Community Improvement Plan;
3. Confirm what has been identified by the Community as needing improvement; and
4. Prioritize the identified improvements.

Not including City staff there were approximately 70 people who attended the meeting. Based on visual observations it was noted that a vast majority of participants appeared to be Baby Boomers 55+. A few younger adults were also in attendance.

Based on verbal questions posed and a show of hands response, approximately half the participants identified themselves as not having attended the first community meeting in June 2016.

In the Workshop session the participants arranged themselves around 11 tables with worksheets. There was a City staff member at or nearby each table to facilitate conversation. Participants answered the following questions:

1. Do you agree with the proposed vision statement for the Hamilton Road Area CIP?
2. Are the proposed objectives correct?
3. Do you agree with the objectives?
4. What are some examples of how we can do it (improve the area)?
5. What are your top three priorities for improvement?

A meeting summary, which includes: a project summary, participant information as well as details on the information presented and input obtained from the meeting was prepared. The Community Meeting No. 2 Summary was used to revise the Hamilton Road Area CIP Vision, Objectives and their prioritization.

Community Meeting and Workshop No. 3

A third Community Meeting and Workshop was held on March 30, 2017 to:

1. Provide an update on the Hamilton Road Area CIP project;
2. Facilitate a rapid-fire visual survey which allowed participants to review each proposed CIP action and vote in real time on whether they agree with the action (yes/no) and what priority (1st, 2nd, or 3rd) they give it. The exercise provided a format in which everyone could participate and share thoughts.
3. Identify community champions (leads and partners) for the CIP actions.

Not including City Staff, there were approximately 60 people who attended the meeting. Based on visual observations it was noted that a vast majority of participants appeared to be Baby Boomers 55+.

A meeting summary was prepared. The Community Meeting No. 3 Summary was used to refine the CIP actions based on community feedback.

Project Website

Planning staff established a Hamilton Road Area CIP page on the City's website to provide updates on the progress of the project. This webpage includes information on the CIP such as, community meeting notices, presentations and summaries as well as staff reports and Council resolutions: <http://www.london.ca/business/Planning-Development/secondary-plans/Pages/Hamilton-CIP.aspx>

Project Contact List

Planning staff established an email list with the contact information provided by participants on sign-in sheets at Community Meetings, completed comments cards and those who write directly staff.

Emails were sent out to provide update on the progress of the project. Emails included information about: upcoming Community Meetings, Meeting Summaries, and City Council Approvals (such as the Terms of Reference and Study Area). Emails also provided links to the City's Hamilton Road Area CIP webpage. As the project progressed more contact information was provided and the email list increased.

Appendix D: Study Area

At the beginning of the CIP process, a Study Area was established to focus the CIP on a designated area and to help avoid scope creep as the project progresses.

The initial study area for the Hamilton Road CIP brought to the first community meeting in June 2016 was defined as the lands generally bounded by the CN Railway tracks to the north, Highbury Avenue to the east, the Thames River to the south, and Adelaide Street to the west.

Figure B-4: Initial Hamilton Road Community Improvement Plan Study Area



This initial study area was chosen for the following reasons:

- The CN Railway tracks and the Thames River were viewed as existing boundaries that separate the Hamilton Road area from the East London Planning District to the north and the Glen Cairn Planning District to the south;
- Adelaide Street was chosen as the west boundary because the existing SoHo Community Improvement Project Area for the SoHo CIP includes the lands west of Adelaide Street and Adelaide Street is the western boundary of the Hamilton Road Planning District;

- Highbury Avenue was chosen as the east boundary because under the existing policies in Chapter 14 of the Official Plan, the lands east of Highbury Avenue and south of Trafalgar Street and the railway tracks are not considered a commercial, residential, or industrial priority for Community Improvement.

At the first community meeting, it became apparent that the property owners with frontage on Hamilton Road west of Adelaide Street in the existing SoHo Community Improvement Project Area better identified with the Hamilton Road area. These businesses and property owners have a long history of being included in the Hamilton Road Area Business Association and as a result, felt that inclusion in the Hamilton Road Study Area was more appropriate. Further, the commercial Community Improvement Project Area for the SoHo CIP is defined in the Official Plan as applying to “lands that are designated Main Street Commercial Corridor and located on Wellington Street between the Thames River (South Branch) and the Canadian National Railway or lands that are designated Main Street Commercial Corridor or Auto-Oriented Commercial Corridor and located on Horton Street between the Clarence Street intersection and the Waterloo Street intersection.” As a result of this defined Community Improvement Project Area for commercial lands in the SoHo CIP, the property owners along Hamilton Road in the SoHo CIP are excluded from commercial community improvement initiatives such as the Upgrade to Building Code and Façade Improvement Loans.

The revised Study Area approved by Municipal Council in August 2016 is shown in Figure B5 and is generally bounded by the CN railway tracks to the north, Highbury Avenue to the east, the Thames River to the south, and Adelaide Street to the west, but also includes all properties with frontage on Hamilton Road west of Adelaide Street.

Figure B-5: Municipal Council Approved Hamilton Road Area CIP Study Area



Community Improvement Project Area

The recommended Community Improvement Project Area is the area that has been determined to be in need of community improvement and represents the area where public realm improvement efforts will be focused and where financial incentive programs may be offered. The recommended Project Area is nearly identical to the Study Area. The Community Improvement Project Area is lawfully established by a by-law passed by Municipal Council.

Appendix E: Analysis

General Approach

A number of tasks were completed in order to provide a comprehensive foundation for the preparation of this CIP, including:

- A review of relevant legislation, provincial, and City planning policy;
- A review of the Zoning and Official Plan designations in the Study Area;
- A community improvement needs analysis include an assessment of the physical and economic characteristics in the area based on walking tours, public input as well as the community meeting and workshops held June 7 and October 26, 2016;
- A review of best practices used in other Ontario CIPs;
- Revising the draft CIP actions from the comments received from the third community meeting and workshop held on March 30, 2017;
- Circulating the draft CIP for stakeholder and community input; and
- Preparation of the final CIP for Municipal Council approval.

Getting Started

The analysis of community improvement needs started with City staff undertaking a review of the relevant planning and policy documents including the 1989 Official Plan, The London Plan, and the Zoning By-law. Aerial photographs of the Study Area were examined and driving and walking tours were conducted.

Data Gathering

August 31 and September 2, 2016 walking tours of the Hamilton Road Area were undertaken. Staff used a “community improvement lens” when making observations and taking notes with respect to the key aspects of land use, building and property conditions, design and heritage elements, and business activity requiring community improvement in the Study Area.

Confirming Data

On June 7, 2016 a Community Meeting was held to launch the Hamilton Road CIP process and share information about the CIP process. The workshop allowed participants to: identify great things within the community as well as those that need improvement and to help establish the CIP Study Area.

On September 20, 2016, Councillor van Holst hosted a meeting for business owners on Hamilton Road. Staff provided an overview of the financial incentives available under CIPs, as well as an overview on options for parking in the Hamilton Road Area and the Zoning By-law Amendment process. London Police Services were also on hand to provide an overview of the crime in the Hamilton Road Area and their efforts to mitigate crime.

On October 26, 2016 a second Community Meeting allowed city staff to present preliminary matters identified from community meeting no. 1 for improvement, determine the CIP objectives, and develop a vision for the Hamilton Road Area CIP. There was discussion on potential strategies and initiatives to be included in the Plan.

These meetings were largely important in the analysis. Information provided by participants at the meetings were added to the data gathered by City staff through the above described review and included as part of the analysis.

Planning Staff presented a report to the City's Planning and Environment Committee in August 2016 to seek approval of the Study Area and Term of Reference for the Hamilton Road Area CIP.

In March 2017 a third Community Meeting was held to confirm the proposed CIP actions, prioritize the actions, and identify champions (leads and partners) for each action. The workshop included a rapid-fire visual survey which allowed participants to review each proposed CIP action and vote in real time on whether they agree with the action (yes/no) and what priority (1st, 2nd, 3rd) they give it.

Existing Condition and Characteristics of the Hamilton Road Area CIP Study Area

The CIP Project Area has been divided into three sub areas which are based on the distinguishable characteristics of each area. These Sub-Areas include: the Hamilton Road Corridor, the Hamilton Road Area Neighbourhood, and the Hamilton Road Area Parks and are shown in Figure 3.

Figure B-6: Hamilton Road Area Sub-Project Areas



While the CIP reflects the entire Project Area there are improvements that are unique to only specific geographical areas.

Land Use Conditions

HAMILTON ROAD CORRIDOR

The Hamilton Road Corridor from Bathurst Street to Highbury Avenue offers a truly eclectic mix of uses ranging from standalone single family detached dwellings to industrial uses, often in close proximity or adjacent to each other. Other common land uses along the Corridor include automotive services, multi-residential dwellings, schools, stand-alone retail stores, retail stores with residential apartments on the upper floors, retail stores with offices on the upper floor, restaurants, convenience stores, community facilities, places of worship, and stand-alone office buildings. In many instances, former detached residential dwellings have been converted into retail stores and office uses. The mix of land uses is a strength in the neighbourhood.

Further, an opportunity exists to celebrate the community's Portuguese history by creating a unique district in the segment of the Corridor that is rich with Portuguese businesses.

HAMILTON ROAD AREA NEIGHBOURHOOD

The Hamilton Road Area neighbourhood is primarily residential homes including single-detached dwellings, semi-detached, duplex, and other residential mixes including low-rise apartment buildings. Near the railway

tracks, the neighbourhood is more industrial and commercial. Along Trafalgar Street, there is a segment of retail and commercial uses. There is not a large amount of growth or new residential development in the neighbourhood.

HAMILTON ROAD AREA PARKS

The Hamilton Road Area Parks comprise the parks along the river and along the railway tracks. The Hamilton Road Senior Centre and Community Centre is a public space along the Hamilton Road Corridor.

Building Conditions

Most of the residential and commercial buildings within the Hamilton Road Area were built between 1880 and 1920 with many houses built in the 1940-1950s as you move further east in the Hamilton Road Area Neighbourhood. The condition of buildings varies widely with excellent well-maintained examples with many original architectural elements being preserved to buildings in need of serious repair and renovation. The majority of the buildings are occupied, but vacancies along Hamilton Road are an issue in certain segments.

HAMILTON ROAD CORRIDOR

An extensive building condition inventory was undertaken of the Hamilton Road Corridor from Bathurst Street to Highbury Avenue. Each building was assessed a rating of either 1 – Poor (in need of immediate repair and attention), 2 – Fair (requires minor repair/replacement), and 3 – Good (needs little to no repair). The 310 properties were ranked by Staff on a visual inspection from the public right-of-way. 21 properties without buildings were not ranked.

12 properties or 3.9% of the 310 properties along Hamilton Road were assessed a rating of 1. Though 3.9% may seem like a small percentage, these buildings were often grouped in similar locations causing a very undesirable and unwelcoming streetscape along that segment of Hamilton Road. This is a threat to the success of the corridor, as well as can lead to a decline in safety.

111 properties or 35.8% of the properties were assessed a rating of 2. These properties often needed to be refreshed with new signage, roof repairs, replacing windows, painting or other façade improvements.

The remaining 187 properties or 60.3% were assessed a rating of 3. These properties were often in good to excellent condition with only minor cosmetic updates required.

An opportunity exists along the Hamilton Road Corridor to encourage and incentivize property owners, in particular those with a 1 or 2 building condition rating to improve their buildings. Improving the building conditions along Hamilton Road could help support the commercial corridor by attracting new tenants and making the corridor a more desirable location to visit and shop. The reduction in vacancies may help to reduce crime.

HAMILTON ROAD AREA NEIGHBOURHOOD

Like the Corridor, The Hamilton Road Neighbourhood has buildings in various conditions. An extensive inventory for the Neighbourhood was not completed, but the neighbourhood was walked and driven by Staff, as well as viewed through Google StreetView on numerous occasions to get a sense of the building conditions. The Neighbourhood is primarily comprised of residential homes where in most instances, the owners have maintained the properties in good to excellent conditions. Unfortunately, like many neighbourhoods, there are

examples of vacant homes and homes and properties that are not well maintained and can or will become a nuisance for the neighbourhood.

HAMILTON ROAD AREA PARKS

Hamilton Road Public Spaces like the local parks generally do not have buildings other than City-owned facilities, such as public washrooms.

Heritage

The Hamilton Road Area contains a great deal of cultural, natural, and built heritage. This section considers the built heritage. Many of the buildings in the Hamilton Road Area were constructed between approximately 1880 and 1920, with a few notable examples from before 1880 and more recent contributions to the neighbourhood fabric. The Hamilton Road Area still contains many ties to its past through its built form, however little tangible recognition of the past appears to exist. There is little signage to promote the neighbourhood's history or acknowledgement of significant buildings that have been lost over time.

Currently there are five properties designated under Part IV of the Ontario Heritage Act and 159 properties listed on the City's Inventory of Heritage Resources. The five designated properties are:

- 77 Price Street (Figure B-7);
- 75 Dillabough Street;
- 88 Egerton Street;
- 78 Smith Street;
- 97 Smith Street.

Of the 159 listed properties, the inventory cites 11 as priority 1, 75 as priority 2 and 78 as priority 3.

Of the 159 listed properties, 23 are along the Hamilton Road corridor and the remaining 136 are within the Hamilton Road Area Neighbourhood (Figure B-8).

There is a threat that this excellent built heritage could be lost as buildings further age and are potentially renovated without consideration to the heritage features; however an opportunity exists, in particular along the Hamilton Road Corridor to provide incentive programs to upgrade buildings and façades while conserving heritage features. Further, an opportunity exists to better promote the neighbourhood's built heritage through signage or other educational opportunities.



Figure B-7: 77 Price Street, designated under Part IV of the Ontario Heritage Act – Built circa 1875 - Italianate



Figure B-8: 380 Hamilton Road, Priority 1 Listed Property – Built 1886 – Ontario Cottage

Public Realm & Streetscape Conditions

The public realm consists of streets and public spaces. Generally speaking, the public realm in the Hamilton Road Area are not in great condition and were frequently identified by the community as needing improvement. Issues relating to safety and accessibility included: narrow sidewalks, poor lighting, and conditions issues. Other identified issues included: a lack of crossing points on Hamilton Road, and a lack of waste receptacles and street trees. A strength in the Hamilton Road Area is the Tree Trunk Tour that brings a sense of whimsy and reflection to the streetscape.

HAMILTON ROAD CORRIDOR

The Hamilton Road Corridor has been an urban mixed-use environment for the entirety of its history. Buildings along the corridor are generally street oriented with narrow sidewalks, raised shoulders and curbs separating them from the road. There are some properties with on-site parking lots that disrupt the street wall. The area is serviced by London Transit however the bus stops are in poor condition and lack amenities. Lighting in this area is designed and provided for motor vehicles and poorly reflects human scale. There are challenges for pedestrians to cross Hamilton Road.



Figure B-9: Hamilton Road looking east from Rectory Street

HAMILTON ROAD AREA NEIGHBOURHOOD

The Hamilton Road Area Neighbourhood is generally residential in nature, but there are industrial, commercial and retail uses along Trafalgar Street, Adelaide Street North, and adjacent to the railway tracks. Within the residential portion of the Neighbourhood, streets are often narrow with sidewalks along both sides of the road. There are street without sidewalks and/or curbs. An opportunity exists to install these pedestrian facilities. Most homes have driveways, and on-street parking is available in many locations but can be challenging due to the narrowness of the streets. Some homes were previously serviced by laneways and alleyways to provide access to rear-yard parking and garages. Residents have indicated that many of these laneways are no longer necessary and have become places of criminal activity. An opportunity exists to close these laneways to potentially reduce

that criminal activity. Bicycle facilities are available or being contemplated on Trafalgar Street and Egerton Street in the City's Cycling Master Plan, as well as along the Thames Valley Parkway.

HAMILTON ROAD AREA PARKS

The Hamilton Road Area has numerous public parks including St. Julien, Vauxhall, Silverwoods, South Branch, and CNR. The parks offer a variety of amenities to the local community. The annual St. Julien Park Community Festival is always well attended. In general, the parks are well maintained. Crime including drug use and sharps (in particular at CNR Park) and a lack of lighting were identified as a threat to the community's use of the parks. St. Julien Park offers public washrooms and washrooms are also available at Silverwoods when the swimming pool or arena building is open. Opportunities may exist along Hamilton Road to create additional public spaces to create gathering places for the neighbourhood and enhance the MainStreet Conceptual Design capital project.

Traffic & Parking

Hamilton Road is a gateway into London and plays a vital role in accessing downtown from Highway 401 via Highbury Avenue. Hamilton Road and Trafalgar Street are also truck routes and experience the highest traffic volumes within the neighbourhood. The average daily traffic volume on Hamilton Road between Highbury Avenue and Horton Street ranges from 17,000 vehicles to 21,000 vehicles (depending on the segment). Trafalgar Street has average daily traffic volume of 16,000 vehicles. Egerton Street (10,000 to 11,000 vehicles per day) and Rectory Street (6,000 vehicles per day) also experience significant traffic volumes as the two north-south routes within the neighbourhood. As expected, Adelaide Street North and Highbury Avenue have the highest traffic volumes as the primary north-south routes that border the Project Area.

Parking availability for businesses along the Hamilton Road Corridor has been identified as significant weakness in the neighbourhood.

HAMILTON ROAD CORRIDOR

On-street parking spaces (some metered, some not) are available along the Hamilton Road Corridor from Bathurst Street to Highbury Avenue with restrictions prohibiting parking in some spaces during rush hour. Many properties along Hamilton Road also provide on-site parking. However due to the narrow widths of many lots, on-site parking is not available to some property owners and as a result they cannot provide adequate parking for their businesses and tenants. Minor Variance applications have been approved for certain commercial properties to reduce the requirement for on-site parking along Hamilton Road, often to zero parking spaces.

The lack of parking for businesses along the Hamilton Road Corridor, as well as the expense of a Minor Variance application to remove the requirement for on-site parking has been identified by the Hamilton Road Area Business Association as a deterrent to new businesses moving into the neighbourhood. Some successful businesses have gone to the length of purchasing and demolishing adjacent buildings to provide on-site parking. This method of creating parking is generally no longer supported due to the detrimental effect on the streetscape and pedestrian experience.

Opportunities exist to explore improvements to the parking supply along the Hamilton Road Corridor including creating more on-street and off-street parking, or the removal of parking requirements from the Zoning By-law.

The truck traffic and traffic volume in general was also identified by the residents as an issue of concern.

HAMILTON ROAD AREA NEIGHBOURHOOD

Traffic in the Hamilton Road Area Neighbourhood has been identified as an issue in proximity to the Hamilton, Trafalgar, and Egerton intersection. Residents in that part of the neighbourhood spoke frequently about the speeding and cut-through traffic to avoid delays at this intersection. This type of driving behaviour can threaten the safety of the residents. Opportunities may exist to calm the traffic and improve the intersection to reduce this conflict.

Similar to Hamilton Road, truck traffic on Trafalgar Street is seen as a nuisance to the local residents. The ability to reroute this truck traffic without causing duress on other residents could be investigated.

Parking in the Hamilton Road Area Neighbourhood is available on the residential side streets and on-site driveways.

HAMILTON ROAD AREA PARKS

Parking and traffic was not identified as an issue for the Hamilton Road Area Parks; however, the desire for additional parking was identified by the community for the Hamilton Road Seniors' Centre and Community Centre.

Economic Conditions

The Hamilton Road Area is comprised of 19 Statistics Canada Dissemination Areas (a small area composed of one or more neighbouring dissemination blocks, with a population of 400 to 700 persons). Compared to the city-wide average income, the Hamilton Road Area has lower average incomes. For example, the lowest average income (per individual) Dissemination Area in the Hamilton Road Area was 44% lower than the city average based on 2011 Census data. The highest average income (per individual) was still 4% lower than the city average. The median income (per individual) was 10% to 41% lower than the city average depending on the Dissemination Area.

Hamilton Road Neighbourhood		City of London		
Lowest Average Income by D.A.	\$21,943	City-wide Average Income	\$39,229	44% Lower
Highest Average Income by D.A.	\$37,756			4% Lower
Lowest Median Income by D.A.	\$17,326	City-wide Median Income	\$29,478	41% Lower
Highest Median Income by D.A.	\$32,200			10% Higher

Similar to average income, the average value of dwellings in the Hamilton Road Area is 19 to 47% less than the city average. Home ownership was slightly more prevalent in the Hamilton Road Area, with 67% of the housing being owner occupied, compared to 63% across the city.

Many of the local businesses along Hamilton Road are small owner-operated restaurants, bars, offices, retail shops and services, automobile service stations, mixed with some chain stores such as Shoppers Drug Mart, the Beer Store, Home Hardware, and Tim Hortons. The community supports one grocery store in the Project Area (and one immediately adjacent to the Project Area) as well as butcher shops, bakeries, fish mongers, specialty food stores, pharmacies, and several convenience stores. The businesses appear to be mostly supported by local residents with a few notable exceptions that serve city-wide clientele.

The Hamilton Road Community Association noted that ready access to fresh food was an issue in the neighbourhood. At the second community meeting, participants were asked to identify where they purchase their fresh food including vegetables, meat, fruit, and fish. The resulting map (see Figure B-10) indicating that the Hamilton Road neighbourhood does have access to specialty food stores like butchers, bakeries, and fish mongers, but access to fresh fruits and vegetables was limited without visiting the grocery store or travelling outside the neighbourhood to the London Farmer’s & Artisan’s Market in the Old East Village or the Convent Garden Market in the Downtown.

An opportunity may exist to develop a small neighbourhood market focused on fresh produce or to attract a small-scale grocery store to the Hamilton Road Corridor.

Figure B-10: Grocery Stores in the Hamilton Road Area



Servicing

WATER & SEWER

Properties within the Hamilton Road Area are fully serviced. Some of the infrastructure is aging and will be replaced when required. The residents have expressed an interest in accelerated infrastructure improvements along Hamilton Road and in the neighbourhood.

LONDON TRANSIT COMMISSION

Currently one bus route (#3) travels east and west along the Hamilton Road Corridor. The #3 runs at a frequency of every 15 minutes during peak times. Adelaide Street North and Highbury Avenue have routes on the boundaries of the Project Area that run north-south. The community noted that an additional north-south route within the Project Area was desirable. In discussion with the London Transit Commission, it was determined that the five year plan (until the end of 2019) has no plans for an additional north-south route in this area. The railway tracks and switching yards at Egerton Street and Rectory Street could cause extensive delays to buses on those roads.

The London Transit Committee is undergoing a review of current bus routes and services to identify improvements to the system. The review may result in a service plan that improves the customer experience, including consistent arrival times, overcrowding on buses, travel times, and connections.

CRIME AND SAFETY

The Hamilton Road community has identified crime as a major issue in the neighbourhood, in particular drug and prostitution related crimes. Crime is a threat to the successful revitalization of the neighbourhood, as well as a weakness of the neighbourhood. There is an opportunity through the CIP to help address the crime issues by improving vacant buildings and seeking additional London Police Service and City of London By-law Enforcement patrols and blitzes.

PARKS & RECREATIONAL SERVICES

The City of London provides recreational spaces at the Hamilton Road Seniors' Centre and Community Centre, Silverwoods Arena and in parks in the Hamilton Road Area.

Through the Spectrum Program the City offers a number of recreational and leisure activities in the neighbourhood including painting, dancing, and fitness courses.

The Hamilton Road neighbourhood is also home to the BMO Centre. Owned and operated by the London Optimist Sports Centre (LOSC), a volunteer driven, not-for-profit organization established in 2004, the BMO Centre welcomes thousands of sports enthusiasts every week. Although soccer is the main attraction, the Centre also hosts a variety of other sports including football, lacrosse, volleyball and Ultimate Frisbee.

LONDON PUBLIC LIBRARY

The Crouch Library in the Hamilton Road neighbourhood offers various programs such as: a gaming group, story time, homework club, computer classes and training, mental health programs, family game days, book clubs, art exhibits, artist groups, crafters groups. Some of the events are targeted for particular age groups while others are open to everyone who is interested.

CROUCH NEIGHBOURHOOD RESOURCE CENTRE

The Crouch Neighbourhood Resource Centre is a neighbourhood organization which brings diverse people together to plan, develop, and provide services and activities that support, build community capacity, and nurture the well-being of all residents in the Hamilton Road Community. The Resource Centre offers numerous programs in community development, community support services, youth programs, preschool programs, and food prosperity programs.

Strengths, Weaknesses, Opportunities, and Threats Analysis

A Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis of the critical community improvement needs was undertaken to gain an understanding of the key issues in the Hamilton Road Area and identify the important community improvement needs that should be addressed by a Hamilton Road Area CIP. This section of the plan provides an overview of the analysis undertaken and key foundation for the preparation of this CIP and recommended incentive programs.

Table B-1: Hamilton Road Area SWOT Analysis Findings

Category	Strengths	Weaknesses	Opportunities	Threats
Land Use Conditions	<ul style="list-style-type: none"> Diverse collection of land uses Rich history of independent multi-cultural businesses (restaurants and niche retail uses) Excellent parks in neighbourhood Excellent Library Residential neighbourhood is stable 	<ul style="list-style-type: none"> Lack of a food market Lack of an anchor or city-wide destination use (BMO Centre is too far from the Corridor) Little residential growth 	<ul style="list-style-type: none"> Opportunities for residential infill and intensification Development of Urban Design Guidelines to help guide development Rezone the Hamilton Road corridor to promote an even greater mix of uses 	<ul style="list-style-type: none"> Vacant buildings along the corridors Vacant buildings in high profile locations (e.g. Hamilton Road and Rectory) threaten the ability to attract new businesses
Building Conditions	<ul style="list-style-type: none"> Majority of buildings are in fair or good condition 	<ul style="list-style-type: none"> No financial incentive programs available to improve buildings 	<ul style="list-style-type: none"> To encourage and incentivize property owners to improve their buildings and attract tenants Opportunities for redevelopment Creation of a BIA 	<ul style="list-style-type: none"> Some buildings are in poor shape and contribute to a negative atmosphere in sections

Category	Strengths	Weaknesses	Opportunities	Threats
Heritage	Numerous listed properties on the corridor and in the neighbourhood and a few designated properties	Some heritage properties are in poor condition Low amount of designated heritage properties	Opportunity to promote the neighbourhood's built heritage through signage or other educational opportunities Incentives for heritage building improvements	Potential loss of heritage buildings or renovations without consideration to the heritage features
Public Realm & Streetscape	Buildings generally oriented to the street Tree trunk tour	Narrow sidewalks Narrow lots Bus stops are in poor condition Poor pedestrian lighting Limited pedestrian crossings Hydro poles further limit public realm Some local roads do not have curbs Lack of street trees Lack of places to sit and linger Lack of garbage bins	MainStreet Conceptual Design capital project will look at improvements to the Corridor to attempt to address many of the weaknesses Better promote tree trunk tour Promote and encourage walking in the neighbourhood	Underused laneways / alleyways contribute to crime in the neighbourhood Future intensification and infilling will need to be carefully planned to ensure compatible with the neighbourhood

Category	Strengths	Weaknesses	Opportunities	Threats
Traffic & Parking	Some on-street parking is available	<p>Narrow lots make providing on-site parking difficult for businesses</p> <p>Heavy vehicle and truck traffic contribute to a reduction in the pedestrian environment along Hamilton Road</p> <p>Narrow sidewalks</p>	<p>Provide additional on-street and off-street parking</p> <p>Remove or reduce the requirement for on-site parking</p> <p>MainStreet Conceptual Design capital project will look at improvements to the Corridor to attempt to address many of the weaknesses and attempt to better balance the vehicular and pedestrian traffic</p>	Cut through traffic to avoid the Hamilton, Egerton, and Trafalgar intersection
Servicing	Neighbourhood has full municipal services	Perceived feeling that snow clearing is lacking	Perceived need for roadwork, sewer, and infrastructure improvements	-
Crime & Safety	London Police Service Foot Patrol was recently expanded to Hamilton Road	<p>Issues with drugs and prostitution in the neighbourhood</p> <p>Residents feel unsafe in local parks, especially at night</p>	<p>Improve park safety</p> <p>Crime prevention through environmental design (CPTED)</p> <p>Enhance By-law and Police enforcement and patrols</p> <p>Expand the Neighbourhood Watch program</p> <p>Promote and expand the Active and Safe Routes to School program</p>	Underused or abandoned laneways / alleyways contribute to crime in the neighbourhood