

Hammond Area Plan

Commercial Development



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The Hammond Area Plan process engages the community in dialogue to shape the future of the area. As a result, land use designations and related policies can be modified to suit the community context and future need. The historic commercial area in Hammond is a resource requiring further community input and exploration of its feasible market possibilities.

Historic Commercial Assets in Hammond.



Throughout Canadian cities and towns, historic commercial street fronts were critical economic and social hubs, linking local residents with needed shops and services, and each other.

This role can continue with the retention and recognition of these areas as vital to neighbourhood vibrancy, pedestrian culture, and

reduced reliance on the private automobile. Healthy main streets typically feature a mix of independent businesses, which provide unique neighbourhood character. These businesses rely on local residents to support them, and the amount of commercial floorspace that can be supported will be limited by the number of residents nearby. The Silver Valley Area Plan provided a formula of approximately 10 square feet of retail space per person in the neighbourhood.

For several years, Maple Ridge has been concerned with retaining an appropriate balance of commercial floorspace and residential development in the area. In 2003, an area wide scale rezoning application converted many of Hammond's C-3 Town Centre Commercial zoned properties to residential zoning. This measure served 2 goals: it corrected an oversupply of commercial lands, and it assisted homeowners in securing financing by legitimizing existing residential uses. This initiative continued to respect Hammond's heritage by retaining the designation of its original commercial centre in the Maple Crescent/Dartford Street area. The balance was designated *Urban Residential*.

Maple Ridge Historic Commercial Nodes are supported in the Official Community Plan for "limited commercial development" and "limited infill or expansion". Historic Commercial Nodes located within the Urban Area Boundary are intended to support "a range of residential and commercial uses" if they are "compatible in use and form with the surrounding area". On this basis, the commercial designated lands at Maple Crescent and 207 Street could be considered for commercial use only or a mix of commercial and residential use.

Public Consultation—Commercial uses in Hammond

Public input received so far provides diverse views about commercial potential. From MyHammond Talks:

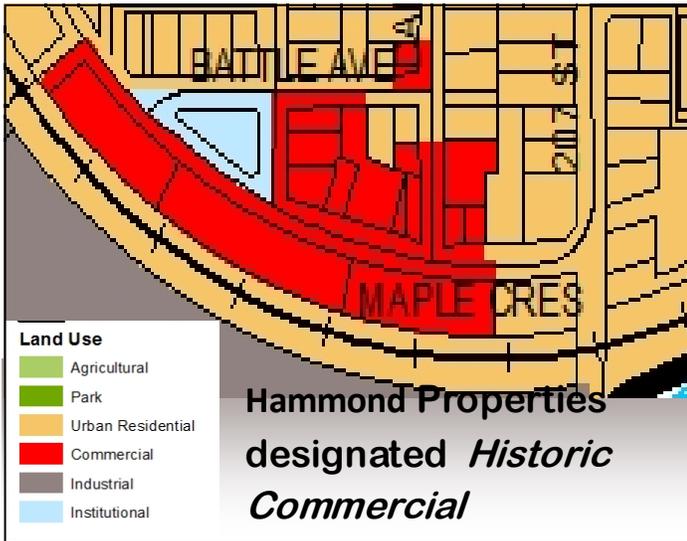
Community Input received about desired commercial uses

- Service oriented retail—hair salons, dog grooming, coffee shops.
- Small scale groceries, bakeries, butchers, produce outlets
- Professional offices
- Commercial kitchen, food hub co-op
- Artisanal shops
- Antique stores
- Revamp what's there with a little paint, small scale upgrades.

Hammond's Existing Commercial Inventory—Historic Commercial Node

Hammond Commercial Designated Lands:

- Some vacant, some potential for redevelopment of existing buildings.
- Extensive range of permitted uses in C-3 Town Centre Commercial Zoning.



Lower Mainland Examples

Throughout the Lower Mainland, successful street front Commercial development exists both as historic development and as more recent construction. Common themes that contribute to the success of these developments include a critical mass of residential uses nearby, and the destination potential of these places



Newport Village, Port Moody. New Construction. creates a historic neighbourhood feel in context of high residential density, integrated civic core, and waterfront trail system.



Clarke Road, Port Moody. Adaptive reuse of vernacular heritage residence into a restaurant



Fort Langley BC street front commercial expanded, Directs pedestrian traffic into rear yards, providing Interesting enclaves with tourist potential.

Revitalizing Commercial Potential in Hammond

From the Maple Ridge Transportation Plan:

“Provide residents and visitors with attractive choices for moving around the city and connecting with other areas of Metro Vancouver. This includes the provision of an integrated network, supporting connections locally and regionally, with more opportunities for transit, cycling and walking.”

The multi-faceted Hammond Area Planning process includes consideration for improving the potential for commercial development in the Hammond area. This phase of this process involves dialogue about improving the potential for commercial development in the area. Key features include:

- Differentiating between the Hammond historic node and the general commercial uses in West Maple Ridge and Dewdney Trunk Road.
- Supporting residential density increases that are sensitive to the historic neighbourhood. An increase in local population will improve opportunities for population serving businesses such as retail.

Initiatives that work. Façade Improvement Grants

Downtown Maple Ridge. 224th Street Business after Façade Improvement Project. Affordable measures to personalize storefronts contributes to neighbourhood character.

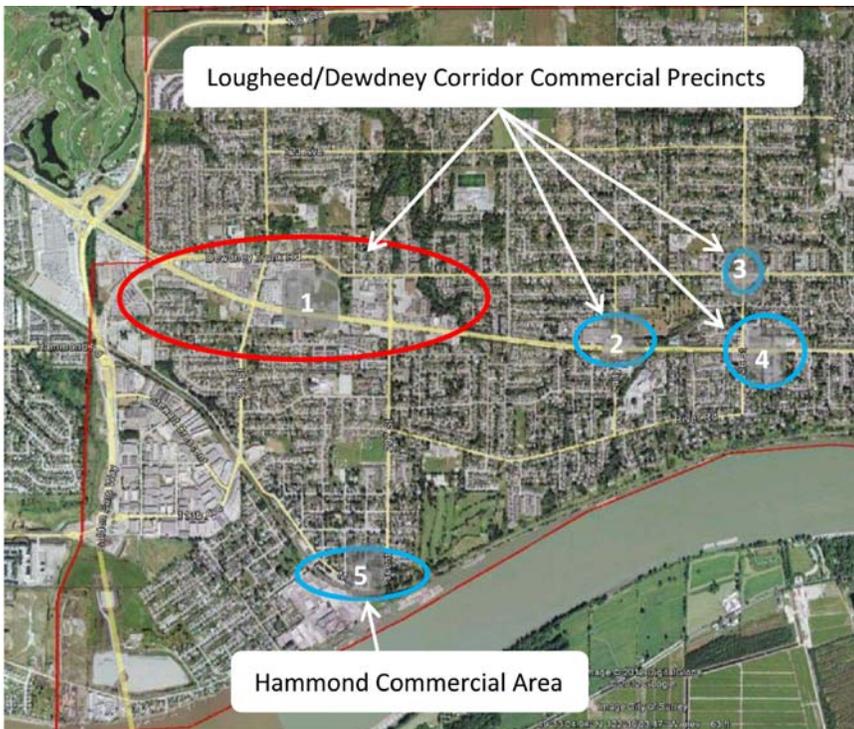


Painted Facades on Vacant Buildings

Downtown Seattle. Jim Diers The Potential of Neighborhoods Using Images on vacant structures to evoke a vibrant commercial theme for areas in transition

Supporting Documents

Commercial and Industrial Strategy: Hammond's location within West Maple Ridge is discussed in The Maple



Ridge Commercial and Industrial Strategy, which was endorsed by Council in August 2014. Hammond is unique in its context, as other West Maple Ridge commercial areas are located along major arterials such as Lougheed Highway and Dewdney Trunk Road. Medium sized and larger retailers would typically seek to locate along these arterials, due to their ease of accessibility.

Hammond currently contains 6.2 acres of zoned commercial land, of which 0.8 acres are considered underutilized and 1.7 acres are vacant. Existing businesses are population serving, including a restaurant, pub, dog groomer, and hairdresser.

Population growth in West Maple Ridge will be significant over the next 30 years, and will spur an increase in the demand for commercial land. About one quarter of this demand will be for convenience retail and service oriented

businesses such as grocery stores, pharmacies, banks, medical offices, and restaurants. Due to its limited area, multi modal accessibility, and historic roots, Hammond's commercial land base may be well suited for future smaller scale commercial development that caters to local needs.

Home Based Business. The Commercial and Industrial Strategy also recommends a review and expansion of the provisions around home based business. The Hammond area may have considerable potential for a thriving cottage industry that could provide even greater economic potential.

Official Community Plan: While the Town Centre is the cultural focus of the community, smaller scale commercial areas are also important to the neighbourhoods they serve. Corner stores are critical elements in the community, as is the farmers market, and Bruce's Market. These are important amenities that make living in a neighbourhood more pleasant. They help to foster neighbourhood connections, and can help to build a greater sense of security within neighbourhoods. Principle 22 of the Official Community Plan states:

Initiatives such as providing more shopping opportunities and emphasizing smaller stores, local merchants and better use of existing areas (no strip malls, concentrate in commercial nodes, etc.) are supported because they are central to achieving a balanced community.

Similarly, Principle 34 states:

An integrated system of centres or nodes is supported as an important framework for community development.

Meeting basic needs and providing a community focus are some of the reasons why the Official Community Plan has established a hierarchy of commercial designations with a range of prescribed sizes. These include Community Commercial, Neighbourhood Commercial, Rural Commercial, and Historic Commercial. The Historic Commercial category pertains to existing historic neighbourhoods. As stated in Policy 4-47 of the Official Community Plan:

Historic and new communities identified on the Communities Map will form the general boundary for the preparation of future neighbourhood plans.

Based on these considerations, support for retaining and fostering the historic commercial centre in Hammond is warranted.