

WELCOME!

BAYFRONT INDUSTRIAL AREA RENEWAL STRATEGY

Public Open House #2

June 14, 2018



Hamilton

DILLON CONSULTING LIMITED
RCI CONSULTING | ASI



AGENDA FOR TODAY



Hamilton



SESSION 1 - AFTERNOON

- 4:30pm Doors Open for Afternoon Session (Open House and Table Activities Throughout)
- 4:45pm Presentation (20 minutes with 10 minutes for Q&A)
- 6:00pm Afternoon Session Ends

SESSION 2 - EVENING

- 6:30pm Doors Open for Evening Session (Open House and Table Activities Throughout)
- 6:45pm Presentation (20 minutes with 10 minutes for Q&A)
- 8:00pm Evening Session Ends



ABOUT THE BAYFRONT INDUSTRIAL AREA



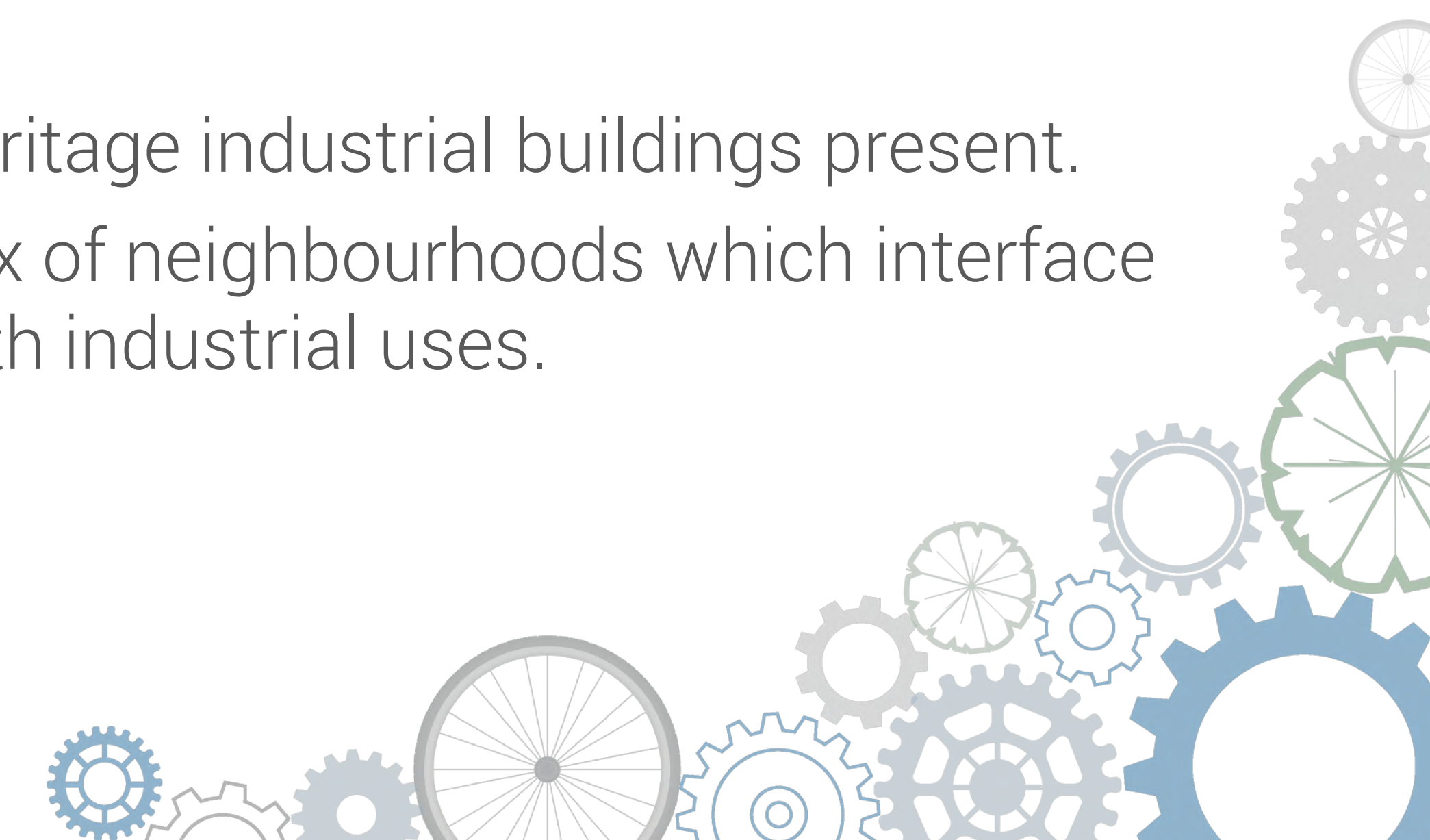
Hamilton

The Study Area is **1,607 hectares** of mostly industrial land south of Hamilton Harbour. Land uses include steel manufacturing, other industrial and Hamilton Port Authority uses. There are also long established residential neighbourhoods within and adjacent to the Bayfront Industrial Area. Historically, the industrial Bayfront housed over **50% of the City's employment**, today it is the home to **over 18,000 jobs**.



Features of the Bayfront Study Area include:

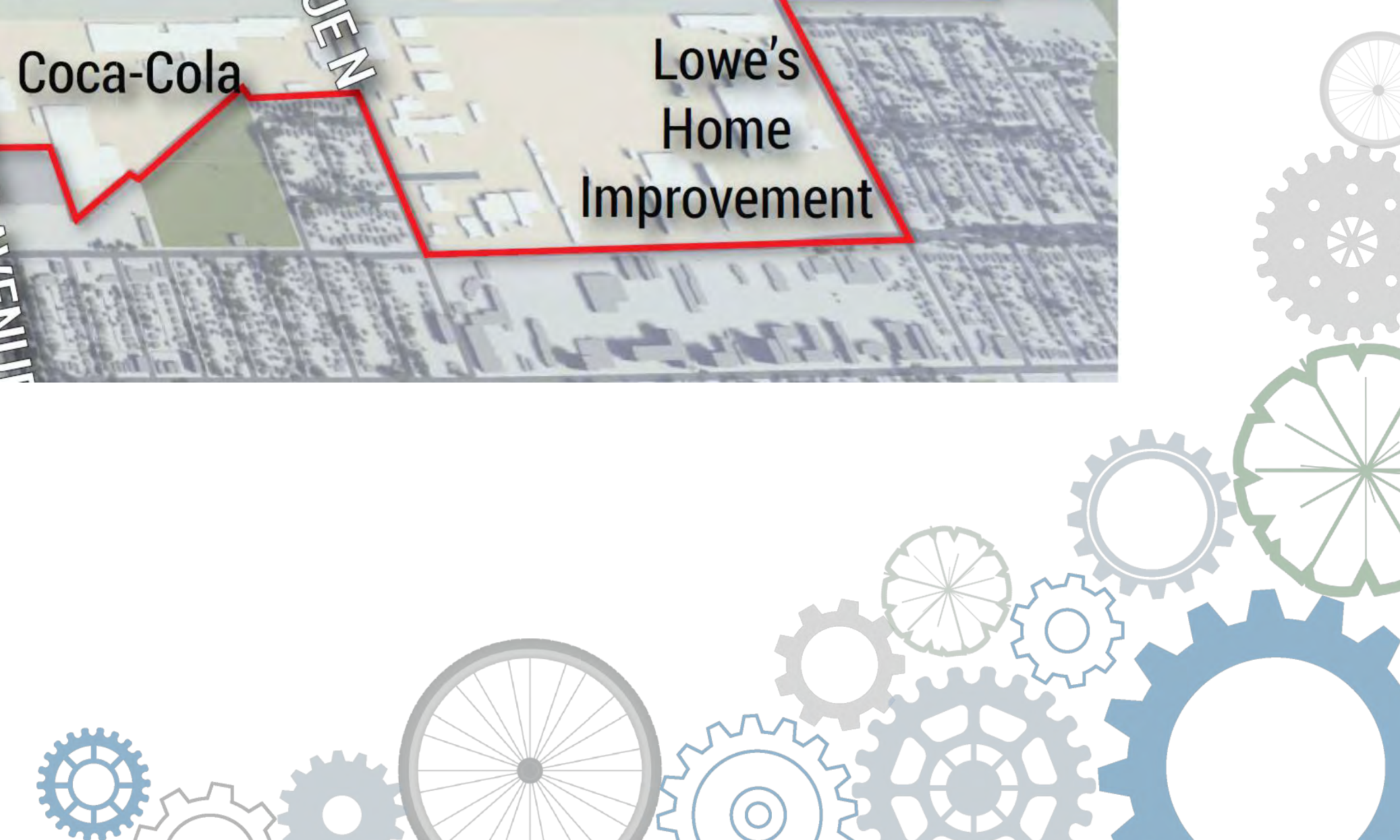
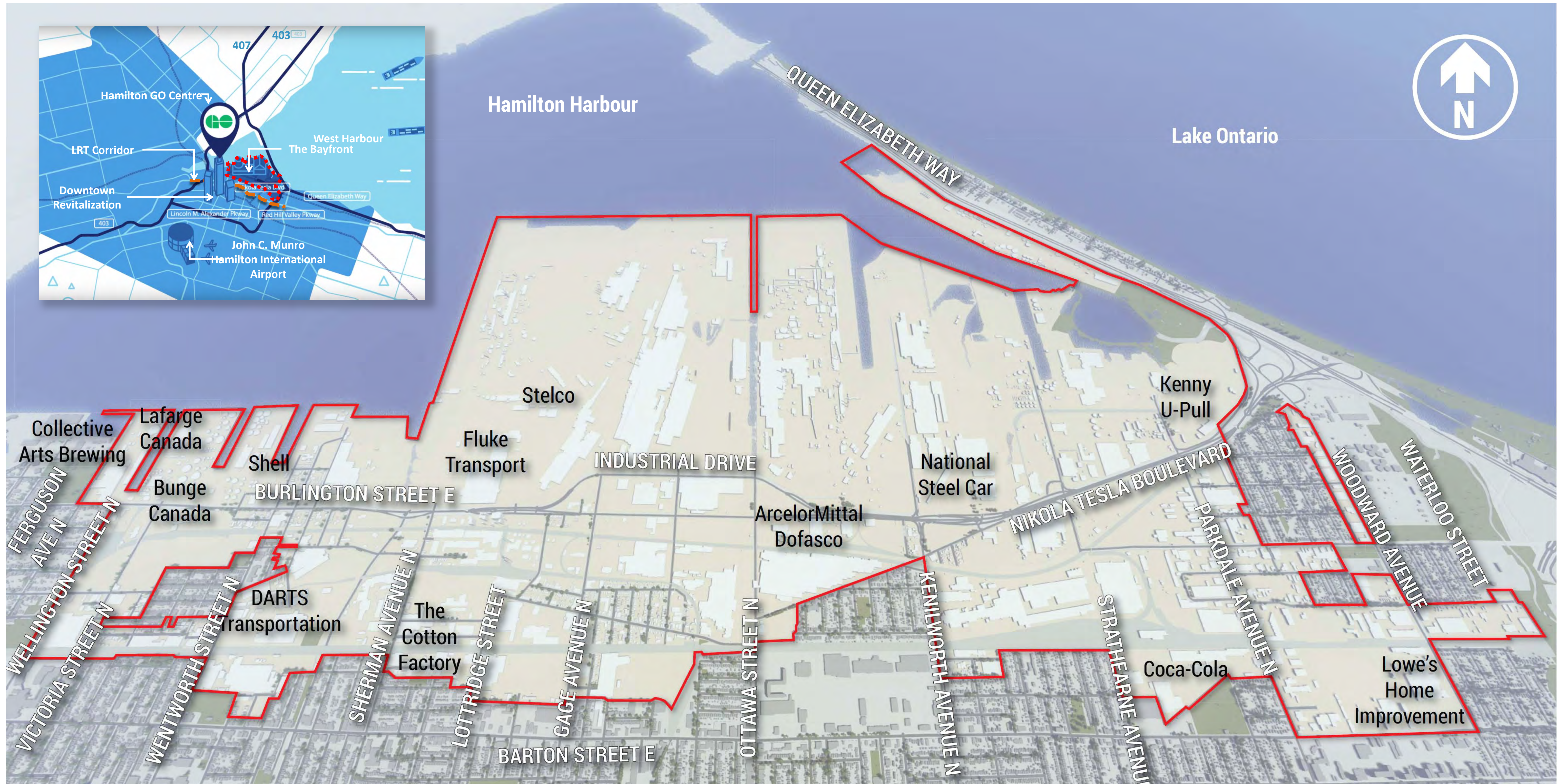
- Large industrial parcels with manufacturing type buildings.
- Port access for large scale shipping.
- Interconnected network of rail corridors and roads.
- Large open areas used for storage.
- Heritage industrial buildings present.
- Mix of neighbourhoods which interface with industrial uses.



THE BAYFRONT STUDY AREA



Hamilton



PURPOSE AND PROCESS

The Bayfront will **remain an employment area** for at least the short to medium term. Significant change to other land uses is a very **long-term proposition**. The goal is to **maintain the strength of existing industrial sectors** while **growing and expanding** into new sectors.

PHASE 1

Market Opportunities

Completed in 2015 by Deloitte.

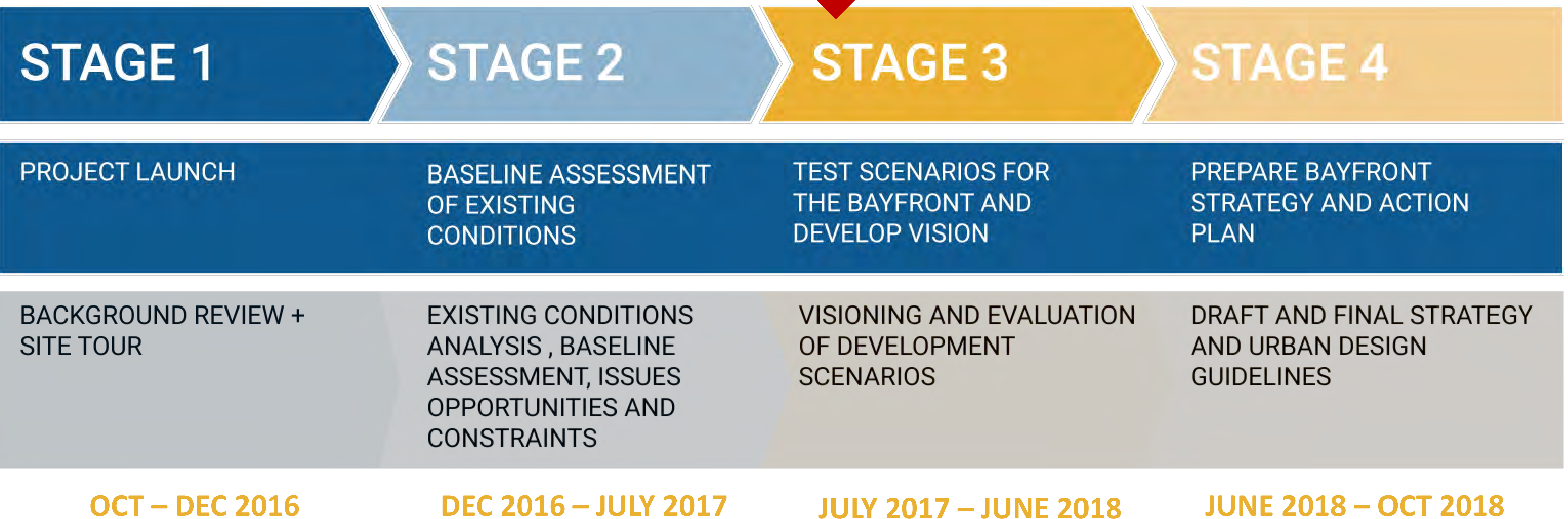
Strategic Directions:

- Establish Vision
- Ensure Supply
- Efficient Use of the Space
- Targeted Acquisition
- Bring Sties to Market
- Program Options

PHASE 2

Strategy & Action Plan

WE ARE HERE



Study Objectives for Phase 2

1. Investigate a wide range of **issues, opportunities and constraints** in the Bayfront (land use, urban design, transportation, infrastructure, cultural heritage, economic development, brownfields redevelopment, climate change)
2. Recognize the significant short, medium and long term **economic development opportunities**
3. Create a bold **new vision** for the Bayfront and multi-disciplinary **Action Plan** and **Urban Design Guidelines** for strengthening the area.



WHAT WE HEARD – WORD CLOUD



Results from the public when asked to use one word to describe the future vision for the Bayfront. The larger the size the more the word was repeated in the activity.



KEY ISSUES & OPPORTUNITIES

Protect and maintain the employment function

Promote brownfield redevelopment

Preserve important views and vistas

Improve air and water quality

Improve road safety for all modes

Attract clean, green industry

Address land use compatibility issues and historic contamination

More efficient use of railway

Improve transit access

Improve active transportation networks

Leverage the Port

Tell the story of the Bayfront

Attract complementary businesses to existing steel industry

Create a manufacturing synergy district / campus for local industries

Make Bayfront green progressive, innovative, beautiful and accessible



VISION FOR THE BAYFRONT INDUSTRIAL AREA



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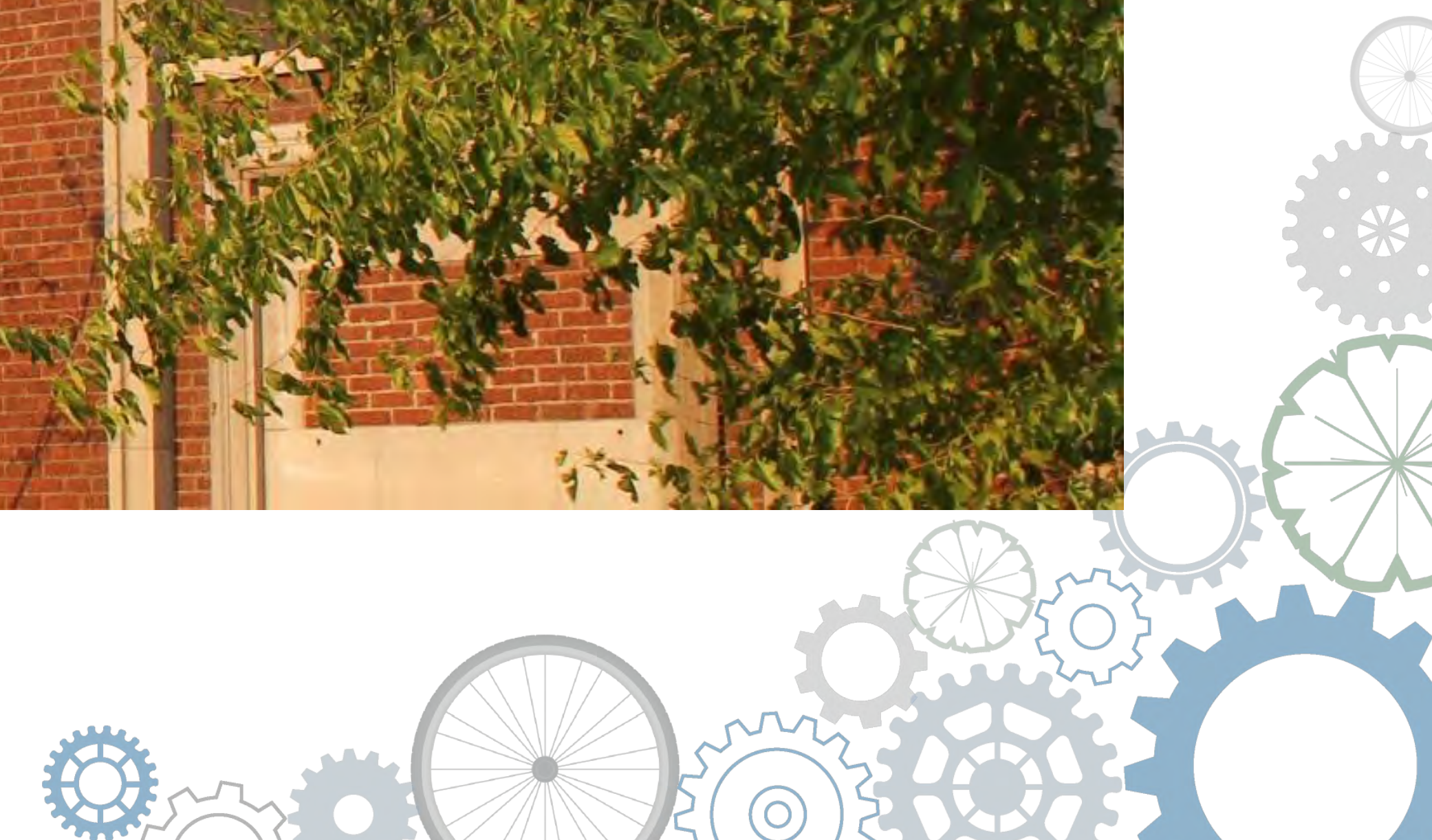
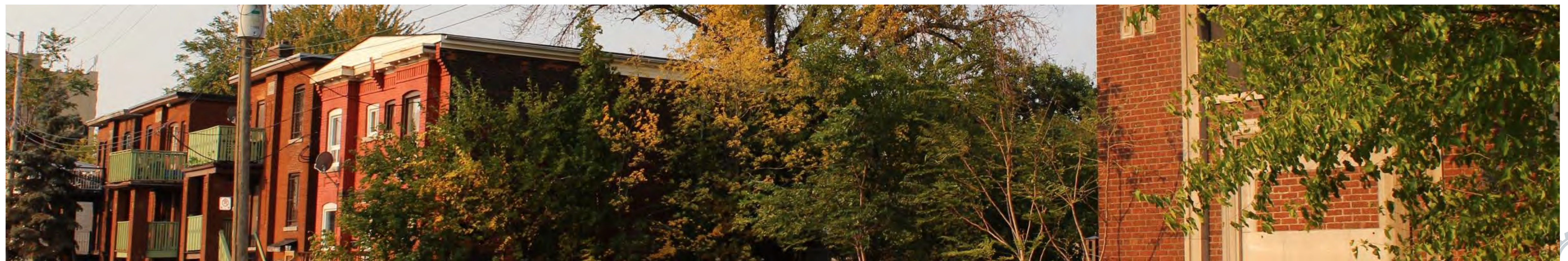
The Bayfront Industrial Area

- will continue to be one of the City's **major employment hubs**, home to a diverse range of economic activities that enhance the global competitiveness of the City and the Greater Golden Horseshoe;
- will continue to hold a **high number of jobs** and be planned to attract a wide range of **innovative, and synergistic creative industries**;
- will feature **attractive green streets** and a number of green infrastructure elements which support **improved air, soil and water quality**; and,
- will **celebrate** the rich social, cultural and environmental history through a wide variety of **public art, wayfinding, murals, public institutions and public spaces**.

The Bayfront's **well-connected transportation system** will enable industries to efficiently move goods via port, rail and highway networks, offering residents and employees a full range of transportation choices to safely move through the Bayfront making use of its extensive network of **roads, transit, bike lanes, multi-use paths and sidewalks**.

The Port will continue to be a **vital piece of infrastructure**, helping to support a number of economic activities within the Bayfront (and beyond).

“A place for clean industry, innovation, resilience and progress.”



OBJECTIVES



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1. Maintain the employment function of the Bayfront.



2. Attract a mix of high quality industrial uses** to complement existing industrial strengths.



****High quality industrial uses are uses with high employment density (jobs per hectare) and/or higher levels of capital intensity.**



OBJECTIVES



Hamilton

3. Allow for a greater diversity of employment uses, including cleaner, greener, and innovative industries.



4. Promote brownfield redevelopment, adaptive reuse, and employment land intensification.



OBJECTIVES

5. Improve air, soil and water quality within the Bayfront through a variety of sustainable measures.



6. Improve the attractiveness of the both the public and private realm through urban design excellence.

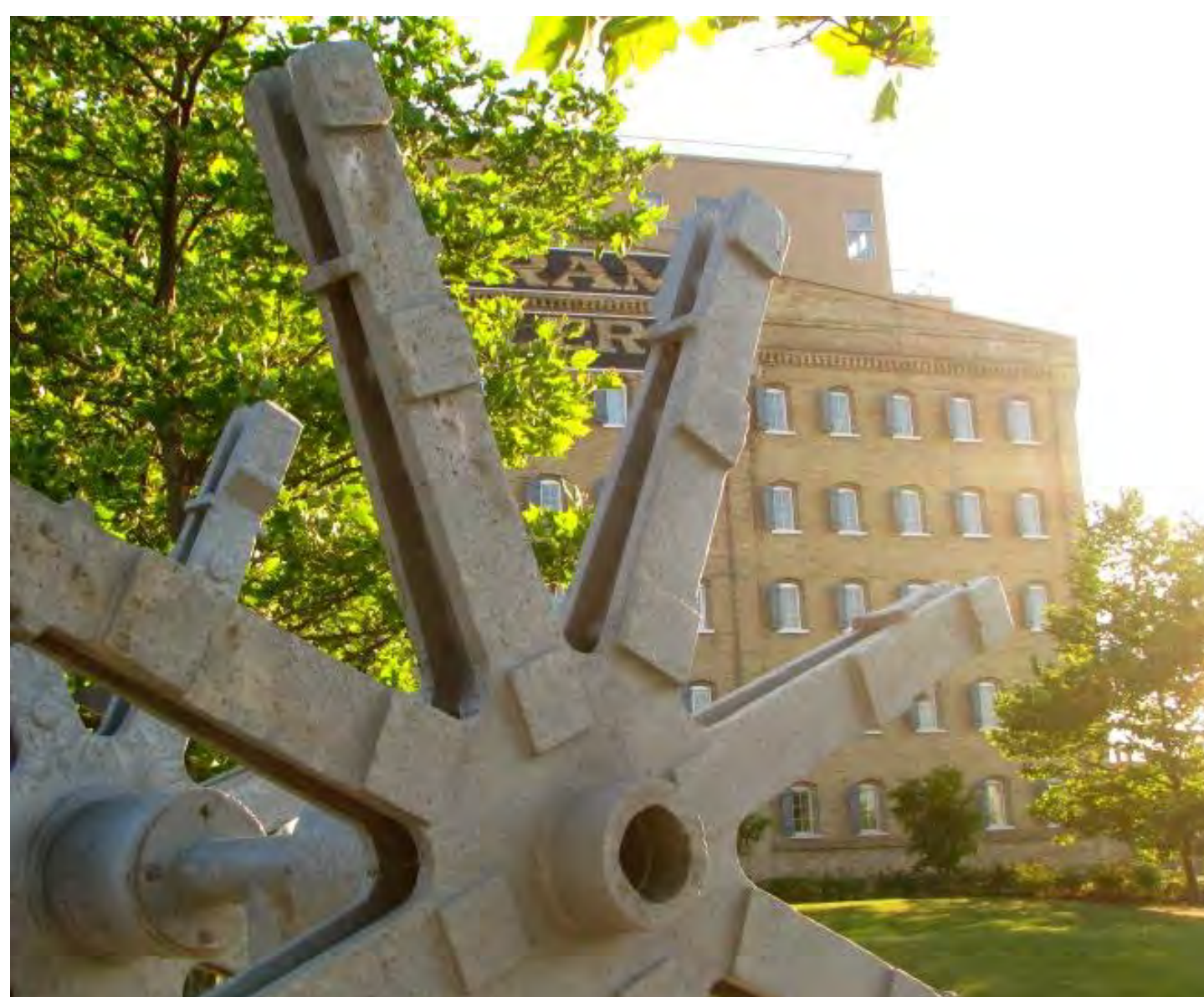


OBJECTIVES

7. Provide opportunities to resolve existing land use compatibility issues.



8. Celebrate and strengthen cultural heritage resources of the area through public art, wayfinding, murals, and fostering public institutions and public spaces.



OBJECTIVES

9. Improve the transportation network, and goods movement, including road safety, function and connectivity to transit, pedestrian and cycling infrastructure.



10. Provide opportunities for public access to the waterfront and create, protect and enhance important views and vistas.



POTENTIAL OPPORTUNITIES FOR CHANGE



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This figure identifies areas where we think there are opportunities for change. It is a result of high level analysis of the existing features and conditions of the Bayfront including vacant parcels, potential for intensification and redevelopment.

If you want to identify other areas of change or want to comment on what we've shown, please visit our workshop tables to share your thoughts with us.

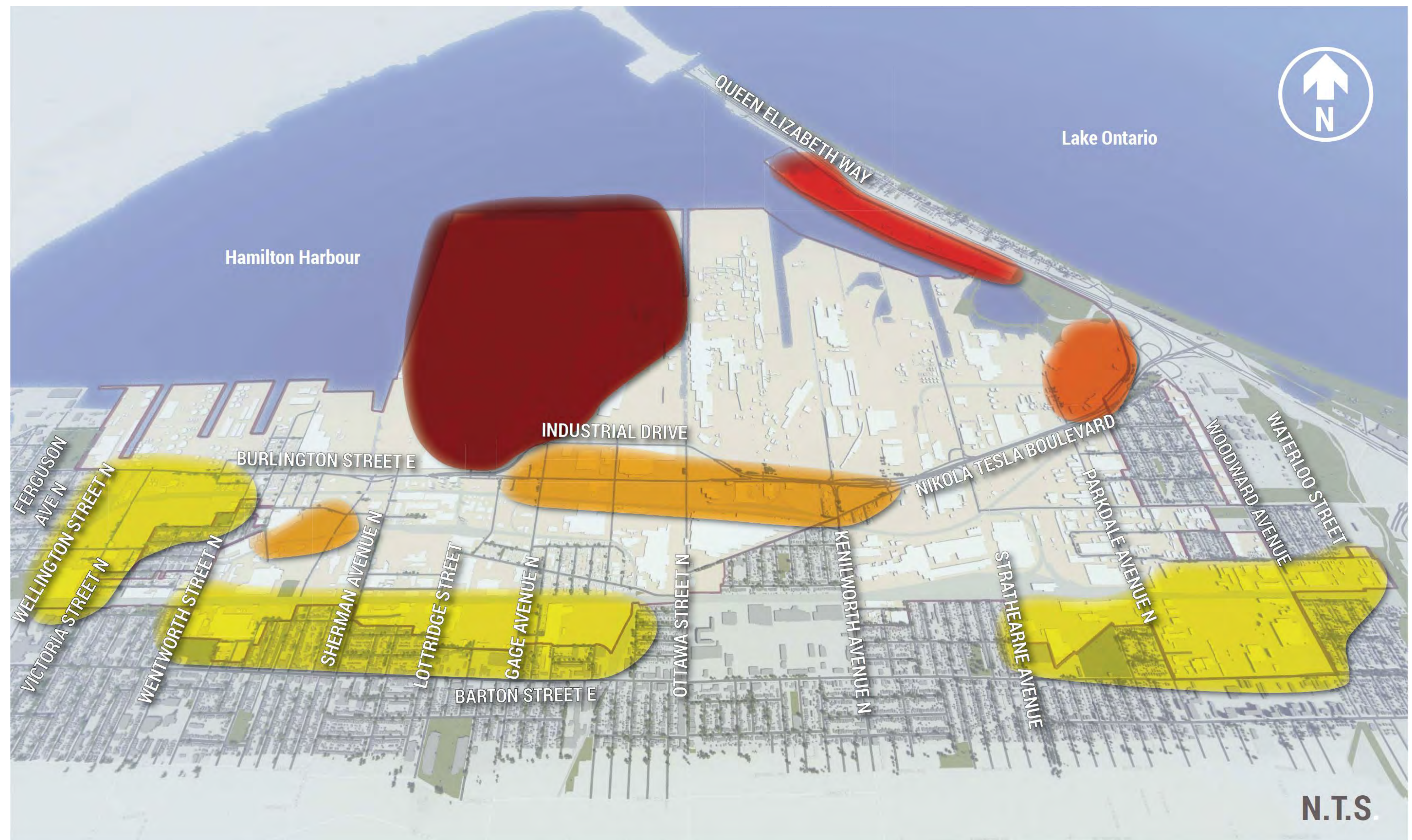


Figure 1: Potential Opportunities for Change

- Potential Opportunity to consolidate current uses elsewhere on site and redevelop western half for prestige waterfront employment uses
- Potential Opportunity for higher-profile gateway redevelopment, leveraging access and visibility to QEW
- Potential Multiple opportunities to transition edge conditions from vacant/under-utilized uses to a range of more compatible employment-based uses
- Potential Opportunity to intensify port-related uses
- Potential Multiple opportunities for mixed industrial infilling along Burlington Avenue



POTENTIAL OPPORTUNITIES FOR CHANGE



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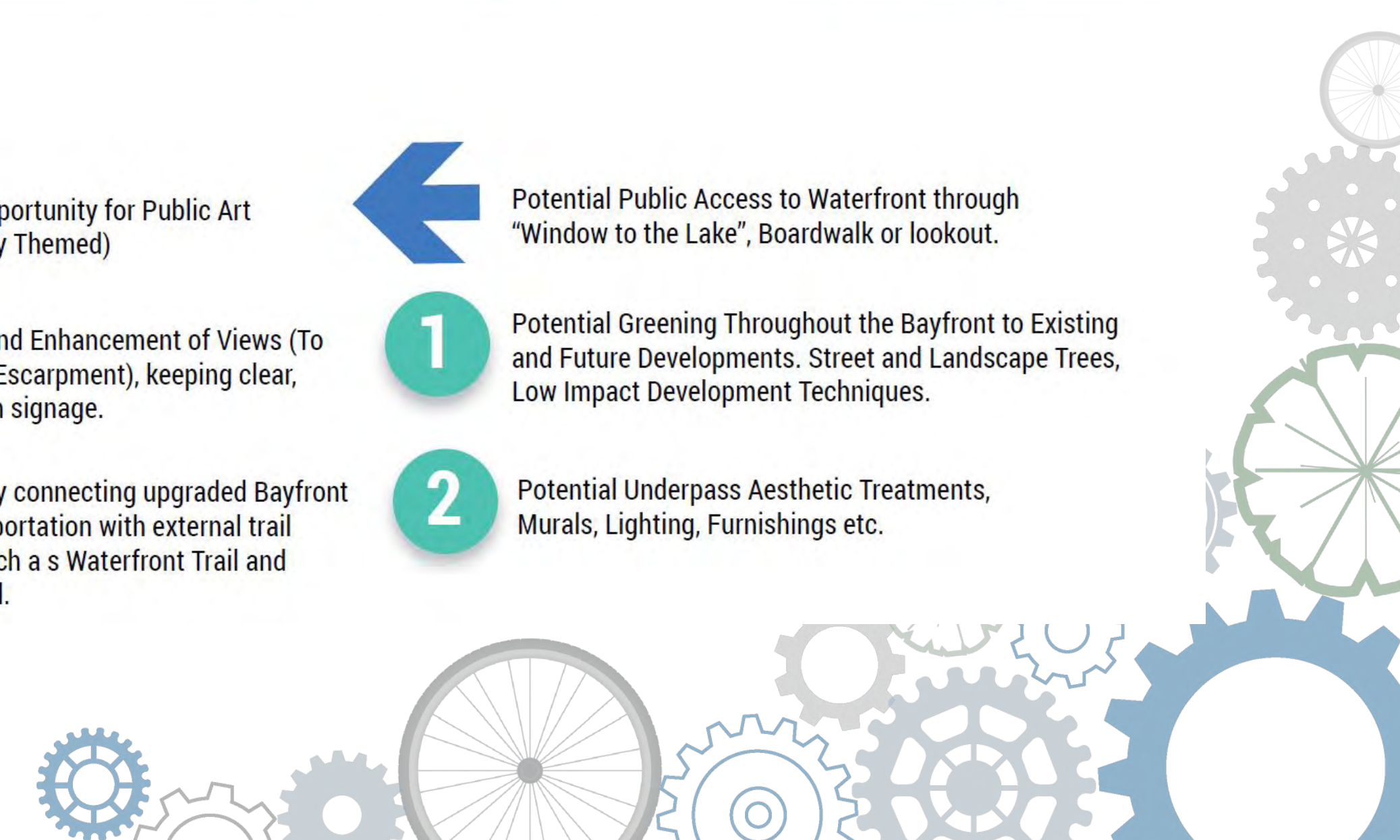
This figure identifies what we feel represents the different types of change that may occur in the study area. There was a high level analysis of potential improvements which were the result of initial consultation and site visits. They also represent some of the interventions to achieve the Vision.

If you want to identify other areas of change or want to comment on what we've shown, please visit our workshop tables to share your thoughts with us.



Figure 2: Potential Opportunities for Public Realm and Urban Design Improvements

- Potential opportunities to improve existing public spaces.
- ✱ Potential locations for public spaces following redevelopment in intensification areas.
- Potential Special Treatment of 'Edge' Zones between Residential and Industrial Uses. Landscaping, Murals, Screening Trees.
- Potential Major Streetscaping Improvements (Greening, Street Trees, Active Transportation, Pedestrian Amenities, Wayfinding / Cultural Interpretation Signage.)
- - - Potential Minor Streetscaping Improvements (Greening, Active Transportation, Pedestrian Amenities)
- Potential Major Gateway Feature (Signage, Lighting, Architectural Feature, Landscaping)
- Potential Minor Gateway Feature (Signage, Landscaping)
- 📍 Potential Opportunity for Public Art (Contextually Themed)
- 👁️ Protection and Enhancement of Views (To Harbour, To Escarpment), keeping clear, marking with signage.
- ➡️ Potentially connecting upgraded Bayfront active transportation with external trail networks such as a Waterfront Trail and Pipeline Trail.
- ➡️ Potential Public Access to Waterfront through "Window to the Lake", Boardwalk or lookout.
- 1 Potential Greening Throughout the Bayfront to Existing and Future Developments. Street and Landscape Trees, Low Impact Development Techniques.
- 2 Potential Underpass Aesthetic Treatments, Murals, Lighting, Furnishings etc.



NEXT STEPS



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We will be collecting feedback from today to further our work. You can submit your comments up until July 6th, 2018.

After tonight we will:

- Use the feedback received to finalize the Vision and Objectives and the Areas of Change. Prepare the **Draft Action Plan** and **Urban Design Guidelines** documents.
- Consult further with focus groups / stakeholders and the steering committee.
- Prepare the **Draft Bayfront Industrial Area Renewal Strategy** Report.

For further information, or to contact us please visit our website:

www.hamilton.ca/city-planning/planning-community/bayfront-industrial-area-strategy

You can also email us at: bayfrontstrategy@hamilton.ca

**THANK
YOU!**



BAYFRONT PHOTO CONTEST



Hamilton

PHOTO  CONTEST
June 14 – July 15, 2018

SHOW US

WHERE YOU SEE BEAUTY IN THE INDUSTRIAL BAYFRONT

www.hamilton.ca/Bayfront-Photo-Contest

We know that there is beauty in the Bayfront and we want your help to SHOW US!

The City of Hamilton's Planning and Economic Development Department is conducting a Bayfront Strategy – Beauty in the Industrial Bayfront Photo Contest. We want to showcase the beauty that can be found in Hamilton's Bayfront industrial area through original and engaging photos. The contest closes July 15th 2018. Enter here: www.hamilton.ca/Bayfront-Photo-Contest

Photos must be original, fall within the Contest Area, and fall within one of the contest themes:

- The History and Heritage of the Industrial Bayfront: Images which celebrate and capture aspects of the Industrial Bayfront's unique cultural heritage and history;
- The Working Areas of the Industrial Bayfront: Images which focus on present-day industrial and commercial activities in the Industrial Bayfront;
- The Living Areas of the Industrial Bayfront: Images which capture the unique neighbourhood elements of the Industrial Bayfront; and/or
- Innovation in the Industrial Bayfront: Images which provide a look into technology, creativity and invention in the Industrial Bayfront.

Win from a variety of prizes including:

- \$500 Cash
- \$60.00 Gift Card to HAMBRGR Hamilton
- Two 1 year Family Memberships to the Art Gallery of Hamilton
- \$300 Gift Card to Bell Arte Camera Foto Source



Submit your photos to show us where you see beauty in the bayfront industrial area for the chance to win a prize.

ENTRY DEADLINE
July 15, 2018



WIN PRIZES

FOR ENTRY DETAILS, CONTEST INFORMATION OR QUESTIONS:

www.hamilton.ca/Bayfront-Photo-Contest
bayfrontstrategy@hamilton.ca
(subject: Bayfront Strategy Photo Contest)

905-546-2424 Ext. 2694

