



overview of hamilton plans and strategies

appendix I

Note: Appendices C, H, I and J represent the background research used to develop the final three strategic themes (Creative Hamilton, Culture and Planning for Sustainability and Creative Cultural Sector Development).

The role and contribution of culture has already been identified in a wide range of plans, policies and initiatives in Hamilton. These are summarized below divided in three categories:

1. **Creative City** (overarching plans);
2. **Creative Economy**
3. **Cultural Industries** (economic and sectoral plans); and Creative Districts/ Hubs (district or neighbourhood specific plans).

CREATIVE CITY	
PLANS AND STRATEGIES	PROGRAMS AND INITIATIVES
<p>VISIONS AND STRATEGIC PLANS VISION 2020 (renewed 2005)</p> <ul style="list-style-type: none"> Articulates goals, strategies, actions and measure for achieving sustainability Focus on economy, agriculture, natural areas and corridors, transportation, land use in the urban area, arts and heritage, personal & community well-being Arts and Heritage one of 14 key theme areas <p>Corporate Strategic Plan for the City of Hamilton (2008)</p> <ul style="list-style-type: none"> Vision: To be the best place in Canada to raise a child, promote innovation, engage citizens and provide diverse economic opportunities 	

CREATIVE CITY	
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<p>LAND USE Urban Structure Plan (2008)</p> <ul style="list-style-type: none"> • Important to recognize that from a spatial, cultural, political, economic, historical and environmental perspective, each city is unique. • Hamilton as older industrial has a rich history and heritage that is unique compared to other Greater Golden Horseshoe municipalities <p>Hamilton's New Official Plan (2007); Prepared for the Amalgamated City and Rural Hamilton</p> <ul style="list-style-type: none"> • Focuses on rural and commercial policy, residential intensification, parks and open space, cultural heritage • Creates a consistent policy framework for urban and rural area recognizing diverse geographies, natural areas, heritage resources, communities, economies and land uses. <p>GRIDS – Growth-Related Integrated Development Strategy</p> <ul style="list-style-type: none"> • Encourage compatible mixed-use development for 'live, work and play' • Maintain and create attractive public and private spaces and respect the unique character of existing buildings, neighbourhoods and settlements • Protect rural areas for a viable rural economy, agricultural resources, environmentally sensitive recreation and enjoyment of the rural landscape • Design neighbourhoods to improve access to community life • Maximize the use of existing buildings, infrastructure and vacant or abandoned land <p>Parks and Open Space Official Plan Policies and Zoning By-Law Regulations (2006)</p> <ul style="list-style-type: none"> • Connection of parks and open spaces to livability, tourism, character of the city, source of pride, preservation of natural environments • Policies be revised to protect significant natural features and landforms, and to address the challenges of development on Karst Lands. • Develop a new policy framework for natural heritage focusing on the following subjects: Natural Heritage System Policy; Karst; locally significant wetlands; significant woodlands; buffer guidelines; watershed guidelines; flood plains/Lake Ontario shoreline/hazard lands 	<p>LAND USE Comprehensive Review/Conversion Analysis for Employment Lands (2008)</p> <ul style="list-style-type: none"> • Considers GRIDS mixed use nodes and corridors strategy within integrated planning framework • Recommends Urban Structure Approach and Place-making • Encourages other uses combined with retail sector including employment, service, cultural, recreation and government service destinations <p>Brownfields/ERASE Program (year)</p> <ul style="list-style-type: none"> • Comprehensive set of programs designed to encourage brownfield redevelopment and improve economic opportunities and environmental conditions <p>Residential Intensification Study (2006)</p> <ul style="list-style-type: none"> • Factors influencing demand include Lifestyle/Amenity – cultural and recreational opportunities • City identify appropriate areas (incl. Downtown and the Mountain) and enhance attributes that support intensification. • City could help improve attractiveness of individual districts or neighbourhoods to improve appeal <p>Commercial Land-Use – Commercial Strategy Study (2006)</p> <ul style="list-style-type: none"> • Recommends City adopt an 'Urban Structure Approach' with focus on Nodes & Corridors growth option selected through the GRIDS study. • This approach recognizes the important role the retail sector plays in urban structure and place making and strengthens that role by combining other uses in a multi-sector node. • Becomes not only a retail destination but also an employment, service, cultural, recreation and government service destination

CREATIVE CITY	
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<p>SOCIAL</p> <p>A Social Vision for Hamilton (2002)</p> <ul style="list-style-type: none"> • Priority areas for investing in people and their neighbourhoods <p>CULTURE: PUBLIC ART</p> <p>Public Art Master Plan (2008)</p> <p>Public Art creates</p> <ul style="list-style-type: none"> • A clear sense of community pride and identity; • Reflects Hamilton's cultural heritage, fosters an understanding of the city's unique identity in history and presents the cultural identity of Hamilton to visitors • Improves and enhances the built environment • Enhances tourism and economic development creating an overall sense of place • Creates cultural links through the promotion of opportunities for community development, engagement and partnerships 	<p>ECONOMIC DEVELOPMENT</p> <p>Comprehensive Employment Study (2006)</p> <ul style="list-style-type: none"> • Protection of existing supply of employment lands connected to clusters of innovation <p>SOCIAL</p> <p>Keys to the Home: A Housing Strategy for the City of Hamilton (2004)</p> <ul style="list-style-type: none"> • Following GRIDS process – takes into account and provides a balance between interconnected social, cultural, economic and environmental issues <p>CULTURE: HERITAGE</p> <p>Cultural Heritage Resource Policies – Background Paper (2008)</p> <ul style="list-style-type: none"> • Part of Official Plan - Guides managing, conserving and assessment of cultural, archaeological, built heritage and cultural heritage landscapes within land-use planning context <p>Commercial Heritage Improvement and Restoration Program</p> <ul style="list-style-type: none"> • Matching grants for restoration of commercial heritage properties designated under the Ontario Heritage Act <p>The Hamilton Community Heritage Fund</p> <ul style="list-style-type: none"> • Interest-free loans for the restoration of heritage properties designated under the Ontario Heritage Act

CREATIVE ECONOMY AND CULTURAL INDUSTRIES	
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<p>ECONOMIC DEVELOPMENT Economic Development Review (2007)</p> <ul style="list-style-type: none"> • Downtown Revitalization - adaptive re-use - 1913 heritage theatre turned into apartment units. • James St. North - artists' studios, galleries, and retail outlets catering to the arts and creative community. • Hamilton as a creative place and destination for the creative class • Film & Culture Activity - film industry (100 productions shot in Hamilton in 2007) with direct and induced economic impacts through spending on location shooting, hotels, restaurants, stores and other services <p>Economic Development Strategy – Hamilton's Clusters of Innovation (2005)</p> <ul style="list-style-type: none"> • Cluster-based Development - Clusters are essential to region's prosperity - increase the productivity of companies in the area, drive the pace of innovation and stimulate the formation of new businesses. • Hamilton's economic development strategy focuses on 8 local clusters and a 'Quality of Life' component: • Cultural Industries Cluster: Creative Industries <ol style="list-style-type: none"> i. The key to economic growth lies in the ability to attract the creative class and facilitate creative economic outcomes in the form of new ideas, new high-tech businesses and regional growth. ii. Arts, culture and heritage provide the basis for people's work as well as leisure. iii. The cultural sector is increasingly important to the economic and social development of communities, providing the core of community identity, addressing community issues in innovative ways, representing one's community to others, and contributing to the personal development, self-confidence, and direction of youth, and to those of all ages. iv. The arts, culture and heritage sector is a key cornerstone in developing vibrant, attractive, resilient, competitive, and creative communities. 	<p>ECONOMIC DEVELOPMENT HR Matters – Hamilton Human Resource Strategy Study (2002)</p> <ul style="list-style-type: none"> • Employment growth matches favourably with Hamilton's declared economic development strategy of promoting specific "cluster" industries. • Develop earlier bonds with local employers, particularly in such emerging industry sectors as film, biotechnology, graphic arts, communications and microelectronics • Strengthen support and assistance for new, young entrepreneurs and 'incubator' types of projects <p>Comprehensive Employment Study (2006)</p> <ul style="list-style-type: none"> • Existing supply of employment lands must be protected, and current industrial land and business park areas maintained with the need for additional employment lands. • Protecting employment lands achieves the Province's employment targets and puts the City in a good position to compete for new economic investments <p>Employment Placement Training Subsidy/Career Development Centre</p> <ul style="list-style-type: none"> • Recruitment services for employers

CREATIVE ECONOMY AND CULTURAL INDUSTRIES	
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<p>CREATIVE CULTURAL SECTOR Festival and Special Events Strategy – (2009) Parks, Recreation and Culture Master Plan (2002)</p> <ul style="list-style-type: none"> • Celebrate City’s tremendous natural and historic assets • Focus resources on cultural and eco tourism • Add other community services to culture and recreation buildings • Increase linear linkages between parks and cultural/recreational buildings <p>Reel Choices (2003)</p> <ul style="list-style-type: none"> • Filming policies and guidelines <p>TOURISM Tourism Strategy (2008-2010)</p> <ul style="list-style-type: none"> • Represent the tourism industry’s interests in broader community initiatives, plans and strategies that affect destination development • Actively develop and participate in strategic partnerships...that enhance tourism opportunities and development in Hamilton <p>LAND USE New Employment (Industrial) Area Official Plan Policies & Zoning(2006)</p> <ul style="list-style-type: none"> • Employment Areas defined as ‘Areas designated...for clusters of business and economic activities’. 	<p>CREATIVE CULTURAL SECTOR Hamilton Creative City Initiative – Phase I (2007)</p> <ul style="list-style-type: none"> • Goal of the study was to understand the scale and gaps in the creative sector and its role in the overall Hamilton economy and community. • In-depth look at revenue generation, major expenses, networking methods, use of space in creative enterprises and principle needs to ensure growth and success of the sector in Hamilton <p>Creative City Hamilton’s Culture Labour Force (Centre for Community Study, 2005)</p> <ul style="list-style-type: none"> • Municipality help ensure adequate investment in the infrastructure to attract a culture labour force. • The urban core, with its variety and abundance of interesting spaces and heritage structures provides Hamilton with a huge competitive advantage over its suburban neighbours in the competition for the Creative Class • Downtown Hamilton possesses built characteristics and density conducive to economic cluster of cultural activities and a culture labour force. • Allocate resources and develop cultural clusters as part of the City’s economic development strategies • Build on existing strengths in the culture labour force • Realize the potential of City’s urban spaces that attract creative activity. <p>Hamilton and the Creative Class (Centre for Community Study, 2004)</p> <ul style="list-style-type: none"> • Culture is a major key to economic prosperity • Urban character and diversity should be included in Economic Development Strategy together with four topics cited: education, health care, housing and environment to attract talent (Creative Class) • Creative workers seek authentic environments with a sense of history and diversity in both work and leisure • Policy makers should direct investment into areas of the city that are attractive to the Creative Class as well as tradition policies of infrastructure investment, greenfield development and lowering tax rates.

CREATIVE DISTRICTS/HUBS	
PLANS AND STRATEGIES	PROGRAMS AND INITIATIVES
<p>LAND USE</p> <p>The New Land Use Plan for Downtown Hamilton (amended 2005)</p> <p>Principles</p> <ul style="list-style-type: none"> • Use public realm improvements as the catalyst for revitalization • Strengthen the connection to neighbourhoods, waterfront, escarpment and other surrounding features and attractions • Make downtown living attractive • Build on existing strengths • Pursue a number of carefully designed and executed major projects <p>Relevant Theme Areas</p> <ul style="list-style-type: none"> • Respect design and heritage • Carve out distinct economic role • Create quality residential neighbourhoods • Enhance streets and public spaces <p>Setting Sail: West Harbour Secondary Plan (2005)</p> <ul style="list-style-type: none"> • Focuses on commercial and mixed use corridors – strategic redevelopment and streetscape improvements to strengthen economic vitality, provide additional amenities and beautify the area <p>Hamilton Port Authority Land Use Plan (2002)</p> <ul style="list-style-type: none"> • Celebrate the industrial heritage of the Port • Work to enhance the physical image of the harbour locally and regionally • Vibrant multi-faceted Port that provides public enjoyment and adds value to the culture and character of Hamilton Harbour 	<p>LAND USE</p> <p>Downtown Residential Loan Program (2007)</p> <ul style="list-style-type: none"> • Financial incentive to developers - converting commercial space in commercial buildings in downtown <p>Enterprise Zone Municipal Realty Tax Incentive Grant Program (year)</p> <ul style="list-style-type: none"> • Provides an economic catalyst for developing, redeveloping or renovating residential/commercial lands and buildings located within the Downtown Hamilton Community Improvement Project Area <p>Main Street Housing Loan and Grant Program (year)</p> <ul style="list-style-type: none"> • New housing supply loan/grant program for properties outside of Downtown within BIAs <p>ECONOMIC DEVELOPMENT</p> <p>Building a Creative Catalyst (2009)</p> <ul style="list-style-type: none"> • The Economic Development and Real Estate Division will work in partnership with the Imperial Cotton Centre for the Arts to investigate collaborative opportunities for arts and cultural Industry based projects and sites <p>Business Improvement Area Commercial Property Improvement Grant Program (year)</p> <ul style="list-style-type: none"> • To improve upon aesthetic appearance of commercial properties in consideration of contribution they bring to economic vitality and health of commercial sector • Arts Component – pilot project for properties that front on King William Street provides financial assistance for artfully designed façade improvements or art pieces intended to complement public art installations <p>Small Business Enterprise Centre</p> <ul style="list-style-type: none"> • Provides information and tools to entrepreneurs in starting and/or developing their businesses

CREATIVE DISTRICTS/HUBS	
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	<p>HERITAGE</p> <p>Downtown Hamilton Heritage Property Grant Program</p> <ul style="list-style-type: none"> • Council values heritage properties as important to the urban revitalization and regeneration of Downtown Core • financial assistance to conserve and restore heritage features of properties located within the Downtown Hamilton Community Improvement Project Area • assist in developing and re-using heritage properties