BAYFRONT INDUSTRIAL AREA RENEWAL STRATEGY

Public Open House #1

June 12, 2017
BAYFRONT STUDY AREA

- 1,607 ha. Study Area
- 1.2 billion in annual tax revenue
- Once housed over 50% of the City’s employment
- Today home to over 18,000 jobs
WHY A STRATEGY FOR BAYFRONT?

- Important asset and unique location
- Response to evolving state of manufacturing
- Future of Steel in Hamilton
- Ensure future opportunities on Hamilton’s largest area of employment land
- Perceptions of the area – appearance/productivity

Two Phase Study

Phase 1 – Market Opportunities (Deloitte)

Phase 2 – Strategy and Action Plan
For many years, there has been an interest in reinvestment and redevelopment in the Bayfront, but the economics and growth prospects were not favorable. Now things are evolving:

• A large and competitive business park is coming on stream around the Airport.

• There is interest in advanced industry and Hamilton’s vision for intensification and redevelopment in the downtown and on the waterfront is gaining traction.

• Cost of doing business and congestion elsewhere will make Hamilton’s value proposition stronger over time.

A new vision is required to strategically reposition and encourage new investment in the Bayfront for the next generation.

The next 25 years are forecast to provide tremendous opportunity as employers and investors take advantage of Hamilton’s strategic location and infrastructure to drive business opportunity.
The consensus view is that the Bayfront Area will stay in employment use for the near future.

<table>
<thead>
<tr>
<th>Bayfront Re-development Opportunity</th>
<th>Steel</th>
<th>Automotive</th>
<th>Agency</th>
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<td>Residential development opportunity</td>
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<td>Industrial development opportunity</td>
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<td>Office development opportunity</td>
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<td>Waterfront Retail development opportunity</td>
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<td>Provincial Employment Land Aspirations</td>
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<td>Investment Appetite</td>
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<td>Future of Steel Industry</td>
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<td>Perception of level of contamination</td>
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<td>Development Risk</td>
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<td>Need for a catalyst to kick start re-development</td>
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STRATEGIC DIRECTIONS
PHASE 1 FINDINGS

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 should be to **maintain the strength of existing clusters** while **growing and expanding** into new sectors.

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<tbody>
<tr>
<td>1</td>
<td>Establish a vision for the Bayfront</td>
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<td>2</td>
<td>Ensure AEGD and other greenfield supply comes to market soon</td>
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<td>3</td>
<td>Encourage more efficient use of existing land and building supply</td>
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<td>4</td>
<td>Consider targeted site acquisition to acquire an element of control</td>
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<td>5</td>
<td>Establish a program to bring sites to market</td>
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<td>6</td>
<td>Explore program management options</td>
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PHASE 2: STUDY PROCESS

We Are Here

STAGE 1: PROJECT LAUNCH
- BACKGROUND REVIEW + SITE TOUR
  - OCT - DEC 2016

STAGE 2: BASELINE ASSESSMENT OF EXISTING CONDITIONS
- EXISTING CONDITIONS ANALYSIS, BASELINE ASSESSMENT, ISSUES OPPORTUNITIES AND CONSTRAINTS
  - DEC 2016 - JULY 2017

STAGE 3: TEST SCENARIOS FOR THE BAYFRONT AND DEVELOP VISION
- VISIONING AND EVALUATION OF DEVELOPMENT SCENARIOS
  - JULY 2017 - JAN 2018

STAGE 4: PREPARE BAYFRONT STRATEGY AND ACTION PLAN
- DRAFT AND FINAL STRATEGY AND URBAN DESIGN GUIDELINES
  - JAN - OCT 2018

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HAMILTON BAYFRONT INDUSTRIAL AREA RENEWAL / June 12, 2017
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, brownfield 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** for strengthening the area
A BROAD SWEEP...

PHASE 2
ISSUES & OPPORTUNITIES

- Land Use
- Brownfields
- Urban Design
- Cultural Heritage
- Infrastructure & Transportation
KEY LESSONS LEARNED

1. **HEAL THE LANDSCAPE**...rejuvenate soils, naturalize shorelines, introduce green spaces, etc.

2. **LEVERAGE CATALYST INVESTMENTS**...they are probably not going to be industrial

3. **PROMOTE EMPLOYMENT OPPORTUNITIES** by protecting the broader employment function of the area....diversification of employment types is ok

4. **BUILD GREAT PUBLIC PLACES** through place-making which serve residents and employees

5. **LEVERAGE INFRASTRUCTURE PROJECTS** to improve competitiveness and connectivity
PLANNING CONTEXT
HAMILTON’S HAPPENING!

- Hamilton GO Centre
- West Harbour
- LRT Corridor
- The Bayfront
- Downtown Revitalization
- John C. Munro Hamilton International Airport
- Lincoln M. Alexander Pkway
- Red Hill Valley Pkway
• Almost 70% of the Study Area is industrial...and a large portion is actively used for heavy industrial purposes.
• The Port Authority’s lands are almost fully leased – there may be an opportunity to expand Port activities in the Bayfront
There are a few small pockets of vacant land - future development will mostly be in the form of redevelopment / intensification.
There is a significant opportunity to “green” the area...this is a major opportunity for improving the Bayfront and addressing potential impacts of climate change.
Opportunities to guide the aesthetics and site plan of buildings when they come to be redeveloped to create a more vibrant area. There are also opportunities to create a finer grid of street network, this would allow streetscaping to extend into parcels as they become available for redevelopment. Green infrastructure could be implemented as new streets are created and old streets are redeveloped.
STATE OF TRANSPORTATION NETWORK

- No major capacity issues within the transportation network
- A number of road improvements are planned for the area
- Very strong goods movement network (port, rail, highway)
- Limited access to transit (HSR routes service the area)
- Limited active transportation connections
- Road safety is an ongoing challenge
STATE OF INFRASTRUCTURE NETWORK

- Fully serviced industrial area
- A number of improvements and upgrades are planned for sanitary, water and storm networks
- Combined sewers in most of the area
- A number of private services/utilities on some of the larger sites
- Water/sanitary capacity to be assessed in Stage 3 (with scenarios)
- Opportunity to link infrastructure improvements with public realm improvements
- Opportunity to use passive Stormwater systems to support public realm/street trees
- Harbour flood levels (with wave uprush/climate change impacts) should be reviewed
BROWNFIELDS

Underutilized lands with redevelopment potential.
REVITALIZE THE LANDS

- Most of the lands in the Bayfront have a high degree of complexity due to historic land uses
- City’s ERASE incentive program needs to be updated and modernized to attract new investment
REVITALIZE THE LANDS

Menomonee Valley, Milwaukee, Wisconsin

- Known as the ‘Machine Shop of the World’
- Redeveloped beginning in the 90’s
- Plan focused on investing in employment land, improved connections and improvements to natural environment.
REVITALIZE THE LANDS

Navy Yards, Philadelphia, Pennsylvania

- One of USA’s largest naval shipyards.
- Shipbuilding ceased in 90’s
- Master Plan for 600ha of redevelopment
- Focus on campus development for employment lands.
- Placemaking key in Master Plan
REVITALIZE THE LANDS

- Partnership between City of Hamilton and McMaster University
- Transformation of former brownfields into a premier research park at LEED silver or higher.
CULTURAL HERITAGE

Embrace our Past

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INCORPORATING HERITAGE STRUCTURES

Incorporation and/or homage to industrial infrastructure for example the steel stacks as a backdrop and mimicking steel truss as gateway.

Bethlehem, Pennsylvania

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Interpretive and wayfinding signage to show those moving through the space where to go and what they are experiencing from a cultural, historical, industrial or natural perspective.

Evergreen Brickworks, Toronto
URBAN DESIGN ISSUES & OPPORTUNITIES
The case for placemaking in the Bayfront
Gateways are visible entry points into an area. Bayfront’s are stark, and naked from both a pedestrian and automotive user perspective.
ART + ARCHITECTURE

Public art, architectural and signage as gateway features
STRIKING FEATURES

Signage, lighting, water features, public art to highlight Hamilton’s Industrial History
PUBLIC SPACES

Windermere East Park
PUBLIC ART

Evergreen Brickworks, Toronto, Ontario
INFORMATIONAL SIGNAGE

New South Wales, Australia
STREETSCAPES

Sherman Avenue North + Burlington Street East

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Small ways to improve public realm include furnishings and lighting.
Street Trees + Urban Forest

Ensuring trees reach maturity and are in good health will create better environmental conditions for year round use of the street.

Integration of better measures of climate change resiliency in new road construction.
ACTIVE TRANSPORTATION

Hamilton LRT, Hamilton, ON

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COMPLETE STREETS

Hamilton AEGD, Hamilton, ON

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UNDERPASS SPACES

The Underline, Miami

The Wabash Lights, Chicago
TRANSITIONAL ZONES

Hillyard Street North of Burlington Street East

Hillyard Street South of Burlington Street East

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Landscape screening and berming if needed between industry adjacent to existing residential clusters.
WATERFRONT VIEWS

Panorama looking west across Windermere Basin

Panorama looking north to water from Hillyard Street
Escarpment views south down Kenilworth Avenue North across Burlington Street East

View South to Escarpment
HIGHLIGHTING EXISTING VIEWS

Richmond Hill, Ontario
NEXT STEPS

• **Engagement** throughout the project, including:
  – Focus Group meetings
  – Public Information Centres
  – Meetings with stakeholders
  – Speaker series
  – Other engagement

• **Immediate Next Steps**
  – Review feedback
  – Begin Phase 3 work on vision/scenarios
  – Planning for next round of engagement in late Fall/Winter
THANK YOU

• Thank you for attending this evening’s event
• Visit us on the web at: www.hamilton.ca/bayfrontstrategy

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