WELCOME!

BAYFRONT INDUSTRIAL AREA
RENEWAL STRATEGY

Public Open House #2

June 14, 2018
AGENDA FOR TODAY

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

HAMILTON BAYFRONT INDUSTRIAL AREA RENEWAL STRATEGY
DILLON CONSULTING LIMITED | RCI CONSULTING | ASI

June 14, 2018
ABOUT THE BAYFRONT INDUSTRIAL AREA

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 BAYFRONT INDUSTRIAL AREA RENEWAL STRATEGY

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June 14, 2018
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.

### Purpose and Process

**PHASE 1**

**Market Opportunities**

*Completed in 2015 by Deloitte.*

**Strategic Directions:**
- Establish Vision
- Ensure Supply
- Efficient Use of the Space
- Targeted Acquisition
- Bring Sites to Market
- Program Options

**PHASE 2**

**Strategy & Action Plan**

**WE ARE HERE**

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<td>PROJECT LAUNCH</td>
<td>BASELINE ASSESSMENT OF EXISTING CONDITIONS</td>
<td>TEST SCENARIOS FOR THE BAYFRONT AND DEVELOP VISION</td>
<td>PREPARE BAYFRONT STRATEGY AND ACTION PLAN</td>
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<tr>
<td>BACKGROUND REVIEW + SITE TOUR</td>
<td>EXISTING CONDITIONS ANALYSIS, BASELINE ASSESSMENT, ISSUES OPPORTUNITIES AND CONSTRAINTS</td>
<td>VISIONING AND EVALUATION OF DEVELOPMENT SCENARIOS</td>
<td>DRAFT AND FINAL STRATEGY AND URBAN DESIGN GUIDELINES</td>
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**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.
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
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

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

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.
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.
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 to intensify port-related uses**
- **Potential Opportunity for higher-profile gateway redevelopment, leveraging access and visibility to QEW**
- **Potential Multiple opportunities for mixed industrial infilling along Burlington Avenue**
- **Potential Multiple opportunities to transition edge conditions from vacant/underutilized uses to a range of more compatible employment-based uses**
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.
NEXT STEPS

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
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