



CITY OF HAMILTON
PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT
Tourism and Culture Division

TO:	Mayor and Members General Issues Committee
COMMITTEE DATE:	May 17, 2023
SUBJECT/REPORT NO:	Pier 8 Animation Q4 2023 (PED23116) (Ward 2)
WARD(S) AFFECTED:	Ward 2
PREPARED BY:	Peter Fortune (905) 546-2424 Ext. 6281
SUBMITTED BY:	Carrie Brooks-Joiner Director, Tourism and Culture Planning and Economic Development Department
SIGNATURE:	

RECOMMENDATION

- (a) That up to \$125,000, to be funded from the Economic Development Initiatives Capital Project 3621708900, be approved, to support special public programming and animation of Pier 8 during the month of November 2023;
- (b) That the General Manager of Planning and Economic Development be authorized to enter into the necessary agreements to execute the special programming and animation, including securing a temporary art installation.

EXECUTIVE SUMMARY

As part of the City of Hamilton’s ongoing expansion of parks and public spaces at Pier 8 and the West Harbour, staff have been developing ways to animate the public spaces and to attract visitors. At the April 14, 2023 West Harbour Development Sub-Committee meeting, staff presented Report PED23078, highlighting various programs and activities that will be undertaken as part of an Interim Conditions and Transition Plan during the construction period. The intent of the plan is to expand Pier 8 programming beyond the summer and winter public experiences already offered by the City and Pier 8 stakeholders such as the Hamilton Waterfront Trust and Parks Canada.

One of the central components of the plan is an early winter, month-long program in November 2023 centred on the new Copps Pier. A centrepiece of the program is the installation of a temporary light and sound art installation called “Sonic Runway” at Pier

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OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

8, as well as music and cultural performances. The art installation will be free to experience for approximately 26 days and will be supplemented with creative programming and enhanced visitor services. The total budget for the month-long event is \$250,000, of which \$125,000 has already been identified from West Harbour capital funds (4412306105) in the 2023 Capital Budget. This report seeks approval for an additional \$125,000 from the Economic Development Initiatives Capital Project 3621708900.

Alternatives for Consideration – See Page 5

FINANCIAL – STAFFING – LEGAL IMPLICATIONS

Financial: The total budget for the month-long event is \$250,000, of which \$125,000 has already been identified from West Harbour Capital Funds (4412306105) in the 2023 Capital Budget. This report seeks approval for an additional \$125,000 from the Economic Development Initiatives Capital Project 3621708900.

Staffing: No additional staff is required. This project will be implemented within the existing workplans of staff from the Placemaking and Public Art Section of Tourism and Culture Division, PED.

Legal: Legal Services have been engaged for review of contracts for the temporary art installation.

Legal staff will review any required contracts prior to execution.

HISTORICAL BACKGROUND

Pier 8 is comprised of public use and private development areas. The City of Hamilton, as well as other stakeholders like the Hamilton Waterfront Trust and Parks Canada, have been actively encouraging public use of Pier 8 through programming enhancements and access to recreation and hospitality amenities. The public use areas consist of the former Canada Marine Discovery Centre Site (“Discovery Centre”), open space rink area, Williams Café and Copps Pier Park.

Given the various stages of development within the West Harbour and the strong inter-relationship between public and private use areas, a number of strategies are required to facilitate the transition of these lands from capital projects to their planned built-out ‘end-state’. The objective of these strategies is to attract people to the waterfront for use and enjoyment of the City’s significant investment to date, notwithstanding that some of the areas are or will be under construction for a period of time. One strategy implemented at the Waterfront, specifically Copps Pier Park, is to animate the space through public programming.

Copps Pier Park, a 15,000m² park along the water's edge of Hamilton's West Harbour, was opened in the summer of 2022. To encourage public use of the new space, and to initiate its desirability as a destination, public programming was created in collaboration with community partners to activate the public space at Pier 8 during the summers of 2021 and 2022. Summer programming will continue in July and August 2023.

POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS

Not applicable.

RELEVANT CONSULTATION

The following staff areas within the City were consulted:

- West Harbour, Municipal Land Development Office, Planning & Economic Development Department
- Construction Engineering Services, Public Works Department
- Legal and Risk Management Services, Corporate Services Department
- Parks and Cemeteries, Environmental Services Division, Public Works Department
- Legal Services, Corporate Services Department
- Corporate Security Systems, Public Works Department

ANALYSIS AND RATIONALE FOR RECOMMENDATION

Expansion of Pier 8 programming beyond the summer and winter public experiences already offered by the City and existing Pier 8 stakeholders such as the Hamilton Waterfront Trust and Parks Canada help attract people to the waterfront and provide an enhanced experience.

The temporary addition of the light and sound art installation "Sonic Runway" is a further expansion of public programming to demonstrate that Copps Pier Park is a public feature that can be experienced at any time of year. November 2023 has been identified for this temporary art installation for the following reasons:

- November is a tourism shoulder season with fewer public experiences available;
- Shorter days and longer evenings caused by Daylight Savings Time (November 5, 2023) will allow visitors to experience the light-based artwork in the evening (from approximately 5:00-10:00pm);
- The timing will leverage the visitors already attracted to Hamilton for the 2023 Grey Cup Festival taking place November 14-19, 2023;

- There is potential to create programming in alignment with community events like Diwali (November 12), and Hamilton Day (November 4); and,
- Logistics (renting heaters, etc) compared to an outdoor event later in the winter.

The overall \$250,000 project is proposed to be funded equally from West Harbour capital funds (4412306105) and the Economic Development Initiatives Capital Project 3621708900. The project includes installation of the public art piece “Sonic Runway” at Cops Pier Park including rental, transport and installation of the temporary artwork as well as 24 hour on-site security while the art installation is on City property and logistics to ensure public safety. The funding will also be used to deliver creative programming to complement the art installation such as feature performances by local musicians and DJs as “Sonic Runway” can be programmed to visually react to live music. Staff will work with community partners to deliver activities that appeal to a variety of residents and visitors as well as offer paid opportunities to the local artists. Enhanced visitor services that will make the public experience more comfortable will be provided including the opening of Discovery Centre (to access washrooms and an indoor space to warm up as required) and on-site signage.

This project offers the following benefits to the community:

- The public art installation and programming would be an accessible, free event for all ages of the public to attend, drawing users from both within the City and outside of it
- The installation will be visible from both the Skyway Bridge and the McQuesten High Level Bridge at night and be a beacon highlighting the transformation occurring along Hamilton’s waterfront. The attraction of residents and out of town visitors by “Sonic Runway” and programming will encourage the waterfront to be a vibrant and active public space, as called for in the 2010 Hamilton West Harbour Waterfront Recreation Masterplan, the 2012 Setting Sail: Secondary Plan for West Harbour and the 2016 Public Art Masterplan
- The timing of “Sonic Runway” leverages the visitors already in Hamilton for the 2023 Grey Cup and will provide a new attraction to encourage exploration of the City’s north end and a longer stay. Pier 8 will act as a bookend the street festival which will be occurring on James St. N as part of the Grey Cup festivities and stretch the activation zone and experience from downtown to the waterfront.
- Shops, stores and restaurants along North James would benefit from increased foot traffic in November. Businesses located along the waterfront and at Pier 8 itself would also see an uptick in users.

- Establish the character of the waterfront as a location for the creative economy and artistic experimentation.

Animating the waterfront with public programming in Q4 2023 will further develop the identify of Hamilton's waterfront as a desirable multi season destination for residents and visitors and by doing so, offers the opportunity for economic benefit in the local community and enjoyment of the area.

ALTERNATIVES FOR CONSIDERATION

In the event that Council does not authorize the expenditure, the public art installation would not be presented at Copps Pier Park along Pier 8 and related costs eliminated. Animation of public spaces on Pier 8 would be scaled down within the confirmed funds from the West Harbour Capital Fund (Project ID 4411806107).

ALIGNMENT TO THE 2016 – 2025 STRATEGIC PLAN

Community Engagement and Participation

Hamilton has an open, transparent and accessible approach to City government that engages with and empowers all citizens to be involved in their community

Economic Prosperity and Growth

Hamilton has a prosperous and diverse local economy where people have opportunities to grow and develop.

Healthy and Safe Communities

Hamilton is a safe and supportive City where people are active, healthy, and have a high quality of life.

Clean and Green

Hamilton is environmentally sustainable with a healthy balance of natural and urban spaces.

Built Environment and Infrastructure

Hamilton is supported by state-of-the-art infrastructure, transportation options, buildings and public spaces that create a dynamic City.

Culture and Diversity

Hamilton is a thriving, vibrant place for arts, culture, and heritage where diversity and inclusivity are embraced and celebrated.

Our People and Performance

Hamiltonians have a high level of trust and confidence in their City government.

APPENDICES AND SCHEDULES ATTACHED

Appendix "A" to Report PED23116 – Map of Pier 8