

# FROM HAMILTON TO THE WORLD

April 04, 2018

*Pier 8.*

## PIER 8 USER STORIES

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GULFDREAM (PIER 8) LIMITED PARTNERSHIP

**dream** 

 **GREAT GULF**

# A BRIGHT FUTURE

INTRODUCTION

*Pier 8.*

This is the place Hamilton has been waiting for. To make sure Pier 8 serves as a dynamic, cultural hub, we need to serve the diverse group of people who live, work, learn and play in the community. Our public spaces and services must meet a wide range of needs and inspire innovation at every opportunity. As an introduction to the many different people who will interact within the development, the following profiles encourage the reader to find a part of themselves in their stories and get a sense of the rich cross-section of people who will share this space. Meet the people who are bringing new life to the waterfront, and introducing Hamilton to the world.

# EMILY

Family  
First

*Pier 8.*

27 YEARS OLD / YOUNG FAMILY /  
ENJOYS THE WATERFRONT



# 01. EMILY'S STORY

Emily and her husband grew up in Hamilton and are excited to raise a family in their home town. Living in a house downtown with limited yard space, the Bayfront area serves as a second backyard. On a nice sunny day, Emily and her family love to walk the waterfront area and utilize the parks and paths. It is really nice for them to have an area that feels safe for the kids to exercise freedom away from the roads. This year, Emily's daughter would like to ride a bike for the first time and the paved path at the waterfront seems like the perfect place to do it.

In the transformation of Pier 8, Emily would love to see casual, family friendly restaurants and bars, and perhaps a live music venue. Another splash pad/park, and more walking paths would be greatly appreciated by her family.

The future Greenway and Promenade Park offer Emily and her family the perfect stomping grounds to exercise and explore in a safe outdoor environment while visiting the waterfront. A seating area to enjoy an ice cream cone on a summer day. Emily loves the idea that a waterfront visit offers activities for everyone. She plans to purchase a family membership pass at the new Art Gallery of Hamilton but is also happy to hear that she can spend some alone time with her husband checking out the latest art exhibit while her two children take a swimming lesson at the nearby community recreational centre.



Pier 8 Greenway



# PAUL

Local  
Restaurant Owner

*Pier 8.*

35 YEARS OLD / ENJOYS NIGHTLIFE

## 02. PAUL'S STORY

Paul's parents immigrated to Hamilton from Italy in the 1970s and opened their Italian family restaurant in West Hamilton, which has had its doors open since 1978. Now 35, Paul manages the family business and has opened a second location due to the popularity of their cuisine. Their restaurant has always been more than just an eatery. Now a Hamilton staple, it is a place for families to meet, lovers to share a romantic meal, and memories to be made.

Paul has always enjoyed going for runs along the West Harbour trail and often takes his dog for walks at Bayfront Park. As a homeowner and landlord of several investment properties, Paul is excited about the opportunity to both live and invest in Hamilton's waterfront. Likewise, with the addition of GulfDream's Restaurant Row, Paul is thrilled to see new opportunities in Hamilton's local food scene both as a consumer and as a potential opportunity for his family business to continue growing.

Paul would be excited to see Pier 8 connected with Hamilton's nightlife as a more mature alternative to Hess Village or Augusta Street venues. Pier 8 also offers Paul further opportunities for his local family business. Event spaces like the Art Gallery of Hamilton, Maker Space and Learning Hub will provide for catering opportunities to local restaurateurs to support programming experiences and special events to members and guests.



Pier 8 Block 7



# NORA

Social  
Worker

*Pier 8.*

62 YEARS OLD / WANTS TO SEE PUBLIC  
AMENITIES FOR ALL

## 03. NORA'S STORY

Immigrating to Hamilton from Honduras over 30 years ago, Nora planted her roots in the Kirkendall-North neighbourhood where she still lives to this day. Nora's oldest son recently had a baby and their family is now renting a house in the North End and are in love with the area. They plan to continue the tradition with their children of visiting the Bayfront Park for the Canada Day fireworks or to the notorious tugboat playground for a game of tag.

Nora has deep roots in the North End community with a career in social work helping new immigrants and refugees with access to healthcare and other social services. While she primarily drives to work, Nora and her colleagues frequently enjoy walking down to the Williams Fresh Café at the Pier during their lunch break to stretch their legs and enjoy a convenient meal on the water. She is pleased to find out that Pier 8 will host engaging year-round, outdoor programs such as Winterfest, a Christmas Market and winter station activations that her and her colleagues can enjoy together.

It's important to Nora that the transformation of Pier 8 and the surrounding neighbourhood is inclusive to the diverse needs of the local community. It is very important to her that old residents of the North End and people with low socio-economic status are not pushed out of their homes. She would like to see public amenities such as a recreation centre, school, or daycare offered on site. For her own leisure, Nora would spend even more time down at the waterfront with the addition of new restaurants, cultural amenities such as galleries or theatres, and venues for special events.



Pier 8 Promenade Park & Block 2 in Winter





# RICHARD

College  
Student

*Pier 8.*

22 YEARS OLD / RENTS DOWNTOWN

## 04. RICHARD'S STORY

Richard is a 22 year old student at Mohawk College, currently completing his degree to become an electrical engineer technician. He currently rents in a house close to school in Hamilton and his hometown of Aurora has become an unaffordable home ownership option. Pier 8 provides Richard a future opportunity to be able to afford a home to call his own, better yet along the City's waterfront in proximity to transit! By local transit, Richard is able to easily get to school, Hamilton's waterfront, downtown Hamilton and even home to Aurora to visit his family from Hamilton GO or West Harbour GO stations.

Richard and his classmates regularly spend most of their days indoors so it's natural that they jump on any chance they can to get outside of the classroom. Their favourite place to visit is Hamilton's waterfront for its views, open spaces and access to nature. If made available to him, Richard would appreciate a workshop maker space on Hamilton's waterfront where he could further learn and apply his trade skills with the local community. Richard is also happy about GulfDream's proposed waterfront programs that he could enjoy year-round in his very own backyard such as the new Promenade Park, local art gallery and outdoor gear available at the nearby Outfitter's Space. The attraction of a workshop, destination amenities in the immediate area, and his own new living unit, would entice Richard to spend the majority of his time on the Pier 8 waterfront in the future.



Pier 8 Block 16



# DONNA

Artist &  
Professor

*Pier 8.*

52 YEARS OLD / WORRIED ABOUT ERADICATION  
OF PIER 8'S NATURAL FEATURES

## 05. DONNA'S STORY

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Donna Akrey, 52, has lived in Hamilton for six years. Though she lived in a few other cities before settling in Hamilton, she wanted to be back in Ontario and a place where she could get more involved with her city to feel part of a community. Hamilton was just the right place. Donna is an artist who has held exhibitions in Hamilton's galleries, art walks and talks, workshops, 2016 Supercrawl and more. She has been successfully granted artist residencies across Canada and several awards including the Hamilton Arts Award for established visual artist in 2017. Donna lives in Hamilton's East End in Landsdale with her partner. She is a frequent visitor of the waterfront and feels it complements the City well.

Donna enjoys walking and biking along the Harbour's waterfront trail in all four seasons. She often stops at the Williams Café and skating rink on Pier 8 for a break on her route to Cootes Paradise. Donna particularly loves to visit the waterfront for its unique programs: the choreographed Dusk Dances in Bayfront Park, rides on the Hamiltonian Tour Boat, to tour the HMCS Haida ship, and the annual Hamilton Winterfest. Donna appreciates that the waterfront and parks are open to everyone and often shares the welcoming space with new immigrant families sauntering and picnicking in the parks, instilling a feeling and understanding of a true sense of community. She is happy to hear that GulfDream will be retaining and providing programs that will integrate into existing events at Pier 8.

Donna is excited about a revitalization to Hamilton's West Harbour but is worried about the eradication of the waterfront's natural elements throughout the development. She knows that development has to happen in a thoughtful way with the community in mind rather than bringing something new into the community without proper integration strategies. Donna knows that each community and individual can learn from each other rather than acting in silos and looks forward to GulfDream's public engagement plan for the development, should they be the winning proponent.

As an artist, Donna values a dedicated creative arts space such as the Maker Space for access to tools to apply her skills which are normally not available for her use such as woodcutting, welding or firing something in a kiln. In Hamilton, individual studio space is difficult to obtain.

Accessibility and affordable housing to Pier 8 and its amenities are very important to Donna and the local community she shares a connection with. As an artist, Donna adopts an inclusive approach to her art practice in wanting to work with a diverse range of people and groups, particularly socially isolated groups such as seniors, and youth. She recognizes this multi-use space would connect different programs and people in our City. A part-time Professor at McMaster University and Brock University, Donna firmly believes in collaboration when teaching and would love to introduce her students' curriculums into the Maker Space. She envisions teaming up her students with youth who face barriers from across our City to create a reciprocal learning environment. GulfDream's proposed Maker Space and Learning Hub would offer Donna and others cross-industry opportunities by merging topics such as the arts and sciences. Donna believes Hamilton can become a cutting-edge City, which is both socially and artistically responsible, with more creative inclusive space for the entire community.

# THEODORE

Long-Time  
RHYC Member

*Pier 8.*

60 YEARS OLD / EMPTY NESTER



## 06. THEODORE'S STORY

At 60 years old, Theodore is a recently new empty-nester. His four kids have moved out of the family house over the past few years and Theodore and his wife are ready to downsize. Theodore and his wife have been dedicated members of the Royal Hamilton Yacht Club (RHYC) for three decades and are proud to be part of its history and traditions. While Theodore once enjoyed racing and competitive sailing, he now enjoys Hamilton's waterfront sailing in the summer, skating the outdoor rink in the winter and attending the Rockin' the Waterfront Cruise Night on Wednesday evenings at Pier 4 Park.

Theodore and his wife love the fact that the RHYC is a year-round facility. His family has taken advantage of their private membership in the form of club dinners to summer waterfront experiences to private family gatherings. Theodore remembers taking his kids on walks along the Hamilton Waterfront Trail as well as the Bayfront and Pier 4 Parks. Theodore looks forward to the new Pier 8 development and the extension it will bring to these public open spaces for year-round recreation such as a community recreational centre, institutional spaces, and a restaurant row. He and his wife are happy to see the Hamilton Waterfront Centre being maintained in the community as a multi-purpose destination cultural space.

The Pier 8 development and amenity spaces would be a perfect opportunity for Theodore and his wife to downsize in a familiar area after raising a family in a large home.



# OMAR

Immigrant

*Pier 8.*

38 YEARS OLD / DRIVES SON EVERYWHERE



## 07. | OMAR'S STORY

Omar is a 38 year old single parent who immigrated to Hamilton from the Philippines with his son Dexter in 2013. They live on the periphery of the city's west-end in a small basement apartment in poor living conditions. Omar has made a concerted effort to keep Dexter away from this environment by engaging him in sport. Dexter has become an active young boy heavily involved in local sports, many of which are in the city centre. Omar uses public transit to get Dexter to and from his soccer and basketball games, presenting an extreme challenge for him based on his work schedule. Omar would like Dexter to develop and grow up in a more community-oriented environment but he can't afford a suitable place to do so. The affordable housing initiative within Hamilton's new Pier 8 development fills this void.

Omar sees Pier 8 as an opportunity to raise Dexter in an affordable community near his friends while reducing the commute for his family. The proposed Promenade Park and Greenway creates a backyard for Dexter to play safely, something he lacks now and may be out of reach for Omar in the immediate future. Omar would love to see a community recreation centre, such as a YMCA, incorporated into the Pier 8 development for his son's athletic pursuits and as a means to a social network. In terms of the arts, Omar will be proud to offer Dexter a spot in the Links For Youth program at Pier 8's Maker Space. The program delivers arts programming to newcomers and new Canadian youth over the summer, after school and on PA Days and will provide Dexter with the opportunity to express himself in his new city and home.



YMCA of Greater Toronto Area



Centre[3] Community Arts Program





# SANDRA

Tourist

*Pier 8.*

50 YEARS OLD / ENJOYS NEW EXPERIENCES

## 08. SANDRA'S STORY

Sandra is a 50 year old from Dublin, Ireland looking to plan a trip in the next couple of years to reconnect with former university friends from McMaster University. Her friends have been incredibly excited and vocal about the revitalization of Hamilton and how it has tastefully evolved since they were last living together as university students – the City now boasts a strong arts scene and offers an exciting array of quality restaurants and bars that mirror that of a major urban city. However, what truly brings Sandra back to the City, outside of visiting her friends and former university, is the vast urban outdoor playground planned for Pier 8 development that many of her friends are so excited about residing within. The prospects of the new Promenade Park, Greenway, and Restaurant Row, and the existing skating rink and waterfront trail offer a multitude of activities in an urban environment geared towards groups.

Particularly, the proposed development offers spaces and activities which were not present during Sandra's time at school. The new local Maker Space offers an inclusive program for adults, Direct Message, to engage with marginalized seniors and youth through storytelling and spoken word in sharing their memories and stories of Hamilton and their past experiences. Whether walking the beautiful Gateway Park during a warm summer day, having a dinner and drinks on Restaurant Row during an enchanting sunset or participating in an evening Direct Message workshop, Pier 8 has all the desired destinations for the tourist and repeat visitor.





# GRAHAM

Contractor

*Pier 8.*

28 YEARS OLD / TICATS FAN /  
HOME RENOVATION SPECIALIST

## 09. GRAHAM'S STORY

Born and raised in Hamilton, Graham grew up living an active lifestyle roller blading, biking, and fishing along the Bayfront path. Fast forward to 28, Graham now owns his own local home renovation business and specializes in home improvements in the Hamilton area. Graham is a home owner with a few investment properties. He is intrigued by the newly proposed leading mixed-use, wood-frame community in North America and, as a contractor, appreciates the quality and diversity of design in the proposed Pier 8 development. Graham knows he can invest in a development by Great Gulf and Dream with proven track records who take pride in their work just like him. This is an investment opportunity not only for him, but for Hamilton to become a world leader in sustainable design, technology, and innovation.

Similar to his childhood, Graham continues to enjoy an active lifestyle. A move to the new Pier 8 waterfront community would provide Graham with a local community recreational centre to work out in and play pick-up sports. The waterfront trail and connected Greenway would provide him with a scenic public space to continue his outdoor hobbies and offers the perfect route for a routine morning jog before heading into a day of renovating. Every year, Graham attends most major festivals and events down at Pier 4 such as beerfest, ribfest, and Canada Day fireworks. Graham would happily add local restaurants, bars, new festivals and programming at the Pier 8 community to his hit list of top Hamilton activities to experience.



Hamilton SoBi Bike Share



Great Gulf Brockport Facility



# MARTHA

Precariously  
Employed

*Pier 8.*

35 YEARS OLD / SUFFERS FROM MENTAL ILLNESS /  
NEEDS AFFORDABLE HOUSING

## 10. | MARTHA'S STORY

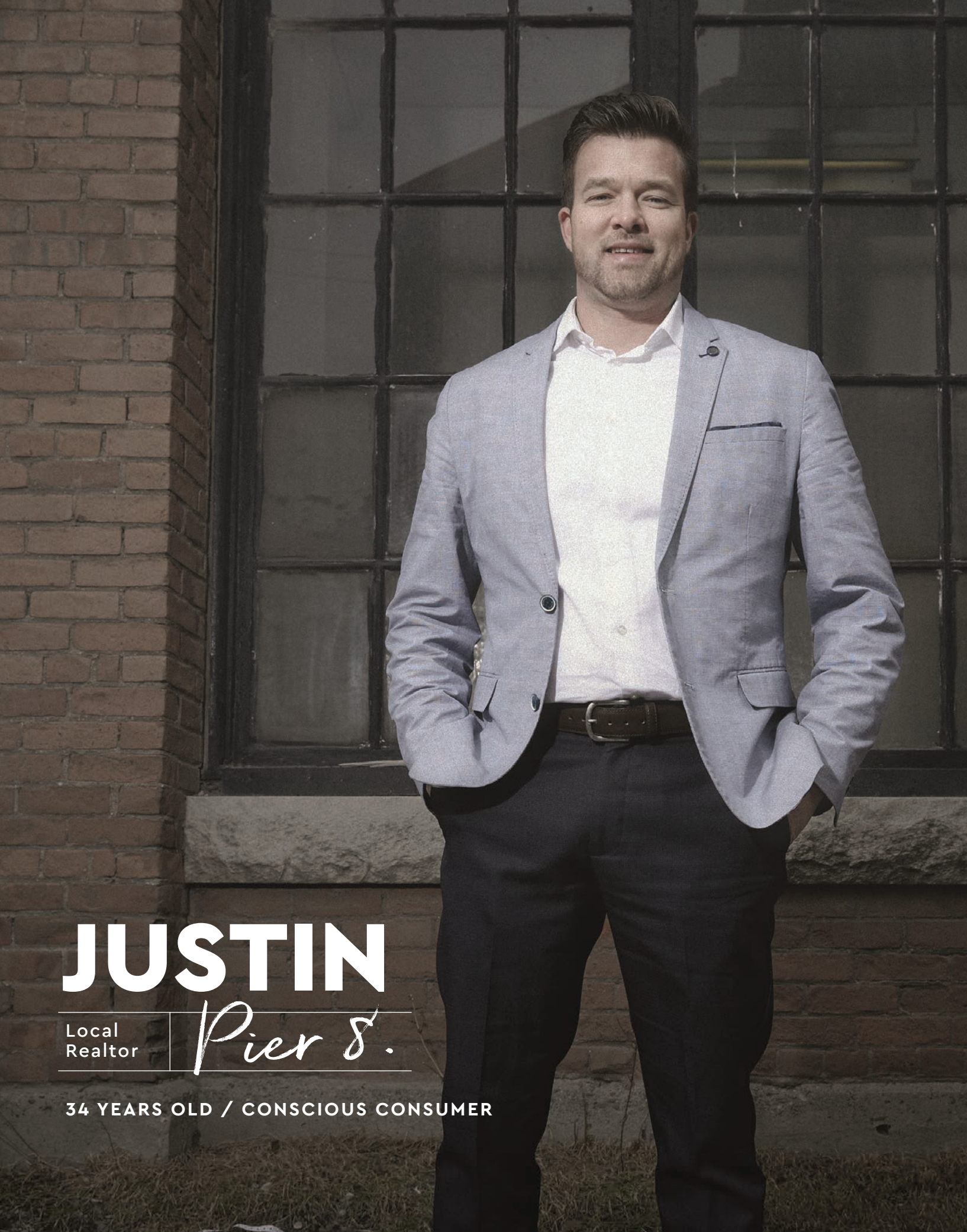
Martha is a 35 year old college graduate who resides in a rooming house in the downtown core in close proximity to Pier 8. Her neighbourhood is indicated on the City's Code Red map as highest concentration of people living under the poverty line with an expected shorter life expectancy. After graduation, Martha found work in her field, but an undiagnosed mental disorder quickly impacted her ability to hold her position. This chronic illness has led to precarious employment over the years and has made her housing situation a source of great anxiety. After many years of moving back and forth between houses, she has finally found stability. Martha relies on government assistance to pay for housing and other necessities, which barely gets her by. As the city revitalizes and her neighbourhood quickly gentrifies, Martha is worried that her house will one day become a target for developers to produce condominium or expensive rental housing.

Martha is enthusiastic that the City has mandated affordable housing at Pier 8, providing her with the comfort that the City is ensuring that no one is left behind, through the delivery of an additional supply of affordable housing. Martha no longer feels marginalized by the quality of her housing as she will finally be given the opportunity to live in her own residential unit with full access to the amenities and quality of buildings finishes she would not otherwise be able to afford. Through this, Martha is confident Hamilton's waterfront and downtown will remain viable living options for all income levels.

People like Martha will not only survive within the community, but will thrive. She is looking forward to joining *Sitelines* at Maker Space, a program in collaboration with the Mental Health Rights Coalition working to decrease accessibility barriers to arts programming. The program will provide Martha with access to art-based learning opportunities and cultural experiences with others who have experienced mental illness and addiction. She is thrilled to hear that this program is accessible to her and is being offered to the Pier 8 community for free.



Pier 8 Street View Between Blocks 2 & 3



# JUSTIN

Local  
Realtor

*Pier 8.*

34 YEARS OLD / CONSCIOUS CONSUMER

## 11. JUSTIN'S STORY

Justin was born and raised in Hamilton and lives in the North end neighbourhood near Pier 8. Justin is 34, married with two young children, and spends a considerable amount of time with his family at West Harbour to walk around and enjoy the scenery. By day, Justin is a local realtor with a keen sense for the Hamilton real estate market and development potential. Recently, he has noticed a growing interest in North end properties. Justin strongly values the natural aesthetics of the waterfront and would like to see the ecological health of the Harbour improved over time to make it an even more beautiful place to visit.

Justin understands residential real estate and an opportunity when he sees one. He recognizes Pier 8 is an opportunity for the conscious consumer who strives to achieve sustainable methods by limiting environmental impact. Sustainably built homes with a reduced carbon footprint, reduced material waste, and low impact to the environment meet the demand for many of Justin's interested homebuyers.

Justin admits that more shopping, restaurants, and activities available to children would encourage him to spend even more time down at the waterfront. GulfDream's proposed local restaurants, arts and culture facility, Community Recreational Centre, and Outfitter's Space would satisfy these desires. Community programs run by the Outfitter's Space such as a weekly 5-km run, weekend rollerblading, and fishing lessons are an exact fit for Justin's active lifestyle. Justin sees the Pier 8 development as an exciting opportunity for the City of Hamilton to encourage more tourism, spending, and business development in the local area.





# WALTER

Retired

*Pier 8.*

75 YEARS OLD /  
NEEDS AN ACCESSIBLE COMMUNITY



## 12.

## WALTER'S STORY

Walter recently retired after 50 years working as a Process Engineer for the Lafarge Canada facility adjacent to Pier 8. He and his wife, Laura, have lived in the same house in Hamilton that they raised their children in. However, they are looking for a change in housing and would like to reduce the amount of maintenance associated with owning a single-family home. Walter is eyeing the Pier 8 waterfront development as a new home as familiar area to spend time in. As a retired engineer, he appreciates the aspects of GulfDream's sustainable community, new wood construction, and accessibility features.

At the age of 75, connection and accessibility to Pier 8 is of utmost importance to Walter and Laura. Laura suffers from a permanent disability and uses a wheelchair to mobilize but has never allowed this to get in the way of outdoor adventures. Pier 8 offers an accessible community for Laura with multi-modal access to public spaces and complete streets designed for accessibility, connecting residents to both the waterfront and downtown Hamilton. Laura is particularly excited to partake in the social programs at the new Maker Space a stone's throw away from her living unit. The VibraFusionLab exhibit, for example, provides opportunities for the creation and presentation of multi-sensory artistic practice of new accessible art forms aimed at inspiring artists, participants and audiences of deaf, blind, disabled and non-disabled communities.

Walter and Laura also want to spend more time with their grandchildren. The couple sees the future Pier 8 community as a place for their grandchildren to go fishing while learning about biology, diversity and the natural environment. They plan to immerse their grandchildren in cultural and recreational programs which could be met through the provision of an art gallery and community recreational space.





