



PLANNING CULTURALLY CAN UNLOCK **GROWTH** IN THE BAY AREA

Presenter: Gail Dexter Lord | June 2016

LORD CULTURAL RESOURCES

Creating Cultural Capital

Founded in 1981 in response to an emerging need for specialized planning services in the museum, cultural and heritage sectors:

- The world's largest cultural professional practice
- **2,200+** assignments over 35 years
- **56+** countries on **6** continents
- **460** cities
- **6** offices worldwide
- An international reputation for sector leadership, innovation and excellence



Photo by Sam Valadi

New York



Photo by Prayitno

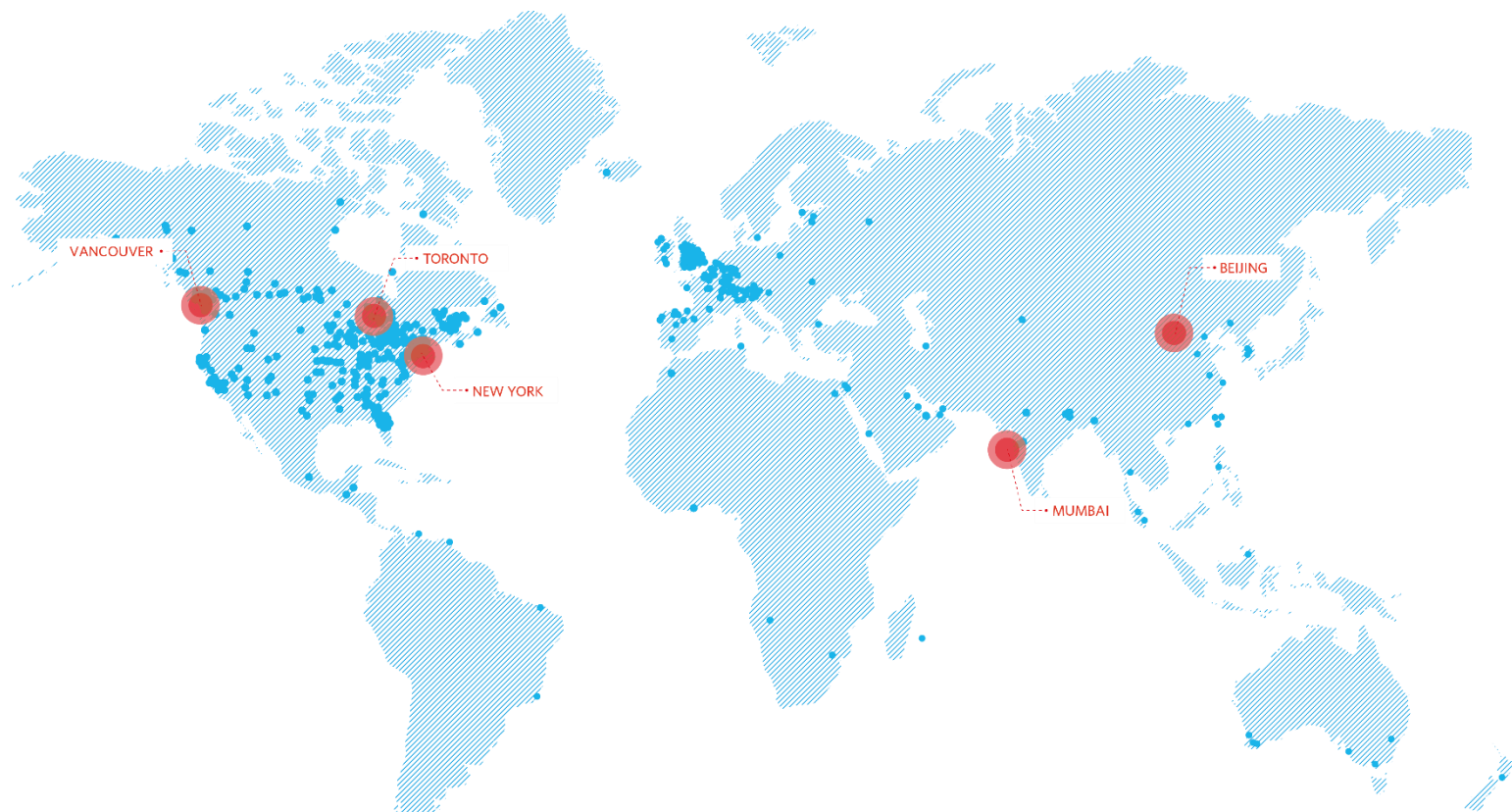
Toronto



Beijing



Mumbai



5 OFFICES



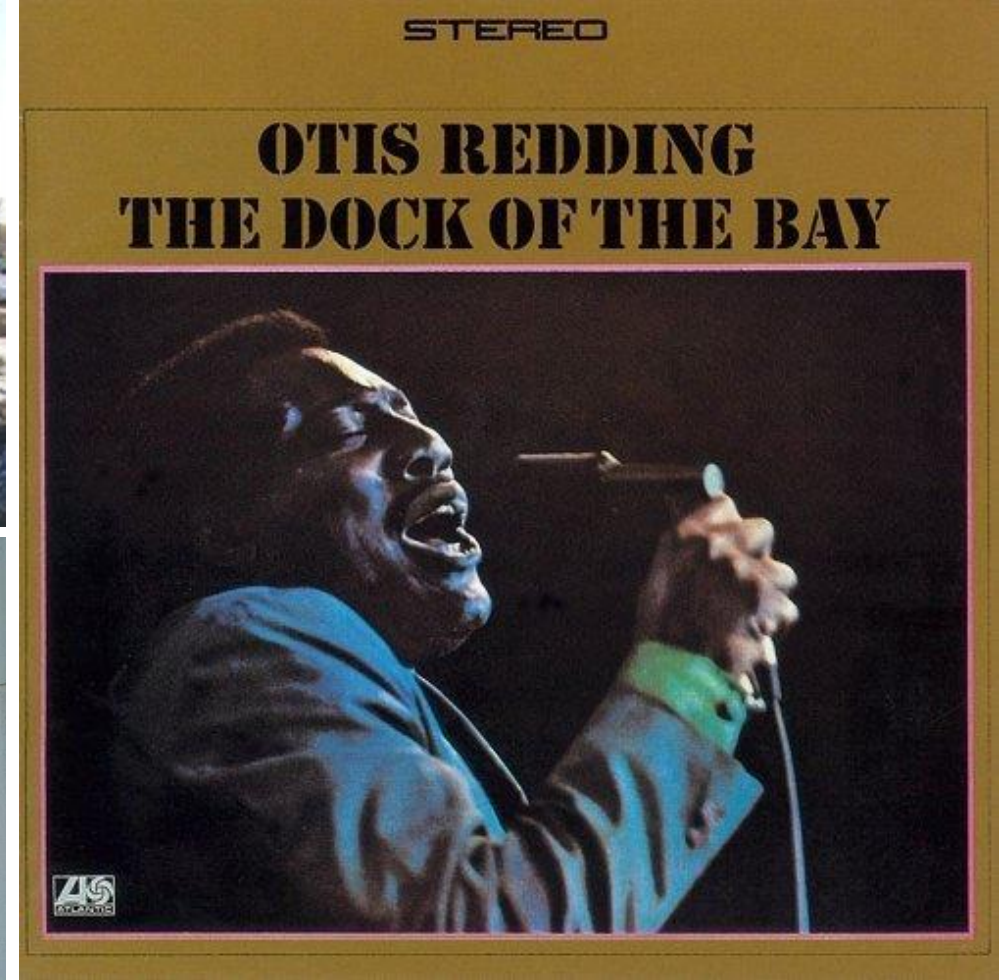
56+ COUNTRIES



460 CITIES



2200+ PROJECTS



Bay Areas



Gore Park, Downtown Hamilton



Union Square, San Francisco

Bay Areas

URBAN CULTURAL GROWTH

What do cities and culture contribute to **urban growth**?

Urban population is growing by **65 MILLION** annually

CITIES

HALF

of the world's population

80%

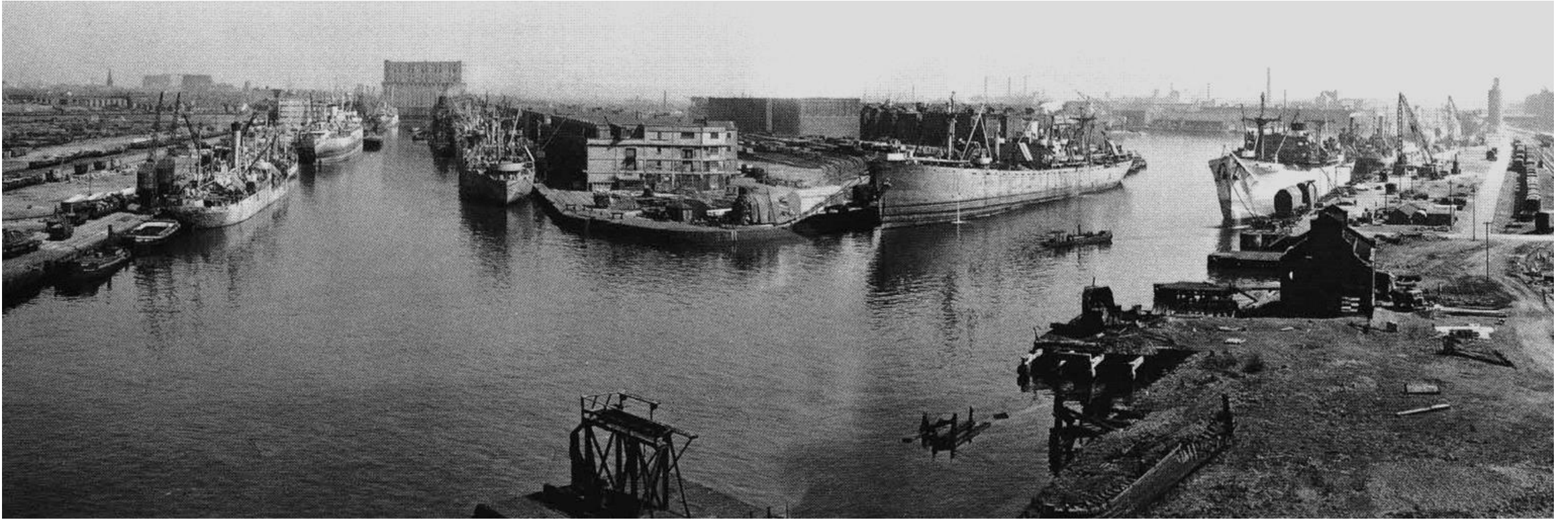
of Global GDP

URBANIZATION

ECONOMIC GROWTH

CULTURE IN CITY-BUILDING

1. Place-making
2. Economic Generators
3. Tourism Destinations
4. Cultural Commons
5. Preserve Identities, Heritage
Memory, Art and Culture
6. Adapting to Change
7. **Property Values**



CULTURE LEADS REGENERATION

**BEFORE:
SALFORD, ENGLAND**



CULTURE LEADS REGENERATION

Photo courtesy Lord Cultural Resources

**AFTER:
SALFORD, ENGLAND**

The Lowry

Opened in 2000



CULTURE LEADS REGENERATION

**BEFORE:
WINNIPEG, CANADA**

Source: theforks.com



CULTURE LEADS REGENERATION

Photo by: Richard Ray

**AFTER:
WINNIPEG, CANADA**

Canadian Museum of Human Rights

Opened in 2014



CULTURE LEADS REGENERATION

BEFORE:
BILBAO, SPAIN

Source: <http://bilbaoenconstruccion.com/> (left) and alchetron.com (right)



CULTURE LEADS REGENERATION

Photo by PA. Source: Wikipedia

**AFTER:
BILBAO, SPAIN**

Museo Guggenheim Bilbao

Opened in 1997



CULTURE LEADS REGENERATION

BEFORE:
TACOMA, WASHINGTON

Source: Tacoma Public Library



CULTURE LEADS REGENERATION

Photo taken by Michael D. Martin. Source: Flickr

**AFTER:
TACOMA, WASHINGTON**

Museum of Glass

Opened in 2002

Hamilton in the midst of a cultural revival

In the past decade, legions of arts and culture professionals have abandoned Toronto for Hamilton...and it's not all about the price of real estate.



Recent additions to Hamilton's emerging cultural elite, who have turned their backs on Toronto and are adding substance to a vibrant arts community in what used to be a cultural wasteland. With Hamilton's steel mills in the background, left to right, developer Harry Stinson, publisher Martinus Geleynse, author Miranda Hill, film programmer Annette Paiement, comedian/producer Colette Kendall, playwright Stephen Near, actor/writer Sky Gilbert, and promoters Judith Sandiford and Ron Weihs. (GLENN LOWSON FOR THE TORONTO STAR)



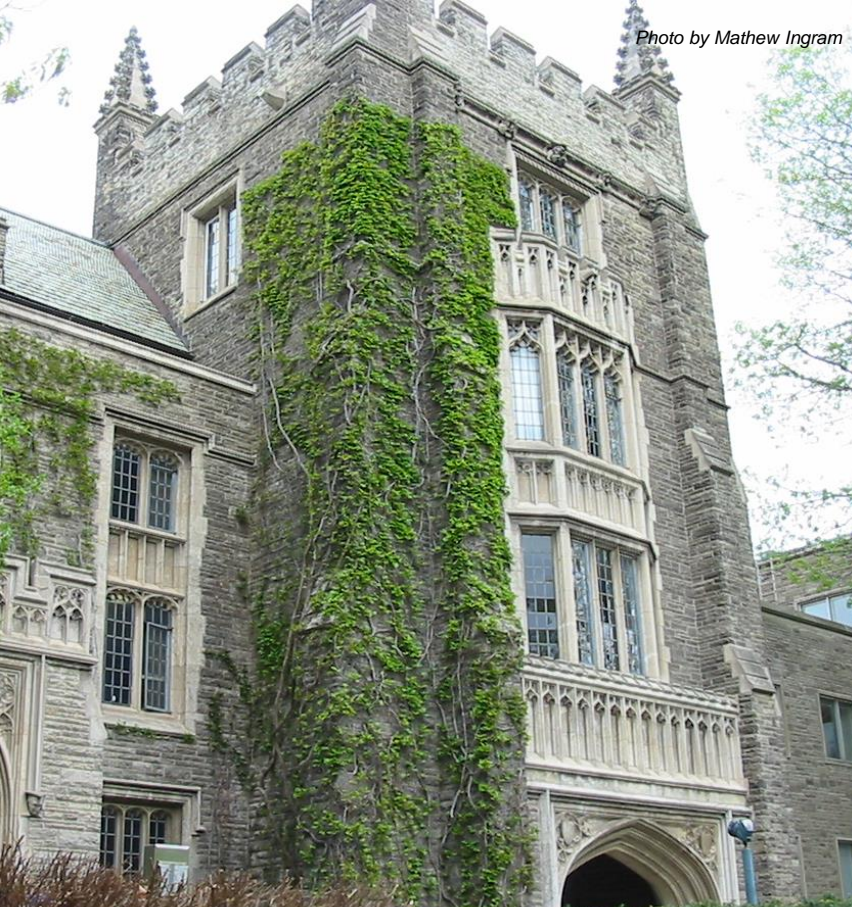
Defining Movement Dance Company.
Photo by Harry Gils.
Source: Hamilton Supercrawl Facebook



The Bear Hunt by Dean Drever
Photo by Harry Gils. Source: Hamilton Supercrawl Facebook



Photo by MeghanAGH. Source: Wikipedia



McMaster University



Royal Botanical Garden



Queen Elizabeth Way Monument

McQuesten Strategy



THE BAY THE BIG OPPORTUNITY

Bay Area Industrial Lands



“Canadian steel production becoming increasingly centered in Hamilton in the post-war years and the Bayfront Industrial Area expanded to just over **3,000 acres in size**, largely through the placement of fill into Hamilton Harbour to create land for new industrial uses. The much smaller North Hamilton Industrial Area (70 acres), West Hamilton Industrial Area (250 acres) and part of the East Hamilton Industrial Area (65 acres) were also developed for industrial uses. **Hamilton’s older industrial area totals approximately 3,400 acres of land.**”

Hamilton ERASE Community Improvement Plan

Image: Stelco Site, 1966. Source: Desirae Cronsberry, “SteelCity Living: Hamilton, Stelco, and the Post-Industrial City” (2015)

Industrial Lands as **Urban Potential**

“Brownfield sites are an immensely valuable resource for the city’s changing future. Many of these sites provide **untapped potential in urban environments** where development is unlikely due to building density. Fundamentally unproductive, brownfield sites are of no benefit to the growth and development of a city unless adapted for a new use.”

Source: Desirae Cronsberry, “SteelCity Living: Hamilton, Stelco, and the Post-Industrial City” (2015)



Photo taken by Cathie Coward. Source: Hamilton Spectator



Willowbank Class of 2017 in the Cannon Knitting Mills, Hamilton

Photo taken by Jonathan Castellino

NEW CREATIVE ENERGY



Cannon Knitting Mills, Hamilton



Photos courtesy the Hamilton Spectator

NEW CREATIVE ENERGY



Imperial Cotton Company, Hamilton

NOW FOR OUR PANEL

Presenter and Moderator: Gail Dexter Lord, Co-President, Lord Cultural Resources
Shelley Falconer, President and CEO, Art Gallery of Hamilton
Robert Steven, President and CEO, Art Gallery of Burlington
Robert Zeidler, President, Imperial Cotton Company



www.lord.ca
www.culturalchange.ca

