



# Joining the Dots in Place Brand Strategy

## City Nation Place Americas Conference

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# Hamilton ...



Photo Credit: Carla Wikkerink

# The Ambitious City





# The Hamilton Renaissance ...



URBAN PLANNING NEWS CANADA

## How a mid-sized Canadian city became the envy of urban planners

*Canada's smartest city isn't Sidewalk Toronto*

By Alissa Walker | @awalkerinLA | Jan 12, 2018, 1:47pm EST

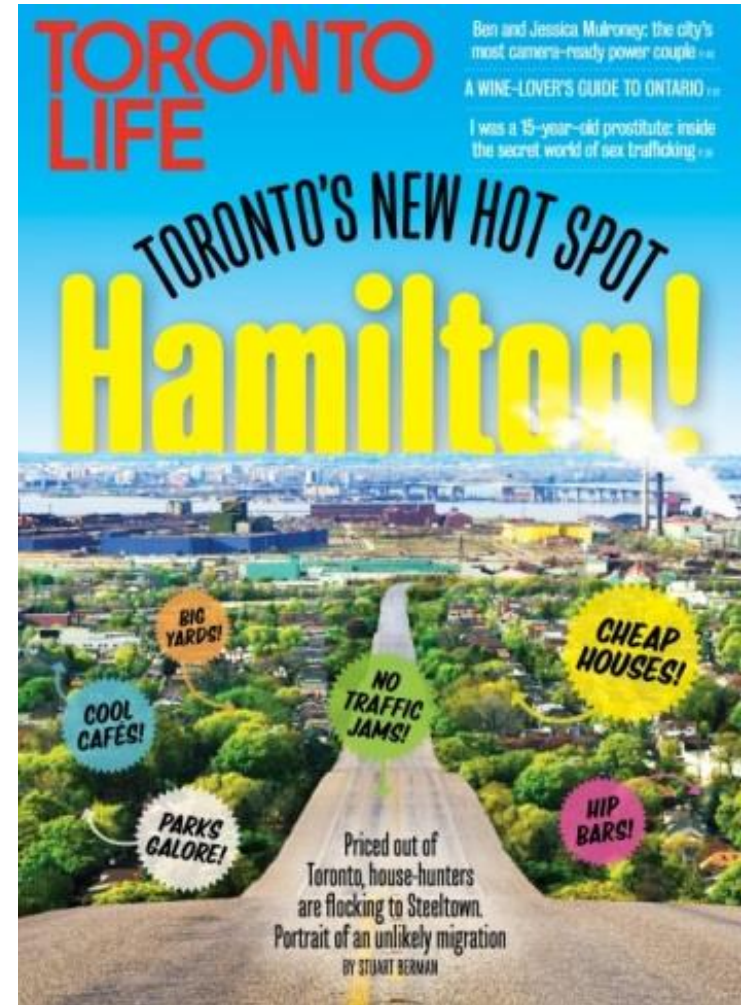


Marcello Cabezas  
Culture & Experience Producer, Artrepreneur, and Policy Consultant

THE BLOG

## How Hamilton's Collective Pursuits Are Creating Canada's Brooklyn

In case you haven't heard, you can do anything in Hamilton. We even have a t-shirt to prove it. That place known as "steel town" is no more. Meet Hamilton 2.0. A city that is organically and strategically turning into what some are saying could be Canada's answer to the movement that inspired a modern Brooklyn.



**TORONTO LIFE**

Ben and Jessica Mulroney: the city's most camera-ready power couple

A WINE-LOVER'S GUIDE TO ONTARIO

I was a 15-year-old prostitute: inside the secret world of sex trafficking

# TORONTO'S NEW HOT SPOT

# Hamilton!

BIG YARDS!  
COOL CAFES!  
PARKS GALORE!  
NO TRAFFIC JAMS!  
CHEAP HOUSES!  
HIP BARS!

Priced out of Toronto, house-hunters are flocking to Steeltown. Portrait of an unlikely migration

BY STUART BERMAN

# The Hamilton Renaissance ...



How Hamilton is revitalizing its downtown to bring new life

ELLE  
CANADA

MEET HAMILTON: CANADA'S ANSWER TO BROOKLYN

BY: KATHRYN HUDSON



The New York Times

Five Places to Go in  
Hamilton, Ontario



Guillermo del Toro

@RealGDT

Follow

Hamilton is full of promise and surprises: great bookstores, Antique shops, coffee shops, restaurants and art stores. Crimson Peak land.

1:50 PM - 17 Oct 2016

410 Retweets 1,115 Likes



62

410



1.1K

**How has Hamilton's renaissance  
benefitted from collaborative  
place-branding?**

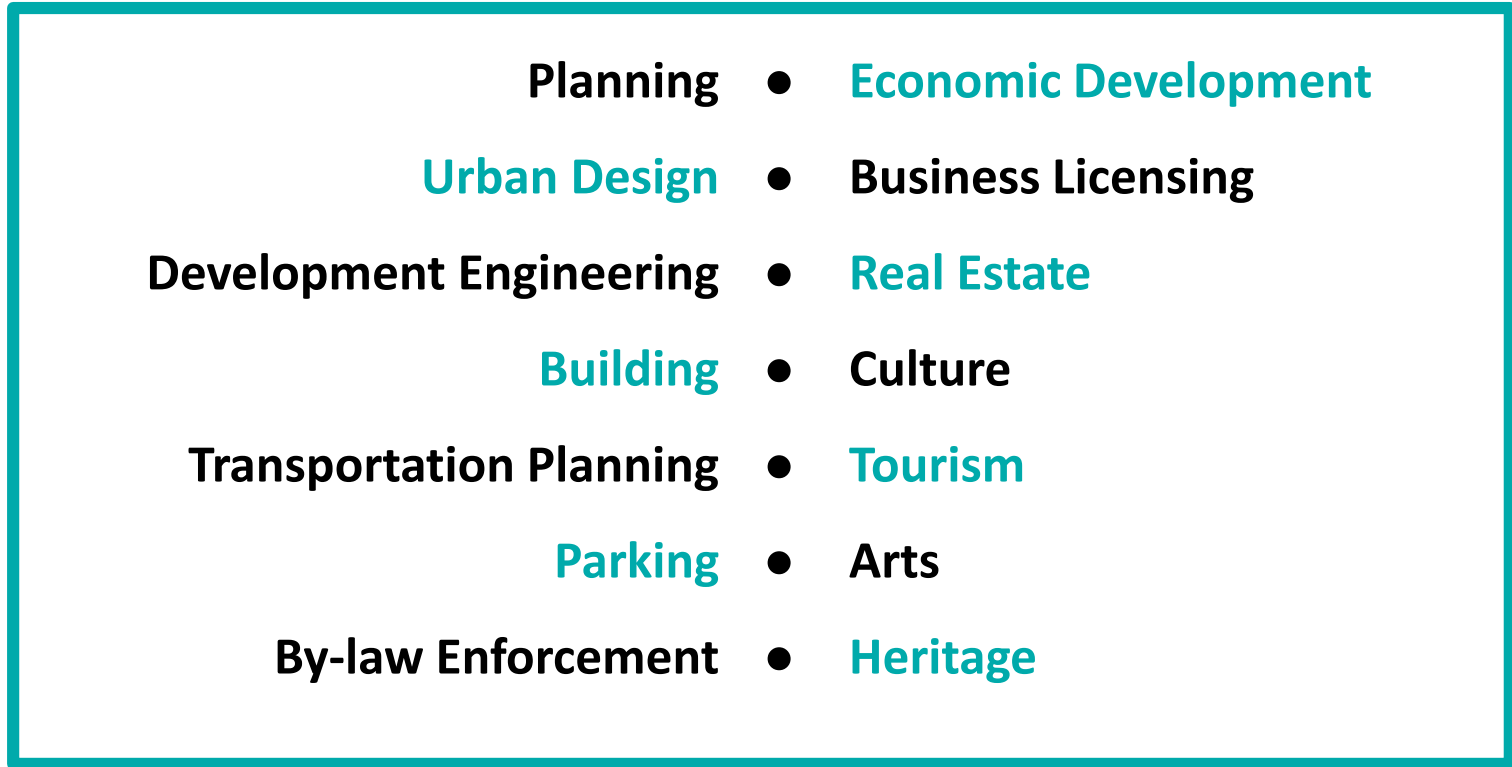
How has Hamilton's renaissance  
benefitted from collaborative  
place-branding?



**“Every community is made up of millions of acts ... we each make or break the city in small ways every day.”**

***Peter Kageyama***

# Putting the Right Pieces Together



**A CASE STUDY:**

**Making Hamilton a Food City**

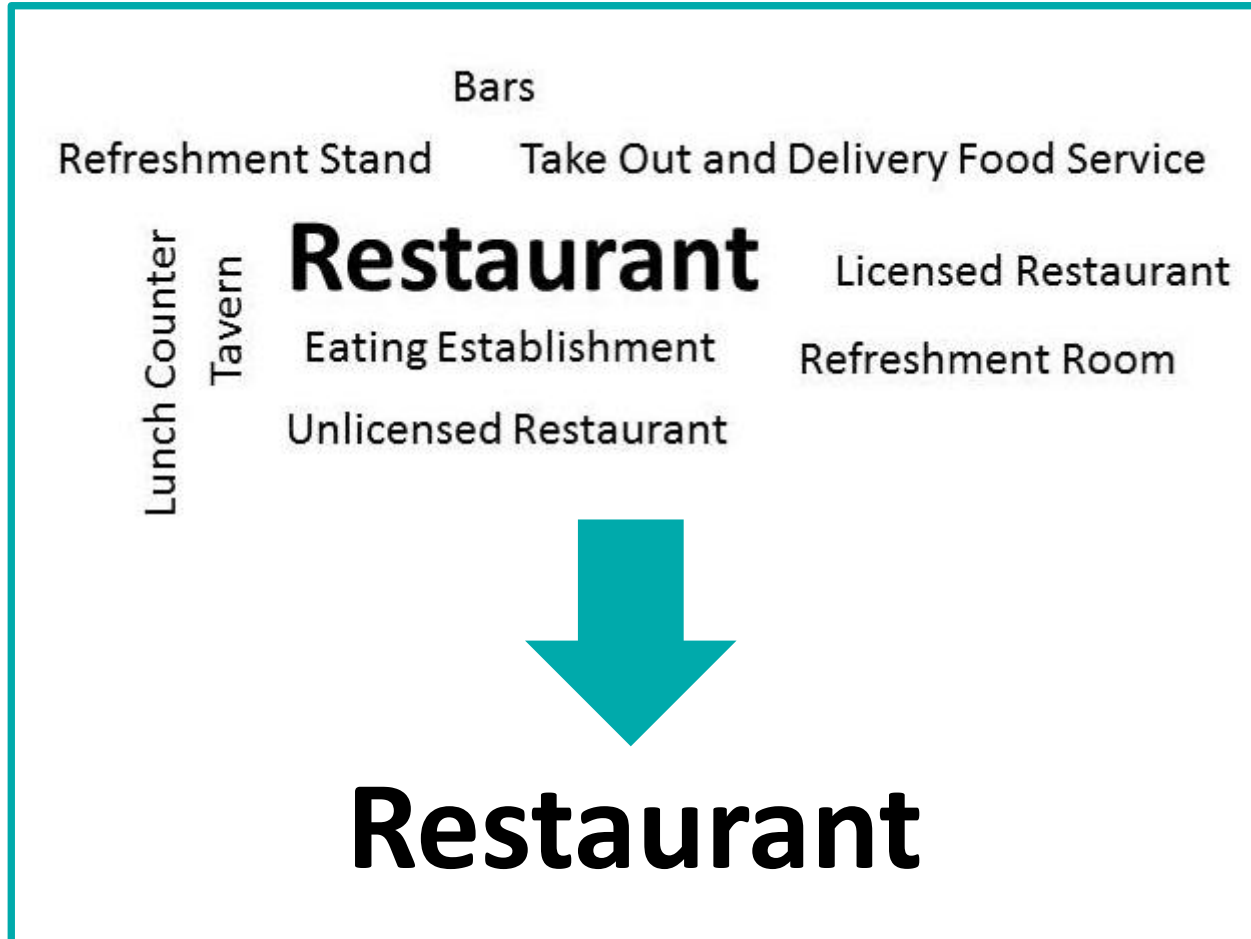
**“If you want to seed a place with activity,  
put out food.”**

***William H. Whyte***

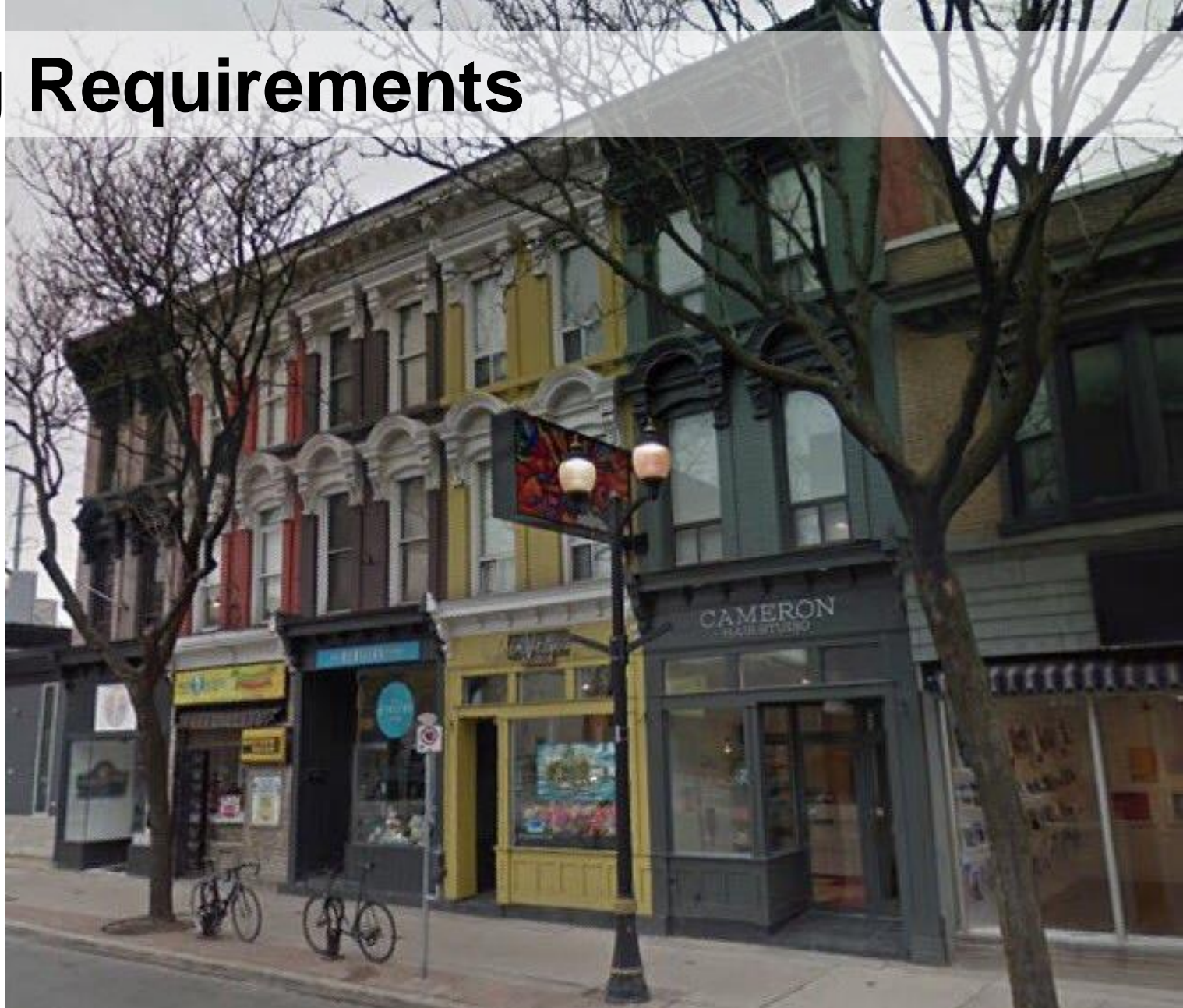
# Open For Business



# Simplified Zoning



# Parking Requirements



# Street Encroachments





# On-Street Patios





# #HamOnt Food Tours



# #PEDEats



# Zoning for Farmers' Markets



# Renovation Grants



# Agriculture Incentives



# Making Hamilton A Food City

- Open For Business ●
- Simplified Zoning ●
- Parking Requirements ●
- Street Encroachments ●
- On-Street Patios ●
- Food Trucks ●
- #HamOnt Food Tours ●
- #PEDEats ●
- Zoning for Farmer's Markets ●
- Renovation Grants ●
- Agriculture Incentives ●



# Making Hamilton A Food City

Open For Business	●	Business Licensing
Simplified Zoning	●	Planning
Parking Requirements	●	Planning
Street Encroachments	●	Real Estate
On-Street Patios	●	Parking
Food Trucks	●	Business Licensing
#HamOnt Food Tours	●	Economic Development
#PEDEats	●	General Manager's Office
Zoning for Farmer's Markets	●	Planning
Renovation Grants	●	Urban Renewal
Agriculture Incentives	●	Growth Planning

**ANOTHER CASE STUDY:**

**Making Hamilton a Music City**

**“Culture is to the contemporary city what roads, sewers and bridges were in the 19th and early 20th centuries.”**

***Christopher Hume***

# Music On Patios



# Busking & Street Performances



# Celebrating & Storytelling



# Agent of Change Principle



# Music Mondays





# Sector Development



HAMILTON MUSICIAN CONFERENCE

# SAT OCT 20



FREE EVENT

## DAVID BRALEY HEALTH SCIENCES CENTRE

10AM - 4PM • 100 MAIN STREET WEST

WORKSHOPS:

FUNDING • HOW TO GET A GIG  
SONGWRITING • MENTAL HEALTH



HAMILTON  
cityofmusic



Hamilton

MUST REGISTER ONLINE: [WWW.BRUHA.COM/EVENT/3824](http://WWW.BRUHA.COM/EVENT/3824)  
HAMILTON.CA/MUSIC

# Creative Industries Zoning



# Places Of Worship



# Musician Loading Zones



# Major Events



# Making Hamilton A Music City

- **Music On Patios**
- **Busking & Street Performances**
- **Celebrating & Storytelling**
- **Agent of Change Principle**
- **Music Mondays**
- **Sector Development**
- **Creative Industries Zoning**
- **Places of Worship**
- **Musician Loading Zones**
- **Major Events**

# Making Hamilton A Music City

Music On Patios	●	By-Law Enforcement
Busking & Street Performances	●	By-Law Enforcement
Celebrating & Storytelling	●	Public Art
Agent of Change Principle	●	Planning
Music Mondays	●	Culture
Sector Development	●	Culture
Creative Industries Zoning	●	Planning
Places of Worship	●	Planning
Musician Loading Zones	●	Parking Enforcement
Major Events	●	Tourism

**“Cities are built up from many little things.”**

***Jane Jacobs***



**“If only cities had fewer peddlers of  
complexity and more philosophers!”**

***Jaime Lerner***

“The allowance of  
the random is the  
mark of a city’s  
health”

*Pier Giorgio  
Di Cicco*





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