

# Brampton – A City of Opportunities





# *Introduction: Brampton - a City of Opportunities!*



The **Integrated Downtown Plan** builds on the Brampton 2040 Vision by incorporating key components to facilitate sustainable growth and development. These components will create opportunities for investment and innovation while continuing to support ongoing revitalization initiatives by both the public and private sector.





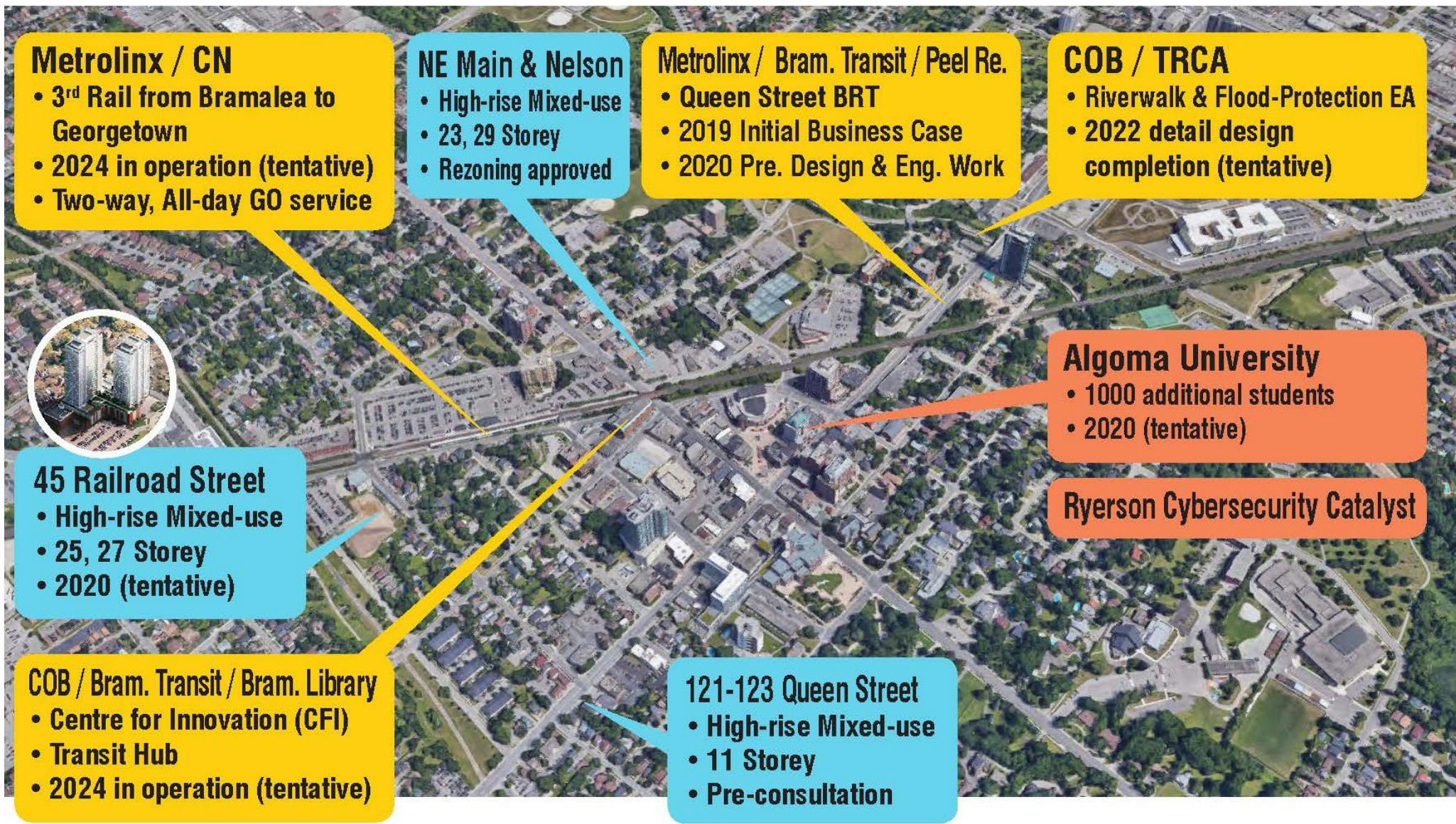
KEY OUTCOMES

KEY DESCRIPTORS

KEY COMPONENTS

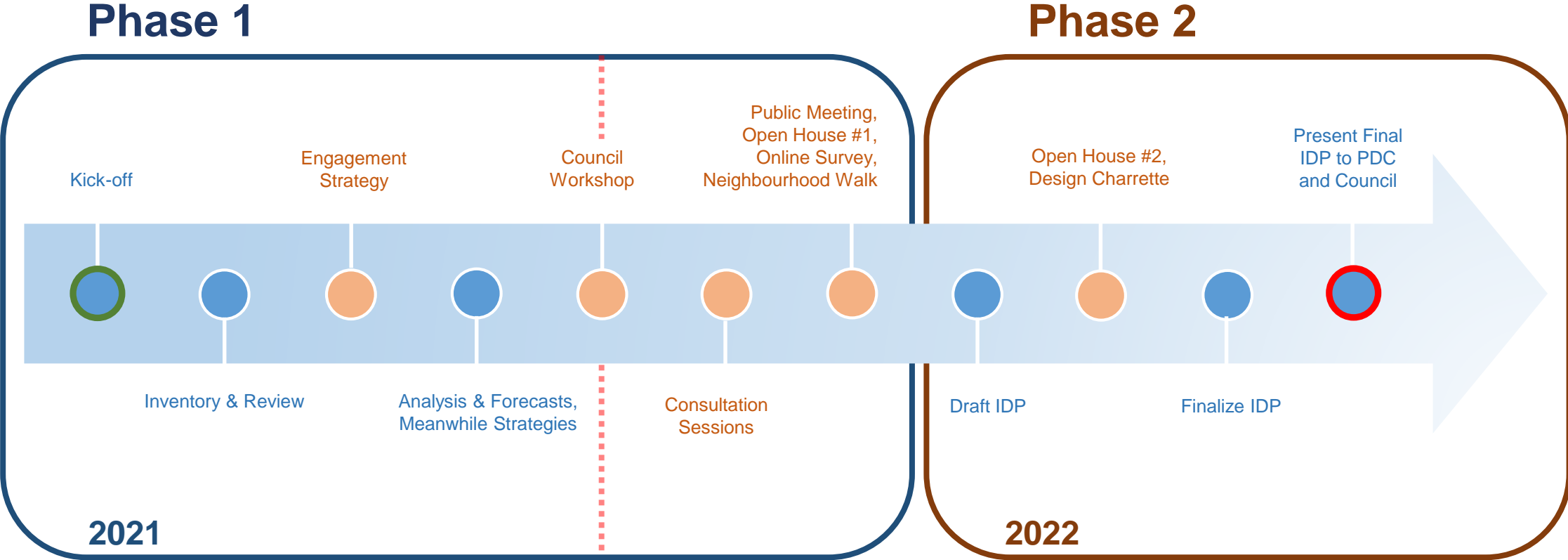


# Introduction: Brampton - a City of Opportunities!



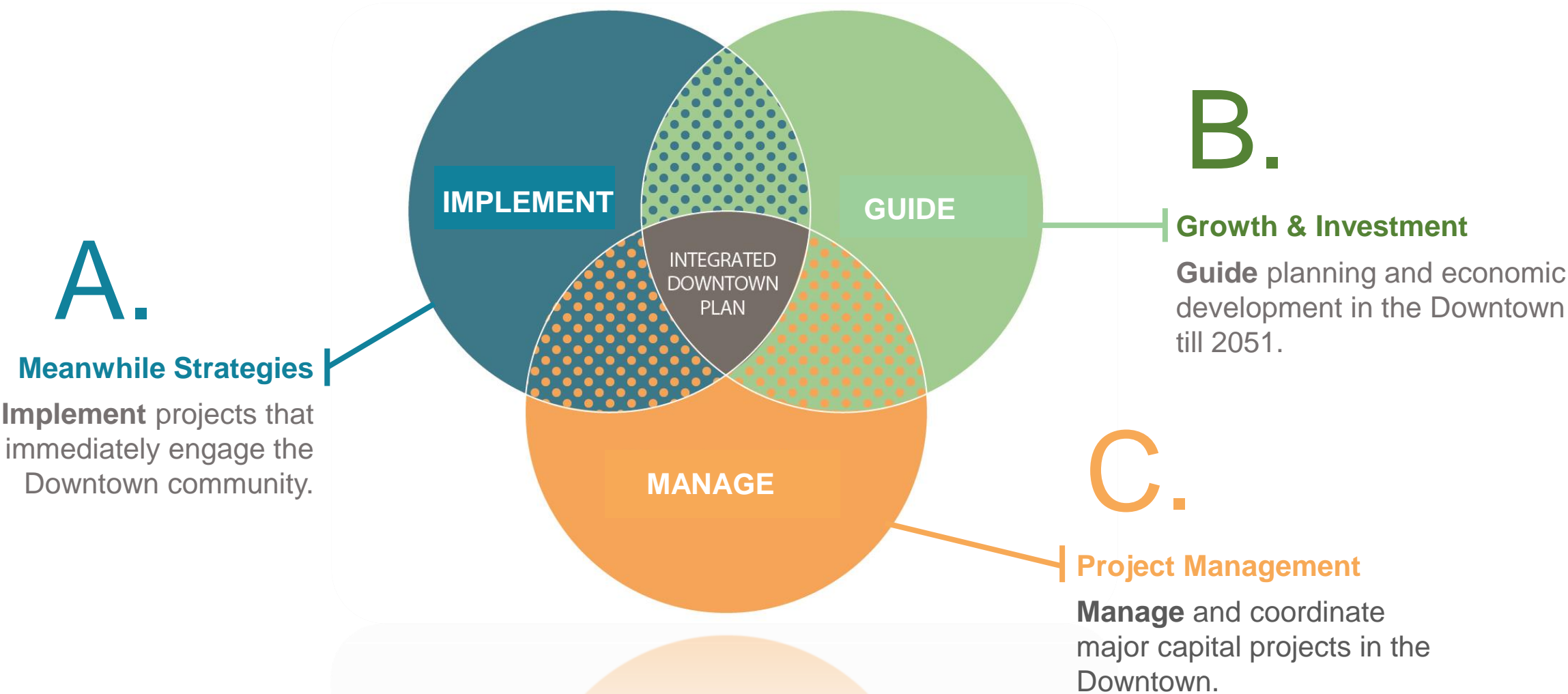


# Introduction: Schedule





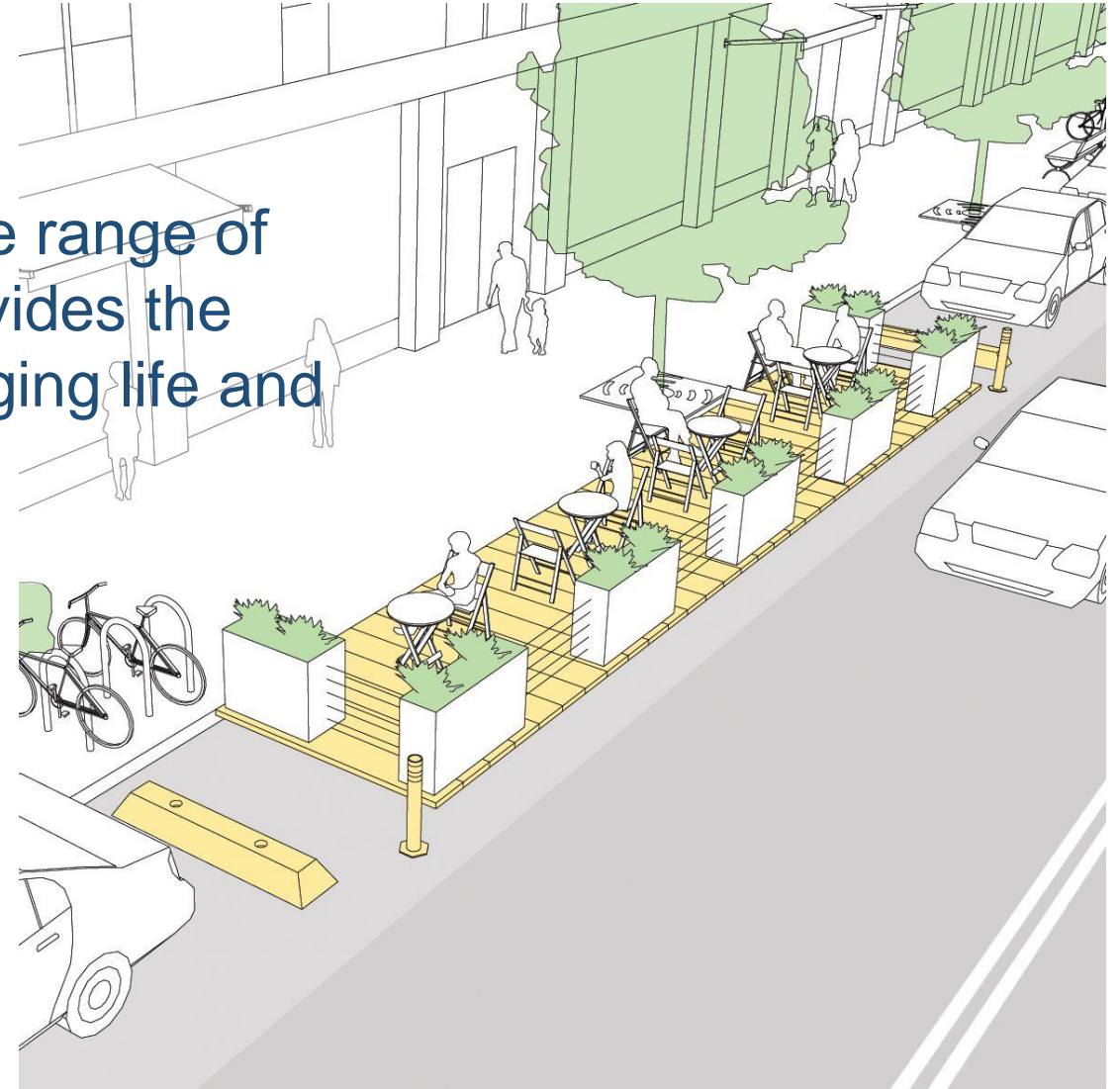
# Introduction: What is the Integrated Downtown Plan?





## *Meanwhile Strategies: A way to make change...*

“Meanwhile Strategies describe a diverse range of flexible and interchangeable uses. It provides the opportunity for early wins by quickly bringing life and activity to neighbourhoods.”





*Meanwhile Strategies: Catalytic actions...*

**Markets**   **Lighting**   **Heritage Theatre Block**  
Reoccupation Strategy for Vacant Buildings  
Coordinate Development Proposals  
**Reduce Impact of Infrastructure Work**   **PATIOS**   **Community Recovery**  
Laneway Improvements  
Pop Ups   *Art Installations*   **Busking Areas**  
**Securing Grants**   **Urban Furniture**



*Meanwhile Strategies: Temporary Window Activations*





# Meanwhile Strategies: Paint





# Meanwhile Strategies: Patios



COV VIVA - Robson Square, Vancouver, BC



Main Street, 2020 - Brampton, ON



# Meanwhile Strategies: Laneways



Seattle Laneway, WA



# Meanwhile Strategies: Plazas



Jim Deva Plaza, Vancouver, BC



# Meanwhile Strategies: Pop-up Retail



Before - START Pop-up Retail, Christchurch, NZ



After - START Pop-up Retail, Christchurch, NZ




# Meanwhile Strategies: Mitigating Impact of “Infrastructure Replacement”



## Legend

- Proposed Construction Start Interim Phase-1 (2021)
- Proposed Construction Start Phase-1 (To be Determined based on decision on LRT)
- Proposed Construction Start Phase-2 (2021)
- Proposed Construction Start Phase-3 (2023)
- Proposed Construction Start Phase-4 (2024)
- Proposed Sanitary Sewer Replacement Works
- Proposed New Sanitary Sewer Works
- Proposed Watermain Replacement Works
- Phase 3 Proposed DC Watermain Works Main
- Watercourse
- Railway Line



Surface Treatment



# Meanwhile Strategies: Mitigating Impact of “Infrastructure Replacement”

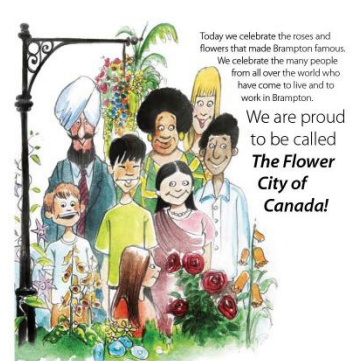
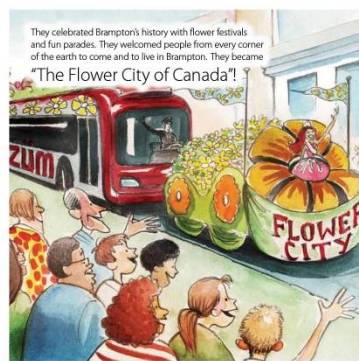
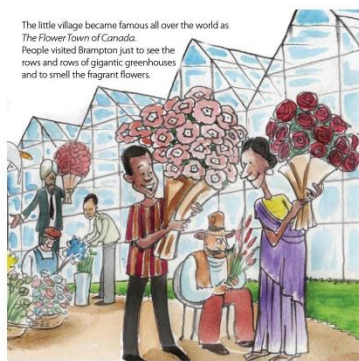
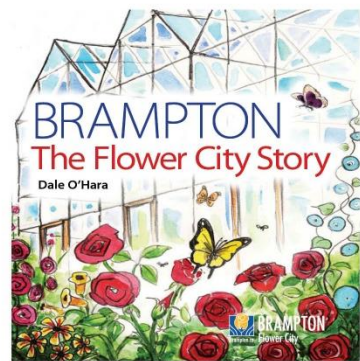
Concepts: Flower City, Surface Treatments



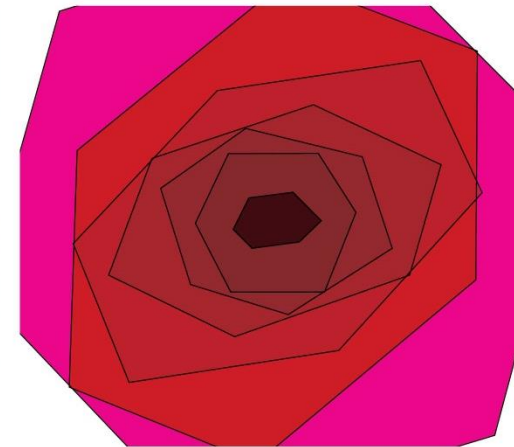
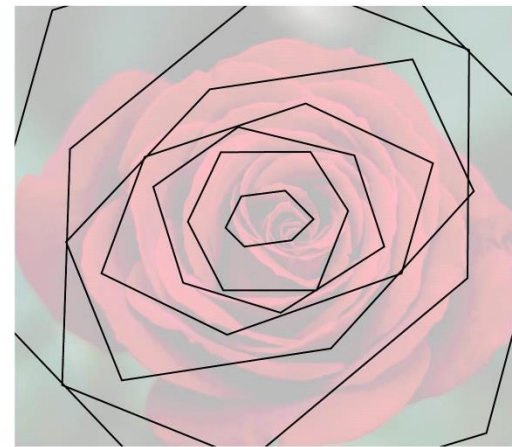


# Meanwhile Strategies: Mitigating Impact of “Infrastructure Replacement”

Concepts: Flower City, Surface Treatments

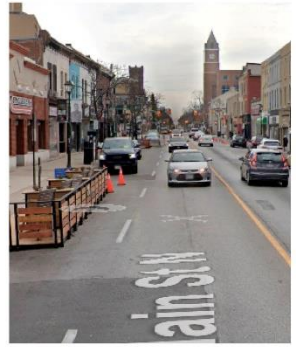
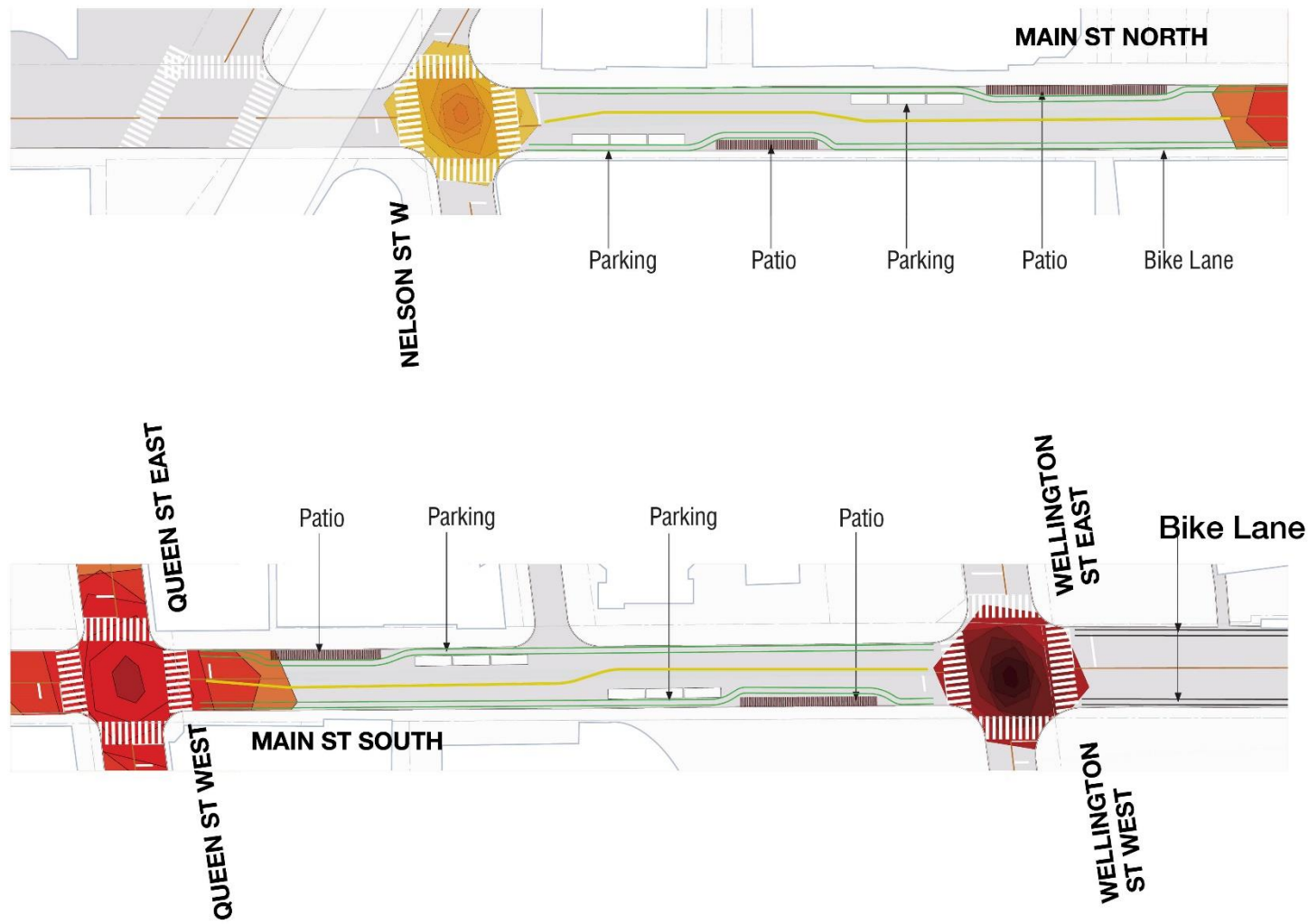


Hepatica /Canadian trillium / Blue Flower iris / Orchid



# Meanwhile Strategies: Mitigating Impact of “Infrastructure Replacement”

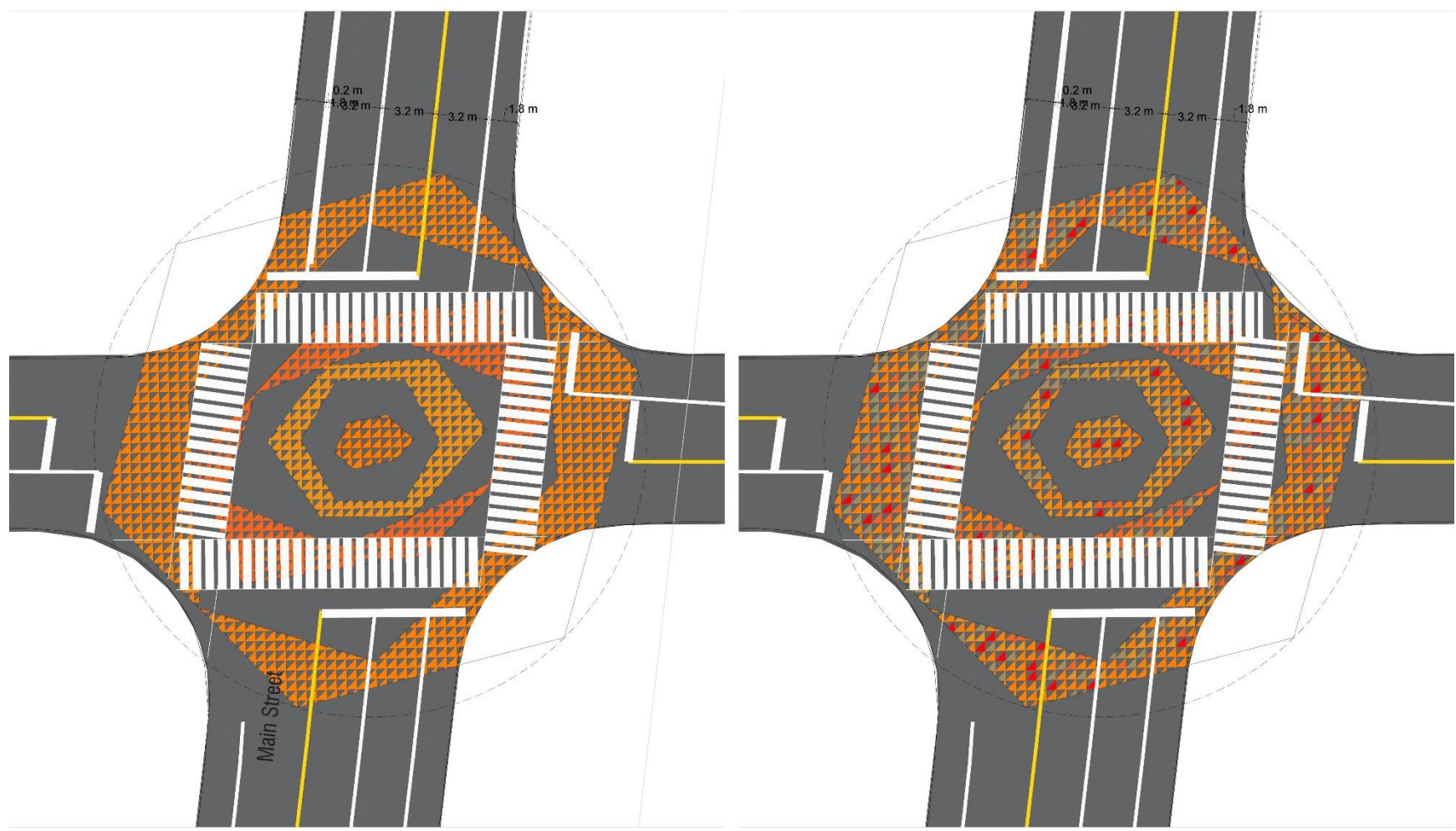
Concepts: Parking, Patios, and Bike Lanes (hybrid option)





# Meanwhile Strategies: Mitigating Impact of “Infrastructure Replacement”

Concepts: Surface Treatment





# ***Meanwhile Strategies: Mitigating Impact of “Infrastructure Replacement”***

Concepts: Surface Treatment





*Meanwhile Strategies: Main Street Properties - 60 Main Street North*





---

CREATIVE PLACEMAKING STRATEGIES AND OPPORTUNITIES IN REAL ESTATE

---



- Engage artists, cultural creatives, and the community in project design.
  - Create “outside-the-box” use of spaces.
  - Repurpose old or uninspiring spaces.
  - Spark interest for larger projects with temporary or pop-up arts and culture.
  - Leverage arts and culture as a tool for equity and community engagement.
  - Establish public/private partnerships.
  - Develop a business case approach to demonstrate project ROI.
-



## *Meanwhile Strategies: Main Street Properties - 60 Main Street North*



The old Cyclepath Building will become a creative hub for art practitioners, curators, creative industries, arts groups, organizations and writers to activate the unused and empty retail space into a "Creative Venue".



# ***Meanwhile Strategies: Main Street Properties - 60 Main Street North***

Precedent: Museum of Contemporary Art (Toronto) – artist studios





## ***Meanwhile Strategies: Main Street Properties - 60 Main Street North***


Precedent: “Why Not Theatre” – performances in unused spaces





*Meanwhile Strategies: Main Street Properties - 36/40 Main Street North*





Bike Repair



# Meanwhile Strategies: Main Street Properties - 36/40 Main Street North



Tune in, tool up, and get rolling

\* \* \*

## Virtual BikeWrX

\* \* \*

April 24, 1-3 pm

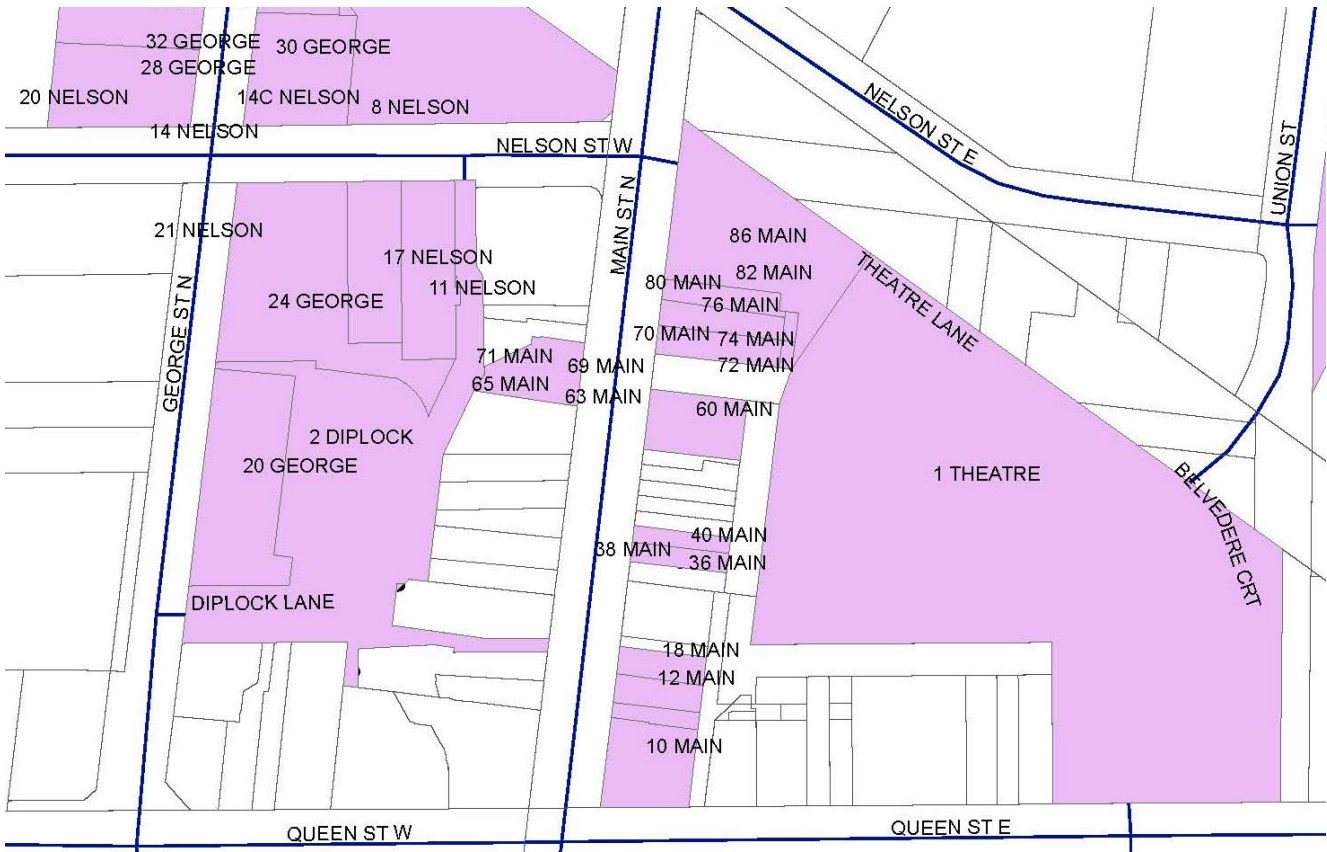
May 2, 1-3 pm

Register: [BikeBrampton/Events](https://BikeBrampton.com/Events)





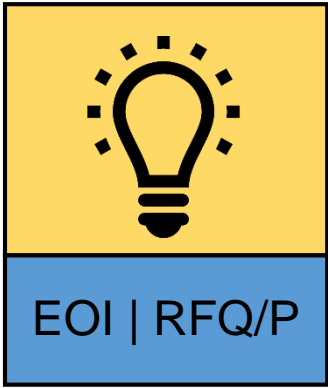
# Meanwhile Strategies: Main Street Properties - Heritage Block



- Heritage Block:**  
82 | 76-78-80 | 72-74 Main Street North
- 82 Main Street:**  
Heritage Theatre
- 60 Main Street:**  
Cycle Path
- 36/40 Main Street:**  
Wendel Clark's

 City Owned

- The City owns multiple buildings on the east side of Main Street North
- Majority of the block remains vacant
- Official governance calls for the cultural preservation of Heritage Block





## *Meanwhile Strategies: Main Street Properties - Heritage Theatre*

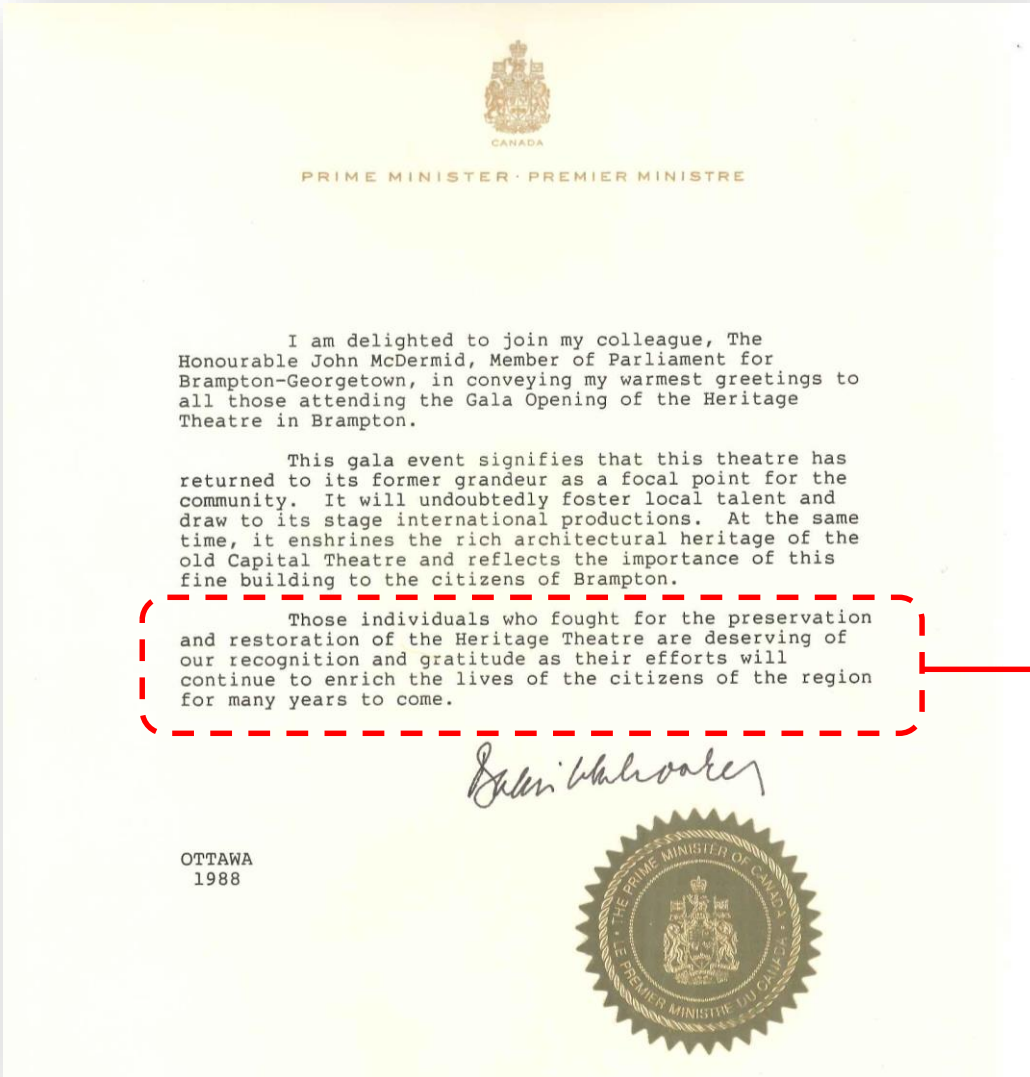


Representative of Brampton's rich history.

- Landmark property
- Integrated into the streetscape with cultural and symbolic value
- Has been modified but it retains its original form with some original interior and exterior details
- Heritage Board recommends its designation



# Meanwhile Strategies: Main Street Properties - Heritage Theatre



“Those individuals who fought for the preservation and restoration of the Heritage Theatre are deserving of our recognition and gratitude as their efforts will continue to enrich the lives of the citizens of the region for many years to come.”

**Brian Mulroney**  
*(former Prime Minister of Canada)*



## ***Meanwhile Strategies: Main Street Properties - Heritage Theatre***

### **Objectives:**

- Effectively leverage City asset(s)
- Explore cost-effective restorations that can be realized in two years
- Explore architectural designs that incorporate the Heritage Theatre building envelope and enhance key heritage attributes
- Encourage residents, non-for-profits and agencies with collective aspirations, goals and partnership opportunities
- Capitalize on economic development opportunities

## ***Meanwhile Strategies: Main Street Properties - Heritage Theatre***



### **What?**

We will use this City asset to attract collaborating partners.



### **How?**

We will structure an EOI or Staged RFQ/RFP process.



### **When?**

We will make an announcement next month.



# *Meanwhile Strategies: Innovation District*



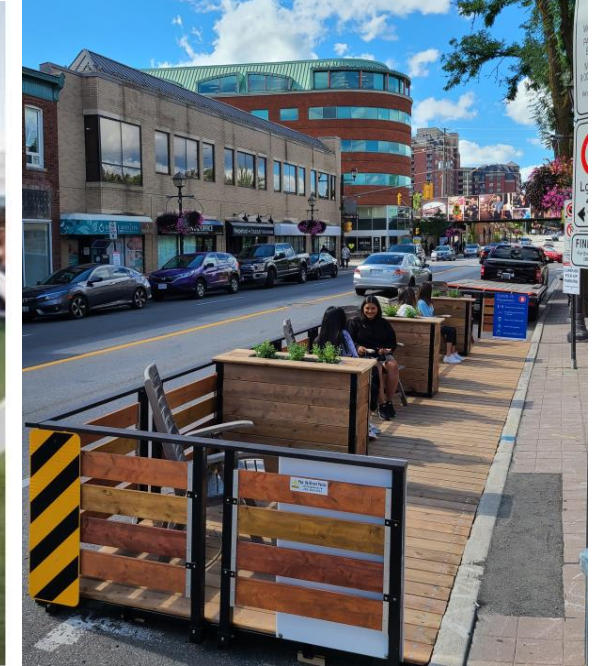
**Roads:** Painted bike-lanes and lane reductions on Queen and Main Streets



**Retail:** Temporary Downtown pop-ups using shipping containers.



**Art:** Temporary Downtown art installations with interactive uses.



**Patios:** Allow business owners to expand patios for safe post-COVID 19 activity

*“Meanwhile Strategies” will bring activity to Downtown neighbourhoods such as the **Innovation District**...*



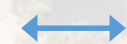
- 1: Brampton Entrepreneur Centre
- 2: RIC Centre
- 3: Founders Institute
- 4: Ryerson Venture Zone
- 5: Rogers Cybersecure Catalyst-Headquarters
- 6: Rogers Cybersecure Catalyst Cyber Range and Accelerator - Led by The Rogers Cybersecure Catalyst and Ryerson's DMZ
- 7: Sheridan Edge

- 8: Rogers Cybersecure Catalyst Accelerated Cybersecurity Training Centre
- 9: Ryerson - Chang School of Continuing Education
- 10: Sheridan College
- 11: Algoma University
- 12: Brampton Economic Development Office
- 13: Downtown Brampton BIA
- 14: Brampton Board of Trade
- 15: Future Centre for Innovation

# BRAMPTON innovation DISTRICT



## Meanwhile Strategies: Opportunity Areas



Patios, Window Activation,  
Signage



Pop-ups, Art Installations,  
Busking



# Growth & Investment



Welcome Sign, 1982 (Globe & Mail)

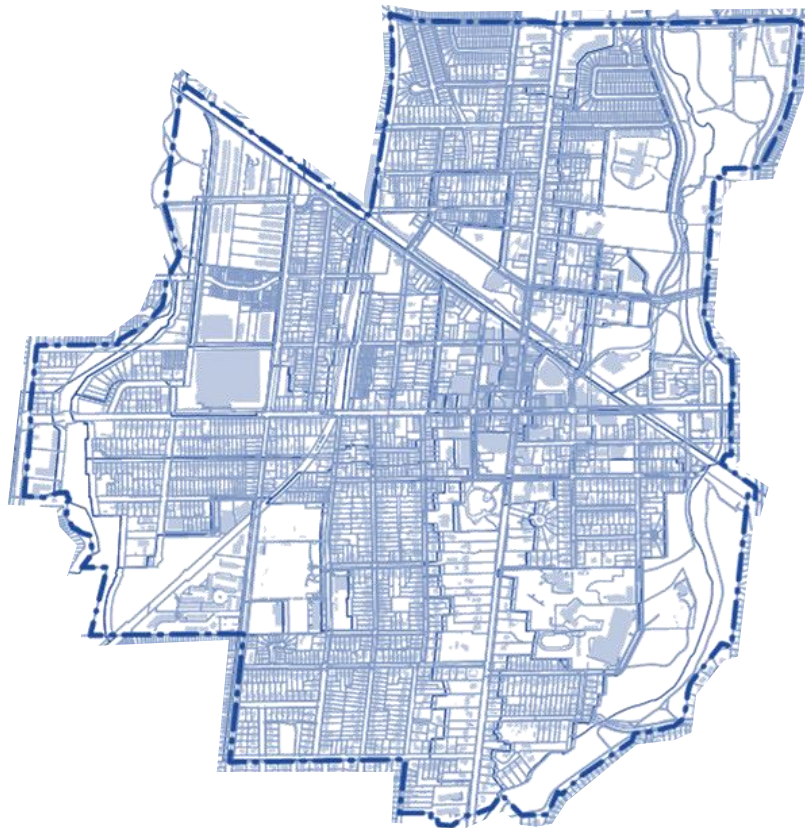
**26,000 jobs**  
**20,000 households**

*Brampton 2040 Vision forecasts for the Downtown by 2040*

**30,140 people 15,510 jobs**  
**12,470 households**

*The SGU Growth Forecast (Region of Peel) by 2051*

# Growth & Investment



Brampton's Downtown is projected to experience significant growth.

15,000 new jobs and 30,000 additional residents anticipated by 2051



How is this growth holistically managed?

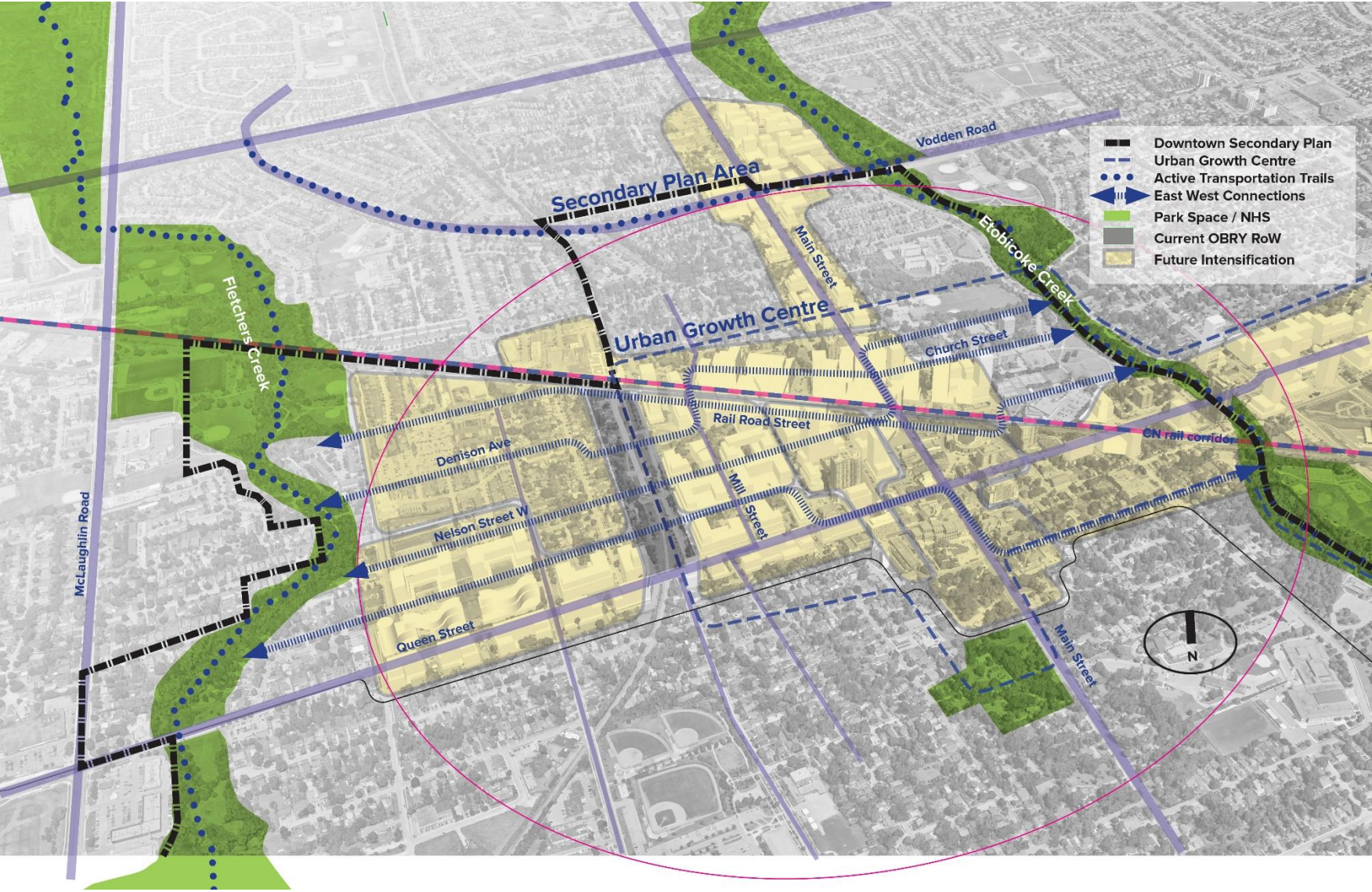


# Growth & Investment: A heart to draw everyone...



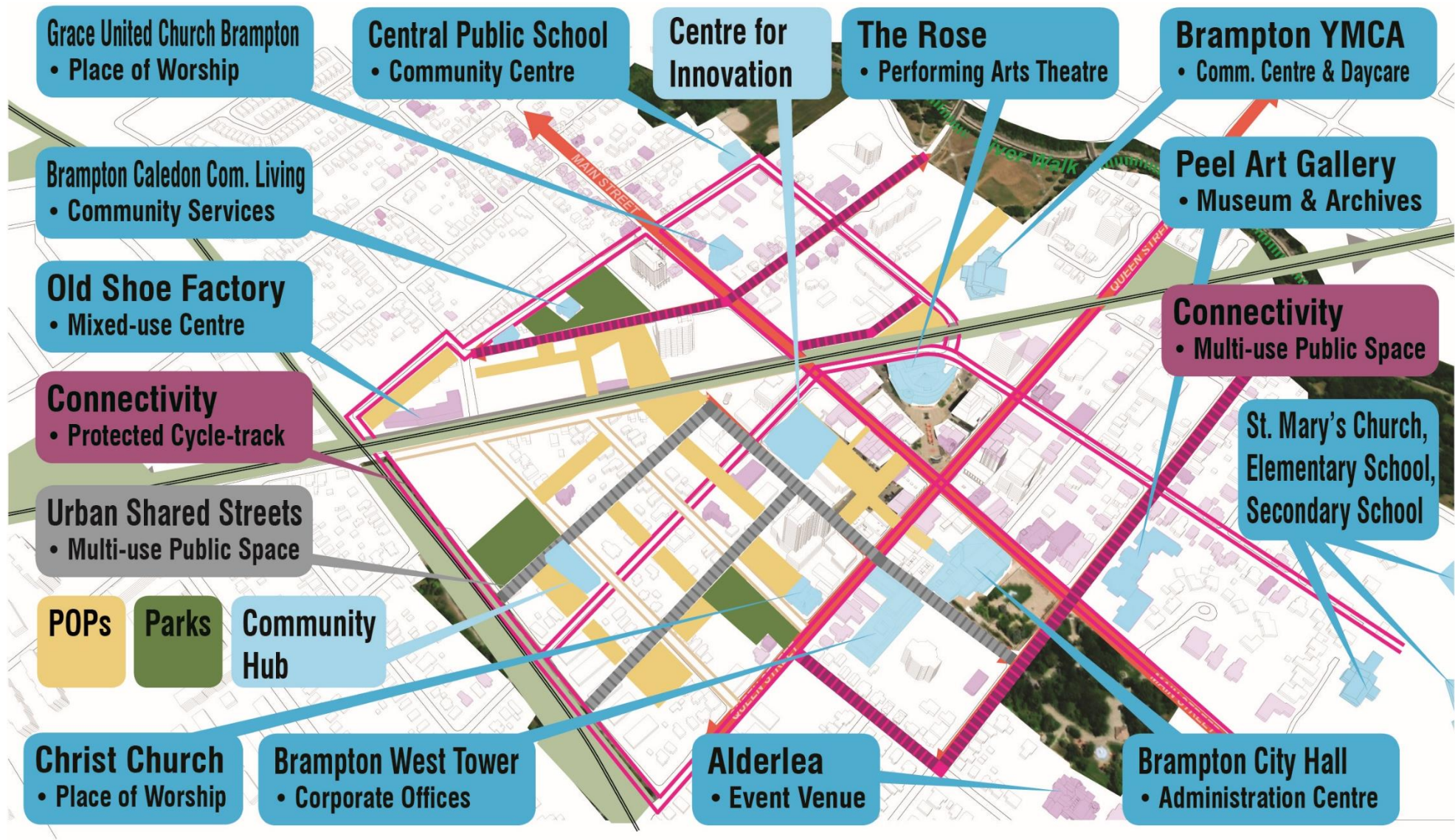


# Growth & Investment: Interconnected Green Network...





# Growth & Investment: Complete neighbourhoods...





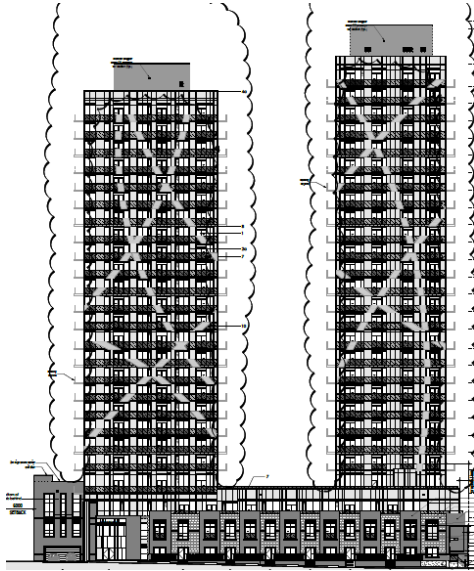
# Growth & Investment: Developments



OZS-2021-0003 - 151 Main St N, 30 storey mixed-use



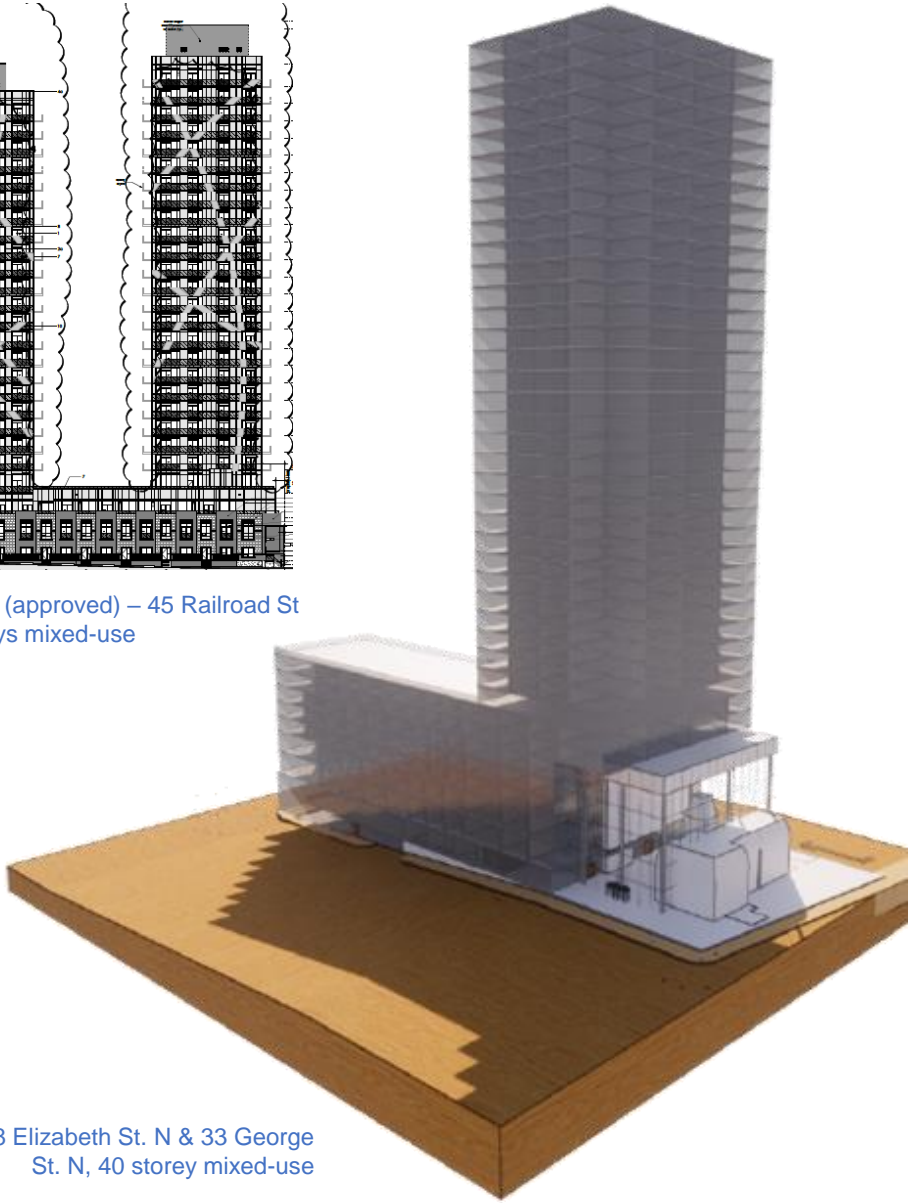
OZS-2020-0030 – 18-24 Elizabeth St  
14 storey residential



SPA-2020-0161 (approved) – 45 Railroad St  
25 and 27 storeys mixed-use



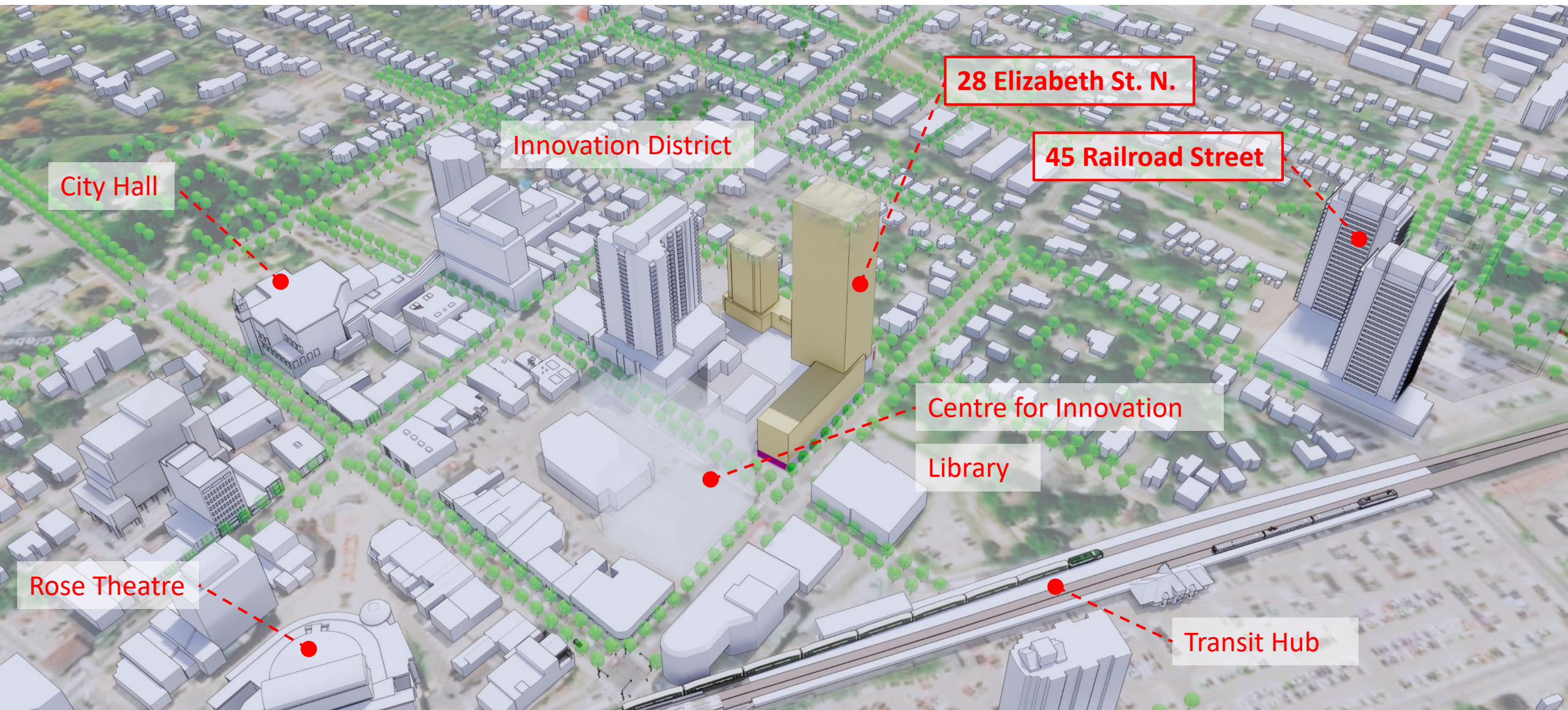
C01E04.015 (approved) – 7-29 Clarence St, 90 townhouses



PRE-2020-0033 – 28 Elizabeth St. N & 33 George  
St. N, 40 storey mixed-use

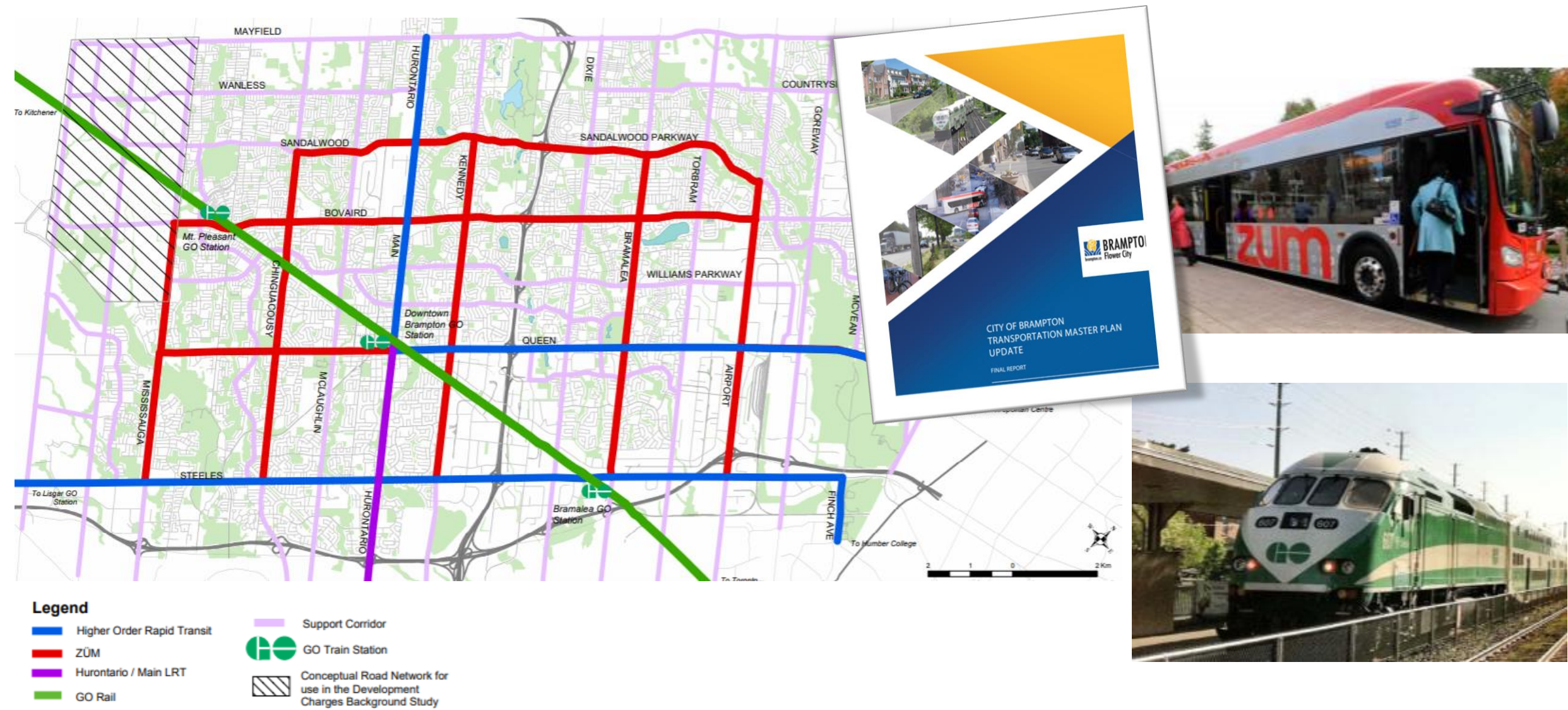


# Growth & Investment: Complete living...



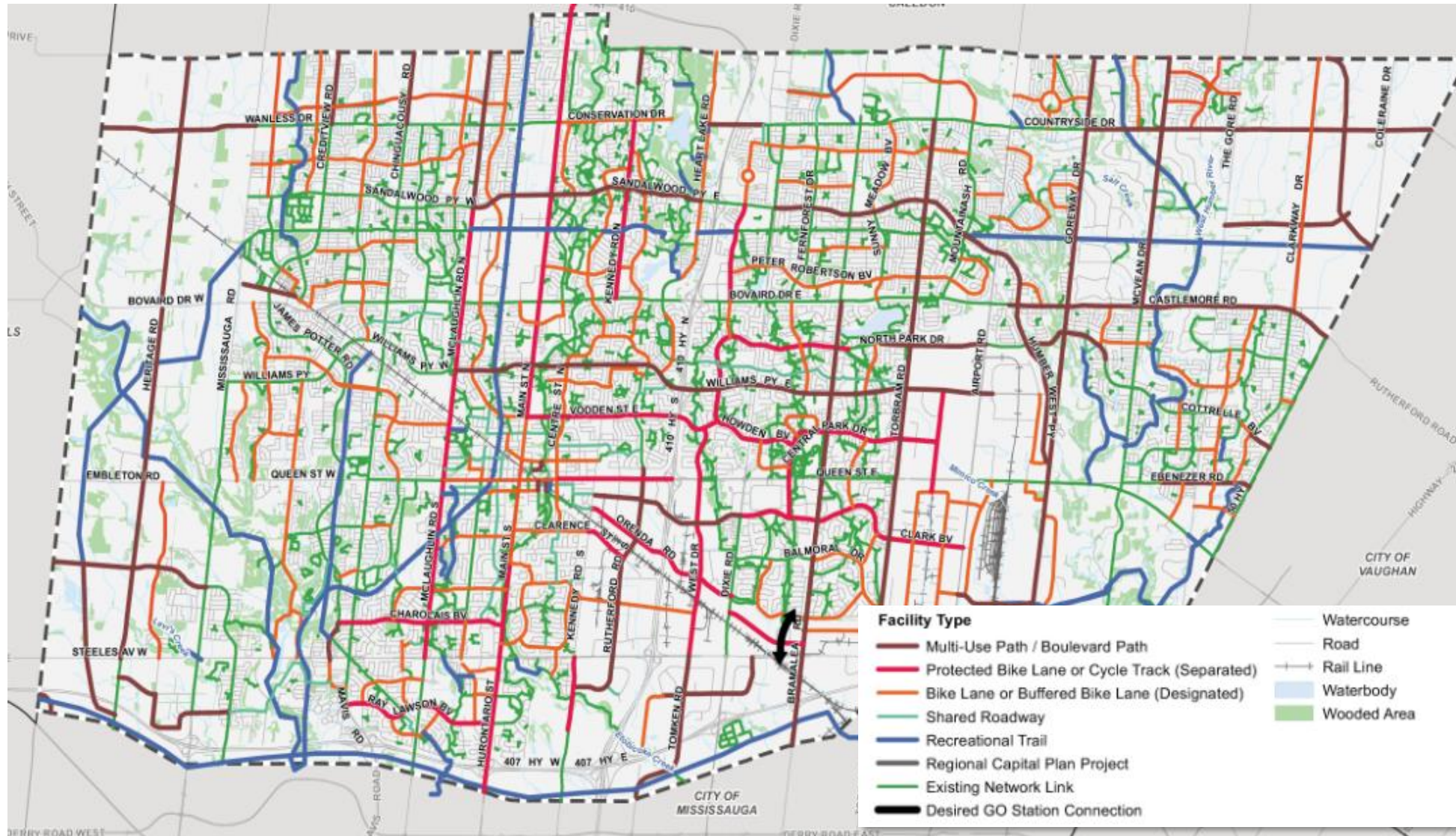


# Growth & Investment: Transportation Master Plan - Overview





## ***Growth & Investment: Transportation Master Plan – Complete Streets***

CITY OF BRAMPTON  
COMPLETE STREETS  
GUIDE

*DRAFT – IN PROGRESS*





# Growth & Investment: Transportation Master Plan – Complete Streets

## CORRIDOR EXPANSION

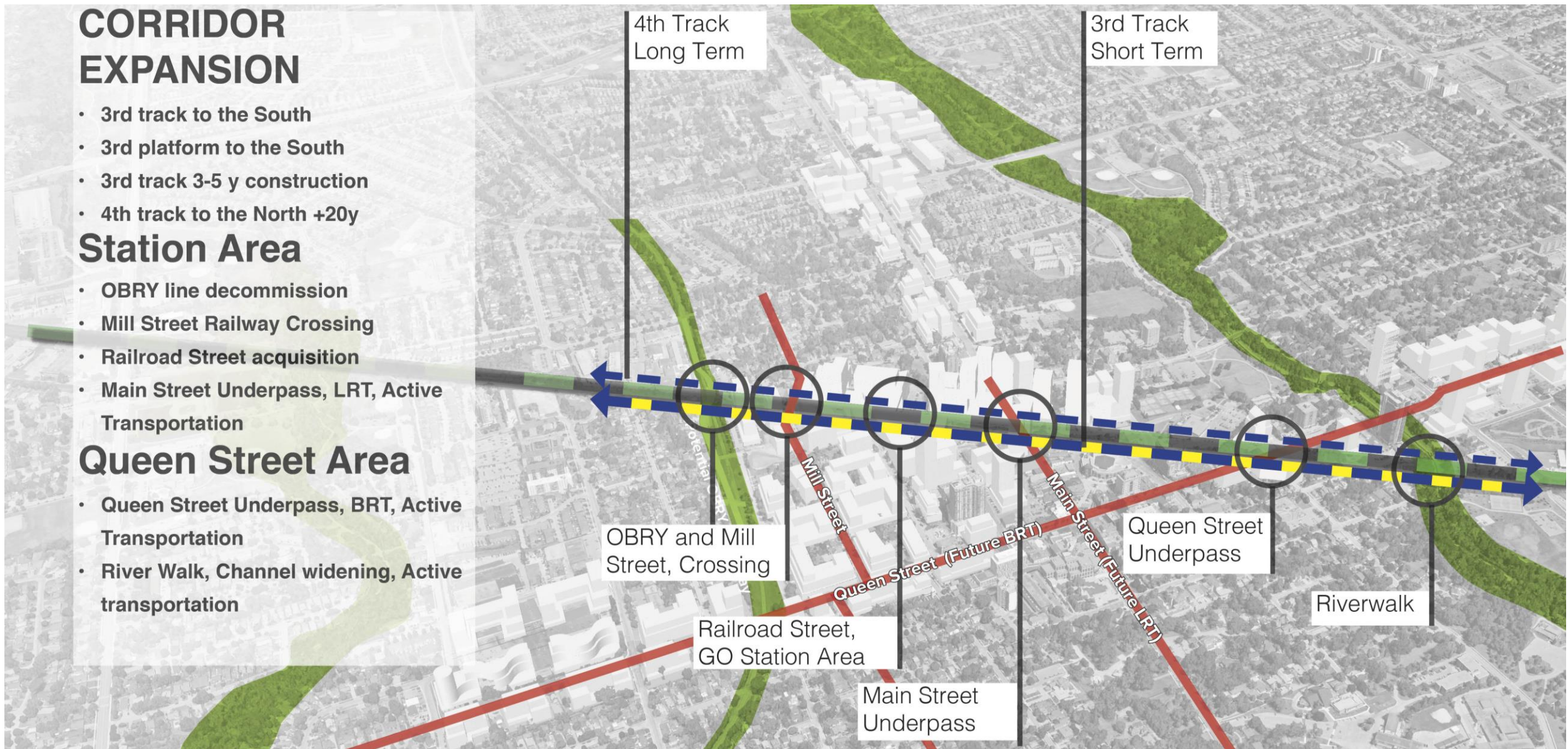
- 3rd track to the South
- 3rd platform to the South
- 3rd track 3-5 y construction
- 4th track to the North +20y

## Station Area

- OBRY line decommission
- Mill Street Railway Crossing
- Railroad Street acquisition
- Main Street Underpass, LRT, Active Transportation

## Queen Street Area

- Queen Street Underpass, BRT, Active Transportation
- River Walk, Channel widening, Active transportation





# Growth & Investment: Hurontario-Main LRT Study

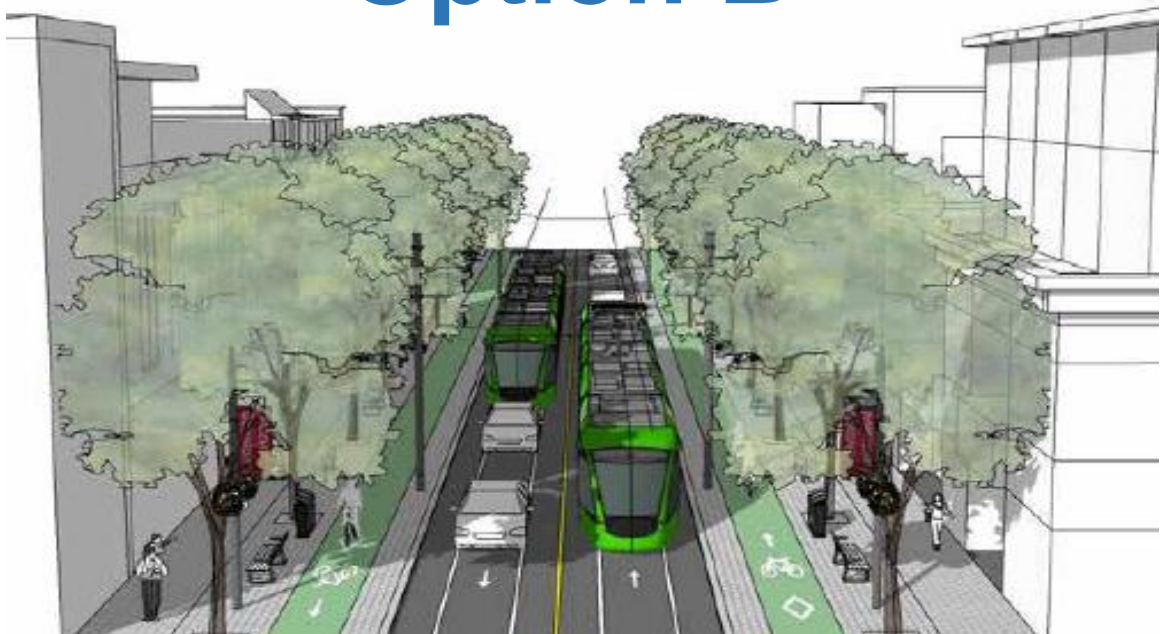
Providing alternatives to extend light rail transit from Brampton Gateway Terminal to Brampton GO station in Downtown Brampton.

## Option A



Potential Surface Layout with LRT Underground Segment

## Option B

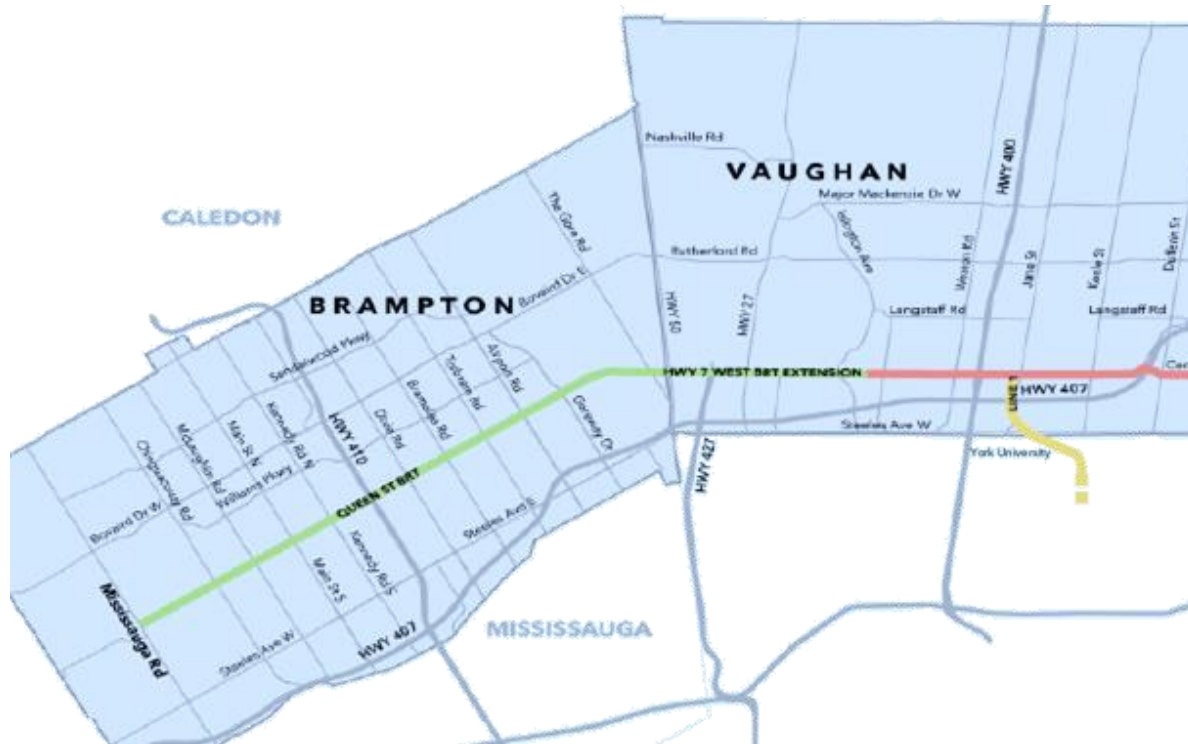


Potential LRT Surface Design



## ***Growth & Investment: Highway 7 BRT***

Metrolinx is leading the project with support from the City of Brampton, Peel Region, and York Region.



## Queen Street – Highway 7 BRT



**Busiest transit corridor**  
in Brampton



More than  
**30,000**  
transit customers  
per day



Nearly **33%**  
**population growth**  
anticipated over the  
next 20 years



**133%**  
ridership growth  
from 2009 – 2019



Approximately **54%**  
**employment growth**  
over the next 20 years









**brampton.ca/QSBRT**

Illustration is Artist's concept. E.&O.E.



# Growth & Investment: Downtown Brampton Transit Hub



- A new Transit Hub will enhance intermodal connectivity and support active transportation.
- The new Transit Hub will help revitalize Downtown Brampton ensuring a high-quality public realm with vibrant transit-oriented communities.



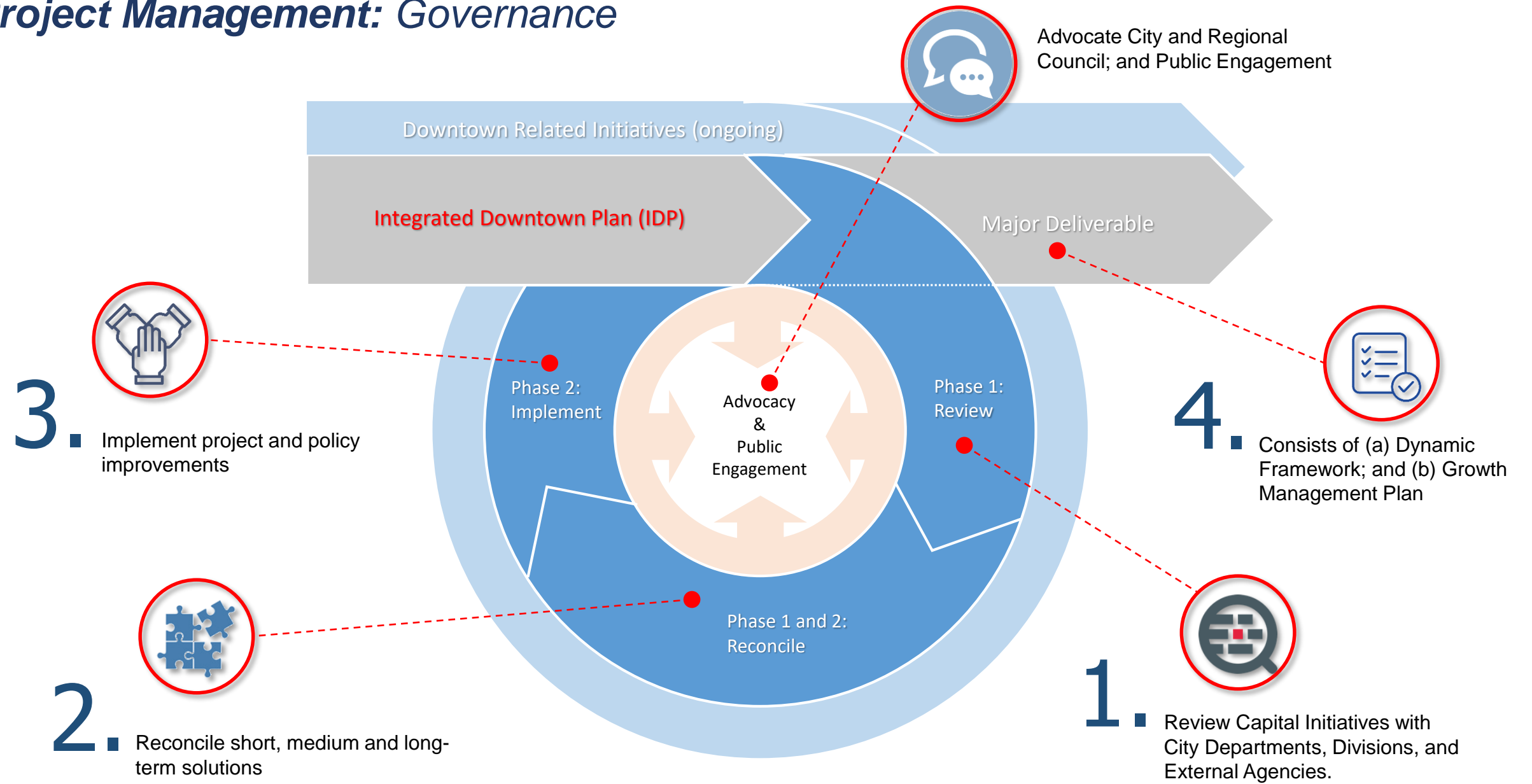
# Growth & Investment: Riverwalk – Nature brought back...

The City is leveraging the Riverwalk Project to maximize its benefit to revitalize Downtown.





# Project Management: Governance





# Project Management: Coordination

## Department Coordination

Direct Impact Projects									
Department	Project Title	Project Mandate	Contact	Start Date	End Date	Coordinating Depts.	Applicable Grants	Concerns/Conflicts	Bridging “Meanwhile” strategy?
Community Services	▶								
Planning, Building & Economic Dev.	▶								
Public Works and Engineering	▼								
	Algoma Univ. Expansion								
	Brampton Univ. Expansion								
	Centre of Innovation								
	Track Exp. CN & Metrolinx								
	B-Hive								
	CIP Program								
	Cybersecure Catalyst								
	Downtown Mobility Hub								
	Downtown Plan								
	Main St. Revitalization Plan								
Transit	▶								
Unassigned	▶								



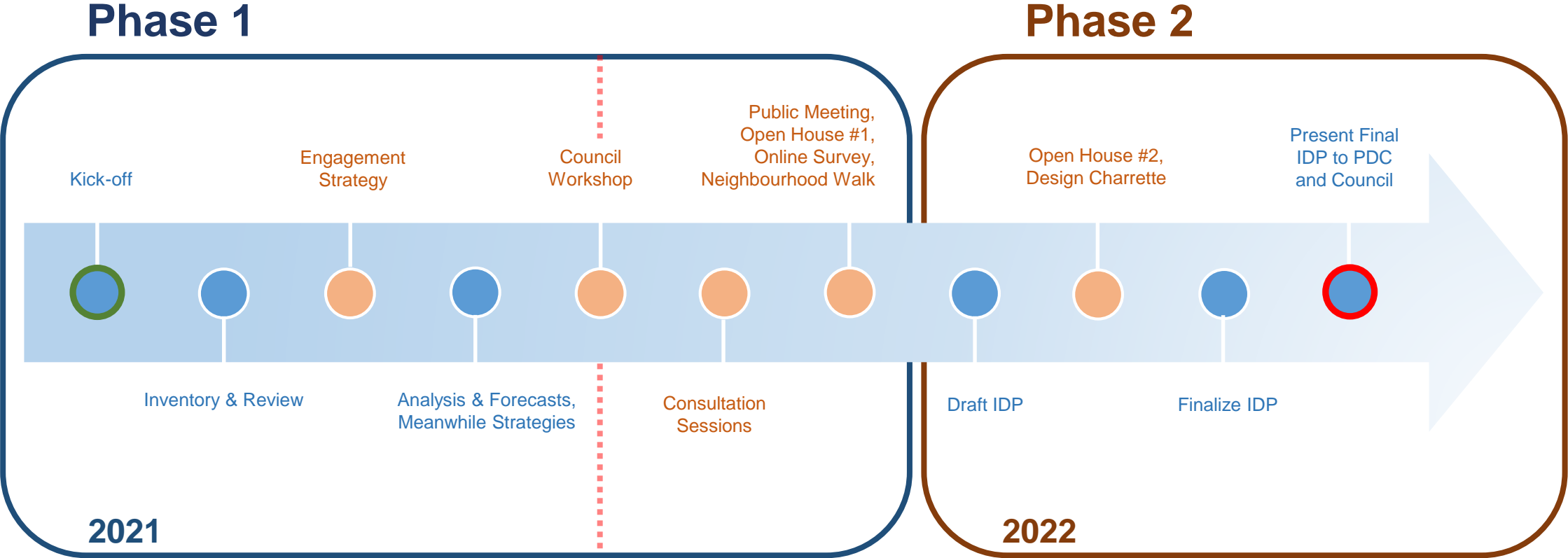
# Project Management: Engagement

Phase	Purpose	Purpose
Phase 1 (2021)	Coordinated Engagement Strategy	Prepare
Phase 1 (2021)	Website & Branding Launch	Inform
Phase 1 (2021)	Council Workshop	Inform
Phase 1 (2021)	Tele Town Hall	Inform
Phase 1 (2021)	Public Meeting	Inform
Phase 1 (2021)	Stakeholder Focus Groups	Discuss
Phase 1 (2021)	Technical Consultation Sessions	Discuss
Phase 1 (2021)	Open House #1 (Virtual)	Listen
Phase 1 (2021)	Online Survey	Listen
Phase 1 (2021)	Neighbourhood Walk (Virtual)	Listen
Phase 2 (2022)	Open House #2 (Virtual)	Collaborate
Phase 2 (2022)	Virtual Design Charrette and/or Virtual World Café	Collaborate
Phase 2 (2022)	Finalize IDP	Synthesize





# Project Management: Schedule





## **Comments & Questions**

### **Project Sponsors**

Richard Forward - *Commissioner of Planning, Building & Economic Development*  
Bob Bjerke - *Director of Planning and Design*

### **Project Manager**

Jeffrey Humble - *Manager of Policy, Programs and Implementation*

### **Project Leads**

Shahid Mahmood - *Principal Planner, Senior Supervisor IDP*  
[shahid.mahmood@Brampton.ca](mailto:shahid.mahmood@Brampton.ca)

Shahinaz Eshesh - *Assistant Policy Planner IDP*  
[shahinaz.eshesh@Brampton.ca](mailto:shahinaz.eshesh@Brampton.ca)

Visit “Downtown Brampton”

<https://www.brampton.ca/EN/City-Hall/Downtown-Brampton/Pages/Welcome.aspx>