



For Office Use Only:
Meeting Name:
Meeting Date:

Delegation Request

Please complete this form for your request to delegate to Council or Committee on a matter where a decision of the Council may be required. Delegations at Council meetings are generally limited to agenda business published with the meeting agenda. Delegations at Committee meetings can relate to new business within the jurisdiction and authority of the City and/or Committee or agenda business published with the meeting agenda. **All delegations are limited to five (5) minutes.**

Attention: City Clerk's Office, City of Brampton, 2 Wellington Street West, Brampton ON L6Y 4R2

Email: cityclerksoffice@brampton.ca Telephone: (905) 874-2100 Fax: (905) 874-2119

Meeting: City Council Planning and Development Committee
 Committee of Council Other Committee:

Meeting Date Requested: Agenda Item (if applicable):

Name of Individual(s):

Position/Title:

Organization/Person being represented:

Full Address for Contact: Telephone:
Email:

Subject Matter to be Discussed:	<input type="text" value="Urban Community Hub - Uptown"/>
Action Requested:	

A formal presentation will accompany my delegation: Yes No

Presentation format: PowerPoint File (.ppt) Adobe File or equivalent (.pdf)
 Picture File (.jpg) Video File (.avi, .mpg) Other:

Additional printed information/materials will be distributed with my delegation: Yes No Attached

Note: Delegates are requested to provide to the City Clerk's Office **well in advance of the meeting date:**

- (i) 25 copies of all background material and/or presentations for publication with the meeting agenda and /or distribution at the meeting, and
- (ii) the electronic file of the presentation to ensure compatibility with corporate equipment.

Submit by Email

Once this completed form is received by the City Clerk's Office, you will be contacted to confirm your placement on the appropriate meeting agenda.

Personal information on this form is collected under authority of the Municipal Act, SO 2001, c.25 and/or the Planning Act, R.S.O. 1990, c.P.13 and will be used in the preparation of the applicable council/committee agenda and will be attached to the agenda and publicly available at the meeting and on the City's website. Questions about the collection of personal information should be directed to the Deputy City Clerk, Council and Administrative Services, 2 Wellington Street West, Brampton, Ontario, L6Y 4R2, tel. 905-874-2115.

Unboxing Uptown – The transformation of a main street

Uptown Brampton Business & Community Needs Study

Planning, Building & Economic Development – Report 2021-906

October 18, 2021



Canadian Urban Institute
Institut Urbain du Canada

Context - Bring Back Main Street



Bring Back Main Street (BBMS) aims to create **healthy, vibrant and inclusive communities**:

- Informing and connecting decision makers to **support local recovery efforts**
- Driving a **national narrative** and galvanizing support
- **Building connective tissue** between stakeholders



Context - Bring Back Main Street



In the **immediate term**, small business will be a crucial part of the recovery from the shock brought by the COVID-19 pandemic.

In the **longer term**, small businesses are a vital engine that drives vibrant and healthy communities in Canadian cities.

In August 2021, CUI launched **My Main Street** to implement placemaking strategies.



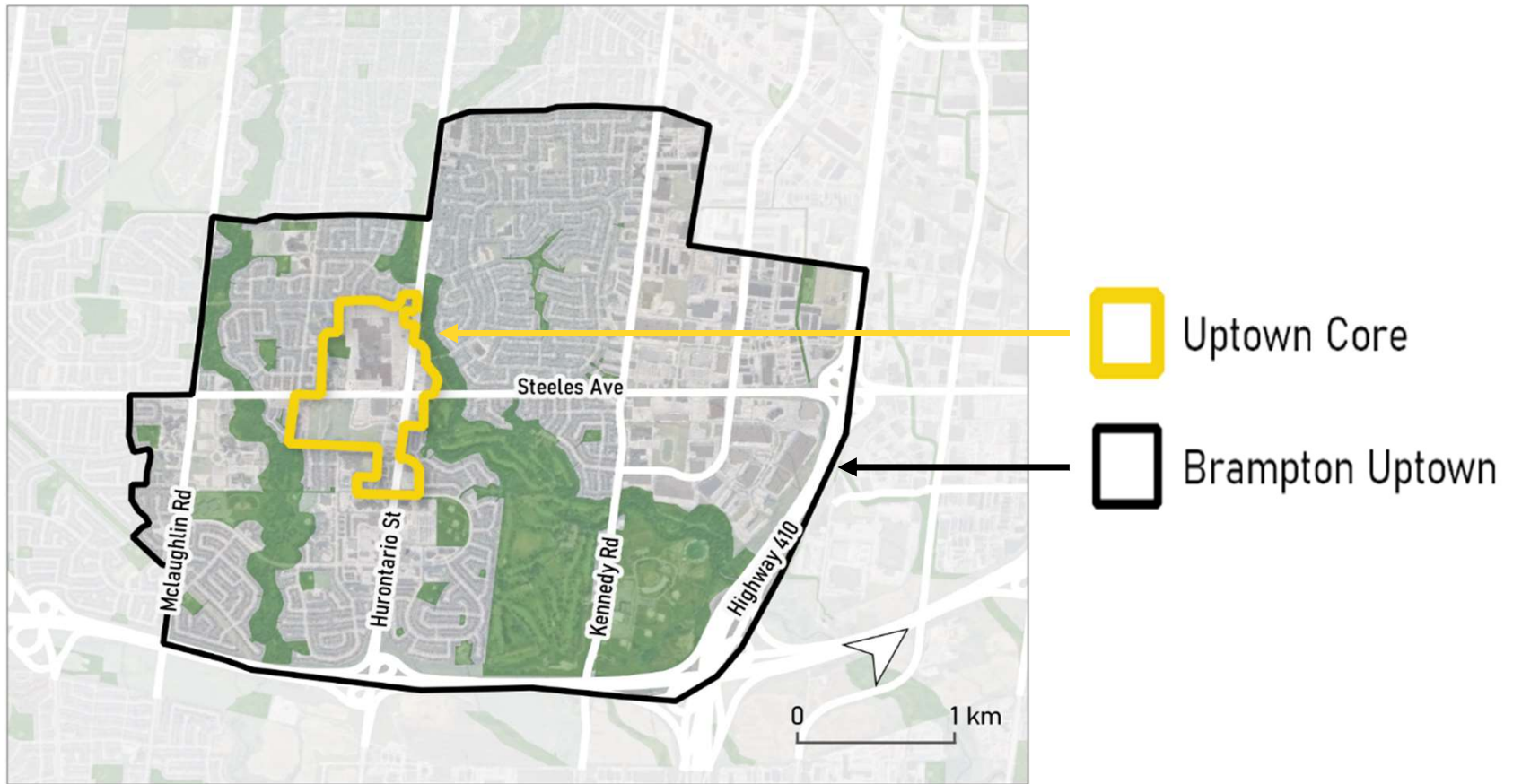
Project Objectives



- Understand Uptown Brampton business current challenges and future opportunities.
- Understand current demographics and community needs.
- Promote a main street environment in the redevelopment plans and integration of the Community Hub.
- Connect Brampton to the national conversation on main streets; cultivate knowledge and enthusiasm.

Local partners for this work included business owners, business support networks, property owners, economic development experts, youth and multi-cultural organizations to **apply an equity and diversity focus** and a **‘main street’ lens** to the redevelopment scheme.

Project Context – Study Area



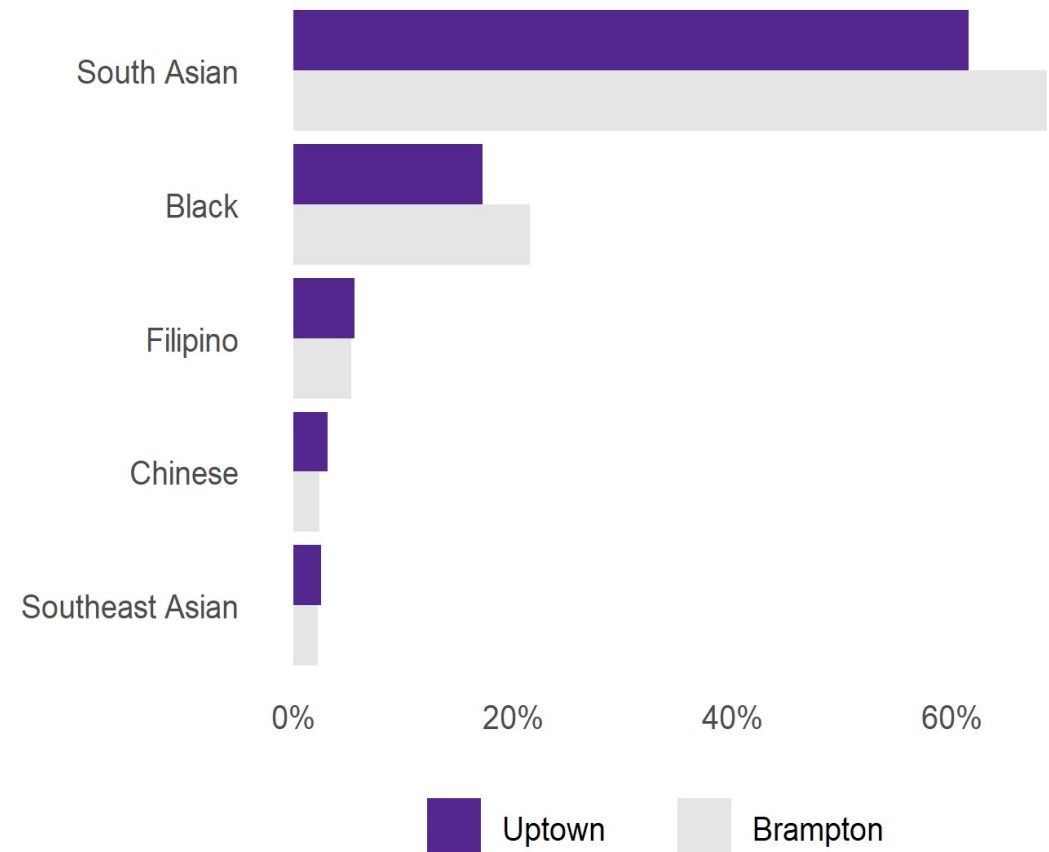
Source: City of Brampton

Uptown Brampton – Demographics



Uptown is home to 44,000 people and large immigrant population (52%).

- **70%** of the total population in Uptown identify as **visible minorities**.
- **South Asian community is the largest** visible minority (44%).
- **Black residents comprise the second largest group** (12%).



Uptown Brampton – Business profile



Small businesses are characteristic of Uptown:

- **752 businesses (64%) are small independent businesses;** average of **4.2 employees** and approximately **1,500 sq. ft. of space.**
- 663 businesses (**55%**) are **storefronts** and contribute **41% of Uptown's employment.** These include:
 - **food retail or service** (32%, 213 businesses), nearly 2,800 employed
 - **general retail and service** (68%, 450 businesses), nearly 4,000 employed.
- These businesses are **appropriate for a walkable main street location.**

Linking Community Hub and Main Street



Unboxing Uptown – linking Hub and Main Street



Community hub model supports a complete neighbourhood to **serve residents and businesses, build social equity and draw further investment to the neighbourhood.**

Social, **economic** and **environmental** resilience are achieved and sustained when **community and business needs are supported by social infrastructure.**



Unboxing Uptown – Recommendations



CUI report recommendations:

- Draw on Uptown's character as a **food destination** (Food Hall, marketplace, commercial kitchen).
- Support a **complete neighbourhood**: art/cultural spaces, events, innovation spaces, recreational opportunities, social supports.
- Include **accessible and welcoming public spaces** for all ages/abilities.
- Provide **business opportunities**: small retail spaces, coworking spaces, business incubation services.
- Provide recreation, social and employment **opportunities for youth**.

Unboxing Uptown – Conclusion



Redevelopment in Uptown can:

- Use the Community hub model **to support more resilient and diverse communities.**
- Connect **how we restore and invigorate our main streets** for post-COVID-19 recovery.
- Build on CUI's work on **Bring Back Main Street/My Main Street** to engage leaders and practitioners across Canada.
- **Create more sustainable communities:** mixed-use, diverse, multi-modal
- Showcase redevelopment scheme **as a model for other communities.**



Thank you

Mary W. Rowe, President & CEO

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Canadian Urban Institute: <https://canurb.org/>



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