

# Future Opportunities for City Owned Lands at the CAA Centre

Public Council Workshop  
November 26, 2021





# Agenda

Committee of Council requested a presentation at a future workshop or meeting on the future vision and possible opportunities for the City owned CAA Lands prior to Budget Committee.

1. CAA Lands – Future Development Framework
2. Discussion

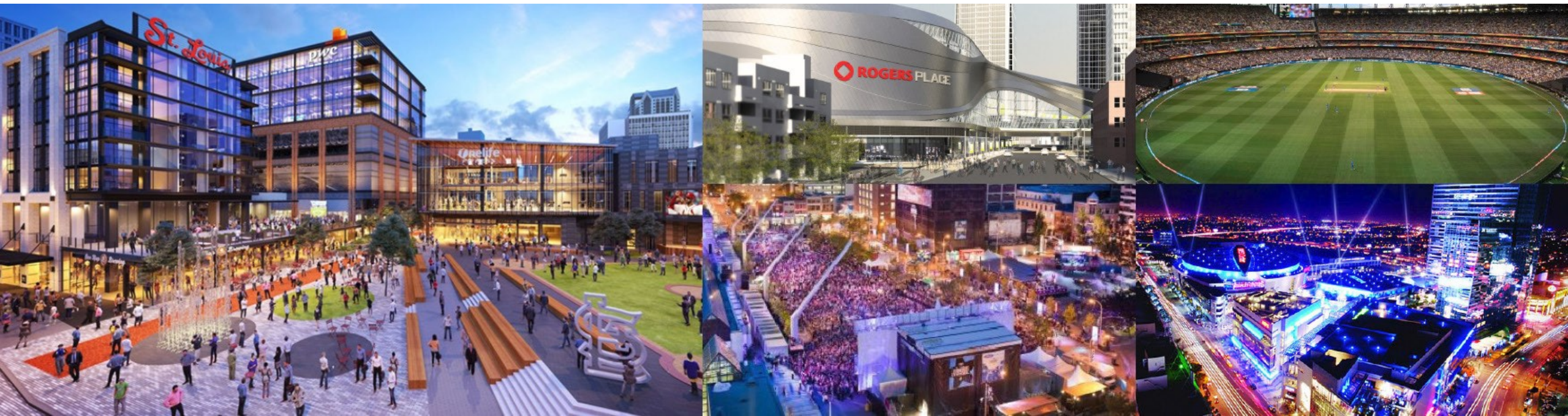




# Background

**2018 Brampton 2040 Vision** identified the CAA site as the east anchor of Uptown Brampton with major transit-oriented live/work civic core for businesses, commerce, leisure and tourism.

**2019 CAA Lands Technical Analysis** identified the strategic opportunity to transform this large, City-owned, developable parcel of land from a sports complex into a new urban core and to advance Uptown Brampton as a regional destination.



# 12 Guiding Principles for Mixed-use Sports Complex

## 2020 CAA Lands Development Framework

### Consultant Support:

**Gensler** a global architecture, design and planning firm with specialty in designing sports venue as a sustainable mixed-use regional destination.

**Arup** a global transportation, engineering and multi-disciplinary firm with specialty in creating innovation, sustainable transportation and infrastructure solutions.

**City established 12 guiding principles to measure the performance of the Development Framework**

1 POSITION  
BRAMPTON AS  
A CENTRE FOR  
INTERNATIONAL  
SPORTS FOR THE  
REGION

2 LEVERAGE  
THE **ICONIC**  
PROXIMITY OF  
THE SITE TO THE  
INTERNATIONAL  
AIRPORT

3 TAKE  
ADVANTAGE  
OF **LARGE**  
CITY-OWNED  
PROPERTY

4 PROVIDE THE  
**BEST STATE OF**  
THE ART SUITE  
OF SPORTS  
FACILITIES

5 DEVELOP AN  
**INTEGRATED**  
FACILITY WITH  
**SYNERGISTIC**  
COMPATIBLE USES  
HOSPITALITY, FOOD AND BEVERAGE,  
HOUSING, EMPLOYMENT, RETAIL,  
ENTERTAINMENT, COMMUNITY RECREATION,  
CONVENTIONS, ETC

6 JUSTIFY THE  
**IMPROVED**  
TRANSIT  
CONNECTION TO  
THE AIRPORT AND  
THE WIDER AREA

7 TAKE ADVANTAGE  
OF **VALLEY SITE**,  
SURROUNDING  
GREEN AND ACTIVE  
TRANSPORTATION  
NETWORK

8 TRANSFORM  
**KENNEDY TO BE AN**  
URBAN BOULEVARD  
AND SPINE FOR  
CONTEMPORARY  
REDEVELOPMENT

9 **SET THE**  
STAGE AND BE  
THE **CATALYST**  
FOR FUTURE  
DEVELOPMENT IN  
THE SURROUNDING

10 CREATE A  
FRAMEWORK THAT  
WILL **ATTRACT**  
HIGH LEVEL  
DEVELOPER  
PARTICIPATION

11 DEVELOP A  
**SUSTAINABLE**  
BUSINESS MODEL  
THAT WILL  
BENEFIT THE CITY  
BOTH SH & LG TM

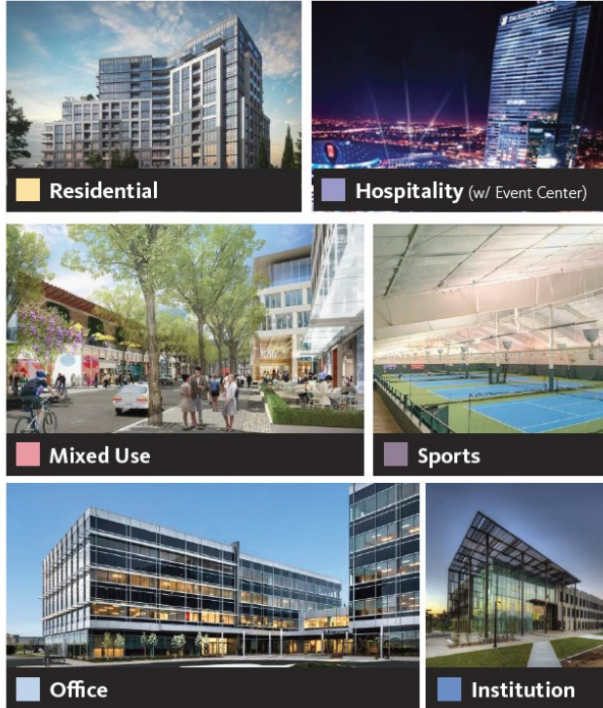
12 DO THIS IN A  
**TIMELY MANNER**  
FOR EARLY  
AND EFFECTIVE  
IMPLEMENTATION



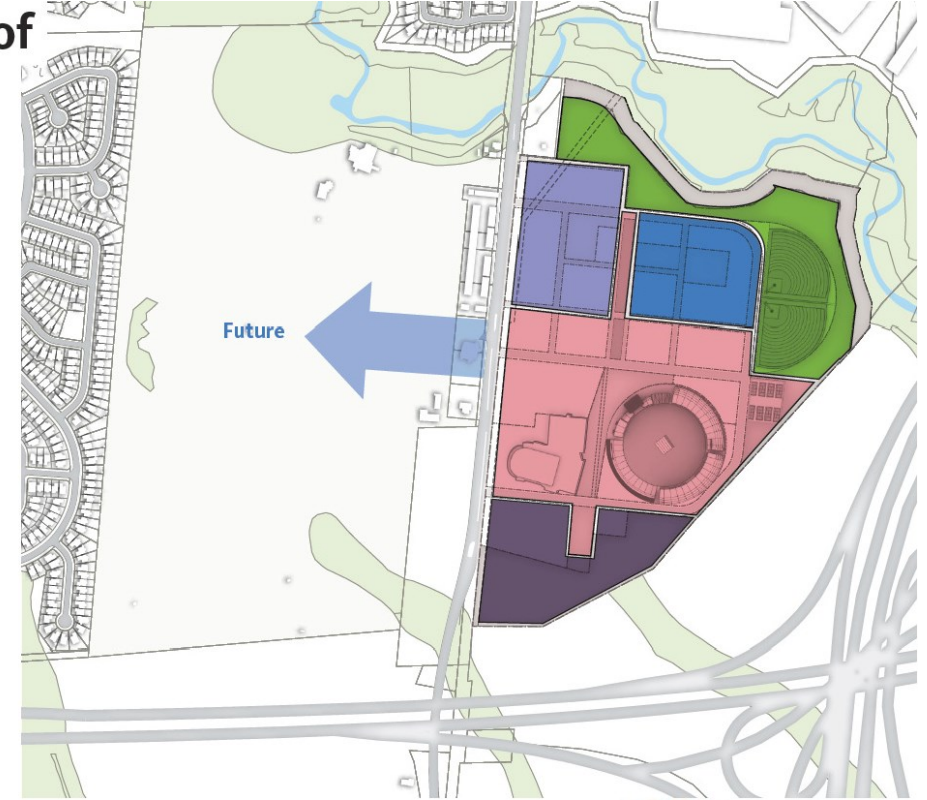
# Development Framework: Implementation Foundation

1. Development scale
2. Phasing approach
3. Synergistic mixed of uses & place-making structure
4. Transportation infrastructure

## Create Synergies through Mixed Use



## Future-proof



# Synergistic Mixed of Uses and Development Approach

- 1. **Market Analysis** informed the need for conference hotel, year-round family style programming, high quality food & beverages, multi-tenant office
- 2. **Real Estate Analysis** informed the need for high demand for condo, purpose-built rental for Millennials, New Immigrants

SPORTS/ ENTERTAIN Stadium + Rec	INSTITUTION Health, Edu, Cultural	OFFICE Anchor, multi- tenant	RESIDENTIAL rental, for-sale	HOTEL Business/Leisure	RETAIL/F&B Local v regional
CRICKET STADIUM 20,00 SEATS	EDUCATION	MULTI-TENANT	HIGH-RISE CONDO	FULL-SERVICE 250+ KEYS	FOOD & BEV
TENNIS CENTER 8 COURTS, BUBBLE	HEALTH/SPORTS MED.	INNOVATION / COWORKING	HIGH-RISE RENTAL	BOUTIQUE HOTEL	RETAIL, SHOPPING
BASEBALL CENTER 1+ FIELD		ANCHOR HQ	MID-RISE CONDO	CONFERENCE 50,000+ SF	SERVICES
CAA CENTER (EXISTING 4-PADS)			ROWHOMES		ENTERTAINMENT

# Sports Anchor Mixed-use Community

## Sports Facilities Analysis

### LARGEST ACTIVITY DRAW

#### CRICKET STADIUM MULTI-USE

##### 20,000 SEATS

Multi-purpose turf

Activity:

±6 months

Day, evenings, and weekends

Foot traffic: High

#### CAA CENTER (EXISTING)

##### 4-PAD ARENA (EHL)

1,000 visitors/game high estimate

Activity:

12 months

Evenings, After work

Lease expires 2034

Foot traffic draw: Low (existing),  
potential for medium in future

### T20 CRICKET

Short-format games lasting ±3 hours.

Attracting younger audiences via entertainment factor. The Indian Premiere League (IPL) has 8 teams in its 12th season; Australia's Big Bash League (BBL) is other major international league.

Typically 16-20 games per season, on both weekends and weekdays. India and Pakistan have 2-3 seasons per year, or approximately 45-60 games on an outdoor pitch.

### FAN PROFILE

- Family-style gatherings with large groups of ticket-holders attending together.
- Inter-generational, community focus.
- Typically congregate before the game.
- Growing base of young fans (under 35)
- **Canada T20 tournament** July 2019 (Brampton): **120 M viewers**



# Development Framework

## Transit-oriented Community

A unique transit oriented development anchored by a sports avenue.

## Regional transit connection

Connection to LRT, GO, 407 Transitway, International Airport

## Healthy live, work, play, learn

On-site community amenities blends with residential, office, retail, and hotel uses.

## Public Realm strategy

A Central Green connecting the core of the site to Etobicoke Creek

Retail/Community Amenities

0.3 million SF

Office

0.9 million SF

Institutional

0.2 million SF

Hospitality

0.2 million SF

Residential

1,210 units

Multi-purpose Facility

20,000 seats

Parking

5,735 spaces





# Based on Five Key Development Principles



## 1 Leverage the Context

Large site, full of potentials  
Proximity to airport and City-owned Property



## 2 Sports + Recreation as Anchor

Leverage sports enthusiasm,  
Sports Centre for the region



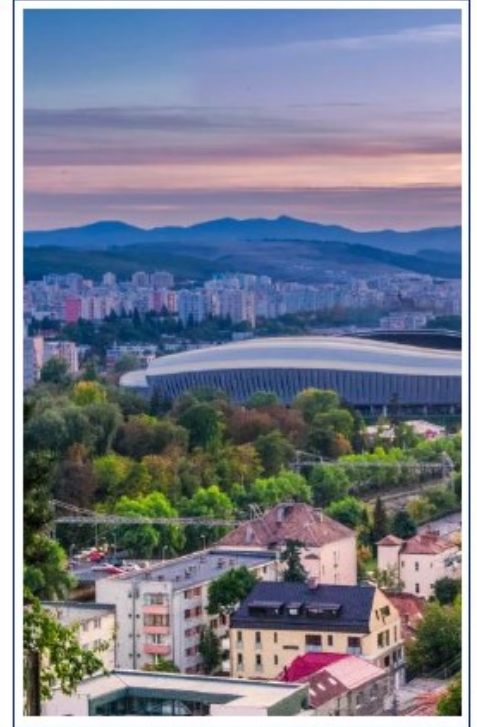
## 3 Create Synergies Through Mixed-Use

Sport + Entertainment + F&B  
Innovation Office +  
Coworking Hospitality



## 4 Walkable + Healthy Communities

Improve transit networks  
Promote biking + walkability



## 5 A Phasing Strategy That is Future Proof

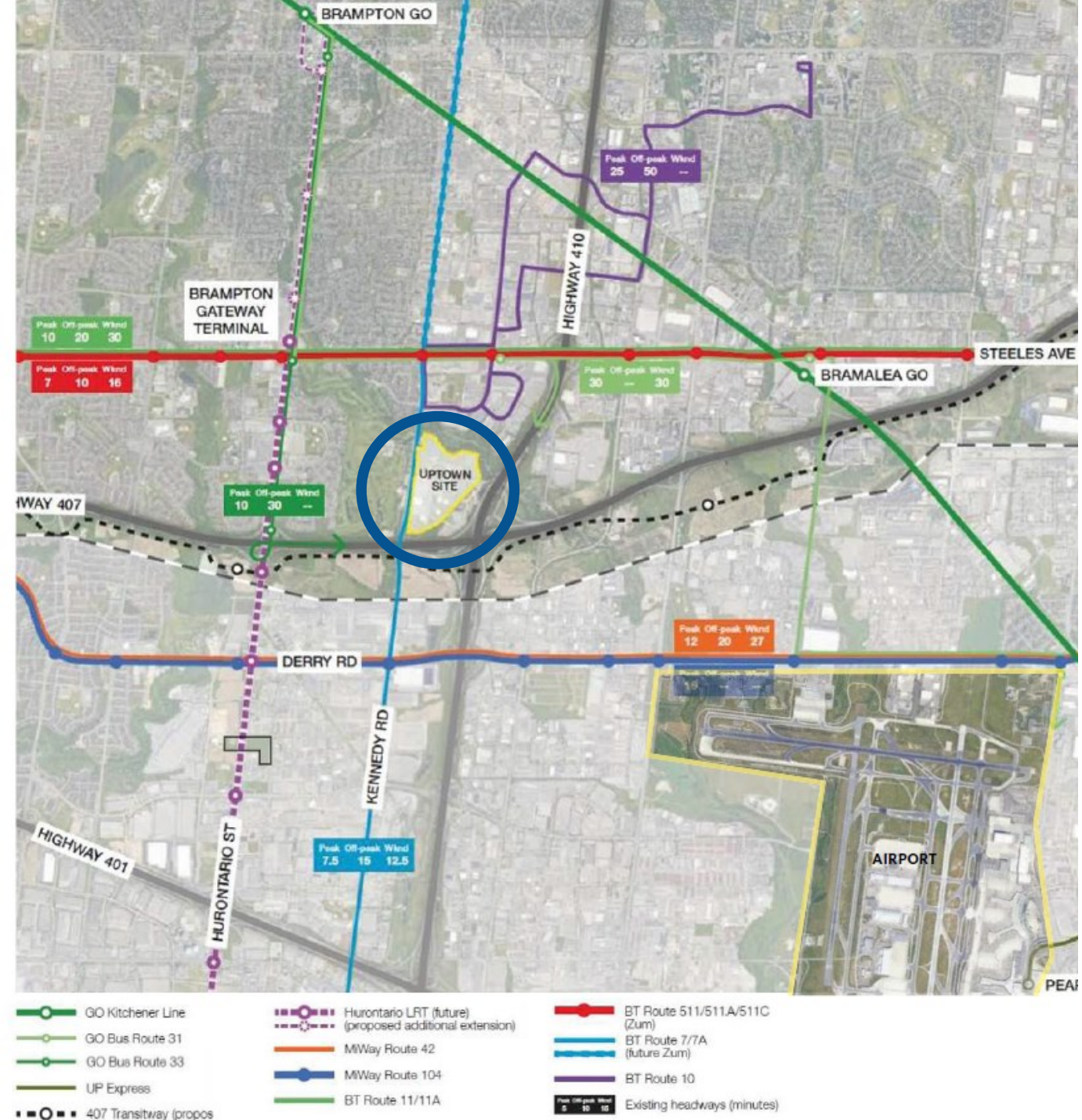
Integrate with nature  
Catalyst for future development  
Framework for phased implementation



# Leverage the Context & Regional Connections



- 13 minutes to Pearson international airport. 9 minutes to Bramalea GO all-day two-way regional rail service.
- 7 minutes to Brampton Gateway terminal regional bus rapid transit.
- Future direct connection to 407 Transitway bus rapid transit.
- Direct frontages on 407 and 410.





# Sports & Recreation as an Anchor





# Create Synergies through Mixed-use



 Residential



 Hospitality



 Mixed Use



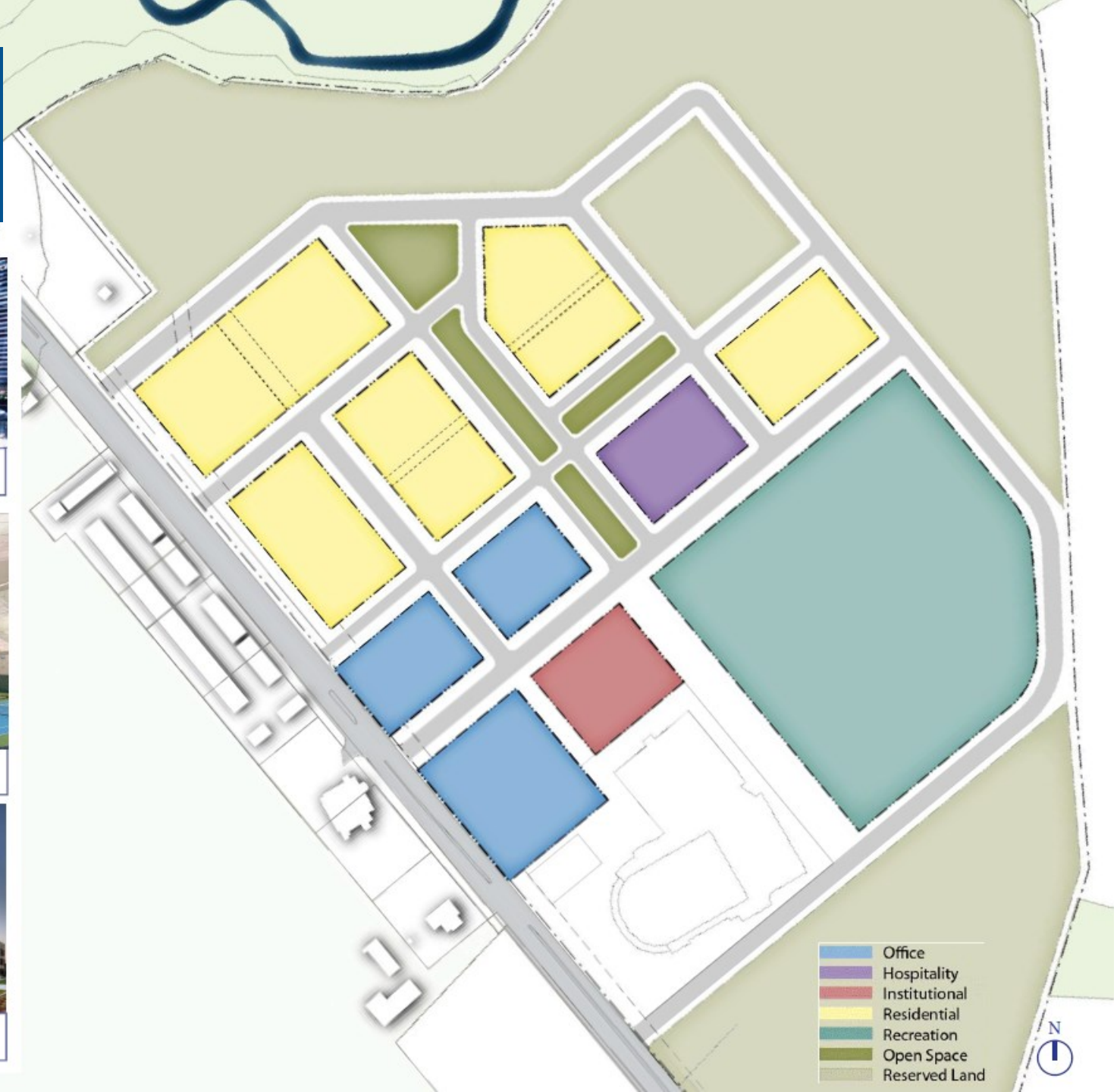
 Sports



 Office



 Institution





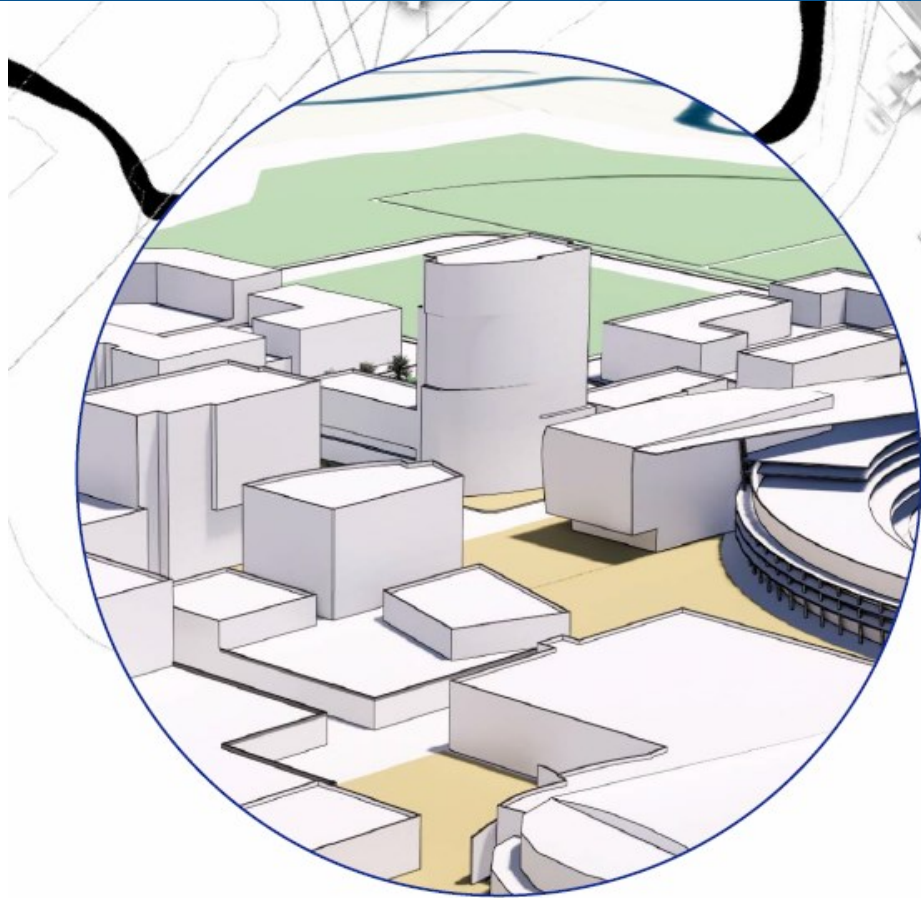
# Walkable & Healthy Community





# The Central Node

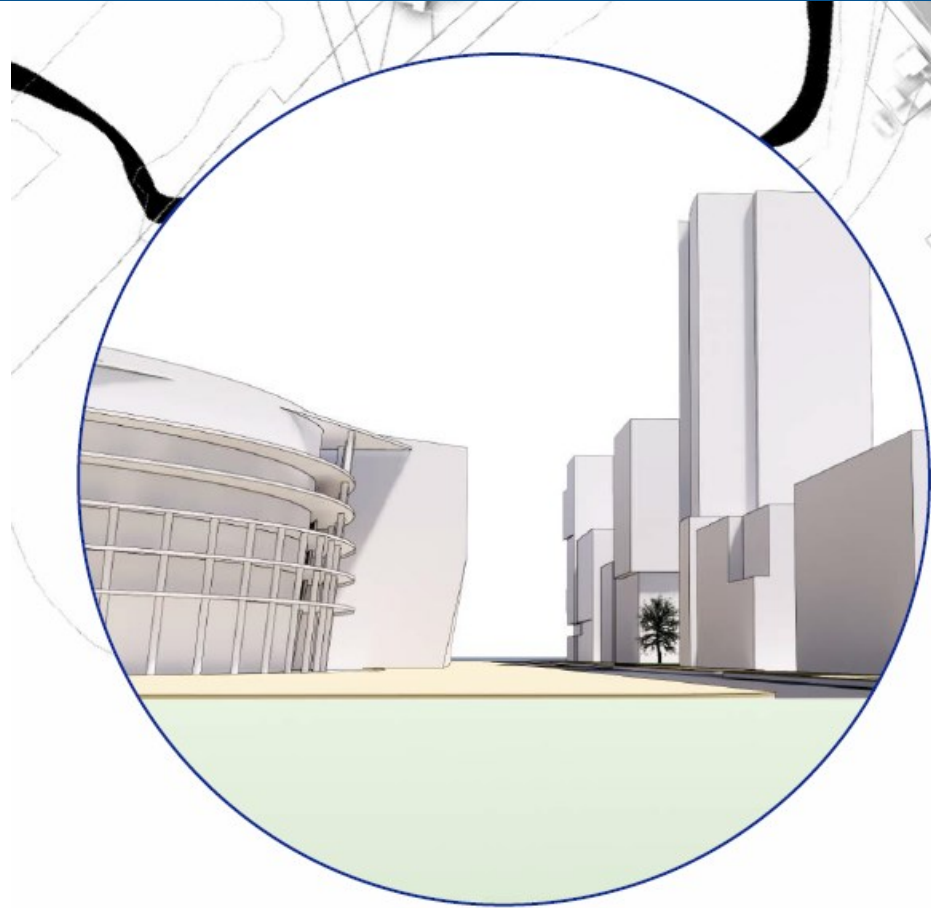
- Critical point in the heart of the new district
- Intersection of Office, Hotel, and Institution
- Formal entry point to the multi-use facility





# The Main Street

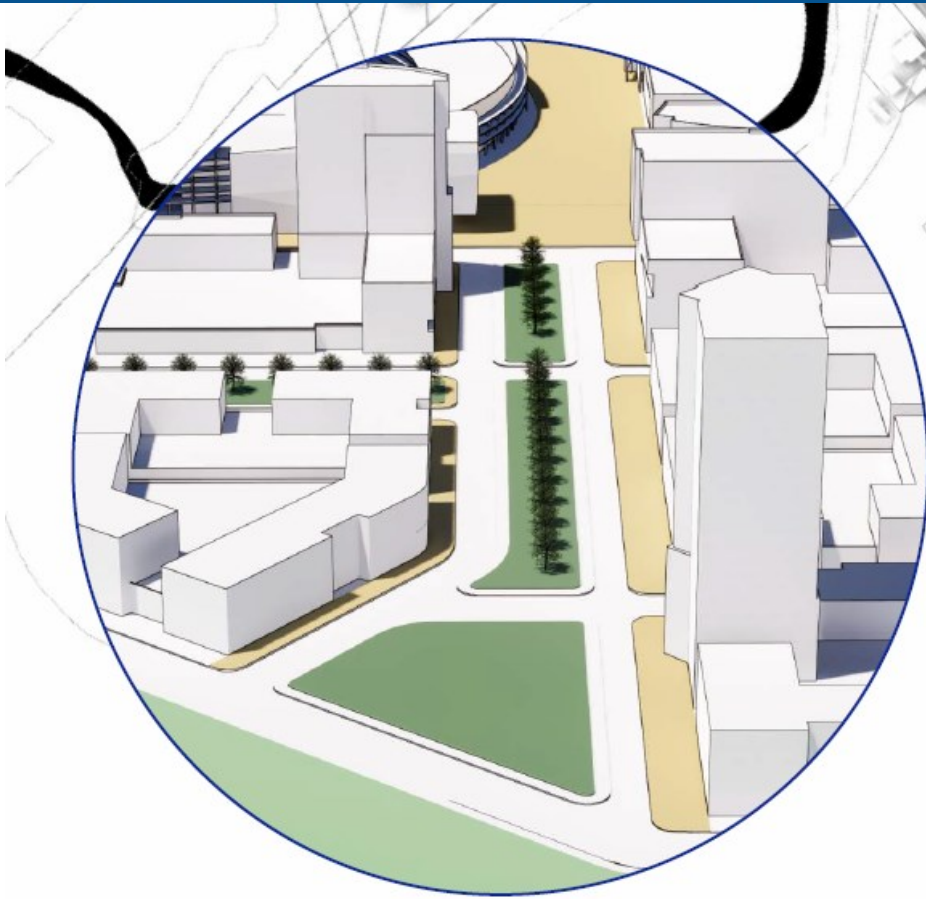
- Primary entry point into the site
- Lined with ground floor retail, shops, restaurants and other active uses for pedestrian activity





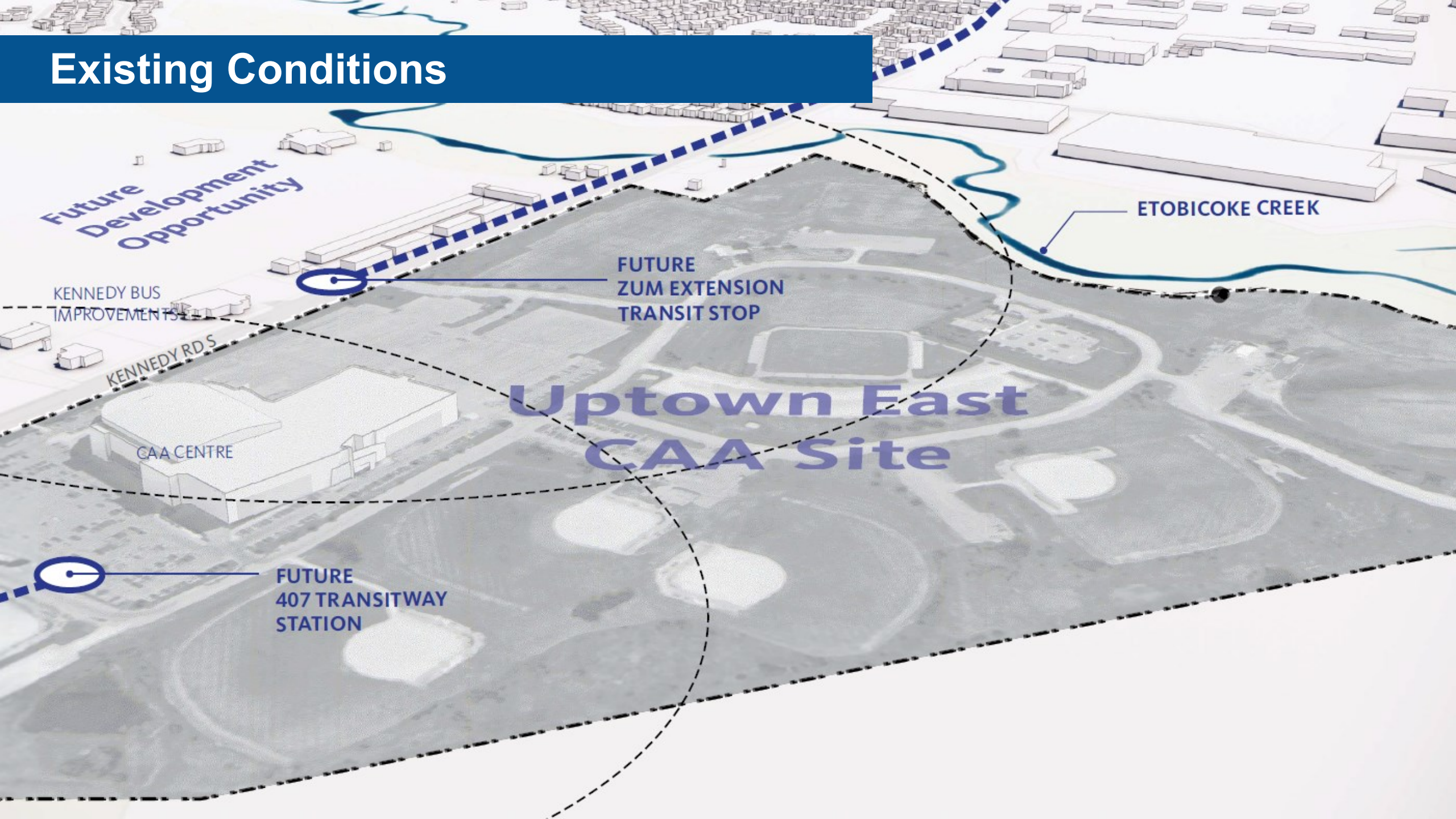
# The Central Green

- Links the heart to the Etobicoke Creek, extends to outdoor plaza along the multi-use facility
- Blends both active and passive open spaces with street-level retail, cafes and amenities





# Existing Conditions





# Sports Anchor Mixed-use Community

# Thank you



Potential Future 407  
Transitway Station