

Council Workshop Presentation

UPDATE:
Integrated Downtown Plan

January 30, 2023



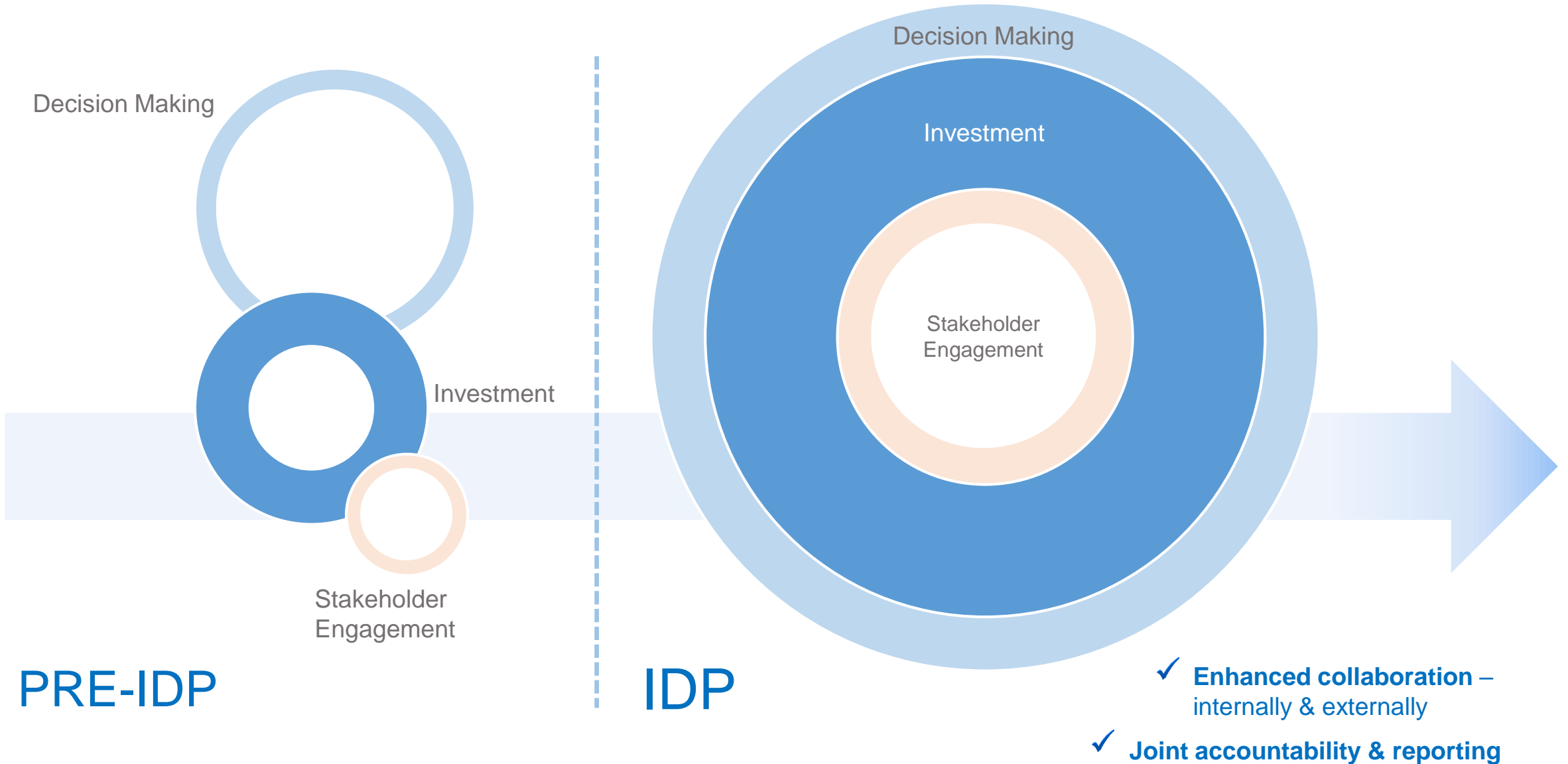


The **Integrated Downtown Plan** builds on the Brampton 2040 Vision and coordinates Downtown Brampton's many ongoing initiatives, programs and capital projects.

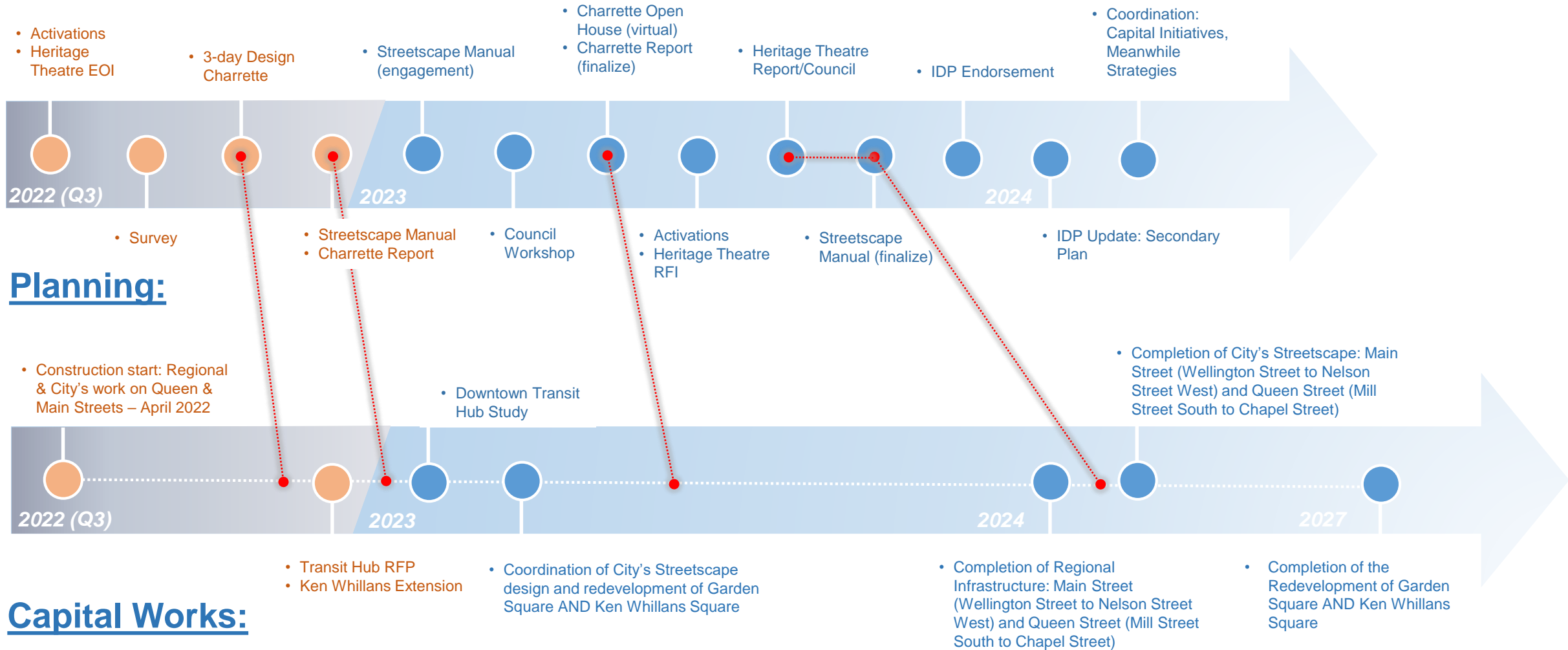
The purpose of this Council Workshop is to provide Councillors:

- An overview of the Integrated Downtown Plan (IDP) Program;
- An update on capital projects underway;
- An update on the Heritage Theatre Block; and
- A review of programs that have been implemented

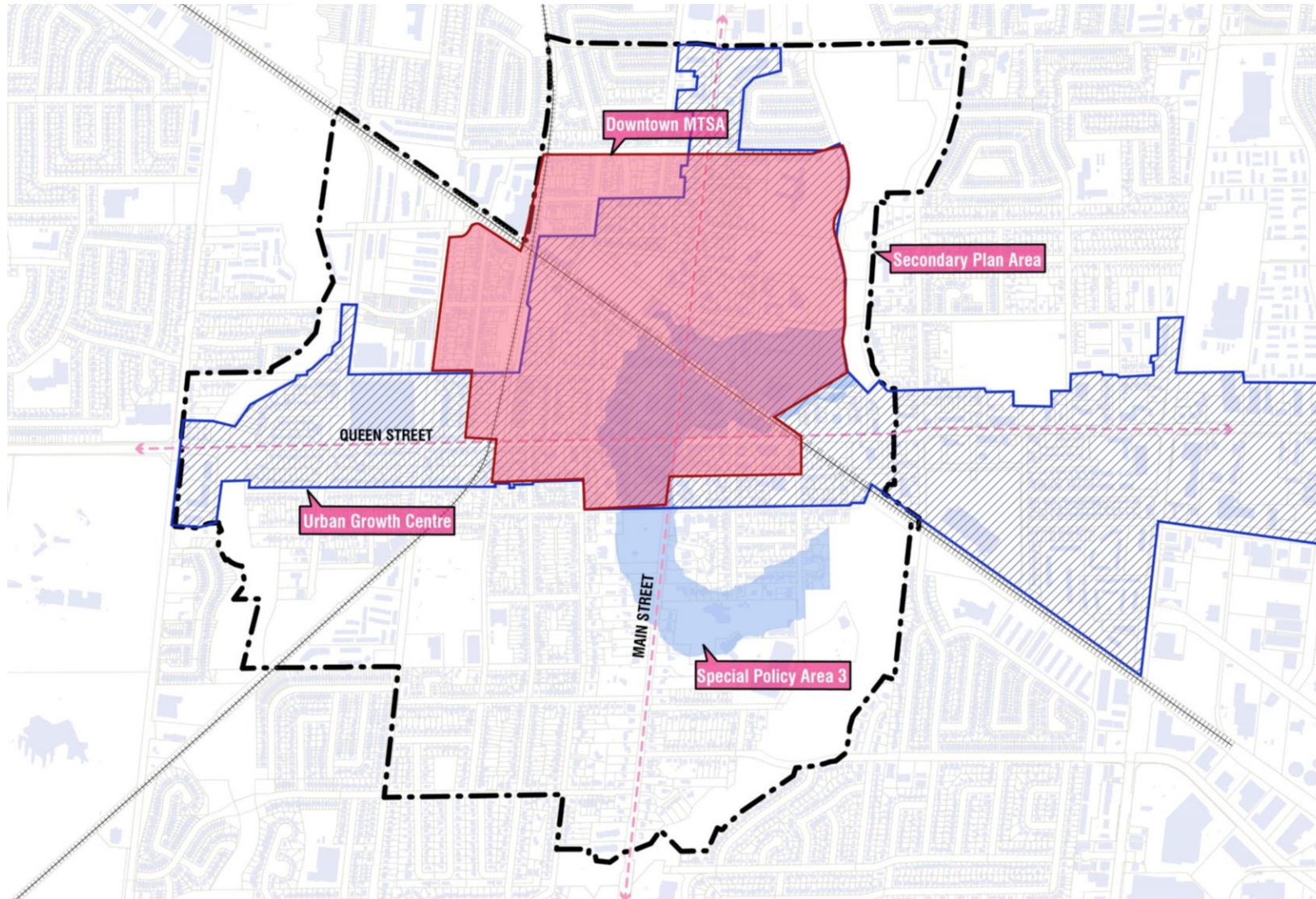
What is the IDP?



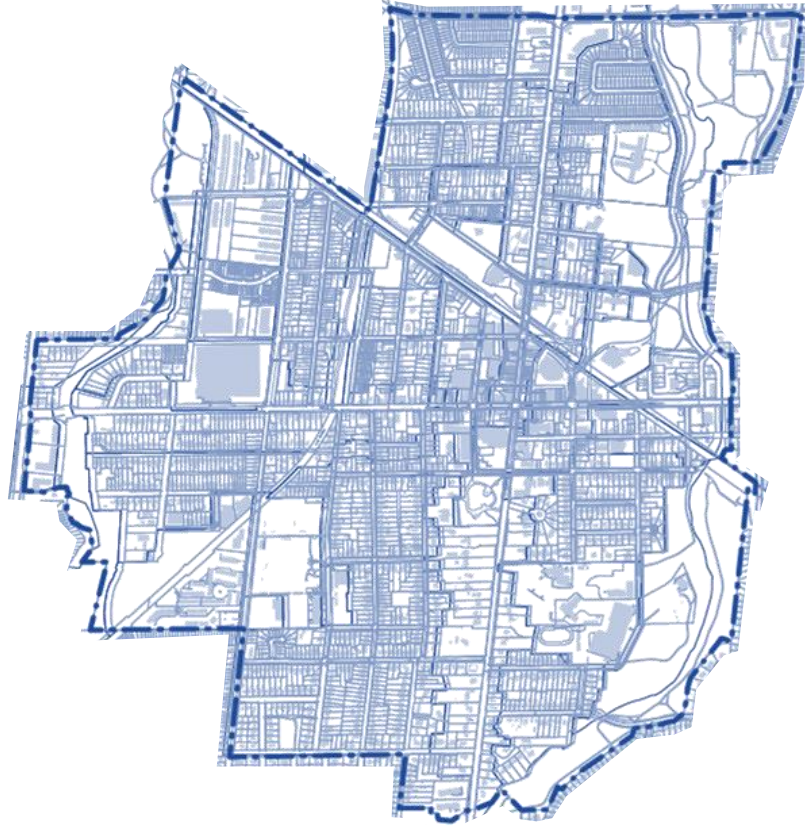
IDP: Collaborative Timelines...



Downtown Planning Area Boundary

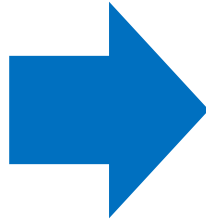


Downtown Planning Area Boundary



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

The SGU Growth Forecast (Region of Peel) by 2051



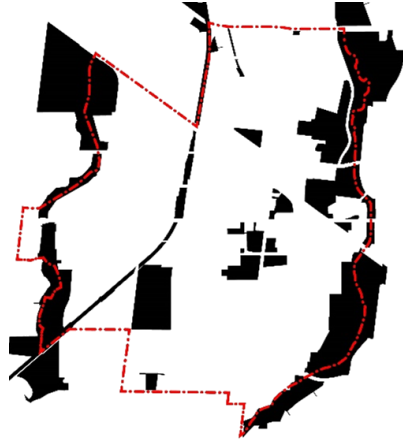
Need to
holistically
manage
Growth

Brampton's Downtown is projected to experience significant growth.

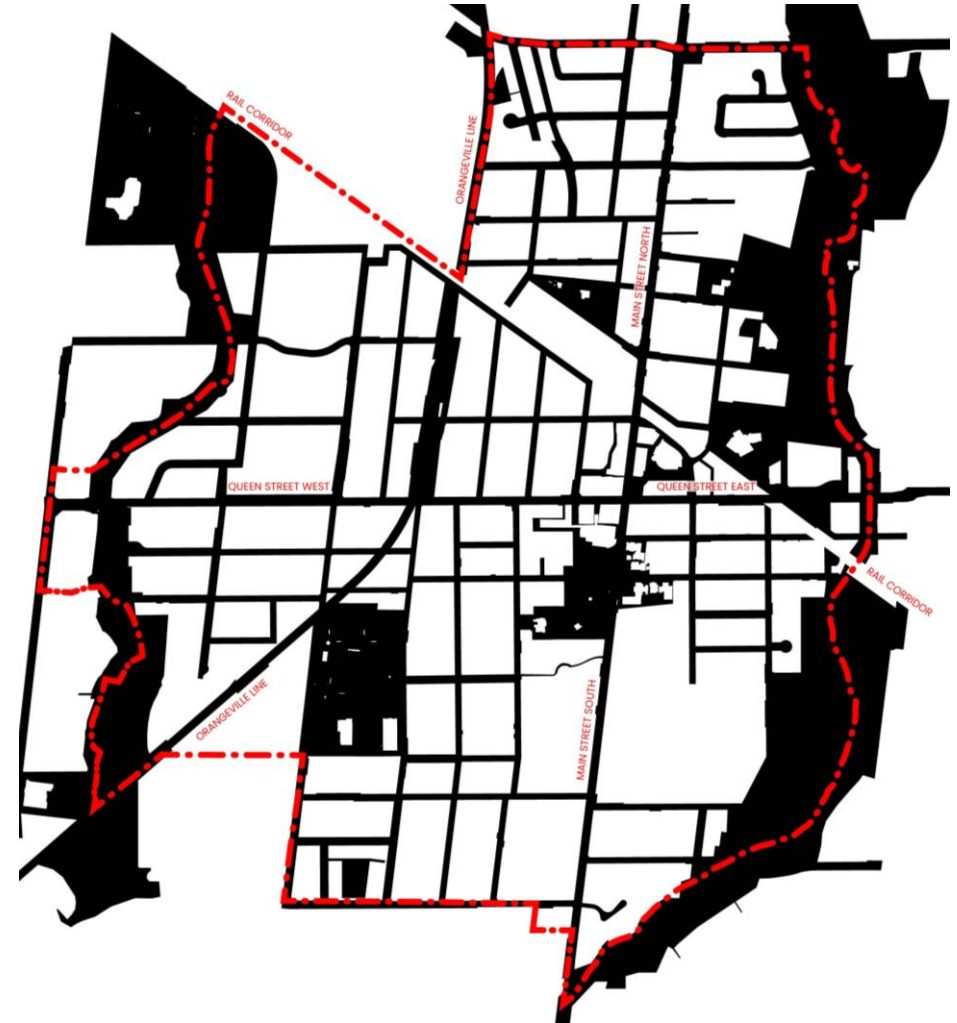
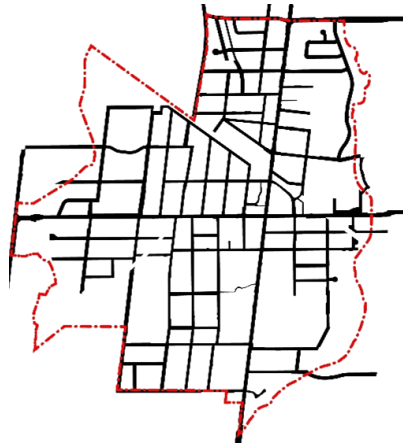
Downtown Planning Area Boundary

Downtown Public Realm - Approximately 113.35 ha

Parks and Open Spaces
Approx. 18% of the
total IDP area (57.34 ha)



Street ROWs
Approx. 18% of the
total IDP area (56.01 ha)



What we are doing!

Working with **incubators and accelerators**

Meeting with corporates and actively looking for COLLABORATION opportunities

Leverage transit connections to position us as a home for talent and technology

Developing programs for BIPOC entrepreneurs and underserved communities

Attracting innovation-style investments and development (e.g. co-living/co-working)

Working with developers to bring **hotel, residential, and grocery store**

IDENTIFY AND CULTIVATE INNOVATION DISTRICT
COMPLEMENTS (FOOD, FASHION, LEGAL,
CREATIVE CULTURE ETC.)

Work with the BIA to streamline initiatives, processes and troubleshoot issues

OFFER FINANCIAL INCENTIVES – including Development Charges Incentive Program, Façade and Building Improvement Program, Tax Increment Equivalent Grant (TEIG)

Differentiating Brampton's Innovation District from other regional ecosystems

LEVERAGING Innovation District partners to fill public and private space

Supporting Rogers to relocate 2500-3000 employees to Downtown Brampton

RAISING AWARENESS OF THE INNOVATION DISTRICT WITH
STRATEGIC MARKETING OPPORTUNITIES

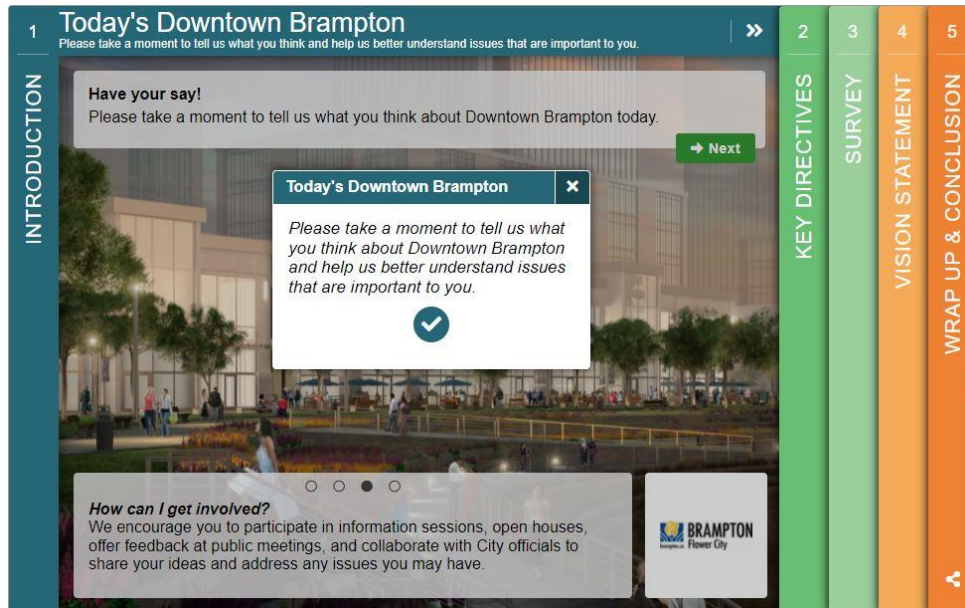
Supporting BIA objectives to promote Downtown Brampton as a **business and shopping area** as well as the **improvement, beautification and maintenance of City properties**

Attract Capital Allocators to Innovation District

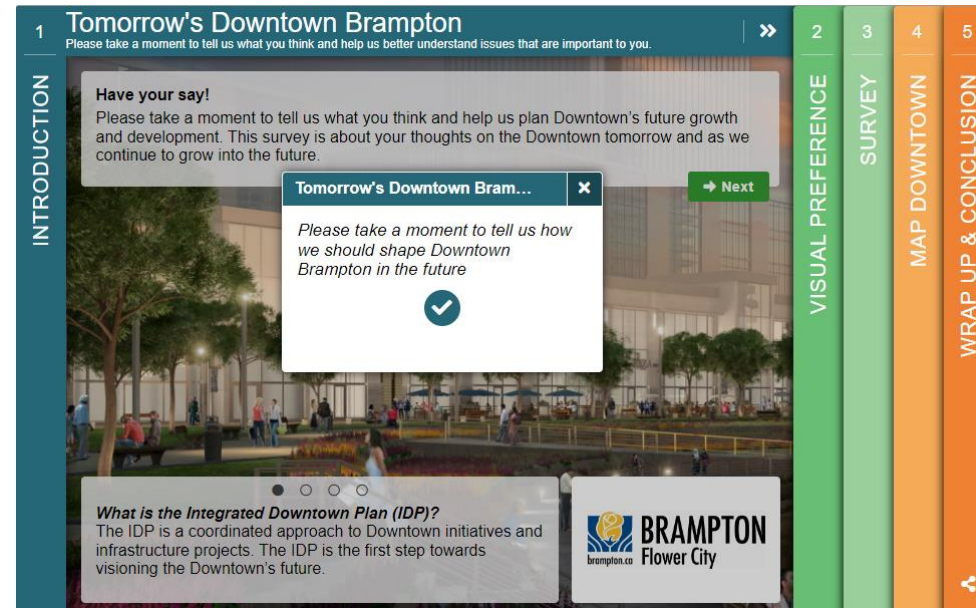
Ensure City's infrastructure projects physically support the demand for new businesses

Survey: "What we heard..."

The City hosted two online Integrated Downtown Plan surveys between April 8 to May 31, 2022



Today's Downtown Brampton
244 participants



Tomorrow's Downtown Brampton
166 participants

Charrette: *Bringing it Together*

The final drawing illustrating the results of the Charrette combines the ideas generated for the Riverwalk, Transit Hub, Centre for Innovation/Corridor and Queen and Main and stitches them together with additional suggestions for other key development blocks in Downtown Brampton.



Downtown Brampton Design Charrette

Integrated Downtown Plan

what we did and what we heard

September, 2022



IDP: *Development Applications (Active)*



151 MAIN ST N LUXOR DEVELOPMENT



199 MAIN ST N SOLMAR DEVELOPMENT



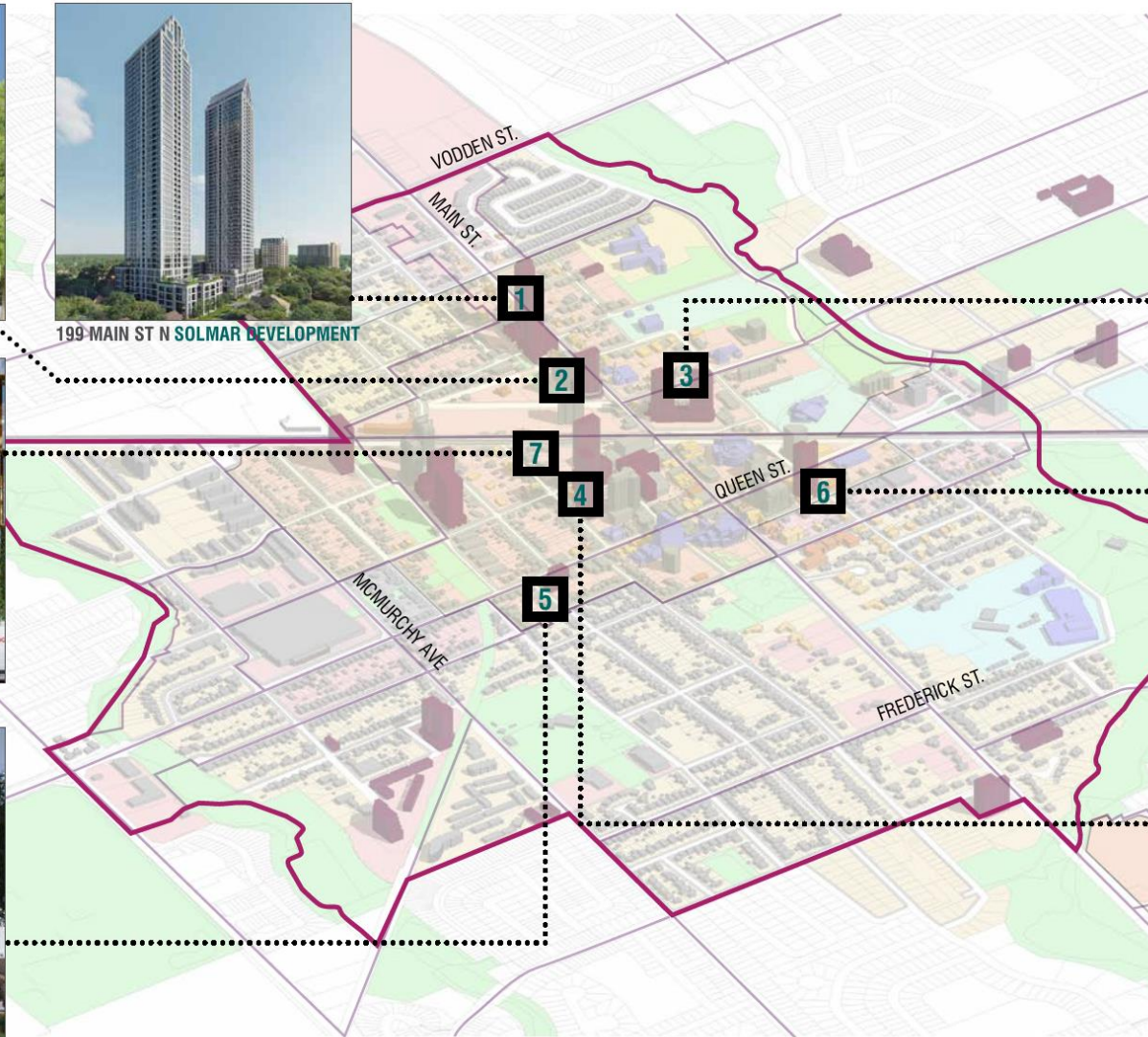
122 MAIN ST & NELSON ST HI-RISE GROUP



41 GEORGE ST N ROGERS COMMUNICATION



115-123 QUEEN ST W GURPARTAP SINGH TOOR



22-32 JOHN ST M. SILVESTRO / G. D'ALESIO



31-33 GEORGE ST N GREENWIN CORP. / SWEENY

IDP: *Development Applications (current)*

Application Address	File Type	GFA (m2)	# of Units	Height - Storeys	Towers
151 Main Street North	OPA ZBA Subdivision	24586	361	30	1
199 Main Street North	Development Permit	70513	1145	48, 48	2
122 Main Street	Site Plan	47234	676	29, 29	2
31-33 George Street North*	Site Plan	66427	928	37, 42	2
55-65 Park Street	Pre-Consultation	31034	300	30	1
115-123 Queen Street West	OPA ZBA Subdivision	8559	82	11	1
22-32 John Street	OPA ZBA Subdivision	27768	353	39	1
94 Railroad Street	Pre-Consultation	30920	322	42	1
41, 43, 45 Mill Street	Pre-Consultation	30136	477	27	1
60 Nelson Street West	Pre-Consultation	31034	506	31	1
21 Nelson Street West	Pre-Consultation	22069	-	9	1
1 Main Street South	Pre-Consultation	30800	250	28	1
53 McMurphy Avenue North	Pre-Consultation	11240	204	20	1
123 Railroad Street	Pre-Consultation	47388	522	39	1
10 Henderson Avenue	Pre-Consultation	29375	421	22	1
12 Henderson Avenue (stacked towns)	Site Plan	13470	148	4	
12 Henderson Avenue (apartment	Site Plan	24410	293	13	1
41 George Street North	MZO		-		N/A
Totals		546,963	6,988		

Centre for Innovation – Project Update

Current Status

- Currently in Design Development Phase with the Architect
- BDC will host a Council Workshop soon to provide further details
- RFP for Construction manager is currently being developed

Project timeline

- **Concept Design: Completed**
- **Schematic Design: Completed**
- **Design Development: February 2023**
- **Sequential tendering:**
 - Early Works Package: October 2023
 - Long Lead Items Package: October 2023
 - Specialty Items Package: December 2023
 - Remaining Scope Package: May 2024
- **Construction Start (Mobilization): October 2023**
- **Construction Substantially Performed: July 2026**

Algoma University: *Update*

Campus Renovation And Expansion Update

- **Phase 3 renovations including the renovation of 28 Main St and 56 Queen St currently underway, increasing footprint to 51,000 sq. ft.**
 - 20,000+ sq. ft. renovation
 - 90+ seat classroom
 - Dedicated space of 3000+ sq. ft. for student success related services
 - An additional 13,000 sq. ft for Professional and Continuing Education (PACE) and all of its programming
 - Four 50/60 seater classrooms
 - One new computer lab
 - Additional administrative offices and flex workstations
- **Looking to the Future**
 - Developing a Master Plan for the Brampton campus which will include a significant expansion of our current infrastructure.
 - This will include a new residence, food services, additional student-specific spaces, research and academic space, and more.
 - Undergoing a full campus space assessment with Education Consultant Services will identify current and future space requirements and needs.
 - Initial findings - Algoma U requires approximately 365,000 sq. ft. of space. To support over 5000 FTE



Heritage Theatre Block: *A City Landmark*

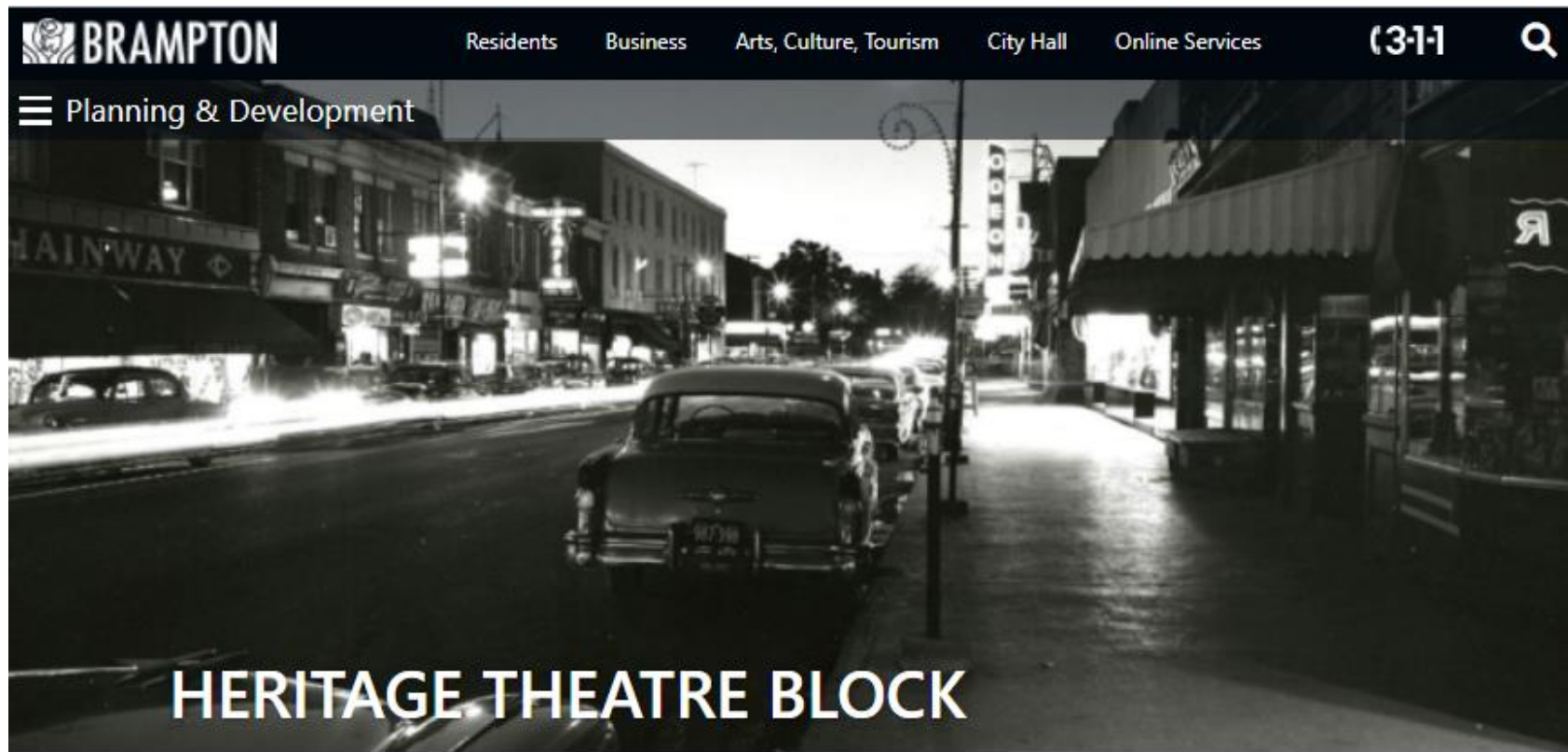


Figure 5: Archival image showing front façade of the theatre in 1930 (Source: PAMA)

The City of Brampton has re-activated its Expression of Interest (EOI) for the Heritage Theatre Block - effective April 25, 2022. The EOI had been paused for internal purposes. The scope and content of the EOI originally posted on November 26, 2021 remains unchanged.

Heritage Theatre Block: *Expression of Interest*

The Expression of Interest called for experienced proposals for the redevelopment, revitalization and operation of the Heritage Theatre Block.

The shortlisted proposals all:

1. Emphasize our downtown's heritage fabric;
2. Celebrate arts and culture; and
3. Complement the intentions of the Anchor Mobility Hub.

Heritage Theatre Block: “What we heard...”

“What types of businesses or services would you like to see in the Heritage Theatre Block?” **1483** answers (avg. **4** per respondent)

Top 7 responses (1st - 7th)

Restaurant
Indoor food market
Movie theatre
Bar/Pub
Family Fun (i.e.bowling, billiards, arcade)
Art Gallery/Studio
Cultural Centre/Museum

Middle 7 responses (8th - 14th)

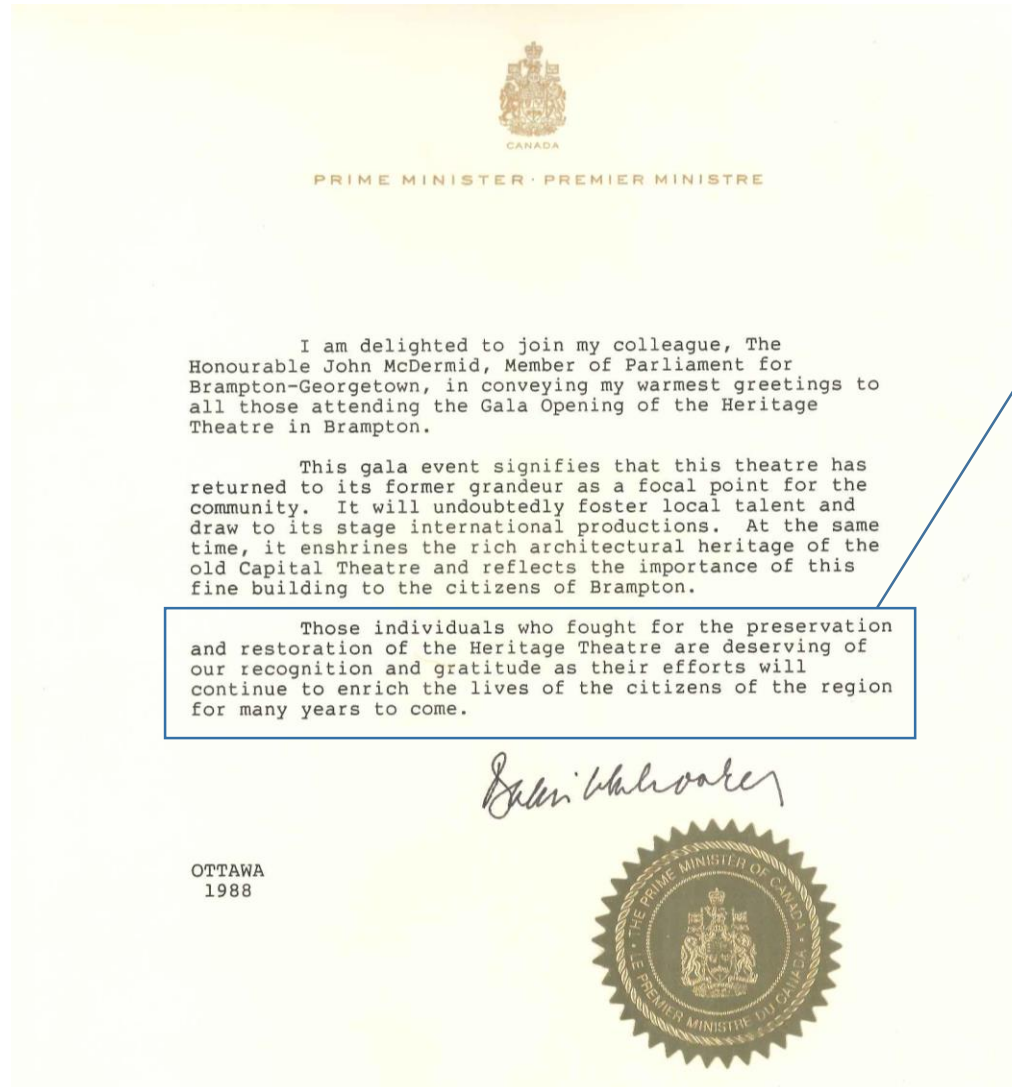
Community space
Events Centre
Groceries
Retail Shopping
Other
Public/Social Services
Post-Secondary/Education

Bottom 7 responses (21st - 15th)

Bank / Financial
Professional offices
Veterinary services
Medical services
Gym
Daycare
Personal Care/Wellness

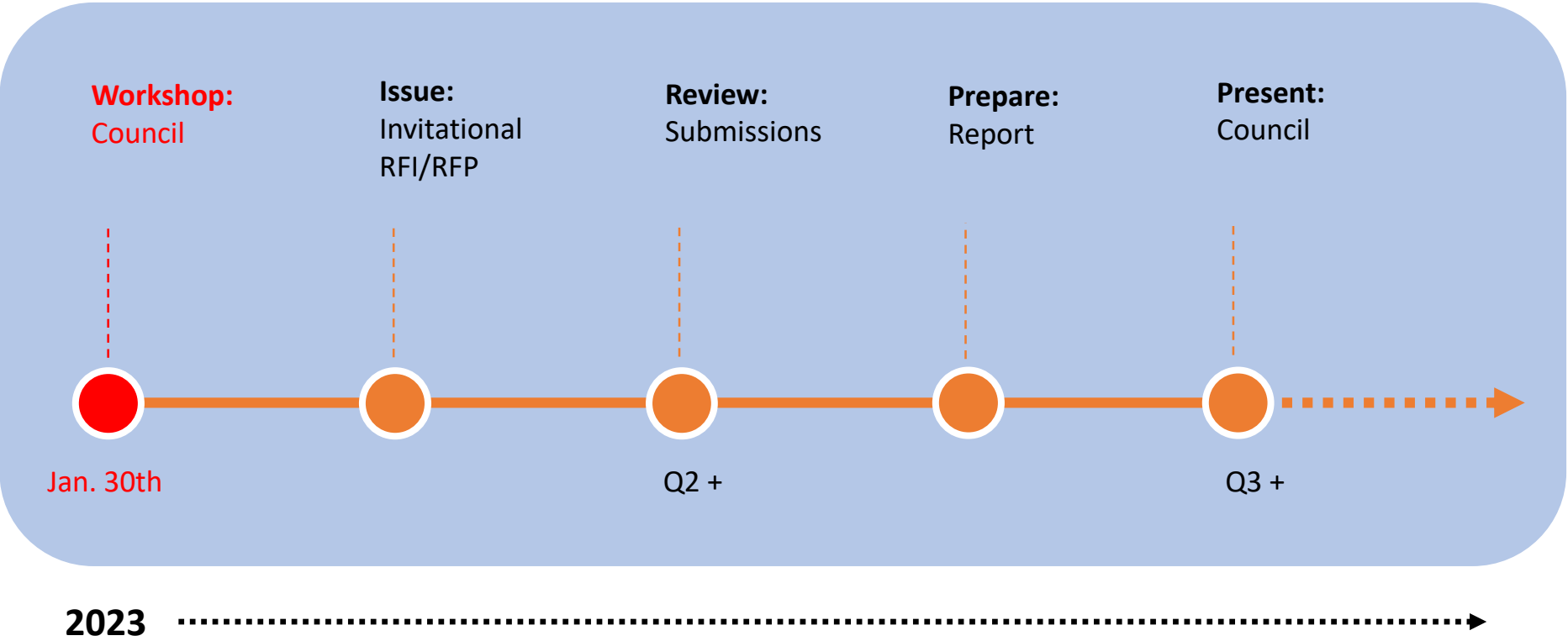
Takeaways: Things to do & see = most interest / Institutional & services = less interest

Heritage Theatre Block: *"What we heard..."*



“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.”

Heritage Theatre Block: *Timeline (summary)*



Heritage Theatre Block: *Next Steps...*

Next Steps:

1. Prepare “Invitational RFI” requesting shortlisted EOI proponents to submit detailed financial plans for their respective schemes.
2. Issue “Invitational RFI” to EOI proponents
3. Review and evaluate financial submissions.
4. Arrange meetings with “IDP subject matter experts” including, but not limited to: Purchasing, Finance, Realty, Legal, and BDC
5. Determine cost-benefit analysis, land value assessments, etc.
6. Determine project delivery costs
7. Prepare a Council Report – including the EOI concept submissions along with “Invitational RFI” submissions
8. Review draft Council Report with CLT
9. Report to Council

Downtown Revitalization Program: *Capital Projects Updates*

Council-approved projects (2021)



Streetscaping on Main Street and Queen Street



Redevelopment of Garden Square

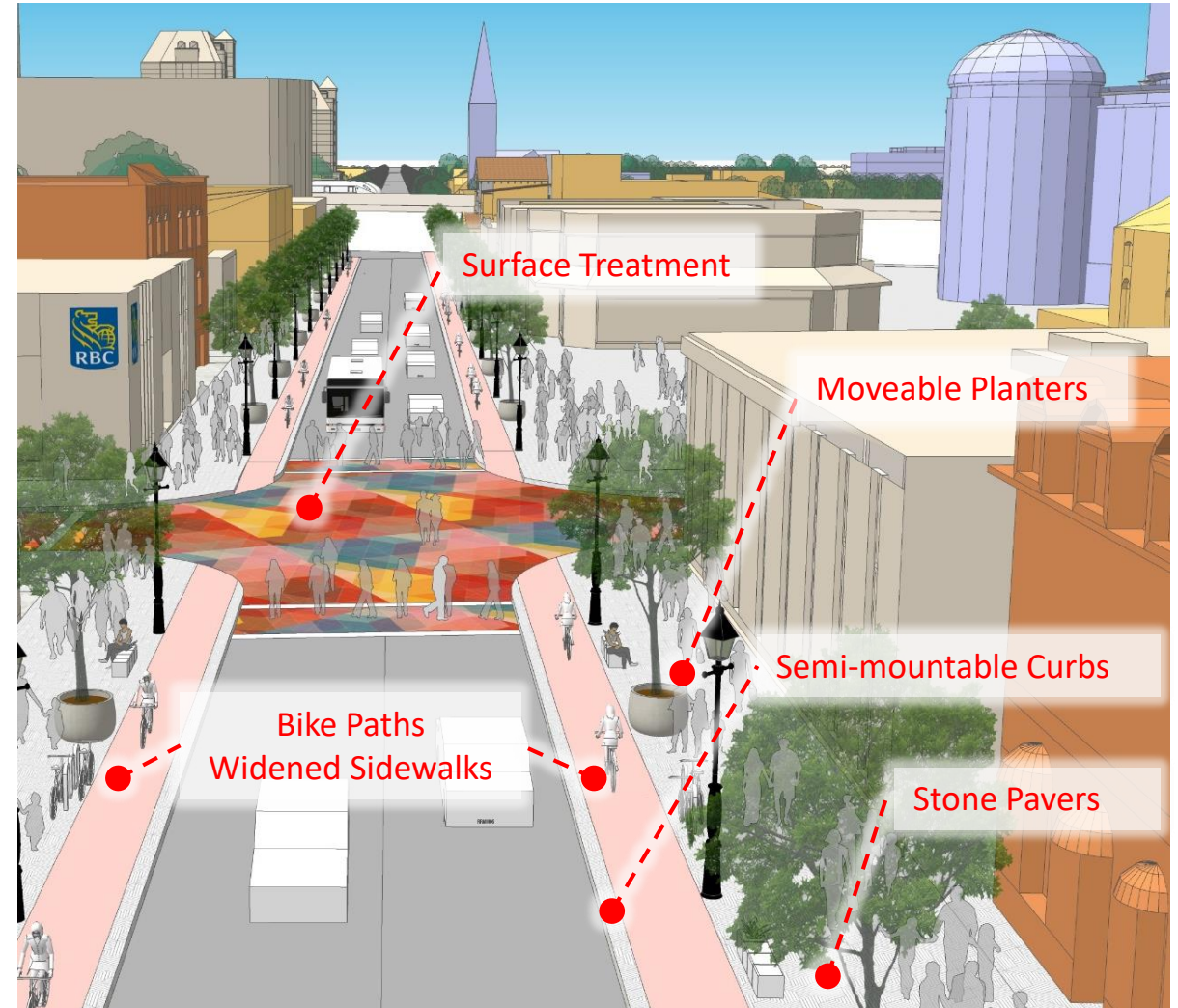


Redevelopment of Ken Whillans Square



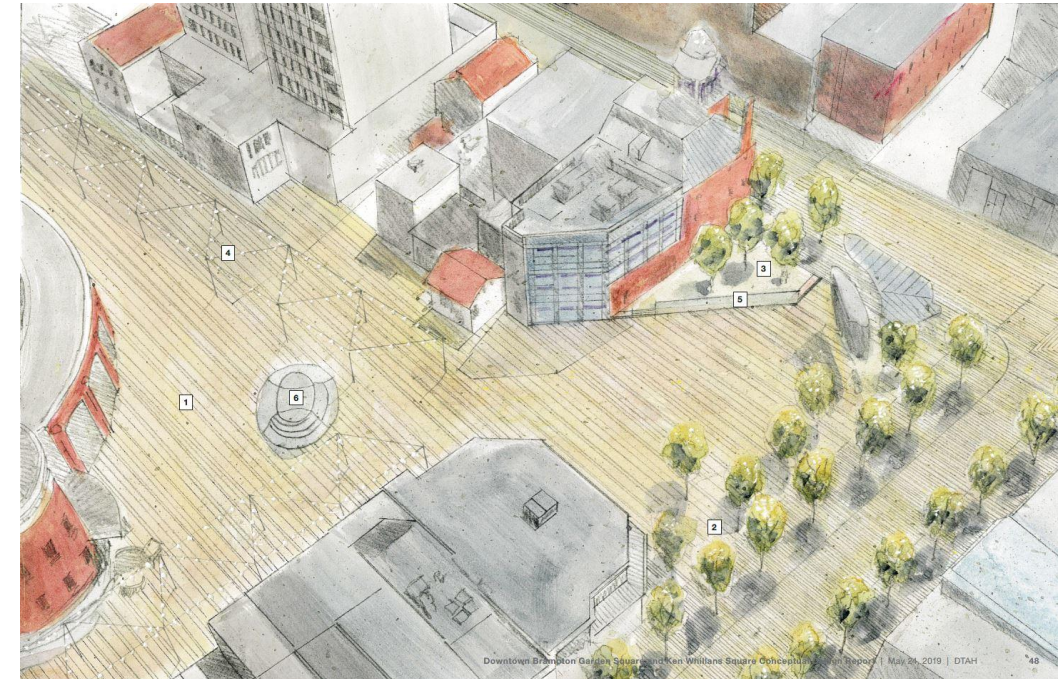
Streetscaping: *Main & Queen Streets*

- Delivery Model
 - In partnership/piggy-backing on Region of Peel construction contract for replacement/rehabilitation of their water and wastewater infrastructure
- Scope (City's works)
 - Partial Streetscaping on Queen Street and Main Street – Replacement and widening of existing sidewalks (+3m) with stone pavers and resurfacing of narrowed roadway
- Cost Estimate
 - Detailed Design: \$1.75M
 - Construction: \$15.5M
- Approved Budget: \$23.23M
- Schedule
 - Sep. 2021 - Council approved project
 - Jan. 2022 – Started “Detailed Design” of streetscaping works
 - April 2022 – Started construction on overall contract (Region's and City's works)
 - Q1-2023 – Complete “Detailed Design” of streetscaping works
 - Q4-2024 – Complete construction



Redevelopment: *Garden Square*

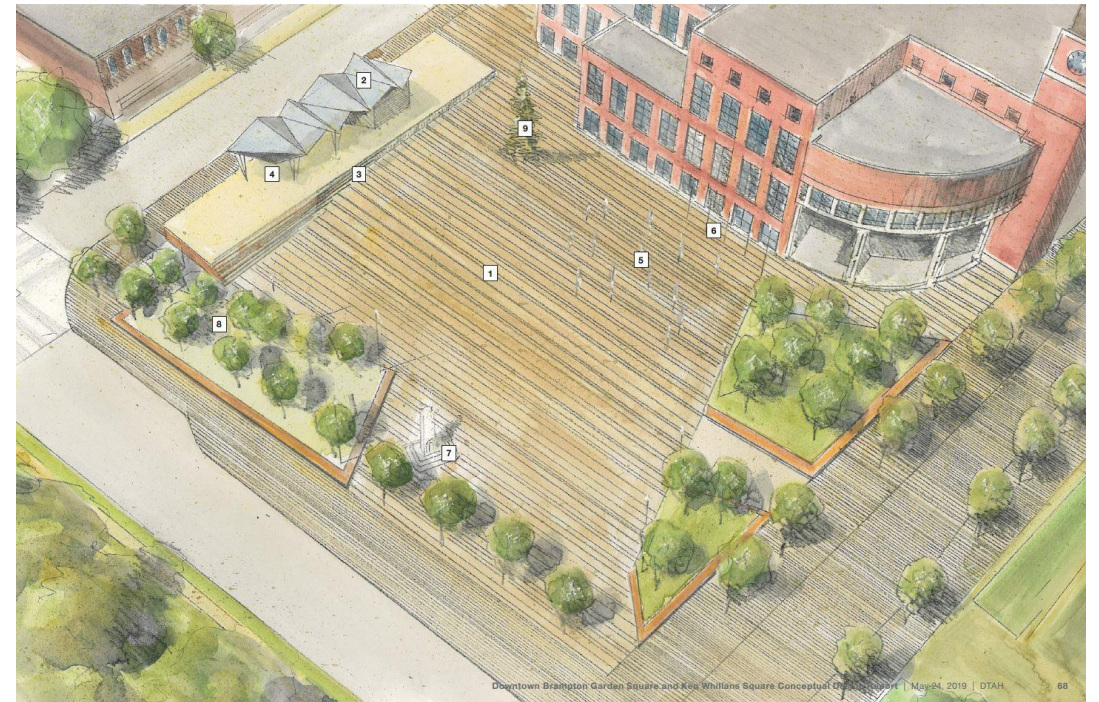
- Delivery Model
 - “Detailed Design” and construction by consultant to be retained
- Scope
 - Council approved in September 2021
 - Redevelopment of Garden Square
- Cost Estimate
 - “Detailed Design”: \$ 0.4M
 - Construction: \$4.0M
- Approved 2022 Budget: \$0.4M
- Schedule
 - Currently – Scope of Work being developed
 - Q3-2023 – Issue RFP to retain “Detailed Design” consultant (contingent on Downtown Streetscape Manual by Planning, Building and Growth Management)
 - Q3-2025 – Complete “Detailed Design”
 - Q4-2025 – Start construction
 - Q4-2027 – Complete construction.



Conceptual design of Garden Square

Redevelopment: *Ken Whillans Square*

- Delivery Model
 - “Detailed Design” and construction by consultant to be retained
- Scope
 - Council approved in September 2021
 - Redevelopment of Ken Whillans Square
- Cost Estimate
 - “Detailed Design”: \$1.5M
 - Construction: \$15M
- Approved 2022 Budget: \$1.5M
- Schedule
 - Currently – Scope of Work being developed
 - Q3-2023 – Issue RFP to retain “Detailed Design” consultant (contingent on Downtown Streetscape Manual by Planning, Building & Growth Management)
 - Q3-2025 – Complete “Detailed Design”
 - Q4-2025 – Start construction
 - Q4-2027 – Complete construction



Conceptual design of Ken Whillans Square

Revitalization: *Gage Park*

A welcome, well-used addition to the Downtown!

Enhancements include:

- More accessible play structures
- Additional seating
- Heritage theme pays homage to the park's history



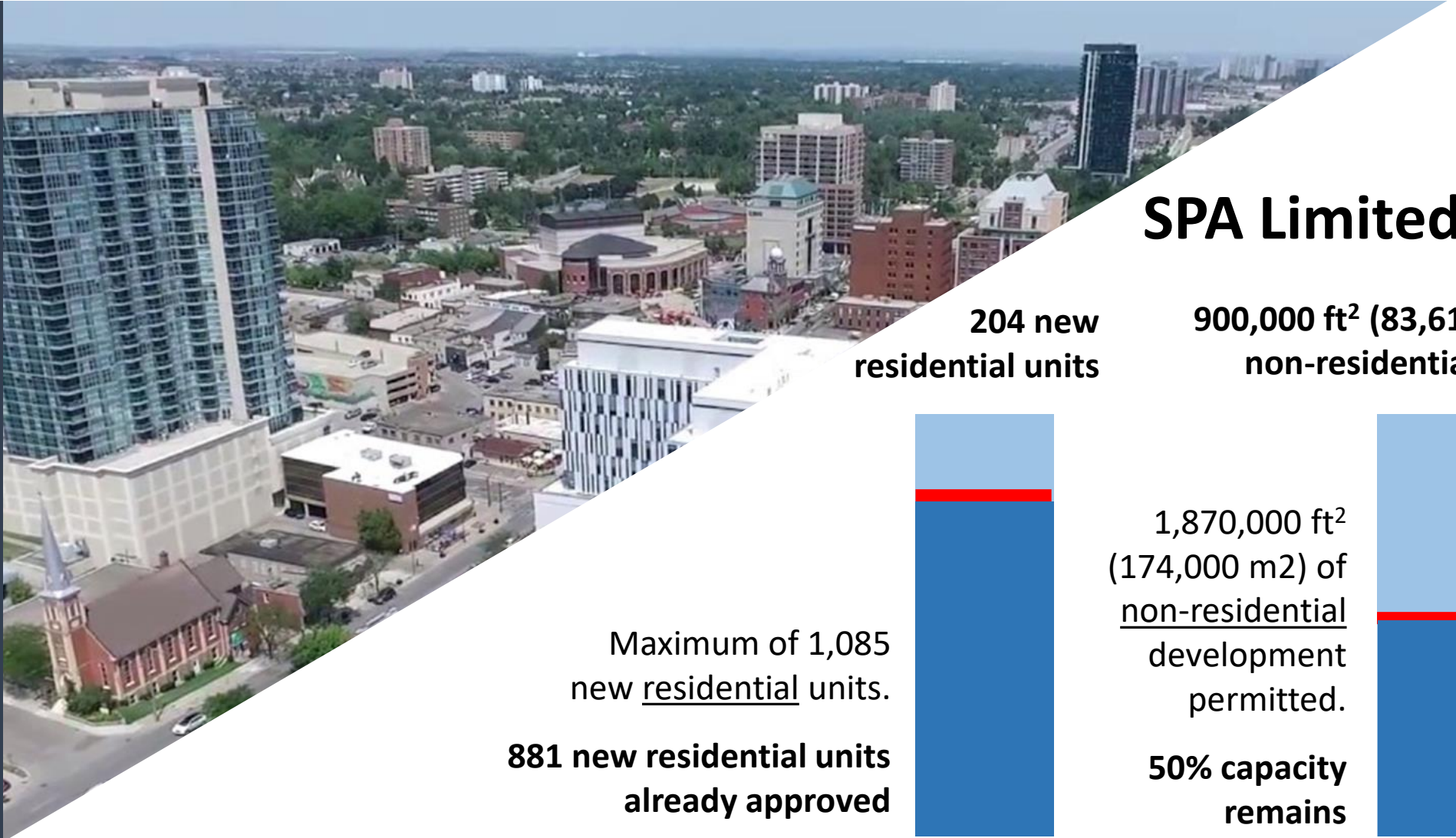
Riverwalk



Riverwalk

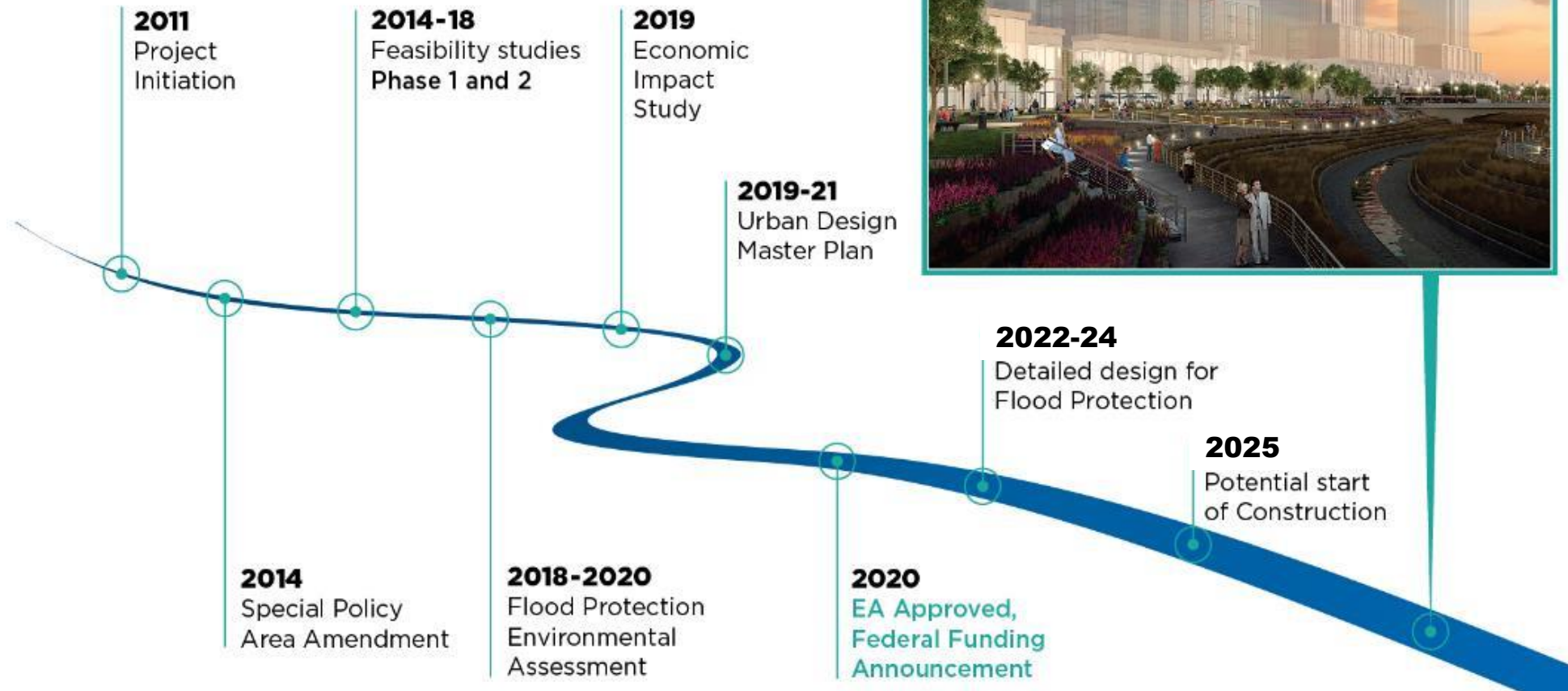
Benefits

- ✓ **7.7 : 1 ROI**
- ✓ **\$1.4B**
GDP impact
- ✓ **12,000**
full-time years
of employment
- ✓ **9 million ft²**
of new residential
& non residential
gross floor area
- ✓ **Thousands**
of new residential
units

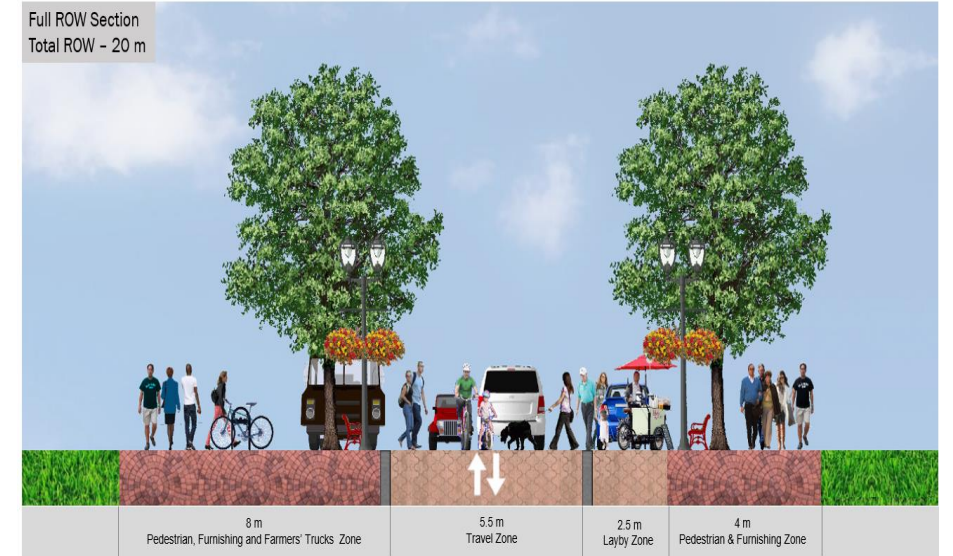
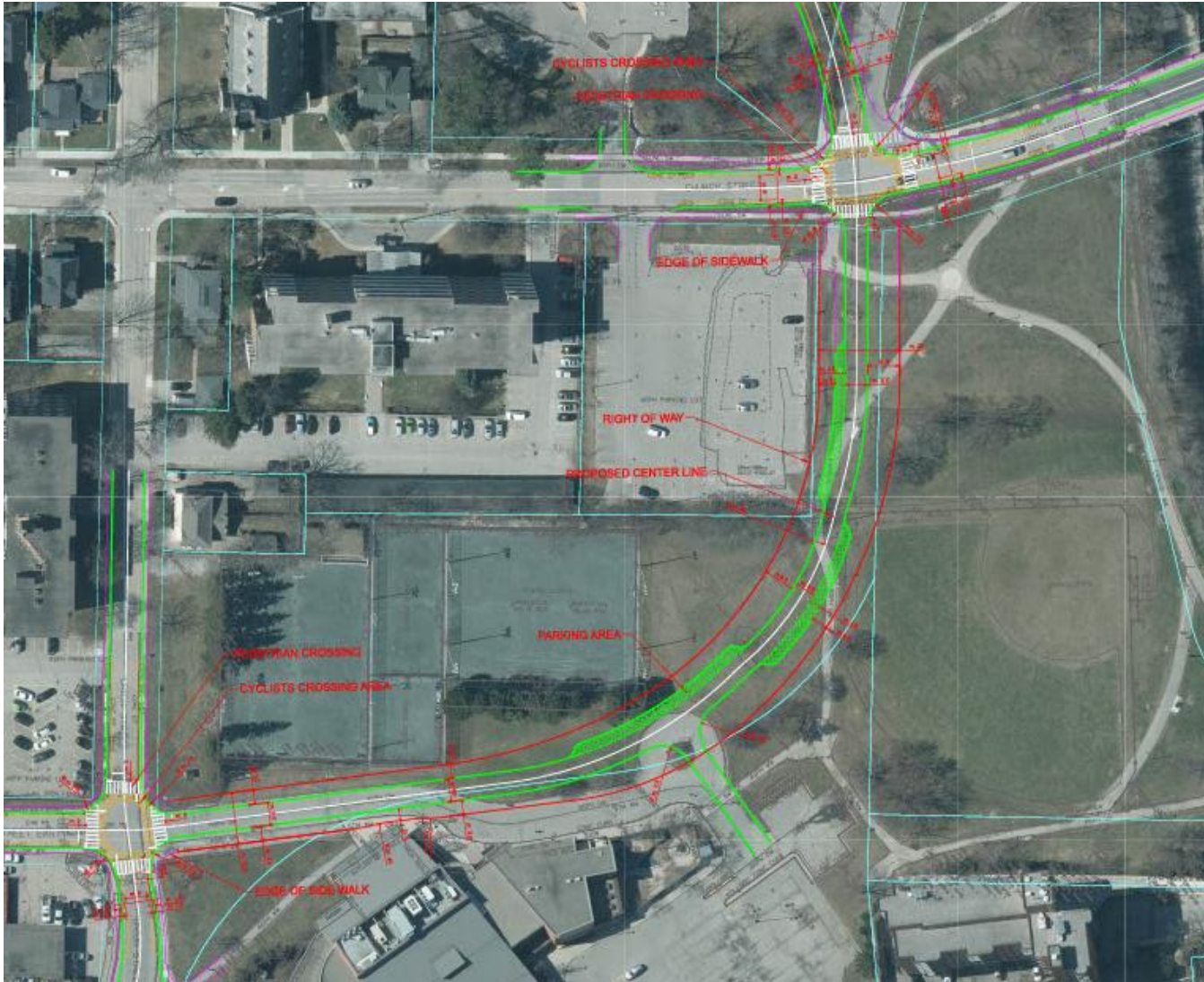


Riverwalk: *Project Schedule*

ETOBICOKE CREEK



Ken Whillans Drive Extension: Recommended Design



- Ken Whillans Drive Extension south of Church Street to the west to Union Street
- Typical ROW 20 m, reduced ROW 14.5m in front of YMCA
- Vehicular access is maintained but cars can be restricted when needed
- Low speed environment as inclusive spaces for all modalities
- Deters use as a through road
- Streetscaping details during detailed design based on IDP's Downtown Streetscape Manual.
- Detailed Design in 2023

Higher Order Transit – *EA's*



LRT Extension

Extending the Hurontario LRT along Main St. from the Brampton Gateway Terminal at Steeles Avenue to the Brampton GO. TPAP in advanced stage.



Queen St – Hwy 7 BRT

Developing the PDBC for 24 km BRT corridor through Brampton and connecting with Hwy 7 Rapidway in Vaughan. Led by Metrolinx and supported by the City. TPAP underway.



Downtown Transit Hub (Bus Terminal)

Adding capacity, quality, and model connectivity to the exiting transit system. TPAP initiated November 2022.

- **Project updates to Council: early 2023**

Notes: TPAP - Transit Project Assessment Process; PDBC - Preliminary Design Business Case

Brampton Parking Plan

- The recommendations of the Brampton Parking Plan include transformative policy directions and a parking implementation plan intended to support Brampton's move towards its 2040 Vision.
- The Final Parking Plan, including further refinements, will be presented for Council endorsement in early 2023.

Recommendations & Parking Implementation Plan: Consolidated Under 10 Themes

A. Downtown Parking Management & Finance

B. Parking Technologies and Enforcement

C. Paid On-Street Parking Permit Program

D. Parking Partnerships & Governance

E. Transportation Demand Management

F. Truck Parking Management Strategies

G. ZBL and Traffic By-Law Updates

H. Parking and Affordable Housing

I. Electric Vehicle Charging Stations Supply

J. Miscellaneous Actions and Activities

Laneway Activation: *Successful Collaboration!*



“Activate Downtown Brampton was a true testament to not only community-oriented place making but also the power of cross-sectoral collaboration between the City of Brampton, Downtown Brampton BIA and 8 80 Cities in reviving underused public spaces. It was a great opportunity to showcase the incredible community in Brampton and we hope there will be more such opportunities in the City.”

Jiya Benni – Project manager, 8 80 Cities

“Activate Downtown Brampton 2022 was a great project for the Downtown Brampton BIA to be part of with 8 80’s and the City of Brampton. As a team we collaborated on several placemaking interventions to better assess the use of space in our downtown, as well on how we can drive more foot traffic throughout the whole DBBIA area and to be able to better engage with the diverse and rich communities of Brampton.”

Suzy Godefroy - Executive Director, Downtown Brampton BIA

Laneway Activation



activate
downtown
brampton!

COME TO VIVIAN LANE FOR FREE FUN-FILLED
ACTIVITIES FOR THE ENTIRE FAMILY!!

FAMILY FUN DAY

VIVIAN LANE, 70 MAIN ST. NORTH

SATURDAY, SEPTEMBER 24, 2022
9 AM - 4 PM

9 am - Tai Chi by Academy of Martial Arts
10:30 am - Yoga by Alexandra Z
12:00 pm - Live Music by Klox
2 pm - Loose Parts Play for Children
2:30 pm - Children's Storytime by Brampton Library

And games and activities throughout the day!

FREE SNACKS &
DRINKS WHILE
SUPPLIES LAST!

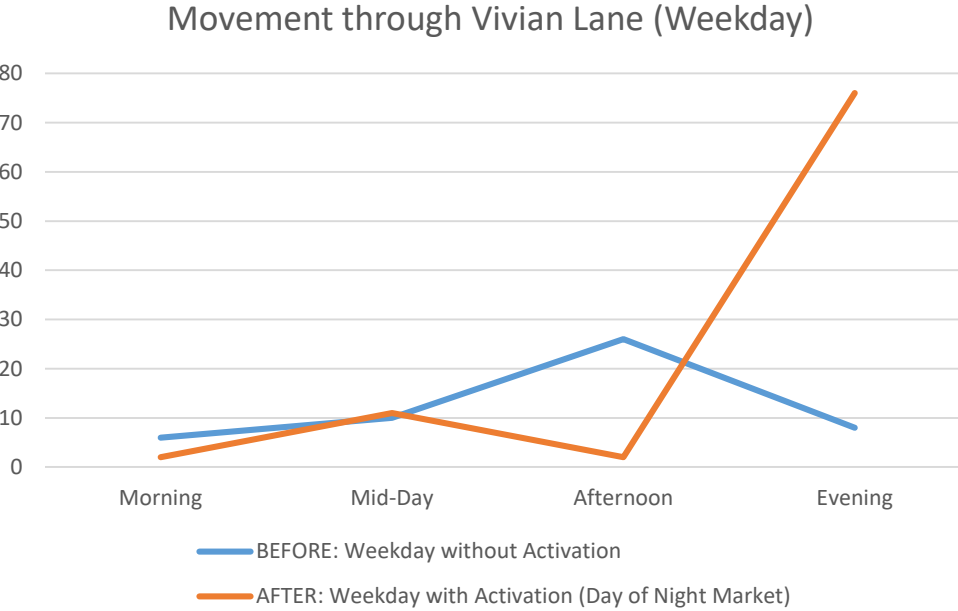
BRAMPTON Downtown Brampton BIA 880 cities Canada

MY MAIN STREET
MA RUE PRINCIPALE

This project is funded by the Government of Canada through the Federal Economic Development Agency for Southern Ontario.



Laneway Activation



Everybody Milk: 30

Vivian Lane and The Dairy Famers of Ontario commercial
<https://youtu.be/B8x8pyjUaBk>

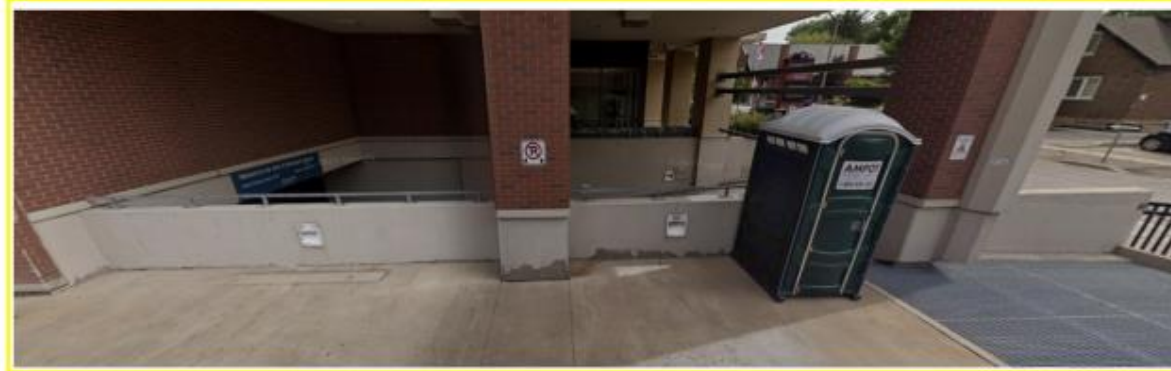
Exhibit, Auction & Opening Night



Harmsworth Lane - *Murals*



Canva A



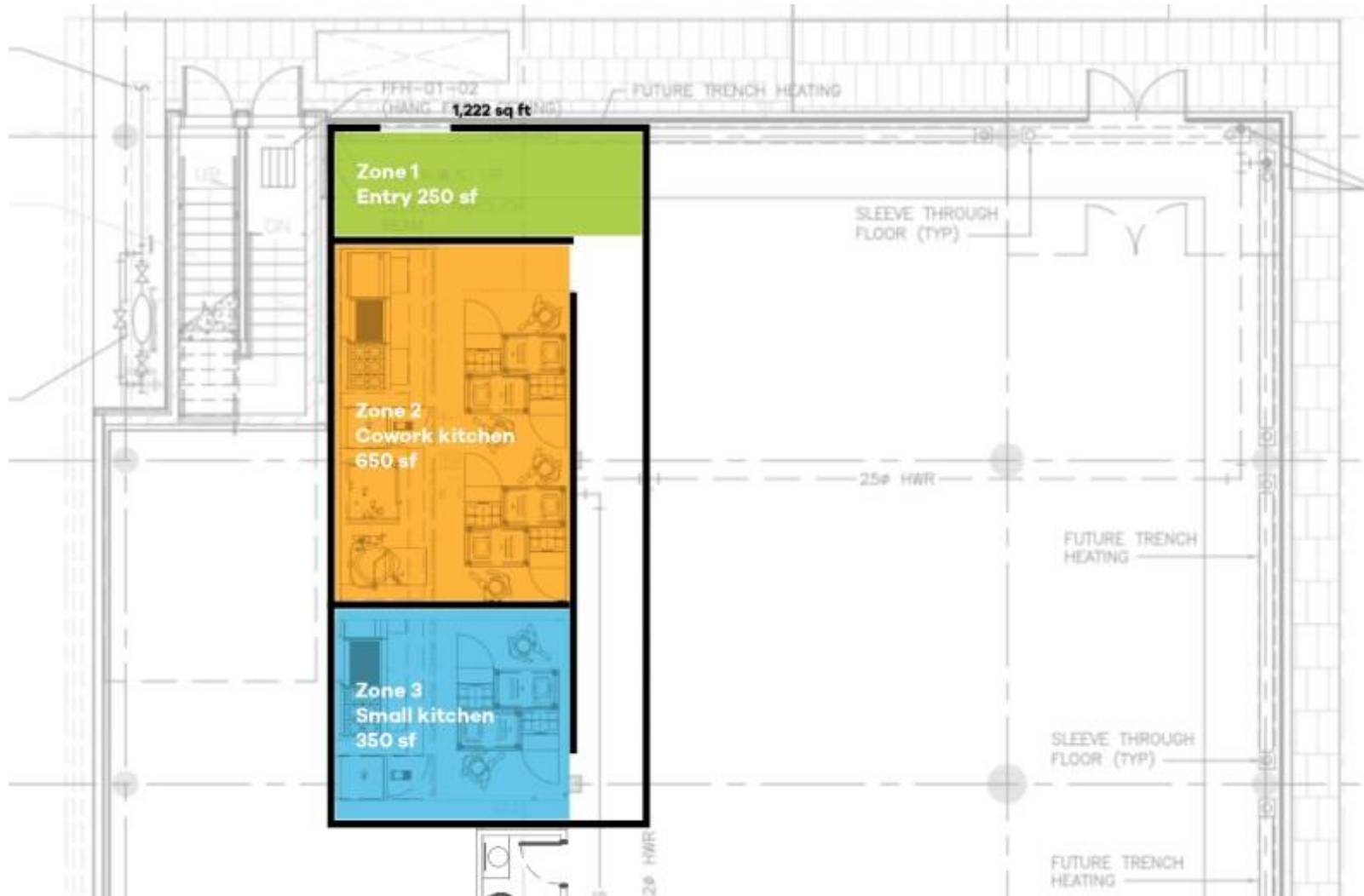
Canva B



Brampton Bike Hub



Commercial Kitchen



City Owned Properties – *Structural Scoping*



Abatement Inspection Report

Project Description: Type 1, 2 & 3 Asbestos Abatement, and Level 1 & 2 Mould Abatement Page 5 of 8

Project Location: 60 Main Street North, Brampton, ON
Basement, Ground Floor, Second Floor and Third Floor

Report Details: Abatement Inspection Report

Date: September 7, 2022 **ECOH Project No.:** 25769-43

3. The analytical results are presented in the Table 2 below.

Table 2: Clearance Air Sample Results

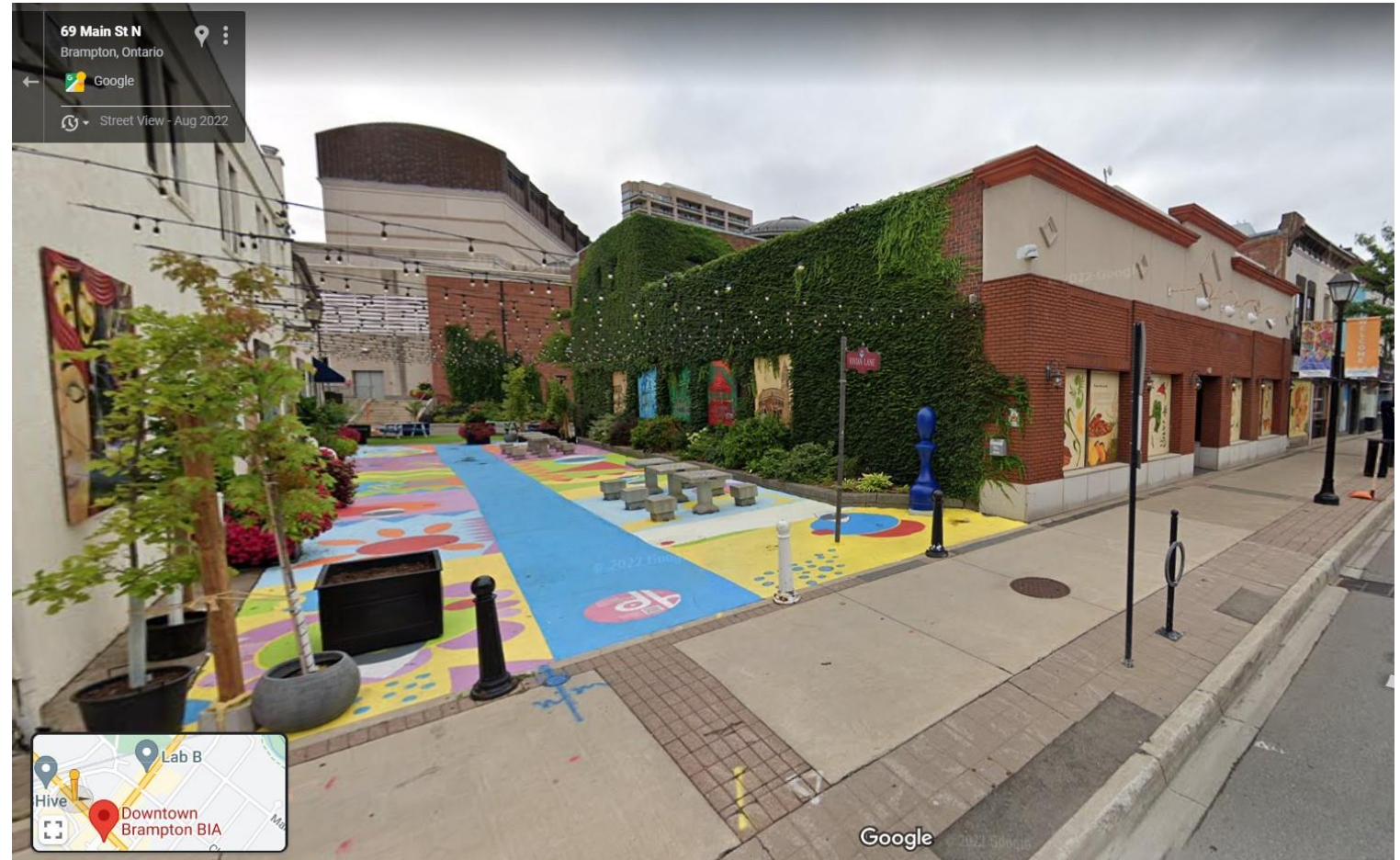
Sample No.	Location	Volume of Air	Results (f/cc)	Pass/Fail
25769-43-PCM-01	Basement	2546	<0.01	Pass
25769-43-PCM-02	Basement	2553	<0.01	Pass
25769-43-PCM-03	Basement	2555	<0.01	Pass



Photo 1: Clear Asbestos warning signage at entrance of Project Area.



Photo 2: Representative picture of work area during Type 2 (Glove bag) abatement of Aircell pipe insulation – Basement.



Arts & Culture: *Creating a vibrant Downtown!*



Improving and Increasing Cultural Space



Investments In New and Existing Public Art



Delivering Programs for Artists & Community



Planning and Executing Festivals & Events



Production & Presentation of Artist Work

Tourism

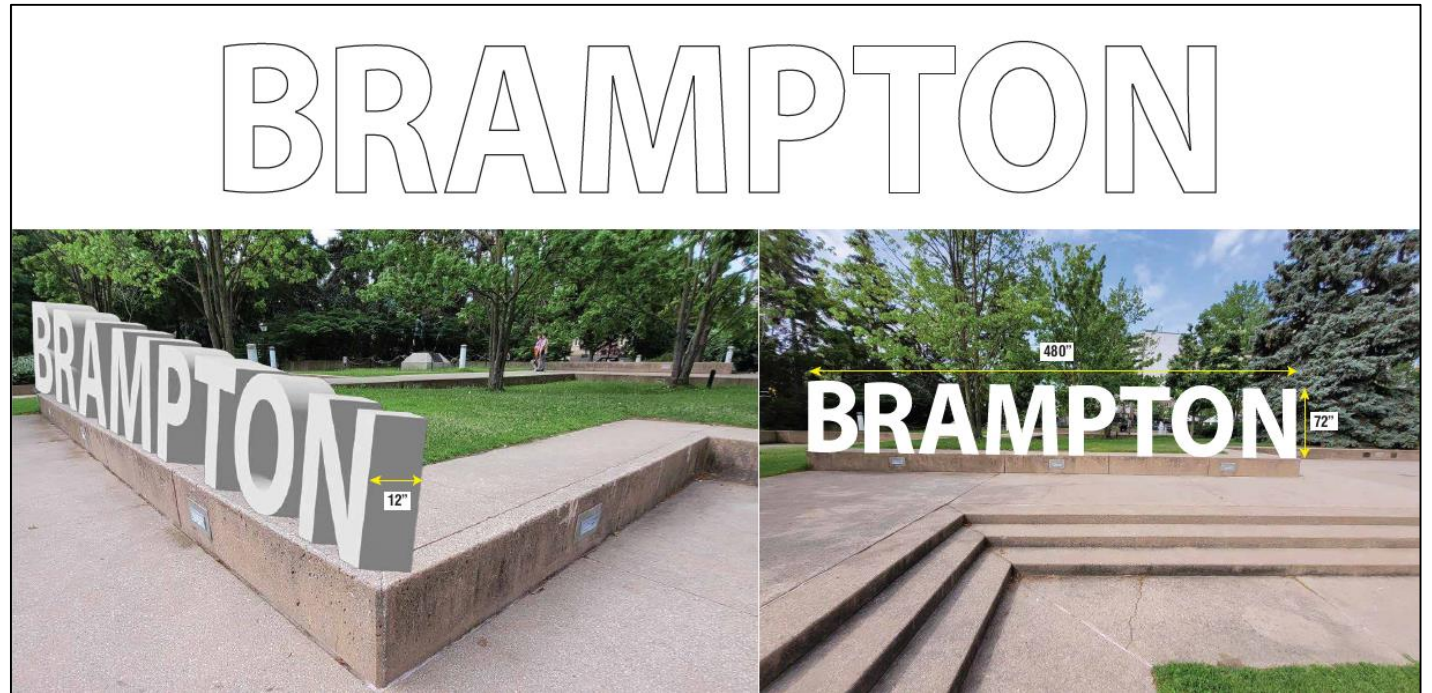
Brampton Farmers' Market



The 2022 Brampton Farmers' Market was held in Gage Park and on Wellington Street West (due to the water main construction).

Community response to this move was very positive.

Brampton Tourism Sign

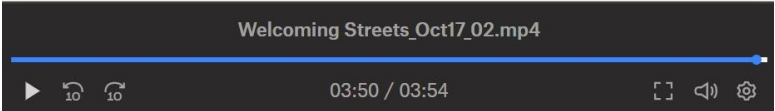
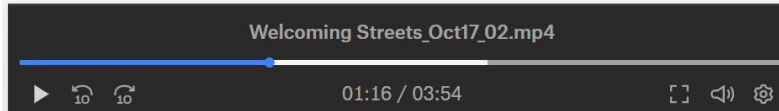
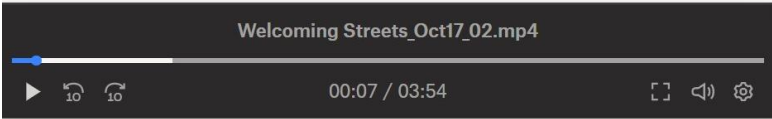


A contract was awarded for the design, construction and installation of a Brampton tourism sign. Ribbon-cutting is scheduled for March 25th, 2023.

Planters & Winter Lights Festival



Welcoming Streets Pilot



	Business Owner Interactions	Vulnerable Individual Interactions	Referrals	Referrals to Outreach
TOTAL TO DATE (By end of Nov. 27, 2022)	545	279	111	10

NEED HELP?


WELCOMING STREETS LEADERS
are here to support you.

A safe, inclusive and
welcoming Downtown.



brampton.ca/downtownbrampton



Innovation District: *Map of the District*



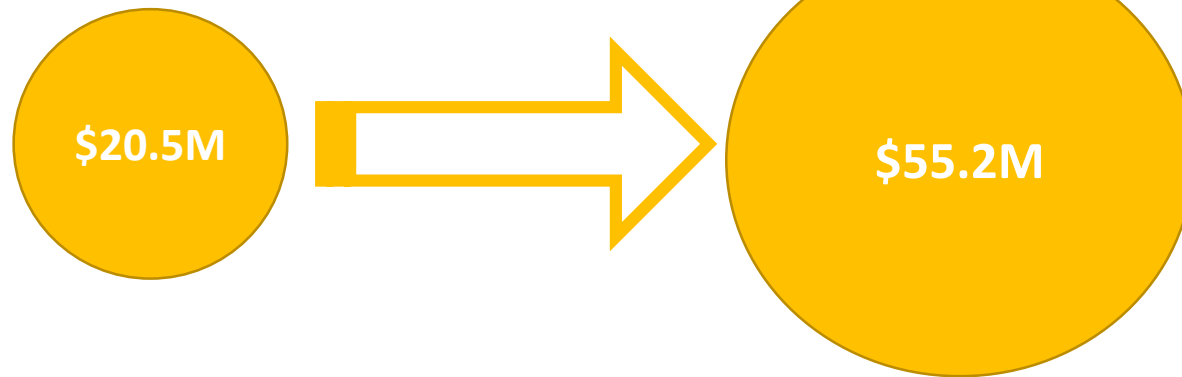
- | | |
|--|---|
| 1 Brampton Entrepreneur Centre | 9 Chang School of Continuing Education |
| 2 Altitude Accelerator | 10 Sheridan Edge |
| 3 Founder Institute | 11 Algoma University |
| 4 Brampton Venture Zone | 12 Brampton Economic Development Office |
| 5 Rogers Cybersecure Catalyst – Headquarters | 13 Downtown Brampton BIA |
| 6 Rogers Cybersecure Catalyst - Cyber Range & Cyber Accelerator | 14 Brampton Board of Trade |
| 7 Sheridan Edge | 15 Future Centre for Innovation – COMING SOON |
| 8 Rogers Cybersecure Catalyst - Accelerated Cybersecurity Training Program | 16 BHIVE |

Innovation District: *Return on Investment*

**Brampton
Entrepreneur Centre**
+ Co-working Space



- Trained talent includes Rogers Cybersecure Catalyst & Algoma University students
- Start-ups graduated and businesses started through Innovation District resources
- The partners have hired a total of 50+ employees in the Brampton Innovation District
- 63 International start-ups accepted to the BHive Incubator



City's investment into Innovation
District Partners

Innovation District Partners'
investments in Brampton

1,109

TRAINED TALENT GRADUATING

433

**# OF START-UPS GRADUATED &
BUSINESSES STARTED**

50+

TOTAL EMPLOYED BY PARTNERS

63

**INTERNATIONAL START-UPS
ACCEPTED INTO BHIVE**

Entrepreneurship Support: *In the downtown...*



Customized
Data, Research
and Analysis



Entrepreneur
Engagement &
Support



Funding Support

- The Brampton Entrepreneur Centre was successful in securing \$945,000 in funding through the My Main Street Local Business Accelerator program.
- Downtown Brampton received a dedicated Main Street Ambassador and up to \$100,000 in available non-repayable contributions for main street businesses.
- To-date, \$80,000 has been awarded to main street businesses in the downtown



*

DMS ONTARIO GRANTS

DMS SQUAD

- **Support** brick-and-mortar small businesses through access to an online assessment to determine their business digital needs.
 - Provide **resources** to assist eligible brick-and-mortar small businesses to execute their DTP (\$2,500 grant).
 - **Knowledge transfer** through an online training course that provides the basics of how digital technology will transform their business for success and equips business owners with the digital literacy skills needed to develop a Digital Transformation Plan (DTP).
- Assist with DMS registration and free online assessment
 - Audit digital presence and various digital properties (website, social media, etc.)
 - Assist with Digital Transformation Plan needed to apply for a \$2,500 Digital Transformation Grant
 - Reviewing Google My Business profiles and taking 360-degree photos
 - Skills development and training, and free digital resources

*Funding portal will reopen in January 2023

The ideal investor...



Technology Companies interested in the Brampton Innovation District ecosystem.



Start-ups that are graduating as Incubators and Accelerators in the Innovation District



Funding Allocators such as VC firms, Angel groups, Banks, Family Wealth Offices that provide access to capital



Developers looking to fill the gap in ecosystem (hotel, office space, co-living/co-working spaces)

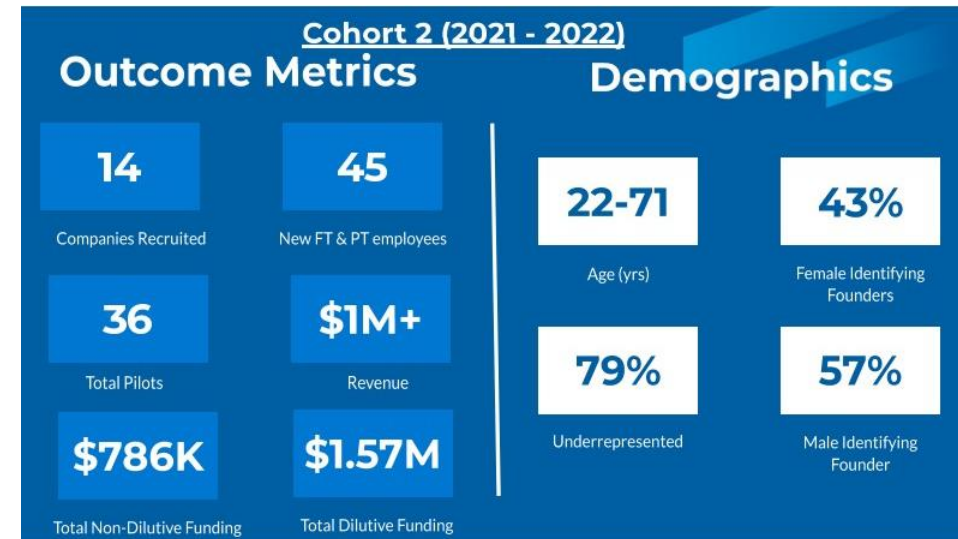
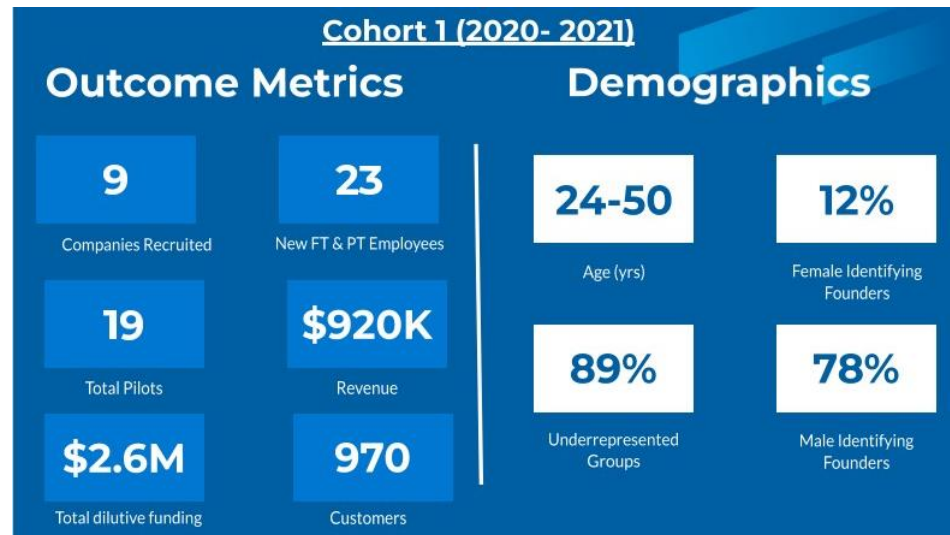


Retail/Restaurants attracted as a result of the increased activity

Brampton Venture Zone: *Updates*

Brampton Venture Zone by TMU is a purpose-driven, non-equity incubator that is dedicated to building and growing early stage, market ready technology start-ups in Brampton.

Our programming is sector specific and we incubate start-ups operating in Health & Wellness; Smart City Mobility and Logistics; Food Sustainability; Film, Music and Entertainment; and Advanced Manufacturing.



Rogers Cybersecure Catalyst: *Updates*

Brampton is:

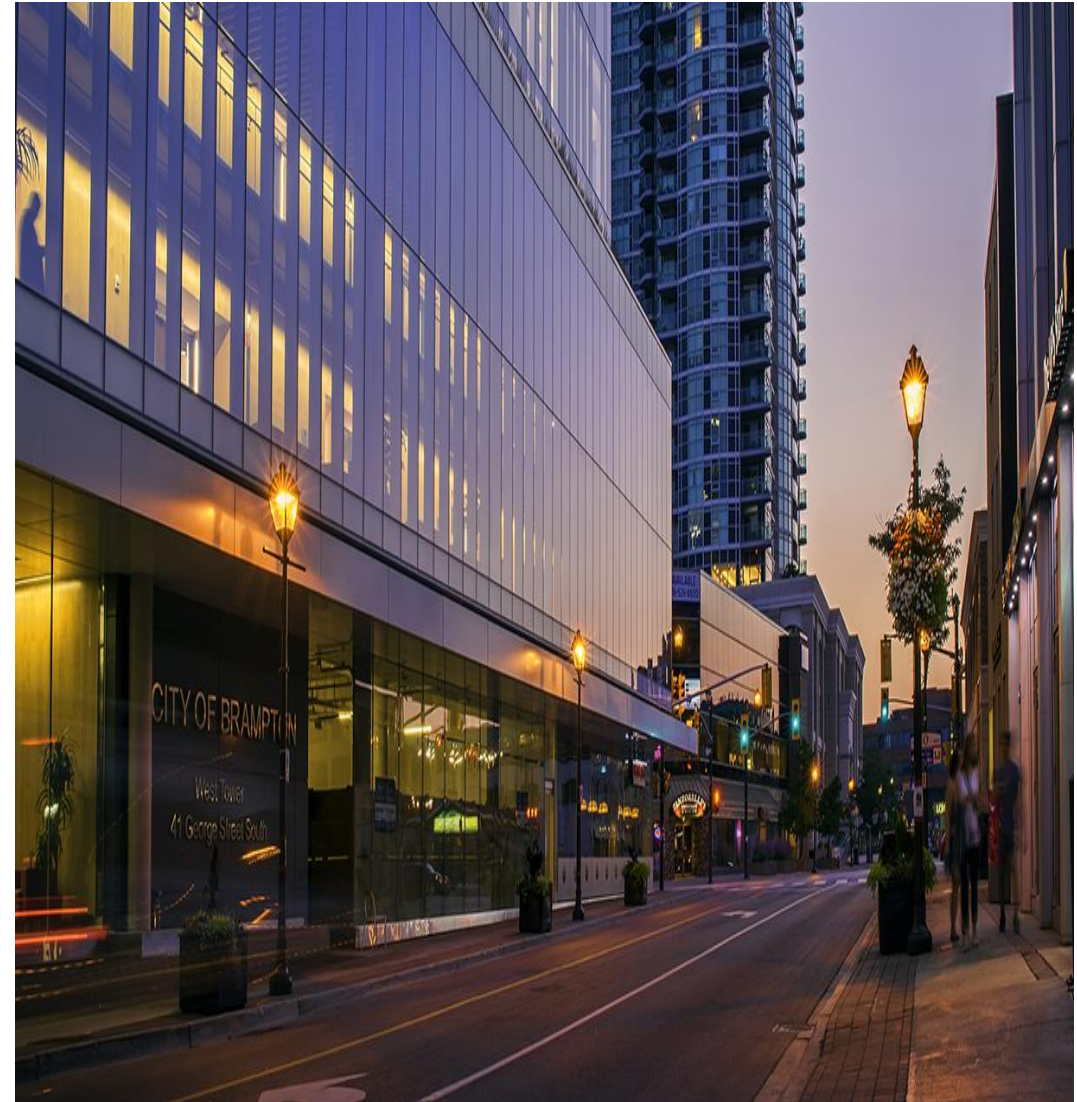
- Nationally recognized as one of Canada's most important cities for collaboration and innovation in cybersecurity;
- The home for Canada's largest workforce training program in cybersecurity;
- The base of Canada's largest commercial accelerator for cybersecurity start-ups and scale ups; and
- The site of the unique Catalyst Cyber Range, offering specialize simulated training in cybersecurity.

Where ACTP Graduates Work:



Downtown Brampton Projects Centre

- Downtown Brampton Projects Centre (DBPC) supports collaboration between, downtown business community, Downtown Brampton BIA (DBBIA), residents and the City.
- DBPC is the one window for businesses to City services and initiatives.
- DBPC troubleshoots and escalates issues with City departments to complement 311 in downtown (i.e. lighting, parking, signage).
- DBPC organizes Monthly Downtown project meetings with the BIA to address BIA specific requests & initiatives (i.e. Roseaux Art Installation in Garden Square).
- The first meeting was on Jan 5, 2023, and next is on Feb 2. Minutes and tracking sheet are available.
- DBPC organizes Downtown Stakeholder Advisory Group to receive input from broader downtown stakeholders on City initiatives.
- Administers the Welcoming Streets Pilot program.
- To contact DBPC email downtown@brampton.ca and the Downtown Coordinator will respond.



THANK YOU!

Comments & Questions

Project Sponsors

Steve Ganesh – *Commissioner, Planning, Building & Growth Management*
Henrik Zbogor – *Director, City Planning and Design*
Harry Persaud – *Director, Downtown Revitalization*

Project Manager

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

Project Leads

Shahid Mahmood - *Principal Planner (Downtown), Senior Supervisor IDP*
shahid.mahmood@Brampton.ca

Shahinaz Eshesh - *Policy Planner (P3) IDP*
shahinaz.eshesh@Brampton.ca