



CITY'S PARKING STRATEGY

The impacts on Downtown Businesses

Presented by DBBIA Chair Carrie Percival
November 15th 2023



A DOWNTOWN UNDER MAJOR CONSTRUCTION

The Downtown Brampton BIA strongly endorses the major construction happening in the downtown and the City's 2040 Vision. Over the past year, we have worked closely with the City of Brampton to ensure that business owners are well-informed and supported during the construction period.

We have actively promoted the downtown area as a vibrant destination for visitors, highlighting the numerous unique shops, restaurants, and cultural attractions that make our downtown so special.

COMING SOON



**Infrastructure
Upgrades.**





**Wider Sidewalks.
Enhanced
Public Spaces.**



Excuse these temporary disruptions,
it will be worth the wait!







[brampton.ca/
downtownbrampton](http://brampton.ca/downtownbrampton)







PARKING

Limited street parking spaces due to ongoing construction activities have made it difficult for visitors to the downtown area. However, the implementation of paid parking will only add to their inconvenience. It will also discourage potential customers from visiting local businesses, leading to a decrease in revenue for our members.

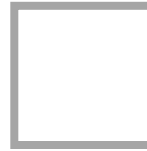


PAID PARKING

no parking, means no customers

We are requesting that Council consider the impact of paid parking on a downtown under major construction including its economic impact on local businesses and its potential to exacerbate already significant negative effects of construction activities.

During construction no parking means no customers, as nearby drivable retail alternatives are preferred.



EXPERIENCE DOWNTOWN BRAMPTON

We've reserved your spot

Offering free parking has been a consistent marketing message that has helped us attract visitors to the downtown.

We are requesting that Council explore alternative solutions including free parking for 2 hours, evenings, and weekends. Defer proposed increases until after construction.

Concerts!

Markets!

Family Fun!

free music & events all summer long!

activate downtown! brampton!

Visit the Downtown Event Calendar at DowntownBramptonBIA.ca/events

FREE PARKING
IN ALL MUNICIPAL PARKING LOTS

This project is supported by the Government of Canada's Healthy Communities Initiative.

Downtown Brampton BIA

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PEDESTRIAN FRIENDLY DOWNTOWN

Our future

Although the intensification of the downtown and the implementation of the streetscape plan are yet to happen, it is certain that this transformation will pave the way for a brighter future for businesses and residents.





 **Carrie Percival – DBBIA Chair**



THANK YOU

<https://downtownbramptonbia.ca/>