



# Council Orientation

November 19, 2018  
Vision and Official Plan

Rose Theatre

# Orientation Outline

Mon., Nov. 19	9:30am – 3:30pm	Rose Theatre 1 Theatre Lane – 2 <sup>nd</sup> floor	Vision and Official Plan
Tues., Nov. 20	9:30am – 3:30pm	Springdale Library 10705 Bramalea Road – community room	City Services; Community Safety & Wellbeing (w/ Chief Evans & Dr. Bingham)
Mon., Nov. 26	9:30am – 3:30pm	Williams Parkway Operations Centre 1995 Williams Parkway – lunch room	Health Innovation (w/ Dr. Carr & Dr. Mohammad); Global Scan, MasterPlans and Community Tour (via Brampton Transit)
Tues., Nov. 27	9:30am – 3:30pm	Cassie Campbell Recreation Centre 1050 Sandalwood Parkway W. – community room	Major Projects and Community Tour (via Brampton Transit)
Wed., Nov. 28	11am – 3pm	Ryerson University, DMZ 10 Dundas Street East, Toronto	Meet and Tour with Ryerson University Partners
Fri., Nov. 29	10:00 am	Rose Theatre 1 Theatre Lane	Inauguration Walk Through - Walkthrough procession, inaugural meeting and event overview

# OBJECTIVES

- Provide information
- Answer your questions
- Build awareness
- Meet team members
- Prepare for 2019-2022 Term of Council Priorities



# COUNCIL PRIORITY SETTING

## Facilitated Workshops

Workshop #1 – December 7

Workshop #2 – January 11

Workshop #3 – February 4

Other workshops tbd

Council Meeting – March (Budget)



**KATE GRAHAM** researches, writes, speaks, consults and teaches about local government in Canada. She holds a Doctor of Philosophy (PhD) in Political Science from the University of Western Ontario, focused on local government and urban politics in Canada. Her PhD dissertation, *Leading Canada's Cities: A Study of Urban Mayors*, examined the role and power of big city mayors in Canada. Kate teaches in the Political Science departments at Western University (Local Government Program), King's University College and Brescia University College.

Before entering academia, Kate spent a decade working as a public servant. Most recently she served as the Director, Community & Economic Innovation at the City of London where she was responsible for the City's government relations, strategic initiatives, culture and economic partnerships portfolios. She supported Council through the development and implementation of four strategic plans.

**ACTIVITY:**

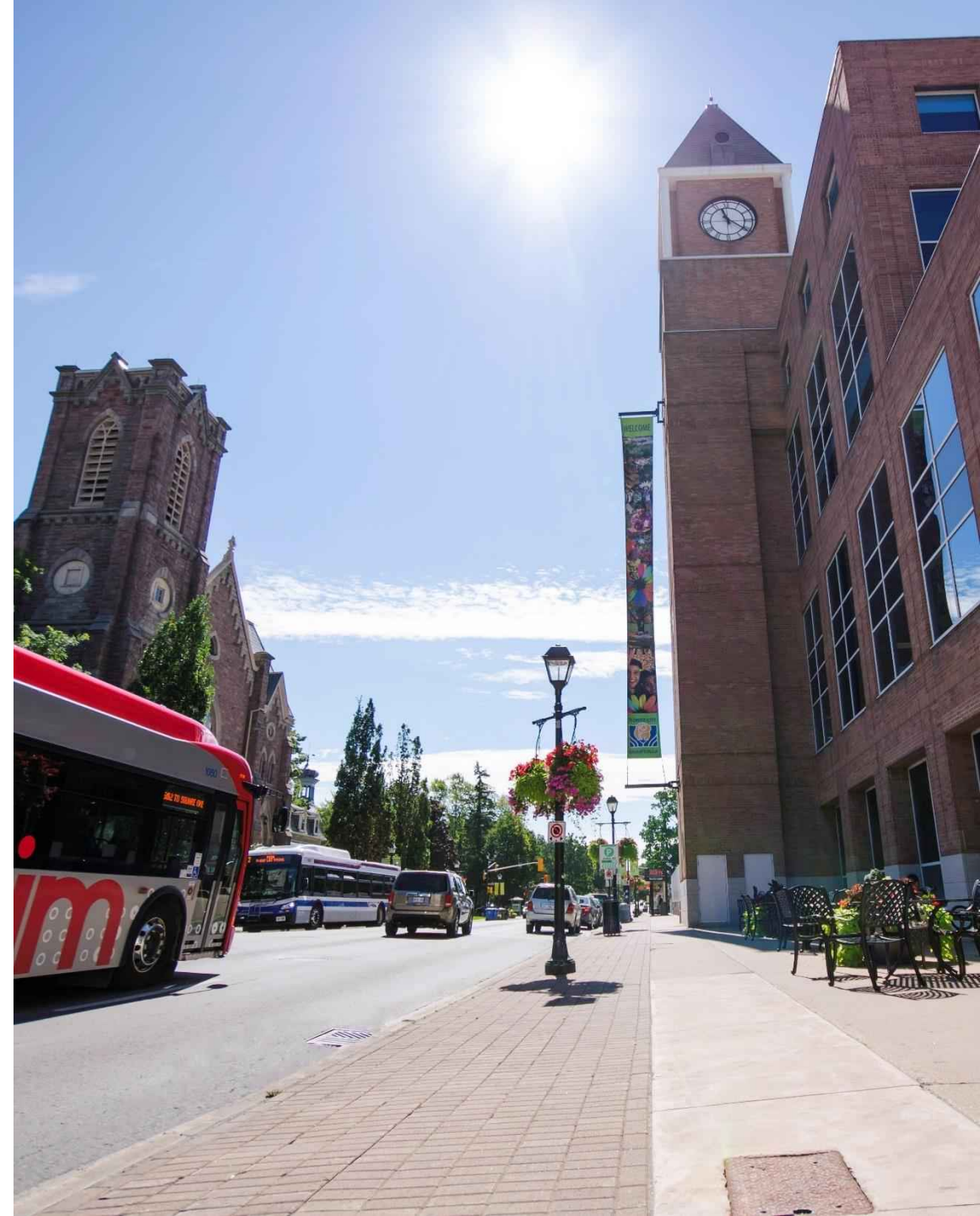
# **Creating a Legacy**

WELCOME TO THE NEW

(2025)

# AGENDA

- **Activity: Creating a Legacy**
- **Context**
  - Globally Aware, Locally Active
  - History
- **Vision**
  - Public Engagement
  - Feedback Frenzy
  - Brampton 2040 Vision
- **The Cost of Sprawl**
- **Lunch**
- **Activity: Bridge Building**
- **Implementation (Heavy Hitters)**
  - City of Brampton Official Plan
  - Downtown Brampton
  - Uptown Brampton
  - Bramalea
- **Youth! Talent! Location! Jobs? Pulling it all Together**
- **Building Brampton Believers**
- **Art of the Possible**



# GLOBALLY AWARE, LOCALLY ACTIVE





**LET'S START WITH SOME HISTORY**



# Honouring a Longer History

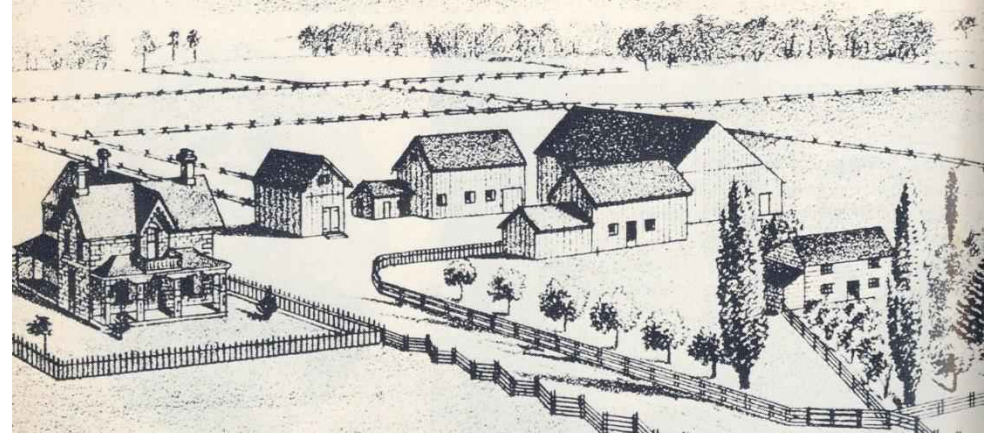
Indigenous peoples have lived in Peel for over 10,000 years

Traditional territory of the Wyandot, Seneca, and Mississaugas of the New Credit First Nations

Thank you. Miigwetch (Ojibway). Niá:wen (Mohawk). Qujannamiik (Inuktitut). Marsee (Michif).

# A Quick History

- 1820s** Settlers arrive in downtown Brampton area
- 1834** Elliott and Lawson apply name Brampton to the land
- 1853** Brampton incorporated as a village
- 1856** First railway opens (Grand Trunk; now CN Rail)
- 1867** Brampton selected as Peel County seat
- 1873** Brampton incorporated as a town
- 1874** J. Haggert elected first Mayor
- 1879** Credit Valley Railway line opens
- 1885** Brampton gets power from Huttonville
- 1903** Gage Park becomes first municipal park
- 1948** Worst flood in the recorded history of Brampton
- 1952** Completion of Etobicoke Creek Diversion



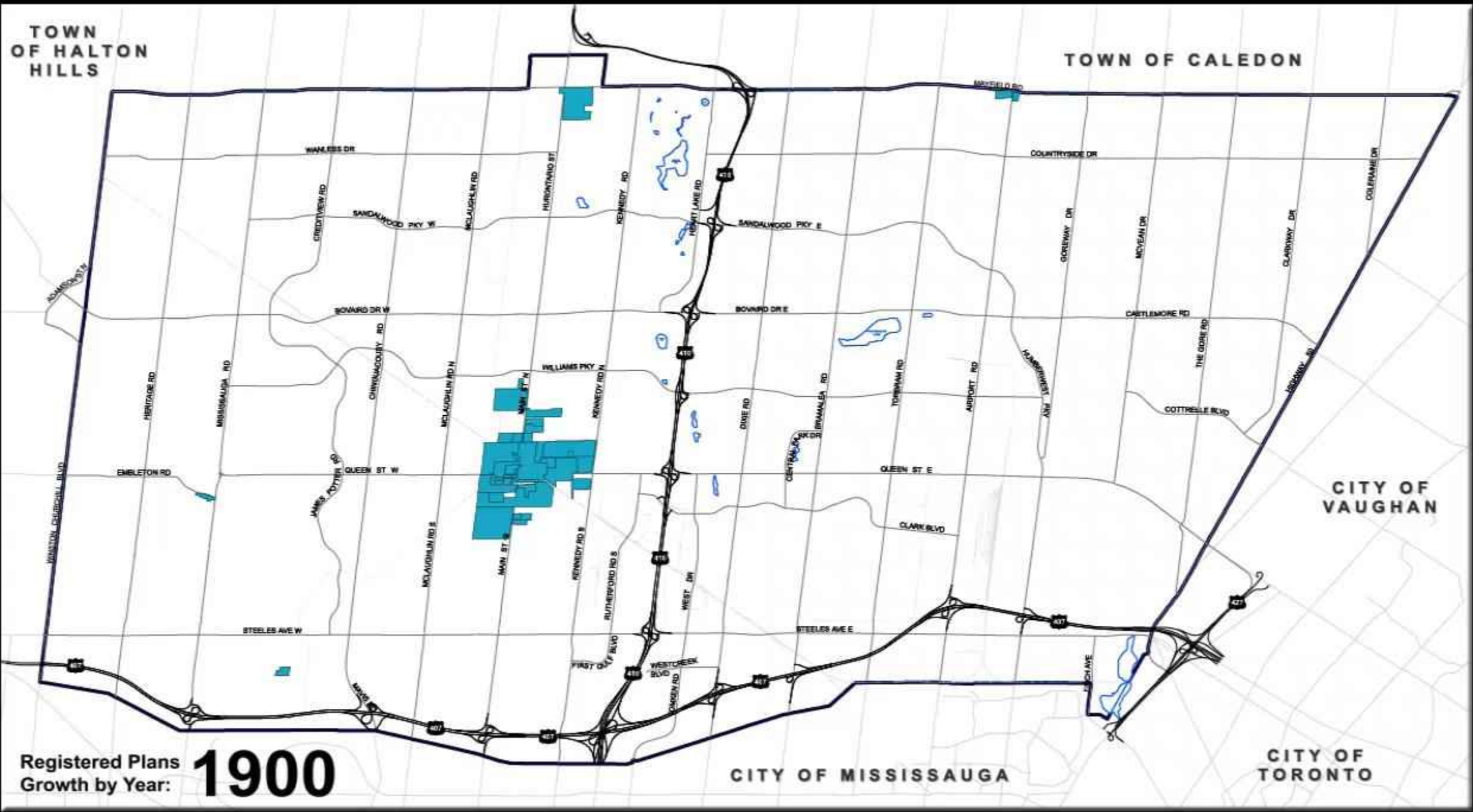


# A Quick History

- 1960s** Bramalea developed “Canada’s first satellite city”
- 1974** Region of Peel established
- 1974** City of Brampton formed
- 1980s** Rapid suburban expansion commences
- 1980s** PDSB launches evening ESL classes
- 1984** Carabram founded
- 1990** Hwy 410, Brampton’s first 400-series highway
- 2003** Brampton celebrates its sesquicentennial
- 2010** Start of MPV transit oriented development
- 2018** Brampton 2040 Vision: Living the Mosaic endorsed

TOWN OF HALTON HILLS

TOWN OF CALEDON



CITY OF VAUGHAN

Registered Plans Growth by Year: **1900**

CITY OF MISSISSAUGA

CITY OF TORONTO

## Growing Pains

*“In Brampton, developers have been allowed to build sprawling subdivisions with big-box stores. People get in their cars, drive to work, drive to Walmart, then drive home to their subdivision. It’s built in a way that keeps people segregated... We wouldn’t have isolated communities or such uncontrolled growth if the city wasn’t planned so poorly... There is no leadership.”*

- Mary Di Biase, Brampton Resident

*Toronto Star*





## A place to rest your head

bed-room com-mu-ni-ty

*Noun:* An area, typically a suburb to a major urban centre, that includes a large number of commuters among the population

Refers to the fact that commuters perform most professional and personal activities elsewhere, maintaining their residence solely as a place to sleep

# Time for Some Soul Searching

- Grew very quickly
- Reactionary planning
- Accepting less
- Lost touch of the “why”
- Time to take ownership
- Proactive planning
- Demanding more
- Shared responsibility





# **Eureka! We Need a Planning Vision**

Council directed staff to look at the City in a more holistic way, to envision a future Brampton.





# Meet Larry

Distinguished Practice Professor of  
Planning, UBC

Former Chief Planner, City of Vancouver

Founder of Beasley & Associates

International Economic Development  
Advisory Board, Rotterdam

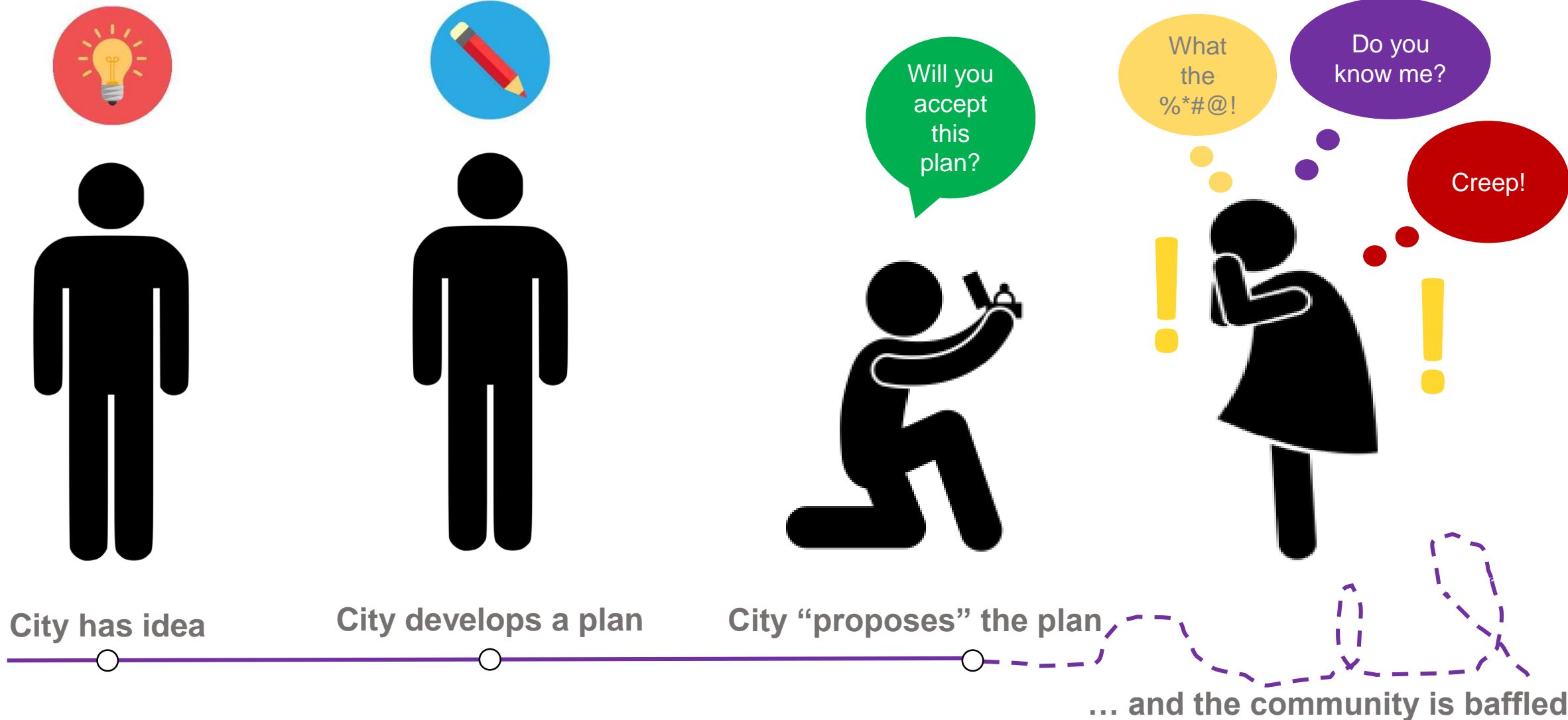
Special Advisory of City Planning, Abu  
Dhabi

Senior Advisor of Urban Design, Dallas

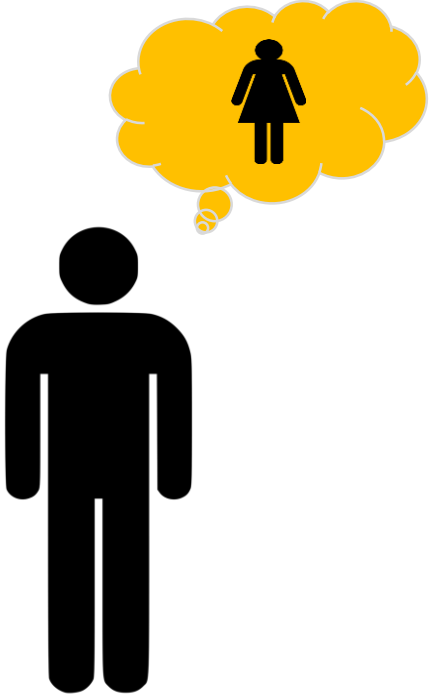
Member of Order of Canada

**WE WENT TO THE PEOPLE**

# Traditional Outreach Approach



# A Better Approach



City wonders about the community



City "dates" the community



City "proposes" the plan







Flexible



Creative



Respectful



Draw us a picture - you could win \$100

My bright idea is: to see more farms and ponds for kids to play. More parks for kids.

**Equitable**

What's your bright idea for Brampton's future? Draw us a picture - you could win \$100

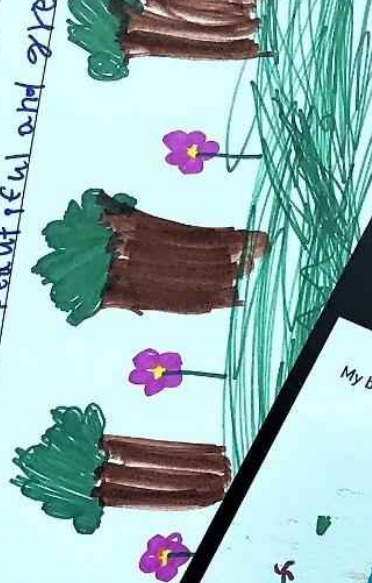
My bright idea is: more innovative technologies



to have more trees  
Anuj V

What's your bright idea for Brampton's future? Draw us a picture - you could win \$100

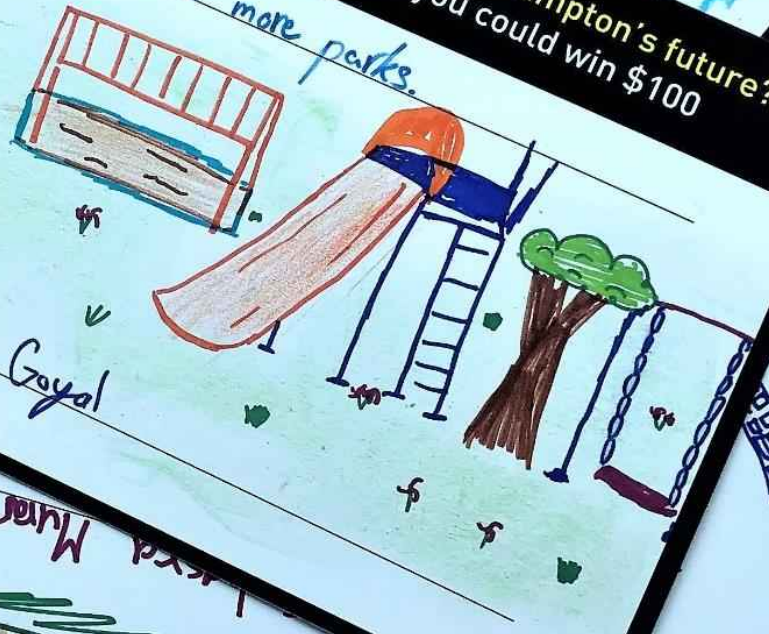
My bright idea is: be a beautiful and green



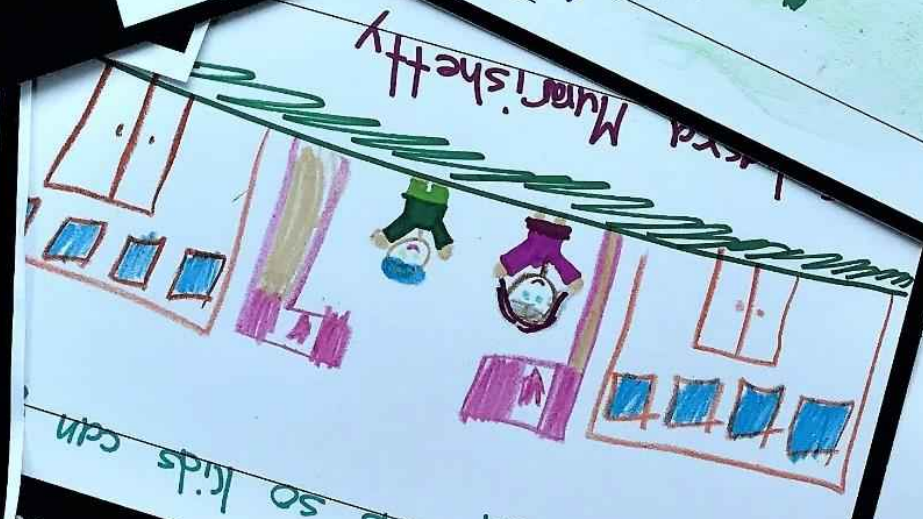
What's your bright idea for Brampton's future? Draw us a picture - you could win \$100

My bright idea is: Build more parks.

Name: Kerisha Goyal  
Age: 10



Name: Krishya  
Age: 6 years



Name: Murishetty

What's your bright idea for Brampton's future? Draw us a picture - you could win \$100

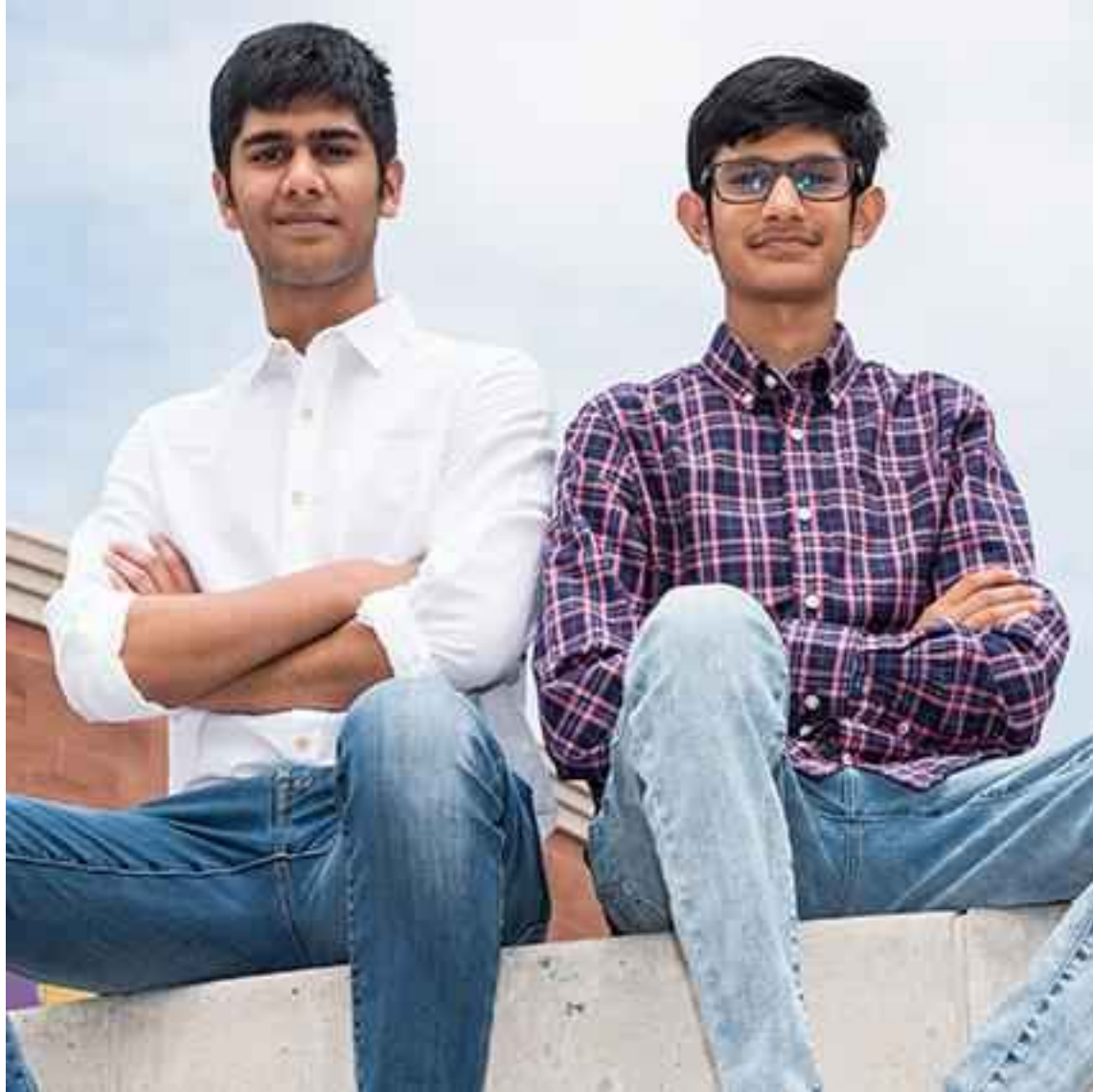
My bright idea is: more breadins and more

Name: PA  
Age: 14

Hybrid cars  
Panais  
More sports teams



# YOUTH ENGAGEMENT



Sara Anderson @sarabasterfield · Jan 10

Our @JeanAugustineSS Gr. 9 Geography students are learning how their final evaluation projects may be adopted by the City of Brampton! @PeelSchools #tacticalurbanism #publicengagement @CityBrampton



1 7 38

Sara Anderson @sarabasterfield · Jan 10

More goodness from today's visit from the @CityBrampton at @JeanAugustineSS Can't wait to see what these unbridled minds create! @PeelSchools



**FEEDBACK FRENZY**

Share 0 Comments 0 

 **Raymond**  
2 Votes

**Property taxes too high...we struggle already with mortgage and other bills...we need someone to understand our struggle..**  
**TAXES TOO HIGH**

Share 0 Comments 2 

 **Streetteam**  
0 Votes

**Fix traffic congestion and Steeles and Hurontario.**

Share 0 Comments 0 

 **Streetteam**  
1 Vote

**Leafs Nights**

Would love to see more downtown activities, Leaf night on the big...

Share 0 Comments 1 

 **Streetteam**  
1 Vote

**Need more jobs in Brampton (every type), lots of houses/no jobs, too much housing forces people to take transit, not walkable**

Share 0 Comments 1 

 **Streetteam**  
0 Votes

**"Build more buildings so people can live here"**

 **Streetteam**  
0 Votes

**More apartment buildings, more cultural events, malls and parks.**

Share 0 Comments 0 

 **Streetteam**  
0 Votes

**Improving the transit connection system, TTC to Brampton Transit.**

Share 0 Comments 0 

 **Streetteam**  
0 Votes

**Make downtown more accessible**

Share 0 Comments 1 

 **Streetteam**  
1 Vote

**I love the community activities.**

I love the community activities. I would like to see a change in ...

Share 0 Comments 1 

 **Streetteam**  
0 Votes

**More groups/events/activities for teens to keep them off the streets**

Share 0 Comments 0 

 **Streetteam**  
0 Votes

**More police patrol at night**

# Themes that Bind

- Transportation & Congestion
- Basement apartments
- Parks are good but can be better
- Our services need to better reflect our community
- Health, health care, social issues
- JOBS: People want places to work
- Property taxes are too high



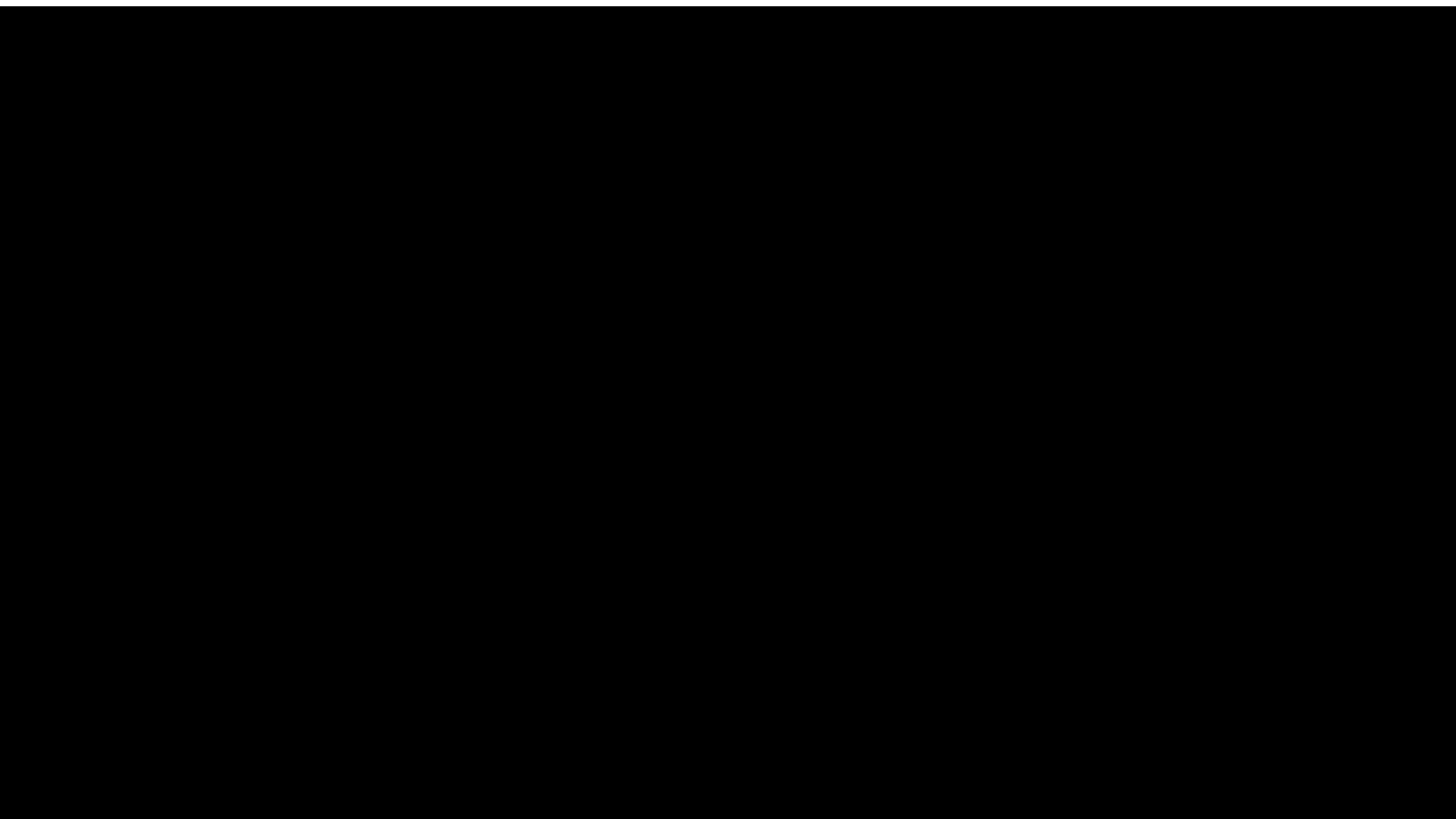
# WHAT YOU HEARD + WHAT WE HEARD = KNOWING OUR CITY

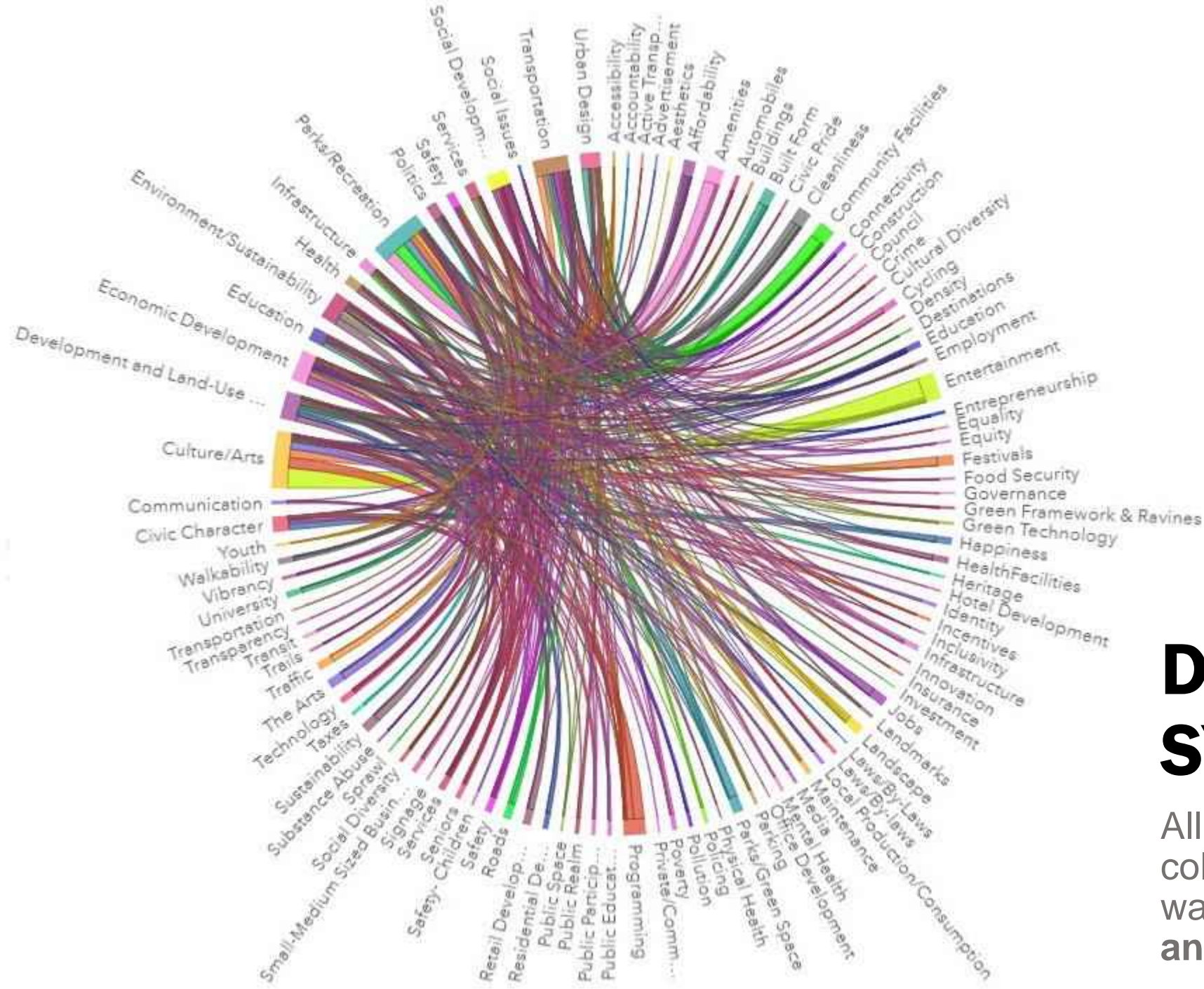
Politics matters. Ideas matter.

Democracy matters, because all of us

need to be able to make a difference.

Jack Layton








# DATA SYNTHESIS

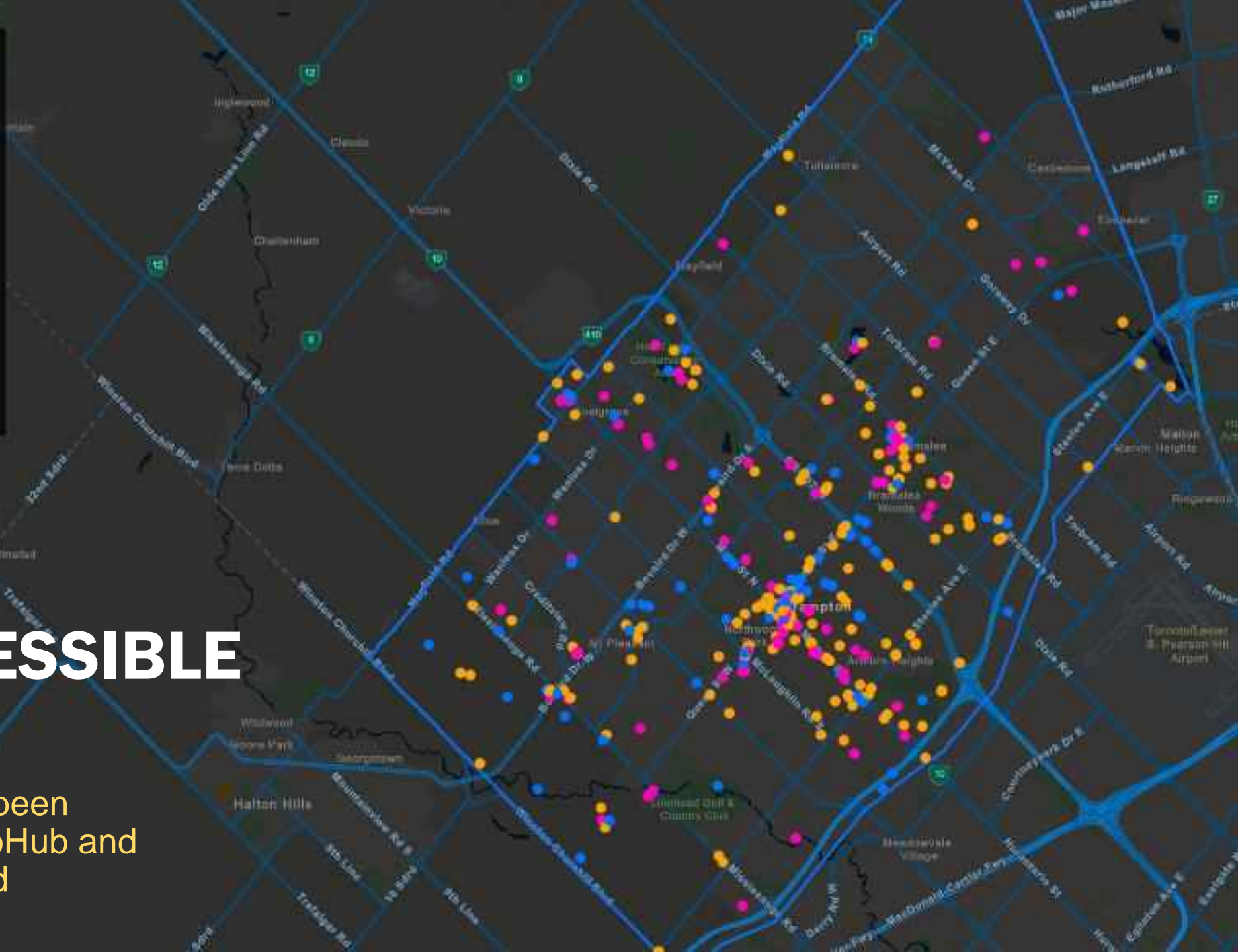
All the information collected from residents was **themed** and **analyzed**

This interactive map displays where you want your ideas to impact the future of Brampton.

-  I wish this was here
-  Love it here
-  We can do better here

# OPEN & ACCESSIBLE DATA

All the data collected has been uploaded to the City's GeoHub and can be openly downloaded







# Fall Workshop

November 2017

Full weekend

Approximately 100 participants

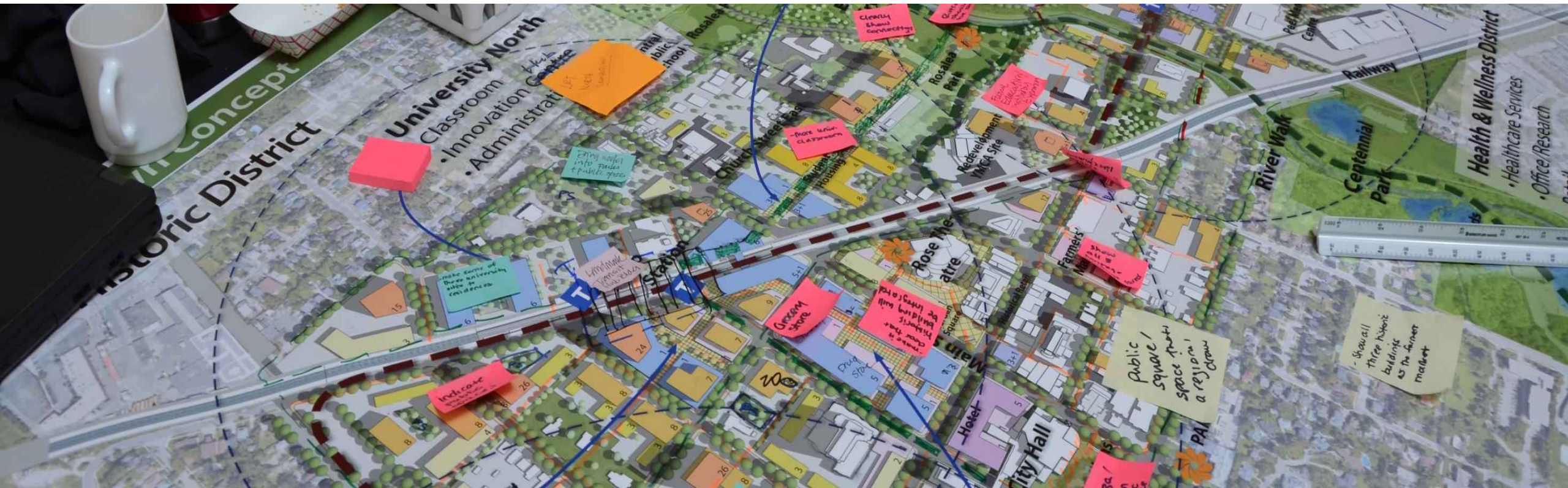
Confirmed themes of the Vision

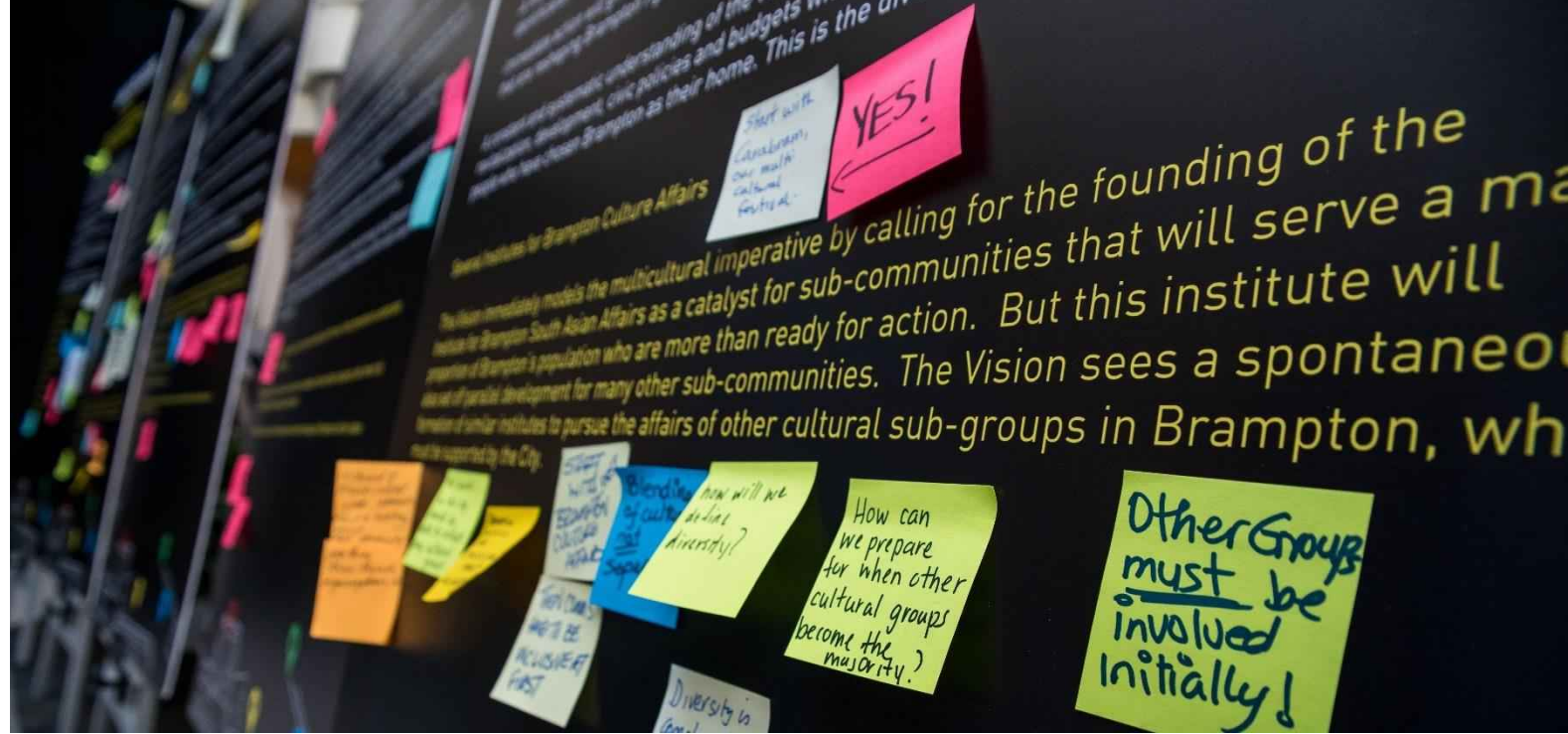




# Subject Matter Expert Review

City and regional staff review and comment on chapters of the draft vision





# Spring Workshop

March 2018

Approximately 100 participants

Review the draft Vision

# Professional & Academic Peer Review



**DAN LEEMING**

BA, Dip CP, MES, FCIP, RPP

Adjunct Professor at the University of Guelph  
Co-chair of the Canadian LEED-ND Review Committee  
Board Member with the Council on Canadian Urbanism and Active Healthy Kids Canada



**PAUL BEDFORD**

FCIP, RPP, OALA

Former Chief Planner, City of Toronto  
Adjunct Professor, University of Toronto and Ryerson University  
National Capital Commission Advisory Committee on Planning, Design, Realty  
Waterfront Toronto Design Review Panel



**ANNE MCLLROY**

FCIP, CIP, RPP

founded the Urban Design Working Group  
championed mid-rise urbanism  
2012 National Urban Design Award of Merit and a 2011 Toronto Urban Design Award of Excellence



**DAN LEEMING**

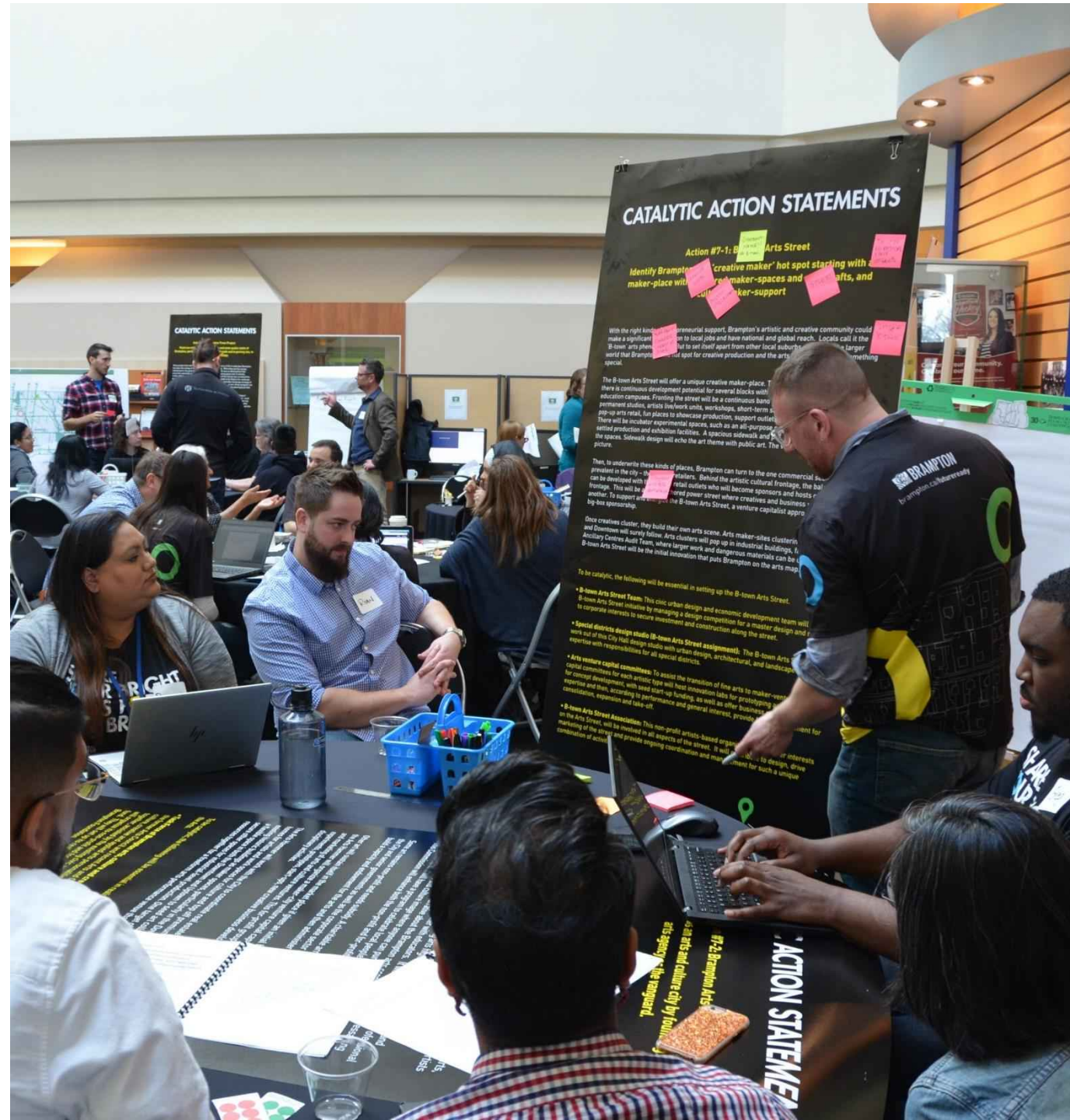
PhD, RPP

Professor, University of Waterloo  
PhD (Urban Geography/Planning), University of Waterloo 1995  
MPL (Urban and Regional Planning), Queen's University 1984  
BES (Urban and Economic Geography), University of Waterloo 1980





**ITS MORE  
THAN JUST A  
DOCUMENT.  
IT'S THE  
ASPIRATIONS  
OF THE  
PEOPLE.**



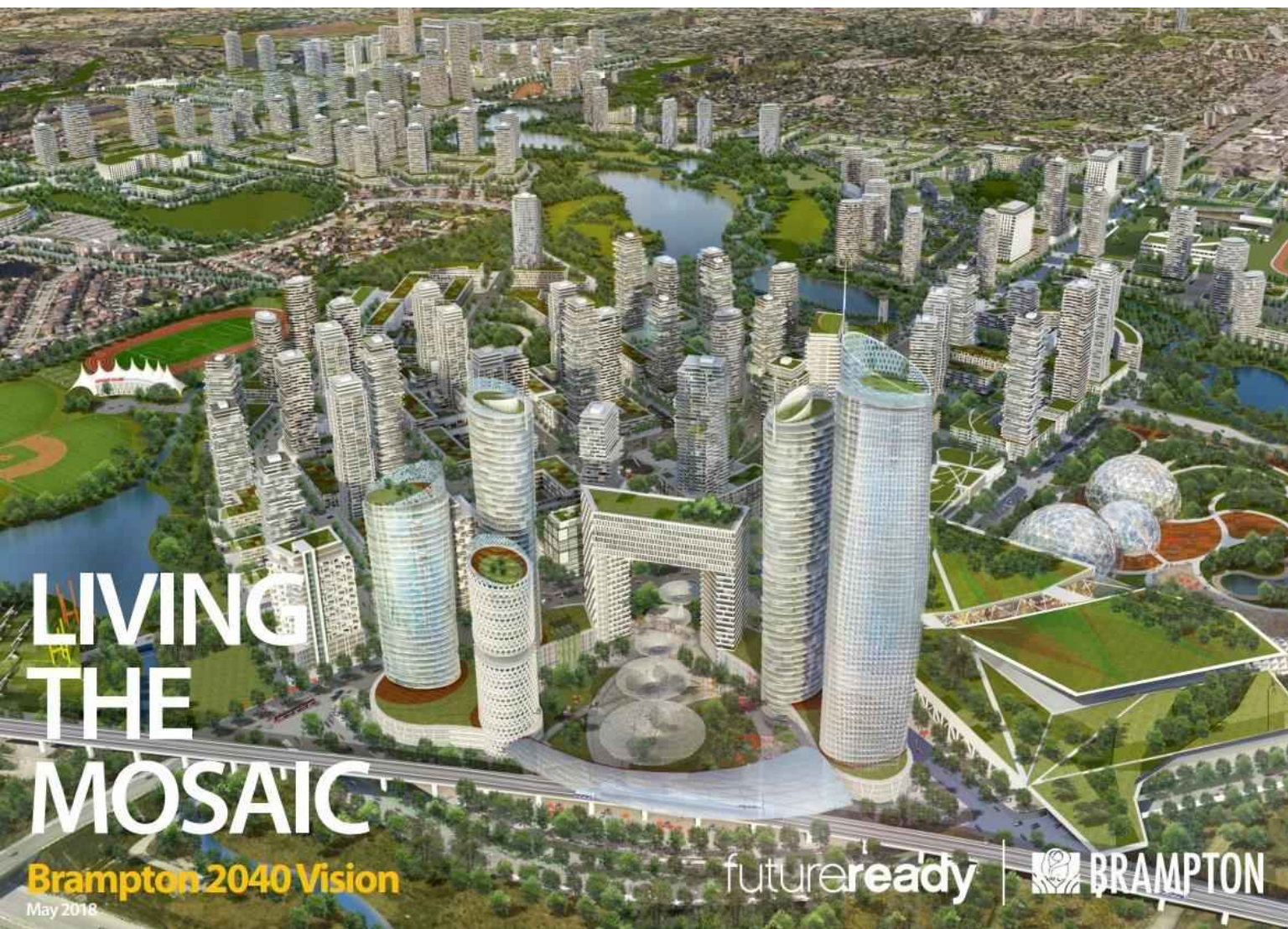




# Unanimous Endorsement of the **Brampton 2040 Vision**

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May 7<sup>th</sup>, 2018



7 Vision Statements

5 Lenses

28 Actions

# Lenses for Success

**Lens 1:** Public Engagement

**Lens 2:** Collaboration

**Lens 3:** Design

**Lens 4:** Technology

**Lens 5:** Identity



# Vision 1: Sustainability and the Environment

In 2040, Brampton will be a mosaic of sustainable urban places, sitting within an interconnected green park network, with its people as environmental stewards – targeting ‘one-planet’ living.



# **Vision 1:** **Sustainability and the Environment**

- Institute for Sustainable Brampton
- Brampton Eco-Park
- Brampton Trees Project



# Vision 1: Sustainability and the Environment

- Bronze Sustainability Score made mandatory for new development
- Update of tree standards
- Eco Park workshops
- Green partners developing outline for Institute
- Community Energy & Emissions Reduction Plan underway



## **Vision 2: Jobs and Living Centres**

In 2040, Brampton will be a mosaic of vibrant centres with quality jobs, a rich range of activities, and integrated living.



# Vision 2: Jobs and Living Centres

- Uptown Brampton
- Downtown Brampton
- Town Centres
- Ancillary Centres
- Institute for Brampton Enterprise





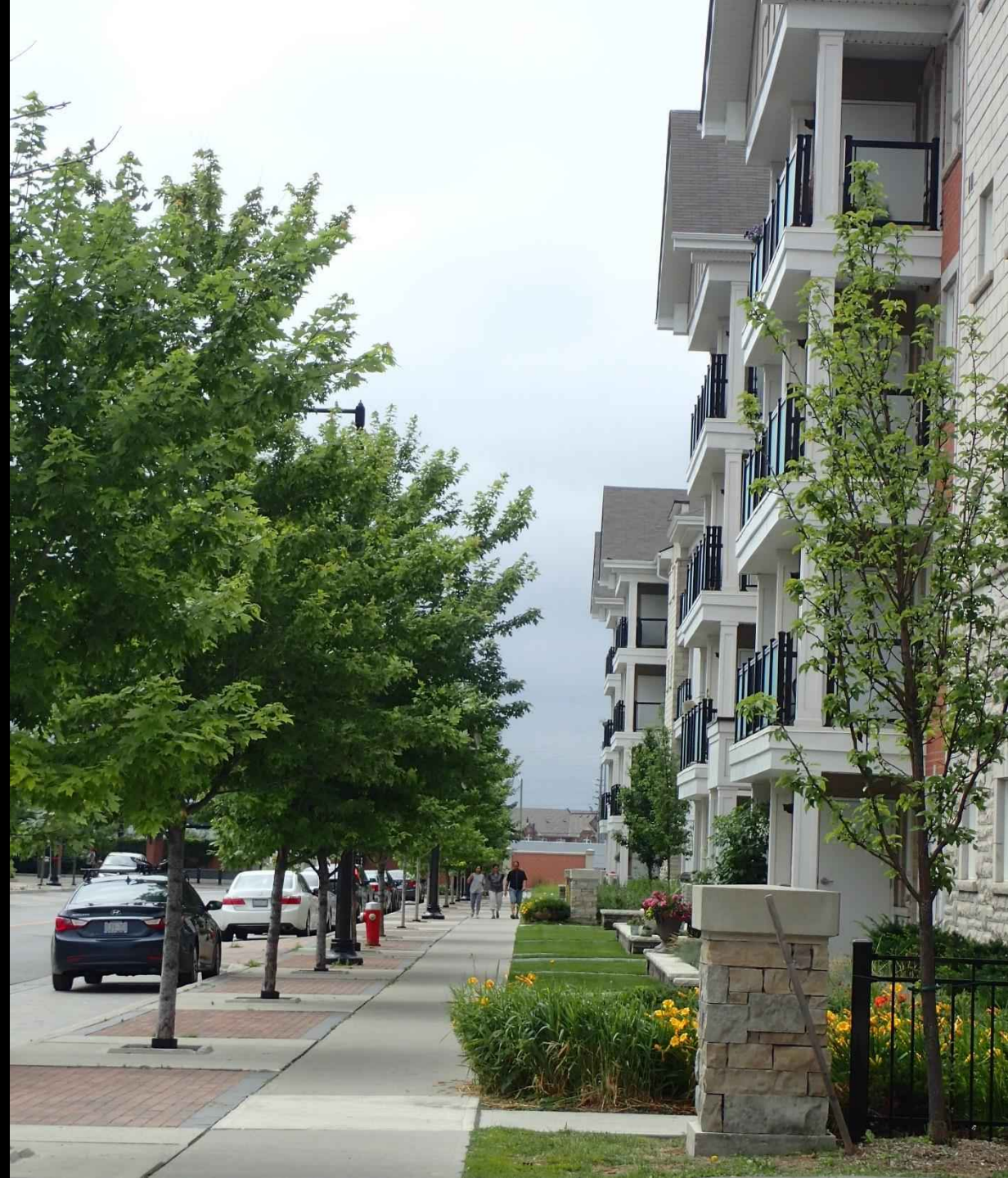
# Vision 2: **Jobs and Living Centres**

- Morguard redefining Bramalea City Centre
- RioCan revisiting Shoppers World
- Sheridan College Davis Campus Master Plan
- Economic Development Master Plan
- Tax modelling exercise
- Planning process updates



# Vision 3: Neighbourhoods

In 2040, Brampton will be a mosaic of colourful and complete neighbourhoods



# Vision 3: Neighbourhoods

- Complete Neighbourhood Audit
- Greenfield Neighbourhood Co-design Service
- Bramalea
- Queen's Boulevard



# Vision 3: Neighbourhoods

- Neighbourhood Audit pilot project (Bramalea, Gore Meadows, Sheridan College)
- Fire Station community gardens
- Area 47 and Heritage Heights design charrettes
- 40 for 2040 Community Grant development



# **Vision 4:** **Transportation and** **Connectivity**

In 2040, Brampton will be a mosaic of safe, integrated transportation choices and new modes, contributing to civic sustainability, and emphasizing walking, cycling, and transit.



# Vision 4: Transportation and Connectivity

- Active Mobility Charter
- Complete Streets
- Integrated Transit Network
- 'Figure-8 Loop' Transit Line
- Free Transit
- Advanced Traffic Management
- New Travel Technologies Management
- Advanced Goods Movement Management



# **Vision 4:**

## **Transportation and Connectivity**

- Integrated Mobility Plan
- Complete Streets Study
- Regional Connections program
- Union Station West initiative
- Smart Cities to embrace new travel technology



# Vision 5: Social Matters and Housing

In 2040, Brampton will be a rich mosaic of cultures and lifestyles, coexisting with social responsibility, respect, enjoyment, and justice.





# Vision 5: Social Matters and Housing

- Social Development
- Housing
- Social Hubs
- Institute for Brampton Cultural Diversity



# Vision 5: Social Matters and Housing

- Age Friendly Strategy
- Housing Study
- Student Housing Policy Review
- Project Lighthouse
- Peel Regional Police Safe Place program
- Affordable Housing Advisory Committee



## Vision 6: **Health**

In 2040, Brampton will be a mosaic of healthy citizens enjoying physical and mental wellness, fitness, and sports.



# Vision 6: Health

- Healthier Brampton
- Institute for Brampton Sports High Performance



# Vision 6: Health

- Active Transportation Master Plan
- LIHN Healthy Communities Initiative
- Sustainable Community Development




# NEW HEALTH PARTNERSHIPS

## Diabetes Prevention Classes: Family Adventures in Health

- In partnership with William Osler Health System and Wellfort Community Health Centre
- 12 Weekly Diabetes Classes, Beginning Spring 2018
- 40-80 Participants Expected Each Session Based on Availability of Capacity

## Cardiac Rehabilitation Transitional Exercise Program

- In partnership with William Osler Health System
- In-Kind Space & Discounted Medical Fitness Membership Rate for Cardiac Patients
- Currently in the Process of Renewing



William Osler Health System Sun Life Financial BRAMPTON Flower City

Helping Your Children Reach Their Full Potential

AGES 6+ FAMILY ADVENTURES IN HEALTH  
THE SUN LIFE OSLER AT RISK DIABETES INITIATIVE

When? Tuesday, March 27, 2018 from 6PM - 8PM

Where? Professors Lake Recreation Centre

Join us for this FREE Diabetes Prevention Program devoted to helping you and your family become healthier.

This 12 week program includes a short interactive lesson, hands of food preparation and tasting led by a Registered Dietitian and physical activity led by a Registered Kinesiologist.

To participate you must be 6 years or older at risk of Type 2 Diabetes and have at least one parent willing to participate with you.

For more information or to register please contact Josefina Berroya at (905) 494-2120 ext. 29627 or at [josefina.berroya@williamoslerhs.ca](mailto:josefina.berroya@williamoslerhs.ca)

# Vision 7: **Arts & Culture**

In 2040, Brampton will support a mosaic of artistic expression and production.



# Vision 7: Arts & Culture

- Brampton Arts Alliance
- Brampton Arts Street





# Vision 7: Arts & Culture

- Art inventory
- Identifying spaces for artists and creators
- Community benefit and ROI study
- Co-creating initiative
- Sectors of strength in local creative culture
- Arms-length Arts & Culture organization



# THE COST OF SPRAWL

# Characteristics

- Low development density
- Segregated land uses
- Lack of significant centres
- Automobile dependence
- Poor street accessibility



**Sprawl is defined not only by its characteristics  
but its effects...**



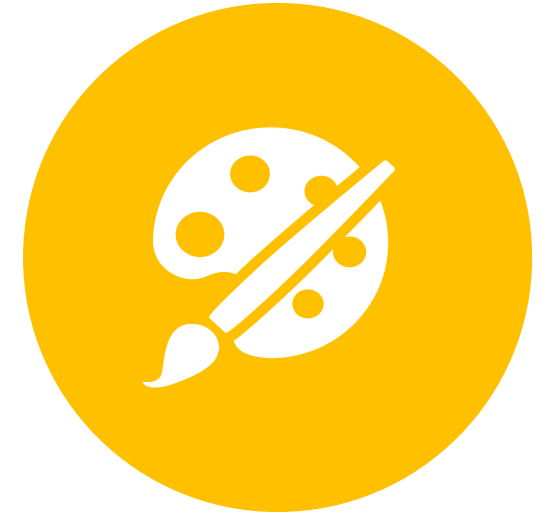
**ENVIRONMENTAL**



**SOCIAL**



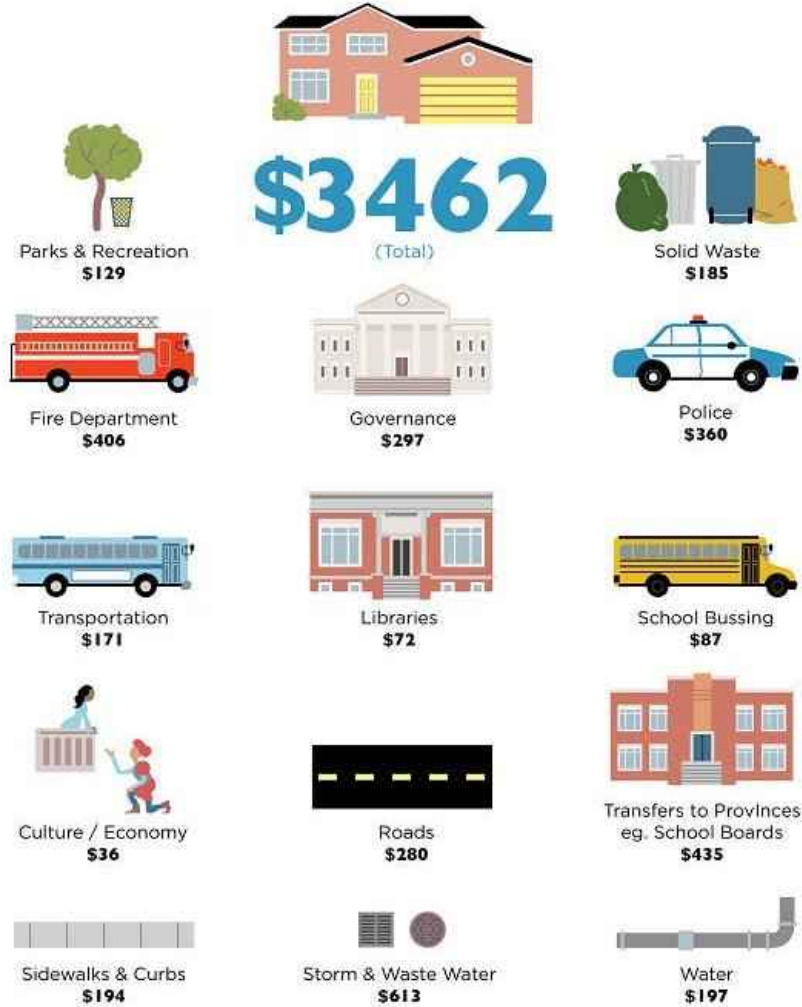
**ECONOMIC**



**CULTURAL**

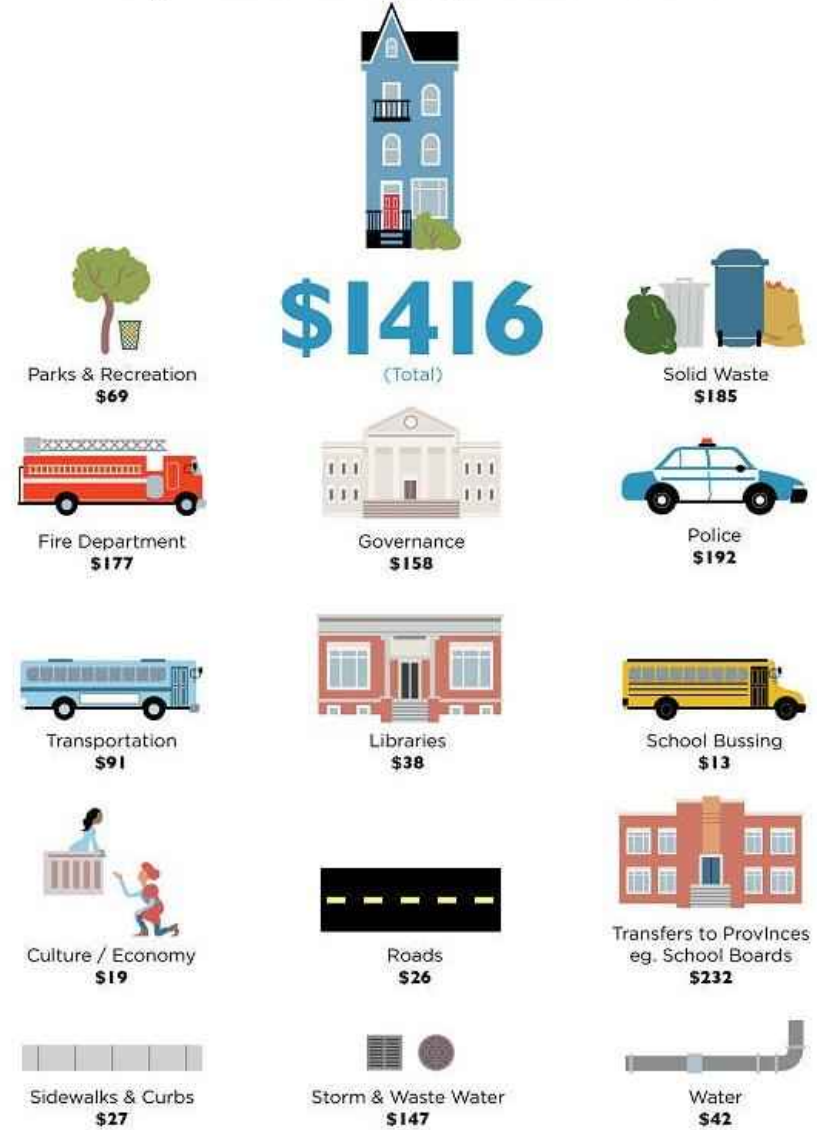
# Suburban

## City's Annual Cost, per Household



# Urban

## City's Annual Cost, per Household



# Urban Sprawl and Public Health



HOWARD FRUMKIN, MD, DrPH

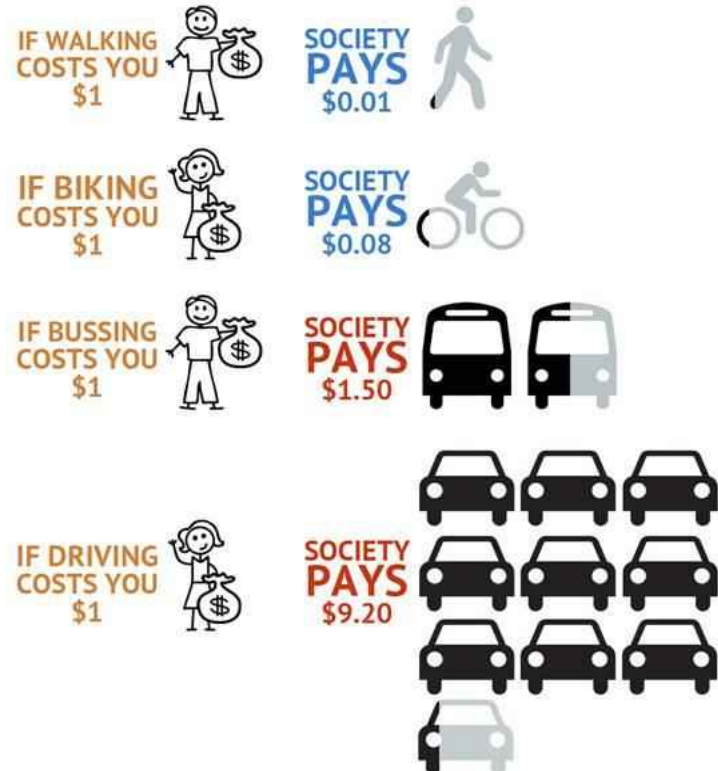
When regular steam-ferry service between Brooklyn and Manhattan began in 1814, the first commuter suburb became possible.<sup>1</sup> Suburbs continued to develop slowly but steadily during the 19th and early 20th centuries, thanks to transportation advances such as commuter trains and streetcars, the innovations of early real estate developers, and the move to live in pastoral tranquility widespread among Americans now.

## How much does your commute cost (or save) society?

Every time you travel you put money into the system, but you also cost the system. Your contribution to and burden on the system differs depending on how you travel.

For example, when you ride the bus you pay a fare – money into the system. Your burden on the system includes the cost of operating the bus, and also less obvious impacts like emissions and noise pollution.

By looking at the ratio of what we put in versus what we cost the system, we see that different ways of travelling are more subsidized than others.




seen termed transportation areas, large "leapfrog," land uses—industry, recreation, and services—such as each other, by both customers and providers. New roads need in dwellers, paper or a car. Newly homogeneous in terms, compared to traditional

Different ways of travelling carry different costs and benefits. Some of those costs are borne directly by the individual, like travel time, transit fares and automobile maintenance. Some are carried by society, like the costs of pollution or treating accident victims. Active forms of travel like walking and cycling carry benefits to the individual, like improved health and a longer life expectancy, and to society, including savings in healthcare costs and increased productivity at work.

The practice value to these and benefits accounting." ways of doing shows one example of how those costs and charges can be calculated.

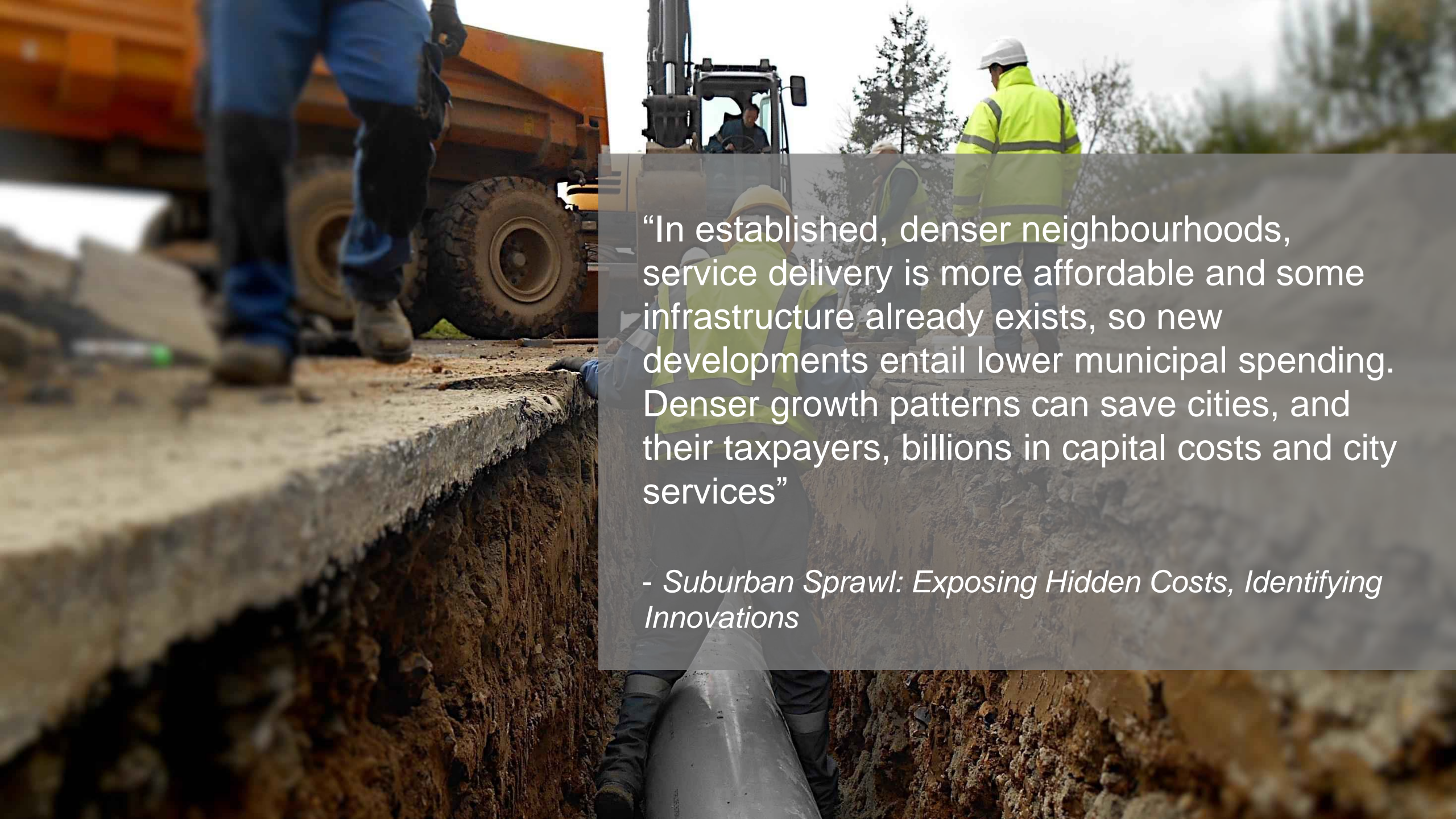
Calculate the costs of your commute at [MovingForward.DiscourseMedia.com](http://MovingForward.DiscourseMedia.com)

The practice of taking these less tangible costs and benefits into consideration and assigning them a dollar value is known as "full-cost accounting." While there are many ways of doing this, this infographic shows one example of how those costs and charges can be calculated.

An aerial photograph of a suburban residential development. The houses are large, two-story structures with prominent gabled roofs, spaced out on wide lots. The streets are wide and feature landscaped medians with small trees. The overall appearance is one of low-density, high-cost housing.

“Developers building large houses on huge lots don’t pay the full costs of installing or running the services that these homes actually need.”


- *The High Cost of Sprawl: Why Building More Sustainable Communities Will Save Us Time and Money*

A photograph of a construction site. In the foreground, a worker in a blue uniform stands on a concrete ledge. In the background, a yellow excavator is visible, and another worker in a high-visibility vest and white hard hat stands near it. The scene is set outdoors with trees in the distance.

“In established, denser neighbourhoods, service delivery is more affordable and some infrastructure already exists, so new developments entail lower municipal spending. Denser growth patterns can save cities, and their taxpayers, billions in capital costs and city services”

- *Suburban Sprawl: Exposing Hidden Costs, Identifying Innovations*





“Living and working closer together also has labour benefits. With more potential workers to choose from, businesses get better choice of employees and higher labour productivity, and employees benefit from more choices of work. Urban density also makes it easier for firms to access suppliers, customers, and specialized knowledge.”

- *Smart Prosperity Institute, Economic Benefits of Density*



**LUNCH**