



activate
downtown!
brampton!

Nelson Square Pocket Park

In 2022, we successfully transformed Vivian Lane as part of the Activate Downtown Brampton placemaking initiative.



BEFORE



AFTER



IDP Virtual Open House – Future Activations Poll

What type of activation would you like to see for Activate Downtown Brampton in the next two years?

We heard:

- **68%** wanted to see musical activations and live performances.
- **57%** wanted to see food related activations.
- **41%** wanted to see public art and interactive activations.
- **35%** wanted to see a winter activation strategy.



Activate Downtown Brampton 2022 – Popular Activations

- Pop-up Night Market
- Live musical activations every Saturday
- Flavours & Vibes
- Family Fun Days – Tai Chi, Yoga, Children’s Storytime, Snacks & Games events
- Wellness Circle & Markets



Activate Downtown Brampton 2023

Following the successful Activate Downtown Brampton 2022 pilot of Vivian Lane, staff are continuing placemaking efforts for Activate Downtown Brampton in 2023 with the key objectives of:

- Attracting residents to the downtown and supporting local businesses;
- Increasing opportunities for social connections;
- Celebrating Brampton's cultural diversity through programming;
- Engaging diverse communities in reimagining underused public spaces; and,
- Fostering partnerships and collaborations.



Project Concept:



8 80 Cities will work in collaboration with the City of Brampton and the Downtown Brampton BIA to temporarily transform the Nelson Garage Surface Parking Lot into a Pop- Up Pocket Park for social gathering and passive recreation.



The Site



A portion of the surface parking lot by the Nelson Street Parking Garage. View from Diplock Lane.

Site Address: 20 George St. N.

Future Use: CFI

Adjacent Uses: The site is very close to the Food District in Diplock Lane

Our Inspiration – The Vision



Summer Activations

- Summer series physical transformation
- Programming
- Community building
- Focused partnerships
- Demonstration exercise for park amenities

Fall/Winter Activations

- Winter series physical transformation
- Programming
- Community building
- Focused partnerships
- Demonstration exercise for innovation and the CFI



Target time frame for the activation to be open is from **Jul 2023 to Jan 2024**

Goals

- **Create new safe, comfortable and enjoyable programming and public space downtown that is seasonally responsive**
- **Engage with Indigenous partners to inform the design and programming of the space and highlight First Nations culture, past, present and future**
- **Increase foot traffic and lingering activity downtown throughout the summer, fall and winter**
- **Engage diverse community partners in the design, programming and stewardship of the space**
- **Measure and evaluate impacts of the activations to support long term placemaking strategies and public space investments**
- **Meet ambitious targets for engaging residents and communicating the impacts of the pilot project**



Success Metrics



- **Increased pedestrian activity and lingering in the space**
- **Increased lingering activity in the space**
- **Improved feeling of safety, comfort, sociability in the space**
- **Residents and partners feel represented in the space**

At the Site Visit, we asked:

1. The Design Directions from Activate Downtown Brampton! are as follows, what should we add or refine for Building a Pop-Up Pocket Park?

Playful and Accessible

Flexible

Active Edges

And you answered:

- **Wayfinding**
- **Mural**
- **Connection to McArter**
- **Inclusivity**
- **Cultural Design (Specifically Indigenous Culture & Heritage)**
- **Sustainability**
- **Sculptures, Interactive Art**
- **Winter + Summer design**
- **Passive recreation**

At the Site Visit, we asked:

2. The Programming Themes from Activate Downtown Brampton! are as follows, what should we add or refine for Building a Pop-Up Pocket Park?

Fun and Games for All Ages

Arts and Culture

Health and Wellness

And you answered:

- Fire
- Drumming Circle
- Rotating games and programming options
- Gardening
- Seasonally responsive
- Indigenous led/supported programming
- Low maintenance games - hopscotch, snakes and ladders

At the Site Visit, we asked & you answered:

- **What does this space currently make you feel?**
 - Unsafe & uninvited
 - Being watched
 - Bored
- **What would bring you here on a weekday?**
 - Seating
 - Interactive elements
 - Art, colour, vibrancy & greenery
- **What would bring you here on a weekend?**
 - Events & programming
 - New innovation
- **What would nearby residents want to do in this space?**
 - Connection to nature
 - An extended backyard
 - Culturally relevant events

Activity time!

Let's activate Nelson Square Pocket Park

20 George St. N



Project Mission

To transform a corner of the Nelson Square Surface Parking Lot into a vibrant, seasonally responsive public space for social gathering and passive recreation.

Project Values

- Commitment to Reconciliation
- Cultural Representation
- Community Incubation
- Innovation
- Sustainability
- Measured Impact

Project Vision

A vibrant and green pocket park that exemplifies the City of Brampton's commitment to innovation, cultural heritage, and sustainability.

What would you like to see and do in the pocket park?



What would you like to add to the Mission, Values & Vision?

Grab a sticky note and tell us more!

Let's activate

Nelson Square Pocket Park

What would you like to see at the future pocket park all year round?

Vote for your top three using the sticky dots provided!



	
	
	
	

	
	
	
	

	
	
	
	

What else would you like to see in the future Nelson Square Pocket Park?

Let's activate

Nelson Square Pocket Park

What would you like to see at the future pocket park all year round?

Vote for your top three using the sticky dots provided!



Small-Scale Play Equipment

Creative Shade Elements

Flexible Green Space

Community Garden

Indigenous Art & Programming

Programmed Community Game & Learning Space

Space for Community Gatherings

Flexible Seating

Arts & Cultural Activities

Community Fire Pit

Creative Lighting

Programmed Recreation Classes

stuff for kids

reflection pool with seating garden

Carnival + Local Market

What else would you like to see at the future Nelson Square?

diamond painting

Paint any color I love painting

greenery no artificial plants flowers

trees via shade

yoga flex green space + recreation

music dancing movie night

bags 9th parkcore

community gardens don't work well

seasonally responsive shock board partner with high school min. hockey workshop

Concern on contamination & tampering

-ve comment on community garden productive use but not community activation

Stakeholder Engagement & Communications

- Internal Stakeholders
- External Stakeholders – BIA, Algoma U, etc
- Members of Council
- Public Engagement - Farmer's Market (Jul 1) and Food District (Jul 14)
- Focused Engagement with the Downtown Advisory Group (Jul 11)
- Indigenous Focused Engagement
- Let's Connect IDP Page – quick polls
- Communications will take place through standard City channels working with Corporate Communications



Thank you!!
Feedback/Questions?