

Brampton

Gateway Beautification Program



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INTRODUCTION

Brampton's Gateway Beautification Program

These guidelines are intended as a summary of Brampton's Gateway Beautification Program (BGBP) and its objectives. Enclosed herein is information on BGBP principles and how these can be realized in built-form across the city.

There are three general categories of gateway features within the Program, which are; City initiated and funded installations, Developer initiated and funded installations and Partnerships. Within any one of these three general categories there is a hierarchy of design treatments that relate directly to the 'type' of location that is intended to receive the installation. This hierarchy is as follows; Highway 407 Anchor, City Access Point, Hurontario Street Anchor, Internal Focal Point and Downtown Gateway.

For ease of explanation, each design treatment will be presented in sequence within the hierarchy. As noted above, any of the gateway features can be either a City initiated and funded installation, a Developer initiated and funded installation or a Partnership between the two.

SECTION ONE

Background

As part of the ongoing efforts to improve the visual quality of Brampton's public realm the City of Brampton recognized a need to 'beautify' the Downtown Core and reconnect with its 'Flowertown' image and heritage. Initiation of the Brampton Beautification Program was one method of meeting these needs. This program is run through the Community Services Department's Operations Section and is intended to identify highly visible locations that would benefit from the installation of a decorative landscape feature or horticultural display. The sites will be adjacent to major roads as well as local roads to benefit both vehicular traffic and local residents.

In addition to the Brampton Beautification Program the Community Services Department recognized the potential to broaden its scope to include welcoming gateway signage that expresses Brampton's corporate and civic identity. Pursuant to this, City staff have initiated a Gateway Beautification Program with the goal to identify key 'gateway' intersections and establish minimum design standards that reflect Brampton's image in a timeless quality.

Throughout the years Brampton has been host to a variety of signage styles that have not always worked within a unified theme toward the portrayal of the City's cultural image and corporate identity. There are many vehicles that can be used in a campaign geared toward the expression of a City's character, from the design of street signs to the implementation of architectural control. The purpose of this report is to focus on the opportunity that 'Gateways' provide Brampton in its continuing efforts to improve the City's image and express its inherent identity.

Gateway Locations

An intersection's potential as a gateway is based on the road's volume of traffic, access to the historic downtown core, proximity to the municipal boundary and how it generally relates to the overall city and immediate neighbourhood. From the characteristics of each potential intersection, a gateway hierarchy evolved and is reflected in the design treatments presented in this report. The hierarchy ranks gateway treatments from large scale and minimally detailed features along Highway 407 to small scale and highly detailed features at focal point intersections.

Each level of the hierarchy is keyed by a coloured dot which corresponds with a location identified on the Potential Gateway Locations Map (map one). The design of each feature within this hierarchy will be discussed in detail in Section Two.

Also identified on Map One are the two principles corridors in the City of Brampton. Hurontario Street and the Queen Street Corridor are identified as streets subject to special design consideration due to the direct connection to the historic downtown core.

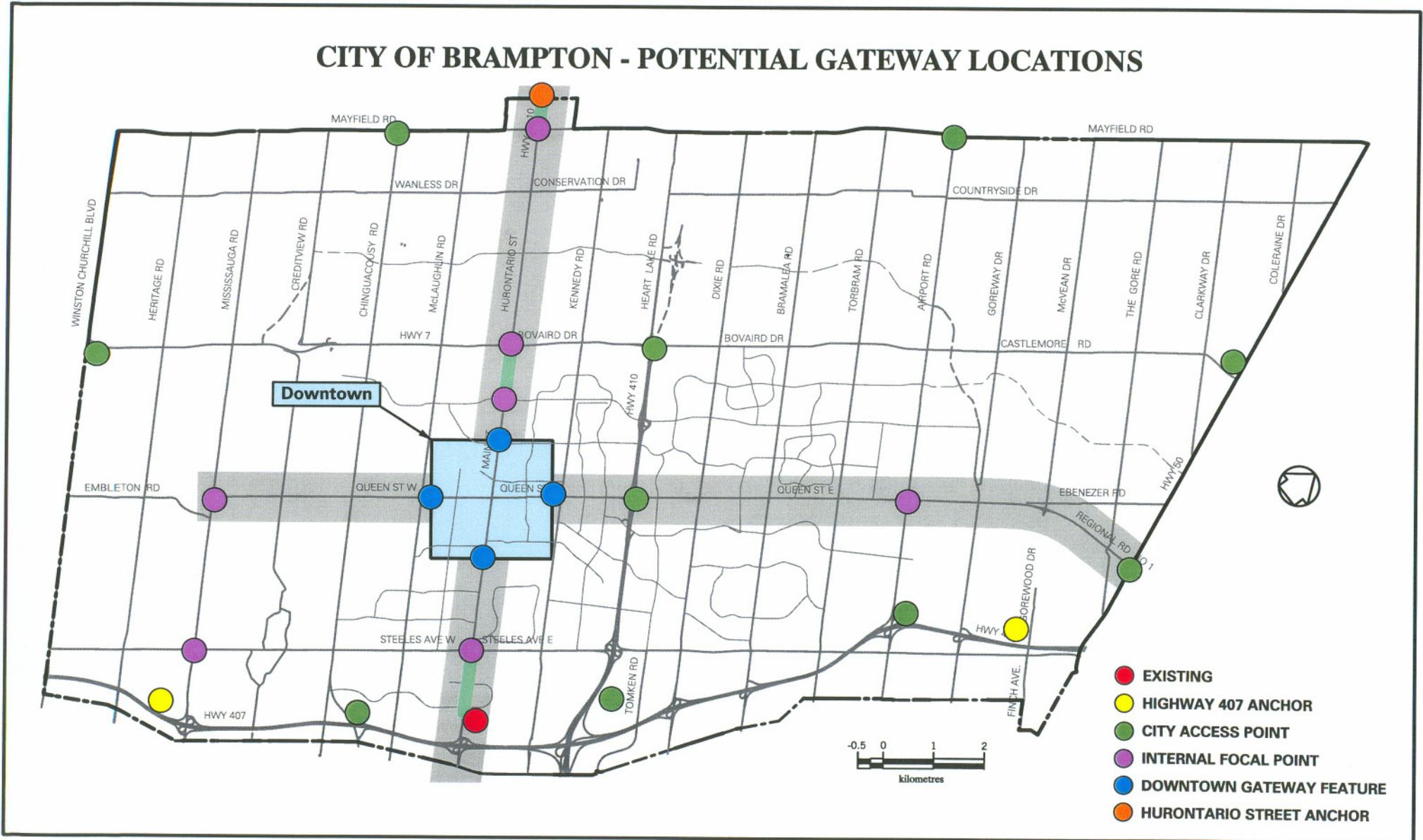
The Potential Gateway Locations Map (Map One) identifies locations that are subject to principles presented in this document. As mentioned above, the colour of the dot identifies the intersections' rank within the established hierarchy. Each location has also been priority graded. The priority structure was primarily based on the City's ability to coordinate development efforts. This methodology is illustrated in Maps Two and Three. Map Two shows intersections where the City and / or the Region have existing plans to implement intersections improvements. Map Three shows new development applications throughout the City and serves as a graphic representation of where the City can coordinate efforts with Developers.

There are a great number of locations that can benefit from intersection improvements where the 'architectural' installations shown below may be too large. Many of these locations are illustrated on Map Four. At these locations the City's Horticulture Department (through the Brampton Beautification Program) is in the process of installing floral or horticultural displays. Where these locations correspond with new development there is another opportunity to coordinate efforts with Developers. A list of these locations can be found in Appendix A.

A five-year horizon is recommended for the phasing of the gateway installations in order to ensure that the locations reflect actual growth and traffic patterns. Any phasing plans outside of five years run the risk of becoming obsolete if there is a shift in development patterns.

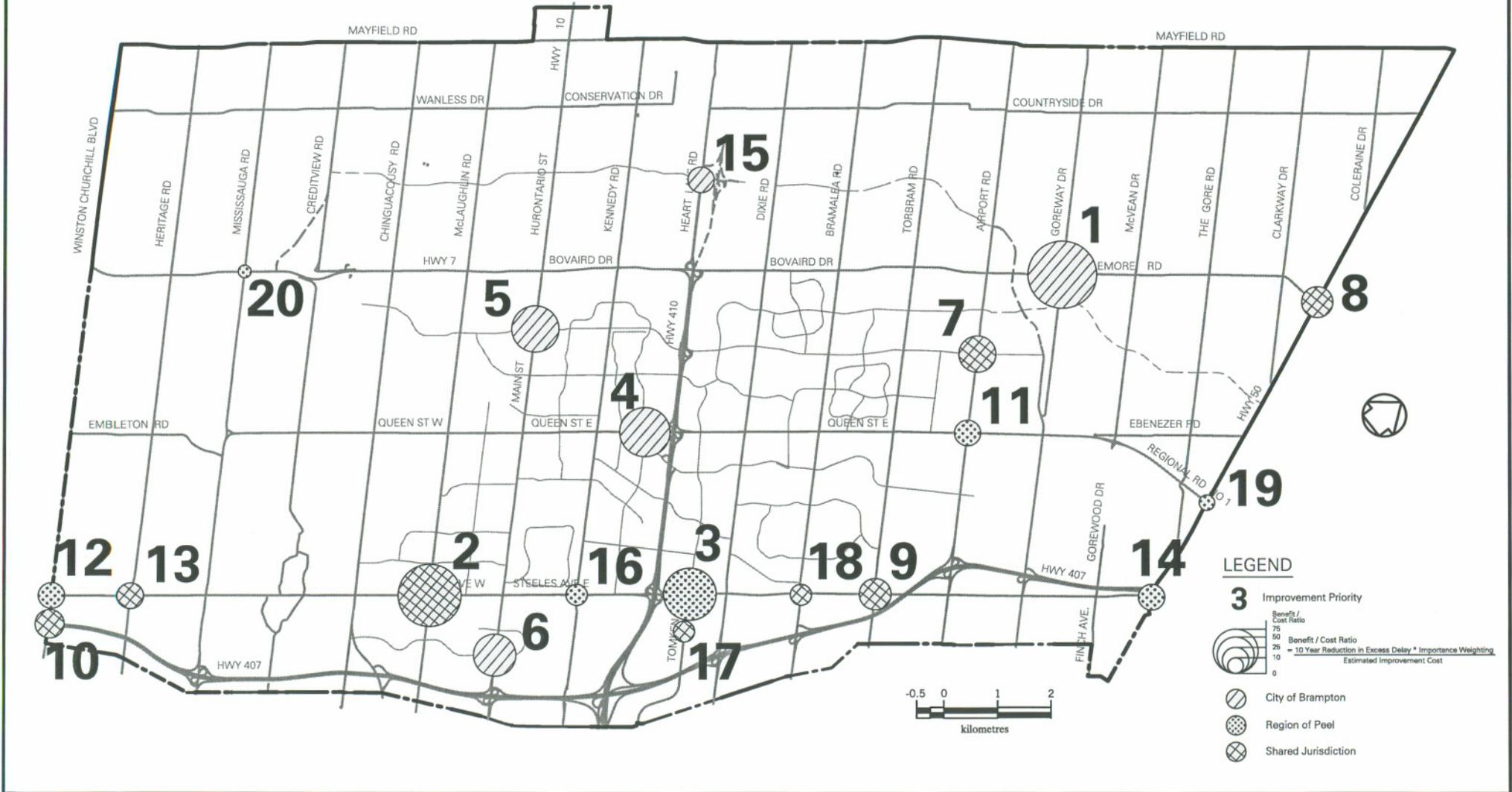
MAP ONE

CITY OF BRAMPTON - POTENTIAL GATEWAY LOCATIONS



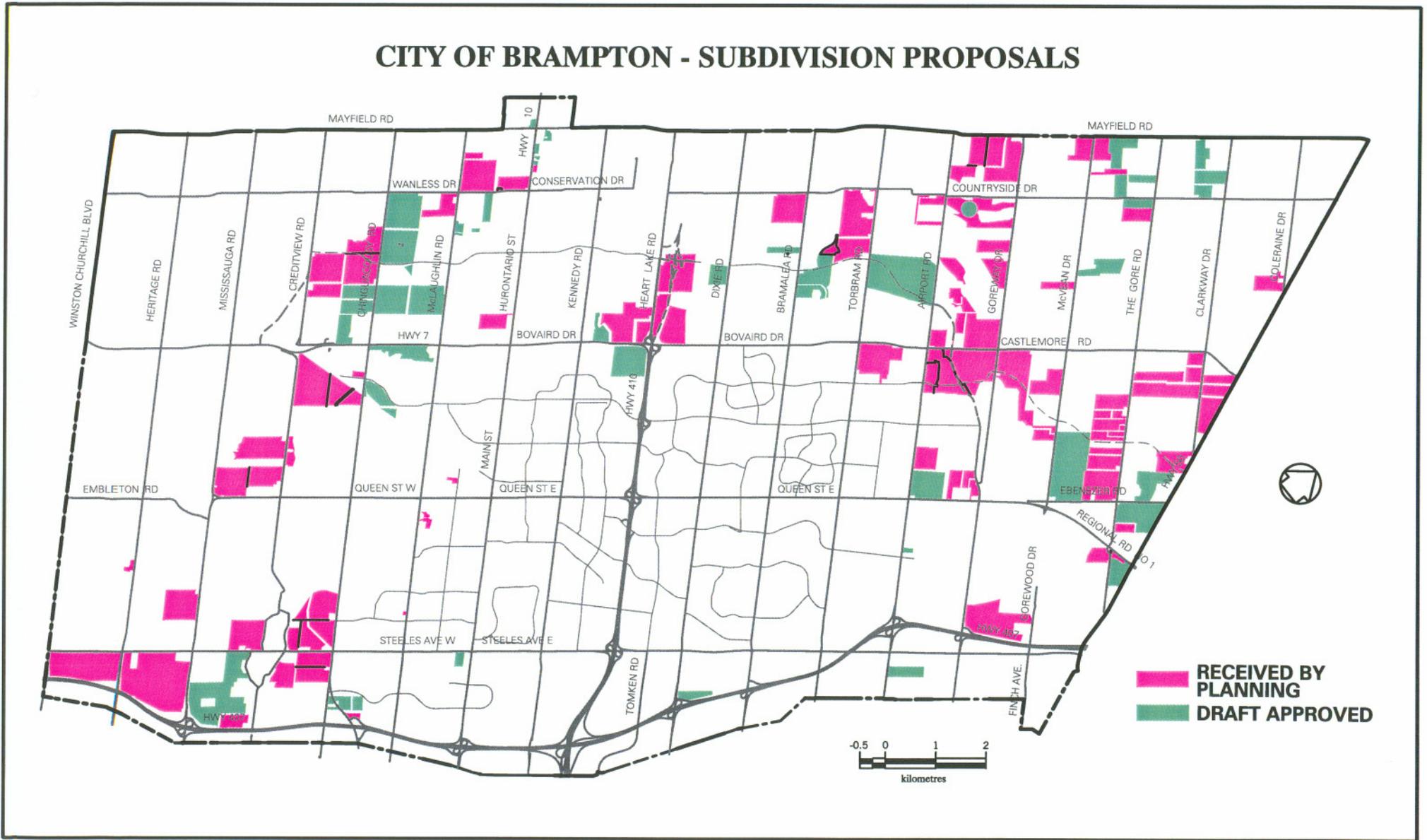
MAP TWO

CITY OF BRAMPTON - ROAD IMPROVEMENT PRIORITIES Intersection Improvement Priority Based on Benefit / Cost Ratio



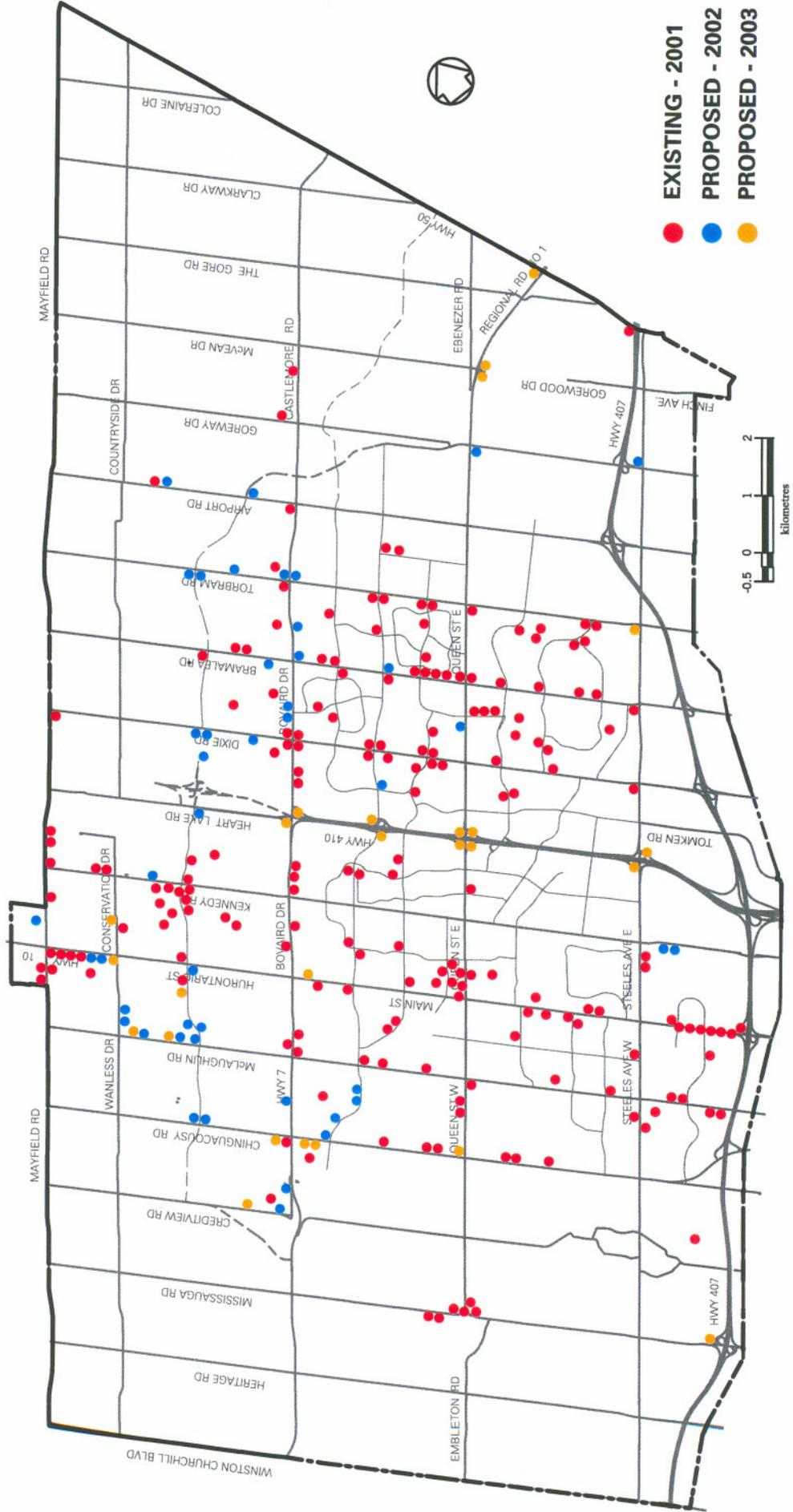
MAP THREE

CITY OF BRAMPTON - SUBDIVISION PROPOSALS



MAP FOUR

CITY OF BRAMPTON - EXISTING & PROPOSED FLORAL DISPLAY BEDS



Priority Locations

The City has identified the following locations to be a current priority:

- Hurontario Street and Steeles Avenue – City Access Point
- Park Street Parkette – Downtown Gateway Feature
- Mississauga Road and Steeles Avenue – Internal Focal Point
- North East corner of HWY 410 and HWY 407 Junction – City Access Point

The above list is short and intended for implementation through to 2003. Subsequent priorities can be assessed based on the maps provided and new information.

SECTION TWO

Gateway Feature Design Principles

In order to develop minimum design standards for the noted typologies, City staff worked with Strybos and Associates, Landscape Architects to prepare conceptual design sketches. The purpose of identifying minimum design standards for the gateway features is to ensure a consistent expression of civic and corporate identity throughout the city. The design of each new Gateway feature was inspired by the existing structure on Hurontario Street South of Steeles Avenue. Key details were taken from the existing structure such as the classic style, the framed branding of "BRAMPTON" and the architectural coping. These details along with the introduction of the Brampton Icon shall be carried from one feature to the next to punctuate the consistent design style.

Each gateway is identified as either a Highway 407 Anchor, City Access Point, Hurontario Street Anchor, Internal Focal Point, or Downtown Gateway.

Highway 407 Anchor

Due to the high traffic speed and distance at which this feature would be viewed, the gateways feature must be large and eye catching. As can be seen in the adjacent sketch, this feature includes a large wall, approximately 2.5m x 7.5m, with exaggerated detailing including the word "BRAMPTON". This wall stands at the top of an earthen mound and could have a floral display at it's base. A coniferous back drop (as shown) would take many years to be affective and could therefore be substituted for alternative vertical components. Another alternative could be a year round horticultural or water display instead of a floral one as shown.

There are two potential Highway 407 anchor locations. One at the westerly entrance to the municipality and one at the easterly entrance to the municipality. The exact locations have not yet been determined.

City Access Point

This gateway feature is very similar to the Highway 407 gateway feature and again responds to the environment in which it will be located. This wall is the same size as the Highway 407 gateway feature but will not be accompanied by an large earthen mound. This feature is intended to stand as a gateway feature at City Access Points, such as Highway 50 at Queen Street.

There are currently ten potential City Access Points, which are:

- Winston Churchill and Highway 7
- Chinguacousy Road and Mayfield Road

- Mavis Road off Ramp from Highway 407
- North East corner of the Highway 407 and Highway 410 Junction
- Highway 410 and Queen Street
- Highway 410 and Bovaird Drive
- Airport Road and Mayfield Road
- Airport Road off Ramp from Highway 407
- Highway 50 and Queen Street
- Highway 50 and Castlemore Road

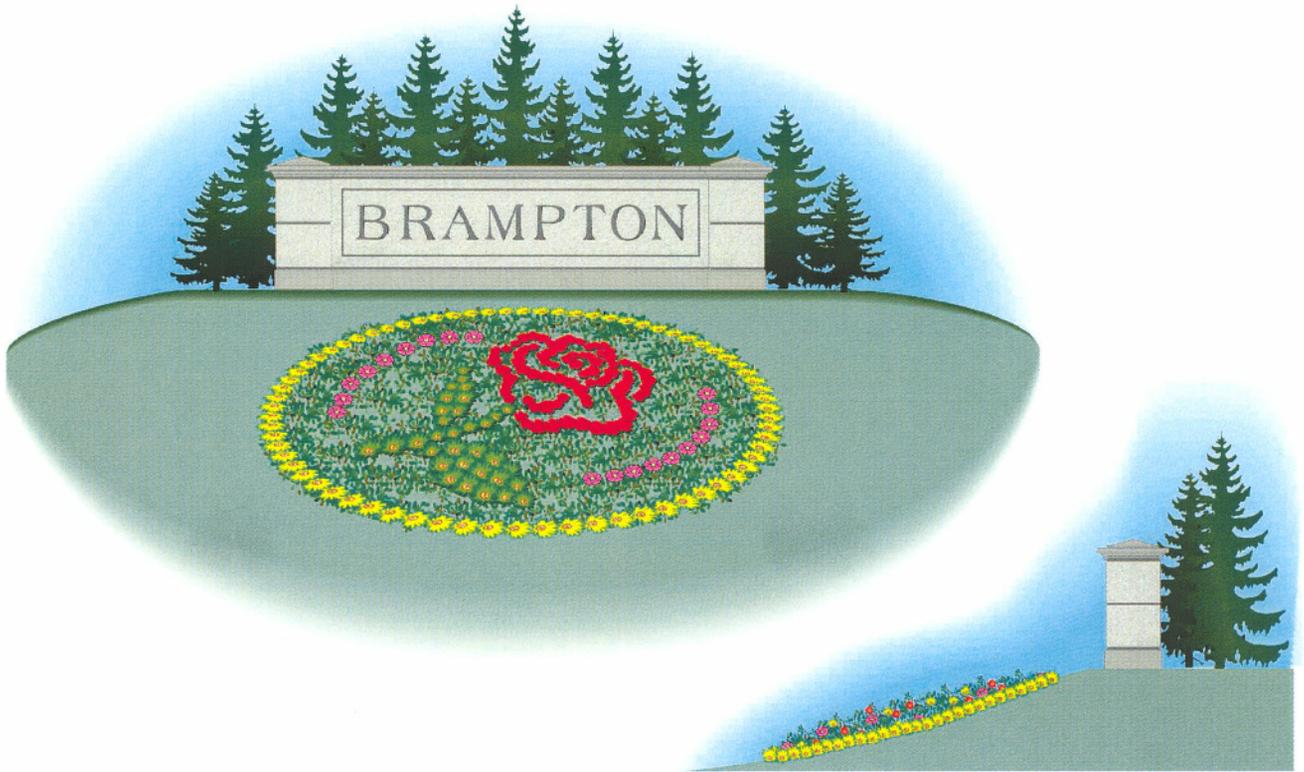
With the completion of the highway 410 extension, there will be an additional City Access Point at the 410 north entrance to the city.

Hurontario Street Anchor

The Hurontario Street Anchor is designed to match the existing structure on Hurontario street just north of highway 407. This design approach is a direct reflection of it's proposed location at the north anchor of Hurontario Street and is intended to compliment the existing structure. Combined, the two will serve to anchor either end of the Hurontario Street corridor. The new design has a few minor changes, such as the planter bowl, the Brampton Icon (shown here as a rose) and an exaggerated arch over the coping. The arch has been exaggerated to be more easily perceived by passing traffic.

This structure may further be complimented by improvements to the intersection of Hurontario and Mayfield Road. The improvements should use the Internal Focal Point design, much like the relationship between the existing structure near highway 407 and the improvements to the intersection of Hurontario Street and Steeles Avenue, which are planned for 2003 installation.

Hurontario Street, as Brampton's 'Main Street' may be further reinforced with similar design treatments at Bovaird Drive, Williams Parkway and Vodden Street. These intersection would be upgraded as Internal Focal Points with the inclusion of an irrigated center median.

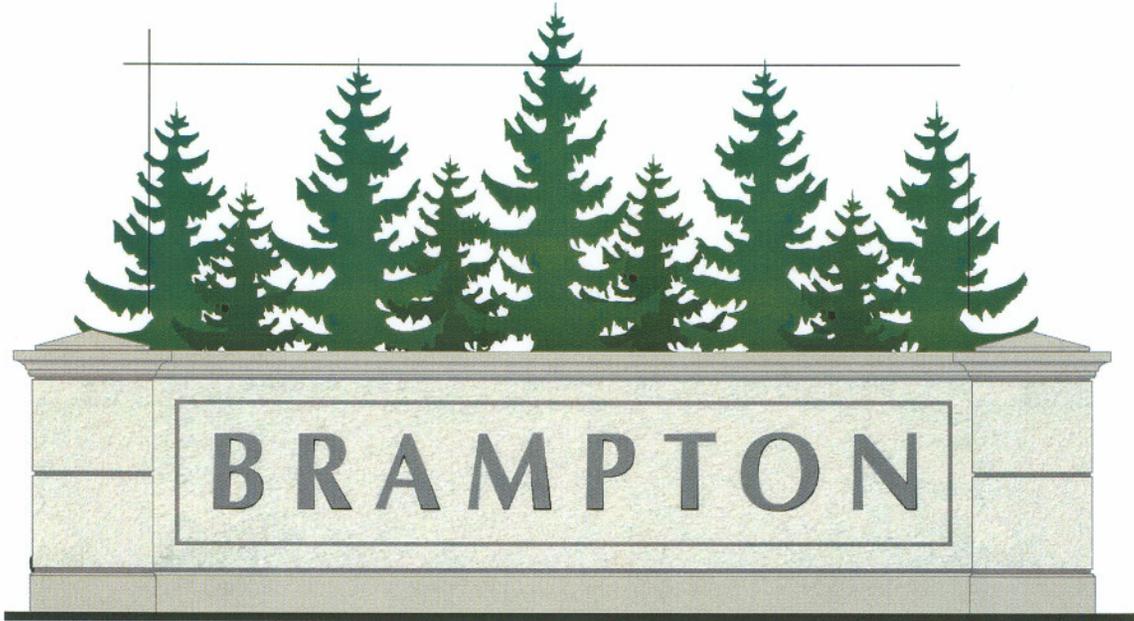


Highway 407 Anchor

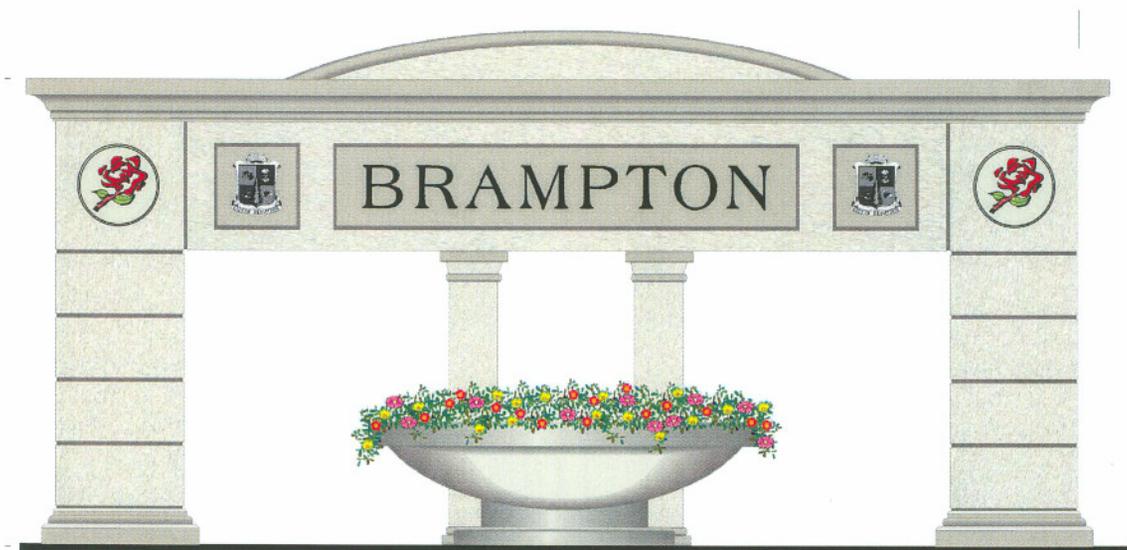
Internal Focal Point

This gateway feature is designed for its location at significant intersections throughout the City. The scale of the feature as well as the materials and detailing are suitable for viewing at closer range than a feature such as the City Access Point. These materials and details will be perceivable to the eye of the passer-by while temporarily stopped at the intersection. The design also addresses the pedestrian viewer as they move through the intersection.

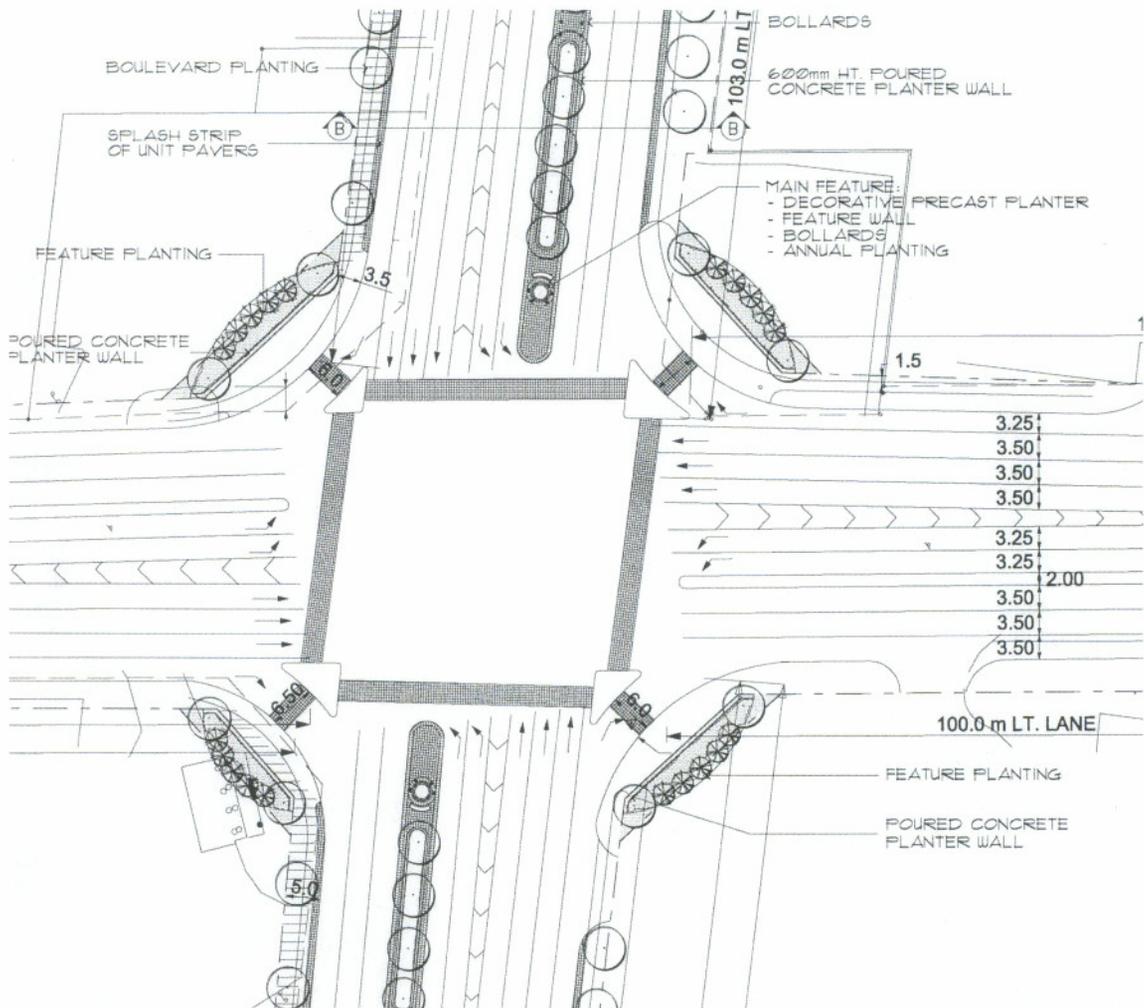
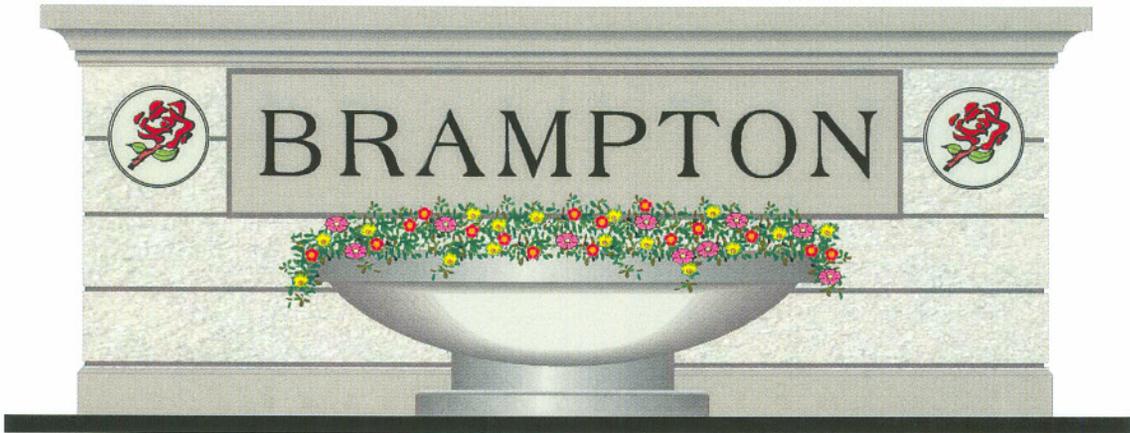
An example of this feature's installation can be seen in the adjacent plan-view sketch of Hurontario Street and Steeles Avenue. The wall is accompanied by a center median, upgraded paving and planting beds to upgrade the overall intersection and punctuate the gateway.



City Access Point



Hurontario Street Anchor



Internal Focal Point

Seven Internal Focal Points have been identified as;

- Mississauga Road and Steeles Avenue
- Mississauga Road and Queen Street
- Hurontario Street and Mayfield Road
- Hurontario Street and Bovaird Drive
- Hurontario Street and Williams Parkway
- Hurontario Street and Steeles Avenue
- Queen Street and Airport Road

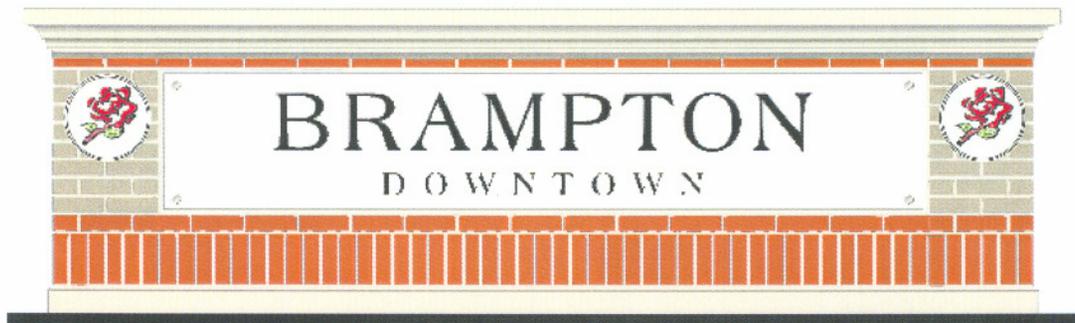
Downtown Gateway Feature

Brampton's Downtown area has unique qualities that separate its character from the rest of the city. It is the historic core of the city as well as the contemporary center for government, business and cultural activity. For these reasons, the design of a gateway feature and signage for the Downtown precinct is obliged to be unique relative to other features presented in this document. The brick facing and smaller scale of the structure are intended to pick-up on the heritage structures of the old downtown and reflect the pedestrian friendly quality of the core of Brampton. Other details, such as the Brampton Icon (shown here as a rose), the lettering used for "Brampton" and the coping, are consistent with the other gateway features and are intended to reinforce the City's corporate identity.

Four locations have been identified as gateways to the downtown precinct. These are:

- Park Street Parkette
- Hurontario Street south of Vodden Street
- Murray Street Parkette
- Etobicoke Creek Bridge

Figure - Downtown Gateway Feature



SECTION THREE

Coordination with Developer

In addition to the locations shown on map One, there are numerous gateways to new residential and commercial developments. Since these new developments are initiated by developer's, the City's goal is to ensure some consistency among the many gateway features associated with new development. Therefore, at highly visible intersections the City will review proposed gateway feature designs to ensure key principles of the BGBP are incorporated. Highly visibly locations can be defined as any intersection that connects with an Arterial Road.

Key principles of the BGBP are the architectural coping as approved by Council in July 2001 and the Brampton Icon . The style of the coping is illustrated in Figure One. There was no image of the Brampton Icon available at the time of printing of these guidelines, as the Icon is still within the design stages. In the interim, developer's are asked to indicate 600mm x 600mm free space on the wall or columns of the gateway feature, where the Icon can later be applied by the City. The eventual goal is to have a discrete symbol of the Brampton Icon incorporated into Developers' gateway features. The purpose of this is to create consistency across the City in our Gateway Features and also to support civic pride through identity.

Where the name "Brampton is included in the sign, the font will be *Americana Bold* .

Partnerships

The opportunity exists to obtain sponsorships from local businesses for the installation and maintenance of certain gateway features and / or center medians. Incentives for such a partnership could include tasteful and discreet signage identifying the corporate sponsor.

Another opportunity for sponsorship is from the local community. Some residents may be interested in improving the appearance of their neighbourhood by 'adopting' landscaped boulevards, traffic islands or center medians. This could be coordinated with the communities in Bloom program, where residents would be awarded for their efforts. Similar programs exist in Guelph, Ontario and Vancouver, B.C. where citizens are encouraged to beautify their neighbourhoods be planting and maintaining street gardens.

10 Degree min.



Gateway Beautification Program
Architectural Coping

Note:

- 1) This is a graphic representation of the coping profile only and is not intended for Construction.
- 2) Coping dimensions will vary depending on the size of the gateway feature.
- 3) Materials and design to be approved by the City.



**City of
 Brampton**
**PARKS AND
 RECREATION**

TITLE: GATEWAY BEAUTIFICATION PROGRAM: Signature Architectural Coping		REVISION NO.
REVIEWED BY:	SCALE: N.T.S.	REVISION DATE:
APPROVED BY:	DATE: JULY 2001	DRAWING NO.

SECTION FOUR

Conclusion

Brampton's Gateway Beautification Program is designed to punctuate key intersections throughout the city with classic architectural features and colourful floral displays. It is an explicit expression of Brampton's corporate identity strengthened by its "Flowertown" heritage.

Priority locations have been identified for their potential to provide immediate impact toward the beautification of the city along with the coordination of current and future road works. Subsequent phases can be determined as needed to accommodate development patterns and community needs.

Coordination among City Departments is crucial for the successful completion of Brampton's Gateway Beautification Program along with corporate, developer and Region of Peel partnerships.

APPENDIX A – FLORAL DISPLAY LOCATIONS

FLORAL DISPLAY LOCATIONS

FACILITY BEDS WEST

Chris Gibson	6 beds	planters	
Fred Kline	3		
Jim Archdeakin	1		
Memorial	9		
Centennial	14	planters	
Century Gardens	7	planters	3 season bulb area
Loafers Lake	6		
Snelgrove	5		
South Fletchers	4		
Bovaird House	12		
55 Queen	3		
Gage Park	17		
City Hall	10		
Rotary House	5	planters	
Public Works Sandalwood	1		
Central Public School	1	planters	

FACILITY BEDS EAST

Professors Lake	6		
Terry Miller	2	planters	3 season bulb area
Greenbriar	2	planters	

Facility Beds East Con't.

Howden	5	planters
Ellen Mitchell	1	planters
Earnscliffe	6	
Balmoral	2	
Victoria Park	5	
Civic Center	5	planters
Williams Pkwy. Complex	3	
Works Admin.	2	
Wellness Center	6	
Total	149	

EXISTING FLORAL DISPLAYS

Evergreen & Castlemore N.E.	1	
Larkspur & Bramalea N.E. & S.E.	2	
Sandalwood & Bramalea N.W.	1	
Peter Robertson & W5 Woodlot	2	
Dixie Rd. & Bovaird N.E.	1	
Massey Park @ McKay	1	
Prof. Lake Pkwy. & Bramalea	1	
Jose Cordosa Pktte.	1	
Pennington & North Park	1	Memorial Bed
Torbram & Wms. Pkwy. N.W. & S.W.	2	
Jordan & Williams Pkwy.	1	

Existing Floral Displays Con't.

North Park & Bramalea S.W.	2	
Dixie & Wms. Pkwy. N.E. & S.E & N.W.	3	
Central Pk. & Torbram N.W. & S.W.	2	
Goldcrest Pk. @ Central Pkwy.	1	
Bramalea & Central Pkwy. N.E. & S.E.	2	
Bramalea & Queen N.E.	1	
Howden & Dixie S.E.	1	
Howden & Lacelles Watercourse	1	
Lynch Petroni Pktte. "Howden/Vodden"	3	Memorial bed
Hazelwood Dr. & Dixie N.W. & S.W.	2	
Hazelwood Pktte.	2	
Crescent Hill Dr. & Dixie	1	planters
Crescent Hill Pk.	3	
Queen & Bramalea "Folkstone Pktte"	2	
Torbram & Queen S.W.	1	
Clarke & Bramalea Rd. N.E.	1	
Clarke & Eastbourne S.W.	1	
Eastbourne Pk."Eastbourne & Balmoral"	2	
Balmoral & Bramalea Rd. N.E.	1	
Balmoral & Dearbourne	3	
Balmoral & Torbram S.W.	1	
Bramalea Pktte.	1	

Existing Floral Displays Con't

Dalton Pk.	1
Clarke Pk. & Cavendish	1
Clarke Pk. @ Balmoral Rd.	1
Crawley Dr. & Cunningham	1
Dixie & Clark N.E.	2
Ernest Majury Pk.	1
Norton Place Pk.	1
Brampton Transit	2
Hansen & Queen S.E.	1
Rutherford & Williams Pkwy. S.W.	1
Langston & Bovaird S.W. & S.E.	2
Hinchley Wood & Bovaird S.W.	1
Williams Pkwy. & Center N.E. & S.W.	2
Willow Pktte.	1
Ken Whillans & Church	1
Scott & Church S.W.	1
Maple Pktte.	3
James Pktte.	1
Brampton Tennis	1
Y.M.C.A.	1
Heritage Theatre	2
Market Sq. Blvd.	5

Existing Floral Displays Con't

Union St.	3	
Main & Nelson	3	
Queen & George N.E.	1	
Diplock Lane	2	
Downtown Streets	planters	
Main St. & Wms. Pkwy. N.W.	1	
Gillingham & Main S.W.	1	
Talbot Pk.	1	
Major Wm. Sharp & Queen N.W. & N.E.	2	
Queen & Mississagua Rd.	4	
Royal Orchard & Bovaird S.E.	1	
Van Kirk & Bovaird N.W.	1	
Sandalwood & Main N.E.	2	
Sandalwood & Conestoga S.E. & S.W.	2	
Sandalwood	planters	
Conestoga	planters	
Sandalwood & Kennedy S.W.	1	
Sandalwood & Kennedy S.E.	2	
Sandalwood & Richvale S.E.	1	memorial bed
Yvonne Flackowicz	1	memorial bed
Conestoga & Kennedy N.W. & S.W.	2	
Christie & Kennedy N.W. & S.W.	2	

Existing Floral Displays Con't.

Kingfischer Pk.	1	
Inderheights & Mayfield S.W.	1	
Drinkwater & Ching. Rd. N.E.	1	
Curtis Park	1	
Treleaven Pk.	1	
Joyce Archdeakin Pk.	1	
Elgin Dr. & Main S.W. & N.W.	2	
Meadowland & Eldomar	1	
Kiwanis Memorial Pk.	2	
Peel Village Ent.	12	planters
Peelton Pk.	1	
Steeles & McMurchy N.E.	1	
Steeles & Tait N.E.	1	
Steeles & Windmill S.E. & S.W.	2	
Kingknoll Pk.	1	
Hartford Trail & Steeles S.E. & S.W.	2	
Overlea & McLaughlin S.W. & N.W.	2	
Cherrytree Pk.	1	
Main St. South, Sign Bed	2	
Main St. Planters S. of Steeles	19	
Total	171	

FALL FLOWER BED INSTALLATIONS

FALL
2001 PARKS

Harry A. Shields	3
Blue Oak Pk.	1
Wm. Sheard Pktte.	1
Buffridge Pktte.	1
Navy Ct. Pk.	3
Blue Lake Pk.	2
Homestead Pk.	2
Winterfold Pk. @ Kennedy Rd.	1
Stafford Woods Pk. @ Conservation Dr.	1

FALL
2001 BLVDS.

Main & Brinkley N.W. & S.W.	2
Main & Mayfield S.W.	1
Stonegate & Mayfield S.W. & S.E.	2
Ostrander & Mississagua N.W. & S.W.	2
Chingacousy Rd. & Burt Dr. N.E. & S.E.	2
McLaughlin & Wms. Pkwy. S.E.	1
Sterrit & Ching. Rd. N.E. & S.E.	2
Chingacousy & Major Wm. Sharpe	1
Vodden & English N.E.	1

Fall 2001 Installations Con't.

Vodden & Ken Whillens S.W.	1
Bramalea Rd. & Goodwood N.E. & S.E.	2
Queen & McLaughlin S.W.	1
Main St. & Peel Village Pkwy.	1
County Ct. & Main	1
Main & # 407	1
Dixie & Steeles N.W.	1
Bramalea & Steeles N.W.	1
# 50 & Steeles N.W.	1
Credit View Dr. & Churchville	1
Airport Rd. & Treeline Blvd. N.E.	1
Dixie & Lacelles N.W. & N.E.	2
Dixie & Bovaird S.E.	1
Dixie & Bovaird N.W.	1
Naismith & Bovaird S.W. & S.E.	2
Chingacousy & Bovaird N.W.	1
Total	37

FALL INSTALLATIONS

2002

Goreway & Steeles N.E.	1
Goreway & Queen N.W.	1
Hartford & Kennedy N.W. & S.W.	2

Fall Installations 2002 Con't.

Queen & Hanover Pk. Cloverleaf	1
Bramalea & Wms. Pkwy. S.E.	1
Howden & Wms. Pkwy. S.W.	1
Fletchers Creek Blvd. & Wms. Pkwy. N.E. & N.W.	2
Whitewash Way & Wms. Pkwy. N.E.	1
Wms. Pkwy. & Chingacousy N.E.	1
Springhurst & Creditview N.E. & S.E.	2
Edenbrooke Hill Dr. & Bovaird N.W.	1
Fernforest & Bovaird N.E. & N.W.	2
Bramalea & Bovaird S.E.	1
Prof. Lake Pkwy. & Bovaird S.W.	1
Torbram & Bovaird N.E. & S.E.	2
Humber West Pkwy. & Airport N.E. & S.W.	2
Eagle Ridge & Torbram N.E.	1
Sandalwood Pkwy. & Torbram N.W. & S.W.	2
Peter Robertson & Bramalea N.W.	1
Peter Robertson & Dixie N.W.	1
Sandalwood & Dixie N.W. & S.W.	2
Sandalwood & Great Lakes Dr. S.E.	1
Hearlake & Sandalwood S.W.	1
Richvale & Kennedy S.E.	1
Cresthaven & Main N.W. & S.W.	2

2002 Installations Con't.

Sandalwood & Main S.W.	1	
Sandalwood & Van Kirk N.E. & S.W.	2	
Sandalwood & McLaughlin N.E.	1	
Sandalwood & Chingacousy N.E. & S.E.	2	
McLaughlin & Wheel Gate S.E.	1	
Van Scott & McLaughlin S.E.	1	
Van Kirk & Wanless S.W. & S.E.	2	
Summer Valley Dr. "North of Mayfield"	1	
Bovaird & Worthington N.W.	1	
Airport Rd. & Brook Dr. S.E.	1	
Credit View & Fairhill S.E.	1	
Sandalwood & Main S.W.	1	Talk to Petro Can.
Total	49	

FALL FLOWER BED INSTALLATIONS

2003

Mississagua Rd. & 407 S.E.	1
Queen & Chingacousy N.E.	1
Marotta & Chingacousy N.W. & S.W.	2
Groveswood & Chingacousy S.W.	1
Wms. Pkwy. & McLaughlin N.E.	1
McLaughlin & Van Scott N.E.	1

2003 Installations Con't

McLaughlin & Wheel Gate N.E.	1	
410 & Bovaird	To be discussed	
410 & Queen	To be discussed	
410 & Steeles	To be discussed	
410 & Wms. Pkwy.	To be discussed	
410 & Clarke	To be discussed	
Torbram & Steeles S.W.	1	
Queen & Clairville Cons. Rd. S.E. & S.W.	2	
Conservations Pk. @ Conservation Dr.	1	
Catterpillar Pk. @ Sandalwood Dr.	1	
Total	13	pending 410 inst.

FALL FLOWERBED INSTALLATIONS

2003

Queen & # 50 Construction permitting

Other selections for this year will be taken from future sites in Springdale,
Fletchers Meadow and