Shoppers World Brampton
Public Consultation Strategy

Prepared by: SvN Architects + Planners

September 27, 2019
1.0 Introduction

RioCan is one of Canada’s largest real estate investment trusts, traditionally owning, managing and developing retail-focused sites across the country. RioCan has a robust portfolio that is increasingly focused on intensifying and diversifying existing properties that are located within the 6 major Canadian markets, many along higher order transit lines with convenient access to community amenities. Recent urban developments, including The Well, ePlace and Frontier, highlight RioCan’s commitment to developing high-quality, mixed-use, walkable communities located in high-density transit-oriented neighbourhoods.

On December 18, 2018, RioCan and members of the consultant team attended a pre-consultation meeting with the City of Brampton, and presented their preliminary vision for the redevelopment of Shoppers World Brampton (499 Main Street South). The site is envisioned to become a mixed-use, multi-phased, vibrant community, in keeping with the Brampton 2040 Vision and the Hurontario-Main Street Corridor Secondary Plan.

A Zoning By-law Amendment is required to permit the proposed development. SvN Architects + Planners has been retained by RioCan to prepare this public consultation strategy. This strategy will outline community engagement activities to be undertaken, in fulfillment of the enhanced pre-consultation process requested by City of Brampton staff pursuant to their letter dated July 5, 2019 (Appendix 1).

The public consultation strategy has and will allow various audiences to provide their feedback on the evolving development proposal at multiple stages throughout the Zoning By-law Amendment and Plan of Subdivision application process.

2.0 Purpose of Consultation

The purpose of the Shoppers World Brampton engagement process is to build relationships with and solicit support from key stakeholders and members of the community. RioCan also believes that by fostering a constructive dialogue, the community feedback can be incorporated to help advance common goals through the redevelopment of the existing shopping centre. A comprehensive process that engages stakeholders throughout the concept development stages will ensure that the forthcoming Zoning By-law Amendment and Plan of Subdivision applications consider the perspective of multiple stakeholders.

The Public Consultation Strategy includes:

- Areas of Impact;
- A list of key audiences who will be engaged throughout the process;
- Community engagement to-date;
- An engagement plan highlighting the number, type and timing of engagement activities throughout the process; and
- A methodology for evaluating feedback received.

It is expected that the Public Consultation Strategy may require modifications in response to unforeseen outcomes arising from the community consultation efforts, and may be updated as the process unfolds.
3.0 Areas of Impact

The Shoppers World Brampton site is located at the north-west corner of the Steeles Avenue West and Main Street South intersection in Brampton. The site currently contains an enclosed shopping centre at the middle of the site as well as a number of freestanding retail pads along the perimeter. The site does not include the gas station at the corner of Charolais Boulevard and Main Street South. The site is surrounded by a low-rise residential neighbourhood to the north, a cluster of residential towers and Kanef Park to the west, commercial uses, including the Real Canadian Superstore to the south, and additional commercial uses and access to the Kiwanis Memorial Park to the east (Figure 1). The site is situated within the “Brampton Gateway Character Area” of the Hurontario-Main Street Corridor Secondary Plan, which envisions the transformation of Shoppers World Brampton and other commercial areas into a “vibrant mixed-use transit-oriented development”. This development context informs the proposed approach to the Public Consultation Strategy.

Figure 1: Site and surrounding context
The proposal has two areas of impact:

(1) The Immediate Vicinity
The immediate vicinity is defined by a 120-metre radius surrounding the site and is consistent with the public notification requirements of the Planning Act. This catchment area includes residents and businesses who are considered to be directly impacted by the development proposal, especially with respect to proposed massing and potential activity generation.

(2) The Broader Neighbourhood
While it is not anticipated that the development proposal will directly impact the neighbourhood at large, aspects of the development that include urban design, traffic generation, open space and public realm contributions may indirectly influence a broader area, being an area that exceeds the 120-metre radius surrounding the site.

4.0 Audience

4.1 Key Stakeholders
The Public Consultation Strategy for the redevelopment of Shoppers World in Brampton is based on an engagement process with several stakeholders, including:

- City of Brampton
- Region of Peel
- Metrolinx
- The Toronto and Region Conservation Authority (TRCA) and potentially other interested agencies
- Elected representatives including Ward 3 City Councillor Jeff Bowman, Regional Councillor Martin Medeiros, and Mayor Patrick Brown
- Stakeholders (e.g. shopping centre tenants)
- General Public
- Sheridan College administration, students, faculty, and staff
- Library Board

The municipality may identify other community stakeholders or interest groups. RioCan will reach out to other groups as required to advise of project milestones and consultation opportunities.

4.2 Demographic Profile
The proposed approach to public engagement responds to the demographic character of the neighbourhood. The following is a brief analysis of 2016 Census & National Household Survey data for Brampton South, which contains the subject property.

The Brampton South Census area captures the Shoppers World Brampton site and extends from Kennedy Road South to Winston Churchill Boulevard, from Highway 407 to Queen Street West.
Figure 2: Brampton South Census Area
Population & Age
The total population of the Brampton South neighbourhood in 2016 was 121,188, a 13% increase from its 2011 population. The age profile of the neighbourhood largely reflects that of the City of Brampton, with the largest age group being 15-64 years and a slightly higher percentage of people aged 65 years and over (14.9% as opposed to 12.2%).

Income
The median household income in 2015 in the Brampton South neighbourhood was approximately $75,000; $17,000 less than the median household income in the wider City of Brampton.

Language
In Brampton South, approximately 67% percent of the population speak English most often at home. The second most commonly spoken language at home is Punjabi at approximately 15%. Other common languages include Urdu, Portuguese, Tagalog (Filipino), and Tamil.

Household Composition
The average household size in Brampton South is 3.1 and is generally consistent with the average household size in Brampton and Peel Region. A larger percentage of single person households exists in Brampton South (20%), which is generally more urbanized in comparison to the City of Brampton or wider Region of Peel (12-13%). Similarly, while 48% of households in the City of Brampton comprise four or more persons, a smaller proportion of 38% is reflected in the demographics for the Brampton South neighbourhood.

It is important to note that, while larger than Toronto's average of 2.4, the household size in Brampton (and Brampton South) is generally consistent with the average household size of municipalities in the Greater Toronto Area (including the neighbouring municipalities of Mississauga, Vaughan and Markham).

5.0 Community Feedback

Previous relevant public engagement initiatives in the vicinity of Shoppers World Brampton (“the Site”) included the Hurontario-Main Street Corridor Secondary Plan consultation process (2008-2010), the Hurontario LRT Extension outreach (2012-2014), and more recently, the Brampton 2040 Vision engagement process (2017-2018).

5.1 The Hurontario-Main Street Corridor
The Class E Environmental Assessment (EA) process included three rounds of public information sessions, a series of five community workshops, and a stakeholder symposium, among other more minor touch bases, which was facilitated by Metrolinx. Though the community workshops, residents provided feedback on the corridor vision, and on transportation, land use, and urban design matters specific to their unique communities. Community leaders, developers, agency representatives, government staff and other stakeholders also had the opportunity to provide input for the desired vision for transit, land use and urban design along the corridor during the stakeholder symposium. A Hurontario/Main Street Corridor Master Plan
was prepared in October 2010, which included a public engagement process on future urbanization of the corridor.

5.2 The Hurontario LRT Extension
The City of Brampton, Metrolinx and the City of Mississauga facilitated multiple stakeholder and public engagement sessions across Brampton and Mississauga, primarily through 2012-2014, to solicit feedback for the proposed Hurontario LRT line, and review elements of the recommended design and the transit project assessment process with the general public. A key discussion item in the Brampton consultations involved design details of an LRT line through Downtown Brampton along Main Street South. As it relates to the site, public feedback consistently demonstrated support for an LRT station at the Main Street South and Steeles Avenue intersection linking existing public transit infrastructure, with some comments supporting increased densities at this location. The City of Brampton undertook additional consultations in the spring of 2018 related to the Hurontario LRT Environmental Assessment.

5.3 Brampton 2040
The City of Brampton undertook an extensive consultation process through the Brampton 2040 Vision exercise, engaging approximately 13,000 participants to re-imagine the City. Participants were invited to share and vote for ideas through a dedicated project website, over voicemail, and by interacting in-person with street teams who were mobilized through various parts of the City. A number of ideas relating to the site were gathered from the public through this process, including:

- Integration of green space;
- Public-private partnership evolving into a thoughtful plan that incorporates the LRT extension and bus terminal;
- Potential for “shops people actually want to shop in”;
- A new site for Brampton’s second full service hospital;
- Potential to be a hive of activity with a mix of residential, retail and office uses; and
- Safer and integrated pedestrian and bicycle routes, especially providing access to the transit.

The outcomes of the Brampton 2040 consultation process were synthesized in a recommendations report, which included recognition of the Shoppers World Brampton site as the northern anchor of the new Uptown Core, and included a demonstration graphic that indicated potential design elements for consideration at Shoppers World Brampton.

5.4 Preliminary Conceptual Master Plan Development for Shoppers World Brampton
The work to-date builds on the vision and direction from the City of Brampton’s Hurontario-Main Street Corridor Secondary Plan, the Brampton 2040 Vision, as well as background analysis and concept development by RioCan. Specific to the RioCan development application, consultation with the City of Brampton has been ongoing since 2017. This preparatory work focused on obtaining input and feedback in refining the conceptual framework plan, the guiding principles and ‘emerging vision’, and arriving at a Master Plan with sufficient exploration and detail to further articulate common stakeholder principles and priorities, including but not limited to:
• Introducing a dynamic new mixed-use community within Brampton’s ‘Uptown Core’ to leverage transit and infrastructure investments;
• Providing excellence in civic design to achieve a transit-oriented and human-scaled, walkable destination in both the public and private realms;
• Optimizing site permeability through a combination of public and private open spaces and connections that contribute to place-making, wayfinding and the overall image of identity of the community;
• Achieving a balanced mix of uses, tenure, and residential unit types that continue to provide a substantial shopping node for the community while also providing housing choice and affordability for a growing community;
• Sensitively transitioning built-form and land use through the appropriate siting of buildings and massing;
• Providing attractive, tree-lined and complete streets that meet the needs of all users;
• Opportunities to provide community amenities through redevelopment; and,
• Ensuring a phasing strategy that provides sufficient flexibility for an evolving context.

The Shoppers World Brampton redevelopment plan was presented to Brampton’s Design Review Panel in October 2018, and a pre-application meeting followed in December 2018. Engagement with the City including a series of bi-weekly meetings focusing on six key topics, culminating into a City Workshop led by RioCan (May 2109); these meetings and workshop were completed to inform the Zoning By-law Amendment submission. In coordination with the City of Brampton, RioCan also engaged with Regional staff, including the Region of Peel and the Toronto and Region Conservation Authority prior to the submission. RioCan engaged in discussions with Sheridan College, Councillor Jeff Bowman, Regional Councillor Martin Medeiros, Mayor Patrick Brown, the City of Brampton Planning Chair (Richard Forward) and other members of Council.

Additionally, RioCan hosted a non-statutory public open house on June 4, 2019 at the Alderlea in downtown Brampton, inviting members of the public to participate in the master plan process for the Shoppers World Brampton redevelopment, described in more detail in Section 6.2 below.

Lastly, RioCan was a key participant in the Nordic Solutions Lab held on September 11-13, 2019 – an initiative hosted by the City of Brampton to refine the City’s vision and objectives for Uptown Brampton as a new urban centre, based on the City’s Brampton 2040 Vision.

6.0 Engagement Plan

RioCan is committed to ongoing dialogue with current tenants, nearby residents, institutions, and other stakeholders. The Engagement Plan focuses on opportunities for the public to engage with the project and provide input at various points through the approvals process. A variety of engagement techniques are being utilized to reach the broader public as well as ongoing, in-person engagement with specific stakeholder groups.
6.1 Public Engagement Methods

Updates & Notices
Updates relating to open houses will be circulated to shopping centre tenants and members of the public. Hard-copy notices of any upcoming meetings or open houses will be mailed to all residences within a catchment area, agreed to in coordination with the City of Brampton (refer to Figure 3 below). Notices will be hand-delivered to Shoppers World Brampton tenants. Updates may additionally be added to the existing Shoppers World Brampton website to increase awareness of engagement opportunities to users of the shopping centre.

Figure 3: Shoppers World Brampton Mailout Notification Area
6.2 Targeted Stakeholder Engagement Methods

Public Information Sessions
Current tenants, nearby residents, and the general public are invited to take part in the in-person engagement process, which is designed to take place in three phases.

Phase 1 – Introducing the RioCan Shoppers World Vision and Guiding Principles (June 4, 2019)
RioCan hosted a non-statutory Public Information Session on June 4, 2019 at the Alderlea in downtown Brampton, inviting members of the public to participate in the master plan process for the Shoppers World Brampton redevelopment. The meeting started with a brief presentation by RioCan and the consultant team, which was followed by group discussions and a recap of highlights from members of the public. A handout was available. Information-based and interactive boards were used as supplement tools to the group discussions.

A sign-in sheet at the meeting was used to record the names and contact information for 124 participants. While not explicitly asked of participants, it was apparent that the majority of participants were seniors. Future engagement efforts will consider outreach to a more diverse population, including a younger demographic. A detailed summary of the consultation feedback from the four group discussions, as well as results from the participant survey is included as Appendix 2.

Phase 2 – Presenting the Master Plan/ Post-Submission Process (fall 2019)
Following a formal submission of the Zoning By-law Amendment and Draft Plan of Subdivision applications, a second Public Information Session will be held to review the specific details of the development proposal, answer questions, and provide an opportunity for feedback from members of the public. The format of the meeting is yet to be determined but could flow through a drop-in open house format. This meeting is anticipated to occur in fall 2019.

Phase 3 – Refining the Master Plan/ Second Submission (winter/spring 2020)
The third phase of consultation will take place after the second submission, once the proponent team has had the opportunity to review and address City, agency and public comments in response to the development applications. The material at this meeting will provide an overview of the process to-date, what we’ve heard from the public and the City, and a refined Master Plan that responds to input to-date. The format of the meeting will be determined at a later date, but could flow through a presentation/ open house format.

City-led Engagement Methods

The proponent-led consultation will be coordinated with City-led engagement methods to ensure the broad dissemination of information related to the development proposal. City-led engagement methods will include:
1. Public notice of the development application by mail to all property owners within the aforementioned catchment area (refer to Figure 3, above), and in the local newspaper of record;
2. Access to application materials on the City’s Development Application Portal, or in-person at City Hall;
3. Comments and questions about the application can be directed to the assigned City Planner throughout the review process;
4. City-led public open house/community consultation meetings; and
5. Statutory public hearing at a meeting of the Brampton Planning & Development Committee.

7.0 Evaluation and Feedback

It is important to complete the feedback loop by synthesizing and analyzing all of the feedback that is received and reporting back. All comments received by the applicant will be monitored, reviewed, and tracked. The evaluation and feedback process will provide clear summaries of all engagement activities, and make connections between the consultation themes and the resulting design of the project.

Feedback provided to the Project Team will go through the following steps:

1. Categorization
2. Analysis
3. Project Team Dissemination
4. Actions
5. Reporting Back

8.0 Conclusion

RioCan and SvN are pleased to discuss the proposed Public Consultation Strategy and public engagement plan with City Staff, and if appropriate, make adjustments to the plan based on staff’s feedback. RioCan and the consulting team are committed to engaging with the community throughout the duration of the development proposal. The consultation process has been designed to allow for a broad range of voices to contribute to the discussion, with the intention that the final outcome will benefit from community input. We trust that with the strategy outlined, the Shoppers World Brampton redevelopment project will be an achievement that both the applicant and the community can be proud of.

Appendices

1. City of Brampton Confirmation of Studies Letter, July 5, 2019
2. Summary of Results for Public Open House #1, June 4, 2019
July 5, 2019

Joel Farber  
Fogler Rubinoff LLP  
77 King St West  
Toronto, ON M5K 1G8

Dear Mr. Farber:

RE: Preconsultation application  
FOGLER RUBINOFF LLP - 1388688 ONTARIO LIMITED  
499 Main Street South  
Ward: 3  
City File Number: PRE18.049

Further to our letter dated January 19, 2019, this letter is being sent to confirm the studies required to be submitted with the Zoning By-law Amendment and Draft Plan of Subdivision application for the Shoppers World mall. All identified materials must be submitted before the application is deemed complete. Please note that comments on the latest concept plan will be provided under separate cover.

Also attached is the “Pre-Development Application Consultation Checklist,” which contains the same list of studies. You must complete this checklist and include it with the application submission.

**Required Materials:**

The materials required to be submitted with the application are:

- Detailed Description of Development Proposal
- Completed Application Form and Fee
- Concept Plan (including key plan)
- Survey and / or Legal Plan
- Parcel Abstract
- Master Plan, Urban Design Guidelines, and Planning Justification Report
- Transportation Study
- Functional Servicing Report
- Staging and Sequencing Strategy
- Public Consultation Strategy
- Noise Impact Study
- Tree Evaluation Report
- Shadow Study
• Soils Investigation Report
• Phase 1 and Phase 2 Environmental Site Assessment (if required)
• Parking Study
• Hydrogeology Assessment
• Archaeological Assessment
• Sustainability Score
• Sustainability Summary
• Draft Zoning By-law Amendment
• Draft Plan of Subdivision
• Draft Public Notice Signage

Notes on Required Studies:

1. Employment Strategy Report: Our letter of January 19, 2019 had listed an Employment Strategy Report among the list of studies. That is no longer being required as a separate study. Instead, the employment strategy for the redevelopment is to be addressed as a separate section in the Master Plan, Urban Design Guidelines and Planning Justification Report document.

2. Master Plan, Urban Design Guidelines and Planning Justification Report: The Master Plan must demonstrate how potential redevelopment on the property at 471 Main Street South (Petro Canada gas station) can be integrated with the proposed redevelopment of the Shoppers World mall.

If you have any questions regarding the content of this letter, please do not hesitate to contact me or the assigned planner for the file, David VanderBerg, at 905-874-2325 or david.vanderberg@brampton.ca.

Yours truly,

[Signature]

Allan Parsons, RPP, MCIP
Director, Development Services
Planning and Development Services Department

Attachments (1)

Cc: Stuart Craig, RioCan
    Shonda Wang, SVN
    Hector Tuminan
**PRE Development Application Consultation Checklist**

**Applicant Name(s):** Joel Farber Fogler Rubinoff LLP

**Dev App Type:** (OPA, ZBA, SUB, CONDO) ZBA and Subdivision

**Email Address:** jfarber@foglers.com

**Date of PRE Meeting:** Multiple meetings

**Proposal Address/Location:** 499 Main Street S

**Proposal Description:** To redevelop the Shopper's World mall for a mixed-use urban community.

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<th>Name</th>
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<td>Planner</td>
<td>David VanderBerg</td>
<td><a href="mailto:David.VanderBerg@brampton.ca">David.VanderBerg@brampton.ca</a></td>
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<tr>
<td>Development Services Manager</td>
<td>Bernie Steiger</td>
<td><a href="mailto:Bernie.Steiger@brampton.ca">Bernie.Steiger@brampton.ca</a></td>
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This checklist is provided to identify the information required (e.g. reports, studies, drawings and other materials) to commence processing of a complete application as set out in the Planning Act. Pre-Application Consultation does not imply or suggest any decisions, whatsoever, on behalf of City Staff or the Corporation of the City of Brampton (COB), to either support or refuse the application. All of the items with a checkmark in Column 1 below must be supplied with a future formal application submission in order for COB staff to start the development review process. The Applicant should use Column 2 as a preparation checklist for their application submission package. The COB will use Column 3 as a receiving checklist to confirm that all of the required information was provided.

*Any deviations from the Checklist must be confirmed with the assigned Planner prior to submitting an application.*

### Checklist

This checklist must accompany any future development application to verify that all materials (reports, drawings, studies, etc.) identified at the PRE, are included. All identified materials must be submitted before an application is deemed complete.

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### Notes:

1. The COB reserves the right to ask for additional studies and materials as deemed necessary to complete the review, at any time during the process. A development application is only considered complete when the COB Planning and Development Services Division confirms that it has all of the information needed to complete the review process.

2. This checklist is valid as the date of the PRE meeting. If significant time has elapsed between the PRE meeting and the date of formal submission of your proposal please contact the assigned Planner to determine whether a new PRE Application consultation meeting is required.
Digital Drawing Standards and Number of Copies
Drawing submission requirements (digital and paper copies) are available at http://www.brampton.ca/EN/Business/planning-development/Pages/Applications.aspx

Specific Issues\textsuperscript{3,4} That Need to be Addressed in the Development Application:
Preliminary set issues identified in January 19, 2019 letter. Comments on latest submission to be provided under separate cover.

Notes:
\begin{enumerate}
\item The issues noted above or through any follow-up communication are based on a cursory review of the proposal and are not intended to serve as a comprehensive list of issues. City staff reserve the right to identify further issues through a formal future development application.
\item Development applications should not be submitted if the identified issues have not been addressed.
\end{enumerate}

Additional Agencies Review Processes\textsuperscript{5}
The Applicant is advised that the proposal being reviewed by the COB may be subject to other agencies’ review, approval and/or permit processes (which may involve separate applications and fees). The Applicant should contact the following selected organizations to confirm their review requirements:

\begin{itemize}
\item Credit Valley Conservation Authority
\item Ont. Min. of Culture
\item Region of Peel\textsuperscript{6}
\item School Board – Peel Public
\item Ont. Min. of Environment
\item Region of Peel\textsuperscript{6}
\item School Board – Dufferin Peel Catholic
\item Ont. Min. of Municipal Affairs
\item Hydro One Networks
\item School Board – French Public Viamonde
\item Ont. Min. of Natural Resources
\item Alectra (Hydro One Brampton)
\item School Board – French Catholic Mon Avenir
\item Ont. Min. of Transportation
\item Enbridge
\item Peel Regional Police
\item Infrastructure Ontario
\item TransCanada Pipelines
\item Brampton Downtown Development Corp.
\item MPAC Halton Peel Office
\item OPG Real Estate Services
\item Railway - Orangeville & Brampton
\item Canada Post
\item Bell
\item Railway - CN Rail
\item Industry Canada
\item Rogers
\item Navigation Canada and/or GTAA
\item Other:
\end{itemize}

Notes:
\begin{enumerate}
\item This list is not exhaustive and is offered as a courtesy only. It is the Applicant’s responsibility to confirm what other reviews may be needed regarding their proposal.
\item Region of Peel Guidelines, standards, etc. can be found in the Glossary (link at bottom of Page 4).
\end{enumerate}

File Number
The assignment of a file number does not indicate that an application has been accepted or is considered a complete submission. It is to be used by the Applicant on all application materials (forms, reports, drawings, etc.) provided to the COB.
**Urban Design Review Panel Consultation**
If a consultation with the Urban Design Review Panel is requested on your Checklist, then please contact the assigned Planner to discuss the timing of the review. This review should be completed prior to the finalization of your proposal before formal submission. Be advised that further consultations with the Urban Design Review Panel may be required at different stages of the development application review process.

**Fee Calculation and Confirmation**
As part of the application preparation the Applicant must complete the Fee Calculation page in the Application form. This calculation (with supporting concept plan) should be emailed to the assigned Planner for confirmation when arranging the appointment to submit their application. The Applicant can then use the confirmed fee when arranging their method of payment.

**Submission Appointment with the Assigned Planner**
When an application is ready for submission to the COB, the Applicant shall contact the assigned Planner to make an appointment to have the application package inspected prior to acceptance by the COB. If the assigned Planner cannot be contacted, then please contact the assigned Development Services Manager.

**Assigned Staff Contact Information**
See page 1 of this Checklist for the names and contact information of assigned staff.

**Glossary and Terms of Reference**
A glossary of the terms used in this Checklist (including links to applicable Terms of Reference) is available [here](#).

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**Acknowledgement**

I, ____________________________, acknowledge that I understand the content of this entire completed form, that I will use this Checklist (and any related comments) to assemble a Development Application and that, the City of Brampton staff have informed me that I need to work directly with the outside agencies identified above (and any others as appropriate) to ensure that the proposal receives the required reviews and approvals.

Applicant/Owner: ____________________________ Title: ____________________________ Date: ____________

*This form is to be completed by the assigned Planner and presented to the Applicant at the PRE meeting. After the Applicant has signed the checklist, the COB will scan it for the file and return it to the Applicant. In addition to this checklist the assigned Planner may provide additional comments to the Applicant in a follow-up email.*
Appendix 2
Summary of Results for Public Open House #1
June 4, 2019

RioCan hosted a non-statutory public meeting on June 4, 2019 at the Alderlea in downtown Brampton, inviting members of the public to participate in the master plan process for the Shoppers World Brampton redevelopment. The meeting started with a brief presentation by RioCan and the consultant team, which was followed by group discussions and a recap of highlights from members of the public. A handout was available, and information-based and interactive boards displayed for those who were unable to, or preferred not to, partake in the group discussions.

Discussions and feedback at the public meeting centred on five main questions:

1. What does Shoppers World Brampton mean to you?
2. What type of retail uses do you find most important (eg. restaurant, food store, beer store, etc)?
3. How do you travel to and from Shoppers World Brampton (eg. drive, public transit, bicycle, walk)?
4. What community amenities would you like to see as part of this community building process (eg. a refurbished Kaneff Park, a community centre, a library)?
5. How, and in what format, should arts and culture be integrated to create a unique identity and sense of place?

The summary below outlines the findings, as collected from three main sources:

- The interactive boards;
- The handouts; and
- Group discussions.

A sign-in sheet at the meeting was used to record the names and contact information for 124 participants. While not explicitly asked of participants, it was apparent that the majority of participants were seniors. Future engagement efforts should consider outreach to a diverse population, including a younger demographic.

A. SUMMARY OF FINDINGS

The primary takeaways from the public open house are:

1. **Quality is paramount** – participants want an improved retail experience and an aesthetically pleasing environment.
2. **A destination** – most participants use the mall for convenience, but would like to see it transformed into a destination (with retail, community uses or other). The mall continues to hold some community function that could be leveraged in its redevelopment.
3. **A community centre / library / open space hub** – flexible and programmable space proved to be a popular idea through the various means of providing feedback.
4. **Improved bicycle and transit connectivity** – current access to Shoppers World Brampton via bicycle or transit are not fully realized and could be improved (in terms of frequency and safety).
5. **Diverse uses and spaces** – retail (indoor and outdoor), office and community uses, and different tenures and types of housing.

Precedents mentioned by participants include the Vancouver Public Library – downtown branch; the Bramalea City Centre, Brampton; and Square One Condominiums, Mississauga. Participants also used the open house as opportunity to express their concerns, the top five being: (1) Traffic, (2) Parking, (3) Height and density, (4) Safety, (5) Construction.

B. GROUP DISCUSSION HIGHLIGHTS

The room format included eight round tables, seating 10 participants each. A minimum of one facilitator was assigned to each table; the facilitator was responsible to guide discussions and track feedback as they related to the main five questions, listed above. Four of the eight groups volunteered to provide their insights at the end of the discussion:
Group #1:
- Emphasized the desire for an aesthetically pleasing development, and suggested the creation of a ‘village atmosphere’ with both indoor and outdoor opportunities for social gathering.
- Expressed preference to maintain the current major retail uses, with special mention of Canadian Tire, Fabricland and Dollarama.
- Suggested a theme of health and wellness, especially for seniors (to address difficulty in accessing seniors’ programming in the area)
- Expressed concerns with the current location of the park, which is cordoned off on all 4 sides and doesn’t seem inviting. Suggested relocating the park along the southern edge of Charolais Boulevard.

Group #2:
- Seconded the group #1 views for enhanced quality as a shared desired outcome of the proposed redevelopment.
- Communicated the need for Shoppers World Brampton to fulfill its role as a destination that attracts residents and users with a range of amenities, including retail and patios.

Group #3:
- Questioned the integration of transit into the site; the group expressed their opinion that buses currently do not work well on Hwy 10, and questioned how passengers will travel through the space with the introduction of the LRT.

Group #4:
- Expressed the opportunity to create a special cultural / community hub with a new library and community centre, referencing the downtown branch of the Vancouver Public Library as an example. The Library hosts community events and provides places for eating and gathering.

C. RESPONSES TO QUESTIONS

1. **What does Shoppers World Brampton mean to you?**

The responses to this question reaffirm RioCan’s decision to redevelop the mall site. The most common answers suggest that the mall is outdated, tacky or not a destination (36%). Simultaneously, the mall site appears to still hold a functional role within the community; Shoppers World Brampton is:
- Convenient for shopping (31%)
- A childhood staple (8%)
- A place of employment (7%)
- A community space (4%)
- A centre for health and wellness (6%)
2. **What type of retail uses do you find most important (eg. restaurant, food store, beer store, etc)?**

Participants placed an emphasis on the **quality of shops** – with sixteen mentions of “quality stores” on the handouts, added voluntarily and in addition to the provided list of retail uses. This theme was also prevalent in the group discussions. Entertainment-based retail, including restaurants, cafes and movie theatres, was the most common response to question #2 (22%), followed closely by Supermarkets (19%). Specialty stores were also listed as a desirable retail use (16%) and included considerations for local stores, crafts and office supplies, a bank, hardware, electronics, furniture and photo services. Finally, a substantial number of participants would like to maintain the beer store or substitute with a liquor store (13%).

3. **How do you travel to and from Shoppers World Brampton (eg. drive, public transit, bicycle, walk)?**

When answering this question, many participants responded that they both drive (50%) and walk (40%) to Shoppers World Brampton; they drive to avoid carrying their groceries and bags after shopping, but when they run a quick errand or expect to carry a lighter load, they walk. A small percentage take transit (5%) or bike (5%).
4. **What community amenities would you like to see as part of this community building process (eg. a refurbished Kaneff Park, a community centre, a library)?**

Participants desired a wide spectrum of programs for the Shoppers World site, lead primarily by a community centre (21%), a library (20%), and parks and open space (14%). Many of the additional amenities mentioned are minor and can be incorporated into the aforementioned uses, such as water features (6%), playgrounds (6%), and passive uses (6%), among others.

5. **How, and in what format, should arts and culture be integrated to create a unique identity and sense of place?**

An event space (30%) and art gallery / display (20%) are the most popular responses to this question, reinforcing the desire for a community space or programmable open spaces in which arts and culture activities can take place.