



*Proposed redevelopment concept for Garden Square
View Looking South from CIBC*

Public Information Session - June 17, 2014



REVITALIZING OUR DOWNTOWN

Why Redevelop Garden Square?

*"...to create a year-round DESTINATION that incorporates Brampton's Heritage, Arts, Culture, and Entertainment (H.A.C.E.), and support a vibrant Downtown."
the Vision statement, as stated at the Downtown Brampton Revitalization Charette, held February 10, 2014 at the Rose Theatre*

1. Image

Garden Square will be the face for Downtown Brampton -one that will make a lasting impression throughout the City...and beyond.

2. Attraction

Garden Square will help make Downtown Brampton THE destination for major events of civic, regional, and global significance.

3. Amenity

With the ability to support a wide range of events and activities, Garden Square will be the hub in Downtown that will engage people of all ages

4. Flexibility

Redevelopment will allow for the utmost in flexibility to accommodate a wide range of events from water play to major concert venues.

5. Celebrations

As the cultural heart of Downtown, Garden Square will be redeveloped and planned to celebrate all seasons through special events, lighting displays, and themed decoration.

6. Access

With nearby existing and future transit infrastructure, Garden Square can be accessed by everyone.

7. Stimulate Local Business

An active & animated space will help bring people into Downtown and generate sustainable economic growth.

8. Pedestrian Connectivity

Garden Square will seamlessly & thematically connect with the pedestrian network in Downtown.

9. Invest in our Public Space

By redeveloping Garden Square we will augment the usefulness of the square to all users.

10. Generate Revenue

Garden Square will provide advertising & sponsorship opportunities that can generate revenue (\$300,000/year)

Vision



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Visioning Charette: February 10th, 2014



Engaging the Public



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Charette Question 1:

If Brampton were to be known for **ONE MAJOR EVENT**, what would it be?

Response:

- Multi-day Music / Movie Festival
- Multicultural Food Festival

Sub-Question:

What other types of events would support businesses within the Downtown?

Response:

- Farmer's Market



Feedback



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Charette Question 2:

What does **GARDEN SQUARE NEED** to make it the most significant place in the City?

Response:

- Lighting
- LED Screen(s)

Sub-Question A:

What are 10 attractions that will draw people to the square throughout the day and night?

Response:

1. Music
(background, live events at lunch, festivals, open mic)
2. Public Art
3. Food Vendors
(carts, stalls, trucks)
4. Artistic Activities
(competitions, art corner, artists on Vivian Lane)
5. Buskers
6. Special Site Furnishings
(Lighting feature, LED Screen, Year-round seating, Outdoor gym equipment, Fire pit, more green, illuminated fountain)
7. Entertainment Venue
(Night clubs, Bars, Movies, Theatre events)
8. Specialty Retail
(Watch shops, Restaurants, Car shop, Lululemon)
9. Special Events
(Sporting events, Pet shows, Farmer's Market, Youth events, Crafts, Chess Festival, Winter Carnival, Bridal Shows, Family friendly events, Fire Fit Challenge)
10. Retail Displays



Sub-Question B:

How can Garden Square become the 'FACE' of Brampton?

Response:

- Lighting
- Monument / Sculpture

Feedback

Charette Question 3:

How can our LANEWAYS contribute to a VIBRANT DOWNTOWN?

Response:

- Laneway Parties

Sub-Question A:

How do you see laneways in downtown being used?

Response:

- Artistic Activities

Sub-Question B:

Do you envision the laneway becoming a main access point to your business?

Response:

- Yes



Sub-Question C:

What other activities do you see working in the laneway?

Response:

- Art

Feedback



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Charette Question 4:

What are **FIVE** things that can be done to make Main Street an outstanding **RETAIL DESTINATION**?

Response:

1. Attract Destination Boutiques
2. Upgrade Building Facades
3. Provide Wider Sidewalks
4. Marketing Main Street
5. Signage

Sub-Question A:

Why should I go to Main Street when I can go to a mall?

Response:

- Unique Experience



Feedback



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Charette Question 5:

What type of **CONTENT** should be displayed on the **MEDIA SCREEN**?

Response:

- Major Sporting Events
- Announcements Promoting Upcoming City Events



Feedback

Other ideas by charette participants....

Events / Entertainment

1) Farmer's Market (expand to laneways, themed to a specific culture, consider a permanent location at Loblaws, night time market) 2) Bridal Shows 3) Have CELEBRAMPTON open the Farmer's Market; 4) Set Design / Costume competitions 5) Flash Mobs 6) Monthly brewery festival 7) Pet shows – dog shows, cat shows, exotic pets 8) Themed cultural events 9) Writing festival 10) Demonstration of special foods during market events 11) Santa Claus parade 12) CARABRAM 13) Close Main Street from Nelson to Queen on occasion; 14) Fashion Shows 15) Hockey games 16) Outdoor performances by Brampton Symphony Orchestra 17) Poem contests – spoken word, share written verse 18) Wine & Cheese Festival 19) Summer carriage rides in the Downtown 20) Using screen for video games

Management

1) Local businesses need to sponsor the Farmer's Market; 2) local businesses need to 'capture' transit users; 3) add signage / mapping at Gage Park to promote the square; 4) attract / encourage cyclists 5) City to increase minimum aesthetic standard with owner buy in 6) Encourage company product launches in the square 7) Facilitate 'designer' laneways 8) Provide a digital directory of Downtown businesses & services; 9) Promote live event broadcasts in the square 10) Marketing to engage youth (incl. social media) 11) Liven up Downtown on Sunday afternoon & evening 12) More events like Dundas Square 13) More shows throughout the week 14) No commercials on the screen! 15) No heavy trucks to pass through Downtown 16) Paint tables & chairs green or green tables & white chairs 17) Parking hours and charges 18) Santa Claus parade is successful because companies sponsor 19) Shop improvements: plans must be reviewed throughout execution / raise minimum standard of aesthetics / City build base infrastructure 20) Two lanes, no stopping on Main street

Events / Entertainment

1) flower shaped umbrellas in the square (and light them up at night), 2) search lights into the sky at night, ambient artistic lighting 3) artistic lighting 4) bring nature/water from Etobicoke creek 5) Add /allow for more flowers throughout 6) Add more green 7) Consider engaging local artists 8) Downtown Brampton themed awnings 9) Row of trees in middle of Main street and wider sidewalks 10) Consider a 3D hologram 11) Sky projectors / light / use high rises at GO to project into the sky 12) Street LED lighting – winter/summer 13) Attract boutique shops 14) Night clubs

Feedback



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Masterplan



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Garden Square



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View Looking North

Garden Square



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View Looking South from CIBC

Garden Square



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Movie Night at the Square

Garden Square



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View to stage from Starbucks Patio

Garden Square



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FARMER'S MARKET



ESTIMATED CAPACITY:
34 MARKET STALLS

MOVIE NIGHT/ FLEXIBLE SPACE



SECONDARY VIEWING AREA
OPTIMAL VIEWING AREA
TOTAL SEATED CAPACITY:
950 PEOPLE

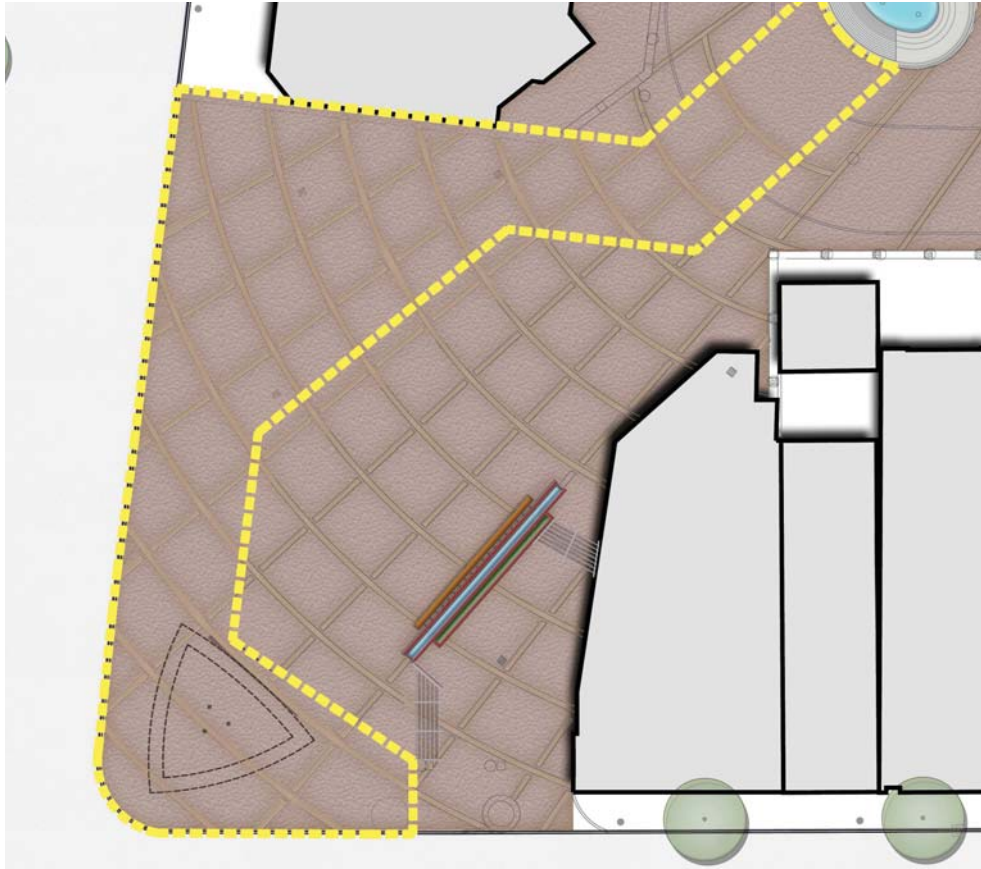
CONCERT NIGHT



The audience located on Queen and Main Streets can view the performance on the primary stage via the LED pavillion.

Event Space

PHASE I



--- Limit of Phase I

Note: Disturbed area within Phase 1 to be paved with new unit paving & banding to match existing patterns



PHASE II



--- Limit of Garden Square redevelopment



Phasing