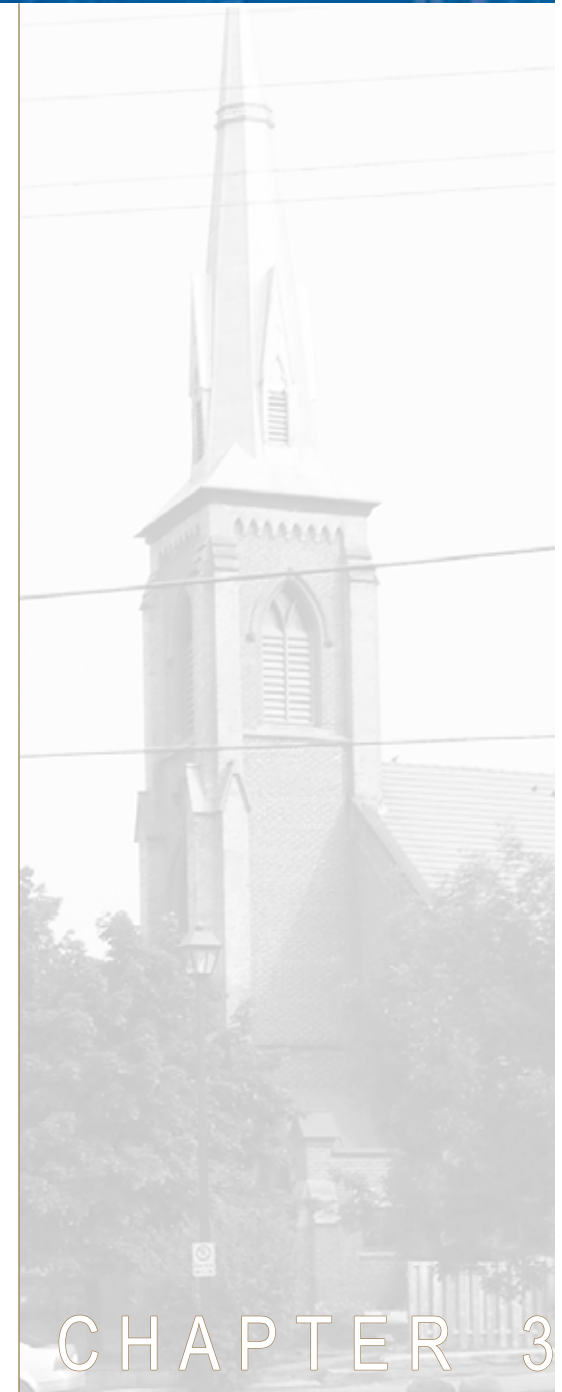


# 3.0 VISION, GOALS AND OBJECTIVES

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## CHAPTER 3



### 3.1 Vision

The vision for Main Street North was first established in the Central Area Vision document in September 2005. This vision was intended to be a comprehensive and realistic plan for the future development and redevelopment of the Central Area of the City. Main Street North was identified as a special character area within the Downtown precinct. This vision is further articulated through the proposed Secondary Plan (SPA 2) section 5.6.2.1 (see side bar).



Main Street North Vision



Main Street North Vision - Streetscape

#### Secondary Plan (SPA 2) Policy 5.6.2.1

##### VISION

The policies of this section of the Secondary Plan establish a Development Permit System (DPS) area on both sides of Main Street North, between Church Street and Vodden Street, in accordance with Section 70.2 of the Planning Act. The City of Brampton supports new investment and redevelopment along Main Street North, however, it is the intent of the City to maintain and enhance the existing character of Main Street North, which is representative of the City's strong history and proud heritage. Thus, the policies intend to balance these two objectives. At the north and south end of the Main Street North Area, existing land uses, parcel fabric and other considerations, allow for more intensive development. Therefore, the policy framework encourages the development of higher density commercial and residential uses at both the north and south ends of the Main Street North Special Policy Area.

In terms of character, the predominant built form in the policy area is made up of residential buildings that are located on deep rectangular lots fronting on Main Street North. These buildings typically occupy between 60% and 75% of the length of the front lot line, which has an average length of 15 metres. The remaining area on each lot is primarily utilized for driveway access to the rear for parking purposes. It is this pattern of development that the policy framework intends to maintain and protect.

Small-scale additions or intensification and the adaptive reuse of existing buildings with suitable uses is promoted. It is the intent of the City of Brampton to utilize planning tools provided to the City by the Province of Ontario to stimulate development and redevelopment at the northern gateway to Downtown Brampton and streamline the planning approvals process.



Main Street North is identified as Special Character Area 4 in the Downtown Precinct.





Official Plan Amendments Section 1.1

**Principles:**

The July 2007 Main Street North Urban Design Study also identifies the following principles:

1. Preserve and enhance the street character by burying cables, replacing streetlights, adding new urban downtown street furniture, improving landscape elements, restoring tree canopies, and co-ordinating utilities.
2. Preserve and re-use existing heritage buildings by facilitating their conversion to commercial uses and carrying out small additions and renovations in order to retain their existing character.
3. Permit new small-scale infill development to replace buildings without heritage value while preserving the character of the streetscape. This includes a maximum height of 3 storeys, designs that are sympathetic in terms of mass and articulation, quality construction and materials, architectural detailing, landscaping and signage. Consideration should also be given to transition and impact on the surrounding stable residential heritage character areas.
4. Improve pedestrian amenities of the street by enhancing pedestrian circulation, providing access to Etobicoke Creek and Central Public School, permitting on-street parking, including public art in the design of the redevelopment, as well as, designing better sidewalks, pedestrian crossings and bus stops.
5. Permit more intensive development at the northern and southern nodes of the Main Street North Study Area (Church and Vodden Street intersections).

### 3.2 Principles

To make Vision a reality, the study identified five principles for the development of the Main Street North Special Character Area. (See sidebar Section 1.1 of the proposed Official Plan amendment).

**Secondary Plan (SPA 2) Section 5.6.2.2**

**GOALS AND OBJECTIVES**

*a) Goal:*

*To protect and enhance the character of the Main Street North Special Policy Area and to encourage its transition into a diverse, liveable, safe, thriving and attractive component of the historic Downtown precinct and the City as a whole.*

*b) Strategic Objectives:*

*i) To encourage the sensitive intensification and use of the lands within the Main Street North Special Policy Area and its transformation into a mixed use district;*

*ii) To ensure that all new development has a positive contribution to urban life in the City;*

*iii) To ensure that the character and stability of existing and well-established residential neighbourhoods in the vicinity of the Main Street North Special Policy Area are maintained and enhanced;*

*iv) To ensure that development and redevelopment is compatible, in terms of built form, with the character of adjacent buildings and neighbourhoods and the scale and density of existing development;*

*v) To ensure that Main Street North is defined by buildings and public spaces where possible;*

### 3.3 Goals And Objectives

The guidelines in this manual supports the goals and strategic objectives established in the Secondary Plan (SPA 2) Section 5.6.2.2 ( see sidebar).

*vi) To encourage a high quality of site and building design for all forms of development and redevelopment;*

*vii) To exercise appropriate municipal development control to achieve a consistently high standard of site, building, landscape and streetscape design;*

*viii) To foster a sense of civic identity and pride through a high standard of urban design in all future developments;*

*ix) To encourage the retention of built heritage resources to provide continuity between the past and the present and to help maintain the prevailing character of Main Street North;*

*x) To ensure that additions to built heritage resources are undertaken in a manner that is consistent and compatible with the character, massing, detailing and scale of the existing building and with the recognized standards and guidelines for the conservation of heritage resources;*

*xi) To encourage and promote development that combines commercial, residential and other land uses to facilitate the more efficient use of urban land, as well as, the establishment of human scale and active pedestrian environment;*

*xii) To continually make improvements to the public realm to enhance the character and attractiveness of the area; and,*

*xiii) To encourage reinvestment and revitalization by streamlining the development approval processes through utilization of the Development Permit System to govern review and approval of development proposals.*



### 3.4 Guidelines

The guidelines in the following chapters stream from the 2007 Urban Design Study for Main Street North, which was presented during a public information session in July 2007 at the Central Public School.

Through the Study, five major principles (see sidebar) were established for the formation of the urban design guidelines found in this urban design guidelines and manual.

This document supports the vision, principles, goals and objectives established in the development permit by-law and policies. It details the evaluation criteria for development permit applications and sets out the detailed requirements for open space, streetscape, landscape, built form, heritage, sustainability, signage and engineering.

The applicable guidelines are abbreviated and numbered in relation to their topics. Extract of the relevant policies and by-law are posted in italics throughout the document for easy reference.



