

BRAMPTON - DOWNTOWN URBAN DESIGN VISION STUDY

INTRODUCTORY NOTES AND PRESENTATION OUTLINE

2.0 Managing Growth

2.3 Reposition Brampton's Downtown and Central Corridor

The economic and cultural vitality of the city depends on a robust downtown and central corridor. Through pro-active economic planning. Council will support on-going reconstructive initiatives. This will reinforce the downtown and central corridor as the place for business, shopping, dining, entertainment, and cultural venues and programs.

...Six Pillars Strategic Plan

- Set out a vision that is comprehensive, create excitement, is achievable and outlines what should be done
- Set out clear objectives and creates the framework for further work on The Central Area
- Deals with the entire Central area with focus on the Downtown

Approach

Comprehensive, persuasive,, realistic

Highly visual, richly illustrated document focused on implementation

The following approach has been taken for each area:

- a) Current Role, Function and Character
- b) Analysis: Strengths/ Opportunities, Weaknesses/ Constraints
- c) Vision Goals and Design Principles
- d) Initiatives, Programs, Policies and Projects
- e) Next steps, Action items

INTRODUCTION – CENTRAL AREA PLANNING AND DESIGN GROUP

DOWNTOWN URBAN DESIGN VISION STUDY

CENTRAL AREA - CHARACTER ELEMENTS AND PROPOSED VISION

BRAMALEA CITY CENTRE PRECINCT VISION

QUEEN CORRIDOR PRECINCT VISION

DOWNTOWN BUSINESS CASE

DOWNTOWN PRECINCT VISION

DOWNTOWN – SPECIAL CHARACTER AREAS

1. FOUR CORNERS
2. GEORGE STREET
3. TRAIN STATION AND SURROUNDING AREA
4. MAIN STREET NORTH
5. ROSALEA / ETOBICOKE CREEK
6. HOSPITAL AREA
7. JOHN STREET
8. MAIN STREET SOUTH
9. GUM PAPER FACTORY AND FAIR GROUNDS
10. QUEEN STREET WEST
11. QUEEN STREET EAST

KEY IMPLEMENTATION ELEMENTS

WORK PLAN SUMMARY

CONCLUSIONS

CENTRAL AREA VISION

CENTRAL AREA'S ROLE, FUNCTION AND CHARACTER

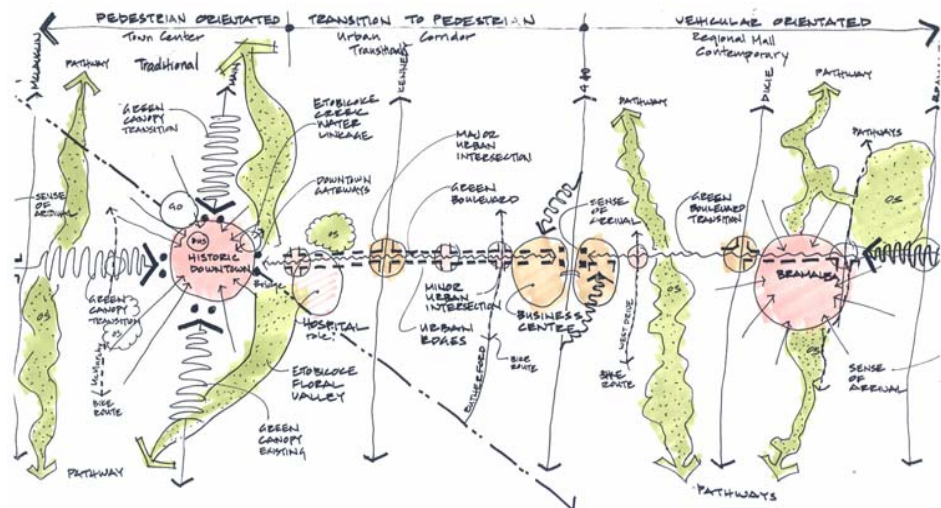
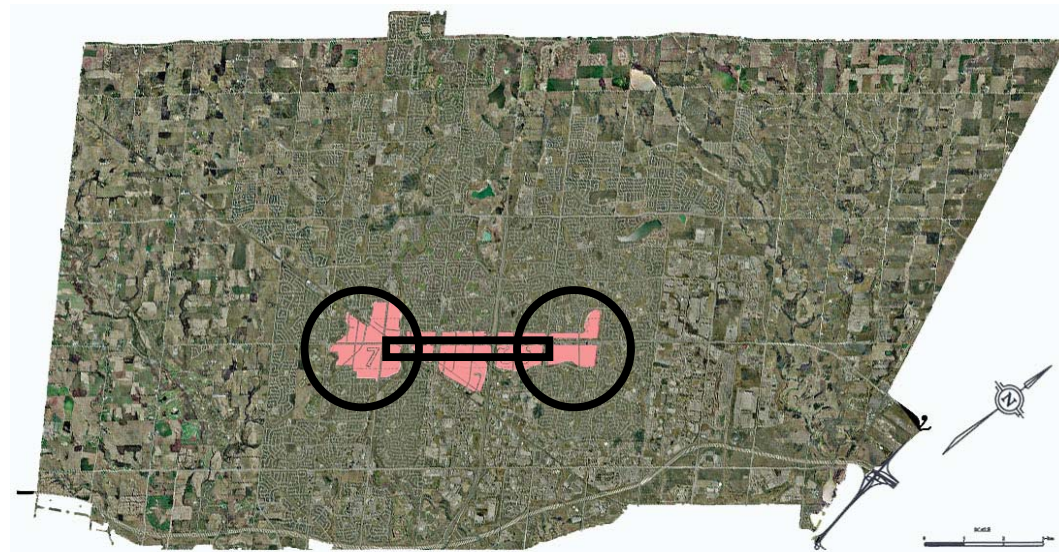
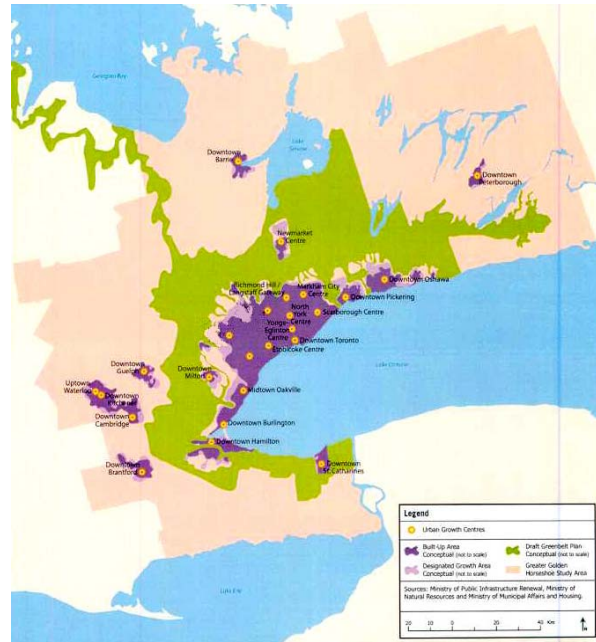
Brampton has a unique urban structure with a large Central Area of very specific shape and history, at a scale appropriate for a city to be built out in 20-25 years at 680,000 residents.

This area will have a very important role to play at the regional and city scale:

- **Major designated growth area** in the GTA as per the Places to Grow
- **Important Regional node** at the intersection of major transportation routes
- Center of the City of Brampton, this area includes **significant civic, institutional, cultural and entertainment facilities** as well as important commercial, employment and residential areas
- Has a **key role** in establishing and enforcing the city's **character and identity** within the region

Three major functional and character components:

- An established **Downtown Precinct** with distinct image and character;
- The **Queen Corridor Precinct**, between Kennedy and Bramalea Road that transition to a a mixed-use, transit-oriented, pedestrian environment;
- **Bramalea City Centre Precinct** which has significant potential to develop into an Urban Center Model.

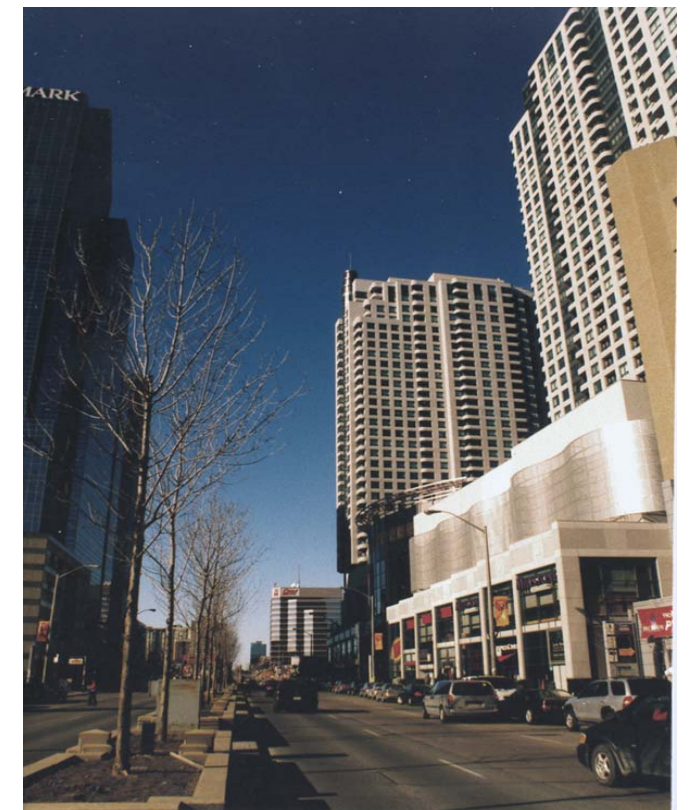


BRAMALEA CITY CENTRE PRECINCT VISION

Bramalea City Centre Precinct has been developed around the existing '60s modernist style large commercial centre. This area will allow for intensification with significantly higher densities, will function as an Urban Centre with regional scale retail, services, civic functions, as a transit oriented inter-modal transportation centre and as a key anchor at the Easterly limit of the Central Area

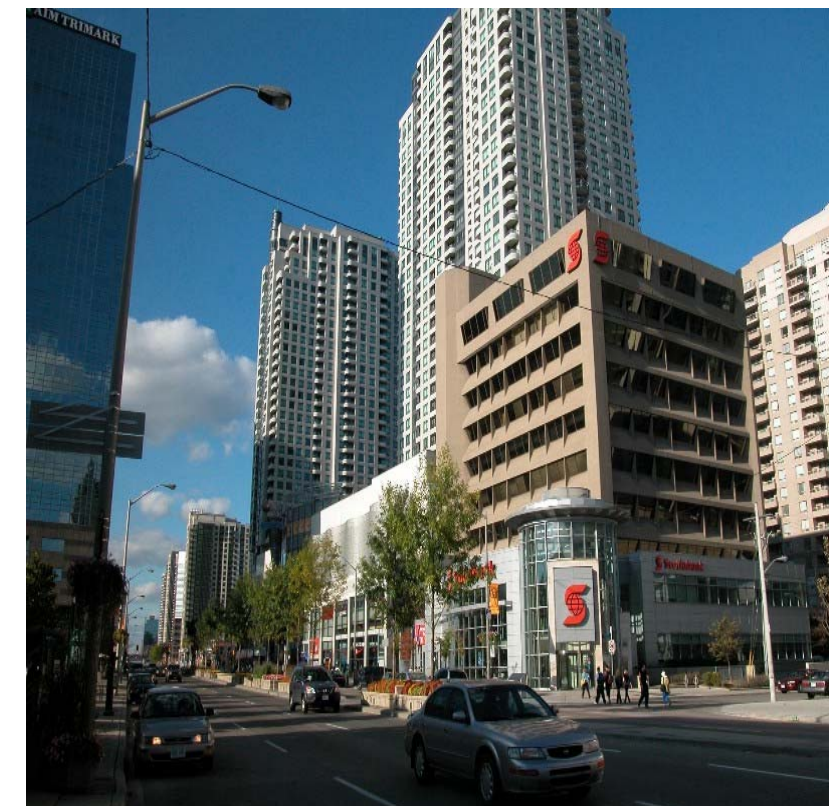


Artist's Rendering of Gateway and Main Street



BRAMALEA CITY CENTRE PRECINCT VISION

Bramalea City Centre Precinct has been developed around the existing '60s modernist style large commercial centre. This area will allow for intensification with significantly higher densities, will function as a transit oriented inter-modal transportation centre and will function as a key anchor at the Easterly limit of the Central Area



QUEEN CORRIDOR PRECINCT VISION

The Queen Corridor Precinct, between Kennedy and Dixie is seen as a destination area that will undergo a transformation from a car-oriented strip commercial to a transit-oriented, pedestrian friendly corridor. A gradual change is envisioned towards mixed-use (including affordable housing) up to 6-8 storeys, with street related commercial and concentration at key nodes



QUEEN CORRIDOR PRECINCT VISION

The Queen Corridor Precinct, between Kennedy and Dixie is seen as a destination area that will undergo a transformation from a car-oriented strip commercial to a transit-oriented, pedestrian friendly corridor. A gradual change is envisioned towards mixed-use (including affordable housing) up to 6-8 storeys, with street related commercial and concentration at key nodes



DOWNTOWN BRAMPTON – EXISTING CHARACTER IMAGES

Downtown has a rich heritage traditions and a strong character and image forming the basis for its business case and proposed Vision



DOWNTOWN – THE BUSINESS CASE

Downtown development presents itself with a strong business case with significant advantages.

Why focus on Downtown development?

- Crucial element in Smart Growth and Sustainable Development of the City
- Takes advantage of existing infrastructure and resources
- Benefits from a great location within the City and Region and easy access
- Presents development opportunities
- Responds to an increasing market demand
- Could be more efficient and cost effective than Greenfield development
- Creates a synergy of uses where the sum is larger than the parts
- Creates a destination for the citizens and visitors alike
- Enhances the City's character and identity
- Uses creatively the city's traditions and heritage



PROPOSED DOWNTOWN VISION

The Vision for the Downtown core builds on a well-established area, with a strong character, based on its urban tradition and will house the most important civic, cultural institutions and public spaces. Downtown development emphasis will be on **quality and not quantity** (scale, height, mass) and will share the following goals:



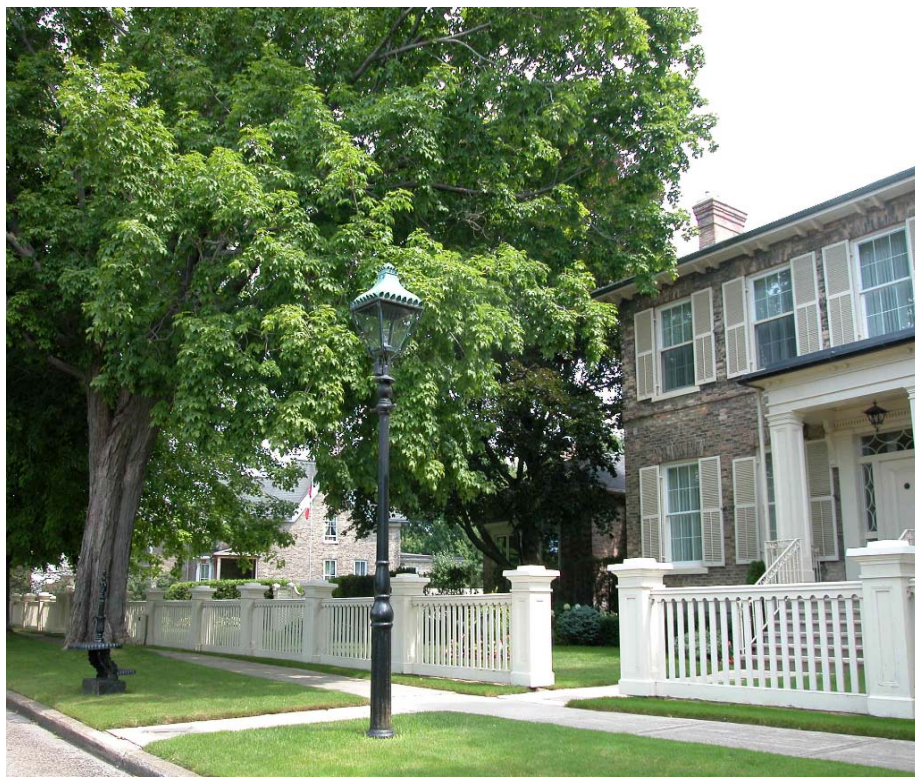
PROPOSED DOWNTOWN VISION

- Reinforce the Downtown's role as a **destination**, with the most important **civic, institutional, cultural and entertainment facilities** supported by residential, commercial and employment functions.
- Downtown's strength will be as a **creative centre**, a **liveable place** for entertainment, leisure, civic activities offering a variety of experiences 24/7 including niche market retail, varied residential forms, live work
- A **transit oriented, pedestrian friendly area**, with easy access for a variety of transit modes including cars, various types of transit, pedestrians, bikes and supportive built forms



DOWNTOWN BRAMPTON VISION

- **Integrate built, natural and heritage elements** with new developments of mixed use, mid-rise, street oriented built form with strong urban character and level of design
- New development will be balanced, **coherent** with **traditional forms** and details and appropriate forms and building heights, with denser forms at key locations
- A complex **network of public spaces** in urban context will complement this character and the built form
- **Quality streetscapes**, gateways, comprehensive wayfinding and signage, quality public art
- The reintroduction of **Etobicoke Creek** as a major character element integrated with the surrounding built form and open space system



DOWNTOWN – SPECIAL CHARACTER AREAS

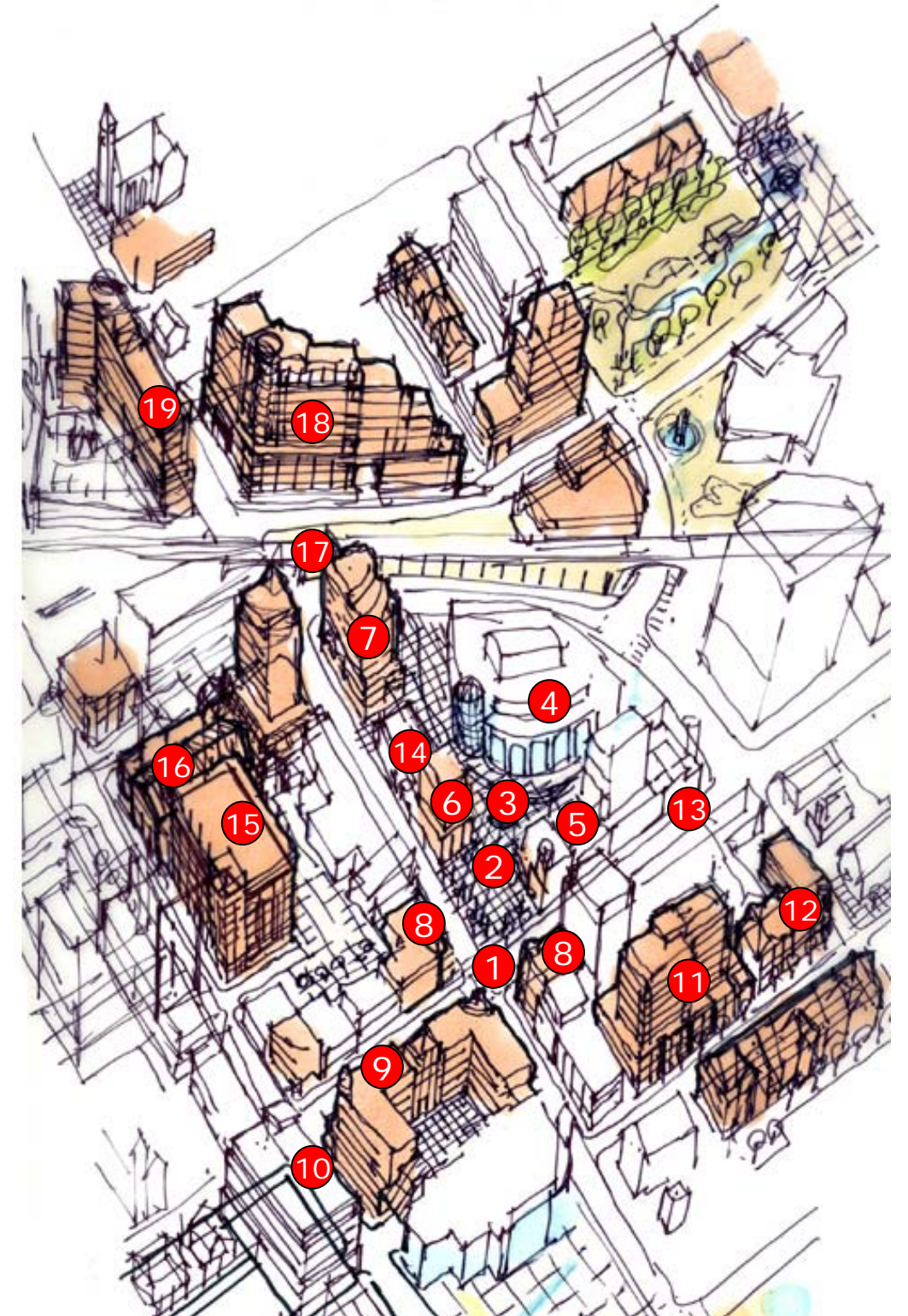
- 11 Special Character Areas have been identified for the Downtown Precinct with specific models of potential development, illustrated with successful case studies from Ontario, Canada and international



1. Four Corners
2. George Street
3. Train Station
4. Main Street North
5. Rosalea Park/
Etobicoke Creek
6. Hospital Site
7. John Street
8. Main Street South
9. Gum Factory/
Fairgrounds Area
10. Queen Street West
11. Queen Street East

1. FOUR CORNERS

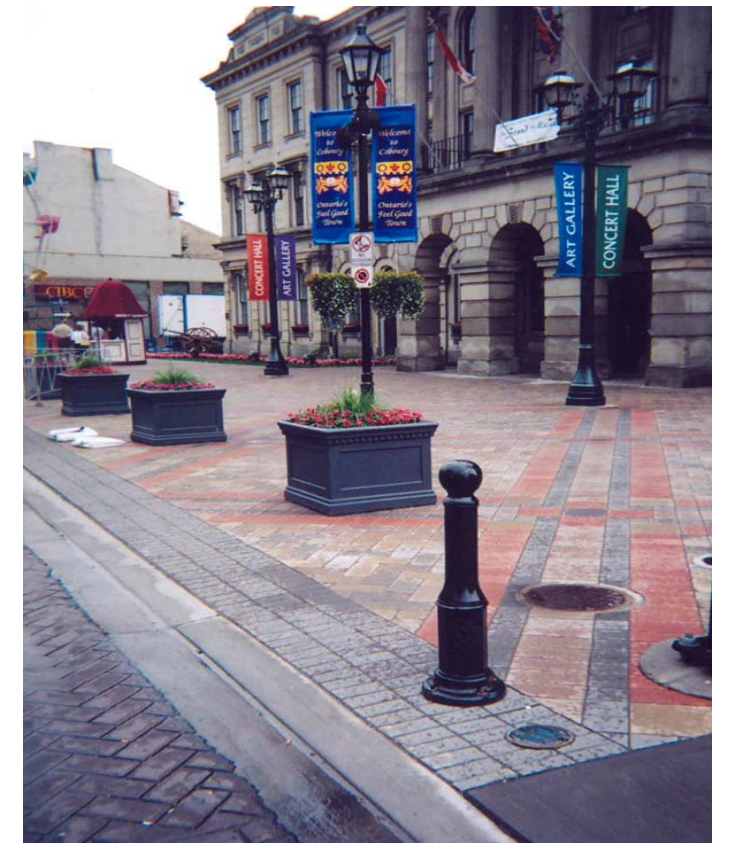
Four Corners Study Area will continue to be the physical centre of Brampton, location of main civic and cultural facilities, will preserve and enhance the existing heritage in compatible, pedestrian-scale development with strong urban character



FOUR CORNERS – VISIONING IMAGES

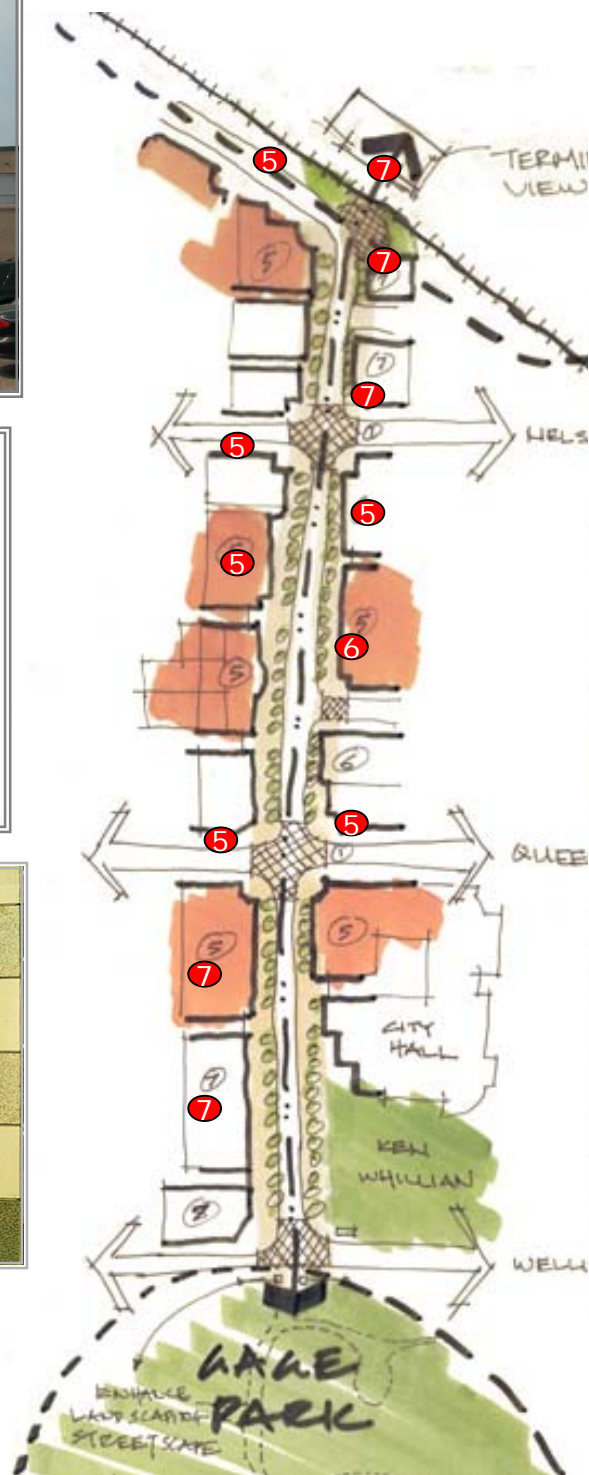


FOUR CORNERS – VISIONING IMAGES



2. GEORGE STREET

George Street Study area has potential for more intensive development due to land available, larger lots, proximity to transit, the Four Corners Area, car access and is envisioned to get development with 2-3 storey podium and mid- to high rises with active uses at grade including restaurants, wider sidewalks, screen parking and supportive streetscape



GEORGE STREET VISIONING IMAGES



3. TRAIN STATION AND SURROUNDING AREA

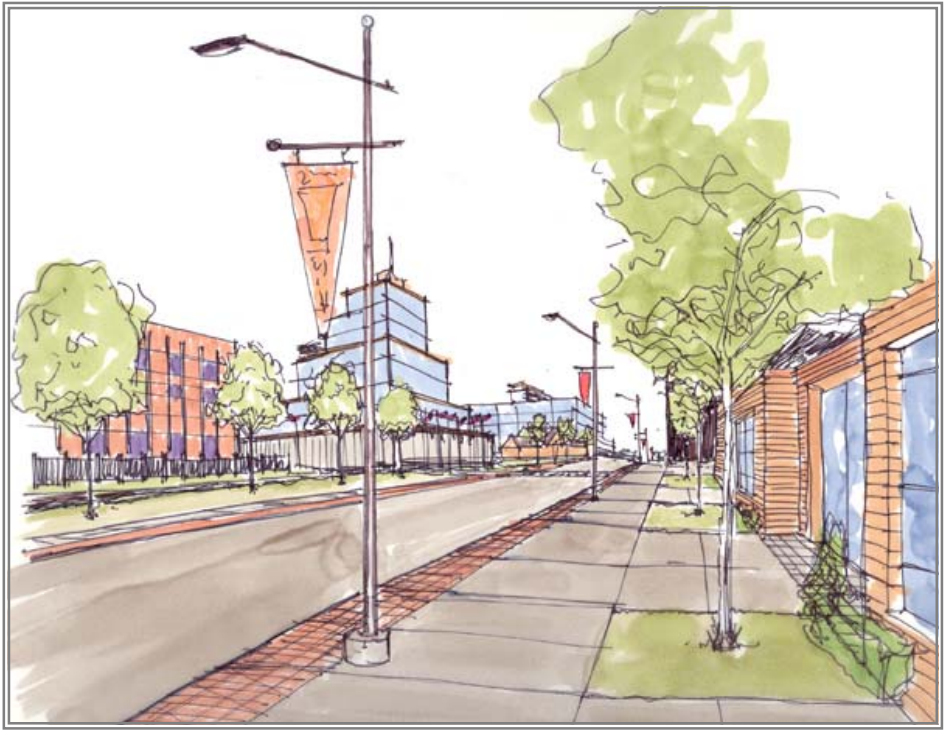
The Train Station and surrounding area has potential of intensive development arising from the high level of transit as transit-oriented, mixed use development of higher intensity that could include a convention centre, hotel, offices, commercial and residential developments complemented by heritage restoration and adaptive reuse around.



TRAIN STATION AREA – VISIONING IMAGES



Perspective View from George Street North



Perspective view of the corner of Railroad Street and Elizabeth Street North

4. MAIN STREET NORTH

Main Street North redevelopment will be based on building types integrating with the surrounding area character with higher intensity developments at the edges complemented by strong streetscape and the restoration of the canopy of trees and landscaping



Sketch: Main Street North Looking North



Sketch: Main Street North Looking South



New Development on Main street

MAIN STREET NORTH VISIONING IMAGES



5. ROSALEA / ETOBICOKE CREEK

Rosalea Park and Etobicoke Creek area's redevelopment will be based on the hidden treasure of the river and the reconfiguration of the channel and evolve in an urban park with attractive riverwalks, waterfeatures, bridges, heritage gardens, public art, bordered by high quality built form – institutional and residential developments

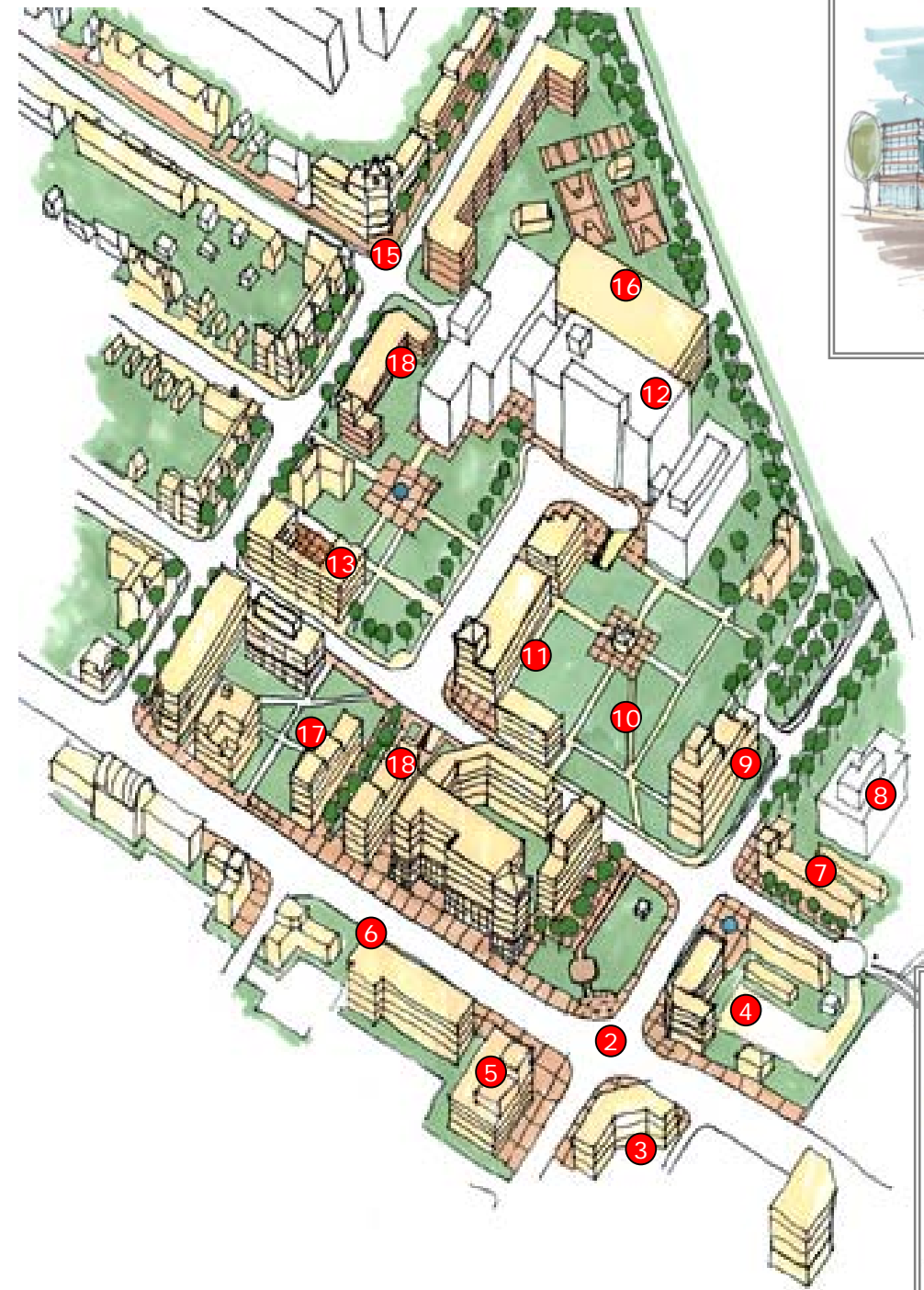


ROSALEA PARK AREA VISIONING IMAGES



6. HOSPITAL AREA

The Hospital area represents a major redevelopment opportunity envisioned in a campus form, pedestrian friendly environment based on health care, educational and complementary commercial and residential development and open space triggering the redevelopment of the outlining areas

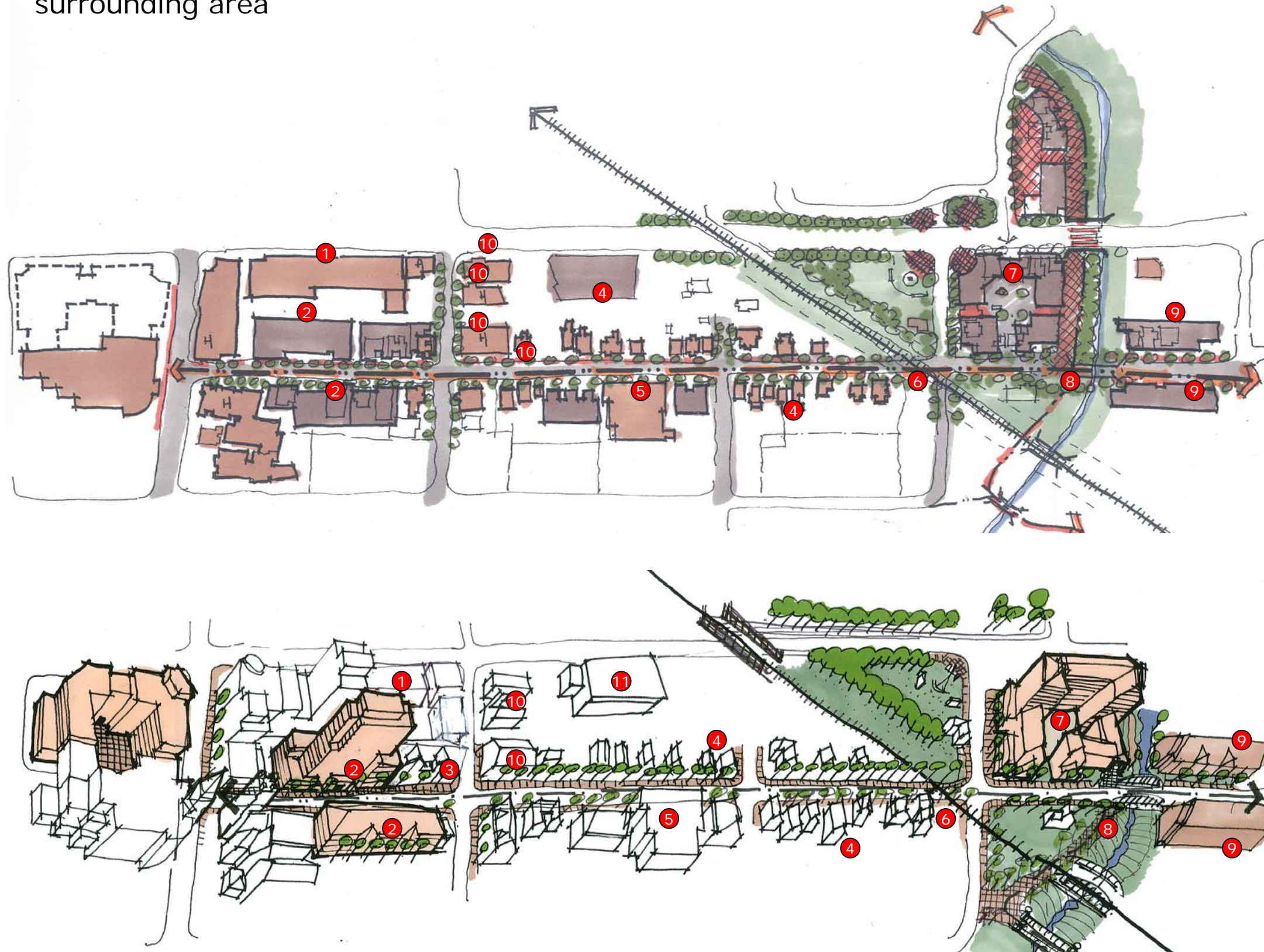


HOSPITAL VISIONING IMAGES



7. JOHN STREET AREA

John Street will be a major pedestrian link from City Hall to the Hospital area and its redevelopment will gradually intensify to the West but keep a contextual character of mid and low rise residential drawing from the strong heritage of the surrounding area

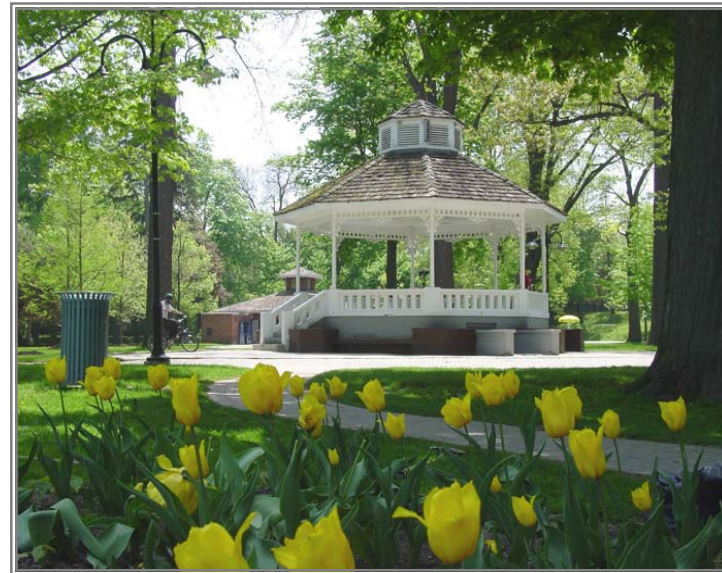


JOHN STREET VISIONING IMAGES



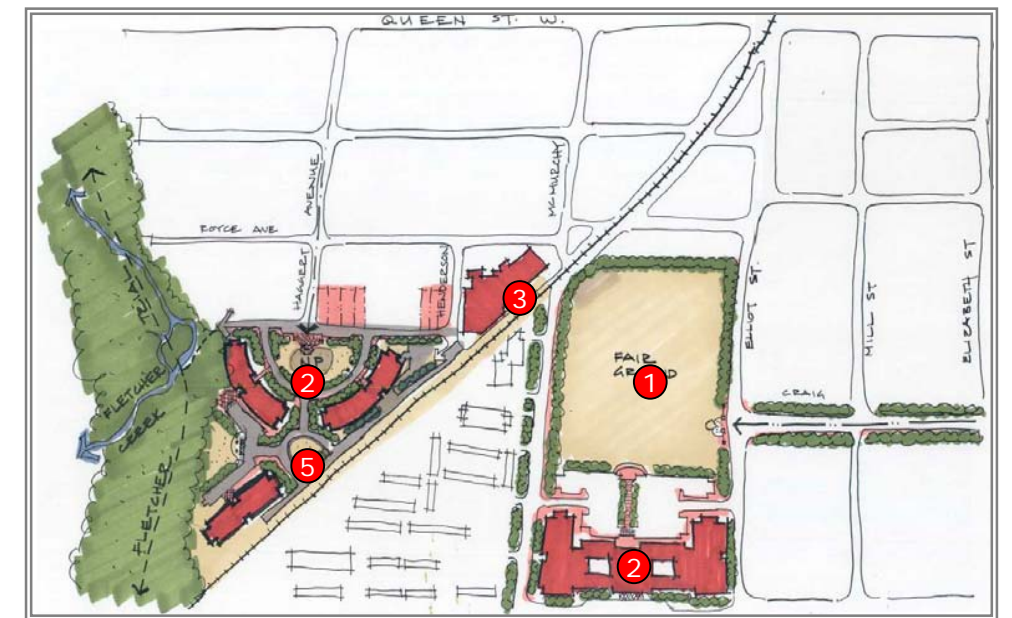
8. MAIN STREET SOUTH

Main street South is one of the essential character image areas of the Downtown with a high quality heritage architecture and landscaping and a recognizable image which needs to be preserved



9. GUM PAPER FACTORY AND FAIRGROUNDS

The Gum Factory And Fairgrounds Area has redevelopment potential which will focus on its integration with the surrounding neighbourhood and integration of high quality infill housing for seniors and lofts as well as urban type of recreational and institutional development of the grounds

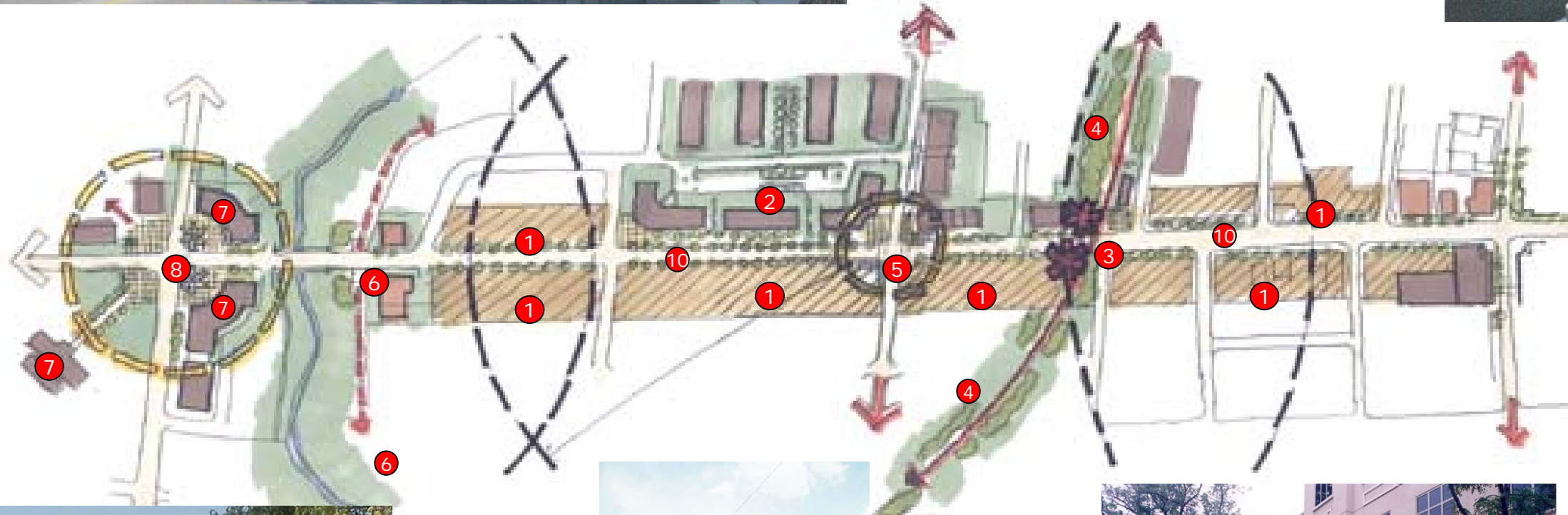


H Mid igh Density Residential Option



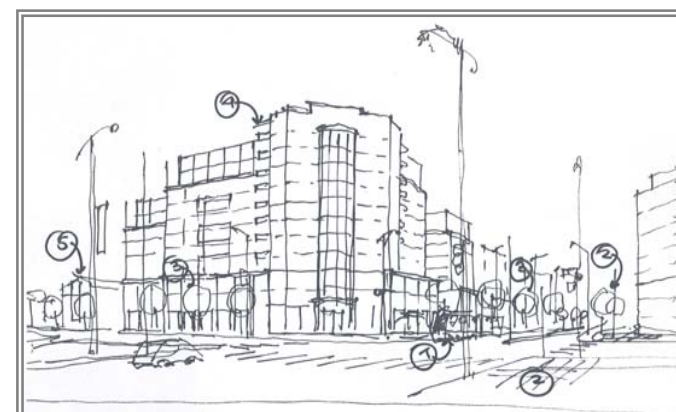
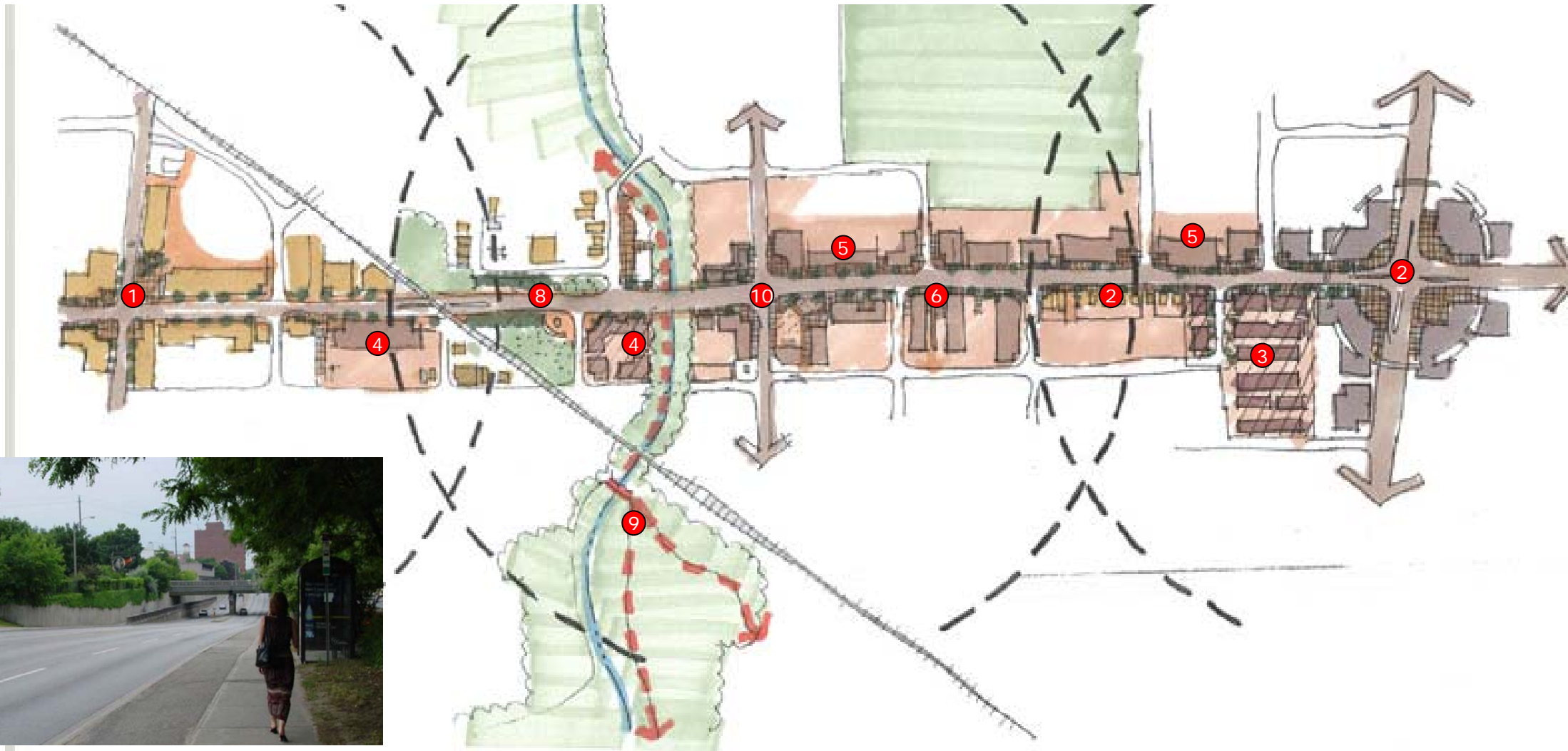
10. QUEEN STREET WEST

Queen Street West is a key access corridor with long term potential for development ranging from incremental redevelopment to larger scale infill on existing industrial and older housing, with strong streetscape inspired by Main South and more intense development at the McLaughlin and to the Flower City Campus as a civic gateway



11. QUEEN STREET EAST

Queen Street East to Kennedy has the long term potential to become a major Boulevard through gradual urbanization, intensification and transit oriented, mixed use, pedestrian friendly development with key nodes at the main intersections and reconfiguration of the streetscape

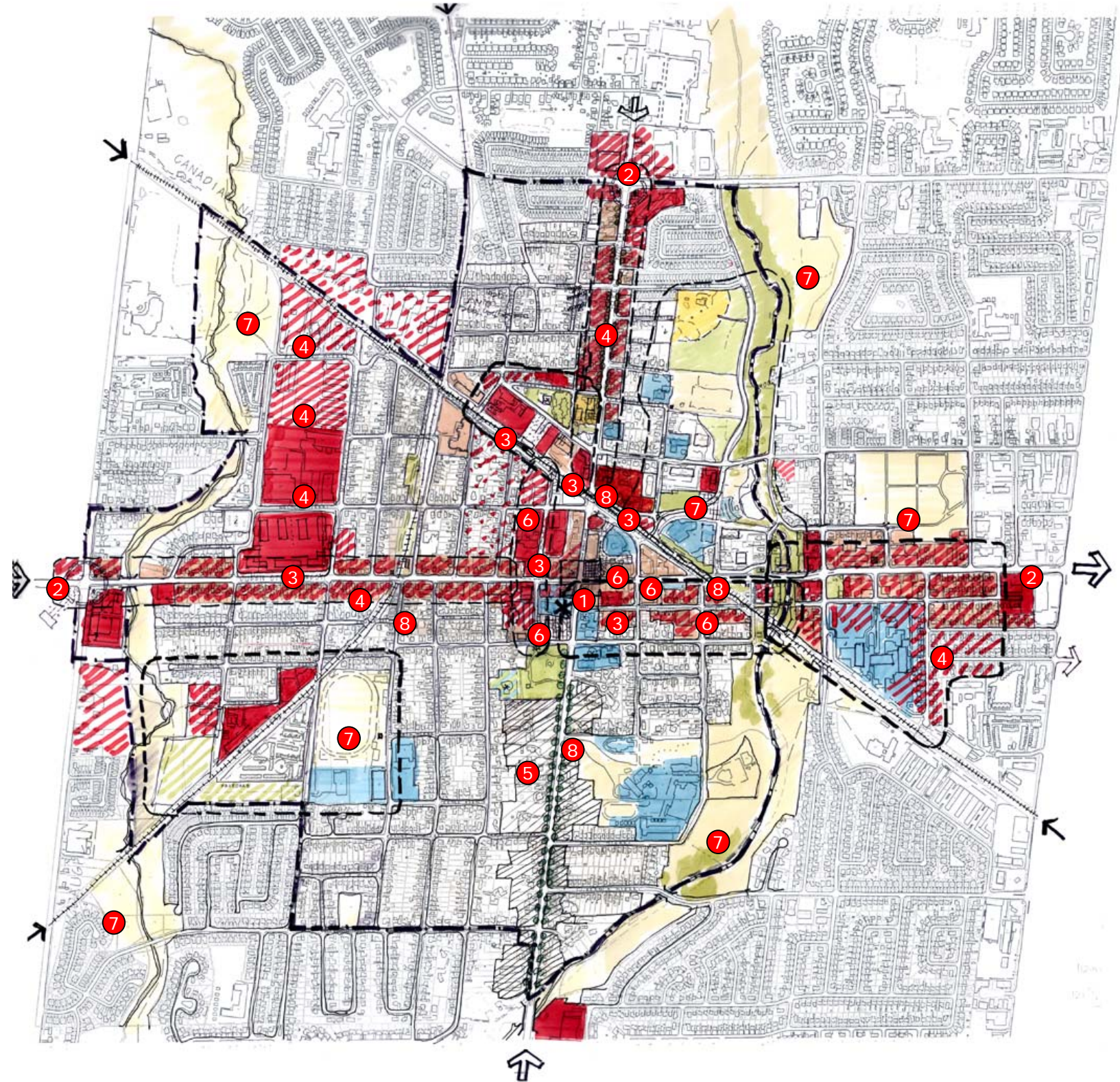


DOWNTOWN – PROPOSED REDEVELOPMENT TYPES

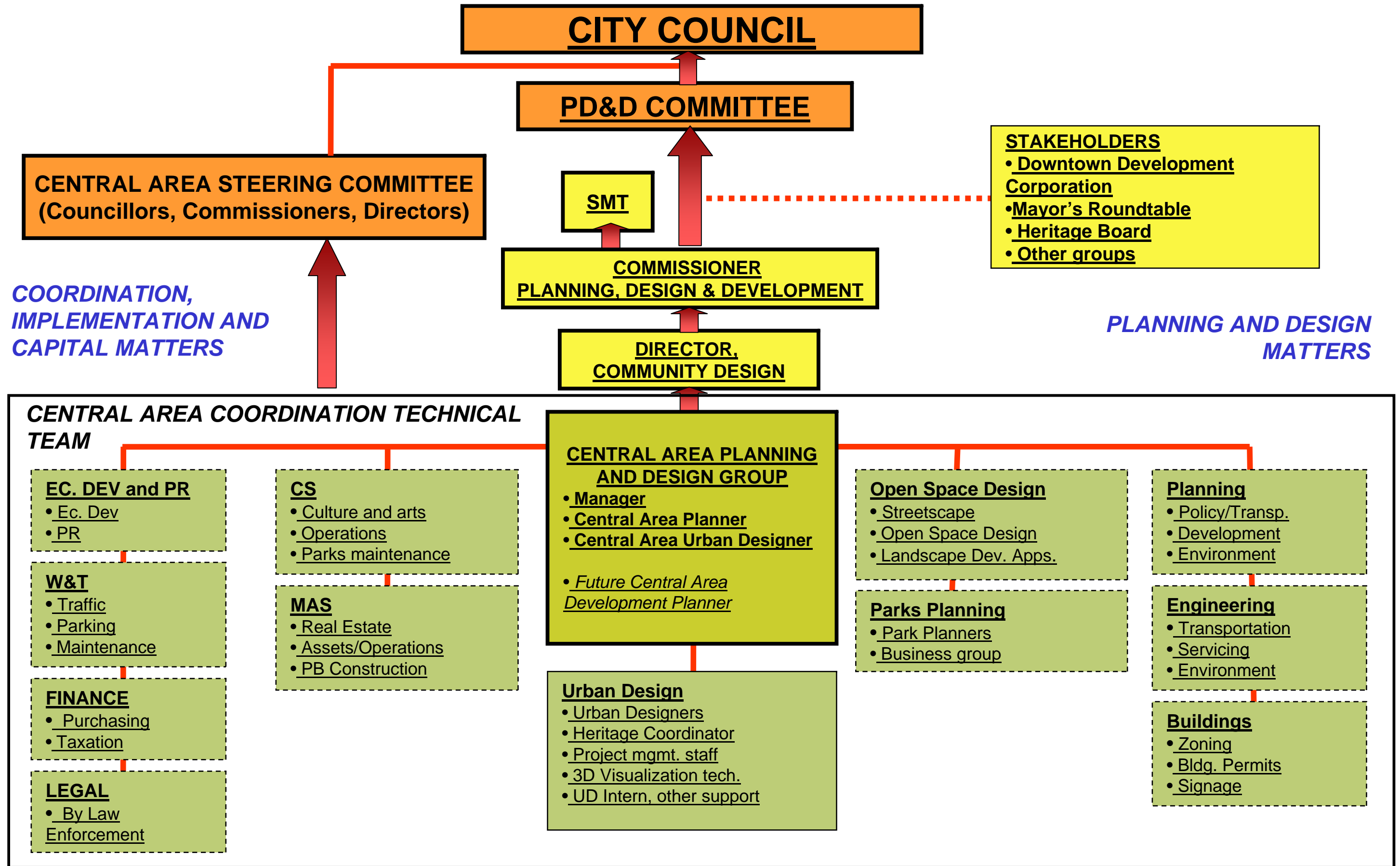
The Vision and Character Areas will allow further detailed policies and guidelines to be developed

Proposed Redevelopment Types/Models

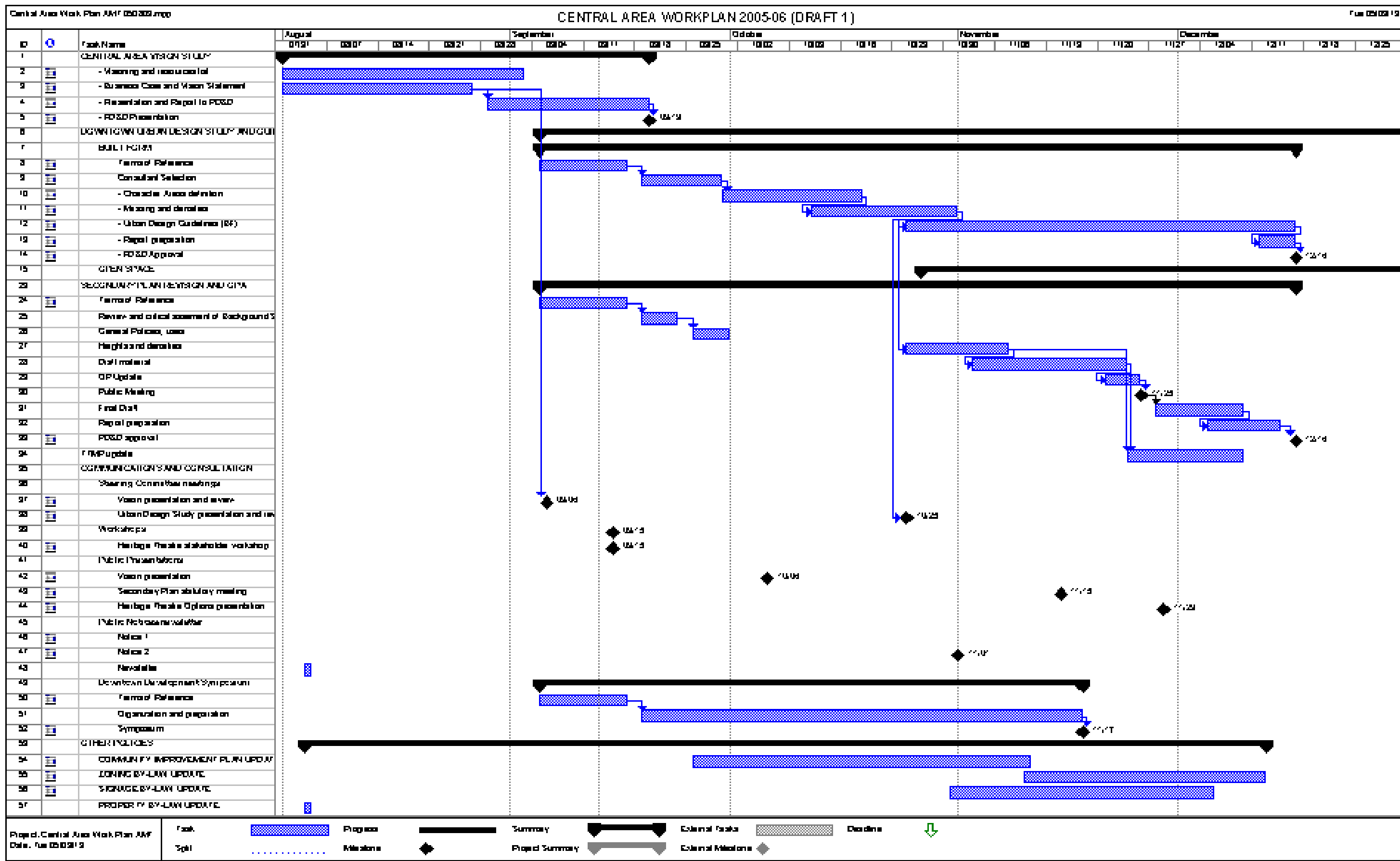
1. Special Character Areas (4 Corners, Corridors)
2. (Grand) access boulevards – N,E,W – building on Main Streets precedent example – heritage, trees, streetscapes, gateway building
3. Major Redevelopment Areas
higher intensity, mixed use, street related, 3 storey podium to 6-11 storey max. 14-15 storey at selected sites (George St., Georgina Pacific,
4. Incremental growth areas – stable areas with defined character
incremental, small scale growth (3 storey max.) integrate with the established character of the area.
5. Preservation areas- stable, well defined, protected – New Development may occur only in very strict condition
6. Landmark locations / Features – (build on existing elements) (Nelson, City Hall, Convention centre, Library)
7. Open space development – Rosalea Park / Etobicoke Creek, Cemetery etc
8. Gateways, markers, wayfinding, and signage areas



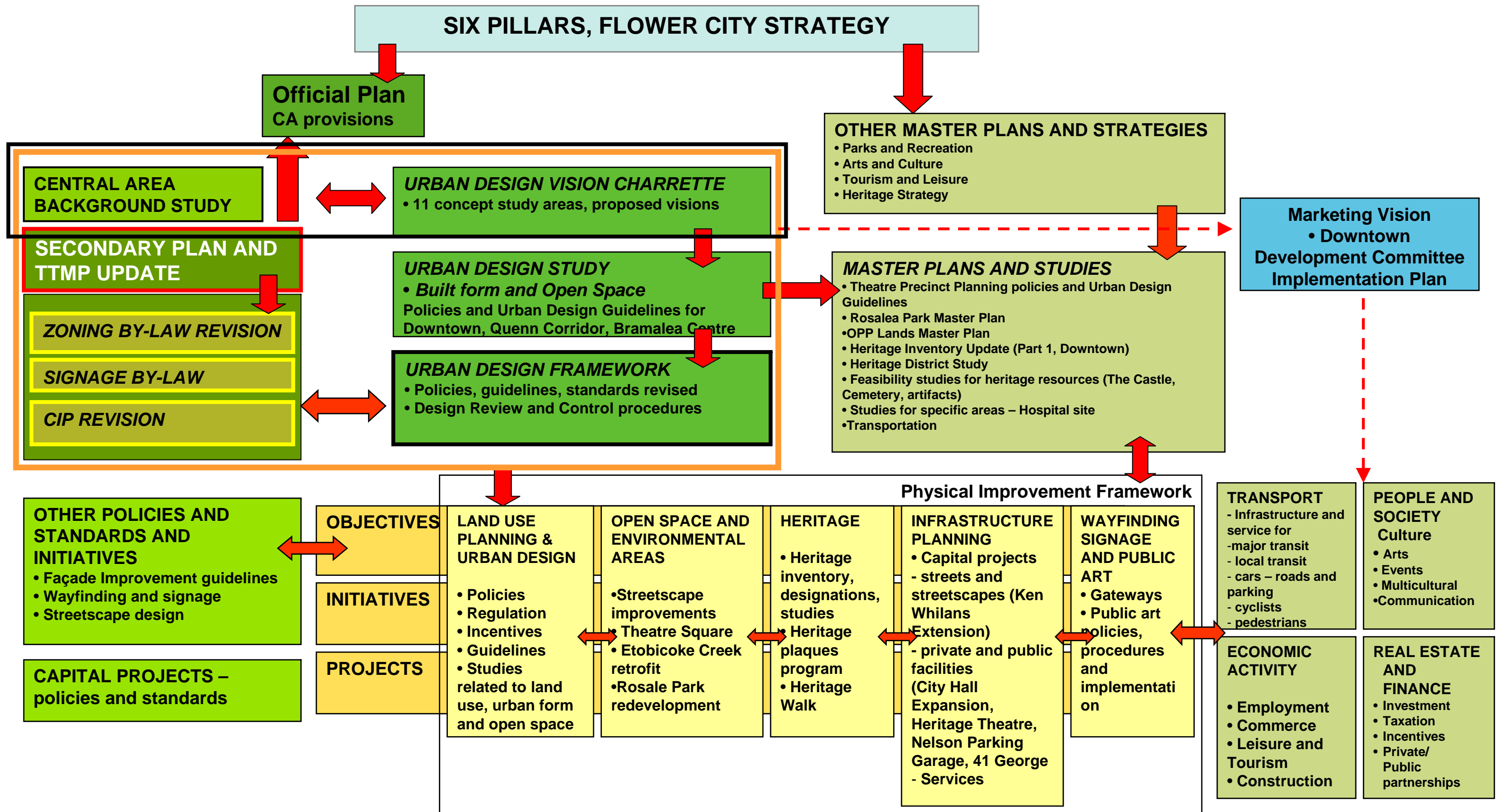
IMPLEMENTATION – ORGANIZATION AND GOVERNANCE



IMPLEMENTATION – WORK PLAN (A)



IMPLEMENTATION – NEXT STEPS



CONCLUSIONS

- Central Area and Downtown have a lot of **character and potential** and a **strong business case**
- The Vision wants to be **comprehensive, convincing, realistic, implementable**
- The Vision deals with entire Central Area but **focuses on Downtown** - further detail will be added for the Queen Corridor and Bramalea Centre
- It is very important to be **consistent**, have **clear rules**, to emphasize the importance of **strong character and good design** in implementing the Vision
- The City showed the way with the **Performing Arts Centre** and associated public spaces project and will continue with the City Hall Expansion, Alderlea, Heritage Theatre, streetscapes and other city or partnership developments
- The Vision identifies potential future work on the **seed and demonstration projects**, setting priorities
- We need **commitment** and **buy-in** from all departments, from agencies as well as specific **tools, standards** and **resources** to make this work viable and efficient
- We have a **governance and organization**, allocated resources, a **detailed work plan** and a lot of initiatives are on their way and require close **coordination and design review**
- Based on this Report and Council recommendations we will start **marketing the Vision** and proceed with the **implementation**
- Immediate proposed steps are the **presentation** to stakeholders and public, **symposium, development of planning tools** with focus on implementation
- With strong Council, stakeholders and public support, with dedicated staff, we'll work for a **liveable, sustainable** and **beautiful** Central Area and Downtown for a **Great City**