

The Corporation of the City of Brampton

November 2007



Central Area Community Improvement Plan

Consolidation June 16, 2010

THE CORPORATION OF THE CITY OF BRAMPTON

CENTRAL AREA COMMUNITY IMPROVEMENT PLAN

1. FOUR CORNERS

d) Proposed Initiatives, Programs, and Projects

1. Four Corners intersection re-surfacing
2. Theatre Square
3. Theatre Lane
4. Performing arts Centre
5. Dominion Building redevelopment
6. Main Street North Block redevelopment
7. Heritage theatre redevelopment
8. North of City Hall redevelopment
9. Four corners (Bank) redevelopment
10. 41 George Street redevelopment
11. John Street residential
12. Future John Street redevelopment
13. Streetcarage improvements - Resurface from Street Furniture, Signage
14. Nelson Street garage expansion
15. George Street East redevelopment (parking market building)
16. C.N. Bridge redevelopment
17. Nelson street new development
18. Church & Main street redevelopment
19. Nelson & Main street redevelopment



3D model of 4 corners



November, 2007

June 16, 2010 Consolidation

CENTRAL AREA COMMUNITY IMPROVEMENT PLAN 2007

LIST OF AMENDMENTS

(THIS SECTION IS NOT AN OPERATIVE PART OF THE CENTRAL AREA COMMUNITY IMPROVEMENT PLAN 2007)

Amendment Number	Date Approved	By-law Number	Date in Force	Description and Notes
CIP2007-001	May 12, 2010	159-2010	June 16, 2010	P75 CE QAI. 1) Changes to Direct Investment/Development Partnerships section. 2) Clarification that multiple sub-programs can operation under each main program

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1. Introduction

1.1 City Of Brampton Central Area Context

The Community Improvement Plan (CIP 2007) is the third in a succession of such plans prepared and adopted for the Central Area. This Plan exemplifies the City's continued support for the revitalization and transformation of the Central Area into a vibrant, people-oriented transit-supportive, mixed-use centre that acts as the heart of the City of Brampton.

The Central Area is a major designated "Growth Centre" by the Provincial Growth Plan, an important Regional node, includes significant civic, institutional, cultural and entertainment facilities as well as important commercial, employment and residential areas. The Official Plan (2006) states the following of the Central Area's importance in relation to the overall City:

Brampton's Central Area comprises the historic Downtown core and the area adjoining Queen Street Corridor, stretching from McLaughlin Road to Bramalea Road as depicted in the City Concept plan. Given its scale, concentration and diversity of uses, and the City's continuous proactive planning and investment over the years, Brampton's Central Area is unique amongst the GTA communities. It plays a very important role at both the City and Regional level. Within Brampton, the Central Area is the major location for a number of important civic, institutional, cultural and entertainment facilities as well as major commercial, retail and employment activities. It is also home to a number of established neighbourhoods. Its designation as a Regional Urban Node in the Region of Peel Official Plan and an Urban Growth Centre in the Provincial Growth Plan for the Greater Golden Horseshoe further attests to the importance of Brampton's Central Area in the Regional urban structure.

The planning vision for the Central Area is to continue reinforcing its role as the premier location for business, shopping, dining, entertainment and cultural venues and program. Its existing neighbourhoods will be maintained and enhanced. At appropriate locations with consideration for public safety requirements, revitalisation, infill and intensification will be encouraged to allow people the opportunity to live and work in the same area. The priority is for transit-supportive development and to create a pedestrian-friendly environment in the Central Area. The City's AcceleRide Bus Rapid Transit program supports this vision and presents further potential and opportunities for a more intensive urban form with mixed uses in the Central Area."

The City of Brampton's Central Area incorporates, but is much larger than, the historic Downtown core. The Central Area extends along the Queen Street corridor in the centre of the community, generally between McLaughlin Road in the west and Bramalea Road in the east. This corridor also incorporates and links the contemporary shopping-centre core of the Bramalea development area with the historic core of Downtown Brampton.

The Central Area can be generally subdivided into three precincts: – the historic Downtown, Queen Street Corridor and Bramalea City Centre, each of them with special characteristics and distinct redevelopment models. The historic Downtown will be the focus of ongoing revitalization that builds on its strengths as a well-established area, with a strong character and a traditional urban built form. The area 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 shall create high-quality pedestrian-friendly streetscapes.

The Queen Street Corridor Precinct, between Kennedy and Dixie, is seen as a destination area that will undergo a transformation from a car-oriented strip commercial form to a transit-oriented, pedestrian friendly corridor. A gradual change is envisioned towards mixed-use development, with street related commercial and concentration at key nodes. This transition will be supported and anchored by the implementation of the AcceleRide Bus Rapid infrastructure along the Queen Street corridor and into downtown Brampton.

The Bramalea City Centre Precinct has significant potential to develop into an Urban Center Model. 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. Chinguacousy Park will serve as the major City park and recreation area at the east end of the Central Area.

The Central Area is also the focus of other significant municipal, provincial and federal investment in the form of the AcceleRide Bus Rapid Transit system. The project has a significant level of investment from all three levels of government. The CIP provides an opportunity to tailor investment and development in the Central Area to best support this

1.2 Purpose of the CIP

Development in the Central Area has specific challenges to make it competitive with greenfield development as well as other similar locations in the GTA. The purpose of this CIP is to establish programs that link land use planning with financial and other incentives as inducements to achieve the City's land use planning and policy goals. This CIP will enable Council to provide such incentives so as to direct support to those projects that best meet the needs for the revitalization and contribute towards the vision established for the Central Area.

The plan implements the policies of the Official Plan and the Downtown Brampton and Queen Street Corridor Secondary Plans with respect for community improvement and sets the framework for the active participation by the City in facilitating the revitalization of designated lands in these areas.

The plan also improves upon the previous Community Improvement Plan by:

- more closely aligning the Plan with the most current policies and Vision for the Central Area;
- tying incentives to performance and quality of development;
- designing incentive programs to ensure development delivery and avoiding land speculation;
- creating flexibility through the plan structure, and financial and program provisions. A range of tools is provided to ensure that there is the flexibility to apply assistance where needed in a targeted manner.

The City of Brampton has prepared this CIP as an 'enabling' document based on a 'toolbox' of incentive programs. The types of incentive programs that Council may utilize in the Central Area are identified and generally described in this CIP. Once the CIP is adopted, one, some or all of the incentive programs in the toolbox can be activated based on Council approval of detailed Implementation Guidelines for each of the programs and an allocation of funding for each program (as applicable) through the budget approval process.

The addition of any new programs to this Plan, or an expansion of the Community Improvement Project Area will require a formal amendment to this Plan in accordance with Section 28 of the *Planning Act*.

1.3 Background

The preparation of a new CIP to replace the 2000 CIP, arose from deliberations around amendments to the 2000 CIP (in particular in relation to the Development Charges Grant program and removal of specific unit limit and program expiry dates from the plan) set out in a staff report dated May 15, 2006 that was tabled at June 7, 2006 Committee of Council Meeting. Concurrent with amending the 2000 CIP, a workplan was established and consultant retained to initiate work on a new CP in the summer of 2006. An initial workshop was held on September 27, 2006 with City staff, provincial representatives, Council representatives and the Mayor and various other stakeholders including active developers in the Central Area.

Background policy work was initiated, looking at the following areas:

- Background Policy Review
- Best Practices Review/Toolbox Analysis

From this background work the toolbox approach, goals and objectives of the plan were derived. A proposed funding model for the CIP was established in consultation with the City's Finance Department. A draft version of the CIP was prepared along with detailed implementation guidelines for the one program that would be initially activated with the "roll-out" of the new plan.

This document was circulated to prescribed commenting agencies and stakeholders for input. In accordance with the requirements of the Planning Act, a statutory public meeting was held. Subsequent to this public meeting, a staff report, incorporating agency and stakeholder comments, with a recommended CIP and Implementation Guidelines for the Development Charges Grant Program and Façade Improvement Program, was presented to Planning, Design and Development Committee for their approval. This report also included recommended revisions to the Secondary Plan documents to better align those policies with the CIP.

1.4 Plan Content

- 1) **The Community Improvement Plan**

This document sets the goals and objectives of the plan, legislative authority, the general area and general program requirements. It also establishes or enables the “toolbox” of potential incentive programs. These programs are only activated upon approval by Council of specific Program Implementation Guidelines and corresponding budget. The Implementation section sets out roles for selected stakeholders in the Central Area, including the benefit of a Marketing Program to accompany the CIP. The Monitoring section sets out the general principles for monitoring the various incentive programs in order to gauge success and provide Council with a sound basis for making decisions on the activation and deactivation/termination of incentive programs. Changes to this plan will require an amendment in accordance with Planning Act requirements and Council approval.
- 2) **Companion Documents (Not Part of CIP):**
 - a) **Appendices and Background Documentation**

This document provides the City Planning Policies that were used to develop the CIP as well as selected background reports.
 - b) **Implementation Guidelines**

The Implementation Guidelines outline the objectives of the specific incentive program identified in the CIP, specific details, limitations, criteria, process, application forms and monitoring program. They are a ‘companion document’ to the CIP. The Implementation Guidelines do not form part of the CIP. Approval of the Implementation Guidelines and amendments to the Implementation Guidelines can be undertaken at Council’s discretion and will not require a formal amendment to the CIP. Council approval of the specific Implementation Guidelines and corresponding budget is required to activate the program.

The Community Improvement Plan is comprised of 7 major sections:

Section 1: Introduction

Provides an overview of the CIP, general purpose, background to the development of the CIP.

Section 2: Community Improvement Project Area

Defines the project physical boundaries of the Community Improvement Project Area.

Section 3: Legislative Authority

Sets out the legislative framework under which the Plan was developed (Municipal Act and Planning Act).

Section 4: Policy Framework

Sets out the planning policy framework that guides the goals and objectives of the CIP. This includes the Provincial Policy Statement, Growth Plan, Region of Peel Official Plan and the City's Official and Secondary Plans.

Section 5: Vision, Goals and Objectives of the CIP

Sets out goals and objectives of the CIP. These are used to guide the development of the specific incentive programs.

Section 6: Incentive Programs

Lists and describes the various incentive programs that are enabled under this Plan. There is also a description of other potential non-CIP incentives that could be utilized in the Central Area.

Section 7: Implementation and Section 8: Monitoring and Program Adjustments

Sets out administrative parameters for the plan, including the framework for a monitoring program for the CIP.

The Appendices and Background Documentation provide additional detail and information with respect to matters set out in the main body of the CIP. They do not constitute a part of the CIP.

1.5 Overview of Incentive Programs

This section provides a brief overview of the Incentive Programs. Further general details are set out in Section 6.0 with respect to intent, description, eligibility, funding and implementation of the various programs. Section 6.0 also sets out the general eligibility and other requirements for the incentive programs.

1.5.1 The 'Toolbox' Approach

The approach with the CIP is to enable a "toolbox" of incentives that can be used to target various types of desired development in specific locations, subject to

Council approval of implementation guidelines and budget approval for each program. The list of programs that are enabled as part of the plan are set out in Section 6.0 of the CIP. Once the CIP is adopted, one, some or all of the incentive programs in the toolbox can be activated based on Council approval of detailed Implementation Guidelines for each of the programs and an allocation of funding for each program (as applicable) through the budget approval process.

1.5.2 The Toolbox of Incentives

The following potential incentive programs are enabled as part of this Plan, subject to Council approval of detailed Implementation Guidelines for the particular program and a budget:

- i) **Development Charges Incentive Program:**
Program design to provide a grant (or partial grant) of the Development Charges paid for developments that meet the eligibility criteria.
- ii) **Façade Improvement Program:**
Provide a loan or grant (depending on details in Implementation Guidelines) or combination loan/grant to offset façade maintenance, restoration and improvement costs for non-residential and mixed-use buildings in specified locations in the Downtown Brampton Secondary Plan Area.
- iii) **Feasibility Study Grant Program:**
The purpose of this grant program is to assist applicants with determining the feasibility of a proposed development or rehabilitation project by assisting with the costs of undertaking studies or preparation of plans. Program would apply to non-residential and mixed-use buildings in specified locations in the Downtown Brampton Secondary Plan Area.
- iv) **Development (Planning and Building) Application Fee Equivalent Grant Program:**
Payment of a grant to offset the cost of planning application fees for development proposals. Program would be tailored to support smaller developments and would be subject to limitations (such as a cap on the reduction in fees)
- v) **Brownfields Tax Assistance Program:**
This program encourages the remediation and rehabilitation of brownfield sites by providing a cancellation of the property tax increase on a property that is undergoing or has undergone remediation and development. This program applies only to properties requiring environmental remediation and/or risk assessment/management.

- vi) Tax Increment Based Grant Program:
The purpose of this program is to promote the long-term redevelopment and rehabilitation of properties by removing the financial disincentive of increased property taxes associated with this type of redevelopment. The property tax increase (tax increment) generated by a redevelopment project will be used to pay a grant equivalent to part or all of the property tax increase generated by the project.
- vii) Building Improvement Loan/Grant Program:
This program would seek to promote the maintenance and interior and exterior improvement of commercial and mixed-use buildings and properties in specified locations in the Downtown Brampton Secondary Plan Area and would consist of a low interest or no interest loan.
- viii) Direct Investment/Development Partnerships:
This program would enable the City to participate in an active manner in development through a variety of means such as public-private partnerships, land acquisition, and partnering in private developments on key municipal properties.
- ix) Non-CIP programs:
There are several other City programs that provide assistance, but do not form part of the CIP. They include:
 - cash-in-lieu of parking for development in Downtown Brampton
 - reduction in parkland dedication requirements (or cash-in-lieu) for high-density residential development
 - heritage incentive programs.

2.0 The Community Improvement Project Area: Brampton's Central Area

The Central Area Community Improvement Plan (CIP 2007) applies to the Central Area Community Improvement Project Area as shown on Schedule '1'. This area is approximately 760 hectares (1878 acres) in size. The Community Improvement Project Area contains two distinct segments:

- lands within the historic downtown area of Brampton which are generally centred on Queen Street and Main Street, bounded by the Etobicoke Creek in the east, Fletcher's Creek to the west, Vodden Street to the north and Harold Street to the south (coincides with the boundaries of the Downtown Brampton Secondary Plan); and,

- lands on both sides of Queen Street, from Bramalea Road in the east to the Etobicoke Creek in the west (generally coincides with the Queen Street Corridor Secondary Plan).
- Any expansion of the Community Improvement Project Area will require a formal amendment to the CIP in accordance with Section 28 of the *Planning Act*.

3.0 Legislative Authority

3.1 Section 106, Municipal Act, 2001

Section 106(1) and (2) of the *Municipal Act, 2001* prohibits municipalities from directly or indirectly assisting any manufacturing business or other industrial or commercial enterprise through the granting of bonuses. Prohibited actions include:

- a) giving or lending money or municipal property;
- b) guaranteeing borrowing;
- c) leasing or selling any municipal property at below fair market value; and
- d) giving a total or partial exemption from any levy, charge or fee.

Section 106(3) of the *Municipal Act, 2001* provides an exception to this bonusing rule for municipalities exercising powers under the provisions of Section 28(6), (7) or (7.2) of the *Planning Act* or Section 365.1 of the *Municipal Act, 2001*.

3.2 Section 28 - Planning Act

Section 28 of the *Planning Act* allows municipalities with provisions in their official plans relating to community improvement to designate by by-law a “community improvement project area” and prepare and adopt a community improvement plan for the community improvement project area. Once the community improvement plan has been adopted by the municipality and comes into effect, the municipality may exercise authority under Section 28(6), (7) or (7.2) of the *Planning Act* or Section 365.1 of the *Municipal Act, 2001* in order that the exception provided for in Section 106(3) of the *Municipal Act, 2001* will apply.

According to Section 28(1) of the *Planning Act*, a “community improvement project area” is defined as “a municipality or an area within a municipality, the community improvement of which in the opinion of the council is desirable because of age, dilapidation, overcrowding, faulty arrangement, unsuitability of buildings or for any other environmental, social or community economic development reason”.

Section 28(1) of the *Planning Act* defines “community improvement” as “the planning or replanning, design or redesign, resubdivision, clearance, development or redevelopment, construction, reconstruction and rehabilitation, improvement of energy efficiency, or any of them, of a community improvement project area, and the provision of such residential, commercial, industrial, public, recreational, institutional, religious, charitable, or other uses, buildings, structures, works, improvements or facilities, or spaces therefore, as may be appropriate or necessary”.

Once a CIP has come into effect, the municipality may:

- i) acquire, hold, clear, grade or otherwise prepare land for community improvement (Section 28(3) of the *Planning Act*);
- ii) construct, repair, rehabilitate or improve buildings on land acquired or held by it in conformity with the community improvement plan (Section 28(6));
- iii) sell, lease, or otherwise dispose of any land and buildings acquired or held by it in conformity with the community improvement plan (Section 28(6));
and
- iv) make grants or loans, in conformity with the community improvement plan, to registered owners, assessed owners and tenants of land and buildings within the community improvement project area, and to any person to whom such an owner or tenant has assigned the right to receive a grant or loan, to pay for the whole or any part of the eligible costs of the community improvement plan (Section 28(7)).

Section 28(7.1) of the *Planning Act* specifies that the eligible costs of a community improvement plan for the purposes of Subsection 28(7) may include costs related to environmental site assessment, environmental remediation, development, redevelopment, construction and reconstruction of lands and buildings for rehabilitation purposes or for the provision of energy efficient uses, buildings, structures, works, improvements or facilities.

Section 28(7.3) of the *Planning Act* specifies that the total of all grants and loans made in respect of particular lands and buildings under Section 28(7) and (7.2) of the *Planning Act* and tax assistance provided under Section 365.1 of the *Municipal Act, 2001* in respect of the land and buildings shall not exceed the eligible cost of the community improvement plan with respect to those lands and buildings. The incentive programs contained in Section 6.0 of this Plan contain safeguards to ensure that this legislative requirement is met.

3.3 Section 365.1, Municipal Act, 2001

Section 365.1(2) and (3) of the *Municipal Act, 2001* allows municipalities to pass a by-law providing tax assistance to an eligible property in the form of a deferral

or cancellation of part or all of the taxes levied on that property for municipal and education purposes during the rehabilitation period and the development period of the property, both as defined in Section 365.1 (1) of the *Municipal Act, 2001*. Section 365.1 of the *Municipal Act, 2001* operates within the framework of Section 28 of the *Planning Act*. A municipality with an approved community improvement plan in place that contains provisions specifying tax assistance will be permitted to provide said tax assistance for municipal purposes. Municipalities may also apply to the Minister of Finance to provide matching education property tax assistance through the Brownfields Financial Tax Incentive Program (BFTIP).

4. Policy Framework

This section sets out the planning policy framework and vision for the Central Area and for the preparation of this plan, including Provincial and Regional policies.

The 2006 Official Plan has been approved by Council and is before the Region of Peel for approval. The 2006 Official Plan conveys the future intent of City planning policy for the Central Area. The CIP is consistent with the policies of the 2006 Official Plan. The CIP is also supportive of the 1993 Official Plan policies and at the time of the writing of this plan provide the “in force” policies that permit the preparation of this plan

4.1 Provincial Policy Statement and Growth Plan

4.1.1 Provincial Policy Statement (PPS)

The CIP is consistent with the 2005 PPS in that it intends to build a strong community within the City of Brampton. The CIP promotes efficient land use and development patterns that support strong, liveable and healthy communities as well as facilitating economic growth. The plan encourages the maintenance and enhancement of the downtown and main streets and promotes opportunities for intensification and redevelopment (Sections 1.7.1 b) and 1.1.3.3. The plan also encourages the conservation of significant heritage resources (Section 2.6.1) and healthy active communities, which in the Central Area could be realized through a number of means such as the addition of bicycle lanes, enhanced pedestrian walkways and connections to trails throughout the City of Brampton’s open space system (Section 1.5.1 a) and b)).

4.1.2 Growth Plan for the Greater Golden Horseshoe

The Growth Plan for the Greater Golden Horseshoe is the first growth plan prepared under Places to Grow Act. The Growth Plan for the Greater Golden Horseshoe envisages increasing intensification of the existing built-up area, with a focus on urban growth centres, intensification corridors, major transit station areas, brownfield sites and greyfields.

To this end, the Brampton Central Area is included within the “Built-up Area” designation and all or portions thereof will be included within the “Urban Growth Centre” designation (the specific boundaries of the “Urban Growth Centre” had not been finally determined at the time of the writing of this CIP).

The Growth Plan identifies the revitalization of Urban Growth Centres as particularly important, not only because they can accommodate additional people and jobs, but because they will increasingly be regional focal points.

By the year 2015 and for each year thereafter, a minimum of 40 per cent of all residential development occurring annually within each upper- or single-tier municipality will be within the built-up area. Furthermore, the Central Area Urban Growth Centre will be planned to achieve, by 2031 or earlier, a minimum gross density target of 200 residents and jobs combined per hectare.

In order to achieve these targets, a significant amount of growth will need to be accommodated in Brampton’s Central Area. The form the growth will need to take is also a key aspect of achieving the Growth Plan objectives, whereby transit-supportive and pedestrian-oriented mixed-use developments are sought. At this stage in the growth of Brampton’s Central Area, land use policies are not sufficient. There is a need to combine financial incentives with the appropriate land use planning framework to achieve the desired urban form. A Community Improvement Plan allows financial incentives to be provided in a targeted manner to realize the land use planning goals.

4.2 Region of Peel Official Plan

The Region of Peel Official plan designates Brampton’s Central Area as a “Regional Urban Node”. Regional Urban Nodes are intended as major locations of compact forms of development consisting of a broad range of uses (including housing, employment cultural and recreational) (Section 5.3.3).

The Region Official Plan directs the City to develop policies in the City Official Plan with respect to the role and character, size, types and density of land uses, streetscapes (including pedestrian safety and security) and compatibility with adjacent land uses), among others (Section 5.3.3.2.4)

4.3 City of Brampton Official Plan (1993)

The City of Brampton Official Plan provides detailed policy guidance with respect to the Central Area in two key areas:

- establishing the importance of the Central Area in developing an identity and development focus for the municipality through a clear statement of planned function; and;
- policies enabling the establishment of Community Improvement Areas

The essence of Brampton’s structure as an urban place is an inter-related pattern of activities and land uses concentrated in terms of variety, scale or

specialization at a number of key nodes and areas, with the City's Central Area providing the major location for commercial, cultural, civic and entertainment activity in the municipality. Section 3.2.1 of the Official Plan identifies a strong and continually revitalizing Central Area as essential to the identity of Brampton as a community. This is important both in conveying a self-image and shared vision for Brampton citizens and in fostering a positive impression among those looking to invest or do business in the City.

As one of the key communities within the Greater Toronto Area (GTA), Brampton requires a strong Central Area in order to most effectively interact with, and to differentiate itself from, other GTA communities and centres of activity. This idea of using a strong and vibrant central area to differentiate Brampton from other communities in the GTA is prominent in the Official Plan.

Through the Official Plan, City Council has established a high level of planning priority for the revitalization of the Central Area and envisions the area as a major location for high order/high density uses and functions. As set out in Section 3.2.1 of the Official Plan, the Central Area is planned to contain:

- the fullest range of commercial uses, including retail, service commercial, business and professional activities
- the major location for entertainment and cultural uses. In this regard, the Central Area shall serve as the major location for movie theatres, art galleries, and live theatre
- governmental, institutional and community facilities and uses
- a major concentration of employment in all of these sectors
- significant amounts of residential uses

Section 3.3 of the Official Plan provides a summary of the goals and objectives of the Official Plan as it relates to key land use and functional components. For the Central Area, the key relevant goals and objectives are to:

- Promote the intensification and improvement of the Central Area and its component areas as a major focus of commercial and community activity of all types for the residents of the City, and as an increasingly important location for regional activities related to other parts of the GTA;
- To maintain a continuing commitment to the preservation, enhancement and development of the Central Area by guiding the locational planning and development of new, expanded and upgraded public and private uses and facilities of all types to appropriate component areas of the Central Area, and by providing the necessary infrastructure, economic development and marketing programs, and implementation tools to support this commitment; and,

- Sustain a high quality physical environment for Brampton, which is consistent with its role as a major urban centre, and to establish overall city design principles to serve as the basis for guiding the development of this high quality physical environment.

Section 5.20 of the Official Plan recognizes the need for continued efforts to revitalize the Central Area and notes that the City has shown a consistent effort and concern for the redevelopment of the Central Area with formal documentation dating back to 1981, and designation of the City core as a Community Improvement Area in 1984.

Furthermore, the development and maintenance of a high quality physical environment through urban design is a key goal of the Official Plan.

Clearly, the Official Plan directs that locational planning be done in the Central Area via traditional land use planning tools, but also using implementation tools such as economic development tools (including incentive and marketing programs). This suggests that the entire Central Area not necessarily be treated exactly the same from a planning perspective.

The specific 1993 Official Plan policies related to the Central Area's role and function, Central Area revitalization and Community Improvement are found in Appendix 1.

4.3.1 Community Improvement Policies

The 1993 Official Plan contains policies under Section 5.13 enabling the establishment of Community Improvement Areas and Plans (See Appendix 1).

The Community Improvement policies specify that the degree of intervention or assistance required to stimulate rehabilitation and redevelopment to establish and maintain the health of an area be taken into consideration when designating a community improvement project area. They also stipulate that Council may provide guidelines for the expenditure of public funds in the form of grants and loans for community improvement activities including clearance, development or redevelopment and that Council may provide guidance for the rehabilitation and redevelopment of existing buildings and structures. Finally, the policies indicate that where Council is satisfied that a Community Improvement Plan has been carried out, it may, by by-law, dissolve the Community Improvement Project Area.

These policies provide direction for both the existing CIP programs and for the preparation of the new CIP for the Central Area. First, the policies suggest that the degree or level of assistance required be considered when designating the community improvement project area. This suggests that the existing Central Area Community Improvement Project Area be reviewed in terms of the degree of intervention or assistance required to stimulate rehabilitation and redevelopment of the Central Area.

Second, this section of the Official Plan is quite clear in that Council may provide guidelines for the provision of grants and loans and that Council may guide rehabilitation and redevelopment. Therefore, guidelines may be developed for the incentive programs contained in the CIP and these guidelines can be used by Council to guide the outcome of rehabilitation and redevelopment projects in the Central Area. These guidelines can focus not only on permitted uses and densities as they had in the previous CIP, but also issues such as urban design, smart growth, or community benefit.

Finally, this section of the Official Plan clearly indicates that Council may dissolve a community improvement project area once it is satisfied that a CIP has been carried out. An extension of this principle would suggest that as Council becomes satisfied that a CIP is reaching its goals, Council may wish to gradually reduce or wind down CIP incentive programs rather than abruptly terminate these programs. This concept can be applied to the Central Area CIP as Council becomes satisfied that the CIP goals and objectives are being met.

4.4 New Brampton Official Plan (2006)

In October of 2006, City Council adopted a new Official Plan for the City of Brampton. This Plan was developed within the framework of the Provincial Growth Plan and its policies related to protection of greenspace, intensification, delineation of urban boundaries, and targeted areas of growth. It continues with the general thrust of the 1993 Official Plan of the primary importance and significant role of the Central Area within the general planning framework for the overall City. The 2006 Official Plan is before the Region of Peel awaiting approval.

4.4.1 Sustainable City Structure

Section 3.2 of the 2006 Official Plan sets out the general City structure based on a principle of sustainability, of which a vibrant Central Area, that functions as the heart of the City is a key component. The Central Area is to contain the major concentration of civic, commercial, retail and employment activities. It is also to be the focus of continued revitalization to allow people to live and work in the same area and to establish a transit-supportive and pedestrian-friendly environment. An active Central Area is to be stimulated through the use of a Community Improvement Program, appropriate land use planning policies in the Secondary Plans, capital investments and utilizing funding programs from senior levels of government.

4.4.2 The Central Area

Policies specific to the Central Area under Section 4.2 of the Official Plan are similar to those within 1993 Official Plan, in respect to their thrust and intent. The potential for this area to be a location for a mix and high intensity of uses is reflected in the Province's designation of this area as an Urban Growth Centre in the Growth Plan. The significant investment in the Acceleride bus rapid transit

system, which runs along the Queen Street corridor, into the downtown and south on Main Street, ties into the urban form and land use policies.

The recognition of this area through the Province's Growth Plan as a location for intensified, mixed use development, infrastructure investment such as the GO expansion and AcceleRide, and the long-standing position of the Central Area in the Official Plan and Secondary Plan documents clearly support directed incentives to encourage revitalization and development in the Central Area.

4.4.3 Community Improvement

Section 4.2.2.7 sets out that a range of tools can be used to stimulate and support the intended growth of the Central Area. These include, planning policies, development standards, and financial assistance programs. The use of such incentives is necessary given:

- The unique role of the Central Area as the business and entertainment centre of Brampton and as an area that benefits all residents and businesses in Brampton;
- The appropriateness of supporting some of the cost of establishing and maintaining a vital Central Area;
- The relative higher costs of development within the Central Area due to factors such as lot size constraints and site rehabilitation requirements;
- Existing facilities such as parks, recreation and cultural facilities, public parking facilities and public transit which constitute significant resources capable of supporting additional development; and
- The City's high standards for public safety in terms of hazard management and emergency preparedness.

The relevant 2006 Official Plan policies related to the Central Area, Central Area revitalization and Community Improvement are found in Appendix 2.

4.5 Central Area Secondary Plans

4.5.1 Overview

Secondary Plans are plans for various districts in the city that provide greater detail than the Official Plan regarding how the objectives, policies and land use designations of the Official Plan are to be implemented in a specific district. These documents also contain more detailed enabling policies and reflect the specific community improvement/redevelopment needs of the Central Area.

The Downtown Brampton Secondary Plan (SP 7) and the Queen Street Corridor Secondary Plan (SP 36) are the Secondary Plans that encompass the “Central Area” as set out in the Official Plan. Selected policies from both Secondary Plans are found in Appendix 3 and 4.

4.5.2 Downtown Brampton Secondary Plan (SP 7)

The Downtown Brampton Secondary Plan was adopted by Council in 1997 and approved by the Region of Peel in 1998. It covers the area from McLaughlin Road to Etobicoke Creek and is approximately 231 ha (572 acres) in size.

The Downtown Brampton Secondary Plan further reinforces the role of Downtown Brampton as a mixed use area that will function as an urban district where:

- a) Housing, shopping community facilities and public spaces are mixed with workplaces; and,
- b) Office, retail and residential uses are supported by public transit and improvements to the local road network.

The goal of the Secondary Plan is to achieve high quality, efficient and orderly urban development while promoting the preservation of residential neighbourhoods surrounding the historic Downtown.

The Downtown Brampton Secondary Plan contains a number of general objectives and criteria that provide additional framework for the CIP. These include:

- Promoting intensification and improvement with the major focus being commercial and community activities for residents and the centre for regional activity within the GTA;
- Fostering a distinctive downtown by creating specialty shopping and office district;
- Intensifying commercial areas and selected residential areas respecting the historic character of Downtown;
- Increasing the resident population to create a market for retail, commercial and service uses;
- Designating an office node;
- Promoting the character of Main and Queen streets as a strong pedestrian and transit environment;
- Identifying, preserving and protecting heritage resources;
- Ensuring the height and massing of new buildings is compatible with adjacent residential and commercial existing areas;
- Protecting the watercourse and valley system;
- Providing greenspace linkages to the open space system and incorporating pedestrian and bicycle trails and linkages;

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- Improving the local road network and enhancing public transit to facilitate development; and,
- Promoting land assembly and discouraging land fragmentation in order to encourage comprehensive redevelopment.

Section 4.0 of the Secondary Plan sets out detailed land use principles. These include:

- A broad range of commercial, residential, institutional and public open space uses;
- Major location for entertainment and cultural uses;
- “Old Town” character (street related business uses in combo with residential apartments above);
- Residential uses in identified areas may be intensified in a sympathetic manner to the “Old Town” character;
- Public open space designations for district;
- Mixed-use commercial/residential along Queen and Main St. N;
- The Central area is mixed-use with commercial, retail, office, residential, hotel, open space, recreational, institutional and entertainment uses (movie theatres, art galleries, live theatre, museums.);
- Office node at Main and Queen Streets;
- The goal of residential development is to preserve stable, low-density neighbourhoods as well as intensification in selected areas.

Section 8.0 sets out policies with respect to urban form designed to help achieve an attractive built and natural environment in Downtown Brampton. The character principles in this section require that all development and redevelopment in the Downtown Secondary Plan Area be consistent with the urban design policies of the Official Plan. This section of the Plan recommends the preparation of District Design Guidelines to guide the design and site-specific requirements for common streetscape elements. Interim Design Guidelines are set out in the Secondary Plan to help guide the design of development.

The Secondary Plan also stresses the management of heritage resources. Proponents of development and redevelopment are encouraged to retain and conserve buildings with architectural and/or historic merit (Section 8.5).

In summary, the Downtown Brampton Secondary Plan is focused on high quality, efficient and orderly urban development that has a high level of urban design while preserving and promoting the character of the historic Downtown and preserving residential neighbourhoods surrounding the historic Downtown.

Section 8.6 identifies the entire Secondary Plan as a Community Improvement Project Area and therefore establishes the geographic basis for this Community Improvement Plan.

Section 8.6.1 seeks to attract private investment of retail, service commercial and employment uses to the Central Area and use a Community Improvement Plan as a tool to improve the competitive position of the Central Area relative to greenfield sites. The plan would also support the maintenance and rehabilitation of existing buildings, consistent with the urban form policies of the Secondary Plan.

The policies allow a CIP to be dissolved if Council is satisfied that the plan has been carried out.

4.5.3 Queen Street Corridor Secondary Plan (SP 36)

The Queen Street Corridor Secondary Plan was adopted by Council in 1997 and approved by the Region of Peel in 1998. It covers the area shown in Appendix 5 from Etobicoke Creek to Bramalea Road, which is approximately 330 ha (815 acres) in size. Selected excerpts from the policies of the Secondary Plan are found in Appendix 4.

The Queen Street Corridor Secondary Plan envisions the Queen Street Corridor as an urban district where (Section 4.0):

- a) The lands southwest of Queen Street and Highway 410 extending southward to Clark Boulevard and westward to Rutherford Road are designated Primary Office Node to reflect their potential to become one of Brampton's most important regional office locations;
- b) The lands east of Dixie Road function as a prominent civic and regional retail area, with major community facilities, higher density retail and residential uses linked to a regional transportation system;
- c) The remainder of Queen Street accommodates mixed residential, retail, and office uses and provides continuity and connections between more prominent portions of the overall Central Area, including the abutting Downtown Brampton Secondary Plan.

The Secondary Plan promotes the character of Queen Street as a strong pedestrian and transit environment and envisions a transformation of this corridor from an area typified by low intensity, highway commercial, and other auto-related or dependent types of development to an urban mixed-use boulevard with a high level of pedestrian-related amenities and design and integration of higher order transit. The corridor would also act as an entrance into the historical downtown.

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The Secondary Plan also recognizes the continuation and expansion of existing industrial operations within the Secondary Plan Area and on lands adjacent to the area by restricting the introduction of uses that would be incompatible with such existing industrial operations.

The Queen Street Corridor Secondary Plan contains a number of general objectives and criteria that are relevant to the preparation of a new CIP. These include (See Section 4.0 of the Secondary Plan):

- Promoting intensification and improvement of the Central and its component areas as a major focus for commercial and community activity, and as an important location for regional activity related to other parts of the GTA;
- Creating a Regional office node area;
- Reinforcing and expanding the role of Bramalea Centre;
- Creating regional public assembly and civic facilities;
- Recognizing and protecting the continuation and appropriate expansion of industrial operations;
- Creating a strong pedestrian and transit environment along Queen Street;
- Identifying, preserving and protecting heritage resources;
- Protecting the watercourse and valley system;
- Providing greenspace linkages to the open space system, incorporating pedestrian and bicycle trails and linkages;
- Improving the local road network and enhance public transit to facilitate development; and,
- Providing greenspace linkages to the open space system and incorporating pedestrian and bicycle trails and linkages;
- Improving the local road network and enhancing public transit to facilitate development; and,
- Promoting land assembly and discouraging land fragmentation in order to encourage comprehensive redevelopment.

The Secondary Plan contains a section on detailed land use principles (Section 5.0) which establishes:

- Commercial designations including two District Commercial Centres and a Regional Commercial Centre offering goods for local residents and regional consumers;
- The District Commercial Centre at Highway 410 and Queen Street to eventually redevelop for higher order uses, namely significant concentrations of office development and regional commercial uses.
- A strategy for low density office development within the Industrial designation;
- Low to high density residential designations to recognize existing residential uses.

The Secondary Plan contains a section on urban form designed to help achieve an attractive built and natural environment in the Queen Street Corridor (Section 8.0) The character principles in this section require that all development and redevelopment in the Queen Street Corridor Area be consistent with the urban design policies of the Official Plan.

To the west of Highway 410, the City shall promote development that reinforces vertical landmark definition of built form in the primary office node, transition from highway commercial to urban storefront, mixed use projects, pedestrian and transit accessibility, streetscape improvements and improved signage standards.

To the east of Highway 410, the City shall promote development that reinforces mixed low and high-rise building forms with dominant residential and retail commercial landmarks, extensive open space networks and expansive streetscapes with ceremonial sections to enhance civic functions.

The Secondary Plan recommends the preparation of District Design Guidelines to recognize distinct character and recommend policies that respond to existing conditions with appropriate reinforcement and adjustment as necessary. Interim Design Guidelines are set out in the Secondary Plan to help guide the design of development (see Appendix 4). The Secondary Plan also stresses streetscape improvements and the management of heritage resources.

4.5.3.1 Community Improvement Project Area

Section 8.6 identifies the entire Secondary Plan as a Community Improvement Project Area and therefore establishes the geographic basis for this Community Improvement Plan.

Section 8.6.1 seeks to attract private investment of retail, service commercial and employment uses to the Central Area and use a Community Improvement Plan as a tool to improve the competitive position of the Central Area relative to greenfield sites. The plan would also support the maintenance and rehabilitation of existing buildings, consistent with the urban form policies of the Secondary Plan.

The policies allow a CIP to be dissolved if Council is satisfied that the plan has been carried out.

The Schedule from the Secondary Plan showing the Community Improvement Area is found in Appendix 5.

4.6 Central Area Vision Report

The Central Area Vision Report was approved by the Planning, Design and Development Committee in September of 2005. The report contains a vision for the overall Central Area. The Vision divides the Central Area into three precincts:

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- i) Downtown Precinct between McLaughlin Road and Kennedy Road;
- ii) Queen Street Corridor between Kennedy Road and Bramalea Road; and,
- iii) Bramalea City Centre.

Within these areas, the report identifies distinct roles and character. The vision for the Historic Downtown, roughly corresponding to the Downtown Secondary Plan Area, is a pedestrian oriented area that houses the most important civic, cultural institutions, entertainment uses and public spaces, supported by residential, commercial and employment functions. The vision for the Queen Street Corridor from west of Kennedy Road to Highway 410 is an area that will undergo a transition from a car-oriented strip commercial area to a more transit oriented, pedestrian friendly mixed use corridor with street related commercial and concentration at key nodes. Finally, the Bramalea City Centre area from Highway 410 to Bramalea Road is envisioned as a transit-oriented large regional scale commercial centre with retail, service and civic functions.

The Central Area Vision Report suggests that the historic Downtown and the Bramalea City Centre will anchor a transition area between the two. The division of the Central Area into these three precincts implies that different levels and even types of incentive programs will be required to accomplish the goals and objectives for each area in order to achieve the vision for each area.

The detailed vision for the downtown builds on a well-established area with a strong character and focuses on quality of development and not quantity (scale, height, mass). The vision for the Downtown supports the following goals:

- Support the role of the Downtown as a destination;
- Make Downtown a creative centre and a liveable space;
- Make Downtown a transit oriented, pedestrian friendly area;
- Integrate built, natural and heritage elements;
- Street oriented built form with strong urban character and high level of design;
- New development will be compatible with traditional forms;
- Appropriate building heights;
- Denser forms at key locations; and,
- Quality streetscapes, gateways and signage
- Preservation/enhancement of important heritage attributes

The Vision Report also identifies eleven (11) special character areas in the Downtown, each with its own type, form and density of redevelopment.

Ongoing policy work for the remainder of the Queen Street Corridor and the Bramalea City Centre precinct will establish more detailed built form policies for those areas. However, general guidance for the Queen Street corridor (Etobicoke Creek to Dixie Road) can be found in the general Secondary Plan

policies. This area is to transition to a major rapid transit corridor, with pedestrian friendly streetscape and supportive mixed-use development.

4.6 Previous Community Improvement Projects

The 2007 CIP is the third such Plan for the Central Area. Two other Community Improvement Plans have been adopted, one in 1988, the other in 2000. This section provides a brief description of these plans.

4.6.1: The 1988 Community Improvement Plan

The first plan was adopted by Council in June of 1988 and pertained to the historical downtown portion of the Central Area. This plan was focussed entirely on the construction of major infrastructure and capital projects to:

- provide the hard services necessary to support the levels of growth prescribed for Downtown Brampton in the Official Plan and applicable secondary plan; and,
- create new facilities and upgrade the overall level of amenity and streetscape character of the area to establish a new identity for the core area.

The major components of the 1988 Community Improvement Program include the construction of the new City Hall in the downtown, the transit terminal expansion, parking garage construction, roadway improvements and streetscape reconstruction:

In 1997, work on a new Community Improvement Plan was initiated. This encompassed both the Downtown Secondary Plan and the Queen Street Corridor Secondary Plan. The “Community Improvement Plan for the Central Area”, as it was called, was approved by the Minister of Municipal Affairs and Housing in July of 2000. It will be referred herein as the 2000 CIP.

4.6.2 The 2000 CIP

The 2000 CIP was rolled out with three programs with the aim of stimulating downtown development and rehabilitating historical buildings. Residential, office and mixed-use developments were to be supported through this CIP. The three programs were:

- 1) Exemptions from Planning Application Fees
- 2) Façade Improvements
- 3) Financial Incentives for New Developments (Development Charge Incentive Grant)

4.6.2.1 Programs

Exemptions from Planning Application Fees

This program allowed for a refund of application fees for development applications that conform to the Secondary Plan. This program expired in July of 2002, and was never renewed. Take-up in this program was limited as there were few applications in the Central Area at the time.

Façade Improvements

This program provided a loan for façade improvements for buildings within the Brampton Downtown Business Association area. Assistance was in the form of an interest-free loan of 50% of the cost of the façade improvement, up to a maximum of \$10,000 to be repaid over ten years. The City offered design services as part of the program. The building permit fees for the façade improvement were also exempted. The program expired on April 23, 2006. Only two properties officially took part in this program. However, the design services of the City were used by a number of other landowners that renovated their facades but did not participate in the program.

The older loan program was used only twice in the period 2000-2006 when in effect. The City of Brampton Planning, Design and Development Department (Urban Design Section) has been providing urban/architectural design advice and guidelines to facilitate façade improvement in Downtown Brampton. This has resulted in a number of completed façade improvements, which are of high quality and conform to a set of consistent design guidelines. In order to build upon the recent success of this municipal initiative, the City's Community Improvement Plan is proposing to continue and expand the program.

Financial Incentives for New Developments (Development Charges Grant)

The intent of the Financial Incentives for New Development program was to help "kick-start" and promote the redevelopment of the Central Area to more intensive forms of development including office, entertainment, high density residential and mixed use retail / commercial / office and hotel uses, in accordance with the Central Area Secondary Plans. Under this program, the City paid 100% of the development charge normally payable by the owner of a development project taking place in the Community Improvement Project Area. This encouraged builders to develop mixed-use, multiple housing projects, multi-storey office and commercial developments within the Central Area.

Some of the detailed aspects of the program were revised on a number of occasions. There was an initial cap on the number of residential units of 950, which was raised to 1,050 and then later to 1,150. The program had an expiry date, which was extended several times. In the fall of 2006, the 2000 CIP was amended, removing the reference to a unit cap and to a program deadline. Budget allocation for a commitment to units remained at 1,150 dwelling units.

There was also opportunity for commercial developments (or components of mixed-use developments) to participate in the program. No applications were received for exemption from the DC charge for commercial developments or commercial components of mixed-use developments.

Nine projects qualified for a commitment of dwelling units within the current 1,150 residential unit limit of the program. Of these, 647 units have had permits issued, built or were under construction as of September 2007. Partial permits have been issued for the John Street development (200 units), leaving the Alterra (The Renaissance) project as the only development for which permits have not been issued (303 units). The 1,150 units represent \$8.45 million in City Development Charges and a \$1,143,749 forecast annual tax based effort will be required (2008) with all permits issued (based on the existing 6-year repayment term).

While there is no expressed unit cap or expiry date, no further budget allocation has been approved under the 2000 CIP. No additional budget has been allocated to the program beyond the commitment to the 1150 units.

On June 12, 2006 a recommendation report regarding updating the Development Charges program was approved by Council. An outcome of this report was to initiate a new CIP.

5.0 Vision, Goals and Objectives of the CIP

The Central Area Community Improvement Plan (2007) builds upon the land use planning and community improvement policies set out in the Official Plan and the Downtown Brampton and Queen Street Corridor Secondary Plans.

5.1 Vision

The City of Brampton recognizes that a strong and continually revitalizing Central Area is essential to the health, vitality and identity of Brampton as a community. Based on this guiding principle and the policies and direction contained in the Official Plan, the Downtown Brampton and Queen Street Corridor Secondary Plans, and especially the Central Area Vision Report, a Vision for the Central Area was developed. This Vision is outlined below. The above noted policy documents were then utilized to translate the Vision into Goals and Objectives for the Central Area CIP.

Central Area

The Central Area is:

- the major focus of commercial and community activity of all types in Brampton;
- the business, entertainment and cultural core of Brampton;

- a high quality physical environment developed and maintained through urban design;
- an area with a strong identity and character;
- an area that retains, conserves and improves buildings with architectural and/or historic merit
- an increasingly important location for regional activities related to other parts of the GTA; and,
- different than the central areas in other communities in the GTA;

Downtown

The Downtown:

- is the heart and creative centre of the City;
- is a place where people are attracted to live, work, and visit;
- is a pedestrian oriented area that houses the most important civic, cultural institutions, entertainment uses and public spaces, supported by residential, commercial and employment functions;
- has a strong character and focuses on quality of development and not quantity (scale, height, mass);
- is a high quality built environment that is both efficient and orderly while promoting the preservation of residential neighbourhoods surrounding the historic Downtown;
- has an “Old Town” character (street related business uses in combination with residential apartments above);
- preserves
- also contains more intensive forms of development including office, entertainment, medium and medium-high density residential and mixed use retail/commercial/ office and hotel uses;
- mixes a broad range of commercial, retail, office, residential, hotel, open space, recreational, institutional and entertainment uses (movie theatres, art galleries, live theatre, museums.); and,
- supports office, retail and residential uses with public transit and improvements to the local road network.

Queen Street Corridor

The Queen Street Corridor:

- is an area that will undergo a transition from a car-oriented strip commercial area to a more transit oriented, pedestrian friendly mixed use corridor with street related commercial and concentration at key nodes;
- is a strong pedestrian and transit environment;
- to the west of Highway 410, promotes development that reinforces vertical landmark definition of built form in the primary office node, transition from

highway commercial to urban storefront, mixed use projects, pedestrian and transit accessibility, streetscape improvements and improved signage standards;

- to the east of Highway 410, promotes development that reinforces mixed low and highrise building forms with dominant residential and retail commercial landmarks, extensive open space networks and expansive streetscapes with ceremonial sections to enhance civic functions;
- includes two District Commercial Centres and a Regional Commercial Centre on Queen Street offering goods for local residents and regional consumers;
- includes a District Commercial Centre at Highway 410 and Queen Street that has redeveloped for higher order uses, namely significant concentrations of office development and regional commercial uses.

5.2 Goals of the Central Area CIP

The goals of this CIP are consistent with and reflect the goals of the Central Area Vision Report, the Downtown Brampton and Queen Street Corridor Secondary Plans, and the City's Official Plan. These goals are also consistent with Provincial growth policies. The goals of the CIP for the Central Area are as follows:

- a) Improve the physical and visual quality of development, including urban design;
- b) Increase the levels of residential infill and intensification while preserving stable residential neighbourhoods;
- c) Upgrade physical services, social, recreational and cultural facilities;
- d) Improve the local road network and enhance public transit;
- e) Increase the resident population in the Central Area to create a market for retail, commercial and service uses; and,
- f) Improve the role of the Central Area and Downtown in particular as a destination.
- g) Achieve a built form that supports the Central Area vision and land use policies and supports municipal, provincial and federal investment in the AcceleRide Bus Rapid Transit system.

5.3 Objectives of the Central Area CIP

The objectives of the CIP are based on the above-noted goals and are drawn primarily from objectives in the Central Area Vision Report, Secondary Plans and the previous CIP. The following are the objectives of the CIP and the specific programs contained within the CIP reflect these objectives.

5.3.1 General

- a) Promote the long-term stability and viability of the Central Area;
- b) Stimulate private sector property maintenance, rehabilitation, reinvestment and development activity;
- c) Encourage the co-ordination of municipal expenditures and planning and development activity;
- d) Fully utilize existing infrastructure in the Central Area;
- e) Provide streetscaping, pedestrian amenities, servicing and building rehabilitation and improvements to enhance the area from a public perspective which will encourage complementary revitalization or redevelopment through private investment on private lands and buildings;
- f) Enhance the visual quality of the area through the recognition, preservation and enhancement of heritage buildings;
- g) Integrate built, natural and heritage elements;
- h) Protect the watercourse and valley system;
- i) Provide greenspace linkages to the open space system, incorporating pedestrian and bicycle trails and linkages;
- j) Promote land assembly and discourage land fragmentation in order to encourage comprehensive redevelopment;
- k) Maintain Main and Queen Streets as a strong pedestrian and transit environments;
- l) Encourage the provision of unique or specialized attractions and public facilities;
- m) Encourage the location of community events, civic and arts and entertainment uses within the downtown area and Queen Street corridor;

5.3.2 Downtown

In addition to the above general objectives for the Central Area, the following are specific objectives for the Downtown:

- a) Promote the role of Downtown as a destination;
- b) Promote street oriented built form with a strong urban character and high level of urban design;
- c) Promote development that is compatible with traditional forms;
- d) Promote appropriate building heights;
- e) Promote denser forms of development at key locations;
- f) Promote quality streetscapes, gateways and signage;
- g) Promoting intensification and improvement with the major focus being commercial and community activities for residents and the centre for regional activity within the GTA;
- h) Foster a distinctive downtown by creating specialty shopping and office district;

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- i) Intensifying commercial areas and selected residential areas respecting the historic character of Downtown;
- j) Promote the character of Main and Queen streets as a strong pedestrian and transit environments;
- k) Ensure the height and massing of new buildings is compatible with adjacent residential and commercial existing areas;
- l) To establish programs that encourage office/commercial employment opportunities, including the location of a major hotel/conference centre in the downtown area.
- m) To encourage the preservation and rehabilitation of the existing, historical residential housing stock and accommodate appropriate infill in designated locations within downtown Brampton
- n) To encourage the transformation of Main Street North into pedestrian-oriented commercial/residential precinct that retains or preserves the existing historical character

5.3.3 Queen Street Corridor

In addition to the above general objectives for the Central Area, the following are specific objectives for the Queen Street Corridor:

- a) Promote the Queen Street Corridor as a Primary Office node with potential to become one of Brampton's most important regional office locations;
- b) Promote the Queen Street Corridor as a civic and regional retail area, with major community facilities, higher density retail and residential uses;
- c) Create a regional office node;
- d) Reinforce and expand the role of Bramalea City Centre;
- e) Create a strong pedestrian and transit environment along Queen Street;
- f) Create regional public assembly facilities;

5.3.4 Program Design Objectives

- a) To establish incentives programs that support the development/redevelopment of targeted areas of the Central Area for mixed-use, pedestrian-oriented and transit-supportive, high-quality, innovative developments that fit appropriately into their surrounding context and with the general Vision for the area as set out in City planning documents;
- b) To balance the developer's needs with the City's financial capacity and planning interests so as to focus on the designated redevelopment areas in Downtown and along the Queen Street corridor;
- c) To establish programs that respond to the City's Vision and goals, and have a clear process relating incentives to performance vis-à-vis quality of development and a system of monitoring success and feedback; and,

- d) To formulate programs that encourage the construction and completion of actual development projects while strongly discouraging speculative proposals.

6.0 Incentive Programs

The intent of the Central Area Community Improvement Plan is to encourage and facilitate appropriate rehabilitation projects in the Community Improvement Project Area that will meet the City's goals and objectives for the Central Area. The Central Area CIP allows for the City to offer financial assistance to encourage and support the (re)development of lands in the area, and supplements the City's ability to take a leading role as a direct participant in Central Area improvement initiatives.

Based on the legal and policy framework described in Sections 1-5, the Brampton Central Area Community Improvement Plan (CIP) is established as follows:

6.1 Approach

Following the Council recommendation of June 7, 2006, staff with the support of RCI Consulting, a consultant specialized in the preparation and implementation of community improvement plans, performed a:

- Review of the legislative authority for a CIP;
- Review of relevant City, Regional and Provincial policies;
- Research of incentive tools used by other municipalities in the Province to promote downtown redevelopment;
- Information Workshop with stakeholders;
- Development of a proposed CIP Incentives Toolbox and non-CIP incentives;
- Presentation of the proposed incentive tools to stakeholders for review and comment;
- Finalization of the Incentive Tools and the CIP;
- Adoption and approval of the CIP at a formal public meeting under the Planning Act.

The CIP takes a "toolbox" approach and includes a number of incentive programs that can be used by Council to achieve the City Vision, goals and objectives for the Central Area. Once the CIP is adopted, the incentive programs in the toolbox can be activated based on Council approval of detailed Implementation Guidelines for each of the programs and an allocation of funding for each program (as applicable) through the budget approval process. The individual programs contained in this CIP can be activated or deactivated as noted above without amendment to this Plan. The addition of any new programs to this Plan, or an expansion of the Community

Improvement Project Area will require a formal amendment to this Plan in accordance with Section 28 of the *Planning Act*.

6.2 General Requirements

6.2.1 General Criteria for Eligibility

The general eligibility criteria for participation in CIP programs are as follows:

- a) Application for any of the incentive programs contained in this Plan can be made only for properties within the Central Area Community Improvement Project Area outlined on Schedule '1' to this Plan;
- b) If the applicant is not the owner of the property, the applicant must provide written consent from the owner of the property to make the application;
- c) An application for any financial incentive program contained in this CIP must be submitted to the City prior to the commencement of any works to which the financial incentive program will apply and prior to application for building permit, unless otherwise expressly indicated in the Implementation Guidelines for the program. An application for any financial incentive program contained in this CIP must include plans, estimates, contracts, reports and other details as required by the City to satisfy the City with respect to costs of the project and conformity of the project with the CIP;
- d) Review and evaluation of an application and supporting materials against program eligibility requirements will be done by City staff, who will then make a recommendation to City Council or Council's designate. Applications for all incentive programs are subject to approval by City Council or Council's designate, as otherwise indicated in the implementation guidelines for the program;
- e) The provision of assistance under any Program as described in Section 6.3 shall generally be administered on a first come, first served basis, to the limit of available funding in any given year;
- f) Each Program contained in the CIP is considered active if detailed Implementation Guidelines and a budget allocation (as applicable) is approved by Council;
- g) In addition to the general requirements contained in this CIP, each Program has specific requirements that must be met as established in the Implementation Guidelines;
- h) The subject property making application for any of the incentive programs contained in this CIP (except for the Feasibility Study Grant Program) shall

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not be in a position of tax arrears at the time of program application and throughout the entire length of the grant/loan commitment;

- i) As a condition of application approval, the applicant for the incentive programs contained in this CIP may be required to enter into an agreement with the City. This Agreement will specify the terms, conditions, duration and default provisions of the incentive to be provided. This Agreement, where required, will also be subject to approval by City Council or Council's designate;
- j) Where other sources of government and/or non-profit organization funding (Federal, Provincial, Municipal, CMHC, Federation of Canadian Municipalities, etc) that can be applied against the eligible costs are anticipated or have been secured, these must be declared as part of the Application. Accordingly, the amount of the incentive provided by the City may be reduced on a pro-rated basis;
- k) The City reserves the right to audit the cost of any and all works that have been approved under any of the financial incentive programs, at the expense of the applicant;
- l) The City is not responsible for any costs incurred by an applicant in relation to any of the programs contained in this Plan, including without limitation, costs incurred in anticipation of a grant and/or loan;
- m) If the applicant is in default of any of the general or program specific requirements, or any other requirements of the City, the City may delay, reduce or cancel the approved grant and/or loan, and require repayment of the approved grant and/or loan;
- n) The City may discontinue any of the programs contained in this CIP at any time, but applicants with approved grants and/or loans will still receive said grant and/or loan, subject to meeting the general and program specific requirements, and applicants with approved loans will still be required to repay their loans in full;
- o) All proposed works approved under the financial incentive programs and associated improvements to buildings and/or land shall conform to all municipal by-laws, policies, procedures, standards and guidelines;
- p) All works completed must comply with the description of the works as provided in the application form and contained in the program agreement, with any amendments as approved by the City;

- q) Existing and proposed land uses must be in conformity with applicable Official Plan(s), Zoning By-law and other planning requirements and approvals at both the local and regional level;
- r) All improvements made to buildings and/or land shall be made pursuant to a Building Permit, and/or other required permits, and constructed in accordance with the Ontario Building Code and all applicable zoning requirements and planning approvals;
- s) When required by the City, outstanding work orders, and/or orders or requests to comply, and/or other charges from the City must be satisfactorily addressed prior to grant and/or loan approval/payment;
- t) City staff, officials, and/or agents of the City may inspect any property that is the subject of an application for any of the financial incentive programs offered by the City; and
- u) Provided all eligibility criteria and conditions are met for any particular program, the incentive programs contained in this CIP can be used individually or together by an applicant, i.e., an applicant may apply for and receive the incentive specified in one or more of the programs contained in this CIP. However, the total of all grants and loans provided in respect of the particular lands and buildings of an applicant under the programs contained in this CIP shall not exceed the eligible cost of the community improvement plan with respect to those lands and buildings.

6.3 The Incentive Programs Toolbox

The following incentives are identified as those programs that may be activated as part of this CIP, through approval of Implementation Guidelines and an allocation of funding for each program (as applicable) through the budget approval process:

- 6.3.1 Development Charge Incentive Program
- 6.3.2 Facade Improvement Program;
- 6.3.3 Feasibility Study Grant Program
- 6.3.4 Development (Planning and Building) Application Fee Equivalent Grant Program
- 6.3.5 Brownfields Tax Assistance Program
- 6.3.6 Tax Increment Based Grant Program
- 6.3.7 Building Improvement Loan/Grant Program
- 6.3.8 Direct Investment/Development Partnerships

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A number of separate incentive sub-programs with distinct Implementation Guidelines may be established under each overall program in the toolbox.

6.3.1 Development Charges Incentive Program

1. Intent

A major cost associated with new development is the payment of applicable development charges. City, Regional, Educational and Hydro development charges are normally payable at the time of building permit issuance. Frequently, developers cite the development charge as being a significant factor contributing to the poor feasibility of developing in a Central Area location relative to greenfield sites where the costs of development can be less, and returns on investment are potentially lower.

The objective of this Development Charge Incentive Program is to promote development which changes the character of the:

Downtown Brampton portion of the Central Area from its current low intensity, service commercial orientation, to more intensive forms of development including office, entertainment, medium and medium-high density residential and mixed use retail/commercial/office and hotel uses;

Queen Street portion of the Central Area from its current suburban highway and service commercial function to a more intensive form of development including office; entertainment; high density residential and mixed use retail/commercial/office and hotel uses.

2. Description

The City makes a financial contribution towards the City's portion of development charge (or part of) on behalf of the eligible developments in the subject area within the conditions outlined in the subsequent Sections using an accounting method for completed projects within the Central Area.

- 2.1 Assistance will be provided in the form of a grant;
- 2.2 Assistance will be provided only to the registered owners or assessed owners of land; and,
- 2.3 This program will commence on the day following the date of a Council resolution to approved the Implementation Guidelines and expiration of appeal period and continue until changes or termination is decided by Council.

3. Eligibility

New development projects, expansions, additions or conversions to existing buildings within the Community Improvement Project Area are eligible for the

program, subject to meeting the detailed requirements included in the Implementation Guidelines attached to this CIP.

4. Funding

Funding and financial mechanism will be established within the entire Plan envelope on the basis of the Implementation Guidelines through the budget process, subject to Council approval.

5. Implementation

The program will be implemented through the approval of Council of detailed Implementation Guidelines and budget allocation. The guidelines will describe details such as eligibility, evaluation, application process, limitations as well as funding limitations and other financial conditions.

6.3.2 Façade Improvement Program

1. Intent

The Program aims to improve upon the appearance of numerous commercial properties throughout selected areas of the Downtown Brampton Secondary Plan. It is understood that smaller scale commercial activities contribute greatly to the economic vitality and health of the commercial sector within Downtown Brampton. This Program seeks to build upon these successes, resulting in long lasting physical improvements to the assets of commercial property owners/authorized tenants, and to bring about aesthetic improvements to the commercial area.

2. Description

Provides financial assistance in the form of a loan or grant or a combination of both to partially offset façade maintenance, restoration and improvement costs related to non-residential and mixed-use buildings in the Downtown Brampton Secondary Plan and as further described in the Implementation Guidelines.

3. Eligibility

All non-residential and mixed-use buildings in identified areas of the Downtown Brampton Downtown Secondary Plan are eligible, subject to meeting detailed requirements in the Implementation Guidelines.

4. Funding

Funding and financial mechanism will be established within the entire Plan envelope on the basis of the Implementation Guidelines through the budget process, subject to Council approval.

5. Implementation

The program will be implemented through the approval of Council of detailed Implementation Guidelines and budget allocation. The guidelines will describe

details such as eligibility, evaluation, application process, limitations as well as funding limitations and other financial conditions.

6.3.3. Feasibility Study Grant Program

1. Intent

The purpose of this grant program is to assist applicants with determining the feasibility of a proposed development or rehabilitation project by assisting with the costs of a proper study prior to continuing with the proposal.

2. Description

Grant from the municipality to pay for such matters as: concept plans, feasibility studies, structural analysis, urban design studies, among others. This Program could also include costs for a Phase II ESA, Remedial Action Plan or Risk Assessment. Eligible items will be established in the Implementation Guidelines.

3. Eligibility

All existing buildings and vacant properties in specified locations in the Downtown Brampton Secondary Plan Area are eligible, subject to meeting detailed requirements in the Implementation Guidelines.

4. Funding

Funding and financial mechanism will be established within the entire Plan envelope on the basis of the Implementation Guidelines through the budget process, subject to Council approval.

5. Implementation

The program will be implemented through the approval of Council of detailed Implementation Guidelines and budget allocation. The guidelines will describe details such as eligibility, evaluation, application process, limitations as well as funding limitations and other financial conditions.

6.3.4 Development (Planning and Building) Application Fee Equivalent Grant Program

1. Intent

Similar to the Development Charge Incentive program, the Development Application Fees program aims to eliminate up-front costs of development by providing a grant equivalent to part or all of the fees paid for planning applications as well as building permits, and other types of application fees. This program could be applied with certain limitations with impact particularly on smaller type of developments such as conversions and additions.

2. Description

This program includes fees for planning applications, building permit fees, sign permit fees, and other fees as determined in the Implementation Guidelines. This

program will be implemented through a grant equivalent to the applicable fees paid upon project completion.

3. Eligibility

All building projects in the Community Improvement Project Area are eligible, subject to meeting detailed requirements in the Implementation Guidelines.

4. Funding

Funding and financial mechanism will be established within the entire Plan envelope on the basis of the Implementation Guidelines through the budget process, subject to Council approval.

5. Implementation

The program will be implemented through the approval of Council of detailed Implementation Guidelines and budget allocation. The guidelines will describe details such as eligibility, evaluation, application process, limitations as well as funding limitations and other financial conditions.

6.3.5 Brownfields Tax Assistance Program

1. Intent

The purpose of this program is to encourage the remediation and rehabilitation of brownfield sites by providing a cancellation of the property tax increase on a property that is undergoing or has undergone remediation and development. This program applies only to properties requiring environmental remediation and/or risk assessment/management.

2. Description

The legislative authority for the Property Tax Assistance Program is established under Section 365.1 (2) of the *Municipal Act, 2001* which allows municipalities to pass a by-law providing tax assistance to an eligible property in the form of cancellation of all or a portion of the taxes levied on that property for municipal and education purposes during the “rehabilitation period” (maximum 18 months from the date that tax assistance begins) and the “development period” of the property, as defined in Section 365.1 of the *Municipal Act, 2001*. Matching education property tax assistance for eligible properties under the provincial Brownfields Financial Tax Incentive Program (BFTIP), or through any other replacement programs administered by the Province, is subject to approval by the Province on a case-by-case basis.

The City may continue to offer municipal property tax assistance beyond the period for which the Province agrees to offer education property tax assistance. As part of the tax assistance provided to the applicant, the City of Brampton may also seek participation from the Regional Municipality of Peel in order to provide for a cancellation or deferral of the municipal (City and Region) taxes. The matching Regional portion of the property taxes to be cancelled or deferred is

subject to approval by Region of Peel Council. The tax assistance provided by the Region may be delivered differently than the tax assistance provided by the City and may be subject to additional conditions. Matching education property tax assistance through the Brownfields Financial Tax Incentive Program (BFTIP), or through any other replacement programs administered by the Province is subject to approval by the Province, may be provided on a different schedule from the tax assistance provided by the City and the Region, and may be subject to additional conditions.

The property will be subject to passing of a by-law by the City that authorizes the provision of the tax assistance. This by-law will contain conditions required by the City as well as conditions required by the Region and the Province. In order for the by-law to apply to Regional taxes, before it is passed by the City, the City must supply a copy of the proposed by-law to Regional Council. Regional Council must by resolution agree that the by-law will also provide for a matching equivalent cancellation or deferral of Regional property taxes. In order for the by-law to apply to education property taxes, before it is passed by the City, the by-law must be approved in writing by the Province.

3. Eligibility

Eligible developments will be limited to an area as set out in the Implementation Guidelines that is within the Community Improvement Project Area, subject to meeting detailed requirements in the Implementation Guidelines.

Applicants will have to demonstrate that a Phase II Environmental Site Assessment (ESA), has been undertaken for the subject lands, and that as of the date the Phase II ESA was completed, did not meet the required standards under subparagraph 4i of Section 168.4(1) of the *Environmental Protection Act* to permit a Record of Site Condition (RSC) to be filed in the Environmental Site Registry. This property is also subject to meeting detailed and additional requirements in the Implementation Guidelines.

“Eligible costs” for the Property Tax Assistance Program are the costs of any action taken to reduce the concentration of contaminants on, in or under the property to permit a record of site condition (RSC) to be filed in the Environmental Site Registry under Section 168.4 of the *Environmental Protection Act*. In no case will the total amount of tax assistance provided under the Property Tax Assistance Program exceed the total of these eligible costs.

4. Funding

Funding and financial mechanism will be established within the entire Plan envelope on the basis of the Implementation Guidelines through the budget process, subject to Council approval.

5. Implementation

The program will be implemented through the approval of Council of detailed Implementation Guidelines and budget allocation. The guidelines will describe details such as eligibility, evaluation, application process, limitations as well as funding limitations and other financial conditions.

6.3.6 Tax Increment Based Grant Program

1. Intent

The purpose of this program is to promote the long-term redevelopment and rehabilitation of properties by removing the financial disincentive of increased property taxes associated with this type of redevelopment.

2. Description

This incentive uses the property tax increase (tax increment) generated by a redevelopment project to pay a grant equivalent to part or all of the property tax increase generated by the project.

3. Eligibility

Eligible developments will be limited to an area as set out in the Implementation Guidelines that is within the Community Improvement Project Area, subject to meeting detailed requirements in the Implementation Guidelines. The total amount of the grant is limited to the eligible costs in conformity with this Plan.

4. Funding

Funding and financial mechanism will be established within the entire Plan envelope on the basis of the Implementation Guidelines through the budget process, subject to Council approval.

5. Implementation

The program will be implemented through the approval of Council of detailed Implementation Guidelines and budget allocation. The guidelines will describe details such as eligibility, evaluation, application process, limitations as well as funding limitations and other financial conditions.

This program is considered as an alternative to the Development Charge Grant Program to be implemented in conjunction with its revision or termination.

6.3.7 Building Improvement Loan/Grant Program

1. Intent

The purpose of this program is to promote the maintenance of interior and exterior improvement of commercial, and mixed-use buildings and properties. This includes improvements necessary to meet Building Code requirements and address health and safety issues.

2. Description

Could be offered as no-interest or low interest loan that covers 50% of eligible costs (matching) to a maximum loan amount.

3. Eligibility

All commercial and mixed-use projects within an area as set out in the Implementation Guidelines that is within the Community Improvement Project Area are eligible, subject to meeting detailed requirements in the Implementation Guidelines.

4. Funding

Funding and financial mechanism will be established within the entire Plan envelope on the basis of the Implementation Guidelines through the budget process, subject to Council approval.

5. Implementation

The program will be implemented through the approval of Council of detailed Implementation Guidelines and budget allocation. The guidelines will describe details such as eligibility, evaluation, application process, limitations as well as funding limitations and other financial conditions.

6.3.8 Direct Investment/Development Partnerships

1. Intent

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The purpose of this program is for the City of Brampton to take a leadership role in the ongoing revitalization and redevelopment of the Central Area.

2. Description

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The City of Brampton participates in the ongoing revitalization and redevelopment of the Central Area as an active partner. This includes, but is not limited to, such activities as:

- ◆ construction of civic uses as catalysts to private sector investment
- ◆ direct municipal purchase/acquisition of key properties
- ◆ development of key properties by municipality or RFPs for private development of key municipal properties – allows municipality to control type and quality of development
- ◆ pilot projects
- ◆ participation of municipality in public-private partnerships (P3's) for development of civic/private uses

3. Eligibility

Eligible developments will be limited to an area as set out in the Implementation Guidelines that is within the Community Improvement Project Area, subject to meeting detailed requirements in the Implementation Guidelines.

4. Funding

Funding and financial mechanism will be established within the entire Plan envelope on the basis of the Implementation Guidelines through the budget process, subject to Council approval.

5. Implementation

The program will be implemented through the approval of Council of detailed Implementation Guidelines and budget allocation. The guidelines will describe details such as eligibility, evaluation, application process, limitations as well as funding limitations and other financial conditions.

6.4 Non-CIP Incentive Programs

Other Central Area assistance initiatives not forming part of the CIP may be offered by the City, including:

- (i) providing relief, in the form of an exemption or reduction in the number of parking spaces required, to property owners who undertake improvement projects;
- (ii) providing relief, in the form of a reduction of parkland dedication requirements (either land or cash-in-lieu requirements), to property owners who undertake; improvement projects involving the provision of new high-density residential development and/or new medium-density residential development featuring underground parking; and
- (iii) Heritage incentive programs

7. Implementation

7.1 Activation

The Plan is in force after the approval of the adopting By-Law and the expiration of the Appeal period.

7.2 Administration

The Plan will be administered by the Planning, Design and Development staff according to details outlined in the Implementation Guidelines, as approved by Council

7.3 Brampton Downtown Development Corporation

The City of Brampton may provide assistance, as described in Ontario Municipal Act, 2001, Regulation 168/03 Section 19(3), to the Brampton Downtown Development Corporation. Such assistance shall be subject to the approval of the City of Brampton Council as provided in the annual operating budget of the City of Brampton.

8. Monitoring and Program Adjustments

8.1 Monitoring and Evaluation

A Monitoring and Evaluation Program for the CIP will be established. Active programs will be analyzed against a number of indicators to ascertain if the desired level of success has been achieved. As well, feedback from program users will also be obtained.

Staff will prepare a report to Council at least annually to present the results of the Monitoring Program. This report will include planning, financial and economic development criteria and will provide the basis for decisions regarding the level of commitment, whether programs should be activated, terminated or if funding should be shifted between programs. Some of the factors that may influence these decisions include new retail/commercial activity, resale/sale value of units, general population increase, property tax revenues. Staff will commence reporting on a yearly basis (starting at the end of 2008), in conjunction with the budget process, and provide an update on the status on the CIP programs and achievement of CIP goals and objectives.

8.2 Adjustments to Programs

Programs contained in this CIP can be activated or terminated subject to Council approval. Due to the limited funds available in any given year for the programs, the City may suspend or discontinue any of the program(s) if, over the course of a given year, the number of applications and/or the magnitude of the projects proposed for the CIP exceed available funds for that year. In such instances, applicants with approved grants and/or loans will still receive said grant and/or loan, subject to meeting the general and program specific requirements, and applicants with approved loans will still be required to repay their loans in full.

Applications which have been received but not yet approved at the time of program suspension/discontinuation will continue to be processed in the standard manner, and if approved, will be put in a queuing sequence with priority being established in the order that the applications were received. Upon suspension or discontinuation of a program, no new applications will be accepted.

