The 2005 Downtown Vision is successful in many ways. It led to the development of a strong planning and policy framework, spurred new developments, enhanced the public realm, and improved access and connectivity to the core.

Why a Vision Update?

An update to our Vision is necessary to reflect the achievements of the past five years, to address new government policy, and to incorporate emerging transportation, urban design, planning, and policy initiatives.
DOWNTOWN BRAMPTON IS...

- A major designated growth area
- An important regional mobility hub
- The centre for heritage, arts, culture, and entertainment facilities
- The centre for commercial, employment, and residential developments
- Key in fostering civic character and identity

DOWNTOWN BRAMPTON WILL BE...

- An all-time destination
- A creative centre
- A liveable place
- A people friendly place
- A transit oriented environment
- A place with mix of uses and built forms
- A place with quality streetscapes
- A place integrated with nature, heritage, and culture

2005 Downtown Vision: A Summary

explore.rest.fun.arts.relax.play
invest.live.work.celebrate

Brampton

Planning, Design & Development
Main Achievements: 2006-2010

POLICY FRAMEWORK, PLANS, AND INITIATIVES

**POLICY UPDATES**

Amended Official Plan and updated policies to reflect the Vision.

**DOWNTOWN HERITAGE STRATEGY**

Created a comprehensive Community Improvement Plan, which contains financial incentives designed to attract development into the core.

**DOWNTOWN URBAN DESIGN STUDY AND REZONING**

Amended Official Plan and updated policies to reflect the Vision.

**DOWNTOWN BEAUTIFICATION PROGRAM**

Initiated the Downtown Beautification Program. This included the banner and hanging basket programme.

**FACADE IMPROVEMENT PROGRAM & DESIGN ASSISTANCE**

Established programs and incentives designed to encourage revitalization and redevelopment of the Central Area.

**MAIN STREET NORTH DEVELOPMENT PERMIT SYSTEM**

Dratted policies and developed a framework for implementing the Main Street North Development Permit System.

**MAIN STREET NORTH URBAN DESIGN AND HERITAGE STUDY**

Completed the Main Street North Urban Design and Heritage Study.

**COMMUNITY IMPROVEMENT PLAN**

Completed a comprehensive Community Improvement Plan, which contains financial incentives designed to attract development into the core.

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**POLICY UPDATES**

New Zoning By-Law passed in 2006, which in its entirety, supports the implementation of the 2005 Downtown Vision.

**COMMUNITY IMPROVEMENT PLAN**

Initiated the Downtown Beautification Program. This included the banner and hanging basket programme.

**PLACES TO GROW**

Approved in 2008 by the City. Referred to as "The Big Move".

**OFFICIAL PLAN**

Created a comprehensive Community Improvement Plan, which contains financial incentives designed to attract development into the core.

**COMMUNITY IMPROVEMENT PLAN**

Amended Official Plan and updated policies to reflect the Vision.

**DOWNTOWN BEAUTIFICATION PROGRAM**

Initiated the Downtown Beautification Program. This included the banner and hanging basket programme.

**HEALTHCARE URBAN DESIGN AND HERITAGE STUDY**

Completed the Healthcare Urban Design and Heritage Study.

**COMMUNITY IMPROVEMENT PLAN**

Completed a comprehensive Community Improvement Plan, which contains financial incentives designed to attract development into the core.

**POLICY UPDATES**

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### Results of the 2005 Downtown Vision

#### Capital Projects and New Developments

**PARK PLACE CONDO**
- Twenty-seven storey mixed-use condominium residential development with underground parking and grade-related retail and office space.

**CHAPELVIEW COMMUNITY HOUSING**
- Twenty-two storey condominium residential development with underground parking and grade-related retail - first high-rise development in downtown since 2000.

**DOMINION BUILDING**
- The restoration and adaptive reuse of the landmark Dominion Building, with a sensitive modern addition that hosts office space and commercial units at-grade at the historic Four Corners.

**LANDMARQ RESIDENCES**
- Over two-hundred fifty high-quality rental residential units at the footpads of the GO station with retail at-grade and integrates with the Historic fabric of Main Street North.

**ROSE THEATRE & GARDEN SQUARE**
- With a high-quality concert hall and multi-purpose public square, the Rose Theatre and Garden Square is a key revitalization factor for downtown.

**GOODISON INSURANCE BUILDING**
- The Goodison Insurance Building is one outcome of the City’s Facade Improvement and Design Assistance Program, which is available to downtown property owners.

**PUBLIC ART**
- Public art has become a visible component in the landscapes of the downtown. Above, a photo-montage of the Lorna Bissell fountain and the Rose Theatre staircase mural.

**ALTERA CONDO**
- Twenty-seven storey condominium residential development with underground parking and grade-related retail - first urban multi-unit development from a major single-family developer.

**RHYTHM CONDO**
- Twenty-two storey condominium residential development with underground parking and grade-related retail - first urban multi-unit development from a major single-family developer.

**LANDMARQ RESIDENCES AND MARQ RESIDENCES & GARDEN SQUARE**
- With a high-quality concert hall and multi-purpose public square, the Rose Theatre and Garden Square is a key revitalization factor for downtown.

**PLANNING, DESIGN & DEVELOPMENT**

DRAFT
The Heritage Theatre will be redeveloped to serve as a centre for arts, cultural, and entertainment functions.

The Heritage Walking Tours, plaques, and wayfinding signage programs are improving the way Brampton protects, preserves, and promotes its heritage resources.

Rosalea Park will be redeveloped as part of a comprehensive Downtown Open Space System, consisting of natural and built environments which connect Gage Park to the Etobicoke Creek.

This study examines how higher-order transit can be introduced along Hurontario and Main Street between Port Credit and Downtown Brampton.

CN underpasses will become attractive and pedestrian friendly environments through built form enhancements, hard and soft landscaping, modifications to streetscapes, and installation of public art.

ZUM, a frequent, reliable, and modern bus rapid transit system that will improve connectivity to the Downtown and the City with the Greater Toronto Area, is currently underway.

The first stage of corridor and streetscape improvements to Queen Street West will include new streetlights, sidewalks, paving, and coordinated street furniture.

ZUM Bus Rapid Transit

Hurontario-Main Higher Order Transit Study

Queen Street East Corridor Improvements

Queen Street West Streetscape Improvements

Capital Projects, New Construction, and Revitalization

Heritage, Arts, Culture, and Entertainment

A Walk Through Time

Downtown Brampton Heritage Walking Tour

Heritage Theatre Redevelopment

Alderlea Estate Restoration

Heritage Strategy & Programs

Rosedale Park Redevelopment

The Heritage Theatre will be redeveloped to serve as a centre for arts, cultural, and entertainment functions.

The Alderlea Estate will be carefully restored, and an addition will be constructed to transform the building into a multi-purpose public space and corporate facility.

Planning, Design & Development
**Future Implementation**

**Planning, Design, and Development Framework**

<table>
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<th>2012</th>
<th>2013</th>
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<td>Implement and test Development Permit System in Main Street North</td>
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<td>Expand the Community Improvement Plan - Real Estate - Tax Incentives</td>
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<td>Implement Heritage Conservation Districts - Main Street South - Courthouse - Washington Block</td>
<td>Yes</td>
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<td>Finalize the Downtown Open Space Study &amp; Policies</td>
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<td>Expand Development Permit System to: - Queen St. West - Queen St. East</td>
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<td>Initiate and Finalize Downtown Access and Transportation Plan</td>
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<td>Consolidate Downtown Precinct Plan</td>
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<td>Update Downtown Heritage Strategy to coordinate with HACE</td>
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<td>Finalize Queen West Study and Implementation Policies</td>
<td>Yes</td>
<td>Yes</td>
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**Mobility Hub & Transit Corridor Improvements**

With the implementation of all-day GO Train service, as well as other corridor and service improvements, the Downtown Mobility Hub will connect Brampton with other areas of the GTA.

**Market-Driven Private Developments**

The Downtown is planned to include a variety of market-driven private developments, including commercial, retailing, convention, and hospitality projects.

**Heritage Preservation & Integration**

Brampton will continue its efforts to preserve, integrate, and promote its heritage assets. Above, an illustration of Chess Park, which brings together a variety of heritage resources.

With the implementation of all-day GO Train service, as well as other corridor and service improvements, the Downtown Mobility Hub will connect Brampton with other areas of the GTA.
2010 Downtown Vision Update: Summary

DOWNTOWN WILL INCLUDE...

- HERITAGE, ARTS, CULTURE, & ENTERTAINMENT DISTRICT
- STRONG URBAN NEIGHBOURHOODS
- MAJOR CIVIC CENTRES
- REGIONAL ANCHOR MOBILITY HUB
- CREATIVE CENTRES
- URBAN DESIGN CONCEPT PLAN
- SPACE NETWORK
- PLACES & DESTINATIONS

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invest. live. work. celebrate