

# QUEEN WEST LAND USE STUDY

## WHAT IS THE STUDY ABOUT?

- Intent of the study is to establish a long term land use and urban design vision for the Study Area.
- The outcome of the study will be a policy and regulatory framework to guide development, which is anticipated to include changes to the Secondary Plan and Zoning By-law.
- We are now in the first of three phases of the Work Program. The key outcome of Phase 1 is preliminary recommendations on which areas should be the focus of intensification.

## WHY ARE WE HERE?

- To obtain feedback on the work completed to date.
- To obtain your views on where development and redevelopment should be directed and why.
- To obtain your views on the rules that should apply to new development and why.



# QUEEN WEST LAND USE STUDY AREA



QUEEN WEST LAND USE STUDY  
 CITY OF BRAMPTON  
 MAP A  
 STUDY AREA BOUNDARY

LEGEND  
 STUDY AREA BOUNDARY

**DRAFT**



0 25 50 100 150 200  
 Meters



March 10, 2009  
 3697

# STUDY ORGANIZATION

## PHASE 1

- Phase 1 Report completed in July 2009
- The Phase 1 Report
  - ✧ Reviews current land use information to determine the scale, location and type of existing development. **We are here**
  - ✧ Identifies and comments on the current policy and regulatory framework.
  - ✧ Makes recommendations on where land use change is considered appropriate and where it is not.

## PHASE 2

- Intent of Phase 2 will be to translate the Phase 1 recommendations into land use and urban design policy and guidelines. It is expected to include recommendations on land use, urban design, the public realm and the transportation network.

## PHASE 3

- Intent of Phase 3 will be to develop Official Plan policy and Zoning By-law regulations to implement the recommendations.

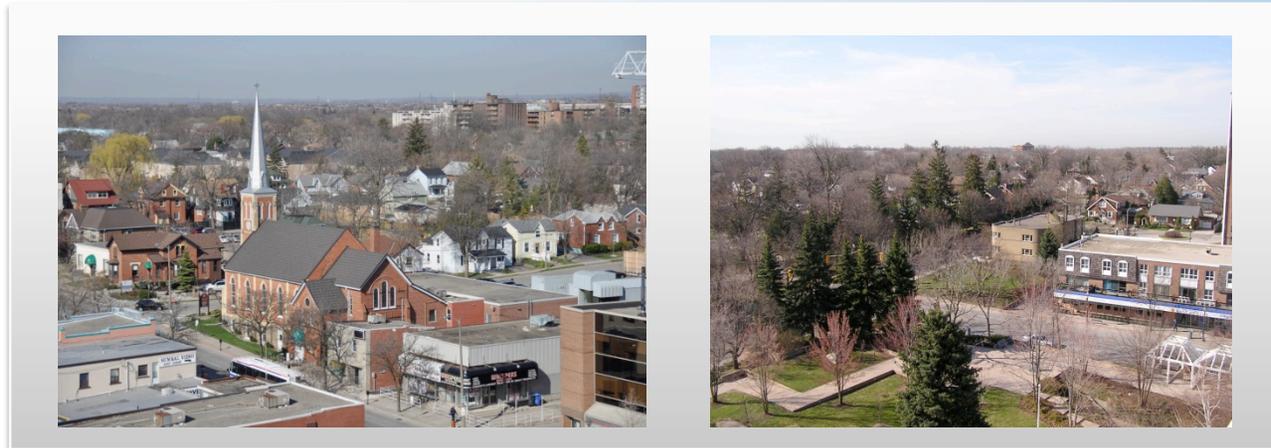


# PHASE 1 - KEY DESIRED OUTCOMES

- The key desired outcome is the identification of change, moderate change and no change areas.
- Factors to consider in making this determination include:
  - ✧ The policy and zoning permissions that currently apply, particularly if those policy permissions anticipate change.
  - ✧ The nature of the uses in the area and whether a group of similar uses exists in a defined area.
  - ✧ The degree to which the original built form has been modified over time to provide for other uses or a more intensive use of the site.
  - ✧ The state of repair of the existing building stock.
  - ✧ The consistency of the defining elements and character of a block or area.
  - ✧ The existence of vacant parcels of land and larger parcels that are clearly underdeveloped.
  - ✧ The role and function of the street, in terms of the amount of traffic it carries and its location.
  - ✧ The proximity of an area to other areas that are clearly undergoing an evolution.
  - ✧ The potential to make more efficient use of existing infrastructure.

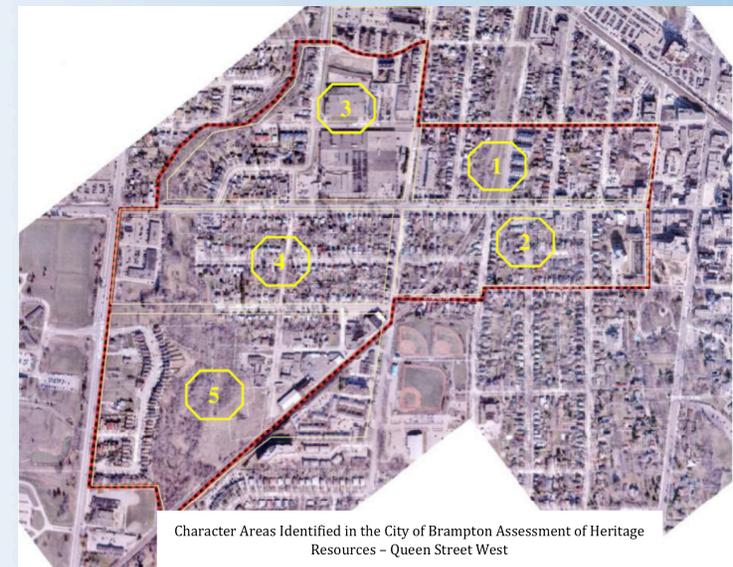
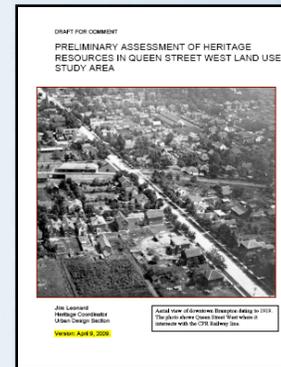
## DESCRIPTION OF STUDY AREA

- Total population in Study Area is about 2,536.
  - ✧ There are currently about 1,680 people in about 480 single detached dwellings in the Study Area.
  - ✧ Also about 856 people in 544 other dwellings.
- There are also approximately 75 businesses currently operating in the Study Area.
- The Fletcher's Creek Valley Corridor is located on the west side of the Study Area.
- The Study Area is the site of a number of heritage buildings and attributes.

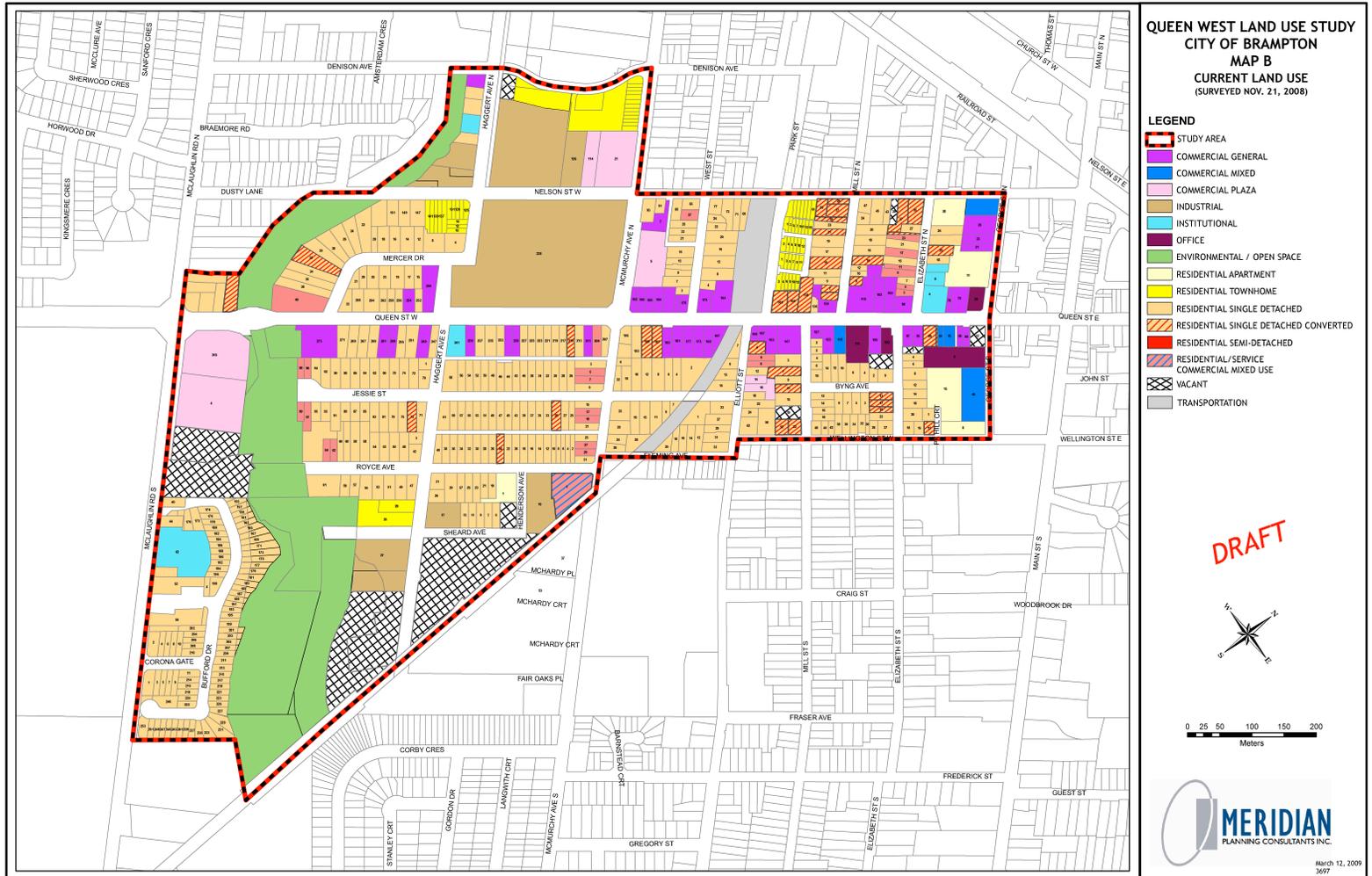


# CULTURAL HERITAGE CONTEXT

- Separate heritage assessment carried out for the Study Area in the winter of 2009. Purpose of the assessment was:
  - ✧ to define the cultural heritage context of the Queen West study area and to identify specific heritage resources and character areas that might be impacted by future planning decisions.
  - ✧ to provide heritage data that would eventually assist in the drafting of recommendations.
- The assessment identified five heritage character areas and key heritage properties in each of them. It found that there are a high number of properties with significant or contributing heritage value in the study area.
- Particular concentration of heritage resources in Character Areas One and Two.



# CURRENT LAND USE



# PROVINCIAL POLICY CONTEXT

- Growth Plan for the Greater Golden Horseshoe requires that all municipalities accommodate a certain amount of intensification within the built boundary.
- Growth Plan identifies Brampton's downtown as one of 25 Urban Growth Centres and establishes for it a minimum of 200 persons and jobs per hectare.
- A portion of the Study Area is within the Brampton Urban Growth Centre.
- Provincial Policy Statement also supports the further intensification of existing developed areas.



# CENTRAL AREA VISION

- In 2005, City Council endorsed the Central Area Vision, which is a highly graphic, image-focused document that is intended to clearly identify the future development character and potential of the Central Area.
- Queen West was identified as one of the special character areas in the Central Area. Below is the vision for Queen West:

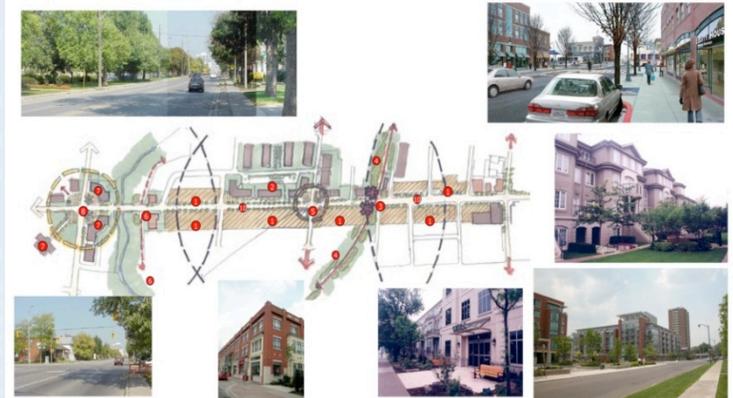
*“Queen West is a key access corridor with long term potential for development ranging from incremental re-development to larger scale infill on existing industrial and older housing, with a stronger streetscape inspired by Main South and more intense development at McLaughlin and to the Flower City Community Campus as a civic gateway.”*



BRAMPTON - DOWNTOWN URBAN DESIGN VISION STUDY

## 10. QUEEN STREET WEST

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



# CENTRAL AREA VISION (Cont'd)

- The Gummed Paper Factory and Fairgrounds is also identified as a special character area. The vision for this area is below:

*“The Gummed Paper factory and fairgrounds area has re-development potential which will focus on its integration with the surrounding neighbourhood and integration of high quality infill housing for seniors and lofts as well as urban type of recreational and institutional development of the grounds.”*

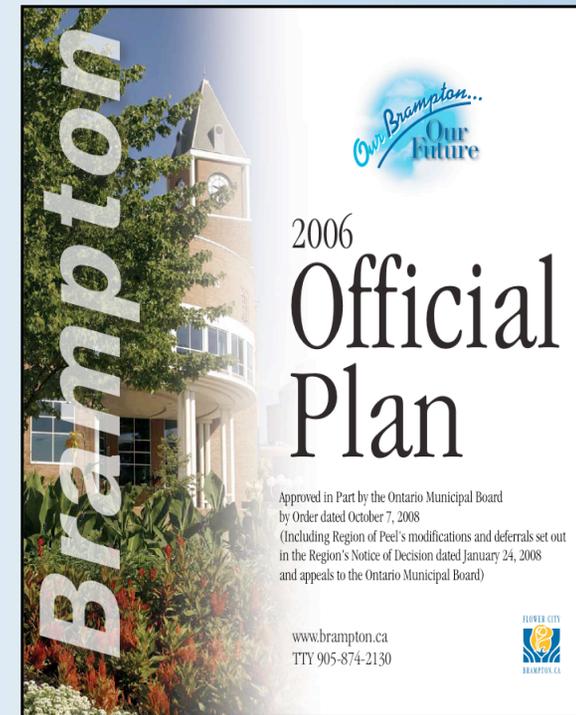
## 9. GUM PAPER FACTORY AND FAIRGROUNDS

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

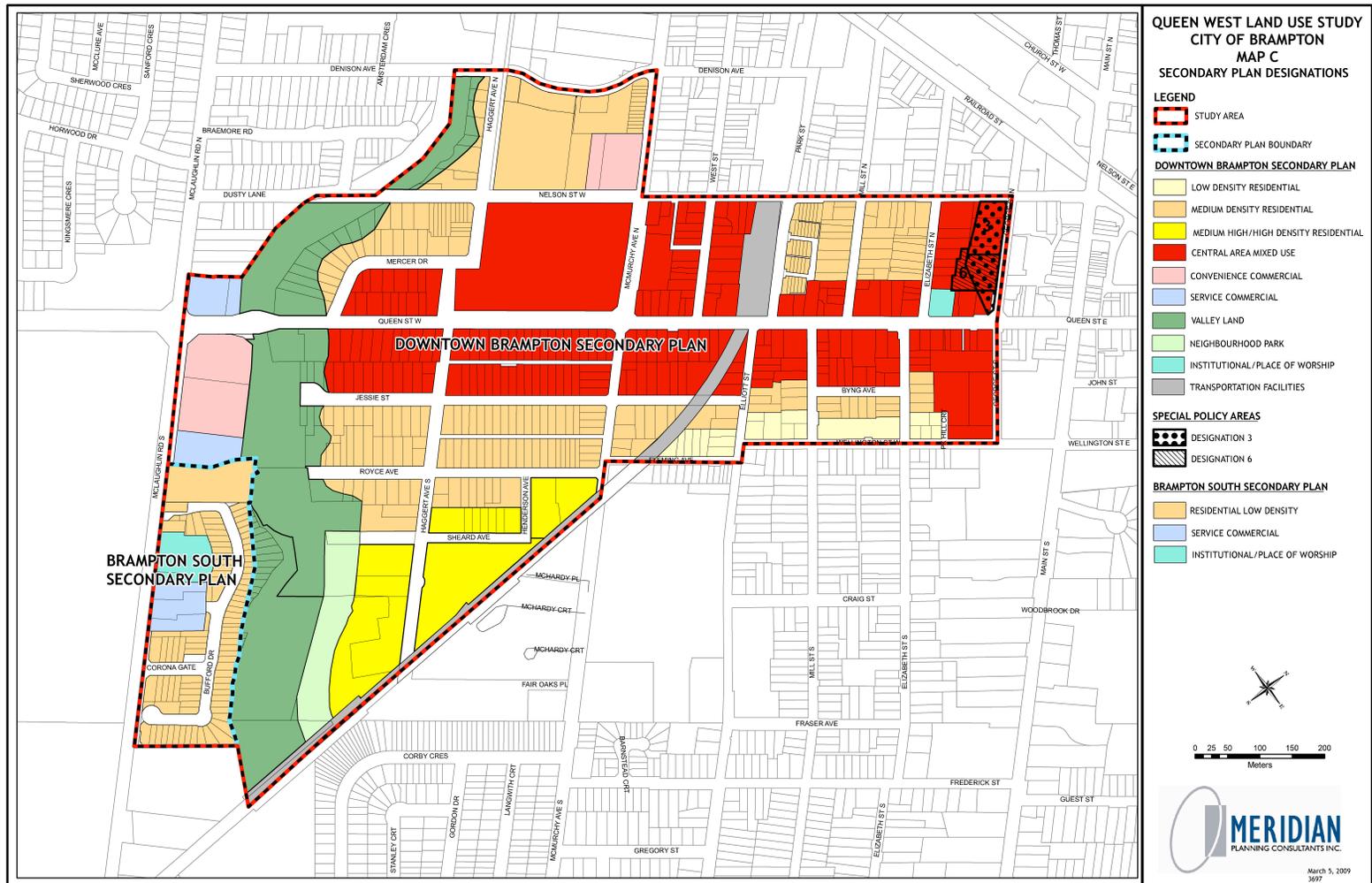


# BRAMPTON OFFICIAL PLAN

- Study Area is located within the Central Area as set out in the Official Plan.
- Most of the lands in Study Area subject to the Downtown Brampton Secondary Plan.
- Small portion of Study Area on McLaughlin is subject to Brampton South Secondary Plan.
- There are 10 distinct land use designations in the two Secondary Plans that apply in the Study Area.
- Prime objective of the Downtown Brampton Secondary Plan is to promote the intensification and improvement of the Central Area as a major focus of commercial and community activity in a manner that is sympathetic to the historic character of Downtown Brampton.
- Downtown Brampton Secondary Plan also supports the creation of a pedestrian and transit friendly environment.

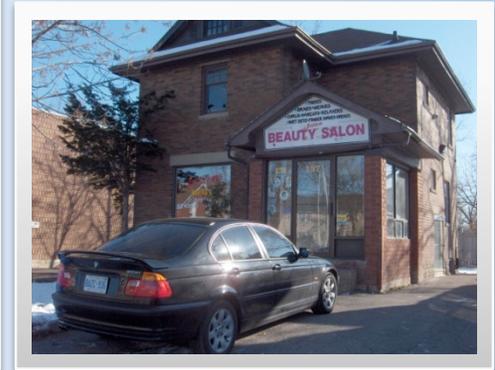


# SECONDARY PLAN DESIGNATIONS

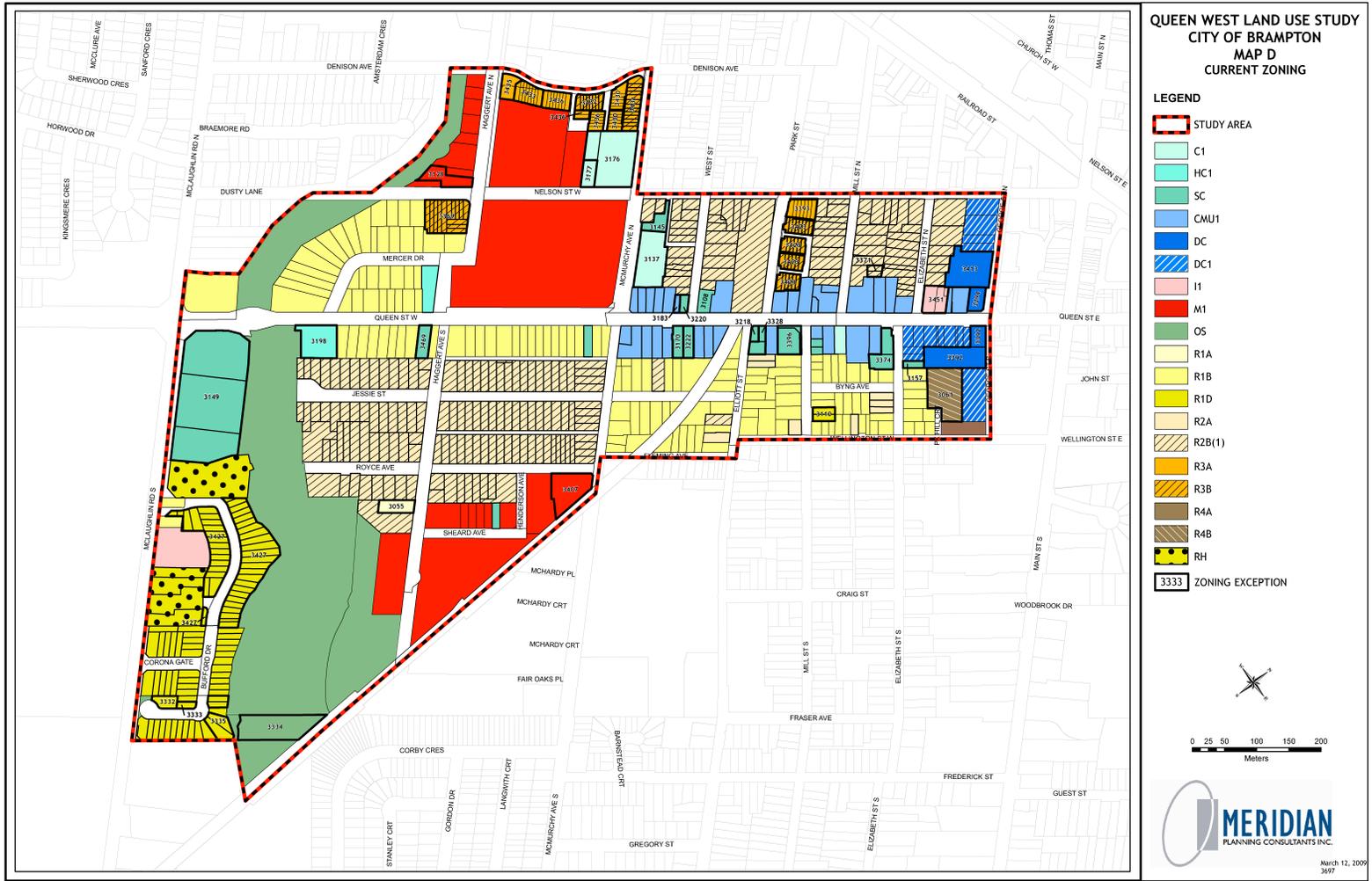


# ZONING BY-LAW PROVISIONS

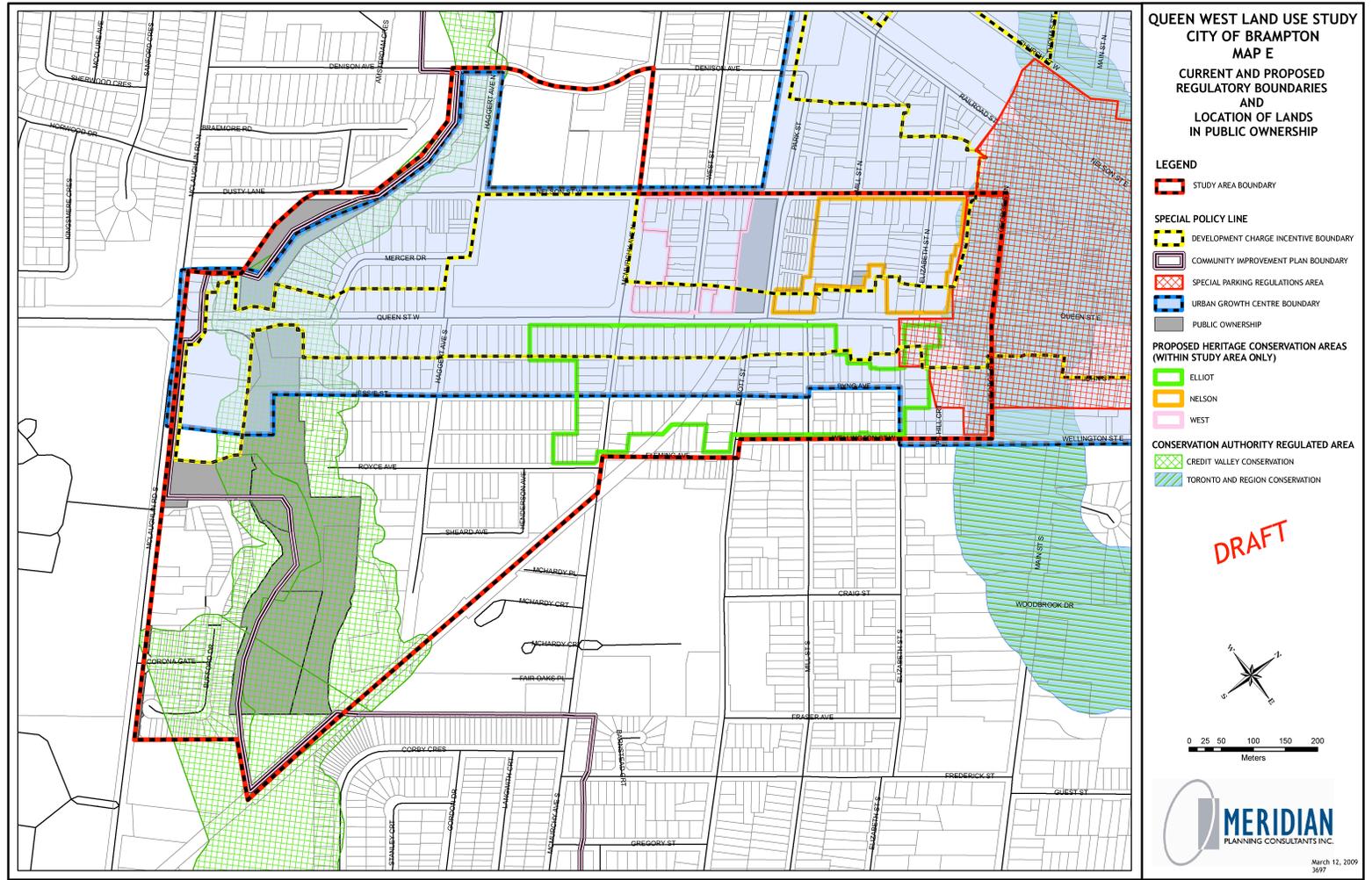
- Lands in the Study Area are divided into 19 different zones according to By-law 270-2004.
- There are also over 45 site-specific zones in the Study Area.
- In addition, about 20 minor variances granted in recent years to either reduce standards or permit new uses.



# CURRENT ZONING



# OTHER REGULATORY BOUNDARIES



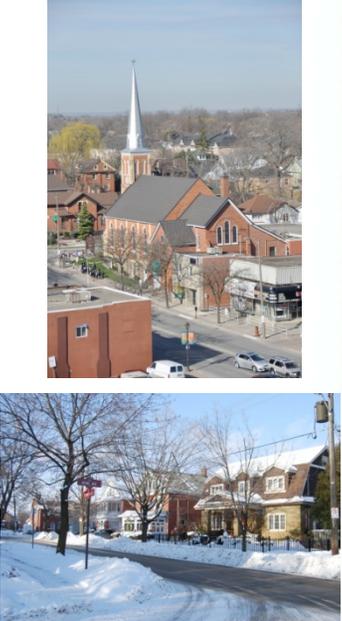
# FACTORS CONSIDERED IN DEVELOPING A LAND USE STRATEGY

Factor	Comments
<b>A. Neighbourhood Structure and Location</b>	
<b>A.1 Location in Relation to Four Corners</b>	<ul style="list-style-type: none"> <li>Proximity to Four Corners has created pressure for development and re-development in the Study Area. The pressure is highest in areas closer to the Four Corners.</li> <li>This trend is expected to continue.</li> </ul>
<b>A.2 Integration with Surrounding Lands</b>	<ul style="list-style-type: none"> <li>Fletcher's Creek establishes a defined edge along the western portion of the Study Area and serves as an east-west barrier. Queen Street is the only road that crosses the creek in this area.</li> <li>Orangeville Brampton Railway also serves as a barrier in the Study Area. The only street that crosses the rail line is McMurchy Avenue.</li> <li>The rail line will also have impact on siting of buildings.</li> </ul>
<b>A.3 Transportation and Traffic</b>  	<ul style="list-style-type: none"> <li>Queen Street is one of the major east/west roads in the City.</li> <li>Portion of road is under the jurisdiction of the Region of Peel.</li> <li>Queen Street is planned to be the site of higher order rapid transit (ZÜM) in the future.</li> <li>Further road widenings along Queen Street may affect the viability of redevelopment.</li> <li>Few options for in-and-out movements from neighbourhood south of Queen Street. This reality will need to be considered in determining what the appropriate scale of development is in this portion of the Study Area.</li> <li>Other on-going studies affect the transportation network, including the City's Downtown Parking Strategy Study and the Hurontario / Main Street Higher Order Transit study.</li> </ul>

# FACTORS CONSIDERED IN DEVELOPING A LAND USE STRATEGY

Factor	Comments
<b>B. Land Use and Character</b>	
<p><b>B.1 Land Use</b></p>  	<ul style="list-style-type: none"> <li>• Many of the lots located to the east of McMurchy Avenue are not consistent in size, configuration and frontage. This lot pattern may have an impact on development and re-development potential.</li> <li>• Almost all of the lots on Queen Street between McMurchy and George have been developed with commercial uses. As a result, this area already has a commercial character.</li> <li>• The Georgia Pacific property in the centre of the Study Area is both an opportunity and a constraint to development. The retention of a large employer in the Study Area supports a strong live/work relationship; however, a significant opportunity results from the parcel size. An existing industrial use may also have an impact on the potential for re-development and development on adjacent lands.</li> <li>• Parts of the Study Area have not seen significant change since they were developed (Jessie Street, Royce Avenue, Byng Avenue, West Street, Elliott Street, Mill Street and Elizabeth Street).</li> </ul>

# FACTORS CONSIDERED IN DEVELOPING A LAND USE STRATEGY

Factor	Comments
<b>B. Land Use and Character</b>	
<p><b>B.2 Character</b></p> 	<ul style="list-style-type: none"> <li>• The character of components of the Study Area has been identified.</li> <li>• The test in determining whether change can occur in an area is the degree to which change is or can be made compatible with existing development and the character of existing development.</li> <li>• The criteria below assist in determining whether uses can assist together in harmony when change is proposed:                         <ul style="list-style-type: none"> <li>- The relationship between the massing and height of existing and proposed buildings.</li> <li>- The location of established building lines (the average setback of existing development from the street).</li> <li>- The placement of existing and proposed buildings on a lot.</li> <li>- The lot coverage of existing and proposed development;</li> <li>- The nature of existing and proposed building materials;</li> <li>- The location of driveways, garages and trees; and,</li> <li>- The historical significance of the building and/or neighbourhood, in terms of being representative of a period of time in history.</li> </ul> </li> </ul>

# FACTORS CONSIDERED IN DEVELOPING A LAND USE STRATEGY

Factor	Comments
<b>B. Land Use and Character</b>	
<b>B.3 Cultural Heritage Context</b>	<ul style="list-style-type: none"> <li>• Heritage Assessment identified five heritage character areas and key heritage properties in each of them.</li> <li>• High number of properties with significant or contributing heritage value.</li> <li>• Preservation of key heritage resources and sensitivity to the heritage character of the study area will be a key consideration in the development of planning and urban design policies and guidelines.</li> </ul>

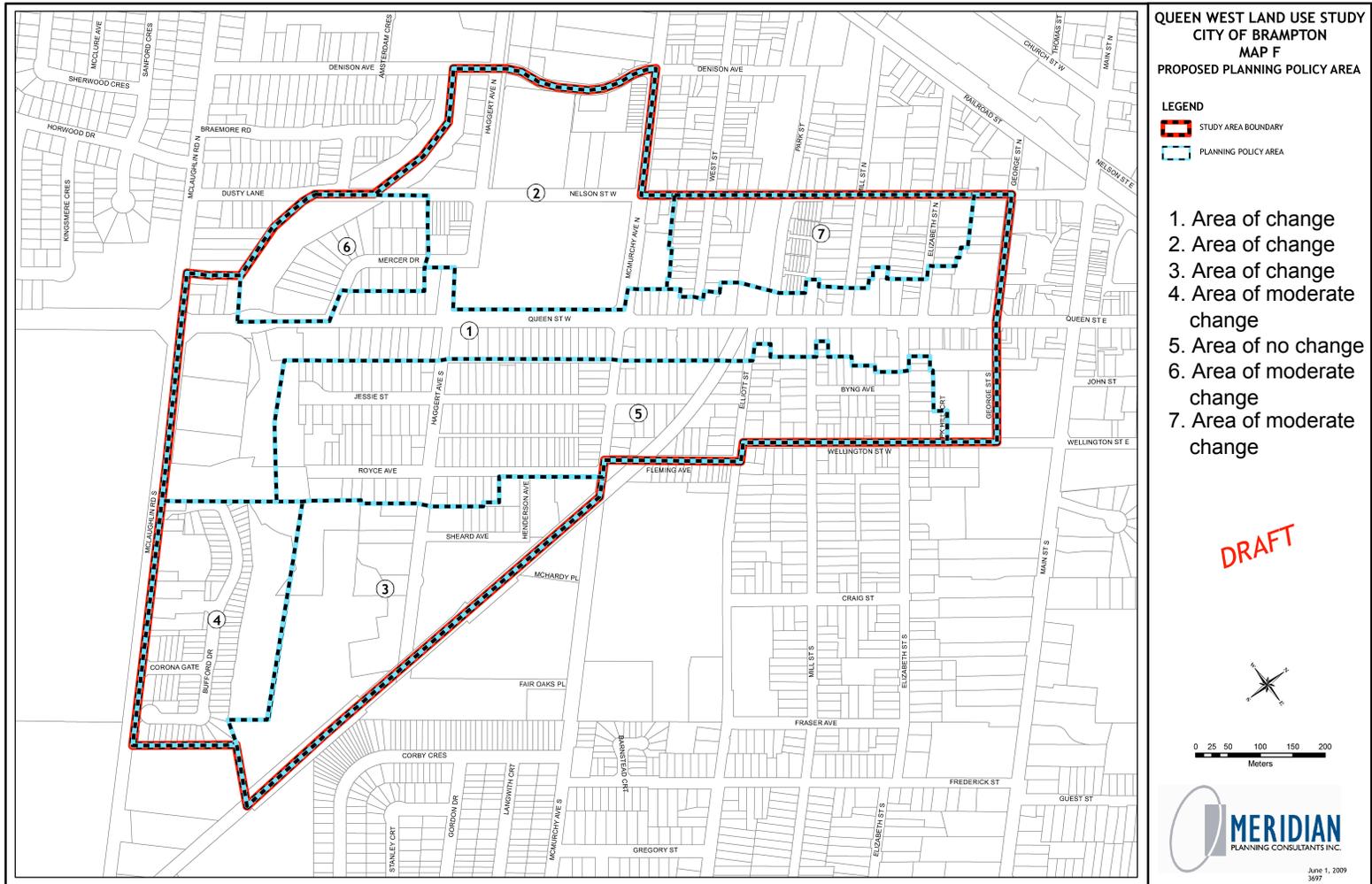


## BROAD CONCLUSIONS

1. The Study Area contains a rich mixture of uses that reflect the rich history of Brampton.
2. As an entrance point to the City's downtown, the Study Area is already transitioning towards a new policy direction and focus.
3. The Queen Street corridor is the area that has the most opportunity for transition to occur.
4. Whether labelled a planning policy area of change or a planning policy area of no change or moderate change, the Study Area as a whole is evolving.

On the basis of the above, seven policy planning areas have been identified in the Study Area (3 areas of change, 3 areas of moderate change, 1 area of no change).

# AREAS OF CHANGE AND NO CHANGE



# QUESTIONS AND NEXT STEPS

## Public Input Now Being Sought

- Are the factors as set out in our work-to-date appropriate to consider in developing a long term strategy ?
- Do you agree with the location of the areas of change, moderate change and no change that have been identified?
- What is your Vision for each of the areas identified?
- In the areas of change and moderate change, what land uses and building heights would be appropriate and why?

## Next Steps

- Public input to be assessed.
- Work on preparing recommended development guidelines for area will begin.
- Demonstration sites in key areas to be identified and development options identified.
- Outcome of above work will be the subject of next Open House.