BRAMPTON
brampton.ca Flower City

DOWNTOWN BRAMPTON BEAUTIFICATION INITIATIVES

VISIONING CHARRETTE

FEBRUARY 10, 2014



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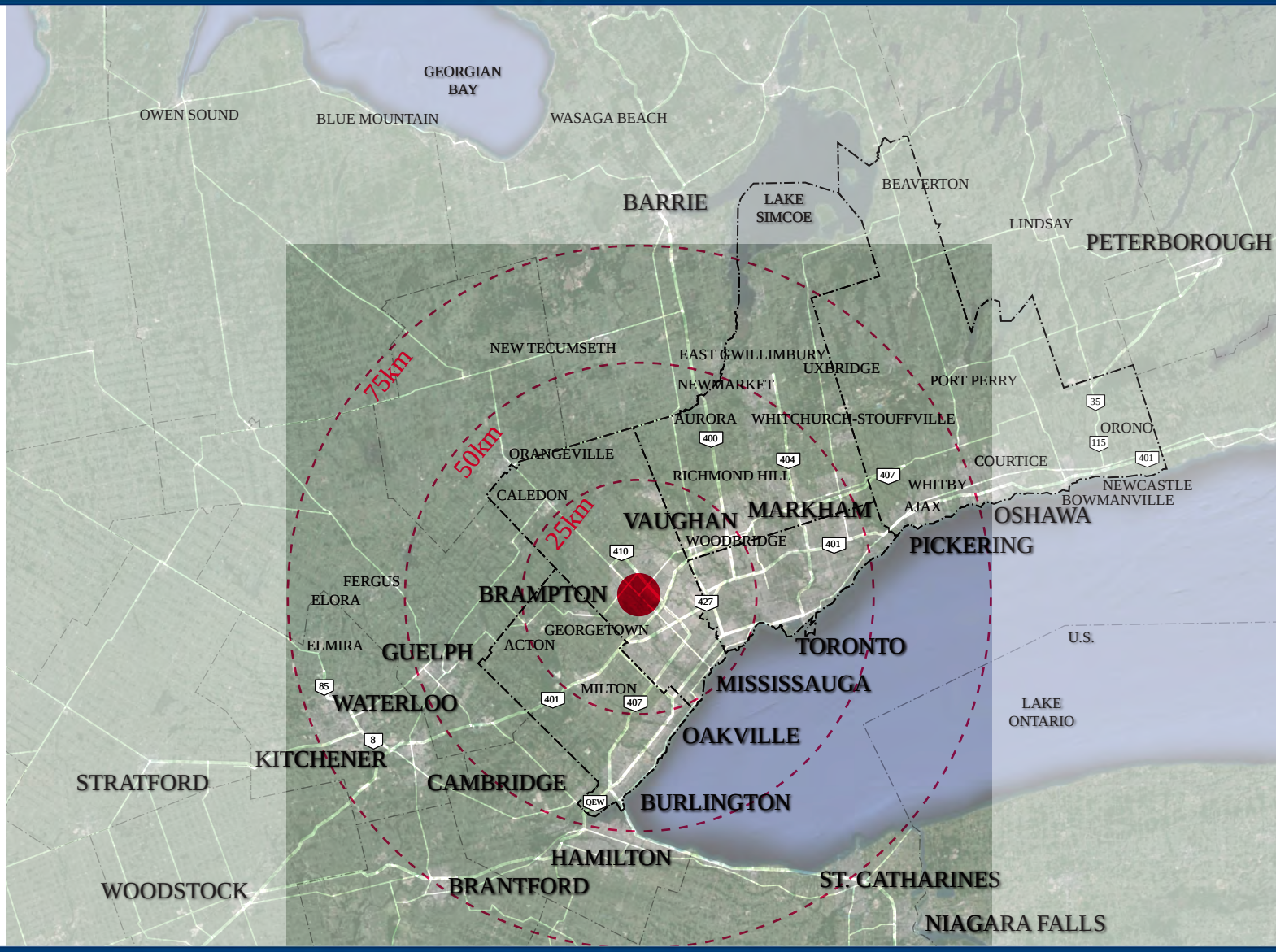
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To create a year-round **DESTINATION** *that incorporates Brampton's Heritage, Arts, Culture, and Entertainment (H.A.C.E.), and supports a vibrant Downtown.*

CATCHMENT AREA

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DOWNTOWN
BRAMPTON



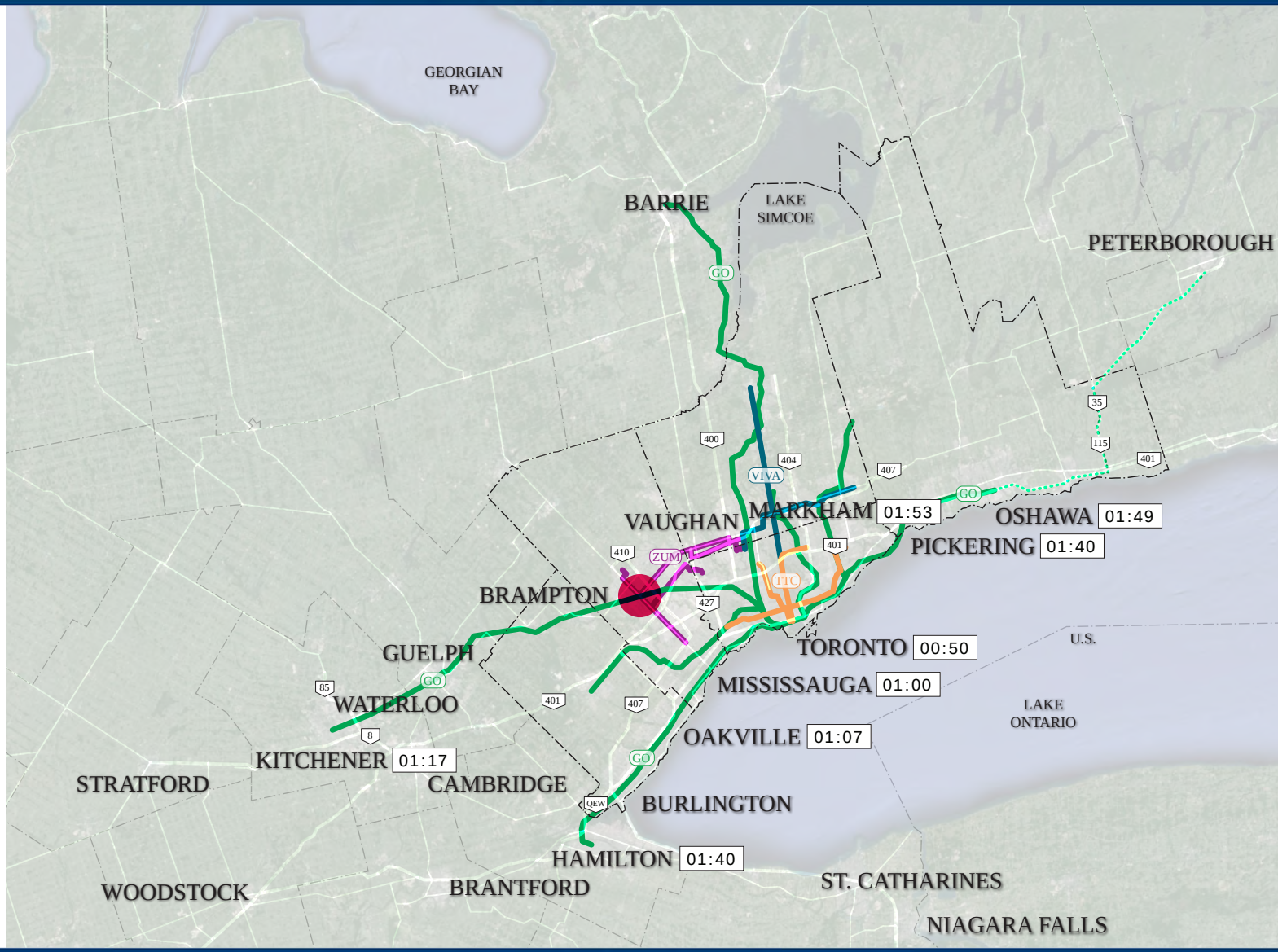
REGIONAL TRANSIT ROUTES

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- DOWNTOWN BRAMPTON
- GO TRANSIT ROUTES
- TTC SUBWAY ROUTES
- VIVA BUS ROUTES
- ZUM BUS ROUTES

TRAVEL TIMES TO/FROM DOWNTOWN BRAMPTON:

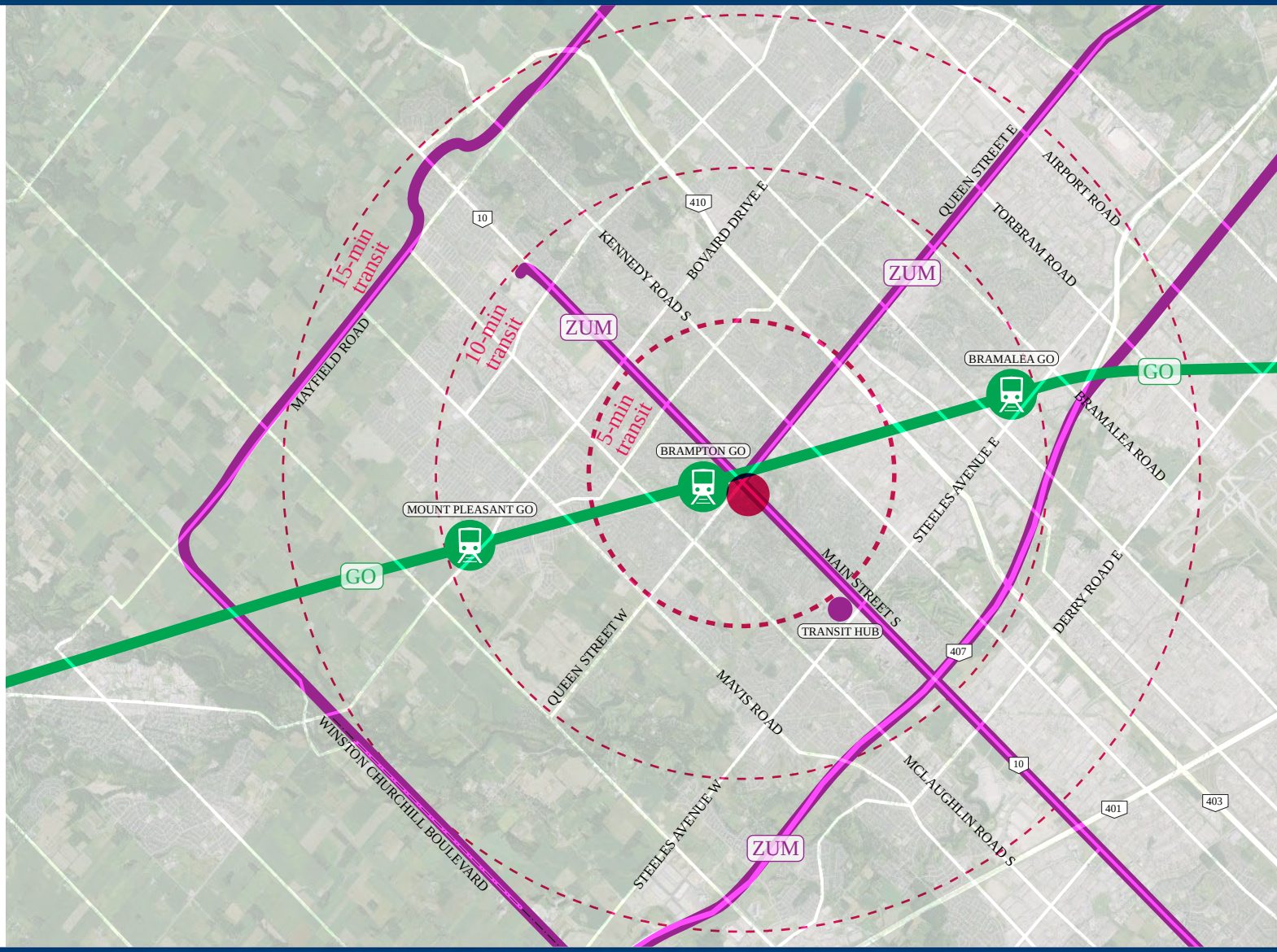
50m	UNION STATION
51m	HUMBER COLLEGE
1h00m	PORT CREDIT
1h03m	YORK UNIVERSITY
1h07m	OAKVILLE
1h17m	KITCHENER
1h17m	FAIRVIEW MALL
1h24m	SCARBOROUGH TOWN CENTRE
1h31m	MILTON
1h40m	PICKERING
1h40m	HAMILTON
1h49m	OSHAWA
1h53m	MARKHAM
3h11m	BARRIE
3h12m	PETERBOROUGH



LOCAL TRANSIT ROUTES

- DOWNTOWN BRAMPTON
- GO STATION
- GO TRANSIT ROUTE
- ZUM BUS ROUTE
- TRANSIT HUB

- 15 MINUTE TRANSIT TRAVEL TIME FROM CITY LIMITS TO DOWNTOWN BRAMPTON

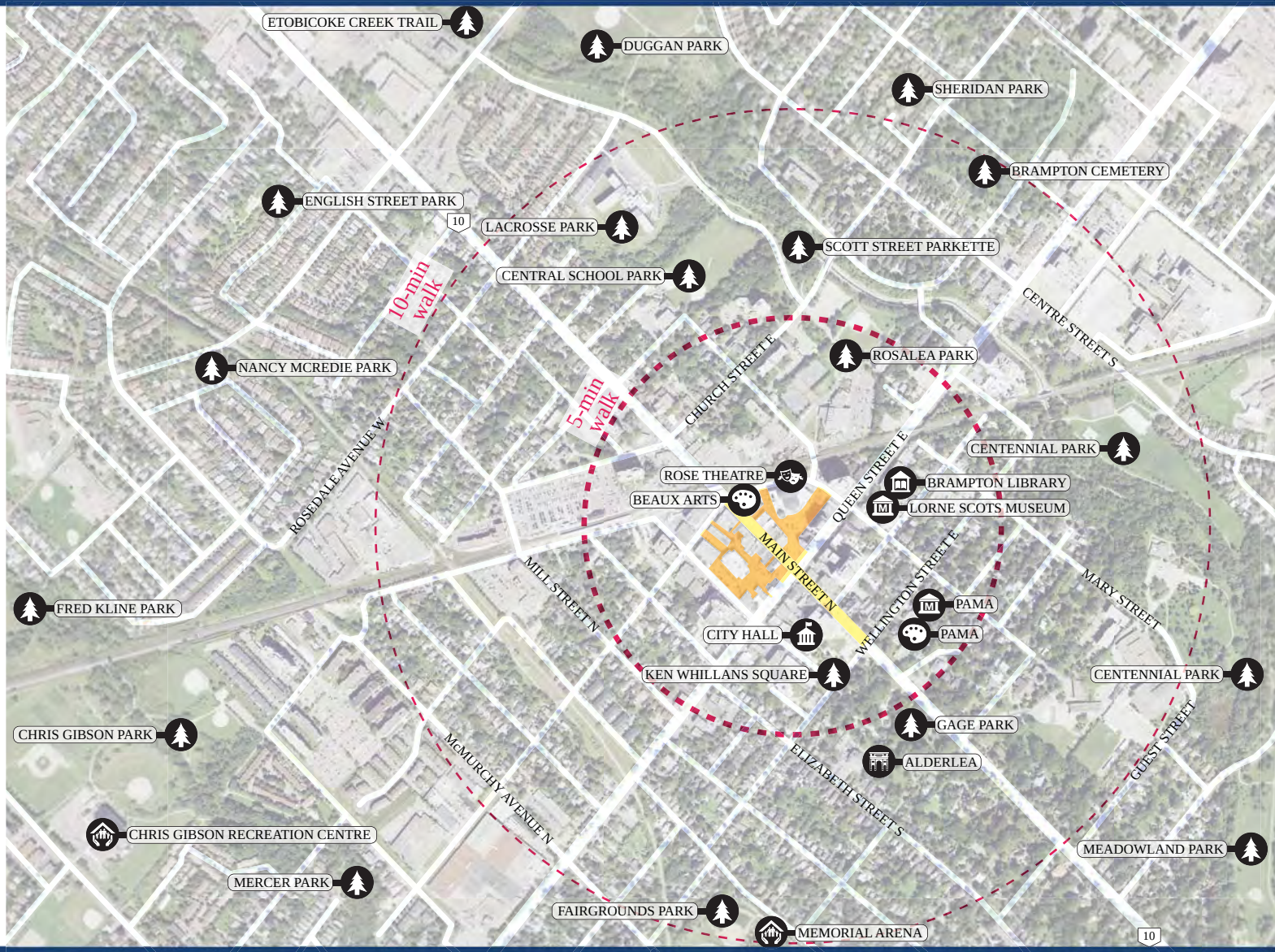


LOCAL CULTURAL LANDMARKS

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- PUBLIC REALM
- CITY HALL
- ART GALLERY
- MUSEUM
- THEATRE
- LIBRARY
- COMMUNITY CENTRE
- PARK

- MAJORITY OF CULTURAL LANDMARKS WITHIN 5 MINUTE WALK

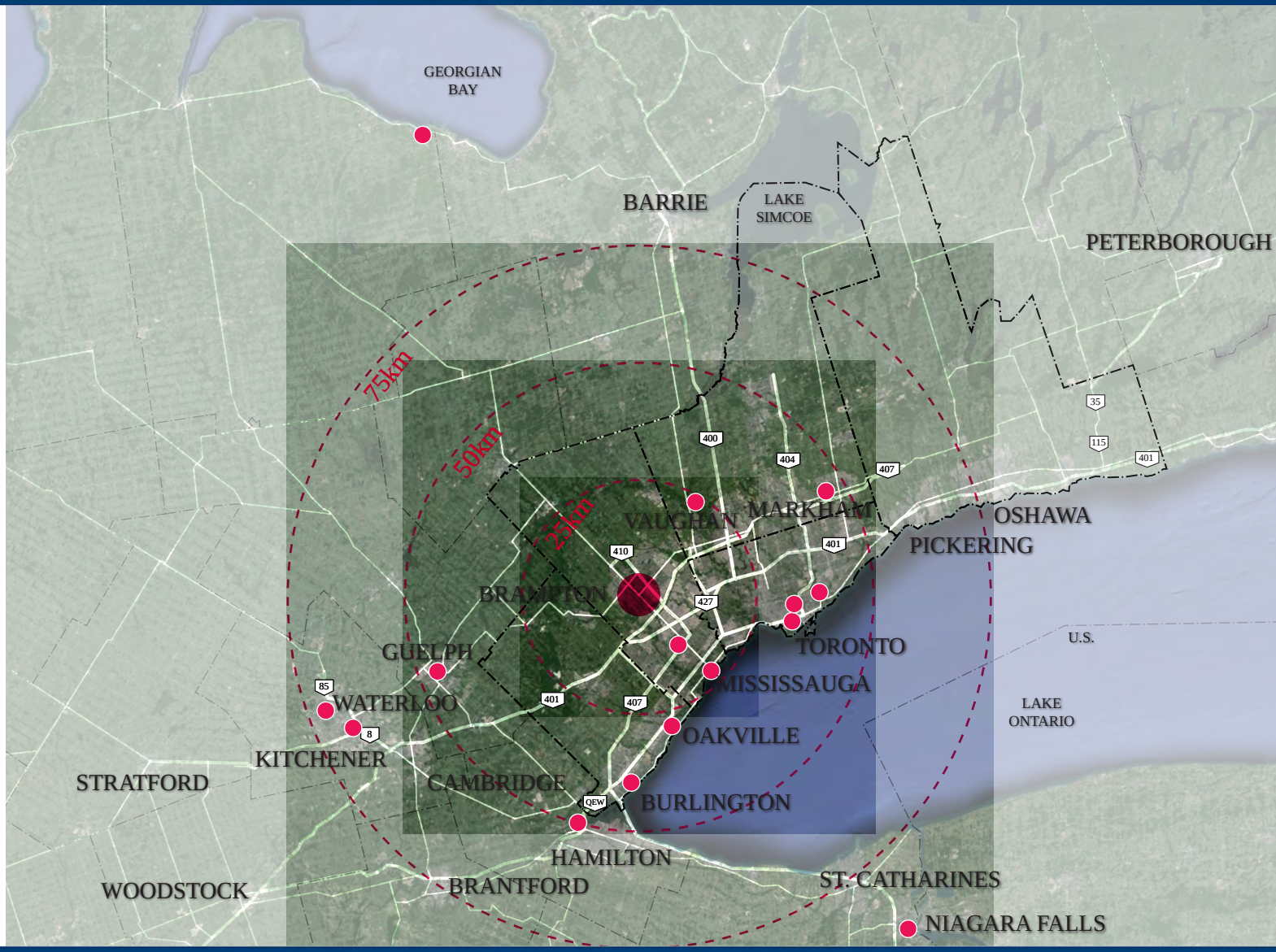


REGIONAL CULTURAL DISTRICTS

DOWNTOWN BRAMPTON

CULTURAL DISTRICT

- Programmed village district drawing visitors from across GTA (i.e. Distillery District, Dundas Square, Port Credit, Unionville, etc.)



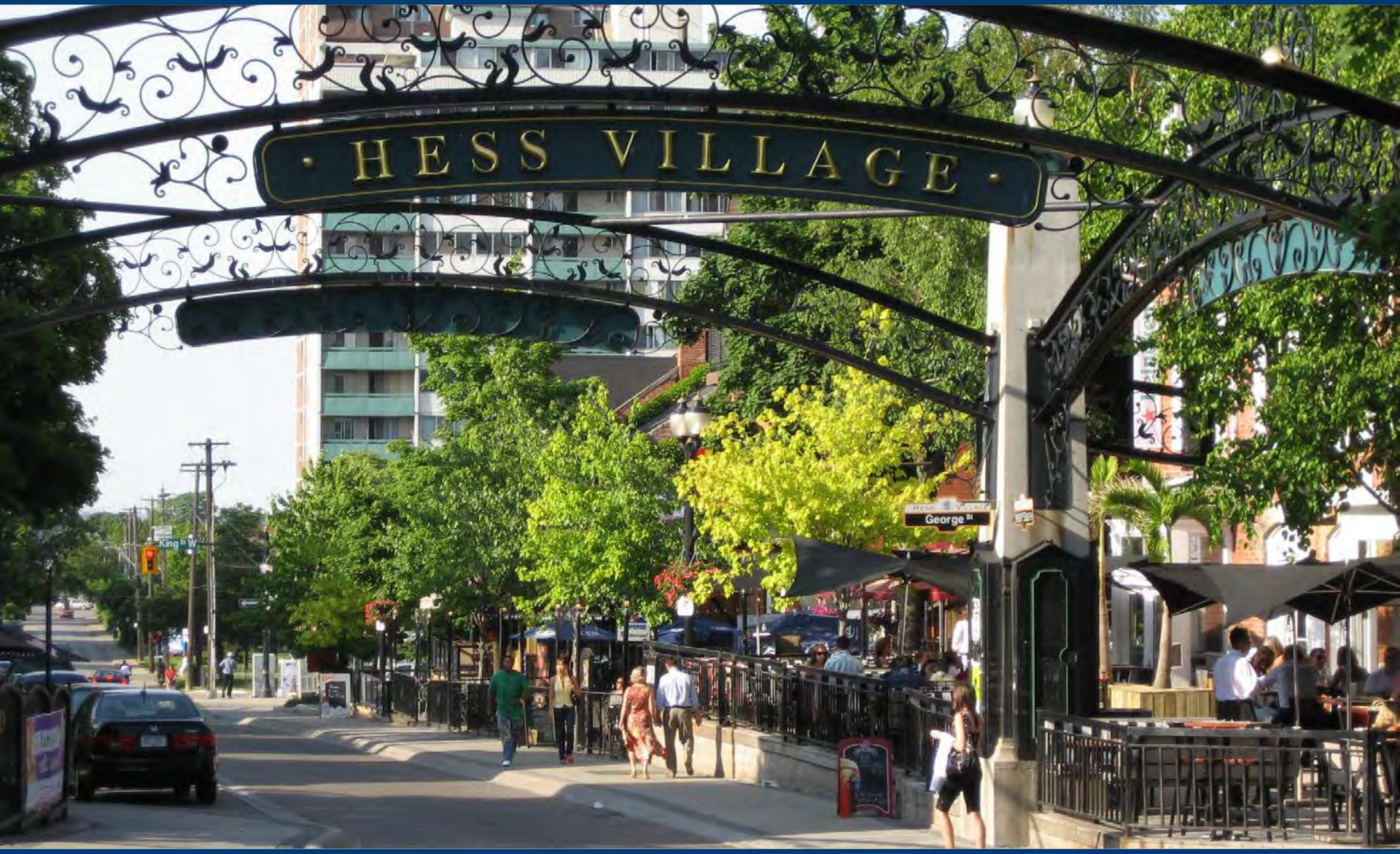
DOWNTOWN KITCHENER BLUES FESTIVAL

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HAMILTON HESS VILLAGE ENTERTAINMENT DISTRICT

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DOWNTOWN BURLINGTON ARTS FESTIVAL

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DOWNTOWN OAKVILLE JAZZ FESTIVAL

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PORT CREDIT BUSKERFEST



MISSISSAUGA CELEBRATION SQUARE NEW YEAR'S EVE



TORONTO DISTILLERY DISTRICT

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TORONTO YONGE-DUNDAS SQUARE



TORONTO TASTE OF THE DANFORTH

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KLEINBURG VILLAGE RETAIL

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UNIONVILLE ENTERTAINMENT DISTRICT

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DOWNTOWN CORE

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Site



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PRIORITY AREAS

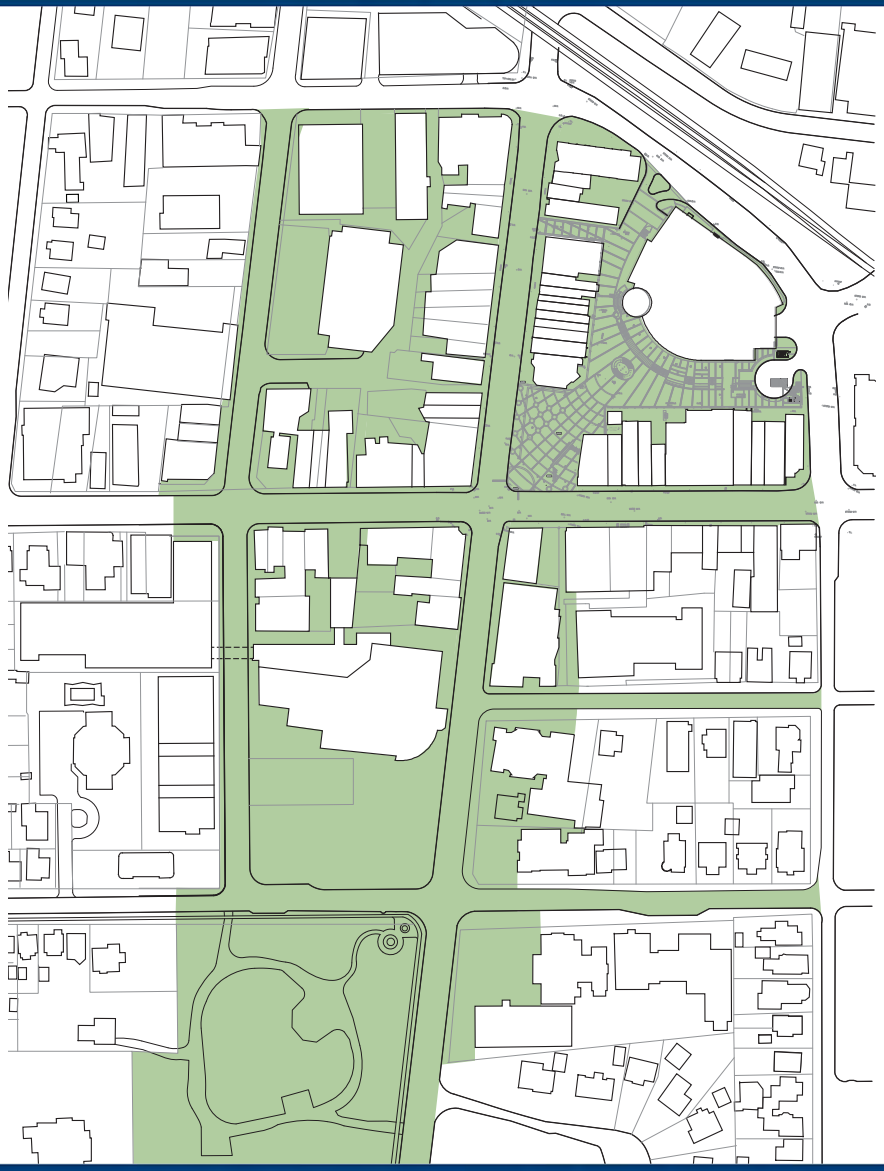
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Site



SITE PLAN

PUBLIC REALM

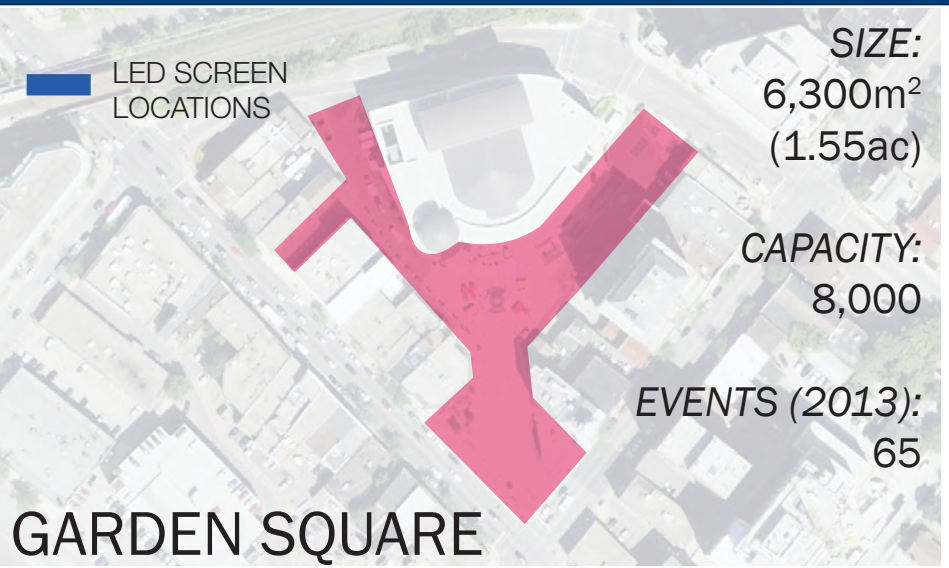


SQUARE SIZE COMPARISON

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Site

LED SCREEN LOCATIONS

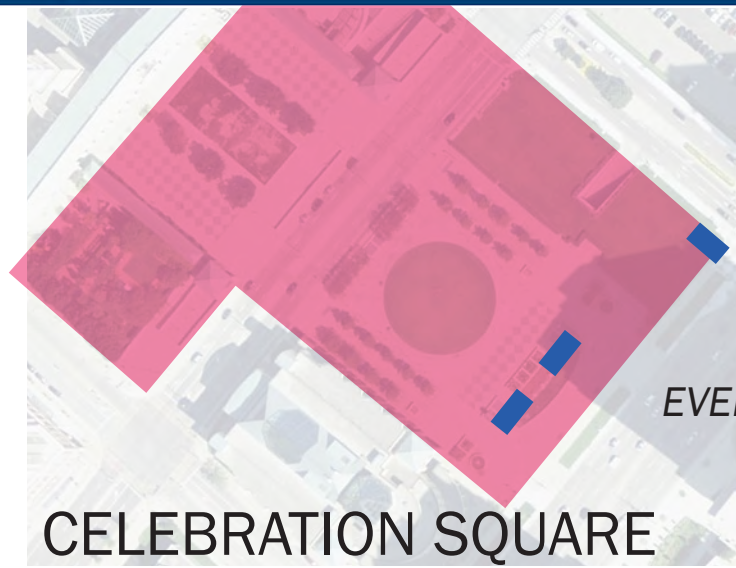


SIZE:
6,300m²
(1.55ac)

CAPACITY:
8,000

EVENTS (2013):
65

GARDEN SQUARE

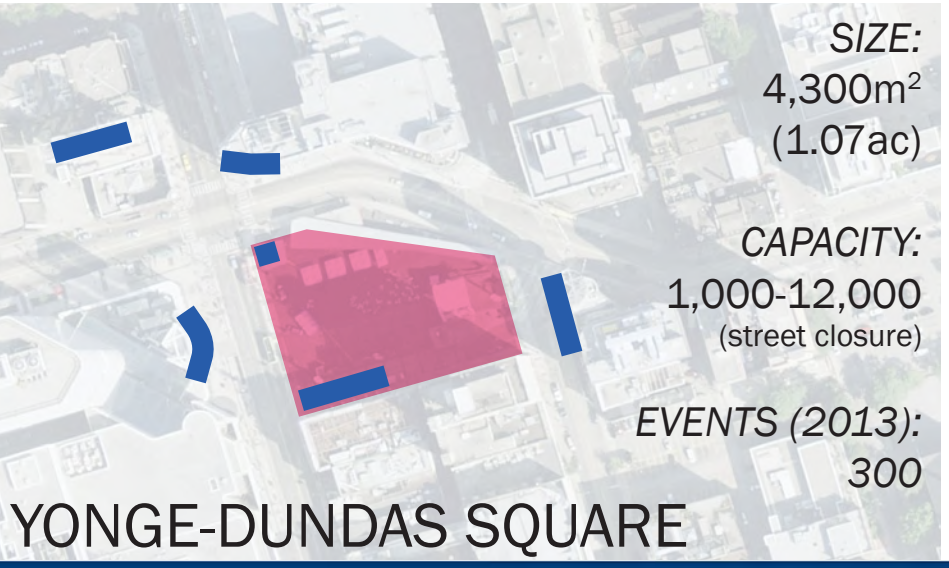


SIZE:
26,700m²
(6.60ac)

CAPACITY:
50,000

EVENTS (2013):
120

CELEBRATION SQUARE

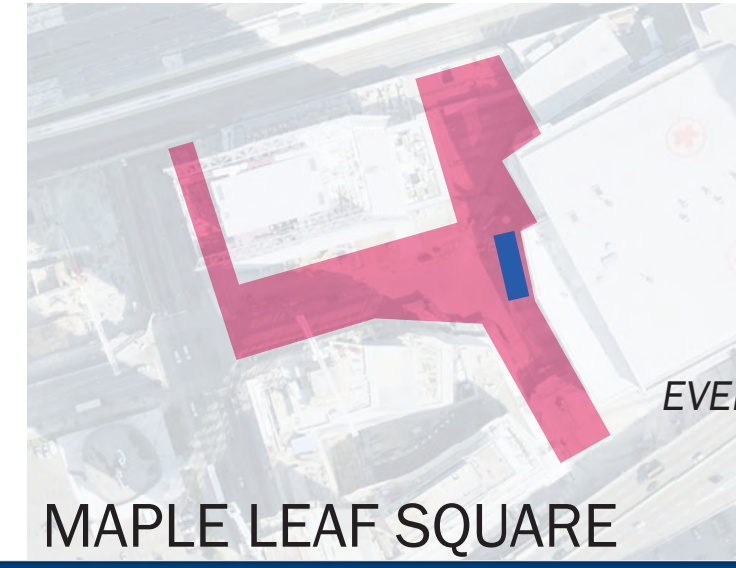


SIZE:
4,300m²
(1.07ac)

CAPACITY:
1,000-12,000
(street closure)

EVENTS (2013):
300

YONGE-DUNDAS SQUARE



SIZE:
6,400m²
(1.57ac)

CAPACITY:
5,000

EVENTS (2013):
160

MAPLE LEAF SQUARE

40m

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PRECEDENT IMAGES



- *HERITAGE*
- *ARTS*
- *CULTURE*
- *ENTERTAINMENT*

HERITAGE: GAS TOWN, VANCOUVER

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Precedent Images









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HERITAGE: DISTILLERY DISTRICT, TORONTO

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Precedent Images









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HERITAGE: VILLAGE SQUARE, BURLINGTON

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Precedent Images









ARTS: CREATING MEMORABLE SPACES

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Precedent Images







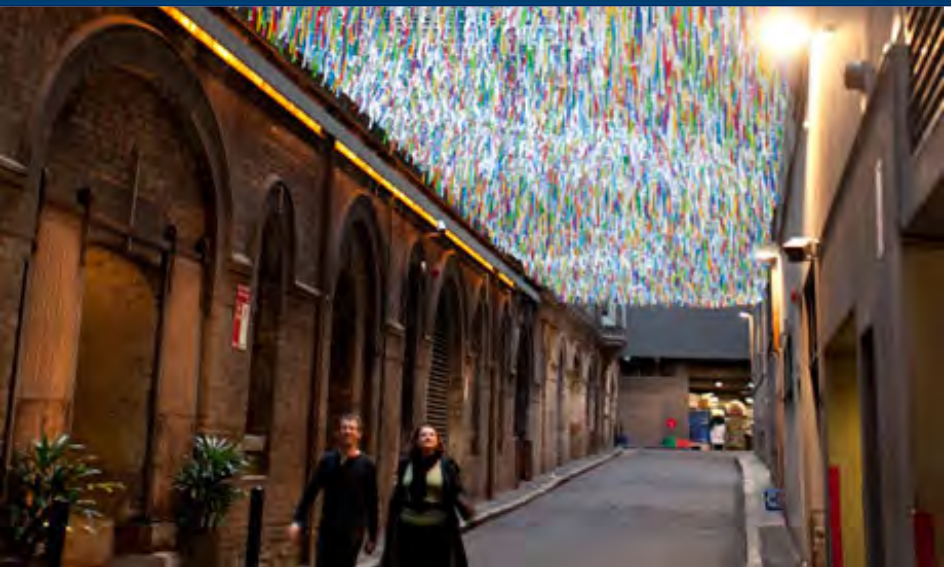


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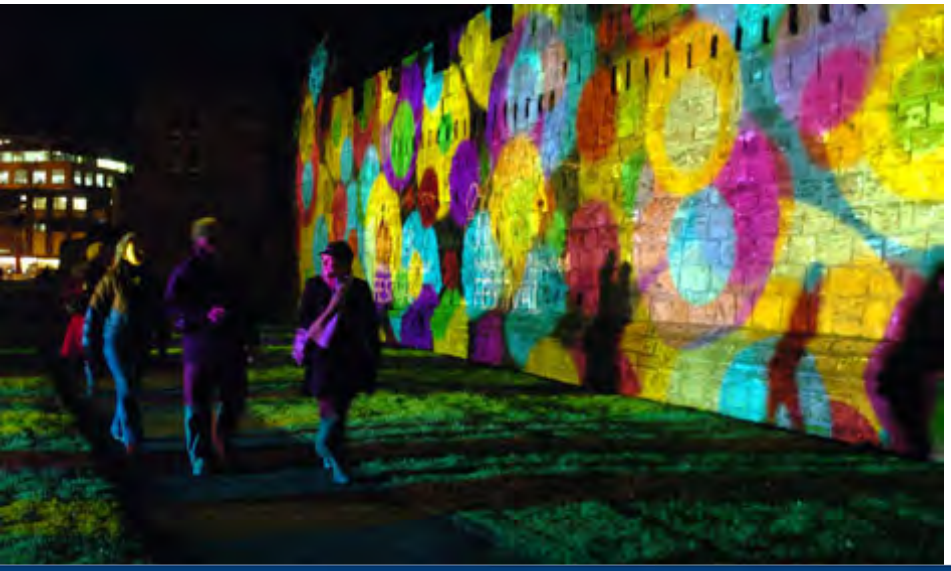
ARTS: CREATING MEMORABLE SPACES

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Precedent Images











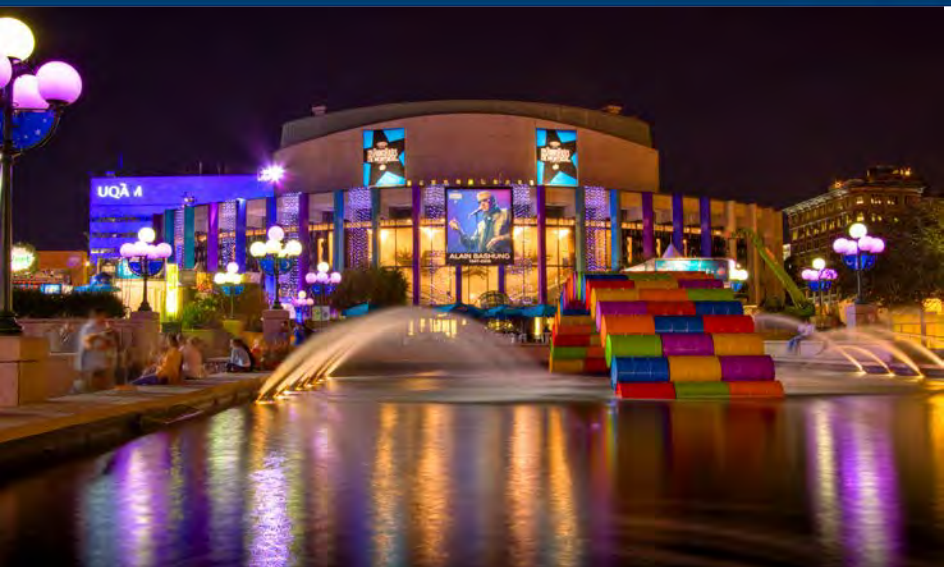


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ARTS: CREATING MEMORABLE SPACES

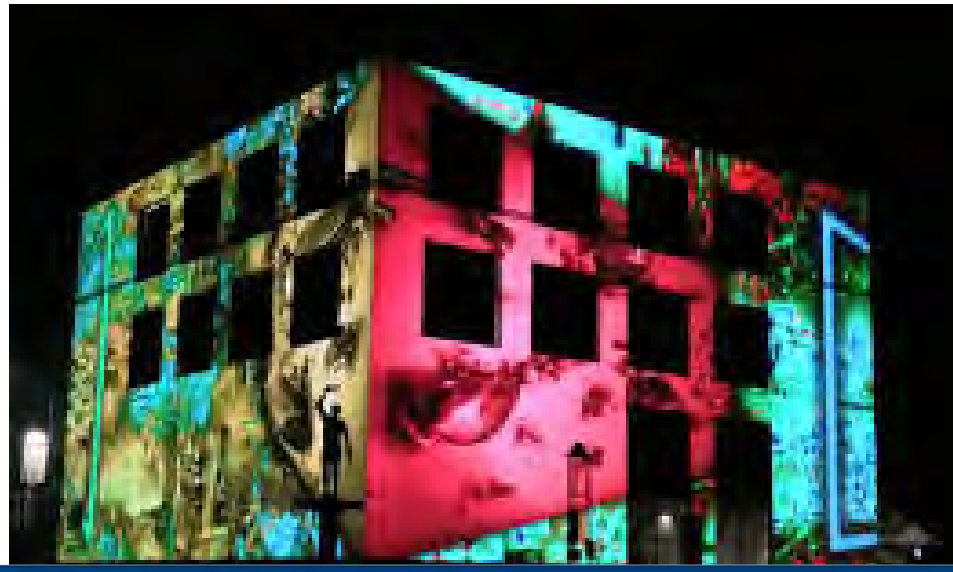
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Precedent Images









CULTURE:
CELEBRATING OUR CITY

BRAMPTON
brampton.ca Flower City

Precedent Images



FOOD & WINE FESTIVAL, MELBOURNE



BURNETT LANE FASHION PARADE, BRISBANE


GENZANO FLOWER FESTIVAL


GENZANO FLOWER FESTIVAL

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CULTURE:
CELEBRATING OUR CITY

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FESTIVAL OF INDIA, TORONTO



ST. PATRICK'S DAY PARADE



LANTERN FESTIVAL, CHIANG MAI



SNOW & ICE SCULPTURE FESTIVAL, BRUGES

CULTURE:
CELEBRATING OUR CITY

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KENSINGTON MARKET, TORONTO


PEDESTRIAN SUNDAY, KENSINGTON MARKET, TORONTO


PEDESTRIAN SUNDAY, KENSINGTON MARKET, TORONTO


ARTS FESTIVAL, NEW ORLEANS

ENTERTAINMENT: EXPERIENCES

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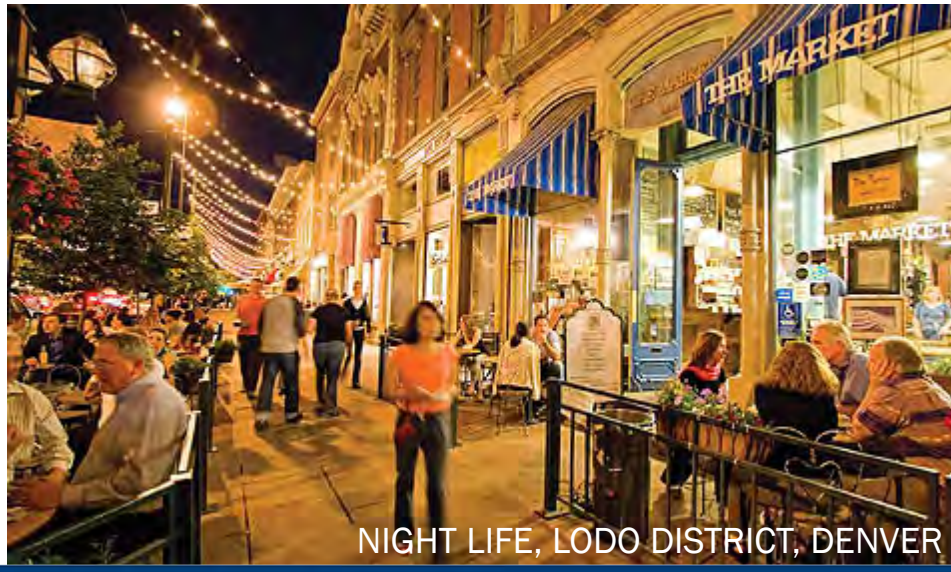
DINING, LODO DISTRICT, DENVER



DINING, LODO DISTRICT, DENVER



SHARED STREET, LODO DISTRICT, DENVER



NIGHT LIFE, LODO DISTRICT, DENVER

ENTERTAINMENT: EXPERIENCES

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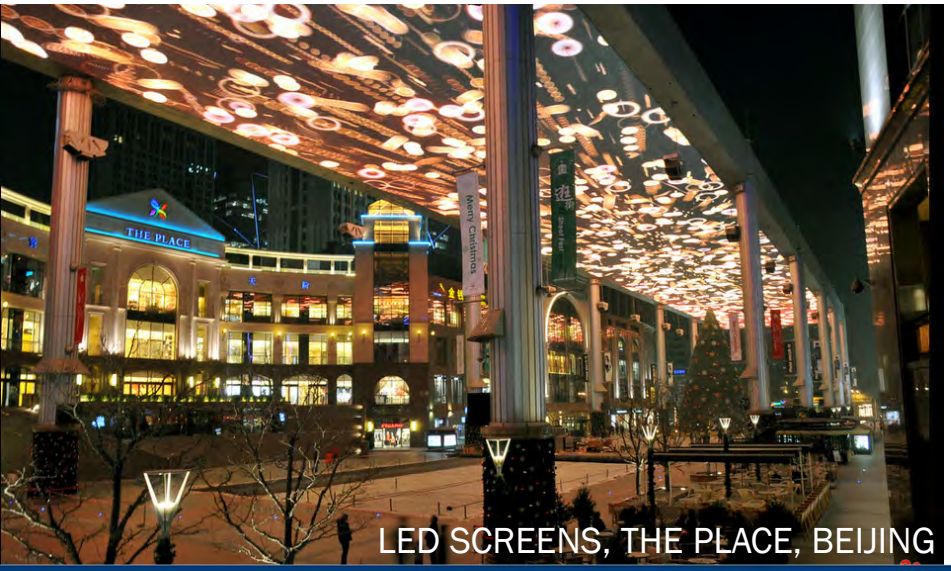
Precedent Images



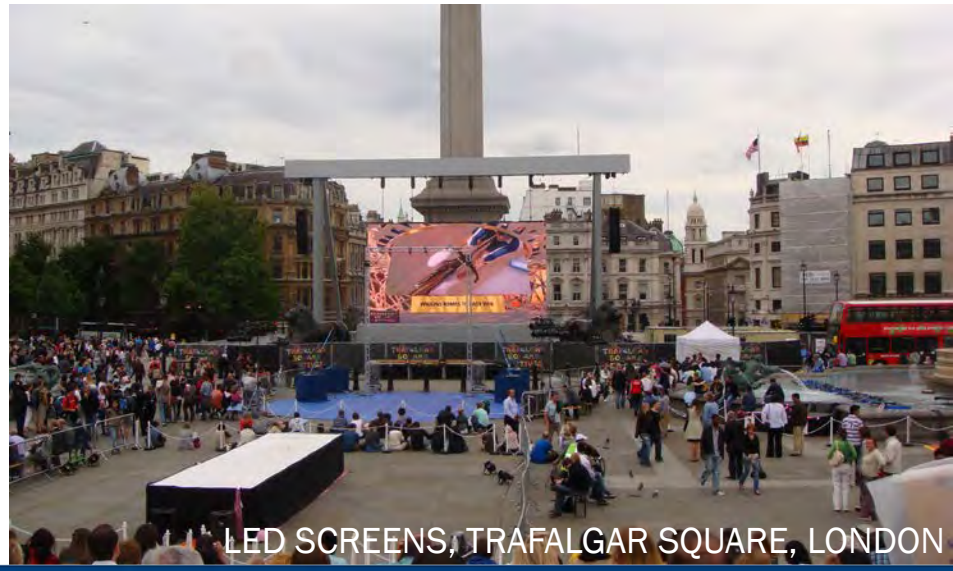
LED SCREENS, VICTORY PLAZA, DALLAS



LED SCREENS, YONGE-DUNDAS SQUARE, TORONTO



LED SCREENS, THE PLACE, BEIJING



LED SCREENS, TRAFALGAR SQUARE, LONDON

ENTERTAINMENT: EXPERIENCES

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SECRET CINEMA, BRISBANE


LANEWAY FESTIVAL, ADELAIDE


MAPLE LEAF SQUARE, TORONTO


UNION SQUARE, SAN FRANCISCO

PRINCIPLES FOR SUCCESSFUL SPACES

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1. IMAGE & IDENTITY
2. ATTRACTIONS & DESTINATIONS
3. AMENITIES
4. FLEXIBLE DESIGN
5. SEASONAL STRATEGY
6. ACCESS
7. ACTIVE EDGE
8. BRANCHING OUT
9. MANAGEMENT
10. FUNDING SOURCES

1. IMAGE & IDENTITY



CENTRAL FOUNTAIN, STRØGET DISTRICT, COPENHAGEN

2. ATTRACTIONS & DESTINATIONS



VENDOR KIOSKS, QUINCY MARKET, BOSTON

3. AMENITIES



INTERACTIVE FOUNTAIN, PEARL STREET, BOULDER

4. FLEXIBLE DESIGN



TEMPORARY TENTS, NATHAN PHILLIPS SQUARE, TORONTO

5. SEASONAL STRATEGY



CHRISTMAS MARKET, DISTILLERY DISTRICT, TORONTO

6. ACCESS



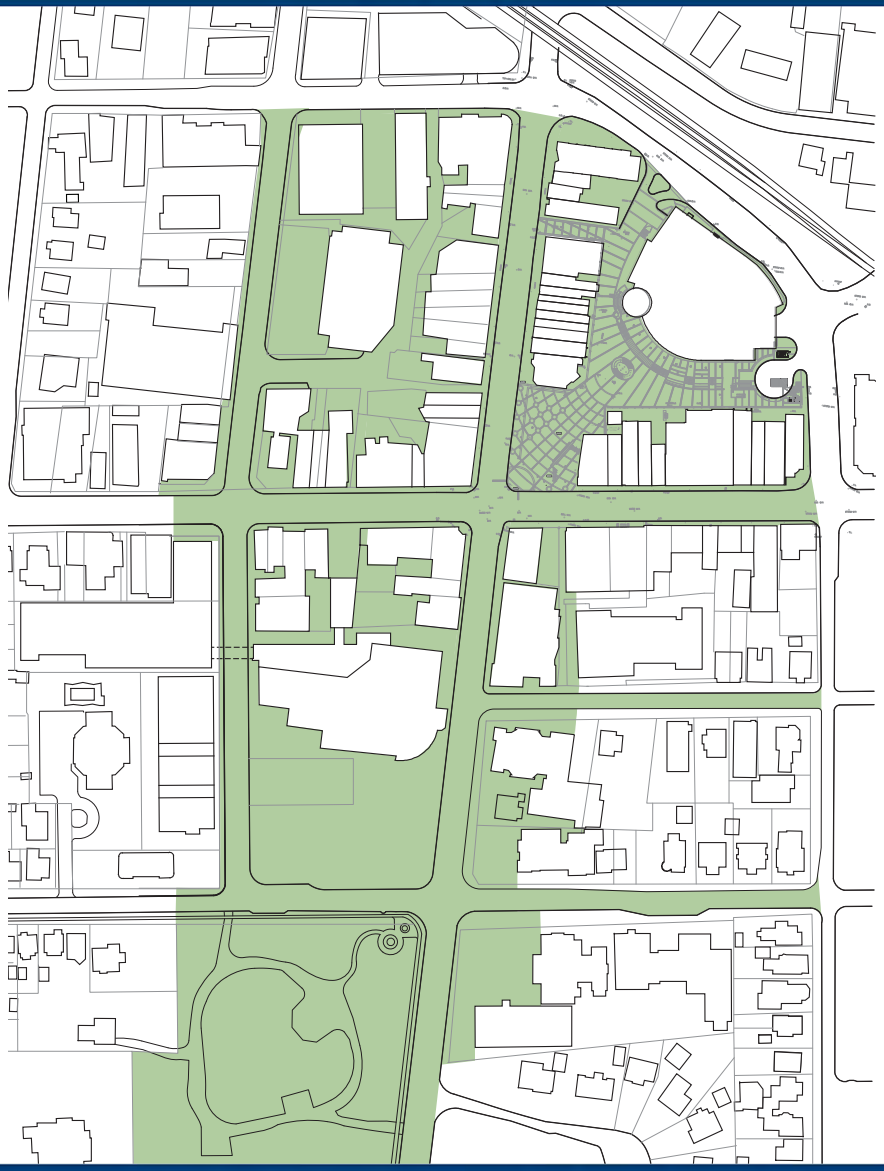
PEDESTRIAN STREET, DOWNTOWN BURLINGTON

7. ACTIVE EDGE



SHOPS ALONG THE EDGE, DON MILLS, TORONTO

8. BRANCHING OUT



DOWNTOWN BRAMPTON NETWORK

9. MANAGEMENT



MAINTENANCE OF PUBLIC SPACE

10. REVENUE SOURCES



EVENTS FUNDED BY VENDORS: REEBOK CROSSFIT LAUNCH, YONGE-DUNDAS SQUARE, TORONTO

To create a year-round **DESTINATION** *that incorporates Brampton's Heritage, Arts, Culture, and Entertainment (H.A.C.E.), and supports a vibrant Downtown.*






If Brampton were to be known for **ONE** *major event, what would it be?*

i) *What other types of events would support businesses within the Downtown?*

What does Garden Square **NEED** *to make it the most significant place in the City?*

i) *How can Garden Square become the 'face' of Brampton?*

ii) *What are 10 attractions that will draw people to the square throughout the day and night?*

How can our laneways contribute to a **VIBRANT** *downtown?*

i) How do you see laneways in downtown being used?

ii) Do you envision the laneway becoming a main access point to your business?

iii) What other activities do you see working in the laneway?

What are **FIVE** *things that can be done to make Main Street an outstanding retail destination?*

i) *Why should I go to Main Street when I can go to a mall?*



What type of **CONTENT** *should be displayed on the media screen?*

NEXT STEPS

- The Design Team will review all public input provided today;
- The schematic design process will begin February 17, 2014;
- Preliminary concepts for 3 priority areas to be developed March 2014;
- Schematic Design Concept to be presented at a public information session (to be arranged late March 2014);
- Finalize detailed design spring/summer 2014;
- Construction on Priority 1 (Garden Square) summer/fall 2014;
- Construction on Priority 2 (Laneways) summer/fall 2015;
- Construction on Priority 3 (Main Street) summer/fall 2016.

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THANK YOU!

Jerry Guidarelli, Project Manager

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