

# Downtown Brampton – existing character images

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





# PROPOSED DOWNTOWN VISION

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



Brampton central area corridor

October 24, 2005

# Proposed Downtown Vision

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





# Downtown Brampton Vision

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



# DOWNTOWN – THE BUSINESS CASE

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

Why focus on Downtown development?

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



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# DOWNTOWN – SPECIAL CHARACTER AREAS

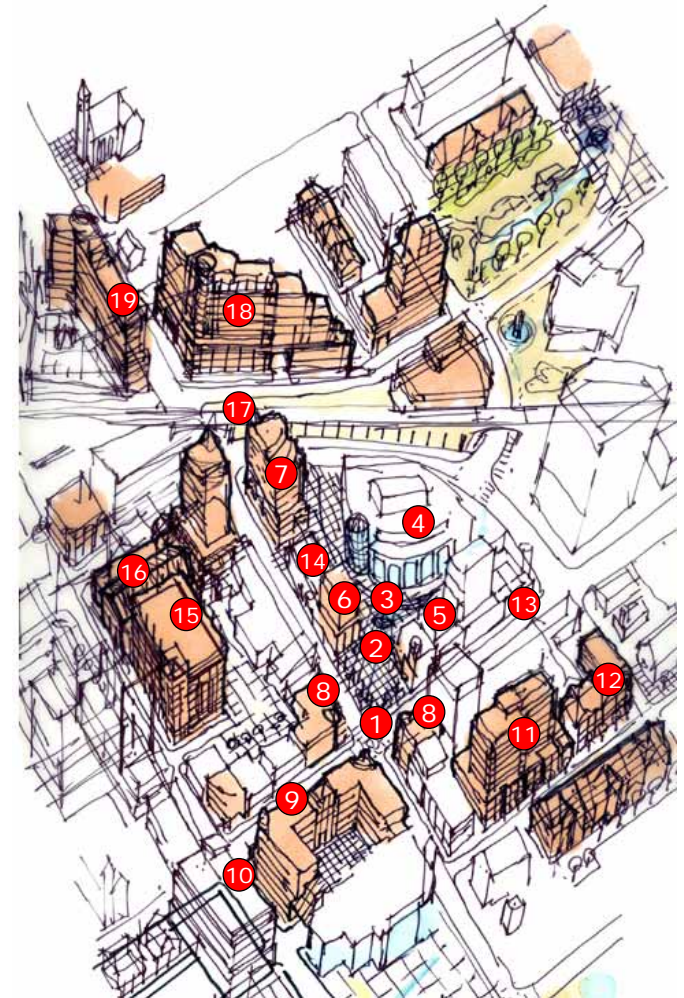
- 11 Special Character Areas have been identified for the Downtown Precinct with specific models of potential development, illustrated with successful case studies from Ontario, Canada and international



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

# FOUR CORNERS AREA

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



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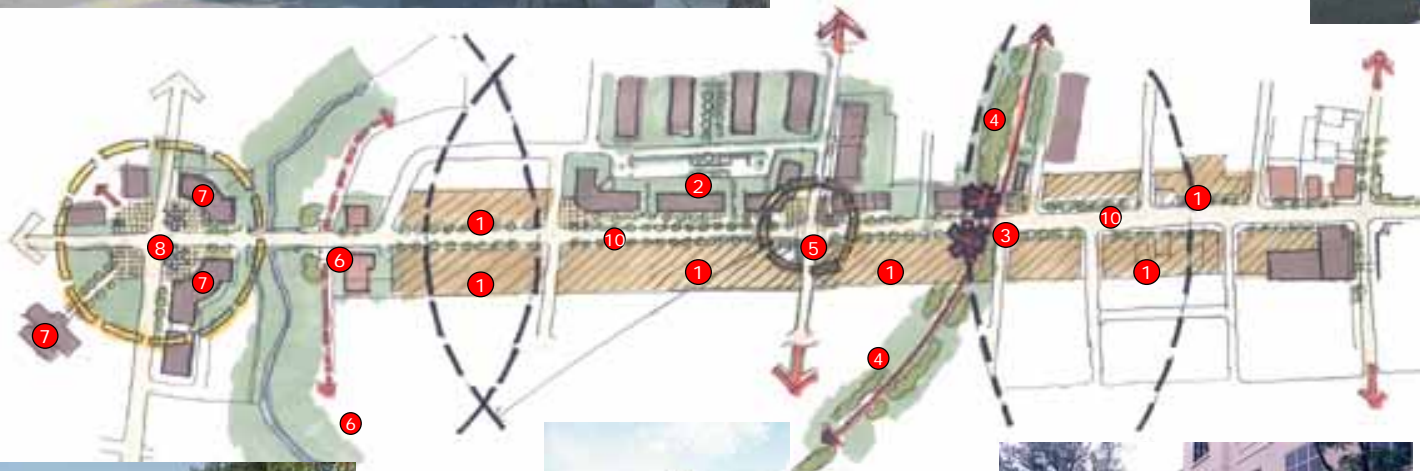
# Four Corners – Visioning images





# 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



# HOSPITAL AREA

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



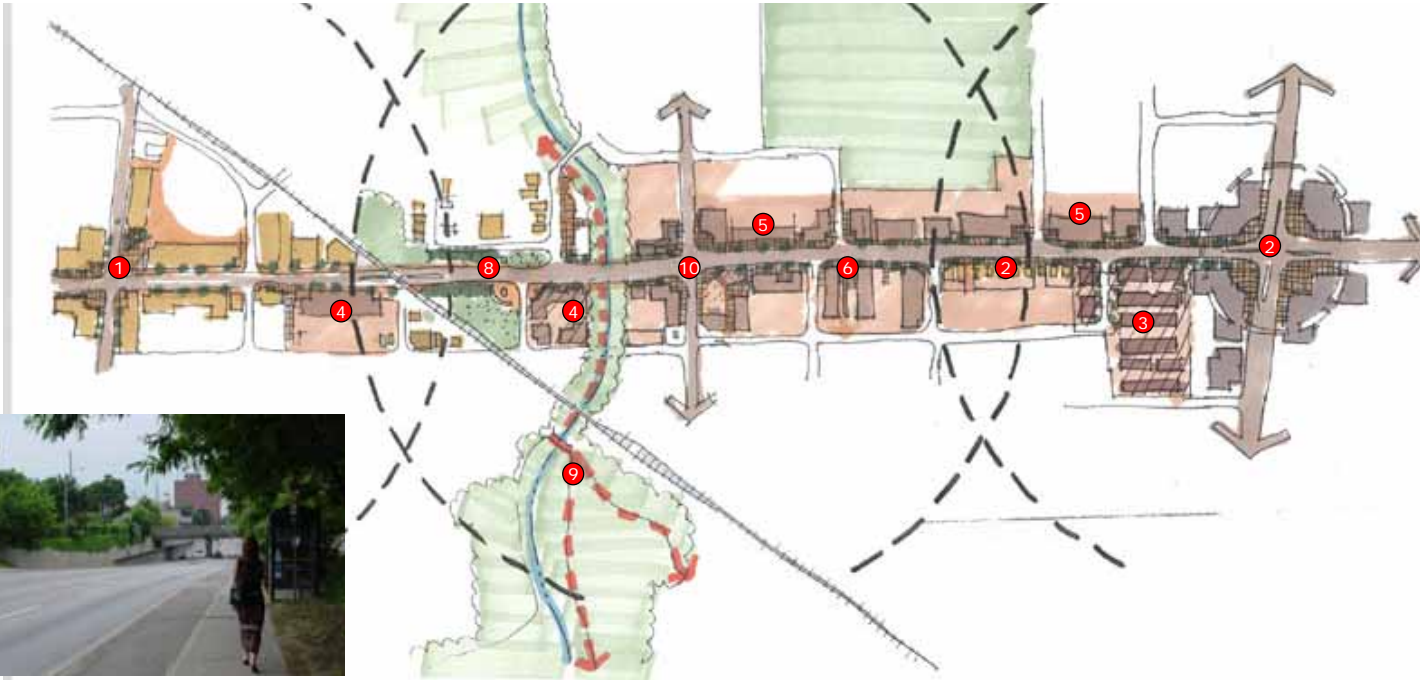
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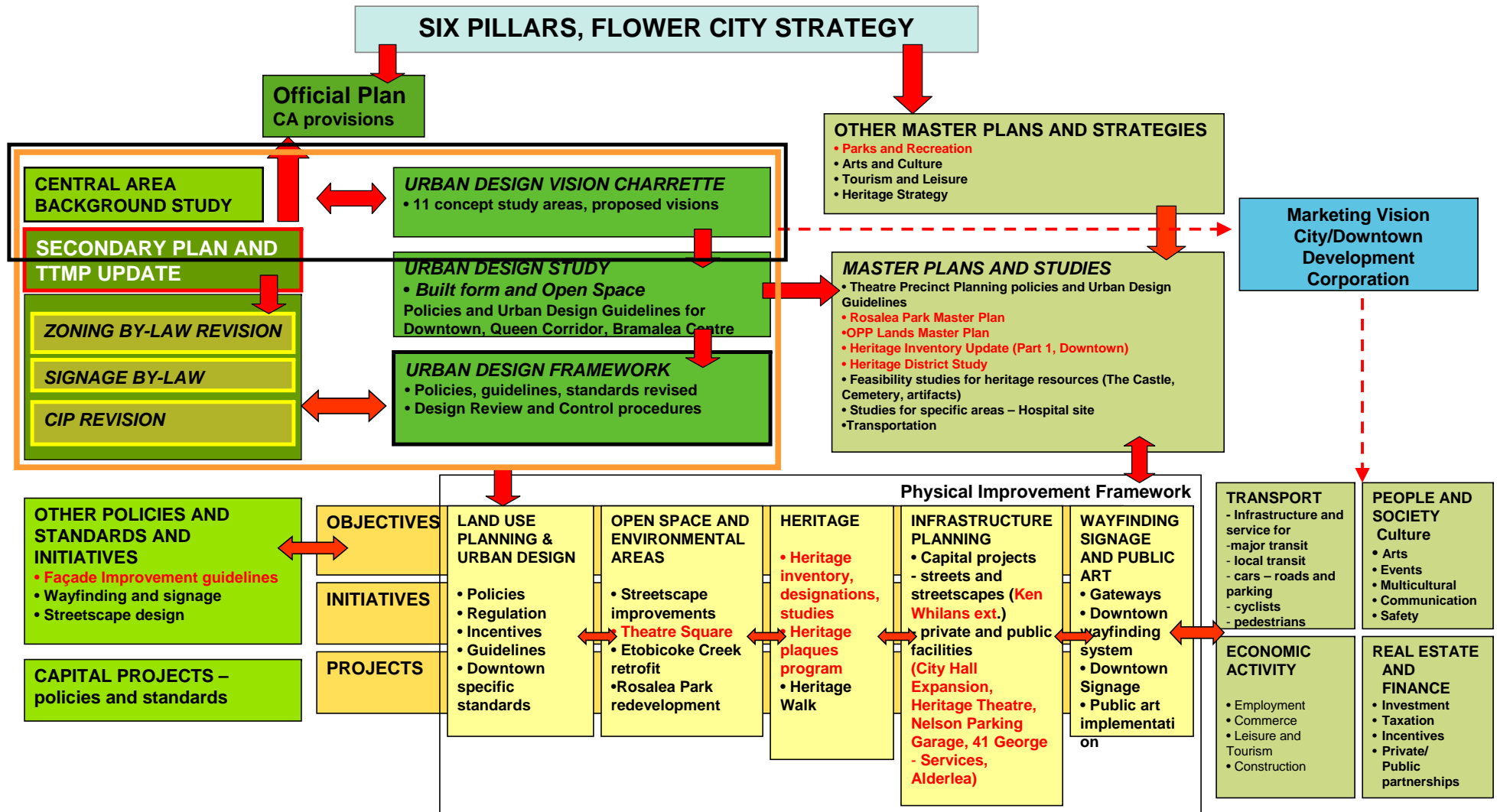


# QUEEN STREET EAST

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



# Central area – planned and current initiatives



## COMPREHENSIVE PLANNING AND DESIGN FRAMEWORK AND IMPLEMENTATION PROCESS

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# Conclusions

- Central Area and Downtown have a lot of **character and potential** and a **strong business case**
- Central Area Development fits with the **Six Pillars Strategy, Flower City Strategy** and constitutes **Smart Growth** and **Sustainable Development**
- The Vision wants to be **comprehensive, convincing, realistic, implementable**
- The Vision deals with entire Central area but **focuses on Downtown** - further detail will be added for the Queen Corridor and Bramalea City Centre. The Downtown Vision is now in the **Implementation phase**.
- It is very important to be **consistent**, have **clear rules**, to emphasize the importance of **strong character and good design** in implementing the Vision
- The City showed the way with the **Performing Arts Centre** and associated public spaces project and will continue with the City Hall Expansion, Alderlea, Heritage Theatre, streetscapes and other city or partnership developments
- The Vision identifies potential future work on the **seed and demonstration projects**, setting priorities
- We need **commitment** and **buy-in** from all staff, stakeholders, public, from agencies and Senior levels of government as well as specific **tools, standards** and **resources** to make this work viable and efficient
- We have a **governance and organization**, allocated resources, a **detailed work plan** and a lot of initiatives are on their way and require close **coordination and design review**
- Based on this vision we will start **marketing the Vision** and proceed with the **implementation**
- A lot of work is already underway in the Central Area, including **Flower City Campus, Performing Arts Centre, Streetscape** improvements, commercial **development, transportation** improvements.
- With strong Council, stakeholders and public support, with dedicated staff, we'll work for a **liveable, sustainable** and **beautiful** Central Area and Downtown for a **Great City**.

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