

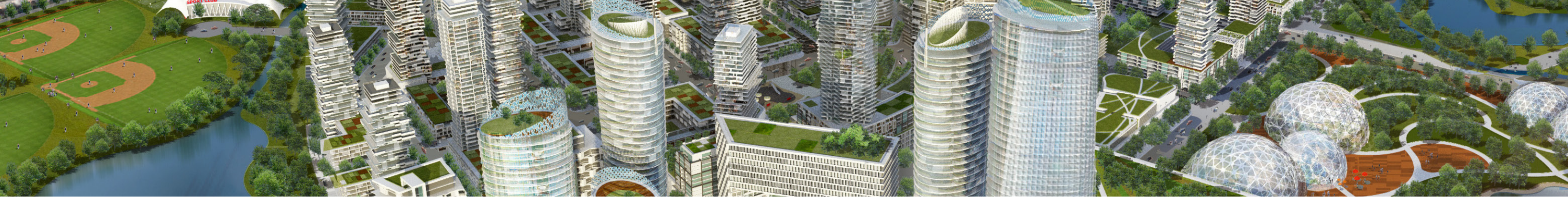


URBANIZING SUBURBIA | Introduction

Yvonne Yeung
ULI Suburban Development and
Redevelopment Product Council

Ken Greenberg
ULI Toronto District Council
Advisory Board





Introduction

- 1 Brampton 2040 Vision**
- 2 Brampton's competitive advantages**
- 3 Key opportunities**
- 4 Learning from Nordic countries**

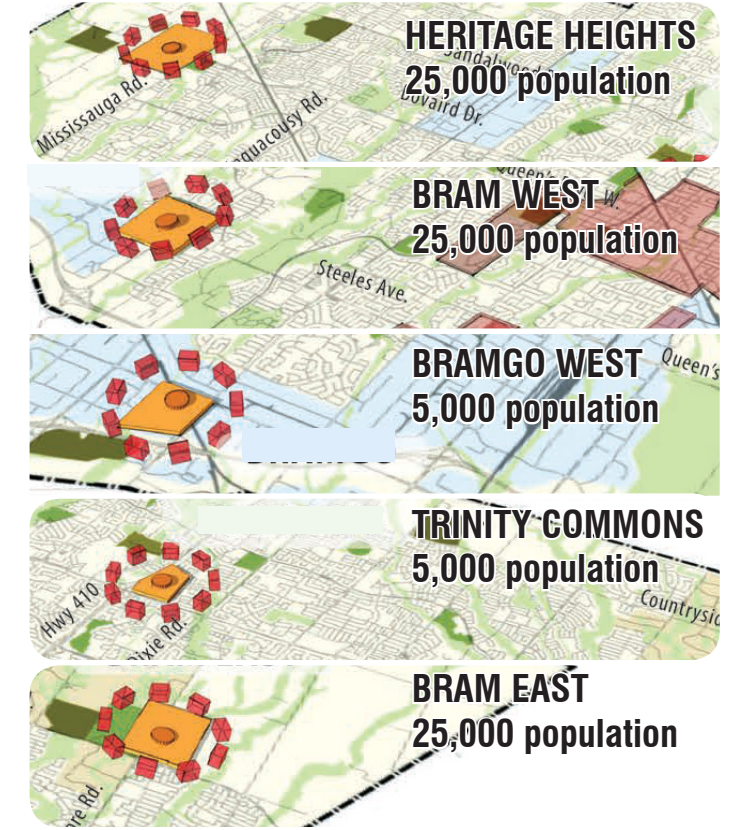
In May 2018, City council voted unanimously to endorse the Brampton 2040 vision.



The Vision initiative began in mid-2017, following Council direction to develop a comprehensive document guiding Brampton's future as a **connected, inclusive and innovative** city.

In 21 years, Brampton's population will reach over 1 million. Brampton will be:

- home to additional 385,000 residents; and
- place of employment for additional 185,000 jobs.



Uptown Brampton

80,000 population

53,000 jobs

Jobs-to-household	1.8
Persons per unit	2.7
Large City-owned land	Yes

Downtown Brampton

55,000 population

26,000 jobs

Jobs-to-household	1.3
Persons per unit	2.8
Large City-owned land	Yes

Bramalea

50,000 population

24,000 jobs

Jobs-to-household	1.3
Persons per unit	2.8

Town Centres

85,000 population

46,000 jobs

Jobs-to-household	1.5
Persons per unit	2.8

In March 2019, City Council established the Term of Council Priorities aligned to Brampton 2040 and to move the City towards the vision over the next four years.

4 Strategic Directions were identified:

- 1 - City of Opportunities
- 2 - Mosaic
- 3 - Green City
- 4 - Healthy and Safe City
- 5 - Well-run City



In May 2019, City departments established work plan to identify key initiatives to deliver Council priorities established under each strategic directions. Priorities include:

- 1 Build **complete communities** and revitalize existing neighbourhoods;
- 2 **Unlock development potential of Downtown and Uptown** to shift balance of employment towards **local jobs**;
- 3 Support the **community hub concept** to increase flexible spaces and diversify education and program opportunities;
- 4 Prioritize jobs within urban and town centres to spread employment opportunities across the City and **align planning with economic development and transit**; and
- 5 Attract investment and employment through strategic investments in Brampton's brand that nurture a **creative, innovative, and entrepreneurial environment**.

Implemented
through

Precinct
Plans
for Urban
Precincts 2019

Integrated
Complete
Community
Master Plan 2020

Implementation,
Partnerships and
Co-development
Framework 2021

New
Official
Plan 2022
(tentative)

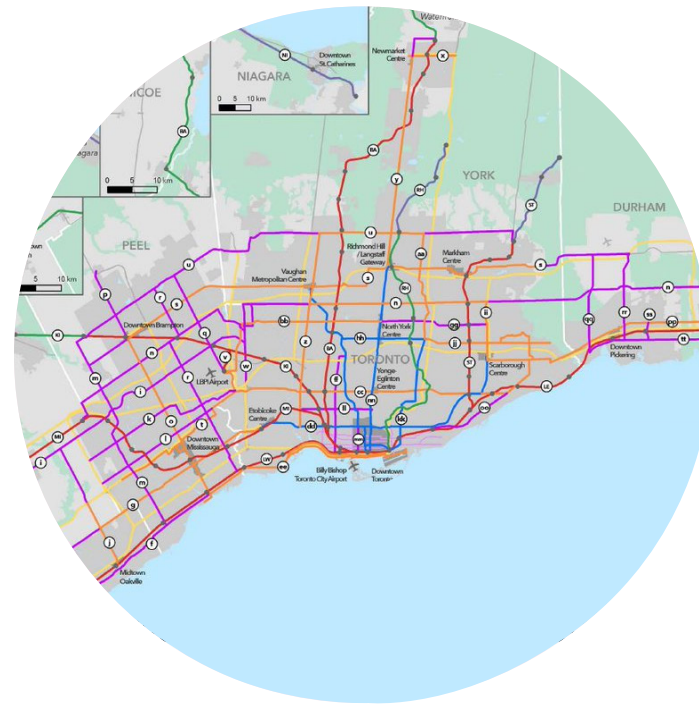
Macro factors open up opportunities.

How can we take advantage of these?



Additional 0.7 million population in Peel in 2041 (25% of total GTA growth)

source: Ministry of Finance, Metrolinx



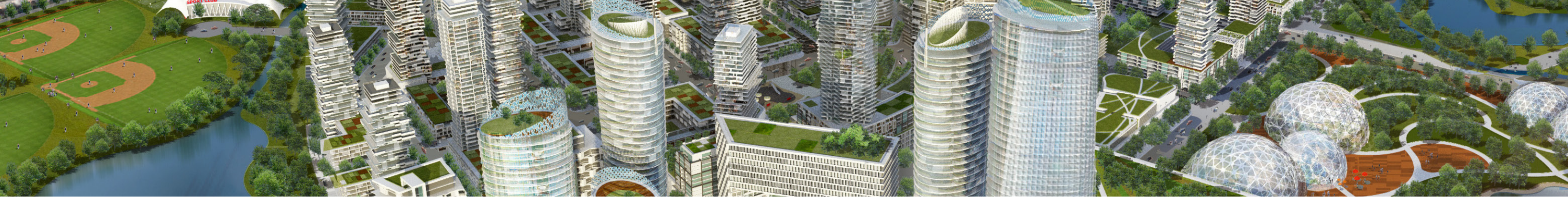
Rapid transit expansions in 2014



Multi-generational homes for “missing middle” population in urban neighbourhoods



Most wanted companies locate to where talents are

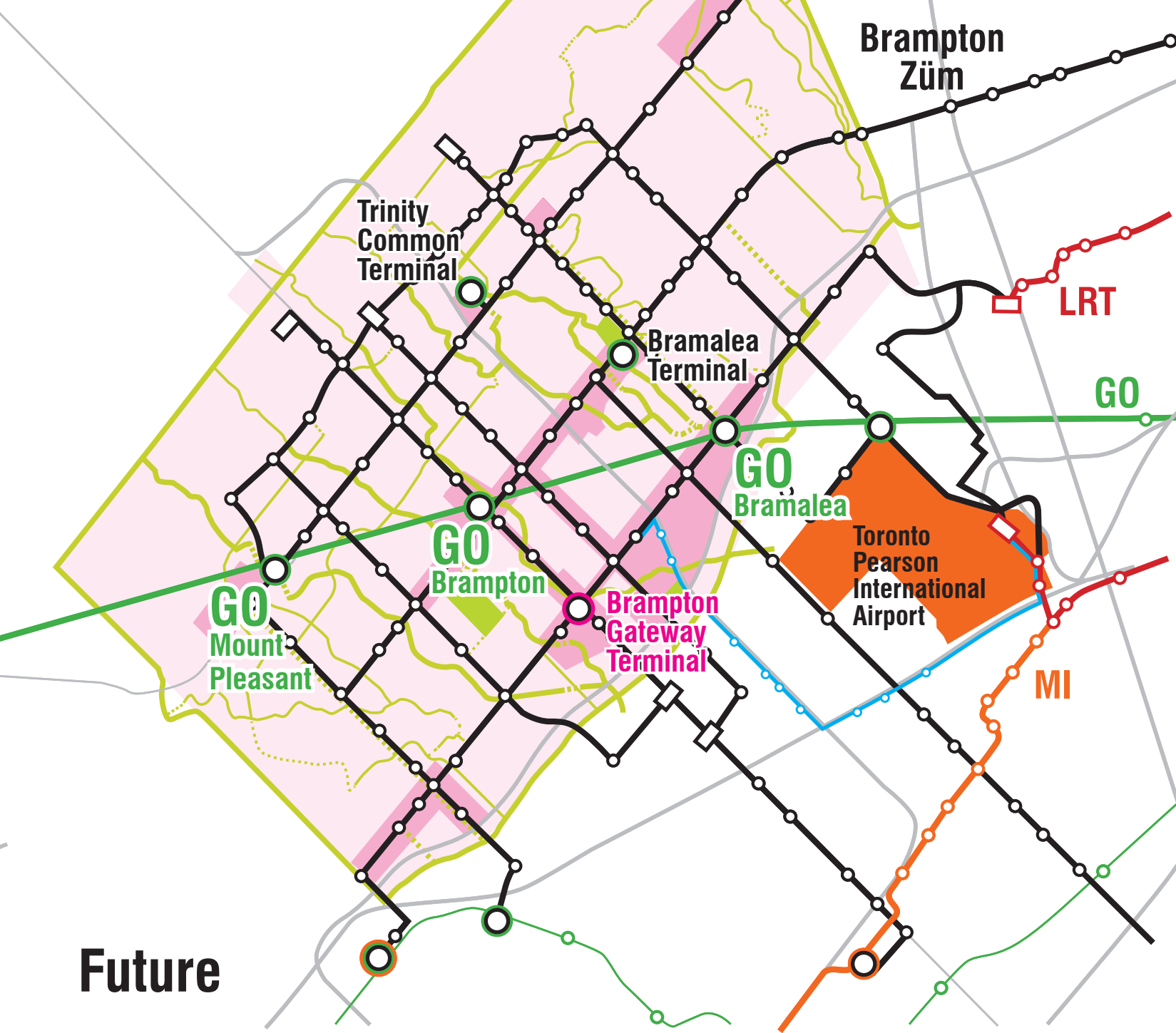
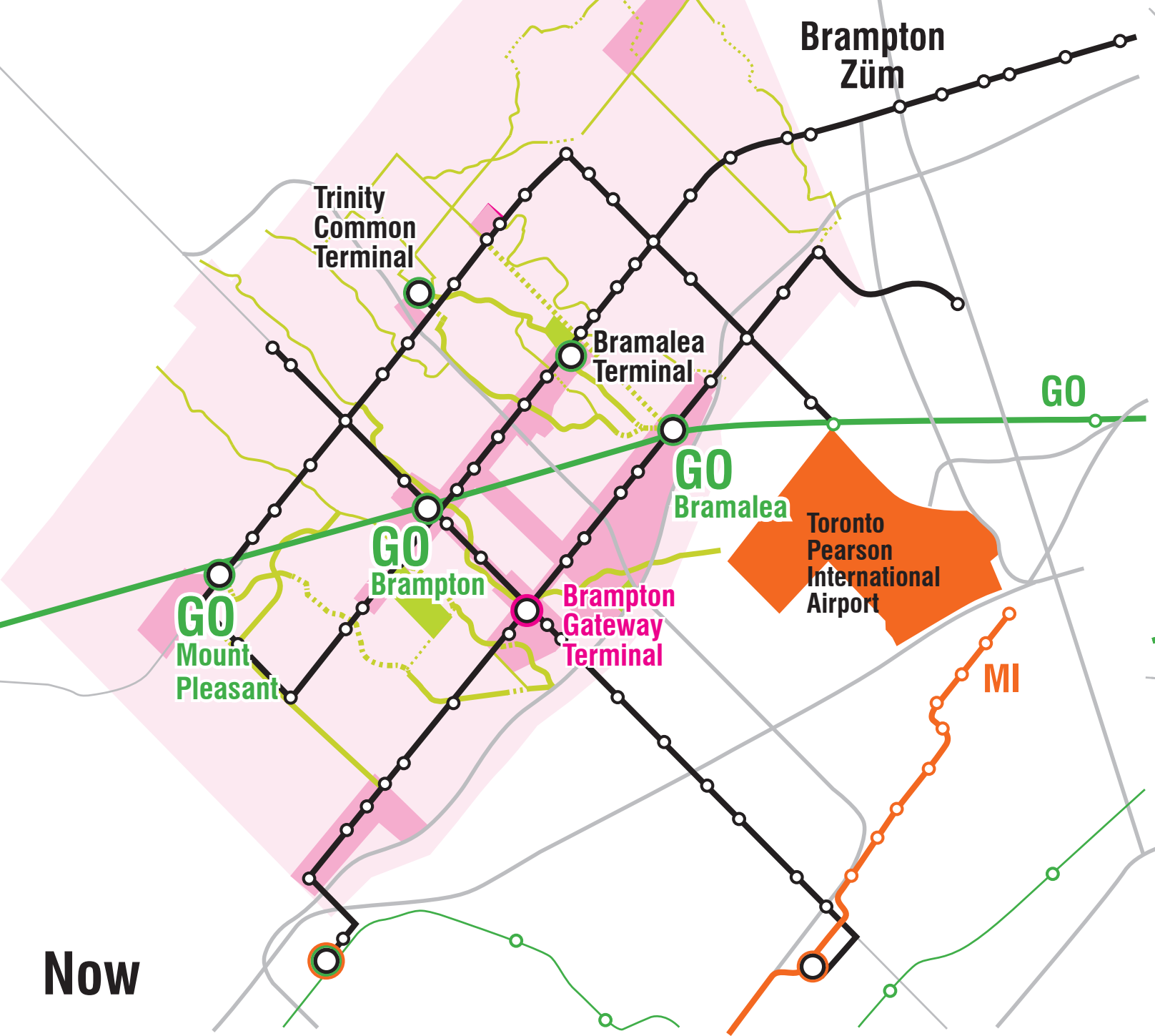


Brampton's competitive advantages

- Rapid Transit Connections and **City-owned Züm rapid transit**
- Close proximity to **Pearson International Airport**
- Culturally diverse demographics with **entrepreneur skills and connections**
- Young population and **post secondary education investments**
- Part of **Toronto Region Tech Hub** and located along Toronto-Kitchener Tech corridor
- Large household size and **multi-generational living-style**
- **2nd fastest growing city** in Canada on the cusp of shifting to a sustainable future

Robust rapid transit connections

What are the opportunities?



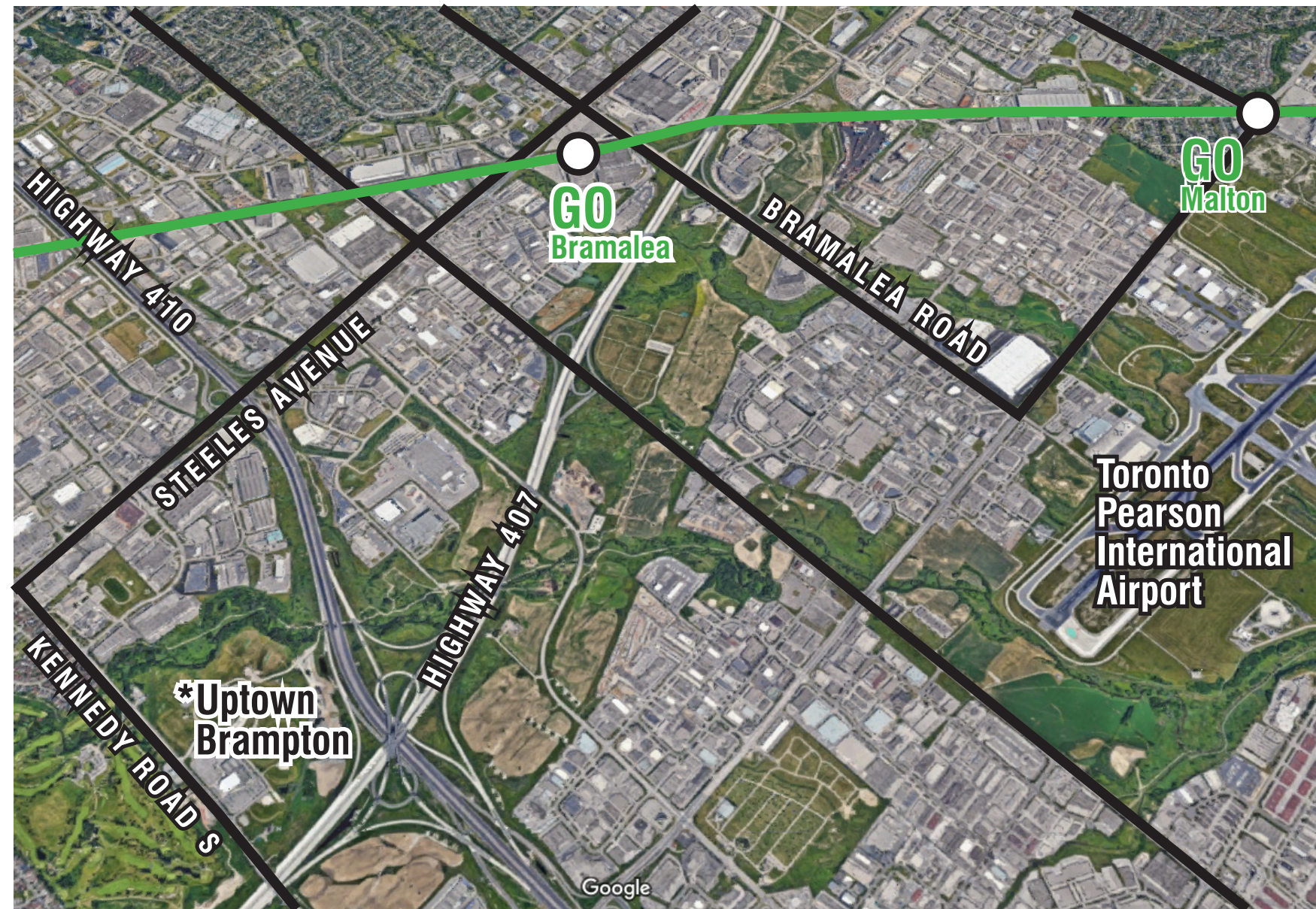
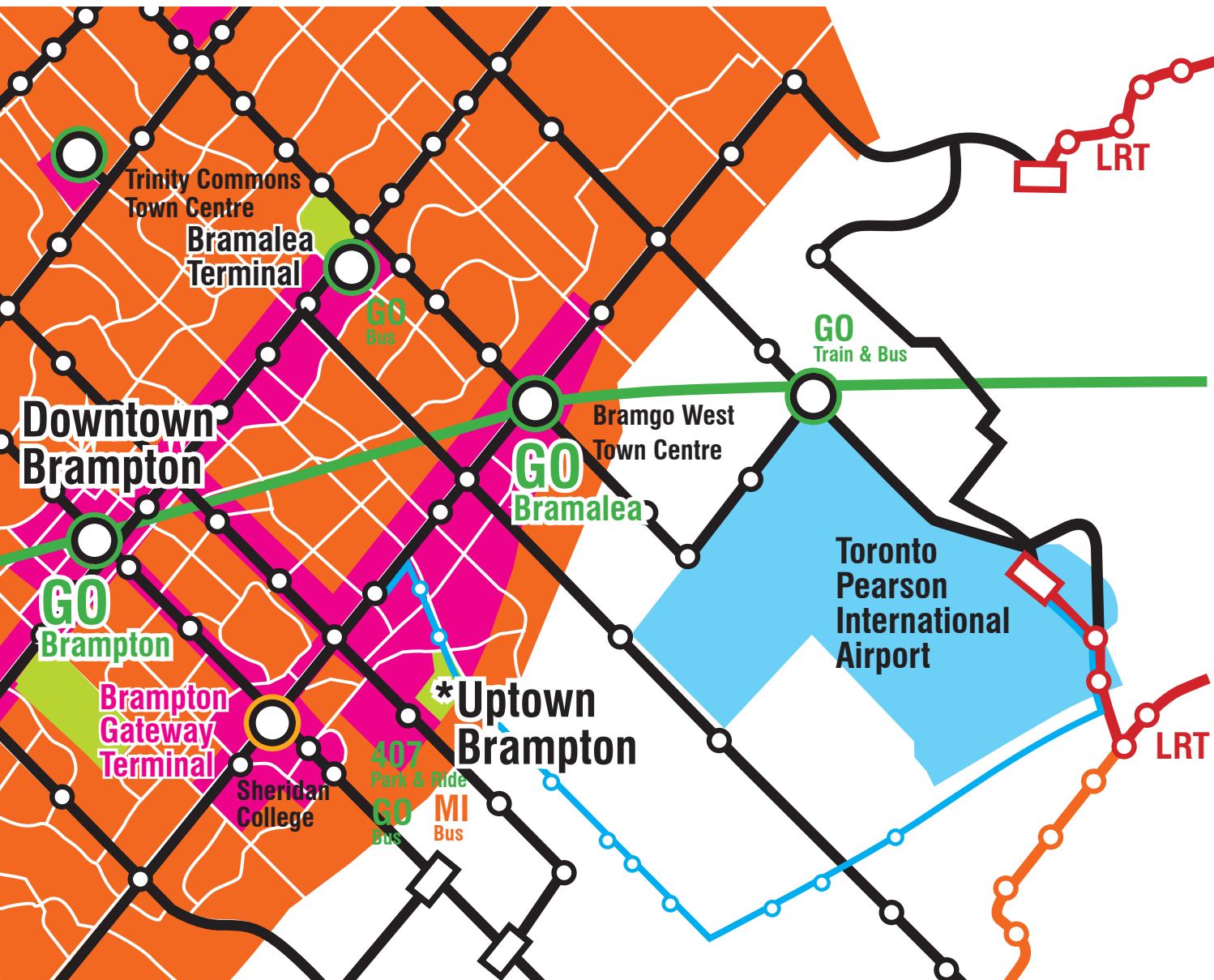
Rethink road widening, transforming arterials to urban corridors



Close proximity to Pearson International Airport

What are the opportunities?

- All day, two-way 15-min GO service
- City-owned Züm rapid transit

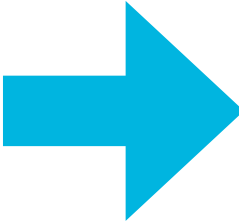


Culturally diverse demographics with entrepreneur skills and connections

What are the opportunities?

- International human capital
- Innovation advantage

International entrepreneur & business skills



Canadian high technical skills (Engineering, IT)



BRAMPTON ENTREPRENEUR CENTRE

73% of Brampton population are visible minority
52% of Brampton population are immigrants

39% of Immigrants are Age 25-44
33% of Immigrants are Asians (including Southeast Asians)

source: Statistics Canada, Census data 2106

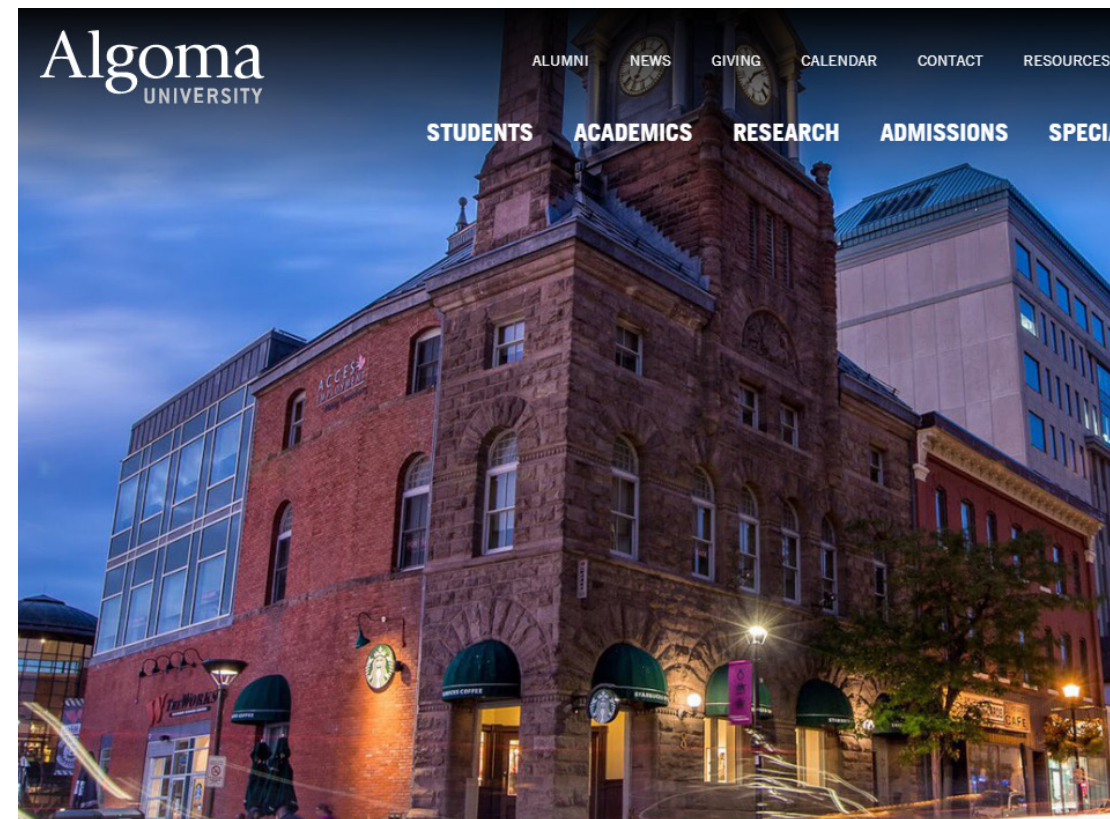
Young population & post secondary education investments

What are the opportunities?

RYERSON UNIVERSITY CYBERSECURITY HUB IN BRAMPTON



ALGOMA UNIVERSITY SCHOOL OF BUSINESS AND ECONOMICS IN BRAMPTON



Our Partners



- Work with Sheridan College on district energy and assess expanding integrated energy solutions to neighbouring users (i.e. sportsplex)
- Leveraging Sheridan to develop Brampton community energy plan
- Working on a new Master Plan for Davis Campus
- Bringing Continuing Education Courses to the Downtown

What We are Moving Forward With

Collaboration with Ryerson to bring in a significant educational and innovation opportunity that will transform downtown Brampton.



42% of Brampton population are under 34 years old (2016)

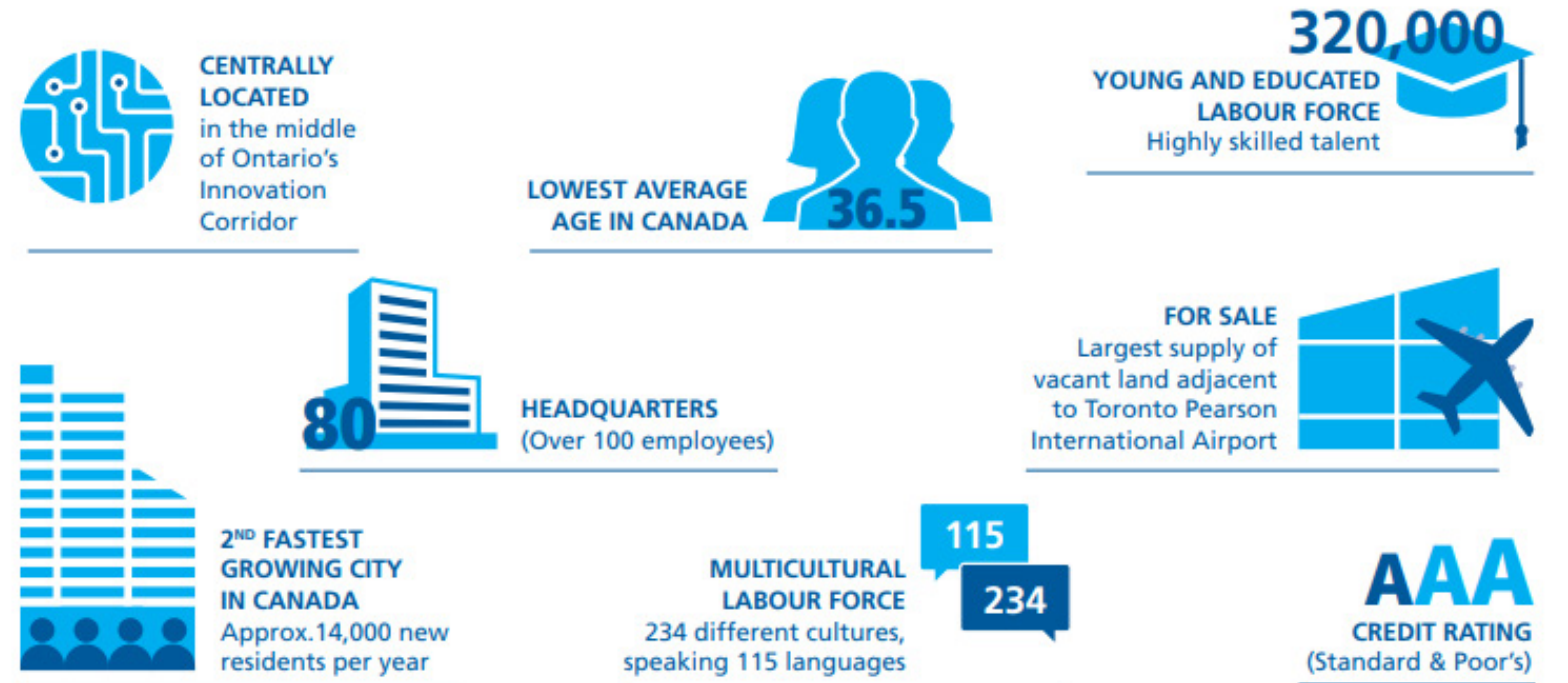
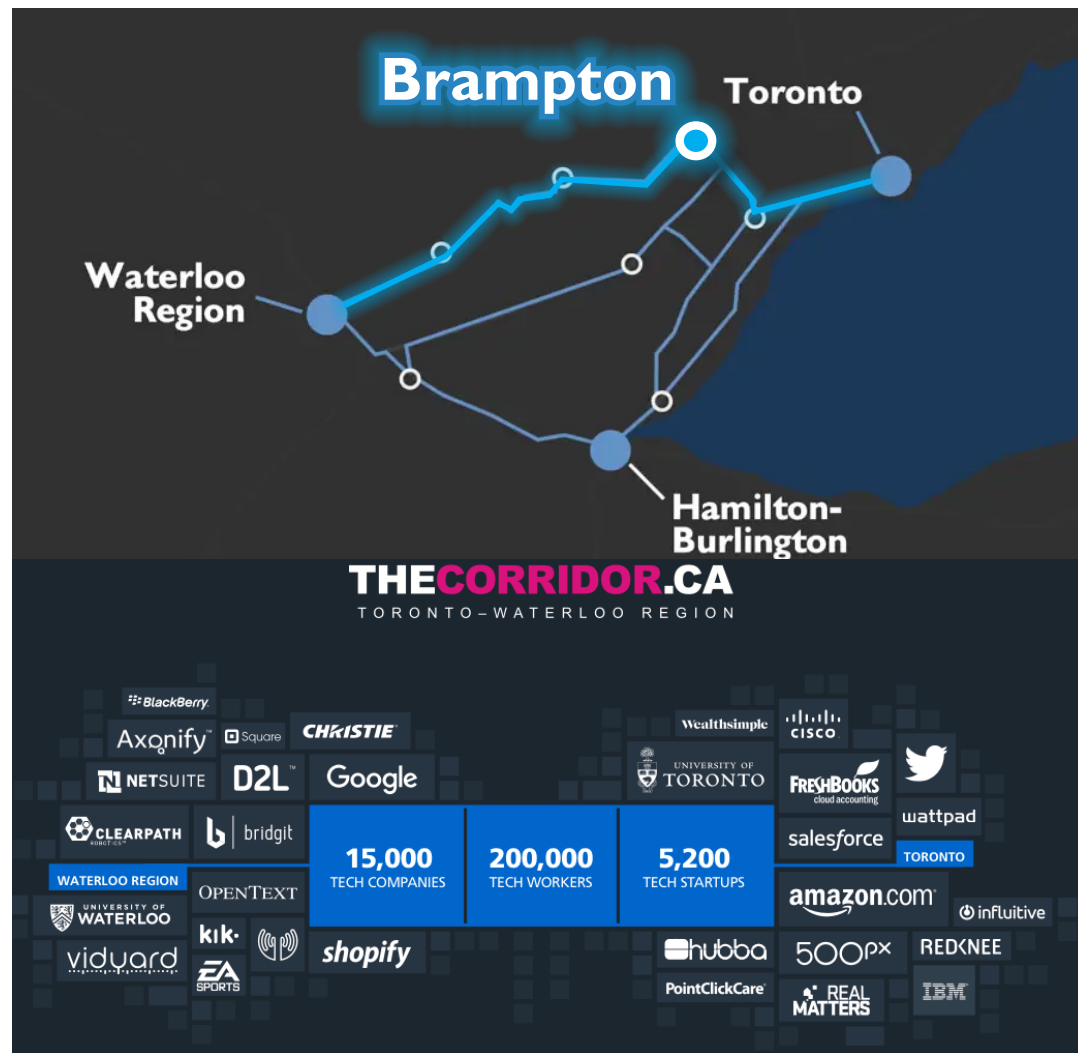
source: Statistics Canada, Census data 2106

<p>23,000 Full-time students</p>	<p>120+ programs across these 5 faculties, including 74 degree programs</p>
<p>3,700 Part-time students</p>	
<p>13,000 Continuing and Professional Studies students</p>	<p>Faculties</p> <ul style="list-style-type: none"> • Animation, Arts and Design • Pilon School of Business • Applied Science and Technology • Applied Health and Community Studies • Humanities and Social Sciences

Part of Toronto Region Tech Hub and located along Toronto-Kitchener Tech corridor

What are the opportunities?

- Build a tech-friendly ecosystem to attract talents & tech companies



Large household size and multi-generational living-style

What are the opportunities?

- Small businesses & local economy
- Multi-generational living
- Age-friendly community

1 in 4 household has 5+ persons

66% of household has 3+ persons

Average household size 3.5 PPU

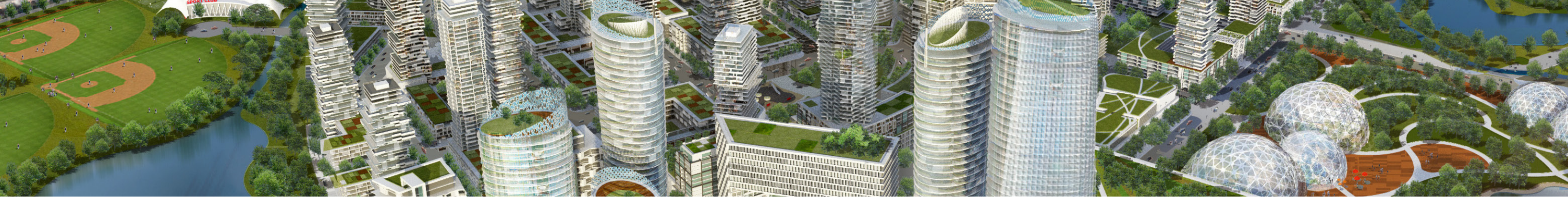
(2.6 is Ontario average)

JOIN US AT BRAMPTON'S FIRST
AGE-FRIENDLY FORUM!
Supported by Sheridan College



311 f t i y brampton.ca/agefriendly Sheridan BRAMPTON





Key city-building opportunities

- **Create Hubs and Centres**
- **Queen Street High-density Mixed-use Precinct** (within Urban Growth Centre)
- **All day 15-min, 2-way service at Bramalea GO**
- **Uptown Brampton**
- **Bramalea Civic Centre**
- **Downtown Brampton** (recap from the afternoon Walkshops):
 - Potential for **Integrated Transit-Oriented Development** at Brampton GO
 - Building a **Tech-Friendly Ecosystem**
 - Meanwhile Strategy** for Arts and Culture
 - Unlock Downtown** through Riverwalk Public Realm Transformation

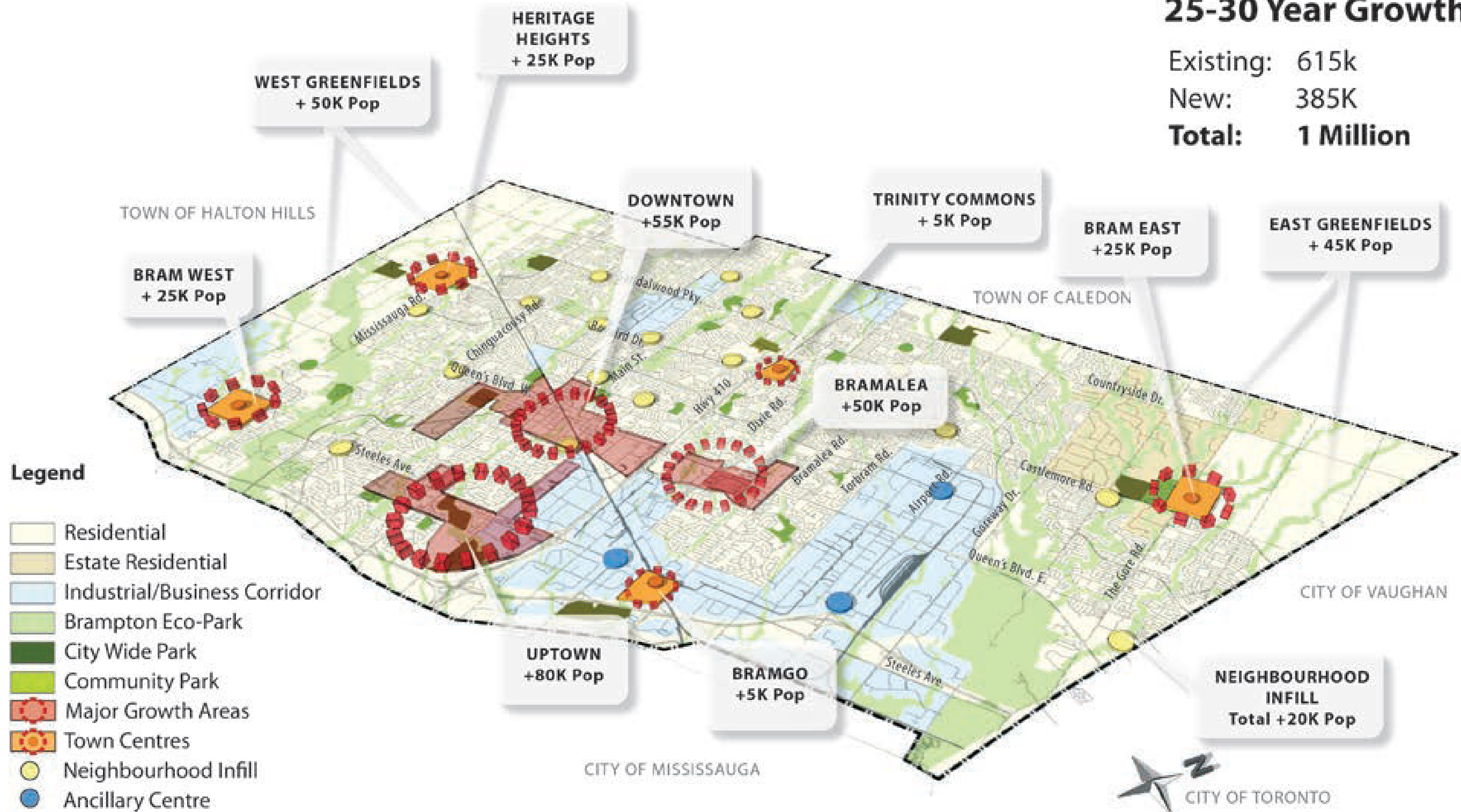
Create Hubs and Centres

25-30 Year Growth:

Existing: 615k

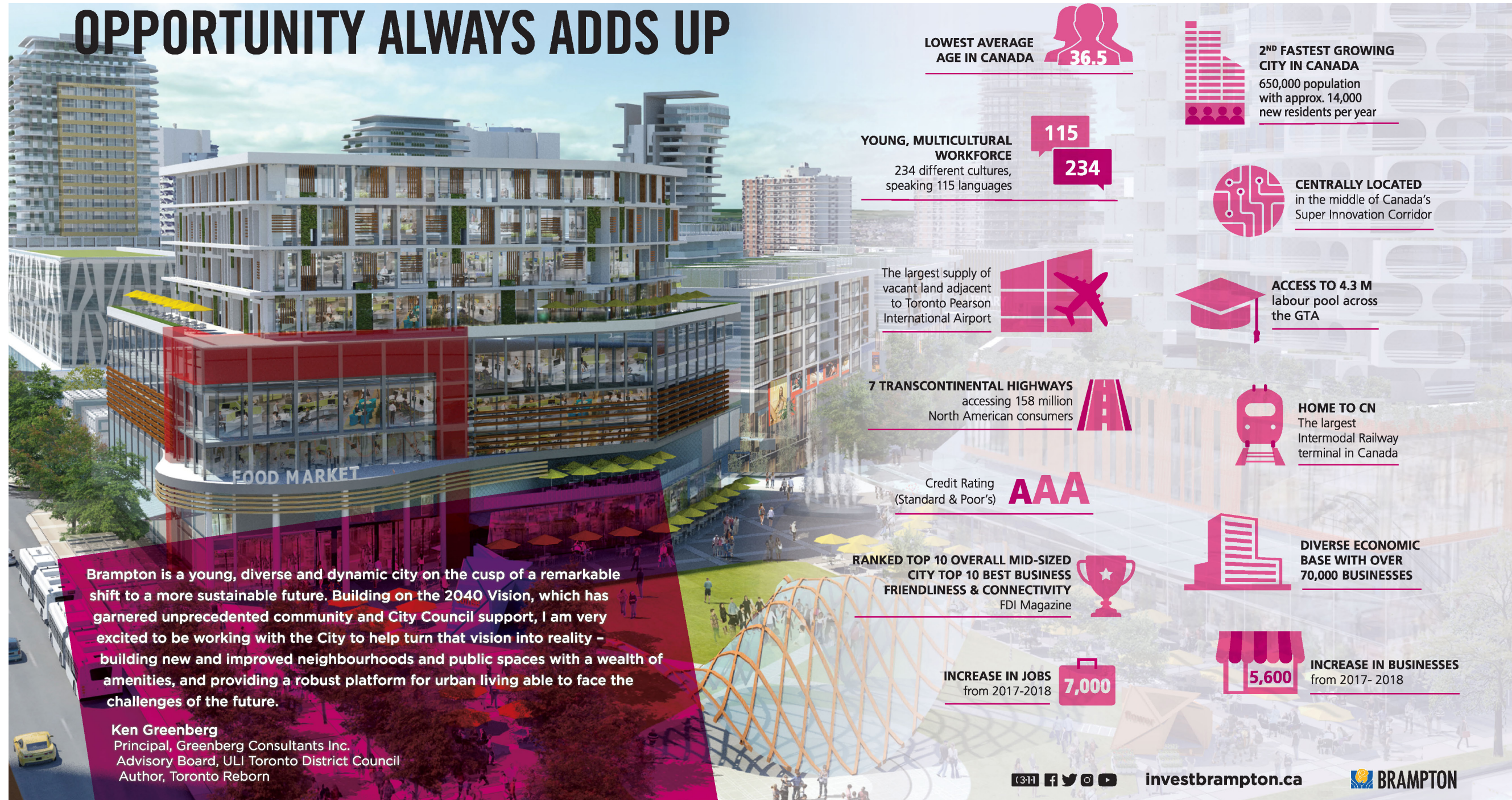
New: 385K

Total: 1 Million



Achieve 60% of residents working within the City through establishing a “tech-friendly ecosystem” in neighbourhoods

OPPORTUNITY ALWAYS ADDS UP

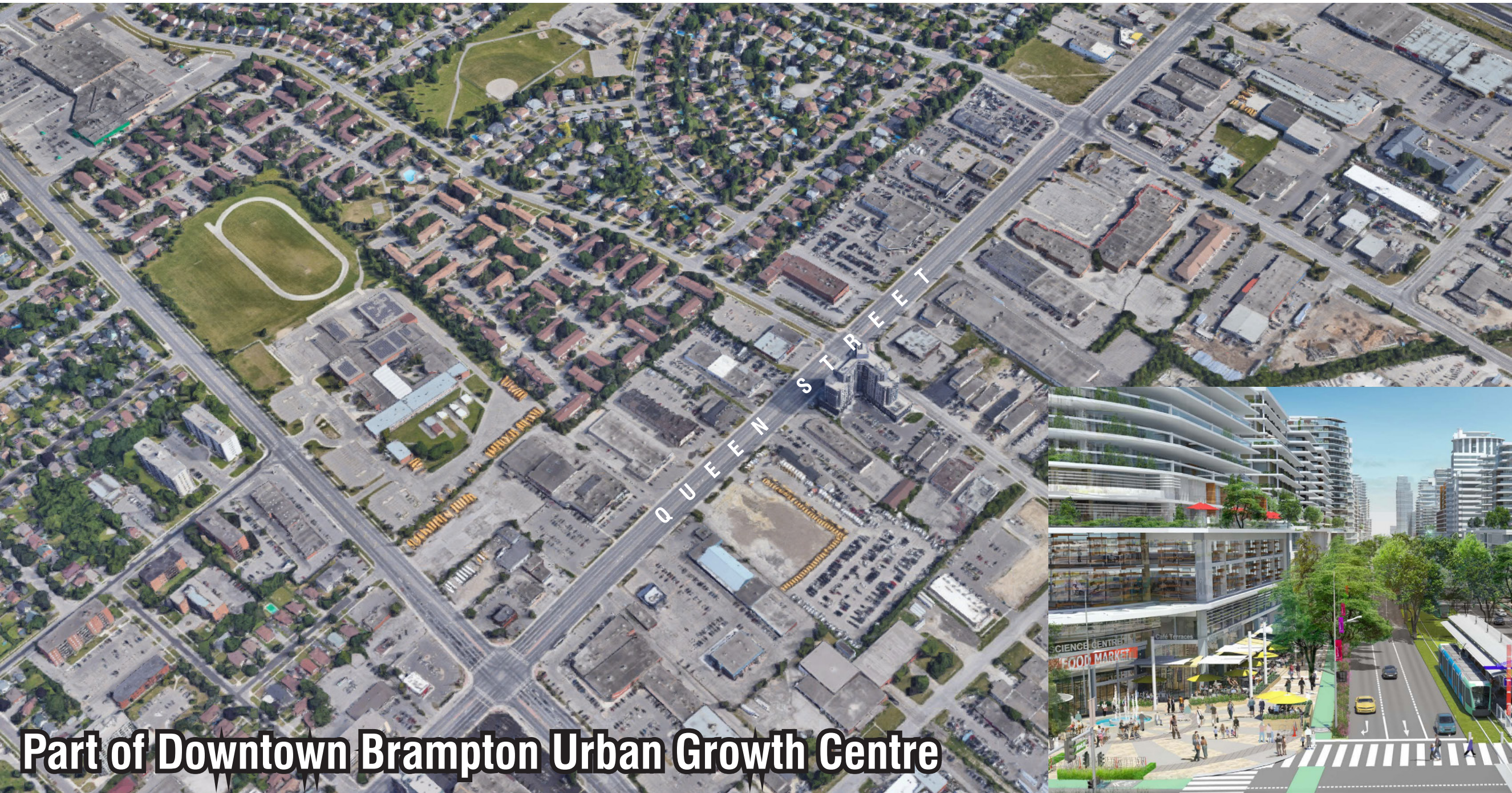


Brampton is a young, diverse and dynamic city on the cusp of a remarkable shift to a more sustainable future. Building on the 2040 Vision, which has garnered unprecedented community and City Council support, I am very excited to be working with the City to help turn that vision into reality - building new and improved neighbourhoods and public spaces with a wealth of amenities, and providing a robust platform for urban living able to face the challenges of the future.

Ken Greenberg
Principal, Greenberg Consultants Inc.
Advisory Board, ULI Toronto District Council
Author, Toronto Reborn

Queen Street Precinct

220 acre of rapid transit served Urban Growth Centre table-land ready for high-density mixed-use redevelopment



Part of Downtown Brampton Urban Growth Centre

Bramalea GO

All day, 15-min, 2-way service



Bramalea Civic Centre

Town-centre and civic centre redevelopment



Uptown Brampton



**Shoppers World
Redevelopment**

**CAA Destination Complex
Redevelopment**

**Sheridan College
Campus
Redevelopment**



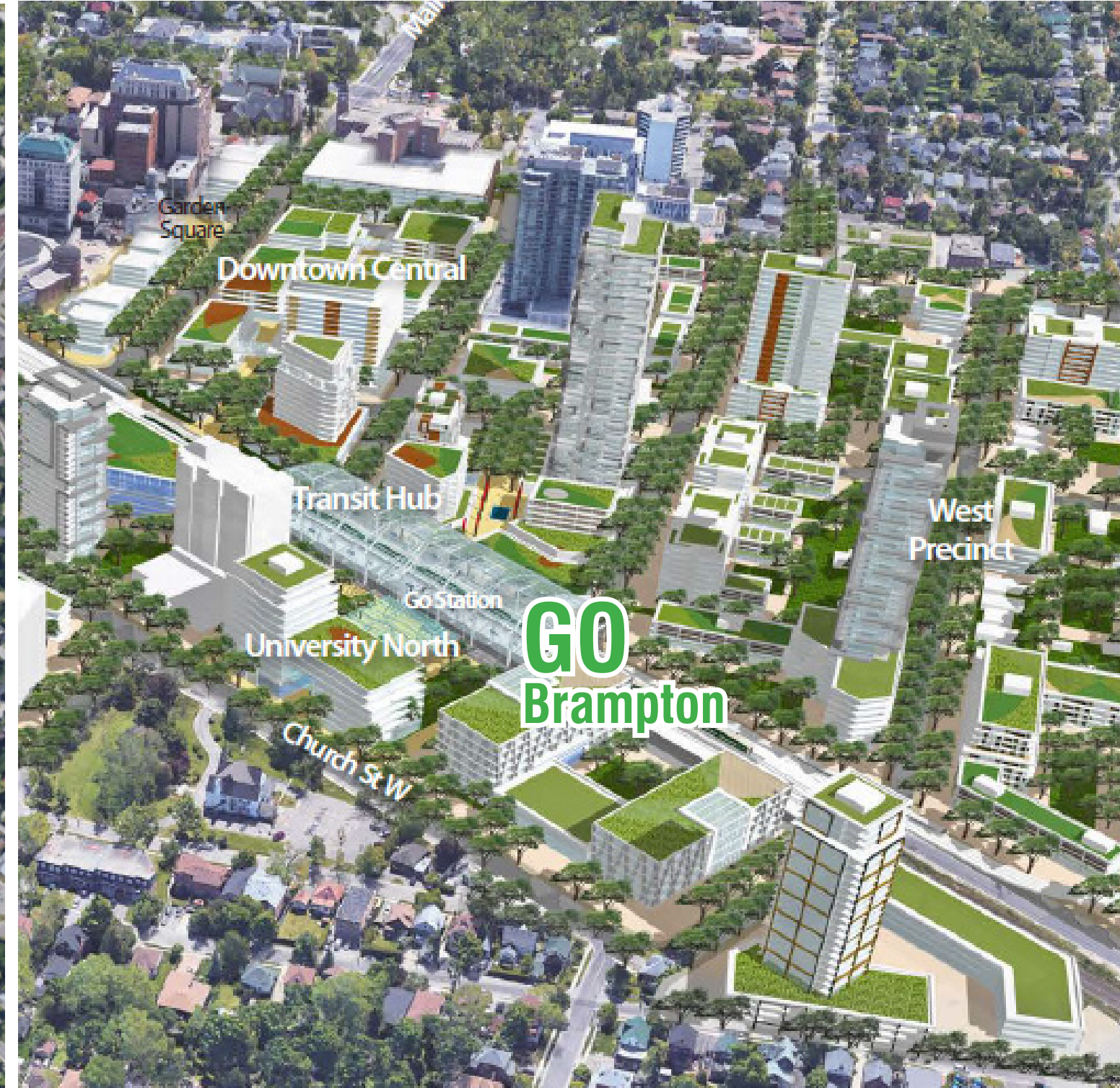
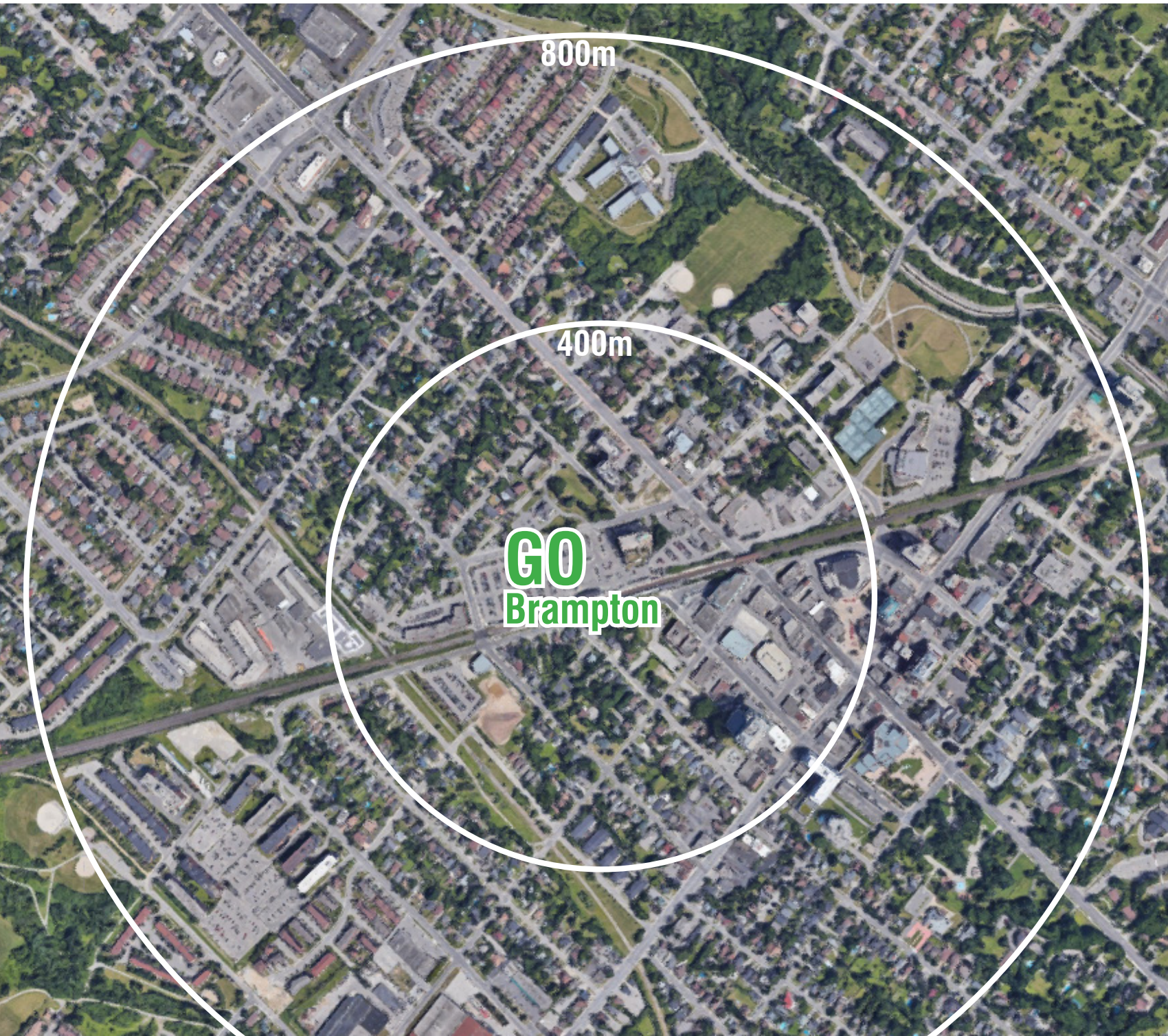
Uptown Brampton

Sheridan College Campus Redevelopment, CAA Destination Complex Redevelopment



Downtown Brampton

Integrated Transit-oriented Development at Brampton GO



Downtown Brampton

Building a Tech-friendly Ecosystem and Innovation Corridor



Downtown Brampton

Building a Tech-friendly Ecosystem and Innovation Corridor

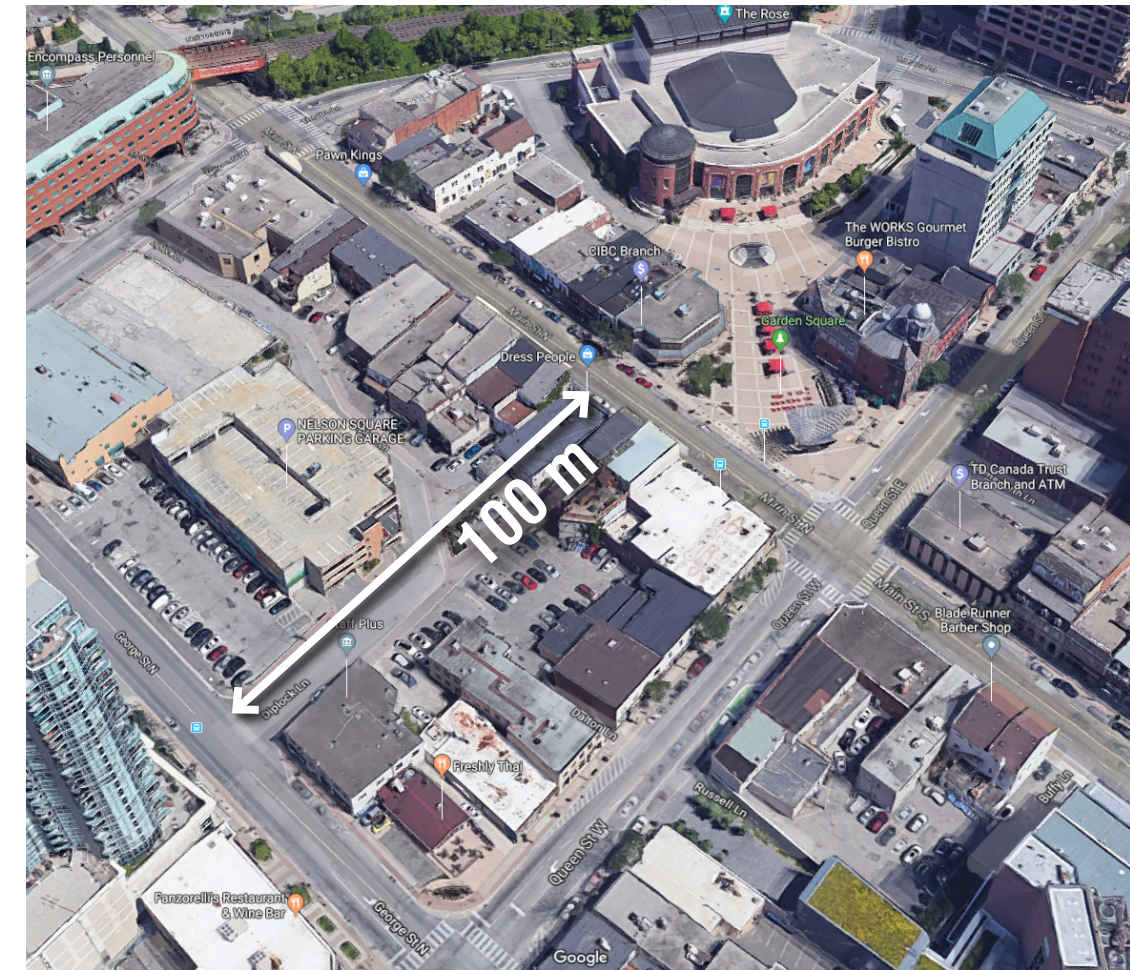


Downtown Brampton

Meanwhile Strategy for Arts and Culture



DOWNTOWN BRAMPTON



Downtown Brampton

Riverwalk: unlocking Brampton's downtown through transforming public realm



Peel Memorial Health Centre

Etobicoke Creek flood mitigation and trail

Innovation Corridor, Rapid Regional Transit

RIVER WALK

Future health based development

Etobicoke Creek flood mitigation and Riverwalk trail

Redeveloped Rosalea Park

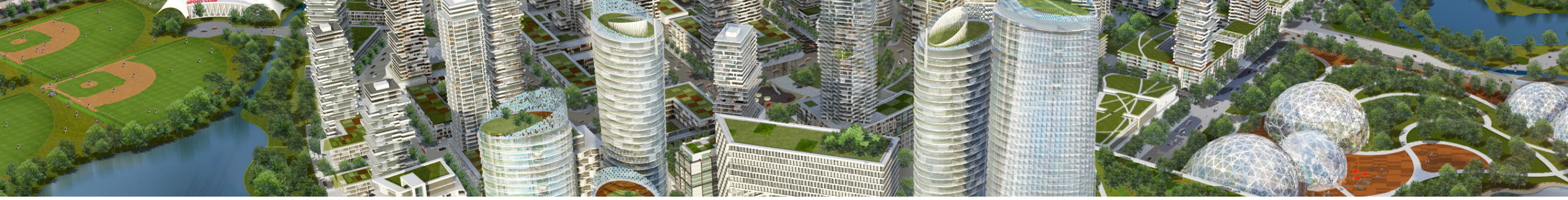
Downtown Mobility Hub



Downtown Brampton

Riverwalk: unlocking Brampton's downtown through transforming public realm





Learning from Nordic countries

- effective civic operations for city-building and stewardship
- 20 minute complete neighbourhoods
- social integration, intergenerational and affordable housing
- finer grain active transportation and smart mobility integration
- climate readiness and sustainability

City of Helsinki's ecosystem of complete communities:

- citizen focused culture
- enabling partnerships and working across boundaries



Deputy Mayor Pia Pakarinen, National Coalition Party
Chair of Education Committee

Education

- 8-80's focus
- early childhood education
- preschool education
- basic education
- upper secondary and vocational education
- adult education
- A.I. and digital skills
- phenomenon-based learning



Deputy Mayor Anni Sinnemäki, Greens
Chair of Urban Environment Committee

Urban Environments

- City structure and land uses
- Buildings and public areas
- 90% of new homes in multi-storey buildings
- 77% of morning peak trips by public transit
- High efficient use of City premises (4% low use)
- In-house construction service, rental, land lease, equity service



Deputy Mayor Nasima Razmyar, Social Democratic Party
Chair of Culture and Leisure Committee

Culture & Leisure

- Culture, sports & youth
- Mental, physical wellbeing, educational & active citizenship focus
- 7 cultural centres
- 3k active youth groups
- Visitors generated / year:
 - Theatre 0.2 million
 - Museums 1.4 million
 - Sports 1.8 million
 - Libraries 6.5 million



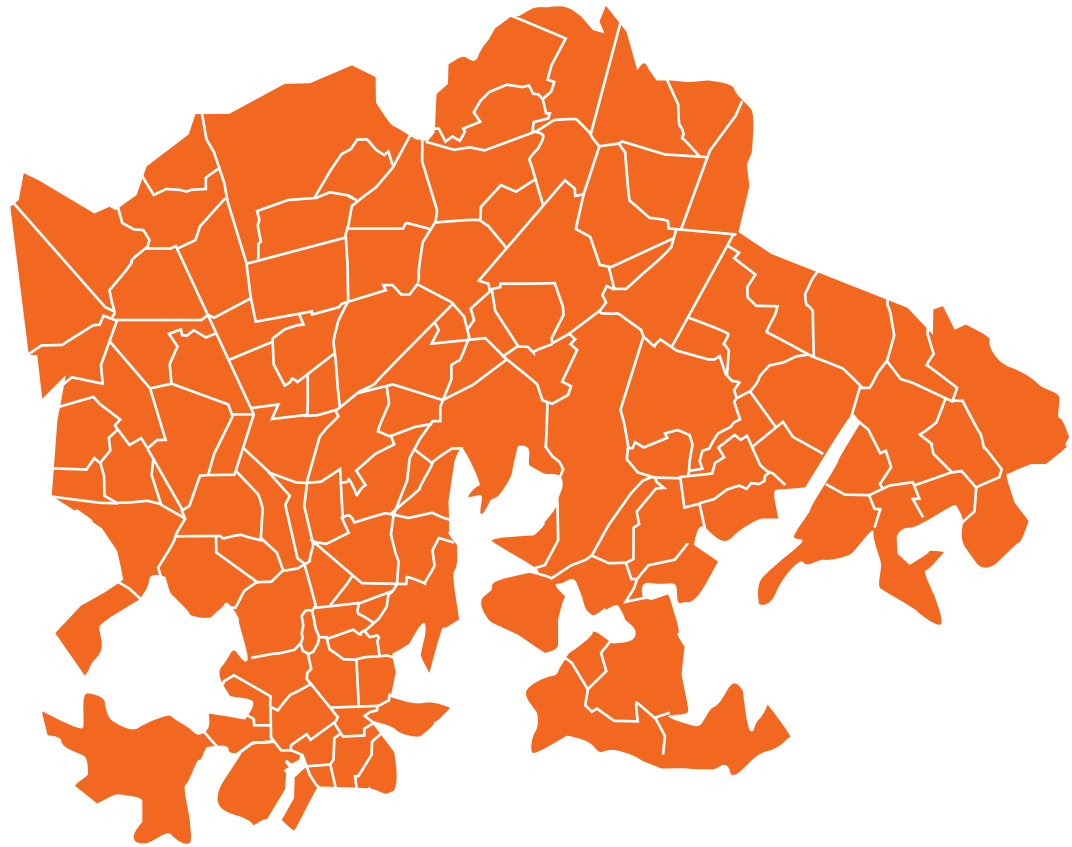
Deputy Mayor Sanna Vesikansa, Greens
Chair of Social Services and Health Care Committee

Social Services & Healthcare

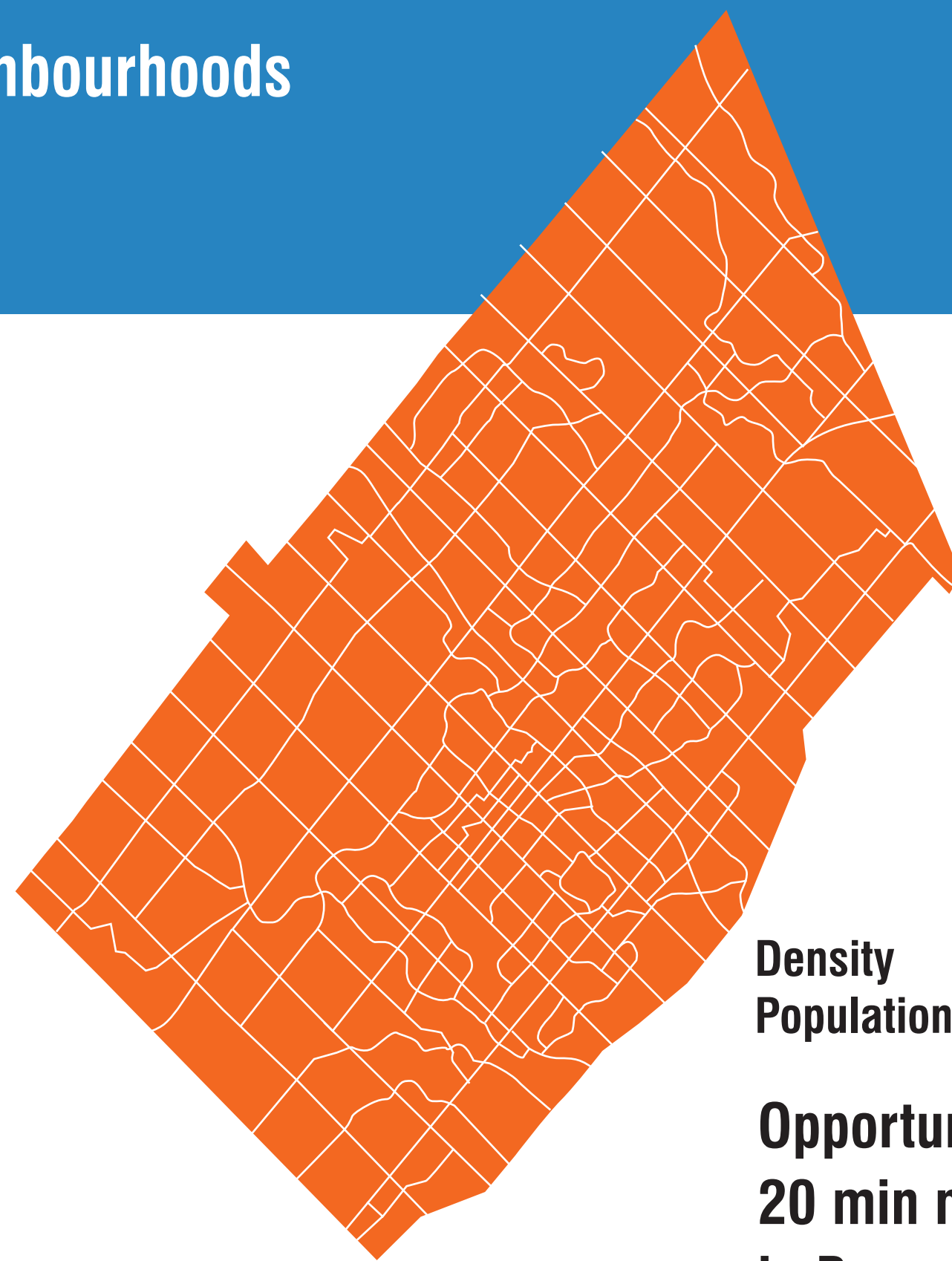
- Maintain and improve health and wellbeing through preventing social and health-related problems
- Family, social, health care, hospital and rehabilitation care
- Health and well-being centres
- Family centres
- Coordinated service package for residents

Create 20 min walkable complete neighbourhoods

20 min neighbourhoods in Helsinki, Finland



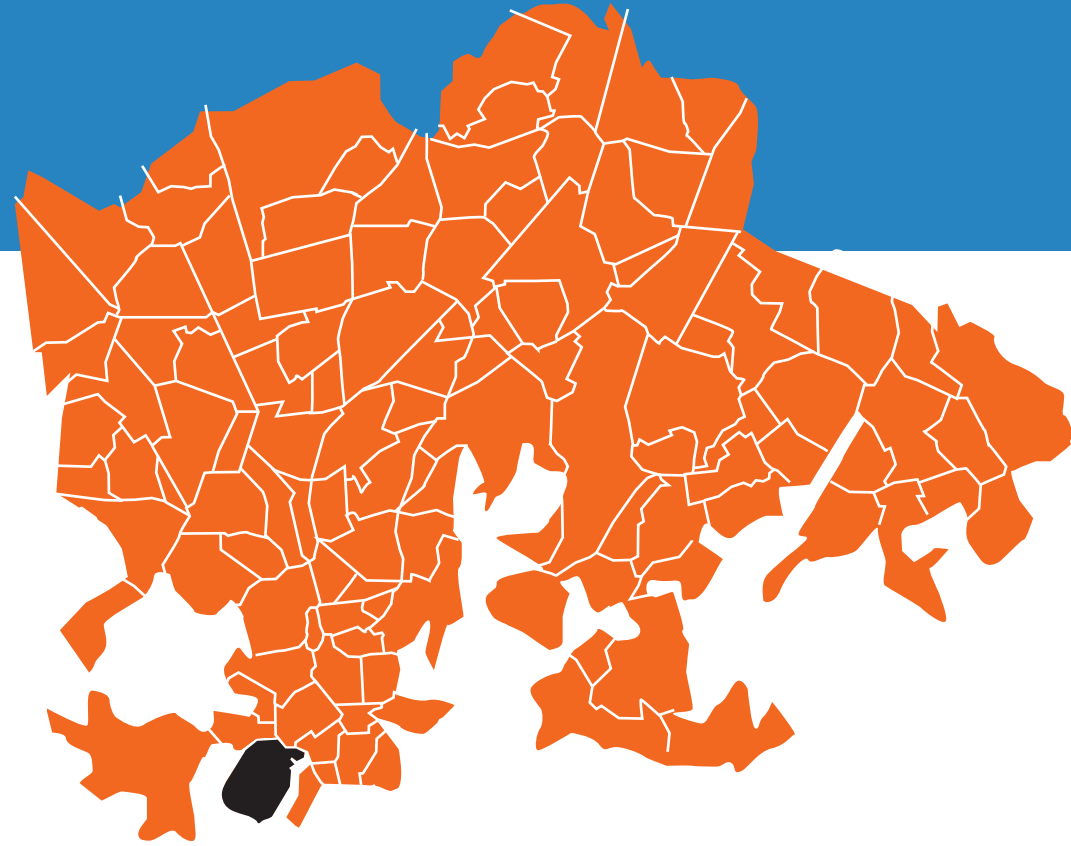
Density 2,952 pp / km
Population 631,695



Density 2,259 pp / km
Population 603,346

**Opportunities for
20 min neighbourhoods
in Brampton, Canada**

Create 20 min walkable complete neighbourhoods



West Harbour, Helsinki

- **30,000 residents** **20,000 jobs**
- **5 min to rapid transit network**
- **diverse housing & business options**
- **close to good services**
- **sports and activity centres**
- **cultural and teaching venue**
- **integrated art and trail network**
- **large park for leisure and recreation**



MIPIM AWARDS 2014
BEST URBAN REGENERATION PROJECT
WEST HARBOUR - URBAN PASSENGER PORT
CITY OF HELSINKI, FINLAND
MAY 2014, AERIAL VIEW

Finer grain active transportation, more choices to move around, empower citizens through smart mobility and active lifestyle

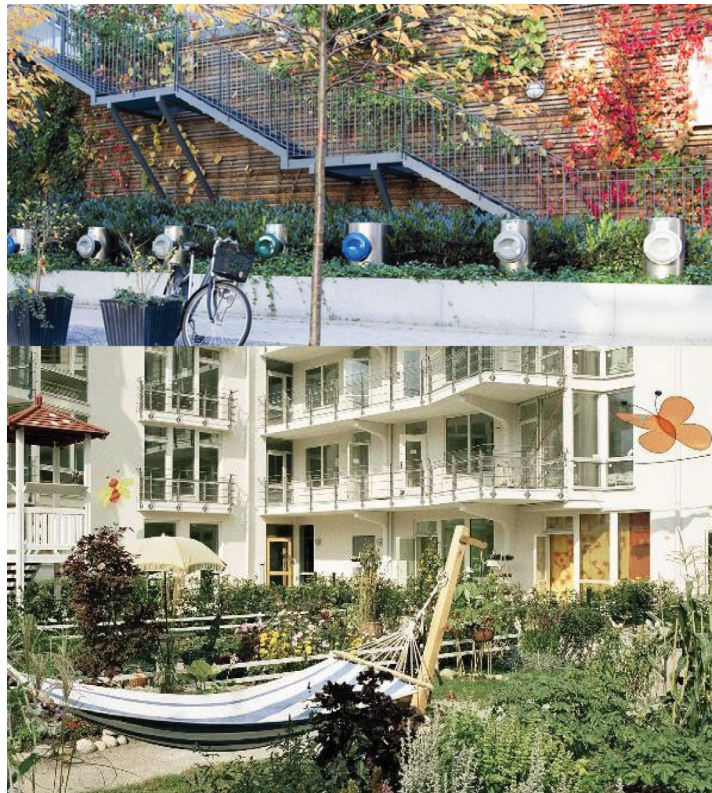
Copenhagen, Denmark



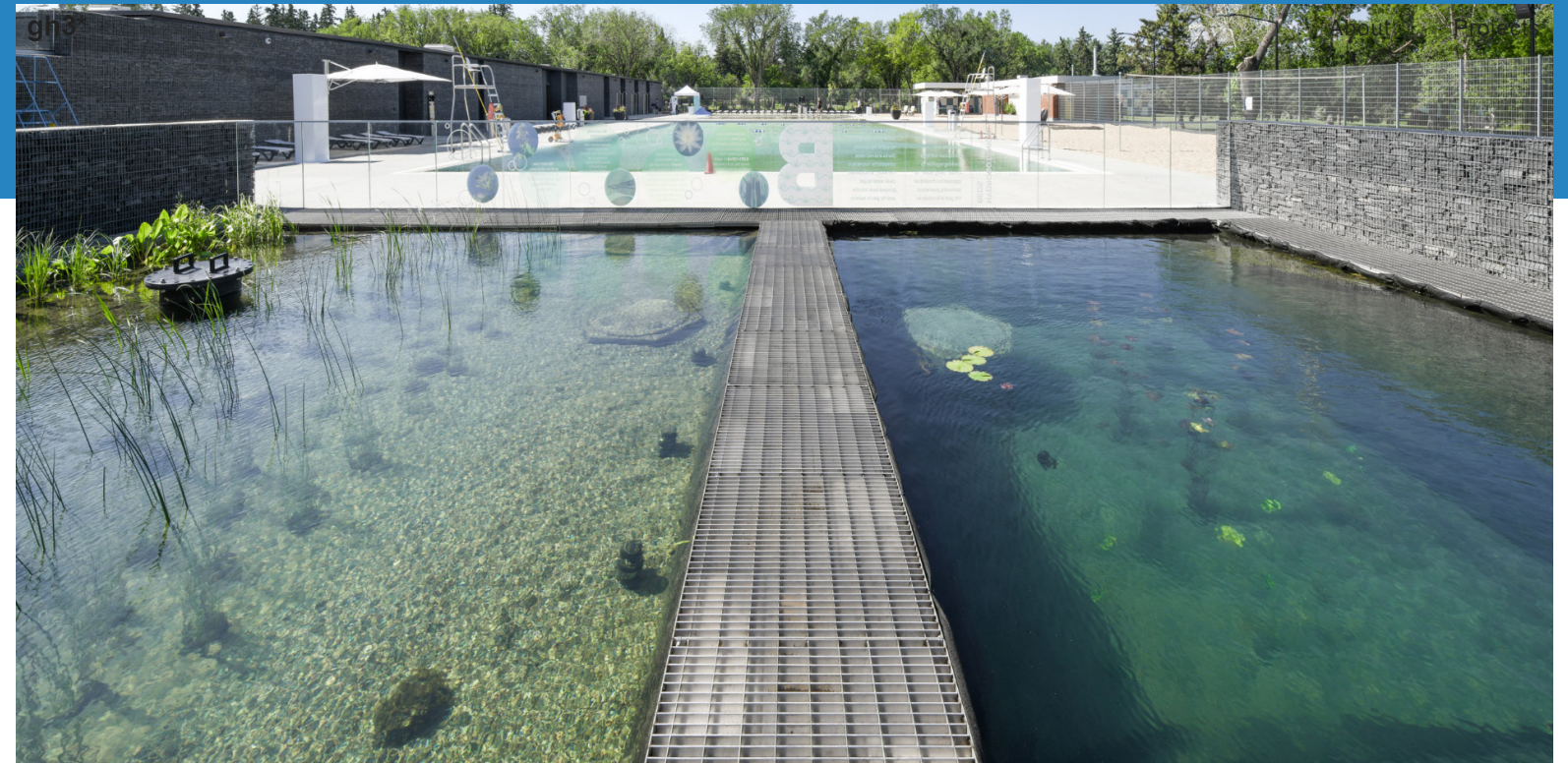
Hammarby Sjöstad, Stockholm, Sweden



Full life-cycle, inter-generational living, housing affordability and social equity



Climate readiness, sustainability, urban sponges to enable developments





KEYNOTE:

Nordic Integrated-Transformation