



**Urban Land
Institute**

Advisory Services Program

A photograph of a city street in Brampton, Ontario, showing multi-story buildings, a 'SUBWAY' sign, a 'zum' delivery van, and a 'CIBC' bank branch. The sky is overcast.

Brampton Virtual Project Analysis Session

Credit: Wikimedia Commons,
Transportfan70

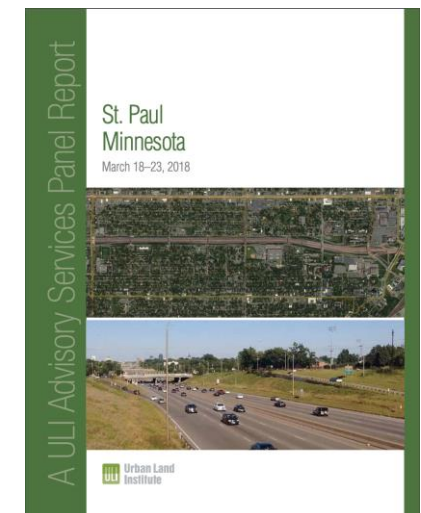
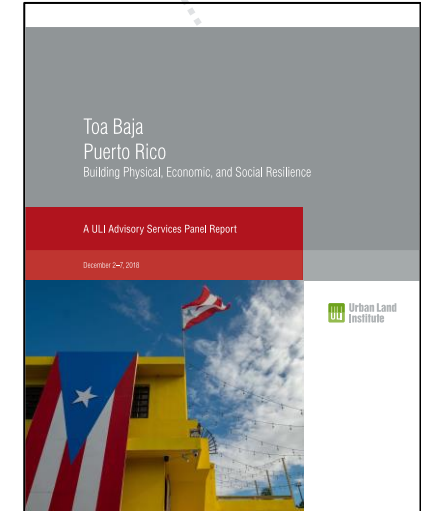
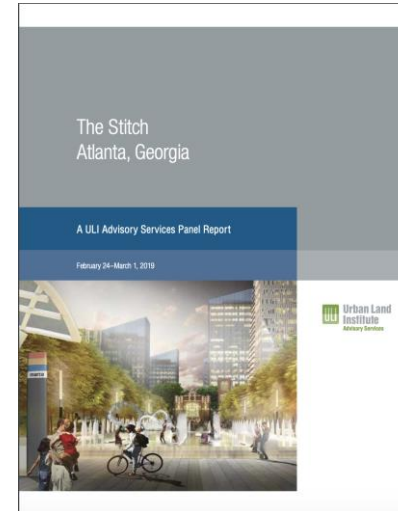
BRAMPTON, ONTARIO
ULI ADVISORY SERVICES

JUNE 25, 2020

About the Urban Land Institute

ULI Mission: to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide

- A multi-disciplinary membership organization with more than 45,000 members in private enterprise and public service
- What the Urban Land Institute does:
 - Conducts Research
 - Provides a forum for sharing of **best practices**
 - Writes, edits, and publishes **books** and **magazines**
 - Organizes and conducts **meetings**
 - Directs outreach programs
 - Conducts **Advisory Service Panels**



ADVISORY SERVICE PANELS

Since 1947, ULI's Advisory Services Program have helped more than 700 communities find independent, strategic, and practical solutions for the most challenging land use issues.

ULI Panelists and Staff

Selected for their subject matter expertise to provide **objective, volunteer** recommendations

Alan Razak (Panel Chair)

AthenianRazak LLC
Philadelphia, PA

Kathryn Firth

NBBJ
Boston, MA

ULI Staff

Kelsey Steffen

Director, Advisory Services

Uwe Brandes

Georgetown University
Washington, DC

Eric Larson

Downtown Detroit Partnership
Detroit, MI

Georgia Gempler

Senior Associate, Advisory Services

Lisette van Doorn

Urban Land Institute
Amsterdam, Netherlands

How can the City best leverage the Riverwalk project to maximize its Downtown revitalization efforts?

- The Riverwalk Project can't be the sole economic generator
 - **This is a long-term capacity and confidence building project** that can spur future development
 - What does this project underscore about your identity?
 - Community engagement is crucial
- Take a step back:
 - Community engagement
 - Ownership, accessibility, responsibility
 - Visioning process
 - The market will change, but the vision should remain consistent
 - **Brampton has its own identity, separate from Toronto** – involve people in helping to create that
 - This is an **identity project – what is Brampton's identity?**
 - Understand what you have, build on those strengths
 - Existing demographics
 - Building/economic landscape
 - Development sites
 - Long-range objectives

What are the **approaches and tools** you recommend the City use to stimulate development and governance in this area?

- How do the pieces fit together?
 - Coherent **phasing plan** for the entire undertaking
 - Coherent **long-term stakeholder engagement framework and strategy**
 - Leverages planning process to build capacity
 - The broader community needs to see themselves in this project
- **Create a culture of stewardship**
 - Economic development = civic leadership, business community
 - **Project champion**
 - Economic development + civic engagement
 - Conservancy-like approach to ensure a variety of perspectives
- Tools
 - **Land value capture**
 - Infrastructure to support development
 - Redevelopment authority, land banking
 - Development / investment incentives
 - Detroit has examples
 - Incorporate social equity – build for what your community is
- Explore funding opportunities linked to COVID-19 and public space

What is the resilience, programming, or placemaking features you recommend to the City?

- Start now!
 - Sense of place
 - For the full community
 - Embrace your individuality

- Parks & activity
 - Parks and community need permeability, fluid boundaries
 - Think about routes and networks that bring you to the river

- Governance
 - Management
 - Programming – start now
 - Develop strategic partnerships

Q&A

Thank you!
www.uli.org/advisoryservices