

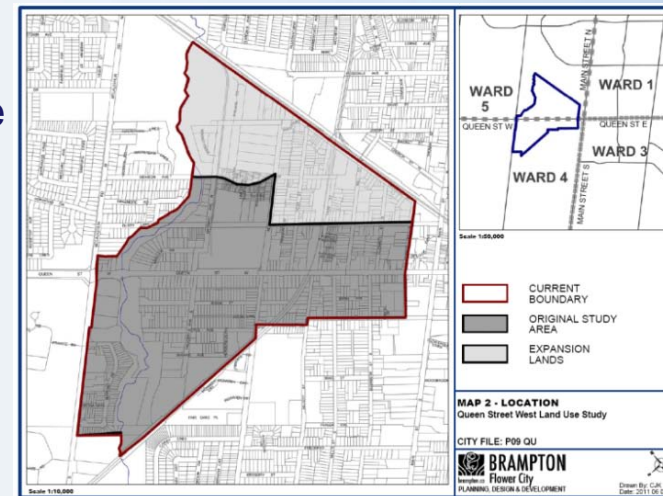
QUEEN WEST LAND USE STUDY

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 and 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

WHAT HAS HAPPENED SINCE THE FIRST PUBLIC INFORMATION SESSION?


- The study area was expanded to include the lands between its original northern boundary and the CN rail line
- It is anticipated that the expansion area will see increased development pressures in the coming years and has been incorporated as part of the Queen West Land Use Study to ensure orderly development in the area
- The purpose of this Public Information Session is to get input on where development and redevelopment should be directed in the expanded study area and to obtain your views on the rules that should apply to new development



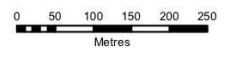
QUEEN WEST LAND USE STUDY AREA



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

LEGEND
 STUDY AREA BOUNDARY

DRAFT



STUDY ORGANIZATION

PHASE 1

- Phase 1 Report completed in July 2009 and revised in June 2011 to include expanded study area
- The Phase 1 Report
 - ✧ Reviews current land use information to determine the scale, location and type of existing development
 - ✧ 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

We are here →

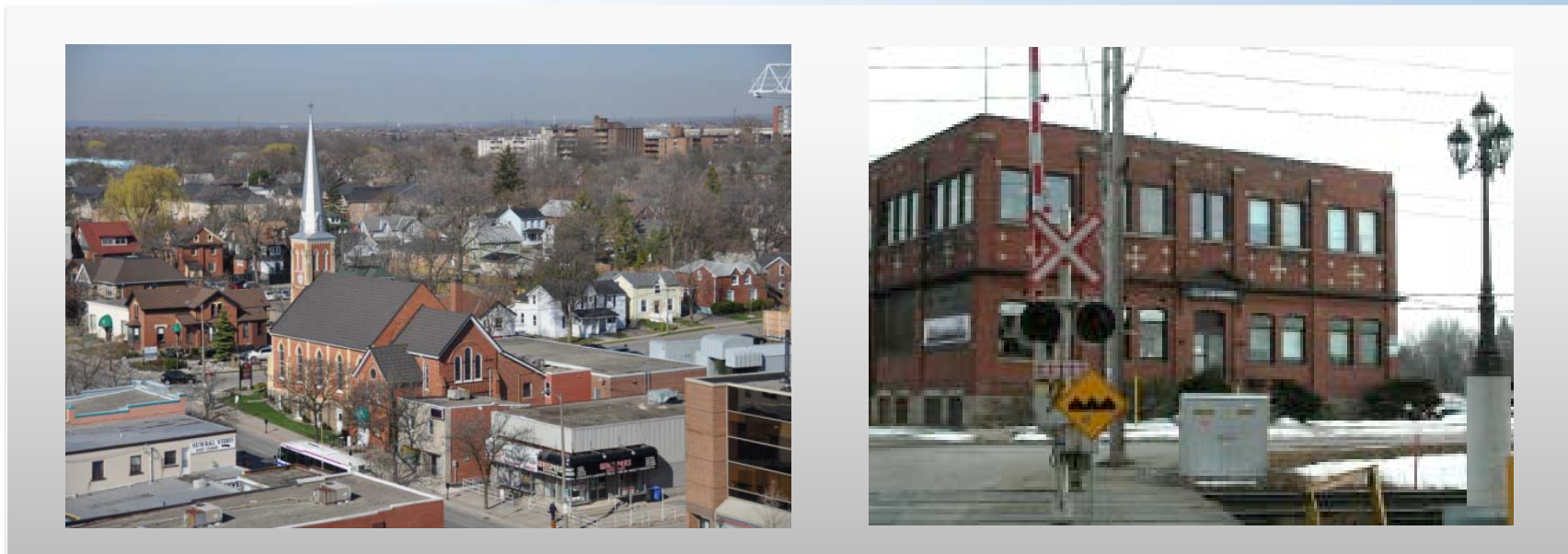


PHASE 1 - KEY DESIRED OUTCOMES

- The key desired outcome is the identification of change, moderate change and no change areas for both the original study area and the expanded study area
- 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 buildings
 - ✧ 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 evolving
 - ✧ The potential to make more efficient use of existing infrastructure

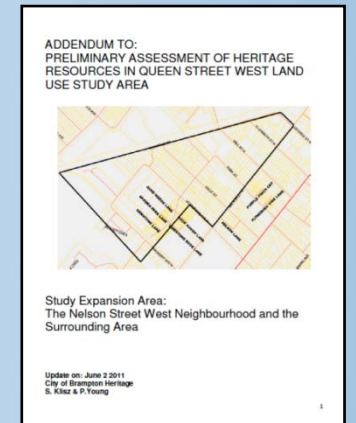
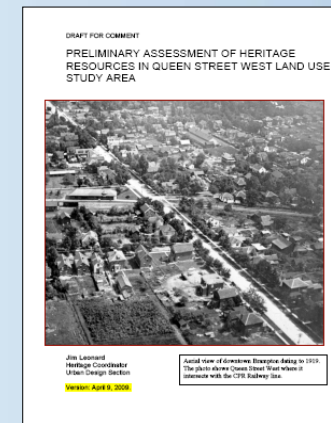
DESCRIPTION OF STUDY AREA

- Total population in Study Area is about 5,718
 - ✧ There are currently about 2,030 people in about 580 single detached dwellings in the Study Area
 - ✧ Also about 3,688 people in 2,432 other dwellings
- There are also approximately 83 businesses currently operating in the Study Area
- The Fletcher's Creek Valley Corridor is located on the west side of the Study Area
- The northern boundary of the study area is the CN Railway corridor
- The Study Area is the site of a number of heritage buildings and attributes

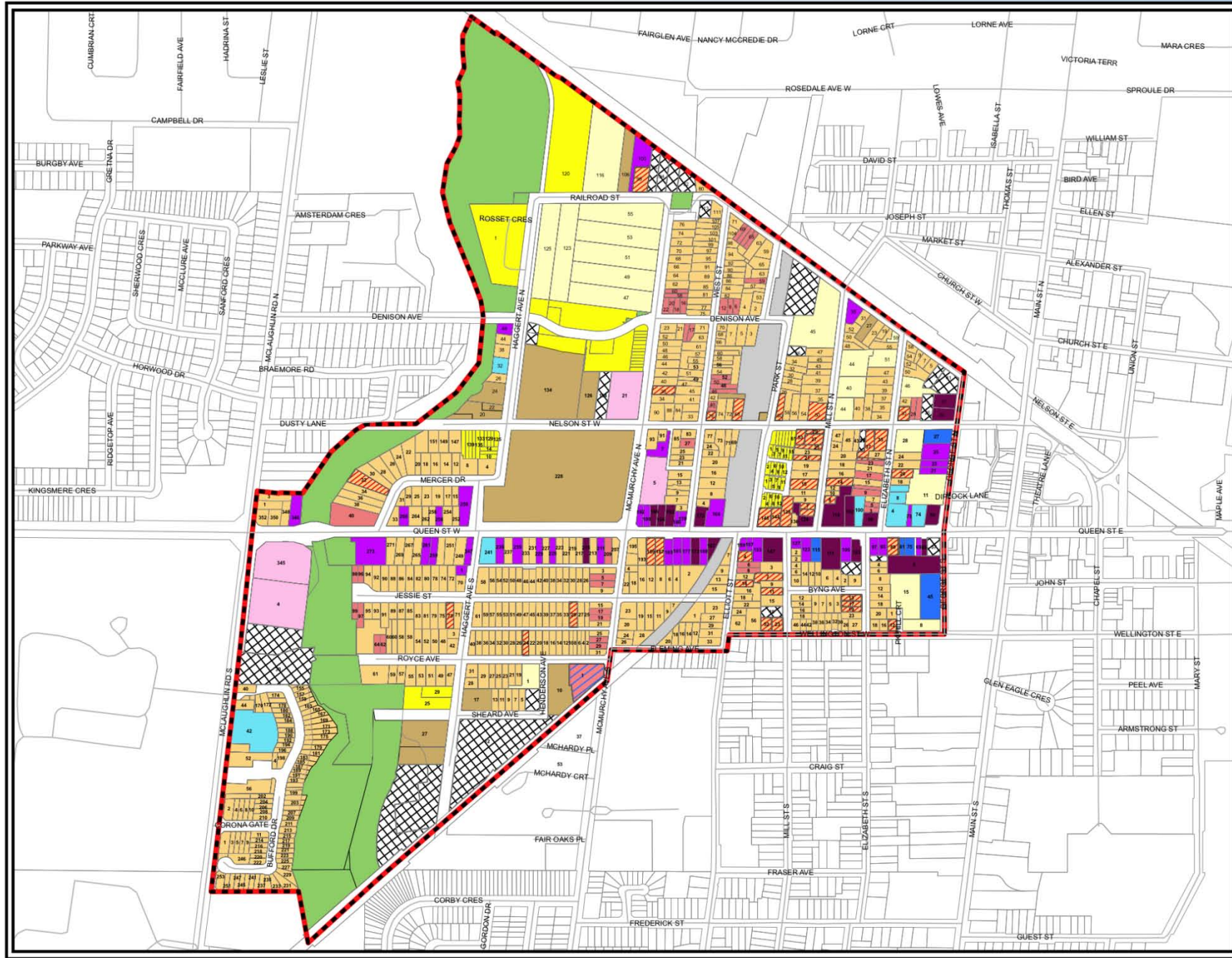


CULTURAL HERITAGE CONTEXT

- Separate heritage assessment carried out for the Study Area in the winter of 2009.
- Addendum report was prepared in June 2011 to add the expansion area
- The 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 a total of eight heritage character areas. Key heritage properties were found in each of them. There are a high number of properties with significant or contributing heritage value in the expanded study area
- The impact of development on the heritage character of the area is an important factor in identifying areas of change / no change



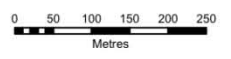
CURRENT LAND USE



QUEEN WEST LAND USE STUDY
CITY OF BRAMPTON
MAP B
CURRENT LAND USE
(SURVEYED NOV. 21, 2008)

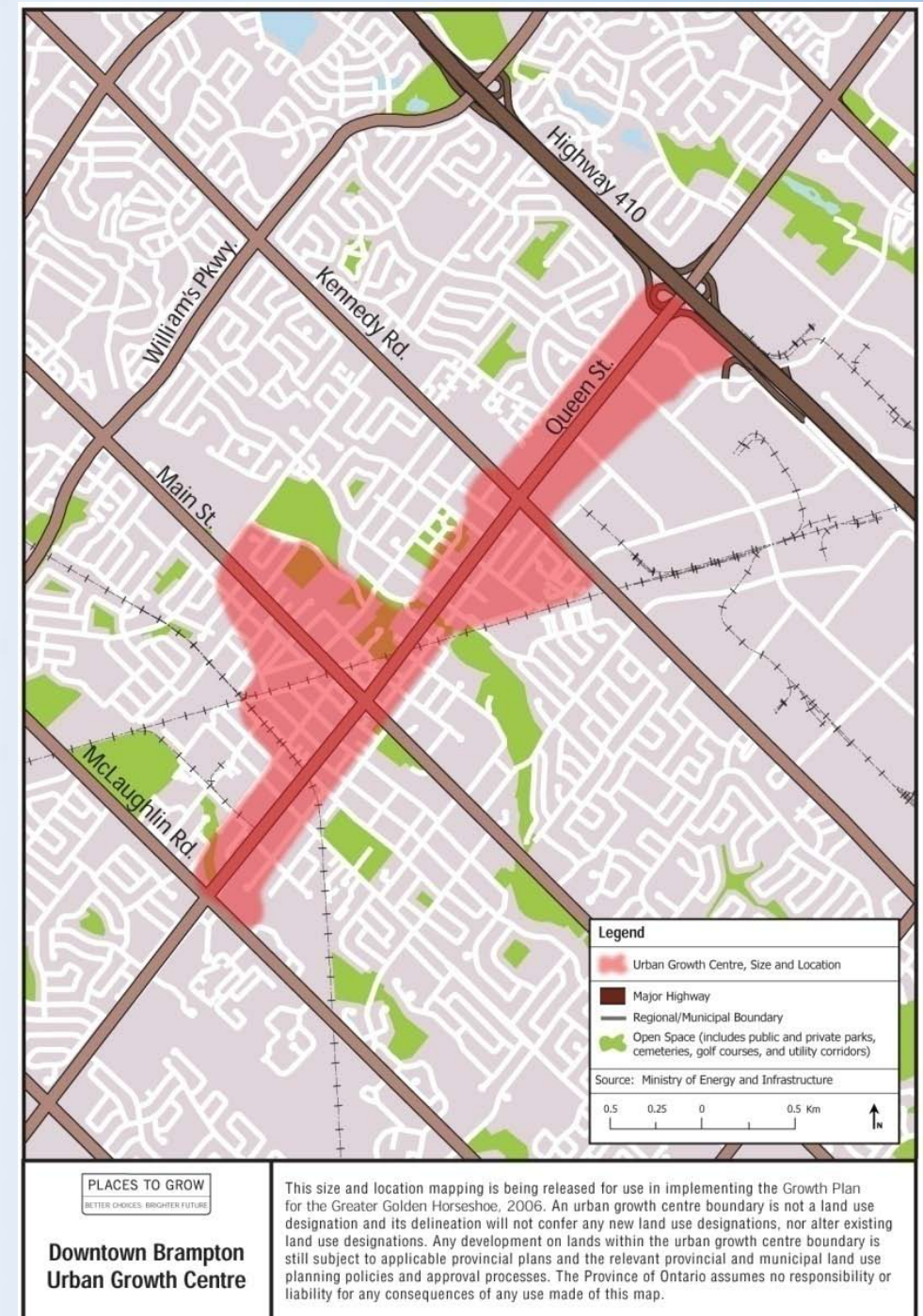
- LEGEND**
- STUDY AREA
 - COMMERCIAL GENERAL
 - COMMERCIAL MIXED
 - COMMERCIAL PLAZA
 - INDUSTRIAL
 - INSTITUTIONAL
 - OFFICE
 - ENVIRONMENTAL / OPEN SPACE
 - RESIDENTIAL APARTMENT
 - RESIDENTIAL TOWNHOME
 - RESIDENTIAL SINGLE DETACHED
 - RESIDENTIAL SINGLE DETACHED CONVERTED
 - RESIDENTIAL SEMI-DETACHED
 - RESIDENTIAL/SERVICE COMMERCIAL MIXED USE
 - VACANT
 - TRANSPORTATION

DRAFT



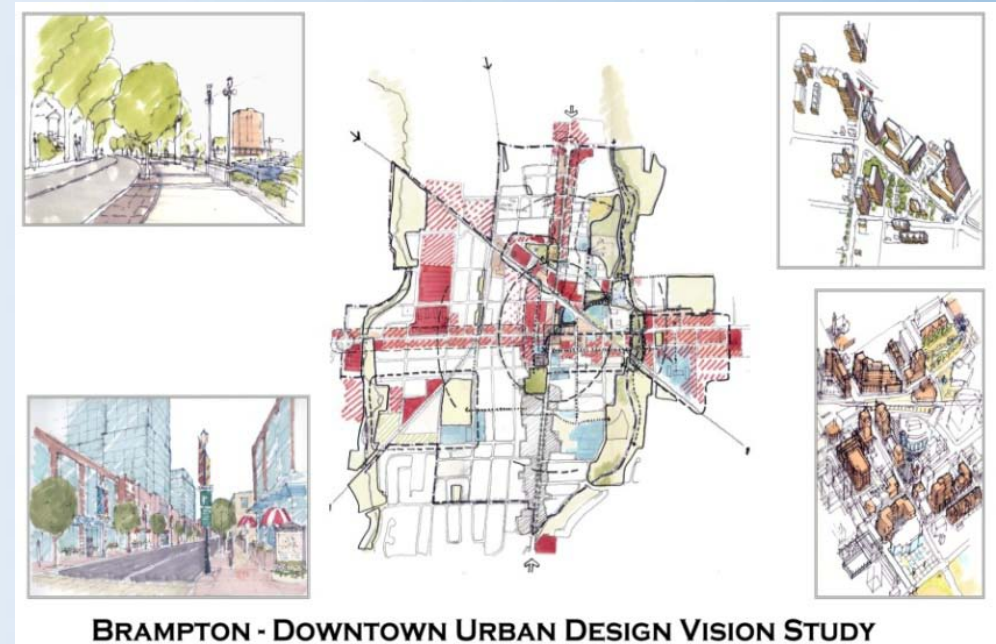
PROVINCIAL POLICY CONTEXT

- The Places to Grow - Growth Plan for the Greater Golden Horseshoe requires that all municipalities accommodate a certain amount of intensification within their built boundary
- Growth Plan identifies Brampton's downtown as one of 25 Urban Growth Centres and establishes for it a minimum density 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
- The vision document identifies 12 special character areas in the downtown. Four of these are wholly or partially located in the study area: Queen West, Train Station and Surrounding Area, George Street, Gum Paper Factory and Fairgrounds



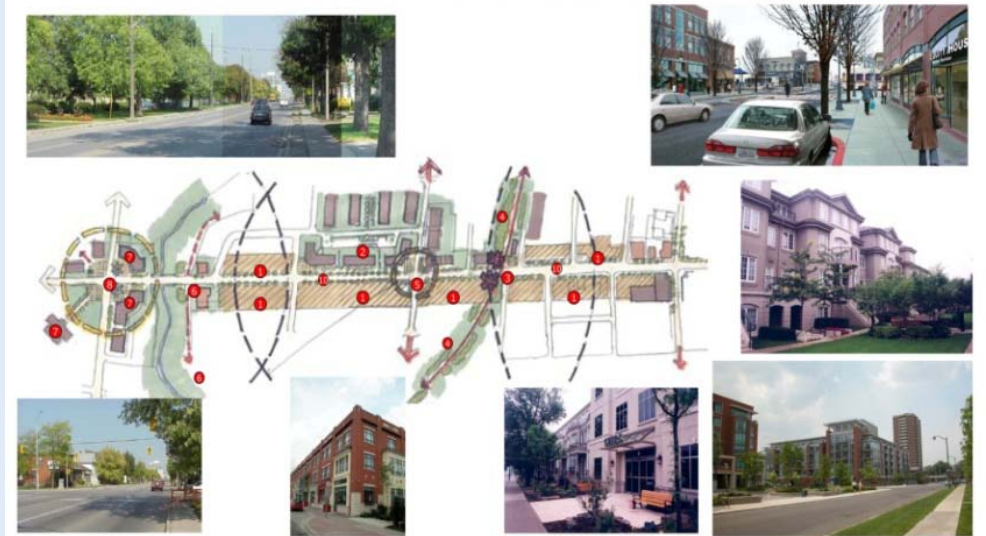
BRAMPTON - DOWNTOWN URBAN DESIGN VISION STUDY

- **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.”

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 Gum Paper Factory and Fairgrounds**

“The Gum Paper Factory and Fairgrounds area has re-development potential which will focus on its integration with the surrounding neighbourhood including integration of high quality infill housing for seniors and lofts; as well as an urban type of recreational and institutional development of the grounds.”

- **Train Station and Surrounding Area**

“The Train Station and surrounding area has the potential for intensive development arising from the high level of transit infrastructure; such as transit-oriented, mixed use development of higher intensity that could include a convention centre, hotel, offices, commercial and residential developments complemented by heritage restoration and adaptive reuse.

- **George Street**

“The George Street study area has potential for more intensive development due to land availability, larger lots, proximity to transit, the Four Corners and car access and is envisioned to be developed with 2-3 storey podiums and mid to high rises with active uses at grade including restaurants, wider sidewalks, screened parking and supportive streetscape.

9. GUM PAPER FACTORY AND FAIRGROUNDS

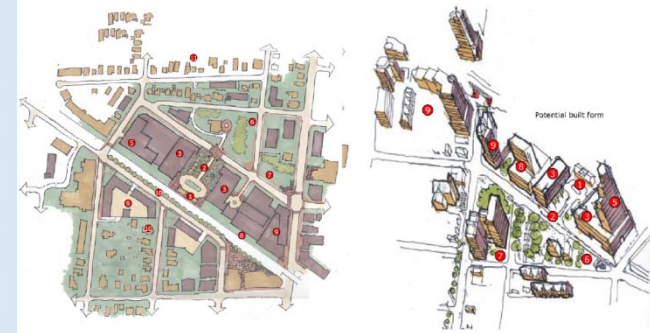
The Gum Factory And Fairgrounds Area has redevelopment potential which will focus on its integration with the surrounding neighbourhood and integration of high quality infill housing for seniors and lofts as well as urban type of recreational and institutional development of the grounds



A VISION FOR DOWNTOWN BRAMPTON SEPTEMBER 2005 29

3. TRAIN STATION AND SURROUNDING AREA

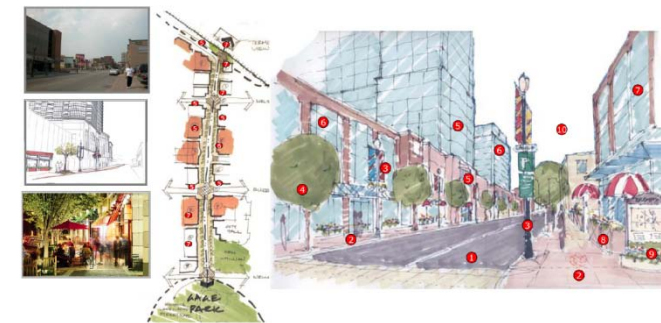
The Train Station and surrounding area has potential of intensive development arising from the high level of transit as transit-oriented, mixed use development of higher intensity that could include a convention centre, hotel, offices, commercial and residential developments complemented by heritage restoration and adaptive reuse around.



A VISION FOR DOWNTOWN BRAMPTON SEPTEMBER 2005 18

2. GEORGE STREET

George Street Study area has potential for more intensive development due to land available, larger lots, proximity to transit, the Four Corners Area, car access and is envisioned to get development with 2-3 storey podium and mid-to high rises with active uses at grade including restaurants, wider sidewalks, screen parking and supportive streetscape



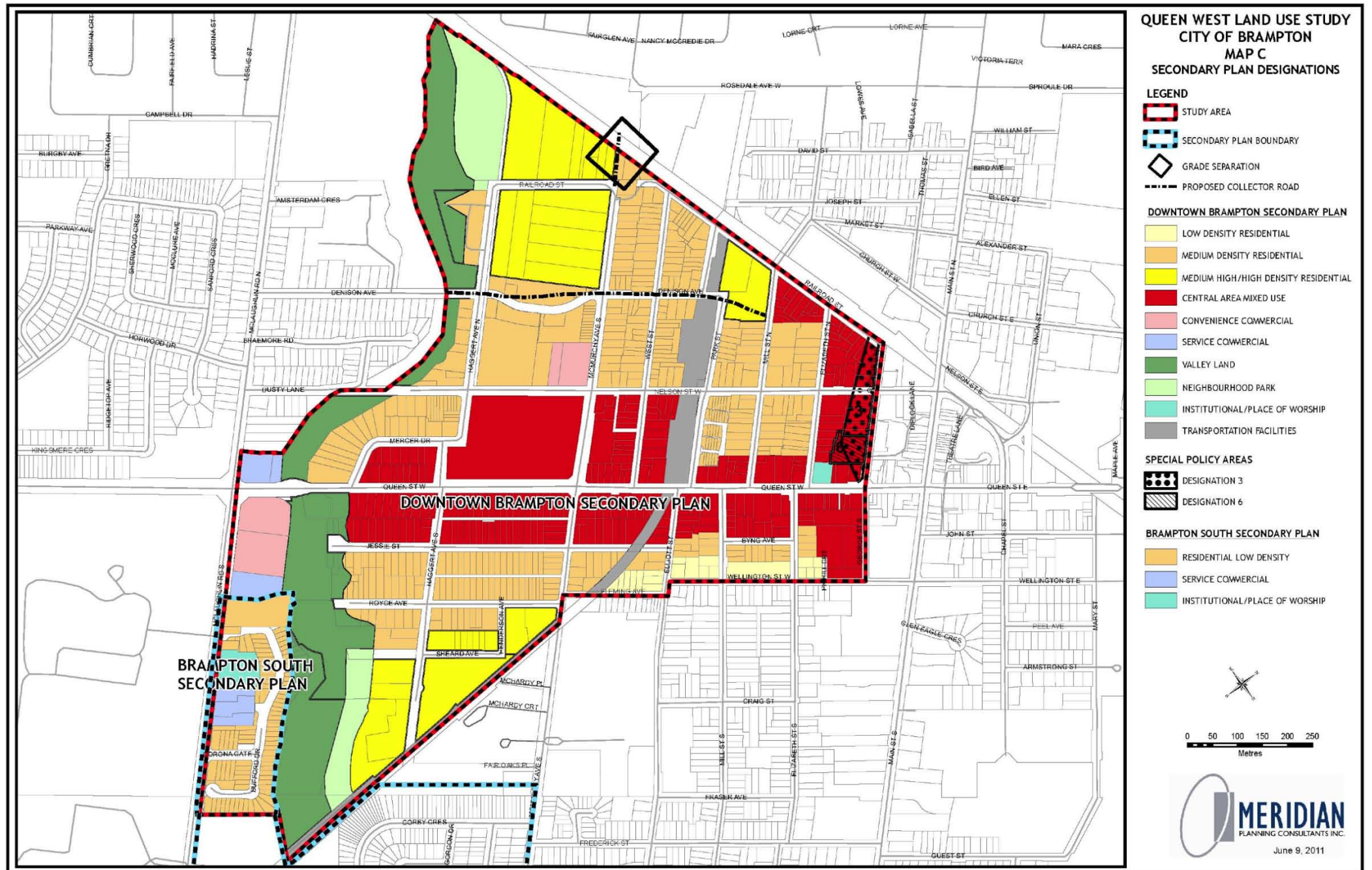
A VISION FOR DOWNTOWN BRAMPTON SEPTEMBER 2005 16

BRAMPTON OFFICIAL PLAN

- Study Area is located within the Central Area as set out in the Official Plan. Part of the Study Area is also within the Brampton Urban Growth Centre and the Anchor Mobility Hub
- The priority for the Mobility Hub is for transit-supportive densities and a built form designed to foster a pedestrian-friendly environment
- 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

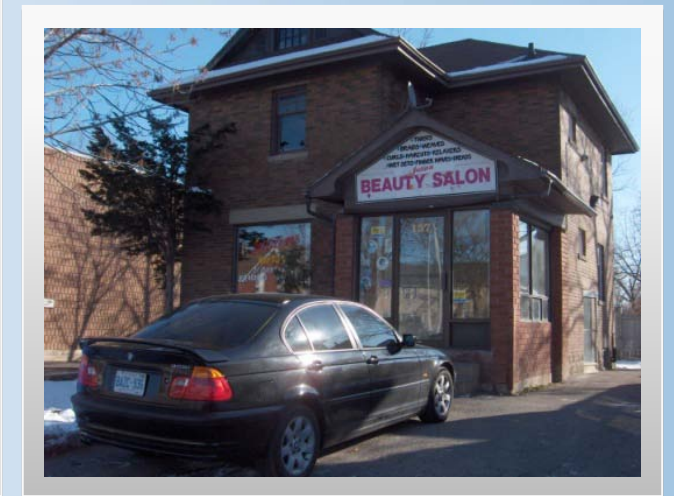


SECONDARY PLAN DESIGNATIONS

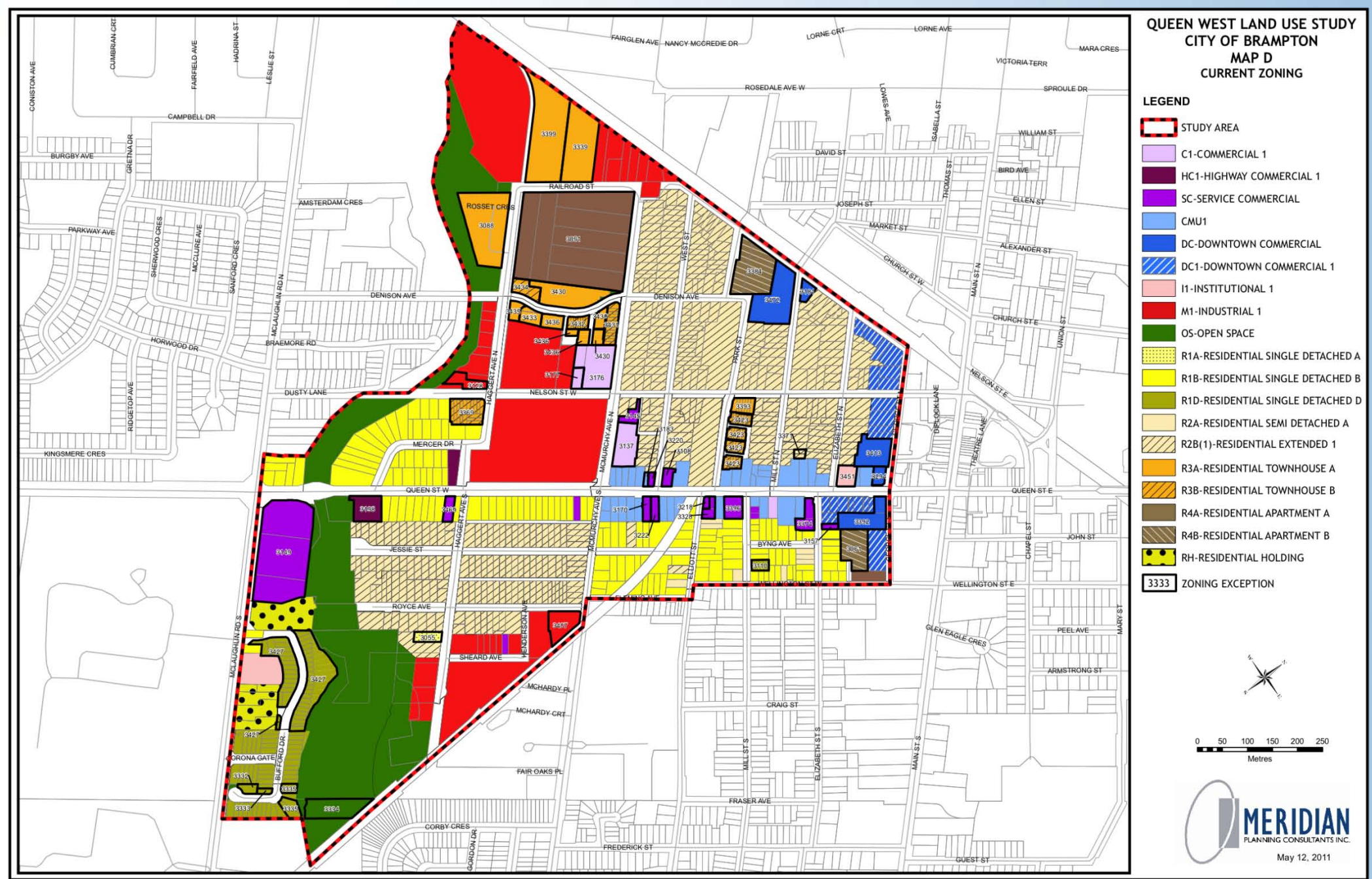


ZONING BY-LAW PROVISIONS

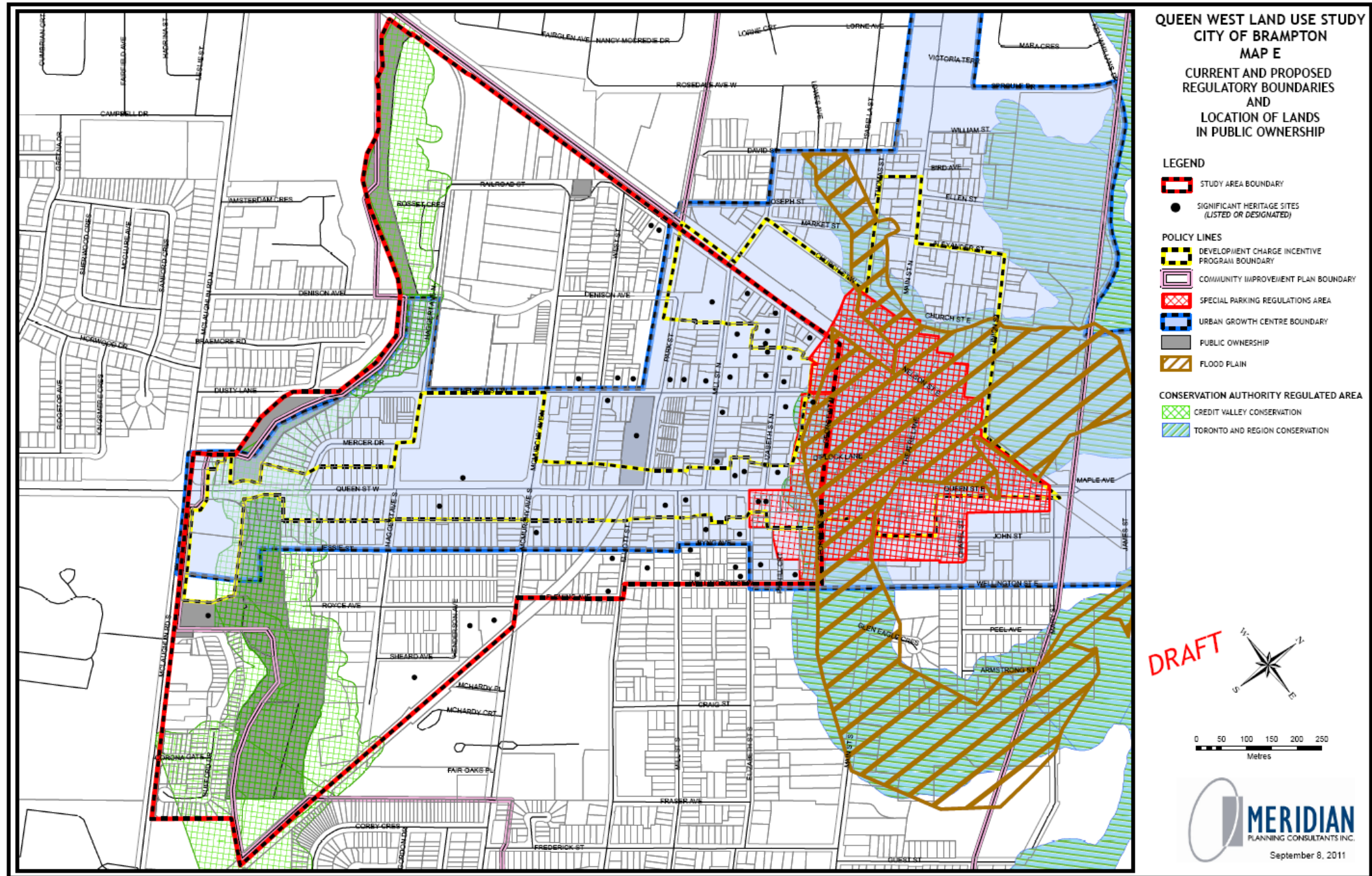
- Lands in the Study Area are divided into 19 different zones according to Zoning By-law 270-2004
- There are also over 58 site-specific zones in the Study Area
- In addition, about 33 minor variances granted in recent years to either reduce standards or permit new uses




CURRENT ZONING





OTHER REGULATORY BOUNDARIES





FACTORS CONSIDERED IN DEVELOPING A LAND USE STRATEGY

Factor	Comments
A. Neighbourhood Structure and Location	
A.1 Location in Relation to Four Corners	<ul style="list-style-type: none"> • 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 • This trend is expected to continue
A.2 Integration with Surrounding Lands	<ul style="list-style-type: none"> • 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 • Orangeville-Brampton and CN Railway lines also serve as barriers in the Study Area • The rail lines will also have impact on siting of buildings
A.3 Transportation and Traffic 	<ul style="list-style-type: none"> • Queen Street is one of the major east/west roads in the City • Higher order rapid transit (Züm) is planned for Queen Street West • Portion of road is under the jurisdiction of the Region of Peel • Future development of the Downtown Brampton mobility hub will have an impact on how people travel in and out of the City • Further road widenings along Queen Street may affect the viability of redevelopment • Few options for north/south movements from neighbourhoods on both sides of Queen Street. This reality will need to be considered in determining the appropriate scale of development for these areas. • Potential plans for higher order transit (e.g. light rail) on Main and Queen Street will also affect the transportation network

FACTORS CONSIDERED IN DEVELOPING A LAND USE STRATEGY

Factor	Comments
B. Land Use and Character	
<p>B.1 Land Use</p>  	<ul style="list-style-type: none"> • 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. • 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. • The GO Station is identified as a mobility hub by the Province and there is expected to be significant interest in developing lands in the area • 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 development on adjacent lands. • Given its size, there is potential to develop a portion of the site of the former rail station on the north side of Queen St. between West St. and Park St. as a public space • Parts of the Study Area have not seen significant change since they were developed (Jessie Street, Royce Avenue, Byng Avenue, West Street, Elliott Street, Denison Avenue, Park Street, Mill Street and Elizabeth Street)

FACTORS CONSIDERED IN DEVELOPING A LAND USE STRATEGY

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

FACTORS CONSIDERED IN DEVELOPING A LAND USE STRATEGY

Factor	Comments
B. Land Use and Character	
B.3 Cultural Heritage Context	<ul style="list-style-type: none"> • Heritage Assessment identified eight heritage character areas and found key heritage properties in each of them • High number of properties with significant or contributing heritage value • 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

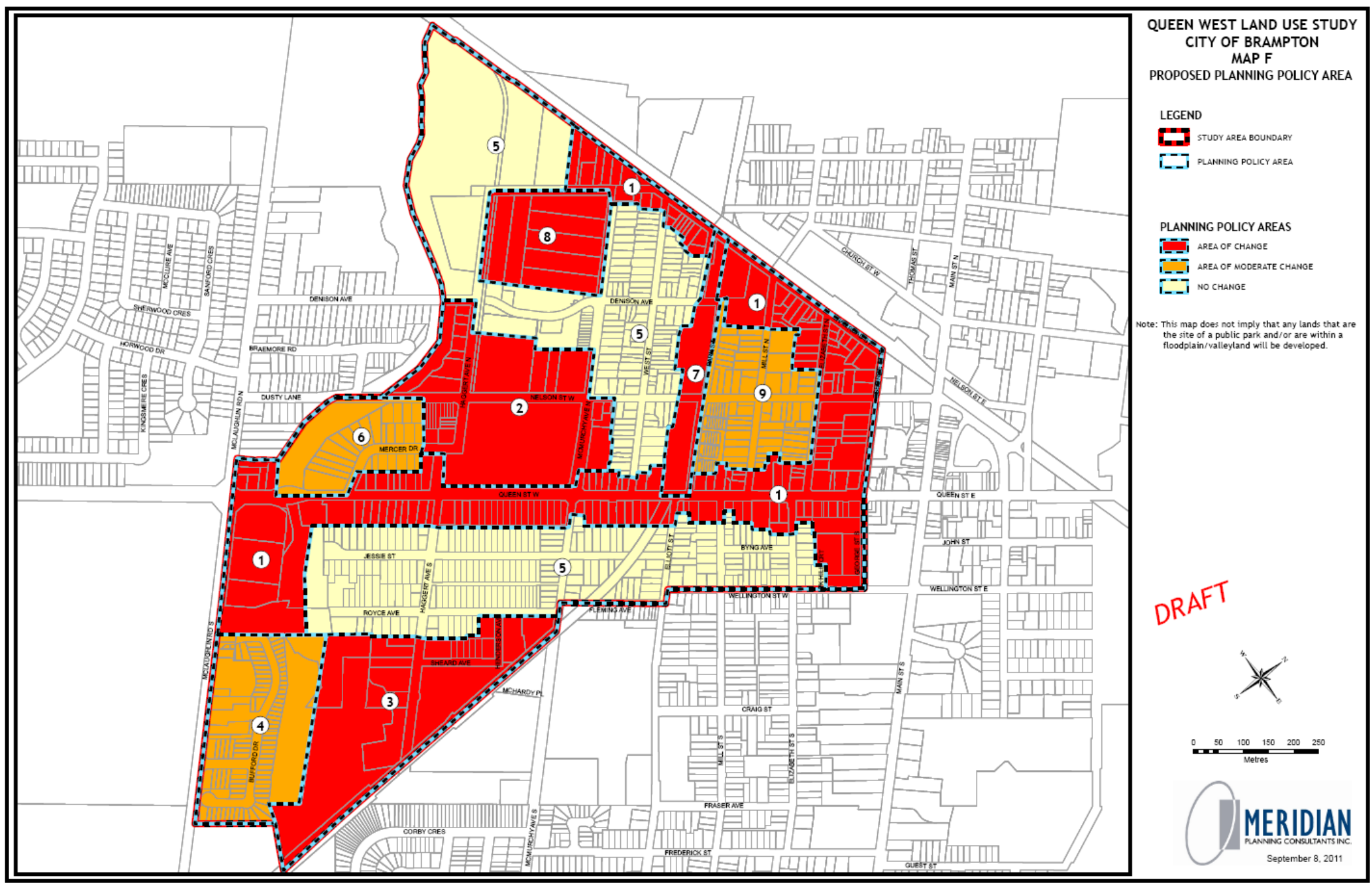


BROAD CONCLUSIONS

1. The Study Area contains a rich mixture of uses that reflect the 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 and the GO Station mobility hub are the two areas that have the most opportunity for transition to occur
4. Whether labelled a planning policy area of change, no change or moderate change, the Study Area as a whole is evolving

On the basis of the above, nine policy planning areas have been identified in the Study Area (5 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 will begin on preparing recommended development guidelines for area.
- Demonstration sites in key areas to be selected and development options identified
- Outcome of above work will be the subject of next Open House