

Arts and Cultural Heritage Focus Group Workshop

June 17th & July 22nd, 2021
Engagement Summary

**BRAMPTON
PLAN**



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1 Introduction

1.1 Purpose of Public Workshop

1.1.1 Purpose

On Thursday June 17th, 2021, at 6:00 pm to 8:00pm and on Thursday July 22nd, 2021, at 6:00 pm to 7:00 pm, Arts and Cultural Heritage Focus Groups were held for the City of Brampton Official Plan Review focusing on the draft proposed City Structure framework. The purpose of the meetings were to provide an overview of the Official Plan Review project, engagement events held to date, and offer information on how to further participate in the process. It was also an opportunity to collaborate and engage in open discussion to address the key themes related to the City's draft Official Plan Structure. The event was organized as follows (see Appendix A – Meeting Agenda):

Part 1 - Introduction and Housekeeping: Indigenous land acknowledgement; introductions and welcome statements. City staff reviewed the meeting objectives.

Part 2 - Presentation: City staff provided an overview of key Official Plan drivers, structure maps, and performed live voting/poll questions.

Part 3 - Discussion: Public engagement poll period.

Part 4 - Next Steps: Survey and discussed other ways to provide feedback.

Consultation materials available online at the following link:

<https://www.brampton.ca/EN/City-Hall/Official-Plan/Pages/Engagement-Recaps.aspx>

1.2 Meeting Overview

1.2.1 Meeting Details (Venue, # of Attendees, Meeting Participants)

Approximately 17 members of the public and 6 City of Brampton Staff were present across the two Focus Group meetings hosted on WebEx. A second focus group meeting was held to accommodate the arts and culture community and solicit further input. Comments were received through the WebEx chat box. Interactive poll questions were posed during the presentation to gain a better understanding of the participants and allow them to vote for characteristics they believed contributed to their idea of a healthy and complete community, as well as how to enhance and recognize the arts and cultural heritage in Brampton.

1.3 Outreach

The meeting was promoted through circulation towards The Arts, Culture & Creative industry Development Agency, Brampton Heritage Board, Brampton Historical Society, and general contact lists shared by internal staff.



2 Feedback

2.1 Polling Questions

Interactive polling questions were posed during the public meeting presentation to obtain a better understanding of the participants and what they believed are important characteristics of healthy and complete communities. The full poll results can be found in Appendix B.

The polling questions included choosing the characteristics in which participants believed contributed to healthy and complete communities. The options provided were as follows:

- Active Transportation (i.e. walking, cycling, transit);
- Creating affordable housing and different housing options for all stages of life;
- Creating a connected and accessible network of green spaces (i.e. parks, trails, natural areas);
- Having a variety of employment areas and jobs;
- Equitable access to community services and facilities (i.e. libraries, rec centres, parks;)
- Ensuring a community has places to live, work, exercise, and play and buy local healthy foods;
- All of the above; and,
- Other

Almost half of the participants (64%) voted that all the characteristics contribute to a healthy and complete community. This response was followed by creating a connected and accessible network of green spaces (18%). Creating affordable and different housing types (9%), equitable access to community services and facilities (9%), and ensuring a community has a place to live, work, exercise, play and buy local healthy foods (9%) received equal amount of votes. Active transportation options—such as walking, cycling and transit (0%) and having a variety of employment areas and jobs (0%) received zero votes. Twenty-seven percent (27%) of respondents did not select an answer to this question.

Participants were asked what ways Brampton can best promote and advance arts and culture. All of the above was the top selected answer at fifty-six percent (56%). Establishing funding allocation for art programs (33%) and promoting public-private partnerships for acquisitions and installations of public arts (33%) were second. Following this, participants selected engaging with cultural centres, institutions and organizations (22%) and hosting international art competitions (22%) as the next choices. Only eleven percent (11%) of participants believed that mixed uses could help to promote arts and culture in Brampton. Twenty-two (22%) participants declined to respond.

A final poll question asked how the city can celebrate its built cultural heritage structures and landscapes. Majority of participants selected strengthening policies (44%) and encouraging main street beautification in historic districts through grant programs (44%). A large group suggested that promoting annual heritage awards (33%), promoting heritage education (33%) and all of the above (33%) were most important to the City of Brampton's heritage resources and landscapes.

Eleven percent (11%) of participants selected support for programs similar to Doors Open, while another eleven percent (11%) selected other, which included communication on the importance of heritage in an urban context and more sustainable architectural policies for heritage buildings. Thirty-three percent (33%) of participants chose to not respond to this question.

2.2 Comments Received

The Word Cloud below visually represents some of the things that were heard. All the feedback received has been categorized in the Word Cloud below.



KEY THEMES



Arts, and
Cultural
Heritage

The key messages related to these themes are further detailed in Section 3 of this report.

3 Key Messages Heard

3.1 Arts & Cultural Heritage

3.1.1 Cultural Diversity and Design

- Know your city and what the demographics are – built form should be reflective of the design of the people.
- Have pluralism in design and ensure that buildings are attractive.
- Have architectural variety, ensuring that buildings are visually attractive and development with high design standards.
- Enhance public art and murals.
- Strive for more than 1% - push for higher value of percent for the arts.
- Promote variety in community design in terms of integrating uses and spaces in different ways in different areas of the City. This could also contribute to giving different areas of the City more unique identities.
- Brampton is a relatively new city – whatever Durban design that will be implemented should be planned as heritage (future heritage; what is cool about them).
- When it comes to planning, neighbourhoods and built form – there is a very Eurocentric approach to built form – considerations should be made toward the public realm that honour the south Asian population within the city.
- Diversity and resources – ensuring all communities can express themselves artistically. Arts & culture is integrated into everyday life— Brampton should have cultural anchors throughout the city.

3.1.2 Economic Drivers and Funding

- Take the impact of public art on economic development into consideration.

- Centralize cultural developments in dense regions before spreading them out throughout other areas of the city, but be sure existing artists are not displaced.
- Arts are an excellent economic driver, greater arts & cultural expansion throughout the city will have a wide array of positive effects for the City.
- Brainstorm ideas to increase funding for arts and culture.
- Encourage tourism from outside the city rather than having a solely local venue of entertainment.

3.1.3 Development and Design

- More sustainable architecture policies and more salvage instead of pure demolition of built resources.
- Brampton should capitalize on this demand and ensure there is ample affordable space to attract artists.
- Incorporate studio and live/work spaces into the city.
- Seek out Bramalea and Downtown as regional anchors to host cultural centres.
- New strategy for events & space usage should be reflective of the public's new relationship with culture in cities post-covid.
- Creative and adaptive reuse.

4 Next Steps

4.1 Upcoming Events

There will be several opportunities to participate in the Brampton Official Plan Review process. One way is to provide your input on a series of Discussion Papers related to the Official Plan, which were presented to the public during three (3) Public Open House meetings scheduled on June 7, 2021 June 21, 2021 and July 26, 2021. Materials, when available, can be accessed by visiting the project webpage and can be found under 'Engagement Recaps'). Public Engagement events, as they are scheduled, and a link to the Brampton Plans surveys, can be found on the project webpage at the link below:

[City of Brampton | Official Plan | Engagement Recaps](#)

Email the City at the email address below to be informed of upcoming engagement events.

opreview@brampton.ca

Appendix A - Meeting Agenda

AGENDA



Job Title	City of Brampton Official Plan Review		
Date	Thursday June 17th and Thursday July 22nd, 2021	Time	6:00 p.m. to 8:00 p.m.
Venue	Webex		
Purpose	Focus Group Meeting – Arts and Cultural Heritage		

1) Introduction and Overview of the Agenda

- Indigenous Land Acknowledgment
- Introduction from Mayor and Staff
- Agenda overview

2) Presentation

- Brampton 2040 Vision
- Planning 101
- Brampton Plan Overview
- Engagement and Next Steps

3) Discussion

- Discussion Questions

4) Next Steps and adjournment

- Ways to stay engaged

Appendix B – Polling Questions

#	Question	Choice	Answers	Percentages
1	WHAT CHARACTERISTICS CONTRIBUTE TO YOUR IDEA OF A HEALTHY AND COMPLETE COMMUNITY (SELECT ALL THAT APPLY)	A	Active Transportation Options (i.e. walking, cycling, transit)	0%
		B	Creating affordable and different housing types	9%
		C	Creating a connected and accessible network of green spaces (i.e. parks, trails, natural areas)	18%
		D	Having a variety of employment areas and jobs	0%
		E	Equitable access to community services and facilities (i.e. libraries, recreation centres, parks)	9%
		F	Ensuring a community has places to live, work, exercise, play and buy local and healthy foods	9%
		G	All of the above	64%
		H	Other (please enter your answers in the chat)	0%
			No Answer	27%
2	WHAT DO YOU THINK IS THE BEST WAY TO PROMOTE AND ADVANCE ARTS AND CULTURE? (SELECT ALL THAT APPLY)	A	Establishing funding allocation for Art Programs	33%
		B	Engaging with Cultural Centres, Institutions and Organizations	22%
		C	Hosting International Art Competitions	22%
		D	Mixed uses	11%
		E	Promoting Public-Private Partnerships for acquisitions and installations of public art	33%
		F	All of the Above	56%
		G	Other	0%
			No Answer	22%
3	HOW CAN THE CITY CELEBRATE ITS BUILT CULTURAL HERITAGE STRUCTURES AND LANDSCAPES?	A	Promote Annual Heritage Awards for restoration and renovations projects of built heritage resources	20%
		B	Strengthen Policies for Built and Landscape Heritage Resources	50%
		C	Encourage Main Street beautification in historic districts through grant programs	20%
		D	Support Programs like "Doors Open" events within the City	60%
			Promote heritage education through public education, digital tours, of the City's history	
		E	All of the Above	30%
		F	Other	0%
	No Answer	40%		

Appendix C – Questions and Answers

#	Question	Answers
1	What are some ways the city can promote cultural diversity in design of communities?	<p>Know what's out there</p> <p>What the demographics are</p> <p>Pluralism in design, and ensuring that buildings are attractive</p> <p>The built form should be reflective of the design of the people</p> <p>Architectural variety</p> <p>Ensure buildings are visually attractive</p> <p>Aim for high design standards</p> <p>Take the impact of public art on economic development into consideration</p> <p>Integration of arts and cultural heritage into planning as a whole</p> <p>Public art and murals</p> <p>Strive for more than 1% - push for a higher value of percent for the arts</p> <p>Promote variety in community design in terms of integrating uses and spaces in different ways in different areas of the City. This could also contribute to giving different areas of the City more unique identities</p>
2	Is there anything missing from the Arts and Cultural Heritage Key Areas and Directions?	<p>Brampton is a relatively new city – whatever urban design that will be implemented should be planned as heritage (future heritage, what is cool about them)</p> <p>Parks and open space identity</p> <p>Increase funding/support for arts and culture</p> <p>Ensure a more diverse range of public art is developed to best cater to all cultural walks of life</p> <p>Maintain heritage and protect mature neighbourhoods by offering diverse range of housing/spaces and affordability for citizens</p>
3	What have we missed in today's discussion that is most important to you?	<p>In a buildings life-span what meanwhile uses can be implemented</p> <p>Arts are an excellent economic driver, greater arts & cultural expansion throughout the city will have a wide array of positive effects for the City</p> <p>More sustainable architecture policies and more salvage instead of pure demolition of built resources</p> <p>Centralizing new cultural developments in dense regions before spreading them out throughout other neighborhoods is suggested</p> <p>Ensure accountability measures are put into place so arts and culture goals can be set & projects properly completed</p> <p>Encourage tourism from outside the city rather than having a solely local venue of entertainment</p> <p>With the Lens of Toronto & its cultural scene, experimental and creative reuse of older items can be a great starting point for arts & culture (Old shipping containers, Downsview airport's potential shift towards cultural usage), used parking lots, etc.</p> <p>Cooperation with ACCIDA with the construction of public spaces can be a vital tool in the development of public arts</p> <p>When it comes to planning, neighbourhoods and built form – there is a very Eurocentric approach to built form – considerations should be made toward the public realm that honour the south Asian population within the city</p>