

MESSAGE FROM THE PRESIDENT



Regrettably, I will be leaving the BDDC on September 22. I have enjoyed working with our dedicated Board of Directors and the many wonderful people that are part of the downtown community.

Over the past three years, we have had a number of successes on important issues impacting the downtown. As part of my role as President, I have also helped to provide a solid foundation for the organization to move forward with its revitalization mandate.

With the BDDC and the City of Brampton working together, Downtown Brampton has the potential to achieve the vision of downtown as the heart of the City and a vibrant business and residential community.

Sincerely,

Karen Campbell
President, BDDC



Light Rail Transit Endorsed for Hurontario/Main Street Corridor

City Council has endorsed, in principle, Light Rail Transit (LRT) as the preferred technology for improving transit service along the Hurontario/Main Street corridor stretching from Port Credit to Downtown Brampton. However, the final decision on the LRT segment between Steeles Avenue and Downtown Brampton will be confirmed through the completion of the planning, design and engineering work, which will include further feasibility and impact assessment.

The Hurontario/Main Street Corridor Master Plan recommends the LRT operate in a dedicated centre lane from Highway 407 to Charolais Blvd. and then transition into mixed traffic north of Charolais Blvd. into the downtown. Within Downtown Brampton the proposal is a one-way loop, which would travel west on Wellington Street, north on George Street to the Downtown Transit Terminal and GO Station, and then return southbound on Main Street. Two station stops are proposed: one at the corner of Wellington and George Streets, the other at the GO/Transit Terminal.

A number of options are being considered for how to utilize the existing four lanes

on Main Street to accommodate the LRT, regular traffic and on-street parking. One of the proposed options is to reduce the road to three lanes with two general purpose traffic lanes in either direction and one dedicated southbound lane for transit. This would allow for existing sidewalks to be widened, which would improve walkability and make it possible to set up sidewalk cafes, but it would require the removal of on-street parking. Other options which include maintaining on-street parking will also be evaluated.

The BDDC recognizes that Downtown Brampton needs to be well connected to an effective rapid transit system in order to support intensification and revitalization. We are supportive of LRT as the cleanest and most efficient technology for moving people to and from Downtown. However, it is essential that the ultimate plan ensure that the historic downtown character, streetscape aesthetics and pedestrian-friendly environment are not comprised.

The next step in the process involves further studies and detailed design analysis of the Master Plan recommendations followed by the six-month Transit Project Assessment Process.

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Member Profile: L.E. Fine Antiques

Husband and wife team Louis and Eva Pereira were looking for a new challenge in their lives and decided to build on their passion for antiques. As long time residents of Brampton, they chose to build their business in the Downtown. The team accumulates treasures from auctions and dealers throughout Ontario and on occasion Montreal. Their 1,450-square-foot store at 8 Main Street South has an eclectic mix of items for all tastes

and price points, ranging from five dollars to the thousands. Since opening their doors on July 20, they have received nothing but positive feedback from the community and find the Farmers' Market in downtown to be a perfect fit for their products. The BDDC and Mayor Susan Fennell officially welcomed L.E. Fine Antiques at their Grand Opening on September 14.



DOWNTOWN RETAIL RECRUITMENT PLAN

The completion of the new apartment and condo developments in 2010 will bring more people to the Downtown who will create a demand for shops, restaurants and other amenities. To capitalize on this opportunity, the BDDC and the City's Economic Development Office (EDO) are collaborating on the development of a Retail Recruitment Plan. We have retained an experienced retail consulting firm, Urban Marketing Collaborative, to develop the plan, which is expected to be completed by mid-September.

The Retail Recruitment Plan will provide the foundation for the development of a comprehensive marketing and sales program designed to:

- Promote Downtown Brampton as a location for new retail business opportunities;
- Target potential new retailers, including independent operators and regional or national chains;
- Increase the number, quality and diversity of the retail sector in the downtown;
- Encourage the expansion, re-merchandising and improvement of existing retail operations.



Meet The Beat

On June 16 the BDDC, along with Peel Regional Police, the City of Brampton, Investors Group and Julie's Ice Cream House hosted a Charity BBQ for the YMCA Strong Kids Campaign at the Rose Theatre Garden Square. Local community members had the opportunity to meet the Foot Patrol Officers of Downtown Brampton and \$985.00 was raised for the cause.

Züm Bus

Starting September 20, 2010, there's a new way to commute in and around the City. Züm, Brampton's new Bus Rapid Transit (BRT) service, will begin operating along Queen Street. Running from Downtown Brampton to York University, Züm supports high-capacity routes and offers more frequent service (every 7-10 minutes during rush hours and every 15 minutes the rest of the day).

With limited stops and a wide-range of transit priority measures, Züm focuses on connecting people and places within Brampton and throughout the Greater



Toronto Area. For more information on Züm, visit www.bramptontransit.com.

– by Kim Moser

Congratulations

Julie & Darren of Julie's Ice Cream House welcomed Daisy Marie Fernando into the world on Saturday, August 7th, weighing 7 lbs 13 ounces.

ON THE STREET

Investors Group Thursday Night Concert Series



The 2010 Thursday Night Concert Series was a huge success, with great music and strong attendance. Loyal fans of the concert series came out to enjoy the entertainment for all 12 evenings of the series. On average, crowds of 100-200 people a night helped the Investors Group raise over \$2,500 for the YMCA Strong Kids Campaign. For a small donation to this great cause, spectators had the opportunity to win a prize from one of Downtown Brampton's businesses. Prizes

were generously donated by the following establishments: aggie martin, Mount Vesuvio's Ristorante, La Vita Bella, David Andrew's Gentleman Clothiers, Ken Hay Photography, Ginger 85 Boutique, Nadia's Day Spa, Sushi House, Fanzorelli's Restaurant & Lounge, Ego Salon, Freshly Thai and Nexus.

"This was my first experience with the concert series. As a planner and spectator, I was thoroughly impressed by the musical talent, selection of entertainment, and dedication of the Investors Group staff. It was a pleasure to interact with members of the community and learn the names of faithful on-goers. I'm looking forward to next year." – Jenny Floras

The BDDC staff & Board members extend their sincere thanks to Investors Group for their continued support and sponsorship of the concert series.

The 11th Annual Classic Cars & Legendary Stars

Thanks to the generous support of our partners and sponsors, the BDDC was able to host the 11th Annual Classic Cars & Legendary Stars event in Downtown Brampton. This free, safe and fun community event, enjoyable for all ages, continues to grow in popularity.

We are pleased to announce that we had over 10,000 people attend this three-day event. This year's Classic Cars Parade, sponsored by RONA Home & Garden, broke all records by having the largest turnout ever with over 185 cars. In combination with the registration fee and raffle tickets sold by the Brampton Antique Classic Car Club of Canada, over \$1,000 was donated to the William Osler Health System Foundation (WOHSF), and a further \$967 was collected at Gage Park entry gates.



New to the event this year, the Brampton YMCA ran the "Kids Zone" and raised awareness for their Strong Kids Campaign. FROST GM returned to sponsor the Future Classics Show.

The music this year paid tribute to some great rock music icons such as Rush, KISS, Chicago, Rolling Stones, Aerosmith, Bon Jovi, and the Eagles. We also featured crowd pleaser Ray Michaels and the Retro Rockers playing selections of classic rock songs from the 50's, 60's and 70's. The event kicked off with Jeff Sommerville and Mary Panacci and the Jazz Mechanics.

New to the Neighbourhood

Algoma University at Brampton

24 Queen Street East (main floor)
905-451-0100
www.algomau.ca

Freshly Thai

Authentic Thai Cuisine
48 Queen Street West
905-453-1515
www.freshlythai.com

L.E. Fine Antiques

8 Main Street South, Unit A
289-752-5887
www.lefineantiques.com

Downtown Style

8 Queen Street West
289-752-6672

Not Too Shabby

46 Main Street North

Swag Hair Salon

73 Main Street North, Upper Level
647-236-2827
Swaghairstudio@gmail.com

Laser Spot

20 Queen Street, 2nd floor
905-487-2680
www.laserspot.ca
info@laserspot.ca

Stems Custom Floral Arrangements

25 Main Street North
905-450-5512
www.stemsflorals.ca

Moved

Wanda's Nails has moved
to 33 Queen Street East

Expanded

A Healing Place: located at 247 Main Street North and 280 Main Street North, both in the downtown core.
www.ahealingplace.ca

WHAT'S ON



Brampton Day

Date: Saturday, September 25
 Time: 8 a.m. to 2 p.m.
 Location: Gage Park, Ken Whillans Square (City Hall), Garden Square at the Rose Theatre, Queen & Main Streets
 Phone: 905-874-3601
 Website: www.brampton.ca
 Join this annual celebration! Bring your family downtown for a fun and entertainment packed day.

Alliance Against Violence

Date: Friday, October 1
 Time: 6 – 9:30 p.m.
 Location: Garden Square at the Rose Theatre
 Phone: 905-874-5576
 Email: mayorsyouthteam@brampton.ca
 Presented by the Mayor's Youth Team. Featuring live performances from local youth talent including Kid Robotz & Omega Mighty and headliner Shawn Desman.

Studios Brampton Tour

Date: October 2 and 3
 Time: 10 a.m. to 5 p.m.
 Location: Various studios throughout Brampton, including Beaux-Arts
 Phone: 905-874-2919
 Website: www.studiosofbrampton.com
 Immerse yourself in the arts on this free self-guided tour visiting Brampton artists in their studios.

Pumpkin Decorating

Date: Saturday, October 9
 Time: 9 a.m. to 12 p.m.
 Location: Brampton Farmers' Market, Downtown Brampton
 Phone: 905-874-2936
 The BDDC invites you to decorate a pumpkin on the final day of the 2010 Farmers' Market.

The Great Pumpkin Party

Date: Monday, November 1
 Time: 4 p.m. to 7 p.m.
 Location: Garden Square at the Rose Theatre
 Phone: 905-874-2000
 Light up your pumpkin one last time during this fun and free event with entertainment and lots more.

Holiday Carriage Rides

Date: November – December
 Time: 6 p.m. to 10 p.m.
 Location: North of Gage Park at the corner of George St. S. and Wellington St. W.
 Cost: \$15 for a party of four
 Phone: 905-874-2936
 Website: www.bramptondowntown.com
 Grab a blanket and take a ride through Brampton's historic downtown in a horse-drawn carriage. This family favourite winter activity is sponsored by the BDDC and our downtown businesses.

Remembrance Day Parade and Service

Date: Thursday, November 11
 Time: 10:45 a.m.
 Location: Memorial Square Cenotaph, City Hall
 Phone: 905-874-3601
 Website: www.brampton.ca

Annual Christmas Tree Lighting

Date: Friday, November 19
 Time: 6 p.m. to 8 p.m.
 Location: Ken Whillans Square, City Hall
 Phone: 905-874-3601
 Website: www.brampton.ca
 Bring the family out for an evening of holiday entertainment and join the Mayor and members of Council for the annual lighting of our 65-foot spruce tree.

Board of Trade Santa Claus Parade

Date: Saturday, November 20
 Time: 5 p.m. start
 Location: Main St. at Sproule Drive to Elgin Drive
 Phone: 905-451-1122
 Website: www.bramptonbot.com
 Join the Brampton Board of Trade in welcoming Santa to town and celebrate the parade's 25th anniversary in Brampton.



James Boyd, EXECUTIVE DIRECTOR

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The Four Corners NEWS is produced quarterly by the Brampton Downtown Development Corporation. All questions and comments are welcome.

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