

CITY ISSUES RFP FOR SOUTHWEST QUADRANT RENEWAL PLAN

On October 30, 2009, the City issued a Request for Proposals for a Development Partner for the Southwest Quadrant Renewal Plan.

Initially, the City requires 126,000 sq. ft. of office space, which must be ready for occupancy by January 2014. An additional 120,000 sq. ft. is forecasted to be required between 2014-2031.

As part of a broader mixed-use revitalization plan, the City will entertain solutions that provide for certain public amenities, including a Community Police Station and a Central Library, as well as new retail and service commercial space.

The deadline to submit proposals is February 11, 2010. A final recommendation will be made to Council for approval on August 11, 2010.

The RFP document can be obtained at no charge from the City's Purchasing Division by calling 905-874-2260.

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DOWNTOWN PARKING STRATEGY MUST HELP BUSINESSES THRIVE



Providing the right amount of parking, in the right locations, at the right price, is one of the key ingredients for a successful downtown.

In June 2009, the City released a final draft

Downtown Parking Strategy, prepared by consulting firm BA Group. The BDDC provided comments to City staff in the fall.

In September, we conducted a survey of downtown businesses to better understand the parking needs of their employees and customers and to gauge their response to the key recommendations. Thirty-nine downtown business owners and managers were interviewed by the BDDC.

Not surprisingly, there is strong opposition to the recommendation to immediately increase the cost of an annual parking permit from \$280 to \$440 per year. The majority of employers surveyed pay the full cost for their employees' parking; therefore, any increase would have an impact on the cost of doing business. The proposed rate increase was felt to be too much, too quickly.

The BA Group further recommended that employee parking permit rates be increased by \$110 per year over the next six to eight years. Downtown businesses are typically small, owner-operated firms that cannot afford this level of cost increase. Increasing rates every year would have a detrimental impact on business retention and attraction, especially since Downtown Brampton has

to compete with nearby commercial centres that provide free parking.

The recommendation to eliminate the One Hour Free parking program and replace it with a parking token discount program paid for by businesses was met with opposition. Just over half of those surveyed said their business would be negatively impacted if the One Hour Free was eliminated.

The program is perceived to be a positive incentive for visitors and a goodwill gesture on the part of the City.

BDDC research has found that municipalities often offer Two Hours Free parking promotions to attract customers. Some of these promotions are year-round, while others are only offered during the holiday season or other shopping events. This December, here in our downtown, shoppers parking in the Market Square, Nelson Square, and City Hall municipal parking garages will enjoy a second hour of free parking courtesy of the City and the BDDC.

We need a downtown parking strategy that helps businesses thrive and ensures that Downtown Brampton remains a viable and competitive business location. Municipal parking infrastructure must be viewed as an investment in a public asset and a tool for achieving economic development and downtown revitalization objectives.

A staff report responding to the BDDC's comments is expected in December, with a final report going to Council for approval in February 2010.

For further information about the Downtown Parking Strategy, please contact Karen Campbell, President of the BDDC at 905-874-2935.



Member Profile: West 48 Smokin' Hot Grill

The owners and staff of West 48 Smokin' Hot Grill invite you to check out a new food experience in downtown Brampton. Co-owners Mark Crowshaw and Erik Kipper say the focus is on grilled fare, with a wide range of grilled meats, seasonal vegetables, and pasta on the menu, plus "the return of the old fashioned handmade hamburger."

Mark and Erik chose their location at 48 Queen St. West after researching the demographics of the area. They liked the central location because it is close to City Hall and other office buildings, and they felt there was an existing customer base to tap into.

West 48 started doing business in August 2009, and celebrated their official opening on November 10. They've already made one big change to capitalize on a business opportunity

they saw in the area – breakfast is now served! If you like French Toast, they say they serve the best – at least "on this side of the Eiffel Tower."

Mark and Erik's desire to participate in their community is already evident. Carriage riders and people attending the Santa Claus parade have enjoyed receiving coupons for the restaurant, as will those attending the New Year's Eve celebration. They also regularly provide a 15% discount to Rose Theatre patrons.

Whether eating with friends before a show or enjoying their family take-out meals, your satisfaction is important to these two dedicated restaurant owners. They take pride in providing a truly homemade style of cooking not often seen in today's restaurant chains.

Learn more about West 48 at www.west48.ca or call 905-457-4444.

Enjoy their signature dish "fall off the bone" ribs on your next visit!



Left to Right: F. Charles Waud, Karen Campbell, Ceclia Crowshaw, Regional Councillor Grant Gibson, Mayor Susan Fennell, Erik Kipper, Regional Councillor Elaine Moore, Regional Councillor John Sanderson

BDDC MEMBERS MEETING

On November 17, over 30 BDDC members came out to Mount Vesuvio's Ristorante to take a look back at 2009 initiatives and discuss priorities for 2010. Attendees heard about the 2010 budget, capital projects, and plans for marketing, special initiatives, and partnerships.

Amrit Kaur of Brampton Business Executive Suites, complimented the BDDC on its dedication and effectiveness.

"Hearing about all those problems your department tackled, with solutions, accountability, and thoroughness, and with a complete focus on the mandate of the BDDC, made me experience something I have not felt for a while now. Keep up the great work!"

The Annual General Meeting will be held in April 2010.

Downtown Brampton Welcomes Blade Condominiums



Downtown Brampton will soon welcome Blade Condominiums to the area. BDDC is looking forward to welcoming new friends to their restaurants, shops, and services.

The 25-storey development will be built atop the former Dominion Skate Factory at 45 Railroad St., across from the Brampton GO Station. The Preston Group has incorporated the spirit

of the old factory and the area architecture into the design. Other design highlights include a walking trail that doubles as a skating rink, a small movie theatre, and an indoor pool.

On the "green" front, Blade will have features like bicycle storage, preferred parking for hybrid vehicles, a system to capture rain water, low flow faucets and showerheads, tri-sorter refuse chutes, and a green roof.

Suites and lofts range from 571 sq. ft. to 1,484 sq. ft. and start at \$179,900. For information, call 905-497-7318 or visit www.bladecondos.com.

Park Place Condominium Topping Off Celebration



To top it all off...On November 20, 2009 the Inzola Construction team reached new heights at the topping off celebration for the Park Place Condominium. The 27-storey building has 223 units, and occupancy is slated for spring 2010.

Go to www.parkplacecondos.ca to view the floorplans or have a virtual tour.

ON THE STREET

Holiday Window Decorating Contest

A total of 37 businesses participated in the 2nd Annual Holiday Window Decorating contest, competing for gift cards from RONA Home and Garden valued at \$100 each and advertising space in the Brampton Guardian.

It was a tough call for the judges but they did manage to come up with the top three winners! Cyclepath Brampton took the title of first place, second place went to Aggie Martin, and third place is Mellennia Institute of Aesthetics Inc. Honourable mentions go to International Furs Ltd., BFM (Brampton) Enterprises Society Thrift Store, Don Naylor & Associates, Nadia's Day Spa, and Medix School.

Congratulations to the winners and to all who participated. We thank our sponsors, judges and participants for getting into the holiday

spirit and making Downtown Brampton a great place to visit and do business over the holiday season.



Front window display of Cyclepath Brampton, 2009 Downtown Holiday Window Decorating Contest Winner!

BDDC's Support for Santa Claus Parade

The BDDC provided a \$10,000 sponsorship in support of the Brampton Board of Trade Santa Claus Parade. Year after year, this amazing event brings people of all ages to our downtown for the largest single-day event in Peel Region.



Left to Right: Richard Beagle, Chair, BBOT Santa Claus Parade Committee; Don Naylor, Chair, BDDC Board of Directors; Santa Claus; Karen Campbell, President of BDDC; Gary Collins, Chief Executive Officer, Brampton Board of Trade (BBOT)

Add A Carriage Ride to Your Holiday Evening Out



Enhance your special evening with a horse-drawn carriage ride. It's such a perfect way to take in downtown lights and sights while enjoying the outdoors.

The BDDC is once again pleased to sponsor the Carriage Ride program during the holiday season. Rides operate between 6 and 10 p.m. on December 3, 4, 5, 11, 12, 19, 23, and 24. They begin and end on Wellington St. W. across from Gage Park and cost \$15 for a party of four.

These restaurants are offering coupons or gift certificates to riders to encourage them to enjoy a taste of Downtown Brampton: Mount Vesuvio's Ristorante, Nexus Exceptional Dining & Piano Bar, West 48, and Lisboa Bakery & Grillhouse.

Pumpkin Decorating on the Final Day of the Brampton Farmers' Market



Alison Gammage, 6 (left), and her sister Sarah, 8 (right), proudly display the pumpkins they decorated at the Brampton Downtown Development Corporation booth on the final day of the Farmers' Market of the 2009 season.

(Photo by Bryon Johnson)

NELSON SQUARE • MARKET SQUARE • CITY HALL

2 HOURS FREE IN DECEMBER

DOWNTOWN MUNICIPAL PARKING GARAGES ONLY

SPONSORED BY

2 Hours Free in December

In December, visitors parking in the Market Square, Nelson Square, and City Hall municipal parking garages will enjoy two hours of free parking, courtesy of the City and the BDDC.

WHAT'S ON

Olympic Torch Relay Event

Location: City Hall and Gage Park
 Date: Friday, December 18, 2009
 Time: 6 – 8 p.m.
 Fee: Free
 Website: www.bramptontorchrelay.ca

The Olympic Torch Relay will visit Brampton on Day 50 of the historic cross-country tour. To celebrate, there will be a range of activities, including music, entertainment, and the lighting of the Olympic Cauldron by our final torchbearer.

The parade will start on Main St. S. (at Frederick) and run to the entrance of Gage Park. Please note the road closures below.

Road closures on December 18

11 a.m. – midnight:

- Main St. from Clarence to Queen
- Wellington St. from Chapel to Park Hill Court
- George St. S. from Wellington to Queen

4 p.m. – midnight:

- Main St. southbound from Nelson to Queen

No street parking allowed at specific sections on Queen St., George St., Nelson St., and Main St., full parking details can be found at www.bramptontorchrelay.ca and click on "Road Closures". We encourage you to ride a FREE Brampton Transit Shuttle Bus to and from the Olympic Torch celebration. Buses depart every 30 minutes from 4:30 to 9:00 pm. Go to the above website for details.

However, for downtown businesses, a special one-day parking permit may be granted to your employees. Delivery trucks will not be able to access Main St., but will be allowed to stop on Queen St. Access to George St. S. will be at the discretion of the Peel Regional Police officer on duty.



New Year's Eve Celebration

Brampton ready to welcome 2010

Location: Downtown Brampton
 Date: Thursday, December 31, 2009
 Time: 7 p.m. – 12:30 a.m.
 Fee: Free
 Website: www.brampton.ca/newyearseve
 Email: specialevents@brampton.ca

Once again the City of Brampton will be hosting a fantastic New Year's Eve celebration spanning six downtown blocks! The celebration will feature two incredible fireworks displays – one at 9 p.m. at City Hall and one at midnight at the Rose Theatre. Performers at the children's stage will entertain the youngest in the crowd, while great national acts like headliner band 54-40 put on a show for the adults in Garden Square.

Road closures

From 3 p.m. on December 31 to 4 a.m. on January 1, these roads will be closed: Main St. from Wellington St. to Theatre Lane; Wellington St. from George St. to Main St.; and Queen St. from George St. to Theatre Lane/Chapel St. You will not be able to use parking meters in these areas after 11 a.m. on December 31.

Nelson Square Parking Garage will be reserved for authorized pass holders only. For full parking and road closure information, please visit www.brampton.ca/newyearseve and click on "Parking & Road Closure Map".

Enjoy the celebration!

Mayor's New Year's Day Levee

Location: The Rose Theatre Brampton
 Date: Friday, January 1, 2010
 Time: 1 – 3 p.m.; Doors open at 12:30 p.m.;
 Refreshments to follow the ceremony

Music by: The Brampton Concert Band & The Pipes and Drums of the Lorne Scots "Peel, Dufferin and Halton Regiment"

Mayor Susan Fennell and members of Council extend best wishes for the New Year and show the Government's role of public service.

Art for the Arts Valentine Gala

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

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