



May 7, 2018

Mayor Jeffrey and City Council
City of Brampton
City Hall, 2 Wellington Street
Brampton, ON L6Y 4L2

RE: Downtown Reimagined

Your Worship and City Council:

We commend Council for completion of the Downtown Reimagined project. Soon, downtown Brampton's infrastructure and streetscape will truly reflect the pride we have in our great city.

From a business perspective, however, there are some concerns. It is proposed that vehicle traffic will be reduced or eliminated on Queen and Main streets in the downtown for a three-year construction period. As well, it is proposed that parking, delivery and loading zones will be removed permanently from those streets.

As Council considers the options for the duration of streetscape construction, due consideration must be given to the viability of downtown businesses. It is important that large investments such as this do not compromise the viability of local businesses, but rather improve upon the city's activity rate, encourage job-retention and job-creation.

Competitive market realities are top of mind. Store owners, service providers and restaurateurs have started conversations with landlords, suppliers, lenders and customers. Council's decisions will influence their investment and location decisions, both during construction, and following its completion.

Business women and men have told us that when it comes to downtown Brampton, they prefer more certainty when making business investment decisions. That's why a comprehensive response from Council that provides clarity in these four areas would be helpful:

1. A report that overviews relief measures available to businesses impacted by construction. The plans to support the financial viability of businesses during construction should be clearly communicated.
2. A report outlining commitment of resources for communications. Communication plans directed at customers, to support businesses during construction will be key.

3. A report outlining loading/unloading and delivery feasibility. The streetscape plan doesn't allow this on Queen and Main. Potential has been identified behind stores and in laneways. Clear loading/unloading/delivery plans during and after construction are very important to downtown restaurants, stores and services; and
4. A comprehensive plan that aligns streetscape work in light of other development plans in the area (e.g., LRT-routing, Ryerson, Centre For Innovation, new condos, new library etc.) and ensures that the Downtown Reimagined is consistent with other important master plans including Living The Mosaic; the Economic Development Master Plan and Culture Plan, to ensure that future developments do not require disruption/disturbance of the streetscape once completed.

This is a big project, estimated to cost taxpayers more than \$30 million. It is up to City Council to decide the timing of the commencement of the infrastructure and streetscape construction; however, we ask that the communication of the above areas *be completed as soon as possible and we do not foresee this causing any delays in the commencement of construction*. This will allow businesses the opportunity to make better investment decisions, to make viable location decisions and to inform the important discussions they need to have with their landlords, lenders, suppliers, and customers to ensure their viability and success.

Thank you for consideration of these important issues and congratulations again on the completion of the Downtown Reimagined report. Please feel free to contact our CEO Todd Letts or myself if we can provide any further assistance as plans are implemented.

Sincerely,



Heather Strati
Chair, Brampton Board of Trade