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Date July 5, 2022 **Report No.** 2022-427

To Chair and Members
Committee of the Whole – Operations

From Marlene Miranda, General Manager
Community Services and Social Development

1.0 Type of Report

Consent Item ☐
Item for Consideration ☒

2.0 Topic Brantford Downtown Priority Plan Update [Financial Impact: None]

3.0 Recommendation

A. That Report 2022-427 Brantford Downtown Priority Plan Update BE RECEIVED.

4.0 Executive Summary

Brantford City Council approved the *Brantford Downtown Priority Plan* in April 2022.

This plan identified 18 priorities within the following three focus areas:

- 1) Safety and Security
- 2) Inclusion and Support and
- 3) Growth and Vibrancy.

The Analysis Section of this report highlights 21 completed or in-progress 2022 municipal actions in support of the Downtown Brantford Priority Plan.

5.0 Purpose and Overview

This report provides an update on the *Brantford Downtown Priority Plan*, as approved by Brantford City Council in April 2022.

6.0 Background

On April 26, 2022, City Council approved the following recommendations of the Downtown Brantford Improvement Task Force.

- A. THAT Staff Report 2022-241 Brantford Downtown Improvement – Action Plan Report BE RECEIVED; and,
- B. THAT Brantford’s Downtown Priority Plan: A Community Vision for the City Centre BE APPROVED; and
- C. THAT staff BE DIRECTED to work with community stakeholders to undertake priorities as described in the Brantford Downtown Priority Plan; and
- D. THAT staff BE DIRECTED to coordinate with downtown partners an annual Let’s Go Downtown event as a means to advance the work and celebrate accomplishments; and
- E. THAT staff BE DIRECTED to:
 - i. Provide a comprehensive report prior to the 2023 Estimates Committee identifying actions and costs to implement and support the priorities outlined in the Downtown Priority Plan and that those staff recommendations be considered within the 2023 budget deliberations, and
 - ii. Provide a report to the Committee of the Whole in the July 2022 cycle identifying what preliminary actions and strategies are either in progress or that staff recommend be undertaken in 2022; and
- F. THAT members work together to form a Downtown Action Committee to meet quarterly as a community group to review priorities and current status, new ideas and action items; and
- G. THAT, having completed its mandate, the Brantford Downtown Improvement Task Force BE DISBANDED.

The Analysis Section of this Report responds to Recommendation E, Part ii of the above approved Resolution.

The Brantford Downtown Priority Plan identifies 18 Priorities with three focus areas 1) Safety and Security; 2) Support and Inclusion; and 3) Growth and Vibrancy.

6.1 Safety and Security

1. Increase the presence of special constables downtown;
2. Increase the presence of security officers downtown;
3. Train police officers to conduct audits and make recommendations based on Crime Prevention Through Environmental Design (CPTED) principles;
4. Explore the feasibility of additional safety initiatives in the downtown (i.e. CCTV Cameras, Safe Walk, lighting improvements, CPTED incentive program);
5. Advocate to upper levels of government for bail reform, increased judicial resources and other needed supports; and
6. Explore the feasibility of additional traffic safety measures downtown.

6.2 Inclusion and Support

7. Ongoing, transparent and authentic engagement with Indigenous stakeholders to inform and-co-create appropriate responses to local issues;
8. Increase awareness, availability and coordination of social supports and housing services available in the downtown including safe, public and accessible washroom facilities;
9. Explore projects to reduce stigma and encourage inclusivity in the downtown;
10. Leverage community partnerships to make the downtown a supportive and welcoming environment for post-secondary students; and
11. Explore the feasibility of a community research hub downtown and

enhanced data sharing among social service providers.

6.3 Growth and Vibrancy

12. Continue to support residential and business development downtown and the growth of post-secondary educational institutions;
13. Develop a unified approach to marketing, promotion and grant writing among downtown stakeholders and explore the options of developing further grant and incentive programs;
14. Leverage the community's historical and cultural heritage when planning events and programs in the downtown;
15. Explore the feasibility of a cultural hub downtown;
16. Improve the cleanliness and image of downtown;
17. Promote downtown as a unique event and program venue and continue to develop linkages to the waterfront and Mohawk-Greenwich District; and
18. Explore parking and transit solutions that support the vibrancy and economic growth of the downtown.

7.0 Corporate Policy Context

City of Brantford approved *Council Priorities, 2021-2022*:

1. All neighbourhoods in the City are safe, vibrant, attractive, and inclusive.
2. Social services support is provided to Brantford residents in need.

The Brantford Downtown Priority Plan also aligns with the *Economic Development & Tourism Strategy* (2016).

8.0 Input from Other Sources

Public Works Commission

People, Legislated Services and Planning Commission

Community Services and Social Development Commission

Economic Development and Tourism Department

9.0 Analysis

9.1 Completed or In-Progress 2022 Municipal Actions

The sections below summarize completed or in-progress municipal actions that support the Brantford Downtown Priority Plan.

9.1.1 Safety and Security

1. Budget approval for additional Special Constables in the downtown (**Complete**);
2. Development of a permanent Mobile Security Team to enhance property security and pedestrian safety (**Complete**);
3. Ongoing advocacy regarding bail reform and additional judicial resources (**Ongoing**);
4. Continued implementation of *the Vision Zero Road Safety Plan* (Report #2021-167), including ongoing consultation with Wilfrid Laurier University on projects to support student safety and CCTV Camera Implementation (Report #2021-758) (**Ongoing**);

9.1.2 Inclusion and Support

1. Development of a hygiene station and snack cart at Grand River Community Health Centre (**Complete**);
2. Increased coordination of social supports and updated encampment response protocol (**Ongoing**);
3. Development of a *Community Resource Guide* to be completed in 2022 (**Ongoing**);
4. Development of a *Community Anti-stigma Campaign*, to be completed in 2022 (**Ongoing**);
5. Exploration of the downtown parkade as a potential site for the Willowbridge Hub (**Ongoing**);and
6. Staff to provide report to Council by Q1 2023 with options for increased public washroom access in the downtown (**Ongoing**).

9.1.3 Growth and Vibrancy

1. \$150K contribution from Council Priorities Reserve toward Wilfrid Laurier University's Cultural Hub at 1 Market **(Complete)**;
2. Approval of by-law permitting Seasonal Outdoor Patios and non-amplified music **(Complete)**;
3. Signed memorandum of Understanding between the City of Brantford and WLU for collaborative research **(Complete)**;
4. Release of Advantage Brantford (City of Brantford Economic Development) [Downtown Investment video campaign](#)¹ **(Ongoing)**;
5. Summer students patrol downtown from June-August 2022 and educate residents and businesses about garbage 'set out time' and Chapter 440 bylaw requirements **(Ongoing)**;
6. *Downtown Streetscaping Plan* will address, among other items, installation of underground containers to supplement curbside collection of garbage and recyclable materials **(Ongoing)**;
7. Enhancements to the Planning Approval Process to support rapid growth and development **(Ongoing)**;
8. Pending \$100,000 grant application to FedDev and the Hamilton Halton Brant Regional Tourism Association for a new Tourism and Culture Strategy, building on the Municipal Cultural Plan (2014) and the Economic Development and Tourism Strategy (2016) **(Complete)**;
9. Continued implementation of the *Economic Recovery Action Plan* (2020) through Economic Development & Tourism Department staff work plans **(Ongoing)**;
10. Approval of \$72,500 Digital Main Street 4.0 grant to continue the Business Resource Centre (BRC)'s Digital Service Squad

¹ Advantage Brantford, Downtown Investment, video, 2022.
<https://www.facebook.com/BrantfordEconomicDevelopment/videos/downtown-brantford/402981631704699/>

through the Provincial Digital Main Street program (**Ongoing**);
and

11. Update to the Advantage Brantford DT Facts and Figures
Sheet, to be completed in 2022 (**Ongoing**);

10.0 Financial Implications

There is no direct financial implication associated with this report.

11.0 Climate and Environmental Implications

There are no direct Climate and Environmental Implications associated with this Report.

12.0 Conclusion

This report provides an update on the City of Brantford's contribution to the Downtown Brantford Priority Plan, including a number of 2022 deliverables.

As directed by Council, staff will consult with community stakeholders to establish a Downtown Action Committee to guide and support the Downtown Brantford Priority Plan.



Marlene Miranda, General Manager
Community Services and Social Development

In adopting this report, is a by-law or agreement required? If so, it should be referenced in the recommendation section.

By-law required ☐ yes ☒ no

Agreement(s) or other documents to be signed by Mayor and/or City Clerk ☐ yes ☒ no

Is the necessary by-law or agreement being sent concurrently to Council? ☐ yes ☒ no