



BOARD / ADVISORY COMMITTEE / TASK FORCE REPORT

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Date June 4, 2019

To Chair and Members
Committee of the Whole – Community Development

From Chair and Members
Brownfields Community Advisory Committee (BCAC)

1.0 Type of Report

Consent Item []
Item For Consideration [X]

2.0 Topic Signage to Promote the City Of Brantford Brownfield Discovery Tour

3.0 Recommendation

THAT Staff BE DIRECTED to research appropriate signage for the Greenwich Mohawk and Sydenham Pearl Brownfield sites in order to direct members of the public to the City's Brownfield Discovery Tour.

4.0 Background

In fall of 2018, the Brownfield Community Advisory Committee launched the Brownfields Discovery Tour, a self-guided tour that features eight local success stories in brownfield remediation and redevelopment. The tour can be accessed through a mobile device or downloadable PDF version. Through the tour, the public can see historical photos, newspaper articles and other project details that provide information about the challenges, achievements and benefits of tackling brownfield projects. The goal of this tour is to educate the public on

brownfield issues and successes, as well as inform potential investors regarding future opportunities. As of June 2019, 1800 visitors have viewed the online tour.

The BCAC believes signage on municipally owned brownfield sites will educate visitors about site history, ongoing work, and direct members of the public to the Brownfields Discovery Tour for more information. For example, if the site is currently being remediated, it will allow the public to learn about the remediation process. We also believe that putting signs up might attract developers who wish to tackle these projects independently

A possible option for the signs could be signage similar to those used for the City's planning application notices. These signs seem to be very durable, long lasting, and can be easily placed at the sites. We recommend that the signs state that the site is (or was) a brownfield and direct users to the Brantford Brownfield Discovery Tour for more information, while providing a link or a QR code for easy access.

5.0 Strategic Plan Context

Shaping Our Future 2014 – 2018:

Long Term Outcome: Brantford will be known as a city that manages growth wisely, makes optimum use of its infrastructure, and is a leader in infill and brownfield redevelopment. (p. 12)

Long Term Outcome: The tour educates the public and future developers on how brownfields are an important part of infill development. It highlights success stories of brownfield remediation. Signs at the site will contribute to raising awareness of the Brownfields Discovery Tour and continue to build on the goal of the Community Strategic Plan to be a leader in infill and brownfield redevelopment.

6.0 Conclusion

The Brownfield Community Advisory Committee would like Planning Staff to research appropriate signage for municipally owned brownfield sites in order to educate and direct members of the public to the City's Brownfields Discovery Tour.



Nicole Di Filippo, Chair
Brownfields Community Advisory Committee

Attachments:

Copy to:

Tara Tran, BCAC Staff Liaison