



NOTICE OF VIRTUAL PUBLIC INFORMATION CENTRE Downtown Streetscaping Class Environmental Assessment

The Study

The City of Brantford has initiated a Class Environmental Assessment (EA) for streetscaping the Downtown to improve walkability, accessibility, and underground infrastructure to allow for development, enhance the infrastructure for all transportation modes, and increase pedestrian capacity. The goal of the streetscaping improvements is to create a Downtown that is attractive, vibrant and safe for users and provides the infrastructure needed to accommodate expected growth. Illustrations of the proposed study limits are available on the other side of this page.

The Process

The EA is being undertaken in accordance with the planning and design process for Schedule “C” projects as outlined in the Municipal Class Environmental Assessment document (October 2000, as amended in 2007, 2011 and 2015), which is approved under the *Ontario Environmental Assessment Act*. This study will define the problem, identify and evaluate alternative solutions to the problem, evaluate alternative design concepts for the solution, and recommend a preferred design concept after assessing potential environmental impacts and identifying mitigation measures associated with the preferred design.

Virtual Public Information Centre

Due to the COVID-19 pandemic, the City is hosting the Public Information Centre (PIC) virtually. The virtual PIC will include a video providing information about the EA, findings from the stakeholder workshops, potential cross sections for feedback, and evaluation criteria. All content and instructions on how to submit questions or comments will be available on the project webpage, www.brantford.ca/NewDowntown.

PIC Schedule:

November 30, 2020 at 3:00 PM	PIC boards posted on project webpage with walkthrough video. First question and comment period will be open for two weeks.
December 14, 2020 at 4:30 PM	First question / comment period closes.
December 21, 2020 at 3:00 PM	Question / Answer town hall video posted on project webpage. Second question and comment period will be open for four weeks.
January 15, 2021 at 4:30 PM	Second question / comment period closes.
January 25, 2021 at 3:00 PM	Consolidated list of questions and answers will be posted on project webpage.

We Want to Hear from You!

This Notice and all future project updates will be posted on www.brantford.ca/NewDowntown. If you have any questions or comments regarding the EA or wish to be added to the EA mailing list, please contact either of the project team members:

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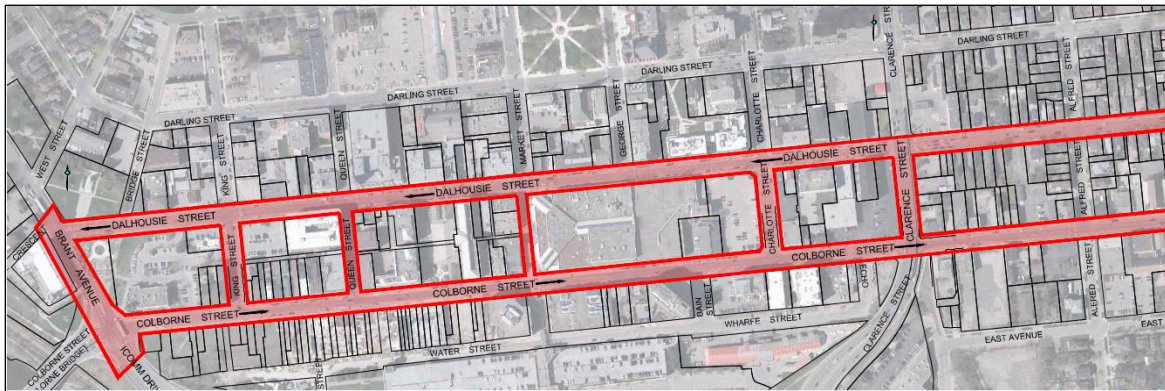
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Information collected for the study will be used in accordance with the Municipal Freedom of Information and Protection of Privacy Act. Except for personal information, including your name, address and property location, all comments received throughout the study will become part of the public record and included in project documentation.

Proposed Study Area:



Map 1 - Full Study Area



Map 2 - Close up of Study Area, Part 1



Map 3 - Close up of Study Area, Part 2

This notice first issued on November 19, 2020.





Project Name: Downtown Brantford Streetscaping

MTE File No.: 46995-100

Purpose: PIC#1 - script

Date: November 23, 2020

Slide No.	Discussion
1.0	Cover Slide
	<p>Hello, and thank you for showing interest and participating in the virtual public information centre, or (PIC) for the Downtown Brantford Streetscaping EA. This presentation will explain what the project entails, including the project limits, the Municipal Class EA process, and provide potential options for the downtown. This is the very beginning of the EA process, and as you will see in this presentation, we are looking for comments and feedback from the public. All of the public input that is received is used to determine the direction of this project and be taken into account when evaluating the potential options for downtown Brantford</p>
2.0	Agenda
	<p>In this presentation we will discuss:</p> <ul style="list-style-type: none"> • The project area, the EA Process and the current status. • The Vision of Downtown Brantford. We will present the problem/opportunity statement for the project. • We will discuss some of the previous and other ongoing studies that will impact this project. • We will review some of the key constraints that have been identified, as well as some of the most commonly identified priorities. • The results of the stakeholder workshops that were held in August will be shared. • Some sample road cross sections that were developed in the workshop sessions will be shown, with the hope of getting your feedback, and any ideas for additional cross sections or design elements that you would want to see included. • We will look at the preliminary evaluation criteria that will be used to assess various alternatives as they are developed.
3.0	Vision
	<p>The project team, working with City of Brantford staff has prepared a vision statement specific to this project.</p> <p>“Create a Downtown Brantford that is attractive, vibrant, and safe for all users while providing the infrastructure needed to handle growth in the City’s core.”</p> <p>We can break the vision statement down into a few components.</p>



Make Downtown a destination place - The goal of the project is to make Downtown a place people want to go to, and not a place people simply drive through on the way to somewhere else.

Enhance infrastructure for all transportation modes including pedestrians, cyclists, transit users – this implies that the redesign of downtown should consider how to incorporate all modes of transportation, and whether priority should be given to any specific form of transportation.

Improve accessibility – When considering any of the improvements to the downtown, providing accessibility must be at the forefront to ensure an equitable environment that is safe and comfortable for all users.

4.0	Study Area
	<p>The study area is Colborne Street and Dalhousie Street between Brant Avenue and where Colborne Street and Dalhousie Street intersect at the east limit. The study area also includes all of the side streets that run north to south between Colborne Street and Dalhousie Street. One of the reasons that the study area is defined in this long narrow east to west orientation is because we are looking at the potential of changes to traffic patterns, and the evaluation of one-way versus two-way traffic must look at this entire area.</p>
5.0	Problem/Opportunity Statement
	<p>As part of the Municipal Class Environmental Assessment (or EA) process, the project team is mandated to develop a problem or opportunity statement. This statement acts as an anchor or a reminder for the project team as to what the goal of the project is, and what problem they are trying to solve.</p> <p>The problem/opportunity statement that has been identified for this project is to: “Revitalize Brantford’s core by improving infrastructure, accessibility, safety, and rebuilding an aesthetically beautiful and adaptable downtown.”</p>
6.0	Class EA Planning and Design Process
	<p>We are still very early in the planning and design process. The solid line in the figure represents what’s been completed and where we are now, while the dashed line represents our next steps. In July of 2020 the project team sent out the notice of study commencement, and began collecting background information. In August a number of small in person stakeholder workshop sessions were held with city staff and stakeholders who are located in the downtown area to identify from their perspective any constraints or considerations that should be taken into account when building options for downtown. In October and November, a technical advisory committee and stakeholder meeting was held, providing a summary of the findings to date. This is the first of the two planned public information centers for this project where we are bringing our progress to the community for feedback. While we are still early in the process, we are using this as an opportunity to gather questions and comments that will assist us in the next phases of the project where we will evaluate the alternative solutions for the study area.</p>
7.0	Studies
	<p>There are a number of studies that have preceded this EA, including the 2014 Transportation Master Plan, the 2011 Downtown Streetscape Design Plan, the 2010 Conversion of Colborne</p>



Street and Dalhousie Street to Two-Way Traffic Operations EA, among others. The findings of these studies have been used as building blocks for this study. There are also a number of studies that are being undertaken concurrently by the City. These studies include the Three Grand River Crossings EA, the Oak Park Road Extension EA, as well as revisions to the Transportation Master Plan, Master Servicing Plan and Official Plan. It is important that as we move toward developing functional plans for downtown, that they are in line with the findings of the other studies.

8.0	Vision – (Draft) Official Plan
	The City’s Official Plan shows that this study area indicated by the green line is part spans two designated land use areas, the Downtown Urban Growth Centre Designation, and the Intensification Corridor Designation. It can be seen that the study area of this project makes up only a portion of the greater designated areas. It also shows that through this study, the vision, planning and streetscape will vary through the corridor.
9.0	Downtown Urban Growth Centre
	The Downtown Urban Growth Centre is subdivided into 3 precincts, the Historic Mainstreets Precinct, the Lower Downtown Precinct, the Upper Downtown Precinct. The study area crosses the boundary of all 3 precincts, and so we will be considering the objectives of each of the precincts within the overall design. Encouraging walkability through enhanced pedestrian facilities is a trait that is consistent, and we will look to adopt the features of each precinct into the streetscape design.
10.0	Key Constraints
	<p>In order to develop designs for downtown, we first need to identify the constraints that exist within the downtown area. The following are some of the key constraints we have identified:</p> <ul style="list-style-type: none"> • Curbside Management – This refers to garbage collection, areas for loading and drop-off • One-Way vs Two-Way traffic – both options have space requirements related to various traffic movements which will impact functional designs. • Vehicular Priority and Programming – Determination of where and how priority for drivers, pedestrians and cyclists will be given. This will affect the timing of traffic lights, as well as other infrastructure requirements.
11.0	Key Constraints
	<ul style="list-style-type: none"> • Accessibility – Ensuring that areas where accessibility is a concern is addressed through design to meet AODA and barrier free standards. • Tree Plantings and Landscaping – Careful consideration to where and what types of vegetation is used. Certain species are more well suited than others, and considerations such as the use of underground cells for vegetation can be included in design where possible. • Bike Lanes are important to meet the city’s active transportation objectives, but there needs to be connectivity with this cycling network.



12.0	<p>Key Constraints</p>
	<ul style="list-style-type: none"> Existing built form refers to the shape and type of each building in the corridor. Each building is different, and some have challenges with accessibility. Sustainability and Surface Treatment of Runoff will need to be considered. An evaluation of the existing stormwater collection system and its ability to convey significant storm events are a significant element that must be considered as part of any design alternative. Parking – The right amount and right location for parking is important. A parking study is ongoing to determine the parking capacity and utilization of lots and street parking. Lighting – The lighting to be included in the downtown must be sufficient for drivers, pedestrians and cyclists.
13.0	<p>Workshop Findings</p>
	<p>In the workshops that were held in August 2020, participants were asked to create cross-sections for Colborne, Dalhousie, and the north-south streets in between that fall within the study area. Participants were given a 20 m blank ROW and asked to place different elements on the board to create their ideal cross section, including vehicle lanes, sidewalks, street trees, etc. The current composition of Colborne and Dalhousie streets in the study area include one-way vehicular traffic on both streets, no bike lanes, a mix of on-street and layby parking on both sides of the street, some areas with wide pedestrian walkways and some areas in which the walkways are more narrow, and many other streetscaping elements that will be examined throughout this project.</p> <p>Though there are many considerations in the downtown streetscaping project, one of the most significant elements the project team was looking to get feedback on was the stakeholders’ preference for one-way versus two-way traffic on Colborne Street and Dalhousie Street. The configuration of these main streets in terms of vehicle capacity will have implications for nearly all other elements of the streetscape, including the space provisions for sidewalks, bike lanes, street furniture, parking, etc. What we found in the workshop sessions was that the participants were evenly split on their preference. Of the 20 cross sections developed for Colborne Street, 11 groups preferred one-way traffic, while 9 preferred two-way traffic. Similarly, for Dalhousie Street, of the 11 cross sections 5 groups preferred one-way while 6 preferred two-way. What this finding indicates is that amongst all of the stakeholders, there is no overall preference. Determining whether Colborne and Dalhousie will be one way or two-way is an important step to completing the EA. There is currently a detailed traffic analysis being undertaken which will help establish constraints for each of the options, as well as the overall long term traffic impacts of each option. The project team is very open to taking public feedback on the options in terms of one-way and two-way traffic.</p>
14.0	<p>Workshop Findings – Typical Cross Section Summary</p>
	<p>This slide illustrates some additional findings from the workshop cross section exercise. In general, nearly every group indicated that bike lanes should be included, whether they be on road or separated. Wider sidewalks to encourage walkability and accessibility were important to almost every group that participated. Parking was another area in which most of the participants were in agreement, in that there should be some on street parking. Consideration during design will need to be given to where and how much on street parking should be maintained. The perception of the covered parking lot is that it</p>



	<p>does not provide easy access to many of the businesses downtown. Some groups during the workshop decided to develop cross sections of some of the side Streets, Queen Street in particular. In general, the consensus was that the side streets could be an opportunity to introduce additional parking, or enhanced pedestrian or mixed use areas.</p>
15.0	Workshop Findings – Common Priorities
	<p>All participants at the workshops were asked to anonymously indicate their top 3 priorities for Downtown. The most common priorities were:</p> <ul style="list-style-type: none"> • Create a pedestrian friendly environment – wider sidewalks, patio space, public benches, outdoor seating and pedestrian only areas. • Implementation of dedicated bike lanes through the downtown core • Increase the feeling of safety in the downtown area • Overall beautification through tree planting, green spaces, etc. • Slower or reduced traffic in the downtown • Conversion to two-way traffic and maintaining one-way traffic (as mentioned this was split amongst participants) • Addressing accessibility
16.0	Workshop Findings - Top 5 most common priorities
	<p>This slide illustrates the top 5 most common priorities among the 43 responses received. Pedestrian friendly, bike lanes, safety, beautification, and slower traffic were the top 5 identified priorities.</p>
17.0	Workshop Findings – full list
	<p>Illustrated on this slide is the list of priorities and the number of responses each received. Even though some of the items such as curbside management, traffic flow and infrastructure improvements were not listed as priorities for a large number of people, they are critically important to this study. This exercise included stakeholders from a variety of backgrounds, and includes the needs for downtown as seen by each individual. An important task of this study will be to collect the feedback from each stakeholder, and evaluate how that feedback could be applied, and if it meets the objectives of the EA.</p>
18.0	Preliminary Evaluation Criteria
	<p>In order to evaluate the input from stakeholders, and make the key decisions about what can and should be included in the functional designs for downtown, decision making criteria must be used. The project team has developed a preliminary set of evaluation criteria that could be used to evaluate various design elements. At this stage, these criteria are being proposed as being used to evaluate functional designs and various elements considered for downtown. Rather than applying weighted values to each criterion, we are proposing to use a scale shown at the bottom of the slide. Each element would be evaluated based on how it meets each criterion. The next few slides will show some examples of how this evaluation style will be used.</p>
19.0	Common Cross Sections – Two-Way Traffic
	<p>The next few slides will look at some of the common cross sections that were developed by the stakeholders at the workshop sessions. They were given a 20-meter right of way</p>



and asked to assemble a cross section which included all of the elements they wished to see. The 20-meter cross section is the width of the cross section in the downtown core, and so any cross section that can fit in the narrowest downtown area could realistically be applied throughout the study area. The objective of the exercise was to illustrate the limitations of what can be implemented. As an example, in order to have bike lanes and on-street parking, you perhaps have to sacrifice wider sidewalks.

This cross section includes 2-way traffic with bikes lanes and some on-street parking. What can be seen is that when bike lanes and parking are included, there is not a whole lot of space remaining for wide sidewalks or outdoor seating areas.

Using some of the evaluation criteria from the previous slide, the cross section elements could be evaluated:

Vision – How does this cross section fit in with the overall vision of the project? There are some areas for outdoor seating and wider sidewalks, so it does a fair job of fitting in with the overall vision.

Safety – pedestrians, cyclists and vehicles are all separated from each other, so this cross section would do a really good job of addressing safety.

Traffic Operations – Narrower lanes and two-way traffic would slow traffic through the downtown, and turn lanes would be required to address two-way traffic. So overall this cross section could be considered fair as it relates to traffic operations.

Aesthetics – this cross section could be made to look drastically different from the existing downtown, and would be good from an aesthetic perspective.

It should be noted that these are not formal evaluations of the cross sections shown. These cross sections are examples from the workshops, and the evaluations are samples of how they could be evaluated. Once the criteria are established, the project team would use them in this way to evaluate design elements going forward. It should also be noted that as we move forward with evaluating alternatives, the “Do-nothing” alternative will also be evaluated using the same evaluation criteria.

20.0 Common Cross Sections – Two-Way Traffic

Another cross section developed shows 2-way traffic, on-street bike lanes but this time the on-street parking is removed. In this cross section there is space for outdoor dining areas as well as wider sidewalks and street furnishing areas. The on-street bike lanes are sharrowed, meaning that the bike lane is not differentiated, and the lane acts as a shared lane. The result of this cross section would be much slower speeds and vastly reduced capacity of traffic in the downtown.

Vision – This cross section would drastically slow down traffic through downtown and would encourage only those visiting downtown to drive here. This is in line with the place making theme within the vision. The slower traffic would also factor into poorer traffic operation.



	<p>Safety – As cyclists are on the road and in the lane with drivers, this would not be as safe as other cross sections</p> <p>Aesthetics – This cross section allows for more pedestrian, sidewalk, and street furniture space, improving overall aesthetics.</p>
21.0	Common Cross Sections – Two-Way Traffic
	<p>This cross section is also 2-way traffic, with separated bike lanes, and reduced on-street parking. With a cross section like this, it is not indicating that all downtown parking would be removed, just that there would be some areas where there would be no parking and more space dedicated to sidewalk areas. The separated bike lanes provide greater pedestrian safety and improve traffic capacity.</p> <p>Vision – The slow speeds, and additional street furniture space would be in line with the vision, and the separation of cyclists, vehicles and pedestrians would make this a safe alternative.</p> <p>Traffic operations would be slow, but the wider sidewalks would allow for more street furniture and beautification.</p>
22.0	Common Cross Sections – One-Way Traffic
	<p>This cross section shows 2 lanes of one-way traffic, with on-street layby parking and an on-road cycle lane. This allows for wider sidewalks and outdoor seating areas.</p> <p>Vision – This cross section does a bit to address the overall vision of downtown, however sidewalks would only be marginally wider than existing.</p> <p>Narrower lanes would reduce speeds which would help with overall safety, and two lanes of one-way traffic would still allow for good traffic flow through downtown.</p> <p>Aesthetically this would be a fair option.</p>
23.0	Common Cross Sections – One-Way Traffic
	<p>Another example of a 2 lane one-way traffic cross section with layby parking, this time including a separated bike lane. The separated bike lane introduces some challenges for how a cyclist can move through downtown. From the separated lane, they would not be able to cross anywhere mid-block.</p> <p>The evaluation of this cross section would be the same as the previous slide, except that the safety factor is increased as the separated bike lane is included, separating cyclists, pedestrians and drivers.</p>
24.0	Common Cross Sections – One-Way Traffic
	<p>This is an example of a 2-way cross section that has a separated bike lane, but with reduced on-street parking. This cross section illustrates the outdoor dining space, wider sidewalks and space for features like bus stops, curbside management, etc.</p> <p>Vision – As much of the parking is removed in this alternative, the wider sidewalks allow for greater walkability and outdoor space, making it more in line with the vision.</p> <p>The separated bike lanes and reduced lane widths contribute to a safer cross section.</p>

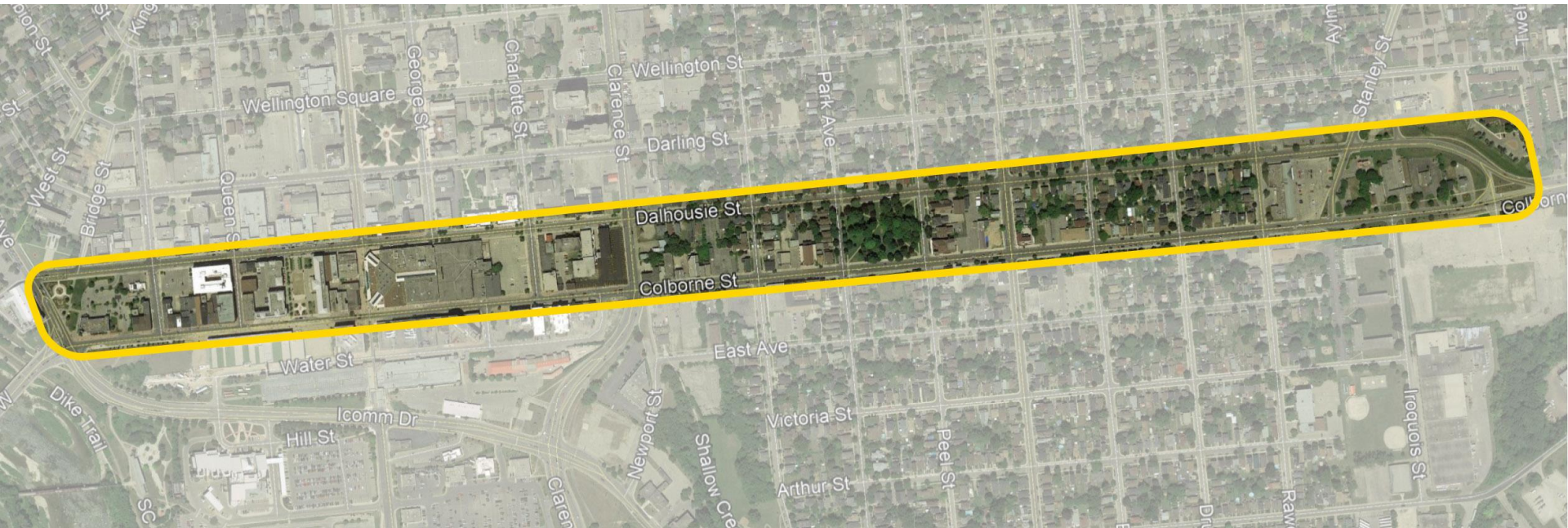


	Traffic operations would be impacted by the narrower lanes and slower speeds, and overall the additional space would allow for more beautification of the downtown.
25.0	Next Steps
	<p>At this stage we have been working with stakeholders to collect as much information and gather as much feedback as possible. Additionally, we are undertaking a number of studies within the EA, including natural environment, cultural heritage, archaeological, traffic and parking studies amongst others. The information from these studies will contribute to establishing any constraints, such as culturally significant sites, species at risk, archaeological sites, etc. The traffic study will be heavily relied upon for determining the effects of future traffic conditions and how one-way traffic will compare to two-way traffic in the long term scenario</p> <p>The next step will be to begin assembling preliminary functional designs that compile all of the information we have collected along with the studies. We will begin working towards presenting a number of alternative solutions, or various ways of addressing the problem. This will include looking at 1 way and 2 way options, as well as looking at number of lanes, parking etc.</p> <p>These alternative solutions will be presented to the project team, and evaluated using the evaluation criteria once it is established. The alternative solutions will be presented back to the stakeholders, and we will work towards a preferred alternative. The preferred alternative will be presented to the public for comment, and the EA will be filed with the Ministry of Environment, Conservation and Parks.</p>
26.0	Comments / Questions
	<p>On behalf of the project team I would like to thank you for your interest, and taking the time to participate in this study. We appreciate any and all feedback , and look forward to hearing from you.</p> <p>We welcome any questions or comments you may have at this time. For details about how to submit feedback, please visit the project webpage at www.brantford.ca/NewDowntown. There you will find a link to fill out the comment/question form, as well as contact information for the Project Team members. Following this video being posted, the first question and comment period will be open for two-weeks, closing at 4:30pm on December 14, 2020. Following this will be a question and answer townhall video presentation being posted to the project webpage on December 21, 2020 at 3:00pm. The second question and comment period will be open for four-weeks, closing at 4:30pm on January 15, 2021. Following this, a frequently asked question document will be posted to the project webpage, summarizing the feedback received, on January 25, 2021 at 3:00pm, concluding the virtual Public Information Centre.</p>



Downtown Brantford Streetscape (Class EA)

PIC#1 Presentation



Agenda



1. Review of study area, process and status
2. Vision - Problem/Opportunity Statement
3. Review key studies
4. Review key constraints and most commonly identified priorities
5. Review results from previous stakeholder workshops
6. Sample cross sections from workshops
7. Draft Evaluation Criteria



Vision

Create a Downtown Brantford that is **attractive**, **vibrant**, and **safe** for all users while providing the **infrastructure** needed to handle growth in the City's core.

- *Make downtown a destination place;*
- *Enhance infrastructure for all transportation modes including pedestrians, cyclists, transit users; and*
- *Improve accessibility and safety in the core.*



Study Area and Scope

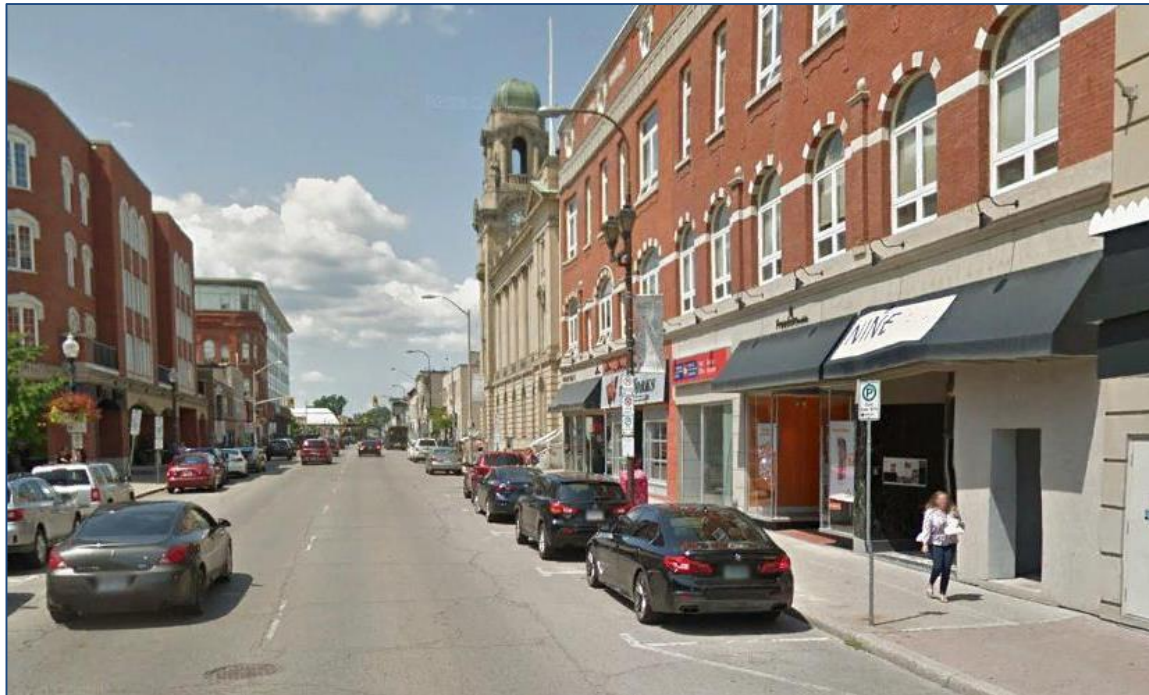


Colborne Street and Dalhousie Street from Brant Avenue and Icomm Drive to the east limit where Colborne Street and Dalhousie meet. North/South streets including Brant Avenue, King Street, Queen Street, Market Street, Charlotte Street, and Clarence Street.

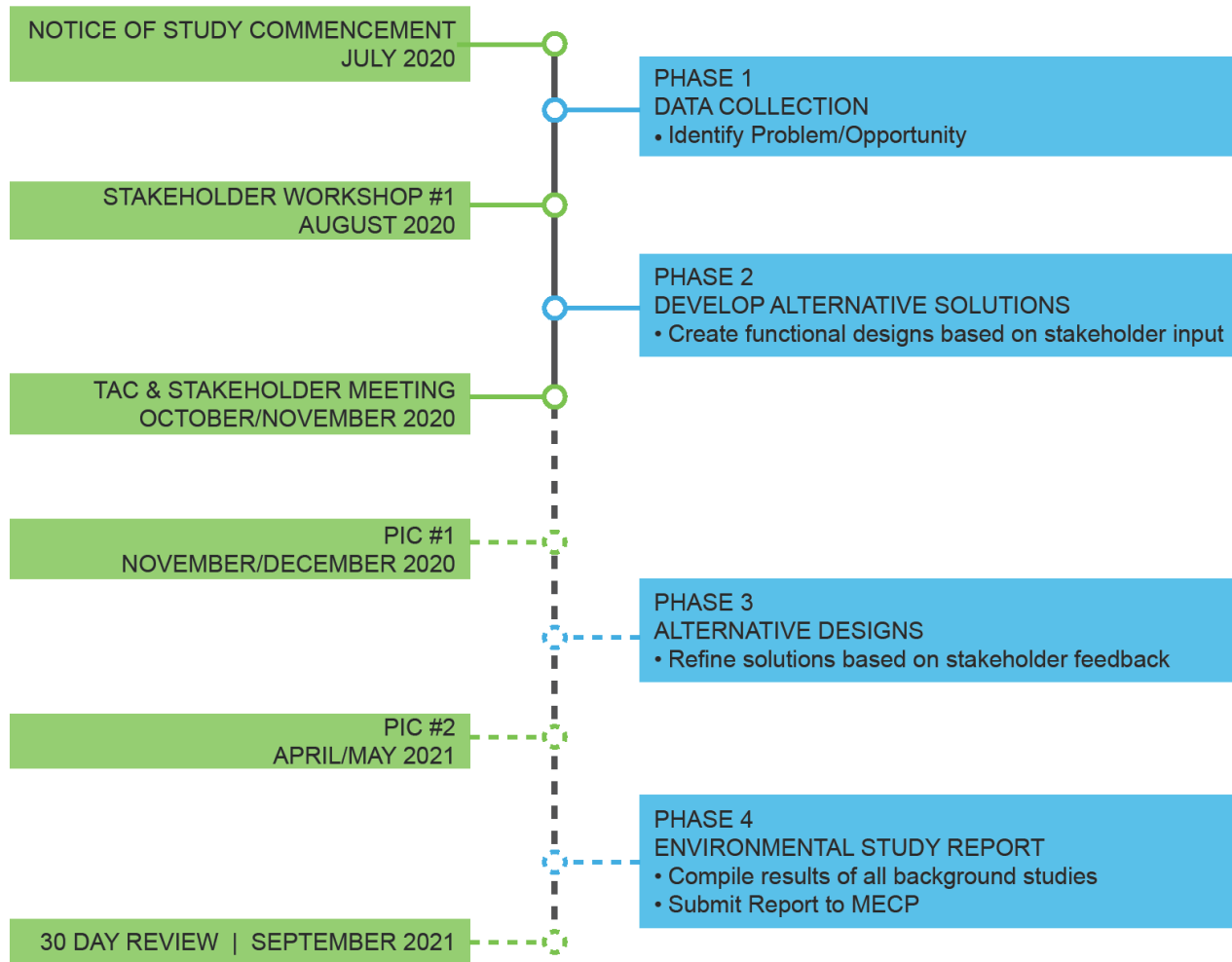
Underground infrastructure and above-ground streetscaping improvements – road configuration, street furniture, plantings, etc.

Problem/Opportunity Statement

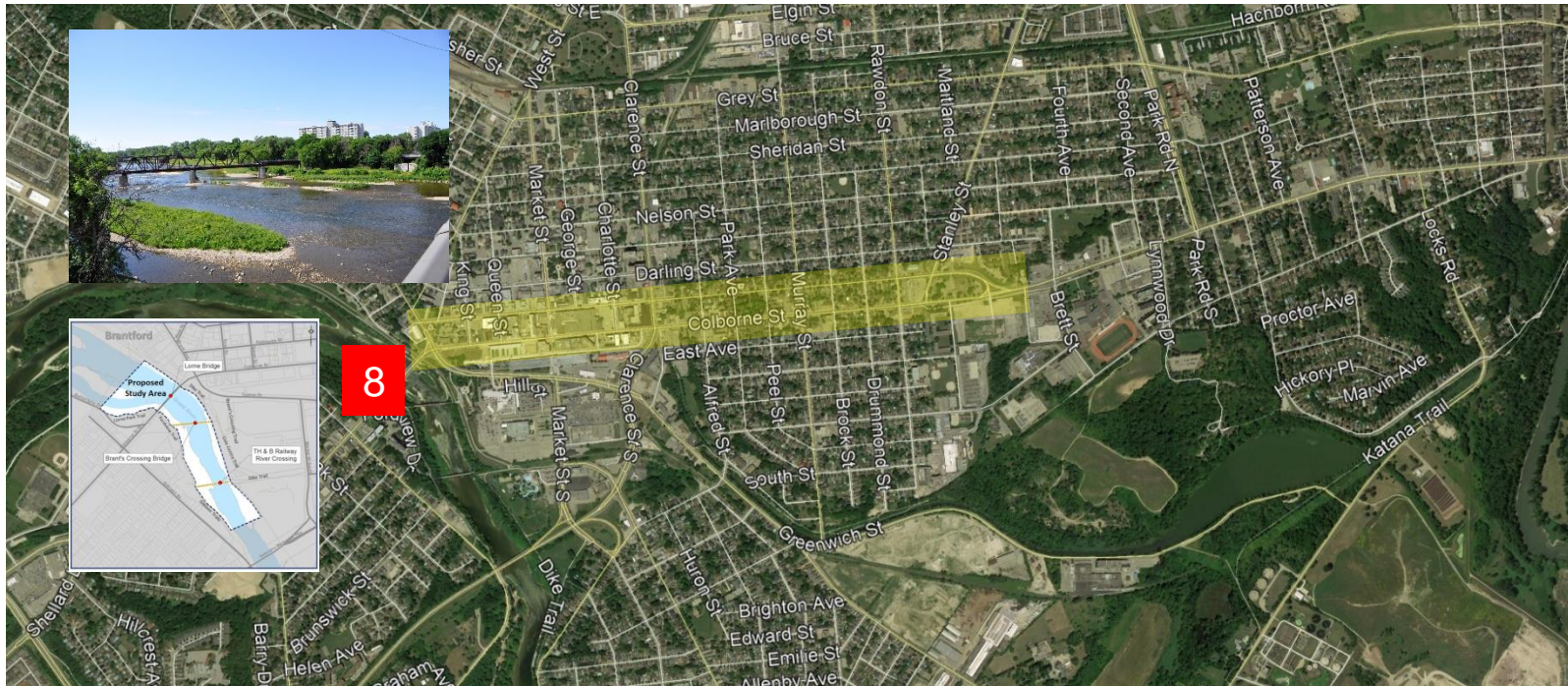
Revitalize Brantford's core by improving infrastructure, accessibility, safety, and rebuilding an aesthetically beautiful and adaptable Downtown.



Class EA Planning & Design Process



Studies



Past studies

1. Transportation Master Plan (2014)
2. Downtown Streetscape Design Plan (2011)
3. Downtown Master Plan (2008)
4. Waterfront Master Plan
5. Conversion of Colborne Street and Dalhousie Street to Two-Way Traffic Operations EA (2010)
6. Feasibility Study for Proposed Transit Terminal/Parking Structure/Commercial Facility (2009)
7. Colborne Street South Side Urban Design Guidelines

Concurrent Studies

8. Three Grand River Crossings
9. Oak Park Road
10. Transportation Master Plan
11. Master Servicing Plan
12. Official Plan
13. Urban Design Manual



Key Constraints

Curbside Management

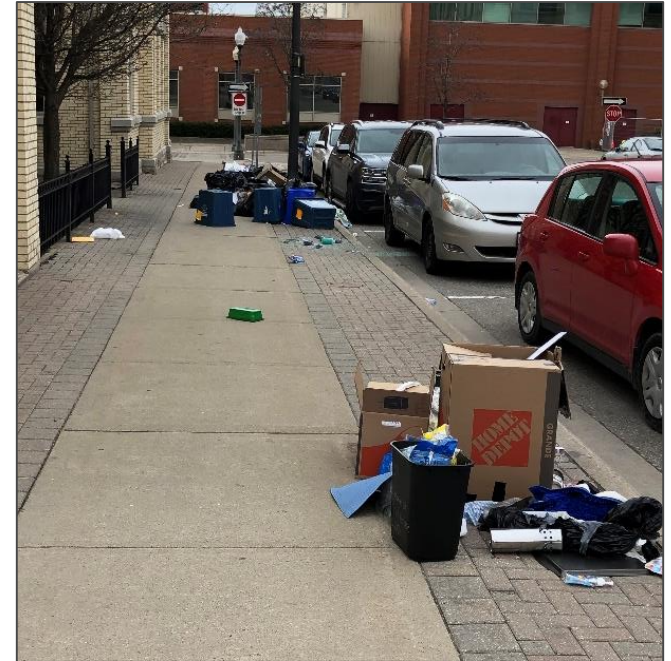
- Frequency of pick-up, ease of access vs. containers, space requirements for unloading

One-way vs. Two-way Traffic

- Space implications of accommodating two-way traffic, additional lane requirement for turning movements

Vehicular Priority and Programming

- Layby for loading, unloading and pedestrian infrastructure (shelters)



Key Constraints

Accessibility

- Challenges of existing grades in some areas, narrow sidewalk widths
- Connections to existing built-form

Tree Plantings and Landscaping

- Operational requirements, location of proposed utilities and services
- Minimized by use of soil cells below paving to reduce space above grade

Bike Lanes

- Connection to greater cycle network
- Space requirements in the right-of-way (balance vs. pedestrian space)
- Space limitations on north/south connections – limited access



Key Constraints

Existing Built Form and Facades

- Consistency of theme

Sustainability and Surface Treatment of Runoff

- Space limitations and upkeep requirements (operational)
- Impact of future utility locations

Parking

- ‘Right amount’ and ‘right location’ to have space for pedestrian elements

Lighting

- Balance between pedestrian lighting and vehicular lighting

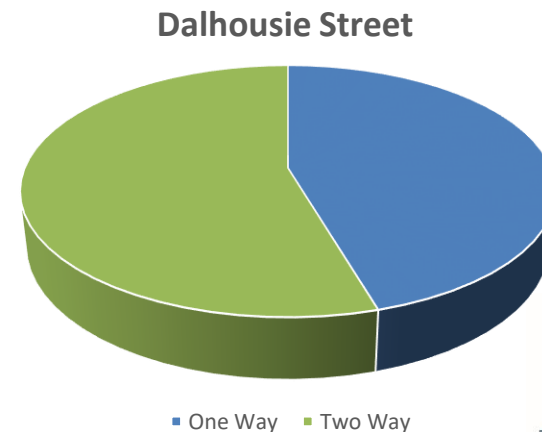
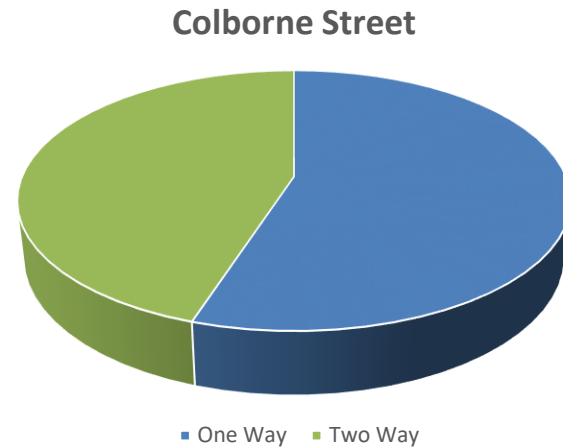


Workshop Findings

One-way versus Two-way Traffic

- **Colborne Street**
- 20 cross sections
- One Way – 11
- Two Way – 9

- **Dalhousie Street**
- 11 cross sections
- One Way – 5
- Two Way – 6



Workshop Findings

Typical Cross Section Summary

	Two Way	One Way	Wider Sidewalks	On Street Parking	Bike Lanes	Transit Stops	Closed Street
Colborne	9	11	19	16	19	2	-
Dalhousie	6	5	11	9	11	1	-
Queen	1	3	7	5	5	-	1



Workshop Findings

Common Priorities

- Create a **pedestrian-friendly environment** - wider sidewalks, patio space, public benches/seating and pedestrian only areas
- **Bike lane** implementation in the downtown area
- Increase the feeling of **safety** in the downtown area to better attract visitors
- Beautification by incorporating more **plants, trees and green spaces**
- **Slower / reduced traffic** in the downtown area – narrower lanes
- Conversion of Dalhousie Street and Colborne Street from one-way to **two-way traffic**.
OR to maintain **one-way traffic**
- **Accessibility** concerns



Workshop Findings

Priority	Number of Respondents	Percent of Respondents
Pedestrian-friendly environment (wider sidewalks, patio space, public benches/seating, pedestrian-only areas)	23	53%
Bike lane implementation	14	33%
Increased feeling of safety (including increased lighting)	11	26%
Beautification (increased planting, trees, green spaces)	11	26%
Slower/less traffic (often due to safety concerns)	11	26%
Conversion to two-way traffic (explicit support)	9	21%
Accessibility	9	21%
Curbside Management (garbage pick-up/litter concerns)	6	14%
Support/space for special events	6	14%
Access for alternatives to personal vehicles and connectivity to nearby trails	5	12%
Traffic flow/congestion	4	9%
Parking (general, as an issue)	4	9%
Public art	3	7%
Infrastructure improvements (utilities, sub-surface)	3	7%
Downtown as a “destination” and increased attractions	3	7%



Preliminary Evaluation Criteria



Vision



Social Environment



Natural Environment



Heritage



Archaeological



Aesthetics/
Image



Traffic Operations



Side Street Impacts



Vehicle Safety



Pedestrian/
Cyclist Safety



Capital Cost



Maintenance Cost

Legend



Poor



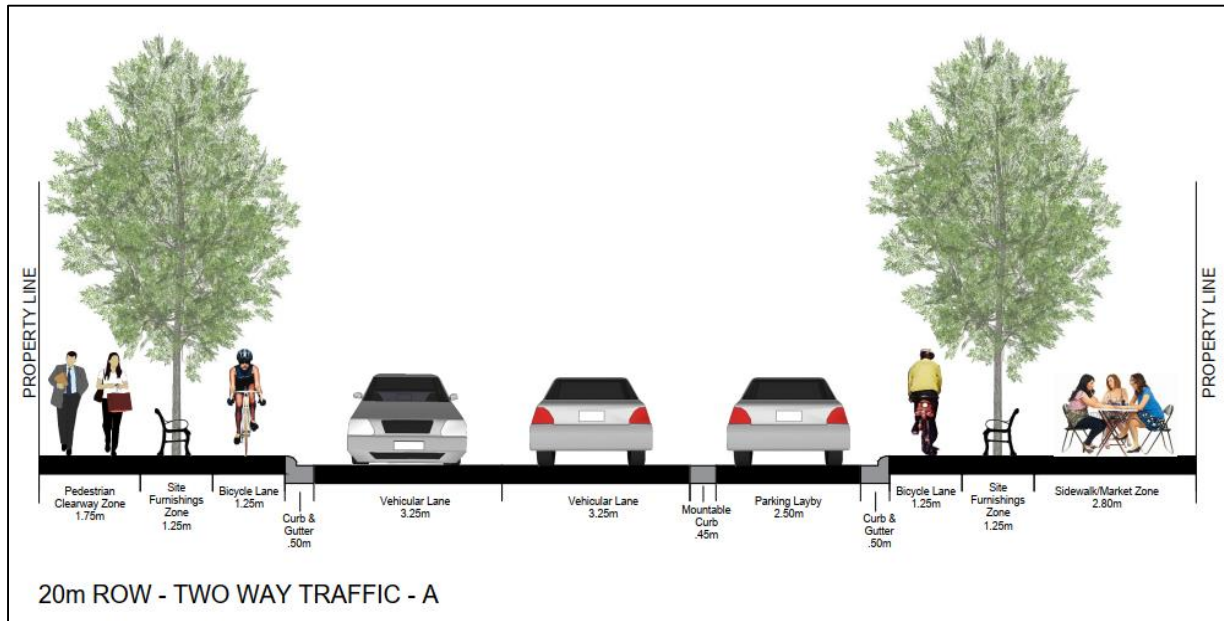
Fair



Good



Common Cross Sections from Workshops



Vision	
Safety	
Traffic Operations	
Aesthetics	

Two-way traffic

Reduced parking – one side only

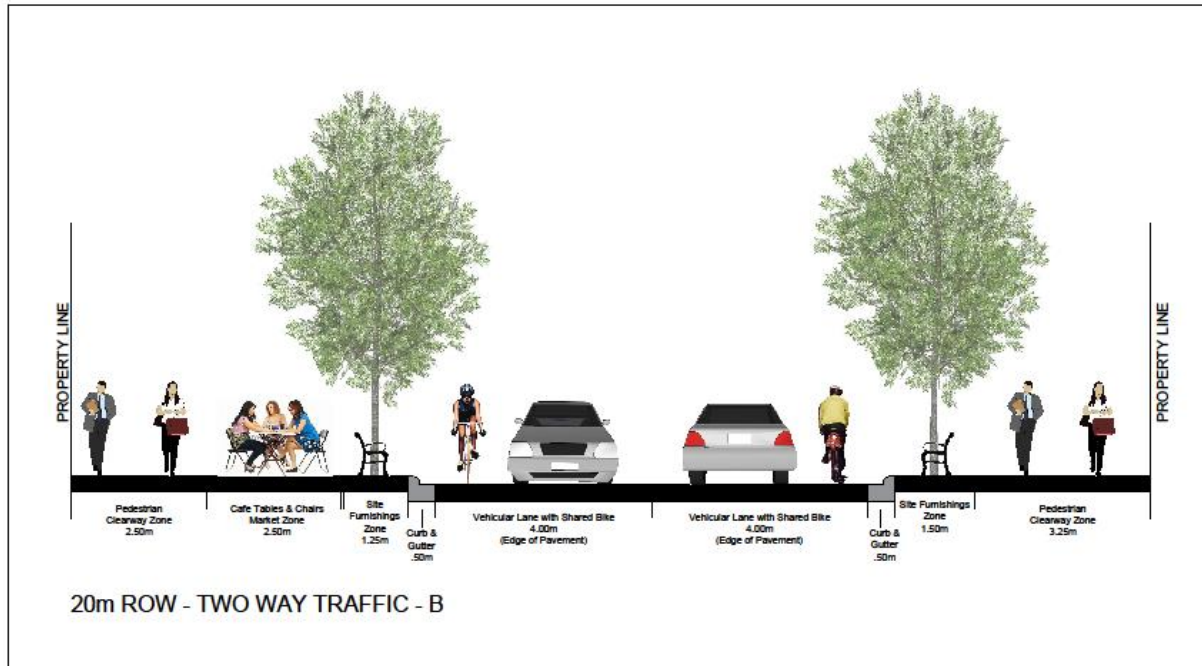
Separated bike lanes

Wider sidewalks

Outdoor seating



Common Cross Sections from Workshops



Vision	
Safety	
Traffic Operations	
Aesthetics	

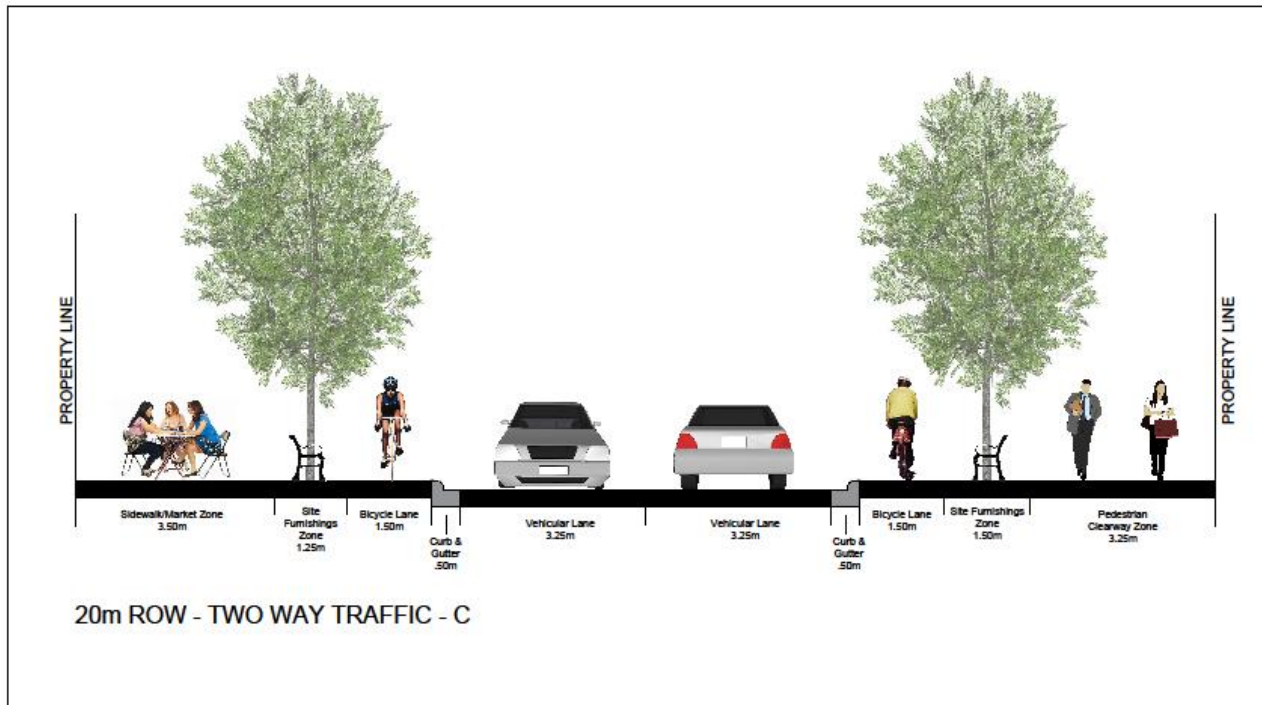
Two-way traffic

Eliminate / reduce parking

Sharrows for sharing bike and traffic lanes

Wider sidewalks

Common Cross Sections from Workshop



Vision	
Safety	
Traffic Operations	
Aesthetics	

Two-way traffic

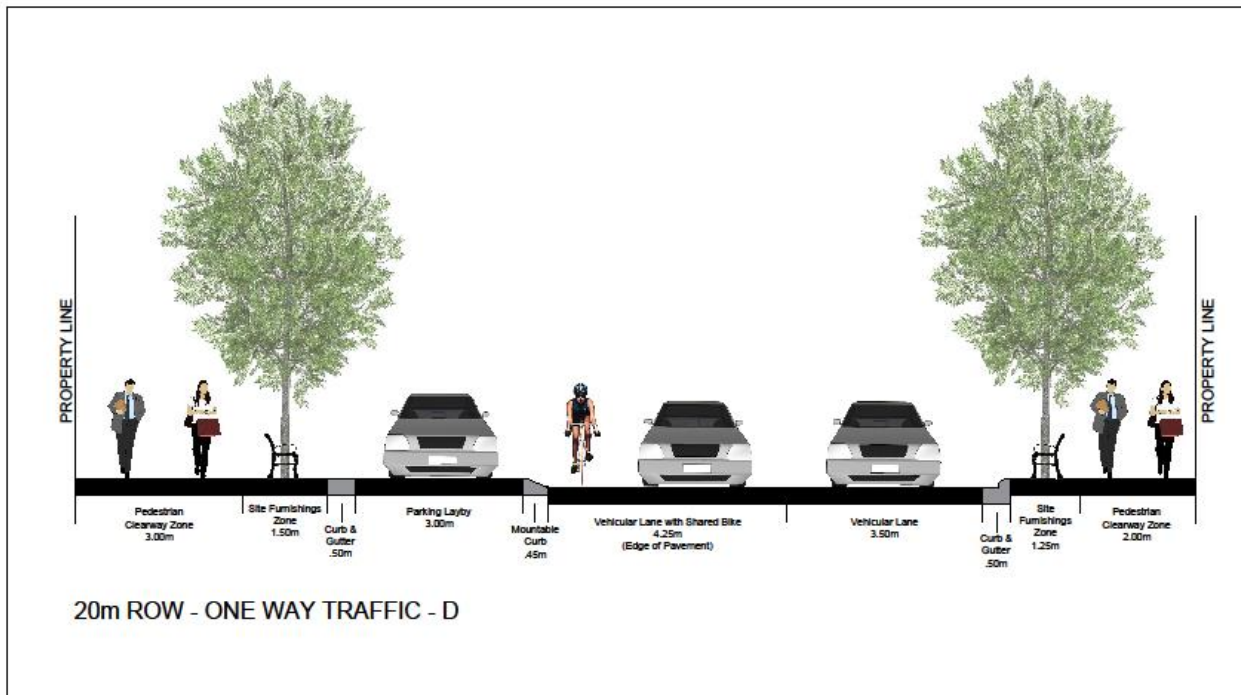
Eliminate / reduce parking

Separated bike lanes

Wider sidewalks



Common Cross Sections from Workshop



Vision	
Safety	
Traffic Operations	
Aesthetics	

One-way traffic

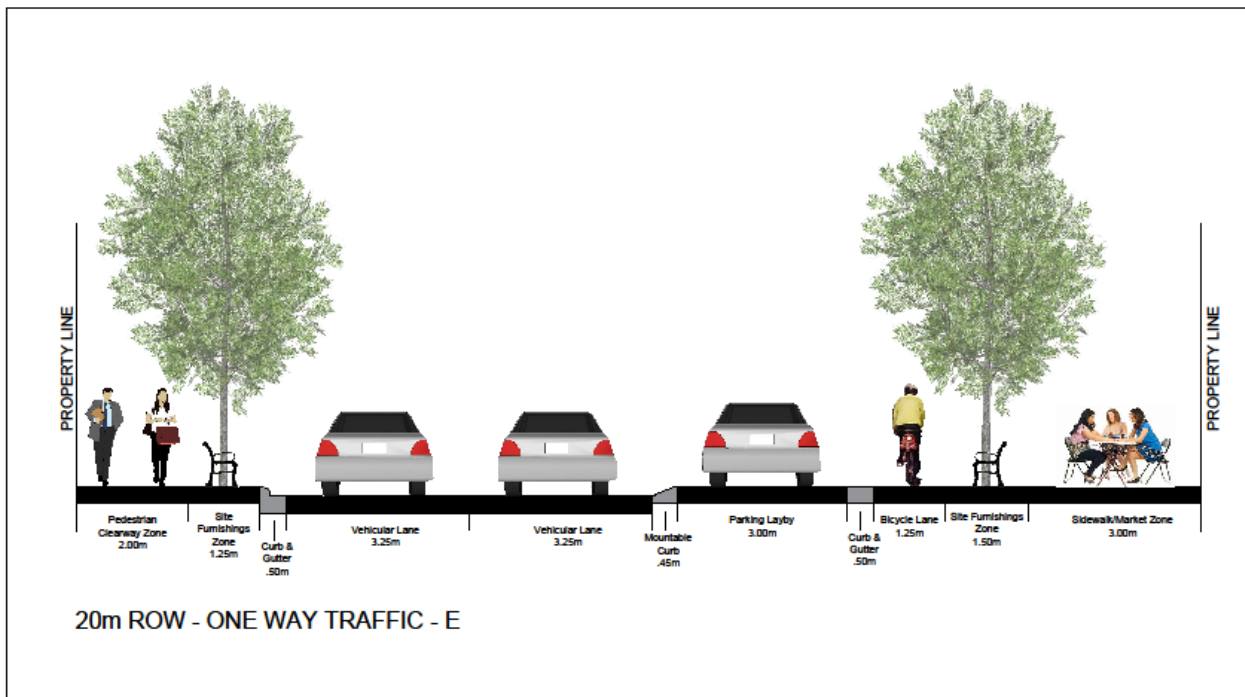
Intermittent layby parking

On-road bike lanes

Wider sidewalks



Common Cross Sections from Workshop



Vision	
Safety	
Traffic Operations	
Aesthetics	

One-way traffic

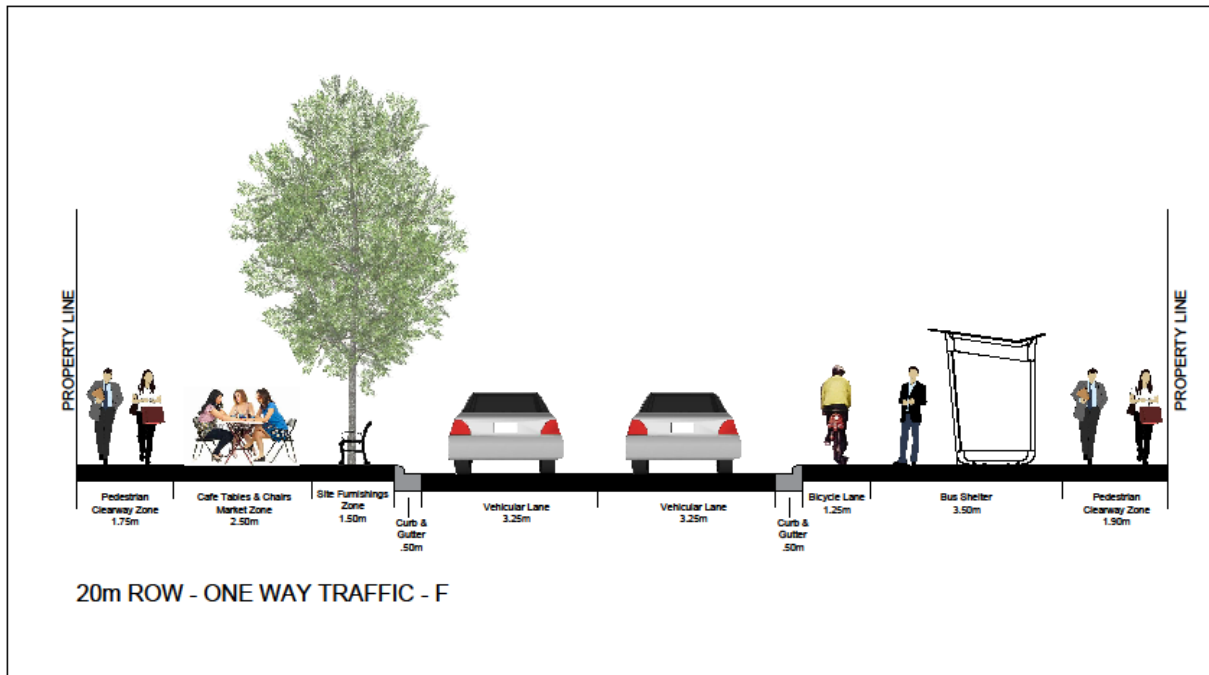
Layby parking

Separated bike lanes

Narrower sidewalks



Common Cross Sections from Workshop



Vision	
Safety	
Traffic Operations	
Aesthetics	

One-way traffic

Separated bike lanes

Eliminate / reduce parking

Additional space for public transit stops with wider sidewalks



Next Steps



November 30, 2020
Presentation slides posted

December 21, 2020
Q/A video posted

January 25, 2021
Q/A document posted

Ongoing Studies

- Natural Environment
- Cultural Heritage
- Archaeological
- Traffic Impact
- Parking
- Wayfinding
- Stormwater management



Comments / Questions

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NO.	Question	Answer	Response sent
1	<p>Will each of the evaluation criteria have an equal weight in the ranking of the various options as each one is evaluated?</p>	<p>Thank you for your interest in this EA. At this stage we have not determined if all criteria will have an equal weighting. We may look to maintain equal weighting, and combine criteria under subheadings which would allow for a more equal weighting.</p> <p>Please let us know if you would like to be added to the project mailing list to receive future notices and updates regarding this study.</p>	Yes
2	<p>This feels like an academic exercise. Surely this would relate to designs for specific parts of the street, not the theory of six options. You are very limited by existing street widths in certain areas. Also the city has tried to improve street scapes (Dalhousie and Clearance) This seems to be been forgotten over the years.</p> <p>You are clearly assuming that Brantford will solve its homeless and drug problem. I am interested in such projects I have lived in cities with wonderful 3streetscapes. I have lived in various cities so none of this unique. Brantford does not. I do not understand this properly. What are you asking people to comment on? ... all you have done so far is shown six textbook looking "Common Cross Sections"? Is this correct? What exactly are you asking? Is that the definition of improvements and options? one of these options?</p> <p>Where is the research or forecast of the number of people who will be living downtown? You are designing for 2050 when the city has 160,000 people. How does that impact this?</p> <p>I am completely confused -- and I know a great deal about such collaboration work.</p>	<p>Thank you for your comment. We are still early in the EA process. We want it to be clear that the cross sections shown will not apply to the entire corridor as there are varying constraints throughout. Additionally, as we complete the technical studies for the project we will be closer to finalizing the options for the cross sections, which will be presented to the public at a later date. While the social issues are not something we are able to address directly through this study, how each of the design elements will be impacted by issues is being considered.</p> <p>We are still in the process of evaluating what the growth projections are for the design. Evaluation of the City's growth plans is ongoing. Please let us know if you have any other specific questions, and we would be happy to answer them.</p>	Yes
3	<p>Dalhousie and Colborne are major streets to enter and exit the downtown core , it's a long stretch to give people an impression. Unfortunately, people do not come to downtown area because they do not feel safe, they see homeless and jobless people sleeping in the park and places for gathering. It's a dirty downtown Salvation Army has to be relocated . RESIDENTIAL FRONT & BUSINESS FRONT should have standard rules and regulations. Look at KFC for example. More public parking for business customers . Future restaurants should have an outdoor dining . No more shanty rundown houses, create a SAFE and WIDER walkways , create a district financial, club, restaurant, artisan etc. make it vibrant for young middle and old. Planning is a great start..so there is hope :)</p>	<p>Thank you for taking interest in this EA, we appreciate the feedback. It is a long corridor that has varying needs throughout. The focus of this study is on the infrastructure below grade and at surface and ensuring it meets the needs of Brantford in the long term. While the social issues are not something we are able to address directly through this study, how each of the design elements will be impacted by issues is being considered. We look forward to your continued interest in this project and future comments once we begin some more in depth design.</p> <p>Please let us know if you would like to be added to the project mailing list to receive future notices and updates regarding this study.</p>	Yes
4	<p>I really like the proposals that include separating the bike lanes from both traffic and pedestrians. My preference is Two Way Traffic C. If two way traffic and reduced parking will slow the movement of traffic then I feel that is good for this specific area.</p>	<p>Thank you so much for your feedback, we appreciate the interest in the project. Your comment regarding two-way traffic is noted, and we are hoping that through this process, and with the ongoing traffic study results, we can</p>	Yes

		<p>work towards a final decision. We look forward to your continued interest in this project and future comments once we begin some more in depth design.</p> <p>Please let us know if you would like to be added to the project mailing list to receive future notices and updates regarding this study.</p>	
5	<p>Will there be significant Improvement to litter control? I live in the downtown area and walk to work every day. It saddens me to see how dirty the downtown is. It's easy for people to just drive through the area and ignore the garbage on the streets. Waste control is my biggest concern. More and better waste receptacles are needed. Set a litter bi law. Hefty fines for littering. Go to Guelph. Their city is one of the cleanest I've seen. They have \$1000 fine for littering.</p>	<p>Thank you so much for your feedback, we appreciate the interest in the project. Curbside management is a significant focus of this EA, specifically with regards to garbage collection. We will be making recommendations for ways to better manage the garbage collection. Without the physical storage space, constant collection is required, and we aim to address that through this study. We look forward to your continued interest in this project and future comments once we begin some more in depth design.</p> <p>Please let us know if you would like to be added to the project mailing list to receive future notices and updates regarding this study.</p>	Yes
6	<p>The main issues I see standing in the way of a successful downtown are safety concerns and lack of successful business.</p> <p>I think the two main concerns are safety and successful business development. Unfortunately, most people I have talked to, including myself, feel that downtown does not promote a safe environment. It also seems very difficult for business to thrive due to these safety concerns and financial issues. Sadly, there are many homeless people and drug addicts. I do see steps being made in the right direction to help with these issues but it is a huge problem to tackle.</p> <p>Brantford needs to be more business friendly and make it more financially feasible to run a business in this city. I have talked to several business owners who say that various taxes, specific to this city, add to the financial burden of running a business here. Honestly, the main issue is safety though. I have talked to countless people about why they don't like to go downtown and they all say the same thing, "Its a safety issue". There are sadly so many homeless people and drug addicts wandering around that no one wants to bring there families down there unless there is a big event. I do see steps in the right direction to help these people but it is obviously a huge problem. We must work together as a community to ultimately get these people stable housing at least. This is what they need the most. Many of the homeless people I have talked to say the hardest thing is not having a stable and safe home to get their lives together. I would definitely suggest removing ALL of the methadone clinics from down town as well and locate them somewhere else in the city if you want the downtown to thrive. Brantford is a beautiful city and can be vibrant and lively again by addressing these two major issues.</p>	<p>One of the key objectives of this study is to construct a downtown that is safe for all users. That includes the safety of pedestrians, cyclists, drivers and residents. While we are not addressing social issues directly through this Environmental Assessment, a principle in the study will be to view the options through a Crime Prevention Through Environmental Design (CPTED) lens, to assess the impact of any options on improving safety through the downtown.</p> <p>The Downtown Brantford Business Improvement Area and Brantford-Brant Chamber of Commerce are stakeholders in this project, and as a project team we have been in contact with them regularly. Their feedback is critical to ensuring that the plans for downtown Brantford meet the needs of the business community on the whole.</p>	
7	<p>Good afternoon,</p> <p>Thank you for providing the opportunity to provide input from the public (re: the Downtown Streetscaping EA). As a Downtown worker, my suggestions are below:</p>	<p>Brendan, thanks you so much for your feedback on the Downtown Streetscaping EA. One of the main focuses of this EA is on evaluating one-way versus two-way traffic. The traffic study will look at what the impacts of one-way versus two-</p>	Yes

	<ul style="list-style-type: none"> • Eliminate all one-way streets. Other Cities such as Oakville have already done this to their Downtown cores. This increases consumer traffic, leading to a healthier retail sector • Reduce or hide the garbage on the sidewalks – permanent bins could be installed that businesses/residents can place their bags into as opposed to on the sidewalk. It looks so ugly right now and the current system creates tripping hazards. Also increase the recycling bins as most of the bags put on the street are full of trash. People aren't recycling because it's not convenient. Ensure bins are bigger and have lids. There is actually technology now that can alert City staff when bins become full and need servicing. • Increase quantity of parking spaces with increased maximum times, and more relaxed parking rules. Few people can park and eat dinner in under 2 hours at a nice sit-down restaurant. If they drink, they are forced to drive as opposed to leaving their car and risk a ticket. Furthermore, tickets are promptly handed out for outrageous offences (Example: A City staff was ticketed \$30 for unloading equipment at Harmony Square because they were parked in front of a ramp – that had signage saying parking was allowed there!). Other Downtowns like Burlington also have signage with digital numbers that display how many spots are available or if a lot is full. This new technology needs to be utilized. • Install free WiFi in the Downtown core (in Harmony Square, at the bus station, on sidewalks, etc.), as that is an appeal to visit • Attract more businesses such as boutique shops and cafes that draw in tourists and residents alike. Perhaps offer an incentive like a tax discount to draw more of them Downtown • Increased security and police presence. That includes an improved police response time. I once called the cops but it took 45 minutes for them to arrive. By that time the perpetrators left on their own. Until women & children feel safer Downtown, they won't visit no matter whatever other improvements are done • Improved strategy to deal with the homeless and drug users who loiter around • Install a public washroom on the main strip. Unfortunately, the sidewalks have become a public toilet in some cases <p>I look forward to seeing what positive changes can be made! ☐</p> <p>Have a great rest-of-week.</p>	<p>way traffic will be, through the downtown and on the neighbouring traffic routes. This data will help inform the project team and help in making recommendations.</p> <p>Improving curbside management is another key objective of this EA, which includes garbage collection, loading/unloading, etc. Garbage in the streets is a comment has been received quite frequently. Currently there is insufficient infrastructure to contain the garbage that is collected daily, and with the streetscaping, we will look at improving this infrastructure to increase capacity.</p> <p>Another key objective of this study is to construct a downtown that is safe for all users. That includes the safety of pedestrians, cyclists, drivers and residents. The intent is for downtown to be a destination, and if people do not feel safe downtown, then they will not visit downtown. While we are not addressing social issues directly through this Environmental Assessment, a principle in the study will be to view the options through a Crime Prevention Through Environmental Design (CPTED) lens, to assess the impact of any options on improving safety through the downtown.</p> <p>Please let us know if you would like to be added to the mailing list to receive future correspondence.</p>	
8	<p>Suggestion: all new brick downtown paint white, to disguise “entry” Make sure brand new “pella” style windows [black trim] are used for both merchant custom and upper story housing units//and insert new custom merchant windows if and where possible</p> <p>Ridge Builds, fortified housing, vestry manses, market square builds, canon houses, track housing, armoury merchant housing, Canalland Builds, rail track housing, little Belgium, mohawk street, river road</p>	<p>The Downtown Streetscaping EA is focused on the municipal infrastructure within the City's Right of Way (ROW). Unfortunately, through this EA, we are not able to comment on what improvements may or may not be made to private building faces as they are outside the City's ROW.</p>	N/A
9	<p>Question 1 – what are the distinct features of the downtown that support accessibility for three categories of users, go-go, slow-go, and no-go, who experience varying degrees of mobility? How will the design function to bring these various users into the downtown regularly?</p> <p>Question 2 – How are we incorporating the 8 domains of age-friendly programming into the plans for downtown, and are we planning to include similar language in our plans, such as barrier-free design? The age-friendly and accessibility for all users components should be separate evaluation criteria.</p>	<p>Jim, thank you so much for your questions, and hopefully through this process we are able to answer all of your questions.</p> <p>One of the key objectives of this EA is to design a streetscape in the downtown that is accessible. There are some challenges in regards to connecting to the existing built form</p>	Yes

	<p>Question 3 – What are specific features of downtown that make it a destination for families, and which make it a must visit hotspot destination? What are features of design that will cater to and bring in people of all ages?</p> <p>Comment – parking is an issue for seniors downtown as the parkade is not very accessible. For people with mobility issues it is a far and long walk, and difficult to get around downtown from there.</p>	<p>which we will look to address in the design. As an example, there are buildings that currently have a step up or down to the front door, and so we will look to find ways to minimize the impact of these accessibility features. The streetscape design will also follow all current AODA standards and barrier free design, so through redesign, accessibility should be much less of a concern.</p> <p>In addition to the past and concurrent studies that City has conducted such as the Transportation Master Plan, Official Plan, etc., the Project Team will be looking at other City strategies including the Age-Friendly Plan to ensure that any options are consistent with those directions. The 8 domains addressed in the age-friendly planning guide will be addressed throughout the design in various ways such as creating more accessible sidewalks, as well as other features. Once we get further into the design phase, these components will be addressed in more detail.</p> <p>At this stage of the EA, we are still looking for input and feedback on what elements people want to see in the downtown, and so no specific programming has been discussed. However, through the EA and streetscape design, we are going to look at what types of programming the City wishes to have downtown, and we will ensure that the infrastructure is in place to support various types of programming</p> <p>Parking is also a significant focus of the EA, specifically how much parking, type of parking, and location of the parking. As we move forward through the EA, we will be working towards a parking strategy.</p>	
10	<p>Cyclist safety priorities include separated cycling lanes and 2 way traffic. One-way traffic would create challenges for cyclists crossing to their destinations. Proposal C & A meet cycling priorities. Members believe the parking garage is underutilized because people do not feel safe there. Improved garage safety and free parking could decrease demand for downtown parking. Two way traffic would facilitate more direct connections to the trail system. Destination Downtowns e.g. Dundas and Niagara on the Lake have 2way traffic with connections to trails. It would be informative to also have feedback from university students and young families to see if they would cycle with improved safety. Creating a vibrant Destination Downtown is a priority for cyclists and visiting cyclists to give them a reason to visit. Cycling to school and work obviously means fewer cars in the downtown, less noise and pollution. People would cycle to special events if bicycle stands were part of the streetscape.</p>	<p>Through the EA, a detailed evaluation of one-way versus two-way traffic is being conducted. The inclusion of active transportation is important to the City, and through the EA we are looking at ways to integrate the cycling networks so that there is connectivity with the downtown.</p>	<p>N/AYes</p>

11	<p>I cannot express how exciting this is!! I am so overjoyed that the City of Brantford is looking to improve the Downtown. Although we have a great Downtown, there are improvements that could be looked at.</p> <ul style="list-style-type: none"> • TWO WAY STREETS!!!! In my opinion, this is essential for a thriving Downtown. I find it hard to believe that anyone would want to keep the one way streets! • Less garbage on the streets/garbage bags. Cleaner streets - streets and sidewalks look dirty. • Recycling and garbage pickup issues need to be resolved. Most times of the day there is garbage bags laying around the sidewalks and at times ripped open and scattered everywhere. Recycling is lacking... why would people recycle when there is no incentive. I rarely see recycling bins outside for pick-up, but rather piles of garbage bags. What are other cities doing to combat these issues? In Woodstock where I live, you have to have a pink garbage tag on each garbage bag for them to be taken (\$2.00 a tag). Although this is an inconvenience as a home/business owner, it encourages recycling, which is free to leave outside. Also, if you have to pay for bags of garbage, you aren't putting large amounts of bags out, which in turn looks tidier. • Bigger (with lids) garbage/recycle bins throughout the DT. • Parking – lack of parking is an issue. Also, the ticketing system is extremely strict. I work Downtown and both myself and staff have received multiple parking tickets for (in my opinion) ludicrous reasons, but I won't get into that LOL... My point, if I was visiting Downtown for dinner and received a \$30 ticket, I would go somewhere that isn't going to cause this issue. • Uneven, missing and dangerous sidewalks. • I have noticed recently that some of the abandoned/graffiti store fronts have been updated and given some TLC. This is so appealing to the eye and overall makes the Downtown feel safer. • More reasons to visit Downtown – ie. more places similar to Hudson Public to dine, more places like Alt Boutique to shop. • **Less loitering/hanging around from members of the public. • To be honest – as a young women, most of the time, I do not feel safe while walking around DT. Possibly more police presents, lighting etc. <p>I am looking forward to City Hall moving to the new location, this will bring business professionals to the core. The new high rise buildings being built will bring more people/money spending to the area. The YMCA, library and Laurier buildings are beautiful. Also, the new gateway idea is amazing!! Looking forward to seeing what comes of that.</p> <p>I agree with the ideas presented in the video of making it more esthetically pleasing with street scape greenery, benches etc.</p> <p>We have come such a long way with the Downtown over the years. I could name more positive than negative, but above are serious issues that need to be resolved that I have noticed over the years from being Downtown every day.</p>	<p>Kristen, Thank you so much for your interest in this project, and we appreciate the feedback as we cannot proceed with this EA without it.</p> <p>Improving curbside management is a key objective of this EA, which includes garbage collection, loading/unloading, etc. Garbage in the streets is a comment has been received quite frequently. Currently there is insufficient infrastructure to contain the garbage that is collected daily, and with the streetscaping, we will look at improving this infrastructure to increase capacity.</p> <p>Parking is also a significant focus of the EA, specifically how much parking, type of parking, and location of the parking. As we move forward through the EA, we will be working towards a parking strategy.</p> <p>Another key objective of this study is to construct a downtown that is safe for all users. That includes the safety of pedestrians, cyclists, drivers and residents. The intent is for downtown to be a destination, and if people do not feel safe downtown, then they will not visit downtown. While we are not addressing social issues directly through this Environmental Assessment, a principle in the study will be to view the options through a Crime Prevention Through Environmental Design (CPTED) lens, to assess the impact of any options on improving safety through the downtown.</p>	Yes
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	<p>Hope your well. GreenBlue Urban supports Cities and Landscape Architects with the implementation of urban tree planting and low impact development (LID) stormwater management techniques and systems for streetscape and urban redevelopment projects. I am hoping you could put me in touch with the person(s) taking care of the detailed design of this element of the project.</p> <p>Look forward to hearing from you.</p>	<p>Thanks for showing interest in this project. As we are still very early in the EA process, we are not looking at detailed design elements as of yet. If you would like, we can include you on the mailing list so you can receive further correspondence? Thanks</p>	

PIC # 1 Comments



Project Name: Downtown Brantford Streetscaping

MTE File No.: 46995-100

Purpose: PIC#1 – Town Hall Script

Date: December 21, 2020

Slide No.	Discussion
1.0	<p>Cover Slide</p> <p>Hello, and thank you for participating in the virtual public information centre, or (PIC) for the Downtown Brantford Streetscaping Environmental Assessment. I will be presenting on behalf of MTE Consultants, the consulting firm selected by the City of Brantford to assist with the Downtown Brantford Streetscaping Municipal Class EA. This question and answer presentation will address many of your questions about the streetscaping study that have been submitted in response to the PIC and materials that were posted to the project website on November 30th. We will quickly recap where we are in the EA process, and then answer the questions that have been submitted.</p>
2.0	<p>PIC#1 Process</p> <p>The PIC #1 virtual presentation was posted on the City’s project webpage on November 30th, and a 2-week period was allotted for questions and comments. We are currently at the Town Hall question and answer stage which includes this video answering the questions that were submitted. We will be accepting additional questions and comments for PIC 1 until January 15, 2021.. We will then put together a frequently asked questions document that will be posted to the City’s project page on January 25, 2021</p>
3.0	<p>PIC Presentation Video</p> <p>If you have an interest in knowing more about this project, and have not had a chance to view the PIC video that was uploaded on November 30th, we recommend watching the video which can be viewed at the link shown. The PIC presentation will provide further details on the study area, the importance of the Municipal Class EA process and where we are in that process.</p> <p>The presentation also discusses the vision for downtown, and discusses the objectives of the project. There are a number of ongoing and background studies that are discussed, along with the constraints and priorities of the project. In August, the project team held a number of stakeholder workshops to gather feedback, and the presentation presents the feedback results of those workshops. This includes a number of cross sections for the downtown that were developed and presented to the public. Finally, the presentation looked at the evaluation criteria being proposed for the project, along with the process of utilizing the decision making criteria.</p>



4.0	<p>Come around to a new Downtown</p>
	<p>The City of Brantford conducted an online survey for residents to provide feedback on Downtown Brantford. The survey was available on the project webpage from October 13, 2020 to November 20, 2020.</p> <ul style="list-style-type: none"> • The survey included 11 questions, and received 418 responses. • Residents were asked to provide feedback on their interaction and impressions of Downtown Brantford including: <ul style="list-style-type: none"> ○ How often do you travel Downtown ○ What modes of travel do you utilize to get Downtown ○ Once arrived, what mode of travel do you utilize within the Downtown ○ What are your main reasons for coming Downtown ○ What do you feel makes a Downtown (for any City) attractive for visitors? ○ What are your favourite elements of Downtown Brantford? ○ What are areas for improvement? <p>The following slides will present the results of some of the questions that were included in the survey.</p>
5.0	<p>Come around to a new downtown - Q4</p>
	<p>While all questions provided valuable feedback to further understand travel and use trends, impressions, and preferences for Downtown Brantford, some of the questions are directly related to the Streetscape and should be considered in determining and prioritizing alternatives for enhancements.</p> <p>One question that was relevant to this streetscaping project was “How Do You Usually Travel TO Downtown”</p> <p>Of the 418 responses, 309 people indicated that they drive to downtown, and an additional 69 people indicated that they are passengers, which includes cabs. 60 people indicated that they walk or run, while 26 indicated that they bike, and 19 indicated that they take the bus.</p> <p>Based on this feedback, the majority of people travelling to the Downtown are relying on vehicular travel to get to Downtown. This is important to consider as we can assume that parking will be an important provision within the Downtown’s Streetscape enhancements.</p> <p>Enhancements through potential improvements to pedestrian and active transportation provisions to make the Downtown more accessible for other modes of travel may also reduce the reliance on vehicular travel displayed through this response.</p>
6.0	<p>Come around to a new downtown - Q5</p>



Another question from the survey way, “How Do You Usually Travel **WITHIN** Downtown” – select all that apply.

260 people indicated that they drive when getting around in downtown, and 205 people indicated that they walk to get around within downtown. 47 people indicated they were passengers, 20 people use a bike, and 8 use the bus.

Based on this feedback, the majority of people travelling within the Downtown are also relying on vehicular travel, however pedestrian travel increases significantly once pedestrians have arrived.

This is important to consider as we can once again assume that parking will be an important provision within the Downtown’s Streetscape enhancements, but inclusion of components which contribute to walkability and pedestrian comfort should also be prioritized.

Regardless of travel by car, bus, bike, or foot, the public realm will need to provide barrier-free travel opportunities for all visitors within the Downtown.

7.0 Come around to a new downtown - Q8

“What are some things that make you want to visit a city’s Downtown”

This question was open ended, and allowed each respondent to provide their own response. The use of key phrases or references for all respondents were reviewed and tabulated. The percentages shown on this slide reflect the number of respondents who made indicated that the listed items would make them want to visit a city’s downtown.

44.1% of people indicated that they visit downtown for the shopping and services, and another 39.5% indicated that restaurants, cafes and patios were the draw for them. Festivals and special events are what draw another 27%. 15.8% percent said they visit downtown if it is safe, 11.4% visit for the outdoor space, 10.9% indicated that the presence, culture and vision were important to them. Other responses to this question included entertainment, cleanliness, trails, cycling and recreation, walkability, art, and convenient parking.

The results from this question are important to consider as the enhancements to the streetscape can provide opportunities for increased engagement with built form, space for store-front seating areas and cafés, contribute to the presence and identity of place, and support pedestrian comfort. Each of the items noted can be enhanced through streetscape improvements, as an enhanced streetscape can propel further development and opportunities to further contribute to the opportunities and sense of place the Downtown can provide for all residents and visitors.

8.0 Come around to a new downtown - Q10



One last question from the survey that was particularly relevant was “When thinking about Downtown Brantford, which of these elements are most important to you?” (rank 10 options from 1-10, with 1 being the most important, and 10 being the least important).

The 10 items are listed to the left, with the centre-column noting the number of instances each item was noted as the #1 priority (with % of #1 ranking in parentheses).

The final column indicates the average ranking out of 10 based upon all responses provided.

201 of the respondents, or 50.9% indicated that enhancing public safety was their biggest priority. 54 people, or 13.7% indicated attracting new business, 32 or 8.1% indicated better walkability, 24 or 6.1% indicated keeping streets/walkways clear of litter. More greenery, place to socialize, bike lanes and parking, outdoor events, and enhancing corridors received a range of 1.8% to 6.1% of respondents indicating they were their number 1 priority.

The results of the question are important, as they reflect the perception of the Downtown as an unsafe place. Many respondents noted specifically in the previous question that as long as the Downtown is perceived as unsafe, the Downtown will not be successful.

The enhancement of the streetscape which connects the Downtown will play a pivotal role in changing the perception of the Downtown. Better streets and enhanced character and accommodation for pedestrians offers more flexibility for programming and events. This can draw more people into the Downtown and create interest in the area, which spurs development and further services, drawing more people into the Downtown, and so on. The utilization of streetscape enhancement as a tool for economic development to the benefit of the local community is powerful, and the opportunity for a connected, accessible, and cohesive streetscape for Downtown Brantford can provide a stimulus towards changing the perception of the Downtown into an inviting, vibrant, and safe destination for everyone within the community.

9.0	Questions and Answers
	<p>Since the PIC slides and walkthrough video was posted on November 30, 2020, we have received a number of questions and comments.</p> <p>The remainder of this video will focus on addressing your questions and comments. The following slides paraphrase the questions and comments that have been received and will categorize them based on the themes that have emerged.</p>
10.0	Preliminary Evaluation Criteria



The first theme for questions relates to the evaluation criteria. The question was, will each of the evaluation criteria have an equal weight in the ranking of the various options as each one is evaluated?

At this stage, the evaluation criteria are still proposed, as we are looking for feedback from stallholders as to whether other factors should be considered. We have not determined if all criteria will have an equal weighting. We may look to maintain equal weighting, and combine criteria under subheadings which would allow for a more equal weighting.

11.0	One-Way versus Two-Way Traffic
	<p>Another theme for questions and comments refers to the preference for one-way and two-way traffic. From those comments received, preference for one-way versus two-way is fairly evenly divided.</p> <p>We have received numerous comments from stakeholder sharing their opinion on whether Colborne Street and Dalhousie Street should be maintained with one-way traffic or if they should be converted to two-way traffic, and there are pros and cons to each option. One of the key objectives of this EA is to determine a preferred alternative which includes the determination of whether these roads will be converted or not. The project team is currently conducting traffic studies which will help provide some clarity to the impacts of each option. Through this study we will evaluate how each road functions currently, and how it will function in the future with expected growth. It will also look at how each road will function if it were converted to two-way, today and in the future. Consideration will also have to be given to how the surrounding streets will be affected by any changes.</p> <p>Aside from the traffic study itself, the project team will evaluate how each option impacts businesses, residents, overall safety, amongst many factors, and this requires feedback from key stakeholders and the public.</p>
12.0	Curbside Management / Garbage
	<p>Another theme for questions and comments received is curbside management and garbage. Will there be significant Improvement to litter control?</p> <p>Improving curbside management is a key objective of this EA, which includes garbage collection, loading and unloading, etc. Excessive garbage in the streets is a comment has been received quite frequently, and is something that will be addressed in this streetscaping EA. Currently there is insufficient infrastructure to contain the garbage that is collected daily, and with the reconstruction, we will look at including infrastructure that will increase the storage capacity of garbage. Improvements to the infrastructure for businesses to store garbage will keep the</p>



garbage off the streets, and proper storage areas may help reduce the frequency with which garbage collection is required.

13.0 Accessibility

Another theme for questions and comments received is accessibility. What are the distinct features of the downtown that support accessibility?

One of the key objectives of this EA is to design a streetscape in the downtown that is accessible for people of all ages. There are some challenges in regards to connecting to the existing built form which we will look to address in the design. As an example, there are buildings that currently have a step up or down to the front door, and so we will look to find ways to minimize the impact of these accessibility features.

The streetscape design will also follow all current AODA standards and barrier free design, so through redesign, accessibility concerns should be addressed.

The Project Team has received a number of questions about how the streetscape design will address concerns of accessibility for older adults and incorporate age-friendly design principles.

In addition to the past and concurrent studies that City has conducted such as the Transportation Master Plan, Official Plan, etc., the Project Team will be looking at other City strategies including the Age-Friendly Plan to ensure that any options are consistent with those directions. The 8 domains addressed in the age-friendly planning guide will be addressed throughout the design in various ways such as creating more accessible sidewalks, as well as other features. Once we get further into the design phase, these components will be addressed in more detail.

14.0 Parking

Another theme for questions and comments received is parking. How will Downtown balance the need for convenient parking, especially for persons with accessibility issues, with demands for space?

Is there opportunity to increase the quantity of on-street parking?

Parking is also a significant focus of the EA, specifically how much parking, what type of parking, and the location of the parking. Part of this EA includes a detailed evaluation of the utilization of the existing parking lots, and a look at the amount and use of on street parking. As we move forward through the EA, we will be working towards providing a parking strategy that ensures adequate parking for all users, including accessible parking.

It should also be noted that a number of respondents have indicated that they believe there is a lack of on street parking in the downtown.

15.0 Active Transportation

Another theme for questions and comments received is active transportation. Cycling to school and work means fewer cars in the downtown, less noise and pollution. People would cycle to special events if bicycle stands were part of the streetscape.



The inclusion of active transportation in the Downtown is important to the City, and through the EA we are looking at ways to integrate the cycling networks that exist into the downtown. For cyclists, it is important that there be connectivity with the trails and bike paths used surrounding the downtown. The Grand River is so close to the downtown, and as part of the design we will look at ways to create connections with this trail system as well as others.

Active transportation also includes pedestrians, and so we will also be looking at ways to make downtown more walkable. This can be done with widening sidewalks, improving the overall pedestrian experience, and increasing the level of pedestrian safety.

16.0	<p>Safety / Social Issues</p>
	<p>Another theme for questions and comments received is safety and social issues. How will the new Downtown promote a safe environment for walking and visiting?</p> <p>How will the new Downtown address public safety concerns and social issues such as homelessness?</p> <p>It has been abundantly clear through feedback received at the stakeholder workshops and feedback from the first PIC process that safety is a key concern for people in the downtown. The project team will aim to construct a downtown that is safe for all users, that includes the safety of pedestrians, cyclists, drivers and residents. The intent is for downtown to be a destination, and if people do not feel safe downtown, then they will not visit downtown. While we are not addressing social issues directly through this Environmental Assessment, a principle in the study will be to view the options through a Crime Prevention Through Environmental Design (CPTED) lens, to assess the impact of any options on improving safety through the downtown.</p>
17.0	<p>Businesses</p>
	<p>Another theme for questions and comments received is businesses. How will the Downtown attract new businesses?</p> <p>How can environment Downtown be created that attracts residents and tourists?</p> <p>Downtown Businesses are incredibly important to the success of Downtown Brantford. That is why Downtown Brantford Business Improvement Area and Brantford-Brant Chamber of Commerce are significant stakeholders in this project, and as a project team we have been in contact with them regularly. Their feedback is critical to ensuring that the plans for downtown Brantford meet the needs of the business community on the whole. Their input and support of the plans for downtown are paramount to the streetscaping being a success for the City of Brantford.</p>
18.0	<p>Downtown Programming</p>
	<p>Another theme for questions and comments received is downtown programming. What are specific features of Downtown that make it a destination for families, and which make it a must visit hotspot destination?</p>



At this stage of the EA, we are still trying to gauge what type of events and activities the public and the City would like to see occurring downtown. Through the EA and streetscape design, we intend to include features that allow the downtown to be flexible so a wide variety of events can be held downtown, including street festivals, concerts, and any other type of event that may come up in the future. Some examples may include removable bollards to close sections of the street, power sources at street lights, WiFi to name a few. We will make sure that as we reconstruct the downtown, that the infrastructure that is put in place is flexible so that it can support a wide variety of potential downtown programming.

Comments / Questions

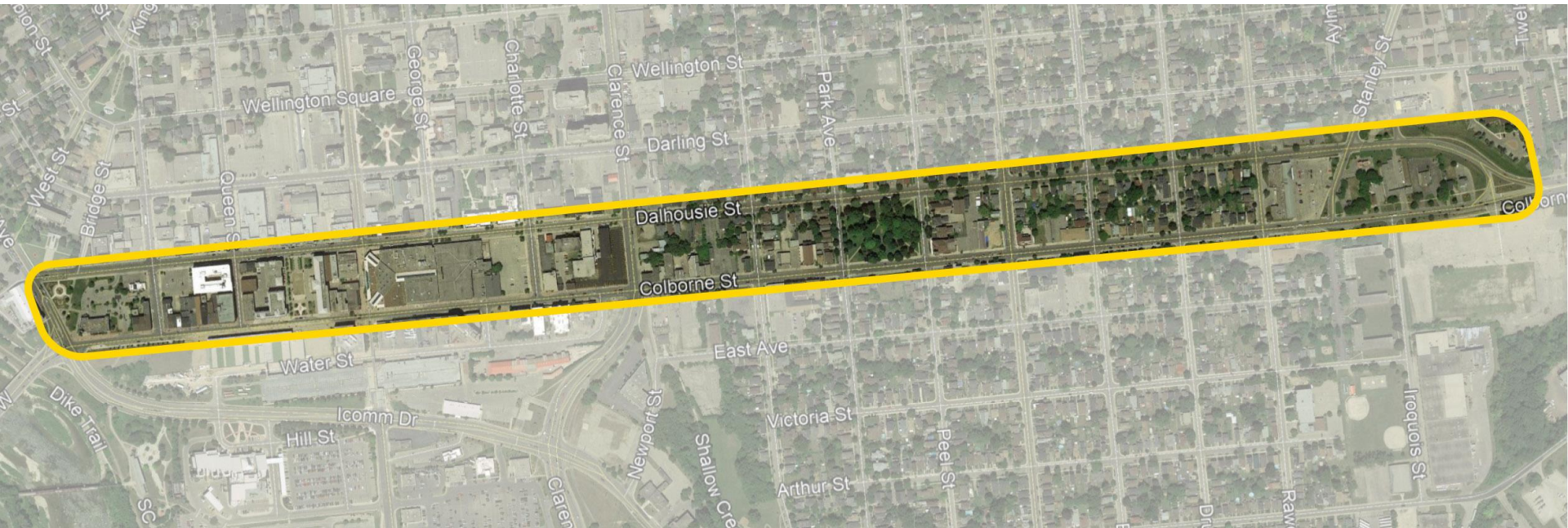
On behalf of the project team I would like to thank you for your interest, and taking the time to participate in this study. We appreciate any and all feedback , and look forward to hearing from you.

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We welcome any questions or comments you may have at this time. For details about how to submit feedback, please visit the project webpage at www.brantford.ca/NewDowntown. There you will find a link to fill out the comment/question form, as well as contact information for the Project Team members. Questions and comments to be included in the final Frequently Asked Questions document will be accepted until January 15, 2021 and the final document will be posted to the project webpage on January 25, 2021, concluding this PIC.
Thank you!

Downtown Brantford Streetscape (Class EA)

PIC#1 Town Hall Presentation
Question and Answer



Virtual PIC # 1 Process



Virtual PIC # 1 Posted to Project Webpage
November 30, 2020



Q&A Town Hall posted to Project Webpage
December 21, 2020



Additional Question Period
December 21, 2020 – January 15, 2021



Q&A Document posted to Project Webpage
January 25, 2021



PIC # 1 Recap

The PIC video can be viewed at www.brantford.ca/NewDowntown

The PIC presentation covered the following topics:

- Study area, process and EA status
- Vision for Downtown and project objectives
- Review of key background studies
- Constraints and priorities
- Results of stakeholder workshops
- Sample cross sections
- Evaluation Criteria and process



'Come Around To A New Downtown'

Online Engagement Survey – Conducted by the City of Brantford
Included 11 Questions, with 418 Responses

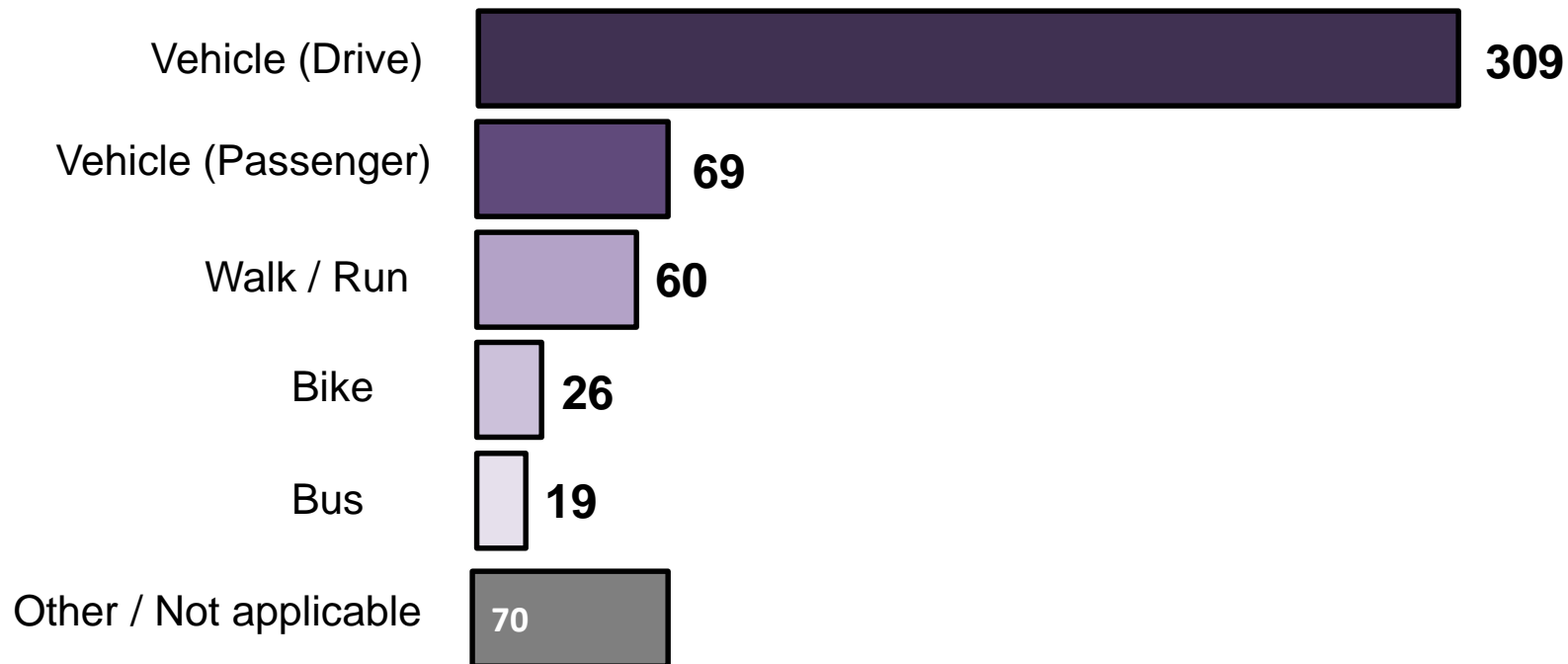
Residents were asked to provide feedback on the Downtown including:

- Travel frequency
- Mode of travel to / within Downtown
- Reason for coming Downtown
- What makes a 'Downtown' attractive to visit
- Favourite elements
- Areas for improvement



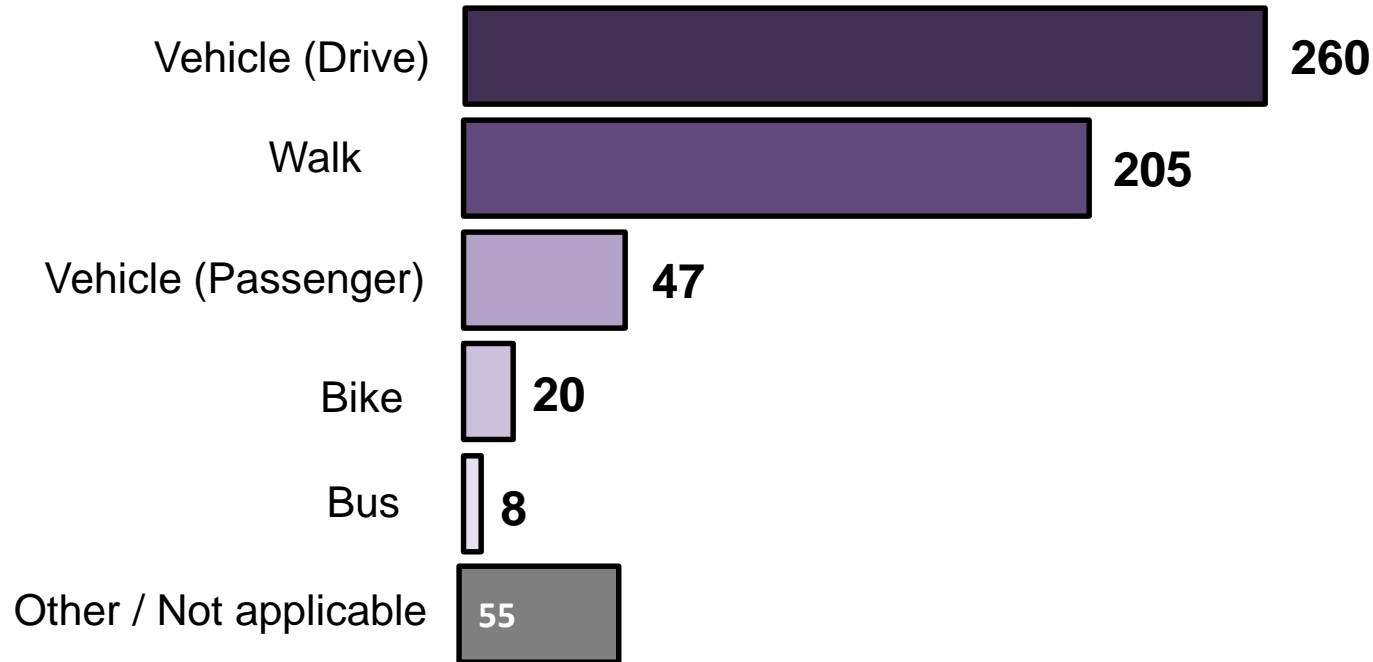
'Come Around To A New Downtown'

How Do You Usually Travel To Downtown *(select all that apply)*



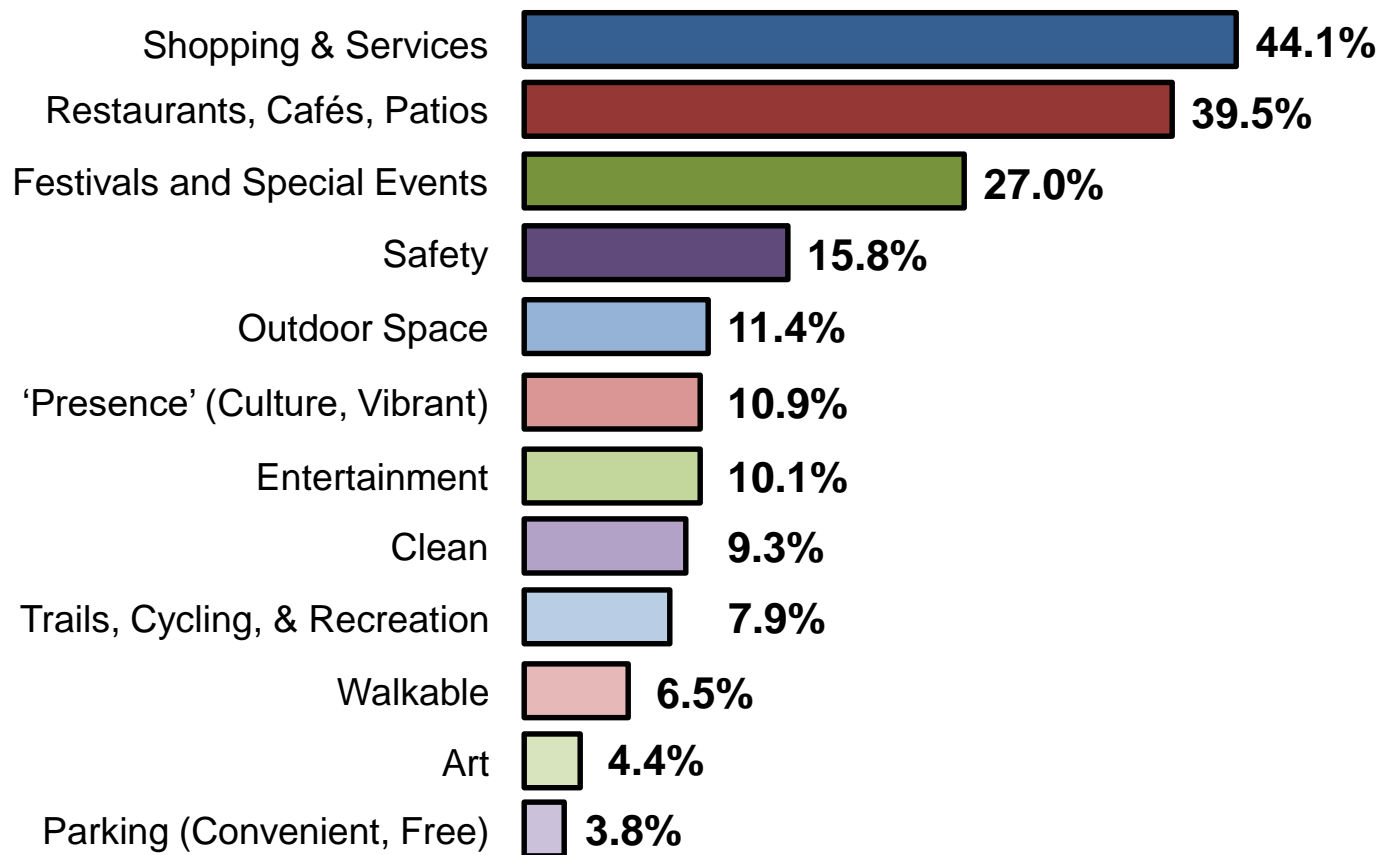
'Come Around To A New Downtown'

How Do You Usually Travel Within Downtown *(select all that apply)*



'Come Around To A New Downtown'

What are some things that make you want to visit a City's Downtown?



'Come Around To A New Downtown'

Q10 – When thinking about Downtown Brantford, which of these elements are most important to you? *(rank options below from 1 to 10, 1 = most, 10 = least)*

	#1 Priority (%)	Average Rank
Enhancing Public Safety	201 (50.9%)	2.9
Attracting New Businesses	54 (13.7%)	3.9
Better Walkability	32 (8.1%)	5.4
Keeping Streets/Walkways Clear of Litter	24 (6.1%)	4.8
More Greenery	24 (6.1%)	5.2
More Place to Sit & Socialize	20 (5.1%)	5.4
Bike Lanes & Parking	13 (3.3%)	7.8
More Vehicle Parking	11 (2.8%)	6.8
More Outdoor Events	9 (2.3%)	6.0
Enhancing Corridors Into Downtown	7 (1.8%)	6.4



Questions and Answers

Since the PIC slides and walkthrough video was posted on November 30, 2020, we have received a number of questions and comments.



The remainder of this video will focus on addressing your questions and comments.



Preliminary Evaluation Criteria



Vision



Social Environment



Natural Environment



Heritage



Archaeological



Aesthetics/
Image



Traffic Operations



Side Street Impacts



Vehicle Safety



Pedestrian/
Cyclist Safety



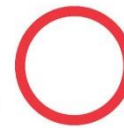
Capital Cost



Maintenance Cost

Will each of the evaluation criteria have an equal weight in the ranking of the various options as each one is evaluated?

Legend



Poor



Fair



Good



One-Way versus Two-Way Traffic

Preference for one-way versus two-way is fairly evenly divided.



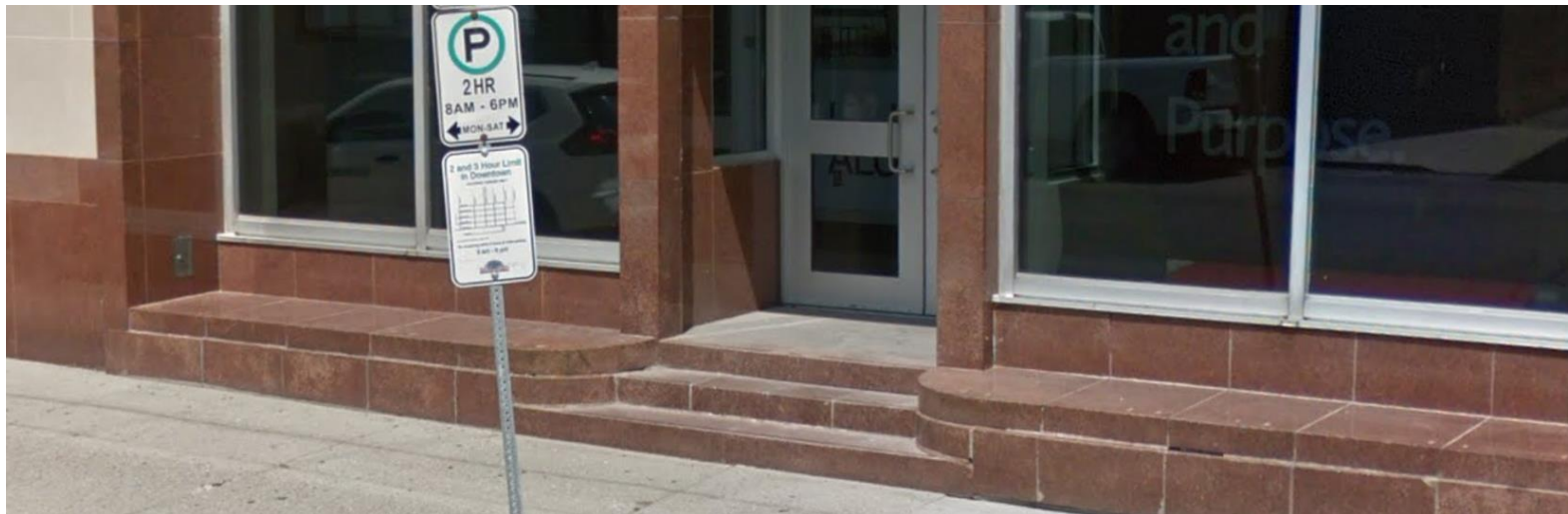
Curbside Management / Garbage

**Will there be significant
Improvement to litter
control?**



Accessibility

What are the distinct features of the downtown that support accessibility?



Parking

How will Downtown balance the need for convenient parking, especially for persons with accessibility issues, with demands for space?



Is there opportunity to increase the quantity of on-street parking?



Active Transportation



Cycling to school and work means fewer cars in the downtown, less noise and pollution. People would cycle to special events if bicycle stands were part of the streetscape.



Safety and Social Issues

How will the new Downtown promote a safe environment for walking and visiting?



How will the new Downtown address public safety concerns and social issues such as homelessness?



Businesses

How will Downtown attract new businesses?



How can environment Downtown be created that attracts residents and tourists?



Downtown Programming



What are specific features of Downtown that make it a destination for families, and which make it a must visit hotspot destination?



Comments / Questions

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