DOWNTOWN ENTERTAINMENT, RECREATION AND CULTURAL AMENITIES

The Sanderson Centre for the Performing Arts has been a downtown Brantford entertainment destination since 1919. Originally designed by architect Thomas A. Lamb, this heritage building has been fully restored to its original grandeur; the 1,125-seat, fully modernized theatre presents a variety of world-class acts intermixed with community programming and events, season after season, year after year.

Harmony Square is a family-friendly fun spot that's hopping all year round! Outdoor skating, live music, arts and entertainment are all mainstays in the Square. Main events include Brantford's International Jazz Festival, the Telephone City Car Show, Chili Willy Cook-Off and the city's annual Christmas Tree Lighting.

What isn't there to do at **OLG Casino Brantford**? With fun-filled gaming 24/7, 55 popular table games, The Getaway Restaurant, a gift shop, currency exchange, bank machines and free parking, you have everything you need and more, right on-site. Approximately 1.1 million people visited the casino in 2009.

Brantford & District Civic Centre is proud to be celebrating over 40 years of sports recreation, family entertainment and community events. Home to Allan Cup Champions the Brantford Blast Senior A Hockey Club, the arena is always buzzing with excitement on game nights! Facility sizes are: 16,000 sq.ft. exhibit area and 190'X85' ice surface with seating for 2,981.

The Brantford Public Library has two locations in Brantford. A downtown fixture for more than 125 years, the Main Library is a 60,000 square foot, award-winning facility that offers wide range of programs, services and collections for area residents of all ages. The library has garnered international recognition for successfully combining tradition with technology; works in partnership with the City's post-secondary institutions; and welcomes over 1 million visitors annually.

GOT QUESTIONS? CONTACT US!

CITY OF BRANTFORD

Economic Development:	519-751-9900
Planning Department:	519-759-4150
Parks and Recreation:	519-756-1500
Engineering & Environmental Services:	519-759-4150
Brantford Transit:	519-753-3847
Brantford Public Library:	519-756-2220
Downtown Business Improvement Area:	519-753-6644

POST-SECONDARY INSTITUTIONS

Laurier Brantford:	519-756-8228
Nipissing University:	519-752-1524
Mohawk College (Laurier Campus):	519-756-8228 ext. 5760

OTHER RESOURCES

More information about downtown revitalization can be found in: The Downtown Master Plan; The Waterfront Master Plan; The Laurier Campus Master Plan; and The Downtown Market Analysis (DMA)

Find these and other documents on the City of Brantford's website at **www.brantford.ca/govt/projects/downtown**

DOWNTOWN QUICKFACTS

CITY OF BRANTFORD Downtown Revitalization

DOWNTOWN IS AN URBAN GROWTH CENTRE

The Urban Growth Centre is identified by the Province of Ontario as an area for growth in our community. For the City of Brantford, the Urban Growth Centre (UGC) is an area of approximately 70 city blocks spread over 110 hectares, or 272 acres.

Market Street Village is comprised of a medley of residential and commercial spaces, most of which are situated along Market Street North. This area is anchored by the VIA Rail station on the northern boundary.

The City Centre & Academic District, traditionally known as the "downtown core," is home to a variety of institutional uses, including municipal government offices, banks, law courts and the City's transit terminal. This area also houses Brantford's main cultural and entertainment sites, including the Sanderson Centre for the Performing Arts, the Brantford Public Library and the Farmers' Market. It is also home to a growing post-secondary presence including Laurier Brantford, The Schulich School of Education at Nipissing University and Mohawk College.

Brant's Crossing Business Area is an emerging `new format' commercial area with grocery, restaurants and other services within close proximity to traditional downtown and destination leisure sites such as the Brantford and District Civic Centre and the OLG Casino Brantford. Unique to our city's downtown are the extensive public open spaces that can be found along the banks of the Grand River, which winds its way through Brantford.

East Ward Creek Area is comprised of a mixture of residential uses. Both single family and multi-residential homes, many with ground floor commercial uses, can be found in this area, which is also home to the Grand River Community Health Care Centre.

DOWNTOWN DEMOGRAPHICS

Population (2001)	2,112	Occupied Dwellings	1,459
Population (2006)	2,840	Average Household Size	1.9
Population Change (2001 - 2006)	34%	Average Value of Dwellings	$157,677
Land Area (hectares)	110	Average Rent	$671
Population Density (people/ students per hectare)	56.8	Registered Students (2006)	1,585
		Registered Students (2008)	2,580

INVESTMENT POTENTIAL IN DOWNTOWN BRANTFORD

Major Downtown Employers

OLG Casino • City of Brantford • Ontario Court of Justice • Superior Court of Justice • Federal Government Post Office • Wilfrid Laurier University - Laurier Brantford • Mohawk College - Brantford Campus • Nipissing University - Brantford Campus • Royal Bank of Canada • TD Canada Trust • Bank of Montreal • Bank of Nova Scotia Grand River Credit Union • Desjardins Credit Union • Millard, Rouse, and Roseborough LLP • Registry Office Freshco • Waterous, Holden, Amey and Hitchon • Children's Aid Society of Brantford • The Ventin Group

Economy

The Urban Growth Centre contains the largest mix of uses and experiences in Brantford. Museums, restaurants, theaters, offices (public and private), residential, retail, meeting spaces and post-secondary institutions combine to create the city's vibrant downtown. The current office market in the downtown core is typical of a medium-sized city, serving a regional market including municipal offices and provincial and federal office employment.

Power Centre retail and an established Farmers' Market occupy the area along Icomm Drive.

Transportation Linkages

VIA Rail provides passenger service to the Brantford area. There are 10 daily passenger trains connecting Brantford to Windsor, Sarnia, Toronto, Montreal and Ottawa. The Brantford Train Station is centrally located at 5 Wadsworth Street, and provides free parking to passengers.

The City of Brantford Transit terminal is located in downtown Brantford at 64 Darling Street. Operated by Brantford Transit, there are 10 Monday to Saturday regular routes and five evening and Sunday routes. Buses are equipped with "Rack n' Roll" racks for those who wish to travel with a bicycle.

INCENTIVES TO INVEST IN DOWNTOWN BRANTFORD

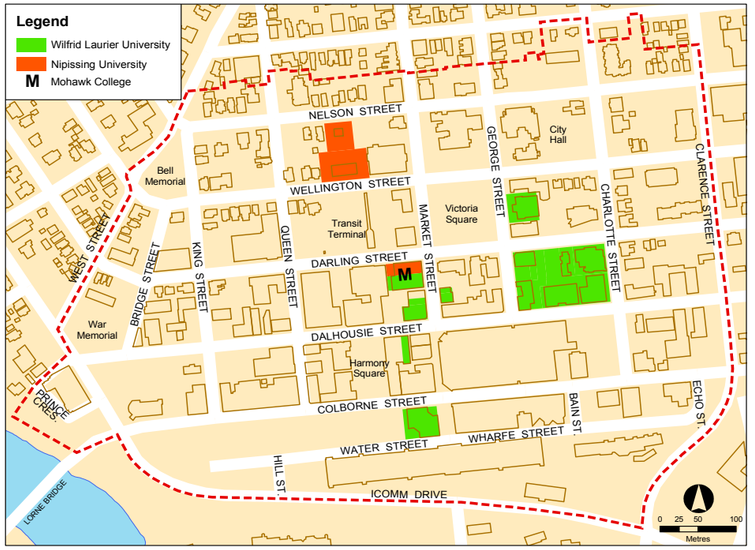
- **No development charges**
- **Reduced on-site parking standards**
- **Downtown Business Performance Grants (10-25% of total project value)**
  This grant program is for large projects (total project costs over $1 million). This program operates as a special funding request, so applicants should meet with municipal staff early in the project development phase to discuss the program requirements and conditions.
- **Downtown Facade Grant Program (Max $7,500)**
  This program complements the Downtown Business Performance Grants by being geared to small projects undertaken by commercial property owners and their tenants.
- **Average rental rates: $8.00 - $12.00 per sq. ft.; CAM $3.00 - $5.75 per sq. ft. (utilities and HST extra)**

For information on available properties, please go to www.brantfordbrant.com

DOWNTOWN QUICKFACTS

CITY OF BRANTFORD Downtown Revitalization

UNIVERSITIES AND COLLEGES



Wilfrid Laurer University (Brantford Campus) has grown significantly since it was established in Brantford's downtown in 1999. Today, 2,600 full-time and part-time students attend the liberal arts program with majors in contemporary studies, leadership, health, crime and the law, human rights, journalism and education.

Laurier's campus growth plans are outlined in the chart below:

Phase (Year)	Total FTE Students	Total Faculty	Additional Space (m^2)	Total Beds	New Beds Required
Phase 1 (2009 - 2011)	2,800	69	6,050	728	395
Phase 2 (2011 - 2016/17)`	4,000	152	27,295	1,048	312
Phase 3 (2017 - 2022/23)	8,000	303	116,892	2,800	1,760
Phase 4 (2023+)	15,000	569	92,704	5,250	2,450

Nipissing University has established a highly regarded education program with Laurier Brantford, including a masters program in education. In 2010, Nipissing University became a Schulich School of Education. Today, 760 students participate in the concurrent program with Laurier, and 15 are enrolled in first year Masters studies.

Mohawk College offers concurrent programming with Laurier Brantford that offers students with college diplomas the opportunity to complete a university degree. Graduates from 23 Mohawk College programs can complete a degree in a shortened time period. Areas of study include contemporary studies, journalism, criminology, law and society, health studies, leadership, human rights and human diversity and psychology. In 2010, 400 Mohawk students participated in this program.