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# A city that sells itself

## Reasons to choose Brampton for life and business

Just over 150 years ago, Brampton was a little village called Buffy's Corners near today's intersection of Main and Queen streets. Residents worked hard to clear their plots of land in the little village that was surrounded by thick bush, but blessed with a salmon-filled river, and later, the railway. Now a thriving city of approximately 375,000 residents, and with much more than a river and a railway, Brampton has become a much loved home for residents and businesses alike.

In a recent survey undertaken by the City, 78 per cent of residents said they are satisfied with Brampton. Living in a community of 3,000 acres of parkland, it's no surprise they gave the city's parks and recreation services top marks. They also gave high ratings to the cleanliness and safety of the city's communities.

"They keep their city very clean," says Brampton resident Joy Peat. "Every spring, the City is really pro active at getting garbage off the ground quickly when the snow melts. On those Spring Clean-Up days, people across the city are out there picking up litter."

Residents surveyed also reported their pride in a multicultural population that not only peacefully co-exists, but even thrives in its uniqueness. They also love the charm of Brampton's historic downtown, dedicated municipal service, quality schools, friendly people and a strong local economy with jobs to choose from. It's truly a city of opportunity.

Justin Stanberry took advantage of that opportunity when he and his family moved from Toronto to Brampton in 2000. "It was like coming to the country," he says. "It gave us an opportunity to clear our heads and create a business we may never have been able to build in Toronto." Stanberry and his two brothers have designed a successful comic book series and hold comic art drawing classes at Brampton Library's four locations. "Toronto has so many opportunities for children that parents are very selective. Families are looking more for things to take their kids to here."

The City of Brampton has taken equally good care of its business appeal. Companies surveyed in Brampton say they appreciate how the City welcomes and regards large corporations and small



The municipal offices at Brampton City Hall are the driving force behind much of the city's new business.

entrepreneurs. They also value the strategic business advantages available in this Greater Toronto Area community.

Transportation is tops for business in Brampton, with access to five 400-series highways including the Express Toll Route (ETR) 407, intermodal railways, international and domestic air service at the largest airport in Canada. The Lester B. Pearson International

Airport is only 15 minutes from Brampton and is the second busiest in North America in terms of international passenger volume.

Available land is plentiful in Brampton and businesses value the fact that they have room to expand. Brampton has one of the largest supplies of available land in the Greater Toronto Area (GTA).

Read on for more reasons to build a life and business in Brampton.



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Brampton has become synonymous with business. In the past five years, new business and development have been drawn to the city and have sent industrial and commercial construction figures soaring. A number of factors have contributed to the rapid growth. The opening of the Express Toll Route (ETR) 407, availability of employment land, excellent highway and rail infrastructure, as well as proximity to Toronto Pearson International Airport have driven investment in recent years.

"Brampton has been thriving from a strong local economy," says Jeff Baines, manager of economic development with the City of Brampton. "In the first quarter of 2005, we've already seen a 160 per cent increase in industrial development over the same period last year."

Baines adds that the city is also benefiting greatly from the fact that Mississauga is approaching its capacity for development, while Brampton is just over half built out. "We share many of the same transportation links and infrastructure as Mississauga," says Baines, "and for that reason, we're expecting growth to continue at a steady level over the next two decades."

In 2004, Brampton was the second most active construction market in the GTA and in Canada. Construction activity in the city peaked at \$2.7-billion. East and west Brampton continue to experience a high rate of business park development. Much of the development is occurring along the 407 ETR corridor. Yet, Brampton still boasts one of the largest supplies of available land in the Greater Toronto Area (GTA).

But space is only one key attraction to new businesses choosing Brampton. Location within the GTA market is another. The GTA is the fifth largest urban region in the U.S. and Canada, and the country's largest, most diverse consumer and commercial/industrial marketplace.

Transportation connections linking Brampton to the GTA and other markets are yet another top reason corporations choose this city. "All roads



The Magna Technical Training Centre provides apprenticeship training in four trade areas at a 64,000-square-foot facility.

## BIG NAMES *come to Brampton*

### Key sectors flourish as city's business attraction rates remain high

lead to Brampton" is the City's motto and its proximity to six 400-series highways, rail lines and airport sells well with businesses requiring extensive distribution capability.

Company managers in Brampton have a lot to say about their employee base. The growing and

diverse population has been described as having plenty of spirit and a dedicated work ethic. They're also well educated and skilled — just what employers are seeking. Brampton's location within commuting distance to 10 universities and 11 technical colleges ensures a supply of quality

labour for many years to come.

Every year, new businesses choose Brampton and 2004 was no different. Millard Refrigerated Services, Swissplas Limited, Ryerson Tull, Symbian Lighting and NAFTA Foods & Packaging were a few of the new names Brampton added to its growing and enviable list of businesses. Later this year, Brampton will become home to the Loblaw Group of Companies new corporate head office and the Bombay Company's new head office and distribution centre.

Not only is new business moving in, but local business is demonstrating confidence in Brampton by reinvesting more than \$19.3-million in expanding existing facilities. Coca-Cola Bottling Company, Maple Lodge Farms, ABC Group, Degussa Canada, Data Business Forms and Pre-Con Inc. are a few companies that did so in 2004.

#### Advanced Manufacturing

Brampton brings some pretty incredible products to the Canadian and international markets. If you drive a Chrysler 300 or snack on Humpty Dumpty potato chips, you're enjoying a Brampton-produced product.

Construction has begun on the Advanced Manufacturing and Design Technologies Centre (AMDTech) opening in fall 2005 at the Davis Campus of the Sheridan Institute of Technology and Advanced Learning. The multi-million dollar project initiative will allow new academic programming partnerships with the manufacturing industry as well as opportunities for applied research.

Automotive production represents the lion's share of Brampton's advanced manufacturing sector. Brampton is located within a three-hour drive of 97 per cent of Canada's light-vehicle production capacity and within a one-day drive of the largest concentration of Canadian and U.S. vehicle assembly plants. Brampton is home to 23 per cent of Ontario's 40,000 automotive sector jobs. DaimlerChrysler, Magna, Matcor Automotive,

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## Meet in style at Brampton Business Executive Suites

Brampton Business Executive Suites, a stylish office complex, opened September 2004 with 19 fully furnished suites for rent.

Located in the financial district of Brampton's downtown, the site is just walking distance away from the GO Train, VIA Rail, Brampton Transit, and City Hall.

"There is (a service) for small business owners like this in Mississauga and Toronto, but I was surprised there wasn't anything in Brampton," said Kapil who owns the George Street building. Brampton Business Executive Suites is now filling that void by offering office space ranging in size from 100 sq.ft to 350 sq.ft.

The facility provides services available in a large corporate setting like boardrooms, receptionist services, and top of the line furniture.

The building provides virtual office services for business owners who still want to work out of



"Among other building projects, the theatre, and high rise structures coming up, Downtown Brampton is poised for tremendous growth," says Amrit Kaur, Vice President, BBES

their home or don't need full-time office space.

The Boardroom, Meeting Room, and Day Office can be rented for meetings with important clients, an independent place to meet, or for out of town businesses who need to meet in Brampton.

For information, call 905-454-7902 or e-mail info@bbes.ca. Visit www.bbes.ca.

Massiv Die-Form, and SKD Automotive are among the sector's key players in Brampton.

With over 4,000 employees, the DaimlerChrysler Canada Inc. Brampton Assembly Plant is the largest private sector employer in Brampton. DaimlerChrysler's Brampton Assembly Plant exclusively builds the Chrysler 300, Dodge Magnum and the Dodge Charger.

"Over the last three years, DaimlerChrysler has invested more than \$2.6-billion into its Canadian plants in both Brampton and Windsor," notes Alberto Gonzalez, Plant Manager, Brampton Assembly Plant, DaimlerChrysler Canada Inc. "With more than 20 per cent of Ontario's automotive sector workforce located in Brampton, this is a great location for us to find qualified employees and a great location for families to call home."

#### Aerospace

Brampton-built simulator flight systems are used by the military. NASA uses the Canadarm, developed and built by MDA in Brampton, to retrieve satellites in space. Companies in this sector are clearly putting Brampton on the map. The city's employment in aerospace accounts for more than 7 per cent of Ontario's total employment in the sector. Ontario sells and exports more than \$5.5-billion in aerospace products and services to more than 80 countries each year.

Brampton's MDA and Atlantis Systems Corp. are among the province's top 15 aerospace leaders. Other major aerospace companies in Brampton include ABB, Aircraft Appliances & Equipment, Ben Machine Products and RO-Star Precision.

Atlantis Aerospace came to Brampton in 1980, mainly because of proximity to the airport, and hasn't looked back on its decision. "We had to inquire into some government processes for actions we've been considering, and our federal MP for Brampton has been quite helpful in queries we've made about government processes," says Paul Maasland, vice-president of business development.

#### Information and Communication Technology

The Information and Communication Technology (ICT) sector is driving the information revolution.

ICT companies can draw from the Davis Campus of the Sheridan College Institute for Technology and Advanced Learning, which offers ICT-related courses including Computer Programming, Computer Science Technology, Systems Analyst and Telecommunications Technology.

Major ICT companies include Nortel, Sentrex Communications, and Open Storage Solutions.

Nortel's global head office is located in Brampton.

Nortel is the fourth largest private sector employer in Brampton, with 1,100 employees in an approximately 1-million-square-foot head office facility on 64 acres of land. After setting up in Brampton in 1963, Nortel converted a former manufacturing facility into its current Canadian head office location in 1996.

"Nortel has a rich heritage in Canada and the Greater Toronto Area," notes Ann Fuller, Nortel spokesperson. "Our Brampton location will continue to be a central focus for Nortel's leadership team and global operations."

#### Retail Administration and Logistics

Brampton's available land and transportation networks are especially attractive to retail administration and logistics companies. They can access 5-million consumers in the GTA and 120-million within a 24-hour drive via six 400-series highways. This sector accounts for 12 per cent of Brampton's employment base and 6 per cent of the GTA's retail and wholesale trade employment.

Canadian Tire, HBC Zellers Inc., The Gap/Old Navy, ACCO Canada, Martin Brower of Canada, among others, have taken advantage of Brampton's ample land for their operations.

Canadian Tire operates a 1.4-million-square-foot distribution centre in Brampton and, with 1,240 employees, is the third largest private sector employer. "Most of our employees are from Brampton and what has really impressed us most about them is their spirit," says Lisa Gibson, spokesperson for Canadian Tire. "Our employees do a lot of shift work and it's pretty amazing to see them come in on off hours for our community fundraising activities."

#### Life Sciences

Revolutionary breakthroughs in the life science sector are taking place within the GTA — Canada's largest cluster of life science companies, and home to more than 40 per cent of Canada's life science industry. Brampton's location within the GTA enables companies here to be within a 30-minute drive of more than 100 major biotechnology firms.

More than 2,000 people were employed in Brampton's life science industry in 2002, accounting for 5 per cent of local employment. The sector experienced growth of 35 per cent between 1997 and 2001 — four times faster than any other sector in the economy.

McMaster University, the University of Guelph, and the Hamilton Health Sciences Corporation are all within a 45-minute drive of Brampton. These organizations are known for



DaimlerChrysler is just one of Brampton's larger employers that counts on a vast labour pool.

their medical and biotechnology research.

Brampton has attracted Gamma-Dynacare, McKesson Canada, Taro Pharmaceutical, OSG Ivers-Lee Limited, Med Science Canada among other top names in the life science industry.

Since coming to Brampton 12 years ago, Taro has continued to invest, purchasing two additional buildings and leasing a third. "Brampton has provided us with a large pool of qualified personnel to staff our research centre and our manufacturing facility," says Doug Robins vice-president, sales and marketing at Taro. "We export 94 per cent of the product we manufacture, therefore location is important to us and Brampton is the distribution capital of Canada. In addition, the city being responsive to our needs. One small example is installing a traffic light at the end of East Drive to facilitate safe left turns by our employees onto Bramalea Road."

#### Food and Beverage

Taking advantage of the rich life science industry in Brampton are a number of food and beverage companies. Brampton provides these companies

with close proximity to research and development, including location within commuting distance of the renowned Guelph Food Technology Centre — Canada's only independent technology centre specializing in confidential food research and development.

Key manufacturers in Brampton's food and beverage sector include Maple Lodge Farms, Maple Leaf Poultry, Quality Meat Packers, Coca-Cola Bottling, Italpasta, Bacardi Canada, Humpty Dumpty.

"We chose to build our largest production facility in Canada in Brampton because of the important benefits for our customers, our employees and the future growth of our company," says Michael Clark, area vice-president, Ontario, Coca-Cola Bottling Company. "Brampton is near the exact population centre of the Greater Toronto Area, our proximity to highways 407, 410 and 401 enhances our distribution and we have enough space for future expansion."

Whether your company is a major corporate player or a fledgling one-person enterprise, Brampton is your business advantage in today's competitive corporate world.

# Multiple training options

## Local schools provide practical education choices

**H**umber College is renowned for business both in Canada and abroad. The Business School helps students apply what they learn in the classroom to the real-life challenges businesses face today, and shows them how it all applies to a variety of exciting careers.

With Humber's broad range of business programs, students can find the course of study that best suits their needs. The Business School programs cover every major aspect of business today. Whether students choose the three-year Business Administration and Golf Administration programs, with university transfer options, or the more targeted two-year Management, Marketing, Law, Accounting, Fashion or Financial Services programs, Humber has the program that will prepare each student for the business career of his or her dreams.

In addition to diplomas for high school graduates, Humber's Business School offers e-Business and Paralegal degrees, and a host of post-graduate certificates for those wanting to top up their university degrees with practical applications.

Humber offers the only four-year bachelor's degree in paralegal studies in Ontario. It gives graduates the critical analysis, research and communication skills they need for a variety of specialized careers within the legal community.

Humber's partnerships with leading professional organizations enable students to earn credits toward important professional designations in human resources, professional sales, financial planning, certified general accountancy and Canadian Securities.

Because Humber operates year-round on two campuses, students can tailor their studies to accommodate employment opportunities, or fast-track to join the workforce in record time. On-line learning is also available for many of the Business School courses.

Whether it's joining that prestigious firm, or starting a new business venture or practice, Humber's Business School enables students to reach their goals.

In September of 2005, the Sheridan College Institute of Technology and Advanced Learning



Humber College has several campuses facilitating student access. Shown above is the North Campus in nearby Etobicoke.

will welcome students to its new Centre for Advanced Manufacturing and Design Technologies (CAMDT) at Sheridan's Davis Campus in Brampton. The campus is located in one of the most industrialized local economies in Canada.

The 18,000-square-foot Centre will house state-of-the-art labs and a flexible automation

and fabrication centre to support a new advanced co-op diploma program in Manufacturing Engineering Technology, as well as new post-graduate programs in Integrated Manufacturing Systems, Solid Modeling, and Manufacturing Management.

In addition to the Davis Campus, Sheridan has two campuses in Oakville.

## Where do you sit with your career?

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# Are you searching for a long term care centre?

## Region of Peel Long Term Care — A Tradition of Caring

As with many adults today, you may find yourself responsible for the care of an elderly relative. Your loved one may have medical needs or require assistance with personal care and activities of daily living; all of these tasks can be very challenging at times for caregivers to address. If you are considering placing your loved one in a long-term care centre, it is important to know your options so that you can make an informed choice.

Long-term care centres, also known as nursing homes, offer a wide range of nursing and personal care services to older adults whose needs can no longer be met in their current home. These centres are operated by a mix of private corporations, charitable organizations and municipal governments. All long-term care centres, irrespective of the operator, are consistently funded and regulated by the provincial government. Client accommodation fees and core services are set by provincial legislation and are the same for all long-term care centres in Ontario.

Region of Peel Long Term Care has more than 100 years of experience as a municipal provider of long-term care services. Our tradition of caring is founded on strong Regional Council support for accessible and accountable long-term care services; on established partnerships with community agencies; and on the passionate work of dedicated staff and volunteers.

We currently operate five long-term care centres — Davis Centre in Bolton, Peel Manor and Tall Pines in Brampton, and Malton Village and Sheridan Villa in Mississauga. Our centres are committed to providing comprehensive resident-focused care. We offer a wide range of services and programs, including music and horticultural therapies, creative arts, community outings and cultural events that celebrate Peel's diversity.

"We value our partnerships with community organizations that enable us to offer a variety of services, support for caregivers, intergenerational programming and visits from local groups," says Janette Smith, Region of Peel's Director of Long Term Care. "We receive tremendous support from our volunteers whose energy and enthusiasm are so important for our residents."

Volunteers help us develop the unique character of each of our centres. They provide companionship and help during meal times, accompany residents on trips, join in a variety of activities and assist in maintaining outdoor gardens to create a beautiful environment for residents to enjoy.

Our centres also offer Adult Day Programs where participants from the community enjoy physical and mentally stimulating activities in a supervised setting. Adult Day Programs enable participants to interact in a variety of social, recreational and therapeutic programs designed to satisfy the many interests of older adults, such as gardening and spiritual services. Caregivers can run errands or take a break knowing that their family member is in a healthy, safe environment and will receive a nutritious meal and snacks.

All Region of Peel Long Term Care Centres operate in accordance and compliance with the relevant legislation of the Ministry of Health and Long-Term Care and the policies of the Region of Peel. Peel Long Term Care is accredited by the Canadian Council on Health Services Accreditation, the long-term care sector's gold standard of quality service.

For more information about the Region of Peel Long Term Care Centres or to arrange for a tour, please visit our Web site at [www.peel-longtermcare.ca](http://www.peel-longtermcare.ca) or call Health Line Peel 905-799-7700.

# Region of Peel

## Long Term Care Centres and Services



With more than 100 years of experience in providing long-term care services, we understand that long-term care is about more than just meeting physical and health care needs; it's about creating a caring, vibrant resident community.

We are committed to providing personalized care and an enhanced quality of life for our residents and Adult Day Program participants.

We now operate five long-term care centres in the Cities of Brampton and Mississauga and the Town of Caledon, including our two new centres, Tall Pines and Malton Village.



**Davis Centre**  
80 Allan Dr., Bolton  
905-857-0975

**Peel Manor**  
525 Main St. N., Brampton  
905-453-4140

**Malton Village**  
7075 Rexwood Rd., Mississauga  
905-791-1179

**Sheridan Villa**  
2460 Truscott Dr., Mississauga  
905-791-8668

**Tall Pines**  
1001 Peter Robertson Blvd., Brampton  
905-791-2449

To learn more about our long-term care services or our Adult Day Programs, please visit us on-line at [www.peel-longtermcare.ca](http://www.peel-longtermcare.ca) or call Health Line Peel at 905-799-7700.



# Everything's Old & New Again

## at Brampton's Summer Theatre Festivals

If you love theatre then you are going to be spending a lot of time in Brampton this summer. From July through August, two festivals will feature everything from Shakespearean classics to all-new productions of comedies and dramas by the next generation of great Canadian playwrights.

Grab your favourite lawnchair and head for the 6th Annual Shakespeare in the Square Festival. It's FREE to the public and offers Shakespearean works outdoors at Brampton's City Hall in Ken Whillans Square.

This year's shows: Shakespeare's Globe Centre of Canada's *Merry Wives of Windsor* (July 1 to July 11) directed by Jeannette Lambermont. A.C.T. Productions' *All's Well That Ends Well* (July 22 to August 8), directed by Rod Ceballos and an all-female production of *Richard III* (August 12 to 29) directed by Scott Lale.

An all-female *Richard III*? "Why not?" asks Artistic Director Scott Lale. "Pretending to be someone you're not is what actors do. They play older, younger, a different class or nationality... *even species!* Why not gender?"

"That's what Shakespeare did. He wrote so few female roles for a reason: women weren't allowed to act. And the women he *did* create . . . were played by *men*."

"Now, 75% of auditioning actors are women. Why keep talent out of the spotlight? If audiences could take it 400 years ago, I think they can handle it today."

The festival closes with two evenings of hilarious, Shakespearean chaos featuring very unique presentations of *Taming of the Shrew* (September 2) and *Twelfth Night* (September 3).

The 2nd Annual NewWorks Playwrights Festival presents four staged works and eight play readings at Brampton's Heritage Theatre. A \$40 festival pass gets you into all 12 shows and readings!

NewWorks launches July 7 with Playing After Dark's hilarious production of *Self-Help for Dummies* by award-winning Brampton playwrights T. Gregory Argall and Todd McGinnis. When a self-absorbed psychologist is late for work, the growing

collection of "mixed nuts" in his waiting room are left to fend for themselves... with hilariously unexpected results. The show is directed by Tracy Rowland, who helmed last year's very successful, inaugural NewWorks entry *Gone Fishin'* by Todd McGinnis. According to the GUARDIAN Review, "Self-Help for Dummies is a laugh riot! . . . See it twice! . . . Feel proud that such great works are being created right here in Brampton."

*Sara's Cave* by Donald Molnar and presented by Abez Drama Projects, opens July 21. It is Passover, 1942 and a young Polish woman who is hiding a Jewish family in her root cellar must also billet two German officers who hate each other. Written by Donald Molnar over 11 years ago, this play has won several prestigious playwright's awards, and will now be presented on stage for its world premier. This powerful, hard-hitting drama is recommended for people ages 14 and up due to mature language and subject matter.

On August 4, *The Evil That Men Do* by Derek Dorey and Gerald Hess is presented by Raisin' Cain Productions. Did Shakespeare inspire the assassination of Abraham Lincoln? Edwin, Junius, and John Wilkes Booth — the reigning family of American theatre — are performing Shakespeare's *Julius Caesar*. In the audience: their greatest admirer, Abraham Lincoln and John Wilkes' nemesis, Union Agent Alan Pinkerton. The stage is set for assassination.

In the final NewWorks entry, one American's search for the Canadian Grail ends in a bar. Simple Truth Theatre presents *Canada Jacks*, by Xavier McDonald, starting August 18. Based on Lee Larson's book *The Province of Calgary*, this comedy introduces us to Jack, a proud American facing the closure of the Canadian-themed bar he runs in an American border town.

Call the theatre box office for tickets/show info at (905) 874-2800.



Construction is progressing rapidly on the new Performing Arts Centre in downtown Brampton.

## Setting the stage

### New Performing Arts Centre will draw thousands to city's arts and culture scene

History will repeat itself in spring 2006 when a state-of-the-art, 850-seat Performing Arts Centre opens in Brampton's downtown. It was 1922 when the city's downtown was transformed by the original Capitol theatre, now known as the Heritage Theatre, and the new Performing Arts Centre will do the same, but on a much grander scale.

The new facility will transform this thriving business centre into an arts and culture destination. Restaurants, shops and other services surrounding the centre will benefit greatly from the infusion of tourist and local traffic. When complete, the city expects the centre to generate \$2.7-million in economic activity in its first year. After five years in operation, that amount is expected to grow to \$19.8-million. The centre will attract approximately 55,000 visitors, and upwards, a year.

Brampton's professional and community performers will have exceptional technical and production facilities available through the Centre. Music, drama, dance, music theatre, ballet and

opera performers will regale audiences with full-scale productions.

In addition to theatre space, the facility will house a secondary hall and community space for meetings, small performances and catered functions. The centre will also have the capacity to produce live broadcasts.

"I look forward to the great shows the enhanced programs of the Professional Entertainment Series will bring to Brampton audiences, with bigger-name stars, large and more sophisticated musicals, and theatre and dance available right in the heart of downtown Brampton," says Steve Solski, manager of art, culture and theatre with the City. "We are not far away from booking the acts that will perform in the opening season of the NPAC schedule for the spring of 2006."

But the Performing Arts Centre is by no means the first and only place to go for first-class entertainment in Brampton. Other live theatre venues include the Heritage Theatre, the Lester B. Pearson Theatre and the Cyril Clark Library Theatre. Many churches and parks in Brampton



Production crew and actors on set filming in Brampton.

also provide aesthetically pleasing and acoustically appealing venues for musical performances.

At the heart of Brampton's heritage scene is the Peel Heritage Complex. The Complex houses a community of enchanting and educational facilities including the Art Gallery of Peel, Region of Peel Archives, Region of Peel Museum, Peel County Jail, and the Whitney Gallery. Whether you care to browse the work of historical or contemporary local artists, or explore the life of Peel's early residents, the Complex provides a variety of experiences for all ages.

Brampton is also home to a number of addi-

tional heritage sites. The Peel County Courthouse, next to the Heritage Complex, was built in 1867 and retains charming Venetian Italianate details that were popular in England during the time of its construction. The courthouse is still used for meeting and office space for the Region of Peel and has been a backdrop in many films. Alderlea, the Carnegie Library, and the Dominion Building also draw visitors back in time with their graceful architectural details and well-kept interiors.

Explore the cultural attractions of Brampton today. You won't be disappointed.



More than 35 financial services are located in downtown Brampton, including Royal Bank.

## Changing the face of downtown

Excitement runs high downtown as high-rise residential, performing arts centre, beautification initiatives take shape

There's an air of anticipation in downtown Brampton as business owners and residents await the opening of the Performing Arts Centre in spring 2006. Façade improvements are underway and residential high-rises are in the planning stages.

"A lot of planning is going on regarding Brampton's downtown, especially the Queen Street area," says Nancy Johnston, a senior economic development officer with the City of Brampton, who oversees downtown development. "The Brampton Downtown Business Association (BDBA) and the City are continuing to engage in beautification initiatives such as setting up decorative lampposts, hanging baskets, banners and planters."

The City anticipates the establishment of the Brampton Downtown Development Corporation sometime in 2005. The corporation will be a public-private partnership that will allow the City to implement economic development initiatives, and provide an opportunity to promote the downtown for residential development, and comment on downtown projects.

Five new proposals are currently in the works for high-density residential uses in the downtown. Construction will begin shortly on a 200-unit residential apartment building for a mix of seniors and singles by the Region of Peel. A 257-unit residential apartment building has been approved at Main Street North and Market Street. Proposals have been made for a 216-unit condominium on Church Street, and a 330-unit mixed use condominium of residential and hotel suites as well as office and retail, located on Main Street North and Nelson Street East.

Many major offices are located downtown. Nearly half a million square feet of office space is concentrated within a few blocks of the core office location in the city. The 'Four Corners',

located at Main and Queen, is the financial centre of the city with over 35 financial services located within the downtown including banks such as RBC Financial, CIBC and TD Canada Trust. The downtown also has over 30 law firms making it a centre for the legal industry.

"The City is doing a tremendous amount of work to attract businesses into downtown Brampton," says Dave Kapil, president of Brampton Business Executive Suites located downtown. Kapil and business partner and company vice-president Amrit Kaur opened the Suites in September 2004 in response to the growing number of downtown companies. Business professionals can rent fully furnished office suites or virtual offices, boardrooms and complete office services. The Suites are located near all major downtown amenities.

In 2006, downtown will become an even more vibrant destination with the completion of the Performing Arts Centre — the new shining star in the historic downtown core.

"We believe the coming Performing Arts Centre will be the trigger to attract people to invest in and move to downtown Brampton," says John Scarchilli, owner of Vesuvio's, a classy Italian restaurant that has been in operation downtown for 42 years, and spokesperson for the downtown restaurants.

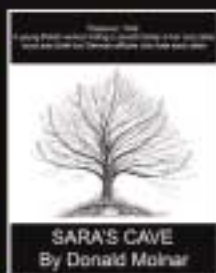
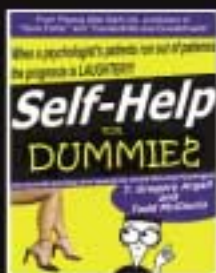
Many business owners are investing in their older store fronts and transforming them into attractive contemporary buildings. The City's downtown façade program provides an interest-free loan for 50 per cent of the cost of façade improvement up to a maximum of \$10,000, payable over 10 years. The City also offers design services and assists business owners through the construction process.

In downtown Brampton, change is looking very good.

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# Rising real estate

## City ensures new home development maintains healthy levels

In 2004, Brampton reported the most new residential construction of any city in Canada. That's even more than Toronto, Calgary, Montreal and Vancouver. In the same year, the City issued 9,567 residential construction permits with a value of more than \$2-billion — double the projected growth rate.

Such positive growth rates make for an exceptional selection of new home opportunities. However, the City wants to ensure the value of residence in Brampton is maintained and has approved a proposed cap on residential development to ensure growth is effectively managed and supported. As part of the City's Strategic Response to Growth, it has endorsed a proposal to limit construction of residential units to 5,500 a year.

"The proposed cap on residential development will be implemented in a manner that ensures development is focused on priority areas and managed in a way that ensures communities and neighbourhoods will have a stable infrastructure and access to City services," said John Corbett, commissioner of planning, design and development. "Growth of 5,500 units per year is manageable."

The cap will allow City services time to catch up to the expanding population, which in turn

will benefit new residents. The cap also bodes well to keep property taxes reasonable.

The proposed cap exempts all development in downtown Brampton and the Central Area. As housing applications already in the system will not be affected, it will likely be three years before the development cap has its full effect. Brampton still has more than 5,600 open hectares for additional growth and new homes will continue to go up to meet the demand for housing.

"Living in Brampton allows residents to be close to the heart of the GTA without getting caught up in all the frenzy of its core," says Ron Proctock, general manager of Arista Homes.

Lakelands Village is an exciting new community jointly developed by Arista Homes and Paradise Homes. Surrounding a natural setting with a lake at its heart, Lakelands Village is half way through the final phase, with 800 of a total of 1,400 homes already sold in less than a year and a half. Arista Homes and Paradise Homes are offering various innovative designs of semi-detached and detached homes on lots ranging up to 45 feet.

"New home buyers rarely find a site that offers such a natural setting so close to transportation, shopping and schools," says Barbara Townsend, executive assistant with Paradise Homes.

Spring Pointe, by Pointe of View, offers adults a tranquil lifestyle in a jewel of a country setting. Three four-storey buildings offer buyers 190 suites to choose from. Just behind the building is an expansive green space perfect for walking, biking and soaking up the natural landscape.

"This site is a real rarity," says Harvey Russell, vice-president of development with Pointe of View. "The development backs onto a massive greenspace that represents a tremendous value to the purchaser."

Conveniently located 10 minutes north of the airport, Spring Pointe offers access to the world, as well as to the smaller surrounding community and its parks, golf courses, restaurants, premier shopping and highway access.



Living room interior of the Trillium model home by Paradise Homes at Lakelands Village in Brampton.

## A kaleidoscope of neighbourhoods

Mattamy Homes is blooming in Brampton with a kaleidoscope of neighbourhoods that offer an exciting array of home styles.

In the prestigious Castlemore area, two Mattamy communities envelop homeowners in luxurious living. The Vales of Castlemore South is on the southeast corner of Airport and Castlemore Roads, and offers semis, plus detached homes on 36', 45', 47' and 50' lots. The Enclaves of Castlemore is on the northwest corner of Castlemore Road and Goreway Drive, with an exclusive enclave of 60' homes on quiet, tree-lined courts. The Sales Office is at Peter Robertson Boulevard and Bramalea Road. Call 905-799-7900.

Mattamy will soon return to successful Fletcher's Meadow with a new phase that encompasses three-storey townhomes, WideLot™ semis, and 36', 41' and 45' WideLot™ detached homes on the south side of Highway 7, east of Creditview Road. This prime location is adjacent to the new GO Station, and across the street from Fortino's and other handy shopping venues. The Sales Office and three model homes will reopen on Worthington Avenue, north off Bovaird (Highway 7), east of Creditview. Call



Photo: Jac Jacobson Photo

The living/dining room of the 1,890-square-foot Kingston (Elevation C) model home at Fletcher's Meadow.

905-840-8455.

Watch for a brand new transit-friendly Mattamy community coming soon to Brampton at Queen Street and Kennedy Road. To register, visit [www.mattamyhomes.com](http://www.mattamyhomes.com).

Mattamy's Sales Office hours are Monday to Thursday from 1 to 8 p.m.; Fridays from 1 to 6 p.m.; weekends and holidays from 11 a.m. to 6 p.m.

Mattamy is Canada's largest new home builder, and this year marks the company's 26th anniversary. For an overview of Mattamy's communities, visit [www.mattamyhomes.com](http://www.mattamyhomes.com).



## Give children a chance

Peel Children's Aid Foundation raises funds to help keep children safe and provide opportunities that most children take for granted, like educational bursaries, summer camp, dance and music lessons, class trips and sporting activities.

Your donation of financial support, sponsorship, goods or volunteer time can make an immediate, positive difference in the lives of vulnerable children right here in Peel.

Every child deserves a chance to experience a happy and nurturing childhood and become a productive, well-adjusted member of society. Together, we can help the neediest children in our community to make these goals a reality.

PEEL CHILDREN'S AID 

Please call Peel Children's Aid Foundation at (905) 363-6131 ext. 1155, or visit our website at [www.peelcas.org](http://www.peelcas.org) to learn how you can help.

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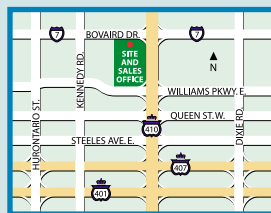
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# C O N N E C T I N G

## BRAMPTON TO THE WORLD

### Major highway network, international airport and GO service anchor transportation options

Copperweld hasn't looked back on its decision to establish a location in Brampton. "The rail, truck and air transportation connections in Brampton have met our needs exceptionally well," says Glenn Dumoulin, general manager of marketing and sales for mechanical tubing at Copperweld's Brampton division. "We would highly recommend the city to any company needing to ship its products to any major markets."

Excellent connections are often the first reason businesses choose Brampton. They know they can ship their goods quickly to critical destinations. Located within the Greater Toronto Area (GTA), Brampton is close to key markets.

Highway 410 is the major north-south artery serving the city and connects Brampton with Highways 401 and 403. It will soon be extended north to Highway 10. The final phase of Highway 410 will be completed over the next 10 years.

Many businesses have been attracted to

Brampton because of the Express Toll Route (ETR) 407 highway. The 407 provides fast, east-west travel through the southern part of the city and connects to Highways 427, 410 and 403.

Brampton is located next door to Canada's busiest airport. The Lester B. Pearson Airport has the fourth highest passenger volume in North America. Passengers can fly with non-stop service to 24 Canadian cities, 52 U.S. destinations and take advantage of same-plane service to 38 additional international cities. By 2010, the airport is expected to handle more than 40 million passengers and 530,000 tonnes of cargo annually. A \$4.4-billion redevelopment process is currently transforming the world-class facility into an even more impressive flight centre.

The CN Brampton Intermodal Terminal is one of Canada's largest intermodal terminals. The 196-acre site terminal operates 365 days, 24 hours a day and provides piggy back services, trans shipment and intermodal services, pool car services

and direct access to CN North America trunk lines by three tracks. The facility has expanded four times since opening in 1982.

GO Transit interconnects the entire GTA. Brampton has three major GO facilities, one downtown, one at Bramalea Road and Steeles Avenue, and a new one at Mount Pleasant at Bovaird Drive and Creditview Road. GO Transit connects riders to Toronto's Union Station, Yorkdale or York Mills terminals. GO also operates convenient service to the airport's Terminal 2 Arrivals level. Express bus service between Brampton and Oakville, Unionville, Square One in Mississauga, Bramalea, York University, Thornhill and Langstaff takes riders just about anywhere they need to go within the GTA.

Brampton Transit provides service that links to Mississauga, Vaughan, Toronto and to GO Transit service, which operates throughout the GTA. The transit service operates 1,600 bus stops and more than 200 bus shelters throughout the Brampton



Highway 410 is the major north-south artery connecting Brampton with Highways 401 and 403.

area, serving more than 7 million riders annually. A special express bus operates to Canada's Wonderland during July and August.

## The best is yet to come for Toronto Pearson

When the Greater Toronto Airports Authority (GTAA) opened the doors to the first phase of the new Terminal 1 last April, it ushered in a new era of passenger service in Toronto. Now, with construction focused on the second phase of the facility, visitors to Canada's busiest airport can clearly see the beginnings of the long-term vision for Toronto Pearson International Airport.

With long-term estimates of 45 to 50 million annual passengers by 2020, substantial investment in terminal facilities is required to meet the anticipated demands. Recent development of the new terminal's international Pier F, the key element of the second phase construction, has seen the structural framework elevated and is on schedule to be operational in mid 2006, with the end of the Pier to follow in March of 2007.

To maintain efficient airport operations and meet the interim requirement for additional international gates during second stage development, international passengers are presently being connected via airside bus operations to the airport's 11-gate Infield Terminal. This service will be modified in 2007 with the opening of Pier F. Designed for flexibility, the Infield Terminal is an extension



Once complete, Pier F will accommodate international operations offering passengers retail and concessions that reflect the international travel experience.

of the new Terminal 1 offering similar amenities and comforts found in the main terminals.

Beyond the noticeable benefits to air carriers and passengers travelling through Toronto Pearson, the GTAA's airport development strategy matches the thriving Southern Ontario economy and its industry sectors that rely on safe, efficient, customer-driven air transportation. As a result of airport activity, regional businesses generate more than \$14 billion in sales and over 138,000 jobs paying upwards of \$3.6 billion in combined wages.

The Greater Toronto Airports Authority (GTAA) is working hard at Toronto Pearson to further increase the efficiency of our operations, introduce productive new technologies and maintain excellence in customer service during the construction of its second stage of airport development.

Providing flexibility to multiple air carriers and attentive service to the travelling community, the GTAA continues to contribute to a thriving southern Ontario economy.

For more information visit [www.gtaa.com](http://www.gtaa.com)

## Plenty of places to shop

*Everything you need to buy you'll find in Brampton*

From large enclosed shopping centers, to power centres and even a seasonal farmers' market, shopping is plentiful in this growing multicultural community. Local malls just keep getting better as they expand and renovate to meet the needs of their customers. Big box stores have seized the opportunity of a growing population and are continually constructing new retail and commercial to fulfill the needs of the residents.

A Brampton landmark for more than 30 years, Shoppers World Brampton, located at the corner of Highway 10 and Steeles, is a convenient place to pick up just about anything you need. Shoppers World has also undergone a renovation, to the tune of \$22-million. New décor, enhanced lighting, a 400-seat foodcourt are all part of the new look. One hundred and seventy stores and services are located at Shoppers World Brampton, anchored by Canadian Tire, Zellers, The Bay, Staples Business Depot and Winners. Smaller tenants include Urban Behaviour, Sirens, Moore's, XTC, Le Chateau, and Fairweather. Shoppers World Brampton provides complimentary strollers, wheelchairs and walkers; complimentary coat and parcel check; gift wrapping; and 'Right to Your Door Service'.

Trinity Common, located at Highway 410 and Bovaird Drive, is one of the best and most extensive power centers you will find anywhere. After you choose from any of its 60 stores, catch a movie at Famous Players Theatre. Zellers, The Shoe Company, Bombay Co., Bowring, Marks Work Warehouse, Guess?, Danier Leather, Home Depot and Home Sense are just a few of Trinity Common's many choices.

Bramalea City Centre, the largest enclosed shopping center in the city, is looking better than ever after investing \$30-million into their facility. New columns, tile flooring, lighting, planters and leather furniture treat customers to a new comfort level while shopping.

Queen Street at Airport Road is becoming a new retail node in the city with big box stores such as Winners, Rona, Canadian Tire and Wal-



Nearly 50,000 people shop at the Brampton Farmers' Market held each year in downtown Brampton.

Mart are locating here. A number of restaurants including Williams Coffee Pub, Kelsey's, Boston Pizza and Canadian Bagel can provide you with eat in or take out food.

Shopping for food is just as easy. The largest Fortino's in the GTA is located at Bovaird and Chinguacousy Road. Fortino's offers a rich selection of international foods for Brampton's multicultural population.

For farm-fresh produce, visit the Brampton Farmers' Market. Approximately 50,000 people attend the farmers' market during the 17-week season. Vendors from Beamsville, Grand Valley, Niagara-on-the-Lake, Brampton, Inglewood, Milton, Georgetown, and Vineland set up their stands and sell their product. Every Saturday from June 18 to October 8, 7 a.m. to 1 p.m., Main Street N. and S. between John Street and Market Square Blvd. in downtown Brampton is closed to traffic and turns into a vibrant outdoor marketplace. At the height of the season there are up to 35 vendors selling Ontario seasonal fruit and vegetables, preserves, home made crafts, fine art, herbs, plants, flowers, lotions, honey, baked goods, clothing, meat, and more. Approximately 12 vendors participate in the Artists' Alley, located at the market on Main St. S. and run by the Brampton Arts Council.

## Swim, slide, skate, **SCORE!**

Brampton residents love their recreational opportunities best

According to a recent resident satisfaction survey conducted by the City, Brampton residents revealed that the city's parks and recreation services were their greatest source of pride.

Visitors are pleasantly surprised at the wealth of natural areas and recreational facilities in this industrious city. Brampton has more than 3,000 acres of parkland. Several parks are particularly large and well-known.

Donald M. Gordon Chinguacousy Park has plenty to do whether you're up for a run down its ski hill, or a visit to the barn and petting zoo. There's also a breathtaking botanical garden for viewing year-round in a greenhouse.

Gage Park is a great Brampton attraction, featuring an artificial outdoor ice skating trail during the winter months and inline skating during the summer, splash pad, children's play area and wonderful gazebo, found in many wedding photos. Popular community events and festivals are held in Gage Park.

There's even a manmade lake with a beach in Brampton at Professor's Lake where the 11-kilo-



Formula Kartways indoor racing facility in Brampton has the longest indoor track in Canada.

metre Professor's Lake Trail ends. Other waterways include the Credit and Humber rivers that wind their way through the city.

For a bigger splash, visit Canada's largest water park located in Brampton. Wild Water Kingdom has something for everyone whether you'd rather take it easy on the Lazy River or brave the Tidal Wave Pool.

Burn up that extra adrenalin at Formula Kartways, Canada's premier indoor racing facility. At a 1/4 mile, Formula Kartways has the longest indoor track. Formula's custom-built K1 cart is designed by Canada's top racing professionals. This is the closest you'll get to driving a real race car!

## Brampton embraces new HoJo

The Howard Johnson Express Inn and Suites Brampton has been a huge success since its grand opening on October, 7, 2004. Located on the Northwest corner of Queen Street East and Kennedy Road, the property has undergone extensive renovations and expansion. The quality and service of the hotel has so improved that it was honored with the prestigious Gold Medal Winning Property designation by AFM Hospitality Corporation, one of Canada's largest multi brand hotel franchisers. The Howard Johnson Express Inn and Suites Brampton services a variety of clientele and guests, including corporate, leisure markets, and sports teams. It also has an exclusive partnership with the William Osler Hospital to provide accommodation for its staff and compassionate rates for people and families that need to be located near the hospital.

The hotel has 100 beautifully decorated rooms with all the modern amenities that have now become standard including in-room hair dryers, coffee makers, iron and boards, free high-speed wireless Internet, and what is now becoming the hotel's trademark, the deluxe complimentary con-

tinental breakfast. Guests are raving about the breakfast nook that goes above and beyond your traditional muffin and coffee selection. The Howard Johnson Express Inn and Suites Brampton has also finished the construction of the Kennedy Banquet Hall and Queen Boardroom with no expenses being spared on these facilities.

More importantly, the Howard Johnson Express Inn and Suites Brampton "has immensely improved" the Queen Street corridor according to Mayor Susan Fennell, who was a big supporter of the project from the beginning. The goal was to have a good quality hotel in the area, "something Brampton could be proud of." Howard Johnson Express Inn and Suites Brampton not only achieved this goal, but also exceeded it.

Essentially, what really makes this hotel special are its employees. The staff provides a down to earth and unassuming service that makes you feel at home.

Howard Johnson Express Inn and Suites Brampton, 226 Queen Street East, Brampton, Ontario, L6V 1B8, (905) 451-6000, www.hojo-brampton.com.

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LENSCRAFTERS  
GALA GIFTS  
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WINNERS  
JAPAN CAMERA  
EB GAMES

#### Shopping Hours:

Monday - Friday: 10:00am - 9:00pm

Saturday: 9:30am - 6:00pm

Sunday: 11:00am - 5:00pm

Located at the northwest corner of Hwy #10 and Steeles Avenue

[www.shoppersworldbrampton.com](http://www.shoppersworldbrampton.com)

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