



BRAMM YARDS

COMMUNITY ENGAGEMENT PROJECT

SUMMARY REPORT

City of Kitchener
Economic Development
June 2024

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EXECUTIVE SUMMARY

The City of Kitchener's economic development strategy – Make It Kitchener 2.0 – identifies the need to develop leading facilities for entrepreneurs to advance health and med-tech innovations, centered around a new urban business park. Bramm Yards is a key City-owned development site that could accommodate such uses. In 2023, the City developed a proposed vision and set of principles identifying an ambition to develop the Bramm Yards into a leading-edge multi-use urban business park, including a primary intent to develop significant health-innovation focused employment space using sustainable development practices. The proposed vision and principles were shared with the community as part of an initial engagement process on the future of the Bramm Yards. The following report encapsulates the community engagement process, key findings recorded from stakeholders and the next steps in the development of a Bramm Yards Master Plan.

ENGAGEMENT PROCESS

Implemented over a twenty (20) week period, the Bramm Yards Community Engagement Project (CEP) utilized the following tools to gather input from residents and stakeholders :

1) Engage Kitchener (Online Platform)

The Bramm Yards CEP included a project page (inform) and an online survey (consult) to allow residents to provide input while eliminating time and location barriers. The online platform generated the following engagement results:

- Over eight thousand four hundred (8,400) project page views,
- Four thousand one hundred and sixty-five (4,165) page visits,
- Three hundred and eighty-eight (388) survey completions from eleven (11) different postal codes. 61.84% of survey respondents were located within the three (3) postal codes in Downtown Kitchener (N2M, N2G, N2H).

2) Open House Meeting

Hosted at the Victoria Park Pavilion, the open house meeting welcomed over thirty (30) residents to provide feedback and ask questions directly to Staff on the Bramm Yards development site.

3) Focus Group & Community Meetings

One (1) focus group meeting was held with thirteen (13) health innovation sector stakeholders (post secondary representatives, hospital CEO's, incubators including Velocity, Communitech and MIX). Two (2) community group meetings were held with three (3) local neighbourhood associations (Victoria Park, Cherry Park & Old Berlin) and the Board of Directors for the Downtown Kitchener BIA.

4) Advisory Committee Meetings

the following four (4) advisory committees of the City of Kitchener were consulted:

- Economic Development Advisory Committee (EDAC).
- Downtown Action & Advisory Committee (DAAC).
- Active Transportation and Trail Advisory Committee (ATTAC); and,
- Arts and Culture Advisory Committee (ACAC).

KEY FINDINGS

In general, community stakeholders expressed support for the mixed used development (i.e., inclusion of employment space, residential and commercial development) of the Bramm Yards, with the following key themes emerging from the CEP:

1) Innovation Employment Space

Consistent with Council's long term strategic direction, the inclusion of health innovation employment space was identified as the primary development principle for Bramm Yards. The construction of scalable innovation space will allow the City of Kitchener the opportunity to attract and retain innovation companies. With 25 to 30 innovation business scheduled to graduate from the UW Innovation Arena per incubation cycle, the City of Kitchener will be prepared to expand the existing health innovation cluster and stimulate future employment growth.

- 66.93% of survey respondents stated that maximizing the amount of employment was very important and somewhat important in the development of the Bramm Yards site.

2) Sustainable Development Practices

Community stakeholders expressed significant support for the inclusion of the District Energy project and other sustainable development practices in the development of the Bramm Yards.

- 85.93% of survey respondents stated that sustainable development practices were very important and somewhat important in the development of the Bramm Yards site (survey question #7).

3) Focal Community Spaces

The inclusion of community space was a consistent theme expressed by stakeholders. Stakeholders described community space in a variety of ways, such as exterior "park-like" spaces available to Bramm Yards residents, employees, and the surrounding residents in the neighbouring residential towers. During the Open House and Community Meeting, local residents identified the need for space(s) that would enable the congregation and connection of community members (i.e., exterior parks, interior community rooms, restaurant patios, etc.). Together, these spaces would position the Bramm Yards as the central gathering hub of the local neighbourhood.

4) Affordable Housing

The inclusion of affordable housing in the Bramm Yards Master Plan was a consistent theme expressed by stakeholders in the online survey, open house meeting, neighbourhood association meeting and advisory committee meetings. Affordable housing was defined by stakeholders as either below current residential market rates (discounted) or geared to income.

Some noted that if affordable housing could not be accommodated on site, the City should consider utilizing a portion of land sale proceeds to support affordable housing elsewhere.

NEXT STEPS

Utilizing the input gathered from the community engagement project, City staff will prepare a report for Kitchener City Council to consider the following:

1) Proposed Revisions of the Bramm Yards Vision and Development Principles

The proposed vision and development principles for the Bramm Yards Master Plan will be revised based on the feedback gathered through the community engagement process. Any proposed revisions must be compatible with Council's long term strategic directions and commitments.

2) Land Disposition Process

Implementation of a comprehensive land disposition process based on the revised vision and development principles as approved by Council.

3) Market Sounding Analysis

The City of Kitchener will perform market sounding analysis and establish a land development strategy to maximize the community benefit and impact from the redevelopment of Bramm Yards (ex. optimal date to proceed with the RFP).

4) Pre-Design Reports: Environmental, Geotechnical and Code

Initiate pre-design reports necessary for the development of Bramm Yards, such as:

- Phase One (1) Environmental Site Assessment (ESA).
- Phase Two (2) Environmental Site Assessment (ESA).
- Hydrogeological Assessment with limited geotechnical study; and,
- Analysis of the various codes based on the revised vision (ex: Building Code).

PROJECT OVERVIEW

PURPOSE OF THE COMMUNITY ENGAGEMENT PROJECT

The City of Kitchener's 2019-2022 Strategic Plan identified the need to develop a master plan for the Bramm Yards development site (55 Bramm Street and 130 Park Street). The Bramm Yards is part of a larger vision for the Innovation District and UW Health Sciences Campus which includes the UW Innovation Arena, home to the expanded Velocity programming.

The 3.2-hectare site (equivalent to 8 acres) is one of the most significant City-owned land holdings due to its size and location. The Bramm Yards is ideally situated to attract health innovation development given the proximity to Communitech (partnering with CAN Health), McMaster University's entrepreneurial programs, Conestoga College's innovation lab, broader proximity to Grand River Hospital and the Medical Innovation Exchange. The Health Industry is projected to experience significant growth as the Canadian population continues to age.

The purpose of the community engagement process is to acquire the input of residents' city-wide and stakeholders on the proposed Vision and Development Principles that will form the foundation of the Bramm Yards Master Plan and land disposition process.

Aerial Image of Bramm Yards Development Site



PROPOSED VISION FOR BRAMM YARDS MASTER PLAN:

The following proposed vision statement was provided to the community for feedback:

To develop a leading-edge, mixed-use urban business park that would include health-innovation focused employment, new housing, a vibrant streetscape with high-quality public spaces, built using leading sustainability practices.

PROPOSED DEVELOPMENT PRINCIPLES FOR BRAMM YARDS MASTER PLAN:

The following proposed development principles were provided to the community for feedback:

To build a vibrant mixed-use community based on the following key principles:

1) Integrate a Mix of Uses

- Develop a minimum of 750,000 square feet of employment space with ‘Health Innovation’ and ‘Medical Technology’ employment as the primary use.
- Maximize the integration of residential development where possible; and,
- Include ground floor commercial uses (ex: retail, restaurant, service).

2) Integrate Leading Sustainable Development Practices

- Strive for the integration of geothermal heating and cooling, including the potential for a geothermal district energy plant on site (up to 20,000 square feet); and,
- Strive for emerging industry standards such as net-zero carbon emissions.

3) Integrate Community Spaces

- Develop a vibrant streetscape.
- Provide high quality, outdoor public spaces.
- Include community space to be retained by the City; and,
- Introduce all ages and abilities active transportation connections through the site.

4) Design Expectations

- Leading-edge, high-quality architecture and finishes.
- A well-designed public realm.
- High quality landscaping.
- Integration of active transportation, including secure bicycle parking spaces; and,
- Reduce automobile parking/visibility of parking.

OBJECTIVES & SCOPE OF COMMUNITY ENGAGEMENT PROJECT**Level of Engagement**

The Bramm Yards Community Engagement Plan utilized two (2) levels of engagement:

1) Inform

All community engagement initiatives must inform the public. This is intended to provide the public with balanced and objective information to support understanding of City initiatives, as follows:

- a) General Public—enabling informed awareness of the City’s intentions to sell the Bramm Yards (a public asset), and to provide detail on the vision and development principles.

- b) Neighbouring Residents –enabling informed awareness of the potential for future development on the Bramm Yards and the development principles that would inform said development.
- c) Industry Experts/Development Community –enabling awareness of the future disposition process and the vision and principles, should they have an interest in engaging in the disposition process.

2) Consult

Consultation with the community allows participants to provide feedback by, for example, identifying preferences or communicating values. This type of engagement provides a simple and structured exchange of information with stakeholders that is streamlined, as follows:

- General Public –enable expression of preferences and suggested changes through an online survey.
- Neighbouring Residents –enable expression of preferences and suggested changes through an open house and community meeting.
- Industry Experts – enable expression of key industry insights critical to understanding health innovation requirements to ensure the land use and design aligns with business needs of a new urban business park.

Objectives of Engagement:

1) Sustain an Informed Public

- Provide timely, accurate, helpful, and easily accessible information to the community via methods and platforms designed to reach a wide audience.
- Facilitate increased interaction between the City of Kitchener and industry experts/residents, including reporting back what we heard and what is in scope and out of scope.
- Reduce or eliminate barriers for residents to communicate with the City.
- Clearly inform community members about how they interact with the City, what aspects are open to consultation and feedback, and provide easily accessible ways to be involved.

2) Seek Understanding of Community Perspectives

- Consult with the community to understand their perspectives on the proposed vision and development principles for the Bramm Yards.
- Strengthen City decision-making and planning while deepening understanding of various community perspectives.

3) Tap Into the Collective Intelligence of the Industry Experts

- Involving community perspectives in defining project issues, visioning, developing, and evaluating principles.

4) Ensure Transparency in Decisions, Actions and Decision-Making Processes

- Proactively help the community understand how and why decisions are achieved for development projects.

5) Enhance Collaboration and Communications Between Internal City Departments and Divisions

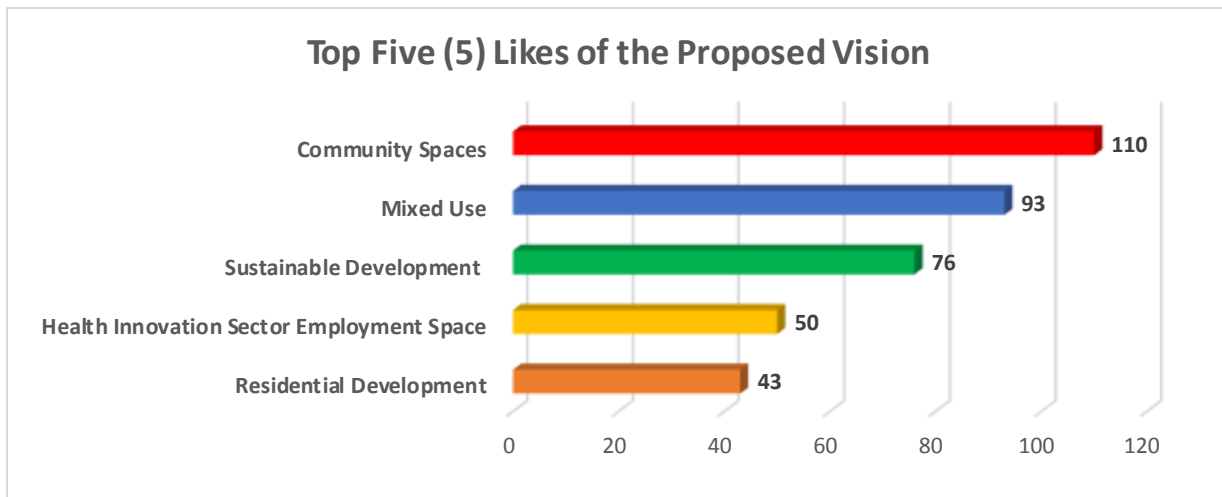
- Encourage effective cross-departmental communication, collaboration, and coordination, i.e., Growing Together –MTSA, Inclusionary Zoning, and District Energy Feasibility Study.

“WHAT WE HEARD” – SUMMARY OF ENGAGEMENT RESPONSES

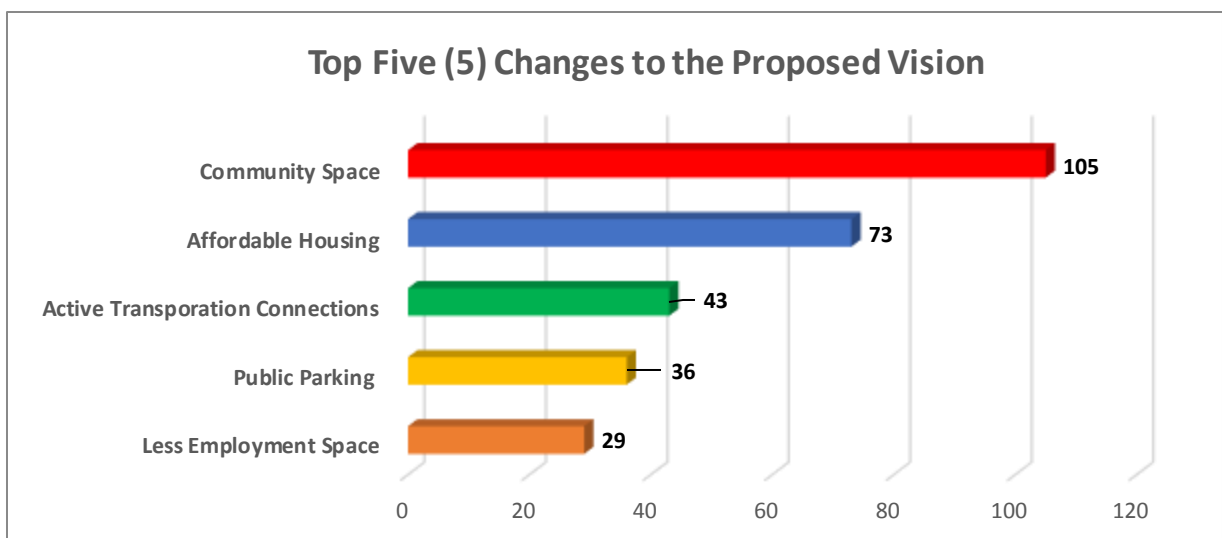
SUMMARY OF ONLINE SURVEY RESPONSES

The Bramm Yards Community Engagement Project collected three hundred and eighty-eight (388) online survey responses from City of Kitchener residents located in eleven (11) different postal codes. The following is a summary of the survey responses:

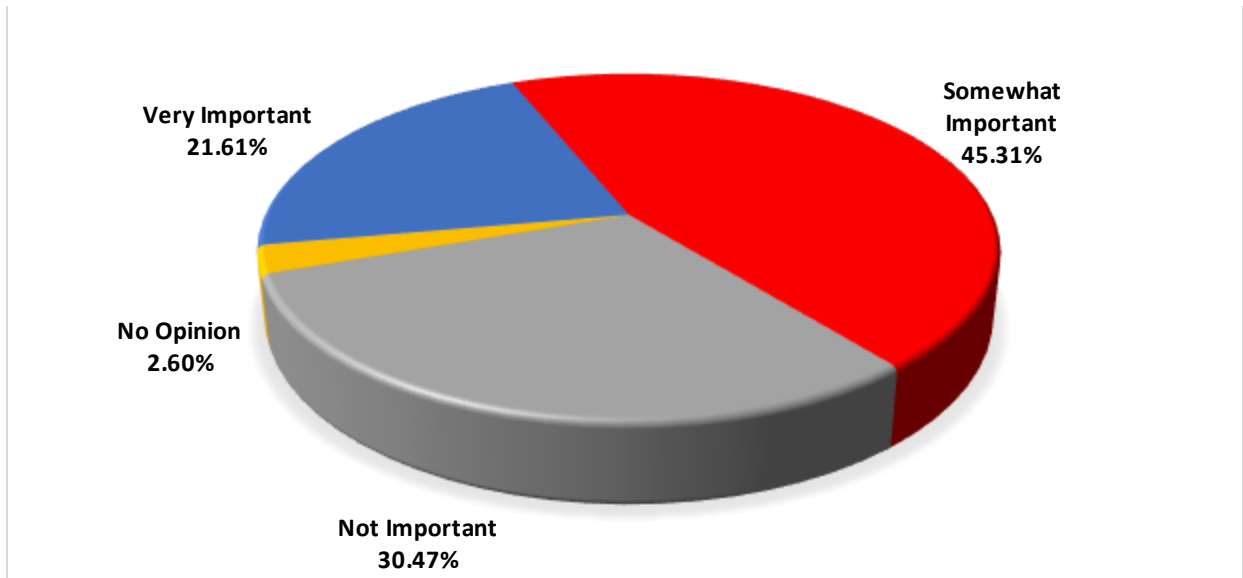
Question #1 What do you like about the Proposed Vision for the Bramm Yards Master Plan, if anything?



Question #2 What changes and improvements would you make to the Proposed Vision, if any?

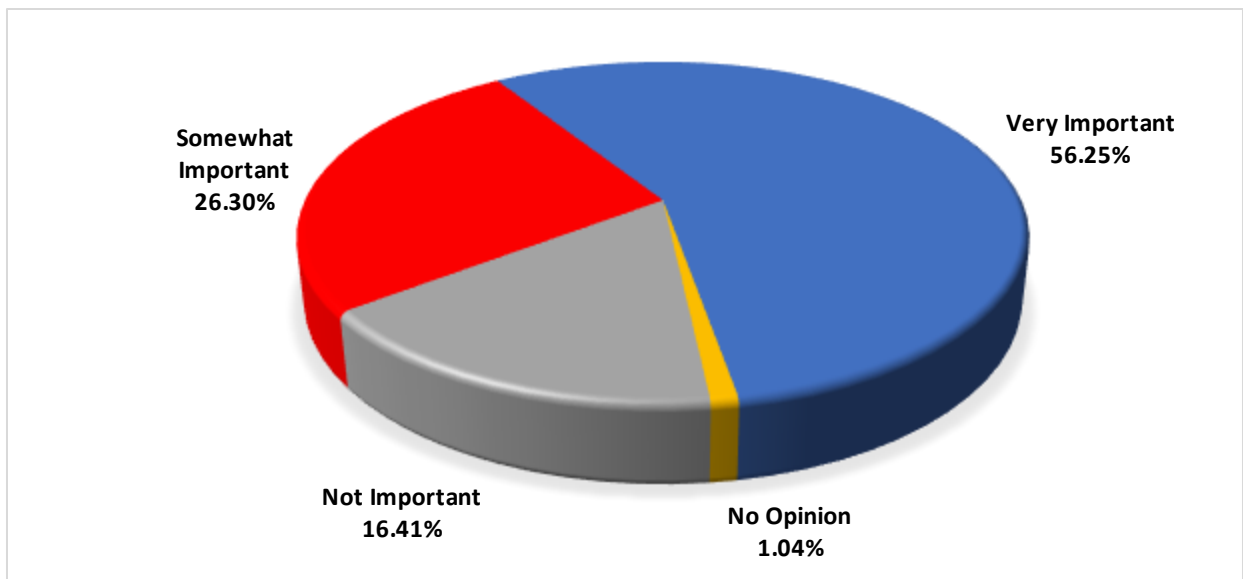


Question #3 How important is it to you that the City maximizes the amount of employment possible on the Bramm Yards Site?



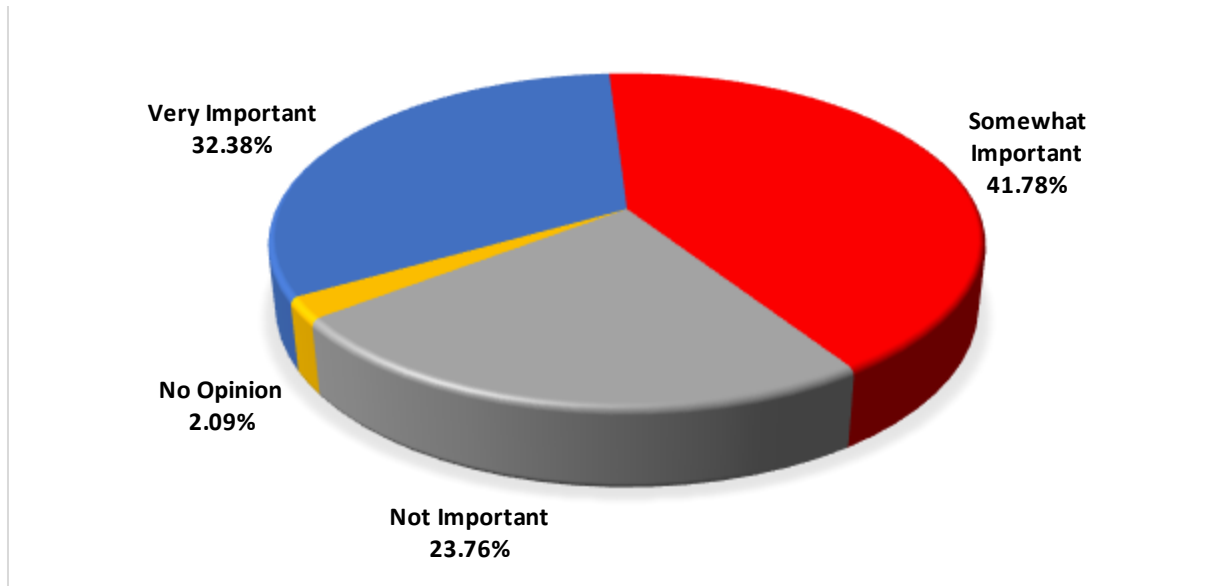
Note - 66.93% of survey respondents stated that maximizing the amount of employment was very important and somewhat important in the development of the Bramm Yards Site.

Question #4 How important is it to you that the City maximizes the amount of housing possible on Bramm Yards site?



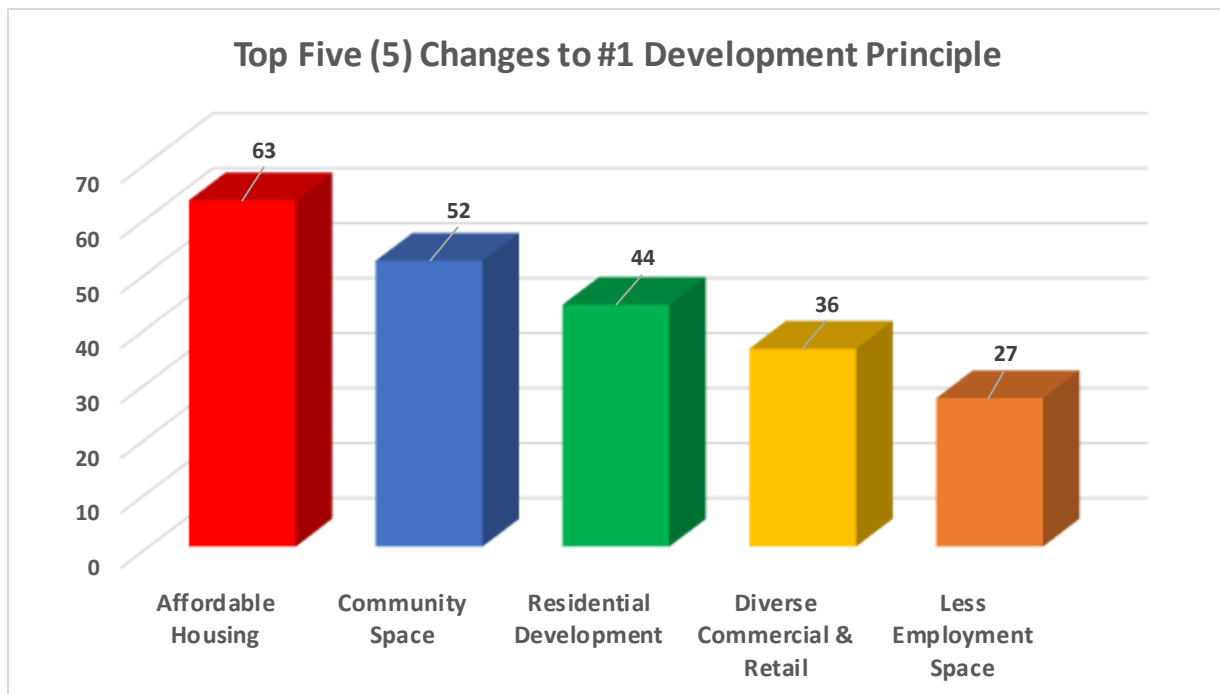
Note - 82.55% of survey respondents stated that maximizing the amount of housing was very important and somewhat important in the development of the Bramm Yards site.

Question #5 How important is it to you that the City ensures commercial uses are included on the Bramm Yards site?

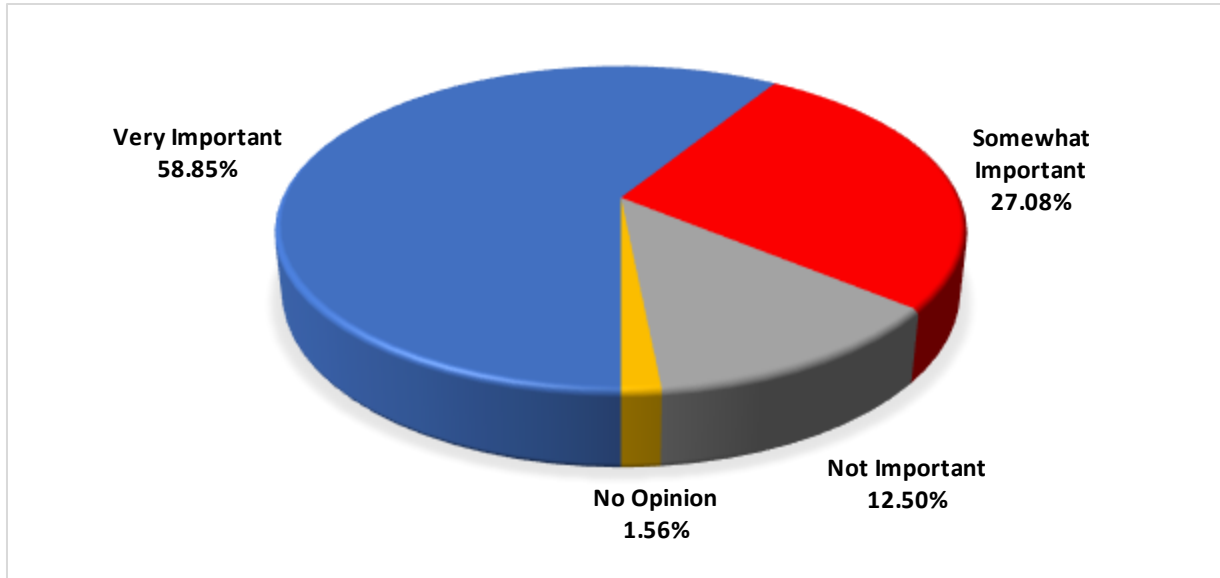


Note - 74.15% of survey respondents stated that the inclusion of commercial uses is very important and somewhat important in the development of the Bramm Yards site.

Question #6 What changes or improvements would you make to the #1 Development Principle (Mix of Uses), if any?

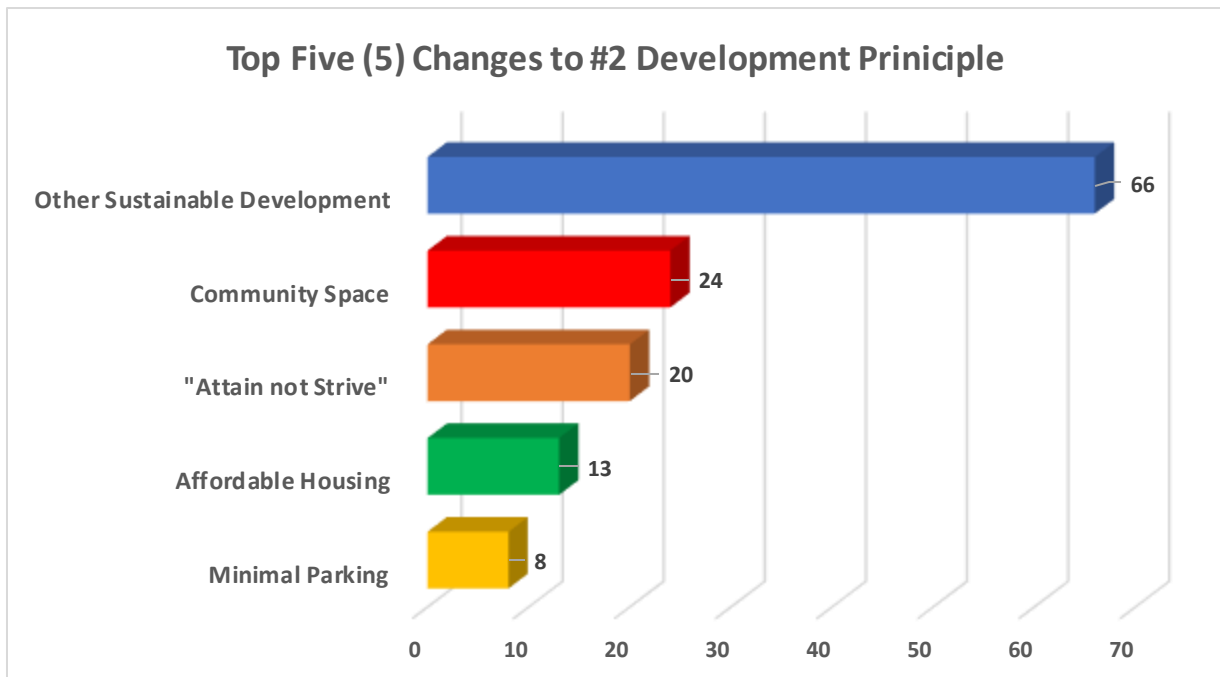


Question #7 How important is it to you that leading sustainability practices are utilized on the Bramm Yards site?

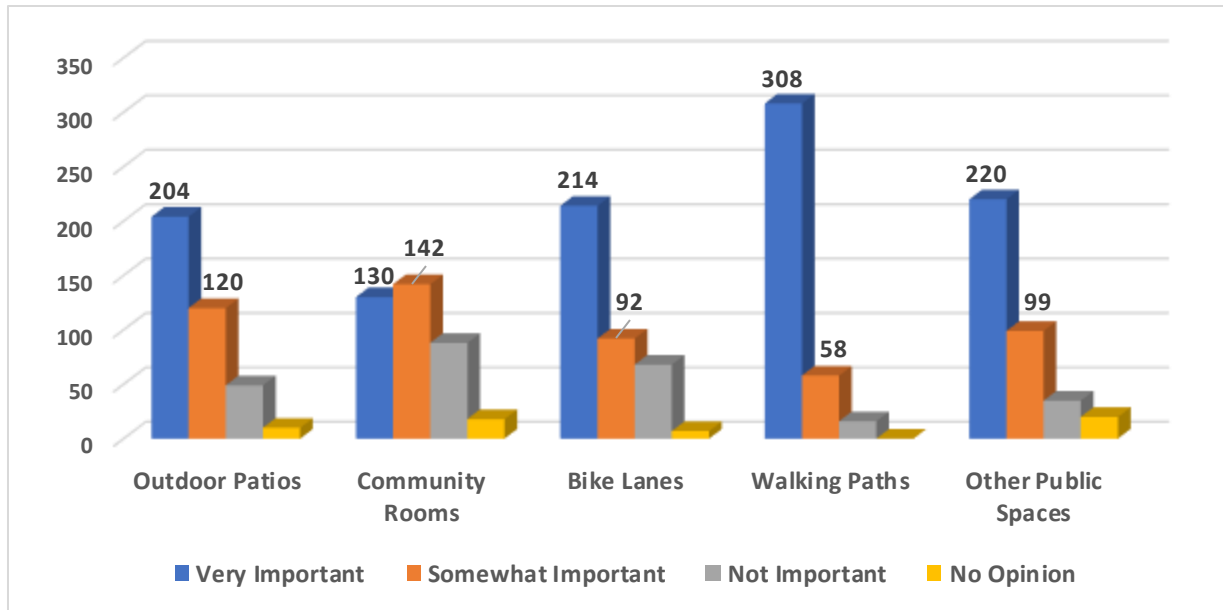


Note - 85.93% of survey respondents stated that leading sustainable practices were very important and somewhat important in the development of the Bramm Yards site.

Question #8 What changes and improvements would you make to the #2 Development Principle (Sustainable Development Practices), if any?

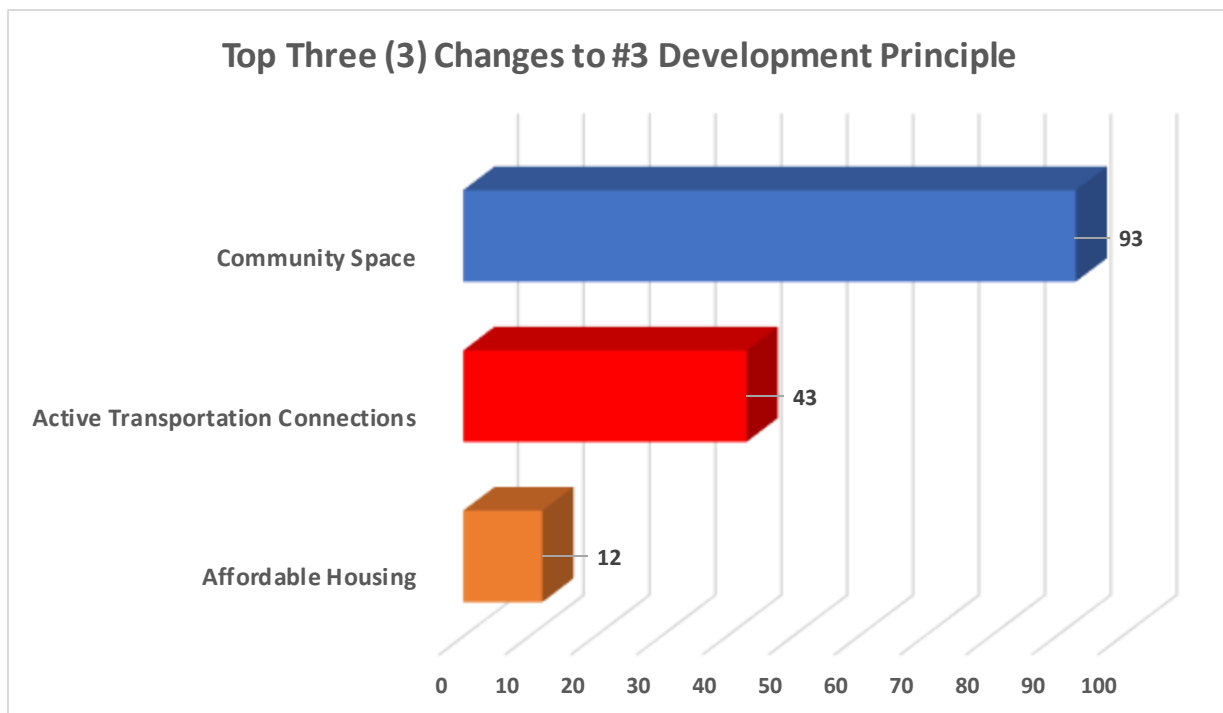


Question #9 How important is to you that the following community spaces are included in the Bramm Yards Master Plan?

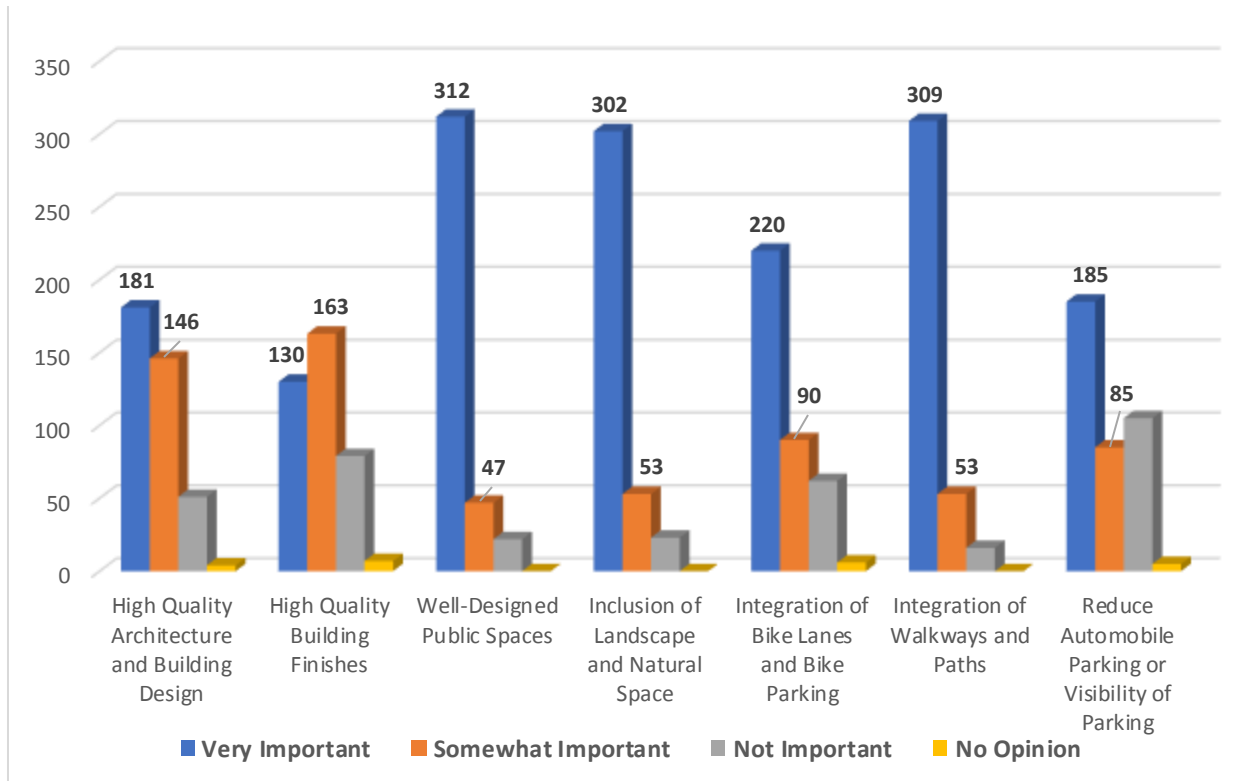


Survey respondents stated that active transportation connections, pedestrian throughfares, and other public spaces (green spaces) are very important in the development of the Bramm Yards site.

Question #10 What changes and improvements would you make to the #3 Development Principle (Community Spaces), if any?

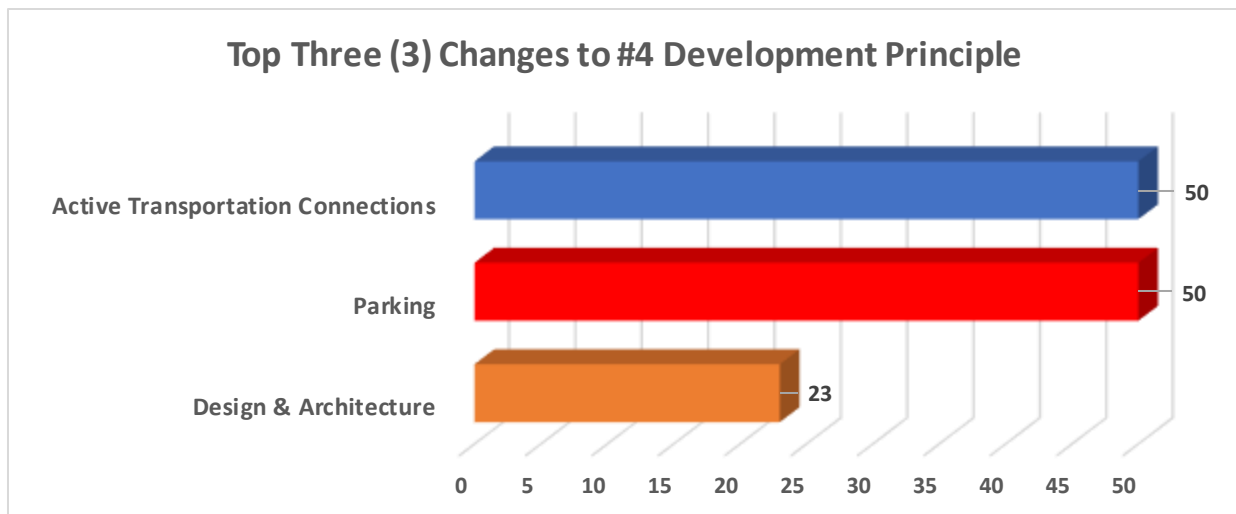


Question #11 How important is to you that the following design expectations are utilized on the Bramm Yards site?

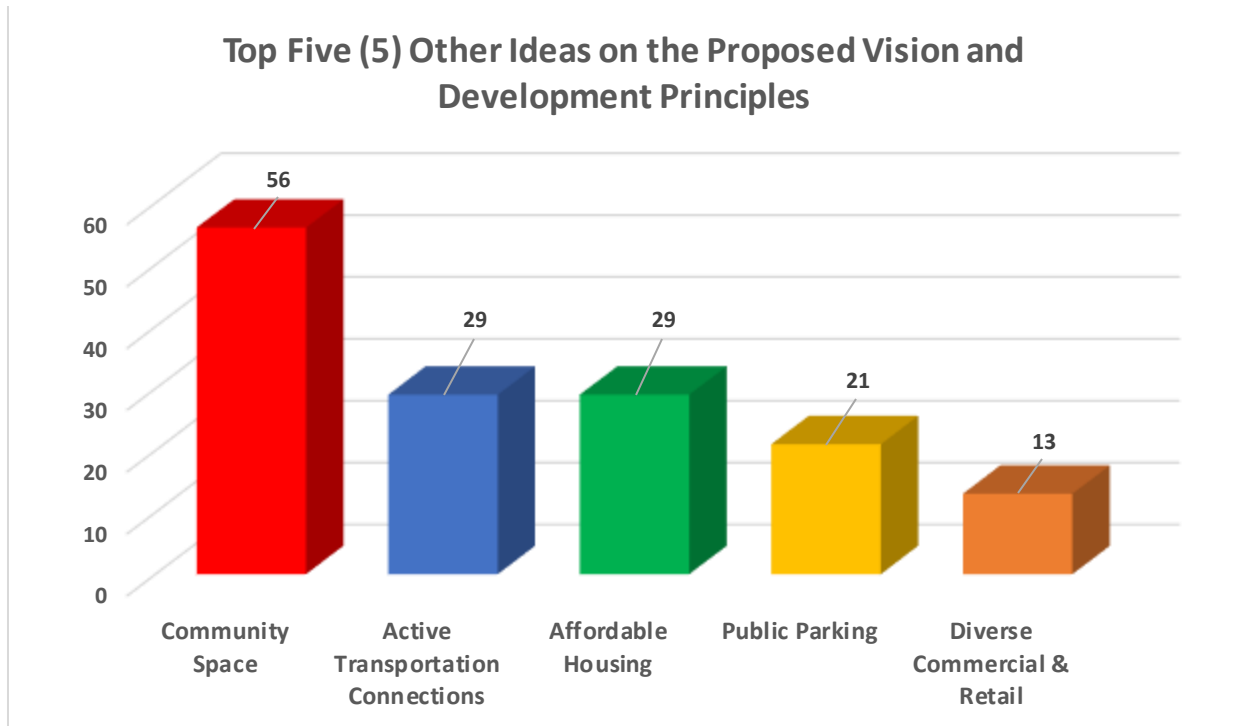


Survey respondents stated that well-designed public spaces, landscape & natural space, pedestrian throughfares, bike paths and bike parking are very important in the development of the Bramm Yards site.

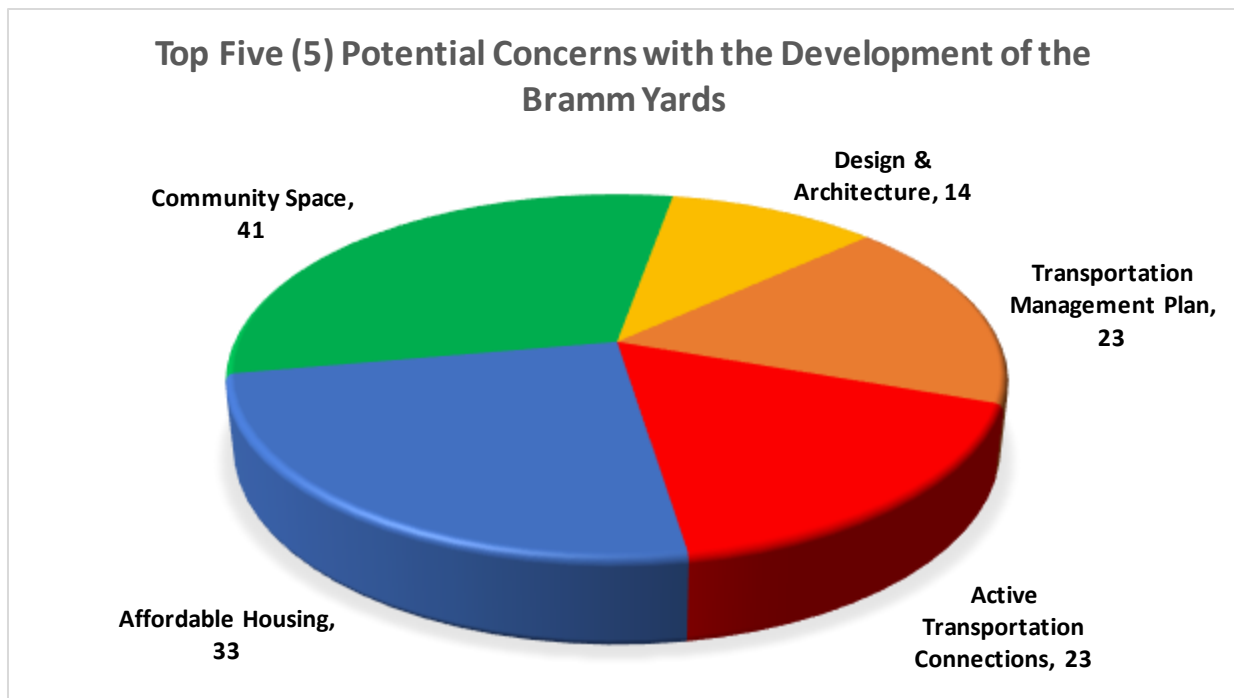
Question #12 What changes and improvements would you make to the #4 Development Principle (Design Expectations), if any?



Question #13 Do you have any other ideas on the Proposed Vision and Development Principles for the Bramm Yards Master Plan?



Question #14 Do you have potential concerns with the development of the Bramm Yards site that the City could address through the Master Plan?



SUMMARY RESPONSES OF ENGAGEMENT MEETINGS

The Bramm Yards CEP held a series of engagement meetings with community members to gather their input on the proposed vision and development principles for Bramm Yards. The engagement meetings created an interactive experience where community members could ask questions of City staff, exchange ideas and facilitate a productive conversation on the Bramm Yards site. The following represents the key summary responses that were recorded during the open house, focus group, community, and advisory committee meetings.

1) Integrate a Mix of Uses

- Vast majority of community members expressed support for the mixed used concept, i.e., inclusion of employment space, residential and commercial development on Bramm Yards.
- Employment space was identified as a priority by a number of residents with significant support for the pursuit of health innovation and medical technology sector as the primary development sector. Some community members did express concern with a single sector approach to employment space development and existing vacant office space in Downtown Kitchener.
- Health innovation entrepreneurs expressed frustration with the conversion of existing office space into wet lab space due to regulatory difficulties with extensive timelines. The lack of existing scalable lab space was considered an impediment to attracting and retaining new innovation companies in Kitchener.
- Institutional health innovation experts stated that the UW Innovation Arena is projected to graduate twenty-five (25) to thirty (30) start-up businesses per incubation cycle. The Innovation Arena graduates will require assistance sourcing capital for the transition from start-up to scale up enterprises generating revenue.
- Engagement participants supported the inclusion of residential development on Bramm Yards including affordable housing. Affordable housing was defined by participants as discounted residential market rates and/or geared to income rental rates. Participants expressed support for the concept of using a portion of the City's revenues from Bramm Yards land disposition for off-site affordable housing.
- Ground floor commercial and retail business development received positive support with a minority of participants requesting priority to be given to diverse local independent businesses, and medical practitioners.

2) Integrate Leading Sustainable Development Practices

- The integration of geothermal heating and cooling, including the potential for a geothermal district energy plant on site (up to 20,000 square feet) was supported in most engagement meetings. Stakeholders encouraged the inclusion of other sustainable practices including solar power, reclamation of rainwater, active transportation connections to public transit and community space with tree canopy; and,
- Attainment of emerging industry standards such as net-zero carbon emissions were deemed essential to the Bramm Yards Master Plan.

3) Integrate Community Spaces

- The majority of engagement meeting discussions revolved around the design of public outdoor spaces. The priority of participants focused on public green space and pedestrian throughfares between proposed buildings. The community spaces were to allow for a variety of mixed uses and to create a sense of “congregation” for neighbourhood residents.
- The design of the community spaces should foster the Bramm Yards as a central gathering point of the growing Innovation District and surrounding neighbourhood.
- The Victoria Park Neighbourhood Association expressed that up to 40% of the Bramm Yards site should be community space.

4) Design Expectations

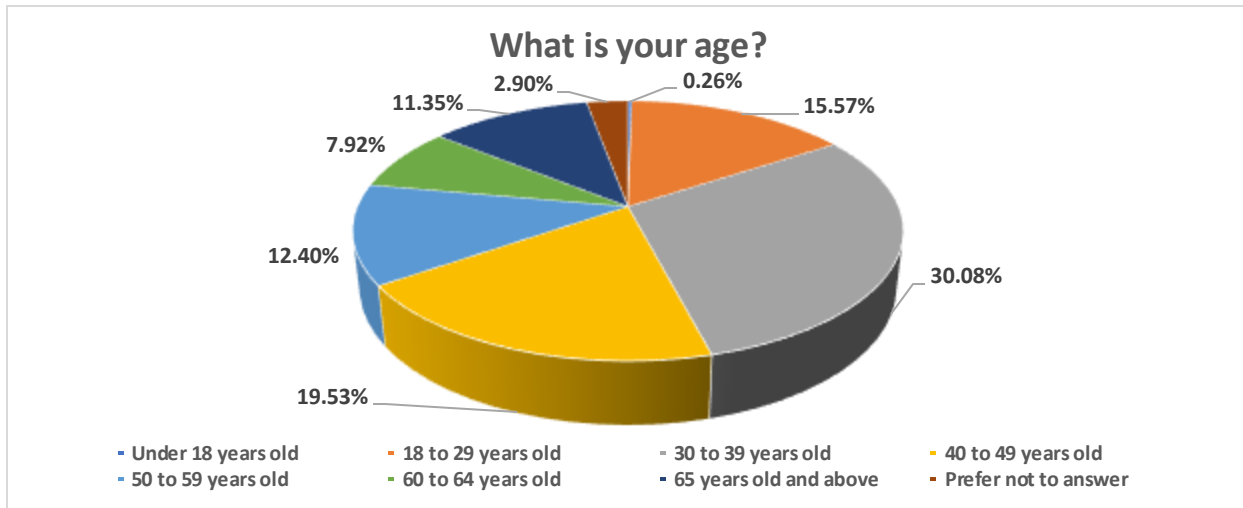
- Leading-edge, high-quality architecture and finishes received the majority of support from engagement meeting participants. The Bramm Yards should be a showcase of modern development that would include residents from diverse socio-economic backgrounds.
- Integration of active transportation, including pedestrian throughfares, secure bicycle parking spaces, connection to the Iron Horse Trail and ION hub.
- Consensus was achieved on the reduced visibility of automotive parking, but concern was expressed for the loss of neighbourhood and public parking as a result of the development of Bramm Yards.

CEP PARTICIPANTS PROFILE

As part of the online survey for the Bramm Yards CEP, engagement participants were asked to complete a series of demographic questions on age, group affiliation, gender, and location by postal code. The participants’ responses to the survey demographic questions are summarized below:

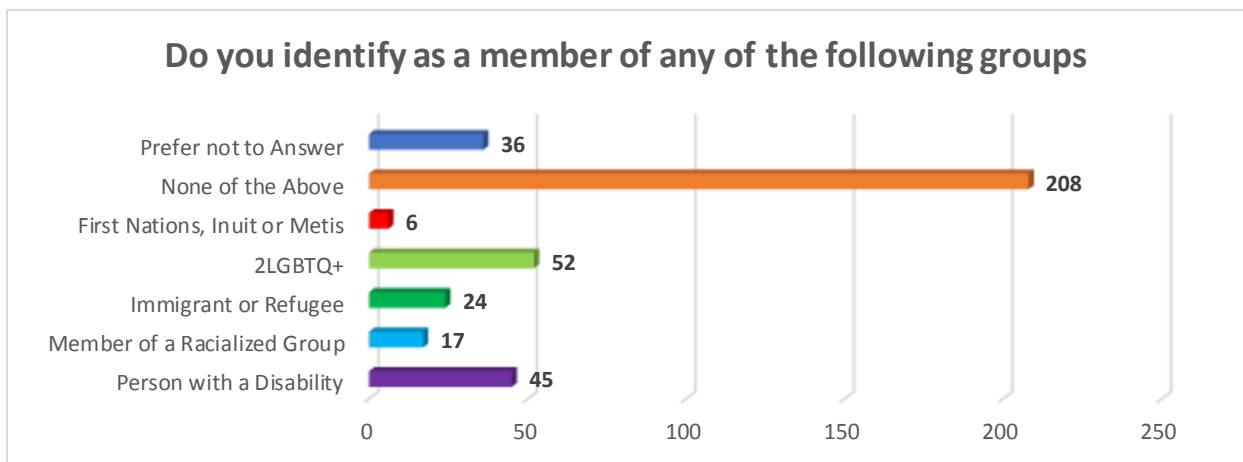
AGE RANGE

The figure below shows the age range of online survey respondents. Almost half of survey respondents (49.61%) were between the ages of 30 to 49 years of age.



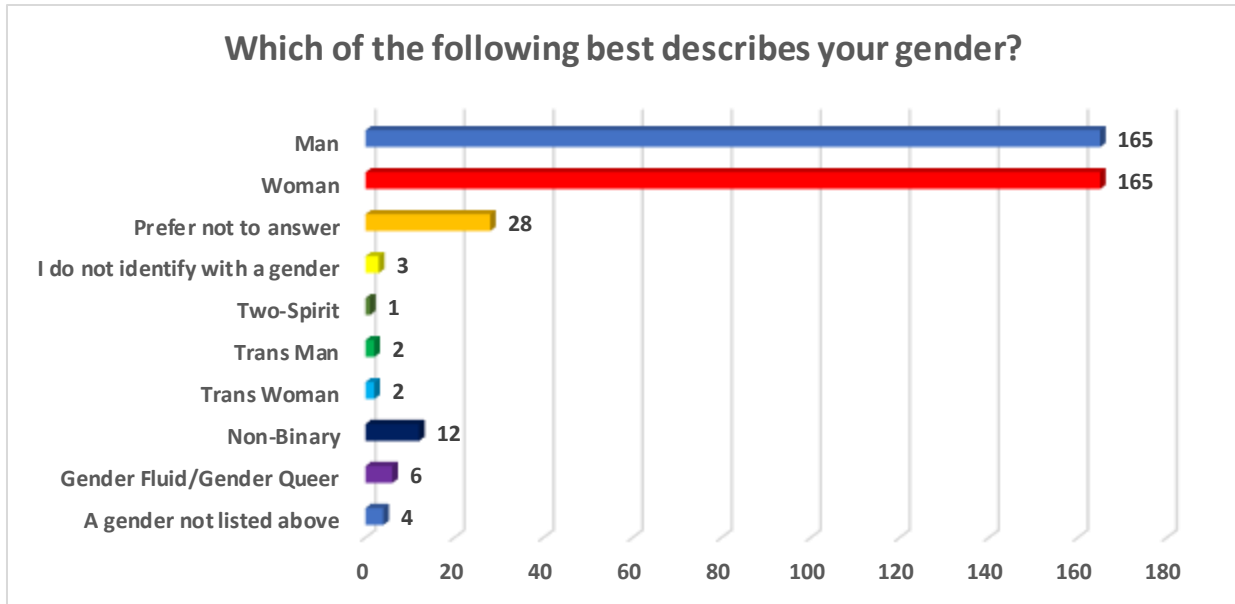
GROUP AFFILIATION

The figure below shows if respondents identify themselves in the following groups.



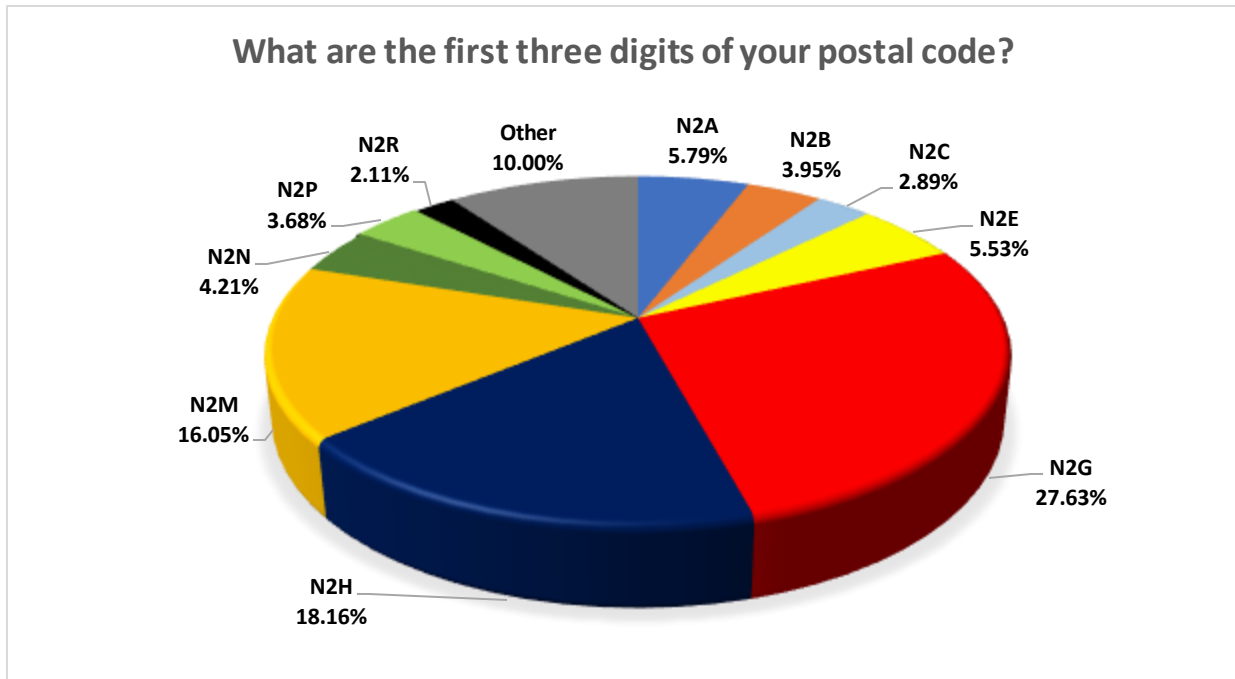
GENDER

The figure below shows the gender identity of survey respondents.



LOCATION

The figure below shows the location of survey participants by their postal codes. 61.84% of survey respondents are located within the three postal codes (N2M, N2G & N2H) in Downtown Kitchener. A total of eleven (11) postal codes participated in the survey ensuring a city-wide perspective on the Bramm Yards Master Plan.



HEALTH INNOVATION FOCUS GROUP MEETING PARTICIPANTS

The following organizations participated in the health innovation focus group meeting:

- Velocity, University of Waterloo
- Communitech
- Grand River Hospital
- Waterloo Med Tech
- AltaML Inc.
- Degroote School of Medicine, McMaster University
- St Marys Hospital
- Avro Life Science
- Faculty of Science, University of Waterloo
- Medical Innovation Xchange

APPENDIX “A” – SUBMISSION FROM THE VICTORIA PARK N.A.

A Green and Inclusive Bramm Yards Urban Development: Position Statement

Submitted by: Victoria Park Neighbourhood Association Development Committee
To: Jay Brown, Economic Development Analyst, City of Kitchener
 Cory Bluhm, Executive Director, Economic Development, City of Kitchener
Date: October 23, 2023
Contact: Peggy Nickels, VPNA DC, nickels.peggy@gmail.com

The VPNA Development Committee is excited by the potential offered by a community and City-led transformation of Bramm Yards. It is an opportunity for citizens, planners, councillors and developers to work together to showcase what a sustainable, livable 15-minute urban community could look like and set a new standard for green, inclusive development in our City.

We are advocating for:

A significant amount of public green space to be included in the Bramm Urban Business Park

- 40% or 3.2 acres of ground level green space (no pavement) including:
 - a contiguous area of 1-2 acres of public parkland, with an open area big enough to play frisbee, pickup soccer, make a skating rink in winter;
 - shaded areas for picnic tables; pollinator/rain gardens to provide natural habitat and rain-water capture
 - a treed playground and adult fitness equipment (similar to Victoria Park) to provide shady areas for children to play and adults to work out
 - naturalized landscaping around and between buildings and along sidewalks, including pollinator/rainwater gardens where possible
 - a gazebo for outdoor gatherings and performances; could be used for outdoor concerts, dances, theatre, movies, etc.
 - communal vegetable/flower/fruit tree gardens

Tree canopy that matches the City’s Tree Canopy Policy (2022) calling for 30% tree canopy/ward by 2050 and city-wide 33% by 2070

- a commitment to plant mature trees that will begin to provide some shade immediately;
- ongoing care of the trees to prevent loss, so that they don’t just survive but thrive
- tree-lined streets, as well as trees in parkland areas and any public squares

Green corridor with active transportation path (along train tracks) linking with Iron Horse Trail

- in addition to 3.2 acres of public green space

A mix of residential development that:

- is affordable for all income earners (starting with those earning minimum wage)¹

¹ We use the CMHA definition of affordable: 30% of before-tax annual income.

- accommodates all household sizes, life stages, and abilities (singles, couples, families, seniors)
- a range of housing sizes and styles: e.g. townhouses backed by mid and limited higher rise housing
- uses data (e.g. Kitchener Housing Needs Assessment, 2020) to determine appropriate mix of housing

Building to a high performance, green development standard (e.g. the Toronto Green Standard for City-Owned Buildings) :

- net-zero emission buildings, as is mandatory for Toronto's City-Owned buildings
 - use Passive House design where possible to keep energy bills low for low-medium income families
 - showcase heating and cooling via a District Energy System, as is being considered by City of Kitchener
- green infrastructure including retention of >50% of rainwater on-site, e.g. rain gardens, permeable pavement, etc.
- green roofs for residents and/or public providing green space, rainwater retention, cooling
- raw materials: considerable sustainable sourcing and embodied carbon for material selection; use of mass timber construction where possible, as opposed to poured concrete
- using a combination of green and cool paving strategies on roofs and non-roof hardscapes to offset heat
- requiring installation of electrical vehicle infrastructure for motor vehicles and bicycles in all new buildings
- use bird collision deterrence measures such as bird friendly window glazing, roof-top vegetation, ensuring all exterior fixtures are Dark Sky compliant

The current proposal seems to reflect the urban thinking of the City as it was over 10 years ago, when the idea of making Bramm Yards into an Urban Business Park was first proposed. So many things have changed and the needs are different. There is plenty of empty office space in the downtown area that needs to be filled. What is desperately needed is green park space to accommodate the thousands of residents moving into new towers, as well as attract more people to live, work and recreate in the downtown core. The window for creating green parkland is closing as more buildings go up. The pandemic highlighted how important green areas are for mental health, and especially for those who can't afford to leave the city.

Affordable housing is at the top of the priority list when people talk about the City's health. Without affordable homes, the recent Vital Signs Report shows people are being forced out of our City and may choose not to move here at all.

Green space and green development are also essential as we move deeper into a changed climate. It is easier, cheaper, and more timely to build green now than to retrofit later. A green Bramm Urban Park will set a higher bar for new development projects.

A green, inclusive, Bramm Yards urban development will provide inspiration for how sustainable and liveable communities can be created in our City. We look forward to working towards this vision.

APPENDIX “B” – ENGAGEMENT & COMMUNICATIONS APPROACH

ENGAGEMENT APPROACH

The following approach and tools were utilized to engage community stakeholders and gather their input into the Vision and Development Principles for the Bramm Yards Master Plan:

1) Online Platform - Engage Kitchener (Online Platform)

The Bramm Yards CEP employed a project page (inform) and an online survey (consult) on the Engage Kitchener website to capture any feedback from community stakeholders on the Bramm Yards vision and development principles. The online survey allows residents to provide input while eliminating time and location barriers. Wherever possible, all public feedback was directed to Engage Kitchener to be a central repository for all feedback.

Participants: General Public

Timing & Location: Project Page and Survey Launch – September 14th, 2023
Online Survey Closure – October 31st, 2023

2) Open House (Large Group)

A public event was held providing community stakeholders key research and data about the health innovation sector, the potential of the Bramm Yards development site and the proposed vision and development principles to be utilized in the Bramm Yards Master Plan.

Participants: General Public

Timing & Location: October 11th, 2023, 4–7pm at the Victoria Park Pavilion

3) Focus Group and Community Meetings (Small Group)

One (1) focus group meeting was held with thirteen (13) health innovation sector stakeholders (post secondary representatives, hospital CEO’s, incubators including Velocity, Communitel and MIX), two (2) community group meeting were held with three (3) local neighbourhood associations (Victoria Park, Cherry Park & Old Berlin) and the Board of Directors for the Downtown Kitchener BIA.

Participants: City staff generated the list of focus group participants.

Timing & Location: Health Innovation Meeting - October 4th, 2023,
Learning Room, City Hall

Local Neighbourhood Association Meeting – October 23rd, 2023
Calvary Church, 9 Conway Drive, Kitchener ON

Board of Directors for the Downtown Kitchener BIA – January 24, 2024
Downtown Kitchener BIA offices

4) Advisory Committee Meetings: DAAC, EDAC, ATTAC & ACAC (Small Group)

The Bramm Yards' engagement process consulted four (4) existing advisory committees for the City of Kitchener: Downtown Action & Advisory Committee (DAAC), Economic Development Advisory Committee (EDAC), Active Transportation & Trail Advisory Committee (ATTAC), and Arts & Culture Advisory Committee (ACAC). The advisory committees consist of local community leaders with a broad range of business, transportation, and arts insights.

Participants: DAAC, EDAC, ATTAC and ACAC members.
 Timing & Location: EDAC – September 27, 2023, City Hall
 DAAC – September 28, 2023, (Virtual)
 ATTAC – October 10th, 2024, Learning Room, City Hall
 ACAC – November 21st, 2023, Piper Room (Hybrid), City Hall

5) Staff Members for the City of Kitchener

The following staff members for the City of Kitchener have been consulted to date:

- Justin Readman, General Manager, Development Services,
- Jeffery Silcox-Childs, Director of Parks & Cemeteries, Infrastructure Services
- Darren Becks, Manager Downtown Development & Innovation, Development Services
- Darren Kropf, Manager Active Transportation & Development, Development Services
- Rob Morgan, Real Estate Analyst, Development Services
- Natalie Goss, Manager of Policy and Research, Development Services
- Tim Donegani, Senior Planner (District Energy and Inclusive Zoning)
- Adam Clark, Senior Urban Designer (Growing Together), Development Services
- Sue Weare, Community Engagement Consultant, Corporate Services

COMMUNICATIONS METHODS

The following methods were utilized to effectively communicate and promote the Bramm Yards community engagement project:

1) Project Webpage

Located on the Engage Kitchener website, the Bramm Yards Master Plan project page detailed the proposed vision and development principles for the Bramm Yards, the community engagement tools, the online survey and an opportunity to post questions about the project. The project page received over 8,400 views, 4,034 visits and 388 survey completions.

2) Press Release

The City of Kitchener prepared and released a press release on September 20th, 2023. The press release highlighted the Bramm Yards' proposed vision and development principles, the Engage Kitchener project page, and opportunities for the public to participate in the engagement process. The Waterloo Region Record published the press release on September 21st, 2023.

3) Social Media Promotion

The City of Kitchener through social media posts promoted awareness of the project and opportunities for the general public to participate in engagement process. The purchase of

social media advertising contributed to the significant response to the project page and online survey.

4) Direct Email

Through a series of direct email invites and ongoing communications, the City of Kitchener organized both focus group meetings, the open house meeting and replied to questions submitted by residents and community stakeholders.

APPENDIX “C” - ONLINE SURVEY TEMPLATE

BRAMM YARDS COMMUNITY ENGAGEMENT Online Survey

The City of Kitchener is creating a Master Plan that will guide future development at the Bramm Yards site (55 Bramm Street and 130 Park Street). The goal of the Master Plan is to transform this parking lot into an urban business park to accommodate hundreds of future jobs. Please read the proposed Vision and Development Principles for the Bramm Yards, then share your feedback on each. This survey will take 5 minutes to fill out. It closes October 31, 2023.



Proposed Vision for Bramm Yards Master Plan:

To develop a leading-edge, mixed-use urban business park that would include:

- *health-innovation focused employment,*
- *new housing,*
- *a vibrant streetscape with high-quality public space,*
- *built using leading sustainability practices.*

Question #1:

What do you like about the Proposed Vision for the Bramm Yards Master Plan?

Question #2

What changes and/or improvements would you make to the Proposed Vision for the Bramm Yards Master Plan?

Proposed Development Principles for the Bramm Yards Master Plan:

The following four (4) proposed development principles will inform the design of the Bramm Yards. Please read each development principle, then share your feedback.

#1 Development Principle: Integrate a Mix of Uses

The first proposed development principle will ensure that the Bramm Yards will become a vibrant mixed-use community by including the following:

- *Develop a minimum of 750,000 square feet of employment space with ‘Health Innovation’ and ‘Medical Technology’ employment as the primary use.*
- *Maximize the integration of residential development where possible; and,*
- *Include ground floor commercial uses (ex: retail, restaurant, service).*

Question #3

How important is it to you that the City maximizes the amount of employment possible on the Bramm Yards site?

- Very Important**
- Somewhat Important**
- Not Important**
- No Opinion**

Questions #4

How important is it to you that the City maximizes the amount of housing possible on Bramm Yards site?

- Very Important**
- Somewhat Important**
- Not Important**
- No Opinion**

Question #5

How important is it to you that the City ensures commercial uses are included on Bramm Yards site?

- Very Important**
- Somewhat Important**
- Not Important**
- No Opinion**

Question #6

What changes and/or improvements would you make to the #1 Development Principle for the Bramm Yards Master Plan?

#2 Development Principle: Integrate Leading Sustainable Development Practices

The second development principle will ensure that the Bramm Yards is sustainably designed by integrating the following practices:

- *Strive for the integration of leading-edge technology which reduce the carbon impacts of heating and cooling systems, including the potential for a district energy plant on site (up to 20,000 square feet); and,*
- *Strive for emerging industry standards such as net-zero carbon emissions.*

Question #7

How important is it to you that leading sustainability practices are utilized on the Bramm Yards sites?

- Very Important
 Somewhat Important
 Not Important
 No Opinion

Question #8

What changes and/or improvements would you make to the #2 Development Principle for the Bramm Yards Master Plan?

#3 Development Principle: Integrate Community Spaces

The third development principle will ensure that the Bramm Yards site integrates community spaces through the following:

- *Develop a vibrant streetscape.*
- *Provide high quality, outdoor public space.*
- *Include community space to be retained by the City; and,*
- *Introduce all ages and abilities active transportation connections through the site.*

Question #9:

How important is it to you that the following community spaces are included in the Bramm Yards Master Plan:

- Outdoor Patios

<input type="checkbox"/> Very Important	<input type="checkbox"/> Somewhat Important	<input type="checkbox"/> Not Important	<input type="checkbox"/> No Opinion
--	--	---	--

- Public Space

<input type="checkbox"/> Very Important	<input type="checkbox"/> Somewhat Important	<input type="checkbox"/> Not Important	<input type="checkbox"/> No Opinion
--	--	---	--

- Community Rooms

<input type="checkbox"/> Very Important	<input type="checkbox"/> Somewhat Important	<input type="checkbox"/> Not Important	<input type="checkbox"/> No Opinion
--	--	---	--

- Bike Lanes

<input type="checkbox"/> Very Important	<input type="checkbox"/> Somewhat Important	<input type="checkbox"/> Not Important	<input type="checkbox"/> No Opinion
--	--	---	--

- Walking Paths

<input type="checkbox"/> Very Important	<input type="checkbox"/> Somewhat Important	<input type="checkbox"/> Not Important	<input type="checkbox"/> No Opinion
--	--	---	--

Question #10

What changes and/or improvements would you make to the #3 Development Principle for the Bramm Yards Master Plan?

#4 Development Principle: Design Expectations

The fourth development principle will ensure that the Bramm Yards are designed on the following expectations:

- Leading-edge, high-quality architecture and finishes.
- A well-designed public realm.
- High quality landscaping.
- Integration of active transportation, including secure bicycle parking spaces; and,
- Reduce automobile parking/visibility of parking.

Question #11

How important is it to you that following design expectations are utilized on the Bramm Yards sites?

- High-quality architecture and building design.

<input type="checkbox"/> Very Important	<input type="checkbox"/> Somewhat Important	<input type="checkbox"/> Not Important	<input type="checkbox"/> No Opinion
--	--	---	--
- High quality building finishes.

<input type="checkbox"/> Very Important	<input type="checkbox"/> Somewhat Important	<input type="checkbox"/> Not Important	<input type="checkbox"/> No Opinion
--	--	---	--
- Well-designed public space

<input type="checkbox"/> Very Important	<input type="checkbox"/> Somewhat Important	<input type="checkbox"/> Not Important	<input type="checkbox"/> No Opinion
--	--	---	--
- Inclusion of landscape and natural space

<input type="checkbox"/> Very Important	<input type="checkbox"/> Somewhat Important	<input type="checkbox"/> Not Important	<input type="checkbox"/> No Opinion
--	--	---	--
- Integration of bike lanes and bike parking

<input type="checkbox"/> Very Important	<input type="checkbox"/> Somewhat Important	<input type="checkbox"/> Not Important	<input type="checkbox"/> No Opinion
--	--	---	--
- Integration of walkways and paths

<input type="checkbox"/> Very Important	<input type="checkbox"/> Somewhat Important	<input type="checkbox"/> Not Important	<input type="checkbox"/> No Opinion
--	--	---	--

- Reduced automobile parking/visibility of parking.

Very Important
 Somewhat Important
 Not Important
 No Opinion

Question #12

What changes and/or improvements would you make to the #4 Development Principle for the Bramm Yards Master Plan?

Question #13

Do you have any other ideas on the Proposed Vision and Development Principles for the Bramm Yards Master Plan? If yes, please describe below:

Question #14

Do you have potential concerns with the development of the Bramm Yards site that the City could address through the Master Plan? If yes, please describe below:

Thank you for answering our survey. If you have not already, please subscribe for email updates. Go to the project page (engagewr.ca/brammyards), add your email to the Stay Informed box and click "Subscribe."