

Brantford Harmony Square

City of Brantford
Ontario

90,192 city population

Project significance

In the late 1990s, Brantford mayor, Chris Friel, was quoted saying Brantford has the worst downtown in Canada. This sparked an intensive downtown revitalization plan, which crowned the newly developed Harmony Square as the focal point.

Site area

1.8 acres (.73 hectares)

Previous use

parking lot

Project period

2001-2008

Project costs

tbd

Funding sources

\$1,550,000-City of Brantford
\$150,000-Bell Canada

Current operator

City of Brantford



MARKET
SQUARE
STRATFORD

publication of the:
Market Square
Project Team
Stratford, Ontario



Project Drivers

- part of broader downtown master plan revitalization strategy
- lack of downtown City focal point for recreational and community events
- the need to draw citizens and visitors back into the downtown core

Benefits and Economic Impact

- increased pedestrian traffic (ranging from 25% - 600% depending on the season and use)
- businesses have benefitted from increased visibility of signage during events and day-to-day use
- year-round stabilization of business ventures surrounding square due to a well used skating rink, which turns into a splash pad in the summer
- business revenues have the potential to increase 200% depending on the season and use

Current Programming and Activities

- recreational skating
- community activities (e.g. outdoor celebrations, theatre, "Guitar Hero" competitions, children's events, movies, concerts)
- festivals (e.g. *Jazz Festival*, *Frosty Fest*, *Find Your Spirit Festival*)

Reasons for Success

- exceptional downtown location
- features of square design are integrated with redevelopment strategy into surrounding neighbourhoods
- project supports Brantford's downtown redevelopment plan
- programming – brings people to the downtown
- skating rink – brings people downtown in the winter