

## Flower City Strategy Workshop

Brampton, Ontario



**Client:**  
City of Brampton  
**Completion Date:**  
May 2009  
**Services:**  
Public Consultation  
Facilitation  
Visioning

The Flower City Strategy is a dynamic, on-going city building exercise, overseen by Brampton's Flower City Strategy Committee. Office for Urbanism was retained to host a workshop with Council and Senior staff from various departments to evaluate a proposed new direction for the Strategy, and to generate a common understanding of how the Flower City Strategy relates to larger City-wide planning exercises. The intent was to inspire participants to think about the future of the City of Brampton, and how the Flower City Strategy could be used as a tool to focus various initiatives.

As a result of the cross sector collaboration that took place at the workshop, it became clear that moving forward the Flower City Strategy would need to focus on placemaking. A new Vision Statement was created for the Flower City Strategy, and a series of immediate, mid and long term actions for proceeding were identified in a comprehensive report summarizing the event.