

Strategic Growth Areas Analysis

A substantial amount of growth within Bram West will be directed to the delineated Town Centre and the Council-approved Steeles at Mississauga MTSA. These areas will accommodate the largest amount of intensification in Bram West given their strategic location along Mississauga Road, mix of uses, and proximity to higher order transit.

Town Centre

Through Brampton Plan, Schedule 1A identifies a conceptual Town Centre to be located within Bram West as part of the overall City Structure. Town Centres are intended to foster vibrant urban places with an emphasis on mobility, high quality building design, pedestrian friendly streets and greater densities. They will also deliver urban life and the great amenities that come with it, while attracting new and growing investments that will provide a mix of housing and employment options.

Through the secondary plan process, staff evaluated the opportunity for delineating a Town Centre at the Lionhead Golf Course lands and discussed the potential with the landowner to gather their input, feedback and support on this proposed approach. These lands present a prime location for future growth and a sense of place due to its central location within the Secondary Plan Area. The Lionhead Golf Course lands to the southeast of the Town Centre are subject to the MZO issued by the Province. Future policy, land use and built form requirements will be consistent with the MZO permissions. There is also a connection to the commercial uses on the west side of Mississauga Road to support a mix of uses and diverse employment options for the area.

Major Transit Station Area (MTSA)

The Steeles at Mississauga MTSA is an integral location for future growth and intensification in the Bram West Secondary Plan Area. Schedule 13n: Steeles Avenue at Mississauga Road Land Use Plan in Brampton Plan contemplates higher densities and a mix of employment and residential uses within proximity to higher order transit. Properties within Primary MTSA's may be subject to MTSA-specific zoning that regulates the applicable zoning standards, including height and density.

Given the forthcoming technical studies that will inform the overall land use planning in Bram West, the MTSA-specific zoning will be pursued after the Bram West technical studies are sufficiently advanced to confirm the land use designations. Specifically, the employment analysis study is expected to inform specific employment mixed use designations that are necessary in areas such as MTSA's, to be consistent with the direction from the Province. This approach will ensure the harmonious integration of a mix of uses, as well as transition to different land use designations at the periphery and outside of the MTSA.

The future MTSA-Zoning exercise will continue to be led by the City's MTSA Planning team and staff will continue to coordinate and implement any work completed through the MTSA study through the Secondary Plan Review.

Neighbourhood Centres

Apart from major growth areas, Neighbourhood Centres offer opportunities for smaller scale growth and intend to provide focal points for the community and contribute to the diverse elements of a 15-minute neighbourhood. As identified in Brampton Plan, Neighbourhood Centres are delineated through secondary plans to supply access to amenities for residents supported by transit, and diverse housing options with low to medium intensity.

Four Neighbourhood Centres were identified through stakeholder feedback and depicted in locations that provide the best opportunities for a mix of uses and intensification.

These four locations are identified at:

- Winston Churchill Boulevard and Rivermont Road;
- Heritage Road and Embleton Road;
- Heritage Road and Financial Drive; and
- Chinguacousy Road and Steeles Avenue.