

Technical Memorandum

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| To | Tristan Costa, Planner III, Official Plan & Growth Management Integrated City Planning: and Shannon Brooks, Manager, Official Plan & Growth Management Integrated City Planning, City of Brampton |
| From | Jamie Cook, Managing Partner; and Brad Post, Senior Project Coordinator, Watson & Associates Economists Ltd. |
| Date | May 23, 2025 |
| Re: | City of Brampton – Bram West Secondary Plan Area: Employment lands within Bram West Secondary Plan Area 40(a) – Review of Market Viability of Employment Uses in Proposed New Land-Use Concept |

Fax ☐Courier ☐Mail ☐Email ☒

Provided herein are the results of a review undertaken by Watson & Associates Economists Ltd. (Watson) of the proposed new land-use concept prepared by the City of Brampton in April 2025 for the Bram West Employment Lands within the Bram West Secondary Plan Area 40(a).

1. Introduction and Background

To support the City's goal of establishing a more robust employment approach for the Bram West Secondary Plan Area 40(a), this review examined the considerations outlined below. A map of the Study Area, Bram West Secondary Plan Area 40(a) is provided in Figure 1. The Bram West Secondary Plan Area 40(a) is depicted in a yellow outline, while the remaining Bram West Secondary Plan Area is outlined in brown.

- Sufficient Supply of Employment Area Lands:** the City requires a sufficient supply of Employment Area lands in the Bram West Secondary Plan to accommodate the forecast industrial employment demand up to the year 2051. Notably, most of the employment lands within 40(a) are owned by a large user, Maple Lodge Farm, which has no immediate plans for redevelopment. The Maple Lodge Farm site is identified in Figure 1 with an orange colour outline. As shown in Figure 1, the site covers a large portion of the Study Area. The Maple Lodge



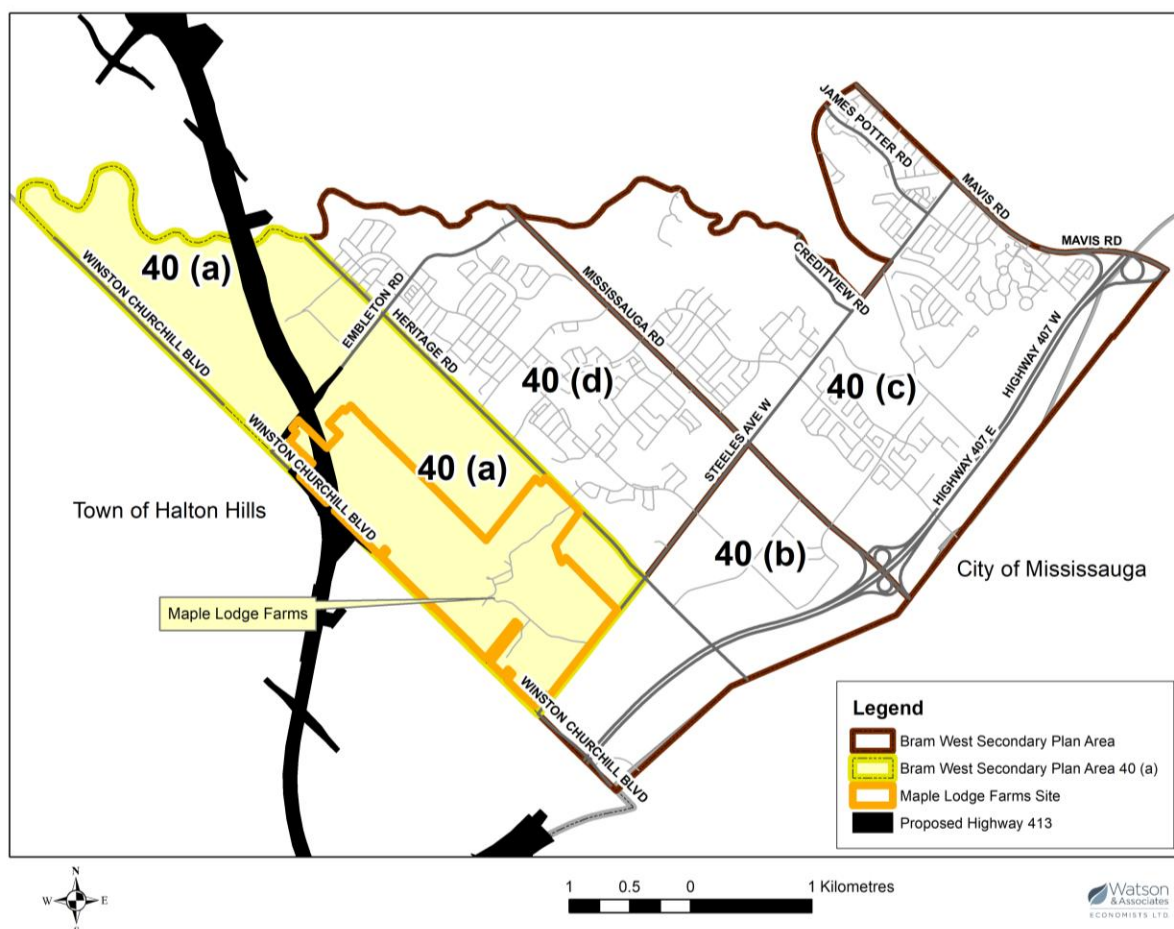
Farms facility requires a minimum 150 metre separation distance for residential uses from the Maple Lodge Farms facility (Case #22-002419).^[1]

- **Strategic Location:** Bram West is strategically located near several major goods movement corridors, including the proposed Highway 413, as depicted in Figure 1. The employment base in Bram West, as well as the surrounding Employment Areas and business parks in other municipalities (City of Mississauga Meadowvale Business Park and Town of Halton Hills Premier Gateway Employment Area) form a large contiguous regional employment cluster that has been successful in attracting a range of employment uses.
- **Natural Heritage System:** the Natural Heritage System (N.H.S.) serves as an appropriate land use buffer, effectively separating different land uses.

^[1] The decision outlines the approval of a subdivision application with modifications at the Ontario Land Tribunal (O.L.T.) to include a minimum 150 metre separation distance for residential uses from the Maple Lodge Farms facility (O.L.T. Case #22-002419, November 30, 2022), reduced from the 450 metres required as per Special Policy Area 16 in the Bram West Secondary Plan. This reduced setback and subsequent changes to the Draft Plan of Subdivision resulted in a reconfiguration of, and a slight increase in the size of non-residential blocks adjacent to Heritage Road.



Figure 1
Bram West Secondary Plan Area
Study Area Map



City Staff have revised the land-use concept plan for the Bram West Secondary Plan Area 40(a) in accordance with the Brampton Plan. For a map of the full Bram West Secondary Plan Area, refer to Appendix A-1. As part of this revision, city staff have identified hatched areas marked as "to be refined through employment study," as shown in Figure 2. ^[1] These areas total approximately 93 gross developable hectares (approximately 230 gross developable acres), as summarized in Figure 3.

While most of the sites include a designation for low-rise residential development underneath the crosshatch, the city intends to consider a designation that prioritizes accommodating the need for lands to accommodate employment uses while also

^[1] City of Brampton Recommendation Report – Bram West Secondary Plan Review, Staff Report, Report Planning, Bld & Growth Mgt-2025-201, March 17, 2025.



providing opportunities for residential development. Notably, Site #7, which covers about 11 hectares (approximately 27 acres), is designated as an Employment Area underneath the crosshatch in the land use concept plan due to its proximity to the Maple Lodge Farms property. This designation requires careful consideration of the separation distance from sensitive uses, such as residential areas.

This analysis examines the critical need for these lands for employment uses to support the City's employment growth and provides recommendations.



Figure 2
Bram West Secondary Plan
Land-Use Concept Plan

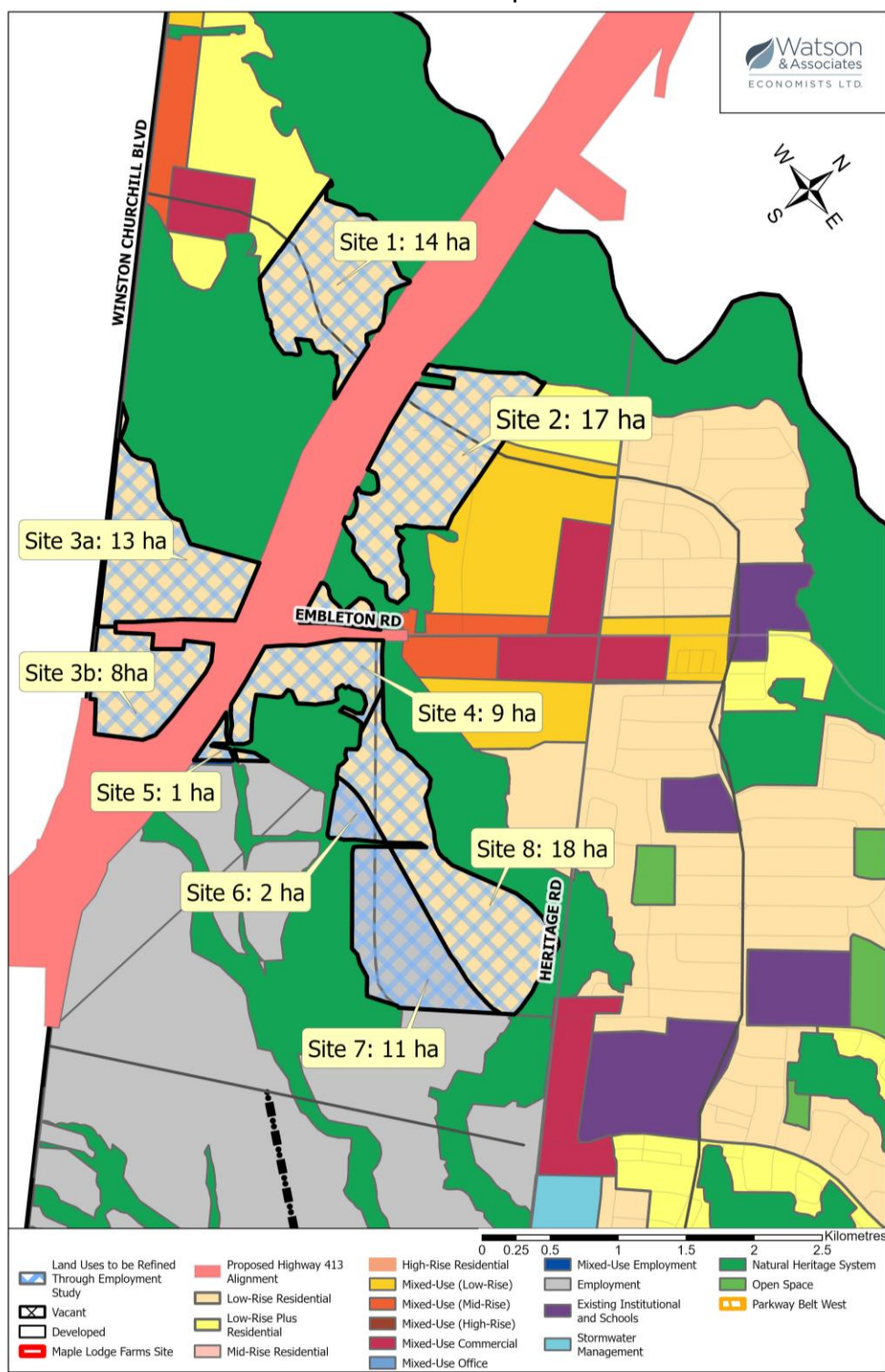




Figure 3
Bram West Secondary Plan Land-Use Concept Plan
Identified as “Sites to be Refined Through Employment Study”

| Sites | Land-Use Designation Underneath Crosshatch | Gross Developable Land Area (hectares) ^[1] |
|--------------|---|--|
| Site #1 | Low-Rise Residential | 14 |
| Site #2 | Low-Rise Residential | 17 |
| Site #3a | Low-Rise Residential | 13 |
| Site #3b | Low-Rise Residential | 8 |
| Site #4 | Low-Rise Residential | 9 |
| Site #5 | Low-Rise Residential | 1 |
| Site #6 | Low-Rise Residential | 2 |
| Site #7 | Employment Area | 11 |
| Site #8 | Low-Rise Residential | 18 |
| Total | | 93 |

Note: All the above sites were identified for further study by the City to determine appropriate designation.

^[1] Gross developable land area is net of environmental features, however, and may require further take-outs for internal infrastructure.

Source: Watson & Associates Economists Ltd. based on G.I.S. data from the City of Brampton planning staff.

2. Approach

The analysis herein is meant to provide an initial assessment. As part of this review, Watson has developed a technical rationale for the City’s employment approach in supporting a range of employment uses in the Bram West Secondary Plan Area, which includes:

- **Growth Forecasts/Targets:** updated growth forecasts and targets, leveraging data from the Bram West Secondary Plan Study.^[1]
- **Land Needs Assessment:** a land needs assessment, focusing on the Employment Area lands required to achieve the employment growth for this area

^[1] The draft Bram West Land Concept Plan Study (Attachment 3 – 2022-2023 Consultant Report: Engagement Summary, Technical Analysis, and Preliminary Draft Land Use Concepts) was completed in 2023 by Toole Design in association with Watson & Associates Economists Ltd. Phase 1 of the Secondary Plan Review was finalized in March 2023, while Phase 2 has been put on hold until 2025. The study did not assess or review the growth potential of the Highway 413 Corridor Protection Area. Consequently, any figures for vacant land in the report exclude the supply within this corridor.



within the context of provincial and local planning policies. This assessment considered the remaining vacant land supply, with a significant portion owned by Maple Lodge Farms, and included both developed and vacant lands, as well as anticipated development on vacant lands within 40(a).

- **Market Analysis and Outlook:** a high-level market analysis and outlook, considering locational factors such as Highway 413, Bram West Parkway, and other local and regional market considerations. This analysis supports the City's vision for the Bram West Secondary Plan area.

This memo presents the findings and recommendations from our review, which will be used to engage with landowners and support the information presented to the Planning Committee. Watson will further build upon these findings in the Bram West Market Study to be carried out later. This will include a review of commercial and other population-related employment needs.

3. Changing Provincial Planning Policy Direction Regarding Employment Areas

3.1 Definition of Employment Area

Under the new provincial definition of Employment Area, the City of Brampton, along with all other Ontario municipalities, is required to plan for and protect industrial uses based on a more narrowly scoped definition of Employment Area and is limited to uses which are primarily industrial in nature, or other uses associated or ancillary to the primary use. Under the Provincial Planning Statement, 2024 (P.P.S., 2024), municipalities are provided with greater control over Employment Area conversions (now referred to as Employment Area removals) with the ability to remove land from Employment Areas at any time. Lands that do not meet the Employment Area definition would not be subject to provincial Employment Area protection policies and may allow opportunities for residential and other non-employment uses.^[1] It is important to note that the provincial policy change does not result in a change to forecast demand for employment by sector in Brampton. However, it does affect how these jobs are supported by land use designations.

^[1] Provincial Planning Statement, 2024, definitions, p. 34.



3.2 Permitted Uses in Employment Areas

The P.P.S., 2024, further underscores the need to concentrate office development in Major Transit Station Areas (M.T.S.A.s) and other Strategic Growth Areas (S.G.A.s). It states, “Major office and major institutional development should be directed to major transit station areas or other S.G.A.s where frequent transit service is available.”^[1] Employment Areas have been important for office growth in the nearby towns of the G.T.H.A. before. However, they are no longer recognized for this purpose under the P.P.S., 2024. The new policy direction for Employment Areas emphasizes industrial uses as the primary use, with office use as a secondary use.^[2] It is important to note that office uses that are secondary or ancillary to industrial-type uses are still permitted. For example, the new MDA facility in Brampton (located at 7500 Financial Drive) is a good example of an Employment Area use that integrates manufacturing, research and development, and office space on an Employment Area site that would be accommodated in provincially defined Employment Area. These integrated Employment Area uses also offer the opportunity to increase the average employment density of the site, as the secondary office component typically contributes to a higher overall density of a site.

The revised definition of Employment Area presents challenges for commercial uses that were traditionally accommodated in these areas. This includes businesses that need to be buffered from residential areas, such as collision repair and automotive repair shops, as well as facilities that require large spaces and ample parking, like private sector arts and entertainment venues (e.g., gymnasiums, dance studios, swim academies). Additionally, it restricts opportunities for employment-supportive uses, such as restaurants and hotels that serve local businesses and their employees. These uses need a place to operate, and there may be potential to accommodate them as transitional uses between Employment Area and Community Area sites.

Recognizing the limitations of the province's narrowly defined Employment Area framework, the responsibility falls on municipalities like Brampton to strategically foster a diverse range of employment opportunities. This proactive approach is essential for creating complete and resilient communities.

^[1] Provincial Planning Statement, 2024, policy 2.8.1.4, p. 13.

^[2] Ibid., policy 2.8.2, p. 14.



4. Beyond the Provincial Employment Area Definition: A Broader View of Planning for Employment in Brampton

The Bram West Secondary Plan Area is one of the largest remaining greenfield areas within the City of Brampton. Given the City's depleting supply of greenfield lands, a strategic and innovative approach is essential to maximize employment and economic opportunities in the Bram West Secondary Plan Area. This area possesses many locational advantages for building a successful employment base, including an existing employment foundation to build upon both locally and regionally (synergies with Employment Areas in Halton Hills and Mississauga), as well as access to 400-series highways. Furthermore, an M.T.S.A. is envisioned in the Bram West at Mississauga Road and Steeles Avenue which would enhance transit connectivity.

The province's framework protects provincially-defined Employment Areas, which are vital for industrial uses. However, the Brampton Plan takes a broader perspective, actively promoting a diverse range of employment opportunities throughout its urban structure. This includes developing vibrant mixed-use environments within M.T.S.A.s and town centres, as well as integrating employment options at strategic locations within the City's Community Areas.

As discussed in this memo, the City aims to plan for a wide range of employment opportunities, supporting a higher ratio of jobs to population. Achieving this goal will only be possible by fully leveraging the potential of the City's urban structure. Therefore, it is essential for the City to actively support and enable the full employment potential of all elements within Brampton's urban structure, complementing the province's framework that safeguards Employment Areas.

Furthermore, the province encourages municipalities to take an innovative approach to planning for employment. This includes considering a wide range of employment uses in mixed-use settings, such as industrial, manufacturing, and small-scale warehousing, which can coexist with residential and other sensitive uses without causing adverse effects. As stated in the P.P.S., 2024: "Industrial, manufacturing, and small-scale warehousing uses that can be located adjacent to sensitive land uses without adverse effects are encouraged in S.G.A.s and other mixed-use areas where frequent transit service is available, outside of employment areas." ^[1]

^[1] Provincial Planning Statement, 2024, policy 2.8.1.2, p.13.



This forward-thinking planning approach is especially critical in developing areas like Bram West. In Bram West, the City has a unique opportunity to proactively shape a complete community by planning for a wide spectrum of employment uses, such as Employment Area uses, office uses, commercial uses and institutional uses. To achieve this, the City must effectively leverage its planning tools. The Secondary Plan process, with its detailed land-use visioning capabilities and exploration of a wide range of topics, becomes a vital tool.

This memo serves as an initial discussion to emphasize the importance of employment planning in Bram West. The City plans to conduct further studies as part of the Secondary Plan process to provide more detailed and comprehensive insights into the opportunities in Bram West. These studies will consider a range of factors such as transit and transportation connectivity, the need for commercial uses to serve residents, institutional uses required to support residents and watershed planning. All these factors may impact the distribution of employment across Bram West. Additionally, the City is currently working on an Employment Study that will offer valuable context for planning employment in the City's Employment Areas.

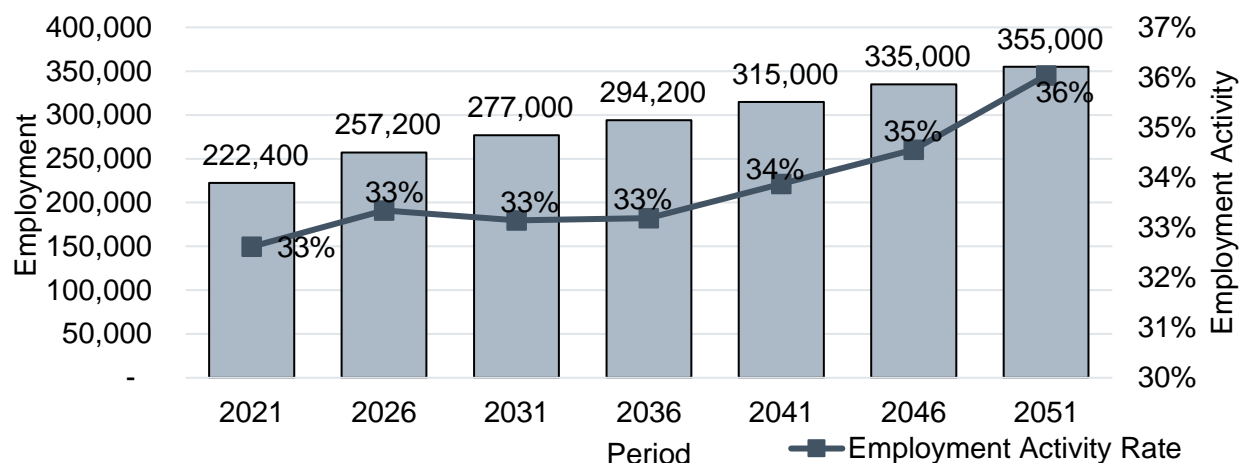
5. City of Brampton Employment Growth Forecast to 2051

5.1 Total Employment Growth Forecast to 2051

Region of Peel Council recently endorsed the Scenario 1 Population, Housing and Employment Forecasts. The regionally endorsed growth forecast assumes that the City of Brampton will reach a population of 985,000 and an employment base of 355,000 by 2051. Over the 2021 to 2051 forecast horizon, the City is anticipated to add 132,600 jobs, or 4,420 jobs annually. Furthermore, recognizing the significant amount of population growth, the City is anticipated to require robust employment in population-related and office sectors. As illustrated in Figure 4, the City's employment activity rate (the ratio of employment to population) is anticipated to increase from 33% in 2021 to 36% in 2051. Achieving the City's forecast employment activity rate will require a significant focus in planning for employment, emphasizing the unlocking of employment opportunities across various sectors and locations, as envisioned in the Brampton Plan.



Figure 4
Region of Peel Employment Forecast
City of Brampton, 2021 to 2051



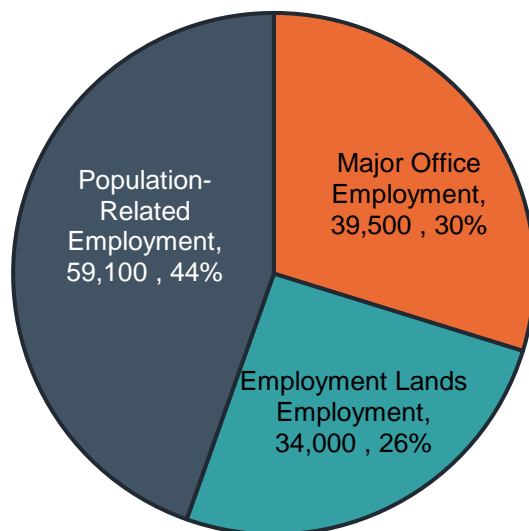
Source: Region of Peel Growth Forecast, Scenario 1, Peel Region Council Endorsed, 2024.
Summarized by Watson & Associates Economists Ltd.

5.2 City of Brampton Employment Growth by Category, 2021 to 2051

Figure 5 provides a breakdown of the city's employment forecast by category: Population-Related Employment (P.R.E.), Major Office Employment (M.O.E.), and Employment Lands Employment (E.L.E.). According to the Region of Peel Growth Forecast (Scenario 1), the City of Brampton is expected to accommodate 49,400 M.O.E. jobs between 2021 and 2051. However, after a review by Watson, a 20% reduction was applied to the M.O.E. forecast to account for the anticipated shift towards remote work, smaller office environments, and the potential for secondary office uses in Employment Areas. This adjustment is balanced by an increase in P.R.E. It is important to note that the total number of jobs for the City remains unchanged; the adjustment reflects a reallocation of employment categories to recognize the growing trend of remote work. As summarized in Figure 5, approximately 44% of the growth is expected to accommodate 30% P.R.E., 30% M.O.E. and 26% E.L.E. over the 2021 to 2051 period.



Figure 5
Region of Peel Employment Forecast — Adjusted
City of Brampton, 2021 to 2051



Source: Derived from the Region of Peel Growth Forecast, Scenario 1, Peel Region Council Endorsed, 2024. Adjustments to M.O.E. and P.R.E. made by Watson & Associates Economists Ltd.

5.3 City of Brampton Employment Growth Anticipated for Bram West Secondary Plan Area

Figure 6 provides the employment growth forecast for the Bram West Secondary Plan Area, as summarized; the area is anticipated to accommodate 20,000 jobs by 2051, approximately 15% of the city's employment growth over this period.^[1] As summarized in Figure 6, growth within the Bram West Secondary Area is anticipated to include a mix oriented towards M.O.E. and E.L.E., primarily due to its strategic location within Brampton. The growth forecast for the Bram West Secondary Plan Area is based on the Region of Peel's growth forecast allocation for sub-municipal areas, including Bram West Secondary Plan Area. However, an adjustment has been made to the M.O.E. and

^[1] Based on growth over 2021 to 2051: 20,000 jobs in Bram West Secondary Plan Area compared to 132,600 jobs city-wide ($20,000 \div 132,600 = 15\%$).



P.R.E. growth allocation, consistent with the city-wide adjustments applied by Watson, as previously discussed.^[1]

Figure 6
Bram West Secondary Plan Area
Employment Growth, 2021 to 2051

| Bram West Secondary Plan Area | 2021-2051 | 2021-2051 (%) |
|-------------------------------|---------------|---------------|
| Major Office Employment | 7,800 | 39% |
| Employment Lands Employment | 7,700 | 39% |
| Population-Related Employment | 4,500 | 23% |
| Total | 20,000 | 100% |

Note: Due to rounding, the figures may not add up exactly.

Source: Derived from the Region of Peel Growth Forecast, Scenario 1, Peel Region Council Endorsed, 2024. Adjustments to M.O.E. and P.R.E. by Watson & Associates Economists Ltd.

Figure 7 provides a breakdown of employment by location within the Bram West Secondary Plan Area. The Employment Area is expected to accommodate 7,700 jobs, which represents a significant 23% of the City's E.L.E. (industrial-type employment) growth.^[2] According to the province's framework for Employment Areas, these areas are primarily planned to accommodate E.L.E. growth.

The Region of Peel initially considered a broader range of employment types for the Employment Areas in Bram West, including M.O.E. It was estimated that approximately 1,900 M.O.E. jobs would be accommodated in Employment Areas within Bram West. To align with the provincial direction in planning for employment, Watson adjusted the growth forecast within Employment Areas to include only E.L.E. As a result, the amount of growth outside of Employment Areas, referred to as Community Areas in Bram West, has increased. The Mississauga and Steeles M.T.S.A. is expected to accommodate a substantial portion of the M.O.E. planned for the Community Area.

Figure 7 provides a summary of the employment growth by area within Bram West, showing that Employment Areas are expected to accommodate 39% of the total employment, while 62% of the total employment is anticipated to be spread across

^[1] Watson made a downward adjustment of 20% for M.O.E. employment growth and re-allocated that growth to P.R.E. to represent trends in remote work.

^[2] 23% of the City's E.L.E. employment growth is calculated as follows: 7,700 E.L.E. growth in Bram West Secondary Plan Area compared to 34,000 E.L.E. growth City-wide (City E.L.E. employment growth illustrated in Figure 5). $7,700 \div 34,000 = 23\%$.



various locations within the Community Area. This employment distribution highlights the Brampton Plan's vision to create employment opportunities across different sectors and locations. The Bram West Secondary Plan Area offers a unique opportunity for the City, as one of the few remaining greenfield sites. This allows the City to proactively shape the community and develop an urban fabric that effectively connects residents with jobs and supports a diverse range of employment opportunities.

Figure 7
Bram West Secondary Plan Area
Employment Growth, 2021 to 2051

| Bram West Secondary Plan Area | 2021-2051 | 2021-2051 (%) |
|----------------------------------|---------------|---------------|
| Employment Area | 7,700 | 39% |
| Community Area | 12,300 | 62% |
| Mississauga and Steeles M.T.S.A. | 4,600 | |
| Rest of Community Area | 7,700 | |
| Total | 20,000 | 100% |

Note: Due to rounding, figures may not add up precisely.

Source: Derived from the Region of Peel Growth Forecast, Scenario 1, Peel Region Council Endorsed, 2024. Adjustments to M.O.E. and P.R.E. by Watson & Associates Economists Ltd.

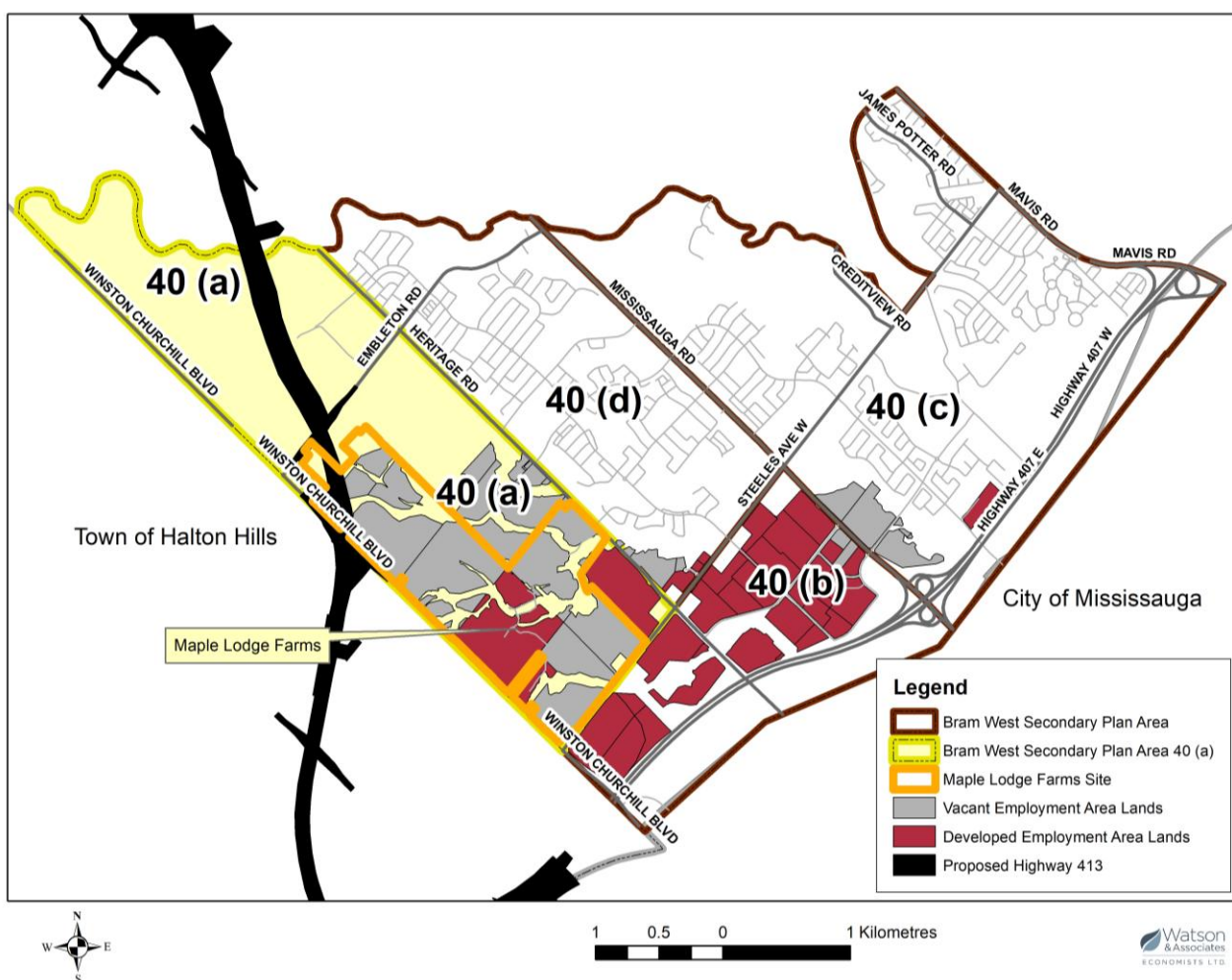
6. Vacant Employment Area Land Supply in Bram West Secondary Plan Area

Figure 8 provides a map of the vacant and developed Employment Area lands within the Bram West Secondary Plan Area. These are lands that are protected for industrial uses in accordance with the province's definition of Employment Area. Sites depicted in the colour brown are already developed and total approximately 231 hectares (approximately 571 acres). The developed portion of the Maple Lodge Farms property is one of the largest sites, covering approximately 42 hectares (approximately 104 acres). The sites in the grey colour are vacant sites and total approximately 217 gross developable hectares (173 net hectares), however, as summarized in Figure 9, it is estimated that approximately 67% of the vacant Employment Area lands are a part of the Maple Lodge land holdings. Within the Bram West Secondary Plan 40(a), Maple Lodge Farms property represents 80% of the vacant land supply (67% of the total supply within Bram West Secondary Plan Area). Considering Maple Lodge Farms' commitment to ongoing operations and maintaining their existing land holdings within



the city, the proximity of their property should be a key factor in the planning of adjacent sites. Furthermore, Maple Lodge Farms is a long-standing major employer in the City.

Figure 8
Bram West Secondary Plan Area
Vacant and Developed Employment Area Lands



Note: Excludes lands "to be refined through employment study" as shown in Figure 2 in an overlay.

Source: Watson & Associates Economists Ltd.



Figure 9
Bram West Secondary Plan Area
Vacant Employment Area Lands

| Location | Gross Developable Land Area (ha) ^[1] | Net Land Area (ha) ^[2] | Share (%) |
|-----------------------------------|---|-----------------------------------|-----------------------------|
| - | A | $B = A \times 80\%$ | $C = B \div 173 \text{ ha}$ |
| Bram West (40a) | 36 | 28 | 16% |
| Bram West (40b) | 3 | 3 | 2% |
| Streetsville Glen Golf Club (40c) | 19 | 15 | 9% |
| Bram West (40c) | 5 | 4 | 3% |
| Bram West (40d) | 7 | 6 | 3% |
| sub-Total | 70 | 56.4 | 33% |
| Maple Lodge Farms (40a) | 146 | 117 | 67% |
| Total | 217 | 173 | 100% |

^[1] Gross developable land area is net of environmental features, however, and may require further take-outs for internal infrastructure. Refer to Figure 8 for a map of vacant sites, which are identified in grey. Furthermore, vacant employment lands exclude areas identified for further study.

^[2] Net developable is an estimate to account for internal infrastructure that may be required in subdividing Employment Area supply and has been reduced by 20%.

Source: Watson & Associates Economists Ltd.

7. Employment Area Land Needs Assessment

According to the Region of Peel Land Needs Assessment, at a city-wide level, the City of Brampton has approximately 860 hectares (approximately 2,100 acres) of vacant Employment Area lands in 2021. It is assumed that the vacant Employment Areas across the City will accommodate up to 33,000 jobs over the 2021 to 2051 period as identified in the Region's Land Needs Assessment. ^[1]

Figure 10 estimates the employment capacity on vacant Employment Area sites within the Bram West Secondary Plan Area based on an Employment Area density of 25 jobs net hectare and 30 jobs net hectare. In contrast to the Region, Watson's lower density range assumes that Employment Areas will primarily support industrial-type employment and will not include Major Office Employment (M.O.E.). M.O.E. uses in Employment Areas typically raise average employment density in Employment Areas.

^[1]Update to Land Needs Assessment Arising from Strategic Decisions to Finalize Proposed Region of Peel Official Plan Amendment as Part of Peel 2051 memo prepared by Hemson Consulting Ltd., April 28, 2022, p.60 and 61.



However, the density assumption by Watson does consider secondary or ancillary office functions, which could result in moderately higher density levels. Given provincial policy direction, it is estimated that M.O.E. as a primary use of a site will be primarily allocated to M.T.S.A.s. and not in Employment Areas. As a result, a lower Employment Area density has been assumed compared to the assumption used by the Region of Peel.

The capacity in Figure 10 excludes the vacant lands currently owned by Maple Lodge Farms (approximately 117 hectares). Based on vacant lands within the Bram West Secondary Plan Area (excluding Maple Lodge Farms land holdings), these sites have the potential to accommodate between 1,400 and 1,700 jobs, depending on the density (25 jobs per net hectare to 30 jobs per net hectare). If the vacant sites owned by Maple Lodge Farms were included, employment capacity would increase significantly, adding approximately 2,900 to 3,500 employees (based on 117 net hectares or 289 acres).

Figure 10
Bram West Secondary Plan Area
Employment Area Capacity Based on Vacant Lands
(Excluding Maple Lodge Farms Land Holdings)

| Employment Area Density Range | Net Vacant Land Area (ha) | Employment Potential |
|-------------------------------|---------------------------|----------------------|
| A | B | C = A x B |
| 25 jobs per net hectare | 56 | 1,400 |
| 30 jobs per net hectare | | 1,700 |

Note: Figure has been rounded, including the land area. The land area is measured at 56.4 hectares (gross developable is 70 hectares, refer to Figure 9). Vacant lands owned by Maple Lodge Farms is excluded from the figure. Refer to Figure 9 for a summary of the vacant land supply.

Source: Watson & Associates Economists Ltd.

Figure 11 highlights the employment shortfall of Employment Area lands within the Bram West Secondary Plan Area, which is needed to accommodate anticipated E.L.E. (industrial-type employment). It assumes that, over the long term, about 25% of employment growth in the Employment Areas will be achieved through intensification, which includes expansions of existing facilities or development on underutilized sites. This adjustment for intensification brings total employment growth in Employment Areas to 5,300 jobs (row D). Using an assumption of 30 jobs per net hectare, it is estimated that approximately 3,600 jobs cannot be accommodated on the Employment Area lands in Bram West Secondary Plan (row F) based on assumed density. This amounts to



approximately 120 net hectares of land (row G). As a result, the City will need to explore opportunities to increase employment levels within the Community Area and through areas marked as "to be refined through employment study" in the land use concept plan prepared by City staff (refer to previously discussed Figure 2).

Figure 11
Bram West Secondary Plan Area
Employment Area Land Needs

| Employment Growth Shortfall | Calculation | |
|--|---|--------------|
| Employment Growth (E.L.E., industrial-type), 2021 to 2051 | A (Figure 7) | 7,700 |
| Recent Growth in Bram West Employment Areas, 2021 to 2025 | B | 700 |
| Employment Growth (E.L.E., industrial-type), 2025 to 2051 | $C = A - B$ | 7,000 |
| Employment Growth Adjusted for Intensification (25%) | $D = C \times 75\%$ | 5,300 |
| Employment Area Job Capacity: 30 jobs per net hectare | E (Figure 9) | 1,700 |
| Employment Growth Not Accommodated: 30 jobs per net hectare | $F = D - E$ | 3,600 |
| Employment Land Need, hectares | $G = F \div 30 \text{ jobs per net hectares}$ | 120 |

Notes: Figure has been rounded. For row A, refer to Figure 7 for E.L.E. employment growth, and for row E, refer to Figure 9 for Employment Area job capacity. Row B, recent growth is an estimated by Watson based on development between 2021 to 2025.

Source: Watson & Associates Economists Ltd., 2025.

Given the growth forecast for the Employment Area, which relies on attracting businesses within the City's key sectors, including advanced manufacturing, health and life sciences (such as biotechnology), innovation and technology, and research and development, the City needs to explore accommodating prestige employment uses that, while traditionally in Employment Areas, can also succeed in mixed-use environments.

As identified, it is estimated that approximately 3,600 jobs will need to be accommodated elsewhere.

8. Exploring Strategies to Accommodate Employment Growth

Building on the earlier discussion, the Employment Areas in Bram West is anticipated to lack the capacity to absorb the full employment growth required to support the City's vital sectors, such as advanced manufacturing, health and life sciences (including



biotechnology), innovation and technology, research and development, as well as other employment uses required to support a range of knowledge-based, and industrial sectors. Therefore, the City needs to investigate ways to accommodate employment uses capable of supporting a shortfall of jobs as previously discussed.

City Staff have revised the land-use concept plan for the Bram West Secondary Plan Area 40(a) in accordance with the Brampton Plan. As part of this revision, city staff have identified hatched areas marked as "to be refined through employment study," as shown in Figure 12.^[1] These areas total approximately 93 gross developable hectares (approximately 230 gross developable acres). Watson has reviewed these sites and provided an initial assessment of the opportunities of these sites to accommodate employment and contribute towards the City's anticipated employment forecast for Bram West Secondary Plan Area. This is an initial assessment, as the City plans to conduct further studies as part of the Secondary Plan process to provide more detailed and comprehensive insights into the opportunities in Bram West. These studies will consider a range of factors such as transit and transportation connectivity, the need for commercial uses to serve residents, and watershed planning. All these factors may impact the distribution of employment across the Bram West Secondary Plan Area. Additionally, the City is currently working on an Employment Study that will offer valuable context for planning employment in the City's Employment Areas.

Overall, it is recommended that the City establish a logical boundary for an Employment Area in Bram West by rounding out the area to include sites south of Embleton Road and west of the Natural Heritage System (N.H.S.). This would result in the allocation of 93 hectares (approximately 230 acres) as follows: **49 hectares (121 acres) of gross developable land designated for the Employment Area**, meeting the province's definition. **The remaining 44 hectares (109 acres) of gross developable land is recommended for Community Area uses, which would include both residential and employment purposes.** As part of the Secondary Plan process, the City will need to identify strategic sites within the Community Area for employment uses, such as prestige employment or commercial developments. A summary of the opportunities by site area is provided below, while Figure 12 offers a map and Figure 13 provides a comparison table. Note that land areas may not add up precisely due to rounding.

^[1] City of Brampton Recommendation Report – Bram West Secondary Plan Review, Staff Report, Report Planning, Bld & Growth Mgt-2025-201, March 17, 2025.



Sites 1, 2 and 3a are considered for Community Area uses (totalling 43 hectares):

- **Sites 1 and 2:** totalling approximately 31 gross developable hectares and separated by the proposed Highway 413. The surrounding mixed-use areas could provide amenities for future employment uses and ensure good land-use compatibility. These sites could support residential uses as the site area transitions to surrounding land uses. Prestige employment and commercial uses opportunities should be prioritized for sites with access to major roadways.
- **Site 3a:** totalling approximately 13 gross developable hectares, is isolated from the rest of the city by the proposed Highway 413 and environmental features. However, as the urban fabric develops, Embleton Road could serve as a key connecting road, enhancing connectivity to this area. This will need to be explored as part of the Secondary Plan process, including the opportunity to improve transit connectivity in this area. The surrounding area already includes cultural and community features, such as the Croatian Social and Cultural Centre and Croatian Church (within Halton Hills, i.e., west of Winston Churchill Boulevard), which makes it well-suited for the creation of a Community Area.^[1]
- Site 3a will need to consider a transition to the uses to the south, including the M.T.O. maintenance yard. Therefore, it is recommended that residential uses be concentrated in the northern portion of the site, while the southern portion should include office and commercial uses to facilitate an appropriate transition to the adjacent Employment Areas uses to the south (Site 3b).
- The Town of Halton Hills has designated a Future Strategic Employment Area along Winston Churchill Boulevard, which may require consideration of a potential transition to the west for Site 3a. The Future Strategic Employment Area is designated for the long-term protection of employment uses and is currently not serviced and available for development. Currently, Halton Hills is focusing its Employment Area efforts to the south near Highway 401, where the city recently completed the Secondary Plan for the next phase of Employment Area development (Premier Gateway Phase 2a).

^[1] Based on Region of Peel, Cultural Heritage Assessment, Built Heritage Resource and Cultural Heritage Landscape Assessment, Winston Churchill Blvd., prepared by Mott MacDonald and Archaeological Research Associates Ltd., 2016. Assessment prepared for the proposed widening of Winston Churchill Boulevard from Highway 401 to Embleton Road. Heritage resources identified include sites within the Town of Halton Hills and City of Brampton.



Sites 3b, 4 through 8 are considered for Employment Area uses (totalling 49 hectares):

- **Site 3b:** totalling approximately 8 gross developable hectares (approximately 20 acres), includes the location of the proposed M.T.O. maintenance yard facility in the western portion of the site area. The remaining portion of the site includes the northern extent of the Maple Lodge Farm land holdings (refer to Figure 1 for a map of the Maple Lodge Farms land holdings). While Maple Lodge Farm encompasses part of this site area, it is important to note that the proposed Highway 413 separates it from the larger, contiguous portion of the land holdings. Given the prospect of an M.T.O. maintenance facility, consideration of the site area needs to be consider uses that compatibility to this facility and as such, residential uses are not appropriate for this site area.
- **Site 4:** totalling approximately 9 gross developable hectares (approximately 22 acres), is situated adjacent to the proposed Highway 413 near a key corridor, Embleton Road. N.H.S. features separate site area from the Community Area. Proximity to Maple Lodge Farms property limits opportunity for sensitive uses such as residential uses. Opportunity for Employment Area uses recognizing the N.H.S. as a buffer between Employment Area and Community, as well as recognizing the proximity of Maple Lodge Farms property.
- **Site 5:** totaling approximately 2 gross developable hectares (approximately 5 acres), this small, fragmented site is adjacent to the proposed Highway 413. It is recommended for inclusion in the Employment Area to round out the logical boundary of the Employment Area. Additionally, the site is adjacent to the land holdings of Maple Lodge Farms.
- **Sites 6 and 7:** totalling approximately 13 gross developable hectares (approximately 32 acres), are among environmental features, as well as Employment Area lands to the south. Moreover, the N.H.S. to the east act as a physical separation from the rest of the Community Area urban fabric. Site 7 is adjacent to Maple Lodge Farms land holdings. To ensure the protection of this major employer, this site should be reserved for Employment Area uses that are compatible with the existing industrial operations to the south. The sites could offer an opportunity for Employment Area uses.
- **Site 8:** totalling approximately 18 gross developable hectares (approximately 44 acres), is adjacent to N.H.S. features on the east side of the site area and provides a logical separation between Community Area and Employment Area.



Figure 12
Bram West Secondary Plan
Land-Use Concept Plan

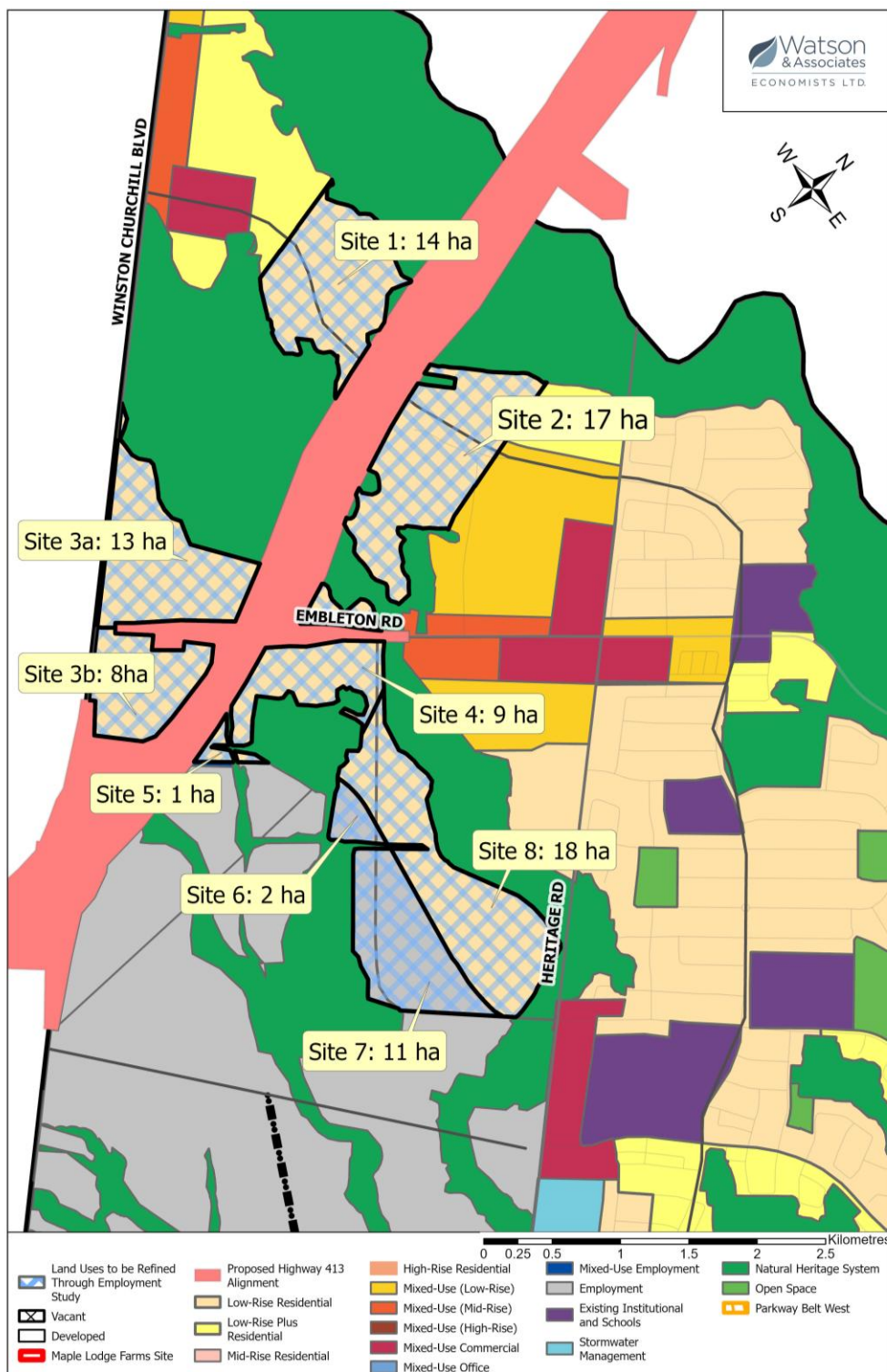




Figure 13
Bram West Secondary Plan Land-Use Concept Plan
Identified as “Sites to be Refined Through Employment Study”

| Sites | Site Description | Opportunity Summary | Gross Developable Land Area (hectares) |
|---------------------------------|--|--|--|
| Site #1 | Situated in the northwest adjacent to Highway 413 (to the east) and planned low-rise residential uses (to the west). Bounded by Natural Heritage System (N.H.S.) to the north and south. | <ul style="list-style-type: none"> Opportunity for office and commercial employment and commercial uses along major roadway (dependent on route and local road network). The remaining area to offer opportunities for residential and commercial uses that transitions to the adjacent low-rise residential areas. | 14 |
| Site #2 | Situated in the northwest adjacent to Highway 413 (to the west) and planned low-rise mixed-use and low-residential uses (to the east). Bounded by N.H.S. to the north and south. | <ul style="list-style-type: none"> Opportunity for office and commercial employment uses along major roadways (dependent on route and local road network). The remaining area to offer opportunities for residential and commercial uses that transitions to the adjacent low-rise residential areas. | 17 |
| Site #3a | Situated in the northwest quadrant of Embleton Road and proposed Highway 413. Further, adjacent to Further adjacent to Halton Hills Future Strategic Employment Area. | <ul style="list-style-type: none"> Opportunity to provide mixed uses of residential and commercial uses, although requiring an adequate transition to the Employment Area to the south. Due to requiring a good transition to Employment Area uses to the south; residential uses should be focused on the northern portion of this site area. Commercial and offices should be focused to the south, providing a good transition to Employment Area uses. | 13 |
| Sub-Total Community Area | | | 44 |



| Sites | Site Description | Opportunity Summary | Gross Developable Land Area (hectares) |
|----------|---|--|--|
| Site #3b | <p>Situated in the southeast quadrant of Embleton Road and proposed Highway 413. Further, adjacent to Further adjacent to Halton Hills Future Strategic Employment Area (Town of Halton Hills, O.P., Schedule A-17).</p> <p>Portion of site is part of Maple Lodge Farms land holdings.</p> | <ul style="list-style-type: none"> Opportunity to provide Employment Area uses in order to be compatible with the M.T.O. Maintenance Yard property, while recognizing the eastern portion of the property is part of the Maple Lodge Farms land holdings. | 8 |
| Site #4 | <p>Situated along Embleton Road, adjacent to the proposed Highway 413 (to the east).</p> <p>N.H.S. features separate site area from the Community Area. Proximity to Maple Lodge Farms property limits opportunity for sensitive uses such as residential uses.</p> | <ul style="list-style-type: none"> Opportunity for Employment Area uses recognizing the N.H.S. as a buffer between Employment Area and Community, as well as recognizing the proximity of Maple Lodge Farms property. | 9 |
| Site #5 | <p>Situated adjacent to Employment Area land uses and adjacent to proposed Highway 413 (to the east). Adjacent to Maple Lodge Farms property.</p> | <ul style="list-style-type: none"> Small and fragmented site. Not appropriate for residential uses. | 1 |
| Site #6 | <p>Site is adjacent to Site 8 and is separated from Site 7 due to a small N.H.S. feature.</p> | <ul style="list-style-type: none"> Opportunity for Employment Area uses. Not well connected to the existing residential and mixed-use fabric due to N.H.S. | 2 |
| Site #7 | <p>Adjacent to Employment Area uses to the south result in limitations on development opportunities, including sensitive uses, such as residential.</p> | <ul style="list-style-type: none"> Opportunity for Employment Area uses. Not well connected to the existing residential and mixed-use fabric due to N.H.S. | 11 |
| Site #8 | <p>N.H.S. features on the east side of the site area provides a logical separation</p> | <ul style="list-style-type: none"> Opportunity for Employment Area uses. | 18 |



| Sites | Site Description | Opportunity Summary | Gross Developable Land Area (hectares) |
|----------------------------------|---|---|--|
| | between Community Area and Employment Area. | <ul style="list-style-type: none">Not well connected to the existing residential and mixed-use fabric due to N.H.S. | |
| Sub-Total Employment Area | | | 49 |
| Total | | | 93 |

Note: Land areas may not add up precisely due to rounding. Refer to Figure 12 for a map of site locations.

Source: Watson & Associates Economists Ltd.



It is important to note that the land of these sites is measured in gross developable. The land area may be reduced by roads that will be required to connect to the urban fabric. This will be reviewed more closely during the Secondary Plan process.

9. Conclusions

As discussed in this memo, the City aims to plan for a wide range of employment opportunities, supporting a higher ratio of jobs to population. Achieving this goal will only be possible by fully leveraging the potential of the City's urban structure. Therefore, it is essential for the City to actively support and enable the full employment potential of all elements within Brampton's urban structure, complementing the province's framework that safeguards Employment Areas. The Bram West Secondary Plan Area is envisioned to accommodate nearly 20,000 jobs by 2051, approximately 15% of the city's employment growth over the 2021 to 2051 period. This area is one of the largest remaining greenfield areas within the City of Brampton. Given the City's depleting supply of greenfield lands, a strategic and innovative approach is essential to maximize employment and economic opportunities in the Bram West Secondary Plan Area. This area possesses many locational advantages for building a successful employment base, including an existing employment foundation to build upon both locally and regionally (synergies with Employment Areas in Halton Hills (Premier Gateway Employment Area) and Mississauga (Meadowvale Corporate Centre)), as well as access to 400-series highways. Furthermore, a Major Transit Station Area (M.T.S.A.) is envisioned in the Bram West at Mississauga Road and Steeles Avenue which would enhance transit connectivity.

The Employment Area lands within the Bram West Secondary Plan have limitations on its ability to accommodate Employment Area uses as allocated through the Region of Peel sub-municipal allocations. A significant reduction in the Employment Area's capacity to accommodate jobs includes approximately 1,900 Major Office Employment (M.O.E.) jobs that cannot be supported within Employment Areas due to provincial planning policy direction. As discussed, municipalities are to plan for primarily industrial uses with opportunities for secondary office uses in Employment Areas. Consequently, the M.O.E. potential will need to be accommodated elsewhere within the Bram West Secondary Plan Area. However, the City's urban structure, as outlined in the Brampton Plan, offers opportunities to support this need through the range of land-use designations, such as mixed-use designations. Furthermore, it is estimated that approximately 3,600 E.L.E. jobs (industrial-type jobs) can not be accommodated in the



Bram West Employment Areas due to limitations on vacant land supply, notably the Maple Lodge Farms land holdings.

As discussed, City Staff have revised the land-use concept plan for the Bram West Secondary Plan Area 40(a) in accordance with the Brampton Plan. As part of this revision, City staff have identified hatched areas marked as "to be refined through employment study," as shown in Figure 12. ^[1] These areas total approximately 93 gross developable hectares (approximately 230 gross developable acres). These study site areas have the opportunity to accommodate some of the observed shortfall of employment that cannot be accommodated within the Bram West Employment Areas. Watson has reviewed these sites and provided an initial assessment of the opportunities of these sites to accommodate employment and contribute towards the City's anticipated employment forecast for Bram West Secondary Plan Area. A discussion of the opportunities for each site area is provided in section 8. Key considerations of the review included the surrounding land-use context.

Overall, it is recommended that the City establish a logical boundary for an Employment Area in Bram West by rounding out the area to include sites south of Embleton Road and west of the Natural Heritage System (N.H.S.). This would result in the allocation of 93 hectares (approximately 230 acres) as follows: **49 hectares (121 acres) of gross developable land designated for the Employment Area**, meeting the province's definition. The **remaining 44 hectares (109 acres) of gross developable land is recommended for Community Area uses, which would include both residential and employment purposes**. As part of the Secondary Plan process, the City will need to identify strategic sites within the Community Area for employment uses, such as office employment or commercial developments that are appropriate for the site context.

It is important to note that while the Employment Area land needs assessment identified a shortfall of 3,600 E.L.E. jobs and a need to accommodate 1,900 M.O.E. jobs elsewhere in Bram West, it is recognized that not all of this employment potential will be accommodated within the 93 hectares identified for study. The addition of 49 hectares of Employment Area land could accommodate nearly 1,200 E.L.E. (industrial-type) jobs,

^[1] City of Brampton Recommendation Report – Bram West Secondary Plan Review, Staff Report, Report Planning, Bld & Growth Mgt-2025-201, March 17, 2025.



addressing nearly a third of the E.L.E. shortfall.^[1] As discussed in this memo, there is an opportunity for the City to accommodate E.L.E. uses that are compatible with residential areas (such as light industrial uses with large office component) at strategic locations within Bram West. Furthermore, the City will need to leverage its urban structure in Brampton Plan to unlock opportunities for M.O.E. uses, as well as protect key areas, such as the Mississauga and Steeles M.T.S.A.

This is an initial assessment, as the City plans to conduct further studies as part of the Secondary Plan process to provide more detailed and comprehensive insights into the opportunities in Bram West. These studies will consider a range of factors such as transit and transportation connectivity, the need for commercial uses to serve residents, institutional uses required to support residents and watershed planning. All these factors may impact the distribution of employment across the Bram West Secondary Plan Area. Additionally, the City is currently working on an Employment Study that will offer valuable context for planning employment in the City's Employment Areas.

^[1] 1,200 E.L.E. jobs were calculated based on 80% gross-to-net (net land area of 39 hectares) and multiplied by an average employment density of 30 jobs per net hectare ($39 \times 30 = 1,200$ E.L.E. jobs). Note that this capacity for E.L.E. may differ based on the take-outs for local road network.



Appendix A-1 Bram West Secondary Plan Land-Use Concept Plan

