

January 25<sup>th</sup>, 2022

The Corporation of the City of Brampton  
c/o City Clerk's Department  
2 Wellington Street West  
Brampton ON. L6Y 4R2

Re: Rogers Communications Inc. Resolution Request, 8200 Dixie Road and the Downtown Metrolinx Site, City of Brampton

Dear Mayor and Members of Council,

I am writing in response to the attached submission from Rogers Communications and their planners Glen Schnarr and Associates dated January 21, 2022. Based on the information provided, we are in support of the Rogers submission.

It is very refreshing to see a submission which brings a substantial quantity of office employment to the downtown core. The letters propose a large size range (200,000-500,000sf) in building size. We hope to see closer to the larger end of the spectrum in square footage and office jobs. This new proposed head quarter facility will greatly compliment and is surely a by-product of the Councils commitment and investments made in the surrounding area. Examples of these important investments include; The Innovation Centre, all day GO service, Riverwalk, the LRT extension, downtown reimagined to name a few.

We request that hi quality design and construction be utilized in the newly proposed facilities and that the phasing of the developments either happen concurrently, or starting with the development of the downtown site, and be followed by the Dixie site.

We look forward to watching these exciting projects develop.

Best Regards,



John Kanellopoulos, Vice President  
Kallo Developments Inc.

**John Mallovy**

Vice President, Corporate Real Estate  
One Mount Pleasant Road  
Toronto, Ontario M4Y 2Y5

January 21, 2022

The Corporation of the City of Brampton  
c/o City Clerk's Department  
2 Wellington Street West  
Brampton, ON L6Y 4R2

Attention: Mayor and Members of Council

Re: Rogers Communications Inc.: Resolution Request for Minister's Zoning Orders

On behalf of Rogers Communications Inc., I would like to thank you and Brampton City Staff for your attention and support as Rogers endeavors to strengthen its presence as a proud employer and investor in Brampton. Brampton is home to a critical and valued employee base of technology workers who are currently working out of a repurposed industrial building at 8200 Dixie Road. The current building underserves both the employees' and company's needs and does not align with Rogers' vision for dynamic workplaces that attract and retain top talent. The site is also underutilized.

Rogers plans to invest more than \$100 million in a state-of-the-art, transit-oriented Brampton campus, co-located with the Downtown Brampton GO Station. An office of this nature would allow Rogers to retain 3,000 high-paying jobs across Peel Region and continue to attract employees and future tech talent to Ontario. It would also situate Rogers at a growing major Regional transit node along the Toronto-Brampton-Waterloo Innovation Corridor, significantly expanding our transit accessible employee catchment area.

After review of potential locations for a Brampton Campus, Rogers has confirmed that the only suitable property is located on the block bound by Railroad St, Elizabeth St N, Nelson St W and George St N. The property is currently owned by Metrolinx and is used as a surface parking lot. The timely acquisition of this parcel with direct access to Brampton GO, regional and local bus transit and ideally, the future Downtown Brampton LRT station, in addition to other downtown amenities is essential to Rogers' ability to commit to long-term investment in a new Brampton campus.

As Rogers seeks to consolidate its presence in Brampton around the Brampton GO Lands, it is looking to revitalize the 8200 Dixie lands by adding residential uses along Dixie while preserving a valuable employment node throughout the majority of the site.

Rogers is seeking Brampton City Council's support to request two Minister's Zoning Orders ("MZO"s) that will enable Rogers to usher in a new era of investment in Brampton. On the Brampton GO Lands, Rogers is seeking permissions that would enable a campus with a minimum of 200,000 SF of office and retail uses, with space for additional office or residential uses that could be added in phases. Simultaneously, Rogers is seeking an MZO for the lands it will be vacating at 8200 Dixie Road. Rogers is seeking to permit up to 1,200,000 SF of industrial logistics uses and up to 25 acres of residential development along Dixie Road to be built out with a range of housing types.

Rogers requests to delegate to council on the matter on January 26, 2022.

The enclosed letter and exhibits present a strong planning rationale for the proposed projects. Rogers is most grateful for the City's support to date and looks forward to working together to advance this project.

Sincerely,

A handwritten signature in dark ink, appearing to read 'John Malloy', with a stylized, flowing script.

John Malloy  
Vice President, Corporate Real Estate



January 21, 2022

The Corporation of the City of Brampton  
c/o City Clerk's Department  
2 Wellington Street West  
Brampton, ON L6Y 4R2

**Attention: Mayor and Members of Council**

**Re: Rogers' Minister's Zoning Orders Resolution Request**  
**8200 Dixie Road and the Metrolinx Railroad Street sites, City of Brampton**

On behalf of our client, Rogers Communications Inc. ("Rogers"), we request that City Council endorse and make a formal request to the Province for Minister's Zoning Orders ("MZOs") for the properties illustrated on the attached schedules and as outlined below:

1. Metrolinx-owned lands located on the block bound by Railroad St., Elizabeth St. N, Nelson St. W and George St. N (herein referred to as the "Brampton GO Lands")
2. Rogers Communications-owned lands at 8200 Dixie Road.

**Rogers' Brampton Workplace Strategy**

Brampton is home to a critical and valued employee base for Rogers, which is supported by public investments in education, transit infrastructure, and technology-based employment initiatives such as the Ryerson University/Rogers Cyber Secure Catalyst located in downtown Brampton. However, Rogers' current Brampton Campus at 8200 Dixie Road no longer aligns with its needs. For this reason, Rogers will be relocating from its Dixie Road property and is seeking to create a new contemporary technology campus in Downtown Brampton.

As an invested stakeholder in Brampton, Rogers recognizes that it can play an important role in the City's plans to revitalize downtown and create future employment opportunities by moving its workforce to a state-of-the-art, transit-oriented building on the Brampton GO Lands adjacent to the Brampton GO station, while intensifying the Dixie site to accommodate up to 1.2 million square feet of modernized industrial facilities and infill housing adjacent to existing residential neighbourhoods.

In the interest of expediting Rogers' immediate need for improved and updated premises and the public's need for modernized employment facilities and a variety

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of housing alternatives, Rogers is requesting the City's assistance in engaging the Province to provide planning permissions to accomplish this project that will benefit Ontario, Peel Region and Brampton.

### **Rogers' Vision for Downtown Brampton GO Station Campus**

Rogers is looking to relocate approximately 3,000 employees from their current Dixie Road campus, as well as other corporate offices throughout the GTA, to a brand new, state-of-the-art, sustainable, transit-oriented, mixed-use development. Downtown Brampton is uniquely located with direct access to critical regional transit from Union Station to Kitchener/Waterloo. It also offers urban amenities to serve the needs of skilled technology workers, many of whom call Brampton and Peel Region home.

Rogers' review of the area has identified a parcel in Downtown Brampton, the Brampton GO Lands, that is uniquely suited to meet its location and facilities needs (see Schedule 1), which is the 2.2-acre parcel bounded by Railroad Street to the north, George Street North to the south, Elizabeth Street North to the west and Nelson Street West to the east. The parcel is owned by Metrolinx, with the exception of the City-owned land located at the corner of Nelson Street and George Street. This strategic location would support the ongoing reinvestment in Downtown Brampton as a commercial hub and transit-oriented complete community, and situate the new Rogers Brampton office at the centre of the Toronto-Kitchener/Waterloo Innovation Corridor, broadening both Rogers and Brampton's access to talent.

### **Planning Rationale**

The planning rationale to support MZO's for expedient delivery of building a new Brampton office campus for Rogers, and equally reinvestment and redevelopment of the 8200 Dixie Road site, is as follows:

1. In order to establish a new Brampton technology office campus, Rogers requires direct walkable access to the Toronto-Brampton-Kitchener/Waterloo GO Line, as well as other multimodal transit services (LRT on Main Street in Brampton). The Brampton GO Lands are currently within the MTSA delineated by the Province in its Growth Plan, the Region of Peel Official Plan and the City of Brampton Official Plan.

Rogers is desirous of building their new office complex as part of a mixed-use, live-work campus on the Brampton GO Lands, subject to being able to acquire the lands from Metrolinx. This vision is consistent with the Brampton 2040 Vision and the land use policy framework of the Province, the Region and the City. The site is within easy walking distance to the Downtown GO Station, which will allow convenient access to regional rapid transit and critical higher order transit connections to downtown Toronto and the Kitchener-Waterloo technology hub. The future employees, visitors and residents of the



Brampton Campus will have the convenience of nearby shopping and amenity facilities within close walking distance.

For Rogers to continue its recruitment strategy for technological talent and maintain a strong employee base with a focus on Network and Information Technology jobs in Brampton, Rogers requires offices that are accessible to retail, cultural, recreational and social amenities and education facilities. The Metrolinx-owned Brampton GO lands on the south side of the Brampton GO Station on Railroad Street is the only location that is suitable and large enough to meet Rogers' needs. Locating along the Toronto-Waterloo GO Line will also introduce high-quality technology-based employment opportunities to a broader pool of Ontarians.

2. Rogers is seeking to expedite the redevelopment of this site for a new mixed-use campus as quickly as possible in the event that the Brampton GO Lands are acquired from Metrolinx. By securing a Ministerial Zoning Order ("MZO") with the support of Brampton City Council, Rogers can move quickly towards design and construction of its new 200,000 – 500,000 square foot office space. Expediting this investment is likely to be a catalyst for other investments in Downtown Brampton and will reinforce Local, Regional and Provincial goals for transit-oriented complete communities and vibrant, sustainable mobility hubs.

3. In conjunction with the MZO for the Brampton GO Station lands, Rogers is seeking an MZO to revitalize the lands at their current site on 8200 Dixie Road (Schedule 2), which are surplus to Rogers' needs and are no longer suitable for the type of technology office functions currently provided there. Rogers envisions preserving a key employment node in Brampton on Dixie Road while intensifying the site to expediently create a complete community. The proposed plan converts a portion of the site (up to 25 acres) that fronts onto Dixie Road to allow for redevelopment of a mix of housing types while maintaining the majority of the existing industrial lands for potential redevelopment of up to 1,200,000 square feet of modernized industrial/logistics/warehousing facilities that will replace the outdated former Nortel structure (Schedule 3).

For new residential uses on the 8200 Dixie Road Site, the Dixie Road corridor provides a direct link between the Bramalea City Centre on Queen Street East with the Bramalea GO Station on Steeles Avenue East. Bramalea City Centre currently is the main Regional Retail Centre for Brampton with plans for additional intensification of mixed-use higher order residential development to support its current Regional Retail function. The Bramalea GO Station has been identified by the Region and the City as Brampton's key MTSA. Rogers' Dixie Road site provides additional transit supportive development with convenient walking and/or transit connections to the Bramalea City Centre and the Bramalea GO Station.



A Minister's Zoning Order for the 8200 Dixie Road site will enable:

- New industrial/warehousing/logistics building(s) with up to 1,200,000 square feet of employment space;
- Up to 25 acres of land along Dixie Road to be made available for mixed-use residential infill development with a range of housing types and forms targeted to the families and 'missing middle' households.; and,
- New parkland that will provide additional amenity space for the existing residents as well as new residents coming to the community.

4. Introducing mixed-use residential development along Dixie Road is fully compatible with existing uses and introduces a good transition between industrial uses to the west and low-rise residential neighbourhoods to the east.

5. Both sites will make excellent use of existing and planned transportation and transit infrastructure in the area. The MZO on these two sites will capitalize on these investments, while making efficient use of existing transit routes which encourage a reduction on car dependency.

6. There are no significant challenges presented by the proposed redevelopment of these two sites and the existing municipal water and sanitary sewer services are readily available to accommodate the redevelopment vision of these two sites.

7. Introducing new office uses on the Downtown GO Lands will provide additional jobs and commercial uses into the downtown and will support reinvestment in Downtown Brampton as a complete community and a mobility hub. Equally the redevelopment of the Dixie Road site through the proposed MZO will also retain critical industrial jobs since the majority of the existing industrial zoned lands will be maintained but updated with a more efficient configuration.

### **Closing Remarks**

Rogers sincerely appreciates the effort and consideration of Brampton Council and staff in this matter. We trust the enclosed submission will support a formal request from Brampton City Council for MZOs on both the Brampton GO Station Lands and the 8200 Dixie Road site at the January 26, 2022 Council meeting. Rogers will also continue to work with Metrolinx, as well as all other affected Provincial bodies, to achieve our collective goals for a new Rogers Campus in Brampton.

We look forward to working with the Region of Peel and the City of Brampton to achieve the collective vision with Rogers. We thank you for your consideration of our request for



the two MZO's and we would be happy to provide additional information/rationale to inform City Council on its consideration for the MZO request to the Province.

Yours kindly,

**GLEN SCHNARR & ASSOCIATES INC.**

Colin Chung, MCIP, RPP  
Partner

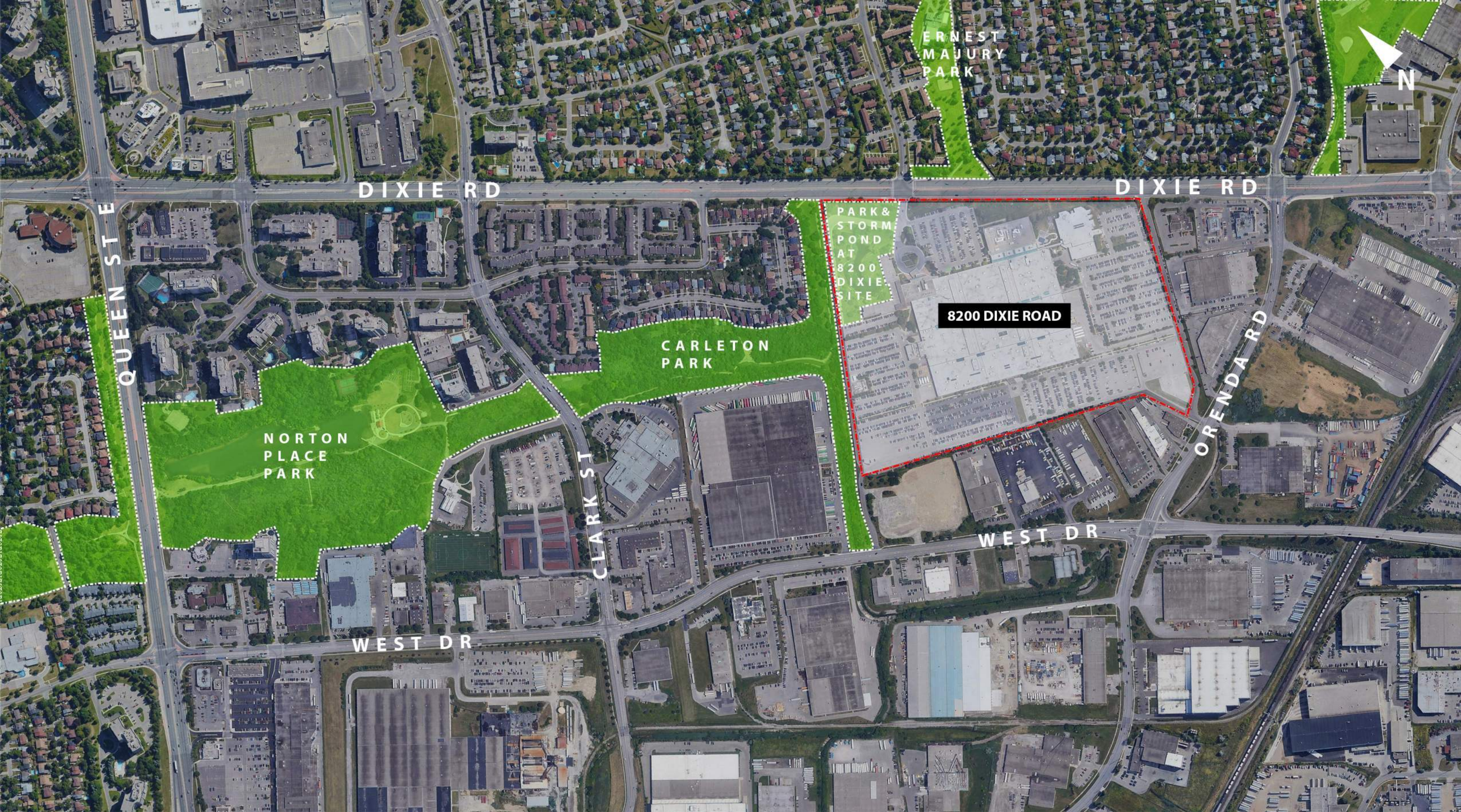
cc: Peter Fay, City Clerk  
Richard Forward, Commissioner of Planning  
Allan Parsons, Director of Development Services





# DOWNTOWN BRAMPTON GO STATION SITE





8200 DIXIE SITE (EXISTING)



