

# **3rd Q 2011 Economic and Market Update Brampton Central Area**

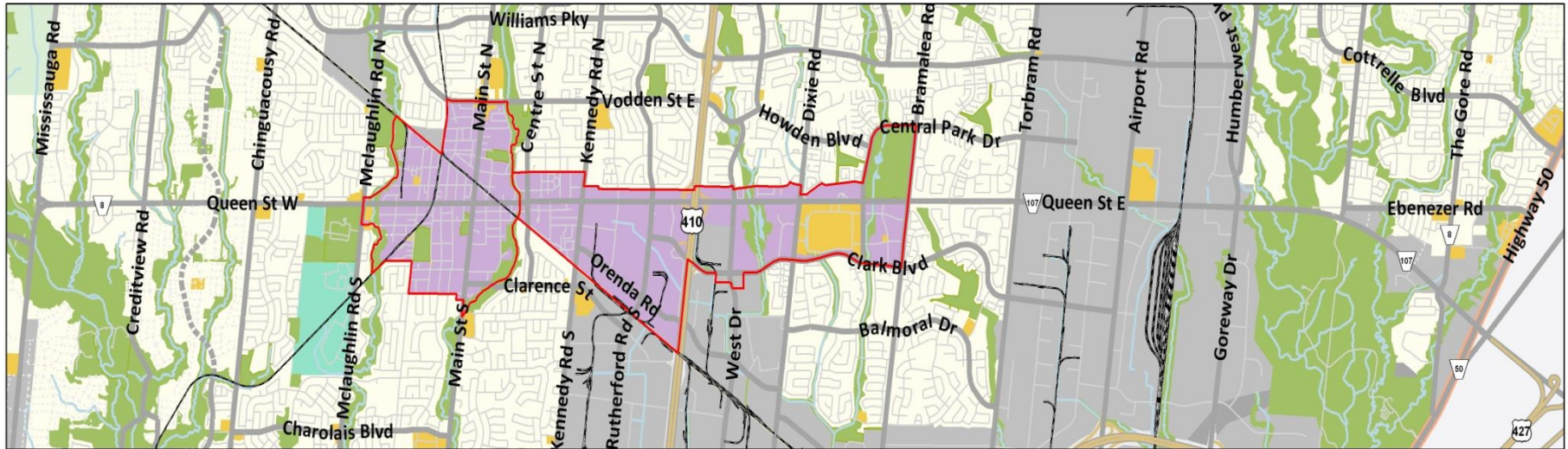
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October 2011

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# Overview: Central Area



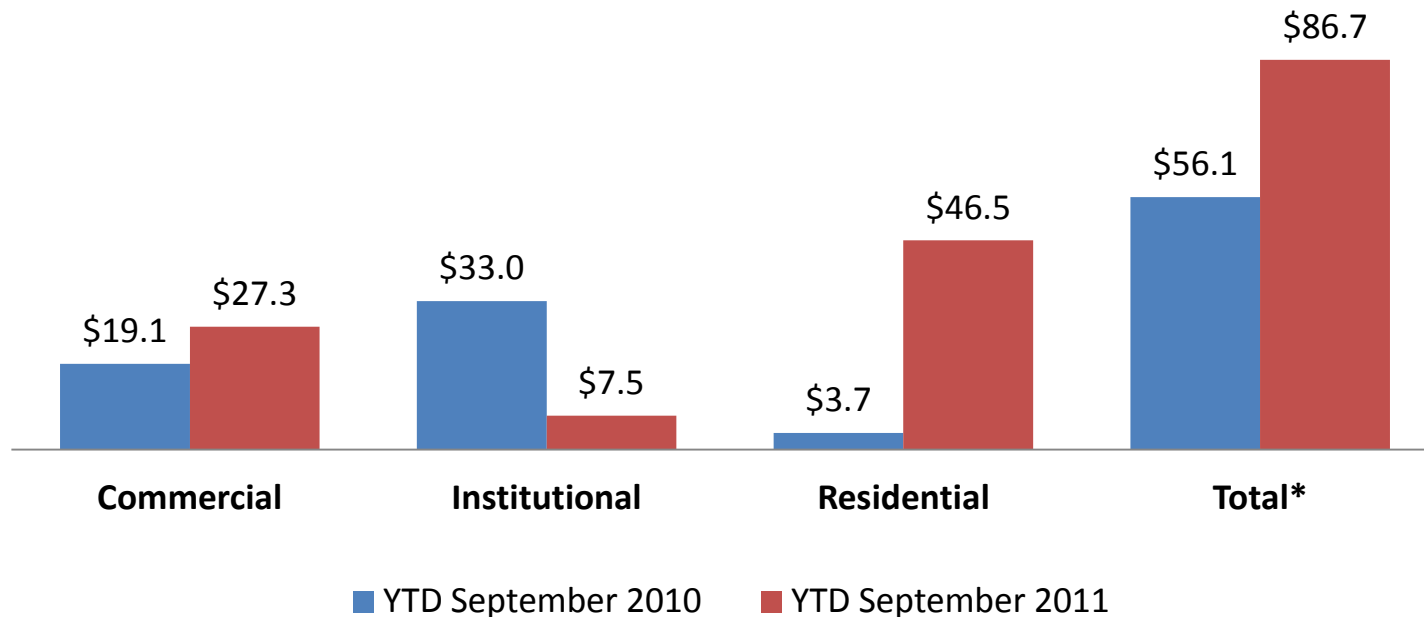
## ABOUT THE CENTRAL AREA:

Situated at the heart of one of Canada's fastest growing cities, Brampton's Central Area consists of the downtown core and the Queen Street Corridor, which runs from Highway 50 to Mississauga Road. The Central Area is easily accessed and is supported by a modern reliable infrastructure. This includes a state-of-the-art bus rapid transit system and proximity to highways 410, 401, 407, 403 and the 427. In addition, the Central Area is minutes away from Canada's largest airport, Pearson International.

Downtown and the Central Area offers century-old character, boutique shops, fine dining, historic residential neighbourhoods and the city's most important civic and cultural institutions, including the Peel Heritage Complex City Hall and the Four Corners Branch Library. This vital corridor is a complex network of natural and heritage elements integrated with new mixed-use, mid-rise, high-rise and street-oriented developments.

# Construction

## Dollar Value of Building Permits (\$Millions) Issued for Construction Projects in the Central Area by Type

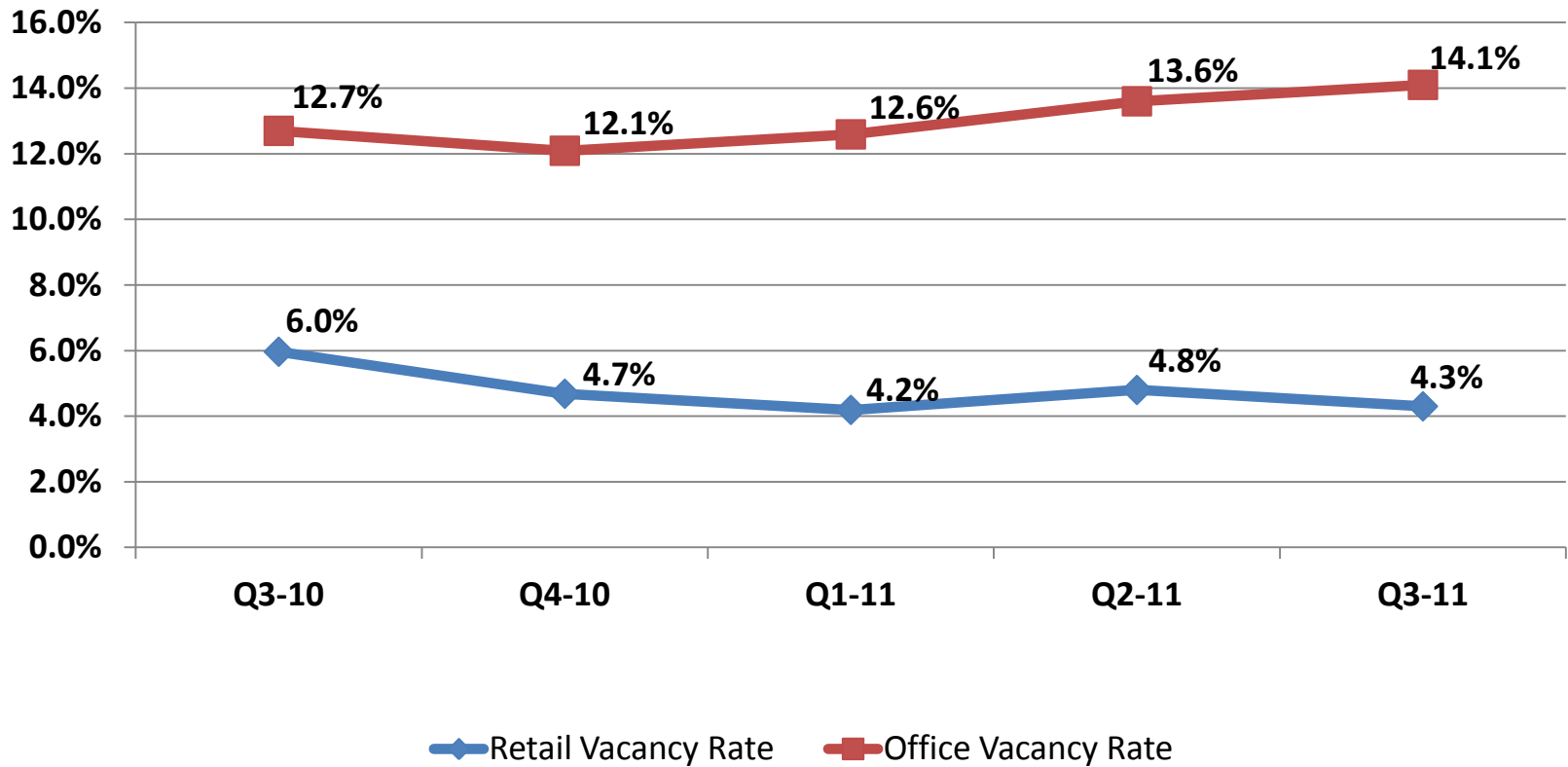


\* Total Permit Value Includes Industrial Permits Issued..

Source: City of Brampton Building Department, 2010-2011.

# Vacancy Rates

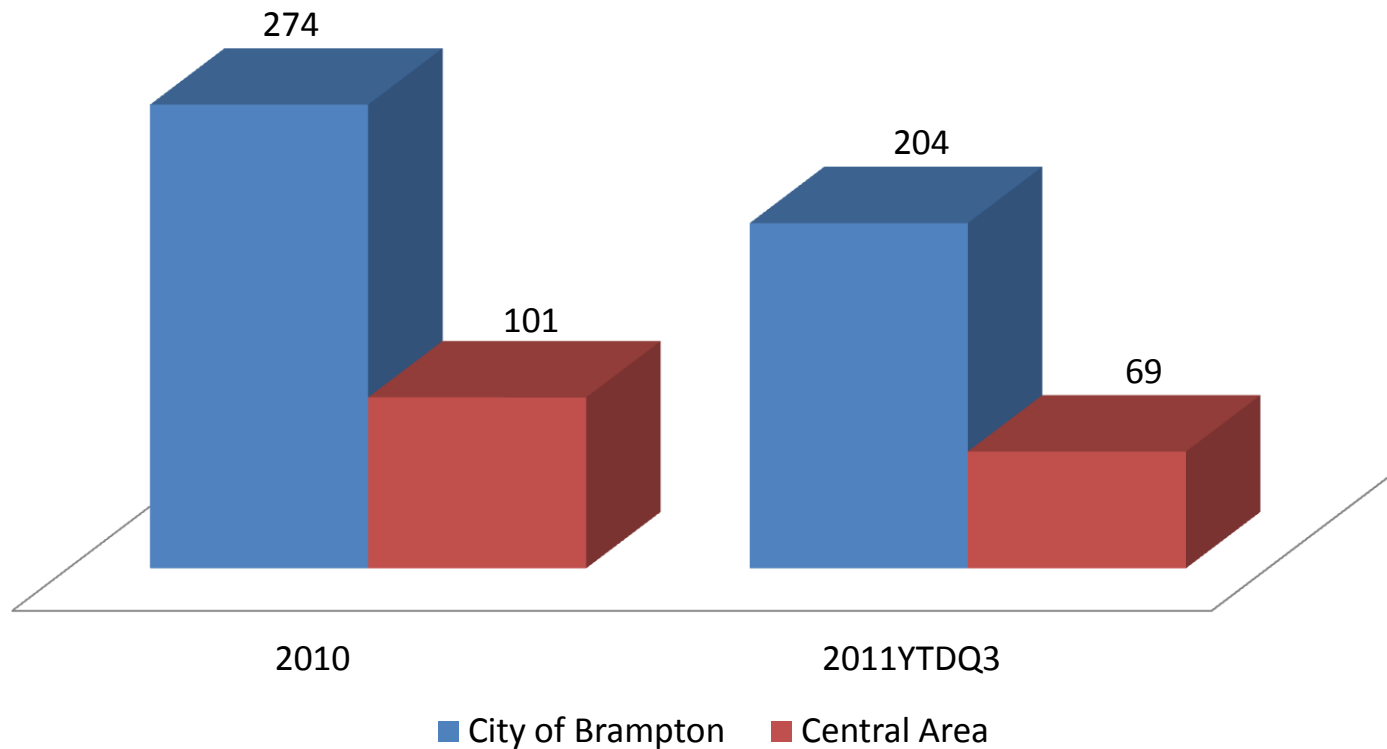
## Downtown and Queen Street Corridor Vacancy Rates (%)



Source: City of Brampton Economic Development Office, 2010 – 2011. Study area  
Secondary Plans 7 & 36.

# New Business and Employment

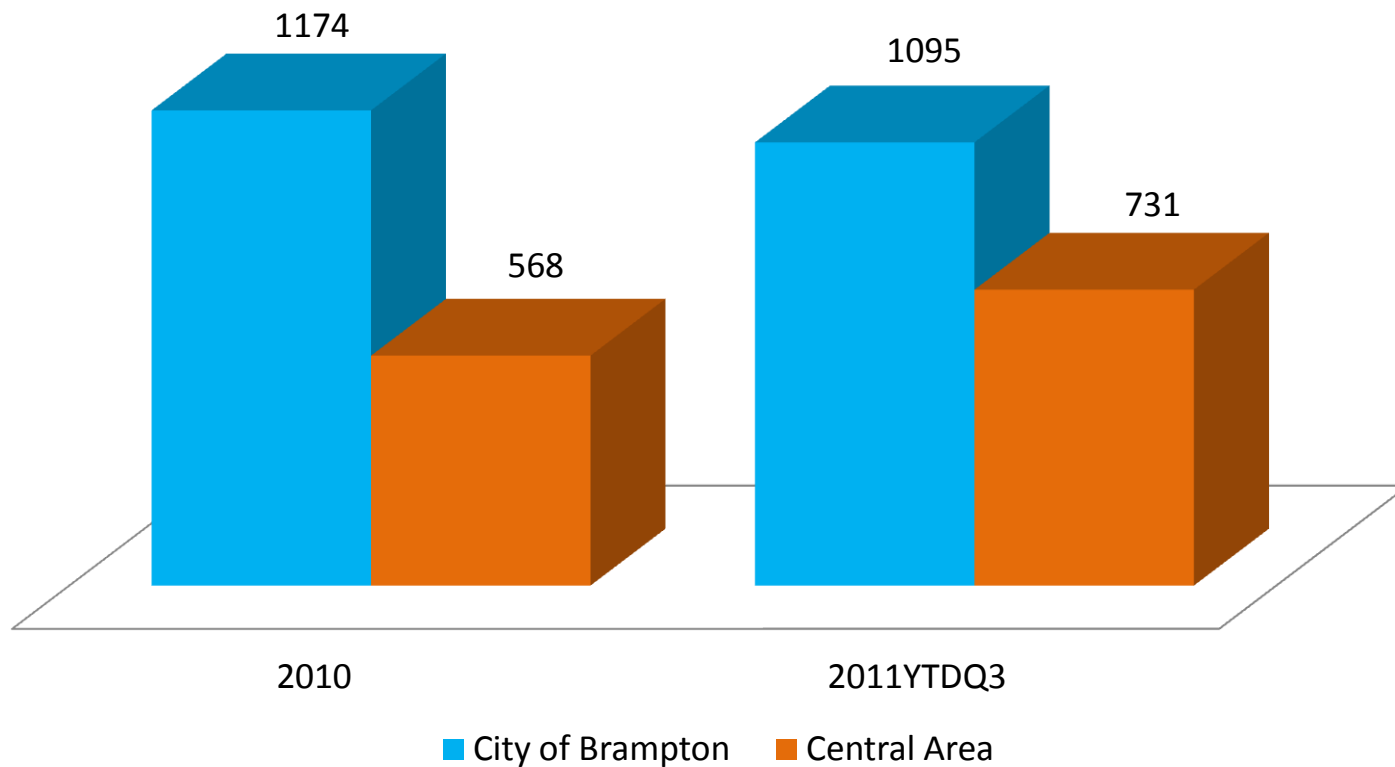
Total New Business Opened in Brampton and the Central Area 2010 - 2011



Source: City of Brampton Economic Development Office, 2010-2011.

# New Business and Employment

Total New Employment in Brampton and the Central Area 2010 - 2011



Source: City of Brampton Economic Development Office, 2010-2011.

# Central Area Economic Base: Composition

Central Area Businesses by Industry, 2009

NAICS Category	Total Businesses	Share of Total (%)	Total Employees	Share of Total (%)
44-45 Retail Trade	335	24.5%	3943	16.4%
62 Health Care and Social Assistance	247	18.1%	2156	9.0%
81 Other Services (except Public Administration)	178	13.0%	883	3.7%
72 Accommodation and Food Services	140	10.2%	1872	7.8%
54 Professional, Scientific and Technical Services	110	8.0%	700	2.9%
52 Finance and Insurance	76	5.6%	841	3.5%
53 Real Estate and Rental and Leasing	57	4.2%	887	3.7%
31-33 Manufacturing	46	3.4%	2304	9.6%
56 Waste Management and Remediation Services	40	2.9%	463	1.9%
23 Construction	32	2.3%	559	2.3%
61 Educational Services	31	2.3%	228	0.9%
71 Arts, Entertainment and Recreation	21	1.5%	244	1.0%
48-49 Transportation and Warehousing	19	1.4%	541	2.2%
41 Wholesale Trade	18	1.3%	672	2.8%
91 Public Administration	10	0.7%	7695	32.0%
51 Information and Cultural Industries	3	0.2%	18	0.1%
99 Not Specified	3	0.2%	3	0.0%
55 Management of Companies and Enterprises	2	0.1%	44	0.2%
<b>Total</b>	<b>1368</b>	<b>100%</b>	<b>24053</b>	<b>100.0%</b>

Source: Brampton Business Census Survey, City of Brampton, 2009.

# Central Area Major Commercial Business: Employers

## Top 10 Commercial Employers, Year End 2009

Company Name	Address	Total FTE	Sector
Wal-Mart	30 Coventry Rd	400	Department Store
The Bay	25 Peel Centre Dr	213	Department Store
Rona Home & Garden	2830 Queen St E	205	Home Centre
Metro Supermarket	25 Peel Centre Dr	195	Supermarket
Sears	25 Peel Centre Dr	179	Department Store
Zellers	25 Peel Centre Dr	167	Department Store
Rob's No Frills	295 Queen St E	160	Supermarket
Sobeys	8975 Chinguacousy Rd	151	Supermarket
Home Depot	9105 Airport Rd	150	Home Centre
Best Buy	25 Peel Centre Dr	140	Electronics Superstore

Source: Brampton Business Census Survey, City of Brampton, 2009.

# Current Economic Forecasts

Population	2011	2016	2021	2026	2031
<b>Central Area</b>	32,660	38,110	44,620	52,120	58,700
<b>Brampton</b>	510,000	585,000	646,000	697,000	738,000
<b>Peel</b>	1,323,000		1,509,000		1,663,000

Employment	2011	2016	2021	2026	2031
<b>Central Area</b>	28,700	32,890	36,610	39,020	41,720
<b>Brampton</b>	182,000	233,800	273,600	295,600	318,800
<b>Peel</b>	664,900		811,600		886,800

Source: City of Brampton, Population and Employment Forecast from City Staff Report to Council, May 4, 2009; Hemson Consulting Ltd, 2009.

# Major Residential Projects in Central Area (2008 - 2011)

Projects Under Development or Planned	Description	Construction Value
Landmarq on Main	257 apt units; completed spring 2008	\$25 million
Greenway Retirement Village	•222 apt units; 22 Towns; 5 Storeys; completed spring 2009	\$12.8 million
Rythm Condos and Lofts by Mattamy	•222 Condos; 22 Towns; 22 Storeys; 6500sf; completed spring 2010	\$36.4 million
Chapelview Apartments	•200 units; 16 Storeys; completed spring 2010	\$38.9 million
Park Place Condos by the Inzola Group	•223 Condos; 27 Storeys; 3,500 sf retail; completed summer 2010	\$38 million
Renaissance by Alterra	•301 Condos; 27 Storeys; 5,200 sf retail; completed fall 2010	\$44.3 million
Bramalea Legion	• 200 units; 25 Storeys; under construction	\$42.3 million
Blade Condos by Preston Group	•350 Condos & Lofts; 24 Storeys; in process	n/a
Indigo Bay Condos by Preston Group	• 224 Condos, 29 Storeys; in process	n/a

Source: City of Brampton, 2010.

# Major Residential Projects in Central Area (Completed in 2010)



Alterra – Renaissance Condominiums



Mattamy – Rhythm Condos and Lofts



Inzola – Park Place Condominiums

# Major Commercial Development Projects in Central Area

Project Name	Address	Description	Construction Value
Bramalea City Centre	25 Peel Centre Drive	325,000 sf. expansion; new 4-tiered parking structure; completed	\$175 million
Office Development	1 Gateway Boulevard	50,630 sf. mixed-use	\$5 million
RE/ MAX Office Building	490 Bramalea Road	26,600 sf. mixed-use	\$4 million

Source: City of Brampton Building Permits, 2010.

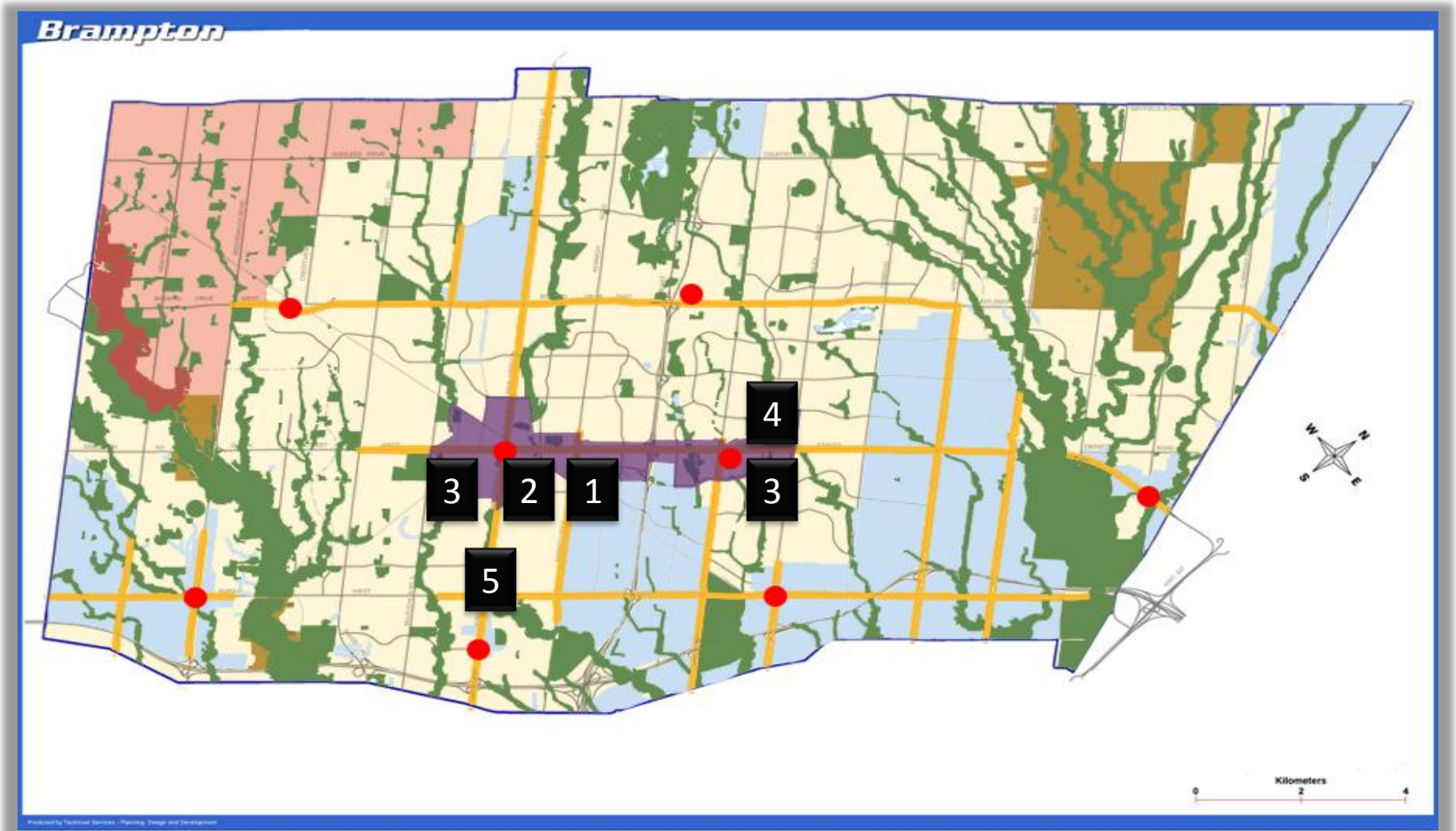


BRAMALEA CITY CENTRE



RE/ MAX BUILDING – 490 Bramalea Road

# Major Infrastructure Projects



# #1: Peel Memorial Hospital

Vision is to create a Centre for integrated Health and Wellness on the Peel Memorial Hospital lands.

In September 2009, a business case was submitted to the Provincial Government. Brampton City Council has committed \$60 million towards the project pending provincial approval.

Demolition of the site has been approved by the Ministry of Health. The project is expected to open in 2015.

- Ambulatory
- Urgent care services
- Family medicine
- Senior's Health care
- Mental Health Services
- Addiction Services
- Health Education
- Community Partnerships

## •Proposed Site Plan & Vision - PMH



ON

# #2: Peel Heritage Complex

The Region of Peel Heritage Complex is undergoing a \$10 million expansion. The project is funded through the Canada-Ontario infrastructure fund and the Region of Peel.

Scheduled to reopen in the spring of 2012 the Peel Heritage Complex will become an engaging cultural destination in downtown Brampton.

Features of the renovation include:

- New art gallery space including workshops
- Larger museum exhibit space
- Community rooms
- Historic courthouse will open to public



Source: City of Brampton, 2011.

# #3: Züm Rapid Transit

Züm is an initiative of the City of Brampton and Brampton Transit to introduce enhanced, uniquely branded Bus Rapid Transit (BRT) services along the City's key north-south and east-west arterial corridors.

- Queen Street (Launched Fall 2010):  
Downtown Brampton to York University
- Main Street (Launched Fall 2011):  
Sandalwood Parkway to Mississauga City Centre
- Steeles Avenue (Coming Fall 2012):  
Shoppers World to Humber College

Züm is intended to significantly improve the reliability, frequency and quality of transit service and provide better connectivity within Brampton and throughout the Greater Toronto Area (GTA). The budget is planned at \$285 million over 12 to 15 years to implement the full Züm initiative.



The first phase of implementation along the Queen St., Main St. and Steeles Ave. corridors includes an investment of \$159 million. Subsequent phases to expand the service to additional corridors will cost an additional \$126 million.

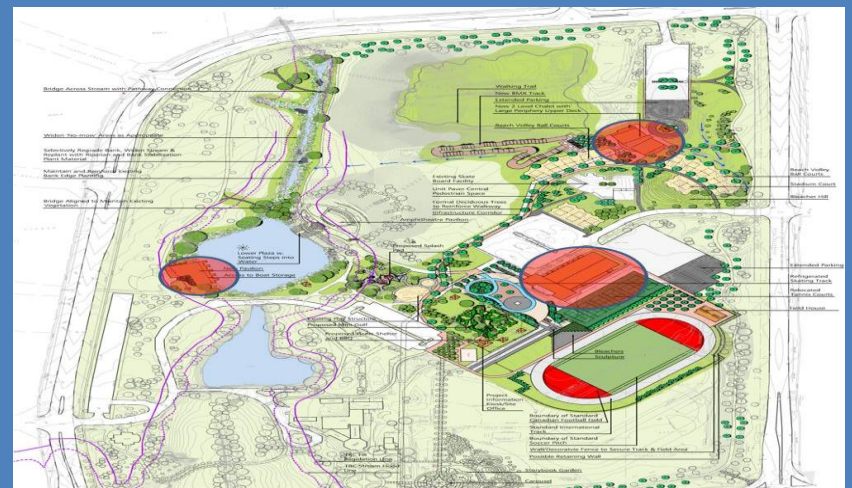


# #4: Chinguacousy Park

Donald M. Gordon Chinguacousy Park is receiving a \$24.5 million overhaul. The redevelopment is funded through the Canada-Ontario infrastructure fund and the City of Brampton.

Scheduled to be complete in 2011, highlights of the project include:

- New multi-purpose ski chalet
- Expansion of the existing tennis and curling club
- New athletic track and upgrades to sports fields
- New family picnic pavilion
- New kids splash pad and upgraded mini-golf course
- Upgrades to park infrastructure (roads, waterways, sewers, electrical)
- Accessibility Improvements



Source: City of Brampton, 2011.

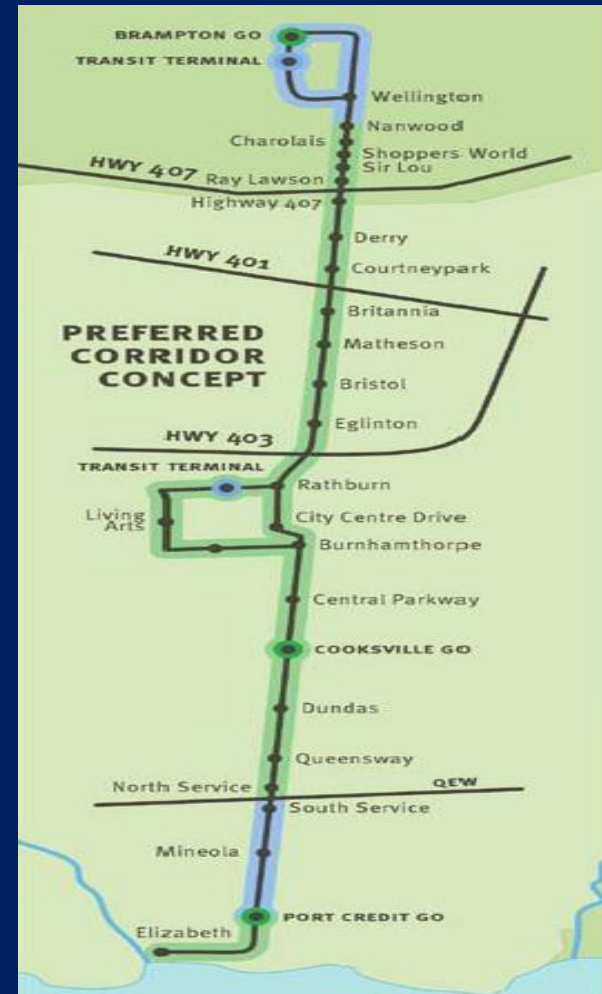
# #5: Hurontario/Main Street LRT

The cities of Brampton and Mississauga began a joint municipal study in May 2008. Study completed in 2011 and Master Plan has been approved by City Council.

The Hurontario/Main Street Study assesses the future of the corridor between Port Credit and downtown Brampton – and how rapid transit initiatives can help move commuters through this high-capacity corridor.

The Study sets out to:

1. Examine the implementation of rapid transit along Hurontario/Main Street corridor.
2. Develop land use and urban policies/initiatives to support rapid transit services.
3. Identify potential social, economic and environmental impacts of various rapid transit routes and technologies.



Source: City of Brampton, 2011.