



*Brampton's Response to the  
Provincial Growth Plan*

# **How Should Brampton Grow? Workshop #2: Supporting a Strong and Competitive Economy: Employment Lands Background Study**

**SUMMARY REPORT**

Thursday, October 9th, 2008  
1:00 p.m. – 4:00 p.m.

Windsor Ballroom B, Courtyard Marriott,  
90 Biscayne Cres., Brampton

**Prepared by Lura Consulting**

This workshop summary was prepared by Lura Consulting. Lura is providing third-party facilitation services as part of the City of Brampton's Response to the Provincial Growth Plan. This summary captures the key discussion points from Workshop #2 on October 9<sup>th</sup> 2008. If you have any questions or comments regarding the summary, please contact either:

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## I Introduction

The City of Brampton's Planning, Design and Development (PD&D) Department is currently undertaking a Growth Plan conformity exercise to implement the policies of the Provincial Growth Plan for the Greater Golden Horseshoe. One component of this exercise is public engagement. On February 27<sup>th</sup> 2008, Brampton Mayor Susan Fennell hosted a Town Hall Meeting attended by over 300 participants to launch the public engagement process. The City held the first public workshop, an Introductory Workshop, on April 3<sup>rd</sup> 2008. The purpose of workshop #1 was to inform participants of the goals, policies and changes required by the Provincial Growth Plan and to obtain input on how participants would like to see the Growth Plan's policies implemented in Brampton.

On October 9<sup>th</sup> 2008 the City hosted *Workshop #2: Supporting a Strong and Competitive Economy: Employment Lands Background Study*, the second in a series of public workshops as part of the Growth Plan public engagement process. The purpose of Workshop #2 was:

- To inform participants of the goals and policies required by the Provincial Growth Plan relating to employment lands.
- To obtain input on how participants would like to see the Growth Plan's employment policies implemented in Brampton.
- To receive feedback on key directions proposed by Hemson Consulting in the *Employment Lands Background Study*, which will inform the implementation of the Growth Plan's employment policies in Brampton.

This workshop report provides a summary of the feedback received at Workshop #2.

## 2 Workshop Format

The workshop was held from 1pm to 4pm in the Windsor Ballroom B, at Courtyard Marriott in Brampton. Participants were asked to register ahead of time with staff from Planning, Design & Development. A total of 22 participants attended the workshop, including a mix of residents, community group representatives and those in the development industry. The room was set up with roundtables seating 5-6 participants at each table, along with one or two City staff. Each participant was given a workshop package, which included:

- "How Should Brampton Grow?" pamphlet
- "How Should Brampton Grow?" Newsletter #2
- Copies of the workshop presentation
- Workshop workbook (containing an introduction to the workshop topic, the workshop agenda and discussion questions)
- Evaluation form.

Information panels on the employment lands strategy and maps were set up for attendees' viewing before and during the workshop. Copies of the Provincial Growth Plan were available at each table. The workshop agenda is provided in Appendix 1.

At 1:30p.m., Adrian Smith, Director of Planning and Land Development Services, gave brief opening remarks, welcoming the participants and inviting them to actively engage in the workshop discussions and freely share ideas. Mr. Smith noted that the results of this workshop would inform the recommendations to Council on how Brampton will aim to accommodate the employment forecast and satisfy the employment land policies.

City Councillor Sandra Hames welcomed the participants and outlined her interest in hearing ideas and suggestions from participants regarding policies and initiatives to plan for and retain employment lands.

Lead facilitator David Dilks of Lura Consulting gave a brief introduction explaining the purpose and process for the workshop. In addition to participating during the interactive portions of the workshop, the participants were requested to submit written comments using the workbooks at the conclusion of the workshop or by October 30<sup>th</sup> 2008 if more time was desired to provide feedback.

From 1:45 pm to 2:25 pm, Russell Matthew, Hemson Consulting Ltd. presented highlights of the “*Employment Lands Background Study*”, which was followed by a few questions of clarification from participants (presented in Section 3).

Following the presentation and questions and answers, participants then took part in interactive roundtable discussions. The participants then addressed the following five questions in an interactive roundtable discussion, directed by Mr. Dilks and facilitated by assigned staff at each table.

- 1) ***How can we overcome the challenges facing Brampton in attracting major office and related job opportunities to the Urban Growth Centre? What role do you suggest for the City, other levels of government and the business community in overcoming these challenges?***
- 2) A significant trend within employment lands in the 905 Area is the location of uses such as warehouse distribution centres that require extensive land and yield relatively low jobs/ha. ***In light of this and today's economic environment how can density within employment lands be realistically increased in order to meet the minimum density targets set out in the Growth Plan and to achieve a healthy live-work balance?***
- 3) There continues to be significant pressure for conversion of employment lands for residential and retail development in the City of Brampton. ***What policy measures would you suggest be implemented in the Official Plan to deal with proposals for employment land conversion in addition to the Growth Plan requirements that you heard in the presentation?***
- 4) It was noted in the presentation that significant additional employment land should be designated to meet the City's employment land needs to 2031. ***What are your thoughts on the feasibility of North West Brampton as an attractive significant employment area? Does it contain the necessary attributes to attract employment uses? What are your thoughts on designating additional employment land elsewhere in the City, such as in northeast Brampton?***

**5) Having heard the issues raised in the presentation, are there any other issues with respect to employment land that need to be addressed in order to meet Growth Plan requirements?**

Following the discussions, a presenter from each table reported highlights of their discussions back to the main group. Highlights and summaries from each table's comments were recorded and projected live on screen by Lura staff.

The workshop ended with closing remarks by Janice Given, Manager of Growth Management and Special Policy. Ms. Given thanked the participants for their contributions and spoke to the need for a long-term vision for employment lands that includes not just the City of Brampton, but also the provincial and federal government and the business sector. Ms. Given noted that a discussion paper addressing employment lands would be posted on the City's website once endorsed by City Council and that the City would welcome feedback at that time.

The six table workbooks were collected by City staff, along with four individual workbooks and four sets of notes. One additional submission was mailed in after the workshop.

### **3 Summary of Feedback**

#### **3.1 Presentation Q & A**

After the Hemson presentation on "Supporting a Strong and Competitive Economy: Employment Lands Background Study," the following comments, questions and answers were raised by participants:

**Q. How is this process going to give us answers?**

A. *Today's feedback will inform broad direction on City policy. Details on the employment background and inventory will be presented in a background report that will be submitted to the Planning Committee, and then to City Council. A final recommendation for Official Plan amendments will come after that.*

**Q. Is food processing considered manufacturing?**

A. Yes.

**Q. It used to be understood that commercial land (compared to residential) was better for City financing. Is this still true?**

A. *There have been changes to municipal financing and the tax revenue system. As a result it is more advantageous to have a balance between land uses.*

**Q. Will the City be looking at employment lands just outside its borders?**

A. *The City is focusing within the municipal boundaries, but also considering the larger market. There is also an employment land study being conducted for the Region of Peel, which provides a broader perspective. Both studies will complement each other.*

**Q: The presentation helped confirm the importance of population-related employment. It would be helpful to also give details of the projected needs for population-related employment land in 2031. Can you give examples of components of population-related employment?**

**A:** *Population-related employment includes public institutions, schools, hospitals, etc. Large format retail will be planned separately. We predict the need for population-related employment land will follow population growth.*

### **3.2 Common Themes Emerging From Roundtable Discussions**

There were several common themes emerging from the roundtable discussions, including:

- “Employment lands/area” needs to be more clearly defined.
- Improve and expand public transit in the City and provide better integration with transit across the GTA, including higher order transit systems (e.g. GO transit).
- Efficient highway access is key for attracting employment lands use.
- Attract “green” office buildings with LEED certification.
- Plan for mixed-use employment and residential.
- Improve marketing of prime employment areas in Brampton in comparison to other municipalities.
- Reduce application fees by reviewing agencies and expedite the planning process.
- Encourage complementary employment uses and joint use of facilities.
- Clearly identify areas where conversions may be permitted and market them effectively, e.g. in old industrial areas with low yield and limited truck access.

Aggregated responses to each discussion question are presented below.

#### **3.2.1 Offices in the Urban Growth Centre**

Question #1:

***How can we overcome the challenges facing Brampton in attracting major office and related job opportunities to the Urban Growth Centre?***

Feedback from roundtable participants included the following:

- Key challenges include traffic congestion and infrequent public transit.
- The cost of square footage is too high in the urban growth centre (UGC). There is cheaper vacant land outside of the UGC.
- Lack of young professionals/skilled workers is an issue.
- Existing land ownership can be a barrier.
- Current zoning in the UGC limits office development heights.

*From individual submissions:*

- Attract businesses by investing in upgraded transportation and transit infrastructure.
- Fast track municipal approvals and development charges incentives to promote construction of office space.

***What role do you suggest for the City, other levels of government and the business community in overcoming these challenges?***

- Improve and expand public transit in the City and provide better integration with transit across the GTA, including higher order transit systems (e.g. GO Transit).
- Offer more competitive parking options (more than 3 spots per 1,000 sq. ft.).
- Provide financial incentives, e.g. reduce development charges and provide tax breaks.
- Make it easier for developers to assemble land.
- Encourage affordable and appealing housing to attract young professionals.
- Attract “green” office buildings with LEED certification.
- Improve marketing of the City and all its amenities.
- Create pre-approved sites for development.
- Provide a faster approvals process.
- Provide flexibility to schedules, e.g. allow for staged building and partial construction.
- Build a tourist attraction, e.g. Science Centre to attract further development.
- Attract a university to supply workers.
- Ensure there is sufficient infrastructure to support developments.
- Enhance community improvement programs.

*From individual submissions:*

- Provide incentives to major institutions to establish their head offices in Brampton.
- Avoid development in the stable neighbourhoods.
- Plan for mixed-use employment and residential in the UGC.
- Make rezoning easier so that existing uses can be converted.
- All levels of government should evaluate their current practices to ensure they are effective, efficient and add value.
- City should do research into what other North American office markets to determine commonalities.

### **3.2.2 Increasing Density within Employment Lands**

Question #2:

A significant trend within employment lands in the 905 Area is the location of uses such as warehouse distribution centres that require extensive land and yield relatively low jobs/ha. ***In light of this and today's economic environment how can density within employment lands be realistically increased in order to meet the minimum density targets set out in the Growth Plan and to achieve a healthy live-work balance?***

Feedback from roundtable participants included the following:

- Provide more flexible zoning by-laws, e.g. flex-space and sub-leasing.
- Encourage complementary employment uses and joint use of facilities, e.g. shared truck corridors and driveways.
- Increase level of public transit services for office workers.
- Provide more parking for Go Transit and Express Rail.
- Zone for higher density commercial/industrial with minimum density requirements.
- Reduce application fees by reviewing agencies and expedite the planning process.
- Provide incentives for “green” buildings to attract higher order businesses.
- Plan for mixed-use developments (e.g. ground floor dedicated for employment, above for residential).
- Improve marketing of prime areas in Brampton compared to other municipalities.
- Identify appropriate locations for various employment uses.
- Re-visit policies in the City, e.g. provide more flexible parking standards.
- Allow for warehousing now with plans to convert to office/higher density in the future.
- Promote multi-storey warehouses.
- Go after Federal investment for incentives to attract employment.

*From individual submissions:*

- Identify low yield business areas that have sub-standard services and convert to modern businesses or high density residential.
- Attract 24/7 industries.
- Encourage the use of basements for storage purposes.
- The City will need to define the types and categories of employment it wishes to attract.
- Telecommunications, information technologies, medical sciences, office and institutional sectors are all areas that produce higher jobs/ha than warehousing.
- City should adopt more flexible policies and regulation aimed at actively promoting, encouraging and facilitating mixed-use and live-work developments along major transportation and transit corridors and within established and planned neighbourhood centres.

### **3.2.3 Policies For Employment Land Conversion**

Question #3:

There continues to be significant pressure for conversion of employment lands for residential and retail development in the City of Brampton.

***What policy measures would you suggest be implemented in the Official Plan to deal with proposals for employment land conversion in addition to the Growth Plan requirements that you heard in the presentation?***

Feedback from roundtable participants included the following:

- “Employment lands/area” needs to be more clearly defined.

- Clearly designate conversion option areas and market them effectively, e.g. in old industrial areas with low yield and limited truck access.
- Set-up strict rules to limit and require justification for conversions. Require proposals to conform to the Provincial guidelines and rules.
- There needs to be a retail land use plan that adequately provides for the retail needs of each residential community. This way employment lands need not be converted to retail use.
- Ensure that zoning is harmonized with the City's Official Plan and the Provincial Growth Plan.
- Recognize and address the domino effect that leads to de-industrialization in areas once the first residential or retail development is introduced.

*From individual submissions:*

- Conduct public education on the negative impacts of conversions.
- Future employment will be tied to the needs of future residents.
- City should adopt a more sophisticated and dynamic policy framework which reviews conversion applications on individual merit.

### **3.2.4 Employment Area in North West Brampton and Elsewhere**

Question #4:

It was noted in the presentation that significant additional employment land should be designated to meet the City's employment land needs to 2031.

***What are your thoughts on the feasibility of North West Brampton as an attractive significant employment area? Does it contain the necessary attributes to attract employment uses? What are your thoughts on designating additional employment land elsewhere in the City, such as in northeast Brampton?***

Feedback from roundtable participants included the following:

- Northwest Brampton currently does not contain the necessary attributes to attract employment uses. Specifically it needs more infrastructure, a north-south corridor, rail service and it is too close to residential areas.
- Northwest Brampton could support small offices near the highway, but it generally would need improved transportation to support major employment.
- Northeast Brampton is attractive for several reasons including infrastructure, connections to Vaughan, less residential proximity, existing transportation options and plans for the expanded 427 highway.
- The City should designate and invest in employment areas now.
- Focus on Mt. Pleasant as a mobility hub.
- Plan for more multi-use employment areas.

*From individual submissions:*

- If Brampton attracts higher order employment, the amount of additional employment land will be significantly less than current projections.

- Northwest Brampton does not have the necessary locational attributes required to attract significant employment uses. Northwest Brampton is not positioned favourably. Areas closer to Hwys 400, 401, 403, 404, 407, 409, 410 and 427 have a greater advantage over northwest Brampton.
- Northeast Brampton has greater attributes due to its proximity to Pearson Airport, Hwys 427 and 50, the existing and planned Hwy 427 Industrial Area and existing intermodal transportation facilities.

### 3.2.5 Other Issues

Questions #5:

***Having heard the issues raised in the presentation, are there any other issues with respect to employment land that need to be addressed in order to meet Growth Plan requirements?***

Feedback from roundtable participants included the following:

- Increase tourism opportunities to bring higher order business uses to the city.
- The issue of institutions and places of worship within employment lands needs to be addressed.
- Brampton needs something special to attract employers in comparison to Toronto.

*From individual submissions:*

- Incentives for sharing small business space would help promote entrepreneurial activity.
- Consider providing office space in hotels.
- Environmentally friendly land usage should be encouraged in all sectors and at all levels.
- Roads need to be wider for heavy commercial vehicle use.
- There should be separate land for commercial vehicle use only.
- Pollution should be considered when drawing up employment land plans and policies.

## 4 Summary and Next Steps

At Workshop #2, participants provided suggestions and ideas for City staff to consider in the City's efforts to achieve the Provincial Growth Plan goals related to employment lands. In fall 2008 and winter 2009, the PD&D Department will host additional public workshops to address other aspects of the Provincial Growth Plan goals. Related discussion papers will be posted to the City's website once available, providing a further opportunity for public comments.

## Appendix I – Workshop #2 Agenda

### Workshop Purpose:

- To inform participants of the goals, policies and changes required by the Provincial Growth Plan relating to employment lands.
- To obtain input on how participants would like to see the Growth Plan's employment policies implemented in Brampton.
- To receive feedback on key directions proposed by Hemson Consulting in the Employment Lands Background Study which will inform the implementation of the Growth Plan's employment policies in Brampton.

- 1:00 p.m.     **Sign In and Open House**
- 1:30 p.m.     **Welcome and Opening Remarks**  
John Corbett, Commissioner, Planning, Design & Development  
Councillor Hames
- 1:40 p.m.     **Workshop Purpose and Agenda Review**  
David Dilks, Lura Consulting, Facilitator
- 1:45 p.m.     **Presentation: Employment Lands Background Study**  
Russell Matthew, Hemson Consulting Ltd.
- 2:15 p.m.     **Questions of Clarification**  
Hemson Consulting Ltd.  
David Dilks, Lura Consulting, Facilitator
- 2:25 p.m.     **Roundtable Discussion**  
Led by David Dilks, Lura Consulting, Facilitator
- 3:35 p.m.     **Roundtable Discussion Highlights**  
Led by David Dilks, Lura Consulting, Facilitator
- 3:55 p.m.     **Next Steps and Closing Remarks**  
Janice Given, Manager, Growth Management and Special Policy
- 4:00 p.m.     **Adjourn**

## Appendix 2 – Verbatim Text from Roundtable Worksheets

Below are the written comments on the worksheets handed in from the roundtables. The submitted forms were not labelled which table they came from and thus the letter associated to each set of responses is arbitrary.

### Table A

#### 1) Office use in the Urban Growth Centre:

- Access and transportation
- Competition
- Critical mass
- Land ownership
- Demand identification
- Skilled workers

#### Solutions:

- AcceleRide
- Metrolinx (inter-city)
- Promote secondary plans (city realtors etc.)
- Attract a university to supply workers
- Tourist attraction (Science Centre)
- Financial incentives from the City (DC's, parking, etc.)

#### 2) Density

- Increase level of transit services for office workers
- All Day, Two Way GO Transit Express Rail, more parking lots
- Incentives for LEED buildings to attract higher order businesses
- Incentives to attract employment, go after Federal Investment

#### 3) Employment Land Conversion

- Set-up strict rules to process and to justify conversion
- Cost benefit analysis
- Show how proposals conform to Provincial rules
- Maintain required employment land quota/balance
- Public education re. Need for employment lands

#### 4) North West Brampton & Elsewhere

- City should invest in employment real estate
- Consider employment lands outside Brampton i.e. Vaughan
- Plan the infrastructure to support designated areas
- Will need a local employment service area

#### 5) Other Issues

- Increase tourism opportunities: e.g. Science Centre etc to bring higher order uses to City

## Table B

- 1) Office use in the UGC
  - Current zoning and land uses- make it easier to re-zone lands in UGC; allow higher densities and heights
  - NIMBY
  - Working with EDO to promote use
  - Land assembly – make easier so that developers can assembly land
  - SPA (North Oakville) – Streamline
  - Auto oriented community – competitively offer more parking (more than 3 per 1,000) and transit
  - Land cost – no impact
  - Rezoning – identify sites (land assembly promotion)
- 2) Density
  - Working together (with other municipalities)
  - Flex-space – our zoning doesn't permit – allow it to make it easier (i.e. Milton)
  - Streamline logistics
  - Utilize rail – use intermodal terminal
  - Sub-lease – by-law should allow
- 3) Employment Land Conversion
  - Employment lands – clearly define
  - Retail – plan for community
  - Don't permit employment land conversion for institutional uses
- 4) North West Brampton and Elsewhere
  - {Part A of Question} No does not have necessary infrastructure i.e. N-S corridor and GO rail and CN
  - {Part B of Question} has 427, Bolton, Mayfield West and Vaughan
- 5) Other Issues
  - [No answer given]

## Table C

- 1) Office use in the UGC
  - Improve transit system (e.g. AcceleRIDE, BRT) and integrate with other municipal systems
    - Integrate with higher order transit systems of Mississauga
    - GO station
  - Supporting Services
  - Financial incentives e.g. Reduce rental values
  - Brownfield incentives – development charges
  - Community Improvement Program
  - Propose underground master plan for infrastructure (utilities, water sewage, etc)
    - Sufficient infrastructure to support developments

- 2) Density
  - Multi-use developments
  - Mixed-use developments (ground floor dedicated for employment, above for residential)
  - Zoning of higher density commercial/industrial – amendments (minimum requirements in terms of density)
- 3) Employment Land Conversion
  - Strong policies
  - Clearer policies to discourage conversions
  - Ensuring zoning is harmonized with OP and Growth Plan
  - Clear definitions of what is employment area
- 4) North West Brampton and Elsewhere
  - Strategic location in the west, close to highway line
  - Focus on Mt. Pleasant as a mode (mobility hub)
  - Push multi-use, employment
  - Ensuring sufficient infrastructure is in place prior to development
  - Realize full potential of Highway 427 extension
- 5) Other Issues
  - Place of worship within employment lands

#### **Table D**

- 1) Office use in the UGC
  - Building design/function
  - Onerous constraints, it's too difficult to build/too costly
  - Access/transportation/transit hubs
  - Square footage cost is too high in urban growth centre
  - Timely approvals/faster approvals
  - Flexibility to schedules/staged building – give/take/allow partial construction
  - Pre-approved sites
  - DC competitiveness/incentives/tax breaks
  - Lots of vacant land outside UGC
  - Market limits
  - Office market – “green” buildings, LEED design, eco village, have something different to offer
- 2) Density
  - Higher density over time, warehousing now, convert to office/higher density in the future
  - Warehousing is a market response/market driven
  - More 24/7 uses
  - Encourage head office associated with warehouse
  - Incentives to encourage head office
  - Don't discourage warehousing and have vacant land, waiting for office

- In Churchill business park, it's 14 people/hectare
- 3) Employment Land Conversion
- Designate conversion areas in old industrial areas with no/poor access
  - Low building height – surrounded by residential
  - Small perimeter doesn't allow for new longer trucks
  - Convert to mixed use/SC/industrial multiples
  - Industrial incubators/POW/arts and culture
  - However, reno/conversions costs may be high and prohibit smaller users
  - Another con is the domino effect – leads to de-industrialization in certain areas
  - Designate in comparison to total employment in city
  - Limit users –no competition with pure employment areas.
- 4) North West Brampton and Elsewhere
- Transportation is key!
  - Northeast – Highway 50 / 427 make it attractive
  - Northwest – potential corridor
  - Designate as much employment as possible now, (with no physical constraints like tributaries and good access) easier to go back to other uses
  - Think about future employment types/market
- 5) Other Issues
- Toronto is so close, more exposure to great minds/different options/different jobs, so what is there to attract people to Brampton.

## Table E

- 1) Office use in the UGC
- Affordability of housing (rental/own) – attracting young professionals
  - Traffic congestion/accessibility (i.e. public transit)
  - Variety of housing – condos, townhouses, etc
  - Attracting demographics that support employment lands
  - Marketing the city (amenities) to the population
  - Identifiable areas (i.e. upscale office uses/ nodes, etc)
  - Targeting employment uses that are run down to improve Brampton's image through incentives (CIP)
  - Creating a vision for Brampton (i.e. downtown, small town image)
  - Government role: transit funding (intensity/minimise parking)/ assistance for local businesses to take on green initiatives/ reduce taxes, reduce energy costs (reuse energy)
- 2) Density
- Identify appropriate locations for various employment uses
  - Re-visit policies (i.e. parking standards) in the city – make flexible
  - Consolidating resources (i.e. shared parking) – encouraging complementary employment uses (potential)

- Reduce application fees (employment) at various reviewing agencies
  - Finding locations (i.e. new technology) better advertising of prime areas (limited in Brampton in comparison to other municipalities)
  - Transportation access
  - Expedite planning process
- 3) Employment Land Conversion
- Expedite the planning process
  - Clearly identify employment areas and market effectively
- 4) North West Brampton and Elsewhere
- {Part A of Question} Yes – provides opportunities to attract office uses – other types of employment wanted by the city (incentives/barriers to unwanted uses)
  - Supportive uses – need a N-S connection to attract uses
  - {Part B of Question} 427 lands addition employment uses/close proximity to infrastructure/planning process quicken to be achieved
- 5) Other Issues
- [No answer given]

## Table F

- 1) Challenges and Solutions
- Current zoning and land use plans not allowing (urban growth centre allowed 1 level plaza)
  - Make easier to rezone (for major office)
  - Most developers not interested in time and effort-involved in land assembly
  - Rezoning difficult 'NIMBY' (traffic because car centric)
  - Have to offer competitive parking facilities (e.g. huge cost is prohibitive)
  - Land cost not that prohibitive (because Greenfield now needs land set aside for servicing, env. effects, infill more appealing now)
- 2) Density
- Europe: 2-storey warehouses (far off)
  - Joint use of facilities (common spaces) – use intermodal terminal in Brampton (gridlock)
  - N-W Brampton and Bolton and Caledon getting developed
  - Flex-space: trend toward consolidating office and industrial
    - Additional process required to do that
    - Milton and Brampton by-law zonings doesn't permit subletting office space on site- in certain cases, zoning by-law needs to permit, should permit, leasing of office space in central areas
    - Mississauga offers flexibility changes mixed, blended rate
- 3) Employment Land Conversion
- If boundaries not clearly established, conversion becomes easier
  - Say No to conversion

- Employment lands should, as far as possible be designed within clearly defined physical boundaries
  - Retail study needs to be done and figure out where to put big box in community
  - Problem with people not understanding that commercial design doesn't include non-major office
  - Value of land – competition so residential and retail conversion
  - Also, if allowing institutional uses: Ministry of Environment doesn't allow some uses next to places of worship
    - e.g. hospitals generate employment but individual facilities couldn't locate them there (compatibility) – long term effects
- 4) North West Brampton and Elsewhere
- N-W developers interested: lacks strong transportation base (vs. N-E corner)
  - Developers pushing for it to happen because already there and want to maximize
  - N-E makes sense because of rail line, and Caledon's growth (most purchased by residential developer)
  - Don't see office coming in NW- may have more local population serving office but not major office
  - NE – pushing arterial boundary out to clear way – needs better transit to residential
  - NE – already developing therefore more feasible in short term
- 5) Other Issues
- [No answer given]

## **Appendix 3 – Verbatim Text from Worksheets Submitted by Individuals**

### **1) Office use in the UGC**

- Improve transportation
- Incentive and tax breaks
- Access
- Transportation
- Need incentive, need to make it “sexy”
- Potential carbon taxes, perhaps a “green” office community would market well to industries today
- By giving incentives to bigger institutions like banks (Head office) providing them appropriate land (location) as well as some incentive to other major companies to establish their business in Brampton. It’s also a great job opportunity to Bramptonians.
- Government and the business sector being attracted to utilize the lands
- Lobbying
- Providing incentives
- Improving the efficiencies of public transit
- Affordability
- Building design/function/constraints
- Access/transit for 50/50 office district
- Approvals/flexibility/schedules
- DC/fees/competitiveness
- Make rezoning easier so that existing uses can be converted
- Take a look at parking /transit to attract those workers – office workers want more urban areas
- Offer Development Credits to conversions.

### **2) Density**

- Large office complexes
- Manufacturing
- Attract 24/7 industries (1 24/7 job = 3,905 jobs)
- E.g. Hospitals work well – consider Brampton still has a significantly lower hospital bed to population ratio than most cities across Canada (look this year, you’ll be shocked)
- World trend – many offices are moving to Asia, unfortunately...
- Sharing two offices using one facility
- Use of basement for storage purposes
- Multi-storey for office use in this case city zoning low; needs to be amended
- Perhaps effort should be invested in promoting high tech warehousing which are capital, intensive, serving local and international markets and therefore more likely to generate higher yield in revenue
- Flexspace – allow for it so you can have office & warehouse consolidations.
- Subleasing – if you allow this extra office space can be utilized , i.e. they won’t move to new space.

- Tax rewards for space utilization
- Share common space? E.g. truck corridors & driveways

### **3) Employment Land Conversion**

- Redesignate low yield business areas that have sub-standard services and convert to modern businesses or high density residential
- Strict by-laws not to convert employment land to residential
- The boundary of employment land should be protected for the future use
- Retail and residential should have restricted area not at the cost of employment land
- The conversion requests seemingly stem from a lack of awareness of the impact of conversion on employment and economic growth. Perhaps if a media blitz with real life scenarios were launched to highlight the effect on jobs personally and impact on the City, the pressure to convert would be reduced
- 1) Define land to strict physical boundaries
- 2) Retail centres should be planned as part of residential area – serves the population
- 3) Do not convert industrial to churches, institutional

### **4) North West Brampton and Elsewhere**

- NE Brampton holds more promise for growth due to present transportation infrastructures and work forces
- NW Brampton should not be recommended for industrial areas – it's not safe for the residents there – lots of transportation will be involved
- NE Brampton is a proper area for industrial land because that area is not developed for residents as density as in NW Brampton
- On the basis of the discussion, it seems like the general trend should be to focus on designation and development of infrastructure to attract developers. Financial incentives and other incentives e.g. policy should be considered
- NE:
  - Has excellent transportation (427 extension; Mayfield Rd and Hwy 50)
  - Vaughan Intermodal Terminal
  - Bolton and Caledon are getting very developed
- NW:
  - Need a North-South corridor
  - More office suited? Picturesque

### **5) Other Issues**

- Transportation – GO station
- Wider roads for heavy vehicle for commercial use
- There should be separate land for commercial vehicles use only
- Pollution should be under consideration
- Allocating a percentage of small business incentives/space sharing with incentives for entrepreneurial activity may ensure that the needs of the “small income” groups are not ignored
- Consideration for providing office space in hotels as a growing tourist destination
- ‘Environmentally friendly’ usage should be encouraged in all sectors at all levels

- Stay away from stable neighbourhoods
- NW Brampton mix
- Mt. Pleasant – High
- GO station
- Downtown – diversity and MA plan
- Sheridan – Medium density, student housing, affordable housing
- Aged housing – e.g. Day spring – Medium
- Keep younger workers to live and work
- Link to affordability
- Traffic congestion
- Public and regional transportation
- Attract to live, work and stay
- Market in a city perspective
- Identifiable area
- More employment land needed at current employment densities
- Significant employment needed in NW Brampton as last major area to be planned
- Expanded NE employment area