



Intensification Analysis

Town of Bradford West Gwillimbury

Final Report

February 3, 2025

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List of Acronyms and Abbreviations

A.R.U.	Additional Residential Units
B.U.A.	Built-up area
D.G.A.	Designated growth area
G.G.H.	Greater Golden Horseshoe
G.M.S.	Growth Management Strategy
Growth Plan	A Place to Grow: Growth Plan for the Greater Golden Horseshoe
G.T.H.A.	Greater Toronto and Hamilton Area
M.C.R.	Municipal Comprehensive Review
M.T.S.A.	Major Transit Station Area
O.P.	Official Plan
P.M.T.S.A.	Protected Major Transit Station Area
P.P.S., 2020	Provincial Policy Statement, 2020
P.P.S., 2024	Provincial Planning Statement, 2024
P.P.U.	persons per unit
S.C.O.P.A.	Simcoe County Official Plan Amendment



Executive Summary

Watson & Associates Economists Ltd. (Watson), in association with WSP Canada Inc., was retained in the summer of 2024 to undertake a Growth Management Strategy (G.M.S.) for the Town of Bradford West Gwillimbury to guide growth over the next 30 years. The G.M.S. is informed by the results of Simcoe County's Municipal Comprehensive Review (M.C.R.) and prepared under the provincial and regional planning frameworks. The Town is planning to implement the G.M.S. through a series of Official Plan Amendments that will establish clear direction for growth over a planning horizon to the year 2051.

As part of the G.M.S., Watson has prepared this Intensification Analysis that identifies the opportunities for intensification within the built-up area (B.U.A.) Furthermore, this Intensification Analysis Report includes a review of redevelopment and infill opportunities within the Town's Major Transit Station Area (M.T.S.A.). The M.T.S.A. has been reviewed in terms of its opportunity to accommodate a density of 150 residents and jobs combined.

The P.P.S., 2024 requires municipalities to establish and maintain minimum targets for intensification and redevelopment within B.U.A.s, based on local conditions.^[1] Furthermore, municipalities are required to keep their zoning by-laws up to date by establishing minimum densities, heights, and other standards to accommodate growth and development.^[2] As part of Simcoe Official Plan Amendment # 7 (S.C.O.P.A. #7), the Town of Bradford West Gwillimbury is planned to accommodate a minimum target of 42% of its housing growth through intensification. As a comparison, the intensification rate target previously established by the County in the 2016 County O.P. was 40%.^[3] The current intensification rate for Bradford West Gwillimbury at 42%, is among the highest targets in the County, reflecting opportunities to accommodate a range of housing options in the Bradford Urban Area. S.C.O.P.A. #7 considers any residential development within the B.U.A. as intensification. All residential development within the B.U.A. counts towards the County's intensification target, regardless of housing type or form.

^[1] Provincial Planning Statement, 2024, policy 2.3.1.4, p. 8.

^[2] P.P.S., 2024, policy 6.1.6, p. 32.

^[3] County of Simcoe Growth Forecasts and Land Needs Assessment prepared by Hemson Consulting Ltd., March 31, 2022, p. 58.



To reach a 42% intensification rate by 2051, it is estimated that the Town will need to accommodate over 6,300 housing units in the B.U.A. over the 2024 to 2051 period.^[4] The intensification target would represent a significant increase in the amount of housing growth within the B.U.A. compared to historical levels.

A key component of the P.P.S., 2024 is the focus on M.T.S.A.s, which are defined as areas within an approximate 500 to 800-metre radius of a transit station, representing a 10-minute walk. Municipalities are required to delineate M.T.S.A. boundaries within their O.P.s and establish minimum density targets to promote transit-supportive development. As such, the M.T.S.A.s are considered primary areas for intensification, encouraging higher-density development that optimizes public transit investments. The M.T.S.A. in Bradford is required to be planned for 150 residents and jobs combined per hectare.

As of 2024, it is estimated that as of 2024, the M.T.S.A. has a density of 40 residents and jobs combined per hectare based on a total of 2,400 residents and jobs across an estimated land area of around 60 hectares (approximately 148 acres). Furthermore, the M.T.S.A. has approximately 38,600 sq.m (415,000 sq.ft.) of commercial floorspace, which represents a large portion of the Town's commercial base. The commercial base includes small retail uses within the Downtown Core (less than 900 sq.m), as well as larger retail uses along Dissette Street and Bridge Street. The M.T.S.A. also includes two industrial uses on Dissette Street, a produce wholesaler and a construction storage facility.

A desktop site-by-site analysis was undertaken by Watson of sites within the M.T.S.A. to identify infill and redevelopment opportunities. It is anticipated that the M.T.S.A. has the potential to accommodate a net increase of 5,200 housing units and a net increase of 16,400 sq.m of commercial floorspace. Based on the existing and the intensification potential in the M.T.S.A., it is estimated that the M.T.S.A. would reach a density of 220 residents and jobs per hectare. The M.T.S.A. has the potential to accommodate up to 13,200 residents and jobs. It is important to note that this would be achieved over a 30 or more year time period.

It is important to acknowledge that the entire Bridge Street Corridor is within an LSCRA Regulated Area, which currently enforces considerable limitations on development based on the existing conditions. The land area of the Bridge Street Corridor is

^[4] Based on S.C.O.P.A. #7.



estimated at approximately 13 hectares (32 acres). According to the LSCRA Implementation Guidelines, the presence of dykes in the area helps to lower the risk of flooding; however, they do not fully prevent it. Each dyke is built with a certain design capacity, and exceeding this capacity can result in floodwaters overtopping the structure.^[5] As noted in the Town of Bradford West Gwillimbury O.P., lands abutting Bridge Street are expected to continue to focus on the agricultural and market products sector and travelling public. Transition that incorporates residential uses shall be compatible with adjacent agricultural and commercial uses, and a Geotechnical Study will be required for new uses.^[6]

An alternative scenario if the Bridge Street Corridor lands are not viable for development could involve redirecting the development potential originally intended for the Bridge Street Corridor to other locations within the M.T.S.A. This shift would enhance density in those areas but would necessitate raising building heights beyond the current O.P. and zoning regulations. It is important to acknowledge that the current O.P. and zoning regulations within the M.T.S.A. permit the development of structures reaching up to ten storeys in height at the junction of Holland Street and Dissette Street. Still, the height of buildings in most locations is generally restricted to six storeys and in some instances, to up to three storeys. Appendix B provides an alternative scenario where the Town increases the density along Dissette Street Corridor with higher building heights of at least 10-storeys throughout the area required. Increasing density in the Dissette Corridor is an appropriate approach, taking into account the depth of the sites (allowing for large buildings), their location along a key arterial road, and the recognition of this area as one where taller buildings are focused in the O.P.

For the remainder of the B.U.A. (i.e., Outside the M.T.S.A), the supply analysis did not consider redevelopment opportunities. Opportunities beyond the M.T.S.A. encompassed a desktop review that utilized aerial imagery and building permit data to update the status of an inventory compiled in 2017, which identified infill and vacant sites as part of the Town's last Official Plan Review (O.P.R.). Furthermore, the inventory was supplemented with recent application data provided by the Town of Bradford West Gwillimbury. It is estimated that the B.U.A. outside the M.T.S.A. has the potential to accommodate approximately 2,130 housing units. A large portion of this potential is in

^[5] Lake Simcoe Region Conservation Authority Conservation Authorities Act and Ontario Regulation 41/24 Implementation Guidelines, p.37.

^[6] Town of Bradford West Gwillimbury Official Plan, policy 4.2.3 (d), p.104.



active applications at 84%, while the remaining is based on potential on vacant lands within no active applications.

In total, the intensification analysis identified by Watson has identified an opportunity to accommodate approximately 8,600 housing units through redevelopment, infill and through active applications throughout the B.U.A. As previously noted, to reach a 42% intensification rate by 2051, it is estimated that the Town will need to accommodate over 6,300 housing units in the B.U.A. over the 2024 to 2051 period.^[7] Achieving a 42% intensification rate will require the Town to leverage 73% of its intensification housing unit potential.^[8] This could pose a challenge, as a significant portion of the intensification supply relies on redevelopment within the M.T.S.A., a process that may take considerable time to realize fully. As a result, the Town needs to look into ways to enhance and support intensification prospects.

It is recommended that the Town continue to monitor intensification activity in the B.U.A. It is important to recognize that the intensification target would result in annual amount of housing in the B.U.A. at annual levels significantly higher than the Town has achieved to date.

Refer to Appendix A for a detailed inventory of vacant land, redevelopment and active application intensification opportunities and Appendix B for information regarding key assumptions utilized in the housing yields analysis. Furthermore, refer to Appendix B for mapping of the existing inventory of use of each parcel in the M.T.S.A.

^[7] Based on S.C.O.P.A. #7.

^[8] Based on 6,300 housing units forecast in the B.U.A. and a housing unit supply potential of 8,600 housing units (6,300 divided by 8,600 = 73%).



1. Introduction

1.1 Purpose

Watson & Associates Economists Ltd. (Watson), in association with WSP Canada Inc., was retained in the summer of 2024 to undertake a Growth Management Strategy (G.M.S.) for the Town of Bradford West Gwillimbury to guide growth over the next 30 years. The G.M.S. is informed by the results of Simcoe County's Municipal Comprehensive Review (M.C.R.) and prepared under the provincial and regional planning frameworks. The Town plans to implement the G.M.S. through a series of Official Plan Amendments that will establish clear direction for growth over a planning horizon to 2051.

As part of the G.M.S., Watson has prepared this Intensification Analysis identifying opportunities for intensification within the built-up area (B.U.A.) and redevelopment and infill opportunities within the Town's Major Transit Station Area (M.T.S.A.). The M.T.S.A. has been evaluated to meet the provincial requirement of accommodating a combined density of 150 residents and jobs.

1.2 Policy Context

1.2.1 *Provincial Policy Statement, 2024*

On August 19, 2024, the Province released the *Provincial Planning Statement, 2024* (P.P.S., 2024), which replaces the *Provincial Policy Statement, 2020* (P.P.S., 2020) and *A Place to Grow: Growth Plan for the Greater Golden Horseshoe (G.G.H.), 2019* (Growth Plan) as an integrated document. The P.P.S., 2024 was released in coordination with Bill 185, *Cutting Red Tape to Build More Homes Act*. The P.P.S., 2024 came into effect on October 20, 2024. Provided below is a summary of key components of the P.P.S., 2024 related to planning for intensification.

The P.P.S., 2024 requires municipalities to establish and maintain minimum targets for intensification and redevelopment within B.U.A.s, based on local conditions.^[9] Furthermore, municipalities are required to keep their zoning by-laws up to date by

^[9] Provincial Planning Statement, 2024, policy 2.3.1.4, p. 8.



establishing minimum densities, heights, and other standards to accommodate growth and development.^[10]

A key component of the P.P.S., 2024 is the focus on M.T.S.A.s, which are defined as areas within an approximate 500 to 800-metre radius of a transit station, representing a 10-minute walk. Municipalities are required to delineate M.T.S.A. boundaries within their O.P.s and establish minimum density targets to promote transit-supportive development. As such, the M.T.S.A.s are considered primary areas for intensification, encouraging higher-density development that optimizes public transit investments. The P.P.S., 2024 sets minimum density targets for M.T.S.A.s according to level of transit service, with densities ranging from 150 residents and jobs combined per hectare to 200 residents and jobs combined per hectare. The lower end of the range at 150 residents and jobs combined per hectare, includes transit stations that provide commuter or regional rail, such as the Bradford GO Train Station.

Density targets in the P.P.S., 2024 are noted as minimum standards and municipalities are encouraged to go beyond these minimum targets, where appropriate. It is important to note that the minimum density standard for M.T.S.A.s is not tied to a specific year. Achieving a minimum density of 150 residents and jobs per hectare should be viewed as a long-term objective, taking into account the specific local context, which may require a timeframe that extends beyond the current planning period (i.e., beyond 2051).

Recent amendments to the *Planning Act* have eliminated minimum parking requirements in Protected Major Transit Station Areas (P.T.M.S.A.s) and other areas where provincial policy mandates a delineated boundary around higher-order transit stations with specified minimum residents and jobs densities, such as M.T.S.A.s. As a result, no minimum vehicular parking requirements can be enforced for developments within the M.T.S.A or a P.M.T.S.A.

It is important to distinguish between a M.T.S.A. and a P.M.T.S.A. P.M.T.S.A.s are M.T.S.A.s that have been specifically identified by a municipality as “protected”, and for which specific O.P. policies have been incorporated. They are identified by a municipality and subsequently approved by the Minister as protected. There is no legislative requirement for municipalities to identify P.M.T.S.A.s but if a municipality wants to implement inclusionary zoning, then it must identify and “protect” a delineated

^[10] P.P.S., 2024, policy 6.1.6, p. 32.



M.T.S.A. Currently the M.T.S.A. in Bradford is not yet “protected” however as directed by the Town’s existing Official Plan policy 3.12.1 (d) the Town intends to apply inclusionary zoning within the M.T.S.A, making it a future P.M.T.S.A .

1.2.2 Simcoe County Official Plan Amendment 7

As part of the County’s O.P. review process, the County undertook a G.M.S. to accommodate population, housing, and employment growth to 2051 in accordance with provincial planning requirements. Simcoe County Official Plan Amendment 7 (S.C.O.P.A. #7) is the first phase of the County’s G.M.S. This process, referred to as the County of Simcoe M.C.R., provides a comprehensive examination of the long-term growth outlook for the County of Simcoe to the year 2051. The long-term growth outlook explores various forward-looking assumptions regarding residential intensification and greenfield density by Area Municipality within the context of an evolving provincial planning policy framework.

As part of S.C.O.P.A. 7, the Town of Bradford West Gwillimbury is planned to accommodate a minimum target of 42% of its housing growth through intensification of its B.U.A. As a comparison, the intensification rate target previously established by the County in the 2016 County O.P. was 40%.^[11] The current intensification rate for Bradford West Gwillimbury at 42%, is among the highest targets in the County, reflecting opportunities to accommodate a range of housing options in the Bradford Urban Area.

1.2.3 Town of Bradford West Gwillimbury Official Plan

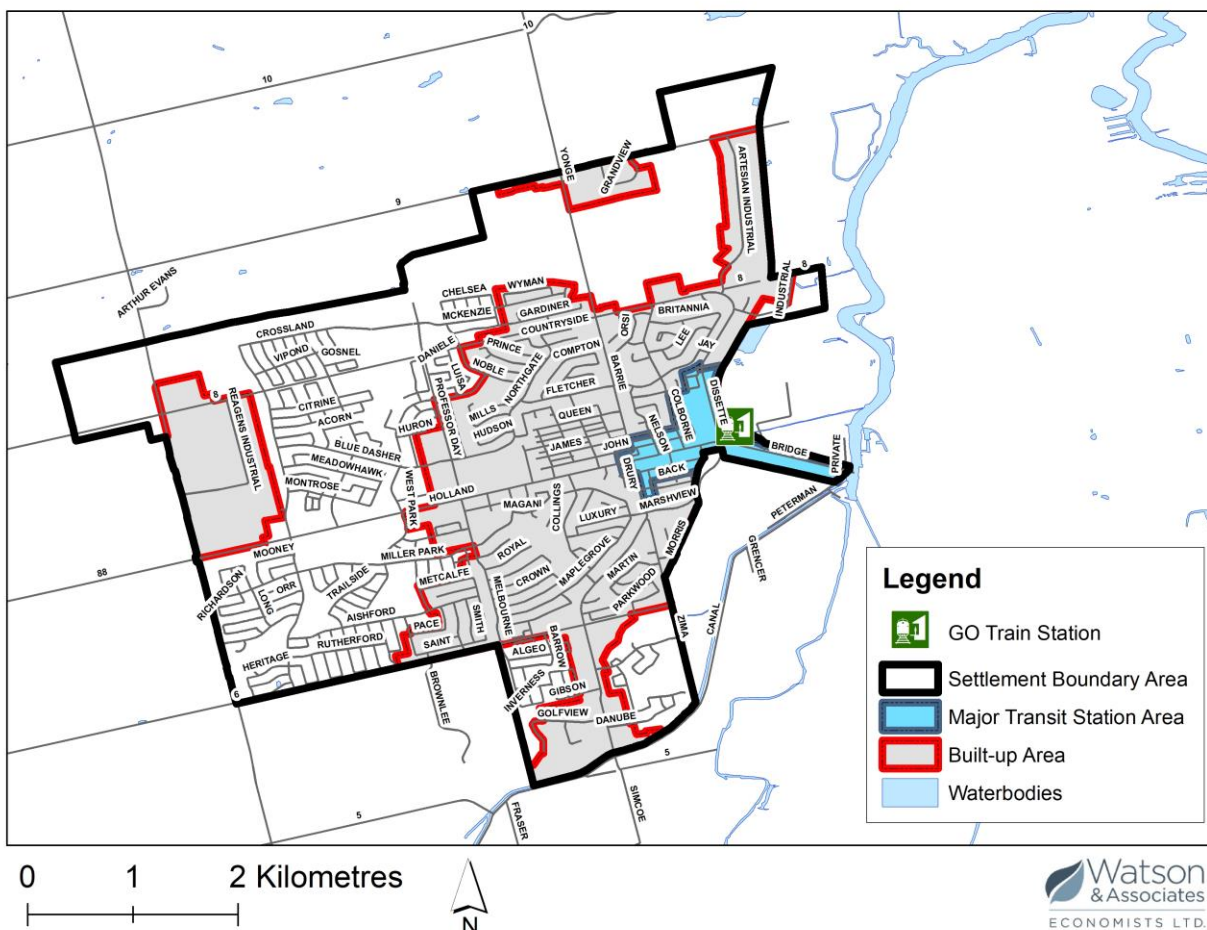
Figure 1 provides a map of the Town’s B.U.A., the geographic area identified for intensification. The B.U.A. is within the Bradford Urban Area. As previously discussed, this is the area where all housing growth counts towards the intensification target of 42%. All lands that are outside the B.U.A., but within the Settlement Area boundary are referred to as the Designated Growth Area (D.G.A.).

Figure 1 includes the delineated M.T.S.A. identified in blue, which is not yet identified in the Town’s O.P. Schedules. Chapter 3 of the O.P. provides further details on the M.T.S.A.

^[11] County of Simcoe Growth Forecasts and Land Needs Assessment prepared by Hemson Consulting Ltd., March 31, 2022, p. 58.



Figure 1
Town of Bradford West Gwillimbury
Bradford Urban Area
Location of Built-Up Area



The Town of Bradford West Gwillimbury O.P. identifies the following designations that fall within the B.U.A. and are of relevance to the intensification analysis:

- Residential Built Up;
- Low Density Residential;
- Medium Density Residential;
- High Density Residential;
- Neighbourhood Commercial;
- Community Commercial;
- Community Uses; and
- Downtown Bradford.



Provided below is a brief description of the notable designations in the B.U.A. that represents the largest component of the land base.

Residential Built Up

The majority of the B.U.A. is comprised of the Residential Built Up designation (identified in light yellow on the Town O.P. Schedule B-1). The Residential Built Up designation permits a range of housing types, including low-, medium- and high-density uses. Medium- and high-density uses encompass triplexes, fourplexes, row or block townhouses, converted residences, small-scale apartment complexes, low-rise and high-rise apartment buildings, multiple attached dwellings, and other comparable medium to high-density residential structures. Neighbourhood commercial uses are also permitted and include convenience stores, personal service establishments, small-scale eating establishments, and other similar convenience commercial uses that serve the day-to-day needs of the area.

The Residential Built Up designation that surrounds the M.T.S.A. is intended for gentle intensification, while the M.T.S.A. is intended to accommodate the greatest density. It is important to note that this designation does not have a maximum density for residential lands. However, the number of dwelling units permitted on individual lots or for individual developments in this designation are regulated within the Town's Zoning By-law with a focus on a review of implementation on a site-specific basis.

Downtown Bradford

Downtown Bradford is planned to serve as the community hub of the Town, as it contains the Town's largest concentration of retail and community services. Furthermore, it represents a key area for intensification and redevelopment. Development in the Downtown Bradford designation is planned to accommodate uses serving the surrounding community in forms and with architecture consistent with the Design Guidelines for Downtown Bradford. The designation has requirements on the incorporation of residential uses, including requiring residential above retail uses on sites adjacent to arterial roads. Furthermore, the designation has minimum and maximum heights identified in the Town's O.P. Schedule B-1A. Maximum heights range from 4 to 10 storeys. Generally, highest buildings are permitted near the intersection of



Holland Street and Dissette Street with a maximum height of 10 storeys. Along Dissette Street maximum heights are 8 storeys, while the majority of the Downtown designation along Holland Street has a maximum of 6 storeys.

This intensification analysis has considered the current permissions in the O.P.

1.2.4 Town of Bradford West Gwillimbury Zoning By-law

The following are key highlights of the Town's Zoning By-law as they relate to accommodating intensification potential:

- There is no minimum lot requirement for uses in the C1 zone, which comprises the majority of lots along the major roads within the Downtown Bradford designation. This zone also excludes minimum requirements for side and rear lot dimensions, and there is no minimum lot area mandated for landscaping in the side and rear areas. As a result, this zoning allows for more opportunities for higher density.
- For the remaining zones within the B.U.A., the zoning by-law has requirements on minimum lot requirements, ranging from 510 sq.m (approximately 5,500 sq.ft) per housing unit in R1-1 to 140 sq.m (approximately 1,500 sq.ft.) per housing unit in the R3 zone.
- A large portion of the land base in the B.U.A. includes sites within the R1 and R2-1 zones, which permit low and medium density housing. Higher density housing opportunities in the B.U.A. are permitted on sites identified in the C1 zone class, as well as R2-2, R2-3 and R3 zones. These higher density zoned sites are primarily located along major arterial roads.

As part of the intensification review, Watson has reviewed all potential sites according to current zoning permissions and generated housing yields based on those permissions.

2. Planning for Intensification

2.1 What is Intensification?

S.C.O.P.A. #7 considers any residential development within the B.U.A. as intensification. All residential development within the B.U.A. counts towards the County's intensification target, regardless of housing type or form. As previously



discussed, a B.U.A. was delineated for all urban settlements as of 2006 as part of the Growth Plan for the G.G.H., 2006 under the *Places to Growth Act, 2005*.^[12] The B.U.A. was based on the portion of the urban settlement that was primarily developed at that time. Although the Growth Plan is no longer active, the County of Simcoe and the Town of Bradford West Gwillimbury still utilize this terminology. The intensification target set by the County of Simcoe S.C.O.P.A. #7 is assessed according to the B.U.A.

Intensification includes the following opportunities:

- Development on infill sites (i.e., accommodating growth on underutilized sites);
- Redevelopment at a higher density level;
- Vacant lands and the rounding out of existing subdivisions;
- Residential development incorporated on commercial or mixed-use lands;
- Conversion of buildings to other uses (e.g., conversion of a non-residential building for housing); and
- Additional Residential Units (A.R.U.s) on existing residential lots.

2.2 Benefits and Considerations in Planning for Intensification

Measured intensification maximizes the use of existing urban infrastructure and services by increasing the density of development in established areas, thereby reducing the potential needs to expand the urban settlement areas outward. Furthermore, intensification builds compact development patterns that can provide a range of housing options that are accessible to amenities and improve climate resilience by building housing that is more energy efficient (multiple dwelling unit structures are generally more energy efficient than single detached housing unit structures).

It is important not to oversimplify the benefits of intensification. Accommodating too much intensification or focusing on growth only through intensification may pose challenges, as the Town may be required to upgrade and replace infrastructure (e.g., bigger water mains and trunk sewers) prior to its identified useful life, which can have significant financial implications. Furthermore, considering the range of demographic

^[12] Places to Grow. Better Choices. Brighter Future. Built Boundary for the Growth Plan for the Greater Golden Horseshoe, 2006. Ministry of Public Infrastructure Renewal. Ontario. 2008.



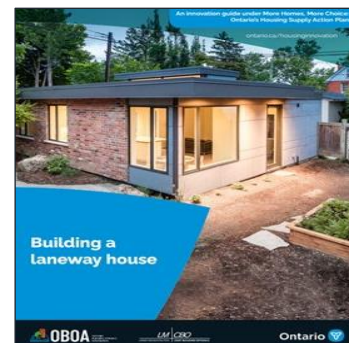
groups attracted to the Town (i.e., young adults, families with children, empty nesters, and seniors), Bradford West Gwillimbury is anticipated to need to accommodate a variety of housing options by structure type, tenure (i.e., ownership and rental), and location.

To effectively accommodate the forecast housing demand for this area, the Town will need to plan for an appropriate balance of housing options within both its B.U.A. and D.G.A. s, which aligns with anticipated market demand. Accordingly, the Town should plan for intensification that considers a range of factors, including servicing requirements and market demand.

2.3 Additional Residential Unit Opportunities

Additional Residential Units (A.R.U.) are residential units that are ancillary to a main residential unit contained within a single-detached, semi-detached or rowhouse. The *Planning Act* provides opportunities to accommodate future housing growth through A.R.U. by permitting up to a total of three units (one main and two ancillary) on parcels of urban residential land. This permission represents a key opportunity to increase the secondary rental supply and support intensification. A.R.U.s do not require additional land and can act as gentle intensification within urban residential lands which are defined by the *Planning Act* as lands within a settlement area that are serviced by municipal sewage works and drinking water.

The aforementioned A.R.U. permissions were recently established by the province through amendments to the *Planning Act*, that require municipalities to establish O.P. policies and zoning by-law provisions that allow a total of three units in detached, semi-detached and row houses. The *Planning Act* requires O.P. and zoning permissions for up to 2 A.R.U.s within a primary dwelling, or up to 1 A.R.U. within a primary dwelling and 1 A.R.U. within a building ancillary to that dwelling on the same lot. Furthermore, Section 4.3.2.5 of the P.P.S., 2024 states that up to 2



Building a Laneway House, An Innovation Guide Under More Homes, More Choices Ontario's Housing Supply Action Plan.

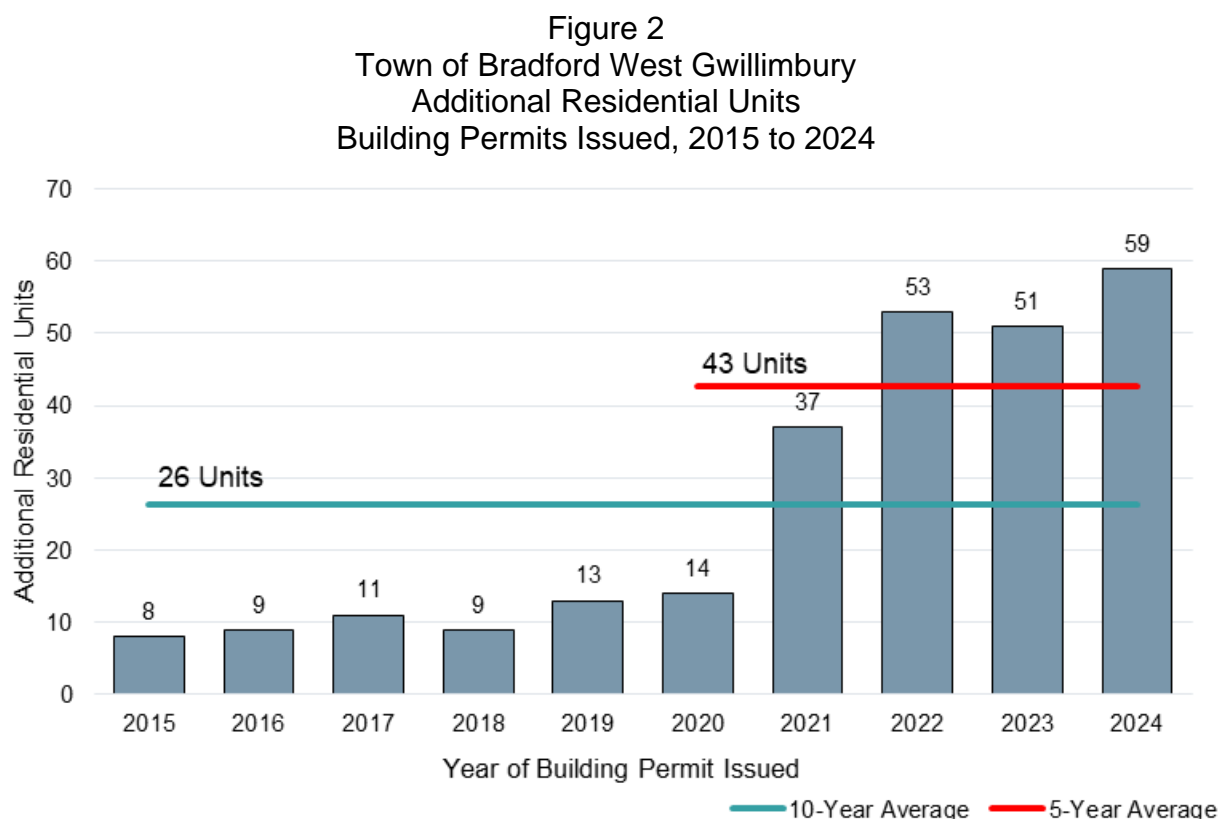


Adding a Second Unit in an Existing House, An Innovation Guide Under More Homes, More Choices Ontario's Housing Supply Action Plan.



A.R.U.s shall be permitted on a lot in the prime agricultural area, where at least one has to be located within the primary dwelling. Criteria specific to the development of these units are also outlined in this section of the P.P.S., 2024. The Town will need to update O.P. policies for A.R.U. to comply with section 16 (3) of the *Planning Act* and the P.P.S.

The Town's mature neighbourhoods are characterized by a significant share of low-density housing with access to municipal servicing, conducive to the development of secondary units. A.R.U.s offer an effective means to achieve intensification. As summarized in Figure 2, annual A.R.U. activity in the Town has averaged from 26 units annually over the 2015 to 2024 period. Over the past four years, the Town has experienced an increase in A.R.U., with an annual average of 43 A.R.U. units over the 2020 to 2024 period. Over the forecast horizon, it is anticipated that A.R.U. activity will continue to be strong given housing affordability pressures.

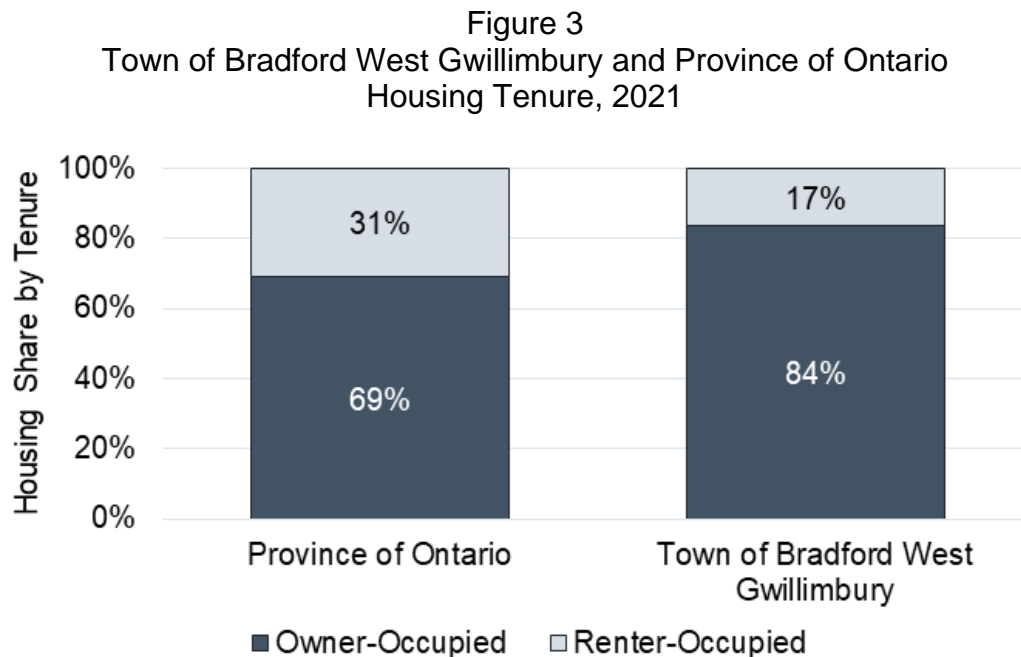


Source: Derived from the Town of Bradford West Gwillimbury residential building permit activity based on permits issued for Additional Residential Units.



2.4 Housing Tenure

Housing tenure falls under two categories: owner occupied and tenant occupied. Within the Town of Bradford West Gwillimbury, approximately 84% of housing units are owner occupied, with a corresponding 17% of units being tenant occupied. The percentage share of renter-occupied units in the Town is lower than the provincial average (31% of households are renter occupied provincially). Figure 3 illustrates the tenure of both the Town of Bradford West Gwillimbury and the Province of Ontario. Looking forward, demand for rental housing options within the Town is anticipated to increase driven by the declining affordability of ownership housing.



Note: Figures may not add precisely due to rounding.

Source: Data from Statistics Canada 2021 Census, by Watson & Associates Economists Ltd.

The Town of Bradford West Gwillimbury has an estimated 300 rental housing as of October 2024 in the purpose-built rental housing market. According to CMHC, approximately 80% of the purpose-built rental housing units were constructed between 1969 and 1979 in Bradford West Gwillimbury. Moreover, the Town faces a challenging rental housing market, evidenced by an extremely low vacancy rate of 0.4%, and the average monthly rent has risen by 24% over the past five years. As a comparison, the Toronto C.M.A. has a vacancy rate of 2.5% for rental units and average monthly rental



increased by 21% over the past five years.^[13] Supporting intensification initiatives could offer the Town a significant opportunity to broaden its rental housing options. While not a part of the scope of this study, the Town should pursue an Inclusionary Zoning and Housing Needs Study to explore avenues for increasing affordable housing availability, especially in terms of rental options.

2.5 Intensification Growth Drivers and Considerations

2.5.1 Demographics

Provided below is a summary of key demographics driving demand for housing through intensification:

Young Families: Seeking affordable housing options with access to schools, parks and transit. Townhouses and stacked townhouses offer a balance of affordability and family needs, including large units with more than two bedrooms. Furthermore, due to the large employment base working from home or working in a hybrid work arrangement, there is a need for large housing units to accommodate a dedicated workspace, especially for those that have families. Homes are no longer places to live – they are also offices and creative hubs. This shift demands housing forms that accommodate multifunctional spaces, which require larger housing footprints.

First-Time Buyers: Young professionals priced out of the G.T.A. housing market are looking for smaller, affordable homes, such as 4-10 storey apartments, stacked townhouses or units in mixed-use developments.

Aging Population: The share of Town of Bradford West Gwillimbury population in the 75+ age cohort has steadily increased from 3% in 2001 to 5% in 2021. This coincided with a similar increase in the 65 to 74 age cohort, growing from 4% in 2001 to an allocation of 8% in 2021. In contrast to the above population age groups, the population share for the 0-19 age group declined from 31% in 2001 to 27% in 2021. Similarly, the adult population age groups under 45 years (20 to 34 and 35 to 44) have steadily declined in population share from 40% in 2001 to 34% in 2021.^[14] It is important to

^[13] CMHC Rental Market Survey, October 2024. Average monthly rent in the Town of Bradford West Gwillimbury as of October 2024 was approximately \$1,733. Average monthly rent in the Toronto C.M.A. as of October 2024 was approximately \$1,852.

^[14] Based on Statistics Canada Census.



recognize that while the Town's population base is growing, it is also getting older. Between 2021 and 2051, the 75+ age group is forecast to represent the fastest growing population age group within the Town.

This demographic group includes retirees and those downsizing are looking for low-maintenance, walkable housing options. Mid-rise apartments and mixed-use developments with amenities nearby are key.

Commuters: Housing opportunities near regional transit stations, such as the Bradford GO Station, will cater to the growing number of residents in the Town that are working in the G.T.A.

2.5.2 Transit Improvements

Transit services are a key driver of intensification, especially with opportunities to reduce parking requirements for new housing developments. Provided below is a summary of transit improvements anticipated in Bradford:

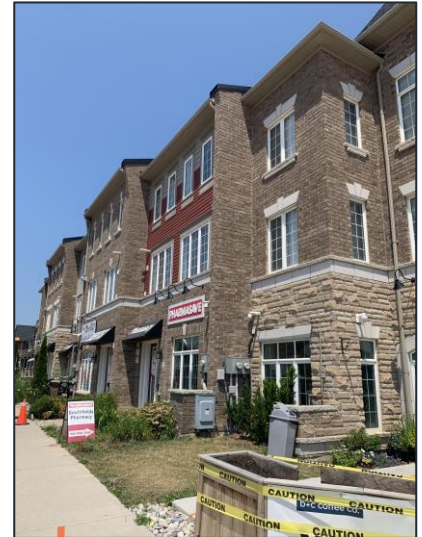
- Metrolinx plans to improve GO train services along the Barrie GO Line, which would bring two-way, all-day service to the Barrie GO Line, up to every 15 minutes, seven days a week. Current GO train services in Bradford are largely to accommodate commuter daily commuter activity going south into the G.T.A. during the morning and returning north to Bradford and other stops outside the G.T.A. in the evening. In 2022, it was noticed that the project is expected to be completed within a 10-year time frame.^[15]
- BWG Transit currently has three regular bus routes operating during the week and a modified service on Saturday. BWG Transit offers more frequent (every 30 minutes) bus services along Holland Street, a key intensification corridor in the Town. Holland Street is the primary spine of the BWG Transit system. In addition to bus services, BWG Transit offers flex-route shuttle services to the Bradford GO Train Station. The shuttle is operated based on requests. According to the BWG Transit Master Plan, plans include providing transit services to the Highway 400 Employment Area, as well as improving service within the Town's M.T.S.A.

^[15] Metrolinx website, <https://www.metrolinx.com/en/discover/go-expansion-progresses-along-the-barrie-line>, September 27, 2022.



2.5.3 Supporting Mixed-Use Opportunities

Offering a diverse array of community services and commercial options to meet the everyday requirements of residents is a crucial factor in the development of complete communities. A major challenge in promoting housing development through intensification is the need to enhance commercial activities within the B.U.A. instead of diminishing them to accommodate new housing. Furthermore, it is important to recognize that the existing commercial base within the B.U.A. will evolve. Existing commercial uses, such as those accommodating trade by automobile (e.g., drive-thru restaurants) and those requiring large lots (e.g., automotive dealerships, gas stations and home improvement stores) may be replaced with a format or commercial use more conducive to a mixed-use setting such as retail units accommodating professional offices (e.g., law offices), commercial service providers (e.g., law office, hair salon, drycleaners, etc.), convenience stores and restaurants. It is essential to acknowledge that the dynamics of the trade area shift when there is a decrease in parking and vehicular access within a commercial area. A decrease in available parking and vehicle access will necessitate a retail environment reliant on pedestrian traffic or public transportation, often resulting in smaller retail spaces (less than 400 sq.m or 4,500 sq.ft.) than those located in greenfield areas. In general, mixed-use environments accommodate local serving retail needs (e.g., grocery stores, services and drug stores), while greenfield areas may serve more customers from a broad area and by vehicle (e.g., furniture stores, clothing stores, junior department stores (e.g., Winners) and electronics stores).



3 Storey Mixed-Use Development with retail at-grade.

2.5.4 Housing Built-Forms Expected in Intensification Areas

To meet the Town's growing and changing demographic needs, a mix of medium and higher density housing types are expected within the B.U.A., including the following listed below. It is important to emphasize that the classification of housing-built forms is aligned with the G.M.S. housing forecast of the Town of Bradford West Gwillimbury, organized into Low-Density, Medium-Density and High-Density categories based on average occupancy metrics (Persons Per Unit, P.P.U.). This categorization is intended



to assist in the calculations of density and population yields. Furthermore, this is consistent with the above utilized in the technical analysis for S.C.O.P.A. #7.

High-Density

- Mid-Rise and mixed-use Apartments (4 to 10 storeys)
- Low-Rise Mixed-use Buildings
- Mixed-Use Buildings (i.e., residential above retail uses)

Medium-Density

- Townhouses
- Back-to-Back and Stacked Townhouses (3 to 4 storeys)
- Duplex
- Street townhouse
- Multiples – Triplexes, Fourplexes and other multiple plexes with up to 5 units

In addition, A.R.U.s are expected. Furthermore, a small portion of low density housing opportunities are anticipated through infill and rounding out of subdivisions, including:

- Single-Detached
- Semi-Detached

2.6 Historical Housing Growth Accommodated in the B.U.A.

2.6.1 Housing Growth Trends

As summarized in Figure 4, over the 2019 to 2023 period, the B.U.A. has accommodated 34% of the new housing unit activity within the Town of Bradford West Gwillimbury, averaging 115 new housing units annually. Low-density housing units have accounted for slightly more than one-third (37%) of the new housing units within the B.U.A., whereas medium-density housing units have represented nearly half (47%) of the new housing units in the B.U.A. High-density housing units have made up 17% of the new housing units within the B.U.A. ^[16]

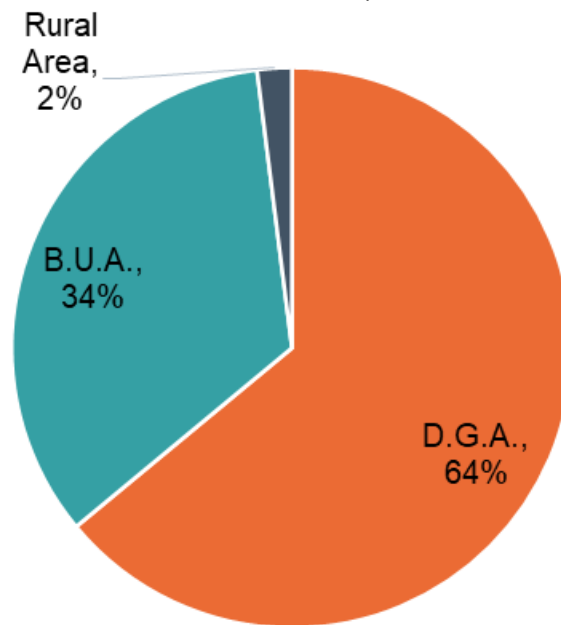
^[16] For forecasting purposes, low-density housing is defined as single-detached and semi-detached residences, while medium-density housing pertains to townhouses. High-density housing is represented by apartment units.



Low-density housing development activity (single-detached and semi-detached housing) in the B.U.A. has included subdivisions completing the final phases of development. This development opportunity within the B.U.A. is not anticipated going forward, given the limited supply of land related to at-grade housing opportunities in the B.U.A.

Over the 2019 to 2023 period, the D.G.A. has accommodated the largest share of new housing unit activity, representing 64% of the Town's new housing activity. Over the 2019 to 2023 period, the Rural Area has accommodated 2% of new housing activity.

Figure 4
Town of Bradford West Gwillimbury
New Housing Unit Activity by Policy (Built-Up Area, Designated
Growth Area, and Rural Area), 2019 to 2023



Source: Building permits provided by the Town of Bradford West Gwillimbury, derived by Watson & Associates Economists Ltd.

2.6.2 Examples of Recent Intensification Activity

As previously discussed, just over a third of new housing units in the Town have been accommodated within the B.U.A. (i.e., through intensification). Provided below are some notable intensification developments that have recently occurred in the B.U.A. and



include details on housing type, housing yields, and units per hectare. The average units per hectare of these developments, range from 41 to 270 units per net hectare.

263 Barrie Street

- Housing Units: 14 units (townhouses)
- Non-Residential Uses: none
- Site Area: 0.3 hectare
- Units Per Hectare: 47 units per net hectare

200 Dissette Street (within M.T.S.A.)

- Housing Units: 122 units (106 back-to-back townhouses and 16 two-storey townhouses)
- Non-Residential Uses: 16 at-grade commercial units (ranging from 84 sq.m to 102 sq.m per commercial unit)
- Site Area: 2.4 hectare
- Units Per Hectare: 52 units per net hectare



200 Dissette Street development rendering.
Source: Cachet Homes Inc.

123 Holland Street West (Holland Haus)

- Housing Units: 109 units (99 apartment units - 8 storeys) and 10 townhouse units)
- Non-Residential Uses: 166 square metres
- Site Area: 1.3 hectare
- Units Per Hectare: 87 units per net hectare

31 Frederick Street (LOFT)

- Housing Units: 99 units (99 apartment units and 10 townhouse units)
- Non-Residential Uses: none
- Site Area: 0.4 ha
- Units Per Hectare: 270 units per net hectare

Danube and Simcoe Subdivision

- Housing Units: 61 units (townhouse)



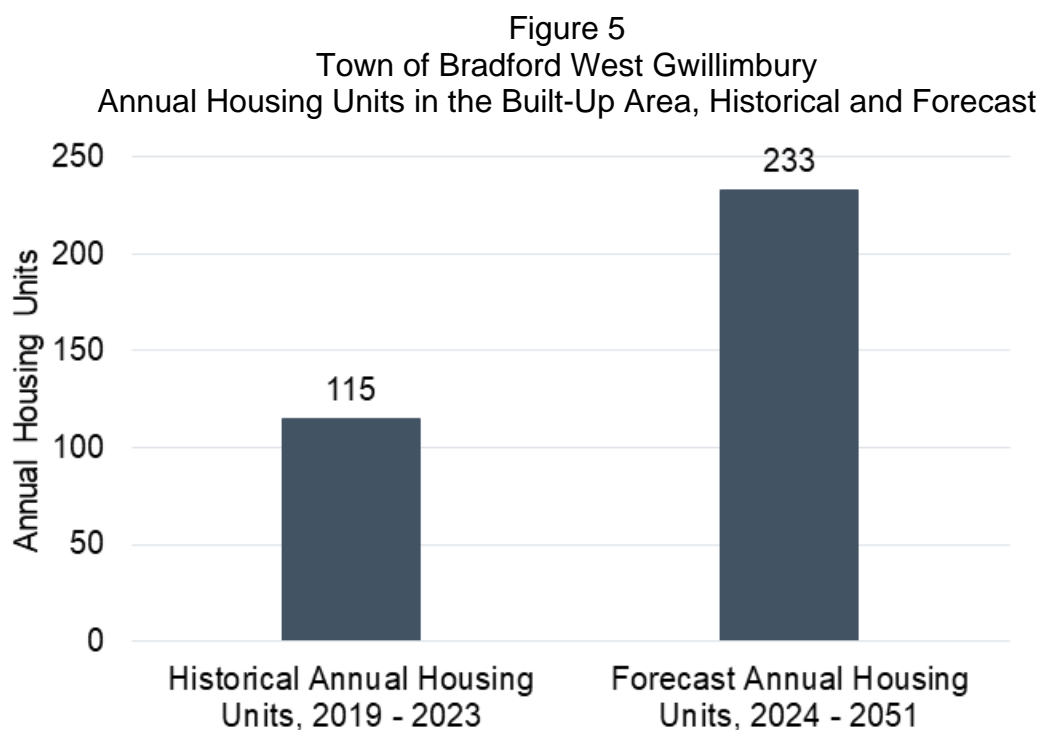
- Non-Residential Uses: none
- Site Area: 1.2 ha
- Units Per Hectare: 51 units per net hectare

2.7 Anticipated Housing Growth to be Accommodated Through Intensification

The Town of Bradford West Gwillimbury is planned to accommodate a minimum target of 42% of its housing growth through intensification. As a comparison, the intensification rate target previously established by the County in the 2016 County O.P. was 40%.^[17] The current intensification rate for Bradford West Gwillimbury at 42%, is among the highest targets in the County, reflecting opportunities to accommodate a range of housing options in the Bradford Urban Area. To reach a 42% intensification rate by 2051, it is estimated that the Town will need to accommodate over 6,300 housing units in the B.U.A. during the 2024 to 2051 period.^[18] The intensification target would represent a significant increase in the amount of housing growth within the B.U.A. compared to historical levels. Over the 2024 to 2051 period, the intensification rate would result in an annual average of approximately 233 units in the B.U.A., more than double the historical annual unit average recently achieved (2019 to 2023), as summarized in Figure 5.

^[17] County of Simcoe Growth Forecasts and Land Needs Assessment prepared by Hemson Consulting Ltd., March 31, 2022, p. 58.

^[18] Based on S.C.O.P.A. #7.



Source: Based on building permits provided by Town of Bradford West Gwillimbury and S.C.O.P.A. #7 derived by Watson & Associates Economists Ltd.

3. M.T.S.A. Analysis

3.1 Existing Conditions

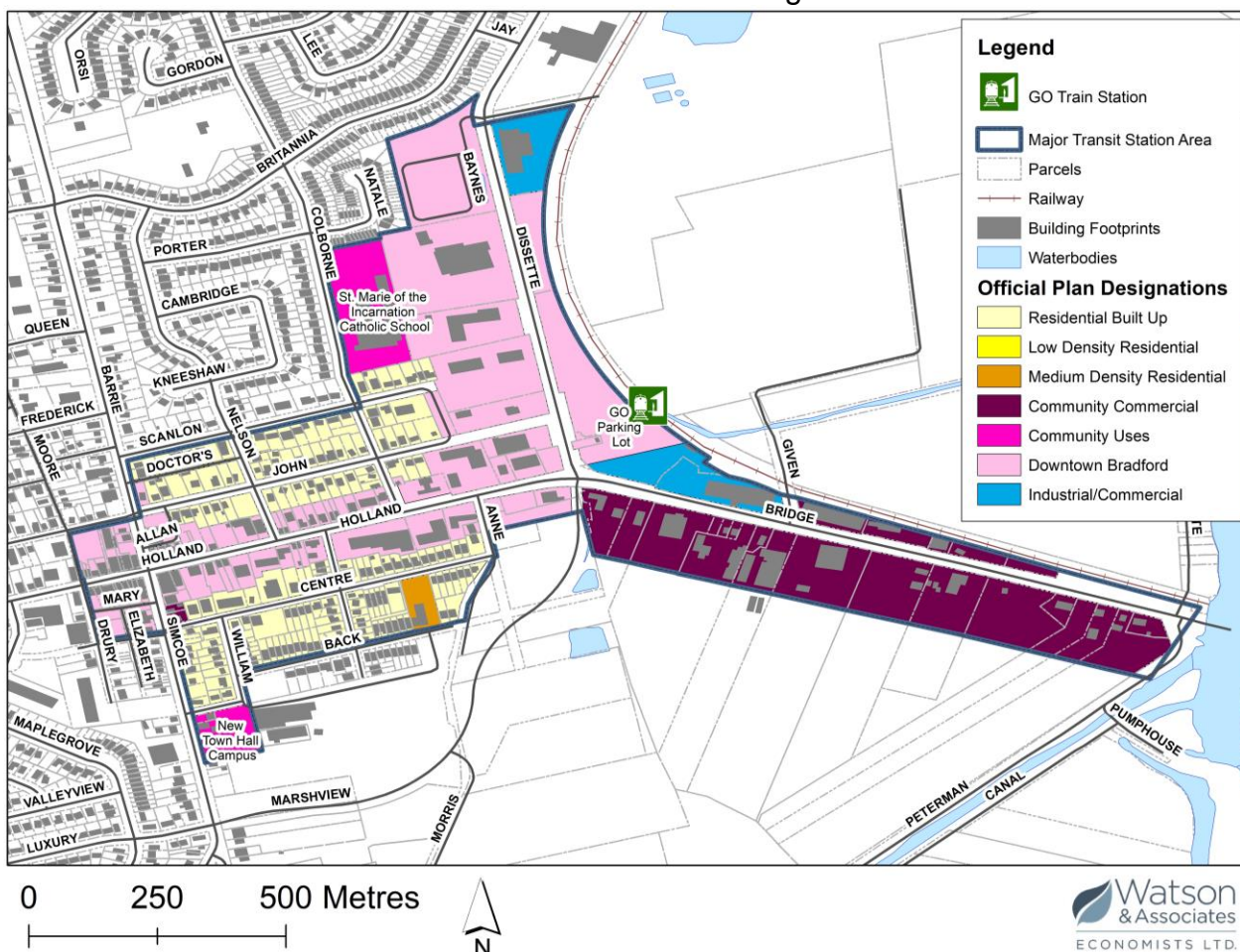
The Bradford GO Station is on a site of approximately 2.4 hectares (approximately 6 acres) and is situated at the juncture of three roads, Dissette Street, Holland Street and Bridge Street. The location of the site is ideally positioned to serve as a focal point for facilitating redevelopment along three major corridors: Holland Street, Dissette Street, and Bridge Street. As previously discussed, the GO Station offers rail and bus services, including offering commuter train services. The facility features just over 380 parking spaces, and BWG Transit facilitates shuttle and bus services to the station.

Figure 6 provides a map of the delineation of the M.T.S.A.. As discussed previously, the delineation was largely based on the area within a 10-minute walking distance (or approximately 800 metres radius). Furthermore, the delineation includes the eastern portion of the Downtown Community Improvement (C.I.P.) and includes key community amenities in the area, including the St. Marie of the Incarnation Catholic School Catholic



School, Bradford West Gwillimbury Court House and Council Chamber and the new Town Hall campus site. As shown in Figure 5, lands along Bridge Street in the southeast are designated Community Commercial. Lands along Holland and Dissette Streets are designated Downtown Bradford and represent key opportunities for mixed-use opportunities. Lands designated Residential Built Up are comprised of low- density neighbourhoods along non-arterial roads within the M.T.S.A. Other sites include lands designated Community Uses (school and new Town Hall Campus), a site designated Medium Density Residential and two sites designated Industrial/Commercial.

Figure 6
Town of Bradford West Gwillimbury
M.T.S.A. and O.P. Land Use Designations



As of 2024, it is estimated that the M.T.S.A. has a population of 1,400 and accommodates approximately 1,000 jobs. As summarized in Figure 7, it is estimated that as of 2024, the M.T.S.A. has a density of 40 residents and jobs combined per



hectare based on a total of 2,400 residents and jobs across an estimated land area of around 60 hectares (148 acres). Furthermore, the M.T.S.A. has approximately 38,600 sq.m (415,000 sq.ft.) of commercial floorspace, which represents a large portion of the Town's commercial base. The commercial base includes small retail uses within the Downtown Core (less than 900 sq.m or less than 10,000 sq.ft.), as well as larger retail uses along Dissette Street and Bridge Street. The M.T.S.A. also includes two industrial uses on Dissette Street, a produce wholesaler and a construction storage facility.

Figure 7
Town of Bradford West Gwillimbury
M.T.S.A.
Existing Residents and Jobs Density, 2024

Residents and Jobs Estimate	2024
Population	1,400
Jobs Estimate	1,000
Total Residents and Jobs	2,400
Land Area, hectares	60
Residents and Jobs per hectare	40
Housing Units	540
Gross Floor Area – Commercial Floorspace, sq.m	38,600

Note: Figures have been rounded.

Source: Watson & Associates Economists Ltd. based on Statistics Canada Census data, Town of Bradford West Gwillimbury residential building permit activity. Employment and gross floor area is an estimate based on utilizing GIS and aerial imagery by Watson & Associates Economists Ltd.

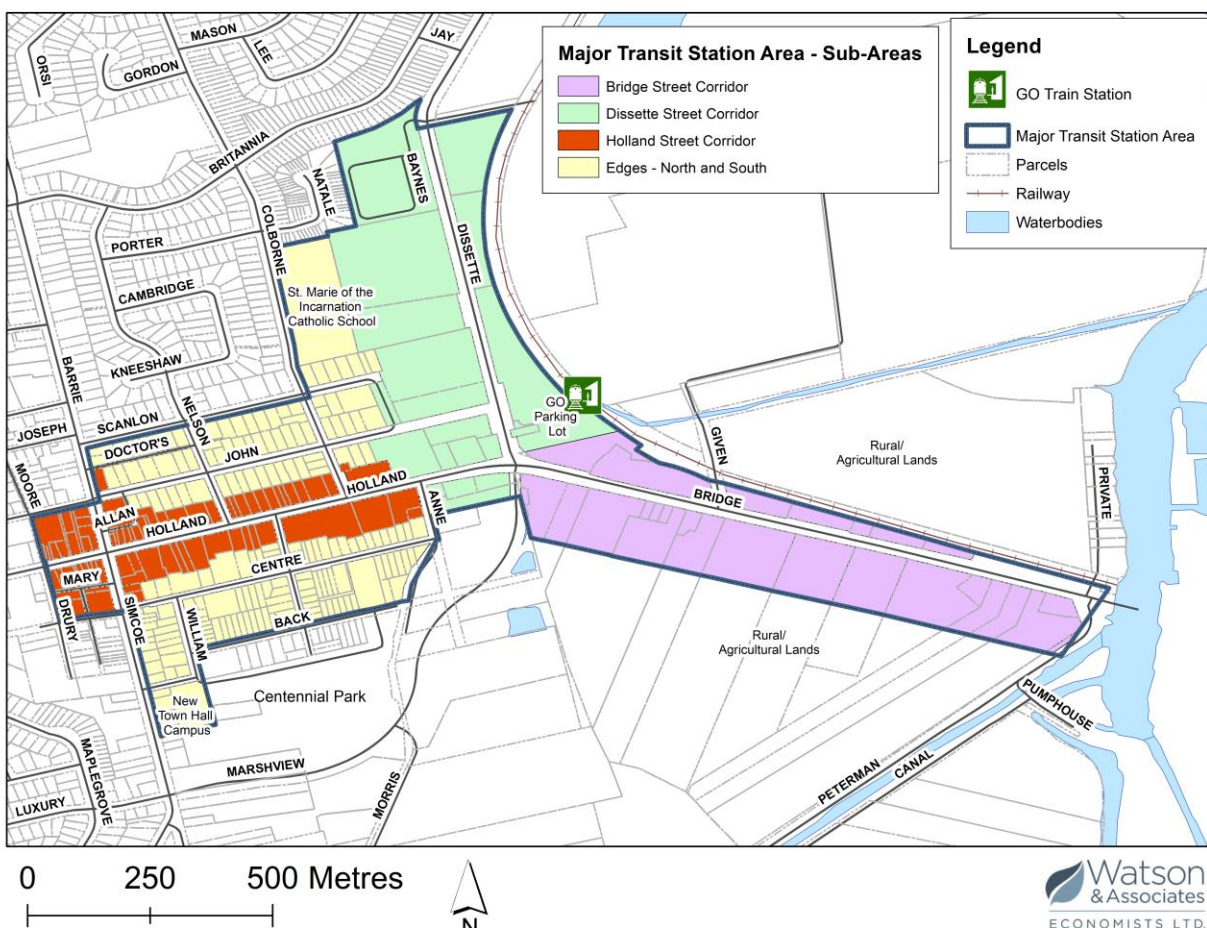
3.2 Intensification Opportunities by M.T.S.A. Sub-Area

To evaluate the potential within the M.T.S.A., Watson categorized it into four sub-areas, taking into account similarities related to O.P./zoning permissions, current conditions, and the surrounding environment. The four areas include:

- Bridge Street Corridor
- Dissette Street Corridor
- Holland Street Corridor; and
- M.T.S.A. Residential Edges.



Figure 8
Town of Bradford West Gwillimbury
M.T.S.A. Sub-Areas



Provided below is a brief overview of the M.T.S.A.s.:

- **Bridge Street Corridor** is comprised of underutilized commercial land. Commercial uses include automotive services (car wash and gas station), drive-thru restaurants, an agricultural wholesaler, retail strip plazas and various low-order commercial uses. The Bridge Street Corridor is a gateway into the Bradford Urban Area from the east. The corridor is adjacent to agricultural lands and is in proximity to the Holland Marsh, presenting potential tourism opportunities that can be integrated with the region's agricultural heritage.
- **Dissette Street Corridor** is a major corridor north of the Bradford GO Station and is comprised of underutilized commercial lands, as well as two industrial



parcels. Commercial uses in the corridor include a home improvement store with a large on-site lumber yard, and two retail strip plazas. More recently, a large site within the Dissette Street Corridor was redeveloped for a mixed-use development (200 Dissette Street) that includes back-to-back townhouses, stacked townhouses and live/work units at-grade. The Dissette Corridor offers opportunities for the tallest residential buildings with opportunities for up to 10 storeys at the juncture of Dissette Street and Holland Street. The majority of the remaining area offers a maximum of 8 storeys for residential buildings. As a result, the sub-area offers the greatest opportunity for higher intensity of intensification.

- **Holland Street Corridor** is the central spine of the M.T.S.A. The sub-area is comprised of urban retail/mixed uses, as well as retail strip plazas. The density in the area increases towards the west where the street intersects with Barrie Street. The structures located near the intersection of Barrie Street consist of downtown buildings that contribute significantly to the area's distinctive character. The majority of the housing in this sub-area includes apartments above retail uses. Sites in this area are zoned C1 and can accommodate a zero-lot line with no restrictions on setbacks. The O.P. has set maximum height requirements at 6 storeys. Furthermore, the O.P. requires retail uses at-grade.
- **M.T.S.A. Residential Edges** is comprised of primarily mature residential neighbourhoods. The sites within this area are primarily zoned R1-2, which offer opportunities for a modest increase in density, including the opportunity for multiples (e.g., triplexes, duplexes, up to 5-unit walk-up apartments). A small section of the sub-area, along Scanlon Drive and Doctor's Lane are largely zoned R1-1 and is limited to low density residential uses (e.g., single-detached and semi-detached units). There are sites zoned for high density residential uses, however, all these sites are developed.

3.3 Approach to Identifying Redevelopment and Infill Opportunities in the M.T.S.A.s

A desktop site-by-site analysis was undertaken by Watson of sites within the M.T.S.A. to identify infill and redevelopment opportunities. The analysis began with a review of vacant and developed parcels. The M.T.S.A. is primarily developed with only 3 hectares (approximately 7 acres) of vacant infill sites. The next step involved a review of potential constraints for redevelopment. Potential constraints include the following:



- **Active Institutional Uses:** These sites fulfill a community-oriented purpose and enhance the amenities accessible to the residents of the area. It is assumed that these sites will be unavailable for redevelopment. An example includes the Catholic school in the M.T.S.A.
- **Non-Developable and Parks:** These are sites utilized for public infrastructure and are considered not to offer opportunities for redevelopment.
- **Recently Developed:** These include sites where a recent building permit has been issued in the last 10 years. It is assumed, given recent investment, that these sites would likely not be redeveloped. Over a long-term period, these sites may offer redevelopment opportunities.
- **Already High-Density Use:** These include sites where there is already a high-density use (e.g., apartment buildings, mixed-use buildings downtown and multiples on sites zoned R1-2). Since these are already developed at high-density use, these sites have been excluded for potential redevelopment. Furthermore, these sites generally have a high utilization of land.

The sites with no constraints for redevelopment identified were reviewed for redevelopment potential. Two categories were identified: Moderate Redevelopment Potential and Redevelopment Potential/Underutilized.

- **Redevelopment Potential/Underutilized:** These sites offer the highest opportunity for redevelopment. These sites are comprised of larger, underutilized sites that can support a range of higher density options.
- **Moderate Redevelopment Potential:** Sites with moderate redevelopment potential are primarily small lots (less than 700 sq.m or approximately 7,500 sq.ft.) that would require land assembly with an adjacent lot to support a higher density development. Furthermore, a majority of these sites have restrictions on the types of housing due to zoning and the surrounding context. In mature neighborhoods, intensification opportunities are primarily limited to small multiple housing developments (accommodating up to five units), or for the severance of lots to create additional units.



3.4 Intensification Opportunities by M.T.S.A. Sub-Area

Provided below is a summary of the intensification opportunities by M.T.S.A. sub-area. The total housing and commercial floorspace potential discussed in this section is not a net increase. It is important to note that the majority of the potential would require the demolition of existing uses. The net increase is discussed in Chapter 4 of this report(?). Watson reviewed the Town's O.P., Zoning By-law and Urban Design guidelines in considering the intensification opportunities.

3.4.1 *Holland Street Corridor*

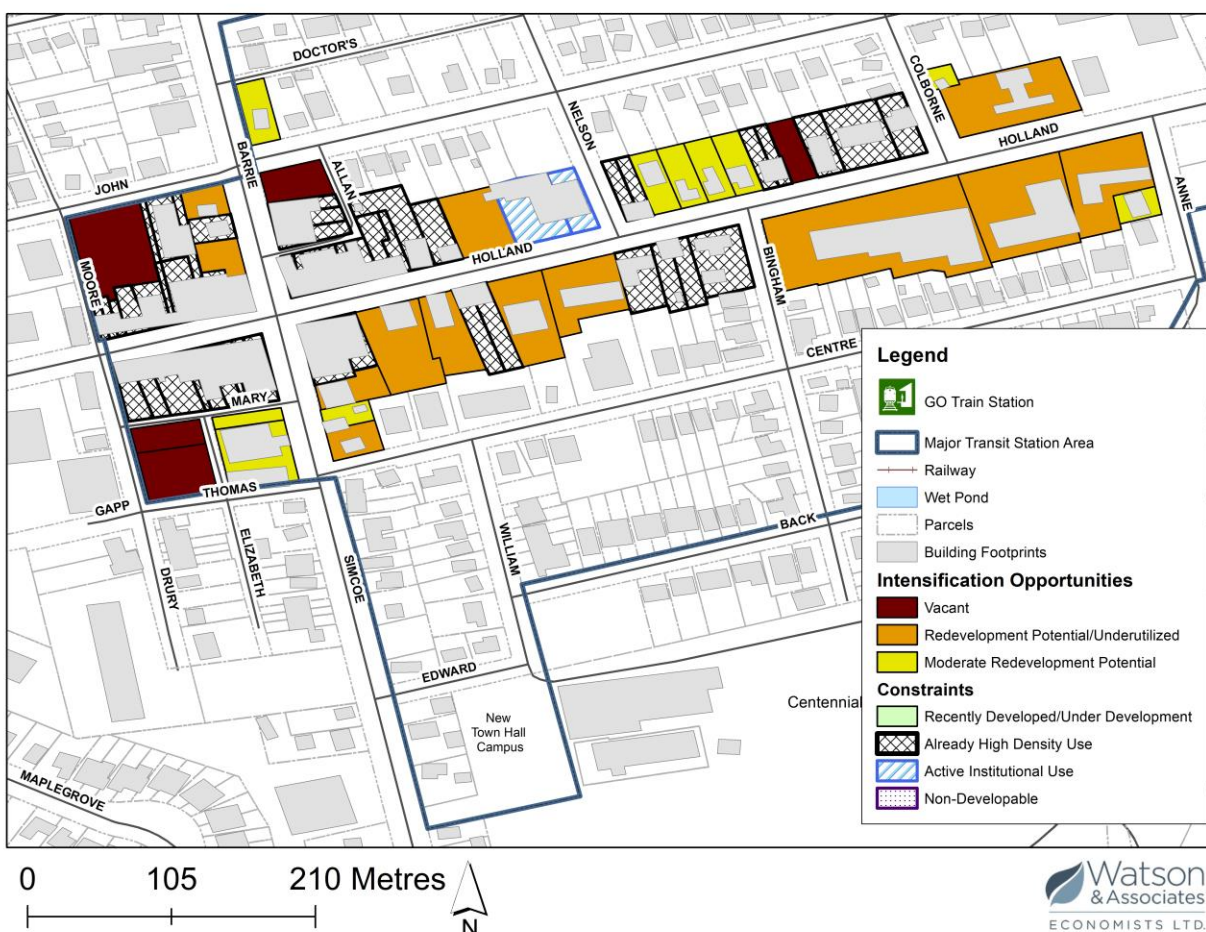
As previously discussed, the Holland Street Corridor is an important sub-area of the M.T.S.A., offering a range of retail, commercial and community service uses. Furthermore, this area contributes towards the character of the M.T.S.A. Based on a review of the sites within this area, opportunities for redevelopment are largely comprised of redevelopment of underutilized retail strip plazas or commercial sites with large on-site surface parking. The Holland Street Corridor includes some sites that already have established high-density development, primarily in the form of urban downtown structures with a zero-lot line. The Holland Street Corridor offers redevelopment and infill opportunities on approximately 4 net hectares (approximately 10 acres) of land.

Given the site attributes of this sub-area, this area is expected to provide opportunities for mixed-use development with retail uses at-grade. O.P. and zoning permissions allow for high intensity of use. Based on a net land area of approximately 4 hectares (approximately 10 acres), it is estimated that this area can accommodate just over 230 units per net hectare. A total of approximately 880 housing units are anticipated. Furthermore, it is estimated that 14,600 sq.m (approximately 157,000 sq.ft.) of commercial floorspace could be accommodated in this area. It is important to note that the net new commercial floorspace is anticipated at 5,900 sq.m (approximately 64,000 sq.ft.), as the area already accommodates a large commercial base of 8,700 sq.m (approximately 94,000 sq.ft.).



Downtown Bradford buildings at the intersection of Holland Street and Barrie Street

Figure 9
Town of Bradford West Gwillimbury
Holland Street Corridor M.T.S.A. Sub-Area



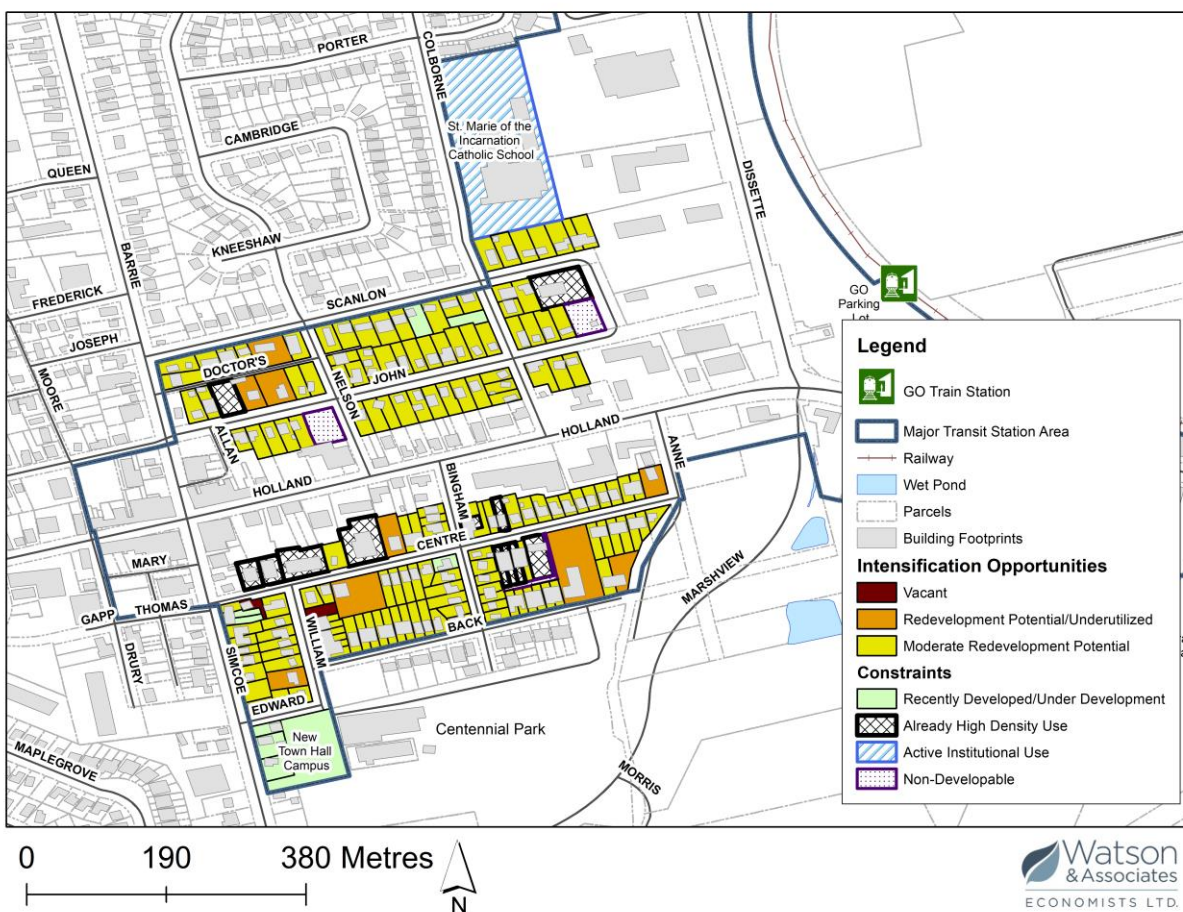


3.4.2 M.T.S.A. Residential Edges

As previously discussed, the M.T.S.A. residential edges are comprised of mature residential neighbourhoods on non-arterial roads. Residential lots along Scanlon Avenue and Doctor's Lane have limitations in achieving higher density due to the Town's zoning by-law and surrounding context, adjacent to other neighbourhoods with similar zoning requirements. The remainder of the area can accommodate a modest increase in density through the land assembly of adjacent lots for multiple housing unit developments. There are some large, underutilized sites in the area, including the Royal Canadian Legion site and several large residential lots. It is estimated that this area could accommodate up to 530 housing units, comprised of low- and medium-density housing developments. Given that most new housing developments would require the demolition of existing units, the increase in housing units is 360 housing units. Overall, the intensification potential for achieving higher-density housing units in this area is largely dependent on the ability to assemble land, which would help unlock redevelopment opportunities.



Figure 10
Town of Bradford West Gwillimbury
M.T.S.A. Residential Edges Sub-Area



3.4.3 Dissette Street Corridor

As previously discussed, the Dissette Street Corridor is largely comprised of underutilized commercial parcels. The only site not available for redevelopment includes the recently developed mixed-use site on the northern edge of the area. The lots in the area are large, averaging 8,000 sq.m (approximately 86,000 sq.ft.) in land area. Furthermore, the sites have O.P. and zoning permissions that can accommodate tall buildings, with height permissions of 8 to 10 storeys, the highest in the M.T.S.A. Among the sub-areas, this area offers the greatest opportunities for redevelopment within the M.T.S.A.

Given the site attributes of this sub-area, this area is expected to provide opportunities for mixed-use development, as well as a range of medium- and high-residential density



uses, such as stacked townhouses and mid-rise apartments (6 to 10 storeys). Based on a net land area of approximately 13 hectares (32 acres) of redevelopment and vacant land opportunities, it is estimated that this area can accommodate just over 180 units per net hectare. Housing unit potential for this area is anticipated to total approximately 2,350 housing units. Furthermore, it is estimated that 17,800 sq.m (approximately 192,000 sq.ft.) of new commercial floorspace could be accommodated in this area. The commercial floorspace was calculated based on 100% of the ground floor level of multiple storey buildings given that the area is anticipated to accommodate larger buildings. Details on housing yields are provided in the subsequent section.

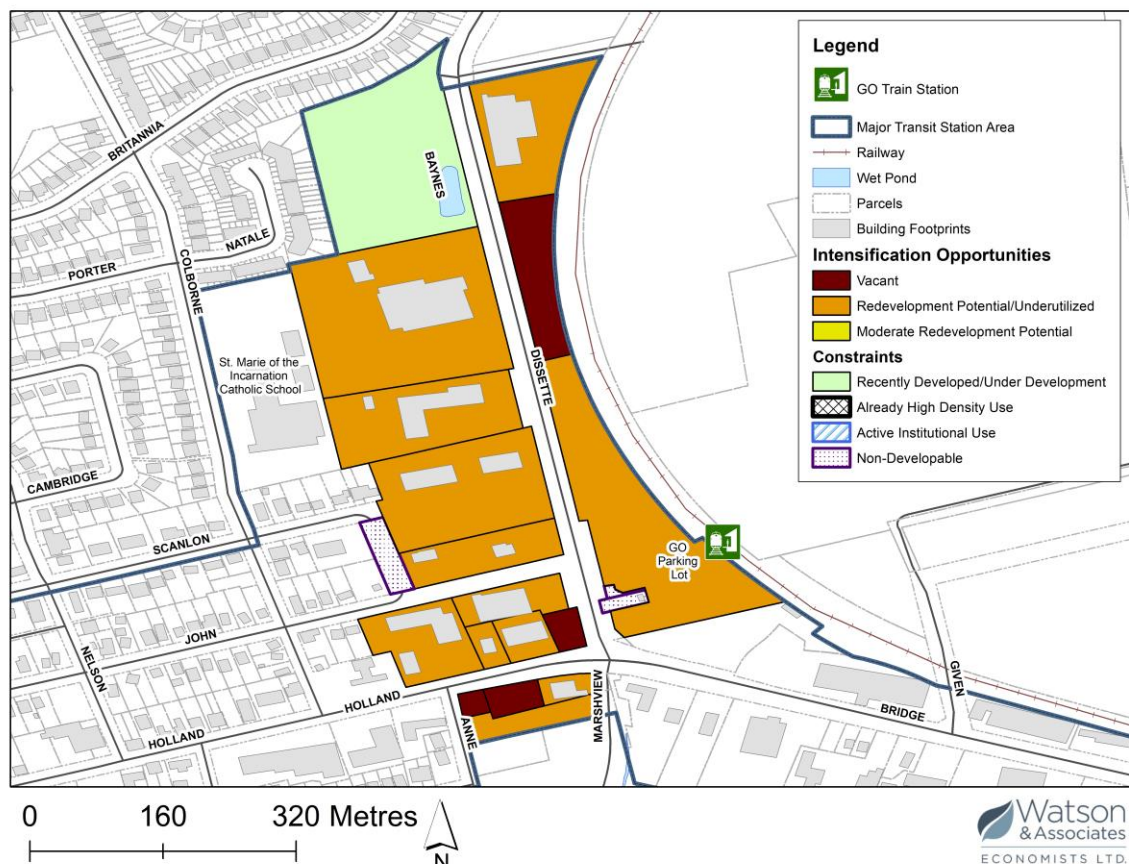
It is important to note that a third of the land area of GO Station lands was considered for redevelopment. It is assumed that a large portion of the site would still be required for parking. Structured parking may provide opportunities to reduce surface parking needs.



Intersection of Dissette Street and Holland Street



Figure 11
Town of Bradford West Gwillimbury
Dissette Corridor M.T.S.A. Sub-Area



3.4.4 Bridge Street Corridor

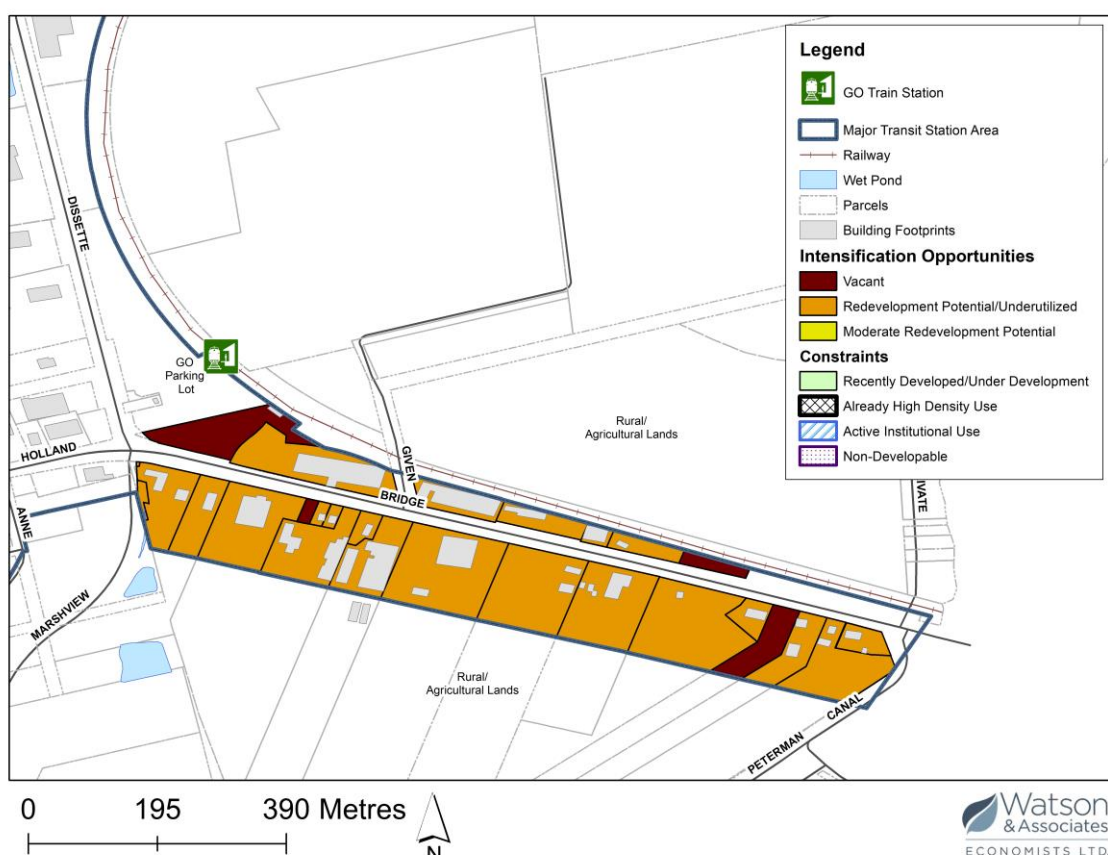
As previously discussed, the Bridge Street Corridor is largely comprised of underutilized commercial parcels. The Bridge Street Corridor does not include any potential constraints for development. The lots in the area are large, averaging 5,300 sq.m (approximately 57,000 sq.ft.) in land area. Furthermore, the sites all have frontage along Bridge Street offering opportunities for mixed-use developments with a commercial component. It should be noted that the parcels on the north side of Bridge Street are narrow with limited lot depth and are adjacent to an active railway line.

Given the site attributes of this sub-area, this area is expected to provide opportunities for mixed-use development, as well as a range of medium and high residential density uses, such as stacked townhouses and apartments (4-6 storeys). Based on a net land area of 13 hectares (32 acres), it is estimated that this area can accommodate just



under 130 housing units per net hectare. This area has the potential to accommodate 1,640 housing units over the long-term (i.e. beyond 2051), unadjusted for demolitions of existing low density units (the net increase is discussed later). Furthermore, it is estimated that 12,300 sq.m (approximately 132,000 sq.ft.) of new commercial floorspace could be accommodated in this area. The commercial floorspace was calculated based on 50% of the ground floor level of a multiple storey building. Details on housing yields are provided in the subsequent section.

Figure 12
Town of Bradford West Gwillimbury
Bridge Street Corridor M.T.S.A. Sub-Area



3.4.4.1 Bridge Street Corridor – Lake Simcoe Region Conservation Authority (LSCRA) Regulated Area

It is important to acknowledge that the entire Bridge Street Corridor is within an LSCRA Regulated Area, which currently enforces considerable limitations on development based on the existing conditions. The land area of the Bridge Street Corridor is



estimated at approximately 13 hectares (32 acres). According to the LSCRA Implementation Guidelines, the presence of dykes in the area helps to lower the risk of flooding; however, they do not fully prevent it. Each dyke is built with a certain design capacity, and exceeding this capacity can result in floodwaters overtopping the structure.^[19] As noted in the Town of Bradford West Gwillimbury O.P., lands abutting Bridge Street are expected to continue to focus on the agricultural and market products sector and travelling public. Transition that incorporates residential uses shall be compatible with adjacent agricultural and commercial uses, and a Geotechnical Study will be required for new uses.^[20]

An alternative scenario if the Bridge Street Corridor lands are not viable for development could involve redirecting the development potential originally intended for the Bridge Street Corridor to other locations within the M.T.S.A. This shift would enhance density in those areas but would necessitate raising building heights beyond the current O.P. and zoning regulations. It is important to acknowledge that the current O.P. and zoning regulations within the M.T.S.A. permit the development of structures reaching up to ten storeys in height at the junction of Holland Street and Dissette Street. Still, the height of buildings in most locations is generally restricted to six storeys and in some instances, to up to three storeys. Appendix B provides an alternative scenario where the Town increases the density along Dissette Street Corridor with higher building heights of at least 10-storeys throughout the area required. Increasing density in the Dissette Corridor is an appropriate approach, taking into account the depth of the sites (allowing for large buildings), their location along a key arterial road, and the recognition of this area as one where taller buildings are focused in the O.P.

3.5 Summary of Redevelopment and Infill in M.T.S.A.

Provided below is a summary of the redevelopment and infill potential in the M.T.S.A. Figure 13a provides the total redevelopment and infill potential, while Figure 13b provides the net increase in redevelopment and infill potential. It is anticipated that the M.T.S.A. has the potential to accommodate a net increase of 5,200 housing units and a net increase of 16,400 sq.m (approximately 177,000 sq.ft.) of commercial floorspace.

^[19] Lake Simcoe Region Conservation Authority Conservation Authorities Act and Ontario Regulation 41/24 Implementation Guidelines, p.37.

^[20] Town of Bradford West Gwillimbury Official Plan, policy 4.2.3 (d), p.104.



Appendix B provides details on the assumptions utilized. Please refer to sub-section 2.5.4 for classification of housing structure types according to density categories below.

Figure 13a
Town of Bradford West Gwillimbury
Total Redevelopment and Infill Potential

M.T.S.A. Sub-Area	Low Density Housing Units	Medium Density Housing Units	High Density Housing Units	Total Housing Units	Commercial sq.m
Holland Street Corridor	0	0	880	880	14,600
Dissette Street Corridor	0	150	2,200	2,350	17,800
Bridge Street Corridor	0	100	1,540	1,640	12,300
MTSA Residential Edges	30	500	0	530	0
Total	30	750	4,620	5,400	44,700

Note: Refer to sub-section 2.5.4 for classification of housing structure types according to density categories.

Source: Watson & Associates Economists Ltd.

Figure 13b
Town of Bradford West Gwillimbury
Net Redevelopment and Infill Potential

M.T.S.A. Sub-Area	Low Density Housing Units	Medium Density Housing Units	High Density Housing Units	Total Housing Units	Commercial sq.m
Holland Street Corridor	-20	0	880	860	5,900
Dissette Street Corridor	0	150	2,200	2,350	6,700
Bridge Street Corridor	-10	100	1,540	1,630	3,800
MTSA Residential Edges	-140	500	0	360	0
Total	-170	750	4,620	5,200	16,400

Refer to sub-section 2.5.4 for classification of housing structure types according to density categories.

Source: Watson & Associates Economists Ltd.



3.6 Anticipated People and Jobs Density

Based on the existing and the intensification potential in the M.T.S.A., it is estimated that the M.T.S.A. would reach a density of 220 residents and jobs per hectare. The M.T.S.A. has the potential to accommodate up to 13,200 residents and jobs. Figure 13 provides further details. It is important to note that this would be achieved over a long-term period (i.e. beyond 2051). Further, the yields identified in Figure 14 represent the upper limits of density that can be reasonably accommodated.

Figure 14
Town of Bradford West Gwillimbury
M.T.S.A.
People and Jobs Density Based on Intensification Potential

Residents and Jobs Estimate	Long-Term
Population	11,400
Jobs Estimate	1,800
Total Residents and Jobs	13,200
Land Area, hectares	60
Residents and Jobs per hectare	220
Housing Units	5,740
Gross Floor Area – Commercial Floorspace, sq.m	44,700

Note: Figures have been rounded.

Source: Watson & Associates Economists Ltd.

4. Intensification Opportunities Outside of M.T.S.A.

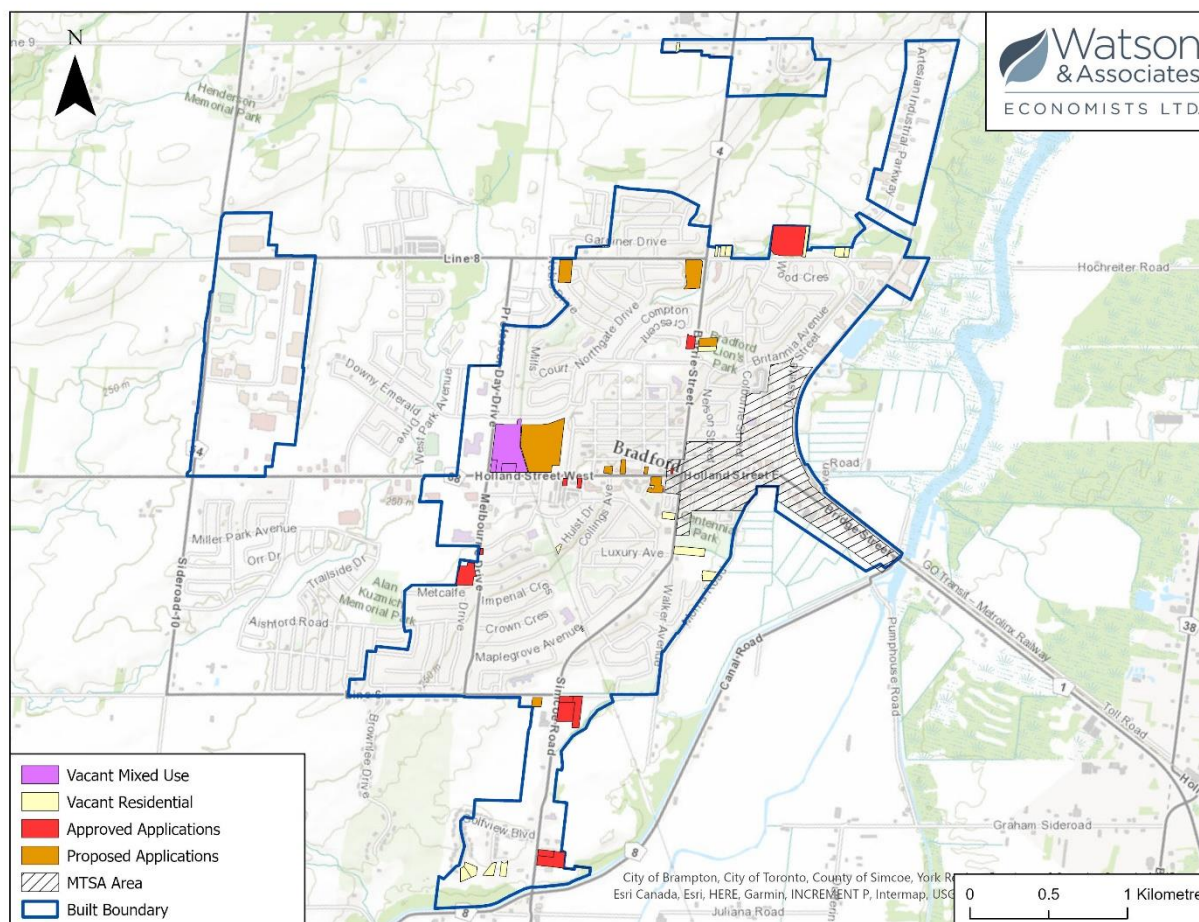
4.1 Identifying Housing Unit Supply Potential

Provided in the following chapter is a summary of the intensification opportunities outside the M.T.S.A. For the remainder of the B.U.A., the supply analysis did not consider redevelopment opportunities. Opportunities beyond the M.T.S.A. encompassed a desktop review that utilized aerial imagery and building permit data to update the status of an inventory compiled in 2017, which identified infill and vacant sites as part of the Town's last Official Plan Review (O.P.R.). Furthermore, the inventory was supplemented with recent application data provided by the Town.



Figure 15 provides a map of the intensification supply potential in the B.U.A. outside the M.T.S.A. based on the following categories: vacant mixed use; vacant residential use; approved applications; and proposed applications.

Figure 15
Town of Bradford West Gwillimbury
Rest of B.U.A. (Outside of M.T.S.A.)
Intensification Housing Unit Supply Opportunities by Status



4.2 Housing Unit Supply Potential in the B.U.A. Outside the M.T.S.A.

As summarized in Figure 16, it is estimated that the B.U.A. outside the M.T.S.A. has the potential to accommodate approximately 2,130 housing units. A large portion of this potential is in active applications at 84%, while the remaining is based on potential on vacant lands within no active applications. Similar to the M.T.S.A. analysis, housing unit



potential on vacant lands was based on O.P. and zoning permissions in order to calculate estimated housing units.

Figure 16
Town of Bradford West Gwillimbury
Rest of B.U.A. (Outside of M.T.S.A.)
Intensification Housing Unit Supply Opportunities

Intensification Type	Low Density Units	Medium Density Units	High Density Units	Seniors Housing Units	Total Housing Units	Share of Units (%)
Active Applications (Approved/Proposed)	180	280	1,130	200	1,790	84%
Infill Sites (Vacant Sites)	20	230	90	0	340	16%
Total	200	510	1,220	200	2,130	100%
Housing Mix (%)	9%	24%	57%	9%	100%	-

Notes: Figures have been rounded. Refer to sub-section 2.5.4 for classification of housing structure types according to density categories.

Source: Watson & Associates Economists Ltd.

5. Town-Wide Intensification Housing Supply Potential

As summarized in Figure 17, it is estimated that the total B.U.A. has the potential to accommodate up to 8,600 housing units over the long-term (i.e. beyond 2051). The housing unit potential includes the housing units supply identified, as well as the potential to accommodate approximately 1,080 A.R.U.s (assuming an annual average of 40 A.R.U.s over a 30-year period).



Figure 17
Town of Bradford West Gwillimbury
B.U.A.
Intensification Housing Unit Supply Opportunities

Intensification Type	Low Density Units	Medium Density Units	High Density Units	Seniors Housing Units	A.R.U.s	Total Units	Share of Units (%)
Active Applications (Approved/Proposed)	180	280	1,225	98	0	1,780	21%
Infill Sites (Vacant Sites)	20	230	90	0	0	340	4%
Infill and Redevelopment in M.T.S.A.	30	750	4,620	0	0	5,400	63%
Additional Residential Units (A.R.U.s)	0	0	0	0	1,080	1,080	13%
Total	230	1,260	5,935	98	1,080	8,600	100%
Housing Mix (%)	3%	15%	68%	1%	13%	100%	-

Notes: Figures have been rounded. Refer to sub-section 2.5.4 for classification of housing structure types according to density categories.

Source: Watson & Associates Economists Ltd.

Refer to Appendix A for a detailed inventory of vacant land, redevelopment and active application intensification opportunities and Appendix B for information regarding key assumptions utilized in the housing yields analysis. Furthermore, refer to Appendix C for mapping of the existing inventory of use of each parcel in the M.T.S.A.

6. Conclusions

The Town of Bradford West Gwillimbury is planned to accommodate a minimum target of 42% of its housing growth through intensification. As a comparison, the intensification rate target previously established by the County in the 2016 County O.P. was 40%.^[21] The current intensification rate for Bradford West Gwillimbury at 42% is among the highest targets in the County, reflecting opportunities to accommodate a range of housing options in the Bradford Urban Area. To reach a 42% intensification rate by 2051, it is estimated that the Town will need to accommodate approximately

^[21] County of Simcoe Growth Forecasts and Land Needs Assessment prepared by Hemson Consulting Ltd., March 31, 2022, p. 58.



6,300 housing units in the B.U.A. over the 2024 to 2051 period.^[22] The intensification target would represent a significant increase in the amount of housing growth within the B.U.A. compared to historical levels. The intensification analysis identified by Watson has identified an opportunity to accommodate approximately 8,600 housing units through redevelopment, infill and through active applications.

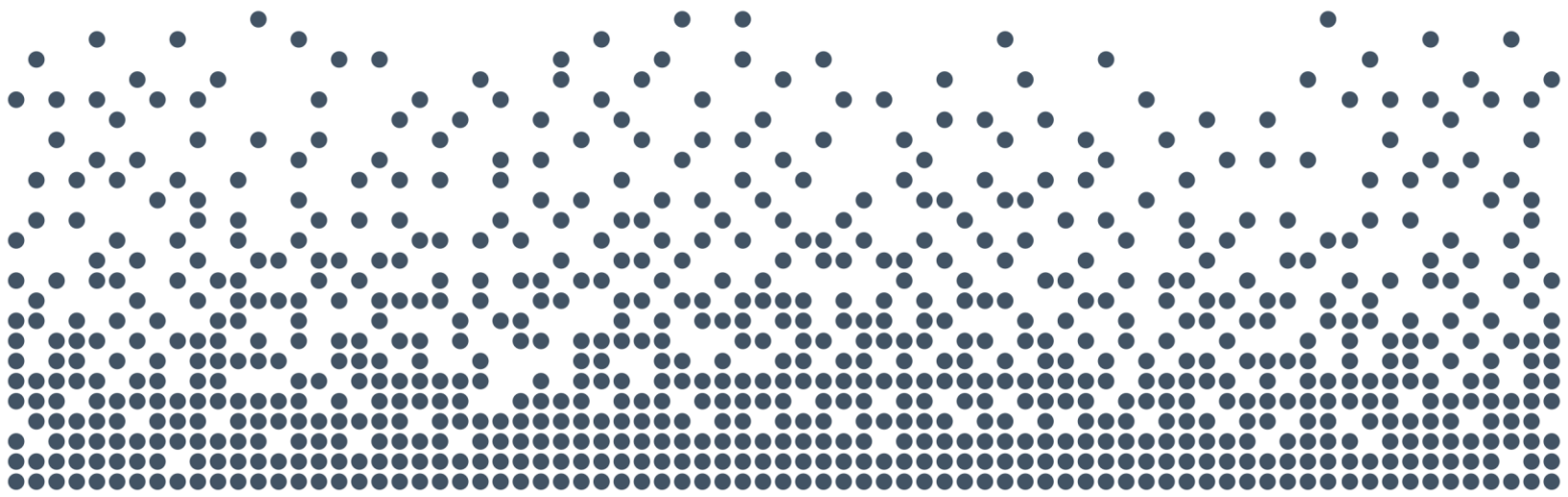
The Town is required to plan for a minimum of 150 residents and jobs in the Bradford M.T.S.A. The M.T.S.A. analysis prepared by Watson has identified the opportunity to accommodate a net increase of 5,200 housing units and a net increase of 16,400 sq.m (approximately 177,000 sq.ft.) of commercial floorspace. Furthermore, the analysis identifies the opportunity to increase the residents and jobs density in the M.T.S.A. from the existing 40 residents and jobs per hectare to the mandated provincial minimum of 150 residents and jobs per hectare. The M.T.S.A. represents redevelopment opportunities over a long period of time that would likely exceed the Town's O.P. planning period (i.e., 2051).

It is recommended that the Town continue to monitor intensification activity in the B.U.A. It is important to recognize that the intensification target would result in annual levels of housing in the B.U.A. that are higher than the Town has achieved to date. In total, the intensification analysis identified by Watson has identified an opportunity to accommodate approximately 8,600 housing units through redevelopment, infill and through active applications throughout the B.U.A. As previously noted, to reach a 42% intensification rate by 2051, it is estimated that the Town will need to accommodate over 6,300 housing units in the B.U.A. over the 2024 to 2051 period.^[23] Achieving a 42% intensification rate will require the Town to leverage 73% of its intensification housing unit potential.^[24] This could pose a challenge, as a significant portion of the intensification supply relies on redevelopment within the M.T.S.A., a process that may take considerable time to realize fully. As a result, the Town needs to look into ways to enhance and support intensification prospects.

^[22] Based on S.C.O.P.A. #7.

^[23] Based on S.C.O.P.A. #7.

^[24] Based on 6,300 housing units forecast in the B.U.A. and a housing unit supply potential of 8,600 housing units (6,300 divided by 8,600 = 73%).



Appendices



Appendix A

Vacant Land, Active Development Applications and Redevelopment Inventory



Appendix A: Vacant Land, Active Development Applications and Redevelopment Inventory

Figure A-1
B.U.A. Outside of M.T.S.A.
Infill Sites (Vacant) with No Active Applications – Housing Yield Estimates

Address	Legal Address	Designation	Sq.m, Land Area	Land Area, ha	Low Density Housing Units	Medium Density Housing Units	High Density Housing Units	Total Housing Units
HOLLAND ST N/S	PLAN 51M271 PT BLK 107 RP;51R31063 PTS 1 2 5 16 TO 23	Low Density Residential	49,822	4.98	0	200	0	200
351 HOLLAND ST W	CON 7 S PT LOT 14	Downtown Bradford	4,977	0.50	0	0	50	50
217 WALKER AVE	PLAN 457 PT BLK Y RP;51R29213 PART 1	Low Density Residential	4,948	0.49	10	0	0	10
2843 HIGHWAY 11	CON 8 S PT LOT 16 R-P 2470;PART 1	High Density Residential	3,945	0.39	0	0	40	40
84 SIMCOE RD	CON 6 PT LOT 15	Low Density Residential	3,400	0.34	10	0	0	10
385 HOLLAND ST W	CON 7 PT S 1/2 LOT 7 RP;51R14277 PT PART 1	Downtown Bradford	2,742	0.27	0	20	0	20
3006 HIGHWAY 11	CON 8 PLAN 1701 LOT 11	Low Density Residential	1,423	0.14	0	10	0	10
2466 LINE 8	CON 8 S PT LOT 16	Medium Density Residential	1,114	0.11	2	0	0	2
Total	-	-	73,092	7.3	22	230	90	342



Figure A-2
B.U.A. Outside of M.T.S.A.
Active Applications

#	Type of Application	File No(s).	Project Name	Location / Address	Remaining Low Density Units	Remaining Medium Density Units	Remaining High Density Units	Remaining Seniors Housing Units	Total Remaining Housing Units
5	Plan of Sub - Approved	D12-19-04	Bradford East (Block 170, 51M-1137) Plan 51M-1245	SE Simcoe and Line 6		29			29
9	Plan of Sub - Approved	D12-03-02	Dykie JV	SW Melbourne and Miller Park	9				9
23	Site Plan - Proposed	D14-16-06, D11-16-05	Edward Gres	240 Holland St W			20		20
25	Site Plan - Proposed	D14-19-07, D11-21-06	ISROC Building International INC.	123 Holland St W & 126 Holland St W		10	99		109
26	Site Plan - Proposed	D11-23-07	LOFT	31 Fredrick Street			99		99
27	Site Plan - Proposed	D14-16-05, D11-16-04	Margaret Dudo	210 Holland St W			20		20
29	Plan of Sub - Proposed	D09-19-01, D14-19-08, D12-19-05, D11-23-04	Pantheon	SE Line 6 & Simcoe Rd	66	9			75
30	Site Plan - Proposed	D11-20-23	2194973 OI (Napoli/Luca)	149 Holland St. W.			12		12
34	Site Plan - Proposed	D14-21-14, D11-21-09	10568848 Canada Limited	281 Barrie St.		28			28



#	Type of Application	File No(s).	Project Name	Location / Address	Remaining Low Density Units	Remaining Medium Density Units	Remaining High Density Units	Remaining Seniors Housing Units	Total Remaining Housing Units
35	Site Plan - Proposed	D14-22-11, D11-22-10	1800283 & 505845 Ontario Limited (Giancola)	54 & 64 Holland St. W.			112	98	210
36	Plan of Sub - Proposed	D09-23-01, D14-23-16, D12-23-12	Bradford East Developments Inc.	Danube Lane	32	61			93
40	Site Plan - Proposed	D11-20-05	Triumph	2362 Line 8			227		227
41	Plan of Sub - Proposed	D14-23-13, D12-23-09	Tuscany Enclaves - Mod Aire	Professor Day Dr. and Holland St. W. (Part Block 107, 51M-271)	72	93			165
42	Site Plan - Proposed	D14-22-12, D12-22-15, D11-22-11	Eighth Line GP Inc. (Woods Property)	2659 Line 8		46			46
43	Site Plan - Proposed	Settle	79 Holland Street	79 Holland Street			191		191
44	Site Plan - Proposed	n/a	300 Barrie Street	300 Barrie Street			445		445
-	-	-	-	Totals	179	276	1,225	98	1,778



Figure A-3
B.U.A. Outside of M.T.S.A.
Total Housing Unit Potential Summary

Intensification Type	Low Density Units	Medium Density Units	High Density Units	Seniors Housing Units	Total Housing Units	Share of Units (%)
Active Applications (Approved/Proposed) (see Figure A-2)	180	280	1,225	98	1,790	84%
Infill Sites (Vacant Sites) (see Figure A-1)	20	230	90	0	340	16%
Total	200	510	1,315	98	2,130	100%
Housing Mix (%)	9%	24%	62%	5%	100%	-

Notes: Figure has been rounded and previous tables may not add up precisely. Refer to sub-section 2.5.4 for classification of housing structure types according to density categories.

Source: Active applications based on information from the Town of Bradford West Gwillimbury planning staff. Potential on remaining vacant lands based on an estimate by Watson & Associates Economists Ltd.



Figure A-4a
M.T.S.A.
Total Redevelopment and Infill Potential

M.T.S.A. Sub-Area	Low Density Housing Units	Medium Density Housing Units	High Density Housing Units	Total Housing Units	Commercial sq.m
Holland Street Corridor	0	0	880	880	14,600
Dissette Street Corridor	0	150	2,200	2,350	17,800
Bridge Street Corridor	0	100	1,540	1,640	12,300
MTSA Residential Edges	30	500	0	530	0
Total	30	750	4,620	5,400	44,700

Figure A-4b
M.T.S.A.
Net Redevelopment and Infill Potential

M.T.S.A. Sub-Area	Low Density Housing Units	Medium Density Housing Units	High Density Housing Units	Total Housing Units	Commercial sq.m
Holland Street Corridor	-20	0	880	860	5,900
Dissette Street Corridor	0	150	2,200	2,350	6,700
Bridge Street Corridor	-10	100	1,540	1,630	3,800
MTSA Residential Edges	-140	500	0	360	0
Total	-170	750	4,620	5,200	16,400

Source: Watson & Associates Economists Ltd.



Figure A-5
Town of Bradford West Gwillimbury
B.U.A.
Total Intensification Housing Unit Supply Opportunities

Intensification Type	Low Density Units	Medium Density Units	High Density Units	Seniors Housing Units	A.R.U.s	Total Units	Share of Units (%)
Active Applications (Approved/Proposed)	180	280	1,225	98	0	1,780	21%
Infill Sites (Vacant Sites)	20	230	90	0	0	340	4%
Infill and Redevelopment in M.T.S.A.	30	750	4,620	0	0	5,400	63%
Additional Residential Units (A.R.U.s)	0	0	0	0	1,080	1,080	13%
Total	230	1,260	5,935	98	1,080	8,600	100%
Housing Mix (%)	3%	15%	68%	1%	13%	100%	-

Notes: Figures have been rounded. Refer to sub-section 2.5.4 for classification of housing structure types according to density categories.

Source: Watson & Associates Economists Ltd.



Appendix B

Key Assumptions



Appendix B: Key Assumptions

Provided below are the key units per net hectare assumptions utilized by housing structure type.

Figure B-1
Town of Bradford West Gwillimbury
Housing Units Per Net Hectare Assumptions by Housing Structure Type

Building Types	Heights	Units per Net Hectare	Persons Per Unit
Single-Detached/Semi-Detached	2 Storeys	20	3.78
Street Townhouses, Duplexes and Multiples	2-3 storeys	60	3.13
Stacked Townhouses	3-4 storeys	75	1.73
Mid-Rise Apartments	4-10 storeys	150 - 330	1.73
Downtown Mid-Rise	4-6 storeys	230	1.73

Note: A population undercount is added at 4% when calculating population yields. A range of Mid-Rise apartments are provided on the table. The average unit per hectare depends on maximum height allowances.

Source: Watson & Associates Economists Ltd.

Figure B-2
Town of Bradford West Gwillimbury
Housing Units Per Net Hectare Assumptions by M.T.S.A. Sub-Area

Building Types	Housing Types	Housing Units	Average Units Per Net ha
Dissette Street Corridor	Stacked Townhouses	150	180
	Mid-Rise Apartments	2,200	
Bridge Street Corridor	Stacked Townhouses	100	130
	Mid-Rise Apartments	1,540	
Holland Street Corridor	Downtown Mid-Rise	880	230
M.T.S.A. Residential Edges	Single-Detached/Semi-Detached	30	58
	Street Townhouses, Duplexes and Multiples	500	

Source: Watson & Associates Economists Ltd.



Bridge Street Corridor – Lake Simcoe Region Conservation Authority (LSCRA) Regulated Area

As previously discussed, the entire Bridge Street Corridor is within an LSCRA Regulated Area, which currently enforces considerable limitations on development based on the existing conditions. The land area of the Bridge Street Corridor is estimated at approximately 13 hectares (32 acres).

An alternative scenario if the Bridge Street Corridor lands are not viable for development could involve redirecting the development potential originally intended for the Bridge Street Corridor to other locations within the M.T.S.A. This shift would enhance density in those areas but would necessitate raising building heights beyond the current O.P. and zoning regulations. It is important to acknowledge that the current O.P. and zoning regulations within the M.T.S.A. permit the development of structures reaching up to ten storeys in height at the junction of Holland Street and Dissette Street. Still, the height of buildings in most locations is generally restricted to six storeys and in some instances, to up to three storeys. Figure B-3 provides an alternative scenario where the Town increases the density along Dissette Street Corridor with higher building heights of at least 10-storeys throughout the area required. Increasing density in the Dissette Corridor is an appropriate approach, taking into account the depth of the sites (allowing for large buildings), their location along a key arterial road, and the recognition of this area as one where taller buildings are focused in the O.P.

Figure B-3
Town of Bradford West Gwillimbury
Alternative Scenario: Net Redevelopment and Infill Potential

M.T.S.A. Sub-Area	Low Density Housing Units	Medium Density Housing Units	High Density Housing Units	Total Housing Units	Commercial sq.m
Holland Street Corridor	-20	-	880	860	5,900
Dissette Street Corridor	-	250	3,740	3,990	6,700
Bridge Street Corridor	-	-	-	-	-
MTSA Residential Edges	-140	500	-	360	-
Total	-160	750	4,620	5,200	12,600

Refer to sub-section 2.5.4 for classification of housing structure types according to density categories.

Source: Watson & Associates Economists Ltd.



Appendix C

Inventory of Lands in M.T.S.A.



Appendix C: Inventory of Lands in M.T.S.A.

Figure C-1
M.T.S.A.
Holland Street Corridor
Existing Uses

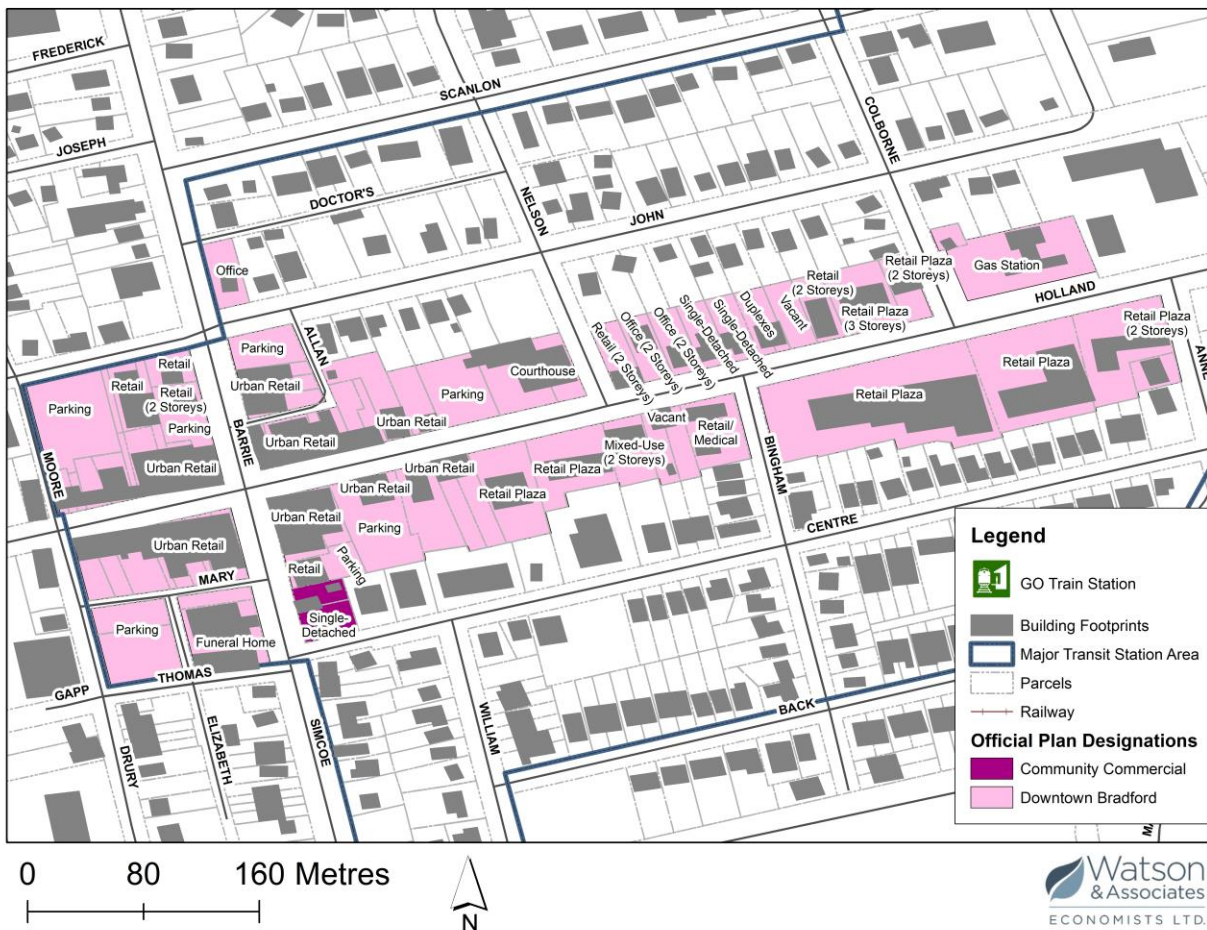




Figure C-2
M.T.S.A.
Bridge Street Corridor
Existing Uses

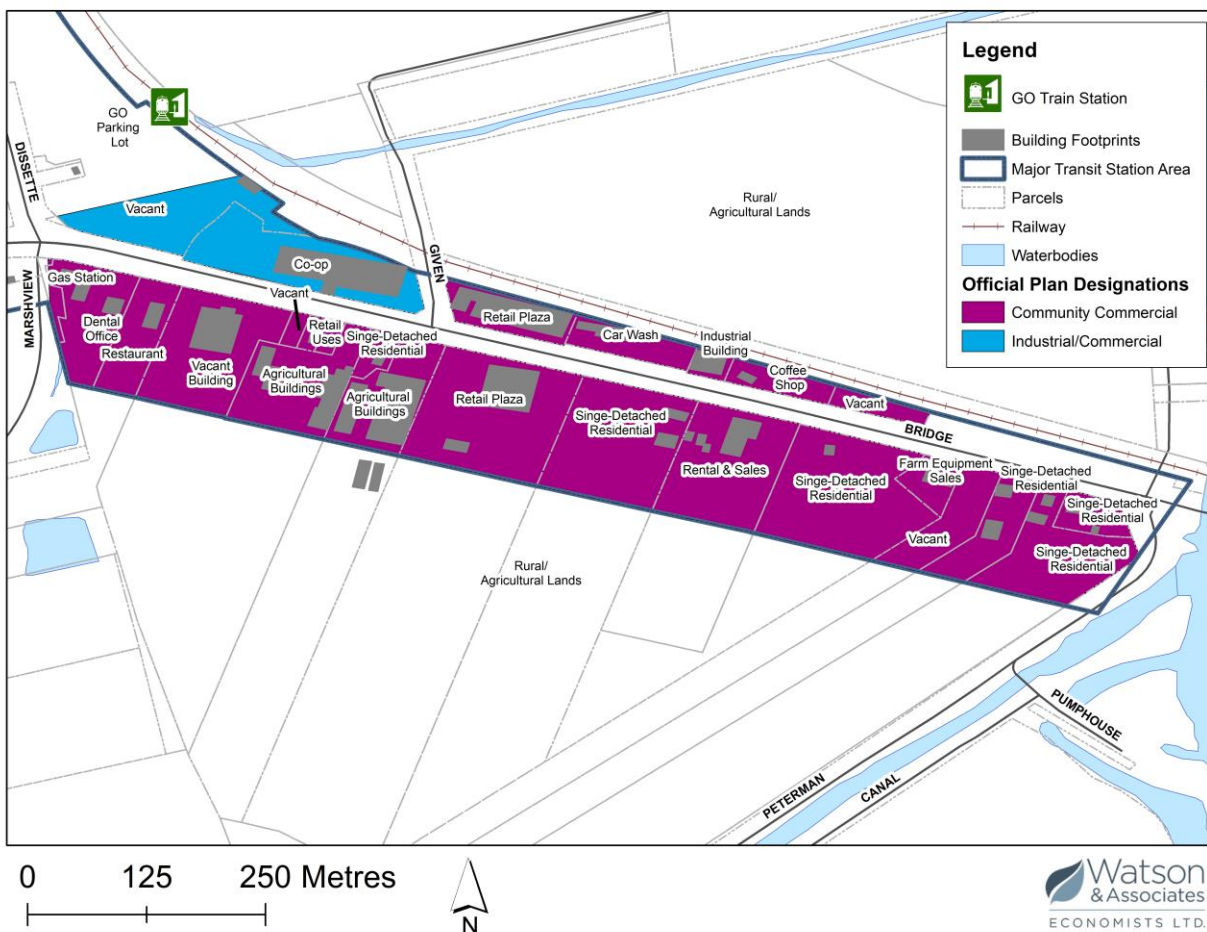




Figure C-3
M.T.S.A.
Dissette Street Corridor
Existing Uses

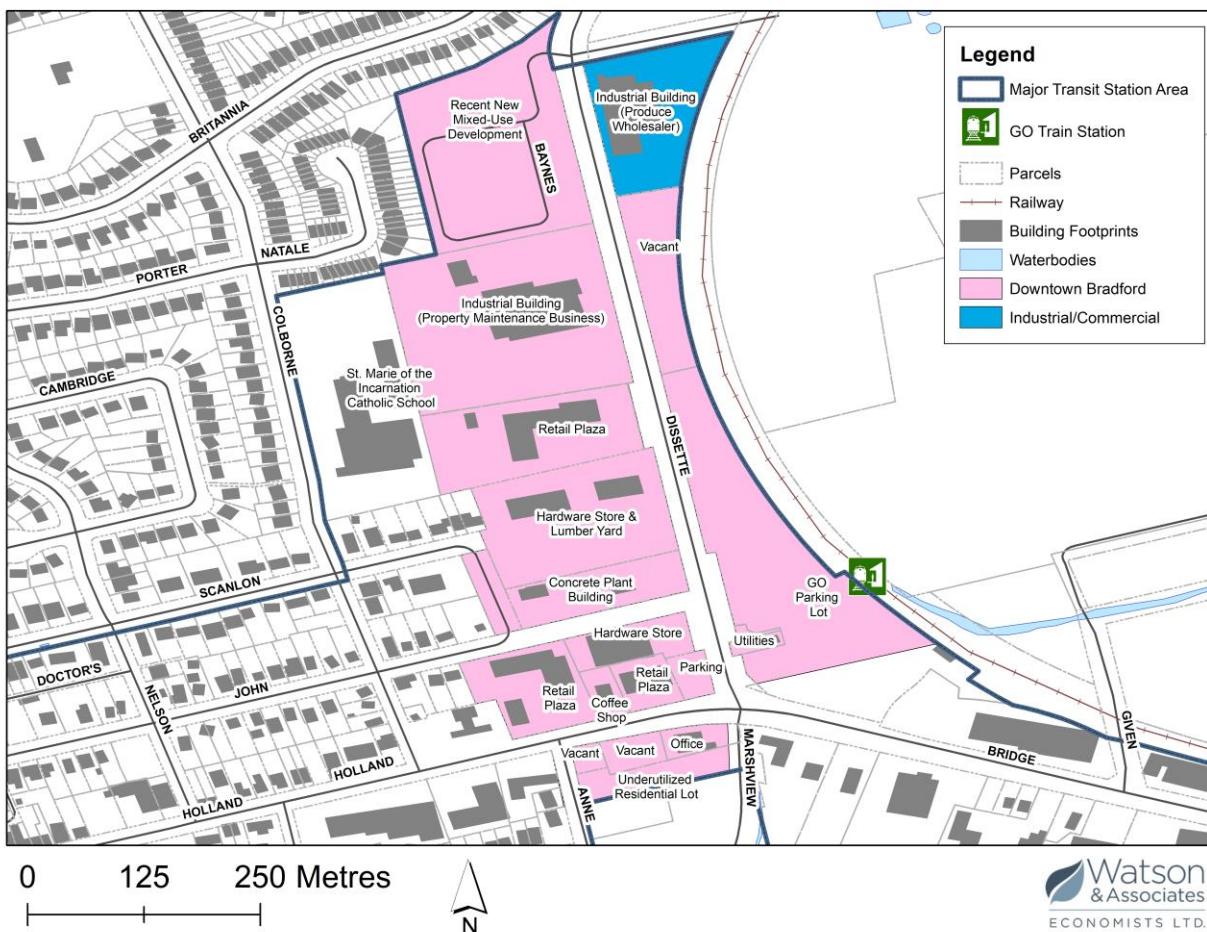




Figure C-4
M.T.S.A.
M.T.S.A. Residential Edge - North
Existing Uses

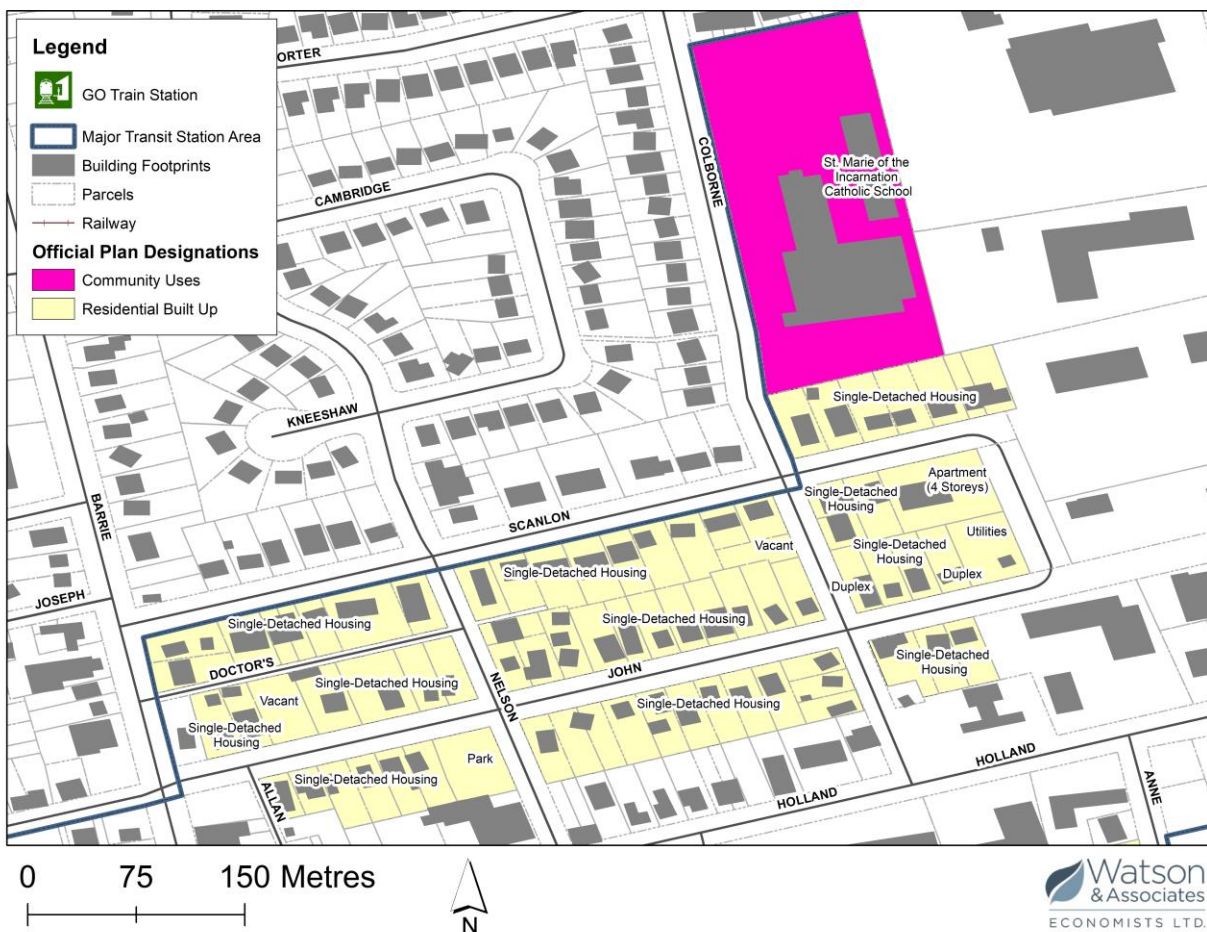




Figure C-5
M.T.S.A.
M.T.S.A. Residential Edge - South
Existing Uses

