



A Growing Tradition


Growth Management Strategy Public Open House

Thursday, August 21, 2025
7:30 p.m. – 9:00 p.m.

Please sign-in at the registration table

Thank you for participating in the Public Open House. Members of the Project Team are available for further discussion or to answer questions at any time.

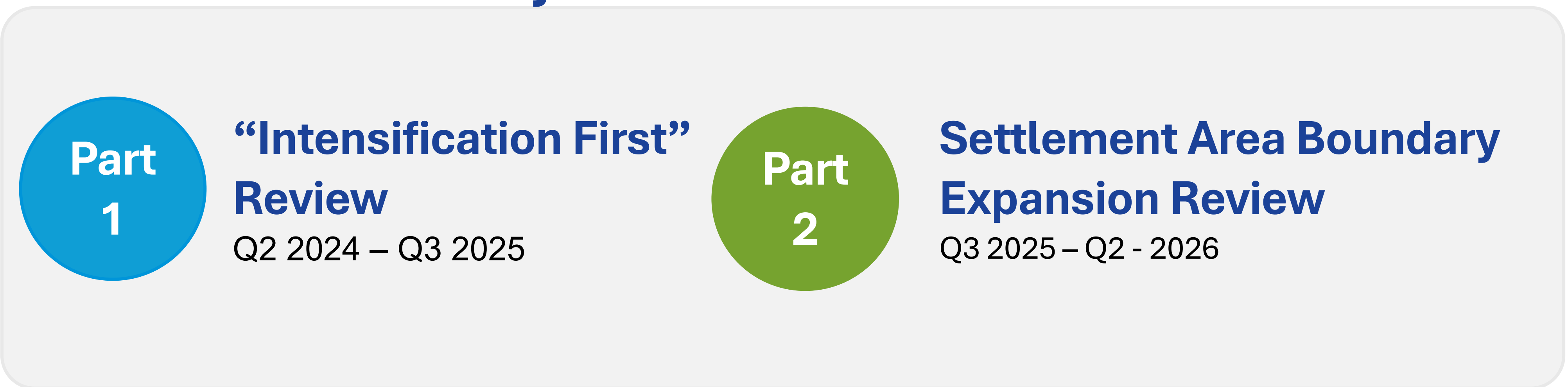


Look for the  on the panels for opportunities to leave feedback for the project team.

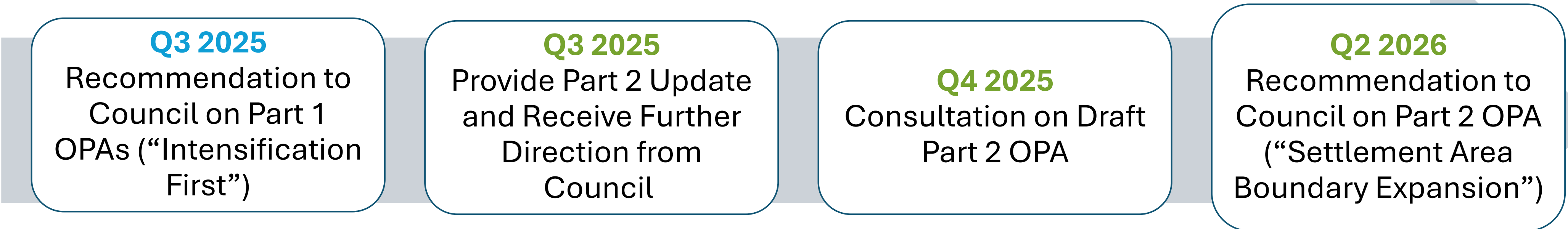
Project Overview



Project Timeline



Next Steps



PROJECT ACHIEVEMENTS AND DELIVERABLES

- ✓ Project Kick-Off Meeting
- ✓ Vision Workshop
- ✓ Major Transit Station Areas Public Open House
- ✓ Growth Review and Allocations Report
- ✓ Residential Intensification Strategy
- ✓ Employment Area Strategy Report
- ✓ Town Council Presentation


Engagement Summary: Key themes from Visioning Workshop

				
Transportation	Employment	Environment	Intensification	Settlement Area Boundary Expansion
<ul style="list-style-type: none">• The Bridge Street Corridor and Major Transit Station Areas was seen as significant for growth, requiring careful urban design and traffic management.	<ul style="list-style-type: none">• Consider Employment Conversions alongside boundary expansions.• Focus on essential services, such as hospitals near Highway 400.	<ul style="list-style-type: none">• Develop policies for energy efficiency and green development.	<ul style="list-style-type: none">• Balance enhancing the Town's appeal with fostering community.• Concerns about density and green space, with a preference for mixed-use development and connected hubs.	<ul style="list-style-type: none">• Protect and add greenspaces, particularly around Brownlee Dr.• Prioritize the protection of rural and agricultural lands while improving infrastructure.



Stay up to date!

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Major Transit Station Area Overview

The Bradford GO Major Transit Station Area (MTSA) is a strategic 62-hectare area planned to accommodate significant growth by 2051, **targeting 12,800 residents and jobs within a 10-minute walking radius of the Bradford GO Station.** The MTSA includes four distinct corridors.



Legend

- Bridge Street Corridor
- Dissette Street Corridor
- Holland Street Corridor
- Residential Edges

Dissette Street Corridor

- The highest-density corridor at approximately 15 hectares, Dissette Street is planned for:
 - 3,990 dwellings
 - 7,600 residents
 - 6,700 square meters of commercial space
 - 120 jobs
- It will feature tall mixed-use buildings with ground-floor retail and institutional uses, focusing on pedestrian experience and proximity to the GO Station. Compatibility assessments will be required near the railway corridor

Bridge Street Corridor

Near the Bradford GO Station, **the Bridge Street Corridor is expected to generate about 60 jobs by 2051** and support commercial activities.

- About 320 metres from the Holland River, various retail, service, recreational, and small office uses may be allowed within a 67-metre depth from Bridge Street.
- Redevelopment must adhere to floodproofing standards from the Lake Simcoe Region Conservation Authority, including a 15-metre landscaped buffer along the southern drainage ditch.
- Only surface parking is permitted between the development and the buffer, subject to layout approval from the Conservation Authority, with no residential uses allowed in this zone.

Holland Street Corridor

The Holland Street Corridor covers 4 hectares and is planned to accommodate

- 860 new dwellings
- 1,500 residents
- 5,900 square meters of commercial space
- 110 jobs

Uses include mid-rise mixed-use buildings with retail, cultural, and community facilities, with design policies ensuring compatibility with adjacent residential neighborhoods.

Residential Edges

These established neighborhoods will experience modest densification, supporting a forecasted **1,000 additional residents by 2051.**

Permitted uses include a mix of low to medium-density housing, institutional uses, neighborhood commercial services, and enhanced pedestrian connections to the GO Station and other corridors

Vision for the Major Transit Station Area



The **Vision Statement for the Major Transit Station Area** identifies the communities' long-term views and aspirations for the future. The proposed **Vision Statement** is:

“The Major Transit Station Area (MTSA) in Bradford will evolve into a vibrant, transit-oriented community that integrates small-town charm with urban development. Anchored by the Bradford GO Station, it will offer diverse housing, job opportunities, and amenities within a pedestrian-focused environment. The area will maintain Bradford’s cultural heritage while promoting higher densities, strong urban design, and multimodal transportation. The MTSA will connect residents to regional opportunities and create a sense of place that honours the past and embraces the future.”

Activity: Do you believe that the proposed **Vision Statement** reflects the aspirations of your community? Place a dot on whether you agree or disagree with the **Vision Statement**.

 **Agree**

 **Disagree**

Would you add to or change anything in the proposed Vision Statement to better reflect the community’s values and expectations?



Give **your** input!
Write your ideas on sticky notes and place it in the box.

Developing Goals and Objectives



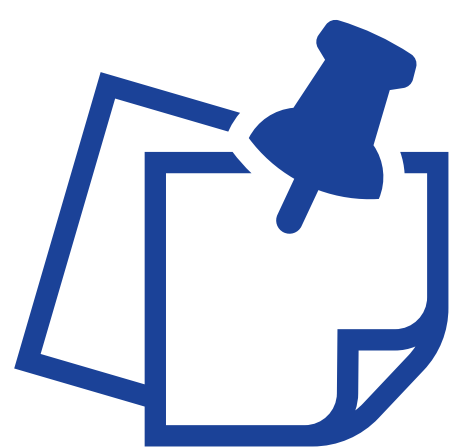
What are the Goals and Objectives?

To realize the **Vision statement**, goals and objectives set out more specific directions for enhancing or protecting the community's core values, qualities, and characteristics over the long-term. These objectives will provide a framework for development, land use, and community well-being for the Town's **Major Transit Station Area**.

As the Bradford Major Transit Station Area evolves, the Town will be guided by the following **Objectives**:

- a) Create a distinctive community identity that accommodates growth while preserving and celebrating the Town's heritage.
- b) Establish a vibrant mixed-use community with an active streetscape, engaging public realm and a welcoming eastern gateway along the Bridge Street Corridor.
- c) Develop compact, complete communities with diverse and affordable housing options and job opportunities.
- d) Develop a connected network of public spaces, essential services, and multimodal transportation options that prioritize pedestrians and cyclists with seamless access to the GO Station.
- e) Advance sustainability and climate resilience through compact urban form, green infrastructure and spaces.
- f) Accommodate growth by achieving the provincially-mandated minimum density target of 150 people and jobs per hectare.

What else should be considered for the objectives?



Give **your** input!
Write your ideas on sticky notes and place it in the box.

A Resilient and Connected Bridge Street



The **Bridge Street Corridor** marks the eastern entrance of the Town, serving as a link to Bradford and the riverfront. This area, known as the Holland Marsh, was historically utilized by Indigenous communities for various resources. In the 19th century, European settlers transformed it into a productive agricultural zone through a drainage system. The corridor became vital for transporting goods and now supports both farming drainage and recreational activities along the Holland River.

Promoting the Unique Features of Bridge Street

Despite its **floodplain** status, the Bridge Street Corridor will feature a variety of nature-based and cultural activities designed to maintain public access and celebrate its unique heritage.

Cycling and Walking	Recreation on the Waterways	Trail Amenities	Indigenous Placemaking	Public Art
<ul style="list-style-type: none">• Policies encourage residents and visitors to use existing and future cycling routes and walking trails along the canal, including connections to the Bridge Street Corridor and potential new trail links to Scanlon Creek Conservation Area.	<ul style="list-style-type: none">• Policies encourage recreational and traditional activities on the waterways, supported by amenities such as floating docks, rest stops, and interpretive features.	<ul style="list-style-type: none">• Policies demonstrate the Town’s supports adding or enhancing trailheads, wayfinding signage, rest areas, and features that help visitors explore and understand the area.	<ul style="list-style-type: none">• Policies promote culturally significant public art and design elements developed in partnership with Indigenous communities, ensuring these spaces tell the stories and reflect the values of the original stewards of the land.	<ul style="list-style-type: none">• Policies encourage public and privately owned art installations. Installations should reflect the area’s history, agricultural legacy, and the area’s role in regional connectivity.

A **floodplain** is a low-lying region next to a river or stream that is susceptible to flooding, limiting certain developments such as hospitals and underground parking for safety. The Town intends to work with Ministries of Natural Resources and Municipal Affairs, the County of Simcoe, and the Conservation Authority to assess natural hazards in the Bridge Street Corridor and the floodplain, and to evaluate if there is potential for future mixed-use redevelopment.



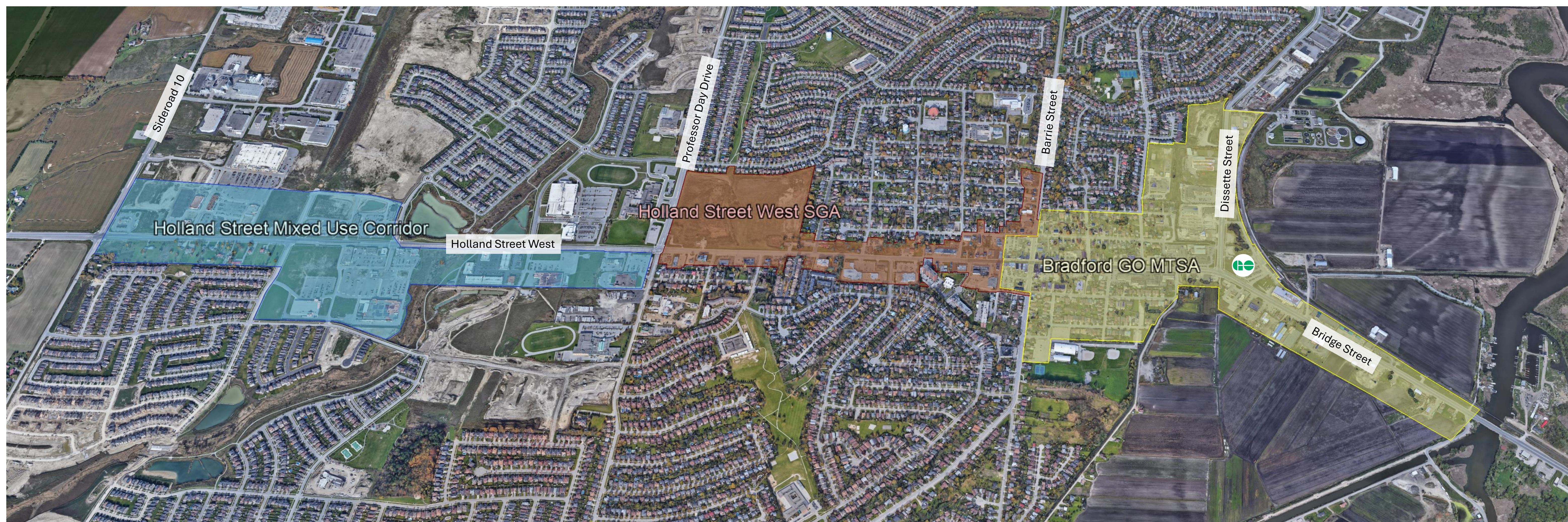
Give **your** input!
Write your ideas
on sticky notes
and place it in
the box.

Do you agree with the approach to Bridge Street?
What other functions can be promoted?
How would you like to use Bridge Street?

Bradford's “Intensification First” Approach



Bradford West Gwillimbury has adopted an “intensification first” approach. This means that the Town seeks to redevelop existing sites and add new housing within its current boundaries before expanding into farmlands.



The primary location for **new development** within the Town will be along **Holland Street**, from Bridge Street to Sideroad 10.

This corridor has been divided into three segments, each has their own character, history, and built form.

The Town has set a goal for **42% of new housing units** to be constructed within the existing built-up area.

The Town will work to ensure that new developments connect with and enhance the surrounding areas.



What do you think about focusing new development along Holland Street? Are there other locations in Town that could be redeveloped?

Holland Street Mixed-Use Corridor

Developing a Mixed-Use Corridor along Holland Street, west of Professor Day Drive

The Holland Street West Corridor is Bradford's main commercial strip and the area where residents shop for most of their needs. Today, the corridor is defined by wide streets and large parking lots. This area is envisioned to evolve into a **pedestrian-friendly corridor** that supports both residential and business growth.



What types of uses or activities would you like to see developed along Holland Street?



New developments along this corridor will add density while **combining residential, commercial and industrial uses** while implementing urban design standards that promote walkable, connected streetscapes to make it attractive for pedestrians.

Holland Street West Strategic Growth Area

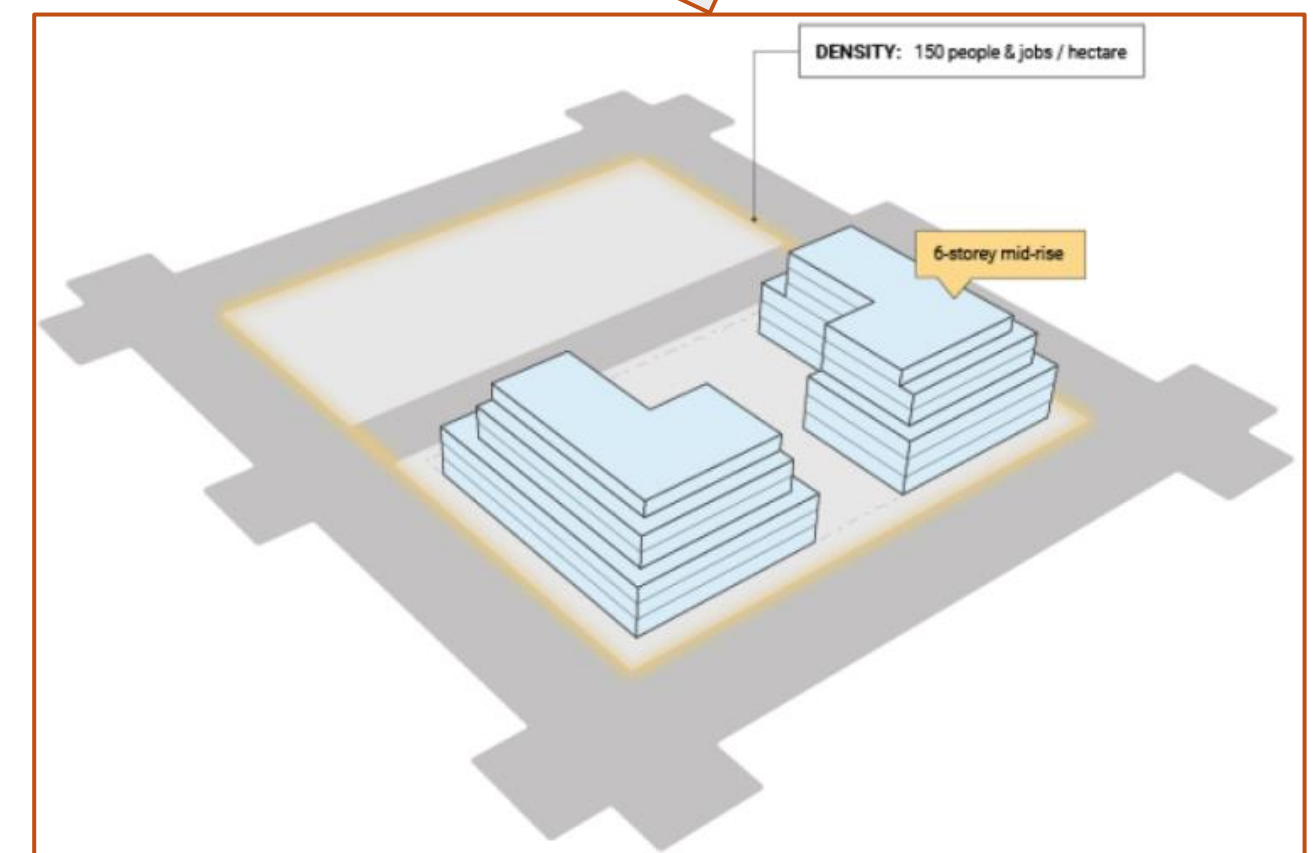


Holland Street West Strategic Growth Area (SGA)

The Holland Street SGA includes the Town's traditional main street and is characterized by older buildings, narrower streets and on-street parking. Proposed policies for this area will control the heights and built form of new developments to match the surrounding buildings. Policies for urban design standards emphasize preserving cultural heritage, ensuring consistent setbacks and frontages, limiting new driveway entrances onto Holland Street and creating cohesive building forms along main street. The proposed built form will include low-to-high density buildings.

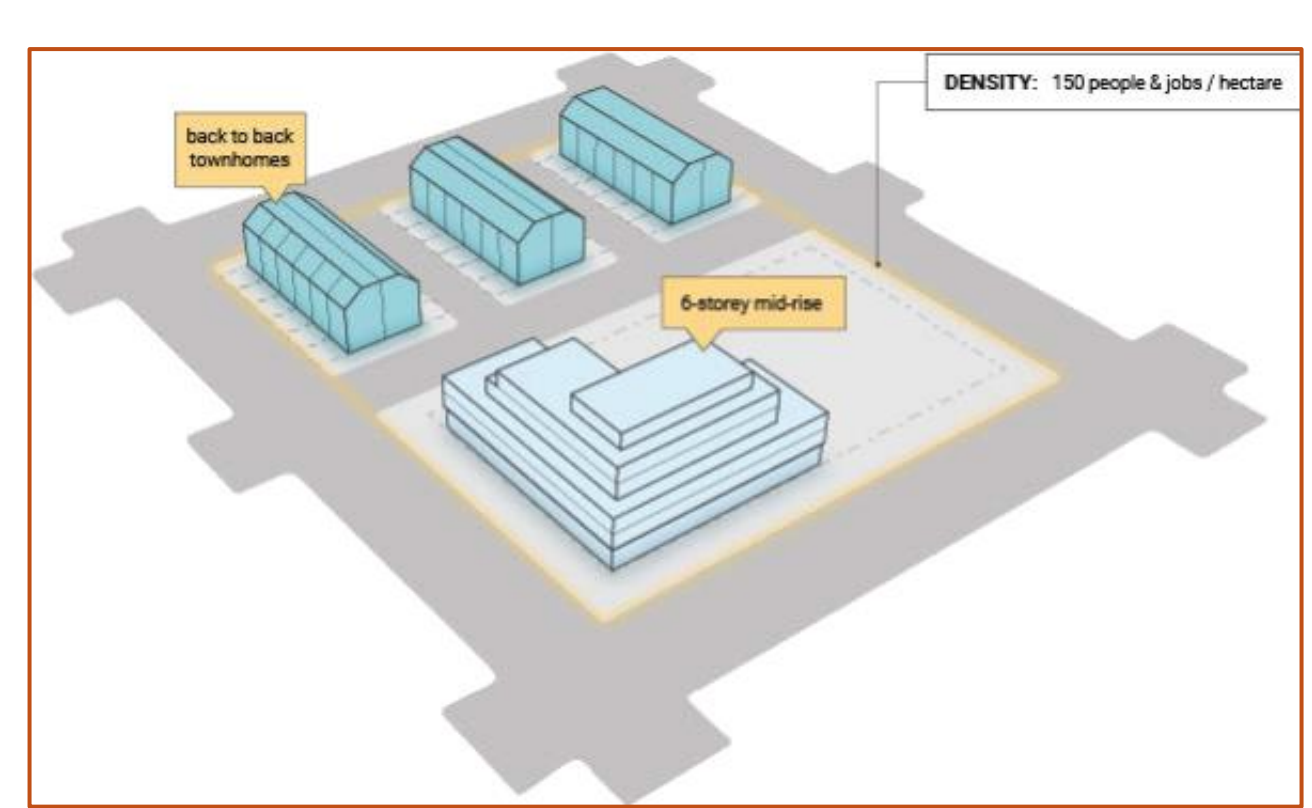


What do you think about the proposed built form along Holland Street?



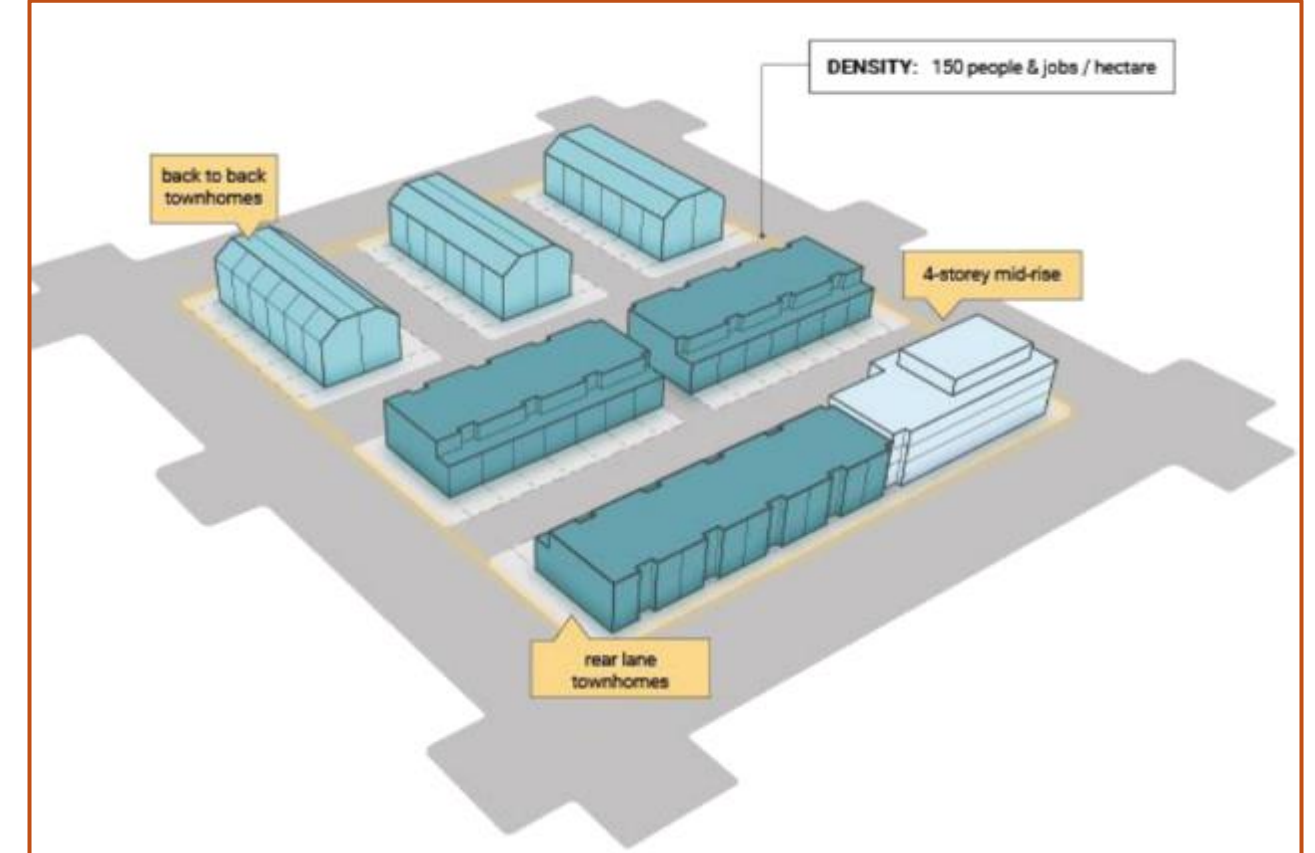
Area 1
High density node adjacent to low-density residential

- Minimum 4 storeys
- Maximum 8 storeys



Area 2
Medium density built-form along main street

- Minimum 2 storeys
- Maximum 6 storeys



Area 3
Low rise, mixed-use intensification along Barrie St

- Minimum 2 storeys
- Maximum 4 storeys

Updating Employment Areas

Planning Act and Provincial Policy Statement Changes

Bill 97 (Helping Homebuyers, Protecting Tenants Act, 2023) and the Provincial Policy Statement 2024 have updated the definition of “area of employment” in the Planning Act. Under the revised definition, permitted uses are now limited to manufacturing, warehousing (including goods movement), and manufacturing-related research and development. Commercial activities such as standalone retail, standalone offices, and institutional uses like schools and daycares are excluded from employment areas.

Examples of Employment Uses

Distribution Centre



Food Processing Plant



Manufacturing



Examples of Employment Supportive Uses

Daycare



Restaurant



- Through an **Official Plan Amendment**, the Town will update Official Plan policies to:
- Revise employment projections to the year 2051
 - Update land use designations within the Highway 400 Employment Lands Secondary Plan to align with Provincial policies
 - Establish criteria for converting employment lands to non-employment uses throughout the Town
 - Outline the approach to “employment supportive” uses within the employment area



Employment supportive uses aim to connect employment areas to the rest of the Town. What additional employment-related uses could further strengthen the connection between the town and its employment areas?

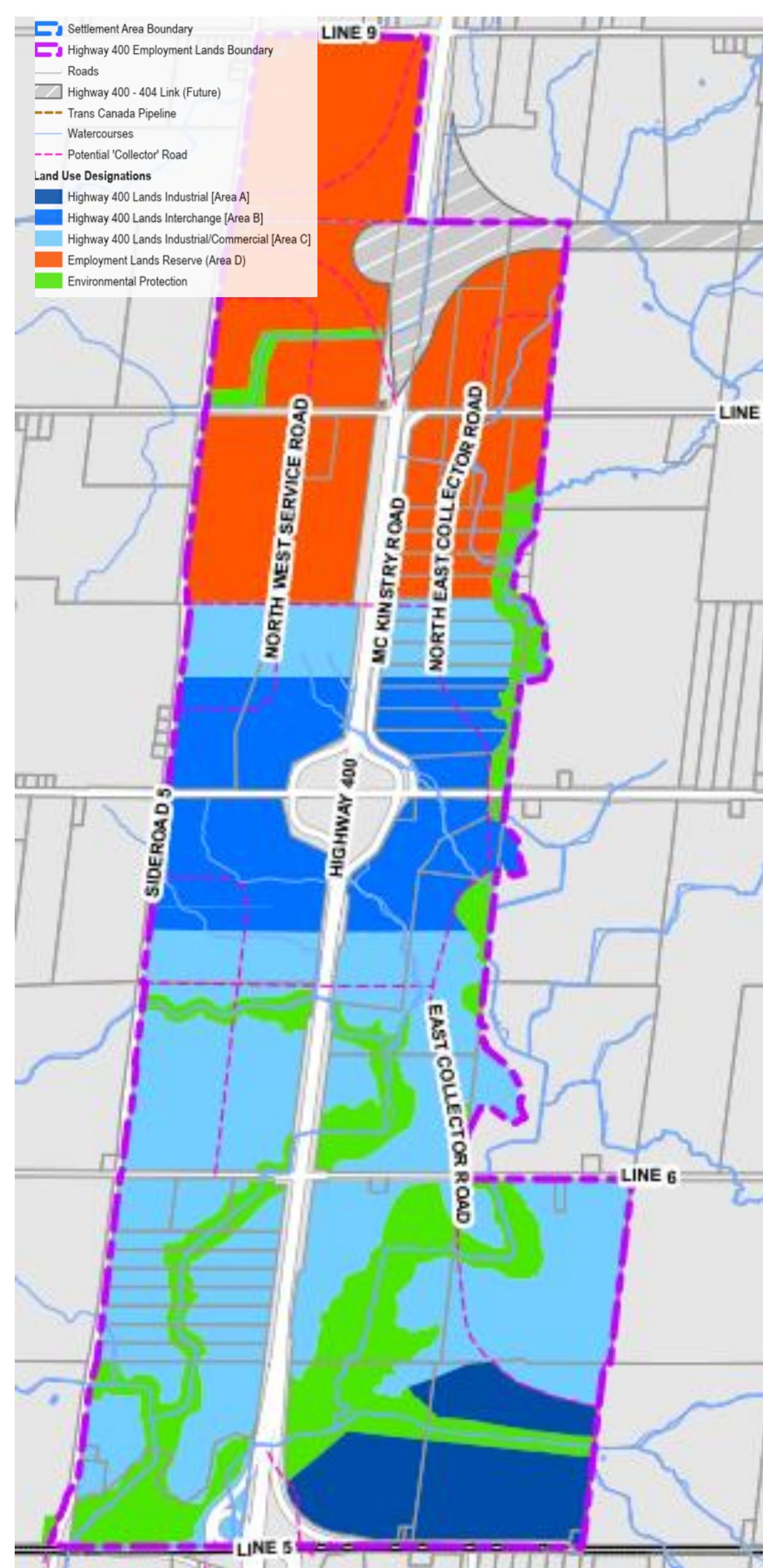
Highway 400 Employment Lands

The Highway 400 Employment Lands cover 730 hectares within specific boundaries, with about 347 hectares available for development. This Strategic Employment Area is designated for large-lot employment uses that rely on efficient goods movement and access to Highway 400.

Summary of changes to the Strategic Employment Area

- Approximately 25 hectares north of Line 8, east of Highway 400, and south of the future Highway 400 – 404 Link will be redesignated from “Employment Land Reserve (Area D)” to “Highway 400 Lands Interchange”
- Approximately 80 hectares on both sides of Highway 400 near Line 8 are redesignated from “Employment Land Reserve (Area D)” to “Highway 400 Lands Industrial/Logistics”

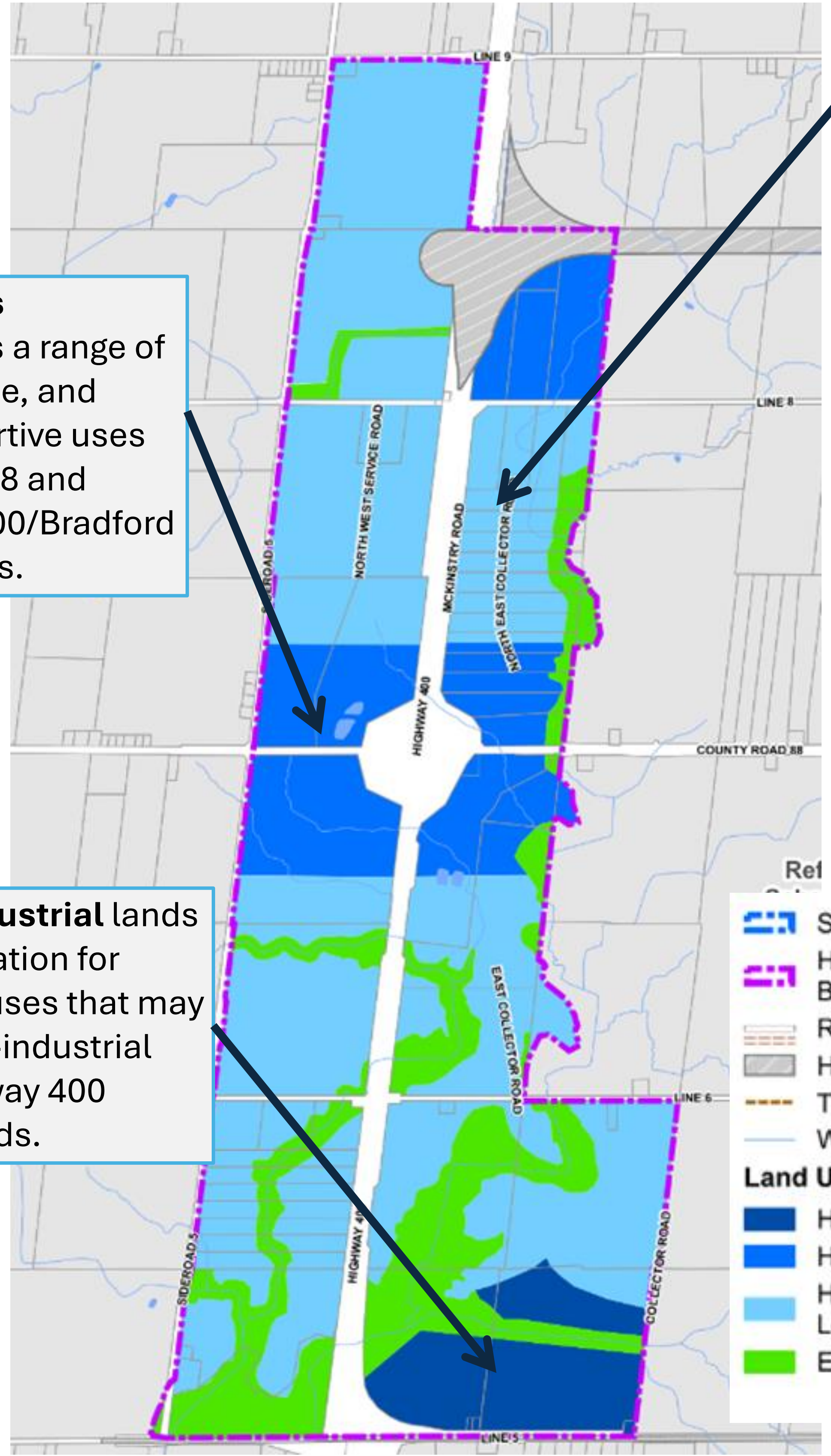
Previous Map



Highway 400 Lands Interchange allows a range of light industrial, office, and employment supportive uses near Highway 400/88 and planned Highway 400/Bradford Bypass interchanges.

Highway 400 Industrial lands will provide a location for heavy industrial uses that may conflict with non-industrial uses in the Highway 400 Employment Lands.

Highway 400 Lands Industrial/Logistics range of light industrial, office logistics, and ancillary retail and service uses, with specific provisions on data centers, office uses, outside storage, and permitted commercial uses.



Thank you for joining us!

Please share any additional thoughts you have!



Do you have any additional comments or recommendations?

Next Steps and Future Opportunities for Involvement

- In Part 2 of the Growth Management Strategy, the Town will evaluate potential expansions of the Settlement Area to support population and housing growth that cannot be met through intensification alone.
- Community consultations for Part 2 — Settlement Area Boundary Expansions are planned for Fall/Winter 2025–2026.

Stay up to date!

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Want more information?

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