



A Growing Tradition

Intensification First Amendments

Recommendation Report

October 21, 2025



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Executive Summary

The Town of Bradford West Gwillimbury (BWG) is undertaking a comprehensive Growth Management Strategy (GMS) to guide development to the year 2051. Part 1 of the project focuses on intensification within the within the existing Bradford Settlement Area Boundary.

This report presents a recommendation to Council to adopt two (2) Official Plan Amendments (OPAs) that support intensification, protect employment lands, and align with Provincial and County planning frameworks.

Together the two OPAs represent an “Intensification First” approach. The proposed policies will:

- Delineate a Major Transit Station Area (MTSA) around the Bradford GO Station.
 - Create a framework for the MTSA to accommodate 10,100 new residents and 290 new jobs.
 - As of 2024, the MTSA had an estimated population of 1,400 and accommodated approximately 1,000 jobs.
 - When fully built out, the MTSA is planned to accommodate a total of 12,800 residents and jobs combined, achieving the minimum density of 150 residents and jobs per hectare.
- Create the Holland Street West Strategic Growth Area (SGA), to further promote redevelopment of the Town’s main street.
- Create the Holland Street Mixed Use Corridor to aid the transformation of the corridor west of Professor Day Drive into a pedestrian friendly community.
- Implement Town-wide policies that support residential intensification, including an updated intensification target of 42% of new housing directed to the existing Built-Up Area.
- Introduce new employment conversion criteria to protect existing employment lands within Bradford West Gwillimbury.
- Add employment lands along Highway 400 that were previously designated “Employment Reserve”.
 - The additional lands are required to meet projected needs to 2051

The report provides an overview of any policies that have been modified in response to written and oral public feedback that has been received throughout the public consultation efforts undertaken in relation to Part 1 of the Growth Management Strategy. It outlines how consultation completed to-date has informed the development of the recommended polices.

Introduction

The Town of Bradford West Gwillimbury (BWG) is undertaking a comprehensive Growth Management Strategy to establish a clear, evidence-based framework for accommodating future growth. This initiative will extend the Town's planning horizon beyond the current 2031 Official Plan and will guide how and where the community will grow to the year 2051.

Between 2021 and 2051, BWG is forecast to grow by approximately 40,000 additional residents to reach a total population of 83,470. In the same period, the Town is forecast to add roughly 19,000 jobs, for a total of 30,900 jobs across a diverse range of sectors. Managing this scale of growth requires a coordinated approach to land use, infrastructure, housing, and economic development, ensuring that growth is sustainable, efficient, and aligned with the Town's vision.

Simcoe County Official Plan Amendment No. 7 (SCOPA 7) was adopted by Simcoe County Council on August 9, 2022, represents Phase 1 of the County's Municipal Comprehensive Review. SCOPA 7 allocates population and employment growth to each of the County's municipalities to 2051, sets density and intensification targets, identifies Major Transit Station Areas (MTSAs), and establishes land needs for both community and employment growth. For BWG, SCOPA 7 confirmed significant growth allocations that require careful planning to ensure land use, infrastructure, and economic strategies remain aligned.

BWG formally initiated the GMS at a Special Meeting of Council on June 24, 2024. This meeting presented the work plan needed to update the Official Plan and to plan proactively for the Town's long-term growth.

The Growth Management Strategy is being advanced in two parts:

- Part 1 – "Intensification First" evaluates how much of the 2051 growth can be accommodated within the existing Bradford Urban Area boundary, identifies Strategic Growth Areas such as the Major Transit Station Area (MTSA) and Holland Street West SGA, assesses long-term employment land needs, and establishes criteria for employment land conversion.
- Part 2 – Settlement Boundary Expansion will assess the need for expansion of the settlement area boundary, based on the outcomes of Part 1.

This report addresses Part 1 and brings forward two proposed Official Plan Amendments (OPAs) to implement the "Intensification First" approach. These OPAs will update policies to enable higher densities, a broader housing mix, and the protection of strategically important employment lands, ensuring the Town can meet its growth targets within the existing urban boundary before considering expansion.

Policy and Legislative Framework

Land use planning in Ontario is governed by a hierarchical system of legislation and policy, with the Planning Act serving as the foundational statute. Under this framework, municipalities are required to prepare Official Plans that conform to provincial legislation and plans, and align with upper-tier planning documents. As a lower-tier municipality within the County of Simcoe, the Town's Official Plan must follow direction provided by:

- The Planning Act
- The Provincial Planning Statement (2024)
- Applicable provincial plans (e.g., Greenbelt Plan, Lake Simcoe Protection Plan)
- The County of Simcoe Official Plan

The Town of Bradford West Gwillimbury's Growth Management Strategy is being undertaken in response to a comprehensive and evolving land use planning framework established at the provincial, regional, and local levels. The Part 1 Official Plan Amendments (OPAs) are consistent with applicable legislation, policy statements, and plans, and they position the Town to accommodate growth to 2051 in a sustainable and coordinated manner.

This framework has informed the Town's Growth Management Strategy and the proposed OPAs, which are designed to bring the Town's Official Plan into conformity with updated provincial and County planning requirements.

Planning Act

The Planning Act outlines matters of provincial interest that must be considered in municipal land use decisions, including public health and safety, infrastructure coordination, housing supply, and environmental protection. Section 26 of the Act requires municipalities to review and update their Official Plans to ensure conformity with provincial policy. The Town's Growth Management Strategy was initiated under this provision and is structured to address the extended planning horizon to 2051.

Provincial Planning Statement, 2024

The Provincial Planning Statement, 2024 (PPS 2024) consolidates and replaces the former Provincial Policy Statement (2020) and A Place to Grow: Growth Plan for the Greater Golden Horseshoe. The PPS introduces a streamlined policy framework that emphasizes:

- Efficient land use and infrastructure planning
- Intensification within settlement areas
- Flexibility in growth forecasting
- Protection of employment and agricultural lands

Key PPS 2024 policies reflected in the proposed OPAs include:

- Major Transit Station Areas (MTSAs): Requirement to delineate MTSAs and achieve a minimum density of 150 residents and jobs per hectare.
- Employment Lands: Updated conversion criteria to protect key lands for employment uses.

The proposed OPAs are consistent with the PPS 2024, particularly in relation to intensification, MTSA density targets, and employment land policies.

Greenbelt Plan (2017)

The Greenbelt Plan, under the Greenbelt Act, 2005, applies to lands within the southwestern portion of the Town, including the Holland Marsh Specialty Crop Area. The Plan mandates the protection of agricultural lands and natural heritage features while permitting supportive infrastructure and value-added uses. The proposed OPAs conform with the Greenbelt Plan, respect these protections and ensure that growth is directed away from Greenbelt-designated lands.

Lake Simcoe Protection Plan (2008)

The Lake Simcoe Protection Plan (LSPP), enacted under the Lake Simcoe Protection Act, applies to significant portions of the Town and sets out policies for watershed health, water quality, and natural heritage protection. The proposed OPAs conform to the LSPP and incorporate watershed-based planning principles. Development of the proposed policies was informed through collaboration with the Lake Simcoe Region Conservation Authority (LSRCA).

South Georgian Bay Lake Simcoe Source Protection Plan (2015)

Prepared under the Clean Water Act, 2006, this Plan identifies vulnerable drinking water sources and requires municipalities to integrate source protection policies into land use planning. The proposed OPAs consider Wellhead Protection Areas (WHPAs) and Intake Protection Zones (IPZs), ensuring that growth does not compromise drinking water quality or quantity.

County of Simcoe Official Plan and SCOPA No. 7

The County of Simcoe Official Plan Amendment No. 7 (SCOPA No. 7), adopted in 2022, allocates growth forecasts to 2051 and establishes intensification and density targets for lower-tier municipalities. For BWG, SCOPA No. 7:

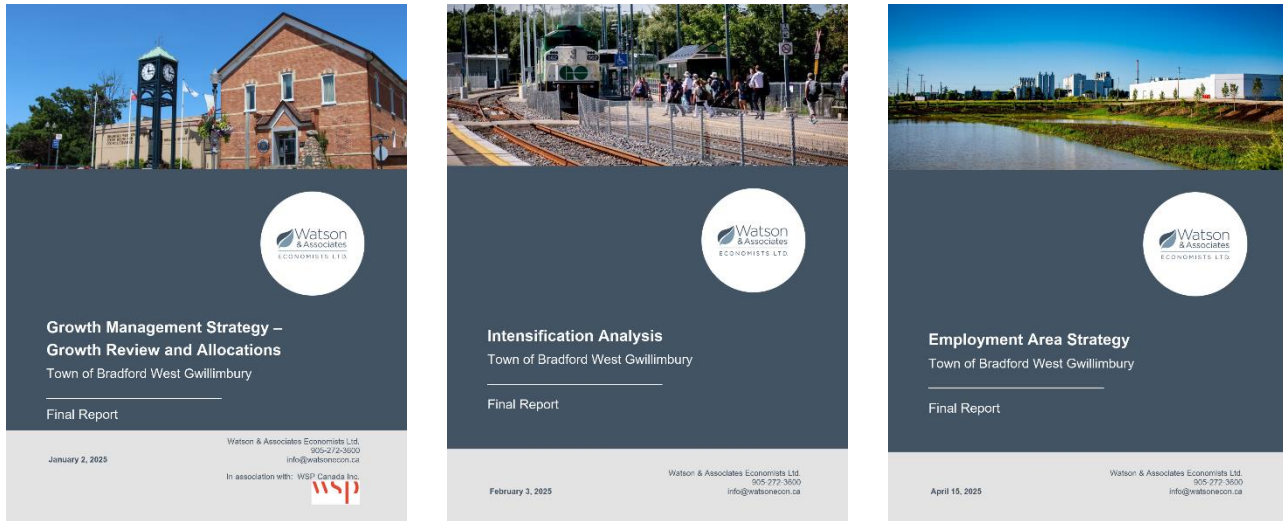
- Allocates a population of 83,470 and 30,900 jobs by 2051
- Increases the Built-Up Area intensification target to 42%
- Raises the Designated Greenfield Area density target to 55 residents and jobs per hectare
- Provides a conceptual MTSA boundary around the Bradford GO Station

Although SCOPA No. 7 is pending provincial approval, the Town has proceeded with its Growth Management Strategy based on its direction. The proposed OPAs align with SCOPA No. 7 and reflect its growth allocations and policy requirements.

Background Technical Work

To inform the policy directions and recommendations in this report, a series of technical studies and analyses were undertaken by WSP and Watson & Associates. These studies provide the evidence base for the proposed Official Plan amendments and ensure alignment with applicable provincial and County planning frameworks.

Overview of Technical Studies



Growth Review and Allocations – January 2, 2025

This report provided a comprehensive demographic, economic, housing, and employment profile of the municipality, assessed growth drivers, and confirmed alignment with the County’s long-term forecasts to 2051. This work established allocations by area, housing type, and employment sector.

Intensification Analysis – February 3, 2025

Examined opportunities for accommodating growth within the existing urban boundary, including the delineated Major Transit Station Area (MTSA). Identified Strategic Growth Areas, evaluated intensification targets, and quantified development potential to meet County-prescribed density objectives.

Employment Area Strategy – April 15, 2025

Evaluated long-term employment land needs, competitiveness, and absorption potential, with a focus on the Highway 400 Employment Lands. Developed a framework for assessing employment land conversion requests and protecting strategically important employment areas.

Summary of Growth Forecasts and Demographic Trends

Population Growth: The Town’s population is projected to increase from approximately 48,600 in 2024 to 83,470 by 2051, driven largely by in-migration from the Greater Toronto and Hamilton Area. The

demographic profile is expected to shift toward an older population, increasing demand for accessible and higher-density housing.

Housing Trends: Historically, low-density housing has dominated, but recent years have seen a shift toward more medium- and high-density forms. By 2051, an estimated 16,280 new residential units will be required. The County's has identified an intensification target of 42% for Bradford West Gwillimbury. This means that each year, 42% of new residential units will be developed in the existing built-up area.

Overall, the Bradford Settlement Area will continue to be the main destination for population and housing growth, supported by full municipal servicing, community amenities. Part 2 of the project will add community lands to the Settlement Area in order to ensure sufficient land for growth that cannot be accommodated within the existing settlement area boundary.

Employment Growth: Employment is forecast to reach 30,900 jobs by 2051, with industrial uses accounting for the largest share of growth. The Highway 400 Employment Lands and other designated areas are critical to meeting this demand. No additional Employment Area land is required beyond currently designated areas to 2051, provided that the designated supply—especially the Highway 400 Employment Lands—is protected and brought to market in a timely way

Residential Intensification Analysis

Major Transit Station Area

The delineated MTSA, centered on the Bradford GO Station, covers approximately 62 hectares. When fully built out, this area is planned to accommodate 12,800 people and jobs, meeting the provincial minimum density target of 150 residents and jobs per hectare.

The MTSA is structured into four corridors: Bridge Street, Dissette Street, Holland Street, and Residential Edges, each with tailored land use and density policies.

Dissette Street Corridor: Planned as the highest-density, mixed-use area, with a minimum of 300 units per net hectare.

Holland Street Corridor: Focused on mixed-use intensification, heritage conservation, and a minimum density of 200 units per net hectare.

Residential Edges: Intended for gentle density increases and neighbourhood integration, with a minimum of 40 units per net hectare.

Bridge Street Corridor: Subject to floodplain constraints, with limited commercial uses permitted and no new residential development until further technical studies are completed.

The MTSA policies are designed to support transit-oriented development, active transportation, and a mix of housing and employment opportunities.

Employment Area Strategy

The Employment Area Strategy confirms that the Town's designated employment lands, particularly along Highway 400, are sufficient to meet projected needs to 2051, but supply is limited beyond that horizon.

The Watson report notes that, within the Town of Bradford West Gwillimbury, designated Employment Areas include two primary designations: Industrial (identified in dark blue in Schedule B-1 of the Town's Official Plan) and Industrial/Commercial (identified in light blue in Schedule B-1 of the Town's Official Plan). The report identifies three established Employment Areas: Artesian Industrial Parkway, Reagens Industrial Park, and Highway 400 Employment Lands, and also references additional designated Employment Area lands along the Bradford Bypass, north of the urban area of Bradford. The Highway 400 Employment Lands, including Reserve Lands, are expected to be fully required by 2051, with servicing recommended to begin before 2041 to ensure market readiness.

The Employment Strategy emphasizes the importance of protecting employment lands for core industrial uses, supporting integrated industrial-office developments, and leveraging regional infrastructure investments such as the Bradford Bypass. Target sectors include advanced manufacturing, logistics, agri-tech, clean energy, and technology/innovation.

The Employment Area Strategy report concludes by noting that any removals of land from employment areas "could reduce the Town's ability to accommodate [employment] growth" (page 7-2). The conclusions of this report highlight the need to establish a framework for evaluating employment land conversion requests, with criteria to ensure that any conversions do not undermine long-term economic development or employment land supply.

Summary of Draft Policies

The proposed Official Plan Amendments (OPAs) under Part 1 of the Growth Management Strategy introduce a comprehensive set of residential intensification policies designed to accommodate growth to 2051 within the existing Bradford Urban Area. These policies are structured to support complete communities, optimize infrastructure, and align with provincial and County planning frameworks. The following summarizes the key policy directions:

General Policies and Intensification Targets

The general policy changes related to Growth Management are meant to ensure that all figures and targets are aligned with the direction in SCOPA 7. The includes:

- Updating the Town's population and employment numbers in the Official Plan to note that Bradford West Gwillimbury is planning for a population of 83,470 and 30,900 jobs by 2051.
- Updating the intensification target to 42% (the previous target was 40%). This means that a minimum of 42% of new housing units will be directed to the Delineated Built-Up Area (BUA), including the Major Transit Station Area (MTSA).

Town-wide policies also clarify that growth will be prioritized in the following hierarchy:

1. Major Transit Station Areas (MTSAs)
2. Strategic Growth Areas (SGAs)
3. Town-wide intensification areas

Major Transit Station Area (MTSA) – Special Policy Area 20

The MTSA policies establish a robust framework for accommodating the Town's highest share of growth to 2051 within the delineated boundaries of the Bradford GO MTSA. The MTSA spans approximately 62 hectares and is forecast to accommodate 12,800 people and jobs, achieving a minimum density of 150 residents and jobs per hectare, in alignment with provincial and County policy.

Vision and Structure

The MTSA is envisioned as a vibrant, mixed-use hub anchored by the Bradford GO Station, integrating housing, employment, retail, cultural amenities, and public spaces. The draft policies propose to structure the area into four distinct corridors to reflect varying development potential and context:

- Dissette Street Corridor: Highest density area with 3,990 units, 300 units/hectare, and 7,600 residents.
- Holland Street Corridor: Historic main street with 860 units, 200 units/hectare, and 1,500 residents.
- Residential Edges (North & South): Modest intensification with 360 units and 1,000 residents.

- Bridge Street Corridor: Commercial-focused area with floodplain constraints; residential uses prohibited until further study.

Key Corridor Policies

Dissette Street:

- Tallest buildings concentrated near the GO Station.
- Mixed-use development with ground-floor retail and institutional uses.
- Minimum density of 300 units/hectare.
- Minimum heights of 6 storeys and maximum heights of 12 storeys
- Compliance with Metrolinx Adjacent Development Guidelines.

Holland Street:

- Emphasis on heritage conservation and adaptive reuse.
- Minimum density of 200 units/hectare.
- Minimum heights of 2 storeys and maximum heights of 8 storeys
- Transition Overlay policies ensure compatibility with adjacent neighbourhoods.
- Lot consolidation encouraged for coordinated development.

Residential Edges:

- Low- to medium-density housing forms permitted.
- Minimum density of 40 units/hectare.
- Integration with parks, trails, and civic uses.

Bridge Street:

- Commercial uses permitted in select areas with floodproofing and buffers.
- Residential uses prohibited until floodplain studies are completed.
- Policies support nature-based recreation, cultural placemaking, and Indigenous heritage recognition.
- Future trail and water-based activities through the Holland Marsh canal system.

Bradford GO Station Policies

- Universal accessibility and multimodal connectivity prioritized.
- Secure bicycle parking and pedestrian amenities required.
- Integration with adjacent public spaces and transit infrastructure.

General MTSA Policies

General policies for this area encourage new road connections and development of the active transportation network. In accordance with the provisions of the Planning Act, there are no minimum parking requirements within the MTSA.

The policies also note that the potential for Inclusionary Zoning and a Community Planning Permit System (CPPS) for the MTSA can be explored as a part of a future Town-initiated projects. The new policies enable the Town to develop these planning tools at a later date in order to achieve objectives related to affordability or streamlined development approvals.

With regards to the public realm, the proposed policies seek to promote high-quality, pedestrian-oriented design with plazas, POPS, and integrated green infrastructure.

Implementation: Density targets apply to the entire MTSA; individual developments must demonstrate alignment with the overall vision.

Holland Street West Strategic Growth Area (SGA)

In addition to the MTSA, the Holland Street West SGA is identified as a target area for growth. It is divided into three sub-areas with height ranges from 2 to 8 storeys, depending on location.

Recognizing its importance as the Town's traditional main street, development in SGAs must:

- Enhance connectivity and civic identity
- Balance residential and employment growth
- Preserve cultural heritage
- Promote walkable, transit-supportive streetscapes

Holland Street Mixed Use Corridor

This corridor is envisioned as a pedestrian-oriented, mixed-use environment with buildings ranging from 3 to 6 storeys.

Residential uses must be integrated with commercial uses, especially along Holland Street West.

Development must conform to urban design guidelines and support regional connectivity.

Town-Wide Residential Intensification

Residential intensification is permitted throughout the Bradford Settlement Area, with up to three residential units per parcel allowed on fully serviced lands in accordance with the requirements of the *Planning Act*. Policies permitting Additional Residential Units (ARUs) have been updated to permit up to three residential units in existing and proposed single-detached, semi-detached and row houses.

In order to ensure that future intensification generates a range and mix of housing types, existing policies are carried over which require a minimum of 20% of units in intensification projects to broaden

housing choices, especially for older adults. The implementation of this policy will continue to ensure that the unit sizes being developed reflect the needs of Bradford's population.

Infill development outside SGAs must maintain neighbourhood character and meet criteria related to:

- Built form compatibility
- Infrastructure capacity
- Connectivity and access to amenities
- Heritage conservation

Employment Policies

The OPA presented to Council to amend the Town's employment policies address three areas of the Town's Official Plan:

- PPS 2024 Update – Update the Official Plan to be consistent with the PPS 2024 which introduced numerous changes to employment areas including, but not limited to, the definition of “employment area” and how and when the removal of lands from an employment area can occur.
- Employment Area Removals – Related to introducing criteria for employment area removals that reflects and builds upon the removal criteria included in the PPS 2024, as well as the recommendations of the Employment Area Strategy completed by Watson.
- Highway 400 Lands - Redesignating the northern portion of the Highway 400 lands currently designated “Employment Lands Reserve (Area D)” to bring these lands online in order to assist the Town in achieving its job growth targets to 2051.

PPS 2024 Updates and General Employment Policies

General updates to the Town's employment policies were required to update the growth projections to 2051 and to ensure consistency with the PPS 2024. One of the most impactful changes to the Planning Act was the change to the definition of “Employment Area”. This change effectively scoped these areas to industrial uses only. As a result, the Town has reviewed existing employment areas and employment land use designations to ensure consistency with PPS 2024 and the Planning Act. Furthermore, the proposed OPA removes references to a municipal comprehensive review as this process is no longer discussed in PPS 2024 and employment removals can now occur at any time.

Employment Conversion / Removal Policies

Policies have been included for Town staff and Council to address privately initiated or Town-initiated requests. Please note that the term “removal” is used, as this is the terminology contained in PPS 2024, whereas “conversion” was the term previously used in the Growth Plan 2019 and Provincial Policy Statement (2020). Furthermore, a preamble has been included in order to provide the context for the employment removal criteria.

In order to be consistent with the PPS 2024, the employment lands removal criteria require that requests demonstrate:

- a need for the removal, by demonstrating that the lands are not required over the horizon of this Plan for employment purposes;
- that the proposed non-employment uses will not negatively impact the overall viability of the employment area; and
- that sufficient infrastructure and public service facilities are available to accommodate the proposed non-employment uses.

Regarding the criteria related to removals not negatively impacting the overall viability of the employment area, a criterion has been included that proposed non-employment uses must demonstrate that lands within 300 metres of employment areas will not negatively impact or that any impacts be minimized and mitigated. This policy is carried over from the Provincial Planning Statement, 2024 (Policy 2.8.1.3) and is therefore consistent with the requirements of the PPS, rather than introducing a new policy direction.

In addition to the conversion criteria driven by the requirements of the PPS 2024, Town-specific criteria were developed to safeguard the supply of employment lands in the Town. This was driven by the conclusions of the “Employment Area Strategy” report that, published by Watson & Associates Economists on April 15, 2025. This report concluded that:

the overall supply of vacant designated employment lands [in Bradford West Gwillimbury] is rather limited and does not provide a large excess of lands beyond 2051. Any reductions to the developable supply of designated Employment Area land (i.e., through Employment Area removals) ... could reduce the Town's ability to accommodate growth in this area.

(Employment Area Strategy, Page 7-1)

The following Town-specific criteria are proposed to be added to the Official Plan. The removal request must demonstrate that:

- the lands are not strategically important from an employment perspective;
- the proposed location of the non-employment uses would not compromise the Town's ability to achieve its minimum density and intensification targets in other parts of the Town;
- the physical and locational characteristics of the site make it appropriate for conversion;
- the conversion will not affect servicing or mobility to other parts of the employment area;
- where residential uses are introduced, the development will achieve a minimum residential net density of 35 units per hectare; and
- the redevelopment will provide at least the same number of jobs as those displaced by the conversion;

Regarding the criteria that lands removed from an employment area will achieve a minimum density, the criteria specifically requires that a minimum net density of 35 units per hectare is achieved. This minimum density target ensures that these lands create a compact built form and contribute to the creation of complete communities. In order to determine an appropriate minimum threshold to achieve a compact built form a review was undertaken of Secondary Plans in greenfield areas across the Greater Toronto Area, which provide relevant benchmarks for achieving compact, transit-supportive development within suburban contexts comparable to Bradford West Gwillimbury. The analysis also considered design outputs for various units-per-hectare (UPH) levels. Developments meeting or

exceeding a minimum threshold of 35 UPH are generally considered at the higher end of “low density” or within the “medium density” range, providing opportunities for a range of building types while maintaining compatibility with adjacent uses.

Highway 400 Reserve Lands

Lands included in the northern area of the Highway 400 Employment Lands Secondary Plan, as shown on Schedule B-2 of the Official Plan, are designated “Employment Lands Reserve (Area D)” and generally permit only legally existing land uses and limited expansions to those uses. These lands were reserved for future employment areas beyond the year 2031. Through this Official Plan Review, it was determined that these lands would be required for future employment growth to the year 2051, and therefore they are proposed to be redesignated to “Highway 400 Lands Industrial/Logistics” and “Highway 400 Lands Interchange”. SCOPA 7 relies on these lands being available for employment uses in order to meet the projected job growth in the Town.

Phase 1 Engagement Summary

Phase 1 Engagement took place from June, 2024 to September 2025 and involved an array of communications methods and events as identified in the September 3, 2024 Staff Report PLN-2024-41.

Communications

Communications methods included:

1. A dedicated project web page at <https://www.townofbwg.com/en/business-development/growth-management-plan-to-2051>
2. A Notice of Section 26 Special Council Meeting mailed to households, businesses, interested parties and Indigenous Communities;
3. A Notice of Public Open House and Statutory Meeting mailed to approximately 3000 households, as well as businesses, interested parties and the appropriate Indigenous Communities;
4. Promotional materials distributed at Community Pop-ups and municipal facilities;
5. Regular email updates sent to more than 200 subscribers to the past and current Official Plan Review subscriber list; and,
6. Social media posts and web page updates including promotions for the community pop-ups, open houses and online presentations, as well as project updates and links to newly released reports and meeting materials.

Activities and Events

In-person and virtual activities and events were held during Phase 1 including Indigenous engagement meetings, Staff and Agency meetings, Community Workshops, Public Open Houses and Community Pop-ups.

Indigenous Consultation

Bradford West Gwillimbury is situated on the traditional territory of the Anishinaabek Nation, which includes Ojibwe, Odawa and Pottawatomi Nation, collectively known as the Three Fires Confederacy. The Town recognizes that the Huron-Wendat, Chippewa and Haudenosaunee Nations have walked on this territory over time. To foster ongoing relationship building and uphold the Town's commitments to inclusivity, Hiawatha First Nation, Chippewas of Rama First Nation, Mississaugas of Scugog First Nation, Anishinaabek Nation, and Curve Lake First Nation have been circulated at key project milestones to notify of the project initiation and progress. In the time since, meetings have been held with interested Nations to establish engagement protocols and to discuss priorities. Consultation with the interested Nations is ongoing.

Special Meeting of Council

On June 25th, 2024 a Special Meeting of Council was held to fulfill the requirements of Section 26 (3) of the Planning Act as part of the undertaking of the growth management review and update of the Town of Bradford West Gwillimbury (BWG) Official Plan (OP) for the purposes of conformity with all pertinent Provincial plans and policies and the Council adopted County of Simcoe Official Plan Amendment No. 7

("SCOPA No.7"). Five (5) members of the public attended to speak to their interest in participating in the project.

Visioning Workshop

On October 16, 2024, two Visioning Workshop sessions were held at 3:00-5:00 pm and 7:00-9:00 pm in an effort to accommodate a variety of residents and interested parties' schedules. This was to gather input on the GMS including intensification in residential areas, growth around the Bradford GO Station and Bridge Street, employment conversions, and urban boundary expansions. Workshop advertising began a month prior, including email blasts, social media posts, Town newspaper ads, and distribution of posters and pamphlets by Town staff. Approximately 70 people participated in the workshop sessions. Each session began with a GMS background presentation covering timelines and next steps, followed by a panel discussion by the Project Team, including Town and WSP Staff. The presentation and panel discussion was filmed and later posted on the dedicated project webpage along with pdfs of the presentation boards to ensure any interested parties that were unable to attend could review and participate on their own time. Attendees then engaged in a rotating "knowledge café," seated at five stations each focused on an Official Plan Amendment (OPA) theme. Town and WSP staff facilitated discussions, provided interactive boards, and offered commenting sheets for additional feedback.



What We Heard:

SABE	Residents prioritized protecting rural and agricultural lands while supporting infrastructure improvements.
Intensification	Concerns about density and green space loss, with a preference for mixed-use development and walkable, connected hubs.
MTSA	Emphasized careful planning for traffic and transit expansion, favoring mid-rise buildings and mixed-use spaces.
Bridge Street	Vital growth area requiring thoughtful urban design and traffic management. A number of participants expressed concern with the impact of traffic on Bridge Street and the possibility of a "traffic relief valve" in the area.
Employment	Request for strategic planning for essential services, including suggestions for medical facilities such as hospitals near Highway 400.

MTSA and Bridge Street Corridor Open House

On January 20th, 2025, two open house sessions specific to the MTSA and Bridge Street Corridor were held at 3:00-5:00pm and 7:00-9:00pm. An intentional mail-out was also delivered to residents within and up to 250 metres beyond the proposed MTSA boundary to further enhance local awareness and engagement, resulting in more than 50 attendees. These sessions focused on the delineated boundary of the MTSA and included detailed discussion on the differences and similarities of the four corridors of the MTSA. The same knowledge café format was used to gather public input on the vision for each corridor.



What We Heard:

Residents expressed an interest in seeing greater opportunities for pedestrian oriented uses and trails to be developed to make navigating around the MTSA easier. Requests for incorporating traffic relieving measures for Bridge Street were also expressed.

Community Pop-ups

Following the release of the draft Official Plan Amendments, Town Staff hosted a pop-up booth at Bradford West Gwillimbury's Carrot Fest on August 15th and 16th, 2025. This outreach initiative provided an opportunity to distribute promotional materials, raise awareness about the upcoming Statutory Open House and Public Meeting, and engage directly with festival-goers to discuss the Growth Management Study (GMS).

What We Heard:

General support for the MTSA policies was expressed as well as enhancing traffic calming measures for Bridge Street.



Staff and Agency Consultation

As part of the development of growth management policies, the project team sought feedback from other municipal departments as well as technical agencies that have a role in the implementation of Bradford West Gwillimbury’s Official Plan. Multiple virtual meetings were held with the Lake Simcoe Region Conservation Authority to discuss the floodplain constraints along Bridge Street and future potential for the area. Similarly, meetings were held with staff from the BWG Economic Development department to ensure consistency between the proposed policies and other town initiatives.

Statutory Public Open House

On August 21st at 7:30pm a 90-minute open house was held and attended by approximately 60 interested parties. The open house was self-guided with interactive presentation boards available for public review and input. Ten (10) members of the Project Team, including WSP and City Staff were in attendance to ensure meaningful 1-to-1 conversations and ample resources to answer public questions.

What We Heard:

- Interest in building up via intensification rather than spreading out into natural heritage and agricultural lands.
- Interest in ensuring that the historic downtown and main corridors are attractive and accessible (i.e., walkable, stores and services maintained, parking available).
- Interest in employment area conversions and timing of considering these requests.
- Interest in status of Phase 2 SABE work and timing of Phase 2 engagement, including the proposed evaluation criteria.



Statutory Public Meeting

On September 9th the Statutory Public Meeting to present the draft Official Plan Amendments and gather feedback from Council and the public was held. WSP lead a presentation to Council summarizing the work completed to date and the proposed draft Official Plan Amendments. Seven speakers representing specific properties within Bradford West Gwillimbury made comments for Councils consideration. These, along with formal written comments submitted through the Statutory Public Meeting have been summarised by theme and responded to on page 20 of this report.

Comment Review and Thematic Response

As part of the Part 1 Official Plan Amendments, 21 formal comment submissions were received. These can be broken down into three themes.

Subject	Number of Submissions	General Theme of Comments	Response
1. Major Transit Station Area & Strategic Growth Area	5	<ul style="list-style-type: none"> - Requests to extend the MTSA further along Holland Street West - Site specific requests for parcels to be included in the MTSA - Requests to expand the Strategic Growth Area - Concerns about inadvertently affecting commercial tenants along Holland Street West Mixed Use Corridor. 	<ul style="list-style-type: none"> - MTSA boundaries were not extended beyond the 800m “walkshed” of the GO transit station. - The Provincial Planning Statement (PPS 2024) generally defines a Major Transit Station Area as “the area within an approximate 500 to 800-metre radius of a transit station” - Intensification adjacent to the MTSA is still encouraged through the Holland Street West Strategic Growth Area (SGA) <ul style="list-style-type: none"> - Modifications have been made to the SGA policies to ensure that there is no cap on density within both the SGA and MTSA. - This was achieved through a modification to proposed policy 3.2.3.1 d). (Strategic Growth Areas) to specifically indicate that there is no maximum density in the two strategic growth areas,

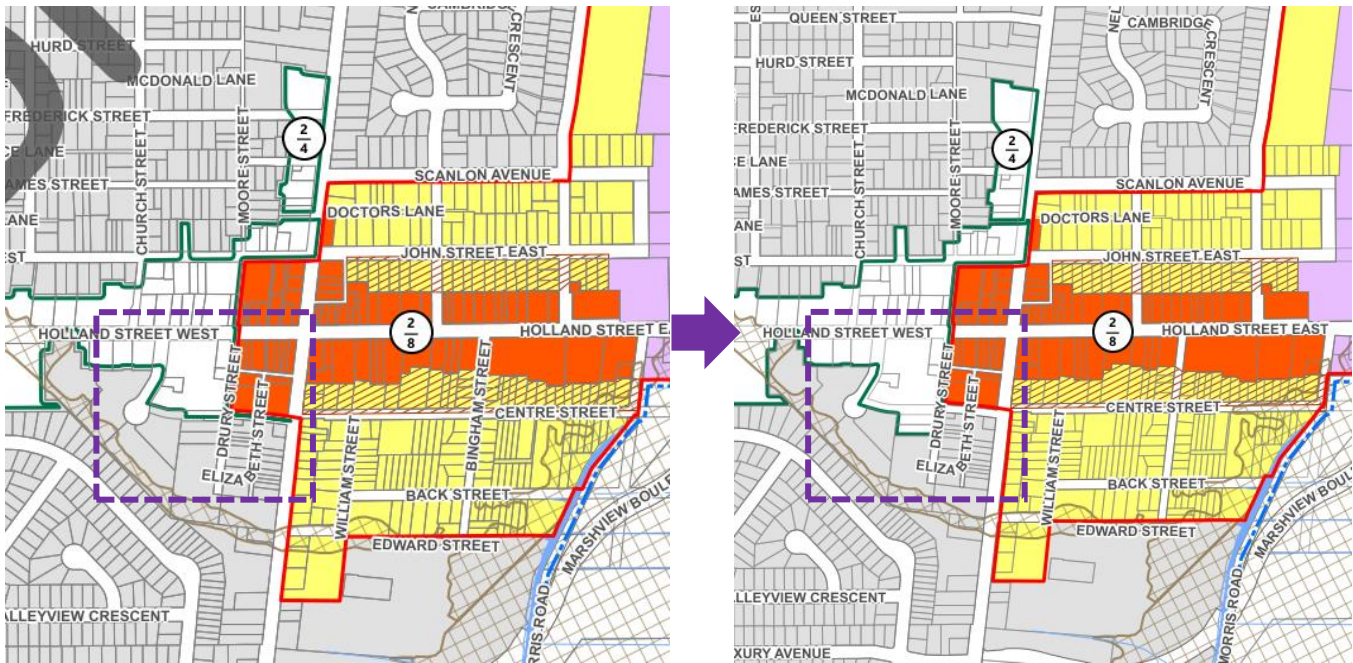
Subject	Number of Submissions	General Theme of Comments	Response
			<p>despite any underlying land use designations.</p> <ul style="list-style-type: none"> - Adjustments to the SGA boundary were made to include parcels adjacent to the SGA that have high potential for future intensification. - Modifications have been made to ensure that existing one-storey commercial tenants along the Holland Street West Mixed Use Corridor do not become legal non-conforming uses. <ul style="list-style-type: none"> - The existing commercial tenants provide important services for the Town's population. The transformation of the corridor should not jeopardize the viability of their businesses.
<p>2. Employment Areas</p>	<p>8</p>	<ul style="list-style-type: none"> - Requests for specific properties to be converted from employment uses to mixed-use - Concern that the employment conversion criteria are too restrictive 	<ul style="list-style-type: none"> - Site specific requests will need to submit a privately initiated Official Plan Amendment in order to be converted. <ul style="list-style-type: none"> - This ensures that all supporting studies are received through proper channels in order to support site-specific redesignations. - Employment conversion criteria have been modified to strengthen

Subject	Number of Submissions	General Theme of Comments	Response
			consistency with the PPS 2024, and to better implement the recommendations found in the Employment Strategy Report, prepared by Watson and Associates Economists Ltd.
3. General Comments	8	<ul style="list-style-type: none"> - Comments were received that did no express specific concerns nor contain site specific requests. - Organizations and individuals recognized the importance of the Growth Management Strategy and requested to be updated with any further developments. 	<ul style="list-style-type: none"> - No policy changes were needed as a result of these comments. - Submissions were acknowledged, and the project team has kept a list of all parties who wish to be notified of any updates to the project.

Recommended Revisions to Draft OPAs

The following section describes revisions that have been made in response to written and oral public feedback that has been received as part of Part 1 of the Growth Management Strategy.

1. Updates to SGA mapping to include more lands within the SGA where appropriate.



- Two properties were added into the Holland Street SGA as it was determined that intensification was appropriate in this location. It was noted that higher density is desirable in proximity to Holland Street West, and that adjacent uses include 6-8 storey apartment buildings. Therefore, higher density is desirable and compatible with the adjacent uses.
 - Despite being added to the SGA, the underlying land use designation on these properties (residential built up) continues to apply. This designation limits density to 80 people per net hectare, which is not consistent with the stated intensification objectives of the Holland Street SGA.
- As a result, policy 3.2.3.1 d) was revised to clarify that there is no maximum density in the MTSA and SGA, regardless of underlying land use designations.

2. Removal of 3-storey height minimum for commercial properties in the Holland Street Mixed Use Corridor.

- Concerns were raised that applying the minimum height of 3 storeys to large commercial properties (e.g., hardware store lumber yards) would not allow those existing uses to continue to operate as the area evolves.
- The Growth Management Strategy recognizes these uses as being important for Bradford and the broader region. The intent is to keep the uses viable as the surrounding area transitions to a more dense, mixed-use community.

- The removal of the minimum height requirement ensures that these commercial properties do not become legal non-conforming uses, which could have prevented the businesses from undertaking expansions or modifications to their properties.
- This revision allows for flexibility in the near-term that supports a gradual evolution of the area over the longer term to a mixed-use corridor. The change ensures the operation of the existing businesses is not compromised.

3. Employment Policies

- A preamble has been added before the employment removal policies to provide a context to the removal criteria.
- The “Industrial/Commercial” land use designation has been revised to align with the definition of Employment Area the Planning Act and PPS 2024.
- The criteria for employment area removals have been updated based on feedback received.

Conclusion and Next Steps

Part 1 of the Growth Management Strategy seeks to accommodate growth within Bradford’s existing Settlement Area through intensification. The Part 1 Official Plan Amendments focus on residential intensification policies, the delineation and policy framework for the Major Transit Station Area (MTSA) around the Bradford GO Station, the establishment of a Strategic Growth Area or other areas where a greater level of intensity is desired, employment area designations and policies, and criteria for employment land conversion. The proposed OPAs provide a robust framework to guide development, protect employment lands, and conform with up-to-date provincial and regional policy frameworks.

The proposed Official Plan Amendments are consistent with the Provincial Policy Statement, 2024, and conform with applicable Provincial Plans. The Part 1 OPAs implement the growth allocations contained within SCOPA 7 and align with direction from the County of Simcoe.

It is recommended that Bradford West Gwillimbury adopt the proposed “Part 1” Official Plan Amendments.

Upon completion of Part 1, the next steps of the GMS will be:

- Advancing Part 2 of the GMS, which will assess the need for settlement area boundary expansion based on the outcomes of Part 1.
- Ongoing engagement with Indigenous communities, stakeholders, and the public to ensure that feedback is received throughout the policy development process.

Ultimately, the Growth Management Strategy will position BWG to manage growth responsibly, enhance livability, and build a resilient Town to 2051 and beyond.