



Retail insights and opportunities in emerging clusters of development

Greater Toronto Area (GTA)

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Driving factors for retail space growth in the GTA



Population growth

The outlook for population growth certainly makes the GTA an area of interest for retail. As the top destination for newcomers, its population is expected to exceed 10 million by 2046 – up from only 6.2 million in 2021.



Housing development

The focus on high-density, mixed-use projects in growth areas and along transit corridors is bringing easy access to retail, services, amenities, and employment. Far higher housing demand than supply – which is currently creating affordability challenges – should continue to fuel further housing and retail construction.



Economic growth

As the country's hub for finance, technology, and health care, the GTA should continue to be one of the earliest (or the first) landing places for international retailers and retail innovation.



Transit and infrastructure development

Despite proceeding more slowly than desired, the construction of new subway lines and the expansion of GO Transit opens opportunities for increased accessibility and foot traffic, increasing retail demand.

Provincial plans shaping future growth of GTA

The Province of Ontario is shaping the future growth of the GTA through several key provincial plans that emphasize sustainable development and efficient use of land and infrastructure by encouraging intensification and higher densities in strategic growth areas.

The goal is to support transit viability, reduce sprawl, and create complete communities that are walkable, livable, and sustainable. To achieve these goals, provincial plans set minimum intensification and density targets to make the best use of the region's limited land and infrastructure resources.

More recently, Ontario is seeking input on a new Provincial Planning Statement that would replace the existing Provincial Policy Statement and Growth Plan for the Greater Golden Horseshoe. The province wants to ensure that the policy framework is supportive of housing and aligned with the goal of building 1.5 million new homes in Ontario by 2031.

- 01 The Growth Plan for the Greater Golden Horseshoe**
Provides a detailed framework for where and how growth should be accommodated, setting targets for population and employment growth in the Greater Golden Horseshoe, which includes the GTA.
- 02 The Transit-Oriented Communities (TOC) Program**
Places more housing, retail, and jobs near or at transit stations along the routes of the province's priority transit projects.
- 03 The Housing Supply Action Plan (HSAP)**
Reduces government fees and addresses delays in development approvals so that 1.5 million homes can be built in the province over 10 years.
- 04 The Provincial Policy Statement (PPS)**
Provides direction on a range of land-use planning issues, including retail development, and influences how municipalities – the primary decision-makers at the local level – make decisions about zoning and development approval.
- 05 The Greenbelt Plan and The Oak Ridges Moraine Plan**
Help protect important and productive agricultural land, water resources, and natural areas from urbanization and support the development of compact communities.

Most growth will occur around the city of Toronto

Key projections

2/3

Almost two-thirds of population growth in the next five years will come from outside the city of Toronto.

25%

Milton is expected to be the fastest-growing municipality, with 25% population growth from 2022 to 2027.

110,000

Brampton's population should grow by more than 100,000 from 2022 to 2027.

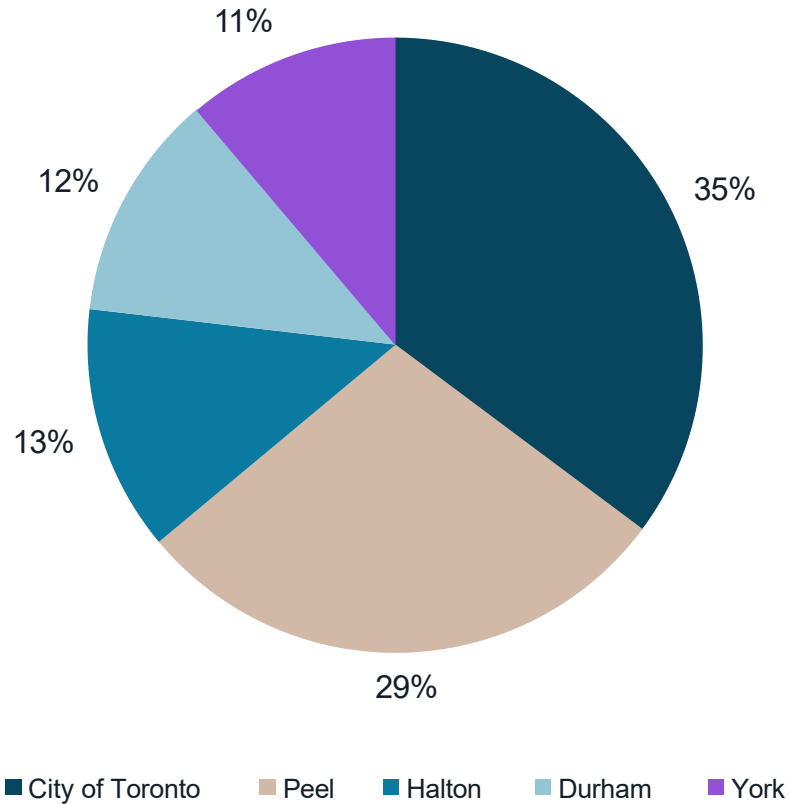
12%

Halton is the fastest-growing region, with 12% population growth from 2022 to 2027.

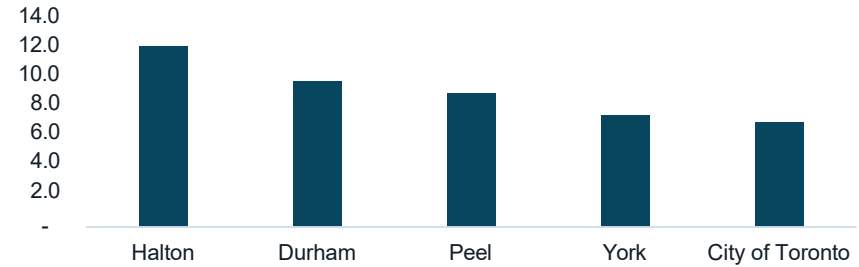
GTA	Region	Pop. growth 2017-22%	Pop. growth 2022-27%	Pop. growth 2017-22#	Pop. growth 2022-27#
Toronto	City of Toronto	5.3	6.9	150,821	209,295
Brampton	Peel	16.3	14.7	104,279	109,709
Milton	Halton	27.3	25.3	32,629	38,531
Mississauga	Peel	1.9	3.3	13,999	25,660
Vaughan	Peel	4.2	6.9	13,356	22,975
Oakville	Halton	7.5	9.1	14,985	19,760
Ajax	Durham	13.2	12.9	16,723	18,526
Oshawa	Durham	8.8	10.2	14,755	18,468
Markham	York	4.3	5.2	14,659	18,437
Richmond Hill	York	10.9	8.2	21,806	18,328
Whitby	Durham	9.1	10.1	12,177	14,752
Burlington	Halton	5.9	6.9	11,199	13,802
Clarington	Durham	11.7	12.5	11,342	13,535
Caledon	Peel	16.0	15.1	11,439	12,538
Newmarket	York	7.1	8.5	6,177	7,983
Aurora	York	8.9	9.2	5,146	5,767
East Gwillimbury	York	10.5	16.7	2,650	4,641
Halton Hills	Halton	5.8	6.8	3,660	4,576
Whitchurch-Stouffville	York	11.5	8.5	5,568	4,570
Georgina	York	4.6	7.5	2,184	3,700
Pickering	Durham	2.2	3.4	2,080	3,293
King	York	8.7	11.0	2,225	3,047
Uxbridge	Durham	5.6	6.0	1,232	1,401
Brock	Durham	4.5	5.8	540	728
Scugog	Durham	1.2	2.3	268	505

Fastest growing communities in the GTA

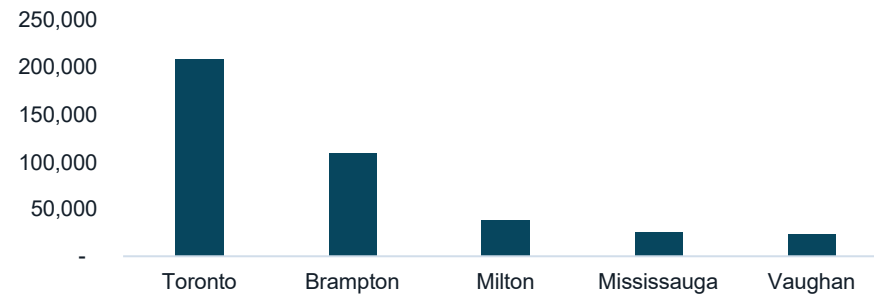
Pop. growth 2022-27#



Pop. growth 2022-27%



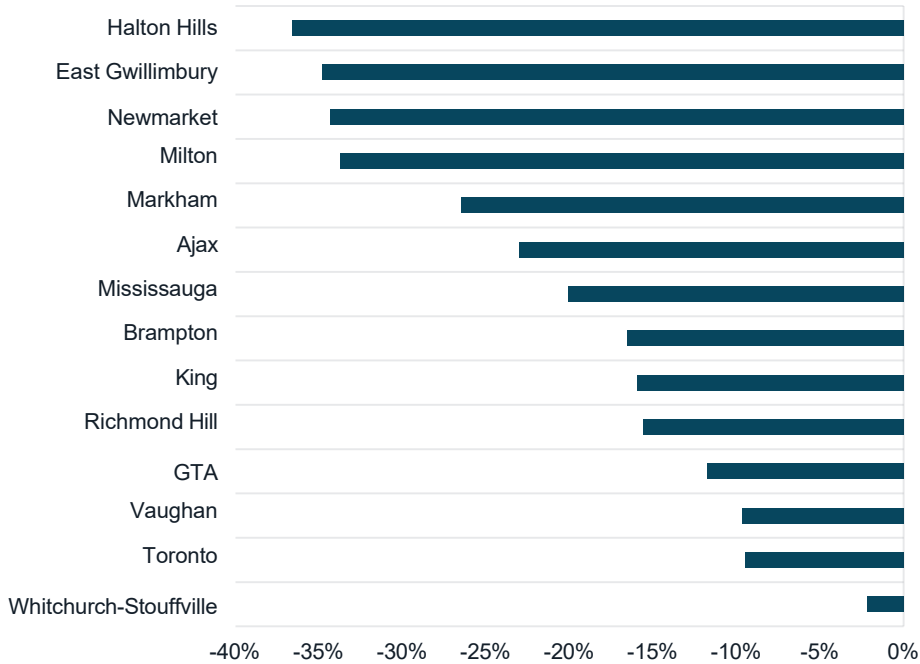
Pop. growth 2022-27#



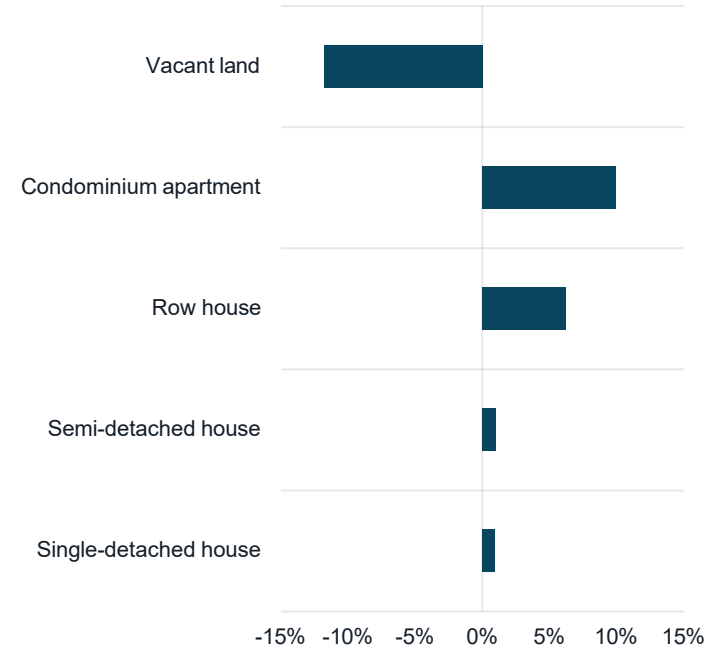
Source: JLL, 2023

The Halton Region is losing residential vacant land faster

Loss rate in the number of residential vacant land between '19 and '21

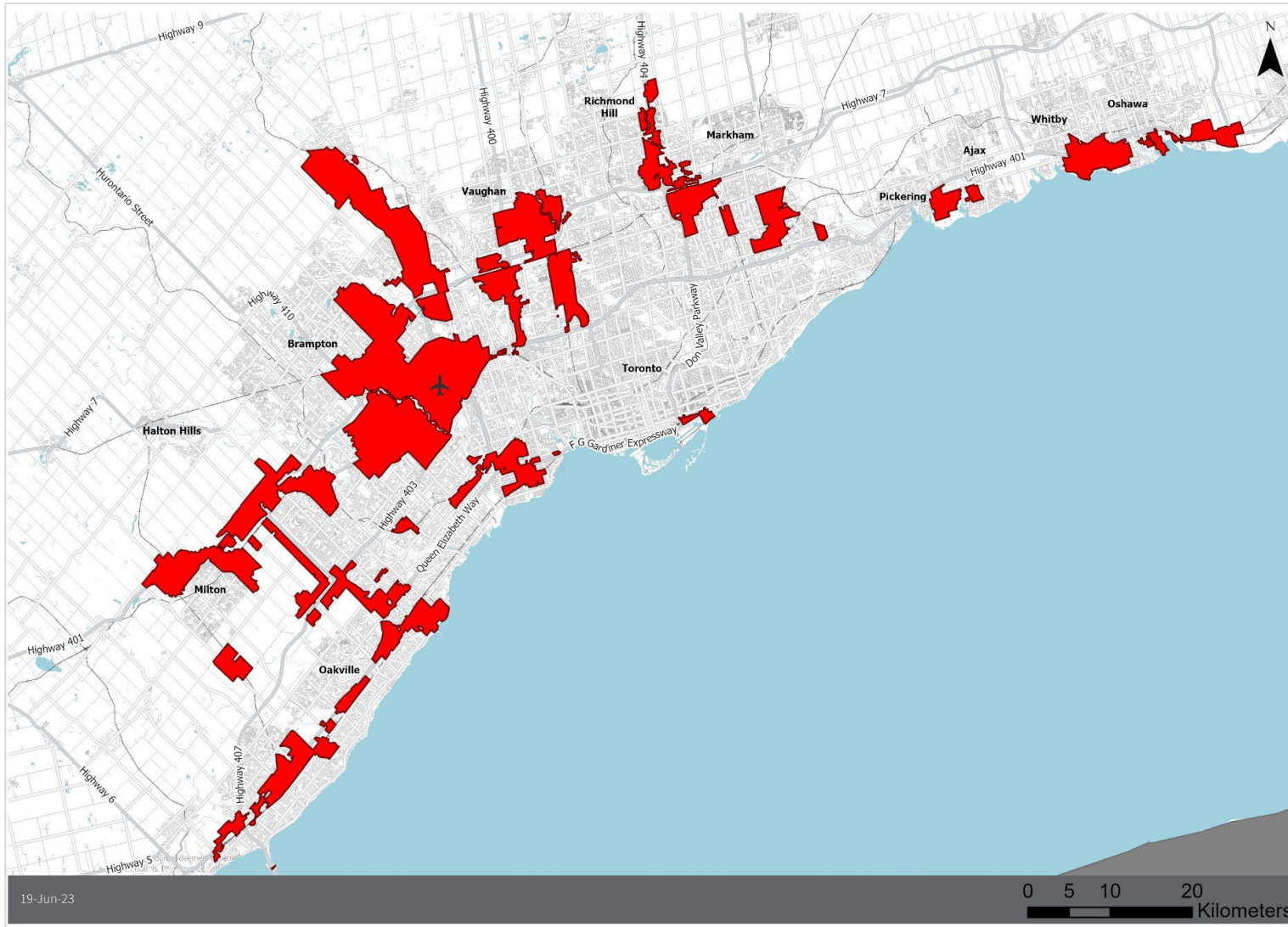


Number of residential properties in the GTA between '19 and '21, percent change



Source: StatCan

Provincially significant employment zones in the GTA



Provincially Significant Employment Zones are protected areas for business and industrial investment and are subject to a more stringent land-conversion process.

Services and amenities that enhance the working environment and contribute to the overall well-being of workers:

- Cafes and quick-service restaurants
- Convenience stores
- Fitness and wellness centres
- Professional services
- Specialty stores
- Health and personal care
- Tech support services



In the GTA, retailers can stay ahead by positioning themselves at the forefront of the region's housing expansion and thriving economic landscape.

Paul Ferreira

Senior Vice President, Retail Brokerage, JLL Canada

Emerging pockets of growth

Notable development areas in the GTA

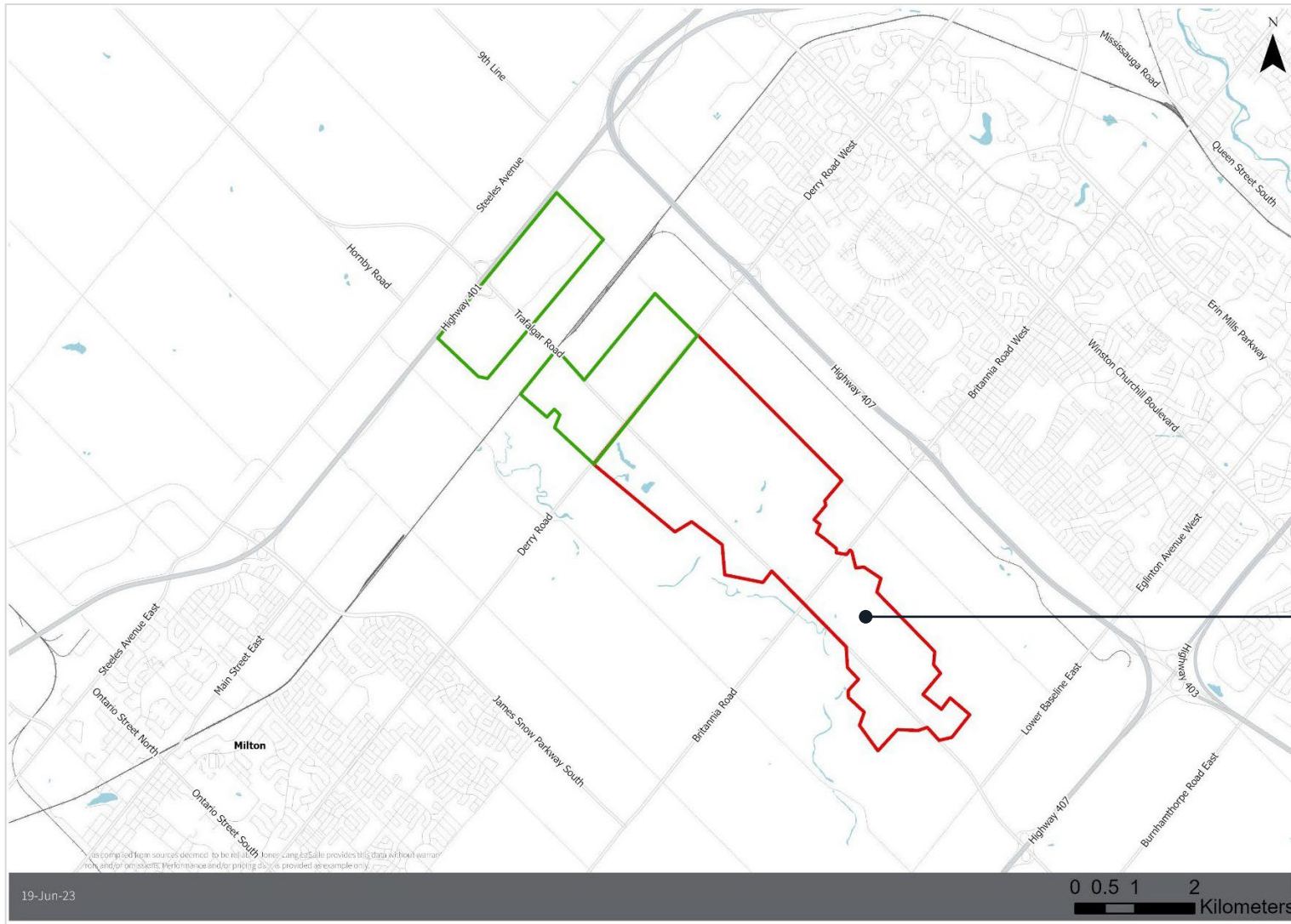
Notable development areas	City	Type	Residents*	Jobs*
Heritage Heights	Brampton	Greenfield	124,000	43,000
Uptown Brampton	Brampton	Intensification	32,620	28,410
Downtown Brampton	Brampton	Intensification	25,310	13,310
Downtown Burlington	Burlington	Intensification	13,300	7,200
Trafalgar Corridor	Milton	Greenfield	26,000	4,000
Agerton Area	Milton	Greenfield	6,800	15,000
Britannia	Milton	Greenfield	46,450	10,700
Downtown Core	Mississauga	Intensification	58,480	29,290
Midtown Oakville	Oakville	Intensification	13,390	7,210
North Oakville	Oakville	Intensification	55,000	35,000
Windfields	Oshawa	Greenfield	13,000	13,250
Kedron	Oshawa	Greenfield	22,000	1,150
Columbus	Oshawa	Greenfield	24,000	3,850
Oshawa GO Station	Oshawa	Intensification	45,000	7,500
Kingston Road	Pickering	Intensification	22,000	7,700
Seaton	Pickering	Greenfield	70,000	35,000
Yonge/Bernard	Richmond Hill	Intensification	10,950	2,250
Richmond Hill Centre	Richmond Hill	Intensification	51,000	10,000
Former Christie's factory site	Toronto	Intensification	12,000	3,800
Vaughan Metropolitan Centre	Vaughan	Intensification	24,000	8,000

*These are estimates that are under review and subject to change, some of which are based on draft secondary plans that have not yet been approved by City Council or have been appealed to the Ontario Land Tribunal.

Case study areas



Milton - Trafalgar Corridor



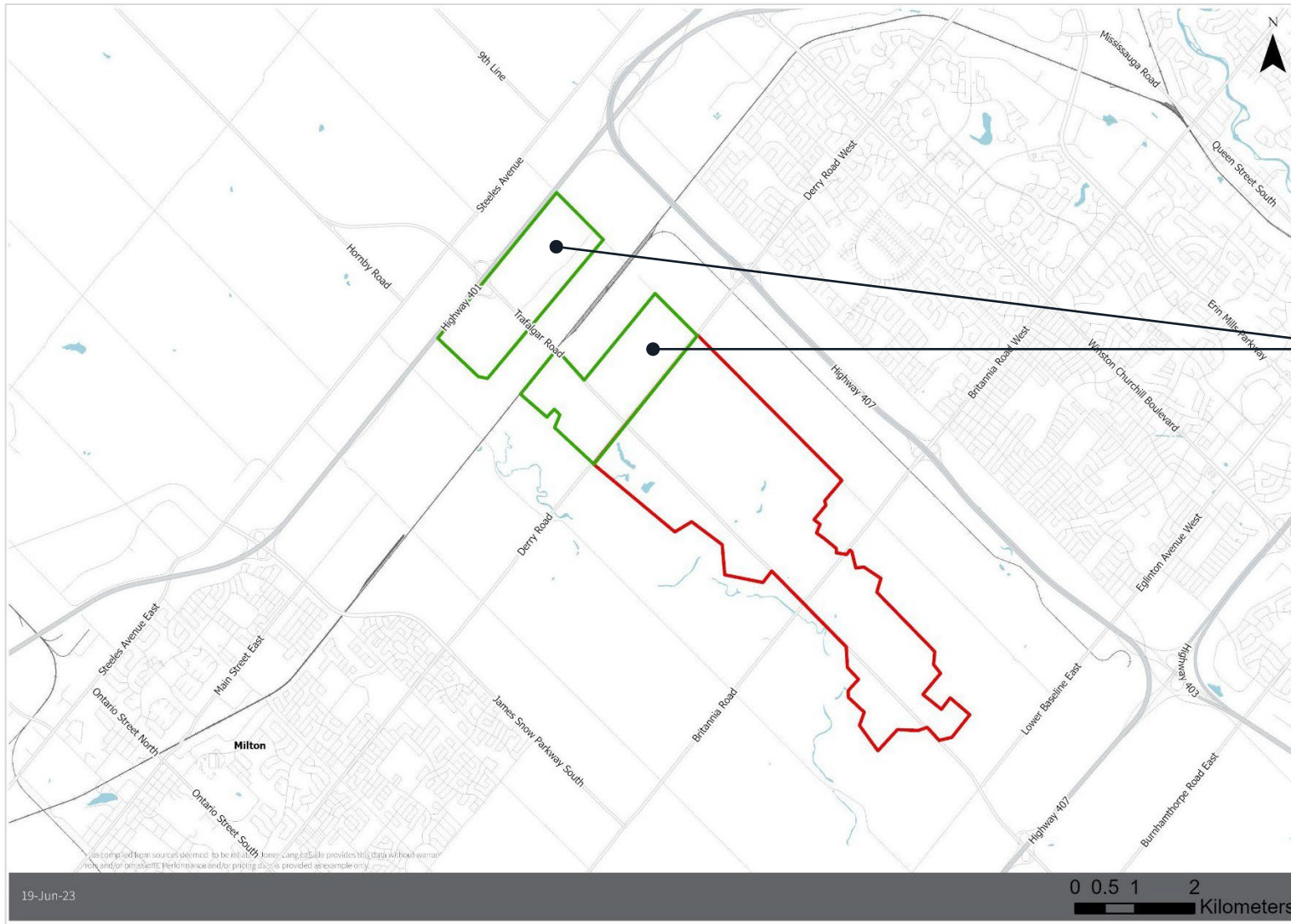
Trafalgar Corridor is planning several medium-density mixed-use nodes and at least four neighbourhood centres with a size of 100-150,000 square feet, serving both residents and the travelling public.

The neighbourhood centres will have taller buildings and higher density than surrounding areas and will be strategically located at intersections of arterial roads along Trafalgar Road to provide easy access to transit services.

In addition, the medium-density mixed-use nodes will feature retail of about 50,000 square feet, anchored by convenience retail, pharmacy, financial institution, personal-service uses, or small-scale community uses.

- Greenfield
- Medium density
- Low and medium-density residential, medium-density mixed-use, and neighbourhood centres
- 26,000 residents and 4,000 jobs (2031)
- 484 hectares
- Retail: 500,000 s.f.

Milton - Agerton Area

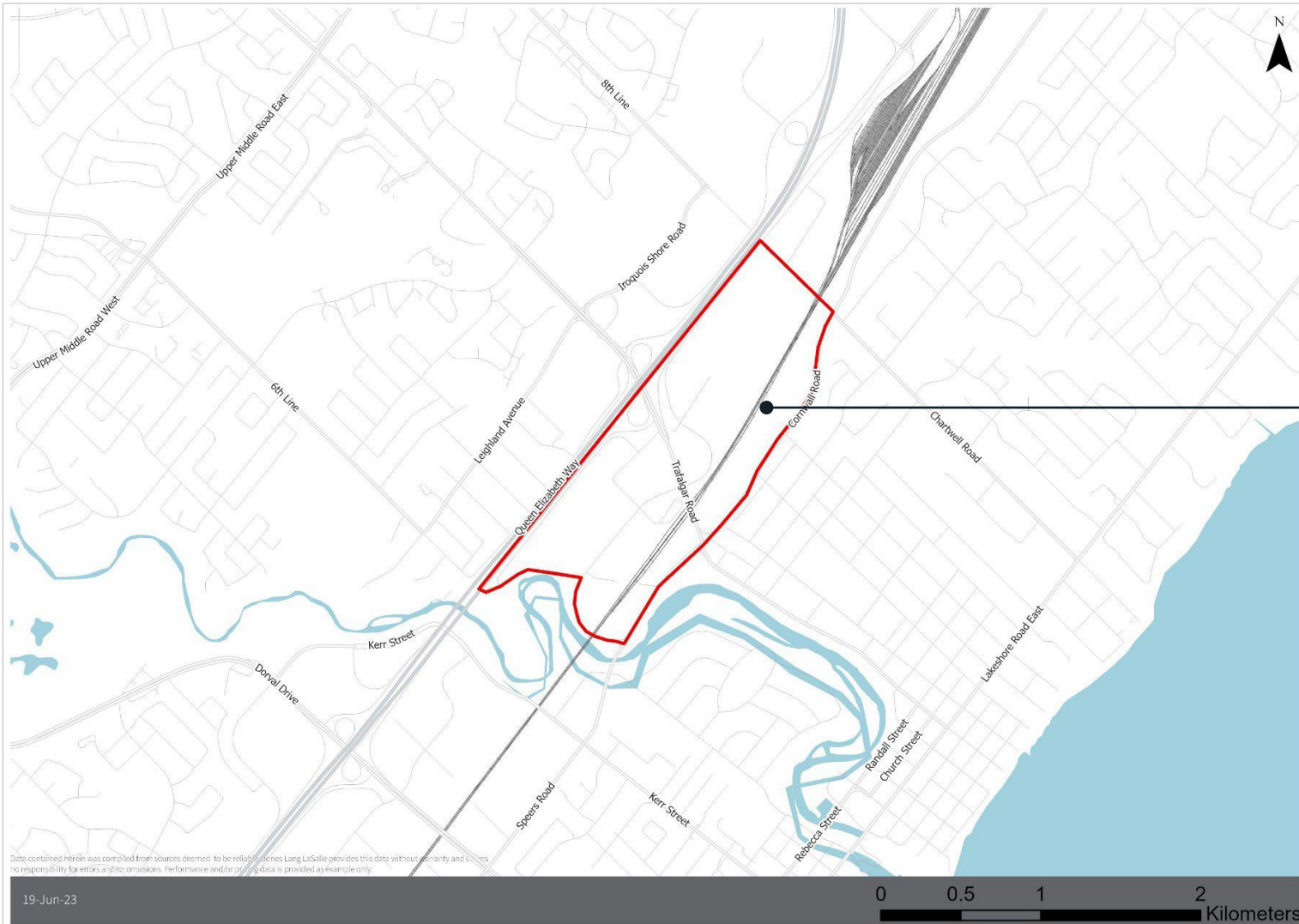


Milton plans to create a high-density community on the northern section of Trafalgar Road in the Agerton Area that will include a mix of office, service, and retail commercial alongside residential development.

Agerton is intended to function as a general-employment area forming a new office node for the Halton Region. The community will be located close to a Major Transit Station Area, providing convenient access for commuters.

- Greenfield
- High density
- Employment area and a high-density mixed-use community that includes a major transit station
- 6,800 residents and 15,000 jobs (2031)
- 295 hectares
- Anchor retail: 300,000 s.f.
- Local retail: 160,000 s.f.
- Office: 915,000 s.f.

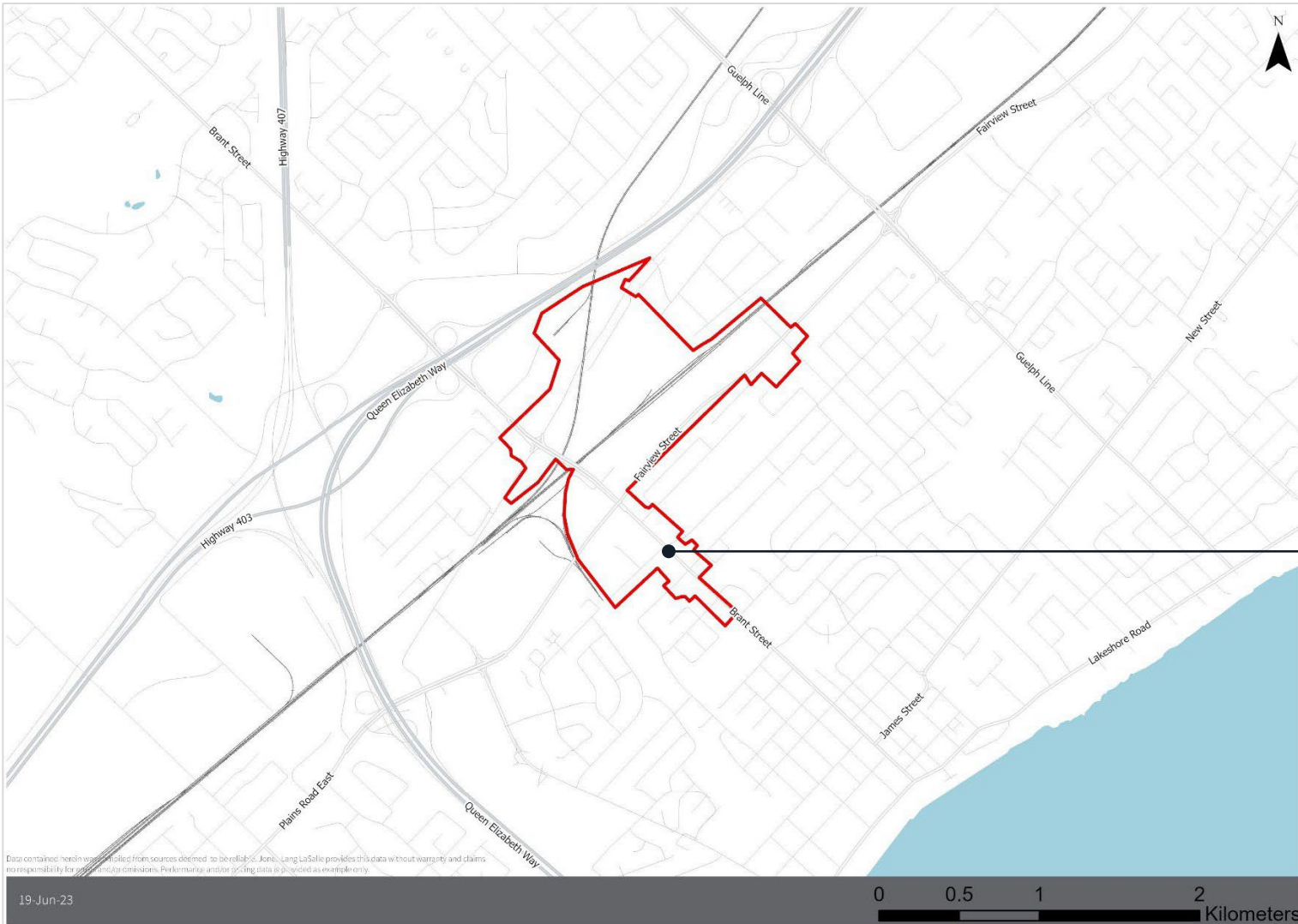
Midtown Oakville



Midtown Oakville aims to be a pedestrian-oriented and transit-supportive destination, as well as a complete community where people can live, work, and play in walkable, mixed-use neighbourhoods connected to the rest of Oakville by pedestrian, cycling, transit, and street networks. A major transit station (Oakville GO Station) currently serves the area.

- Intensification
- High density
- Urban growth centre in the Province's Growth Plan for the Greater Golden Horseshoe
- 13,390 residents and 7,210 jobs (2031)
- 103 hectares
- Commercial (retail, service, and employment): 1.8-5.5 million s.f.

Downtown Burlington



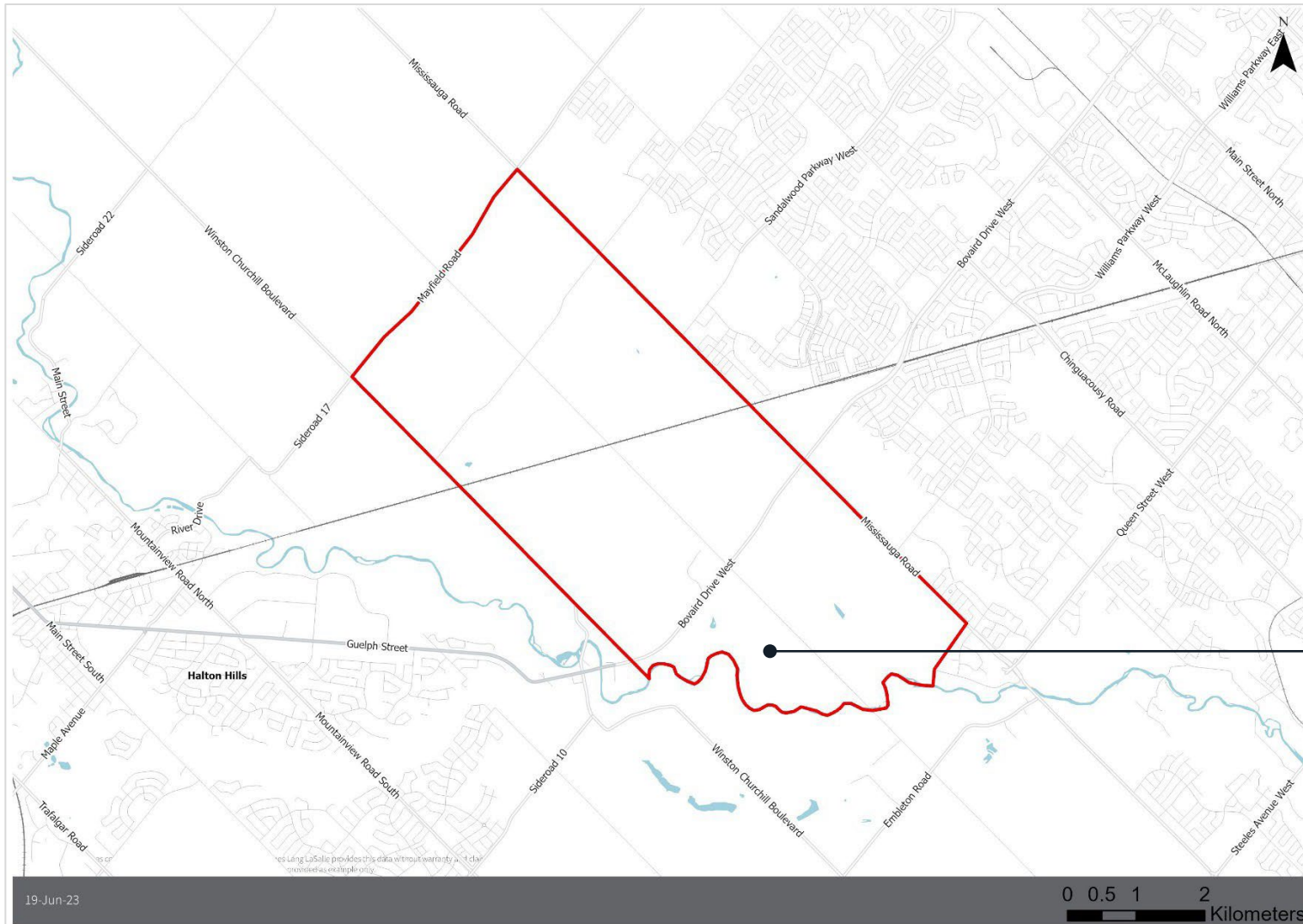
In addition to major office and other office uses, Burlington is planning retail streets near the Burlington GO Station and south along Brant Street, as well as on Fairview, Drury, and Plains Road East Streets. This will reinforce the area as an urban destination for day-to-day, employment, and recreational needs.

In addition, Queensway Main Street will serve as a unique commercial destination with mid-rises and an emphasis on pedestrians.

The tallest buildings will be located steps away from the Burlington GO Station and along portions of Brant Street, with buildings of lower heights and intensities stepping down to established nearby neighbourhoods.

- Intensification
- High density
- Urban growth centre in the Province's Growth Plan for the Greater Golden Horseshoe
- 13,300 residents and 7,200 jobs (2031)
- 103 hectares
- Designated retail streets

Brampton - Heritage Heights



The Heritage Heights Secondary Plan seeks to revitalize the Heritage Heights area into a dynamic mixed-use community with essential infrastructure such as the Heritage Heights GO Station, Major Transit Station Area(s), and the Grand Boulevard. This area is Brampton's last undeveloped area in the northwest, and the plan anticipates significant growth in the transition from medium to large city.

However, the proposed design of the Heritage Heights boulevard might conflict with the operational needs of the province's Highway 413 transportation corridor, as it would require a reduction of speed and the installation of stoplights at intersections for safety and access, potentially impacting retail development in the area.

- Greenfield
- High density
- Urban community and destination in northwest Brampton, including 15-minute neighbourhoods, mixed-use, employment, and light industrial
- 124,000 people and 43,000 jobs
- 1,700 hectares

Pickering - Kingston Road



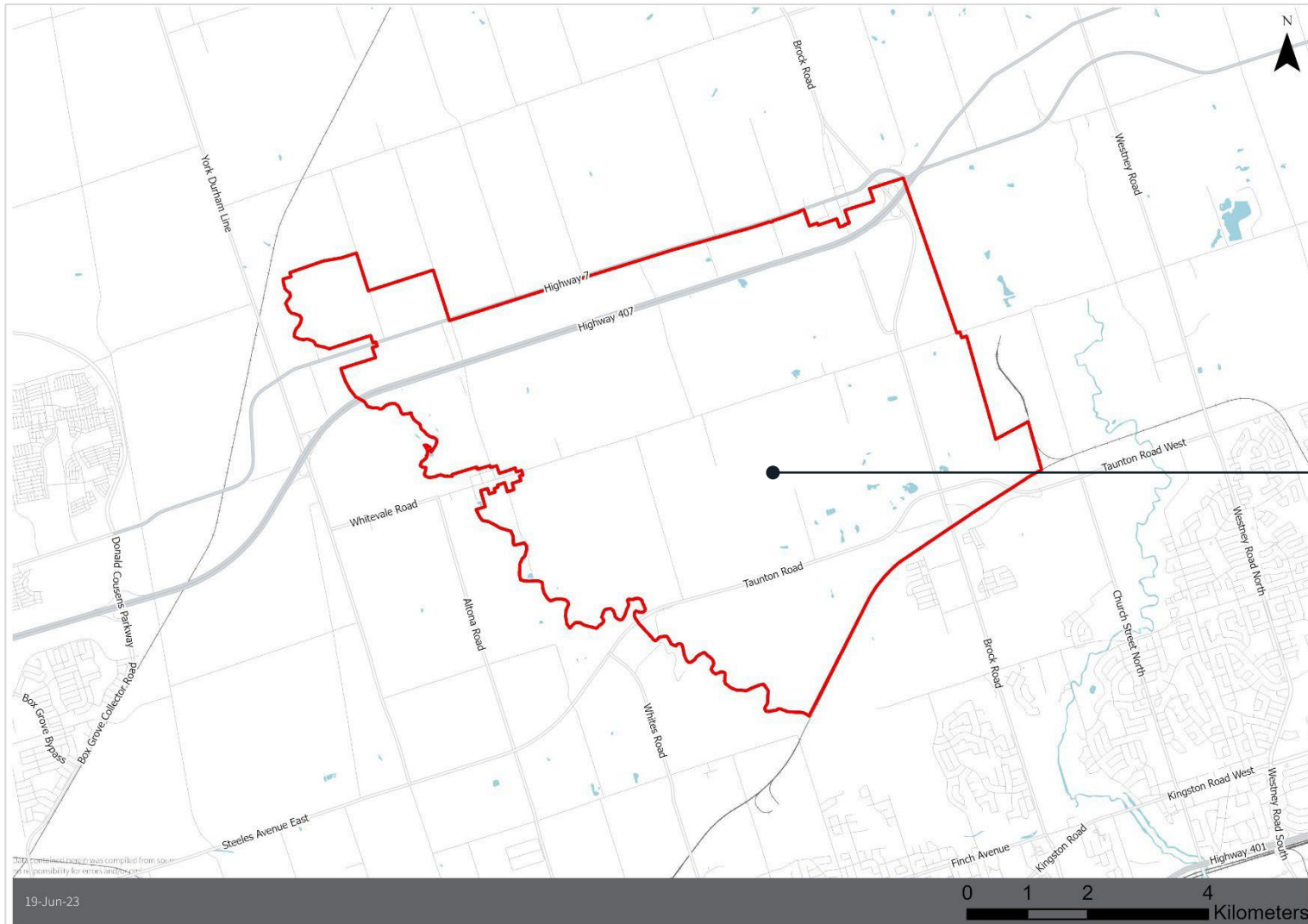
Pickering has a comprehensive plan to create mixed-use areas that integrate residential, retail, and office uses along the Kingston Road Corridor, divided into precincts with a unique set of features to support the overall vision of a vibrant and diverse community.

The Brock precinct is focused on the development of residential buildings and employment areas near the Pickering GO Station. The Dunbarton/Liverpool precinct is designed to become a local community and shopping destination with a neighbourhood-oriented retail strip. The Whites precinct is designated as a high street that works as a bustling employment and retail hub. The Rougemont precinct will feature a main-street character.

The Brock precinct has been designated a Mixed Corridor along Kingston Road, with a Specialty Retailing Node south of Kingston Road and east of Brock Road featuring big-box retail.

- Intensification
- High density
- Four precincts along Kingston Road: Rougemont, Whites, Dunbarton/Liverpool, and Brock
- 22,000 residents and 7,700 jobs
- 152 hectares

Pickering - Seaton



Seaton plans four community nodes where commercial uses are not intended to compete with the city centre, catering to the daily shopping needs of adjacent residential neighbourhoods.

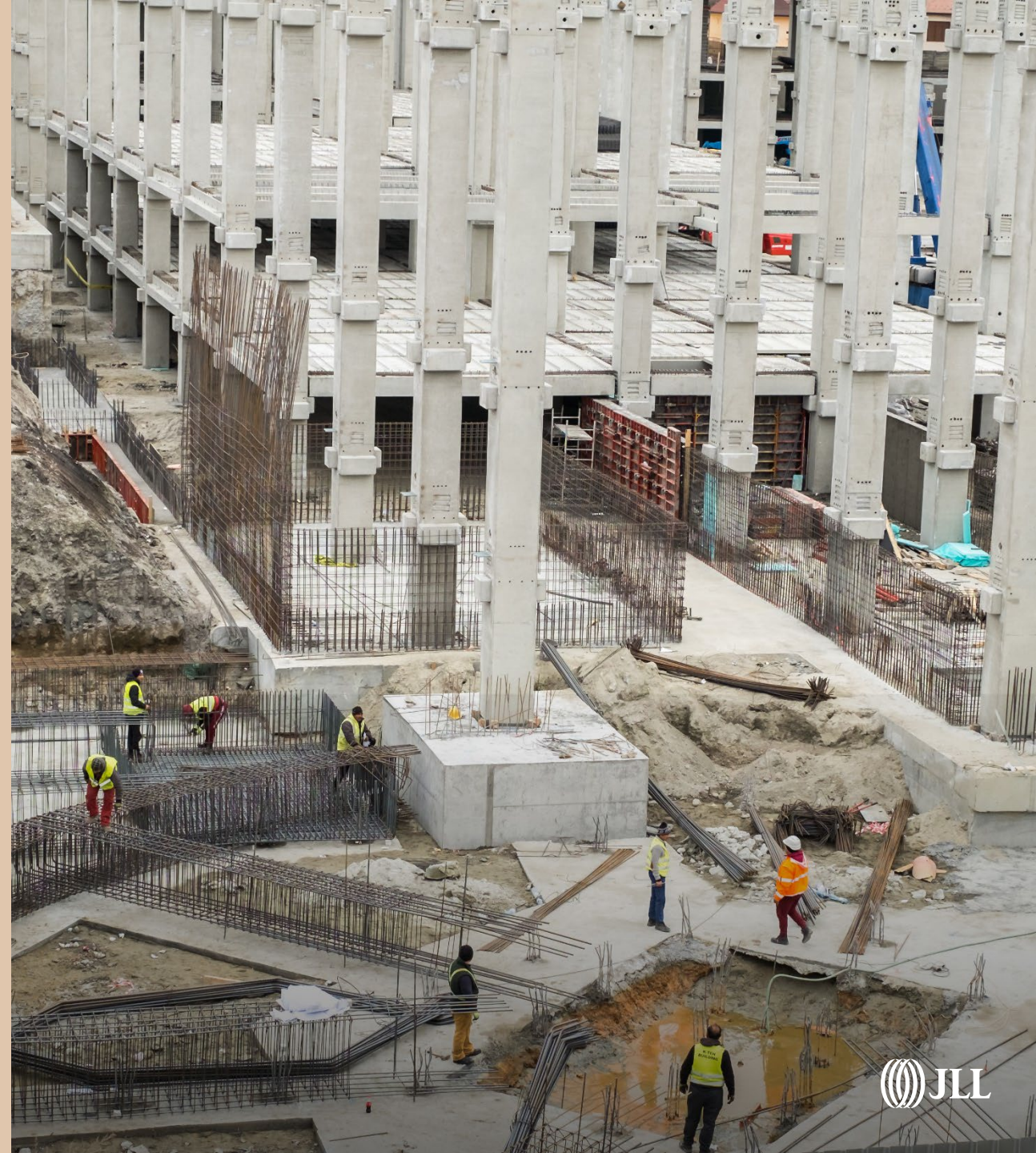
Due to its proximity to the Highway 407/7 corridor ("Innovation Corridor"), Seaton should generate considerable tech and office employment, presenting an opportunity for retailers to cater to a higher-income demographic.

- Greenfield
- Medium density
- Urban growth centre in the Province's Growth Plan for the Greater Golden Horseshoe
- 70,000 residents and 35,000 jobs
- 1,570 hectares

Key gaps and opportunities

Retailers

- **Adapt to growth and changing dynamics:** Retailers must proactively adapt to the evolving dynamics of the real estate market. This entails closely monitoring areas experiencing growth and staying informed about new real estate projects that might present expansion opportunities.
- **Stay ahead of project expansion:** Retailers should actively monitor the expansion of real estate projects and the growing demand for retail space. As these projects evolve and scale up, retailers should be prepared to seize opportunities for expansion.
- **Embrace transit-oriented projects:** Retailers should closely consider transit-oriented projects that have the potential to significantly expand their trading area. These projects provide access to a broader customer base and allow retailers to enter new markets.



Developers

- **Provide retail-friendly infrastructure:** Developers need to prioritize the development of infrastructure that supports the success and growth of retailers. This includes ensuring business exposure, easy access for customers, ample parking, efficient logistics for receiving goods, availability of outdoor restaurant patios, and sufficient retail space with desirable features like high ceilings and minimal obstructions such as columns. Developers may need support from municipalities in this regard.
- **Enhance the shopping experience:** Developers and retailers are successful if they prioritize and elevate the overall shopping experience, ensuring that retail spaces are not downgraded or compromised – especially when redeveloping shopping centres. Thoughtfully designed retail spaces foster thriving retail environments and have the power to attract both local shoppers and visitors from neighbouring areas.



Municipalities

- **Take a holistic view:** Municipalities should take a more holistic approach to planning growth areas, giving equal weight to commercial and residential aspects. This includes master planning commercial areas, protecting them from displacement by residential expansion, and incentivizing developers to meet the diverse needs of retailers.
- **Provide incentives and support for retail development:** Municipalities should offer incentives to developers to foster the inclusion of a range of retailers. They should also pay attention to the challenges faced by smaller retailers who might lack bargaining power, ensuring that their needs are met.
- **Strike a balance between economic forces and retail preservation:** Municipalities must find a harmonious equilibrium between the economic forces driving residential expansion and the preservation of retail areas. Safeguarding established retail nodes and nurturing a vibrant retail sector within the community are critical.



Thank you

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