

## 5.0 Availability & Suitability of Industrial & Commercial Land & Buildings

Dufferin County consists of 3 urban areas; Orangeville, Shelburne, Grand Valley and 5 rural townships of Amaranth, East Garafraxa, Melancthon, Mono, Mulmur.

Non-residential lands and buildings are predominately located in the 3 urban areas as indicated by population and growth. Major transportation routes include Highway 10, an extension from Hwy 410 Brampton in the south to Owen Sound in the north; Hwy 124 north to Collingwood and Georgian Bay on Lake Huron; Hwy 9 traversing west – east to Hwy 400 and Hwy 89 traversing west – east Hwy 400 as well.

Our analysis of Industrial, Commercial and Investment (ICI) real estate included a review of existing studies including:

- 2014-02 Dufferin County Official Plan Background Report
- 2015-03 Dufferin County Official Plan
- 2015-11 Comprehensive Review & Shelburne West Secondary Plan
- 2016-03-15 Orangeville Land Needs Assessment Study
- 2016-03-14 urbanMetrics Orangeville - Land Needs Assessment & Commercial Market Analysis
- 2016-07-27 Dufferin County Land Needs Update

Web searches for available lands and buildings were conducted on each Town and Township website.

Further review included interviews and discussions with Real Estate Brokers and Developers with experience doing business in the County as well as Economic Development Steering Committee members representing area towns and townships.

Finally, we physically toured the major employment areas for a first-hand view of industrial subdivisions and commercial nodes, as well as designated employment lands.

### Orangeville

Orangeville's website property search function is user friendly and comprehensive.

- Orangeville Business Park - fully-serviced, access to Highway 10 and the Greater Toronto Area (GTA)
- Veterans Way community offers additional land
- Range of available commercial and industrial buildings
- Lands need studies as part of Official Plan review indicate that Orangeville has employment land sufficient to meet needs to build out in 2036
- The Humber lands (29 acres) is under review and represents various opportunities

### Shelburne

Shelburne website provides Industrial Park listings and Commercial / Retail opportunities.

Shelburne Industrial Park

- 5 acres – Luxton Way, Fully Serviced, Canopy Development Corporation
- 50 acres – Prentice Dr., Fully Serviced

Many commercial and retail opportunities in central business area and designated malls.

### **Melancthon**

- No serviced or serviceable industrial land – no land zoned industrial and commercial

### **Mulmur**

- Pre-zoned industrial and commercial land in Primrose (north side of the highway 89 at T junction in southwestern corner of municipality)
- Mulmur’s Strategic Plan (2013-2018) seeks to “increase industrial/commercial base from <2% to 10% of tax revenue by 2018, however, it has declined.
- No website listing of properties

### **Amaranth**

- Industrial and commercial development largely in south eastern corner bordering on Orangeville
- Land is privately owned with servicing arranged by owners on each property. Water sourcing has not been an issue.
- The established developed area includes a secondary Woolwich Dairy operation, Dufferin Transfer Station, John Bus Garage, Holmes Agro, Orangeville Water Softener and Maples Academy.
- Possible new privately owned unserviced area opening by a land owner who has an anchor tenant
- No website listing of properties

### **Grand Valley**

Grand Valley provides a listing of available employment lands with contact information on owners and a contact info at the Town. The information is dated 2015. This should be updated and more information provided on size, servicing and zoning.

- Would like commercial development. Some commercial land available as mentioned above. Possibility of land adjacent to and south of settlement area could be sold and developed

### **East Garafraxa**

- Designated triangle shaped area in the eastern part of municipality (bounded on two sides by Highway 109 and Durham #3). Limited ability to service land but would consider if approached. Some businesses have bought land recently
- No website listing of properties

### **Mono**

- No land for development, existing commercial development along highway 10
- No website listing of properties

## **SWOT Analysis**

### **Strengths**

- There is sufficient supply of vacant land and buildings (predominately in Orangeville/Shelburne) to service future needs. Shelburne, has applied to convert some nonresidential designated lands to residential, which would still allow for sufficient supply.
- There appears to be a sufficient mix of industrial, commercial and office supply to meet absorption needs
- Competitive pricing compared to GTA communities
- Developers and realtors indicate municipal and county staff are business friendly and helpful

### Weakness

- No major 400 series highways
- Is there a suitable mix of required sites (sizes) and buildings (ceiling heights) to accommodate growth?

### Opportunities

- Growing population base allows for expanded commercial opportunities
- Adaptive re-use or upgrading of existing buildings (already taking place)
- Consolidated employment land database on County website
- Target specific GTA industries for expansion / relocation

### Threats

- Changes in existing business uses from industrial to warehousing decreases tax income
- Local employment availability
- No targeted programs from post-secondary to facilitate sector growth (i.e. manufacturing)

### Incentives

- Downtown Orangeville Heritage Facade Improvement Program
- Shelburne Community Improvement Plan currently under discussion and analyzed by local Economic Development Committee

### Discussions with Real Estate Community

Our analysis included discussion with realtors and developers who have been doing business in the County for years as well as close by jurisdictions. They all spoke positively about doing business with both levels of government and their staff.

Although there has been population growth, this was not seen as a driver for industrial growth and comments were made on the length of time some industrial properties have been on the market and even employment lands to the east in southern Simcoe County that have been vacant for some time. Outside greenfield investments such as KTH and acquisitions like Saputo were noted as welcome but not typical.

There is the “Cinderella Story” of SME’s who own their plant and buildings in close by GTA communities, selling those holdings for substantial profit and relocating to Dufferin County for more cost-effective operations and real estate savings for employees as well. This was debunked by our interviews and only one instance was cited of this occurring. Most observed that supply chains and transportation links keep companies along the 400-series network of highways. There could be opportunity to target very specific subsectors in the GTA with a business value case for expansion / location to Dufferin County with a planned targeted calling program.

It is expected that population growth will continue to fuel retail and commercial development, with growth in industrial coming from SME’s within the county.