Orangeville Official Plan Review

Employment Land Use Strategy

August 13, 2026

Parcel

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Town of Orangeville

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Cover Image: Town of Orangeville

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Market Context
Strong Performance Indicators

Local real estate market metrics for industrial uses (increasing rents, low vacancy, positive absorption, etc.) indicate that there is a reasonably stable and healthy **demand for employment lands** in Orangeville today.

2

Economic Context
Competitive Positioning & Potential Macroeconomic Headwinds

Notwithstanding the positive performance indicators above, the Town could face notable headwinds with respect to future employment land development in the area. These should be acknowledged and understood in OP policy:

- Prevailing macroeconomic conditions, which have rendered all new real estate developments particularly **challenging to achieve financially feasible projects**. Of particular note, industrial rental rates remain relatively low (reducing revenue opportunity), whereas hard and soft construction costs have risen sharply in recent years.
- Due to its location beyond the outer ring of the GTA and removed from key transportation infrastructure (e.g., 400-series highways, international airport, etc.), the Town **could face competition from other communities in the north-western GTA / GGH**.

3 Land Needs Assessment
Potential to Expand & Diversify Local Supply Overall

Based on forecast growth, the Town may need to seek opportunities to increase the supply of designated employment lands in order to accommodate employment growth, in addition to maximizing opportunities for attracting prospective businesses to the community. At minimum, it will be important for the Town to **explore opportunities to add to and diversify the vacant land supply** in order to ensure that Orangeville's developable supply continues to be a competitive option for businesses to consider.

4 Future Land Supply
Key Characteristics

Highway Access

For prospective industrial tenants, particularly those serving a regional area, direct access to Orangeville's regional highways (Highway 10 and Dufferin Road 109) are a critical amenity. Lands which offer direct (ideally free flowing) access to the roadway will be prioritized. Because Orangeville is not connected to the 400-series highway network, it is unlikely to be positioned to attract large logistics or warehousing firms, or those that prioritize regional transportation networks. However, the vast majority of employment land tenants prefer some level of local and regional roadway access, making this a key consideration.

Complementary Parcel Sizes

Orangeville has an existing supply of smaller parcels available to support growth. Parcels of this size are typically utilized by local-serving, smaller-scale businesses. In order to attract medium, or larger scale employers or industrial facilities, it is important that Orangeville maintain at least some shovel-ready, highway-accessible lands available to meet the needs of industry. Based on the Growth Management Study, Orangeville has a single large parcel of designated employment land located in the northwest corner of the community. While this site is positioned to support a prospective tenant, it is isolated from other employment lands and not well connected to the regional highway network. Orangeville may need to consider designating additional medium-large sized sites to provide a range of options for new businesses.

Geographic Location

It is recommended that—subject to other development constraints / opportunities—Orangeville municipal staff prioritize identifying new industrial lands at the southern boundary of the community, ideally as an extension to the existing employment areas, along County Road 109. Prioritizing this location will maximize regional connectivity opportunities, leverage proximity to existing businesses and operations, and likely cause the least amount of disruption to traffic patterns, or noise to existing residential uses.

1.0 Introduction

1.1 Context

The Town of Orangeville has experienced sustained growth in recent years, albeit slower than elsewhere in Dufferin County and the Province. The community is also forecast to continue to grow modestly through to 2056. Local land use policy frameworks and growth-related investment decisions made today will dictate Orangeville's growth trajectory, it's role within the Greater Golden Horseshoe, and its relationship with surrounding rural areas and larger municipalities alike.

By 2056, the Town's population could reach up to 39,800 persons and 18,900 jobs. In conjunction with pre-existing service patterns, such growth will influence the demand for a range of retail / service commercial and industrial spaces across Orangeville.

Simultaneously, employment growth and increases in regional visitation to Orangeville could put greater pressure on the supply of all designated land uses to support demand. As redevelopment and reinvestment in Orangeville embraces more innovative, mixed-use development concepts to address housing affordability constraints, there will be pressure put on the existing commercial and industrial stock to support day to day shopping and employment needs. Going forward, this means that the Town will be impacted and influenced by the compounding effects of these growth pressures, in addition to other broader macroeconomic trends and conditions (e.g., increased cost of construction, etc.). There will be a need to balance the transition of the Town into a medium-sized regional service centre and ensuring that the diverse needs of locals and visitors continue to be met.

Purpose / Objectives

In light of these existing and forecast growth factors, and as part of the **Town-wide Official Plan Review** being led by Weston Williamson + Partners ("WW+P")—the Town of Orangeville has **sought out the establishment of separate commercial, <u>industrial</u> and residential market strategy papers**. The purpose of these deliverables is to understand current and future market conditions, explore future land need scenarios and ensure that Orangeville is well positioned to meet market demand and preferences of a growing population and economic base to 2056.

This deliverable represents one of a series of memoranda addressing commercial, residential and <u>industrial</u> market dynamics in Orangeville, in support of the Official Plan Review process.

1.2 Scope

In light of the key objectives above, our employment analysis and related professional advice has explored existing and future gaps in the market, as well as potential strategies to appropriately support population and employment growth in Orangeville.

The following summarizes the key elements of the work plan completed by our team as part of this <u>Employment Land Use discussion paper</u>:

- We have **reviewed relevant provincial, regional and local policy** applicable to employment land development in the Town of Orangeville, particularly the ongoing Growth Management Strategy being undertaken in parallel to the OP review. We have also explored potential changes to the policy and legislative framework that may influence non-residential / commercial development in Orangeville;
- Reviewed **key performance measures for industrial (employment land) space** in Orangeville, including vacancy rates, net rental rates, per capita space ratios and other metrics as available;
- Provided commentary on the **latest employment land industry trends**, including a discussion on how these trends could ultimately influence the market for non-residential uses over the planning period;
- Considered **place-of-work and commuting** patterns; and
- Reviewed and **validated the employment area land need identified in the Growth Management Strategy and provided recommendations for how these findings can be translated into new policies** in the Official Plan.

1.3 Assumptions

When completing this type of early-stage market assessment, it is important to identify the key assumptions and limitations inherent to our approach. Consistent with other similar analyses for high-level policy planning efforts, we note that the demand forecasts and other economic research presented herein should not necessarily be taken as conclusive nor definitive evidence of the market opportunity available to—nor the financial feasibility of developing—individual industrial units or spaces across Orangeville.

Our **research is intended to provide a general understanding of the likely opportunities available within the community over the longer-term planning horizon**, based on the assumptions provided. To this end, the following provides a summary of the key assumptions that must be understood as limitations to the analysis undertaken as part of this assignment.

Analytical Structure

- The findings presented in this report do not account for the unique financial expectations, strategic positioning and/or other potential individual preferences of new businesses in Orangeville, nor the current and future owners of industrial / development properties in the area. As such, although this research may indicate a positive preliminary finding as it relates to development opportunity, it does not necessarily assert that these observations will be consistent with the perspectives (and/or parallel analyses) of individual business / prospective tenants or developers.
- Although we have considered the general financial performance of commercial real estate in and around Orangeville as an indicator of future demand—including forecast sales per square foot levels of existing and new industrial establishments—we have not been tasked with preparing a financial feasibility assessment for this project that directly considers: (a) the economics of new building construction; nor, (b) the economics of operating these spaces on a go-forward basis.
- Further to above, we note that the recommendations and direction in this report have been provided in the context of the Town's broader objectives and goals that seek to achieve an appropriate balance between yielding both economic and social value for the community overall. As such, our assessment has not focused exclusively on maximizing profitability and/or optimizing return on investment, but rather balancing out a more complete range of municipal priorities.

Other Assumptions

- It is assumed that a reasonable degree of economic stability will prevail in the Province of Ontario, and specifically in the context of the Town of Orangeville, over the course of the development planning horizon identified in this study.
- The statistical inputs relied upon in our analysis are considered sufficiently accurate for the purposes of this analysis. These statistical sources—including available Statistics Canada Census data, municipal information and third-party real estate information—have ultimately informed a number of the key underlying assumptions and inputs utilized in our analysis relating to the performance of commercial real estate in Orangeville.
- References to the Canadian dollar in this report generally reflect its 2026 value, including the range of supporting statistical inputs and research that have informed our baseline market assumptions. Additional adjustments have also been made to reflect real growth in expenditures for future periods, where applicable.

In the event that material changes occur that could influence the foregoing assumptions, the various analytical assumptions, key research findings and other strategic recommendations contained in this report should be reviewed or updated, accordingly.

1.4 Review of Existing Policy

Dufferin County Official Plan (2025)

As an upper-tier municipality, the Dufferin County Official Plan provides broad policy guidance on land-use planning for Orangeville as well as other municipalities. Dufferin County has recently undertaken a review of their Official Plan, outlining new population and employment growth targets for Orangeville, and identifying lands where future growth is planned to be accommodated. **For more details, see the *Policy Review & Conformity Update* prepared by WW+P under separate cover**.

Orangeville Official Plan (2025 Consolidation)

The existing Orangeville Official Plan provides high-level guidance with respect to principles, values and direction for growth in the Town. The OP notes that between 1996 and 2008, the population of Orangeville had grown at an annualized rate of 1.9%, which represents reasonably health and stable growth. Over the same period, employment grew at an annualized rate of 2.5%.

Given recent growth and changes to Orangeville over the past two decades, it is important to reflect on progress to date and to provide a roadmap which plans for and guides future growth in an organized manner. Furthermore, it is important that policies in the OP reflect a balance between municipal interests and market demand, as well as continue to ensure that Orangeville is a preferred location for people to live, work and play.

Draft Growth Management Strategy: Phases 1 & 2

The Draft *Growth Management Strategy*, dated March 2026 and prepared by Watson & Associates Economists Ltd. ("Watson") identifies population and employment growth projections to 2076 within the Town of Orangeville. This exercise is being undertaken in parallel to the Official Plan Review, and will serve as an important input into how the Town grows, and plans to accommodate such population growth. The draft analysis identifies two distinct growth scenarios, outlined as follows:

- **Scenario 1** (Constrained Scenario) – This scenario assumes that the Town's municipal boundary does not change and that no expansions into water and wastewater capacity are pursued. Under this outcome, the population would reach 36,500 by 2045, which would represent the maximum supportable population in the community. At the same time, total employment would reach approximately 16,900;

- **Scenario 2** (Expansion Scenario) – This scenario anticipates that Orangeville's municipal boundary changes, and investments are made to expand water and wastewater capacity. As a result, growth is forecast to reflect levels realized over the previous two decades. By 2056, the population of Orangeville is forecast to reach 39,800. At the same time, total employment would reach approximately 18,900.

The findings of the *Growth Management Strategy* found that the Town would require an additional 119 hectares of land to accommodate growth in housing and employment over the next 30 years. This includes some 26 hectares for commercial and institutional uses, as well as 56 hectares for Employment Area lands.

2.0
Market Profile

2.1 Existing Supply Profile

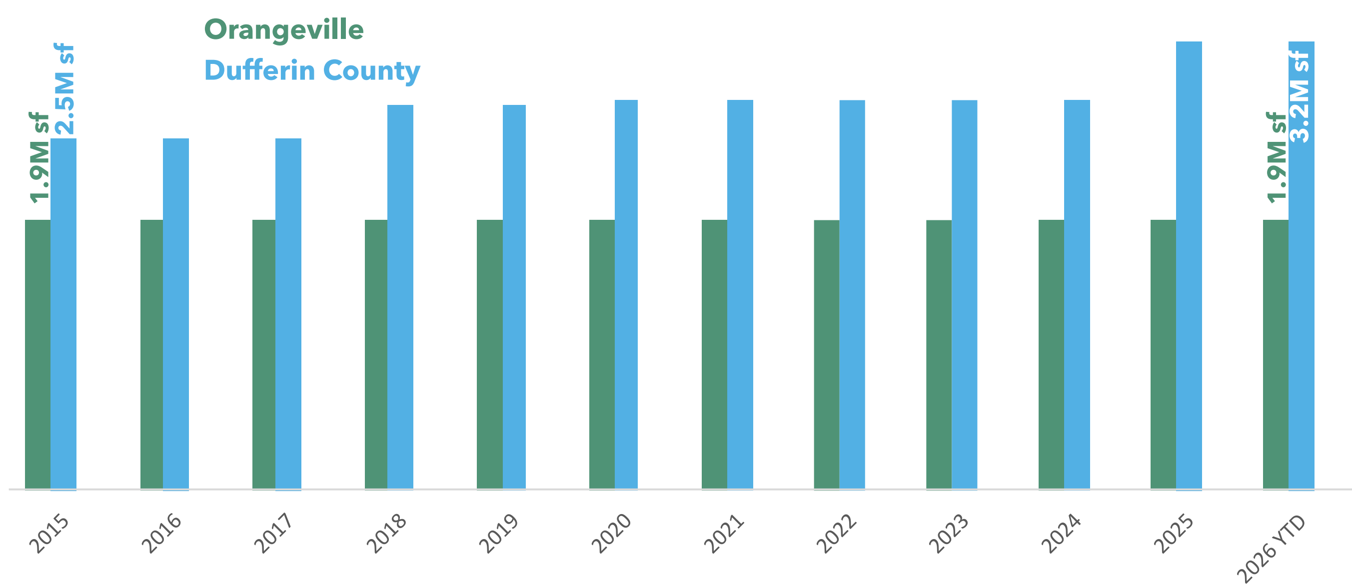
(Key Performance Indicators)

Inventory

- As of Q2 2026, there is a total of **1.9 million square feet of industrial space** operating in the Town of Orangeville (Figure 2.1). The supply of industrial space has not materially increased since 2015.
- **Orangeville comprises the bulk of the industrial space within Dufferin County** (some 60% of the approximately 3.2 million square feet). However, since 2015 the County's overall supply of industrial space has increased by some 27%, **with effectively all of that increase occurring outside of Orangeville**. This suggests that other parts of Dufferin County are *potentially* viewed by industry as more accessible, affordable or have preferred land supply when compared to opportunities in Orangeville.

Figure 2.1

Change in Industrial Supply by Geography, 2015-2026



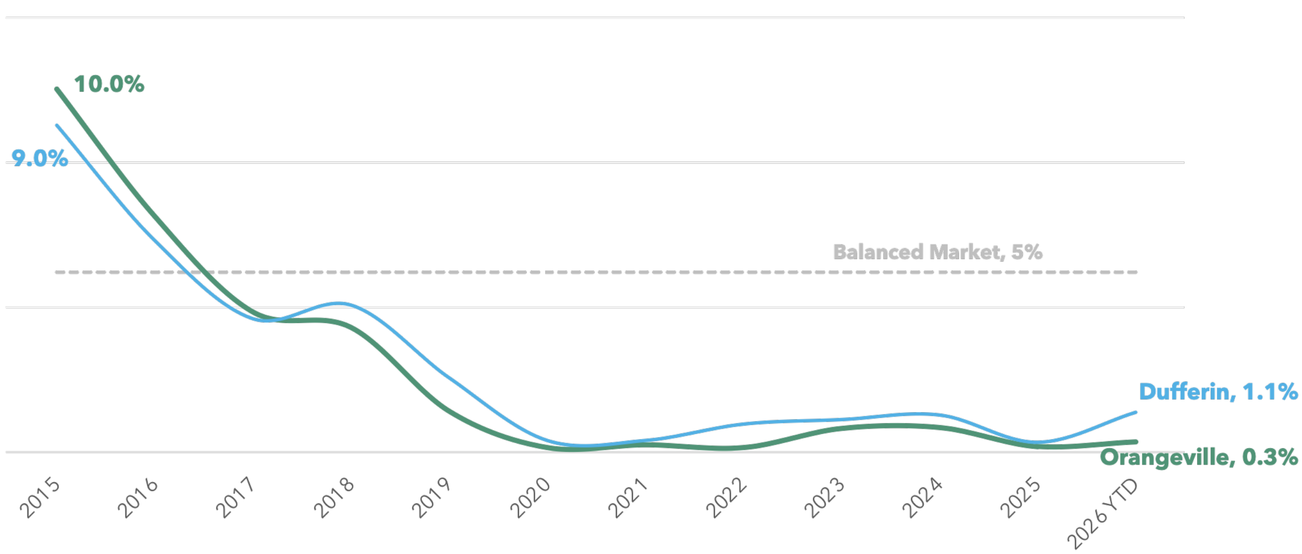
Source: Parcel, based on CoStar Realty Services.

Vacancy Rates

- Figure 2.2 shows the industrial vacancy rate across Orangeville and compared to Dufferin County.
- Vacancy rates in Orangeville and across the region have steadily declined since 2015, suggesting that demand is outpacing supply. In almost all periods surveyed since 2015 the **vacancy rate in Orangeville tracks slightly below that of the benchmark** across Dufferin County.
- A vacancy rate of 0.3% recorded in the Town of Orangeville in 2026 suggests that market conditions are extremely tight and that there is **effectively no opportunity for new prospective businesses** to open facilities in the Town. Additionally, for **growing and expanding local businesses, such a tight vacancy rate limits opportunities for expansion** within the community.
- Vacancy rates in Orangeville are **considered below what is generally characterized to be a healthy and stable market** (i.e., typically upwards of 5%). Such a low vacancy rate creates challenges and limitations on economic activity and is indicative of an environment that could support new industrial space.

Figure 2.2

Industrial Vacancy Rates



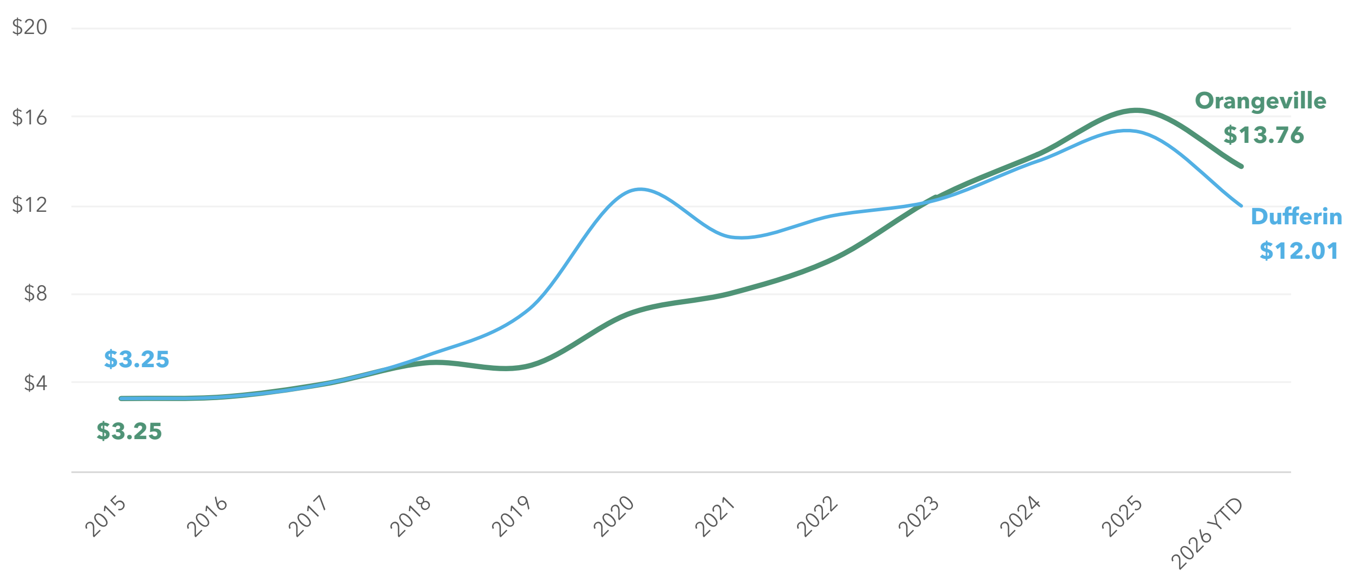
Source: Parcel, based on CoStar Realty Services.

Net Rents

- Figure 2.3 demonstrates growth in net rental rates for industrial space in Orangeville and more broadly across Dufferin County.
- **Rents have risen significantly and steadily since 2015**, peaking in 2025 at $16.30 per square foot in Orangeville. **Modest declines have been observed across the first two quarters of 2026, potentially owing to limited leasing activity due to supply shortages**.
- Recent increases in rents as observed in Orangeville and across Dufferin County are **indicative of a market when demand for space is outpacing the available supply**. Rent increases of this nature can create **challenges for local and small businesses to remain in their communities** and continue to operate profitably.
- That said, we note that these rates have increased from a very low starting rate over this period beginning in 2015. Even at the elevated $13.76 per square foot rents now being exhibited, local rental rates still remain quite low overall and could face **challenges in terms of "net new" developments that are financially feasible** (i.e., in order to overcome very high costs of construction, which have also risen sharply).

Figure 2.3

Average Industrial Rents (per Square Foot)



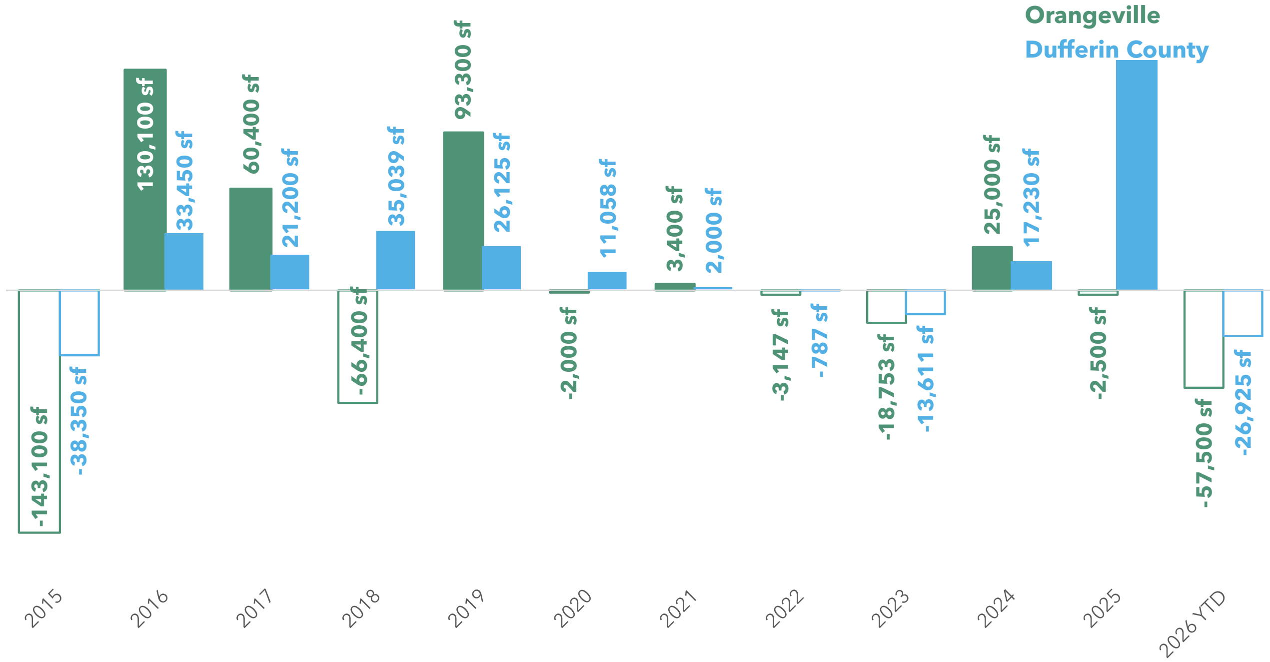
Source: Parcel, based on CoStar Realty.

Absorption

- Annual net absorption of industrial space in Orangeville has **been modest** overall since 2015 despite limited new supply coming on stream (Figure 2.4).
- A **significant share of absorption activity across Dufferin County has been concentrated in Orangeville since 2015**, suggesting that the Town represents the most dynamic and *potentially* in demand jurisdiction within the County.

Figure 2.4

Industrial Annual Net Absorption, Orangeville



Source: Parcel, based on CoStar Realty data (as of April 2026).

2.2 Future Supply Profile

- Based on active development applications, Parcel has identified **upwards of 163,000 square feet of new industrial space** which could ultimately be introduced to the Orangeville market in coming years (Figure 2.5).
- It is important to note that the **largest share of this space—located at 33 Centennial Drive—represents an addition to an existing industrial facility**, rather than a net new building.
- Although a meaningful amount of industrial space, it is **likely that the Town would require even more space proposed in order to shift the market into more balanced conditions**. This may require introducing additional designated employment lands, to facilitate increased opportunity / optionality for prospective businesses and investors.

Figure 2.5

Proposed Industrial Building Space

Address	**Industrial Space**
250 C Line	51,000 sf
33 Centennial Drive	107,000 sf
39 Commerce Rd	5,000 sf
Total	**163,000 sf**

Source: Parcel, based on CoStar Realty Services and Orangeville development applications data.

3.0

Economic Profile

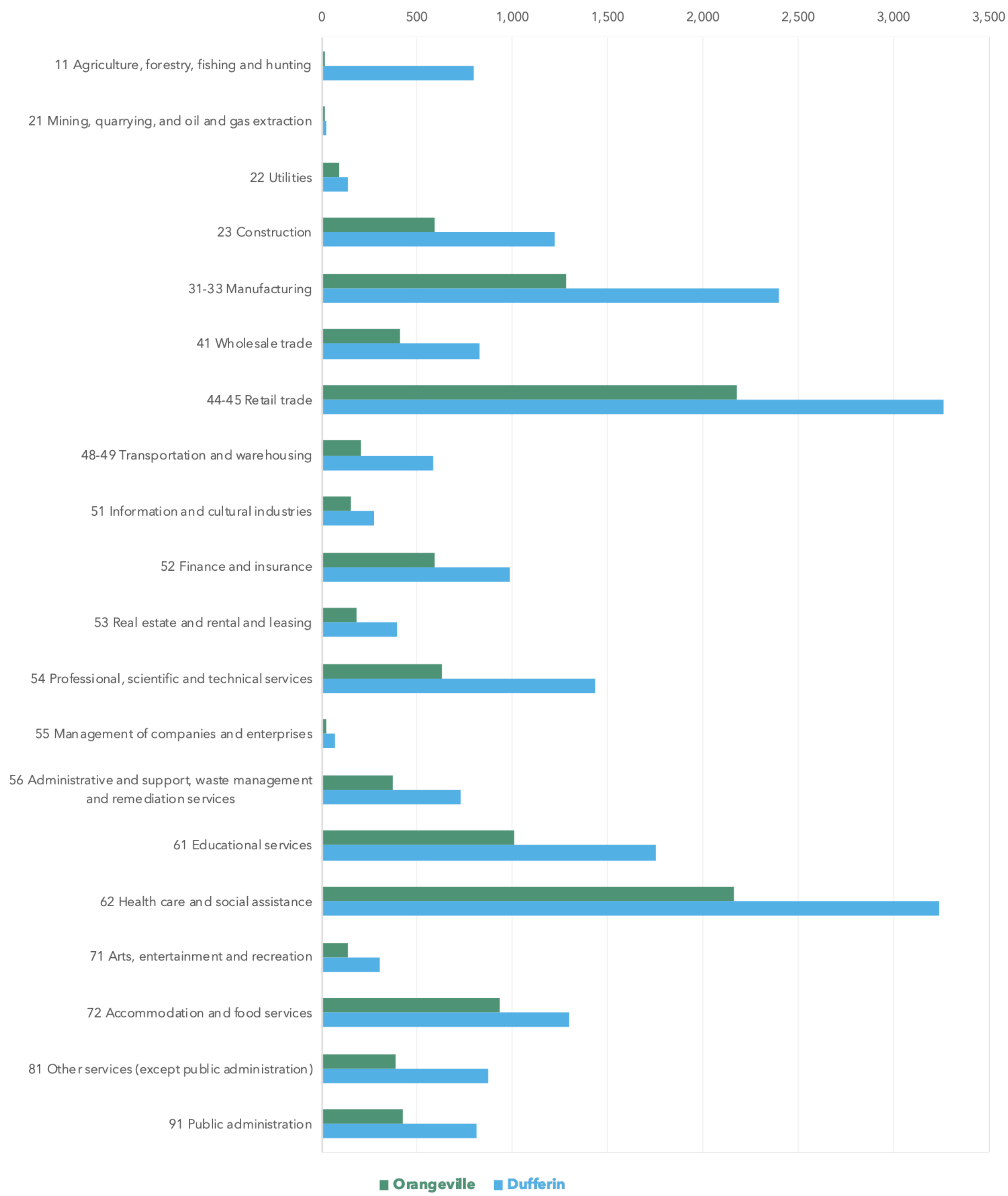
3.1 Employment Trends

Current Employment Profile

- Figure 3.1 shows total employment organized by NAICS category for jobs that are primarily located in Orangeville, as well as Dufferin County.
- As of 2021, there were a total of some 11,790 jobs in Orangeville, representing slightly more than half (55%) of the 21,400 positions recorded across the broader County.
- **This share has decreased significantly since 2011, when Orangeville comprised upwards of 67% of all positions in Dufferin County**. This is likely a reflection of stagnant employment growth in Orangeville, compared to modest job growth in the broader County, versus the opening or shuttering of a small number of significant employers.
- Relative to the broader County, Orangeville contains notable clusters of employment in retail trade, financial and insurance, and accommodation and food services. **These sectors suggest that Orangeville is well established as a regional service hub**, providing goods and services for both local residents and a significant share of Dufferin County and beyond.

Figure 3.1

Place of Work Data, Town of Orangeville and Dufferin County, 2021



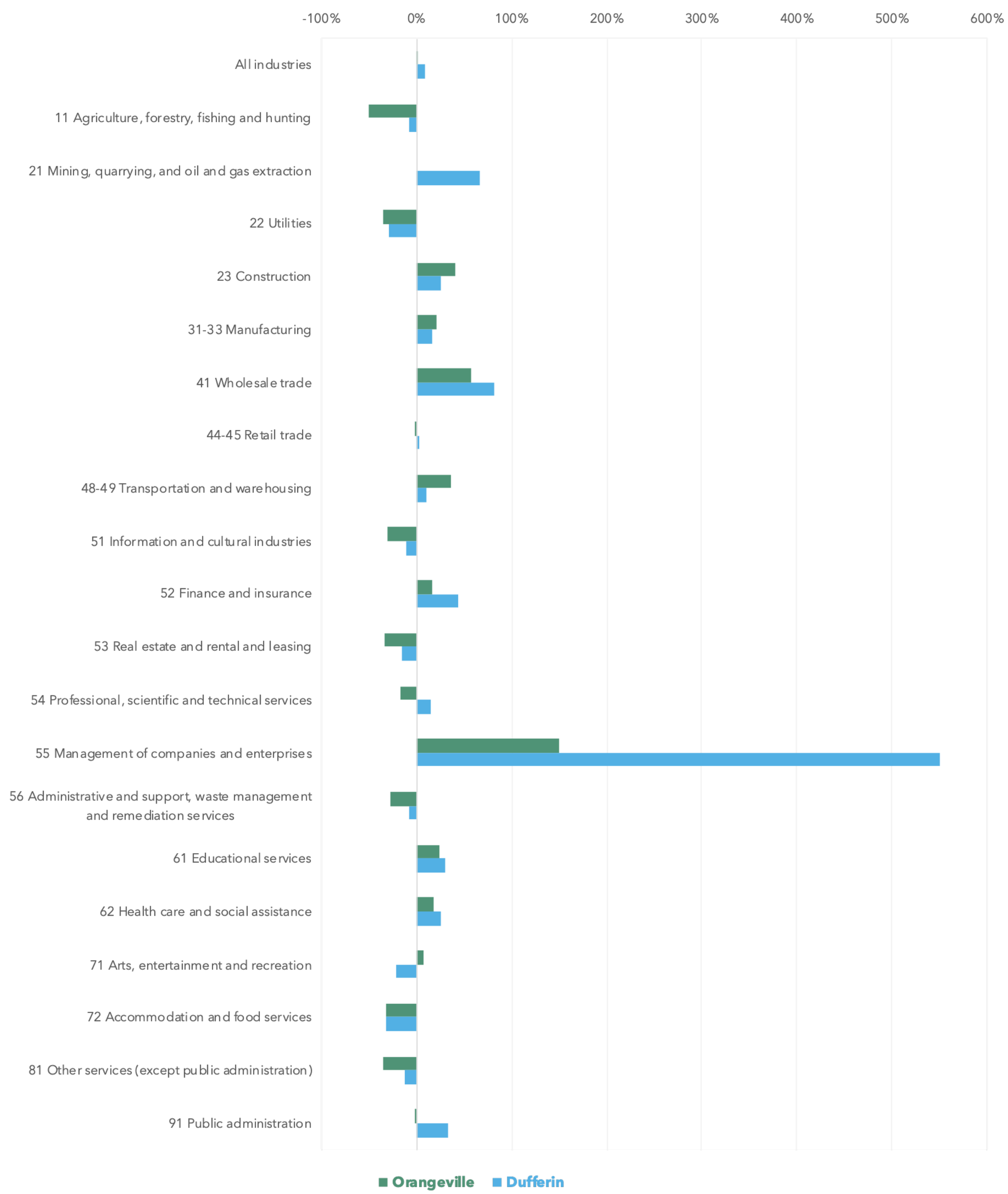
Source: Parcel, based on 2021 Census of Canada.

Change in Employment Profile

- Figure 3.2 illustrates how employment has changed between 2016 and 2021 in Orangeville, as well as Dufferin County.
- Relative to the Dufferin County benchmark, **Orangeville has not seen significant employment gains**. Rather, proportionate employment growth in the County outside of Orangeville have been notable in finance and insurance, management of companies and enterprises and public administration.

Figure 3.2

Percentage Change in Employment by Category and Geography, 2016-2021



Source: Parcel, based on 2021 Census of Canada.

3.2 Other Macroeconomic Conditions

As a key factor influencing the current state of the non-residential real estate sector, development conditions across the country have become extremely challenging as of late, with only select new projects being underwritten as "feasible".

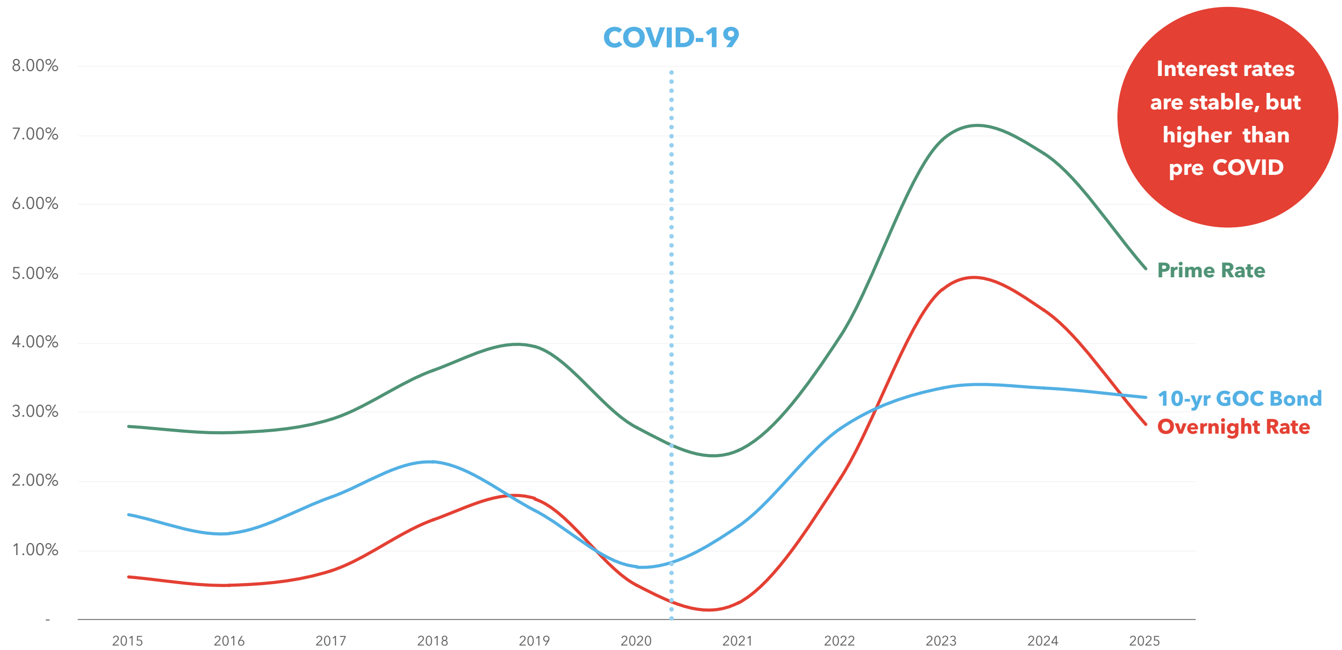
These challenges include recent fluctuations affecting the costs of new development (e.g., interest rate changes, increased construction costs, etc.), among a range of other macroeconomic factors, as outlined herein.

Interest Rates

- Following an extended period of notably low interest rates leading up to the COVID-19 pandemic, 2022 through 2024 marked a period of significant increases. In conjunction with the significant capital costs associated with developing new real estate, elevated interest rates can have **significant impacts on financing** (i.e., subject to the amount of equity available for a given project and/or the amount required to be financed via debt / loans).
- Interest rates did begin declining in 2024, which creates more favourable development conditions moving forward, all else being equal. However, **interest rates post-pandemic remain above pre-pandemic rates**.

Figure 3.3

Historical Interest Rates



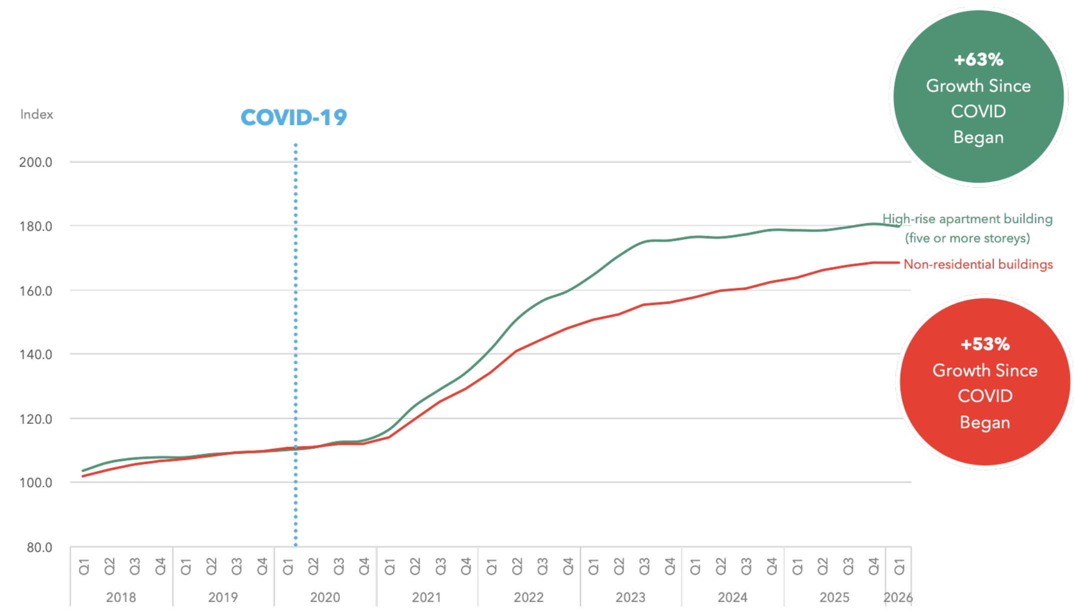
Source: Parcel, based on the Bank of Canada. As of Q2 2025.

Construction Costs

- Since the COVID-19 pandemic, construction costs have **increased rapidly**, creating a challenging development environment (See Figure 3.4). While growth rate increases have been declining to pre-pandemic levels (See Figure 3.5), costs remain relatively high on a total dollar term basis.

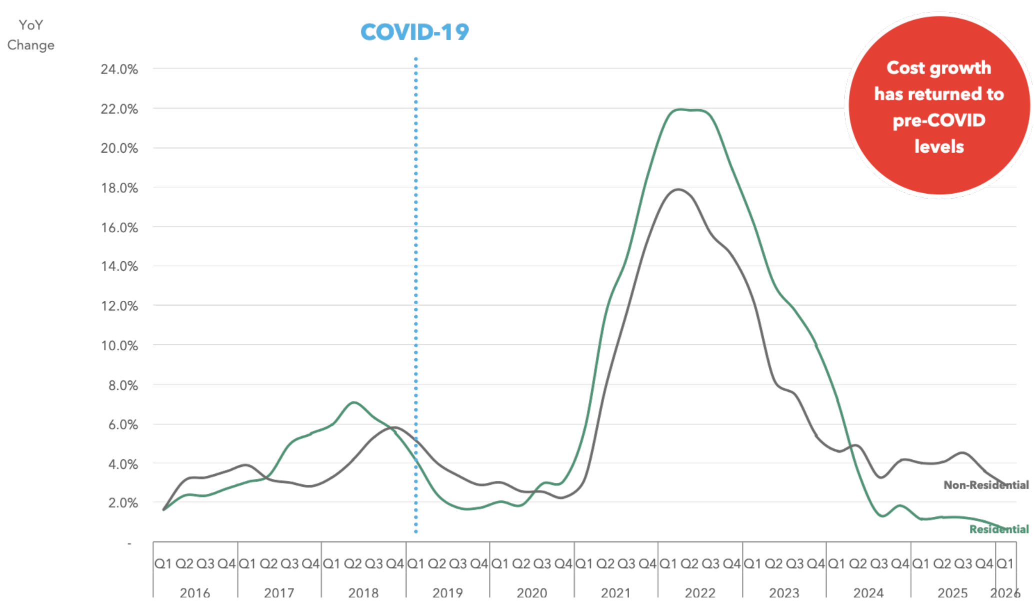
- Non-residential construction costs are slightly lower than residential construction costs, but still **substantially above pre-pandemic costs**.

Figure 3.4
Building Construction Costs



Source: Parcel, based on Statistics Canada Building Construction Index (BCPI) data. As of Q1 2026.

Figure 3.5
Building Construction Price Index Year-Over-Year Change



Source: Parcel, based on Statistics Canada Building Construction Index (BCPI) data. As of Q1 2026.

Other Land Use-Based Considerations

Highest & Best Use Inertia

- Notwithstanding the current real estate downturn, **market residential broadly continues to represent the "highest and best use"** for many typical development sites across Southwestern Ontario and beyond.
- With even purely market-based projects challenged by the various factors above, it has become increasingly difficult to achieve project feasibility for developments that are required to include components that typically reduce—or "discount"—revenue streams relative to residential uses. This can often include various types of non-residential uses and further squeeze the gap between total project costs and available revenues to offset them.

Non-Residential Space Feasibility

- In the context of both standalone buildings and new mixed-use developments, these challenges—in conjunction with other factors specific to the delivery of non-residential uses—create additional risk to advancing developments in a financially feasible manner. Notably, including too much non-residential space, which typically act as a **"drag" on the financial performance** of developments, can result in: (i) infeasible projects; and/or (ii) unwanted oversupplies of non-residential space / poor-performing spaces and/or heightened vacancies.

4.0

Employment Land Need

4.1 Forecast Demand

Draft Growth Management Strategy: Phases 1 & 2

As noted at the outset of this reporting, the Town has retained Watson as part of a parallel *Growth Management Strategy* exercise, which has involved the production of draft population and employment growth projections to 2076.

Parcel has undertaken an updated analysis of forecast demand for Employment Land in Orangeville, based on these same employment growth projections to 2056. The following outlines the key assumptions and methodology utilized to arrive at the warranted need for the purposes of this parallel OP Review process.

Key Assumptions

Employment Growth by Sector

In planning for employment uses, the Town must consider current market demand, trends and opportunities. Therefore, it is important to consider what potential future demand for these uses could be in light of the community's employment trajectory.

Figure 4.1 illustrates that, over the longer-term planning horizon to 2056, the Town of Orangeville is forecast to **grow by over 720 employment lands jobs under the "expanded" scenario, and an estimated 350 jobs under the "constrained" scenario**. Over the projection horizon, it is anticipated that industrial jobs will modestly expand as a share of total jobs as recorded in 2026, from some 15.8% to 16.1% by 2056.

Figure 4.1

Orangeville Employment Growth by Scenario, 2026 – 2056

	"Expanded" Scenario	"Constrained" Scenario
Primary	0	0
WFH	460	270
Industrial / Employment	720	350
Commercial	1,480	930
Institutional	730	450
No Fixed Place of Work	820	540
Total	**4,210 jobs**	**2,540 jobs**

Source: Parcel based on employment projections prepared by Watson & Associates Economists Ltd. Note: Constrained scenario extrapolated by Parcel.

Job Densities

One of the key factors impacting potential future demand for employment lands is employment densities. These estimates are used to convert employment forecasts into land area. Recent advancements in automation and other macroeconomic factors (e.g., cost of construction) has gradually reduced typical densities across a number of industries.

For purposes of this analysis—and based on experience across a wide range of municipalities—Parcel has utilized the density assumption incorporated by Watson & Associates in the *Growth Management Strategy* of **15 jobs per net hectare** of land. Given the low-density, land intensive uses currently in Orangeville, and anticipated to continue, this is assessed to be a reasonable assumption for the purposes of assessing need.

Market Vacancy Adjustment Factor

It is additionally important to incorporate an assumption that a portion of lands available for development will remain perpetually vacant. This can be due to a variety of factors, including awkwardly shaped parcels not conducive to current development needs, land purchase / rental rates demanded not aligning with market need, and investor preference. As a result, a **market adjustment factor of 15% has been applied**, consistent with the *Growth Management Strategy*.

Intensification Adjustment Factor

It can also be the case that a share of forecasted employment growth is accommodated through intensification of existing business operations. This can be accommodated through the physical expansion of an industrial facility (e.g. adding a second storey, expanding the building footprint etc.), or through increasing the density of jobs occurring within a given building. Based on our review, average lot coverages in Orangeville are relatively low, featuring a large amount of surface parking, outdoor storage and opportunity for expansion. However, given Orangeville's location, the nature of existing and expected employment land users in the community and market dynamics, there is not expected to be substantial intensification on Orangeville's employment lands. As a result, we have maintained Watson's assumption that **5% of all employment growth will be accommodated through intensification**.

Market Contingency

A **20% market contingency** has been applied, acting as a "buffer" to account for fluctuations in forecasted conditions. This buffer allows for sufficient flexibility for the Town and private business to respond to potential one-off or larger than anticipated demand and respond to new and evolving market dynamics.

Forecast Employment Land Demand

Based on the foregoing assumptions, and employment projections under the "expanded" and "constrained" scenarios, we have prepared an employment land need analysis to 2056.

Employment growth in Orangeville is expected to generate need for <u>approximately 20 to 57 hectares of employment-designated lands</u> under the tested scenarios to 2056 (Figure 4.2).

Figure 4.2

Forecast Employment Land Need in Orangeville to 2056

	"Expanded" Scenario	"Constrained" Scenario (Estimate)
Total Industrial Employment Growth 2026-2051	720	350
Jobs Accommodated Through Intensification (5%)	40	20
Jobs to be Supported on Employment Lands	**680**	**330**
Employment Density	*15 jobs per net ha*	
Net Employment Land Required	**45 ha**	**22 ha**
Vacant Supply	11 ha	
Vacant Supply Less Long Term Adjustment Factor	**9 ha**	
Net Employment Area Land Need	36 ha	13 ha
Gross Employment Area Land Need	45 ha	16 ha
Market Contingecy added	20%	
Total Employment Area Land Required	**57 ha**	**20 ha**

Source: Parcel based on employment projections and assumptions prepared by Watson & Associates Economists Ltd. in *Draft Growth Management Study*. Figures have been rounded.

4.2 Competitive Positioning

To compare and contrast the potential value, merits and challenges associated with advancing new employment land development based on the "needs"-based assessment above, we have also undertaken an evaluation of a select subset of community nodes based on a number of predefined criteria outline herein. This includes key factors relating to the **locational attributes and characteristics that historically and currently make for successful, attractive industrial nodes**.

Figure 4.3 presents a summary of this evaluation, with the primary intent being for demonstrative and comparative purposes. That said, we do note the following general observations:

- Areas closer to the City of Toronto and specifically Pearson International Airport offer a more complete complement of critical infrastructure and positive locational characteristics that are difficult to match in other more rural and small-town areas of the Province (including Orangeville).
- The underlying strength of these locations—specifically other peripheral communities within the western "outer ring" of the GTA more broadly (e.g., Brampton, Caledon)—is not expected to change, thereby reinforcing their role as the primary industrial and employment land centres of the region. This has already been seen through more recent market conditions, including recent construction activity and active development proposals.
- By extension, other adjacent community nodes within the GTA (e.g., Halton Hills) boast a similar collection of attributes that continue to make them potentially more desirable locations for supporting existing and potentially new employment land development longer term, albeit at slightly discounted rental rates.
- In the more local Orangeville and Dufferin County-specific contexts, however, the primary strength and competitive advantage is the presence of relatively affordable land and industrial space rents (compared to other more central parts of the GTA / GGH). While the latter can impede financial feasibility of new real estate developments from the landowner / developer perspective, this can be a positive characteristic for prospective tenants and businesses seeking locations in the community.
- Moreover, the Town and County more broadly do still provide immediate highway access and connectivity to larger urban centres to the south, albeit not 400-series level highway infrastructure. Additionally, existing and new employment land uses could also serve other communities further north and west of Orangeville, as a key commercial and service centre for this part of the Province.

Figure 4.3

Comparison of Industrial Nodes

	Orangeville	Other Dufferin County	Caledon	Brampton	Halton Hills
Transportation Access: Highway (400-Series)			Moderate	High	Low
Transportation Access: Highway	High	High	High	High	High
Transportation Access: Rail			Moderate	Moderate	Moderate
Transportation Access: International Airport			Moderate	High	Low
Critical Mass: Existing Industrial Presence	Moderate	Low	High	High	Moderate
Critical Mass: Anchor Tenant Presence			High	High	Low
Proximity to Residential: Primary Urban Centre(s)			Moderate	High	Moderate
Proximity to Residential: Secondary Urban Centre(s)	Low	Low	High	High	High
Land Supply / Diversity	High	Low	Moderate		Low
Affordability: Land Values	Moderate	Moderate			Low
Affordability: Industrial Rents	Moderate	Moderate			Low

● Low Relevance

● Moderate Relevance

● High Relevance

Source: Parcel.

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