

10 Foster a Strong Economy

10.1 Introduction

Mississauga is an economically strong city where people and businesses thrive. The city's economic

success is based on its ability to attract and retain a diversity of business operations. Wholesale trade; manufacturing; professional, scientific and technical services; transportation and warehousing companies, as well as various other employment



Figure 10-1: There are over 420,000 employment opportunities in Mississauga providing jobs for local as well as regional residents. While the largest concentration of these employment opportunities is in the northeast quadrant of the city at the Airport and surrounding lands, Mississauga has a number of other thriving employment areas. Mississauga has been highly successful in attracting office employment and over the last 25 years the city has developed an average of approximately one million square feet of office space annually. (Robert Speck Parkway Business Area, Hewlett-Packard Building, Airport -Terminal 1)

sectors, are all represented in the city. Many of these companies are innovative businesses, large corporations and head offices. Mississauga is home to over 60 Fortune 500 head offices.

Mississauga's strong employment base has resulted in the city becoming a net importer of talent. Two-thirds of the resident labour force work in Mississauga, which demonstrates the variety of employment opportunities available to residents.

Mississauga is home to a well educated labour force. Ensuring that residents have access to opportunities to develop the skills and knowledge needed to meet the needs of the business community is critical to the city's continued economic success. Mississauga is home to The University of Toronto Mississauga and the Sheridan College campus in the Downtown. In addition to these post-secondary institutions, the City promotes the establishment of new universities and colleges so that local students have a variety of learning opportunities within their community. This will also attract new residents to the city to further their education, retain youth and encourage partnerships between academic institutions and businesses.



Figure 10-2: Retaining areas for employment purposes is vital to the health and competitiveness of the city. As the city's population grows through intensification and redevelopment, it will be critical to maintain the existing employment base and to provide opportunities for future employment.

Mississauga will continue to support existing businesses and work toward attracting new business ventures that complement the City's vision and provide a range of employment opportunities that utilize the skills and knowledge of the local labour force.

The city identifies three strategic economic development goals that support the city's vision: to be a Global Business Magnet, to have a Culture of Innovation and to be a Knowledge Economy. In this context, a number of target opportunities have been recognized in high growth knowledge sectors, including Life Sciences; Information, Communication Technologies (ICT); Finance and Insurance; and Advanced Manufacturing.

Each of these sectors has a strong presence in Mississauga today, with recognizable clusters in areas such as Airport Corporate Centre, Gateway and Meadowvale Business Park. In addition, Sheridan Park is characterized by a research cluster. It is critical for the city to continue to grow and sustain these knowledge sectors within the city.

The urban system supports the business community by promoting office and employment uses within Intensification Areas, while preserving lands for a variety of activities and extensive employment functions. Employment opportunities are to be concentrated within the Downtown, Corporate Centres, Major Nodes and Employment Areas. Special Purpose Areas are also important employment centres. Within Community Nodes and Neighbourhoods, employment opportunities that provide local services to residents are anticipated.

As Mississauga continues to develop, there will be fewer opportunities for land extensive business activities and a greater reliance on office development as a generator of employment. Mississauga is fortunate to have several highly successful office areas and is well positioned to attract considerable additional office growth. Mississauga's Downtown and Corporate Centres are particularly well located for future office development as they have excellent access to

existing and planned **higher order transit** services and several 400-series highways.

The provision of infrastructure and utilities in an environmentally sustainable, timely manner, and their maintenance is key to continued economic development and growth. Mississauga will encourage energy conservation and reduce air pollution and greenhouse gas emissions through land use patterns and urban design standards that support alternative forms of transportation, energy efficient buildings and opportunities for **cogeneration**.

10.1.1 Mississauga will encourage a range of employment opportunities reflective of the skills of the resident labour force.

10.1.2 Mississauga will identify and protect lands for a diversity of employment uses to meet current and future needs.

10.1.3 An adequate supply of lands providing locations for a variety of appropriate employment uses will be maintained to accommodate the City's growth forecasts.

10.1.4 The conversion of lands designated Business Employment or Industrial within Corporate Centres and Employment Areas to permit non-employment uses is prohibited unless considered through a Phase One municipal comprehensive review and, where applicable, a Phase Two municipal comprehensive review. For the purposes of this policy, **major retail** uses are considered non-employment uses.

a. A Phase One municipal comprehensive review will be required to demonstrate that;

- there is a need for the conversion;
- Mississauga will meet the employment forecasts of this Plan;
- the conversion will not adversely affect the overall viability of the employment area and achievement of the intensification target, density targets and other policies of this Plan;

- there is existing or planned infrastructure to accommodate the proposed conversion;
- the lands are not required over the long term for employment purposes; and
- cross-jurisdictional issues have been considered.

b. Where a Phase One municipal comprehensive review has identified the potential for the conversion of lands, Phase Two of the municipal comprehensive review will determine appropriate land uses for identified areas and consider, among other matters, the following:

- alternative locations for displaced employment uses;
- land use options that result in a similar or greater number of employment opportunities;
- compatibility with surrounding land uses;
- infrastructure capacity, needs and costs; and
- municipal benefits to be realized through land conversion.

c. Development applications for the conversion of lands to non-employment uses will be considered premature until both Phase One and Phase Two of the municipal comprehensive review has been completed.

10.1.5 Mississauga will provide for a wide range of employment activities including office and diversified employment uses. To this end Mississauga will:

- a. strive to increase office employment;
- b. encourage the establishment of knowledge-based industries and support their growth; and
- c. encourage the establishment of small innovative businesses and support their growth.

10.1.6 Mississauga will facilitate the operation and where appropriate, the expansion of existing

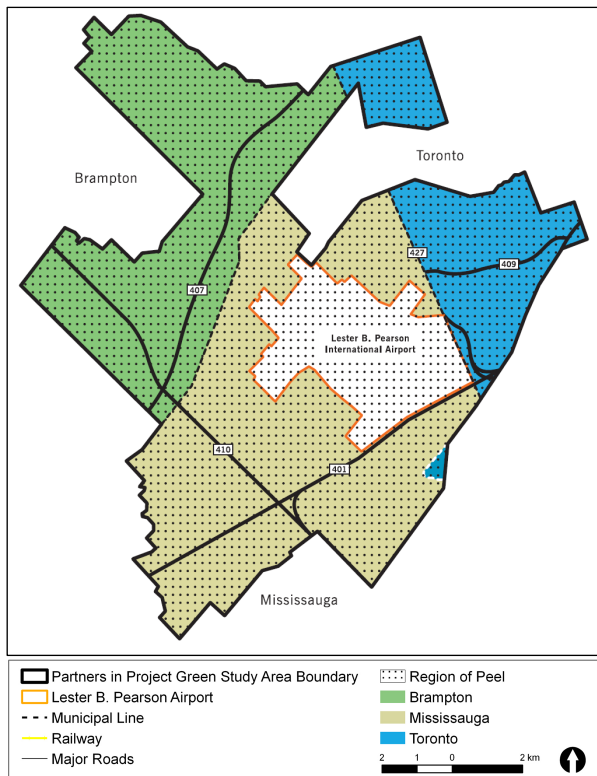


Figure 10-3: Partners in Project Green is a growing community of businesses working together to green their bottom line by creating an internationally recognized 'eco-business zone' around the Airport. Through new forms of business-to-business collaboration, Partners in Project Green delivers programming that helps businesses reduce energy and resource costs, uncover new business opportunities and address everyday operational challenges in a green and cost-effective manner.

businesses as permitted by this Plan. In some locations, alternative land uses may be identified to encourage the relocation of existing businesses to allow the lands to redevelop in accordance with the planning vision for the area. Development proponents may be required to submit satisfactory studies prior to development.

10.1.7 To encourage economic development and competitiveness, Mississauga will ensure the necessary infrastructure is provided to support current and forecasted employment needs.

10.1.8 Transit supportive development with compact built form and minimal surface parking will be encouraged in Corporate Centres, **Major Transit Station Areas** and Corridors.

10.1.9 Mississauga will foster eco-industrial activity in new and existing employment areas, such as the Pearson Eco-Business Zone, which will demonstrate innovation and high levels of environmental and economic performance by:

- transforming the employment area into an eco-industrial zone;
- creating sustainable economic area and green business areas;
- investing in green buildings, technology and practices;
- encouraging leveraged partnerships between public and private organizations; and
- establishing multi-objective infrastructure.

10.1.10 Residential uses will be prohibited within Corporate Centres and Employment Areas.

10.2 Office

Mississauga's success in attracting office development is an asset to the economy. Current office development is concentrated within the Corporate Centres, however, the Downtown and Employment Areas also have considerable office development. Promoting office development in the Downtown is of particular importance to the City in order to support **higher order transit** and create a lively mixed use live/work area.

10.2.1 Major office development will be encouraged to locate within the Downtown, Major Nodes, Corporate Centres and **Intensification Corridors**.

10.2.2 **Secondary office** within Employment Areas will be encouraged to locate within **Major Transit Station Areas** and Corridors.

10.2.3 Outside of Employment Areas, **Secondary office** development will be encouraged to locate within Community Nodes and **Major Transit Station Areas**.



Figure 10-4: Over the years Mississauga has been able to attract many diverse businesses. Many of these offices have concentrated in the city's Corporate Centres, Employment Areas and Downtown. In the future, the City will promote increased office use and activity within the Downtown.

10.2.4 Within Intensification Areas ground floor retail uses are encouraged within office buildings. Local Area Plans may determine where ground floor retail uses will be required.

10.2.5 Offices associated with employment uses such as manufacturing, research and development and warehousing will be permitted as an accessory use.

10.3 Industry

Industrial uses include manufacturing, assembling, processing, fabricating, research and development, sales and service, warehousing, distributing and wholesaling.

Industrial activities contribute significantly to the city's economic base. Industrial uses should locate in appropriate areas, such as Employment Areas. It is a priority for Mississauga to ensure that sensitive land uses remain separated from industrial uses.

There is only one quarry remaining in operation in the Southdown Character Area and no new quarries will be permitted. Existing areas of mineral resources will operate in compliance with legislation of the Provincial Government and the policies of this Plan.

10.3.1 Industrial uses will be permitted to locate within Employment Areas. Character Area policies may identify sites permitting industrial uses outside of Employment Areas.

10.3.2 Mississauga will protect lands within Employment Areas for industrial uses.

10.3.3 Development will minimize land use conflicts between industrial uses and sensitive land uses.

10.3.4 Within Employment Areas, Mississauga will support the continued operation of existing industrial uses and discourage employment uses and sensitive land uses in the vicinity of existing industrial land uses that would:

- a. require industrial uses to significantly modify their operations;
- b. cause industrial uses to be in non-compliance with pertinent standards; and
- c. inhibit the development of designated industrial lands for the purposes permitted by this Plan.

10.3.5 Industrial uses in proximity to residential uses and sensitive land uses will:

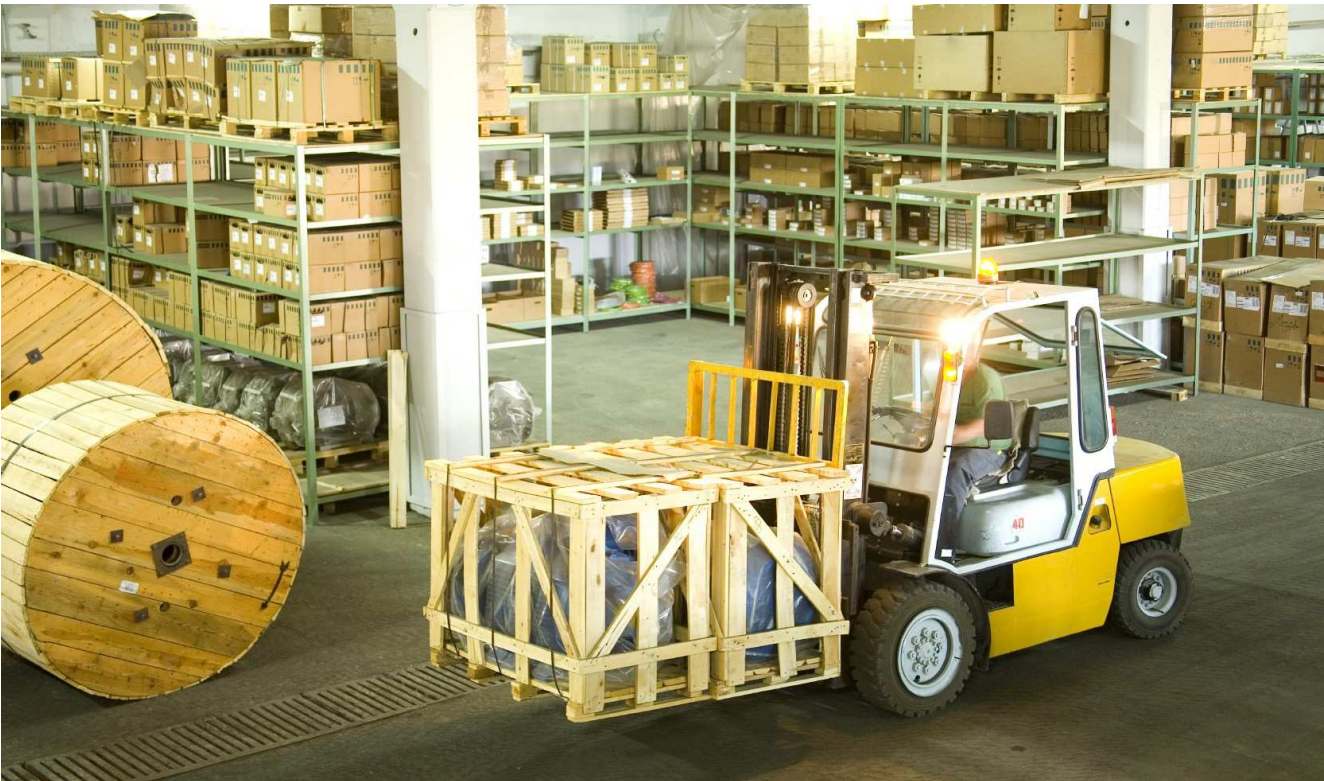


Figure 10-5: Mississauga is home to many warehousing and distribution centres, providing many employment opportunities within the city. These types of uses, along with other industrial uses, are best served by locating within Employment Areas away from sensitive land uses.

- a. not have outdoor storage;
- b. not generate air pollution, odour or excessive noise; and
- c. have a high standard of building design and landscaping.

10.3.6 Mississauga may identify alternative land uses and redesignate sites with existing industrial uses outside of Employment Areas or within Intensification Areas to encourage the relocation of the existing business, thus allowing the lands in the vicinity to redevelop in accordance with the existing or planned land uses.

10.3.7 The conversion of multi-unit industrial developments to industrial condominiums will be discouraged for lands within Intensification Areas and along Corridors.

10.3.8 Applications to expand an existing quarry must determine the area of influence and other additional information deemed necessary by the City.

10.3.9 Progressive rehabilitation of excavated pits and quarries will proceed toward a compatible after-use for the site in accordance with approved site development and rehabilitation plans approved by the City and Provincial Government.

10.3.10 Processing of excavated materials and related activities must occur within, or contiguous to, the area licensed.

10.3.11 Prior to the consideration of development proposals within the area of influence of quarry operations, it will be demonstrated, to the satisfaction of the City, that there will be no adverse impacts that would make it incompatible with the quarry operation so as not to preclude the continued use of the quarry.

10.4 Retail

Retail means the sale, lease and/or rental of goods to public. Retail is often combined with other uses such as personal service establishments, offices, financial institutions, restaurants and overnight accommodations.

The primary locations for retail uses will be the Downtown, Major Nodes and Community Nodes. Retail uses within these locations will be encouraged to contribute to a vibrant, mixed use environment and be developed in combination with residential and office uses.

Within Corporate Centres, retail uses in conjunction with office developments will be encouraged in order to provide services to local businesses and

employees. New free standing retail uses will not be permitted.

Within Neighbourhoods, further retail commercial will be directed to lands designated Mixed Use. Retail uses will be encouraged to develop in combination with residential and office uses.

While Employment Areas have a number of existing retail areas, they are not the preferred location for this type of use. Existing designated retail areas will be recognized by this Plan and further development of retail uses within the limits of land designated Mixed Use is permitted, however, their expansion and the establishment of new **major retail** areas will not be allowed. Existing retail areas will be encouraged to redevelop to appropriate non-retail employment uses.



Figure 10-6: Commercial uses are a staple for everyday living. These uses will be concentrated in the Downtown, Major Nodes and Community Nodes. Some retail services will be provided in Neighbourhoods. Not only is the location of commercial uses important in servicing residents, but the scale and design of these structures is important in creating a comfortable sense of place where people want to gather.

10.4.1 Retail uses are encouraged to locate primarily within the Downtown, Major Nodes and Community Nodes.

10.4.2 Retail uses will be permitted within Corporate Centres, where they support employment uses and employees. Character Area policies or local area plans will identify appropriate locations and types of uses.

10.4.3 Retail uses may be permitted within Neighbourhoods to provide retail uses convenient to the local residents. Character Area policies or local area plans will identify appropriate locations and types of uses.

10.4.4 Within the Downtown, Major Nodes, Community Nodes and Corporate Centres, existing single storey retail development will be encouraged to redevelop into multi-storey mixed use developments.

10.4.5 Retail uses outside the Downtown, Major Nodes and Community Nodes will be directed to Corridors and **Major Transit Station Areas** or in locations as identified in Character Area policies or local area plans.

10.4.6 The dispersion of retail uses beyond designated commercial areas will be discouraged.

10.4.7 Lands designated for retail areas within Employment Areas are recognized by this Plan, however, no additional lands will be designated for retail development unless recommended through a municipal comprehensive review.

10.4.8 Local areas plans or planning studies will consider alternative land uses for lands designated for retail uses within Employment Areas.

10.5 Post-Secondary Institutions

Post secondary institutions can attract and support the growth of strong, innovative businesses, and further the needs and interests of youth, older adults and recent immigrants to Mississauga. Improved transit facilities and providing for a range of suitable, affordable housing choices are key to attracting new post secondary schools, colleges and universities to Mississauga.



Figure 10-7: The University of Toronto Mississauga (UTM) has greatly expanded over the past few years. The university has built additional educational, recreational and housing structures for student use. Mississauga looks forward to working with other universities and colleges, who choose to locate within the city, to create new campuses with similar amenities as UTM.

10.5.1 Mississauga will encourage the expansion of existing and the establishment of new post-secondary institutions within the city, particularly within the Downtown, Major Nodes, and in proximity to **Major Transit Station Areas**.

10.5.2 In addition to educational, research, office and residential uses, other land uses that support the functioning of the post-secondary institution and the needs of the staff, students and visitors will be permitted.

10.6 Infrastructure and Utilities

The City is well served by a comprehensive network of infrastructure and utilities that supports its economic function and growth. Infrastructure and related services will be provided in a coordinated, timely manner and maintained at a level that is financially sustainable to meet the needs of the existing businesses and residents, as well as providing for future growth.

For the purposes of this Plan, infrastructure and utilities includes sanitary sewer and water supply, stormwater management facilities and systems, gas and oil transmission pipelines, **electric power distribution and transmission facilities**, telecommunications and other cabled services. These are provided by various government agencies, public bodies and the private sector.

10.6.1 In cooperation with other levels of government, appropriate agencies and the private sector, Mississauga will ensure that all development will have adequate infrastructure and utilities.

10.6.2 Mississauga will work with utility providers to ensure that networks are established and phased to serve new development in a timely and efficient manner.

10.6.3 Mississauga will undertake discussions with utility providers regarding the feasibility of servicing existing and future employment areas with leading-edge telecommunications services, including

broadband technology, to attract knowledge-based industries and support the economic development, technological advancement and growth of existing businesses.

10.6.4 Mississauga will encourage discussions with utility providers to determine appropriate utility design and placement within Intensification Areas prior to determining the placement and design of utilities.

10.6.5 Mississauga will ensure that full Regional and municipal services are available to serve all development in Mississauga.

10.6.6 Where possible, the existing conditions should be augmented by the re-establishment of native vegetation and the preservation of existing landforms, vegetation and drainage patterns. Where possible, at source controls should be provided to reduce the need for new infrastructure. All efforts to this effect should be guided by the appropriate environmental agencies according to all Provincial



Figure 10-8: The 27 hectare Lakeview Water Treatment Facility is located on the shore of Lake Ontario in Mississauga and is operated by the Region. The Region has identified the need for a capacity expansion of the facility as a result of increased growth to serve the eastern part of Peel and to meet servicing requirements in York Region. The expansion of the Lakeview plant will increase capacity to produce 1 150 million litres of water per day.

Government, Regional Government and municipal regulations.

10.6.7 The preservation of existing trees and the planting of new trees will be given priority and coordinated with utility placement within the public boulevard.

10.6.8 Mississauga will maintain and establish programs for renewal of infrastructure and utilities. In doing so, Mississauga will ensure that the capital cost, maintenance cost and environmental impact are minimized.

10.6.9 Mississauga expects that the Region of Peel will provide appropriate and timely water, and wastewater facilities to serve the city's development.

10.6.10 Appropriate storm sewer facilities will be installed for the safety of residents, with due regard for the need to protect **watercourses** and associated ecosystems from any possible destructive effects of stormwater runoff.

10.6.11 The sizing of storm sewer facilities will be based on the ultimate development pattern within the various drainage areas.

10.6.12 Development proposals will be subject to the recommendations of watershed studies to assess potential effects of these proposals on receiving **watercourses**. In addition, development will be required to implement stormwater management strategies in accordance with the most current stormwater management guidelines prepared by the City, the appropriate Conservation Authority and the Provincial Government.

10.6.13 Any stormwater quality/quantity facilities within Greenbelt lands must have regard for the viability of natural areas and their features and functions, and will be subject to naturalization efforts to the satisfaction of the City and the appropriate Conservation Authority, as a part of development.

10.6.14 Storm sewer services policies are to be read in conjunction with urban drainage policies.

10.6.15 Natural Gas and Oil Pipelines, shown on Appendix I: Oil and Gas Transmission Lines, are permitted in all land use designations, except Greenbelt.



Figure 10-9: The Airport contributes to the success of the city's economy. The Airport's economic benefits transcend the Airport area to local distribution centres, logistic businesses, courier companies and transportation companies, among others.

10.6.16 The design standards used in the construction of any natural gas or oil transmission pipeline through undeveloped areas within Mississauga will take into account ultimate urbanization near or adjacent to that pipeline.

10.6.17 Setbacks of a residence, place of work, or public assembly to an oil or gas easement or associated structure, and an appropriate building design, will be determined based on the type of pipeline, stress level of the pipeline and shall take into consideration the Guidelines for Development in the Vicinity of Oil and Gas Pipeline Facilities prepared by the Technical Standards & Safety Authority.

10.6.18 Existing or new easements accommodating gas and/or oil pipelines should be incorporated into development plans as public open space, walkways or bicycle paths, but not be incorporated into individual lots. In some cases, in consultation with the pipeline operator, certain other uses, such as vehicle parking, may be considered, if it forms an integral part of the development.

10.6.19 Local service power lines, telephone and other cabled services will be located underground, where feasible and desirable.

10.6.20 Telecommunication facilities, including buildings and related structures, satellite dishes and cellular antennas should be designed and located to minimize visual impact in high profile and sensitive areas.

10.6.21 Mississauga will not permit electric power distribution and telecommunications facilities within residential areas if such installations are of a magnitude, function or character incompatible with the surrounding residential environment, and are not required to serve the residential area. Where such utility installations must be located in proximity to a residential area, the infrastructure will be located in a sensitive manner and designed to be compatible with the surrounding area.

10.6.22 To ensure the integration of utilities in future subdivision designs, wherever feasible, services will be located in road rights-of-way. Where this

standard location is not possible, the provision of utility easements will be such that:

- a. the land use pattern of the area in which the easement is to be placed is minimally affected; and
- b. the environmental policies of this Plan are observed.

10.7 Energy and Power Generation

Energy efficiency and improved air quality through land use, development patterns and efficient transportation, are important for the health of

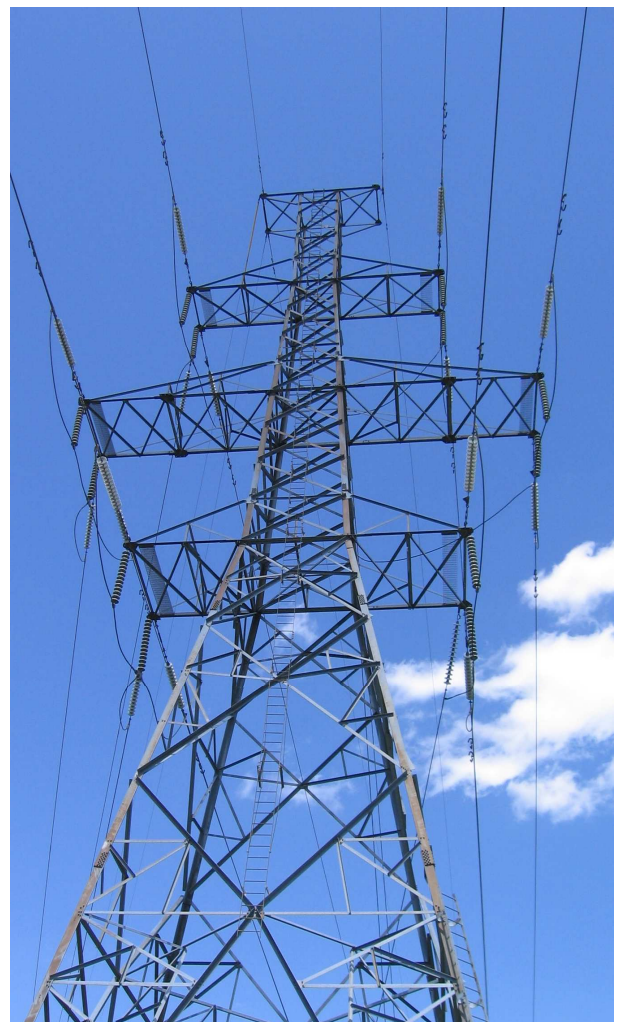


Figure 10-10: Mississauga Official Plan provides opportunities for power generation and distribution facilities situated in appropriate locations.

Mississauga's population, economic prosperity and protection of the environment. The City supports energy initiatives that will enable it, its residents, businesses and transportation systems to conserve energy and reduce their dependence on fossil based energy sources by changing to alternative or **renewable energy** systems.

This Plan provides opportunities for power generation facilities to accommodate current and projected needs, where feasible, and recognizes the interdependencies that exist in the built and natural environments. However, it is essential that power generating facilities be located in appropriate locations away from residential and other sensitive uses.

10.7.1 Mississauga will conserve energy by promoting energy efficient land use and development patterns, efficient transportation and alternative and **renewable energy** systems.

10.7.2 Mississauga will plan for greener, healthier communities by reducing harmful greenhouse gas emissions and improving the air quality.

10.7.3 Mississauga supports energy conservation, and the reduction of emissions from vehicles as well as from municipal, residential, commercial and industrial sources to protect air quality.

10.7.4 Mississauga supports energy demand management initiatives by other levels of government and other agencies to reduce energy consumption and improve energy efficiency.

10.7.5 Mississauga encourages appropriate land use and development patterns that are transit-supportive, site and building designs that conserve energy and opportunities for district energy.

10.7.6 Mississauga encourages the creation of innovative strategies such as green site design and green buildings, which utilize technology such as green roofs, white roofs and the use of the urban tree canopy to achieve energy efficiencies.

10.7.7 Mississauga will promote public awareness and education initiatives jointly with other levels of



Figure 10-11: A 31 m wind turbine unveiled at the Lisgar GO Station in April 2009, generates as much as 80 per cent of the station's power. The site, located at Tenth Line and Argentia Road, was chosen for the wind turbine because of heavy prevailing winds from the west and its open fields.

government and other agencies on matters related to energy conservation.

10.7.8 Mississauga supports policies that promote water conservation measures and **stormwater best management practices** to ensure energy conservation.

10.7.9 Mississauga encourages district energy systems where appropriate, to reduce greenhouse gas emissions and air pollution.

10.7.10 Mississauga will work jointly with other levels of government and other agencies to investigate the need, feasibility, implications and suitable locations for **renewable energy** projects and to promote local clean energy generation, where appropriate.