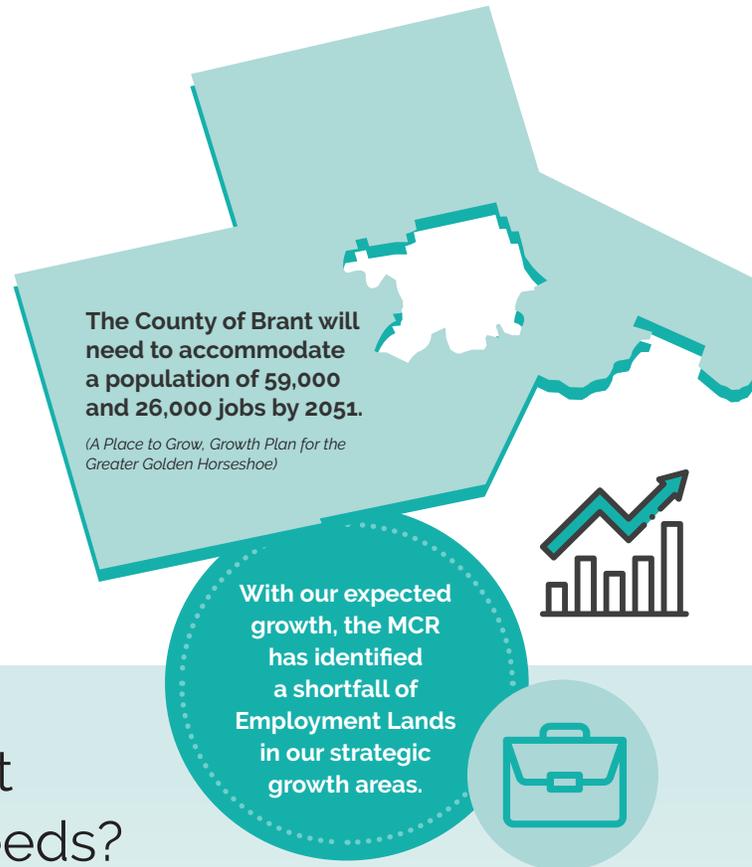


## What is a Land Needs Assessment?

A Land Needs Assessment is a study completed to **determine how much land is needed in the County of Brant to accommodate future population and job growth.** Often split into a Residential Land Needs Assessment and an Employment Lands Need Assessment, this is a vital component of creating our new Official Plan and part of our Municipal Comprehensive Review.

Through our assessments, we know that the County of Brant has a current residential population of approximately 41,000 and approximately 16,100 jobs. We are forecasted to grow to a total population of 59,000 residents and 26,000 jobs by 2051.



## What do I need to know about Brant's **Employment Land** Needs?

A key component to providing jobs in the County of Brant is to have land that is designated for employment uses and has municipal services ready for industries to develop and grow. Common industries in the County include manufacturing, transportation, warehousing, agriculture, research, education and public services.

Our assessment on employment in the County has told us that future job growth is likely to be particularly strong for small to medium scale businesses focused on innovation, entrepreneurship and technology.

**With our anticipated growth forecasting for employment land needs, the Municipal Comprehensive Review has identified a shortfall of employment lands.**

Through the MCR, the County will determine how to address this shortfall of serviced employment lands and where to strategically locate our future needs.

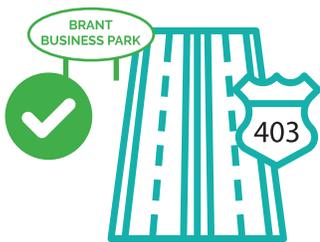
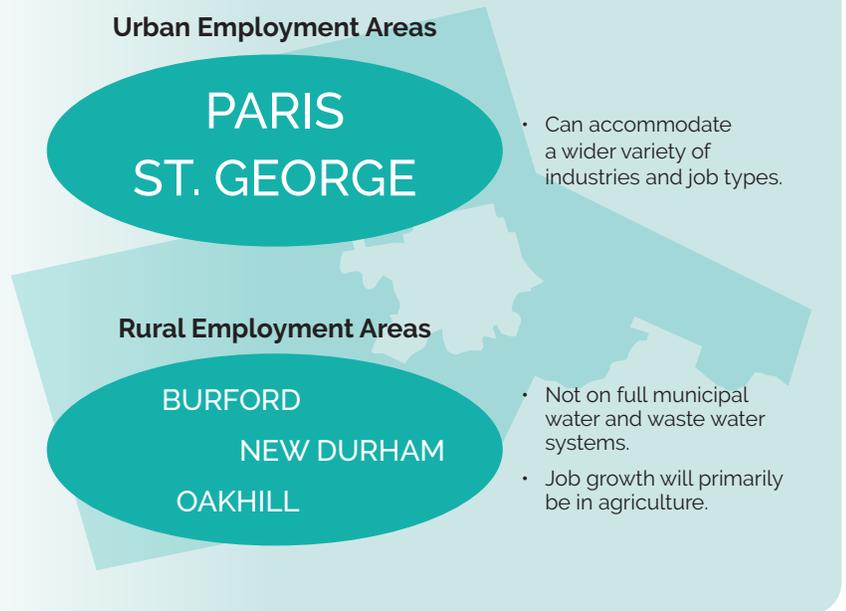
**There are three categories of employment growth we consider in these calculations:**

1. **Population-Related Employment** referring to jobs that provide services driven by population growth, tourism and local trades.
2. **Employment Lands Employment** are jobs that are generally accommodated in business parks and employment areas on full municipal services, including manufacturing, transportation, warehousing, construction, fabrication, and utilities.
3. **Rural Employment** reflects jobs that are outside of our settlement areas of Paris and St. George and consists of jobs that deal directly with natural resources like agriculture, forestry, and aggregate extraction.

The areas where these jobs will be found are generally classified in two categories:

**Urban Employment Areas** are areas with full services, like Paris and St. George, that can accommodate a wider variety of industries and job types. The majority of our job growth will be directed to these areas.

**Rural Employment Areas** include the areas dedicated to employment in Burford, Oakhill and Middle Townline Road, and in New Durham. These areas have established industries but are not on full municipal water and wastewater services. These areas will support job growth of existing industries, as well as job growth attributed to the agriculture and agri-food sector.



## Provincially Significant Employment Zones (PSEZs)

Another key component to employment in the County is our proximity to Highway 403. This land is valuable for creating jobs with quick access to the highway. The Brant 403 Business Park located at Rest Acres Road and Highway 403 is a great example of an area to protect for long-term economic growth. The County has submitted a request to the Province for a PSEZ to be strategically located at Hwy. 403 and Rest Acres Road for these purposes to help serve our future economic needs.



## How can I get involved?

*Have your say!*

- Stay tuned to [brant.ca/NewOfficialPlan](http://brant.ca/NewOfficialPlan) for updates, discussion papers and topic summaries
- Join our digital mailing list(s) at [www.brant.ca/PlanningProjects](http://www.brant.ca/PlanningProjects)
- Follow us on Facebook [@BrantPlanning](https://www.facebook.com/BrantPlanning)
- Give us a call at **519.44BRANT** (519.442.7268) or send an email to [OfficialPlan@brant.ca](mailto:OfficialPlan@brant.ca)
- Participate in our New Official Plan projects on [EngageBrant](#)
- Save the date for our [June 16, 2021 Virtual Townhall Session](#) - Focusing on Project Overview, the Draft Municipal Comprehensive Review, and Draft Policy Direction discussion



## Have a look!

Information regarding the County of Brant's expected growth was presented to Council on December 8, 2020. [View this presentation.](#)

The preliminary findings of the LNA have been presented to Council. For more information on the Residential Land Needs, please see the information from the [March 2, 2021 Planning and Development Committee Meeting](#). For information on the Employment Land Needs, please see the information from the [April 22, 2021 Special Council Meeting](#). To review County of Brant Council Meeting Minutes, Agendas and reports, please visit [brant.ca/CouncilCalendar](http://brant.ca/CouncilCalendar).