



2025 INVESTMENT GUIDE



WELCOME TO THE CITY OF OSHAWA.

As the largest municipality in Durham Region, the City of Oshawa offers proximity to major North American markets, with over 1.2 million workers within a 45-minute commute and a pipeline of talent spanning 30,000 post-secondary students. An urban community exceptionally positioned to live, work, learn and invest in.

The City of Oshawa is growing at a rapid pace, with 2023 marking our second strongest building year on record. The city achieved total building permit activity of \$639 million in 2023 - contributing to over \$1.5B in total permit value over the past two years. Industrial building permit activity in 2023 exceeded any year in Oshawa's recorded history.

These impressive numbers tell the story of Oshawa's transformational progress; further positioning us as a dynamic metropolitan city that continues to gain the attention of global giants and industry-leading blue-chip companies. Prestige employment lands such as Northwood Business Park are bringing to our doorstep major new job creating tenants like global dairy giant Lactalis Canada who are choosing Oshawa for their global operations and investing in our community. We're looking forward to welcoming dynamic new investments that will write the next chapter in Oshawa's history.

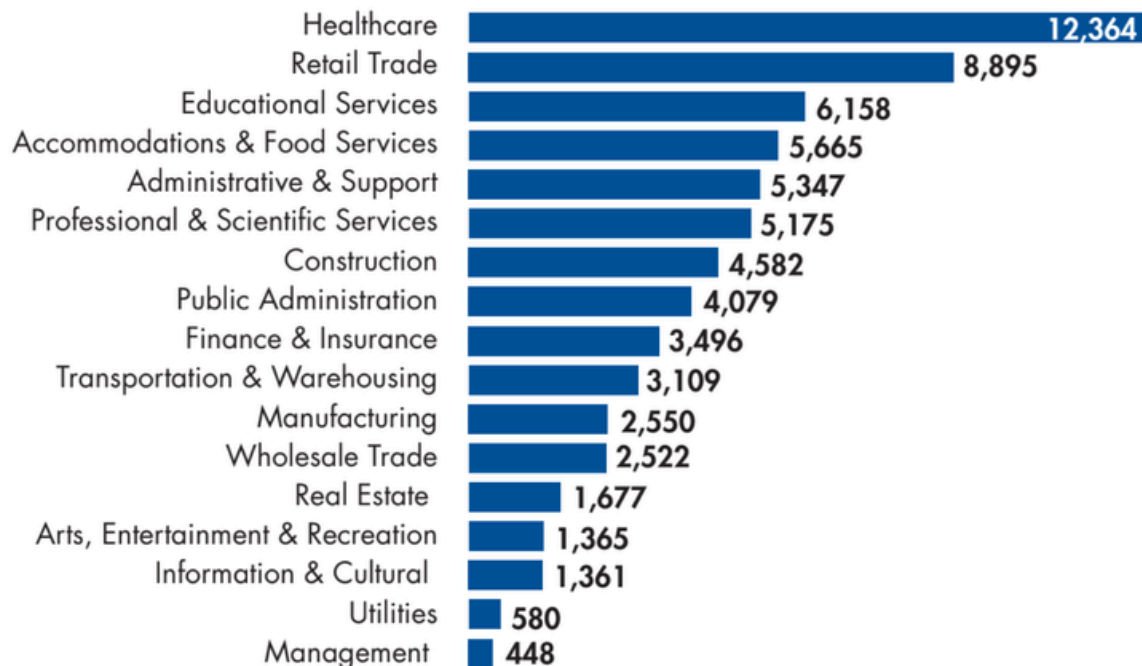


Convergence Festival, 2023

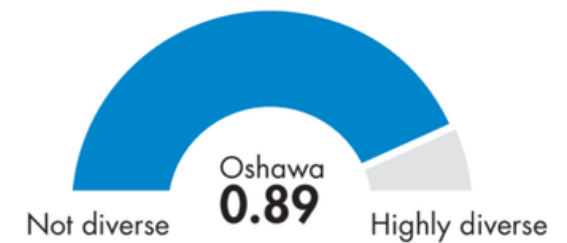
A DIVERSE & GROWING ECONOMY.

Oshawa's favourable proximity to Toronto has led to some of the strongest population growth in Canada, bringing with it an influx of new talent to the community. The Conference Board of Canada anticipates that many will opt to move to cities such as Oshawa that continue to benefit from a lower cost of G.T.A. living. According to the Conference Board of Canada, Oshawa's gross domestic product is set to grow by 1.8% in 2024, and 2.5% in 2025, exceeding the growth rate of both Ontario and Canada. As the City of Oshawa's economy continues to diversify, major job growth leaders in 2023 include the professional services sector (+9.2%), educational services sector (+8.5%), and the finance, insurance, and real estate sector (+7.3%).

Jobs by Employment Sector



Economic Structure, 2022



Source: The Conference Board of Canada,

Household Income Per Capita (\$)



Total Employment (000s)



Real G.D.P. at Basic Prices (\$ millions)



ZERO DEVELOPMENT CHARGES.

Industrial development throughout Oshawa is exempt from the City's development charge. This would represent a savings of nearly \$900,000 per 10,000 sq. m. (107,000 sq. ft.) of development. All development in Downtown Oshawa is also exempt from the City's development charges. Oshawa is truly open for business and ready to work with you on your next project.

G.T.A. Industrial Space Lease Rate

(average net asking lease rate/sq. ft.)

Oshawa	\$12.95
Milton	\$18.68
Mississauga	\$18.32
Markham	\$18.58
Vaughan	\$18.59
Toronto	\$20.25

Source: CBRE Marketview Toronto Industrial Q4 2023

G.T.A. Industrial Space Sale Price

(average asking price/sq. ft.)

Oshawa	\$259.00
Milton	\$344.00
Mississauga	\$476.04
Markham	\$400.00
Vaughan	\$435.94
Toronto	\$535.80

Source: CBRE Marketview Toronto Industrial Q4 2023



COMMUNITY IMPROVEMENT PLANS.

Your journey with the City of Oshawa is never alone. Community improvement incentives, approved by the Province of Ontario, are just one way that Oshawa works with private sector partners to re-invest in our great city.

Oshawa's Community Improvement Plans offer financial incentive programs to encourage development and redevelopment within the city:

- Conversion to Residential Grant
- Increased Assessment Grant
- Brownfields Grant Programs
- Economic Stimulus Grant
- Façade and Accessibility Improvement Grant
- Upgrade to Building and Fire Codes Grant

City of Oshawa grants have brought renewed investments from businesses such as Frere Du Nord as well as Trent University Durham GTA's Advanced Learning Centre in Downtown Oshawa.



YOUR PARTNER IN BUSINESS.



The City of Oshawa offers an exceptional customer service experience, ensuring a development process that is plug and play for clients. High growth residential and industrial employment areas are primed to support new developments.

The city offers expedited development approval timelines that are amongst the fastest in the GTA. We work closely with regional partners to advance servicing that meets timelines and expectations.

Once developments are brought online, companies operating within the City of Oshawa enjoy direct access to diverse infrastructure and modes of transportation that complement their unique needs:

- Deep Sea Port with access to the St. Lawrence Seaway and international markets
- Executive Airport with a variety of services available to meet business needs, including on-call Canada Border Services Agency
- CN/CP Rail
- 400 Series Highways
- Advanced arterial road network

**OSHAWA OFFERS SOME OF
THE FASTEST DEVELOPMENT
APPROVAL TIMELINES IN THE
GTA.** - Altus Group



A THRIVING EDUCATION HUB.



The City of Oshawa is the proud home of Durham College, Ontario Tech University, Trent University Durham GTA and the Queen's University Lakeridge MD Family Medicine Program. These globally-recognized institutions and programs offer our city access to top talent, are home to world-renowned centres for research and development and generate innovative business solutions for our community. With approximately 30,000 post-secondary students enrolled annually and over 140,000 global alumni, our community is brimming with opportunities for those looking to tap into talent.



A CONNECTED COMMUNITY.

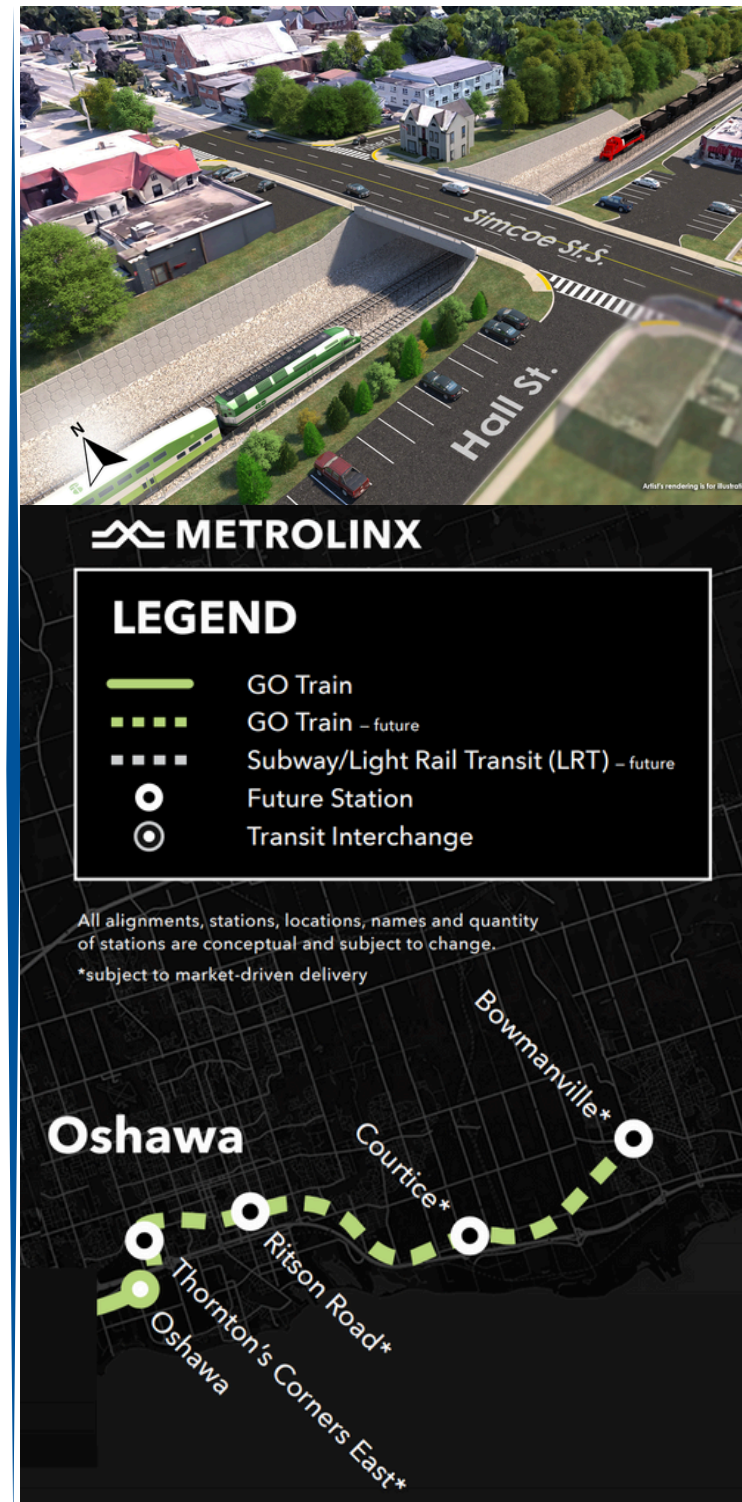


GO Train East Extension

The Lakeshore East GO Train extension has an estimated economic value of \$1.1 billion in transit-oriented, walkable urban development. The new downtown Central Oshawa station will be located on a 24 acre parcel midway between Simcoe St. S. and Ritson Rd. S., parallel to the C.P. mainline. This project is estimated to generate 21,000 permanent new jobs.

The new stations will:

- Provide an accessible, walkable link into Oshawa's regional transit system.
- Be a multimodal hub (train, bus, rapid transit, walking and cycling).
- Serve as a southerly anchor for Metrolinx's proposed Rapid Transit route on Simcoe St., creating Oshawa's first north-south rapid transit corridor.
- Spur revitalization of the surrounding neighbourhood through an integrated major transit station area that supports and accommodates the new Central Oshawa GO Station.
- Help Downtown Oshawa accommodate the needs of new community members and the future workforce who want access to regional transit.
- Provide post-secondary students with a viable and affordable transit option.
- Function as the focus of the Central Oshawa Transportation Hub as designated in the Oshawa Official Plan.



INVESTMENT OPPORTUNITIES: NORTHWOOD BUSINESS PARK

Gross Area	+/- 722 acres
Developable Area	Estimated +/- 500 acres
Oshawa Official Plan Land Use Designations	Industrial, Open Space and Recreation, Special Purpose Commercial and/or Local Central Area.
Frontage	Thornton Road North, Stevenson Road North, Taunton Road West and Conlin Road West.
Zoning (Arterial Roads)	Select Industrial, General Industrial, Special Purpose, Planned Commercial Centre, Automobile Service Station, Commercial
Servicing	Approved and budgeted by Region of Durham.

NORTHWOOD BUSINESS PARK

- Location bounded by Taunton Rd. W. to the south, the Oshawa-Whitby boundary to the west, Highway 407 East to the north and the Oshawa Creek to the east.
- Northwood Business Park consists of multiple privately held properties with a distribution of open space areas.
- Pre-servicing for water and sewer infrastructure projects is a Region of Durham priority.
- Pre-zoned employment lands.
- Minutes to Highways 401 (Stevenson Rd. S. exit), 407 East (Simcoe St. N. exit), 412 and 418. Adjacent to the Oshawa Executive Airport. Served by Regional Bus Transit.
- In proximity to leading post-secondary institutions and research facilities — Ontario Tech University, Durham College, and The Automotive Centre of Excellence (A.C.E.).
- Environmental Assessment for Stevenson Rd. N. currently underway.



FUTURE OPPORTUNITY: KEDRON EMPLOYMENT LANDS

- Estimated developable area: 670 acres.
- Pending Provincial approval of Envision Durham (Adopted by Regional Council May 2023).
- Location bounded by Townline Road to the east, Ritson Road to the west with Highway 407 East running directly through the area.



DOWNTOWN OSHAWA.

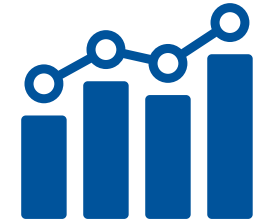
Oshawa's downtown core is the heart and soul of our city. The downtown is a cultural hub, major employment district and a unique asset within the eastern G.T.A. The City's downtown revitalization strategy aims to leverage those features in order to create a unique downtown experience; one that is centered around people, with an emphasis on social gathering spaces. An analysis of proposed downtown developments represent over 9,500 potential residential units for 19,000 residents. This in turn has the potential to create over 4,000 jobs and an estimated 140,000 square metres. (1.5 million sq. ft.) of new commercial space.



The Downtown

	Residents	Residential Units	Jobs
Today	8,553	4,434	5,000
Current Development Pipeline	7,758	3,879	598
Future Development Opportunities	19,196	9,597	4,003
Total	35,507	17,910	9,601

REAL-TIME RELOCATION DECISIONS. REAL-TIME DATA.



Community analytics at your fingertips.

The City of Oshawa Economic Dashboard is an open-source application which aims to guide business and investment decisions utilizing real-time consolidated economic data. Over 50 metrics are continuously tracked and available for download.

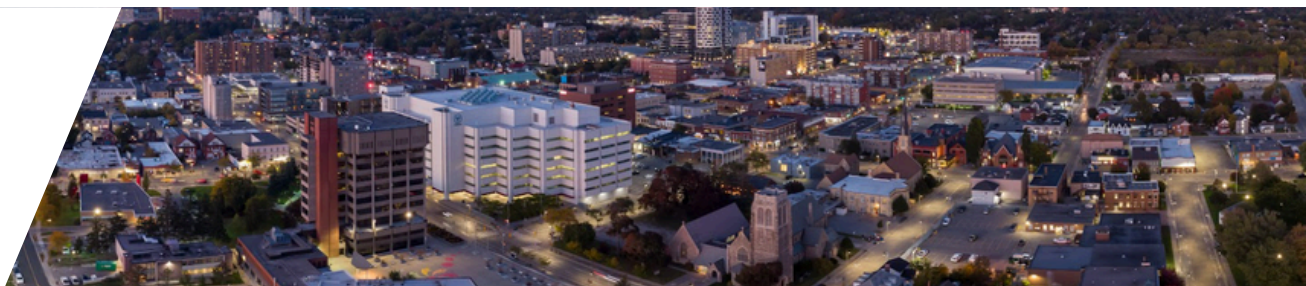
**ECONOMIC
DASHBOARD**



visit oshawa.ca/economicdata



A BOLD NEW VISION.



Economic Development Strategy

The City of Oshawa is pleased to announce the launch of its new Economic Development Strategy that aims to drive job growth and further investment in the city. The strategy focuses on enhanced trade, diversification and quality of life and positions Oshawa for future economies, opportunities and overall growth.

**ECONOMIC
DEVELOPMENT
STRATEGY**



**PLAN
20THIRTY**



Plan 20Thirty Action Plan for Downtown Oshawa

The Council-approved Plan20Thirty is the city's new downtown revitalization action plan. Plan20Thirty builds upon Oshawa's previous downtown plan, Plan 20Twenty and its successes to date, while addressing new challenges and opportunities. The plan introduces new actions to meet the needs of an evolving and changing downtown and maintains the same overarching goals to improve and promote Downtown Oshawa as a unique destination for working, living, attending post-secondary schools, shopping, dining and enjoying entertainment.



We're ready to assist you. Contact us today.



 Site Selection

 Data Analytics

 Industry Connections

Oshawa Business & Economic Development Services

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 @DowntownOshawa



Dan Carter
Mayor, City of Oshawa



Councillor Tito-Dante Marimpietri
Chair, Economic & Development
Services Committee



Councillor Bob Chapman
Vice Chair, Economic &
Development Services Committee



Anthony Ambra
Commissioner, Economic
& Development Services



Hailey Wright
Director, Business & Economic
Development Services



Brett Murphy
Senior Manager,
Economic Development
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Mary Cousineau
Downtown & Business
Development Manager



Taran Sambi
Economic Development
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Derek Fullerton
Partnerships & Business
Services Officer



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