

FOR IMMEDIATE RELEASE

City of Brampton launches bold new incentive program for purpose-built rental housing

Program aims to ease housing pressures and attract new investment

BRAMPTON, ON (September 10, 2025) – Today, the City of Brampton announced a new Development Charges (DC) Incentive Program designed to encourage the construction of purpose-built rental housing and address the city's growing housing needs.



Mayor Patrick Brown, Regional Councillors Dennis Keenan, Michael Palleschi and Rowena Santos announce Brampton's new Development Charges Incentive Program to encourage purpose-built rental housing and address the city's growing housing needs.

Brampton is one of the fastest-growing cities in Canada but like many municipalities across the country, the demand for safe and affordable rental housing continues to outstrip supply. Many residents are being pushed into the secondary rental market, particularly through Additional Residential Units (ARUs), which are less stable and secure rental options compared to primary, purpose-built rentals.

The City's new incentive program takes immediate effect and offers some of the most significant rental housing incentives in Ontario. DC reductions will be tiered, ranging from 50% to 100% based on unit size, with greater reductions for larger family-sized units and projects with a mix of uses to support the development of complete communities.

Purpose-built rentals (PBRs) are buildings constructed from the ground up specifically for long-term rental, rather than for sale as condominiums. This program is designed to create family-friendly rentals, support complete communities and attract new investment while ensuring rental housing supply grows in a safe, sustainable way, supported by city infrastructure.

In addition, Council has passed a motion calling on the Province of Ontario to reconsider its one-size-fits-all ARU legislation, which has resulted in more than 26,000 registered ARUs in Brampton, now over 60% of all new residential units in 2025. The motion urges the Province to allow Brampton to pause new ARUs in concentrated areas, so the City can address property standards and safety issues, while incentivizing better, safer alternatives through purpose-built rentals.

Quotes

“Brampton is taking a bold step to address one of the biggest challenges facing our residents: the shortage of safe and affordable rental housing. This new incentive program will attract investment, support family-friendly rentals and help us build the strong, vibrant communities our residents deserve.”

- *Patrick Brown, Mayor, City of Brampton*

“This program is about building stronger neighbourhoods and creating real housing choices for Brampton families, seniors and young professionals. By incentivizing purpose-built rentals, we are taking a proactive step to ensure our housing supply grows in a way that is safe, sustainable and aligned with our city’s long-term needs.”

- *Michael Palleschi, Regional Councillor, Wards 2 and 6; Chair, Planning and Development Section, City of Brampton*

“This incentive program is a practical tool to encourage purpose-built rental development in Brampton. By reducing development charges, we are enabling our industry partners to build safe, sustainable housing that aligns with the city’s long-term planning objectives while supporting our growing population.”

- *Steve Ganesh, Commissioner of Planning, Building and Growth Management, City of Brampton*

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As one of the fastest-growing cities in Canada, Brampton is home to nearly 800,000 people and more than 110,000 businesses. People are at the heart of everything we do. We are energized by our diverse communities, we attract investment and we are embarking on a journey to lead technological and environmental innovation. We partner for progress to build a healthy city that is safe, sustainable and successful. Connect with us on [X](#), [Facebook](#), [LinkedIn](#) and [Instagram](#). Learn more at [brampton.ca](https://www.brampton.ca).

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