

Stouffville Residential Intensification Study

Project:

Residential Intensification Study

Client:

Town of Whitchurch-Stouffville, Ontario

The Opportunity:

Develop a strategy that encourages intensification and redevelopment in appropriate areas, while maintaining the character of the community.

MSH Genuine Results

With the Growth Plan for the Greater Golden Horseshoe emphasizing a hierarchy of intensification, and requiring certain locations to act as focal points for redevelopment, it is critical to recognize that what is suitable in a large city is not necessarily appropriate in an urban/rural municipality such as Stouffville. To address this challenge, MSH assembled and led a multidisciplinary team of professionals to build on the substantial work already undertaken by the Town, including a new comprehensive zoning by-law and the Phase 2 Development Lands Study (see MSH website for details on these projects).

Using an analysis based on the “ground up”, rather than a “top down” approach, areas were identified which have the potential for significant development, while other areas were identified where only minimal change should occur. A significant portion of these areas were low density commercial development, which required consideration of the type of incentives required to encourage redevelopment and intensification.

A facilitation approach to the resolution of issues was also critical to the success of this project. The team was able to engage in a meaningful public consultation process that found solutions to issues through collaboration rather than confrontation.



Recent redevelopment



Example of a site with redevelopment potential



Example of an area where little intensification is anticipated

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