

IN THE MATTER OF an appeal by
Rudolf Aik Huang Chong of a
decision to pass Bylaw #45-W, a
bylaw to amend the Town of Stratford
Zoning and Development Bylaw
(Bylaw #45) by Town of Stratford
Resolution dated October 8, 2025.

APPEAL #LA25021

**APPEAL RECORD OF
THE TOWN OF STRATFORD**

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Shape Stratford



Stratford needs more housing, plain and simple. People shouldn't be forced to move out of their community where they live, work and play.

Have you been affected by housing affordability?
(<https://www.shape.townofstratford.ca/have-you-been-affected-by-housing-affordability/>)

View all stories
(<https://www.shape.townofstratford.ca/housing-stories/>)



The Town of Stratford in Prince Edward Island, Canada, has received \$1.1M, funded by the Canada Mortgage and Housing Corporation (CMHC) to take part in the Housing Supply Challenge (HSC). The goal of this project is to find innovative solutions to barriers around new housing supply.

Project updates

Subscribe for alerts on new courses news and events.



You need to register or sign in to receive project updates.

[Register](#)

[Log in](#)

Who's listening

Wendy Watts

Community Engagement
Town of Stratford

Email: wwatts@townofstratford.ca
(<mailto:wwatts@townofstratford.ca>)

Did you know, the Town of Stratford is anticipating needing 4,000 more housing units by 2041 in order to keep up with population demand? The reality is, change is needed to ensure everyone in the community has a safe place to call home.

More housing density in a community has many benefits including...

- Seniors can stay in their own community near friends and family
- More job opportunities within the Town
- More affordability
- Young people can remain in the community
- Positive environmental impacts including less roads and sewer and water infrastructure, the opportunity for shared green spaces, and economies that come with building closer together.
- More transportation options including additional transit, active transportation and other networks that rely less in the need for everyone to have a car.

What has been completed since the project began?

- Actively engaging with members of the wider community including residents
- Established 3 advisory groups: a Working Group to oversee the overall project, an Affordable Housing Task Force to delve into the policies and procedures, and in Inter-municipal Committee for wider sharing and learning across a number of participating Island municipalities
- Hosting an open house and a number of online surveys
- Encouraging conversation on the Shape Stratford website
- Reviewing and developing material, checklists and other content to assist the Town's planning department and those looking to develop in our community
- Publishing ongoing series of course materials to allow for the general public, planning board and council members to learn more about the planning process in an open, engaging and easily accessible format at their own pace.
- So much more!



The Story of Stratford by the numbers

Explore the data (https://www.shape.townofstratford.ca/wp-content/uploads/2023/04/shape-stratford_data-insights-story.pdf)

Engagement

Updates

Survey

Questions

Your Ideas

September 26, 2024

'Shaping Your Community Conversations' - Plan Canada article

Published in the Fall 2024 edition of Plan Canada, the Canadian Institute of Planners publication, this article explores how the Shape Stratford project used interactive tools and a collaborate approach to engage the public and hold community conversations throughout the project.

[Shaping Your Community Conversations PlanCanada_Vol.64_No.3_Fall-2024](https://www.shape.townofstratford.ca/wp-content/uploads/2023/04/Shaping-Your-Community-Conversations-PlanCanada_Vol.64_No.3_Fall-2024.pdf)

(https://www.shape.townofstratford.ca/wp-content/uploads/2023/04/Shaping-Your-Community-Conversations-PlanCanada_Vol.64_No.3_Fall-2024.pdf)

June 1, 2023

Growth Management Virtual Session

Final Growth Management Strategy

(<https://www.shape.townofstratford.ca/wp-content/uploads/2024/05/Growth-Management-Strategy-FINAL.pdf>)

Image | Growth Management Scenario

(https://www.shape.townofstratford.ca/wp-content/uploads/2024/05/Town-of-Stratford-Final-Growth-Management-Scenario_optimized-scaled.jpg)

Town of Stratford Zoning and Development Bylaw

(<https://www.shape.townofstratford.ca/wp-content/uploads/2023/04/Bylaw-45-Zoning-and-Development-Bylaw-March-2023.pdf>)

[Town of Stratford Official Plan \(https://cdn5-hosted.civicleve.com/UserFiles/Servers/Server_1195/Official-Plan-Merged-Doc1.pdf\)](https://cdn5-hosted.civicleve.com/UserFiles/Servers/Server_1195/Official-Plan-Merged-Doc1.pdf)

Town of Stratford Interactive Zone Map

(<https://www.shape.townofstratford.ca/interactive-map/>)

Background Report - Town of Stratford Growth Management Strategy and Development Charge Study

(<https://www.shape.townofstratford.ca/wp-content/uploads/2023/04/Stantec-Phase-1-Background-Report-June-2023-1-2.pdf>)

Community Engagement/Baseline Survey Report

(<https://www.shape.townofstratford.ca/wp-content/uploads/2023/04/1b-Final-Report-2022-12-22-Shape-Stratford-Survey-Report-Baseline-Data-1.pdf>)

Shape Stratford Employee Survey Report

(https://www.shape.townofstratford.ca/wp-content/uploads/2023/04/2b-2023_Employee-Survey-Final-Report.pdf)

Timeline

- ✓ Stage 1 Application Submitted
August 25, 2021
- ✓ Stage 2 Application Submitted
June 15, 2022
- ✓ CMHC Funding Announcement
September 2, 2022
- ✓ Project Working Group Established
January 2, 2022

Stantec hosted a visioning session in person on May 4 and a virtual session on June 1. This was an opportunity to provide community input into the Growth Management Study. You can find their presentation through the link below. Note the download is approximately 20MB.

[Stantec 20230508_Visioning_workshop_FINAL-compressed \(https://www.shape.townofstratford.ca/wp-content/uploads/2023/06/Stantec-20230508_Visioning_workshop_FINAL-compressed.pdf\)](https://www.shape.townofstratford.ca/wp-content/uploads/2023/06/Stantec-20230508_Visioning_workshop_FINAL-compressed.pdf)

March 23, 2023

Growth Management Engagement Session

We were proud to have Stantec join us on March 23rd to discuss the Growth Management Strategy and Development Charges study.

They will also be joining us on May 4th for their visioning session. Stay tuned for more details on the upcoming session!

March 9, 2023

Community Open House


A Shape Stratford Community open house event was held on March 9th. This event allowed community members to be able to learn more about the Shape Stratford Initiative, ask questions, speak to submit matter experts such as planners, town of Stratford employees and developers. We will be hosting more events in the near future and encourage all residents of Stratford to come out and be part of this important discussion.

March 16, 2023

Share Your Story

Have you been affected by housing affordability? [Share your story \(https://www.shape.townofstratford.ca/have-you-been-affected-by-housing-affordability/\)](https://www.shape.townofstratford.ca/have-you-been-affected-by-housing-affordability/) with us now!

- ✓ **Affordable Housing Taskforce & Intermunicipal Committee groups established**
March 3, 2023
- ✓ **Shape Stratford Residents Survey Released**
December 2, 2022
- ✓ **Shape Stratford Website Launch**
March 9, 2023
- ✓ **Shape Stratford Community Conversation Event**
March 9, 2023
- ✓ **Growth Management Strategy & Development Charges Study**
March 23, 2023
Community Event (Stantec)
- ✓ **Growth Management Survey**
April 2, 2023
- ✓ **Growth Management Visioning Workshop**
May 4, 2023
- ✓ **Virtual Growth Management Visioning Workshop**
June 1, 2023
-  **Project Completion**
March 1, 2024

 **Town of Stratford** (<https://www.townofstratford.ca/>)

E-NEWSLETTER

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Community Engagement/Baseline Survey Report

Survey Data Collection Fall 2022

Overview

This report provides a snapshot of the baseline data collected through an online survey for Shape Stratford. Respondents were invited to participate through mailings from the Town of Stratford, the Shape Stratford website, and at community events. In total, 573 individuals responded to the survey between November 28-December 20, 2022.

The survey included both open and closed questions, with the overall purpose of the survey to fully encompass all of the goals of the Shape Stratford project. The survey was developed using SurveyMonkey and included 32 questions. We included branching questions to ensure respondents were directed to questions that pertained to their lived experiences. Respondents also created a unique code for identification purposes, which will allow us to match data sets throughout the project.

The survey took on average 8 minutes to complete, and the majority completed all questions of the branched survey.

The following overview was provided to the participants upon entering the survey:

The Town of Stratford is conducting a survey to better understand the current and future housing needs of residents within our region.

Affordable housing is important for individuals and families to contribute to our society, and is not just about the 'physical buildings', rather affordable housing promotes overall well-being, economic strength, and helps with building strong communities. (For our purposes, affordable housing is defined as "housing that meets the needs of a variety of households in the low to moderate income range.") Thank you for taking the time to respond. This survey should take no more than 15 minutes to complete.

Please note that your survey responses are confidential and anonymous. However, we are asking you to respond to the following three questions, so that we can track your responses throughout the project without being able to identify you but to allow us to monitor changes in individual responses that may indicate changes in behaviour, opinion or situation throughout this project period.

Findings

The following sections provide an overview of the findings of the survey.

Section 01: Survey Demographics

Over half of the survey respondents have lived in Stratford for over 11 years, a third have lived in Stratford for three to 10 years, and around 14% have lived in Stratford for less than two years.

Half of the respondents currently have full-time employment, a third are retired, 8% are self-employed, 5% work part-time, and 3% are unemployed. The highest academic qualification was most commonly a

bachelor's degree (38.7%), followed by a college diploma (28.3%), and a master's degree (18.4%). Total annual household income was less than \$20,000 for 1.3% of respondents and \$100,000 or more for 41.9%.

The vast majority of residents currently own their home (81.9%), and a minority currently rent (16.6%). Less than 2% reported other housing situations including supportive or transition housing, near homeless, unhoused, and living with family. 90% of those who currently own, own a single detached house. Of those who rent, half live in an apartment and half live in a house. Most rentals are not subsidized (92.1%). Over two thirds of household consist of couples, half of which have children. Other types of households include living alone (15.2%), living with a roommate (5.0%), multigenerational families (4.8%), and single parents (4.2%).

Section 02: What is Important to the Residents of Stratford?

Recreation space (i.e., community centres, playgrounds, parks) and environmental sustainability were both identified as highly important in the development and growth of Stratford. Transportation was also rated as important, while culture and diversity were not weighted as highly. Other areas identified in the open response field were affordable housing (19), commercial, education, and safety.

Two thirds of respondents strongly agree that housing is a fundamental human right; however, this number jumps to almost 90% among those who rent.

2.1. How do values in development vary by population groups?

Length of living in Stratford: Those who lived in Stratford for 11 years or longer reported valuing culture and diversity less than those who had more newly moved to Stratford. Other aspects of importance were not moderated significantly by this demographic variable.

Age: Value for diversity varied by age where those from 15-34, 66-74, and over 75-age group rated diversity as more important compared to other groups.

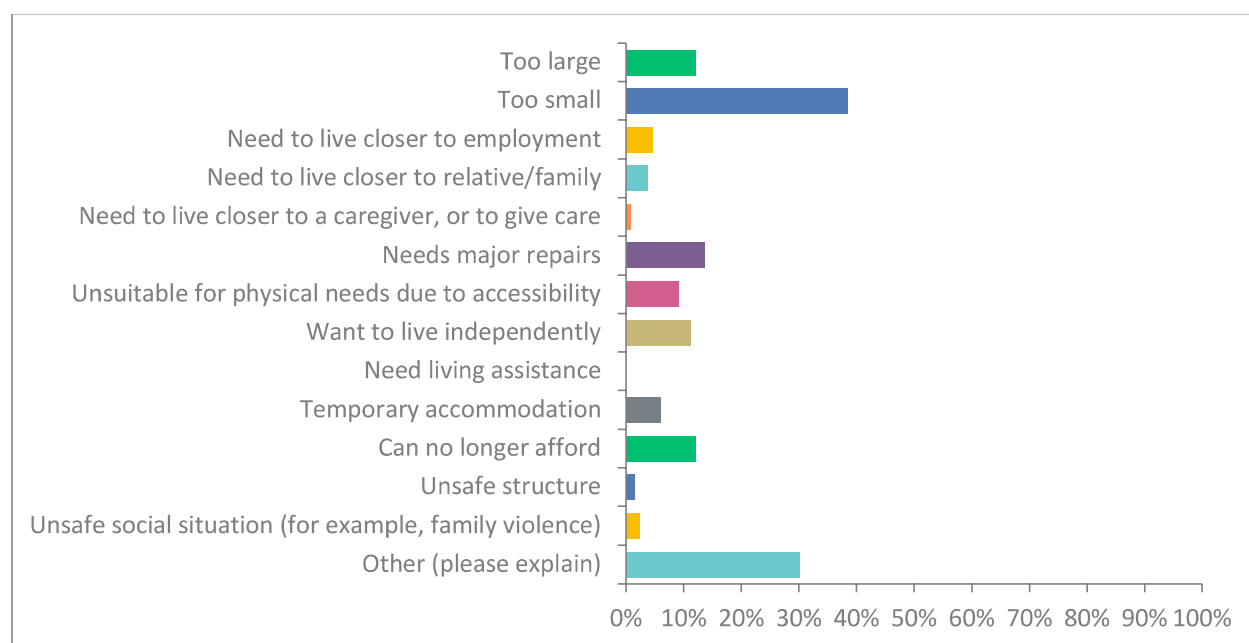
Employment status: Those with full-time and part-time employment and are retired value environmental growth and sustainability more. Those with full-time and part-time employment also value recreational spaces followed by self-employed, retired, and other (e.g., unemployed, not to say, disability).

Current housing situation: Those rented or owned properties thought that recreational space was less important than those may be near homeless, living with family, in a supported facility, or other living status. Within those who own a place, those who own townhouse/rowhouse value recreational space less than others.

Type of households: Those who have children value recreational spaces slightly more.

Section 03: Current Living Situation Needs Assessment

While the needs of most households are completely met by their current home, a quarter of respondents indicated their household's needs are only somewhat, or not at all, met by their current home. Most of them are couple with children (46.2%), followed by those living alone (17.1%) and couple without children (17.1%). Most of them are homeowners (72%) rather than renters (28%), but by proportions, more renters declare that their current homes do not meet their needs (41.6% versus 19.4% of owners).



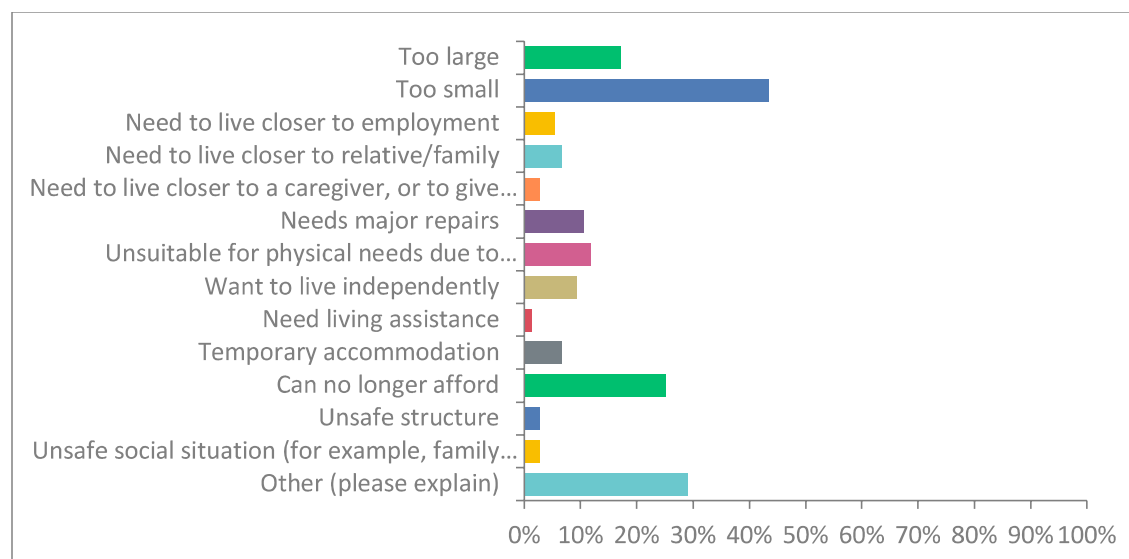
Those who responded “other” stated:

- a lack of public transit (most popular response)
- lack of a garage (second most popular response)
- the increased cost of housing in Stratford
- unsafe property/rental conditions
- amount of housing repairs, and regular maintenance (snow clearing/yardwork)
- high property taxes
- other tenants causing concerns, lack of privacy

Looking into the future, 15% of respondents do not expect their current home to continue to meet their household's needs and a further 18.4% were unsure. Most of those who said no are couple with children (33.3%), couple without children (25.3%), and those who live alone (18.7%), but single parent and multigenerational family are more significantly likely to not expect their current home to continue to meet their household's needs by proportion (35% and 24% within their population group respectively). Most of respondents who selected “not sure” are also from these three population groups. A similar

number of owners and renters do not expect their current home to continue to meet their household needs, with a much higher percentage of renters (48.5%) out of all renters compared to owners (11.1%).

Respondents' rationales are listed below:



In relation to why their current home would not meet their future needs, those who responded “other” provided the following rationale:

- growing family will need more space
- downsizing of family, thus reducing need for more space
- poorly maintained rental housing
- smaller lot sizes/overcrowding of houses
- unable to afford home in future
- issue of other tenant's smoking/marijuana usage

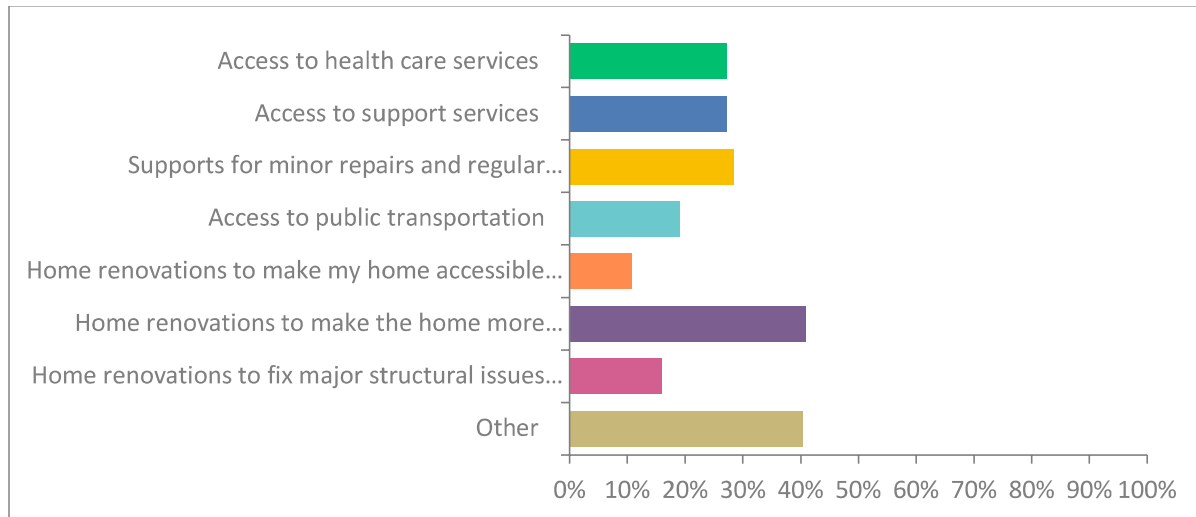
Section 04: Supports to Stay

Respondents were asked what was needed to encourage them to stay in their current housing situation and the “other” category provided 68 responses. The main supports suggested included:

- physical facilities indoors and outdoors for adults and children
- activities for seniors
- one-story housing/no stairs
- access to town water and sewer system
- financial relief for those on fixed incomes
- lower property taxes
- lower/regulated rent
- protection for tenants and holding landlords accountable

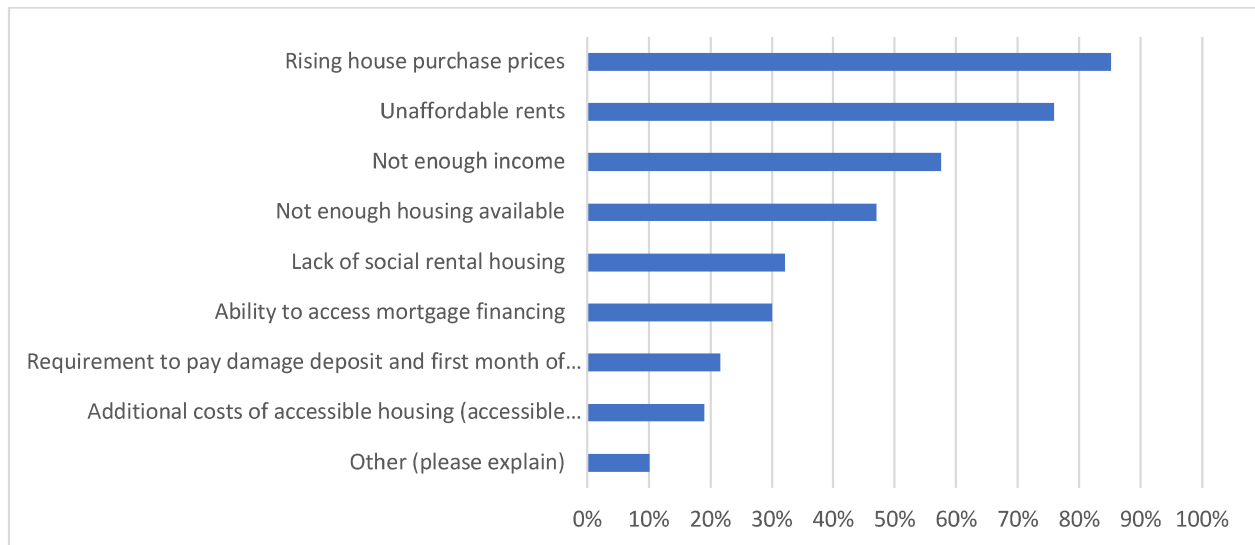
- employment that pays a living wage
- access to childcare

The following figure highlights additional responses of what is required/needed to stay in their current home.



Section 05: Affordable Housing

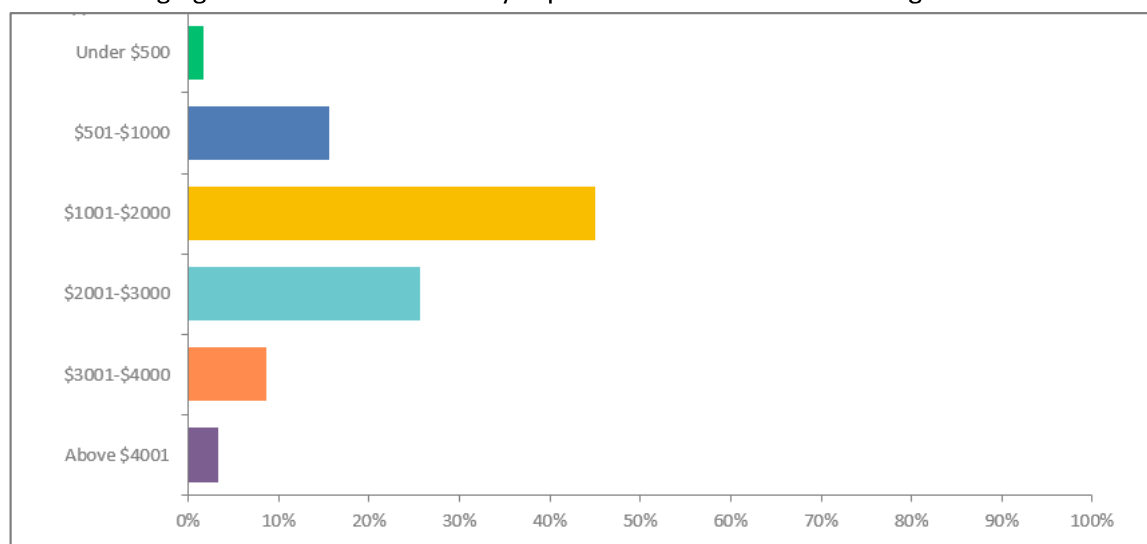
A quarter of survey respondents experienced difficulty finding affordable housing in the last five years. Perceived reasons to affordable housing access by all respondents are shown below, the “other” category include specific details to supplement existing categories/contributions to rising housing costs including rising mortgage interest rates , property taxes, disadvantaged populations like young people, low-income individuals, and seniors, utilities costs, transportation costs/accessibility in relation to housing location, damage deposits, influencing neighbourhood affluence, zoning regulations, urban planning decisions against dense housing.



Most of those who experienced affordable housing challenges are couples (make up 26.1% and 23.8% of all respondents who experienced affordable housing challenges); individuals living with a roommate, single parent, and multi-generational family are also more likely to have faced affordable housing challenges (42%, 50%, and 33% of its population grouping). Similar number of renters and owners experienced affordable housing challenges, with renters significantly more likely to have experienced such in general (64% of all renter respondents versus 16% of all owner respondents).

Those who did not experience difficulty either did not need to find housing in the past five years due to already owning a home or were lucky (purchased before the price increase, fortunate to have sufficient funds).

The following figure indicates the monthly expenses associated with housing costs:

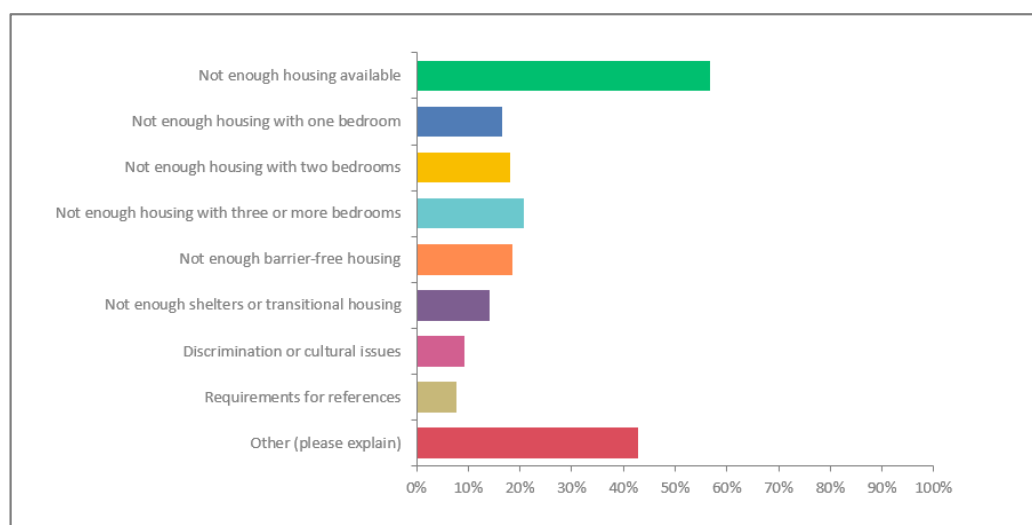


This is further broken down by those that own and rent in the table below:

Row Labels	\$1001-\$2000	\$2001-\$3000	\$3001-\$4000	\$501-\$1000	Above \$4001	Under \$500	(blank)	Grand Total
Own	160	105	39	65	16	5	40	430
Rent	52	17	2	7		1	8	87
Grand Total	212	122	41	72	16	6	48	517

Section 06: Future Growth

Respondents were asked to identify concerns regarding people finding housing in Stratford and the following figure illustrates their number one concern was not enough housing available (56.65%) and the second highest was “other” at 42.94%. There were 210 responses to “other” and the majority related to issues surrounding affordable housing, not enough units/rentals available, lack of transportation, high property taxes, and discriminatory practices with rentals (e.g., pets, children, age). 11% of respondents reported that they have either experienced or possibly experienced discrimination in relation to housing before.

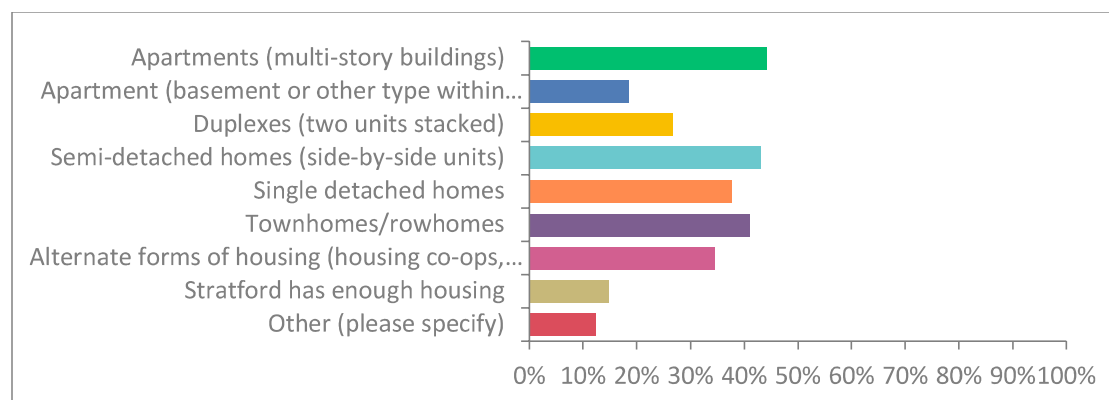


The final question of the survey was an opened question, inviting respondents to share anything else they would like us to know about their housing situation or housing in general in the Town of Stratford. In total, 218 respondents provided additional information that ranged from affordable housing, lack of public transport, bridge traffic, a balance between development/protecting green spaces/wildlife habitat, senior housing, high taxes, home renovations/maintenance, size/type of housing (e.g., how many stories for an apartment), building green homes or retrofitting homes to be climate-friendly, building permits/zoning (e.g., basement apartments or Airbnb), access to medical services, and schools.

Several people commented on the survey design (felt some questions were leading) and how the survey will be disseminated (should ensure public transparency of results). Some people expressed disapproval against density and population growth in the town and the thought that affordable housing is a problem

with individual behavioral rather than town planning (e.g., individuals are at fault for not being able to afford houses in the town, the town should not be bringing in low-income individuals).

Section 07: Residents' Perspective on Stratford's Future Housing Development Needs



The above figure indicates respondents' perspectives on the future types of housing most needed in Stratford. This metric/data can be used as a proxy for attitude towards high density development among residents, which is a main success measure identified for this project. Housing types provided to survey respondents/residents are supportive of various density developments:

- High density: apartments (multi-story building), apartments (basement or other type within)
- Medium density: townhomes/rowhomes, alternative housing.
- Low density: duplexes, semi-detached houses, single detached homes.

As shown above, residents' preferences for high density housing options are comparable to that of low-density housing options. Other development ideas suggested by residents include affordable and/or low-income housing (17), senior-friendly homes (9), and granny homes (5), and condos (3).

7.1 Opinion on Stratford's Housing Development Moderated by Resident Demographics

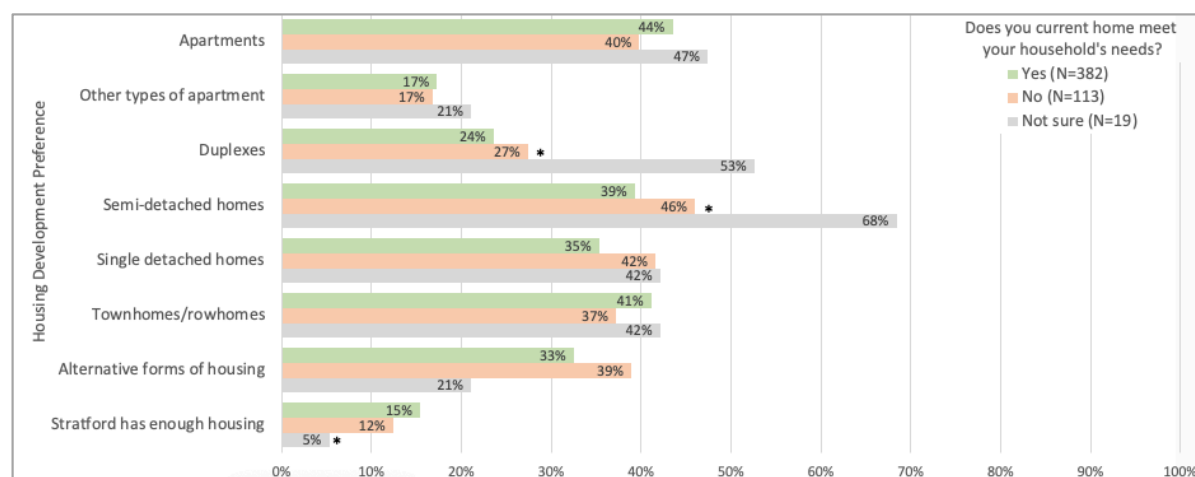
High density and medium density housing are recognized as more needed by the younger population and renters, whereas low density housing is preferred by those with a stable employment and higher income and households with diverse needs (e.g., couples with children/multigenerational). Those with high income and current housing costs are more likely to think that Stratford has enough housing. See the two charts below for a detailed summary on trends in residents' perspective on Stratford's future housing development needs by demographic variables.

	Time lived in Stratford	Age	Academic Qualification	Employment Status	Household annual Income
Multi-story buildings		Decreases with increasing age			
Other apartments		Decreases with increasing age			
Duplexes	Higher for those lived in Stratford for <11 yrs	Decreases with increasing age		Higher for those with employment vs retired/other (e.g., unemployed, disability)	
Semi-detached homes					
Single detached homes	Lower for those who lived in S. for 2-5yrs or do not live in Stratford	Higher for those who are 35-65, lower for those who are over 75		Higher for full-time, self-employed, retired individuals, vs part-time and other	Increases with increasing Income
Townhomes /rowhomes		Higher for those <45 or 54-75	Higher for those with a university degree vs college or high school diploma		Increases with increasing income
Alternative housing	Higher those who lived in Stratford for <5yrs	Higher for those who are 15-34, lower for those who are 45-54 and over 75			
Stratford has enough housing					Higher for those who make >\$50,000, highest for those who make >\$150,000

	Monthly Housing Cost	Rent/Own	Household Type
Multi-story buildings		Higher for renters	
Other types of apartments			
Duplexes		Higher for renters	
Semi-detached homes			

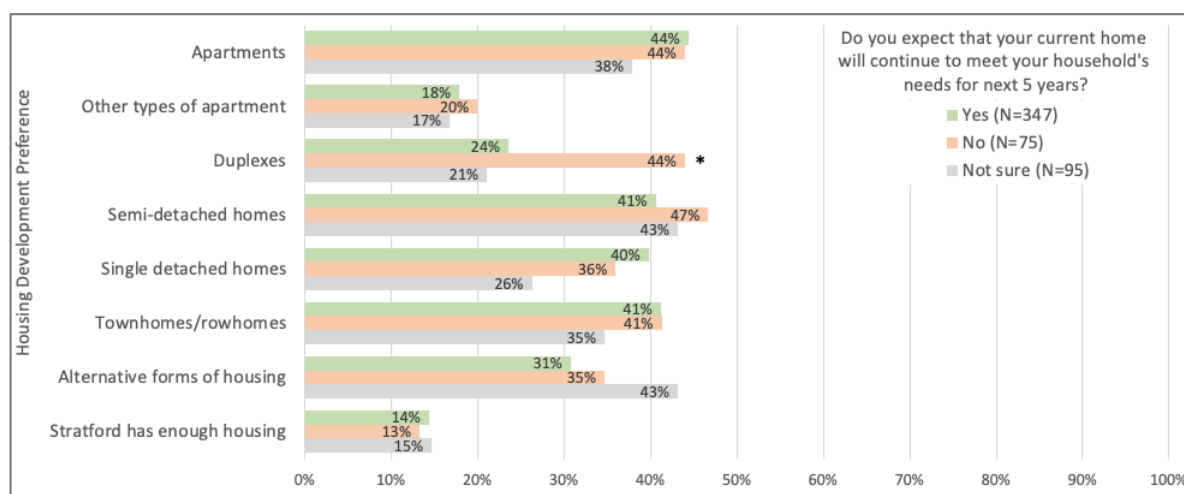
	Monthly Housing Cost	Rent/Own	Household Type
Single detached homes	Higher for those paying >\$1,001	Higher for house owners than renters	Higher for couples with children or multi-generational households
Townhomes/rowhomes		Higher for renters	
Alternative housing		Higher for those who rent	Higher for those who live alone or have multi-generational family; lower for those living with a roommate or couples with children.
Stratford has enough housing	Higher for those who pay >\$2001		

7.2 Perspective on Stratford's Housing Development by Current Housing Needs



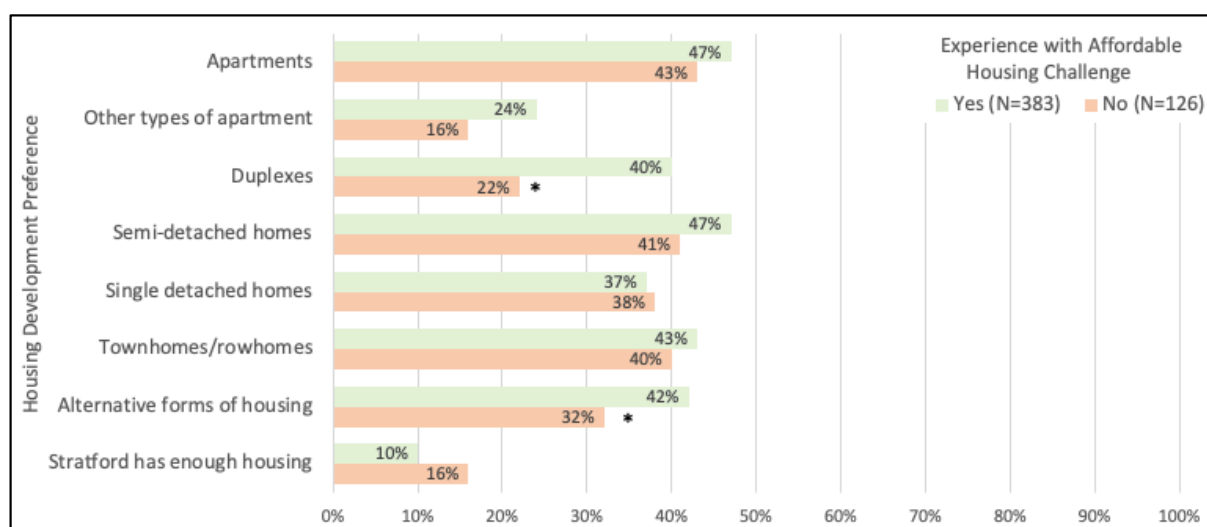
* used to indicate any significant differences

The above figure describes housing development perspectives between those whose current needs are met, not met, and not sure if are being met. Perspectives on Stratford's housing development needs remain consistent across most development types, except for opinion on duplexes and semi-detached houses, where those whose needs are not currently being met or are not sure whether are being met think these housing options are more necessary to meet the needs of its residents in Stratford. Perspectives on whether Stratford has enough housing also differed by whether participants' current housing needs are being met. Those who have their needs met are more likely to agree that Stratford has enough housing.



* used to indicate any significant differences

Perspectives on Stratford's housing development needs also differed by whether respondents expect their future home needs being met. Those who do not expect their future needs being met are significantly more likely to think that Stratford needs more duplexes.



Perspectives on Stratford's housing development needs also differed by whether one had encountered difficulty finding affordable housing in the last 5 years. Those who experienced difficulty are more likely to think that Stratford needs more duplexes and alternative housing.

Lastly, perspectives on Stratford's housing development needs differ by whether respondents had encountered housing discrimination previously. Those who had experienced housing discrimination are

more likely to think that Stratford needs more duplexes (38.6%) versus those who had never experienced housing discrimination (25.4%).

Next Steps

This survey provided baseline data regarding the Shape Stratford project. This survey will be re-distributed at the mid-point and end of the project for comparative purposes.



**Background Report – Town of
Stratford Growth Management
Strategy and Development
Charge Study**

Phase I Background Report

June 28, 2023

Prepared for:

Town of Stratford

Prepared by:

Stantec Consulting Ltd.

Project No. 160410469

**BACKGROUND REPORT – TOWN OF STRATFORD GROWTH MANAGEMENT STRATEGY AND
DEVELOPMENT CHARGE STUDY**

Revision	Description	Author		Quality Check		Independent Review	



BACKGROUND REPORT – TOWN OF STRATFORD GROWTH MANAGEMENT STRATEGY AND DEVELOPMENT CHARGE STUDY

The conclusions in the Report titled Background Report - Town of Stratford Growth Management Strategy and Development Charge Study are Stantec's professional opinion, as of the time of the Report, and concerning the scope described in the Report. The opinions in the document are based on conditions and information existing at the time the scope of work was conducted and do not take into account any subsequent changes. The Report relates solely to the specific project for which Stantec was retained and the stated purpose for which the Report was prepared. The Report is not to be used or relied on for any variation or extension of the project, or for any other project or purpose, and any unauthorized use or reliance is at the recipient's own risk.

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Approved by _____
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BACKGROUND REPORT – TOWN OF STRATFORD GROWTH MANAGEMENT STRATEGY AND DEVELOPMENT CHARGE STUDY

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DEVELOPMENT CHARGE STUDY**

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BACKGROUND REPORT – TOWN OF STRATFORD GROWTH MANAGEMENT STRATEGY AND DEVELOPMENT CHARGE STUDY

1.0 INTRODUCTION

The Background Studies Report is a review of the existing policies and infrastructure framework for the Town of Stratford. The goal of this review is to determine the most efficient and cost-effective approach to accommodate desirable growth and development in the Town. Through this background study, we will be able to define:

Expected level of growth in Stratford – The potential increase in population and dwelling units has been calculated for the Housing Needs Assessment based on three levels of growth tied to the town's recent growth experience. Further analysis will help determine the growth potential for the Stratford.

Infrastructure required to support the expected growth – As growth occurs, it can be expected to place demands on existing infrastructure that will require its upgrading, replacement, and expansion. The cost of needed infrastructure upgrades must be calculated as well as the triggers that will determine their timing.

Development style and pattern – The ability of Stratford to accommodate development will depend on the mix of units that the Town chooses to permit. Higher density residential types will allow more dwelling units on the town's limited land base but may exceed infrastructure capacity and community acceptance.

The report is broken into the following sections to better understand the Town's existing guidelines. The different sections will provide a complete scope of growth to develop and will be used to evaluate the growth scenarios.

LAND USE PLANNING FRAMEWORK	A review of the existing planning policies will help determine the possible growth opportunities, housing needs, and community priorities.
DEMOGRAPHIC AND HOUSING ESTIMATES	The population and housing estimates will be help reveal growth, housing demand and unit mix as well as distribution of development. Further, this section will also include the current state of the commercial and industrial sectors in Stratford and elaborate on the potential and desirability of the expanding employment opportunity within the Town.



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INFRASTRUCTURE ASSESSMENT	A review of the infrastructure and other utilities that are critical to development will help determine current capacities and identify issues that may impede development locally and within the municipality.
TRANSPORTATION ASSESSMENT	A review of the circulation movement will provide a full understanding of the current logic of local transportation as well as provide an early assessment of opportunities to encourage new transportation options that would lessen pressure on vehicular infrastructure such as active transportation.
WATER AND WASTEWATER SYSTEM	A review of the existing infrastructure and current data will help confirm water supply and wastewater pumping capacities as well as areas experiencing capacity issues. This review will also provide information on planned upgrades to the existing networks will also be gathered to provide a complete understanding of areas where servicing capacity may continue to be limited. This will help to inform the growth scenarios and allow for the best utilization of existing water and wastewater systems.
STORMWATER NETWORK	A review of previous plans and studies completed for the Town, including the 2004 Town Stormwater Management Plan, 2010 Climate Change Adaption Plan, 2010 Low Impact Development Guidelines and 2012 Impacts of Climate Change on Stormwater Management, Stantec will create an overview of existing and planned stormwater infrastructure. From this overview, areas of limited or no additional capacity will be identified.
CULTURE AND RECREATION INFRASTRUCTURE	An assessment of current culture and recreation infrastructure relative to accepted standards will be completed (e.g., parks by type per capita, libraries per capita, etc.) including a review of the 2011 Arts and Culture Infrastructure Study, 2011 Natural Heritage Study, 2019 Urban Forest Study, and available documentation of recreation facilities and programs.



BACKGROUND REPORT – TOWN OF STRATFORD GROWTH MANAGEMENT STRATEGY AND DEVELOPMENT CHARGE STUDY

WATERSHED STUDY

A review of available data to complete a review of wetland extent and function within proposed development areas, primarily considering provincial wetland mapping data. Assimilative capacity assessment of major receiving water of stormwater runoff (direct and indirect) in areas of proposed development will include a categorical assessment of potential assimilative capacity considering watercourse/waterbody size, watershed location, existing degree of watershed impact and integrate existing water quality information where available.

As we start to consider how best to accommodate future growth in Stratford, this report will also identify and evaluate the development possibilities of the Town including new development and the potential of redeveloping current sectors with higher densities. Attention will be given to the immediate boundaries, outside of the territory to understand their own strategy to identify shared opportunities. A series of maps have been included to schematically represent the information for the best comprehension.

The future growth possibilities identified in this report have been shaped by an extensive engagement program. The engagement program summary is provided in Appendix 1. Stantec and the Town of Stratford want to thank all those who participated in the various workshops and events, as the input we received throughout the process is extremely valuable in helping determine what the community prefers as the best growth option for Stratford.

When reading this background report, it is essential that the complexities and constantly changing market conditions be considered and realized. Communities are always changing based on population increases or decreases, technology, market conditions, various demographic data, community values, operation and capital budget planning and many other variables. With these points in mind, it is essential that growth management related work, including the future population forecasting, be considered a living document which needs to be re-evaluated and updated as communities change.

Lastly, this report and the growth scenarios presented, are based on population forecasts to 2041. We know that the community will continue to change in the future and well beyond 2041. When completing population forecasting, which was part of this project, years ending in 1 and 6 are utilized because these are Census years, and the fullest range of data is available for Census years. Moreover, we have not made estimates beyond 20 years in the future because the numbers become increasingly speculative.

2.0 PART 1 – BACKGROUND RESEARCH

2.1 PLANNING BACKGROUND REVIEW

A detailed review of the Town of Stratford's current policy framework was performed to help understand the Town's vision and goals. Following the review, we focused on emphasizing the proposed future community development, exploring the residential pattern in the relationship with other uses, determining the trend for the community, and learning more on the type of growth the Town believes in. These

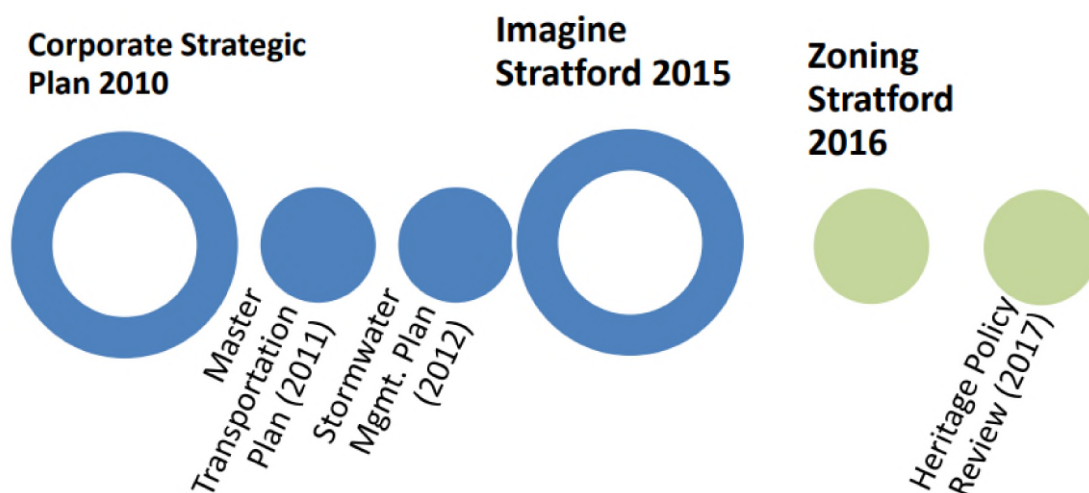


BACKGROUND REPORT – TOWN OF STRATFORD GROWTH MANAGEMENT STRATEGY AND DEVELOPMENT CHARGE STUDY

background policy documents revealed the Town's commitment to growth, density, core, development and the path for achieving its vision.

We understand that the Town of Stratford's policy framework is comprised of the following key policy documents:

- Corporate Strategic Plan, 2010
- Master Transportation Plan (drafted 2011)
- Stormwater Management Plan (drafted 2012)
- Imagine Stratford: 2015 Town Official Plan
- Zoning Stratford: 2016
- Development Bylaw Heritage Policy and Bylaw Review: 2017



The Corporate Strategic Plan sets out the general direction towards building the best community possible. The Master Transportation Plan aims to boost the connections and linkages between the Town's neighborhoods, commercial spaces, public spaces and neighboring communities and give certainty to landowners as to how the community will take shape as development occurs. Moving from the streets to ditches, the Stormwater Management Plan aims to better manage water flows from the individual property to the Northumberland Strait taking into consideration the sensitive coastline. The Official Plan policies direct the development and shape of the Town's growth. The Official Plan also provides the foundation for the Zoning and Development Bylaw and the direction for Council's decision-making.



BACKGROUND REPORT – TOWN OF STRATFORD GROWTH MANAGEMENT STRATEGY AND DEVELOPMENT CHARGE STUDY

IMAGINE STRATFORD (2014): TOWN OF STRATFORD OFFICIAL PLAN

Adopted in 2015, the Official Plan emphasizes the Core Development Plan of 2008. Under the intention to “build the best community possible”, the plan sets the vision of a more sustainable future where:

- residents social, physical and spiritual needs are met
- our culture is rich and diverse and our heritage is protected and celebrated
- our natural environment is protected and respected
- there is a thriving local economy
- there is an open, accountable and collaborative governance system¹

The Official Plan proposes a holistic approach based on long-range planning policy that illustrates the Town’s goals, objectives and policies concerning the nature, extent and pattern of physical, social, cultural and economic development as well as environmental stewardship within the Town. The sections below describe the Official Plan’s commitment to each factor that influences growth in the Town.

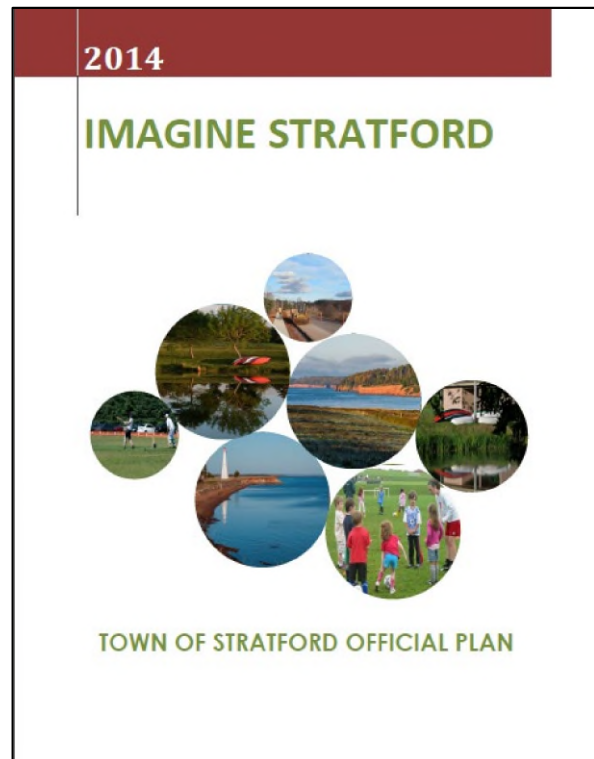
Housing

The Official Plan identifies a shift in housing trends from predominately single-detached houses to a diversity of housing types, including low-rise apartments and semi-detached units.

The Official Plan further identified that Stratford has some of the highest priced houses and the highest rent prices in the Charlottetown area and is considered overpriced. The Town’s future growth projection and an increased demand for other housing types suggests that development in the Town should focus on affordable housing and providing a more diverse mix of housing types. This shift to more diverse housing units and higher density will also foster an affordable housing market capable of attracting new homeowners and residents.

The Official Plan lists the following objectives and policies regarding Housing:

1. Stratford is a community where housing is responsive to the needs of the population.
2. Stratford is a community that is accessible and affordable for all to reside in, especially families and seniors.
3. Stratford is a community that preserves the character of existing neighborhoods.
4. Stratford is a community where housing developments are well designed, inclusive and connected to the community.



¹ - Imagine Stratford, p.4



BACKGROUND REPORT – TOWN OF STRATFORD GROWTH MANAGEMENT STRATEGY AND DEVELOPMENT CHARGE STUDY

5. Stratford is a community where housing development is balanced with our ability to sustain resources and affordable service delivery.

Transportation

The Official Plan identifies transportation as an essential link for the progress of the Town identifying that the *“key challenge of travel demand management is addressing the overwhelming automobile mode”*. Other modes of travel should be developed and made viable to be effective. The Town is committed to developing active transportation and pedestrian networks *“as more residents seek opportunities for physical activity”*. The Official Plan also notes that sidewalks currently exist on most of the Town’s busiest streets, but further expansion and connection of these sidewalks should be considered. Several excellent segregated and attractive trails and walkways have been established, but continued expansion and the eventual connection of these systems would greatly contribute to the overall health and wellness of residents.

The Official Plan considers active transportation as the foundation of the plan. The intent is to minimize street crossings, maximize cycling safety and comfort. It is therefore important that new roads not be allowed to compromise this intent. The Town in collaboration with the Department of Transportation and Infrastructure hired Delphi-MRC consultants to develop a Transportation Master Plan in accordance with the Town’s sustainability vision and principles.

Infrastructure and Services

The Official Plan identifies a range of supply of various municipal services including central water supply system, collection and treatment of sanitary waste, police services and fire services. The Town shares responsibility with the provincial government for storm water management and emergency measures. The Official Plan is committed to meeting the current and future needs of the residents, recognizing climate change impacts, providing sustainable cost-effective water services, minimizing environmental impacts and putting a strong emphasis on green energy and conservation for a cohesive community.

Recreation, Parks, and Open Spaces

The Official Plan states that parks and open spaces provide the community with opportunities for learning, leisure, spiritual renewal and recreation. It supports the mental, physical, social well-being and health of residents with a commitment to developing long-term plans and provisions of recreational facilities that promote healthy lifestyles, foster socialization, creation of community gardens etc. The Plan recognizes and understands the importance developed recreational areas and provides its support to upgrade facilities and programs that foster health, well-being and the Town’s unique identity.

Natural Environment

Objectives about Natural Environment are based on the Natural Heritage Study. Notably, the study has identified significant habitat areas and recommends involving private landowners in developing long term management plans for these areas. Significant features such as streams, ponds and ravines should be acquired through open space dedication and negotiations with landowners. The plan also recommends the development of an accessible waterfront area and public shore access points.

Economic Development

The Official Plan identifies Stratford as a place to attract economic development. Although, the Town is experiencing high growth and high disposable incomes, the *“residents of Stratford and the Council do not wish to see the Town become dominated by commercial activity”*. At the same time, the Official Plan is committed to making Stratford a destination with designated core business and service areas. The “Buy Local” initiative aims to support the local economy and strengthen it over time. The plan also recognizes the fundamental importance of farming that must remain an economically viable enterprise.



BACKGROUND REPORT – TOWN OF STRATFORD GROWTH MANAGEMENT STRATEGY AND DEVELOPMENT CHARGE STUDY

Land Use Planning

The Official Plan intends to protect the current neighbourhood character with an increase in higher density development. While the character of our established neighborhoods must be protected, current development costs dictate that new, fully serviced residential subdivisions must become more efficient. The plan suggests that more than 1,269 acres of vacant residential land is available in Stratford. This means there is potential for more than 4,000 new residential units in the Town on lands that are already designated residential.

As demand grows for new, more innovative and somewhat higher density residential development forms, the Town must carefully review such development to prevent adverse impacts on the existing established neighborhoods.

The plan forecasts the following two future demand-based scenarios, which were established in 2014:

Scenario I

Average Growth: In this scenario, the growth rate for the next five years would remain the same as the previous past five years resulting in an estimate demand to be for 796 residential units in the next five years.

Scenario II

Maximum Growth: In this scenario, the Town's annual growth rate will be the same as the maximum annual rate within the past five years resulting in 1,583 residential units in the next five years approximately.

Overview

- Maintain the character of existing neighbourhood
- Should consider new uses like institution as attraction for density
- Open spaces are great of social quality of life
- Attachment to good design must be reflected in the typologies
- Limit commercial uses to specific areas
- Importance of agriculture and protection of land; orient development elsewhere
- TransCanada Highway as a Main Street
- The government's involvement on roads, but less into active transportation and transit might represent a financial burden of importance that could lessen the interest in investment for such infrastructures.
- The importance of great recreation, parks and open spaces in the quality of life for resident is an existing asset that can be use to encourage resident to live outside their property and strengthen the sense of community. In Stratford, parks and recreational development (facilities and activities) must be ecologically sound and aesthetically inspiring.
- Uses must be well positioned to protect the existing neighborhoods, to be well connected between each other, but also to manage the different uses and density respecting the existing fabric of those neighborhoods.
- The attachment to arts, culture and heritage should be emphasize in Stratford's design for the built environment and open spaces, as well as appreciated and supported as part of the Town's health and beauty.
- Productive farmland in active agricultural must be protected and use until it is required for appropriate urban development. Agriculture plays a significant role in its overall character, environment and economy.



BACKGROUND REPORT – TOWN OF STRATFORD GROWTH MANAGEMENT STRATEGY AND DEVELOPMENT CHARGE STUDY

The Core Area Plan

The Core Area Plan was adopted by the Town as a subsidiary to the Official Plan. It included a strong commitment to sustainability stating that *“as a minimum requirement, all aspects of the Town Plan and future economic development will conform to at least one aspect of sustainability, and more often than not, individual concepts will conform to multiple aspects of interconnected sustainable development issues”*.

The Plan divides the Core Area into several “nodes” which include the Waterfront Core, the Town Centre Core, and the Mason Road Core. The Plan highlights that the Core Areas have the capacity and ability for a wide range of high-quality development, attractive public realm as well as opportunities for cultural and economic exchange. The aim of the Core Area Plan is to focus on sustainable practices that will make Stratford a vibrant, healthy, and viable community for the long-term at the building level, site level and community level.

The Waterfront Core is identified as the heart of Stratford’s future downtown with a strong emphasis on creating the Waterfront as a *“primary location for high profile functions and events such as festivals, concerts, and ceremonies and will be the focal point of a mixed use downtown full of retail shops and residential living”*. Currently, the Waterfront Core Area is divided into the north core and south core with the south core promising more opportunities for development. The plan recommends medium density residential units encouraging 4-storey heights, ground floor commercial and interesting street connections. The Waterfront Plaza should be a focal point incorporating hard and soft landscaping, street furniture and highest quality architectural elements making the plaza home to activities, social interaction and a place of reflection.

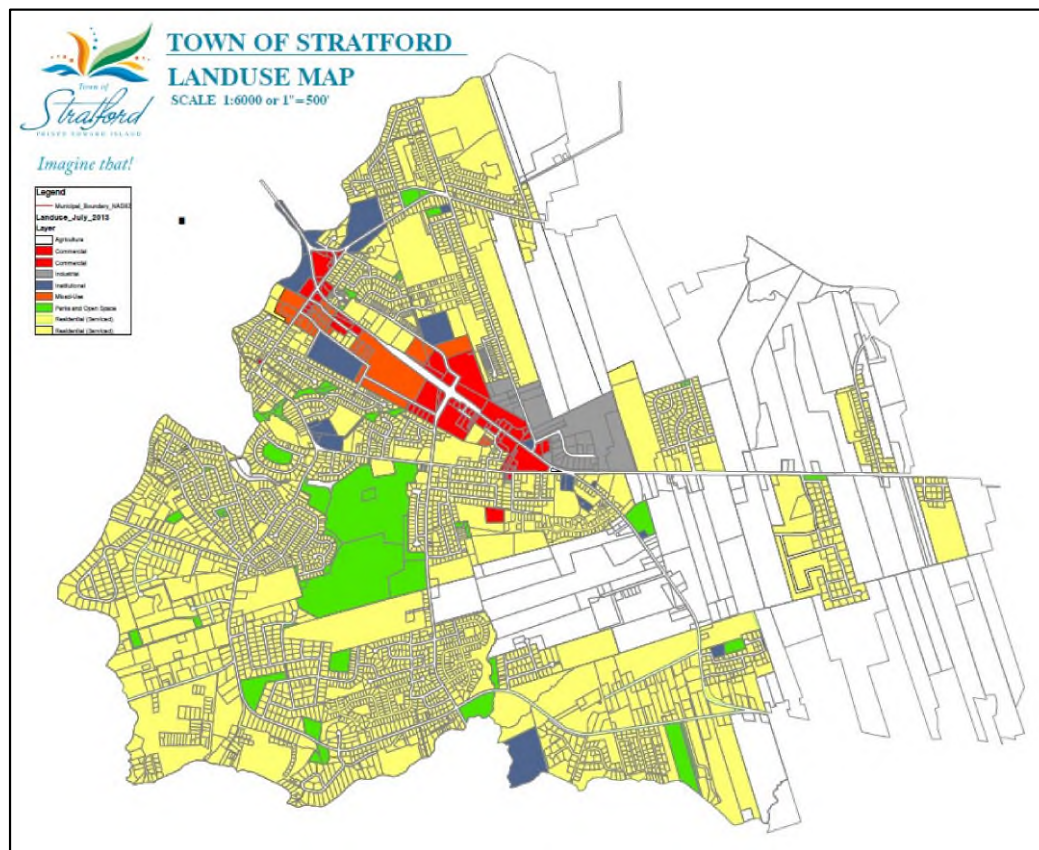
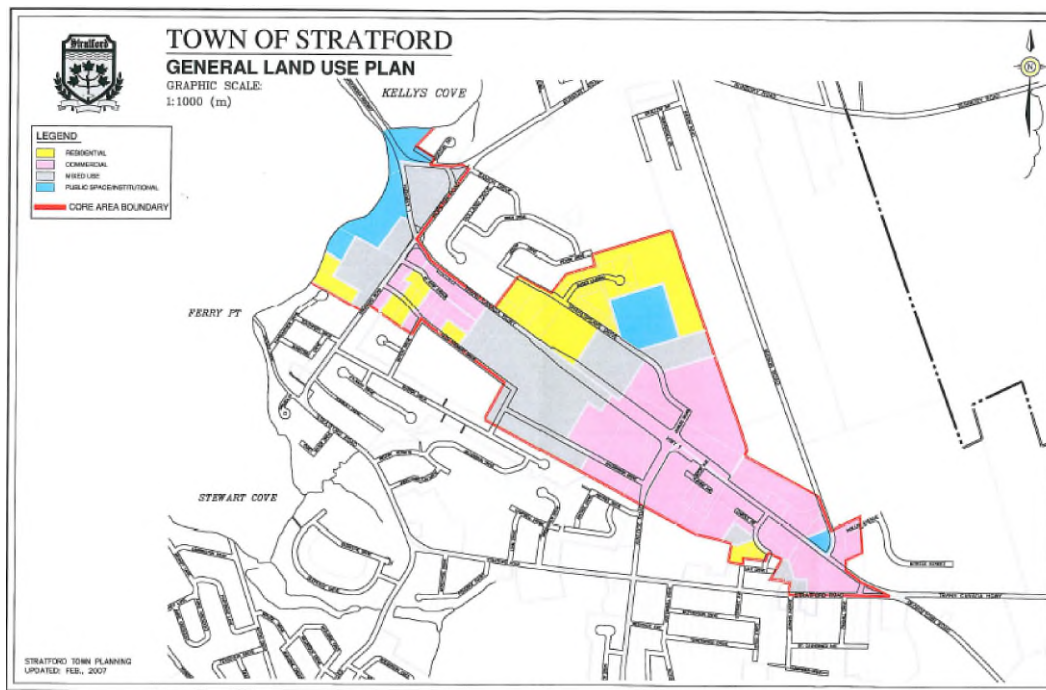
The Town Centre Core Area is located between the Waterfront Core (Hopeton/Keppock Road) and Kinlock Road and is identified as the geographical centre of Stratford and civic heart of the community. The Core Area Plan provides emphasis that the Town Core *“should be surrounded by high quality residential development on three sides and high-quality mixed-use development (commercial and residential) to the south, connecting Town Hall to the Highway”*. The future development should respect important natural features, build effective pedestrian connections, and provide quality landscape design. The Plan suggests that a diverse variety of housing including single family home, condominium, apartment, town house, and duplex providing a mix of housing styles and typologies. The new development should be an organic but modern extension of the existing residential neighbourhoods.

The Mason Road Core Area, similar to the Waterfront Core Area is identified as a “gateway to and from the Stratford Commercial Core and the Stratford Industrial Park”. It is understood that the current concerns of the Mason Road intersection with the Trans Canada Highway has prompted the need for a new intersection to provide effective solutions and opportunities to maximize commercial expansion. The Plan highlights that the “Mason Road Core is one of the Stratford core areas that will accept properly designed big box development”.

Overall, the Core Area Plan provides design guidance for long-term economic planning, encouraging development in the community along with commercial services and greenspace to support year-round activity and opportunities for social interaction. The Plan identifies the need to push for developing the Waterfront Core which will create more sustainable growth opportunities for the Town fueling its economy and becoming an attractive place for families to put down roots.



BACKGROUND REPORT – TOWN OF STRATFORD GROWTH MANAGEMENT STRATEGY AND DEVELOPMENT CHARGE STUDY



BACKGROUND REPORT – TOWN OF STRATFORD GROWTH MANAGEMENT STRATEGY AND DEVELOPMENT CHARGE STUDY

2.2 THE TOWN OF STRATFORD ZONING AND DEVELOPMENT BYLAW #45

A zoning bylaw controls the use of land in the community. It states exactly: how land may be used, where buildings and other structures can be located, the types of buildings that are permitted and how they may be used. A review of the Town of Stratford Zoning and Development Bylaw #45 was conducted to establish zones that permit multiple unit residential dwellings.

The following residential, commercial, industrial, agricultural and institutional zones were reviewed to provide an in depth understanding of the housing typology permitted in the Town of Stratford. Based on these zones, a further review was conducted to determine the maximum permitted building height in these zones. It was found that the existing zoning policy framework of the Town supports low-rise residential dwellings with a maximum building height of 4 storeys.

The following zones describe the permitted residential uses:

Residential Zone

- Low Density Residential Large Lot R1L
- Low Density Residential R1
- Medium Density Residential R2
- Multiple Unit Residential R3
- Planned Unit Residential Development PUD
- Waterfront Residential WR
- Town Centre Residential TCR
- Mason Road Residential MRR
- Sustainability Subdivision Overlay SS
- Waterfront Mixed Use WMU
- Town Centre Mixed Use TCMU
- Mason Road Mixed Use MRMU

Commercial Zone

- General Commercial
- Highway Commercial C2
- Neighbourhood Commercial
- Town Centre Commercial
- Mason Road Commercial

Industrial Zone

- Industrial Zone M1
- Business Park M2

Agriculture Zone

- Agriculture Reserve Zone A1
- Agriculture and Open Space O1



BACKGROUND REPORT – TOWN OF STRATFORD GROWTH MANAGEMENT STRATEGY AND DEVELOPMENT CHARGE STUDY

Institutional Zone

Town Centre Open Space TCOS
 Waterfront Public Space WPS
 Public Service and Institutional PSI
 Town Centre Institutional TCI

Housing Types	Description	Max. Building Heights	Remarks
Low Density Residential Large Lot R1L	<u>Permitted Uses:</u> Single Dwellings Secondary Dwelling Units		
Low Density Residential R1	<u>Permitted Uses:</u> Single Dwellings Secondary Dwelling Units <u>Conditional Uses:</u> Duplex or Semi-Detached Dwellings <u>Special Permits:</u> Group Homes		
Medium Density Residential R2	<u>Permitted Uses:</u> Single Dwellings Duplex or Semi-Detached Dwellings (up to 40% of units in a Block); Townhouse Dwellings having up to three (3) dwelling units (up to 40% of units in a Block); Secondary Dwelling Units <u>Conditional Uses:</u> Duplex up to 100% of the block Town House Dwellings or Row House Dwellings having up to six (6) Dwelling Units (owned either individually or as Condominiums) Group Homes <u>Special Permits:</u> Town House Dwellings or Row House Dwellings having up to six (6) Dwelling Units, owned either individually or as Condominiums, and can be up to 40% of units in a Block Seniors Homes	Duplex and Semi-Detached Dwellings: 11 m / 36 ft	
Multiple Unit Residential Zone R3	<u>Permitted Uses:</u> Duplex Dwellings and Semi-Detached Dwellings Townhouse Dwellings up to six (6) units Multiple Attached Dwellings Supportive Housing <u>Conditional Uses:</u> Apartments with over 12 units <u>Density:</u> The maximum density in a R3 Zone shall be no greater than 25 Dwelling Units per acre.	10.5 m / 35 ft.	
Planned Unit Residential	<u>Permitted Uses:</u> Single Dwellings	10.5 m / 35 ft.	



BACKGROUND REPORT – TOWN OF STRATFORD GROWTH MANAGEMENT STRATEGY AND DEVELOPMENT CHARGE STUDY

Housing Types	Description	Max. Building Heights	Remarks
Development Zone PUD	Duplex Dwellings and Semi-Detached Dwellings Townhouse Dwellings up to six (6) units (owned either individually, or as Condominiums) <u>Density:</u> The maximum density in a PURD Zone shall be no greater than ten (10) Dwelling Units per acre, or fifteen (15) dwelling units per acre if parking is provided in the rear yard and accessed by a private lane that is buffered from all buildings and a minimum outdoor private amenity area of 25 sq. m. per Dwelling is provided.		
Waterfront Residential Zone WR	<u>Permitted Uses:</u> Town House Dwellings or Row House Dwellings Apartment Buildings (owned either individually or as condominiums) Accessory Buildings <u>Conditional Use:</u> Commercial uses on the first floor of a building	<u>Townhouses</u> Max: 3 stories, 13 m / 40 ft Min: 2 stories, 6 m / 20 ft <u>Apartments</u> Max: 4 stories, 15 m / 50 ft Min: 3 stories, 13 m / 40 ft	Buildings having a height greater than 4 stories may be approved by Council where the impact on view planes of the waterfront are minimized, adequate parking is provided, adequate fire protection facilities are provided and the impact on the streetscape is minimized via building design features such as tiered building heights with taller building elements setback from the lot line. Taller buildings will be encouraged to be located in the middle of blocks rather than at intersections.
Town Centre Residential Zone TCR	<u>Permitted Uses:</u> Single Family Dwellings Duplex Dwellings or Semi-Detached Dwellings Town House Dwellings or Row House Dwellings (owned either individually or as Condominiums or by a single owner) Apartments (owned by a single Property Owner or as Condominiums) Innovative “cluster” style Housing <u>Special Permits:</u> Group Homes	<u>Townhouses</u> Max: 10.5 m / 35 ft <u>Cluster Housing</u> Max: 10.5 m / 35 ft Max Density: 15 units/acre <u>Apartments</u> Max: 12 m / 40 ft Max Density: 25 units/acre	



BACKGROUND REPORT – TOWN OF STRATFORD GROWTH MANAGEMENT STRATEGY AND DEVELOPMENT CHARGE STUDY

Housing Types	Description	Max. Building Heights	Remarks
Mason Road Residential Zone MRR	<u>Permitted Uses:</u> Single Family Dwellings; Duplex Dwellings and Semi-Detached Dwellings Town House Dwellings or Row House Dwellings up to six (6) units (owned either individually or as a Condominium) Accessory Buildings	<u>Building Height:</u> All Development in an MRR Zone shall be restricted to a maximum of 2 stories and no greater than 10.5 metres (35 ft.) in height. <u>Density:</u> The maximum density in a MRR Zone shall be no greater than ten (10) Dwelling Units per acre.	
Sustainability Subdivision Overlay SS	<u>Permitted Uses:</u> Single Dwellings Duplex Dwelling and Semi-Detached Dwellings Townhouse Dwellings Clustered Townhouse Dwellings <u>Special Permits:</u> Multiple Attached Dwelling Senior Home		<u>Density:</u> In a <u>Certified Sustainable Subdivision</u> , the overall maximum density (number of units per acre) will remain the same as in the original zone, but Council may grant a proportionately higher density in the buildable area. In a <u>Gold Sustainable Subdivision</u> , Council may increase the overall maximum density of the original zone by up to 25 percent. In a <u>Platinum Sustainable Subdivision</u> , Council may increase the overall maximum density of the original zone by up to 50 percent.
Waterfront Mixed Use Zone WMU	<u>Permitted Uses:</u> Apartment Units, other than on the first floor		
Town Centre Mixed Use Zone TCMU	<u>Permitted Uses:</u> Apartment Units, other than on the first floor Innovative “cluster” style Housing Group Homes <u>Conditional Uses:</u> Single Dwellings Duplex Dwellings or Semi-Detached Dwellings Town House Dwellings or Row House Dwellings (owned either individually or as Condominiums or by a single owner) Apartments (owned by a single Property Owner or as Condominiums)	<u>Townhouses</u> Max: 10.5 m / 35 ft <u>Cluster Housing</u> Max: 10.5 m / 35 ft Max Density: 15 units/acre <u>Apartments</u> Max: 12 m / 40 ft Max Density: 30 units/acre <u>Other uses</u> Max. 1 storey, 12 m (40ft)	



BACKGROUND REPORT – TOWN OF STRATFORD GROWTH MANAGEMENT STRATEGY AND DEVELOPMENT CHARGE STUDY

Housing Types	Description	Max. Building Heights	Remarks
Mason Road Mixed Use Zone MRMU	<u>Permitted Uses:</u> Apartments (owned by a single Property Owner or as Condominiums) Apartment Buildings with commercial uses on the first floor Town House Dwellings or Row House Dwellings (owned either individually or as Condominiums or by a single owner) Group Home	<u>Townhouses</u> Max: 10.5 m / 35 ft <u>Apartments</u> Max: 12 m / 40 ft Max Density: 25 units/acre <u>Other uses</u> Max. 3 stories, 12 m (40ft) Max. Density: 25 units/acre	
Commercial Zone			
General Commercial Zone C1	<u>Conditional Uses:</u> Commercial Dwelling Units	Max: 10.5 m / 35 ft	
Highway Commercial Zone C2	<u>Conditional Uses:</u> Commercial Dwelling Units	As per C1	
Neighbourhood Commercial Zone C3	<u>Permitted Uses:</u> Commercial Dwelling Units	Max: 11 m / 36 ft	
Town Centre Commercial Zone TCC	No housing	Max: 10.5 m / 35 ft	
Mason Road Commercial Zone MRC	No housing	Max: 10.5 m / 35 ft	
Industrial Zone			
Industrial Zone M1	No housing	Max: 11 m / 36 ft	
Business Park Zone M2	No housing	Max: 11 m / 36 ft	
Agriculture Zones			
Agriculture Reserve Zone A1	<u>Permitted Uses:</u> Single Dwellings	Max: 10.5 m / 35 ft	
Agriculture and Open Space Zone O1	No housing	Max: 10.5 m / 35 ft	
Institutional Zones			
Town Centre Open Space Zone TCOS	No housing	Max: 10.5 m (35 ft.)	
Waterfront Public Space Zone WPS	No housing	4 stories, 15 m (50 ft.)	
Public Service and Institutional Zone PSI	<u>Permitted Uses:</u> Group Homes	10.5 m (35 ft.)	
Town Centre Institutional Zone TCI	<u>Permitted Uses:</u> Group Homes	10.5 m (35 ft.)	



BACKGROUND REPORT – TOWN OF STRATFORD GROWTH MANAGEMENT STRATEGY AND DEVELOPMENT CHARGE STUDY

However, our review noted the probability of permitting a higher building height in the Waterfront Residential Zone. The Waterfront Residential Zone (WR) permits a building height of greater than 4 storeys and which may be approved by Council. This allows for increased height and higher densities in a location that can maximize on view and proximity to the downtown core. The provision of permitting taller building to the middle of the block rather than at intersections also shows that a higher density can be accepted within reason.

2.3 DEMOGRAPHIC AND HOUSING ESTIMATES

2.3.1 Town of Stratford Growth Management Strategy and Development Costs Study

Stantec prepared population and housing forecasts for the Charlottetown Growth Study and Housing Needs Assessment completed in 2022. The predictions contained in our final report were generated from a demographic and housing model developed by Stantec staff and applied for many previous projects including Stantec's 2014 Town of Stratford housing study. The model generates detailed population and housing estimates for municipalities and other sub-areas in the context of future estimates that it also generates for Canada and its provinces and territories. It has been employed for planning, housing, and recreation studies in seven provinces and two territories.

2.3.2 Census Populations and Statistics Canada Population Estimates

The population numbers presented in this section, including our population forecasts, are based on Statistics Canada population estimates for all the geographies (i.e., PEI, Queens County, and Stratford and other municipalities and sub-areas of Queens County). We use population estimates rather than Census numbers because estimates – despite their name – are more accurate than Census counts. Estimates prepared by Statistics Canada adjust Census numbers to account for under and over count. Statistics Canada uses vital statistics and other data to correct Census counts for individuals who are missed by the Census because they did not file a Census response and to account for other errors in compilation of the Census that may result in both under and over counting such as loss or mis-recording of submitted forms, double counting, and transcription mistakes.

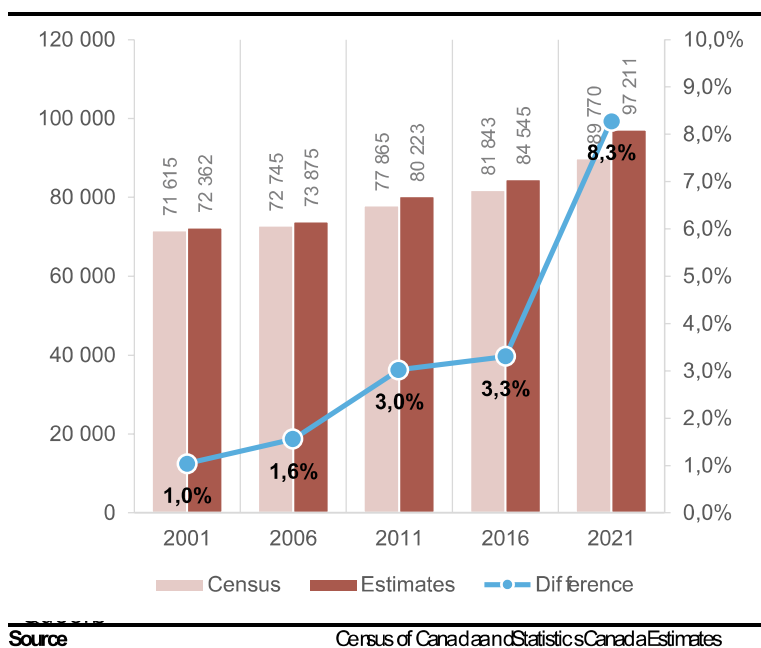
Undercounting is the most important factor. Statistics Canada recognizes that some people do not respond to the Census despite the legal requirement to do so. Specific groups are more prone to non-response. Groups with high levels of non-response have traditionally included young adults, recent immigrants, and indigenous people. Key reasons for under-reporting are mobility, language barriers, and cultural issues. Undercounting normally exceeds overcounting so Statistics Canada population estimates are usually higher than Census counts.



BACKGROUND REPORT – TOWN OF STRATFORD GROWTH MANAGEMENT STRATEGY AND DEVELOPMENT CHARGE STUDY

PEI has historically had low levels of undercounting because its population has traditionally been among the most stable in Canada. With the recent increase in-migration to the province, however, undercount has risen substantially. This is particularly true of Queens County and the municipalities that form the Capital Region (i.e., the City of Charlottetown and the Towns of Cornwall and Stratford), which have been the primary destination of immigrants to PEI. As **Figure 1** taken from our regional study illustrates, the difference between Census

Figure 1 Population Estimates and Census Counts, Queens County, 2001-2021



counts recorded for Queens County and estimates calculated by Statistics Canada has widened substantially in the past two decades from 1.0% for the 2001 Census to 8.3% in the most recent census in 2021. The difference in 2021 was 7,441 people, who we do not want to ignore in our assessment of the region or Stratford's future.

2.3.3 Recent Population Trends

Housing markets are regional. Residents generally make the choice to live in a region because of economic opportunities, particularly the availability of suitable employment or education options; family or social relationships; cost factors, the most notable of which is home prices and rents; and lifestyle preferences. Within the region the choice of a particular community is based largely on the same factors, although more specific features may be taken into account such as the time required to travel to school or employment, the quality of local infrastructure, taxes, or proximity to friends and relatives or preferred activities. It is best, therefore, to consider future growth in a community like the Town of Stratford in the context of expectations for the Capital Region and Queens County.

Future growth, based on Stantec estimates for the region prepared for the regional Growth Study and Housing Needs Assessment, is expected to be strong. After many years of slow growth from 1971 to 2009 when the population of PEI rarely increased by more than 1% in a year and occasionally declined, the Island experienced a surge in growth that gained momentum over the subsequent decade (**Figure 2**).

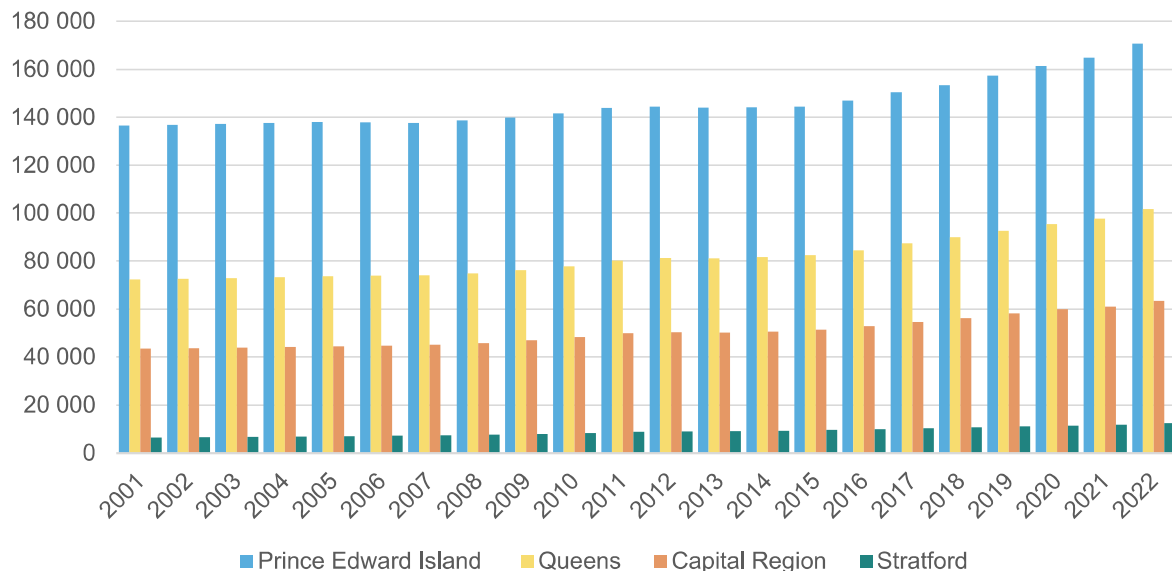


BACKGROUND REPORT – TOWN OF STRATFORD GROWTH MANAGEMENT STRATEGY AND DEVELOPMENT CHARGE STUDY

In both 2010 and 2011, the province increased its population by more than a percentage point. After a lull from 2012 through 2015 when annual gains fell below 1% again, larger increases have ensued since 2016 with annual increases exceeding a percentage point each year and topping 2% per year in five of the seven years to 2022. Queens and the Capital Region more than matched this upward trend. Their substantial growth began in 2008 and both areas have exceeded 1% growth nearly every year since. In four years, in each case, annual growth has reached more than 3%. In 2022, Queens County added 4.17% to its population and the Capital Region 3.87%.

Stratford, for its part, has grown faster than the province or the region continuing a pattern of accelerated growth that dates back to the formation of the municipality through amalgamation in 1995. The town achieved annual growth rates in excess of 2% in every year from 2001 to 2008 and then increased its growth significantly thereafter. For three years from 2009 through 2011, its population increased by more than 5% each year. While it slowed thereafter, the town's smallest annual increase to 2022 was 1.35% in 2012 and it was below 2% just one other year in the subsequent decade. Frequently, it topped 3% and last year (2022), it grew by 5.58%. Since 2001, the Town has nearly doubled its population and has increased its share of population in the Capital Region from 15.0% to 19.6%.

Figure 2 Population Growth and Change, PEI, Queens and Capital Region, 1971-2020



BACKGROUND REPORT – TOWN OF STRATFORD GROWTH MANAGEMENT STRATEGY AND DEVELOPMENT CHARGE STUDY

Table 1 Population Changes – 1971-2022

Year	PEI		Year	PEI (cont'd)		Queens		Capital Region		Town of Stratford	
	Pop.	% Change		Pop.	% Change	Pop.	% Change	Pop.	% Change	Pop.	% Change
1971	112,591		2001	136,665	0.14%	72,362		43,488		6,393	
1972	113,460	0.77%	2002	136,880	0.16%	72,574	0.29%	43,697	0.48%	6,543	2.35%
1973	114,620	1.02%	2003	137,227	0.25%	72,860	0.39%	43,887	0.43%	6,679	2.08%
1974	115,962	1.17%	2004	137,680	0.33%	73,221	0.50%	44,115	0.52%	6,840	2.41%
1975	117,724	1.52%	2005	138,064	0.28%	73,574	0.48%	44,376	0.59%	7,004	2.40%
1976	118,648	0.78%	2006	137,867	-0.14%	73,875	0.41%	44,651	0.62%	7,205	2.87%
1977	119,902	1.06%	2007	137,711	-0.11%	73,968	0.13%	45,017	0.82%	7,321	1.61%
1978	121,684	1.49%	2008	138,749	0.75%	74,860	1.21%	45,767	1.67%	7,596	3.76%
1979	122,885	0.99%	2009	139,891	0.82%	76,220	1.82%	46,955	2.60%	7,991	5.20%
1980	123,735	0.69%	2010	141,654	1.26%	77,859	2.15%	48,184	2.62%	8,447	5.71%
1981	123,551	-0.15%	2011	143,963	1.63%	80,223	3.04%	49,825	3.41%	8,873	5.04%
1982	123,588	0.03%	2012	144,530	0.39%	81,233	1.26%	50,390	1.13%	8,993	1.35%
1983	125,102	1.23%	2013	144,094	-0.30%	81,163	-0.09%	50,224	-0.33%	9,173	2.00%
1984	126,563	1.17%	2014	144,283	0.13%	81,683	0.64%	50,619	0.79%	9,352	1.95%
1985	127,619	0.83%	2015	144,546	0.18%	82,382	0.86%	51,376	1.50%	9,747	4.22%
1986	128,436	0.64%	2016	146,969	1.68%	84,545	2.63%	52,784	2.74%	10,029	2.89%
1987	128,641	0.16%	2017	150,402	2.34%	87,421	3.40%	54,611	3.46%	10,368	3.38%
1988	129,289	0.50%	2018	153,396	1.99%	89,868	2.80%	56,141	2.80%	10,728	3.47%
1989	130,153	0.67%	2019	157,419	2.62%	92,695	3.15%	58,132	3.55%	11,129	3.74%
1990	130,404	0.19%	2020	161,305	2.47%	95,437	2.96%	59,918	3.07%	11,445	2.84%
1991	130,369	-0.03%	2021	164,758	2.14%	97,642	2.31%	61,014	1.83%	11,758	2.73%
1992	130,827	0.35%	2022	170,688	3.60%	101,709	4.17%	63,373	3.87%	12,414	5.58%
1993	132,177	1.03%									
1994	133,437	0.95%									
1995	134,415	0.73%									
1996	135,737	0.98%									
1997	136,095	0.26%									
1998	135,804	-0.21%									
1999	136,281	0.35%									
2000	136,470	0.14%									

Source

Statistics Canada Estimates



BACKGROUND REPORT – TOWN OF STRATFORD GROWTH MANAGEMENT STRATEGY AND DEVELOPMENT CHARGE STUDY

2.3.4 Demographic and Housing Forecasts

Stantec's final report for the Charlottetown Region Growth Study and Housing Needs Assessment, submitted on May 16, 2022 included detailed predictions of population and housing needs for the City of Charlottetown and the Towns of Cornwall and Stratford, which comprise the Capital Region, as well as related sub-areas of Queens County. Our forecasts covered the future Census years 2026, 2031, 2036, and 2041. The population estimates were created for five-year age groups (i.e., 0 to 4 years, 5 to 9, 10 to 14, etc. to 90+) for all geographic areas considered and for all the Census years estimated.

Three sets of estimates were generated based on trends experienced in Canada, PEI, and the Capital Region. The forecasts were based on 2011 to 2016 when growth in the Capital region was healthy but not as strong as the subsequent 2016 to 2021 period. The second set of estimates was based on the two periods combined (i.e., 2011 to 2021) and the third set was based on the 2016 to 2021 period alone when local growth was very strong. The first scenario based on 2011 to 2016 resulted in the lowest overall population from the region; the second combining the two periods gave intermediate numbers; and the third based on 2016 to 2021 generated the highest numbers and is the high scenario.

As all three scenarios are based on the recent experience of the region, they are clearly realistic. As noted in the Final Report for the Growth Study and Housing Needs Assessment, the estimated 2041 population for the Province of PEI in our medium scenario was within 905 of the Province of PEI's estimate of 2041 population, suggesting that our methodology aligns well with the Province's practice. The application of our model was necessary to create sub-provincial estimates for Queens County and the municipalities of the Capital Region.

The forecasts contained in this report are largely derived from the 2022 regional study. By the close of our work on the study, population and housing data was available from the 2021 Census and was incorporated in the model used to develop future estimates, as was some other annually collected statistical data relevant to population and housing estimation. In the year since completion of the regional study, limited additional annual data has been released, most notably 2020 and 2021 fertility or birth rates and 2020 mortality or death rates. While it is important to employ the most recent birth and mortality rates to ensure the best possible future estimates, the updates have very modest impact on results. In addition, Statistics Canada has revised its population estimates reaching back as far as 2006, presumably based on superior data now available. Again, the changes are generally small but do have a discernible influence on our forecasts.

Readers will find the following presentation very similar to the summary of demographic and housing estimates contained in the 2022 regional study, but with moderate differences in population and housing figures. The primary difference in the following summary is the focus on Stratford and the implications of its expected growth on housing needs and land development requirements in the town. We have nevertheless included an overview of regional population and housing trends and estimates to establish the context in which the Town of Stratford is developing. In our model, all estimates of natural increase are determined through extrapolation of long-term trends in births and deaths for PEI based on annual



BACKGROUND REPORT – TOWN OF STRATFORD GROWTH MANAGEMENT STRATEGY AND DEVELOPMENT CHARGE STUDY

estimates of both by five-year age-sex cohorts published by Statistics Canada. Migration estimates are developed within the model for each relevant area based on past census periods. As noted, our initial projection is based on the five years from 2011 to 2016; our second reflects change in the extended period from 2011 to 2021; and the third and final period reflects the very strong growth experienced since 2016.

As stated above, we employ Statistics Canada population estimates for Canada, the provinces and territories, census divisions (Kings, Queens, and Prince Counties in PEI), and all census subdivisions (i.e., municipalities and indigenous communities, and other local subareas such as the lots that identify many rural areas in PEI) as the basis for calculating future populations. Estimates for Canada, PEI, and its census divisions provide the same detail as census counts. Statistics Canada estimates for census subdivisions are for total populations only but we have developed age and sex profiles using the age-sex profiles recorded by the Census for the census subdivisions comprising the region. As a result, our model produces estimates of population by five-year age and sex cohorts for the municipalities of the Capital Region and for other areas of Queens County comprised of remaining census subdivisions. The model also generates migration estimates for the same groupings, which are useful for understanding the sources and impacts of growth, and its influence on local age structure.

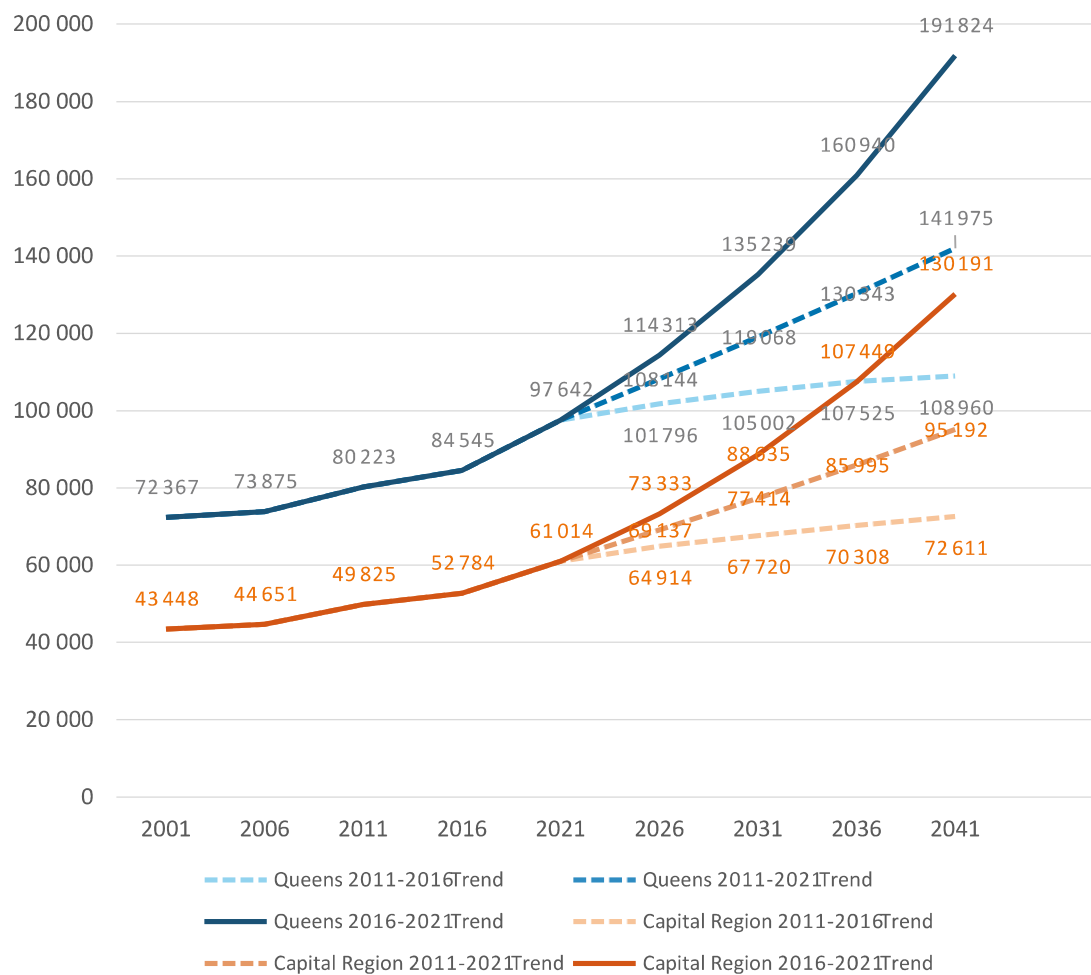
2.3.5 Regional Population Estimates

Figure 3 illustrates the three population scenarios created for the Charlottetown Region Growth Study and Housing Needs Assessment modified by consideration of recently issued data including adjustments to population estimates issued by Statistics Canada in the past year. As noted, although growth in Queens County and the Capital Region from 2011 to 2016 was strong, it has accelerated since 2016. Our first scenario based on the 2011 to 2016 period, therefore, results in the smallest population increase of the three generated for the region. It anticipates growth in Queens County from 97,642 in 2021 to 108,960 by the horizon year of 2041 and from 61,014 to 72,611 in the Capital Region. The second scenario combining the slower rate of growth between 2011 and 2016 with the increased growth experienced since 2016 results in a stronger upward trend reflected in an increase in County population to 141,975 and in the Capital Region to 95,192. The third and final scenario focuses on the region's robust growth from 2016 to 2021 and predicts the County will have 191,824 residents and while the Capital Region will have 130,191 by 2041.



BACKGROUND REPORT – TOWN OF STRATFORD GROWTH MANAGEMENT STRATEGY AND DEVELOPMENT CHARGE STUDY

Figure 3 Population Estimates, Capital Region and Queens County, 2001-2041



Source: Statistics Canada Estimates 2001 to 2021, Stantec estimates 2026 to 2041

Readers who compare these results with our earlier report on the region will notice that the estimates have increased in all three scenarios. The third scenario based on 2016 to 2021 trends shows the biggest increases with the expected 2041 population increasing from 189,642 to 191,824 (2,182 or 1.2%) in Queens and 128,101 130,191 (2,090 or 1.6%) in the Capital Region. The differences are moderate but add to the concern for housing demand that the Regional Growth Study clearly established.

The key driver behind each projection is migration. Projections of expected birth and death rates are the same for all three scenarios. Since 2006, Queens County and the Capital Region has gained residents through migration who are in their reproductive years. These new residents, furthermore, have brought children with them who not only augment the increase in population but are also growing into young adults who can be expected to replenish the local population when they form families and become



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parents. The influence of these changes in the region's age profile are incorporated in PEI's birth and death rates over the period.

Also, since 2006 migration rates into Queens County have been strong and rising. In the 2006 to 2011 period, five-year migration rates for most cohorts other than the 25 to 29 group, were between 5 and 10%. The 25 to 29 group, however, lost about 9%. With rising rates in subsequent five-year periods, estimated net migration over the extended period from 2006 to 2021 rose to averages over 10% or even 20%. Within the 15-year period, the region's attraction clearly grew. While the broad profile is similar, with the highest levels of in-migration expected for family-aged cohorts, neutral results are anticipated for infants, and net out-migration is expected in the older cohorts. The increase in in-migration since 2016 is particularly noteworthy with high rates of in-migration in all groups from 5 to 55 years and spectacular percentages in excess of 50% for young adults in their twenties, notably including the 25 to 29-year group from which Queens was losing population 20 years ago.

2.3.6 Regional Dwelling Unit Estimates

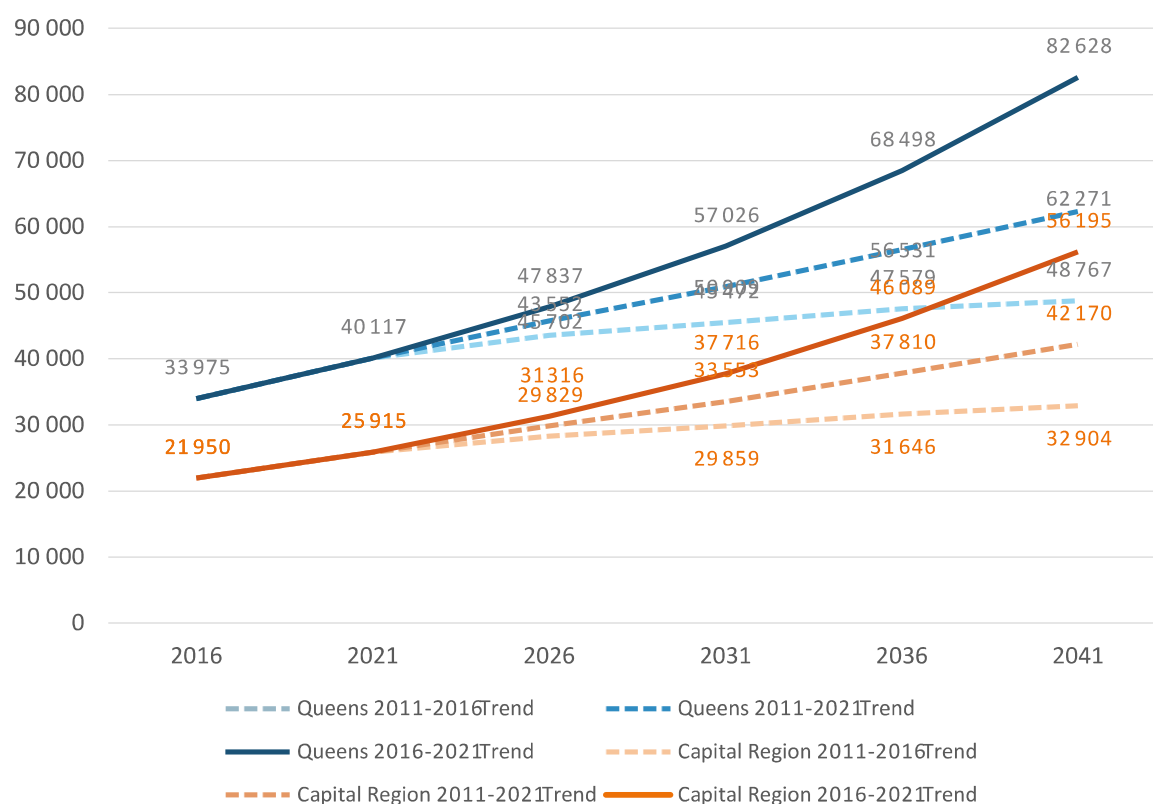
Housing requirements are directly related to population. In-migrants to the region require housing for the long-term. Domestic residents also need accommodation as they age, particularly as they move into adulthood and, especially, as they form families, and as they look to downsize later in life. Population estimates can be employed to develop future housing estimates by applying age-specific headship rates to calculate the number of dwelling units in each of nine structural types recognized by Statistics Canada. Our projection of dwelling units in the region was developed from our population estimates. Estimates show the influence of differing population age profiles associated with each scenario based on household formation rates recorded for each ten-year age cohort beginning at age 15. Recognizing from our review of building approvals that new units added in the region have been shifting moderately from single-detached housing, we assumed we assumed a 1.5% increase in rates of household formation and a shift of 1.0% from detached homes to attached and apartment units over each five-year census period. We further adjusted our estimates for the Capital Region to incorporate a 3.75% shift from ownership to rental in each five-year period to reflect continuation of the move from owned to rental accommodation documented from 2006 to 2021 and reinforced by municipal building permit applications and approvals since 2016.

Our estimates assume 40,117 dwelling units in Queens County in 2021 and 25,915 in the Capital Region in all scenarios before applying trends from the 2011 to 2016, 2011 to 2021, and 2016 to 2021 periods to generate alternative scenarios for the 2026 to 2041 period (**Figure 4**) in the same manner as we employed to develop population estimates. The three future estimates range from 48,767 dwelling units in Queens County and 32,904 in the Capital Region by 2041 in Scenario 1 based on trends from 2011 to 2016 to 82,628 and 56,195 in Scenario 3 based on the more recent 2016 to 2021 period. Scenario 2 combines the two periods (i.e., 2011 to 2021) to create a scenario between the two extremes, anticipates 62,271 dwelling units in Queens and 42,170 in the Capital Region by the 2041 horizon year.



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Figure 4 Dwelling Unit Estimates, Queens County and the Capital Region, 2016-2041



Source

Statistics Canada Estimates 2001 to 2021 Stattec estimates 2026 to 2041

Town of Stratford Population Estimates

The forecasts prepared for the regional Growth Study and Housing Needs Assessment, as noted, included equally detailed forecasts for the Town of Stratford as well as for Charlottetown and Cornwall, and additional rural areas of Queens County outside the Capital Region. Future population estimates for the town suggest accelerating growth that will increase population to between 25,167 and 32,441 in 2041, more than doubling Stratford's current population of 11,758 in the first case and approaching a three-fold increase in the second case (**Figure 5**). The latter estimate constitutes 24.9% share of predicted 2041 population in the Capital Region and 16.9% of Queens County up from shares of 18.9% and 12.0%, respectively, in 2021.

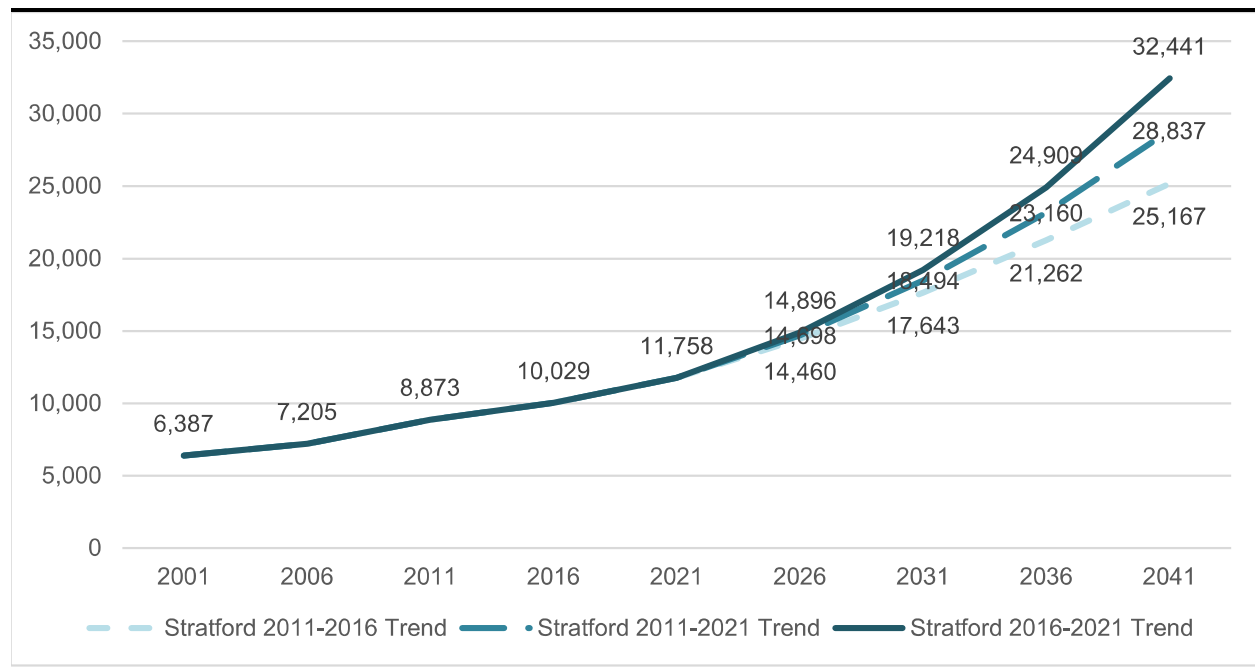
Migration, which is the dominant driver of population growth, has been strongly positive for most of Stratford's history. The town experienced positive in-migration in nearly every age-sex cohort from 2006 to 2011 (**Figure 7**). The following five years from 2011 to 2016 saw continued growth but more moderate in-migration for all age groups as the Town faced constraints on its development. The most recent five years, from 2016 to 2021, saw the restoration of in-migration for most groups, with the interesting



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exception of older cohorts from 70 to 89 years, which saw substantial out-migration. More broadly, over the past decade (2011 to 2021), the town has experienced a steady inflow of young, middle-aged, and active senior residents, but outflow of older seniors.

Figure 1 Population Estimates, Town of Stratford, 2001-2041



Source

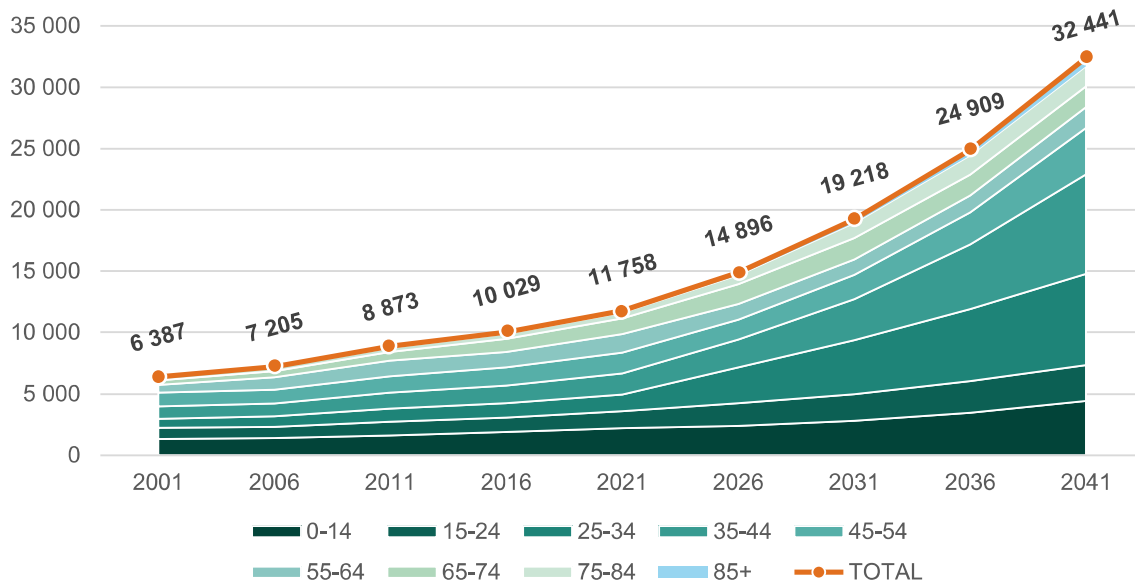
Statistics Canada Estimates 2001 to 2021, Stantec estimates 2026 to 2041

While the pattern of migration to Stratford does not differ greatly from the region as a whole, the strong attraction of the town for young adults and families is likely to sustain further growth that should maintain a relatively youthful population. As illustrated in **Figure 6** showing population by age group to 2041 in our third scenario based on 2016 to 2021 trends, the town can expect to continue to have the bulk of its population under 45 years of age, which is rare in Atlantic Canada. With its largest numbers in these groups, the natural increase (i.e., births) in the community will reinforce in-migration. The bulk of adults will continue to be in child-bearing years and, by 2041, their current children will be old enough to form their own families and ensure Stratford continues to have many children in its population.



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Figure 6 Future Population by Age, Town of Stratford, 2016-2041 (2016-2021 Trend)



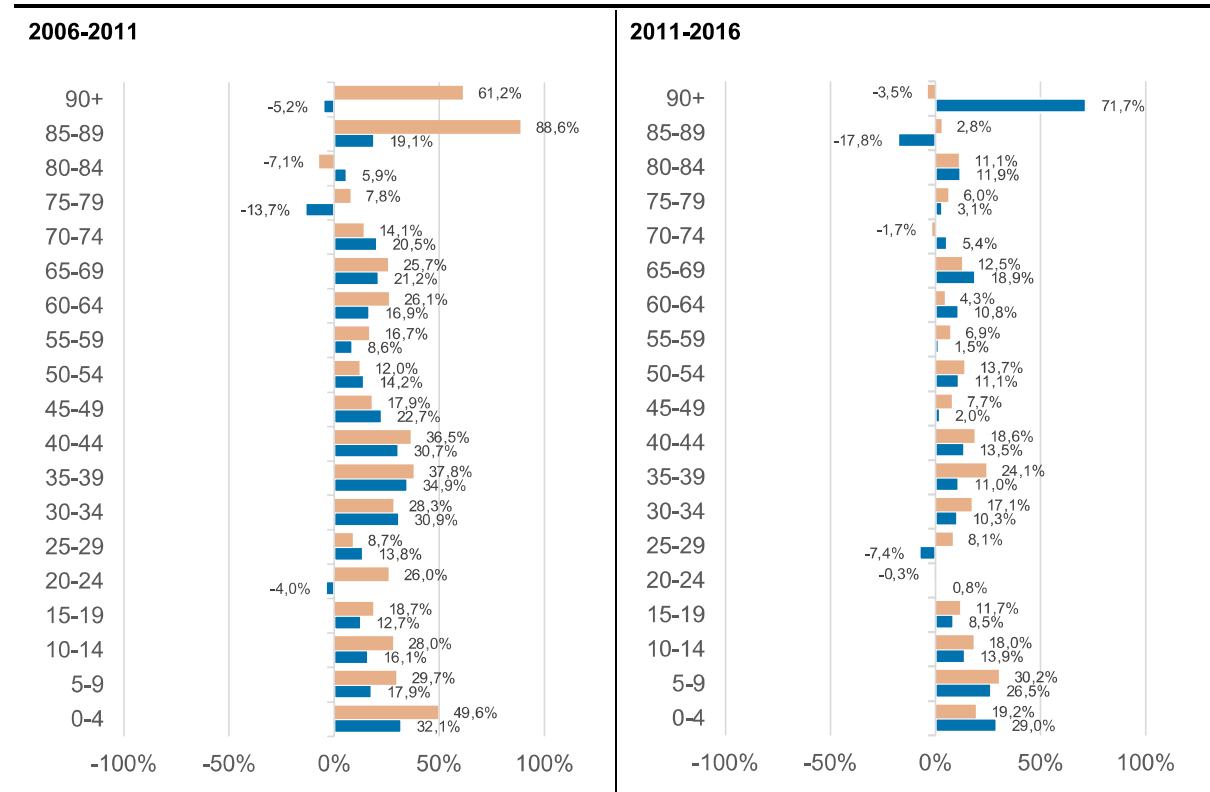
Source

Statistics Canada Estimates 2001 to 2021; Stantec estimates 2026 to 2041



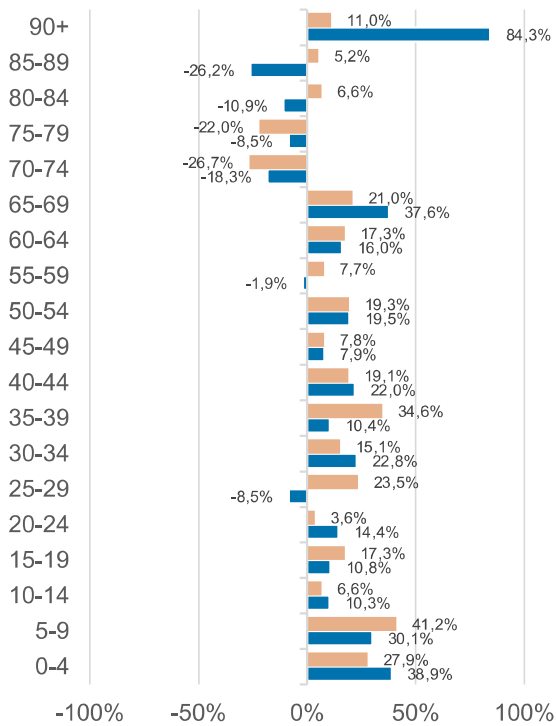
BACKGROUND REPORT – TOWN OF STRATFORD GROWTH MANAGEMENT STRATEGY AND DEVELOPMENT CHARGE STUDY

Figure 7 Five-year Net Migration Estimates, Queens County, Scenario 1, 2001-2016 and 2011-2016

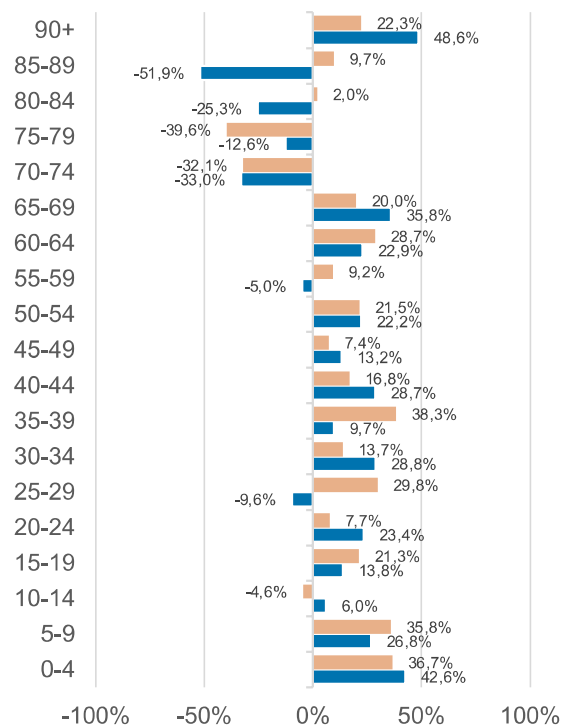


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2011-2021



2016-2021



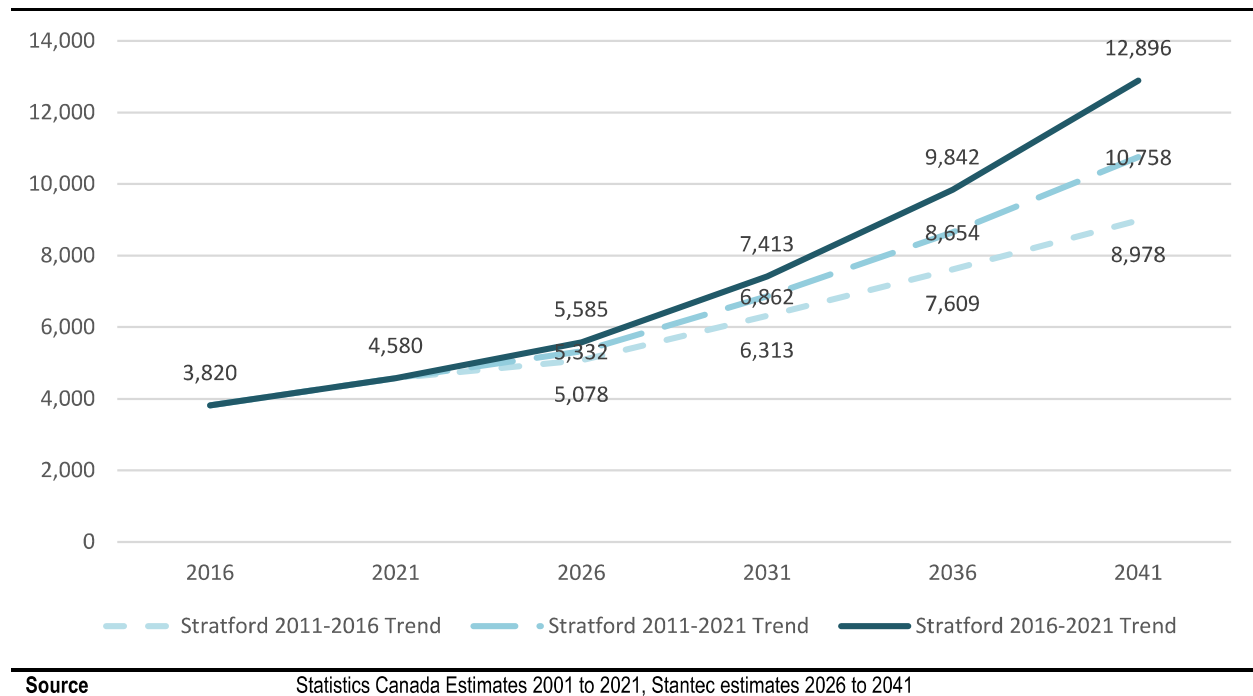
2.3.7 Town of Stratford Household Estimates

Estimates of future housing needs in the town parallel the strong expected increase in population. Predictions of dwelling unit requirements by 2041 based on the 2011 to 2016 trend suggest an increase to roughly twice the town's current 4,580 units in keeping with the doubled population and the prediction of 12,896 units based on the 2016 to 2021 trend comes close to tripling the 2021 supply in the town (Figure 8).



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Figure 2 Dwelling Unit Estimates, Town of Stratford, 2016-2041



The type of housing required by the Town's population is difficult to predict. Most housing in Stratford is currently single-detached homes as it is throughout the Capital Region. In the balance of the province, the dominance of single-detached homes is even stronger. Housing preferences can be expected to change with the age structure of residents. Single-detached homes tend to be preferred by family-aged residents as they typically live in households of two to five related members who benefit from multiple rooms and access to private open space. Younger adults and many seniors, on the other hand, prefer attached housing units or apartments because they require less effort to maintain and are usually more affordable. Our model incorporates changing age structure in its calculations to account for this influence.

Other more difficult to predict factors may also play a part; however, ability to pay, for one, may force some residents into less expensive housing. Many may make the choice voluntarily, though, particularly if they would like to have money for other interests like travel or their children's education, or wish to avoid the operation and maintenance responsibilities that are normally part of homeownership. Some groups may also simply be more comfortable with different types than others. While Islanders have typically opted for single-detached homes, it appears that many in migrants are willing to consider higher density options, either because they are more affordable, because many are young adults, or because they are more accustomed to row housing and apartment accommodation.

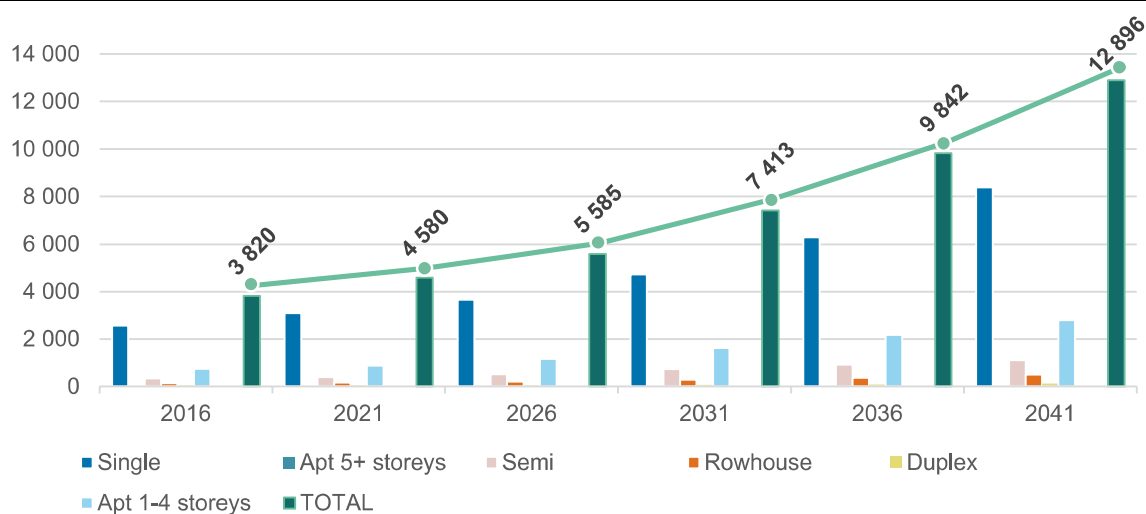


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As pointed out in the regional study, while the Charlottetown Census Agglomeration of which Stratford is a part has a relatively high proportion of residents in apartments relative to similar-sized Census Agglomerations in Canada, three Quebec regions (i.e., Saint-Hyacinthe, Shawinigan, and Rimouski) have more and many larger urban centres (i.e., Halifax, Montreal, Toronto, and Vancouver) have much more. In the case of Quebec communities, Stantec noted that their residents have been historically more accepting of alternatives to single-detached housing. With respect to larger centres, it is clear that as urban areas grow and land prices increase, residential density necessarily increases. As the Capital Region grows and Stratford increases its population, it is likely that residents will move to higher density housing forms, an assumption that we have built into our modelling. The shift can however be expected to take place slowly as the base of predominantly single-detached housing in the region is well-established and will only be gradually displaced.

The expectations reflected in **Figure 9** should nevertheless be considered cautiously. Aside from adjustments to our model assuming a modest shift to apartments and rental versus ownership, they reflect the continuation of current housing preferences in communities within Queens County, including Stratford. They suggest a small reduction in the proportion of households accommodated in single-detached dwellings from 2026 through 2036, but significant recovery of the single-detached housing share in 2041. The apparent reason for this late reversal is the dominance of family-aged individuals in Stratford's population. As residents under 45 form families and have children, they have traditionally sought single-detached homes to accommodate their increasing households. The potential to shift families in Stratford to alternative housing forms and/or to accommodate young adult, senior, and lower income households in the town are major issues for this study.

Figure 1 Dwelling Unit Estimates by Structural Type, Town of Stratford, 2016-2041



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Table 2 Stratford Housing Stock Estimates

Year	TOTAL	Single	Apt 5+ storeys	Semi	Rowhouse	Duplex	Apt 1-4 storeys	Other Attached	Movable Dwelling
2016	3,820	2,565	10	345	135	20	745	0	10
2021	4,580	3,085	0	401	173	24	886	0	12
2026	5,585	3,657	0	512	211	28	1,165	0	13
2031	7,413	4,727	0	730	279	37	1,623	0	16
2036	9,842	6,293	0	917	378	56	2,181	0	17
2041	12,896	8,388	0	1,112	499	85	2,797	0	16
Percentage of Total									
2016		67.15%	0.26%	9.03%	3.53%	0.52%	19.50%	0.00%	0.26%
2021		67.35%	0.00%	8.75%	3.77%	0.52%	19.35%	0.00%	0.26%
2026		65.47%	0.00%	9.16%	3.77%	0.50%	20.85%	0.00%	0.24%
2031		63.77%	0.00%	9.85%	3.76%	0.50%	21.89%	0.00%	0.22%
2036		63.95%	0.00%	9.31%	3.84%	0.57%	22.16%	0.00%	0.17%
2041		65.04%	0.00%	8.62%	3.87%	0.66%	21.68%	0.00%	0.12%

Source Stantec Estimates

2.4 TRANSPORTATION ASSESSMENT

2.4.1 References

The transportation assessment is based on the following documents:

- Imagine Stratford – Town of Stratford Official Plan (2014).
- Town of Stratford – Active Transportation Plan – Background analysis (February 2023).
- T3 Transit Map.
- Stratford Waterfront Plan (September 2021).

2.4.2 Mobility networks

Figure 10 presents the roadway, transit, and active transportation networks of the Town of Stratford.



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Figure 3 Roadway, Transit and Active Transportation Networks



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2.4.3 Transit

2.4.3.1 Service description

The transit service in Stratford is provided by T3 Transit. Route 7 is the transit line that serves central Stratford, Bunbury Road, and the residential neighborhoods located in the southern part of the Town. Route 7 is formed of two branches as shown on **Figure 11**:

1. Kinlock Road branch -> Keppoch Road -> Stratford Road (southern part of the Town).
2. Bunbury Road branch -> Mason Road -> Shakespeare Drive (northern part of the Town).

A known gap is the lack of transit service in the eastern part of the town.

2.4.3.2 Service timetable

Route 7 timetable is presented in **Table 3**. There are 12 departures during the weekday, and 5 departures on Saturday. Midmorning and midafternoon routes were recently added to the Ts transit schedule. Furthermore, an on-demand evening service leaving Charlottetown was also recently introduced, which provides pick-up or drop-off along any Bunbury or Kinlock T3 identified bus stop.

Table 3 Service Timetable

Monday to Friday		Saturday	
Route 7 – Kinlock Road -> Stratford Road	Route 7 – Bunbury Road -> Shakespeare Drive	Route 7 – Kinlock Road -> Stratford Road	Route 7 – Bunbury Road -> Shakespeare Drive
6:30 AM	6:30 AM		
7:15 AM	7:15 AM		
7:45 AM	7:45 AM		
8:15 AM	8:15 AM		
10:00 AM	10:00 AM		
12:00 PM	12:00 PM		
2:00 PM	2:00 PM	8:15 AM	8:15 AM
3:30 PM	3:30 PM	10:15 AM	10:15 AM
4:15 PM	4:15 PM	12:15 PM	12:15 PM
4:45 PM	4:45 PM	3:15 PM	3:15 PM
5:15 PM	5:15 PM	5:15 PM	5:15 PM
5:45 PM	5:45 PM		
8:00 PM (Charlottetown Departure)	8:00 PM (Charlottetown Departure)		



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The frequency of service is about 30 minutes during the weekday commuting periods. On Saturday, the frequency is 2 to 3 hours. However, it's worth noting that the bus service is provide in one direction, which results in anyone with intentions of travelling within Stratford, must travel through Charlottetown and back, for one of those journeys.

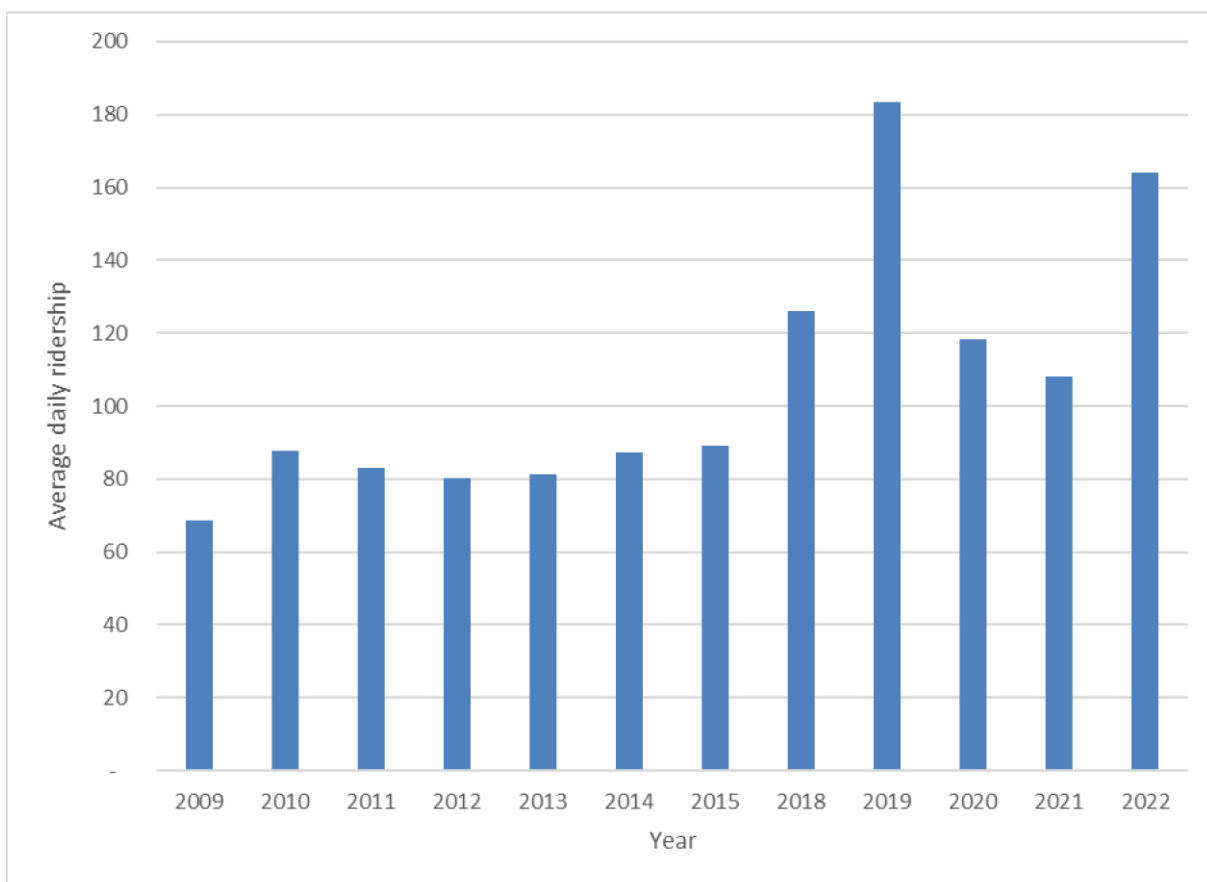
2.4.3.3 Stops

There are 14 stops along the two branches of Route 7. In addition, all “Stop Signs” and posted “Bus Signs” are considered flag stops by T3 Transit.

2.4.3.4 Ridership

Ridership data was provided from 2009 to 2022. **Figure 11** shows the average Daily Route 7 ridership through the years.

Figure 4 Average Daily Ridership – 2009 - 2022



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A steady increase has been observed from 2013 to 2019, with a big increase in 2019. The pandemic had a visible impact on ridership, but in 2022, the ridership has rebounded and is near the 2019 peak.

2.4.3.5 Transportation Plan – Transit Objectives

The Stratford transportation plan has recommended the following course of actions to improve public transit:

- Demand management:
 - Prioritize capital programs that encourage less-polluting methods of travel such as public transit, carpooling and fuel-efficient vehicles.
 - Continue current investment in transit service through measures aimed at improving rider comfort, and travel time to and from Charlottetown.
- Supply management:
 - Review transit routes to reduce travel time, especially to downtown Charlottetown.

2.4.4 Active Transportation

2.4.4.1 Network description

Figure 10 shows the active transportation network within the Town of Stratford.

The Town of Stratford active transportation network is a varied mix of sidewalks, multi-use paths, paved shoulders, and gravel and natural paths. In 2020, the Arterial Active Transportation Network (AATN) was completed. The AATN runs along Shakespeare Drive/Jubilee Road, Glen Stewart Drive / MacKinnon Drive, Mason Road, Keppoch Road, Kinlock Road, and Georgetown Road. The AATN consists of a combination of sidewalks and multi-use paths.

Sidewalks are mainly found on main arterial roads. Paved shoulders are present on one or both sides of the roads. Although they do not meet provincial standards for bike lanes, their width provides a wider travel lane that make it easier for cyclists and pedestrians to share the roadway with cars.

The Trans Canada Trail runs along the Trans-Canada Highway from the Hillsborough Bridge through Fullerton's Creek Conservation Park. It consists of segments of paved and gravel multi-use path that provide a central artery through the Town. Recently, some extensions of the Trans Canada Trail were completed in the east end of the Town connecting Fullerton Creek Conservation Park and Mount Herbert.

The Hillsborough Bridge active transportation (AT) corridor is now completed. It consists of a 1.8 km protected multi-use active transportation trail between Charlottetown and Stratford. The bi-directional



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asphalt trail will have a 3.0 m width with a guardrail to protect users from motor vehicles. In Stratford, the Hillsborough bridge AT corridor will connect with the Trans Canada Trail.

Further extension of the active transportation network will come with the Stratford Community Campus Plan, and the Stratford Waterfront Core Area Plan.

The new multi-use path within the Stratford Community Campus will include connections between Mason Road and Williams Gate, and between Bunbury Road and Hollis Avenue. The Stratford Waterfront Core Area Plan proposes several new facilities to promote active transportation in the area.

Known gaps in the active transportation network include Stratford Road and Bunbury Road.

2.4.4.2 Transportation plan – Active transportation objectives

The Stratford transportation plan has recommended the following course of actions to improve the active transportation offering:

- Demand management:
 - Prioritize capital programs that encourage less-polluting methods of travel such as public transit, carpooling and fuel-efficient vehicles.
 - Provide safer pedestrian crossings.
 - Require inclusion of walking and cycling facilities in all future private development projects and insure connectivity.
 - Provide end-of-trip bike parking and storage facilities at destination points.
 - Permit certain new land uses and activities in parks to encourage walking and cycling.
- Supply management:
 - Provide sidewalks with a consistent minimum sidewalk width.
 - Upgrade the Stratford trail to permit bicycle use.
 - Undertake a safety analysis, in collaboration with the province, to assess the appropriateness of the recently designated cycling routes to identify improvements necessary so that the routes function as effective bicycle facilities.



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2.4.5 Vehicular

2.4.5.1 Roadway network

The roadway network of the Town of Stratford is characterized by the presence of Highway 1, which bisects the town, of arterial roads (Bunbury Road (Road 21), Stratford Road and Georgetown Road (Road 26)), and a collection of public and private local roads. The Province of Prince Edward Island owns and maintains all road (other than private roads) in Stratford.

The main typology of the local street network is one typically found in suburban areas with its combination of grids, loops, and cul-de-sac.

Highway 1 (Trans-Canada Highway) runs through the Town of Stratford. It connects Stratford to Charlottetown via the Hillsborough Bridge. In 2021, the AADT of Highway 1 was about 22,000 vehicles per day between Stratford Road and Georgetown Road, a 1.1% increase compared to 2019.

Besides the Trans-Canada Highway, Stratford Road, between the Trans-Canada Highway and Keppoch Road, and Bunbury Road are the roads with the highest AADT. An AADT of 8,760 vehicles per day was recorded on Stratford Road (a decrease of 1.1% from 2019). For Bunbury Road, the recorded AADT was 7,500 vehicles per day in 2021 which represents an increase of 8.3% compared to 2019.

The Town has targeted 10 sites for geometric improvements related to road safety as shown in **Figure 12** below.

Other intersections have been targeted for improvement, per the 2014 Transportation Plan:

- Keppoch Road and Owen Lane (rationalize turning radii).
- Hopeton Road at Bunbury Road (roundabout).
- Langley / Rosebank at Keppoch Road (remove one minor leg).
- Bayside at Stratford Road (remove wye).

The Stratford Road/Trans-Canada Highway intersection was targeted for improvement over the next few years to relieve congestion as it is approaching capacity during peak periods.

Except for the Keppoch / Georgetown intersection, the types of improvements required to improve road safety have not been identified at the other sites.



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Figure 5 Sites Targeted for Road Safety Improvements



Source: Town of Stratford – Active Transportation Plan – Background analysis (February 2023)



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2.4.5.2 Travel patterns

As with most suburban areas, private automobile is the main mean of transportation for commuting to work. Drivers and automobile passengers represent 96.5% of all commuters. Transit riders (1%), pedestrians (1%) and cyclists (0.3%) represent less than 3% of all commuters.

2.4.5.3 Transportation plan – Automobiles

The strategy pursued by the Town of Stratford for reducing private automobile dependency is focused on reducing its overall environmental impact, and on improving road safety.

On the demand management side, the Town wants to promote the use of alternate modes of travel, and the use of fuel-efficient vehicles. For example, several electric vehicle charging stations have now been installed by, or in collaboration with, the Town.

On the supply management, the development of the roadway network should not impede the stated objective of promoting active transportation, especially cycling.

2.5 WATER AND WASTEWATER SYSTEM REVIEW

2.5.1 Water

There are currently three active wellfields in the Town of Stratford, located at Pondside, Cable Heights, and Fullerton. A fourth station is located at Beacon Hill; however, it is currently not in use and during discussions with the Town of Stratford staff, the expectation is for this wellfield to be decommissioned in the future due to required upgrades and a lack of a protective zone around the wellfield. A summary of current wellfield pumping capacity is found below in **Table 4**.

Table 4 Summary of Wellfield Pumping Capacity

Wellfield Name	Peak Pumping Rate (L/s)
Pondside	26.5
Cable Heights	22.7
Fullerton	28.4
<i>Beacon Hill</i>	<i>Inactive</i>
Total	77.6

In addition to the wellfields and water stations, the Town currently maintains approximately 86 km of watermain and one reservoir (water tower) with approximately 757 m³ of storage capacity.

In 2022 a Water System Review was completed for the Town of Stratford by CBCL. The study outlines different pressure zones within the Town and the suggested upgrades where required to meet Basic Fire Flow as described in the Fire Underwriters Survey (FUS). Generally, the Town's water demands are well



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met with the current infrastructure. Below are a few key findings of the report as they relate to the future growth of the town.

- Area number five near upper Tea Hill is above the 40 m contour and is considered to be in the booster zone. To meet fire flow requirements for a residential zone (3,600 L/min), this location will ultimately require a fire rated booster pump and replacement of small diameter watermain with a new 300 mm main.
- The Community Campus area will meet the fire flow requirements once construction of the new 250 mm and 300 mm diameter watermain between Duffy Road and Hollis Avenue are complete.
- The lower Tea Hill area is not currently serviced by municipal water services. To meet the FUS requirements, a new 300 mm diameter watermain will need to be extended from Kinlock Road.
- The core area around the Trans-Canada Highway and waterfront is currently capable of meeting the 11,000 L/min requirement for commercial and industrial areas without any additional upgrades or revisions to the current infrastructure; however, the duration of the fire water supply is limited due to the current storage capacity of the existing reservoir. To meet the 2.4-hour fire duration as stipulated in the (FUS), an additional reservoir will be required.

2.5.1.1 Planned Upgrades and Improvements

During discussion with the Town of Stratford's Infrastructure Department and with review of active tenders issued, the following planned improvements were noted.

- The Town issued a request for proposal (RFP) in early 2023 for the installation of a second water tower as recommended in the Water System Review. The RFP outlines the plan to construct a second water tower adjacent to the existing tower near Strawberry Hill. The new tower is expected to provide an additional 1,900 m³ of storage for a total of 2,657 m³. The total reservoir volume is expected to meet the needs of approximately 16,000 residents and will resolve the 2.4-hour fire duration requirement for the core area.
- The construction of the proposed Community Campus will complete the water loop between Duffy/Bunbury Road to Hollis Avenue. A 250 mm main will extend from the existing stub at Bunbury Road, south into the campus, a 200 mm main will extend west toward Mason Road and a 300 mm main continues south to Hollis Avenue to connect with the existing 300 mm main.

2.5.1.2 Future Development

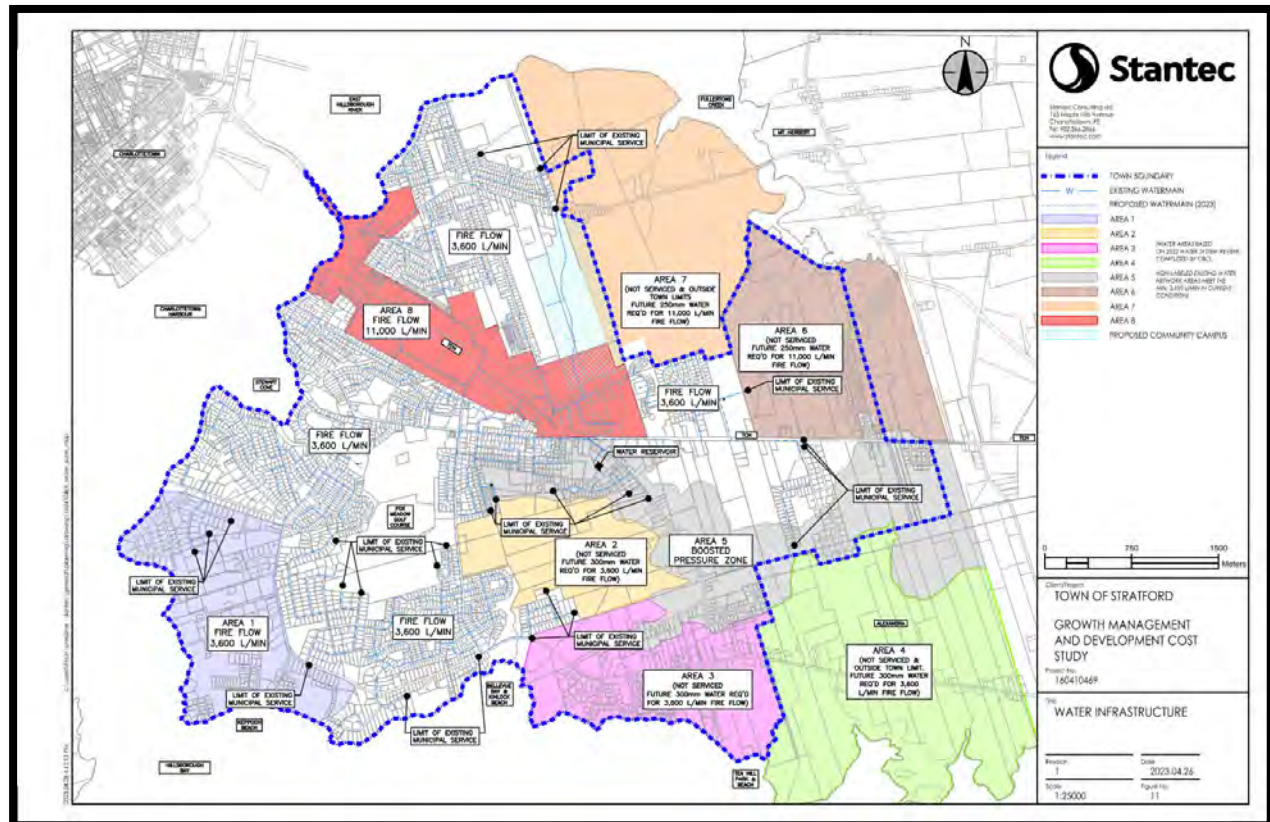
In review of the Town's existing infrastructure (including planned upgrades for 2023), the central core (Area 8) and the undeveloped land west of the proposed Community Campus, offer the most cost effective and efficient opportunities for increased development and densification. Development of individual lots will experience typical servicing costs associated with private lot development, but without



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major offsite municipal infrastructure upgrades, as the existing infrastructure provides sufficient flow capacity in the current state.

Figure 6 Water Infrastructure



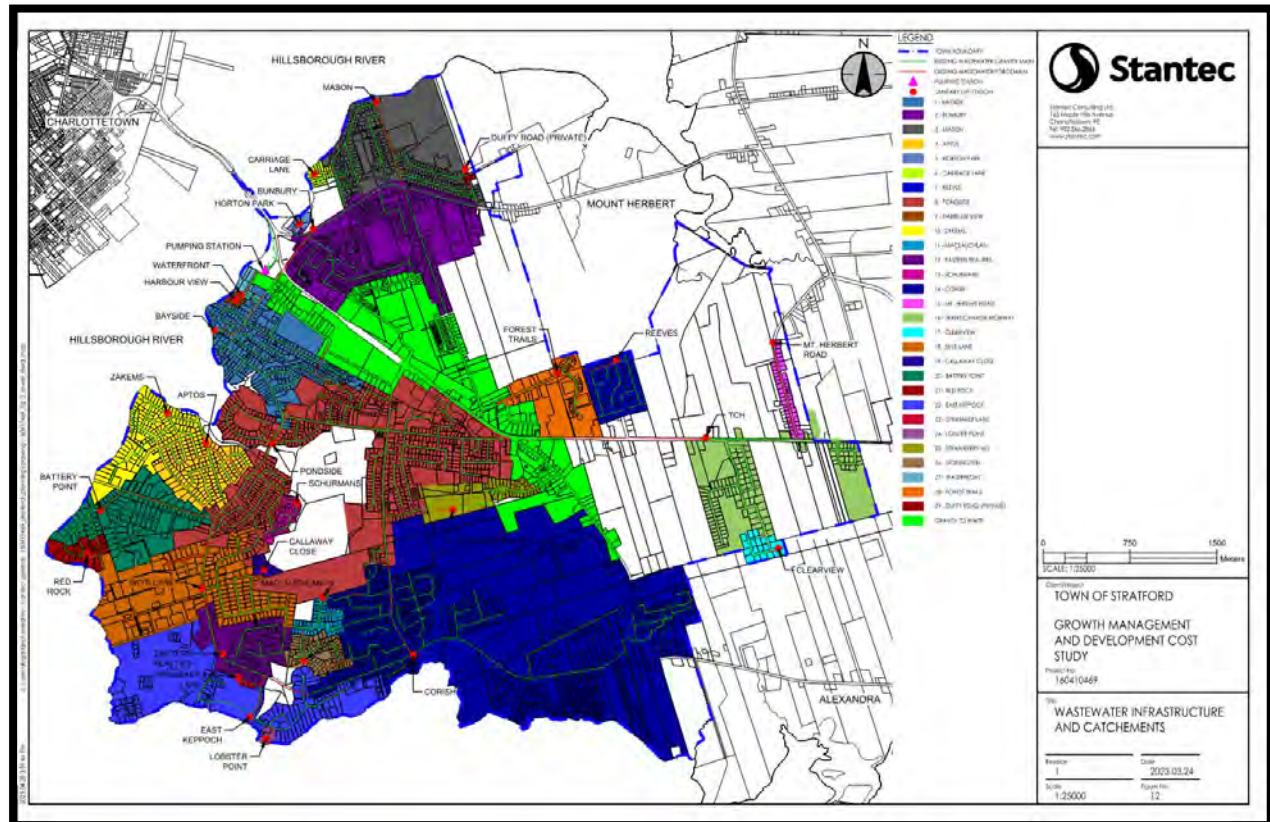
2.5.2 Wastewater

The Town of Stratford currently maintains approximately 87 km of gravity wastewater sewer mains and an additional 16 km of wastewater force-mains. A total of twenty-eight (28) duplex wastewater lift stations and one (1) private lift station service the twenty-nine (29) catchment areas (**Figure 14**) within the Town. Effluent from all lift stations is directed to a large pumping station located in the northwest portion of the Town, near the entrance to the Hillsborough Bridge. Effluent from the pumping station is pumped via a twin 450 mm forcemain across the Hillsborough Bridge to the Charlottetown Pollution Control Plant (CPCP) for treatment prior to release into the Hillsborough River.



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Figure 7 Wastewater Infrastructure and Catchments



Several of the lift stations service small areas of well-established residential developments that are fully developed and unlikely to experience land-use change or further densification, therefore, wastewater flows in these areas are unlikely to increase in the future. A review of the existing catchment areas shows sixteen (16) of the lift stations have non-serviced area, land either not yet developed or developed but not connected to the sewer system. **Table 5** below details the design areas and flows for all catchments based on information collected from the design briefs prepared at the time of installation of each lift station. Existing flow data for these lift stations was not currently available.

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Table 5 Summary of Wastewater Lift Station Catchments and Flows

Wastewater Lift Station Name	Design Catchment Area (ha)	Design Pumping Capacity (per pump) (L/s)
Bayside	77	37.9
Bunbury	97	53.6
Mason	52	17.3
Aptos*	-	-
Horton Park*	-	-
Carriage Lane*	-	-
Reeves	23.9	16.6
Pondside		63.1
Harbour View*	-	-
Zakems	17.8	7.04
MacLauchlan	29	8.5
Eastern Realities	84	20.1
Schurmans*	-	-
Corish	46.9	25.2
Mt. Herbert Road	25.4	12.8
Trans-Canada Highway (TCH)	74	43.6
Clearview*	-	-
Skye Lane*	-	-
Callaway Close	3.3	1.2
Battery Point*	-	-
Red Rock*	-	-
East Keppoch	-	9.5
Spinnaker Lane*	-	-
Lobster Point*	-	-
Strawberry Hill*	-	-
Stonington	22.1	11.1
Waterfront		20.47
Forest Trails	25	30
Pumping Station**	-	240
* Design Briefs were not available for these lift stations. **The pumping station is a triplex station with two 450 mm forcemains. Pumps may be upgrades to convey an anticipated 20-year peak flow of 570.9 L/s.		

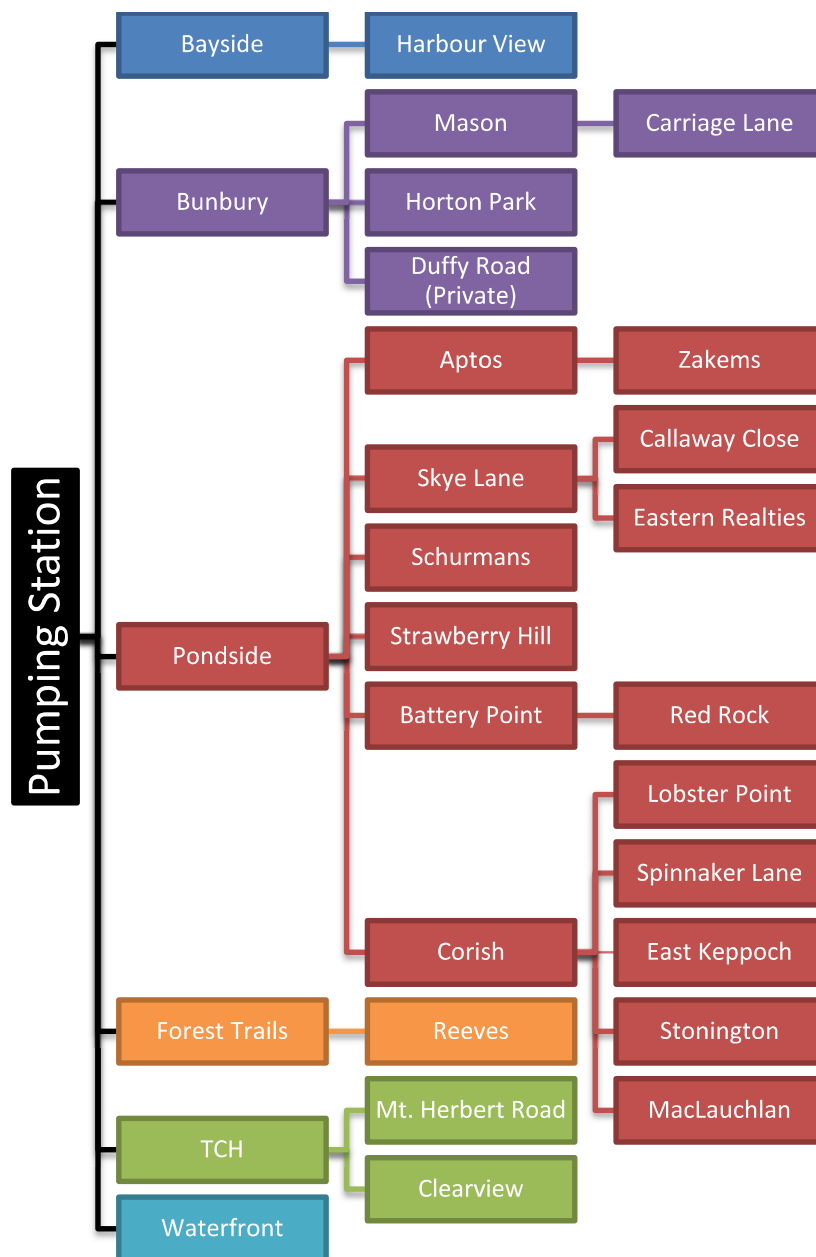
There are seven main catchment areas that contribute directly to the pumping station, six of which are pumped and one that flow by gravity. All other lift stations pump their effluent to one of these six lift



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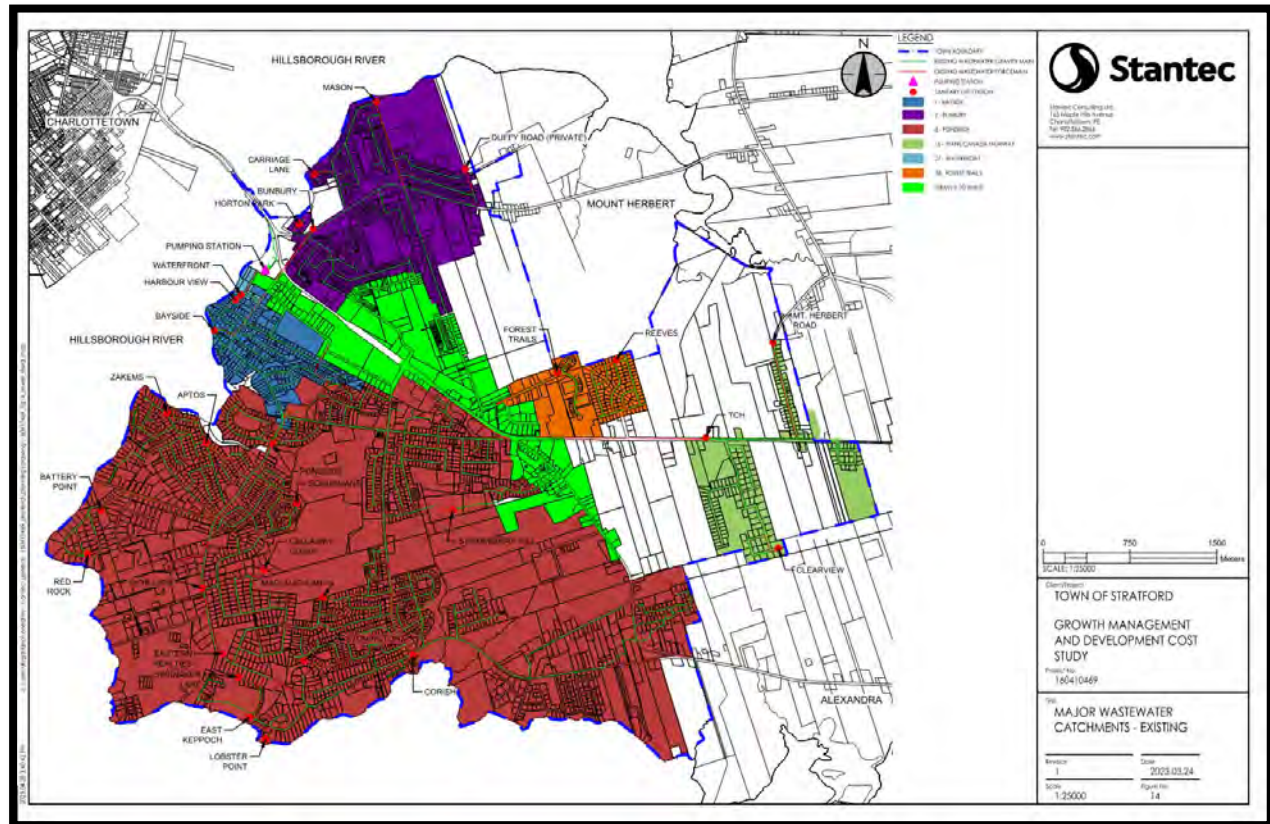
stations. The following **Figure 15** and **Figure 16** provide a hierarchical summary of the lift stations and mapping of the overall catchments for these six lift stations.

Figure 8 Existing Wastewater Lift Station Hierarchy



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Figure 9 Existing Major Wastewater Catchments



As shown in the above figures, the pondside lift station currently handles a significant proportion of the Town's wastewater flow. Relying so heavily on a single lift station represents a significant risk within the system.

2.5.2.1 Planned Upgrades and Improvements

In discussion with the Town of Stratford Infrastructure Department, the following planned improvements for the existing wastewater collection system were noted.

- Upgrades to Bunbury Lift Station to increase pump capacity. This work is to be completed in 2023/24.
- Upgrades to Corish Lift Station to increase pump capacity. This work is to be completed in 2023/24.



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- Installation of 1,160 m of gravity wastewater mains, 980 m of wastewater forcemain and a duplex wastewater lift station to service the Community Campus development located on the eastern edge of the municipality. This work is to be completed in 2023/2024
- Extension of forcemain from Corish Lift Station to connection at 600 mm gravity wastewater main located near the intersection of MacKinnon Drive/Glen Stewart Drive and Perley Drive. It is anticipated that this scope of work will be undertaken in 2024.
- Redirect flows from gravity main located on Stratford Road to Bayside Lift Station via diversion manhole located at the intersection of Stratford Road and Keppoch Road. No timeframe was provided for the completion of this work.
- Decommissioning of Aptos Lift Station with corresponding upgrades to Zakems Lift Station. No timeframe was provided for the completion of this work.
- Improvements to the Mason Road Lift Station and associated forcemain. No timeframe was provided for the completion of this work.
- Decommissioning of Harbourview Lift Station, install gravity sewer main to direct flow to Waterfront Lift Station. No timeframe was provided for the completion of this work.
- Decommissioning of Reeves Lift Station, install gravity sewer main to direct flow to Forest Hills Lift Station. No timeframe was provided for the completion of this work.
- Decommissioning of MacLauchlan Lift Station. Decommissioning is contingent on the installation of a new Lift Station, by a private developer, to be located in Foxwoods Subdivision (Phase 2) to where flow from MacLauchlan Lift Station will be directed via gravity main. Timing of this work will be contingent on the development of Foxwoods Subdivision Phase 2.

All work associated with the above noted improvements is contingent on the Town receiving funding from external sources to complete these works.

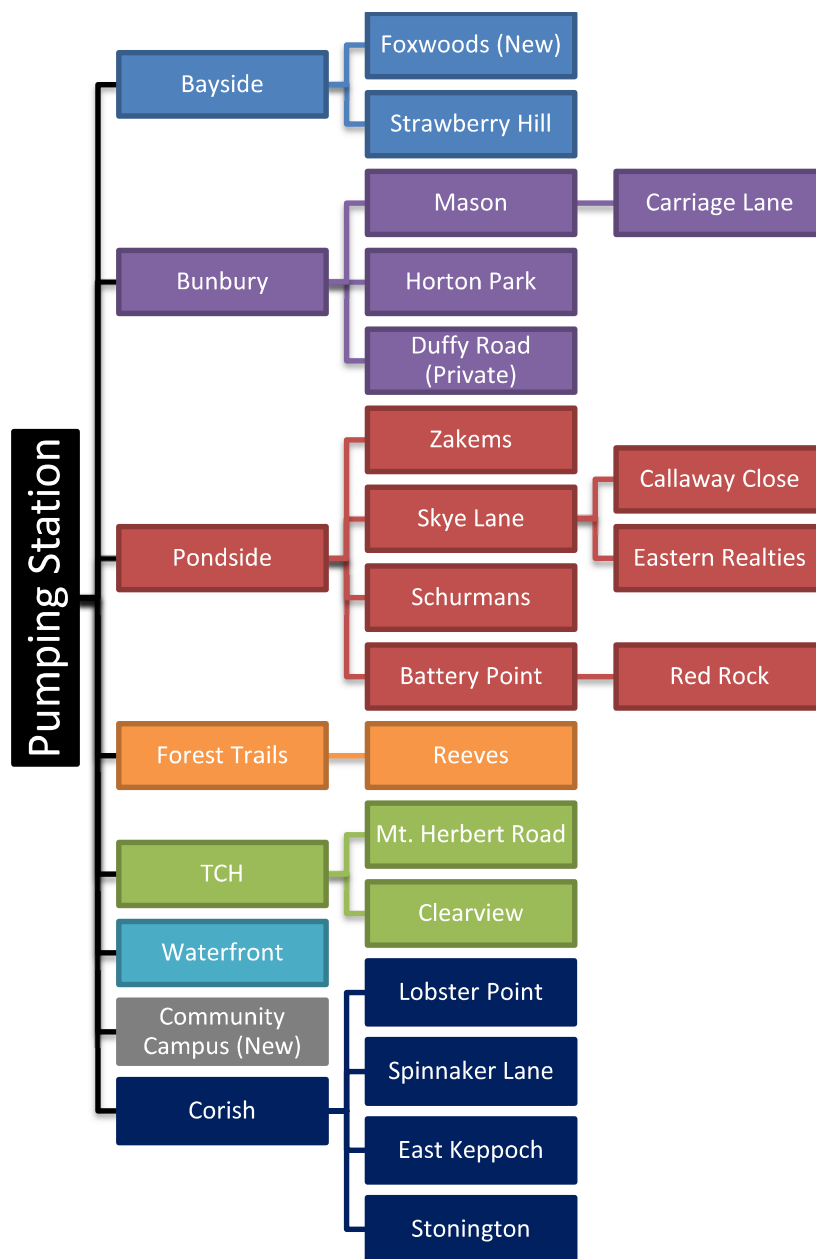
The above listed improvements will significantly reduce the area which is serviced by the Pondside lift station. By redirecting flow to other lift stations and connections points within the gravity mains, the Town will be addressing a significant risk in their current network.

Upon completion of all planned improvements noted above, there will be eight lift stations which contribute effluent flow directly to the pumping station via gravity main. All other lift stations will direct flow to one of these eight. This will result in changes to the lift station hierarchy and catchment mapping shown above. **Figure 17** and **Figure 18** below reflect these changes.



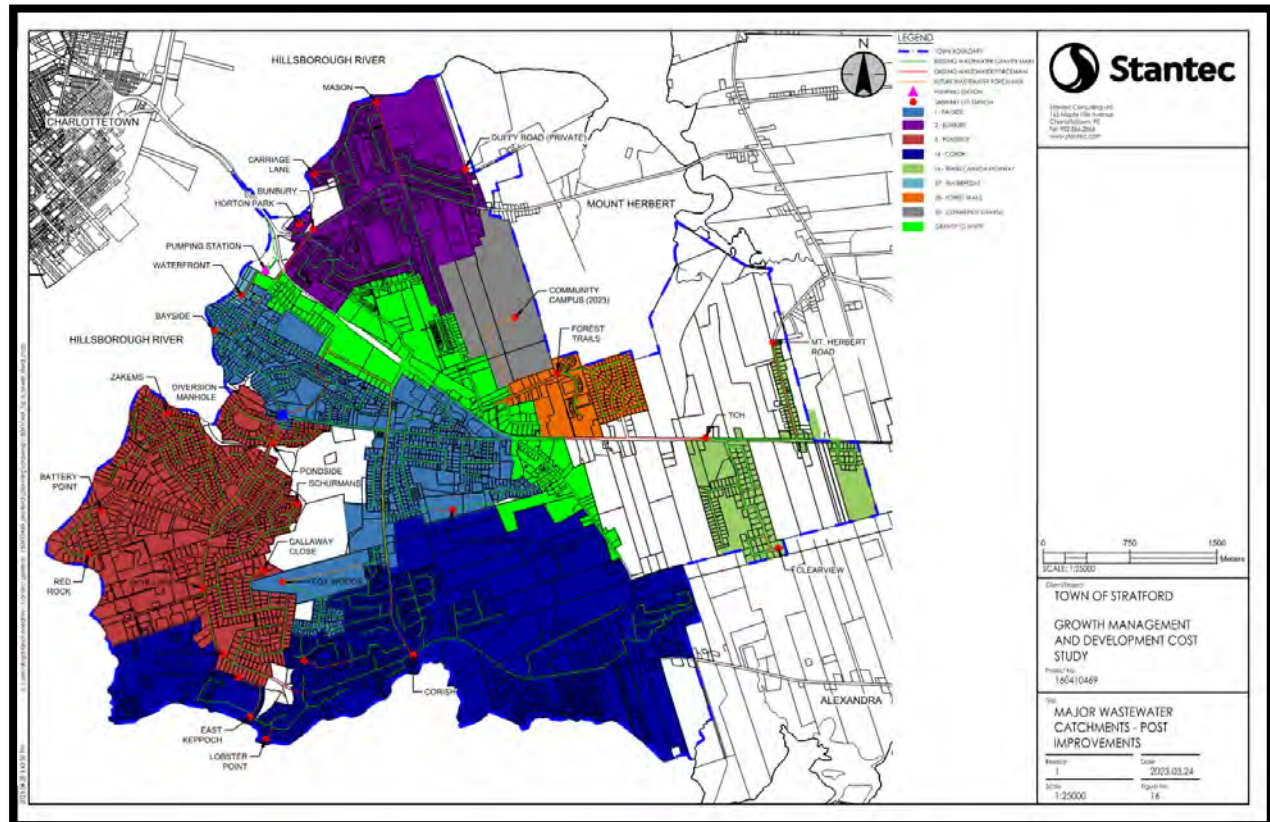
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Figure 10 Future Wastewater Lift Station Hierarchy



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Figure 11 Major Wastewater Catchments – Post Improvements



2.6 STORMWATER NETWORK REVIEW

Within the Town of Stratford, all public roadways and stormwater infrastructure, including pipes, manholes, catch basins, culverts, and ditches, are the responsibility of the PEI Department of Transportation and Infrastructure (PEI DTI). As a result, the costs associated with the maintenance and upkeep of this infrastructure is also the responsibility of the provincial government. Furthermore, the review and approval for any new stormwater infrastructure required for development within the Town is completed by the province.

In recent years the province has instituted the requirement that any new development must limit post-development peak flow to equal or less than pre-development peak flow, with the most recent guidelines requiring the use of rainfall data adjusted for climate change in the post-development calculation. Any development which is not able to meet this requirement can alternately review the capacity of the downstream stormwater mains to the closest outfall and determine if any upgrades are required to accommodate the increase flow from their development. These upgrades would then be the responsibility of the developer to complete. Additionally, developments within the Town of Stratford which are adjacent



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to the shoreline and can demonstrate no impact to adjacent properties due to increase post-development flows, may not need to satisfy this requirement.

Although the stormwater infrastructure is currently approved and maintained by the provincial government, there are opportunities for the Town of Stratford to collaborate and improve on the stormwater infrastructure moving forward. A report completed by CBCL in 2012 titled *Low Impact Development Guidelines*, noted recommendations for policies and design guidelines regarding stormwater. Some of the recommendations are as follows:

- In collaboration with the PEI DTI, complete master drainage plans based on anticipated future development for each watershed within the Town that would be used to identify required upgrades and direct future improvements.
- New development within the Town be required to limit post-development peak flows to equal or less than pre-development peak flows. As noted above, this policy is currently in place via the provincial approval process.
- The Town requires the completion of stormwater management plans for all new development or redevelopment of existing sites. Provide a list of acceptable Best Management Practices (BMP's) which can be used to achieve the provincial requirements noted above.

In discussion with the PEI DTI, the idea of establishing major conveyance and stormwater management facilities was echoed like the first bullet above. This willingness to collaborate would benefit the Town as the impacts of climate change continue to escalate with the increase in frequency and intensity of storm events. Establishing overland drainage routes and storage facilities used to service larger areas of land will help to limit the impacts of flooding from large storms and enable for more densified development which may otherwise be impeded by the requirement to control peak flows.

PEI DTI also indicated that any roadway within new developments located in the more densely populated Towns, such as Stratford and Cornwall, will require a curbed cross-section with storm sewer mains rather than the traditional road cross-section with ditches. This change will also have an impact on the flows resulting from storm events as ditches not only provide for conveyance of stormwater but also allow for infiltration. With a curbed and piped system this will increase the resulting runoff, increasing the importance of having sufficient overland drainage routes and stormwater facilities to avoid downstream flooding and damage.

2.6.1.1 Planned Upgrades and Improvements

In discussion with staff at the Province of Prince Edward Island Transportation and Infrastructure Department, the only noted future improvement is for the upsizing of the existing stormwater main located along Bunbury Road. A timeline for when this is to be completed was not available, however, it was noted that this improvement is tied directly to the full build out of the Kelly Heights residential subdivision.



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2.7 CULTURE AND RECREATION INFRASTRUCTURE

2.7.1 Culture and Recreation

As part of our review, we have evaluated the town's recreation programming and events, and available assets to support this work, as well as key community arts and culture infrastructure. This review included the 2011 Stratford Library & Cultural Centre Report, 2011 Natural Heritage Study, 2019 Urban Forest Study, and available documentation of recreation facilities and programs, mainly from the Town's website and/or other online sources.

2.7.2 Recreation Programming and Events

The Town of Stratford delivers a wide variety of recreation programs and events for its residents. Focusing on all ages, the town provides opportunities for soccer, baseball, softball, volleyball, hockey, cricket, ball hockey, basketball, tennis, badminton, family fun night, fitness classes, walking, and often partners with Go PEI for various events too. In addition, the Town also hosts special events such as Canada Day celebrations, Stratford WinterFest, a New Year's Day Levee, Remembrance Day, and Children's Christmas Party. With the population growth expected to continue, the demand for additional programs and events within the community is expected to continue. Expansion plans are well-underway with the proposed Community Campus plan, which is noted below and shown in Figure 19.

A central recreational asset for the community is the Stratford Town Centre complex. Not only does the facility provide the main administrative offices for the town, but it also contains the Stratford Recreation Centre, which is attached to the building on the southeast side. It contains room rental space, a gymnasium, walking track and fitness equipment. It is a modern facility, well used by residents and therefore an integral part of the Town's recreation department.

Just outside the Town Centre complex is the Stratford Dog park and a splash pad.

Furthermore, the Town owns and maintains a range of popular parks, open spaces, and trails which are popular with Stratford residents.

The parks, open spaces and trails include:

Fullerton's Creek Conservation Park is a 140-acre conservation area around the Town of Stratford's wellfield. The area includes walking trails, a multi-purpose field and viewing platform overlooking Fullerton's Marsh.

Keppoch Park is an active park and contains a soccer field and playground equipment.

Kinlock Park is a popular centrally located multi-use facility with tennis courts, baseball field, soccer pitch and playground equipment.



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Pondside Park, formally the site of a government fish hatchery, is an 11-acre park consisting of both active and passive spaces with open and wooded areas and some small streams. The park is used by residents for a variety of recreational activities including picnics, tennis, basketball, ball hockey, outdoor rink in the winter and used by the Red Cross (park and pond) for summer programs. The Park is also one of the remnant forest areas in the town with diverse tree species and a small area of old growth forest which provide refuge and food sources for many birds.

Rankin Park is a small, but popular neighborhood park.

Reddin Park is another active and passive space with playground equipment, a walking trail, and a natural area.

Robert L. Cotton Memorial Park is a tribute to Robert L. Cotton and is one of four parks currently in the process of a Town Master Planning Exercise.

Tea Hill Park is a 15-acre property with public access to Tea Hill Beach. The park features the town's new cricket pitch, a beach volleyball court, playground equipment and public washrooms. Tea Hill Park is one of the town's most popular facilities including picnicking, swimming, youth soccer programs, various public functions such as Canada Day Celebration, as well as other family reunions and corporate outings.

Additionally, Stratford has nearly 30 km of trails throughout the Town to complement the 20 km of sidewalk and 40 km of roadside bike lanes. These trails are a mix of natural, paved, and gravel surfaces over public and private lands. Some of the trails within the town include Fullerton's Creek Conservation Park Trail System, Clearview Estates Trail System, Kinlock Creek & Area Trail System, Tuckers Way Hiking Trail, Pondside Park Hiking Trail, Robert L. Cotton Trail, and the Trans Canada Trail.

In terms of facilities and other recreation assets, the town owns and maintains the Stratford Skatepark. Constructed in 2018, the park provides features for skateboarding, in-line skating, and BMX biking.



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Figure 12 Stratford Community Campus Plan



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The Town has also established several outdoor skating rinks and has made use of other seasonal assets to be able to offer such services. The Bunbury Outdoor Hockey Rink is the largest facility, while the Pondside multi-use courts offer hockey and ringette, and the Parkside tennis courts offer skating only. Other outdoor facilities include:

- Bunbury Park Ball Field
- Keppoch Park Soccer Field
- Kinlock Park Ballfield
- Kinlock Park Tennis Courts
- MacNeil Fields (baseball and softball)
- Stratford Outdoor Soccer Complex
- Tea Hill Cricket Pitch

Given the rapid population growth in Stratford, the Town has identified the need for additional and enhanced new recreation facilities. The Town has moved ahead with its plans to create a series of new recreational amenities, including a new recreation complex that is expected to be connected to a new high school. The Stratford Community Campus will be developed over a period of years and will include the new high school, sport fields, multi-use courts, trails, and a community wellness centre. There is also sufficient land for a junior high school in future. As noted previously, the Community Campus Plan is shown in Figure 19.

2.7.3 Natural Heritage

In 2011, the Town completed a Natural Heritage Study. The study was intended to serve as a guide to managing the natural heritage while maintaining economic and environmental sustainability throughout the community. The primary goals of the study were to:

1. Increase the understanding of Stratford's natural heritage features and systems.
2. Provide information and a frame of reference for the acquisition and preservation of natural areas and features.
3. Provide a framework for the development of enforcement of land-use planning policy.
4. Encourage and facilitate private stewardship and public education.

The report covers applicable protective and regulatory legislation for buffer zones and wetlands, and provides recommendations on protection and acquisition measures, as well as specific advice for the protection of coastal marsh, salt marsh, freshwater wetland, natural landscapes, buffer and riparian zones, coastal zones, and high sloped areas.

The study has been a guiding document for the Town's land-use planning efforts, strategic acquisitions, and the development of environmental policy. As a result, the Town's natural heritage has significant importance and value by Stratford's residents. These values helped build a case for the town hiring an



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Environmental Sustainability Coordinator and establishing various environmental initiatives, such as a Residential Tree Planting Program.

2.7.4 Arts and Cultural Assets

Most arts and cultural assets and organizations are located in the City of Charlottetown, which is only a short commute away. This would include performing arts venues, visual arts and craft opportunities and most multi-use spaces, socially those with large seating capacities. The Town is home to Camp Gencheff, which provides quality programs for adults and children with intellectual and physical disabilities and provides rental options of their facilities. Both St. Joachim's and Our Lady of the Assumption offer Parish Halls also offer rentals opportunities to community groups and can accommodate a variety of events, such as meals, anniversary/birthday parties, wedding receptions, meetings, concerts, dances, fitness classes and other similar activities. Other options include the Cotton Centre, the Stratford Youth Centre, with the main facility being the Stratford Town Centre which has several meeting spaces (such as the Southport Room, Battery Point Room, Keppoch/Kinlock Room) and a large gymnasium.

The Town has also made efforts to increase public art in the community. The Town website contains a list of works that have either been donated to the Town or commissioned. The collections include work as recent as 2022, such as *Leap and Mothwings*.

In terms of local service groups, the Mayflower Seniors' Club seems to be the most popular and successful, with over 150 members. The Club has dedicated meeting and activity space in the Cotton Centre located in the Robert L. Cotton Memorial Park on Bunbury Road. With a very low membership of only \$7.00 annually, the club is open at all times for the use of our seniors for crafts, card playing, knitting or just conversations outside of activity times. The Seniors' Room is also available for public rentals, such as family reunions, birthday parties, religious functions or community meetings. Two other very notable and committed service groups in the community are the Stratford Area Lions Club and the Stratford Area Watershed Improvement Group.

The Stratford Public Library is located at 25 Hopeton Road and is well used by the community. The town completed the Stratford Library & Cultural Centre Report in 2011 to evaluate options for future growth of the facility. Based on the research completed, consultations and a thorough assessment of the various options, the report recommended that the mandate for a new library and cultural facility include the following:

- Geographic Mandate: residents of the Town of Stratford
- Artistic Mandate: all art forms with emphasis on literary, dance, music, and visual arts programming
- Specialization: serving all ages with a particular emphasis on programming for children and youth.

The report presented two options (A and B), both of which contemplated additions to the Town Hall Building, with one larger than the other (by approximately 7,000 square feet). The addition contemplated library spaces, studio spaces, meeting space, and administrative storage/mechanical/servicing areas. Option A also included a small performance space and a small cafe space. The Class D estimated costs



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for the two options were, \$6,266,993 for Option A and \$4,110,955 for Option B. The report also details anticipated revenue and expenses for both options.

2.8 WATERSHED STUDY

2.8.1 Description of Natural Hydrologic Features

The Town of Stratford municipal boundary is located within three primary watersheds draining to the Hillsborough River at the confluence of Hillsborough, West and North Rivers at the northwest boundary, and to Hillsborough Bay along the south, as depicted in **Figure 20**. The Fullerton's Creek Watershed drains approximately 3,259 hectare (ha) to the shores of the Hillsborough River. The Rosebank Watershed drains approximately 855 ha to the river confluence and the Alexandra Watershed drains approximately 2,074 ha to Hillsborough Bay. Primary drainage pathways within each watershed include surface runoff to adjacent watercourses, shore-direct surface runoff and discharge from the stormwater collection system.



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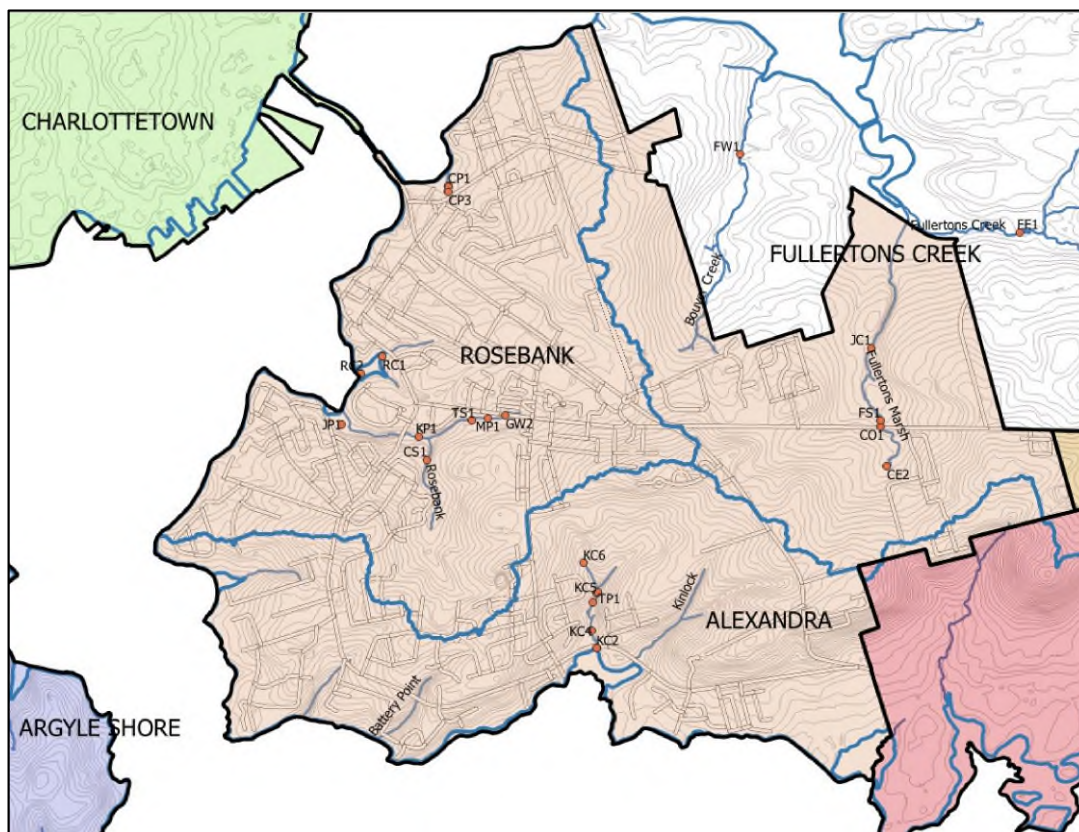


Figure 13 Primary Watersheds within Stratford Municipal Boundary

2.8.1.1 Watercourses and Associated Sub-Catchments

There are several watercourses identified within each primary watersheds, with each watercourse and associated tributary streams draining a sub-catchment of the primary watershed to a surface water outlet location (**Figure 21**). Within the boundaries of the Town, five (5) primary watercourses are identified in the Alexandra Watershed, two (2) in the Rosebank Watershed and two (2) in the Fullerton's Creek Watershed. It is noted that surface runoff from within Town boundaries drains topographically to one (1) watercourse in unincorporated areas of the Fullerton's Creek Watershed.



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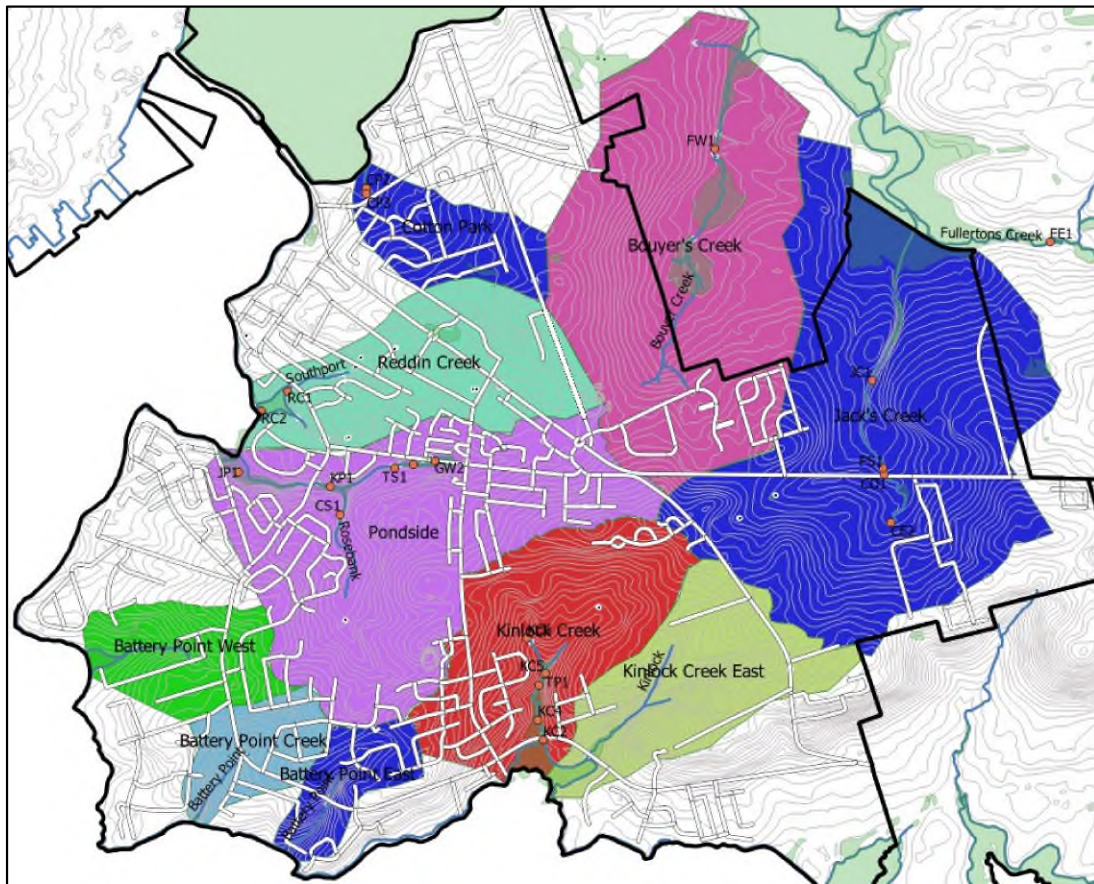


Figure 14 Watershed Sub-Catchment Boundaries



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A summary of watercourses, sub-catchments and attributes is given in **Table 6**, below.

Table 6 Summary of Watercourses and Topographic Sub-Catchments

Primary Watershed	Primary Watercourse ID	Sub-Catchment ID	Sub-Catchment Area (ha)
Rosebank	Rosebank Creek	Pondside	328
Rosebank	Reddin Creek	Reddin Creek	158
Alexandra	Battery Point Creek West	Battery Point West	78
Alexandra	Battery Point Creek	Battery Point	54
Alexandra	Battery Point Creek East	Battery Point East	46
Alexandra	Kinlock Creek	Kinlock Creek	185
Alexandra	Kinlock Creek East	Kinlock Creek East	139
Fullerton's Creek	Fullerton's Marsh Creek	Jack's Creek	382

2.8.1.2 Wetlands and Waterbodies

Saltwater marshes are identified at the outlet of most watershed sub-catchments, including Jack's Creek, Reddin Creek, Pondside, Battery Point West, Kinlock Creek and Kinlock Creek East. These marshes are located at the interface between the freshwater stream discharge and the marine receiving waters of the Hillsborough River and Bay. Inland wetlands are identified within the Pondside watershed, adjacent to the Trans-Canada Highway, and the Battery Point West Watershed, within an undeveloped forested area. The wetlands are 1.5 ha and 0.36 ha in respective size with no identified drainage outlets. A 0.45 ha wetland is identified in the Pondside watershed adjacent to the Stratford Road and forms the headwater of the drainage path through Rosebank Creek. Wetlands are identified through available provincial GIS mapping and may not represent the actual presence of wetlands within the Town. Identification and classification of wet areas via aerial imagery interpretation and field-delineation is recommended prior to development of natural areas.

The presence of significant waterbodies within Town boundaries is limited to the Pondside sub-catchment within the Rosebank primary watershed. The headwaters of the Pondside sub-catchment flow through Moore's Pond, Kelly's Pond and Jordan's Pond prior to discharge into Stewart's Cove, and ultimately the Hillsborough River.

2.8.2 Land Use and Areal Pollutant Loading

2.8.2.1 Land Use by Sub-Catchment

Land use varies within Town boundaries, with low-to-medium density residential, commercial and industrial areas adjacent to and interspersed with agricultural and forested areas. The highest density of developed area is located within the Rosebank Watershed and western area of the Alexandra Watershed. Land use by sub-catchment watershed is shown in **Table 7**, below. Land use is based on current land



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cover from publicly available aerial imagery and is an aggregate of land cover within both publicly and privately owned lands.

Table 7 Approximate Land Use Distribution by Sub-Catchment

Primary Watershed	Sub-Catchment ID	Sub-Catchment Area (ha)	Approximate Land Use Distribution
Rosebank	Pondside	328	Med- Density Residential (30 ha) Forested (75 ha) Agricultural (223 ha)
Rosebank	Reddin Creek	158	Med-Density Residential (143 ha) Agricultural (15 ha)
Alexandra	Battery Point West	78	Low-Density Residential or Open Lands (38 ha) Forested (20 ha) Agricultural (20 ha)
Alexandra	Battery Point	54	Low-Density Residential or Open Lands (31 ha) Forested (15 ha) Agricultural (8 ha)
Alexandra	Battery Point East	46	Low to Med-Density Residential (30 ha) Forested (16 ha)
Alexandra	Kinlock Creek	185	Med-Density Residential (71 ha) Agricultural (99 ha) Forested (15 ha)
Alexandra	Kinlock Creek East	139	Low Density Residential (61 ha) Agricultural (45 ha) Forested (33 ha)
Fullerton's Creek	Jack's Creek	382	Low to Med-Density Residential (70 ha) Agricultural (224 ha) Forested (88 ha)

2.8.2.2 Areal Phosphorous Loading by Land Use

Phosphorous is a commonly selected indicator parameter to assess water quality with developed and undeveloped watersheds. Phosphorous is considered a limiting nutrient in natural systems, meaning vegetation growth within waterbodies and watercourses is typically controlled by limited concentrations of phosphorous present in natural systems (USEPA 2022). Anthropogenic sources of phosphorous, including agricultural runoff, urban and residential runoff, poor erosion and sediment control during construction, and wastewater discharges or leakages, contribute to the increase in phosphorous in receiving water systems. Impacts of increased phosphorous concentrations include increased vegetation growth and reduced dissolved oxygen concentrations; impacting fish habitat and increasing mobilization of certain sediment-associated metals. Where the Town is primarily serviced by centralized wastewater



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treatment systems, phosphorous loading rates are primarily associated with changes in land use. Phosphorous loading rates for select land uses are provided in **Table 8**, below. In absence of mitigation, changes in land use from forest/parkland, wetland or undeveloped areas to commercial and residential development represent increases in area-based phosphorous loading to receiving water bodies.

Table 8 Area-based Phosphorous Loading Rates for Select Land Uses

Land Use	Phosphorous Loading Rate (g/m ² ·yr)
Developed Lands	
Partially Cleared	0.0625 ³
Roadway	0.35 ³
Commercial Development	0.202 ¹
High-Density Residential	0.035 ¹
Medium-Density Residential	0.030 ¹
Low-Density Residential	0.025 ¹
Natural Lands	
Forest/Parkland	0.0024 ²
Undeveloped/Grassed	0.015 ²
Wetland	0.0024 ²
Agricultural Lands	
Row Crops	0.026 – 0.1860 ²
Row Crops with Soil Conservation Practices	0.010 – 0.030 ²

¹Waller and Hart 1986; ² Reckhow *et al.* 1980; ³ MDEP 2000

2.8.3 Existing Water Quality

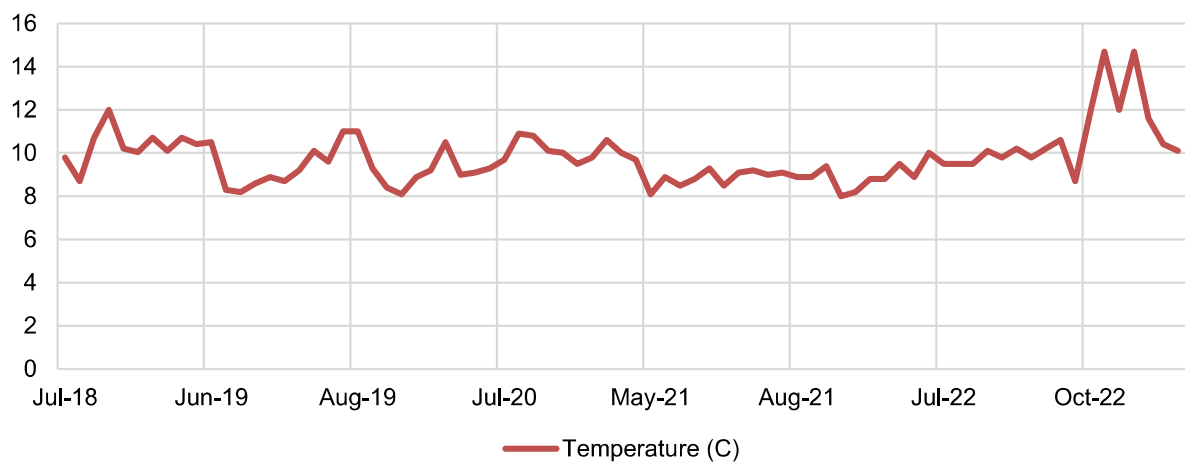
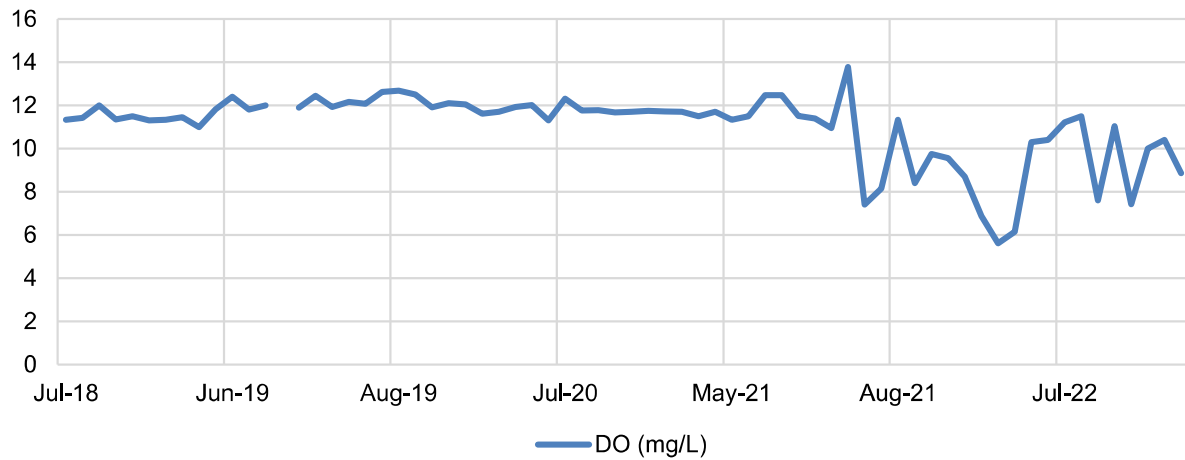
Water quality monitoring has been completed by the Stratford Area Watershed Improvement Group (SAWIG) at select watercourses and waterbodies within and exterior to Town boundaries. Monitoring typically includes in-situ measurements of pH, dissolved oxygen (DO), conductivity and temperature, with laboratory analysis of total phosphorous (TP), total nitrogen (TN), total suspended solids (TSS) and total dissolved solids (TDS). A review of water quality at select locations is provided in the following sections. Monitoring locations with multiple seasons of data are selected for review.



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2.8.3.1 Watercourses

Kinlock Creek



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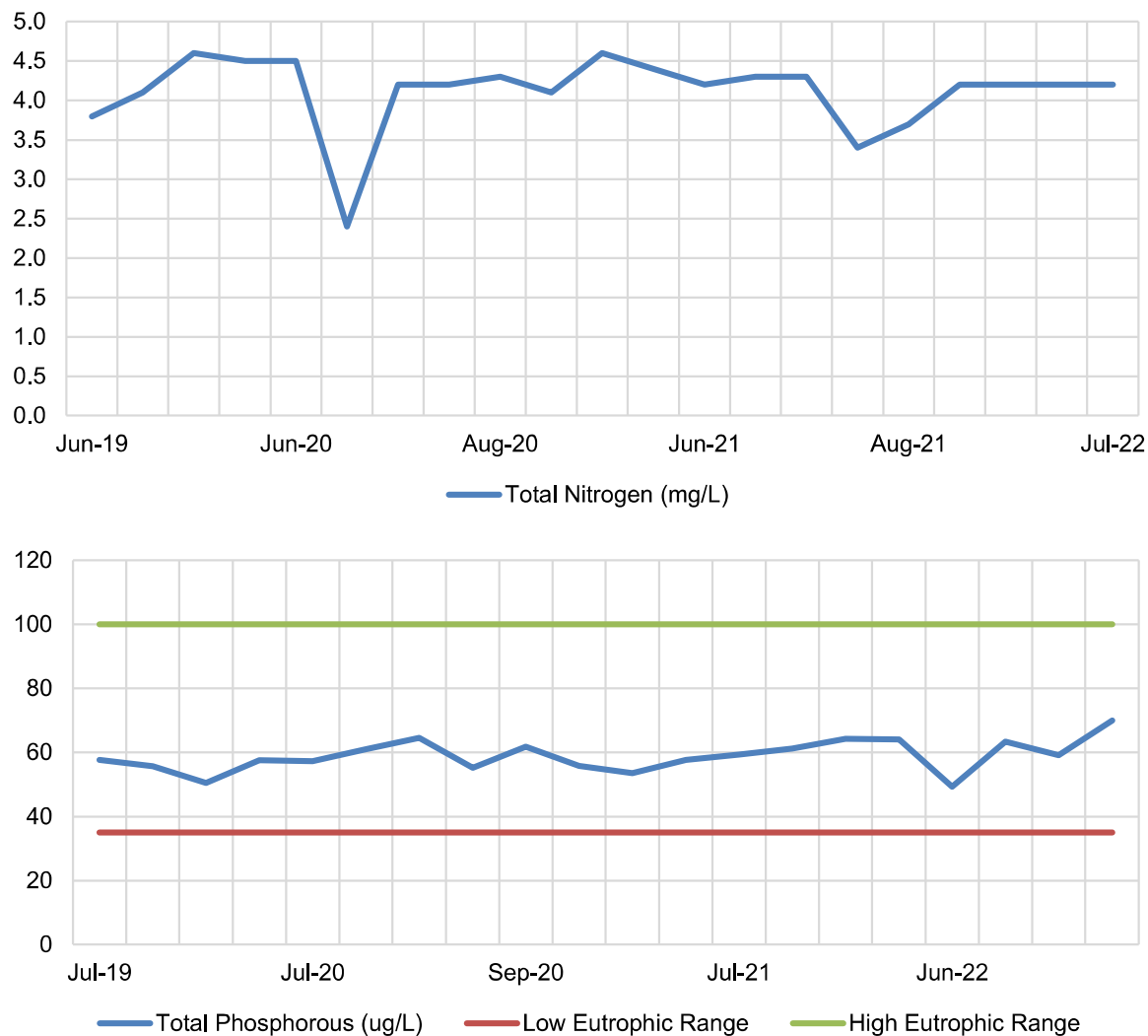
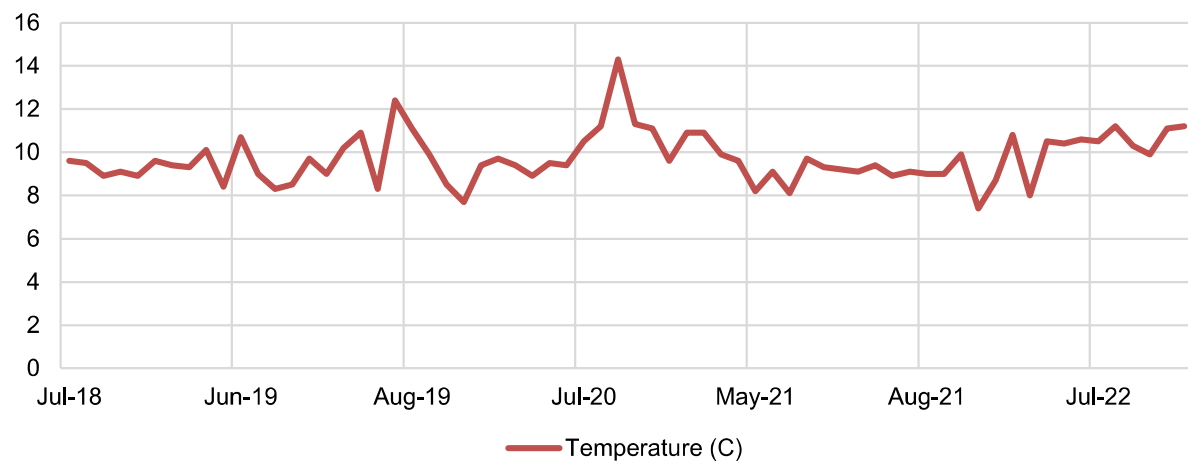
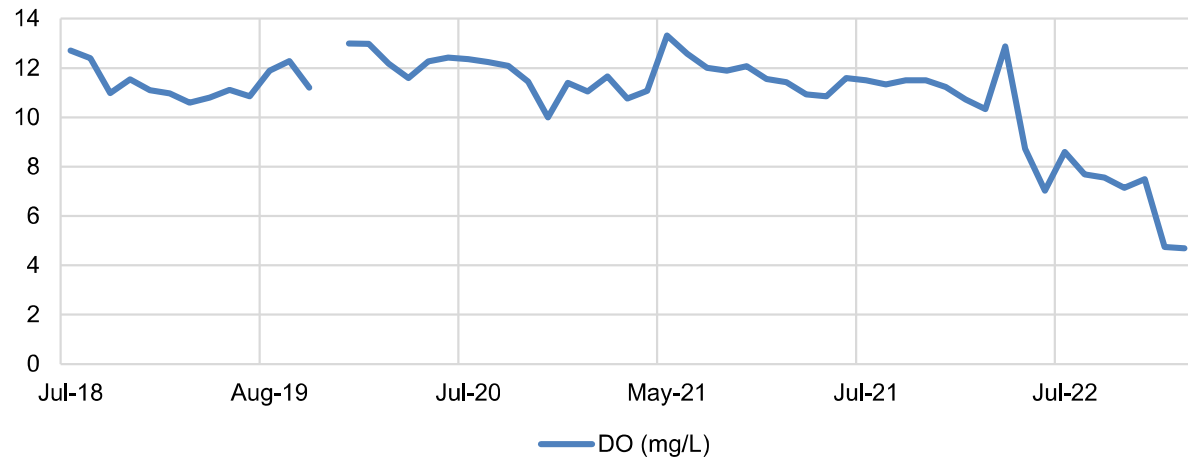


Figure 15 Water Quality Summary for Kinlock Creek



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Jack's Creek



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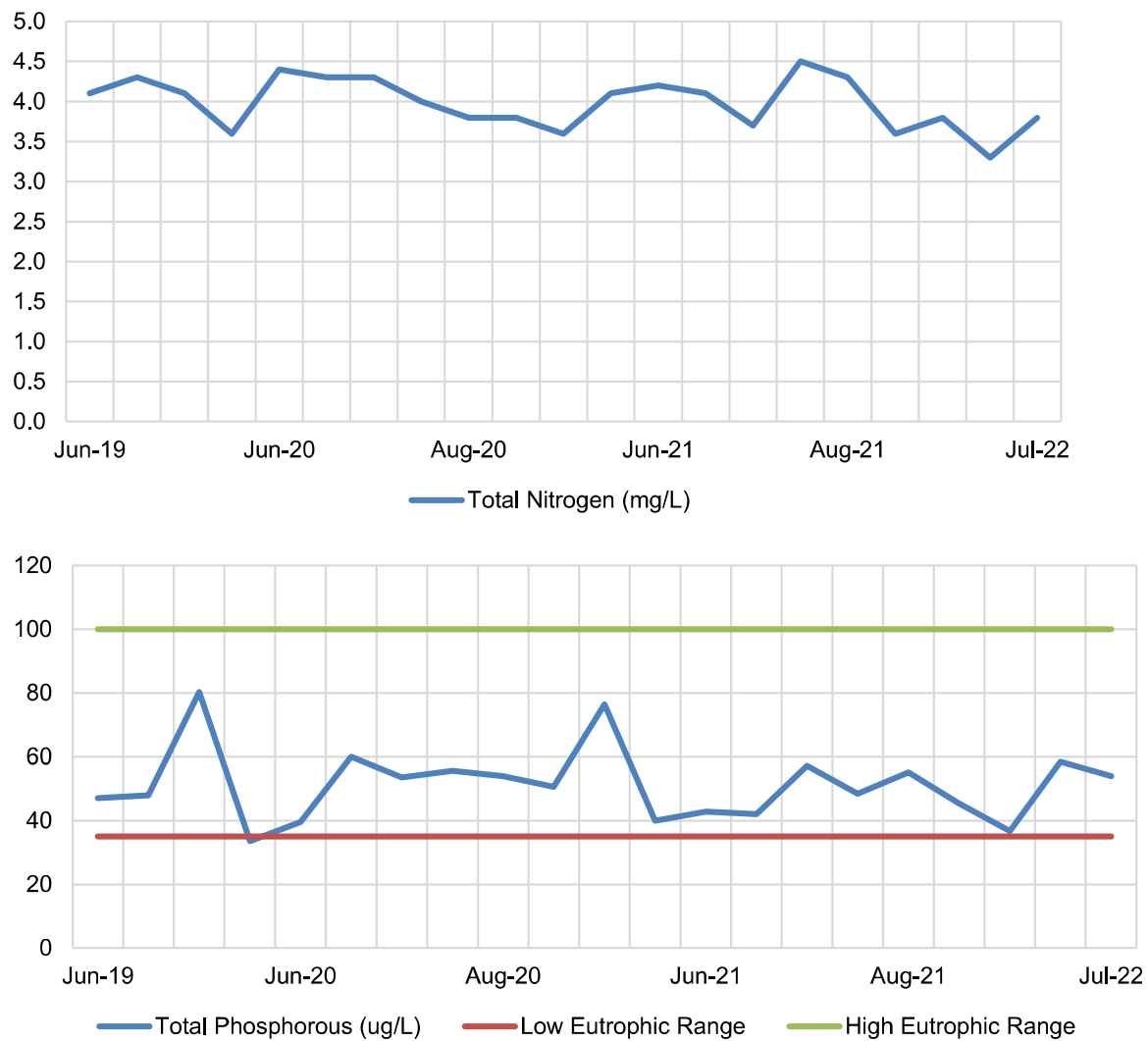


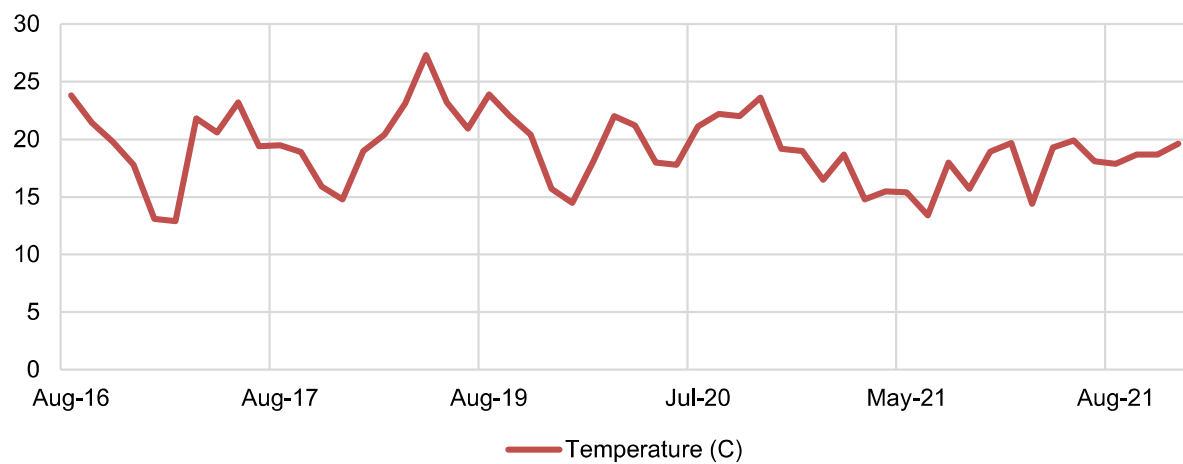
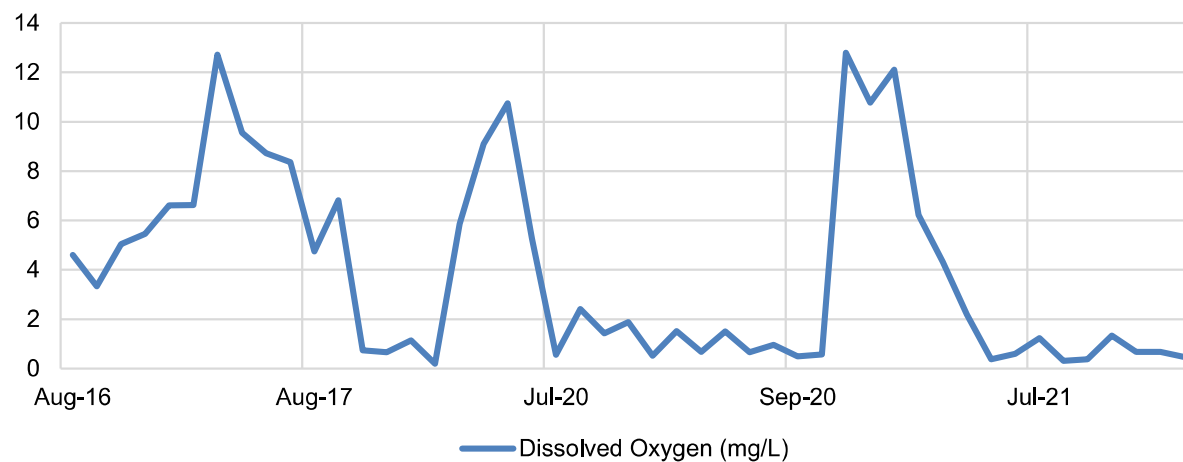
Figure 16 Water Quality Summary for Jack's Creek



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2.8.3.2 Waterbodies

Moore's Pond



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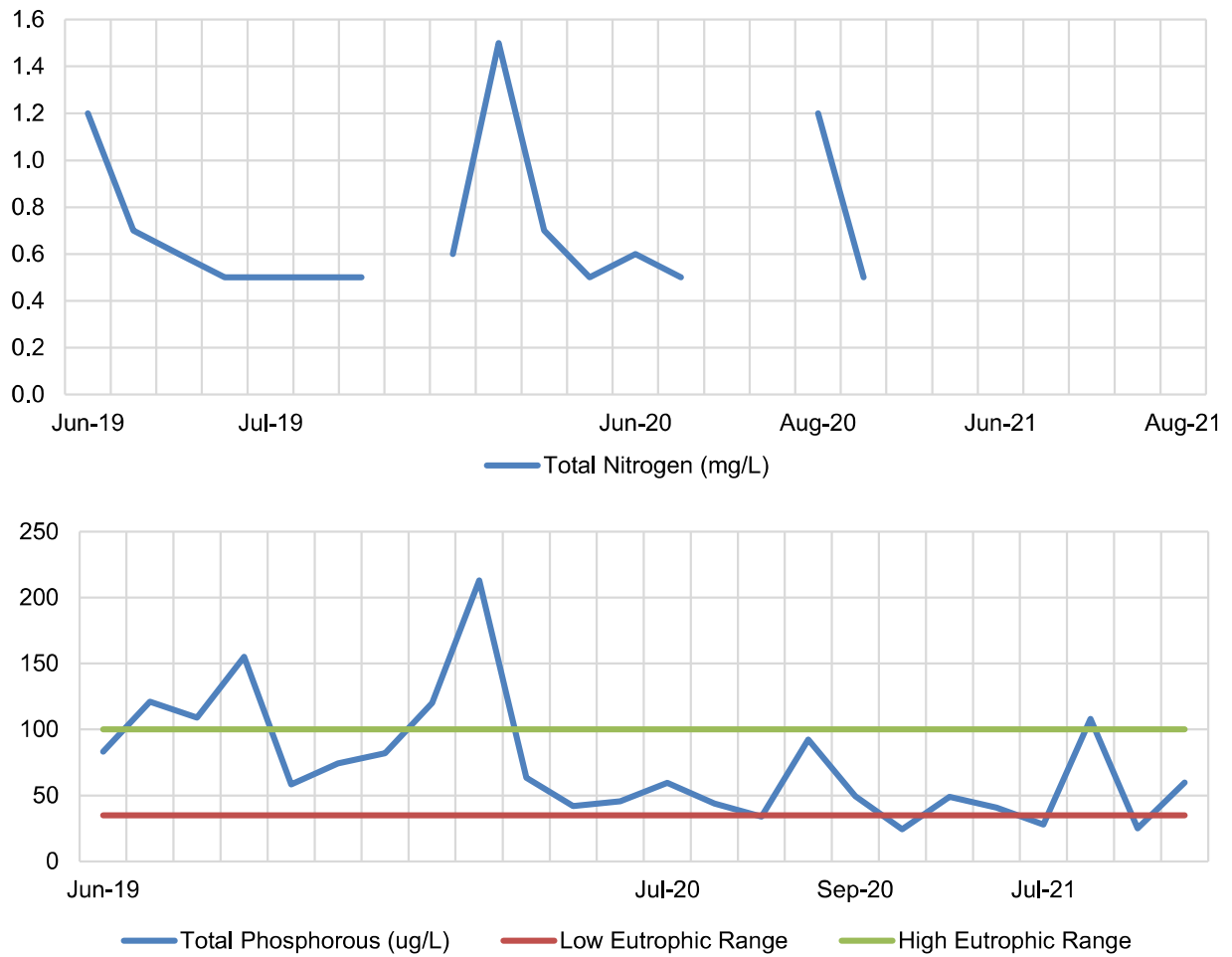
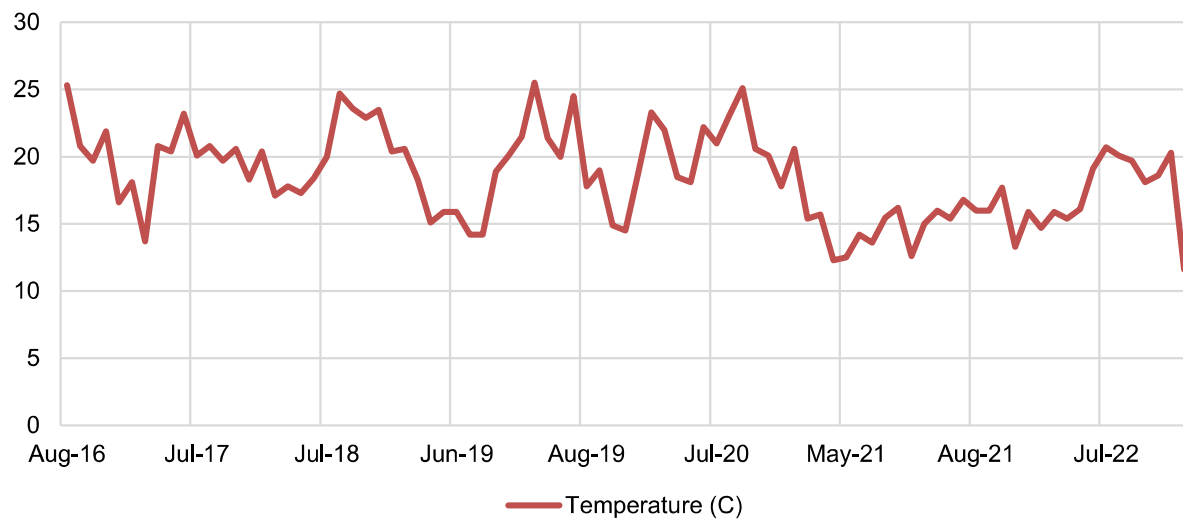
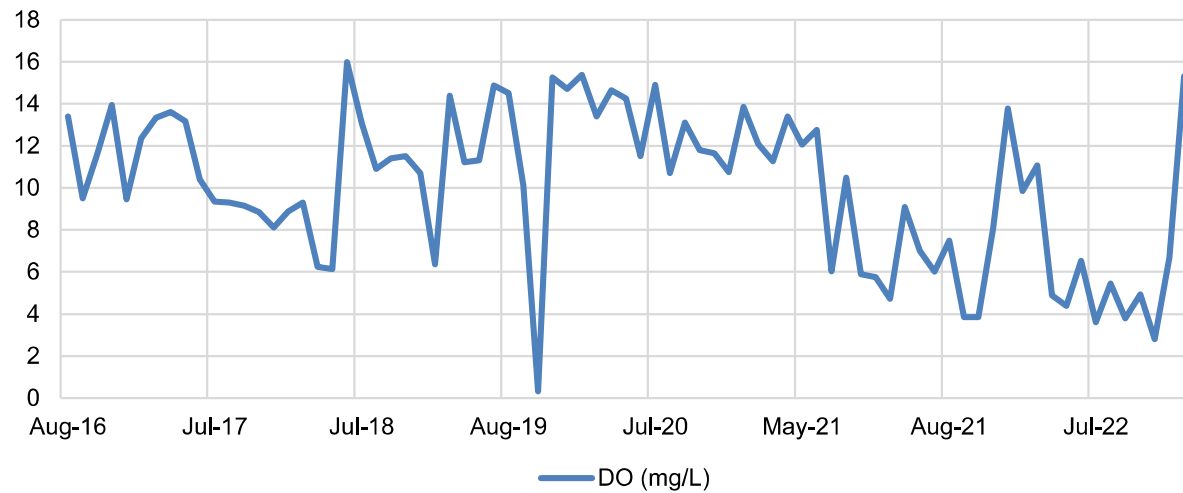


Figure 17 Water Quality Summary for Moore's Pond



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Kelly's Pond



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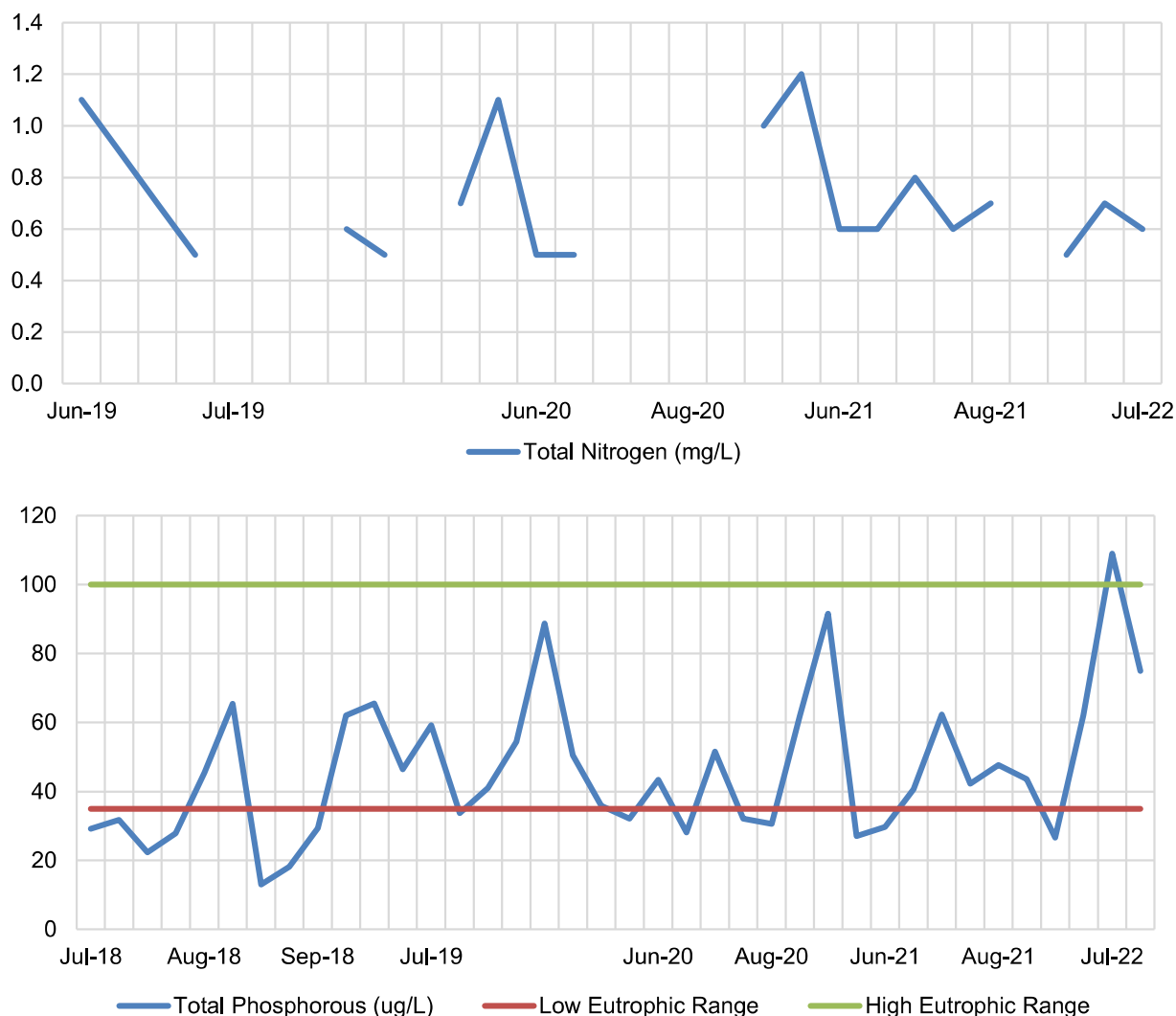


Figure 18 Water Quality Summary for Kelly's Pond

2.8.3.3 Summary of Results

The Canadian Council of Ministers of the Environment (CCME) provides a nutrient guidance framework which includes trophic status trigger ranges for total phosphorus in freshwater environments (**Table 9**) (CCME 2004). Elevated phosphorous concentrations can cause increased vegetation and algal growth, with potential adverse effects including decrease in biodiversity, decline in ecologically sensitive species, increase in biomass/sedimentation, increase in turbidity and potential anoxic oxygen conditions (CCME 2004). Adverse effects are typically associated with eutrophic and hyper-eutrophic status. Natural water systems are typically within the 10 to 50 ug/L range (Wetzel 2001), indicating eutrophic status may occur



BACKGROUND REPORT – TOWN OF STRATFORD GROWTH MANAGEMENT STRATEGY AND DEVELOPMENT CHARGE STUDY

in natural systems; however, eutrophic and hyper-eutrophic conditions are typically associated with anthropogenic or human inputs.

Table 9 CCME Trophic Status

Trophic Status	Trigger Range (ug/L)
Ultra-oligotrophic	< 4
Oligotrophic	4-10
Mesotrophic	25-35
Meso-eutrophic	20-35
Eutrophic	35-100
Hyper-eutrophic	> 100

Total phosphorous monitoring results for assessed watercourses (Kinlock Creek, Jack's Creek) and water bodies (Moore's Pond, Kelly's Pond) indicate high phosphorus concentrations at all locations. Moore's Pond is consistently eutrophic to hyper-eutrophic (74 mg/L, average) where concentrations in Kelly's Pond are slightly lower (46 mg/L, average), indicating consistently eutrophic. Kinlock Creek and Jack's Creek are both categorized as eutrophic with average total phosphorous concentrations of 59 mg/L and 51 mg/L, respectively.

Bricker et al. (1999) propose additional criteria to assess trophic status as follows in **Table 10**.

Table 10 Degree of Nutrient Over-Enrichment

Degree of Nutrient Over-Enrichment	Total Dissolved N (mg/L)	Total Dissolved P (mg/L)	Chlorophyll a (ug/L)	Dissolved Oxygen (mg/L)
Low	0 – 0.1	0 – 0.01	0 - 5	>4
Medium	>0.1 - < 1	>0.01 - <0.1	>5 - <20	-
High	>1	>0.1	>20 - 60	<4

While data is reported as total concentrations, not dissolved, total nitrogen is reported as higher in both Kinlock Creek and Jack's Creek at 4 mg/L on average. Dissolved oxygen is highest and most consistent in these watercourses. The lowest reported dissolved oxygen concentrations occur in Moore's Pond.

2.8.4 Assimilative Capacity of Receiving Waters and Recommendations

The assimilative capacity of a receiving waterbody or watercourse corresponds to its capacity to assimilate a given pollutant load into the natural environment without causing adverse or deleterious effect. Assimilative capacity considers the incoming pollutant loading, the background or natural system pollutant concentration and the flushing capacity or flow capacity of the receiving water to determine a post-assimilation water quality concentration. This concentration is typically assessed as acceptable through comparison to relevant water quality objectives or guidelines.



BACKGROUND REPORT – TOWN OF STRATFORD GROWTH MANAGEMENT STRATEGY AND DEVELOPMENT CHARGE STUDY

Solely considering current trophic status of the assessed waterbodies/watercourses, the capacity for these receiving waters to further assimilate phosphorous is considered limited and additional phosphorous loading to these receivers are likely to increase the trophic status and occurrence of adverse effects. Referencing Section 2.9.2.2, Table 6, land use changes from natural to develop lands consistently increase total phosphorous loading to receiving waters on an annual basis. The conversion of intensively farmed row crop to developed lands represent the sole scenario where development alone may reduce the annual phosphorous loading to receiving waters. Based on this, when planning land use changes, it is not recommended to route overland surface runoff or direct surface discharge (from a point-source stormwater discharge pipe, ditch or outfall) directly to these receiving waters without implementing mitigation or treatment.

With respect to overland surface runoff, development that may increase total annual phosphorous loading may be mitigated through phosphorous reduction measures such as lot-based low-impact development features, limiting phosphorous-based lawn fertilizer use, and initiating street sweeping programs. Mitigation of direct surface discharge to local watercourses may include installation of treatment structures (sediment/phosphorous reducing catch basins) or include master planning of storm catchment systems to collect and discharge to a water body with sufficient assimilative capacity.

3.0 PART 2 – MAPPING ANALYSIS OF DEVELOPMENT OPPORTUNITIES

Using the initial findings of the background research, we evaluated and identified three development possibilities for the Town. These included new development and the possibility of redeveloping current sectors with higher densification. These development scenarios will be based on the growth management opportunities, option analysis and choosing a preferred option.

The scenarios will present all aspects of a community, ranging from transportation, type of housing, density and develop balanced criteria to meet the objectives of the Town of Stratford. Those criteria will be, for example:

- Environmental
- Financial
- Capacity to create affordable housing
- Create a complete community
- Employment opportunity
- Leisure and cultural benefits



BACKGROUND REPORT – TOWN OF STRATFORD GROWTH MANAGEMENT STRATEGY AND DEVELOPMENT CHARGE STUDY

Scenario 1

Scenario 1 represents a conservative approach to development proposing to maintain the status quo. This approach utilizes the current low and medium-low density housing typologies such as single detached, duplex, townhouse and low-rise residential buildings resulting in a total of 4,238 units. The pros and cons of this scenario are listed below:

PROS

- No need to change the zoning
- Minimal impacts on the infrastructure

CONS

- Will not meet the housing needs in the long term
- Will create generic development
- Will create urban sprawl



BACKGROUND REPORT – TOWN OF STRATFORD GROWTH MANAGEMENT STRATEGY AND DEVELOPMENT CHARGE STUDY

Scenario 2

Scenario 2 attempts to maintain a balance between the current situation and a potentially medium-high density scenario. This approach accommodates low, medium-low and medium-high density housing typologies such as single detached, duplex, townhouse, low-rise residential, multifamily medium density buildings resulting in a total of 6,176 units. The pros and cons of this scenario are listed below:

PROS

will meet the housing needs in the short term

Better integration in the actual built context

Densification located around the Trans-Canada Highway

CONS

Will not meet the housing needs in the long term

Pressure on the existing infrastructure and services



BACKGROUND REPORT – TOWN OF STRATFORD GROWTH MANAGEMENT STRATEGY AND DEVELOPMENT CHARGE STUDY

Scenario 3

Scenario 3 attempts to optimize on the opportunity to create a higher density. This approach accommodates low, medium-low and medium-high density housing typologies such as single detached, duplex, townhouse, low-rise residential, multifamily medium density buildings as well as mixed-use buildings to increase density. This would result in a total of 8,318 units. The pros and cons of this scenario are listed below:

PROS

will meet the housing needs in the long term
Will provide a complete community with more services and shops
Will provide better active transportation networks

CONS

Will need a complete infrastructure plan
Pressure on the existing infrastructure and services



BACKGROUND REPORT – TOWN OF STRATFORD GROWTH MANAGEMENT STRATEGY AND DEVELOPMENT CHARGE STUDY

4.0 CONCLUSION

The Town of Stratford has a rapidly growing population and needs additional housing, including more diverse housing options. While a status quo approach can be taken, the background study results and growth scenarios presented indicate that it is not a realistic or desirable option. Additionally, the resulting costs and implications associated with the current development trends reinforce this view. The public engagement sessions that we hosted as part of this project confirm that residents of Stratford recognize and acknowledge that population growth is well underway, and changes are inevitable. Increasing the residential density and providing more housing options identifies as a way to manage growth related pressures.

The Town is in a good position to manage its growth expectations. Engineering infrastructure is relatively healthy and capacity exists in key areas, the transportation network is well maintained with opportunities for further enhancements to active transportation and transit, while public streets have capacity for growth, and recreational assets are available with new facilities planned in the community campus. Furthermore, there is land available within the town boundary to accommodate future growth and development opportunities.

In order for the Town to maintain its prosperity and continue to grow its economy, growth must be approached strategically. Managing growth and development pressures is not easy, but a proactive approach to organizing and planning for growth in the appropriate locations is essential. Identifying opportunities and removing barriers to housing supply will help address some of the challenges for the Town of Stratford.

The next step of this project to use the information contained in this report to provide a preferred growth option for the community and calculate the associated development related costs related to it. This strategy will position the Town to accommodate the expected growth projections and continue to ensure that the Town remains financially sound.



**BACKGROUND REPORT – TOWN OF STRATFORD GROWTH MANAGEMENT STRATEGY AND
DEVELOPMENT CHARGE STUDY**

APPENDIX



**BACKGROUND REPORT – TOWN OF STRATFORD GROWTH MANAGEMENT STRATEGY AND
DEVELOPMENT CHARGE STUDY**

Appendix A ENGAGEMENT SUMMARY



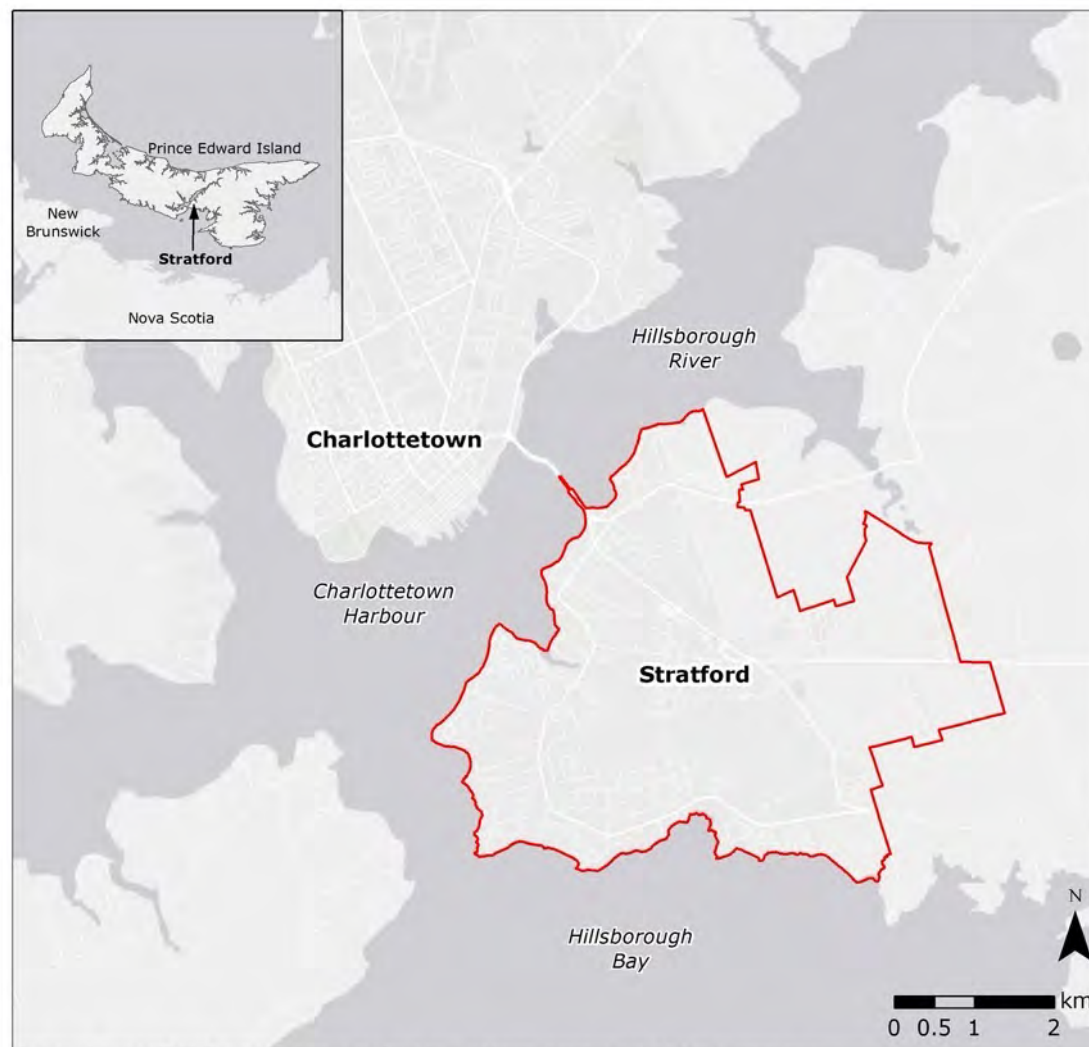
UPDATED: APRIL 27, 2023

Stratford's Story

Data Insights



Location of Stratford



Sources: Province of PEI; Esri, HERE, Garmin, (c) OpenStreetMap contributors, and the GIS user community

PEI Population

As of January 1, 2023, Statistics Canada estimates that the population of PEI is 173,954.

This represents a yearly increase of 7,096 persons- which is a 4.3% annual growth rate

PEI currently has the fastest-growing population of any province or territory in Canada

This is also the highest annual growth rate for PEI on record

Source: PEI Population Report Fourth Quarter 2022, PEI Statistics Bureau; Department of Finance

PEI Population Growth

DIAGRAM 1: PRINCE EDWARD ISLAND POPULATION, QUARTERLY, 2018 - 2023

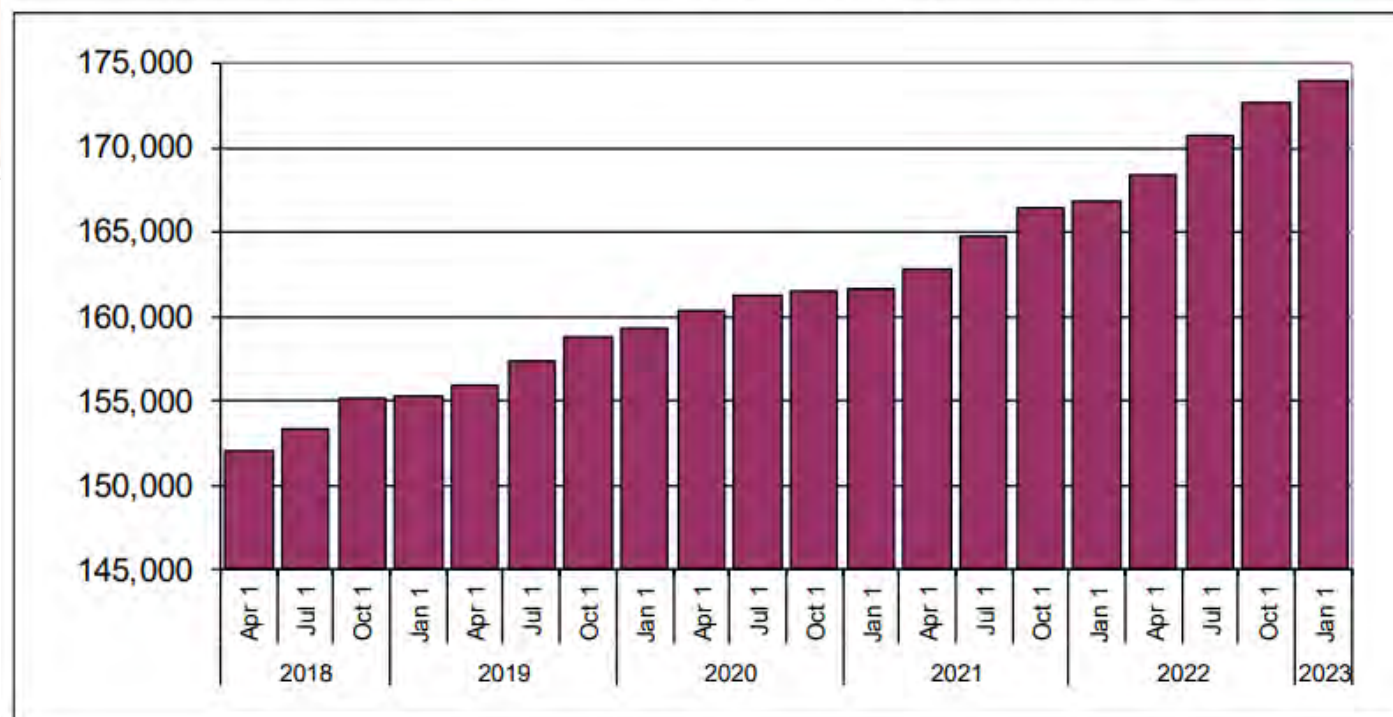


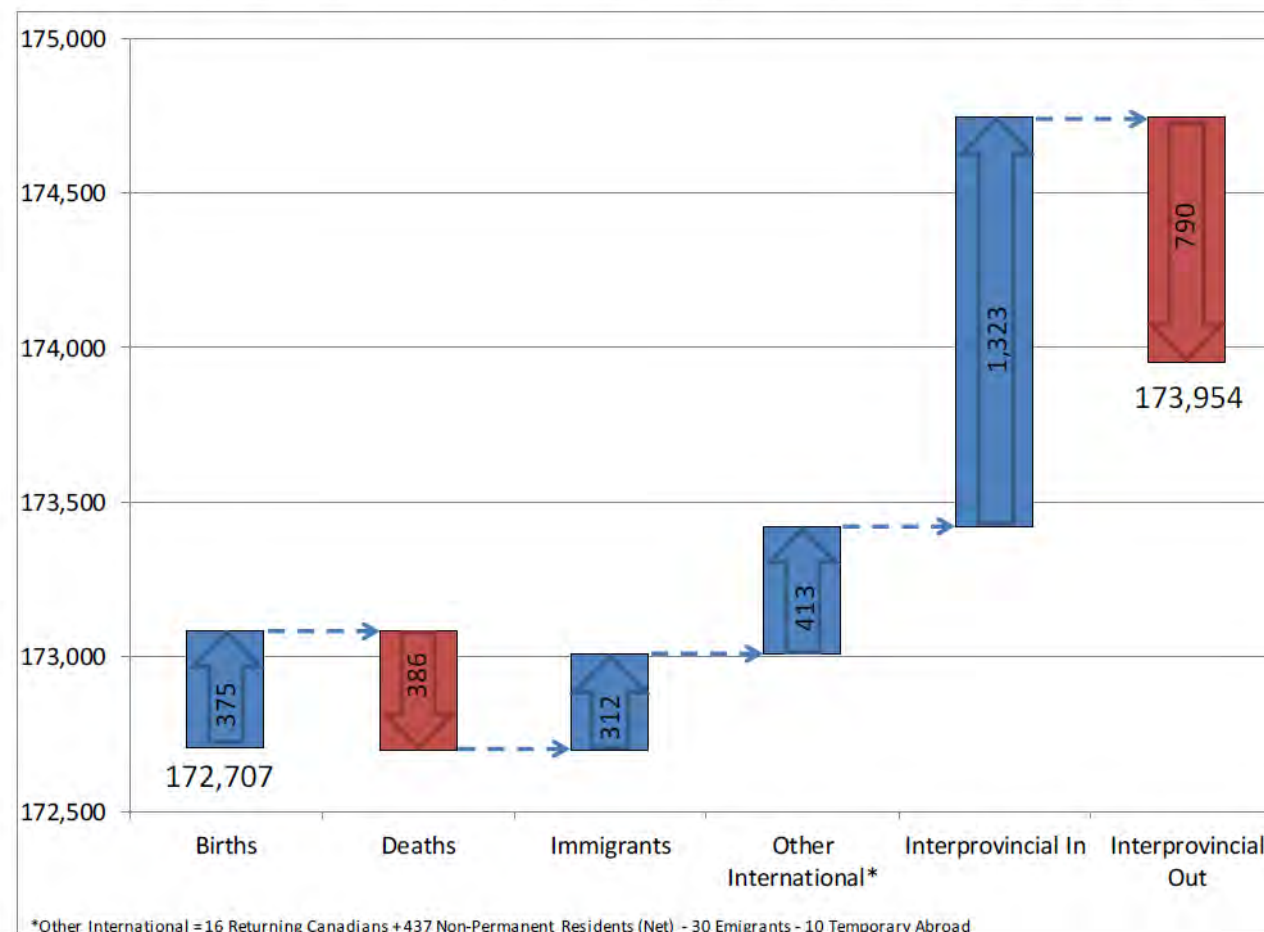
TABLE 2: POPULATION OF PROVINCES & TERRITORIES, JANUARY 1, 2022 and 2023 & ANNUAL GROWTH RATES

	Jan 1, 2022	Jan 1, 2023	Growth	Level
CAN	38,516,138	39,566,248	2.7%	1,050,110
NL	522,501	531,948	1.8%	9,447
PEI	166,858	173,954	4.3%	7,096
NS	1,002,441	1,037,782	3.5%	35,341
NB	799,245	825,474	3.3%	26,229
QC	8,637,650	8,787,554	1.7%	149,904
ON	14,940,912	15,386,407	3.0%	445,495
MB	1,398,303	1,431,792	2.4%	33,489
SK	1,185,311	1,214,618	2.5%	29,307
AB	4,482,385	4,647,178	3.7%	164,793
BC	5,251,578	5,399,118	2.8%	147,540
YK	43,241	44,238	2.3%	997
NWT	45,710	45,493	-0.5%	-217
NU	40,003	40,692	1.7%	689

Source: PEI Population Report Fourth Quarter 2022, PEI Statistics Bureau; Department of Finance

PEI Population Growth Components

DIAGRAM 2: PEI COMPONENTS OF GROWTH, OCTOBER 1, 2022 – DECEMBER 31, 2022



Source: PEI Population Report Fourth Quarter 2022, PEI Statistics Bureau; Department of Finance

PEI Population Growth Components

In 2022, PEI had a net population growth of ~7096 people

For natural growth (births and deaths), there was a net decline of 37 people

For interprovincial migration, there was a net increase of 2098 people

For international immigration, there was a net increase of 5035 people

New Units per Year

A representative from the Province told us during one of the Shape Stratford workshops with committee members that in all of PEI, we only build ~1,500 new units per year

That rate of development is not going to be able to keep up with population growth

Population Comparisons

Stratford Population Size:

- 2021: **10,927**
- 2016: **9,711**

% change from 2016 – 2021: **12.5%**

Charlottetown Population Size:

- 2021: **38,809**
- 2016: **36,094**

% change from 2016 – 2021: **7.5%**

Prince Edward Island Population Size:

- 2021: **154,331**
- 2016: **142,907**

% change from 2016 – 2021: **8%**

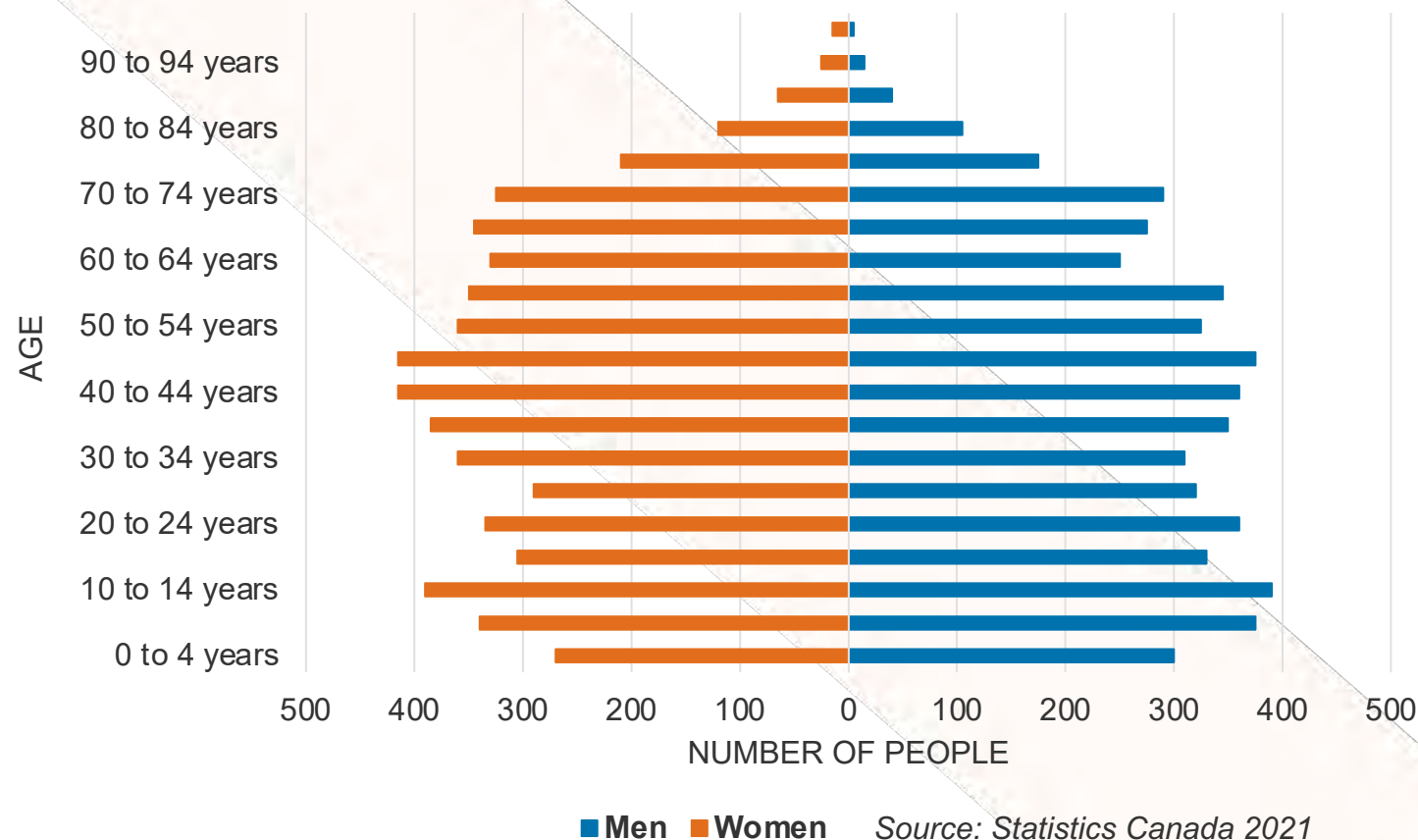
**Note—census population estimates are low—the population numbers in the quarterly PEI population report are more accurate because they account for what is known as ‘undercount’—Islanders that were not captured by the census*

Stratford Population Pyramid

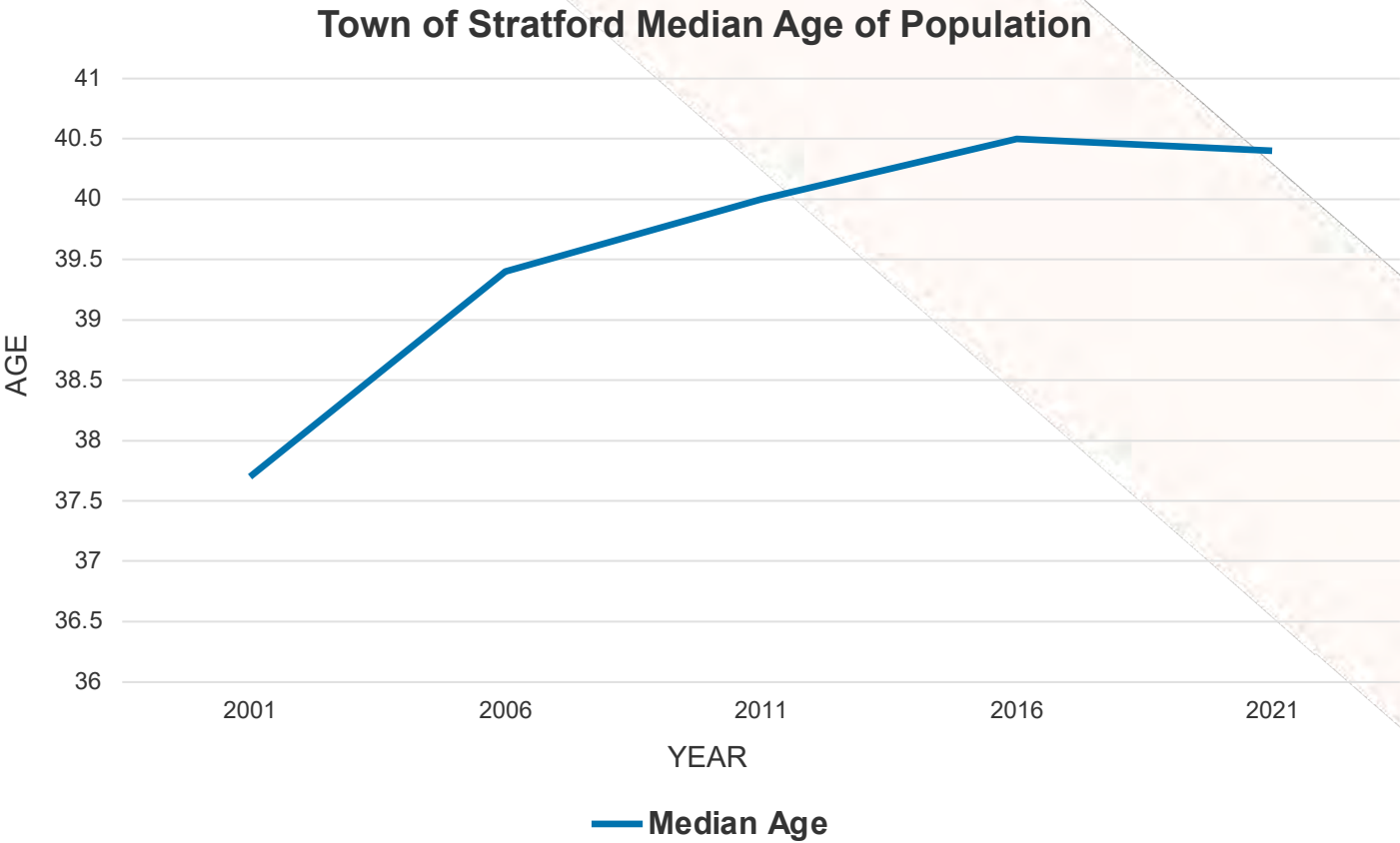
Town of Stratford 2021 Population Characteristics

Stratford	2021	2016	2011	2006
Population Size	10,927	9,711	8,574	7,083
% growth from previous year	12.5%	13.3%	21%	

Source: Statistics Canada 2006, 2011, 2016 & 2021



Median Age of Stratford Population 2021



Source: Statistics Canada 2001, 2006, 2011, 2016 & 2021

Affordable Housing Definition

“Housing that meets the needs of a variety of households in the low to moderate income range”.

The broad nature of this definition exemplifies how affordable housing encompasses a large range that can address deep affordability for our most vulnerable populations as well as moderate affordability for our working population.

A household is considered to be in core housing need if:

- A household is below one or more of the adequacy, suitability and affordability standards;
- The household would have to spend 30% or more of its before-tax household income to access local housing that meets all three standards.

Attainable Housing

“ Attainable housing refers to housing that is **Adequate** in condition (no major repairs needed) **Appropriate** in size (bedrooms appropriate for household) **Affordable** (costing less than 30% of before-tax income) **Accessible** to Services (located in areas where common services are available) and **Available** (a range of housing types)”.

Source: Muskoka Housing Task Force, September 2021

Housing Condition 2021

Housing Condition	Town of Stratford	City of Charlottetown	Prince Edward Island	Canada
Total—Private households by housing suitability— 25% sample data	4,295	17,185	64,570	14,978,940
Suitable	98%	95%	97%	95%
Not suitable	3%	5%	3%	5%
Only regular maintenance and minor repairs needed	97%	94%	93%	94%
Major repairs needed	3%	6%	7%	6%

Source: Statistics Canada 2021

Affordability Indicators 2021

Affordability Indicators	Town of Stratford	City of Charlottetown	Prince Edward Island	Canada
Total — Owner households — 25% sample data	3045	7875	43730	9807720
Owner households spending 30% or more on shelter costs	11%	13%	9%	15%
Total — Tenant households — 25% sample data	1250	9310	19985	4936850
Tenant households spending 30% or more on shelter costs	32%	33%	30%	33%
Tenant households in subsidized housing	10%	17%	18%	12%

Stratford		
Total	4295	
Owner	3050	71%
Renter	1245	29%

Source: Statistics Canada 2021

Affordability 2016 – 2021 Census

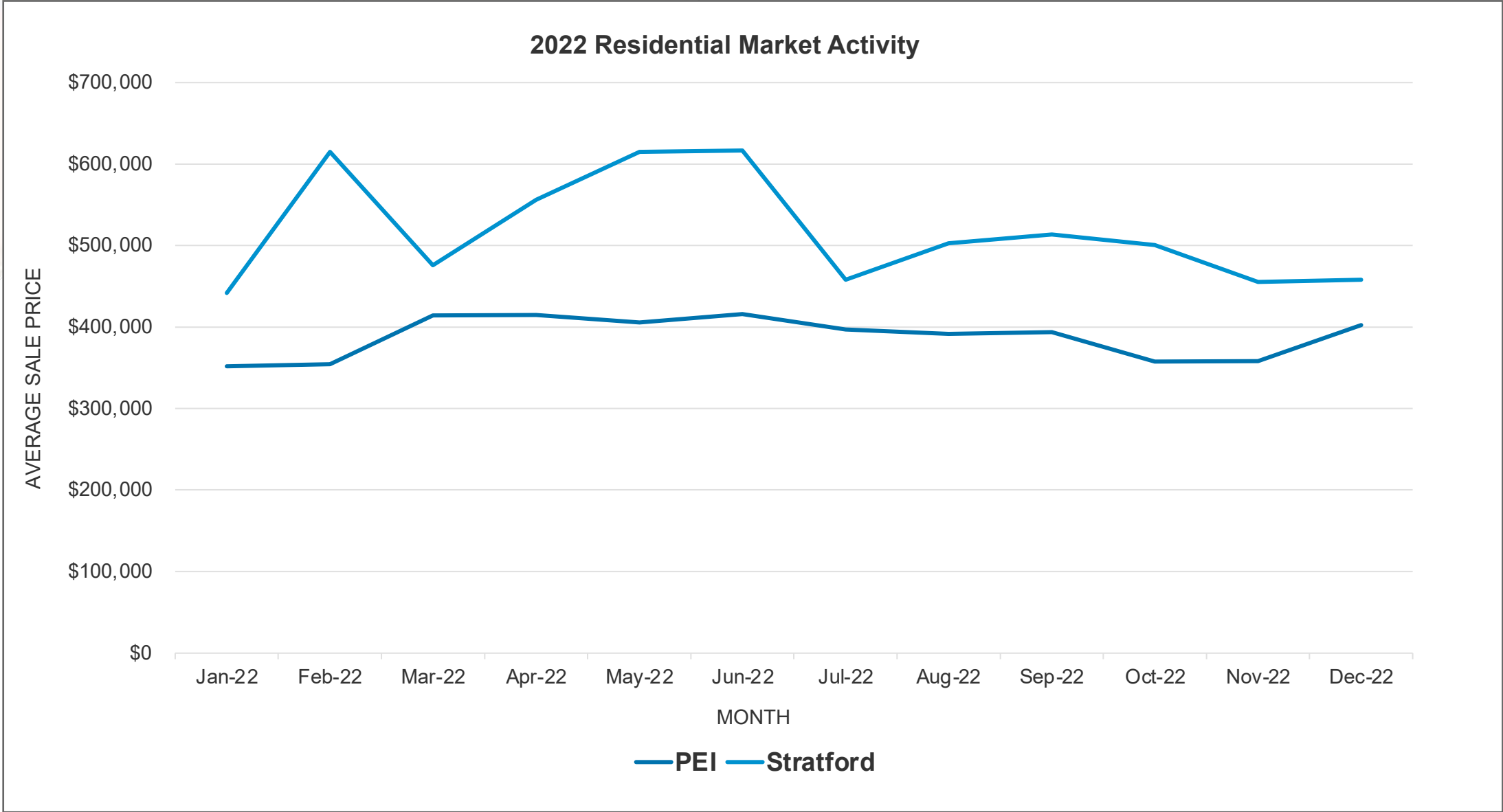
	Town of Stratford	City of Charlottetown	Prince Edward Island	Canada
Median value of (owned) dwellings 2016	\$240,102	\$200,142	\$170,651	\$341,556
Median value of (owned) dwellings 2021	\$400,000	\$348,000	\$300,000	\$472,000
Median monthly shelter costs for rented dwelling 2016	\$945	\$844	\$793	\$910
Median monthly shelter costs for rented dwelling 2021	\$1,150	\$980	\$940	\$1,070

Source: Statistics Canada 2021

PEI Real Estate Association 2022 Average Market Activity

2022		
Residential Market Activity	PEI	Stratford
Average Price	\$388,218	\$523,288
Median Price	\$355,000	\$472,500
Sales Activity	1,989	180
Single Family Market Activity	PEI	Stratford
Average Price	\$405,059	\$566,877
Median Price	\$375,000	\$520,000
Sales Activity	1,658	149
Condominium Market Activity	PEI	Stratford
Average Price	\$301,428	\$306,226
Median Price	\$269,900	\$290,000
Sales Activity	103	27

Source: PEI Real Estate Association 2022



Source: PEI Real Estate Association 2022

PEI Careers and Salaries— Minimum Wage Position



- This could be a wide range of positions, such as retail, grocery store/fast food cashier, server at a restaurant, gas station attendant.
- Minimum wage as of April 2023 in PEI is **\$14.50/hour**
- Assuming a 40-hour work week, this is an annual income of **~\$30,160**
- Maximum monthly housing costs (30% of pre-tax income) according to CMHC definition of affordable housing: **\$754**

PEI Careers and Salaries— Teacher



- Base salary for new teacher (PEITF MOA): **\$50,337**
- 30% pre-tax income = **\$15,101**
- Max. housing costs per month based on affordable housing definition (CMHC): **\$1,258**

PEI Careers and Salaries— Police Officer



- Base salary estimate for new Police Officer in PEI: **\$58,323**
- 30% pre-tax income = **\$17,496**
- Max. housing costs per month based on affordable housing definition (CMHC): **\$1,458**

PEI Careers and Salaries— Registered Nurse (RN) & Licensed Practical Nurse (LPN)



- RN base rate of pay is **\$34.3/hour** (assuming 40-hour work week, this would be an annual salary of ~\$71,344)
- Maximum monthly housing costs (30% of pre-tax income) according to CMHC definition of affordable housing for an RN: **\$1,783**
- LPN base rate of pay is **\$22/hour** (assuming 40-hour work week this would be an annual salary of ~45,760)
- Maximum monthly housing costs (30% of pre-tax income) according to CMHC definition of affordable housing for an LPN: **\$1,144**

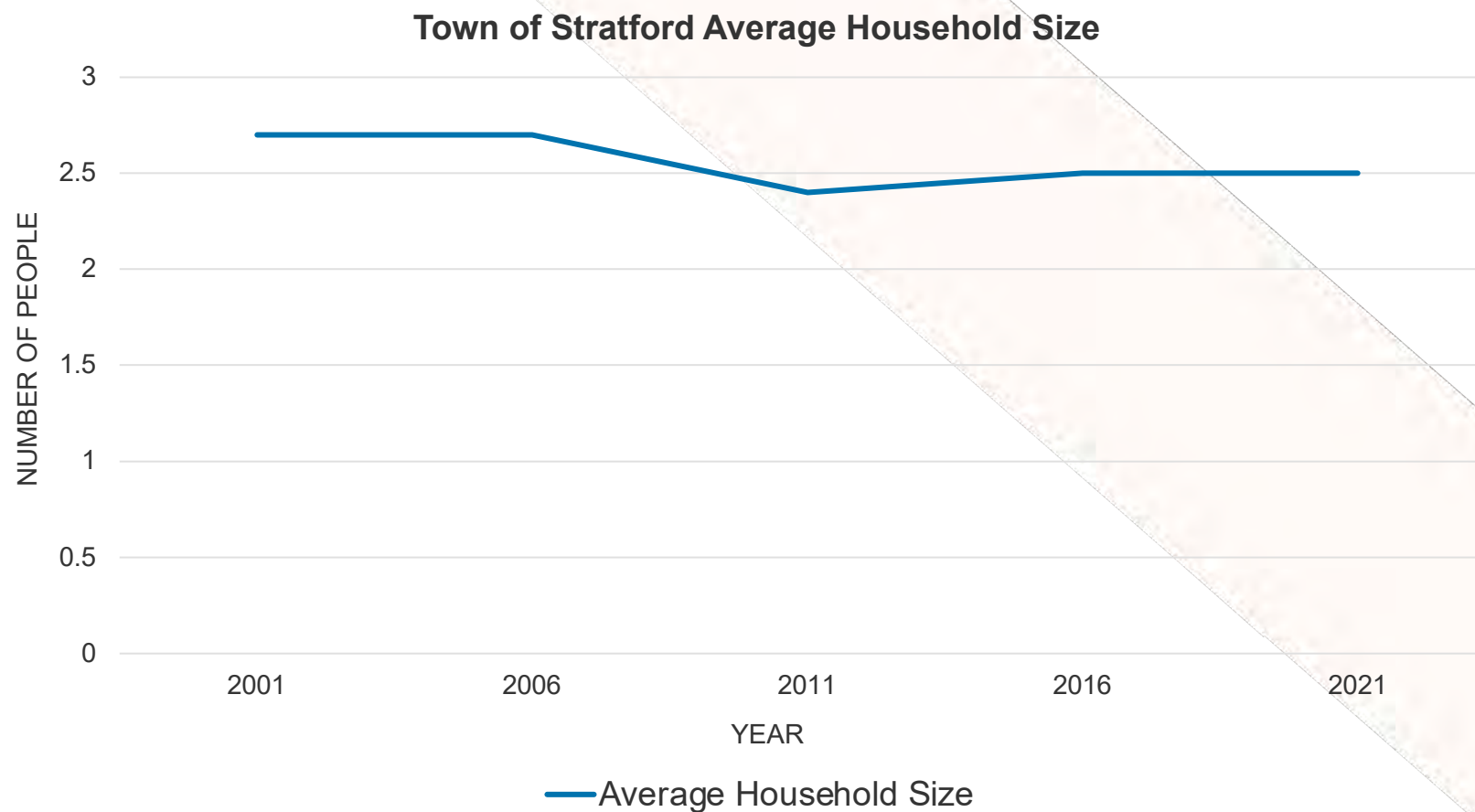
Career	Base Salary	Base Rate Per Hour (if applicable)	Max. Affordable Monthly Housing Costs (30% pre-tax income)
Minimum Wage Position	~\$30,160	\$14.50/hour	\$754
Teacher	\$50,337		\$1,258
Police Officer	\$58,323		\$1,458
Registered Nurse (RN)	~\$71,344	\$34.30/hour	\$1,783
Licensed Practical Nurse (LPN)	~\$45,760	\$22.00/hour	\$1,144

	Town of Stratford	City of Charlottetown	Prince Edward Island	Canada
Median value of (owned) dwellings 2016	\$240,102	\$200,142	\$170,651	\$341,556
Median value of (owned) dwellings 2021	\$400,000	\$348,000	\$300,000	\$472,000
Median monthly shelter costs for rented dwelling 2016	\$945	\$844	\$793	\$910
Median monthly shelter costs for rented dwelling 2021	\$1,150	\$980	\$940	\$1,070

Vacancy Rates

Town of Stratford private apartment vacancy rate (as of October 2022): **1.5%** (total of all sized apartments)
Same data for 2021 was **0.9%**

Average Household Size



Housing Form/Type

Housing Form by Type	Town of Stratford			
	2021	2016	2011	2006
Total — Occupied private dwellings by structural type of dwelling 100% data	4,305	3,820	3,285	2,640
Single-detached house	66%	67%	72%	77%
Semi-detached house	9%	9%	9%	8%
Row house	4%	3%	2%	1%
Apartment or flat in a duplex	1%	1%	1%	2%
Apartment in a building that has fewer than five stories	20%	20%	16%	12%
Apartment in a building that has five or more stories	1%	0	0	0

Source: Statistics Canada 2021

Town of Stratford Development Permits 2011—March 2023

Development Permits for New Builds (2011–March 2023)	Count	Percentage
Single Family Dwelling/Single-detached House	604	82%
Semi-detached House/duplex	51	6%
Rowhouse/Townhouse	59	8%
Apartment	27	4%
Total	741	100%

So what?

Main message — we won't have enough housing, prices will continue to go up, and people will have nowhere to live

- The above statement is specifically talking about the number of dwellings vs. Population
- This does not even take into account "affordability"

Growth Management

- Low vacancy rate
- Rising average house cost
- Rising rents
- Forecasted continued population growth

FUTURE POPULATION AND HOUSING NEEDS

- If the Capital Region can sustain the elevated level of growth experienced between 2018 and 2021, we calculate it will add 87,195 residents requiring 28,849 more dwelling units.

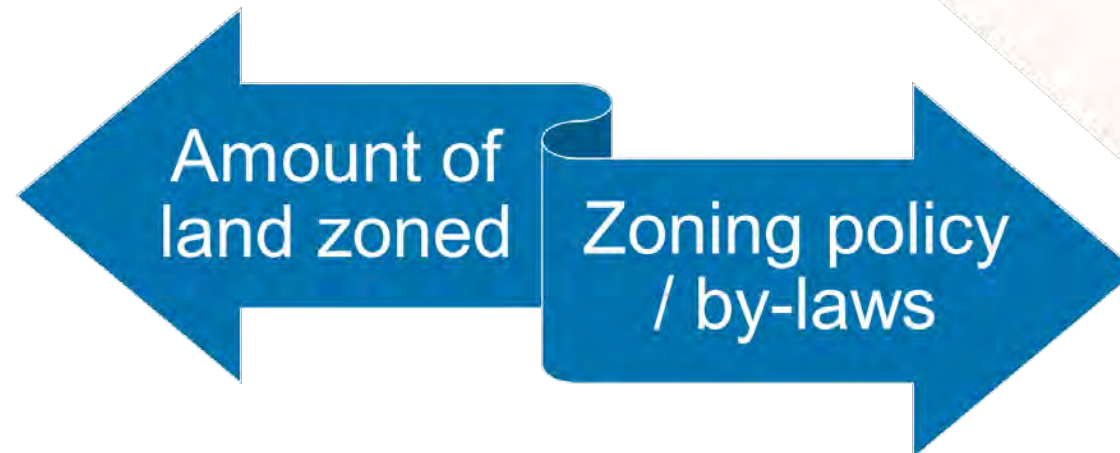
Conservatively, we estimate **1,780 of these units (6.2%)** should be affordable units for households in core housing need.



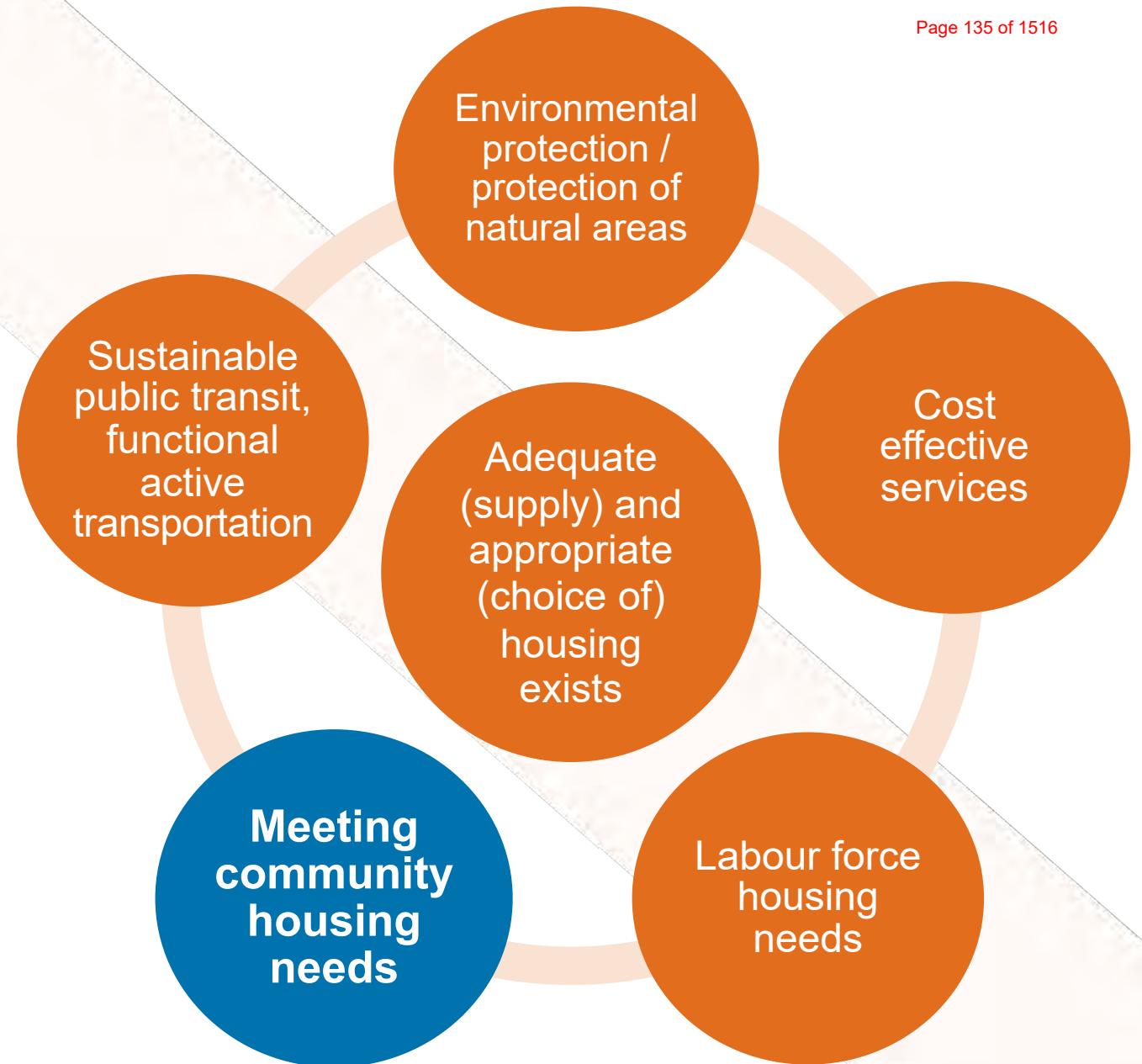
Source: Stantec Growth Management Study Capital Region

Planning Research Findings

- There is a need for additional housing — and additional affordable housing
- Stantec's Charlottetown Region Growth Study and Housing Needs Assessment released in May 2022 identifies an anticipated shortfall in housing in Stratford if current trends continue — **shortfall of 2000 to 4000 units by 2041** — at least a third of which would have to be affordable
- Challenges for Mixed Use/Density. Current zoning limits densification —both in amount of land zoned and permitted uses



More than just number & affordability of dwellings



Our Problem

Lack of affordable housing, lack of available housing placing increasing pressure on affordable housing. Zoning barriers to pre-development:

- Public opposition to density
- Adversarial process
- Lack of knowledge of planning processes
- Planning framework that inherently limits ability to meet the shortfall

Public support and engagement are required to address these predevelopment barriers

Housing: Fundamental Human Right

- 1948, United Nations *Universal Declaration of Human Rights*, Article 25
- 2019, Government of Canada, *National Housing Strategy Act*, Section 4

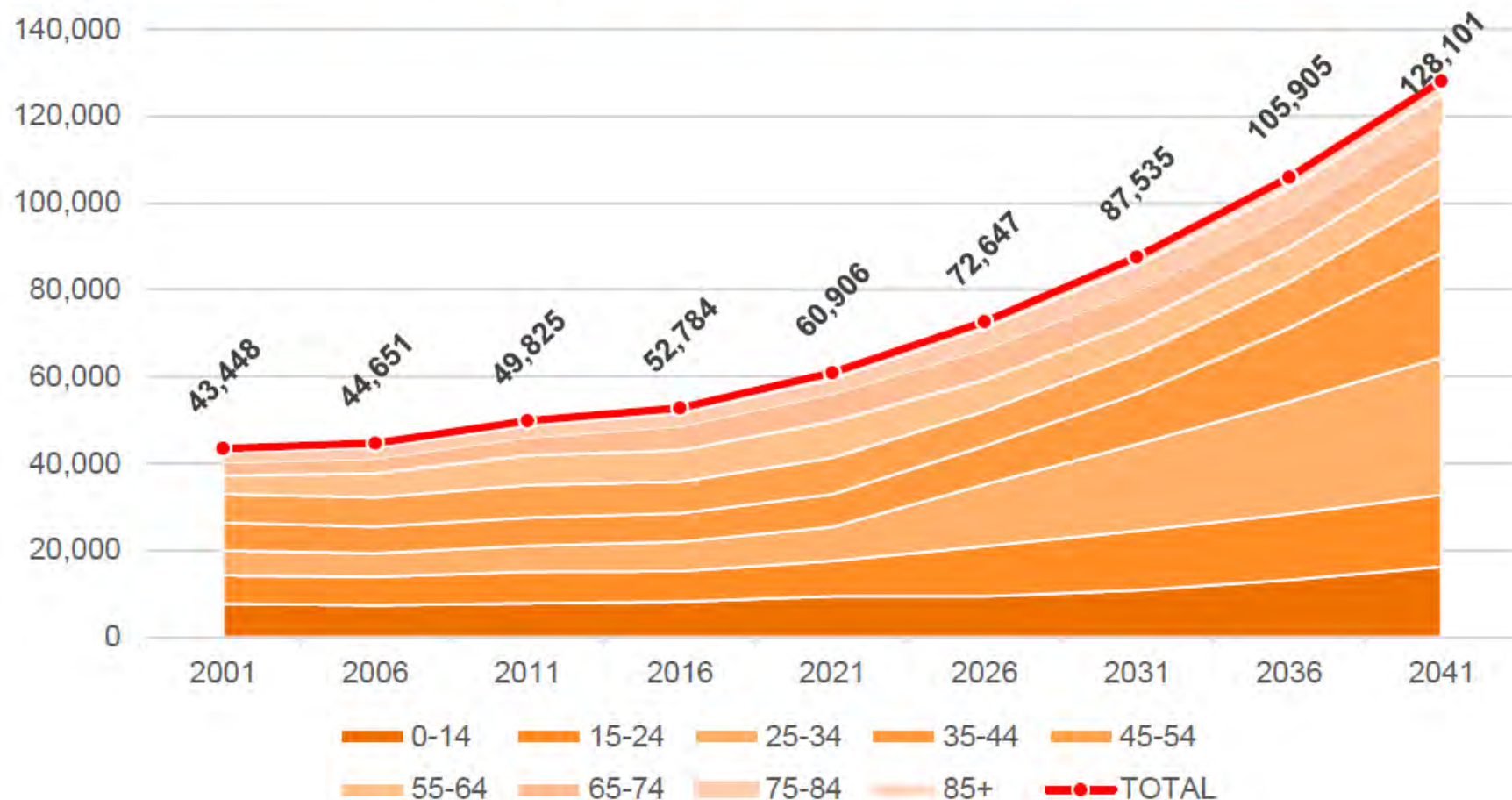
4. It is declared to be the housing policy of the Government of Canada to

- (a)** recognize that the right to adequate housing is a fundamental human right affirmed in international law;
- (b)** recognize that housing is essential to the inherent dignity and well-being of the person and to building sustainable and inclusive communities;
- (c)** support improved housing outcomes for the people of Canada; and
- (d)** further the progressive realization of the right to adequate housing as recognized in the International Covenant on Economic, Social and Cultural Rights.

National Housing Strategy Act, S.C. 2019, c. 29, s. 313, Assented to 2019-06-21. Retrieved from: <https://laws-lois.justice.gc.ca/eng/acts/n-11.2/FullText.html>

Growth Study Insights

Figure 6-12 Population by Age Group, Capital Region, Scenario 3, 2001-2041



Growth Study Insights

Under Scenario 3 in the report (highest rate of growth), the Capital Region will require 28,849 additional dwelling units from 2021 – 2041 (1,442 units per year)

Estimated dwelling units needed by type in Capital Region, **based on today's housing preferences** (Scenario 3):

Timeframe	Single-Family Dwelling	Apartment (5+ Storeys)	Semi-detached Dwelling	Rowhouse	Duplex	Apartment 1 — 4 Storeys	Other Attached Dwellings	Moveable Dwelling
2021 – 2041	13,929	56	2,943	1,419	884	9,018	4	596

Growth Study Insights

The estimated number of units required to accommodate population growth in Stratford by 2041 is 7,979

The number of units that could potentially be built in Stratford under pre-Crossroads zoning requirements is 5,955 (4,606-5,433 of those units being serviced).

The number of likely-to-be developed units (serviced and undeveloped) in the Town is only **3,134**, giving a **deficit of ~4,845 units** (Table 6-4 in Stantec Report) by 2041.

Stantec — Stratford Housing Typologies

Source: Stantec (slides used for Growth Management Strategy Workshop 2023)

CURRENT TYPOLOGIES



SINGLE



TWO-UNIT

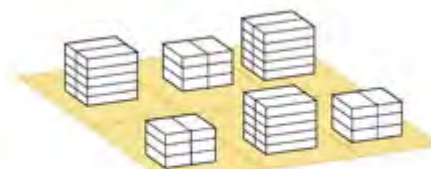


MULTI-UNIT

Stantec—Residential Density



LOW DENSITY - 8 units / ha



MEDIUM DENSITY - 80 units / ha



HIGH DENSITY - 150 units / ha

$$\begin{array}{c} \text{RESIDENTIAL} \\ \text{DENSITY} \\ \\ = \\ \text{NUMBER OF DWELLINGS} \\ \hline \text{SURFACE AREA OF THE} \\ \text{TERRITORY STUDIED} \end{array}$$

CONCEPT OF DENSITY

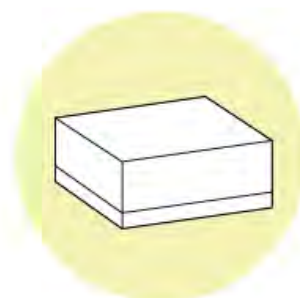
WHAT DOES DENSITY BRINGS IN A COMMUNITY ?

- › Diversification of **Community Services**
- › Ability to protect the **Environment**
- › Increase the **profitability of Infrastructure**
- › Reorientation of **Open space from private to public**

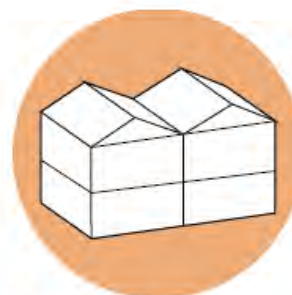
- › A **denser Built Form** that must adapt to specific communities
- › Creation of a **centrality**
- › Creation of living environments such as **landscape and public facilities**
- › Reduce **automobile travel** and increase **active transportation**



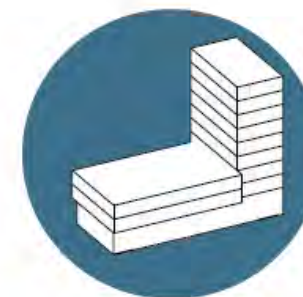
DENSIFICATION MANAGEMENT TYPOLOGY



TYPE 1
LOW-DENSITY



TYPE 2
MID-RISE



TYPE 3
HIGH-RISE

Source: Stantec (slides used for Growth Management Strategy Workshop 2023)

RESIDENTIAL TYPOLOGY

TYPE 1



SINGLE UNIT

SCALE	Small
SITTING	On residential street and/or insideblock
HEIGHT	1 storey
NUMBER OF UNITS	1 unit

TYPE 2



PLEX

SCALE	Small
SITTING	On residential street and/or insideblock
HEIGHT	2-3 stories
NUMBER OF UNITS	1 - 2 units

TYPE 3



TOWNHOUSE

SCALE	Small
SITTING	On residential street and/or insideblock
HEIGHT	2 - 3 stories
NUMBER OF UNITS	2- 6 units

TYPE 4



PLEX

SCALE	Small - Medium
SITTING	On residential street and/or insideblock
HEIGHT	3 - 4 stories
NUMBER OF UNITS	3 - 6 units

Source: Stantec (slides used for Growth Management Strategy Workshop 2023)

RESIDENTIAL TYPOLOGY

TYPE 5



PLEX

SCALE	Small - Medium
SITTING	On residential street and/or insideblock
HEIGHT	3 - 4 stories
NUMBER OF UNITS	3 - 6 units

TYPE 6



MULTIFAMILY

SCALE	Medium
SITTING	On residential street and/or insideblock
HEIGHT	3 - 5 stories
NUMBER OF UNITS	8 - 12 units

TYPE 7



MULTIFAMILY

SCALE	Medium - Large
SITTING	On residential street and/or insideblock
HEIGHT	3 - 5 stories
NUMBER OF UNITS	-

TYPE 8



MIXED USE

SCALE	Large
SITTING	Adjacent street - highway
HEIGHT	3 - 7 stories
NUMBER OF UNITS	-

Source: Stantec (slides used for Growth Management Strategy Workshop 2023)

CMHC Housing Continuum

THE HOUSING CONTINUUM



Source: CMHC <https://www.cmhc-schl.gc.ca/en/professionals/industry-innovation-and-leadership/industry-expertise/affordable-housing/about-affordable-housing/affordable-housing-in-canada>

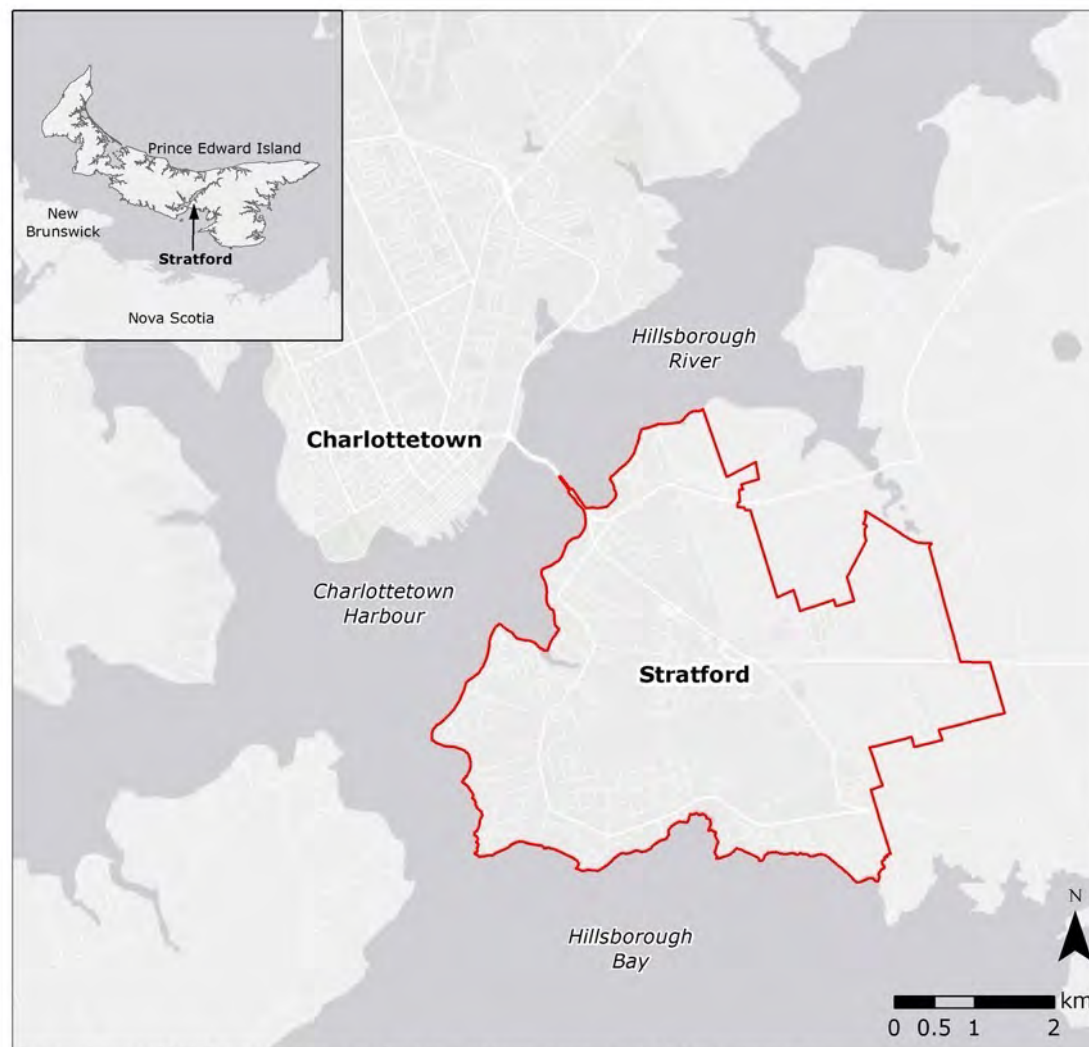
UPDATED: MAY 3, 2023

The Town of Stratford's Story

Data Insights



Location of Stratford



Sources: Province of PEI; Esri, HERE, Garmin, (c) OpenStreetMap contributors, and the GIS user community

PEI Population

As of January 1, 2023, Statistics Canada estimates that the population of PEI is **173,954**.

This represents a yearly increase of **7,096** persons which is a 4.3% annual growth rate.

PEI currently has the fastest-growing population of any province or territory in Canada.

This is also the highest annual growth rate for PEI on record.

Source: PEI Population Report Fourth Quarter 2022, PEI Statistics Bureau; Department of Finance

PEI Population Growth

DIAGRAM 1: PRINCE EDWARD ISLAND POPULATION, QUARTERLY, 2018 - 2023

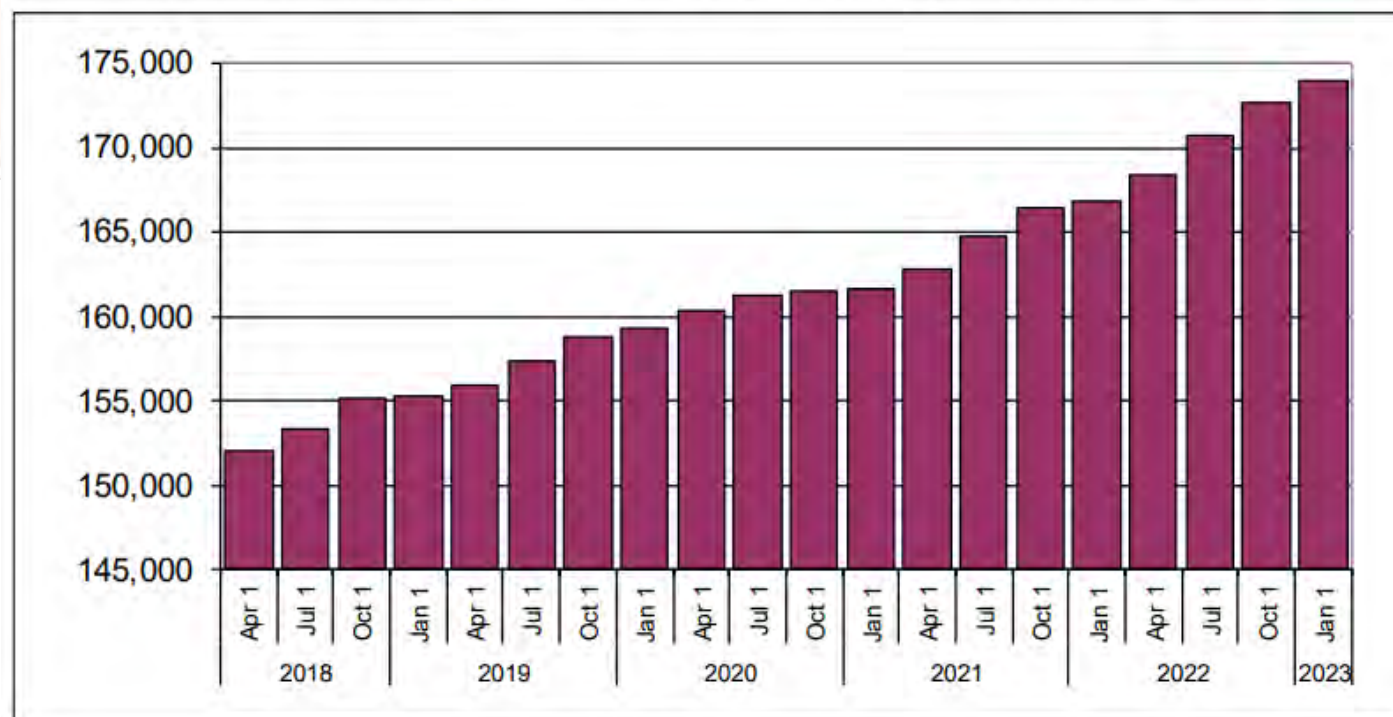


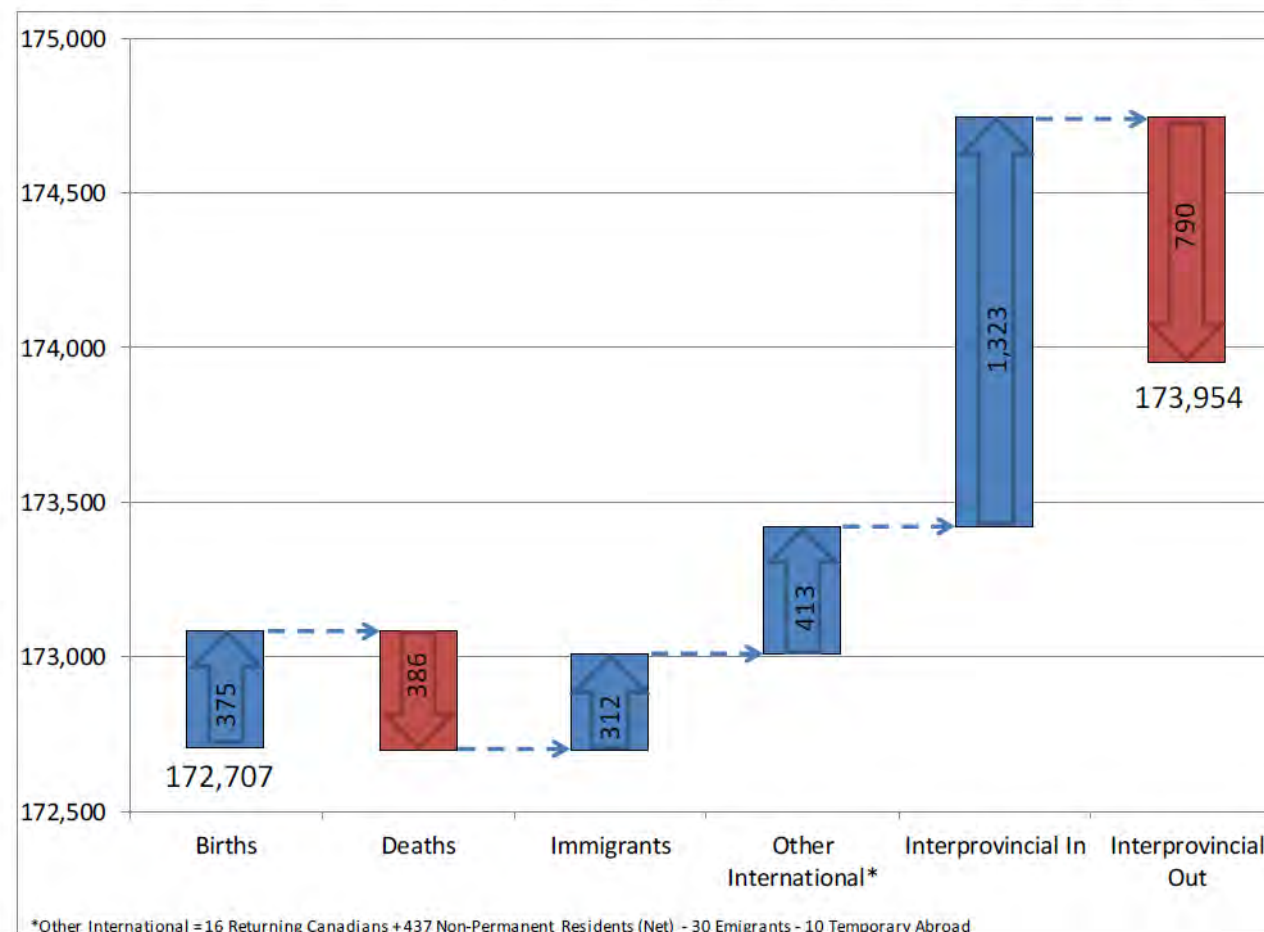
TABLE 2: POPULATION OF PROVINCES & TERRITORIES, JANUARY 1, 2022 and 2023 & ANNUAL GROWTH RATES

	Jan 1, 2022	Jan 1, 2023	Growth	Level
CAN	38,516,138	39,566,248	2.7%	1,050,110
NL	522,501	531,948	1.8%	9,447
PEI	166,858	173,954	4.3%	7,096
NS	1,002,441	1,037,782	3.5%	35,341
NB	799,245	825,474	3.3%	26,229
QC	8,637,650	8,787,554	1.7%	149,904
ON	14,940,912	15,386,407	3.0%	445,495
MB	1,398,303	1,431,792	2.4%	33,489
SK	1,185,311	1,214,618	2.5%	29,307
AB	4,482,385	4,647,178	3.7%	164,793
BC	5,251,578	5,399,118	2.8%	147,540
YK	43,241	44,238	2.3%	997
NWT	45,710	45,493	-0.5%	-217
NU	40,003	40,692	1.7%	689

Source: PEI Population Report Fourth Quarter 2022, PEI Statistics Bureau; Department of Finance

PEI Population Growth Components

DIAGRAM 2: PEI COMPONENTS OF GROWTH, OCTOBER 1, 2022 – DECEMBER 31, 2022



Source: PEI Population Report Fourth Quarter 2022, PEI Statistics Bureau; Department of Finance

PEI Population Growth Components

In 2022, PEI had a net population growth of **~7,096** people.

For **natural growth** (births and deaths), there was a **net decline of 37 people**.

For **interprovincial migration**, there was a **net increase of 2098 people**.

For **international immigration**, there was a **net increase of 5035 people**.

Population Comparisons

Stratford Population Size:

- 2021: **10,927**
- 2016: **9,711**

% change from 2016 – 2021: **12.5%**

Charlottetown Population Size:

- 2021: **38,809**
- 2016: **36,094**

% change from 2016 – 2021: **7.5%**

Prince Edward Island Population Size:

- 2021: **154,331**
- 2016: **142,907**

% change from 2016 – 2021: **8%**

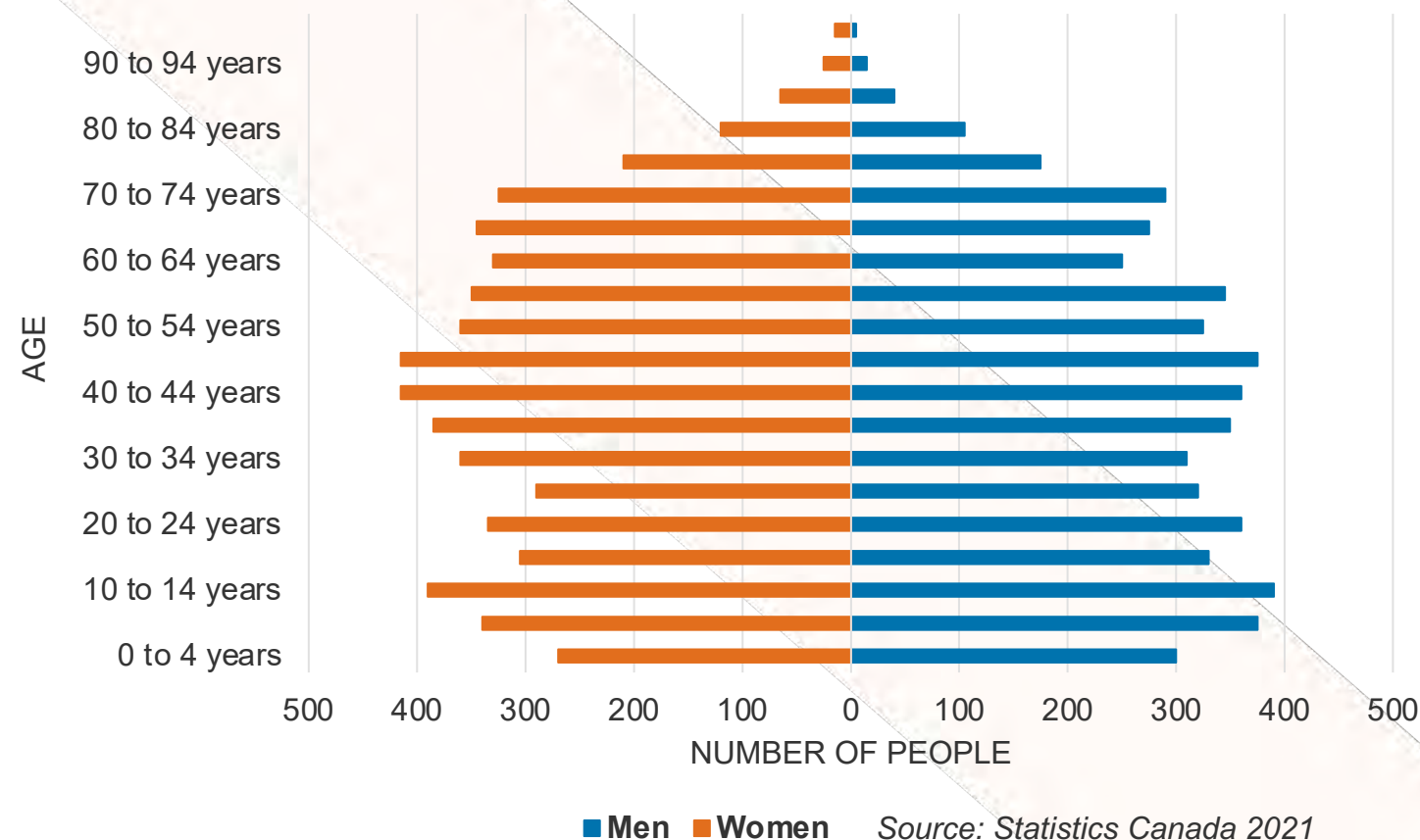
**Note—Census population estimates are low—the population numbers in the quarterly PEI population report are more accurate because they account for what is known as ‘undercount’—Islanders that were not captured by the census*

Stratford Population Pyramid

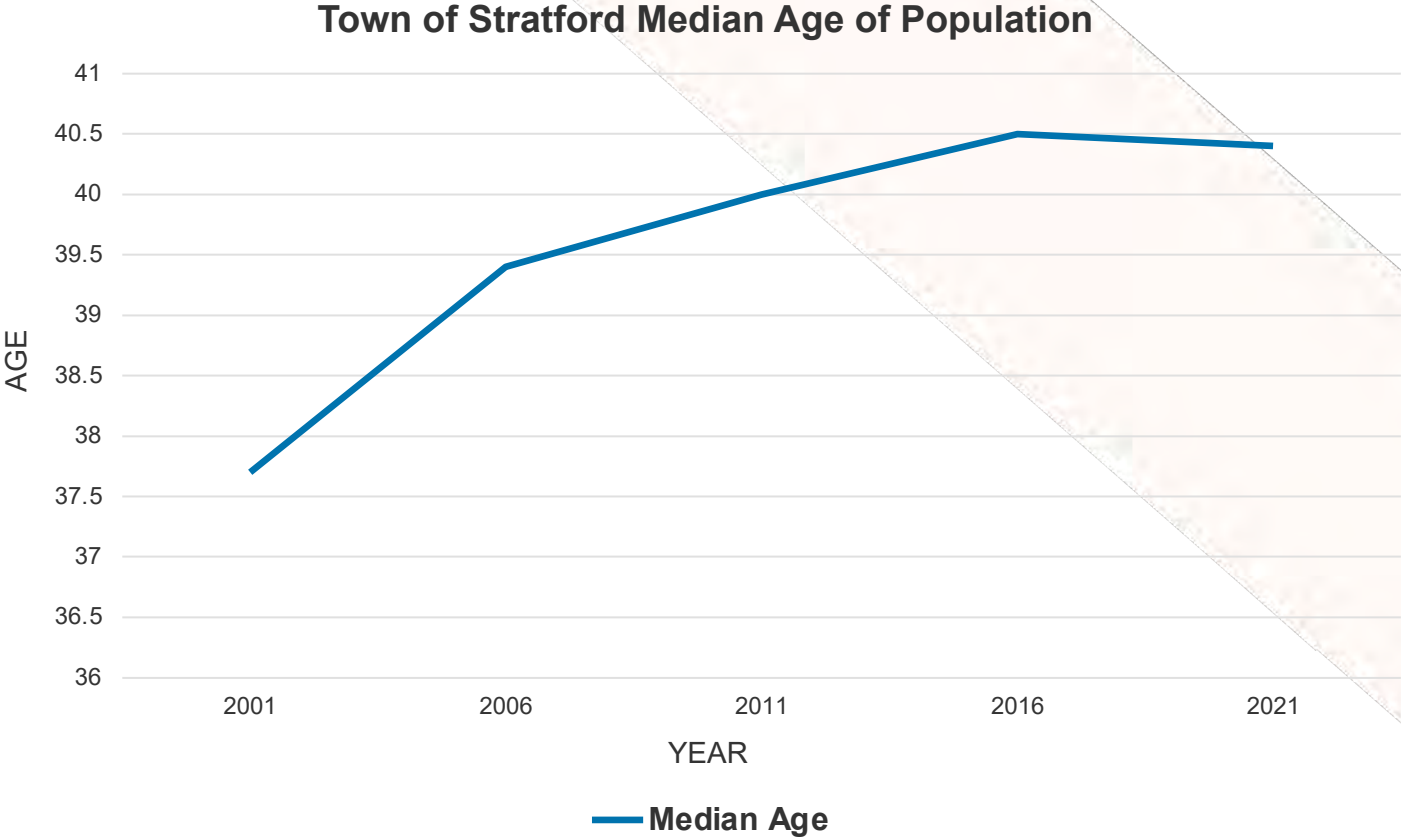
Town of Stratford 2021 Population Characteristics

Stratford	2021	2016	2011	2006
Population Size	10,927	9,711	8,574	7,083
% growth from previous year	12.5%	13.3%	21%	

Source: Statistics Canada 2006, 2011, 2016 & 2021



Median Age of Stratford Population 2021



Source: Statistics Canada 2001, 2006, 2011, 2016 & 2021

Affordable Housing Definition

“Housing that meets the needs of a variety of households in the low to moderate income range”.

The broad nature of this definition exemplifies how affordable housing encompasses a large range that can address deep affordability for our most vulnerable populations as well as moderate affordability for our working population.

A household is considered to be in core housing need if:

- A household is below one or more of the adequacy, suitability and affordability standards;
- The household would have to spend 30% or more of its before-tax household income to access local housing that meets all three standards.

Attainable Housing

“ Attainable housing refers to housing that is **Adequate** in condition (no major repairs needed) **Appropriate** in size (bedrooms appropriate for household) **Affordable** (costing less than 30% of before-tax income) **Accessible** to Services (located in areas where common services are available) and **Available** (a range of housing types)”.

Source: Muskoka Housing Task Force, September 2021

Housing Condition 2021

Housing Condition	Town of Stratford	City of Charlottetown	Prince Edward Island	Canada
Total—Private households by housing suitability— 25% sample data	4,295	17,185	64,570	14,978,940
Suitable	98%	95%	97%	95%
Not suitable	3%	5%	3%	5%
Only regular maintenance and minor repairs needed	97%	94%	93%	94%
Major repairs needed	3%	6%	7%	6%

Source: Statistics Canada 2021

Affordability Indicators 2021

Affordability Indicators	Town of Stratford	City of Charlottetown	Prince Edward Island	Canada
Total — Owner households — 25% sample data	3045	7875	43730	9807720
Owner households spending 30% or more on shelter costs	11%	13%	9%	15%
Total — Tenant households — 25% sample data	1250	9310	19985	4936850
Tenant households spending 30% or more on shelter costs	32%	33%	30%	33%
Tenant households in subsidized housing	10%	17%	18%	12%

Stratford		
Total	4295	
Owner	3050	71%
Renter	1245	29%

Source: Statistics Canada 2021

Affordability 2016 – 2021 Census

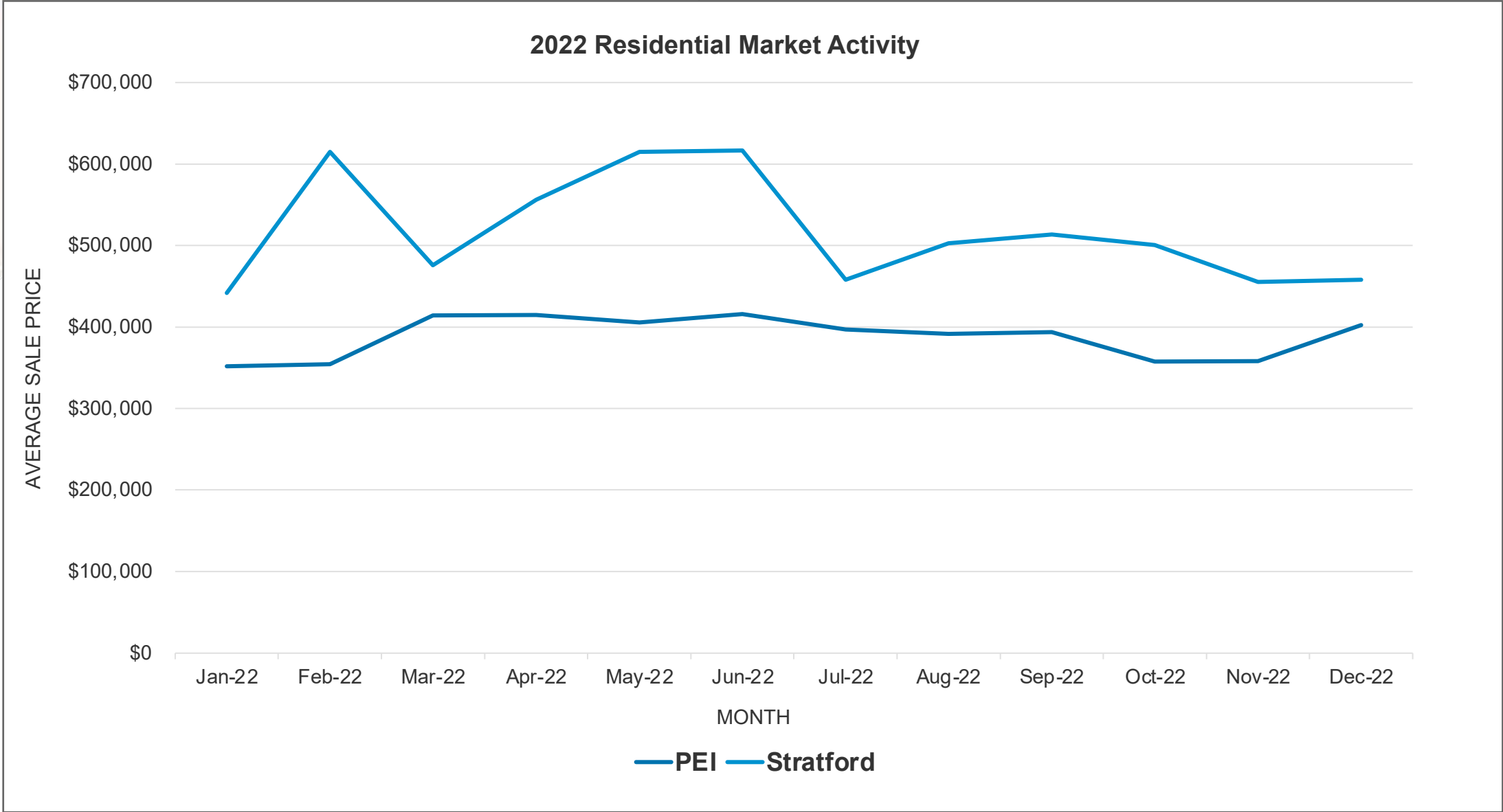
	Town of Stratford	City of Charlottetown	Prince Edward Island	Canada
Median value of (owned) dwellings 2016	\$240,102	\$200,142	\$170,651	\$341,556
Median value of (owned) dwellings 2021	\$400,000	\$348,000	\$300,000	\$472,000
Median monthly shelter costs for rented dwelling 2016	\$945	\$844	\$793	\$910
Median monthly shelter costs for rented dwelling 2021	\$1,150	\$980	\$940	\$1,070

Source: Statistics Canada 2021

PEI Real Estate Association 2022 Average Market Activity

2022		
Residential Market Activity	PEI	Stratford
Average Price	\$388,218	\$523,288
Median Price	\$355,000	\$472,500
Sales Activity	1,989	180
Single Family Market Activity	PEI	Stratford
Average Price	\$405,059	\$566,877
Median Price	\$375,000	\$520,000
Sales Activity	1,658	149
Condominium Market Activity	PEI	Stratford
Average Price	\$301,428	\$306,226
Median Price	\$269,900	\$290,000
Sales Activity	103	27

Source: PEI Real Estate Association 2022



Source: PEI Real Estate Association 2022

PEI Careers and Salaries— Minimum Wage Position



- This could be a wide range of positions, such as retail, grocery store/fast food cashier, server at a restaurant, gas station attendant.
- Minimum wage as of April 2023 in PEI is **\$14.50/hour**
- Assuming a 40-hour work week, this is an annual income of **~\$30,160**
- Maximum monthly housing costs (30% of pre-tax income) according to CMHC definition of affordable housing: **\$754**

PEI Careers and Salaries— Teacher



- Base salary for new teacher (PEITF MOA): **\$50,337**
- 30% pre-tax income = **\$15,101**
- Max. housing costs per month based on affordable housing definition (CMHC): **\$1,258**

PEI Careers and Salaries— Police Officer



- Base salary estimate for new Police Officer in PEI: **\$58,323**
- 30% pre-tax income = **\$17,496**
- Max. housing costs per month based on affordable housing definition (CMHC): **\$1,458**

PEI Careers and Salaries— Registered Nurse (RN) & Licensed Practical Nurse (LPN)



- RN base rate of pay is **\$34.3/hour** (assuming 40-hour work week, this would be an annual salary of ~\$71,344)
- Maximum monthly housing costs (30% of pre-tax income) according to CMHC definition of affordable housing for an RN: **\$1,783**
- LPN base rate of pay is **\$22/hour** (assuming 40-hour work week this would be an annual salary of ~45,760)
- Maximum monthly housing costs (30% of pre-tax income) according to CMHC definition of affordable housing for an LPN: **\$1,144**

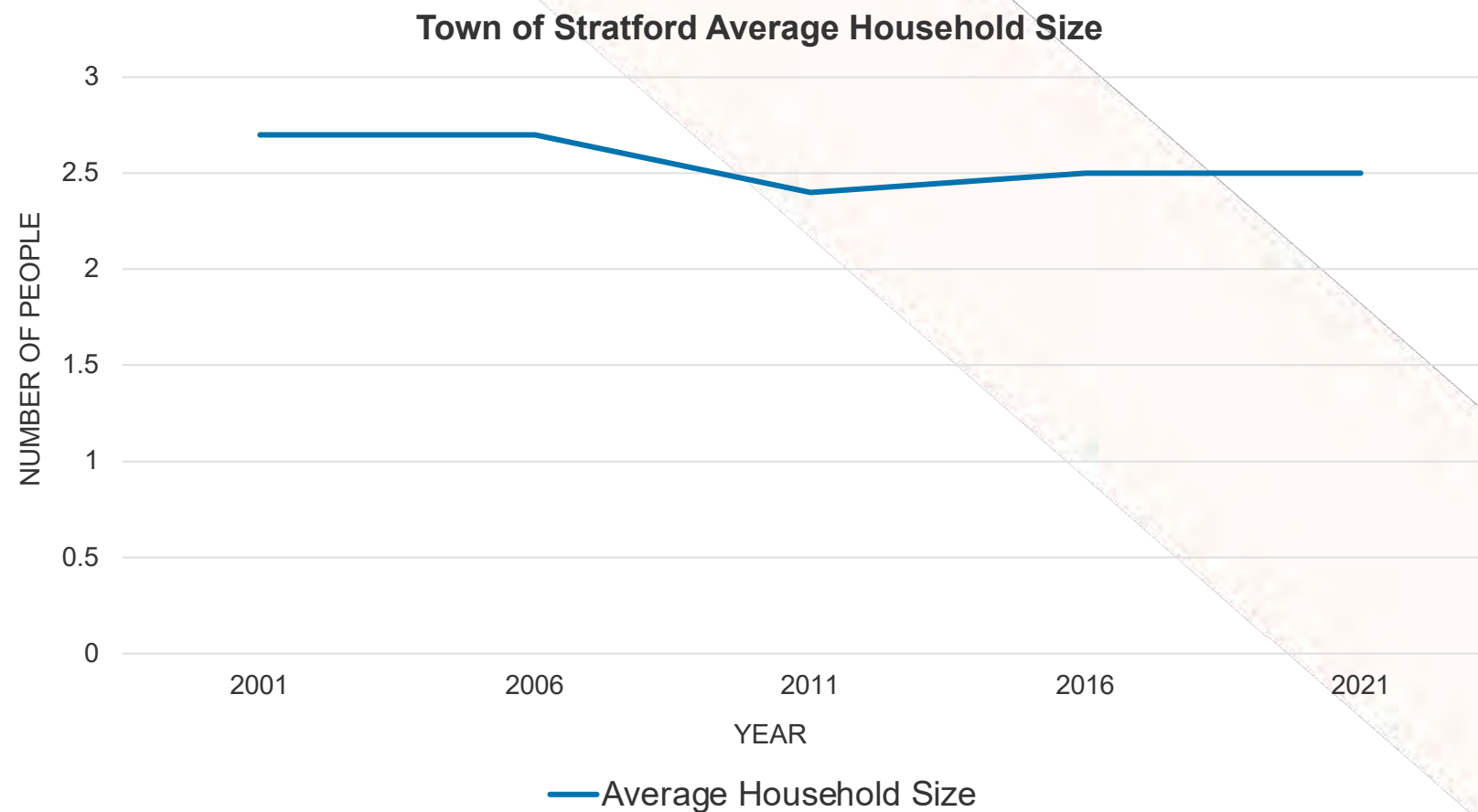
Career	Base Salary	Base Rate Per Hour (if applicable)	Max. Affordable Monthly Housing Costs (30% pre-tax income)
Minimum Wage Position	~\$30,160	\$14.50/hour	\$754
Teacher	\$50,337		\$1,258
Police Officer	\$58,323		\$1,458
Registered Nurse (RN)	~\$71,344	\$34.30/hour	\$1,783
Licensed Practical Nurse (LPN)	~\$45,760	\$22.00/hour	\$1,144

	Town of Stratford	City of Charlottetown	Prince Edward Island	Canada
Median value of (owned) dwellings 2016	\$240,102	\$200,142	\$170,651	\$341,556
Median value of (owned) dwellings 2021	\$400,000	\$348,000	\$300,000	\$472,000
Median monthly shelter costs for rented dwelling 2016	\$945	\$844	\$793	\$910
Median monthly shelter costs for rented dwelling 2021	\$1,150	\$980	\$940	\$1,070

Vacancy Rates

Town of Stratford private apartment vacancy rate (as of October 2022): **1.5%** (total of all sized apartments).
Same data for 2021 was **0.9%**.

Average Household Size



Housing Form/Type

Housing Form by Type	Town of Stratford			
	2021	2016	2011	2006
Total — Occupied private dwellings by structural type of dwelling 100% data	4,305	3,820	3,285	2,640
Single-detached house	66%	67%	72%	77%
Semi-detached house	9%	9%	9%	8%
Row house	4%	3%	2%	1%
Apartment or flat in a duplex	1%	1%	1%	2%
Apartment in a building that has fewer than five stories	20%	20%	16%	12%
Apartment in a building that has five or more stories	1%	0	0	0

Source: Statistics Canada 2021

Town of Stratford Development Permits 2011—March 2023

Development Permits for New Builds (2011–March 2023)	Count	Percentage
Single Family Dwelling/Single-detached House	604	82%
Semi-detached House/duplex	51	6%
Rowhouse/Townhouse	59	8%
Apartment	27	4%
Total	741	100%

What Does This Mean?

The Town of Stratford will **NOT** have enough housing, prices will continue to go up, and people will have nowhere to live

- The above statement is specifically talking about the number of dwellings vs. population.
- This does not even take into account "affordability".

Growth Management

- Low vacancy rate
- Rising average house cost
- Rising rents
- Forecasted continued population growth

FUTURE POPULATION AND HOUSING NEEDS

- If the Capital Region can sustain the elevated level of growth experienced between 2018 and 2021, we calculate it will add 87,195 residents requiring 28,849 more dwelling units.

Conservatively, we estimate **1,780 of these units (6.2%)** should be affordable units for households in core housing need.



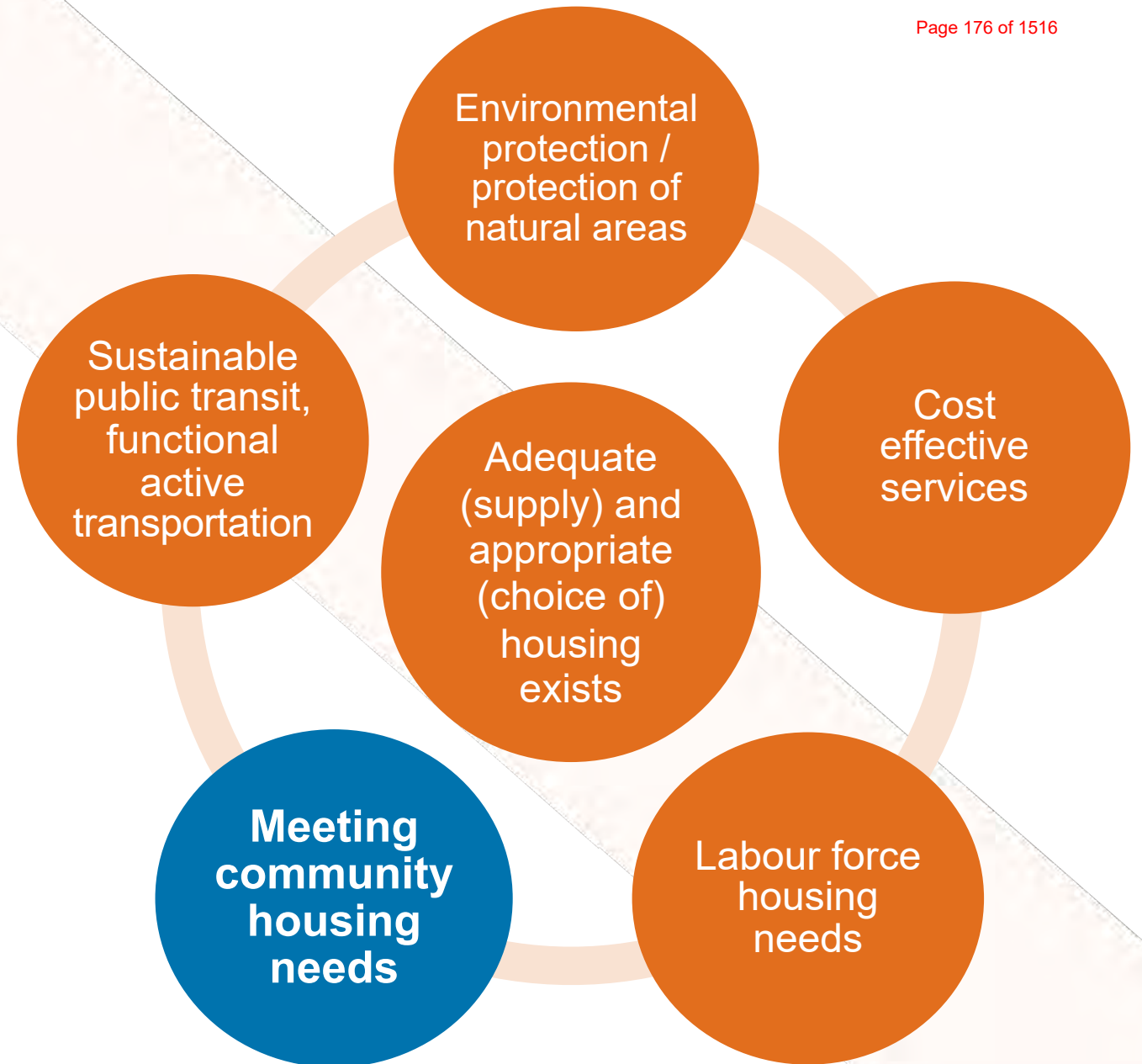
Source: Stantec Growth Management Study Capital Region

Planning Research Findings

- There is a need for additional housing — and additional affordable housing
- **Stantec's Charlottetown Region Growth Study** and Housing Needs Assessment released in May 2022 identifies an anticipated shortfall in housing in Stratford if current trends continue — **shortfall of 2000 to 4000 units by 2041** — at least a third of which would have to be affordable
- Challenges for Mixed Use/Density. Current zoning limits densification —both in amount of land zoned and permitted uses



More than just number & affordability of dwellings



The Problem

Lack of affordable housing, lack of available housing placing increasing pressure on affordable housing. Zoning barriers to pre-development:

- Public opposition to density
- Adversarial process
- Lack of knowledge of planning processes
- Planning framework that inherently limits ability to meet the shortfall

Public support and engagement are required to address these predevelopment barriers

Housing: Fundamental Human Right

- 1948, United Nations *Universal Declaration of Human Rights*, Article 25
- 2019, Government of Canada, *National Housing Strategy Act*, Section 4

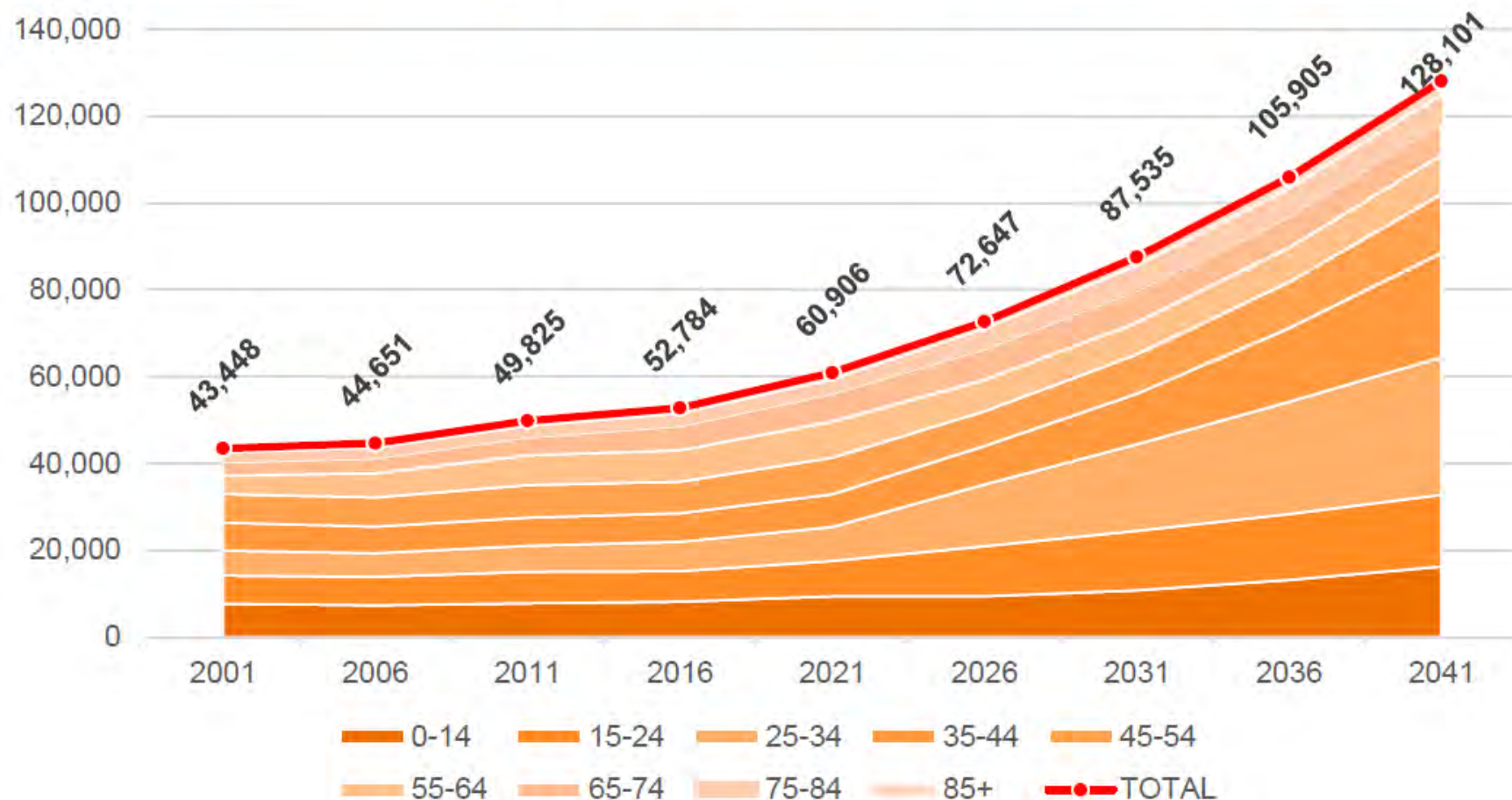
4. It is declared to be the housing policy of the Government of Canada to

- (a)** recognize that the right to adequate housing is a fundamental human right affirmed in international law;
- (b)** recognize that housing is essential to the inherent dignity and well-being of the person and to building sustainable and inclusive communities;
- (c)** support improved housing outcomes for the people of Canada; and
- (d)** further the progressive realization of the right to adequate housing as recognized in the International Covenant on Economic, Social and Cultural Rights.

National Housing Strategy Act, S.C. 2019, c. 29, s. 313, Assented to 2019-06-21. Retrieved from: <https://laws-lois.justice.gc.ca/eng/acts/n-11.2/FullText.html>

Growth Study Insights

Figure 6-12 Population by Age Group, Capital Region, Scenario 3, 2001-2041



Growth Study Insights

Under Scenario 3 in the report (highest rate of growth), the Capital Region will require 28,849 additional dwelling units from 2021 – 2041 (1,442 units per year)

Estimated dwelling units needed by type in Capital Region, **based on today's housing preferences** (Scenario 3):

Timeframe	Single-Family Dwelling	Apartment (5+ Storeys)	Semi-detached Dwelling	Rowhouse	Duplex	Apartment 1 — 4 Storeys	Other Attached Dwellings	Moveable Dwelling
2021 – 2041	13,929	56	2,943	1,419	884	9,018	4	596

Growth Study Insights

The estimated number of units required to accommodate population growth in Stratford by 2041 is **7,979**.

The number of units that could potentially be built in Stratford under pre-Crossroads zoning requirements is **5,955** (4,606-5,433 of those units being serviced).

The number of likely-to-be developed units (serviced and undeveloped) in the Town is only **3,134**, giving a **deficit of ~4,845 units** (Table 6-4 in Stantec Report) by 2041.

Stantec — Stratford Housing Typologies

Source: Stantec (slides used for Growth Management Strategy Workshop 2023)

CURRENT TYPOLOGIES



SINGLE



TWO-UNIT

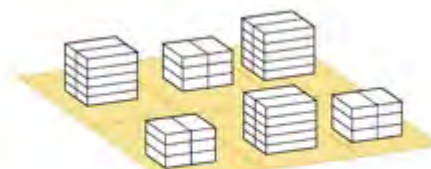


MULTI-UNIT

Stantec—Residential Density



LOW DENSITY - 8 units / ha



MEDIUM DENSITY - 80 units / ha



HIGH DENSITY - 150 units / ha

$$\begin{array}{c} \text{RESIDENTIAL} \\ \text{DENSITY} \\ \\ = \\ \text{NUMBER OF DWELLINGS} \\ \hline \text{SURFACE AREA OF THE} \\ \text{TERRITORY STUDIED} \end{array}$$

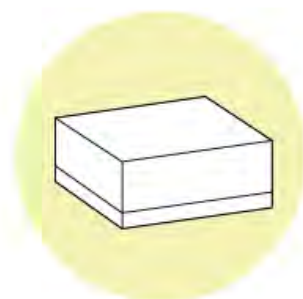
CONCEPT OF DENSITY

WHAT DOES DENSITY BRINGS IN A COMMUNITY ?

- › Diversification of **Community Services**
- › Ability to protect the **Environment**
- › Increase the **profitability of Infrastructure**
- › Reorientation of **Open space from private to public**
- › A **denser Built Form** that must adapt to specific communities
- › Creation of a **centrality**
- › Creation of living environments such as **landscape and public facilities**
- › Reduce **automobile travel** and increase **active transportation**



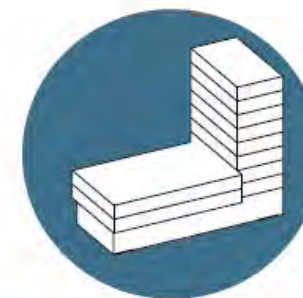
DENSIFICATION MANAGEMENT TYPOLOGY



TYPE 1
LOW-DENSITY



TYPE 2
MID-RISE



TYPE 3
HIGH-RISE

Source: Stantec (slides used for Growth Management Strategy Workshop 2023)

RESIDENTIAL TYPOLOGY

TYPE 1



SINGLE UNIT

SCALE	Small
SITTING	On residential street and/or insideblock
HEIGHT	1 storey
NUMBER OF UNITS	1 unit

TYPE 2



PLEX

SCALE	Small
SITTING	On residential street and/or insideblock
HEIGHT	2-3 stories
NUMBER OF UNITS	1 - 2 units

TYPE 3



TOWNHOUSE

SCALE	Small
SITTING	On residential street and/or insideblock
HEIGHT	2 - 3 stories
NUMBER OF UNITS	2- 6 units

TYPE 4



PLEX

SCALE	Small - Medium
SITTING	On residential street and/or insideblock
HEIGHT	3 - 4 stories
NUMBER OF UNITS	3 - 6 units

Source: Stantec (slides used for Growth Management Strategy Workshop 2023)

RESIDENTIAL TYPOLOGY

TYPE 5



PLEX

SCALE	Small - Medium
SITTING	On residential street and/or insideblock
HEIGHT	3 - 4 stories
NUMBER OF UNITS	3 - 6 units

TYPE 6



MULTIFAMILY

SCALE	Medium
SITTING	On residential street and/or insideblock
HEIGHT	3 - 5 stories
NUMBER OF UNITS	8 - 12 units

TYPE 7



MULTIFAMILY

SCALE	Medium - Large
SITTING	On residential street and/or insideblock
HEIGHT	3 - 5 stories
NUMBER OF UNITS	-

TYPE 8



MIXED USE

SCALE	Large
SITTING	Adjacent street - highway
HEIGHT	3 - 7 stories
NUMBER OF UNITS	-

Source: Stantec (slides used for Growth Management Strategy Workshop 2023)

CMHC Housing Continuum

THE HOUSING CONTINUUM



Source: CMHC <https://www.cmhc-schl.gc.ca/en/professionals/industry-innovation-and-leadership/industry-expertise/affordable-housing/about-affordable-housing/affordable-housing-in-canada>

Questions?

If you have any questions about the data found in this presentation, please contact us by visiting <https://www.shape.townofstratford.ca/contact/>.



GROWTH VISIONING WORK SHOP

TOWN OF STRATFORD
2023.05.04



INTRODUCTION AND STANTEC

PART 1: CURRENT SITUATION (20 /MINUTES)

1. CONTEXT
2. CONCEPT OF DENSITY
3. DENSITY MANAGEMENT MODEL

PART 2: PROCESS (30 /MINUTES)

1. BACKGROUND STUDY RESULT
2. GROWNT MANAGEMENT WORKSHOP RESULT
3. GROWNT MANAGEMENT SURVEY

PART 3: SCENARIOS (45 /MINUTES)

1. SCENARIO 1
2. SCENARIO 2
3. SCENARIO 3

COMMENTS AND QUESTIONS

OUR TEAM



JAMIE BURKE / URBAN PLANNER



PASCAL HUDON / URBAN PLANNER



STANTEC - DESIGN WITH COMMUNITY IN MIND

1954

Foundation

400+

Offices around the world

900+

Awards

25 000+

Employees

4,7\$

Turnover (2020)

22+

Net-Zero Building

Stantec in Quebec - Atlantic

25+

Awards

1 350+

Employees



PART 1:

CURRENT SITUATION

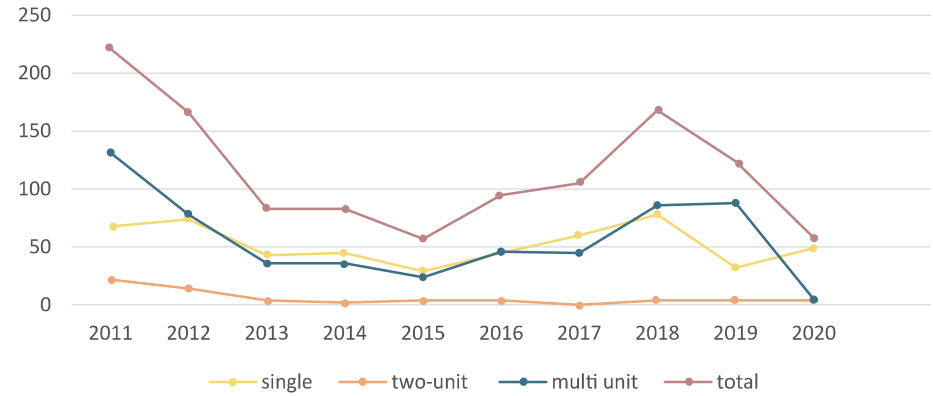
CONTEXT

For Stratford, this development pressure implies a reconsideration of the current model of development. The historically typical model of single unit dwelling is being replaced by new types of development, like two-units and multi-units that meet with market demand, but in the same time, propose a new development model that changes the way people used to see Stratford's build community.

The goals of sustainability, the protection of agricultural land, the protection of existing neighborhoods are confronting the potential that development can create, like embellishment of the city, creating of a more urban and complete community and development of an affordable housing stock.



DWELLING UNITS APPROVED BY STRUCTURAL TYPE, STRATFORD, DEVELOPMENT PERMIT DATA, 2011-2020



CURRENT TYPOLOGIES



SINGLE



TWO-UNIT



MULTI-UNIT

CONTEXT

What we know

- › Development and population increase will come
- › Stratford as a community will change, in its built environment, in its way of living
- › The current pattern of development is unsustainable and unaffordable
- › Change is good. It creates opportunities to enrich our way of living and achieve our community goals
- › Cities can (and must) orient development to prevent the loss of local character
- › We must find the right pattern of development for Stratford to meet with the Community's goals
- › In order to meet with the Community's objectives, the development must be more dense than the existing.



STRATFORD COMMUNITY CAMPUS PLAN



STRATFORD WATERFRONT CORE AREA PLAN



THE CROSSROADS BY THE GRAY GROUP

CONTEXT

Town of Stratford official plan

Adopted in 2015, Stratford's Official Plan encompassed the Core Development Plan of 2008. Under the intention to "build the best community possible", the plan sets their vision of a more sustainable future where:

- › Residents social, physical and spiritual needs are met
- › Their culture is rich and diverse and heritage is protected and celebrated
- › Their natural environment is protected and respected
- › There is a thriving local economy
- › There is an open, accountable and collaborative governance system

PLAN OBJECTIVES

- › Maintain the character of existing neighborhood
- › Consider new uses like institution as attraction for density
- › Open spaces are great for social quality of life
- › Attachment to good design must be reflected in the building typologies
- › Limit commercial uses to specific areas
- › Importance of agriculture and protection of land; orient development elsewhere
- › Consider TransCanada Highway as a Main Street

IMAGINE STRATFORD



TOWN OF STRATFORD OFFICIAL PLAN

CONCEPT OF DENSITY

DENSITY OF POPULATION

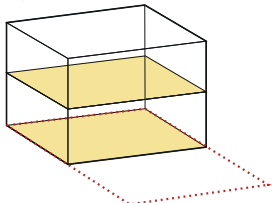
=

NUMBER OF INHABITANTS
.....
SURFACE AREA OF THE STUDIED TERRITORY

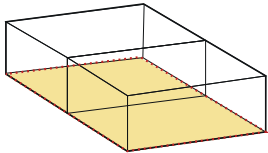


FAR =

FLOOR AREA
.....
LOT AREA



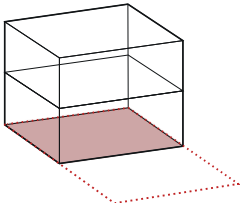
FAR = 1



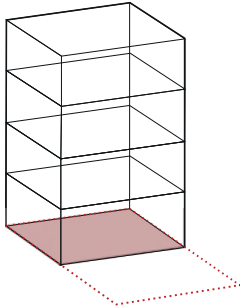
FAR = 1

SITE COVERAGE =

COVERAGE AREA
.....
LOT AREA

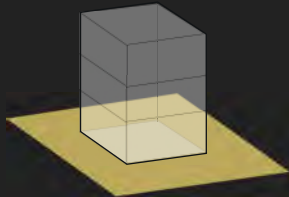


SITE COVERAGE = 0.5

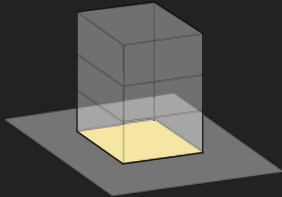


SITE COVERAGE = 0.5

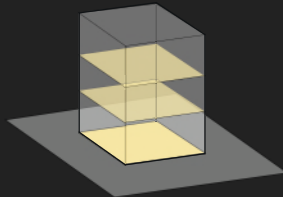
MAIN COMPONENTS AT THE LAND LEVEL



Lot Area



Coverage

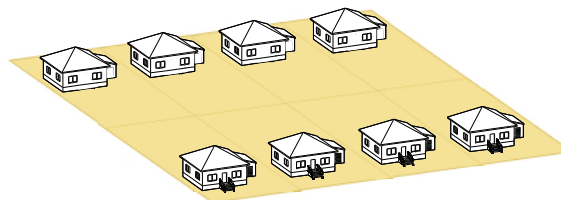


Floor Area

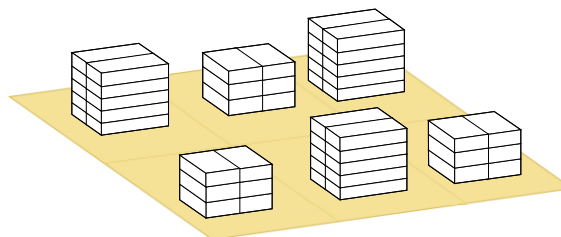
CONCEPT OF DENSITY

HOW TO MEASURE THE RESIDENTIAL DENSITY ?

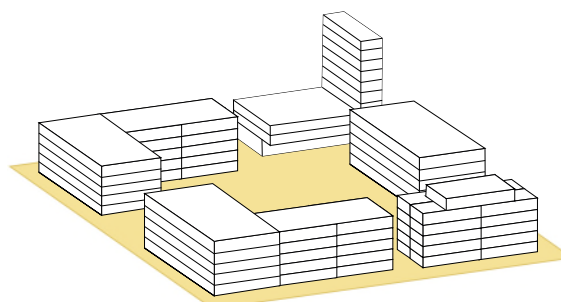
- › Corresponds to the ratio between the number of dwellings (to be distinguished from the number of inhabitants) and the surface area of the territory studied. Once again, the reference scale most frequently used is the square kilometre or hectare.



LOW DENSITY - 8 units / ha



MEDIUM DENSITY - 80 units / ha



HIGH DENSITY - 150 units / ha

RESIDENTIAL
DENSITY

=

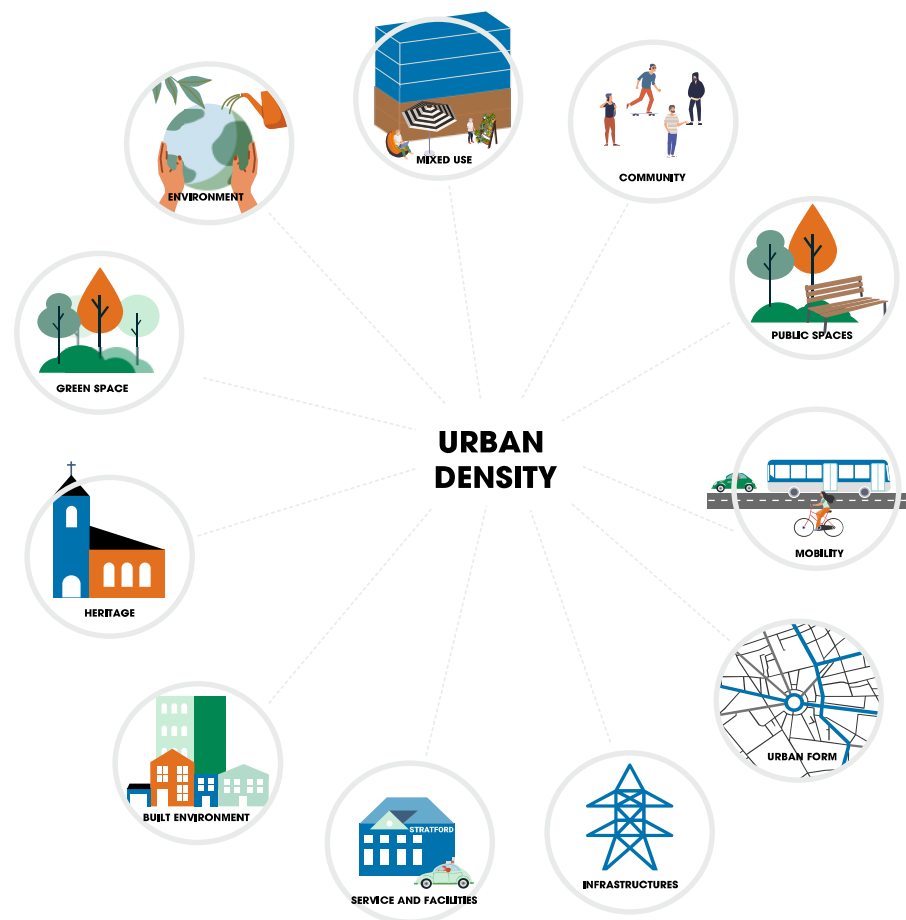
NUMBER OF DWELLINGS

.....
SURFACE AREA OF THE
TERRITORY STUDIED

CONCEPT OF DENSITY

WHAT DOES DENSITY BRING IN A COMMUNITY ?

- › Diversification of **Community Services**
- › Ability to protect the **Environment**
- › Increase the **profitability of Infrastructure**
- › Reorientation of **Open space from private to public**
- › A **denser Built Form** that must adapt to specific communities
- › Creation of a **centrality**
- › Creation of living environments such as **landscape and public facilities**
- › Reduce **automobile travel** and **increase active transportation**



CONCEPT OF DENSITY

INCONVENIENCES OF AN UNPLANNED DENSITY

- › Generic Development
- › Loss of local identity
- › Congestion
- › Missing Middle

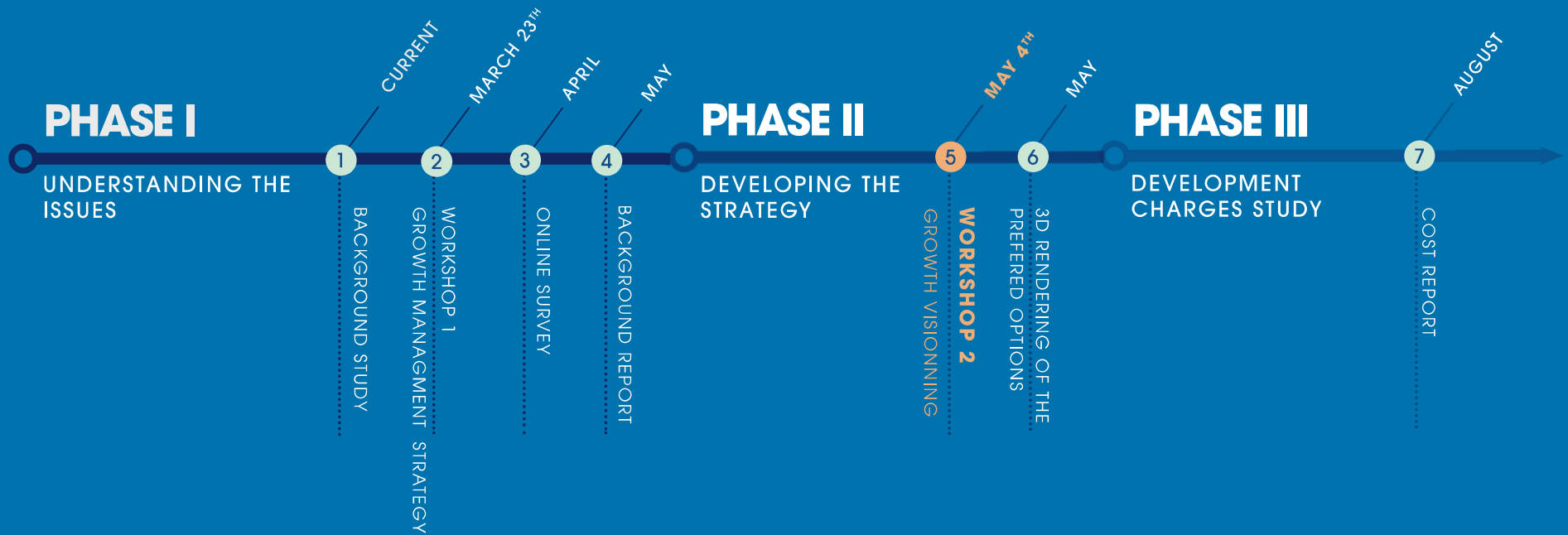


SOURCE: LAPRESS

PART 2:

PROCESS

STEPS



BACKGROUND STUDY



STORMWATER

- › The province maintains and controls/approves any changes or upgrades to stormwater infrastructure.
- › The province has indicated that all new developments will require a curb and gutter (ie. catch basin and piped storm service) cross section and will no longer consider a ditched cross section for new subdivisions.
- › The province will be enforcing a pre vs post development stormwater analysis on new developments and will require that the peak release from the development is equal to or less than that of pre-development conditions.



WATER

- › Town has 3 active and 1 inactive wellfield that is expected to be decommissioned. There is no immediate need to upgrade wellfields.
- › Town has planned for an additional water tower next to existing tower at Strawberry Hill.
 - › This upgrade will provide required additional water storage to meet the 2.4-hour fire protection duration outlined in the Fire Underwriters Survey (FUS).
- › Downtown core and waterfront areas are well serviced by existing infrastructure, no additional upgrades required to municipal infrastructure following completion of the new water tower.
- › Any of the proposed greenfield developments will require water main extensions to facilitate development.
- › Development above the 40m contour (Tea Hill area) will require a fire rated booster pump and watermain upsize to facilitate development and meet FUS requirements.



WASTEWATER

- › Town has 29 existing sewer catchments that contribute to the pumping station, 28 of which are serviced via lift station.
- › Town has upgrades ongoing for two major lift stations, Bunbury & Corish
- › Pondside lift station is a vulnerability in the system due to the large area contributing to it. The following planned upgrades will help alleviate that stress:
 - › Further extension to forcemain from Corish lift station planned to direct flow to gravity main instead of flowing to Pondside lift station.
 - › Redirection of effluent flow from Kinlock Road and Stratford Road away from flowing to Pondside lift station.
- › Pumping station existing pumps designed to handle a peak flow from a population of 17,000.
- › Forcemain to Charlottetown sized to allow for upgrades to existing pumps to accommodate peak flow for a population of 20,500.

BACKGROUND STUDY



TRANSPORT

- › A large proportion of commuters use private automobile as their mean of transportation (96.5%). Transit, and active transportation represent less than 3% of all commuters.



PUBLIC TRANSPORT

- › Transit service serves central Stratford and the residential neighborhoods in the southern part of the Town. There are 10 departures during the weekday (mainly during commuting times), and 5 on Saturday. Ridership was at its highest in 2019 (approximately 180 riders per day). In 2022, the average daily ridership was approximately 165 riders per day. There are no service in the eastern part of the town.



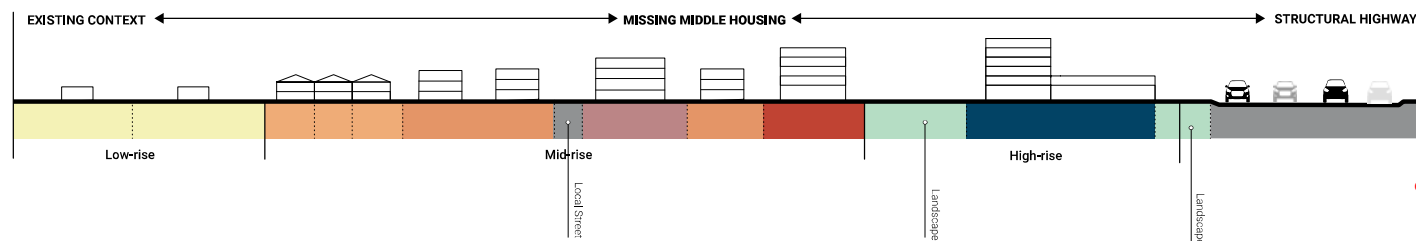
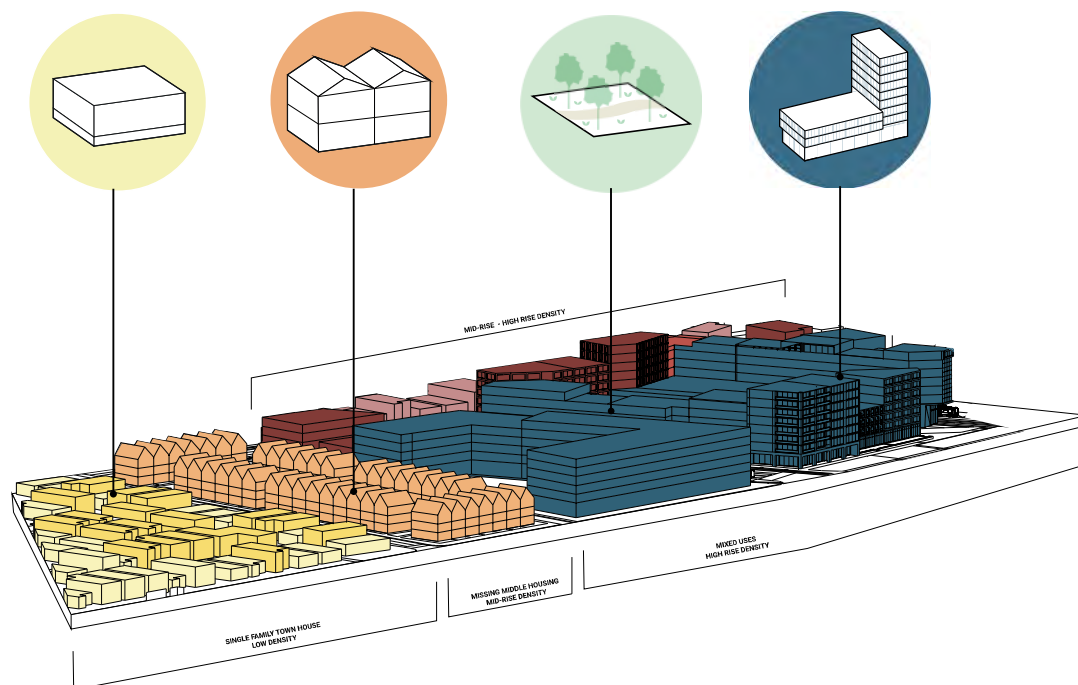
ACTIVE TRANSPORTATION

- › Expansion of the active transportation facilities is ongoing. In 2020, the Arterial Active Transportation Network (AATN) was completed, and the Hillsborough Bridge active transportation corridor is near completion. Further expansion is planned (Stratford Community Campus, Stratford Waterfront), and all new private developments must provide walking and cycling facilities. Known gaps include Stratford Road, and Bunbury Road.

WORKSHOP 1 GROWTH MANAGEMENT

EXPLORING THE CONCEPT OF MISSING MIDDLE HOUSING

- › Distributed throughout a block.
- › Placed on the end-grain of a block
- › Transitioning to a commercial corridor
- › Transitioning to higher-density housing



CONSULTATION SUMMARY

OBJECTIVES

- › Workshop with stakeholders
- › Objectif is to identify areas that are opportunities for densification in short-term, long-term and areas to not go.
- › In those areas the participants had to apply the missing middle principle with 3 typologies of residential modal (low-rise, mid-rise, high-rise)



CONSULTATION SUMMARY

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- › In those areas the participants had to apply the missing middle principle with 3 typologies of residential modal (low-rise, mid-rise, high-rise)



CONSULTATION SUMMARY

GROWTH

- › Need to incentivize density – bonusing, waiving connection fees, expedited permits, property tax abatement, building permit grants, etc.
- › The planning system needs more certainty and form-based codes will help. Also, development timelines must be faster, make sure the goal posts are stationary and develop a clear roadmap for the development approval process.
- › Parking and height limitations are barriers.
- › Form Based Codes are key. They will level the playing field.
- › Need entry level housing.
- › Land should be protected from more single unit dwellings.
- › There is a misunderstanding of developer interests. Stratford's future will depend on the missing middle – daycare workers, nurses, teachers – service providers and retail.

COST

- › Housing is very expensive in Stratford.
- › Provincial Rent Control is not sustainable.
- › There needs to be a better understanding of the development business especially around the costs.
- › More amenities have significant costs. This needs to be communicated very clearly.
- › CMHC Financing – Rental Construction Financing Initiative (RCFI Program). More information is needed.
- › Density incentives - Cost vs. benefit of bonuses for underground parking. Not working.

PLANNING

- › Density must happen if people want services. It will help provide services.
- › It's time for cultural change. Education is key – to Council, the Planning Board and residents.
- › Sidewalks – use it as a tool to educate/illustrate the cost of development.
- › There is not enough pre-zoned land in Stratford. One developer owns 90% of it, which presents a risk.

GROWTH MANAGEMENT SURVEY [APRIL 25TH TO MAY 7TH]

QUESTIONS FOR THE CITIZENS


- › The survey aims to find out concerns about the densification of their town.

1. Do you live in Stratford?*

☐ Yes

☐ No

2. In which neighbourhood do you live?
Please drop a pin on the map.



3. Which type of housing do you live in?

☐ Single family.

☐ Duplex.

☐ Semi-detached.

☐ Townhouse.

☐ Apartment building with 24 or fewer units.

☐ Apartment building with more than 24 units.

☐ Other: Please Specify: _____

4. Which of the following housing types would you consider living in?
Please select all that apply:

☐ Single family.

☐ Duplex.

☐ Semi-detached.

☐ Townhouse.

☐ Apartment building with 24 or fewer units.

☐ Apartment building with more than 24 units.

☐ Other: Please Specify: _____

5. Are you open to living next to a building that is 4 or more stories in height?
If No, please use the textbox to explain why.

☐ Yes.

☐ No. Why Not? _____

6. To what degree were you aware that Stratford was experiencing significant population growth?

☐ Aware ☐ Somewhat Aware ☐ Not Aware

7. Are you concerned about the increased population and residential density in Stratford?

☐ Yes.

☐ No.

8. In your opinion, what are the challenges related to population growth in Stratford?
Please rank the following in order of most important to least important.

☐ Uncontrolled development leading to urban sprawl.

☐ Protection of agricultural land and natural environments.

☐ An increase in required infrastructure (i.e. water, sewer, sports fields, equipment).

☐ Increase in traffic.

☐ Loss of local identity.

☐ Increased need of affordable housing.

☐ Other: _____

9. Do you think that higher density development (e.g. apartment buildings) can help reduce the cost of housing?

☐ Yes, I think it's the answer to keep the cost of housing more affordable.

☐ No, I don't think it's the answer to keep the cost of housing more affordable.

☐ I don't think that Stratford has a housing problem.

☐ No Comment.

☐ No, I don't think it's the answer to keep the cost of housing more affordable.

☐ I don't think that Stratford has a housing problem.

☐ No Comment.

10. Do you agree that population growth and future development in Stratford can result in the following changes for your community?
Please select all that apply.

☐ Diversification of community services.

☐ Ability to protect the environment.

☐ Make infrastructure investments more cost effective.

☐ Creation of a downtown or other focal point for the Town.

☐ Creation of living environments such as landscapes and public facilities.

☐ Reduce automobile travel and increase active transportation.

☐ Increase local commercial and services.

11. If higher density residential developments should occur in Stratford, do you agree that these 3 locations can accommodate future higher density residential developments?
Select all that apply.

☐ Along the Trans-Canada Highway between Lotia Way and Hollis Avenue / Georgetown Road. (The two roundabouts.)

☐ Adjacent to the Trans-Canada Highway in Cross Roads. (East of Hollis Avenue / Georgetown Road roundabout.)

☐ Near the Stratford Community Campus. (Along Bunkery and Masser Road.)

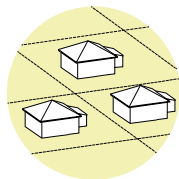
12. What do you think is most important to the future growth and development of Stratford?

100%

PART 3:

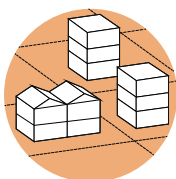
SCENARIOS

**RESIDENTIAL
TYPOLOGY
EXAMPLE**



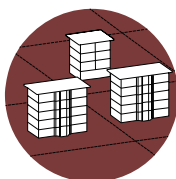
LOW DENSITY

18 UNITS / HA



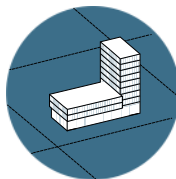
**MEDIUM-LOW
DENSITY**

30 UNITS / HA



**MEDIUM-HIGH
DENSITY**

60 UNITS / HA



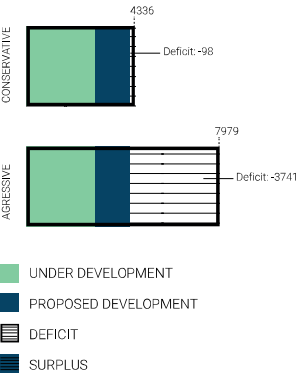
HIGH DENSITY

80 UNITS / HA

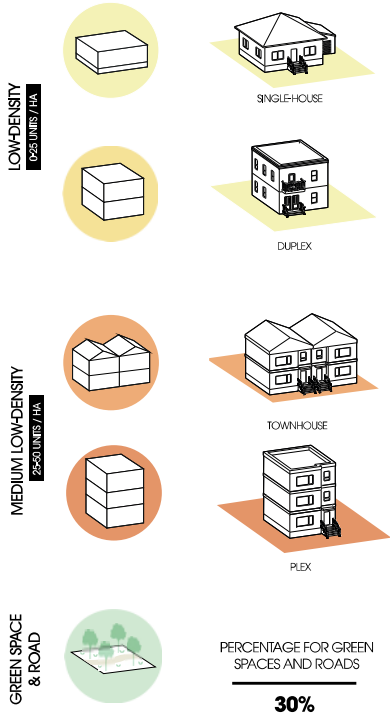


SCENARIO 1

STATUS QUO



TYPOLOGIES



TOTAL OF RESIDENTIAL
COVERAGE AREA
SURFACES

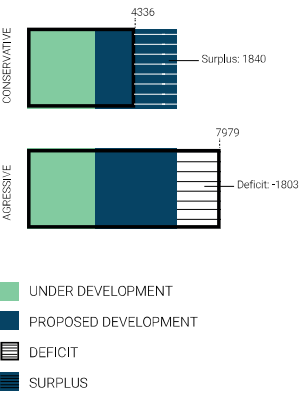
146 HA

TOTAL OF
UNITS

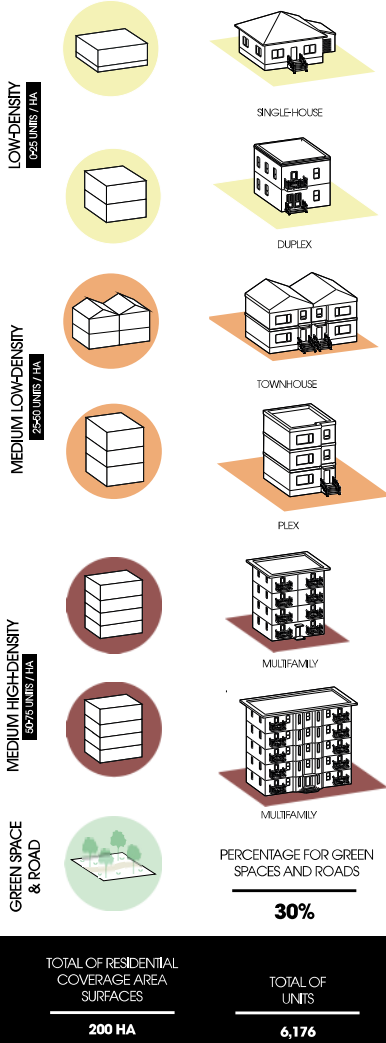
4,238

SCENARIO 2

GENTLE APPROACH

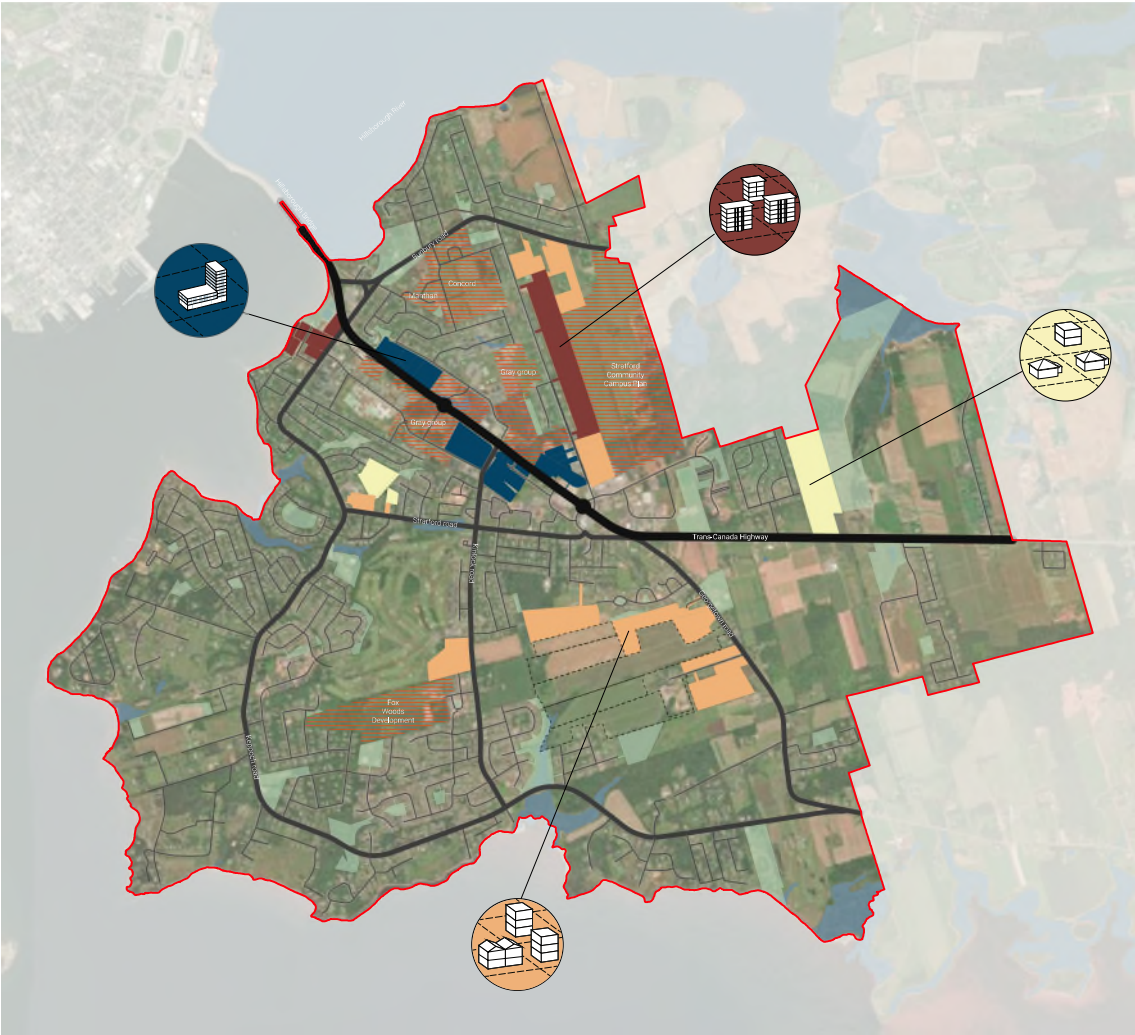
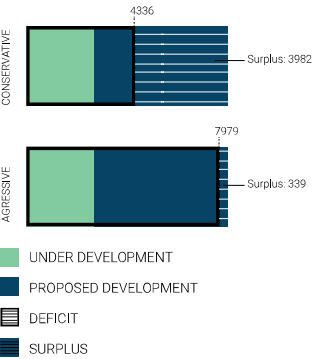


TYPES

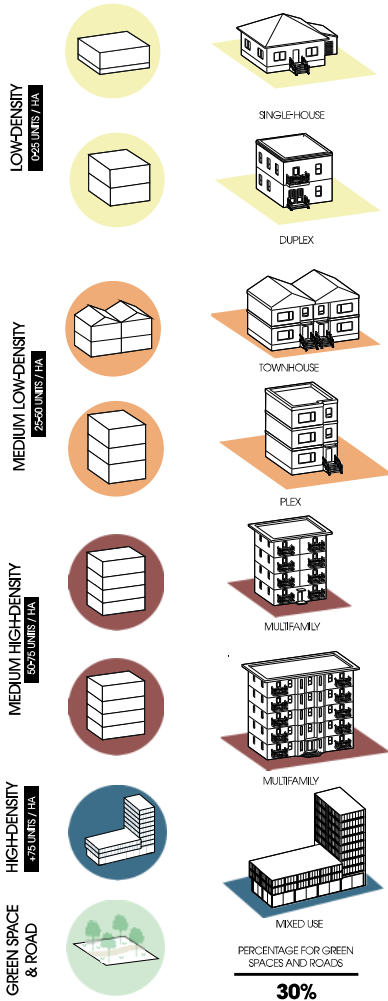


SCENARIO 3

OPTIMIZED SCENARIO



TPOLOGIES



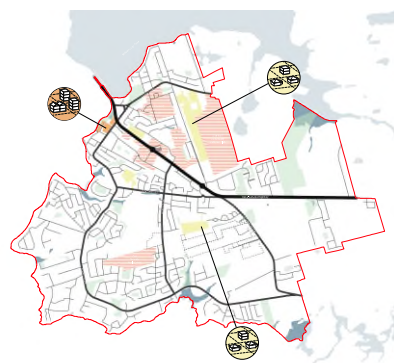
TOTAL OF RESIDENTIAL
COVERAGE AREA
SURFACES

200 HA

TOTAL OF
UNITS

8,318

PROS AND CONS



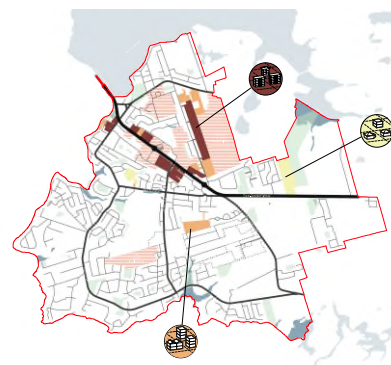
SCENARIO 1

PROS

- › NO NEED TO CHANGE THE ZONING BY-LAW
- › MINIMAL IMPACTS ON THE INFRASTRUCTURE

CONS

- › WILL NOT MEET THE HOUSING NEEDS IN THE LONG TERM
- › WILL CREATE GENERIC DEVELOPMENT
- › WILL CREATE URBAN SPRAWL



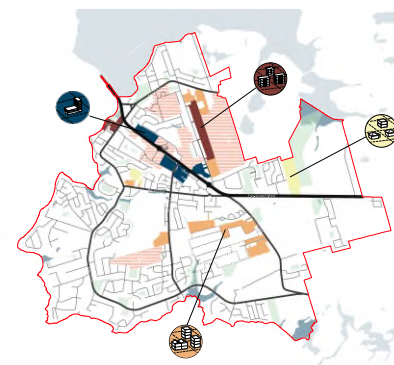
SCENARIO 2

PROS

- › WILL MEET THE HOUSING NEEDS IN THE SHORT TERM
- › BETTER INTEGRATION IN THE ACTUAL BUILT CONTEXT
- › DENSIFICATION LOCATED AROUND THE TRANS-CANADA HIGHWAY

CONS

- › WILL NOT MEET THE HOUSING NEEDS IN THE LONG TERM
- › PRESSURE ON THE EXISTING INFRASTRUCTURES AND SERVICES



SCENARIO 3

PROS

- › WILL MEET THE HOUSING NEEDS IN THE LONG TERM
- › WILL PROVIDE A COMPLETE COMMUNITY WITH MORE SERVICES AND SHOPS
- › WILL PROVIDE A BETTER ACTIVE TRANSPORTATION

CONS

- › PRESSURE ON THE EXISTING INFRASTRUCTURE AND SERVICES
- › WILL NEED A COMPLETE INFRASTRUCTURE PLAN





Shape Stratford Employee Survey Report

Date Report
Prepared - September 24, 2023

Shape Stratford Employee Survey Report Date Report Prepared - September 24, 2023

Introduction:

This report highlights the findings of an employee survey conducted between March 29 and July 1, 2023, in Stratford. The purpose of this survey was to gather insights from employees working in Stratford regarding their housing situation, affordability, and related issues. A total of 50 responses were collected during this period, with a response rate peak of 26% on June 21, 2023.

Demographic Information:

1. Working and Living in Stratford:

- 37 respondents (75.5%) reported working in Stratford.
- 34 respondents (69.4%) reported living in Stratford.

2. Reasons for Not Living in Stratford:

- Among the 15 respondents who do not live in Stratford, most (9 respondents/18.0%) cited affordability as the main issue.
- 4 respondents (8.0%) mentioned the unsuitability of housing size.
- 3 respondents (6.0%) indicated a personal preference against living in Stratford.
- 2 respondents provided an "Other" response, stating "Single parent" and "Couple without children."

3. Household Composition:

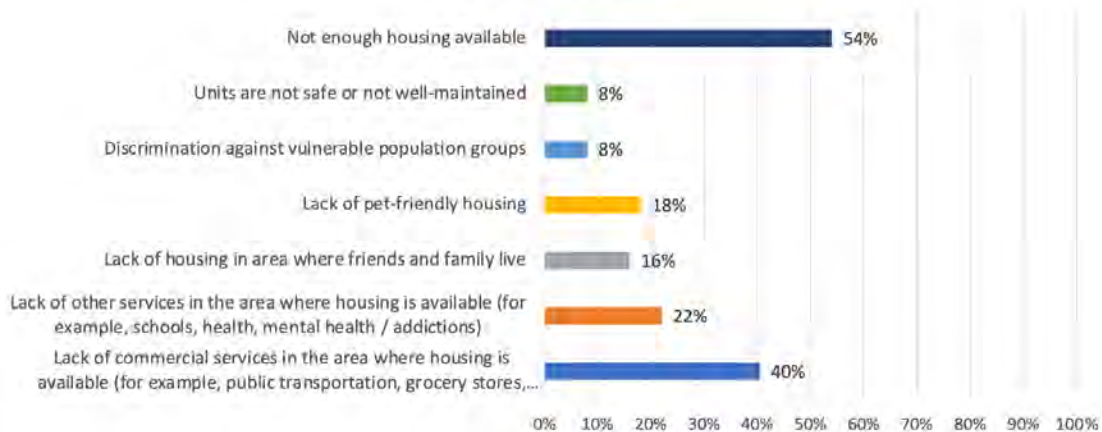
- 23 respondents (46.0%) identified as "Couple with children."
- 17 respondents (34.0%) identified as "Couple without children."
- 6 respondents (12.0%) reported living alone.
- 2 respondents (4.0%) identified as "Single parent."
- 1 respondent (2.0%) reported an "Extended family" household.

Housing Issues:

1. Issues Affecting Suitable Housing:

Respondents were asked to select issues affecting suitable housing in Stratford. Not enough housing was the principal issue identified (54.0% or 27 respondents selected this choice), followed by the lack of commercial services (40.4%, 19 respondents), and other public services (22%, 11 respondents). An "Other" category was provided for additional comments, where most respondents emphasized the lack of affordable housing.

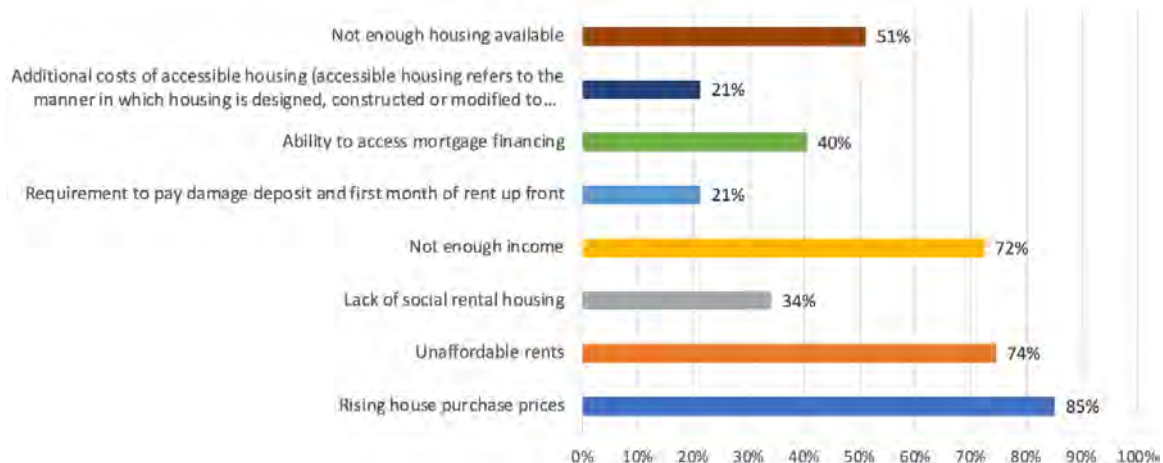
In your opinion, what are the issues that make it difficult for people in Stratford to have suitable housing?



2. Issues Affecting Affordable Housing:

Respondents were also asked to select issues affecting affordable housing in Stratford. A range of issues from individual capacity to afford housing to the state of the current housing market and related services were identified.

In your opinion, what are the issues that make it difficult for people in Stratford to have affordable housing?



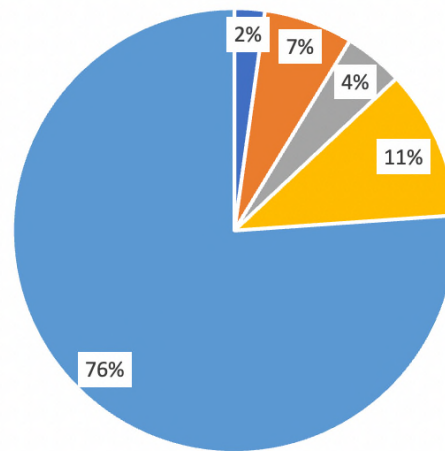
An "Other" category was provided for additional comments. Two respondents in total replied. One suggested that there are too many outsiders buying Stratford properties and driving prices up, they don't live in them but instead rent them out. The other suggests that there are not enough different types of housing available.

Beliefs and Experiences:

1. Housing as a Fundamental Right:

Participants were asked their extent of agreement with the statement and a distribution of their answers is included below.

How strongly do you agree with the following statement:
Housing is a fundamental human right.



■ Strongly disagree ■ Disagree ■ Neutral ■ Agree ■ Strongly agree

2. Experience of Discrimination in Housing:

Nearly 20% of respondents or 9 respondents experienced discrimination in housing. Respondents reported experience being discriminated for being a single mom, being from the LGBTQ2S+ community, for age and gender related reasons, and for having pets and children.

Additional Survey Demographics Information:

1. Age:

In total, 20.0% of participants were within the 25-34 age group, 22.3% in the 35-44 age group, 24.4% in the 45-54 age range, and finally 26.7% fell in the 55-65 category. In contrast, the 15-24 and 66-74 age groups had the lowest representation, each accounting for only 2.2% of respondents. Additionally, 2.2% of respondents chose not to disclose their age.

2. Highest Academic Qualification:

Regarding educational qualifications, the majority of respondents held a bachelor's degree, making up 42.2% (19 respondents) of the sample. College-educated respondents were also notable, constituting 31.1% (14 respondents) of the group. Meanwhile, those with master's degrees accounted for 13.3% (6 respondents), vocational qualifications and high school diplomas each represented 2.2% (1 respondent), and 4.4% (2 respondents) chose the "Other" category. Similarly, 4.4% (2 respondents) preferred not to disclose their educational background.

3. Current Employment Status:

When it comes to employment status, a majority of respondents were employed full-time, with 71.1% (32 respondents) falling into this category. Part-time employment

accounted for 13.3% (6 respondents), and 8.9% (4 respondents) identified as self-employed.

The retired and "Other" categories each comprised 2.2% (1 respondent) of respondents, and 2.2% (1 respondent) chose not to specify their employment status.

4. Monthly Housing Costs:

In terms of monthly housing costs, the majority of respondents reported spending between \$1001 and \$3000, with 40.0% (18 respondents) falling within this range. Meanwhile, 33.3% (15 respondents) spent between \$2001 and \$3000, and 20.0% (9 respondents) spent between \$3001 and \$4000.

The lowest expenditure bracket of \$501-\$1000 was represented by 6.7% (3 respondents).

5. Total Household Income in 2022:

Respondents reported a diverse span of total household income in 2022. A majority reported incomes between \$50,000 and \$150,000. Specifically, 40.9% (18 respondents) reported incomes between \$50,000 and \$100,000, while 15.9% (7 respondents) reported incomes between \$100,000 and \$150,000. Furthermore, 20.5% (9 respondents) of respondents had household incomes of \$150,000 and above.

In contrast, 18.2% (8 respondents) reported incomes less than \$50,000, and 4.5% (2 respondents) chose not to disclose their household income.

Conclusion:

The survey encompassed employees with diverse demographic profiles, including factors such as age, residential location, housing expenditures, and income. A common concern among respondents was the affordability of housing in Stratford, attributed to escalating housing expenses, limited access to housing options, a deficit in social rental and mortgage assistance, and insufficient personal income. Despite the variations in demographic characteristics, a prevailing consensus among most participants was their agreement that housing is an inherent human right. Regrettably, a notable proportion of respondents shared their encounters with housing-related discrimination in their past.

A Growth Management Strategy for the Town of Stratford

December, 2023

PREPARED FOR: TOWN OF STRATFORD

PREPARED BY: STANTEC CONSULTING LTD.





Stantec Beliefs

Community

A thoughtfully created environment that enhances the physical, social, and spiritual well-being of the inhabitants.

Collaboration

Relationships based on trust, contribution, and a shared commitment to building sustainable communities.

Creativity

A people-centered working environment generating thoughtful design to shape the urban landscape.



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1 Introduction

The population size and growth rate of a municipality are key indicators of the challenges it faces. Urban development is defined by changing land use. Land use, furthermore, is a major determinant of the consequences of development in terms of resident population and employment to be served, land coverage, strains on infrastructure, and environmental effects, all stress and financial demands.

Through thoughtful planning, municipalities can identify optimal areas for growth so that the town or city can attract new residents, businesses, and services that add value to the community. Planning how and where to grow helps create a people-oriented town or city complete with essential services, walkable neighbourhoods, and thriving community hubs that complements the infrastructure demands.

The Town of Stratford (the Town) has experienced remarkable growth since its creation in 1995. The Town has grown faster than any other community in PEI in every census over the past 30 years rising from a population of 5,869 in 1996 to 10,927 in 2021. Stratford has remained the most attractive residential destination in the Charlottetown region; however, it has faced challenges to expand residential opportunities.

The need to add dwelling units to accommodate new residents is a high priority. The Town's supply of vacant land has been reduced by its past growth and owners of vacant land have not necessarily been interested in or ready to develop their property. Community members are also wrestling with acceptance of increased density and the Town itself must reconcile competing priorities to protect agricultural lands and valued environmental features.



The goal of a municipal growth management study is to determine the most efficient and cost-effective approach to accommodate desirable development. The process, therefore, requires a definition of desirable development in terms of quantity, style, and disposition.

As outlined in Stantec's proposal, our project team has prepared a Growth Management Report that summarizes future growth scenarios and related infrastructure requirements and describes the infrastructure upgrades necessary to support each of the three development scenarios. These development scenarios have been described as part of the Background Study Report prepared and submitted to the Town in July 2023. This report will also investigate policies that support as well as recommend changes that will encourage the optimized scenario.



2 Growth Management Strategy

Growth Management Strategies aim to align with other plans, policies, and strategies to help guide the growth and expansion of a municipality. These strategies evaluate existing infrastructure, such as roads, water, and wastewater services and identify the needs for infrastructure upgrades should growth exceed current infrastructure capacity.

In short, Growth Management Strategies:

- Guide future development decisions to ensure growth occurs in appropriate areas,
- Reduce the impact on the existing infrastructure system,
- Coordinate other plans and policies towards the goal of growth management,
- Engage and collect feedback from community members on the plans for future growth.

2.1 Background Study Report

The Town of Stratford Background Study Report reviewed the existing policies and infrastructure framework for the Town of Stratford. The goal of the review was to determine the most efficient and cost-effective approach to accommodate desirable growth and development in the Town.

A detailed review of the background of the Town's current policy framework was performed to help understand the Town's vision and goals. Following the review, the project team focused on emphasizing the proposed future community development, exploring the residential pattern in the relationship with other uses, determining the trend for the community, and learning more on the type of growth the Town believes in. The background review resulted in a deeper understanding of the Town's commitment to growth, density, core, development, and the path for achieving its vision.

The report summarized the following:

- Expected level of growth in Stratford,
- Infrastructure required to support the expected growth, and
- Development style and pattern.

Using the initial findings of the background review, and being informed by a public visioning session, stakeholder interviews, and an online survey, three development possibilities were created for the Town. These included new development and the possibility of redeveloping current sectors with higher densification. These development scenarios were based on the growth management opportunities, options analysis, and selection of a preferred option. The scenarios addressed all aspects of the community, ranging from transportation, housing needs by structural type, density, and development of balanced criteria to meet the objectives of the Town of Stratford.

The complete background report, including a detailed summary of the engagement activities and feedback, is available [here](#).

2.2 DEVELOPMENT SCENARIOS

The Town of Stratford has a rapidly growing population and needs additional housing, including more diverse housing options. The Town is in a good position to manage its growth expectations. In order for the Town to maintain its prosperity and continue to grow its economy, growth must be approached strategically. Managing growth and development pressures should be based on a proactive approach recognizing strategic locations that can support expected expansion. Identifying opportunities and removing barriers to provision of housing will help address some of the challenges for the Town of Stratford.

As noted above, the findings of the background review and information and feedback shared during the public visioning exercise, stakeholder interviews, and online survey, provided the basis for the three development scenarios created for the Town. These scenarios were then tested at a public workshop. Each scenario proposed areas of low (0-25 units/hectare), medium low (25-50 units/hectare), medium-high (50-75 units/hectare), and high density (+75 units/hectare).

Scenario 1 – Status Quo

Scenario 1 represents a conservative approach to development proposing to maintain the status quo. This approach focuses on traditional low and medium-low density housing typologies such as single-detached, duplex, townhouse, and low-rise residential buildings.

The option illustrates the growth permitted as-of-right through much, but not all, of the pre-zoned residential land. It includes a projected unit count of 2,829, which includes the Gray Group Project and 1,149 proposed units in some pre-zoned areas where residential development can occur as of right. This left a housing deficit of 3,741 units. Figure 1 illustrates Scenario 1 with no zoning changes contemplated. to the Town.

6



Scenario 2 – Gentle Approach

Scenario 2 attempts to maintain a balance between the current pattern of low-to-medium density and a potentially medium-high density scenario. This approach accommodates low, medium-low, and medium-high density housing typologies such as single-detached, duplex, townhouse, low-rise residential, and multi-unit medium density buildings.

This option showed additional areas in the town that could be contemplated for future growth with suggested housing typologies. This scenario included the same projected housing 2,829 units in Scenario 1, but an additional 3,347 proposed units in identifies areas, but still left a housing deficit of 1,803 units under the highest population forecasting estimates. Figure 2 illustrates a gentle approach to increased density in strategic locations, and would require some changes to the existing zoning.

SCENARIO 2

TYPOLOGIES

LOW-DENSITY	MEDIUM LOW-DENSITY	MEDIUM HIGH-DENSITY	GREEN SPACE & ROAD
0.25 UNITS / HA	25.00 UNITS / HA	50.00 UNITS / HA	
 SINGLE HOUSE SMALL DUPLEX MEDIUM DUPLEX ROW HOUSE TOWNHOUSE MULTI-UNIT	 SINGLE HOUSE SMALL DUPLEX MEDIUM DUPLEX ROW HOUSE TOWNHOUSE MULTI-UNIT	 SINGLE HOUSE SMALL DUPLEX MEDIUM DUPLEX ROW HOUSE TOWNHOUSE MULTI-UNIT	 PARK ROAD MULTI-UNIT

PERCENTAGE FOR GREEN SPACES AND ROADS: 30%

TOTAL OF RESIDENTIAL COVERAGE AREA: 200 HA

TOTAL OF UNITS: 6,176

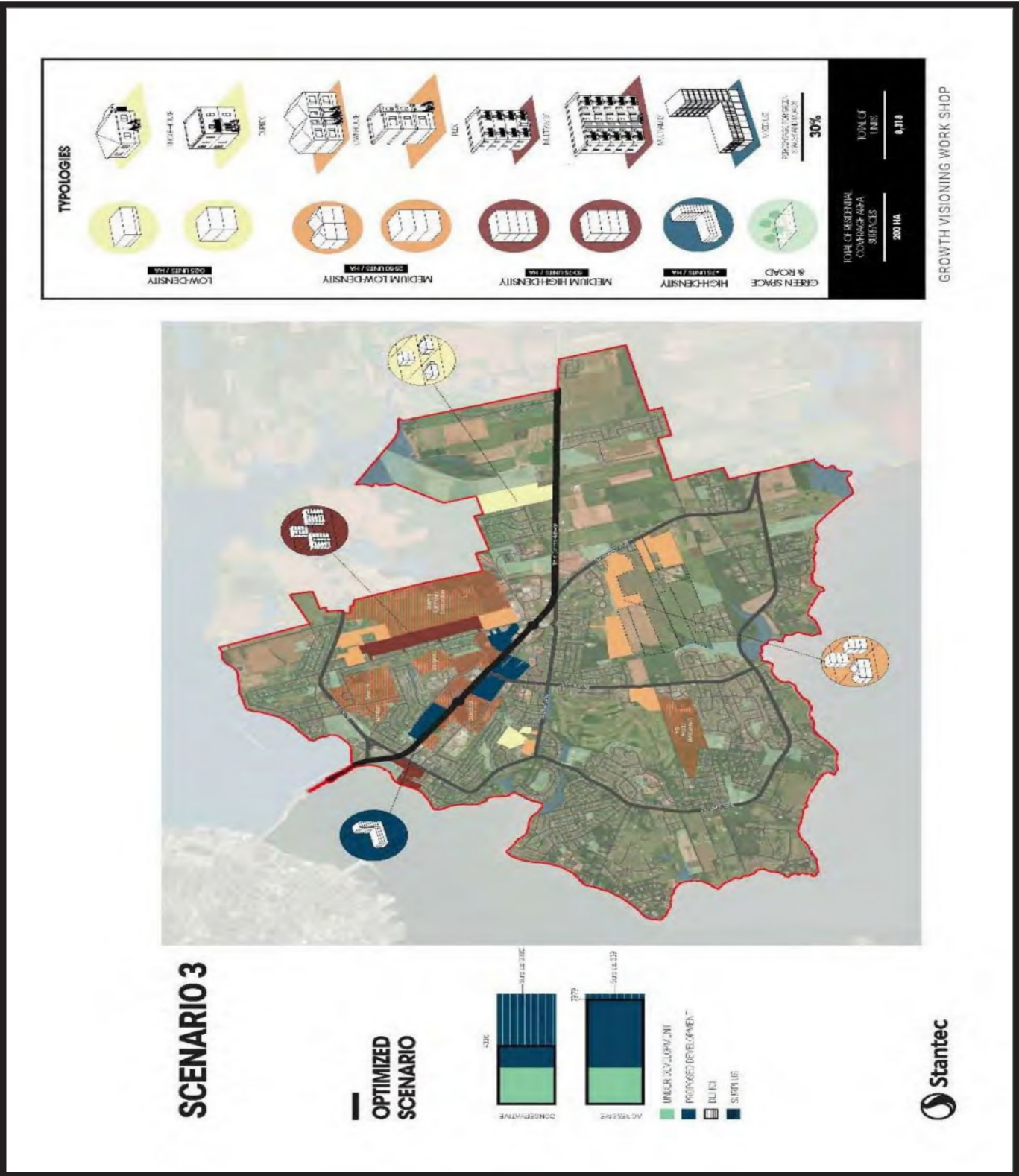
GROWTH VISIONING WORK SHOP |

Scenario 3 – Optimized Approach

The third growth option developed illustrated similar areas in the town as in Scenario 2, but contemplated higher density in strategic locations. This scenario included the same project unit counts as in Scenarios 1 and 2 of 2,828, along with 5,489 new projected units. Housing types such as multi-unit and mixed-use dwellings are considered in this scenario, which will result in increased density and built form.

This scenario would accommodate the town's population projections and meet modest and the highest dwelling estimates. It would result in a surplus of approximately 339 units. Figure 3 shows an optimized approach which adds larger scale buildings with increased density to the Town, but in similar strategic locations.

Figure 3: Scenario 3 - Optimized Approach

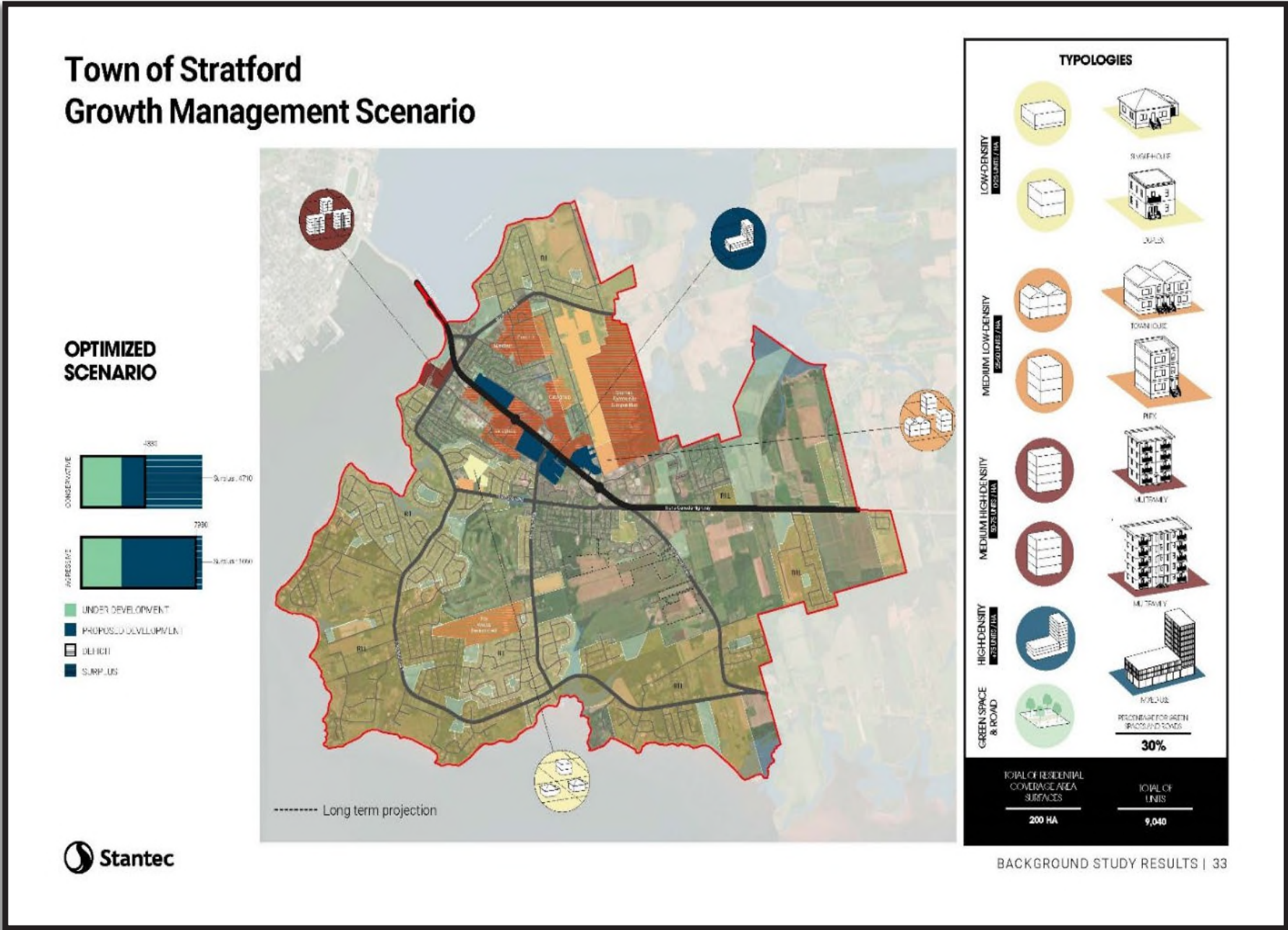


Final Growth Management Scenario

Based on a continuous dialog with the Town and feedback provided during public engagement activities, it was determined that the Town would benefit from a combined solution. The final growth management scenario optimizes on the opportunity to create higher density in key areas by combining the Scenario 2- Gentle Approach and Scenario 3 – Optimized Approach as seen in **Figure 4.**

This approach accommodates a variety of housing typologies to increase density to 9,040 units. This scenario would meet the Town's population forecast while also facilitating the expected growth. This option builds on the Gray Group project and envisions significant intensification and infill along the TransCanada Highway throughout the Core Area. It also recognizes other strategic locations for increased density, such as medium-density housing the lands around the Community Campus, medium-high density in the Waterfront areas, and maximized infill on existing vacant lands that are currently zoned R1 (Low density Residential) and R1L (Low Density Residential Large Lot). This blended and coordinated approach to residential density will help avoid the loss of agriculture land and is proposed in areas of the Town that are already serviced with water and sewer. The addition of mixed-use building forms will evolve over time changing the town's landscape, but the mixed-use development help blend residential, commercial, and institutional uses, which will ultimately help diversify housing supply.

Figure 4: Final Growth Management Scenario



Based on this scenario, an example of the Town's future built form is illustrated in Figure 5. This rendering shows a variety of low-to-medium-to-high rise building options with associated surface grade parking along key nodes with clear access to commercial uses and transit routes. Greenspace is maintained and enhanced adding a much-needed buffer between the busy TransCanada Highway and new residential uses.

Figure 5: Sample 3-D Rendering of the Final Growth Management Scenario



Consultation Summary

Consultations are a medium to seek public and stakeholder input on matters affecting them directly or indirectly. The main goal is to improve efficiency and transparency and increase public involvement. A series of consultations were carried out to educate community members and gain valuable feedback related to the study. A summary of these is provided below.

Stakeholder Interviews

Key stakeholder interviews were carried out between March 20 and 31, 2023. Sixteen stakeholders were contacted and seven agreed to participate in the interviews. These stakeholders generally represented the construction, transit, and housing development sectors in Stratford. The objective of this stakeholder engagement session/interview was to gain information on the current market and understand the trend of housing and location choices as observed by industry experts.

2.1.1 Public Events

Public Workshop - March 23, 2023

Stantec facilitated a public workshop which included a project introduction and presentation on density and housing typologies. A presentation was provided, and participants were divided into three groups. The conversation ranged from observing the key catalysts, opportunities, long-term options, and no-go areas for future development.

The information shared by participants helped determine general areas in the town that presented options to accommodate growth. Approximately 25 people attended the event.

Vision Workshop - May 4, 2023

Stantec facilitated a second public workshop. This event used the information and feedback provided during the first workshop to develop three growth scenarios. Approximately 50 people attended the event which was held at the Emergency Services Centre at 6 Georgetown Road.

Three development scenarios were presented to the public. Participants were divided into three groups. Each scenario was discussed one by one. After each scenario discussion, feedback was provided to the other groups with a summary of the table conversation and overall impressions of the scenario.

Online Visioning Workshop - June 2, 2023

Stantec facilitated an online visioning workshop. The same growth scenarios were presented and discussed. Approximately four people participated in the workshop. Participants provided comments on the three development scenarios.

Online Survey

In addition to the in-person and virtual events, Stantec developed an online survey to engage Stratford residents about current and future housing needs, and to help identify what housing styles and locations would be acceptable by residents. The survey was hosted on the Shape Stratford website and was shared widely on the Town's social media accounts.

A full summary of the engagement activities is included in the Background Report.



3 Policy and Zoning Support

3.1 Town of Stratford Official Plan

Growth management strategies help a municipality address questions early, so they can be ready to accommodate progress in the most efficient way possible. Once developed, they should be incorporated in municipal plans and implemented through corresponding zoning requirements. Pre-planning for development is critical to large-scale development requiring major infrastructure upgrades. It will not only facilitate faster development, but it will reduce municipal costs for infrastructure operations and maintenance after by construction by minimizing infrastructure for which the municipality will be responsible. It can have similar benefits for developers who will see clearer paths to development and can more efficiently provide onsite infrastructure that they are responsible for creating.

Secondary planning is desirable so that a true mix of residential uses can be carefully planned to ensure that neighbourhoods are diverse, well-connected, and respectful of the existing developments that they may abut. The layout

and connectivity of streets, the location and size of future parklands and the location and number of trails are all essential components to the development of our future communities.

The challenge is normally political as residents are cautious in dealing with development proposals that will permanently change the environment in which they live. Certainly, the current housing crisis has created an awareness of the need for additional residential development and sympathy for measures that will address housing needs. Residents need to be assured, however, that infill housing will fit into existing neighbourhoods and newly developed areas will not place undue burdens on existing infrastructure.

Stratford's Official Plan is the Town's overarching policy document that contains guiding principles, goals, objectives, and policies for land use. Under the intention to "build the best community possible", the plan sets the vision of a more sustainable future where:

- Residents social, physical, and spiritual needs are met.
- Their culture is rich and diverse, and heritage is protected and celebrated.
- Their natural environment is protected and respected.
- There is a thriving local economy.
- There is an open, accountable, and collaborative governance system.

The existing policy framework around housing and land use planning in the current Official Plan generally supports the overall growth management strategy proposed. However, the context of this strategy and strong policy to support its execution should be developed as part of an implementation plan. The preferred scenario should be included in the Plan's appendix to clearly identify the preferred locations that will accommodate future growth. Furthermore, the Plan will require aggressive language to support residential infill and intensification to help support the overall increased in dwelling units to meet future housing demands.

As growth continues, there will be added pressure to preserve existing neighborhoods and there will be additional scrutiny to ensure that modifications to existing buildings or developments on vacant properties respect the character of their surroundings. This type of language may create challenges for the areas subject to this strategy that are adjacent to existing low-density areas, as well as those neighbourhoods that can accommodate more density. Some new policy language that speaks to anticipated changes in housing styles and options would help combat potential NIMBY views.

Many areas of the strategy and the existing Official Plan will also need to be coordinated and considered. For example, the Town's new Active Transportation Plan will be a key component to future growth and will need to be considered when new subdivisions and other development applications are proposed. As noted in Section 4, the levels of growth that are contemplated in Stratford will require some attention to future infrastructure improvements. While the key areas noted in the strategy were identified because of the availability and capacity of services, future capital planning will need to be coordinated with growth projections to ensure that necessary infrastructure improvements do not limit development opportunities.

Future growth in Stratford will undoubtedly put pressure on existing park facilities and open spaces. Furthermore, changes in resident needs and values may also change over time as the population grows. Increasing costs to meet the needs of growth will continue to be a challenge, and therefore Parks and Recreation Planning will be an essential part of this strategy. While the policy in the plan is sound, overtime, additional language that speaks to the costs of recreation services may be necessary, along with any identified major new initiatives. Where applicable, user fees and rental rates should be reviewed annually to ensure that they remain appropriate.

This strategy aims to preserve natural areas and avoid directing growth to sensitive areas, including agricultural lands, which is an essential part of the Official Plan and the Town's vision. The value residents place on the natural environment was clear during public engagement activities. As future development intensifies, stormwater management plans will be essential to ensuring increased hardscapes do not negatively impact existing watercourses. While no immediate policy updates are needed, working with the private sector and the Province to continue to require post flow rates to meet preexisting conditions must continue, along with larger, areas wide, stormwater management planning.

This strategy also provides an opportunity to meet growth projections and increase economic activity. While new assessments will provide additional taxes to help deliver new and expanded services, combining ground level retail with multiple-unit residential buildings will also provide spaces for new businesses and other amenities for the growing population. As part of the implementation plan for this strategy, consultation should be held with the development community and other commercial stakeholders to help determine what level of commercial activity the market can support so that development regulations do not mandate a specific commercial/residential space ratio that may be realistic or achievable. Such ratios can often be source of frustration between planning departments and private developers and, therefore, meaningful engagement to find an appropriate balance would be prudent. Pending these consultations, updated policy may be necessary.

3.2 Town of Stratford Zoning and Development By-Law

When implementing this strategy and undertaking the necessary review of the Town's Zoning and Development By-law, an effort should be made to simplify the current requirements. Currently the Bylaw contains a large number of zones --particularly residential zones, -- for a municipality of Stratford's size. Clear and concise zoning and development requirements would help make the Zoning and Development By-law more user friendly.

Moreover, the additional use of form-based codes over existing regulation should be explored. The Gray Group development will serve as a pilot to a certain degree through which the Town, residents, and the development community can learn how the form-based codes process and standards can be built directly into the Zoning and Development By-law. This will help streamline approvals and provide more certainty to real estate investors as it removes the need for individual applications to be presented to council.

Where possible, as-of-right development is preferred. Several reasonably simple shifts in zoning to facilitate increased density should include the following:

- Revisiting the limitations and requirements for conditional use approval on semi-detached, duplex, townhouse and rowhouse dwellings in the R1, R1L and R2 zones.
- Alternatively, to the preceding point or in conjunction with it, upzone R1 and R1L areas to R2 to permit slightly higher densities.
- Encouraging development of "missing middle" housing by upzoning appropriate R1, R1L and R2 areas or employing other process to permit duplexes, triplexes, quadriplexes, rowhouses, townhouses, and other medium-density housing forms.
- Increasing the number of locations for multi-unit development.
- Increasing the allowable height/density for multi-unit development and revisiting the conditional use and special permit requirements in the R3 Zone.
- Coordinating the zoning within the areas identified in the strategy so that the same zone applies to large blocks.
- Review the current design standards in Appendices D, E and F so that they are clear, concise and simplified.

Additionally, the plan review process or amendment process used to implement the growth strategy should be coordinated with a strategic communications plan that is aimed at educating residents on the housing needs of the community to support population growth.



4 Water and Wastewater System Upgrades

4.1 Previous Studies and Reference Documents

The following Design Briefs and Reports were reviewed and referenced for the purpose of this section of the study:

- Atlantic Canada Water Supply Guidelines, Atlantic Canada Water & Wastewater Association, May 2022

Atlantic Canada Wastewater Systems Guidelines, Atlantic Canada Water & Wastewater Association, May 2022

- Town of Stratford - Water System Review, CBCL, May 2022
- Pondside Wellfield Extraction Permit, August 12, 2009
- Fullertons Wellfield Extraction Permit, October 25, 2012
- Cable Heights Wellfield Extraction Permit, January 15, 2010
- Final Draft Report Sewer Lift Station Upgrades, Coles Associates Ltd in association with Crandell, a division of Englobe Corp., April 22, 2020
- Final Draft Report Trunk Sewer Analysis, Coles Associates Ltd in association with Crandell, a division of Englobe Corp., March 16, 2020
- Draft Design Brief, Town of Stratford Bunbury Sanitary Lift Station Upgrades, CBCL, February 24, 2023
- Design Brief Town of Stratford Community Campus Site Servicing, CBCL, March 23, 2023
- Town of Stratford Wastewater Delivery System to Charlottetown Pollution Control Plant Design Brief – Revision 2, Stantec Consulting Ltd., October 2, 2019

4.2 Water

The Town of Stratford's existing water infrastructure is well positioned to support the growth and densification required to meet the housing needs. The downtown core and surrounding residential areas are in conformance with the water demand requirements of the Fire Underwriters Survey (FUS), however the downtown core does not currently achieve fire flow duration requirements with the existing infrastructure. With the construction of a second water tower in 2023, the downtown core will soon comply with all FUS requirements and will fully service the expected growth in the downtown core.

The primary major water system upgrade identified in the background study is the requirement for a second town water tower. The second tower is scheduled for completion in December 2023 and will put the Town in an excellent position to accommodate increased development and densification of the Downtown Core (Area 8) and the soon to be completed Community Campus and neighboring undeveloped residential areas.

As described in the background study, the Town of Stratford has several partially developed and/or undeveloped areas within the town boundary that are not currently serviced by central water. These areas include:

- Area 1: located on the west edge of Stratford and partially developed with a mix of seasonal and low-density residential lots. Area 1 includes locations such as Battery Point, Skye Lane, East Keppoch and Zakems. Development of this area will require approximately 3,000 m of new 200-mm municipal watermain and associated water infrastructure.
- Area 2: located south of Strawberry Hill and north of Kinlock Creek is primarily undeveloped farmland with no existing municipal water services. It is bound by Kinlock Road to the west and Georgetown Road to the east, both roads contain municipal watermain. Further densification of this area will require approximately 1,600 m of new 300-mm watermain and associated water infrastructure.
- Area 3: the lower Tea Hill area currently contains a mix of seasonal and low-density residential parcels, Camp Gencheff, and the Town's Tea Hill Park. Extension of water services would first require completion of the Area 2 upgrades described above. With Area 2 upgrades completed, an additional 2,200 m of 300-mm watermain and associated water infrastructure would be required to service the area. It should be noted that completion of the Area 3 watermain would extend the Town's water service to the Town's current limits and would potentially allow

for annexation of Area 4. Alternatively, Area 4 could be serviced with an extension of 1,300 m of 300-mm watermain and associated water infrastructure from Area 5, following the Georgetown Road right-of-way.

- Area 4: this area is not currently within the Town Boundary and is not being considered for development at this time. As noted above, future water servicing of this area could be accommodated with an extension of approximately 1,300 m of 300-mm watermain and associated water infrastructure from Area 3 or Area 5.
- Area 5: is the area identified by the 40 m contour and is considered the “Boosted Zone” or low-pressure zone. For this report, we have considered the additional lands to the north of area 5, up to the Trans-Canada Highway to be included in Area 5. The extended boundary incorporates the Creekside Drive development and undeveloped land to the west. To further develop these areas and provide adequate water supply, an extension of approximately 2,700 m of 300-mm watermain and associated water infrastructure is required. The expanded Area 5 presents reasonable opportunities for development and densification.
- Area 6: is in the northeast section of the current town boundary and consists of low-density residential lots along Mt. Herbert Road, Fullerton’s Marsh Park, and one of the towns wellfields. A sizable portion of this area would be difficult to develop given the current park coverage, existing wellfield area, and lack of vehicular access. There are no existing municipal water services in the area. To meet FUS requirements and develop this area, 1,200 m of 250-mm and 1,300 m of 300-mm watermain and associated water infrastructure is required.
- Area 7: is not currently within the Town Boundary and is not being considered for development at this time. Should this land become part of the Town of Stratford and require municipal water servicing; 2,300m of 250mm watermain and associated water infrastructure would need to be extended from Bunbury Road towards Hollis Avenue and 900 m of the 300-mm watermain and associated water infrastructure described for Area 6 will be required.
- Area 8: is Stratford’s downtown core. It parallels the Trans-Canada Highway and includes the majority of Stratford’s commercial zoning. With the installation of the second water tower in December 2023, Area 8 will be in conformance with the FUS requirements without any further infrastructure upgrades. This is area is the most cost effective and efficient location for densification and development.
- Area 9: refers to all remaining developed or dedicated green space within Stratford. Based on the 2022 Water System Review, Stratford’s existing water infrastructure is capable of meeting water demand and FUS requirements.

The above summaries describe the major upgrades required to extend municipal water services to various locations throughout the town. Detailed design of future subdivisions and developments may require additional service extensions in coordination with each development. All public streets fronting developable parcels shall be designed to include adequate watermain and hydrant coverage in accordance with the Atlantic Canada Water Supply Guidelines.

Table 1: Major Water Infrastructure Upgrades by Area

AREA#	DESCRIPTION	WATERMAIN UPGRADES		
		SIZE (mm)	LENGTH (m)	COST*
1	West Stratford (Langley Beach to Keppoch Beach)	200	3,000	\$ 1,850,000
2	Strawberry Hill to Kinlock Creek	300	1,600	\$ 1,300,000
3	Lower Tea Hill (Bellevue Cove to Tea Hill Park)	300	2,200	\$ 1,800,000
4	East of Lower Tea Hill (Not in Town Boundary)	300	1,200	\$ 1,100,000
5	Lower Pressure Zone (Tea Hill)	300	2,700	\$ 2,050,000
6	Fullertons Marsh, Mt. Herbert Road	250	1,200	\$ 1,850,000
		300	1,300	
7	Northeast of town boundary (Bunbury-Mermaid)	-	-	\$ 2,300,000
8	Existing Downtown Core (TCH)	-	-	\$ -

* Cost summary based on identified watermain size, length, and includes fire hydrants spaced at 150 m with isolation valves at each hydrant. Areas 4 and 7 are currently outside of the Town boundary.

Based on the findings of the water system review, the downtown core area provides the most cost effective and efficient means of further development and densification for the Town.

4.3 Wastewater

As noted in the Town of Stratford Growth Management Strategy and Development Charges Study - Phase 1 Background Studies Report prepared by Stantec, dated July 12, 2023, the Town of Stratford is dependent on 28 duplex wastewater lift stations which direct effluent to a large triplex pumping station. The pumping station then conveys the Town’s effluent through twin 450-mm force-main across the Hillsborough Bridge to the Charlottetown Pollution Control Plant (CPCP) for treatment. The focus of this section of the study is to complete a high-level review of how the Town’s projected population growth will impact the existing infrastructure. For this exercise, it was assumed that the planned upgrades and improvements for the existing wastewater system identified in the Background Studies Report will be completed prior to 2026, except for upgrades to the Mason Road Lift Station and associated force main.

4.3.1 Population Forecast

Existing and future population forecasts used in the following calculations were sourced from the Charlottetown Region Growth Study and Housing Needs Assessment prepared by Stantec, dated May 16, 2022. Within that report, three growth trends were identified based on previous population increases over identified time periods. For this report, the population forecasts with the most aggressive and most recent growth trend, seen between 2016 to 2021, were used.

Table 2: Forecasted Population, Town of Stratfor, 2021-2041

Year	Forecasted Population
2021	11,758
2026	14,896
2031	19,218
2036	24,909
2041	32,441

4.3.2 Existing Development

To establish a baseline condition for existing wastewater flows within the Town, a unit count was completed to estimate the number of units that are currently serviced within each wastewater catchment area. This was completed through review of aerial imagery in combination with GIS information on existing sanitary sewer mains provided by the Town. Per the 2021 Statistics Canada Census data, the average household size within the Town is 2.5 persons per household. Using this average, a population for each catchment was calculated based on the unit count. Slight adjustments were then made to the units in some catchments to ensure the entire population was accounted for. These populations are summarized in Table 3.

Table 3: Catchment Populations

Wastewater Lift Station	Developed Area (ha)	Existing Units	Estimated Population
Bayside	204.15	1114	2785
Bunbury	69.22	449	1123
Mason	45.01	224	560
Horton Park	2.2	36	90
Carriage Lane	3.5	18	45
Pondside	63.27	249	623
Zakems	69.44	268	670
Eastern Realities	29.93	69	173
Schurmans	6.15	41	103
Corish	144.52	427	1068
Mt. Herbert Road	9.1	38	95
Trans-Canada Highway (TCH)	45.01	113	283
Clearview	7.57	18	45
Skye Lane	47.47	201	503
Callaway Close	2.88	4	10
Battery Point	28.4	88	220
Red Rock	10	18	45
East Keppoch	33.06	71	178
Spinnaker Lane	0.8	4	10
Lobster Point	1.8	4	10
Strawberry Hill	6.19	29	73
Stonington	14.09	76	190
Waterfront	2.13	86	215
Forest Trails	39.65	209	523
N/A*	109.53	849	2123
Pumping Station	995.07	4703	11758

*Area does not have an associated lift station and is serviced by gravity sewer mains directly to the Pumping Station.

Through this process, the following catchments were noted as being fully developed with no potential for a significant increase in wastewater flow:

- Carriage Lane
- Horton Park
- Aptos
- Eastern Realities
- Callaway Close
- Schurmans
- Clearview
- Red Rock
- Spinnaker Lane
- Lobster Point
- Stonington

With no additional development anticipated for these areas, the corresponding lift station can be assumed not to require further investment outside of repairs and maintenance due to regular use and life cycle limitations. To account for existing wastewater flow from these catchments, the area's population was added to the immediate downstream catchment containing undeveloped lands.

4.3.3 Baseline (Current) Wastewater Flows

The Final Draft Report Sewer Lift Station Upgrades completed by Coles Associates Ltd. in association with Crandall, a division of Englobe Corp., dated April 22, 2020, noted that metered wastewater flow data from previous studies completed within the Town identified an average per capita flow of 200-250 L/day. The Atlantic Canada Wastewater Systems Guidelines (ACWWA) recommend 380 L/cap/day, which appears to be conservative in comparison to the previously measured flow. To be representative of previously observed existing flows, an average per capita flow of 225 L/day was used in our calculations.

Applying the assigned populations noted above in Table 4, an estimated peak domestic wastewater flow for each catchment was calculated using the following formula:

$$QPDWF = PqM / 86400$$

Where:

QPDWF = Peak domestic wastewater flow, excluding extraneous flow (L/s)

P = Assigned population for the catchment area

Q = Average daily per capita domestic flow (l/cap/d). exclusive of extraneous flow (L/s)

M = Peaking factor as derived from the Harmon Formula as follows:

$$M = 1 + / (4 + P^{0.5})$$

The minimum and maximum permissible peaking factors were set at 2.0 and 4.0, respectively.

To determine the peak wet weather flow and account for general inflow and infiltration through pipes and manholes into wastewater systems, the ACWWA recommends an area allowance ranging between 0.14 to 0.3 L/s per gross ha of area being serviced. Much of the infrastructure located within the Town can be considered relatively new given that it has been installed within the last 30-years. Additionally, it is our understanding that the majority of sewer main are gasketed PVC pipe, which offers enhanced protection against infiltration at pipe joints. Based on this, an allowance of 0.14 L/s/ha was applied to account for inflow and infiltration into the existing system. Table 4 below shows the baseline flows for the existing lift stations.

Table 4: Catchment Populations

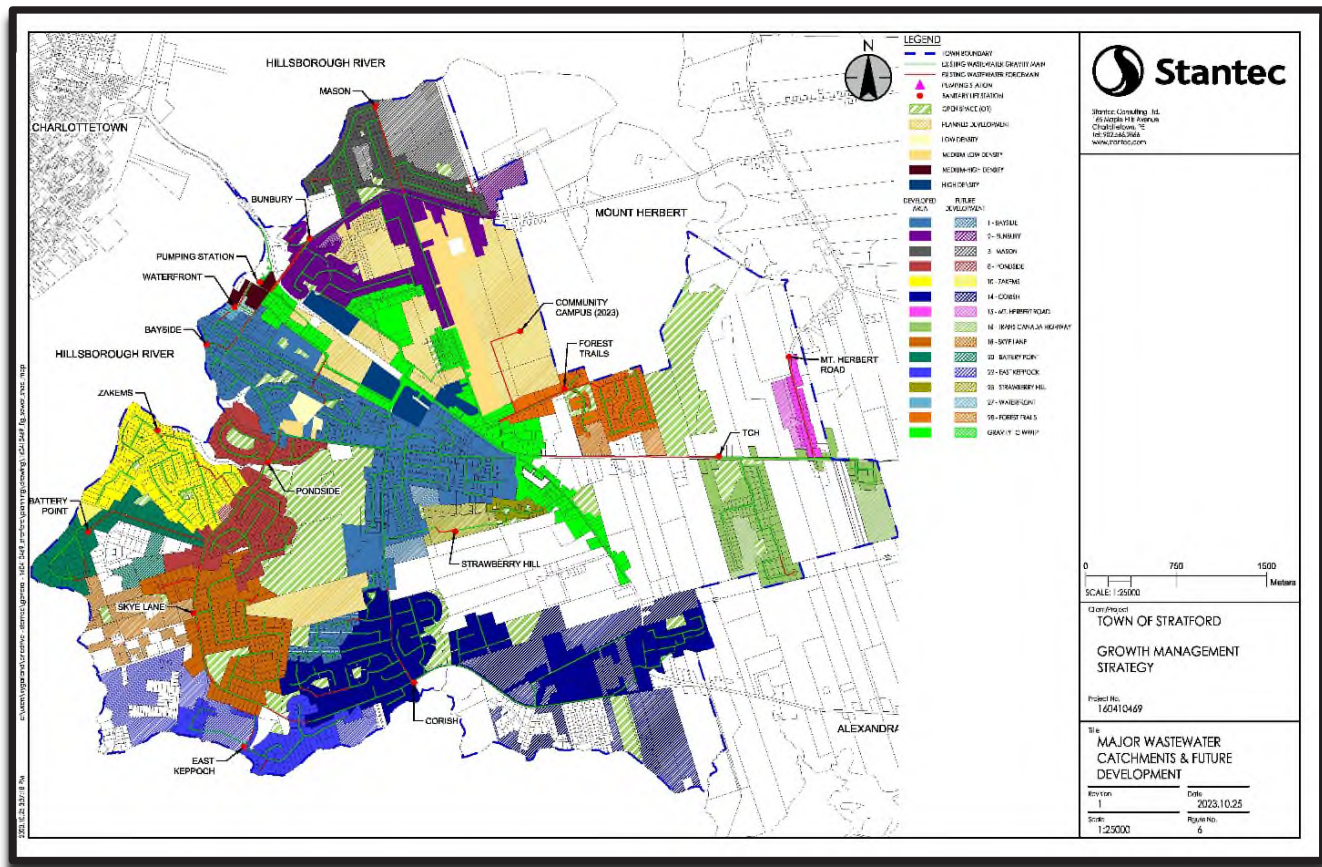
Wastewater Lift Station	Developed Area (ha)	Existing Units	Estimated Population	ADWF (L/s)	Peaking Factor	PDWF (L/s)	I & I (L/s)	PWWF (L/s)	Lift Station PWWF (L/s)
Strawberry Hill	6.19	29	73	0.2	4.00	0.8	0.9	1.6	1.6
Bayside	204.15	1114	2785	7.3	3.47	25.2	28.6	53.7	55.4
Mason	48.51	242	605	1.6	3.93	6.2	6.8	13.0	13.0
Bunbury	71.42	485	1213	3.2	3.74	11.8	10.0	21.8	34.8
Zakems	69.44	268	670	1.7	3.91	6.8	9.7	16.5	16.5
Skye Lane	80.28	274	685	1.8	3.90	7.0	11.2	18.2	18.2
Battery Point	38.4	106	265	0.7	4.00	2.8	5.4	8.1	8.1
Pondside	69.42	290	725	1.9	3.89	7.3	9.7	17.1	59.9
Forest Trails	39.65	209	523	1.4	3.96	5.4	5.6	10.9	10.9
Mt. Herbert Road	9.1	38	95	0.2	4.00	1.0	1.3	2.3	2.3
Trans-Canada Highway (TCH)	52.58	131	328	0.9	4.00	3.4	7.4	10.8	13.0
East Keppoch	35.66	79	198	0.5	4.00	2.1	5.0	7.0	7.0
Corish	158.61	503	1258	3.3	3.73	12.2	22.2	34.4	41.5
Waterfront	2.13	86	215	0.6	4.00	2.2	0.3	2.5	2.5
Pumping Station	995.07	4703	11758	30.6	2.88	88.3	139.3	227.6	227.6

The catchment area that is being serviced by gravity main, and to which all the above lift stations feed, has not been included in the above table. This gravity sewer main is further reviewed in Section 4.2.7 of the study.

4.3.4 Lift Station Catchment Future Development

As noted above in Section 2.1.1, three development scenarios were created though consultation with Town staff and residents, with a final growth management scenario being created through combination of the three. Under this scenario, a total of 9,040 units were identified as potential development within the Town over the next 20-years. This value is based on a combination of currently planned development within the Town (3,058), densification of areas shown on the final scenario (3,751) and building in undeveloped land (2,233) shown on Figure 6. The undeveloped areas are currently zoned either Low Density Residential Large Lot (R1L) or Low Density residential (R1). For these lands it was assumed that development would take place at a density of 7.5 units/ha.

Figure 6: Major Wastewater Catchments & Future Development



Using Figure 6, the units from each of the three categories noted above were placed into their corresponding wastewater catchment areas. A total number of units for each catchment was calculated and the corresponding percentage of total units which this represents was then found (Table 5).

Table 5: Forecasted Development

Wastewater Lift Station	Proposed Development		Scenario 3		Undeveloped Area		Total Units	Percentage of Units
	Area (ha)	Units	Area (ha)	Units	Area (ha)	Units		
Strawberry Hill					15.35	115	115	1%
Bayside	24.58	169	12.22	552	8.69	65	786	9%
Mason					37.97	285	285	3%
Bunbury	23.07	254	20.13	965	10.01	75	1294	14%
Zakems					2.34	18	18	0%
Skye Lane					31.13	233	233	3%
Battery Point					9.14	69	69	1%
Pondside					1.14	9	9	0%
Forest Trails					8.95	67	67	1%
Mt. Herbert Road					6.62	50	50	1%
Trans-Canada Highway (TCH)					19.29	145	145	2%
East Keppoch					50.84	381	381	4%
Corish					96.20	722	722	8%
Waterfront			2.47	124			124	1%
N/A* (Gravity)	43.4	2635	23.19	1423			4058	45%
Community Campus			13.75	687			687	8%
Pumping Station	91.05	3058	71.76	3751	297.67	2233	9041	100%

*Area does not have an associated lift station and is serviced by gravity sewer mains directly to the Pumping Station.

The percentage of units was used to estimate the increase in population for the years 2026, 2031, 2036 and 2041 for each catchment. This is summarized Table 6 below.

Table 6: Catchment Populations

Wastewater Lift Station	2026		2031		2036		2041	
	Pop Increase	Total Pop	Pop Increase	Total Pop	Pop Increase	Total Pop	Pop Increase	Total Pop
Strawberry Hill	40	112	95	167	167	240	263	336
Bayside	273	3058	649	3434	1144	3929	1798	4583
Mason	99	704	235	840	414	1019	651	1256
Bunbury	449	1662	1068	2280	1882	3094	2960	4172
Zakems	6	676	14	684	26	696	40	710
Skye Lane	81	766	193	878	340	1025	534	1219
Battery Point	24	289	57	322	100	365	157	422
Pondside	3	728	7	732	12	737	20	745
Forest Trails	23	546	55	578	98	620	154	676
Mt. Herbert Road	17	112	41	136	72	167	114	209
Trans-Canada Highway (TCH)	50	378	119	447	210	538	331	658
East Keppoch	132	330	315	512	555	752	872	1070
Corish	250	1508	595	1853	1049	2307	1651	2908
Waterfront	43	258	102	317	180	395	284	499
N/A* (Gravity)	1408	3531	3348	5471	5903	8026	9283	11406
Community Campus	238	238	567	567	999	999	1572	1572
Pumping Station	3138	14896	7460	19218	13151	24909	20683	32441

**Area does not have an associated lift station and is serviced by gravity sewer mains directly to the Pumping Station.*

In review of recent Design Briefs completed by CBCL for the Bunbury and Community Campus lift stations, the consultants noted that a wastewater generation rate of 340 L/person/day was utilized in calculating average dry weather flow. The rate was taken from a previous version of the ACWWA guidelines and, while less than the rate of 380 L/person/day suggested in the current version of the guidelines, is conservative in comparison to the typical flow rates measured within the Town during previous studies. Given the unpredictability of the population forecasts and growth patterns, we have applied the increased rate of 340 L/person/day to determine the additional flow resulting from the population being added to each catchment.

Utilizing the projected population and corresponding area of developed land, peak flow rates for the catchment areas at the forecast intervals were calculated and summarized in the following tables. Note that the lift stations have been grouped within the tables based on lift stations that receive pumped flow from upstream lift stations.

Table 7: 2026 Projected Peak Flows

Wastewater Lift Station	2026 Developed Area (ha)	Baseline ADWF (L/s)	2026 Population Increase (Projected)	Additional ADWF (L/s)	Total ADWF (L/s)	2026 Population (Projected)	Peaking Factor	PDWF (L/s)	I & I (L/s)	Catchment PWWF (L/s)	Lift Station PWWF (L/s)	Design Pumping Capacity (per pump) (L/s)
Strawberry Hill	8.52	0.2	40	0.2	0.3	112	4.00	1.4	1.2	2.6	2.6	6.94*
Bayside	211.05	7.3	273	1.1	8.3	3058	3.44	28.6	29.5	58.2	60.7	37.9
Mason	54.27	1.6	99	0.4	2.0	704	3.89	7.6	7.6	15.2	15.2	17.3
Bunbury	79.49	3.2	449	1.8	4.9	1662	3.65	18.0	11.1	29.1	44.3	92.4**
Zakems	69.80	1.7	6	0.0	1.8	676	3.90	6.9	9.8	16.7	16.7	7.04
Skye Lane	85.00	1.8	81	0.3	2.1	766	3.87	8.1	11.9	20.0	20.0	20.19*
Battery Point	39.79	0.7	24	0.1	0.8	289	4.00	3.1	5.6	8.7	8.7	14.7*
Pondside	69.59	1.9	3	0.0	1.9	728	3.88	7.4	9.7	17.1	62.5	63.1
Forest Trails	41.01	1.4	23	0.1	1.5	546	3.95	5.7	5.7	11.5	11.5	30
Mt. Herbert Road	10.10	0.2	17	0.1	0.3	112	4.00	1.3	1.4	2.7	2.7	12.8
Trans-Canada Highway	55.51	0.9	50	0.2	1.1	378	4.00	4.2	7.8	12.0	14.6	43.6
East Keppoch	43.37	0.5	132	0.5	1.0	330	4.00	4.1	6.1	10.2	10.2	9.5
Corish	173.21	3.3	250	1.0	4.3	1508	3.68	15.7	24.2	39.9	50.1	53.6**
Waterfront	2.50	0.6	43	0.2	0.7	258	4.00	2.9	0.4	3.3	3.3	20.47
Community Campus	73.24	7.7	238	0.9	8.7	238	3.55	30.8	2.5	33.3	33.3	26.2

* Community Campus information taken from Design Brief completed by CBCL and dated March 23, 2023. Baseline flows assumes all non-residential uses within catchment area have been fully built out. Population shown is for residential only.

** Design Briefs were not available for these lift stations. Design Pumping Capacity values were sourced from Final Draft Report Sewer Lift Station Upgrades completed by Coles Associates Ltd. in association with Crandall, a division of Englobe Corp., dated April 22, 2020.

*** Design pumping capacity based on planned upgrades to lift stations in fall 2023.

Table 8: 2031 Projected Peak Flows

Wastewater Lift Station	2026 Developed Area (ha)	Baseline ADWF (L/s)	2031 Population Increase (Projected)	Additional ADWF (L/s)	Total ADWF (L/s)	2031 Population (Projected)	Peaking Factor	PDWF (L/s)	I & I (L/s)	Catchment PWWF (L/s)	Lift Station PWWF (L/s)	Design Pumping Capacity (per pump) (L/s)
Strawberry Hill	11.73	0.2	95	0.4	0.6	167	4.00	2.3	1.6	3.9	3.9	6.94*
Bayside	220.56	7.3	649	2.6	9.8	3434	3.39	33.3	30.9	64.1	68.0	37.9
Mason	62.21	1.6	235	0.9	2.5	840	3.85	9.6	8.7	18.3	18.3	17.3
Bunbury	90.61	3.2	1068	4.2	7.4	2280	3.54	26.1	12.7	38.7	57.1	92.4**
Zakems	70.28	1.7	14	0.1	1.8	684	3.90	7.0	9.8	16.9	16.9	7.04
Skye Lane	91.51	1.8	193	0.8	2.5	878	3.84	9.8	12.8	22.6	22.6	20.19*
Battery Point	41.70	0.7	57	0.2	0.9	322	4.00	3.7	5.8	9.5	9.5	14.7*
Pondside	69.83	1.9	7	0.0	1.9	732	3.88	7.4	9.8	17.2	66.1	63.1
Forest Trails	42.88	1.4	55	0.2	1.6	578	3.94	6.2	6.0	12.2	12.2	30
Mt. Herbert Road	11.49	0.2	41	0.2	0.4	136	4.00	1.6	1.6	3.2	3.2	12.8
Trans-Canada Highway	59.54	0.9	119	0.5	1.3	447	4.00	5.3	8.3	13.6	16.9	43.6
East Keppoch	54.00	0.5	315	1.2	1.8	512	3.97	7.0	7.6	14.5	14.5	9.5
Corish	193.31	3.3	595	2.3	5.6	1853	3.61	20.3	27.1	47.3	61.9	53.6**
Waterfront	3.02	0.6	102	0.4	1.0	317	4.00	3.9	0.4	4.3	4.3	20.47
Community Campus	76.11	7.7	567	2.2	10.0	567	3.50	34.9	2.5	37.4	37.4	26.2

* Community Campus information taken from Design Brief completed by CBCL and dated March 23, 2023. Baseline flows assumes all non-residential uses within catchment area have been fully built out. Population shown is for residential only.

** Design Briefs were not available for these lift stations. Design Pumping Capacity values were sourced from Final Draft Report Sewer Lift Station Upgrades completed by Coles Associates Ltd. in association with Crandall, a division of Englobe Corp., dated April 22, 2020.

*** Design pumping capacity based on planned upgrades to lift stations in fall 2023.

Table 9: 2036 Projected Peak Flows

Wastewater Lift Station	2026 Developed Area (ha)	Baseline ADWF (L/s)	2031 Population Increase (Projected)	Additional ADWF (L/s)	Total ADWF (L/s)	2031 Population (Projected)	Peaking Factor	PDWF (L/s)	I & I (L/s)	Catchment PWWF (L/s)	Lift Station PWWF (L/s)	Design Pumping Capacity (per pump) (L/s)
Strawberry Hill	15.95	0.2	167	0.7	0.8	240	4.00	3.4	2.2	5.6	5.6	6.94*
Bayside	233.07	7.3	1144	4.5	11.8	3929	3.34	39.3	32.6	71.9	77.5	37.9
Mason	72.65	1.6	414	1.6	3.2	1019	3.79	12.2	10.2	22.3	22.3	17.3
Bunbury	105.25	3.2	1882	7.4	10.6	3094	3.43	36.2	14.7	51.0	73.3	92.4**
Zakems	70.93	1.7	26	0.1	1.8	696	3.90	7.2	9.9	17.1	17.1	7.04
Skye Lane	100.07	1.8	340	1.3	3.1	1025	3.79	11.8	14.0	25.8	25.8	20.19*
Battery Point	44.21	0.7	100	0.4	1.1	365	4.00	4.3	6.2	10.5	10.5	14.7*
Pondside	70.14	1.9	12	0.0	1.9	737	3.88	7.5	9.8	17.3	70.8	63.1
Forest Trails	45.34	1.4	98	0.4	1.7	620	3.92	6.8	6.3	13.2	13.2	30
Mt. Herbert Road	13.31	0.2	72	0.3	0.5	167	4.00	2.1	1.9	4.0	4.0	12.8
Trans-Canada Highway	64.85	0.9	210	0.8	1.7	538	3.96	6.7	9.1	15.7	19.7	43.6
East Keppoch	67.99	0.5	555	2.2	2.7	752	3.88	10.5	9.5	20.0	20.0	9.5
Corish	219.78	3.3	1049	4.1	7.4	2307	3.54	26.2	30.8	57.0	76.9	53.6**
Waterfront	3.70	0.6	180	0.7	1.3	395	4.00	5.1	0.5	5.6	5.6	20.47
Community Campus	79.89	7.7	999	3.9	11.7	2965	3.45	40.2	2.5	42.7	42.7	26.2

* Community Campus information taken from Design Brief completed by CBCL and dated March 23, 2023. Baseline flows assumes all non-residential uses within catchment area have been fully built out. Population shown is for residential only.

** Design Briefs were not available for these lift stations. Design Pumping Capacity values were sourced from Final Draft Report Sewer Lift Station Upgrades completed by Coles Associates Ltd. in association with Crandall, a division of Englobe Corp., dated April 22, 2020.

*** Design pumping capacity based on planned upgrades to lift stations in fall 2023.

Table 10: 2041 Projected Peak Flows

Wastewater Lift Station	2041 Developed Area (ha)	Baseline ADWF (L/s)	2041 Population Increase (Projected)	Additional ADWF (L/s)	Total ADWF (L/s)	2041 Population (Projected)	Peaking Factor	PDWF (L/s)	I & I (L/s)	Catchment PWWF (L/s)	Lift Station PWWF (L/s)	Design Pumping Capacity (per pump) (L/s)
Strawberry Hill	21.54	0.2	263	1.0	1.2	336	4.00	4.9	3.0	7.9	7.9	6.94*
Bayside	249.64	7.3	1798	7.1	14.3	4583	3.28	47.0	34.9	81.9	89.9	37.9
Mason	86.48	1.6	651	2.6	4.1	1256	3.73	15.5	12.1	27.6	27.6	17.3
Bunbury	124.63	3.2	2960	11.6	14.8	4172	3.32	49.1	17.4	66.6	94.1	92.4**
Zakems	71.78	1.7	40	0.2	1.9	710	3.89	7.4	10.0	17.5	17.5	7.04
Skye Lane	111.41	1.8	534	2.1	3.9	1219	3.74	14.5	15.6	30.1	30.1	20.19*
Battery Point	47.54	0.7	157	0.6	1.3	422	4.00	5.2	6.7	11.9	11.9	14.7*
Pondside	70.56	1.9	20	0.1	2.0	745	3.88	7.6	9.9	17.5	77.0	63.1
Forest Trails	48.60	1.4	154	0.6	2.0	676	3.90	7.7	6.8	14.5	14.5	30
Mt. Herbert Road	15.72	0.2	114	0.4	0.7	209	4.00	2.8	2.2	5.0	5.0	12.8
Trans-Canada Highway	71.87	0.9	331	1.3	2.2	658	3.91	8.4	10.1	18.5	23.5	43.6
East Keppoch	86.50	0.5	872	3.4	3.9	1070	3.78	14.9	12.1	27.0	27.0	9.5
Corish	254.81	3.3	1651	6.5	9.8	2908	3.45	33.7	35.7	69.4	96.4	53.6**
Waterfront	4.60	0.6	284	1.1	1.7	499	3.97	6.7	0.6	7.3	7.3	20.47
Community Campus	84.9	7.7	1572	6.2	13.9	3538	3.38	47.1	2.5	49.6	49.6	26.2

* Community Campus information taken from Design Brief completed by CBCL and dated March 23, 2023. Baseline flows assumes all non-residential uses within catchment area have been fully built out. Population shown is for residential only.

** Design Briefs were not available for these lift stations. Design Pumping Capacity values were sourced from Final Draft Report Sewer Lift Station Upgrades completed by Coles Associates Ltd. in association with Crandall, a division of Englobe Corp., dated April 22, 2020.

*** Design pumping capacity based on planned upgrades to lift stations in fall 2023.

4.3.5 Summary Of Lift Station Upgrades

Based on the forecasted population and distribution of development predicted from planned development, final scenario typology, and undeveloped land within the Town; ten (10) of the existing lift stations located within the Town will require upgrades by 2041. Table 11 below summarizes these upgrades, including at what time horizon they would be required.

Table 11: Lift Station Improvements

Year	Lift Station Requiring Upgrades
2026	Bayside, Zakems, East Keppoch, Community Campus
2031	Mason, Skye Lane, Pondsides, Corish,
2036	-
2041	Strawberry Hill, Bunbury

It should be noted that the above upgrades are based on the projected peak flow rates when compared against the current or planned pump capacities. The following provides further context regarding some of the lift stations.

- Bayside current pumping capacity is based on a smaller catchment than what has been presumed in the projections. The baseline and projected flows at this lift station have assumed the planned diversion manhole at the intersection of Stratford Road and Keppoch Road, noted in section 2.6.2.1 of the Background Studies Report, has been installed. As such, it is anticipated that upgrades to this lift station will be completed in coordination with the diversion manhole being installed, as recommended in the Final Draft Report Sewer Lift Station Upgrades by Coles/Crandell. With the completion of the planned upgrades, no additional upgrades would be required.
- The Zakems projected flows are predicated on the assumption that the Aptos lift station has been removed, with flow being diverted to the Zakems lift station. Again, this is a planned upgraded previously identified by the Town and noted in the Background Studies Report. It is recommended that these planned improvements account for any potential future development within the catchment to avoid the need for future improvements.
- Planned upgrades are being completed on the Corish pumping station in 2023 to increase the pumping capacity (per pump) to 53.6 L/s.
- Mason pumping capacity (per pump) is based on the current condition. It is anticipated that planned upgrades noted in the Background Studies Report will be sufficient to service the future development in the catchment area.

4.3.6 Gravity Trunk Review

A Trunk Sewer Analysis was completed in 2020 by Coles Associates in association with Crandell to assess the capacity of the existing sewer trunk which runs from Georgetown Road northwest through the Town to where it enters the Pumping Station. Effluent from all lift stations noted above is pumped into this gravity trunk where it is then conveyed to the pumping station. In the 2020 analysis, the trunk main was divided into sections based on contributing areas, and sub-catchments were established to distribute flows appropriately. These sub-catchments have been maintained for the purpose of our review.

A project population for each of the nine sub-catchment areas was determined for each of the time horizons based on existing unit count and forecasted development as shown in Table 4 above. The following steps were then taken to determine the additional flow resulting from the predicted population growth within each of the sub-catchments:

1. A wastewater generation rate of 340 L/person/day was used to calculate the average dry weather flow for the added population in each sub-catchment.
2. A peaking factor was calculated to determine a peak dry weather flow. Total population, existing & forecasted, was used in this calculation.
3. An allowance of 0.14 L/s/ha was applied to account for inflow and infiltration from areas within the sub-catchments that are not currently serviced.

The peak wet weather flow for each of the time horizons was added to the existing (theoretical) peak flows shown in Table 3: Existing Flows of the Trunk Sewer Analysis report and contributing pumped flow from the lift stations that was calculated and shown in tables 7 to 10. Tables 12 to 15 below summarizes these peak flows.

Table 12: 2026 Flows

Sub-catchment Areas*	Existing (2020) Peak Flow (L/s)*	Added Catchment Flow (L/s)	Contributing Pumped Flow (L/s)	Estimated Peak Flow (L/s)
30-1	0.67	0.00	-	0.7
30-2	1.04	0.00	-	1.0
30-3	0.00	0.00	43.6	43.6
30-4	33.15	3.41	61.3	97.8
30-5	18.47	1.56	-	20.0
30-6	7.22	14.71	-	21.9
30-7	12.25	0.08	116.7	129.0
30-8	1.22	0.00	60.7	61.9
30-9	0.00	0.72	92.4	93.1

* Areas and existing (2020) peak flows sourced from Final Draft Report Trunk Sewer Analysis, Coles Associates Ltd in association with Crandell, a division of Englobe Corp., March 16, 2020

Table 13: 2031 Flows

Sub-catchment Areas*	Existing (2020) Peak Flow (L/s)*	Added Catchment Flow (L/s)	Contributing Pumped Flow (L/s)	Estimated Peak Flow (L/s)
30-1	0.67	0.00	-	0.7
30-2	1.04	0.00	-	1.0
30-3	0.00	0.00	43.6	43.6
30-4	33.15	7.88	67.4	108.4
30-5	18.47	3.66	-	22.1
30-6	7.22	33.06	-	40.3
30-7	12.25	0.19	128.0	140.4
30-8	1.22	0.00	68.0	69.2
30-9	0.00	1.62	92.4	94.0

* Areas and existing (2020) peak flows sourced from Final Draft Report Trunk Sewer Analysis, Coles Associates Ltd in association with Crandell, a division of Englobe Corp., March 16, 2020

Table 14: 2036 Flows

Sub-catchment Areas*	Existing (2020) Peak Flow (L/s)*	Added Catchment Flow (L/s)	Contributing Pumped Flow (L/s)	Estimated Peak Flow (L/s)
30-1	0.67	0.00	-	0.7
30-2	1.04	0.00	-	1.0
30-3	0.00	0.00	43.6	43.6
30-4	33.15	13.50	72.7	119.4
30-5	18.47	6.37	-	24.8
30-6	7.22	55.28	-	62.5
30-7	12.25	0.34	147.8	160.3
30-8	1.22	0.00	77.5	78.7
30-9	0.00	2.71	92.4	95.1

* Areas and existing (2020) peak flows sourced from Final Draft Report Trunk Sewer Analysis, Coles Associates Ltd in association with Crandell, a division of Englobe Corp., March 16, 2020

Table 15: 2041 Flows

Sub-catchment Areas*	Existing (2020) Peak Flow (L/s)*	Added Catchment Flow (L/s)	Contributing Pumped Flow (L/s)	Estimated Peak Flow (L/s)
30-1	0.67	0.0	-	0.7
30-2	1.04	0.0	-	1.0
30-3	0.00	0.0	43.6	43.6
30-4	33.15	20.6	79.6	133.3
30-5	18.47	9.9	-	28.3
30-6	7.22	82.6	-	89.8
30-7	12.25	0.5	173.4	186.2
30-8	1.22	0.0	89.9	93.4
30-9	0.00	4.0	94.1	98.2

* Areas and existing (2020) peak flows sourced from Final Draft Report Trunk Sewer Analysis, Coles Associates Ltd in association with Crandell, a division of Englobe Corp., March 16, 2020

The trunk main was divided into seven sections based on where the flows from the sub-catchment areas contributed to it. Table 16 below shows the minimum capacity within each section as well as the total estimated peak flow within each of the trunk sections during the time horizons.

Table 16: Estimated Trunk Main Peak Flows

Chainages (m)	Pipe Size	Contributing Catchments	Minimum Capacity (L/s)*	2026 Flow (L/s)	2031 Flow (L/s)	2036 Flow (L/s)	2041 Flow (L/s)
4+378.8 to 3+013.9	200	30-1, 30-2	21.1	1.7	1.7	1.7	1.7
3+013.9 to 2+382.4	300	30-3	71.0	45.3	45.3	45.3	45.3
2+382.4 to 1+936.0	300	30-4	89.2	143.1	153.8	164.7	178.6
1+936.0 to 1+861.6	300	30-5	118.1	163.2	175.9	189.5	207.0
1+861.6 to 0+952.7	375	30-6	85.4	185.1	216.2	252.0	296.7
0+952.7 to 0+094.5	600	30-7	212.5	314.1	356.6	412.4	483.0
0+094.5 to 0+000	600	30-8, 30-9	705.7	469.2	519.9	586.2	674.6

* Minimum capacity as noted in Appendix C of the Final Draft Report Trunk Sewer Analysis, Coles Associates Ltd in association with Crandell, a division of Englobe Corp., March 16, 2020

Based on the estimated flows generated from the projected development and population growth, the trunk main from station 0+952.7 to 2+382.4 would require upsizing to satisfy the estimated peak flows. The following is a summary of these upgrades.

Table 17: Trunk Main Upgrades

Chainage	Existing Pipe Diameter (mm)	Proposed Pipe Diameter (mm)	Upgraded Capacity (L/s)
2+382.4 to 1+861.6	300	450	268.9
1+861.6 to 0+952.7	375	600	409.4

Several sections of existing pipe between station 0+094.5 and 0+952.7 do not have the capacity to satisfy the estimate peak flows for the year 2026 and beyond, however, based on the modelling completed for the Trunk Sewer Analysis report, this section of pipe experiences only minor surcharging when subjected to a peak flow of 448.30 L/s. This flow is only exceeded under the 2041 estimated peak flow by 34.7 L/s. Therefore, we would not recommend upgrades to this section of pipe without further modelling being completed, which is outside of the limit of scope for this report.

4.3.7 Pumping Station Review

The pumping station will receive the peak flow from the gravity trunk sewer plus the flow from the Waterfront lift station which enters just prior to the pumping station inlet. The total estimated peak flows area summarized in Table 18.

Table 18: Pumping Station Estimated Peak Flows

Year	Trunk Sewer Peak Flow (L/s)	Waterfront Lift Station Estimated Peak Flow (L/s)	Total Peak Flow @ Pumping Station (L/s)
2026	469.2	3.3	472.5
2031	519.9	4.3	524.2
2036	586.2	5.6	591.8
2041	674.6	7.3	681.9

Per the design brief titled Town of Stratford Wastewater Delivery System to Charlottetown Pollution Control Plant Design Brief – Revision 2 prepared by Stantec Consulting Ltd. and dated October 2, 2019; the current pumps have been sized such that each pump has the capacity to handle a minimum flow of 240 L/s. This allows for two of the pumps to handle a peak flow of 480 L/s if the third pump is offline. The system has been designed with the ability to upgrade the pumps to handle a minimum flow of 285.5 L/sec (571 L/s with two pumps in operation).

Comparing these pump flows against the estimated peak flows in Table 18 shows that the 480 L/s flow will be exceeded sometime between the years 2026 and 2031. This is consistent with what was noted in the design brief when it is considered that the 2031 estimated population used is 19,218 versus the 17,000 used previously. Furthermore, the projected peak flow of 570.9 L/s for the year 2038 (estimated population of 20,500) shown in the pumping station design brief would be exceeded prior to 2036 based on the population projections used for this study.

The design brief assumes that the pumps will have been upgraded prior to 2031 when the peak flow was estimated to be 479.6 L/s. This is consistent with the peak flows estimated in this report, however, based on Table 19 it would be prudent to upgrade the pumps to handle a minimum flow of 296 L/s rather than the 286 L/s noted in the design brief. This is based on each pump having the capacity to handle half of the 2036 estimate peak flow. Table 19 below summarizes the pumping characteristics of the wet-well for the 2026, 2031 & 2036 estimated peak flows.

Table 19: Wet-Well Pumping Characteristics

Year	Estimated Peak Flow (L/s)	Pump Rate (L/s)	Drawdown Time ¹ (min)	Avg. Fill Time (min)	Cycle Time ² (min)	Starts Per Hour
2026	472.5	592 ³	8.4	2.1	10.5	4
2031	524.2	592 ³	14.7	1.9	16.7	3
2036	591.8	622 ⁴	33.6	1.7	35.2	2

Notes:

1. Drawdown time assumes peak incoming flow is constant during pump run time.
2. Cycle Time assumes that 2 pumps are running every cycle for the 2026 and 2031 peak events; and 3 pumps are running every cycle for the 2036 peak event.
3. For the 2026 and 2031 peak flows, it is assumed that the pumps have been upgraded to approximately 296 L/s per pump, and that two pumps are running.
4. For the 2036 peak flow, it is assumed that the pumps have been upgraded to approximately 296 L/s per pump, and that three pumps are running, with a 30% loss of output due to additional headloss.

As described in the design brief, the total active volume within the wet well is 98 cubic meters. At the 2036 estimated peak flow of 591.8 L/s (35.5 m³/min), this would provide only 2.8 minutes before the system begins to experience a backup of sewage, assuming all pumps are offline. The gravity bypass has been designed such that it will convey approximately 600 L/s with a headwater of 1.7m, with a maximum allowable headwater within the wet well of 1.76m. These parameters have been noted to highlight the fact that under the estimated 2036 peak flow, the existing pumping station infrastructure will be nearing ultimate capacity.

The twin 450 mm diameter force mains from the pumping station to the CPCP were selected to provide the minimum cleansing velocity of 0.6 m/s for the peak flows noted in the design brief. The below table summarizes the expected velocities in each of the force-mains based on 1, 2, or 3 pumps operating at the 2023 peak flow.

Table 20: Force Main Velocities

Condition	Expected Pump Flow Rate		Pipe Velocity (m/sec)	
	(L/sec)	(m³/sec)	Duty Forcemain	Second Forcemain ¹
1 Pump Running	296	0.30	1.86	0.00
2 Pumps Running	592	0.59	1.86	1.86
3 Pumps Running ²	622	0.62	1.96	1.96

Notes:

1. When a single pump is running only one forcemain will be in operation, thus the second forcemain will have no flow.
2. It was assumed that pump output when all three pumps are running will be reduced by 30% due to uncreased headloss.

Based on the estimated peak flows, upgrades will be required to the existing pumps prior to 2026 for the installation of three new pumps sized to handle a minimum flow of 296 L/s per pump. The requirement of upgraded pumps is similar to what was outlined in the pumping station design brief; however, the forecasted flows from this study would suggest this upgrade will be required earlier with larger pumps than previously noted.

Additional upgrades may be required to increase pump, wet well, and gravity bypass capacity prior to 2041 based on the estimated peak flows for the projected population at that time horizon. Given the uncertainty of the rate of population growth and actual wastewater generation rates, revisions or upgrades to these items would require further investigation of the Town's wastewater generation rates following increased population growth.

4.3.8 Charlottetown Pollution Control Plant (Cpcp)

The Town of Stratford has entered into an agreement with the City of Charlottetown to allow for all effluent from the Town's wastewater system to be pumped to and treated by the CPCP. This agreement was entered into in 2017 with an initial term of 20 years, to be renewed automatically for successive five-year terms. With this, the Town of Stratford agrees to pay the City of Charlottetown an annual fee consisting of a flow fee, equal to the proportion of flow contributed by the Town to the CPCP multiplied by the Annual Plant Costs as defined in the agreement, and an admin fee, equal to 15% of the flow fee. For the years 2019-2024, the annual fee shall not exceed the flow delivered from the Town to the CPCP multiplied by a predetermined per metre cubed rate.

Costs related to the upgrade and expansion of the CPCP are included within the Annual Plant Costs, for which the Town of Stratford pays it proportionate share as noted above.

4.3.9 Summary

The following is a summary of upgrades required to satisfy the estimated flows calculated for the purpose of this study, along with anticipated timing and costs associated with those upgrades. A Class 5 construction cost estimate has been developed at this stage. As per the AACE Cost Estimate Classification System, a Class 5 estimate is typical for concept screening and has an expected accuracy range of -50% to +100%.

Table 21: Wastewater System Upgrades

Description	Estimated Timing	Class 5 Cost Estimate	Assumptions
Bayside Lift Station & force main Upgrades	2026*	\$1,500,000	<ul style="list-style-type: none"> New pumps (1 Duty + 1 Standby Configuration) Force-main replacement - 650m 300mm Ø force-main c/w asphalt pathway removal & reinstatement
Zakems Lift Station Upgrade	2026*	\$500,000	<ul style="list-style-type: none"> New pumps (1 Duty + 1 Standby Configuration)
East Keppoch Lift Station & Force Main Upgrades	2026	\$1,400,000	<ul style="list-style-type: none"> New pumps (1 Duty + 1 Standby Configuration) New force main installation 840m 150mm Ø force-main c/w road structure removal & reinstatement on Keppoch Road (2m width)
Community Campus lift Station Upgrade	2026	\$650,000	<ul style="list-style-type: none"> New pumps (1 Duty + 1 Standby Configuration) New ductile iron piping 200mm Ø
Pumping Station Pump Upgrade	2026	\$2,000,000	<ul style="list-style-type: none"> New pumps (2 Duty + 1 Standby Configuration)
Replace 300mm Ø sewer main with 450mm Ø (525 lm)	2026	\$875,000	<ul style="list-style-type: none"> Assumes main outside of road structure No borrow material, assumes in-situ material suitable for backfill Assumes pipe bursting at intersection of TCH & Jubilee Road No rock excavation
Replace 375mm Ø sewer main with 600mm Ø (910 lm)	2026	\$1,800,000	<ul style="list-style-type: none"> Includes for curb & gutter and road structure to be reinstated (3m width) No borrow material, assumes in-situ material suitable for backfill Assumes directional drilling at intersection of TCH & Jubilee Road No rock excavation
Mason Lift Station Upgrade	2031	\$500,000	<ul style="list-style-type: none"> New pumps (1 Duty + 1 Standby Configuration)
Skye Lane Lift Station Upgrade	2031	\$450,000	<ul style="list-style-type: none"> New pumps (1 Duty + 1 Standby Configuration)
Pondside Lift Station Upgrade	2031	\$700,000	<ul style="list-style-type: none"> New pumps (1 Duty + 1 Standby Configuration) Replace internal pumping Replace portion of 200mm Ø forcemain with 250mm
Corish Lift Station Upgrade	2031	\$1,100,000	<ul style="list-style-type: none"> New pumps (1 Duty + 1 Standby Configuration)
Strawberry Hill Lift Station Upgrade	2041	\$100,000	<ul style="list-style-type: none"> New pumps (1 Duty + 1 Standby Configuration)
Bunbury Lift Station Upgrade	2041	\$450,000	<ul style="list-style-type: none"> New pumps (1 Duty + 1 Standby Configuration)

* Required at time of installation of diversion manhole at the intersection of Stratford Road & Keppoch Road.

* Required at time of Aptos lift station decommissioning.

The above calculations and noted upgrades are highly dependent on the actual rate of population growth and pattern of development within the Town. Monitoring of existing flows was not completed as part of this scope of work, nor was data available for existing flows within the system. Further investigation should be completed to determine actual flows within the system prior to any upgrades being initiated.



5 Additional Infrastructure

5.1 Stormwater

As described in the Background Study Report, all public roadways and stormwater infrastructure, including pipes, manholes, catch basins, culverts, and ditches, are the responsibility of the PEI Department of Transportation and Infrastructure (PEI DTI). As a result, the costs associated with the maintenance and upkeep of this infrastructure is also the responsibility of the provincial government. Furthermore, the review and approval for any new stormwater infrastructure required for development within the Town is completed by the province.

It was also noted that PEI DTI now requires all roadways within new developments be curbed cross-section with storm sewer mains rather than the traditional road cross-section with ditches. This change gives further support to establishing major conveyance and stormwater management facilities through the Town. PEI DTI has expressed a willingness to collaborate with the Town on this as the impacts of climate change continue to escalate with the increase in frequency and intensity of storm events. Taking a broader approach to stormwater management, rather than at the individual lot level, will enable for more densified development which may otherwise be impeded by the requirement to control peak flows.

5.2

Transportation

Recent upgrades to the Trans-Canada Highway, Glen Stewart Drive, and multiple active trail installations throughout the town, puts Stratford's transportation infrastructure in a good position to support added growth and density. As discussed in the background study, several existing intersections are targeted for upgrades and revisions which will further improve the flow of traffic and pedestrians throughout the town. The roads and intersections are property of the province, and all upgrades will be completed in coordination with, and under the direction of the Province of PEI Department of Transportation and Infrastructure (DTI). Together with DTI, The Town should continue to incorporate active modes of transportation for new road corridors and look to increase access to active transportation in existing populated areas.

As stated in Section 5 of the Official Plan, the key challenge for the town is to incur a modal shift towards sustainable modes of transportation such as Transit and active transportation. The optimized scenario provides an opportunity to expand transit service and active transportation infrastructures to areas of higher density.

5.2.1

Active Transportation

Stantec understands that the Town recently has an updated Active Transportation Master Plan complete which includes recommendations for improvements to existing infrastructure and criteria for new projects. Any new development should follow the planning concept of the Town's Active Transportation plan and provide connection to existing infrastructure to promote active transportation.

5.2.2 Transit

With increasing demand for public transit, the coordination of active trails and properly located bus stops is encouraged. Easily accessible and safe bus stop locations will help increase use of this service. The addition of street-side bus layby's is an example of a small infrastructure upgrade that helps improve safety for the transit users as well as reduced congestion and delays for automobile users.

The current transit network runs near the localization of the proposed residential development of the optimized scenario. But the transit network will need adjusting to better serve residents on Stratford Road, and of the future Fox Woods development.

It will be important to expand service beyond commuting periods. Bus services should be provided during the day, and Saturday. Consideration should be made to provide service on Sunday also.

Amenities such as bus shelters should also be provided at bus stops to increase comfort of transit users.

5.2.3 Road Network

The Town wishes to maintain the current road capacity. At the planning stage of each development, a traffic impact assessment will be needed to ensure that the road network can serve the additional vehicles without an increase in capacity such as new auxiliary lanes, dedicated turning lanes, and modifications to existing signalized intersection timing. Access to new development shall be designed to ensure proper site lines and spacing are maintained per the Transportation Association of Canada (TAC) Guidelines.

5.3 Parks and Recreation Facilities

The Stratford Community Campus is now under construction and will only add to an existing mix of parks, recreation facilities, and public programs for the residents of Stratford. Planned development of a waterfront park will help support the densification of the downtown core and waterfront areas. No significant additions are recommended to the Town's existing parks and recreational facilities beyond the already proposed facilities mentioned above and within the background study.





6 CONCLUSION AND ACTIONS

The goal of this municipal growth management study was to determine the most efficient and cost-effective approach to accommodate future development for the Town of Stratford. The strategy evaluated both the expected level of growth that Stratford can expect in the years to come, and the necessary infrastructure needed to support it. Population forecasting determined that the community could see significant increases in the coming years, within a range of 25,167 and 32,441 residents by 2041. Therefore, future planning on how best to accommodate this explosive growth is critical for the Town.

The ability of Stratford to accommodate development will ultimately depend on the mix of targeted growth areas and a range of housing options. Higher density residential uses will be essential to help meet the growing demand for housing, as will a mix of housing typologies, and it will be important to direct growth to areas that use the existing land base efficiently, and to areas where infrastructure capacity and services exist and can be expanded and upgraded economically. What will also be essential for the success of this strategy and the Town's future prosperity, will be changes in community acceptance to higher density developments and strong leadership to address the challenges and opportunities that communities struggle with as their communities evolve. Overall, this strategy positions Stratford to be proactive and presents an opportunity to help ensure that the future growth and development of the community can be accommodated in a strategic way.

Recommendations

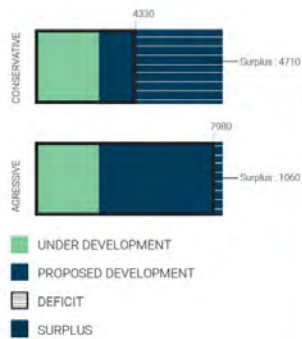
Given the projected housing needs for the Town, we would **recommend** the following actions be taken:

- i The growth management strategy be implemented as soon as reasonably possible.
- ii The implementation of the strategy would be best served during an Official Plan and Zoning Development By-law review process.
- iii That a comprehensive review of the residential zones and approval process be evaluated and streamlined to help facilitate housing supply.
- iv That the Town continue to advance work under the Shape Stratford project and develop a marketing and communication strategy to inform residents about population growth to combat “NIMBYism” and notify the public on the needs and benefits of a range of housing options.
- v That the cost projections noted in this strategy be monitored frequently, by comparing actual population growth against the population growth forecasts upon which these cost projections were based.



Town of Stratford Growth Management Scenario

OPTIMIZED SCENARIO



SHAPING YOUR COMMUNITY CONVERSATIONS:

Interactive Tools and Collaborative Approaches for Engaging the Public

By Samantha Murphy, Michelle L. MacDonald, and Wendy Watts

SUMMARY

Shape Stratford is a Canada Mortgage and Housing Corporation funded project, led by the Town of Stratford in Prince Edward Island, that has created a toolkit and platform to engage residents and council in community conversations on shaping the future growth of their municipality. Using interactive modelling tools, an online public engagement space, e-learning modules on planning – all hosted on an online platform – and a public education campaign on demystifying density, the project focused on collaboration as a way to build community support for densification and diverse housing forms. The methods and tools developed through Shape Stratford are now available for other municipalities to tap into as well, offering an avenue to address one of the barriers to housing delivery.

SOMMAIRE

Shape Stratford est un projet financé par la Société canadienne d'hypothèques et de logement, dirigé par la ville de Stratford (Île-du-Prince-Édouard), qui a créé une boîte à outils et une plateforme pour engager les habitants et le conseil municipal dans des conversations communautaires sur la définition de la croissance future de leur municipalité. À l'aide d'outils de modélisation interactifs, d'un espace d'engagement public en ligne, de modules d'apprentissage en ligne sur la planification, tous hébergés sur une plateforme en ligne, et d'une campagne d'éducation publique sur la démystification de la densité, le projet s'est concentré sur la collaboration comme moyen d'obtenir le soutien de la communauté en faveur de la densification et de diverses formes de logement. Les méthodes et les outils développés dans le cadre de Shape Stratford sont désormais à la disposition d'autres municipalités, qui peuvent ainsi s'attaquer à l'un des obstacles à la construction de logements.



The Housing Supply Challenge is one of the several tools implemented by the Canada Mortgage and Housing Corporation (CMHC) in response to the national housing crisis. Launched in 2021, the program – which has operated for five rounds, each with a different theme – provides funding to projects that strive to encourage innovative solutions to increasing housing supply. A key element of these 18-month projects is to engineer solutions that can be adapted and implemented in other jurisdictions.

The Town of Stratford (PEI) was one of 14 recipients selected for the Housing Supply Challenge through its second round of funding in 2022, which focused on predevelopment. Being a small municipality (approximately 11,000 residents) with high population growth in recent years and a historical pattern of low-density development, the selected project – Shape Stratford – was precipitated by barriers experienced with several rezoning applications for higher density developments. These applications had suffered from fractious public discussions, neighbourhood opposition, appeals on decisions, and frustration on the part of developers who had invested significant resources in pre-development without subsequent approvals. Stratford Council was interested in exploring new ways to educate and engage residents around growth and land use planning through collaborative conversations outside debate on any specific application or municipal process, with hopes of normalizing increased density and variety of housing forms.

Shape Stratford had three specific objectives:

1. Aim to increase housing supply by combating barriers to pre-development through a public education and engagement campaign that seeks to educate about land use planning and normalize increasing density and varieties of housing form.
2. Establish an Affordable Housing Task Force engaging developers, Council and the community on Stratford's planning framework and planning processes with the mandate to reduce zoning barriers to affordable housing development.
3. Establish an Inter-Municipal Committee to leverage regional synergies and cooperation on affordable housing.



Predictive 3D model to explore potential growth scenarios within the Town. Source: Town of Stratford



Interactive drag and drop game to explore the impact of density on housing affordability. Source: Town of Stratford

In support of these objectives, the Shape Stratford team developed a series of educational tools and collaborative approaches that could be applied in other jurisdictions, all housed on the project's online platform. Examples include Planning 101 eLearning modules, application guides, data insights, and other interactive activities such as modelling. Together, these resources supported interdisciplinary community conversations on issues around growth management, densification, and planning processes. In the spirit of building a solution that could be applicable in other jurisdictions, the online platform and its tools can all be customized, allowing any municipality to engage in these conversations with limited upfront expense.

All elements were developed with the resident in mind, and in most cases with their input. From creating three unique marketing campaigns, to developing the online platform, to holding a series of open houses, the community was invited and encouraged to be a part of the project from development through to implementation.

VISUALIZATION AND INTERACTIVE MODELLING TOOLS

The project created two separate interactive modelling tools available on the online platform. One tool is a 3D visualization of potential population growth scenarios for the Town over time, called Shape the Future. This tool has a customized public interface that allows residents to explore





Online Planning 101 course with 13 modules to educate the public on planning concepts.
Source: Town of Stratford

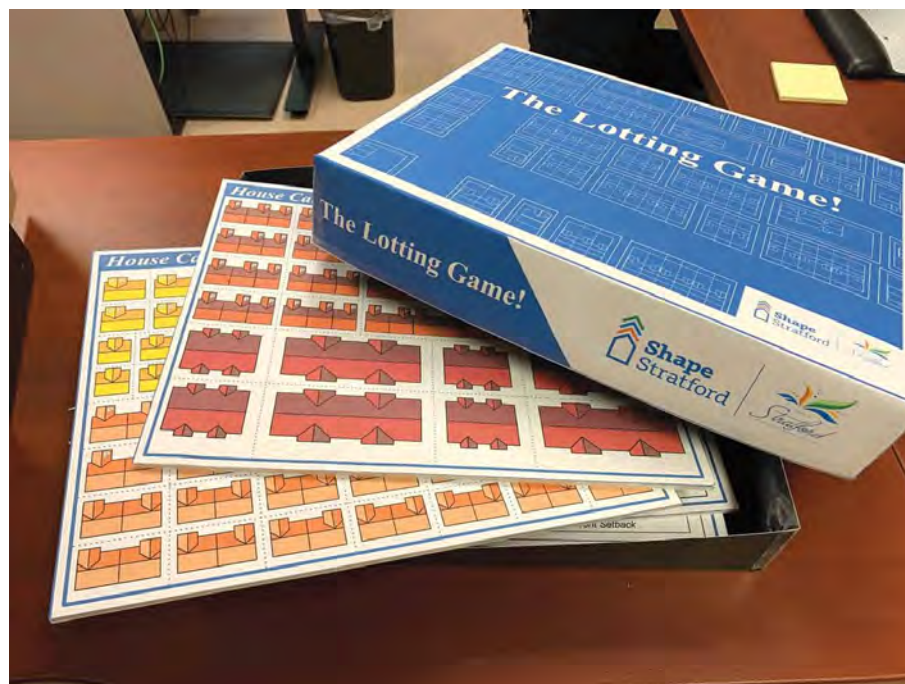


Table top game developed for use during open houses to engage participants in understanding the impact of planning decisions. Source: Town of Stratford

a 3D map of a potential future, which was built on the open-source UrbanSim model, and using population forecasts from the Growth Management Study conducted for the Town as part of the project. The user can run the simulation for up to 15 years in the future, then zoom in to see where new buildings could be constructed. In addition, the model allows the user to see the impact of changing development parameters,

such as changing R1 to R2, or easing height restrictions to add additional storeys.

The second interactive model, called Shape Your Community, helps residents better understand the implications for affordable housing if the Town continues with its historical pattern of low-density zoning. It challenges users to develop an 11-acre lot by dragging and dropping different housing forms onto the parcel, while keeping a

running tab on the total dwellings and average cost per dwelling to calculate development and infrastructure costs. Through this, users learn about the costs associated with development, and more specifically, the benefits of densification on housing costs.

PLANNING 101 ELEARNING COURSE

The 13-module Planning 101 eLearning course is a free online course on land use planning which covers what planning is, why we plan, how planning works, and how plans are applied. Planning 101 was created with subject matter experts and an educational developer to ensure it incorporates adult eLearning principles and addresses accessibility standards. It is designed to be used by Council, Planning Committee, and residents to better develop common language and a shared, baseline understanding of planning processes.

ENGAGEMENT

Public engagement was a significant element of the project, including collecting resident stories of housing challenges, three unique marketing campaigns, surveys, and several open houses. The Engagement section of the online platform was developed to support all of these activities, provide updates on the project, provide links to documents and surveys, and invite ideas and questions. Moving forward, this section can be adapted to engage residents on future development applications requiring public consultation using similar methods.

COLLABORATION

Collaboration was incorporated into the project governance from the outset. While run by a more traditional Project Team composed of an interdisciplinary mix of Town staff and external consultants, what was unique to Shape Stratford was the role played by three, diverse steering committees.

1. The Project Team was supported and directed by the Working Group (WG) whose mandate was to advise on all aspects of the project. The WG members were identified by the Town to ensure a diverse mix of residents, business owners, developers, Planning Committee members, provincial and municipal officials, Indigenous community groups, and local community non-profit organizations interested in housing.



Feedback from the WG shaped the online platform, and public engagement activities, including the key messages for the campaigns.

2. With a mandate to support the specific objective related to examining the Town's planning framework processes and zoning barriers to affordable housing, the Affordable Housing Task Force (AHTF) was constituted with a mix of developers, real estate professionals, builders, Planning Committee members, residents, provincial and municipal officials, and professional planners. The AHTF shaped the planning process tool development, Planning 101 Course content, and the identification of solutions to barriers in the public consultation process in rezoning applications.
3. The Inter-municipal Committee (IMC) was composed of mayors, councillors, CAOs, and planning department staff from the Town, as well as the four other largest municipalities in PEI. This committee did not only focus on identifying regional synergies, but also served as an external check and balance on the applicability of

tools and approaches developed under the project to other municipalities. In establishing the framework for these committees from member selection and beyond, the Project Team continually asked themselves who was missing at the table and worked to find ways to include those voices.

While they had expected to work independently with the three committees to support their specific mandates and work plans within the project, this changed early on, at the request of the participants. The project pivoted so that the committees could meet as one on a bimonthly basis, and then each met independently on alternating months. This greatly improved the degree and calibre of discussion, collaboration and problem-solving, as well as the participants' enthusiasm to participate in various streams of the project. This was exemplified by the other four IMC municipalities asking to actively participate in all three public education campaigns.

The Project Team intentionally decided to follow an iterative project evaluation approach to be able to pivot where necessary, based on learning from evaluation touchpoints and collaboration

with the committees and community at large. This allowed the project to evolve and respond to learnings from previous phases of work as it unfolded. It also allowed the three committees to co-design the process with the Project Team each step of the way.

CONCLUSION

Through all of the tools and tactics used, and the intentionally designed process through which the project was deployed, Shape Stratford has led to increased and improved public dialogues around future growth and development in Stratford, and to increased municipal collaboration. The Town of Stratford continues to build upon the tools, approaches and outcomes of the project through its activities under the Housing Accelerator Fund and renewal of its Official Plan. The Inter-municipal Committee has committed to continued collaboration and ongoing meetings post-project in relation to common activities under the Housing Accelerator Fund and beyond. In fact, they have already been successful in advocating for a change in Provincial legislation which was identified through the Shape Stratford Project.

Creating scalable and transferable solutions was integral to the CMHC Housing Supply Challenge funding. Understanding that the housing crisis is something we must address together, the Town welcomes discussion with other municipalities on how the tools and tactics developed through Shape Stratford might be useful in other communities across the nation.



SCAN FOR
MORE INFO.



Shaping Community Conversations

Introducing Shape, an innovative online platform customized to your municipality to facilitate community conversations on housing diversity, challenges, and solutions for safe and affordable housing.

Our comprehensive suite of resources includes:

- **Visualization & Interactive Modelling Tools**
- **Planning 101 E-Learning Course**
- **Engagement Centre & more!**



Contact us to learn how the tools and strategies developed through Shape Stratford can benefit your community. Email wwatts@townofstratford.ca or scan the QR code to learn more.

Samantha Murphy RPP, FCIP is a planning consultant located in Prince Edward Island who served as the Planning Lead on the Shape Stratford project. Samantha can be reached at sam@sjmurphyconsulting.com. **Michelle L. MacDonald**, Co-Owner of AOR 360, is a management consultant located in Prince Edward Island who served as the Engagement Lead on the Shape Stratford project. Michelle can be reached at michelle@aor360.ca. **Wendy Watts** is the Community and Business Engagement Manager with the Town of Stratford and served as staff lead for the Shape Stratford project. Wendy can be reached at wwatts@townofstratford.ca. ■



Official Plan



November 2025 Update and Next Steps

Following the first draft engagement period, the Town, through our consultants and with both staff and council, are taking the necessary time to review the feedback and make adjustments to the first draft. The next draft is planned for presentation to the public in January 2026 (date to be determined). In an effort to keep the community engaged and informed, we are inviting the community to join us for a "Reporting Back: What We Heard Report" presentation. Due to the possibility of winter

Project updates

You need to register or sign in to receive project updates.



Register

Log
in

Who's listening

Scott Carnall

Long Range Planner
Town of Stratford

Email: scarnall@townofstratford.ca
(<mailto:scarnall@townofstratford.ca>)

weather, this presentation will now be held virtually with a recording available the follow day. Please register to attend at:

<https://us02web.zoom.us/join/9tNfZu6tQum33h-uFmfMA#/registration>
(<https://us02web.zoom.us/join/9tNfZu6tQum33h-uFmfMA#/registration>)

Please note that the December 3 presentation will not provide updates on the changes that may be included in the next draft, but rather will address some of the themes and feedback heard during the initial engagement.

The What We Heard and Policy Directions Report is available in the document library now.

Project Update

The draft Official Plan and Zoning & Development Bylaw are now available for public review. The drafts can be found in the Document Library section on the right of your screen. We want to hear your thoughts on the draft planning documents – what did we get right? What would you like to see changed? There are multiple ways to share your feedback – including the interactive draft zoning map or by using the feedback form, both found below. You can also join us for an in-person or online engagement session to share your feedback directly, or send us an email at consultation@townofstratford.ca (<mailto:consultation@townofstratford.ca>).

→ The engagement period will be open from September 26th – October 27th, 2025.

Draft Official Plan Virtual Presentation (Recording)

The draft Official Plan and Zoning & Development Bylaw are now available for public review. The drafts can be found in the Document Library section on the right of your screen. We want to hear your thoughts on the draft

Ryan MacLean Page 264 of 1516

Engagement Manager

UPLAND Planning + Design

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Community Hotline


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Email: consultation@townofstratford.ca
(<mailto:consultation@townofstratford.ca>)

Document Library


[What We Heard and Policy Directions Report
\(November 28, 2025\)](#)

 <https://www.shape.townofstratford.ca/content/uploads/2025/09/Town-Of-Stratford-Plan-Review-Draft-What-We-Heard-Report.pdf>


[DRAFT - Town of Stratford Official Plan \(Public Draft\)](#)

 <https://www.shape.townofstratford.ca/content/uploads/2025/09/Town-Of-Stratford-OP-Public-DRAFT-2025.10.pdf>

[DRAFT - Town of Stratford Zoning & Development Bylaw \(Public Draft\)](#)

 <https://www.shape.townofstratford.ca/content/uploads/2025/09/Town-Of-Stratford-ZDB-Public-DRAFT-2025.10.pdf>

[Draft Plan Presentation, October 2025](#)

 <https://www.shape.townofstratford.ca/content/uploads/2025/09/Stratford-Plan-Review-Draft-Presentation-2025.10.pdf>

[Project Introduction & Background Sheet](#)

 <https://www.shape.townofstratford.ca/content/uploads/2025/09/Project-Introduction-Background-Sheet.pdf>

planning documents – what did we get right? What would you like to see changed? There are multiple ways to share your feedback – including the interactive draft zoning map or by using the feedback form, both found below. You can also join us for an in-person or online engagement session to share your feedback directly, or send us an email at consultation@townofstratford.ca (<mailto:consultation@townofstratford.ca>).

→ The engagement period will be open from September 26th – October 27th, 2025.

About the Project

The Stratford Plan Review will build on the success of Shape Stratford to develop a new Official Plan and Zoning Bylaw that captures the community's needs and aspirations, promotes strong economic growth, and enables a variety of housing options to accommodate the community's rapidly growing population. The planning documents will guide growth and development, prevent land-use conflicts, promote mixed use development where appropriate, shape attractive streetscapes, protect environmentally significant areas, and ensure long-term prosperity.

The Official Plan

The Official Plan serves as a high-level policy document that defines the vision for land use and development in Stratford. It informs secondary planning and the Zoning Bylaw, guiding the town's long-term growth and sustainability. Official Plans are mandated under the Municipal Government Act (MGA) and must align with the Planning Act.

The Official Plan will support Stratford's growth and development by:

[content/uploads/2025/09/IR-
Page-263-of-1516-
Sheets.pdf](#))

[Residential Zone Changes Fa
\(https://www.shape.townofstratford.ca/content/uploads/2025/09/Residential-Zone-Changes-Fact-Sheets.pdf\)](#)

[Culture & Heritage Fact Sheet
\(https://www.shape.townofstratford.ca/content/uploads/2025/09/Culture-Heritage-Fact-Sheet.pdf\)](#)

[Employment Lands & Development Sheet
\(https://www.shape.townofstratford.ca/content/uploads/2025/09/Employment-Lands-Development-Fact-Sheet.pdf\)](#)

[Environment & Agriculture Fact Sheet
\(https://www.shape.townofstratford.ca/content/uploads/2025/09/Environment-Agriculture-Fact-Sheet.pdf\)](#)

[Housing Fact Sheets
\(https://www.shape.townofstratford.ca/content/uploads/2025/09/Housing-Fact-Sheets.pdf\)](#)

[Transportation & Recreation Fact Sheet
\(https://www.shape.townofstratford.ca/content/uploads/2025/09/Transportation-Recreation-Fact-Sheet.pdf\)](#)

[What We Heard Report \(Final Phase\)
\(https://www.shape.townofstratford.ca/content/uploads/2024/09/What-We-Heard-Report-Final-Phase.pdf\)](#)

[Issues and Options Report - \(Final Phase\)
\(https://www.shape.townofstratford.ca/content/uploads/2024/09/Issues-and-Options-Report-Final-Phase.pdf\)](#)

- **Preparing for change:** Addressing environmental challenges such as sea level rise, social changes like a growing population, physical changes like urban expansion, and economic shifts such as rising housing costs.
- **Supporting community character and culture:** Promoting quality urban design, enhancing public spaces, and ensuring development is consistent and complementary to Stratford's unique identity.
- **Protecting natural, special, and sensitive areas:** Restricting or limiting development in ecologically important areas to safeguard the environment.
- **Maintaining a healthy, sustainable economy:** Balancing proximity between residential areas and places of work to promote economic vitality and accessibility.

This project presents an exciting opportunity to create a shared vision for the Town of Stratford, ensuring that planning and development processes are aligned with the best interests of residents and businesses.

The Official Plan



View document

(<https://www.shape.townofstratford.ca/wp-content/uploads/2024/09/2014-Official-Plan-Merged-Doc1-compressed.pdf>)

The Zoning and Development Bylaw

(<https://www.shape.townofstratford.ca/wp-content/uploads/2024/09/Zoning-and-Development-Bylaw-45-April-2024-compressed.pdf>) is the companion document to the Official Plan and lays out the rules and regulations for land use in Stratford. It determines the zoning for each property in the town and sets out the standards for development, such as setbacks, building heights and more.

[Presentation - Stratford Issues and Options Report - \(Housing\)](https://www.shape.townofstratford.ca/wp-content/uploads/2024/09/Presentation-Stratford-Issues-and-Options-on-Housing.pdf)
(<https://www.shape.townofstratford.ca/wp-content/uploads/2024/09/Presentation-Stratford-Issues-and-Options-on-Housing.pdf>)

[Issues and Options Report - \(Transportation and Recreation\)](https://www.shape.townofstratford.ca/wp-content/uploads/2024/09/S-Review-Issues-and-Options-Transportation-and-Recreation.pdf)
(<https://www.shape.townofstratford.ca/wp-content/uploads/2024/09/S-Review-Issues-and-Options-Transportation-and-Recreation.pdf>)

[Presentation - Stratford Issues and Options Report - \(Recreation\)](https://www.shape.townofstratford.ca/wp-content/uploads/2024/09/Presentation-Stratford-Issues-and-Options-on-Transportation-Recreation.pdf)
(<https://www.shape.townofstratford.ca/wp-content/uploads/2024/09/Presentation-Stratford-Issues-and-Options-on-Transportation-Recreation.pdf>)

[Issues and Options Report - \(Heritage\)](https://www.shape.townofstratford.ca/wp-content/uploads/2024/09/S-Review-Issues-and-Options-Heritage.pdf)
(<https://www.shape.townofstratford.ca/wp-content/uploads/2024/09/S-Review-Issues-and-Options-Heritage.pdf>)

[Presentation - Stratford Issues and Options Report - \(Culture and Heritage\)](https://www.shape.townofstratford.ca/wp-content/uploads/2024/09/Presentation-Stratford-Issues-and-Options-on-Culture-and-Heritage.pdf)
(<https://www.shape.townofstratford.ca/wp-content/uploads/2024/09/Presentation-Stratford-Issues-and-Options-on-Culture-and-Heritage.pdf>)

[Issues and Options Report - \(Employment Lands and Development\)](https://www.shape.townofstratford.ca/wp-content/uploads/2024/09/S-Review-Issues-and-Options-Employment-Lands-and-Development.pdf)
(<https://www.shape.townofstratford.ca/wp-content/uploads/2024/09/S-Review-Issues-and-Options-Employment-Lands-and-Development.pdf>)

We want to hear from you! Community engagement is a vital part of this project, and there will be multiple opportunities to get involved throughout its duration. We are currently in the initial phase of engagement, with the following engagement activities available for participation (see below).

Community Engagement

Activity Survey

September 26, 2025

In-Person Engagement Session

Join us for an engagement session with the project team! These sessions will include an overview presentation of the draft Official Plan and Zoning & Development Bylaw, as well as ways to provide feedback. There are two dates to choose from:

- 1. **Wednesday, October 15th from 6:30-8:30pm** at Stratford Town Hall (234 Shakespeare Drive)
- 2. **Thursday, October 16th from 6:30-8:30pm** at the Stratford

September 26, 2025

Online Engagement Session

Want to learn more about the draft Official Plan and Zoning & Development Bylaw, but missed the in-person sessions? Join us for an online engagement session on **Tuesday, October 21st at 6:30pm on Zoom**.

This session provides an online version of the in-person meetings and will be recorded and shared on the project website. There will be a Q&A following the presentation to answer resident

February 24, 2025

Community Conversation: Official Plan #1

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Presentation - Stratford Issues and Options Report - Environment and Agriculture
(<https://www.shape.townofstratford.ca/content/uploads/2024/09/Presentation-Stratford-Issues-and-Options-on-Environment-Lands-and-Development.pdf>)

Issues and Options Report - Environment and Agriculture
(<https://www.shape.townofstratford.ca/content/uploads/2024/09/Issues-and-Options-Report-Environment-and-Agriculture.pdf>)

Presentation - Stratford Issues and Options Report - Environment and Agriculture
(<https://www.shape.townofstratford.ca/content/uploads/2024/09/Presentation-Stratford-Issues-and-Options-on-Environment-and-Agriculture.pdf>)

Timeline

- ✓ **Phase 1: Visioning**
November 30, 2024
This phase focuses on the high level vision for the future of Stratford and learning more about the challenges, opportunities and priorities of residents.
- ✓ **Phase 2: Issues and Options**
March 31, 2025

Join the **Community Conversation** on **February 24** where the topic will be **Housing**.

Where: Stratford Emergency Services Centre, 6 Georgetown Road

When: 6:30pm, Monday, February 24/25

Note: A series of 5 Community Conversations will be held covering a range of topics relevant to the Town's Official Plan.

Continue reading

February 25, 2025

Community Conversation: Official Plan #2

Join the **Community Conversation** on **February 25** where the topic will be **Transportation and Recreation**.

Where: Stratford Town Centre, 234 Shakespeare Drive

When: 6:30pm, Tuesday, February 25/25

Note: A series of 5 Community Conversations will be held covering a range of topics relevant to the Town's Official Plan.

Continue reading

February 26, 2025

Community Conversation: Official Plan #3

Join the **Community Conversation** on **February 26** where the topic will be **Culture and Heritage**.

Where: Stratford Emergency Services Centre, 6 Georgetown Road

When: 7:00pm, Wednesday, February 26/25

Note: A series of 5 Community Conversations will be held covering a range of topics relevant to the Town's Official Plan.

Building on the Visioning phase, we will dive deeper into the issues that matter most to Stratford residents and look at the options for addressing those issues in the new Official Plan and Zoning Bylaw.

Phase 3: Draft Engagement September 26, 2025

This phase will focus on gathering feedback from residents on the draft planning documents.

Phase 4: Adoption January 31, 2026

During this phase, the final drafts will move through the formal adoption process, with opportunity for final public input at a public meeting to be held in early 2025.

Continue reading

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March 10, 2025

Community Conversation: Official Plan #4

Join the **Community Conversation** on **March 10** where the topic will be **Employment Lands and Development**.

Where: Stratford Emergency Services Centre, 6 Georgetown Road

When: 6:30pm, Monday, March 10/25

Note: A series of 5 Community Conversations will be held covering a range of topics relevant to the Town's Official Plan.

Continue reading

March 11, 2025

Community Conversation: Official Plan #5

Join the **Community Conversation** on **March 11** where the topic will be **Environment & Agriculture**.

Where: Stratford Town Centre, 234 Shakespeare Drive

When: 6:30pm, Tuesday, March 11/25

Note: A series of 5 Community Conversations will be held covering a range of topics relevant to the Town's Official Plan.

Continue reading

October 2, 2024

Online project launch meeting

Date: Wednesday, October 2nd

Time: 7-8pm

Location: Online via Zoom

This session provides an online version of the in-person meeting and will be recorded and shared on the project website. There will be a Q&A following the presentation to answer resident questions. To register, please click below:

[Continue reading](#)

September 23, 2024

In-person project launch meeting

Date: Monday, September 23rd
Time: 6:30-7:30pm
Location: Stratford Emergency Services Centre (4 Georgetown Road)

This meeting will include a "Planning 101" presentation, followed by an overview of the project and ways to provide feedback. Participants will also have the opportunity to share their

September 21, 2024

Project team at Fall Fest

Keep an eye out for the project team at Fall Fest!

Dates: Saturday, September 21st and Sunday, September 22nd
Time: 1-6pm
Location: Cotton Park, 57 Bunbury Rd.

Contact the project team directly:
[**consultation@townofstratford.ca**](mailto:consultation@townofstratford.ca)

Email Address: *

Subscribe



Town of Stratford
**Official Plan & Zoning and
Development Bylaw Review**

Draft Engagement Phase
**What We Heard and
Policy Directions Report**

28 November 2025

November 2025

Town of Stratford Official Plan & Zoning and Development
Bylaw Review

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This report was prepared by Upland Planning and Design

UPL▲ND

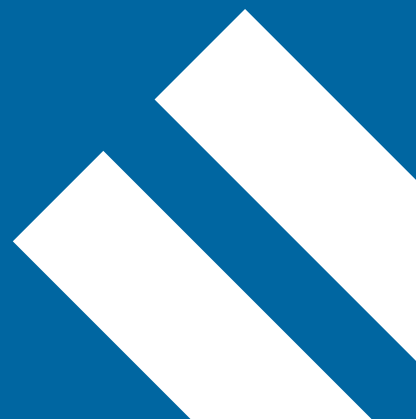
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PART 1

INTRODUCTION



1.1 Background and Context

About the Project

The Stratford Official Plan and Zoning & Development Bylaw Review will build on the success of Shape Stratford to develop new planning documents that capture the community's needs and aspirations, promote strong economic growth, and enable a variety of housing options to accommodate the community's rapidly growing population. The Official Plan and Zoning & Development Bylaw will guide growth and development, prevent land-use conflicts, promote mixed use development where appropriate, shape attractive streetscapes, protect environmentally significant areas, and ensure long-term prosperity.

For more background information on the project, visit:
www.shape.townofstratford.ca/projects/official-plan/

Project Timeline

- » Project Launch (September 2024)
- » Community Visioning (September-November 2024)
- » Issues and Options (January-March 2025)
- » Draft Engagement (September-October 2025)
- » Second Draft Engagement (November-December 2025)
- » Final Draft and Official Plan & Zoning and Development Bylaw Adoption (Winter 2026)

How Will This Report Be Used?

This report serves as a summary of the feedback shared from community members during the Draft Engagement Phase paired with policy directions that can be considered to address community feedback.

Some of the feedback that has been summarized in this report is outside the purview of the project, and may not be directly addressed in the final Official Plan or Zoning & Development Bylaw. These comments have still been included in this report for the purpose of understanding the full scope of challenges facing residents.

What is the Official Plan?

The Official Plan serves as a high-level policy document that defines the vision for land use and development in Stratford. It informs secondary planning and the Zoning & Development Bylaw, guiding the town's long-term growth and sustainability. Official Plans are mandated under the *Municipal Government Act* (MGA) and must align with the *Planning Act*.

The Official Plan will support Stratford's Growth and Development by:



Preparing for change: Addressing environmental challenges such as sea level rise, social changes like a growing population, physical changes like urban expansion, and economic shifts such as rising housing costs.



Supporting community character and culture: Promoting quality urban design, enhancing public spaces, and ensuring development is consistent and complementary to Stratford's unique identity.



Protecting natural, special, and sensitive areas: Restricting or limiting development in ecologically and culturally important areas to safeguard the environment.



Maintaining a healthy, sustainable economy: Balancing proximity between residential areas and places of work to promote economic vitality and accessibility.

This project presents an exciting opportunity to create a shared vision for the Town of Stratford, ensuring that planning and development processes are aligned with the best interests of residents and businesses.

1.2 Engagement Overview

Engagement for this project to date has occurred over 3 phases: formative engagement, issues and options engagement, and the most recent phase - the draft engagement. The following is a brief summary of what we did during each phase of engagement.

Formative Engagement Fall 2024

Community member and stakeholder input ensures that the Official Plan & Zoning and Development Bylaw align with the community's priorities and interests. Recognizing this, the project began with an Engagement Strategy Meeting, followed by an extensive formative engagement process.

From September to November 2024, the project team hosted a series of activities inviting participants to share their perspectives on land use and their vision for Stratford's future.

To ensure the findings reflected Stratford's diverse population, the formative engagement phase included multiple methods, such as:

- » Online Project Launch Meeting
- » In-Person Project Launch Meeting
- » Stakeholder Engagement Sessions
- » Municipal Council and Committee Sessions
- » Online Public Survey and Business Survey

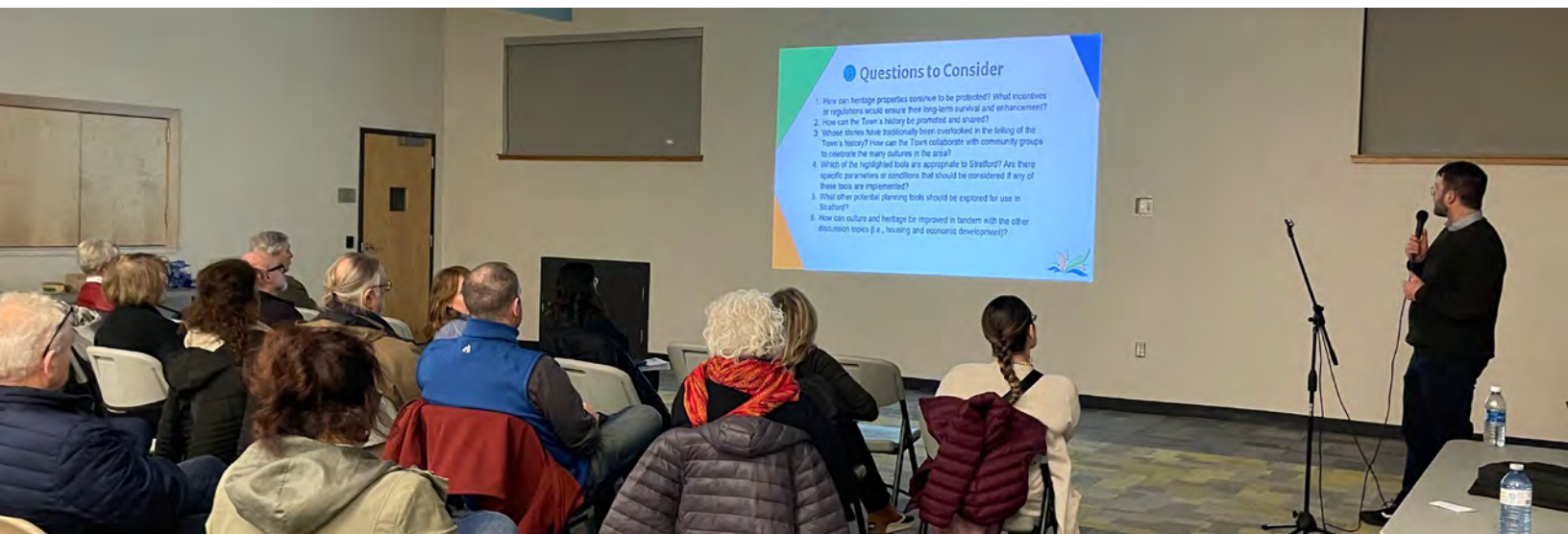
To learn more about these engagement activities and key takeaways from the formative phase, please [click here](#) to read the *What We Heard Report*.

Issues and Options Engagement Winter 2025

A series of five sessions, called Community Conversations, were held to explore various topics relevant to the project. Each session was informed by a brief report released in advance to encourage meaningful discussions. For community members unable to attend, the presentation decks were uploaded to the project website with an option to engage by emailing or calling a member of the project team.

The Community Conversations were held in person throughout February and March 2025 on the following dates:

- » Housing: February 24th
- » Transportation & Recreation: February 25
- » Arts, Culture & Heritage: February 26
- » Employment Lands & Development: March 10
- » Environment & Agriculture: March 11



Draft Engagement

Fall 2025

The Draft Engagement Phase ran from September 26th to October 27th, 2025. The draft planning documents (which included the draft Official Plan and the draft Zoning & Development Bylaw) were released to the public for review and comment.

We employed multiple methods during this phase of engagement to reach a broad audience and solicit feedback, such as:

- » Online Interactive Draft Zoning Map
- » Online Feedback Form
- » In-Person Community Workshops
- » Stakeholder Engagement Workshop
- » Online Community Workshop
- » Community Hotline (Phone & Email)

Advertising for the Draft Engagement was extensive, and included:

- » Two advertisements in the Guardian newspaper
- » Entires in the Town's website calendar
- » Notice on the Official Plan project page

- » Email notice to project subscribers
- » E-newsletters
- » Town podcast
- » Digital sign at the entrance to Stratford
- » Social media, including boosted (paid) posts
- » Town Talk
- » Notice to all Town committees, with an invitation to participate and to spread the word

Engagement By the Numbers

218 Online Map Comments

50+ Feedback Form Submission

40+ Emails & Phone Calls

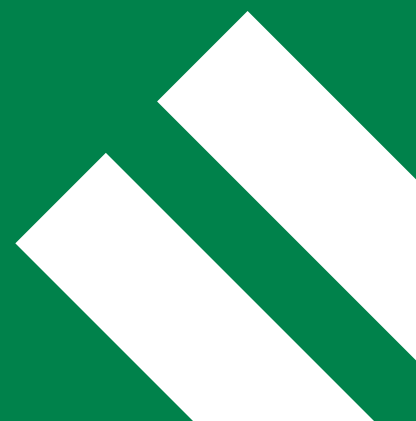
100+ Attendees at the In-Person Public Workshops

75+ Attendees at the Online Public Workshop



PART 2

WHAT WE HEARD



2.1 Introduction

Stratford residents were very engaged and shared a great deal of feedback during the Draft Phase of Engagement for the Official Plan and Zoning & Development Bylaw Review, submitting hundreds of comments. Many submissions were detailed and heartfelt, expressing a deep attachment to the town's sense of place, community identity, and green surroundings. While a few respondents supported growth and housing diversity, the majority expressed concern or opposition toward increased density and specific rezoning proposals in established residential areas.

Chapter Structure

This chapter will summarize the feedback we received from residents, organized by theme, during this phase of engagement. Each section will contain a “**What We Heard**” summary. A full copy of each piece of feedback is included in the Appendix in Chapter 4. In some cases the raw feedback may be redacted to remove personally-identifying information or offensive language. The raw feedback is otherwise presented as received.

Some sections will include a note that provides additional information and context. This is intended to provide greater clarity for residents by giving further explanation of a concept or topic.

Some sections will finish with “**Key Takeaways**” which will lay out the elements of the draft documents that need to be re-evaluated based on the public feedback received. Chapter 3 (“**Potential Policy Directions**”) considers these key takeaways and outlines possible policy directions that could be explored in order to address feedback in the next iteration of the draft documents.

The major themes that emerged through the engagement are as follows:



2.2 Neighbourhood Character & Density

What We Heard

A major theme across submissions was concern about maintaining the character of existing neighbourhoods. Many described the proposed zoning in some areas as “incompatible” with the scale and design of existing homes.

They voiced fears including:

- » loss of privacy
- » increased shadowing
- » perceptions of safety
- » increased traffic
- » reduced green buffers between properties

Residents frequently said they support Stratford’s need for growth but believe it should be strategically located near commercial nodes, arterial roads, or new mixed-use areas - not within stable, long-established subdivisions.

Concerns About Scale & Compatibility

Many felt that apartment-style or multi-unit buildings would be out of scale with existing homes, cause parking congestion, and erode the privacy and open space that define their neighbourhoods. Others described feeling “blindsided” by the extent of proposed zoning changes, noting that previous planning documents or communications from private developers did not indicate apartments would be included in future phases of development.

Residents said that high-density zoning, if permitted, should be concentrated near major roads, transit routes, or commercial areas, not “inserted” into family-oriented subdivisions. They also called for design guidelines that ensure new buildings respect local architecture, landscaping, and are appropriately setback from the street.

Population Projections

Some residents questioned the accuracy and reliability of Stratford’s population forecasts, suggesting that the growth figures used in planning documents may be overstated or speculative. They worried that inflated projections are being used to rationalize higher-density zoning and large-scale development that may not be needed in the near term.

A few commenters noted that recent projections don’t align with visible housing demand, school enrollment trends, or infrastructure readiness, and asked the Town to share the data sources and assumptions behind its forecasts. Others said population targets seem to be driving policy decisions rather than responding to real community needs, reinforcing broader concerns about planning transparency and trust.

Conversely, we heard from a few residents who felt that planning for a larger population and being prepared for that possible eventuality was worthwhile and better than being under-prepared and face a worsening housing crisis.

In 2023 the Town commissioned a Growth Management Strategy to better understand the growth pressures facing the community, and the implications for housing and infrastructure needs. One of the key considerations when discussing the future of a community is understanding how the community’s population *could* grow. No one can know the future, so planners depend on population projections to make reasonable assumptions about population growth. There are different methodologies that can be used for population projections, but they all essentially depend on past data to extrapolate the future. The 2023 Growth Management Strategy extrapolated the Town’s growth rate from 2011 to 2016 as a “low” growth scenario. This scenario is actually fairly representative of the town’s average growth since at least 2001. The “high” growth scenario is an extrapolation of the town’s growth rate from 2016 to 2021, a time that saw a rapid influx of residents. Under a “low” growth scenario the town’s population would double by 2041. It would triple over the same timeframe under the “high” growth scenario.

An important clarification is that growth scenarios are not targets. Municipalities have almost no control over the wider factors that affect population growth, such as the economy and immigration policy. Rather, growth scenarios allow us to ask, “*what if?*”. In other words, “what does a doubling or tripling of Stratford’s population mean for housing and infrastructure?” Municipalities, including Stratford, must be ready to respond to population changes that are outside their control.

(continued on next page)

Finally, while the time-frame for population projections (e.g. 2041 in this case) is important for budgeting infrastructure investments, it has little ultimate effect on the land use considerations and total housing demand. Whether it happens in 2041, or changing economic conditions push the date out further, it is extremely likely that Stratford will hit a population of over 30,000. Even under the “low” growth scenario, Stratford would hit that population before the middle of this century. A key finding of the Growth Management Strategy is that this population simply cannot be accommodated by existing zoning in the existing serviced areas of town. Accommodating even low population growth over this generation will necessitate zoning changes in serviced areas, or will push development into the currently-unserved areas of town (current R1L lands, agricultural lands) at great financial cost and a loss of the natural spaces residents value.

Removal of the R1L Zone

We heard some concern about the elimination of the R1L Zone and the move toward smaller lot sizes in Stratford. A few residents noted that the large lot size is an important part of their neighbourhood character and they voiced opposition to the reduction in the minimum lot size.

Conversely, we also heard support for the new RL Zone and the move away from unserved development in the town. It was noted that these lot standards are more appropriate for a growing community where sustainability is strongly valued.

These concerns are explored in depth in Chapter 3.

Mason Road/Duffy Road Neighbourhood

Residents of the Birch Woods Lane, Mason Road, Duffy Road, Stagman Way, and Bunbury Road neighbourhoods emphasized that they chose their homes because of the quiet, low-density, family-oriented setting. Many felt that shifting from R1 (low-density) to the proposed RM2 (medium-density) zoning would erode that character and alter the fabric of their communities.



These concerns are explored in depth in Chapter 3.

Flourish Heights/Foxwoods Neighbourhood

A similar sentiment was expressed in the Flourish Heights area south of the golf course. Many residents expressed opposition to the proposed rezoning of the area to RM2. They expressed that a shift from single-unit dwellings to multi-unit apartments would contradict the original concept plan that had been promoted publicly, which was the reason they had bought in to the area. Some felt this change undermined trust between developers, residents, and the Town. They also questioned the rationale behind promoting this level of density so far from the town's core where services and amenities are located.



These concerns are explored in depth in Chapter 3.

Support for Density

Despite the push-back in many established neighbourhoods, we also heard support for a more sustainable approach to development in Stratford. We received a few letters that strongly endorsed the direction in the planning documents and applauded the future-ready approach the Town was promoting in the drafts. They emphasized the importance of using land efficiently and focusing on complete communities.

We heard support for density increases around the Community Campus, especially on lands that are currently undeveloped, as well as for gentle infill development throughout the community.



“We moved here for peace and safety. Higher density brings noise, traffic, and crowding — it changes why we came here.”

Proposed RM1 Zones

We heard from a few residents in neighbourhoods proposed to be “upzoned” to RM1 (the lower of the two medium-density zones) also expressed their wariness of increased density, namely not wanting to see multi-units or large-scale townhouse development. In general, the RM1 proposed zoning received significantly less push-back from residents.

The areas proposed to be zoned RM1 are primarily areas that are currently within the R2 Zone, PURD Zone, or MRR Zone. The current PURD and MRR Zones permit stacked townhouses with up to 12 units. The current R2 Zone allows stacked townhouses with up to 12 units on 40% of a block as a conditional use, and up to 100% of a block as a special permitted use. The proposed RM1 Zone enables stacked townhouses, but only as a special permitted use. In short, the proposed RM1 Zone is more restrictive when it comes to stacked townhouses.

The proposed RM1 Zone does enable Council to consider multi-unit dwellings (up to 12 units) as a Special Permitted Use. This is consistent with the existing PURD Zone. The existing R2 and MRR Zones do not enable multi-unit dwellings. However, it is important to note that the Special Permitted Use process is a Council and public process, requiring detailed analysis and community engagement, and allows Council to tailor approval (or reject) as appropriate to the site context.

Two areas are proposed to be “upzoned” from the current R1 Zone to the new RM1 Zone. These areas are:

- » Lands at the top of St. Catherine’s Avenue. These lands are undeveloped and are currently surrounded by R2 zoning. The proposed zoning would bring these lands into conformance with the surrounding area.
- » A portion of the undeveloped land between Mason Road and the new community campus. These lands are well-positioned to provide housing opportunities close to a major community asset.



Key Takeaways

- » Re-examine the proposed Medium Residential Density Zone locations (RM1 and RM2)
- » Consider adjustments to the Lower Density Residential Zone, particularly as they pertain to minimum lot size

2.3 Housing, Affordability & Livability

What We Heard

Housing was a central theme across many submissions – one that revealed both a shared recognition of the need for more homes in Stratford and strong concerns about how and where that growth occurs. Residents generally agreed that the community must play its part in addressing Prince Edward Island's ongoing housing crisis, but they emphasized that growth should be planned, balanced, and context-appropriate, ensuring that Stratford remains livable, sustainable, and true to its small-town character.

Recognition of Housing Need

Some residents acknowledged that Stratford is under pressure from population growth and rising housing demand, and that a range of housing types – including smaller homes, duplexes, and townhouses – could help improve affordability and access for young families, single professionals, and seniors looking to downsize.

Some respondents supported the idea of “gentle density” – modest, design-sensitive additions such as secondary suites, carriage houses, or small cluster developments – when integrated carefully into existing neighbourhoods.

Housing Quality, Design & Materials

Beyond density, a recurring concern was the quality of construction and materials used in recent developments. Some residents described newer subdivisions as having “substandard” materials, including imported components perceived to be lower quality or environmentally unsustainable.

Others stressed that “affordable housing” must still meet durable, high-quality design standards that reflect Stratford's reputation as a well-planned and attractive community.

Short-Term Rentals

A distinct but related concern involved the impact of short-term rentals (such as Airbnb and Vrbo) on local housing supply and community cohesion. Several residents reported that formerly long-term rental units have been converted to STRs, reducing the number of homes available for permanent residents and increasing noise and disruption in established neighbourhoods.

Many called on the Town to tighten its regulation of short-term rentals, including:

- » Limiting STRs to owner-occupied primary residences
- » Requiring annual permits or licensing
- » Enforcing occupancy and parking rules
- » Conducting inspections and penalties for non-compliance

They also stressed that new accessory dwelling unit permissions in the community should not be allowed as STRs.

The Town is currently working with a consultant to create a Short Term Rental (STR) Bylaw, which will dictate the rules for these accommodations moving forward.

The draft planning documents prohibit the use of accessory dwelling units (ADUs) as short-term rentals.

Affordability & Who Benefits

A number of participants questioned whether proposed zoning changes would actually deliver affordable housing, or simply increase profits for developers. They expressed skepticism that new medium-density housing would target middle-income families, noting that many recent developments have produced market-rate or luxury units rather than affordable ones.

There was a call from some residents or the Town to ensure that any upzoning or density allowances be tied to clear affordability outcomes, such as price controls, mixed-income requirements, or inclusionary zoning policies.



“We know the Island needs more homes, but it has to be done in a way that fits. Gentle density makes sense if it's well-planned.”

Planning regulations are intended to enable the type of development that is desirable or appropriate in a given area. There are few mechanisms within the framework of municipal planning that can be used to guarantee affordability of what is developed, as development is most commonly done by the private sector and is influenced by the market, as opposed to non-profits or governments (who can mandate affordability). However, one of the Town's proposed initiatives under the Housing Accelerator Fund (see more in-depth discussion later in this document) is the waving of permit fees for affordable housing project. Furthermore, in an era of rising land costs and construction costs, there are key links between diverse housing types, such as town homes and apartments, and the price points that can be offered.

Alternative Housing Solutions

Some residents offered constructive ideas for improving housing supply without large zoning changes, such as:

- » Supporting secondary suites and accessory apartments in existing homes
- » Encouraging co-housing or small cluster housing developments
- » Using underutilized commercial lands for mixed-use housing
- » Partnering with non-profit or cooperative housing organizations
- » Incentivizing energy-efficient, sustainable building practices

A smaller number of submissions noted that density can be positive if paired with parks, sidewalks, and transit improvements, helping create complete communities that reduce car dependence.

Apparent Stigma of Renting

The majority of feedback that we received focused on the importance of protecting Stratford's character as a community of predominantly single-family, owner-occupied houses. The stigma around rental tenure housing was apparent in many comments received, with multiple commenters stating that renters are more transient, less involved in community, and take less pride in the upkeep of their home.

It is important to note that although planning is not about regulating people, but rather buildings, it is *for* people – which includes all members of the community. Rental housing is an important part of the housing spectrum for a large cross section of the population – from young adults moving out of their family home for the first time, to low-to-moderate income families who are priced out of the housing market, to seniors looking to downsize – and everyone in between.



"We need choice – and we need to be able to allow choice to happen... We have to be more open to variety, to choice, to people of all backgrounds, cultures, ages and lifestyles, and that includes in the housing choices they make."

2.4 Transportation & Infrastructure

What We Heard

Community feedback revealed recurring concerns about how Stratford's transportation network and core infrastructure are keeping pace with growth. While residents recognize the need for housing and development, they emphasized that the Town must “plan infrastructure first” to maintain safety, accessibility, and quality of life for residents.

Traffic & Congestion

Residents across several neighbourhoods (especially those around the Hillsborough Bridge) said that traffic volumes are already too high and will worsen with additional development. Morning and evening congestion, particularly near schools and collector roads, is a daily frustration for many residents. People described difficulty leaving subdivisions and worry that more density will create “gridlock” in the area.

Many asked for updated traffic impact studies before rezoning approvals and called for stronger controls on how density is distributed throughout the town.

Many Stratford residents currently rely on Charlottetown for employment, commercial services, and recreational and cultural activities – necessitating a drive across the Hillsborough Bridge. One of the key messages we heard from residents in earlier stages of engagement was the desire for Stratford to grow into a full-service community. While growth and development will increase the number of people using Stratford's roads, it also sets Stratford on a path to where there is a critical mass of employment opportunities and services within the community, as well as a suitable user base for increased transit service, ultimately reducing the need for vehicle travel.

Road Safety & Active Transportation

Safety was a key concern, particularly for children walking to school, seniors, and pedestrians along narrow roads without sidewalks or lighting. Residents reported frequent speeding, unsafe crossings, and poor visibility near intersections.

They want the Town to invest in sidewalks, crosswalks, and traffic calming measures, and to better connect neighbourhoods with bike paths and multi-use trails.

Parking & Street Design

Parking pressure was raised as a growing issue in both older and newer subdivisions. Residents described narrow streets, limited visitor parking, and driveways too small for multiple vehicles, leading to cars parked on roadsides that obstruct snow clearing and emergency access.

Some expressed the concern that additional density (especially rentals with multiple roommates) will intensify on-street parking problems unless design standards or regulations are updated.

They called for the Town to review parking requirements for new developments and enforce parking regulations to maintain safe and accessible streets.

Stratford has some of the highest residential parking requirements of municipalities in PEI and Atlantic Canada, and this is carried forward into the draft documents. Residential uses in residential zones require 2 parking spaces per dwelling unit, except for stacked townhouses (1.5 spaces per unit), multi-unit dwellings with 7-19 units (1.5 spaces per unit), and multi-unit dwellings with more than 19 units (1 space per unit). This compares, for example, to:

- » Summerside - 2 spaces per unit for single and duplex dwellings, 1 space per unit for other dwellings
- » Charlottetown - 1 space per dwelling unit
- » Three Rivers - 1.5 spaces per dwelling unit
- » Halifax, NS - No parking requirements in sewer-serviced areas
- » New Glasgow, NS - 1.5 spaces per unit for single and duplex dwellings, 1.25 space per unit for other dwellings
- » Riverview, NB - 1.25 spaces per unit for multi-unit dwellings, 1 space per unit for all other dwellings

In our professional opinion, a key contributor to Stratford's residential parking challenges is the lack of housing diversity and purpose-built rental options. Without adequate housing options, multiple unrelated adults—each with their own car—are pushed into the position of sharing a home and jockeying for limited parking spaces. To illustrate: assuming three bedrooms in a detached home and one bedroom per unit in a multi-unit dwelling, a multi-unit dwelling with six units would provide housing to the same number of unrelated adults as two detached homes, but would be required to have 12 parking spaces instead of 4.

Infrastructure Capacity & Servicing

Residents consistently questioned whether Stratford's water, sewer, and stormwater systems can handle more development. Examples of flooding, low water pressure, and drainage issues were cited as evidence that systems are already under stress. Many urged the Town to complete infrastructure upgrades and verify capacity before approving a Plan with higher possible densities.

In 2023 the Town commissioned the engineering firm Stantec to prepare a Growth Management Strategy to analyze the potential impacts of growth on infrastructure and housing needs. This report found that Stratford's sewer and water infrastructure are generally well-positioned to accommodate growth, especially in existing serviced areas. Accommodating a high growth scenario (town population of 32,400 in the year 2041) would require some upgrades to sewer lift stations and pumps, as well as a few key sewer mains, at an estimated cost of \$12 million over 15 years. The Town's water system is "well positioned to support the growth and densification required to meet the housing needs", primarily within the existing serviced areas. Any substantial development outside of the existing water serviced areas would require extension of water mains, which is one of the key reasons the draft planning documents focus on intensification within the serviced areas of town.

A key consideration in infrastructure discussions is that development typically drives infrastructure investments, rather than the other way around. Without predicted growth and demonstrated need for associated infrastructure, the cost of any improvements must come from existing taxpayers rather than development fees or funding programs provided by higher levels of government.

Planning Coordination and Developer Accountability

Underlying many comments was a feeling that growth is outpacing planning. Residents want the Town to better coordinate infrastructure investments with new housing approvals and to hold developers responsible for traffic and service impacts.

Suggestions included:

- » Requiring traffic and servicing studies for each major proposal
- » Implementing developer cost-sharing or impact fees
- » Enforcing compliance and completion of required works before occupancy

The prevailing message: residents expect responsible, transparent growth management that ensures infrastructure keeps pace with development.



"Our roads weren't built for this many cars. It's only getting worse."

"You can't keep building if the pipes and drains can't keep up."

2.5 Environment & Green Space

What We Heard

Environmental protection, natural beauty, and access to green space were among the most deeply felt themes in residents' feedback. Across hundreds of comments, residents expressed a strong belief that Stratford's natural setting, including its trees, wetlands, shorelines, and open spaces, is what makes the community unique, and that residents perceive that these features are being eroded too quickly by development.

The tone of this feedback was often emotional and urgent. Residents consistently said the Town must take stronger action to preserve green space, enforce environmental regulations, and hold developers accountable for the impacts of tree removal, land clearing, and stormwater runoff.

Loss of Trees & Natural Habitat

Many submissions described the loss of mature trees and vegetation as one of Stratford's most visible and distressing environmental changes. Residents cited examples of clearcutting for subdivision development as evidence that current regulations are either too weak or are not being properly enforced.

Several respondents said that green buffers between neighbourhoods have been stripped away, leaving subdivisions feeling exposed and "urbanized." Residents called for the Town to protect remaining treed areas, require tree retention and replacement plans, and adopt a "no net loss" policy for canopy coverage across developments.

Other recommendations included:

- » Tree protection bylaws with enforceable penalties
- » Mandatory replanting ratios for cleared lots
- » Requirements for maintaining wooded buffer zones along property boundaries and roads
- » Annual reporting on canopy loss and restoration

The sense of loss extended beyond aesthetics. Residents view trees as essential to Stratford's character, climate resilience, and community health.

Accountability & Enforcement

Many residents cited a problem with the lack of enforcement. They referenced incidents where developers began clearing land or altering terrain before receiving formal approval, inferring that developers act faster than the Town responds.

This perception of weak enforcement has led to some erosion of trust between residents and both developers and the Town. People want the Town to apply environmental regulations consistently and transparently, and to proactively monitor construction sites to ensure compliance.

Some suggested that public reporting tools (like an online complaint tracker) could help residents hold both developers and the Town accountable for bylaw violations.

Stormwater Management

Another strong theme involved concerns about stormwater management and the increasing frequency of flooding in new and existing neighbourhoods. Residents linked these issues directly to tree loss, impermeable surfaces, and poor drainage design.

Many said that replacing natural ground cover with large paved areas has increased runoff into ditches and private yards, causing erosion and pooling.

Several asked that the Town require developers to use sustainable drainage solutions such as:

- » Retention ponds, bioswales, and permeable pavements
- » On-site stormwater storage
- » Native landscaping that absorbs runoff

Some also tied this issue to broader climate change adaptation, urging the Town to adopt climate-resilient infrastructure standards and integrate green infrastructure into zoning and design guidelines.

"Every big rain now floods my backyard — that never used to happen before they cleared the lot uphill."

Protection of Wetlands, Shorelines & Wildlife

Residents showed deep concern for Stratford's natural ecosystems, particularly wetlands, shorelines, and wildlife corridors. They expressed fear that unchecked development could fragment or destroy habitats for birds, small mammals, and pollinators in Stratford.

There were multiple calls to map and protect sensitive lands, including natural drainage basins and areas near the water, and to prohibit infilling or encroachment on wetland zones. Some residents referenced PEI's shoreline mapping tool, saying that the Town should use this data to ensure new development aligns with climate and flood risk maps.

A smaller number of comments raised the issue of shoreline erosion and its relationship to development near coastal areas. Residents want the Town to coordinate environmental protection policies with provincial climate adaptation plans, ensuring long-term resilience rather than short-term economic gain.

We also heard from multiple residents that preserving public access to the coast was very important to them, both for recreation purposes and for personal well-being.

The draft documents include a Coastal Flood Risk Overlay and Inland Flood Risk Overlay. These are indeed based on the Province's Climate Hazard and Risk Information System (PEI's shoreline mapping tool) and will be used to ensure new development aligns with climate and flood risk. The draft documents also include buffer areas around watercourses, in which no main building would be permitted unless they depend on access to water (such as marinas).

The Town does not have jurisdiction regarding wetland alterations; this falls to the Province under the *Watercourse and Wetland Regulations* made under the *Environmental Protection Act* of Prince Edward Island.

A key direction in the draft documents with regard to public access to the coast is to prioritize coastal access points when the Town is acquiring land for open space purposes as part of the subdivision process.

Promoting Sustainability

While many comments expressed frustration about past environmental impacts, others looked forward, calling for a more sustainable approach to future growth. Residents want Stratford to balance housing needs with ecological integrity, using planning tools to promote compact, environmentally responsible development that reduces sprawl and car dependence.

Suggestions included:

- » Encouraging energy-efficient, low-impact building designs
- » Integrating green roofs, solar energy, and native landscaping into new developments
- » Supporting active transportation and transit to lower emissions
- » Adopting environmental design standards that preserve natural features within subdivisions

Several residents said that Stratford should aim to be a leader among Island municipalities in environmental protection not just through bylaws, but through visible demonstration projects such as tree-planting campaigns, naturalized stormwater ponds, and pollinator-friendly public spaces.

Emotional Connection

Residents' feedback reflected a strong emotional and cultural connection to Stratford's green spaces with many describing parks, woodlands, and tree-lined streets as defining features of the town's identity and sense of place. Residents repeatedly emphasized that green space is not just decorative, but integral to mental health, recreation, and community cohesion.



Key Takeaways

- Expand the discussion of sustainability and the natural environment in the Official Plan
- Consider additional environmental zoning that is intended for conservation and low-impact recreation purposes
- Include more information on tree retention strategies
- Consider opportunities to address connectivity of watercourses and forest cover where possible



“Stratford could be the town that gets this right — growing while keeping what makes it green.”

2.6 Development Practices, Trust & Accountability

What We Heard

A strong and recurring theme across resident feedback was distrust toward developers and concern about the Town's ability or willingness to enforce its own rules. Many residents feel that development is moving faster than oversight, and that decisions are being made without sufficient transparency, accountability, or public input.

While not every comment was critical, the majority conveyed a sense that the balance of power favours developers over residents, eroding confidence in the planning process.

Perceived Lack of Transparency and Public Input

Residents frequently said that rezoning and development approvals appear to happen “behind closed doors.”

They expressed frustration at learning about proposed changes after key decisions are already underway, often through rumours or social media rather than direct communication from the Town.

People requested a more open, predictable process where residents receive early notice, have access to plain-language information about what's being proposed, and can meaningfully influence outcomes. Several called for clearer public summaries of developer proposals, timelines, and conditions of approval posted online for transparency.

Concerns About Developer Conduct

Many comments focused on specific incidents where developers allegedly acted before receiving final approvals (on things like tree clearing and grading). The Flourish development was mentioned repeatedly as a symbol of this frustration, with residents describing the pre-approval clearcutting as “a breach of public trust.”

These examples led residents to question whether developers face real consequences when bylaws are broken. Some described a pattern in which developers change plans mid-project, shifting from single-unit to multi-unit housing or altering density, with minimal public notice or re-evaluation by Council.

Residents urged the Town to take a firmer stance on compliance. Suggestions included:

- » Verified inspections before and after site work
- » Financial penalties or stop-work orders for violations
- » Public reporting on enforcement actions taken

Most forms of development in Stratford require a development permit. Development is defined as, “the carrying out of any building, engineering, excavation, dumping, filling or other operations in, on, over or under land, or the making of any material change in the use, or the intensity of use of any land, buildings, or premises without limiting the generality of the foregoing.”

There are some types of development that are exempt from permitting requirements, such as paving for patios or sidewalks, small fences, small landscaping improvements, and making minor renovations to a building. The full list of developments not requiring a permit can be found in Section 7.2 of the current Zoning and Development Bylaw.

If you have concerns that a development requires a permit but may not have one, you can contact the Town and/or review the Town's list of permits at <https://townofstratford.ca/business-development/building-permits-development-applications/permits-reports/>

Expectations for Town Oversight and Leadership

Underlying much of the commentary was the perception that the Town has become reactive instead of proactive. Residents said they expect Town staff and Council to uphold bylaws consistently, not to make exceptions or rely on informal agreements with developers.

Several commenters suggested that Council should re-evaluate its relationship with major developers, ensuring that planning decisions are based on policy and community values, not pressure or convenience. Some also recommended adopting “community benefit agreements” — formal commitments requiring developers to contribute to local amenities, parks, or infrastructure as part of their approvals.

Changing Development Patterns & Mistrust

Many residents expressed that they feel development has shifted from “community building” to “lot maximizing.” They described new subdivisions as denser, faster-built, and less thoughtful than earlier phases, with limited attention to green space, sidewalks, or long-term quality.

The perception that some developers are profit-driven and short-term in outlook reinforced calls for stronger design standards, stricter timelines for completion, and greater Town oversight of construction quality and landscaping.

Rebuilding Trust

Despite their frustration, many residents said they want to trust the Town, but that trust must be earned through visible action and consistency. They called for clearer communication between Council, planning staff, and the public, including follow-up on how resident feedback is used in decisions.

Residents also suggested that the Town provide annual updates on the following:

- » Bylaw enforcement actions taken
- » Development progress and compliance rates
- » Community benefits delivered through new projects

These measures, they said, would help demonstrate accountability and show that the Town is listening and acting on public input.



Key Takeaways

- » Focus efforts on reporting back to the public what was heard and how feedback was incorporated into changes moving forward (this document being a prime example)



“By the time we find out, it feels like it’s already a done deal.”

“Transparency and follow-through are what will rebuild confidence.”

2.7 Process & Engagement

What We Heard

Across the consultation, residents expressed strong opinions about how the Town communicates and involves the public in planning decisions. While many participants appreciated being given the opportunity to comment on the draft Official Plan and Zoning Bylaw, a recurring theme was that the process felt rushed, confusing, or reactive rather than inclusive and transparent.

Residents emphasized that meaningful consultation means more than posting documents online and would have preferred to have seen more active outreach, plain-language communication, and genuine opportunities to influence outcomes.

Accessibility of Information

Many residents said they first learned about the draft zoning changes through word of mouth or social media, rather than direct notification from the Town. Some felt that the public engagement period was too short, given the complexity of the material, and that many people didn't have enough time to fully understand what was being proposed.

There were calls for:

- » Longer consultation periods on major policy changes
- » Advance notice of open houses and hearings
- » Mailed or emailed summaries of key changes in clear, simple language
- » Interactive maps and visuals showing what the proposed zoning means for specific neighbourhoods

Residents said that zoning maps and planning terminology can be intimidating or unclear, especially for people unfamiliar with municipal processes. They asked that future consultations focus more on plain language, visuals, and giving examples of how proposed changes will impact the community.

Perception of Speed and Pressure

Several residents felt that Stratford is moving too quickly through major planning updates, rezoning large areas simultaneously, with limited time for review. They described the process as “compressed,” with little time for ordinary citizens to read, understand, and respond. Some asked the Town to slow the pace of change, pausing rezonings until traffic, infrastructure, and environmental reviews are complete. Residents also questioned whether the Town has enough staff capacity to enforce or monitor the policies being updated, suggesting that implementation must match ambition.

While many participants in this round of engagement were joining into the process for the first time (which is very much appreciated!), the Official Plan Review has been ongoing for over a year. It has included two previous rounds of engagement (see 1.2), and will continue well into 2026 with further opportunities for public feedback. This is a typical timeline for such a review.

The project is also building on the work of “Shape Stratford” and its associated Growth Management Strategy, which represent over two years of extensive analysis and community conversations about infrastructure, housing, and approaches to development. These projects included a series of surveys, community meetings, and visualizations of different types of development. While the final growth management scenario did include substantial development in the Core Area, it also outlined a need to enable medium-density development on the remaining undeveloped lands outside the Core Area, and capacity within the town’s infrastructure to accommodate this.

It is also important to note that a review of a community’s official plan is different than an applicant-driven, site-specific rezoning. The latter is focused on one area, so communication is focused on reaching those in the immediate neighbourhood (signs, letters), and the final planning decision is made relative to the existing planning framework (the official plan). In contrast, an official plan review is a review of the whole planning framework from the ground up, and affects *every* property in the community. The decision-making process and approach to communications are therefore different than what people may be used to.

Clarity and Transparency in Decision-Making

A recurring sentiment was that public input should be part of decision-making, not just documentation. Many said public meetings often feel perfunctory, where officials “listen but don’t respond,” leaving residents unsure how feedback will influence final outcomes. Residents said they want follow-through and feedback loops — summaries showing what themes were heard, what the Town changed in response, and where further input is needed.

Some also suggested neighbourhood-specific consultations for large projects, rather than one town-wide meeting that may overlook local context.

Need for Trust & Consistency

Underlying many comments was a desire for predictability and the consistent application of planning principles over time. Residents said that when zoning categories or developer plans change suddenly, it undermines confidence in the process and makes public consultation feel symbolic. They called for the Town to reaffirm its long-term vision and apply policies consistently, regardless of developer or political pressure.

Concerns About the Housing Accelerator Fund (HAF)

Residents voiced concern that Stratford's participation in the Housing Accelerator Fund (HAF) could accelerate development at a pace that outstrips local infrastructure and community input. While most support efforts to improve housing affordability, some expressed worry that meeting federal targets might pressure the Town to approve density too quickly, potentially compromising planning standards and neighbourhood character.

Some felt the program risks shifting decision-making away from local control, with funding tied to metrics that don't reflect Stratford's infrastructure capacity or community values. Others questioned whether "fast-tracked" projects under HAF could reduce oversight, weaken design quality, or strain existing roads and services.

Overall, residents said they want the Town to ensure that HAF implementation remains transparent, locally guided, and aligned with Stratford's long-term vision for responsible, sustainable growth.

In 2024 the Town of Stratford entered into an agreement with the Canadian Mortgage and Housing Corporation (CMHC) under the federal Housing Accelerator Fund (HAF) program. The agreement dedicates approximately \$5 million if the Town undertakes seven initiatives and manages to create 178 more housing units over three years than would be expected based on historic development trends. The seven initiatives are:

1. Rezone commercial parcels to mixed-use to allow residential development above commercial sites. Recent amendments to the Waterfront Mixed Use (WMU) Zone in the existing planning documents began this work, and the draft planning documents would achieve the remainder of this initiative by changing commercial zoning to the new General Mixed Use (GMU) Zone.
2. Implement revisions to the Zoning Bylaw to remove barriers to multiple unit development. The draft planning documents primarily achieve this by decoupling lot size from the number of

units permitted in the proposed Residential Higher Density (RH) Zone (former R3 Zone) and by reducing parking requirements in mixed use zones.

3. Establish a package of pre-approved housing designs for "missing middle" (medium density) housing.
4. Implement revision to the Zoning Bylaw to widely permit accessory dwelling units (ADUs). The draft planning documents would do this.
5. Implement an electronic permitting system.
6. Adjust lot size standards for new low-density development. The draft planning documents include these reduced requirements.
7. Waive application fees for affordable housing projects.

As of March 2025, the Town was on track to hit the targets for new housing units.

While the Official Plan Review is a convenient opportunity to achieve HAF initiatives 1, 2, 4, and 6, it is important to note that these initiatives are not driving the Official Plan Review project. PEI's *Planning Act* requires municipalities to review their planning documents at least every five years. The current Official Plan had its last review in 2014, and the Zoning and Development Bylaw was last reviewed in 2019. Beyond the legislative requirement, there is also an understanding that the current planning documents are not fully responsive to the development pressures faced by the town, and that new tools and approaches are needed to effectively manage the town's growth.

It is also important to note that the HAF program is in response to a need, rather than the cause of it – regardless of federal funding, the Town is in a position where it faces strong housing demand and a need to increase housing availability and options.



Key Takeaways

- » Provide more public information about topics such as the Housing Accelerator Fund, or the legislated requirements for planning processes to build greater awareness in the community
- » Consider longer consultation periods for projects
- » Focus efforts on reporting back to the public what was heard and how feedback was incorporated into changes moving forward (this document being a prime example)

PART 3

POTENTIAL POLICY DIRECTIONS



3.1 Potential Policy Directions

The following section focuses on the potential policy directions that can be taken to address feedback in the next iteration of the Draft Official Plan and Zoning & Development Bylaw.

Chapter Structure

Each section will begin with “**Current Draft Approach**” which will lay out the policy/regulation content related to the specific topic being discussed, followed by a “**What We Heard**” summary (if not discussed in depth in Chapter 2), followed by a “**Discussion**” section to provide context and additional information. Each section will finish with “**Options**” which lay out the possible policy directions that Council can decide on each topic to address public feedback.

The vast majority of feedback received related to the approaches to Lower Density and Medium Density Residential Zoning, which will be the primary focus of the policy directions discussions. The topics in this chapter are laid out as follows:

- » Lower Density Residential Zoning, and
- » Medium Density Residential Zoning.
- » Electric Vehicle (EV) Charging

A list of planned edits based on comments from the public and Town Staff is also included for transparency.

3.2 Medium Density Residential Zoning

Current Draft Approach

The current draft documents include a Medium Density Residential 1 (RM1) Zone and a Medium Density Residential 2 (RM2) Zone. The RM1 Zone is an evolution of the current R2 Zone, while the RM2 Zone is a new zone that provides a streamlined approval process for “missing middle” housing, such as stacked townhouses and small multi-unit dwellings. Both zones have a minimum lot size of 500 square metres for a single unit dwelling, compared to 700 square metres in the existing R2 Zone.

The draft documents primarily apply the RM1 Zone to existing developed neighbourhoods that are currently zoned R2, PURD, or MRR. The RM2 Zone is primarily applied to undeveloped lands. In some instances, there is a transition area of RM1 zoning between existing development and proposed RM2 zoning.

What We Heard

As described in more detail in Chapter 2, we heard substantial feedback regarding neighbourhood character, medium density residential zoning, and in particular the application of RM2 zoning. While some engagement participants emphasized the need for more housing options and the benefits of higher densities, the vast majority of feedback was strongly against “upzoning”, especially adjacent to existing neighbourhoods.

Discussion

Stratford's population has grown substantially over the past 20+ years, and is expected to continue to grow. Per the 2023 Growth Management Strategy, if the town continues to grow at the lower rate it did from 2011 to 2016, the population will more than double by 2041 and would hit 30,000 people before 2050. At a high growth rate, comparable to the rate seen from 2016 to 2021, the 30,000 mark would be hit before 2041. Accommodating the housing needs of this growing population is not possible within the existing zoning in existing serviced areas of town. Either zoning must be changed to accommodate higher densities of development in existing serviced areas, or services must be extended to enable substantial development in areas such as the current R1L Zone, agricultural lands, and the natural areas valued by Stratford's residents. The alternative is an increasingly tight housing market and worsening affordability, which can push out large segments of the population, including young families, people leaving their parents' home for the first time, seniors looking to downsize, and the diverse range of people who contribute to various aspects of community life in Stratford.

The draft documents do take the approach of accommodating a substantial portion of needed housing within the high density areas in the core and within the waterfront gateway, as recommended by many engagement participants. However, a vibrant community cannot depend solely on high-density areas to meet its housing needs. Developing multi-story, multi-unit dwellings is a capital intensive undertaking; few developers have the financial capacity and experience to develop these large buildings. Furthermore, there is a strong community need for “missing middle” housing such as duplexes, townhouses, and small multi-unit buildings. While highrise apartment living is desired by some people, others want to own their home or value the lifestyle of living in a ground-level building, but cannot afford the rising costs associated with having a detached home on a large lot. The draft approach to medium density zoning is intended to provide this “missing middle” as a complement to the substantial housing development enabled in the high density core.

The approach to medium density residential development taken in the draft documents was generally intended to maintain existing neighbourhoods—with only minor intensification through approaches such as accessory dwelling units—while the limited remaining undeveloped land would be targeted to accommodate a greater share of the town's housing demand. However, we heard a strong perception that higher-density development on vacant lands would impact existing neighbourhoods even if the neighbourhoods themselves did not directly change, especially in instances where there is a potential for traffic to travel through existing neighbourhoods or for higher densities of development to abut those neighbourhoods. These concerns were particularly loud regarding the potential for higher densities of development in the Duffy Road Area and the Flourish Heights Neighbourhood.

Options

Council could direct the planning team to:

1. Maintain the proposed scope and application of medium density residential zoning as drafted.
2. Change the scope of medium density residential zoning and/or the locations where medium density residential zoning is applied.

3.3 Lower Density Residential Zoning

Current Draft Approach

The existing Zoning and Development Bylaw contains a Low Density Residential Large Lot (R1L) Zone, which applies primarily to unserviced residential areas, and a Low Density Residential (R1) Zone, which applies primarily to serviced lower density residential areas. The draft Bylaw proposes combining these two zones into one “Lower Density Residential (RL) Zone”. One of the key impacts of this proposed change is that the minimum lot size for lots serviced by both sewer and water would be 500 square metres, compared to 1,440 square metres in the existing R1L Zone and 700 square metres in the existing R1 Zone.

What We Heard

As described in more detail in Chapter 2, we heard some concerns about the removal of the R1L Zone and in particular the move to smaller lot sizes. We also heard from a few people who support the proposed changes.

Discussion

The existing Zoning and Development Bylaw requires all new subdivisions to be serviced with central water and central sewer. This requirement is a reasonable approach within the context of a town, and is carried forward into the draft Zoning and Development Bylaw. However, the cost of sewer and water services are substantial – not just in initial installation (which is borne by the developer) but also the operations, maintenance, and depreciation costs, which are borne by the Town and its utility operator. Subdivision in many of the current R1L areas would also require the extension of water and/or sewer mains from outside the subdivision boundary, at the cost of the Town. The long-term sustainability of Town utility finances (and the impact on taxpayers) depends on having a sufficient level of development to pay for the services that were put in to support that development. Currently, the lot area and frontage requirements in the R1L Zone are better aligned with unserviced development, rather than the serviced approach that has been and continues to be the practice in Stratford.

Important to this discussion is that the minimum lot sizes in the Zoning and Development Bylaw only apply to lots that are serviced by both central sewer and central water. Lots with on-site septic and/or wells must meet provincial minimum lot size requirements. These standards depend on the soils on the lot, but the smallest lot permitted (very good soils with an on-site

well and central sewer) is 1,393.5 square metres, essentially the same as the existing R1L Zone. Most of the R1L Zone is completely unserviced, or is only serviced by sewer OR water, not both. In these areas, there would be no immediate impact as a result of the proposed minimum lot size change. Rather, the change to lot size is a forward looking approach to provide for more sustainable finances if full servicing is ever extended to these areas.

The main exception is the R1L area east of Keppoch Road, which is currently serviced by both central sewer and water. It is possible that the reduced lot size would permit existing lots to be subdivided in two. However, these neighbourhoods are relatively mature, with large existing homes located in the middle of the lot. This reduces the risk that subdivision to create a second lot would be a viable or desirable option.

A final consideration is that there are some areas within the current R1L Zone where existing lot sizes are smaller than the required 1,440 square metres. Such areas include between Keppoch Road and Foxwood Lane, along Spinnaker Drive, and along Mount Herbert Road. While these areas are the exception rather than the rule, they do illustrate that the current minimum lot size is not entirely representative of the entirety of the current R1L Zone extent.

Options

Council could direct the planning team to:

1. Maintain the proposed draft approach with a single RL Zone with a 500 square metre minimum lot size.
2. Maintain a single RL Zone, but increase the minimum lot size.
3. Split the proposed RL Zone in two, with one zone reflecting a larger lot size akin to the R1L Zone, and one zone with a smaller lot size akin to the R1 Zone.
4. An alternate approach as suggested by Council.

3.4 Electrical Vehicle (EV) Charging

Current Draft Approach

The draft documents do not currently require electric vehicle charging.

What We Heard

The Town's sustainability staff requested that the planning documents include a requirement for new developments to provide electric vehicle chargers.

Discussion

Electric vehicle (EV) adoption is growing in PEI. However, one of the key barriers to growth is options for charging, especially for people who cannot charge at home. Amending the Zoning and Development Bylaw to require a portion of parking spaces to provide EV charging could help enable greater EV adoption in Stratford.

EV charging comes in three main forms:

- » Level 1 charging - 120V AC (i.e. a standard wall outlet) - charges very slowly (~2-3 km of range per hour of charging).
- » Level 2 charging - 240V AC - can fully charge a typical EV in around 8 to 12 hours.
- » Level 3 charging - DC fast charging - recent designs can charge an EV to 80% battery in as little as 15 minutes.

Adding EV charging comes at a financial cost. There is the equipment and commissioning cost of the outlet or charger, and also the potentially substantial cost of electrical service upgrades and trenching for electrical lines. However, the cheapest time to install chargers is at initial development, when electrical services can be appropriately sized and any electrical lines can be run without having to disturb existing building envelopes or dig up existing parking areas.

Level 3 charging is akin to a "gas station for EVs", and can cost tens or hundreds of thousands of dollars to develop. It is not typical that a municipality would require a development to provide Level 3 charging.

However, many municipalities are moving to require a portion of parking spaces in new development to provide Level 2 chargers. This can have particular benefit for commercial and community uses where people will stay for a substantial amount of time, such as hotels, sporting areas, and restaurants. It can

also be very beneficial for multi-unit dwellings, where residents otherwise have little control over the charging options available to them and where retrofit costs can be prohibitive if the building's electrical service is not initially sized for the load.

It is not typical for municipalities to require Level 1 charging through their zoning bylaws, as these are regular electrical outlets and fall more clearly within the realm of building and electrical codes rather than parking area design.

Options

Council could direct the planning team to:

1. Maintain the existing draft approach of not requiring EV charging.
2. Require Level 2 EV charging be provided at a portion of parking spaces during the new development of certain, high-impact uses.
3. Require Level 2 EV charging for all new development.
4. An alternate approach as suggested by Council.

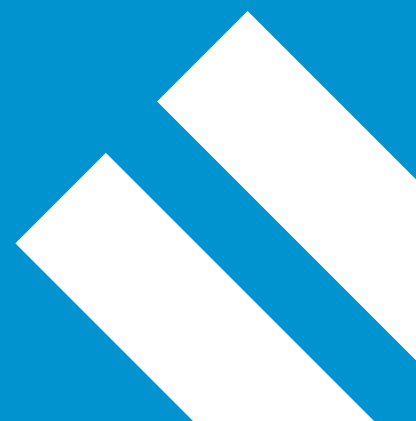
3.5 Other Planned Edits

The draft review phase is not just an opportunity for the public to review the drafts, but also for the planning team and other Town staff to look at the documents with fresh eyes. In response to this ongoing review the planning team intends to make the following edits:

- » Add reference in the Official Plan to the Town's *Forest Connectivity and Management Strategy* as a key document.
- » Expand policy in the Agricultural Reserve Secondary Plan to address the connectivity of watercourses and forest cover.
- » Add an Environmental Protection (O2) Zone for use on Town or Crown lands that are intended for conservation purposes and low-impact recreation to differentiate them from lands in the O1 Zone where more intensive recreation and institutional activities are permitted.
- » Add clarity that parkland dedication through subdivision can be used to protect natural features.
- » Remove the Environmental Reserve Overlay, which has limited utility and may be confusing in its administration. Some of these lands will be put in the new O2 Zone.
- » Clarify the discussion of coastal erosion and the fact that the watercourse buffer and coastal hazard area regulations exceed any regulations that would apply specifically to erosion.
- » Explore expanded tree planting requirements for new development.
- » Explore tools to enable preservation of valuable natural environments where the area of land exceeds what can be required through the parkland dedication requirements in the subdivision process.
- » Expand discussion of sustainability and the natural environment in the Official Plan.
- » Add clarity for how parking requirements should apply to mixed commercial buildings where the tenant type can change over time.
- » Add regulations for shipping containers.
- » Refine provisions for residential accessory buildings.
- » Remove regulations on residential garage doors.
- » Apply the General Mixed Use (GMU) Zone to 258 Stratford Road to accommodate the dental clinic there.
- » Adjust the application of the O1 and PSI Zones to capture Town-owned lands that were previously missed and to exclude lands that were erroneously included.
- » Change the zoning on the Eastlink structure at the end of Cable Court from Business Park (M2) to General Mixed Use (GMU). This property is currently zoned General Commercial (C1), a zone which no longer exists in the proposed drafts. We proposed the M2 Zone in alignment with the semi-industrial nature of the site; however, this raised community concerns related to potential future industrial development on the site if Eastlink ever moves. The GMU Zone accommodates the existing use without the future risks of the M2 Zone.
- » Add missing definitions.
- » Non-substantive wording changes for clarity.
- » Non-substantive edits and reorganization of content to improve administration of the documents.

PART 4

APPENDIX - RAW FEEDBACK



Your comment	Latitude	Longitude	Down-vote	Up-vote	Total Votes
<p>I must register my disappointment with the proposed rezoning of this area to RM2, and with the town's "engagement" process concerning this draft plan.</p> <p>To increase housing density in this area is to completely disregard both the character of this neighbourhood and the concerns of its residents. Medium density with 12-unit complexes in such a large area? What is the town's plan to accommodate all the new traffic from such high density? Traffic lights at Mason/Bunbury and Duffy/Bunbury? This just isn't the right fit for this neighbourhood. The Mason/Duffy/Stagman/Birch Woods residents have spoken loudly and clearly at the town halls, through petitions, and in the comments here on this draft document—we don't want this. I trust that our collective feedback will be heard. Leave this higher density to the development along the TCH, where the existing infrastructure can readily handle it (e.g., highways, shopping, etc.).</p> <p>Second, I feel that the town's "engagement" process is hardly representative of citizen engagement in any meaningful sense. From my perspective as a resident, a draft plan was created and then brought to citizens for feedback (i.e., complaints). If there was no critical feedback about the draft plan, then presumably it would have been largely adopted as is. That is not engagement. Meaningful engagement is to consult with residents in the process of creating the draft plan—not creating a plan first, then seeing if anyone complains about it. To what extent were the residents of Mason/Duffy/Stagman/Birch Woods consulted about rezoning their backyards into RM2 land before the draft plan was created? What made the town decide on rezoning this area to RM2 in its draft plan? Was this decision based on support from residents from this neighbourhood? I highly doubt it. A meaningful engagement process is one that intentionally seeks input from residents in the process of its creation--especially from those residents in neighbourhoods poised to be impacted by significant change--and well before the draft plan is created and presented to citizens. I hope we can do better on this moving forward.</p>	46.23917458	-63.08372911	0	0	0

I don't agree with the rezoning of this area. This area was meant for single-family dwellings. To consider Anything more would totally contradict the character of the neighbourhood.	46.24033678	-63.08754061	0	0	0
Before moving to a single zoning structure or reducing lot sizes, it's important that the necessary infrastructure is in place to support this type of growth. This includes ensuring adequate school capacity, water and sewer services, stormwater management for higher road density, and traffic flow, particularly on the bridge. A flex lane similar to MacDonald bridge in Halifax may support in the interim. In addition, updates to short-term rental bylaws should be considered to help maintain neighborhood stability. I support thoughtful growth in our community, but believe it should begin with a smaller section or pilot area. This would allow us to assess the real impacts of increased density while ensuring that the needs and quality of life of current residents are protected and prioritized.	46.22239753	-63.10455502	0	0	0
While Eastlink has been a good neighbour, any further commercial type development should be by development agreement only. For example a radio station could be a great fit while a car dealer a poor fit. In addition, any further commercial development should be conditional on sidewalks and upgraded street lighting for the residential streets leading to such development.	46.21340904	-63.08197237	0	1	1
The bridge traffic is already significant. Before adding in more housing this needs to be addressed.	46.23688378	-63.08033578	0	1	1
I respectfully disagree that this is an appropriate neighbourhood for rezoning.	46.23652729	-63.07531410	0	1	1
Concerning the "industrial" designation: could this potentially encourage future uses for this area that are not appropriate for the neighborhood? The Eastlink site as it is currently is fairly unobtrusive and doesn't create much noise or traffic.	46.21276878	-63.08200265	0	2	2
The public needs to have access to areas of the coastline in the Town for active living and wellness.	46.19445926	-63.06161112	0	0	0
The public needs to have access to areas of the coastline in the Town for active living and wellness.	46.19629420	-63.07863746	0	1	1
The public needs to have access to areas of the coastline in the Town for active living and wellness.	46.19857125	-63.08463894	0	2	2
The public needs to have access to areas of the coastline in the Town for active living and wellness.	46.20003822	-63.11883287	0	2	2
The public needs to have access to areas of the coastline in the Town for active living and wellness.	46.24388265	-63.08231649	0	2	2
The public needs to have access to areas of the coastline in the Town for active living and wellness.	46.21742904	-63.10850436	0	2	2

I would like to know exactly how the town has engaged with developers to date. Did you invite them to town hall meetings? How did they learn about the plan to rezone our land before I did? I'm not sure how I can take the town's commitment to public consultation seriously when they have invited the people who will be developing the land into the conversation already.	46.23813279	-63.08054609	0	3	3
How on earth did the developers learn about this draft rezoning plan before the actual residents who live here and pay taxes? Something here is very fishy...	46.23400023	-63.07676083	0	3	3
This should be a roundabout.	46.21795661	-63.09972189	1	0	1
I am not sure what this land is currently designated, but I am not in favour of it being designated as business park or industrial in the new plan. This is a very quiet neighbourhood with low traffic. I fear having business park or industrial land might mean an increase in traffic, noise, etc. Nothing I am interested in seeing more of in our neighbourhood.	46.21301741	-63.08196100	0	2	2
I am not sure what this land is currently designated, but I am not in favour of it being designated as industrial in the new plan. I am concerned that this could open the door to adjacent land also being designated industrial. This is a very quiet neighbourhood with low traffic. I fear having industrial land might mean an increase in traffic, noise, etc. Nothing I am interested in seeing more of in our neighbourhood.	46.21301069	-63.08194772	0	1	1
If more density is being considered in this area, then there needs to be a much safer crosswalk here with lights and flashing signals given the number of children that will be crossing this area to head towards the community campus	46.23411252	-63.07797867	0	4	4
If more density is being considered in this area, then there needs to be a much safer crosswalk here with lights and flashing signals given the number of children that will be crossing this area to head towards the community campus	46.23566560	-63.08626155	0	0	0
I am also Concerned about how "single family dwellings" In newly developed areas of the town appear to be used as rooming houses, with some homes or half Duplexes having 6-8 vehicles In The driveways and all over the yard.	46.23203012	-63.08999934	0	0	0
I am concerned about the highest density levels that are allowed in the proposed rezoning. I am also Concerned about how "single family dwellings" In newly developed areas of the town appear to be used as rooming houses, with some homes or half Duplexes having 6-8 vehicles In The driveways and all over the yard.	46.24073022	-63.08512075	1	3	4

<p>This corridor is part of a block of Town land, shown in green on the map, which is classed as Recreation and Open Space. The property was formerly marked “Sundance Park” on the Town zoning map, but I no longer see that designation, and Google AI says that there is no such thing as “Sundance Park” on PEI. It therefore appears that the removal of the “Park” designation from this property was done without public consultation. The block of land is in fact a beautiful woodland of stream gorge and mature trees, and should be re-designated as a Park. The property includes two corridors which connect it to Sundance Lane. At present, on the ground, both corridors have the appearance of being part of neighbouring properties. The Town should erect signage to alert citizens to the presence of these access routes, and to remove risk that neighbouring landowners might claim them under squatters rights law.</p> <p>- [REDACTED]</p>	46.19600074	-63.09806294	0	4	4
<p>This corridor to the shore is an example of what can happen if the Town of Stratford does not assert its ownership rights over Town property. About 25 years ago, someone put up a fence and a No Trespassing sign at the foot of the paved portion of Spruce Lane. I checked the PEI gov’t property GIS layer to verify that the corridor to the shore was indeed public land, and then contacted the Town. I think that others may have done the same. Town officials contacted the person who erected the sign and fence and ordered them to remove them, which they did. This is the only public access to the shore in a long stretch of Stratford’s coast. If citizens had not protested, and Town officials taken action, public ownership of this shore access might have been permanently lost.</p> <p>- [REDACTED]</p>	46.20030529	-63.11787048	0	4	4
<p>This narrow corridor belongs to the Town of Stratford. However, there is nothing on the ground to indicate this, and by outward appearance it appears to belong to the neighbouring landowner. The corridor is important because it connects to a further Town property, marked on the map in green, which borders on a coastal wetland. These properties have significant recreational and natural potential which cannot be realized if their Town ownership is unknown to the public. In addition, Town land that is used by neighbouring landowners, with the Town never asserting its ownership, may be at risk of forfeiture through squatters rights claims.</p> <p>- [REDACTED]</p>	46.20614602	-63.11193236	0	2	2

How quickly Town Counsellors want to change Stratford from a desirable place to live with reasonable size lots and dwellings to High density run of the mill. Why would anyone want to invest in an area that changes from RL to more dense? New business investment will question when will the town change again? Be very careful what you ask for and bring it to a vote of Residents!!	46.195646	-63.102496	1	4	5
A terrible idea and runs contrary to everything residents were led to believe in the initial consultations. Seems the town has had plenty of communication with the developers but very little with its residents who stand to lose the most. This area cannot support HDH. Even the section of street from Sobey's to the 4-way stop can't support the traffic we have now. Imagine 100's more people rushing through there at rush hour! It's such poor long term planning because with the ACTUAL CURRENT population growth rate (which is slowing), many of those buildings will be in excess and sitting vacant in 20 years. The next generation is having 1-2 kids, not 3-4. Talk to developers who are now having trouble filling their high-capacity buildings since the IRCC drastically reduce its immigration targets.	46.20583612	-63.09233864	1	1	2
I fail to understand how this is considered a good idea. How does building multiple apartment buildings contribute to our community? Apartments are usually temporary living and not meant for long term which is what we all want for our town. There are already numerous apartment buildings, either presently or in the works, that are not in residential areas. I totally object to allowing Flourish to change what we all agree on when they bought the land in 2017. Don't let money influence your decision. Do what is best for the residents of this town.	46.20423291	-63.09472870	2	1	3
Keep as R1. Turning this area into medium density would be a serious misstep. It clashes with the character of the nearby neighborhoods and golf course, and the current roads just aren't built to handle that level of traffic.	46.20459596	-63.09437869	1	1	2
I strongly oppose development, especially multi-unit buildings (apartments, pods, duplex Etc) in this green space. This green space is well used and an essential part of the neighborhood. One of the best things about Stratford is the beauty.	46.20445838	-63.09867431	2	1	3

<p>As someone who lives in this neighbourhood and also grew up in Stratford, I can assure you that placing multiple unit buildings to increase density in the area will have a negative impact for this part of Stratford specifically.</p> <p>Stratford has always been a low residential area, primarily with single family homes - it is one of, if not the main draw and appeal to living here. Having multi unit apartments in a quaint, spacious, family neighbourhood dramatically creates a rural to urban shift. People have lived here for generations for the spacious and country feel. You would be majorly missing the mark to disrupt that.</p> <p>The nature here on the Duffy Road is beautiful, the open fields and water near by create the charm here. To picture all of that taken away by buildings and significantly higher traffic is quite disappointing. I strongly believe the land should be preserved as is. Perhaps other parts of Stratford would be a much better fit for this plan. Somewhere closer to amenities and outside of this established neighbourhood.</p> <p>I urge you to reconsider this plan and find an alternative placement.</p>	46.23756610	-63.07908131	1	9	10
Concentrate the density in the core.Shops and services more accessible too.	46.22446109	-63.09292582	0	2	2
Is there a bylaw officer or other way to monitor 'accessory dwellings' so they do not become seasonal cottages and guest houses in our back and side yards? Please leave the zoning in the Keppoch area as it currently is and not as per the draft plan. This is why we moved to Keppoch and not Charlottetown.	46.20826780	-63.12256357	2	5	7
In talking with neighbours and friends in the area, it is evident we are unaware of the significant draft plan and rezoning implications and request a mailout to our homes. Interestingly, the realtors and developers seem to know about it.	46.20359724	-63.10659902	2	3	5
would like see hopeton rd. Zoned R3.Houses are aging, large lots and all commercial in front of it.Mixed use commercial/residential would also be a good option	46.22979968	-63.09862690	0	1	1
Eastlink as cleared the trees after Fiona. Opportunity to create re-zone here. Used to be unofficially used as a trail system. An activity park could be considered here.	46.21281570	-63.08125169	1	1	2
currently there is a nice green space here.Town could look into a public park space.	46.21662388	-63.07932508	1	1	2
A roundabout here could help with periods of very heavy traffic.	46.21677086	-63.08811031	1	2	3
Anyone know what is going in the field behind Shoppers?	46.22247045	-63.09099560	1	0	1

<p>I am gravely concerned by the move to rezone this land and the surrounding areas from R1 to RM2. I am particularly disappointed by the lack of consultation with the public and the residents in this area. I learned about this proposal through a flyer on my doorstep from a concerned resident. This has breached the trust that I have in the Town of Stratford Mayor and Council. Changes this drastic should have been better communicated to each individual household affected by any rezoning proposals.</p> <p>As PEI seeks to become the first Net-Zero province in Canada by 2040, I am shocked to see a blatant example of poor community planning and unsustainable development. This proposal conflicts with the goals set out by the province to achieve Net-Zero.</p> <p>For example, Pillar 1, Goal 1 aims to reduce our reliance on passenger vehicles. How does building high-density housing far away from key amenities such as grocery stores, gas stations, etc., fulfill this goal? “Communities that are well-designed with sustainability in mind ... encourage development where services are located.”</p> <p>This region of Stratford is cherished because it is relatively quiet, surrounded by nature, with small, close-knit neighbours who take care of one another. These are all key features of living in Prince Edward Island. If I wanted to live in a high-density neighbourhood, I could go to any other province in Canada.</p> <p>The Town of Stratford must recognize that the long-term viability of this community means preserving the features and qualities that the residents of Stratford value. The mixture of high-density housing and residential neighbourhoods erodes the reason why we choose to live here. I urge the Town of Stratford to align its planning with our province’s Net-Zero goals for building sustainable communities.</p>	46.23561526	-63.07666067	2	12	14
Please leave the zoning as is. High density housing will drastically change our neighbourhood and not in a good-way.	46.23804726	-63.08394632	2	13	15
I am deeply concerned about the increase in traffic, specifically along Bonavista ave, should the zoning density increase here. It would be highly unsafe. There is a large amount of foot traffic on this road and no sidewalks.	46.20414726	-63.09748266	1	1	2
this is all low density, makes no sense to change to medium.. doesn't fit the way Stratford is	46.21370601	-63.07485000	3	3	6
Can we Just not rezone this area. Thankyou	46.23255780	-63.08763470	2	6	8

<p>Stratford is rushing to “densify” by shrinking lot sizes and allowing apartment-style buildings in what have always been single-family neighbourhoods. This isn’t smart planning — it’s reckless overbuilding without a proper town center to support it.</p> <p>These new zones (RL, RM1, RM2, RH) sound harmless, but in practice, they mean multi-unit developments could appear on plots as small as one-eighth of an acre. That’s a massive shift from the original plans many residents bought into.</p> <p>People need to understand: the town isn’t expanding outward or building walkable hubs — it’s forcing density into quiet communities far from schools, shops, or transit. And with council votes often tied and decided by the mayor, it’s hard to believe this reflects the will of residents.</p> <p>Growth should serve the people who live here — not a political legacy.</p>	46.23667581	-63.07384206	2	9	11
<p>Stop Stratford’s Forced Densification</p> <p>What Stratford is doing with this rezoning plan is wrong for our town. They’re cutting lot sizes and cramming multi-family buildings into areas that were meant to stay low-density. These aren’t near a downtown — some are 3 km away — yet the town calls this “smart growth.”</p> <p>Let’s be honest: this isn’t planning, it’s power. Decisions are being split 3–3 at council, then pushed through by the mayor’s tie-breaking vote. That’s not democracy — that’s steamrolling.</p> <p>People moved here for neighbourhood character and green space, not stacked apartments on tiny lots. The town needs to refocus density where it belongs — near the core — and stop reshaping our communities without genuine consent.</p> <p>Residents deserve honesty, transparency, and real input — not planning by surprise.</p>	46.21973939	-63.09797183	2	1	3

<p>I am deeply concerned about the direction the Town of Stratford is taking with these proposed zoning changes. What's being presented as "modernization" is, in reality, a rapid push toward densification — reducing minimum lot sizes and opening the door to multi-unit developments in areas that were always intended for single-family homes.</p> <p>This approach erodes the very character that makes Stratford desirable. Instead of focusing density in a defined and well-planned town center, apartment and stacked-unit buildings are being placed haphazardly across undeveloped pockets of established neighbourhoods — sometimes several kilometers from services or amenities. That's not smart growth; it's sprawl disguised as progress.</p> <p>Residents deserve thoughtful, transparent urban planning — not decisions pushed through by a slim council margin. I urge the Town to pause this rezoning process, restore meaningful consultation, and focus density where it belongs: near the core, not in our family neighbourhoods.</p>	46.23476067	-63.07715242	2	14	16
<p>Has anyone given any thought to the oyster fishers who fish at the end of Duffy Road? This will be quite a mix of traffic if multiple apartments are built. Is the town of Stratford willing to take away their livelihood to fish?</p>	46.23690637	-63.07870260	0	6	6
<p>As Canada works to diversify its trade away from the United States, we are entering a period of economic uncertainty. This is not the time for provinces or municipalities to take on unnecessary debt or risky expansion projects. When trade patterns shift, tax bases can shrink — and towns that overextend themselves may find their independence at risk.</p> <p>If Stratford continues to spend beyond its means, we could one day lose our financial sovereignty and face the possibility of being absorbed into the City of Charlottetown. That would mean losing local decision-making power and the ability to shape our own community priorities.</p> <p>Now is the time for restraint, accountability, and respect for taxpayers. Stratford must focus on living within its means to protect both our economic stability and our independence as a town.</p>	46.23103097	-63.07701200	2	8	10

<p>I urge residents to be cautious when trusting the Town's assurances about future development.</p> <p>Three years ago, during the public consultations for the new high school campus, the Town presented a clear plan showing the access road exiting at the city limits. That plan was promoted, discussed, and received approvals based on community feedback. However, when the project was implemented, the access point was relocated to a completely different area — without renewed public consultation.</p> <p>This experience has left many residents, myself included, questioning the Town's commitment to transparency and follow-through. I encourage others to look closely at what's being proposed today and to remember that plans can change quietly after the public process ends.</p>	46.23364163	-63.07476447	1	9	10
<p>After reading DRAFT-Town of Stratford Zoning & Development Bylaw(PublicDraft), we have concerns about changing this land to RM2, specifically regarding the inclusion of Convenience Stores and Multi-Unit Dwellings-Up to12 Dwelling Units. Both of those potential additions to this quiet neighborhood would be disruptive to life in this area of Stratford.</p> <p>This draft also eliminates the restrictions (percentage of block utilization) for townhomes and duplexes that exist in the 2024 zoning bylaw language. If those current restrictions were to apply here, we would not oppose the building of townhomes and duplexes. We want younger families and first-time home buyers to be able to afford a home in this beautiful area.</p> <p>Under no circumstances would we welcome convenience stores or apartment buildings.</p>	46.20567096	-63.09779334	2	3	5
<p>When we purchased our property we understood the potential of this land being developed given the growth of Stratford but we also understood that this was zoned as R1 with a limited amount of lots. I feel as though the plan is to shoe-horn as many units as they can fit into areas where they can fit them in order to make up for poor planning in the past, to the detriment of residents in the area.</p>	46.23931462	-63.08278087	2	15	17
"they paved paradise, to put an apartment lot"	46.24268967	-63.08291687	2	3	5
GMU Dental Clinic	46.21595428	-63.07837736	0	0	0
01 (assume means keep R1)	46.21895870	-63.09650717	0	0	0
Keep density in care	46.22220373	-63.08970257	0	0	0
R1 Recommended	46.24162647	-63.08374732	0	8	8
R1 STAY	46.20556653	-63.09558976	1	2	3

Remove the left turn towards Bunbury and have all traffic go to the lights.	46.23247148	-63.10085736	6	5	11
This is not what Stratford has ever strived to become. We have our high density areas located to the town Hub, we have an aging population and are expecting a decrease in immigration rates due to strains on government resources at all levels. This seems like Stratford decides to pick the largest portion of land and just label it high density without careful thought. Please think of future generations when making these decisions.	46.20556752	-63.09694770	2	2	4
A landlocked area with access only by existing low density neighborhoods on either side, has a traffic professional been even contacted about this silly proposal? Do better, Stratford.	46.20588629	-63.09613215	1	5	6
Great spot for this rezoning plan	46.24498304	-63.11243747	1	7	8
What is the existing zoning for Cable Heights subdivision? Any changes?	46.21150755	-63.08667595	0	0	0
A set of lights Bunbury Rd x the seems like a horrible idea to me. Why not eliminate the existing left-hand turn and drivers use the existing lights/left-hand turn at Esso intersection?	46.23207376	-63.10062412	2	5	7
When the original development was approved both town officials and the developer publicly and clearly committed to low density housing. This area and the adjacent properties are not compatible with increased density. Proceeding with this proposal to upzone is not only unreasonable but also gives the impression that residents may have been intentionally misled.	46.20501231	-63.09854964	2	8	10
The 50 feet buffer zone beside the shale pit that was promised as green space has disappeared from the map, as well as other green spaces and pond laid out in the original subdivision plan. We oppose the building of apartment buildings on this property.	46.20462944	-63.09202609	1	6	7
if this developer gets their way (which they probably will as they have had the wool pulled over everyone's eyes of their true intentions from the beginning) the only entrance to their apartment buildings should be from their own Foxwoods streets (NOT Bonavista or Falcoln)	46.20632308	-63.09090523	2	1	3

<p>We cannot state strongly enough how upset we are about the proposed zoning change of this land. We appreciate this quiet street and are not opposed to seeing homes built in our backyard for other families to enjoy. However, the original sale of this land was, to my understanding, contingent on the development of a subdivision with a mix of executive homes, duplexes and some townhouses. It also included a 50 feet wide buffer zone behind our property beside the shale pit. To change this whole property from low density residential homes to apartment buildings is just too absurd for words! It does not at all fit in this neighbourhood and is a betrayal of trust we had in the town council to advocate for our interests. Foreign developers looking to make big money should not be the one to decide the future of our town!</p> <p>If the developer (who is not from PEI and doesn't seem to understand small town living) wants to sell more lots, then cancel the large expensive home plans and allow for smaller bungalows to be built. It would fit the vision of a family friendly town where children can feel safe, allow for ample green space, allow young families to become home owners with a decent sized yard, and not place an enormous strain on traffic and infrastructure. Once this area has been rezoned, there is no going back! We strongly OPPOSE the rezoning!</p>	46.20496235	-63.09315332	1	10	11
The lack of a walk-able downtown let a lone a downtown itself is appalling	46.22833312	-63.10123558	1	2	3
The focus should be to develop and revitalize the downtown core rather than urban sprawl. Why have higher density living so far away from amenities and mass transit? This only leads to environmental, economic and social impacts. Stratford leadership should want to see their town as a place to visit instead of a speed bump into Charlottetown.	46.23674717	-63.07491545	0	12	12
Existing building could be Repurposed for an All season Driving range and Restaurant. See TopGolf Style projects	46.20773087	-63.09101865	0	3	3
This is a farce! Not at all what the Flourish group originally proposed which was accepted. They've already broken by-laws and are currently being investigated by the RCMP! Whoever is pushing for this should also be investigated. Must be some pile of money changing hands for them to support such a ridiculous change. Will only hurt surrounding resident!	46.20511975	-63.09667470	0	0	0
Incredible betrayal by the town of Stratford council which will be stored away for re-election time	46.20628977	-63.09356684	2	8	10

<p>This is a horrible idea. Will hurt the surrounding neighborhoods due to increase traffic flow and will further destroy what little green space we have left. The Flourish group already caught the town sleeping when they cleared trees ahead of approval for phase 3 of their development. Ignorance is no excuse, bylaws will be broken again, that is a certainty. Not to mention, aren't they currently being investigated by the RCMP in the land sales/money laundering/foreign interference accusations. The town needs to give its head a shake... unbelievable.</p>	46.20458116	-63.09397548	1	3	4
<p>I got information that the original development approved for the Flourish area has been changed from a multiple house to a high density buildings zone. I want to share that when we bought our house was based on the low density projections, family housing, low traffic area, which in fact promotes a sustainable neighborhood as Flourish team committed on their selling promise. High density buildings will be against the original idea sold to us as buyers and will affect not just the value of the our property, but the life hood in the area. What kind of sustainable zone will be when the area will have higher traffic, major density population and noise pollution during the building process and afterwards when people start to live-in? As far as I know Stratford as community decided to keep high buildings closeby the core of the town, respecting the other areas in order to control expansion and continue providing a balanced living for families. In addition, I heard one of the arguments from Flourish is that they cannot keep building \$1 million houses as it's not generating good ROI for them, so is better to sacrifice the health, tranquility and great environment of the area shared by houndreds just for the benefit of a company? And, I did not paid \$1 Million for sure, and I am aware of several that bought here in past years and leave for diverse reasons that did sell for much less, in some cases losing money due to the general housing market circumstances. So,if Stratford and the community allows this high density living buildings will contribute in the mid and longterm to force the families to look for better alternatives out of town, in order to keep or at least avoid losing property value. I have kids and many neighbors too and I don't want they will be exposed to risks due to more cars or other kind of exposures for example during the building process. Is the town prepared to invest in the additional utilities, streets and all requirements for this? For sure, we as tax payers will need to contribute more while the project is in process and in the future, forcing again several families to evaluate if the area is the right one to stay living on it. Development is needed, but never could be accepted to favor few versus an entire existing neighborhood. Similar project was rejected by Summerside to same developer, based on similar issues exposed by neighbors. I am oppose to it and if approved it will force us to evaluate our future in the area and possibly to look for other place, maybe out of Stratford.</p>	46.20533	-63.0897	3	15	18
<p>The new zoning is ridiculous. Doesn't make sense with the population and traffic we are already dealing with. Flourish Heights have broken bylaws in the past and I'm sure they will again</p>	46.20435717	-63.09327728	3	11	14

This plan will completely ruin this otherwise very pleasant neighborhood, filed with people who worked very hard to have decent homes and raise their families in peace. Not to mention the years of noise due to the obviously planned construction. No doubt its already known who will be buying the land. Another developer gets richer and normal people get screwed.	46.23966810	-63.08661204	4	16	20
OK...are honestly going to have apartment buildings in our back yard now? This is a ridiculous idea, who is profiting from this garbage?	46.237295	-63.084355	2	5	7
Huge potential for Racquet sports Center !	46.20846578	-63.09142944	0	1	1
This proposed zoning change seems short-sighted at best. Disingenuous at worst. Many purchased homes near this area when the official plan had it zoned as residential. No one envisioned a radical change in density like this. Aside from those adjacent to the area, this would seem like a strange place for high-density (traffic, proximity to the golf course, etc).	46.20597025	-63.09272901	2	13	15
I think that this should be used for sports of some sort like it was first built for. Nice spot next to a golf course	46.20846539	-63.09019468	0	2	2
Council already voted against changing this parcel of land to medium density less than 6 months ago, unacceptable that it would be included in RM1 zoning. People have chosen to live in this area due to it being only single dwelling homes with few duplexes, not rows of townhouses and 12 unit condo/apartment buildings. Most homes in this area have larger lots and this kind of zoning would not tie into the current feel of the neighbourhood. People choose to live in Stratford for higher end feeling, not a downtown feel where everyone is crammed together. Most of us the value in our home is the most equity any of us have and you are going to decrease that for us putting this kind of property here. Duplexes and single detached should be the only houses approved for this area, not townhomes or multi-units. The Town already has traffic and water and sewer issues, making it more dense is only going to create further problems.	46.21432463	-63.07553015	3	10	13
I am against this rezoning terrible idea. This has gone from single family homes to duplexes to row houses. This developer has caused enough issues in the area. Pushed dirt piles against existing properties and had to fix the issue. Created a new shale pit, created a material dump at the top of the pit, and burning materials without a permit. Do they even have a permit for the spaceship building at the top of the pit? Leave our peaceful, quiet neighborhood alone.	46.20524056	-63.09257780	1	12	13

This is not what was originally brought forward by committees. Changing this area from low density to medium density doesn't make sense. Not only does medium density not align with adjacent neighborhoods but the roads leading into this area simply cannot support a dramatic increase in traffic. And let's be honest, once green space is gone, it's gone.	46.20513759	-63.09432149	2	3	5
Mason Rd and Swallow Dr should be extended to Kelly Hieghts . Mason Rd has no side streets St. down to the Highway.	46.23353304	-63.08871453	1	12	13
We are completely opposed to the possibility of rezoning this area. It should remain single family dwellings as was planned.	46.20447901	-63.09490297	2	17	19
Terrible idea to rezone. Part of the beauty of this side of town is the low density housing. Regardless if new families or growing families,we all want to keep our current peaceful, friendly neighborhood, with plenty of green areas for our kids. We chose this particular location in Stratford vs downtown or any other community just because of this.	46.20505071	-63.09046230	4	14	18
I strongly oppose the proposed zoning changes and development in our neighbourhood. Approving this project would not only destroy the quiet, natural character that residents value, but also create serious long-term problems—more traffic on roads not built to handle it, strain on already limited infrastructure and services, and the irreversible loss of green space. Development like what is being preposed on this land would erode property values for current homeowners while benefiting only outside developers. Once our neighbourhood is changed, it cannot be restored. I urge you to put the interests of residents first and reject this proposal.	46.20390744	-63.09702212	3	25	28
Really hoping TheTown will think hard about how apartment buildings in that green space will change the look of our nice subdivision that we have now.	46.21850001	-63.08075980	3	3	6
A terrible idea for this longstanding single family neighborhood. Does not take the existing residents quality of life, into consideration at all. Residents who have made the choice to live in Stratford for lifetime, and have been paying taxes here, to enjoy nice quiet neighborhoods with greenspace and low density established subdivision living. Not sure how this can even be considered. A far cry from what was sold as the development plan to residents when land was sold.	46.20456010	-63.09746093	1	24	25

<p>The proposed zoning is the opposite of what the developer originally presented as their plans for the entire space as per its own website and prior news releases. Never any mention of apartments and trying to pivot plans now seems like it was their intended plan all along. They have never advertised the other phases of the plan for building lots in the subdivision for residents to purchase. The Foxwoods subdivision already has glaring issues with the sub-standard quality of materials used with most resembling Styrofoam; importing of building materials on shipping containers from outside of Canada, which raises concerns about lack of support for local businesses and environmental impact of long-distance shipping; design flaws with current homes with short steep driveways inclines, and structural/functional issues with streets and houses; poor planning for the overall layout lacks foresight and alignment with the surrounding residential neighborhoods. While the developer is now stating what their intentions are to rezone, it is abundantly clear from the Foxwoods subdivision experience that the original stated plan has a disconnect between their past claims and lived experience of residents. There is also the alleged connection between the developer and the monks in the news from Kings County which is a shady situation that is only going to bring negative attention to the area. Apartment buildings are not suitable for this space, which is clearly a residential neighborhood and not an urban area and only needs single family homes. I have lived in Stratford my entire life in 4 different areas including twice close to this area and I fear it is only going to bring our property values down. There is no reason to bring more traffic driving through residential areas to get to this location. Children should have the freedom to be able to drive their bicycles along the side of the road and driveways without being in a heavily trafficked area and be able to play street hockey or hopscotch like every child should on their now quiet streets.</p>	46.20474420	-63.09739323	1	20	21
<p>One has to wonder why the re zoning of this project? This is the 3rd rezoning of this parcel of land... Going from single family dwellings to townhouse to possibility 6 storey 40 plus units is ridiculous. I can only assume the original plan did not go as PLANNED.</p>	46.20512969	-63.09430769	1	13	14
<p>The proposal to rezone this to RM2 demonstrates a complete disregard for the existing residents and adjacent property holders.</p> <p>As others have mentioned, moving this area from a R1 to an RM2 is too big of change and run contrary to what many of us have heard from the current developer and members of the Municipality in the past number of years.</p>	46.20471519	-63.09238706	1	25	26

The proposal to change this neighborhood from an R1zone to an RM2 is not only a poor aesthetic for the neighborhood, but it is a direct contradiction to the Town's stated vision of "celebrating its agricultural roots and smalltown charm". The residents do NOT want this and there is no going back once the buildings go up! It is disrespectful to current and long-standing residents who have helped to establish these neighborhoods and who have been paying taxes for decades! Furthermore, it will reduce our property values significantly. Respectfully, find a better plan. No to the proposed rezoning plan!	46.20474599	-63.09495506	3	24	27
I am not in favour of the request to re-zone for multi unit apartments	46.20507788	-63.09450272	2	21	23
Changing this area from low density to medium density is a recipe for disaster. Not only does medium density not align with adjacent neighborhoods and a golf course, but the roads leading into this area simply cannot support a dramatic increase in traffic.	46.20435671	-63.09617009	1	33	34
The original plan was a development that would blend into the current neighborhood with single family homes,green space and walking trails not apartment buildings. Stick to what neighborhood was originally promise.	46.20490741	-63.09520863	1	25	26
This land is surrounded by single-family homes, and introducing multiple 12-unit apartment buildings would be completely out of character with the existing neighborhood. Such development would significantly increase traffic, noise, and strain on local infrastructure and services.	46.20576899	-63.09472437	1	23	24
This area is much used by walkers,bikers,etc. Snowshoeing/ skiing in the winter. Would be sad to see it go. Best case scenario other than leaving it as is is to have low density housing, and leaving some area to the public for walking, etc	46.20490720	-63.09520887	1	8	9
Changing from Low Density Residential to Medium Density Residential 2 is too big of a change, especially given that the adjacent existing neighborhoods are all single dwellings. Going from a single dwelling to potentially a12-unit building beside or behind it does NOT make for a suitable transition.	46.20569905	-63.09479360	2	29	31
This was not the original plan. Please stick to low density housing,green space and trails.	46.20513759	-63.09432149	1	14	15
The current proposal overlooks the need to respect existing residents and the character of the neighbourhood	46.23710081	-63.08448071	2	23	25
This area should remain as low density residential. It's so far from the main part of town. Will worsen traffic issues no doubt.	46.23942214	-63.08442642	2	22	24
Rezoning this would be ridiculous. This would be significant change to the current surrounding neighborhoods. Horrible idea.	46.20458101	-63.09397548	2	35	37

RM2 makes more sense here than other parts of the map.	46.22344546	-63.07781490	3	5	8
This looks poorly planned. Can't we build more housing without losing the character of our neighbourhoods and creating more traffic problems?	46.23955851	-63.08318446	2	14	16
Sidewalks in Kelly heights would make it this area much safer to walk to the bus stop in winter. The roads are not a safe place for residents to walk on in the winter months. Please take this comment seriously.	46.23234263	-63.09039309	0	19	19
This A long Way from The Core!	46.20513761	-63.09432040	0	7	7
Lower density housing only ! Ridiculous to high Density next To a golf course, this land was Rezoned for low density when developers Got it , looks Like bait And Switch To Me !	46.20546706	-63.09352263	1	36	37
We purchased our house in this area because of the quiet, single family residential zoning for our young children's safety. Adding 12-unit buildings and high density housing will greatly disturb this safety. Also, the infrastructure of the area (including the roads) cannot support this traffic flow. The current zoning needs to be maintained to protect our housing investments, as well as our children's safety!	46.23879430	-63.08539132	2	18	20
This should be low density residential just as it everywhere around it.Especially Next to a Golf course	46.20501385	-63.09605233	3	34	37
Good spot for a second bridge.	46.24559504	-63.08035971	5	9	14
Good spot for a second bridge.	46.24416671	-63.08239182	4	5	9
It would be cool to see this as a more Peakes Quay-esque community spot with shops and restaurants instead of high rise apartments - put the apartments in the huge open spaces by Sobeys	46.23281473	-63.09829150	2	6	8
I live in this area and my property is beside where the new R2 development is proposed. My husband and I moved to this area 6 years ago with the understanding that it was zoned R1,which we were comfortable with. With it possibly becoming R2, I could end up with an apartment building in my backyard. If I had known this 6-years ago, I wouldn't have moved to this street. I'm very frustrated with this proposed plan and ask that the Town please reconsider.	46.23732278	-63.08080697	4	26	30
The ball diamond lights stay on all night way too often	46.21294372	-63.06672739	0	2	2
Duffy Road and any related infrastructure would need significant upgrades before any development occurs	46.23594458	-63.07876010	0	6	6

R1L zoning should be maintained at 1440 square metre minimum (0.35 acres) as it provides opportunity to enable small single dwellings on the current minimum lot size or specialized lots for specialized homes that recruits and retains professionals in the area. "Land is scarce" as you reiterated in your presentation. Therefore, leave this area for its cultural character of Stratford. The drastic draft proposal of slashing lot size to 500 squares metres (0.12 acres) leaves no room for any changes in future town planning.	46.20687627	-63.10853860	1	18	19
R1L zoning should be maintained at 1440 square metre minimum (0.35 acres) as it provides opportunity to enable small single dwellings on the current minimum lot size or specialized lots for specialized homes that recruits and retains professionals in the area. "Land is scarce" as you reiterated in your presentation. Therefore, leave this area for its cultural character of Stratford. The drastic draft proposal of slashing lot size to 500 squares metres (0.12 acres) leaves no room for any changes in future town planning.	46.20020413	-63.10729587	2	25	27
People with inventory of short-term rentals should not be grandfathered in to any new short term rental laws. If they don't conform with the new laws then they can sell or rent long term their housing inventory to help the housing situation.	46.22632290	-63.08891762	0	19	19
Property is ideally located for RM2 zoning while affecting least amount of residents but at the same time meeting the goals of higher density to future community amenities.	46.23612631	-63.07711496	14	3	17
I'm wondering how the condos /apartments on Glen Stewart drive fall under mixed use zoning? They are highly dense areas.	46.22615840	-63.09268213	1	0	1
Why is this super convenient paved path not linked up with Michael Thomas Way? In good weather, I use an electric scooter to get to work in Charlottetown from the Shorefront Apartments. I have to drag my scooter through dirt and gravel to get from my street to the path.	46.22893795	-63.10184451	0	6	6
I would like to see some direct pedestrian access to Stratford Rd from the Shorefront Apartments. I am constantly cutting across the big empty field just to get to Murphy's.	46.22873997	-63.10306454	1	8	9
Bridge capacity is fine, just needs intersection upgrades.	46.23294900	-63.10119603	7	6	13
Provincial upgrades to this intersection are planned	46.22969374	-63.10000902	0	2	2
Provincial upgrades to this intersection are planned in the near future.	46.23179699	-63.09811696	0	5	5
This intersection is so scary! Cars fly up and down this part of Kinlock Rd while everyone else is trying to either get into or out of the Sobeys parking lot. Can't we put a traffic circle here or something to make it safer to cross Kinlock?	46.22096432	-63.08691456	0	8	8
Mixed use is a great idea for this spot and the students will love it.	46.22612249	-63.08036114	0	6	6

There's a fantastic trail here. Would love to see it preserved in the secondary agricultural plan	46.20765517	-63.08238062	0	7	7
This RM2 is a great idea. We will need more housing near the community campus and the area will be able to handle it after the many planned upgrades occur in the area. Property values will skyrocket due to proximity to so many great services.	46.22433367	-63.07850859	0	8	8
This RM2 is a great idea. We will need more housing near the community campus and the area will be able to handle it after the many planned upgrades occur in the area. Property values will skyrocket due to proximity to so many great services.	46.23069498	-63.08041654	5	9	14
This RM2 is a great idea. We will need more housing near the community campus and the area will be able to handle it after the many planned upgrades occur in the area. Property values will skyrocket due to proximity to so many great services.	46.23653796	-63.07620055	21	6	27
This RM2 is a great idea. We will need more housing near the community campus and the area will be able to handle it after the many planned upgrades occur in the area. Property values will skyrocket due to proximity to so many great services.	46.24051481	-63.08313011	19	6	25
The library needs a new building. But if it's staying where it is, there needs to be a clear and safe pedestrian crossing to it. There is no sidewalk from the Pizza Corner down to the library. Most people either cut through the parking lot and down the grassy hill, or they cross from the Subway side and dodge cars. This makes the library unsafe for pedestrians.	46.23027213	-63.09935775	0	7	7
The vacant lands here could be a good opportunity for RM2. Up near the water tower would be a great spot for townhouses taking advantage of the direct access onto the Georgetown Road.	46.21404768	-63.07408858	7	2	9
This merge area is hella dangerous. A traffic circle would slow down speeders.	46.23212472	-63.09675513	0	8	8
This intersection needs to be a traffic circle. It would slow down speeders and cut down on all the backed up traffic waiting to turn right onto Stratford Rd. at rush hour. With dedicated pedestrian crossings, it would make it much safer for everyone not in a car.	46.22925718	-63.09977135	1	2	3
This area seems like a large almost vacant piece of land. Could be a good candidate for RM2?	46.21098479	-63.08013568	5	3	8

Would it be possible to consider a different zone than industrial here? It seems like a big switch from C1. Currently there is a telecommunications tower there which has minimal traffic and isn't disruptive from what is expected in a residential zone. Industrial could bring uses that could be fairly disruptive to the neighborhood.	46.21315616	-63.08167675	1	10	11
Has this area been rezoned from RM1? Wasn't there a ruling it was to be kept as wetlands?	46.21677911	-63.06600517	2	2	4
This plan is too controversial to be passed. We need better engagement with the communities most affected.	46.23511932	-63.08253765	6	18	24
Should we not be looking for another bridge to Charlotte town?	51.208553	3.226772	1	0	1
The presence of 12-unit apartment buildings in this area is totally inconsistent with the established character of this neighbourhood. I feel so bad for the residents in that area. I understand the need for more housing and I believe there would be more support for it closer to the Trans-Canada highway, as councilor Ron Dowling recently pointed out in a CBC article.	46.23821302	-63.08423763	5	26	31
We are not in favour of the proposed rezoning of our neighbourhood.	46.24015769	-63.08598378	5	12	17
Build the wall	46.24262550	-63.08168700	8	2	10
I'm looking forward to seeing the plans for a new public library branch. The current building is cramped & dark. Hoping the province takes the opportunity to design a comfortable space with meeting rooms, and computer stations. Would love to see a large children's space as well for story time. Dreaming that the future library has a water view with large picture windows, a cozy fireplace with comfy chairs where all residents can appreciate the view with a good book.	46.23048669	-63.09911443	1	9	10
This property is undeveloped and could be RM1	46.20655559	-63.11929893	15	2	17
This property is undeveloped and could be RM1	46.20449103	-63.11725716	15	2	17
This property is undeveloped and could be RM1	46.21453305	-63.11458551	16	3	19
This property is undeveloped and could be RM1	46.21198237	-63.11985965	17	2	19
This property is undeveloped and could be RM1	46.21309235	-63.11753867	17	1	18
This property is undeveloped and could be RM1	46.21089311	-63.11664159	16	2	18
This property is undeveloped and could be RM1	46.20983734	-63.11316416	16	0	16
This property is undeveloped and could be RM1	46.20820615	-63.11392325	15	1	16
This property is undeveloped and could be RM1	46.20739694	-63.11549400	16	0	16
This property is undeveloped and could be RM1	46.20579308	-63.11597593	14	0	14
This property is undeveloped and could be RM1	46.20363668	-63.1147026	15	0	15
This property is undeveloped and could be RM1	46.19632634	-63.09144382	14	3	17
This property is undeveloped and could be RM1	46.19605671	-63.10097813	16	2	18
This property is undeveloped and could be RM1	46.19589192	-63.10445327	12	3	15
This property is undeveloped and could be RM1	46.20026833	-63.11442837	17	2	19

This property is undeveloped and could be RM1	46.20432658	-63.11132594	14	1	15
This property is undeveloped and could be RM1	46.20489091	-63.10961583	15	2	17
This undeveloped land could also be RM1	46.20504425	-63.11506024	15	0	15
Indoor soccer field and climbing wall, should this be public service like the pickle ball facility on John Joe Sark Drive?	46.21841886	-63.07078770	1	0	1
There should be designated green space in this area.	46.20575585	-63.09404950	8	24	32
There should be designated green space with a playground in this area.	46.24079596	-63.08649492	0	8	8
There should be designated green space with a playground in this area.	46.23251814	-63.08050742	1	4	5
There should be designated green space with a playground in this area.	46.23223236	-63.08900872	1	11	12
There should be designated green space with a playground in this area.	46.22668205	-63.08473915	0	2	2
This change in zoning would require significant investment by the developer and the Town to connect higher density buildings to existing municipal services. Higher density means more water flow and more sewer capacity. Can the infrastructure handle this?	46.24245025	-63.08453201	2	8	10
This change in zoning would require significant investment by the developer and the Town to connect higher density buildings to existing municipal services. Higher density means more water flow and more sewer capacity. Can the infrastructure handle this? There is an investment requirement to do this.	46.23719075	-63.07471659	2	7	9
Should the soccer complex, clubhouse and fields, be public service and institutional?	46.21770294	-63.06906721	1	0	1
The Residential Zone Changes fact sheet shows this parcel changing from R1 to M1, although the colour is showing RM2. Please clarify. This area should not be industrial https://www.shape.townofstratford.ca/wp-content/uploads/2025/09/Residential-Zone-Changes-Fact-Sheets.pdf	46.22949040	-63.08124661	0	2	2
A portion of what is currently deemed agricultural reserve is actually wetland while areas identified as environmental reserve are largely monoculture grassed areas with little to no benefit to biodiversity. There should be a layer of environmentally sensitive lands and a policy for prioritizing protection.	46.23052992	-63.05174558	0	6	6
I love living in Stratford, and in my opinion rezoning this area for medium density builds will not only change the character of the area but will increase traffic, causing safety issues, especially for children.	46.24004803	-63.08450120	8	25	33
Please retain the mature trees and buffering vegetation in this area!	46.23825327	-63.08209683	0	15	15

Please retain the mature trees and buffering vegetation in this area!	46.23829268	-63.08498165	0	14	14
We made the big investment to build our home where I was raised. To raise the density is not what I want nor is what the neighborhood needs. I also believe this will hurt property value, and the feel of the neighborhood	46.24131979	-63.08534682	8	26	34
It is nice to see consistent mixed use zoning across these properties. There will need to be an investment in upgrading the connecting infrastructure along Irving Avenue to make the walk from the new apartment buildings there to the commercial area safer. This will be a high foot and vehicle traffic area in a few years.	46.21946004	-63.08379253	0	11	11
This neighbourhood was originally approved for R1 zoning in 2009, and the prospect of changing it to R2 now would represent a significant shift from the original development plan. Many families made long-term investments and built their homes based on the understanding and assurance that the area would remain zoned as R1. Altering this designation could undermine those expectations and disrupt the character and integrity of the community.	46.23952104	-63.08196183	8	31	39
This is such disregard to the residence in this area. This piece of property was annexed into Stratford in exchange for the land for the new community complex. This land was promoted as high end residential. I spoke in favor of this at the time of the meeting. I even got them to rearrange the new access road to the campus for safety reasons. Rezoning for apartments is not for this area.	46.235194	-63.078225	12	29	41
This area Is Already very unsafe to walk around as it is. Proper infrastructure needs to be added (sidewalks) before anymore big changes happen in this area.	46.23376713	-63.08828446	4	59	63
The proposed plan for 24 units in this small area feels excessive.	46.23287813	-63.08734283	11	56	67
There was a time when this was all farmland. Can we not leave green space? Neighbourhood's one thing, but apartment buildings are another thing entirely.	46.24165504	-63.08732411	14	33	47
Let's all check our privilege as we have these discussions. If you are comfortably housed, you are privileged, no matter how you got there - hard work, family, whatever. The future for many (and even the present) is not so rosey. Don't be scared of change, it can be good for everyone, and our community needs everyone, not just those with the most privilege. Let's think forward, and set our community up to continue to be one where we are looked at positively by others, as a leader and willing to make the best decisions for everyone and not just a few.	46.20520343	-63.10559847	35	9	44
Conserve this old growth area and its history.	46.20781337	-63.05600895	2	10	12

Analyzing the new plans and existing documents it shows the RL zone minimum lot size will reduce to 500 square metres (currently 700 square metres for RL and 1440 square meters for R1L). These are significant cuts in residential lot sizes and Stratford is moving too fast and a point of no return.	46.20985000	-63.10753239	5	30	35
Stratford should not take the risk of reducing the R1L zone to RL in this current plan. The R1L zone still has numerous properties that can be resized to the R1L minimum. The sudden zoning change in these areas will drastically change the character of the affected properties by making the minimum lot size 1/2 of what the current minimum is. This is a significant change for residents who have invested in this community. Also, there still isn't a safety net in Stratford to prevent short-term rentals from burdening long-term housing access/affordability.	46.19873601	-63.10531142	7	40	47
Stratford should not take the risk of reducing the R1L zone to RL in this current plan. The R1L zone still has numerous properties that can be resized to the R1L minimum. The sudden zoning change in these areas will drastically change the character of the affected properties by making the minimum lot size 1/2 of what the current minimum is. This is a significant change for residents who have invested in this community. Also, there still isn't a safety net in Stratford to prevent short-term rentals from burdening long-term housing access/affordability.	46.20978186	-63.04793818	8	31	39
Stratford should not take the risk of reducing the R1L zone to RL in this current plan. The R1L zone still has numerous properties that can be resized to the R1L minimum. The sudden zoning change in these areas will drastically change the character of the affected properties by making the minimum lot size 1/2 of what the current minimum is. This is a significant change for residents who have invested in this community. Also, there still isn't a safety net in Stratford to prevent short-term rentals from burdening long-term housing access/affordability.	46.19934815	-63.06550702	6	28	34
Stratford should not take the risk of reducing the R1L zone to RL in this current plan. The R1L zone still has numerous properties that can be resized to the R1L minimum. The sudden zoning change in these areas will drastically change the character of the affected properties by making the minimum lot size 1/2 of what the current minimum is. This is a significant change for residents who have invested in this community. Also, there still isn't a safety net in Stratford to prevent short-term rentals from burdening long-term housing access/affordability.	46.20158102	-63.11210025	6	32	38

Stratford should not take the risk of reducing the R1L zone to RL in this current plan. The R1L zone still has numerous properties that can be resized to the R1L minimum. The sudden zoning change in these areas will drastically change the character of the affected properties by making the minimum lot size 1/2 of what the current minimum is. This is a significant change for residents who have invested in this community. Also, there still isn't a safety net in Stratford to prevent short-term rentals from burdening long-term housing access/affordability.	46.20848416	-63.11582230	5	29	34
Stratford should not take the risk of reducing the R1L zone to RL in this current plan. The R1L zone still has numerous properties that can be resized to the R1L minimum. The sudden zoning change in these areas will drastically change the character of the affected properties by making the minimum lot size 1/2 of what the current minimum is. This is a significant change for residents who have invested in this community. Also, there still isn't a safety net in Stratford to prevent short-term rentals from burdening long-term housing access/affordability.	46.19425736	-63.09873386	7	31	38
Love to see this area going with more density. We need to have more units on land before we run out of land and wished we had been smarter. This area will become popular for those wanting to be close to the new schools and it's exciting to see.	46.23049447	-63.08102955	9	17	26
Love the elimination of R1L- there aren't many who can afford these days, nor is it necessary for lots this large. A waste of our precious land. Once land is gone it's gone. Time to do better and plan better so future generations have a hope.	46.20097298	-63.10381352	36	11	47
Property like this, close to amenities like the Community Campus make great sense to upzone. It can be done in a tasteful way that doesn't impact the current houses in the area. Great idea!	46.23862377	-63.08129291	45	14	59
Hasn't the town already agreed to these changes with the feds for CMHC Accelerator Money anyway back in March of last year? Is this process to give the illusion of input? The recommendations seem to be all from best practices from the CMHC website on successful Housing Accelerator Fund applications.	46.22591258	-63.08752202	0	1	1
Have traffic patterns been studied in the Bunbury area? Before rezoning all this land to add density to this area, the town must look at how to reduce traffic congestion, and also do something to combat the reckless drivers and people speeding through neighbourhoods and down the Bunbury Road.	46.23161949	-63.09760750	3	18	21

Rezoning this area and building 4-5 storey apartments with in them will create huge traffic snarls.It does not make sense to develop a downtown core right at the base of the bridge. Why aren't we moving the "Downtown" toward the commercial area by the Sobeys?	46.23131625	-63.10003307	14	14	28
Parking space	46.22740401	-63.10350240	3	0	3
Parking space	46.22717259	-63.10275970	3	0	3
Parking space	46.22686330	-63.10314830	3	1	4
Parking space	46.22712072	-63.10389485	2	1	3
A community garden, small children's park, or shared recreational space often enhance neighborhood life by providing gathering places, improving aesthetics, and fostering community connections.	46.22668661	-63.10374154	0	13	13
Are you eliminating the R1L lots in the Keppoch area? If so, what will be the new minimum lot requirement as it was last noted as 1440 sq. m. (the characteristics of the neighbourhood are based on R1L)	46.20142266	-63.10265544	1	1	2
Stratford, the PEI government and Canadian federal government need to have strict laws on short-term rentals or we will continue to have a housing crisis forever because as you build new housing many people see this as an income opportunity and this limits home security for people in need of long term affordable shelter.	46.22684851	-63.08748655	2	37	39
The map appears to split my property into twozones.Iam confused andwould appreciate some ckarification	46.23416339	-63.08418198	1	4	5
This church and graveyard should probably not be zoned RL?	46.23664173	-63.09018136	1	5	6
I'm excited to see more density being added as a way to address the housing crisis	46.24071215	-63.08205825	45	15	60
What a great location for some density! give more people access to the waterfront!	46.24132004	-63.08534684	14	7	21
I think there should be more mixed use zones in existing neighbourhoods like this one so people don't have to travel so far to reach businesses	46.22619151	-63.07983203	6	17	23
Would this not be for green space/flood zone vs low density housing?	46.20112918	-63.07709193	0	4	4
This was only approved in 2013 for 111 R1 lots. Council is now considering rezoning this area to allow for up to 12-unit apartment buildings, despite there being no comparable developments in the surrounding neighborhood. Residents reasonably trusted that previous council decisions would be upheld, and many have made life-altering choices based on those commitments. Proposals that reverse or contradict earlier decisions undermine public trust. How can residents be expected to take council seriously when policies shift so dramatically?	46.23823510	-63.08353477	17	49	66

I am surprised to see this area is residential. They are wetlands and should be preserved as green and no further development allowed.	46.20011626	-63.07865152	0	11	11
There are no density builds in this area and putting 12 unit buidlings in would be completely outside of the character of the nieghborhood. This entire plan will degrade the town's education system and community feel. If counsellors feel otherwise I'm guessing they will voted out as soon as possilbe.	46.24084039	-63.08408928	14	45	59
What are the plans for the park area adjacent to property. We have been told that the original property owner is looking to reclaim this area.	46.22236038	-63.10149259	0	0	0
Let's preserve as much agriculture land as possible. I prefer to see other available land developed (and add density to existing land across the community)to save having to rezone agriculture land.	46.21036796	-63.05754449	3	14	17
Need to update the heights map to align with our chagnes to the boundaries of the GMU zone	46.22273762	-63.07643486	0	0	0

Please provide your comments in the box below.
I don't agree with the rezoning of the parcel of land Off Of Mason road. To consider any thing more than single-family dwellings (ie to increase the density) goes against the character of the neighbourhood.
I am concerned about the amount of allotted green space. I did not see any reference to the percentage of land that must be allotted to green space. In my opinion there are areas in Stratford that do not have enough green space for environmental benefits, human health & well-being, and esthetics. Thank you.
<p>To Whom It May Concern,</p> <p>After attending the virtual meeting on October 21st, 2025 we are writing to you in regards to the proposed rezoning of land in the Duffy Road/Birch Woods Lane area.</p> <p>My husband and I moved to Stratford in 2019 to escape the city to have a more relaxed and quiet life. We chose Stratford because of its rural feel while maintaining access to essential services/needs within Stratford with close proximity to Charlottetown. We also took into account its growing infrastructure but most importantly its family-friendly environment and close-knit community.</p> <p>As a young couple investing in our first home, we started out in a higher density area with a townhouse off Hollis Street. This past March, as we grew our family, we decided to move to a quieter area with single family dwellings on the Duffy Road. We really wanted to stay within Stratford because we enjoyed the town but were ready for a more mature area. We were very proud to have been able to purchase a single family home in an established, quiet, neighbourhood with the state of the housing market these days. As we looked for a new home the growth of Stratford became very apparent as there were many new developments under construction with notably more high density options.</p> <p>We understand there is a demand for additional and more affordable housing and are open to new development but feel strongly that the Duffy Road/Birch Woods lane area is not an appropriate area to rezone from R1 to R2. We believe there has already been significant development in Stratford with many townhouse/duplex/condo etc. options and that there continues to be a need for low density residential areas within the town where residents can purchase land to build a single dwelling home and be confident that their neighbourhood is not going to be the next congested subdivision.</p> <p>We believe residents of Stratford require and deserve reassurance when purchasing a home, that the land around them is going to continue to develop as expected. Unfortunately during our time on Hollis Street we also encountered a similar proposal of rezoning land behind us to higher density dwellings. We feel disappointed that we have invested in this community and have then been faced with possible changes in the area that we have bought into not only once, but twice. It is not fair to existing residents in the area to change the entire feel and character of their neighbourhood. To change the zoning in this area would be prioritizing the growth of the town over the desires of those that already live within the community.</p>
Agree.
Agree.
Agree.
Agree and look forward to working together with town.
Agree.

The proposed zoning adjustment and moderate increase in density are consistent with the Town of Stratford's Official Plan and align with the region's economic and community development goals. This initiative will not only help optimize land use efficiency but also promote the healthy growth of both the local community and the overall real estate market. Therefore, we support the proposed zoning and official plan amendments.

I am deeply concerned about what seems to be a rapid push toward densification — reducing minimum lot sizes and allowing multi-unit developments in areas that were traditionally zoned for single-family homes.

Density should be focussed in an area near services, amenities and public transportation - in other words, in a well-planned town centre. I am concerned that this approach of sticking apartment and multi-unit buildings in amongst single-family homes will erode the very character of the neighbourhoods that people moved here for in the first place.

Density should be focussed in the town core, not in family neighbourhoods.

I wish I had looked at all these documents earlier, as there is a lot here to digest. On one hand, there are things that I would like to see in the town, that we probably need more people in order to be able to afford to have them, for example an indoor town pool. The question is, what am I willing to sacrifice in order to get what I want? It turns out, I would prefer a lower population and fewer services to a high density population with more services. I want to preserve the current character of Stratford as much as possible. That is why many of us moved here. That is why we didn't move somewhere like Ch'town. Here are some of my concerns:

- **MINIMUM LOT SIZES.** A minimum lot size of 500m² is too small in my opinion. People would be packed in like sardines. This would not be in keeping with the character of most of the neighbourhoods I am familiar with in Stratford.

- **DEVELOPMENT** near the water front. I am not in favour of multi-storey buildings going in by the water front, as it will block people's view. I think it would also be an eyesore to look at from the Charlottetown side of the bridge.

- **ACCESSORY DWELLINGS.** If everyone who had room for an accessory dwelling on their current lot built one in their side or back yard, this would greatly change the look and character of current neighbourhoods, not to mention the amount of traffic. I am not in favour of allowing accessory dwellings to be built on existing lots.

- **EASTLINK** cable area being designated as a business park. I live in this neighbourhood. It is a quiet, low traffic area. I am concerned that a business park designation will open the door for future growth that will ruin the peaceful, low traffic situation we currently enjoy.

- **WETLANDS** I am not sure the current plan does enough to protect wetlands and to promote biodiversity within the town. There are designated parks, but that is not the same as protecting wetlands.

- **INSUFFICIENT INFRASTRUCTURE** If the population density of Stratford is going to dramatically increase, we need the infrastructure to keep pace with it. For example, a second bridge to Charlottetown -there is already a lot of traffic on the current bridge and when it is shut down there is no easy route to take. I often wonder how ambulances would handle getting across the Hillsborough bridge during busy times (insufficient room to pull over) or times when the bridge is closed. Water and sewer infrastructure is also a concern. If we build a lot of high density dwellings, what will happen to our water pressure, as it currently is just okay. And will Charlottetown be willing and able to take all our sewage? The town is also currently underpoliced for a town of its size. Will there be a greater police presence as the population soars? What about schools? Our current schools are already overcrowded, and I don't believe the plans for the new community campus were ambitious enough to meet the needs of the town in the future, especially not if population density is going to really ramp up.

There are other things on my Stratford wish list, such as: allowing residents to put up a bat house on their property to naturally control the insect population; allowing residents to have more than one baby barn on their property; adding a few services such as a bakery and a family-style restaurant like Papa Joe's -we have too many junky fast food places.

I am open to some change but not a lot. The projected growth of the town is only possible if we want to commit to building the dwellings that would make it possible, yes? I am not interested in growing the population of Stratford by 20,683 people by 2041. Rather than taking a Field of Dreams approach - if we build it, they will come - let's slow things down. We don't need to be a self-sufficient town when Charlottetown is only minutes away.

<https://peishorelines.princeedwardisland.ca/>

This is the link for the PEI Shoreline Management Plans and survey. You and the Town are probably aware of this already.

Thank you.

We, the undersigned residents of Stratford, respectfully object to the drastic elimination of R1L zoning to the proposed RL zoning and respectfully object to the proposed reduction in minimum lot requirements and the proposed addition of double dwellings/duplexes. Preserving the existing R1L zoning does allow a wider range of diverse housing availability for various income levels, personal needs and life stages in the Town of Stratford. There is still an inventory of land and existing residential lots to facilitate the current R1L zoning.

We respectfully object to the proposed minimum lot requirements in the draft document such as the reduction in minimum lot area from 1440 square metres/0.35 acres to 500 square metres/0.12 acres and the minimum frontage size from 82 feet to 49 feet. Prior to 2019, the R1L minimum lot sizes were 2044 square metres/0.50 acres and minimum frontage 100 feet. Also, strict and monitored short-term rental bylaws in Stratford are required to enable affordable long-term housing solutions and reduce neighbourhood short-term rental businesses. Group homes should be moved to 'special permit uses'.

The R1L zoning is rich in heritage, aesthetics, character and culture along the coastal drive which is iconic in the Town of Stratford. The R1L zoning retains and recruits families to Stratford.

Respectfully submitted:

Keep Flourish as RM1. Turning this area into medium density would be a serious misstep. It clashes with the character of the nearby neighborhoods and golf course, and the current roads just aren't built to handle that level of traffic.

I do not accept the addition of double dwellings/duplexes and group homes to residential areas.

I do not accept the elimination of R1L zone to RL with new minimum lot requirements of 0.12 acres and minimum frontage 49 feet.

I do not accept the possibility of neighbours splitting their lots for a new building. I do not accept adding of accessory dwellings in back and side yards for long term rentals- maybe as seasonal short term(3 weeks or less) renters.

We have been residents at [redacted] for over 15 years. Over that time, Town Council has permitted newer development to areas adjacent to our street and neighborhoods nearby that has added to the light, traffic and noise of an already well used connector road. The proposed zoning changes include rezoning currently low density R1 land beside my house and behind my house to medium density. In addition to the fact that I feel we should have been directly consulted, we ask you to consider the impacts rezoning will have to this wonderful part of Mason Road. This neighborhood has been a low density R1 neighborhood since the early 1980s. There is no valid reason to surround long term single family dwellings with rowhouses or duplexes when so many of these neighborhoods already exist and are being expanded. I can only surmise there's a developer ready to break ground if they get this zoning change. I am cognizant of the housing needs but a more thoughtful approach would lead to a better result. I am particularly disgusted that the land between my property and the rest of the low density and single family dwellings to Bunbury Road may now have both ill and misplaced higher density dwellings between them. There should be NO medium density development on the face of Mason Road, particularly between my property and Bunbury just because there is undeveloped land.

With regard to the potential change to the Flourishing Heights subdivision zoning, because the developer already has an approved project which outlined mixed development of 76 single Family lots and 45 duplex lots, I would not be supportive of this change to potentially higher densification. An expectation has been created with the approval and the developer has not delivered on the plan that was originally submitted for approval by the Town

Preserving the existing R1L zoning does allow a wider range of diverse housing availability for various income levels, personal needs and life stages in the Town of Stratford. There is still an inventory of land and existing residential lots to facilitate the current R1L zoning.

This came to Stratford Elementary parents today. Our schools cannot handle more density already.

Attention Parents,

Due to overcrowding and the high demand for bus transportation in your area and to better support our schools, Transportation Services (902-569-0597) has reviewed and will implement some changes to morning transportation.

These changes could include bus number changes and changes to pick-up times. These changes will come into effect on Wednesday Oct 29. Please review carefully. Hard copy notifications from the PSB will be sent home with students in the coming days

To whom it may concern,

My name is [redacted] and I live on Starling Crescent in Stratford, Prince Edward Island.

In September of 2021 I moved to Stratford from Charlottetown with my husband and 3 month old. We chose Stratford, specifically Starling Crescent, for a quiet and friendly neighborhood for our children.

We now have two children aged 4 and 2. We spend most evenings and weekends outside on our bikes, or at the park at the top of the street. The quietness of our street and friendly neighbors gives me peace of mind that my children are safe.

I recently learned that our neighborhood may be rezoned to medium density residential 2. This is extremely concerning. If we were made aware that this could be happening, we would not have chosen Starling Crescent to raise our children.

I fear that this would increase traffic, noise, and the friendly character the neighborhood currently has. All of which could compromise the safety of my family.

I am respectfully requesting that you reconsider the rezoning of our neighborhood to medium density residential 2 and keep it at low density residential.

Please consider the safety of not only my young family, but the many other young families in this neighborhood.

Sincerely,

[redacted]

The rezoning of the area by Birch Woods Lane should not proceed. The zoning should remain status quo. Apartment buildings in my area will drastically change the character of our neighbourhood. We purchased our home here because of the tranquility of the area. High density housing will change all that and not for the better.

Idon't support the rezoning from r1 to r2. There is zero infrastructure to support this change, zero green Spaceal-lotment Side walks, roads Are already Overcrowded. Purchased A home in A r1 zoned area. Would prefer it Remained that way.

At the first public meeting, residents were told this rezoning plan was not connected to federal housing funds. At the second meeting, suddenly there's talk of \$4 million available if Stratford densifies. Which is it?

This contradiction destroys public trust. If the town is reshaping entire neighbourhoods just to qualify for short-term federal money, that's not planning — it's selling out the community for pennies.

People moved here believing in the town's vision and character. We deserve honesty and consistency, not shifting stories that change to suit the political moment.

Stop chasing grants and start rebuilding trust. Stratford's future should be shaped by residents — not by a funding deadline in Ottawa.

<p>I am a resident on birch woods lane and i just want to express my displeasure with the proposed rezoning of the area between mason road and duffy lane.</p> <p>We purchased our house with the understanding that this area was zoned asR1and the proposed plan allowing for apartments is not what we signed up for. Please reconsider. Thank you</p>
<p>Please take another look at locations for Hugh density housing</p>
<p>Can you split a PID into two zones? The map appears to split my 2acre PID into two zones. I posted the question Oct3, but have had no followup yet!</p>
<p>I am concerned about high density apartments by my house and increased traffic across the Hillsborough bridge. I live on Marion drive and have seen an increase in traffic and homelessness along with small crime in my area in recent years already without more densely populated areas. My children have to walk in the ditch because of how fast people drive past my house.Last night a drunk driver hit and destroyed my Compost bin</p>
<p>Cantbelievr thisis happeningin ourbackyardthat should be greenspace.Which isbecomingmorerarein Stratford</p>
<p>Flourish development should stay as intended and not be changed or rezoned to high density homes. This is exactly why we move to this neighborhood and to their current promise of further develop. We really feel disappointed with what they are trying to do, and now that we are homeowners, I wish the Town can protect the interests of the people, rather than the pocket of some.</p>
<p>II am not in favour of the rezoning for the flourish development.apartment building should be kept in the same area, not splattered throughout our whole community.</p>
<p>I've just recently heard that the area behind Kinlock parK is being rezoned to put apartment buildings,or high density housing. This is extremely disappointing and we need to stick to low density housing in this area.</p>
<p>How Flourish pivot so Quickly, Hold Them Accountable , who Is Enforcing the Rules !</p>
<p>The area next tofox meadow should only be low density residential like Everything around it</p>
<p>Hello,</p> <p>I need some help understanding Accessory Buildings/Structures. Does this mean anyonecan build a buidling in their back yard to have someone live in? Does this enable pan-handle and backland/garden development?</p> <p>Thank you.</p> <p>[redacted]</p>
<p>I'm very much opposed to rezoning changes fromR1 ti Rm1 the additional allowances to reduce lot size and look for increased density are not in keeping with the existing neighborhoods and not welcome by the residents in these area. We need to concentrate</p> <p>On the TCH core area as it is approved for this increased density.</p>

I attended the planning meeting this past week at the fire hall. I agree with the proposed changes to the plan as presented at the meeting.

My concern is with Hillsboro Bridge and increased traffic. The province may say that it is not near capacity but during rush hour it is busy and if there is ever an interruption to traffic flow it can cause quite a delay.

There are about 11000 people living in Stratford. Typically only the vocal minority go to meetings. I don't think those present represent the views of the majority. Increasing density only makes sense. It will save urban sprawl and protect farmland.

Thank you to the planning department, mayor and councilors for looking forward and planning ahead. Better to plan ahead for a population increase that doesn't quite happen than to not plan and have a population increase and not be ready.

Also please pass along my appreciation to Ian, the gentleman who ran the meeting. He kept things on track and that is not always easy when there are vocal opponents.

Regards,
[redacted]

I just wanted to add a comment in support of increasing density and in support of mixed used proposals near the Hillsboro Bridge.

As a landowner of property PID#608141 we think the property is ideally suitable for the enhancement of zoning to RM2 . ,while affecting the least amount of existing residents while aspiring to the virtues of higher density for the future betterment of the community. Thankyou

The changes proposed for R1 to RM2 beside Fox Meadow is poorly thought out. This is and has always been low density residential space and is prime for such. The roads and access points are not sufficient to support multi residential properties here. This will only increase Traffic and drive out single family homeowners.

Please fix this feedback page. It is frustrating to type in.

You have got to be kidding. To assign mr2 or whatever stupid name you want to call it to Swallow Drive, when NOTHING else around it is zoned that way, SCREAMS conflict, personal vendetta, or maybe even worse. But maybe that is the point behind this, remove the voice of residents in what their neighborhoods should be.

I have been a resident of Stratford most of my adult life. As a child I frequently drove through what is now Stratford coming from the country. I have seen it change, grow and prosper and I couldn't be prouder to call it my home. We are now raising our family here and hopefully will have the next generation of residents in them should they choose to call PEI home in their futures.

I attended the first open public meeting during the engagement and am quite disappointed in many of the comments heard by my fellow residents. The lack of respect for other people who are looking to get into the market or even just into Stratford in a rental was deplorable. It was elitist and very sad to hear and witness. I am lucky to have a place already in Stratford but I cannot imagine what thoughts some might have going through their mind if they were sitting in that room and not part of that "exclusive" club that seemed to be the majority of the room. The courage of those who did speak who were not part of this group was tremendous, and I was not one of them, but I hope that the weight of this will be equally considered. The build it somewhere else not in my backyard was strong and that is disappointing - what really does it mean when someone says I'm not against it just not by me?

I hope that when council review these comments and reflect, you take a look at the average age that is most often opposed to density, development and allowing everyone to have a home in our community. These are the people who already have their home, probably even have it paid off, and are very comfortable in their home, but don't want the same thing for others that they have. In many of these cases by the time a lot of this plan gets put into place, these folks won't be around and won't be our future residents. But the younger folks will be - the ones now who are busy running kids to hockey or dance, and not involved in the public meeting. Many of those, like me, have little time to get involved, let alone little brainspace to take in anything else. We are busy. But that doesn't mean we don't care and don't want to have a community to be proud of.

Things change. What you bought into fifty, twenty, or even five years ago does not remain the same, and nor should it. The world around us changes so to expect that your neighbourhood should not does not make sense nor is a reasonable expectation - our own lives change - perhaps through marriage or kids, perhaps through illness or weight gain, we change year to year, so does our community, and so should both things.

As explained at this meeting, the goal of this document is to look at Stratford as a whole. While each of you, outside of the mayor, is voted in a ward, you are voted in to represent the whole community and to make decisions based on betterment of the whole community. Our neighbourhood should be considered our whole community, we aren't that big, let's think of one another and not just the person who lives next door or on our street, and in that regard not to be fearful of the person who MIGHT move into a unit that doesn't look like yours. Renters are people too. Condo owners are people too. As one person stated during the meeting, come out and go door to door and speak to the residents in our area - well if you do that, go also to the apartment buildings, to the multi-unit areas, to the Reeves Estate or the Kelly Heights or the other areas in our beautiful community that have a variety of housing and types of residents. Don't just listen to those who are loudest, we all know that the louder voice does not often mean the majority - it's likely the opposite and it's likely that through the intimidation they try to keep others like me quiet.

I implore you to think of our future in Stratford with one of hope, of creating a space for all, of continued values that I think we all want, and of opportunity. Not of gated communities, of exclusive living, or a place that only the very wealthy can afford or is welcome - everyone brings something to our community - whether you rent or own, whether you grew up here or have more recently come to fill needed jobs, or want to be part of Canadian multiculturalism, whether you live in your house or in some other form of building, afterall what really is a home, is it the building or is the people living inside? I'd like to think that the people living inside are far more important than what it looks like on the outside. Let's do what is best for our future. Let's make good decisions, let's plan ahead, let's build for the future, and let's not look back and regret that you didn't take a leadership role that we elected you to take on the tough decisions.

We need to ensure that when a draft development plan is circulated to affected residents, that any significant changes to that plan are communicated back to residents before any vote on approval misconduct....I.e. removal of green space, elimination of public access points etc.

If Stratford, the province of PEI and the Canadian Federal Government don't do something to stop people from acquiring properties for Short term rentals the housing Crisis will never Get Fixed.

Changing R1 zoning to high density zoning in the rural area of Stratford

This input box is so frustrating. it's not worth using. gives the impression you don't want feedback at all. maybe that's the case

Why isn't this on the town's website? Also, you should try typing in this comment box - it is terrible. And doesn't want to let people add spaces! you probably get a lot of messages like this. LOL

This document proves that the town of Stratford is not interested in building a community, but rather a tax base. Sticking apartments, and multi-unit dwellings in areas that have long been traditionally R1. Any councillor that votes for this are certainly not representing the people that they have been elected to serve. This is gross.

I want to commend the planning team on a thoughtful, forward-looking document. Stratford is primed to expand -and frankly needs to expand. Growing communities attract business, arts, and opportunities. I have lived in many parts of Canada (from Toronto to a small village) and have seen towns thriving and dying. We do not want Stratford to stall – staying still leads to stagnation, retraction and eventually death of the town.

I am a physician, and when I was recruited to PEI, we specifically chose Stratford because we saw the opportunity to grow smartly. We could see the investments the town had already made and we were excited by the opportunities that lay before the town for the next 10-15 years and beyond. But this takes hard work, hard decisions and smart decisions. It's not about growing just to increase population, but it's about growing smartly. Walkable neighbourhoods with plenty of paths, sidewalks and community amenities (corner stores, little shops, more grocery stores, and please can we get some banking on this side of the bridge!). I want to spend more of my money in Stratford and not always need to go to Charlottetown for my needs. Density brings opportunities for real, useable transit and biking infrastructure that people can buy into and reduce traffic. The southern half of Stratford with kilometers of spread-out housing makes me a little sad – it doesn't feel like a community, but more of a cluster of houses relatively in the same region. I don't see how this builds community when you need to drive everywhere – even to visit your neighbours.

Towns and cities need people to exist and thrive, and people need housing of all options. My brother rents a secondary suite, my parents downsized from a single family home to a mobile home – both great options! More options of housing allows people to age in place. I'm really unsure why so many seem to be afraid of gentle density like duplex, triplexes, even 10-12 unit buildings. These are not "apartment buildings". No one is proposing 40 story skyscrapers with hundred of units, which would feel out of place here. A 10 unit building hardly looks any different than a single family home. I have lived in and near large apartment complexes, and even large complexes can be well-taken care of, quiet and effective if the residents are invested in the building and community. I am sad that there are some in town who seem to look down their noses at others seeking other housing options, or who cannot afford a stand-alone home. People living in different housing are not enemies – they are caring, thoughtful neighbours and valuable members of Stratford the same as anyone else. Many care for their homes as well or more than people who can afford more.

As you are aware, PEI is in dire need of healthcare. I can tell you as a physician there is sharp national and international competition for physicians and other healthcare professionals. Most of us train in larger communities/cities and are used to more amenities. Having options for housing, entertainment, transportation, culture, places of worship, excellent schools – THIS is critical for recruitment. Doctors don't want to come to communities that are stubborn to change. We work in a field that changes all of the time. We want healthy communities, growing communities and opportunities for our spouses and children.

I implore the planning team and town council to be brave and take a stance for the future. This is not about preserving Stratford for the residents of yesterday or even today. This is making Stratford a place for tomorrow and 20-30 years down the road – a place for young families to get their start, grow in place, and retire in their same neighbourhoods with dignity and joy.

We are not interested in having our neighbourhood rezoned from R1 to R2. We bought our family's home, as many others have, with the understanding of safe and quiet streets for our kids to play.

The plan leaves out some key information that needs to be discussed and properly documented. The Town needs to develop standards for developers for areas of medium and higher density housing -- for Townhouses with 3 bedrooms a driveway that fits 3-4 vehicles is required. All development of any density above single detached requires sidewalks on both sides of the street. High density requires crosswalks to get to bus stops and sufficient parking, a 2 bedroom apartment should be expected to have 2 vehicles.

We Live On garden laneStratford. We are just wondering if this willeffectus anhowplease

The last zoning meeting two years ago had try to change the zoning on PID882084 across from 198 and 204 Shakespeare Drive to UC

Almost 40 residents asked the zoning not be changed.

An expert from Halifax came and agreed the street would be imbalanced.

The latest plan now has UC (Urban Core) zoning back again?

This matter even made the CBC news....

HELP ME UNDERSTAND this?

[redacted]

Hi !

As a resident of Stratford, respectfully object to the rezoning of properties in the Bunbury area along Duffy Road, Birch Woods Lane, Mason Road and Stagman Way from Low Density Residential (R1) to Medium Density Residential 2 (RM2) zoning. Many residents chose to live in this area because it's a quiet, family-friendly neighbourhood. I believe that preserving the existing R1 zoning in this area is the best way to support the established character and quality of life in our community. I am concerned about traffic, safety and other problems rezoning can bring. We chose the Birch Woods lane for the reason of low density and insist that it should stay that way.

Good day,

Me and my family are residents of Stratford for numerous years, and we are happy to call it home.

With deep respect I object to new rezoning plans in our community of properties in the Bunbury area along Duffy Road, Birch Woods Lane, Mason Road and Stagman Way from Low Density Residential (R1) to Medium Density Residential 2 (RM2) zoning.

This change will drastically damage established character of our neighbourhood (which is quiet, friendly, families oriented low-rise residential community), make access over roads in our community significantly worse, make situation with access to essential facilities poor, safety issue will arise as well due to type of properties been planned to be built.

I am and my family are deeply concerned by this change, and I ask to reassess zoning plan and leave this area as Low Density Residential zone (R1).

I support change and growth, but we should always protect and foster best Stratford's values, unique character, and spirit.

Best Regards,

Greetings Scott:

As we move forward in preparation for our towns growth it would seem to me that there a number of concerns that need to be addressed .

The bylaws governing older parts of the town are in need of compliance.

Where are the side walks that our children travel everyday to get to school? I need not point of the risks they face. Where are these same sidewalks for our seniors. Again, I need not point out the issues.

Where are the future bylaws that will govern suitable water pressure to our water hydrants.

Where are the future bylaws that will deal with the increase in sewage transfer to Charlottetown. At some point in the not-too-distant future Charlotte-town own needs will force changes.

Where are the future bylaws that will determine or meet our water needs. Are there sufficient water resources or ????

Where are the bylaws that will determine parking availability for our new/pending parks .

Where are the bylaws that will govern our new educational facility, sports facilities and all that is currently under construction,

I apologise if it appears that I am rambling. I care about our town and feel it necessary to express my concerns whenever the opportunity presences itself.

Regards

Dear Mayor Ogden and Members of Council,

My name is [redacted], I live on Birch Woods Lane. You have heard from me often over the years, and I have never been more engaged than I am now. I feel compelled to share my concerns about the direction and potential impacts of the new Official Plan currently under review. While my remarks today are primarily rooted in my objections to the rezoning of the Clifton Farms area, my objections are also further-reaching.

My relationship with this community is over 40 years running. After growing up in Stratford, attending schools in the community, working summers to help run minor baseball and soccer in the community, my wife and I made the decision while expecting our first child in 2006 to purchase our first home at 105 Dale Drive. This choice was made deliberately, even though both my wife and I were working outside the community, sometimes as far as 40 minutes away. We were drawn by what Stratford offered then: a peaceful, family-oriented community with space to breathe. Our home, though very modest, had a large yard, which provided privacy and a safe place to play. It was the kind of environment we wanted for our future children and pets.

Only two years later, that sense of peace began to change when apartment buildings were approved right next door. Then, in 2013, word came that the horse field behind our home was being rezoned to PURD for a large development. This was the beginning of my keen interest in the town's rezoning process. I immediately became engaged in the public process—attending meetings, writing submissions, and speaking both to the Town and to the developer. Like many residents, I voiced concern that the proposal did not fit the established character of our neighbourhood.

Despite community opposition, on June 12, 2013, Town Council voted to approve the rezoning—a motion moved by then-Councillor Ogden. That decision would fundamentally alter our experience in the neighbourhood. Within months, the development plans we had been shown changed dramatically: nine buildings became twelve; the proposed seniors' complex, which had helped win public support, was dropped. The new layout, which previously had buildings running perpendicular to my backyard, now positioned directly facing the back of our home. When combined with the new apartments, this would create a fishbowl feel to our once quiet area. Sadly, we knew we had to leave.

My wife and I made the difficult decision to sell our home. This process took two years and a selling price substantially less than appraisal. Our realtor would often tell us how the development around us was concerning for those interested. We were fortunate, in 2016, to finally move on.

Our next move brought us to Clifton Farms, a new subdivision which, ironically, was approved at the very same council meeting that sealed our fate on Dale Drive, June 12, 2013. The motion to approve the creation of the subdivision was, once again, moved by then-Councillor Ogden. This area featured smaller lots than traditional single-family neighbourhoods at the time. We missed our large yard, but we placed trust in the Town's assurances that Clifton Farms would remain a low-density, family-friendly, single-home development with more families where our kids could play.

I grew up in the lower Mason Road area, my parents still live in the area, and I also know the landowner and their family personally. I believed in their consistent, community-minded vision for the land, which their family had stewarded as farmers for generations. Today, in the face of a new draft official plan, the land owner's vision for their family land has not changed. The town's planning department may not be aware of this, however as I have been told that the landowner was not consulted prior to the release of this draft plan.

If these changes proceed, the Town risks eroding residents' trust. Homeowners have invested significantly in building within a neighbourhood they believed — based on the actions of a previous Council — would remain low-density and consistent in character. Some of the homes were only completed just two years ago. Creating this development was a big decision just 13 years ago. Those community members who attended the initial 2013 consultations will also have their trust of council severed by this plan. Why should they ever trust in decisions of the town going forward?

Those who proposed these new changes likely find councils' 2013 decision inconvenient; however, they must respect it. Mayor Ogden, as the then chair of Development back in 2013, is well placed to provide insight into the previous approval of this development as well. The minutes from that meeting indicate that a visit was made to the area prior to council approval as a great area for R1 development.

I suspect you have already heard from residents opposed to higher-density development in Clifton Farms — and I believe many more will come forward as awareness grows. The RM2 zoning proposed simply does not fit the existing neighbourhood. There are no comparable developments nearby; surrounding properties are traditional R1 homes. The proposal would permit a level of density exceeding that of Kelly Heights, and possibly even Hillsborough Development in Charlottetown, neither of which aligns with the established character of this area.

The town has already approved for the creation of a great deal of increased density in the town core, which will be close to shops and services. That is where this density push belongs in the town core. Leave our neighbourhoods alone.

[cont'd from previous cell] Stratford's appeal has always come from its sense of community — shaped by its history, families, and residents — not from its expansive tax base. The current plan appears to prioritize short-term funding incentives and tax growth over long-term livability and responsible planning.

The plan also seems to discount the traffic issues felt by residents in regard to the Hillsborough Bridge. Enhanced public transit is not the answer. Stratford is not an urban center. It is noted that this plan seems to have the desire to dictate that residents rely more on public transit, seeking to "address the overwhelming automobile mode" by forcing residents to ditch their cars through reducing parking minimums in new developments. Adding more bus stops will not lessen the impact of hundreds of additional cars travelling down the Bunbury road toward the Hillsborough bridge. Our residents primarily have cars, this is a thing, and that is unlikely to change anytime soon. Reducing parking will only clog streets.

Proponents of the plan cannot shrug off traffic concerns of residents with flippant responses along the lines of, "If we don't allow more traffic, then should we just stop development" or "that's the province's issue." These traffic issues are real. There are issues now. This plan will make them exponentially worse. It should not be the responsibility of the Province to have to solve issues which the Town itself creates or exacerbates. That is just not responsible.

I have watched many council meetings when rezoning applications are announced. I empathize with residents, as I have felt their stress in the face of their neighborhoods being forever changed. There has been a constant barrage of developers seeking to disrupt neighbourhoods for profit. It is a frustrating time to be a resident of this community. Having the town staff and planners seemingly push further disruption for the sake of federal dollars makes it worse.

Schools

As you may be aware, in June, Stratford Elementary's enrollment was reported to be 708 students, surpassing its functional capacity of 693, as outlined in the Public Schools Branch (PSB) review from June 2024 PSB report. In a message to parents sent on February 20, 2025, it was noted that two mobile classrooms will be added to the school to manage this increase in student population. Given that this school was built just 15 years ago and expanded only six years ago, it is concerning to see capacity issues already emerging, which speaks to the necessity of municipal and provincial coordination. I understand that the mobiles will be used for resource rooms, providing programming to some of our communities' most vulnerable youth. It's a band-aid solution to an issue that requires a more permanent fix. While the PSB noted the Gray Group developments in their review, it has not taken into account the population infusion made possible by changes to zoning through a new official plan, which pushes for further increased density. Even so, the current population of Stratford Elementary outstrips the population projections held by the PSB through 2030.

[cont'd from previous cell] The report goes on to state the following regarding Stratford Elementary,

“While staff face the same concerns as other schools in finding sufficient and adequate spaces for individual and small group supports, the primary concern with this school is the announcement of planned new residential growth of more than 3,200 residential units over the next 20 years. This project, in concert with steady residential growth within existing subdivisions, causes ever-increasing enrolments. While the historical and projected enrolments do not show significant growth for Stratford Elementary through 2030, the school could use more space to accommodate the needs of support services.” (Public Schools Branch School Study Report – June, 2024) [https://psb.edu.pe.ca/sites/psb.edu.pe.ca/files/Board%20of%20Trustees/Reports/PSB%20School%20Study%20Report%20\(Charlottetown%20Family%20of%20Schools%20-%20June%202013%2C%202024.pdf](https://psb.edu.pe.ca/sites/psb.edu.pe.ca/files/Board%20of%20Trustees/Reports/PSB%20School%20Study%20Report%20(Charlottetown%20Family%20of%20Schools%20-%20June%202013%2C%202024.pdf)

As for Glen Stewart, the report notes:

“It is recommended that enrolments at Glen Stewart Primary be monitored with the expectation that additional classroom space will be needed in the Stratford community as enrolment increases.”

It appears that the town has left no room Community Campus for a new elementary school to serve Stratford’s growing population. If mass-density zoning continues to expand within existing R1 and R2 areas, it will further strain our local elementary schools and leave residents hoping the province will provide the resources required in a timely manner.

As we have seen with the high school project, securing new schools takes time and political will. Funding for Stratford’s new high school was first announced in 2018, yet the school is not expected to open until 2027. It is likely that Stratford High will be nearing capacity on day 1. Given the current economic and political climate, securing provincial funding for additional schools or large-scale renovations in a timely manner may prove even more challenging in the years ahead.

The Junior High, which was announced last year, based on high school construction timelines, is unlikely to open any time before 2030. It would also not be a surprise if the project was delayed beyond that date, as the province looks to add schools it deems pressing to East Royalty, West Royalty, Evangeline, and Georgetown, with many other large renovation projects to schools also in the works.

The town cannot operate under the mindset of “just build it and the money will come,” but this plan appears to do exactly that. Operating under the assumption that increasing density rapidly will compel the provincial government to provide the necessary infrastructure in response is extremely irresponsible.

Without careful coordination between municipal planning and provincial investment, our town’s youngest residents—its students—could be caught in the middle, facing overcrowded schools and reduced educational opportunities. We have great schools in our community. I believe that our elementary schools draw new residents currently due to the supports the schools are able to offer students. With reduced space available due to overcrowding, those supports will likely suffer. I urge you to speak to administration at both our elementary schools on how hard they are working currently to accommodate the needs in their buildings and how many more students they can possibly manage.

As the Official Plan is finalized, I urge you to consider infrastructure readiness as a key factor in determining the pace and scale of residential growth.

This may promote itself as a future-looking plan, but the impacts will be swift. The Kelly Heights subdivision is an example of how quickly higher-density areas will develop due to the profitability for developers who build these types of buildings to sell or hold as rental units. This development was only approved in February of 2021 and is now moving into phase 3. I’m sure any residents of Heron Drive can speak to the impact this has had on the traffic in their area, but were likely assured that the impact would be minimal. Two speed radars on the street have been added this week, suggesting a definite problem with traffic in the area. I would also mention that there are no sidewalks or active transportation lanes in either Kelly Heights or Heron Drive. For a new development in a community focused on active transportation? Imagine that!

I believe the impacts of this plan will be felt very quickly. Some developers seemingly are already waiting to see if higher density will be approved before proceeding. If lots currently zoned R1 suddenly have multi-unit buildings erected, residents, unaware of this proposal, will feel blindsided — and understandably frustrated. They will be coming to you, as councillors, irritated and looking for answers.

Responsible, well-planned development will ensure that Stratford remains a vibrant, livable community for years to come and should welcome neighbourhood involvement. The Town’s own Shape Stratford website emphasized “reducing NIMBY-ism,” but what is often labelled as NIMBY-ism is, in fact, residents caring deeply about their community. It reflects pride, not obstructionism. Removing or minimizing community input in future development decisions would be deeply concerning and reduce the sense of ownership and connectedness residents have in their neighbourhoods.

I believe these plans, prior to their approval, need to be approved by the province. I have copied MLA’s The Honorable Jill Burridge and The Honorable Jennifer Redmond, let them know that if the province signs off on these plans, your constituents will expect the necessary infrastructure funding to sustain it.

[cont'd from previous cell] I hope those decision makers involved take a moment to consider how their decisions will shape its future. Stratford Councilors, I know several of you personally and know your connection to the town. I do not believe that you, nor the residents you represent have asked for such aggressive density in our neighbourhoods. It was unfortunate to see the RFP for this study so clearly outline the desire to end exclusionary zoning in Stratford as one of the primary goals of this study. Stratford planning staff, noting in a response to questions for the RFP which was posted on Town of Stratford website noted, "We see the review and revised Official Plan and Zoning Bylaw as the backbone to making the significant systemic changes that is needed to permit more housing typologies and density increases where appropriate." If this is the direction provided from the town, Its not a study, its a directive and certainly makes it seem that any opposition or consultation is for optics only.

Counsellors, please reach out to the residents you represent and hold meetings in your respective Wards. Go door to door, and if they are not aware, educate them. Residents elected you to represent our voice on council, and there are many residents still not aware of what is potentially coming through these changes or that the process is even happening at all.

The level of outreach on this plan has been disappointing. Shape Stratford, designed as a one-sided story of the benefits of increased density, received major funding and extensive promotion — bus shelter ads, online ads, and a dedicated website. The same effort has not been applied to inform residents about the Official Plan. This lack of visibility gives the impression that the Town hoped to advance the plan quietly. Residents deserve transparency and exposure equal to that of any other major initiative.

Since its incorporation in 1995, Stratford's steady growth has been built on the strength of its community — primarily through single-family homes and modest density, where families have space to live and grow. While I understand that times are changing and housing needs are evolving, we must not abandon the foundation that made Stratford the community it is today.

The town recently celebrated 30 years since its inception and is one I am proud to call home. However, if substantive changes are not made to this plan and without forward-looking investments provincially in schools, roads, and services, I fear the town will see misaligned growth, which will greatly impact the quality of life for our residents. We are at a tipping point; please slow down, allow already-approved, large-scale to take shape and measure their impact. It's much easier to ease into increased density and assess if infrastructure can handle it than to try to rein in development when it is evident that our infrastructure is overwhelmed.

Good Afternoon,

As background information, a recent request to rezone the land located at the east end of St. Catherines Avenue from R1 to R2 was strongly opposed by residents in the established adjacent mature neighbourhoods, the request was subsequently denied by Town Council.

The Official Plan & Zoning and Development Bylaw Review document, indicates the land located at the east end of St. Catherines Avenue, which is currently zoned R1 would be rezoned to RM1; this rezoning is NOT in keeping with the concerns recently expressed by the adjacent residential property owners.

RM1 zoning would allow development with up to 100% of the units as either single detached, semi/duplex, townhouses, stacked townhouses or multi-units.

The adjacent established mature residential areas were developed with approximately 90% single detached family homes; developing the property at the east end of St. Catherines Avenue with potentially 100% non single detached dwellings is NOT in keeping with the character of the current adjacent developments.

The review document indicates that you heard "Some community members feel that current regulations fail to preserve neighbourhood character and livability."

I believe the above comment accurately describes the impact of changing the zoning of the property at the east end of St. Catherines Avenue to RM1; which would not be in the best interests of the existing residents in adjacent areas.

I believe in fairness to existing property owners, that if undeveloped property adjacent to an existing established residential neighbourhood containing primarily single detached residences is zoned RM1; the new development should incorporated multiple lots, adjacent to the existing developed residential areas, that are developed with single detached dwellings and lot sizes that compliment the existing development and provide a transition to the higher density RM1 development.

The parking requirements associated with semi/duplex, townhouses, stacked townhouses or multi-units should be carefully reviewed; it is quite common for three or more vehicles to be associated with each dwelling unit.

Thanks for your consideration of my comments.

Dear Council Members of Stratford.

I'm writing as a resident who recently moved from Cornwall to Stratford, seeking a quieter and safer environment for my family. We chose this neighborhood after exploring many areas—including Kelley Heights—because it offered single-family homes, water views, and a peaceful atmosphere where children could safely play outside, ride bikes, and enjoy family walks.

Unfortunately, shortly after settling in, we discovered that our home is directly across from three short-term rental properties, including one with a parking lot and one that frequently hosts weekend parties. The noise and disruption have significantly impacted the tranquility we hoped for. I respectfully urge the town to reconsider allowing Airbnbs or other short-term rentals in residential neighborhoods. These properties can undermine the safety, peace, and community spirit that Stratford is known for.

I grew up in Dubai, one of the fastest-growing cities in the world, and moved to PEI to embrace a quieter lifestyle with less traffic and noise. Stratford's charm lies in its peaceful, family-friendly environment. However, the proposed population growth to 30,000 residents in such a small area raises concerns. Without adequate infrastructure planning, this growth could lead to increased traffic congestion, especially on the bridge, potentially backing up traffic to the RCMP station rather than just to the Stratford Road lights.

I would like to know if there are any plans to support this growth—such as building a second bridge, introducing a ferry service between Stratford and Charlottetown, or constructing a tunnel.

Thank you for your time and consideration. I appreciate the work you do for our community and hope my concerns can contribute to thoughtful planning for Stratford's future.

I am just hearing about the new building at Fox Woods Development. The first I heard of it was last night. Really hoping the Town can change this and just do reg housing. We have such a nice subdivision in our area now and we don't need a bunch of apartments right in the middle of us. I hope you're on our side too. I Just wanted to voice my opinion, that we are a No, to this new zoning.

Good afternoon,

I've been reviewing the materials related to the Draft Official Plan and wanted to seek clarification on a few points to better understand the process and context behind the document.

In the notes you had provided from the October online meeting, the question "Will this be promoted in the same manner as Shape Stratford?" was asked, and the answer recorded was "yes." I recall that Shape Stratford used a range of outreach tools — bus stop posters, web ads, and possibly radio spots — to raise awareness about its consultations and key themes. However, I did not notice the same level of public visibility or promotion for the draft plan's engagement process. Could you please confirm whether similar outreach was conducted for this phase, or explain if the approach was intentionally different this time?

I have some questions about aspects of the Draft Official Plan and where certain ideas may have originated, as they appear to differ from what I've understood to be the general public perspective shared in past consultations. To better understand this, I reviewed the Town's RFP for the Official Plan and Zoning Bylaw Review and noticed that Section 2.4 ("Revised Zoning Bylaw") includes direction to consider removing exclusionary zoning. My interpretation may be incomplete, but when this is read together with the Town's Housing Accelerator Fund (HAF) obligations, it appears that the removal of exclusionary zoning may have been a required outcome. Could you please clarify whether my interpretation is correct, and whether these requirements originated from the Town or were conditions tied to the HAF funding?

Lastly, I would appreciate a deeper understanding of how the Housing Accelerator Fund has influenced the plan overall, as referenced on page 3 of the RFP. Specifically, how much flexibility did the Town and consultants have in balancing federal funding requirements with local feedback and what are the financial implications to the town should the plan be altered?

Thank you & I hope to be in attendance online this evening.

We are writing this note as we have recently been advised of a rezoning proposal for the Flourish Heights Subdivision. We wish to inform you both that we are opposed to this rezoning application. Our home is located on Bonavista Avenue and this rezoning change would greatly impact our personal property and neighbourhood. We recently signed a petition expressing our neighbourhood's opposition to this development change. As the councillors for our neighbourhood, we would like to know how you plan to represent our interests on this matter.

We look forward to hearing from the both of you soon.

I am writing to formally object to the proposed rezoning of Fox Woods from low-density to medium density residential 2. This land is surrounded by single-family homes, and such a development would significantly increase traffic, noise, and strain on local infrastructure and services.

This objection is not about wanting million-dollar homes or opposing affordable housing. In fact, in 2019, we sold our home (at the end of Skye lane on Creekside drive) as a deliberate decision to move away from the Creekside development—an area characterized by higher-priced homes—in search of a quieter, more family-oriented environment where our children could grow and thrive. We knew that being at the end of Skye, we would see increased traffic and a more active environment.

While I can't speak for others, we would personally like to see affordable homes in a well designed neighborhood. The green space that was originally agreed to is also essential.

I respectfully ask that the zoning to remain consistent with the original plan and for the Town to reject this rezoning request.

Thank you Ian and Ryan for an informative information session. Few comments from a new to Stratford resident (May 2025).

It should be highlighted that there is one outlier when you look at proposed RM1 to RM2 reasoning. It is on Kinlock/fox meadow and it is the only land south of Stratford road that is being proposed. We would echo Ian's comments around existing and new residents expectations for housing and density. Keep RM2 zoning around other RM2 zones where the infrastructure and community can support it. IF these changes must take place, sufficient buffers should be in place, particularly in these existing R1 areas.

When looking at the RM1 to RM2 proposed changes, why do they need to go from "0-100". Why are you suggesting 12 unit apartment approvals... why not start small with 4-8 units and have 12 and above be designated for special use or approval.

My family moved to Stratford and gladly paid a premium (relative to other areas of PEI) for quite, family neighbourhoods. Making changes to these neighbourhoods like the changes proposed for Flourish Heights or the golf course will make me (and likely others) reconsider this decision

Thank you for your time

See below as per question on Land Lease at meeting last week . I think there should be some reference or zoning to allow this:

A land lease (also known as a ground lease) is a legal agreement in which a landowner (the lessor) leases a parcel of land to a tenant (the lessee) for a specified period of time. The tenant is allowed to use, develop, and sometimes build structures on the land, but ownership of the land itself remains with the landlord.

Thanks

I'm writing to share how deeply upsetting it is to hear that the town is once again considering rezoning the field at the end of St Catherine's Ave to medium-density residential. My husband and I just moved into our home at the beginning of this year, after spending 10 years on Stratford Road. When we realized how active our two young children would be (5 and 3), we immediately started looking for a quieter neighbourhood. We chose this neighbourhood specifically because of its peaceful surroundings, sense of community, and the open space that makes it feel safe and welcoming for our two small children.

When we learned that this rezoning proposal was being brought back after it was declined just a few years ago, we were honestly heartbroken. Nothing about the area has changed to make this kind of development more suitable now. It still doesn't fit the character or capacity of this neighbourhood. Approving it would completely change the atmosphere that makes this community so special.

We worry about the increased traffic, noise, and strain on local services—but even more, we worry about losing the quiet, family-friendly environment that drew us here in the first place. It feels unfair that residents who have invested their lives and families here have to fight the same battle again so soon.

I'm asking council, sincerely and personally, to please protect this neighbourhood and the people who call it home. Please do not approve this rezoning.

Thank you for your time and for listening to the voices of the residents who care deeply about this community.

Hi Councillor Chandler and Councillor MacDonald,

I am emailing you in regards to the proposed re-zoning to the Foxwoods land parcel (between Fox Meadow and MacLauchlan Dr) from low density residential to medium density residential. I have spoken to many people in the area that oppose this change, including myself. I understand that with a growing population as we have in Stratford and with estimates to double our population in the next 10-20 years that affordable housing and additional units is required. However, I believe any apartment style buildings are best suited to the downtown core and waterfront areas of the town as opposed to an area this is surrounded exclusively by single family detached homes. I am concerned with the potential impact to the look and feel, infrastructure, and traffic around the surrounding area.

We had been consulted on the Foxwoods proposal several years ago and it added homes (detached and semi-detached), green space, and trails while keeping with the overall aesthetic of the existing surrounding neighbourhoods. We hope that council agrees to stick with the original low density residential zoning and the proposal that residents agreed to years ago.

Thank you for your consideration of this matter and appreciate your time.

Dear Mayor Ogden, Councillor Chandler and Councillor MacDonald,

I am a resident of Bonavista Avenue and am writing to express my concern regarding the potential rezoning of the parcel of land at the end of our street, currently owned by Flourish Heights. It is deeply concerning that this land is being considered for rezoning to high density.

Such a change would significantly alter the character of our neighborhood. Bonavista Avenue is a close-knit community where residents take pride in maintaining their homes and properties. Our children play safely with friends up and down the street and in the surrounding area — this is exactly the kind of environment we hoped for when choosing to raise our family here.

Introducing high-density housing would dramatically increase traffic in an area that currently has no sidewalks, posing real safety concerns for children and pedestrians. Increased noise and congestion would also diminish the peaceful nature of our neighborhood.

Beyond these safety and lifestyle concerns, this rezoning could negatively impact property values for existing residents, while primarily benefiting the developer, Flourish Heights. When the land was originally sold and development discussions took place, residents were told that the area would feature executive-style homes on large lots, with green space and walking trails. A limited number of townhouses were to be built closer to Kinlock Road.

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Thank you for your attention and commitment to our community.

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Second, I'm writing in opposition of the proposed changes to flourish heights, behind Kinlock park.

Before I get into a few details, I was just on the Hillsborough Bridge, where one car accident backed up traffic. Found myself wondering how an emergency vehicle could get through, or how more traffic from Stratford would affect daily commutes for many. I already had trouble recommending Stratford as a place to live for my physician friend and his wife, when considering the traffic.

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While I understand that the rest of land would eventually become residential, it seems unnatural to go from single unit houses or duplexes to apartment buildings. Not only would it be an eyesore to residents like us who have lived in that area 20+ years, but it's also less practical for those potential residents to walk/access grocery stores and services. There are other areas in Stratford that have apartment buildings and it makes more sense to keep them close to those areas, or by the new high school.

Residents bought property and houses in our neighbourhood for its quiet streets and beauty and trees. So many neighbours I have spoken with are in opposition of this flourish heights/foxwood expansion into high density apartment buildings.

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Changing zones from R1 to RM2, when there is already RM2 zoned land along the Trans Canada Highway that hasn't been developed, does not make sense. Why aren't the existing higher density parcels being developed as opposed to changing zoning on existing R1 land that will negatively impact a large number of residents.

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When [redacted] and I got married in 1996, the house was for sale again, and we knew it was right for us and a good omen, as it was built by [redacted]. We loved the parks, nearby woods trails and that it was a quiet area to raise a family, and our 20-something children tell us all the time how much they loved it as well.

Like so many Stratford residents, many of us grew up in Kings County. Stratford provided a place where we could travel home easily, drive minutes to work and also raise our family and also feel like it was the country.

Throughout my 30-year career at the QEH, so many of the doctors and staff live in this area of Stratford for the same reasons as we do, as it is a wonderful place to raise a family and takes only minutes to get home. Many of us purchased homes in the R1L zoning as it is rich in heritage, aesthetics, character and culture along the coastal drive, which is iconic in the Town of Stratford. We decided the extra ten-minute drive was worth it to have a quieter neighbourhood.

Our children tell us that in the future they would also live in this area and raise their children as they agree it is idyllic place for a family surrounded by parks and trails in a quiet area of Stratford.

I object to the drastic elimination of R1L zoning to the proposed RL zoning and object to the proposed reduction in minimum lot requirements and the proposed addition of double dwellings/duplexes.

Preserving the existing R1L zoning does allow a wider range of diverse housing availability for various income levels, personal needs and life stages in the Town of Stratford.

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I am certain that if these changes do happen that moving to a quieter neighbourhood in another community or town with trails and parks will definitely be a consideration.

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We selected this lot three years ago specifically because of the existing R1 zoning and the vision for a quiet, family-oriented neighborhood. Not only did we invest in this location, but we also carefully designed and built our home to reflect and complement the surrounding area. The peaceful setting, water views, and consistent low-density housing were all central to our decision.

This proposed change is very disappointing. It feels like a step away from the community vision that originally guided development here. Changing the current R1 zoning to RM2 Medium density behind our home would drastically alter the environment and quality of life that current residents value. It would bring increased traffic, congestion, and noise raising real concerns for the safety of our young children who play outdoors. Additionally, the presence of multi-unit buildings, group homes, convenience stores etc. directly behind us would significantly reduce our property value. Like many of our neighbors, we made a long-term investment based on the existing zoning and the current development plan for this area. Changing that now feels unfair to the families who have trusted and built their lives here.

Equally concerning is the impact these changes will have on our community's infrastructure. Our streets are already strained with traffic, our schools are at or near capacity, and local health systems are stretched thin. Water and sewer systems are also under growing pressure, and the added demand from higher-density development would only worsen these issues. Access to healthcare and other essential services is already limited in our area, and additional strain would further reduce availability and quality of care for residents.

We are asking Council to deny this rezoning application and maintain the integrity of the R1 designation. Protecting low-density residential areas ensures safety, stability, and continuity for the families who have chosen to build their lives here.

Thank you for your time and thoughtful consideration.

I am currently listening to the rezoning presentation. Of course its exactly what I would expect from an area like this, where 'liberal' thought dominates political ideology. O sure, you're hitting on all of the politically correct points. And the presenter fits exactly in the mold I would expect. Its all so neat and tidy.

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Good morning,

I continue to have significant concerns about the process undertaken for Stratford's Official Plan review. In particular, I question whether the process for seeking public input has been fully transparent.

The Town has already received a substantial advance of HAF funding, which is tied to several key elements of the draft plan — including the removal of exclusionary zoning. This policy change will have major impacts on established neighbourhoods. Based on the available documentation, such as the Town's RFP and CMHC progress reports, it appears that certain outcomes may have been predetermined to align with HAF funding requirements.

I have attended two of the three public meetings, as well as the virtual session in October. At each meeting, I asked direct questions regarding the HAF program — specifically what funds have been received, what conditions apply, and whether funds would need to be repaid if the plan is not adopted. The responses provided have not offered full clarity.

I believe the Town owes residents a complete and detailed explanation of how the Official Plan has been influenced by CMHC funding — beginning with the Shape Stratford initiative in 2021. Residents deserve to understand what the Town stands to gain, and what obligations may arise if CMHC targets are not met.

Although it has been stated repeatedly that this remains a draft plan and open to change, the financial and policy commitments tied to the HAF agreement make it difficult to believe that all public input will be fully considered — particularly regarding the future of existing R1 zones. This places Council in a challenging position.

If I am mistaken, I would sincerely appreciate clarification. I am deeply engaged in this process and committed to understanding it accurately — as I believe many residents share these same concerns.

Finally, I have contacted our Federal MP to share my observations regarding how federal funding conditions may be influencing local planning decisions. I have not seen Stratford residents this engaged or concerned in many years, which speaks to the importance of open dialogue on this issue.

Thank you for your time and for considering these concerns.

Thank you Ian and Ryan for an informative information session. Few comments from a new to Stratford resident (May 2025).

It should be highlighted that there is one outlier when you look at proposed RM1 to RM2 reasoning. It is on Kinlock/fox meadow and it is the only land south of Stratford road that is being proposed. We would echo Ian's comments around existing and new residents expectations for housing and density. Keep RM2 zoning around other RM2 zones where the infrastructure and community can support it. IF these changes must take place, sufficient buffers should be in place, particularly in these existing R1 areas.

When looking at the RM1 to RM2 proposed changes, why do they need to go from "0-100". Why are you suggesting 12 unit apartment approvals... why not start small with 4-8 units and have 12 and above be designated for special use or approval.

My family moved to Stratford and gladly paid a premium (relative to other areas of PEI) for quite, family neighbourhoods. Making changes to these neighbourhoods like the changes proposed for Flourish Heights or the golf course will make me (and likely others) reconsider this decision

Thank you for your time

See below as per question on Land Lease at meeting last week . I think there should be some reference or zoning to allow this:

A land lease (also known as a ground lease) is a legal agreement in which a landowner (the lessor) leases a parcel of land to a tenant (the lessee) for a specified period of time. The tenant is allowed to use, develop, and sometimes build structures on the land, but ownership of the land itself remains with the landlord.

Thanks

I'm writing to share how deeply upsetting it is to hear that the town is once again considering rezoning the field at the end of St Catherine's Ave to medium-density residential. My husband and I just moved into our home at the beginning of this year, after spending 10 years on Stratford Road. When we realized how active our two young children would be (5 and 3), we immediately started looking for a quieter neighbourhood. We chose this neighbourhood specifically because of its peaceful surroundings, sense of community, and the open space that makes it feel safe and welcoming for our two small children.

When we learned that this rezoning proposal was being brought back after it was declined just a few years ago, we were honestly heartbroken. Nothing about the area has changed to make this kind of development more suitable now. It still doesn't fit the character or capacity of this neighbourhood. Approving it would completely change the atmosphere that makes this community so special.

We worry about the increased traffic, noise, and strain on local services—but even more, we worry about losing the quiet, family-friendly environment that drew us here in the first place. It feels unfair that residents who have invested their lives and families here have to fight the same battle again so soon.

I'm asking council, sincerely and personally, to please protect this neighbourhood and the people who call it home. Please do not approve this rezoning.

Thank you for your time and for listening to the voices of the residents who care deeply about this community.

Hi Councillor Chandler and Councillor MacDonald,

I am emailing you in regards to the proposed re-zoning to the Foxwoods land parcel (between Fox Meadow and MacLauchlan Dr) from low density residential to medium density residential. I have spoken to many people in the area that oppose this change, including myself. I understand that with a growing population as we have in Stratford and with estimates to double our population in the next 10-20 years that affordable housing and additional units is required. However, I believe any apartment style buildings are best suited to the downtown core and waterfront areas of the town as opposed to an area this is surrounded exclusively by single family detached homes. I am concerned with the potential impact to the look and feel, infrastructure, and traffic around the surrounding area.

We had been consulted on the Foxwoods proposal several years ago and it added homes (detached and semi-detached), green space, and trails while keeping with the overall aesthetic of the existing surrounding neighbourhoods. We hope that council agrees to stick with the original low density residential zoning and the proposal that residents agreed to years ago.

Thank you for your consideration of this matter and appreciate your time.

Dear Mayor Ogden, Councillor Chandler and Councillor MacDonald,

I am a resident of Bonavista Avenue and am writing to express my concern regarding the potential rezoning of the parcel of land at the end of our street, currently owned by Flourish Heights. It is deeply concerning that this land is being considered for rezoning to high density.

Such a change would significantly alter the character of our neighborhood. Bonavista Avenue is a close-knit community where residents take pride in maintaining their homes and properties. Our children play safely with friends up and down the street and in the surrounding area — this is exactly the kind of environment we hoped for when choosing to raise our family here.

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Finally, I have contacted our Federal MP to share my observations regarding how federal funding conditions may be influencing local planning decisions. I have not seen Stratford residents this engaged or concerned in many years, which speaks to the importance of open dialogue on this issue.

Thank you for your time and for considering these concerns.

I live on Birch woods lane, and have done so for the last almost 8 years, it is a very pleasant neighborhood. We purchased a home here for precisely that reason, it's quiet, and everyone is respectful of the neighborhood and each other.

It has recently come to my attention that all of the land behind my home is going to be rezoned to allow higher density development, including row houses and apartment buildings.

If this happens I will be forced to move. I work in the control tower at the airport, I work overnights, I could not endure years worth of construction. We always expected that more development would come, but this was not part of the plan, the town of Stratford is pulling the rug from under us. Constructing apartment buildings, and the required infrastructure in what is essentially my backyard will be intolerable, as it would be for any of you in receipt of this message. I don't even have the benefit of trees behind my home, which I'm sure is a very small comfort for those that do.

When I am forced to move I will spend tens of thousands of my own money, I have several years yet to work before retirement and a cost like this I cannot afford, I will however have no choice. The town of Stratford clearly has a grandiose vision of its future and it's all important tax base. It's picking winners and losers, and we are to be the losers.

i will lose money on the sale of my home now that this plan is in place, I will lose money on real estate and lawyer fees, and the move, I may have to spending more money on another home than mine is currently worth, it seems not every location on PEI will have apartment buildings built behind their homes, nor will their property values be affected. I will simply have to work years longer than I planned, because someone has decided that we should lose for their vision of the future.

People's belief that we need more housing is being leveraged to gain support for projects like this, of course those who benefit most from proposing community killing rezonings of this nature and those who benefit most from building and owning these projects won't tell those who need housing that the purchase prices and rents won't be low, and won't be affordable to most. Like everywhere else these apartments will be occupied by several people at one, rented and sublet again to others, just to make it 'affordable'. O but think of the tax base! Think of the ideologically driven projects we could accomplish with all that money.

This proposal will damage people's lives, the costs of leaving, or the constant noise, and the complete change in character of a very serene place, a place where normal, middle class people simply want to have a normal life and raise their families in peace, this will all be taken from us, we lose. The strain on the local infrastructure will be enormous, the roads can barely manage the current level of traffic.

Of course the recent meeting included all of the social justice buzzwords we always hear now, but those are just a means to an end. As if climate change or pollution will be improved by apartment buildings, the language was 100% predictable.

How many of you would like to trade houses with me, right now? Didn't think so.

Good afternoon, I am writing as a property owner on Birch woods Lane to express my strong concern and displeasure regarding the proposed rezoning of the land between Duffy Road and Mason Road. When my family and I purchased our home, we did so with the understanding and expectation that the land behind us was zoned R1 for single-family residential use. The current proposal to rezone this land to allow for apartment developments is upsetting. This change contradicts the residential character and peaceful environment that attracted us to this neighborhood. It seems that these changes primarily meet the needs of planners trying to keep up with rapid growth and development pressures, without adequately taking into account how they negatively impact existing residents. While growth management is important, it should not come at the expense of community members who have invested in this neighborhood. I respectfully urge the decision-makers to consider the impact this rezoning will have on current residents and the integrity of our community. Maintaining the R1 zoning would better preserve the quality of life and property values for those of us who chose to make Birch woods Lane our home. Thank you for your attention to this matter. I look forward to your careful consideration and am hopeful for a resolution that respects the interests of existing residents.

I am writing to formally express my strong opposition to the proposed rezoning of the land bordered by MacLauchlan Drive and Fox Meadow Golf Course (commonly referred to as the Flourish Heights development area) from R1 (Single-Unit Residential) to RM2 (Medium-Density Residential). I have significant concerns about the potential adverse impact this rezoning would have on the surrounding community. The area in question is primarily accessed through residential subdivision roads, which currently lack the infrastructure (such as sidewalks and sufficient traffic controls) needed to safely support medium-density developments, particularly those involving multi-unit apartment buildings. Additionally, the nearby intersection of Kinlock Road and Stratford Road already experiences considerable traffic congestion, especially during peak hours. Increasing traffic volume due to new high-density housing would only worsen these issues and pose serious safety risks, particularly for children who cycle through this intersection regularly. When development in this area was first proposed more than five years ago, a key component was the preservation of green space - something I still believe is critically important. The current proposal to rezone to RM2 represents a significant departure from that original vision and raises valid concerns about transparency and long-term planning. Changes like this contribute to growing public distrust in our municipal governance processes. While I recognize the urgent need for affordable housing across the province and share this concern, I believe the Town of Stratford would be better served by encouraging the development of smaller, single-family homes (such as bungalows) which are currently in short supply. High-rent apartment complexes are unlikely to address the core issue of housing accessibility for families and individuals who are striving for homeownership. In summary, this proposed rezoning is not compatible with the area's current infrastructure, deviates from prior development commitments, and does not align with the actual housing needs of the community. For these reasons, I respectfully urge the Town of Stratford to reconsider and reject the proposed rezoning of this parcel.

Sincerely,

TO: Town of Stratford, PEI

RE: Accessory Dwellings in Draft Plan and Draft Zoning & Development Bylaw 2025

Date: October 26, 2025

Accessory Dwellings

Accessory dwellings should not be used as seasonal accommodation or cottages for visitors/friends/family or short-term rentals. This doesn't help housing.

Accessory dwellings in the Town plan should be long-term rentals only.

Accessory dwellings should be registered and monitored by the Town and Bylaw Officer to ensure they are helping long-term housing.

Are there extra driveways and parking requirements for accessory dwellings?

Thank you and respectfully submitted.

[REDACTED]

[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED]

Official Plan and Zoning Bylaw Review Draft

Good afternoon, Mayor Ogden, Councillors, and Planning Team,

Please accept this letter as my formal comments on the Official Plan and Zoning Bylaw Review Draft as a resident. I would first like to introduce myself; I have lived in Stratford since my parents took me home from the hospital at birth 30+ years ago. I grew up here; attended pre-school at the old Town Hall, Girl Guides at MacNeill Park, the “Youth Can-Do” Centre at Cotton Park, was an altar server at Our Lady of Assumption, and ran wild through the trails from Eastlink to Kinlock Beach. I had gotten to know my community very well throughout the years and knew it to be a welcoming, sustainable, vibrant, diverse, and inclusive community. Now I know that it is all that, except when it comes to diverse housing and, for some, the people that live in it.

Over the years, I’ve asked myself why these wonderful people would have such opinions and the only thing I can come up with is that there are so many misconceptions around growth and these types of proposals that it’s near impossible to get past the emotional response to a perceived threat.

I’m sure by now you’ve received enough calls and read enough comments and objections from overwhelmed and fearful resident’s to be overwhelmed and fearful yourselves. It’s understandable, today’s climate is frightening: PEI’s population has increased, it’s changed the slow pace the urban centres used to move at, the cost of living has increased exponentially since 2020, Canada is being threatened with US tariffs every other week, young families have to fight to even be able to afford a home and a large portion of the aging populations retirement plan is tied into their property. No wonder people get defensive.

After attending some of the engagement sessions, comments I’ve heard from residents seem to reflect today’s societal conditions and reluctance to see the Town change with it. However, growth will happen whether we plan for it or not and, although the proposed plan is not yet perfect, something like it is necessary for the sustainability and longevity of the Town and its residents.

Infrastructure & Traffic:

“Don’t bring more people here until we have the infrastructure to support them!”

Here’s the thing, housing is infrastructure, and people will come here whether they have adequate housing or not.

We’ve all seen it, the odd single dwelling out with 6+ cars in the driveway and on the street. Sure, we could have a few car enthusiasts in the Town, but what is more likely is that the single dwelling is a rental where the landowner rents out a room to 6+ individuals at \$700-\$900 per room. The result is 6 vehicles trying to squeeze into a driveway planned for 2 cars and 6 adults’ garbage packed into a waste bin bursting at the seams. This type of poor planning can put stress on a neighbourhood causing resentment towards the tenants simply for trying to afford a place to live all while dealing with inadequate kitchen and bathroom facilities.

However, if there were adequate opportunities to build diverse housing, such as a stacked semi-detached in Kelly Heights. The result is 6+ individuals living nicely in 3 stacked semi-detached units where adequate parking and waste removal has been planned for about \$950 per room.

Neighbourhood traffic in most residential areas have plenty of capacity. Waiting a for a couple of cars at a stop sign isn’t enough traffic to reasonably deny preparing for growth. Except for the issues with the bridge intersections, and the entrance to Clearview Estates, I haven’t seen any safety concerns with regards to traffic congestion. What does cause safety concerns from my point of view is speeding and drivers not paying attention; however, no traffic study will fix that. Rather, the Town should be consulting with the Department of Transportation to further explore where and when calming measures like vertical and horizontal deflections could be used.

“What about the roads?”

Do you know how long it takes to get across the bridge in rush hour?”

Stratford has been one of the fastest growing towns in the Maritimes for a few years now. The Department of Transportation must have noticed, it shows in the recent road upgrades.

- After the addition went onto the Stratford Elementary School, Mackinnon Drive was extended, and the Glen Stewart Drive round-a-bout was constructed and, noticing

more congestion, the 2nd Glen Stewart Drive round-a-bout is currently under construction.

- When the Emergency Services Centre was constructed, the TCH/Georgetown Road round-about was constructed.
- After the Gray Group proposed the Core Area amendments, the TCH/Lottie Way round-a-bout was installed.
- When the Community Campus was under construction, the Department of Transportation used resources to obtain land to align John Joe Sark Drive and Duffy Road for better turning movements and in anticipation of intersection upgrades and added growth in the area.
- And, with population growth, the Department of Transportation has partially completed and is planning significant upgrades to the intersections on each side of the bridge.

Yes, there will be growing pains, and it takes a while to schedule and build the upgrades, but this is all evidence of the right professionals, like professional Traffic Engineers, doing their job.

“Who’s going to pay for all that utility infrastructure, my taxes will go up.”

Will it? Or will additional tax revenue from people using infrastructure more efficiently help? Let’s have a look:

Obviously, these are just estimates and tax revenue is used for a variety of services but should work for this example. Let’s say it’s 2075 and the sewer and water pipes in Kelly Heights have reached the end of their life cycle and everything except lift stations needs to be replaced. For this example, let’s pretend inflation does not exist (yay!) and let’s estimate the cost of the water and sewer system to be \$1,170/metre.

A single dwelling requires 15 metres of system length (per RM1 min. frontage), costing the Town a total of \$17,550.

The single dwelling pays a Municipal Resident Tax Rate of \$0.49/\$100 assessed value at the average price of a single dwelling in recent years of \$500,000. Meaning this property would contribute \$2,450 in tax revenue annually. Multiplied by the system’s 50-year lifecycle, equals a total of \$122,500.

Whereas, a 4-unit townhouse requires 26 metres of system length (per RM1 min. frontage), costing the Town a total of \$30,420 divided by 4 units = \$7,605.

The 4-unit townhouse pays a Municipal Resident Tax Rate (4 units and above) of \$0.74/\$100 assessed value at the approximate price of a 4-unit Townhouse in recent years of ~\$1,400,000. Meaning this property would contribute \$10,360 in tax revenue annually. Multiplied by the system's 50-year lifecycle, equals a total of \$518,000 divided by 4 units = \$129,500.

The result: The 4-unit townhouse unit will generate just a little more than the single dwelling in tax revenue while costing the Town 50% less in infrastructure maintenance with the numbers improving as density increases. This means that when the Town uses land and infrastructure efficiently, we could actually have revenue to continue to improve amenities and services, like sidewalks.

With density comes additional amenities. In 2019, Kelly Heights received preliminary approval and later the Town indicated Kelly Heights as a high priority trail connection in the 2023 Active Transportation Plan partly due to the diverse housing types offered in that subdivision. This is just another example of professionals, like the Town's Infrastructure Department doing their jobs.

The Core Area and Why Not There:

"Why do we need this here? All those buildings can go along the highway"

In 2022, the Gray Group proposed to rezone their land in the Town, which happens to be the majority of the land in the Core Area along the highway. They created a Master Plan that was mainly comprised of 4-12 storey mixed use buildings and small sections of townhouses along Pearly Drive and the future extension of Williams Gate. There was no density cap in exchange for a certain level of architectural development standards, otherwise referred to as Built-Form-Codes, to ensure the Core Area was a place that people would want to spend time in and where businesses could thrive.

And, when the growth management study was completed, it still showed an 8,000 unit deficit by 2041 at full build out, even with the Core Area being completed.

What about the highway past the roundabout? The Department of Transportation is incredibly strict when considering accesses off and onto the TCH unless they are at a controlled intersection. Also, if there were ever a spot to preserve agricultural land, would it not be at the outer limits of the Town?

I was under the impression that this Council wanted to encourage affordability? Disposing of the least valued “housing type” along the highway may be the easy way out but will not help them financially by perpetuating constant reliance on a vehicle by being located furthest away from the core area.

So, if not the Core Area, where?

The Town has been working to make the reality of the Community Campus come to life for a long time. A place where kids didn’t need to travel across the bridge to go to Junior High and High School, where there was ample field space, our very own rink, and a cultural centre where the community could get creative and artists could be inspired. And, in 2021, the Town invested millions to purchase some agricultural land to make this vision come to life.

As indicated by most real-estate websites, purchasers want to know, how close will my house be to the nearest school so my kid can safely walk to and from school? Will they have any nearby coffee shops or restaurants so they can have fun with their friends off Campus at lunchtime? Housing, being largely driven by the market, is a logical expectation around schools. That is why the Official Plan and Zoning Bylaw propose density increases in the Bunbury area. In addition to proximity to collector roads and servicing.

Had the Community Campus gone between the Kinlock Road and the Georgetown Road, the land surrounding it would’ve been proposed for density increases and the residents of Strawberry Hill, Kinlock Creek and Cable Heights would be upset instead.

However, I, as an introvert, do understand being overwhelmed by the thought of having the number of neighbours surrounding me. So, rather than scrap the whole idea. Maybe in the RM1 and RM2 Zone we add a clause that encourages like uses against like uses or landscape buffering where modest increases are proposed. Although this is proper planning principles, the added security should be there to protect existing residents.

Affordability:

“These aren’t even affordable units”

Unfortunately, the “powers that be” have decided the best way to create affordable housing is to subsidize tenants by giving money to private landlords. This probably has something to do with all but one MP in Canada being a landlord, but I digress. CMHC’s construction accelerator fund (I think is what it was called) can also help, but their definition of

“affordable” could use a revision. Simply the name implies that the government believes that the free market will work itself out and once supply catches up with demand, prices will steady. In order to do that, we need more land that will even allow the housing types in demand, such as townhomes.

This leaves the affordability issue to be solved by developers, who, as long as they have tenants or purchasers, really don’t have a motivation to provide affordable housing. And with today’s climate, I don’t think it helps. Any mention of affordable seems to conjure discriminatory and classist thoughts of addicts, criminals, and transient residents.

If anyone is passionate about affordability, I would love to see the Town participate in feedback to IRAC on rental increases, involvement in ensuring the rental tenancy act remains in place and as effective as it is now preventing increases between tenants, or supporting a rental registry.

The Transient Nature of Rentals:

“Those transients won’t take care of the property; they leave garbage everywhere”

I wish this wasn’t something I’ve heard before but I would like to point out that every property in the Town has to follow the same noise and nuisance bylaw, and the same unsightly premises bylaw. If the Town is not seeing the results it wants in those areas, revise those bylaws to make them clearer and more enforceable. Not everything is a planning issue and it is unfair to discriminate against an entire housing type just because a few people gave it a bad look.

Changing Demographics and Conclusion:

As noted in the beginning of my comments, the world is changing. The dream I was once sold of work hard, become educated, get a good paying job and you’ll be able to afford a house has become nothing more than a nightmare. My only shot at owning a home will be buying out my sister when we inherit our childhood home. I’m just hoping we can increase density enough to stabilize taxes enough that I’ll still be able to afford it here... People are struggling to put a roof over their head and food on the table. Fewer people want to have children out of fear that they are bringing them into a world that is worse than generations before. We are more isolated and divided than ever and the only way to survive is through community. Friends and neighbours helping and supporting each other. Yet through all of that, people don’t have the capacity to accept density increases on the next street over.

Respectfully,

[REDACTED]

[REDACTED]

TO: Town of Stratford, PEI

RE: Dark Sky Lighting in Draft Plan and Draft Zoning & Development Bylaw 2025

Date: October 26, 2025

23. 7 Dark Sky Lighting

Thank you for using the terminology and lighting standards of 'dark sky lighting'.

<https://darksky.org/>

May the international guidelines be reviewed for reference when needed.

Thank you and respectfully submitted.

[REDACTED]

[REDACTED]



[REDACTED]

Fox Meadow Golf Course
167 Kinlock Road
Stratford, PE C1B 1J7

[REDACTED]

October 23, 2025

To:

Mayor Ogden, Members of Council, and Planning Department Town of Stratford
234 Shakespeare Drive
Stratford, PE C1B 2V8

Subject: Concerns Regarding Proposed Spot Zoning for the Foxwoods Development Adjacent to Fox Meadow Golf Course

Dear Mayor Ogden, Council Members, and Planning Staff,

On behalf of Fox Meadow Golf Course, I am writing to express our concerns regarding the proposed spot zoning and potential rezoning of the Foxwoods Development parcel adjacent to our property.

The Foxwoods subdivision was approved as a sustainable, low-impact, residential development that would complement the surrounding area. For many years, we worked with Flourish, the owner of the Foxwoods subdivision, on a plan to allow the increased stormwater to flow across our golf course. After many years of discussions and working with engineers, in 2024 we signed a Memorandum of Agreement between Flourish, Fox Meadow, and the Government of Prince Edward Island. Throughout this period, all planning and engineering efforts—including the long-term stormwater management plan—were based on the approved subdivision layout designed for single-dwelling homes. The introduction of zoning that would allow apartment-style buildings on this parcel would represent a significant departure from that original vision and could have serious implications for the surrounding environment. In particular:

- **Stormwater Management:** The current stormwater infrastructure was developed based on low-density, single-family home construction. The addition of large hardscapes associated with multi-unit apartment buildings would alter runoff patterns substantially and potentially compromise the effectiveness of the infrastructure. It is important to note that the Province of Prince Edward





Island contributed approximately \$225,000 toward the Foxwoods stormwater management infrastructure. Most of the infrastructure construction was completed in May of 2025, based on the existing subdivision design.

- **Land Use Compatibility:** The parcel in question is surrounded on the east, south and west by single-family dwellings. Introducing apartment buildings in this specific location would be contrary to Stratford's planning principles that locate higher-density developments within the town's designated core areas, or that single dwelling homes back onto single dwelling homes.

Given these factors, we respectfully urge The Town of Stratford to reconsider any proposed rezoning that would permit apartment buildings on this parcel. We remain fully supportive of growth and sustainable development within Stratford, but we believe that such density should be in areas designated for that purpose—not adjacent to a long-established single-dwelling residential community and our golf course.

Thank you for your time and consideration. We would welcome the opportunity to discuss this matter further and provide any additional information that may assist in its decision-making.

Sincerely,



The Gray Group
20 Great George Street
Charlottetown, PE C1A 4J7

October 23, 2025

To:

The Town of Stratford
Attn: Mayor Ogden, Council Members, and Planning Department
234 Shakespeare Drive
Stratford, PE C1B 2V8

Subject: Concerns Regarding the Stratford Official Plan Review – Spot Zoning for Foxwoods, Lower Mason/Duffy Road and MacDonald Property Parcels

Dear Mayor Ogden, Members of Council, and the Planning Department,

On behalf of The Gray Group, I would like to express our concern regarding aspects of the *Stratford Official Plan Review*, specifically related to the proposed spot zoning for the Foxwoods, Lower Mason/Duffy Road, and MacDonald property parcels.

When The Gray Group purchased our property in Stratford in 2018, we undertook a comprehensive, privately funded planning process that required significant financial investment and considerable time until its approval in 2023. This process included engaging Rob LeBlanc of Fathom Studios to ensure our plan aligned with the Town's Official Plan and any rezoning considerations. Through this process, we completed extensive due diligence, including traffic and economic studies, as well as community and stakeholder consultations — all conducted in accordance with the Town's established density guidelines and planning direction.

It should also be noted that the Foxwoods parcel has already received a density increase and has benefited provincial infrastructure funds, including stormwater management support, as part of

its previously approved sustainability plan. Given this, we would like to understand whether traffic studies or other supporting analyses were completed for the Foxwoods and Mason Road areas in connection with these new proposed changes.

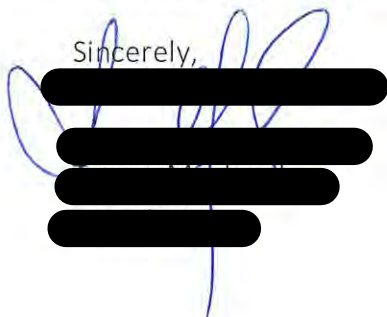
The presentation of these spot zoning amendments contradicts the principles and processes the Town has consistently communicated and that we have followed in good faith as a developer. We would also like clarification on whether the developers benefiting from these spot zoning proposals are contributing to their own infrastructure or study costs, as we were required to do.

In addition, our *Kelly Heights* development — which is nearing completion adjacent to the proposed Mason Road zoning changes — was required to adhere strictly to single-dwelling on single-dwelling zoning requirements. We would appreciate an explanation as to why these new proposals appear to diverge from that established approach without the supporting evidence, studies, or rationale that were required for our project.

We respectfully object to the proposed R1 to RM2 zoning changes for the Flourish owned property, the property fronting on Kinlock Road as well as the Lower Mason/Duffy Road land and request a response outlining the Town's rationale for these spot zoning proposals, including confirmation of any supporting studies (traffic, infrastructure, or otherwise) and the planning principles being applied to ensure fairness and consistency for all developers.

Thank you for your attention to this matter. We look forward to your timely response.

Sincerely,

A handwritten signature in blue ink is visible above four lines of text that have been completely blacked out for redaction. The signature appears to be a stylized name, possibly "J. J. [unclear]".

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Phil + Upland.
Scott
Neala
original to Phil
Shape Town of Stratford/Official Plan



Oct 18, 2025

I am a resident on Pinehill Dr. Stratford which borders the field at the end of St Catherines Ave. This area in your proposed plan is to be rezoned to RM1 ,I am very opposed to this change . If you are possibly not aware this parcel of land has been subject to 2 proposed developments this year. On both occasions it has meet with severe opposition from the neighboring residents And was voted down by council mainly because of land use and density of the proposed if the New zoning was to be allowed the density allowed would be even greater than the earlier denied proposals.The owner of this land purchased it knowing the R1 zoning was in place. This should be developed as R1 in keeping with this quiet residential neighbourhood. I know at the public meeting you heard loud and clear from the residents of the Duffy Road area zoning changes are not welcome and they have also been voiced strongly by our area on the past two proposals on this field in the past year.I urge you to listen to these residents and not change this areas zoning.. In closing I urge you to concentrate on developing the central core along the TCH as our best area for increased development and housing density

[Redacted signature block with a handwritten mark to the right]

TO: Town of Stratford, PEI

RE: Draft Plan and Draft Zoning & Development Bylaw 2025

Date: October 19, 2025

We, the undersigned residents of Stratford, respectfully object to the drastic elimination of R1L zoning to the proposed RL zoning and respectfully object to the proposed reduction in minimum lot requirements and the proposed addition of double dwellings/duplexes.

Preserving the existing R1L zoning does allow a wider range of diverse housing availability for various income levels, personal needs and life stages in the Town of Stratford. There is still an inventory of land and existing residential lots to facilitate the current R1L zoning.

We respectfully object to the proposed minimum lot requirements in the draft document such as the reduction in minimum lot area from 1440 square metres/0.35 acres to 500 square metres/0.12 acres and the minimum frontage size from 82 feet to 49 feet. Prior to 2019, the R1L minimum lot sizes were 2044 square metres/0.50 acres and minimum frontage 100 feet. Also, strict and monitored short-term rental bylaws in Stratford are required to enable affordable long-term housing solutions and reduce neighbourhood short-term rental businesses. Group homes should be moved to 'special permit uses'.

The R1L zoning is rich in heritage, aesthetics, character and culture along the coastal drive which is iconic in the Town of Stratford. The R1L zoning retains and recruits families to Stratford.

Respectfully submitted:

Signature: [Redacted] Print: [Redacted]	Address: [Redacted]	Contact: [Redacted] Date: [Redacted]
Signature: [Redacted] Print: [Redacted]	Address: [Redacted]	Contact: [Redacted] Date: [Redacted]
Signature: [Redacted] Print: [Redacted]	Address: [Redacted]	Contact: [Redacted] Date: [Redacted]
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Signature: Print:	Address:	Contact: Date:
Signature: Print:	Address:	Contact: Date:

(Deadline: October 27, 2025 to Town of Stratford)

Stratford Proposed Rezoning Concerns

I am writing to express my disappointment and frustration with the Town of Stratford's proposed rezoning. In particular, the Falcon Avenue/MacLaughlin Heights vacant land from R1 to RM2.

- Provincial population growth has slowed from 3.9% 2023 to 1.6% in 2025. Projected growth numbers as presented to the residents are based on the 2023 projections and do not accurately reflect today's true growth. As such, this would raise serious questions to the validity of the town's argument for the push to high density housing in and adjacent to the existing R1 subdivisions.
- Planning has focused entirely on future immigration without considering the existing residents' interests. The push to rezone vacant land inside and adjacent to existing subdivisions from R1 to the new RM2 is very inconsiderate to your existing residents. Individuals have made **significant** investments in their property, not to mention lifestyle decisions based on these R1 designated areas committed to them by the developers and the town.
- A few years ago, the Flourish Group held a town meeting looking for approval to develop and expand the MacLaughlin Heights property. Residents were promised a higher end "executive" style subdivision based on the surrounding homes in the area. Residents from the area based their decision and acceptance on this promise. Additionally, many clients have made home purchases in the area based on these promises. A move from R1 to RM2 would be a gross deviation from their intended development and promises.

I am hopeful the town will reconsider their rezoning plan and take into consideration the best interests of their existing residents. Additionally, I hope they make a thoughtful decision on zoning that will allow future subdivisions to dovetail into the existing subdivisions with a consistent feel both structurally and in character.

Sincerely,

██████████

Dear Council,

We are at a turning point it seems, in our community but also in the world around us. People are stressed, things are becoming overwhelming and our tolerance and acceptance for things we don't understand or agree with are putting us at extremes, raising us to negative emotions that are not always necessary. In many cases it is likely more that we just don't even have the time to take to try to understand or be informed as our lives are full, busy and inundated with information on a constant basis, and we perhaps collectively are at an all time low in patience, care and capacity. It leaves many feel reactive instead of collaborative. The discussions in general that we've been having over the past number years, and especially in the past month, have shown this in my opinion. Many it seems are moving towards becoming less welcoming instead of more welcoming, more protective of what they have instead of rooting for everyone else to also get what they have, less open and more reactive. Our world, our leaders, our feeds, our messaging, is overwhelming and divisive. We are constantly being set up be against this, or that, and then this other thing over here, rather than working towards things together.

While I write this today as a resident, I recognize that as a staff member I have more knowledge than the average resident of some of the insides and backgrounds. It has really been a privilege to work at the Town and I hope to have many more years here. I love this community and want to see it thrive for everyone. I actually debated long and hard as to whether to put my name on this or send though the platform without a name attached, but as a resident I too should be able to have my say in this important conversation.

These documents were last wholesomely reviewed in 2014, much had changed since the previous review at that time, and that remains the same as we review again in 2025. The next time we review will have that much more change once again. Change is inevitable. It happens to us in our personal lives – aging, marriage, loss, children, careers, and on and on. We do not remain the same individuals that we once were, nor do we probably want to in most cases, outside of perhaps more youthful energy. Those who oppose development and density often use a line like “that’s not what I bought into”. If we went back to before their home was developed, five, twenty or fifty years ago, we too could find exactly the same mentality of the previous residents in their area. I am sure it is the case for my house which was built on a new street that was once a meadow and strawberry fields I’m told. Change is scary, it’s uncertain and not always perfect. We can do our best to take the draft we have in front of us now and make small adjustments to try to get it close to right. Not everyone may be happy in the end, but there is certainly room to improve, adjust and pivot, while maintaining many of the positives in it. We have to leave this community better at every chance we get.

As a resident for many years now, sometimes as a renter and now as a homeowner for about the past 10 years (though we rented in the community longer than that and I considered myself a resident during that time just as much as I do now), I find the sentiments towards renters to be concerning and judgmental. I experienced it first hand previously as a young person (ask me about going before IRAC sometime if you wish) and unfortunately that attitude hasn't seemed to have changed much, if at all. It's very different here to how renters are perceived not that far away, let's take Halifax for instance. My grandparents, since passed, spent a large part of their life in apartments in the Halifax area. There it is common, accepted and just plain normal to live in a rental of any kind, but here it seems still like the thought is that renters are out to get homeowners somehow or for some reason, or that they are less of a resident than someone who owns property. There's an immediate judgement which is completely unfair. Not only that, many units in our community that are perceived as rentals are in fact condo style homes with residents making a purchase just as they would have had they wanted and/or been able to afford a single family dwelling. This too I have just recently experienced with my mother in law making Stratford her chosen home within the last year, moving from the country to rent in the town and set down roots here where she can have less responsibility for maintenance of her home. It's a blessing to us I can assure you – we rely on her a lot to help with our kids activities and this community had something available as an option for her, as I hope it will for my kids, myself and others in the future.

We need choice – and we need to be able to allow choice to happen. Not only do I live in an R2 (insert scream here) zone, but in that zone I am not seeing neighbours tear down their single family homes (in an area that lets face it, if anyone was going to, it's likely my neighbourhood where you might see that happen given the age and type of housing primarily existing) to build duplex, stacked townhouses or anything else with more density. Might they as these properties continue to age and need repairs, sure. But do you know what that mean: that might be my kids new best friend who then can move in to one of those units, or my minister, hair dresser, nurse practitioner or transit bus driver. We don't know who will move in when more is available on the market, just the same as we don't know that either when a single family dwelling is built or sold. We have to be more open to variety, to choice, to people of all backgrounds, cultures, ages and lifestyles, and that includes in the housing choices they make, whether by choice or by force (meaning can't afford anything else).

One area I fully support in the town draft is the elimination of large lots. Of course financially for the town this makes sense but again, speaking of my own street and my own neighbourhood, a smaller lot means I am closer to my neighbours. We are basically forced to get to know one another as we see each other coming and going in our driveways,

walking the block or gardening. I want to live in a community where neighbours know each other and look out for each other when someone is sick or away. Through the elimination, those who have a large lot will not have their lot shrunk, and will continue to be able to develop in that way if they choose to, just as they could in any other neighbourhood if they have the ability to purchase, but the remaining land that is undeveloped will be opened up in some cases to be able to be developed and serviced, and developed better in my opinion.

The makeup of our community is evolving, as it always has. The types of units needed and wanted are not the same as they have been in the past by the majority, but that doesn't make those who reside in them any less of a resident to me. In some ways it isn't up to us (the Town) to dictate what the market needs and can build, but to lay the groundwork so that developers can build what the market needs, which right now is more places to live that aren't single family homes.

Something that keeps coming up in these conversations is this idea of a neighbourhood and an established neighbourhood. Is a neighborhood just the houses that make it up? Is a house a home, but a home only a house? Not to me, it's the *people* who make a neighbourhood. In my mind, it doesn't matter what type of dwelling unit they live in. I don't see any reason why more mix of development can't belong in the same areas/streets/neighbourhoods in Stratford. We can do it successfully, and we can make some small changes in the draft without going right back to where we are now to see this happen. From much of the comments I've seen, the primary issues are with particular areas of land, let's find ways to make those areas perhaps somewhere in between of what is proposed and what residents want, a compromise but not at the expense of our future community needs. Let's work to get more "as of right" development in place with these documents, but in a way that pushes us forward rather than the status quo that many seem to think is their Stratford.

These documents we are working on are not only for today and today's needs/views, but are meant to be forward thinking, hopeful and about progress. We can't have all of the other things residents want like transit, trails, retail stores, etc. without having a growing population. Investments will not be made if we are stagnant, and these things are all investments that we hear from residents they want – even the Community Campus.

We also can't not try to do better, because it is the "safe" choice. We have to be bold, we have to look beyond our own situations, at what we are comfortable with, and talk to all residents, and make decisions for all residents, both those here now and those who are yet to call Stratford home.

Stratford, since I have been here, but I am sure before that as well, has always tried to work closely with other levels of government. We have not always agreed with their forecasting and projections, but we have always continued to meet with and share with them the data we have. This isn't often an easy task but one that I know we will continue to do. From sharing our growth projections to lobbying for services for our residents, to discussions on road improvements or school needs or sports, recreation and cultural activities, we will continue to do our part to try to ensure that the other levels of government are aware, on board and planning ahead with us. But at the end of the day we, the municipality, can't control these efforts, ensure they are heard or acted upon. This should not be the reason we don't move forward, that we don't change, or that we don't grow. Stratford today will never look the same as it once did, nor does Stratford in 1995 look the same as it does today, or in the 70's when my house was built. Things change and change can be good, it can even be something where sometimes a tough decision can be made by a council who are elected to do just that, and just maybe, like Stratford Town Centre, those who oppose right now, at least some of them, may one day be able to admit that it isn't so bad and it did bring a lot more good things, and didn't destroying everything around them. Even that stacked townhouse around the corner.....

Stratford has adopted a long term vision based on the social, environmental, economic, cultural and governance dimensions of sustainability.

We envision a future where:

- residents social, physical and spiritual needs are met
- our culture is rich and diverse and our heritage is protected and celebrated
- our natural environment is protected and respected
- there is a thriving local economy
- there is an open, accountable and collaborative governance system

These things can all be accomplished alongside increasing density. It can be done and it can be done thoughtfully. I ask each of you to not only think about the residents you have heard from, but those you haven't. To think about your own life circumstances both at this time in your life, but also in the past, and then in the future. Do you want to remain in Stratford? What type of unit might suit you in another ten, twenty or more years? What type of unit did you live in previously? What type of job will your kids or grandkids need to be able to live here, especially if we don't make some changes today? Will they be able to find a place here if they want to? What about others in your life?

I have always been proud to call Stratford home. The experiences my kids have with diversity in their classrooms, friends and social networks compared to the PEI I grew up with are night and day. I don't want us to become a community that only listens to a few, or only to the loudest, or to the most influential, or the ones who have the same life experiences as us, but one that everyone who lives here has a voice, whether they choose to use it or not. As we know from previous public processes, we usually only hear from those who are upset or against. That would leave a lot of people in our community right now who have not weighed in. I want to see us work together to make changes to the existing documents but not to see them walked back too far. There is nothing wrong with an R2 zone, we can all live in Stratford, in a neighbourhood, on a street, with a unit next to us that perhaps doesn't look exactly like our own, and it can be just a new thing that we were brave enough to welcome into our community. We can adjust the plan in its draft form and come to a balance, but I really hope at the end of day when it comes time to move forward and make the final decisions, that it's about the people we think about after all and not the type of dwelling in our community that matters.

Sincerely,

A solid black rectangular box used to redact the signature of the sender.



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Town of Stratford
**Official Plan & Zoning and
Development Bylaw Review**

What We Heard Report

December 2024

This **What We Heard Report** was prepared by UPLAND
Planning + Design for the Town of Stratford.

December 2024

UPLAND



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PART 1

INTRODUCTION

1.1 About the Project

The Stratford Official Plan & Zoning and Development Bylaw Review will build on the success of Shape Stratford to develop new planning documents that capture the community's needs and aspirations, promote strong economic growth, and enable a variety of housing options to accommodate the community's rapidly growing population. The Official Plan & Zoning and Development Bylaw will guide growth and development, prevent land-use conflicts, promote mixed use development where appropriate, shape attractive streetscapes, protect environmentally significant areas, and ensure long-term prosperity.

Project Timeline

Visioning (September-November 2024)

Defining residents' and stakeholders' vision for Stratford's future, identifying key challenges, opportunities, and priorities.

Issues and Options (January-March 2025)

Exploring key issues and potential solutions to address residents' and stakeholders' priorities.

Draft Engagement (August-September 2025)

Engaging residents and stakeholders to gather feedback on the draft planning documents.

2nd Draft Engagement (October-November 2025)

Refining the updated draft based on feedback and collecting final input before adoption.

1.2 How Will This Report Be Used?

This project began with an extensive engagement period, which generated a large amount of feedback. This report summarizes and explores that feedback, grouped into themes. Some of this feedback will be used to inform policy decisions in the draft documents, some will be passed on to the Municipality for consideration through other parts of their operations, and some of it will simply be shared to provide an accurate representation of priorities and issues identified.

The Official Plan serves as a high-level policy document that defines the vision for land use and development in Stratford. It informs secondary planning and the **Zoning and Development Bylaw**, guiding the town's long-term growth and sustainability. Official Plans are mandated under the *Municipal Government Act (MGA)* and must align with the *Planning Act*.

The Official Plan will support Stratford's growth and development by:



Preparing for change: Addressing environmental challenges such as sea level rise, social changes like a growing population, physical changes like urban expansion, and economic shifts such as rising housing costs.



Supporting community character and culture: Promoting quality urban design, enhancing public spaces, and ensuring development is consistent and complementary to Stratford's unique identity.



Protecting natural, special, and sensitive areas: Restricting or limiting development in ecologically important areas to safeguard the environment.



Maintaining a healthy, sustainable economy: Balancing proximity between residential areas and places of work to promote economic vitality and accessibility.

PART 2

WHAT WE DID

2.1 Introduction

Gathering input from municipal staff, residents and stakeholders is critical in order to identify the key issues and opportunities of a community. Recognizing this, the project began with an Engagement Strategy Meeting followed by an extensive formative engagement process. The project team hosted a series of engagement activities between September and November 2024, where participants were invited to share their perspectives and insights on land use and their vision for the future of Stratford.

To ensure that the findings represent the diverse population of the Town of Stratford, multiple methods of engagement were used, including:

- Project Webpage
- Online Project Launch Meeting
- In person Project Launch Meeting
- Stakeholder Engagement Sessions
- Municipal Council and Committee Sessions
- Online Public Survey
- Online Business Survey

Engagement activities were promoted through multiple channels, including:

- The project webpage on the Shape Stratford Website
- Project Mailing List
- Municipal Website and Social Media Platforms
- Municipal Newsletter
- Direct emails and phone calls to identified stakeholders

2.2 Engagement Activities

Project Webpage: To kick off engagement, a webpage was added to the Shape Stratford website to serve as a centralized hub for project information and updates. The webpage provided the public with information about the project while encouraging participation in engagement activities. The website also offered an option for those interested to subscribe to a mailing list to receive updates on project events and milestones.

In-person Launch Meeting: On Monday, September 23rd, the project team hosted an in-person Public Meeting to officially launch the project and engage directly with residents. This event served as an introduction to the project and offered a general overview of planning principles and their relevance to the community. Participants were invited to share their ideas and aspirations for the planning documents and articulate their vision for the town's future.

Online Launch Meeting: On Wednesday, October 2nd, at 7 PM, the project team hosted an online public meeting, providing an accessible option for those unable to attend the in-person session. The presentation was recorded and uploaded to the project website for viewing.





Stakeholder Interviews: Stakeholder interviews included in-depth conversations with a wide range of participants, including community organizations, businesses, local institutions, and town committees. The discussions were tailored to each stakeholder's role and expertise, focusing on their priorities and expectations for the upcoming planning documents. These interviews provided valuable insights into the unique needs and concerns of various sectors within the community.

Pop-Up Engagement: The project team set up a booth over two days at Fall Fest on September 21st and 22nd in Robert Cotton Park. They provided information about the project, answered questions and got some preliminary feedback about the priorities and concerns of Stratford residents.

Council Interviews: During the engagement phase, Municipal Council members were invited to participate in one-on-one interviews with the project team. These conversations provided an opportunity to explore the members' unique perspectives as both elected representatives and residents. Their insights helped identify key challenges, opportunities, and aspirations within the community, ensuring that the project reflects the needs and priorities of the town at the leadership level.

Public Survey

The public survey focused on identifying development goals and community ambition as it related to planning and development. It focused on planning issues relevant to the community, while also asking questions about what attracted residents to the area. The public survey was open from September 23 until October 31st.

Online Business Survey

The business survey focused on gathering input specifically from the business community. The survey asked questions about how land use planning has impacted their business, and how future plans for their business will interact with the new planning documents. The business survey was open from September 23 until October 31st.

A total of **180 respondents** participated in the online surveys, offering valuable insights and diverse perspectives on various aspects of their community.

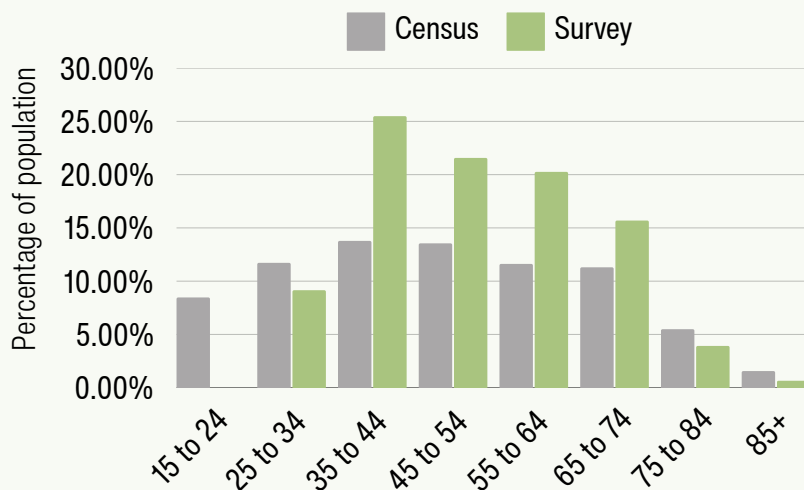
Snapshots from the survey will be shared throughout the report, and the full survey can be made available upon request .

2.3 Public Survey Participants

It is important to understand the degree to which survey responses represent the general population. In other words, whose voice is being heard and whose might be missed. This can help with interpretation of the results, and may also inform future engagement efforts to target underrepresented opinions.

We compared the public survey respondents to the general population information from the most recent census of population information (from 2021) to ensure that the feedback we received will be representative of residents in the Town.

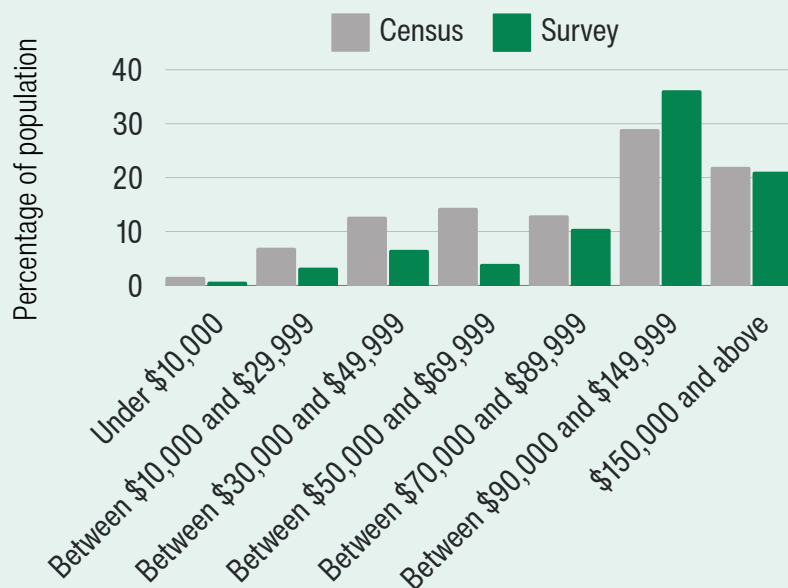
Figure 1: Age Distribution



Age

The survey had no respondents under the age of 25, leaving the voices of youth in the community underrepresented in the survey. Younger adults (aged 25 to 34) were also underrepresented. There was a slight overrepresentation of respondents between the ages of 35 and 74.

Figure 2: Household Income (before tax)



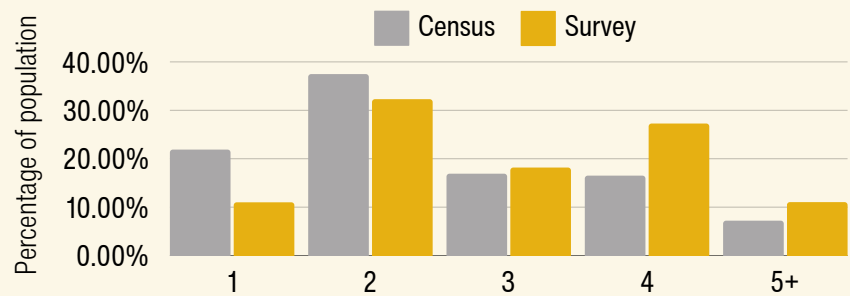
Income

The survey had significant underrepresentation from households earning less than \$70,000 and an overrepresentation of households earning \$90,000 or more.

Household Size

The survey saw underrepresentation from single person and two-person sized households. Representation from 3 person and greater sized households in the survey was relatively close to the general population in Stratford.

Figure 3: Person Per Household



Equity Deserving Groups

Figures 5 and 7 below show the public survey's level of representation for equity deserving groups by comparing the rates to the 2021 Census of Population for the Town of Stratford. Figures 4 and 6 have been compared to the general Canadian population as localized data is unavailable. The graphs below show if the group was over or underrepresented in the public survey, which helps identify which perspectives may be missing in the public feedback we received.

Figure 4: Representation of individuals identifying as having a disability or disabilities

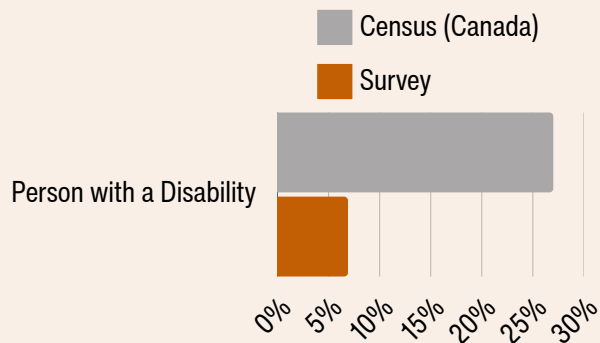


Figure 5: Representation of individuals identifying as Indigenous.

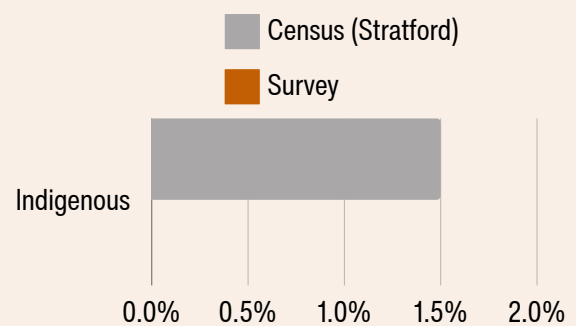


Figure 6: Representation of individuals identifying as a member of the 2SLGBTQIA+ community.

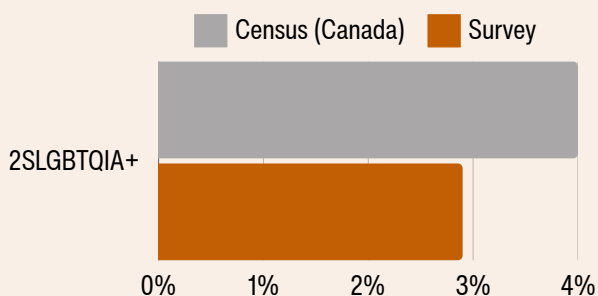
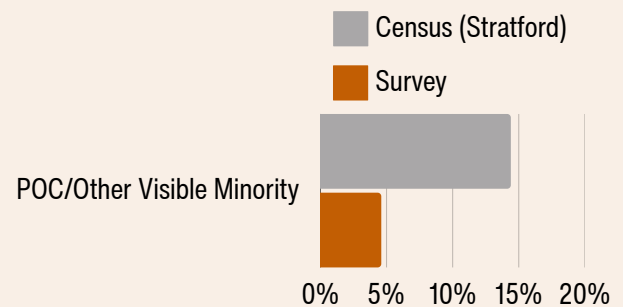


Figure 7: Representation of individuals identifying as a visible minority.



PART 3

WHAT WE HEARD

3.1 Introduction

The formative engagement phase resulted in a wealth of information relevant to the Issues and Options discussions and eventually the planning process that will create a strong foundation for the draft documents. Participants discussed a wide range of topics, some of which emerged as key themes, while others were less prominent but equally important. All these themes will be explored in greater detail in the following sections:

- » Community Character
- » Infrastructure and Public Services
- » Agriculture and the Environment
- » Recreation, Parks and Open Space
- » Economic Development
- » Housing, Growth, and Development

3.2 Community Character

Stratford's safe and welcoming neighbourhoods, vibrant natural environment, and strong sense of community contribute to a high quality of life valued by its residents. Through various engagement methods, we consistently heard that preserving Stratford's unique character is a top priority for the community. Participants emphasized the importance of ensuring that future development aligns with the town's identity, envisioning a safe, inviting, and dynamic community that balances growth with maintaining its distinctive charm.

There is a shared vision for Stratford to evolve into a self-sufficient town that is inclusive, sustainable, and accessible—capable of meeting the diverse needs of current and future residents. Participants envision Stratford as a town where children can grow up safely, youth are inspired to stay, seniors can age comfortably in place, and newcomers feel welcomed and at home. There is a desire for thoughtful development that preserves the town's warmth and vibrancy, ensuring Stratford remains a wonderful place to live, learn, work, and play.

Top 3 Priorities Residents Want to See Addressed Through this Project:



Infrastructure & Public Services



Housing Growth & Development



Preservation of Agricultural Land

When asked what 3 words residents would use to describe the Town today, the top responses were:

1 Busy

2 Quiet

3 Growing

4 Safe

5 Friendly

6 Clean



When asked how living in Stratford has met their expectations on a scale of 1-10, respondents gave an average rating of 7.1.

“Kids still play here like they did in the '90s.”

This reflection from a stakeholder during one of the group sessions highlights the importance of maintaining Stratford's strong sense of community and its safe, family-friendly atmosphere.

3.3 Infrastructure and Public Services

Stratford residents share a vision for a **self-sustaining** town that is affordable, well-connected, and equipped with improved infrastructure and public services to meet the needs of a diverse and growing population. There is a desire to create a community where everyone can thrive, with access to essential services locally, reducing the reliance on travel to Charlottetown.

Participants emphasized the need for improved **active transportation** infrastructure, including safe bike lanes and sidewalks throughout residential and busy areas, as well as safer crossings, especially on streets like Keppoch Road and near schools. They highlighted the importance of dedicated paths, secure bike parking, and well-maintained trails to encourage walking and biking. Additionally, participants called for amenities such as shaded areas, lighting for nighttime use, and rest areas to make active travel more practical and enjoyable. Improving these facilities was viewed as essential for families, particularly to ensure safer walking and biking for vulnerable populations and to reduce reliance on cars.

Enhanced **public transit** was a significant priority, with residents suggesting the need for more frequent bus services, ideally at intervals of at least 30 minutes. They called for routes that cover key areas within Stratford and connect important destinations such as Sobeys, Town Hall, and the library. Expanding service hours to include evenings, weekends, and holidays was also emphasized to improve accessibility. Residents expressed a desire for better integration with active transportation, such as paths linking transit stops to community hubs. Additionally, there was interest in exploring alternative mobility solutions like electric buses or water taxis to further enhance transportation options.

Concerns about **traffic flow and road safety** were prominent among residents, with suggestions for road improvements and better traffic management, including peak-hour lane adjustments on the Hillsborough Bridge. Residents would also like to see reduced speed limits, particularly on Route 1 within town limits, to ensure safer roads. Proper maintenance of roads and increased traffic control in busy and growing areas were highlighted, along with the need to plan for future traffic demands and provide sufficient parking. Addressing the impacts of ongoing construction and bridge congestion was also seen as essential to minimizing disruption and maintaining smooth traffic flow.

Residents highlighted the importance of enhancing **public spaces** to create a more connected community. The addition of more trees along multi-use paths and trails was recommended to contribute to an attractive atmosphere and healthier environment and to increase comfort. There was also a strong desire to maintain and improve scenic trails that contribute to Stratford's unique character, making them more inviting and accessible for all.

We also heard a lot of support for expanding and improving **public services** to better meet the needs of the community. Key areas for improvement included increased access to healthcare, particularly mental health support and senior care facilities. Residents would also like more all-ages spaces to foster community engagement and inclusivity. Additional amenities such as banks and other essential services were highlighted to reduce the need for residents to travel outside of Stratford. Furthermore, residents expressed that while improving and expanding infrastructure, it is important to prioritize environmental protection and sustainability.

In 15 Years, Residents
Want Stratford to Be...



**A Vibrant, Walkable
Community**



**A Self-Sufficient
Town**



**An Affordable
Place to Live**



**A Connected
Community**

3.4 Agriculture and the Environment

Stratford residents highly value the town's natural beauty and strong environmental connection, emphasizing the importance of sustainable planning that protects the natural environment. An environmentally conscious approach to development is a priority, balancing growth while preserving Stratford's sensitive areas, such as coastlines, sensitive environments, and trails, for future generations. Across various engagement methods, there was a shared vision for development that accommodates growth without compromising environmental integrity.

We heard concerns about the loss of agricultural land to housing developments, highlighting the importance of preserving farmland for future generations. There is also a strong desire to protect open land from being converted into residential or commercial zones. Residents emphasized that maintaining current green spaces is essential for community well-being, with calls for natural areas that support learning, recreation, and safe spaces for play. Other key priorities include addressing wildlife displacement, adapting to climate change, increasing tree planting, tackling water runoff issues, and protecting coastal areas.

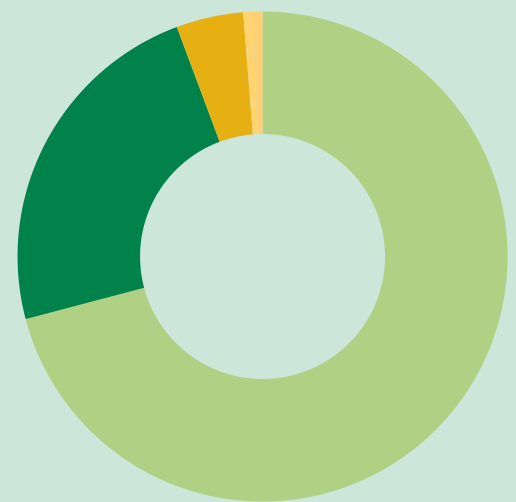
Residents also highlighted the need for initiatives that encourage environmentally responsible development. This includes protecting the quality of soil, air, and drinking water, as well as investing in active transportation infrastructure to reduce vehicle dependence and promote healthier, eco-friendly travel options. There is a strong push for conserving and protecting natural spaces, coupled with preparing for climate change through strategies such as flood protection planning, especially in light of intensified weather events like Hurricane Fiona.

Efforts to reduce greenhouse gas emissions and explore renewable energy options were also mentioned, with residents supporting local policies and programs that foster a low-carbon future. The importance of growing and buying local produce was emphasized as a means of promoting community resilience and reducing environmental impact. Lastly, there is a desire for continued educational programming that encourages environmental awareness and knowledge sharing, empowering residents to contribute to a greener, more sustainable Stratford.

When asked what makes Stratford a great place to live, the top 5 responses were:

- Access to Trails
- Safety
- Access to Nature
- Parks & Open Space
- Family & Friends

When asked how important it is for the Official Plan to address environmental protection and water management, 71% of survey respondents selected "very important".



- Very Important **71%**
- Somewhat important **23%**
- Neutral **4%**
- Somewhat unimportant **0.5%**
- Unimportant **0.5%**



When residents were asked to identify their top priority for this project, **"Preservation of agricultural land"** ranked second out of 11 options.

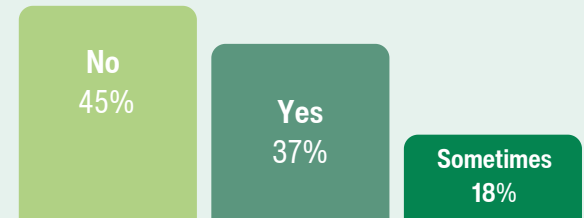
3.5 Recreation, Parks, and Open Space

Across various engagement methods, we heard about the incredible recreational opportunities already available in Stratford, as well as opportunities for further improvement. Many residents expressed a need for additional recreational facilities, frequently mentioning ice rinks and an indoor pool. There was also a strong desire for spaces dedicated to the arts and culture to encourage community interaction and inclusivity, including galleries and event spaces for activities that welcome people of all ages. Additionally, residents emphasized the importance of protected and expanded green spaces, parks, and well-connected trail systems, with suggestions to enhance trail access and winter maintenance.

A recurring theme was the desire to balance urban living with nature, ensuring that outdoor spaces are accessible to everyone. There were ideas shared for creating a lively downtown area with inclusive, communal gathering spaces. Enhancements to the waterfront, such as a marina or boat launch, were highlighted, along with an increased number of community events and diverse recreation programs that cater to targeted audiences while also fostering opportunities for residents of all ages and experiences to come together.

The importance of minimizing barriers for individuals who are not currently participating in recreation was noted, as well as creating programs that support and engage a wide range of community members. Finally, community-focused events like parades and festivals, particularly those tied to holidays, were also highlighted as ways to strengthen social connections and build a sense of community.

When asked if they could access daily amenities (such as grocery stores and corner stores) by walking or using **active transportation**, 45% of survey respondents said no.



Stratford residents provided a variety of suggestions for specific improvements to encourage greater use of active transportation, highlighting the need for safer, more accessible infrastructure and improved options, including:

- **Adding sidewalks, bike lanes, and crosswalks**, where walking or biking feels unsafe.
- **Enhanced lighting** to improve visibility and safety during evening hours.
- **Secure bike parking** at key destinations.
- **Well-connected active transportation routes**, to ensure continuity and ease of use.
- **Addressing gaps in connectivity**, such as extending trails, and creating safer crossings near busy roads or intersections.
- **Improving signage** for better navigation.

Overall, residents expressed a desire for infrastructure that prioritizes safety, convenience, and accessibility for pedestrians, cyclists, and other active transportation users.

Active transportation is a broad term that refers to all modes of human-powered transportation, including walking and rolling (referring to the use of assistive devices including wheelchairs and scooters), cycling, rollerblading and skateboarding, seasonal activities such as kayaking, canoeing, skiing and snowshoeing, and some motorized forms of transportation like e-bikes and electric wheelchairs.



3.6 Economic Development

Residents envision Stratford as a thriving, self-sufficient community with diverse businesses and rich cultural experiences. While maintaining close ties to Charlottetown, Stratford aims to establish its own distinct identity as a vibrant and unique destination for both residents and visitors.

There is a shared vision to become a full-service town offering everything residents need locally, reducing reliance on trips across the bridge. Increased essential services, such as banks and pharmacies, alongside diverse shopping and entertainment options, are seen as priorities. Retail stores like Giant Tiger and Walmart, as well as expanded grocery options such as a Superstore, were frequently mentioned as desirable additions. There is also a strong demand for more clothing stores, craft shops, and other general retail options to enhance convenience. Restaurants were another focus, with calls for more fine dining establishments, family-friendly restaurants, diverse cuisines, and even pubs or nightlife venues to enrich the town's social scene.

Residents emphasized the importance of supporting local businesses and promoting a balanced economy that nurtures diverse startups. This includes ensuring that commercial development is compatible with surrounding land uses and supported by robust transportation infrastructure, including parking and active transportation routes. Encouraging greater density and mixed-use development is seen as a way to create vibrant, interconnected spaces that attract both new residents and visitors. Additionally, there is interest in expanding the diversity of ethnic food options, adding to Stratford's cultural offerings and enriching the local dining scene.

To foster economic growth, residents also stressed the need to make business operations easier for owners and provide equitable and meaningful employment opportunities for all. They expressed a desire for more municipal initiatives to support local businesses, such as sourcing from local vendors for municipal events and projects, which would strengthen Stratford's local economy and community ties. Residents also highlighted the need for increased job opportunities to attract and retain long-term residents. Finally, residents envision the creation of a thoughtfully planned downtown core, balancing vibrant development with the charm that defines their community.

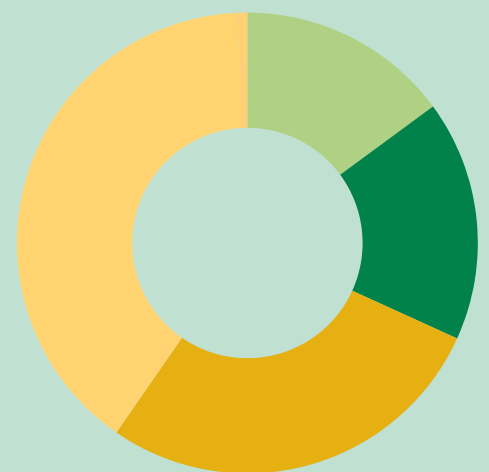


What We Heard About Land Use Controls

Residents in Stratford expressed diverse views on **land use controls**, emphasizing the need for transparency and public input in decisions that affect the whole community. Many called for clearer zoning plans and more flexible options, such as mixed-use and higher-density zones, to support affordable housing.

Concerns were voiced about prioritizing developers' interests over community input and inconsistent enforcement. Some felt current regulations failed to preserve neighbourhood character and livability, citing overly strict rules for minor property changes and potential negative impacts on the environment and infrastructure.

When survey respondents were asked about about land use controls in Stratford...



- 15% said they are too restrictive
- 17% said they are not restrictive enough
- 28% said they are appropriate.
- 40% said they don't know

Economic Development (Continued): Business Survey Results

Who Did We Hear From? Six people responded to the business survey from a range of different industries, including Construction, Professional Services, Health, Beauty services, and Fitness. None of these businesses are home-based, and they all operate year-round. Five of the businesses have between 6 and 10 employees, with one having 11 to 20.

Of the six businesses, three operate within an office building and two a storefront, with one operating both. Many respondents had various reasons for choosing their current business facilities, with most choosing the option “Access to Suppliers and/or customers” and “Size” while no one responded with “property taxes” and “Availability of land.” One respondent mentioned that they purchased their facilities, and another mentioned that there was no commercial space available other than within a business park, which is not an ideal location for them.

Transportation & Taxation a Limiting Factor for Businesses: Most respondents mentioned that the biggest limitations of their current facilities are “Access to transportation” and “Property taxes.” One respondent expressed an additional concern regarding snow removal on evenings and weekends on Myrtle Street and safety concerns at the intersection of Myrtle and Hollis.

Limited Policy Awareness Among Business Owners: The level of awareness of policies and regulations regarding planning and development within the Town of Stratford varies, with most responding with “Somewhat aware” and “totally unaware.” When asked about their satisfaction with planning policies, most responded with “neutral” and “don’t know.” Most respondents are neutral or unsure of their satisfaction with the availability of serviced land and the amount of properly zoned and sized land for their business.

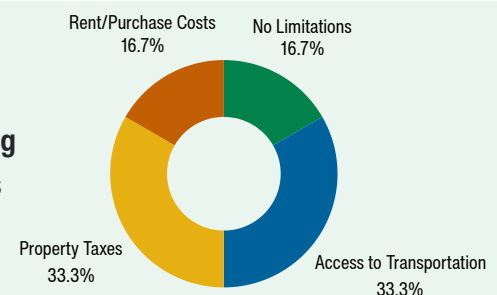
The Positive and Negative Aspects of Doing Business in Stratford: Some participants commented on their satisfaction with the municipal planning policy and regulations. One comment highlighted that they had not experienced particular limitations to doing business in Stratford other than with transportation services. The second comment highlighted their disappointment with the Town of Stratford for providing fitness classes, which is direct competition.

The Future of Stratford Businesses: When asked about their future of doing business in Stratford regarding their current facilities, most indicated that they intend to remain the same, while others plan to grow within their current location and relocate to either a smaller or larger facility. Most people are satisfied with their experience doing business in Stratford, while two did not have as positive of an experience.

Business Types Owned by Survey Participants



When asked about limiting factors for their current building facilities, responses include:



When asked about their general impression of doing business in Stratford, survey respondents said:

- “Great customer population, great access to services, town is very easy to work with.”
- “My general impression is that Stratford is a progressive, growing, diverse community that in 20 years from now will be much like Charlottetown having all the necessary service and retail outlets needed to keep Stratford residents doing business in Stratford.”
- “Good engagement with business owners.”
- “I’ve been doing business in Stratford since 2012 and I love it. The Town of Stratford is there ready to help whenever they can.”



When survey participants were asked about the biggest challenges of living in Stratford, **"housing affordability"** emerged as the top concern.

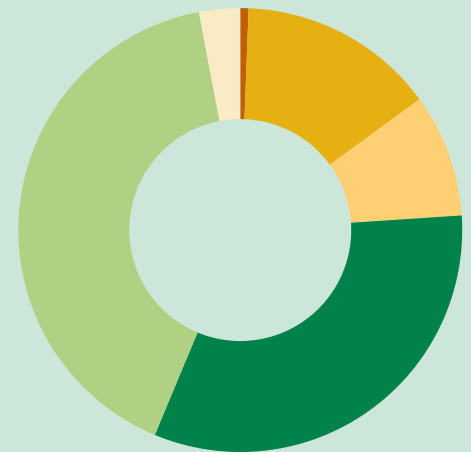
3.6 Housing, Growth and Development

Stratford residents emphasized the importance of sustainable growth that preserves the town's unique character. There is a strong desire for a well-defined downtown core, new developments prioritizing walkability, integration with green spaces, pathways, and public areas, while maintaining neighborhood character. Some residents welcome strategic density, but others are concerned about the impact of inappropriate density in established neighbourhoods.

A shared vision focuses on addressing housing challenges while maintaining neighbourhood character, recognizing the multifaceted impact housing needs have on the community. Housing affordability is a common concern, with a desire for diverse housing options to accommodate various income levels, personal needs, and life stages. Priorities include increasing affordable homes, family-oriented and aging-in-place options, and balancing single-family homes with multi-unit developments like apartments and condos. Creative solutions, such as tiny homes and accessory dwelling units, were also suggested.

Concerns about governance and infrastructure include the need for consistent planning, timely permit approvals, and balanced development practices. Some residents advocate for increased municipal servicing to support development, ensuring all areas, including rural ones, benefit from taxes. Less frequently, residents mentioned the importance of consistent housing design to maintain a cohesive look and the desire for underground utilities in new developments to reduce visual clutter. Furthermore, we heard frequently that residents support mixed-use developments that combine residential, retail, and recreational spaces, aiming to create walkable, vibrant communities.

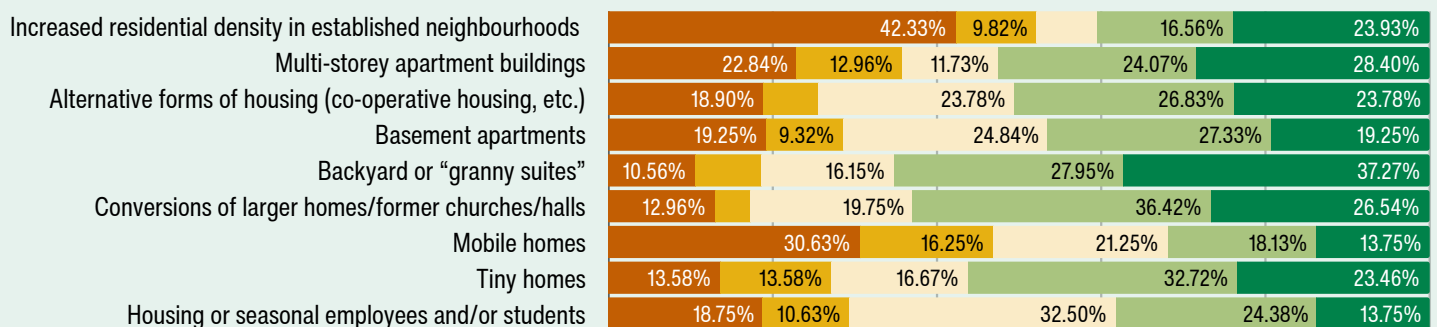
When survey participants were asked how affordable they consider housing to be in Stratford, 41% responded with **"very unaffordable"**.



- 41% very unaffordable
- 32% somewhat unaffordable
- 14% somewhat affordable
- 9% neutral
- 3% not sure/no answer
- 1% very affordable

Survey responses to the question: "How much do you support or not support the following approaches for increasing housing diversity and affordability?"

- Do not support
- Somewhat against
- Neutral/No opinion
- Somewhat support
- Fully support



4.1 Draft Vision & Planning Principles

The initial engagement feedback that is summarized in this report has provided a very clear image of both the challenges residents face as well as their vision and hopes for Stratford’s future. To help guide the next phases of the project, we have drafted a vision statement and core planning principles that encompass the most important issues brought forward at this stage in the project. Adapted versions of these will be part of the final planning documents once all phases of engagement are complete.

Draft Vision Statement

The Town of Stratford is a vibrant, self-sufficient community offering a well-connected network of green spaces and family-friendly amenities. We envision a future focused on sustainable development, with accessible public and active transportation facilities, diverse housing options that meet the needs of residents, and a thriving local business community. The Town celebrates its agricultural roots and small-town charm while continuing to blossom into a full-service community with all the essential amenities that residents need, from healthcare to education, close to home. Thoughtfully planned and inclusive, it will be a place where residents of all ages feel safe, connected, and proud to live.

Draft Planning Principles



Providing a spectrum of housing options



Supporting a diverse economy



Adapting to climate change



Growing and maintaining our network of green



Social equity and inclusion



Celebrating our agricultural history



Accessibility



Enabling mobility locally and regionally



Developing a vibrant core where people live, work and play



Promoting a healthy community

4.2 What's Next for the Project

This report details what we heard during the “Visioning” phase of engagement and provides a strong foundation from which to explore the key issues in the community, and the options for addressing those issues through the planning documents. The project team will return to the Town this coming Winter to host a series of workshops to delve deeper into the issues and options.

The topics covered will include:



Housing



Environment &
Agriculture



Employment Lands &
Development



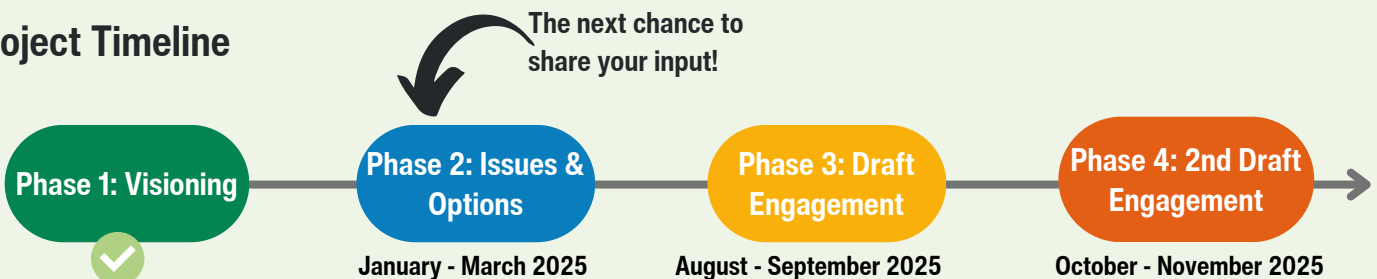
Transportation &
Recreation



Culture & Heritage

Stay tuned to the Town's social media accounts for details about the upcoming Community Workshops for the Issues & Options phase of engagement.

Project Timeline



To learn more about the project and how to participate, please scan the QR code or visit:
www.shape.townofstratford.ca/projects/official-plan

To contact the project team, email them at: consultation@townofstratford.ca





Imagine that!

Issues and Options Presentation *Housing*

February 24, 2025



Who Are We?



Ian Watson,
Senior Planner



Ryan MacLean,
Engagement Manager



Brandon Archibald,
Policy Planner



Steffen Kaeubler,
Urban Designer



Rachyl MacPhail,
GIS Analyst

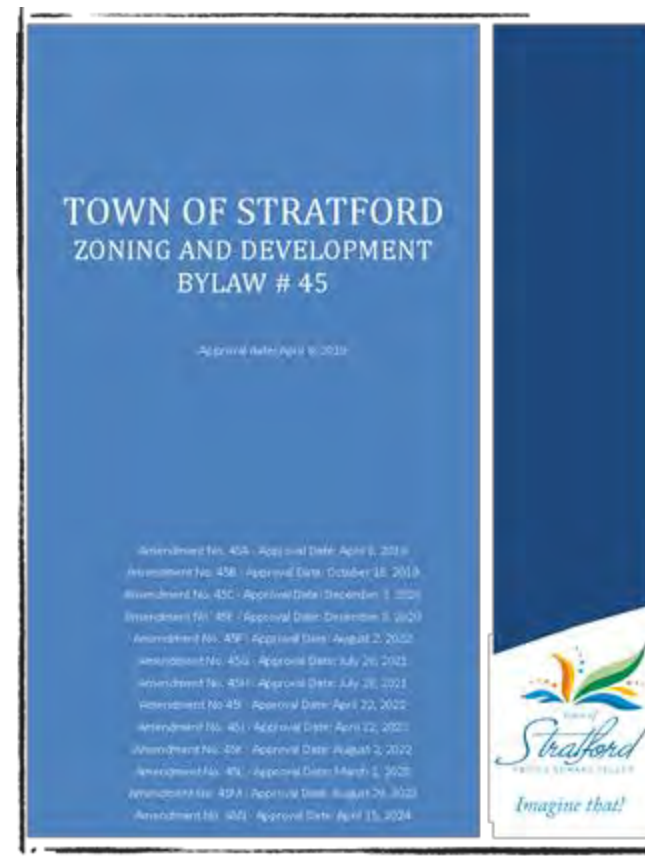


Agenda

- 1 About the Project
- 2 Project Timeline
- 3 What We Heard
- 4 Issues and Options
- 5 Q&A + Discussion



1 About the Project



**Zoning and
Development Bylaw**



Official Plan

Planning documents are meant to change over time.
In PEI, they undergo periodic review roughly every 5-10 years.





Planning is a collaborative process used to help citizens, business owners, and civic leaders envision a common future for their community.

Fundamentally, planning provides a framework to guide how land is used, how and where growth and development happens, and how and where buildings are built.



Things We Can Regulate

- + Lot standards
- + Building placement
- + Building size
- + The uses permitted on land
- + Signage
- + The location of services
- + The processes required for different types of development
- + Accessory buildings and structures
- + Outdoor storage
- + Street accesses
- + Parking requirements
- + Landscaping
- + Development in areas of environmental sensitivity or where hazards are present



Things We Can't Regulate

- + Resource activities
- + Most land below the ordinary high water mark
- + People
- + Land ownership
- + Taxation
- + Provincially owned roads and highways



It's a collaboration!

Our Neighbours

Businesses

The Province

Residents

Town Council

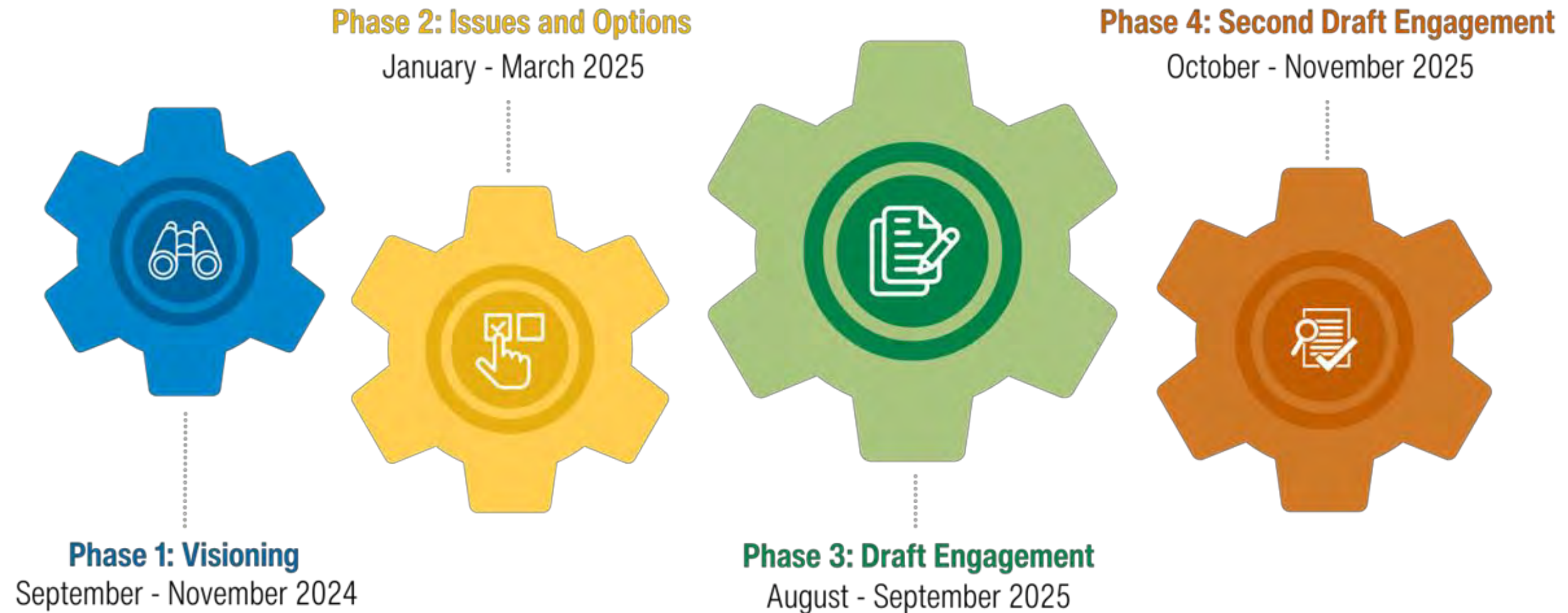
Planning, Development, & Heritage
Committee

Town Staff

Community Groups



2 Project Timeline



Community Workshops



Monday, February 24th, 6:30pm - Housing
Stratford Emergency Services Centre, 6 Georgetown Road



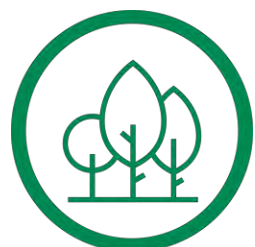
Tuesday, February 25th, 6:30pm - Transportation and Recreation
Stratford Town Centre, 234 Shakespeare Drive



Wednesday, February 26th, 7:00pm - Culture and Heritage
Stratford Emergency Services Centre, 6 Georgetown Road



Monday, March 10th, 6:30pm - Employment Lands and Development
Stratford Emergency Services Centre, 6 Georgetown Road



Tuesday, March 11th, 6:30pm - Environment and Agriculture
Stratford Town Centre, 234 Shakespeare Drive



3 What We Heard

Challenges

- There is a shortage of diverse housing options within the town;
- 41% of survey participants considered housing in Stratford to be “very unaffordable”;
- Consistent planning, timely permit approvals, and balanced development processes were all named as concerns;
- Lack of walkability and safe active transportation routes; and
- Maintaining the identities of existing neighbourhoods.

Opportunities

- Over 50% of survey respondents supported alternative housing options.



What We Heard

Survey responses to the question: “How much do you support or not support the following approaches for increasing housing diversity and affordability?”



Increased residential density in established neighbourhoods

Multi-storey apartment buildings

Alternative forms of housing (co-operative housing, etc.)

Basement apartments

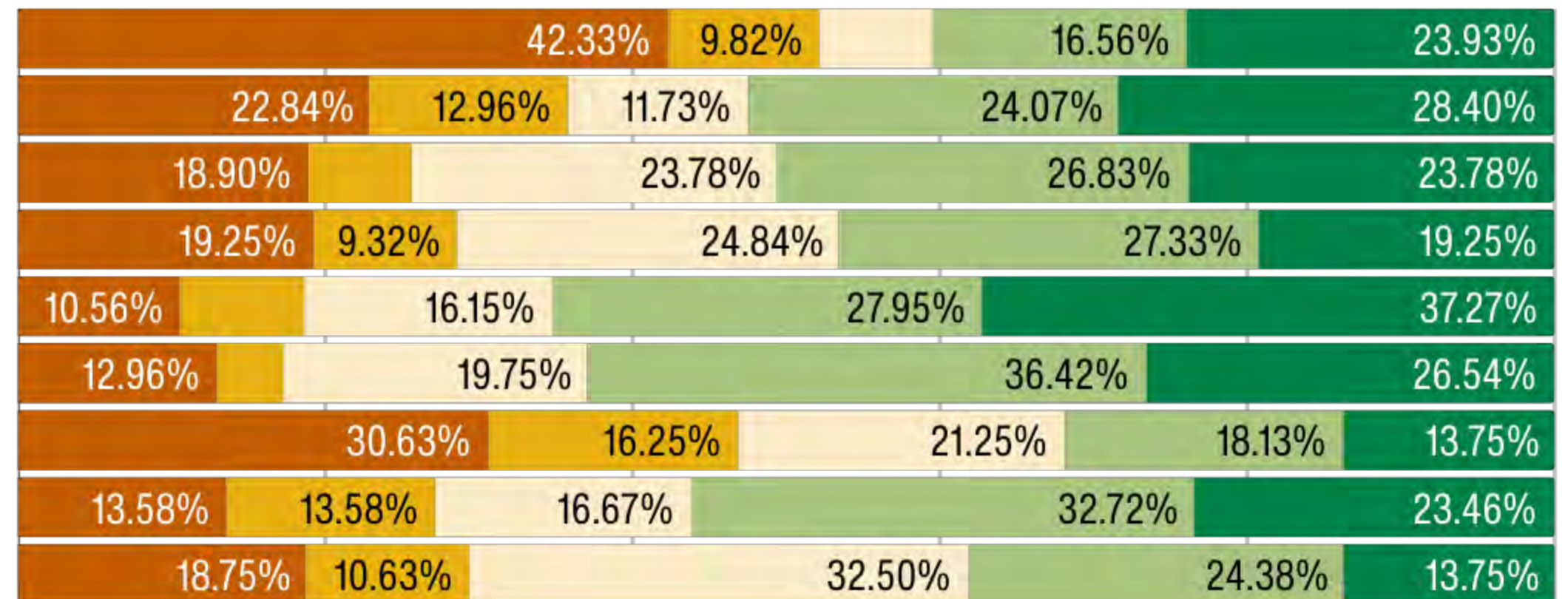
Backyard or “granny suites”

Conversions of larger homes/former churches/halls

Mobile homes

Tiny homes

Housing for seasonal employees and/or students



4 Issues and Options

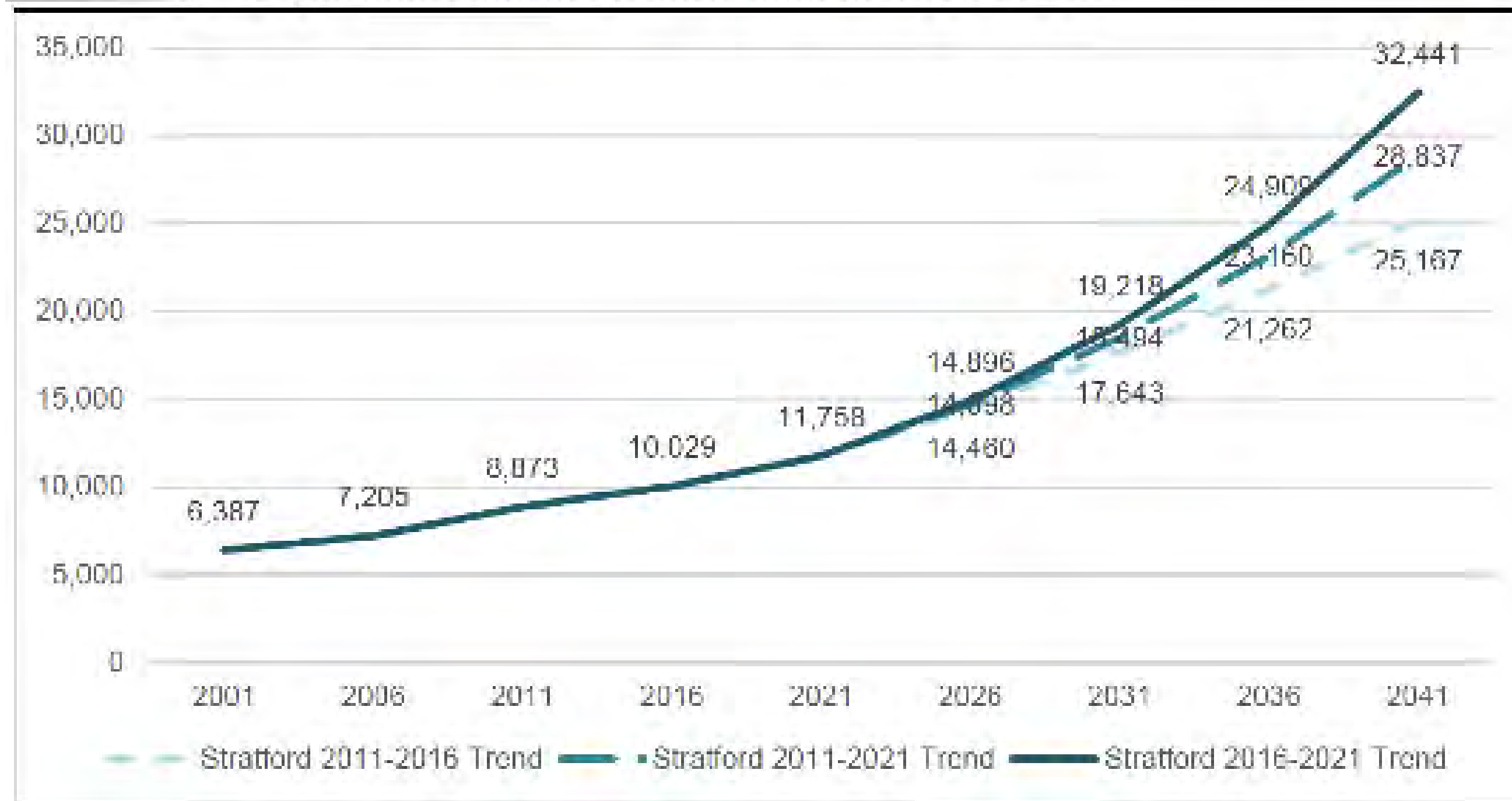
Introduction

- As of the 2021 Census, the population within the town was 10,927. This is a 12.5% increase between 2016 to 2021, over twice the amount of the national growth rate of 5.0%.
- From 2016 to 2021, the population of Stratford increased by 12.5%, with the provincial population jumping by 8.0% in that same period.
- This growth has brought on several challenges, particularly affecting housing security.



Key Housing Issues

Population Estimates, Town of Stratford, 2001-2041



Key Housing Issues

Dwelling Type Diversity

- Housing density is low, with 65.6% of the dwellings in the town being single-detached houses.

Shelter Costs

- From 2019 to 2021, the average spending on shelter rose in PEI by 10.7%, the largest increase of any province.
- Of renter households, 32% reported spending over 30% of their income on shelter. For homeowners, 11.4% spend over 30% of their income on shelter.
- The Town's median monthly shelter cost is \$1,310 for owners and \$1,150 for renters compared to PEI with a median shelter cost of \$860 for owners and \$940 for renters.
- The median price for a single-detached dwelling is \$461,000, this is the second highest in the province, falling just behind Charlottetown at \$485,000.



Key Housing Issues

Vacancy Rate

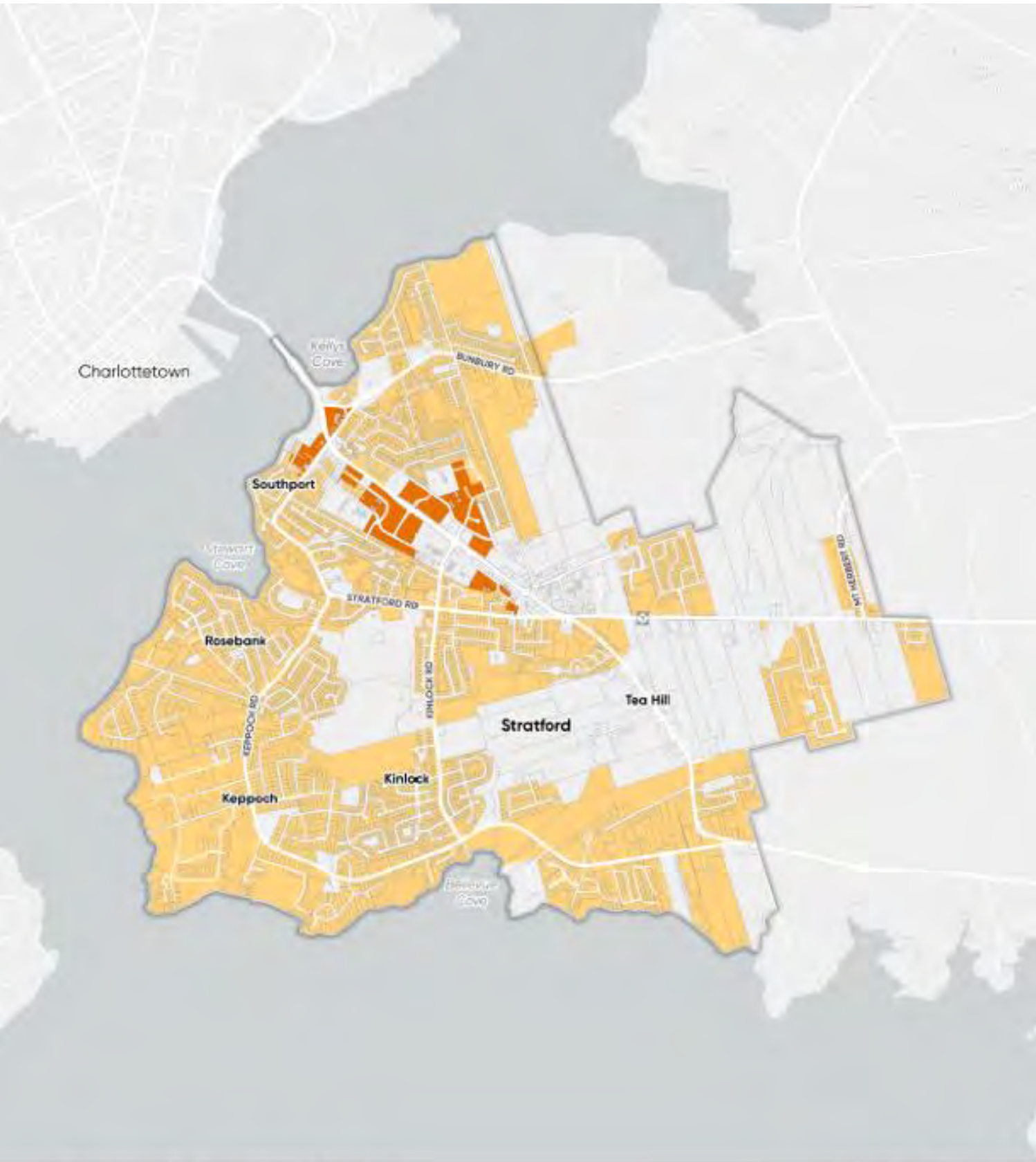
- Since 2019, the vacancy rate in PEI on average has been 1.44%, a sharp decline from 2013, when it was 7.1%.

Land Availability

- Growth Management Strategy 2023
 - Status Quo = 4,000 unit deficit



Mixed/Residential Zone Map



RESIDENTIAL & MIXED USE ZONES

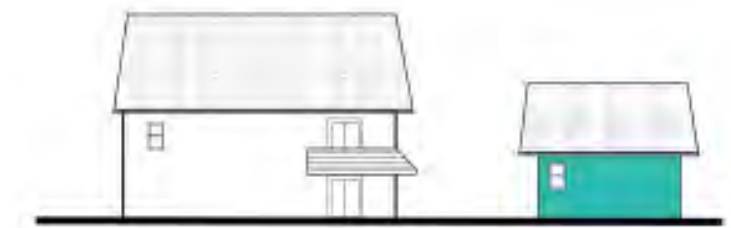
- Residential Zones
- Mixed Use Zones



Key Housing Options

Accessory Dwelling Units

- Accessory dwellings units (“ADUs”) are dwelling units that are secondary or subsidiary to the main dwelling on a lot. ADUs provide additional, smaller-scale housing options in existing developed areas of town.



Key Housing Options

Residential Intensification

- Residential intensification enables housing at higher densities than permitted in the past. This can be done through altering the Land Use By-law in ways such as:
 - Reducing minimum lot sizes or other lot standards, such as frontage;
 - Increasing the number of units permitted on a lot; and/or
 - Allowing for larger buildings options in existing developed areas of town.

Requirement	Standard
Minimum Lot Area	810 sq. m (9000 sq. ft.) plus 135 sq. m (1500 sq. ft.) for each Dwelling Unit.
Minimum Frontage	30 m (100 ft.)
Minimum Front Yard	3 m (10 ft.)
Minimum Rear Yard	4.5 m (15 ft.)
Minimum Side Yard	4.5 m (15 ft.)
Minimum Flankage Yard	5 m (16 ft.)
Maximum Building Height	10.5 m (35 ft.)

Multiple Unit Residential Zone (R3) Lot Requirements.



Key Housing Options

Adaptive Reuse

- “Adaptive reuse” is the re-purposing of vacant or unused buildings for a different purpose than their original construction. This offers the opportunity to use existing assets to provide new, often unique, housing options.



Old airport becomes a low-carbon community — Blatchford, Alberta



Key Housing Options

Reduce Exclusionary Zoning

- Expanding the range of uses that can be permitted in each zone.
- Helps enable and encourage diversity in housing to meet the needs of different household sizes and life stages.
- A moderate approach could include keeping more restrictive zones on existing neighbourhoods but not applying these zones to future neighbourhoods.



5 Questions to Consider

1. What types of housing are needed within the Town?
2. What types of housing are appropriate within the Town?
3. What are some of the barriers to increasing the availability and diversity of housing? Do these barriers differ for different housing types?
4. What areas of town should be targeted for residential growth? Are different areas suitable for different types of residential growth?
5. What services can be provided to assist vulnerable populations in need of housing?
6. How will the Town adapt to its growing and aging population?
7. Which of the highlighted tools are appropriate to Stratford? Are there specific parameters or conditions that should be considered if any of these tools are implemented?
8. What other potential planning tools should be explored for use in Stratford?
9. How can housing be improved in tandem with the other discussion topics (e.g. transportation and economic development)?



Thank you!

Questions?

consultation@townofstratford.ca

<https://www.shape.townofstratford.ca/projects/official-plan>





Imagine that!

STRATFORD OFFICIAL PLAN REVIEW

ISSUES & OPTIONS HOUSING

FEBRUARY 2025

1/5

Issues & Options Discussion Paper 1/5
Housing

February, 2025

Town of Stratford Official Plan & Zoning and
Development Bylaw Review

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This report was prepared by Upland Planning and Design

UPL▲ND



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Introduction

According to the 2021 Census, Stratford is home to 10,927 people who have their primary residence within the Town. As a basic necessity of life, every person who makes Stratford their home needs access to housing that is affordable, in good condition, and appropriate to their household size and living situation. As Stratford moves into the future there will be a need for a diversity of housing options that meet changing community demands and accommodate people at various stages of life, and with various abilities, incomes, and household sizes.

This discussion paper is the first in a series of five which provide context for the Town of Stratford and lay the foundation for the Town's Official Plan & Zoning and Development Bylaw. These reports provide essential information for thoughtful input. This paper looks at housing demand before assessing the existing housing supply and affordability. The discussion will also identify opportunities and alternatives for housing supply.



Housing Supply and Demand

It is essential to understand the current housing situation and broader trends in order to explore Housing solutions in an informed manner. What are the factors that underly the experiences of current and Prospective residents of Stratford?



Housing Trends

In recent years, there has been a national trend towards smaller, simpler housing forms; a trend driven by both household economics and preference. However, Stratford seems to be following its own path, perhaps due to having a slightly lower average population age than Canada. While an aging population is still apparent in the town, it is not as significant as other places.

Home ownership has remained relatively stable in Stratford. Comparing the 2016 Census to the 2021 version, ownership of private households has decreased from 71.5% to 71.0%. This is still noticeably higher than Canada as a whole, where only 66.5% of Census respondents indicated they own their dwelling. Interestingly, when looking at Queens County which includes the surrounding rural areas, as well as Stratford, Charlottetown, and Cornwall, home

ownership drops even further to 65.2%. This indicates that Stratford currently leans to home ownership versus rentals. Stratford's median total income for those 15 and older is higher than both PEI and Canada's. The median total income in 2020 of Stratford residents was \$45,600. Comparably, PEI's was \$38,800 while Canada's was \$41,200 (Figure 1). This points toward the average Stratford resident being more financially secure than others in the province and country.

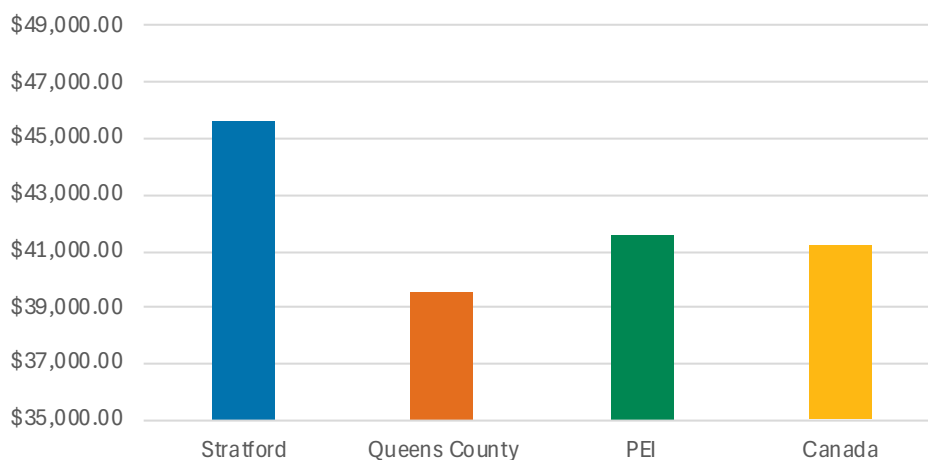
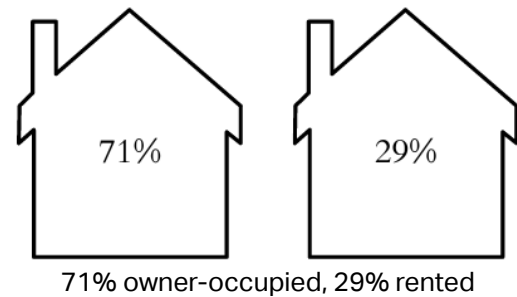
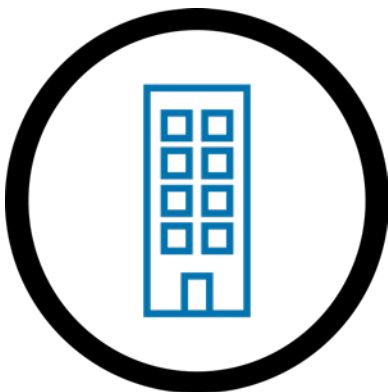


Figure 1: Median Total Income (2020)





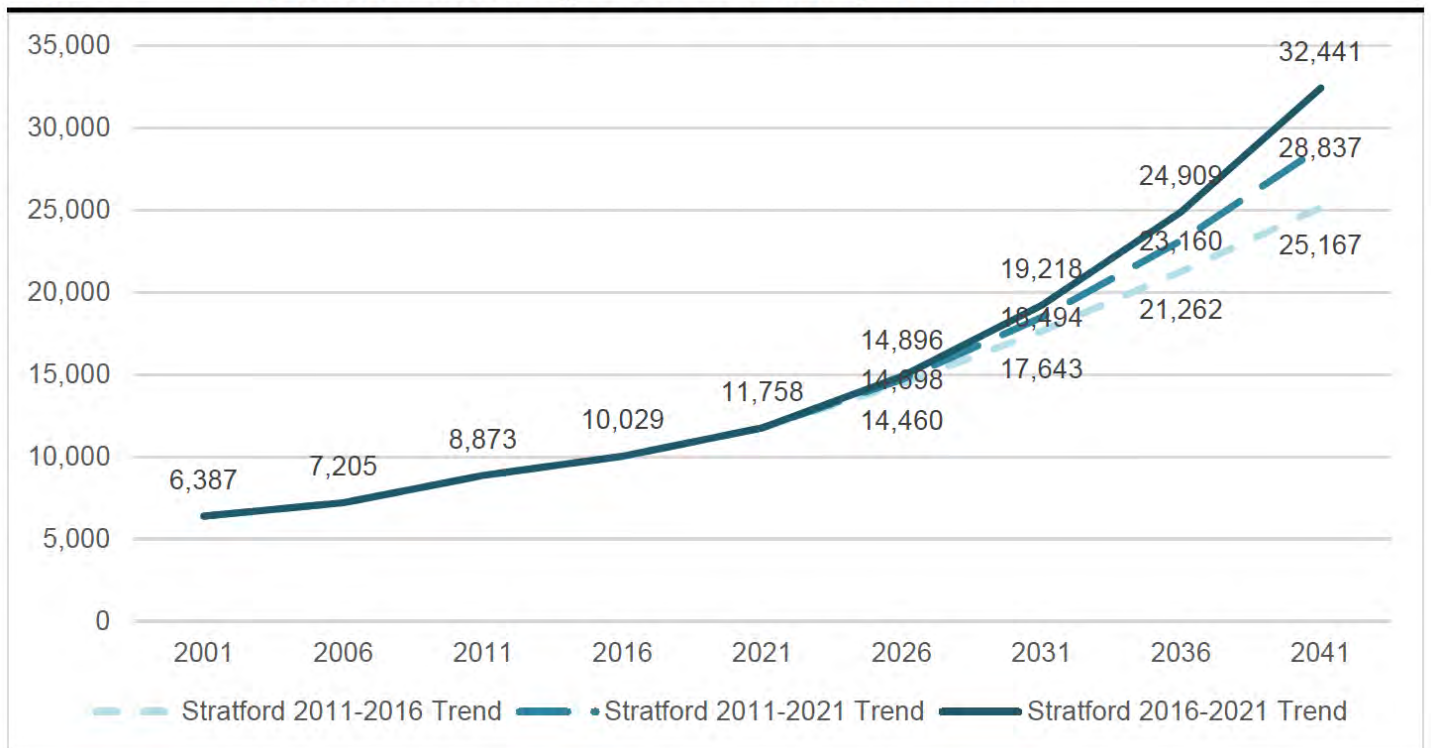
Looking at dwelling types in Stratford, they mirror a common theme throughout the country. In 2021, 65.6% of the dwellings in the town were single-detached houses. As a result, average housing density across the town is relatively low, perhaps due to Stratford operating as a satellite town to Charlottetown for decades. However, in comparison to Canada (18.3%) and PEI (16.1%), Stratford (20.3%) has a higher percentage of apartments under five storeys in height. This links back to home ownership, as many people in single-detached houses likely own their home, whereas, those in apartments do not. In total, 4,305 occupied dwellings were identified in the 2021 Census. This is an increase of just over 11% from the 2016 Census. Stratford has been growing at a rapid rate, leading to a significant need for more housing.

Population Growth

In 2023 the Town commissioned a *Growth Management Strategy*. That study based its conclusions on an “aggressive growth” scenario which would see growth continue at the pace it had between 2016 and 2021. Under that scenario, Stratford would have a population of over 32,000 residents by the year 2041.

The Strategy estimates that this will require almost 13,000 dwelling units in the town, which represents approximately a **tripling** of the number of dwelling units within the town in 2021.

Population Estimates, Town of Stratford, 2001-2041



Source: *Background Report – Town of Stratford Growth Management Strategy and Development Charge Study*, prepared by Stantec



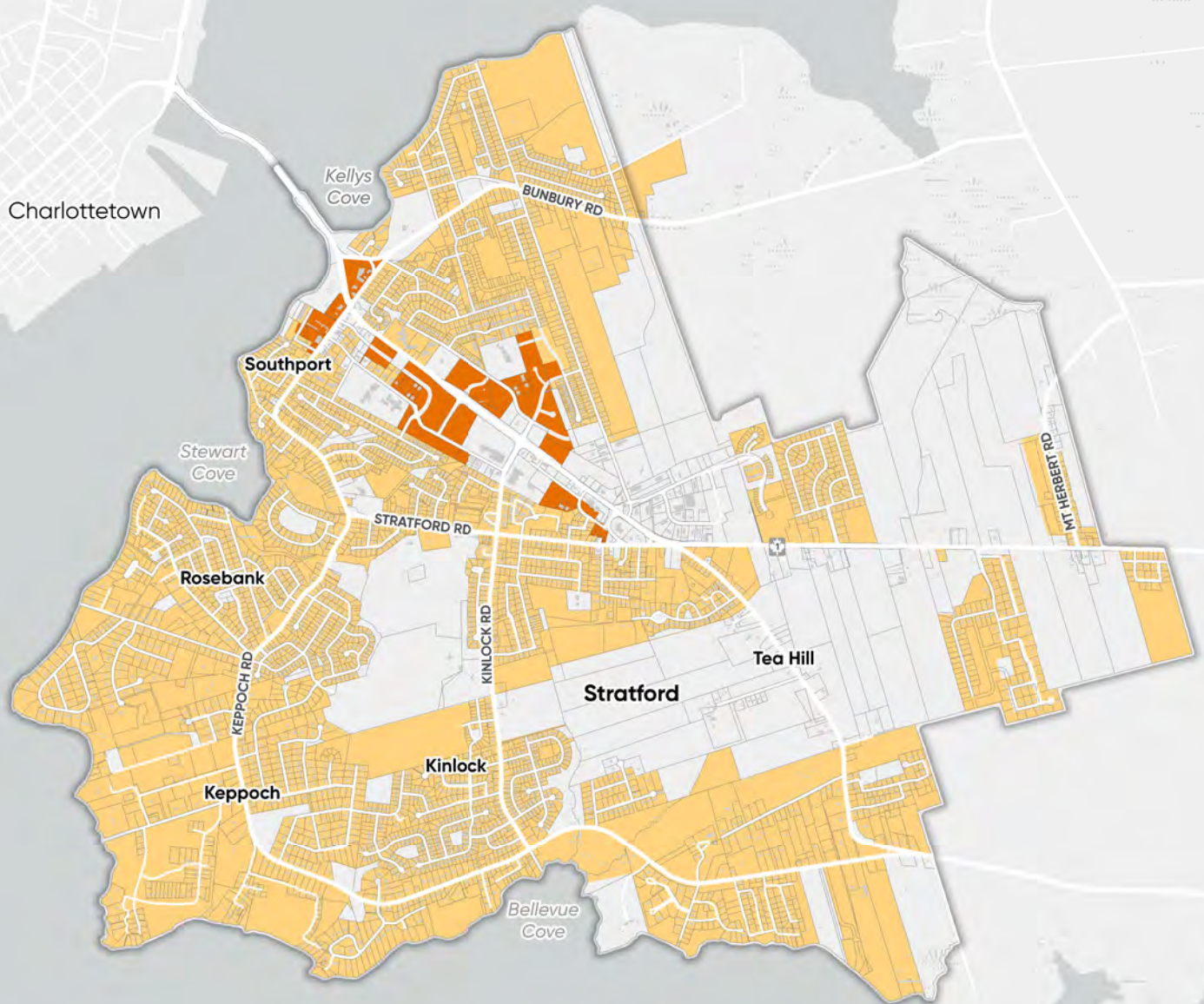
Housing Lands

The map on the following page identifies lands where residential development is the primary focus under the current Official Plan and Zoning and Development Bylaw. This includes lands that are squarely “residential”, as well as “mixed use” lands that permit and encourage a mix of residential and commercial uses.

The density of permitted housing varies depending on the applicable land use zone. On the low end of the scale, the Low Density Residential Large Lot (R1L) Zone only permits single dwelling units and requires a lot size of at least 1,440 square metres (15,070 square feet) and with a minimum of 25 metres (82 feet) of road frontage. Conversely, the Town Centre Residential Zone allows apartments at a density of one unit per 135 square metres (1,500 square feet) per unit.

One challenge in Stratford is that many of the lands identified for housing purposes have already been developed, and the remainder lands are not identified for a sufficient density to meet the town’s projected housing needs. The Town’s 2023 *Growth Management Strategy* estimates that status quo development of remaining housing lands would result in a housing deficit of almost 4,000 units.





RESIDENTIAL & MIXED USE ZONES

- Residential Zones
- Mixed Use Zones

Key Housing Issues

What challenges are residents experiencing with housing in Stratford?
What are some of the factors contributing to these challenges?



The Housing Continuum

Recently, the Town of Stratford received \$1.1 million from the Canada Mortgage and Housing Corporation (CMHC) to find innovative solutions to barriers around new housing supply. Affordable housing in Stratford is defined as housing that meets the needs of a variety of households in the low to moderate-income range. There are many barriers that residents may face in finding suitable, cost-appropriate housing, and the big picture data often doesn't reflect the reality of those struggling most. Housing is provided across a spectrum, from emergency shelters to home ownership, and a variety of dwelling types and housing models are needed to meet the needs of all residents. This discussion of affordability breaks Stratford down by tenure and analyzes the existing state of housing.



The full continuum of housing includes much more than market home ownership.



Affordability Trends

Over 63% of Stratford home owners have a mortgage, which creates a vast range of shelter costs. The Town's median monthly shelter cost is \$1,310 for owners and \$1,150 for renters. Looking at PEI with a median shelter cost of \$860 for owners and \$940 for renters, this is a noticeably higher shelter cost. However, it is important to keep in mind that the majority of the province consists of small, rural communities, where rents do not reach the same heights as urban cores.

In recent years, the median price for a single-detached dwelling in Stratford hit new heights, reaching nearly \$500,000 in October of 2024. However, there has been some recent reprieve with a drop to approximately \$475,000 in December of 2024. This remains the second highest in the province, falling just behind Charlottetown.

While the residents in Stratford tend to have higher income levels than many places in Canada, attaining home ownership is likely becoming increasingly becoming a challenge.

Of renter households, 32% reported spending over 30% of their income on shelter, which although significant is consistent with provincial and regional trends. Owners, on the other hand fall to 11.4% of those who spend over 30% of their income on shelter. This is slightly higher than PEI and Queens County, but 3.4% lower than the national average.



For home owners, barriers to affordable housing could include insufficient income (particularly in the senior population), a change in income (such as retirement, health issues, or the loss of a spouse), as well as high costs of maintenance and utilities. Across tenures, the population most affected by affordability issues is the lowest 30% of incomes, sometimes masked by data averages.

From 2019 to 2021, the average spending on shelter rose in PEI by 10.7%, the largest increase of any province. This can likely be explained by a couple of reasons. First, since 2019, the vacancy rate in PEI on average has been 1.44%, a sharp decline from 2013,

when it was 7.1%. Low vacancy rates result in less available housing, and a market that heavily favors landlords rather than tenants. In tune with the low vacancy rate, is perhaps what caused it to drop in the first place: population boom. From 2016 to 2021, the population of Stratford increased by 12.5%, with the provincial population jumping by 8.0% in that same period. With the large influx of new residents, development has been unable to keep up. This has resulted in fewer available dwelling units, and higher shelter costs.



Housing Case Studies

Changing market trends can lead to a demand for alternative housing models which better suit emerging housing needs. Some of the models which may enable suitable housing development include intergenerational housing, land trusts, and cohousing arrangements. Encouraging multi-unit dwellings, smaller single storey homes, secondary suites and accessible design can also contribute to filling this gap, as can financial models such as rent to own housing or rent geared to income.

- **Our Urban Village Cohousing**

In 2017, Tomo Spaces began developing a cohousing model in Vancouver. The cohousing model means residents own their private units but common spaces and the building are shared among everyone. The Our Urban Village project contains 12 units, with residents of all ages. This type of housing encourages communal meals, activities, and shared management of the building, greatly improving day-to-day social interaction. Cohousing projects also help address the “missing middle” that is often absent in many Canadian cities and towns. This type of housing could be significantly beneficial in a place such as Stratford. Both newcomers and seniors are more susceptible to experiencing social isolation. In a town whose identity is comprised of many new residents and aging individuals, encouraging cohousing developments could go a long way.



Photo: Our Urban Village.

- **HomeShare**

Homeshare.ca is a website with an intergenerational focus, dedicated to pairing home owners with compatible housemates looking for affordable housing. There are seven active home share programs throughout the country. Home providers typically offer affordable accommodations in exchange for an agreed level of help, often allowing seniors to remain independent in their homes by finding a housemate (often a student), to help out with housework, meals, errands, or simply provide companionship. Homeshare participants go through an application process (providing references and a background check) before participating in an interview with program leaders. If a compatible host is found the organization sets up introductions, and a two-week trial period is allowed prior to commitment. Once a host and applicant are paired, a written agreement outlines expectations and the organization stays in touch throughout the lease.

- **Building Permit and Planning Fee Equivalent Grant Program**

The City of Moncton operates a handful of development incentives to develop preferred areas of their community. One of these, is their Building Permit and Planning Fee Equivalent Grant Program. This program operates by offsetting building and planning fees for eligible properties, specifically in their designated Downtown Community Improvement Plan Area. The funding is pulled from grants to reduce property improvement costs. These grants can be applied to a number of fees, from permit applications, bylaw amendments, and variances. This encourages developers to be more ambitious and focus on creating a vibrant downtown through housing, mixed-use development, and more.



Photo: Canada HomeShare.

Options

What planning tools
could be used in
Stratford to help address
housing issues?



This section explores some of the planning tools that could potentially be used within Stratford to encourage availability and diversity in housing. In reviewing these tools, consider how they could be best applied in Stratford, and whether there are specific considerations or limitations needed for each tool.

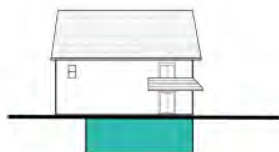
Accessory Dwelling Units

What Is It?

Accessory dwellings units (“ADUs”) are dwelling units that are secondary or subsidiary to the main dwelling on a lot. They can be located in the same building as the main dwelling (sometimes referred to as “granny flats”, “basement suites”, or “secondary suites”) or as a standalone building (“carriage house”, “backyard suite”, or “laneway house”).

How Does It Help?

ADUs provide additional, smaller-scale housing options in existing developed areas of town. These could be used as housing for family members, or to provide expanded rental housing options. In the latter case they can also help support affordability for the homeowner by providing an income stream. As of February 2025, the Canadian Mortgage and Housing Corporation backs a “Secondary Suite Refinance Program” which enables homeowners to draw equity from their home to finance an accessory dwelling. The Federal Government is also expected to implement a low-interest loan program to help with the construction of accessory dwelling units.



What Would Need to Change?

The current Stratford Zoning and Development Bylaw does already enable secondary suites, i.e. within a main single-unit dwelling (basement apartment, etc.) with limits on size and subject to the owner entering into a development agreement with the Town. Some zones also permit secondary dwellings, but they must be attached to the main dwelling. Detached accessory dwellings (backyard suites, carriage houses, etc.) are not permitted.

The Zoning and Development Bylaw could be updated to permit detached ADUs, with conditions to ensure their impact on surrounding properties is minimized. Some aspects that could be regulated include:

- maximum size;
- location;
- parking;
- design.

Case Study: ADUs in HRM

In 2020, Halifax Regional Municipality (“HRM”) in Nova Scotia legalized ADUs in most areas of the municipality where one- and two-unit dwellings are permitted. The new regulations included limitations on size and location of ADUs. Between November of 2020 and February 2023, the Municipality issued 129 permits for backyard suites and 269 permits for secondary suites, for a total of 398 potential new dwelling units.



Residential Intensification

What Is It?

Residential intensification enables housing at higher densities than permitted in the past. This can be done through one or more approaches, including:

- reducing minimum lot sizes or other lot standards, such as frontage
- increasing the number of units permitted on a lot
- allowing for larger buildings

Intensification can occur widely, or can be limited to specific areas of a community. Consideration needs to be given as to whether or not intensification should be promoted in existing neighbourhoods; this expands the potential for more positive outcomes, but also expands the potential for conflict with existing development.

How Does It Help?

In existing neighbourhoods, intensification enables additional units without requiring new infrastructure. In new neighbourhoods, land costs and the cost to build services (roads, sewer, water, etc.) are a significant contributor to

the overall cost of housing. By enabling higher densities of development, these costs can be spread over more units, reducing the per-unit cost.

The forms of housing that comes with intensification are also likely to provide diversity in housing options. For example, larger apartment buildings are more likely to have an elevator that improves accessibility, or smaller units that cater to single-person households and seniors.

What Would Need to Change?

The current Stratford Zoning and Development Bylaw has a number of zones that permit residential uses, each with different numbers of permitted units, minimum lot sizes, minimum lot frontages (the width of the lot along the road), and maximum building heights. A selection of these is presented in the table below. Intensification could be achieved by adjusting any of those numbers, or by increasing the area of land in town dedicated to higher-density residential zones (e.g. R3 vs R1).

	R1L	R1	R2	R3	WR	TCR
Number of Units Permitted	1 + secondary dwelling	1 + secondary dwelling 2 with special permit	3 12 with special permit	12 >12 as conditional use	No limit	No limit
Min. Lot Area (m ²)	1,440	700	200 to 455 per unit, depending on dwelling type	Same as R2, except multiple attached dwellings, which are 810 + 135 per unit	N/A	135 - 270 per unit, up to 25 units per acre
Min. Lot Frontage (m)	25	22	8 - 15 per unit, depending on dwelling type	Same as R2, except multiple attached dwellings, which are 30	N/A	7.5 - 30
Max. Building Height (m)	11	11	11	10.5 - 11	15	12



Adaptive Reuse

What Is It?

Many buildings have lifespans longer than the initial use or activity that lead to the development of the building in the first place. This could be a former church no longer used for worship purposes, a school that has been replaced by a modern facility, or any number of other situations. “Adaptive reuse” is the re-purposing of these buildings for a different purpose than their original construction.

How Does It Help?

Adaptive reuse helps maintain the physical “fabric” of our communities, and gives new life to buildings that are often prominent features in the cultural landscape of town. Adaptive reuse also reuses structures and materials that have already been built, therefore avoiding some of the environmental impact of manufacturing new building materials.

From a housing perspective, adaptive reuse offers the opportunity to use existing assets to provide new, often unique, housing options.

What Would Need to Change?

Despite the benefits offered by adaptive reuse, there are often barriers to this approach. Sometimes this is the financial or logistical challenges of making a structure that was designed for one purpose suitable for a new purpose. This is often addressed through support programs.

In other situations the barriers are regulatory – buildings built for a specific purpose in decades past may not conform with current zoning rules. Policy and regulatory flexibility is often needed to consider the unique aspects of each site. Such policy and regulations could be established, along with specific criteria for what aspects of the existing building must be maintained and enhanced in its new life.

Reduce Exclusionary Zoning

What Is It?

Traditional zoning sets out a list of uses that are permitted on a piece of land, thereby excluding all others. Some zones can be very exclusionary, such as those that only permit single unit dwellings. A reduction of exclusionary zoning looks at expanding the range of uses that can be permitted in each zone.

How Does It Help?

A wider range of permitted uses, and especially dwelling types, helps enable and encourage diversity in housing to meet the needs of different household sizes and life stages. Property owners would still be able to build housing types such as single unit dwellings, but they would not be *required* to by the zoning.

What Would Need to Change?

There are a spectrum of options for reducing exclusionary zoning. A more aggressive approach could include removing more restrictive zones, such as the Low Density Residential (R1) Zone, entirely, including from existing neighbourhoods.

A more moderate approach could include keeping more restrictive zones on existing neighbourhoods but not applying these zones to future neighbourhoods.



Discussion

How should the updated
planning documents
approach housing?



Questions to Consider

This report has explored some of the data and key trends related to housing in the Town of Stratford, as well as some potential planning tools related to housing that could be adapted for use in the town. In preparation for discussions about housing, we encourage you to consider the following questions:

1. What types of housing are needed within the town?
2. What types of housing are appropriate within the town?
3. What are some of the barriers to increasing the availability and diversity of housing? Do these barriers differ for different housing types?
4. What areas of town should be targeted for residential growth? Are different areas suitable for different types of residential growth?
5. What services can be provided to assist vulnerable populations in need of housing?
6. How will the town adapt to its growing and aging population?
7. Which of the highlighted planning tools are appropriate to Stratford? Are there specific parameters or conditions that should be considered if any of these tools are implemented?
8. What other potential planning tools should be explored for use in Stratford?
9. How can housing be improved in tandem with the other discussion topics (e.g. transportation and economic development)?



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Imagine that!

Issues and Options Presentation *Transportation & Recreation*

February 25, 2025



Who Are We?



Ian Watson,
Senior Planner



Ryan MacLean,
Engagement Manager



Brandon Archibald,
Policy Planner



Steffen Kaeubler,
Urban Designer



Rachyl MacPhail,
GIS Analyst



Agenda

- 1 About the Project
- 2 Project Timeline
- 3 What We Heard
- 4 Issues and Options
- 5 Q&A + Discussion



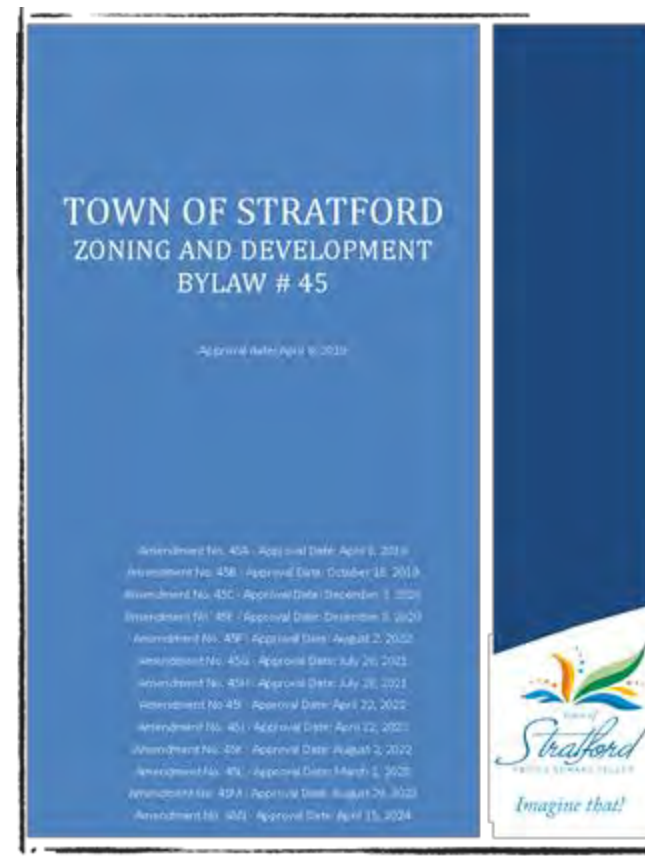
1 About the Project



Planning is a collaborative process used to help citizens, business owners, and civic leaders envision a common future for their community.

Fundamentally, planning provides a framework to guide how land is used, how and where growth and development happens, and how and where buildings are built.





Zoning and Development Bylaw



Official Plan

Planning documents are meant to change over time.
In PEI, they undergo periodic review roughly every 5-10 years.



Things We Can Regulate

- + Lot standards
- + Building placement
- + Building size
- + The uses permitted on land
- + Signage
- + The location of services
- + The processes required for different types of development
- + Accessory buildings and structures
- + Outdoor storage
- + Street accesses
- + Parking requirements
- + Landscaping
- + Topsoil removal
- + Development in areas of environmental sensitivity or where hazards are present



Things We Can't Regulate

- + Resource activities
- + Most land below the ordinary high water mark
- + People
- + Land ownership
- + Taxation
- + Provincially owned roads and highways



It's a collaboration!

Our Neighbours

Businesses

The Province

Residents

Town Council

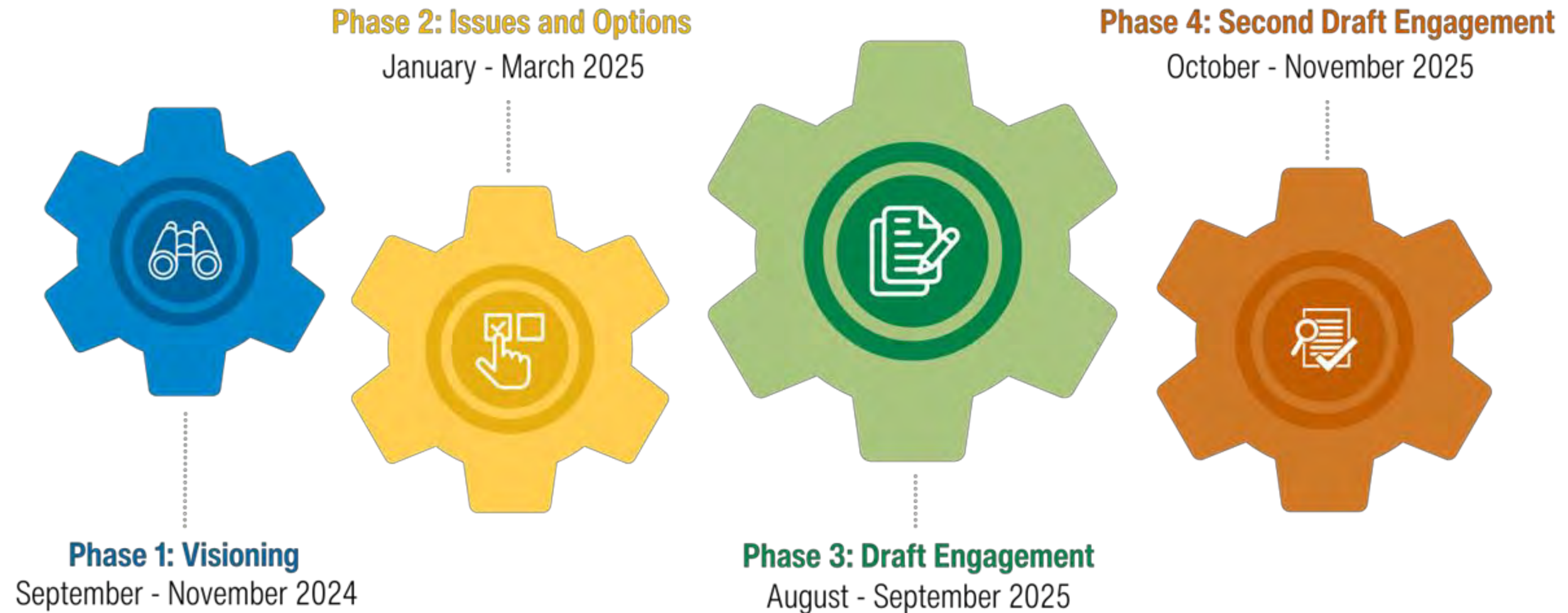
Planning, Development, &
Heritage Committee

Town Staff

Community Groups



2 Project Timeline



Community Workshops



Monday, February 24th, 6:30pm - Housing
Stratford Emergency Services Centre, 6 Georgetown Road



Tuesday, February 25th, 6:30pm - Transportation and Recreation
Stratford Town Centre, 234 Shakespeare Drive



Wednesday, February 26th, 7:00pm - Culture and Heritage
Stratford Emergency Services Centre, 6 Georgetown Road



Monday, March 10th, 6:30pm - Employment Lands and Development
Stratford Emergency Services Centre, 6 Georgetown Road



Tuesday, March 11th, 6:30pm - Environment and Agriculture
Stratford Town Centre, 234 Shakespeare Drive



3 What We Heard

Barriers

- Need for improved active transportation infrastructure, including safe bike lanes and sidewalks, as well as safer crossings;
- Amenities such as shaded areas, lighting for nighttime use, and rest areas to make active travel more practical and enjoyable
- Need for more frequent bus services, ideally at intervals of at least 30 minutes and routes that cover key areas;
- Better integration with paths linking transit stops to community hubs;
- Desire for additional recreational facilities, such as ice rinks and an indoor pool.

Opportunities

- Residents are passionate about making their communities a safe place to move and play; and
- New projects such as the Community Campus will provide several new recreation opportunities for the town.



4 Issues and Options

Key Transportation Issues



Reliance on Automobiles

- The 2016 Census data revealed that 95.7% of commutes to work were through a personal automobile, whether as the driver or passenger. This number remained stable in 2021, going to 95.8%.
- Most people living in Stratford work outside of the town, increasing the need to venture outside the community.



Key Transportation Issues



Public Transit

- While Stratford is serviced by T3 Transit, only two routes run through the town.
- These two routes predominantly service the main roads in Stratford, leaving neighbourhoods further east without transit.



Key Transportation Issues



Active Transportation Infrastructure

- Stratford has made strides to increase protection for pedestrians, cyclists, and others using active mobility. However, there is still work to be done to create a more walkable town.



Key Recreation Issues



Participation in Sports

- In 2016, a Statistics Canada survey found that within PEI, 23.6% of respondents had regularly participated in sports in the last 12 months, while 76.4% did not.
- In 2021, 27% of adults in Canada participated in sport, accounting for 36% of Canadians identifying as men and 19% of Canadians identifying as women.



Key Recreation Issues



Effects of the Pandemic

- For youth, sport participation bottomed out at 44% in 2021 but quickly started to rebound to 68% in 2022.



Public Transportation Map



PUBLIC TRANSPORTATION

- Route 7K
- Route 7B
- Transit Shelter



Active Transportation Map



Road Network Map



ROAD NETWORK

- Expressway / Highway
- Collector
- Arterial
- Local



Key Transportation & Recreation Options

Transit Oriented Development

- Higher densities of development and a wider range of uses near transit stops.
- May also include requirements for pedestrian connections or specific building design elements.
- **What areas would be suitable for TOD? What physical investments are needed to make it attractive?**



Key Transportation & Recreation Options

Pedestrian Connectivity

- Many developments are set back far from the street with a large area of parking in front.
- Pedestrian connectivity provides infrastructure specifically for pedestrians to move between the street and the building, rather than walking through vehicle drive aisles.
- **Should new developments be required to connect to the sidewalk and/or trails?**



Key Transportation & Recreation Options

Bike Parking Requirements

- Most municipalities require developers to provide a specific number of automobile parking spaces per use.
- Secure bike parking welcomes cyclists and removes a barrier to participating in active transportation.
- The Zoning and Development Bylaw could be updated to have specific bicycle parking standards across a wider range of zones.



Key Transportation & Recreation Options

Automobile Parking Review

- An automobile parking review would review each standard to ensure the right amount of parking is required.
- Large areas of parking can make it less attractive to walk to use other forms of active transportation.
- The Zoning and Development Bylaw could be updated to have reduced parking standards across zones and uses.



Key Transportation & Recreation Options

Primary Type of Building	Minimum Requirement
Single Dwelling	2 parking spaces
Duplex, Semi Detached and Townhouse Dwellings having six (6) Dwelling Units or less	2 parking spaces per Dwelling Unit
Stacked Townhouse Dwellings	1 Dedicated parking space per Dwelling Unit and 1 Guest parking space per stack
Multiple Attached having six (6) Dwelling Units or less	2 parking spaces per Dwelling Unit
Multiple Attached Dwellings having more than six (6) Dwelling Units and less than nineteen (19) Dwelling Units	1.5 parking spaces per Dwelling Unit
Multiple Attached Dwellings having more than nineteen (19) Dwelling Units	1 parking space per Dwelling Unit
Hotel, Motel, or Bed and Breakfast	1 parking space per guest room
Auditoriums, Churches, Halls, Libraries, Museums, Theatres, Arenas, Private Clubs, and other places of assembly or recreation	Where there are fixed seats, 1 Parking Space for every four (4) seats; where there are no fixed seats, the seat count shall be based on the Provincial Fire Marshal's seating capacity rating
Nursing Homes, Community Care Facilities, Hospitals	0.75 parking spaces per bed
Business and Professional Offices, Service and Personal Service Shops	1 Parking Space per 28 sq. m. (300 sq. ft.) of Floor Area
Shopping Centre (Indoor Mall)	1 Parking Space per 18.6 sq. m (200 sq. ft.) of floor area
Restaurant or Lounge	1 Parking Space per 10 sq. m (108 sq. ft.)
Retail Stores	1 Parking Space per 20 sq. m (215 sq. ft.) of Floor Area



5 Questions to Consider

1. What are the gaps in Stratford's transportation and recreation systems?
2. Which of the highlighted tools are appropriate to Stratford? Are there specific parameters or conditions that should be considered if any of these tools are implemented?
3. What other potential planning tools should be explored for use in Stratford?
4. How can transportation and recreation be improved in tandem with the other discussion topics (e.g. economic development)?



Thank you!

Questions?

consultation@townofstratford.ca

<https://www.shape.townofstratford.ca/projects/official-plan>





Imagine that!

STRATFORD OFFICIAL PLAN REVIEW

ISSUES & OPTIONS TRANSPORTATION & RECREATION

FEBRUARY 2025

2/5

Discussion Paper 2/5 Transportation and Recreation

February, 2025

Town of Stratford Official Plan & Zoning and
Development Bylaw Review

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This report was prepared by Upland Planning and Design

UPL▲ND



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Introduction

Transportation is a critical factor in the daily life of residents and a major component of a visitor's travel experience. The ease of movement from point A to point B can have a significant bearing on quality of life. Stratford has a growing transportation network, with a strong focus on multi-modal transportation. In most areas of town neighbourhoods are well connected and major roads feature sidewalks, bike lanes, and/or multi-use trails.

The Town of Stratford places a strong emphasis on recreation within the community. Recreation and community spaces are a vital component to establishing and maintaining the quality of life in a community, ensuring the health of families and youth, and contributing to the environmental and economic well-being of the town and greater region.

This discussion paper provides the context for recreation and transportation in the Town of Stratford and will inform discussions about approaches to these topics in the new Official Plan and Zoning and Development Bylaw.



Key Transportation and Recreation Trends

What recreation and transportation infrastructure currently exists within Stratford?
What trends may shape future needs?



Transportation Trends

The 2016 and 2021 Census data for Stratford reveals a number of noteworthy transportation trends. The Census examines work commuting behaviour and reports on the place of work, mode of travel, and trip duration, for trips made by persons of working age (15 years and over). While this does not provide information on leisure or education trips, it is a good indication of the primary modes of transportation for the Town.

The 2016 Census data reveals that 95.7% of commutes to work were through a personal automobile, whether as the driver or passenger. This number remained stable in 2021, going to 95.8%.

The transportation profile is fairly typical for smaller urban communities in Atlantic Canada and hints at travel patterns being dominated by trips that would likely take longer than 15 minutes on bike or foot. The vast majority of people living in Stratford also work outside of the town, increasing the distance for commuting.

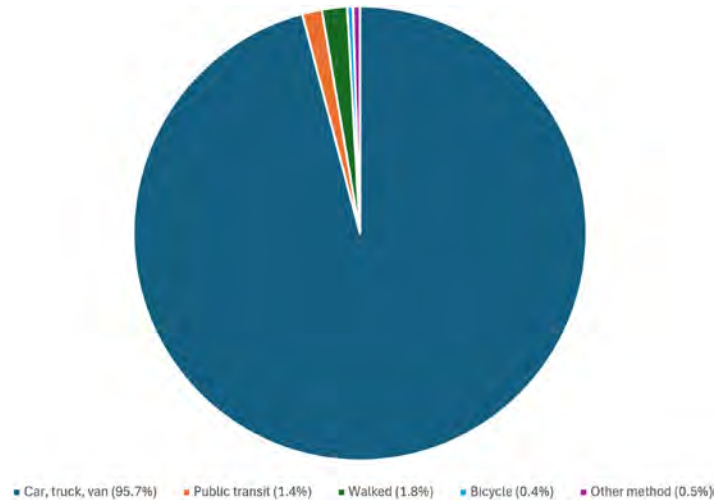


Figure 1: Main Mode of Commuting 2016

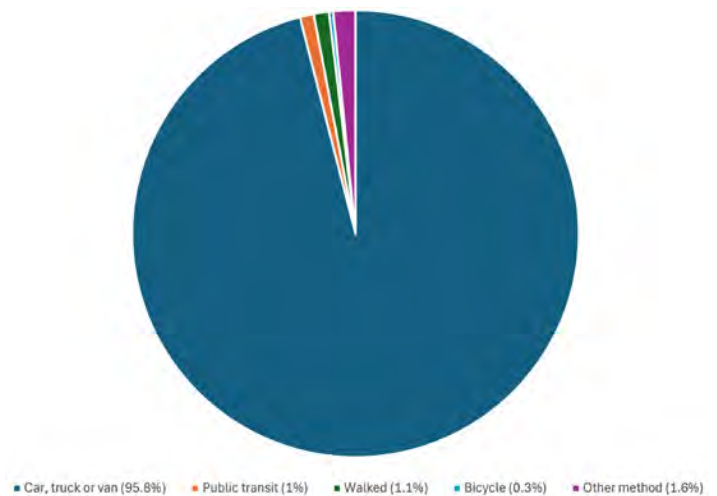


Figure 2: Main Mode of Commuting 2021



Public and Private Transportation

Stratford utilizes the T3 Transit network that can be seen throughout the province. With T3, there are two main services that operate in Stratford. The first is the Island Wide Rural Transit System, which includes long trips across the island. The majority of these trips start or end in Charlottetown, with one of the eastern routes making stops in Stratford.

The main transit system for Stratford residents is the T3 City system. Routes here are predominantly within Charlottetown, with two running through Stratford. These two include Routes 7B and 7k, with 7B going as far as the Mason Road and TransCanada Highway intersection and 7k reaching the Kinlock Road and Stockington Boulevard intersection before returning towards Charlottetown. These two routes are able to service a large area in the western part of Stratford. However, due to there only being two routes and limited range, much of the west does not have access to public transit.

Regarding inter-provincial travel, PEI is serviced by a Maritime Bus route. The start and finish point for this route is located along Mount Edward Road in Charlottetown. While outside of Stratford, this bus terminal can be reached through the T3 Transit system.



Public Transportation Map



PUBLIC TRANSPORTATION

- Route 7K
- Route 7B
- Transit Shelter



Road Network Map

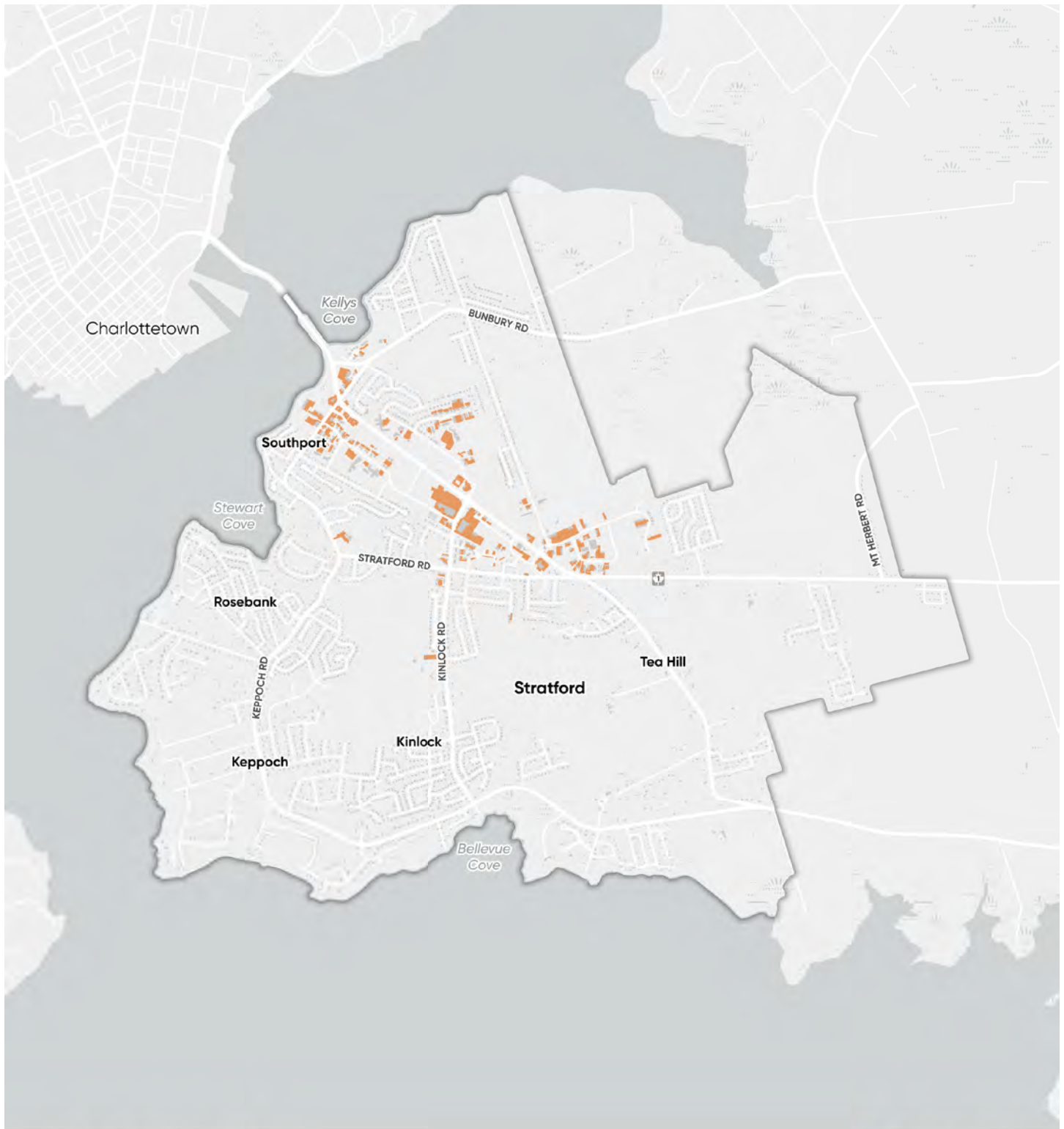


ROAD NETWORK

- Expressway / Highway
- Collector
- Arterial
- Local



Surface Parking Map



SURFACE PARKING

Surface Parking



Active Transportation

Stratford currently has a Town Active Transportation Sub-Committee:

- to provide advice and recommendations on the development of an active transportation plan and on the development and maintenance of an overall trail and bike path network;
- to assist in promoting an active lifestyle and the active transportation network;
- to provide input into, and review of, standards for the construction and maintenance of trails and bike paths;
- to assist, where appropriate, in the negotiation of rights-of-way or easements to accommodate bike paths and trails;
- to recommend annual capital budget priorities for the development of the trail and bike path network; and
- to review and make recommendations on proposed subdivision plans as they pertain to the active transportation network.

In 2012, the Regional Active Transportation Plan for the Greater Charlottetown Area was released. This included several recommendations for Stratford, prioritizing four main forms of infrastructure: sidewalks, Stratford Trail, Hillsborough Bridge, and commuter bicycle network. The recommended length of these proposed active transportation investments is 35km of trails, sidewalks, and bikeways throughout Stratford. At the time, the town consisted of 30km of such infrastructure.



Active Transportation Map



ACTIVE TRANSPORTATION

- Multi-use Pathway
- Paved Shoulder
- Sidewalk
- Trail



Parks, Trails, and Recreation Facilities

Today, Stratford boasts nearly 30km of trails, 20km of sidewalks, and 40km of bike lanes. These trails include a handful that are taken care of year-round, providing opportunities to snowshoe, ski, or walk. The most prominent trail system throughout the town is the Trans Canada Trail. This trail is approximately 7km long, and runs through Stratford, beginning at the Hillsborough Bridge. While that trail is used for more practical transportation means, Stratford also has their Kinlock Creek & Area Trail System. This system contains 5km of paths along a salt marsh, forested areas, and open fields.

Stratford has multiple playgrounds and outdoor recreation areas. Kinlock, Keppoch, and Rankin Parks, to name a few, all provide outdoor playgrounds and open space for recreation. Perhaps the most prominent open space in the town is Fullerton's Creek Conversation Park, consisting of 140 acres of conservation area with trails, a multi-purpose field, and a viewing platform.

Indoor, the town has their Recreation Centre, located within their Town Offices building. The Recreation Centre includes a gymnasium, fitness equipment, and a walking track that is very popular. There also lies many privately owned gyms throughout the town, as well as gymnasiums in the schools. Stratford also has one of the few indoor turf facilities in PEI, at the Norton Diamond Soccer Complex.



Stratford Community Campus

In 2021, the final Plan for the Community Campus Plan was released. The purpose of this Community Campus Plan was to develop a site plan with all elements and amenities laid out in accordance with their relationship to one another. Rather than just being a utilitarian space, to which students, residents and families drive to pursue singular activities, the Campus should become heart of civic life in Stratford. Its form and function will be able to evolve to continuously be a relevant public space for the use of the people. The Campus should be able to grow over time and to adapt to changes in philosophies of work, education, and recreation as they emerge over times.

When Stratford residents, students and families take ownership of the new Community Campus, they will spent time convening with community, connecting with their neighbours and acquaintances, discussing issues of the day and matters of life and livelihood. While many will pursue active recreation activities, others may want to spend time for quite reflection and solitude after a busy day of work. The size and layout of the new Campus should therefore enable a multitude of experiences for all citizens of Stratford. First and foremost, the Campus will play a key role in bringing people together and providing a retreat. As a special and “forever” public space, it will serve these social and personal purposes.



2022 Community Campus Concept Plan



2024 Community Campus Concept Plan

Local and Provincial Programs

The Town of Stratford runs several recreation and sporting programs. These are targeted at both youth and adults. Currently, programs are mainly tailored towards sports such as tennis and volleyball while some are general fitness classes. The town is also host to a number of summer camps and programs for youth.

Stratford, like many communities in PEI benefits from a number of provincial and national recreation programs. KidSport and Jumpstart both have chapters within the area to assist youth financially to participate in organized sports. KidSport provides grants for youth facing financial barriers to participate in registered sports. These grants can be up to \$400 per year. Meanwhile, the PEI Jumpstart chapter raises money to cover registration, equipment, and transportation costs for organized physical activities. Cycling PEI also provides resources and programming to the general public to promote safe cycling throughout the province.













National and Provincial Recreation Trends

In general, the percentage of individuals 18 and older participating in sport has remained stable. In 2021, 27% of adults in Canada participated in sport, accounting for 36% of Canadians identifying as men and 19% of Canadians identifying as women. Comparably, in 2018, 25% of adults participated in a sport. When individuals age, these numbers tend to decrease.

During the COVID-19 pandemic, adult sport activity levels remained relatively constant, but where and how people participated in sport changed due to restrictions on organized sporting activities. In contrast, youth (aged 5-17) sport participation in Canada bottomed out at 44% in 2021. This rebounded to 68% in 2022. The majority of these individuals were involved in a sport at least half of the year.

In 2016, a Statistics Canada survey found that within PEI, 23.6% of respondents had regularly participated in sports in the last 12 months, while 76.4% did not. This survey was targeted at people aged 15 and over, mainly including adults. This suggests that only one in four residents in PEI are regularly active, at least in the sense of participating in sport.

Other recreation trends include a positive shift towards more inclusive options for those who are aging and/or have physical disabilities. This is led by the significant uptick of those who play pickleball, as well as an increase in accessible sporting opportunities for para hockey, wheelchair basketball, and more.

	Rank	Activity	%
	1	Soccer	28%
	2	Basketball	17%
	3	Hockey and Ringette	16%
	4	Aquatics	16%
	5	Softball and Baseball	9%
	6	Running, Jogging, Hiking	8%
	7	Volleyball	7%
	8	Bicycle-related Activities	7%
	9	Martial Arts	6%
	10	Dance	6%



Options

What tools could be utilized in Stratford to encourage recreation, active transportation, and transit use?



Transit Oriented Development

This section explores some of the planning tools that could potentially be used within Stratford to support recreation and active transportation activities, and encourage transit use. In reviewing these tools, consider how they could be best applied in Stratford, and whether there are specific considerations or limitations needed for each tool.

What Is It?

Transit oriented development (TOD) involves enabling and encouraging higher densities of development and a wider range of uses in the vicinity of transit stops. TOD may also include requirements for pedestrian connections or specific building design elements in such areas. While TOD is typically discussed in the context of major cities, it can also be tailored to the context of smaller towns.

How Does It Help?

Transit is most convenient, and people are more likely to use it, when stops are a short distance away. Clustering more housing and more commercial services close to transit stops minimizes the distance people have to walk and creates a larger pool of potential users for the transit system.

What Would Need to Change?

The Zoning and Development Bylaw Zoning Map guides the type and density of development that is permitted on each lot. In areas close to existing transit stops, the zoning could be “upzoned” to enable more dwelling units and/or commercial uses. Requirements could also be implemented in these areas to ensure there is a clear pedestrian connection from buildings to the transit stop, and so that buildings are designed and oriented to provide a welcoming environment around the transit stop.



Photo taken from T3 Transit.



Pedestrian Connectivity

What Is It?

Many developments are set back far from the street with a large area of parking in front. Pedestrian connectivity provides infrastructure specifically for pedestrians to move between the street and the building, rather than having to walk through vehicle drive aisles.

How Does It Help?

Pedestrian connections provide a clearly-identified location to travel from the sidewalk to a building. This helps improve visibility and the feeling of safety. It also helps communicate to pedestrians that they are prioritized and welcome in that particular environment.

What Would Need to Change?

The Zoning and Development Bylaw contains the standards for development. The Urban Core (UC) Zone currently has requirements for pedestrian connections. These Regulations could be extended to other areas to require a pedestrian connection between the entrances of buildings and the sidewalk and/or adjacent trails. This requirement could be established for specific types of development (e.g. commercial versus residential) and/or based on the size of a development. The Zoning and Development Bylaw could also include specifics around what standards the pedestrian connection must meet in terms of protection from vehicles, surface materials, and width.



Bike Parking Requirements

What Is It?

Many municipalities require developers to provide a specific number of automobile parking spaces, depending on the type of development. A similar approach can be used to require developers to provide parking for bicycles.

How Does It Help?

Cyclists require a secure location at home and at their destination to lock their bike or they risk damage or theft. This is becoming more important with the increasing use of electric bikes and other more expensive models. Providing secure bike parking ensures cyclists feel welcome and removes a barrier to participating in active transportation. It also removes the risk that cyclists will lock their bikes to other infrastructure, such as street trees, railings, lamp posts, or benches.

What Would Need to Change?

The Zoning and Development Bylaw currently requires bicycle parking in the Core Mixed Use (CMU) Zone and the Urban Core (UC) Zone with specific requirements for the number and types of spaces. Some other zones that are governed by design standards, such as the Waterfront Core Area (WCA) Zone, require bike parking to “be incorporated into the design of all developments” without specifics on number or type.

The Zoning and Development Bylaw could be updated to have specific bicycle parking standards across a wider range of zones.



Automobile Parking Review

What Is It?

The Zoning and Development Bylaw includes requirements for the number of parking spaces that must be provided for each type of land use (some examples are provided to the right). An automobile parking review would review each standard to ensure the right amount of parking is required.

How Does It Help?

Automobile parking spaces help ensure that parked cars do not spill over into surrounding neighbourhoods. However, parking comes at a cost. This includes the direct financial cost of building and maintaining the parking, and also the impact that parking has on the character of our community. Large areas of parking can push buildings apart and make it less attractive to walk to use other forms of active transportation. Reviewing parking standards helps ensure enough parking is required, without requiring *too much* parking.

What Would Need to Change?

The Zoning and Development Bylaw currently requires bicycle parking in the Core Mixed Use (CMU) Zone and the Urban Core (UC) Zone with specific requirements for the number and types of spaces. Some other zones that are governed by design standards, such as the Waterfront Core Area (WCA) Zone, require bike parking to “be incorporated into the design of all developments” without specifics on number or type.

The Zoning and Development Bylaw could be updated to have specific bicycle parking standards across a wider range of zones.

Primary Type of Building	Minimum Requirement
Single Dwelling	2 parking spaces
Duplex, Semi Detached and Townhouse Dwellings having six (6) Dwelling Units or less	2 parking spaces per Dwelling Unit
Stacked Townhouse Dwellings	1 Dedicated parking space per Dwelling Unit and 1 Guest parking space per stack
Multiple Attached having six (6) Dwelling Units or less	2 parking spaces per Dwelling Unit
Multiple Attached Dwellings having more than six (6) Dwelling Units and less than nineteen (19) Dwelling Units	1.5 parking spaces per Dwelling Unit
Multiple Attached Dwellings having more than nineteen (19) Dwelling Units	1 parking space per Dwelling Unit
Hotel, Motel, or Bed and Breakfast	1 parking space per guest room
Auditoriums, Churches, Halls, Libraries, Museums, Theatres, Arenas, Private Clubs, and other places of assembly or recreation	Where there are fixed seats, 1 Parking Space for every four (4) seats; where there are no fixed seats, the seat count shall be based on the Provincial Fire Marshal's seating capacity rating
Nursing Homes, Community Care Facilities, Hospitals	0.75 parking spaces per bed
Business and Professional Offices, Service and Personal Service Shops	1 Parking Space per 28 sq. m. (300 sq. ft.) of Floor Area
Shopping Centre (Indoor Mall)	1 Parking Space per 18.6 sq. m (200 sq. ft.) of floor area
Restaurant or Lounge	1 Parking Space per 10 sq. m (108 sq. ft.)
Retail Stores	1 Parking Space per 20 sq. m (215 sq. ft.) of Floor Area



Discussion

How should the updated planning documents approach recreation and transportation?



Questions to Consider

This report has explored some of the data and key trends related to transportation and recreation in the Town of Stratford. It will be used to help inform discussion around how the new Official Plan and Zoning and Development Bylaw can help address public transit, parks and recreation, and more. In preparation for those discussions, we encourage you to consider the following questions:

1. What are the gaps in Stratford's transportation and recreation systems?
2. Which of the highlighted planning tools are appropriate to Stratford? Are there specific parameters or conditions that should be considered if any of these tools are implemented?
3. What other potential planning tools should be explored for use in Stratford?
4. How can transportation and recreation be improved in tandem with the other discussion topics (e.g. economic development)?

