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*Imagine that!*

**Issues and Options  
Presentation  
*Employment Lands &  
Development***

March 10, 2025



# Who Are We?



Ian Watson,  
Senior Planner



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Engagement Manager



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Policy Planner



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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



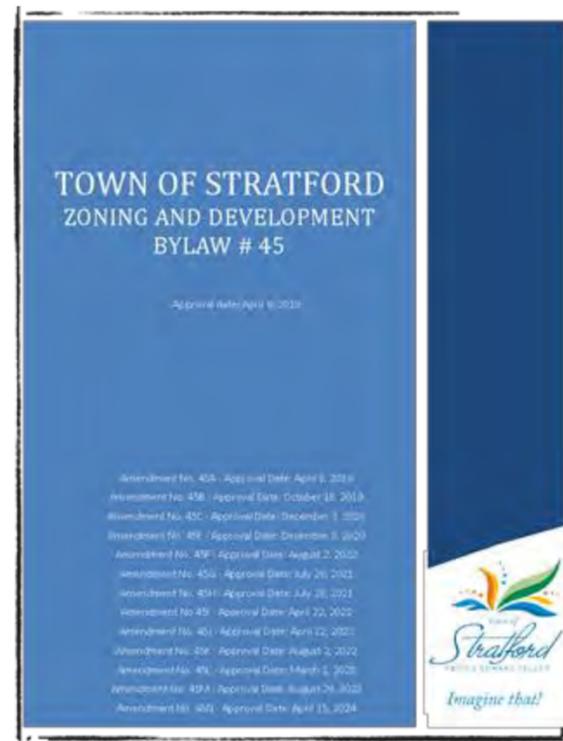


**Planning** is a collaborative process used to help citizens, business owners, and civic leaders envision a common future for their community.

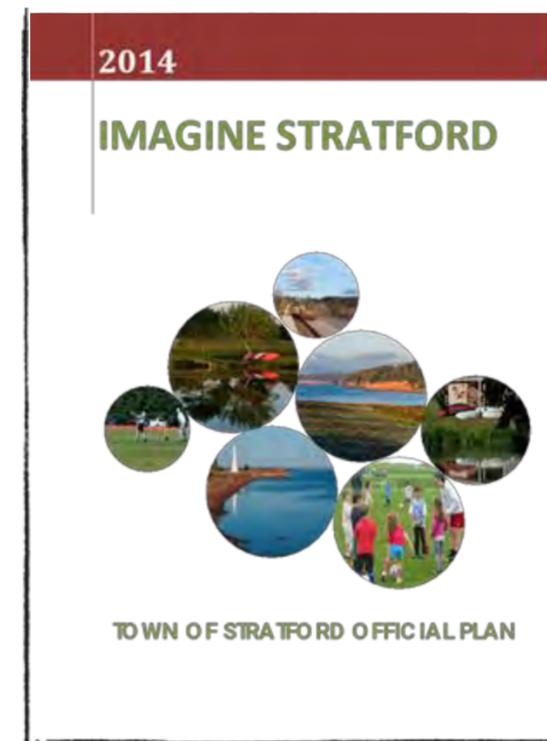
Fundamentally, planning provides a framework to guide how land is used, how and where growth and development happens, and how and where buildings are built.



# 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.



## 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

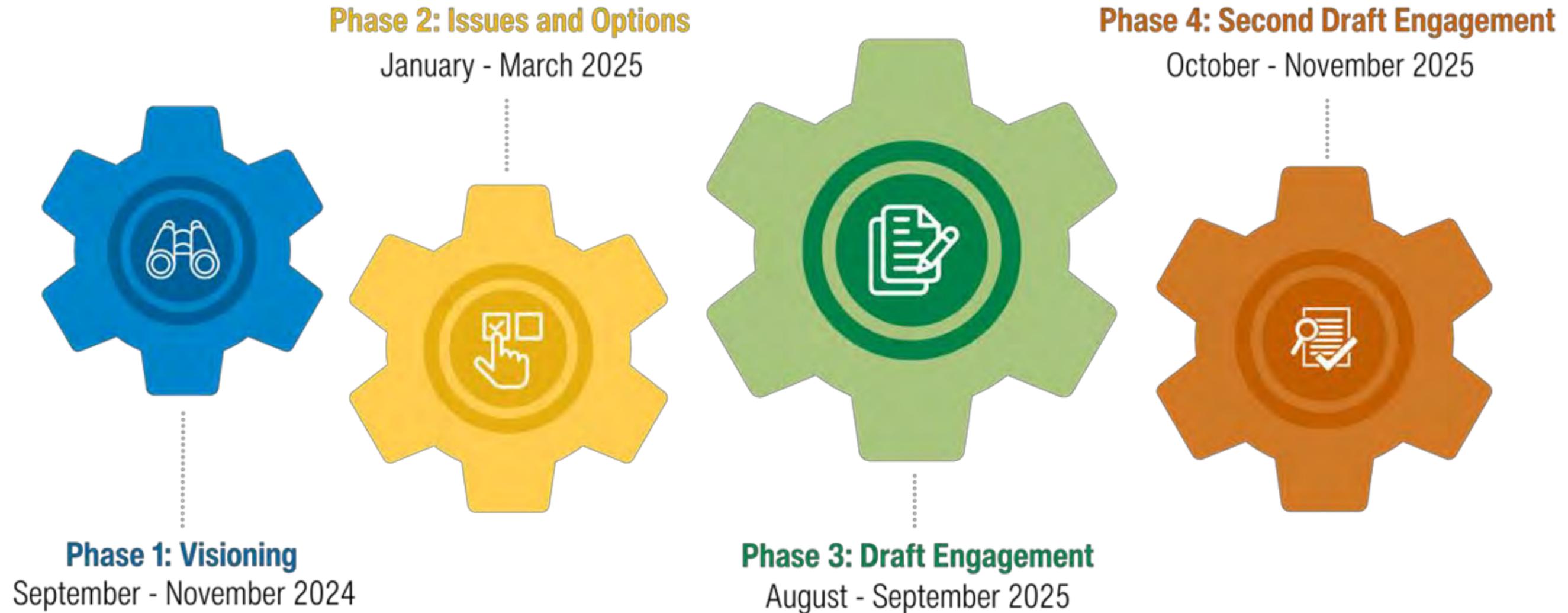
Planning, Development, & Heritage  
Committee

Town Staff

Community Groups



# 2 Project Timeline



# Community Workshops



Monday, February 24<sup>th</sup>, 6:30pm - Housing  
Stratford Emergency Services Centre, 6 Georgetown Road



Tuesday, February 25<sup>th</sup>, 6:30pm - Transportation and Recreation  
Stratford Town Centre, 234 Shakespeare Drive



Wednesday, February 26<sup>th</sup>, 7:00pm - Culture and Heritage  
Stratford Emergency Services Centre, 6 Georgetown Road



Monday, March 10<sup>th</sup>, 6:30pm - Employment Lands and Development  
Stratford Emergency Services Centre, 6 Georgetown Road



Tuesday, March 11<sup>th</sup>, 6:30pm - Environment and Agriculture  
Stratford Town Centre, 234 Shakespeare Drive



## 3 What We Heard

### Challenges

- Need for more essential services, such as banks and pharmacies, alongside diverse shopping and entertainment options.
- Desire for more fine dining establishments, family-friendly restaurants, diverse cuisines, and even pubs or nightlife venues
- Ensuring that commercial development is compatible with surrounding land uses and transportation infrastructure.
- Need to make business operations easier for owners and provide equitable and meaningful employment opportunities for all.
- Importance of supporting local businesses and promoting a balanced economy that nurtures diverse startups.



### Opportunities

- Residents envision the creation of a thoughtfully planned downtown core, balancing vibrant development with the community charm.
- A desire to embrace and improve the employment areas of Stratford.



# 4 Issues and Options

## Introduction

- Stratford has retained its farming identity while also blossoming as its own economic hub, separate from the city across the river
- This presentation highlights the interconnections between Stratford's people, industries, and community to identify trends and opportunities within the town.



# Key Employment Issues

## Unemployment Rates

- The number of unemployed persons increased from 255 persons to 475 (86.3% increase) between 2011 and 2021 compared to an 8.5% decrease within the province.
- In 2011, the unemployment rate was 5.2%, which has since jumped to 8.0% in 2021.

## Daily Commute

- The majority of working residents in Stratford commute to a place of work outside of the town. As of 2021, only 16.2% of residents commuted within the town to get to work.
- Most locals are electing to live in the town and commute elsewhere for work.



# Key Employment Issues

## Industry Trends

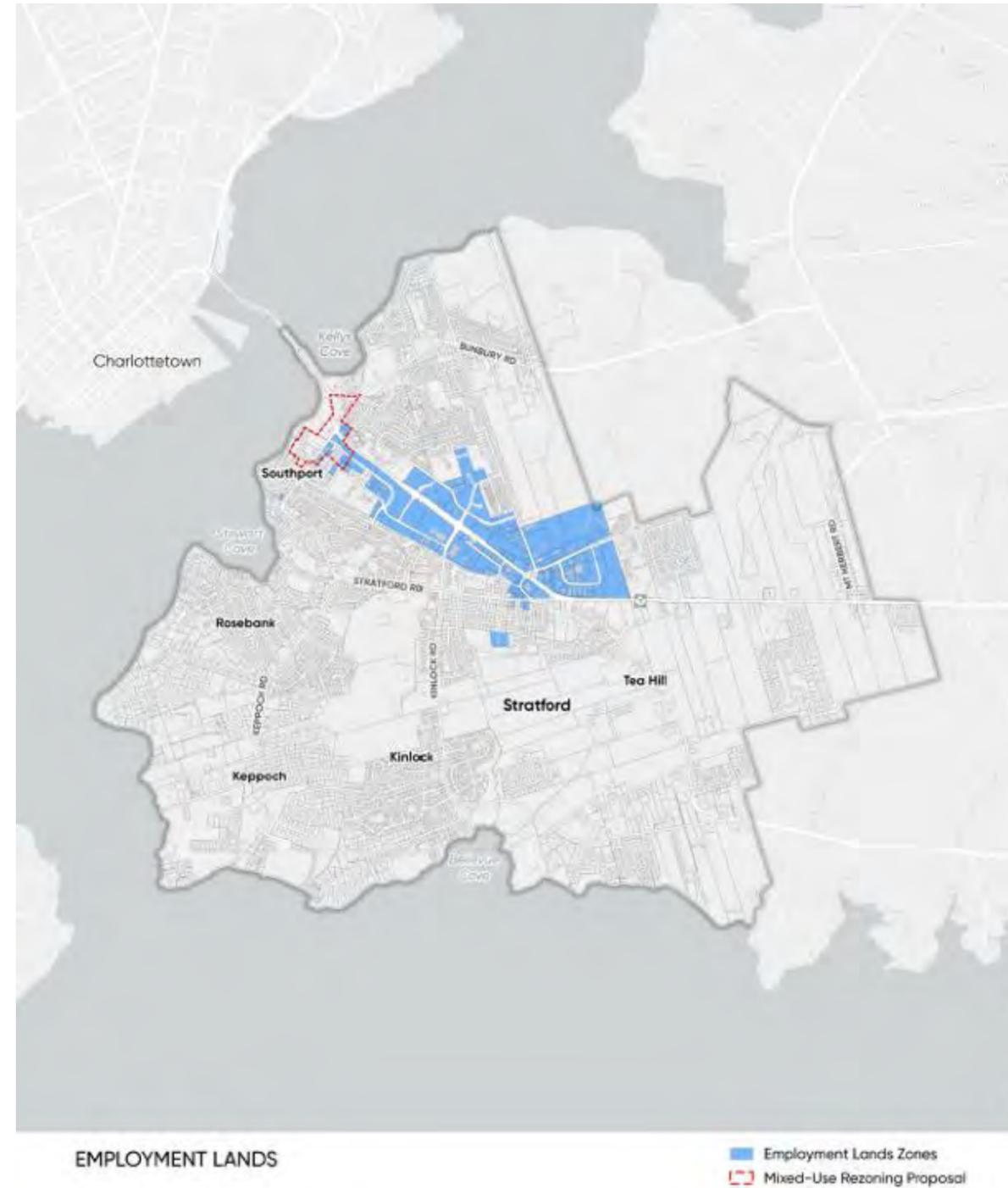
- Six industries in Stratford saw a decrease in the number of workers.
- The largest drops were found in the Real Estate, Rental, and Leasing as well as the Information and Cultural industries.
- These dropped from 120 to 60, and 120 to 70 employees, respectively.

## National GDP

- In Canada, the GDP is expected to lower, with a projection of 0.6% of economic growth in 2024. This slowing growth rate can be linked to factors such as weak residential investment, softening labour market, and environmental disasters.



# Employment Lands and Rezoning Map



# Key Employment Options

## Permitted Uses Review

- Reviewing the uses permitted in each commercial zone ensures that the activities that can and should be occurring in those areas have the ability to do so.
- Activities that would cause conflict or would draw business away from other areas of town would not be permitted.



# Key Development Options

## Commercial Infill

- Seeks to “fill in” underutilized land in areas where commercial activity is already happening.
- Uses existing infrastructure rather than requiring the expansion of infrastructure.
- Helps improve the attractiveness of the community by “activating” vacant land.



# Key Development Options

## Industrial Expansion

- The town's current business park has few vacant lots available for development, however, it is constrained with primarily residential zoning surrounding it.
- Identifying new areas for industrial zoning would ensure new industrial activities that are not suited to be located near residential neighbourhoods could continue to find a place to operate.



# Key Development Options

## Home Occupations

- Home-based businesses can act as an incubator for small businesses, allowing the owner to start small with minimal overhead.
- These businesses benefit from the owner already having the space.
- Home-based businesses can also provide economic activities for those who have barriers to traditional employment, such as stay-at-home parents or those with mobility challenges.



# Large Multi-Parcel Rezoning Proposal

As part of the Stratford Plan Review, Town Staff are proposing to rezone a large selection of parcels along the Stratford & Hopeton Road, to a **Mixed-Use Zone** in order to facilitate fresh development. The proposed areas are currently a mixture of commercial and mixed-use zones that are not very efficient for the type of development the Town would like to see in a Main Street commercial area.



# Why Now

The rezoning proposal is part of an initiative identified in the Town's Housing Accelerator Fund (HAF) agreement. HAF is a federally-funded, application-based program and part of the federal National Housing Strategy (NHS) which aims to increase the supply of market housing by incentivizing municipalities to make changes that will:

- Grow housing supply faster than their historical average
- Increase densification
- Speed-up approval times
- Establishing inclusionary zoning bylaws
- Encourage public transit-oriented development



# Where



# Objectives

- Create welcoming town gateway
- Walkable neighbourhood adjacent to new waterfront park
- 4-7 storey mixed-use development
- Highest density at TCH/Hopetown & Stratford Rd intersection
- Decreasing density towards low density neighbourhoods
- Active street-level with transparent ground floor retail and services
- Widened sidewalks with opportunities for landscaping, amenities, and patios
- Live and work close to transit and services
- Parking at rear of of development



# Benefits

- Contributes to addressing housing shortage
- Increased commercial and residential tax base
- Efficient use of services
- Anticipated impacts on transit, routes, and ridership
- Increased demand for developing the Jr. High project sooner rather than later
- Job creation
- Efficient and sustainable development
- Improved utilization of land
- Growing up instead of growing out



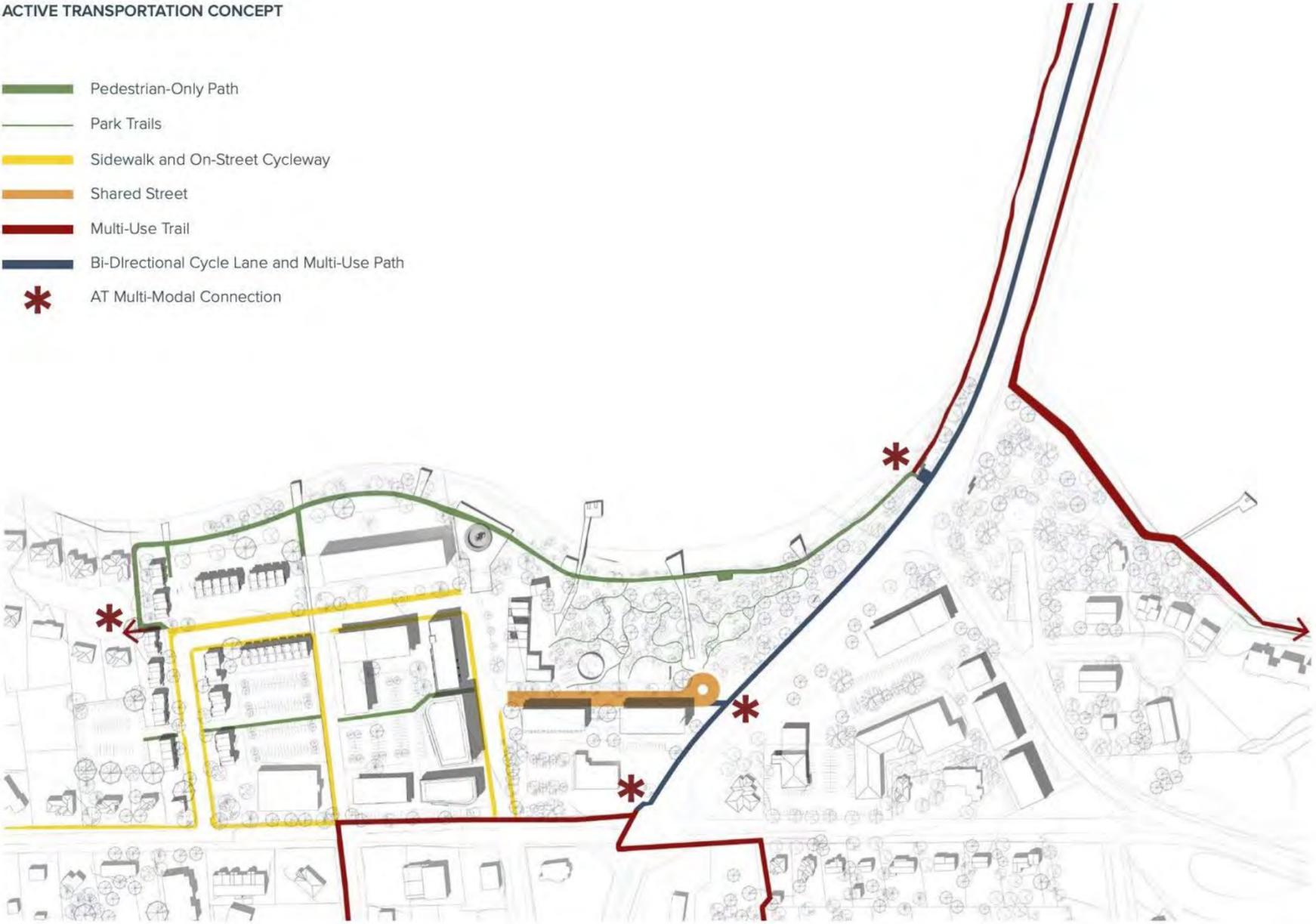
# Previous Studies



# Previous Studies

ACTIVE TRANSPORTATION CONCEPT

-  Pedestrian-Only Path
-  Park Trails
-  Sidewalk and On-Street Cycleway
-  Shared Street
-  Multi-Use Trail
-  Bi-Directional Cycle Lane and Multi-Use Path
-  AT Multi-Modal Connection



# Permitted Uses

- Stand-alone Apartments (owned by a single Property Owner or as Condominiums)
- Apartment Buildings with commercial uses on the first floor;
- Townhouse Dwellings (owned either individually or as Condominiums or by a single owner) up to 6 units per building adjacent
- Stacked Townhouse Dwellings up to twelve (12) units;
- Live-work Residential
- Stand-alone Commercial
- Office Uses;
- Office and/or residential Buildings with commercial uses on the first floor;
- Health Clinics;
- Child Care Centres;



# Permitted Uses

- Community Care Facilities;
- Public and/or Private Assisted Care Facilities;
- Institutional Buildings;
- Group Homes;
- Civic Centres;
- Municipal Buildings;
- Restaurants;
- Accessory Buildings/Structures;
- Recreational Uses;
- Nursing Homes; and
- Hotels, excluding lots abutting R1/R2.

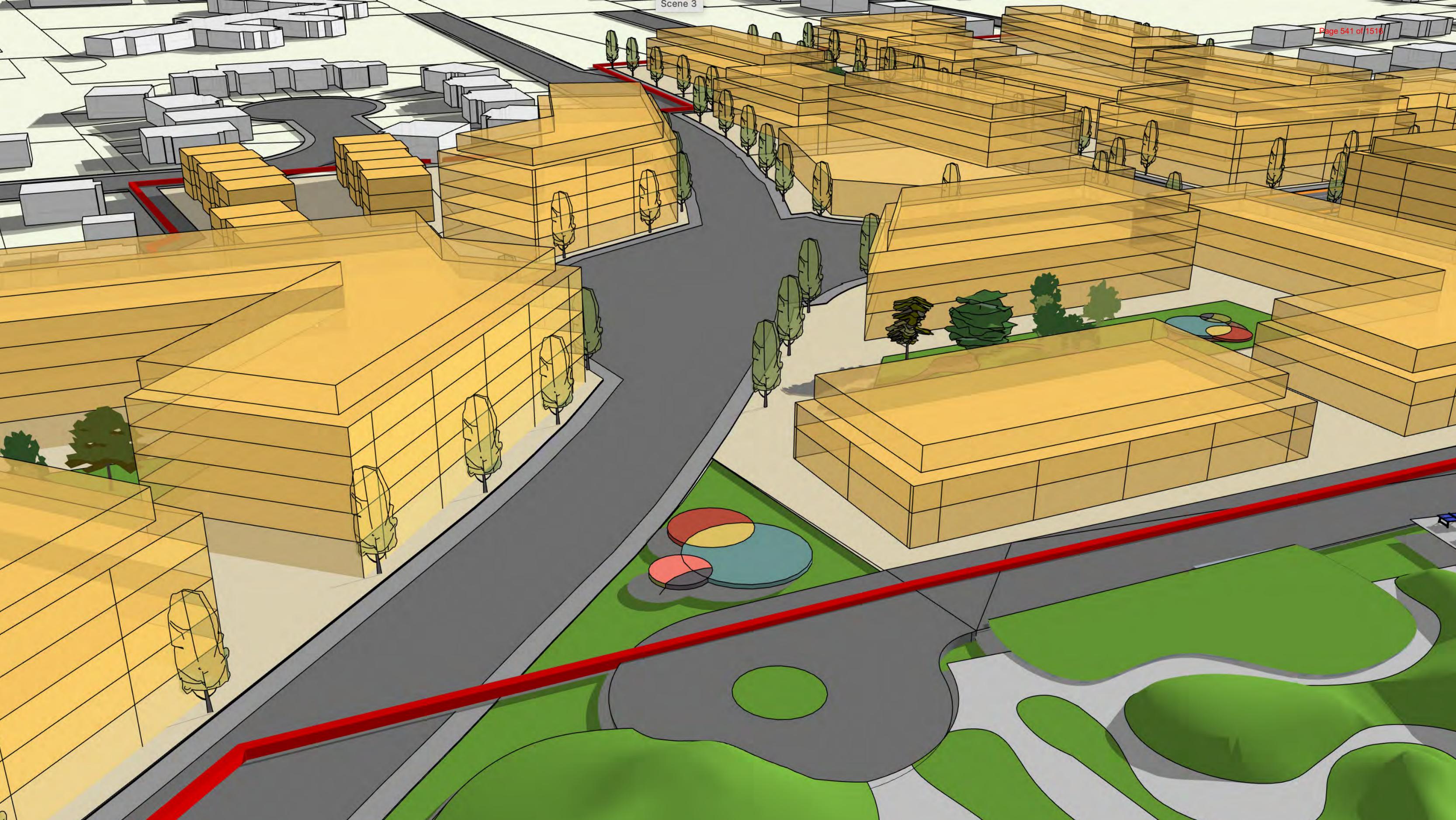


# Urban Design Approach



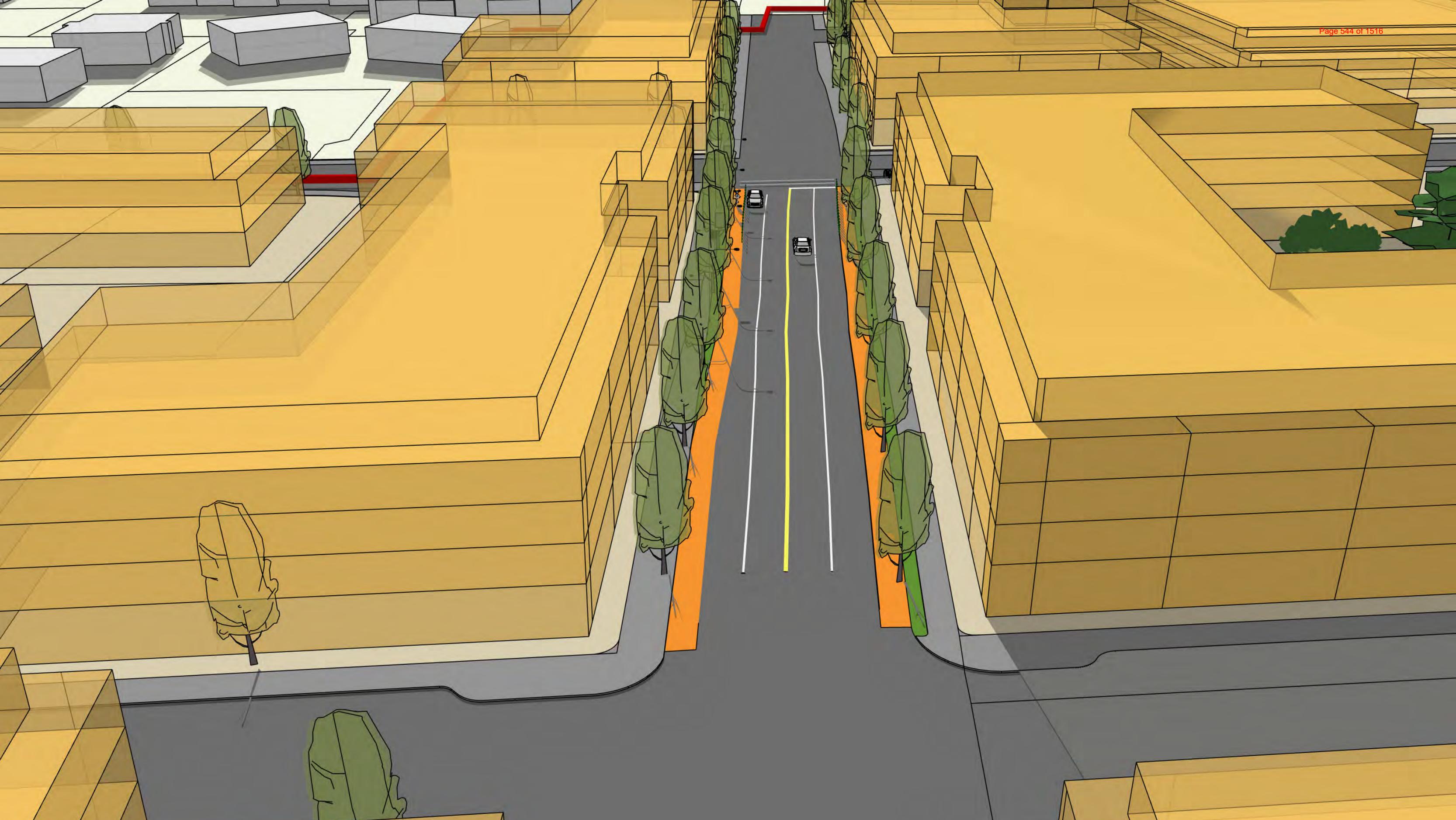


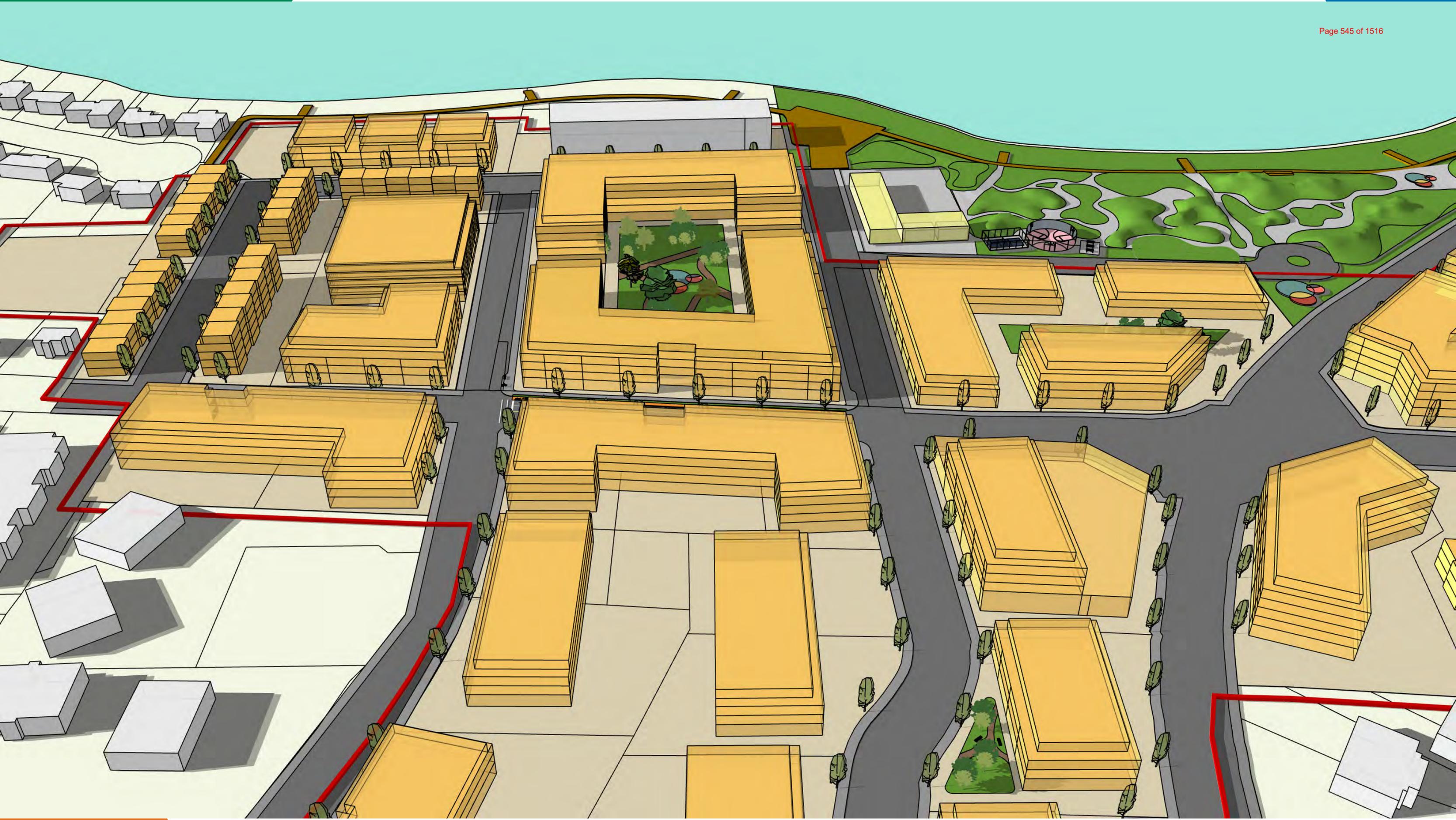














## 5 Questions to Consider

1. How can Stratford continue to grow while creating its identity in the downtown?
2. What challenges and opportunities exist for economic development and commercial investment in Stratford?
3. What areas of town should be targeted for economic growth and commercial and industrial activity?
4. What incentives and/or programs can be provided to attract businesses to the area?
5. 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?
6. What other potential planning tools should be explored for use in Stratford?
7. How can economic development and commercial areas be improved in tandem with the other discussion topics (e.g. transportation and culture and heritage)?



# Thank you!

# Questions?

[consultation@townofstratford.ca](mailto:consultation@townofstratford.ca)

<https://www.shape.townofstratford.ca/projects/official-plan>





*Imagine that!*

# STRATFORD OFFICIAL PLAN REVIEW

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## ISSUES & OPTIONS EMPLOYMENT LANDS & DEVELOPMENT

MARCH 2025

4/5

Discussion Paper 4/5 Employment Lands and Development

March, 2025

Town of Stratford Official Plan & Zoning and Development  
Bylaw Review

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This report was prepared by Upland Planning and Design

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# Introduction

The Town of Stratford has a diverse economy that has gone through many changes through its history. In its early days much of the town was utilized for agriculture and as a satellite community for Charlottetown. Today, Stratford retains its farming identity while also blossoming as its own economic hub, separate from the city across the river. The majority of Stratford's labour force today can be found in the retail trade, health care and social assistance, and public administration sectors. This document highlights the interconnections between Stratford's people, industries, and community to identify trends and opportunities within the town.

This discussion paper is the fourth in a series of five, which provides context for the Town of Stratford's economy and lays the context for discussions around its new Official Plan and Zoning and Development Bylaw. This paper reports on the current assets of the town, reflecting on the labour and employment rates that support the community. This discussion paper will also explore economic development more broadly, and what it means for towns such as Stratford. Finally, this report explores some of the planning tools that could be used to support Stratford's economy and commercial areas.



# Key Economic Trends and Issues

How has Stratford's economy evolved?  
What factors need to be considered when making planning decisions about the economy and commercial areas?



# Labour Force Trends

The demographic changes occurring at the national, provincial and local levels have significant impacts on the way people participate in the economy. As communities age, there is a greater number of individuals leaving the workforce compared to the number of young persons entering the job market.

The number of unemployed persons increased from 255 persons to 475 (a 86.3% increase) between 2011 and 2021 compared to a 8.5% decrease within the province. Over this same period, the number of employed persons in Stratford increased from 4,945 to 5,440 (+10.0%). The town also experienced a significant increase in its total working-age population (aged 15+). The town's population of individuals 15 years of age and over increased by 26.7%. With this in mind, the town is growing rapidly, but unemployment rates have also increased. In 2011, the unemployment rate was 5.2%, which has since jumped to 8.0% in 2021.

The information above would suggest that the increase in the number of working age individuals in Stratford has lead to higher competition for the jobs available in the area.



# Education Trends

Residents within the Town of Stratford are highly educated, with 70.6% of the working-age population possessing more than a high school certificate. This is substantially higher than the province, with 55.6%, and Queens County, with 62.4%, having more than a high school certificate. In total, Stratford has gone from 4,595 residents with a postsecondary degree, diploma, or certificate in 2011 to 6,165 in 2021.

The continued increase in education levels may be due to several factors. For one, there is a national and global shift from jobs in sectors including manufacturing, transportation, and warehousing among other jobs characterized by hands-on labour to employment in professional and administrative sectors. Another consideration is the affluence of the town's residents and the jobs that they hold, or have held.

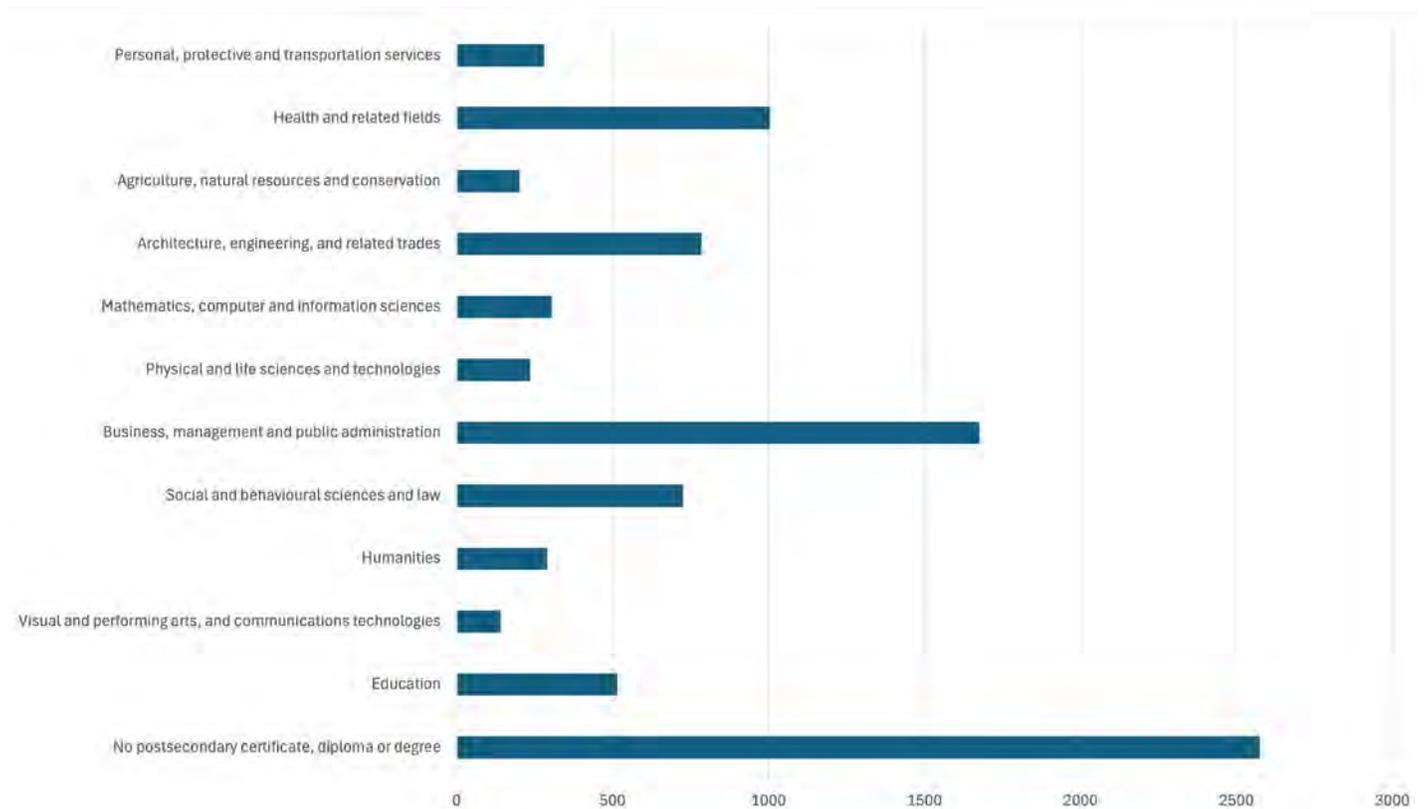


Figure 1: Major Field of Study (2021) - Classification of Instructional Programs.



# Commuting Trends

The majority of working residents in Stratford commute to a place of work outside of the town. As of 2021, only 16.2% of residents commuted within the town to get to work. This results in a significant portion of individuals traveling outside of Stratford to get to work. 75.9% of residents, commuted outside of Stratford but stayed within the region. Despite this high percentage, the number has dropped by 5.1% since 2016.

This indicates that there is a shift towards working within Stratford rather than traveling outside. Based on this, most locals are electing to live in the town and commute elsewhere for work. As Stratford has acted as a satellite town to Charlottetown for many years, this trend makes sense. It is likely that most residents of Stratford work in Charlottetown, and even Cornwall due to their close proximity to one another.



# Local Employment & Industry Trends

Using the North American Industry Classification System (NAICS) which looks at the type of industry individuals are employed in, it is possible to better understand the major industries of Stratford in comparison to the region and the province. Stratford has a relatively diverse workforce, not dominated by any one industry.

Retail trade, health care and social assistance, and public administration make comprise the three largest industries in Stratford. From 2011 to 2021 Health Care and Social Assistance saw a significant increase of 48.8% from 635 to 945. Perhaps the most significant jump, was the Agriculture, Forestry, Fishing, and Hunting industry, booming by 170%. This represents a jump 50 to 135, which is interesting given Stratford has been shifting more towards becoming an urban community, away from a rural/agriculture identity. As numbers have increased overall, the top three sectors remain the same as in 2011. This indicates that as Stratford is growing, its top industries are still thriving.

While numbers have increased in almost every sector from 2011 to 2021, some were not so lucky. Six industries saw a decrease in the number of workers. The largest drops were found in the Real Estate, Rental, and Leasing as well as the Information and Cultural industries. They dropped from 120 to 60, and 120 to 70, respectively. The other four industries, only decreased by a maximum of 30. As previously mentioned, with Stratford growing rapidly, the decline in the real estate sector does not correlate with that trend.



Industry Sectors - NAICS	Total	% of Total
Agriculture, forestry, fishing and hunting	135	2.3%
Mining, quarrying, and oil and gas extraction	20	0.3%
Utilities	30	0.5%
Construction	325	5.5%
Manufacturing	285	4.8%
Wholesale trade	75	1.3%
Retail trade	705	11.9%
Transportation and warehousing	170	2.9%
Information and cultural industries	70	1.2%
Finance and insurance	190	3.2%
Real estate and rental and leasing	60	1.0%
Professional, scientific and technical services	510	8.6%
Management of companies and enterprises	15	0.3%
Administrative and support, waste management and remediation services	210	3.6%
Educational services	565	9.6%
Health care and social assistance	945	16.0%
Arts, entertainment and recreation	120	2.0%
Accommodation and food services	330	5.6%
Other services (except public administration)	230	3.9%
Public administration	835	14.1%
<b>Total</b>	<b>5,915</b>	<b>100%</b>



# Global and Regional Economic Trends

According to the 2024 iteration of the World Economic Situation and Prospects Report prepared by the United Nations, global GDP is expected to slow from the current 2.7% to approximately 2.4% in 2024. As the previous few years, this number is expected to remain lower than the pre-pandemic growth rate of 3.0%.

In Canada, the number is expected to be even lower, with a projection of 0.6% of economic growth in 2024. As outlined in the report, this slowing growth rate can be linked to factors such as weak residential investment, softening labour market, and environmental disasters.

Environmental disasters such as the 2023 wildfires that heavily impacted Canada, and to a lesser extent PEI, have been linked to a drop in GDP in the country. Losses in agriculture, tourism, mining and quarrying can all be attributed in some way to wildfires. Statistically, it is estimated that GDP growth in the third quarter of 2023 was cut by 0.3-0.6 percentage points due to these wildfires. Events caused by climate change are expected to continue and worsen in coming years, which could put further constraints on the provincial economy.



# Economic Development in Prince Edward Island

PEI has approximately 126,895 residents over the age of 15 as of 2021. Of these, roughly 83,500 were employed in April of 2024, whether full-time or part-time, with 6,625 unemployed and looking for work.

Focusing on GDP, PEI's increased overall by 2.2% in 2023. This was the second largest increase, percentage-wise, behind Nunavut. The services-producing and goods-producing industries improved by 0.2% and 3.0%, respectively. The largest increases were seen in the Engineering Construction (21.5%) and Chemical Manufacturing (16.4%) industries. On the other side, the Residential Construction Industry decreased by 15.5%. This is alarming as like many provinces, PEI is in significant need of more housing. Moreover, the Non-Residential Construction industry also decreased by 8.9%.

Looking at services, the largest increases can be seen in Arts, Entertainment and Recreation (13.0%) and Accommodation and Food Services (5.4%). This can likely be attributed to the strong tourism industry within the province. Over the last five years, PEI has seen a dip in their Management of Companies and Enterprises service, this continued in 2023, with a decline of 32.7%.

Tourism remains a significant asset to the provincial economy. In the third quarter of 2023, non-resident visitor spending in PEI hit \$91.1 million. This is the highest number on record since data tracking began in 2018.



# Commercial and Industrial Areas

The Town of Stratford has several areas specifically identified for economic activity, each with zoning intended to accommodate a range of commercial and/or industrial activities. The map on the following page shows these existing major commercial and industrial zones.

## **Kinlock-Jubilee Road Intersection**

One of the most prominent commercial developments in Stratford can be found along the highway. Along this highway, at the intersection of Kinlock Road and Jubilee Road, exists a large commercial area. Uses in this area to the south include grocery stores, restaurants, pharmacies, recreation facilities, and various other retail stores. This area also includes Stratford's only bank, a credit union. To the north of the highway, there is a gas station, restaurants, and more retail stores/space.

## **Waterfront Mixed-Use Zone**

Entering Stratford from the Hillsborough Bridge, one of the first things that is visible is the commercial node along the Trans-Canada Highway. Comprised of mainly restaurants, with some automobile services and small retail stores, this area acts as a commercial hub for residents and those coming into Stratford. This area has unlimited potential for public space, commercial growth, and becoming an ideal spot to visit in the town.

## **Mason Road Commercial Area**

Accompanied by its own zoning in the current Zoning and Development Bylaw, Mason Road contains several commercial and industrial uses. From a farm equipment dealership to concrete plant, this area contains a variety of uses. Zoning wise, the south side is mainly designated as Mason Road Commercial (MRC) while the north is zoned Business Park (M1).

## **Stratford Business Park**

To the east of the Mason Road Commercial Area, exists the Stratford Business Park. Having a Business Park (M2) zoning designation, the area has uses ranging from a child care centre to light industrial. With a handful of lots still undeveloped, this area is expected to continue to intensify over the coming years.



# Employment Lands Map



## EMPLOYMENT LANDS

- Employment Lands Zones
- - - Mixed-Use Rezoning Proposal



# Town Gateway

As part of the Stratford Plan Review, Town Staff are proposing to rezone a large selection of parcels along the Stratford & Hopeton Road, to a Mixed-Use Zone in order to facilitate fresh development. The proposed areas are currently a mixture of commercial and mixed-use zones that are not very efficient for the type of development the Town would like to see in a new Waterfront Gateway District.

The rezoning proposal is part of an initiative identified in the Town's Housing Accelerator Fund (HAF) agreement. HAF is part of the federal National Housing Strategy (NHS) incentivizes municipalities to make changes that will:

- Grow housing supply faster than their historical average
- Increase densification
- Speed-up approval times
- Tackle NIMBYism and establishing inclusionary zoning bylaws
- Encourage public transit-oriented development

This rezoning aims to, among other things:

- Create a welcoming town gateway and walkable neighbourhood adjacent to new waterfront park
- Encourage 4-7 storey mixed-use development, with the highest density at TCH/Hopetown & Stratford Rd intersection
- Decrease density towards low density neighbourhoods
- Have an active street-level with transparent ground floor retail and services
- Widen sidewalks with opportunities for landscaping, amenities, and patios

This project will create a number of benefits for the community such as addressing housing shortages, increasing the commercial and residential tax base, and a general improved utilization of land. This is accomplished by growing up rather than growing out, and utilizing infrastructure and services in a sustainable manner.



# Waterfront Park

The Town of Stratford recently released their Waterfront Park & Gateway Conceptual Design for the waterfront. The first phase of implementation, a new boardwalk, look-off areas and the Michael Thomas Park and Trail, were immediately initiated after the plan's completion in 2021.

Stratford is advancing its future Gateway, and the waterfront had reached a major milestone in this process: the sewage lagoon had been removed, creating opportunity for a new gateway image of the Town of Stratford.

The Town seized this unique opportunity to make the waterfront area clearly distinguishable from Charlottetown's counterpart and juxtapose it against the historic setting across the harbour. On the blank canvas of the newly freed up prime waterfront land, an innovative public space will not only be enjoyed by Stratford residents, but will also attract visitors and tourists that would normally drive through the town.



# Economic Development Case Studies

## 1 Halifax Waterfront, Halifax NS

Beginning in 1976, the Waterfront Development Corporation was established to protect and develop the Halifax Waterfront. Today, Build Nova Scotia has inherited this objective and has created one of the most successful waterfronts in the world. Through having a designated team to consistently improve the area, the waterfront has become a significant spot for social, recreation, and cultural events in the city. The location has also become a hotspot for local businesses. From food vendors to entertainment venues, the waterfront has stimulated Halifax's economy.



## 2 Boyce Farmers Market, Fredericton NB

With over 200 vendors from across New Brunswick congregating every Saturday, the Fredericton Boyce Farmers Market has become a staple within the city. Owned by the provincial government, and leased to the City, the market provides space for farmers, artisans, and more to sell goods. Additionally, it draws people to the downtown core, where surrounding commercial enterprises can be visited. A similar market approach could be taken in Stratford, given its expansive agricultural identity, perhaps utilizing the revitalized waterfront space.



# Options

What tools could be utilized in Stratford to help support the economy and commercial development?



# Permitted Uses Review

This section explores some of the planning tools that could potentially be used within Stratford to support economic development and commercial investment. 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?**

The existing Zoning and Development Bylaw outlines the types of uses that are permitted in each zone. The various commercial areas in town have a range of permitted uses intended to support their specific character and role in the overall economic framework of the Town.

## **How Does It Help?**

Reviewing the uses permitted in each commercial zone ensures that the activities that can and should be occurring in those areas have the ability to do so, while activities that would cause conflict or would draw business away from other areas of town are not permitted.

## **What Would Need to Change?**

Tweaks to the permitted uses in each zone could ensure the Town is best supporting commercial opportunities.



# Commercial and Mixed-Use Infill

## What Is It?

Stratford's land area has a significant amount of unrealized potential, so the large-scale expansion of commercial areas is possible without infringing on existing residential neighbourhoods. Commercial infill seeks to “fill in” underutilized land in areas where commercial activity is already happening.

## How Does It Help?

In addition to avoiding conflict with existing residential neighbourhoods, commercial infill development uses existing infrastructure rather than requiring the expansion of infrastructure. Furthermore, increasing the concentration of commercial activity in an area can help create a “destination” where customers can meet a variety of needs. Finally, commercial infill development helps improve the attractiveness of the community by “activating” vacant land.

## What Would Need to Change?

Building new commercial buildings can be expensive, especially in the context of urban centres where the physical constraints of small lots make development challenging. Some measures that could be explored in the Land Use By-law for increasing the financial viability of infill projects in commercial areas include:

- Increasing maximum permitted building height (currently 10.5 metres in the C1 Zone and the C-2 Zone);
- Reducing or removing the restrictions on upper floor residential development in the C-1 Zone;
- A new Mixed-Use Zone for the Town Gateway; and
- Reducing the requirement for residential parking in commercial zones.



# Industrial Expansion

## **What Is It?**

Identifying additional lands where industrial activities would be permitted.

## **How Does It Help?**

The Town's current business park still has a few vacant lots available for development, however, it is constrained with primarily residential zoning surrounding it. Identifying new areas for industrial zoning would ensure new industrial activities that are not suited to be located near residential neighbourhoods could continue to find a place to operate in Stratford.

## **What Would Need to Change?**

New lands suitable for industrial purposes would need to be identified and zoned that way. Alternatively, existing areas that allow for some industrial activity could be re-zoned to allow an expanded range of industrial uses.

In considering new industrial areas some key factors would include access to transportation networks, large enough parcels of land, potential environmental impacts, and potential land use conflicts with surrounding areas.



# Home Occupations

## What Is It?

Small-scale commercial operations run out of the proprietor's home. In some cases it may also occur in an accessory building (e.g. a garage) on the same property as the home. The current Zoning and Development Bylaw regulates these under 8.29 "Home Occupations" in residential zones.

## How Does It Help?

Home occupations can act as an incubator for small businesses, allowing the owner to start small with minimal overhead. These businesses benefit from the owner already having the space. Home occupations can also provide economic activities for those who have barriers to traditional employment, such as stay-at-home parents or those with mobility challenges.

## What Would Need to Change?

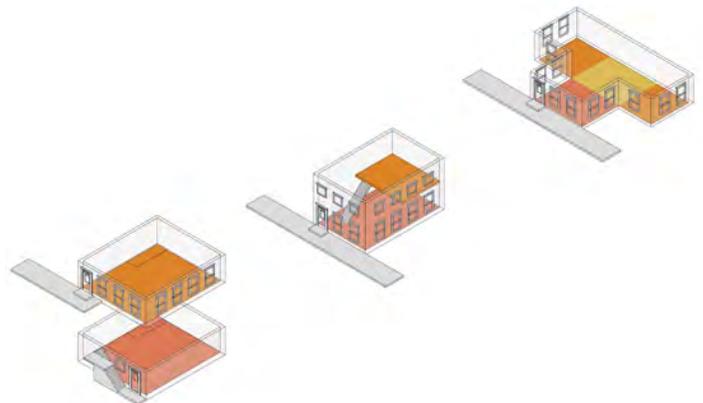
The current Zoning and Development Bylaw allows a limited range of uses to occur as home occupations:

- Business and professional offices that offer services provided by lawyers, architects, accountants, bookkeeper, tax consultants, realtors, insurance agents, or travel agents;
- Occupations and businesses that create or offer for sale arts and crafts, weavings, paintings, and sculptures; or repair garden or household ornaments, personal effects, clothing, or toys;
- Hairdressing or beautician salons or barbershops limited to two chairs;
- Photography studios;
- Home-Based Child Care Centres;
- Home offices, clerical, computer and/or telephone services;

- Desktop publishers, website designs, software developers, mail order
- Catalogue sellers, writers, and editors;
- Dressmakers, seamstresses, and tailors;
- Small appliances, electronic devices, or computer repairs;
- Interior decorator; and
- Appointment based businesses shall not exceed two (2) clients at any one time.

This list could be expanded to allow a wider range of activities as home occupations. However, care must also be taken to ensure such businesses do not undercut established commercial areas or conflict with the residential context.

The Zoning and Development Bylaw could also encourage or require live-work units on the ground floor of multi-unit (apartment) developments. These units are designed from the outset to provide appropriate space for home occupations to occur. For example, the main room accessed from the front door may be designed to provide office or personal service space, separated from the living areas in the rest of the unit.



# Discussion

How should the updated planning documents approach the economy and commercial areas?



# Questions to Consider

This report has explored some of the data and key trends related to employment and development in the Town of Stratford. It will be used to help inform discussion around how the new planning documents can help address economic viability, the waterfront gateway, other commercial areas, and more. In preparation for those discussions, we encourage you to consider the following questions:

1. How can Stratford continue to grow while creating its identity in the various commercial areas?
2. What challenges and opportunities exist for economic development and commercial investment in Stratford?
3. What areas of town should be targeted for economic growth and commercial and industrial activity?
4. What incentives and/or programs can be provided to attract businesses to the area?
5. 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?
6. What other potential planning tools should be explored for use in Stratford?
7. How can economic development and commercial areas be improved in tandem with the other discussion topics (e.g. transportation and culture and heritage)?



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# Proposed Waterfront Rezoning

## About the Project

As part of Stratford's Official Plan and Zoning & Development Bylaw Review, the Town of Stratford is proposing to rezone a large selection of parcels along the Stratford & Hopeton Road, to a **Mixed-Use Zone** in order to facilitate fresh development. The proposed areas are currently a mixture of commercial and mixed-use zones that are not very efficient for the type of development we would like to see in a key commercial area as you enter Stratford from the west.

## 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@townofstratfo](mailto:scarnall@townofstratfo)

(<mailto:scarnall@townofstratf>)

## Document library

### Official Plan

<https://www.shape.townofshelburne.ca/content/uploads/2024/09/2024-09-20-Official-Plan-Merged-Doc1-compressed.pdf>

### Zoning and Development Bylaw

<https://www.shape.townofshelburne.ca/content/uploads/2024/09/2024-09-20-Zoning-and-Development-Bylaw-45-April-2024-compressed.pdf>

### Draft - Proposed Official Plan Amendments

<https://www.shape.townofshelburne.ca/content/uploads/2025/07/2025-07-16-Draft-Proposed-Official-Plan-Amendments-Review-Waterfront-Gateway-OP-DRAFT-2025.06.23.pdf>

### Draft - Proposed Zoning & Development Bylaw Amendments

<https://www.shape.townofshelburne.ca/content/uploads/2025/07/2025-07-16-Draft-Proposed-Zoning-Development-Bylaw-Amendments-Review-Waterfront-Gateway-ZDB-DRAFT-2025.06.23.pdf>

### Presentation - Stratford Waterfront Rezoning

<https://www.shape.townofshelburne.ca/content/uploads/2025/07/2025-07-16-Stratford-Waterfront-Rezoning-Presentation-21.pdf>



Zoning map

## Proposed Amendment

This proposed above amendment envisions a mixed-use neighbourhood that provides a comprehensive range of residential, retail, restaurant, and commercial employment uses anchored by the amenity of the public waterfront spaces. Development of the waterfront should achieve the following land use outcomes:

- Development along Stratford Road, the Trans-Canada Highway, and Hopeton Road will include ground floor retail and restaurant spaces to encourage vibrant, pedestrian-focused streetscapes.
- Promote a mix of residential and commercial development throughout the Stratford Waterfront.
- Development of community-focused institutional spaces will be encouraged in the Bunbury Road/Hopeton Road corner.
- Prohibition of new drive-thrus.
- Buildings of up to six (6) stories in height.



[\(https://www.shape.townofstratford.ca/projects/proposed-waterfront-rezoning/view-from-bridge-2/\)](https://www.shape.townofstratford.ca/projects/proposed-waterfront-rezoning/view-from-bridge-2/)

### **The Zoning and Development Bylaw**

[\(https://www.shape.townofstratford.ca/wp-content/uploads/2024/09/Zoning-and-Development-Bylaw-45-April-2024-compressed.pdf\)](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.

## **So Why Now?**

The rezoning proposal is part of an initiative identified in the Town's Housing Accelerator Fund (HAF) agreement. HAF is a federally funded, application-based program and part of the Federal National Housing Strategy (NHS) which aims to increase the supply of market housing by incentivizing municipalities to make changes that will:

- Grow housing supply faster than their historical average
- Increase densification
- Speed-up approval times
- Tackle NIMBYism and establishing inclusionary zoning bylaws
- Encourage public transit-oriented development

## **Community Engagement**

**Updates**

Questions

Your Ideas

July 9, 2025

## Public Meeting

Join us on **July 21, 2025**, for an important community discussion on the proposed **Waterfront Rezoning**.

This meeting will cover updates to zoning plans that aim to unlock new opportunities for growth, access, and revitalization along our waterfront.

### Public Meeting

[Continue reading](#)

[Projects](https://www.shape.townofstratford.ca/projects/) (<https://www.shape.townofstratford.ca/projects/>)

[Build Your Town](https://www.shape.townofstratford.ca/modelling/) (<https://www.shape.townofstratford.ca/modelling/>)

[Data Insights](https://www.shape.townofstratford.ca/data-insights/) (<https://www.shape.townofstratford.ca/data-insights/>)

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Proposed Amendments to the Town of Stratford Zoning and Development Bylaw  
Regarding the Waterfront Gateway Area  
2025.06.23

**1. Add the following text in bold to Subsection 1.5.2:**

1.5.2 Notwithstanding Section 1.5.1. above, a Development Officer shall have the authority to approve or deny Development applications in the Core Mixed Use (CMU) Zone, **Waterfront Mixed Use (WMU) Zone**, and Urban Core (UC) Zone in accordance with Section 7.6., Site Plan Approval Process, in this Bylaw; excluding developments which require preliminary approval of subdivisions of greater than five (5) Lots or where the extension of water mains, sewer mains or Streets is required.

**2. Add the following text in bold to Subsection 7.6.1:**

7.6.1 All applications in the CMU, **WMU**, and UC Zones shall follow the site plan approval process and shall be accompanied by: [...]

**3. Delete Appendix 'D'**

**4. Add the following definition of STREETWALL WIDTH following the definition of STREETWALL SETBACK:**

**STREETWALL WIDTH** - means the total horizontal distance between the outermost edges of the streetwall facing a streetline.

**5. Replace Section 12.1 with the text and maps in Appendix A.**

**6. Amend the Zoning Map as illustrated in Appendix B.**

## Appendix 'A'

**12.1. WATERFRONT MIXED USE (WMU) ZONE****12.1.1. GENERAL**

Except as otherwise provided in this Bylaw, all buildings and parts thereof erected, placed, or altered, or any land used in a Waterfront Mixed Use (WMU) Zone shall conform with the provisions of this Section.

**12.1.2. PERMITTED USES**

Within a Waterfront Mixed Use (WMU) Zone, no building or part thereof and no land shall be used for purposes other than the following uses and uses accessory to the following uses, subject to the ground floor requirements of Subsection 12.1.3:

- i. Business and Professional Offices;
- ii. Child Care Centre;
- iii. Entertainment Establishment;
- iv. Financial Services;
- v. Health Clinics;
- vi. Hotels, Motels or other Tourist Establishments;
- vii. Institutional Uses;
- viii. Lounges;
- ix. Multiple Attached Dwellings;
- x. Nursing Home;
- xi. Parking Garages;
- xii. Parking Lots;
- xiii. Parks;
- xiv. Passive Recreation Uses;
- xv. Personal Service Shops;
- xvi. Restaurants;
- xvii. Retail Stores;
- xviii. Stacked Townhouse Dwellings; and
- xix. Townhouse Dwellings

**12.1.3. GROUND FLOOR USE REQUIREMENTS**

Where a lot line is identified on Map 12.1.1 as being a "Commercial Use Priority Lot Line" the ground floor of any building along that lot line shall not be used for dwelling units or for nursing home uses. For greater clarity, the ground floor of such buildings may be used for lobbies and amenity space accessory to upper floor dwelling units.

**Appendix 'A'****12.1.4. SERVICING**

All Development in a Waterfront Mixed Use (WMU) Zone shall be serviced by municipal sewer services and municipal water supply.

**12.1.5. SITE PLAN APPROVAL**

- (a) All applications for site plan approval shall follow the Site Plan Approval Submission requirements outlined in Section 7.6.
- (b) Applications that cannot meet the Site Plan Approval requirements of this Zone, or the Variances permitted through Section 6.1., can apply for a Development Agreement through Section 7.9 of this Bylaw.

**12.1.6. LOT REQUIREMENTS**

The following requirements shall apply to the creation of lots within in a Waterfront Mixed Use (WMU) Zone:

Requirement	Standard	
(a) Minimum Lot Area	200 sq. m (2,153 sq. ft.)	
(b) Minimum Lot Frontage	6.0 m (19 ft.) for interior townhouse units	7.5 m (25 ft.) for all other uses

**12.1.7. BUILDING SITING AND MASSING REQUIREMENTS**

The following requirements shall apply to all buildings within a Waterfront Mixed Use (WMU) Zone:

Requirement	Standard
(a) Minimum Yards	As illustrated on Map 12.1.2.
(b) Maximum Yards	As illustrated on Map 12.1.3.
(c) Minimum Building Height	As illustrated in Map 12.1.4.
(d) Maximum Building Height	As illustrated in Map 12.1.4.
(e) Minimum Streetwall Height	As illustrated in Map 12.1.5.
(f) Maximum Streetwall Height	As illustrated in Map 12.1.5.
(g) Minimum Ground Floor Height	4.0 m (13 ft.)
(h) Minimum Building Stepback Above the Streetwall	3.0 m (10 ft.)
(i) Maximum Building Width along Front Lot Lines	105 m (344 ft.)
(j) Maximum Building Width along Flanking Side Lot Lines	90 m (295 ft.)

## Appendix 'A'

### 12.1.8. NEW STREETS

- (a) Subject to modification and approval by the Town of Stratford, the PEI Department of Transportation and Infrastructure, and the Stratford Utility Corporation, new streets within the Waterfront Mixed Use (WMU) Zone shall conform to one of the cross-sections illustrated in Image 12.1.1.
- (b) Notwithstanding 12.1.7(a), where a street is constructed after the effective date of this section, the minimum yard from the streetline of that street shall be 3.0 metres.
- (c) Notwithstanding 12.1.7(b), where a street is constructed after the effective date of this section, the maximum yard from the streetline of that street shall be 4.5 metres.

### 12.1.9. PERMITTED ENCROACHMENTS

- (a) Eaves, gutters, down spouts, cornices and other similar features shall be permitted encroachments into a required setback or stepback to a maximum of 0.6 m (1.96 ft).
- (b) Balconies shall be permitted encroachments into a setback or stepback at or above the level of the second storey of a building, provided that the protrusion of the balcony is no greater than 2.0 m (6.5 ft) from the building face and the aggregate length of such balconies does not exceed 50% of the horizontal width of that building face.
- (c) Underground parking garages shall not be exempt from minimum front and flanking side yard setbacks provided any portion of the garage within the minimum setback does not protrude above the surface of the ground by more than 0.6 m.

### 12.1.10. STREETWALL EXEMPTIONS

- (a) Notwithstanding Subsection 12.1.7(b) and (h), on lots that have a maximum front and/or flanking side yard setback a maximum of 20% of the width of a building's streetwall may be set back to recess past the maximum front and/or flanking side yard, provided:
  - i. the maximum width of any individual such recess shall be 9.0 m (29 ft);
  - ii. the setback past the maximum front and/or flanking yard shall not exceed 3.0 m (9.8 ft); and
  - iii. the minimum building stepback above the streetwall shall be 0.0 m for the recessed segment(s) of the streetwall.
- (b) Notwithstanding Subsection 12.1.7(e) and (f), segments of the streetwall may exceed the maximum streetwall height by one (1) storey or be lower than the minimum streetwall height by one (1) storey, provided:
  - i. the maximum width of any one segment of streetwall exceeding the maximum streetwall height or lower than the minimum streetwall height shall be 9.0 m (29 ft); and
  - ii. the combined width of all streetwall segments exceeding the maximum streetwall height or lower than the minimum streetwall height shall not exceed 20% of the total streetwall width of the building.

## Appendix 'A'

### 12.1.11. BUILDING HEIGHT EXEMPTIONS

- (a) The maximum building height requirements in Subsection 12.1.7(d) shall not apply to a church spire, lightning rod, elevator enclosure, flag pole, antenna, HVAC equipment or enclosure of such equipment, skylight, chimney, landscape vegetation, clock tower, solar collector, guard rails, roof top cupola, parapet, cornices, eaves, stairwell, mechanical penthouse, or other similar features, provided that:
  - i. such features shall not be regularly accessible to building residents or tenants, except for stairwells and elevator enclosures providing access to outdoor rooftop amenity space; and
  - ii. the total of all such features shall occupy in the aggregate less 30% of the roof area of the roof of the building on which they are located.
- (b) The following features shall be stepped back a minimum of 2.0 m (6.5 ft) from the rooftop edge if they exceed the maximum building height:
  - i. guard rails unless they are constructed primarily of transparent glass;
  - ii. HVAC equipment;
  - iii. mechanical penthouses; and
  - iv. mechanical enclosures.

### 12.1.12. BUILDING DESIGN REQUIREMENTS

- (a) Buildings shall have a ground floor that differs in colour and texture of external materials compared to other floors or shall be articulated in the horizontal by at least two of the following:
  - i. A recess or protrusion in the building wall with a depth of at least 0.5 m (1.7 ft);
  - ii. A change in the building wall's height; or,
  - iii. A change in wall colour and material.
- (b) Pitch roofs are generally discouraged along lot lines identified on Map 12.1.1 as being a "Commercial Use Priority Lot Line", unless part of a distinct architectural style.
- (c) Green roofs and living walls are encouraged as a means of retaining storm water and to add to visual interest.

### 12.1.13. BUILDING ENTRANCES AND GLAZING

- (a) All main buildings shall have a minimum of one main entrance that faces the front lot line.
- (b) Within a Waterfront Mixed Use (WMU) Zone, where a lot line is identified on Map 12.1.1 as being a "Commercial Use Priority Lot Line" any building along that lot line shall have a main entrance a minimum of once every 27.0 m (88.5 ft).
- (c) Where a lot line is identified on Map 12.1.1 as being a "Commercial Use Priority Lot Line" the ground floor façade of any building along that lot line shall consist of a minimum of 50% (by wall area measured from finished floor to finished ceiling) transparent, non-reflective glazing.

**Appendix 'A'****12.1.14. RESIDENTIAL AMENITY SPACE**

Every multiple attached dwelling building shall provide a dedicated indoor amenity room with a floor area of no less than 50.0 sq.m (538 sq.ft).

**12.1.15. PARKING AND VEHICLE CIRCULATION**

- (a) Parking garages as a main use and parking lots as a main use shall only be permitted if they are within areas identified as "Parking as a Main Use" on Map 12.1.1.
- (b) Automobile parking shall not be permitted in any yard adjacent to a lot line identified on Map 12.1.1 as being a "Commercial Use Priority Lot Line.
- (c) Bicycle parking shall be provided consistent with the requirements of Subsection 12.5.12.
- (d) Circulation lanes and windows for the service of customers within their automobiles ("drive-thrus") shall not be permitted.
- (e) Parkades should be integrated within a structure. The exterior facade and site development of these structures should be sensitive to and complement the existing streetscape or the streetscape vision if no development has occurred along that street.
- (f) Underground parking is encouraged. Where underground parking is proposed, access to the facility should be located and/or designed to minimize the visual impact of the garage entrance from the street.

**Appendix 'A'****12.1.16. SIGNAGE**

- (a) Signage for residential buildings shall be low level and illuminated, indicating street address in discreet, graphic style. Signage should be closely related to the principal building entrance.
- (b) Signage for commercial buildings shall meet the following requirements:
  - i. Projecting signs shall not exceed 0.6 sq. m (6.4 sq. ft).
  - ii. Signs on the first storey shall not exceed 0.9 sq. m (9.7 sq. ft.).
  - iii. Signs on the second storey shall not exceed 1.1 sq. m (12.0 sq. ft.).
  - iv. Back-lit signs are not permitted, except to back light raised lettering signs only.
  - v. Signs shall have a minimum of 2.7 m (9.0 ft) of clearance between the surface of the ground and the bottom of the sign.
  - vi. No free-standing signs shall be permitted unless they are located within a front yard, are adequately integrated into landscaping plans, are ground mounted, and do not exceed 1.2 m (3.9 ft) in height and a maximum of 3.0 sq. m (32 sq. ft.).
  - vii. Signage should add diversity and interest to retail streets. Creative, artistic and contemporary signs that incorporate simplistic lettering are preferred.
  - viii. Signage shall be maintained regularly on an annual basis to ensure proper functionality and aesthetics.

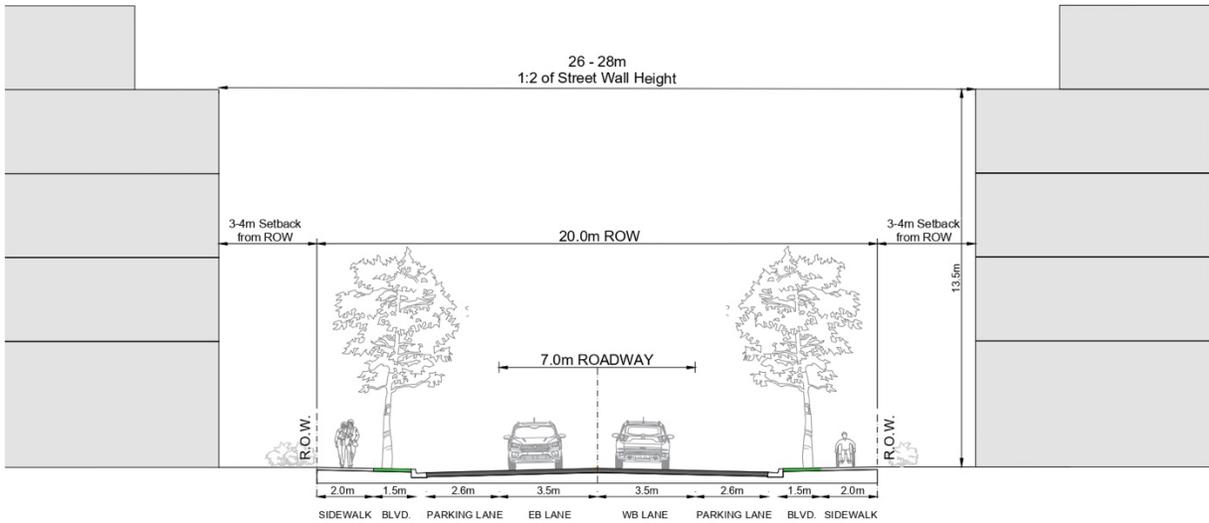
## Appendix 'A'

## 12.1.17. LANDSCAPING AND SITE DESIGN

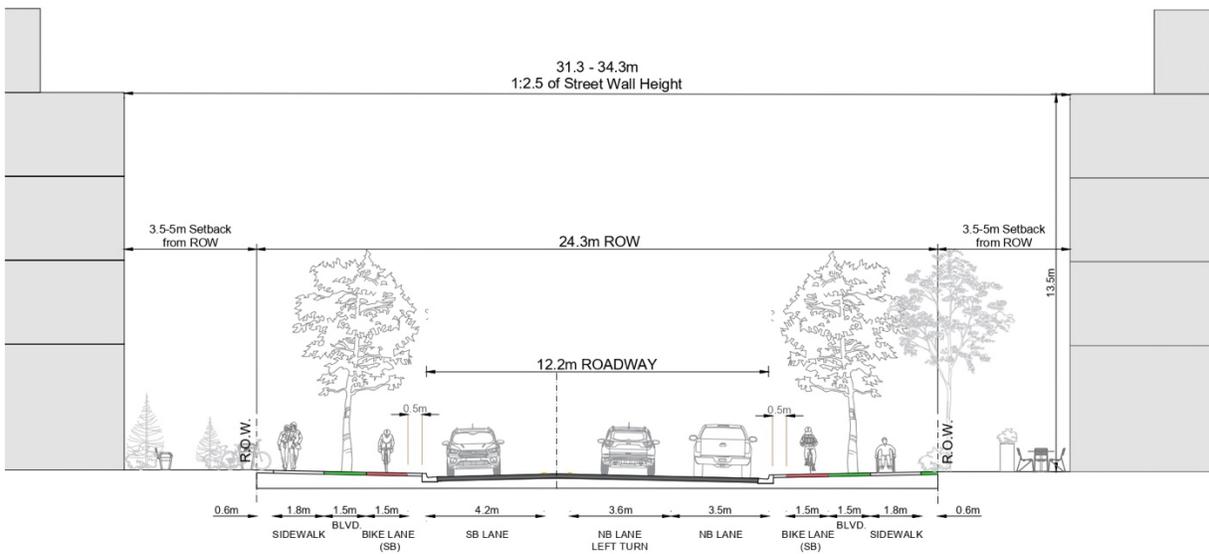
- (a) Where a multiple attached dwelling abuts an existing R1 or R2 Residential Zone, no existing trees greater than 100mm caliper shall be removed within 6.0 m (20 ft) of the boundary of the R1 or R2 Zone, unless in the sole discretion of the Development Officer a tree is deceased or is a risk to the health and safety of the public.
- (b) Solid waste storage shall not be located in the front yard or the flanking side yard, nor within any yard abutting an R1 or R2 Residential Zone.
- (c) Any exterior lighting or illuminated sign shall be so arranged as to deflect light away from adjacent R1 or R2 Zones and "Dark Sky Compliant".
- (d) A professionally prepared landscape plan shall be an integral part of the overall site design. The landscaping shall be maintained and replaced when necessary to ensure proper functionality and aesthetics:
  - i. enhance the pedestrian scale of the building;
  - ii. screen views of unsightly elements, such as utility boxes;
  - iii. soften hard edges visually;
  - iv. provide a transition between different use areas;
  - v. create an attractive aesthetic environment;
  - vi. create usable pedestrian areas;
  - vii. reduce energy consumption; and
  - viii. define specific areas and enhance architectural features.
- (e) Invasive or highly toxic plant species are prohibited as soft landscaping material. Native plants are preferred.
- (f) Site elements such as storage, shipping and loading areas, transformers and meters, bay doors, and garbage receptacles shall be visually screened from adjacent streets by vegetation or an opaque fence.
- (g) Garbage holding areas should be contained within buildings or, if adjacent to a building, be designed with adequate visual screening and pest prevention. In no case should large garbage containers be left exposed to the street.
- (h) All building entrances intended for the regular use by residents, tenants, or the public shall be safely connected to the nearest sidewalk or multi-use trail, or to the nearest road right-of-way in cases where neither a sidewalk nor multi-use trail is present, by a pedestrian pathway that is:
  - i. a minimum of 1.5 m (5.0 ft) wide;
  - ii. surfaced with concrete, natural stone pavers, or interlocking concrete pavers; and
  - iii. protected from traffic by physical barriers (curbing, planters, etc.) or by a grade differential between the pathway and the parking lot of 127 mm to 178 mm, except for portions of the pedestrian pathway crossing approximately perpendicular to a drive aisle.

Appendix 'A'

IMAGE 12.1.1 – Waterfront Mixed Use (WMU) Zone Road Cross Sections



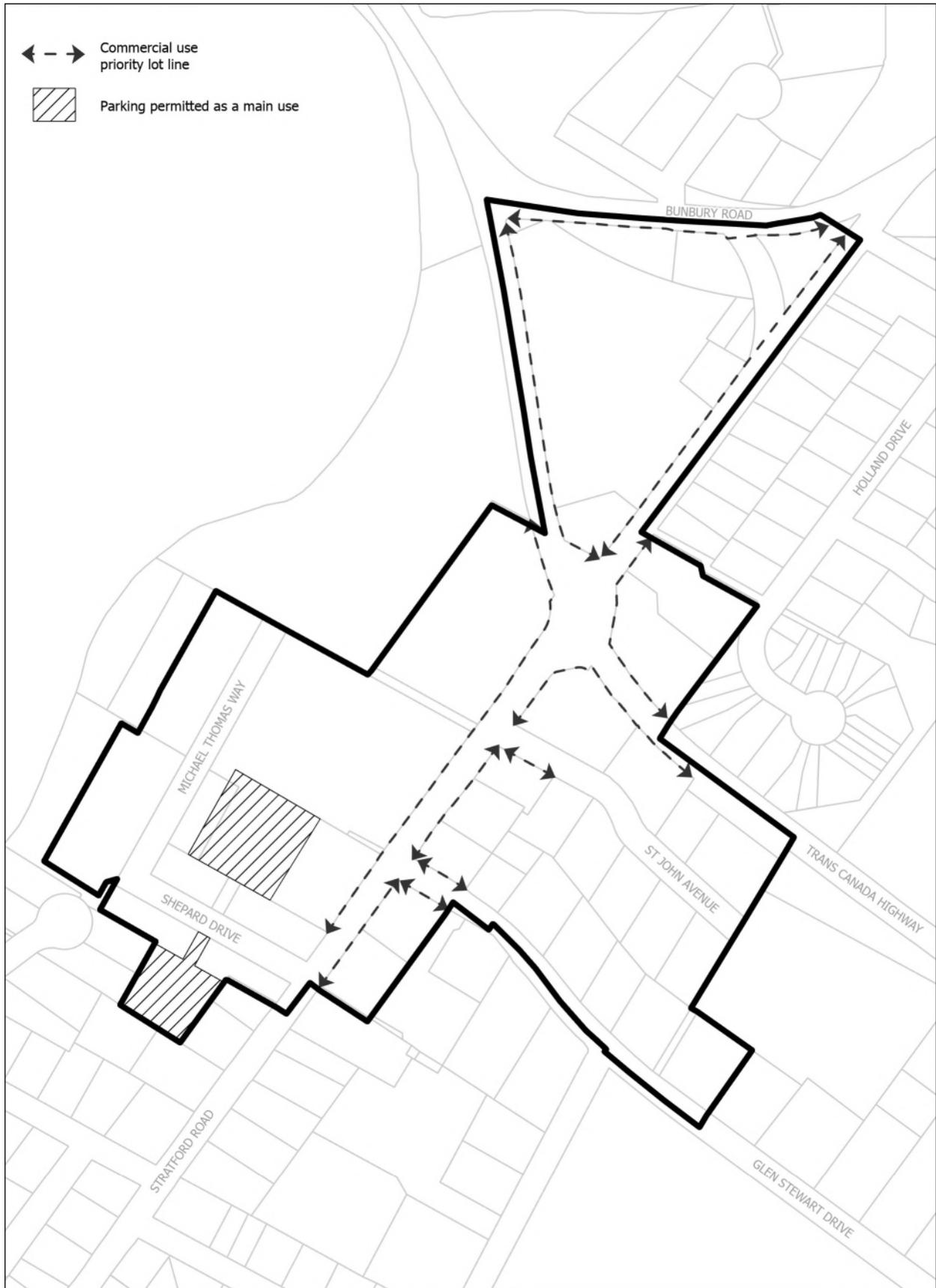
1 1:2 Ratio  
Cross Section – Stratford Road/Glen Stewart Drive  
SCALE: 1:150



2 1:2.5 Ratio  
Cross Section – Stratford Road/Michael Thomas Way  
SCALE: 1:150

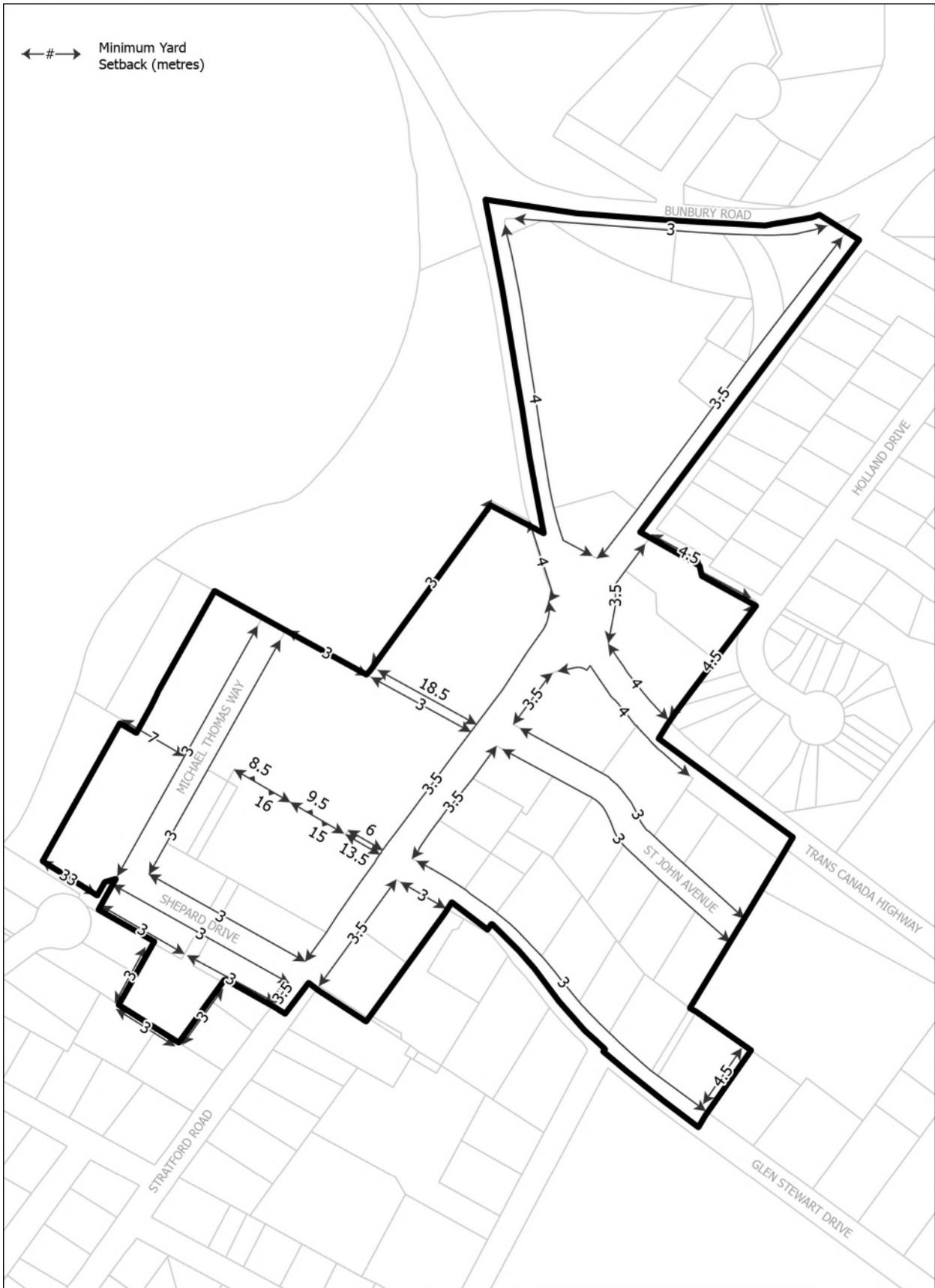
Appendix 'A'

MAP 12.1.1 – Waterfront Mixed Use (WMU) Zone Land Use Priority Areas



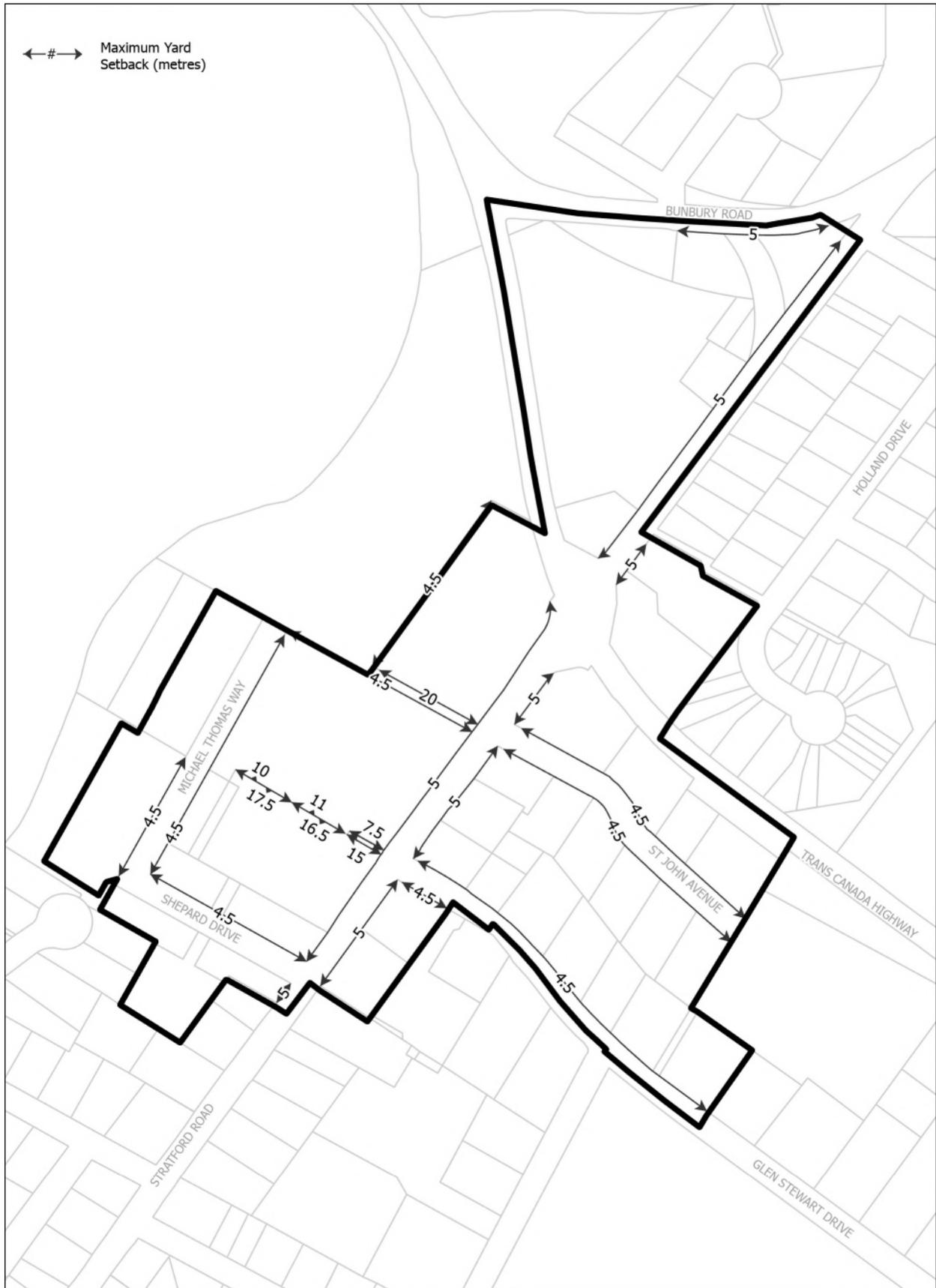
Appendix 'A'

MAP 12.1.2 – Waterfront Mixed Use (WMU) Zone Minimum Yard Requirements



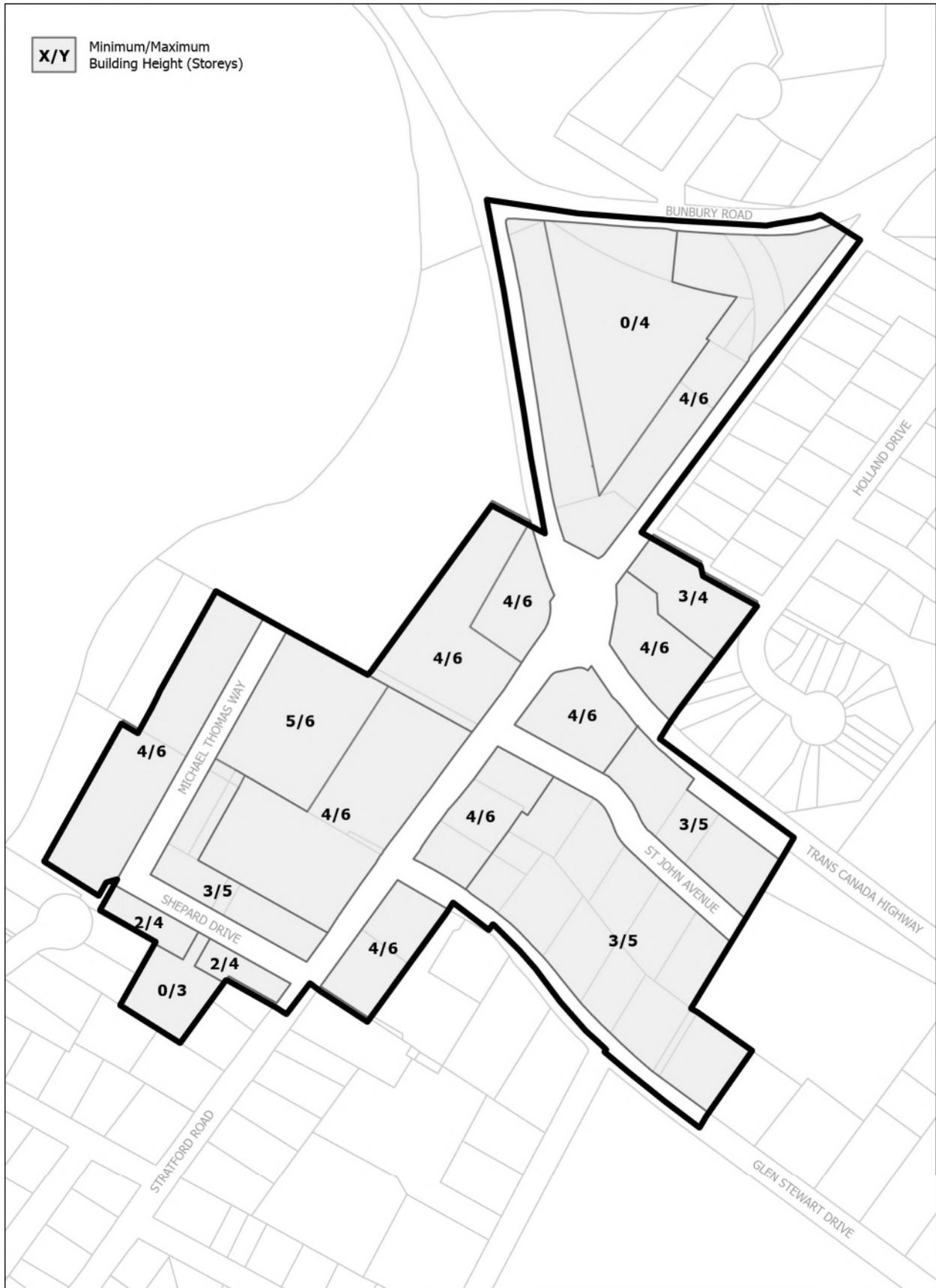
Appendix 'A'

MAP 12.1.3 – Waterfront Mixed Use (WMU) Zone Maximum Yard Requirements



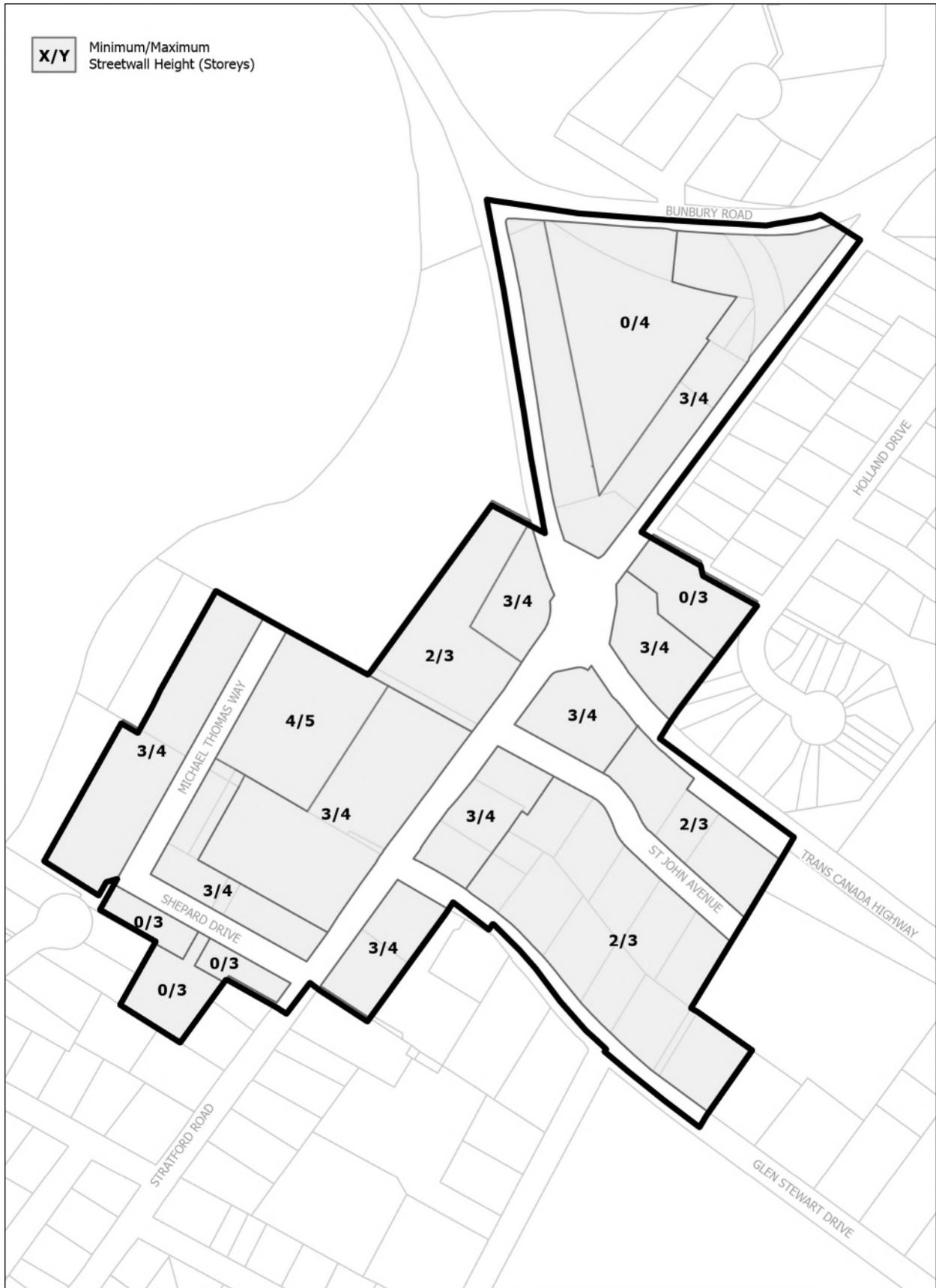
Appendix 'A'

MAP 12.1.4 – Waterfront Mixed Use (WMU) Zone Building Heights



Appendix 'A'

MAP 12.1.4 – Waterfront Mixed Use (WMU) Zone Streetwall Height



Appendix 'B'



Proposed Amendments to the Town of Stratford Official Plan  
Regarding the Waterfront Gateway Area  
2025.06.23

- 1. Replace Chapter 2 of the Core Area Subsidiary Official Plan with the text in Appendix A.**
- 2. Amend the General Land Use Plan of the Core Area Subsidiary Official Plan as illustrated in Appendix B.**
- 3. Amend the Town of Stratford Land Use Map as illustrated in Appendix C.**

## Appendix 'A'

## Chapter 2: Waterfront Gateway Area

The Core Area Subsidiary Plan as adopted in 2008 included extensive guidance for development at the main gateway to Stratford: the intersection of the Trans-Canada Highway and Stratford Road. Since that time, many aspects of the initial vision have been carried out, including the removal of the sewage lagoons and the development and implementation of a plan for public spaces along the waterfront. However, development of the privately-owned lands has lagged.

In 2024, the Town was successful in its application under the Housing Accelerator Fund administered by the Canadian Mortgage and Housing Corporation. One of the key initiatives of the Town's application was the implementation of mixed-use zoning in areas that were previously dedicated to commercial purposes. This included much of the Waterfront Gateway lands. In 2025, Council updated this Chapter to reflect the work completed along the waterfront to date, the new land use framework under the Housing Accelerator Fund work, and an evolving understanding of the role of Stratford's Waterfront Gateway in the overall vision and functioning of the Town.

### 2.1 Vision

Over the life of this Plan, the vibrant waterfront of Stratford has become a destination for island residents, tourists and small business. Either arriving across the Hillsborough Bridge from Charlottetown or east along Trans-Canada Highway (TCH), a clearly demarcated landscape gateway welcomes visitors to Stratford. Visitors and residents will know they have entered Stratford as unique architectural markers will be located at the boundaries and special signage, lighting, and streetscape elements will reinforce the Waterfront Gateway of Stratford as a special place to visit.

Secondary entry points along Stratford Road and the TCH will have specially designed, but subtle gateways. The Waterfront Gateway will be connected to outlying communities by a linked system of greenway trails. A waterfront trail will link the downtown to the Hillsborough Bridge, through the major TCH gateway and on to Robert Cotton Park. The existing municipal parks will be linked by a series of trails and two new parks, the urban waterfront park and another at the site of the old sewage lagoon site, creating ample open space for recreational activities and relaxation in the waterfront area.

Stratford will be perceived positively as a truly Canadian small town with its award-winning architecture and streetscapes, accessible and attractive downtown venues, parks and other open spaces containing playgrounds and works of public art, pedestrian-friendly streets, and theme signage and lighting. The signage will reflect Stratford's rich heritage, specifically its history as a centre of agriculture and pay tribute to the previous villages that combined to form Stratford. Sidewalks covered by a tree lined canopy complete the dynamic, vibrant streetscape that is complimented by theme lighting, colourful banners, and seating and street furniture that reflect the Maritime heritage of Stratford.

Most importantly, there will be vitality and activity on the waterfront and a sense of place for the people of Stratford. People of all ages and types will be able to shop, dine, and even work in the same town where they live. At its completion, the Waterfront Gateway will be transformed into a source of community pride and will be readily identifiable as 'Stratford'.

## Appendix 'A'

### 2.2 Land Use Plan

Stratford's Waterfront Gateway is envisioned as a mixed-use neighbourhood that provides a comprehensive range of residential, retail, restaurant, and commercial employment uses anchored by the amenity of the waterfront public spaces. In particular, development of the Waterfront Gateway should achieve the following land use outcomes:

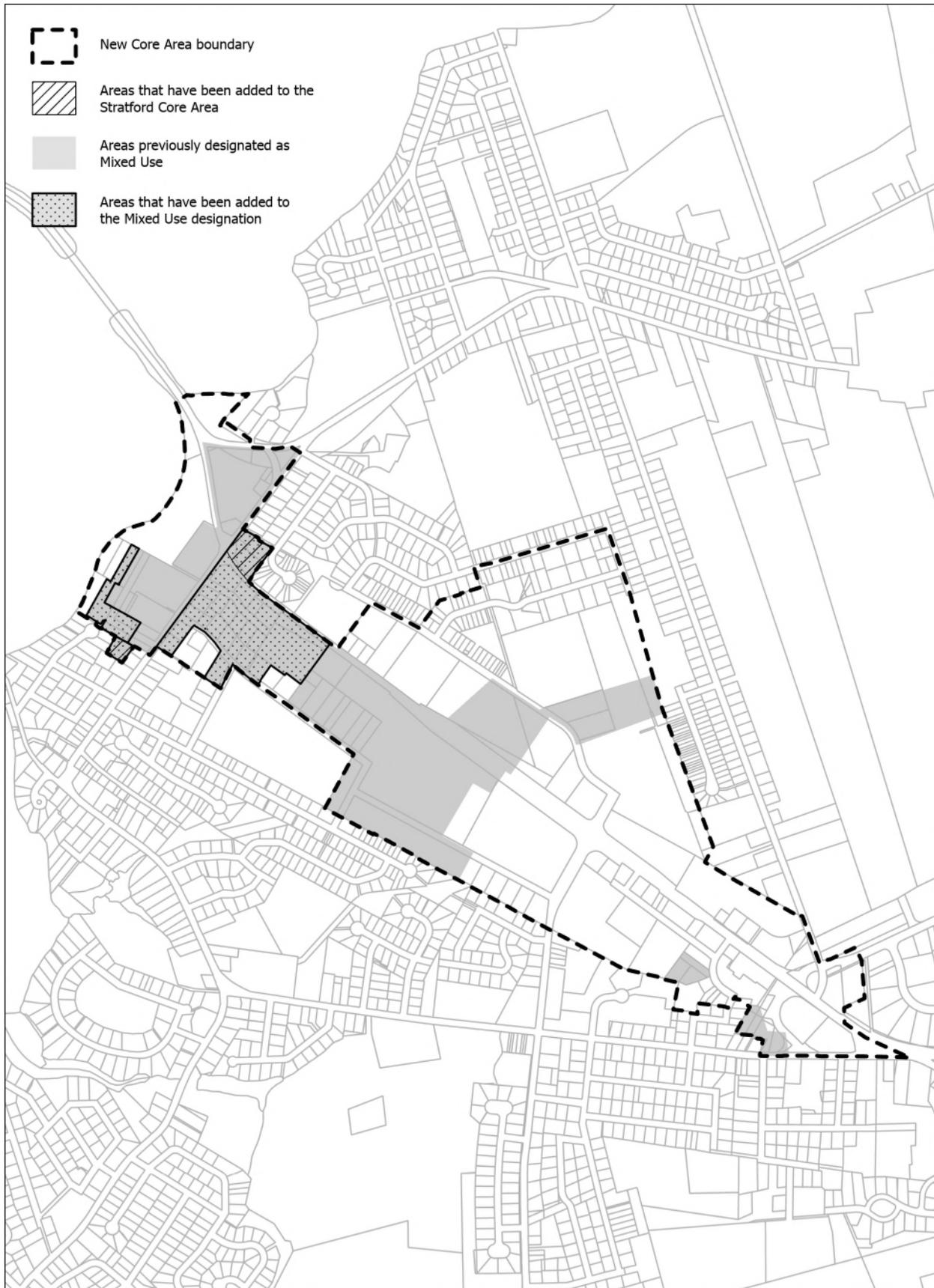
- Development along Stratford Road, the Trans-Canada Highway, and Bunbury Road should include ground floor retail and restaurant spaces to encourage vibrant, pedestrian-focused streetscapes.
- While a mix of residential and commercial development is permitted within all areas of the Waterfront Gateway, any standalone commercial development should be encouraged to locate along the Trans-Canada Highway.
- Development of community-focused institutional space should be encouraged in the triangular area south of Bunbury Road.
- Drive-thrus should be prohibited.

### 2.3 Design Guidelines

The following general design guidelines have been assembled to direct the appropriate form of development in the Waterfront Gateway.

- Building heights should range from four to six stories, with buildings stepping down to a range of two to three stories as a transition to existing lower-density residential areas.
- Buildings taller than four storeys should be stepped back above the fourth storey to maintain a comfortable pedestrian experience in front of the building.
- Buildings should be located close to street lot lines to establish a strong "streetwall", with some space between the street lot line and the building façade to provide room for activities such as café seating.
- Buildings should be set back from lot lines shared with areas outside of the Waterfront Gateway but should otherwise be encouraged to have minimal to no setback from internal (side and rear) lot lines.
- The ground floor of buildings along key commercial streets should have frequent entrances and a high proportion of glazing.
- Roofs along key commercial streets should be flat unless the roof forms part of a distinct architectural style.
- Buildings adjacent to existing lower-density residential neighbourhoods should—regardless of the use—have the outward appearance of town houses, including frequent entrances and visual distinction between narrow "units".
- Underground parking is encouraged. Surface parking should be located in side or rear yards except where the existing configuration of streets makes this infeasible.
- Solid waste areas, parking garage entrances, and mechanical equipment should be located, designed, and/or screened so as to limit the visual impact of these facilities.
- Landscaping designs should be professionally prepared and should provide a transition between different land use areas, enhance the pedestrian focus of the area, and provide visual amenity to the Waterfront Gateway.
- New roads and the reconstruction of existing roads should provide a "complete streets" approach with ample room for pedestrians, amenity space for plantings and urban design elements, and active transportation infrastructure.

# Appendix 'B'



Appendix 'C'



**STRATFORD TOWN COUNCIL**  
**Regular Monthly Meeting**  
**August 9, 2023**  
**4:30 p.m.**

**AGENDA**

Page

**1. CALL TO ORDER**

- a) We acknowledge the land upon which we gather is the unceded territory of the Mi'kmaq, and we pay our respects to the Indigenous Mi'kmaq People of this territory past, present, and future.

**2. DECLARATION OF CONFLICT OF INTEREST**

**3. APPROVAL OF AGENDA**

**4. MINUTES**

4 - 26

- a) Regular Monthly Meeting Minutes  
[Regular Council Minutes July 12, 2023](#)

**5. BUSINESS ARISING FROM THE MINUTES**

**6. PRESENTATIONS FROM THE FLOOR**

**7. MAYOR'S REPORT**

27

- a) Report  
[Mayor's Report](#)

**8. CHIEF ADMINISTRATIVE OFFICER**

28 - 29

- a) Report  
[CAO Memo July 2023 2](#)

**9. SAFETY SERVICES**

30 - 45

- a) Street Light Report  
 b) RCMP Report  
[RCMP Report](#)  
[RCMP Stats](#)  
[RCMP Monthly Report](#)

46

- c) Humane Society Report  
[Humane Society Report](#)

47

- d) Transit Report  
[Transit Graph July 2023](#)

48 - 50

- e) Fire Company Report  
[Cross Roads Fire Company Report](#)

**10. RECREATION CULTURE AND EVENTS**

51 - 52

- a) Report  
[2023 Recreation Culture Events Report - August 9, 2023](#)

53

- b) Resolution  
[Resolution - RC002-2023 Paving Project at Robert Cotton Park](#)

**11. FINANCE AND TECHNOLOGY**

- 54 a) Report  
[Finance Report August 2023 Council](#)
- 55 - 64 b) Financial Statements  
[Town Income Jun 2023 Updated 05-JUL-23](#)  
[Town Income Jul 2023 Updated 31-JUL-23](#)  
[Utility Income Jul 2023 Updated 01-Aug-23](#)

**12. PLANNING DEVELOPMENT AND HERITAGE**

- a) Report  
Minutes from the Planning Board Meeting held on August 7th, 2023 will be presented at the September Regular Council Meeting.
- For details on resolutions listed below, please see Planning Board Agenda Link.  
[PLANNING, DEVELOPMENT AND HERITAGE - 07 Aug 2023 - PDF](#)  
[PLANNING, DEVELOPMENT AND HERITAGE - 07 Aug 2023 - HTML](#)
- 65 - 70 b) Permit Summary  
[Building Type Summary - July 2023](#)  
[Building Permit Summary - July 2023](#)
- 71 - 79 c) Resolution PH020-2023 - DP084-23 - Kinlock EZ Storage Expansion - 7 MacKinnon Dr. - Special Permit Use  
[PH020-2023 - DP084-23 - Kinlock EZ Storage Expansion - 7 MacKinnon Dr - SPU](#)  
[12c-1 - Property Map - 15 MacKinnon Drive](#)  
[12c-2 - Site Plan & Building Plans for Building #3](#)  
[12c-3 - Site Photos](#)
- 80 - 83 d) Resolution PH021-2023 - SD002-23 - Donald & Pam Newcombe - 41 Keppoch & Picton Beete - Disposition of Assets  
[PH021-2023 - SD002-23 - Donald & Pam Newcombe - 41 Keppoch & Picton Beete - Disposition of Assets](#)  
[12d-1 - Property Map](#)  
[12d-2 - Survey Plan - Recieved 11.10.2022](#)  
[12d-3 - Market Value of Land For Purchase](#)
- 84 - 87 e) Resolution PH022-2023 - VA002-23 – Kreative Acres Corp – 25 Barkley Ave. - Lot Frontage Variance  
[PH022-2023 - VA002-23 – Kreative Acres Corp – 25 Barkley Ave. - Lot Frontage Variance](#)  
[12e-1 - Property Map - 25 Barkley Ave](#)  
[12e-2 - Survey Plan - Received 06.13.2023](#)
- 88 - 96 f) Resolution PH023-2023 - SD015-23 – Landfest Company Ltd. - Reddin Meadows – Major Subdivision  
[PH023-2023 - SD015-23 – Landfest Inc. - Reddin Meadows – Major Subdivision](#)  
[12f-1 - Landfest Company Ltd. \(Reddin Meadows\) - Masterplan July-21](#)  
[12f-2 - Feb. 24, 2023 - RZ001-21 - Landfest - Reddin Meadows - R1 to PURD w Development Scheme.doc](#)

Page

- 13. INFRASTRUCTURE**
- 97 - 98 a) Report  
[Infrastructure Memo August 9 2023](#)
- 99 - 100 b) Resolution  
[Resolution INC008-2023 Corish Sewer Foremain Extension](#)
- 14. COMMITTEE OF THE WHOLE**
- 101 - 102 a) Resolution CW014-2023 Housing Accelerator Fund  
[Resolution CW014-2023 - Housing Accelerator Fund](#)
- 15. SUSTAINABILITY**
- 103 - 104 a) Report  
[Sustainability Report - Aug. 3 2023](#)
- 16. INTERGOVERNMENTAL AFFAIRS AND ACCOUNTABILITY**
- a) Report
- 17. HUMAN RESOURCES**
- a) No Report
- 18. INQUIRIES BY MEMBERS OF COUNCIL**
- 19. OTHER COMMITTEES**
- 105 a) Stratford Seniors Complex  
[Seniors Report August 2023](#)
- 20. APPOINTMENTS TO THE COMMITTEES**
- 106 a) Resolution CW013-2023 Community Member Appointments  
[Resolution CW013-2023 Committee Member Appointments](#)
- 21. PROCLAMATIONS**
- 107 a) Arthritis Awareness Month September 23, 2023  
[Proclamation](#)
- 22. OTHER BUSINESS**
- 23. ADJOURNMENT**



# THE TOWN OF STRATFORD RESOLUTION

## CW014-2023 – Housing Accelerator Fund

Motion Carried \_\_\_\_\_  
Motion Lost \_\_\_\_\_  
Motion Withdrawn \_\_\_\_\_

Council Chambers  
Town Hall  
Aug 9, 2023

Committee \_\_\_\_\_  
Moved by Councillor \_\_\_\_\_  
Seconded by Councillor \_\_\_\_\_

Committee of the Whole  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**WHEREAS** the Town of Stratford is committed to addressing the housing crisis and ensuring that its residents have access to safe and attainable housing options; and

**WHEREAS** the Housing Accelerator Fund, established by the Canada Housing and Mortgage Corporation (CMHC), is a funding initiative designed to provide financial support and resources to municipalities in developing attainable housing projects; and

**WHEREAS** the Town Council recognizes the significance and potential impact of the Housing Accelerator Fund in meeting the housing needs of our community; and

**WHEREAS** the Town Council believes that collaborating with the CMHC through the Housing Accelerator Fund will enhance our ability to develop and implement sustainable housing projects; and

**WHEREAS** the Housing Accelerator Fund application process requires a Municipal Resolution expressing support and a commitment to collaboration from the local government.

*Whereas the seven proposed Housing Accelerator Fund Initiatives are as follows:*

1. Implement revisions to the Zoning Bylaw to rezone C1 & C2 parcels at major transportation nodes to a mixed-use zone (WMU, TCMU, CMU) in order to allow for residential development above existing or new commercial units.
2. Implement revisions to the Zoning Bylaw to remove the height limit and implement a minimum height and remove the minimum lot area requirement for multiple attached dwelling developments.
3. Establish a package of pre-approved design plans for missing middle and higher density developments, including townhouses and side-by-sides as well as accessory dwelling units when zoning permits.

4. Implement revisions to the Zoning Bylaw to permit Accessory Dwelling Units to be permitted on low density residential lots.
5. Implement an e-permit system to streamline applications, including revisions to current application processes and scheduling inspections.
6. Implement changes to the Zoning Bylaw to require a maximum lot area and reduce front setbacks for new single-family dwellings and semi-detached/duplex developments.
7. Remove application fees and expedite application timelines for proposed affordable and supportive housing development applications from NGO's and provincial entities.

*Be it resolved that:*

- Stratford Town Council hereby expresses its full support for the Housing Accelerator Fund and the goals it seeks to achieve in addressing the affordable housing crisis in our community;
- Town Council authorizes the Mayor/Chief Administrative Officer to submit an application to the Housing Accelerator Fund on behalf of the Town of Stratford, declaring our intent to collaborate with CMHC and actively work towards the development of attainable housing projects suitable for our community;
- Town Council commits to work closely with CMHC and other relevant agencies to identify suitable attainable housing projects, explore innovative financing mechanisms, and ensure the implementation of the Housing Accelerator Fund's attached initiatives;
- Town Council hereby acknowledges that, if selected, it will diligently adhere to the requirements, guidelines, and terms set forth by the Housing Accelerator Fund when utilizing funds for attainable housing development within our community.
- Town Council requires that all recommendations arising from the Housing Accelerator Fund will follow the due process before coming to Council.

***BE IT FURTHER RESOLVED*** that the Chief Administrative Officer is authorized and directed to transmit a certified copy of this resolution to CMHC, along with any other necessary documentation required for the Housing Accelerator Fund application.

***This resolution bears the recommendation of the Committee of the Whole based on an email poll sent out on August 3, 2023.***

TAB	DESCRIPTION	DATE
25	YouTube Recording - <a href="#">August 9, 2023 - Regular Council Meeting - Stratford, PEI</a>	August 9, 2023

**REGULAR COUNCIL MEETING**  
**August 9, 2023**  
**Unapproved Minutes**

**DATE:** August 9, 2023  
**TIME:** 4:30 p.m. – 7:28 p.m.  
**PLACE:** Council Chambers

**ATTENDANCE:** Deputy Mayor Steve Gallant; Councillors Jill Chandler; Gordie Cox; Jeff MacDonald; Ron Dowling; Jody Jackson; Jeremy Pierce, Deputy CAO and Director of Recreation, Culture and Events; Kim O’Connell, Director of Finance and Technology; Jeannie Gallant, Director of Infrastructure; Dale McKeigan, Acting Director of Planning; Wendy Watts, Community and Business Engagement Manager; Scott Carnall, Municipal Planning Navigator; Alexandra Brown, Data Manager; and Mary McAskill, Recording Clerk

**REGRETS:** Jeremy Crosby, CAO

**CHAIR:** Mayor Steve Ogden

**1. CALL TO ORDER**

Mayor Steve Ogden called the Regular Monthly Council Meeting to order at 4:30 p.m. and welcomed those in attendance and those viewing via social media.

Mayor Ogden took a moment to acknowledge the land upon which we gather is the unceded territory of the Mi’Kmaq people, and we pay our respects to the Indigenous Mi’Kmaq people of this territory past, present, and future.

**2. DECLARATIONS OF CONFLICT OF INTEREST**

Deputy Mayor Gallant stated that he will recuse himself for item number 13 f) Reddin Meadows Subdivision.

**3. APPROVAL OF THE AGENDA**

It was moved by Councillor Jeff MacDonald and seconded by Councillor Jody Jackson that the agenda be approved as circulated.

**4. PRESENTATIONS**

Nil

**5. ADOPTION OF THE MINUTES**

## REGULAR MONTHLY COUNCIL MINUTES AUGUST 9, 2023

It was moved by Councillor Jody Jackson and seconded by Deputy Mayor Steve Gallant that the regular monthly meeting minutes of July 12, 2023, be approved as circulated.

**6. BUSINESS ARISING FROM THE MINUTES**

Nil

**7. PRESENTATIONS FROM THE FLOOR**

Nil

**8. MAYOR'S REPORT**

The report was included in the agenda package for Council to review. Mayor Ogden reviewed his report as follows:

- Chaired the regular monthly meeting of Town Council and the Committee of the Whole Council
- Participated in the PEI Urban Mayors and CAO's meeting in Summerside
- Very honoured to participate, along with council and staff, in the flag raising ceremony to celebrate the 150<sup>th</sup> Anniversary of the RCMP
- Presented a Volunteer Recognition Award to Holly Smith who contributed so much to Active Transportation in Stratford
- Together with staff and Deputy Mayor Gallant, participated in the ribbon cutting ceremony to mark the opening of the Town portion of the Trans Canada Trail
- Attended a presentation of the provincial plans for the new Stratford high school
- Had the pleasure of helping raise the Pride flag to kick off Pride Week
- Was interviewed on two occasions by CBC
- Along with Deputy CAO Pierce and Council, met with Stratford MLA's Burridge and Redmond to discuss Stratford issues and priorities
- Attended Grand Opening of Home Hardware Stratford
- Participated in a funding announcement by the Federation of Canadian Municipalities (FCM) about funding received for our energy-saving plan
- Along with Deputy Mayor and staff, participated in a presentation and discussion about the Town's application for the Housing Accelerator Fund
- Attended meetings of the Safety Services Committee, and two meetings of the Planning, Development, and Heritage Committee
- Met recently with Acting CAO Jeremy Pierce about several recreation related issues
- Participated in an engagement session to develop a forest management plan with staff and Deputy Mayor Gallant

## REGULAR MONTHLY COUNCIL MINUTES AUGUST 9, 2023

- Had the pleasure of presenting welcome packages to several new Stratford businesses: Megan Muckler Counselling Therapy; Shining Stars Childcare; and Divine Haven Spa
- Spoke and visited with several residents to discuss various issues; and
- Attended internal meetings and looked after the day to day affairs of the Town.

#### 9. **CHIEF ADMINISTRATIVE OFFICER (CAO) REPORT**

The report was included in the agenda package for Council to review. In the CAO's absence, the Deputy CAO gave an overview of the report as follows:

- Held a department head meeting to discuss Town projects and initiatives with the management team
- Had a meeting with the director of finance regarding the lease agreement for the Public Schools Branch portion of the building
- Met with the former Mayor of Stratford and a business owner to talk about the community campus fundraising
- Attended a meeting with the Gray Group to talk about the Housing Accelerator Fund and their timeline for development
- Attended a meeting regarding the Reddin Meadows Subdivision development
- Attending a meeting with the environmental sustainability coordinator regarding funding and construction for energy efficiency upgrades to some of our facilities
- Attended a meeting regarding the Housing Accelerator Fund initiatives
- Attended the CADC Annual General Meeting with the Mayor
- Along with the Mayor and Council, attending the Town of Stratford's Growth Management Strategy presentation from Stantec
- Attended the grand opening from of Stratford's Gifts from the Heart new community fridge
- Attended the monthly Town Council meeting
- Attended the CMHC Atlantic Region Drop-In Session regarding the Housing Accelerator Fund
- Attended a special Council meeting to discuss several items
- Along with the Mayor, attended the Urban Mayor's/CAO's meeting hosted by the mayor of Summerside Dan Kutcher
- Attended a meeting with Jill Burridge Minister of Finance, and Jenn Redmond Minister of Workforce, Advanced Learning and Population to discuss Town projects and initiatives
- Attended the monthly Shape Stratford working group meeting
- Attending a meeting with a business owner regarding purchasing land in phase III of the business park

## REGULAR MONTHLY COUNCIL MINUTES AUGUST 9, 2023

- Attended a meeting with staff, representatives from the province, CBCL, and APM to discuss excavation permitting and civil work coordination between contracts on the community campus
- Had a CAO department meeting to discuss town projects and initiatives with the department staff
- Attended the Town's Forest Management Strategy/Plan – engagement session
- Attended the announcement of the new Stratford high school and media briefing and presentation
- Chaired the monthly staff meeting
- Attended a meeting to review the submissions for our organizational review
- Attended the monthly Committee of the Whole meeting
- Attended a meeting with staff and Stantec to discuss changes to our development charges and capital contributions; and
- Attended a meeting with staff and Council regarding our submission under the Housing Accelerator Fund.

#### **10. SAFETY SERVICES**

**a) Report** – Councillor Jackson noted that the committee did not meet in July and will probably not meet again until September.

#### **b) RCMP**

The report for the month of July was included in the agenda package. Councillor Jackson noted that in general there are a lot of collisions taking place and there was a press release put out by the RCMP reminding people to be extra careful on the Hillsborough Bridge. There were 17 collisions in Stratford in the last month and a lot of those were on route 1.

Officer Haight noted that the boundaries between the RCMP and the Charlottetown Police is the last land mass leaving Charlottetown and anything starting on the arch of the bridge is considered Stratford and is policed by the RCMP. If there is a collision at the peak of the bridge it falls under the RCMP.

Councillor Jackson stated that there were also a number of thefts under \$5000 over the past month. He added that Council has been discussing bringing in E-Watch cameras which should help. Constable Haight agreed that E-Watch is a great benefit to the Charlottetown Police and once it is up and running in Stratford it will be a great benefit to the RCMP.

It was also noted that under the 'mischief' heading the numbers continue to be high. Constable Haight noted that in both Stratford and Cornwall there are youth out ringing doorbells. He noted that one of the tools that was showcased last week was a new drone

## REGULAR MONTHLY COUNCIL MINUTES AUGUST 9, 2023

and he added that he is one of the advanced pilots with the drone and he has been utilizing it at night as it has the capability of infrared vision and great night vision. Constable Haight stated that when he is on the night shift he is proactively putting the drone up in the air (if he doesn't have other duties he needs to attend to) and he has so far made a few arrests with the help of the drone. It is a very expensive piece of equipment (\$20,000) so they need to be very careful with it.

Councillor Chandler mentioned the theft under \$5000 and asked if this referred to people's property as opposed to theft from a motor vehicle and Constable Haight replied that is correct.

Councillor Chandler noted when we spoke with Cindy Bowring, theft from motor vehicles was mostly from unlocked cars and it was a very rare instance that we would see a smashed window, and she asked if that was still the case. Constable Haight replied that in the Town of Stratford that still remains the case. Councillor Chandler stated that the message still stands for people to lock their cars and Constable Haight replied that is correct.

Councillor Chandler noted that she had asked in the past about reports and one month the report was very specific. We could see on the map – tickets issued for speeding in a specific location. She stated that as we monitor more traffic she is interested in more specific locations of where incidents take place, and Constable Haight replied that they can supply that data. He noted that when they write a ticket on the electronic system it has a GPS coordinate.

Deputy Mayor Gallant took a moment to compliment Corporal Weatherbie and other members of the detachment noting that the visibility in the Town has increased quite a bit.

Constable Haight stated that Corporal Weatherbie sends his regrets that he could not attend the meeting this evening. Corporal Weatherbie also asked Constable Haight to pass on a thank you to the Mayor and Council who attended the safety building last week and he wanted to extend a special thank you to Wendy Watts who was instrumental in organizing the event.

**c) Street Light**

No report

**c) Humane Society Report**

The report for the month of July was included in the agenda package. Councillor Jackson stated that the standard community patrols continue.

**d) Transit**

The report for the month of July was included in the agenda package. Councillor Jackson noted that the average ridership per day in July was 254, which is the highest we have ever had in a month, and he felt that this number speaks to the new runs that have been added.

Councillor Jackson noted that he and the Deputy CAO took part in the announcement for the new depot and the funding for the new electric and more fuel efficient diesel busses that are among Charlottetown, Cornwall, and Stratford. Councillor Jackson noted that it was great to see support from all levels of government.

**e) Cross Roads Fire Department**

The report for the month of July was included in the agenda package. Councillor Jackson gave a brief overview of the fire company report noting that there were 28 calls in July and 24 of those calls were in Stratford. However, a lot of those calls were just fire alarms going off. It was also noted that there were a number of medical first response calls. Councillor Jackson noted that with the increased numbers in traffic, we will likely see more of these types of calls.

Councillor Jackson thanked the fire company for the car wash they held to raise money for Camp Gencheff.

**11. RECREATION, CULTURE AND EVENTS**

- a) The report was included in the agenda package for Council to review. Councillor Jill Chandler reviewed the report as follows:

**Committees** – There were no committee meetings in July. The Recreation, Culture, and Events Committee, along with the Arts and Culture Sub-Committee will meet again in September.

**Stratford Youth Centre & Council** – Most youth Centre programs are closed for the summer, including the drop-in program; however, the Youth Council continues to meet. They recently had a meeting with Minister Jenn Redmond regarding the Bunbury Road crosswalk in front of Cotton Park. The Youth Council is advocating for the installation of a flashing beacon to improved pedestrian safety due to high traffic counts on the road, and excessive speeding. As a result of the productive meeting, Minister Redmond is now organizing a meeting between the Youth Council and the Minister of Transportation and Infrastructure Ernie Hudson.

## REGULAR MONTHLY COUNCIL MINUTES AUGUST 9, 2023

The first ever Cheryl Duffy Service Awards have been presented to Tyler Beaver-Hounsell and Ashton Dudley. Both young men are long time members of the Youth Centre and are now pursuing post secondary education at UPEI and Dalhousie respectively. Tyler and Ashton will each be provided with a \$500 bursary in memory of Cheryl Duffy.

The Youth Centre Garden Club continues to meet weekly as they are maintaining the Youth Centre garden plot at the community gardens. The Youth Centre Leadership Club took a short break but will be starting to meet again to continue fundraising for their trip in the summer of 2024 to Quebec / Ontario. Some youth members will be helping to repaint and clean the youth centre in August to have it ready for the new season. The Centre plans to re-open for the new season in early September.

**Capital Projects** - The Town is in the process of working on, and completing, several projects related to the recreation department. These include the installation of the playground at Strawberry Hill Park, the installation of an accessible beach mat at Keppoch Beach, installation of new disc golf baskets at the Town Centre course, and tree planting at various parks and green spaces around the community. The Town is also still working on several Hurricane Fiona relate projects.

To coincide with the installation of the playground at the Strawberry Hill Park, the Town would like to acknowledge the generous donation of Michael and Susan Farmer who donated five trees to accentuate the playground installation. Thank you to Mr. and Mrs. Farmer.

**Events** - The Town was intending to host a re-opening of the Disc Golf course on Saturday, August 5. The popular disc golf course was damaged during the hurricane, and new more permanent baskets have been installed. Unfortunately, the event was cancelled due to the weather and is now planned to be hosted as part of the Fall Fest in late September. Special thanks to Jacob Smith for leading the event. The day was to feature demo stations/clinics and a fundraising BBQ for the Stratford Youth Centre.

The Kerala Association will be hosting their festival in the Town Centre gym on Saturday, August 19, 2023. The day will consist of activities, sporting events, and performances.

The skateboard park will host a junior jam skateboarding competition on Sunday, August 27, 2023 from 10:00 a.m. to 3:00 p.m. The event is led by Megan Wish who is offering the 'Intro to Skate' programs that has been offered monthly since May.

## REGULAR MONTHLY COUNCIL MINUTES AUGUST 9, 2023

**Programs** - 'Intro to Skateboarding' program continues to be offered. New courses began in August with additional courses in September and October that are now open for registration. The skatepark gets considerable daily use from April to November each year.

Pickleball continues to be a popular morning program at Kinlock Park. All four courts are regularly in use five to six mornings a week. Games are also regularly being played in the evenings when temperatures begin to cool down. Programming will return to the Town Centre gym in September.

Fall program registration will be open from August 1 to August 15, 2023, with various program offerings.

**Fitness Area and Gymnasium** - The Town Centre gym and fitness areas are well utilized in the summer months despite the outstanding weather conditions. The summer camp is now midway through the season with campers enjoying arts and crafts, recreational programs, disc golf, splashpad, and adventure walks through various Stratford trail networks. The camp will continue until September 1, 2023.

The fitness area saw an average of 70 guests a day during the month of July. These numbers are high for the summer months and will continue to grow as summer changes to fall.

Councillor Chandler stated that she attended the RCMP's 150<sup>th</sup> celebration and it was wonderful.

Councillor Chandler noted that a meeting was held with the Pownal Sports Centre and it was a positive and productive meeting. She felt that the Town would be able to re-establish communications and partner with the organization going forward.

Mayor Ogden took a moment to commend Councillor Chandler and Councillor Cox for arranging the meeting with the Pownal Sports Centre. He felt it was a great step forward as the organization is an integral part of our regional recreational asset.

Councillor MacDonald asked if there was any progress on the mini field being put in at Fullerton's and Deputy CAO Pierce replied that the tender package went out and closed a week and a half ago. It came back a bit over budget. We met with the softball groups and the baseball groups and we were able to refine the project to get it back under budget. Our project manager Carter Livingstone is meeting with the contractor Birt and MacKay regarding the next steps. Deputy CAO stated that he is hopeful that things will get underway within the next week or so and it should be fully operational for the spring.

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Councillor Jackson asked if there was a time other than mornings in the fall where a person might be able to give pickleball a try. Deputy CAO Pierce replied that pickleball operates from Monday to Friday from September to May from 9:00 a.m. to 5:00 p.m. He noted that there is also a Friday evening program for adults which is new this year. Also being offered is an 'intro to pickleball' youth program on Friday evenings.

**b) Resolution RC001-2023 – Paving Upgrades at Robert L. Cotton Park**

**Moved by Councillor Jill Chandler**

**Seconded by Deputy Mayor Steve Gallant**

**WHEREAS** as part of park upgrades undertaken at Robert L. Cotton Park, where the existing storage barn has been relocated to accommodate additional parking, tenders were received for site work and paving required to re-surface the existing asphalt and gravel parking areas, and to construct suitable subbase and pave over the former footprint of the storage barn; and

**WHEREAS** the tender prices received are summarized as follows:

<b>Contractor</b>	<b>Tender Price (excluding HST)</b>
M & M Resources Inc.	\$107,400.00
Hynes Paving	\$102,833.25
The Island Construction Ltd.	\$102,795.00

**AND WHEREAS** Island Construction Ltd. having a tender price of \$102,795.00 (excluding HST) was the lowest bid received, and where engineering services for this project are estimated at \$3,000.00 (excluding HST), resulting in a total estimated project cost of \$105,795.00 (excluding HST), and where a total of \$160,000.00 (excluding HST) was carried in the capital budget for the project.

**BE IT RESOLVED** that the Town accept the tender price of \$102,795.00 as submitted by Island Construction Ltd. for the paving project at Robert L. Cotton Park.

Discussion: This resolution bears the recommendation of the Recreation, Culture, and Events Committee.

Councillor MacDonald noted that engineering services for the project are estimated at \$3000 excluding HST, and he asked who is responsible for providing the engineering services for \$3000, and infrastructure director Jeannie Woodard replied that the Town hired a geotechnical consulting firm to review the state of what was there and what we might need to do in order to do the upgrades.

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Councillor Dowling noted that he goes through the park every day and he has been watching the developments in relation to the reconfiguration and moving of the barn storage facility. He noted that they did a fabulous job and it's going to be a solid facility for at least another 50 years or more. Councillor Dowling added that it did open a lot of area for parking which was good to see because it is a very well utilized facility.

Mayor Ogden noted that the park has really improved over the past few years due to the work of our horticulturist Heidi Wood. She has done a fantastic job in enhancing the appearance of the park.

Question: **CARRIED**

## **12. FINANCE AND TECHNOLOGY**

### **a) Report**

The report was included in the agenda package for Council to review. Councillor Dowling reviewed the report as follows:

- We are currently waiting for the audit statements
- The Utility bills are due on August 21, 2023
- Utility collections – 135 first letters were issued with a due date of August 4
- We plan to meet with representatives from the Public Schools Branch to start the process of the lease renewal
- Reviewed the RFP for the Town Organizational review with the CAO and Deputy CAO
- Currently reviewing the commercial capital contribution rates
- We are trying to lobby the province on the current year's payments for the municipal tax credit
- Working on infrastructure claims for the new year
- Working with different departments on the application for the Housing Accelerator Fund; and
- Department staff has been enjoying some summer vacation.

For the benefit of residents watching online, Mayor Ogden explained the municipal tax credit mentioned in Councillor Dowling's report.

Deputy Mayor Gallant asked Councillor Dowling if we have a plan in place to work with the people who received utility collections letters, and finance director Kim O'Connell replied that we are quite happy to work with our utility customers to make payment arrangements; however, they must stick to the arrangements in order to avoid disconnection.

**b) Financial Statements**

Included in the agenda package for Council to review.

**13. PLANNING, DEVELOPMENT, AND HERITAGE****a) Report**

Councillor MacDonald noted that the minutes of the last meeting were not available as the Planning, Development, and Heritage Committee meeting had to be delayed due to a quorum issue.

**b) Permit Summary**

Included in the agenda package. Councillor MacDonald briefly reviewed the permit summaries.

**c) Resolution PH020-2023 – DP084-23 – Kinlock EZ Storage Expansion – 7 MacKinnon Drive - SPU**

**Moved by Councillor Jeff MacDonald**

**Seconded by Councillor Gordie Cox**

**WHEREAS** part 1 of the proposed phase will consist of a 4,150 sq. ft. (188'-8" x 22'-0") building and part 2 will consist of a 5,660 sq. ft. (188'-8" x 30'-0") building. This property is serviced with municipal sewer and water and contains no surface parking other than the loading areas in front of each unit; and

**WHEREAS** this development is located within the Town Centre Core Area (TCCA) and must be designed in accordance with the provisions of the TCC Zone, particularly Section 13.4.7. Commercial Zones Adjacent to Residential Zones and Appendix E: Core Area Design Standards - Town Centre Core Area (TCCA) - Parts II & III; and

**WHEREAS** at a Regular Monthly Council Meeting on July 12, 2023, in accordance with Section 13.4.3.(b) of the Town of Stratford Zoning and Development Bylaw, prior to the issuance of a Development Permit for a Special Permit Use, Council shall ensure that property owners within 61 m (200 ft.) of the subject property are notified in writing and asked to provide their comments; and ensure that a public meeting be held to allow residents to provide their input before making a decision; and

**WHEREAS** on July 13, 2023, nine (9) notification letters were sent to Property Owners within 61 metres (200 feet) of the subject property and a public meeting was held on July 24, 2023, at 7:00 p.m. at the Stratford Town Centre. The public were given until noontime on July 26, 2023, to provide comments on the intensification of the Special Permit Use. As of the response deadline none have been received.

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**BE IT RESOLVED** that approval be granted to an application from Jeff Kirkpatrick to construct the final phase of the Kinlock EZ Self-Storage (2 self-storage buildings - 9,810 sq. ft. in total) on parcel number 1133289 (approx. 1.29 acres in total area) located at 15 MacKinnon Drive. Subject to the following:

1. Conformance with the conceptual drawings submitted to the Town prepared by Coles, Project No. 231116, Dwg. No. C1, A1, S1, & S2-Date: June 2023.
2. A detailed servicing plan must be submitted for approval to the Stratford Utility Corporation.
3. A detailed stormwater management plan must be prepared by a qualified engineer and approved by both the Town of Stratford and DOT.
4. A detailed landscaping plan must be submitted by a qualified expert outlining the details and quantities of the materials to be used.
5. A detailed Erosion and Sedimentation plan must be prepared showing how erosion and sedimentation will be controlled and contained during construction.
6. All other relevant provisions of the Town of Stratford Zoning and Development Bylaw #45 are met.

Discussion: This resolution bears the recommendation of the Planning, Development, and Heritage Committee.

Councillor Dowling noted that this was presented at the public meeting by Mr. Kirkpatrick and it is essentially the completion of a business plan for development of that property, and this approval will complete the project overall. They are very well utilized and a great service to our community.

Councillor MacDonald noted that on the overhead there is an ortho photo of the subject parcel in question. He noted that included in the agenda package there are photos of the existing structures.

Mayor Ogden added that this business does provide a great service in our Town and another opportunity for people who are downsizing to store their surplus materials.

Councillor Cox stated that as you look at the picture on the overhead screen, you can see a buffer zone that has already been established there between residents and this new build. He felt that we would be encountering more or that as we move forward. He noted that it is wonderful when this takes place and everyone works together to establish a form of a buffer zone. However, he is thinking of a long term resident in

Stratford who had a major build beside him of more than five acres – where no buffer zone was ever negotiated. This person has lived on this property for 70 plus years and their quality of life has been greatly affected. One of the properties that is on the lot next to his property is within 40 feet of his living room window. Councillor Cox stated that we greatly let that person down. He added that it bothers him that we did that because the person is suffering from a new build that went next door to their long term property.

Councillor MacDonald stated that he hoped we could come up with something that will work for both property owners.

Councillor Cox stated that he has tried to help both parties by trying to mediate, but unfortunately we don't have any bylaws or policies when it comes to building on a tree line, or putting buffers between them that weren't established, and the builder does not have to put in a buffer as long as it is 15 feet from the back of their lot. This person's great grandfather owned the land that the resident currently lives on. Councillor Cox stated that it bothers him that this person is getting no support from the builder or from Council to find some kind of a resolution to this issue. Councillor Cox stated that he has been working on this issue for five months and the builder doesn't want to do anything to support this person.

Councillor MacDonald stated that it is an important lesson for us to always deal with the issues 'at the front end.'

Councillor Cox stated that residents who are in their 70's shouldn't need to know what a buffer zone is or how a buffer zone can be established. He added that it is Council's job to look out for our residents – especially our seniors.

Mayor Ogden asked Councillor Cox what his suggested resolution to the issue would be and Councillor Cox replied that the resolution it to be very careful moving forward so it doesn't happen again. Mayor Ogden noted that when this was done no one realized that there would be a five foot elevation difference between the existing property and the new development.

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Mayor Ogden noted that he wanted to clarify some of his earlier comments – it isn't just incumbent upon the Council. As part of the process there are public meetings and these issues are to be raised at these public meetings. Whenever there is a rezoning or a development that requires a variance, it's incumbent upon the people of the area who are notified of the rezoning or development to raise their concerns with the Town. Once a development takes place, it becomes a civil matter between the private land owners on each side. So, unfortunately, the role is limited of what the Town can do. Mayor Ogden noted that he, the director of planning, and the CAO met with these landowners and it's unfortunate that we are limited in terms of the options available.

Acting planning director Dale McKeigan stated that from a planning perspective, the department keeps a running tab of all the different things that the department is challenged on, as well as at Council meetings and planning board meetings. Dale noted that going forward we will have the list to present to the consultant (as he assumes that we will be hiring a consultant at some point to do an official plan and bylaw review), and we will work very close with them along the way.

Councillor Cox clarified that in no way were his comments meant to put down the planning committee. He added that we have an excellent planning committee and excellent staff. He added that steps could also be missed on the resident's part.

Question: **CARRIED**

**d) Resolution PH021-2023 – SD002-23 – Donald and Pam Newcombe – 41 Keppoch & Picton Beete – Disposition of Assets**

**Moved by Councillor Jeff MacDonald**

**Seconded by Councillor Gordie Cox**

**WHEREAS** approval (PH006-2023) was granted to Donald and Pam Newcombe to subdivide parcel numbers 328757 and 996595 (approx. 52,021 sq. ft. in total area) into 2 single dwelling lots located on Keppoch Road and Picton Beete Crescent subject to all other relevant provisions of the bylaw being met; and

**WHEREAS** the full scope of this file also includes the purchase and sale of parcel number 996595, currently owned by the Town, between the Town of Stratford and Donald and Pam Newcombe in accordance with *Policy No. 29 Disposition of Assets* as follows:

*“Buildings and Land*

*All Town owned land and building sales must be authorized by resolution of the Stratford Town Council. Before any buildings or land are sold, the said buildings or land shall be appraised by a qualified authority. In addition, a survey of all surplus land must be prepared by a registered land surveyor prior to any sale;” and*

**WHEREAS** a Plan of Survey prepared by Mantha Land Surveys Inc, (Date: April 15, 2022-DWG No. M-22-79) for the subject property was used by John Ives, Realtor, Century 21 to appraise the subject property at a market value of \$4,300.00. In addition, an updated drainage plan has been completed.

**BE IT RESOLVED** that approval be granted to the sale of parcel number 996595 owned by the Town of Stratford to Donald and Pam Newcombe in accordance with *Policy No. 29 Disposition of Assets* subject to the following conditions:

1. That the subject property be appraised by a qualified authority.
2. That a plan of survey of the subject property be prepared by a registered land surveyor licensed to practice in the province of Prince Edward Island.
3. That a Purchase and Sale Agreement be prepared by the Town Solicitor and executed between the Town of Stratford and Donald and Pam Newcombe.
4. That the Purchase and Sale Agreement, the Property Appraisal, and the Plan of Survey be registered at the Queen’s County Land Registry Office.

Discussion: This resolution bears the recommendation of the Planning, Development, and Heritage Committee.

Mayor Ogden asked what the approximate square footage of the parcel was and Councillor MacDonald asked that the appraisal from Mr. Ives be displayed on the overhead screen. He noted that the land is 4348 square feet and Mr. Ives assessed it at one dollar a square foot. Councillor MacDonald noted that the basis for assessment is because it is essentially stranded land. It is a small piece of green triangular space located on the curve of Picton Beete. Councillor MacDonald added that it’s not green space in the sense of usable recreation space. Our perspective was that when the subdivision approval was granted by Council, it would allow a much higher and better use of this small piece of stranded land to form part of the new residential lot such that it could hopefully be developed in the future so we could welcome some new residents. Councillor MacDonald suggested that on the open market it would languish.

Question: **CARRIED**

e) **Resolution PH022-2023 – VA002-23 – Kreative Acres Corp – 25 Barkley Ave. – Lt Frontage Variance**

**Moved by Councillor Jeff MacDonald**

**Seconded by Councillor Jody Jackson**

**WHEREAS** an application has been received from Kreative Acres Corp. to subdivide parcel number 328666, located at 25 Barkley Avenue, into two (2) single detached dwelling lots. The proposed lots are in the Low-Density Residential Zone (R1) which requires the Minimum Frontage to be 22 m (72 ft.). The Preliminary Plan of Survey shows the proposed two (2) lots each having 18.898 m (61.8 ft.) of Frontage, which is 3.102 m (10.2 ft.) less than the Minimum Frontage Requirement, thereby requiring a **14.1% variance**; and

**WHEREAS** pursuant to subsection 6.1.2. of the Zoning and Development Bylaw #45, Variance applications shall demonstrate one of a number of tests for justifying a Variance approval. This application has been considered against the following tests:

- a) *the lot in question has peculiar conditions, including small Lot size, irregular Lot shape, or exceptional topographical conditions, which make it impractical to develop in strict conformity with Bylaw standards;*
- b) *strict application of all Bylaw standards would impose undue hardship on the Applicant by excluding the Applicant from the same rights and privileges for reasonable Use of his/her Lot as enjoyed by other persons in the same zone; and*

**WHEREAS** on June 30, 2023, in accordance with subsection 6.1.6. where a Variance in excess of ten percent (10%) is being requested, thirty-four (34) notification letters were sent to property owners who own parcel(s) of lands which are located in whole (or in part) within sixty-one metres (61 m) or two hundred feet (200 ft.) from any lot line of the parcel being proposed for the Variance. As of the response deadline on July 17, 2023, no comments have been received.

**BE IT RESOLVED** That approval be granted to an application from Kreative Acres to subdivide PID 328666 into 2 lots of approximately 994.3 sq. m, (10,702 sq. ft.) & 984.8 sq. m. (10,600 sq. ft.) for residential use (single detached dwellings) subject to the following:

1. That a Plan of Survey be prepared by a professional surveyor licensed to practice in Prince Edward Island showing the two (2) lots as per the Preliminary Plan for Lot 23-1 & Lot 23-2 as prepared by ISE – Island Surveying & Engineering, DWG. No.23074-1 Dated: May 24, 2023.
2. That the sewer and water systems shall be designed in accordance with the Stratford Utility Corporation Servicing Standards and that a Utility Agreement shall

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be executed along with the payment of all applicable capital contribution fees required by the Utility Corporation.

3. That a stormwater management plan be designed by a licensed engineer using Low Impact Development Guidelines approved by both the DOTI and the Town of Stratford.
4. That the Preliminary Development Plan must meet all the DOE requirements and a plan must be prepared showing how erosion and sedimentation will be controlled and contained during construction on the lots.
5. That all other relevant provisions of the Town of Stratford Zoning and Development Bylaw, Bylaw # 45, are met.
6. That preliminary approval shall be valid for a period of 3 years.

Discussion: This resolution bears the recommendation of the Planning, Development, and Heritage Committee.

Councillor MacDonald stated that Deputy Mayor Gallant did have a few questions before the meeting convened. Councillor MacDonald noted that from the survey included in the agenda package you are able to see that there is currently a dwelling on the property in question, and the plan for that property is to be moved, and two small new housing units will be constructed on lots side by side. Councillor MacDonald asked the town planner to provide some further information on the request.

Acting planning director Dale McKeigan stated that there have been several lots that have been subdivided by way of a semi-detached where the building is subdivided down the middle and two lots created, and there have been variances on a few of those lots in the last couple of years. This will not be the first one and as Councillor MacDonald said we were being fair in doing this and the only variance we are requiring is the frontage and it is minimal. What is being proposed for both of the lots are two single detached units – basically small houses and they will fit into the character of the neighbourhood.

Councillor MacDonald stated that you will note from the survey plan on the overhead screen that the lot to the left is also owned by the applicant. The impact on the adjacent land holder will be minimal in this case because it is the applicant's land as well. Although, that is not the case to the lot to the right. Councillor MacDonald did note for the

record that notification letters were sent out and no responses were received.

Councillor Dowling noted that in relation to this application – one key consideration for Council is always consistency within existing residential areas. In this application, it is consistent with other developments along Barkley Avenue. The fact that the residents haven't raised any concerns with that model being continued within Barkley Avenue speaks volumes and he will be in support of the resolution.

Councillor Chandler noted that for clarity that the last time we met to discuss a variance on Barkley Avenue that property was already built, so it's not the same thing. Councillor MacDonald replied that it is not the same type of application, but in terms of allowing for consistency of Council's approach and consistency with how developing is proceeding on Barkley, as well as whether or not we deny this application is the same.

Councillor Chandler noted that she is very open in saying that planning and building is not her area, so she will ask questions in layman's terms. With the frontage being smaller does that change the size of the house that can be put on it, and Councillor MacDonald replied that it would still require setbacks. The acting director of planning Dale McKeigan added that we would rather have the setbacks met and give a variance for the setbacks as well, so when they come in with a building permit for those lots, we would rather maintain the setbacks. However, it doesn't mean we wouldn't entertain a small variance, but we would rather keep them 'inside the box' without giving a variance to the sideyard setbacks. There shouldn't be any problem with the front and rear – any problem at all and you would need to reduce the size of the footprint of the house to make it fit properly, or they could request a variance. Dale added that the applicant does have the right to request a variance.

Councillor Chandler stated that she doesn't have any issues with the application; however, and this is for a much further discussion, we rely on the fact that we have done our 'homework' and followed the process and procedures and sent the letters out. In certain instances, we haven't received any responses and we can assume that means

that there are no challenges, but sometimes that also means that a challenge might come after it's done, so maybe there is an opportunity going forward to also consider that. Councillor Chandler noted that when we say a step was missed there are a lot of reasons, maybe a lack of awareness or timeframe etc., but once a building is up and done there is not very much we can do. She felt that there may be more opportunity for engagement in the preliminary process. Councillor MacDonald stated that just because there is no opposition by written submissions to us does not absolve Council's responsibility to act in the best interest of the citizens of Barkley Avenue, as well as the Town as a whole. He also noted that in regard to Councillor Chandler's comments about 'keeping an eye' on the broader picture as it relates to Barkley Avenue, he is mindful of Councillor Dowling's comments from a Council meeting a few months ago in relation to the creation of our new Urban Core Zone, as well as our Mixed Use Zone.

Councillor MacDonald stated that it may be an opportune time during the lifespan of this Council to re-visit the zoning in certain areas. Councillor MacDonald referred to 'Shape Stratford' and noted that there is a resolution later in the agenda about a very promising initiative that we can partner with Canada Mortgage and Housing Corporation (CMHC) and it will be something that hopefully, we are going to be able to receive some resources for us to engage some additional human resources for the Town. We can start looking at some of these things and making a more workable situation for our current residents, but also hopefully for future residents.

Question: **CARRIED**

**Deputy Mayor Gallant recused himself as he had a conflict on resolution Ph023-2023 – SD015-23 – Landfest Company Ltd. – Reddin Meadows – Major Subdivision.**

**f) Resolution PH023-2023 – SD015-23 - Landfest Company Ltd. – Reddin Meadows – Major Subdivision**

**Moved by Councillor Jeff MacDonald  
Seconded by Councillor Jody Jackson**

**WHEREAS** an application has been received from Landfest Company Ltd. to subdivide parcel numbers 1061175, 1061167, and 329011 (approx. 14.01 acres in total) in accordance with the submitted Development Scheme prepared by Fathom Studios in

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association with SableArc, dated July 2021. The Development Scheme references 84 total units (two 6-unit townhouses, seven 5-unit townhouses, two 4-unit townhouses, two 3-unit townhouses, and 23 single unit dwellings), a reduction in lot frontage for single dwelling units from 72 feet to 45 feet and a reduction in side yard setbacks from 8 feet to 6 feet, and a reduction in flanking side yard setbacks or townhouse dwelling units from 17 feet to 6 feet, as permitted per section 11.5.5.(b) of the Zoning and Development Bylaw #45; and'

**WHEREAS** this application was preceded by a bylaw amendment (rezoning) application dated May 25, 2021 and accompanying detailed rezoning Development Scheme submitted by Landfest Company Ltd. to rezone PID's 1061175, 1061167, and a portion of 329011 (approximately 14.01 acres in total) from Low Density Residential Zone (R1) to Planned Unit Residential Density Zone (PURD); and

**WHEREAS** several iterations of the Development Scheme and Traffic Impact Study were submitted on behalf for review by the Planning Committee and Council and all other requirements of the Zoning and Development Bylaw #45 pertaining to a bylaw amendment for rezoning i.e., notification letters, public meeting, etc.) were met; and

**WHEREAS** on July 14, 2021, Council denied the application for rezoning and on July 30, 2021, the applicant filed a notice of appeal with the Island Regulatory and Appeals Commission (IRAC) where, on March 29, 2022, the Commission ordered that the Property be rezoned subject to the conditions recommended by the town planner and the Planning Committee for the Town; and

**WHEREAS** the Commission's decision in favour of the Applicant (Appellant) by Ordering that the Property be rezoned subject to the conditions recommended by the town planner and the Planning Committee for the Town, applies to the rezoning only. This decision does not exempt the applicant from following the subdivision process and requirements, and that all development be in accordance with the Development Scheme referenced herein.

**BE IT RESOLVED** that preliminary approval be granted to an application received from Landfest Company Ltd. to subdivide parcel numbers 1061175, 1061167, and 329011 (approx. 14.01 acres in total) in accordance with the submitted Development Scheme prepared by Fathom Studios in association with SableArc, dated July 2021 as permitted under section 11.5.5.(b) of the Zoning and Development Bylaw #45 subject to the following:

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1. Conformance with the approved Development Scheme prepared by Fathom Studios in association with SableArc, dated July 2021, showing 84 units (23 single dwelling units, 2 three unit semi-detached dwellings, 2 four unit townhouse dwellings, 6 five unit townhouse dwellings and 2 six-unit townhouse dwellings), a reduction in lot frontage for single dwelling units from 72 feet to 45 feet, a reduction in side yard setbacks from 8 feet to 6 feet, and a reduction in flanking side yard setbacks for townhouse dwelling units from 17 feet to 6 feet, and the provisions of any Subdivision Agreement or Development Agreement.
2. All subdivision and/or development shall be subject to a Subdivision Agreement and/or Development Agreement that may include, but not limited to, the following:
  - i. Subdivision requirements pursuant to section 4 of Bylaw #45;
  - ii. Building types within the development;
  - iii. Schedule of styles and design with emphasis placed on the placement of buildings relative to surrounding uses and streets; and
  - iv. Schedule of subdivision and/or development phases.
3. That a stormwater management plan be designed by a licensed engineer using Low Impact Development Guidelines approved by the Department of Transportation, Infrastructure and Energy and the Town of Stratford.
4. That the proposed parkland area, as shown on the Plan of Survey, be deeded to the Town of Stratford as parkland dedication totaling 92,496.44 sq. ft. (15.2%).
5. That the concept design must meet all the Department of Environment requirements and a plan must be prepared showing how erosion and sedimentation will be controlled and contained during construction.
6. That the proposed public roads shall be designed in accordance with the provincial road standards of the Department of Transportation and Infrastructure and that a Subdivision Road Agreement shall be executed.
7. That the sewer and water systems shall be designed in accordance with the Stratford Utility Corporation Servicing Standards and that a Utility Agreement shall be executed along with the payment of all applicable capital contribution fees required by the Utility Corporation.
8. That the developer contacts Canada Post to confirm, in writing, the location for community mailboxes and any other responsibilities and/or requirements for both parties.
9. That the proposed subdivision meets all other relevant requirements of the Town of Stratford Zoning and Development Bylaw #45, except for the lot standards which are being approved in the Development Scheme as per condition 1. above.
10. That the Preliminary Approval shall be valid for a period of three (3) years from the date of the approval.

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Discussion: This resolution bears the recommendation of the Planning, Development, and Heritage Committee.

Mayor Ogden noticed a typo in the resolution on item #6 where it states *Department of Transportation, Infrastructure Energy* and stated that Energy is now a part of Environment and #6 should just read should read the *Department of Transportation and Infrastructure* and everyone agreed that the typo would be corrected.

Councillor Dowling asked which parcels are included in the application and Councillor MacDonald demonstrated the entirety of the proposed development with the aid of the overhead screen, adding that it is not to be completed in one single phase. Councillor Dowling asked if he could point out the section that is referred to in the resolution. The acting director of planning Dale McKeigan noted that what is being shown in green is the entirety of the subdivision that was classified with the parcel numbers included, and this was construed as being the development scheme. That was the order given by the Island Regulatory and Appeals Commission (IRAC) to be followed going forward and the conditions of the town planner and the Planning Committee. At this time, Councillor MacDonald gave a bit of background information on the issue. He added that if the resolution is successful the applicant would need to apply specifically to develop the lots in question. The lots would then be subject to the reduced setbacks and the reduced frontages as well. Dale stated that everything that is shown on the screen was part of the development scheme that was approved by IRAC at the hearing on March 29, 2022, and that must be followed on the basis of the rezoning. Dale added that all the setbacks were already stated that were in the development scheme so they have already been taken care of and we will make sure that it is honoured going through in the development permits that will be issued.

Mayor Ogden noted that under Planned Unit Residential Development (PURD) there are these kind of setbacks and are approved as part of the rezoning. Councillor MacDonald noted that the numbers came from Fathom Studios who had been retained on behalf of the applicant Landfest.

Councillor Cox indicated an area on the overhead screen and asked Dale if the area he was referring to was to be left as undeveloped for a green space. Dale replied that there is a greenspace located in the top left hand

corner and there is also the greenspace that was left as undeveloped as noted by Councillor Cox, but if recreation determined they wanted to put something in that space they could do that.

Councillor Dowling stated that he appreciates that this matter is going back a few years and has gone through appeals to IRAC and IRAC has made the decision and provided direction in relation to what must be done.

Councillor Dowling stated that he is in favour of densification and it's the way Stratford will need to move forward in many areas that are designated as higher density zoning. He added that he was never a fan of taking low density residential neighbourhoods and densifying them within that neighbourhood because it would be inconsistent with the character of the neighbourhood, and that is certainly what has taken place here. Otherwise, a single family and other low density residences are being intensified to a great extent. The most concerning is the one street where the new cul-du-sac is proposed and which will have a combination of higher density and lower density townhouses and apartment buildings.

Councillor MacDonald noted that Councillor Dowling makes an excellent point and this came up during the appeal at the Commission level. With reduced frontage and reduced setbacks there is going to be intensification even in the single dwelling portion of the new development. However, they did take some care and consideration especially when you look at the proposed extension of Reddin Heights. The acting planning director asked Council to keep in mind that of the 84 units – 23 are single unit dwellings and that is approximately a quarter and that is a large percentage. Also, as noted by Councillor MacDonald, they are around the periphery where they would meet other residential development of a similar nature. Dale stated that is doing due diligence on that part of it to keep similar or the same and in compliance.

The acting planning director noted that going forward as we have more subdivisions of the future coming towards us, we will be doing more similar development like this where we will have a mix of use to meet the edges and also get the higher density as well. It is part of our mandate going forward to increase the intensity and density as well.

Councillor Dowling reiterated that he is not opposed to densification, but he felt that it has to be managed as best as we possibly can in relation to

those edges. He also noted that he looks forward to a review of the official plan to see what we have designated as consistent RR1 properties and what we might designate as higher density or even commercial properties 'down the road,' so we can manage any conflict of that declassification with existing single family residential areas. He noted that people buy into an area for a particular aesthetic. If they buy into an area with a bunch of apartment buildings that is one thing, but if they buy into an area that is single family they have a reasonable expectation that there are not going to be huge apartment buildings built next door to them.

Councillor Chandler asked if the initial application had proposed more density and Mayor Ogden replied that there is quite a history to this application. He noted that it would take him awhile to recount the history, but the synopsis is that it was first purposed as a sustainable subdivision and there were public meetings and there was a lot of discussion about it, although he cannot recall the number of units proposed at that point. It was somewhat similar, a little denser, but there was more green space. Then there was another proposal which was more like the current proposal which was put forward and Council asked that planning work with the developer to make changes and the developer came back with the changes that were requested but Council did not approve the application. That is the one that the developer appealed to IRAC and IRAC upheld the appeal and their decision was substituted for Council's decision. Mayor Ogden noted that we are now in a position of approving the subdivision plan which is required to go with the IRAC decision.

Councillor Jackson stated that he is excited to see things move forward noting that we have a developer with a good track record. He felt it was a good plan and that it will offer more options to residents and he supports it.

Councillor Cox agreed that it was a well thought out plan. He added that from his sustainable point of view he is all about green spaces and he wanted to ensure that there will be a green space.

Question: **CARRIED**

#### **14. INFRASTRUCTURE**

- a) Report** - The report was included in the agenda package for Council to review. Deputy Mayor Steve Gallant gave an overview of the report as follows:

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Hurricane Fiona cleanup and repair work continues throughout the Town. Trails, parks, and greenspaces are still getting attention related to reinstatement and landscaping. Some repair work such as fencing, batting cages, roofing, etc., is being completed through the insurance claim.

Work is completed on the paving of the Trans Canada Trail along MacIntosh Drive and Hollis Avenue and Williams Gate from the underpass to Shakespeare Drive, with only minor landscaping work remaining. There was an official opening of the newly improved trail held on August 2, 2023, at Fullerton's Creek Park. This was an opportunity to acknowledge our funding partner, Trans Canada Trail, on this project and was also combined with acknowledgement of a long standing volunteer member of the Active Transportation Committee, Holly Smith. Holly served on the committee for 15 years and was presented with a token of appreciation from the Town, sponsored by the Trans Canada Trail.

Work is ongoing and progressing well on the community campus site. It is a busy location with construction on the high school site also underway. The contractor is on schedule to have the infrastructure installed and have the base asphalt placed on the road by the end of November. Final asphalt, and the sewer lift station commissioning is scheduled for completion by August 2024.

Rehabilitation work has begun at Moore's Pond and is expected to be complete by the end of September. Once all work is complete, the pond will refill naturally and have more water depth which will enhance the health of the pond.

Three tenders were received for the paving of the parking lot at 21 Hollis Avenue. The work is anticipated to be awarded this week with the paving to be completed by the end of the fall season.

Three proposals were received for engineering services for the design of the extension of the forcemain from the Corish sewer left station to the gravity trunk main. A resolution recommending awarding of the work to WSP Canada incorporated is being presented this evening.

Infrastructure staff has been busy with the following:

- Ongoing maintenance at Town owned properties, buildings, sports fields, and trails
- Maintenance and upkeep of vehicles and equipment
- Outside staff is busy with grass cutting, trimming, gardening, painting, landscaping, garbage pickup etc.

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- Exterior painting of maintenance building on Hollis Avenue
- Assist with tree planting program
- Bylaw complaints and investigations are ongoing
- Temporary speed hump assessments
- Annual fire hydrant exercising and maintenance is underway
- Annual water valve exercising has been completed; and
- Water and sewer inspections and water turn-ons for new development are ongoing.

During the month of July there were no sewer or water emergencies. There were three water leakages found in service laterals. Two were on the owner's portion of the lateral and were repaired by the owner, one was within the Utility's portion and been repaired by the Utility.

There was a sewer service interruption at 133 Dale Drive due to Maritime Electric installing a utility pole through the sewer lateral. This has been repaired by maritime Electric. There was a sewer lateral blockage on Mason Road found to be in the utility portion of the service. The blockage was cleared and arrangements have been made to correct the issue in the service lateral.

Councillor Jackson thanked Deputy Mayor Gallant for his leadership on the paving for the MacIntosh and Hollis trail adding that it is great to see it finished. It will now allow access from Mason all the way over to Fullerton's.

**b) Resolution INC008-2023 Corish Sewer Forcemain Extension**

**Moved by Deputy Mayor Steve Gallant**

**Seconded by Councillor Ron Dowling**

**WHEREAS** proposals were received on July 17, 2023, from engineering consultants to complete the design, tendering and contract administration for the Corish Forcemain Extension project; and

**WHEREAS** three submissions were received: one from WSP Canada Incorporated, one from CBCL Limited and one from Stantec Consulting Limited; and

**WHEREAS** the proposals were evaluated by a team of 3, who ranked each submission out of a total score of 100 with the following results:

Consultant	Total Score
------------	-------------

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WSP Canada Incorporated	89.69
CBCL Limited	88.83
Stantec Consulting Limited	87.81

**AND WHEREAS** WSP Canada Incorporated having the highest score submitted a total estimated price of the design, tendering, contract administration and site inspection during construction of \$151,490.00 (HST excluded), which is in line with what was expected for this service; and

**WHEREAS** a capital budget of \$1,540,000.00 was approved for the design and construction start in this budget year, with another \$1,540,000.00 approved for project completion next year; and

**WHEREAS** funding from the Municipal Strategic Component of the Canada Community Building Fund has been obtained in the amount of \$1,115,143.84 to complete the project.

**BE IT RESOLVED** that the design, tendering, and contract administration be awarded to WSP Canada Incorporated in the amount of \$151,490.00 (HST excluded).

Discussion: This resolution bears the recommendation of the Infrastructure Committee via an email poll.

Councillor Dowling noted that something he hasn't encountered is the scoring system as opposed to the cost of the project being the singular factor which is often the case. He asked for some background on the type of factors that were considered in the scoring. Infrastructure director Jeannie Woodard replied that it is somewhat of a different process when we are looking for a consulting firm for design work as opposed to contractor work which is essentially a bid price. Jeannie noted that when we put out an RFP for design services. Jeannie stated that the Town does indicate what the evaluation process will be and how it will be scored. She added that the standard is five sets of criteria. The first one is typically evaluating the experience of the firm and what experience they have with similar projects. We then look at the experience of the team that is proposed to do the work. We write the methodology that they present in order to get the scope of work completed. The schedule and the fees are also rated.

Jeannie noted that we review the proposals before we look at the fees. She noted that in this particular RFP the fees were worth 10%. They are also scored on their technical abilities, so 90% of the score was evaluated

and ranked before we looked at the fees and then we included the fees into the whole 100% score.

For clarification, Councillor MacDonald stated that fees are considered as part of the scoring and Jeannie replied that is correct. She noted that depending on the project, we sometimes weight them differently.

Question: **CARRIED**

## 15. COMMITTEE OF THE WHOLE

### Resolution CW014-2023 – Housing Accelerator Fund

**Moved by Councillor Ron Dowling**

**Seconded by Councillor Jeff MacDonald**

**WHEREAS** the Town of Stratford is committed to addressing the housing crisis and ensuring that its residents have access to safe and attainable housing options; and

**WHEREAS** the Housing Accelerator Fund, established by the Canada Housing and Mortgage Corporation (CMHC), is a funding initiative designed to provide financial support and resources to municipalities in developing attainable housing projects; and

**WHEREAS** the Town Council recognizes the significance and potential impact of the Housing Accelerator Fund in meeting the housing needs of our community; and

**WHEREAS** the Town Council believes that collaborating with the CMHC through the Housing Accelerator Fund will enhance our ability to develop and implement sustainable housing projects; and

**WHEREAS** the Housing Accelerator Fund application process requires a Municipal Resolution expressing support and a commitment to collaboration from the local government.

*Whereas the seven proposed Housing Accelerator Fund Initiatives are as follows:*

1. Implement revisions to the Zoning Bylaw to rezone C1 & C2 parcels at major transportation nodes to a mixed-use zone (WMU, TCMU, CMU) in order to allow for residential development above existing or new commercial units.
2. Implement revisions to the Zoning Bylaw to remove the height limit and implement a minimum height and remove the minimum lot area requirement for multiple attached dwelling developments.

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3. Establish a package of pre-approved design plans for missing middle and higher density developments, including townhouses and side-by-sides as well as accessory dwelling units when zoning permits.
4. Implement revisions to the Zoning Bylaw to permit Accessory Dwelling Units to be permitted on low density residential lots.
5. Implement an e-permit system to streamline applications, including revisions to current application processes and scheduling inspections.
6. Implement changes to the Zoning Bylaw to require a maximum lot area and reduce front setbacks for new single-family dwellings and semi-detached/duplex developments.
7. Remove application fees and expedite application timelines for proposed affordable and supportive housing development applications from NGO's and provincial entities.

**BE IT RESOLVED THAT:**

- Stratford Town Council hereby expresses its full support for the Housing Accelerator Fund and the goals it seeks to achieve in addressing the affordable housing crisis in our community;
- Town Council authorizes the Mayor/Chief Administrative Officer to submit an application to the Housing Accelerator Fund on behalf of the Town of Stratford, declaring our intent to collaborate with CMHC and actively work towards the development of attainable housing projects suitable for our community;
- Town Council commits to work closely with CMHC and other relevant agencies to identify suitable attainable housing projects, explore innovative financing mechanisms, and ensure the implementation of the Housing Accelerator Fund's attached initiatives;
- Town Council hereby acknowledges that, if selected, it will diligently adhere to the requirements, guidelines, and terms set forth by the Housing Accelerator Fund when utilizing funds for attainable housing development within our community;
- Town Council requires that all recommendations arising from the Housing Accelerator Fund will follow the due process before coming to Council.

**BE IT FURTHER RESOLVED** that the Chief Administrative Officer is authorized and directed to transmit a certified copy of this resolution to CMHC, along with any other necessary documentation required for the Housing Accelerator Fund application.

Discussion: This resolution bears the recommendation of the Committee of the Whole.

Councillor MacDonald took a moment to recognize the efforts of Scott Carnall who has been with the Town's planning department for a few months, and he also recognized and welcome Alexandra Brown who is the Town's new data manager. Councillor MacDonald noted that staff did not have a lot of time to get the application completed and he felt that they did an outstanding job gathering all the required information and he wanted to recognize those efforts.

Mayor Ogden noted also recognized Dale McKeigan who is currently the acting director of planning. Mayor Ogden noted that the department has really been able to function much better because of these individuals.

Councillor Chandler stated that she did have one question regarding number 7 of the proposed initiatives. She noted that most of the initiatives are listed in a way as if to implement, and the last one is '*remove applications*' and she wondered if the way it is written suggests an automatic removal or that too still needs to be implemented through Council. Councillor MacDonald noted that it is just to remove the application fees and Mayor Ogden added that it still needs to come as a resolution to Council. Councillor Chandler noted that the tense of the other six initiatives are different, and the way number seven is written suggests that we will remove application fees and expedite application timelines.

Mayor Ogden asked Councillor Chandler if she would like to introduce an amendment to the wording and she asked if that would slow down the application. Councillor Chandler stated that it is the word '*remove*' that concerns her. Scott Carnall stated that the department can certainly look at it.

Mayor Ogden noted that there can be a friendly amendment if the mover and seconder are in agreement.

Councillor MacDonald felt that the change that Councillor Chandler was looking for was - the implementation of changes to the application fee structure as it relates to applications from NGO's and provincial entities and review application timelines for proposed affordable and supported housing developments to allow for that process. Councillor Chandler noted that even if it was to follow the same implementation changes to application fees and expedite applications.

Mayor Ogden asked the author of the document if the proposed new wording makes sense and Scott Carnall agreed that it did make sense.

Mayor Ogden asked Councillor Chandler if she wanted to introduce the friendly amendment to the resolution, and she replied that she would like to propose the wording as stated by Councillor MacDonald and both the mover and seconder were in agreement with the amendment.

Councillor Jackson felt that the original number 7 initiative made sense. If we are going to remove the application fees and we are going to expedite the application timelines, it is 100% fair. Councillor Jackson stated that he does not support the amendment as he felt that it was fine as originally written. Councillor Jackson stated that if we are agreeing to this and we have NGO's and government, we should be removing these fees if it helps expediate affordable housing in our community, and he felt it would be easy to commit to removing the fees.

Mayor Ogden noted that we will follow the process that we always follow for any changes that are proposed. It will be a resolution of Council and a discussion at planning board meetings. We need to have the application in by August 16, 2023, and that is why we have the accelerated timeline, and it is an opportunity to achieve some significant funding. Mayor Ogden noted that any decision Council makes can be changed if we get additional information. However, this is what we are proposing to do and if we have a public meeting and new information comes to light, we can amend our decision, although it might mean we don't get the funding. Mayor Ogden added that the current wording allows the application to move forward.

Wendy added that the only thing being voted on tonight is to allow the application to go forward – not implementing the changes. Those initiatives will still need to go through the planning process and be changed by policy and bylaws.

Councillor Dowling noted that the seven initiatives are inherent within the resolution itself in commensurate with the application. He felt it was important as pointed out by Councillor Jackson that this is in relation to applications stemming from funding should we be approved through Canada Mortgage and Housing Corporation (CMHC) and receive that funding – then it is to divest of application – to remove application fees for NGO's and provincial entities. Councillor Dowling stated that if he is understanding Councillor Jackson

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correctly – what he is saying is that it makes it more simplified for those organizations going forward.

Mayor Ogden noted that we had a request for a friendly amendment; however, a friendly amendment must be unanimous and there has been an objection.

Mayor Ogden stated that if someone wants to amend the motion, they will need to entertain a formal motion for amendment. Mayor Ogden asked Councillor Chandler if she wanted to propose a formal amendment to the motion to change the wording. Councillor Chandler replied that it may be just her who has the concern with the wording, and she withdrew her request for an amendment.

The acting director of planning Dale McKeigan stated that he wants to be very positive because he does want this to happen, and he is okay with the removal of the application fees, but the expedite application timelines means processing. Dale stated that the department has many projects they are dealing with such as the urban core, the community campus, and subdivisions, and we will get more of these projects as time goes on. He wants to be cautious that it may be difficult for the planning staff to expedite applications when we are being inundated with applications. He is just not sure about fulfilling that requirement. Mayor Ogden thanked Dale for the clarification. He added that it is important to note that we would be receiving funding and Council could consider increasing resources to deal with these changes.

Question: **CARRIED (on the Original Motion)**

## **SUSTAINABILITY**

### **a) Report**

Councillor Cox noted that at the last Council meeting it was mentioned that the Sustainability Committee had agreed not to meet over the summer and will hold their next meeting in September. However, staff continued to work on the following items:

- The original section of Stratford's community garden is now 10 years old and was in need of repairs. To keep the gardens looking good and to ensure they are safe for users, staff spent part of the summer completing improvement work, including laying an entire new layer of woodchips, replacing edge boards, repairing fruit trees after Hurricane Fiona, and many other smaller repairs. The gardens host close to 90 individual gardeners, and also provides produce that is given away to residents in need – primarily at the Stratford community fridge.

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- Staff and Council participated in a facilitated session in July to help guide the development of the forest management plan. Thank you to everyone who participated and provided input.
- The residential tree planting program has wrapped up for 2023 with another 50 trees planted on residential front lawns. Although staff expected the interest to be high this year after Hurricane Fiona, it remained stable with the past two years. It is anticipated to be back in 2024 and residents can have their name placed on a list to receive more information when registration opens.
- Staff completed the planting of more than 50 new trees to provide shade and enhance our urban forest cover.
- Residents are reminded that they continue to have access to energy concierge services through Switch Stratford, as well as free home energy audits. The advisors can assist with providing advice on the projects being explored, assist with understanding the various financial options available, and help ensure to any available rebate programs.
- The Town of Stratford will launch their business survey this fall and looks forward to receiving input from the business community.
- A number of sessions are being planned for the fall/winter, some of which will be informed based on the survey results, for the business community.
- The Town's Diversity and Inclusion Sub-Committee is participating in the Fall Fest in September with a 'Human Library' where instead of a book, you borrow a person for conversation time. The committee is also assisting with the organization of the 'new resident meetup' on Saturday, September 16 at 10:00 a.m., and assisted with the Town's recent participation in the Pride Parade, and other ongoing and new initiatives.

Councillor Cox left after he gave his report to attend another meeting.

#### **16. INTERGOVERNMENTAL AFFAIRS AND ACCOUNTABILITY**

The committee did not meet in July or August but will be meet in September.

Mayor Ogden noted that he and Deputy Mayor Gallant had the opportunity to meet with our Member of Parliament at the strawberry social which was held recently. It was a great opportunity to discuss some issues in a casual setting. Mayor Ogden noted that Council also

met with the MLA's for Stratford. He added that having staff here from the provincial government five days a week will add a lot to our intergovernmental cooperation and partnership that we are working toward.

**17. HUMAN RESOURCES**

No Report

**18. INQUIRIES BY MEMBERS OF COUNCIL**

Nil

**19. OTHER COMMITTEES**

**a) Stratford Senior's Complex**

Deputy Mayor Gallant gave his report as follows:

- The kitchen cabinets are being completed
- Sidewalk repairs are completed
- An application was submitted for a heat pump from the province for the common area; unfortunately, the application was rejected as it is not applicable to residential buildings
- The annual fire alarm was completed; and
- There are currently 23 people on the waiting list.

The acting planning director Dale McKeigan stated that he would like to know what the government definition of residential is because the scope of residential when you look at group homes and community care facilities is much different than apartment buildings, duplexes, and single homes. They may have grouped it into one category. He would like to see that followed up to see how they are categorizing group homes and community care facilities.

**20. APPOINTMENTS TO THE COMMITTEE**

**Resolution CW013-2023 Committee Member Appointments**

**Moved by Councillor Jody Jackson**

**Seconded by Deputy Mayor Steve Gallant**

**WHEREAS** Council has established a number of Standing Committees and Sub-Committees in the Council Procedural Bylaw, Bylaw #47, to advise and assist Council in its deliberations; and

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**WHEREAS** the Bylaw provides for the appointment of residents and stakeholders by Council to provide public input to Council in its' deliberations.

**BE IT RESOLVED** that the following residents be appointed to the Standing Committees and Sub-Committees for the remainder of the two year term ending on November 30, 2024 as follows:

**Finance and Technology Committee**

Anthony Aucoin

**Diversity and Inclusion Sub-Committee**

Jordan Thibault

Discussion: This resolution bears the recommendation of the Committee of the Whole.

Question: **CARRIED**

21. **PROCLAMATION**

**ARTHRITIS AWARENESS MONTH SEPTEMBER 2023**

**Whereas** *Community support has been critical throughout the Arthritis Society of Canada's 75 year history, enabling the organization to fulfill its mission to fight the fire of arthritis with cutting edge research, bold innovation, fiery advocacy, and evidence based information and patient centred support; and*

**Whereas** *Arthritis is not just arthritis. Arthritis is serious; it causes debilitating pain, restricts mobility, and diminishes quality of life. Six million Canadians - one in five – live every day with the fire of arthritis and there is no cure. Without a greater spotlight on this growing issue, the number of Canadians with arthritis will rise to nine million by 2040; and*

**Whereas** *During Arthritis Awareness Month this September, we seek to raise voices and awareness, and we are encouraging everyone who lives with arthritis, and all those who know and love them, to fight the fire of arthritis; and*

**Whereas** *The Arthritis Society of Canada is Canada's national charity dedicated to extinguishing arthritis for good.*

**Therefore,**

**Be it Resolved** *That I, Steve Ogden, Mayor of Stratford, do hereby proclaim September 2023 "Arthritis Awareness Month" in the Town of Stratford.*

**In Witness,**

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**Whereof**        *I have set my hand and caused the seal of the Town of Stratford to be affixed hereto.*

**22. OTHER BUSINESS**

Mayor and Council sent out condolences to the family of Chad Murley who sadly passed away earlier this month.

**23. ADJOURNMENT**

There being no further business, the meeting was adjourned at 7:28 p.m.

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**Mayor Steve Ogden**

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**Jeremy Pierce, Deputy CAO**



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# Helping build more homes, faster in Stratford

Stratford, Prince Edward Island, March 14, 2024

With federal funding and federal leadership, we are changing how cities let housing get built in their municipalities. With a greater focus on higher density housing, student housing, homes near transit and affordable housing, we are going to get more homes built for Canadians at prices they can afford.

Today, the Government of Canada and the Town of Stratford announced that they reached an agreement to fast track almost 180 housing units over the next three years. This work will help spur the construction of more than 2,000 homes over the next decade.

The agreement under the Housing Accelerator Fund (HAF) will provide almost \$5 million to eliminate barriers to building the housing we need, faster. Stratford's Action Plan commits to seven local initiatives including shortening development timelines by waiving fees for affordable and supportive housing development applications, rezoning commercial land to allow for residential and new commercial development, introducing zoning revisions that will remove barriers restricting multi-unit developments, and permit additional homes on low-density residential lots. The Town will also establish a package of pre-approved design plans for medium-density and multi-family homes such as townhouses and multiplexes along with a new e-permitting system to streamline housing applications.

HAF is helping cut red tape and fast track at least 100,000 permitted new homes over the first three years, which cities and regions estimate will lead to the creation of more than 750,000 permitted new homes for people in towns, cities, and Indigenous communities across Canada over the next decade. It asks for innovative action plans from local governments, and once approved, provides upfront funding to ensure the timely building of new homes, as well as additional funds upon delivering results. Local governments are encouraged to think big and be bold in their approaches, which could include accelerating project timelines, allowing increased housing density, and encouraging affordable housing units.

The Government of Canada is making life more affordable for Canadians – and housing is key to our work. We will continue to work with provincial, territorial, and municipal governments, as well as Indigenous partners, to keep building more homes for Canadians, faster.

## Quotes:

“Today’s announcement will help fast track almost 180 homes in the next three years for Stratford and over 2,000 homes in the next decade. By working with cities, mayors, Indigenous partners and all levels of government, we are helping to get more homes built for Canadians at prices they can afford.”

– **The Honourable Sean Fraser, Minister of Housing, Infrastructure and Communities**

“We’re working with Mayor Ogden and the Town of Stratford to get more homes built for Island families. This funding through our federal Housing Accelerator Fund is so vitally important and will help more folks find a safe, affordable place to call home.”

– **The Honourable Lawrence MacAulay, Minister of Agriculture and Agri-Food and Member of Parliament for Cardigan**

“The Town of Stratford recognizes we have a role to play in finding housing solutions. Today’s announced investment will allow us to further prepare for the future growth of Stratford. Together with our federal and provincial partners, the development community, and residents, we look forward to designing solutions that see our housing needs met so both current and future residents will be housed adequately and with a variety of options available to them.”

– **Steve Ogden, Mayor of Stratford**

### **Quick Facts:**

- Today’s announcement was made by the Honourable Lawrence MacAulay, Minister of Agriculture and Agri-Food, and Steve Ogden, Mayor of Stratford.
- Launched in March 2023, the Housing Accelerator Fund (HAF) is a \$4 billion initiative from the Government of Canada that will run until 2026-27.
- The Housing Accelerator Fund is part of Canada’s National Housing Strategy (NHS), an \$82+ billion plan to give more Canadians a place to call home. Progress on programs and initiatives are updated quarterly at [www.placetocalhome.ca](http://www.placetocalhome.ca). The [Housing Funding Initiatives Map](#) shows affordable housing projects that have been developed.
- As of September 30, 2023, the Government of Canada has committed over \$38.89 billion to support the creation of almost 152,000 units and the repair of over 241,000 units. These measures prioritize those in greatest need, including seniors, Indigenous Peoples, people experiencing or at risk of homelessness, and women and children fleeing violence.

### **Additional information:**

- [Housing Accelerator Fund](#)
- [Housing Accelerator Fund – Building more homes, faster](#)
- [Building more homes, faster](#)
- [Making housing more affordable for Canadians](#)

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*Date Published: March 14, 2024*

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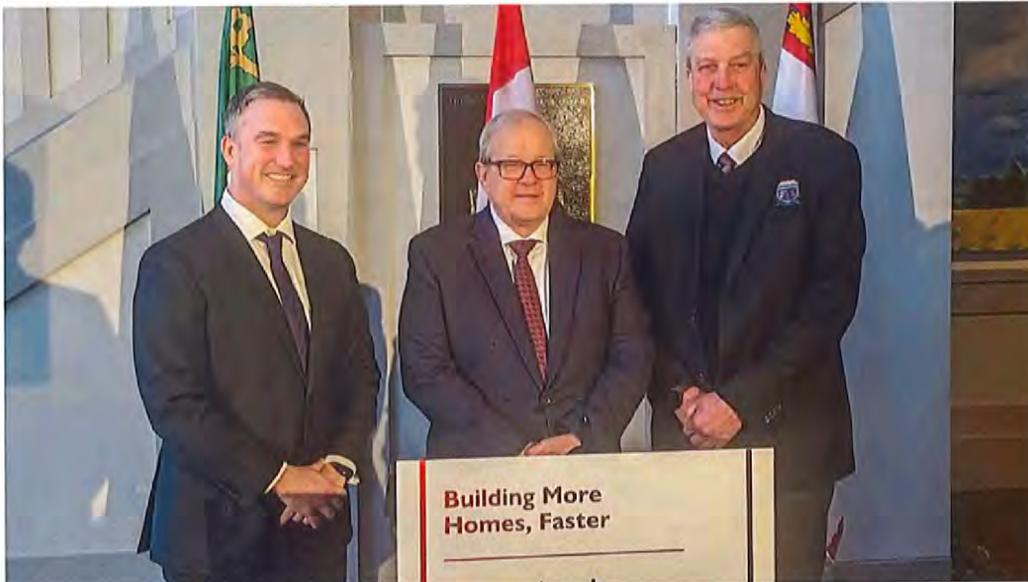
## Stratford receives almost \$5M to build more houses faster

Funding from the CMHC will fast track construction of 180 homes in the town

[Victoria Walton](#) · CBC News · Posted: Mar 14, 2024 3:20 PM ADT | Last Updated: March 14, 2024

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Estimated 3 minutes



From left, Stratford's chair of planning and development Jeff McDonald, Mayor Steve Ogden and Cardigan MP Lawrence MacAulay announced nearly \$5 million in housing funding for the town on Thursday. (Shane Hennessey/CBC)

[comments](#)

The Canadian Mortgage and Housing Corporation is investing almost \$5 million to help the Town of Stratford, P.E.I., fast track the construction of 180 housing units over the next three years.

The funding, announced Thursday by Cardigan MP Lawrence MacAulay and Stratford Mayor Steve Ogden, will help the town shorten development timelines, waive fees for affordable housing developments and rezone land within Stratford.

"This will create lasting change to the way homes are built here, and will reduce the barriers that slow down when we're trying to build new homes," said MacAulay, on behalf of federal Housing Minister Sean Fraser.

The money comes from the \$4 billion Housing Accelerator Fund, which is being dispersed across Canada to build 100,000 new homes in the next three years, and 750,000 in the next decade.



Mayor Steve Ogden says the funding will add to what's already been done during the Shape Stratford project. (Shane Hennessey/CBC)

MacAulay says the status quo isn't solving P.E.I.'s housing crisis, and that the investments being made now are similar to what the Canadian government did after the Second World War.

"The Government of Canada was involved then and built a lot of homes, and we're going to do that now for the next number of years," he said. "There's a lot of immigration, a lot of people without homes.

"We need the people. We need the homes."

## 'Options for everyone'

The town will establish pre-approved design plans for townhouses and multiplexes, and an e-permitting system will be put in place to help streamline the application process.

"Stratford is an exciting place to be right now and we're looking forward to watching our community continue to grow, both on the residential and commercial fronts," Ogden said. "We do have an infrastructure gap ... and we're looking forward to seeing that gap close."

The mayor said the money will also help make progress on the [Shape Stratford](#) housing supply project, which included \$1.1 million from CMHC aimed at finding solutions to barriers around creating a new housing supply.

- [Stratford waterfront boardwalk to offer 'postcard' views starting in January 2024](#)
- [Big spending on health care and housing at centre of P.E.I. capital budget](#)

"Hopefully it will give everyone a place — an appropriate place — to live," Ogden said. "People that work minimum wage, and also people in the 'missing middle,' as they call it, the people who up until now have been priced out of the market. This will allow options for everyone."

Stratford has led the region in population growth for two out of three recent census periods, Ogden said.

"It is a rapidly growing community," he said. "We've doubled in size since we were formed in 1995. We were five small rural communities [with] 4,500 people, and now we're approaching 12,000."

The mayor said the town needs 4,500 new homes built by 2030 to be able to accommodate that growth. Ogden said that work has already started, and next steps include creating an official strategy for the next few years.

*With files from Sabrina Welli*

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### TRENDING VIDEOS



VIDEO



VIDEO



VIDEO



VIDEO



VIDE



*Imagine that!*

October 16, 2024

Wade Arsenault, CEO  
Charlottetown and Development Corporation (CADC)  
4 Pownal Street  
Charlottetown, PE  
C1A 3V6

Dear Wade,

Further to our meeting on October 8, 2024, we are pleased to extend an offer to purchase the property located on Sheppard Drive, (Lot 11-3, PID # 328062) for the purpose of developing a parking area. The Town is in need of additional parking space to accommodate our future needs for the Michael Thomas Waterfront Park and future commercial development of the CADC lands located along Sheppard Drive and Michael Thomas Way. We believe that the CADC property presents an ideal opportunity for us to meet our needs. The lot will be developed to include landscaped buffers for aesthetic purposes for the surrounding residential properties.

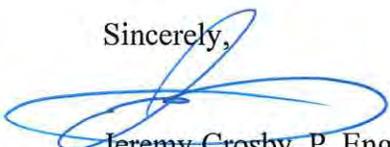
Offer Details:

- Purchase Price: \$250,000 excluding closing costs and taxes.
- Contingencies: The offer is contingent upon satisfactory due diligence and the approval of zoning and planning permits for the construction of a parking area.

We have thoroughly assessed the property and believe that it meets our requirements for a parking area. We are excited about the prospect of working with you to finalize this transaction and look forward to a successful closing. Please review this offer with the CADC Board at your earliest convenience and let us know if you have any questions or would like to discuss any aspects of the offer further.

Thank you for considering our offer. We are confident that this acquisition will be a successful investment for both parties involved.

Sincerely,



Jeremy Crosby, P. Eng.  
Chief Administrative Officer

**Town of Stratford**  
234 Shakespeare Drive  
Stratford PE  
C1B 2V8

t. 902.569.1995

f. 902.569.5000

info@townofstratford.ca

www.townofstratford.ca

## Committee of the Whole

### Regular Monthly Meeting

Wednesday, October 23, 2024

4:30 p.m.

### AGENDA

Page

**1 CALL TO ORDER**

**2 DECLARATION OF CONFLICT OF INTEREST**

**3 APPROVAL OF AGENDA**

**4 APPROVAL OF MINUTES**

3 - 6 a) Regular Monthly Meeting Minutes of September 25, 2024

**5 PRESENTATION**

Presentation from the Recreation Program Coordinator, Melanie Weatherbie regarding potential concert at Michael Thomas Park on Canada Day

**6 BUSINESS ARISING FROM THE MINUTES**

7 - 16 a) Town Initiated Rezoning Amendment and Process for Contacting Landowners  
b) Bryer Jones Court Traffic Issues

**7 MOTION TO MOVE INTO CLOSED SESSION**

As per section 119 (1) Subsection E of the Municipal Government Act - a matter still under consideration on which the Council has not yet publicly announced a decision, and about which discussions in public would likely prejudice a municipality's ability to carry out its negotiations.

**8 NEW BUSINESS**

17 - 21 a) Bylaw and Plan Amendment Procedures

22 - 25 b) Business Park Corporation Inc. - Purchase process for the land within the Stratford Business Park and a Proposal for a Modular Home Display Area in the Stratford Business Park off Myrtle Street

26 c) Request for an Off Leash Section at Fullerton's Creek

**9 PROJECT UPDATE**

27 - 31 a) Project update

**10 DATE OF NEXT MEETING**

a) The next Committee of the Whole meeting will be held on Wednesday, November 27, 2024 at 4:30 p.m.

Page

## 11 ADJOURNMENT

**COMMITTEE OF THE WHOLE  
UNAPPROVED MINUTES - CONFIDENTIAL**

**DATE:** October 23, 2024  
**TIME:** 4:30 p.m. – 7:20 p.m.  
**PLACE:** Bunbury Room  
**PRESENT:** Deputy Mayor Steve Gallant; Councillors Jill Chandler; Gordie Cox; Ron Dowling; Jody Jackson; Jeff MacDonald; Jeremy Crosby, CAO; Jeremy Pierce, Deputy CAO; Dale McKeigan, Director of Planning; Phil Rough, Town Planner; and Mary McAskill, Recording Clerk  
**REGRETS:** Nil  
**CHAIR:** Mayor Steve Ogden

**1. CALL TO ORDER**

Mayor Steve Ogden called the meeting to order at 4:30 p.m.

**2. DECLARATION OF CONFLICT OF INTEREST**

No conflicts were declared.

**3. APPROVAL OF AGENDA**

It was moved by Councillor Jeff MacDonald and seconded by Councillor Ron Dowling that the agenda be approved as circulated.

**4. APPROVAL OF THE MINUTES**

It was moved by Councillor Jeff MacDonald and seconded by Councillor Jill Chandler that the Regular Monthly Meeting Minutes of September 25, 2024, be approved as circulated.

**5. PRESENTATION**

There was a presentation by the recreation program and event coordinator Melanie Weatherbie regarding a potential concert at the Michael Thomas Park on Canada Day 2025. *Melanie distributed a business plan for the Canada Day concert, as well as a copy of her Power Point Presentation. (a copy of these documents is attached to the minutes).* There was a brief question and answer period following the presentation. It was also noted that the artist booking requires a \$1500.00 non-refundable deposit by October 25, 2024.

**RESOLUTION**

It was moved by Councillor Jody Jackson and seconded by Deputy Mayor Steve Gallant that we go ahead and pay the \$1500 non-refundable deposit.

Discussion: None  
Question: **CARRIED**

***Councillor Cox arrived at this time (5:00 p.m.)***

## 6. BUSINESS ARISING FROM THE MINUTES

### a) Town Initiated Rezoning Amendment and Process for Contacting Landowners

The CAO noted that town planner Phil Rough has prepared a presentation for Council. Phil stated that we are looking at making changes to some of the components such as the information required at the time an application is submitted. We will require a full on-site plan which will give us a good indication of what the developer wants to do, and we will have a full study done at the time that the application is submitted. Once we have all the pertinent information, we will be able to provide the public with more detailed information. In terms of public notification, we are looking at the two zones and we will provide the information between the current zone and the proposed zone, and we will be able to provide a lot more detail of what the developer is planning.

Phil noted that if Councillors are going to deny an application they must explain why and be prepared to defend their position. He added that there is a criteria in the Zoning and Development Bylaw for zoning amendments, subdivision, variances, and development permits that Council can consider to help them reach a decision.

Traffic was discussed and Councillor Chandler noted that sometimes traffic falls into a 'grey area.' She stated that if speeding is a concern, we can't raise that as an issue if a traffic study has been conducted and approved. Councillor Dowling stated that there has to be some element for the community to have self-determination. He noted that there must be a way that we can factor in resident's concerns in relation to safety. Depending on the location and the circumstances – for example in some locations 750 extra vehicles will cause a change to the character of the neighbourhood. Councillor Dowling felt that this is something that should always be taken into consideration. We need to take into account the wishes of the neighbourhood. If we were to turn down a proposal and the contractor appealed it to the Island Regulatory and Appeals Commission (IRAC), we would need to decide as a Council if we want to take it a step further if we felt strongly about it. We don't want to get into a situation where we are so regimented by the bylaw that we can't factor in residents' wishes in relation to how the Town should evolve.

Councillor MacDonald stated that to Councillor Dowling's point of making sure the voices of the residents are represented, and what Phil is trying to articulate, is that there are ways to do it, but you need to be very careful. He stated that with the greatest of respect, he would be concerned if an appeal was launched to IRAC. He added that a lot of our decisions are based on feelings and not on facts. Councillor MacDonald noted that when residents attend a public meeting we hope they are there on 'a good faith basis,' but a lot of the time people are motivated by emotion. He added that a deferral vote let's Council

say no twice, so there is a political element to a deferral. You need to consider the politics sometimes, but you also need to consider your rationale.

The CAO stated that the reason we are going through this is because we have learned some very important lessons from our recent public meetings and we want provide some tools to help Council.

Councillor Jackson stated that the residents who attended the public meeting did not have enough information and the meeting got very personal. He added that he didn't know we were deferring until late that same day and we need to have our 'ducks in a row' on this issue. He noted that if the proposal comes back, we are going to separate the two issues. Councillor Jackson stated that he would still like to see us go with 'as of right' with the form based codes. He added that with his understanding of the situation now - deferral might have made more sense. The residents know it is coming back and they know that it will probably be rezoned.

Mayor Ogden stated that one of the things he would like Council to think about is do we want to be popular or do we want to make good decisions for the Town. Do we want to do what the residents want us to do in all instances, or do we want to make the best decisions for the Town? He added that it is Council's responsibility to ensure that residents have the same information as Council does in these situations.

Councillor Jackson stated that our well trained staff, in fairness, needs to give us the information so we can give it to the people who we represent.

Councillor Chandler noted that in general sometimes we are not all on 'the same page' and she wanted to point that out. She added that it is not personal, and everyone is trying to do what they think is the best they can do and we are not always going to agree on everything. She added that she still has her 'gut feelings' and she still represents residents, but she can do it in a way that is legal so she can justify her decision. We need to have the information to share with residents because they show up at public meetings because they are fearful and that is a problem. We need to do the best we can to educate our residents in layman's terms.

Planning director Dale McKeigan stated that we are stronger as a team – Council, staff, and Town committees.

***Phil left the meeting at this time.***

## COMMITTEE OF THE WHOLE MINUTES –OCTOBER 23, 2024

## b) Bryer Jones Court Traffic Issues

The CAO stated that we wanted to bring some information forward on what we are trying to do to correct some issues regarding parking on Bryer Jones Court. It is being brought up at almost every Council meeting. We are working closely with the property owner and with the planning director and his team to try and correct some of the issues. The CAO added that he has had the bylaw enforcement people go through the area on a regular basis to try and clean up some issues and that has been working well. He noted that he would like Council's comments on the letter included in the agenda package that is to be sent to residents regarding a no parking sign on the street.

The CAO noted that Dale will give a presentation (included in the agenda package) to show Council what has been done to correct some of the issues that were brought forward. He added that we do get requests from residents from time to time that are sometimes unreasonable.

Dale referred to the overhead which showed what the issues were and where they were located. He noted that the pictures on the left shows what the issue was and the picture on the right show what has been done to remediate it.

Issue #1 – was the newly developed properties were left ungraded with fill and construction debris was left on the property (a portion of lot 2 and all of lot 3), and the retaining wall had not yet been constructed at the back of lot 3. **Progress** – The property has since been graded and seeded and there is no visible construction debris, and the retaining wall on lot 3 has been constructed.

Issue #2 – The Town's future green space A was used as a stockpiling location without the permission of the Town. **Progress** – Previous planning staff met with the developer to have them sign a letter of undertaking in November of 2020, to reinstate green space A and seed by July 2021. Current planning staff reached out again to have the developer sign a second letter of undertraining in November of 2023 to reinstate green space A by April 2024. Green space A has since been graded and seeded. The planning staff also met with the developer to discuss documents required for the parkland conveyance. **Outstanding Action** – The developer is to submit and sign the parkland conveyance and the Town is also to sign the parkland conveyance.

Issue #3 –Incomplete grading, grass left uncut, and a dead tree left standing after Hurricane Fiona that is attracting mice and pests. **Progress** – the dead tree has been removed and the properties have been graded and seeded to allow for grass cutting next year.

Issue #4 – The particular neighbour that planning staff spoke with has a small child and was concerned with the fall risk created by the retaining wall on adjacent property, lot 3. Due to this, the neighbour requested that a fence be installed to act as a railing at the top of the retaining wall similar to that constructed on lot 2. **Progress** – Although there are no requirements in the bylaw for railings on top of retaining walls, the developer agreed to construct a fence above the height of the retaining wall to act as a railing as requested by the resident.

Issue #5 – Vehicles sticking out into the Right of Way on Bryer Jones Court. **Progress** – Planning staff met with the property owner to inform them that the ‘no parking’ signs will be installed in the Right of Way allowing vehicles to be towed. **Outstanding Action** – ‘no parking’ signs to be installed by the province. Once the signs have been installed the RCMP can act on it with either a fine or a tow. He added that we do have the signs and we are awaiting further direction from the province. The CAO added that we now have the letter ready that will be circulated to the residents in the area to advise them that there will be no parking signs installed.

Issue #6 – The amount of waste at the end of driveways. **Progress** – Nothing out of the ordinary was seen on site as can be seen in the photos.

Issue #7 – Exposed soil was observed in the fall of 2023 in the location of lots 4 through 6 which were under construction at the time. **Progress** – Planning staff requested that the developer install measures on the lots and particularly at the down slope of lot 4 to prevent silt from being carried onto PID 289256.

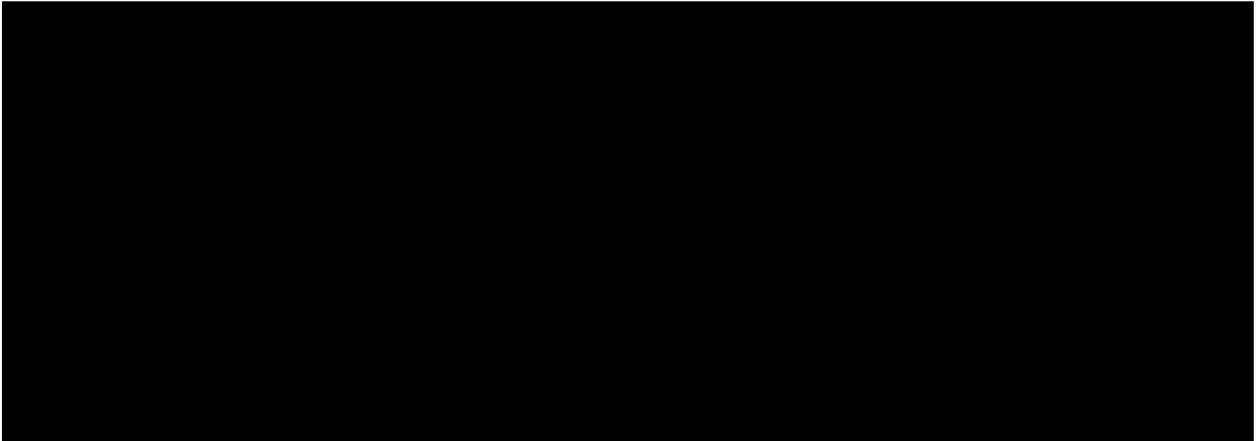
Issue #8 – Tires being stored in the Right of Way. **Progress** – Planning staff has met with the developer/landlord to instruct their tenants to remove the tires from the Right of Way as soon as possible. **Outstanding Action** - Follow up to ensure removal.

After further discussion, everyone was fine with the letter that is to be sent to residents regarding the no parking signs that will be installed.

***Dale left the meeting at this point.***

7. **Motion to Move into a Closed Session as per Section 119 (1) Subsection E of the Municipal Government Act – a matter still under consideration on which the Council has not yet publicly announced a decision, and about which discussions in public would likely prejudice a municipality’s ability to carry out its negotiations**

*It was moved, seconded, and carried that the meeting go into a closed session.*



*It was moved, seconded, and carried that the meeting come out of closed session.*

**8. DATE OF NEXT MEETING**

The next Committee of the Whole meeting will be held on November 27, 2024, at 4:30 p.m.

**9. ADJOURNMENT**

There being no future business, the meeting adjourned at 7:20 p.m.

**Committee of the Whole**  
**Regular Monthly Meeting**

**November 27, 2024**

**4:30 p.m.**

**AGENDA**

Page

**1 CALL TO ORDER**

**2 DECLARATION OF CONFLICT OF INTEREST**

**3 APPROVAL OF AGENDA**

**4 APPROVAL OF MINUTES**

3 - 8 a) Regular Monthly Meeting Minutes of October 23, 2024

**5 BUSINESS ARISING FROM THE MINUTES**

9 - 10 a) Parking for the Waterfront Park and Area - Purchase of Charlottetown Area Development Corporation (CADC) Property PID 328062

**6 MOTION TO MOVE INTO A CLOSED SESSION**

As per section 119 (1) Subsection E of the Municipal Government Act - a matter still under consideration on which the Council has not yet publicly announced a decision, and about which discussions in public would likely prejudice a municipality's ability to carry out its negotiations.

Motion to Move into a Stratford Business Corporation Meeting

**7 NEW BUSINESS**

11 - 21 a) Review of Tax Rate Incentive Programs

22 - 29 b) Introduction to Kelly Heights - Phase 3 Revision

30 - 38 c) Stratford Community Seniors Complex Board of Director's Meeting - Approval of the 2025 Budget

39 - 40 d) Transit Electrification and Bus Purchase Update

e) Committee Member Composition 2025

**8 PROJECT UPDATE**

41 - 45 a)

**9 DATE OF NEXT MEETING**

a) To be Determined

Page

**10 ADJOURNMENT**

**COMMITTEE OF THE WHOLE  
UNAPPROVED MINUTES**

**DATE:** November 27, 2024  
**TIME:** 4:30 p.m. – 7:16 p.m.  
**PLACE:** Bunbury Room  
**PRESENT:** Deputy Mayor Steve Gallant; Councillors Jill Chandler; Gordie Cox; Ron Dowling; Jeff MacDonald; Jeremy Crosby, CAO; Jeremy Pierce, Deputy CAO; and Mary McAskill, Recording Clerk  
**REGRETS:** Councillor Jody Jackson  
**GUESTS:** Sarah Kennedy, Dale McKeigan, and Wendy Watts  
**CHAIR:** Mayor Steve Ogden

**1. CALL TO ORDER**

Mayor Steve Ogden called the meeting to order at 4:30 p.m.

**2. DECLARATION OF CONFLICT OF INTEREST**

No conflicts were declared.

**3. APPROVAL OF AGENDA**

It was moved, seconded, and carried that the agenda be approved with the noted changes – the Committee Composition, and the Kelly Heights Phase III revision will be moved up in the agenda to follow the approval of the minutes.

**4. APPROVAL OF THE MINUTES**

It was moved, seconded, and carried that the Regular Monthly Meeting Minutes of October 23, 2024, be approved as circulated.

**Committee Member Composition**

Mayor Ogden noted that he has had a chance to meet with all of Council and he felt he had an agreement with everyone on the noted changes:

Deputy Mayor Steve Gallant will remain as chair of the Infrastructure Committee;  
Councillor Jill Chandler will be the new chair of the Sustainability Committee and chair of the Intergovernmental Affairs and Accountability Committee;  
Councillor Gordie Cox will be the new chair of the Recreation, Culture, and Events Committee;  
Councillor Ron Dowling will be the new chair of the Safety Services Committee;  
Councillor Jody Jackson will be the new chair of the Finance Committee; and  
Councillor Jeff MacDonald will remain as the chair of the Planning, Development, and Heritage Committee.

## COMMITTEE OF THE WHOLE MINUTES – NOVEMBER 27, 2024

Mayor Ogden added that the vice-chairs will be determined at a later time. He noted that in terms of the resident committee members, we would like to have at least three people remain on their respective committees and add two new members to each committee.

Wendy noted that she had sent an email to all of Council regarding committee members for the new term, but she didn't hear back from anyone.

The CAO stated that it is difficult to keep the committees the same because we put the call out to residents to volunteer as a member on a committee. He added that he agrees with keeping some continuity on some of the committees; however, it is also beneficial to have some new members.

Deputy Mayor Gallant felt it would have been nice to have the same committee for the full four years. He added that his committee works well together and none of the members want to leave and he tries to support the members. As chair of the committee and as a Councillor, he felt that he could make the decision to keep his committee as is. The CAO stated that they can sit on an Adhoc Committee or we can keep them on the list for other objectives. He added that staff makes suggestions, but ultimately it is Council's decision.

Councillor MacDonald noted that his Planning Committee is an excellent committee. However, he understands that new people are putting their names forward.

It was suggested that we can do a better job of notifying committee members in the future if they wish to sit on the committee again. Councillor Dowling agreed but stated that we should advise them that there is not a guarantee that they will be taken back.

Councillor Chandler asked who is responsible for advising the committee members that they must reapply if they wish to sit on a committee, and Wendy replied that each staff member who does minutes for the individual committees advised all the members that they must re-apply to stay or move to another committee. They are also advised by the chair of each committee.

Mayor Ogden stated that there is a process for people to apply and we want to find the best fit for each committee. He reiterated that three returning members and two new members would be a good mix.

The CAO asked if everyone was okay with the Active Transportation Committee being incorporated into the Infrastructure Committee and everyone was in agreement. He then asked if everyone was okay with the Arts and Culture being incorporated into the Recreation Committee, and Transit being incorporated into the Sustainability Committee and everyone was in agreement.

**Kelly Heights Phase 3 Revision**

Development officer Sarah Kennedy stated that the planning department received a revised plan from the Gray Group for Kelly Heights phase III. She displayed the revisions on the overhead and added that the planning department meets with the Gray Group on a bi-weekly basis (documents were included in the agenda package). We have given our preliminary comments to the Gray Group and Sarah outlined the comments for Council. She stated that currently they have a semi-detached lot proposed in the R1 zone which means they will need to apply for a conditional use. She noted that we did ask them to reinstate the trees that had been removed, and we clarified that when this land was originally approved, it was in the interest of preserving the trees. Parkland dedication - we did clarify that when this was originally approved, we were interested in preserving the trees that already existed.

Sarah stated that if the developer wishes to proceed with a Conditional Use application, abutting properties of the proposed development will be notified and asked to provide their comments prior to going to planning board for a recommendation. Planning board will then prepare a recommendation to bring to Council for a decision in the new year. Sarah also noted that Council can approve a reduced frontage if a property goes around a cul de sac or a bend.

At this time Sarah took questions from Council.

Mayor Ogden asked if a resolution was required and the CAO replied that a resolution is not required. He explained that we wanted to provide everyone with some information on this issue as it is difficult to explain it all at a Council meeting.

**HR MEETING**

Before Councillor Chandler and Councillor MacDonald left the meeting, Mayor Ogden noted that it is necessary to hold a Human Resource meeting as soon as possible to recommend the CAO's salary. It was agreed that a meeting date will be set.

**Councillor Jill Chandler and Councillor Jeff MacDonald left the meeting at 5:45 p.m.**

**5. BUSINESS ARISING FROM THE MINUTES**

- a) Parking for the Waterfront Park and Area – Purchase of Charlottetown Area Development Corporation (CADC) Property PID 328062

The CAO stated that he wanted to advise everyone that CADC has accepted our offer of \$250,000 for the above noted property for the purpose of developing a parking area (the asking price was \$300,000). He noted that CADC reviewed the information and discovered that the offer was compared to the original asking price of these lots and not to the

updated pricing that was implemented in September of 2020. It was noted that all previous lot sales, with the exception of one, were sold at reduced prices. The CADC Board reconsidered the Town's offer and authorized the sale in the amount of \$250,000.

Councillor Dowling asked if there was any consultation with the residents in the area and the CAO replied that we need to go through a rezoning process and there will be public consultation in regards to that process. He added that this is just the purchase of the land in anticipation of what is going to happen in the future.

6. **Motion to Move into a Closed Session as per Section 119 (1) Subsection E of the Municipal Government Act – a matter still under consideration on which the Council has not yet publicly announced a decision, and about which discussions in public would likely prejudice a municipality's ability to carry out its negotiations – items 6 (a) (b) (c) (d) and (e)**

7. **NEW BUSINESS**

- a) Review of Tax Rate Incentive Programs

The CAO stated that the pickleball group asked if there were any tax incentives and at one time there had been a tax incentive in the business park, but people were not really taking advantage of it so the policy was repealed. He noted that when the finance director started to look at tax incentives of other communities, it was determined that our commercial and non-commercial tax rate is lower than most other communities. The CAO stated that the finance director doesn't see the need to introduce a tax incentive program with our tax rate at \$1.35 commercial and \$0.47 non-commercial. Councillor Dowling noted that the finance director had stated that it would be best to explain to potential developers that we don't have a tax incentive because of our low tax rate in comparison with other communities. He added that it would be more advantageous for a developer to come to Stratford. After a brief discussion, everyone agreed that we do not need to develop a tax incentive program/policy.

- b) Introduction to Kelly heights – Phase III Revision  
Covered earlier in the agenda.

**It was moved, seconded, and carried that the meeting resolve into the Stratford Community Seniors Board of Director's Meeting to Approve the 2025 Budget**

- c) Stratford Community Seniors Complex Board of Director's Meeting – Approval of the 2025 Budget

Present or consenting thereto, the following, namely Steve Ogden, Steve Gallant, Gordie Cox, Ron Dowling, being members of the Corporation each of whom waived notice of the

## COMMITTEE OF THE WHOLE MINUTES – NOVEMBER 27, 2024

calling of the meeting and consented to the transaction of business. Also present was the Town's Chief Administrative Officer Jeremy Crosby and recording clerk Mary McAskill.

Upon motion duly made, seconded, and carried, it was RESOLVED that Steve Ogden act as Chairman of the meeting.

**APPROVAL OF THE 2025 OPERATING BUDGET**

Upon motion duly made, seconded, and carried, it was RESOLVED that approval be granted to the 2025 operating budget.

**ADJOURNMENT**

There being no further business, the meeting was adjourned.

**It was moved, seconded, and carried that the meeting resolve back in the Committee of the Whole meeting.**

## d) Transit Electrification and Bus Purchase Update

The CAO noted that there is a memo included in the agenda package which explains that we originally wanted to get seven busses but costs have escalated. However, we needed additional busses on a tighter timeline so we went with diesel busses and we do have money in the budget for these busses. Because of the escalation in the costs, supply chain issues, and inflation – what we had originally budgeted for has increased by a million dollars. The memo included in the agenda package from the Safety Services Committee is recommending to Council that we include \$177,438 in the 2025/26 capital budget for our share of the additional cost of the purchase of electric busses. We already have \$115,000 in the budget, but we will need to add in the \$177,438. The CAO stated that Charlottetown has already passed this resolution for their share. He added that there was a discussion held at the Safety Services Committee and it was agreed that we are in a position where we need to increase the supply of new busses to the provider. The CAO noted that we pay \$64 an hour for our current bus service, but when we introduced some new routes it dropped down to \$54 an hour. However, that formula hasn't been applied over the last several years, so we are asking that it now be applied. We are not asking to be reimbursed or for it to be retroactive; we are just going to enforce the rules of the contract. The CAO stated that we are also heading into contract negotiations with the provider very soon.

Councillor Dowling asked if there was anything that would position us for small busses for 'in town' routes and the CAO replied that the busses he is referring to are the larger ones. He noted that we do have a few mini busses that we purchased earlier but they are currently being utilized by Cornwall, Charlottetown, and Stratford. He noted that if

## COMMITTEE OF THE WHOLE MINUTES – NOVEMBER 27, 2024

we are going to look at inter-municipal bus service within Stratford, we would probably look at a smaller type of vehicle, and he does plan to have Mr. Cassidy in to speak with staff on how this can happen. He would like to have him come to the Committee of the Whole meeting at some point as well. Mayor Ogden asked if a resolution would be going to Council and the CAO replied that it will actually go through our budgeting process. He added that at this time, we just need to reflect that Council is in agreement with the purchase going forward and everyone was in agreement.

- e) Committee Member Composition 2025  
Covered earlier in the agenda.

**7. PROJECT STATUS REPORT**

Included in the agenda package for Council to review. The report was briefly reviewed.

**8. DATE OF NEXT MEETING**

To be determined.

**9. ADJOURNMENT**

There being no future business, the meeting adjourned at 7:16 p.m.

**Committee of the Whole**  
**Regular Monthly Meeting**

**April 23, 2025**

**4:30 p.m.**

**AGENDA**

Page

**1 CALL TO ORDER**

**2 DECLARATION OF CONFLICT OF INTEREST**

**3 APPROVAL OF AGENDA**

**4 APPROVAL OF MINUTES**

3 - 7 a) Regular Monthly Meeting Minutes of March 26, 2025

**5 PRESENTATION**

8 - 10 a) Presentation by Beth Clinton - Regional Librarian, PEI Public Library Service - Possible Expansion of Service at the Stratford Location

**6 BUSINESS ARISING FROM THE MINUTES**

a) Parking for the Waterfront and Area (Purchase of CADC Property PID 328062) - Verbal Update

**7 MOTION TO MOVE INTO CLOSED SESSION**

As per section 119 (1) Subsection E of the Municipal Government Act - A matter still under consideration on which the Council has not yet publicly announced a decision, and about which discussions in public would likely prejudice a municipality's ability to carry out its' negotiations - items 7 a, b, c, d, and e.

**8 NEW BUSINESS**

11 - 14 a) Request to Rename a Street in the Reddin Meadows Subdivision

15 - 18 b) Rezoning Request off of Swallow Drive  
Attached are copies of the original concept for Dico's proposal for Swallow Drive. He is looking at making an application to rezone his lots from R1 to R2. These are the same lots as the 2023 rezoning application from R1 to PURD. The R2 will allow the proposed development as conditional uses. The R2 zone does not permit multi-unit dwellings (apartments) which was a concern with the 2023 rezoning application. Additionally, the land to the west of the property are in the process of being developed for similar style developments.

**9 PROJECT UPDATE**

19 - 21 a)

**10 DATE OF NEXT MEETING**

Page

a) Wednesday, May 28, 2025 at 4:30 p.m.

**11 ADJOURNMENT**

**COMMITTEE OF THE WHOLE  
UNAPPROVED MINUTES**

- DATE:** March 26, 2025
- TIME:** 4:30 p.m. – 6:15 p.m.
- PLACE:** Bunbury Room
- PRESENT:** Deputy Mayor Steve Gallant; Councillors Jill Chandler; Gordie Cox; Ron Dowling; Jody Jackson; Jeff MacDonald; Jeremy Crosby, CAO; Jeremy Pierce, Deputy CAO; and Mary McAskill, Recording Clerk
- REGRETS:** Nil
- GUESTS:** Dale McKeigan, Director of Planning and Phil Rough, Town Planner
- CHAIR:** Mayor Steve Ogden

**1. CALL TO ORDER**

Mayor Steve Ogden called the meeting to order at 4:30 p.m.

**2. DECLARATION OF CONFLICT OF INTEREST**

No conflicts were declared.

**3. APPROVAL OF AGENDA**

It was moved, seconded, and carried that that the agenda be approved as circulated.

**4. APPROVAL OF THE MINUTES**

- a) It was moved, seconded, and carried that the regular monthly meeting minutes of February 26, 2025, be approved as circulated.

**It was moved, seconded, and carried that the meeting resolve into the Business Park Corporation Board of Director’s meeting**

**5. BUSINESS PARK CORPORATION BOARD OF DIRECTOR’S MEETING**

- a) To approve a resolution to deed over a lower portion of the road on John Joe Sark Drive to the province

The CAO stated that when they were doing the deed this section was missed, and it is just a formality to have a motion from the Business Park Corporation to approve it. He added that it has already been corrected on the deed.

**RESOLUTION**

It was moved, seconded, and carried that the lower portion of John Joe Sark Drive be deeded over to the Province of PEI.

- Discussion: None
- Question: **CARRIED**

**It was moved, seconded, and carried that the meeting come out of the Business Park Corporation Board of Director's meeting.**

**6. PRESENTATIONS BY THE PLANNING DEPARTMENT**

**a) Stratford Emergency Services Building – Installation of a Shipping Container**

The planning director Dale McKeigan noted that Corporal Dave Weatherbie, Sgt. Nick Doyle, and fire chief Greg MacCormack requested that they visit the Stratford Emergency Services building, and he and town planner Phil Rough did visit the building. They wanted to know if they could put an accessory building on the site; however, when they discussed it further they realized an accessory building likely wouldn't accommodate their needs. A number of options were discussed, and one option was to put a shipping container on the site. The planning director stated that he wanted to make sure Council had a chance to review the request and he displayed the rendering of the shipping container on the overhead. He noted that the container would be 8 feet wide, 20 feet long, and 8 ½ feet high, and he indicated the side of the building that is being considered for its installation.

The CAO stated that we wanted to make sure we brought it to Council because we have had discussions regarding shipping containers in other areas. Councillor Dowling noted that the down side is when the community utilizes shipping containers, it sends a message to the business community that they can have one as well. However, we can cover that off with our bylaw to say what specifics need to be put in place if a shipping container was to be utilized. He added that this is something we would likely need to do at any rate. Councillor Dowling agreed with the planning director that the location indicated is likely the best location for the container with some privacy screening around it. He noted that we could put those parameters in as a requirement for anyone utilizing shipping containers. The CAO stated that is why we brought it here for Council to review because we are setting an example for the rest of the community.

Councillor Chandler stated that they don't have to look bad, and she noted that people are actually making homes out of them.

The town planner noted that hazardous materials stored in a shipping containers is not recommended. The planning director added that the fire company should provide comments of what can be contained in a shipping container.

The planning director felt that the location demonstrated on the overhead would be the best location and if we do it right, we will set a good precedent.

Councillor MacDonald stated that his personal recommendation would be to put a gravel surface underneath and to require fencing/privacy screen.

The planning director noted that it will now go back to planning board to follow our normal process, and then it will be brought forward to Council.

Mayor Ogden felt that everyone was open to the idea of having the shipping container located on the Stratford Emergency Services property.

The Deputy CAO stated that there should be a caveat as these things tend to get graffitied so there should be a proviso that they have a week to get the graffiti covered up and repainted.

**b) Proposed Development off of Swallow Drive**

The town planner noted that this item is somewhat of a complex issue. He stated that it is a two lot major subdivision and demonstrated the location on the overhead. Because the subdivision requires the construction of a public road and utility services, it is considered to be a 'major subdivision.' He noted that currently there are two parcels of land running northbound and the owners are planning on doing an east/west split on either side of Swallow. They are looking at stacked townhouses on both sides of the property. An eight unit on the south side and two 10's on the north side. The town planner noted that Swallow Drive needs to be connected, and the second issue is that stacked townhouses are either conditional or special permit use.

There are two criteria that may be problematic for this proposal. They are conformance with the Official Plan and the suitability of the land for the proposed use and future use of adjacent lands. Under the Official Plan, one of the housing objectives is to identify, through the zoning framework, lands for higher density and smaller lot sizes without compromising the existing character of the neighbourhood.

Councillor Dowling asked about access to the stacked townhouses off of Swallow Drive and the town planner replied that the ones on the south side will access from the new length of Swallow. For the two on the north side, the town planner indicated the proposed access on the overhead. The town planner added that we need verification from the province who is responsible to pay for the road. Councillor Dowling asked what the developer is proposing as a buffer at the back of the properties, and the town planner replied that because it is an R2 zone there isn't any requirement for a buffer. Councillor Dowling stated that he would like to see the Town take the approach where we have a requirement when backing up against an R1 zone that some form of a buffer be put in place. He noted that it wouldn't

necessarily need to be fencing; it could be a tree line. The town planner noted that letters are sent out, but a public meeting is not required.

Deputy Mayor Gallant asked about stormwater and the town planner replied that this is going to be a complex issue. He noted that the Kelly Heights subdivision was only designed for Kelly Heights and not necessarily to accommodate this development; so there might be complications from this development trying to feed into Kelly Heights.

The town planner stated that we need the province to clarify whether or not they are going to need curb and gutter. The Provincial Department of Transportation and Infrastructure has been notified, and we are waiting for their comments.

The planning director stated that the developer wants to break ground as soon as possible, but he was advised that he won't be able to do that because there are a number of major issues that need to be addressed.

Mayor Ogden asked if this item was brought forward for a decision or for information purposes and the town planner replied that it is just for information at this time. Mayor Ogden noted that the current status is that discussions are still taking place between the planning department and the developer, and the town planner replied that is correct. The director of planning stated that we wanted to be sure Council was informed in case they are approached by the public in regard to this development.

**Planning director Dale McKeigan and town planner Phil Rough left the meeting at this time.**

**7. MOTION TO MOVE INTO A CLOSED SESSION**

**Motion to move into a Closed Session as per Section 119 (1) Subsection E of the Municipal Government Act – a matter still under consideration on which the Council has not yet publicly announced a decision, and about which discussions in public would likely prejudice a municipality's ability to carry out its negotiations – items 7 a, 7 b, 8 a, and 9.**

**It was moved, seconded, and carried that the meeting go into closed session.**

**a) Bell Mobility Cell Tower**

After discussions, the consensus was for the CAO to continue with the negotiations.

**b) Revenue Sharing**

**8. TRANSIT NEGOTIATIONS UPDATE**

**a) Discussion/Negotiation**

**9. DISCUSSION ON FIELD LEVIES**

It was moved, seconded, and carried that the meeting come out of camera.

**10. PROJECT UPDATE**

Included in the agenda package for Council to review.

**11. OTHER BUSINESS**

Mayor Ogden stated that he will be away from April 3 to April 23, 2025, and Deputy Mayor Gallant will be acting in his absence.

**12. DATE OF NEXT MEETING**

The next Committee of the Whole meeting will be held on Wednesday, April 23, 2025.

**13. ADJOURNMENT**

There being no further business, the meeting adjourned at 6:15 p.m.

**The List: Canadian Public Library Impact Studies**

The following is a list of Canadian public libraries who have conducted an **economic impact study applying this cost-benefit analysis (CBA)** model first used by Toronto Public Library in 2013. CBA is a commonly used approach to estimate the economic impact of public institutions. Please read [“Understanding Economic Impact and Public Libraries”](https://libraryresearchnetwork.org/understanding-economic-impact-and-public-libraries/) (https://libraryresearchnetwork.org/understanding-economic-impact-and-public-libraries/) for a more detailed explanation of how CBA is applied to public libraries.

Library (Province)	Year Published	2011 Population	# of Branches	Return on \$1 Invested
Toronto Public Library (ON)	2013	2,615,060	98	\$5.63
Halton Hills Public Library (ON)	2014	59,008	2	\$3.96
Milton Public Library (ON)	2014	84,362	2	\$5.67
Pickering Public Library (ON)	2014	88,721	3	\$5.85
Stratford Public Library (ON)	2015	30,886	1	\$5.63
Sault Ste-Marie Public Library (ON)	2015	75,000	3	\$2.36
Kawartha Lakes Public Library (ON)	2015	73,214	15	\$7.05
London Public Library (ON)	2015	366,151	16	\$6.68
Vancouver Island Regional Library (BC)	2016	430,000	38	\$5.36
Ottawa Public Library (ON)	2016	883,391	33	\$5.17
Newmarket Public Library (ON)	2016	79,978	1	\$7.85
Edmonton Public Library (AB)	2016	812,200	22	\$3.11
Burlington Public Library (ON)	2017	175,780	7	\$5.64
Hamilton Public Library (ON)	2017	519,950	22	\$5.59
Vaughan Public Library (ON)	2017	288,300	9	\$5.57

<http://fopl.ca/news/the-list-canadian-public-library-impact-studies/>

## The Value of a Public Library in your Community

### Intangible Benefits that deliver value

- Opportunities for residents to improve their literacy skills
- Opportunities for residents to enhance their education
- Improve quality of life for families through collections, services and programs
- Contribute to a sense of belonging and combat social isolation (especially important for newcomers and seniors)

### Tangible Benefits that deliver value

- Collection use—print collections, eTitles, DVDs, Recreational items (ex. Snowshoes, skates), Heritage passes and more
- Technology—access to computers, Internet, wi-fi, printing, e-readers, databases (Ancestry, Saltwire)
- Programs—support literacy, culture, STEM initiatives, and community connectedness
- Space—work, study, leisure, meeting place.

### Libraries are a trusted public place and Library Buildings:

- Are highly regarded in neighbourhoods
- Are seen as contributing to:
  - Stability
  - Safety
  - Quality of life
- Bolster downtown and suburban cultural and commercial activity
- Attract foot traffic and increase visits to an area

### Joint use Buildings such as hybrid rink-library-community centres

- Maximize the use of public owned properties
- Remind residents of additional public services that are available to them
- Allow for shared facilities such as washrooms and internal systems that allow for increased efficiency and shared maintenance
- Multiply the opportunity to feel part of a community, its opportunities and services
- Increase foot traffic and raise awareness for all services (rink visitors drop into the library, library visitors see community centre facilities, library collections like skates augment other services)

## New libraries get used:

- In its first two open years (2016-18) the new Truro, NS public library
  - had 221,576 visitors
  - 4,069 new library members
  - Summer 2018 saw 55 people an hour come into the library (up 12.5% from the previous year)
- In its first six months of being open (July-Dec 2022) the new Charlottetown Library Learning Centre
  - More than 120,000 visitors
  - Public computer usage increased by 192% over the previous year
  - Circulation of materials increased by 21%

## Resources:

Urban Libraries Council. (2007). *Making cities stronger: Public library contributions to local economic development*. <https://www.urban.org/sites/default/files/publication/46006/1001075-Making-Cities-Stronger.PDF>

Martin Prosperity Institute. (2013). *So much more: The economic impact of the Toronto Public Library on the City of Toronto*.

[https://www.torontopubliclibrary.ca/content/about-the-library/pdfs/board/meetings/2013/dec09/10\\_1.pdf](https://www.torontopubliclibrary.ca/content/about-the-library/pdfs/board/meetings/2013/dec09/10_1.pdf)

Curwin, Lynn. (Oct 15, 2018). *Truro library traffic increases dramatically during past year*. Truro Daily News. <https://www.saltwire.com/atlantic-canada/news/truro-library-traffic-increases-dramatically-during-past-year-250105/> (Reminder that you can access Saltwire newspapers, including the *Guardian*, at the library)

October 2024

Beth Clinton  
Regional Librarian  
PEI Public Library Service  
902-368-4654  
elclinton@gov.pe.ca

To: Town of Stratford  
Committee of the Whole

From: Richard Reddin  
[REDACTED]

Subject: Naming of Reddin Meadows Street

While driving by Stratford Road mid-March, I was horrified to see Billy MacMillian street sign at the end of Reddin Meadows Development on Stratford Road. I want to make it clear that I do not have any animosity to the late Billy MacMillian; however, this sign is not appropriate considering there are no signs identified with the Reddin name in this development. Do you think that my family is not as deserving to have a street name considering my family owned this land as part of the 100 year farm? When the late George Campbell developed land part of my family's farm, that street was named Campbell Drive by mutual agreement with his family. People are still surprised that our farm land included where Campbell Drive is located.

A street sign without the family name can often be misinterpreted as with John Hamilton Drive named after my father's name. Residents often think it is named after John Hamilton Gray. My point is family names with their history can disappear from street signs very easily.

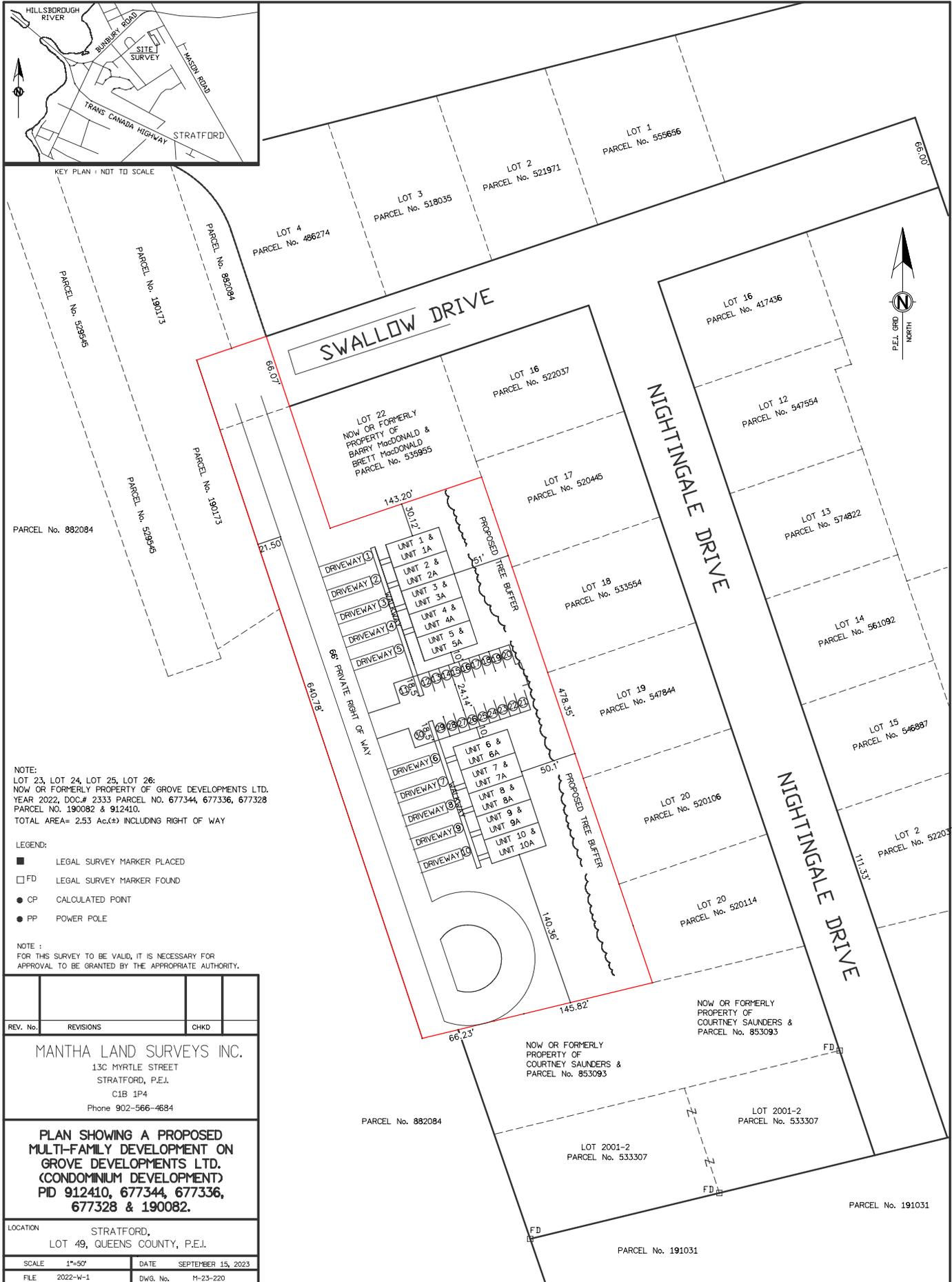
I was hoping that the street accessing Stratford Road could be named in memory of my brother Michael Bowlen Reddin or Mike Bowlen Reddin. My brother graduated from St. FX with science and education degrees. Later he taught school a few years until he became ill with schizophrenia. As he was unable to work for the next 35 years, he lived in a group home. Four years before he passed away he developed compression on his spine causing leg and hand paralysis. As a result, he lived in a nursing home requiring a wheel chair.

My brother's second name was Bowlen. Named after our grandmother from Cardigan, P.E.I., the youngest of a large Irish family. My grandmother's brothers were very adventurous and enterprising settling

primarily in Alberta around the late 1800's and early 1900's. They were involved primarily in ranching, horse trading, etc. Later involved in the oil industry, property development, lieutenant governor, etc. In fact, the Family Law Courts Building in Calgary is named after J.J. Bowlen. One of the next generation of this same family, Pat Bowlen bought the Denver Broncos football team in 1984. He remained the owner for 35 years until he passed away. By the end of 2018 season, he had established the third highest winning % of any franchise in the N.F.L, Pat Bowlen's Broncos had 21 winning seasons, 18 playoff appearances, including 7 AFC championships and 3 superbowl wins!

Finally, after my father passed away, my grandmother raised the young family allowing my Mother to teach school. She lived with my Mother for 30 years. in Southport. Mayor Farmer would have known my grand mother well! There was nothing too daunting to her, like helping the Woman's Institute with the Boy scout (Cubs) banquet when there was half foot of water in the old Southport School basement Kitchen! (walking on planks)

I would like the committee to give serious consideration to change the naming of Billy MacMillan Street to Michael Bowlen Reddin Street. I am not very happy about the Heritage Committee evaluating names for the past 2 years and not having the courtesy to ask for my obvious input! It is difficult to believe that the oversight was not intentional! I had always hoped that the shorter development street to be named after my Mother, but as a compromise, I would support the shorter street to be named Billy MacMillan Street. That being said, if it means the longer street assessing Stratford Road can be named Michael Bowlen Reddin Street. As I see it, the Reddin Meadows Sign on Stratford Road is more of a benefit to the Town and the developer in identifying the development; where as, a street sign with the Reddin name is more permanent identifying the former owner's family several future generations from now. I am not happy about the council naming choice decision! Every time I travel by the development, I am reminded how unjust the decision was not to have the Reddin name on the street sign! If there is no Reddin name, that will make 3 streets (Campbell Drive) unable to name!



NOTE:  
 LOT 23, LOT 24, LOT 25, LOT 26:  
 NOW OR FORMERLY PROPERTY OF GROVE DEVELOPMENTS LTD.  
 YEAR 2022, DOC.# 2333 PARCEL NO. 677344, 677336, 677328  
 PARCEL NO. 190082 & 912410.  
 TOTAL AREA= 2.53 Ac.(±) INCLUDING RIGHT OF WAY

- LEGEND:
- LEGAL SURVEY MARKER PLACED
  - FD LEGAL SURVEY MARKER FOUND
  - CP CALCULATED POINT
  - PP POWER POLE

NOTE :  
 FOR THIS SURVEY TO BE VALID, IT IS NECESSARY FOR  
 APPROVAL TO BE GRANTED BY THE APPROPRIATE AUTHORITY.

REV. No.	REVISIONS	CHKD
MANTHA LAND SURVEYS INC. 13C MYRTLE STREET STRATFORD, P.E.I. C1B 1P4 Phone 902-566-4684		
<b>PLAN SHOWING A PROPOSED                  MULTI-FAMILY DEVELOPMENT ON                  GROVE DEVELOPMENTS LTD.                  (CONDOMINIUM DEVELOPMENT)                  PID 912410, 677344, 677336,                  677328 &amp; 190082.</b>		
LOCATION STRATFORD, LOT 49, QUEENS COUNTY, P.E.I.		
SCALE	1"=50'	DATE SEPTEMBER 15, 2023
FILE	2022-W-1	DWG. No. M-23-220
DRN. BY: J.J.M. CHECKED: J.J.M.		





# Town of Stratford

## Grove Developments Zoning Amendment



Rezoning Request off of Swallow Drive Attached are copies of the original...

Completed Projects	Green
Ahead of Schedule	Light Green
On time projects	Blue
Behind Schedule	Orange
Deferred to 2025-26	Light Blue
Carried Forward from 2023-24	Dark Green
Cancelled	Red

TOWN PROJECTS

Project	Contact	Capital Budget	Invoices in system	Project Scope	Tender Issued	Tender Awarded	Estimated Completion	Substantial Completion	Funding	Project Status	Comments
Community Campus Site Servicing	Jeannie/Carter	\$3,759,386		water, sewer, storm, electrical and solar field on the campus	Mar-23	May-23	Aug-25		ICP	carried forward	The tender closed on April 18 with three bids. The bids will be reviewed and an award is expected in May. Island Coastal Services was the low bidder and the work has been awarded to ICS. Work is scheduled to begin in early Summer. The work has begun. The work is progressing on schedule. Deficiencies and the remainder of work will be completed Spring 2024. Work at the Bunbury Road end of the project is scheduled for completion in July. Substantial completion will be phased as some work will not be completed until late 2024 due to MECL lead times. The first phase of substantial completion has been issued. Completion of deficiencies and wrap up of contract work is ongoing.
Community Campus Road Constriction Carryover	Carter	\$50,000		Gravel & Asphalt Carryover			Aug-25		CCBF	carried forward	Carryover for project holdback.
Acquisition of Land - Bunbury Forest	Jeremy C	\$200,000		Purchase of Environmentally Sensitive land adjacent to Community Campus			Mar-26			on time	Negotiation with landowner to be initiated
Transit	Jeremy C/Jeremy P	\$180,000		Town contribution to Transit System			Mar-26			on time	Town contribution to Transit System
Bus Shelter Allowance (x1)	Jeannie/Charlie	\$25,000		Replace Bus Shelters as Required							As required.
Foxwood Contribution to Paved Trail	Charlie	\$37,900		remainder to be contributed for trail constructed along street A, per agreement						on time	Will be paid when construction proceeds.
Foxwood Contribution to Lantern Lights	Charlie/Jeannie	\$44,200		Town contribution to lantern light standards						on time	Will be paid when construction proceeds.
Street Lighting - Lantern Light Replacements	Charlie	\$20,000		replacements as required						on time	As required.
Traffic Calming Measures	Joe	\$20,000		installation of permanent speed humps and replacement of temporary speed hump components			Nov-25			on time	As required.
Town Center Additions/Replacements - Heat Pump Replacements	Joe/Chris	\$20,000		annual replacement of heat pumps						on time	Coordinating with PMC. Ongoing as required.
Waterfront Park Pavillion	Carter/Jeannie/Jeremy P	\$2,200,000		Design & Construction of Open air pavillion with washrooms			Dec-25		ACOA	on time	Contingent on Funding. Staff will explore funding opportunities with ACOA.
Gertrude Cotton Center Upgrades	Carter/Chris	\$30,000		Steel roof, new eaves, LED lights, exterior doors			Nov-25			on time	Quotes will be obtained for the work.
Maintenance Building Heat Replacement	Jeannie/Joe/Carter	\$5,000		New Circulating Pump			Jun-25			on time	Quotes will be obtained for the work.
Cameras at Tea Hill	Kent/Joe	\$10,000		Cameras & Internet Access			Jul-25			on time	Staff will explore options to implement this work.
Replace 2005 John Deere 3320 Tractor	Joe	\$55,000		Purchase new 35hp tractor			May-25			on time	Quotes have been obtained and the tractor will be purchased from Vesseys and is scheduled for delivery by the end of April.
Replace Zero Turn Mower	Joe	\$35,000		Purchase new zero turn mower			May-25				Quotes have been obtained and the mower will be purchased from Vesseys and is scheduled for delivery before the start of the grass season.
Recreation Center Equipment/Upgrades	Jeremy P	\$12,000		purchase new equipment and replacement of old equipment			Mar-26			on time	Items under this line TBD.
Shepard Drive Parking Lot	Carter	\$500,000		Design & Construction of new parking lot on Shepard drive to service Waterfront Park			Oct-25			on time	Quotes for design services will be obtained in April.
Myrtle Street Extension	Jeannie/Carter	\$75,000		Construct 60m of new road to develop (x2) new business park lots			Oct-25		ACOA	on time	SCL engineering is completing the design. A tender package is scheduled to be ready by the last week of April.
Community Campus - Wellness Center Development	Jeremy P/ Carter/Jeannie	\$7,500,000		Development and design work for new Wellness Center			Mar-26		TBD	on time	Final decision on building site is to be made. Procurement method TBD. An RFP for design work. An RFP for procurement services has been drafted. Contingent on Funding.
Community Campus - Outdoor Facilities Development	Jeremy P/Carter/Jeannie	\$3,500,000		Construction/completion of sportsfields and parking areas			Oct-25		Canada Games Legacy Fund/CCBF	on time	Staff intend to tender Field Lighting this Spring, tender Fencing late Spring, and pursue Earthwork as in-kind work.
AT Network Addition - Glen Stewart Drive	Carter	\$685,300		Design and construction of 420m of Asphalt Trail on Glen Stewart Drive	Feb-25	Mar-25	Sep-25		ATF	on time	The tender closed on March 11 and will be sent to the April Council meeting for a decision on award.
AT Network Addition - Rosebank Road	Carter	\$1,880,250		Design and construction of Asphalt Trail on Rosebank Road			Dec-25		ATF	on time	Contingent on Funding

Project	Contact	Capital Budget	Invoices in system	Project Scope	Tender Issued	Tender Awarded	Estimated Completion	Substantial Completion	Funding	Project Status	Comments
AT Network Addition - Ducks Landing	Carter	\$1,840,000		Design and construction of Asphalt Trail and storm system on Ducks Landing			Jan-26		ATF	on time	Contingent on Funding
AT Network Addition - Waterfront Boardwalk Extension	Carter	\$1,771,000		Design and construction of boardwalk extension from Michael Thomas statue to Shepard Drive			Feb-26		ATF	on time	Contingent on Funding
Library Furniture	Jeannie/Chris	\$25,000		Purchase additional furniture for library.			Mar-26			on time	Additional furniture for the library will be purchased as per the procurement policy.
Computer Replacements	Kent/Kim	\$50,000		Purchase new Computers & Technology			Mar-26			on time	Will be purchased as per the procurement policy.
Reinstate Heritage Community Signs	Planning/Joe	\$12,000		Purchase and install new heritage community signs			Jun-25			on time	Staff will consult with the Heritage Committee on further direction. Staff have compiled list of signs to replace. This project will be deferred to 2025/26.
Replace Town Entry Signs (x3)	Joe/Jeanie	\$7,500		Purchase replacement sign boards			Oct-25			on time	Will be purchased as per the procurement policy.
Clearview Court Upgrades	Carter/Jeremy P	\$30,000		Levelling of Asphalt			Jun-25			on time	The court upgrade will be completed in Spring.
Community Garden Upgrades	Khiday/Jeremy C	\$10,000		Misc Upgrades			Oct-25		Grant	on time	Contingent on funding
Park Development	Jeremy P	\$100,000		Annual Parks Budget			Nov-25			on time	Exact work under this item TBD..
Parks Master Plan Upgrades	Jeremy P	\$50,000		Next Phase of Master Plan Upgrades			Nov-25			on time	Exact work under this item TBD..
Events Equipment	Melanie/Jeremy P	\$28,000		Purchase of modular stage and equipment for event performances			Mar-26			on time	Event equipment will be purchased as per the Procurement Policy.
Public Art	Jeremy P/Melanie W	\$30,000		annual art installation			Mar-26			Deferred	Public Art installations to be coordinated by Jeremy P and Melanie. This \$30,000 will be placed in an art reserve for 2026/27. The current Reserve of \$55,000 will be used for Mural painting.

\$24,797,536

UTILITY PROJECTS

Project	Contact	Capital Budget	Invoices in system	Project Scope	Tender Issued	Tender Awarded	Estimated Completion	Substantial Completion	Funding	Project Status	Comments
Aptos LS Decommissioning	Carter	0		Design work for Aptos LS Decommissioning						carried forward	Construction deferred to 2026/27.
Sewer Lift Station Upgrades - Phase 1 (Corish)	Carter	\$562,380		New wet well, piping and valves, control building, forcemain and standby generator	Apr-23	Jun-23	Jun-25		ICIP	carried forward	Deficiency tour and site remediation are outstanding.
Corish Force Main Extension Sewer Lift Station Upgrades - Phase 2 (Corish)	Carter	\$1,173,390		New forcemain to divert corish flow from Pondsides to Trunk Main	Jan-24	Mar-24	Jun-25	Dec-24	MSC	carried forward	The project is completed aside from warranty.
New Water Reservoir - Carryover	Carter	\$275,000		Completion of reservoir project			Jun-25		ICIP	carried forward	The contractor will make a repair to the floor in Spring.
Inflow/Infiltration Study Recommendations	Jeannie/Carter	\$150,000		CIPP lining, video, manhole trays, manhole components			Nov-31			on time	Staff will begin assessing I & I candidate projects.
Addition of Hydrants in Core Area for Fire Protection	Charlie	\$300,000		Add fire hydrants for fire fighting to fill gaps within Core Area			Oct-25			on time	The tender closed on April 11.
Install booster pump at Reservoir for Redundancy	Joe	\$25,000		Install booster pump at reservoir			Sep-25			on time	The work will be coordinated after commissioning of the new water reservoir.
Capital Contribution for Sewer Extension on Reddin Heights	Jeannie/Charlie	\$7,500		Capital Contribution for Sewer Extension on Reddin Heights			Mar-26			on time	This will be deducted from the developer's next capital contribution payment.
Reeves Estates Water Distribution Replacement	Carter	\$4,250,000		Replacement of water distribution system & decommission lift station			Dec-25		CHIF	on time	Tender package is anticipated to be ready by end of April, Tender & Construction are contingent on funding.
Misc Capital Items	Joe/Gurpreet	\$75,000		Lateral replacements as required						on time	Ongoing as required.
Metering	Joe/Gurpreet	\$75,000		Purchase of meters						on time	Meter purchases are ongoing as required.
TCH Watermain Renewal	Jeannie/Joe	\$100,000		Repair or replace damaged watermain crossing TCH at Kinlock Rd intersection			Jun-25			on time	This work will be completed May/June 2025.
Remote Monitor for CPCP Viewing	Joe	\$3,500		Remote Monitor for CPCP Viewing			Sep-25			on time	Procurement to be arranged by Joe
Upgrades at 10 Stratford Road & Fullertons Water Building	Joe/Carter	\$12,000		Renovations to Utility service building work areas			Sep-25			on time	Utility Staff will determine needs and arrange for renovation and equipment purchases.
Fencing at Pondsides Waterstation	Joe/Carter	\$10,000		Security Fencing around building			Jul-25			on time	Staff will review fencing options with Jeremy P and obtain quotes.
Install Antenna for Station Radio Communication	Joe	\$10,000		Master antenna installation at high point to improve station communication			Oct-25			on time	Staff are reviewing suitable locations for installation of the antenna.
Foxwood contribution for Upsizing Watermain on Street A	Carter/Jeanie/Charlie	\$25,000		Contribution to cost of upsizing water main			Mar-26			on time	To be paid when construction proceeds.
Water Station Upgrades	Carter/Joe	\$10,000		Decommission wells at Beacon Hill and Sundance, move buildings from Langley and Sundance to Fullertons			Sep-25			on time	Staff will obtain quotes to decommission wells and move buildings
Harbourview LS Decommissioning Design	Carter	\$30,000		Engineering design work to decommission lift station			Oct-25			on time	An RFP will be prepared.
Lightning Protection at Wellfields	Joe	\$200,000		Install lightning protection			Nov-25			on time	Contingent on Funding.

Project	Contact	Capital Budget	Invoices in system	Project Scope	Tender Issued	Tender Awarded	Estimated Completion	Substantial Completion	Funding	Project Status	Comments
MacLauchlan Lift Station Decommissioning	Carter	\$400,000		Design & Construction in conjunction with Foxwoods project, also includes service extension on Falcon Ave			Mar-26			on time	Staff are coordinating with Foxwoods developer & engineer to complete this design and construction.
Upgrades at Cable Heights Water Station	Joe/Carter	\$280,000		Interior piping, Chlorine System, New Well Pumps			Dec-25			on time	Staff will determine level of engineering required and whether to tender together or source trades and equipment individually.
Standby Generators - Bayside, Battery Point, Skye, East Keppoch, Stonington	Carter	\$1,000,000		Standby generators at lift stations			Oct-26		LLCA	on time	The RFP for design services closed on April 10 and staff are reviewing submissions.
Tow Behind Generator	Carter/Joe	\$100,000		Mobile tow behind generator Approx. 50kW			Sep-26		MCRG	on time	Contingent on funding. Awaiting a decision on MCRG application.

\$9,073,770

**COMMITTEE OF THE WHOLE  
APPROVED MINUTES (PV)**

**DATE:** April 23, 2025  
**TIME:** 4:39 p.m. – 7:00 p.m.  
**PLACE:** Bunbury Room  
**PRESENT:** Deputy Mayor Steve Gallant; Councillors Gordie Cox; Ron Dowling; Jody Jackson; Jeff MacDonald; Jeremy Crosby, CAO; Jeremy Pierce, Deputy CAO; Dale McKeigan, Director of Planning, Phil Rough, Town Planner, and Mary McAskill, Recording Clerk  
**REGRETS:** Councillor Jill Chandler  
**GUESTS:** Beth Clinton, Regional Librarian  
**CHAIR:** Mayor Steve Ogden

**1. CALL TO ORDER**

Mayor Steve Ogden called the meeting to order at 4:39 p.m.

**2. DECLARATION OF CONFLICT OF INTEREST**

No conflicts were declared.

**3. APPROVAL OF AGENDA**

It was moved, seconded, and carried that that the agenda be approved as circulated.

**4. APPROVAL OF THE MINUTES**

It was moved, seconded, and carried that the regular monthly meeting minutes of March 26, 2025, be approved as circulated.

At this time introductions were made.

**5. PRESENTATION**

**Presentation by Beth Clinton, Regional Librarian, PEI Public Library Service**

Ms. Clinton stated that she wanted to show Council some information about the public library service. She noted that there are 25 public libraries across the province, including three french libraries. Libraries operate in partnership with the communities and the provincial government, and it is governed by the *Public Libraries Act*. Ms. Clinton noted that their headquarters is located in Morell and that is where they do the cataloging of items that are shared across the province.

Ms. Clinton noted that the collection of materials that they have is shared among the 25 public libraries across the province and one library card can be used at any library across the province. She added that you can borrow from any library and return items to any library. It was noted that library employees are all provincial employees, and the province provides the books, the computers, the internet connection, and all the online services.

## COMMITTEE OF THE WHOLE MINUTES APRIL 23, 2025

Ms. Clinton outlined all the other items that the library lends out such as DVD's, audiobooks, telescopes and even shovels. She noted that the library is continuously adding new items to the collection and in 2024, the library added pickleball sets. She stated that 2024 was a busy year for library programs and added that e-books and audiobooks are quite popular. Last year there were more than 4000 programs throughout the province.

Ms. Clinton stated that they have a document for guidelines and expectations, and she would ask if the Town is considering furnishings, shelving, or a new space that the Town work with the library to meet the guidelines and also get the library's recommendations.

Councillor MacDonald felt that there would be broad support for an expansion to the library service, but the question will be where and how much.

Ms. Clinton reviewed the statistics from 2024. She noted that there was a 20% increase in items borrowed during 2023. She added that there are more than 47, 000 active card holders in the province, which is 26% of the Island's population, so at least one in four people. The average 'loans' are almost 15,000 items and there has been a 13% increase in program attendance. It was also noted that the Stratford Public Library is open five days a week for a total of 46 hours. The number of programs went up and the number of attendees went up. It was noted that the Stratford Library matches the population for use; the library is busy as we would expect which is great.

There was a discussion on increasing space for the library. Ms. Clinton noted that when a new library is built visits usually increase by at least 50%, and we would try very hard to get staff in to meet the demand.

The CAO stated that we are weighing the options such as having the library in the wellness facility if we build one. However, some of the funding that we expected did not come through, so it could be three to five years before the facility is up and operational. Maybe it is something we can look into; and although we didn't budget for it this year, it is certainly something we can consider. The CAO noted that we did get some extra revenue through the revenue sharing agreement, and there will be a discussion with Council to decide where to allocate that revenue.

Mayor Ogden stated Council can have a good discussion with all the information that has been provided. He added that we always try to take the best practices approach and what works in other jurisdictions. Mayor thanked Ms. Clinton for her presentation. Ms. Clinton left copies of her presentation and copies of the annual report.

***Ms. Clinton left the meeting at this time.***

## COMMITTEE OF THE WHOLE MINUTES APRIL 23, 2025

After discussions, Mayor Ogden suggested that a smaller group meet to discuss the issue further about how we will move forward and make a recommendation to Council. The CAO noted that he and Mayor Ogden can discuss the follow-up meeting and who should attend.

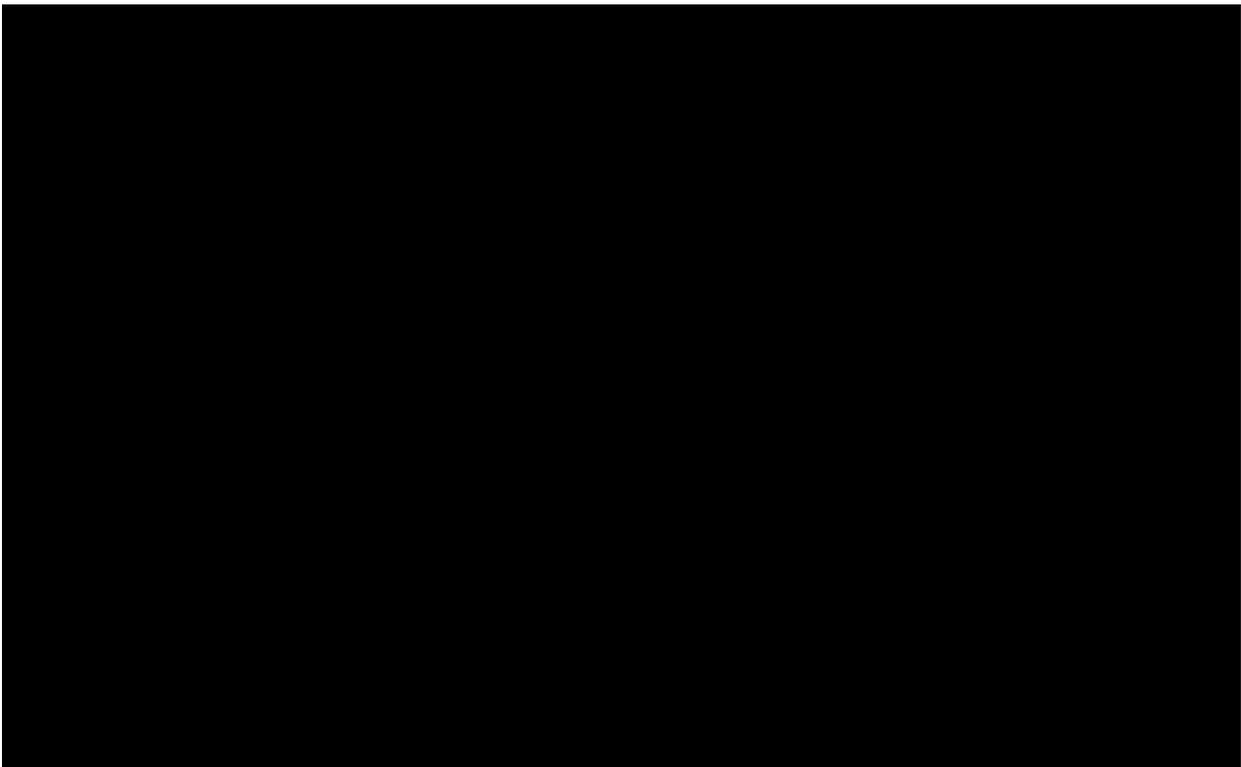
**6. BUSINESS ARISING FROM THE MINUTES****a) Parking for the Waterfront and Area (Purchase of the CADC Property PID 328062 – Verbal Update)**

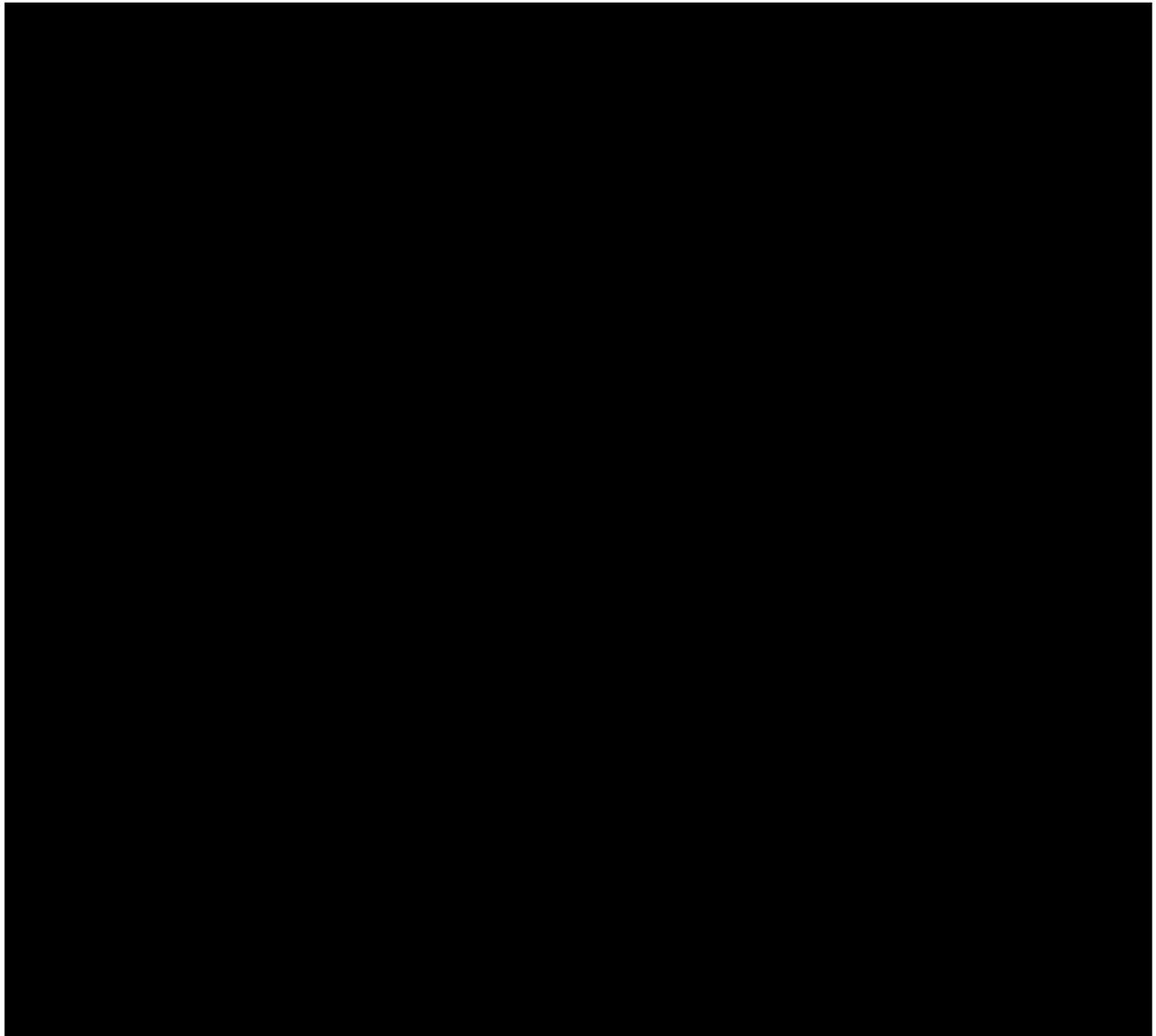
The CAO stated that we acquired the land, and planning director Dale McKeigan, long range planner Scott Carnall, and town planner Phil Rough are in the process of doing the rezoning at the waterfront, and this lot will be included in that rezoning. However, we can't start construction until the property has been rezoned. We need to go through the rezoning and public process. The CAO stated that we will likely have more information for Council in June.

**7. MOTION TO MOVE INTO A CLOSED SESSION**

**Motion to move into a Closed Session as per Section 119 (1) Subsection E of the Municipal Government Act – a matter still under consideration on which the Council has not yet publicly announced a decision, and about which discussions in public would likely prejudice a municipality's ability to carry out its negotiations – items 7 a, b, c, d, and e.**

**It was moved, seconded, and carried that the meeting go into closed session.**





*It was moved by Councillor Gordie Cox and seconded by Councillor Jeff MacDonald that the meeting come out of closed session.*

## **8. NEW BUSINESS**

### **a) Request to Rename a Street in the Reddin Meadows Subdivision**

Mayor Ogden asked if everyone had a chance to read the letter from Mr. Reddin and everyone replied that they have read it.

Councillor Dowling noted that he would find it hard to change the name at this point as the Heritage Committee put forward a recommendation for Billy MacMillan and Council made a decision on it, and he didn't feel we should go back now and change it. He is not in favour of backtracking on our decision.

## COMMITTEE OF THE WHOLE MINUTES APRIL 23, 2025

Councillor MacDonald stated that although he appreciates the letter from Mr. Reddin, we followed our process, and the Reddin name has already been recognized with Reddin Heights. He added that we do agree that it is an important name, and it has important history behind it, but he felt it was already properly reflected in the name Reddin Heights. Councillor MacDonald stated that we can reiterate to Mr. Reddin that we do respect the name, and we do recognize the history of the Reddin family.

The CAO noted that Mr. Reddin's biggest issue was that he was not consulted. He felt that someone should have consulted him.

Mayor Ogden stated that Mr. Reddin wants us to honour his family, but his family already has a street named after them in the area.

Councillor Cox stated that we can't give everyone a street name and the Heritage Committee put a lot of time and effort into this. At the end of the day Council made the decision to go with Billy MacMillan.

After further discussion, the consensus was to not make any change to the name. The CAO will advise Mr. Reddin of Council's decision.

**b) Rezoning Request off of Swallow Drive**

Attached are copies of the original concept for Dico Reijers' proposal for Swallow Drive. He is looking at making an application to rezone his lots from R1 to R2. These are the same lots as the 2023 rezoning application from R1 to PURD. The R2 will allow the proposed development as conditional uses. The R2 zone does not permit multi-unit dwellings (apartments) which was a concern with the 2023 rezoning application. Additionally, the land to the west of the property is in the process of being developed for similar style developments.

The planning director Dale McKeigan stated that this is for information purposes only at this time. He noted that we want to update Council on the discussion we had with Dico, and the developer, and we also met with the province and the department of highways. Dale stated that we are trying to make sure that what happens with this development works jointly with Swallow Drive going straight through because they need these connections.

Town planner Phil Rough stated that in late 2023, the original request came in and he was looking at rezoning from R1 to PURD. His main focus being stacked townhouses with two 10 unit stacked townhouses with private driveways that would service both. Phil stated

## COMMITTEE OF THE WHOLE MINUTES APRIL 23, 2025

that this generated a lot of public discussion at a well attended public meeting. At the time, it did not pass first reading with the reason being that it was premature. It was deemed premature because the land was undeveloped. If we fast forward to today, the Gray Group has started phase III (demonstrated on the overhead), and Shawn McGuire is in the process of starting a development project (demonstrated on the overhead). Mr. McGuire is looking to put in three stacked townhouse developments – one eight unit and two 10 units, with a connection to Swallow Drive. Phil noted that any development would trigger a connection to Swallow Drive. He stated that we had a meeting with the Provincial Department of Transportation last week to go over what they will require in regard to the road and any development in the area. Transportation said they are willing to design the road if the land gets subdivided and then transferred over to them. He added that is assuming both parties agree to the development. Demonstrating on the overhead, Phil showed the area that Dico is looking at, but noted that it would need to go through rezoning first and then it would be a conditional use afterwards.

Mayor Ogden noted that Dico is going to do a presentation to planning board and the board will then make a recommendation to Council.

Dale stated that he spoke with Dico earlier this evening and he advised him that he will need to meet with both he and Phil soon to discuss his path going forward. We want to be clear on what he wants and how we regulate it. We will then work together with Dico and Shawn going forward. Dico has a piece of land where the projection of the road (Swallow Drive) will need to connect with Mason Road. The province is adamant that the connection is going through.

Councillor MacDonald stated that he thinks it is time to consider Dico's proposal on the R2 because we have a lot of potential development in the area. He added that we can have a longer discussion on the conditional use about stacked townhomes versus traditional townhomes.

Councillor Dowling stated that it is a pretty significant change in use. There is a fair bit of densification taking place and he is curious about what the thoughts are of the residents of the single family homes.

Mayor Ogden noted that this is for information purposes at this point, and it will be going to planning board for their recommendation and then it will come to Council for a decision.

COMMITTEE OF THE WHOLE MINUTES APRIL 23, 2025

**9. PROJECT UPDATE**

a) The project update document is included in the agenda package for Council to review.

**10. OTHER BUSINESS**

Nil

**11. DATE OF NEXT MEETING**

The next Committee of the Whole meeting will be held on Wednesday, May 28, 2025.

**12. ADJOURNMENT**

There being no further business, the meeting adjourned at 7:00 p.m.

**STRATFORD TOWN COUNCIL**  
**Regular Monthly Meeting**  
**June 11, 2025**  
**4:30 p.m.**

**AGENDA**

**1. CALL TO ORDER**

- a) We acknowledge the land upon which we gather is the unceded territory of the Mi'kmaq, and we pay our respects to the Indigenous Mi'kmaq People of this territory past, present, and future.

**2. DECLARATION OF CONFLICT OF INTEREST**

**3. APPROVAL OF AGENDA**

**4. MINUTES**

- a) Regular Monthly Meeting Minutes  
[Regular Council - 14 - May - 2025](#)

**5. BUSINESS ARISING FROM THE MINUTES**

**6. PRESENTATIONS FROM THE FLOOR**

**7. MAYOR'S REPORT**

- a) Report  
[MAYOR'S REPORT](#)

**8. CHIEF ADMINISTRATIVE OFFICER**

- a) Report  
[CAO Memo June 2025](#)

**9. SAFETY SERVICES**

- a) Report  
[Safety Services Committee Minutes - May 20 2025](#)
- b) Street Light Report
- c) RCMP Report  
[RCMP - Monthly Occurrence Report - May 2025](#)  
[RCMP Statistics Report](#)  
[Queens District \(Stratford\) Statistics Workbook - May 2025](#)
- d) Humane Society Report  
[Humane Society Report - April 2025](#)
- e) Fire Company Report  
[Cross Roads Fire Company Calls - May 2025](#)

**10. RECREATION CULTURE AND EVENTS**

- a) Report  
[Recreation Culture Events Report - June 11 2025](#)

**11. FINANCE AND TECHNOLOGY**

- a) Report

[Finance and Technology Committee - 21 May 2025 - Minutes](#)

- b) Financial Statements
  - [Town Income May 2025 Updated 06-JUNE-25](#)
  - [Utility Income May 2025 Updated 05-May-25](#)

**12. PLANNING DEVELOPMENT AND HERITAGE**

- a) Report
  - [PLANNING DEVELOPMENT AND HERITAGE - 02 June 2025 - Minutes unapproved](#)
- b) Permit Summary
  - [Building Permit Summary - May 2025](#)
  - [Building Type Summary - May 2025](#)
- c) Resolution PH020-2025 - RZ001-24 - R & D Builders - Zoning Map Amendment -R2 with a SS Overlay to R3 - Forest Trails Phase 4 - PID 289512 - Second Reading
  - [Resolution - PH020-2025 - RZ001-24 - R & D Builders – Forest Trails Phase 4 - R2 with a SS Overlay - R3 - Second Reading](#)
  - [PH020-2025 - 2 - Location Map](#)
  - [PH020-2025 - 3 - Complete Response Letters Package \(Redacted\)](#)
  - [PH020-2025 - 4 - Verbatim Public Meeting Minutes - RZ001-24 R & D Builders – Forest Trails Phase 4 PID 289512 – R2 \(SS\) to R3](#)
  - [PH020-2025 - 5 - DTI Comments on Proposed Rezoning](#)
  - [PH020-2025 - 6 - Pre-Mapped Wetland Boundaries](#)
  - [PH020-2025 - 7 - Wetland Delineation Report Jan 2025](#)
  - [PH020-2025 - 8 - Wetland Delineation Map \(with Lots\)](#)
  - [PH020-2025 - 9 -- EECA Email RE Wetland Delination \(January 2025\)](#)
  - [PH020-2025 -10 - PRE Storm Water Plan - March 2025](#)
  - [PH020-2025 - 11 - Bylaw 45T a Bylaw to amend the Town of Stratford Zoning and Development Bylaw #45](#)
  - [PH020-2025 -1- Preliminary Survey Plan \(June 2025\)](#)
- d) Resolution PH021-2025 - RZ001-24 - R & D Builders - Zoning Map Amendment - R2 with a SS Overlay to R3 - Forest Trails Phase 4 - PID 289512 - Adoption
  - [Resolution PH021-2025 - RZ001-24 - R & D Builders – Forest Trails Phase 4 - R2 with a SS Overlay - R3 - Adoption](#)
  - [PH021-2025 - 1 - Bylaw 45T a Bylaw to amend the Town of Stratford Zoning and Development Bylaw #45 - Copy](#)
- e) Resolution PH014-25 - SD009-25 - R & D Builders - Forest Trails Phase 4 (PID 289512) - 7 Lot Preliminary Subdivision Approval
  - [Resolution - PH014-2025 - SD009-25 – R & D Builders – Forest Trails Phase 4 - Major SD](#)
  - [PH014-2025 -1 - Preliminary Survey Plan for approval](#)
  - [PH014-2025 - 2 - Location Map](#)
  - [PH014-2025 - 3 - DTI Comments on Proposed Subdivision](#)
  - [PH014-2025 - 4 - Wetland Delineation Report Jan 2025](#)
  - [PH014-2025 - 5 - Wetland Delineation Map \(with Lots\)](#)
  - [PH014-2025 - 6 -- EECA Email RE Wetland Delination \(January 2025\)](#)

- [PH014-2025 - 7 - PRE Storm Water Plan - March 2025](#)
- f) Resolution PH022-2025 - VA001-25 - Shaun Coady - 10 Ledwell Lane (PID 329649) - Variance Requests to Side and Rear Yard Setbacks  
[Resolution - PH022-2025 - VA001-25 - Shaun Coady – 10 Ledwell Lane - Side and Rear Setback Variances](#)  
[PH022-2025 - 1 - Property Location Map](#)  
[PH022-2025 - 2 - Site Plan and Building Package](#)  
[PH022-2025 - 3 - Applicants Reasoning for Request \(April 2025\)](#)  
[PH022-2025 - 4 - Adjacent Landowner Responses Redacted](#)  
[PH022-2025 - 5 - Site Photos](#)  
[PH022-2025 - 6 - Additional Reasoning from Applicant \(June 4\)](#)
- g) Resolution PH023-2025 - Concord Properties Ltd. - MacKinnon Drive (PID 328039) - Building Height Exemption  
[Resolution PH023-2025 - Concord Properties Ltd. – MacKinnon Dr. - Bldg. Height Exemption](#)  
[PH023-2025 - 1 - Property Map 2025.05.09](#)  
[PH023-2025 - 2 - MacKinnon Drive Conceptual Site Plan and Building Plans](#)  
[PH023-2025 - 3 - Renderings](#)  
[PH023-2025 - 4 - Application Letter prepared by Spitfire Architects](#)  
[PH023-2025 - 5 - Crossroads Rural Fire Department Height Exemption Approval](#)  
[PH023-2025 - 6 - Sloped Roof vs. Flat Roof Solar Study](#)
- h) Resolution PH024-2025 - VA004-25 - Concord Properties Ltd. - MacKinnon Drive (PID 328039) - Replace a Flat Roof with 30% Soft Landscaping with a Low Pitch Hip Roof  
[Resolution PH024-2025 - Concord Properties Ltd. – MacKinnon Dr. - Flat & Green Roof Variance](#)  
[PH024-2025 - 1 - MacKinnon Drive Conceptual Site Plan and Building Plans](#)  
[PH024-2025 - 2 - Renderings](#)  
[PH024-2025 - 3 - Notification Letters to Properties within 61 m - 2025.05.12](#)  
[PH024-2025 - 4 - Sloped Roof vs. Flat Roof Solar Study](#)
- i) Resolution PH025-2025 - VA005-25 - VA005-25 - Concord Properties Ltd. - MacKinnon Drive (PID 328039) - Variance to Replace the Streetwall and Streetwall Stepback with Building Articulation  
[Resolution PH025-2025 - Concord Properties Ltd. – MacKinnon Dr. - Streetwall & Stepback Variance](#)  
[PH025-2025 - 1 - MacKinnon Drive Conceptual Site Plan and Building Plans](#)  
[PH025-2025 - 2 - Renderings](#)  
[PH025-2025 - 3 - Notification Letters to Properties within 61 m - 2025.05.12](#)
- j) Resolution PH026-2025 - VA006-25 - Concord Properties Ltd. - MacKinnon Drive (PID 328039) - Underground Parking Exemption  
[Resolution PH026-2025 - Concord Properties Ltd. – MacKinnon Dr. - Underground Parking Variance](#)  
[PH026-2025 - 1 - MacKinnon Drive Conceptual Site Plan and Building Plans](#)  
[PH026-2025 - 2 - Renderings](#)  
[PH026-2025 - 3 - Notification Letters to Properties within 61 m - 2025.05.12](#)

[PH026-2025 - 4 - Redacted Resident Response](#)

- k) Resolution PH027-2025 - RZ004-2025 General Text & Zoning Map Amendments to Town of Stratford Zoning and Development Bylaw #45 and General Amendments to the Official Plan Designation Map Regarding the Stratford Waterfront Area - Public Meeting

[Resolution PH027-2025-Zoning Bylaw & Official Plan Amendment -WMU Zoning Amendment-Public Meeting](#)

[PH027-2025-1-Proposed-Rezoning-Area-Plan](#)

[PH027-2025-2-Preliminary-Official-Plan-Amendment](#)

- l) Resolution PH028-2025 - A03-2025 Text Amendments (Short Term Rental Accommodation) Town of Stratford Zoning and Development Bylaw #45 - Public Meeting

[Resolution PH028-2025-Zoning and Development Bylaw #45-Short-Term-Rental-Accommodation-Bylaw-Public Meeting](#)

[PH0028-2025 - 1 Short-Term Rental Accommodation Bylaw-draft-final](#)

- m) Resolution PH029-2025 - RZ002-25 - Falcon Homes - Ducks Landing (PID 1085976) - Rezoning from R1 to TCR

[Resolution PH029-2025- RZ002-25 - Falcon Homes - Ducks Landing - R1 to TCR - Public Meeting](#)

[PH029-2025 - 1 - Property Location Map with Zone Overlay](#)

[PH029-2025 - 2 - 6-Unit Townhouse Concept Site Plan](#)

### 13. INFRASTRUCTURE

- a) Report

[Infrastructure Memo June 11 2025](#)

[Infrastructure Committee Minutes - May 15 2025](#)

### 14. COMMITTEE OF THE WHOLE

- a) Report

[Committee of the Whole Minutes April 23, 2025](#)

### 15. SUSTAINABILITY

- a) Report

[Sustainability Committee Report](#)

- b) Transit Report

[Transit Graph](#)

### 16. INTERGOVERNMENTAL AFFAIRS AND ACCOUNTABILITY

- a) Report

[Intergovernmental Affairs and Accountability Report](#)

[Intergovernmental Affairs \\_ Accountability Committee - 22 May 2025 - Minutes - Pdf](#)

### 17. INQUIRIES BY MEMBERS OF COUNCIL

### 18. OTHER COMMITTEES

- a) Stratford Seniors Complex

[Stratford Seniors Committee Report](#)

### 19. APPOINTMENTS TO THE COMMITTEES

**20. PROCLAMATIONS**

- a) National Indigenous History Month  
[Proclamation National Indigenous History Month](#)

**21. OTHER BUSINESS**

**22. ADJOURNMENT**



# TOWN OF STRATFORD RESOLUTION

## PH027-2025 – RZ004-2025 General Text & Zoning Map Amendments to Town of Stratford Zoning and Development Bylaw #45 and General Amendments to the Official Plan Designation Map regarding the Stratford Waterfront Area – Public Meeting

Motion \_\_\_\_\_  
Motion Lost \_\_\_\_\_  
Motion Withdrawn \_\_\_\_\_

Council Chambers  
Town Council

**June 11, 2025**

Committee \_\_\_\_\_  
Moved by Councilor Planning & Heritage  
Seconded by Councilor Jeff MacDonald

**WHEREAS** the Planning Department is proposing a rezoning 28 lots (from General Commercial (C1), Highway Commercial (C2), Low Density Residential (R1), Multiple Unit Residential (R3) and Waterfront Residential (WR) to Waterfront Mixed-Use Zone (WMU) as shown on the attached map) and updated revision to the “Waterfront Mixed-Use Zone” in the Town of Stratford Zoning and Development Bylaw #45; and

**WHEREAS** the Planning Department is proposing amendments to the Town of Stratford Official Plan to permit additional Mixed-Use designation to the adopted 2008 Core Area Subsidiary Plan; and

**WHEREAS** this amendment to rezone is born from the Housing Accelerator Fund initiatives to provide mixed-use development where possible, to permit residential units and encourage new commercial development with the Town; and

**WHEREAS** this rezoning and text amendment has been developed in coordination with the Official Plan and Zoning and Development Bylaw Amendment and this proposed mixed-use development area has been included in the public engagement; and

**WHEREAS** pursuant to the Provincial Planning Act and Section 3 of the Town of Stratford Zoning and Development Bylaw #45, the Council must hold a Public Meeting to receive comments from the public on the proposed amendments; and

**BE IT RESOLVED** that a public meeting be held on a Date/Time to be determined by Staff and the Planning, Development and Heritage Committee in order to provide an opportunity for the Town to present the proposed amendments to residents and to obtain their input.

***This resolution bears the recommendation of the Planning, Development & Heritage Committee on June 2, 2025.***

### Existing Zones

-  **WMU - Waterfront Mixed-Uue**
-  **WR - Waterfront Residential**
-  **C1 - General Commercial**
-  **C2 - Highway Commercial**
-  **R1 - Low Density Residential**
-  **R3 - Multiple Unit Residential**



Proposed Amendments to the Town of Stratford Official Plan  
Regarding the Waterfront Gateway Area  
2025.05.30

1. **Replace Chapter 2 of the Core Area Subsidiary Official Plan with the text in Appendix A.**
2. **Amend the General Land Use Plan of the Core Area Subsidiary Official Plan as illustrated in Appendix B.**
3. **Amend the Town of Stratford Land Use Map as illustrated in Appendix C.**

Preliminary Amendment

## Appendix 'A'

## Chapter 2: Waterfront Gateway Area

The Core Area Subsidiary Plan as adopted in 2008 included extensive guidance for development at the main gateway to Stratford: the intersection of the Trans-Canada Highway and Stratford Road. Since that time, many aspects of the initial vision have been carried out, including the removal of the sewage lagoons and the development and implementation of a plan for public spaces along the waterfront. However, development of the privately-owned lands has lagged.

In 2024, the Town was successful in its application under the Housing Accelerator Fund administered by the Canadian Mortgage and Housing Corporation. One of the key initiatives of the Town's application was the implementation of mixed-use zoning in areas that were previously dedicated to commercial purposes. This included much of the Waterfront Gateway lands. In 2025, Council updated this Chapter to reflect the work completed along the waterfront to date, the new land use framework under the Housing Accelerator Fund work, and an evolving understanding of the role of Stratford's Waterfront Gateway in the overall vision and functioning of the Town.

### 2.1 Vision

Over the life of this Plan, the vibrant waterfront of Stratford has become a destination for island residents, tourists and small business. Either arriving across the Hillsborough Bridge from Charlottetown or east along Trans-Canada Highway (TCH), a clearly demarcated landscape gateway welcomes visitors to Stratford. Visitors and residents will know they have entered Stratford as unique architectural markers will be located at the boundaries and special signage, lighting, and streetscape elements will reinforce the Waterfront Gateway of Stratford as a special place to visit.

Secondary entry points along Stratford Road and the TCH will have specially designed, but subtle gateways. The Waterfront Gateway will be connected to outlying communities by a linked system of greenway trails. A waterfront trail will link the downtown to the Hillsborough Bridge, through the major TCH gateway and on to Robert Cotton Park. The existing municipal parks will be linked by a series of trails and two new parks, the urban waterfront park and another at the site of the old sewage lagoon site, creating ample open space for recreational activities and relaxation in the waterfront area.

Stratford will be perceived positively as a truly Canadian small town with its award-winning architecture and streetscapes, accessible and attractive downtown venues, parks and other open spaces containing playgrounds and works of public art, pedestrian-friendly streets, and theme signage and lighting. The signage will reflect Stratford's rich heritage, specifically its history as a centre of agriculture and pay tribute to the previous villages that combined to form Stratford. Sidewalks covered by a tree lined canopy complete the dynamic, vibrant streetscape that is complimented by theme lighting, colourful banners, and seating and street furniture that reflect the Maritime heritage of Stratford.

Most importantly, there will be vitality and activity on the waterfront and a sense of place for the people of Stratford. People of all ages and types will be able to shop, dine, and even work in the same town where they live. At its completion, the Waterfront Gateway will be transformed into a source of community pride and will be readily identifiable as 'Stratford'.

## Appendix 'A'

### 2.2 Land Use Plan

Stratford's Waterfront Gateway is envisioned as a mixed-use neighbourhood that provides a comprehensive range of residential, retail, restaurant, and commercial employment uses anchored by the amenity of the waterfront public spaces. In particular, development of the Waterfront Gateway should achieve the following land use outcomes:

- Development along Stratford Road, the Trans-Canada Highway, and Bunbury Road should include ground floor retail and restaurant spaces to encourage vibrant, pedestrian-focused streetscapes.
- While a mix of residential and commercial development is permitted within all areas of the Waterfront Gateway, any standalone commercial development should be encouraged to locate along the Trans-Canada Highway.
- Development of community-focused institutional space should be encouraged in the triangular area south of Bunbury Road.
- Drive-thrus should be prohibited.

### 2.3 Design Guidelines

The following general design guidelines have been assembled to direct the appropriate form of development in the Waterfront Gateway.

- Building heights should range from four to six stories, with buildings stepping down to a range of two to three stories as a transition to existing lower-density residential areas.
- Buildings taller than four storeys should be stepped back above the fourth storey to maintain a comfortable pedestrian experience in front of the building.
- Buildings should be located close to street lot lines to establish a strong "streetwall", with some space between the street lot line and the building façade to provide room for activities such as café seating.
- Buildings should be set back from lot lines shared with areas outside of the Waterfront Gateway but should otherwise be encouraged to have minimal to no setback from internal (side and rear) lot lines.
- The ground floor of buildings along key commercial streets should have frequent entrances and a high proportion of glazing.
- Roofs along key commercial streets should be flat unless the roof forms part of a distinct architectural style.
- Buildings adjacent to existing lower-density residential neighbourhoods should—regardless of the use—have the outward appearance of town houses, including frequent entrances and visual distinction between narrow "units".
- Underground parking is encouraged. Surface parking should be located in side or rear yards except where the existing configuration of streets makes this infeasible.
- Solid waste areas, parking garage entrances, and mechanical equipment should be located, designed, and/or screened so as to limit the visual impact of these facilities.
- Landscaping designs should be professionally prepared and should provide a transition between different land use areas, enhance the pedestrian focus of the area, and provide visual amenity to the Waterfront Gateway.
- New roads and the reconstruction of existing roads should provide a "complete streets" approach with ample room for pedestrians, amenity space for plantings and urban design elements, and active transportation infrastructure.



Appendix 'C'



TAB	DESCRIPTION	DATE
40	YouTube Recording - <a href="#">June 11, 2025 - Regular Council Meeting - Stratford, PEI</a>	June 11, 2025



Tim Hodgson, Ottawa's minister of energy and natural resources, did not commit to providing financial assistance to P.E.I.'s call for expanded intertie transmission cables beneath the Northumberland Strait. But he did say he believes that this proposal, as part of the Eastern Energy Partnership, would be "received very well." **STU NEATBY**

## P.E.I. plugs underwater electrical cables

Arsenault estimates cost could be \$200 million. Federal minister not yet committed

**STU NEATBY**

P.E.I.'s minister of energy is hoping to convince Ottawa, as well as the province's neighbouring jurisdictions, of the importance of upgrading the subsea electrical cables that currently connect P.E.I. to New Brunswick.

Gilles Arsenault has been hosting and co-chairing a meeting of provincial and territorial ministers of mining and energy in Charlottetown this week, alongside federal Energy and Natural Resources Minister Tim Hodgson.

On the agenda of the meeting are proposals for resource and energy

projects believed to be in the national interest.

### STRENGTHENING THE GRID

Provinces have put forward proposals and ideas for "nation-building" resource projects over the last month, following a request from Prime Minister Mark Carney in June. Carney has encouraged projects in the national interest in hopes of making Canada's economy more resilient in the face of ongoing trade tensions with the U.S. Trump administration.

In an interview with The Guardian, Arsenault says improv-

ing the capacity of the intertie cables across the Northumberland Strait, as part of efforts to strengthen the grid across the Atlantic region, is at the top of P.E.I.'s wish list.

Doubling the current 560-megawatt capacity of the lines linking New Brunswick to P.E.I. would help the province achieve its goal of lowering greenhouse gas emissions, while also ensuring the province has a reliable electrical grid as the population grows, Arsenault said.

"We need to have redundancy and we need to have reliability. Those cables would allow us to

have that," Arsenault said.

As with the existing cables, new cables could allow P.E.I. to export excess clean power.

### EASTERN ENERGY PARTNERSHIP

The proposal ties into a regional plan, known as the Eastern Energy Partnership, that would allow clean power to move across Atlantic Canada and connect to Quebec. Other aspects of that plan could also involve a massive expansion of offshore wind capacity in Nova Scotia as well as the construction of a second nuclear plant at Point Lepreau in New Brunswick.

All of this will require financial help from Ottawa, Arsenault said. "We're looking at millions of dollars. If you're looking at just even the set of transmission lines from P.E.I. to New Brunswick, we're talking about probably \$200 million just for that component there," Arsenault said.

Arsenault said P.E.I. is also hoping to see an upgrade to the transmission line between Salisbury, N.B., and Onslow, N.S., a key connection between the NB Power,

Nova Scotia Power and Maritime Electric grids.

He says he would also like to see some assistance for upgrades to the P.E.I. grid to allow three-phase power, a more efficient power system for high-power users like some farming operations.

Over the winter, residents of Summerside experienced a number of unplanned power outages. Maritime Electric blamed the disruption on failures at its substation in Sherbrooke. This prompted accusations from the Opposition Liberals that Maritime Electric and the governing Progressive Conservatives were unable to keep up with the power demands of the province's growing population.

### NO PROJECTS YET APPROVED

In an interview on July 9, Hodgson said no projects have yet been designated as being in the national interest under the Building Canada Act.

That act, which received royal assent in Ottawa on June 26, set out five basic criteria that these projects must meet. These include strengthening Canadian resilience and security, contributing to clean growth and meeting climate change commitments and advancing the interests of Indigenous peoples.

"We're still at the very early stages. I think what people have to keep in mind is the legislation was passed two weeks ago," Hodgson said.

Hodgson said he had not yet seen a lot of detail on P.E.I.'s proposal for improved subsea transmission cables. He also said the goal of the Building Canada Act is to improve the regulatory process for projects in the national interest. Ideally, he would like to see provinces find private sector proponents to help finance these nation-building projects.

"The bill is designed to deal with clarity and permitting around timelines. It's not designed to pay for a whole bunch of things," Hodgson said.

That said, Hodgson said he was encouraged by the discussions around the Eastern Energy Partnership.

He said linking the energy grid across the Atlantic region, while facilitating clean power projects like wind and solar, would be in the national interest.

He said he does hope to see P.E.I.'s grid become more connected to the Atlantic region.

"I would say, to the extent that we execute on facilitating making P.E.I. more a part of one Atlantic economy, some of the nation-building projects make more sense," Hodgson said.

**Town of Stratford – Public Meeting**

The Council for the Town of Stratford will hold a public meeting on July 21, 2025, to receive comments on the following Zoning & Development Bylaw and Official Plan Amendments:

**1. Meeting Time: 6:00pm**  
An application has been received from the Cornerstone Baptist Church for an amendment to the Town of Stratford Zoning and Development Bylaw #45. This application is requesting to rezone the property located at 395 Shakespeare Drive (PID 1D16377) from Town Centre Institutional (TCI) zone to Town Center Mixed Use (TCMU) zone. The purpose of this rezoning is to facilitate the creation of three (3) medium density residential use lots along Shakespeare Drive and the expansion of the existing church building on the subject land. The map below shows the location of the subject property.

**2. Meeting Time: 7:00pm**  
The Town is proposing amendments to the Town of Stratford Official Plan and the Zoning and Development Bylaw #45. The amendments will include policy changes and the land use designations, while the Zoning Bylaw amendments will include proposed changes to maximum building heights and other provisions to the Waterfront Mixed-Use Zone (WMU). The proposal requires changes in land use designation and zoning as seen in the map.

The Public Meeting will be held at the Stratford Town Centre, 334 Shakespeare Drive on Monday, July 21, 2025, at the above noted times. Please note: There are two public meetings on this day for separate applications. The meeting will be live-streamed and recorded and can be viewed on the Town's YouTube channel.

Final comments, in writing, will be received on both items until Friday, July 25, 2025, at 4:00 pm. Details of the above items are available for viewing upon request at the Stratford Planning Department or by calling (800) 569-6251.

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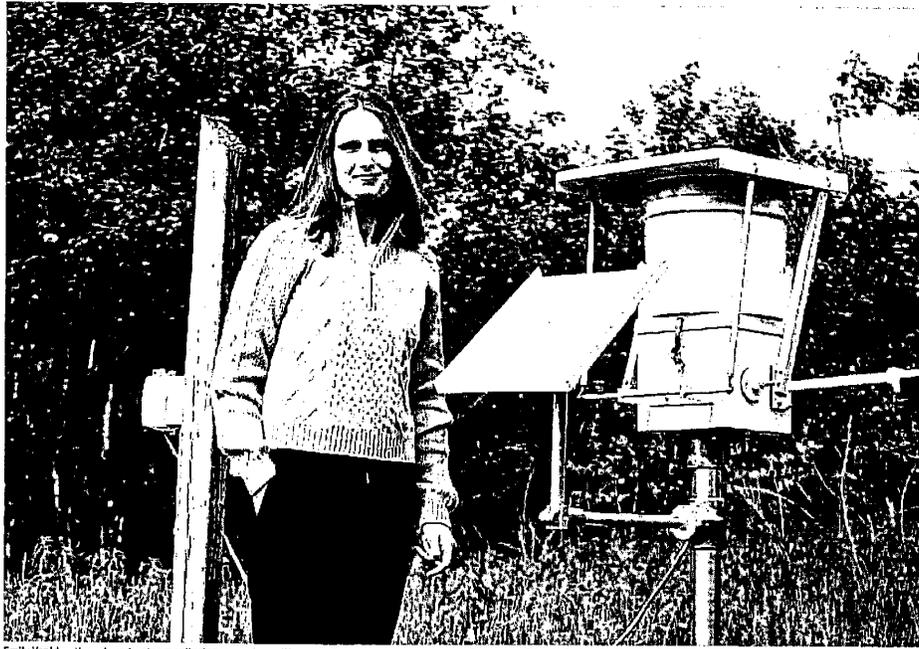
**Notice of Tax Sale**

There will be sold at public auction at or near Georgetown Court House, Georgetown, Prince Edward Island on the 23<sup>rd</sup> day of July, 2025, at the hour of twelve o'clock noon, real property located at Rock Barra, Kings County, Prince Edward Island, being identified as parcel number 113936-000 assessed in the name of Allan F. MacDonald. This property is being sold for nonpayment of taxes in accordance with section 16 of the *Real Property Tax Act*. A more complete legal description may be obtained by contacting the law firm of Cox & Palmer at 97 Queen Street, Suite 600, Charlottetown, PEI, that acts for the Province in connection with this sale at 902-629-3976 or by emailing [peitaxsales@coxandpalmer.com](mailto:peitaxsales@coxandpalmer.com).

The said property will be sold subject to a reserve bid and conditions of sale.

DATED at Charlottetown, this 20th day of June, 2025.

**RYAN PINEAU, CPA, CA**  
Provincial Tax Commissioner for  
Province of Prince Edward Island



Emily Vanderstine, air and water monitoring supervisor with P.E.I.'s Department of Environment, Energy and Climate Action, tests water from a precipitation collector.

# Acid rain progress

P.E.I. precipitation shows improvement since Canada-U.S. agreement signed in 1991

**YUTARO SASAKI**  
LOCAL JOURNALISM INITIATIVE

After an air-quality agreement Canada signed in the 1990s, P.E.I.'s precipitation no longer falls into the range of acid rain.

A few decades ago, there were concerns about precipitation quality in the eastern half of North America, including Prince Edward Island, with severe acid rain recorded throughout the region.

In 1991, the federal government signed the Canada-United States Air Quality Agreement and many North American industries began to focus on creating products that were more sustainable for the environment.

In a phone interview with The Guardian on July 4, UFPEI biology professor Michael van den Heuvel explained the significance of the air quality agreement.

"While it was particularly about protecting the waters of the Great Lakes, that agreement was to reduce sulphur and nitrogen compounds," he said.

Acid rain may not be making the news any more, but Prince Edward Island is still monitoring it.

**WHAT IS ACID RAIN?**

Acid rain is a phenomenon that includes any form of precipitation with acidic components, such as sulphuric or nitric acid, that falls to the ground from the atmosphere in wet or dry forms.

To improve air and water quality, industrial factories began to separate the sulphur compound by what is known as a scrubber, said van den Heuvel.

"It turns into gypsum, the same stuff in some people's walls. They were able to obtain quite dramatic reductions of sulphur very quickly, which was the main form of acid rain," he added.

While acid rain still can occur occasionally, it is less severe than it used to be, said van den Heuvel.

**P.E.I.'S RED SOIL**

P.E.I. has never had major impacts from acid rain, van den Heuvel said.

It all has to do with the geology, he added.

Because P.E.I.'s groundwater contains fair amounts of calcium and magnesium, it has been able to resist the acidic changes within the soil, said van den Heuvel.

Emily Vanderstine, the province's air and water monitoring supervisor, said while acid rain can have effects on freshwater aquatic species, including fish, amphibians and invertebrates that are sensitive

to changes in pH, the water in P.E.I. helps protect these species.

"P.E.I.'s naturally alkaline waters help buffer the effects of acid rain, reducing its impact on wildlife. The alkaline conditions help neutralize acidity, so species found in P.E.I. waters are generally less affected compared to areas with lower pH levels," she said.

**CHEMISTRY**

Vanderstine said acid rain could also include forms of snow, fog, hail, or even acidic dust.

"Acidity and alkalinity are measured using potential of hydrogen scale for which 7.0 is neutral. The lower a substance's pH (less than 7), the more acidic it is. The higher a substance's pH (greater than 7), the more alkaline it is," she said.

Normal rain consists of a pH of 5.6 due to the dissolving of carbon dioxide, forming weak carbonic acid, Vanderstine said.

She added that acid rain usually has a pH ranging between 4.2 and 4.4.

**TESTING PRECIPITATION**

In P.E.I., precipitation samples are collected at the Southampton air monitoring station at the eastern P.E.I. forestry office.

The monitoring station is equipped with a collection system that gathers and stores precipitation for measurement, Vanderstine said.

A bucket is used to collect rainfall and other forms of precipitation, allowing for an accurate assessment of the accumulated volume, she added.

"Each week, the collected precipitation is transferred to sample bottles and sent to the P.E.I. analytical lab for chemical analysis," Vanderstine said.

The station also features an automated sensor that detects precipitation events.

"When precipitation begins, the sensor triggers the opening of a protective lid, allowing rainfall and other precipitation to enter the collection bucket. Once precipitation stops, the lid automatically closes to prevent contamination," Vanderstine said.

**MILD ACIDITY**

The average pH in 2024 was 6.1, Vanderstine said.

At this level, the acidity is mild and unlikely to cause significant harm to the environment, she added.

"Once a week, precipitation samples are collected and tested for pH along with several other parameters," she said.

Since 1982, samples have been collected to store and monitor the atmosphere above P.E.I.

"The annual average pH value has increased from 4.8 in 2004 to 6.1 in 2022. The average pH for the last five years is 6.2," she said.

**CURRENT CAUSES**

Acid rain results when sulphur dioxide and nitrogen oxides are emitted into the atmosphere and transported by wind and air currents, Vanderstine said.

"The sulphur dioxide and nitrogen dioxide react with water, oxygen, and other chemicals to form sulphuric and nitric acids. These

then mix with water and other materials before falling to the ground," she said.

The major sources of SO<sub>2</sub> and NO<sub>x</sub> in the atmosphere are burning of fossil fuels to generate electricity, vehicles and heavy equipment emissions, manufacturing, oil refineries and other industries.

Yutaro Sasaki is a Local Journalism Initiative reporter, a position funded by the federal government. He can be reached by email at [yutaro@postmedia.com](mailto:yutaro@postmedia.com) and followed on X at [PEYutaroSasaki](https://twitter.com/PEYutaroSasaki).

**Town of Stratford – Public Meeting**

The Council for the Town of Stratford will hold a public meeting on July 21, 2025, to receive comments on the following Zoning & Development Bylaw and Official Plan Amendments:

**1. Meeting Time: 6:00pm**  
An application has been received from the Cornerstone Baptist Church for an amendment to the Town of Stratford Zoning and Development Bylaw #45. This application is requesting in rezoning the property located at 205 Shakespeare Drive (PID 1016377) from Town Centre Institutional (TCI) zone to Town Center Mixed Use (TCMU) zone. The purpose of this rezoning is to facilitate the rezoning of three (3) medium density residential use lots along Shakespeare Drive and the expansion of the existing church building on the subject land. The map below shows the location of the subject property.

**2. Meeting Time: 7:00pm**  
The Town is proposing amendments to the Town of Stratford Official Plan and the Zoning and Development Bylaw #45. The amendments will include policy changes and the land use designations, while the Zoning Bylaw amendments will include proposed changes to maximum building heights and other provisions to the Waterfront Mixed-Use Zone (WMU). The proposal requires changes in land use designation and zoning as seen in the map.

The Public Meeting will be held at the Stratford Town Centre, 234 Shakespeare Drive on Monday, July 21, 2025, at the above noted times. Please note: There are two public meetings on this day for separate applications. The meeting will be live-streamed and recorded and can be viewed on the Town's YouTube channel.

Final comments, in writing, will be received on both items until Friday, July 25, 2025, at 4:00 pm. Details of the above items are available for viewing upon request at the Stratford Planning Department or by calling (502) 568-6252.

[www.townofstratford.ca](http://www.townofstratford.ca)

## Council Public Meeting

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### Date and Time

Mon, Jul 21, 2025 • 06:00 pm - 08:00 pm

### Recurrence

### Description

The Council for the Town of Stratford will hold a public meeting on **July 21, 2025**, to receive comments on the following Zoning & Development Bylaw and Official Plan Amendments:

#### 1. **Meeting Time: 6:00pm**

An application has been received from the Cornerstone Baptist Church for an amendment to the Town of Stratford Zoning and Development Bylaw #45. This application is requesting to rezone the property located at 295 Shakespeare Drive (PID 1016377) from Town Centre Institutional (TCI) zone to Town Center Mixed Use (TCMU) zone. The purpose of this rezoning is to facilitate the creation of three (3) medium density residential use lots along Shakespeare Drive and the expansion of the existing church building on the subject land. The map attached in The Guardian Ad shows the area.

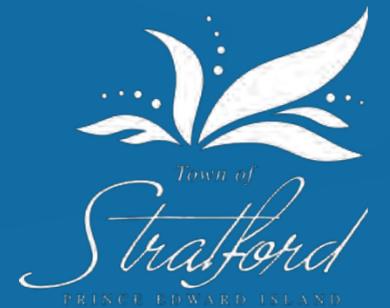
**2. Meeting Time: 7:00pm**

The Town is proposing amendments to the Town of Stratford Official Plan and the Zoning and Development Bylaw #45. The amendments will include policy changes and the land use designations, while the Zoning Bylaw amendments will include proposed changes to maximum building heights and other provisions to the Waterfront Mixed-Use Zone (WMU). The proposal requires changes in land use designation and zoning as seen in the map attached in The Guardian ad. Two additional draft amendment documents are also attached.

The Public Meeting will be held at the Stratford Town Centre, 234 Shakespeare Drive on Monday, July 21, 2025, at the above noted times. **Please note: There are two public meetings on this day for separate applications.** The meeting will be live-streamed and recorded and can be viewed on the Town's YouTube channel.

**Final comments, in writing, will be received on both items until Friday, July 25, 2025, at 4:00 pm.**

Details of the above items are available for viewing upon request at the Stratford Planning Department or by calling (902) 569-6253.



*Imagine that!*

# Town of Stratford Waterfront Mixed-Use Zone Amendment and Rezoning Proposal

Part of the Official Plan & Zoning and Development Bylaw Review

Public Meeting - Monday, July 21, 2025

# About the Project

As part of the Stratford Plan Review, Town Staff are proposing the rezoning of 28 parcels along and adjacent to the Stratford & Hopeton Road, to an updated Waterfront Mixed-Use Zone in order to facilitate fresh development. The proposed areas are currently a mixture of commercial and mixed-use zones that are not very efficient for the type of development we would like to see in a Main Street commercial area.



# 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.

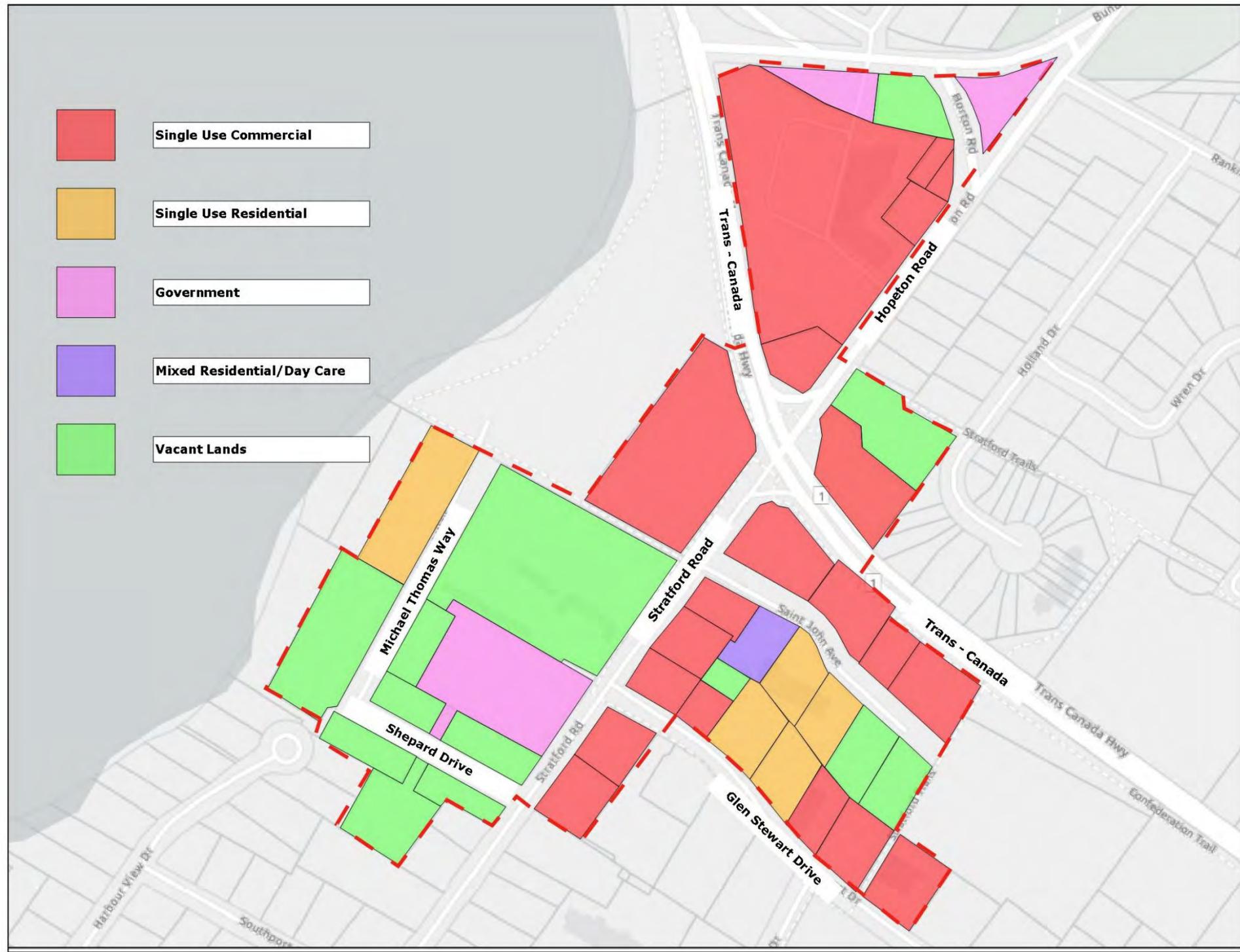
Official Plans are mandated under the Municipal Government Act (MGA) and must align with the Planning Act.

## Why Now

The rezoning proposal is part of an initiative identified in the Town's Housing Accelerator Fund (HAF) agreement with CMHC. HAF is a federally-funded, application-based program and part of the federal National Housing Strategy (NHS) which aims to increase the supply of market housing by incentivizing municipalities to make changes that will:

- Grow housing supply faster than their historical average
- Increase densification
- Speed-up approval times
- Establishing inclusionary zoning bylaws
- Encourage public transit-oriented development

# Existing Land Uses



- The land use within the boundary area is typically commercial along Stratford and Hopeton Road.
- Existing lands are either single use commercial or single use residential.
- Several parcels are either underdeveloped or vacant.
- Opportunities to extend St. Johns Avenue & Glen Stewart Drive towards Michael Thomas Way with commercial & residential along the way.

# Objectives

- Create welcoming town gateway
- Walkable neighbourhood adjacent to new waterfront park
- 4-6 storey mixed-use development
- Highest density along major traffic routes.
- Decreasing density towards low density neighbourhoods
- Active street-level with transparent ground floor retail and services
- Widened sidewalks with opportunities for landscaping, amenities, and patios
- Live and work close to transit and services
- Parking at rear of of development

## Benefits

- Contributes to addressing housing shortage
- Increased commercial and residential tax base
- Efficient use of services
- Anticipated impacts on transit, routes, and ridership
- Increased demand for developing the Jr. High project sooner rather than later
- Local business start-ups
- Job creation
- Efficient and sustainable development
- Improved utilization of land
- Growing up instead of growing out
- Reduced parking and parking demand (0.5 spaces per dwelling unit)

## Potential

- Estimated 1500-2000 dwelling units
- Estimate 3,900 population of
  - Mixture of 1 & 2-bed dwellings
  - Apartment, Live-Work & Townhouse dwelling types
- Estimated 44,000 m<sup>2</sup> commercial space
- Enclosed parking garage

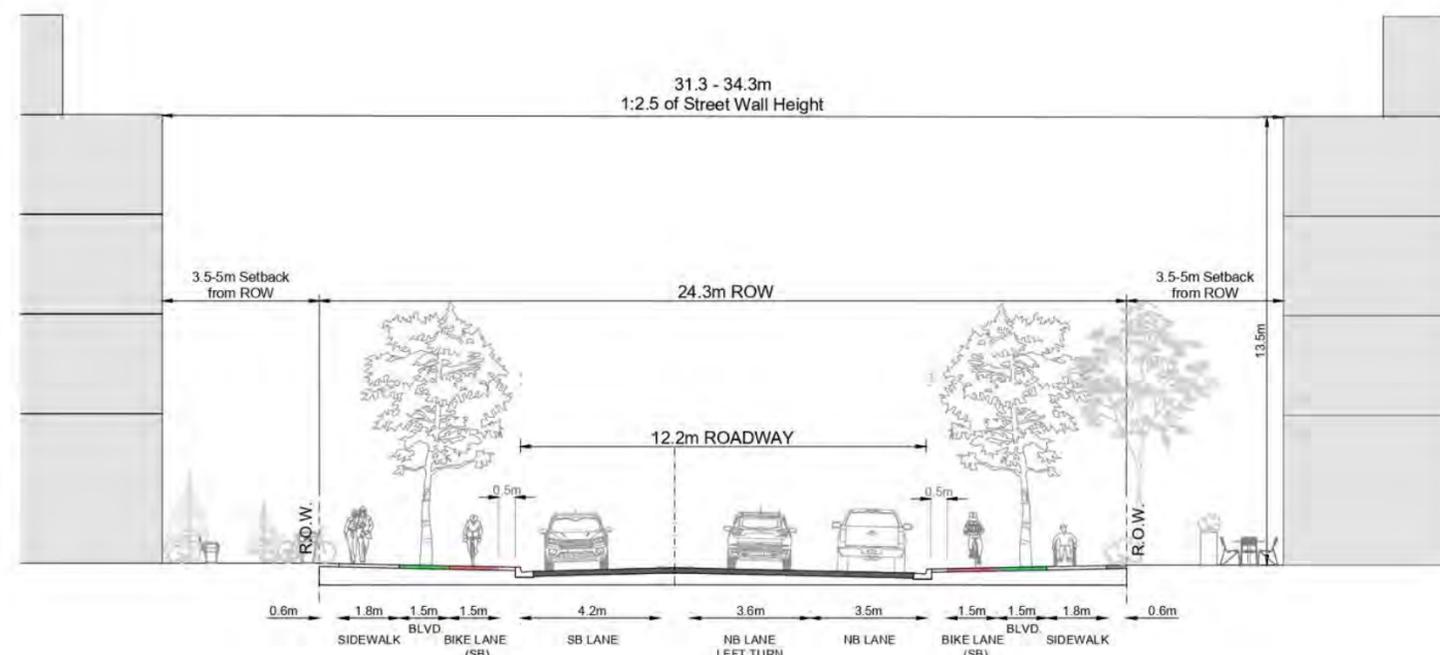
# Design Guidelines

- The ground floor of buildings along key commercial streets should have frequent entrances and a high proportion of glazing.
- Roofs along key commercial streets should be flat unless the roof forms part of a distinct architectural style.
- Building heights should range from four to six stories, with buildings stepping down to a range of two to three stories as a transition to existing lower-density residential areas.



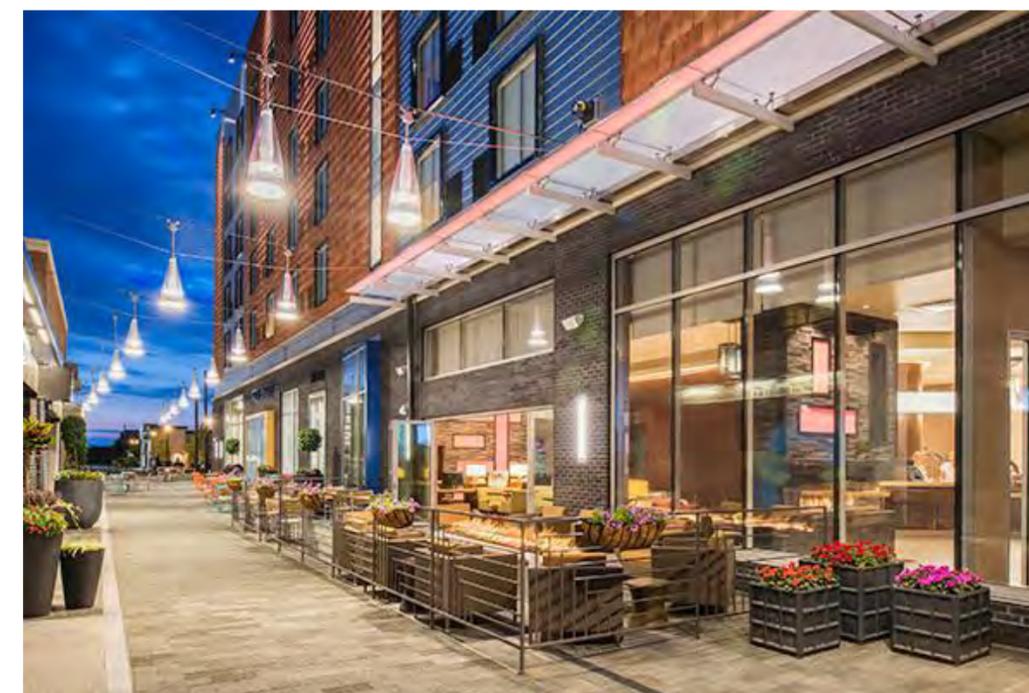
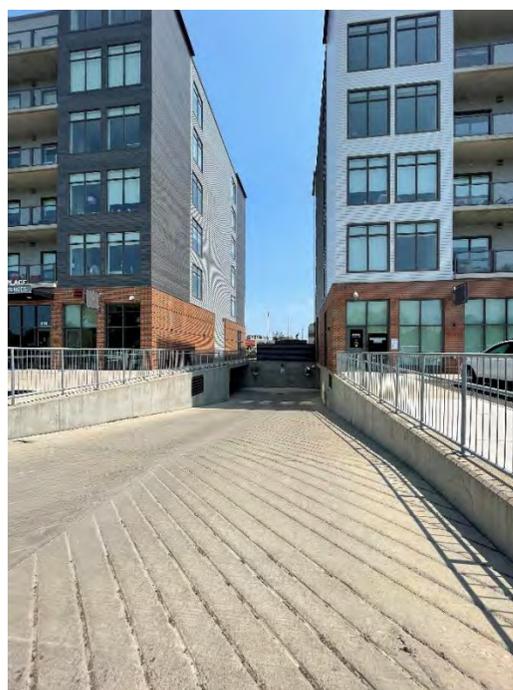
## Design Guidelines (Continued)

- Buildings taller than four storeys should be stepped back above the fourth storey to maintain a comfortable pedestrian experience in front of the building.
- Buildings should be located close to street lot lines to establish a strong “streetwall”, with some space between the street lot line and the building façade to provide room for activities such as café seating.
- Buildings should be set back from lot lines shared with areas outside of the Waterfront Gateway but should otherwise be encouraged to have minimal to no setback from internal (side and rear) lot lines.



## Design Guidelines (Continued)

- Buildings adjacent to existing lower-density residential neighbourhoods should—regardless of the use—have the outward appearance of town houses, including frequent entrances and visual distinction between narrow “units”.
- Underground parking is encouraged. Surface parking should be located inside or rear yards except where the existing configuration of streets makes this infeasible.
- Landscaping designs should be professionally prepared and should provide a transition between different land use areas, enhance the pedestrian focus of the area, and provide visual amenity to the Waterfront Gateway.
- New roads and the reconstruction of existing roads should provide a “complete streets” approach with ample room for pedestrians, amenity space for plantings and urban design elements, and active transportation infrastructure



# Permitted Uses in the new Mixed-Use Zone

The following is a list of permitted uses:

- Business and Professional Offices;
- Child Care Centre;
- Entertainment Establishment;
- Financial Services;
- Health Clinics;
- Hotels, Motels or other Tourist Establishments;
- Institutional Uses;
- Lounges;
- Multiple Attached Dwellings;
- Nursing Home;
- Parking Garages;
- Parking Lots;
- Parks;
- Passive Recreation Uses;
- Personal Service Shops;
- Restaurants;
- Retail Stores;
- Stacked Townhouse Dwellings; and
- Townhouse Dwellings

# Urban Design Approach

*Imagine that!*



# Urban Design Approach



# A New Look

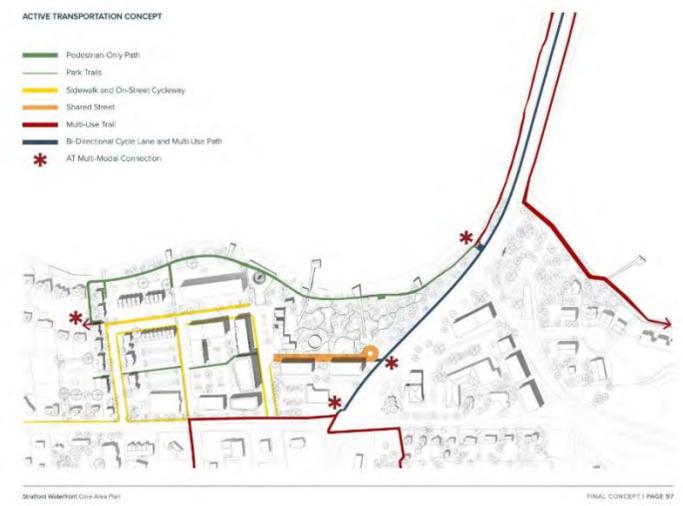


# A New Look



# Previous Studies

## 2021 Stratford Waterfront Core Area Plan

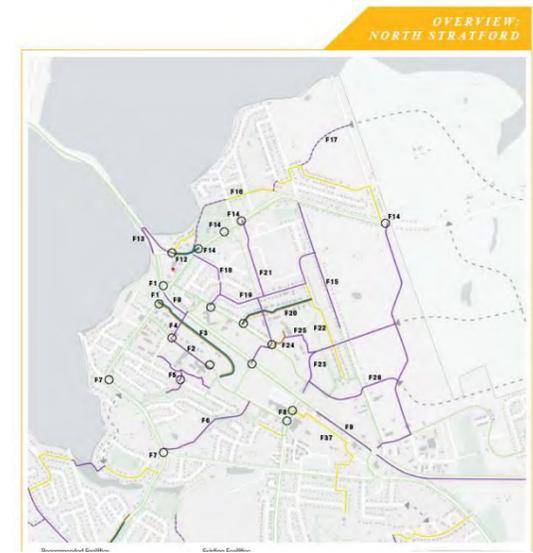


## 2023-24 Shape Stratford

### Town of Stratford Growth Management Scenario



## 2023 Active Transportation Plan



# View of Potential Design





*Imagine that!*

# Project Timeline

## Phase 2: Draft Bylaw

February - July 2025

## Phase 4: Adoption

August - October 2025



### Phase 1: Visioning

August 2024 - February 2025



### Phase 3: Public Engagement

August - September 2025





*Imagine that!*

# Thank you!

# Any questions



To speak directly to a member of the project team, please contact [scarnall@townofstratford.ca](mailto:scarnall@townofstratford.ca)



To learn more about the project and participate in the online public survey, please visit [www.shape.townofstratford.ca/projects/proposed-waterfront-rezoning](http://www.shape.townofstratford.ca/projects/proposed-waterfront-rezoning)

TAB	DESCRIPTION	DATE
45	YouTube Recording - <a href="#">July 21, 2025 - Public Meeting - Stratford, PEI</a>	July 21, 2025

PEI

# Some Stratford residents 'dreading' changes to town's waterfront

'There's some significant concerns about the people who live in and around this area,' says councillor

Wayne Thibodeau · CBC News · Posted: Jul 22, 2025 7:24 AM ADT | Last Updated: July 22



Listen to this article ⓘ  
Estimated 4 minutes



Stratford wants to transform its waterfront. Some residents have concerns

July 22 | 2:23

Some people in Stratford say they're dreading proposed changes to the town's waterfront. About 45 people came out for a public meeting on council's plans to rezone a portion of the area to make way for more housing and commercial development. CBC's Wayne Thibodeau was also there.

[comments](#)

Stratford has some big plans for its waterfront, and on Monday night, people in the town had a chance to have their say.

The town is proposing a series of changes to its official plan as it tries to create a more vibrant waterfront and downtown.

Marie O'Hanley of Stratford said she's concerned about plans to rezone areas next to long-established homes in that part of town, and is "dreading" some of the proposed changes.

"That's people's backyards. It's vacant land, yes, but it's people's backyards. It's not my backyard, so it's not NIMBY," O'Hanley said, referring to the popular acronym for "not-in-my-back-yard" reactions to developments.

"But that's just not right that that will become this mixed-used zone. I don't really actually understand what mixed-use zone is, other than it sounds like you can do whatever you want there."

## 'Not very efficient'

As part of its official plan, Stratford is proposing to rezone 28 parcels of land along Stratford and Hopeton roads, near the waterfront.



Marie O'Hanley of Stratford says she's 'dreading' some of the proposed changes. (Wayne Thibodeau/CBC)

Town officials say the current zoning is "not very efficient for the type of development we would like to see in a key commercial area."

They would like to see a mixed-use neighbourhood that would include a range of retail, restaurant and commercial properties on the ground floors with residential units above.

- [Stratford townhouse proposal would be destructive to wetland, nearby residents warn](#)
- [Charlottetown Curling Club looks for new home after years without permanent rink](#)

The town also wants to "encourage vibrant, pedestrian-focused streetscapes." It's proposing buildings up to six storeys tall in that area, with the top two floors set back so they don't dominate the skyline.

Part of the proposed amendments would also ban drive-thrus in that waterfront zone, although those already established would be allowed to stay.

## 'We have to pay attention to these borders'

Jeff MacDonald, chair of Stratford's planning, development and heritage committee, said there can be tension between different planning zones. He hopes the town can take steps to reduce those tensions.



Jeff MacDonald, chair of the town's planning, development and heritage committee, says there can be tension between different planning zones. (Wayne Thibodeau/CBC)

"There's some significant concerns about the people who live in and around this area now," MacDonald said.

"We have to pay attention to these borders between zones... and what we're going to really work on is making sure that whatever this ultimately looks like is that border is absolutely respected, and that it's protected, and to make sure that the experience that people have in that neighbouring area is preserved."

Part of the reason why Stratford is proceeding with these changes now is because the federal Housing Accelerator Fund requires the town to create about 4,000 new housing units over the next few years. MacDonald said the proposed changes would help meet that target.

## 'I don't think you're being upfront'

Richard Furlong of Stratford said he's concerned about what impact the proposal may have on people's view of the waterfront.

"I just think to just put up a whole bunch of houses and block off basically the view for the entire town and to have it only for a few people — I don't know if that's such a great idea," Furlong said.



Town officials say the current zoning is 'not very efficient' for the desired development in a key commercial area. (Wayne Thibodeau/CBC)

He encouraged town officials to monitor developers to ensure compliance with the rules.

"I don't think you're being upfront with us about what you are planning on doing and what you have done to make sure that these things are addressed," he said.

Another resident, Dieter Friesen, said he supports increased density but wants public transit and walkability to be priorities.

"I think you need to look at parking minimums. If you are going to have good density, and you want to create a walkable downtown, you want it so people don't need a car at all," Friesen said.

### 'Their concerns are noted'

The planning board will meet in early August to discuss the proposed changes and make a recommendation to council. A council vote is expected next month.

MacDonald said he rejects the term NIMBY. He said these are residents, and it's important that councillors hear what they have to say.

"We have a responsibility to listen to them and we have to make sure that their concerns are noted."

# OPINION

## LETTERS TO THE EDITOR

### **Are we losing Stratford's charm?**

It is time for the residents of Stratford to be aware of the large-scale development proposal, with over 1,500 units, to be built at the foot of the Hillsborough Bridge.

The project raises many questions, such as: Has the province done a traffic study to determine whether the current intersection can handle all the extra vehicles? Just try getting out of the Esso now on a busy morning. We are paying high taxes to live in Stratford only to realize all we're getting is more time in our vehicles than in our backyards.

Where will all these new people park? Underground parking garages can't hold them all.

With many more people moving into our town - the Gray Group has another large-scale development near Sobeys - will we have the necessary services, such as schools? Glen Stewart and Stratford Elementary have been overcrowded for years.

Many residents here moved to suburban Stratford to get away from the city. Will the charm of Stratford be lost?

There's very little public green space left on our waterfront that has such a magnificent view of the city. Why destroy that view?

There had been a proposal a few years ago for a much smaller development on the former motel property that seemed to be a better fit. Why not look at building something less intrusive on our waterfront?

It is short-sighted to build a large-scale project like this when other major cities are trying to buy back their waterfronts.

Contact your town councillor to get answers. Speak up now. Protect what matters.

*Arlene Power,  
Stratford, P.E.I.*

## PLANNING, DEVELOPMENT AND HERITAGE

### Regular Monthly Meeting

August 4, 2025

12:00 p.m.

### AGENDA

**1 CALL TO ORDER**

**2 APPROVAL OF AGENDA**

**3 MINUTES**

- a) Planning & Heritage Committee Minutes, June 30, 2025  
[3a-1 - PLANNING DEVELOPMENT AND HERITAGE - 30 Jun 2025 - Minutes](#)

**4 DECLARATION OF CONFLICT OF INTEREST**

**5 INVITED GUEST**

**6 REPORT FROM DIRECTOR OF PLANNING**

- a) Update on Regular Monthly Council Meeting, July 9, 2025
- **PH032-2025 –RZ001-25 – Cornerstone Baptist Church – 295 Shakespeare Drive (PID 1016377) – Rezoning from TCI to TCMU**  
Council granted approval to a public meeting to solicit input from residents on the application to rezone PID 1016377 located at 295 Shakespeare Drive from the Town Centre Institutional (TCI) Zone to the Town Centre Mixed Use (TCMU) Zone.
  - **PH033-2025 - RZ002-25 – Falcon Homes – PID 1085976 Ducks Landing – Bylaw Amendment #45U: Proposed Rezoning from R1 to TCR – 1st Reading**  
Council read and approved for the first time Bylaw #45U, a bylaw to amend the Town of Stratford Zoning and Development Bylaw, Bylaw #45 to rezone PID 1085976 located on Ducks Landing from the Low Density Residential (R1) zone to the Town Centre Residential (TCR) Zone. A decision for second reading and adoption is scheduled for the upcoming Council meeting on August 13, 2025.

**7 DEVELOPMENT APPLICATIONS**

- a) **VA001-25 – Shaun Coady – 10 Ledwell Lane (PID 329649) – Variance Request to a Side Setback**  
A variance application (VA001-25) has been received from Shaun Coady for parcel number 329649, located at 10 Ledwell Lane seeking a variance to a side yard setback for a proposed addition onto an existing legal non-conforming dwelling.  
(See attached)

The proposed property is located within the Low-Density Residential Large Lot (R1L) zone. The table below outlines the required setbacks and the variances being sought:

Standard	Required (ft.)	Proposed (ft.)	Variance Required
Side Yard Setback	12	7	42.00%

Section 6 of the Zoning Bylaw outlines the regulations for addressing requests for variances to a requirement of this bylaw. Subsection 6.1.2 provides the following tests that need to be considered for justifying a Variance Approval:

- a. *The lot in question has peculiar conditions, including small lot size, irregular lot shape or exceptional topographical conditions which make it impractical to develop in strict conformity with Bylaw standards;*
- b. *Strict application of all Bylaw standards would impose undue hardship on the Applicant by excluding the Applicant from the same rights and privileges for reasonable use of his/her lot as enjoyed by other persons in the same zone; or*
- c. *The variance is consistent with the intent and purpose of the Official Plan*

This property is a legal non-conforming (substandard) lot and the existing dwelling, built in 2017, is a legal non-conforming building. Legal non-conforming buildings and lots may continue to be used and added to provided that any future development complies with the Zoning Bylaw. It was built in 2017, and has a front yard setback of 25 ft., whereas the current standard (established in 2019) is 35 ft. The lot, while undersized, does not have an irregular lot shape or exceptional topographical constraints.

This property has a width of 124 ft., whereby the required minimum lot frontage is 82 m. The existing dwelling is located on an angle, rather than parallel to the front lot line, which makes the proposed addition fall within the rear yard and side yard setbacks. The smaller lot size does play a factor in the requested variance. Given the orientation of the dwelling, it is difficult to add onto the existing dwelling without encroaching into the required setbacks.

The Official Plan in Section 11.2(1), calls for the efficient and sustainable use of land while maintaining the character of existing neighbourhoods. Several of the lots in this neighbourhood are substandard lots in terms of size or frontages, and various dwellings have substandard development standards. The purpose of the development standards in the Town's Zoning bylaw were designed to minimize land use conflicts and ensure appropriate use of land. The side yard, where this addition is proposed to encroach onto, is a treed portion of the neighbouring property and due to topographic issues, makes it unsuitable for development.

There is a legal non-conforming detached garage on the property, This accessory structure is located closer to the side property line than where the proposed addition will be located. The applicant is planning to relocate this structure to the other side of the property. While legal non-conforming structures can remain as is, the long range intention for these types of structures is to ultimately comply with the Zoning Bylaw regulations.

## Public Notification

Pursuant to sub-section 6.1.5 of the Stratford Zoning and Development Bylaw #45, *Where a variance in excess of ten percent (10%) is being requested, Council shall forward a notification letter to property owners who own parcel(s) of land which are located in whole (or in part) within sixty-one metres (61 m) or two hundred feet (200 ft.) from any lot line of the parcel proposed for the variance.*

With the first proposal for the addition, fifteen (15) letters were sent out to adjacent landowners in April 2025. Two responses were received, and 2 phone conversations were had with residents. One of the letters received raised concerns regarding potential privacy issues from the addition overlooking their yard and the potential compromise of future development of their own land.

The applicant did revise their plans to turn the orientation of the addition to minimize the potential impact on the neighbouring property. During the second round of public notification conducted in July 2025, the adjacent property owner who expressed their concerns with the original application is satisfied with the revised application.

### **RECOMMENDATION:**

That Council grants approval to Variance Application VA001-2025, from Shaun Coady located at 10 Ledwell Lane, for a side yard variance of 42% for the proposed addition as shown on the plans submitted for Development Permit.

[7a-1 - VA001-25 - Proposal #2 - Site Plan](#)

[7a-2 - VA001-25 - Property Location Map](#)

[7a-3 - VA001-25 - Site Photos](#)

[7a-4 - VA001-25 - Adjacent Landowner Responses](#)

- b) **VA007-25 – Edward Bradbury – 47 Macdonald Road (PID 463638) – Variance Request to Flanking Side Yard Setback for a Proposed Addition**

A variance application VA007-25 has been received from Edward Bradbury for parcel number 463638, located at 47 Macdonald Road seeking a variance to the flanking side yard setback for a proposed secondary suite addition onto the existing accessible single detached dwelling.

*(See attached)*

The proposed property is located within the Low-Density Residential (R1) zone. Where a lot is a corner property, the side yard setback from the flanking road must be a minimum of 15 ft.

The subject property fronts onto MacDonald Road and flanks onto Clifton Road. The existing dwelling has a flanking side yard of 36 ft., and the proposed secondary suite addition will be 24 ft. wide. Therefore, the flanking side yard setback is proposed to be only 12 ft, which represents a variance of 20%. The purpose of the proposed secondary suite addition is to accommodate an immediate

family member who needs accessibility housing.

Section 6 of the Zoning Bylaw outlines the regulations for addressing requests for variances to a requirement of this bylaw. Subsection 6.1.2 provides the following tests that need to be considered for justifying a Variance Approval:

- a. *The lot in question has peculiar conditions, including small lot size, irregular lot shape or exceptional topographical conditions which make it impractical to develop in strict conformity with Bylaw standards;*
- b. *Strict application of all Bylaw standards would impose undue hardship on the Applicant by excluding the Applicant from the same rights and privileges for reasonable use of his/her lot as enjoyed by other persons in the same zone; or*
- c. *The variance is consistent with the intent and purpose of the Official Plan*

Both this proposed addition, and the existing single detached dwelling is designed as a Accessible dwelling. Accessible Dwellings typically require larger building footprints than traditional dwellings due to various factors including:

- Wider doorways/hallways for wheelchairs
- Larger kitchen/bathrooms to accommodate wider turning spaces for residents
- More floor level storage spaces as overhead storage areas are less appropriate for usage
- Typically limited to a single storey, stairs are often problematic

A non-accessible addition/secondary suite could be added to this dwelling in compliance with the Zoning Bylaw. However, the design specifics required under the Building Code for Accessible Dwellings, make it harder for these types of buildings to be built in strict conformity with the standard Zoning Bylaw regulations. The Zoning Bylaw does not adequately contain the flexibility required to accommodate building elements for accessible dwellings.

Sections 12.2.9 (2) & (19), of the Official Plan, calls for the establishment of specific development standards related to site plan in order to ensure high quality development, minimize land use conflicts and the height, size and overall design of development is appropriate for a neighbourhood. The development standards in the Town's Zoning bylaw were designed to minimize land use conflicts and ensure appropriate use of land

Pursuant to sub-section 6.1.5 of the Stratford Zoning and Development Bylaw #45, *Where a variance in excess of ten percent (10%) is being requested, Council shall forward a notification letter to property owners who own parcel(s) of land which are located in whole (or in part) within sixty-one metres (61 m) or two hundred feet (200 ft.) from any lot line of the parcel proposed for the variance.*

Eleven (11) letters were sent out to adjacent landowners in July 2025. No written correspondence was received from adjacent landowners. . The applicants did talk to many of their neighbours regarding this proposed development and have received positive support from adjacent landowners. As part of the application

paperwork, there was a petition in support of the proposal that was signed by 9 residents from 7 adjacent properties.

**RECOMMENDATION:**

That Council grants approval to variance application VA007-25 from Edward Bradbury for parcel number 463638, located at 47 Macdonald Road seeking a variance to the flanking side yard setback for a proposed secondary suite addition onto the existing accessible single detached dwelling.

[7b-1 - VA007-25 - Proposed Site Plan](#)

[7b-2 - VA007-25 - Variance Request and Neighbourhood Support Letter](#)

[7b-3 - Additional Applicant Information](#)

c) **DP070 -25 – T & C Investments – PID 1148147 & PID 1148121 – Located on Smallwood Terrace – Conditional Use – 4 Unit Townhouse Development**

A conditional use development permit application (DP070-25) has been received from T & C Investments (C/O Todd Cormier), for parcel numbers 1148147 and 1148121, located on Smallwood Terrace for a proposed 4-unit townhouse complex. The applicant has also submitted a separate minor subdivision application to consolidate these 2 lots into 1 parcel

*(See attached)*

The proposed property is located within the Medium Density Residential (R2) zone. Townhouses are listed as conditional or special permit uses within this zone. Townhouses require a minimum frontage of 9 m per unit. These 2 subject lots will have a combined frontage of 44.2 m, which is large enough to accommodate a 4 unit townhouse complex

The subject lands were originally proposed to contain 2 dwellings. Townhouses up to 6 units (up to 40% of the block) are listed as Conditional Uses within the R2 zone. The subject land has the required frontage and lot size to accommodate a 4 unit townhouse complex.

Another lot further along Smallwood Terrace, within the same phase of this neighbourhood subdivision, was proposed to contain a 3-unit townhouse, but semi-detached, was constructed. This proposed 4-unit townhouse complex will only result in 1 additional dwelling unit within this neighbourhood, then what was originally designed for this neighbourhood.

As this application involves a conditional use, public notification letters were sent to the 3 abutting property owners seeking comments. No correspondence was received from these adjacent property owners before the deadline for responses

**RECOMMENDATION:**

That Council shall grant approval to application DP070-24 from T&C for construction of a 4-unit Townhouse dwelling complex on PIDs 1148147 & 1148121 subject to the following:

1. A detailed site plan and grading plan showing the information required

- under Section 7.3.5 of the Zoning Bylaw.
2. All the information required for this proposed development pursuant to the Building Code, as determined under Section 7.3.6
  3. That a Development Agreement be executed between the Town and the Applicant subject to such terms and conditions as Council deems necessary.
  4. A detailed servicing plan shall be submitted for approval to the Stratford Utility Corporation.
  5. A detailed Erosion and Sedimentation Control plan must be prepared showing how erosion and sedimentation will be controlled and contained during construction.
  6. Prior to the issuance of the occupancy permit for the new dwellings, a final grading plan must be submitted and approved by the Town of Stratford.
  7. All other relevant provisions of the Town of Stratford Zoning and Development Bylaw #45 are met.

[7c-1 - Development Proposal](#)

[7c-2 Landowner Notification Map](#)

## 8 SUBDIVISION APPLICATIONS

## 9 OFFICIAL PLAN, POLICY AND BYLAW

- a) **RZ001-25 – Cornerstone Baptist Church – 295 Shakespeare Drive–Land Use Map Amendment – TCI to TCMU – Future Residential Development and a Church Expansion Project - PID 1016377**

An application has been received from the Cornerstone Baptist Church (295 Shakespeare Drive), requesting their property be rezoned from the Town Centre Institutional (TCI) Zone to the Town Center Mixed Use (TCMU) Zone. The purpose of this request is two-fold. First, the Church wants to sell off a portion of their property for the low-density residential development. Second, using the proceeds from the land sale to expand their existing facilities.

The subject property is 6 acres. Cornerstone Baptist Church is initially looking at allocating 3.5 acres of land for multi-unit residential development. The proposed TCMU zone will permit both residential and institutional uses, whereas the current TCI zone only permits the Church facility

The subject property is currently bound by residential development along Shakespeare Drive, the Trans-Canada Highway and future mixed-use development by The Gray Group. The residential development will be built onto Shakespeare Drive, whereas the church expansion will occur closer to the TCH. The applicant has indicated that design considerations such as setbacks, building scale and landscaping will be incorporated into the land purchase and sale agreements to ensure proper integration of the future residential lots with the neighbourhood

A conceptual site plan has been submitted showing the potential development areas on the property. The Cornerstone Baptist Church has not yet formally entered into any agreements with any prospective purchasers of the the lots. All development within the TCMU zone will need to complete a comprehensive site plan review process.

Under Section 3.2.3 of the Zoning and Development Bylaw, as part of the zoning amendment process, Council shall hold a public meeting to solicit input from residents on the proposed amendment request. Notices of the public meeting will occur as follows:

- A posting in the local newspaper on 2 separate occasions
- Written notice of the proposed amendment to the adjacent landowners within 150 m (490 ft.) of the subject lots being rezoned. A 17-day window is recommended to complete this notification process.
- A sign shall be placed on the land being proposed for rezoning indicating that a request has been received.

### **Public Meeting**

The public meeting for this application was held on July 21, 2024, with 35 residents and some of Council in attendance. The meeting was also live streamed online on the Town's YouTube page, with several residents watching live.

### **Summary of Public Notifications**

The Public were given the opportunity to provide comments on this proposal before, at and after the public meeting. The deadline for comments was July 25th at 12:00 pm. Only 1 person in attendance at the public meeting asked questions with regards to the intended purpose of the rezoning request. No written comments were submitted to the Town regarding this proposed rezoning.

### **Planning Review**

This section will address the proposal with the current Official Plan and Zoning bylaw and the feedback received from residents from the public meeting process. This rezoning application proposed to Upzone the subject land from TCI to TCMU. An Upzoning occurs where an applicant seeks to change the zoning from a less intensive development zone to a more intensive development zone.

Planning is a delicate balancing act between the concern of the public good and the private interests of individual landowners. Both are important and neither should be the sole focus of decision makers. Council must provide "thorough, cogent and thoughtful" reasons when evaluating and making decisions on planning applications.

Under Planning law, it is well recognized that every zoning bylaw is discriminatory, in the sense that the municipality chooses the type of uses it will permit in certain or all parts of the lands under its jurisdiction and is not invalid on that account. However, there must be proper planning grounds or standards to warrant discriminatory distinctions between property owners in the same position, classification or zoning category. Additionally, present zoning is not a guarantee of future zoning. Both the Official Plan and Bylaw expressly contemplate and allow for the process of rezoning, and neither speak to the percentage completion of nearby neighbourhoods as a consideration in that process.

The Official Plan supports a denser pattern of development and a mix of housing types to help accommodate continued growth. Council will consider amendments to the current residential zoning designations to promote and facilitate a range of housing opportunities.

While the character of established neighbourhoods must be protected, current development costs dictate that new fully serviced residential subdivisions must become more efficient and be appropriately located. As demand grows for new and more innovative and somewhat higher density residential development forms, the Town must carefully review such development to prevent adverse impacts on the existing established neighbourhoods.

A common concern with new higher density development is the impact of these new buildings on the adjacent property values. There have been many discussions and studies conducted looking into this matter. For most cases, the inclusion of higher density development into an area does not reduce the property values of existing low-density development. This includes both market (owner occupied) and non-market (rental) housing developments.

This proposed zoning amendment is consistent with the objectives of the Official Plan. Under the Official Plan, this property is currently designated as Residential. Under Section 11.2, an objective of the Town is to use land efficiently and sustainably while maintaining the existing character of neighbourhoods. This property is located adjacent to and nearby higher density developments (i.e. Gateway Apartments and Hathaway Place).

Section 11.2(1)(b) calls for the designation of specific zones with smaller lots and higher density to meet the demand for multiple housing types for predicted population growth. This proposed zoning bylaw amendment will permit the more efficient use of the subject lands and the provision of more/different housing types. Additionally, under 11.2(3)(b), residential development is encouraged to be located in the serviced central area of the Town.

### **Recommendation**

That Council grant first reading to Zoning Bylaw Amendment RZ001-25 from the Cornerstone Baptist Church (located 295 Shakespeare Drive), requesting their property be rezoned from the Town Centre Institutional (TCI) Zone to the Town Center Mixed Use (TCMU) Zone.

[9a-1 - Subdivision Request Letter](#)

[9a-2 - Applicants Assesment for Rezoning](#)

[9a-3 Conceptual Site Plan](#)

[9a-4 - Draft Subdivision Plan](#)

[9a-5 - July 21 Public Meeting Verbatim Minutes](#)

- b) **RZ003-25 – Grove Developments Ltd. – Zoning By-law amendment – Low Density Residential (R1) to Medium Density Residential (R2)– 24-unit Townhouse Complex off Swallow Drive – PIDs 912410, 677344, 677336,**

**677328, and 190082**

An application has been received from Grove Developments Ltd. requesting to rezone 5 lots off of Swallow Drive from the Low Density Residential (R1) zone to the Medium Density Residential (R2) zone. The applicant wants to construct a 24-unit Stacked Townhouse complex on the 4 lots that run east/west and use the 5th lot (that runs north/south for driveway access. This proposed R2 zone will be adjacent to the larger Kelly Heights R2 zone. Stacked Townhouses are listed in the R2 zone as follows

- Conditional uses where they don't exceed 40% of the lots in a block; or
- Special permit uses where they exceed 40% of the of the lots in a block

On the 4 east/west lots, the 24 Townhouse units will be arranged in 2 buildings of 12 units each. Each building will be 6 units wide and 2 units high. These buildings will be oriented so that the front door faces west towards the driveway running up to Swallow Drive. Wide treed buffer zones will be retained, between the proposed buildings and the adjacent low density R1 zone properties on Nightingale and Swallow Drive.

The 4 lots to be development have a combined lot area of approximately 6,292 m<sup>2</sup>. Stacked Townhouses require a minimum of 250 m<sup>2</sup> per unit, which means these four (4) lots have a development maximum of 24 stacked Townhouse Units. The buildings will have a varied color scheme so that they visually look like a standard Townhouse development and not just a single building. An example of where a varied color scheme was used to improve the visual appearance of development are the Townhouses along Williams Gate.

This is the second rezoning amendment request for these subject properties. The first request was in 2023, which sought to change the zoning to the Planned Unit Residential Development (PURD) Zone. This request was not passed by Council as it was deemed premature to rezone the land as the 3rd phase of the Kelly Heights subdivision had not yet started and the PURD zone could potentially allow development that would be out of character with both surrounding zones.

**Recommendation**

That the public meeting required under Section 3.2.3 be held to solicit input from residents on this proposed rezoning application. The date of the public meeting will need to be determined.

[9b-1 -Application Assessment for Rezoning](#)

[9b-2 - Preliminary Site Plan](#)

[9b-3 - Concept Pictures of the Dwellings](#)

c) **RZ004-2025 General Text & Zoning Map Amendments to the Town of Stratford Zoning and Development Bylaw #45 and General Amendments to the Official Plan Land Use Map regarding the Stratford Waterfront Area**

The Town of Stratford Planning Department is proposing the rezoning of 28 lots from a combination of General Commercial (C1), Highway Commercial (C2), Low Density Residential (R1), Multiple Unit Residential (R3), and Waterfront Residential (WR) to a new Waterfront Mixed-Use Zone (WMU) as shown, additionally the Town of Stratford Planning Department is also proposing amendments to the Town of Stratford Official Plan to permit additional a Mixed-Use land

uses to the adopted 2008 Core Area Subsidiary Plan and designate these lots for Mixed-Use (*see attached RZ005-1&2*).

These proposed amendments envision a mixed-use neighbourhood that provides a comprehensive range of residential, retail, and commercial employment uses anchored by the amenity of the public waterfront spaces. Development of the Waterfront should achieve the following land use outcomes:

- Development along Stratford Road, the Trans-Canada Highway, and Hopeton Road will include ground floor retail and restaurant spaces to encourage vibrant, pedestrian-focused streetscapes.
- Promote a mix of residential and commercial development throughout the Stratford Waterfront.
- Development of community-focused institutional spaces will be encouraged in the Bunbury Road/Hopeton Road corner.
- Prohibition of new Drive-thrus
- Buildings up to 6 stories in height.

### **Regulation history of this area**

This proposed amendment has come from a need for the Town to be proactive in anticipated population growth expected in the Town. Good urban planning is about creating communities that are vibrant, provide services throughout the day and evening, residential that is close to public transit routes, connections between these uses is not car-centric and possible by all means of movement, by implementing these planning principles in an urban centre, the less we need to promote sprawl development on to existing agricultural and natural land.

The proposed subject area is currently a mixture of commercial, medium density residential and mixed-use zoned parcels. The proposed amendment and the nature of mixed-use development is not new to this area. As far back, when the area was the Community of Southport, the area was zoned for a mixture of commercial and residential land use and residential dwellings within a commercial building have always been permitted.

Revisions over the years have seen some parcels change in land use zone designation but there have always been a variation of multi-unit and higher density residential, commercial which permits residential above ground floor, and a mixture of commercial uses.

### **Zoning Bylaw 1990 – 2025 Permitted Uses, but not limited to;**

	<p><b>1990 Southport Zoning &amp; Subdivision Bylaw</b> Zoned for Commercial (C1) Zone</p> <ul style="list-style-type: none"> <li>• Banks and Financial Institutions</li> <li>• Business and Professional offices</li> <li>• Parking lots</li> <li>• Multiple family dwellings</li> <li>• Hotels and motels</li> <li>• Private clubs, and</li> <li>• Restaurants.</li> <li>• Residential dwellings are permitted within a commercial building but above the first floor.</li> </ul>
	<p><b>2006 Stratford Zoning and Development Bylaw</b> Zoned for Commercial (C1) Zone</p> <ul style="list-style-type: none"> <li>• Banks and Financial Institutions</li> <li>• Business and Professional offices</li> <li>• Parking lots</li> <li>• Hotels, Motels and Tourist Establishments</li> <li>• Restaurants and Lounges</li> <li>• Entertainment Facilities</li> <li>• Transient and Temporary Commercial</li> </ul> <p>Zoned for Multiple Family Residential (R3) Zone</p> <ul style="list-style-type: none"> <li>• Duplex Dwellings</li> <li>• Townhouses (up to 3 Storeys)</li> <li>• Apartments (up to 3 Storeys)</li> </ul> <p>Zoned for Comprehensive Development Area (CDA) Zone</p> <ul style="list-style-type: none"> <li>• Uses permitted in C1, C2, PSI and R3 Zones</li> </ul>
	<p><b>2009 Stratford Zoning and Development Bylaw</b> Zoned for Waterfront Residential (WR) Zone</p> <ul style="list-style-type: none"> <li>• Townhouses (up to 3 Storeys)</li> <li>• Apartments (up to 3 Storeys)</li> <li>• Commercial uses on the first floor of a building (conditional)</li> </ul> <p>Zoned for Waterfront Mixed-Use (WMU) Zone</p> <ul style="list-style-type: none"> <li>• Apartments (other than first floor)</li> <li>• Banks and Financial Institutions</li> <li>• Business and Professional offices</li> <li>• Restaurants and Lounges</li> <li>• Entertainment Facilities</li> </ul>
	<p><b>2019 Stratford Zoning Bylaw – current</b> As per 2009 Stratford Zoning and Development Bylaw</p>

### Existing Development within the Waterfront Mixed-Use Zones

The Waterfront Mixed-Use Zone, in its current form, is designed to create a downtown character

using traditional built forms, materials and roof types familiar to the island.

- Building heights were to be between 2 and 4 Stories with the 4th storey required to incorporate the roof design.
- Brick should be incorporated into the exterior siding finishes.
- Parking should be internally circulated with any parking buffered by landscaping.

To date, there are only a few buildings on a Waterfront Mixed-Use Zone parcel and none of them meet any of the above requirements. Of all the existing sixteen (16) Waterfront Mixed-Use Zoned/Waterfront Residential Zoned parcels, there are seven (7) parcels that have been vacant since they were subdivided in 2016 (*see attached RZ005-3*)

## Proposed Amendments to Waterfront Mixed-Use Zone

### Land Uses

The proposed amendments will not see any significant changes to permitted uses in the Waterfront Mixed-Use Zone. All the uses that are included in the proposed amendment are all currently available in amendment area in some variation.



Along Shepard Drive, the proposed amendment has identified the parcels backing onto low-density residential units as Townhouses as the main use and will be a minimum of 2 and maximum of 3 Storeys. This is in-keeping with the existing Waterfront Residential Zone for these parcels.

### Parking

The proposed amendment would reduce the parking requirements for residential dwellings and square foot of commercial. This is in accordance with the parking requirements of the Core Mixed-Use and Urban Core Zones, shown below.

Land Use	Current Requirements	Proposed Parking
Multi-Units (6 or less)	2 Parking Spaces per Dwelling Unit	0.5 Parking Spaces per Dwelling Unit
Multi-Units (6 - 19)	1.5 Parking Spaces per Dwelling Unit	
Multi-Units (20 +)	1 Parking Spaces per Dwelling Unit	
Commercial or Office Space	Varied between 1 space per 4.7 sp. m up to 1 space per 37 sq. m.	3 Parking Spaces per 93 sq. m. (1,000 sq. ft.)

The proposed amendment also indicates two parcels for parking, a surface parking lot on the vacant R1 lot on Shepard Drive between Harbour View Drive and Stratford Road, and the existing parking lot at the CGI building which could be a future stacked parking lot (parkade).

### **Building Heights**

The proposed amendment will see building heights along Stratford Road, Hopeton Road and along Michael Thomas Way increase up to 6 stories, but all levels above the fourth floor must be stepped back to increase natural light and reduce the building mass impact at street level.

### **Waterfront Views**

The proposed amended Waterfront Mixed-Use Zone regulations for setbacks have been designed to maintain the view corridors that were identified in the 2021 Stratford Waterfront Core Area Plan. The setbacks implemented in the amended zoning regulations will allow for future roads or public corridors shown on the plan below. The vacant parcel PID 328062 has a 33 m side yard setback on the Harbour View Drive side to maintain a visual corridor from Shepard Drive, this also moves development further back from the Harbour View Drive residents.



### **Natural & Park Space**

The map below shows the existing natural and park space areas that are excluded from the proposed amendment. These areas will remain protected development other than a proposed pavilion east edge of the Michael Thomas Waterfront Park.



### Connectivity

The overall concept of this proposed amendment is to provide a more walkable community that has regular access to public transit, trails and all the active commercial services needed for a growing community. A community that is safe throughout the day and night. This will provide opportunities for Stratford residents to bring their commercial and professional services into Stratford and not in Charlottetown.

### Notification of Public Meeting

Sections 3.2.3 and 3.2.4 of the Zoning Bylaw outline the processes required for the provision of notice of the zoning amendment request for a public meeting. Notice of this application and the public meeting occurred in the following manner:

- 124 Notification letters were drafted and sent by Canada Post to the parcels that fall within the proposed amendment area and parcels within the required 150 m radius of the subject lands. (*see attached RZ005-4 letter to residents*)
- Ads were posted in the local Guardian Newspaper on 2 separate editions (July 12th & 19th)
- 28 signs were posted on all the subject properties within the proposed boundary area indicating that a Zoning Application had been made for the subject property.
- 5 Larger development signs were also placed within the area, 3 were placed on the Town's own Michael Thomas Waterfront Park, 1 on the Town's property on Shepard Drive and permission was granted to install a sign on the No-Frills site. (*see attached RZ005-4a Development Sign*)
- Notice of the public meeting was also posted on the Town's Facebook page.

### Public Meeting

The public meeting for this amendment was held on July 21, 2025. This was well attended with 30 residents signing in, including members of Planning Board and Council. The meeting was also live streamed online on the Town's YouTube page.

### Summary of Public Comments

The Public were given the opportunity to provide comments on this proposal. The deadline for comments was July 25th, 2025 at 4:00 pm. (*see attached RZ005-5 for verbatim comments*)

Eight (8) letters and emails were received, of the written responses in total from were received from adjacent landowners/residents, were received after the meeting.

Six (6) written responses received were against the rezoning, and

Two (2) written response received were in favor the rezoning.

Over a hundred (100+) property owners did not respond.

The comments raised in these letters are summarized in Section 3.2.2.(f). below (*see attached RZ005-6 for full redacted comments*).

A signed petition of residents from Harbour View Drive and Southport Drive in opposition to the application was received after the deadline for comments.

### **Planning Analysis**

Section 3.2 of the Zoning Bylaw outlines the procedure for amendments to the Zoning Bylaw.

Section 3.2.2 outlines the general criterion that need to be considered when reviewing applications for amendments to the Zoning Bylaw. These criteria are:

#### **a) Conformity with all requirements of the Zoning Bylaw.**

Currently the Town is undergoing a complete review of the Official Plan and Zoning and Development Bylaw, this proposed amendment is being completed as part of the review.

#### **b) Conformity with the Official Plan.**

The subject lands are designated for Residential Development under the Existing land use map in the Official Plan. There are a number of sections of the Official Plan that contain objectives and policies regarding the proposed development and zoning amendment.

Under Section 4.1.1 (Housing – Planning for the Future) states that *“The availability of land will influence the housing supply. The Housing Demand Study (2012) indicates that even if the pace of growth is slowed by changes in the economy and local market, a shift in land use policies to accommodate future housing activity is needed. This Plan supports a denser pattern of development and a mix of housing types to help accommodate continued growth. In addition, flexible housing options may help to allow seniors to remain in the Town as they age. Planning the future development and design of the Town to accommodate aging-in-place is shown to benefit not only the senior population, but the community as a whole. A shift to more diverse housing units and higher housing densities will also be a means to foster a more affordable housing market to attract new homeowners, young families and lower income families”*. This proposed amendment is an opportunity to build a development area already planned for higher density but through the amendment of the Waterfront Mixed-Use Zone (WMU), allows the Town to have more direction of the development possible to provide residential, commercial and recreational land uses through more walkable connections and public transportation. Attracting younger age groups to start a family or empty nesters to downsize and live in a friendly and active neighbourhood.

Under Section 4.2.1 (Housing), Stratford is a community where housing is responsive to the needs of the population. Subsection 1(b) states a goal of the Town is the *“identification of opportunities for zoning residential land to allow for smaller lot sizes and higher densities, without compromising the character of existing neighbourhoods.”* This proposed amendment is an opportunity to rejuvenate an area that has struggled to develop into the planned neighbourhood it was meant to be. Regulations in the existing zone and the development costs have left this area undeveloped. The proposed amendments will permit higher-storey buildings and reduced parking to spark

development.

Under Section 4.2.4 (Housing): *“Stratford is a community where housing developments are well designed, inclusive and connected to the community”*.

This proposed amendment will allow for a variety of housing types and in various locations, whether it be close to the water or near schools. The proposed amendment area is within close proximity to the Town’s growing active trail network, public parks and future amenities.

Under Section 4.2.5 (Housing): *“Stratford is a community where housing development is balanced with our ability to sustain resources and affordable service delivery”*. Subsection 5(d) Encourage high quality, higher density residential development in the Core Areas and adjacent to arterial and collector roads. This proposed amendment strives to rejuvenate an underdeveloped area of single use commercial and residential in and adjacent to the Core Area. Public transit already serves this area and the potential new services that would be possible would reduce the need for Stratford residents to cross the bridge.

Under Section 11.1.3 (Land Use Planning): *“While Stratford has developed a desirable appeal for “high-end” living during the past decade, Council will consider making amendments to the current residential zoning designations to promote and facilitate a range of affordable housing opportunities with increased emphasis on young families and our growing senior population, as recommended by our Housing Demand Study.”* The intent of this proposed amendment is to facilitate and permit opportunities for more varieties of housing typologies. While the Town does not have specific policies or mandates for affordable housing, the Town did enact a resolution to incentivize multi-unit housing, reductions and in some cases, remove development fees for developments that provide affordable housing units.

**c) Conformity with Provincial Land Use Policies pursuant to the Planning Act.**

The Town’s Official Plan and Zoning Bylaw was drafted and adopted in conformity with the provisions within the Provincial Planning Act. Any development application will need to comply with the provisions in the Plan and Bylaw.

**d) Suitability of the site for the proposed Development including the preservation of existing site features and earthworks.**

The proposed amendment does not propose a change to any natural areas, the parcels included are all zoned for development. All future development within the boundary area of this amendment will go through a comprehensive site plan approval process.

**e) Compatibility of the proposed development on surrounding land uses, including both existing and proposed uses.**

The proposed amendment would see an increase in height over the existing buildings and would see new developments being built closer to the front property line. This change is the aim of creating a more walkable community with accessible services.

**f) Comments from residents or other interested parties.**

Resident comments are taken into consideration by Planning Staff, Committees and Council partially because nobody knows a neighbourhood better than the residents that live there. As such, they can help staff identify potential issues or areas of the proposal that need improvement. We believe that summary of the proposed amendment above will address the concerns summarized

below.

The comments made in the public meeting and the letters received are summarized below, in no particular order:

1. I am in favour of this proposal, but the Town must ensure that there is access to public transit.
2. On-street parking and parking requirements should be minimized and more underground parking where possible.
3. The proposed overview looks blockish and will decimate the area. Previous plan was for buildings with more character.
4. The proposed design will remove the waterfront views.
5. Erosion should be considered with development close to the water.
6. Concerns of loud music and entertainment going into the early hours.
7. Concerns about where parking will be for all the new residents
8. Concerning the traffic that will be created by the new residents, congestion is already a concern.
9. Concerns of taking away parks and natural areas to build apartments.
10. This proposal will create a closed off community and prevent residents from accessing the waterfront.
11. Concerns with development in residents' back yards.
12. This proposal will cause stress on the local schools.
13. There should be a green buffer or park between the existing single detached units and the new development.
14. This proposal could create a vibrant and successful community.
15. This proposal will reduce the impact of urban sprawl and development of our agricultural and natural areas.
16. This proposal will provide opportunities for a more walkable community with access to trails and services.
17. Stratford doesn't have to become a city.
18. Concerns of 6 storey buildings.

Additionally, the Planning Staff and the consultants invited the property owners to a couple engagement sessions in the late 2024, and early 2025 to provide context for the Town's future growth. The Fall event was attended and there were no voices of concern from the property owners. During the engagements, conversations did revolve around need for parking reductions and height increases.

**g) Adequacy of existing infrastructure such as water, sewer, road, stormwater, electrical services, and parkland.**

All the parcels in the proposed amendment area are fully serviced. A comprehensive Stormwater Management Plan would be required and reviewed as part of the development permit/subdivision application process for the proposed development.

**h) The economic and environmental viability of any proposed utility, road extension or development and maintenance of public open spaces.**

No utility main extensions, road extensions, or open spaces are required

**i) Impacts of the proposed development on all modes of transportation including access and safety.**

The Town has had some conversations with the province and will continue to have discussions with the province to review the overall development plan for this area. The province is currently undergoing some road restructuring within the amendment area to help alleviate congestion.

**j) Compatibility of the proposed development on surrounding environmental, aesthetic, scenic and heritage features.**

There are no natural or park areas within the proposed amendment area, a stormwater management assessment would be required and addressed as part of the development permit/subdivision application process for the proposed development.

**k) Impacts on town finances and budgets.**

The development will see significant economic benefit the Town and it's residents by having a larger tax base using existing infrastructure more efficiently as well as the required capital contributions for the long-term maintenance of the utility system.

**l) Other matters as specified in this Bylaw; and**

The proposed development will have to comply with all the standards within the Zoning Bylaw during the development permit stage.

**m) Other matters as considered relevant by Council.**

This proposed amendment is in keeping with the intent of the Growth Study completed in 2024 the summary of the 2023-2024 CMHC Housing Supply Challenge (known locally as Shape Stratford). The goal of this project is to find innovative solutions to barriers around new housing supply. Housing supply is a critical issue affecting the community, with an anticipated shortfall in housing to meet population growth over the next 20 years. An increase in housing supply in the homeownership and rental market is necessary to ensure everyone has access to quality and healthy housing. This initiative aims to find solutions around barriers to new housing supply – by working together and having conversations, identifying, and closing gaps, and creating goals to achieve suitable housing for all.

**Recommendations**

That Council grant first reading to RZ004-2025 General Text & Zoning Map Amendments to the Town of Stratford Zoning and Development Bylaw #45 and General Amendments to the Official Plan Land Use Map regarding the Stratford Waterfront Area.

[RZ005-1 -Stratford Plan Review - Waterfront Gateway Amendments - ZDB - 2025.07.30](#)

[RZ005-1a-Rezoning-Plan](#)

[RZ005-2 -Stratford Plan Review - Waterfront Gateway Amendments - OP - DRAFT - 2025.07.30](#)

[RZ005-3-Vacant Lands Plan](#)

[RZ005-4a-Waterfront Development Sign](#)

[RZ005-4-July 4, 2025 - Notification Letter to Adjacent Owners](#)

[RZ005-5-Public Meeting Verbatim Minutes - RZ004-25 - July 21, 2025](#)

[RZ005-6 - Received & Redacted Comments](#)

**10 OTHER BUSINESS**

**11 HERITAGE SUB-COMMITTEE**

- a) There was no Heritage Sub Committee meeting scheduled for the month of July.

**12 DATE OF NEXT MEETING**

a) Tuesday, September 2, 2025 at 12:00 p.m. (noon).

**13 ADJOURNMENT**

**PLANNING, DEVELOPMENT AND HERITAGE  
REGULAR MONTHLY MEETING  
APPROVED MINUTES**

**DATE:** August 4, 2025  
**TIME:** 12:00 p.m.  
**PLACE:** Bunbury Room

**PRESENT:** Mayor-Steve Ogden, Councillor Ron Downing, Planning Director-Dale McKeigan, Development Officer-Sarah Kennedy, Town Planner-Phil Rough, Long-Range Planner-Scott Carnall, Derek Kronemeyer, Alex O'Hara, Adam Ramsay, Danny Neuffer, Gordie Cox, Planning and Recording Clerk-Veronica Arredondo.

**REGRETS:** Alexandra Boyd, Councillor Jeff MacDonald, CAO-Jeremy Crosby

**CHAIR:** Councillor Ron Downing

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**1 CALL TO ORDER**

a) The meeting was called to order at 12:04 p.m.

**2 APPROVAL OF AGENDA**

a) The agenda for the August 4, 2025, meeting was approved as presented.

**3 MINUTES**

a) Planning & Heritage Committee Minutes, June 30, 2025

# - #

**4 DECLARATION OF CONFLICT OF INTEREST**

a) No conflict of interest was noted for the current agenda.

**5 INVITED GUEST**

a) No invited guests were in attendance.

**6 REPORT FROM DIRECTOR OF PLANNING**

a) Update on Regular Monthly Council Meeting, July 9, 2025

- **PH032-2025 –RZ001-25 – Cornerstone Baptist Church – 295**

- **Shakespeare Drive (PID 1016377) – Rezoning from TCI to TCMU**

Council granted approval to a public meeting to solicit input from residents on the application to rezone PID 1016377 located at 295 Shakespeare Drive from the Town Centre Institutional (TCI) Zone to the Town Centre Mixed Use (TCMU) Zone.

- **PH033-2025 - RZ002-25 – Falcon Homes – PID 1085976 Ducks**

- **Landing – Bylaw Amendment #45U: Proposed Rezoning from R1 to TCR – 1st Reading**

Council read and approved for the first time Bylaw #45U, a bylaw to amend the Town of Stratford Zoning and Development Bylaw, Bylaw #45 to rezone PID 1085976 located on Ducks Landing from the Low

Density Residential (R1) zone to the Town Centre Residential (TCR) Zone.

A decision for second reading and adoption is scheduled for the upcoming Council meeting on August 13, 2025.

## 7 DEVELOPMENT APPLICATIONS

# - #

### a) VA001-25 – Shaun Coady – 10 Ledwell Lane (PID 329649) – Variance Request to a Side Setback

A variance application (VA001-25) has been received from Shaun Coady for parcel number 329649, located at 10 Ledwell Lane seeking a variance to a side yard setback for a proposed addition onto an existing legal non-conforming dwelling.

*(See attached)*

The proposed property is located within the Low-Density Residential Large Lot (R1L) zone. The table below outlines the required setbacks and the variances being sought:

Standard	Required (ft.)	Proposed (ft.)	Variance Required
Side Yard Setback	12	7	42.00%

Section 6 of the Zoning Bylaw outlines the regulations for addressing requests for variances to a requirement of this bylaw. Subsection 6.1.2 provides the following tests that need to be considered for justifying a Variance Approval:

- a. *The lot in question has peculiar conditions, including small lot size, irregular lot shape or exceptional topographical conditions which make it impractical to develop in strict conformity with Bylaw standards;*
- b. *Strict application of all Bylaw standards would impose undue hardship on the Applicant by excluding the Applicant from the same rights and privileges for reasonable use of his/her lot as enjoyed by other persons in the same zone; or*
- c. *The variance is consistent with the intent and purpose of the Official Plan*

This property is a legal non-conforming (substandard) lot and the existing dwelling, built in 2017, is a legal non-conforming building. Legal non-conforming buildings and lots may continue to be used and added to provided that any future development complies with the Zoning Bylaw. It was built in 2017, and has a front yard setback of 25 ft., whereas the current standard (established in 2019) is 35 ft. The lot, while undersized, does not have an irregular lot shape or exceptional topographical constraints.

This property has a width of 124 ft., whereby the required minimum lot frontage is 82 m. The existing dwelling is located on an angle, rather than parallel to the front lot line, which makes the proposed addition fall within the rear yard and side yard setbacks. The smaller lot size does play a factor in the requested variance. Given the orientation of the dwelling, it is difficult to

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add onto the existing dwelling without encroaching into the required setbacks.

The Official Plan in Section 11.2(1), calls for the efficient and sustainable use of land while maintaining the character of existing neighbourhoods. Several of the lots in this neighbourhood are substandard lots in terms of size or frontages, and various dwellings have substandard development standards. The purpose of the development standards in the Town's Zoning bylaw were designed to minimize land use conflicts and ensure appropriate use of land. The side yard, where this addition is proposed to encroach onto, is a treed portion of the neighbouring property and due to topographic issues, makes it unsuitable for development.

There is a legal non-conforming detached garage on the property. This accessory structure is located closer to the side property line than where the proposed addition will be located. The applicant is planning to relocate this structure to the other side of the property. While legal non-conforming structures can remain as is, the long-range intention for these types of structures is to ultimately comply with the Zoning Bylaw regulations.

### **Public Notification**

Pursuant to sub-section 6.1.5 of the Stratford Zoning and Development Bylaw #45,

*Where a variance in excess of ten percent (10%) is being requested, Council shall forward a notification letter to property owners who own parcel(s) of land which are located in whole (or in part) within sixty-one metres (61 m) or two hundred feet (200 ft.) from any lot line of the parcel proposed for the variance.*

With the first proposal for the addition, fifteen (15) letters were sent out to adjacent landowners in April 2025. Two responses were received, and 2 phone conversations were had with residents. One of the letters received raised concerns regarding potential privacy issues from the addition overlooking their yard and the potential compromise of future development of their own land.

The applicant did revise their plans to turn the orientation of the addition to minimize the potential impact on the neighbouring property. During the second round of public notification conducted in July 2025, the adjacent property owner who expressed their concerns with the original application is satisfied with the revised application.

### **RECOMMENDATION:**

That Council grants approval to Variance Application VA001-2025, from Shaun Coady located at 10 Ledwell Lane, for a side yard variance of 42% for the proposed addition as shown on the plans submitted for Development Permit.

**DISCUSSION:**

Town Planner Phil Rough presented the application. Councillor Ron Dowling asked if the 42% variance would be a precedent for future applications. The Town Planner replied that variances are considered on a case-by-case basis, depending on the specific context. Councillor Dowling agreed with this approach, noting that the neighbors did not seem opposed to the application. He added that creative solutions are sometimes necessary for lots in this area.

Committee member Alex O'Hara asked if the large variance and addition would create any stormwater issues. Town Planner Phil Rough stated that no stormwater issues were anticipated, as the current runoff flows toward the ocean and the addition would not change that.

No further comments were made by the Committee members.

The Committee Members voted to recommend that Council grant approval to Variance Application VA001-2025 from Shaun Coady. The application requests a 42% side yard variance for the proposed addition.

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b) **VA007-25 – Edward Bradbury – 47 Macdonald Road (PID 463638) – Variance Request to Flanking Side Yard Setback for a Proposed Addition**

A variance application VA007-25 has been received from Edward Bradbury for parcel number 463638, located at 47 Macdonald Road seeking a variance to the flanking side yard setback for a proposed secondary suite addition onto the existing accessible single detached dwelling.

***(See attached)***

The property is located within the Low-Density Residential (R1) zone. Where a lot is a corner property, the side yard setback from the flanking road must be a minimum of 15 ft.

The subject property fronts onto MacDonald Road and flanks onto Clifton Road. The existing dwelling has a flanking side yard of 36 ft., and the proposed secondary suite addition will be 24 ft. wide. Therefore, the flanking side yard setback is proposed to be only 12 ft, which represents a variance of 20%. The purpose of the proposed secondary suite addition is to accommodate an immediate family member who needs accessibility housing.

Section 6 of the Zoning Bylaw outlines the regulations for addressing requests for variances to a requirement of this bylaw. Subsection 6.1.2 provides the following tests that need to be considered for justifying a Variance Approval:

- a. *The lot in question has peculiar conditions, including small lot size, irregular lot shape or exceptional topographical conditions which make it impractical to develop in strict conformity with Bylaw standards;*
- b. *Strict application of all Bylaw standards would impose undue hardship on the Applicant by excluding the Applicant from the same rights and privileges for reasonable use of his/her lot as enjoyed by other persons in the same zone; or*
- c. *The variance is consistent with the intent and purpose of the Official Plan*

Both this proposed addition, and the existing single detached dwelling is designed as an Accessible dwelling. Accessible Dwellings typically require larger building footprints than traditional dwellings due to various factors including:

- Wider doorways/hallways for wheelchairs
- Larger kitchen/bathrooms to accommodate wider turning spaces for residents
- More floor level storage spaces as overhead storage areas are less appropriate for usage
- Typically limited to a single storey, stairs are often problematic

A non-accessible addition/secondary suite could be added to this dwelling in compliance with the Zoning Bylaw. However, the design specifics required under the Building Code for Accessible Dwellings, make it harder for these types of buildings to be built in strict conformity with the standard Zoning Bylaw regulations. The Zoning Bylaw does not adequately contain the flexibility required to accommodate building elements for accessible dwellings.

Sections 12.2.9 (2) & (19), of the Official Plan, calls for the establishment of specific development standards related to site plan to ensure high quality development, minimize land use conflicts and the height, size and overall design of development is appropriate for a neighbourhood. The development standards in the Town's Zoning bylaw were designed to minimize land use conflicts and ensure appropriate use of land

Pursuant to sub-section 6.1.5 of the Stratford Zoning and Development Bylaw #45,

*Where a variance in excess of ten percent (10%) is being requested, Council shall forward a notification letter to property owners who own parcel(s) of land which are located in whole (or in part) within sixty-one metres (61 m) or two hundred feet (200 ft.) from any lot line of the parcel proposed for the variance.*

Eleven (11) letters were sent out to adjacent landowners in July 2025. No written correspondence was received from adjacent landowners. The applicants did talk to many of their neighbours regarding this proposed development and have received positive support from adjacent landowners.

As part of the application paperwork, there was a petition in support of the proposal that was signed by 9 residents from 7 adjacent properties.

**RECOMMENDATION:**

That Council grants approval to variance application VA007-25 from Edward Bradbury for parcel number 463638, located at 47 Macdonald Road seeking a variance to the flanking side yard setback for a proposed secondary suite addition onto the existing accessible single detached dwelling.

**DISCUSSION:**

Town Planner Phil Rough presented the application. Councillor Ron Dowling commented that accessible dwellings are at a premium in Stratford and throughout Prince Edward Island, and that this particular property has a unique setup. He noted the significant distance between the subject property and the neighboring residences on Clifton and Macdonald Rd stating that the neighbors did not have an issue with the application. Given that the variance is only 20%, which he did not consider extraordinary, he felt that approving the application would be very beneficial to the property owner.

Committee members stated that while it is not always easy for applicants to discuss issues with their neighbors, such discussions are always beneficial.

The Committee Members voted to recommend that Council grant approval to variance application VA007-25 from Edward Bradbury. The application requests a variance to the flanking side yard setback for a proposed secondary suite addition onto the existing accessible single detached dwelling.

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c) **DP070 -25 - T & C Investments - PID 1148147 & PID 1148121 - Located on Smallwood Terrace - Conditional Use - 4 Unit Townhouse Development**

A conditional use development permit application (DP070-25) has been received from T & C Investments (C/O Todd Cormier) for parcel numbers- 1148147 and 1148121 located on Smallwood Terrace for a proposed 4-unit-townhouse complex. The applicant has also submitted a separate minor subdivision application to consolidate these 2 lots into 1 parcel.

***(See attached)***

The property is located within the Medium Density Residential (R2) zone. Townhouses are listed as conditional uses within this zone. Townhouses require a minimum frontage of 9 m per unit. These 2 subjects lots will have a combined frontage of 44.2 m, which is large enough to accommodate a 4-unit townhouse complex

The subject lands were originally proposed to contain 2 dwellings. Townhouses up to 6 units (up to 40% of the block) are listed as Conditional

Uses within the R2 zone. The subject land has the required frontage and lot size to accommodate a 4-unit townhouse complex.

Another lot further along Smallwood Terrace, within the same phase of this neighbourhood subdivision, was proposed to contain a 3-unit townhouse, but semi-detached, was constructed. This proposed 4-unit townhouse complex will only result in 1 additional dwelling unit within this neighbourhood, than what was originally designed for this neighbourhood.

As this application involves a conditional use, public notification letters were sent to the 3 abutting property owners seeking comments. No correspondence was received from these adjacent property owners before the deadline for responses

**RECOMMENDATION:**

That Council shall grant approval to application DP070-24 from T&C for construction of a 4-unit Townhouse dwelling complex on PIDs 1148147 & 1148121 subject to the following:

1. A detailed site plan and grading plan showing the information required under Section 7.3.5 of the Zoning Bylaw.
2. All the information required for this proposed development pursuant to the Building Code, as determined under Section 7.3.6
3. That a Development Agreement be executed between the Town and the Applicant subject to such terms and conditions as Council deems necessary.
4. A detailed servicing plan shall be submitted for approval to the Stratford Utility Corporation.
5. A detailed Erosion and Sedimentation Control plan shall be prepared showing how erosion and sedimentation will be controlled and contained during construction.
6. Prior to the issuance of the occupancy permit for the new dwellings, a final grading plan shall be submitted and approved by the Town of Stratford.
7. All other relevant provisions of the Town of Stratford Zoning and Development Bylaw #45 are met.

**DISCUSSION:**

Town Planner Phil Rough presented the application noting that the proposed development is consistent with existing developments in the area. He highlighted that the developer, T & C Investments, is proposing setbacks that are larger than those of most other townhouses in the area.

Committee member Alex O'Hara asked if the application had been previously presented. The Town Planner clarified that a previous proposal for a 5-unit Townhouse complex had been presented to the Planning Department but had not advanced to Council.

The Committee Members voted to recommend that Council grant approval for application DP070-24 from T&C for the construction of a 4-unit Townhouse dwelling complex.

## 8 SUBDIVISION APPLICATIONS

## 9 OFFICIAL PLAN, POLICY AND BYLAW

# - #

### a) **RZ001-25 – Cornerstone Baptist Church – 295 Shakespeare Drive–Land Use Map Amendment – TCI to TCMU – Future Residential Development and a Church Expansion Project - PID 1016377**

An application has been received from the owners of the Cornerstone Baptist Church (295 Shakespeare Drive) requesting their property be rezoned from the Town Centre Institutional (TCI) Zone to the Town Center Mixed Use (TCMU) Zone. The purpose of this request is two-fold. First, owners of the Church want to sell off a portion of their property for the low-density residential development. Second, using the proceeds from the land sale to expand their existing facilities.

The subject property is 6 acres. The owners of the Cornerstone Baptist Church are initially looking at allocating 3.5 acres of land for multi-unit residential development. The proposed TCMU zone will permit both residential and institutional uses, whereas the current TCI zone only permits the Church facility (Institutional uses).

The subject property is currently bound by residential development along Shakespeare Drive, the Trans-Canada Highway (TCH) and future mixed-use development by The Gray Group. The residential development will be built along Shakespeare Drive, whereas the church expansion will occur closer to the (TCH). The applicant has indicated that design considerations such as setbacks, building scale and landscaping will be incorporated into the land purchase and sale agreements to ensure proper integration of the future residential lots with the neighbourhood

A conceptual site plan has been submitted showing the potential development areas on the property. The owners of the Cornerstone Baptist Church have not yet formally entered into any agreements with any prospective purchasers of the lots. All development within the TCMU zone will need to complete a comprehensive site plan review process.

Under Section 3.2.3 of the Zoning and Development Bylaw, as part of the zoning amendment process, Council shall hold a public meeting to solicit input from

residents on the proposed amendment request. Notices of the public meeting will occur as follows:

- A posting in the local newspaper on 2 separate occasions
- Written notice of the proposed amendment to the adjacent landowners within 150 m (490 ft.) of the subject lots being rezoned. A 17-day window is recommended to complete this notification process.
- A sign shall be placed on the land being proposed for rezoning indicating that a request has been received.

### **Public Meeting**

The public meeting for this application was held on July 21, 2024, with 35 residents and some of Council in attendance. The meeting was also live streamed online on the Town's YouTube page, with several residents watching live.

### **Summary of Public Notifications**

The Public were given the opportunity to provide comments on this proposal before, at and after the public meeting. The deadline for comments was July 25th at 12:00 pm. Only 1 person in attendance at the public meeting asked questions with regards to the intended purpose of the rezoning request. No written comments were submitted to the Town regarding this proposed rezoning.

### **Planning Review**

This section will address the proposal with the current Official Plan and Zoning Bylaw and the feedback received from residents from the public meeting process. This rezoning application proposed to Upzone the subject land from TCI to TCMU. An Upzoning occurs where an applicant seeks to change the zoning from a less intensive development zone to a more intensive development zone.

Planning is a delicate balancing act between the concern of the public good and the private interests of individual landowners. Both are important and neither should be the sole focus of decision makers. Council must provide "thorough, cogent and thoughtful" reasons when evaluating and making decisions on planning applications.

Under Planning law, it is well recognized that every zoning bylaw is discriminatory, in the sense that the municipality chooses the type of uses it will permit in certain or all parts of the lands under its jurisdiction and is not invalid on that account. However, there must be proper planning grounds or standards to warrant discriminatory distinctions between property owners in the same position, classification or zoning category. Additionally, present

zoning is not a guarantee of future zoning. Both the Official Plan and Bylaw expressly contemplate and allow for the process of rezoning, and neither speak to the percentage completion of nearby neighbourhoods as a consideration in that process.

The Official Plan supports a denser pattern of development and a mix of housing types to help accommodate continued growth. Council will consider amendments to the current residential zoning designations to promote and facilitate a range of housing opportunities.

While the character of established neighbourhoods must be protected, current development costs dictate that new fully serviced residential subdivisions must become more efficient and be appropriately located. As demand grows for new and more innovative and somewhat higher density residential development forms, the Town must carefully review such development to prevent adverse impacts on the existing established neighbourhoods.

A common concern with new higher density development is the impact of these new buildings on the adjacent property values. There have been many discussions and studies conducted looking into this matter. For most cases, the inclusion of higher density development into an area does not reduce the property values of existing low-density development. This includes both market (owner occupied) and non-market (rental) housing developments.

This proposed zoning amendment is consistent with the objectives of the Official Plan. Under the Official Plan, this property is currently designated as Residential. Under Section 11.2, an objective of the Town is to use land efficiently and sustainably while maintaining the existing character of neighbourhoods. This property is located adjacent to and nearby higher density developments (i.e Gateway Apartments and Hathaway Place).

Section 11.2(1)(b) calls for the designation of specific zones with smaller lots and higher density to meet the demand for multiple housing types for predicted population growth. This proposed zoning bylaw amendment will permit the more efficient use of the subject lands and the provision of more/different housing types. Additionally, under 11.2(3)(b), residential development is encouraged to be in the serviced central area of the Town.

**RECOMMENDATION:**

That Council grant approval to first reading to Zoning Bylaw Amendment RZ001-25 from the Cornerstone Baptist Church (located 295 Shakespeare Drive), requesting their property be rezoned from the Town Centre Institutional (TCI) Zone to the Town Center Mixed Use (TCMU) Zone.

**DISCUSSION:**

After Town Planner Phil Rough presented the application, Councillor Ron Dowling asked for clarification on the permitted uses for lots zoned Town Centre Institutional (TCI) versus Town Center Mixed Use (TCMU).

The Town Planner provided the following breakdown:

Town Centre Institutional (TCI) Zone :

Permitted Uses: Institutional Buildings, Community Care Facilities, Public and Private Parks, Recreational Uses.

Note: This zone does not permit residential developments.

Town Center Mixed Use (TCMU) Zone:

Permitted Uses: Retail stores and Apartment Units, (other than on the first floor)

Conditional uses: Single Dwellings, Semi-Detached Dwellings, Townhouse Dwellings, Stacked Townhouse Dwellings, Apartments.

The Town Planner also clarified that the owners of the Cornerstone Baptist Church would not be the developers; they intend to sell the land to a third party.

Mayor Steve Ogden noted that pre-sale conditions regarding permitted uses could be included in the sale agreement. He expressed that given the proximity of a seniors' facility, including residential and commercial spaces in the area would be beneficial. Mayor Steve Ogden then inquired about the building height allowed in the proposed Town Centre Mixed Use (TCMU) zone. The Town Planner replied that the maximum height for this zone is four storeys, making it a good transitional buffer zone from the adjacent Urban Core Zone that has a maximum height of 12 storeys.

Committee member Derek Kronemeyer asked about the duration of design considerations. The Town Planner responded that these could be established either through the purchase agreement or through use-restricted covenants, which have a maximum length of 40 years.

Director Dale McKeigan commented that any such agreements must adhere to the limitations set by the Official Plan and Bylaws.

Following this discussion, the Committee Members voted to recommend that Council grant approval to first reading to Zoning Bylaw Amendment RZ001-25 from the Cornerstone Baptist Church. The application requests to rezone their property from the Town Centre Institutional (TCI) Zone to the Town Center Mixed Use (TCMU) Zone.

# - #

- b) **RZ003-25 – Grove Developments Ltd. – Zoning By-law amendment – Low Density Residential (R1) to Medium Density Residential (R2)– 24-unit Townhouse Complex off Swallow Drive – PIDs 912410, 677344, 677336, 677328, and 190082**

An application has been received from Grove Developments Ltd. requesting to rezone 5 lots on Swallow Drive from the Low Density Residential (R1) zone to the Medium Density Residential (R2) zone. The applicant wants to construct a 24-unit Stacked Townhouse complex on the 4 lots that run east/west and use the 5th lot (that runs north/south for driveway access. This proposed R2 zone will be adjacent to the larger Kelly Heights R2 zone. Stacked Townhouses are listed in the R2 zone as follows

- Conditional uses where they don't exceed 40% of the lots in a block; or
- Special permit uses where they exceed 40% of the of the lots in a block

On the 4 east/west lots, the 24-unit Townhouse will be arranged in 2 buildings of 12 units each. Each building will be 6 units wide and 2 storeys high. These buildings will be oriented so that the front door faces west towards the driveway running up to Swallow Drive. Wide treed buffer zones will be retained, between the proposed buildings and the adjacent low density R1 zone properties on Nightingale and Swallow Drive.

The 4 lots to be development have a combined lot area of approximately 6,292 m<sup>2</sup>. Stacked Townhouses require a minimum of 250 m<sup>2</sup> per unit, which means these four (4) lots have a development maximum of 24 stacked Townhouse Units. The buildings will have a varied color scheme so that they visually look like a standard Townhouse development and not just a single building. An example of where a varied color scheme was used to improve the visual appearance of development are the Townhouses along Williams Gate.

This is the second rezoning amendment request for these subject properties. The first request was in 2023, which sought to change the zoning to the Planned Unit Residential Development (PURD) Zone. This request was not passed by Council as it was deemed premature to rezone the land as the 3rd phase of the Kelly Heights subdivision had not yet started and the PURD zone could potentially allow development that would be out of character with both surrounding zones.

**RECOMMENDATION:**

That the public meeting required under Section 3.2.3 be held to solicit input from residents on this proposed rezoning application. The date of the public meeting will need to be determined.

**DISCUSSION:**

Councillor Ron Dowling inquired about the types of developments permitted in the proposed Kelly Heights Phase III subdivision. Town Planner Phil Rough responded that the zoning allows for Single Dwellings, Duplex or Semi-Detached Dwellings, Townhouses Dwellings with up to three (3) dwelling units and Stacked Semi-Detached Dwellings.

The Town Planner also noted there are currently more than five Semi-Detached Dwellings units in the area.

A Committee member asked if there were any reasons to consider voting against the application. The Town Planner replied that concerns had been raised in a previous application regarding building height and proposed variances.

The Committee Members then voted to recommend that Council approve a public meeting to gather input from residents on the proposed rezoning application.

# c) **RZ004-2025 General Text & Zoning Map Amendments to the Town of Stratford Zoning and Development Bylaw #45 and General Amendments to the Official Plan Land Use Map regarding the Stratford Waterfront Area**  
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#

The Town of Stratford Planning Department is proposing the rezoning of 28 lots from a combination of General Commercial (C1), Highway Commercial (C2), Low Density Residential (R1), Multiple Unit Residential (R3), and Waterfront Residential (WR) to a new Waterfront Mixed-Use Zone (WMU) as shown. Additionally, the Town of Stratford Planning Department is also proposing amendments to the Town of Stratford Official Plan to permit additional a Mixed-Use land uses to the adopted 2008 Core Area Subsidiary Plan and designate these lots for Mixed-Use (*see attached RZ005-1&2*).

These proposed amendments envision a mixed-use neighbourhood that provides a comprehensive range of residential, retail, and commercial employment uses anchored by the amenity of the public waterfront spaces. Development of the Waterfront should achieve the following land use outcomes:

- Development along Stratford Road, the Trans-Canada Highway, and Hopeton Road will include ground floor retail and restaurant spaces to encourage vibrant, pedestrian-focused streetscapes.
- Promote a mix of residential and commercial development throughout the Stratford Waterfront.
- Development of community-focused institutional spaces will be encouraged in the Bunbury Road/Hopeton Road corner.
- Prohibition of new Drive-thrus
- Buildings up to 6 stories in height.

#### **Regulation history of this area**

This proposed amendment has come from a need for the Town to be proactive in anticipated population growth expected in the Town. Good urban planning is about creating communities that are vibrant, provide services throughout the day and evening, residential that is close to public transit routes, connections between these uses is not car-centric and possible by all means of movement, by implementing these planning principles in an urban centre, the less we need to promote sprawl development on to existing agricultural and natural land.

The subject area is currently a mixture of commercial, medium density residential and mixed-use zoned parcels. The proposed amendment and the nature of mixed-use development is not new to this area. As far back, when the area was the Community of Southport, the area was zoned for a mixture of commercial and residential land use and residential dwellings within a commercial building have always been permitted.

Revisions over the years have seen some parcels change in land use zone designation but there have always been a variation of multi-unit and higher density residential, commercial which permits residential above ground floor, and a mixture of commercial uses.

**Zoning Bylaw 1990 – 2025 Permitted Uses, but not limited to;**

	<p><b>1990 Southport Zoning &amp; Subdivision Bylaw</b>  <b>Zoned for Commercial (C1) Zone</b></p> <ul style="list-style-type: none"> <li>• Banks and Financial Institutions</li> <li>• Business and Professional offices</li> <li>• Parking lots</li> <li>• Multiple family dwellings</li> <li>• Hotels and motels</li> <li>• Private clubs, and</li> <li>• Restaurants.</li> <li>• Residential dwellings are permitted within a commercial building but above the first floor.</li> </ul>
	<p><b>2006 Stratford Zoning and Development Bylaw</b>  <b>Zoned for Commercial (C1) Zone</b></p> <ul style="list-style-type: none"> <li>• Banks and Financial Institutions</li> <li>• Business and Professional offices</li> <li>• Parking lots</li> <li>• Hotels, Motels and Tourist Establishments</li> <li>• Restaurants and Lounges</li> <li>• Entertainment Facilities</li> <li>• Transient and Temporary Commercial</li> </ul> <p><b>Zoned for Multiple Family Residential (R3) Zone</b></p> <ul style="list-style-type: none"> <li>• Duplex Dwellings</li> <li>• Townhouses (up to 3 Storeys)</li> <li>• Apartments (up to 3 Storeys)</li> </ul> <p><b>Zoned for Comprehensive Development Area (CDA) Zone</b></p> <ul style="list-style-type: none"> <li>• Uses permitted in C1, C2, PSI and R3 Zones</li> </ul>
	<p><b>2009 Stratford Zoning and Development Bylaw</b>  <b>Zoned for Waterfront Residential (WR) Zone</b></p> <ul style="list-style-type: none"> <li>• Townhouses (up to 3 Storeys)</li> <li>• Apartments (up to 3 Storeys)</li> <li>• Commercial uses on the first floor of a building (conditional)</li> </ul> <p><b>Zoned for Waterfront Mixed-Use (WMU) Zone</b></p> <ul style="list-style-type: none"> <li>• Apartments (other than first floor)</li> <li>• Banks and Financial Institutions</li> <li>• Business and Professional offices</li> <li>• Restaurants and Lounges</li> <li>• Entertainment Facilities</li> </ul>
	<p><b>2019 Stratford Zoning Bylaw – current</b>  <b>As per 2009 Stratford Zoning and Development Bylaw</b></p>

### Existing Development within the Waterfront Mixed-Use Zones

The Waterfront Mixed-Use Zone, in its current form, is designed to create a downtown character using traditional built forms, materials and roof types familiar to the island.

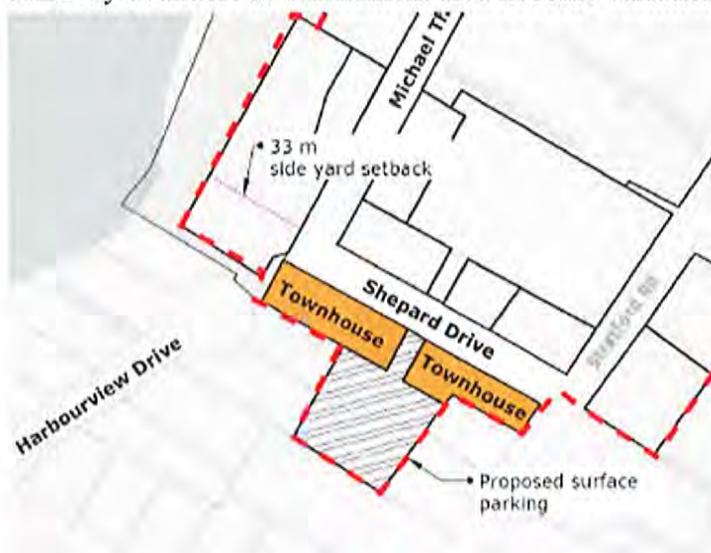
- Building heights were to be between 2 and 4 Stories with the 4th storey required to incorporate the roof design.
- Brick should be incorporated into the exterior siding finishes.
- Parking should be internally circulated with any parking buffered by landscaping.

To date, there are only a few buildings on a Waterfront Mixed-Use Zone parcel and none of them meet any of the above requirements. Of all the existing sixteen (16) Waterfront Mixed-Use Zoned/Waterfront Residential Zoned parcels, there are seven (7) parcels that have been vacant since they were subdivided in 2016 (*see attached RZ005-3*)

### Proposed Amendments to Waterfront Mixed-Use Zone

#### Land Uses

The proposed amendments will not see any significant changes to permitted uses in the Waterfront Mixed-Use Zone. All the uses that are included in the proposed amendment are all currently available in amendment area in some variation.



Along Shepard Drive, the proposed amendment has identified the parcels backing onto low-density residential units as Townhouses as the main use and will be a minimum of 2 and maximum of 3 Storeys. This is in-keeping with the existing Waterfront Residential Zone for these parcels.

#### Parking

The proposed amendment would reduce the parking requirements for residential dwellings and square foot of commercial. This is in accordance with the parking requirements of the Core Mixed-Use and Urban Core Zones, shown below.

Land Use	Current Requirements	Proposed Parking
Multi-Units (6 or less)	2 Parking Spaces per Dwelling Unit	0.5 Parking Spaces per Dwelling Unit
Multi-Units (6 - 19)	1.5 Parking Spaces per Dwelling Unit	
Multi-Units (20 +)	1 Parking Spaces per Dwelling Unit	
Commercial or Office Space	Varied between 1 space per 4.7 sq. m up to 1 space per 37 sq. m.	3 Parking Spaces per 93 sq. m. (1,000 sq. ft.)

The proposed amendment also indicates two parcels for parking, a surface parking lot on the vacant R1 lot on Shepard Drive between Harbour View Drive and Stratford Road, and the existing parking lot at the CGI building which could be a future stacked parking lot (parkade).

### Building Heights

The proposed amendment will see building heights along Stratford Road, Hopeton Road and along Michael Thomas Way increase up to 6 stories, but all levels above the fourth floor must be stepped back to increase natural light and reduce the building mass impact at street level.

### Waterfront Views

The proposed amended Waterfront Mixed-Use Zone regulations for setbacks have been designed to maintain the view corridors that were identified in the 2021 Stratford Waterfront Core Area Plan. The setbacks implemented in the amended zoning regulations will allow for future roads or public corridors shown on the plan below. The vacant parcel PID 328062 has a 33 m side yard setback on the Harbour View Drive side to maintain a visual corridor from Shepard Drive, this also moves development further back from the Harbour View Drive residents.



### Natural & Park Space

The map below shows the existing natural and park space areas that are excluded from the proposed amendment. These areas will remain protected development other than a proposed pavilion east edge of the Michael Thomas Waterfront Park.



### Connectivity

The overall concept of this proposed amendment is to provide a more walkable community that has regular access to public transit, trails and all the active commercial services needed for a growing community. A community that is safe throughout the day and night. This will provide opportunities for Stratford residents to bring their commercial and professional services into Stratford and not in Charlottetown.

### Notification of Public Meeting

Sections 3.2.3 and 3.2.4 of the Zoning Bylaw outline the processes required for the provision of notice of the zoning amendment request for a public meeting. Notice of this application and the public meeting occurred in the following manner:

- 124 Notification letters were drafted and sent by Canada Post to the parcels that fall within the proposed amendment area and parcels within the required 150 m radius of the subject lands. (*see attached RZ005-4 letter to residents*)
- Ads were posted in the local Guardian Newspaper on 2 separate editions (July 12th & 19th)
- 28 signs were posted on all the subject properties within the proposed boundary area indicating that a Zoning Application had been made for the subject property.
- 5 Larger development signs were also placed within the area, 3 were placed on the Town's own Michael Thomas Waterfront Park, 1 on the Town's property on Shepard Drive and permission was granted to install a sign on the No-Frills site. (*see attached RZ005-4a Development Sign*)
- Notice of the public meeting was also posted on the Town's Facebook page.

### Public Meeting

The public meeting for this amendment was held on July 21, 2025. This was well attended with 30 residents signing in, including members of Planning Board and Council. The meeting was also live streamed online on the Town's YouTube page.

### Summary of Public Comments

The Public were given the opportunity to provide comments on this proposal. The deadline for comments was July 25th, 2025, at 4:00 pm. (*see attached RZ005-5 for verbatim comments*) Eight (8) letters and emails were received, of the written responses in total from were received from adjacent landowners/residents, were received after the meeting. Six (6) written responses received were against the rezoning, and Two (2) written response received were in favor the rezoning. Over a hundred (100+) property owners did not respond. The comments raised in these letters are summarized in Section 3.2.2.(f). below (*see attached RZ005-6 for full redacted comments*).

A signed petition of residents from Harbour View Drive and Southport Drive in opposition to the application was received after the deadline for comments.

### **Planning Analysis**

Section 3.2 of the Zoning Bylaw outlines the procedure for amendments to the Zoning Bylaw. Section 3.2.2 outlines the general criterion that need to be considered when reviewing applications for amendments to the Zoning Bylaw. These criteria are:

#### **a) Conformity with all requirements of the Zoning Bylaw.**

Currently the Town is undergoing a complete review of the Official Plan and Zoning and Development Bylaw, this proposed amendment is being completed as part of the review.

#### **b) Conformity with the Official Plan.**

The subject lands are designated for Residential Development under the Existing land use map in the Official Plan. There are a number of sections of the Official Plan that contain objectives and policies regarding the proposed development and zoning amendment.

Under Section 4.1.1 (Housing – Planning for the Future) states that *“The availability of land will influence the housing supply. The Housing Demand Study (2012) indicates that even if the pace of growth is slowed by changes in the economy and local market, a shift in land use policies to accommodate future housing activity is needed. This Plan supports a denser pattern of development and a mix of housing types to help accommodate continued growth. In addition, flexible housing options may help to allow seniors to remain in the Town as they age. Planning the future development and design of the Town to accommodate aging-in-place is shown to benefit not only the senior population, but the community as a whole. A shift to more diverse housing units and higher housing densities will also be a means to foster a more affordable housing market to attract new homeowners, young families and lower income families”*. This proposed amendment is an opportunity to build a development area already planned for higher density but through the amendment of the Waterfront Mixed-Use Zone (WMU), allows the Town to have more direction of the development possible to provide residential, commercial and recreational land uses through more walkable connections and public transportation. Attracting younger age groups to start a family or empty nesters to downsize and live in a friendly and active neighbourhood.

Under Section 4.2.1 (Housing), Stratford is a community where housing is responsive to the needs of the population. Subsection 1(b) states a goal of the Town is the *“identification of opportunities*

*for zoning residential land to allow for smaller lot sizes and higher densities, without compromising the character of existing neighbourhoods."* This proposed amendment is an opportunity to rejuvenate an area that has struggled to develop into the planned neighbourhood it was meant to be. Regulations in the existing zone and the development costs have left this area undeveloped. The proposed amendments will permit higher-storey buildings and reduced parking to spark development.

Under Section 4.2.4 (Housing): *"Stratford is a community where housing developments are well designed, inclusive and connected to the community"*.

This proposed amendment will allow for a variety of housing types and in various locations, whether it be close to the water or near schools. The proposed amendment area is within close proximity to the Town's growing active trail network, public parks and future amenities.

Under Section 4.2.5 (Housing): *"Stratford is a community where housing development is balanced with our ability to sustain resources and affordable service delivery"*. Subsection 5(d) Encourage high quality, higher density residential development in the Core Areas and adjacent to arterial and collector roads. This proposed amendment strives to rejuvenate an underdeveloped area of single use commercial and residential in and adjacent to the Core Area. Public transit already serves this area and the potential new services that would be possible would reduce the need for Stratford residents to cross the bridge.

Under Section 11.1.3 (Land Use Planning): *"While Stratford has developed a desirable appeal for "high-end" living during the past decade, Council will consider making amendments to the current residential zoning designations to promote and facilitate a range of affordable housing opportunities with increased emphasis on young families and our growing senior population, as recommended by our Housing Demand Study."* The intent of this proposed amendment is to facilitate and permit opportunities for more varieties of housing typologies. While the Town does not have specific policies or mandates for affordable housing, the Town did enact a resolution to incentivize multi-unit housing, reductions and in some cases, remove development fees for developments that provide affordable housing units.

**c) Conformity with Provincial Land Use Policies pursuant to the Planning Act.**

The Town's Official Plan and Zoning Bylaw was drafted and adopted in conformity with the provisions within the Provincial Planning Act. Any development application will need to comply with the provisions in the Plan and Bylaw.

**d) Suitability of the site for the proposed Development including the preservation of existing site features and earthworks.**

The proposed amendment does not propose a change to any natural areas, the parcels included are all zoned for development. All future development within the boundary area of this amendment will go through a comprehensive site plan approval process.

**e) Compatibility of the proposed development on surrounding land uses, including both existing and proposed uses.**

The proposed amendment would see an increase in height over the existing buildings and would see new developments being built closer to the front property line. This change is the aim of creating a more walkable community with accessible services.

**f) Comments from residents or other interested parties.**

Resident comments are taken into consideration by Planning Staff, Committees and Council partially because nobody knows a neighbourhood better than the residents that live there. As such, they can help staff identify potential issues or areas of the proposal that need improvement. We believe that summary of the proposed amendment above will address the concerns summarized below.

The comments made in the public meeting and the letters received are summarized below, in no particular order:

1. I am in favour of this proposal, but the Town must ensure that there is access to public transit.
2. On-street parking and parking requirements should be minimized and more underground parking where possible.
3. The proposed overview looks blockish and will decimate the area. Previous plan was for buildings with more character.
4. The proposed design will remove the waterfront views.
5. Erosion should be considered with development close to the water.
6. Concerns of loud music and entertainment going into the early hours.
7. Concerns about where parking will be for all the new residents
8. Concerning the traffic that will be created by the new residents, congestion is already a concern.
9. Concerns of taking away parks and natural areas to build apartments.
10. This proposal will create a closed off community and prevent residents from accessing the waterfront.
11. Concerns with development in residents' back yards.
12. This proposal will cause stress on the local schools.
13. There should be a green buffer or park between the existing single detached units and the new development.
14. This proposal could create a vibrant and successful community.
15. This proposal will reduce the impact of urban sprawl and development of our agricultural and natural areas.
16. This proposal will provide opportunities for a more walkable community with access to trails and services.
17. Stratford doesn't have to become a city.
18. Concerns of 6 storey buildings.

Additionally, the Planning Staff and the consultants invited the property owners to a couple engagement sessions in the late 2024, and early 2025 to provide context for the Town's future growth. The Fall event was attended and there were no voices of concern from the property owners. During the engagements, conversations did revolve around need for parking reductions and height increases.

**g) Adequacy of existing infrastructure such as water, sewer, road, stormwater, electrical services, and parkland.**

All the parcels in the proposed amendment area are fully serviced. A comprehensive Stormwater Management Plan would be required and reviewed as part of the development permit/subdivision application process for the proposed development.

**h) The economic and environmental viability of any proposed utility, road extension or development and maintenance of public open spaces.**

No utility main extensions, road extensions, or open spaces are required

**i) Impacts of the proposed development on all modes of transportation including access and safety.**

The Town has had some conversations with the province and will continue to have discussions with the province to review the overall development plan for this area. The province is currently undergoing some road restructuring within the amendment area to help alleviate congestion.

**j) Compatibility of the proposed development on surrounding environmental, aesthetic, scenic and heritage features.**

There are no natural or park areas within the proposed amendment area, a stormwater management assessment would be required and addressed as part of the development permit/subdivision application process for the proposed development.

**k) Impacts on town finances and budgets.**

The development will see significant economic benefit the Town and it's residents by having a larger tax base using existing infrastructure more efficiently as well as the required capital contributions for the long-term maintenance of the utility system.

**l) Other matters as specified in this Bylaw; and**

The proposed development will have to comply with all the standards within the Zoning Bylaw during the development permit stage.

**m) Other matters as considered relevant by Council.**

This proposed amendment is in keeping with the intent of the Growth Study completed in 2024 the summary of the 2023-2024 CMHC Housing Supply Challenge (known locally as Shape Stratford). The goal of this project is to find innovative solutions to barriers around new housing supply. Housing supply is a critical issue affecting the community, with an anticipated shortfall in housing to meet population growth over the next 20 years. An increase in housing supply in the homeownership and rental market is necessary to ensure everyone has access to quality and healthy housing. This initiative aims to find solutions around barriers to new housing supply – by working together and having conversations, identifying, and closing gaps, and creating goals to achieve suitable housing for all.

**RECOMMENDATION:**

That Council grant first reading to RZ004-2025 General Text & Zoning Map Amendments to the Town of Stratford Zoning and Development Bylaw #45 and General Amendments to the Official Plan Land Use Map regarding the Stratford Waterfront Area.

**DISCUSSION:**

Long Range Planner Scott Carnall presented the item and clarified that the maximum permitted height along Shepard Drive and Michael Thomas Way is three storeys, as the area is predominantly zoned for townhouses.

Mayor-Steve Ogden highlighted the town's intention for the rezoning, noting that this initiative is part of the Housing Accelerator Fund. The goal is to convert commercial zones into mix-use areas to address housing needs. The Mayor emphasized that the Stratford Waterfront is key area for investments, and the town wants to encourage people to enjoy it and live as much as possible there. This approach also aims to create a critical mass for businesses by taking advantage of the proximity of residents and costumers.

Long Range Planner presented the concerns raised during the public meeting. The primary objections from residents included the potential negative impact of the rezoning on existing neighborhoods, as well as new issues with parking and traffic congestion. Residents also voiced concerns about the loss of scenic views.

Long Range Planner emphaticised that the rezoning is intended to provide residents with easier access to additional services. He noted that the province is adjusting the road rights-of-way to help mitigate traffic congestion.

Planning Director Dale McKeigan added a comment, emphasizing the value of preserving green space along the waterfront. He also recognized the long-term benefits of the council's decisions. He commented the developed area will ultimately add value to both residents' lives and their properties. He concluded by expressing his belief that the development is "a good thing" and will be viewed as such in the future.

A Committee member noted that while they valued residents' opinions and their desire for what is best for their neighborhoods, they also acknowledged the town's valuable initiative. The member expressed support for the town's efforts to increase access to services and address housing issues.

Mayor Steve Ogden expressed that the town has invested in research and analysis to identify the best areas for investment. The reports highlighted the Waterfront area and adjacent lots as prime locations. The mayor stated that the intention is to make these areas accessible to as many people as possible and that a sufficient population is necessary to support new businesses and ensure sustainability.

The Mayor also addressed the new parking lot acquired by the town. He confirmed that its design follows good planning principles, including a vegetation buffer and setbacks. He emphasized that the parking lot is needed in the area and will benefit both residents and visitors by reducing on-street parking.

Mayor Steve Ogden highlighted residents' objections and concerns regarding future nightclub permits in the area. He stated that the proposal should provide more detailed information or be amended to mitigate residents' concerns.

The Long-Range Planner replied that, based on comments from the public meeting, new changes are being considered for the proposal. These changes include limiting the size and number of certain commercial establishments and implementing a buffer zone.

A Committee member suggested that the town should communicate with current businesses. The member proposed sending letters to clarify that existing businesses will not be removed and to specify the maximum building height for new projects. This would help reduce uncertainty among business owners.

The Long-Range Planner responded that the town has already been actively communicating through various channels, including signs on different lots and social media posts.

The Committee Members voted to recommend that Council grant approval to first reading for RZ004-2025 General Text & Zoning Map Amendments to the Town of Stratford Zoning and Development Bylaw #45 and General Amendments to the Official Plan Land Use Map regarding the Stratford Waterfront Area.

**DP092-2025 – JDLB Holdings Ltd– 95A & B, 97A & B Smallwood Terrace– Stacked Semi-Detached (SPU)– Permit use – PID 1178078**

The Committee Members then voted to recommend that Council approve a public meeting to gather input from residents on the proposed JDLB Holdings Ltd– 95A & B, 97A & B Smallwood Terrace– Stacked Semi-Detached application.

**10 OTHER BUSINESS**

**11 HERITAGE SUB-COMMITTEE**

- a) There was no Heritage Sub Committee meeting scheduled for the month of July.

**12 DATE OF NEXT MEETING**

- a) Tuesday, September 2, 2025, at 12:00 p.m. (noon).

**13 ADJOURNMENT**

- a) The Meeting was adjourned at 2:05 pm



Councillor Jeff MacDonald - Chair

**Committee of the Whole  
Regular Monthly Meeting  
August 27, 2025  
4:30 p.m.**

**AGENDA**

**1 CALL TO ORDER**

**2 DECLARATION OF CONFLICT OF INTEREST**

**3 APPROVAL OF AGENDA**

**4 APPROVAL OF MINUTES**

- a) Committee of the Whole unapproved regular monthly meeting minutes - July 23, 2025  
[COW Unapproved Minutes PV - July 23, 2025.](#)

**5 PRESENTATION**

- a) Presentation from Scott Carnall (Long Range Planner) regarding waterfront rezoning  
[Waterfront Rezoning Presentation](#)
- b) Waterfront mixed use zoning bylaw amendment  
[Stratford Plan Review - Waterfront Gateway Amendments - ZDB - 2025.08.25.SC-Edits](#)

**6 BUSINESS ARISING FROM THE MINUTES**

Nil

**7 MOTION TO MOVE INTO A CLOSED SESSION**

**As per section 119 (1) Subsection E of the Municipal Government Act – a matter still under consideration on which the Council has not yet publicly announced a decision, and about which discussions in public would likely prejudice a municipality’s ability to carry out its negotiations.**

**Motion to move into a Stratford Business Corporation Meeting**

**8 NEW BUSINESS**

- a) Official Plan/Zoning and development bylaw review - verbal update
- b) Proposal from the Immigrant & Refugee Services Association of PEI (IRSA) to establish a community housing and education centre that will also serve as their offices in Stratford  
[Proposal from the Immigrant and Refugee Services Associaton of PEI](#)
- c) St. Catherines Avenue proposed subdivision  
[St Catherines Subdivision Plan](#)  
[Draft Chen Sun Subdivision Report](#)

**9 PROJECT UPDATE**

- a) Project update spreadsheet  
[July Project Status Report 2025-26](#)

**10 DATE OF NEXT MEETING**

Page

a) To be determined

**11 ADJOURNMENT**



# Town of Stratford Waterfront Mixed-Use Zone Amendment and Rezoning Summary

Committee of the Whole - Wednesday, August 27<sup>th</sup>, 2025

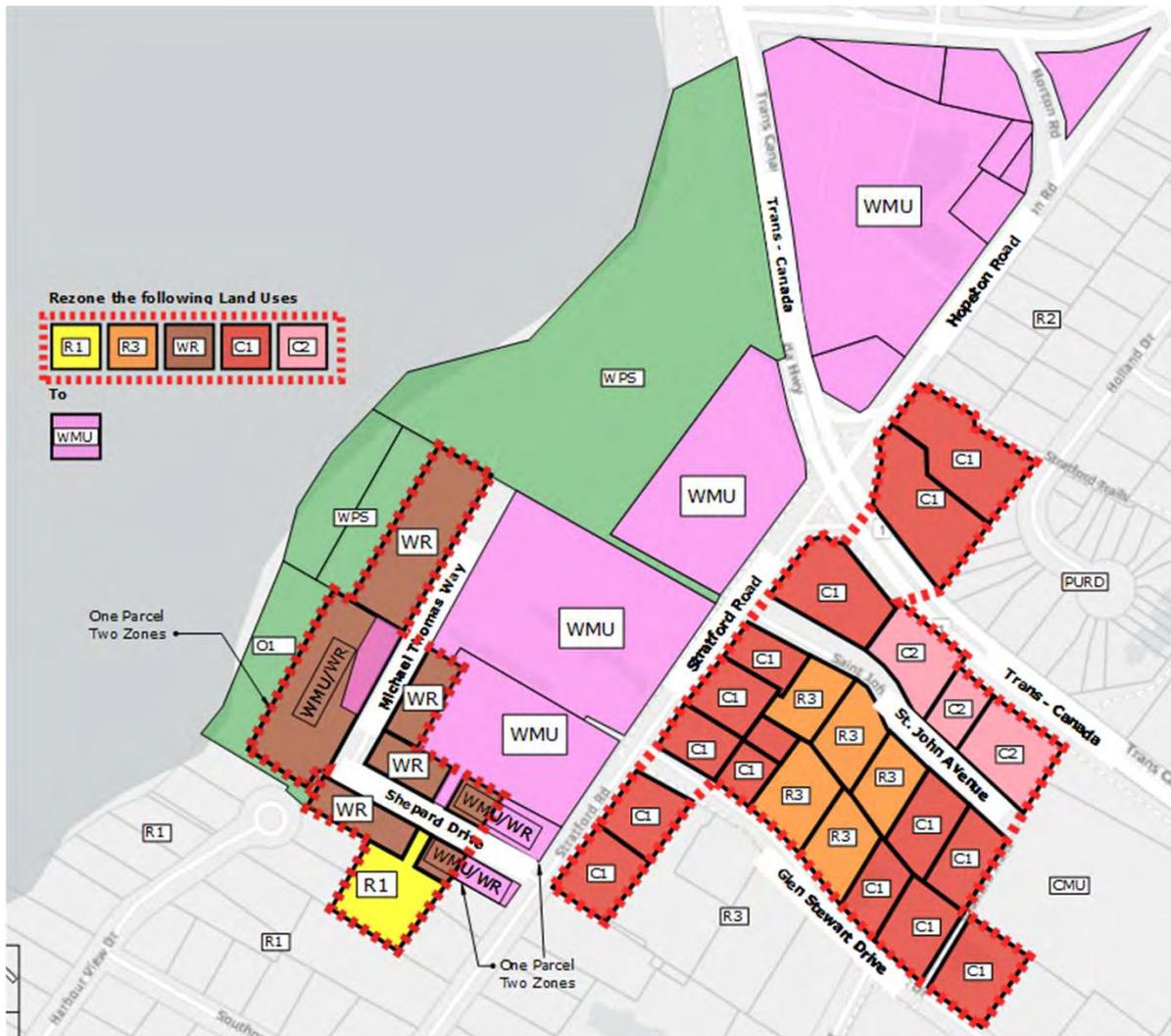
## About the Project

As part of the Stratford Plan Review, Town Staff are proposing the rezoning of 28 parcels along and adjacent to the Stratford & Hopeton Road, to an updated **Waterfront Mixed-Use Zone** in order to facilitate more diverse and convenient development.

These proposed amendments envision a mixed-use neighbourhood that provides a comprehensive range of residential, retail, and commercial employment uses anchored by the amenity of the public waterfront spaces. Development of the Waterfront anticipates the following land use outcomes:

- Development along Stratford Road, the Trans-Canada Highway, and Hopeton Road will include ground floor retail and restaurant spaces to encourage vibrant, pedestrian-focused streetscapes.
- Promote a mix of residential and commercial development throughout the Stratford Waterfront.
- Development of community-focused institutional spaces will be encouraged within the Bunbury Road/Hopeton Road corner.
- Prohibition of new Drive-thrus.
- Buildings up to 6 stories in height.





The figure here shows that of 41 parcels in the proposed area, 28 will be rezoned to Waterfront Mixed-Use Zone (WMU). The other 13 will remain Waterfront Mixed-Use Zones.

The parcels zoned for Open Space (O1) and Waterfront Public Space (WPS) are not included in the application and will remain dedicated park and natural space. There is **NO** proposed development within these areas.



## Permitted Uses

Land Uses Permitted in the Amended Waterfront Mixed Use	Permitted in Waterfront Mixed Use	Permitted in Waterfront Residential
• Apartment Units, other than on the first floor;	Permitted as-of-right	Permitted as-of-right
• Business and Professional Offices;	Permitted as-of-right	All Commercial Uses Conditional Approval by Council
• Retail Stores;	Permitted as-of-right	All Commercial Uses Conditional Approval by Council
• Restaurants and Lounges;	Permitted as-of-right	All Commercial Uses Conditional Approval by Council
• Service and Personal Service Shops;	Permitted as-of-right	All Commercial Uses Conditional Approval by Council
• Banking and Financial Institutions;	Permitted as-of-right	All Commercial Uses Conditional Approval by Council
• Entertainment Establishment;	Permitted as-of-right	All Commercial Uses Conditional Approval by Council
• Institutional Buildings;	Permitted as-of-right	Not Permitted
• Hotels, Motels or other Tourist Establishments;	Permitted as-of-right	All Commercial Uses Conditional Approval by Council
• Health Clinics;	Permitted as-of-right	All Commercial Uses Conditional Approval by Council
• Parking Lots;	Permitted as-of-right	All Commercial Uses Conditional Approval by Council
• Parking Garages; and	Permitted as-of-right	All Commercial Uses Conditional Approval by Council
• Accessory Buildings.	Permitted as-of-right	All Commercial Uses Conditional Approval by Council
• Stacked Townhouse Dwellings;	Not Permitted	Permitted as-of-right
• Townhouse Dwellings	Not Permitted	Permitted as-of-right
• Passive Recreation Uses;	Not Permitted	Not Permitted
• Parks	Not Permitted	Not Permitted
• Nursing Home;	Not Permitted	Not Permitted
• Child Care Centre	Not Permitted	Not Permitted

## Rezoning Changes

The parcels along Shepard Drive and Michael Thomas Way will see 5 parcels rezoned to Waterfront Mixed-Use.

**Waterfront Residential (WR)** currently permits Townhouses up to 3 Storeys and Apartments up to 4 Storeys, with commercial use at ground level a conditional use. Parking is to be at the rear of the property.

Proposed Rezoning changes would see heights increase to parcels on the Michael Thomas Way from 4 to 6 Storeys and the north side of Shepard Drive to 5 Storeys. Parcels on the south side of Shepard Drive will remain a maximum height of 3 Storeys and have set those parcels to be Townhouses as a main use.

*All but one of the parcels are vacant and have been since the motel operations stopped and the lots were subdivided.*

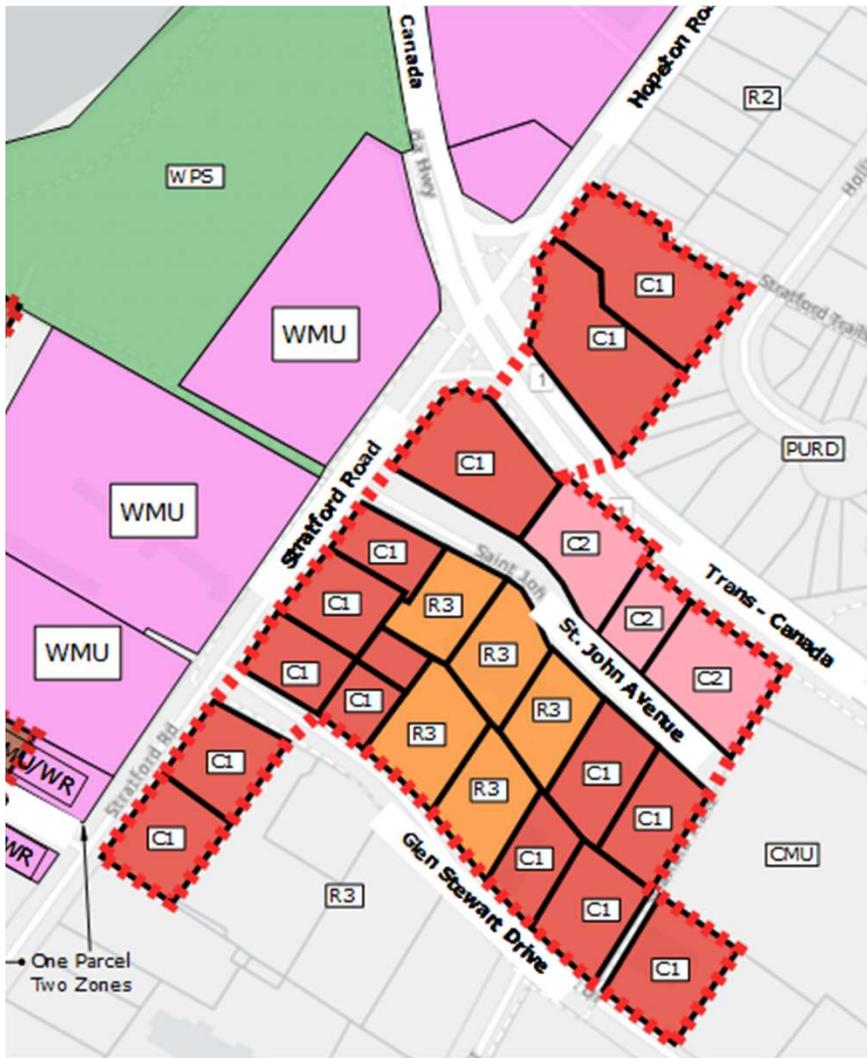


## Rezoning Changes (cont.)

The Low-Density Residential (R1) Zone parcel that is located behind the Townhouse parcels and backs on to the Single Detached Homes on Harbourview Drive and Stratford Road is also included in this application. This parcel has been identified as surface parking to support the community who wish to use the Michael Thomas Waterfront Park, and would also help to support those wanting to visit the area for any new services.

As per the Zoning and Development Bylaw #45, parking lots abutting a residential Zone where there are eighteen (18) or more parking spaces, a landscaped Buffer area of at least 1 m (3.3 ft.) in height shall be planted on the adjacent bordering property for which the application is made and shall be maintained in a healthy growing condition by the Property Owner.





## Rezoning Changes

The (20) parcels along Stratford Road, Hopeton Road, Glen Stewart Drive and St. John's Avenue are a mixture of commercial and apartment residential uses. Parking is the predominant use at the front and commercial use at the rear.

Locating the buildings to the front of the parcel allows the following:

- Implementation of sound urban planning principles;
- Creation of vibrant communities;
- Provide services throughout the day and evening;
- Mixed-uses that are close to public transit routes; and
- Connections between these mixed-uses are no car-centric and possible by all means of movement.

By implementing these urban planning principles in an urban centre, the less we need sprawl development on to existing agricultural and natural land.

Building heights would be increased from 3 to 6 Storeys on the Stratford & Hopeton Road and up to 5 Storeys along St. Johns Avenue & Glen Stewart Drive.

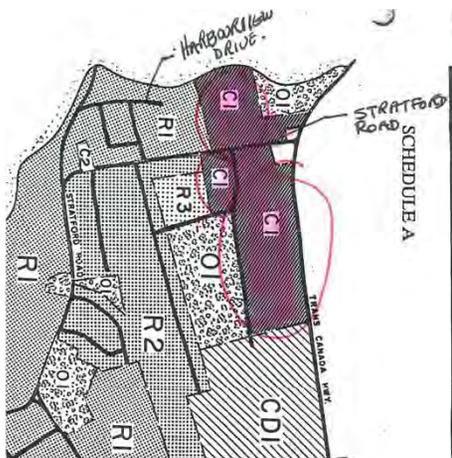
*Currently, there are only a few vacant parcels in this area.*

## Subject Area – Zoning History

The subject area is currently a mixture of commercial, medium density residential, and mixed-use zoned parcels. The proposed amendment and the nature of mixed-use development is not new to this area. As far back when the area was the community of Southport, the area was zoned for a mixture of commercial and medium-density residential land use and residential dwellings within a commercial building have always been permitted.

Revisions over the years have seen some parcels change in land use zone designations but there have always been a variation of multi-unit and higher density residential, and commercial which permits residential above ground floor, and a mixture of commercial uses.

### 1990 Southport Zoning & Subdivision Bylaw

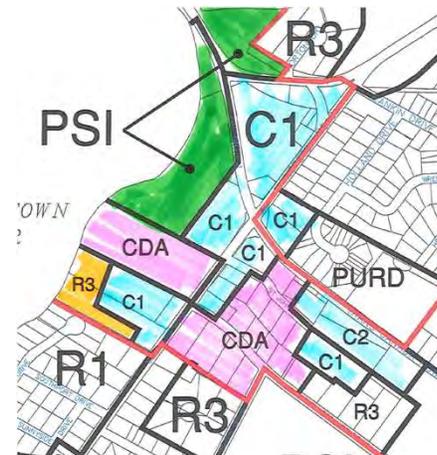


#### Zoned for Commercial (C1) Zone

- Banks and Financial Institutions
- Business and Professional offices
- Parking lots
- Multiple family dwellings
- Hotels and motels
- Private clubs, and
- Restaurants.

Residential dwellings are permitted within a commercial building but above the first floor.

### 2006 Stratford Zoning and Development Bylaw



#### Zoned for Commercial (C1) Zone

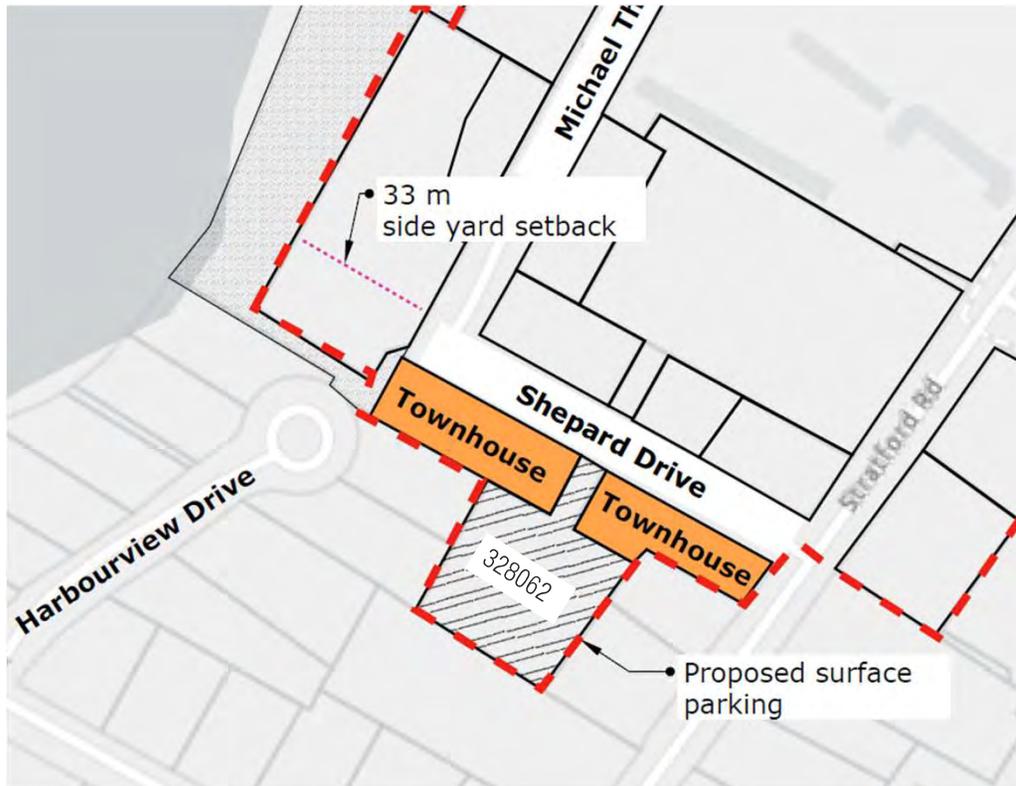
- Banks and Financial Institutions
- Business and Professional offices
- Parking lots
- Hotels, Motels and Tourist Establishments
- Restaurants and Lounges
- Entertainment Facilities
- Transient and Temporary Commercial

#### Zoned for Multiple Family Residential (R3) Zone

- Duplex Dwellings
- Townhouses (up to 3 Storeys)
- Apartments (up to 3 Storeys)

#### Zoned for Comprehensive Development Area (CDA) Zone

Uses permitted in C1, C2, PSI and R3 Zones



## Land Uses

In response to comments received regarding the parcels along Shepard Drive, the proposed amendment has identified the parcels backing onto low-density residential units as Townhouse style as the main use and will be a minimum of 2 and maximum of 3 Storeys. This is in-keeping with the permitted uses in the existing Waterfront Residential Zone for these parcels.

The vacant parcel PID 328062 adjacent to the Harbourview Drive cul-de-sac has a 33 m side yard setback on the Harbourview Drive side to maintain a visual corridor from Shepard Drive.

**Both of these revisions will provide a buffer between the existing residential and future new development.**



## Parking

The proposed amendments would reduce the parking requirements for residential dwellings and commercial square footage . This is in accordance with the parking requirements of the Core Mixed-Use and Urban Core Zones, shown below.

Land Use	Current Requirements	Proposed Parking
Multi-Units (6 or less)	2 Parking Spaces per Dwelling Unit	0.5 Parking Spaces per Dwelling Unit
Multi-Units (6 - 19)	1.5 Parking Spaces per Dwelling Unit	
Multi-Units (20 +)	1 Parking Spaces per Dwelling Unit	
Commercial or Office Space	Vary between 1 space per 4.7 sp. m up to 1 space per 37 sq. m.	3 Parking Spaces per 93 sq. m. (1,000 sq. ft.)



## View Corridors

The proposed amended Waterfront Mixed-Use Zone regulations for setbacks have been designed to maintain the view corridors that were identified in the 2021 Stratford Waterfront Core Area Plan. The setbacks proposed in the amended zoning regulations will allow for future roads or public corridors shown on the plan shown here.

The vacant parcel PID 328062 adjacent to Harbourview Drive cul-de-sac has a 33 m side yard setback on the Harbourview Drive side to maintain a visual corridor from Shepard Drive, which will move development further back from the Harbourview Drive residents.

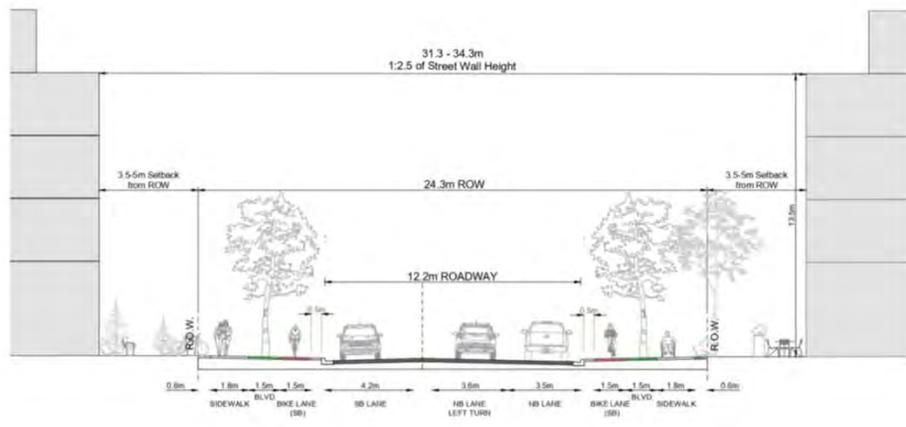
## Design Guidelines

- The ground floor of buildings along key commercial streets should have frequent entrances and a high proportion of glazing.
- Roofs along key commercial streets should be flat unless the roof forms part of a distinct architectural style.
- Building heights should range from four to six stories, with buildings stepping down to a range of two to three stories as a transition to existing lower-density residential areas.



## Design Guidelines (Continued)

- Buildings taller than four storeys should be stepped back above the fourth storey, a distance of 3 m, to maintain a comfortable pedestrian experience in front of the building.
- Buildings should be located close to street lot lines to establish a strong “streetwall”, with some space between the street lot line and the building façade to provide room for activities such as café seating.
- Buildings should be set back from lot lines shared with areas outside of the Waterfront Gateway but should otherwise be encouraged to have minimal to no setback from internal (side and rear) lot lines.



2 1:2.5 Ratio  
Cross Section - Stratford Road/Michael Thomas Way  
SCALE: 1:50



## Design Guidelines (Continued)

- Buildings adjacent to existing lower-density residential neighbourhoods should—regardless of the use—have the outward appearance of town houses, including frequent entrances and visual distinction between narrow “units”.
- Underground parking is encouraged. Surface parking should be located inside or rear yards except where the existing configuration of streets makes this infeasible.
- Landscaping designs should be professionally prepared and should provide a transition between different land use areas, enhance the pedestrian focus of the area, and provide visual amenity to the Waterfront Gateway.
- New roads and the reconstruction of existing roads should provide a “complete streets” approach with ample room for pedestrians, amenity space for plantings and urban design elements, and active transportation infrastructure





## Benefits

- Contributes to addressing housing shortage
- Increased commercial and residential tax base
- Efficient use of services
- Anticipated impacts on transit, routes, and ridership
- Increased demand for developing the Jr. High project sooner rather than later
- Local business start-ups
- Job creation
- Efficient and sustainable development
- Improved utilization of land
- Growing up instead of growing out
- Reduced parking and parking demand (0.5 spaces per dwelling unit)
- Convenient and efficient pedestrian movement

## Potential

- Estimated 1500-2000 dwelling units
- Estimate 3,900 population of
  - Mixture of 1 & 2-bed dwellings
  - Apartment, Live-Work & Townhouse dwelling types
- Estimated 44,000 m<sup>2</sup> commercial space
- Enclosed parking garage

## A New Look – Hopeton Road



## A New Look – Michael Thomas Way



## A New Look – Stratford Road & Glen Stewart Drive





## Public Meeting July 21, 2025

The public meeting for this amendment was held on July 21, 2025. This was well attended with 30 residents signing in, including members of Planning Board and Council. The meeting was also live streamed online on the Town's YouTube page.

The Public were given the opportunity to provide comments on this proposal. The deadline for comments was July 25<sup>th</sup> at 4:00 pm.

Of the 124 written notification letters to property owners within the proposed area and parcel owners within required 150 m radius of the subject land, the Town only received 13 letters from residents, 2 in support, 2 in favour but against development along Shepard Drive and 7 against.

- Of the 13 letters, it was only clear that 2 of those residents reside within the 150m radius.

A formal objection letters to the application with 13 signatures from residents was hand delivered to Town Staff after the closing date for comments.

Additionally, Staff presented to the property owners of the lots proposed to be rezoned and they were in favour pf the proposal.



## Summary of Public Responses

The comments made in the public meeting and the letters received are summarized below, in no particular order:

- I am in favour of this proposal, but the Town must ensure that there is access to public transit.
- On-street parking and parking requirements should be minimized and more underground parking where possible.
- The proposed overview looks blockish and will decimate the area. Previous plan was for buildings with more character.
- The proposed design will remove the waterfront views.
- Erosion should be considered with development close to the water.
- Concerns of loud music and entertainment going into the early hours.
- Concerns about where parking will be for all the new residents
- Concerning the traffic that will be created by the new residents, congestion is already a concern.
- Concerns of taking away parks and natural areas to build apartments.
- This proposal will create a closed off community and prevent residents from accessing the waterfront.
- Concerns with development in residents' back yards.
- This proposal will cause stress on the local schools.
- There should be a green buffer or park between the existing single detached units and the new development.
- This proposal could create a vibrant and successful community.
- This proposal will reduce the impact of urban sprawl and development of our agricultural and natural areas.
- This proposal will provide opportunities for a more walkable community with access to trails and services.
- Stratford doesn't have to become a city.
- Concerns of 6 storey buildings.



## Addressing the Concerns

- No park or natural area has been included in this proposal or will they ever be zoned for development.
- Stratford has a Noise and Nuisance Bylaw to monitor any complaints or offences.
- Traffic Study may be required.
- Staff to review all applications in accordance with Major Development Applications of the Zoning and Development Bylaw requirements.
- A Boardwalk is being proposed to wrap around the new development on the natural and park lands.
- The boardwalk will also provide separation of development between residents on Harbourview Drive and Michael Thomas Way.
- Apartments will require a minimum of 25% of the units to be 2 or 3 bed units.
- The proposed development will reduce the high-density development in more mature areas.

## Potential Phasing of Development



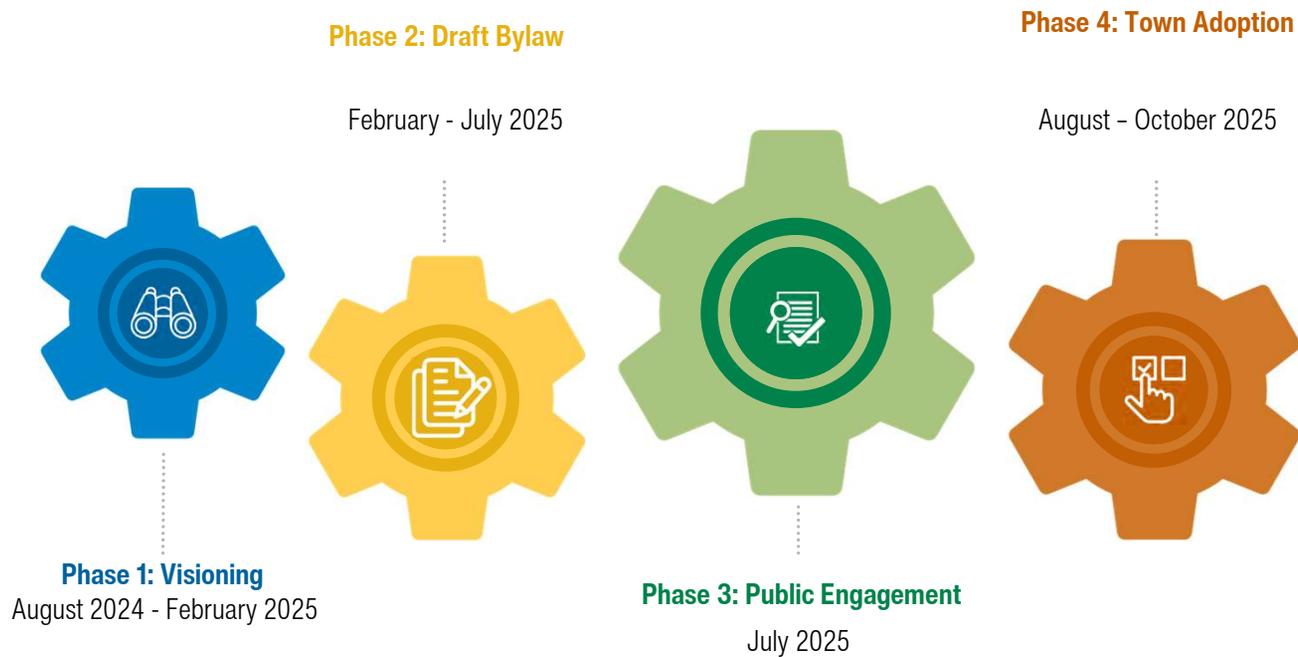
There has been conversation, and we are aware of property owners on Shepard Drive and Michael Thomas Way that are eager to move ahead with Townhouse developments. The motel site has lots of potential but no knowledge of intent for that parcel.

## View of Potential Complete Build Out





# Project Timeline





*Imagine that!*



To speak directly to a member of the project team, please contact [scarnall@townofstratford.ca](mailto:scarnall@townofstratford.ca)



To learn more about the project and participate in the online public survey, please visit [www.shape.townofstratford.ca/projects/proposed-waterfront-rezoning](http://www.shape.townofstratford.ca/projects/proposed-waterfront-rezoning)

Proposed Amendments to the Town of Stratford Zoning and Development Bylaw  
Regarding the Waterfront Gateway Area  
2025.08.04

**1. Add the following text in bold to Subsection 1.5.2:**

1.5.2 Notwithstanding Section 1.5.1. above, a Development Officer shall have the authority to approve or deny Development applications in the Core Mixed Use (CMU) Zone, **Waterfront Mixed Use (WMU) Zone**, and Urban Core (UC) Zone in accordance with Section 7.6., Site Plan Approval Process, in this Bylaw; excluding developments which require preliminary approval of subdivisions of greater than five (5) Lots or where the extension of water mains, sewer mains or Streets is required.

**2. Add the following text in bold to Subsection 7.6.1:**

7.6.1 All applications in the CMU, **WMU**, and UC Zones shall follow the site plan approval process and shall be accompanied by: [...]

**3. Add the following text in bold to Subsection 8.31.1:**

8.31.1. Where any land or Building is used for more than one (1) purpose, all provisions of this Bylaw relating to each Use shall be satisfied. Where there is conflict, such as in the case of Lot size or Frontage, the most stringent standards shall apply, unless located in the CMU, **WMU**, and UC Zone.

**4. Add the following text in bold to Subsection 8.36.1:**

8.36.1. Where a Dwelling Unit is proposed in connection with commercial Use outside of the CMU, **WMU**, and UC zones, the following minimum standards shall apply:

**5. Add the following text in bold to the table in Subsection 10.1.1:**

[...]	[...]
Other Institutional	1 Parking Space per 37 sq. m (398 sq. ft.) of Floor Area
All uses in the CMU, <b>WMU</b> , and UC Zones	0.5 Parking Spaces per Dwelling Unit 3 Parking Spaces per 93 sq. m. (1,000 sq. ft.) of Commercial or Office Space 0.75 Parking Spaces per guest room
All other uses not listed	1 Parking Space per 20 sq. m (215 sq. ft.) of Floor Area

**6. Delete Appendix 'D'**

- 7. Add the following definition of STREETWALL WIDTH following the definition of STREETWALL SETBACK:**

**STREETWALL WIDTH** - means the total horizontal distance between the outermost edges of the streetwall facing a streetline.

- 8. Replace Section 12.1 with the text and maps in Appendix A.**
- 9. Amend the Zoning Map as illustrated in Appendix B.**

## Appendix 'A'

**12.1. WATERFRONT MIXED USE (WMU) ZONE****12.1.1. GENERAL**

Except as otherwise provided in this Bylaw, all buildings and parts thereof erected, placed, or altered, or any land used in a Waterfront Mixed Use (WMU) Zone shall conform with the provisions of this Section.

**12.1.2. PERMITTED USES**

Within a Waterfront Mixed Use (WMU) Zone, no building or part thereof and no land shall be used for purposes other than the following uses and uses accessory to the following uses, subject to the ground floor requirements of Subsection 12.1.3:

- i. Business and Professional Offices;
- ii. Child Care Centre;
- iii. Entertainment Establishment;
- iv. Financial Services;
- v. Health Clinics;
- vi. Hotels, Motels or other Tourist Establishments;
- vii. Institutional Uses;
- viii. Lounges;
- ix. Multiple Attached Dwellings;
- x. Nursing Home;
- xi. Parking Garages;
- xii. Parking Lots;
- xiii. Parks;
- xiv. Passive Recreation Uses;
- xv. Personal Service Shops;
- xvi. Restaurants;
- xvii. Retail Stores;
- xviii. Stacked Townhouse Dwellings; and
- xix. Townhouse Dwellings

**12.1.3. GROUND FLOOR USE REQUIREMENTS**

Where a lot line is identified on Map 12.1.1 as being a "Commercial Use Priority Lot Line" the ground floor of any building along that lot line shall not be used for dwelling units or for nursing home uses. For greater clarity, the ground floor of such buildings may be used for lobbies and amenity space accessory to upper floor dwelling units.

**Appendix 'A'****12.1.4. SERVICING**

All Development in a Waterfront Mixed Use (WMU) Zone shall be serviced by municipal sewer services and municipal water supply.

**12.1.5. SITE PLAN APPROVAL**

- (a) All applications for site plan approval shall follow the Site Plan Approval Submission requirements outlined in Section 7.6.
- (b) Applications that cannot meet the Site Plan Approval requirements of this Zone, can apply for a Variances permitted through Section 6.1.

**12.1.6. LOT REQUIREMENTS**

The following requirements shall apply to the creation of lots within in a Waterfront Mixed Use (WMU) Zone:

- i. Townhouse or Stacked Townhouse Dwellings

Requirement	Standard	
(a) Minimum Lot Area	200 sq. m (2,153 sq. ft.)	
(b) Minimum Lot Frontage	6.0 m (19 ft.) for interior townhouse and stacked townhouse units	7.5 m (25 ft.) for all end units

- i. Multi-unit and mixed use;

Requirement	Standard
(a) Minimum Lot Area	0 sq. m. (0 sq. ft.)
(b) Minimum Lot Frontage	30 m (100 ft.)

**12.1.7. BUILDING SITING AND MASSING REQUIREMENTS**

The following requirements shall apply to all buildings within a Waterfront Mixed Use (WMU) Zone:

Requirement	Standard
(a) Minimum Yards	As illustrated on Map 12.1.2.
(b) Maximum Yards	As illustrated on Map 12.1.3.
(c) Minimum Building Height	As illustrated in Map 12.1.4.
(d) Maximum Building Height	As illustrated in Map 12.1.4.
(e) Minimum Streetwall Height	As illustrated in Map 12.1.5.

**Appendix 'A'**

(f) Maximum Streetwall Height	As illustrated in Map 12.1.5.
(g) Minimum Ground Floor Height for commercial	4.0 m (13 ft.)
(h) Minimum Building Stepback Above the Streetwall	3.0 m (10 ft.)
(i) Maximum Building Width along Front Lot Lines	105 m (344 ft.)
(j) Maximum Building Width along Flanking Side Lot Lines	90 m (295 ft.)
(k) Unit Mix	min. 25% 2 or 3-bedroom units
(l) Lot Coverage	Not Applicable

**12.1.8. NEW STREETS**

- (a) Subject to modification and approval by the Town of Stratford, the PEI Department of Transportation and Infrastructure, and the Stratford Utility Corporation, new streets within the Waterfront Mixed Use (WMU) Zone shall conform to one of the cross-sections illustrated in Image 12.1.1.
- (b) Notwithstanding 12.1.7(a), where a street is constructed after the effective date of this section, the minimum yard from the streetline of that street shall be 3.0 metres.
- (c) Notwithstanding 12.1.7(b), where a street is constructed after the effective date of this section, the maximum yard from the streetline of that street shall be 4.5 metres.

**12.1.9. PERMITTED ENCROACHMENTS**

- (a) Eaves, gutters, down spouts, cornices and other similar features shall be permitted encroachments into a required setback or stepback to a maximum of 0.6 m (1.96 ft).
- (b) Balconies shall be permitted encroachments into a setback or stepback at or above the level of the second storey of a building, provided that the protrusion of the balcony is no greater than 2.0 m (6.5 ft) from the building face and the aggregate length of such balconies does not exceed 50% of the horizontal width of that building face.
- (c) Underground parking garages shall not be exempt from minimum front and flanking side yard setbacks provided any portion of the garage within the minimum setback does not protrude above the surface of the ground by more than 0.6 m.

**12.1.10. STREETWALL EXEMPTIONS**

- (a) Notwithstanding Subsection 12.1.7(b) and (h), on lots that have a maximum front and/or flanking side yard setback a maximum of 20% of the width of a building's streetwall may be set back to recess past the

**Appendix 'A'**

maximum front and/or flanking side yard, provided:

- i. the maximum width of any individual such recess shall be 9.0 m (29 ft);
  - ii. the setback past the maximum front and/or flanking yard shall not exceed 3.0 m (9.8 ft); and
  - iii. the minimum building setback above the streetwall shall be 0.0 m for the recessed segment(s) of the streetwall.
- (b) Notwithstanding Subsection 12.1.7(e) and (f), segments of the streetwall may exceed the maximum streetwall height by one (1) storey or be lower than the minimum streetwall height by one (1) storey, provided:
- i. the maximum width of any one segment of streetwall exceeding the maximum streetwall height or lower than the minimum streetwall height shall be 9.0 m (29 ft); and
  - ii. the combined width of all streetwall segments exceeding the maximum streetwall height or lower than the minimum streetwall height shall not exceed 20% of the total streetwall width of the building.

**12.1.11. BUILDING HEIGHT EXEMPTIONS**

- (a) The maximum building height requirements in Subsection 12.1.7(d) shall not apply to a church spire, lightning rod, elevator enclosure, flag pole, antenna, HVAC equipment or enclosure of such equipment, skylight, chimney, landscape vegetation, clock tower, solar collector, guard rails, roof top cupola, parapet, cornices, eaves, stairwell, mechanical penthouse, or other similar features, provided that:
- i. such features shall not be regularly accessible to building residents or tenants, except for stairwells and elevator enclosures providing access to outdoor rooftop amenity space; and
  - ii. the total of all such features shall occupy in the aggregate less 30% of the roof area of the roof of the building on which they are located.
- (b) The following features shall be stepped back a minimum of 2.0 m (6.5 ft) from the rooftop edge if they exceed the maximum building height:
- i. guard rails unless they are constructed primarily of transparent glass;
  - ii. HVAC equipment;
  - iii. mechanical penthouses; and
  - iv. mechanical enclosures.

**12.1.12. BUILDING DESIGN REQUIREMENTS**

- (a) Buildings shall have a ground floor that differs in colour and texture of external materials compared to other floors or shall be articulated in the horizontal by at least two of the following:
- i. A recess or protrusion in the building wall with a depth of at least 0.5 m (1.7 ft);
  - ii. A change in the building wall's height; or,
  - iii. A change in wall colour and material.
- (b) On properties identified on Map 12.1.1 as "townhouse as a main use" any

**Appendix 'A'**

development that does not meet the definition of townhouse dwelling or stacked townhouse dwelling shall have the external appearance of a row of townhouses facing the front lot line and shall, at a minimum:

- i. be visually segmented along the front lot line into individual facades no wider than 9.0 metres (29.5 feet) each by means of a change in wall colour and material or by a recess or protrusion with a depth of at least 0.5 metres (1.7 feet); and
  - ii. have a minimum of one pedestrian entrance on each individual façade.
- (c) Pitch roofs are generally discouraged along lot lines identified on Map 12.1.1 as being a "Commercial Use Priority Lot Line", unless part of a distinct architectural style.
- (d) Green roofs and living walls are encouraged as a means of retaining storm water and to add to visual interest.

**Appendix 'A'****12.1.13. BUILDING ENTRANCES AND GLAZING**

- (a) All main buildings shall have a minimum of one main entrance that faces the front lot line.
- (b) Within a Waterfront Mixed Use (WMU) Zone, where a lot line is identified on Map 12.1.1 as being a “Commercial Use Priority Lot Line” any building along that lot line shall have a main entrance a minimum of once every 27.0 m (88.5 ft).
- (c) Where a lot line is identified on Map 12.1.1 as being a “Commercial Use Priority Lot Line” the ground floor façade of any building along that lot line shall consist of a minimum of 50% (by wall area measured from finished floor to finished ceiling) transparent, non-reflective glazing.

**12.1.14. RESIDENTIAL AMENITY SPACE**

Every multiple attached dwelling building shall provide a dedicated indoor amenity room with a floor area of no less than 50.0 sq.m (538 sq.ft).

**12.1.15. PARKING AND VEHICLE CIRCULATION**

- (a) Parking garages as a main use and parking lots as a main use shall only be permitted if they are within areas identified as “Parking as a Main Use” on Map 12.1.1.
- (b) Automobile parking shall not be permitted in any yard adjacent to a lot line identified on Map 12.1.1 as being a “Commercial Use Priority Lot Line.”
- (c) Bicycle parking shall be provided consistent with the requirements of Subsection 12.5.12.
- (d) Circulation lanes and windows for the service of customers within their automobiles (“drive-thrus”) shall not be permitted.
- (e) Parkades should be integrated within a structure. The exterior facade and site development of these structures should be sensitive to and complement the existing streetscape or the streetscape vision if no development has occurred along that street.
- (f) Underground parking is encouraged. Where underground parking is proposed, access to the facility should be located and/or designed to minimize the visual impact of the garage entrance from the street.

**Appendix 'A'****12.1.16. SIGNAGE**

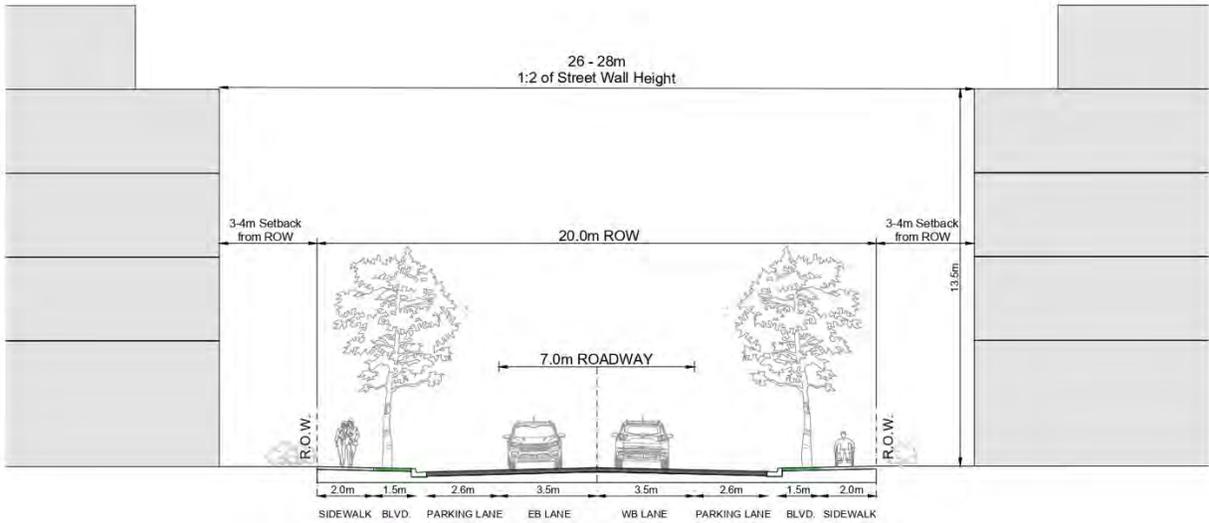
- (a) Signage for residential buildings shall be low level and illuminated, indicating street address in discreet, graphic style. Signage should be closely related to the principal building entrance.
- (b) Signage for commercial buildings shall meet the following requirements:
  - i. Projecting signs shall not exceed 0.6 sq. m (6.4 sq. ft).
  - ii. Signs on the first storey shall not exceed 0.9 sq. m (9.7 sq. ft.).
  - iii. Signs on the second storey shall not exceed 1.1 sq. m (12.0 sq. ft.).
  - iv. Back-lit signs are not permitted, except to back light raised lettering signs only.
  - v. Signs shall have a minimum of 2.7 m (9.0 ft) of clearance between the surface of the ground and the bottom of the sign.
  - vi. No free-standing signs shall be permitted unless they are located within a front yard, are adequately integrated into landscaping plans, are ground mounted, and do not exceed 1.2 m (3.9 ft) in height and a maximum of 3.0 sq. m (32 sq. ft.).
  - vii. Signage should add diversity and interest to retail streets. Creative, artistic and contemporary signs that incorporate simplistic lettering are preferred.
  - viii. Signage shall be maintained regularly on an annual basis to ensure proper functionality and aesthetics.

**Appendix 'A'****12.1.17. LANDSCAPING AND SITE DESIGN**

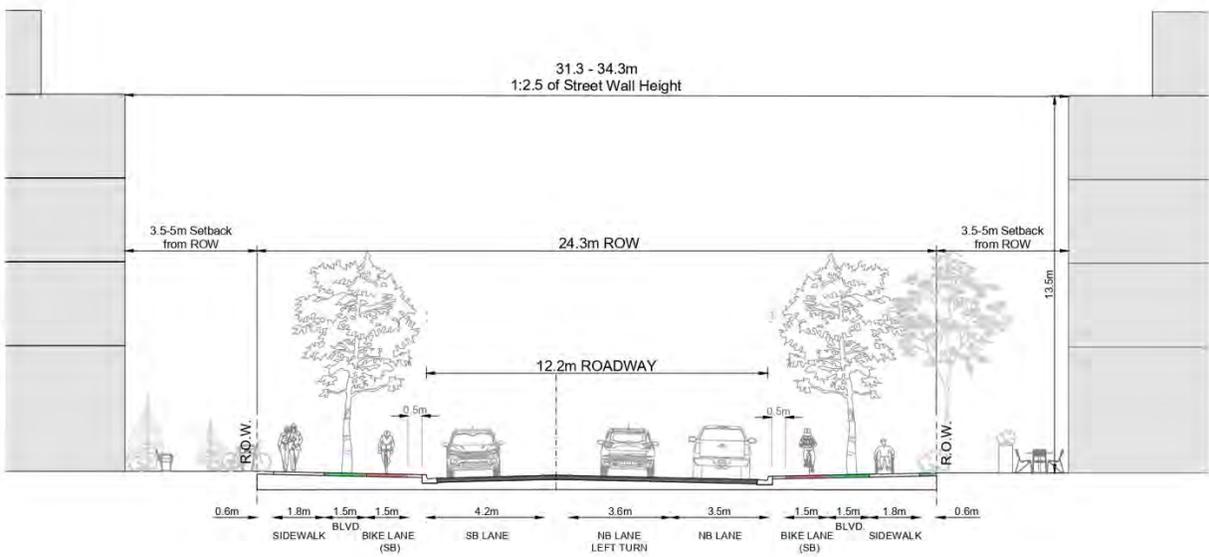
- (a) Where a multiple attached dwelling abuts an existing R1 or R2 Residential Zone, no existing trees greater than 100mm caliper shall be removed within 6.0 m (20 ft) of the boundary of the R1 or R2 Zone, unless in the sole discretion of the Development Officer a tree is deceased or is a risk to the health and safety of the public.
- (b) Solid waste storage shall not be located in the front yard or the flanking side yard, nor within any yard abutting an R1 or R2 Residential Zone.
- (c) Any exterior lighting or illuminated sign shall be so arranged as to deflect light away from adjacent R1 or R2 Zones and "Dark Sky Compliant".
- (d) A professionally prepared landscape plan shall be an integral part of the overall site design. The landscaping shall be maintained and replaced when necessary to ensure proper functionality and aesthetics:
  - i. enhance the pedestrian scale of the building;
  - ii. screen views of unsightly elements, such as utility boxes;
  - iii. soften hard edges visually;
  - iv. provide a transition between different use areas;
  - v. create an attractive aesthetic environment;
  - vi. create usable pedestrian areas;
  - vii. reduce energy consumption; and
  - viii. define specific areas and enhance architectural features.
- (e) Invasive or highly toxic plant species are prohibited as soft landscaping material. Native plants are preferred.
- (f) Site elements such as storage, shipping and loading areas, transformers and meters, bay doors, and garbage receptacles shall be visually screened from adjacent streets by vegetation or an opaque fence.
- (g) Garbage holding areas should be contained within buildings or, if adjacent to a building, be designed with adequate visual screening and pest prevention. In no case should large garbage containers be left exposed to the street.
- (h) All building entrances intended for the regular use by residents, tenants, or the public shall be safely connected to the nearest sidewalk or multi-use trail, or to the nearest road right-of-way in cases where neither a sidewalk nor multi-use trail is present, by a pedestrian pathway that is:
  - i. a minimum of 1.5 m (5.0 ft) wide;
  - ii. surfaced with concrete, natural stone pavers, or interlocking concrete pavers; and
  - iii. protected from traffic by physical barriers (curbing, planters, etc.) or by a grade differential between the pathway and the parking lot of 127 mm to 178 mm, except for portions of the pedestrian pathway crossing approximately perpendicular to a drive aisle.

Appendix 'A'

IMAGE 12.1.1 – Waterfront Mixed Use (WMU) Zone Road Cross Sections



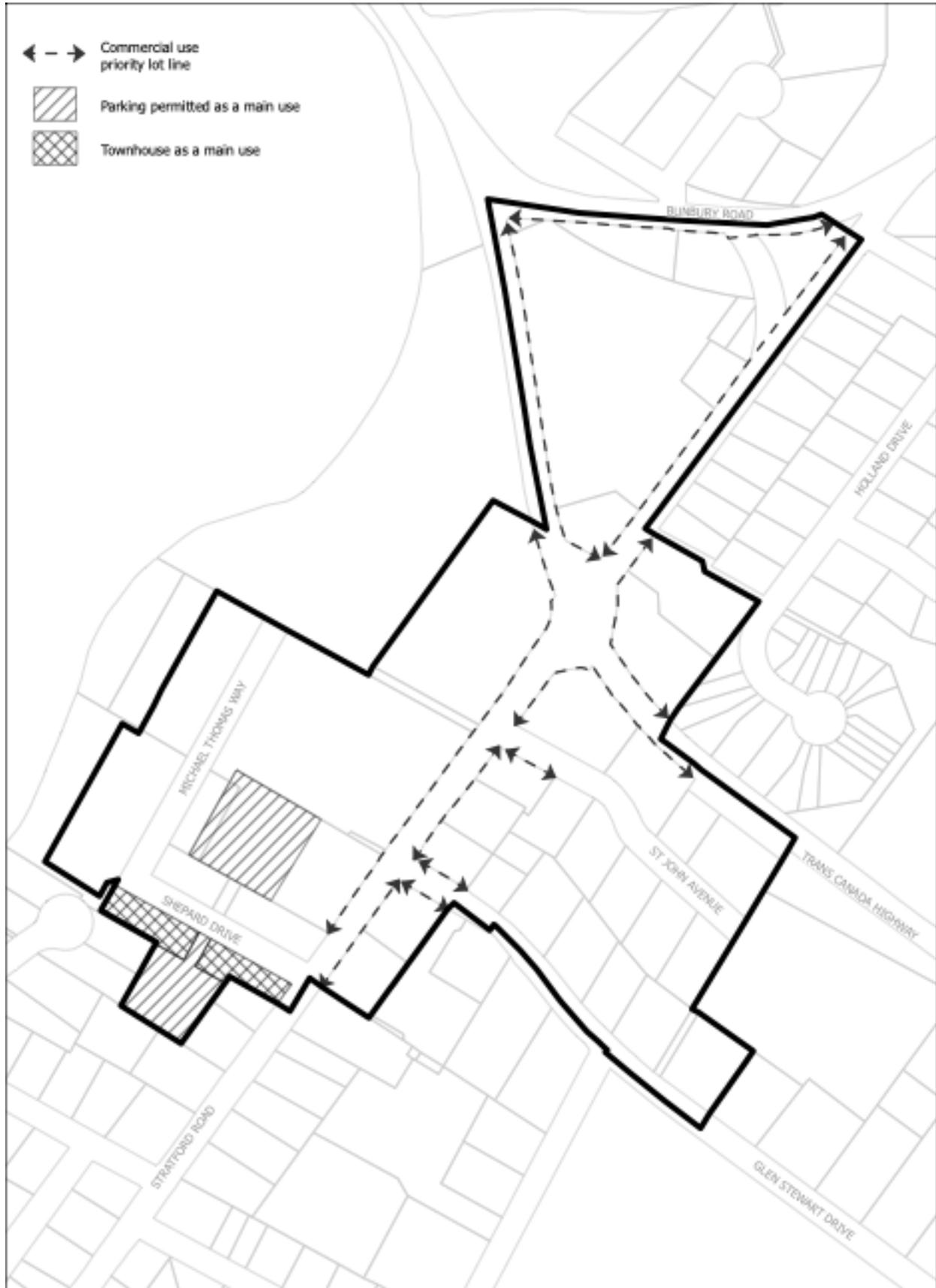
1 1:2 Ratio  
Cross Section – Stratford Road/Glen Stewart Drive  
SCALE: 1:150



2 1:2.5 Ratio  
Cross Section – Stratford Road/Michael Thomas Way  
SCALE: 1:150

Appendix 'A'

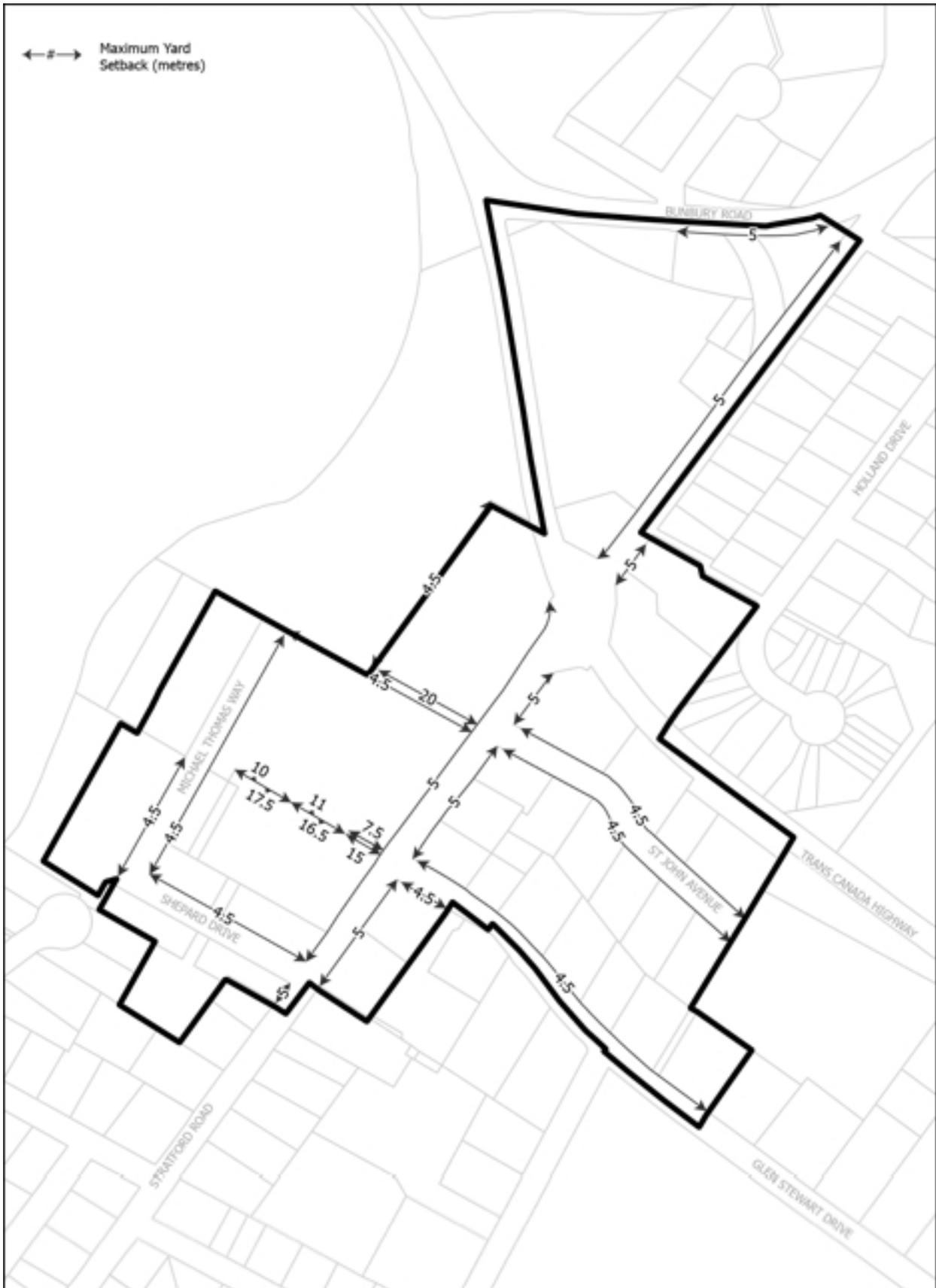
MAP 12.1.1 – Waterfront Mixed Use (WMU) Zone Land Use Priority Areas





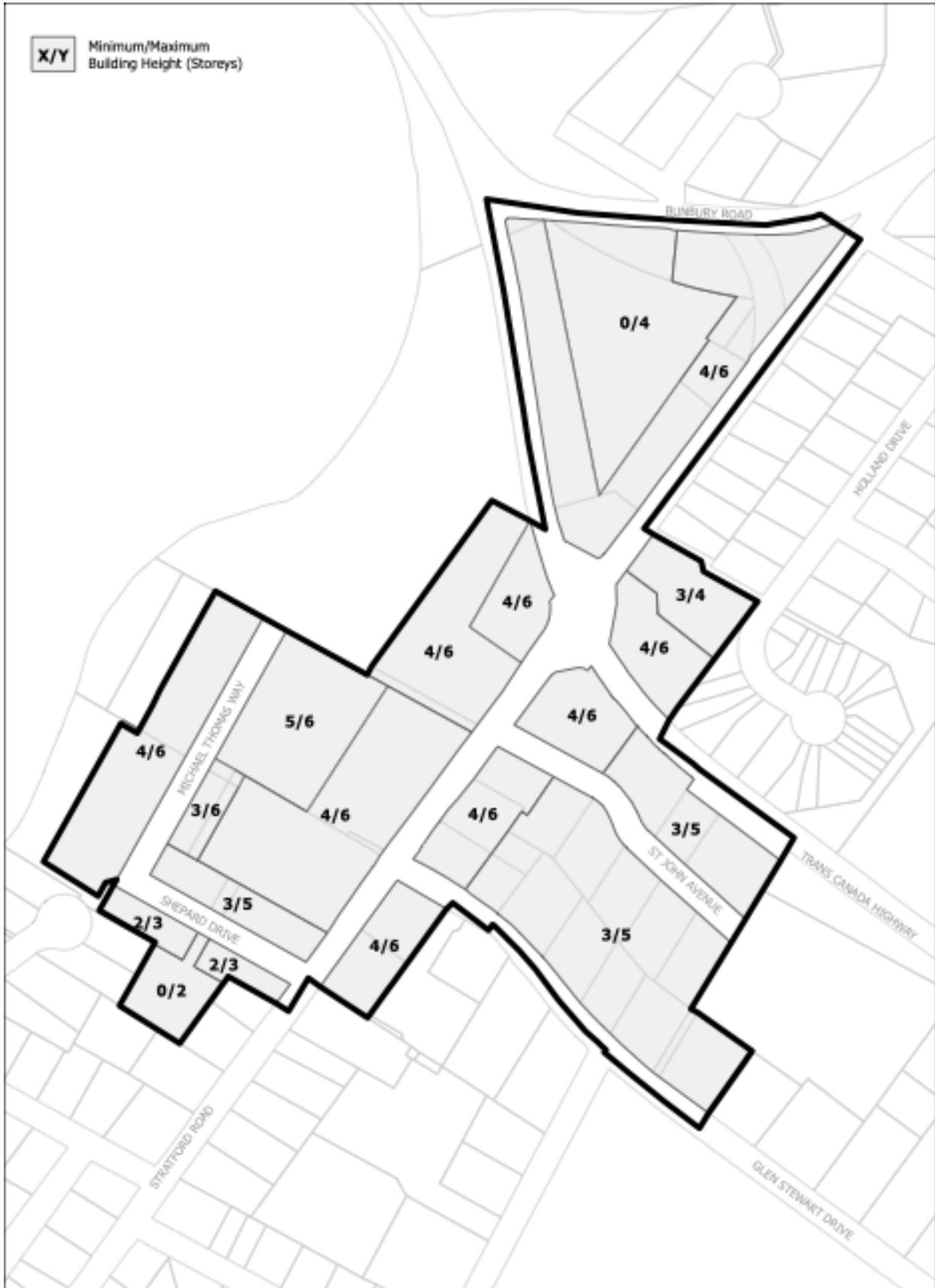
Appendix 'A'

MAP 12.1.3 – Waterfront Mixed Use (WMU) Zone Maximum Yard Requirements



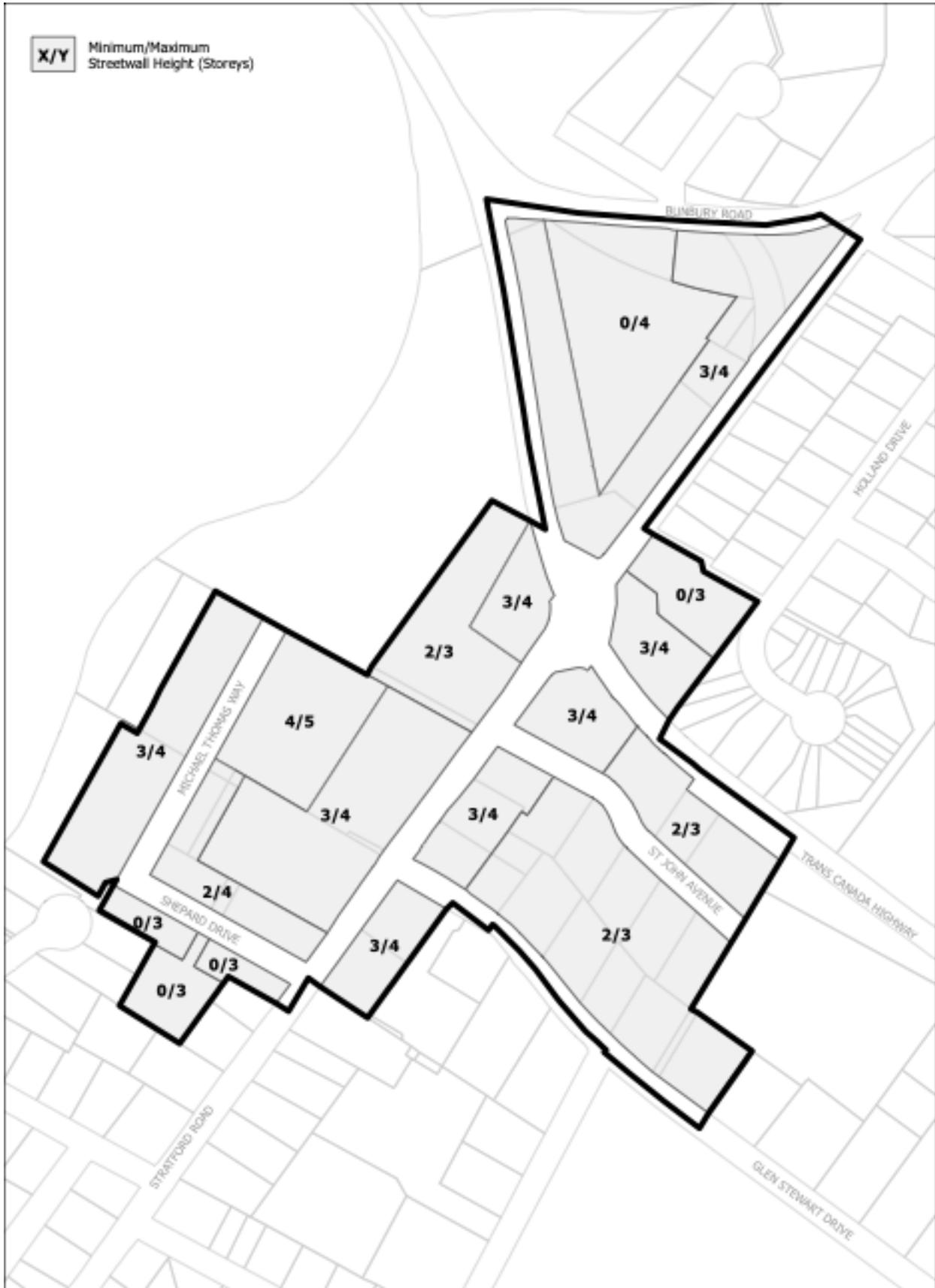
Appendix 'A'

MAP 12.1.4 – Waterfront Mixed Use (WMU) Zone Building Heights



Appendix 'A'

MAP 12.1.4 – Waterfront Mixed Use (WMU) Zone Streetwall Height



Appendix 'B'



**COMMITTEE OF THE WHOLE  
REGULAR MONTHLY MEETING  
UNAPPROVED MINUTES  
PUBLIC VERSION**

**DATE:** August 27, 2025

**TIME:** 04:30 P.m.

**PLACE:** Bunbury Room

**PRESENT:** CAO, Jeremy Crosby; Deputy Mayor Steve Gallant; Councillors Jeff MacDonald; Jill Chandler (left at 6:04 p.m.); Gordie Cox; Ron Dowling; Long Range planner, Scott Carnall and recording clerk, Neala Smallman

**GUESTS:** Jen Du and Robert Chang from Flourish Developments

**REGRETS:** Councillor Jody Jackson

**CHAIR:** Mayor Steve Ogden

**1. CALL TO ORDER**

Mayor Ogden called the meeting to order at 4:35p.m

**2. DECLARATION OF CONFLICT OF INTEREST**

Nil.

**3. APPROVAL OF AGENDA**

It was moved by Councillor Chandler and seconded by Councillor Cox that the meeting be approved with a deferral of 8.C to an alternate meeting.

**4. APPROVAL OF MINUTES**

- a) It was moved by Councillor MacDonald and seconded by Deputy Mayor Gallant that the minutes be approved as circulated.

**5. PRESENTATION**

- a) **Presentation from Scott Carnall (Long Range Planner) regarding waterfront re-zoning**

Long Range Planner Scott Carnall began his presentation by referencing the materials displayed on the overhead projector. He advised council that, Town Staff are proposing the rezoning of 28 parcels along and adjacent to the Stratford & Hopeton Road, to an updated Waterfront Mixed-Use Zone to facilitate more diverse and convenient development.

Mr. Carnall provided an overview of the proposed amendments, which envision the development of a mixed-use neighbourhood offering a

comprehensive range of residential, retail, and commercial development uses, anchored by public waterfront amenities. He noted that the anticipated land use outcomes for the Stratford Waterfront include the following:

- Development along Stratford Road, the Trans-Canada Highway, and Hopeton Road will include ground-floor retail and restaurant spaces to create vibrant, pedestrian-oriented streetscapes.
- Promotion of a mix of residential and commercial uses throughout the waterfront area.
- Encouragement of community-focused institutional spaces at the Bunbury Road and Hopeton Road intersection.
- Prohibition of new drive-thru developments.
- Allowance for buildings up to six stories in height.

Councillor Dowling referenced that buildings on MacKinnon Drive were originally designed with flat roofs, but an application was brought to Council to permit pitched roofs, as they were considered more compatible with the surrounding residential neighbourhood. Councillor Dowling inquired whether applicants are permitted to change the roof style after initial approval.

Mr. Carnall clarified that pitched roofs are not being dismissed, as they remain a permitted option; however, flat roofs allow for more efficient use of space. He also noted that the existing building on Michael Thomas Way features a flat roof, and the renderings presented are consistent with that established style. Mr. Carnall noted that flat roofs offer several benefits, including the potential to create green spaces and common areas for residents. Mr. Carnall informed Council that the proposed plan is a 20-year initiative. While some developments may progress more quickly than others, the majority are expected to occur over the long term.

CAO Crosby noted that while residents initially perceived the renderings and building elevations as intense, the proposed height is only one to two storeys above what is currently permitted.

Councillor MacDonald observed that the renderings gave residents the impression that the buildings would be abruptly introduced and represent an immediate change, which is not the case. Councillor MacDonald also questioned whether the proposed development would

even be completed within the 20-year timeframe, noting that this context should be clearly communicated to residents.

Councillor Chandler referenced a particular apartment building in Winsloe, PE, stating that its appearance is quite striking and that she understands the concerns and reservations expressed by residents if this large of a building is to be constructed in Stratford. Mr. Carnall explained that the building in question has no setbacks, and its placement on the lot contributes to its large and imposing appearance. He further clarified that the proposal would allow for only one additional storey beyond what is currently permitted under the existing bylaw.

Councillor Dowling inquired whether, under the current bylaw, a developer could construct a six-storey building without a setback. Mr. Carnall responded that a developer could submit an application; however, it would be subject to the standard approval process.

Mr. Carnall addressed concerns from Council and residents regarding the suitability of the proposed buildings in the area. He explained that this part of Stratford was always intended to reflect a 'town centre' design. Many of the existing establishments were permitted under the Southport zoning, with the first development in 2006 featuring a mix of residential and commercial uses.

Mr. Carnall explained that all concerns from residents were received and considered, and that changes were made to the original plan in an effort to address and mitigate those concerns. He confirmed that the decision was made to retain the townhouse design along Sheppard Drive, the area backing onto the R1-zoned properties, which permits a maximum height of three storeys. As this form of development is already approved for the area, the Town felt it would not pose significant concern for nearby residents.

Councillor Chandler inquired whether the proposed surface parking is intended for residents or for general use by the Town. CAO Crosby advised that the surface parking area is owned by the Town, and that buffers will be installed around it.

Mr. Carnall addressed concerns from residents' regarding the potential inclusion of a nightclub or bar on the main level of the proposed building, which could disrupt nearby residents. He noted that such uses are currently permitted under existing regulations, and that bylaws are in place to manage issues such as noise and other potential disturbances.

CAO Crosby echoed Mr. Carnall's point that such uses are permitted, and residents are not fully aware of this.

Councillor Dowling noted that constructing these types of buildings involves significant costs, and that many developers may be inclined to include commercial spaces on the ground floor to help offset those expenses.

Mr. Carnall concluded his presentation by stating that he believes the needs of the area have been addressed, along with the concerns that were raised.

Mayor Ogden inquired about a rendering he believed was being prepared to illustrate what the area would look like under the current zoning regulations. CAO Crosby and Mr. Carnall advised that the rendering has not yet been completed due to the complexity involved in producing it. Mayor Ogden commented that such a rendering would be eye-opening for residents. Mr. Carnall responded that he would look into having it completed.

Mayor Ogden noted that when this discussion takes place during open council, all participants should be prepared to respond to any questions that may arise. Mayor Ogden advised that he has specific questions he anticipates will be raised during the discussion.

### **1) Why are we doing this?**

Mr. Carnall explained that this initiative is part of the "Shape Stratford" plan to support increased density. He noted that one of the objectives of the Housing Accelerator Fund is to encourage more mixed-use development in the area. The parcels in question remain undeveloped due to current zoning restrictions. Mr. Carnall also reported that the Town is receiving a significant number of requests for higher-density buildings. Mayor Ogden commented that it is fair to say the goal is to create more housing units within one of the most attractive areas of the town. Mr. Carnall agreed, adding that the intent is not only to create more housing units but also to increase the potential for additional commercial space.

### **2) What will be the impact on nearby residents' quality of life?**

Mr. Carnall advised that he anticipates minimal impact to residents' quality of life, as the proposal involves adding only one additional storey to what is currently permitted. Mayor Ogden agreed, noting that the area is separate from the

residential homes along the waterfront and that any increase in traffic would not affect those residents. He further confirmed that, aside from temporary construction-related disruptions, the overall impact is expected to be minimal.

CAO Crosby commented that the impact on residents' quality of life could in fact improve in several ways. The proposed changes would make it easier for residents to get around on foot, increasing accessibility without the need for vehicles, and allowing greater use of local services and shops. Mayor Ogden agreed and suggested that if a realistic assessment of the pros and cons were conducted, the benefits would outweigh the drawbacks.

Councillor Chandler agreed but expressed concern, stating that it is difficult to speak definitively about the potential impacts on residents' quality of life. While the intention is that the improvements will enhance the neighbourhood, any assumptions about their effects would be speculative at this stage.

Mayor Ogden agreed, noting that this is a question everyone should take time to consider and discuss further at a later date.

### **3) When will this take place and how?**

Mr. Carnall referred to the "Phasing of Development" slide displayed on the overhead projector, noting that the areas highlighted in green represent developments with similar projected timeframes. He advised that the Town expects to receive applications for townhouse developments on Sheppard Drive and Michael Thomas Way in the near future.

CAO Crosby referenced the Gray Group development, noting that while the initial presentation included significant housing, commercial, and retail components, progress to date has been limited. After three years, only one building has been completed. Although additional plans are underway, the full build-out is projected to take 20–25 years.

Mayor Ogden echoed CAO Crosby's comments, noting that the Gray Group hosted a successful workshop that provided residents with an opportunity to view the plans and have their questions and concerns addressed. Mayor Ogden questioned whether Stratford should consider hosting an open house like the one held by the Gray Group.

Mr. Carnall noted that the plans had already been presented to residents at the public meeting.

**4) What is the problem with the status quo, why doesn't the town just leave it as it is?**

Mr. Carnall indicated that it is not the best use of the land and noted that the parking requirements would not align once additional buildings are developed.

Councillor MacDonald expressed concern with the appearance of the area near the Pharmacy and restaurants, describing it as weedy, run down, and unsightly, and stated that it does not reflect positively on Stratford. He emphasized that the area needs significant improvement and suggested that the Planning Department could have prepared renderings that better reflect both the current state and the future potential of the area. While acknowledging the value of conceptual visualizations for specific buildings and their potential to shape the waterfront park, he stressed that the waterfront deserves a better neighbourhood. He noted that he is open to further discussion on the future of the area but challenged the notion that the current status quo is acceptable.

CAO Crosby further noted that this development is necessary to meet the projections of the population.

Mayor Ogden remarked that framing the development solely around meeting population projections does not resonate with residents, as that reflects Council's reasoning rather than the community's perspective. He stated that the project should be seen as an opportunity to make better use of the land, create additional housing, and enhance a beautiful area in which significant investment has already been made.

Councillor Chandler stated that the renderings should serve as a reference or recommendation, but not as justification for the development, as many residents do not support it. She agreed that renderings are useful in helping people visualize the potential of the community in a simple and accessible way. Councillor Chandler observed that some residents attend public meetings with the perception that decisions have already been made without their involvement. She cited as an example a rendering that omitted the gas station, which led residents to believe its removal had been preplanned without their knowledge.

Councillor Dowling supported Councillor Chandler's observations, noting that the renderings could have been better designed to reflect Stratford's vision, as they created uncertainty among residents. He further stated that while he is not opposed to the development in general, he cannot support the development of the parking lot. Mayor Ogden assured Councillor Dowling that his position is respected.

Councillor MacDonald questioned whether the parking lot would still need to be included if the rezoning is approved.

CAO Crosby advised that the parking lot was included because a rezoning needs to be completed to start construction on the land to prepare the parking for next year.

Councillor Dowling commented that it should have been a separate consideration from the current proposal as it has nothing to do with the development.

Mayor Ogden advised Councillor Dowling that the parking lot is specifically tied to the proposed development, serving as additional parking for Town events and local businesses.

CAO Crosby echoed this, noting that the parking lot will most likely be paved and will benefit events and nearby businesses. He referenced the parking lot at Peakes Quay in Charlottetown as an example of a similar facility serving local amenities.

Mayor Ogden advised Councillor Dowling that he would like to meet with him to discuss his concerns regarding the parking lot.

Deputy Mayor Gallant asked whether stacked townhouses would be permitted under the new rezoning. Mr. Carnall confirmed that they are allowed under the current rezoning. Deputy Mayor Gallant expressed that he would prefer not to see stacked townhouses built, as they could alter the appearance of the existing development.

Councillor Cox expressed support for developing the land but emphasized caution to ensure the development is not overpowering and remains in keeping with the character of the town. He noted the importance of moving forward with developments.

Mayor Ogden emphasized the importance of reviewing and carefully considering the questions raised, while prioritizing respect for nearby residents and taking all possible measures to address their concerns.

Councillor Chandler asked whether the parking lot is essential to the development, noting that she is also opposed to it. CAO Crosby responded that the parking lot is not essential, but it is why the land was purchased.

Councillor MacDonald suggested that if the parking lot could result in the loss of the waterfront development due to two opposed votes, it should be excluded and addressed separately. CAO Crosby noted that he does not view this as a significant impediment, as there is no potential for a parking lot to be constructed this year. Councillor MacDonald expressed that he respects Councillors Dowling's and Chandler's opposition to the parking lot and emphasized that he does not want the overall development to be delayed or prevented because of it.

Councillor Chandler noted that the parking lot was not included in the renderings presented to the public and expressed concern that additional challenges may arise if residents are not made aware that a parking lot will be developed at the end of their street.

The discussion concluded at this time.

b) **Waterfront mixed use zoning bylaw amendment**

6. **BUSINESS ARISING FROM THE MINUTES**

Nil.

7. **MOTION TO MOVE INTO A CLOSED SESSION**

**As per section 119 (1) Subsection E of the Municipal Government Act – a matter still under consideration on which the Council has not yet publicly announced a decision, and about which discussions in public would likely prejudice a municipality's ability to carry out its negotiations.**

**It was moved by Councillor MacDonald, seconded by Councillor Chandler, and carried that the meeting go into closed session.**

**It was moved by Councillor Dowling, seconded by Councillor MacDonald that the meeting move out of closed session.**

## **8. NEW BUSINESS**

### **a) Official Plan/Zoning and development bylaw review - verbal update**

#### **Discussion:**

CAO Crosby advised that staff are currently reviewing the document and have already held one meeting with the consultant. He noted that Council should be receiving the document soon and recommended that members review it prior to its presentation to Council in December.

Mayor Ogden emphasized the importance of considering the impact of significant changes, including their effect on existing zoning, potential controversy, and the implications for residents. He also noted that, with an upcoming election year, it can be challenging for councillors to address concerns from upset residents while explaining that decisions are in the best interest of the Town. He suggested holding a workshop where all aspects could be presented and the public invited to join the discussion.

CAO Crosby noted that open houses had been held for “Shape Stratford,” and that many of the proposed changes are based on feedback received from those sessions.

Councillor MacDonald suggested that the consultant could incorporate interactive elements for the public. He noted that traditional public meetings often give attendees an opportunity to vent their grievances to the councillors at the front of the room. He added that the workshop format would allow people to move from station to station and ask questions in a more structured and engaging way.

CAO Crosby advised that he would discuss the matter with staff and emphasized the importance of Council reviewing the document once it is received, as it is very lengthy, and December is approaching quickly. He noted that the document covers more than just rezoning properties; it also addresses the environment, infrastructure, and the Town’s projected progress over the coming years.

- b) **Proposal from the Immigrant & Refugee Services Association of PEI (IRSA) to establish a community housing and education centre that will also serve as their offices in Stratford.**

**Discussion:**

CAO Crosby advised that two individuals from IRSA expressed interest in developing their main office in Stratford, along with 45–50 residential units initially and potentially up to 105 units depending on land availability. They inquired about the types of land that might be available, with the only suitable parcels being on the Trans-Canada Highway or St. John Avenue. He also noted that additional land might be acquired by the Gray Group, and that they have been in contact regarding this possibility.

Mayor Ogden added that a partnership would be required with the Town, the Gray Group and IRSA to complete the infrastructure needed to allow for development. He also noted that in their proposal a mental health and wellness interpretation services was included.

Councillor Dowling commented that Stratford is known to be a welcoming community and believes this would be a beneficial addition to the town.

Councillor MacDonald noted that the proposed development may involve some community sensitivities and emphasized that public meetings and communication should be conducted thoughtfully to address these considerations.

Councillor Dowling referenced the new Native Council of PEI building in Charlottetown, noting that while such a development may not have been warmly received by the community many years ago, attitudes have since evolved. He noted that he believes this type of facility would be welcomed in Stratford and he would support it even after only seeing the preliminary proposal.

CAO Crosby emphasized that the matter is still very preliminary, as the requested information has not yet been received. He noted that the purpose of his update is solely to seek approval to proceed with further discussions. He commented that he believes IRSA may be seeking to have the land donated by the Town.

Mayor Ogden noted that IRSA's financing plan did not account for the land. He stated that this aligns with the proposed land swap with the Gray Group, which could provide government offices and affordable housing that would benefit the Town. While this type of development

would serve approximately 16% of the population, he emphasized that it has not been undertaken in the Town before and is worth further review.

CAO Crosby advised that another meeting is scheduled in September to discuss the proposal further.

Council approved proceeding with additional discussions.

- c) **St. Catherines Avenue proposed subdivision – deferred to alternate meeting.**

## 9. PROJECT UPDATE

- a) **Project update spreadsheet – The project update report was included in the agenda package for council to review.**

### **Discussion:**

Deputy Mayor Gallant asked what the update is on Swallow Drive development and if it will be coming on in September's Council meeting.

CAO Crosby advised that Mr. McKeigan has been working with the developer and is not certain if it is being presented at Council in September. He advised that there is a new site plan and stormwater plan that needs to be reviewed.

Councillor MacDonald noted that the primary change relates to construction of the road through the area to ensure proper connection. He emphasized that progress depends on all parties being in agreement. He added that while the concept remains the same, its appearance may differ somewhat.

Councillor Dowling inquired whether the funding announcement was directed toward the Waterfront Pavilion.

CAO Crosby confirmed that the funding is from the Canadian Community Building Fund (Gas Tax). He noted that it has previously been used for projects such as the boardwalk and the asphalt and gravel on John Joe Sark Drive. The Town receives an annual allotment based on population. While the funding was previously directed to active transportation projects, it is now being applied to other initiatives as approved by Council. He emphasized that this is not new funding.

## 10. DATE OF NEXT MEETING

COMMITTEE OF THE WHOLE MINUTES – AUGUST 27, 2025

- a) The next Committee of the Whole meeting will be held Wednesday September 24, 2025.

**11. ADJOURNMENT**

**Mayor Ogden adjourned the meeting at 7:37 P.M.**

**STRATFORD TOWN COUNCIL  
Regular Monthly Meeting  
September 10, 2025  
4:30 p.m.**

**AGENDA**

**1. CALL TO ORDER**

- a) We acknowledge the land upon which we gather is the unceded territory of the Mi'kmaq, and we pay our respects to the Indigenous Mi'kmaq People of this territory past, present, and future.

**2. DECLARATION OF CONFLICT OF INTEREST**

**3. APPROVAL OF AGENDA**

**4. MINUTES**

- a) Regular Monthly Meeting Minutes  
[Regular Council Minutes - August, 2025](#)

**5. BUSINESS ARISING FROM THE MINUTES**

**6. PRESENTATIONS FROM THE FLOOR**

**7. MAYOR'S REPORT**

- a) Report  
[Mayor's Report - September 10, 2025](#)

**8. CHIEF ADMINISTRATIVE OFFICER**

- a) Report  
[CAO Report - August, 2025](#)

**9. SAFETY SERVICES**

- a) No Report -The Committee did not meet in August.
- b) Street Light Report
- c) RCMP Report  
[Monthly Occurrence Report - August 2025](#)  
[Stratford Mayors Report - August, 2025](#)
- d) Humane Society Report  
[Humane Society Report - August 2025](#)
- e) Fire Company Report  
[Crossroads Fire Company Calls - August 2025](#)

**10. RECREATION CULTURE AND EVENTS**

- a) Report  
[2025 Recreation Culture Events Report - Sept 10, 2025](#)
- b) Resolution RC002-2025 Sportsfield Lighting  
[Resolution RC002-2025 Sportsfield Lighting](#)

**11. FINANCE AND TECHNOLOGY**

- a) Report

[Finance Report - September 2025](#)

- b) Financial Statements
  - [Town Income - Aug 2025 Updated 04-SEPTEMBER-25](#)
  - [Utility Income - Aug 2025 Updated 04-Sep-25](#)

**12. PLANNING DEVELOPMENT AND HERITAGE**

- a) Report
  - [PLANNING, DEVELOPMENT AND HERITAGE - 02 Sep 2025 - Minutes](#)
- b) Permit Summary
  - [Building Permit Summary - August 2025](#)
  - [Building Type Summary - August 2025](#)
- c) Resolution PH037-2025 - Official Plan Amendment -Waterfront Core Area Amendment-First Reading
  - [Resolution PH037-2025 - Official Plan Amendment -Waterfront Core Area Amendment-First Reading](#)
  - [PH037-2025 - OP001-25 - 1 - Official Plan Amendment -Waterfront Core Area Amendment](#)
- d) Resolution PH038-2025 - Zoning Bylaw Amendment -WMU Zoning Amendment-First Reading
  - [Resolution PH038-2025 - Zoning Bylaw Amendment -WMU Zoning Amendment-First Reading](#)
  - [PH038-2025 - RZ004-25 - 1 - Zoning Bylaw Amendment -WMU Zoning Amendment](#)
  - [PH038-2025 - RZ004-25 - 2 - Rezoning-Plan](#)
  - [PH038-2025 - RZ004-25 - 3 - Stratford Waterfront Rezoning Summary](#)
  - [PH038-2025 - RZ004-25 - 4 - Received & Redacted Comments](#)
  - [PH038-2025 - RZ004-25 - 5 -Public Meeting Verbatim Minutes - RZ004-25 - July 21, 2025](#)
  - [PH038-2025 - RZ004-25 - 6 - Notification Letter to Adjacent Owners July 4, 2025](#)
  - [PH038-2025 - RZ004-25 - 7 - August Planning Committee Minutes](#)
- e) [Resolution - PH044-2025 - SD014 - Stratford Business Park Corporation - Myrtle Street Extension Major Subdivision](#)
  - [PH044-2025 - SD014 - 1 - Preliminary Subdivision Plan](#)
- f) Resolution PH045-2025 - SD004-25 - CMLMT Holdings Ltd - Major Subdivision (Swallow Drive Extension)
  - [Resolution PH045-2025 - SD004-25 -CMLMT Holdings Ltd - Major Subdivision \(Swallow Drive Extension\)](#)
  - [PH045-2025 - SD004-25 -1 - Consolodation Survey Plan](#)
  - [PH045-2025 - SD004-25 - 2 - Preliminary Subdivision Plan \(Swallow Extension\)](#)
  - [PH045-2025 - SD004-25 - 3 - Preliminary Building Layout Plan](#)
  - [PH045-2025 - SD004-25 - 4 - Detailed South Lot Layout](#)
  - [PH045-2025 - SD004-25 - 5 - Abutting Properties Notification Map](#)
  - [PH045-2025 - SD004-25 - 6 - Comment Letters \(Redacted\)](#)
  - [PH045-2025 - SD004-25 - 7 - Residents Petition](#)
- g) Resolution - PH046-2025 - RZ001-25 - Cornerstone Church - TCI to TCMU -

2nd Reading

[Resolution - PH046-2025 - RZ001-25 - Cornerstone Church - TCI to TCMU - 2nd Reading](#)

[PH046-2025 - RZ001-25 - 1 - Bylaw 45V](#)

[PH046-2025- RZ001-25 - 2 - Applicants Assesment for Rezoning](#)

[PH046-2025- RZ001-25 - 3 Conceptual Site Plan](#)

[PH046-2025- RZ001-25 - 4 - Draft Subdivision Plan](#)

[PH046-2025- RZ001-25 - 5 - July 21 Public Meeting Verbatim Minutes](#)

- h) Resolution - PH047-2025 - RZ001-25 - Cornerstone Church - TCI to TCMU - Adoption  
(Please refer to PH046-2025 - RZ001-25 for relevant documentation)  
[Resolution - PH047-2025 - RZ001-25 - Cornerstone Church - TCI to TCMU - Adoption](#)
- i) Resolution PH048-2025 - SD004-25 – CMLMT Holdings Ltd - Cond. Use (8 Unit Stacked Townhouse)  
[Resolution PH048-2025 - SD004-25 – CMLMT Holdings Ltd - Cond. Use \(8 Unit Stacked Townhouse\)](#)

### **13. INFRASTRUCTURE**

- a) Report  
[Infrastructure Report - September 10, 2025](#)

### **14. COMMITTEE OF THE WHOLE**

### **15. SUSTAINABILITY**

- a) Report  
[Sustainability Report - September 4, 2025](#)
- b) Transit Report  
[Transit Graph - August, 2025](#)

### **16. INTERGOVERNMENTAL AFFAIRS AND ACCOUNTABILITY**

- a) Report  
[IAA Report - Sept. 4 2025](#)

### **17. INQUIRIES BY MEMBERS OF COUNCIL**

### **18. OTHER COMMITTEES**

- a) Stratford Seniors Complex  
[Seniors Committee Report - September 2025](#)

### **19. APPOINTMENTS TO THE COMMITTEES**

### **20. PROCLAMATIONS**

- a) Arthritis Awareness Month  
[Arthritis Awareness Month](#)

### **21. OTHER BUSINESS**

### **22. ADJOURNMENT**



# TOWN OF STRATFORD RESOLUTION

## PH037-2025 – OP001-2025 General Amendments to the Official Plan Designation Map regarding the Stratford Waterfront Area – First Reading

Motion Carried \_\_\_\_\_  
Motion Lost \_\_\_\_\_  
Motion Withdrawn \_\_\_\_\_

Council Chambers  
Town Council

**September 10, 2025**

Committee  
Moved by Councilor  
Seconded by Councilor

Planning & Heritage  
Jeff MacDonald  
\_\_\_\_\_

**WHEREAS** the Planning Department is proposing amendments to the Town of Stratford Official Plan to permit additional Mixed-Use designation to the adopted 2008 Core Area Subsidiary Plan; and

**WHEREAS** this Official Plan amendment stems from the Housing Accelerator Fund initiatives to encourage more residential, commercial, and mixed-use development where possible, within the Town; and

**WHEREAS** this General Text amendment has been developed in conjunction with RZ004-2025 Zoning Bylaw Amendments; and

**WHEREAS** in accordance with the Stratford Zoning and Development Bylaw #45, planning staff circulated written notice (124 letters/sent July 4, 2025) of the amendment request to all property owners within 150 metres (490 feet) of the boundaries of the subject property or properties, and placed multiple signs on the subject land; and

**WHEREAS** in accordance with the Stratford Zoning and Development Bylaw #45, notice of this amendment application and public meeting occurred through the placement of an advertisement in the local Guardian Newspaper on 2 separate editions (July 12<sup>th</sup> and July 19<sup>th</sup>) and was also posted on the Town’s Facebook page; and

**WHEREAS** a public meeting was held on July 21, 2025, at 7:00 p.m. and with the Town’s consultant Upland Planning presenting to those in attendance. Nine attendees stood up and asked questions of the presenters, comments were recorded in the minutes; and was live streamed on the Town’s Facebook pages and YouTube; and

**WHEREAS** residents were given until 4:00 p.m. on July 25, 2025, to submit their comments, and planning staff received 13 letters from residents before the deadline and one signed petition after the deadline with various concerns around parking, its proximity to an existing mature neighbourhood, traffic congestion and other general concerns; and

**BE IT RESOLVED** that Bylaw OPA01-2025, a bylaw to amend the Town of Stratford Official Plan 2014, be hereby read and approved a first time.

*This resolution bears the recommendation of the Planning, Development & Heritage Committee on August 4, 2025.*

This Bylaw received first reading and formal approval at the Town Council meeting of \_\_\_\_\_, 2025.

This Bylaw received second reading and final approval at the Town Council meeting of \_\_\_\_\_, 2025.

This bylaw was formally adopted by Council at a meeting held on \_\_\_\_\_, 2025.

This bylaw is hereby declared to be passed and proclaimed as a bylaw of the Town of Stratford on this \_\_\_\_\_ day of \_\_\_\_\_ 2025.

Witness the corporate seal of the Town.

\_\_\_\_\_  
Mayor

\_\_\_\_\_  
Chief Administrative Officer

This bylaw is hereby declared to be passed and proclaimed as a bylaw of the Town of Stratford

on this \_\_\_\_\_ day of \_\_\_\_\_, 2025.

\_\_\_\_\_  
Hon. Steven Myers,  
Minister of Housing, Land and Communities



# TOWN OF STRATFORD RESOLUTION

## PH038-2025 – RZ004-2025 General Text & Zoning Map Amendments to Town of Stratford Zoning and Development Bylaw #45 regarding the Stratford Waterfront Area – First Reading

Motion Carried \_\_\_\_\_  
Motion Lost \_\_\_\_\_  
Motion Withdrawn \_\_\_\_\_

Council Chambers  
Town Council

**September 10, 2025**

Committee  
Moved by Councilor  
Seconded by Councilor

Planning & Heritage  
Jeff MacDonald  
\_\_\_\_\_

**WHEREAS** the Town is proposing the rezoning of 28 lots from the General Commercial (C1), Highway Commercial (C2), Low Density Residential (R1), Multiple Unit Residential (R3) and Waterfront Residential (WR) Zones to the Waterfront Mixed-Use (WMU) Zone as shown on the attached map) and revisions to the Waterfront Mixed-Use (WMU) Zone in the Town of Stratford Zoning and Development Bylaw #45; and

**WHEREAS** this amendment to rezone stems from the Housing Accelerator Fund initiatives to encourage more residential, commercial, and mixed-use development where possible, within the Town; and

**WHEREAS** this rezoning and text amendment has been developed in coordination with the OP001-2025 Official Plan Amendment; and

**WHEREAS** in accordance with the Stratford Zoning and Development Bylaw #45, planning staff circulated written notice (124 letters/sent July 4, 2025) of the amendment request to all property owners within 150 metres (490 feet) of the boundaries of the subject property or properties, and placed multiple signs on the subject land; and

**WHEREAS** in accordance with the Stratford Zoning and Development Bylaw #45, notice of this amendment application and public meeting occurred through the placement of an advertisement in the local Guardian Newspaper on 2 separate editions (July 12<sup>th</sup> and July 19<sup>th</sup>) and was also posted on the Town’s Facebook page; and

**WHEREAS** a public meeting was held on July 21, 2025, at 7:00 p.m. and with the Town’s consultant Upland Planning presenting to those in attendance. Nine attendees stood up and asked questions of the presenters, comments were recorded in the minutes; and was live streamed on the Town’s Facebook pages and YouTube; and

**WHEREAS** residents were given until 4:00 p.m. on July 25, 2025, to submit their comments, and planning staff received 13 letters from residents before the deadline and one signed petition after the deadline with various concerns around parking, its proximity to an existing mature neighbourhood, traffic congestion and other general concerns; and

**BE IT RESOLVED** that Bylaw # 45W, a bylaw to amend the Town of Stratford Zoning and Development Bylaw, Bylaw #45, be hereby read and approved a first time.

*This resolution bears the recommendation of the Planning, Development & Heritage Committee on August 4, 2025.*

This Bylaw received first reading and formal approval at the Town Council meeting of \_\_\_\_\_, 2025.

This Bylaw received second reading and final approval at the Town Council meeting of \_\_\_\_\_, 2025.

This bylaw was formally adopted by Council at a meeting held on \_\_\_\_\_, 2025.

This bylaw is hereby declared to be passed and proclaimed as a bylaw of the Town of Stratford on this \_\_\_\_\_ day of \_\_\_\_\_ 2025.

Witness the corporate seal of the Town.

\_\_\_\_\_  
Mayor

\_\_\_\_\_  
Chief Administrative Officer

This bylaw is hereby declared to be passed and proclaimed as a bylaw of the Town of Stratford

on this \_\_\_\_\_ day of \_\_\_\_\_, 2025.

\_\_\_\_\_  
Hon. Steven Myers,  
Minister of Housing, Land and Communities



# TOWN OF STRATFORD

## ZONING AND DEVELOPMENT BYLAW AMENDMENT

### BYLAW NUMBER 45W

*A Bylaw to amend the Zoning and Development Bylaw, Bylaw # 45W, General Text & Zoning Map Amendments.*

This bylaw is made under the authority of the *Planning Act* R.S.P.E.I. 1988, Cap. C-P-8.

BE IT ENACTED by the Council of the Town of Stratford that the Zoning and Development Bylaw, Bylaw #45, be amended as follows:

**1. Add the following text in bold to Subsection 1.5.2:**

1.5.2 Notwithstanding Section 1.5.1. above, a Development Officer shall have the authority to approve or deny Development applications in the Core Mixed Use (CMU) Zone, **Waterfront Mixed Use (WMU) Zone**, and Urban Core (UC) Zone in accordance with Section 7.6., Site Plan Approval Process, in this Bylaw; excluding developments which require preliminary approval of subdivisions of greater than five (5) Lots or where the extension of water mains, sewer mains or Streets is required.

**2. Add the following text in bold to Subsection 7.6.1:**

7.6.1 All applications in the CMU, **WMU**, and UC Zones shall follow the site plan approval process and shall be accompanied by: [...]

**3. Add the following text in bold to Subsection 8.31.1:**

8.31.1. Where any land or Building is used for more than one (1) purpose, all provisions of this Bylaw relating to each Use shall be satisfied. Where there is conflict, such as in the case of Lot size or Frontage, the most stringent standards shall apply, unless located in the CMU, **WMU**, and UC Zone.

**4. Add the following text in bold to Subsection 8.36.1:**

8.36.1. Where a Dwelling Unit is proposed in connection with commercial Use outside of the CMU, **WMU**, and UC zones, the following minimum standards shall apply:

5. Add the following text in bold to the table in Subsection 10.1.1:

[...]	[...]
Other Institutional	1 Parking Space per 37 sq. m (398 sq. ft.) of Floor Area
All uses in the CMU, <b>WMU</b> , and UC Zones	0.5 Parking Spaces per Dwelling Unit 3 Parking Spaces per 93 sq. m. (1,000 sq. ft.) of Commercial or Office Space 0.75 Parking Spaces per guest room
All other uses not listed	1 Parking Space per 20 sq. m (215 sq. ft.) of Floor Area

6. Delete Appendix 'D'

7. Add the following definition of **STREETWALL WIDTH** following the definition of **STREETWALL SETBACK**:

**STREETWALL WIDTH** - means the total horizontal distance between the outermost edges of the streetwall facing a streetline.

8. The Town of Stratford Zoning and Development Bylaw Map as illustrated in Appendix B, will see the following parcels (shown on Figure 1 – PIDs) land use designations be amended to Waterfront Mixed Use Zone (WMU);

190868	327999	327981	328005
328062	676379	701383	751164
781773	817023	817031	851774
852434	854695	860338	879866
922898	1049717	1049725	1060045
1008267	1101443	1126432	1136100
1143189	1178771	1182328	



## Appendix 'A'

**12.1. WATERFRONT MIXED USE (WMU) ZONE****12.1.1. GENERAL**

Except as otherwise provided in this Bylaw, all buildings and parts thereof erected, placed, or altered, or any land used in a Waterfront Mixed Use (WMU) Zone shall conform with the provisions of this Section.

**12.1.2. PERMITTED USES**

Within a Waterfront Mixed Use (WMU) Zone, no building or part thereof and no land shall be used for purposes other than the following uses and uses accessory to the following uses, subject to the ground floor requirements of Subsection 12.1.3:

- i. Business and Professional Offices;
- ii. Child Care Centre;
- iii. Entertainment Establishment;
- iv. Financial Services;
- v. Health Clinics;
- vi. Hotels, Motels or other Tourist Establishments;
- vii. Institutional Uses;
- viii. Lounges;
- ix. Multiple Attached Dwellings;
- x. Nursing Home;
- xi. Parking Garages;
- xii. Parking Lots;
- xiii. Parks;
- xiv. Passive Recreation Uses;
- xv. Personal Service Shops;
- xvi. Restaurants;
- xvii. Retail Stores;
- xviii. Stacked Townhouse Dwellings; and
- xix. Townhouse Dwellings

**12.1.3. GROUND FLOOR USE REQUIREMENTS**

Where a lot line is identified on Map 12.1.1 as being a "Commercial Use Priority Lot Line" the ground floor of any building along that lot line shall not be used for dwelling units or for nursing home uses. For greater clarity, the ground floor of such buildings may be used for lobbies and amenity space accessory to upper floor dwelling units.

## Appendix 'A'

**12.1.4. SERVICING**

All Development in a Waterfront Mixed Use (WMU) Zone shall be serviced by municipal sewer services and municipal water supply.

**12.1.5. SITE PLAN APPROVAL**

- (a) All applications for site plan approval shall follow the Site Plan Approval Submission requirements outlined in Section 7.6.
- (b) Applications that cannot meet the Site Plan Approval requirements of this Zone, can apply for a Variances permitted through Section 6.1.

**12.1.6. LOT REQUIREMENTS**

The following requirements shall apply to the creation of lots within in a Waterfront Mixed Use (WMU) Zone:

## i. Townhouse or Stacked Townhouse Dwellings

Requirement	Standard	
(a) Minimum Lot Area	200 sq. m (2,153 sq. ft.)	
(b) Minimum Lot Frontage	6.0 m (20 ft.) for interior townhouse and stacked townhouse units	7.5 m (25 ft.) for all end units

## ii. Multiple Attached Units and Mixed Use;

Requirement	Standard
(a) Minimum Lot Area	0 sq. m. (0 sq. ft.)
(b) Minimum Lot Frontage	30 m (100 ft.)

**12.1.7. BUILDING SITING AND MASSING REQUIREMENTS**

The following requirements shall apply to all buildings within a Waterfront Mixed Use (WMU) Zone:

Requirement	Standard
(a) Minimum Yards	As illustrated on Map 12.1.2.
(b) Maximum Yards	As illustrated on Map 12.1.3.
(c) Minimum Building Height	As illustrated in Map 12.1.4.
(d) Maximum Building Height	As illustrated in Map 12.1.4.
(e) Minimum Streetwall Height	As illustrated in Map 12.1.5.

## Appendix 'A'

(f) Maximum Streetwall Height	As illustrated in Map 12.1.5.
(g) Minimum Ground Floor Height for commercial	4.0 m (13 ft.)
(h) Minimum Building Stepback Above the Streetwall	3.0 m (10 ft.)
(i) Maximum Building Width along Front Lot Lines	105 m (344 ft.)
(j) Maximum Building Width along Flanking Side Lot Lines	90 m (295 ft.)
(k) Unit Mix	min. 25% 2 or 3-bedroom units
(l) Lot Coverage	Not Applicable

**12.1.8. NEW STREETS**

- (a) Subject to modification and approval by the Town of Stratford, the PEI Department of Transportation and Infrastructure, and the Stratford Utility Corporation, new streets within the Waterfront Mixed Use (WMU) Zone shall conform to one of the cross-sections illustrated in Image 12.1.1.
- (b) Notwithstanding 12.1.7(a), where a street is constructed after the effective date of this section, the minimum yard from the streetline of that street shall be 3.0 metres.
- (c) Notwithstanding 12.1.7(b), where a street is constructed after the effective date of this section, the maximum yard from the streetline of that street shall be 4.5 metres.

**12.1.9. PERMITTED ENCROACHMENTS**

- (a) Eaves, gutters, down spouts, cornices and other similar features shall be permitted encroachments into a required setback or stepback to a maximum of 0.6 m (2 ft).
- (b) Balconies shall be permitted encroachments into a setback or stepback at or above the level of the second storey of a building, provided that the protrusion of the balcony is no greater than 2.0 m (6.5 ft) from the building face and the aggregate length of such balconies does not exceed 50% of the horizontal width of that building face.
- (c) Underground parking garages shall not be exempt from minimum front and flanking side yard setbacks provided any portion of the garage within the minimum setback does not protrude above the surface of the ground by more than 0.6 m.

**12.1.10. STREETWALL EXEMPTIONS**

- (a) Notwithstanding Subsection 12.1.7(b) and (h), on lots that have a maximum front and/or flanking side yard setback a maximum of 20% of the width of a building's streetwall may be set back to recess past the maximum front and/or flanking side yard, provided:

## Appendix 'A'

- i. the maximum width of any individual such recess shall be 9.0 m (30 ft);
  - ii. the setback past the maximum front and/or flanking yard shall not exceed 3.0 m (10 ft); and
  - iii. the minimum building setback above the streetwall shall be 0 m for the recessed segment(s) of the streetwall.
- (b) Notwithstanding Subsection 12.1.7(e) and (f), segments of the streetwall may exceed the maximum streetwall height by one (1) storey or be lower than the minimum streetwall height by one (1) storey, provided:
- i. the maximum width of any one segment of streetwall exceeding the maximum streetwall height or lower than the minimum streetwall height shall be 9.0 m (30 ft); and
  - ii. the combined width of all streetwall segments exceeding the maximum streetwall height or lower than the minimum streetwall height shall not exceed 20% of the total streetwall width of the building.

**12.1.11. BUILDING HEIGHT EXEMPTIONS**

- (a) The maximum building height requirements in Subsection 12.1.7(d) shall not apply to a church spire, lightning rod, elevator enclosure, flag pole, antenna, HVAC equipment or enclosure of such equipment, skylight, chimney, landscape vegetation, clock tower, solar collector, guard rails, roof top cupola, parapet, cornices, eaves, stairwell, mechanical penthouse, or other similar features, provided that:
- i. such features shall not be regularly accessible to building residents or tenants, except for stairwells and elevator enclosures providing access to outdoor rooftop amenity space; and
  - ii. the total of all such features shall occupy in the aggregate less 30% of the roof area of the roof of the building on which they are located.
- (b) The following features shall be stepped back a minimum of 2.0 m (6.5 ft) from the rooftop edge if they exceed the maximum building height:
- i. guard rails unless they are constructed primarily of transparent glass;
  - ii. HVAC equipment;
  - iii. mechanical penthouses; and
  - iv. mechanical enclosures.

**12.1.12. BUILDING DESIGN REQUIREMENTS**

- (a) Buildings shall have a ground floor that differs in colour and texture of external materials compared to other floors or shall be articulated in the horizontal by at least two of the following:
- i. A recess or protrusion in the building wall with a depth of at least 0.5 m (1.75 ft);
  - ii. A change in the building wall's height; or,
  - iii. A change in wall colour and material.
- (b) On properties identified on Map 12.1.1 as "townhouse as a main use" any development that does not meet the definition of townhouse dwelling or stacked townhouse dwelling shall have the external appearance of a row of townhouses facing the front lot line and shall, at a minimum:

## Appendix 'A'

- i. be visually segmented along the front lot line into individual facades no wider than 9.0 metres (30 feet) each by means of a change in wall colour and material or by a recess or protrusion with a depth of at least 0.5 metres (1.75 feet); and
  - ii. have a minimum of one pedestrian entrance on each individual façade.
- (c) Pitch roofs are generally discouraged along lot lines identified on Map 12.1.1 as being a “Commercial Use Priority Lot Line”, unless part of a distinct architectural style.
- (d) Green roofs and living walls are encouraged as a means of retaining storm water and to add to visual interest.

#### 12.1.13. **BUILDING ENTRANCES AND GLAZING**

- (a) All main buildings shall have a minimum of one main entrance that faces the front lot line.
- (b) Within a Waterfront Mixed Use (WMU) Zone, where a lot line is identified on Map 12.1.1 as being a “Commercial Use Priority Lot Line” any building along that lot line shall have a main entrance a minimum of once every 27.0 m (88.5 ft).
- (c) Where a lot line is identified on Map 12.1.1 as being a “Commercial Use Priority Lot Line” the ground floor façade of any building along that lot line shall consist of a minimum of 50% (by wall area measured from finished floor to finished ceiling) transparent, non-reflective glazing.

#### 12.1.14. **RESIDENTIAL AMENITY SPACE**

Every multiple attached dwelling building shall provide a dedicated indoor amenity room with a floor area of no less than 50.0 sq.m (538 sq.ft).

#### 12.1.15. **PARKING AND VEHICLE CIRCULATION**

- (a) Parking garages as a main use and parking lots as a main use shall only be permitted if they are within areas identified as “Parking as a Main Use” on Map 12.1.1.
- (b) Automobile parking shall not be permitted in any yard adjacent to a lot line identified on Map 12.1.1 as being a “Commercial Use Priority Lot Line.
- (c) Bicycle parking shall be provided consistent with the requirements of Subsection 12.5.12.
- (d) Circulation lanes and windows for the service of customers within their automobiles (“drive-thrus”) shall not be permitted.
- (e) Parkades should be integrated within a structure. The exterior facade and site development of these structures should be sensitive to and complement the existing streetscape or the streetscape vision if no development has occurred along that street.
- (f) Underground parking is encouraged. Where underground parking is proposed, access to the facility should be located and/or designed to minimize the visual impact of the garage entrance from the street.

Appendix 'A'  
12.1.16.

**SIGNAGE**

- (a) Signage for residential buildings shall be low level and illuminated, indicating street address in discreet, graphic style. Signage should be closely related to the principal building entrance.
- (b) Signage for commercial buildings shall meet the following requirements:
  - i. Projecting signs shall not exceed 0.6 sq. m (6.5 sq. ft).
  - ii. Signs on the first storey shall not exceed 0.9 sq. m (10 sq. ft.).
  - iii. Signs on the second storey shall not exceed 1.1 sq. m (12.0 sq. ft.).
  - iv. Back-lit signs are not permitted, except to back light raised lettering signs only.
  - v. Signs shall have a minimum of 2.7 m (9.0 ft) of clearance between the surface of the ground and the bottom of the sign.
  - vi. No free-standing signs shall be permitted unless they are located within a front yard, are adequately integrated into landscaping plans, are ground mounted, and do not exceed 1.2 m (4 ft) in height and a maximum of 3.0 sq. m (32.5 n sq. ft.).
  - vii. Signage should add diversity and interest to retail streets. Creative, artistic and contemporary signs that incorporate simplistic lettering are preferred.
  - viii. Signage shall be maintained regularly on an annual basis to ensure proper functionality and aesthetics.

**12.1.17. LANDSCAPING AND SITE DESIGN**

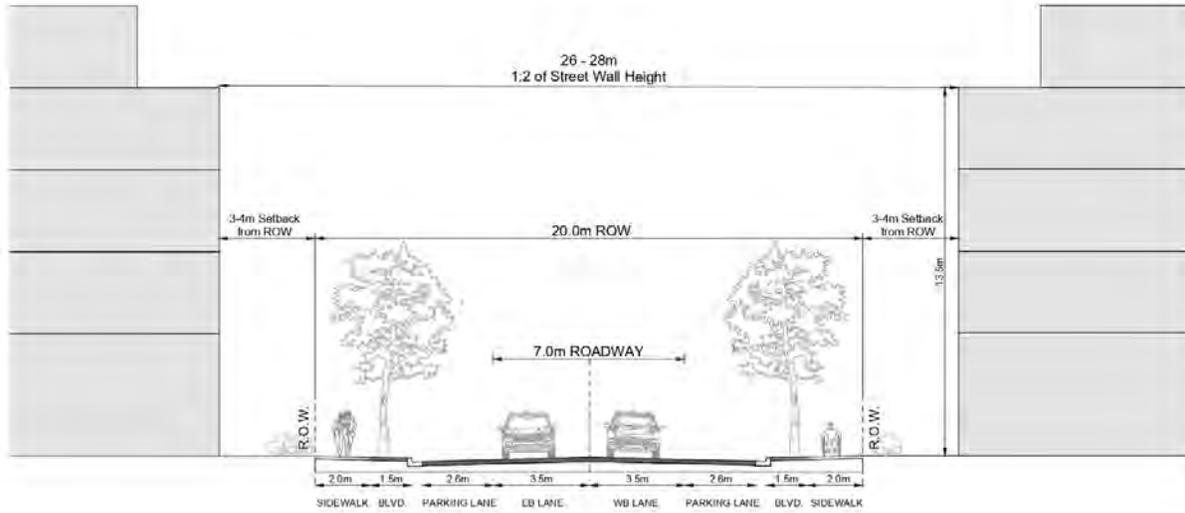
- (a) Where a multiple attached dwelling abuts an existing R1 or R2 Residential Zone, no existing trees greater than 100mm caliper shall be removed within 6.0 m (20 ft) of the boundary of the R1 or R2 Zone, unless in the sole discretion of the Development Officer a tree is deceased or is a risk to the health and safety of the public.
- (b) Solid waste storage shall not be located in the front yard or the flanking side yard, nor within any yard abutting an R1 or R2 Residential Zone.
- (c) Any exterior lighting or illuminated sign shall be so arranged as to deflect light away from adjacent R1 or R2 Zones and “Dark Sky Compliant”.
- (d) A professionally prepared landscape plan shall be an integral part of the overall site design. The landscaping shall be maintained and replaced when necessary to ensure proper functionality and aesthetics:
  - i. enhance the pedestrian scale of the building;
  - ii. screen views of unsightly elements, such as utility boxes;
  - iii. soften hard edges visually;
  - iv. provide a transition between different use areas;
  - v. create an attractive aesthetic environment;
  - vi. create usable pedestrian areas;
  - vii. reduce energy consumption; and
  - viii. define specific areas and enhance architectural features.
- (e) Invasive or highly toxic plant species are prohibited as soft landscaping material. Native plants are preferred.
- (f) Site elements such as storage, shipping and loading areas, transformers and meters, bay doors, and garbage receptacles shall be visually screened from adjacent streets by vegetation or an opaque fence.
- (g) Garbage holding areas should be contained within buildings or, if adjacent to a building, be designed with adequate visual screening and pest prevention. In no case should large garbage containers be left exposed to the street.
- (h) All building entrances intended for the regular use by residents, tenants, or the public shall be safely connected to the nearest sidewalk or multi-use trail, or to the nearest road right-of-way in cases where neither a sidewalk nor multi-use trail is present, by a pedestrian pathway that is:
  - i. a minimum of 1.5 m (5.0 ft) wide;
  - ii. surfaced with concrete, natural stone pavers, or interlocking concrete pavers;

Appendix 'A'

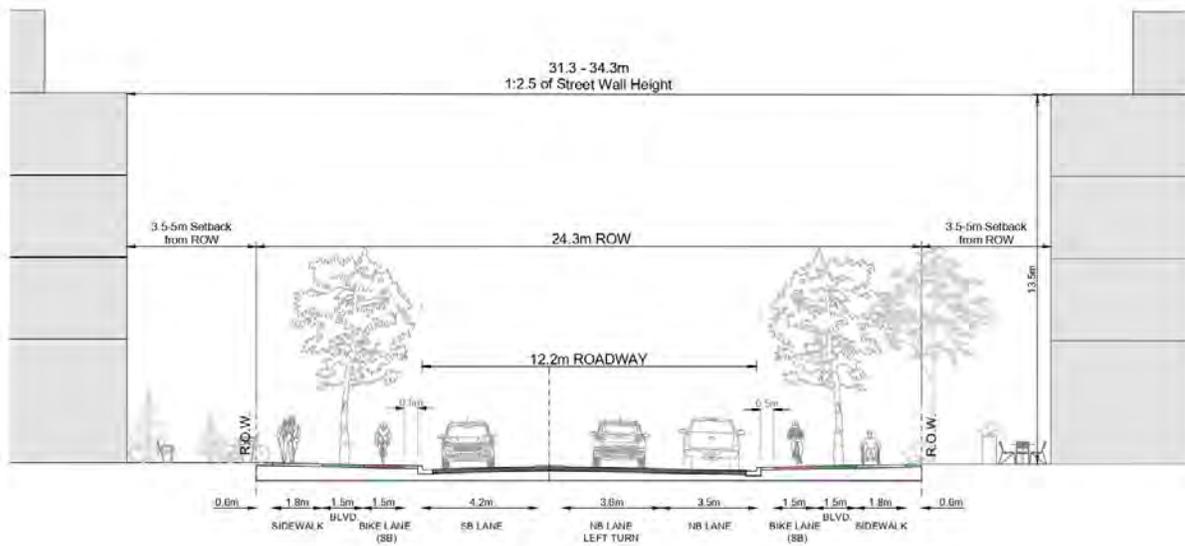
and

- iii. protected from traffic by physical barriers (curbing, planters, etc.) or by a grade differential between the pathway and the parking lot of 127 mm to 178 mm, except for portions of the pedestrian pathway crossing approximately perpendicular to a drive aisle.

**IMAGE 12.1.1 – Waterfront Mixed Use (WMU) Zone Road Cross Sections**

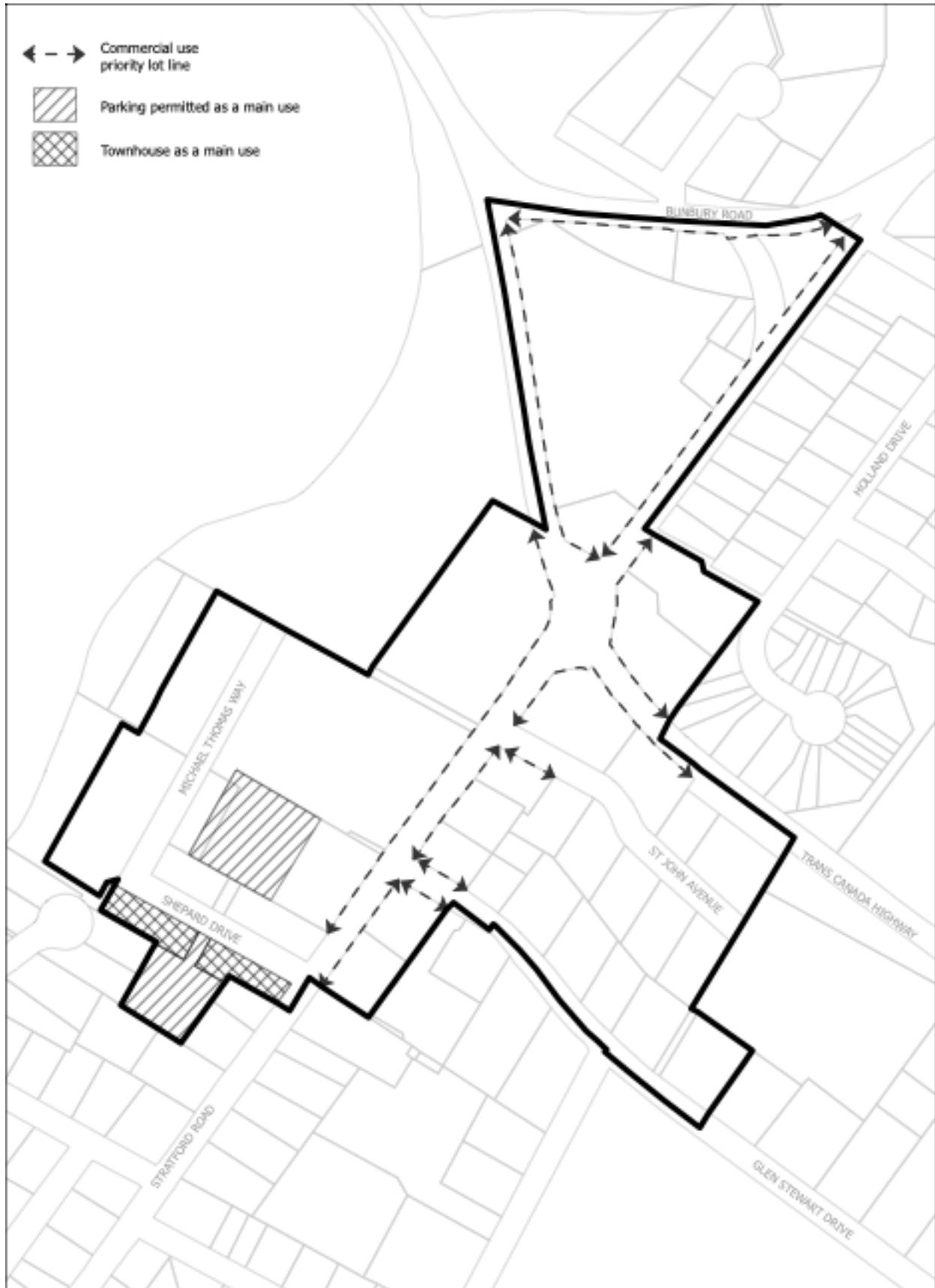


1: 1:2 Ratio  
Cross Section – Stratford Road/Glen Stewart Drive  
SCALE: 1:100



2: 1:2.5 Ratio  
Cross Section – Stratford Road/Michael Thomas Way  
SCALE: 1:100

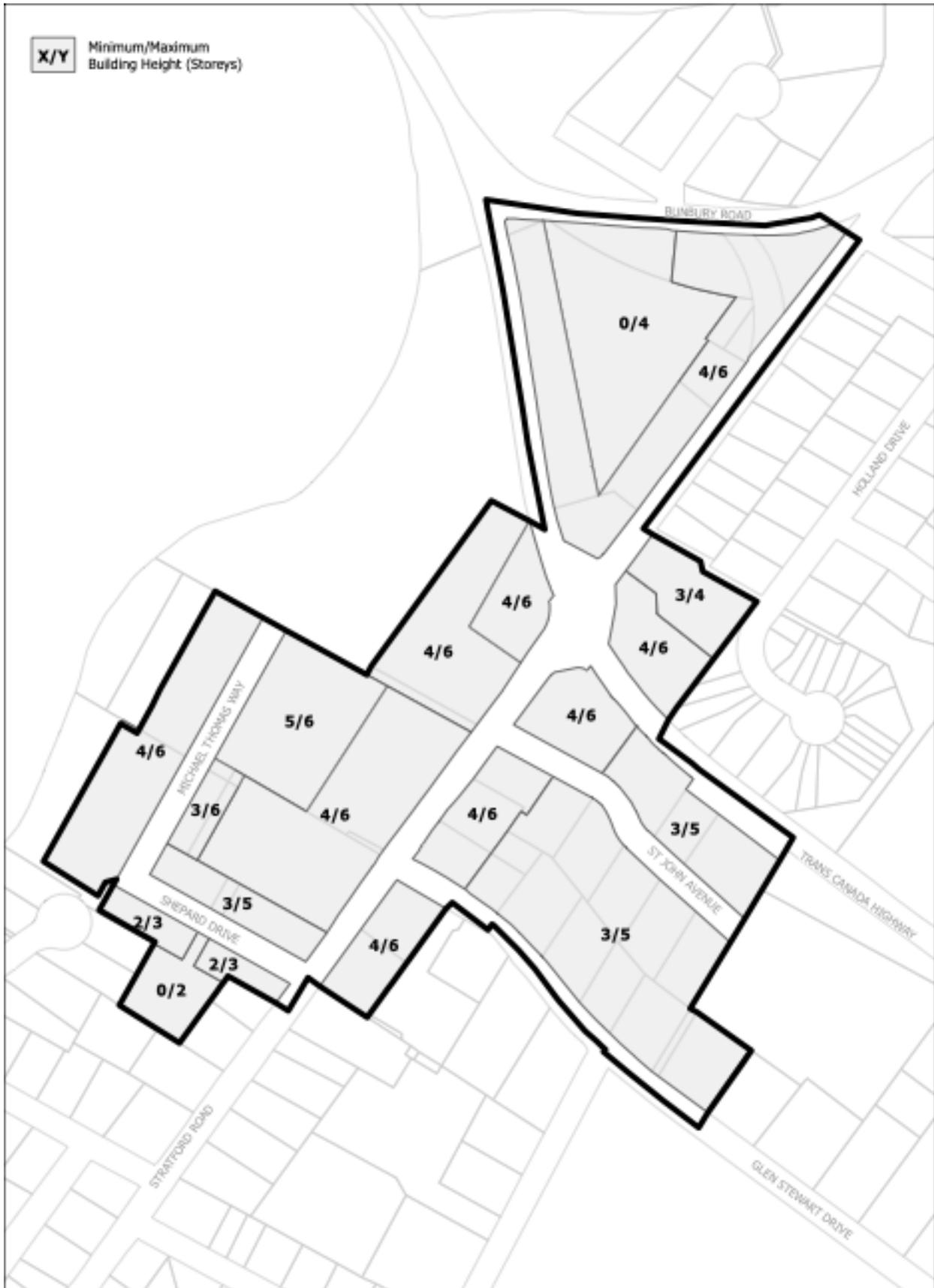
MAP 12.1.1 – Waterfront Mixed Use (WMU) Zone Land Use Priority Areas







MAP 12.1.4 – Waterfront Mixed Use (WMU) Zone Building Heights





Appendix B



Appendix B – Town of Stratford Zoning Map





# Town of Stratford Waterfront Mixed-Use Zone Amendment and Rezoning Summary

Town Council 1<sup>st</sup> Reading - Wednesday, September 10<sup>th</sup>, 2025

## About the Project

As part of the Stratford Plan Review, Town Staff are proposing the rezoning of 28 parcels along and adjacent to the Stratford & Hopeton Roads, to an updated Waterfront Mixed-Use Zone in order to facilitate more diverse and convenient development.

These proposed amendments envision a mixed-use neighbourhood that provides a comprehensive range of residential, retail, and commercial employment uses anchored by the amenity of the public waterfront spaces. Development of the Waterfront anticipates the following land use outcomes:

- Development along Stratford Road, the Trans-Canada Highway, and Hopeton Road to include ground floor retail and restaurant spaces to encourage vibrant, pedestrian-focused streetscapes.
- A mix of residential and commercial development throughout the Stratford Waterfront.
- Community-focused institutional spaces will be encouraged within the Bunbury Road/Hopeton Road corner.
- Prohibition of new Drive-thrus.
- Buildings up to 6 stories in height.



## Benefits

- Contributes to addressing housing shortage
- Increased commercial and residential tax base
- Efficient use of services
- Anticipated positive impacts on transit, route expansion, and ridership
- Increased demand for developing the Jr. High project sooner rather than later
- Local business start-ups
- Job creation
- Efficient and sustainable development
- Improved utilization of land
- Growing up instead of growing out
- Reduced parking and parking demand (0.5 spaces per dwelling unit)
- Convenient and efficient pedestrian movement

## Potential

- Estimated 1,500-2,000 dwelling units
- Estimated 3,900 population with:
  - Mixture of 1 & 2-bed dwellings
  - Apartment, Live-Work & Townhouse dwelling types
- Estimated 44,000 m<sup>2</sup> commercial space
- Enclosed parking garage



*Imagine that!*

## Rezoning

The figure here shows that of 41 parcels in the proposed area, 28 will be rezoned to Waterfront Mixed-Use Zone (WMU). The other 13 will remain Waterfront Mixed-Use Zones.

The parcels shown as Open Space (O1) and Waterfront Public Space (WPS) are not included in the application and will remain dedicated park and natural space.

There is NO proposed development within these areas.



## Rezoning Changes

The parcels along Shepard Drive and Michael Thomas Way will see 5 parcels rezoned to Waterfront Mixed-Use.

Waterfront Residential (WR) currently permits Townhouses up to 3 Storeys and Apartments up to 4 Storeys, with commercial use at ground level a conditional use. Parking will be at the rear of the property.

Proposed Rezoning changes would see heights increase to parcels on the Michael Thomas Way from 4 to 6 Storeys and the north side of Shepard Drive to 5 Storeys. Parcels on the south side of Shepard Drive will remain a maximum height of 3 Storeys and have set those parcels to be Townhouses as a main use.

*All but one of the parcels are vacant and have been since the motel operations stopped and the lots were subdivided.*



## Rezoning Changes (cont.)

The Low-Density Residential (R1) Zone parcel that is located behind the Townhouse parcels and backs on to the Single Detached Homes on Harbourview Drive and Stratford Road is also included in this application. This parcel has been identified as surface parking to support the community who wish to use the Michael Thomas Waterfront Park and would also help to support those wanting to visit the area for any new services.

As per the Zoning and Development Bylaw #45, parking lots abutting a residential Zone where there are eighteen (18) or more parking spaces require a landscaped Buffer area of at least 1 m (3.3 ft.) in height shall be planted on the adjacent bordering property for which the application is made and shall be maintained in a healthy growing condition by the Property Owner (Town of Stratford in this instance).





## Rezoning Changes

The (20) parcels along Stratford Road, Hopeton Road, Glen Stewart Drive and St. John's Avenue are a mixture of commercial and apartment residential uses. Parking is the predominant use at the front and commercial use at the rear.

Locating the buildings to the front of the parcel allows the following:

- Implementation of sound urban planning principles;
- Creation of vibrant communities;
- Provide services throughout the day and evening;
- Mixed-uses that are close to public transit routes; and
- Connections between these mixed-uses are not car-centric and accessible by all means of movement.

By implementing these urban planning principles in an urban centre, the less we need sprawl development on to existing agricultural and natural land.

Building heights would be increased from 3 to 6 Storeys on the Stratford & Hopeton Road and up to 5 Storeys along St. Johns Avenue & Glen Stewart Drive.

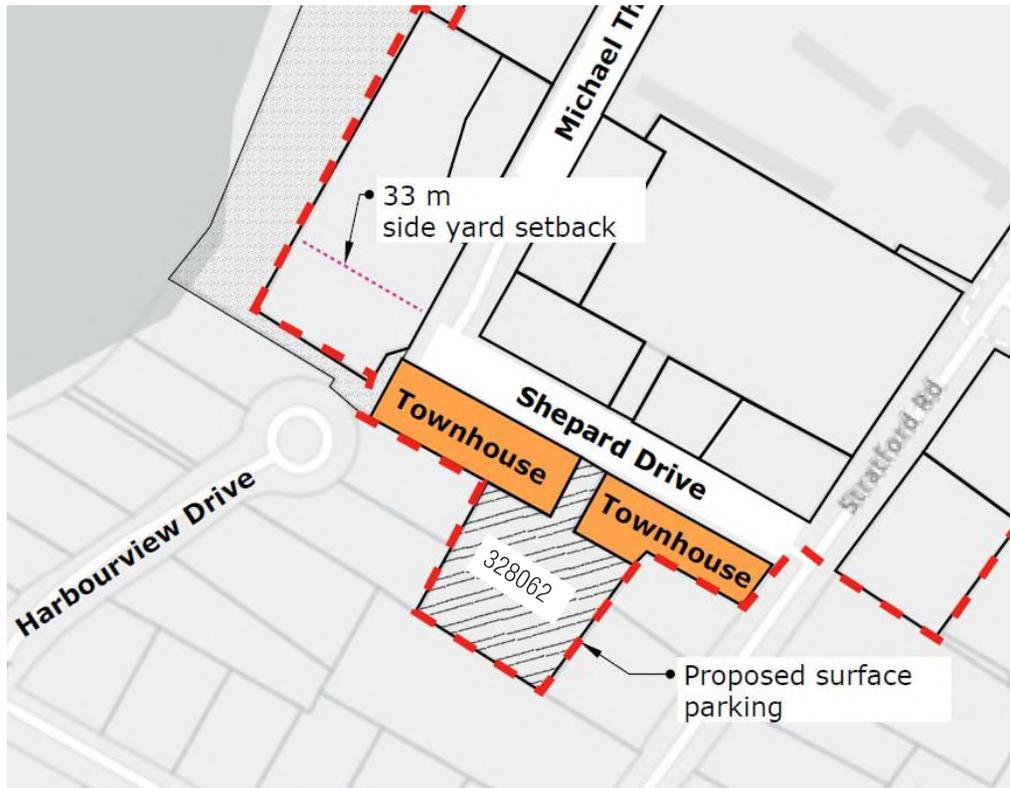
*Currently, there are only a few vacant parcels in this area.*

## Maintain View Corridors

The proposed amended Waterfront Mixed-Use Zone regulations for setbacks have been designed to maintain the view corridors that were identified in the 2021 Stratford Waterfront Core Area Plan. The setbacks proposed in the amended zoning regulations will allow for future roads or public corridors shown on the plan here.

The vacant parcel PID 328062 adjacent to Harbourview Drive cul-de-sac will have a 33 m side yard setback on the Harbourview Drive side to maintain a visual corridor from Shepard Drive, which will move development further back from the Harbourview Drive residents.





## Land Uses

In response to comments received regarding the parcels along Shepard Drive, the proposed amendment has identified the parcels backing onto low-density residential units as Townhouse style as the main use and will be a minimum of 2 and maximum of 3 Storeys. This is in-keeping with the permitted uses in the existing Waterfront Residential Zone for these parcels.

Both of these revisions will provide a buffer between the existing residential and future new development.

## Permitted Uses

Land Uses Permitted	Permitted in Waterfront Mixed Use	Permitted in the Existing Waterfront Residential
• Apartment Units, other than on the first floor;	Permitted as-of-right	Permitted as-of-right
• Business and Professional Offices;	Permitted as-of-right	All Commercial Uses Conditional Approval by Council
• Retail Stores;	Permitted as-of-right	All Commercial Uses Conditional Approval by Council
• Restaurants and Lounges;	Permitted as-of-right	All Commercial Uses Conditional Approval by Council
• Service and Personal Service Shops;	Permitted as-of-right	All Commercial Uses Conditional Approval by Council
• Banking and Financial Institutions;	Permitted as-of-right	All Commercial Uses Conditional Approval by Council
• Entertainment Establishment;	Permitted as-of-right	All Commercial Uses Conditional Approval by Council
• Institutional Buildings;	Permitted as-of-right	Not Permitted
• Hotels, Motels or other Tourist Establishments;	Permitted as-of-right	All Commercial Uses Conditional Approval by Council
• Health Clinics;	Permitted as-of-right	All Commercial Uses Conditional Approval by Council
• Parking Lots;	Permitted as-of-right	All Commercial Uses Conditional Approval by Council
• Parking Garages; and	Permitted as-of-right	All Commercial Uses Conditional Approval by Council
• Accessory Buildings.	Permitted as-of-right	All Commercial Uses Conditional Approval by Council
• Stacked Townhouse Dwellings;	Permitted as-of-right	Permitted as-of-right
• Townhouse Dwellings	Permitted as-of-right	Permitted as-of-right
• Passive Recreation Uses;	Permitted as-of-right	Not Permitted
• Parks	Permitted as-of-right	Not Permitted
• Nursing Home;	Permitted as-of-right	Not Permitted
• Child Care Centre	Permitted as-of-right	Not Permitted



## Parking

The proposed amendments would reduce the parking requirements for residential dwellings and commercial square footage . This is in accordance with the parking requirements of the Core Mixed-Use and Urban Core Zones, shown below.

Land Use	Current Requirements	Proposed Parking
Multi-Units Residential (6 or less)	2 Parking Spaces per Dwelling Unit	0.5 Parking Spaces per Dwelling Unit
Multi-Units Residential (6 - 19)	1.5 Parking Spaces per Dwelling Unit	
Multi-Units Residential (20 +)	1 Parking Spaces per Dwelling Unit	
Commercial or Office Space	Vary between 1 space per 4.7 sp. m up to 1 space per 37 sq. m.	3 Parking Spaces per 93 sq. m. (1,000 sq. ft.)

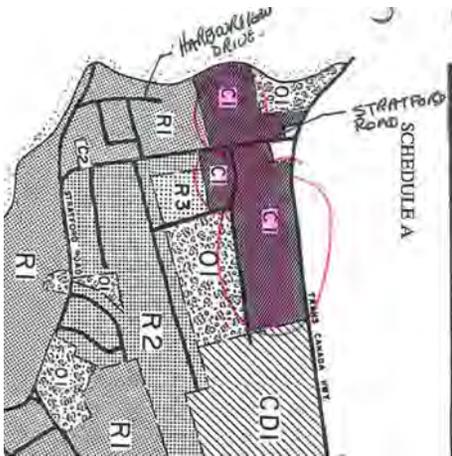
# Subject Area – Zoning History



The subject area is currently a mixture of commercial, medium density residential, and mixed-use zoned parcels. The proposed amendment and the nature of mixed-use development is not new to this area. As far back when the area was the community of Southport, the area was zoned for a mixture of commercial and medium-density residential land use and residential dwellings within a commercial building have always been permitted.

Revisions over the years have seen some parcels change in land use zone designations but there have always been a variation of multi-unit and higher density residential, and commercial which permits residential above ground floor, and a mixture of commercial uses.

## 1990 Southport Zoning & Subdivision Bylaw

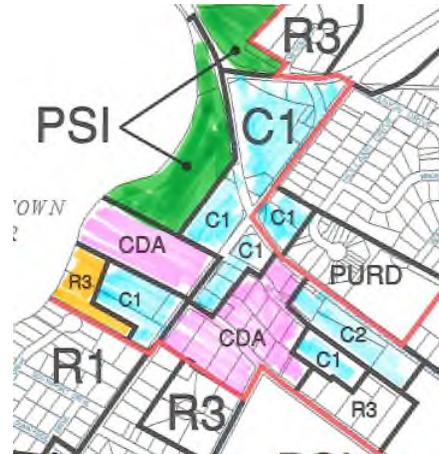


### Zoned for Commercial (C1) Zone

- Banks and Financial Institutions
- Business and Professional offices
- Parking lots
- Multiple family dwellings
- Hotels and motels
- Private clubs, and
- Restaurants.

Residential dwellings are permitted within a commercial building but above the first floor.

## 2006 Stratford Zoning and Development Bylaw



### Zoned for Commercial (C1) Zone

- Banks and Financial Institutions
- Business and Professional offices
- Parking lots
- Hotels, Motels and Tourist Establishments
- Restaurants and Lounges
- Entertainment Facilities
- Transient and Temporary Commercial

### Zoned for Multiple Family Residential (R3) Zone

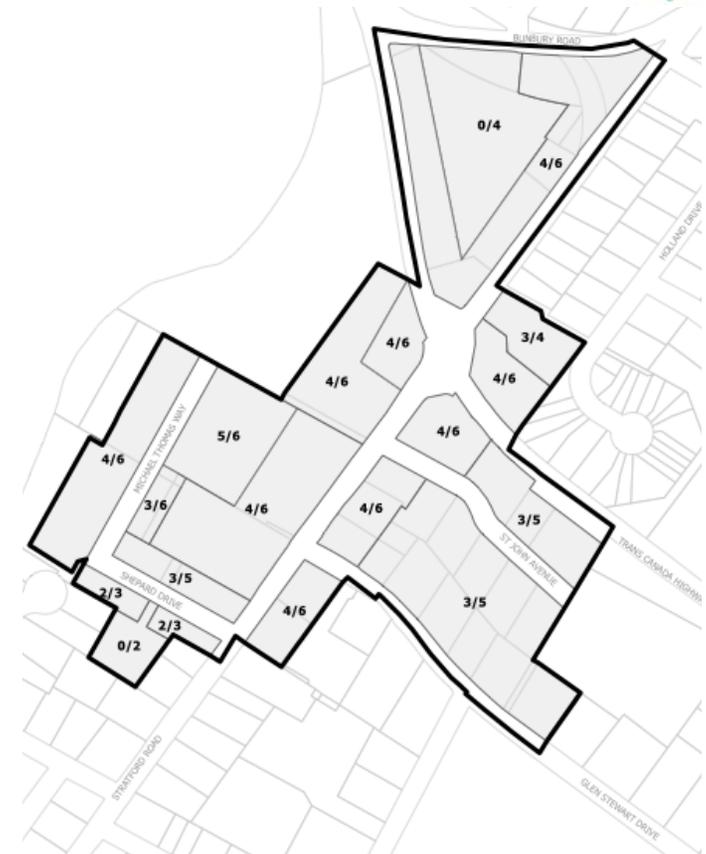
- Duplex Dwellings
- Townhouses (up to 3 Storeys)
- Apartments (up to 3 Storeys)

### Zoned for Comprehensive Development Area (CDA) Zone

Uses permitted in C1, C2, PSI and R3 Zones

## Design Guidelines

- The ground floor of buildings along key commercial streets shall have frequent entrances and a high proportion of glazing.
- Roofs along key commercial streets should be flat unless the roof forms part of a distinct architectural style.
- Building heights shall range from four to six stories, with buildings stepping down to a range of two to three stories as a transition to existing lower-density residential areas.



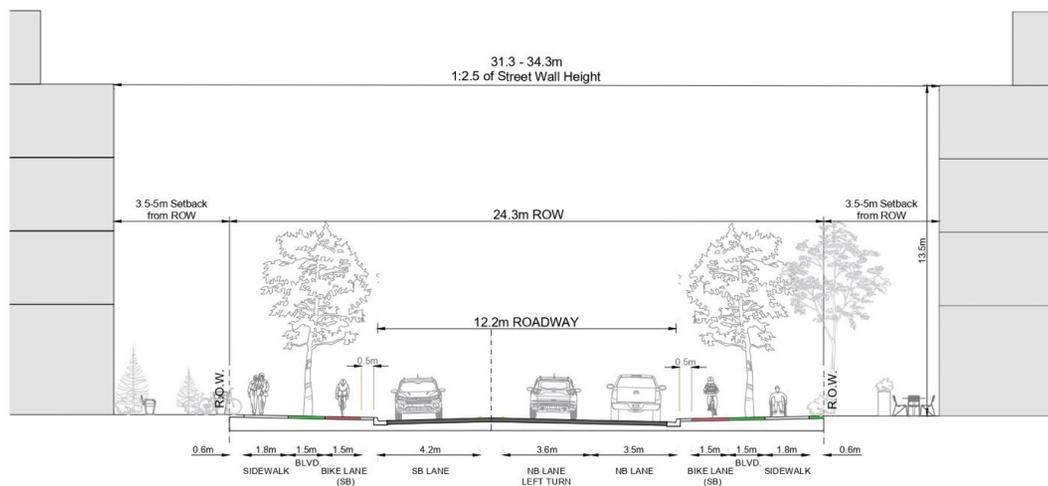
## Permitted Building Heights

- Currently mixed-use buildings and apartments are permitted up to 4 stories. Additional stories maybe permitted providing the development be deemed appropriate.
- The proposed amendment would see building heights increased to 6 stories but all floors above 4 will be required to be stepped back from the building façade.
- This is in-keeping with permitted development in the Core Mixed Use Zone (CMU).



## Design Guidelines (Continued)

- Buildings shall be located close to street lot lines to establish a strong “streetwall”, with some space between the street lot line and the building façade to provide room for activities such as café seating.
- Buildings shall be set back from lot lines shared with areas outside of the Waterfront Gateway but should otherwise be encouraged to have minimal to no setback from internal (side and rear) lot lines.



2 1:2.5 Ratio  
1.1 Cross Section - Stratford Road/Michael Thomas Way  
SCALE: 1/125

## Design Guidelines (Continued)

- Buildings adjacent to existing lower-density residential neighbourhoods shall—regardless of the use—have the outward appearance of town houses, including frequent entrances and visual distinction between narrow “units”.
- Underground parking is encouraged. Surface parking should be located inside or on rear yards except where the existing configuration of streets makes this infeasible.
- Landscaping designs shall be professionally prepared and should provide a transition between different land use areas, enhance the pedestrian focus of the area, and provide visual amenity to the Waterfront Gateway.
- New roads and the reconstruction of existing roads should provide a “complete streets” approach with ample room for pedestrians, amenity space for plantings and urban design elements, and active transportation infrastructure



## A New Look – Hopeton Road



## A New Look – Michael Thomas Way



## A New Look – Stratford Road & Glen Stewart Drive





## A New Look – Stratford Road





## Public Meeting July 21, 2025

The public meeting for this amendment was held on July 21, 2025. This was well attended with 30 residents signing in, including members of Planning Board and Council. The meeting was also live streamed online on the Town's YouTube page.

The Public were given the opportunity to provide comments on this proposal. The deadline for comments was July 25<sup>th</sup> at 4:00 pm.

Of the 124 written notification letters to property owners within the proposed area and parcel owners within required 150 m radius of the subject land, the Town only received 13 letters from residents, 2 in support, 2 in favour but against development along Shepard Drive and 7 against.

- Of the 13 letters, it was only clear that 2 of those residents reside within the 150m radius.

A formal objection letters to the application with 13 signatures from residents was hand delivered on July 31<sup>st</sup> to Town Staff after the July 25<sup>th</sup> closing date.

Additionally, Staff presented to the property owners of the lots proposed to be rezoned and they were in favour of the proposal.



## Summary of Public Responses

The comments made in the public meeting and the letters received are summarized below, in no particular order:

- In favour of this proposal, but the Town must ensure that there is access to public transit.
- On-street parking and parking requirements should be minimized and more underground parking where possible.
- The proposed overview looks blockish and will decimate the area. Previous plan was for buildings with more character.
- The proposed design will remove the waterfront views.
- Erosion should be considered with development close to the water.
- Concerns of loud music and entertainment going into the early hours.
- Concerns about where parking will be for all the new residents
- Concerning the traffic that will be created by the new residents, congestion is already a concern.
- Concerns of taking away parks and natural areas to build apartments.
- This proposal will create a closed off community and prevent residents from accessing the waterfront.
- Concerns with development in residents' back yards.
- This proposal will cause stress on the local schools.
- There should be a green buffer or park between the existing single detached units and the new development.
- This proposal could create a vibrant and successful community.
- This proposal will reduce the impact of urban sprawl and development of our agricultural and natural areas.
- This proposal will provide opportunities for a more walkable community with access to trails and services.
- Stratford doesn't have to become a city.
- Concerns of 6 storey buildings.

## Addressing the Concerns

- No park or natural area has been included in this proposal nor is there a plan to have the existing park zoned for development.
- Stratford has a Noise and Nuisance Bylaw to monitor any complaints or offences.
- Traffic Study may be required at application.
- Staff will review all applications in accordance with the Zoning and Development Bylaw requirements.
- A Boardwalk is being proposed to wrap around the new development on the natural and park lands.
- The boardwalk will also provide separation of development between residents on Harbourview Drive and Michael Thomas Way.
- This development will provide opportunities for new businesses and services within the area
- Apartments will require a minimum of 25% of the units to be 2 or 3 bed units.
- The proposed development will reduce the high-density development in more mature areas.

## Potential Phasing of Development



There has been conversation, and we are aware of property owners on Shepard Drive and Michael Thomas Way that are eager to move ahead with Townhouse developments. The motel site has lots of potential but no knowledge of intent for that parcel.

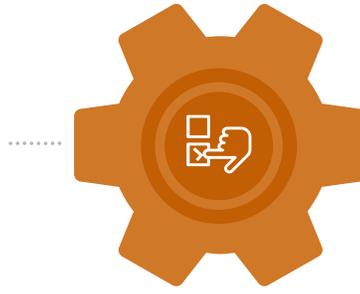
These changes are intended to plan for future development within the Town. It is not anticipated that existing buildings in the short-term would be torn down to allow this to fully build out. These changes streamline the variety of zones currently in place, the proposed amendment will make future development of the area more consistent and cohesive.



# Project Timeline

## Phase 4: Town Adoption

August – October 2025



## Phase 2: Draft Bylaw

February - July 2025



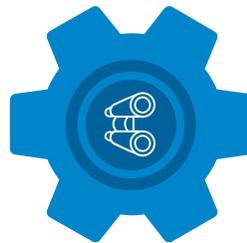
## Phase 3: Public Engagement

July 2025



## Phase 1: Visioning

August 2024 - February 2025





*Imagine that!*



To speak directly to a member of the project team, please contact [scarnall@townofstratford.ca](mailto:scarnall@townofstratford.ca)



To learn more about the project and participate in the online public survey, please visit [www.shape.townofstratford.ca/projects/proposed-waterfront-rezoning](http://www.shape.townofstratford.ca/projects/proposed-waterfront-rezoning)

## Scott Carnall

---

**From:** Wendy Watts  
**Sent:** Wednesday, July 30, 2025 1:42 PM  
**To:** Scott Carnall  
**Subject:** FW: Stratford Development

Scott, Please see below which was in my junk folder last week.

Thanks,

Wendy Watts (she/her)  
Community & Business Engagement Manager  
Town of Stratford  
234 Shakespeare Drive | Stratford, PE, Canada C1B 2V8 Phone (902) 569-6921 | Cell (902) 213-5227 | Fax (902) 569-5000 [wwatts@townofstratford.ca](mailto:wwatts@townofstratford.ca) | [www.townofstratford.ca](http://www.townofstratford.ca)

-----Original Message-----

**From:** [REDACTED]  
**Sent:** Monday, July 21, 2025 10:42 AM  
**To:** Wendy Watts <[wwatts@townofstratford.ca](mailto:wwatts@townofstratford.ca)>  
**Subject:** Stratford Development

You don't often get email from [REDACTED]. Learn why this is important  
<<https://aka.ms/LearnAboutSenderIdentification>>

To Whom It May Concern At The Town Of Stratford,

This e-mail was inspired by a received notice about the RZ004-2025 zoning amendments, but this message is not strictly just about that, but Stratford's current trend towards overdevelopment in general.

I am just writing this to say that I am still strongly opposed to the Gray Group's development plan for Stratford, and any other development plan that destroys our natural green spaces and furthers the overdevelopment of our town. Having immediate access to natural wild spaces and having a low population density were the best things about living in Stratford, and all the development that's been happening in the last few years is effectively destroying both. I strongly disagree with the perceived notion that "growth" and increasing both the local population and population density are inherently good things. Increasing the population, and especially the population density, will only cause everything to get even more expensive, not to mention it will increase things like traffic, pollution, and likely even crime. I doubt there's any point in me writing this, as I honestly feel like everyone involved in the decision making process is deliberately prioritizing "growth" and profits over the local natural (undeveloped) environment, the desires of the residents, and also, arguably, the well-being of the town. I don't even follow the town council meetings anymore because it doesn't seem like there's any point. I am just writing this e-mail to make my opinions known.

Thank you for your time,  
[REDACTED]



## Scott Carnall

---

**From:** Wendy Watts  
**Sent:** Wednesday, July 30, 2025 1:34 PM  
**To:** Scott Carnall  
**Subject:** FW: Water front rezoning

Hi Scott,

This was found in my junk email folder but time stamp is previous to the deadline.

Sorry,

Wendy Watts (she/her)  
Community & Business Engagement Manager  
Town of Stratford  
234 Shakespeare Drive | Stratford, PE, Canada C1B 2V8 Phone (902) 569-6921 | Cell (902) 213-5227 | Fax (902) 569-5000 [wwatts@townofstratford.ca](mailto:wwatts@townofstratford.ca) | [www.townofstratford.ca](http://www.townofstratford.ca)

-----Original Message-----

**From:** [REDACTED]  
**Sent:** Thursday, July 24, 2025 3:12 PM  
**To:** Wendy Watts <[wwatts@townofstratford.ca](mailto:wwatts@townofstratford.ca)>  
**Subject:** Water front rezoning

You don't often get email from [REDACTED]. [Learn why this is important](https://aka.ms/LearnAboutSenderIdentification)  
<<https://aka.ms/LearnAboutSenderIdentification>>

To whom it may concern:

I'm writing to share my concerns about the proposed rezoning of land here in Stratford. I truly believe this proposal hasn't been properly thought through, especially when it comes to traffic impacts and the overall effects on our community.

Traffic is already a nightmare in this area, with long backups during peak hours. This project would only make things dramatically worse. Imagine the congestion! Adding high-rise buildings to an already notorious bottleneck would make living here unbearable. And let's be honest, the waterfront would likely become exclusive to residents of these new developments. Plus, the promises to respect the boundaries of the adjacent subdivision feel like empty words.

I strongly oppose this proposal in its current form, and I sincerely hope the council won't move forward with it. There has to be a better way to increase density that genuinely respects the livability of our town. A great starting point would be to work with the province to get a dedicated turning lane onto Stratford Road and to push for a much-needed second bridge.



## Scott Carnall

---

**From:** Wendy Watts  
**Sent:** Wednesday, July 30, 2025 1:35 PM  
**To:** Scott Carnall  
**Subject:** FW: Comments on Waterfront rezoning

Hi Scott,

This email was received in my junk folder but was received by the deadline last week. My apologies,

Wendy Watts (she/her)  
Community & Business Engagement Manager  
Town of Stratford  
234 Shakespeare Drive | Stratford, PE, Canada C1B 2V8 Phone (902) 569-6921 | Cell (902) 213-5227 | Fax (902) 569-5000 [wwatts@townofstratford.ca](mailto:wwatts@townofstratford.ca) | [www.townofstratford.ca](http://www.townofstratford.ca)

-----Original Message-----

From: [REDACTED]  
Sent: Thursday, July 24, 2025 10:57 AM  
To: Wendy Watts <[wwatts@townofstratford.ca](mailto:wwatts@townofstratford.ca)>  
Subject: Comments on Waterfront rezoning

You don't often get email from [REDACTED]. Learn why this is important  
<<https://aka.ms/LearnAboutSenderIdentification>>

To whom it may concern;

We are writing to provide comments on the proposed rezoning of land on the Stratford. We don't believe this proposal has been properly researched with respect to traffic or the effects on the surrounding area.

Traffic is already bad in this area and with long lineups at peak times and this will make it so much worse. The congestion will be terrible. Adding high buildings in what is already a choke point will make living in the area intolerable. The waterfront will only be accessible to the people who live there. Promises to respect the boundaries of the adjacent subdivision are just words with nothing to back them up.

We strongly disagree with this proposal in its current form and I hope that council will not move ahead with the project. There must be a better plan to increase density that respects the livability of the town. Working with the province to get a turning lane onto Stratford road and to push for a second bridge would be a good start.

Respectfully,  
[REDACTED]



## Scott Carnall

---

**From:** Wendy Watts  
**Sent:** Wednesday, July 30, 2025 1:35 PM  
**To:** Scott Carnall  
**Subject:** FW: Town Plan

Hi Scott,

This email was in my junk folder – my apologies but it was sent Friday prior to the deadline for responses.

Thanks,



**Wendy Watts** (she/her)  
Community & Business Engagement Manager  
Town of Stratford  
234 Shakespeare Drive | Stratford, PE, Canada C1B 2V8  
Phone (902) 569-6921 | Cell (902) 213-5227 | Fax (902) 569-5000  
wwatts@townofstratford.ca | www.townofstratford.ca

**From:** Jane Johnston

<[REDACTED]@hotmail.com>  
**Sent:** Friday, July 25, 2025 11:23 AM  
**To:** Wendy Watts <wwatts@townofstratford.ca>  
**Subject:** Town Plan

You don't often get email from [REDACTED]. [Learn why this is important](#)

It said on the news you wanted to hear from residents by July 25 about the proposal for the waterfront. I cannot find where to send it on the Stratford website.

I feel this parcel of land should be kept as a green space. As far as a town centre goes I think we have one up by Sobeys and the town hall. We do not need more businesses on the waterfront. We seem to think we need to build on every inch of nice waterfront property. I am against this proposal. It is not fair to the people who already live close to this property.

[REDACTED]  
Jane Johnston



## Scott Carnall

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**From:** [REDACTED] >  
**Sent:** Friday, July 25, 2025 2:06 PM  
**To:** Scott Carnall  
**Subject:** Waterfront Residential Rezoning Amendments, Johnson Comments

You don't often get email from [REDACTED]. Learn why this is important  
<<https://aka.ms/LearnAboutSenderIdentification>>

Dear Scott Carnall and Planning Committee

The following are my additional comments regarding and related to the rezoning of the proposed development, Stratford Waterfront Area. I have no objection to the zoning amendments. Any concerns I had were regarding the official plan (unpleasant, ugly architecture, parking and pop. density) were expressed at the July 21st public meeting. I also agree with others commenting about excessive building height (objecting, up to 6 floors), traffic flow at Esso, planning for a second bridge, restricting a bar, overpopulation density, resistance to changing neighborhood, traffic. I do not think all residents want Stratford to become City status.

We are local Harbour View Drive residents, (PID [REDACTED]) immediately abutting the boundary of (PID 328062) and the s/w narrow strip of land slated for the waterfront boardwalk extension. We have deeply grave concerns and object to the proposed boardwalk currently shown to completely hug our property line. This may be a separate issue than the rezoning however I would like to bring this to the attention of the Planning Committee and Recreation Committee. We do not object to the boardwalk, actually welcoming it, but we strongly object to its full length being within feet of our residential home. It is necessary to have a greater buffer zone to respect our privacy. In addition to violation of our privacy, as currently planned. We foresee increased noise, incursions onto our property, (dog and human) our motion detectors and video camera triggering on and off, theft and break in attempts increasing (we have experienced security breaches), totally unacceptable. We do not want a fence, but a wider buffer would help.

As you may be aware there currently exists a grass locally mowed trail from the Michael Thomas Statue along the waterfront to the foot of [REDACTED] Harbour View Drive and the sewage pump out station. We have lived alongside and experienced it for several years. It gets a lot of use and will see much, much more. We find this path acceptable as it provides us with a half-decent buffer area between privacy at our residential home and the trail. There must be a larger buffer, and the existing rough trail provides it. It still allows access the the water where the bank is cut out. It would be deeply appreciated to have adjustments made to have this beautiful boardwalk follow the existing groomed path along the waterfront and not encroach and infringe upon the neighboring property.

Thank you for providing this means to communicate our comments and please pass this E mail to the appropriate persons or committees. If you would like my presence to provide you with more information, please do not hesitate to contact me.

Thank You

[REDACTED]  
[REDACTED] Harbour View Drive  
Stratford, PE, [REDACTED]  
Home # 902 [REDACTED]  
Cell # 902 [REDACTED]



**Scott Carnall**

---

**From:** [REDACTED]  
**Sent:** Wednesday, July 23, 2025 6:38 PM  
**To:** Scott Carnall; Stratford Consultation  
**Subject:** Waterfront

Some people who received this message don't often get email from [REDACTED]@[REDACTED].m. [Learn why this is important](#)

Good afternoon,

I'm writing to share my thoughts on the proposed waterfront rezoning currently under consideration. After reviewing the details of the plan and watching the meeting online, I have several concerns I hope Council will take into account.

Since 2013, residents of our town have contributed nearly \$5 million in taxes to address the longstanding sewage odor issues in the area. With that substantial investment from the public, it is disappointing to now see a proposal that would see this space surrounded by high-priced rentals and commercial buildings. This approach appears to limit public access and benefit private developers, rather than enhancing the area for the broader community. Furthermore, the proposal includes no designated parking for those who do not live nearby, which creates an impression of exclusivity and limited accessibility. I note that this may be by design in an attempt to force more people into public transit. The heights of the buildings itself will block water views heading west through the corridor and do not add to a feel of the area being a community park.

I am also concerned by what appears to be spot rezoning. A parcel near Shepard Drive has been included in the application, and until the July Council meeting, I had understood that the town was not in favor of spot rezoning. With this proposal originating from the Town itself, I'm now unclear on what qualifies as spot rezoning and how those decisions are being made.

Additionally, the proposed R2 zoning for properties along Hopeton Road raises questions. The introduction of six-storey buildings adjacent to single-family homes seems abrupt and inconsistent with the principle of gradual zoning transitions that I believed the Town supported. This contrast in scale would likely feel out of place and could have a negative impact on the character of the neighborhood.

Given the scale of this proposal and its long-term impact on the community, I believe it warrants broader public discussion and engagement. This redone would see long standing structures demolished for the sake of increased profitability of developers, and would drastically impact the overall feel of the community. Hosting a single public meeting on a Monday evening in the middle of summer is unlikely to capture the attention or participation this proposal deserves. If this initiative is being led by Council or a consulting firm on its behalf, I respectfully ask why it is not being integrated into the larger Official Plan consultation process.

Finally, I've noticed a growing emphasis on densification. While I understand the need to respond to federal funding opportunities, I believe this should be balanced with thoughtful consideration of how such changes affect our community's character and infrastructure needs both current and future. The mention of tackling "NIMBY-ism" in official planning documents is concerning—it risks dismissing valid

concerns from residents who care deeply about their town. Community feedback should not be seen as an obstacle, but as an essential part of good planning.

Thank you for your time and consideration. I appreciate the difficult work involved in shaping the future of our community and hope these points will be thoughtfully considered as you move forward with this proposal.

[REDACTED]

Birch Woods Lane

## Scott Carnall

---

**From:** [REDACTED]  
**Sent:** Friday, July 25, 2025 6:32 PM  
**To:** Scott Carnall  
**Subject:** In Support of the Waterfront Rezoning

You don't often get email from [REDACTED]. [Learn why this is important](#)

Hello,

I was at the recent public meeting about the proposed rezoning of the parcels of land surrounding the waterfront area near the Hillsborough Bridge.

I implore you to proceed with this rezoning proposal. Stratford is missing a "downtown" and a viable and enjoyable waterfront. Furthermore, if we choose not to densify the areas we have we will only continue the suburban sprawl that continues to erode at our agricultural lands and makes residents further dependent on cars in lieu of transit and active transportation.

I was aghast but not surprised at the attitudes that came from many at the public meeting. The entitlement and stubborn resistance to change is distressing. The Stratford I envision is one that is forward facing and embracing of our future as a diverse, walkable and self sufficient city.

The only way to accomplish this is by recognizing that Stratford cannot remain the bedroom community to Charlottetown that it has traditionally been. We are growing, but we are growing out and not up. We must embrace mixed use and mixed density development. We must create spaces where people can live without the need to own a vehicle.

When my children get older I want them to be able to bike/walk to an area that is friendly to active transportation, is vibrant and alive throughout the day, and has a variety of businesses and amenities. I don't want them relegated to sitting in a parking lot near Sobeyes in an idling vehicle.

Commenters said this development will cut off the waterfront. This is nonsense. At present I have no reason to bring my family to the waterfront area, there are no patios, no small businesses, no activities, and no park amenities. If my view from No Frills parking lot is affected, that is a price I am willing to pay in exchange for a waterfront park that I actually want to spend time at.

But I would hope that the town places some limits on the type of developments. I encourage you to mandate different types of housing, including 2 and 3 bedroom apartments, buildings with a portion dedicated to those of lower income or on social assistance, a preference or provision for co-ops. The last thing we need is a bunch of expensive micro-suits and 1 bedroom condos that become short term rentals and speculative investments.

In closing, please do not listen to the vocal minority that are opposed to any and all change. Just because they established themselves years ago, do not let them pull the ladder up behind them. Stratford can become a vibrant city in and of itself, not merely a suburb of Charlottetown. But until we can establish a "downtown" we will continue to be a commuter town.

9.

July 25, 2025

Town of Stratford  
Planning Department  
Attention: Scott Carnall

**RE: Proposed Waterfront Zoning Changes**

Dear Mr. Carnall

As a resident of Harbourview Dr (██████), I am writing to raise an objection to the current rezoning plan.

My objection relates specifically to the lots on the south side of Shepard Drive between Stratford Rd. and Michael Thompson way. (see also attached my marked-up version of your map – I have highlighted the lots in yellow)

These lots lie immediately adjacent to several single family residential properties.

It is our household's belief that any commercial or residential development of these properties would adversely affect the quality of living in the currently, very quiet Harbourview Dr. neighbourhood and therefore these lots should be excluded from the rezoning proposal.

Rather, we would like to suggest that these properties be re-zoned as a green belt to act as a buffer between our neighbourhood and future development on the north side of Shepard Drive (and beyond). Ultimately, the area could be turned into a small park perhaps with some playground equipment for the use of local families.

We appreciate your consideration of our viewpoint on this matter.

PS I am circulating this letter to all of my neighbours on Harbourview Drive.

Sincerely,

████████████████████  
████████████████████  
████████████████████  
  
████████████████████  
████████████████████



**Scott Carnall**

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**From:** [REDACTED] <[REDACTED]@outlook.com>  
**Sent:** Wednesday, July 23, 2025 5:25 PM  
**To:** Scott Carnall  
**Subject:** Re: Comments on development plans for area near bridge

You don't often get email from [REDACTED]. Learn why this is important  
<<https://aka.ms/LearnAboutSenderIdentification>>

Hi;

I watched to meeting re the above project online, and heard many valuable opinions expressed by residents. Their comments sounded quite reasonable and well thought out. It prompted me to think about how the development will affect the Town.

I moved to Stratford nearly 50 years ago, and I feel that the Town will have to consider that the growth rate is simply moving at a pace which far outdoes our ability to respond. Yes, Stratford is quickly becoming a city, but does it have to follow the examples of Charlottetown, Moncton, and Halifax where we are greeted by malls industrial parks, run down neighbourhoods, and commercial areas? Surely Stratford can do better than that. The plans for the area around the bridge do not represent the best use of the property. The Town, and therefore it's citizens, own the most valuable property in the Charlottetown/Stratford area, outside of Victoria Park. A similar park overlooking the Hillsborough River should be the goal of the Town. To allow private developers to disfigure the park to erect 4, 5, or 6 storey apartments, bars, etc., in such an important location cannot be permitted. As residents said at the meeting, they purchased their homes because it was a quiet, family-oriented location. To now change it into a neighbourhood of 5 storey apartments and bars would show that the Town does not care what the area becomes, and what the residents would be losing. Extremely unfair to say the least.

Of course, that does not even touch on the hard facts that Stratford does not have the sewer, water, and highway infrastructure capacity to handle the population, and traffic, which would ensue from the rapid expansion resulting from this plan. More apartment buildings, streets, intersections, lights, and traffic circles will not solve the issue of extreme congestion. We all know that it would take decades. I did hear at the meeting that the Province, not the Town, is responsible for most of those, but, as shown by the health care system, you cannot grow faster than you plan. It is still the Town od Stratford which has the duty to plan, and ensure, that these matters are under control. The Province has it's own priorities and it will do the Town no good to say it's not our problem, because it WILL be our problem.

I urge the Town of Stratford not to be swayed by a potential fist full of tax money. We need to try to retain the personality of our community, while undertaking sensible steps to allow the Town to develop into a jewel of a community.

Thank you for allowing me to express my thoughts on these plans. I hope the Town arrives at the best solution. We only have one chance to get this right.



**Scott Carnall**

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**From:** Office Admin  
**Sent:** Friday, July 25, 2025 12:00 PM  
**To:** Planning  
**Subject:** FW: Water front proposal



Jodi Corcoran (she/her)  
Administrative Clerk  
Town of Stratford  
234 Shakespeare Drive | Stratford, PE, Canada C1B 2V8  
Phone 902-569-1995  
[jcorcoran@townofstratford.ca](mailto:jcorcoran@townofstratford.ca) | [www.townofstratford.ca](http://www.townofstratford.ca)

**From:** [REDACTED]  
**Sent:** Friday, July 25, 2025 10:56 AM  
**To:** Office Admin <[officeadmin@townofstratford.ca](mailto:officeadmin@townofstratford.ca)>  
**Subject:** Water front proposal

You don't often get email from [REDACTED]. [Learn why this is important](#)

To whom it may concern:

Rezoning land/property because the federal government gave the town of Stratford money for the home escalator fund with a quid pro quo. Stating the town would require to build up without first seeking approval from the residents of the town in a form of a referendum is not surprising. The mayor and city counselors should never give residents autonomy away without first having a referendum with a question. If we take the money from the government we will be obligated to do this ie build up around the water front. Do you agree or disagree? The town people has the right to make decisions that affect them.

As far as climate change is concerned. It should prove to people if elected officials are willing to build up around the water there is no climate crisis. That is just a scare tactic, to get people to go along with UN Agenda. Climate changes all the time has since the beginning of time.

Wasting people's time at the meeting when everything is already predetermined is not right.



**Scott Carnall**

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**From:** Wendy Watts  
**Sent:** Thursday, July 24, 2025 9:30 AM  
**To:** [REDACTED]  
**Cc:** Scott Carnall  
**Subject:** RE: Rezoning of Land

Thank you for your submission. It has been shared with the Planning Department.

Thanks,



**Wendy Watts** (she/her)  
Community & Business Engagement Manager  
Town of Stratford  
234 Shakespeare Drive | Stratford, PE, Canada C1B 2V8  
Phone (902) 569-6921 | Cell (902) 213-5227 | Fax (902) 569-5000  
[wwatts@townofstratford.ca](mailto:wwatts@townofstratford.ca) | [www.townofstratford.ca](http://www.townofstratford.ca)

**From:**  
Cheryl

[REDACTED]  
**Sent:** Thursday, July 24, 2025 9:28 AM  
**To:** Wendy Watts <[wwatts@townofstratford.ca](mailto:wwatts@townofstratford.ca)>  
**Subject:** Rezoning of Land

I am writing to express my concern and disapproval of the proposed rezoning land on the waterfront. This is a terrible idea and is making us strongly considering moving somewhere else.

The traffic is already bad in this area and the proposed building will make it so much worse. The congestion will be terrible. And, putting up these high buildings on the waterfront will take away the water view from everyone.

I can't tell you how much I disagree with this proposal, and I hope that council will not move ahead with the project. There must be a better solution.

[REDACTED]  
Rosebank Road, long time Rosebank Road resident



## Scott Carnall

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**From:** [REDACTED]  
**Sent:** Sunday, July 27, 2025 6:40 PM  
**To:** Scott Carnall  
**Subject:** Glazing vs Bird Safe Glass & Lighting

You don't often get email from mccarthydm@hotmail.com. [Learn why this is important](#)

Hello,

I would like to see Stratford be a community leader in bird safe glass and to ensure glazing choices reduce the risk of bird fatalities. As you know, Stratford is along the Hillsborough River and a flyway for migrating and normal bird activities. Stratford has an opportunity to be a leader in safe glazing surfaces and to minimize artificial lighting to ensure nature is also respected. There is research on this topic and architectural guidelines.

<https://youtu.be/Wm7GaA67sOk>

<https://flap.org/>

<https://darksky.org/>

Thank you for your time and commitment to ensuring a naturally sustainable Stratford.

[REDACTED]  
[REDACTED] Keppoch Road  
Stratford, PEI



**Scott Carnall**

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**From:** Wendy Watts  
**Sent:** Friday, July 25, 2025 3:33 PM  
**To:** [REDACTED]  
**Cc:** Scott Carnall  
**Subject:** RE: New Stratford Plan Comments

Thank you for your comments. They have been received and will be included as part of the consultations.

Take care,



**Wendy Watts (she/her)**  
Community & Business Engagement Manager  
Town of Stratford  
234 Shakespeare Drive | Stratford, PE, Canada C1B 2V8  
Phone (902) 569-6921 | Cell (902) 213-5227 | Fax (902) 569-5000  
[wwatts@townofstratford.ca](mailto:wwatts@townofstratford.ca) | [www.townofstratford.ca](http://www.townofstratford.ca)

**From:**  
Edwin  
Jewell

[REDACTED]  
**Sent:** Friday, July 25, 2025 3:31 PM  
**To:** Wendy Watts <[wwatts@townofstratford.ca](mailto:wwatts@townofstratford.ca)>  
**Subject:** New Stratford Plan Comments

You don't often get email from [edwinjewell@gmail.com](mailto:edwinjewell@gmail.com). [Learn why this is important](#)

I was not at the meeting recently but would like to say I support the proposed new rezoning near the Hillsboro River.

My hope would be that consideration has been given to the increased traffic across the Hillsboro River Bridge. The bridge is already congested in the morning and evening rush hours. Traffic moves pretty good on an average day, however, if there is a lane interruption it really slows things down, sometimes considerably.

One of the keys to having a vibrant and successful community is having the foresight to look down the road 10, 25 or 50 years. To plan ahead for the larger population and the challenges that come with it.

The new schools are a good start.

The renovation to the old sewer area into a park looks great. Well done.

My wife and I have lived here for 5 years and love the town. Thank you to the council and staff for making this a great community.

Regards,



**Public Meeting**  
**VERBATIM MINUTES**

**FILE:** Ian Watson of Upland Planning on behalf of the Town of Stratford for RZ004-2025 General Text & Zoning Map Amendments to Town of Stratford Zoning and Development Bylaw #45 and General Amendments to the Official Plan Designation Map regarding the Stratford Waterfront Area

**DATE:** July 21, 2025

**TIME:** 7:00 p.m.

**PLACE:** Bunbury & Southport Rooms

**CHAIR:** Councillor Jeff MacDonald

**RECORDING** <https://www.youtube.com/live/MHh3Zw4oloU?si=nAbr2VbwXGccIC>

**LINK:** Og

**Chair Councillor, Jeff MacDonald**

Thank you very much folks. I will now call this meeting to order. We are here tonight for a presentation from essentially the applicant is the Town of Stratford with respect to our waterfront Mixed-use Zone amendment and rezoning proposal. I want to thank everybody for taking the time to join us this evening as well as those who may be joining us online. My name is Jeff McDonald. I am Chair of Planning, Development, & Heritage for the Town of Stratford. Just want to indicate a few things before we begin our actual formal part of the presentation.

If anyone wishes to comment formally on anything from tonight's meeting, the Town will accept written responses provided directly to the Planning Department by email or in writing until 4 p.m. on Friday, July the 25th, 2025. Please note the comments provided on any media platform are not captured as part of the written submission process. After the application has been presented tonight, there will be an open floor for any questions or comments on the application. Questions via social media will also be monitored and submitted to be read into the record and answered. To ask a question, please use a comment field on either YouTube or Facebook where you are viewing the live stream. As this is a public meeting, you are required to provide your name and address when asking a question.

Now before I turn the microphone over to Mr. Ian Watson of Upland Planning, I wish to review some of our procedures here that we are going to put in place for this evening. Now, to keep

this meeting uh moving in a smooth and orderly manner. The following practices and customs will be observed. Comments and presentation should focus on the nature of the merits of the likely consequences of the proposed application and must avoid the personalities or motives of the applicant. Comments should be focused on the application on hand and not on prior applications or proposals. All comments or questions are made to me as chair who will then decide who is responsible for answering the questions. There shall be no direct debate between members attending this meeting. Members attending this meeting should refrain from disturbing the assembly when presentations are being made or questions are being discussed. And in the interest of keeping everybody moving on schedule, presentations will be limited to 5 minutes for individuals or 10 minutes for groups. A request for additional time may be made and considered by the Chair.

I want to provide an overview of what exactly we're here to discuss this evening. The Town of Stratford Planning Department is proposing a rezoning of 28 lots from a combination of general commercial, highway commercial, low density residential, multiple unit residential, and waterfront residential to a new zone called Waterfront Mixed-use as shown shortly in an attached map and updating revisions to our Waterfront Mixed-use Zone in our Zoning and Development Bylaw. We are also proposing amendments to the Town of Stratford Official Plan to permit additional Mixed-use land uses to the adopted 2008 Core Area Subsidiary Plan and designate lots for Mixed-use Development. The Official Plan is currently underway review and will be revealed later. For now, we are dealing solely with the Waterfront Mixed-use proposal. And I would now call upon Mr. Ian Watson of Upland Planning to present his company's findings as it relates to this proposal.

### **Ian Watson, Upland Planning and Design**

Thank you, Mr. Chair. and good evening, everyone. My name is Ian Watson. I'm a Senior Planner and Partner with Upland Planning and Design. We have been working with the Town on the Wider Official Plan review but also on the specific project for the Waterfront Mixed-use area. Tonight, we are here to specifically talk about that Waterfront Mixed-use area and as mentioned by the Chair this is essentially an application made by the Town to amend its own documents. So, as mentioned by the Chair, we are looking at 28 parcels along Stratford Road and the TransCanada Highway, and looking to essentially rezone them all to one zone.

There's a kind of a patchwork right now. Some of the properties are currently zoned, Mixed-use. Some are R3, there's some C1 Waterfront Residential. There's a patchwork of different zones there that allow different things. And the proposal at its Core would rezone all these properties to Waterfront Mixed-use and then update the Waterfront Mixed-use Zone in ways that I'll talk about in a second.

So just to take a quick step back here, we would be amending two documents. The first is the Official Plan. And that's the kind of the overall vision for the Town and it does have policies that speak specifically up about this area that date from 2008. So those policies would need to be updated to accommodate this new vision and then the bulk of the changes would be to the Zoning Bylaw which is the regulatory document that controls use and height and those sorts of things. One other piece of context here, a bit of the why now is that the Town of Stratford has been successful in applications to the Federal Housing Accelerator Fund. And this is a Canada wide program administered by Canadian Mortgage and Housing Corporation. And essentially the goal is to increase housing in communities across Canada. I think it was a \$4 billion National Fund and Communities had to come up with projects that could help build housing beyond kind of the status quo to increase densification, speed up approval times.

And so, one of the Town's successful proposals for this program was to take Single-use Commercial Areas and make them Mixed-use and allow for housing in them. So, this Waterfront Mixed-use file or proposal here is it would help fulfill the Town's obligation under the Housing Accelerator Fund. So, the area now is currently a mix of zones but also a current mix of uses. So, there are some vacant lands, there are a lot of lands that are Commercial Use only currently: gas stations, street malls, that sort of thing. There are some Single-use Residential areas in the orange there, and some government lands as well. So again, it's a patchwork of different types of land uses. And one thing that I should mention with this is that with any of these zoning changes, the stuff that's there now you can continue. It's protected as a non-conforming use. So, this isn't forcing anybody to carry out, but it is providing a cohesive vision that landowners in this area can help build.

So, the objective in doing this and having the Town take the lead on this is to have a cohesive vision for this area. It is the gateway is one of the main gateways to Town. It's one of the first things you see coming into Stratford, so having this cohesive vision for how the area would develop to create a to create a town gateway. The Town is investing in the Waterfront Park. So having a walkable neighborhood grow up around that park and have people be able to use that amenity and benefit from that amenity. Having kind of a mid-rise Mixed-use development that kind of a gives that welcoming urban feel coming into the Town. Also taking advantage of active transportation connections in the area, roadway connections. It's a very well-connected area and it's very central to the region.

So, there's a lot of opportunity there to invest in these lands and to have them really act as a as a gateway to the Town. So, some of the benefits that we've been looking at in proposing this style of development is fundamentally tackling the housing challenge. Aligned with the housing accelerator fund. When kind of massing out the different the results, of what this

zoning could allow. There's something between 500 and 2,000 dwelling units. So, that's a substantial opportunity there. The Town has been growing rapidly and there is a need for housing units, and this is an area that can take them and take the pressure off other areas of town. There are existing services here, sewer, water. So, we're using those efficient those services efficiently. Which is cost-effective, lowers the burden on the rest of the community when it comes to servicing costs. Take advantage of transit, the road connections, areas for commercial development, job creation, and again that idea of having that gateway to the town.

A key part of this and again, the benefit of the town taking the lead on this this initiative and having this cohesive vision for the area is that we can through these proposed regulations have design guidelines that will help shape what this community looks and feels like this area of the community looks and feels like. So, some of the key provisions in those design guidelines is that areas along Stratford Road would be having to be non-residential on the ground floor. So, commercial primarily with a goal of having a bit of a walkable quote main street along there. Generally encouraging flat roofs in this area, whether they're used as they could be used as outdoor space for residents.

And then building heights in a range of four to six storeys kind of in the middle of the area and then stepping down towards existing residential neighborhoods to transition from that denser to the existing context. Another key piece in all of this is that as much as the proposed zoning would allow six storeys on some properties, above the four-storey zoning buildings would have to be stepped back. So, you'd have the first couple floors and then those upper floors would be stepped back. And the idea of this is it allows light into the street. It keeps a nice ratio of street-to-street width to building height. Makes it feel very pedestrian, very walkable. And it's not necessarily kind of overshadowing it. You get the building height, but you don't necessarily get the impact of it. Generally, buildings are to be located closest to the street with room in front of them for things like sidewalk, cafes, that sort of thing, but not so far back that it, you know, you lose that sense of walkability and that sense of urbanity and a place where people want to be.

For those areas where we are transitioning to existing neighborhoods, there's requirements building entrances and the kind of articulation of the front of the buildings to make them appear to be like town houses, whether they are that inside. Again, making that transition from this this proposed area to those established neighborhoods. The design guidelines encourage underground parking rather than surface parking and when there is surface parking to have it behind the buildings or to the side not in front so that again you don't have that big wide streets that aren't necessarily as comfortable to walk along.

There are also standards in the proposed regulations for new streets. There are a couple areas down to the waterfront where there could be a potential for new streets to be built to create more of a grid pattern, a block pattern. And so, there are standards in there in the regulations to guide those new streets and keep again that cohesive vision for the whole area. Keeping with the Mixed-use zone name, the list of uses that would be permitted in this area is mixed, so there are Residential multiple attached dwellings apartment buildings or condos or whatever they may be but multi-unit dwellings. So, there is that residential component, Townhouses, Stack Town houses, but then there's also a mix of commercial type uses restaurants, retail stores. I would call them, you know, that lighter commercial that you kind of want in a quote unquote main street sort of area. as well as institutional uses like childcare centers, um nursing homes. So, there can be that mix. You can kind of have that complete community where you can walk from your apartment to get a coffee or a jug of milk or that kind of thing.

These are some renderings. You may have participated a few years back in the Waterfront Plan for the public space that we worked on. And there were some renderings done that looked at they're focused on the park, but they also looked at the wider area. And so, kind of giving you a sense of what was envisioned at that time and kind of what's informed this piece of work as. And these are just some quick renderings. These are not necessarily at the end of the day, how this gets built out, will be up to the individual property owners. But these are some renderings to show kind of the effect of when you take a low-density kind of commercial area and put four or five storeys on it. What does that do to the feeling to the sense of streetscape. This is building on some previous work that was been done the 2021 Stratford Waterfront Plan that looked at the public spaces. You may have participated in shape Stratford which was looking at housing development and what types of housing were appropriate for the Town and the Town's housing needs as well as the active transportation plan that was done in 2023. It's all kind of feeding into this vision for a gateway to the Town and a Mixed-use area that's walkable, that's attractive, and that helps meet the community's housing needs.

And this is just to wrap things off here. This is just a rendering of if this was built out to its full potential what it could look like from the air, in terms of building massing and orientation to the street. So, and with that I'll hand it back to the chair. Thank you.

**Chair Councillor, Jeff MacDonald**

Thank you very much Mr. Watson for that very capable presentation. At this point in time, I would like to turn things over to those who are convened here for any questions or comments that people might have now. I'll just ask that people be orderly, I guess, if they do wish to come forward and just raise your hand and I'll indicate for you to come forward. And I'll just

ask that you provide your name and where you live in the town so we can record that uh for our deliberations at Planning Committee but also at Council.

**Dieter Friesen,** [REDACTED]

I personally am in favor of the density, and I think that it's important that we ensure there's a good public transit component to this. And it's good that there's talk of minimizing the number of street level parking in favor of underground parking, but I think you need to look at like parking minimums. If you're going to have good density, and you want to create a walkable downtown. You want people don't need a car at all. And you want to ensure that there's like ample and frequent public transportation that can get people from this new core to downtown. And uh I didn't necessarily see anything in the way of a transit hub or a bus loop as part of that presentation, but I just think it should be noted that. For example, living on a transit route and my working downtown on a transit route, it's not possible for us to take transit because it doesn't run at an appropriate amount of time. So as a result, we must drive. And so, I'm really hoping that any densification really considers the importance of increasing transit from Stratford to downtown because though we want to be our own town and I don't like to across the bridge to Charlottetown if I don't have to on the weekends. I would you know I would like to ensure that there's a transit component. So, thank you.

**Shawn Shea,** [REDACTED]

I have an inquiry as to whether this is a 28-lot proposal of review. I'm wondering if another lot could be added for 29 this type of a project. I have a property that bounds on Stratford Road to what you are reviewing and proposing, and the location of this lot is a residential lot. But surrounding it now, where it once was, you know, an appropriate and sought after residential lot. There's multi-unit building behind there's a multi-unit building to the other side. Four lots down there's a multi-unit building again across the road there's a commercial property. So, the pleasure of a single-family dwelling in that environment with all the exposures of the decks and families has diminished the residential for a single family but certainly would be appropriate I believe to be considered in this type of a current review that you are doing. So, I guess my question is simply that is if in fact in good faith that another property which is bounding on what you're reviewing could also be included in that.

**Chair Councillor, Jeff MacDonald**

I'll indicate here is just if you don't mind just sticking around till the end of the meeting maybe we'll get your contact information, and we could follow up with you about that. Appreciate that. Thank you. Anybody else?

**Richard Furlong, [REDACTED]**

The thing that I saw, especially your overview, they look blockish. Most cities in other than Chicago, Toronto is a terrible example. The waterfront becomes a decimated area. I'm afraid that this project that you're planning is going to cut people off because it's going to be residential and buildings. You're not going to have a view anymore. The view from this side is nice. You've got the whole harbor, Charlottetown, the Basilica port. Very nice. And if this project goes ahead the way you're talking about, I don't see any space for that. The other thing is if you're dealing with the feds, you will probably have to build some low-cost housing because they don't want \$2500 for things. So, I don't know what you never mentioned the fact that there would be low-cost housing and how that would manage. And the other thing is erosion. We are in a climate change and if you're going to build close to the water, I think that's fundamentally a bad idea now, because they're saying in Antarctica the ice things are melting. There's there could be a rise of 10 feet or more. Part of New York City would be under the water. So, I don't think we should be building close to the water anymore. Unless you're going to do stones like they have over on the other side.

Now, maybe what we should be doing is cultivating so that there is a space on the beach where you can have people go down and enjoy the view if they can't swim there, but if there were picnic tables or something where people could use the water a little bit, I think would be good. I just think to just put up a whole bunch of houses and block off basically the view for the entire town and to have it only for a few people. I don't know if that's such a great idea personally.

**Chair Councillor, Jeff MacDonald**

Thank you, sir. Anybody else? And certainly, no pressure for anybody either.

**Doug Johnson, [REDACTED]**

I wasn't going to say anything, but the first point that was made here about building and obstruction of view and the type of buildings. I had this conversation the last time before they built the waterfront towers. It was one of these build your own backyard type of guys that built that Waterfront. The design of the building is a square rectangle and I before they built that apartment building, there are several of who spoke up about the design of having it just a rectangular apartment building, normal something that you'd find 5 miles away up the street like you got right now. And the design that we originally proposed years ago for the Stratford Waterfront had beautiful buildings, not square rectangles or square boxes.

And I'd like to see some sort of design built that's nice. I mean, that's not up to the town of Stratford or doesn't have anything to do with zoning. It's just the point that build something

nice if there's going to be put on the most profitable piece of land in Stratford. That's all I got to say.

**Chair Councillor, Jeff MacDonald**

Yep. No, thank you, sir. Um, just to that point, it may not be a full answer now, but certainly in Mr. Watson's presentation, he touched on design standards and certain items that will be included in the Zoning Development Bylaw. So, it's a very good point. Uh something the Town's alive, too. We want to make sure that this area is as you said perhaps architecturally pleasing. I would suggest but like you noted, elements of that are going to have to come down to the individual developers who apply to develop land in that area. But very good points and certainly something that we absolutely need to take into consideration for sure.

**Doug Johnson**

As a follow up, for all these changes, for all these changes that are being proposed to zoning, is there some proposal on the books right now to have this take place currently. Like, is there people there ready to build as soon as this Bylaw is accepted?

**Chair Councillor, Jeff MacDonald**

That I can't say. I'm not keeping anything from you. I'm just not 100% aware of what developers' intentions are right now.

**Doug Johnson.**

Yeah, the hotel property. Does Hestra still own that?

**Chair Councillor, Jeff MacDonald**

I'm not sure, sir. I I'm not sure about that.

**Pat Martell,** [REDACTED]

Tim Banks had a proposal there a couple years ago just where the motel is or was and it was a lot smaller. So, what happened to that design?

**Chair Councillor, Jeff MacDonald**

I'm not sure that all I can say is that predated my time on council just a couple two or three years ago at the most. Yeah. I don't know.

**Pat Martell**

So just a lot smaller looked no large buildings or anything. I just wondered what happened to that idea.

**Chair Councillor, Jeff MacDonald**

Oh, Mr. Crosby's jumping in from the wings here. You might have some information for us on that.

**CAO, Jeremy Crosby**

Yeah, there was initial proposal for a motel unit and some other amenities, but it was very initial. We got one presentation on it, and they haven't been back since with a further proposal on that. So, we don't know where that stands at this point.

**Pat Martell**

You mentioned the Accelerator Fund. So that is not doesn't have to be on the Waterfront, right? You could get it up and that's the next question about the Gray Group has a plan for all that area between Sobeys and here.

**Scott Carnall, Longe Range Planner**

The Housing Accelerator Fund so the Town received 4.9 million based on seven initiatives that we had to meet with the CMC for increased densification in the town. So, the Town received that money to go towards budget for consultants and for Official Plan updates and then the Town would receive funding that some of that money to go towards the infrastructure projects. So, the Housing Accelerated Fund is about the whole Town of Stratford. So, one of the main focuses on CMC is removing the commercials and going to a more mixed-use development. So, we looked at the Waterfront area as an example where there currently is a mixed-use zone. So, we're just amending that pol that bylaw, but we're also bringing some of the other properties on the other side of Stradford Road to create more of a cohesive street property that would allow for more walkability for commercial access and new access services. But also increasing density in an area where that can already happen.

**Pat Martell**

What about the Grey Group project?

**Scott Carnall, Longe Range Planner**

So, the Grey Group project, they have going ahead that they're still going ahead. That's not part of this project. They have their own zoning that was done in 2023. So, they currently have a few projects ready or almost ready, but they also have a 25-year long-term goal to for all those up towers. So, it's not necessarily something that's going to happen overnight.

**Pat Martell**

So, but the money could be used the Accelerator Fund could go to that.

**Scott Carnall, Longe Range Planner**

No, the Funding from the Accelerator Fund would not be gone to the Gray Group. The Funding goes to the Town; we're currently doing the Official Plan update which is working with Ian and the consultants. We're doing some permit ready plans that will be cost effective for small residents to build Townhouses and small multi-units and then there's also funding towards an e-permit system and then from that infrastructure that we put in place we'll hopefully to invest more money in Town services.

**Pat Martell**

Okay. And you mentioned the entertainment establishments. That's bars?

**Scott Carnall, Longe Range Planner**

Yes. Yeah. They're currently already in that zone.

**Pat Martell**

They are. Yeah. Which where's the bar there?

**Scott Carnall, Longe Range Planner**

There's a whiskey on the other side.

**Pat Martell**

Oh, the Okay. I meant in this side. Yeah. But that's it.

**Scott Carnall, Longe Range Planner**

There is not there, but the zone is already zoned for that. So, there could be a nightclub, a bar, whatever. I wouldn't imagine a nightclub, but like yeah, there are services.

**Pat Martell**

And that's just right on the border of our neighborhood. So just like a few inches away, there could be a bar.

**Scott Carnall, Longe Range Planner**

I can't imagine that would happen. But there is a separation between the properties on Harborview which will be for the new trail for the new boardwalk trail that would take you

around the back of the apartments. But that zone is already approved for that. That isn't a change.

**Ian Watson, Upland Planning and Design**

If I may, Mr. Chair. I think one of the things too with the Mixed-use approach right now, a lot of that area is zoned for standalone commercial. And so, yeah, you could have a bar, and it would just be a bar and with all that entails. You know, part of the hope of moving towards this mixed-use approach is, you could still have that bar, but it would be on the ground floor of a multi-unit building, and that changes the character of it. You're looking more at the brew pub type place. You're not necessarily as the building owner wanting to have a bump and nightclub in the bottom floor of the of the building that you own for apartments as well. So, it kind of softens everything is kind of part of the idea with the mixed use, right?

**Pat Martell**

Because right now we can hear in Charlottetown if there's anything at the odd club or anything at Peaks Key. Yeah, you can hear every song they're playing and sing along with it if you want to, but not at 2 o'clock in the morning. And uh I think who had mentioned about the design of the buildings a little while ago I made a design of what would be nice in that area and this is Gateway Village in for Carlton and I thought nice buildings like that would be really good you know and it could be a center for PEI made products you know vegetables everything like that and so it's more like a smaller thing. But this other whether it belongs on the Waterfront and we lose our views. I think I have one more. That's it.

Well, you mentioned about parking and for Canada today. I don't know where everybody was able to go. Nightmare. So, parking is really a big issue there. And I think that's about it. So, you might want to address the parking.

**Scott Carnall, Longe Range Planner**

Thank you, sir. Yep. Thank you. Yeah, there is some plans for more parking in that area. Um but the apartments would have a reduced parking. It's like what we have done in the Gray Group area with I think it's half a stall per apartment, but we are looking for more parking towards the regarding the park itself.

**Laura Chapen. Shorefront**

Totally understand the need for housing. Probably as concerned as hearing some other people with the speck that has been done looking like it's a six-storey building in front of a five-storey building. Would something that's built along Michael Thomas Way be stepped back the way that you described it. You see we're there. And in terms of like would you be controlling if you had a bar that's facing shorefront which is a residential building like would

that be a consideration that the city would look at whether that was an appropriate place for that to be?

**Chair Councillor, Jeff MacDonald**

Yes, for sure. And I mean like all I'll say is absolutely hearing from everybody here today is part of this process. The last thing I would want anybody to have the impression of is that this is a done deal. So, this is exactly what this is going to look like. Certainly, a big part of why we have these public meetings is to engage with citizens to hear their concerns, hear their comments, try to incorporate those comments and concerns into this plan where possible. So certainly, you know, we've heard from a couple of people on that issue. Certainly, as Mr. Watson said, what we are aiming for is a neighborhood where people can live, can work, um can enjoy the amenities naturally and otherwise. So, we're trying to find that balance and so that's absolutely part of what we're considering here. So, to that point there can be no doubt that we're going to consider it on a go forward basis and it may be that certain of the uses that we're proposing become conditional for instance or something of that nature. Right.

**Laura Chapen**

Okay. So absolutely. Yeah. And the road the new road that would access Michael Thomas Way there actually is enough space there to create that?

**Ian Watson, Upland Planning and Design**

Yeah, we've modeled it out and there should be enough space down there to create an extension as well as down through here. And part of the way the regulations are written up is to keep those setbacks so that road would be possible and then also you again to keep those views as well that you have those kinds of view corridors coming down to the Waterfront as well. So, there would be that space there.

**Scott Carnall, Longe Range Planner**

And potential of adding the roads would also create more of a safer connectivity as well. By having more of an eye on the street, you'd have more frontage uh on the new roads that would allow for more activity and a safer connection around the around the neighborhood.

**John Drake,** [REDACTED]

I think we can see from the view of the potential design to me anyway, what's going to be one of the challenges to trying to create a downtown feel anyway in Stratford, and that is we have a four-lane highway running right through the middle of the community. And that of course is not only just to serve the residents in the less densely populated areas of the city who as we've heard earlier don't have access really to efficient transit that they can use at times

when they would like to be able to use it, but of course it's also you know a gateway to the rest of PEI. So, are there any thoughts in the project to sort of doing something to, I don't know how it would be done to try to control that flow of traffic to slow it down to create some of that feel because I don't know about other people in the room, but I've never seen an overhead view of Stratford that would show as few cars as that coming off the bridge. It just it's not realistic. And the other challenge, of course, that anybody who comes home, I usually deliberately avoid coming home till later, closer to 6:00, is that traffic at the end of the day. There's a huge amount, a huge number of cars that try to exit off at the intersection onto Stratford Road, and they can't do that because one of the lanes going straight through the intersection is a straight and a right hand as well. So, you'll often have people that are waiting on those lights, and the traffic will flow way back. So, with all that sort of congestion from those cars and the speed at which they travel through there, I guess my question is that being considered into the design of the project?

### **Ian Watson, Upland Planning and Design**

The province owns the roads at the end of the day. So, as the Town, we're don't have direct control over the roads themselves, but one of the, you know, one of the thoughts uh of having these buildings here along the TransCanada and having them close is it does change the character of that road from, you know, when you're driving down it and it's big and open and it feels like a freeway and you're speeding through. The same road with buildings beside it feels very different. It feels like an urban context and there is that psychological, I'm in a Town now. I need to slow down a little bit. So, you know, through the things that we have control over, in some ways, this was intentional to change the character of this stretch of road and make it feel more towny and less freeway, and how that will affect the way people view it.

### **Scott Carnall, Longe Range Planner**

And then also the province is moving ahead with some of those changes along that area. So, some of the displaced left turn will go some of the traffic is going to be moved onto the Bunbury Road traffic circle. that be there has been mentioned of the turning right from so they might see this road as more of beneficial for accessing some of those spaces instead of trying to come onto that Stratford Road there. So, there is an intention for a medium to come all the way down from the new traffic circle all the way to the to the to the four ways there. So, some of those street caring is some of the stuff that the province is doing. Um, we're just trying to provide some more connectivity for the people that are in that area and providing accesses to services that currently people don't have.

**John Drake**

Yeah. No, I was thinking of something like what they did in Hunter River. I don't know how long ago. now about 10 years ago and that's obviously a very busy road in highway 2, but they narrowed it in quite tightly with curbs and made it, you know, restricted it to a two-lane highway through there. Yeah. Um but I don't know if that would be possible with the volume of traffic that goes through here.

**Scott Carnall, Longe Range Planner**

But there's also because with the amount of parking that's currently front facing on a lot of those properties, that doesn't slow that traffic down. Those cars are going to keep going into those services. But if you move that traffic direction to behind those buildings, that's less cars coming off the main road right into people's walking areas.

**Chair Councillor, Jeff MacDonald**

So, we'll just want to make sure that we get everybody who hasn't had an opportunity to address uh the meeting yet and then we'll get we'll certainly get back to you in case there is. Okay. Is there anybody else who has not had the opportunity to provide any comments or questions? Uh, we'll now proceed, I guess, to round to uh you, sir, or whoever wishes to go first. I got I think I got three of you now.

**Doug Johnson**

Just one more issue on parking like where at the beginning of your presentation, you mentioned the number of populations increase and the number of families. Where are all these people going to park? Like right now the shorefront apartments, we're parking in overflow parking on the other side of the parking lot in front of the building.

Like the building that's likely going to go in next to shorefront, the lot is larger, saying the property is larger or the accommodations. Where are all those people going to park? And then you got all these buildings and there's hundreds of people in these buildings. Where are they going to park? Sure. I think that's going to be a huge issue. That's I believe you're right.

**Ian Watson, Upland Planning and Design**

So, a couple pieces of this. One is that the zoning regulations do require the provision of parking. So, a certain number of spaces for every unit. So, the developers would have to provide parking for residents and the regulations encourage it to be underground that doesn't require it but encourages it. So, there's the on-site parking is one piece. The zoning also there's a map that identifies some properties where parking could be permitted as a standalone use without a building. So that there could be a construction of parking lots or a

structure. So, there's an ability there to have kind of shared parking as well. And then the third piece of it is also just looking at this as a you know it's a bit of a chicken and egg thing when it comes to parking. Uh if all you build is parking you don't get communities where you don't need them. But there is that awkward transition phase where if you don't have enough parking, it's awkward. But you know part of the goal at the end of the day is to have a community here where people don't need as many cars. You know, where a family can get by on one or two instead of having one for every kid. Because the services that they need are closely available because it's on the active transportation trail that they can ride their bike to school. So, you know, there's a bit of a painful transition there, but having that community that you don't need as many cars is also part of the goal at the end of the day.

**Chair Councillor, Jeff MacDonald**

And as Mr. Watson said, part of this zoning that we're proposing does encourage the use of underground parking and of course encouragement could move to mandate depending upon you know our input and our comments and things like that. So certainly, it wouldn't be the only area of the town where that's featured and certainly something we'll take into consideration as well when we're going back and reviewing all the comments from here as well as potentially those who might be written in as well. Yeah. All right.

**Richard Furlong, Ducks Landing**

Yes. Um so I've got two things. Uh, first, I think parking is a big issue. And I think it should be more underground parking, not just optional. But the problem is where this land is located. Is it structurally safe to have underground parking? Because you're near the water and I don't know what the surface of the underground surface is like. So, is there been any studies to figure out? Because if you're going to have big areas of just parking, it's going to be very unsightly. And the other thing is a lot of the land that you're talking about has been a sewage place for years now. Is it even feasible that you should be building anything on that land at this juncture in time? like a lot of land must be left for many years dormant and let in all the other things natural environments for many years and I don't think this has been many years that Charlottetown has been taking the waste. So, I think that's something else that needs to be addressed because the land if people are kids are going to be playing in it and the earth has been turned up and turned over what effects is that going to have on health.

**Chair Councillor, Jeff MacDonald**

So, I'm not sure if it was a question or comment. I don't mean that in any negative sense. But if it is a question, I'll say now is I'll just reiterate that it is not the Town who's looking to build necessarily anything here.

**Richard Furlong**

We're looking because you're a public people and have been elected and stuff. It's your responsibility to make sure that those things are okay. And you need to address the people of the Town to tell them that it is okay. And then you can be sued later if it isn't because you cannot just go ahead and let developers do what they like because they do exactly that. You must have some kind groundworks for what you're doing, and I don't think you're being upfront with us about what you are planning on doing and what you have done to make sure that these things are addressed. Okay.

**Chair Councillor, Jeff MacDonald**

So, what'll indicate It is a question and asking you to respond. Okay. So, what I'll say about that is just like any other development, there must be environmental quality checks done on any property that's looking to be developed and that's a provincial standard and that's something that the Department of Environment handles. It doesn't necessarily go into zoning as such, but what I can state is that as part of our development process, any potential development must satisfy the Town that those checks have been performed. So, if that helps at all.

**Richard Furlong**

For example, the rocks that were put on the north shore where the person decided that they would cut off the beach, the province didn't do anything about it. So, the question is, you know, even them doesn't necessarily mean they're going to support the people. And this is what we need to know from you that this is something that is not going to be harmful to people down the road or if you're going to build a parking lot underground, whether the ground is able to handle that without having it collapse, which has happened in other parts of the country. In Elliot River. I think they had problems with uh that kind of a structural thing. So, these things are very important and need to be addressed now before these things are built and we have a mess down by the waterfront.

**Chair Councillor, Jeff MacDonald**

Right. So, just to that point again in any development application there would have to be usually storm water management plans, environmental management plans, things of that nature and that would have to be accompanied by usually some form of a testing that would indicate if there were concerns that you've indicated such as sewage groundwater, quality things of that nature. So certainly, no doubt and absolutely something that must be considered in any development.

**CAO, Jeremy Crosby**

When the lagoon system was decommissioned, it was an infill project actually and all the contaminants were removed and that area has been completely infilled. Plus, it's a Waterfront Park Area. We don't plan to do any substantial development on the actual Waterfront Park. There may be a small pavilion on the area that was not disturbed during the construction of the lagoon, but there are no environmental risks on that property. Now, we've already had that all clarified with the provincial government, and we've done all the remediation on that land. So, the area that you do see where there will be possibly some development is closer to the SO and that's on their property that hasn't been disturbed during the lagoon system. So, there is no, environmental concerns on that property anymore.

**Pat Martell**

But that street going from the apartment building straight up to Stratford Road. That's one of the ideas for the street, right? That's correct. Yeah. So, they come into that little intersection and if anybody has tried to get out of the ESO in the morning to get into there and yet now you have another road beside it where people are going to try to get out to Stratford Road. So, I just can you point where the ESO would be on that one traffic that would be a big traffic circle. I haven't heard of the traffic.

**Scott Carnall, Longe Range Planner**

So, the current ESO is located uh right in that corner there. So, the new zoning would not allow any new sort of like drive-throughs in the into that area. So, we wouldn't see any drive-thru projects. But regarding the ESO, the province has mentioned that they would like to look at the entrance into that parcel there because they don't like the way that people do speed around that corner there and people are waiting to come out of that. So, in theory there they might look at the new road as a new way of entering to that parcel to removing the access off the Stratford Road and changing the orientation just to remove some of that incident.

There are no left turnings going to be on that road anymore. So, because there's a median that's going to be going all the way from the intersection all the way to the new traffic circle. So, they'll only be right in out on those on those lots.

**Wilfred MacDonald, [REDACTED]**

One concern I see is we've got a 50- or 60-year-old bridge with lanes built on the side of it. This kind of development is probably going to need another bridge. I think the Town needs to look closely at that aspect with the with the volume of traffic. And Mr. Martell mentioned the fact that we've got a lot of congestion now at the ESO that's just going to grow. So, I think

there's a way of moving some of that traffic to another bridge or another option might be something we need to consider sooner than later.

**Marie Ohanley,** [REDACTED]

Would you be able to bring up this map again, please? I have 101 questions, but I'm not going to ask them all. First, I live in the little neighborhood that you're going to change completely. We are the residents who live at the end at that cul-de-sac and down. You said there was like R3s and there's R1 property in that little square. That's people's backyards. It's vacant land. Yes, but it's people's backyards. It's not my backyard. So, it's not NIMBI. It's not my backyard. I'll tell you that. But that's just not right that that will become this mixed-use zone. I don't understand what that mixed-use zone is other than it sounds like you can do whatever you want there. The other one on Shepard Drive, you have things that have changed. Could you define that for me please?

**Ian Watson, Upland Planning and Design**

So yeah, there is currently a Waterfront Residential Zone in this on some of the properties in this area as the name suggests allows Residential Uses. Maximum height I believe in that one's 35 ft. Is it Phil? Yeah, so the maximum height in that one is 35 ft. So, what we've done on the there's another map that's the maximum heights map in storeys. We've tried to keep these properties down here at that three-storey limit.

**Marie Ohanley**

According to the key though, you're going to change that to the Mixed Use meaning you can do whatever you want. So, I propose you don't do that. You should leave it as residential to give a buffer zone to the people who have already purchased homes in there who have put their life savings into a home. That neighborhood is impeccable. The people that live there, these are not mansions, but they're all well cared for. The yards are well cared for. There's pride of place in that in that neighborhood. It's not fair to them to suddenly have a nightclub right in their backyard.

That's not what we signed up for. We moved to Stratford to have a suburban lifestyle, not actually an urban lifestyle. So, we understand that it's commercial land in there in the middle and have no control over that. But that little buffer zone, you should not take that away. That's residential and should remain residential. It should not have anything in it. We really do struggle with the noise that comes from Charlottetown at night and in the in the summertime. So, we're dreading what's going to happen there and we don't think it's fair. I read through the entire thing on you on the very difficult to find website. I'll tell you how to do it folks. You go to the billboard, and you take the QR code and that's how you finally find this. And it talked about what the Federal Government wanted. And one of the things was NIMBI

(not in my backyard). Well, I think that's just a way of saying it's okay if it's in your backyard, but it's not okay if it's in mine. This isn't going to be in very few people's backyards, but for those of us that live there, it's going to make a big difference. I do have a few the parking is a major problem. I have siblings who live at Shorefront. We're up there all the time. There is no way there's enough parking there. They're on the street. They're outside. And if that's at the ratio that you're already describing, it's inadequate. The other thing that we don't have children in school anymore. They're through the group. But I was very active in the homeschool as my children were in in the uh school system. Our schools have been crowded. My kids are now almost 30. The school was crowded before they went to Glen Stewart. It's been crowded. It has been crowded the entire time they went to school. It's still overcrowded. There isn't room for one more child at Glen Stewart or Stratford Primary. Not one more child. So, if you're bringing in all these families, where are they going to go to school? Are they going to be zoned to Glen Stewart? Are they going to be bust back to Charlottetown?

The entertainment establishments when you say it's not likely that there be a bar, I don't think that's good enough for us. So perhaps if you can leave that buffer of residential, that might help. I understand about the need for more housing. I will say this, I don't understand why you want to do this project, this many people, this many roads, this much commercial establishment in this location. We have lots of other places you could put high density housing. I like Pat Martell's thing of build a smaller place with smaller buildings that are more appealing to other people. I don't see how this will make Stratford look more attractive as you come in from the bridge. I don't have any questions of the mayor.

**Chair Councillor, Jeff MacDonald**

Anybody else? All right, I'll just check to see now from some of our staff to see if we have any questions coming in from online. Okay, hearing nothing and I do not believe we received any written correspondence in advance of this meeting. So, I want to take this opportunity to thank everybody very much for attending here this evening and providing your questions as well as your comments. I do believe I indicated this earlier, but I really want to reiterate this that this is not something that we are telling you now that this is a done deal. We take this process very seriously and we take the comments that we received at these types of meetings very seriously as well as any written comments that we might receive as well. And we absolutely will need to factor that into our decision both at Planning Board but also certainly at Council., So I just want to indicate what the next steps are. For those who are interested, you can also provide written comments until this Friday at 4 p.m. by email to [scarnall@townofstratford.ca](mailto:scarnall@townofstratford.ca) or hand deliver that to the Town Center Planning Department. Upon that deadline passing, I will indicate the Planning Board is meeting for a discussion and

making a recommendation to Council on Monday, August the 4th, 2025. Town Council will then meet to consider the proposal for a first reading on Wednesday, August the 13th, 2025. And should a pass first reading, it would move to a second reading on Wednesday, September the 10th, 2025 for the second reading and adoption. I want to thank everybody for their courtesy and their respect for all who are meeting here tonight as well as those who have presented. It's certainly appreciated, and it goes very much forward towards building a better Town for those who are residing here now and in the future. Uh and so at this point I would adjourn the meeting. Thank you very much folks.



*Imagine that!*

July 4, 2025

Dear Property Owner:

**Re: *RZ004-2025 General Text & Zoning Map Amendments to the Town of Stratford Zoning and Development Bylaw #45 and General Amendments to the Official Plan Land Use Map regarding the Stratford Waterfront Area***

The Town of Stratford Planning Department is proposing a rezoning of 28 lots from a combination of General Commercial (C1), Highway Commercial (C2), Low Density Residential (R1), Multiple Unit Residential (R3), and Waterfront Residential (WR) to Waterfront Mixed-Use Zone (WMU) as shown on the attached map, and updated revision to the “Waterfront Mixed-Use Zone” in the Town of Stratford Zoning and Development Bylaw #45; and

Amendments to the Town of Stratford Official Plan to permit additional Mixed-Use land uses to the adopted 2008 Core Area Subsidiary Plan.

This proposed amendment envisions a mixed-use neighbourhood that provides a comprehensive range of residential, retail, restaurant, and commercial employment uses anchored by the amenity of the waterfront public spaces. Development of the Waterfront should achieve the following land use outcomes:

- Development along Stratford Road, the Trans-Canada Highway, and Bunbury Road will include ground floor retail and restaurant spaces to encourage vibrant, pedestrian-focused streetscapes.
- While a mix of residential and commercial development is permitted within all areas of the Waterfront.
- Development of community-focused institutional space should be encouraged in the triangular area south of Bunbury Road.
- Drive-thrus should be prohibited.
- Building heights up to 6 stories.

The map below are the subject areas for the zoning amendment application.

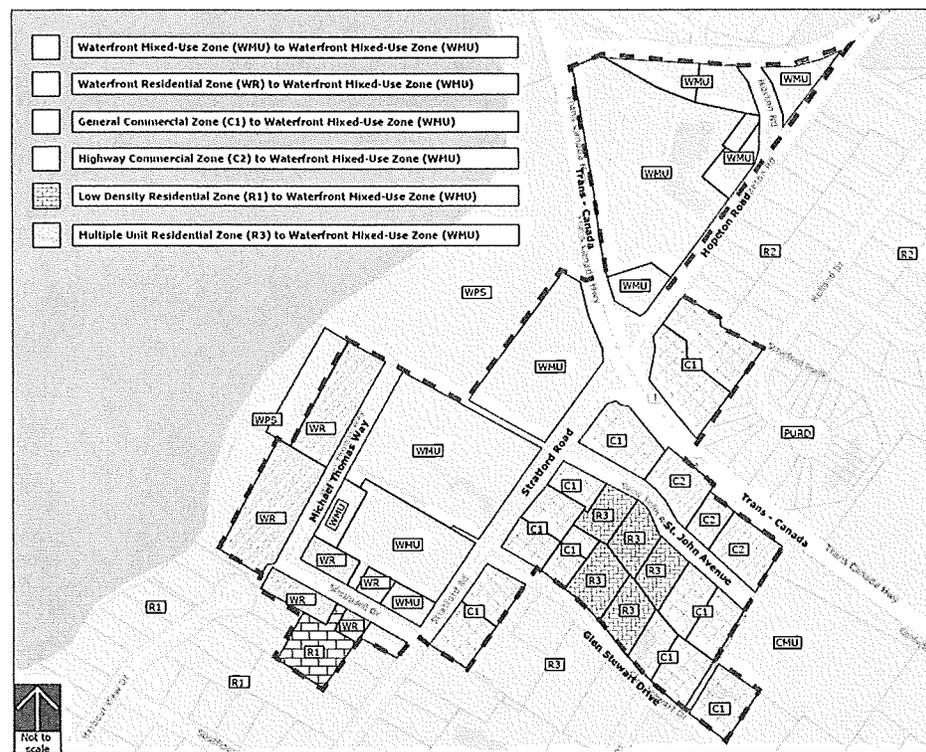
**Town of Stratford**  
 234 Shakespeare Drive  
 Stratford PE  
 C1B 2V8

t. 902.569.1995

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info@townofstratford.ca

www.townofstratford.ca



This amendment to rezone is born from the Housing Accelerator Fund initiatives to provide mixed-use development where possible, to permit residential units and to encourage new commercial development with the Town.

As per the following Zoning and Development Bylaw #45, Section 3.2 Amendment Procedures a sign shall be placed on every individual parcel of each proposed zoning amendment. The Town will be installing a sign on the parcels for rezoning over the next week and prior to notice to adjacent residents.

### Public Meeting

At the June 11, 2025, Town Council meeting, the Planning department presented Resolution PH027-2025 **RZ004-2025 General Text & Zoning Map Amendments** to the Town of Stratford Zoning and Development Bylaw #45 and **General Amendments to the Official Plan Designation Map regarding the Stratford Waterfront Area to call a Public Meeting.**

In accordance with section 3.2 Amendment Procedures of the Town of Stratford Zoning and Development Bylaw #45:

- 3.2.3. Council shall hold a public meeting to solicit input from residents on the proposed amendment request. At least seven (7) days prior to the meeting, the Development Officer shall post the date, time and place of the public meeting, together with the nature of the proposed amendment in general term:
- (a) in a newspaper circulating in the area and at least 2 occasions.

3.2.4. Council shall also provide written notice of the amendment request to all Property Owners wholly or partially within 150 metres (490 feet) of the boundaries of the subject property and **shall place a sign on the land being proposed for re-zoning** indicated that a rezoning request has been received.

The purpose of the meeting is to provide information via a presentation of the proposed development, allow the community to ask any questions and/or to provide verbal comments on the proposed development.

**Public Meeting Details:**

**When: Monday, July 21, 2025 at 7:00 p.m.**

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**Where: The Stratford Town Centre at 234 Shakespeare Drive in the Bunbury and Southport Rooms.**

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**Virtual Options: Facebook and YouTube livestream at <https://www.youtube.com/@townofstratford>.**

**Deadline for Written Comments: Friday, July 25, 2025 by 12:00 p.m.**

Final Comments, in writing, will be received until **Friday, July 25, 2025, by 12:00 p.m. (noon)**. Written correspondence can be delivered in person at the Stratford Town Centre addressed to the Stratford Planning Department, c/o Scott Carnall, Long Range Planner, 234 Shakespeare Drive, Stratford, P.E.I., C1B 2V8 or by email to [scarnall@townofstratford.ca](mailto:scarnall@townofstratford.ca).

All comments received in writing will have the commenters' personal information redacted for privacy and will be included in the agenda package for consideration by the Planning and Heritage Committee for a recommendation to Council. Council may make a decision to approve, deny, or defer the application. Verbatim public meeting minutes and written comments will be available to Council and the public in the Council agenda package. The Council meeting will also be livestreamed on Facebook and YouTube at:  
<https://www.youtube.com/@townofstratford>.

Should you have any questions, please contact the Planning Department at 902-569-6251 or by email at [scarnall@townofstratford.ca](mailto:scarnall@townofstratford.ca).

Sincerely,



Scott Carnall  
Long Range Planner

The 4 lots to be development have a combined lot area of approximately 6,292 m<sup>2</sup>. Stacked Townhouses require a minimum of 250 m<sup>2</sup> per unit, which means these four (4) lots have a development maximum of 24 stacked Townhouse Units. The buildings will have a varied color scheme so that they visually look like a standard Townhouse development and not just a single building. An example of where a varied color scheme was used to improve the visual appearance of development are the Townhouses along Williams Gate.

This is the second rezoning amendment request for these subject properties. The first request was in 2023, which sought to change the zoning to the Planned Unit Residential Development (PURD) Zone. This request was not passed by Council as it was deemed premature to rezone the land as the 3rd phase of the Kelly Heights subdivision had not yet started and the PURD zone could potentially allow development that would be out of character with both surrounding zones.

**RECOMMENDATION:**

That the public meeting required under Section 3.2.3 be held to solicit input from residents on this proposed rezoning application. The date of the public meeting will need to be determined.

**DISCUSSION:**

Councillor Ron Dowling inquired about the types of developments permitted in the proposed Kelly Heights Phase III subdivision. Town Planner Phil Rough responded that the zoning allows for Single Dwellings, Duplex or Semi-Detached Dwellings, Townhouses Dwellings with up to three (3) dwelling units and Stacked Semi-Detached Dwellings.

The Town Planner also noted there are currently more than five Semi-Detached Dwellings units in the area.

A Committee member asked if there were any reasons to consider voting against the application. The Town Planner replied that concerns had been raised in a previous application regarding building height and proposed variances.

The Committee Members then voted to recommend that Council approve a public meeting to gather input from residents on the proposed rezoning application.

# c **RZ004-2025 General Text & Zoning Map Amendments to the Town of Stratford Zoning and**  
- ) **Development Bylaw #45 and General Amendments to the Official Plan Land Use Map**  
# **regarding the Stratford Waterfront Area**

The Town of Stratford Planning Department is proposing the rezoning of 28 lots from a combination of General Commercial (C1), Highway Commercial (C2), Low Density Residential (R1), Multiple Unit Residential (R3), and Waterfront Residential (WR) to a new Waterfront Mixed-Use Zone (WMU) as shown, additionally the Town of Stratford Planning Department is also proposing amendments to the Town of Stratford Official Plan to permit additional a Mixed-Use land uses to the adopted 2008 Core Area Subsidiary Plan and designate these lots for Mixed-Use (*see attached RZ005-1&2*).

These proposed amendments envision a mixed-use neighbourhood that provides a comprehensive range of residential, retail, and commercial employment uses anchored by the amenity of the public waterfront spaces. Development of the Waterfront should achieve the following land use outcomes:

- Development along Stratford Road, the Trans-Canada Highway, and Hopeton Road will include ground floor retail and restaurant spaces to encourage vibrant, pedestrian-focused streetscapes.
- Promote a mix of residential and commercial development throughout the Stratford Waterfront.
- Development of community-focused institutional spaces will be encouraged in the Bunbury Road/Hopeton Road corner.
- Prohibition of new Drive-thrus
- Buildings up to 6 stories in height.

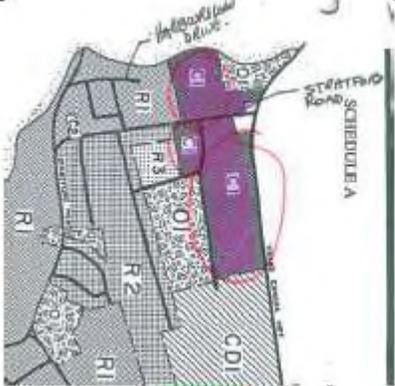
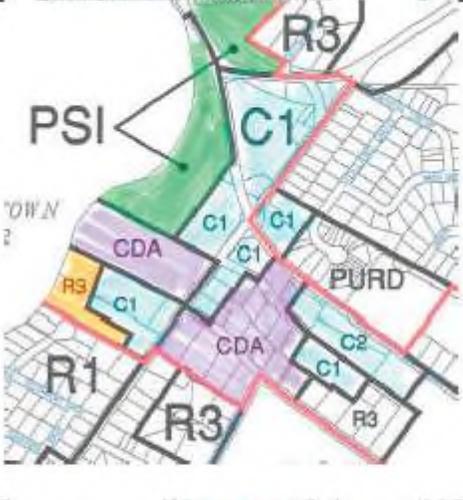
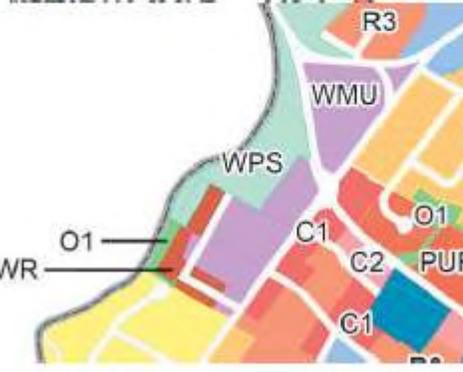
### **Regulation history of this area**

This proposed amendment has come from a need for the Town to be proactive in anticipated population growth expected in the Town. Good urban planning is about creating communities that are vibrant, provide services throughout the day and evening, residential that is close to public transit routes, connections between these uses is not car-centric and possible by all means of movement, by implementing these planning principles in an urban centre, the less we need to promote sprawl development on to existing agricultural and natural land.

The proposed subject area is currently a mixture of commercial, medium density residential and mixed-use zoned parcels. The proposed amendment and the nature of mixed-use development is not new to this area. As far back, when the area was the Community of Southport, the area was zoned for a mixture of commercial and residential land use and residential dwellings within a commercial building have always been permitted.

Revisions over the years have seen some parcels change in land use zone designation but there have always been a variation of multi-unit and higher density residential, commercial which permits residential above ground floor, and a mixture of commercial uses.

**Zoning Bylaw 1990 – 2025 Permitted Uses, but not limited to;**

	<p><b>1990 Southport Zoning &amp; Subdivision Bylaw</b>  <b>Zoned for Commercial (C1) Zone</b></p> <ul style="list-style-type: none"> <li>• Banks and Financial Institutions</li> <li>• Business and Professional offices</li> <li>• Parking lots</li> <li>• Multiple family dwellings</li> <li>• Hotels and motels</li> <li>• Private clubs, and</li> <li>• Restaurants.</li> <li>• Residential dwellings are permitted within a commercial building but above the first floor.</li> </ul>
	<p><b>2006 Stratford Zoning and Development Bylaw</b>  <b>Zoned for Commercial (C1) Zone</b></p> <ul style="list-style-type: none"> <li>• Banks and Financial Institutions</li> <li>• Business and Professional offices</li> <li>• Parking lots</li> <li>• Hotels, Motels and Tourist Establishments</li> <li>• Restaurants and Lounges</li> <li>• Entertainment Facilities</li> <li>• Transient and Temporary Commercial</li> </ul> <p><b>Zoned for Multiple Family Residential (R3) Zone</b></p> <ul style="list-style-type: none"> <li>• Duplex Dwellings</li> <li>• Townhouses (up to 3 Storeys)</li> <li>• Apartments (up to 3 Storeys)</li> </ul> <p><b>Zoned for Comprehensive Development Area (CDA) Zone</b></p> <ul style="list-style-type: none"> <li>• Uses permitted in C1, C2, PSI and R3 Zones</li> </ul>
	<p><b>2009 Stratford Zoning and Development Bylaw</b>  <b>Zoned for Waterfront Residential (WR) Zone</b></p> <ul style="list-style-type: none"> <li>• Townhouses (up to 3 Storeys)</li> <li>• Apartments (up to 3 Storeys)</li> <li>• Commercial uses on the first floor of a building (conditional)</li> </ul> <p><b>Zoned for Waterfront Mixed-Use (WMU) Zone</b></p> <ul style="list-style-type: none"> <li>• Apartments (other than first floor)</li> <li>• Banks and Financial Institutions</li> <li>• Business and Professional offices</li> <li>• Restaurants and Lounges</li> <li>• Entertainment Facilities</li> </ul>
	<p><b>2019 Stratford Zoning Bylaw – current</b>  <b>As per 2009 Stratford Zoning and Development Bylaw</b></p>

Existing Development within the Waterfront Mixed-Use Zones

The Waterfront Mixed-Use Zone, in its current form, is designed to create a downtown character using traditional built forms, materials and roof types familiar to the island.

- Building heights were to be between 2 and 4 Stories with the 4th storey required to incorporate the roof design.
- Brick should be incorporated into the exterior siding finishes.
- Parking should be internally circulated with any parking buffered by landscaping.

To date, there are only a few buildings on a Waterfront Mixed-Use Zone parcel and none of them meet any of the above requirements. Of all the existing sixteen (16) Waterfront Mixed-Use Zoned/Waterfront Residential Zoned parcels, there are seven (7) parcels that have been vacant since they were subdivided in 2016 (*see attached RZ005-3*)

## Proposed Amendments to Waterfront Mixed-Use Zone

### Land Uses

The proposed amendments will not see any significant changes to permitted uses in the Waterfront Mixed-Use Zone. All the uses that are included in the proposed amendment are all currently available in amendment area in some variation.



Along Shepard Drive, the proposed amendment has identified the parcels backing onto low-density residential units as Townhouses as the main use and will be a minimum of 2 and maximum of 3 Storeys. This is in-keeping with the existing Waterfront Residential Zone for these parcels.

### Parking

The proposed amendment would reduce the parking requirements for residential dwellings and square foot of commercial. This is in accordance with the parking requirements of the Core Mixed-Use and Urban Core Zones, shown below.

Land Use	Current Requirements	Proposed Parking
Multi-Units (6 or less)	2 Parking Spaces per Dwelling Unit	0.5 Parking Spaces per Dwelling Unit
Multi-Units (6 - 19)	1.5 Parking Spaces per Dwelling Unit	
Multi-Units (20 +)	1 Parking Spaces per Dwelling Unit	
Commercial or Office Space	Varied between 1 space per 4.7 sq. m up to 1 space per 37 sq. m.	3 Parking Spaces per 93 sq. m. (1,000 sq. ft.)

The proposed amendment also indicates two parcels for parking, a surface parking lot on the vacant R1 lot on Shepard Drive between Harbour View Drive and Stratford Road, and the existing parking lot at the CGI building which could be a future stacked parking lot (parkade).

### **Building Heights**

The proposed amendment will see building heights along Stratford Road, Hopeton Road and along Michael Thomas Way increase up to 6 stories, but all levels above the fourth floor must be stepped back to increase natural light and reduce the building mass impact at street level.

### **Waterfront Views**

The proposed amended Waterfront Mixed-Use Zone regulations for setbacks have been designed to maintain the view corridors that were identified in the 2021 Stratford Waterfront Core Area Plan. The setbacks implemented in the amended zoning regulations will allow for future roads or public corridors shown on the plan below. The vacant parcel PID 328062 has a 33 m side yard setback on the Harbour View Drive side to maintain a visual corridor from Shepard Drive, this also moves development further back from the Harbour View Drive residents.



### **Natural & Park Space**

The map below shows the existing natural and park space areas that are excluded from the proposed amendment. These areas will remain protected development other than a proposed pavilion east edge of the Michael Thomas Waterfront Park.



### Connectivity

The overall concept of this proposed amendment is to provide a more walkable community that has regular access to public transit, trails and all the active commercial services needed for a growing community. A community that is safe throughout the day and night. This will provide opportunities for Stratford residents to bring their commercial and professional services into Stratford and not in Charlottetown.

### Notification of Public Meeting

Sections 3.2.3 and 3.2.4 of the Zoning Bylaw outline the processes required for the provision of notice of the zoning amendment request for a public meeting. Notice of this application and the public meeting occurred in the following manner:

- 124 Notification letters were drafted and sent by Canada Post to the parcels that fall within the proposed amendment area and parcels within the required 150 m radius of the subject lands. (*see attached RZ005-4 letter to residents*)
- Ads were posted in the local Guardian Newspaper on 2 separate editions (July 12th & 19th)
- 28 signs were posted on all the subject properties within the proposed boundary area indicating that a Zoning Application had been made for the subject property.
- 5 Larger development signs were also placed within the area, 3 were placed on the Town's own Michael Thomas Waterfront Park, 1 on the Town's property on Shepard Drive and permission was granted to install a sign on the No-Frills site. (*see attached RZ005-4a Development Sign*)
- Notice of the public meeting was also posted on the Town's Facebook page.

### Public Meeting

The public meeting for this amendment was held on July 21, 2025. This was well attended with 30 residents signing in, including members of Planning Board and Council. The meeting was also live streamed online on the Town's YouTube page.

### Summary of Public Comments

The Public were given the opportunity to provide comments on this proposal. The deadline for comments was July 25th, 2025, at 4:00 pm. (*see attached RZ005-5 for verbatim comments*)

Eight (8) letters and emails were received, of the written responses in total from were received from adjacent landowners/residents, were received after the meeting.

Six (6) written responses received were against the rezoning, and

Two (2) written response received were in favor the rezoning.

Over a hundred (100+) property owners did not respond.

The comments raised in these letters are summarized in Section 3.2.2.(f). below (*see attached RZ005-6 for full redacted comments*).

A signed petition of residents from Harbour View Drive and Southport Drive in opposition to the application was received after the deadline for comments.

### **Planning Analysis**

Section 3.2 of the Zoning Bylaw outlines the procedure for amendments to the Zoning Bylaw.

Section 3.2.2 outlines the general criterion that need to be considered when reviewing applications for amendments to the Zoning Bylaw. These criteria are:

#### **a) Conformity with all requirements of the Zoning Bylaw.**

Currently the Town is undergoing a complete review of the Official Plan and Zoning and Development Bylaw, this proposed amendment is being completed as part of the review.

#### **b) Conformity with the Official Plan.**

The subject lands are designated for Residential Development under the Existing land use map in the Official Plan. There are a number of sections of the Official Plan that contain objectives and policies regarding the proposed development and zoning amendment.

Under Section 4.1.1 (Housing – Planning for the Future) states that *“The availability of land will influence the housing supply. The Housing Demand Study (2012) indicates that even if the pace of growth is slowed by changes in the economy and local market, a shift in land use policies to accommodate future housing activity is needed. This Plan supports a denser pattern of development and a mix of housing types to help accommodate continued growth. In addition, flexible housing options may help to allow seniors to remain in the Town as they age. Planning the future development and design of the Town to accommodate aging-in-place is shown to benefit not only the senior population, but the community as a whole. A shift to more diverse housing units and higher housing densities will also be a means to foster a more affordable housing market to attract new homeowners, young families and lower income families”*. This proposed amendment is an opportunity to build a development area already planned for higher density but through the amendment of the Waterfront Mixed-Use Zone (WMU), allows the Town to have more direction of the development possible to provide residential, commercial and recreational land uses through more walkable connections and public transportation. Attracting younger age groups to start a family or empty nesters to downsize and live in a friendly and active neighbourhood.

Under Section 4.2.1 (Housing), Stratford is a community where housing is responsive to the needs of the population. Subsection 1(b) states a goal of the Town is the *“identification of opportunities for zoning residential land to allow for smaller lot sizes and higher densities, without compromising the character of existing neighbourhoods.”* This proposed amendment is an opportunity to rejuvenate an area that has struggled to develop into the planned neighbourhood it was meant to be. Regulations in the existing zone and the development costs have left this area undeveloped. The

proposed amendments will permit higher-storey buildings and reduced parking to spark development.

Under Section 4.2.4 (Housing): *“Stratford is a community where housing developments are well designed, inclusive and connected to the community”*.

This proposed amendment will allow for a variety of housing types and in various locations, whether it be close to the water or near schools. The proposed amendment area is within close proximity to the Town’s growing active trail network, public parks and future amenities.

Under Section 4.2.5 (Housing): *“Stratford is a community where housing development is balanced with our ability to sustain resources and affordable service delivery”*. Subsection 5(d) Encourage high quality, higher density residential development in the Core Areas and adjacent to arterial and collector roads. This proposed amendment strives to rejuvenate an underdeveloped area of single use commercial and residential in and adjacent to the Core Area. Public transit already serves this area and the potential new services that would be possible would reduce the need for Stratford residents to cross the bridge.

Under Section 11.1.3 (Land Use Planning): *“While Stratford has developed a desirable appeal for “high-end” living during the past decade, Council will consider making amendments to the current residential zoning designations to promote and facilitate a range of affordable housing opportunities with increased emphasis on young families and our growing senior population, as recommended by our Housing Demand Study.”* The intent of this proposed amendment is to facilitate and permit opportunities for more varieties of housing typologies. While the Town does not have specific policies or mandates for affordable housing, the Town did enact a resolution to incentivize multi-unit housing, reductions and in some cases, remove development fees for developments that provide affordable housing units.

**c) Conformity with Provincial Land Use Policies pursuant to the Planning Act.**

The Town’s Official Plan and Zoning Bylaw was drafted and adopted in conformity with the provisions within the Provincial Planning Act. Any development application will need to comply with the provisions in the Plan and Bylaw.

**d) Suitability of the site for the proposed Development including the preservation of existing site features and earthworks.**

The proposed amendment does not propose a change to any natural areas, the parcels included are all zoned for development. All future development within the boundary area of this amendment will go through a comprehensive site plan approval process.

**e) Compatibility of the proposed development on surrounding land uses, including both existing and proposed uses.**

The proposed amendment would see an increase in height over the existing buildings and would see new developments being built closer to the front property line. This change is the aim of creating a more walkable community with accessible services.

**f) Comments from residents or other interested parties.**

Resident comments are taken into consideration by Planning Staff, Committees and Council partially because nobody knows a neighbourhood better than the residents that live there. As such, they can help staff identify potential issues or areas of the proposal that need improvement. We

believe that summary of the proposed amendment above will address the concerns summarized below.

The comments made in the public meeting and the letters received are summarized below, in no particular order:

1. I am in favour of this proposal, but the Town must ensure that there is access to public transit.
2. On-street parking and parking requirements should be minimized and more underground parking where possible.
3. The proposed overview looks blockish and will decimate the area. Previous plan was for buildings with more character.
4. The proposed design will remove the waterfront views.
5. Erosion should be considered with development close to the water.
6. Concerns of loud music and entertainment going into the early hours.
7. Concerns about where parking will be for all the new residents
8. Concerning the traffic that will be created by the new residents, congestion is already a concern.
9. Concerns of taking away parks and natural areas to build apartments.
10. This proposal will create a closed off community and prevent residents from accessing the waterfront.
11. Concerns with development in residents' back yards.
12. This proposal will cause stress on the local schools.
13. There should be a green buffer or park between the existing single detached units and the new development.
14. This proposal could create a vibrant and successful community.
15. This proposal will reduce the impact of urban sprawl and development of our agricultural and natural areas.
16. This proposal will provide opportunities for a more walkable community with access to trails and services.
17. Stratford doesn't have to become a city.
18. Concerns of 6 storey buildings.

Additionally, the Planning Staff and the consultants invited the property owners to a couple engagement sessions in the late 2024, and early 2025 to provide context for the Town's future growth. The Fall event was attended and there were no voices of concern from the property owners. During the engagements, conversations did revolve around need for parking reductions and height increases.

**g) Adequacy of existing infrastructure such as water, sewer, road, stormwater, electrical services, and parkland.**

All the parcels in the proposed amendment area are fully serviced. A comprehensive Stormwater Management Plan would be required and reviewed as part of the development permit/subdivision application process for the proposed development.

**h) The economic and environmental viability of any proposed utility, road extension or development and maintenance of public open spaces.**

No utility main extensions, road extensions, or open spaces are required

**i) Impacts of the proposed development on all modes of transportation including access and safety.**

The Town has had some conversations with the province and will continue to have discussions with the province to review the overall development plan for this area. The province is currently undergoing some road restructuring within the amendment area to help alleviate congestion.

**j) Compatibility of the proposed development on surrounding environmental, aesthetic, scenic and heritage features.**

There are no natural or park areas within the proposed amendment area, a stormwater management assessment would be required and addressed as part of the development permit/subdivision application process for the proposed development.

**k) Impacts on town finances and budgets.**

The development will see significant economic benefit the Town and it's residents by having a larger tax base using existing infrastructure more efficiently as well as the required capital contributions for the long-term maintenance of the utility system.

**l) Other matters as specified in this Bylaw; and**

The proposed development will have to comply with all the standards within the Zoning Bylaw during the development permit stage.

**m) Other matters as considered relevant by Council.**

This proposed amendment is in keeping with the intent of the Growth Study completed in 2024 the summary of the 2023-2024 CMHC Housing Supply Challenge (known locally as Shape Stratford). The goal of this project is to find innovative solutions to barriers around new housing supply. Housing supply is a critical issue affecting the community, with an anticipated shortfall in housing to meet population growth over the next 20 years. An increase in housing supply in the homeownership and rental market is necessary to ensure everyone has access to quality and healthy housing. This initiative aims to find solutions around barriers to new housing supply – by working together and having conversations, identifying, and closing gaps, and creating goals to achieve suitable housing for all.

**RECOMMENDATION:**

That Council grant first reading to RZ004-2025 General Text & Zoning Map Amendments to the Town of Stratford Zoning and Development Bylaw #45 and General Amendments to the Official Plan Land Use Map regarding the Stratford Waterfront Area.

**DISCUSSION:**

Long Range Planner Scott Carnall presented the item and clarified that the maximum permitted height along Shepard Drive and Michael Thomas Way is three storeys, as the area is predominantly zoned for townhouses.

Mayor-Steve Ogden highlighted the town's intention for the rezoning, noting that this initiative is part of the Housing Accelerator Fund. The goal is to convert commercial zones into mix-use areas to address housing needs. The Mayor emphasized that the Stratford Waterfront is key area for investments, and the town wants to encourage people to enjoy it and live as much as possible there.

This approach also aims to create a critical mass for businesses by taking advantage of the proximity of residents and costumers.

Long Range Planner presented the concerns raised during the public meeting. The primary objections from residents included the potential negative impact of the rezoning on existing neighborhoods, as well as new issues with parking and traffic congestion. Residents also voiced concerns about the loss of scenic views.

Long Range Planner emphaticised that the rezoning is intended to provide residents with easier access to additional services. He noted that the province is adjusting the road rights-of-way to help mitigate traffic congestion.

Planning Director Dale McKeigan added a comment, emphasizing the value of preserving green space along the waterfront. He also recognized the long-term benefits of the council's decisions. He commented the developed area will ultimately add value to both residents' lives and their properties. He concluded by expressing his belief that the development is "a good thing" and will be viewed as such in the future.

A Committee member noted that while they valued residents' opinions and their desire for what is best for their neighborhoods, they also acknowledged the town's valuable initiative. The member expressed support for the town's efforts to increase access to services and address housing issues.

Mayor Steve Ogden expressed that the town has invested in research and analysis to identify the best areas for investment. The reports highlighted the Waterfront area and adjacent lots as prime locations. The mayor stated that the intention is to make these areas accessible to as many people as possible and that a sufficient population is necessary to support new businesses and ensure sustainability.

The Mayor also addressed the new parking lot acquired by the town. He confirmed that its design follows good planning principles, including a vegetation buffer and setbacks. He emphasized that the parking lot is needed in the area and will benefit both residents and visitors by reducing on-street parking.

Mayor Steve Ogden highlighted residents' objections and concerns regarding future nightclub permits in the area. He stated that the proposal should provide more detailed information or be amended to mitigate residents' concerns.

The Long-Range Planner replied that, based on comments from the public meeting, new changes are being considered for the proposal. These changes include limiting the size and number of certain commercial establishments and implementing a buffer zone.

A Committee member suggested that the town should communicate with current businesses. The member proposed sending letters to clarify that existing businesses will not be removed and to specify the maximum building height for new projects. This would help reduce uncertainty among business owners.

The Long-Range Planner responded that the town has already been actively communicating through various channels, including signs on different lots and social media posts.

The Committee Members voted to recommend that Council grant approval to first reading for RZ004-2025 General Text & Zoning Map Amendments to the Town of Stratford Zoning and Development Bylaw #45 and General Amendments to the Official Plan Land Use Map regarding the Stratford Waterfront Area.

**DP092-2025 – JDLB Holdings Ltd– 95A & B, 97A & B Smallwood Terrace– Stacked Semi-Detached (SPU)– Permit use – PID 1178078**

The Committee Members then voted to recommend that Council approve a public meeting to gather input from residents on the proposed JDLB Holdings Ltd– 95A & B, 97A & B Smallwood Terrace– Stacked Semi-Detached application.

**10 OTHER BUSINESS**

**11 HERITAGE SUB-COMMITTEE**

- a) There was no Heritage Sub Committee meeting scheduled for the month of July.

**12 DATE OF NEXT MEETING**

- a) Tuesday, September 2, 2025, at 12:00 p.m. (noon).

**13 ADJOURNMENT**

- a) The Meeting was adjourned at 2:05 pm



# TOWN OF STRATFORD RESOLUTION

## PH037-2025 – OP001-2025 General Amendments to the Official Plan Designation Map regarding the Stratford Waterfront Area – 1<sup>st</sup> Reading

Motion Carried     X      
Motion Lost                       
Motion Withdrawn                     

Council Chambers  
Town Council

**September 10, 2025**

Committee  
Moved by Councilor  
Seconded by Councilor

Planning & Heritage  
Jeff MacDonald  
Jody Jackson

**WHEREAS** the Planning Department is proposing amendments to the Town of Stratford Official Plan to permit additional Mixed-Use designation to the adopted 2008 Core Area Subsidiary Plan; and

**WHEREAS** this Official Plan amendment stems from the Housing Accelerator Fund initiatives to encourage more residential, commercial, and mixed-use development where possible, within the Town; and

**WHEREAS** this General Text amendment has been developed in conjunction with RZ004-2025 Zoning Bylaw Amendments; and

**WHEREAS** in accordance with the Stratford Zoning and Development Bylaw #45, planning staff circulated written notice (124 letters/sent July 4, 2025) of the amendment request to all property owners within 150 metres (490 feet) of the boundaries of the subject property or properties, and placed multiple signs on the subject land; and

**WHEREAS** in accordance with the Stratford Zoning and Development Bylaw #45, notice of this amendment application and public meeting occurred through the placement of an advertisement in the local Guardian Newspaper on 2 separate editions (July 12<sup>th</sup> and July 19<sup>th</sup>) and was also posted on the Town’s Facebook page; and

**WHEREAS** a public meeting was held on July 21, 2025, at 7:00 p.m. and with the Town’s consultant Upland Planning presenting to those in attendance. Nine attendees stood up and asked questions of the presenters, comments were recorded in the minutes; and was live streamed on the Town’s Facebook pages and YouTube; and

**WHEREAS** residents were given until 4:00 p.m. on July 25, 2025, to submit their comments, and planning staff received 13 letters from residents before the deadline and one signed petition

after the deadline with various concerns around parking, its proximity to an existing mature neighbourhood, traffic congestion and other general concerns; and

***BE IT RESOLVED*** that Bylaw OPA01-2025, a bylaw to amend the Town of Stratford Official Plan 2014, be hereby read and approved a first time.

***This resolution bears the recommendation of the Planning, Development & Heritage Committee on August 4, 2025.***

This Bylaw received first reading and formal approval at the Town Council meeting of \_\_\_\_\_, 2025.

This Bylaw received second reading and final approval at the Town Council meeting of \_\_\_\_\_, 2025.

This bylaw was formally adopted by Council at a meeting held on \_\_\_\_\_, 2025.

This bylaw is hereby declared to be passed and proclaimed as a bylaw of the Town of Stratford on this \_\_\_\_\_ day of \_\_\_\_\_ 2025.

Witness the corporate seal of the Town.

\_\_\_\_\_  
Mayor

\_\_\_\_\_  
Chief Administrative Officer

This bylaw is hereby declared to be passed and proclaimed as a bylaw of the Town of Stratford

on this \_\_\_\_\_ day of \_\_\_\_\_, 2025.

\_\_\_\_\_  
Hon. Steven Myers,

Minister of Housing, Land and Communities



# TOWN OF STRATFORD RESOLUTION

## PH038-2025 – RZ004-2025 General Text & Zoning Map Amendments to Town of Stratford Zoning and Development Bylaw #45 regarding the Stratford Waterfront Area – 1<sup>st</sup> Reading

Motion Carried     X      
Motion Lost             
Motion Withdrawn           

Council Chambers  
Town Council

**September 10, 2025**

Committee  
Moved by Councilor  
Seconded by Councilor

Planning & Heritage  
Jeff MacDonald  
Jody Jackson

**WHEREAS** the Town is proposing the rezoning of 28 lots from the General Commercial (C1), Highway Commercial (C2), Low Density Residential (R1), Multiple Unit Residential (R3) and Waterfront Residential (WR) Zones to the Waterfront Mixed-Use (WMU) Zone as shown on the attached map) and revisions to the Waterfront Mixed-Use (WMU) Zone in the Town of Stratford Zoning and Development Bylaw #45; and

**WHEREAS** this amendment to rezone stems from the Housing Accelerator Fund initiatives to encourage more residential, commercial, and mixed-use development where possible, within the Town; and

**WHEREAS** this rezoning and text amendment has been developed in coordination with the OP001-2025 Official Plan Amendment; and

**WHEREAS** in accordance with the Stratford Zoning and Development Bylaw #45, planning staff circulated written notice (124 letters/sent July 4, 2025) of the amendment request to all property owners within 150 metres (490 feet) of the boundaries of the subject property or properties, and placed multiple signs on the subject land; and

**WHEREAS** in accordance with the Stratford Zoning and Development Bylaw #45, notice of this amendment application and public meeting occurred through the placement of an advertisement in the local Guardian Newspaper on 2 separate editions (July 12<sup>th</sup> and July 19<sup>th</sup>) and was also posted on the Town’s Facebook page; and

**WHEREAS** a public meeting was held on July 21, 2025, at 7:00 p.m. and with the Town’s consultant Upland Planning presenting to those in attendance. Nine attendees stood up and asked questions of the presenters, comments were recorded in the minutes; and was live streamed on the Town’s Facebook pages and YouTube; and

**WHEREAS** residents were given until 4:00 p.m. on July 25, 2025, to submit their comments, and planning staff received 13 letters from residents before the deadline and one signed petition after the deadline with various concerns around parking, its proximity to an existing mature neighbourhood, traffic congestion and other general concerns; and

**BE IT RESOLVED** that Bylaw # 45W, a bylaw to amend the Town of Stratford Zoning and Development Bylaw, Bylaw #45, be hereby read and approved a first time.

*This resolution bears the recommendation of the Planning, Development & Heritage Committee on August 4, 2025.*

This Bylaw received first reading and formal approval at the Town Council meeting of \_\_\_\_\_, 2025.

This Bylaw received second reading and final approval at the Town Council meeting of \_\_\_\_\_, 2025.

This bylaw was formally adopted by Council at a meeting held on \_\_\_\_\_, 2025.

This bylaw is hereby declared to be passed and proclaimed as a bylaw of the Town of Stratford on this \_\_\_\_\_ day of \_\_\_\_\_ 2025.

Witness the corporate seal of the Town.

\_\_\_\_\_  
Mayor

\_\_\_\_\_  
Chief Administrative Officer

This bylaw is hereby declared to be passed and proclaimed as a bylaw of the Town of Stratford

on this \_\_\_\_\_ day of \_\_\_\_\_, 2025.

\_\_\_\_\_  
Hon. Steven Myers,

Minister of Housing, Land and Communities



TAB	DESCRIPTION	DATE
66	YouTube Recording - <a href="#">September 10, 2025 - Regular Council Meeting - Stratford, PEI</a>	September 10, 2025

## Stratford Town Council Meeting Summary (September 10, 2025)

September 11, 2025



**For Immediate Release:** September 11, 2025

The following items were discussed at the regular monthly meeting of the Stratford Town Council held on Wednesday, September 10, 2025.

### **Agenda Approved**

The agenda was approved following an amendment approved by Council to reorder some items in the agenda.

### **First Reading Held for Waterfront Rezoning**

Two related resolutions were approved with 5-1 votes at first reading. These resolutions are related to proposed amendments to the waterfront area and will streamline the zoning to one zone, 'Waterfront Mixed Use', as well as establish uniform design guidelines across all properties. These changes, if approved following second reading and adoption, will apply to lands currently zoned in the area for new development or future redevelopment.

### **Subdivision Approved**

An application from the Stratford Business Park Corporation Inc. to extend Myrtle Street and create two new lots was approved by resolution.

### **Lot Consolidation Approved**

A resolution approved an application from CMLMT Holding Ltd. to consolidate parcel numbers 190173 & 529545 (approx.1.98 acres) and to extend Swallow Drive. The consolidation of these lots thereby subdivides the proposed new lot and creates two new lots for development within the Medium Density Residential (R2) Zone on the north and south sides of Swallow Drive.

A subsequent resolution related to the south lot was added to the agenda however it was later deferred to allow time to consider and review the resolution.

### **Second Reading & Adoption Held**

An application from Cornerstone Baptist Church to rezone PID 1016377, located at 295 Shakespeare Drive from the Town Centre Institutional (TCI) Zone to the Town Centre Mixed Use (TCMU) Zone, was approved by resolutions for second reading and adoption. The applicant is proposing the zoning change for the future creation of three medium density residential lots along Shakespeare and for the expansion of the existing institutional (church) building.

### **Sports Field Lighting**

A resolution was approved to award the respondent Hansen Electric Ltd. with the sports field lighting design and build services project for two ballfields at the Stratford Community Campus in the amount of \$783,000.00 (excluding HST).

### **Proclamation**

Mayor Steve Ogden proclaimed September as “Arthritis Awareness Month” in the Town of Stratford. The Arthritis Society of Canada has a 77 year history in Canada and recognize that arthritis is a serious disease that causes debilitating pain, restricts mobility and diminishes quality of life. Six million people in Canada (1 in 5) live everyday with the brutal realities of arthritis from which there is no cure.

-30-

For more information please contact:  
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Town of Stratford  
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Agenda: [September 10, 2025](#)  
Recording: [September 10, 2025](#)

**REGULAR COUNCIL  
REGULAR MONTHLY MEETING  
{UNAPPROVED} MINUTES**

**DATE:** September 10, 2025

**TIME:** 04:30 P.m.

**PLACE:** Council Chambers

**PRESENT:** Deputy Mayor Steve Gallant; Councillors Jody Jackson, Jill Chandler, Jeff MacDonald, Gordie Cox (arrived at 5:54pm), Ron Dowling, Jeremy Crosby, CAO; Jeremy Pierce, Deputy CAO, and Recreation Director; Dale McKeigan, Director of Planning; Phil Rough, Development Officer; Kim O’Connell, Director of Finance and Technology; Jeannie Woodard, Director of Infrastructure; Wendy Watts, Community and Business Engagement Manager; Corporal Paynter and transcribed by Neala Smallman

**EXCUSED:** Nil

**CHAIR:** Mayor Steve Ogden

**1. CALL TO ORDER**

We acknowledge the land upon which we gather is the unceded territory of the Mi’kmaq, we pay our respects to the Indigenous Mi’kmaq People of this territory past, present, and future.

Mayor Ogden called the regular monthly Council meeting to order at 4:30 p.m. and welcomed those in attendance and those viewing via social media.

**2. DECLARATION OF CONFLICT OF INTEREST**

Nil.

**3. APPROVAL OF AGENDA**

Councillor Cox advised he would be approximately 45 minutes late. As Chair of Recreation, Arts and Culture, Mayor Ogden requested that this item be moved further down the agenda. Council agreed to adjust the order as follows:

- Finance and Technology moved to Item 10
- Recreation, Culture and Events moved to Item 11

It was moved by Councillor Chandler and seconded by Deputy Mayor Gallant that the agenda be approved as amended.

## REGULAR MONTHLY COUNCIL MINUTES – SEPTEMBER 10, 2025

**4. ADOPTION OF THE MINUTES**

It was moved by Councillor MacDonald and seconded by Councillor Jackson that the regular monthly meeting minutes of August 13, 2025, be approved as circulated.

**5. BUSINESS ARISING FROM THE MINUTES**

Nil.

**6. PRESENTATIONS FROM THE FLOOR**

Nil.

**7. MAYOR'S REPORT**

Mayor Ogden gave an overview of his report as follows:

- Attended a kickoff event for the Eastern Canadian girls' softball championship tournament and provided welcoming remarks on behalf of the Town
- Two meetings with IRSA regarding a proposed housing and commercial development
- Enjoyed attending a summer social hosted by MP Kent MacDonald
- Meeting with MLA Jen Redmond to discuss Stratford issues
- Participated in a meeting with the Honourable Gregor Robertson, Federal Minister of Housing and Infrastructure and MP Kent MacDonald to discuss Federal funding for the Community Campus Wellness Centre
- Very happy to participate in an event at Michael Thomas Waterfront Park to announce Federal funding received through the Canada Communities Building Fund
- Happy to support Stuff-a-Bus Food drive for the Upper Room
- Attended an event at the Island Gymnastics Academy to announce funding received by the Academy from the Canada Games Legacy fund
- Enjoyed attending a golf fundraising event for Stars for Life Autism support
- Participated in a meeting of the FPEIM Board of Directors
- Committee of the Whole Meeting
- Regular Monthly Council Meeting
- Meetings with residents and Staff members
- Looked after the day-to-day business and internal affairs of the Town

**Discussion:**

Councillor MacDonald referenced CAO Crosby's report regarding a meeting to discuss potential funding for the Wellness Center. Councillor MacDonald inquired whether any commitments had been made by federal partners, particularly in light of the ongoing community campus investments in lighting and field seating.

Mayor Ogden responded that while there have been positive indications, no concrete commitments have yet been received. An announcement is anticipated in the near future, though details regarding timing, amount, and scope remain unknown.

Council MacDonald expressed eagerness to receive confirmation so planning for the Wellness Center can proceed.

## 8. CHIEF ADMINISTRATIVE OFFICER

CAO Crosby gave an overview of his report as follows:

- Along with the mayor, I attended a meeting with representatives of the Immigrant and Refugee
- Services Association of PEI to discuss a possible development in Stratford.
- Along with the mayor and the deputy Chief Administrative Officer I attended a meeting with the Honorable Kent MacDonald, MP for Cardigan, and Honorable Gregor Robertson, Federal Minister of Housing and Infrastructure. We discussed funding for our new health and wellness facility and provided an update on the progress of our Housing Accelerator Fund. Also in attendance were MLAs Jill Burridge and Jenn Redmond.
- I attended the Charlottetown and Area Chamber of Commerce event and roundtable discussion with the Federal Minister of Housing and Infrastructure.
- I met with the Director of Finance and staff from the Town of Cornwall, along with our insurance consultant, to discuss updates to our coverage.
- I attended a meeting with the planning staff regarding our waterfront rezoning application.
- I had a meeting with a group interested in developing within the community campus.
- I chaired the bi-monthly Department Head meetings.
- Along with the Director of Planning, I met with a group looking to establish a manufacturing facility in the new section of our business park.
- I chaired the monthly staff meeting and participated in the staff barbecue event.

Furthermore, I attended and participated in the monthly Committee of the Whole Meeting. In addition, I have organized and led meetings with staff, developing detailed agendas and providing relevant materials for various committee discussions to ensure everyone stays informed. I've also assessed infrastructure projects, reviewed planning-related issues, and efficiently managed various HR files. I have handled correspondence, responding to emails and letters from residents, stakeholders, government officials, and other relevant parties.

## 9. SAFETY SERVICES

- a) **Report**  
The Committee did not meet in August, therefore there is no report.
- b) **Street Light Report**  
No report

c) **RCMP Report**

The report was included in the agenda package for council to review.

Corporal Paynter provided an overview of his report.

During the month of August, Stratford RCMP recorded 346 occurrences, 327 of which were founded or remain under investigation. This represents a decrease compared to July but an increase over August 2024, when 273 occurrences were reported. Nearly half of the August files (159) were related to traffic enforcement, resulting in 44 summary offence tickets and 52 warnings. Thirteen tickets and 25 warnings were issued for speeding within town limits, including two instances where drivers were recorded at 119 km/h and 122 km/h in posted 50 km/h zones. One driver was charged with impaired driving after registering more than three times the legal limit. Police also responded to nine motor vehicle collisions, 18 Selective Traffic Enforcement Program (STEP) files, and 19 thefts, 13 of which occurred at gas stations with no charges laid.

In addition to enforcement, RCMP members participated in community engagement activities at Milestones Daycare and the “Fill a Bus” event at No Frills. Proactive patrols continued at Kinlock Beach following complaints of alcohol consumption and littering, while targeted patrols on Stratford Road resulted in four tickets and twelve warnings.

Although overall calls for service have decreased, RCMP noted that enforcement activity and workload remain steady, with continued emphasis on traffic safety, visibility, and community presence.

**Discussion:**

Mayor Ogden expressed appreciation to the RCMP for their efforts in addressing school bus infractions, particularly vehicles passing buses with red lights flashing. Mayor Ogden noted the proactive measures, visibility, and surveillance undertaken by RCMP have contributed to improving safety for children traveling to and from school within the community.

Corporal Paynter noted that school bus and pedestrian safety continues to be a priority. RCMP have been in contact with local bus drivers to identify areas of concern and discuss how police presence can best support them. While some routes, such as Georgetown Road, have shown improvement in recent years, other areas including Kinlock Road and Bunbury Road remain problematic. RCMP will continue to maintain visibility during morning and afternoon school hours and plan to hold regular bi-monthly meetings with bus drivers to ensure ongoing communication and coordination.

Councillor Chandler inquired whether RCMP provide outreach initiatives directed at parents of teenagers, specifically regarding issues such as impaired or drug-impaired driving. Councillor Chandler noted that while schools offer

programs aimed at youth, it may also be valuable to provide education and awareness opportunities for parents.

Corporal Paynter responded that parent consultations have been conducted, primarily focusing on online safety within Stratford schools. While traffic-focused education is offered to students in driver's education programs, it is unclear whether specific outreach for parents regarding impaired driving currently exists. RCMP acknowledged the growing concern around cannabis-impaired driving among youth and committed to looking into potential initiatives to provide parents with relevant education, noting that previous programs such as D.A.R.E. had been discontinued. A follow-up will be provided with further information.

Deputy Mayor Gallant reminded Corporal Paynter of the Cheryl Duffy Marathon and Walk scheduled for September 27th. Cheryl Duffy, a former RCMP member, played a pivotal role in establishing the local youth center, which currently serves approximately 60 children.

Deputy Mayor also highlighted the recent demolition of the derelict house by the bridge. The building had been both an eyesore and a safety hazard due to structural instability and unauthorized entry. The site has been cleared and topsoil placed, improving public safety and the appearance of the area.

Councillor Jackson inquired whether instances of excessive speed could be considered stunt driving, which may result in vehicle impoundment. Corporal Paynter noted that this is possible depending on the circumstances. As an example, on August 2nd, a vehicle lost control while speeding through a roundabout, collided with another vehicle, and entered the front yard of the detachment. The driver was charged with excessive speeding, and the vehicle was towed and impounded. Corporal Paynter emphasized that violations could be addressed either with a standard offense ticket or classified as stunt driving if public safety is at risk.

Councillor Jackson expressed concern about ongoing safety issues at the roundabout and surrounding areas, noting instances of vehicles traveling at excessive speeds and endangering pedestrians, including those with strollers. Corporal Paynter confirmed enforcement efforts, including ticketing and impounding vehicles when warranted, as a means to deter dangerous behavior and improve public safety. Councillor Jackson acknowledged and thanked Corporal Paynter and RCMP members for their ongoing efforts to maintain safety in the community.

Councillor Dowling thanked Corporal Paynter for the presentation and commended the RCMP for their comprehensive response to school bus safety concerns. Councillor Dowling highlighted the extent of police efforts,

including proactive monitoring and creative enforcement strategies, noting that much of the work occurs even when officers are not visibly present. Councillor Dowling emphasized the importance of ongoing enforcement for issues such as school bus infractions, impaired driving, and excessive speeding, and expressed appreciation for the RCMP's continued dedication to community safety.

d) **Humane Society Report**

The report was included in the agenda package for council to review.

e) **Fire Company Report**

The report was included in the agenda package for council to review.

## 10. RECREATION CULTURE AND EVENTS

a) **Report**

The report was included in the agenda package for council to review.

**Discussion:**

Councillor Chandler spoke in support of public art, highlighting the murals at Cotton Park as an example of long-term vision coming to fruition. She noted that a recent Town Facebook post about the murals generated nearly 900 engagements, including likes, shares, and comments, demonstrating strong community interest and pride. Councillor Chandler emphasized that public art fosters community engagement, pride, and care for the town. She also highlighted the Poppy Project, which involved nearly 12,000 poppies created by local and international participants, noting the broad reach and impact of such initiatives. She stressed the importance of continuing to prioritize arts and culture, including space and programming, as the community campus develops.

Councillor Jackson expressed support for the murals, noting that they look fantastic and have generated engagement even from residents who do not typically comment on town projects. He emphasized that the value of these initiatives will be considered during budget discussions and acknowledged the efforts of those who advocated for public art over the years. He concluded by affirming the positive impact and value of such projects.

Councillor MacDonald highlighted the contributions of young artists supported through the public art program and noted this as a positive development for the town. He also recognized the successes of local youth sports teams during the busy spring and summer season, emphasizing the important work of recreational staff in maintaining fields to ensure safe, high-quality facilities for athletes and children.

Deputy Mayor Gallant highlighted the success of local programs and initiatives, including Fall Fest, the Poppy Project, the Fairy Trail, and the Cotton Park mural. He noted the positive impact on community pride and engagement, sharing his personal experience interacting with the young artist behind the mural. The Deputy Mayor emphasized the mural's contribution to the park as a gathering place for events, photography, and conversation, and suggested further developing the interior of the barn to enhance the space. He stressed the importance of arts and culture for community development and noted that these initiatives will be considered during the upcoming budget process, expected to begin in late November. He concluded by praising the accessibility and inspirational value of these public art projects.

b) **Resolution RC002-2025 Sports Field Lighting Design and Build Services**

**Moved by Councillor Gordie Cox  
Seconded by Councillor Jody Jackson**

**WHEREAS** the Town of Stratford is developing the Stratford Community Campus as part of its long-term vision to promote recreational, cultural, and social opportunities for residents;

**AND WHEREAS** proposals were received on August 28, 2025, for design and build services for sports field lighting for two ball fields within the Community Campus;

**AND WHEREAS** one compliant submission was received, which was evaluated by a team of three for completeness and conformance to the requirements of the request for proposals;

**AND WHEREAS** the proposal received from Hansen Electric Ltd. was found to have fully met the requirements of the request for proposals and have shown that the proposed project team is duly qualified and experienced to complete the work;

**AND WHEREAS** the proposal fee of \$783,000.00 (excluding HST) is within the capital budget allocated for the development of outdoor recreational facilities at the Community Campus;

**BE IT RESOLVED** that the Sports Field Lighting Design and Build Services project be awarded to Hansen Electric Ltd. for the proposed price of \$783,000.00 (excluding HST).

*This resolution bears the recommendation of the Recreation, Culture and Events Committee as confirmed via an email poll conducted on September 4th and 5th, 2025.*

**Discussion:**

Councillor Dowling inquired about the source of funding for the \$783,000 expenditure, asking whether it came from a specific grant or fund. He suggested that, for clarity and for the record, resolutions should indicate the origin of significant expenditures.

Director of Finance and Technology, Kim O’Connell noted that the funding came from federal gas tax funding.

Mayor Ogden agreed with Councillor Dowling, emphasizing that going forward, resolutions should include funding sources and recognize the contributions of supporting entities, including federal, provincial, and other funds such as the Canada Games Legacy Fund.

Question: **CARRIED**

## 11. FINANCE AND TECHNOLOGY

### a) Report

The report was included in the agenda package for council to review.

Councillor Jackson took a moment to review his report as follows:

- Utility 1st and 2nd letters are going out next week. Another round of disconnects are planned for early October.
- MRSB is scheduled to meet with Finance Chair, Vice Chair, Mayor and Deputy Mayor and staff on September 11th to review statements for March 31, 2025.
- Staff met with Innovation PEI to discuss Community Campus and Business Park lots.
- Staff are collecting information on types of financial incentives available for commercial development and what is offered by other municipalities.
- Staff are working on agreements that will be used for multiyear financial donors to the Community campus for in kind services.
- Staff are reviewing information from the Fire Department on options for purchase of new Fire truck.
- Staff are putting together annual KPI data for the communications department.
- Staff are participating in training on Townsuite accounting software.

- Staff are busy with day-to-day items.

**Discussion:**

Mayor Ogden explained that Key Performance Indicators (KPIs) are metrics used to monitor performance and ensure accountability within the organization. He emphasized that KPIs help make the government transparent and answerable to residents. Mayor Ogden acknowledged the efforts of the finance staff, and the broader team in developing and implementing KPIs to support open and accountable governance.

Deputy Mayor Gallant inquired about the expected timeline for the delivery of the new fire truck, specifically the ladder truck. He noted that the trucks are usually sourced from the United States, and delivery timelines can be affected by tariffs and other factors.

CAO Crosby reported that the new ladder truck has been ordered. An alternative supplier was identified, resulting in a significantly lower cost than originally quoted. Delivery is anticipated in 2026. Discussions are ongoing regarding the funding model, including potential town support and provincial assistance, with favorable interest rates and the ability to recover PST and HST amounts. Further updates will be provided at the next Committee of the Whole meeting.

Councillor Jackson expressed appreciation to the Fire Company, the Chair of Safety Services, and staff for their efforts in securing the new ladder truck. He noted that the new truck will provide approximately 20–25 years of service and that its delivery is well-timed to coincide with the expected expiry of the existing truck next year. Councillor Jackson expressed enthusiasm about the update and thanked all parties involved for making the purchase possible.

b) **Financial Statements**

The financial reports were included in the agenda package for council to review.

Mayor Ogden noted that the next item on the agenda was planning.

Councillor MacDonald noted that in the interest of time, and to accommodate Council members' schedules, it was suggested to temporarily move to item 13.a regarding infrastructure matters and then return to item 12 (planning) afterward. The Mayor and Council agreed to this adjustment.

Mayor Ogden proposed a motion to adjust the order of the agenda.

Councillor MacDonald asked Councillor Chandler to motion that the infrastructure matters (currently item 13.a) be considered before planning (item 12) and to also introduce a late-breaking resolution, PH048-2025, under item 12.i. The motion was intended to address both the agenda reordering and the addition of the resolution in a single action.

It was moved by Councillor Chandler and seconded by Councillor Jackson that the agenda be approved as amended.

## 12. PLANNING DEVELOPMENT AND HERITAGE

### a) **Report**

The report was included in the agenda package for council to review.

### b) **Permit Summary**

The report was included in the agenda package for council to review.

### c) **Resolution PH037-2025 – OP001-2025 General Amendments to the Official Plan Designation Map regarding the Stratford Waterfront Area – 1st Reading**

**Moved by Councilor Jeff MacDonald**  
**Seconded by Councilor Jody Jackson**

*WHEREAS* the Planning Department is proposing amendments to the Town of Stratford Official Plan to permit additional Mixed-Use designation to the adopted 2008 Core Area Subsidiary Plan; and

*WHEREAS* this Official Plan amendment stems from the Housing Accelerator Fund initiatives to encourage more residential, commercial, and mixed-use development where possible, within the Town; and

*WHEREAS* this General Text amendment has been developed in conjunction with RZ004-2025 Zoning Bylaw Amendments; and

*WHEREAS* in accordance with the Stratford Zoning and Development Bylaw #45, planning staff circulated written notice (124 letters/sent July 4, 2025) of the amendment request to all property owners within 150 metres (490 feet) of the boundaries of the subject property or properties, and placed multiple signs on the subject land; and

*WHEREAS* in accordance with the Stratford Zoning and Development Bylaw #45, notice of this amendment application and public meeting

occurred through the placement of an advertisement in the local Guardian Newspaper on 2 separate editions (July 12th and July 19th) and was also posted on the Town's Facebook page; and

**WHEREAS** a public meeting was held on July 21, 2025, at 7:00 p.m. and with the Town's consultant Upland Planning presenting to those in attendance. Nine attendees stood up and asked questions of the presenters, comments were recorded in the minutes; and was live streamed on the Town's Facebook pages and YouTube; and

**WHEREAS** residents were given until 4:00 p.m. on July 25, 2025, to submit their comments, and planning staff received 13 letters from residents before the deadline and one signed petition after the deadline with various concerns around parking, its proximity to an existing mature neighbourhood, traffic congestion and other general concerns; and

**BE IT RESOLVED** that Bylaw OPA01-2025, a bylaw to amend the Town of Stratford Official Plan 2014, be hereby read and approved a first time.

***This resolution bears the recommendation of the Planning, Development & Heritage Committee on August 4, 2025.***

**Discussion:**

Councillor MacDonald explained that items 13.c (Official Plan resolution) and 13.d (Zoning Bylaw Amendment resolution) are closely related but address separate legal requirements and documents. To streamline discussion and avoid repetition, it was suggested that both items be discussed together while maintaining separate votes.

CAO Crosby confirmed that this approach is procedurally acceptable.

Councillor MacDonald noted that this approach allows Council to consider both the guiding principles of the Official Plan and the practical implications of the zoning changes within a single discussion.

Councillor MacDonald read into the record Resolution PH038-2025 - RZ00004-2025, which pertains to general text and zoning map amendments to Stratford's Zoning and Development Bylaw No. 45, specifically addressing the Stratford waterfront area. This represents the first reading of the resolution. The resolution will remain listed under Agenda Item 12.d.

Mayor Ogden clarified that discussion would cover both the Official Plan and Zoning Bylaw Amendment items, with separate votes to follow. While it is customary for the committee chair to present, Mayor Ogden agreed that

an overview presentation would be helpful and following the presentation, discussion would proceed around the table to allow all members to provide input.

Councillor MacDonald noted that while Council is considering two separate resolutions, amendments to the Official Plan and amendments to the Zoning Bylaw, their intent is closely linked. The Official Plan provides aspirational guidance, while the zoning amendment “puts it into practice” by consolidating a number of zones within the waterfront area into a single Waterfront Mixed-Use Zone. He highlighted the transformation of the area from former sewage lagoons into a park with a signature boardwalk, noting the Town’s significant investments. To ensure these investments are supported, the zoning amendments will align privately owned parcels, currently under multiple, and sometimes incompatible, zoning designations, into one uniform scheme. This will create consistent development standards, encourage investment and visitation, and provide buffers between the Waterfront Mixed-Use Zone and adjacent residential areas.

Councillor MacDonald then introduced Long Range Planner, Scott Carnell, to present the technical details of the new zone, including permitted uses and changes from the current zoning.

Mr. Carnell provided an overview of the proposed zoning changes for the waterfront area. He explained that the current area includes multiple zoning designations, including C1, C2, R3, Waterfront Residential, and Waterfront Mixed-Use, which result in inconsistent development patterns. The proposal consolidates all parcels into a single Waterfront Mixed-Use Zone to create a cohesive and walkable community.

The new zoning would allow a mix of commercial uses at ground level with residential units above, standalone apartments, townhouses, and supportive parking for the waterfront park. Setbacks would be improved to provide buffers between development and adjacent low-density residential areas, including a proposed 33-meter setback along the future trail at the end of Shepherd Drive. Height restrictions would also be adjusted, with certain parcels limited to three stories to maintain compatibility with nearby residential areas, while other areas could still accommodate four-story development.

Mr. Carnall noted that the changes aim to promote a more consistent development framework, enhance public access, encourage commercial and residential growth, and support public transit. Parking requirements would be reduced for apartment units to 0.5 stalls per unit, while townhouses would remain at 1.55 stalls per unit. Overall, the rezoning is intended to

foster a vibrant, cohesive waterfront area with improved services, amenities, and connectivity.

Mr. Carnell noted that all lots under consideration are privately owned, except for one parcel at the corner of Shepherd Drive and Michael Thomas Way, which is owned by the Charlottetown Area Development Co. and is currently for sale. Mr. Carnall clarified that the town-controlled green spaces will remain protected and are not affected by the rezoning. Mr. Carnall also explained that the new waterfront mixed-use zone does not introduce any new permitted uses beyond what is already allowed in the existing zones. Finally, Mr. Carnall noted that current development is limited by existing parking requirements, which make some parcels less financially viable, and that the rezoning would help unlock the development potential of the area.

Councillor MacDonald noted that he is voting in favor of the resolutions because most of the area is privately owned, while publicly owned sections will continue to be developed into the waterfront park for community enjoyment. The rezoning will introduce stricter standards for setbacks and parking on private lots to respect existing residents, create uniformity, and encourage investment that benefits the community. He also noted that some areas are underutilized or deteriorating, and the rezoning helps unlock their potential for the town and its citizens.

Councillor Jackson raised a question about whether future considerations could address daytime-only use for parking in the waterfront area. The aim would be to ensure that parking supports the community without creating nighttime disturbances, keeping it compatible with the nearby R1 residential area.

Mayor Ogden asked whether the proposed zoning changes address previous concerns, specifically the lack of setbacks on Shepard Drive. Mr. Carnall confirmed that the new regulations will create a buffer between new developments and existing residential areas, including space for an active transportation trail, ensuring adequate separation from property lines.

Mr. Carnall noted that the main adjustment to the setbacks focuses on the property at the corner of Shepard Drive and Michael Thomas Way, which previously extended right up to the green space. The new plan introduces a significant, immediate setback along Michael Thomas Way to prevent encroachment. Other properties will follow standard setbacks, approximately three meters at the front and six meters at the rear. Adjustments related to the parking area are also being considered.

Mayor Ogden noted that concerns were raised about the parking area's proximity to residential properties and questioned if mitigating measures have been proposed as part of the redevelopment to address these concerns.

Mr. Carnall responded that the parking area, still in the design phase, will include a 1.5-meter buffer and a required tree buffer. Due to the layout, the buffer effectively extends to six meters on two sides, providing ample tree protection for neighboring properties.

Mayor Ogden asked whether, once complete, the boardwalk would extend to the end of Michael Thomas Way and connect with an active transportation trail running from Shepard Drive up to Stratford Road.

Mr. Carnell confirmed that the trail from Shepard Drive will wrap around the park area and connect to the end of Michael Thomas Way, allowing for pedestrian access along the boardwalk.

Councillor Dowling expressed appreciation for Councillor MacDonald's detailed overview and consultation with staff, noting it answered many questions. However, Councillor Dowling stated that he is opposed to the development primarily due to the inclusion of a parking lot in an R1 residential zone. While recognizing improvements made in response to public feedback, such as increased setbacks, buffer zones, and the boardwalk extension, Councillor Dowling remained concerned about noise and potential loss of waterfront character. He acknowledged that the zoning changes themselves do not reduce development rights but emphasized that better visual representations from the consultant could have helped the public understand the scale of potential development. Despite noting several positives in the proposal, Councillor Dowling concluded that he cannot support the motion because of the parking lot and will vote against it.

Councillor Chandler noted that this decision is a difficult one. She expressed concern that the presentation at the public meeting was not an accurate depiction, particularly for residents unfamiliar with the existing zoning, which already permitted many of the proposed uses. She emphasized that the visual materials may have led residents to believe major new development was being introduced, when in fact much of it was already allowed.

Councillor Chandler reflected on her lifelong connection to the community, acknowledging both opposition and benefits she has experienced from past development. While she stated that, on a personal level, she would prefer not to see further development, she recognized the value of creating more thoughtful, streamlined, and cohesive planning. She highlighted that the proposed changes would add stronger parameters, such as buffer zones and

reduced height allowances along Shepherd Drive, to help protect nearby residents.

Councillor Chandler highlighted that this is not an immediate transformation but a long-term, gradual process, given that many parcels have remained undeveloped for decades and others will only be considered for redevelopment as buildings reach the end of their lifespan. She acknowledged that cohesive zoning could help prevent the “piecemeal” or inconsistent development seen in other communities.

In conclusion, while she admitted to still struggling with the decision, she expressed that she would rely on the guidance of the committee and planning staff. She stated she would support the proposal, viewing it as a positive adjustment that sets stronger parameters for development and helps ensure the best possible outcome for the community.

Councillor MacDonald responded to Councillor Chandler’s comments, agreeing that the conceptual drawing presented at the public meeting was misleading and regrettable. He noted that the image showed uniform blocks of large buildings, omitted familiar landmarks such as the long-standing gas station, and therefore did not resemble the community as residents know it. He emphasized that such a depiction created a false impression of scale and uniformity, which is unlikely ever to occur given the variety of ownership and interests in the area.

Councillor MacDonald stressed that development in this area will not happen immediately or all at once, but gradually, over many years. He explained that the purpose of the rezoning is not to enable sudden large-scale change, but rather to establish more uniform standards that will respect current residents while also allowing for thoughtful investment and the introduction of attractive community features.

Councillor Chandler added that, while initially resistant to large-scale development, her personal experience has shown her both perspectives. She recalled living in Halifax, where an area that had once been woodland was later developed into numerous apartment complexes. At the time, this change felt discouraging. However, she noted that her younger brother now resides in that community, where he and his family enjoy a beautiful home, excellent access to services such as multiple grocery stores and restaurants, and an overall high quality of life.

Councillor Chandler concluded by saying that these experiences have demonstrated to her both the apprehension and the benefits of change, and that this is why she will support the resolutions.

Councillor Jackson expressed his support for the resolution. He recalled discussions during his previous term on Council in 2017–2018 regarding the waterfront and noted that the inconsistency between the Official Plan and the Waterfront Plan was resolved at that time, allowing the community to regain access to the waterfront and begin developing the boardwalk.

He stated that the CADC had always envisioned development in this area and emphasized that the current plan provides much-needed consistency and standards for growth, rather than a piecemeal approach. He acknowledged community concerns about noise and change but clarified that this plan is aspiring and ensures a more thoughtful transition.

In conclusion, Councillor Jackson noted that this is the third waterfront plan he has seen and believes it is the strongest to date, balancing development with community interests. He confirmed his full support for the resolutions.

Deputy Mayor Gallant expressed full support for the resolutions. He acknowledged that while change can be difficult, it often brings positive results, citing past initiatives such as the Community Campus, the Wellness Centre, and the roundabout as examples of successful developments that have enhanced Stratford. He noted that the waterfront is a valuable asset and, despite initial concerns when the condominiums were built, they have been successful and allowed for the extension of the boardwalk. He emphasized that this area has always been intended for development, and while residents have raised concerns, the Town has consistently approached planning transparently and with residents' interests in mind.

The Deputy Mayor also reflected on past challenges, such as lagoon odours and derelict properties, which have since been addressed through thoughtful planning. He stressed that the current proposal provides a clear vision and zoning framework that will guide gradual, long-term development, while protecting residents through measures such as buffers and setbacks.

He concluded by stating his strong support, noting that this plan will bring needed housing, commercial opportunities, and vibrancy to the waterfront while ensuring consistency and safeguarding the community's interests.

Councillor Cox apologized for his late arrival and reflected on his long connection to Stratford, having lived in the community since 1994. He noted his initial opposition to the Garden Home development near his home due to concerns over buffering and traffic but acknowledged that over time it has proven to be a positive addition, providing seniors with a safe, walkable community. This experience, he said, helped him view the current waterfront proposal with greater perspective.

He emphasized that this is the third version of a plan for the waterfront, revised to reflect community and Council input, and that the current proposal is the most balanced approach. He reaffirmed his commitment to doing what is best for Stratford, regardless of popularity, and expressed his full support for the proposal, recognizing the thoughtful process and careful consideration that went into its development.

Mayor Ogden acknowledged the deep respect Council has for all Stratford residents and emphasized that community concerns have been carefully considered. He highlighted the substantial investment in the waterfront area, over \$20 million from provincial, federal, and municipal sources and the need for housing. He noted that the proposed zoning changes provide a consistent and uniform approach, while all future development will still require permits and meet town standards. He explained that meaningful changes will likely occur gradually over the next 5–10 years, and emphasized that buffers, setbacks, and revised building types, such as townhouses along Shepard Drive, will better protect view planes. The

Mayor Ogden concluded by reaffirming that resident input has been heard and taken seriously and that decisions are made with the town's long-term vision and benefit in mind.

Question: **CARRIED (1 against for Councillor Ron Dowling)**

d) **Resolution PH038-2025 - Zoning Bylaw Amendment -WMU Zoning Amendment-1st Reading**

**Moved by Councillor Jeff MacDonald  
Seconded by Councillor Jody Jackson**

***WHEREAS*** the Town is proposing the rezoning of 28 lots from the General Commercial (C1), Highway Commercial (C2), Low Density Residential (R1), Multiple Unit Residential (R3) and Waterfront Residential (WR) Zones to the Waterfront Mixed-Use (WMU) Zone as shown on the attached map) and revisions to the Waterfront Mixed-Use (WMU) Zone in the Town of Stratford Zoning and Development Bylaw #45; and

***WHEREAS*** this amendment to rezone stems from the Housing Accelerator Fund initiatives to encourage more residential, commercial, and mixed-use development where possible, within the Town; and

***WHEREAS*** this rezoning and text amendment has been developed in coordination with the OP001-2025 Official Plan Amendment; and

***WHEREAS*** in accordance with the Stratford Zoning and Development Bylaw #45, planning staff circulated written notice (124 letters/sent July 4, 2025) of the

amendment request to all property owners within 150 metres (490 feet) of the boundaries of the subject property or properties, and placed multiple signs on the subject land; and

**WHEREAS** in accordance with the Stratford Zoning and Development Bylaw #45, notice of this amendment application and public meeting occurred through the placement of an advertisement in the local Guardian Newspaper on 2 separate editions (July 12<sup>th</sup> and July 19<sup>th</sup>) and was also posted on the Town's Facebook page; and

**WHEREAS** a public meeting was held on July 21, 2025, at 7:00 p.m. and with the Town's consultant Upland Planning presenting to those in attendance. Nine attendees stood up and asked questions of the presenters, comments were recorded in the minutes; and was live streamed on the Town's Facebook pages and YouTube; and

**WHEREAS** residents were given until 4:00 p.m. on July 25, 2025, to submit their comments, and planning staff received 13 letters from residents before the deadline and one signed petition after the deadline with various concerns around parking, its proximity to an existing mature neighbourhood, traffic congestion and other general concerns; and

**BE IT RESOLVED** that Bylaw # 45W, a bylaw to amend the Town of Stratford Zoning and Development Bylaw, Bylaw #45, be hereby read and approved a first time.

*This resolution bears the recommendation of the Planning, Development & Heritage Committee on August 4, 2025.*

Question: **CARRIED (1 against for Councillor Ron Dowling)**

e) **Resolution - PH044-2025 - SD014 - Stratford Business Park Corporation - Myrtle Street Extension Major Subdivision**

**Moved by Councillor Jeff MacDonald**

**Seconded by Councillor Ron Dowling**

**WHEREAS** application has been received from the Stratford Business Park Corporation Inc. to extend Myrtle Street and to create two (2) new lots in the Stratford Business Park as shown on the Preliminary Plan as follows:

- A. Lot 1 - 60 m x 100 m = 6,000 m<sup>2</sup> / 1.48 Ac
- B. Lot 2 - 30 m x 72 m = 2,760 m<sup>2</sup> / 0.68 Ac, and

**WHEREAS** the approximate length of the Myrtle Street extension is 75 m / 246 ft., and the two new water and sewer services will be constructed during the Myrtle Street extension, and

**WHEREAS** the Myrtle Street extension will provide Lots 1 & 2 with public road frontage meaning both lots, upon approval, can be sold and/or developed in accordance with the Light Industrial (M2) Zone and Business Park Standards.

**BE IT RESOLVED** that Council grant approval to the Stratford Business Park Corporation to extend Myrtle Street to provide municipal water and municipal sewer services, and to create two new lots with frontage onto Myrtle Street, all within in the Stratford Business Park subject to the following conditions:

1. Conformance with the Overall Site Plan prepared by the Stratford Infrastructure Department and titled Preliminary.
2. That a Plan of Survey be prepared by a licensed surveyor licensed to practice in the Province of PEI.
3. That the extension of Myrtle Street shall be designed in accordance with the provincial road standards of DTI and that a Subdivision Road Agreement shall be executed between DTI and the Stratford Business Park Corporation.
4. That the water and sewer systems shall be designed in accordance with the Stratford Utility Corporation Servicing Standards and that a Utility Agreement shall be executed along with the payment of all applicable capital contribution fees required by the Stratford Utility Corporation (SUC).
5. Comments be received from DTI regarding Stormwater management.

***This resolution bears the recommendation of the Planning & Heritage Committee as discussed at a meeting held on September 3, 2025.***

**Discussion:**

Councillor MacDonald requested that the preliminary site plan be displayed to illustrate the location of the proposed new lots. He explained that Lot 2 will accommodate the construction of a new road, while Lots 1 and 3, located to the south and north respectively, will be designated as business park lots for sale. The rezoning and subdivision will enable proper development of the area, including the construction of a temporary turnaround. This initiative is intended to support the gradual expansion of the town's business park. Councillor MacDonald noted that the ultimate extension of the road beyond the temporary turnaround remains uncertain.

Planning Director, Dale McKeigan explained that the temporary turnaround is designed this way due to the current limits of road construction for this phase of the development. He noted that, in the future, the road will likely be extended, and the temporary turnaround removed to accommodate further development.

Councillor MacDonald stated that the resolution aligns with the town's development goals, expressed his support for it, and highlighted that it advances the intended direction for the area, while inviting questions or comments from fellow councillors.

No further comments or questions were raised.

Question: **CARRIED**

f) **Resolution PH045-2025 - SD004-25 - CMLMT Holdings Ltd - Major Subdivision (Swallow Drive Extension)**

**Moved by Councillor Jeff MacDonald**  
**Seconded by Councillor Gordie Cox**

*WHEREAS* an application has been received from CMLMT Holding Ltd. (the Developer) to consolidate parcel numbers 190173 & 529545 (approx. 1.98 acres in total area) and to extend Swallow Drive thereby subdividing the proposed new lot and creating two (2) new lots for development within the Medium Density Residential (R2) Zone; and

*WHEREAS* this resolution only deals with the consolidation of the two subject parcels of land, the extension of Swallow Drive, and the subdivision of the proposed new lot and not the approval of the future use of the land for medium density residential development;

*WHEREAS* as part of the application, preliminary servicing, stormwater management, and erosion and sedimentation control plans have been submitted and preliminary comments from the Department of Transportation (DTI) and the Utility have been received;

*BE IT RESOLVED* that preliminary approval be granted to an application SD004-25 received from CMLMT Holding Ltd. (the Developer) to consolidate and subdivide parcel numbers 190173 & 529545 (1.98 acres in total area), into a total of two (2) lots subject to the following:

1. Conformance with the Consolidation Plan of Survey prepared by Mantha Land Surveys Inc., File Number 24-C-29, Drawing Number M-24-320, Dated October 21, 2024.
2. That a stormwater management plan be designed by a licensed engineer using Low Impact Development guidelines to be approved by both the Department of Transportation (DTI) and the Town.
3. That an overall grading plan be designed by a licensed engineer to set the finished floor and pad elevations for each of the lots in coordination with

- and including the proposed paths of drainage for each lot to be approved by the Town.
4. That an erosion and sedimentation control plan be designed by a licensed engineer using the Town's Erosion and Sedimentation Control Guidelines to be approved by both DTI and the Town.
  5. That the extension of Swallow Drive shall be designed in accordance with the provincial road standards of DTI and that a Subdivision Road Agreement shall be executed.
  6. That the sewer and water systems shall be designed in accordance with the Stratford Utility Corporation Servicing Standards and that a Utility Agreement shall be executed along with the payment of all applicable capital contribution fees required by the Stratford Utility Corporation (SUC).
  7. That the Developer shall enter into a Subdivision Agreement with the Town to be registered to the property at the cost of the Developer.
  8. That the developer makes an agreement with Canada Post and meets Canada Post's requirements for establishing Community Mailbox(s) in new subdivisions.
  9. That all other relative provisions of the Town of Stratford Zoning and Development Bylaw, Bylaw #45 are met.
  10. That Preliminary approval shall be valid for a period of 3 years from the date of Council's decision.

***This resolution bears the recommendation of the Planning & Heritage Committee as discussed at a meeting held on September 3, 2025.***

**Discussion:**

Councillor MacDonald requested that the survey plan be displayed to illustrate the proposal. He explained that the current parcel configuration is not workable and that the plan would create two new lots divided by Swallow Drive, one to the south and one to the north. He noted that a proposal for the southern lot is included under agenda item 13.i., while no proposal for the northern lot is before council at this time. The resolution focuses on the amalgamation of the existing lots and their orderly subdivision into two lots, facilitating future development and the eventual extension and completion of Swallow Drive.

Councillor Dowling emphasized that the subdivision is necessary to facilitate the extension of Swallow Drive, which, while not completing the road at this time, will improve emergency vehicle access and provide residents with easier connections to Mason, the community campus, recreational facilities, and schools. He noted that the resolution solely addresses the subdivision of the two lots and does not pertain to any future development and expressed his support for it.

Deputy Mayor Gallant stated that he agrees with Councillor Dowling that the resolution pertains to subdividing the property into two lots, with a particular focus on the southern lot. However, he questioned why the resolution includes an image

of stacked town housing with eight units, noting that any such development would require conditional use approval under the R2 zoning.

Councillor MacDonald noted that some materials in the package relate to the original multi-part resolution before the Planning Committee, which included both the subdivision and conditional use for stacked townhouse developments on the north and south lots. The Committee raised concerns about density and intensification, so the subdivision, being non-controversial, was separated for consideration on its own.

Councillor MacDonald suggested that Resolution PH048-2025, regarding an eight-unit stacked townhouse, also be read in so both items could be considered together.

Mayor Ogden confirmed with CAO Crosby that the two similar resolutions would be discussed together but voted on separately.

Councillor Dowling expressed concern that combining the two items could cause confusion. He noted that the subdivision request is specific to facilitating road development and should stand alone, separate from any future consideration of land use. He added that this approach better reflects the Planning Committee's original intent.

CAO Crosby clarified that, although the resolutions could be read at the same time, they would still be voted on separately, with the subdivision considered first and the conditional use second.

Mayor Ogden decided the two matters would be considered separately, noting Councillor Dowling's points. The subdivision would be discussed and voted on first, followed by the conditional use resolution.

Question: **CARRIED**

Councillor MacDonald proposed proceeding slightly out of order to address Item 13i - PH048-2025. With no objections, the matter was brought forward.

- g) **Resolution - PH046-2025 – RZ001-25 – Cornerstone Baptist Church–  
295 Shakespeare Drive (PID 1016377) – Rezoning from TCI to TCMU –  
2nd Reading**

**Moved by Councilor Jeff MacDonald  
Seconded by Councilor Gordie Cox**

***WHEREAS*** an application has been received from the Cornerstone Baptist Church for a request to rezone PID 1016377 located 295 Shakespeare Drive from

the Town Centre Institutional (TCI) Zone to the Town Centre Mixed Use (TCMU) Zone; and

**WHEREAS** the applicant is proposing the zoning change to the future creation of three (3) medium density residential lots along Shakespeare and for the expansion of the existing institutional (church) building.; and

**WHEREAS** in accordance with the Stratford Zoning and Development Bylaw #45, Sixty (60) notification letters were sent out to property owners whose parcels were within 150 metres of the subject property, two advertisements were placed in the Guardian newspaper on July 12, 2025 & 19, 2025, signage was placed on the property and the proposed zoning amendment was advertised on social media to solicit input and to notify residents of the public meeting; and

**WHEREAS** a public meeting was held on July 21, 2025, with 11 residents in attendance, and was streamed live on the Town’s YouTube channel. Residents were given until July 25, 2025, to submit their comments; and

**WHEREAS** only 1 person in attendance at the public meeting asked questions regarding the intended purpose of the rezoning request and no written comments were submitted to the Town regarding this proposed rezoning.

**BE IT RESOLVED** Bylaw #45V, a bylaw to amend the Town of Stratford Zoning and Development Bylaw, Bylaw #45, be hereby read and approved for a second time.

***This resolution bears the recommendation of the Planning, Development & Heritage Committee on August 4, 2025.***

**Discussion:**

Councillor MacDonald drew attention to the conceptual site plan, Attachment 3, which illustrated the proposed development. He explained that the proposal involves rezoning lots 1, 2, and 3 to allow certain uses not currently contemplated under the TCI zone, enabling the applicant to access funding to expand their facility. Councillor MacDonald noted that the church provides extensive community programming, including youth, seniors, and regular religious services and has been a valued neighbor in Stratford. He added that the proposal would also contribute to increasing the local housing stock, representing a net positive for the community.

Question: **CARRIED**

- h) **Resolution - PH047-2025 – RZ001-25 – Cornerstone Baptist Church– 295 Shakespeare Drive (PID 1016377) – Rezoning from TCI to TCMU – Adoption**  
(Please refer to PH046-2025 - RZ001-25 for relevant documentation)

**Moved by Councilor Jeff MacDonald**  
**Seconded by Councilor Jody Jackson**

*WHEREAS* Bylaw #45V, a bylaw to amend the Town of Stratford Zoning and Development Bylaw, Bylaw #45, was read and approved the first time on August 13, 2025; and

*WHEREAS* Bylaw #45V, a bylaw to amend the Town of Stratford Zoning and Development Bylaw, Bylaw #45, was read and approved the second time on September 10, 2025.

*BE IT RESOLVED* that Bylaw #45V, a bylaw to amend the Town of Stratford Zoning and Development Bylaw, Bylaw #45, be hereby adopted and that the Mayor and Chief Administrative Officer be authorized to affix their signatures and the corporate seal of the Town thereto and to be formally declared the said Bylaw passed.

*This resolution bears the recommendation of the Planning, Development & Heritage Committee on August 4, 2025.*

Question: **CARRIED**

- i) **PH048-2025 – SD004-25 – CMLMT Holdings Ltd – Conditional Use – 8-Unit Stacked Townhouse Dwelling Complex – South Side of Swallow Drive Extension**

**Moved by Councillor Jeff MacDonald**  
**Moved by Councillor Steve Gallant**

*WHEREAS* an application has been received from Sean McGuire, owner of CMLMT Holdings Ltd., to construct an 8-unit Stacked Townhouse Dwelling complex on the south lot proposed under SD004-25. A “Stacked Townhouse Dwellings (of up to 12 dwelling units), up to 40% of a block” is a Conditional use within the Medium Density Residential (R2) zone.

*WHEREAS* pursuant to Section 11.3.3 of the Town of Stratford Zoning and Development Bylaw #45, prior to the issuance of a Development Permit for a Conditional Use, Council shall ensure that property owners that directly about the subject property are notified in writing and asked to provide their comments.

*WHEREAS* on August 14, 2025, letters were sent out to the thirteen (13) abutting property owners seeking comments on the proposed conditional semi-detached dwelling uses. The deadline for comments was the end of day on August 29, 2025.

**WHEREAS** five (5) letters with comments and a signed petition (with 31 signatures) from residents, in opposition to the proposal, were submitted before the comment’s deadline.

**BE IT RESOLVED** that Council Grant approval to application from CMLMT Holdings Ltd. to construct an 8-unit Stacked Townhouse Dwelling complex on the south lot proposed under SD004-25 subject to the following conditions:

1. Conformance with the conceptual drawings submitted to the Town prepared by SableARC, dated August 22, 2025.
2. That a Development Agreement be executed between the Town and the Applicant subject to such terms and conditions as Council deems necessary.
3. A detailed servicing plan must be submitted for approval to the Stratford Utility Corporation.
4. A detailed stormwater management plan must be prepared by a qualified engineer and approved by both the Town of Stratford and DTI.
5. A detailed Erosion and Sedimentation plan must be prepared showing how erosion and sedimentation will be controlled and contained during construction.
6. The retaining wall, along the south lot line will require, along the top of the wall, a railing or a fence for safety purposes.
7. Once the building has been constructed a final grading plan must be submitted and approved by the Town of Stratford.
8. Prior to the issuance of the final occupancy permit, the Swallow Drive Extension road must be deemed as public by the DTI
9. All other relevant provisions of the Town of Stratford Zoning and Development Bylaw #45 are met.

*This resolution bears the recommendation of the Planning & Heritage Committee as discussed at a meeting held on September 2, 2025, and an email poll conducted between September 5-10, 2025.*

**Discussion:**

Councillor MacDonald referred to Item 13.f –PH045-2025, with attention directed to Attachment 3. The southern section below the Swallow Drive extension was highlighted as the proposed site for stacked semi-detached units, consisting of four units stacked to create a total of eight, with parking to the west and required setbacks. As this type of development is a conditional use under the current zoning, Mr. Rough was asked to explain how a “block” is defined and how the percentage of such developments within a block factor into the conditional use approval.

Mr. Rough explained that a “block” is defined as any land unit bounded by watercourses, streets, or large parcel boundaries as outlined in the bylaw. A review of the area showed the north and south lots highlighted in red. The block is bounded by roads to the north, Bunbury Park and Nightingale Drive to the east, Gray Group properties to the south, and Captain James Crescent to the west. Mr. Rough noted that within this block, there are approximately 20 lots. Only two lots (10%) contain stacked townhouses, which is below the 40%

threshold for conditional use. If the percentage exceeded 40%, a special permit and public hearing would be required.

Councillor MacDonald highlighted Attachment 4, which shows the proposed parking layout for the stacked semi-detached units. The requirement is 1.5 spaces per unit, totaling 12 spaces, and the proposal slightly exceeds this. A designated area for garbage bins was also included. Mr. Rough was then asked by Councillor MacDonald to outline how the proposal aligns with the Official Plan and any planning considerations or concerns.

Mr. Rough outlined the public notification process for conditional uses. Letters were sent to 13 nearby property owners, with five responses received.

Concerns included potential loss of green space, increased traffic and on-street parking, reduced privacy, possible impacts on property values, pedestrian safety due to lack of sidewalks, and reference to a similar 2023 proposal that had been turned down.

Mr. Rough advised that the Planning Committee reviewed both the north and south units. The south units, consisting of a single building with eight stacked units, are located away from existing development and have minimal impact on neighboring properties, as the land is mostly brush with no trees.

Transportation reviewed the proposal and raised no concerns regarding parking or traffic. A temporary turnaround will be provided on Swallow Drive until the remaining portion of the road is constructed.

Councillor MacDonald asked whether the proposed eight stacked units on the lot raise any concerns regarding over-densification, given the relatively intensive nature of the development.

Mr. Rough explained that the R2 zoning does not impose density limits; such limits apply only in R3 or planned unit zones. Therefore, the eight stacked units are not considered overly intensive. He noted that while traditional townhouses might allow fewer units, their building footprint would be larger, making the proposed design smaller in overall footprint.

Councillor MacDonald inquired about the zoning of properties adjacent to the proposed subdivision, including those to the east and west of the site.

Mr. Rough explained that the properties to the west of the proposed subdivision are zoned R2, while those to the east are primarily low-density residential, with the exception of parkland. The dark green highlighted area displayed on the projector, just north of the site is designated as park, and additional parkland is planned immediately south of the proposed eight units. Thus, the site is bounded by residential to the east and west, road to the north, and park to the south.

Councillor Chandler expressed concern that the resolution was not included in the meeting package and had arrived late. She noted the importance of receiving materials in advance to allow proper consideration and decision-making. She stated her preference to defer the matter and subsequently made a motion to defer the resolution.

Planning Director, Dale McKeigan explained that the proposal has been complex due to the lot shape, subdivision, and temporary cul-de-sac. Staff have been coordinating with the developer to address these issues, and while the resolution was late, it was intended to expedite construction of the eight units on the south parcel while planning for the north parcel continued. He acknowledged the deferral motion, stating that he understood and respected Council's decision.

Councillor Dowling noted that the Planning Committee had significant discussion on the proposals. He stated that the north side development with 20 stacked units was a concern, as it was inconsistent with the character of the neighborhood. While the south side proposal for eight units was also not entirely consistent, it borders an undeveloped phase and was given some consideration, tied to reduced density on the north side.

Councillor Dowling acknowledged staff's efforts to expedite the matter and the use of an email poll to form a recommendation but emphasized that the committee did not have the benefit of full discussion on the eight-unit proposal. He stated that the issue should return to committee for a more thorough review before coming to Council. He indicated his support for Councillor Chandler's motion to defer.

Mayor Ogden asked Councillor MacDonald whether there is any possibility of holding a special Planning Committee meeting, or if this matter would need to wait until the regular meeting at the beginning of next month.

Councillor MacDonald advised that, given today's date of September 10, there is not enough time to schedule a special Planning Committee meeting. The next regular meeting is set for September 29, which would allow Council to defer the matter and provide additional time for discussion.

Mayor Ogden suggested discussing with the developer whether a deferral would create hardship but emphasized the need for Council and the Planning Committee to have sufficient time for a full review.

Question: **DEFERRED**

### 13. INFRASTRUCTURE

a) **Report**

The report was included in the agenda package for council to review.

Deputy Mayor Gallant provided an overview of his report:

- Maintenance, landscaping and grass cutting continues at all town owned properties;
- Completed the painting of the exterior of Robert Cotton Centre;
- Bylaw inspection and follow up is ongoing;
- Gathering data for KPIs;
- Developing a task assignment app in GIS with the help of Isuri Gunarathna;
- Coordinating repairs to the misting system at Michael Thomas park;
- Coordinating and overseeing watermain repair across the Trans-Canada Highway;
- Sanitary sewer gravity flushing has begun and will continue into the fall;
- Sewer and water component maintenance is mostly complete for the season, hydrant flushing will be underway soon;
- Water and sewer inspections, meter installations and water turn-ons for new development are ongoing;
- Ongoing inspection and maintenance of water and sewer systems and facilities; and
- Managing ongoing customer and resident inquiries and concerns.

**Discussion:**

Councillor Dowling acknowledged that the Ducks Landing multi-use pathway project will be proceeding following the successful securing of funding. The project has been under consideration for some time, but appropriate funding was required to move forward.

Council Dowling also raised a matter discussed at a recent Fire Company meeting regarding fire hydrant pressure markings. Questions were noted about whether some hydrants are accurately marked to reflect their pressure capabilities, particularly in areas that have experienced development since the last testing. It was suggested that the town could purchase instruments to conduct its own compression testing. Councillor Dowling noted that this matter will be brought forward to the Safety Services Committee for further discussion with the Fire Chief. Councillor Dowling inquired if anyone was familiar with the issue or if the CAO has had any prior discussion with the Fire Company in that regard.

Director of Infrastructure, Jeannie Woodard confirmed that the town has been communicating with the Fire Company for several weeks regarding updated

maps for hydrant locations and pressures. Ms. Woodard acknowledged that pressure testing has not been conducted in recent years and that some newly added hydrants have not yet been tested. Plans to update this information and allocate budget for the necessary testing will be included in the upcoming year.

Councillor Dowling noted that all fire hydrants are functional and flushed annually by the town, ensuring basic reliability. He explained that the Fire Department uses color markings to quickly assess a hydrant's water supply capacity and determine whether additional tanker trucks or inter-service agreements are needed for supplemental water. Councillor Dowling acknowledged ongoing mapping efforts and noted that some areas, due to separated mains or looping issues, require tanker support. He commended staff for staying on top of the issue and for planning updates to hydrant information and infrastructure in the coming year.

Councillor Chandler inquired about the recent Grand Fondo race and its impact on traffic, noting that many residents had provided comments and concerns. She asked for a high-level overview of how communication with residents is typically handled for such events going forward, to ensure that residents are adequately informed about traffic disruptions.

Ms. Woodard noted that communication regarding the Grand Fondo race and resulting traffic impacts did not follow the usual process, leading to some confusion for residents. The town followed up with the province, which acknowledged the issue and released public information, including sharing it locally. Moving forward, the town will be notified of any delays or interruptions affecting residents and commuters to ensure proper communication. This incident was considered a one-time occurrence, and standard notification procedures are expected to be followed in the future, particularly for events, construction, or other disruptions.

Councillor Jackson thanked staff, including Ms. Woodard, for coordinating with the province on the guardrail initiative, noting that significant work is being completed in areas that had previously lacked such infrastructure. He also expressed appreciation to Infrastructure Coordinator, Charlie Koughan and staff for facilitating the sump pump redirection rebate program, describing it as a smooth and seamless process. Councillor Jackson encouraged residents to take advantage of the rebate while funds remain, noting the benefits for both the town's sewer system and participating households.

Ms. Woodard noted that the town had requested a review of installing guardrails along the soccer fields. She reported that the assessment has not yet been completed, but it remains on the agenda for review to determine if installation is justified according to applicable guidelines and requirements. An update will be provided once the assessment is complete.

Deputy Mayor Gallant, as Chair of Infrastructure, recognized and thanked the summer staff and students who worked with the town over the summer. He noted their contributions to projects such as painting and maintenance at Cotton Park and other town properties, as well as general groundskeeping. He also acknowledged the leadership of Infrastructure Superintendent, Joe Driscoll and his staff in supervising and guiding the summer team, highlighting their efforts in making it a productive season.

#### 14. COMMITTEE OF THE WHOLE

Nil.

#### 15. SUSTAINABILITY

##### a) Report

The report was included in the agenda package for council to review.

##### b) Transit Report

The report was included in the agenda package for council to review.

Councillor Chandler noted a slight decline in recent ridership data but expressed optimism for an increase next month with the inclusion of inner-town routes. She observed that year-over-year trends show a peak in November 2024, followed by a shift likely linked to changes in immigration policies, which have impacted newcomer numbers and related service usage. Councillor Chandler indicated that the trend will be monitored, with expectations of a rebound as expanded services and routes are implemented in Stratford.

CAO Crosby announced that Maddy Crowell has returned from maternity leave and, together with Khidaf Aijaz, will be advancing the sustainability initiatives within the CAO department.

Mayor Ogden emphasized the importance of the upcoming business survey, noting its role in identifying ways to attract and support local businesses. He encouraged all Councillors to visit businesses in their wards, engage with them about the survey, and demonstrate their interest, highlighting the survey as a valuable tool for future planning and decision-making.

Community and Business Engagement Coordinator; Wendy Watts suggested creating a letter for Councillors to provide to businesses when the survey is released, and the business meeting is scheduled. She proposed coordinating visits to avoid duplication and offered to work

with Councillor Chandler to assign areas for those interested in participating.

Councillor Chandler emphasized the importance of maintaining relationships with local businesses and ensuring they know that both staff and Councillors are accessible, noting that businesses represent a specific and important population within the town whose needs should be considered.

## 16. INTERGOVERNMENTAL AFFAIRS AND ACCOUNTABILITY

### a) **Report**

The report was included in the agenda package for council to review.

Councillor Chandler provided an overview of her report as follows:

- The final few Key Performance Indicators (KPI's) are being collected from staff and inputted into the dedicated KPI website platform for release in the near future. It is anticipated that this work will be ready to present to the IAA committee when they meet in September.
- Ongoing regular meetings and conversations continue with both of our Provincial MLA's, and our Federal MP. There was also a meeting with MP Gregor Robertson, Minister of Housing and Infrastructure, in August when he was on PEI.
- During the summer, staff continue to participate in meetings and work on transit negotiations, collaborate with the RCMP, promote economic development, and engage in discussions with community partners.

Mayor Ogden noted the value of attending events hosted by all political parties, such as the recent social by the Member of Parliament. While these events may appear political, he emphasized their importance as opportunities to network, share Stratford's issues, and have informal discussions that often prove useful in gaining support for the town. He encouraged all Councillors to take advantage of such opportunities, as they benefit Stratford in the long term. With a potential provincial election approaching, he further stressed the importance of engaging with as many local candidates as possible.

Councillor Chandler added that the event had a great turnout and provided an opportunity to meet residents she would not typically encounter. She emphasized the importance of building these relationships, noting that she did not view them as political but rather as opportunities to work toward common goals where the town needs support.

**17. INQUIRIES BY MEMBERS OF COUNCIL**

Nil.

**18. OTHER COMMITTEES**a) **Stratford Seniors Complex**

The report was included in the agenda package for council to review. Deputy Mayor Gallant gave an update on the Stratford Senior's Complex as follows:

- Contractor was in to look at the heating component on dryer.
- Chris is working on getting prices to replace remaining patios with patio stones to concrete pads.
- Kim will talk to Khidaf and Maddy for advice on cutting back trees around the Seniors complex.
- Contractor was in to fix leaking pipe in furnace room and hallway.
- Contractor was in to look at fire panel and reset due to continuing beeping noise.
- In the fall, we are going to look at removing some plants that are close to the building that the tenants are not caring for.
- There are currently 25 people on the waiting list

**19. APPOINTMENTS TO THE COMMITTEES**

Nil.

**20. PROCLAMATIONS**a) **Arthritis Awareness Month**

**Whereas:** Nationwide community support has been critical throughout Arthritis Society of Canada's 77-year history, enabling the organization to fulfill its' mission to fight the fire of arthritis with research, advocacy, innovation, information, and support; and

**Whereas:** Arthritis is a serious disease that causes debilitating pain, restricts mobility and diminishes quality of life. Six million people in Canada (1 in 5) live everyday with the brutal realities of arthritis and there is no cure; and

**Whereas:** During Arthritis Awareness Month this September, we will raise awareness, mobilize and engage communities to understand the devastating impact of arthritis, and stand with us to fight for an arthritis free future.

## REGULAR MONTHLY COUNCIL MINUTES – SEPTEMBER 10, 2025

We recognize the work underway to develop a nationwide Arthritis Action Plan to take on the big issues of arthritis, including prevention, equitable access to care and treatment, and elevating the urgency of the disease; and

**Whereas:** The Arthritis Society of Canada is Canada’s national charity dedicated to extinguishing arthritis for good.

**Therefore, Be it Resolved** that I, Steve Ogden, Mayor of Stratford, do hereby proclaim the month of September as “Arthritis Awareness Month” in the Town of Stratford.

**In Witness, Whereof:** I have set my hand and caused the seal of the Town of Stratford to be affixed hereto.

**21. OTHER BUSINESS**

CAO Crosby reminded Council of the staff and Council social event scheduled for tomorrow at Red Shores, beginning at 5:30 p.m., and encouraged everyone to attend.

Deputy Mayor noted that a New Residents Meet-Up will be held on Saturday, with coffee, muffins, and fruit provided, and encouraged attendance.

**22. ADJOURNMENT**

Mayor Ogden adjourned the meeting at 7:47 P.M.

**STRATFORD TOWN COUNCIL**  
**Regular Monthly Meeting**  
**October 8, 2025**  
**4:30 p.m.**

**AGENDA**

**1. CALL TO ORDER**

- a) We acknowledge the land upon which we gather is the unceded territory of the Mi'kmaq, and we pay our respects to the Indigenous Mi'kmaq People of this territory past, present, and future.

**2. DECLARATION OF CONFLICT OF INTEREST**

**3. APPROVAL OF AGENDA**

**4. MINUTES**

- a) Regular Monthly Meeting Minutes  
[Regular Council - 10 Sep 2025 - Minutes](#)
- b) Special Council Meeting Minutes  
[Special Council - 17 Sep 2025 - Unapproved Minutes](#)

**5. BUSINESS ARISING FROM THE MINUTES**

**6. PRESENTATIONS FROM THE FLOOR**

**7. MAYOR'S REPORT**

- a) Report  
[Mayors Report Sept. 10 - Oct. 8, 2025](#)

**8. CHIEF ADMINISTRATIVE OFFICER**

- a) Report  
[CAO Memo Oct 2025](#)

**9. SAFETY SERVICES**

- a) Report  
[Safety Services Unapproved Minutes - September 2025](#)
- b) Street Light Report
- c) RCMP Report  
[RCMP Monthly Report - September 2025](#)
- d) Humane Society Report  
[Humane Society Report - September, 2025](#)
- e) Fire Company Report  
[Crossroads Fire Company Calls 2025 September](#)

**10. RECREATION CULTURE AND EVENTS**

- a) Report  
[Recreation, Culture and Events Report - September 2025](#)

**11. FINANCE AND TECHNOLOGY**

- a) Report

[Finance Report October 2025 council](#)  
[Finance and Technology Committee - 17 Sep 2025 - Minutes](#)

- b) Financial Statements  
[Town Income Sep 2025 Updated 02-OCTOBER-25](#)  
[Utility Income Sep 2025 Updated 03-Oct-25](#)

## 12. PLANNING DEVELOPMENT AND HERITAGE

- a) Report  
[PLANNING, DEVELOPMENT AND HERITAGE - 29 Sep 2025 - Minutes](#)
- b) Permit Summary  
[Monthly Building Permit Summary - September 2025](#)  
[Monthly Building Type Summary - September 2025](#)
- c) Resolution PH049-2025 -Official Plan Public Meeting  
[Resolution PH049-2025 -Official Plan Public Meeting](#)
- d) Resolution PH050-2025 - Official Plan Amendment -Waterfront Core Area Amendment  
[Resolution PH050-2025 - Official Plan Amendment -Waterfront Core Area Amendment](#)  
[PH050-2025 - 1 - Official Plan Amendment -Waterfront Core Area Amendment](#)
- e) Resolution PH051-2025 - Zoning Bylaw Amendment -WMU Zoning Amendment-2nd Reading  
[Resolution PH051-2025 - Zoning Bylaw Amendment -WMU Zoning Amendment-2nd Reading](#)  
[PH051-2025 - RZ004-25 - 1 Zoning Bylaw Amendment WMU Zoning Amendment](#)  
[PH051-2025 - RZ004-25 - 2 - Rezoning-Plan](#)  
[PH051-2025 - RZ004-25 - 3 - Stratford Waterfront Rezoning Summary](#)  
[PH051-2025 - RZ004-25 - 4 - Received & Redacted Comments](#)  
[PH051-2025 - RZ004-25 - 5 -Public Meeting Verbatim Minutes - RZ004-25 - July 21, 2025](#)  
[PH051-2025 - RZ004-25 - 6 - Notification Letter to Adjacent Owners July 4, 2025](#)  
[PH051-2025 - RZ004-25 - 7 - August Planning Committee Minutes](#)
- f) Resolution PH052-2025 - Zoning Bylaw Amendment -WMU Zoning Amendment-Adoption  
[Resolution PH052-2025 - Zoning Bylaw Amendment -WMU Zoning Amendment-Adoption](#)
- g) Resolution PH053-2025 - Leading Edge – Variance  
[Resolution PH053-2025 - Leading Edge – Variance](#)  
[PH053-2025 -1 - Property Location](#)  
[PH053-2025 -2 - Proposed Site Plan](#)  
[PH053-2025 - 3 - Variance Request letter](#)
- h) Resolution PH054-2025 - CMLMT Holdings Ltd - Cond. Uses - Proposal #2  
[Resolution PH054-2025 - CMLMT Holdings Ltd - Cond. Uses - Proposal #2](#)  
[PH054-2025 - 1 - Property Location](#)  
[PH054-2025 - 2 - Block Layout Map](#)

[PH054-2025 - 3 - Original Site Plan \(superseded\)](#)  
[PH054-2025 - 4 - Revised Site Plan \(September 26, 2025\)](#)  
[PH054-2025 - 5 - Detailed South Lot Layout](#)  
[PH054-2025 - 6 - Detailed North Lot Layout](#)  
[PH054-2025 - 7 - 3D Model - Concept Only](#)  
[PH054-2025 - 8 - Original Comment Letters \(Redacted\)](#)  
[PH054-2025 - 9 - Original Residents Petition](#)  
[PH054-2025 - 10 - Oct. 2, 2025 - Letter to Abutting Residents - Revised Plan](#)

- i) Resolution PH055-2025 - JDLB Holdings - Special Permit  
[Resolution PH055-2025 - DP092-25 - JDLB Holdings - Special Permit- Stacked Semi-Detached Dwelling- Decision](#)  
[PH055-2025 - 1 - Site Plan](#)  
[PH055-2025 - 2 - Building Plans](#)  
[PH055-2025 - 3 - JDLB Public Meeting Presentation](#)

### **13. INFRASTRUCTURE**

- a) Report  
[Infrastructure Memo - October 8, 2025](#)  
[Infrastructure Unapproved Meeting Minutes - September 18, 2025](#)
- b) Resolution INC005-2025 - Supplemental Capital Budget for Myrtle Street Extension  
[Resolution INC005-2025 Supplemental Capital Budget for Myrtle Street Extension](#)
- c) Resolution INC006-2025 - Municipal Strategic Component of the Canada Community Building Fund  
[Resolution INC006-2025 - Municipal Strategic Component of the Canada Community Building Fund](#)
- d) Resolution INC007-2025 Inflow & Infiltration Implementation Program 2025  
[Resolution INC007-2025 Inflow & Infiltration Implementation Program 2025](#)

### **14. COMMITTEE OF THE WHOLE**

#### **15. SUSTAINABILITY**

- a) No meeting minutes to report
- b) Transit Report  
[Transit - September 2025](#)
- c) Resolution SC003-2025 - Application with Trees for Life to the Federation of Canadian Municipalities' Growing Canada's Community Canopies Funding Program  
[SC001-2025 - Application with Trees for Life to the Federation of Canadian Municipalities' Growing Canada's Community Canopies Funding Program](#)

#### **16. INTERGOVERNMENTAL AFFAIRS AND ACCOUNTABILITY**

- a) No report

#### **17. INQUIRIES BY MEMBERS OF COUNCIL**

#### **18. OTHER COMMITTEES**

- a) Stratford Seniors Complex

[Seniors Committee Report October 2025 Council](#)  
[Stratford Community Seniors Complex - 23 Sep 2025 - Minutes](#)

- 19. APPOINTMENTS TO THE COMMITTEES**
- 20. PROCLAMATIONS**
- 21. OTHER BUSINESS**
- 22. ADJOURNMENT**



# TOWN OF STRATFORD RESOLUTION

## PH050-2025 – OP001-2025 General Amendments to the Official Plan Designation Map regarding the Stratford Waterfront Area

Motion Carried \_\_\_\_\_  
Motion Lost \_\_\_\_\_  
Motion Withdrawn \_\_\_\_\_

Council Chambers  
Town Council

**October 8, 2025**

Committee  
Moved by Councilor  
Seconded by Councilor

Planning & Heritage  
Jeff MacDonald  
\_\_\_\_\_

**WHEREAS** the Planning Department is proposing amendments to the Town of Stratford Official Plan to permit additional Mixed-Use designation to the adopted 2008 Core Area Subsidiary Plan; and

**WHEREAS** this Official Plan amendment stems from the Housing Accelerator Fund initiatives to encourage more residential, commercial, and mixed-use development where possible, within the Town; and

**WHEREAS** this General Text amendment has been developed in conjunction with RZ004-2025 Zoning Bylaw Amendments; and

**WHEREAS** in accordance with the Stratford Zoning and Development Bylaw #45, planning staff circulated written notice (124 letters/sent July 4, 2025) of the amendment request to all property owners within 150 metres (490 feet) of the boundaries of the subject property or properties, and placed multiple signs on the subject land; and

**WHEREAS** in accordance with the Stratford Zoning and Development Bylaw #45, notice of this amendment application and public meeting occurred through the placement of an advertisement in the local Guardian Newspaper in 2 separate editions (July 12<sup>th</sup> and July 19<sup>th</sup>) and was also posted on the Town’s Facebook page; and

**WHEREAS** a public meeting was held on July 21, 2025, at 7:00 p.m. with the Town’s consultant Upland Planning presenting to those in attendance. Nine attendees stood up and asked questions of the presenters, comments were recorded in the minutes and was live streamed on the Town’s Facebook pages and YouTube; and

**WHEREAS** residents were given until 4:00 p.m. on July 25, 2025, to submit their comments, and planning staff received 13 letters from residents before the deadline and one signed petition after the deadline with various concerns around parking, its proximity to an existing mature neighbourhood, traffic congestion and other general concerns; and

**BE IT RESOLVED** that Bylaw OPA01-2025, a bylaw to amend the Town of Stratford Official Plan 2014, be hereby read and approved.

**AND BE IT FURTHER RESOLVED** that this Resolution replaces Resolution PH037-2025 - Official Plan Amendment -Waterfront Core Area Amendment-1st Reading which was incorrectly presented at the September 10<sup>th</sup>, 2025 Council meeting.

*This resolution bears the recommendation of the Planning, Development & Heritage Committee on August 4, 2025.*



# TOWN OF STRATFORD RESOLUTION

## PH051-2025 – RZ004-2025 General Text & Zoning Map Amendments to Town of Stratford Zoning and Development Bylaw #45 regarding the Stratford Waterfront Area – 2<sup>nd</sup> Reading

Motion Carried \_\_\_\_\_  
Motion Lost \_\_\_\_\_  
Motion Withdrawn \_\_\_\_\_

Council Chambers  
Town Council

**October 8, 2025**

Committee  
Moved by Councilor  
Seconded by Councilor

Planning & Heritage  
Jeff MacDonald  
\_\_\_\_\_

**WHEREAS** the Town is proposing the rezoning of 28 lots from the General Commercial (C1), Highway Commercial (C2), Low Density Residential (R1), Multiple Unit Residential (R3) and Waterfront Residential (WR) Zones to the Waterfront Mixed-Use (WMU) Zone as shown on the attached map) and revisions to the Waterfront Mixed-Use (WMU) Zone in the Town of Stratford Zoning and Development Bylaw #45; and

**WHEREAS** this amendment to rezone stems from the Housing Accelerator Fund initiatives to encourage more residential, commercial, and mixed-use development where possible, within the Town; and

**WHEREAS** this rezoning and text amendment has been developed in coordination with the OP001-2025 Official Plan Amendment; and

**WHEREAS** in accordance with the Stratford Zoning and Development Bylaw #45, planning staff circulated written notice (124 letters/sent July 4, 2025) of the amendment request to all property owners within 150 metres (490 feet) of the boundaries of the subject property or properties, and placed multiple signs on the subject land; and

**WHEREAS** in accordance with the Stratford Zoning and Development Bylaw #45, notice of this amendment application and public meeting occurred through the placement of an advertisement in the local Guardian Newspaper on 2 separate editions (July 12<sup>th</sup> and July 19<sup>th</sup>) and was also posted on the Town’s Facebook page; and

**WHEREAS** a public meeting was held on July 21, 2025, at 7:00 p.m. and with the Town’s consultant Upland Planning presenting to those in attendance. Nine attendees stood up and asked questions of the presenters, comments were recorded in the minutes; and was live streamed on the Town’s Facebook pages and YouTube; and

**WHEREAS** residents were given until 4:00 p.m. on July 25, 2025, to submit their comments, and planning staff received 13 letters from residents before the deadline and one signed petition after the deadline with various concerns around parking, its proximity to an existing mature neighbourhood, traffic congestion and other general concerns; and

**BE IT RESOLVED** that Bylaw # 45W, a bylaw to amend the Town of Stratford Zoning and Development Bylaw, Bylaw #45, be hereby read and approved a second time.

*This resolution bears the recommendation of the Planning, Development & Heritage Committee on August 4, 2025.*

# TOWN OF STRATFORD

## ZONING AND DEVELOPMENT BYLAW AMENDMENT

### BYLAW NUMBER 45W

*A Bylaw to amend the Zoning and Development Bylaw, Bylaw # 45W, General Text & Zoning Map Amendments.*

This bylaw is made under the authority of the *Planning Act* R.S.P.E.I. 1988, Cap. C-P-8.

BE IT ENACTED by the Council of the Town of Stratford that the Zoning and Development Bylaw, Bylaw #45, be amended as follows:

**1. Add the following text in bold to Subsection 1.5.2:**

1.5.2 Notwithstanding Section 1.5.1. above, a Development Officer shall have the authority to approve or deny Development applications in the Core Mixed Use (CMU) Zone, **Waterfront Mixed Use (WMU) Zone**, and Urban Core (UC) Zone in accordance with Section 7.6., Site Plan Approval Process, in this Bylaw; excluding developments which require preliminary approval of subdivisions of greater than five (5) Lots or where the extension of water mains, sewer mains or Streets is required.

**2. Add the following text in bold to Subsection 7.6.1:**

7.6.1 All applications in the CMU, **WMU**, and UC Zones shall follow the site plan approval process and shall be accompanied by: [...]

**3. Add the following text in bold to Subsection 8.31.1:**

8.31.1. Where any land or Building is used for more than one (1) purpose, all provisions of this Bylaw relating to each Use shall be satisfied. Where there is conflict, such as in the case of Lot size or Frontage, the most stringent standards shall apply, unless located in the CMU, **WMU**, and UC Zone.

**4. Add the following text in bold to Subsection 8.36.1:**

8.36.1. Where a Dwelling Unit is proposed in connection with commercial Use outside of the CMU, **WMU**, and UC zones, the following minimum standards shall apply:

5. Add the following text in bold to the table in Subsection 10.1.1:

[...]	[...]
Other Institutional	1 Parking Space per 37 sq. m (398 sq. ft.) of Floor Area
All uses in the CMU, <b>WMU</b> , and UC Zones	0.5 Parking Spaces per Dwelling Unit 3 Parking Spaces per 93 sq. m. (1,000 sq. ft.) of Commercial or Office Space 0.75 Parking Spaces per guest room
All other uses not listed	1 Parking Space per 20 sq. m (215 sq. ft.) of Floor Area

6. Delete Appendix 'D'

7. Add the following definition of **STREETWALL WIDTH** following the definition of **STREETWALL SETBACK**:

**STREETWALL WIDTH** - means the total horizontal distance between the outermost edges of the streetwall facing a streetline.

8. The Town of Stratford Zoning and Development Bylaw Map as illustrated in Appendix B, will see the following parcels (shown on Figure 1 – PIDs) land use designations be amended to Waterfront Mixed Use Zone (WMU);

190868	327999	327981	328005
328062	676379	701383	751164
781773	817023	817031	851774
852434	854695	860338	879866
922898	1049717	1049725	1060045
1008267	1101443	1126432	1136100
1143189	1178771	1182328	



## Appendix 'A'

**12.1. WATERFRONT MIXED USE (WMU) ZONE****12.1.1. GENERAL**

Except as otherwise provided in this Bylaw, all buildings and parts thereof erected, placed, or altered, or any land used in a Waterfront Mixed Use (WMU) Zone shall conform with the provisions of this Section.

**12.1.2. PERMITTED USES**

Within a Waterfront Mixed Use (WMU) Zone, no building or part thereof and no land shall be used for purposes other than the following uses and uses accessory to the following uses, subject to the ground floor requirements of Subsection 12.1.3:

- i. Business and Professional Offices;
- ii. Child Care Centre;
- iii. Entertainment Establishment;
- iv. Financial Services;
- v. Health Clinics;
- vi. Hotels, Motels or other Tourist Establishments;
- vii. Institutional Uses;
- viii. Lounges;
- ix. Multiple Attached Dwellings;
- x. Nursing Home;
- xi. Parking Garages;
- xii. Parking Lots;
- xiii. Parks;
- xiv. Passive Recreation Uses;
- xv. Personal Service Shops;
- xvi. Restaurants;
- xvii. Retail Stores;
- xviii. Stacked Townhouse Dwellings; and
- xix. Townhouse Dwellings

**12.1.3. GROUND FLOOR USE REQUIREMENTS**

Where a lot line is identified on Map 12.1.1 as being a "Commercial Use Priority Lot Line" the ground floor of any building along that lot line shall not be used for dwelling units or for nursing home uses. For greater clarity, the ground floor of such buildings may be used for lobbies and amenity space accessory to upper floor dwelling units.

## Appendix 'A'

**12.1.4. SERVICING**

All Development in a Waterfront Mixed Use (WMU) Zone shall be serviced by municipal sewer services and municipal water supply.

**12.1.5. SITE PLAN APPROVAL**

- (a) All applications for site plan approval shall follow the Site Plan Approval Submission requirements outlined in Section 7.6.
- (b) Applications that cannot meet the Site Plan Approval requirements of this Zone, can apply for a Variances permitted through Section 6.1.

**12.1.6. LOT REQUIREMENTS**

The following requirements shall apply to the creation of lots within in a Waterfront Mixed Use (WMU) Zone:

## i. Townhouse or Stacked Townhouse Dwellings

Requirement	Standard	
(a) Minimum Lot Area	200 sq. m (2,153 sq. ft.)	
(b) Minimum Lot Frontage	6.0 m (20 ft.) for interior townhouse and stacked townhouse units	7.5 m (25 ft.) for all end units

## ii. Multiple Attached Units and Mixed Use;

Requirement	Standard
(a) Minimum Lot Area	0 sq. m. (0 sq. ft.)
(b) Minimum Lot Frontage	30 m (100 ft.)

**12.1.7. BUILDING SITING AND MASSING REQUIREMENTS**

The following requirements shall apply to all buildings within a Waterfront Mixed Use (WMU) Zone:

Requirement	Standard
(a) Minimum Yards	As illustrated on Map 12.1.2.
(b) Maximum Yards	As illustrated on Map 12.1.3.
(c) Minimum Building Height	As illustrated in Map 12.1.4.
(d) Maximum Building Height	As illustrated in Map 12.1.4.
(e) Minimum Streetwall Height	As illustrated in Map 12.1.5.

## Appendix 'A'

(f) Maximum Streetwall Height	As illustrated in Map 12.1.5.
(g) Minimum Ground Floor Height for commercial	4.0 m (13 ft.)
(h) Minimum Building Stepback Above the Streetwall	3.0 m (10 ft.)
(i) Maximum Building Width along Front Lot Lines	105 m (344 ft.)
(j) Maximum Building Width along Flanking Side Lot Lines	90 m (295 ft.)
(k) Unit Mix	min. 25% 2 or 3-bedroom units
(l) Lot Coverage	Not Applicable

**12.1.8. NEW STREETS**

- (a) Subject to modification and approval by the Town of Stratford, the PEI Department of Transportation and Infrastructure, and the Stratford Utility Corporation, new streets within the Waterfront Mixed Use (WMU) Zone shall conform to one of the cross-sections illustrated in Image 12.1.1.
- (b) Notwithstanding 12.1.7(a), where a street is constructed after the effective date of this section, the minimum yard from the streetline of that street shall be 3.0 metres.
- (c) Notwithstanding 12.1.7(b), where a street is constructed after the effective date of this section, the maximum yard from the streetline of that street shall be 4.5 metres.

**12.1.9. PERMITTED ENCROACHMENTS**

- (a) Eaves, gutters, down spouts, cornices and other similar features shall be permitted encroachments into a required setback or stepback to a maximum of 0.6 m (2 ft).
- (b) Balconies shall be permitted encroachments into a setback or stepback at or above the level of the second storey of a building, provided that the protrusion of the balcony is no greater than 2.0 m (6.5 ft) from the building face and the aggregate length of such balconies does not exceed 50% of the horizontal width of that building face.
- (c) Underground parking garages shall not be exempt from minimum front and flanking side yard setbacks provided any portion of the garage within the minimum setback does not protrude above the surface of the ground by more than 0.6 m.

**12.1.10. STREETWALL EXEMPTIONS**

- (a) Notwithstanding Subsection 12.1.7(b) and (h), on lots that have a maximum front and/or flanking side yard setback a maximum of 20% of the width of a building's streetwall may be set back to recess past the maximum front and/or flanking side yard, provided:

## Appendix 'A'

- i. the maximum width of any individual such recess shall be 9.0 m (30 ft);
  - ii. the setback past the maximum front and/or flanking yard shall not exceed 3.0 m (10 ft); and
  - iii. there is no minimum for a building stepback above the streetwall for the recessed segment(s) of the streetwall
- (b) .Notwithstanding Subsection 12.1.7(e) and (f), segments of the streetwall may exceed the maximum streetwall height by one (1) storey or be lower than the minimum streetwall height by one (1) storey, provided:
- i. the maximum width of any one segment of streetwall exceeding the maximum streetwall height or lower than the minimum streetwall height shall be 9.0 m (30 ft); and
  - ii. the combined width of all streetwall segments exceeding the maximum streetwall height or lower than the minimum streetwall height shall not exceed 20% of the total streetwall width of the building.

## 12.1.11.

**BUILDING HEIGHT EXEMPTIONS**

- (a) The maximum building height requirements in Subsection 12.1.7(d) shall not apply to a church spire, lightning rod, elevator enclosure, flag pole, antenna, HVAC equipment or enclosure of such equipment, skylight, chimney, landscape vegetation, clock tower, solar collector, guard rails, roof top cupola, parapet, cornices, eaves, stairwell, mechanical penthouse, or other similar features, provided that:
- i. such features shall not be regularly accessible to building residents or tenants, except for stairwells and elevator enclosures providing access to outdoor rooftop amenity space; and
  - ii. the total of all such features shall occupy in the aggregate less 30% of the roof area of the roof of the building on which they are located.
- (b) The following features shall be stepped back a minimum of 2.0 m (6.5 ft) from the rooftop edge if they exceed the maximum building height:
- i. guard rails unless they are constructed primarily of transparent glass;
  - ii. HVAC equipment;
  - iii. mechanical penthouses; and
  - iv. mechanical enclosures.

## 12.1.12.

**BUILDING DESIGN REQUIREMENTS**

- (a) Buildings shall have a ground floor that differs in colour and texture of external materials compared to other floors or shall be articulated in the horizontal by at least two of the following:
- i. A recess or protrusion in the building wall with a depth of at least 0.5 m (1.75 ft);
  - ii. A change in the building wall's height; or,
  - iii. A change in wall colour and material.
- (b) On properties identified on Map 12.1.1 as "townhouse as a main use" any development that does not meet the definition of townhouse dwelling or stacked townhouse dwelling shall have the external appearance of a row of townhouses facing the front lot line and shall, at a minimum:

## Appendix 'A'

- i. be visually segmented along the front lot line into individual facades no wider than 9.0 metres (30 feet) each by means of a change in wall colour and material or by a recess or protrusion with a depth of at least 0.5 metres (1.75 feet); and
  - ii. have a minimum of one pedestrian entrance on each individual façade.
- (c) Pitch roofs are generally discouraged along lot lines identified on Map 12.1.1 as being a “Commercial Use Priority Lot Line”, unless part of a distinct architectural style.
- (d) Green roofs and living walls are encouraged as a means of retaining storm water and to add to visual interest.

**12.1.13. BUILDING ENTRANCES AND GLAZING**

- (a) All main buildings shall have a minimum of one main entrance that faces the front lot line.
- (b) Within a Waterfront Mixed Use (WMU) Zone, where a lot line is identified on Map 12.1.1 as being a “Commercial Use Priority Lot Line” any building along that lot line shall have a main entrance a minimum of once every 27.0 m (88.5 ft).
- (c) Where a lot line is identified on Map 12.1.1 as being a “Commercial Use Priority Lot Line” the ground floor façade of any building along that lot line shall consist of a minimum of 50% (by wall area measured from finished floor to finished ceiling) transparent, non-reflective glazing.

**12.1.14. RESIDENTIAL AMENITY SPACE**

Every multiple attached dwelling building shall provide a dedicated indoor amenity room with a floor area of no less than 50.0 sq.m (538 sq.ft).

**12.1.15. PARKING AND VEHICLE CIRCULATION**

- (a) Parking garages as a main use and parking lots as a main use shall only be permitted if they are within areas identified as “Parking as a Main Use” on Map 12.1.1.
- (b) Automobile parking shall not be permitted in any yard adjacent to a lot line identified on Map 12.1.1 as being a “Commercial Use Priority Lot Line.
- (c) Bicycle parking shall be provided consistent with the requirements of Subsection 12.5.12.
- (d) Circulation lanes and windows for the service of customers within their automobiles (“drive-thrus”) shall not be permitted.
- (e) Parkades should be integrated within a structure. The exterior facade and site development of these structures should be sensitive to and complement the existing streetscape or the streetscape vision if no development has occurred along that street.
- (f) Underground parking is encouraged. Where underground parking is proposed, access to the facility should be located and/or designed to minimize the visual impact of the garage entrance from the street.

Appendix 'A'  
12.1.16.

**SIGNAGE**

- (a) Signage for residential buildings shall be low level and illuminated, indicating street address in discreet, graphic style. Signage should be closely related to the principal building entrance.
- (b) Signage for commercial buildings shall meet the following requirements:
  - i. Projecting signs shall not exceed 0.6 sq. m (6.5 sq. ft).
  - ii. Signs on the first storey shall not exceed 0.9 sq. m (10 sq. ft.).
  - iii. Signs on the second storey shall not exceed 1.1 sq. m (12.0 sq. ft.).
  - iv. Back-lit signs are not permitted, except to back light raised lettering signs only.
  - v. Signs shall have a minimum of 2.7 m (9.0 ft) of clearance between the surface of the ground and the bottom of the sign.
  - vi. No free-standing signs shall be permitted unless they are located within a front yard, are adequately integrated into landscaping plans, are ground mounted, and do not exceed 1.2 m (4 ft) in height and a maximum of 3.0 sq. m (32.5 n sq. ft.).
  - vii. Signage should add diversity and interest to retail streets. Creative, artistic and contemporary signs that incorporate simplistic lettering are preferred.
  - viii. Signage shall be maintained regularly on an annual basis to ensure proper functionality and aesthetics.

**12.1.17. LANDSCAPING AND SITE DESIGN**

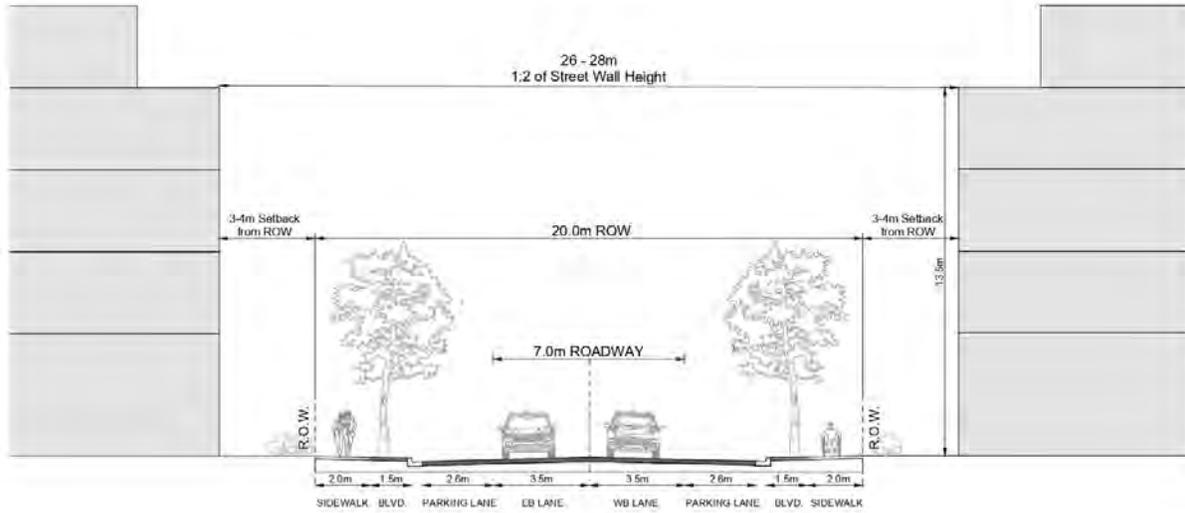
- (a) Where a multiple attached dwelling abuts an existing R1 or R2 Residential Zone, no existing trees greater than 100mm caliper shall be removed within 6.0 m (20 ft) of the boundary of the R1 or R2 Zone, unless in the sole discretion of the Development Officer a tree is deceased or is a risk to the health and safety of the public.
- (b) Solid waste storage shall not be located in the front yard or the flanking side yard, nor within any yard abutting an R1 or R2 Residential Zone.
- (c) Any exterior lighting or illuminated sign shall be so arranged as to deflect light away from adjacent R1 or R2 Zones and “Dark Sky Compliant”.
- (d) A professionally prepared landscape plan shall be an integral part of the overall site design. The landscaping shall be maintained and replaced when necessary to ensure proper functionality and aesthetics:
  - i. enhance the pedestrian scale of the building;
  - ii. screen views of unsightly elements, such as utility boxes;
  - iii. soften hard edges visually;
  - iv. provide a transition between different use areas;
  - v. create an attractive aesthetic environment;
  - vi. create usable pedestrian areas;
  - vii. reduce energy consumption; and
  - viii. define specific areas and enhance architectural features.
- (e) Invasive or highly toxic plant species are prohibited as soft landscaping material. Native plants are preferred.
- (f) Site elements such as storage, shipping and loading areas, transformers and meters, bay doors, and garbage receptacles shall be visually screened from adjacent streets by vegetation or an opaque fence.
- (g) Garbage holding areas should be contained within buildings or, if adjacent to a building, be designed with adequate visual screening and pest prevention. In no case should large garbage containers be left exposed to the street.
- (h) All building entrances intended for the regular use by residents, tenants, or the public shall be safely connected to the nearest sidewalk or multi-use trail, or to the nearest road right-of-way in cases where neither a sidewalk nor multi-use trail is present, by a pedestrian pathway that is:
  - i. a minimum of 1.5 m (5.0 ft) wide;
  - ii. surfaced with concrete, natural stone pavers, or interlocking concrete pavers;

Appendix 'A'

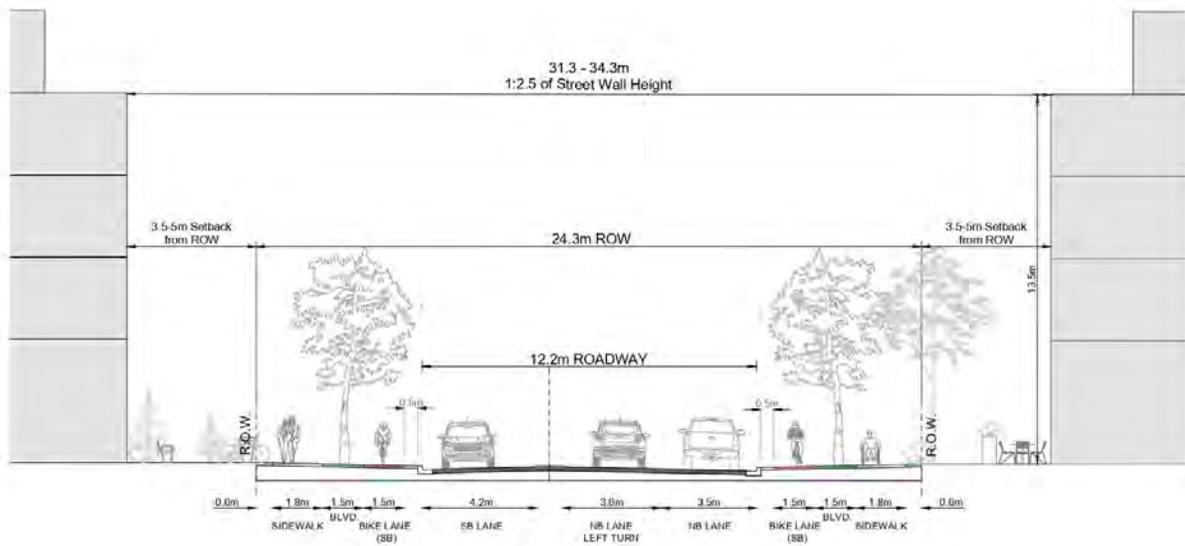
and

- iii. protected from traffic by physical barriers (curbing, planters, etc.) or by a grade differential between the pathway and the parking lot of 127 mm to 178 mm, except for portions of the pedestrian pathway crossing approximately perpendicular to a drive aisle.

**IMAGE 12.1.1 – Waterfront Mixed Use (WMU) Zone Road Cross Sections**



1 1:2 Ratio  
Cross Section - Stratford Road/Glen Stewart Drive  
SCALE: 1:100



2 1:2.5 Ratio  
Cross Section - Stratford Road/Michael Thomas Way  
SCALE: 1:100

MAP 12.1.1 – Waterfront Mixed Use (WMU) Zone Land Use Priority Areas

