

October 4, 2024

Shape Stratford: New Approaches to Engaging Community on Affordable Housing

UMNB 30th Annual Conference



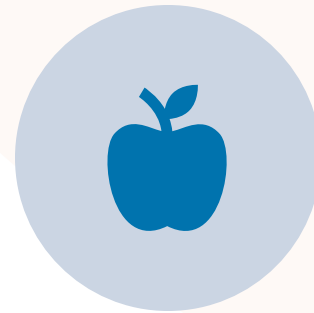
Shape Toolkit and Online Platform



E-LEARNING
MODULES



ONLINE ENGAGEMENT
SPACE



PUBLIC EDUCATION
CAMPAIGN



INTERACTIVE
MODELLING TOOLS

Community Conversations

Town of Stratford, PEI



- Population of approx. 12,000
- One of the fastest growing communities in Atlantic Canada



Housing Types

Emergency Shelter

Non-profit providers or government agencies offer temporary shelter, food and other support services.

Short-Term Supportive Housing

Non-profit providers or government agencies offer stable housing as a step between shelters and long-term housing, with supportive services aligned with need.

Ownership Housing

Individual(s) own single or multi-unit dwellings through a fee simple, strata (condo) ownership or shared equity process (mobile home park, cooperative).

Long-Term Supportive Housing

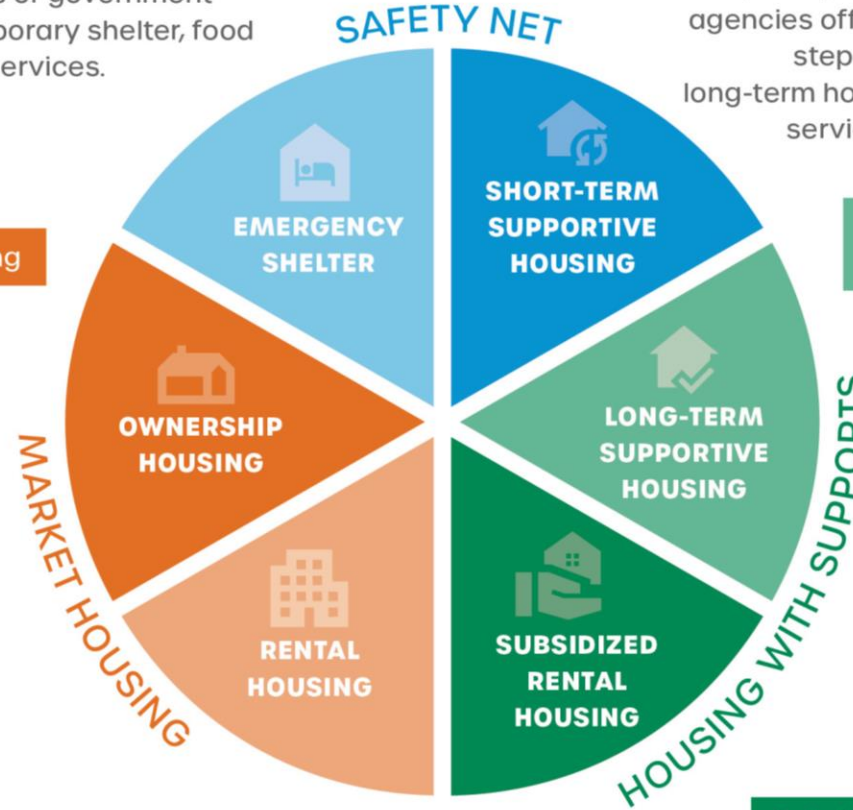
Non-profit providers or government agencies offer stable housing as a step between shelters and long-term housing, with supportive services aligned with need.

Rental Housing

Units constructed for the purpose of long-term rental in various housing types and can include secondary housing options such as secondary suites. Rent-to-own could form a cross-over to ownership housing.

Subsidized Rental Housing

Non-profit housing providers, government agencies and cooperatives provide low-income households with subsidized rent or other financial supports.



Existing Stratford Housing Typologies

CURRENT TYPOLOGIES



SINGLE



TWO-UNIT



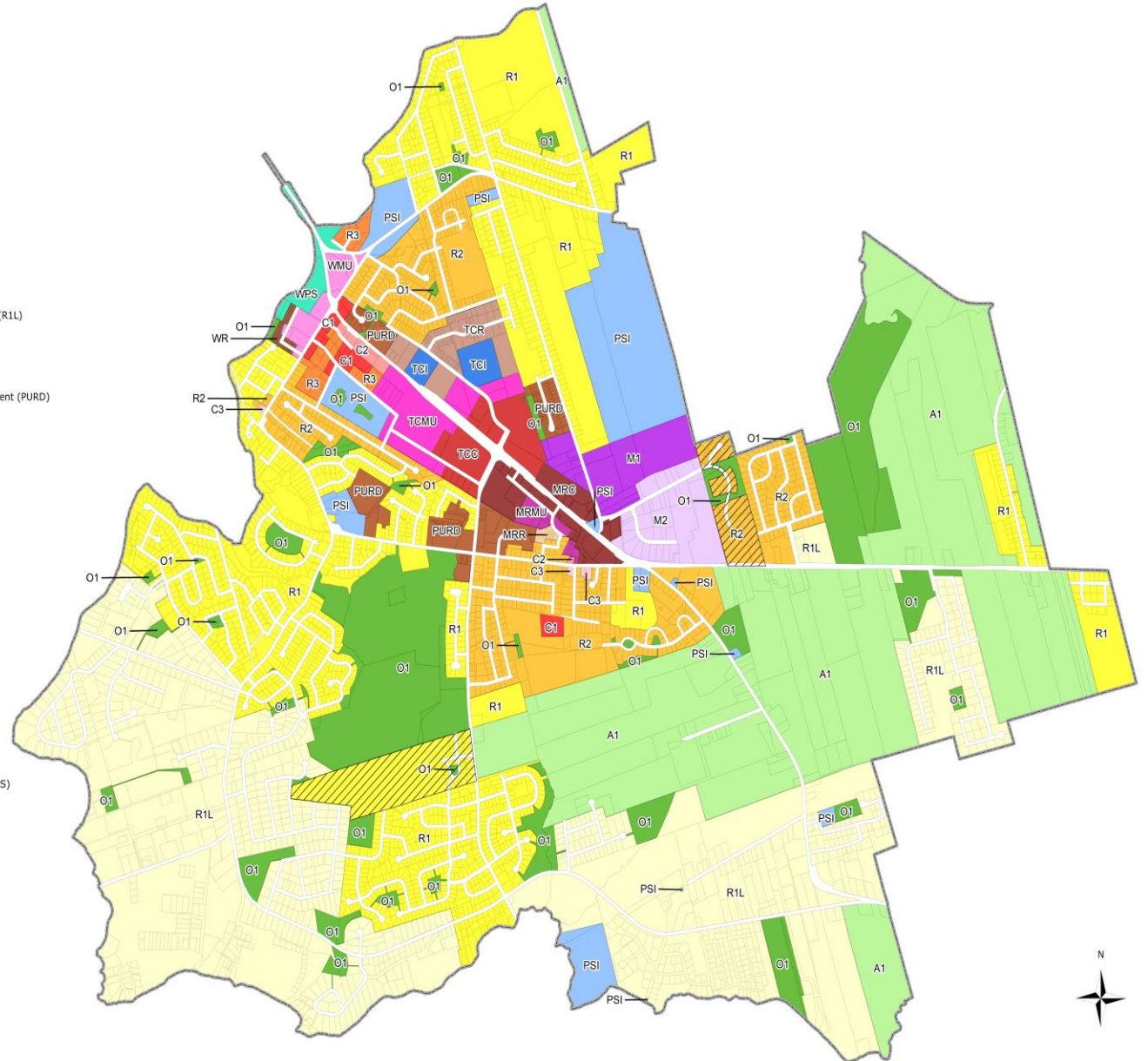
MULTI-UNIT

Source: Stantec Growth
Management Strategy
Workshop, 2023

Historic Pattern of Low Density



- Town of Stratford Boundary
- Property Boundaries
- Town of Stratford Zoning**
- Low Density Residential Large Lot (R1L)
- Low Density Residential (R1)
- Medium Density Residential (R2)
- Multiple Unit Residential (R3)
- Planned Unit Residential Development (PURD)
- Waterfront Residential (WR)
- Town Centre Residential (TCR)
- Mason Road Residential (MRR)
- Waterfront Mixed Use (WMU)
- Town Centre Mixed Use (TCMU)
- Mason Road Mixed Use (MRMU)
- General Commercial (C1)
- Highway Commercial (C2)
- Neighbourhood Commercial (C3)
- Town Centre Commercial (TCC)
- Mason Road Commercial (MRC)
- Business Park (M1)
- Light Industrial (M2)
- Agricultural Reserve (A1)
- Open Space (O1)
- Waterfront Public Space (WPS)
- Public Service Institutional (PSI)
- Town Centre Institutional (TCI)
- Sustainable Subdivision Overlay (SS)

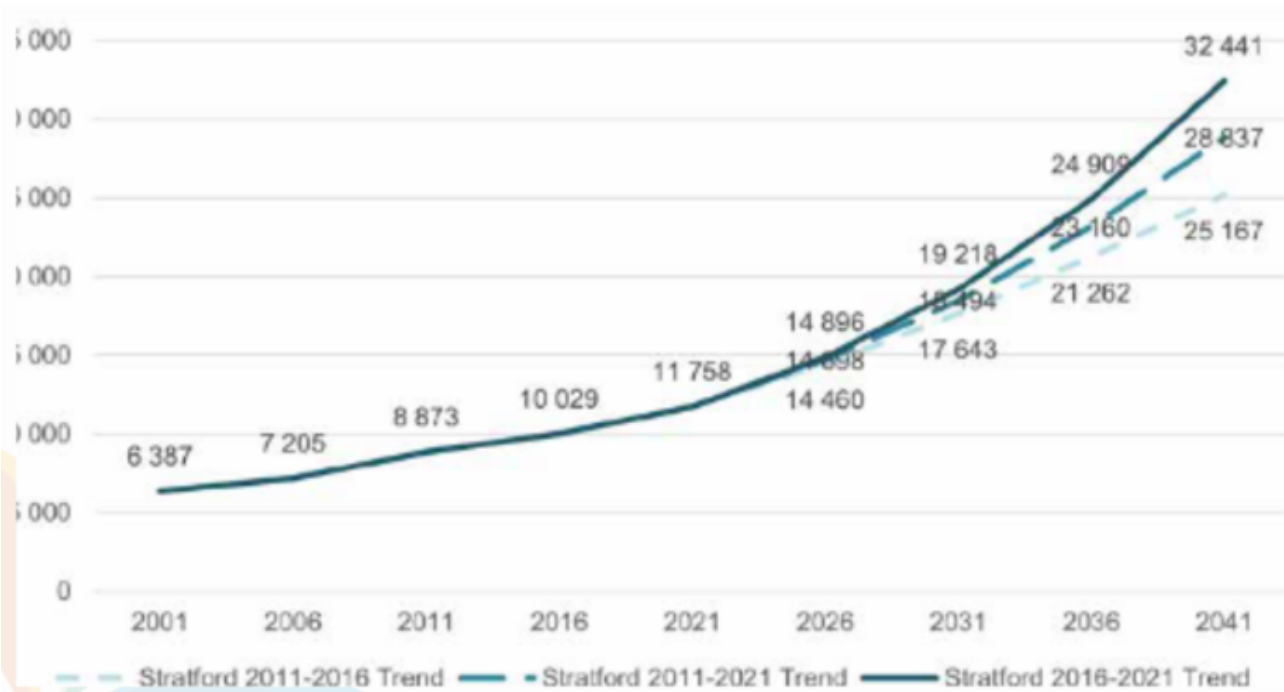


0 250 500 metres
Scale: 1:7,500

Date: 2/14/2023
Map Author: Kaitie Sorlier
Data Sources: Town of Stratford, Province of Prince Edward Island



Increasing population and Increasing housing challenges



23.7%
of PEI households reported
being below one or more of
the 3 thresholds for
acceptable housing

Source: Stats Canada 2021

Pressures on Affordable Housing

20,683

New residents
by 2041

8,300

New dwellings
needed by
2041

195%

Increase in
median value
of dwellings
since 2016

0.8%

PEI Vacancy Rate
for all dwelling
types in 2022

12.3%

of PEI farmland
lost between
2016 and 2021

Shape Stratford



Shape Stratford

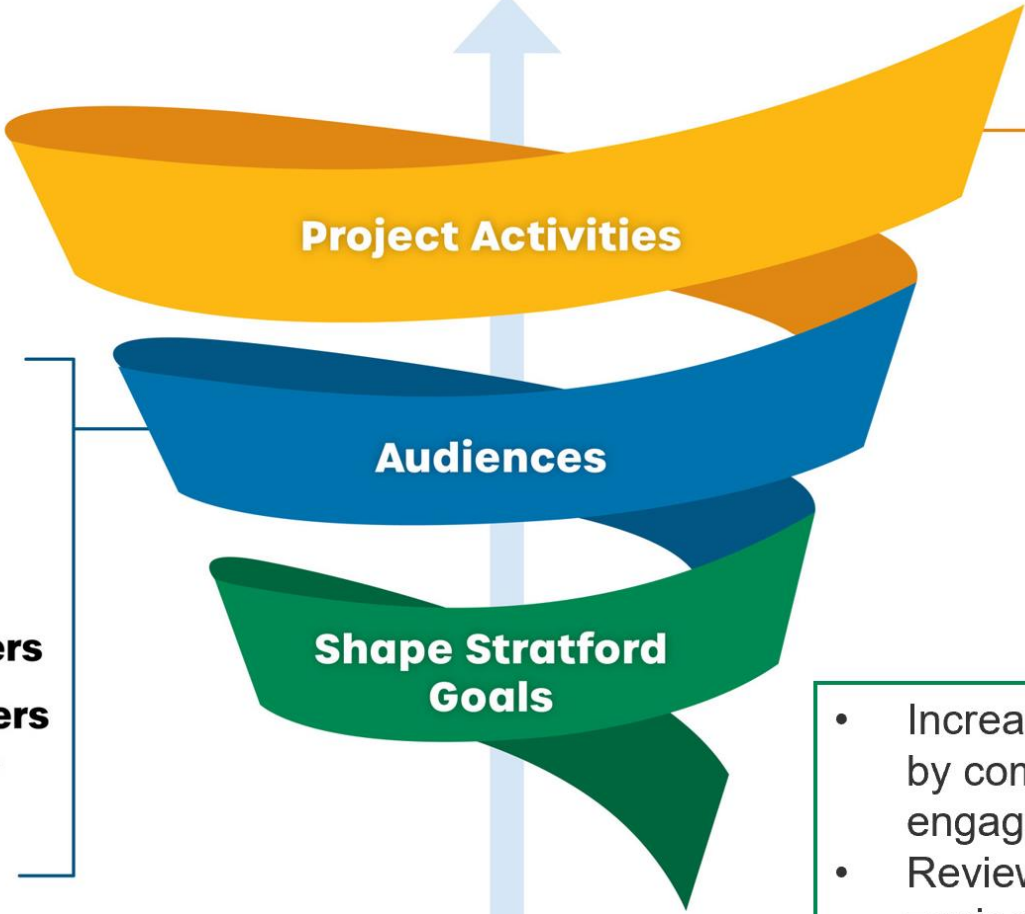


- \$1.1 Million funded project by CMHC under the Housing Supply Challenge
- *Overcoming Zoning Challenges in Land Use Planning*
- Fall 2022–March 2024

Outcome: Increased housing to meet needs of all residents



COMMUNITY CONVERSATIONS

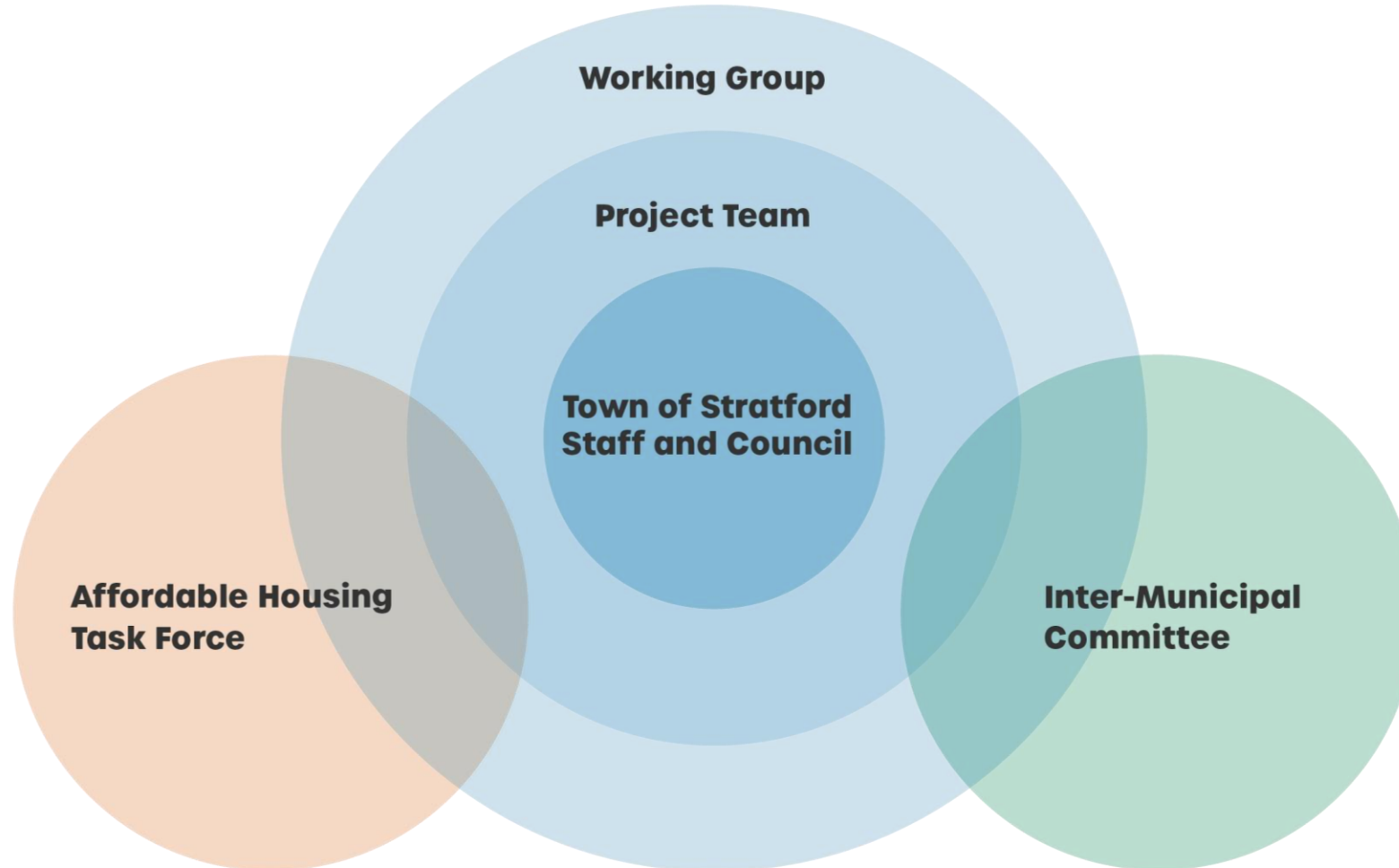


- Residents
- Business Owners
- Policy & Decision Makers
- Property Developers
- Community Partners
- Other Members of the Public

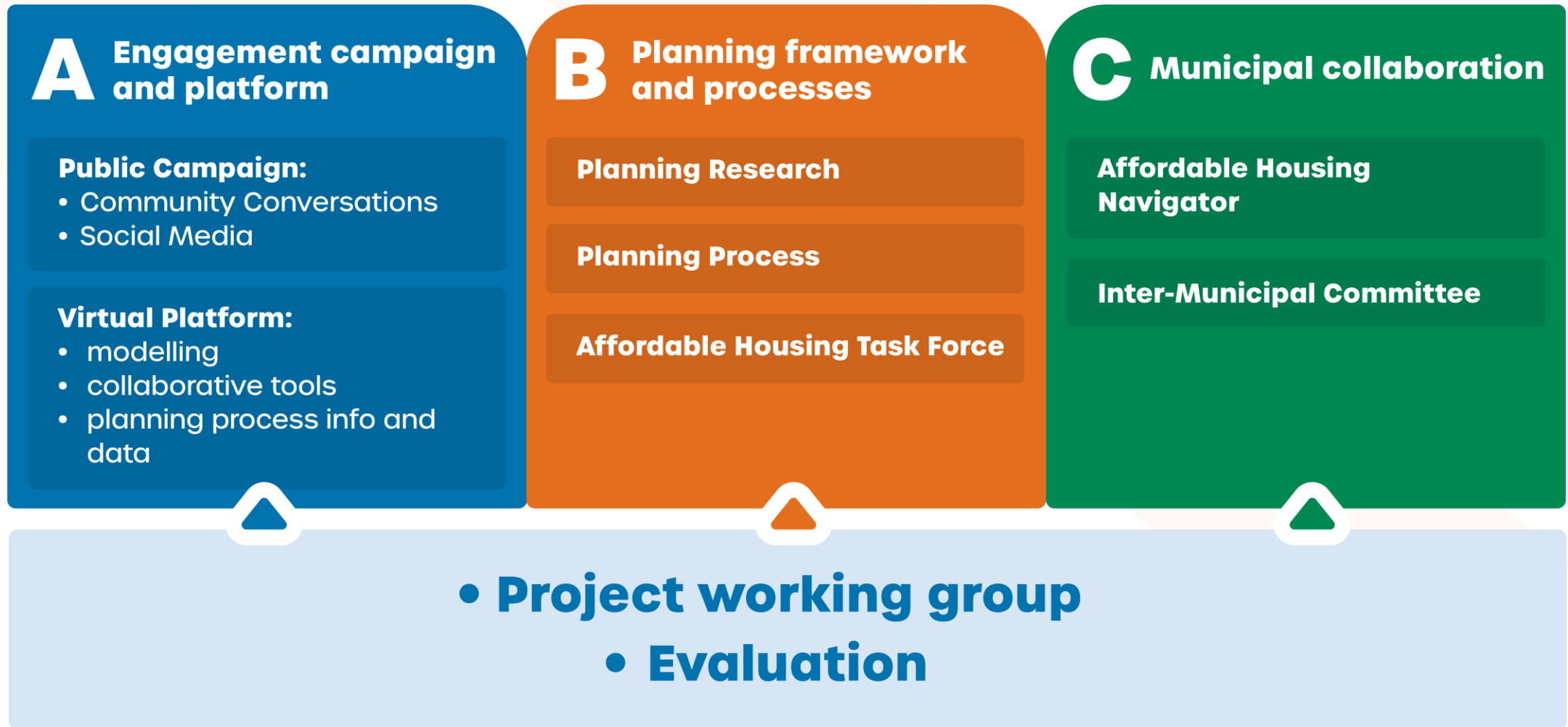
- Social Media
- Web Application
- Scenario Modeling
- Online Modules
- Documents
- In-Person Activities

- Increased affordable housing supply by combatting barriers through public engagement
- Review planning processes to reduce zoning barriers
- Explore intermunicipal cooperation to address challenges

HSC Project Organization



Shape Stratford – Project Overview



Shape Stratford Campaign and Platform

3 public campaigns

4 public surveys

2 community mailouts

6 community conversation sessions

Over 50 infographics created

400 pieces of written social media content

200 graphics

32 personal stories



Meant to be replicable by other municipalities

Everyone in our community deserves a safe and affordable place to call home.

[About Shape Stratford](#)



BUILD YOUR TOWN Make your own choices. What does the future of Stratford look like?

[Explore now](#)



Interactive Modelling

SHAPE THE FUTURE

What could the future of Stratford look like?

See a 3D model of the Town in the future. Choose some planning and development options, then see how the Town may grow as population grows.

[The Shape of the Future](#)



SHAPE YOUR COMMUNITY

Build your own development

Imagine you can build your own small development. What would you build? And how do your choices impact building costs, which are then passed on to residents? What is your ideal residential development?

[Shape Your Community](#)



Shape Your Community

NOTES:

Undeveloped Land: 11%

Total buildings: 17

Total units: 109

Total development cost: \$20,692,200

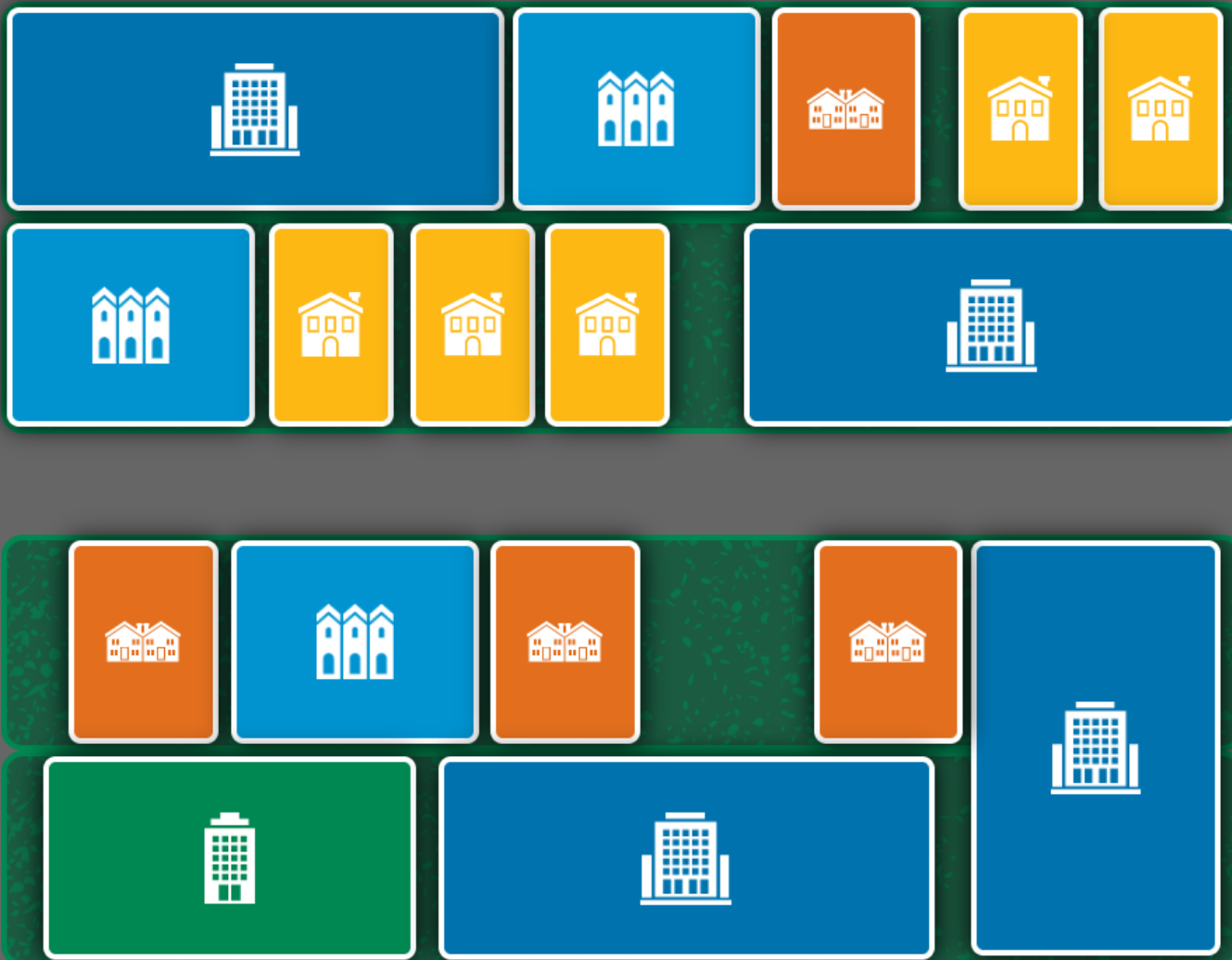
Cost per unit: \$189,837

Disclaimer on Costs ⓘ

Development Cost:

- Land purchase: \$72,000 ⓘ
- Design cost: \$940,000 ⓘ
- Infrastructure cost:
 - Road/sewer main cost: \$402,000 ⓘ
 - Individual sewer hookup cost: \$15,000 ⓘ
 - Electrical hookup cost: \$42,500 ⓘ
 - Total: \$459,500
- Town development fees:
 - Water and sewer hookup: \$121,700 ⓘ
 - Building permits: \$19,000 ⓘ
 - Total: \$140,700
- Construction cost: \$19,080,000 ⓘ

I've finished building



Development Simulation



Planning 101

Shape Stratford Engagement Build Your Town Data

Lesson Content

- 1.1 Planning Basics
- 1.2 Brief History of Planning
- 1.3 What is an Official Plan and Bylaw?
- 1.4 Who is Involved in Land Use Planning?
- 1.5 What is development?
- 1.6 Building healthy communities
- 1.7 Building climate resilient communities
- 1.8 connecting great communities
- 1.9 Housing for all

How Does Planning Work?
4 Topics

Lesson Content

- 2.1 Can the Town Control That?
- 2.2 How Plans Are Created and Updated



Shape Stratford | Town of Stratford

Topic 1.3

What is an Official Plan and Land Use Bylaw?

Here we look at how municipal planning documents and bylaws work together to define a desired future state of a community and guide land uses to create that future.

While land use planning shapes the community for those who live, work, and play there, it focuses on managing different land uses, not the people involved in those uses.

[Start](#)

|| ◀ ▶ ○

Download the companion guide for Topic 1.3.

Housing

[Back to Data insights](#) / Housing

Town of Stratford Housing Form/Type 2021

Source: Statistics Canada 2021

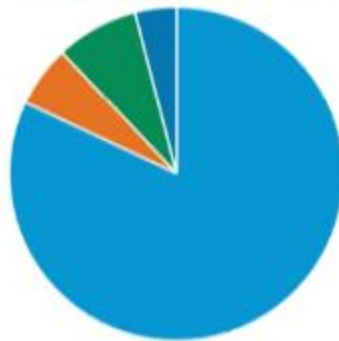
- Single-detached house
- Semi-detached house
- Row house
- Apartment or flat in a duplex
- Apartment in a building that has fewer than five story's
- Apartment in a building that has five or more story's



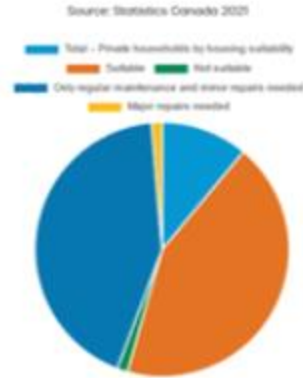
Town of Stratford Development Permits 2011 - March 2023

Source: Town of Stratford 2023

- Single Family Dwelling/Single-detached house
- Semi-detached House/Duplex
- Rowhouse/Townhouse
- Apartment

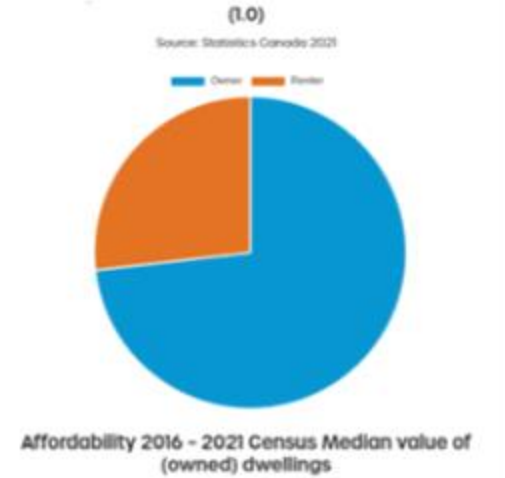


Data Insights



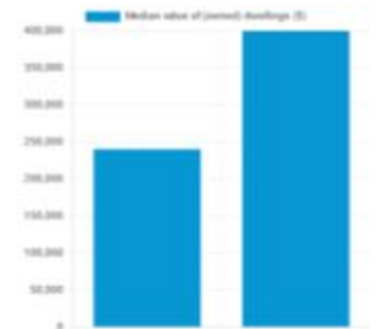
Affordability Indicators in Stratford - 2021 (1.1)

Source: Statistics Canada 2021



Affordability 2016 - 2021 Census Median value of (owned) dwellings

Source: Statistics Canada 2021



About Planning

Municipal land use planning allows the Town of Stratford to direct how the land within the Stratford boundaries is shaped and used, based on a shared understanding of the common priorities and values of the community. As the Shape Stratford project evolves, you will find more information on planning in Stratford and planning for housing affordability and availability below.

ONLINE COURSES

Take our free course: Planning 101

The course will cover what planning is, why we plan, how planning works and how it can be applied. This course will be released as short interactive lessons throughout 2021. Planning in the Town of Stratford is a core focus of this work, but the information can be broadly applied to other communities in PQ and beyond.

[View course](#) [Explore all courses](#)



EXPLORE STRATFORD

Interactive Zoning Map

[Explore Zoning](#)

Document library

Downloads

[Town of Stratford Zoning and Development Bylaw](#)

[Town of Stratford Official Plan](#)

[Charlottetown Region Growth Study and Housing Needs Assessment](#)

[Town of Stratford Zone Map \(pdf\)](#)

[Safe Pool Fencing Checklist](#)

[Accessory Buildings and Structures Permitted](#)

[Residential Dwelling Permitted](#)

FREQUENTLY ASKED QUESTIONS

Everything you need to know

[Where can I learn more about planning?](#)



[What is an official plan?](#)



[What is a Zoning and Development Bylaw?](#)



[Where can I get information on Planning in Stratford?](#)



Resident Housing Stories

HOUSING AVAILABILITY Stories

I have a large family and have been looking for months for a rental...



We are nearing retirement and will want to downsize in the next few years...



I've grown up in Stratford and I love it here, but there is nothing available...



Stratford needs more housing, plain and simple.



HOUSING AFFORDABILITY Stories

Stratford is becoming too upscale...



Paying more than 30% of our incomes on housing forces us to maintain a nearly impossible balance...



Explore the data

engagement

[dates](#)
[Survey](#)
[Questions](#)
[Your Ideas](#)

June 1, 2023

Growth Management Virtual Session

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

[stantec_20230508_Visioning_workshop_FINAL_compressed](#)

March 23, 2023

Growth Management Engagement Session

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

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

March 9, 2023

Community Open House

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

March 16, 2023

Share Your Story

March 3, 2023

Shape Stratford Residents Survey Released
December 2, 2022

Shape Stratford Website Launch
March 6, 2023

Shape Stratford Community Conversation Event
March 6, 2023

Growth Management Strategy & Development Charges Study
March 23, 2023
Community Event (Stantec)

Growth Management Survey
April 2, 2023

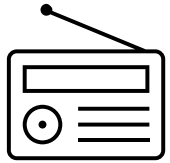
Growth Management Visioning Workshop
May 4, 2023

Virtual Growth Management Visioning Workshop
June 1, 2023

Project Completion
March 1, 2024

More Housing Means Campaign

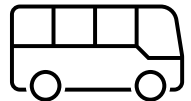
Live Dates: August 18 to October 10, 2023



Radio Campaign – 4 weeks



Digital Programmatic – 6 weeks



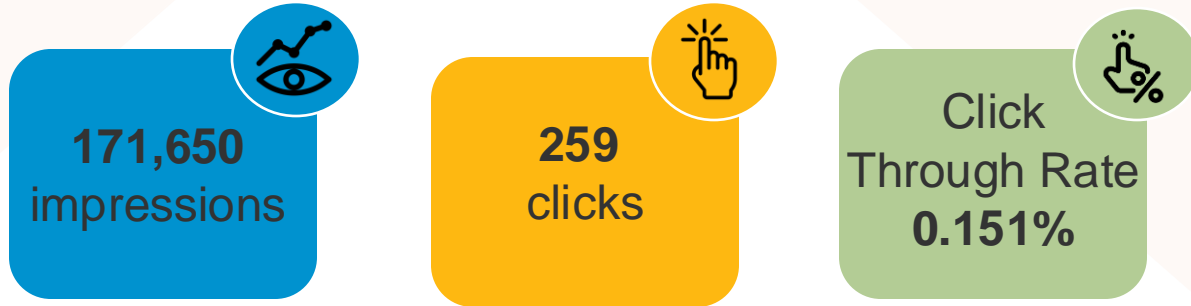
Transit Campaign – 8 weeks

Additional Channels:

- Social Media (organic and paid)
- E-Newsletter
- Town Talk

Data and Visuals

Digital Programmatic



Males aged 30-34 demonstrated most engagement.

More Housing Density

means **More Job Opportunities Where We Live**

Let's talk solutions.



shape.townofstratford.ca



More Housing Density
means **More Affordability**



Let's talk solutions.



More Housing Variety
means **Young People Remain in Our Community**

Let's talk solutions.

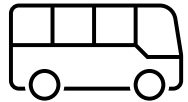


Community Members Need Homes

Live Dates: November 18 – January 12



Digital Programmatic – 6 weeks



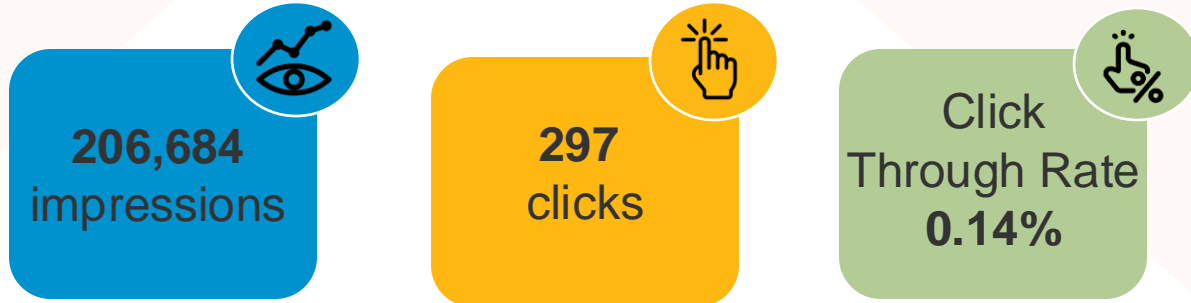
Transit Campaign – 8 weeks

Additional Channels:

- Social Media (organic and paid)
- E-Newsletter
- Town Talk

Data and Visuals

Digital Programmatic



Females aged 55-64 demonstrated most engagement.

Young adults want their first home.

[Learn more](#)

More housing is needed. Let's talk solutions.

In Partnership With: Shape Stratford, Stratford, Charlotte Town, Summerside, Cornwall, Three Rivers

Your parents want to downsize.

More housing is needed. Let's talk solutions.

[Learn more](#)

In Partnership With: Shape Stratford, Stratford, Charlotte Town, Summerside, Cornwall, Three Rivers

Your child's teacher needs a home.

More housing is needed. Let's talk solutions.



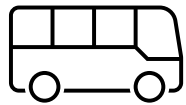
In Partnership With: Shape Stratford, Stratford, Charlotte Town, Summerside, Cornwall, Three Rivers

There's No Place Like Home

Live Dates: April 1 – May 20



Digital Programmatic – 6 weeks



Transit Campaign – 8 weeks


Included: Interior bus ad, exterior bus ad and bus shelter ads which were found throughout Stratford.


Additional Channels:


- Social Media (organic and paid)
- E-Newsletter
- Town Talk

Data and Visuals

Digital Programmatic - YTD


180,293
impressions
to date


262
clicks
to date


Click
Through Rate
0.214%
to date

Females aged 55-64 demonstrated most engagement.



There's no place like home...

...Unless you don't have one. [Learn more](#)

In Partnership With

Shape Stratford | Stratford | Charlotte Town | Summerside | Cornwall | Three Rivers



There's no place like home...

...Unless you don't have one.

Shape Stratford | Stratford | Charlotte Town | Summerside | Cornwall | Three Rivers



There's no place like home...

...Unless you don't have one.

Shape Stratford | Stratford | Charlotte Town | Summerside | Cornwall | Three Rivers

Shape Stratford Planning Activities

Planning

Affordable Housing
Task Force

Review of existing
planning approaches
and impact on ability
to meet housing need,
options for change

Development of tools
and guides

Planning 101 content

Engagement with
development
community

Growth Management
Study

Review of process
and options for
change

Tools & Guides

How Plans are Created and Updated

Here we start digging into how official plans are created and updated.

January, 2024

How can I get involved in Stratford planning and development?

Learn more about how and when Town of Stratford residents, business owners, developers, professionals, and members of the public can participate in public meetings and development processes.

What is the role of the public?
To share knowledge, concerns and ideas for the community.

When is the public involved?
Public engagement is an integral part of the development process. It is a two-way process that allows residents to provide input on development proposals and allows developers to understand the community's needs and concerns.

How does public engagement inform decision making?
Public engagement is a key part of the decision-making process. It allows residents to provide input on development proposals and allows developers to understand the community's needs and concerns.

Shape Stratford



Town of Stratford,
234 Shakespeare Drive, Stratford PE, C1B 2V8
902-569-6921
sdewitt@townofstratford.ca
www.townofstratford.ca

Subdivision and Consolidation Application Guide 2023

Public Guide

This is a public guide for applicants seeking a **Subdivision or Consolidation approval** with the Town of Stratford. It will walk you through:

- Where to find town requirements of a Subdivision or Consolidation
- Subdivision or Consolidation Application Process

All questions and clarifications with town staff are considered informal until a completed application is submitted.

For Development Permits, see Development Permit Application Guide

How can you get involved in the planning process?

- Check the Town of Stratford's Facebook page and website, for upcoming public meetings, open houses, requests for written comments and information on applications
- Check the newspaper for notice of public meetings for planning applications
- Sign up for the Town of Stratford's newsletter to hear about what's happening in town
- Check your mail for public notices that may affect your property or neighbourhood

Shape Stratford

Variance Process

What is a variance?
A variance is a relaxation to a requirement of the Bylaw. There are a number of tests that must be met:

- 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;
- 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 the lot as enjoyed by other persons in the same zone; or
- the variance is consistent with the intent and purpose of the official plan.

No variance shall be granted where the difficulty experienced is the result of intentional or negligent conduct of the applicant in relation to the property.

Where council deems that a variance application could have a significant effect on adjacent properties or properties in the general vicinity, council may require that a public meeting be held.

Any persons dissatisfied with a decision regarding a permit, preliminary or final approval of a subdivision or an amendment to a bylaw with concerns have 10 days to appeal the decision to the Board of Appeal. Appeals of a subdivision must be filed in the office of appeal. If the decision regarding a matter has been reviewed at the preliminary approval stage, it can only be appealed at the final approval stage.

This document is provided for information purposes. In the event of any inconsistency with the Town of Stratford's Development Bylaw, the Bylaw shall prevail.

Official Plan & Bylaw Amendment Guide 2023

Public Guide

This is a public guide for applicants seeking a:

- change in an Official Plan policy or change in designation on the General Land Use Plan (map);
- change in Zoning and Development Bylaw (Bylaw) standards; or
- change in zoning

It will walk you through:

- What to include in an application
- The process to request an amendment to the Official Plan or Bylaw.

All questions and clarifications with municipal staff are considered informal until a completed application is submitted.

For Development Permits, see Development Permit Application Guide



Town of Stratford,
234 Shakespeare Drive, Stratford PE, C1B 2V8
902-569-6921
sdewitt@townofstratford.ca
www.townofstratford.ca

Development Permit Application Guide 2023

Public Guide

This is a public guide for applicants seeking a **Development Permit** with the Town of Stratford. It will walk you through:

- Where to find town requirements for a Development Permit
- Development Permit Application Process
- Other provincial approvals you may need

All questions and clarifications with town staff are considered informal until a completed application is submitted.

For Subdivision or Consolidation, see the Subdivision and Consolidation Application Guide.

Town of Stratford Official Plan & Bylaw Amendment Assessment Summary

For the details of the full assessment of the proposed amendment, please see Planning Staff Report dated _____.

Application Category	Consistent submission status	Y	N	NA
Applicant	Completed submission to Official Plan review			
Applicant Type	Public application review			
Current Date	Conflict with other application under review			
Site Location	Proposed application in Type			
Date received	Public notification requirements met			
Staff recommendation	Public notification requirements met			
Staff recommendation	Final cost			
External assessment or reference, if applicable				
Road Energy Access / Sight Distance				
111 assessment - road naming, civic addressing				
Site suitability assessment - lot categories, storage treatment options				
Site suitability assessment - water supply				
Environmental assessment (environmental impact, situation, & erosion, flood risk, off-road areas)				
Criteria under Development Bylaw as 2-2				
(a) conformity with all requirements of this Bylaw				
(b) conformity with the Official Plan (checked box means applicable)				
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Research and Reports

Shape Stratford

Modelling Discussion

Thursday September 7, 2023



Councillor, Developer and Town Staff

Roundtable Discussion
on Development

Tuesday November 7, 2023

Barriers to Affordable Housing in the Town of Stratford's Land Use Policies and Bylaw Standards

Shape Stratford | November 22, 2023



Land Supply and Housing Projections – February 14, 2024

Land Supply and Housing Projections

1. Overview

Analysis was undertaken to understand the amount of land needed to accommodate PEI's projected housing need for 26,000 more dwelling units by 2031, based on different levels of density, availability of servicing (water and sewer) and distribution between rural and urban areas.

2. Methodology

The first calculation involved gathering census data for PEI's CSDs and undertaking an analysis of the population and dwelling changes from 2016 to 2021. This outlined trends of each CSD's share of dwellings, area, and change/dwelling creation.

Density estimates were created for different levels of servicing and development patterns, such as on-site services in rural areas, low density residential, and local examples of existing multi-unit residential. Calculations considered lot size, projected population distribution, and density.

3. Density calculations

Multi-unit dwelling estimates have been based on an average of 1200 sq ft per unit. All of the estimates below are in the "3-storey multi-unit residential" category. As there are not many 3-storey buildings outside of the major urban municipalities, to estimate for 2-storey buildings, the assumption would be to take the density estimates below and subtract 33%.

Stratford

- Ducks Landing: average units/ac of 28.7
- Near Stratford Rd, close to the elementary school (10 apt buildings): average of 16.6 units /ac

Charlottetown

- Near corner of Belvedere and North River Rd (4 apt buildings): average of 24.6 units/ac

Summerside

- Summerside near Leger Park (3 apt buildings): average of 23.3 units/ac

Three Rivers


- Montague, near Pharmasave (4 apt buildings): average of 12.7 units/ac

For project purposes, the following were used for general density levels:

- "Intense" multi-unit residential: an average of 20 units/ac
- "Less intense" multi-unit residential: 12 units/ac (potentially more compatible for smaller municipalities)

Shape Stratford – Analysis by Contour Consulting & SJ Murphy Planning & Consulting

Stantec Growth Management Study & Development Costs Study

 **Engagement Summary**

Town of Stratford
Growth Management Strategy Development Costs Study / File No. 160410469

Key Stakeholder Interviews


Key stakeholder interviews were carried out between March 23 and March 31, 2023. Sixteen stakeholders were contacted, and seven agreed to participate in interviews.

Public Events


Thursday, March 23, 2023 – Public Workshop

Stantec facilitated a public workshop which included a project introduction and presentation on density and housing typologies. Participants were divided into three groups (tables) and worked through the catalysts, opportunities, long-term options and no-go areas for future development. The information shared by participants will help determine which general areas in the town present options to accommodate growth, which will be further discussed at the visioning workshop scheduled for May 4, 2023.

The event was attended by approximately 25 people, 5 of whom were not associated with the project. The workshop results are presented below.



https://tdi.docs.fire.net/13e20ff844e372/iam/consulting/clients/stratford/2022-02-ha2/growth-management-strategy/engagement_summary_for-sharing.docx



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

Phase I Background Report

July 12, 2023

Prepared for:
Town of Stratford

Prepared by:
Stantec Consulting Ltd.

Project No. 160410469

A Growth Management Strategy for the Town of Stratford

December, 2023

PREPARED FOR: TOWN OF STRATFORD
PREPARED BY: STANTEC CONSULTING LTD.







GROWTH FUNDING TOOLS: DEVELOPMENT COSTS STUDY

February, 2024

PREPARED FOR: TOWN OF STRATFORD
PREPARED BY: STANTEC CONSULTING LTD.


Demographic and Housing Estimates

Demographic and Housing Estimates

RECENT POPULATION TRENDS

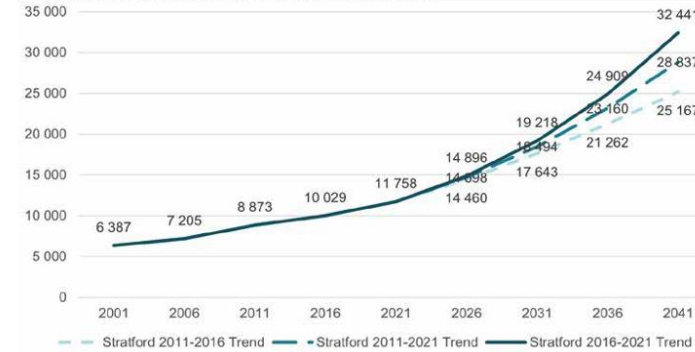
- Future growth, based on Stantec estimates for the region prepared for the regional Growth Study and Housing Needs Assessment, is expected to be strong.
- Stratford has grown faster than the province or region which dates back to the formation of the municipality through amalgamation.
- Since 2001, the Town has nearly doubled its population and has increased its share of population in the Capital Region from 15.0% to 19.6%.



POPULATION ESTIMATE

- › 2011 to 2021, the town has experienced a steady inflow of young, middle-aged, and active senior residents, but outflow of older seniors.
- › Estimated population growth between 25,167 and 32,441 in 2041, more than doubling Stratford's current population of 11,758.

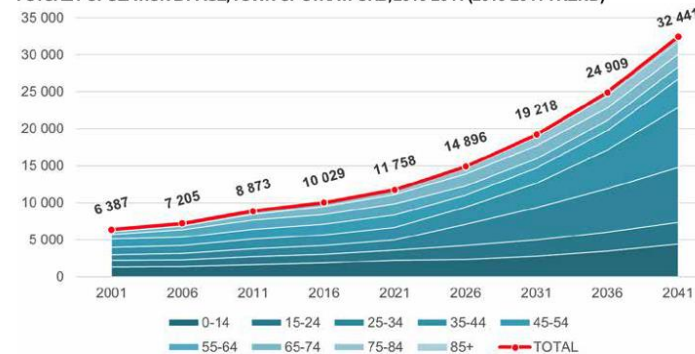
POPULATION ESTIMATES, TOWN OF STRATFORD, 2001-2041



HOUSEHOLD ESTIMATES

- › Predictions of dwelling unit by 2041 suggest an increase to twice the town's current 4,580 units, based on the 2011-2016 trend, or triple on the 2016-2021 trend.

FUTURE POPULATION BY AGE, TOWN OF STRATFORD, 2016-2041 (2016-2041 TREND)



An average of **462** of new units / year needed
Current average of **130** new units / year

Opportunity: Variety of Housing Forms

Amount of land zoned

Zoning bylaws



Four-plex



Accessory Dwelling Unit



Live-work Townhouse



Cluster-Cottage



Townhouse



Stacked Townhouse



Mid-Rise / Mixed-use Development

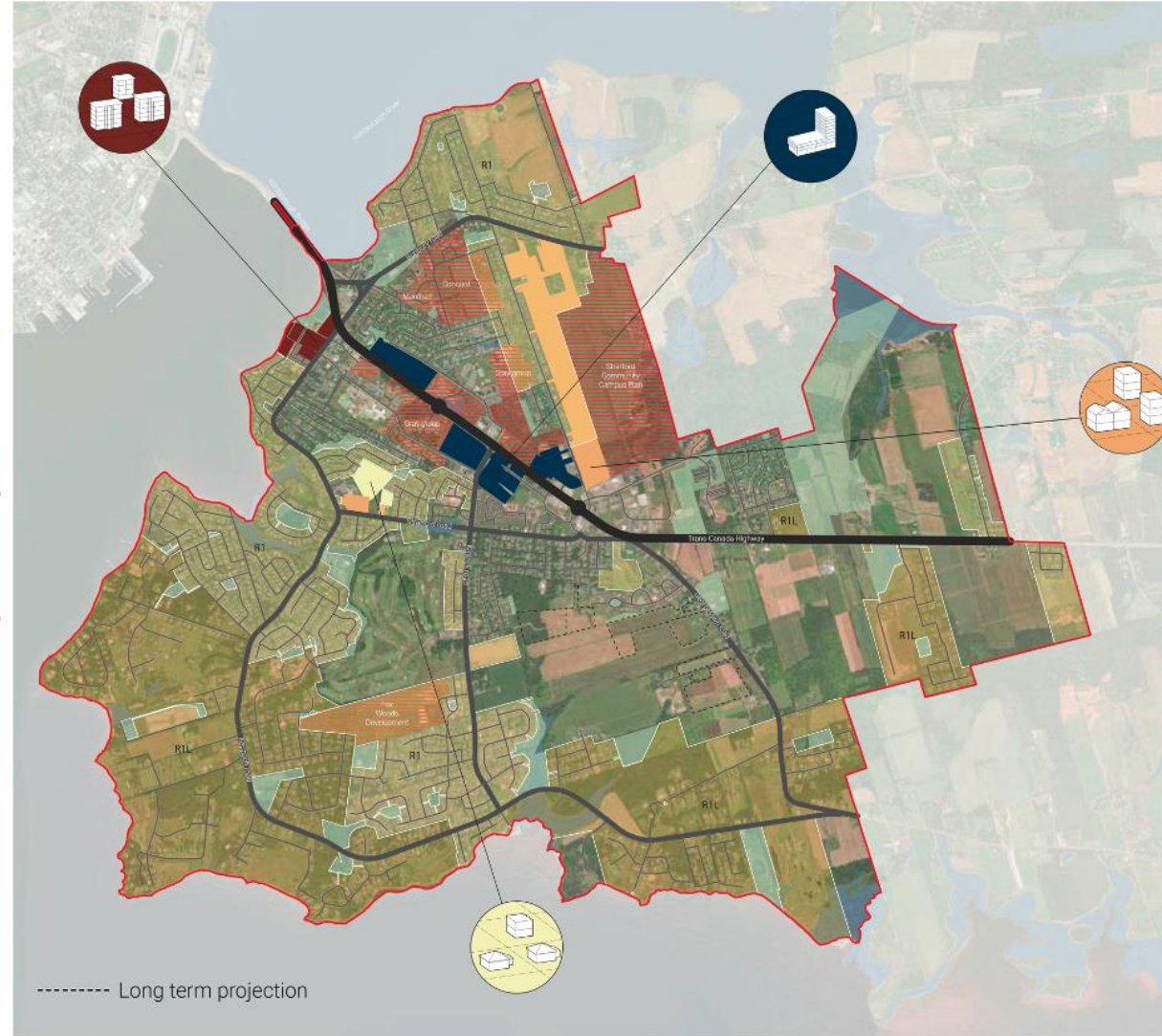
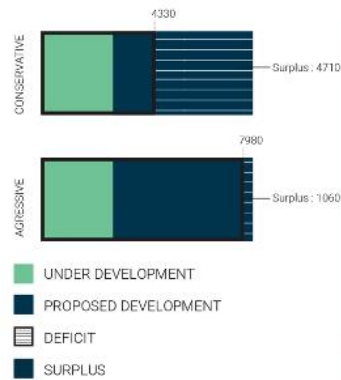




Town of Stratford Growth Management Scenario

TOWN OF STRATFORD

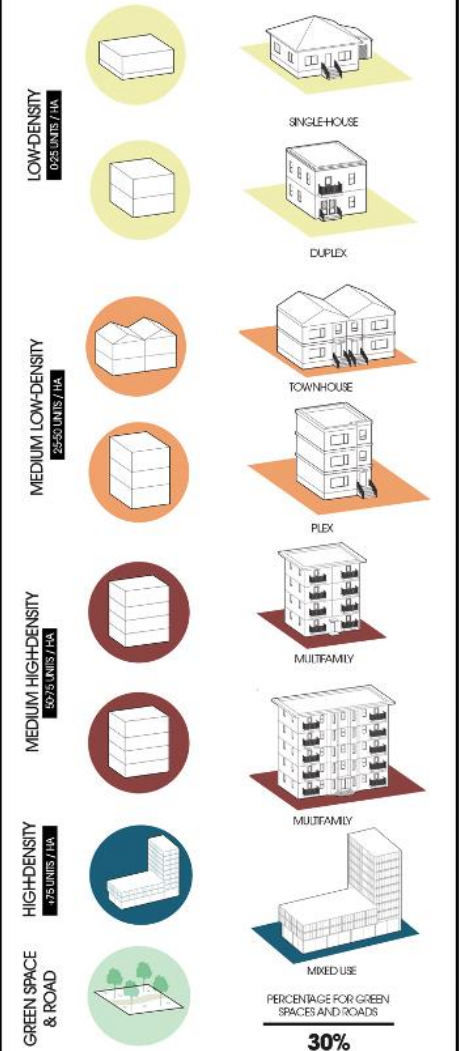
OPTIMIZED SCENARIO



Targeted changes to permit the development of needed housing



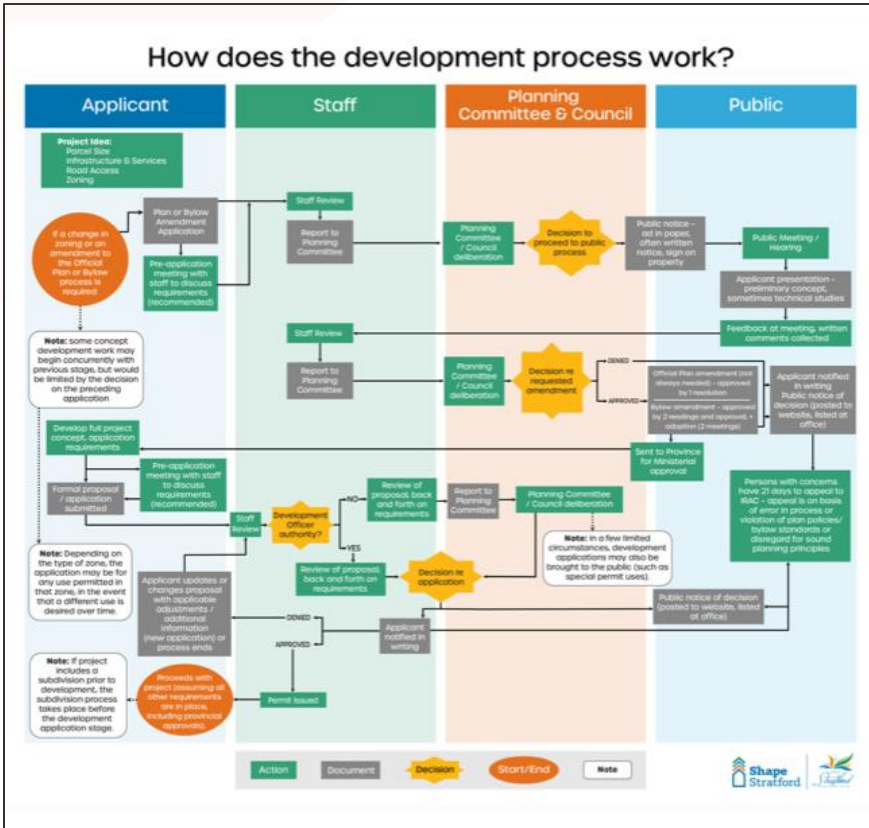
TYPOLOGIES



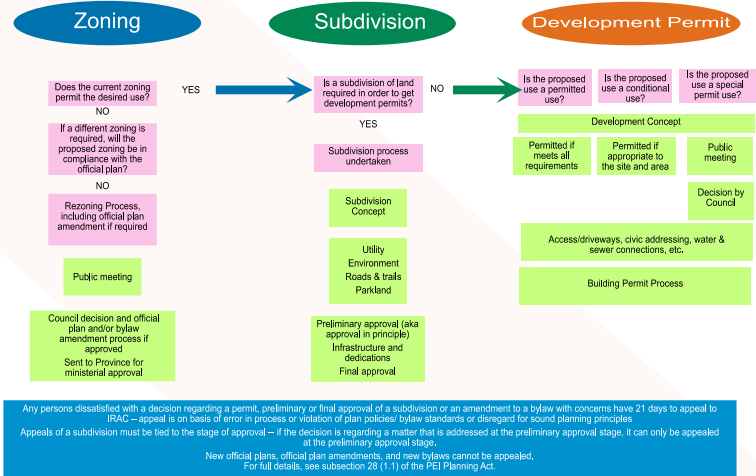
TOTAL OF RESIDENTIAL
COVERAGE AREA
SURFACES
200 HA

TOTAL OF
UNITS
9,040

Process



What comes first in a typical development project?



Barriers and Process Changes Summary – February 12, 2024

Need or Barrier	Solution	Details	Next Steps / Implementation
Awareness of process	New signage and notice format	Similar to the City of Toronto approach, graphic/visual signage and notice format to be developed, responsibility of developer to complete	Town to develop design concept and roll-out
	Promote planning 101 and other resources	Guides and Planning 101 content can help explain how planning works	Wrapping up 'branding' of process maps and guides
Accessible information	New application summary	Town-developed handout in advance of and at public meetings summarizing key components of applications in plain language format	Town to identify content to be included, new word template to be created as part of Shape if time permits
	Open House	Encourage or mandate applicants to hold an open house either immediately before public meeting or in advance in order to increase options to learn about the application and ask questions in less formal setting	Town to pilot with applicants (bylaw change needed if it becomes mandatory)
Accessibility for attendance	Promote livestreaming	Promote other options for following along and submitting comments	comms
	Open House	Also provides more options to participate (see above)	Town to pilot

APPLICATION OVERVIEW

Application type		Summary of application and proposed use
Parcel location		
Meeting date		

What will be considered

- ie — whether or not to permit a change in zoning from X to Y to permit Z uses
- Consideration set out in Bylaw:
 - Suitability of the proposed zone and potential uses
 - Development constraints - access, transportation system, environmental hazards and sensitivities

Challenges

- Information on any identified

Process and Application questions

Option 2:

Notice

A change is proposed for this site.
The City has received an application to amend the Official Plan and Area Specific Policies to manage change and guide new development in this area. Updated policies will include conserving heritage resources, enhancing the public realm and open spaces, will strengthen the unique character of the area and identify opportunities for growth.

Applicant: ABC Holdings Incorporated & XYZ Ontario Limited
Address: 123 Any Street & 456 Busy Boulevard

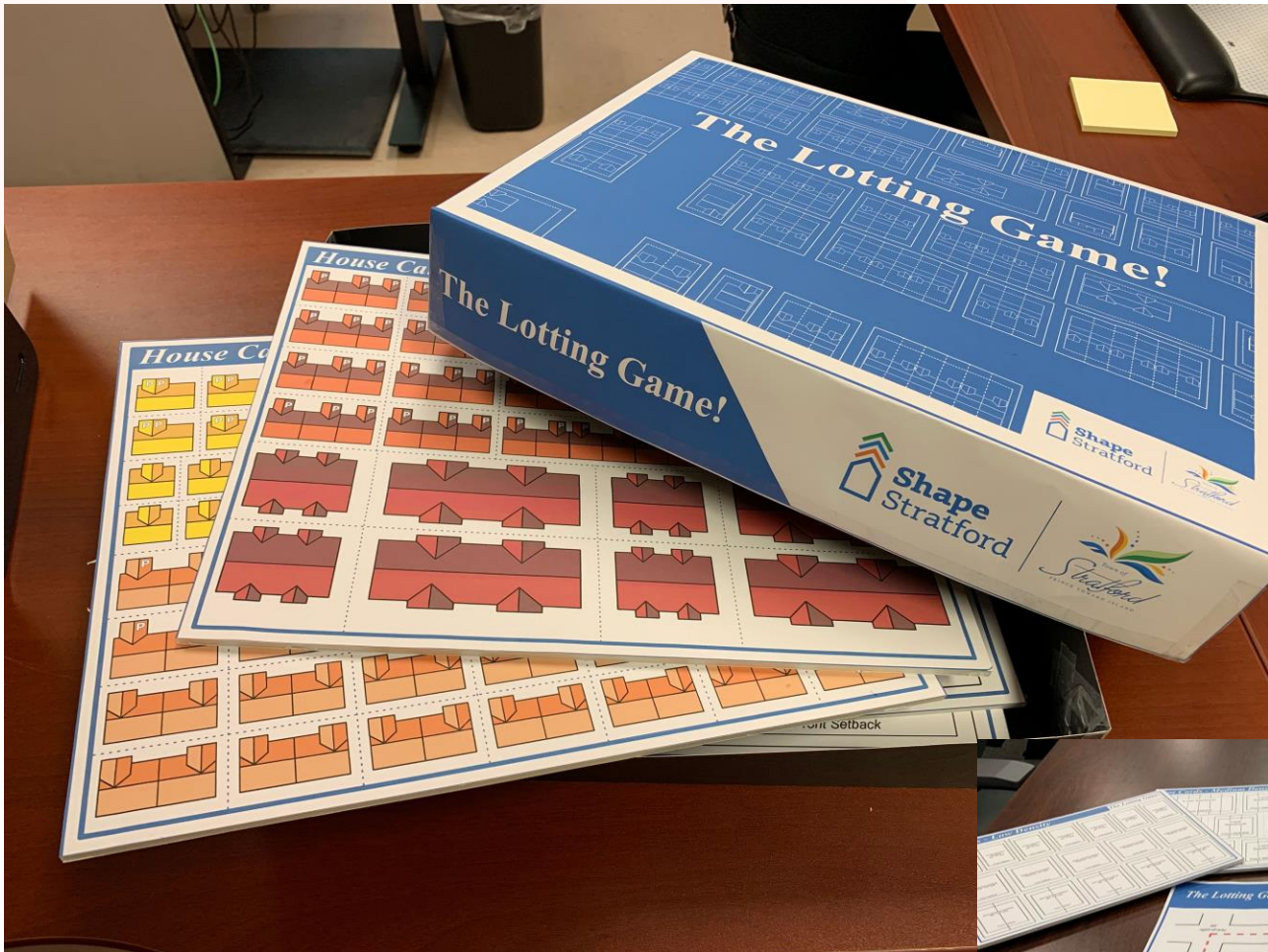
PUBLIC MEETING
Public meeting information will be posted on this sign when available.
File # 17 123456 SE 30 OZ

For more information about this application or to tell us what you think:

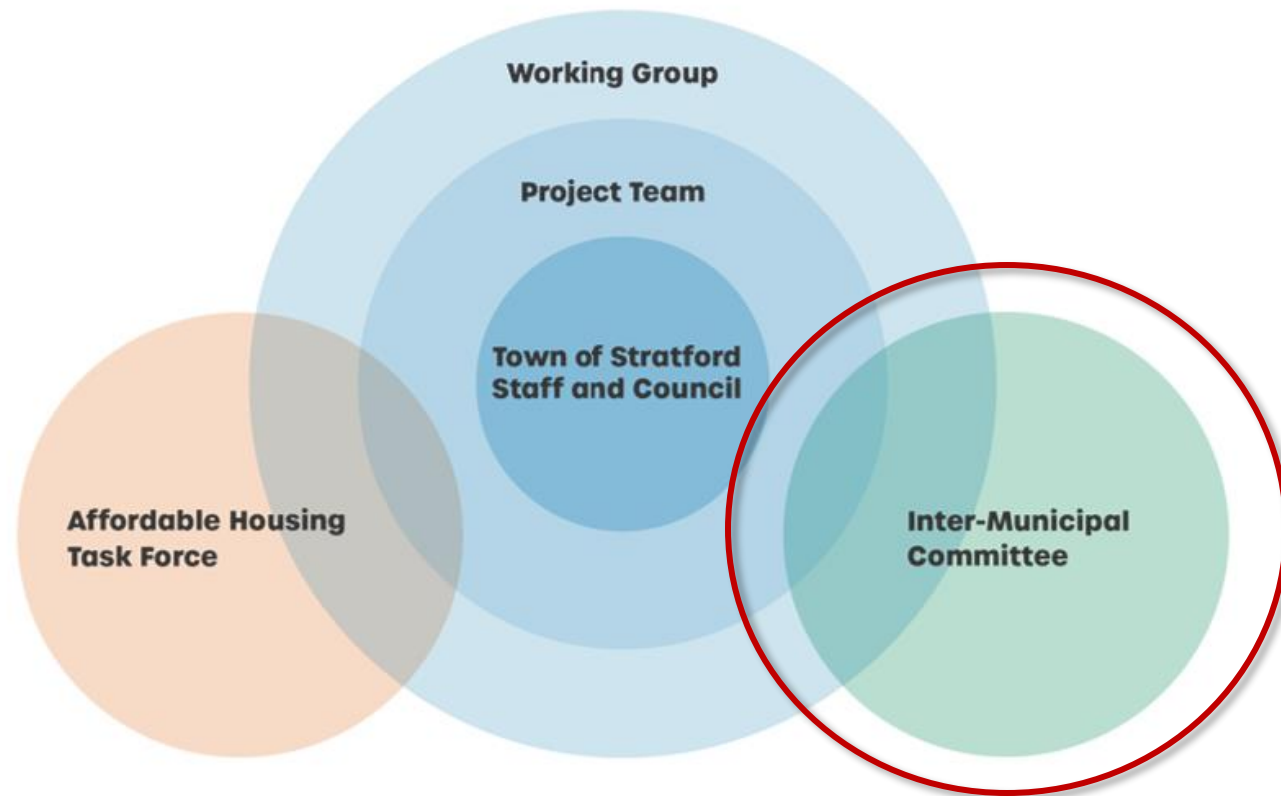
COMMUNITY PLANNING
311-366-3000
@shapestratford

APPLICATION INFORMATION CENTRE
@shapestratford

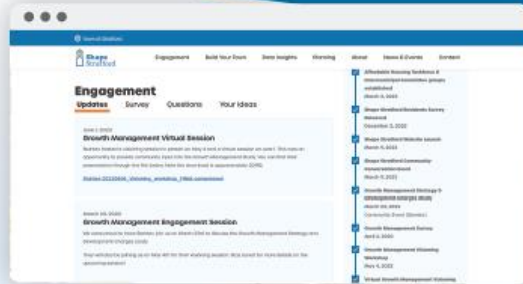
311
SERVED BY YOUR VOICE



Shape Stratford Intermunicipal Committee



Post Shape Stratford



Customize the Platform

To foster a solution that can be adapted across various jurisdictions, the online platform and its tools are very customizable. This flexibility enables any municipality to participate in these discussions with minimal upfront investment!

- **Option A:** Interactive Modelling Game (Shape Your Community), Planning 101 eLearning Courses and Engagement Centre
- **Option B:** Interactive 3D Modelling (Shape Your Future), Modelling Game (Shape Your Community), Planning 101 eLearning Courses, Engagement Centre, News Section, Myth Busting, Data Centre and Planning Tools

To discuss pricing, please contact **Wendy Watts** (wwatts@townofstratford.ca).



Learn More About Our Online Platform

Visit www.shapeplatform.ca or scan the QR code below.

Contact Us for More Information

Wendy Watts,
Community and Business Engagement Manager,
Town of Stratford
wwatts@townofstratford.ca
+1 (902) 569-6921



SCAN FOR MORE INFO.



Shaping Community Conversations

Introducing *Shape*, an innovative online platform customized for any municipality to facilitate community conversations on solutions for safe and affordable housing, including densification.



AND MORE!



Scan for more info.

Questions?

Wendy Watts, Town of Stratford, wwatts@townofstratford.ca
Michelle MacDonald, AOR 360, michelle@aor360.ca

Thank you!

To learn more about **Shape Stratford** please visit:
www.shape.townofstratford.ca

