



Intensification Opportunities Study

# CONSULTATION SUMMARY REPORT



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## 1.0 Introduction

### 1.1 Background

The Town of Halton Hills is completing the Intensification Opportunities Study Update; a study that looks at the best ways to accommodate new housing within the existing urban areas of Acton and Georgetown to the year 2041.

Population growth is expected to continue in the Greater Toronto Area. The Provincial Growth Plan forecasts that the Region of Halton will grow by approximately 500,000 additional residents by the year 2041. The Region and all four municipalities (Burlington, Halton Hills, Oakville, and Milton) must plan for how this growth will be accommodated.

The results from the Intensification Opportunities Study Update will provide input into the Region's Integrated Growth Management Strategy which is currently being completed as part of the Regional Official Plan Review.

The purpose of the consultation was to inform residents of the study and to seek feedback in three key areas:

- The areas in the Town where intensification is appropriate and best fitting;
- The type of density that would be most suitable for each intensification area; and,
- Additional factors which need to be considered when planning for intensification (i.e., infrastructure, transportation, amenities).

### 1.2 Report Purpose

This report summarizes the results of the Consultation Strategy including communication tactics, consultation and outreach activities and a synopsis of the comments collected from the public meetings and through the different public outreach activities.

## 2.0 Consultation Strategy

### 2.1 Consultation Objectives and Principles

In keeping with the Town's Communication Charter, the Consultation Strategy for the Study followed the following principles:

- Transparency: the practice of being open, honest and accountable.
- Notification: the act of informing on a particular issue or project.
- Participation: the act of taking part in developing recommendations and/or alternatives for consideration.

These pillars define the expectations both from the Town and the public during consultation for this Study.

## 2.2 Consultation and Advertisement Strategy

### 2.2.1 Notices

Social media advertisements, newspaper ads and media coverage were used to notify residents about the commencement of the Study, the Steering Committee recruitment process, and to promote upcoming events. The following is a list of public notices used to promote the Study:

Media Outlet	Theme	Publication Date
The Tanner	Seeking Members to Participate in the Project Steering Committee	October 08, 2017
The Independent	Seeking Members to Participate in the Project Steering Committee	October 08, 2017
The Tanner	Notice of Public Open House	May 13, 2019
The Independent	Notice of Public Open House	May 13, 2019
The Tanner	Notice of Public Open House	October 31, 2019
The Independent	Notice of Public Open House	October 31, 2019
The Tanner/ The Independent	Media Interview/ LEGO Workshop	October 30, 2019

Posters with information about upcoming outreach activities were also created and placed at key locations such as the library, the Senior Centre in Georgetown and the Youth Centres in Acton and Georgetown.


### 2.2.2 Consultation Activities

The Consultation Strategy included a number of different communications and outreach activities to share information and seek feedback related to planning for intensification in the Urban Areas of Acton and Georgetown. The Consultation Strategy included:

- A Project website ([Haltonhills.ca/intensification](http://Haltonhills.ca/intensification)) including background reports, study findings, timeframes and next steps that attracted approximately 170 visits.
- A Let's Talk Halton Hills page attracting 535 visits, which included an online survey with 96 respondents.
- Social media presence on Facebook, Instagram and Twitter to promote the Study and engagement opportunities.
- Two Public Open Houses (in June and November 2019).
- Outreach consultation at the Farmer's Market and Fall Fairs in Acton and Georgetown attracting over 100 visitors.
- Five LEGO Workshops with over 38 participants.

Figure 1: Screenshots from the Study Website and Let's Talk Halton Hills Page

## Intensification Opportunities Study


Over the coming years in Halton Hills, growth is expected in our urban areas – this is called **intensification**. We want to hear your ideas to help us plan for this development. How should we accommodate more residents, and what's your vision for your town?

[REGISTER](#) to get involved!

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**Who's listening**

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**Key Dates**


[Intensification Opportunities Study Open House #1](#)  
May 15 2019

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**Life Cycle**

Spring - Fall 2018

- Steering & Technical Committee Meeting #1
- Consultation Strategy
- Intensification Education Guide
- Policy Review and Directions Report



Twitter Instagram Facebook LinkedIn YouTube Google+

[Quick Links](#)

How Can We Help You?

Let's Talk
Residents
Business
Explore & Play
Your Government

## Intensification Opportunities Study

The Town is undertaking a review of the 2010 Intensification Opportunities Study to develop and update policies and guidelines for intensification in the urban areas of Acton and Georgetown, outside of the Mature Neighbourhoods. Through this Study, the Town will be better positioned to plan how to accommodate expected residential growth within built areas beyond 2031 and provide input into the [Regional Official Plan Review](#), which is currently underway.

To be kept updated about the project, please visit [Let's Talk Halton Hills](#)

**What is intensification?** +

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**What areas is the Study considering?** +

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**How can you get involved?** +

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**Study Timeline** +

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**Background Material** +

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**2010 Study** +

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For more information please contact:



- Home ▾
- Residents ▾
- Plans & Studies ▾
- Current Studies ▾
- Active Living Strategy - Active Easy ▾
- Destination Downtown ▾
- Employment Land Needs Study ▾
- Georgetown Action Sports Study
- Glen Williams Neighbourhood Study ▾
- GTA West Transportation Corridor ▾
- Intensification Opportunities Study** ▾
- Mill Street Neighborhood Study ▾
- OPA 30 - Premier Gateway Employment Area ▾
- Premier Gateway Employment Area Zoning By-law and Urban Design Review ▾
- Premier Gateway Newsletter ▾
- Premier Gateway Phase 1B Employment Area Secondary Plan Study ▾
- Rural Policy and Zoning Review ▾
- Rural Policy Newsletter ▾
- Subwatershed Studies ▾
- Transit Service Strategy ▾
- Transportation Planning ▾

An Educational Guide was created to share information about what intensification is, why we need to plan for it and how to get involved. The Educational Guide was available online on the project website, at the public outreach events and at the Planning and Development Department main counter.

## Intensification Educational Guide

### What does intensification look like?

Intensification comes in many different forms. It can happen through the redevelopment of a property with a new building that has more units in it than what was there before. It can also happen through renovating or re-using an existing building to add more units to what is already there. Intensification can also feature a mix of uses within the same building, or within multiple buildings on the same property. This most commonly takes the form of retail uses on the ground floor with residential uses above. In all cases, intensification represents an increase in density, e.g. from low density to medium density.

	Low Density	Medium Density	High Density
Units / Net Hectare	Up to 20	21 to 50	51 to 100
Maximum Height	3 Storeys	4 storeys	8 storeys



### Get involved in discussions about intensification!

You can help us shape how intensification happens in Halton Hills. We will be hosting two public engagement sessions as part of the Intensification Opportunities Study Update.

We want to hear from you. Let's talk about intensification, visit: [www.letstalkhaltonhills.ca/intensification](http://www.letstalkhaltonhills.ca/intensification)

This Study Update is looking at how many new residents Halton Hills can accommodate through intensification out to 2041. In determining how much intensification can occur, we will be looking at things like infrastructure capacity, real estate market interest and how to design new buildings so that they fit within our community.

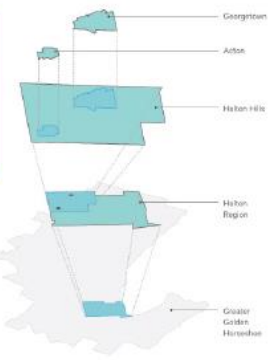
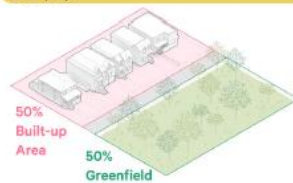
### What is intensification?

Intensification is all about using land more efficiently. This happens through an increase in the total number of people and jobs within a specific area - around a main street, for example. It is efficient because it provides more homes and businesses without needing to expand the amount of developed land.



### Why is Halton Hills Intensifying?

The Province has a plan for the Greater Golden Horseshoe (GGH) that makes sure growth is spread equitably. Each Region in the GGH is assigned different amounts of growth out to the year 2041. Each Region then assigns different amounts of growth to the various towns and cities within its boundaries. The Province's plan also sets an intensification target. This target says that by 2041, 50% of growth must occur in built-up areas (areas that are already developed) and 50% can occur in greenfields (areas that are not yet developed).



## Public Open Houses

Two Public Open Houses were held as drop-in sessions. Open House #1 aimed to introduce the Study and get participants' feedback regarding the key intensification areas identified and the type of intensification suitable for the community (e.g., housing type). Display panels were produced and shared at the public open houses and online. Open House #2 aimed to share the Study findings and what we heard from the community through public consultation to date. Key Town Staff were on site to answer questions related to the different technical assessments completed as part of the Study.

## Outreach consultation

- ✓ Farmer's Markets
  - Acton – August 1, 2019
  - Georgetown – August 10, 2019
- ✓ Fall Fairs
  - Acton – September 21, 2019
  - Georgetown – September 7, 2019

Participants were asked to place different colour stickers representing different types of housing (i.e., towns, apartment buildings, etc.) on the key intensification maps of Acton and Georgetown. The majority of participants placed stickers representing medium to high density housing in the key intensification areas that Staff had identified. Participants also identified industrial properties that could be re-designated to accommodate mixed-use development in the future and emphasized the need to ensure that services are in place to support population growth. Some participants identified the need to protect stable neighbourhoods and ensure that new development fits within the existing community.

## LEGO Workshop

- ✓ LEGO Workshops (approx. 40 participants)
  - Seniors Centre Georgetown – Aug 7
  - Youth Centre Acton/Georgetown – Aug 15/ Sep 24
  - Steering Committee

Participants were asked to place LEGO blocks representing different densities (yellow blocks represent 3 storey condos with 30 units and red blocks represent 3 storey townhomes with 6 units) on maps of the main intensification areas. The map's scale was 1:1200 which directly matched the size of LEGO pieces used for this activity. Through this exercise, participants identified the need to ensure that new development helps beautify the community. Many participants agreed that a variety of housing was critical to ensure that the needs of the diverse demographic groups (i.e., seniors, young families, and young professionals) are met and residents can stay in the community.

## 3.0 Summary of Participants Feedback

### 3.1 Key messages and themes

Participants shared conflicting feelings about intensification. Most participants supported intensification in the key intensification areas as a way to promote a variety of housing choices including accessible, rental and condo units; others had concerns about how intensification could negatively impact the community and exacerbate issues such as traffic. Overall, the majority of the participants agreed with the intensification areas that had been selected for the Study and supported these locations as key intensification areas because of their location near existing transit corridors and other municipal services.

The list below summarizes the feedback provided through public consultation, by theme:

#### **Built form/ Housing Choices**

- Create development that supports communities and families.
- Infill development must be sensitive to the existing neighbourhood context, mature neighbourhoods, heritage buildings i.e., type of housing, lots, landscape.
- Concern with how intensification could change the community.
- New development should help beautify the community.
- Consider new housing concepts like tiny homes and green affordable housing.
- Plan for a variety of housing including affordable/rental, seniors housing and accessible units.
- Intensification Areas need to have access to services, amenities and jobs.

#### **Environment**

- Protect green space, rural areas and the natural environment.
- Consider climate change impacts of development.
- Keep congestion low and create public green spaces in the urban areas.

#### **Transportation**

- Need to enhance transportation to address potential traffic and parking concerns.
- Transit should be a priority when planning for intensification.



## What else did we hear?

As the community grows there should be proper infrastructure designed to avoid future issues with traffic congestion.

The new design should be compatible with the existing buildings.

New young families need affordable homes, so do seniors.

Attracting businesses and creating jobs within our community is essential.

## 4.0 Conclusion

Planning for intensification will support the Town's moderate growth strategy. Planning for Intensification can incentivise the construction of a variety of housing in the Town to ensure that residents can stay in the community as they grow and age. Public consultation was incorporated into the analysis of the intensification inventory number (number of units that can be accommodated in the built boundary). The proposed intensification inventory range that has been identified consists of a parcel by parcel analysis inside the built boundaries of Acton and Georgetown and considers:

- Lot size/existing OP;
- Recognized background conditions;
- Market assessment;
- Servicing and transportation assessment; and,
- Public consultation.

The Study included the preparation of transportation and servicing assessments, a market assessment and Infill Design Guidelines, and updates to the Guelph Street and Downtown Acton Design Guidelines to ensure that future infill development meets best design practices and fits well into the existing community. These technical studies address many of the concerns raised by the community including expected increased traffic and new development that does not fit within the existing built form. It is also important to highlight that urban design, traffic impacts and servicing capacity will be considered in detail during the planning application process for each specific intensification proposal.