

# Growing Together East

## What We Heard: Workshop Engagement Summary

Detailing community workshop engagements held in June and July 2024, as well as other events in August and September.



*Figure 1 A photo from our workshop engagement at Kitchener Market.*

Prepared by: City of Kitchener

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## Project Overview

Growing Together presents an entirely new planning framework—official plan policies and zoning regulations—that are custom designed to perform within Kitchener’s Major Transit Station Areas (MTSAs). These policies and regulations are the most housing-forward, inclusive, dynamic and flexible of any in Canada.

These industry-leading policies and regulations are the direct result of transformative public engagement methods and smart city practices, most significantly through our interactive community workshops.

The first phase of the project, Growing Together West, was approved by Kitchener City Council on March 18th 2024. It applies to the following 7 of Kitchener’s 10 Major Transit Station Areas (MTSAs):

- Grand River Hospital
- Central Station Innovation District
- Victoria Park & Kitchener City Hall
- Frederick & Queen
- Kitchener Market
- Borden
- Mill

These 7 MTSAs were implemented first, as they were the geographies covered in the Midtown, Central and Rockway PARTS Plans, or Planning Around Rapid Transit Stations Plans. The three other MTSAs—

- Block Line
- Fairway
- Sportsworld

—did not have pre-existing PARTS Plans as their foundation and are now being implemented through the Growing Together East project. Growing Together East follows the same engagement process that Growing Together did, using interactive workshops built upon a 3D-printed model of the station area geographies. However, Growing Together East has also evolved its engagement approach to continue to reach a more diverse, equitable and representative set of community members.

The Growing Together project prioritizes equity, housing supply and choice, and building trust and understanding with our community, development industry and council.



Figure 2 A map showing the Block Line, Fairway and Sportsworld Major Transit Station Areas.

## Engagement and Communications Approach

As with Growing Together, Growing Together East began with a comprehensive program of equity-based engagement, focused on workshops that presented a 3D-printed model of the study area and tasked participants with placing new buildings representing growth that the City needs to plan for.

This growth was calibrated to meet the City’s housing pledge target of 35,000 new units by 2031 and was provided in typical building forms that align with how growth is already occurring in Kitchener’s MTSAs.

The workshops translated that housing pledge target into a projection for total development through a 2040 timeframe. This included a total of:

- 12,000 new residential units representing housing to accommodate;
- 21,600 total new people; and
- 4,200 new jobs

As with Growing Together West, these targets were distributed into representative building typologies based on how growth is currently occurring in Kitchener’s MTSAs. This resulted in:

- 16 “SGA-4” style high-rise mixed-use buildings of approximately 40-45 storeys;
- 12 “SGA-3” style high-rise mixed-use buildings of approximately 25-28 storeys;
- 24 “SGA-2” style mid-rise mixed-use buildings of 8-storeys;

- 76 “SGA-1” style low-rise mixed-use buildings of 3-storeys and;
- 14 mid-rise office or institutional buildings.

This meant that participants were engaging in real-world parameters, helping them better understand how their city is evolving. The results of each workshop were carefully documented and translated into identical digital smart models, which allowed staff to provide the quantitative analysis included in this summary.

Draft land use and zoning mapping have been created using community input and this quantitative analysis. The initial draft maps published in November 2024 are screen captured here, for reference.

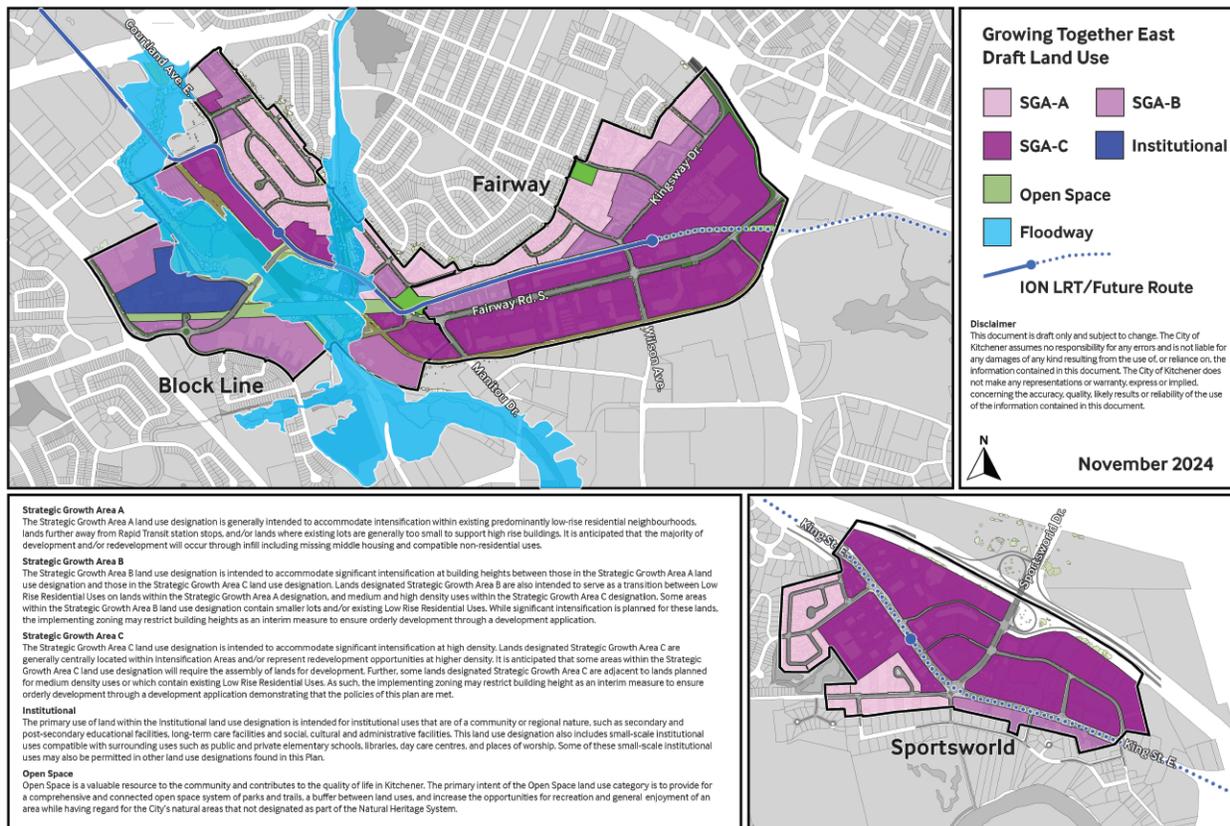


Figure 3 A map showing the initial draft land uses applied within the Block Line, Fairway and Sportsworld MTSAs.

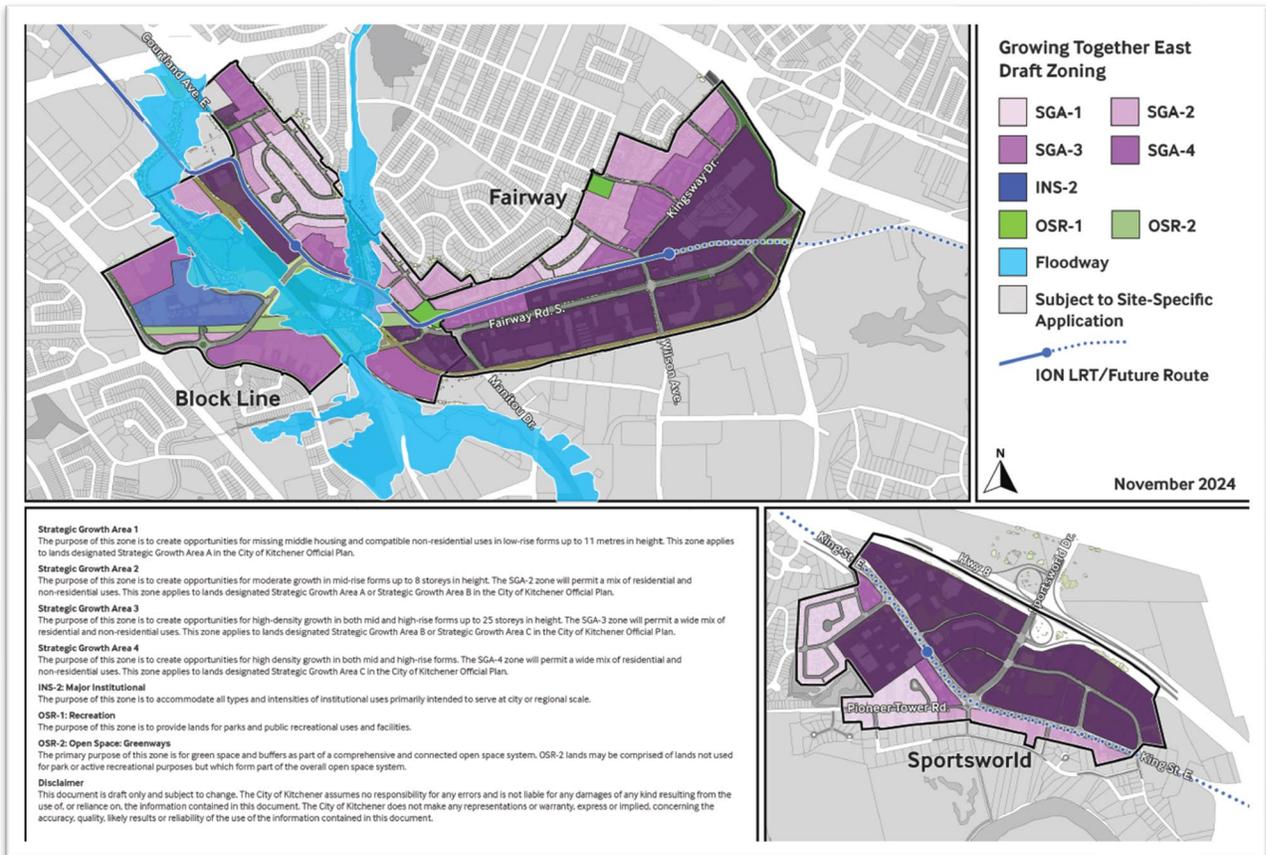


Figure 4 A map showing the initial draft zones applied within the Block Line, Fairway and Sportsworld MTSAs.

Growing Together’s engagement process was specifically designed to be:

- Equitable; to reach a more diverse and representative set of community members.
- Educational; to create intuitive exercises using realistic buildings and parameters; and
- Measurable; to collect community input that can be analyzed and quantified.

Growing Together’s implementation through new land uses and zones, official plan policies and zoning by-law regulations was carefully balanced to:

- Align the City’s planning framework with the way growth is already happening in our Major Transit Station Areas. This means more closely matching regulations to the kinds of development already being approved and built through site-specific applications, saving time and cost.
- Bring pioneering methods to the complex challenges of station area planning, including how we meet density targets, Kitchener’s Housing Pledge target and the objectives of the Federal Housing Accelerator Fund. It means bold missing middle policies, complete community design, and more.
- Ensure that as intensification happens, a high quality of life can be enjoyed by all. This means policies and regulations that permit abundant housing also have high performance standards that protect the privacy and safety of building occupants and lead to lively, useable spaces.

- Planning for a more affordable and more sustainable future by creating a planning framework that enables more housing in highly efficient forms.
- Planning for greater equity for all. This means providing for a full range of housing and local commercial options in all neighbourhoods, regardless of status.

Growing Together West implemented community priorities like making sure there was enough space between taller buildings and providing transition between high and low-rise areas. These priorities, surfaced during workshop conversations, were developed into regulations, and then tested against development industry building standards to ensure a best fit that would enable an abundant supply of more affordable housing for generations to come.

## An Award-Winning Process

Growing Together has received significant recognition for its process in the fields of public engagement, “smart cities” and planning. This recognition includes:

- A Smart50 award, an international award honouring the 50 most transformative projects of the year. At the Smart Cities Connect conference in Denver in May 2023, Growing Together West was announced as a Top-3 project overall, the highest award given.
- A 2023 Excellence in Municipal Systems Award by the Municipal Information Systems Association of Ontario
- A finalist for the World Smart City awards at the 2023 World Smart Cities conference in Barcelona.
- Honourable mention at the 2023 International Association for Public Participation (IAP2) Canada Core Values Awards
- A 2024 Ontario Professional Planners Institute (OPPI) PlanON Vision Award of Excellence; and
- The OPPI Project of the Year, 2024. This is the highest award given by OPPI.

## Organization and Outreach

Growing Together East launched with a postcard mailed out to more than 4,500 property owners and building occupants and a newspaper ad placed in the Record on June 14th, coinciding with a re-launch of the project webpage:

[engagewr.ca/growingtogether](https://engagewr.ca/growingtogether)

**KITCHENER**  
**GROWING TOGETHER EAST**  
**PLANNING FOR KITCHENER'S MAJOR TRANSIT STATION AREAS**

To learn more about the project and participate in the process visit:  
[www.engagewr.ca/growingtogether](http://www.engagewr.ca/growingtogether)

**Project Artwork** ▲ **Study Topics** ▼

Land Use & Zoning | Growth & Change | Housing | Sustainability | Built Form | Inclusionary Zoning

**Submit comments to:**  
 City of Kitchener  
**Growing Together Team**  
 519.741.2200 x 7027  
 growingtogether@kitchener.ca  
 200 King St. W., Kitchener ON, N2G 4G7

**Additional information:**  
 The City of Kitchener will consider city-initiated applications to amend the Official Plan and Zoning By-law for the Block Line, Fairway and Sportsworld Major Transit Station Areas (MTSAs). These amendments will introduce new land uses, zoning and holding provisions to guide growth and change. If you receive this postcard in the mail, it means you live, work or own property within the project study area.

**Current status:**

- On March 18th 2024, Kitchener City Council approved Growing Together, a new planning framework for MTSAs west of the expressway.
- Staff are holding several workshops this summer to create a similar framework for the Block Line, Fairway and Sportsworld MTSAs.

**Next steps:**

- Staff will develop draft materials for further consultation later in 2024. A recommendation report will go to Planning and Strategic Initiatives Committee for decision in 2025.

Figure 5 The Growing Together East project launch postcard that was mailed to all property owners and building occupants within the study area.

**NOTICE OF A PLANNING STUDY**  
 in your neighbourhood  
**Growing Together East Workshops**

**Join Us At These Events!**

Date: **June 22, 2024**  
 Time: **12:00 p.m. - 8:00 p.m.**  
 Location: **Multicultural Festival Victoria Park**

Date: **July 13, 2024**  
 Time: **7:00 a.m. - 2:00 p.m.**  
 Location: **Kitchener Market 300 King St. E.**

To learn more about this project, including other engagement opportunities, visit:  
[www.kitchener.ca/growingtogether](http://www.kitchener.ca/growingtogether)

Or email us at:  
[growingtogether@kitchener.ca](mailto:growingtogether@kitchener.ca)

Land Use & Zoning | Growth & Change | Housing

City Planning staff are engaging with the community through a series of workshops that explore how growth and change are occurring in the areas surrounding the ION light rail system in Kitchener. Through the Growing Together East project, we will be updating our planning framework within the **Block Line, Fairway and Sportsworld Major Transit Station Areas**. Workshops utilize a 3D-printed model of the city where participants can explore growth and change together with staff in a fun, all-ages and abilities exercise. **You can drop-in at any time and stay as briefly or as long as you'd like!**

Figure 6 The Growing Together newspaper ad that appeared in The Record.

An additional postcard was mailed to property owners and building occupants in November 2024, notifying them that the initial draft zoning had been published.

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**Project Artwork** ▲ **Study Topics** ▼

Land Use & Zoning | Growth & Change | Housing | Sustainability | Built Form | Inclusionary Zoning

**Submit comments to:**  
 City of Kitchener  
**Growing Together Team**  
 519.783.8931  
[growingtogether@kitchener.ca](mailto:growingtogether@kitchener.ca)  
 200 King St. W., Kitchener ON, N2G 4G7

**Additional information:**  
 A property you live on or own is proposed to be re-zoned. A draft zoning map is now available at [engagewr.ca/growingtogether](http://engagewr.ca/growingtogether), where you can also see opportunities to meet with planning staff, ask questions and provide comments. This change does not affect how you use your property today, but may allow for new types of development in the future.

**Current status:** 1 Staff held several workshops over the summer to get input from the community on Growing Together East. 2 Draft land use and zoning are now available on the project website.

**Next steps:** 3 Staff will meet with the community/collaborators and accept submissions to evaluate requested changes through fall 2024. Staff will develop draft materials for further consultation in early 2025. 4 A recommendation report will go to Council for decision in spring 2025.

Figure 7 The second postcard, mailed in November 2024.

The project webpage contained information about upcoming engagements.

## The Workshops and Other Engagements

Staff held a total of 8 community engagements in the summer of 2024, accounting for more than 30 hours of total engagement and reaching more than 800 participants.

Date	Group/Event	Location	Participants
June 13 <sup>th</sup> , 11am – 2pm	Student Workshop	St. Mary's High School	40
June 22 <sup>nd</sup> , 12pm – 8pm	KW Multicultural Festival	Victoria Park	320
June 18 <sup>th</sup> and July 2 <sup>nd</sup> , 12pm – 3pm	Canvass Retail Businesses	Sportsworld MTSA	45
July 9 <sup>th</sup> , 3pm – 7pm	ION Users	Fairway Station ION	80
July 13 <sup>th</sup> , 7am – 2pm	Community Wide	Kitchener Market	274
August 6 <sup>th</sup> 7pm – 9pm	Community Centre Pop-Up	Kingsdale Community Centre	20
August 7 <sup>th</sup> , 9am – 4pm	STEAM Camp Youth	TheMuseum	11
August 13 <sup>th</sup> 1pm – 2pm	Black Youth Impact	Kitchener City Hall	20
			<b>Total 810</b>

## Summary of Workshop Results

### Consolidated Results from 6 Workshop Scenarios

4 unique workshops were held, but staff have analyzed 6 development scenarios; for both the KW Multicultural Festival and Kitchener Market workshops, we captured the in-progress results mid-event to analyze, and then again at the end of the workshops. This allowed us to capture more of the day's feedback and helped equalize the number of participants in each scenario. For the shorter workshops at St. Mary's High School and the Fairway ION Station, the workshop results were captured once, at the end of each workshop.

### Key Findings, Overall Summary

There were several consistent themes across all workshops:

- Broad support for growth and intensification within these station areas. Generally, most participants were comfortable with high-density permissions throughout these MTSA's, not only in specific or discreet locations. As compared to Growing Together West, **participants here were less concerned with the placement of higher-density intensification and more concerned that the City also build the open space, commercial spaces and community infrastructure needed to support that growth.**
  - This is particularly critical in the Block Line, Fairway and Sportsworld MTSA's, which were identified by participants as not being 'complete communities' the way the Growing Together West MTSA's are (or are closer to being).
  - This includes, particularly, access to parks and public spaces, local retail (particularly affordable grocery stores), higher quality and more walkable streets, and third spaces to gather, socialize and hang out.
  - This emerged as the major difference between the Growing Together West MTSA's and the Growing Together East MTSA's; in coordination with our in-progress market study and transportation and noise study, it may therefore be critical that additional policies be applied to these MTSA's to ensure that as they grow and intensify, the quality of the urban environment, the public realm, and the utility and convenience of public spaces, and the availability and accessibility of local shops and services be sufficiently accounted for.
- There was general concern that parks and community infrastructure will not be able to keep pace with development.
- There also continues to be a focus on the importance of local grocery stores within each area, particularly as more people come to live in each neighbourhood.
- It was broadly noted that Sportsworld is particularly lacking in these assets and amenities, as it currently does not have a public park (other than Pioneer Grove Parkette), a community centre or a grocery store. The Sportsworld Arena was noted but was not considered a local community resource, much as Costco was generally not seen by participants as a grocery store, particularly not a local, neighbourhood grocery store.
- There were many conversations about the difficulty of intensifying Block Line given the floodway, rail corridor, and significant institutional lands (St. Mary's, Peter Hallman Ball Yard, Activa Sportsplex). However, most participants encouraged substantial growth and intensification in the Block Line MTSA.

- Traffic impacts of new development continue to be a general concern, though it was important to expand upon this in our conversations with community members to talk about the overall traffic impact of growth via infill around transit versus growth via low-density greenfield subdivision development. Additionally, a transportation and noise study is ongoing as part of the Growing Together East process.
- There were some additional concerns that development in Sportsworld could cause greater traffic congestion if Phase 2 of the LRT doesn't materialize over the short to medium-term.
- There were many questions about the new hospital, as the location was not publicly announced until after our engagement period ended. However, there remains strong interest in ensuring that community health resources keep up with growth.
- There was strong support for more housing and particularly more affordable housing and a strong interest in inclusionary zoning.
- There was strong support for new development on vacant or underutilized properties including large commercial or industrial lots and large surface parking lots. Most people are excited to see changes to these types of properties with more housing and retail options and see that change as positive for the broader community.

### Key Findings, Per Engagement

#### June 13 | Student Workshop | St. Mary's High School



*Figure 8 Photo of the workshop result. Staff spoke with approximately 40 students over the course of their lunch periods.*

Staff held a workshop at St. Mary's High School on June 13<sup>th</sup>, at the only secondary school in the Growing Together East MTSA. It was a priority for staff to speak to younger people throughout engagement on Growing Together East. Staff believe that young people may be living and working in the area a decade from now when much of the change implemented through our planning work is taking place. This

demographic will be looking for housing they can afford, good jobs in a wide variety of industries, and amenities that meet their needs. We heard the following:

- There was broad support for growth and change, and excitement about more points of interest coming to the area around the high school and Block Line station.
- This included interest particularly in new stores and restaurants, with some concern about retaining existing neighbourhood shops and services used by students.
- There was strong interest in developing the St. Mary's school property specifically, with many students advocating for housing, commercial and mixed-use built either directly on or surrounding the school itself.
- A general desire for the school to be more central to more activity, people, shops and services, rather than isolated as a single use.
- The mall was a focal point of interest for many students, who rely on it as a third space for social interactions, independence, and general recreation.

#### June 22<sup>nd</sup> | Multicultural Festival Workshop | Victoria Park



*Figure 9 Photo of the workshop in progress. Staff spoke with approximately 320 participants throughout the day.*

Staff held an all-day workshop during the first day of the KW Multicultural Festival. Just as it was through the Growing Together West project, the festival was an excellent way to speak to a diverse, representative cross-section of Kitchener's growing population. We met with people of all ages, backgrounds, family types and more. We heard the following:

- Most interactions were positive and in favour of the project and process. Some participants were indifferent to issues of growth and change. Very few if any were against growth in these MTSAs.
- Most participants expressed support for increased density and a greater variety of building forms and housing types. Many were in favour of more development throughout the city.
- Many people encouraged more mixed-use development to help make these areas more walkable and attractive places to spend time.
- Concern about traffic, including active transportation connections to better facilitate walking, cycling and transit use. Gaps in the existing network were noted.
- Sportsworld needs a lot of work to become more pedestrian-friendly.
- Several comments wondering about the location of new parks and hospitals.
- Questions and interest in affordability, including how to make housing supply more affordable as well as specific interest in inclusionary zoning and social housing.
- Support for stricter landscaping requirements in policy to provide more green space, particularly within higher-density developments.
- Support for stricter requirements for tree planting, including native species.
- Many people were concerned with housing affordability and questioned the affordability of new condominium apartments. Staff helped explain that while these units need to be more affordable than they are, they are also the least expensive form of new market housing being built. Staff also explained inclusionary zoning, how it works, and the ways in which it is limited.
- There was strong support for increased density overall, particularly on large, underutilized properties.
- There were concerns about the timing of ION Phase 2 and when the trains will be running to Sportsworld.



*Figure 10 Photo of the workshop in progress. Staff spoke with approximately 80 transit users during the event.*

Staff held a workshop at the Fairway ION transit terminal. This allowed us to speak with both LRT riders and GRT bus riders. Transit users offer a critical perspective on growth and change within Kitchener's MTSA's. We heard the following:

- Most interactions were positive and supportive of increased density within the Fairway Station.
- Many expressed concerns for the challenges of walkability and safety of pedestrians and cyclists.
- Some showed interest and anticipation for phase 2 of the ION.
- Questions about the planning process in general.
- Many people were concerned with housing affordability and the likelihood of staying in Kitchener.



Figure 11 Photo of the workshop in progress. Staff spoke with approximately 275 community members throughout the day.

Staff held a workshop at the Kitchener Market. Like the Growing Together West Kitchener Market engagement, this workshop proved to be a great venue to speak with many community members from a range of backgrounds, family types and ages. Staff heard a variety of perspectives. We heard the following:

- Broad support for growth and intensification, as well as the Growing Together process.
- Support for distributing high-rise development more broadly and evenly across the study area, as opposed to concentrated development in one location.
- Encouragement to provide more landscaping and tree planting within new developments, including a suggestion to require a certain number of trees based on the number of units in the building.
- To consider requirements for green roofs or living walls within larger buildings.
- To encourage the inclusion of health offices or clinics in employment buildings.
- Multiple residents expressed that King Street East through Sportsworld, and Fairway Road are both unsafe and unpleasant for anyone walking or biking.
- There was broad support for intensifying the Sportsworld Crossing area as it is currently mostly large surface parking lots. There was broad support to develop all lands on the north side of King Street in the Sportsworld MTSA.
- There was concern about growth and change not keeping pace with parks and community services and concern about increasing property taxes (note that growing via high-density intensification is the most effective way to keep property tax increases minimal).

- There was support for a more vibrant Fairway Road corridor.
- There was a noted need for schools in Sportsworld.

The above four workshops and their results were captured, digitized, and analyzed. That analysis can be found in the sections of this summary to follow. However, staff also engaged in other ways over the summer, including:

### August 6<sup>th</sup> | Pop-Up | Kingsdale Community Centre

Planning staff held a workshop at the Kingsdale Community Centre. This workshop provided an opportunity for staff to speak with young people accessing the youth drop-in summer programming. Staff engaged with approximately 20 young people. Due to low participation in the model exercise itself, the results of this engagement were not captured and digitized.

- There was interest in asking general planning-related questions around housing and transportation.
- Some shared the need for additional third spaces for their cohort to spend time; some of which included sports-related activities and parks.
- There was some concern about better public transportation options to connect them more easily to other parts of the city.

### June 18<sup>th</sup> and July 2<sup>nd</sup> | Canvass Retail Businesses | Sportsworld

The Sportsworld MTSA is largely occupied by commercial uses, and very few people currently live in within the station area. Staff decided to engage with the many retail and business employees directly by canvassing on foot through the community. Recognizing the importance of amplifying voices that are often ignored through traditional engagement processes and meeting people where they are at, staff canvassed approximately 30 businesses over the course of two days. During these visits, staff engaged in conversation primarily with employees, with some business owners. Staff conversed with 45 people and handed out approximately 30 Growing Together East postcards. Staff asked employees to leave the postcard in staff lunchrooms, or in common areas as to notify other employees. We heard the following:

- Transportation was a prevalent theme amongst many individuals we spoke with. Almost all individuals we spoke with told us they commute (primarily by car and public transportation) to and from work. People were greatly concerned with poor wayfinding, traffic congestion, poor walkability and limited public transportation options. Further, some expressed concern for witnessing many near misses from drivers and pedestrians.
- There was broad support for increased density. In particular, the business owners we spoke with believed increased density would bring more customers to their businesses. Some expressed concern that more density would result in more vehicular traffic, and the City should look at solutions to traffic congestion.
- Widespread support of phase 2 of LRT, **as approximately half of individuals spoken with commute from Cambridge.**
- Some individuals expressed concern for the lack of grocery store options in the area.



Figure 12 A photo from the STEAM summer camp exercise.

Planning staff had the unique opportunity to lead a day-long STEAM summer camp hosted by TheMuseum. This camp included 11 participants between the ages of 10-12. STEAM stands for Science, Technology, Engineering, Art and Math, and the camp hosted different instructors each day of the week.

Due to both the format and the audience, unique engagement activities were developed for this event. In the morning, staff presented broadly on who city planners are and what kinds of work they do. This was followed by our standard workshop, including watching some of the City's Planning 101 videos for a more fulsome explanation about City Planning process.

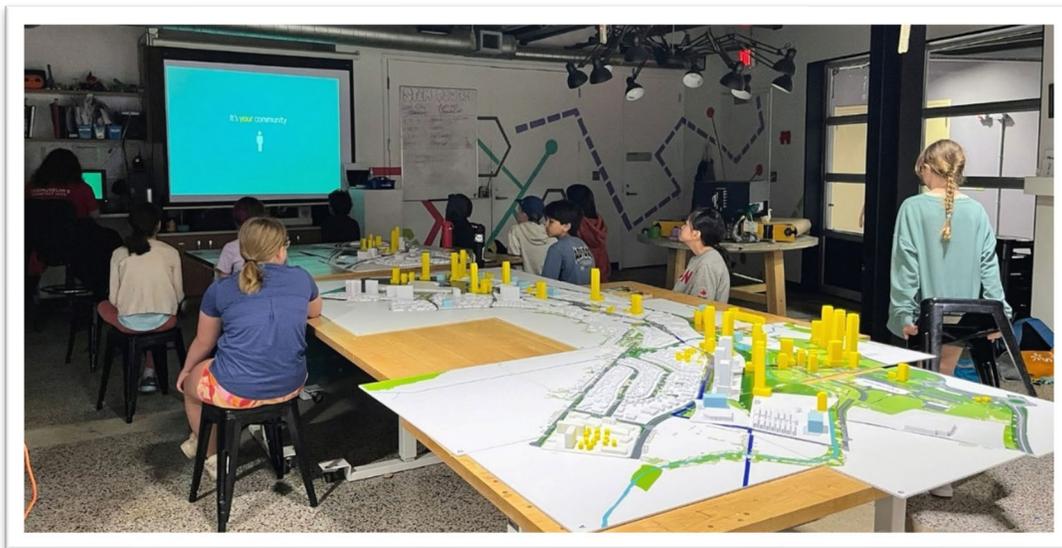


Figure 13 A photo showing the completed morning workshop exercise, with students watching one of the City's Planning 101 videos.

In the afternoon, staff led the students in a detailed site planning exercise for the Fairview Park Mall property. This took the form of a 'board game' and included a 3<sup>rd</sup> edition of the Growing Together Card Deck which had unique challenges that students needed to address as the game progressed.

- In pairs, students were given a map of the mall.
- The first stage of the game was to place buildings representing new development, similar to the traditional Growing Together workshop, but now confined just to the mall property.
- After 10-15 minutes, the first card was turned over, and the students were directed to add a large park space to their plan. Every 10-15 minutes, a new card would add an additional condition they were required to meet.
- Card 2 required students to ensure their buildings had enough space between them. The card itself had to-scale buildings that showed how much space was necessary and could be used to measure the 3D-printed buildings directly.
- Card 3 required them to add even more residents and business to their site plan, increasing the density further.
- Card 4 required them to add a large new community building. Staff custom 3D-printed arenas, libraries, and concert halls that the students could choose from, depending on the kind of space that they thought best fit their vision for the site.
- Card 5 challenged students to add a new street or trail. Strips of paper representing streets and trails were provided, and participants were challenged with making new street connections through the site.
- Card 6 required new public and private amenity space to be designed into the site. Students were given a sheet of pink felt that they could cut into as big or as small pieces as they wanted, to place throughout the site as new amenity spaced for residents and workers.
- Card 7 challenges participants to conserve an important cultural heritage building. In reality, these buildings do not exist on the mall property. As such, staff custom 3D-printed a variety of 'historical' building types that students were tasked with accommodating on their property. For this part of the game, staff chose the location of the heritage buildings, as though they were always there and had to be kept in place, requiring the students to adjust on the fly and redesign portions of their site in response.
- Card 8 required students to plan for stormwater and a changing climate by placing blue felt, representing natural heritage infrastructure, onto their plan.
- *At this stage, it should be noted, we had nearly run out of time. However, the students were so invested in the game and in their site plan designs that they insisted we continue and get through the last two cards.*
- Card 9 required students to place noise barriers on their site to mitigate impacts from the expressway or other noise sources. Different noise barrier designs were custom 3D-printed.
- Lastly, Card 10 required participants to place an additional public transit stop (either bus or LRT) somewhere on the site to connect to the broader transit network.
- **The following are several photos from the engagement. Participants' faces are blurred for safety and privacy reasons. While staff only had the opportunity to run this kind of engagement once, and while it was very resource-heavy and represented a significant time commitment compared to other engagements, the highly developed and 'gamified' process was hugely successful. It is an excellent method to educate younger people on the impacts and**

opportunities of land use planning through interactive play. The students were also able to take their work home with them at the end of the day.



Figure 14 A photo of the summer camp in progress. The students developed the mall site in groups of 2.



Figure 15 Photo of students lined up to ask questions of staff.



Figure 16 A photo of staff helping students glue their site plan down to the base. The game cards can be seen at the bottom.



Figure 17 One of the completed site plans. The panel splits in two down the middle so each student could take half of the site plan home.

### August 13<sup>th</sup> | Black Youth Impact | Kitchener City Hall

Staff participated in City Hall's Black Youth Impact/ Kind Minds Family Wellness event. The goal is to help youth see how they can be involved in shaping the city today and in their future careers. Young people participate in a day of presentations and activities with various City departments. Staff from Planning spent approximately 30 minutes with youth in the Conestoga Room.

The Growing Together East 3D model was set up, allowing youth to learn about the process of city building and the planning process more generally. Youth asked insightful questions about the development process, in particular new developments around the Block Line LRT station. Some showed a curiosity towards new developments and the impacts of environmental constraints. Overall, this engagement event provided youth with a deeper understanding of the Growing Together East project, planning process, density and city building.

### September 27<sup>th</sup> | OPPI Conference 2024 | Hamilton



*Figure 18 A photo from the conference workshop featuring all 10 PMTSAs in both Growing Together East and West.*

Staff had the opportunity to present our Growing Together workshop at the Ontario Professional Planners Institute conference in Hamilton. This was followed by Growing Together receiving both an Award of Excellence and Project of the Year from OPPI earlier in the week. For the first time, staff assembled the entire MTSA 3D-printed model that includes all 10 station areas, and participants were able to place growth throughout the entire, cohesive study area. Approximately 30 planning professionals from across the province participated in this workshop.

While the results of this workshop are not included in the analysis and were not used to inform our draft land use or zoning, it was a fantastic opportunity to roll out the workshop one last time, and to see the entire geography together for the first time ever.

## Mapping Summary

In this section, we will provide summaries of each workshop, following a brief summary of the results of all 6 workshops combined. This includes:

- A map of the Block Line, Fairway and Sportsworld MTSA for each workshop scenario showing the placement of all buildings by workshop participants.
- A summary data table quantifying, by MTSA, the density, the number of people and jobs, and the ratio of people to jobs of each workshop scenario. Table cells highlighted in **orange** represent categories in which the scenario density or number of people/jobs or ratio was highest relative to the other scenarios. Table cells highlighted in **blue** represent categories in which the scenario was lowest relative to other scenarios.
- Isometric renderings of each MTSA showing the placement of all buildings from each workshop.

### All Scenarios

The maps below show the combined results of the 6 workshop scenarios, including all buildings placed by all participants of all workshops. The intent of this overall summary is to show broadly where different scales of development were concentrated. A few overall notes:

- Unlike the workshops from Growing Together West, each MTSA meets or exceeds its provincial density target in all scenarios (80ppj/ha in Block Line, 160ppj/ha in Fairway, 160ppj/ha in Sportsworld). This is largely due to different underlying assumption, in Growing Together West, we calculated growth based on the provincial housing target to a timeline of 2031. Here, the development timeline runs through 2041.
- Density was placed more broadly 'everywhere' within all 3 MTSA. However, there was a clear pattern in Block Line and Fairway, with most buildings placed to the *south* of the ION rail corridor, specifically. This included less-than expected density at Fairview Park Mall, which many participants saw as a community asset that shouldn't change too much (though many others did see it as a huge opportunity for major development to take place). A similar trend emerged in Sportsworld, with the majority of density placed *north* of the ION rail corridor. However, the trend is less apparent in Sportsworld, as a significant amount of density was also placed to the south of the corridor (and King St. East).
- However, these patterns are generally captured in our proposed land use and zoning maps, with the majority of SGA-4 properties proposed south of the ION through Block Line and Fairway and north of the ION in Sportsworld. The major exceptions are Fairview Park Mall in Fairway and the large commercial property at the corner of King St. E. and Deer Ridge Dr. in Sportsworld. Both of these locations received significant intensification through our public engagement.
- Surface parking lots were commonly seen as the best locations to direct significant intensification. Directing high-density growth to commercial plazas that are primarily surface parking also puts less pressure on the existing, generally more affordable housing stock that already exists north of the ION corridor through the Block Line and Fairway MTSA.
- Many buildings were placed within the floodway in the Block Line Station Area. This is because the floodway was not directly represented on the model, and while we discussed the floodway with many participants, we did not directly prohibit density from being placed there. This was done intentionally, to keep the exercise as simple and intuitive as possible. It allowed staff to see where participants would place density in the Block Line MTSA if unencumbered by the

floodway. While Growing Together East will not permit development within the floodway, we can take the workshop results and our conversations with participants into account as we define land uses and zoning permissions around those important natural features.

- While most buildings in Sportsworld were placed north of the ION corridor, a greater-than-expected amount of intensification was directed south of the corridor along King St. E. and Pioneer Tower Rd. This demonstrates strong support for SGA-2-type permissions in this part of the study area, and the proposed zoning reflects that.



Figure 19 A map showing where all buildings were placed throughout all scenarios analyzed.

	S1 Density	S2 Density	S3 Density	S4 Density	S5 Density	S6 Density
Block Line	146	164	189	190	166	120
Fairway	253	225	218	174	193	221
Sportsworld	182	192	170	177	182	246
All	193	193	193	181	180	193
	S1 People	S2 People	S3 People	S4 People	S5 People	S6 People
Block Line	14283	16376	17944	19530	17399	11579
Fairway	16276	13969	13900	9762	12342	15490
Sportsworld	10434	10695	9251	7894	9730	13929
All	40993	41040	41096	37186	39470	40998
	S1 Jobs	S2 Jobs	S3 Jobs	S4 Jobs	S5 Jobs	S6 Jobs
Block Line	2644	2633	4023	2544	1819	2388
Fairway	10818	10136	9455	8819	8272	8207
Sportsworld	7777	8470	7762	9792	8476	10669
All	21239	21239	21240	21155	18567	21264
	S1 P/J R	S2 P/J R	S3 P/J R	S4 P/J R	S5 P/J R	S6 P/J R
Block Line	5.4	6.2	4.5	7.7	9.6	4.8
Fairway	1.5	1.4	1.5	1.1	1.5	1.9
Sportsworld	1.3	1.3	1.2	0.8	1.1	1.3
All	1.9	1.9	1.9	1.8	2.1	1.9

Figure 20 An image of the summary data table for all 6 scenarios analyzed.

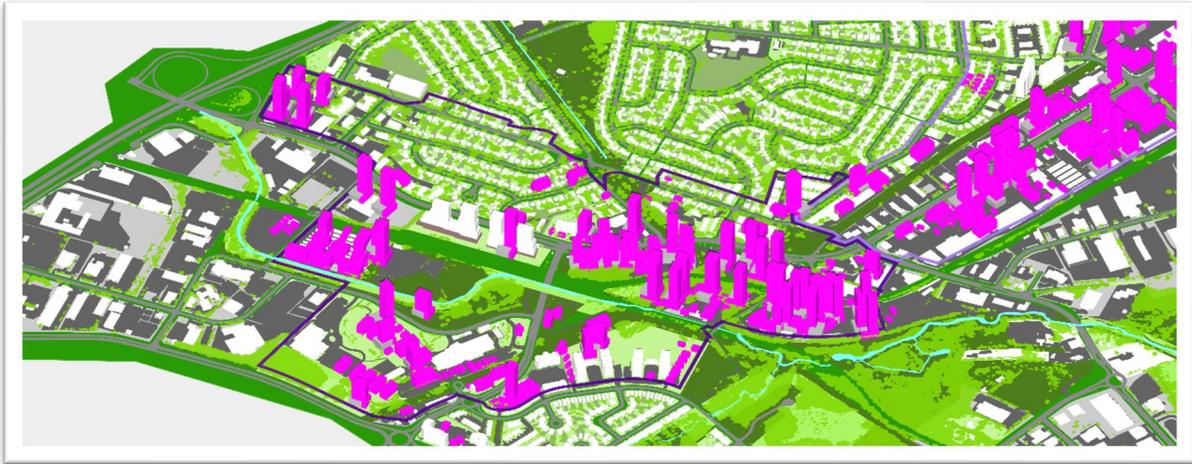


Figure 21 A visualization of all buildings from all scenarios in the Block Line PMTSA.



Figure 22 A visualization of all buildings from all scenarios in the Fairway PMTSA.



Figure 23 A visualization of all buildings from all scenarios in the Sportsworld PMTSA.

## Scenario 1

July 13<sup>th</sup> | 12pm - 2pm | Kitchener Market



Figure 24 A map showing where all buildings were placed throughout the workshop.

MTSA	Density	People	Jobs	P/J Ratio
Block Line	146 PPJ/ha	14,283	2,644	5.4
Fairway	253 PPJ/ha	16,276	10,818	1.5
Sportsworld	182 PPJ/ha	10,434	7,777	1.3
All	193 PPJ/ha	40,993	21,239	1.9



Figure 25 A visualization of all buildings placed during the workshop in the Block Line PMTSA.



Figure 26 A visualization of all buildings placed during the workshop in the Fairway PMTSA.



Figure 27 A visualization of all buildings placed during the workshop in the Sportsworld PMTSA.

## Scenario 2

July 13<sup>th</sup> | 7am - 12pm | Kitchener Market



Figure 28 A map showing where all buildings were placed throughout the workshop.

MTSA	Density	People	Jobs	P/J Ratio
Block Line	164 PPJ/ha	16,376	2,633	6.2
Fairway	225 PPJ/ha	13,969	10,136	1.4
Sportsworld	192 PPJ/ha	10,695	8,470	1.2
All	193 PPJ/ha	41,040	21,239	1.9



Figure 29 A visualization of all buildings placed during the workshop in the Block Line PMTSA.



Figure 30 A visualization of all buildings placed during the workshop in the Fairway PMTSA.



Figure 31 A visualization of all buildings placed during the workshop in the Sportsworld PMTSA.

### Scenario 3

July 9<sup>th</sup> | 3pm - 7pm | Fairway ION Stop



Figure 32 A map showing where all buildings were placed throughout the workshop.

MTSA	Density	People	Jobs	P/J Ratio
Block Line	189 PPJ/ha	17,944	4,023	4.5
Fairway	218 PPJ/ha	13,900	9,455	1.5
Sportsworld	170 PPJ/ha	9,251	7,762	1.2
All	193 PPJ/ha	41,096	21,240	1.9



Figure 33 A visualization of all buildings placed during the workshop in the Block Line PMTSA.



Figure 34 A visualization of all buildings placed during the workshop in the Fairway PMTSA.



Figure 35 A visualization of all buildings placed during the workshop in the Sportsworld PMTSA.

## Scenario 4

June 22<sup>nd</sup> | 12pm - 5pm | Multicultural Festival

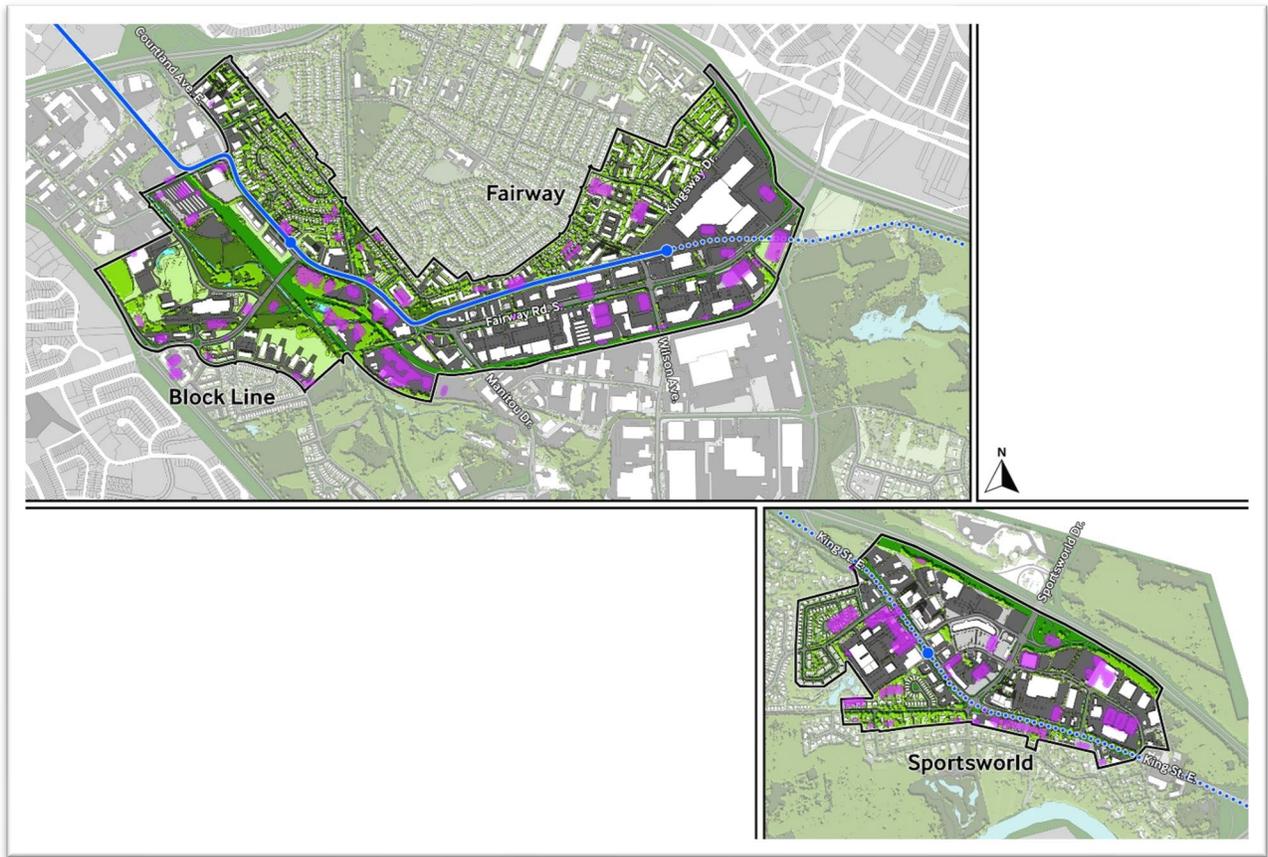


Figure 36 A map showing where all buildings were placed throughout the workshop.

MTSA	Density	People	Jobs	P/J Ratio
Block Line	190 PPJ/ha	19,530	2,544	7.7
Fairway	194 PPJ/ha	9,762	8,819	1.1
Sportsworld	177 PPJ/ha	7,894	9,792	0.8
All	181 PPJ/ha	41,096	21,155	1.8



Figure 37 A visualization of all buildings placed during the workshop in the Block Line PMTSA.



Figure 38 A visualization of all buildings placed during the workshop in the Fairway PMTSA.



Figure 39 A visualization of all buildings placed during the workshop in the Sportsworld PMTSA.

## Scenario 5

June 22<sup>nd</sup> | 5pm - 8pm | Multicultural Festival



Figure 40 A map showing where all buildings were placed throughout the workshop.

MTSA	Density	People	Jobs	P/J Ratio
Block Line	166 PPJ/ha	17,399	1,819	9.6
Fairway	193 PPJ/ha	12,342	8,272	1.5
Sportsworld	182 PPJ/ha	9,730	8,476	1.1
All	180 PPJ/ha	39,470	18,567	2.1



Figure 41 A visualization of all buildings placed during the workshop in the Block Line PMTSA.



Figure 42 A visualization of all buildings placed during the workshop in the Fairway PMTSA.



Figure 43 A visualization of all buildings placed during the workshop in the Sportsworld PMTSA.

## Scenario 6

June 13<sup>th</sup> | 11am - 2pm | St. Mary's High School



Figure 44 A map showing where all buildings were placed throughout the workshop.

MTSA	Density	People	Jobs	P/J Ratio
Block Line	120 PPJ/ha	11,579	2,388	4.8
Fairway	221 PPJ/ha	15,490	8,207	1.9
Sportsworld	246 PPJ/ha	13,929	10,669	1.3
All	193 PPJ/ha	40,998	21,264	1.9



Figure 45 A visualization of all buildings placed during the workshop in the Block Line PMTSA.



Figure 46 A visualization of all buildings placed during the workshop in the Fairway PMTSA.



Figure 47 A visualization of all buildings placed during the workshop in the Sportsworld PMTSA.