



GROWTH MANAGEMENT SURVEY RESULTS

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Growth Management Survey Background



The **Growth Management Survey** was initiated to receive feedback on key growth management objectives and priorities.



The survey was posted on **September 14, 2020**. It was advertised on the Region's Twitter and Facebook pages and at the Growth Management public webinar.



The survey was live for one month and closed on October 14, 2020. It received a total of **217 responses** and **102 comments**.

Growth Management Survey Format

Three-Step Process

01

Respondents asked to rank key growth management priorities in order of importance

02

Respondents asked to rank statements associated with their selected areas of interest.

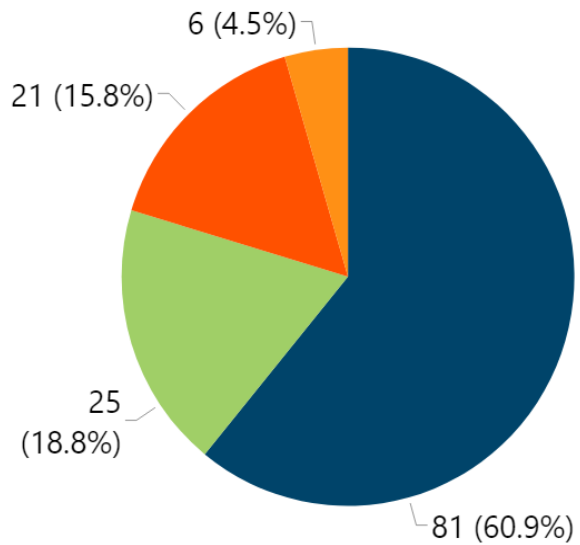
03

Respondents asked to select preferred options between growth management scenarios.

Respondent Demographics

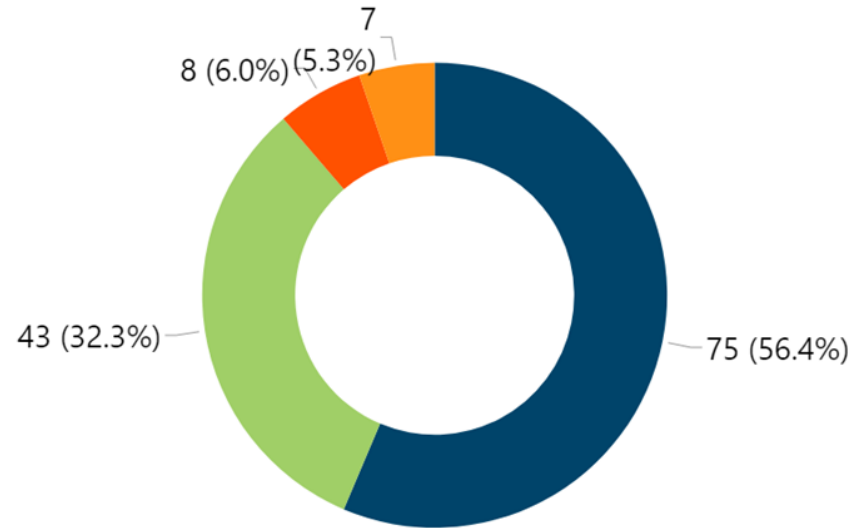
Total Respondents: 133

How long have you lived in Niagara?



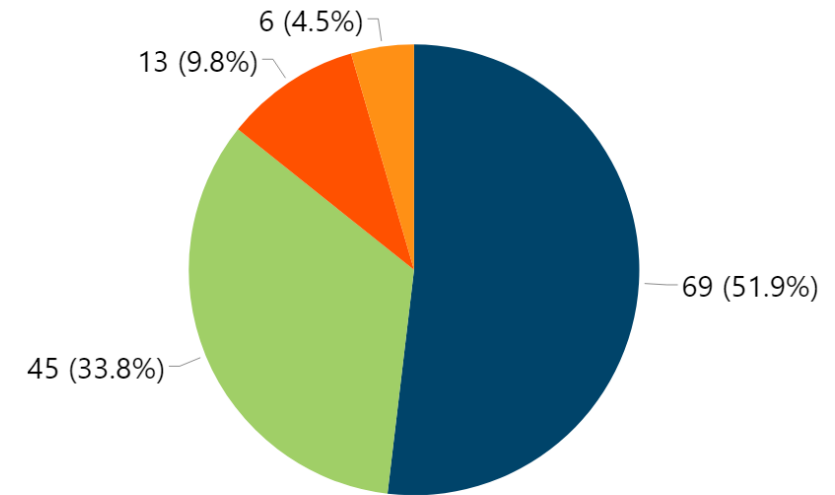
- < 1 year
- 1 to 5 years
- 5 to 15 years
- > 15 years

How old are you?



- 19 to 24
- 25 to 44
- 45 to 64
- 65 or older

How many people live in your household?

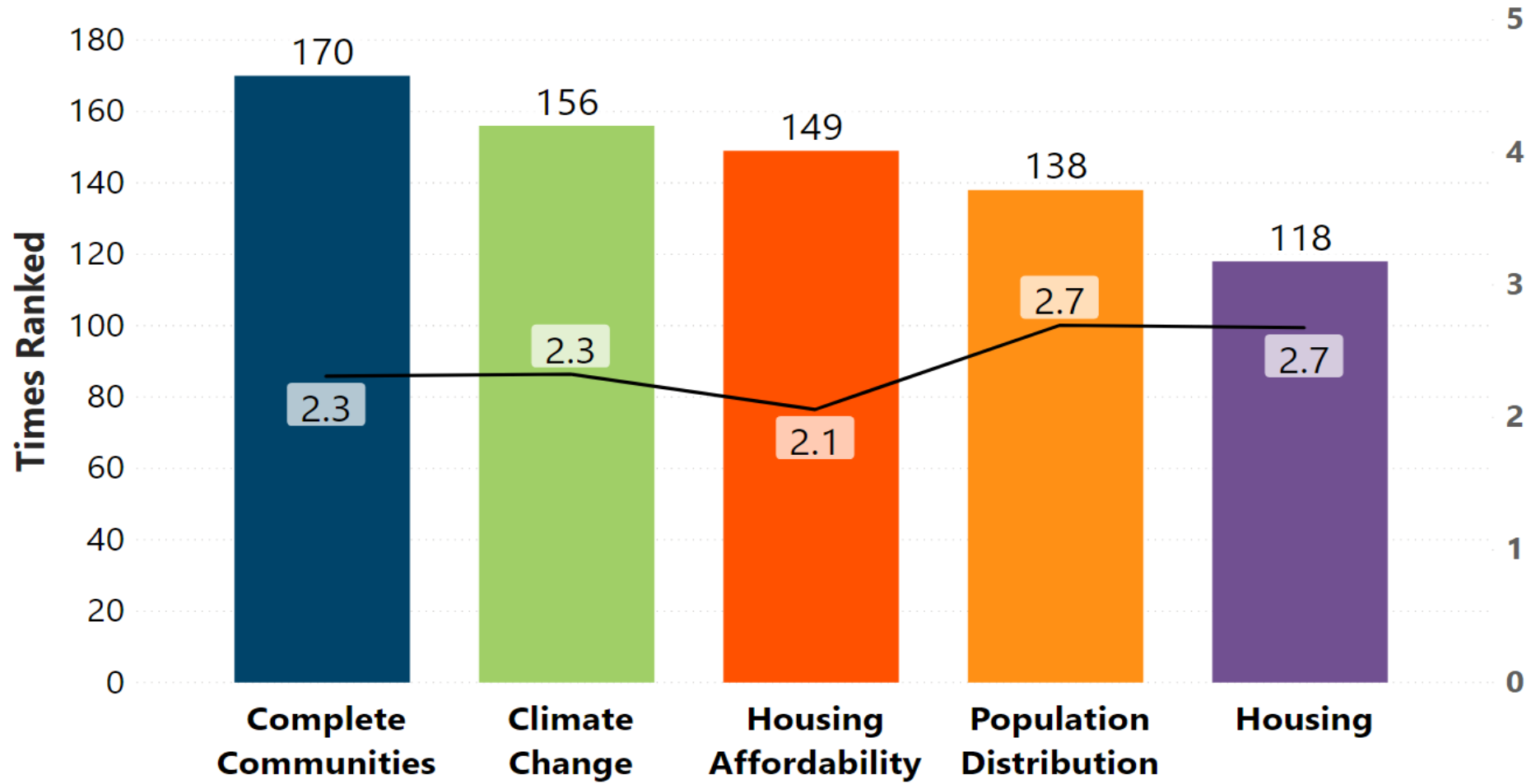


- 1 person
- 2 people
- 3 to 5 people
- > 5 people

Theme 1

Balanced level of interest between topic areas.

Growth Management Topic Priorities Ranking Results



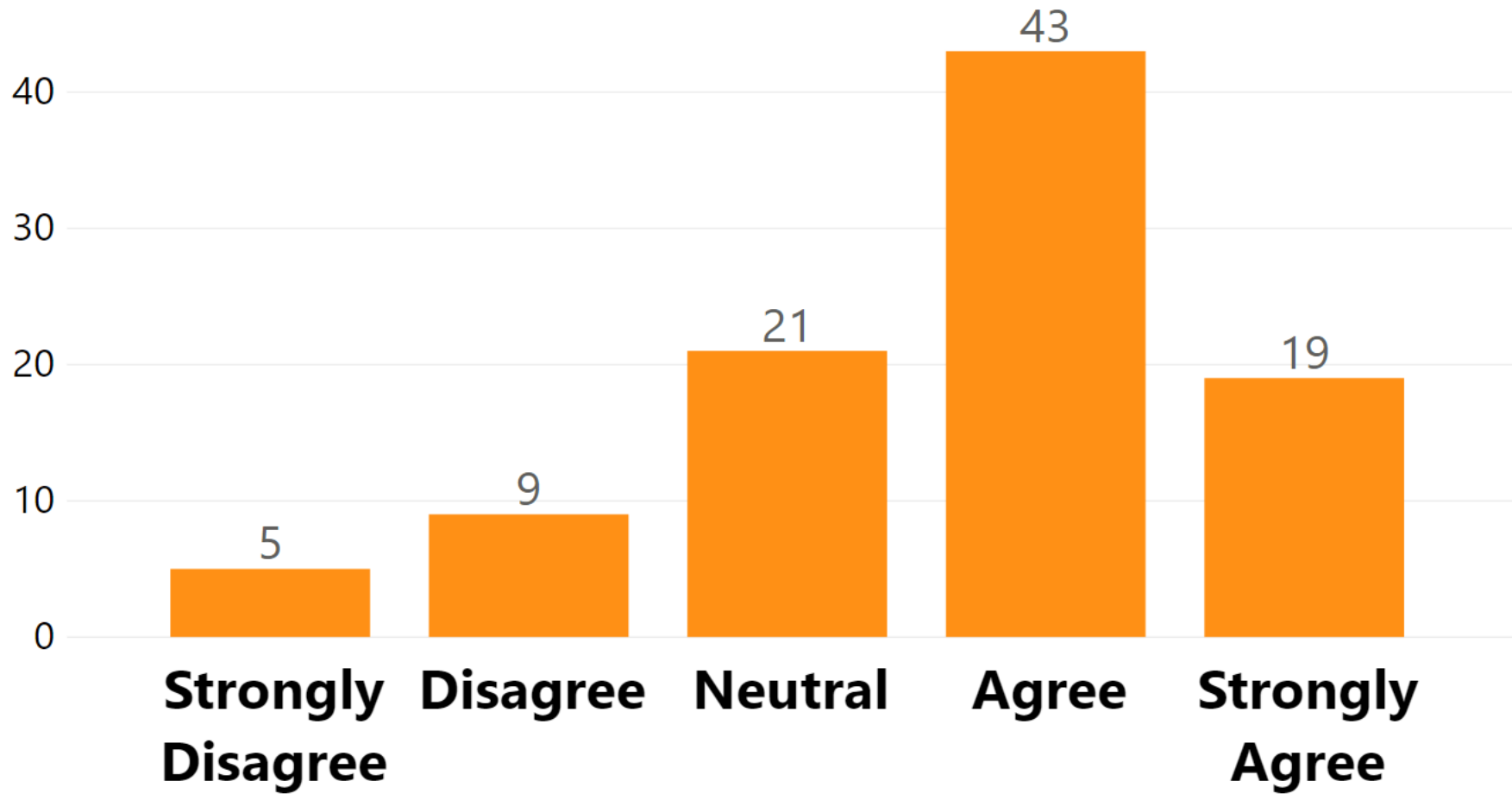
NOTE

A rank of "1" indicates highest priority. A rank of "5" indicates lowest priority of those ranked.

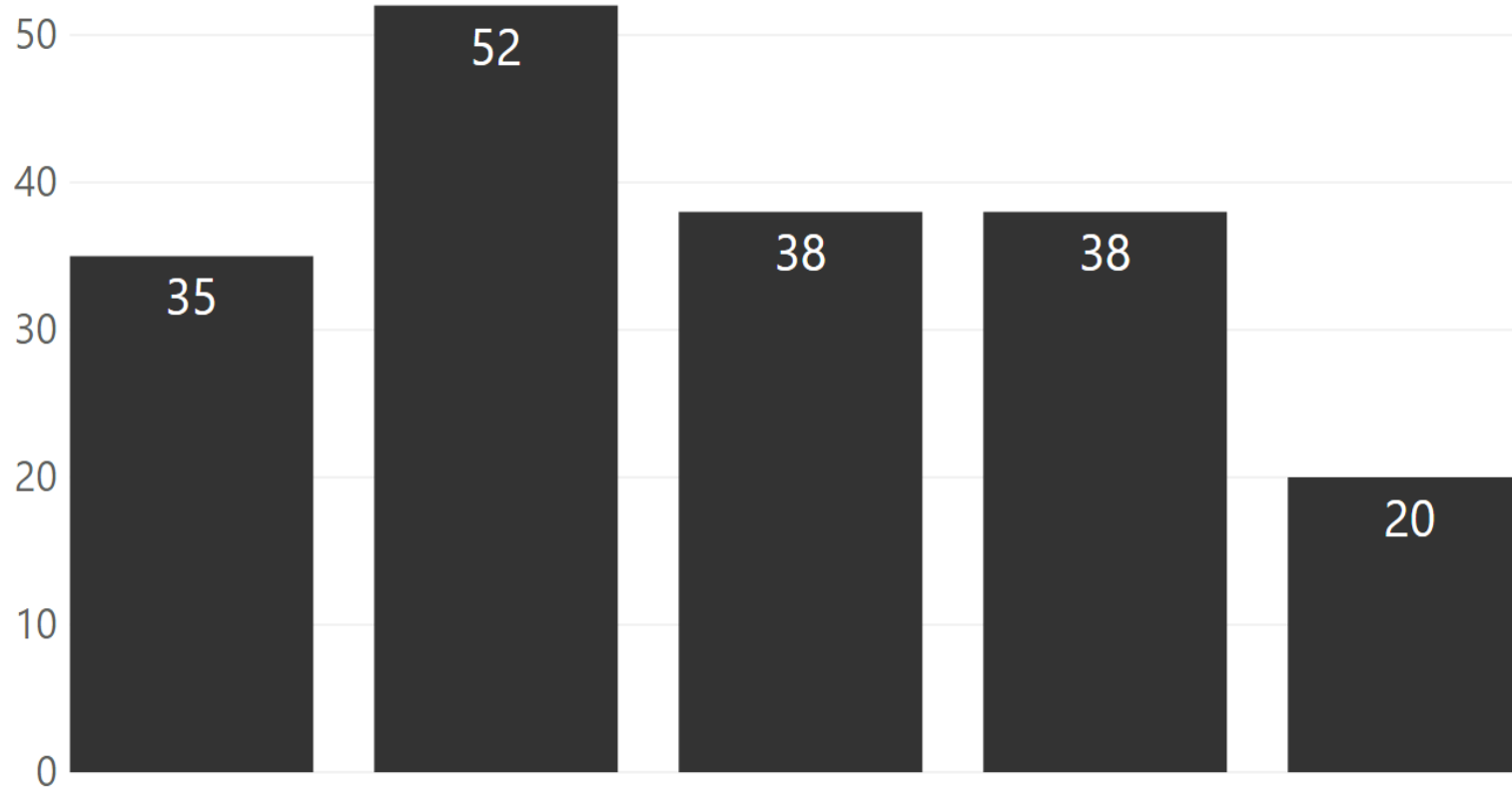
Theme 2

Public alignment with Region's key objectives and priorities.

Specific areas within municipalities should be identified to accommodate a majority of future population growth.



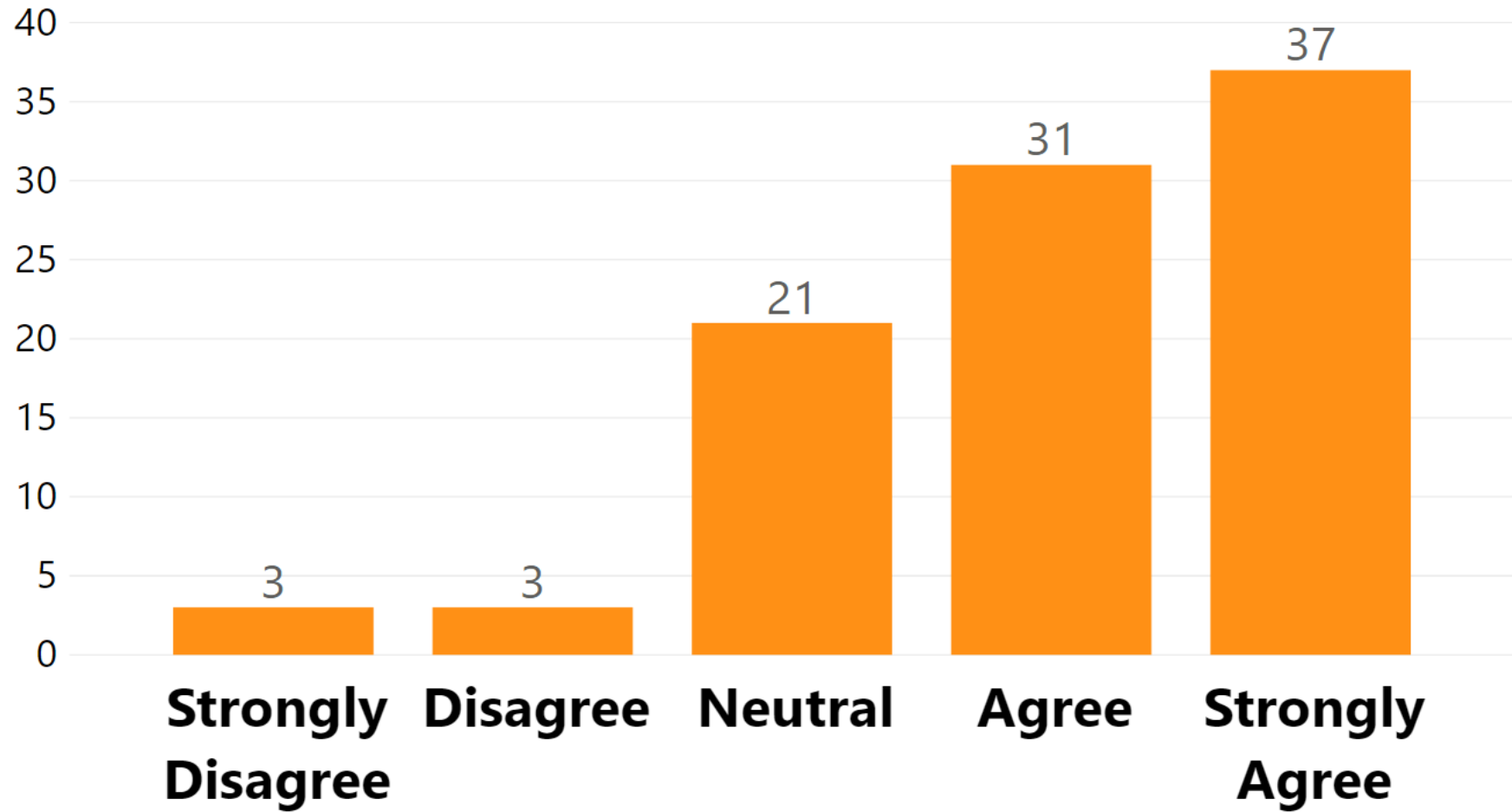
Where should population growth be directed in Niagara?



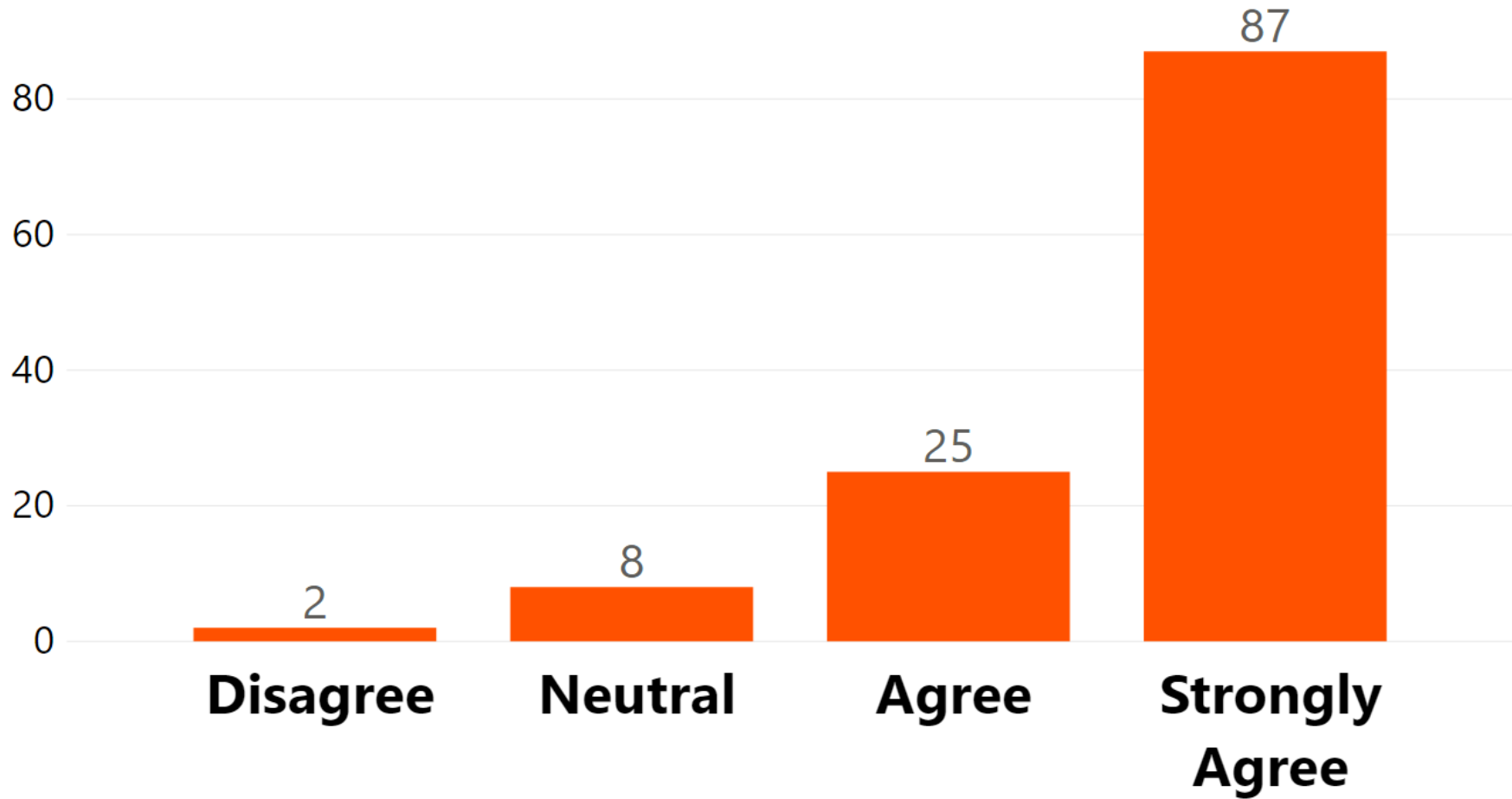
Strategic Growth:
Focus growth in core areas, such as major redevelopment, GO Stations, Downtowns.

Even Growth:
Balance densities throughout existing residential and commercial areas.

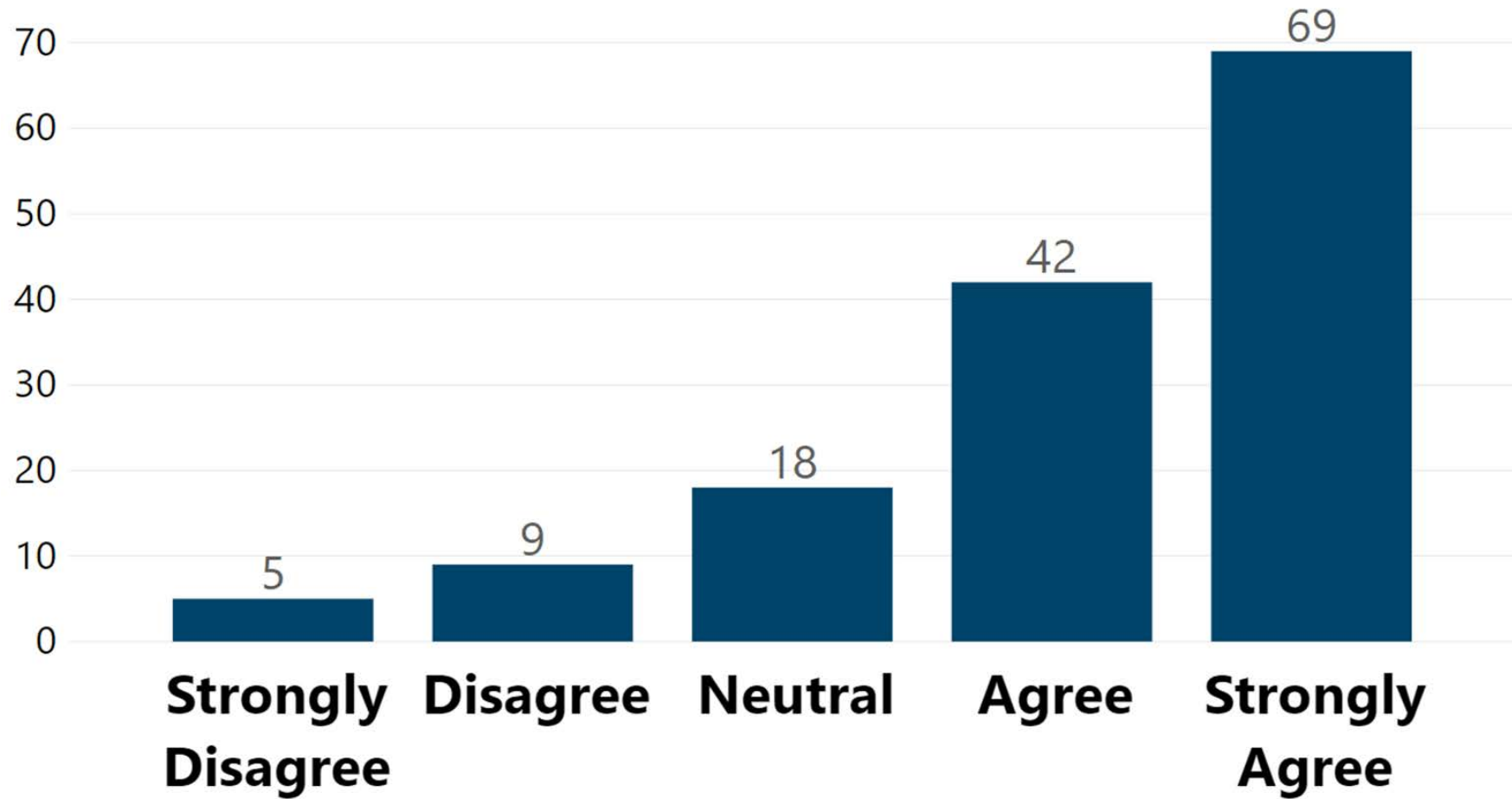
Detailed planning studies, such as secondary plans, should be undertaken to direct growth in the context of local priorities.



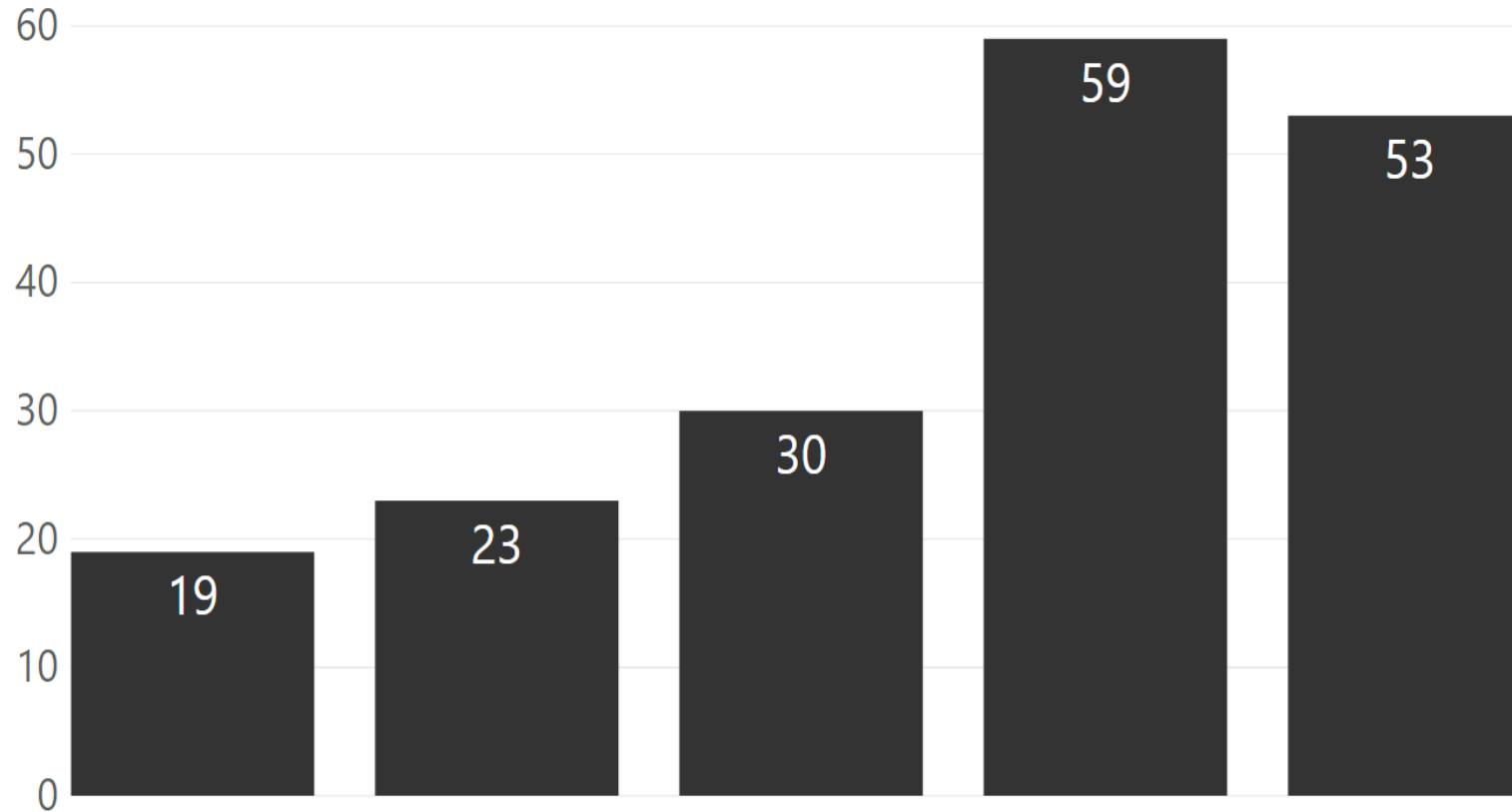
More affordable housing options are needed within my municipality.



Providing a diverse mix of housing, including affordable housing, is an important component in achieving a complete community.



Should neighbourhoods contain a variety of housing forms and options?



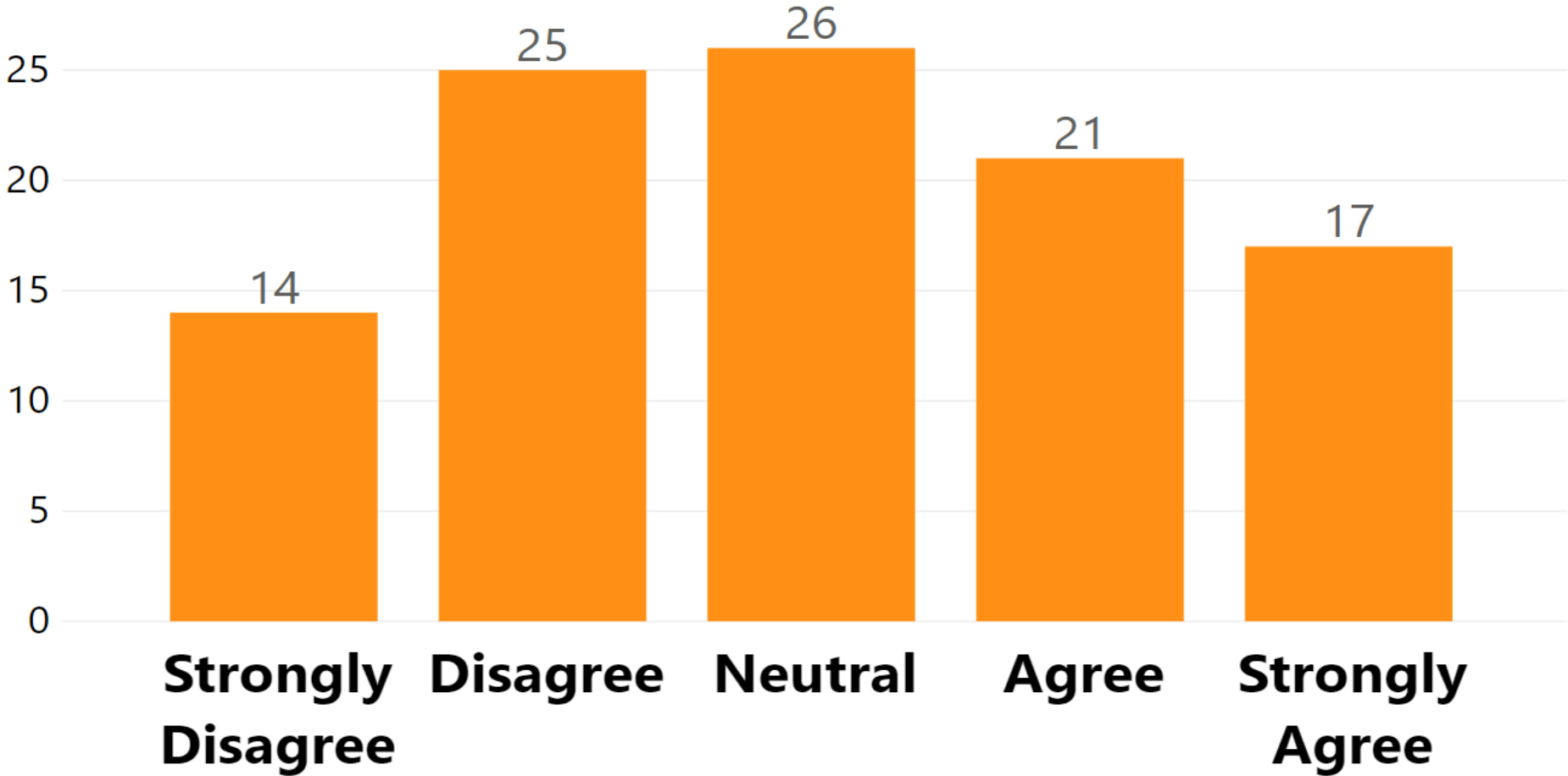
Maintain Housing Character:
Maintain form of existing communities; provides less housing options for residents.

Increase Options:
Develop a variety of dwelling types; provides more housing options for residents

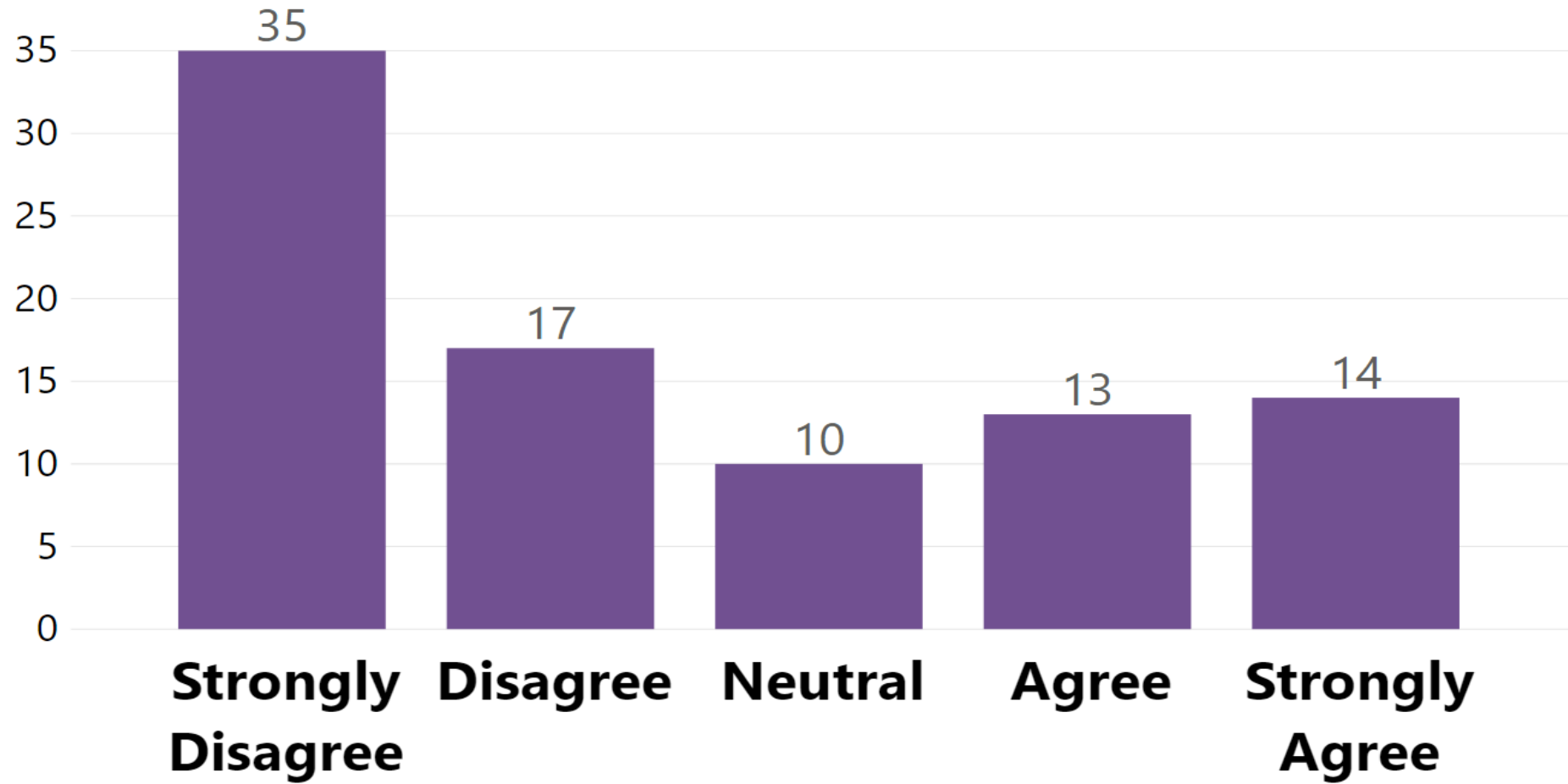
Theme 3

Opinions shift when asked about growth at a neighbourhood level.

Population growth has a positive impact on the community.



My neighbourhood would benefit from the introduction of well-designed, denser forms of housing.



Next Steps for the Growth Management Program



The survey results align with the existing growth management work program.



Staff will collaborate with Area Planners to ensure the new Official Plan and related strategies address concerns with growth on the local level.



Survey responses and comments received will be considered in the development of detailed policies for the new Official Plan.