

## City of Brantford Intensification Strategy

### Project:

Intensification Strategy and Implementation Plan

### Client:

City of Brantford, Ontario

### The Opportunity:

Creation of an intensification strategy to implement provincial policy directing new development mainly through intensification and redevelopment.

### Schedule:

September 2011 - June 2012

### Key Personnel:

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### MSH Genuine Results

The City of Brantford retained MSH to create an intensification strategy that would implement the Province's policy which directs a substantial amount of new development to occur through intensification and redevelopment. A key part of the Study is the development of an Implementation Plan which will address specific measures to ensure intensification happens in Brantford. A focus was intensification along arterial road corridors and this required consideration of issues related to commercial development and the continuing trend to low density car oriented development forms. Recommendations were made with respect to policy and regulations to respond to these issues.

The experience of the MSH study team working in a broad range of urban areas on intensification and redevelopment projects has also demonstrated that a facilitation approach to the resolution of issues is required to achieve a meaningful public consultation process and the solution of issues rather than confrontation and conflict.

Further, MSH recognized that a "made in Brantford" approach would be essential to achieve a successful study outcome. That approach included:

- Development recommendations which are "real" and can be implemented;
- Working in partnership with City Staff;
- Proactive Stakeholder Consultation.

