



LOCATION, LOCATION... DATA: THE SECRET WEAPON FOR HOUSING ACCELERATION

THURSDAY, MAY 7
12:00 P.M. ET



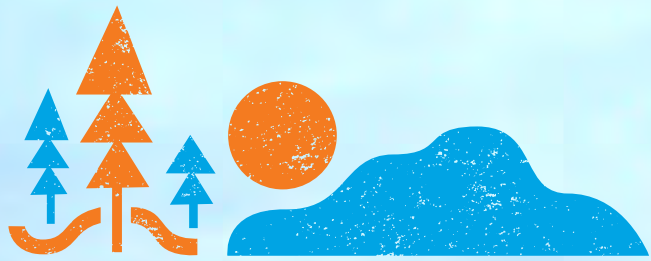
CPL
HUB



Katharine Stanbridge



Ridley Soudack



QUISPAMISIS

There Is No Other



Quispamsis (fictional) zoning by-law update

- Study is looking at Hampton Town Centre area which is located in the south of the city
- The study area goes along highway 100 and starts just south of Pettingill road and Campbell Drive, and extends several blocks north east to approximately Quispamsis Elementary School
- Currently the neighbourhoods in question are suburban and low-density. 75% of them are single family homes, with some small businesses along the main arterial road.
- To meet housing targets we are looking at two approaches:
 - A medium-density plan which would allow for an approximate increase of 100% more housing units allowed, and result in mid-rise buildings of up to four storeys
 - A higher-density plan which would allow for an approximate increase of 150% more housing units allowed
- Most densification would be centered on Hampton Road which runs South-west to North-East through the city, with other areas of increased density near the intersection of Pettingill Road, Campbell Drive, and Hampton Road near what is currently a strip mall

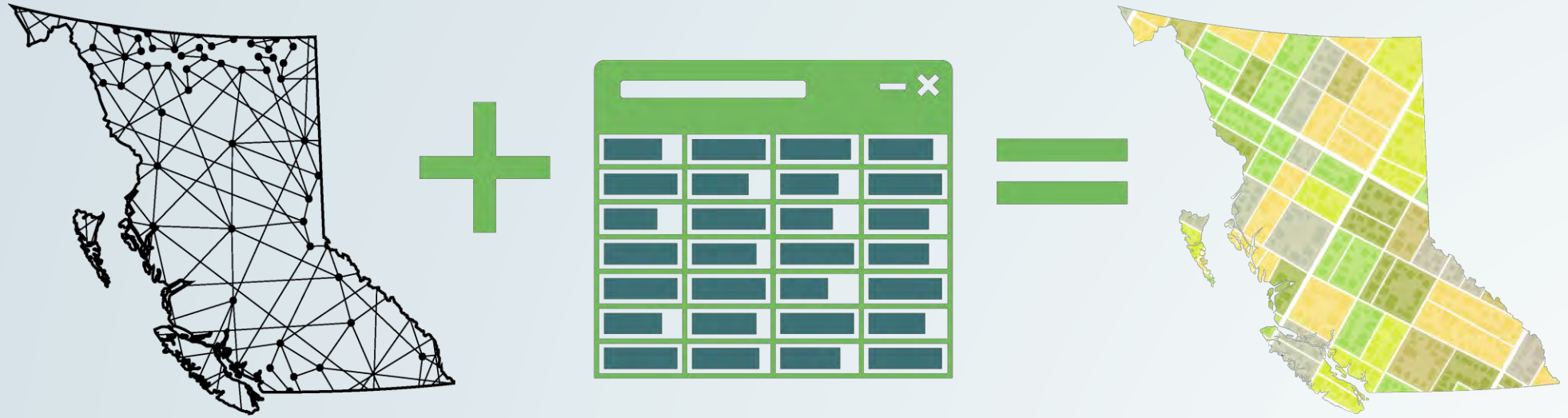






Spatial Insights

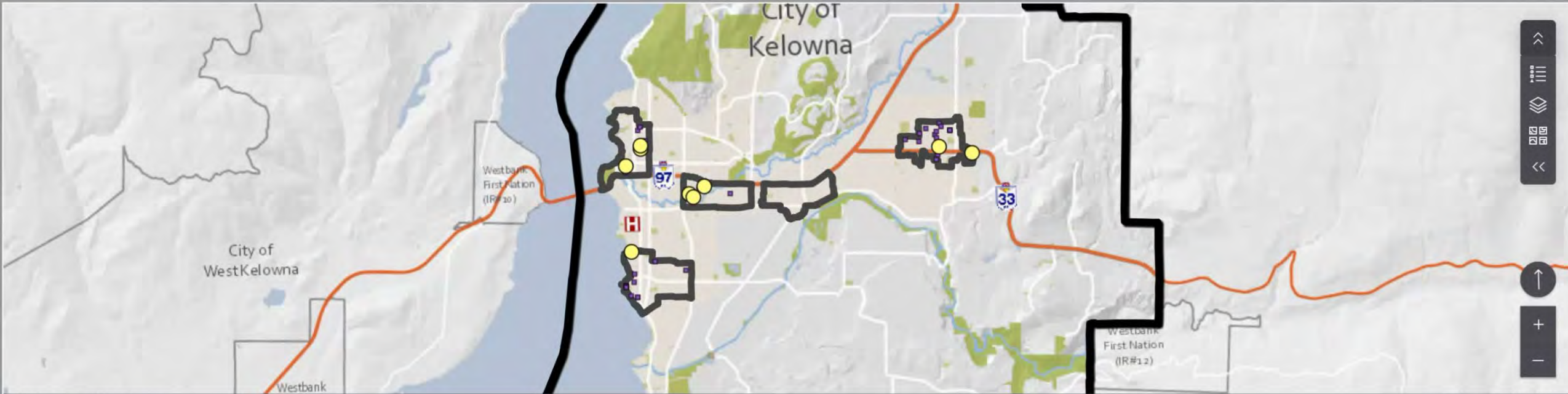
What is GIS?



GIS is:

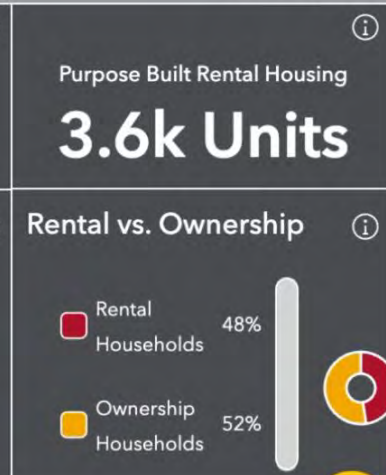
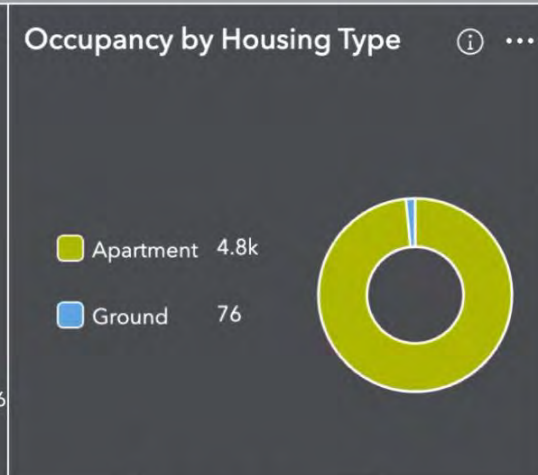
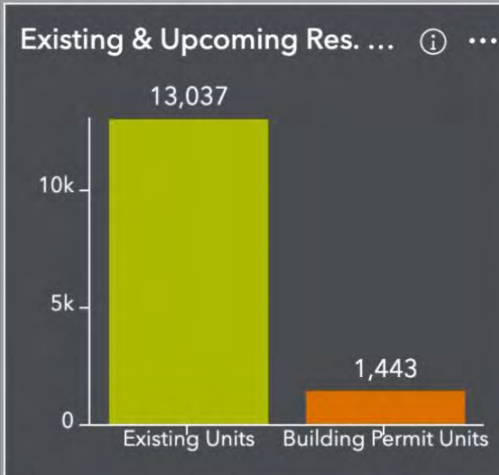
- ✓ Analysis
- ✓ Outcomes
- ✓ Decisions





Long range planning

Powered by Esri





CIP • ICU

Canadian Institute of Planners
Institut canadien des urbanistes

Poll 1

How easy is it for you to get access to good policy and planning data?

- **Easy** - I have everything I need
- **It's OK** - I know who to talk to to get the data I need
- **Challenging** - Send help



7.40 Major Arterial Commercial Zone: C-4

Key Information

- 7.40.1 This Zone facilitates large Commercial Developments with good visibility and accessibility along, or adjacent to, major Roads such as Gaetz Avenue and 67 Street.
- 7.40.2 This Zone promotes the intensification of land use and mixed-use Development, transit-oriented Development, serving the City and the region as a whole.

7.40.3 Permitted Uses

- 7.40.3.1 Accessory Building
- 7.40.3.2 Business Incubator
- 7.40.3.3 Business Support Services
- 7.40.3.4 Commercial Entertainment Facility
- 7.40.3.5 Commercial School
- 7.40.3.6 Commercial Service Facility
- 7.40.3.7 Drive-Through
- 7.40.3.8 General Contractor Services
- 7.40.3.9 Government Services
- 7.40.3.10 Health and Medical Services
- 7.40.3.11 Hostel
- 7.40.3.12 Hotel
- 7.40.3.13 Indoor Recreation Facility
- 7.40.3.14 Information Service Provider
- 7.40.3.15 Lease Bay Building



238



239



240




241

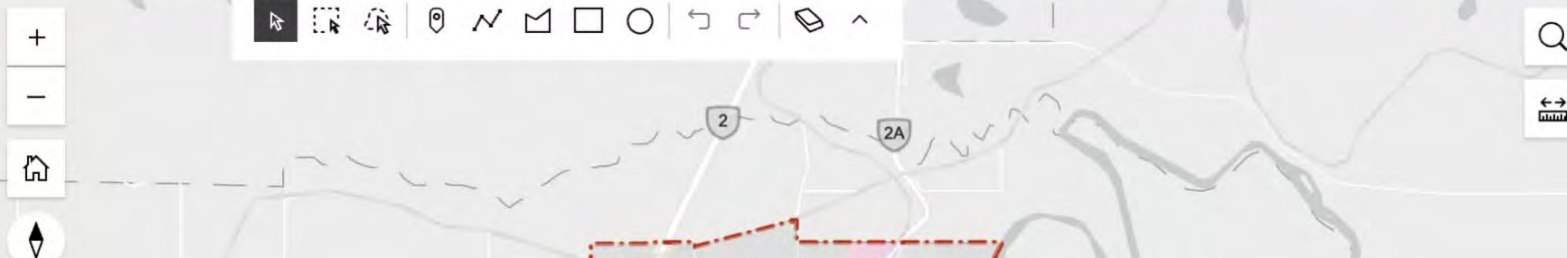
Secondary Suites

Zoning

CoRD Public Parcels

City Boundary

Ortho (latest) 



Map navigation toolbar including zoom in (+), zoom out (-), home, north arrow, and search (Q) icons.

Base

Annexation

Zoning Constraints

Zoning

Offsite Levy Projects

Orthophotography

Parking

Property Assessment

Statutory Plans

Secondary Suites

Waste Collection

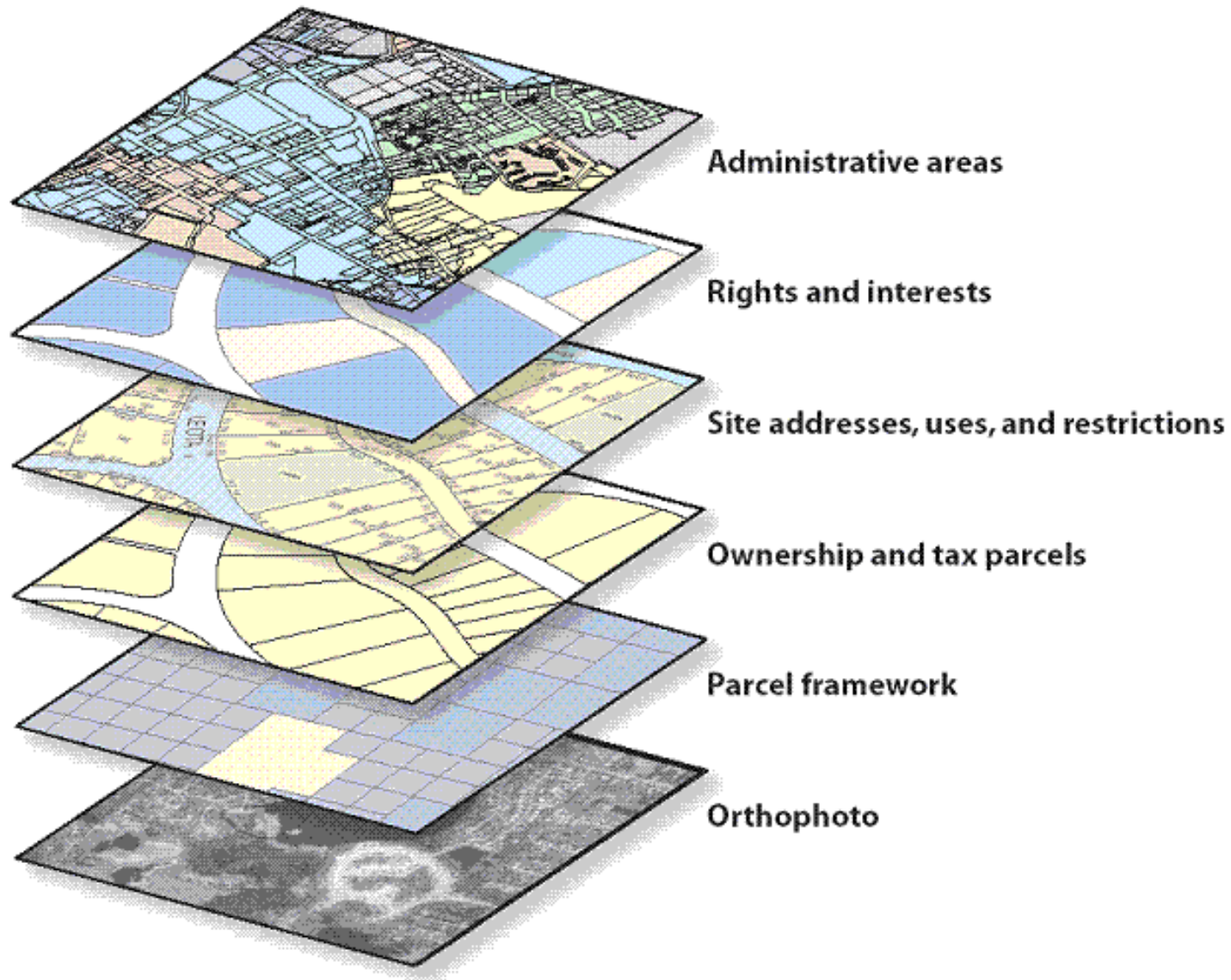
Zoning

-  A-1 - Future Urban Development Zone
-  A-2 - Environmental Preservation Zone
-  C-1 - City Centre Commercial Zone
-  C-1A - City Centre West Commercial Zone
-  C-2 - District Centre Commercial Zone
-  C-3 - Neighbourhood Commercial Zone
-  C-4 - Major Arterial Commercial Zone
-  C-5 - Mixed-Use Commercial Zone

2 km

Esri Canada, Esri, TomTom, Garmin, SafeGraph, GeoTechnologies, Inc, ME... Powered by Esri

Please contact gisfeedback@reddeer.ca for any



And...

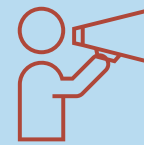
- Development applications
- Building permits
- Historical designations
- Flood plains
- Easements
- Infrastructure
- Transit
- *So much more*

Is GIS for Planning?

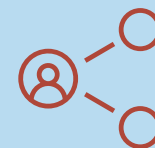
1. How can we meet growth goals?



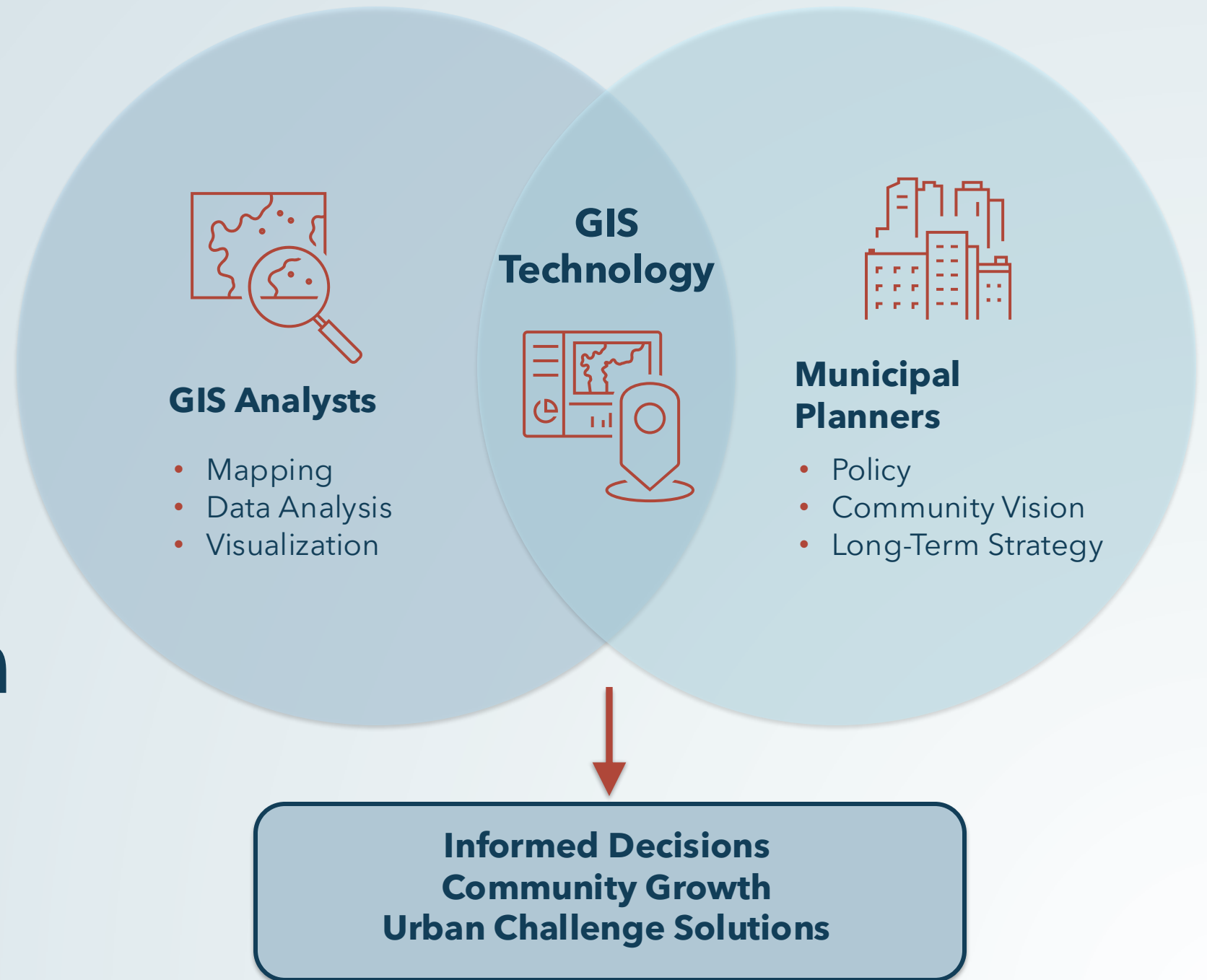
2. How can we communicate housing progress and planning updates?



3. How can we share data with other teams?



How GIS Supports Planning Collaboration



Digital Twins



Poll 2

How familiar are you with the concept of a 'Digital Twin'?

- I have never heard the term
- I have heard the term said, but don't really understand what it means
- I have a strong understanding of what a digital twin is/can be
- I'm actively pursuing deploying a digital twin within my organization

What is a Digital Twin?

“A virtual representation of real-world entities and processes, synchronized at a specified frequency and fidelity”

digital twin.
CONSORTIUM

What can a Digital Twin *DO*?

Transform organizations by making good data the cornerstone of understanding, decision-making and action.

Are motivated by outcomes and tailored to specific use cases...

What can a Digital Twin *DO*?

Transform organizations by accelerating holistic understanding, enabling optimal decision-making, and effective action.

Are motivated by outcomes and tailored to specific use cases...

...and designed with scalability and innovation in mind

Planning for Growth

Applications

Focused applications that leverage data made available through the Data Platform to address specific use cases



Policy Analysis

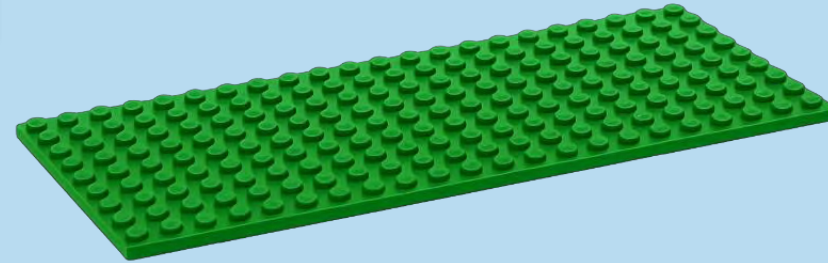


Streetscape Modeling



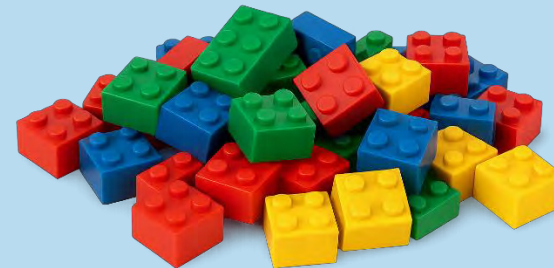
Public Engagement

Digital Twin Data Platform



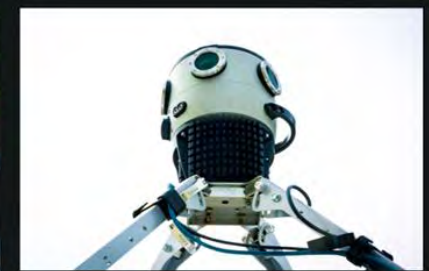
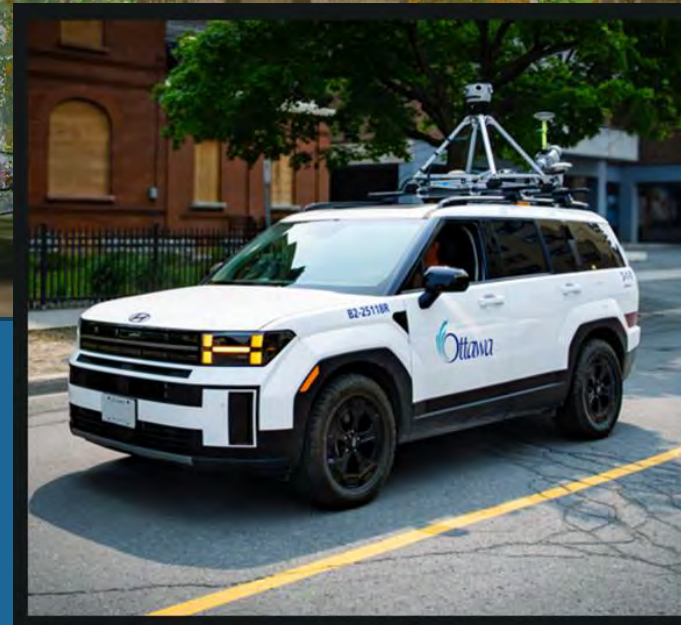
Data Sources

GIS Data, Permitting Records, BIM Data, Engagement Results...

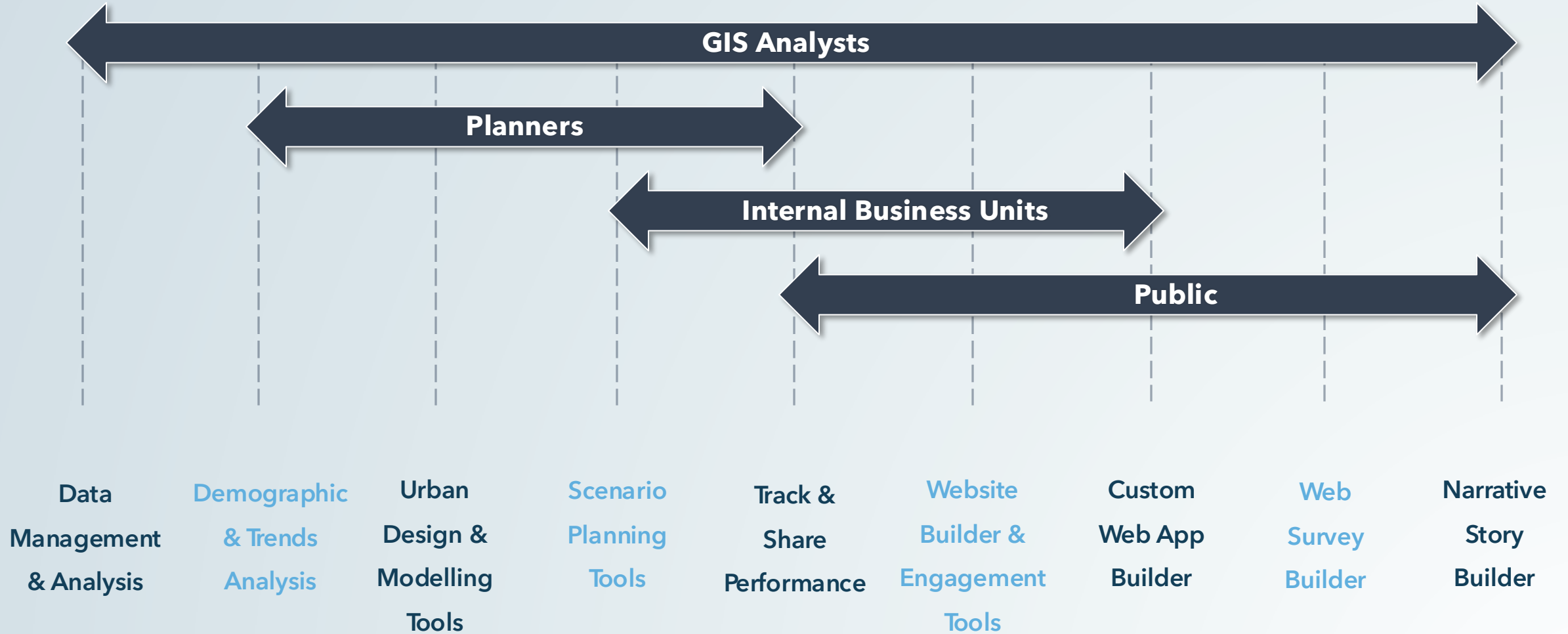


Digital Twin Success: City of Ottawa

- Leveraging a digital twin to inform development of a new zoning bylaw
- 3D analysis of appropriate land use and zoning regulations
- Supporting the work of other departments and teams



GIS is a Planning System

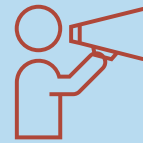


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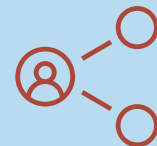
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2. How can we communicate housing progress and planning updates?



3. How can we share data with other teams?





Vancouver Example

1. Can we broaden our study area?
2. What policy updates do we need?
3. Can we get density?

Search... [Search Icon]

[Projects Icon] Projects [Plans Icon] Plans [Indicators Icon] Indicators

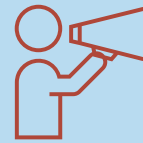


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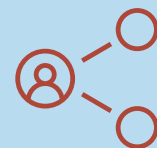
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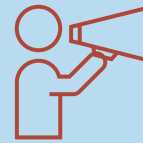


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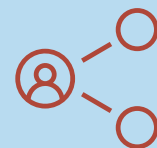
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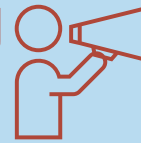


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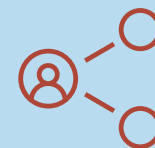
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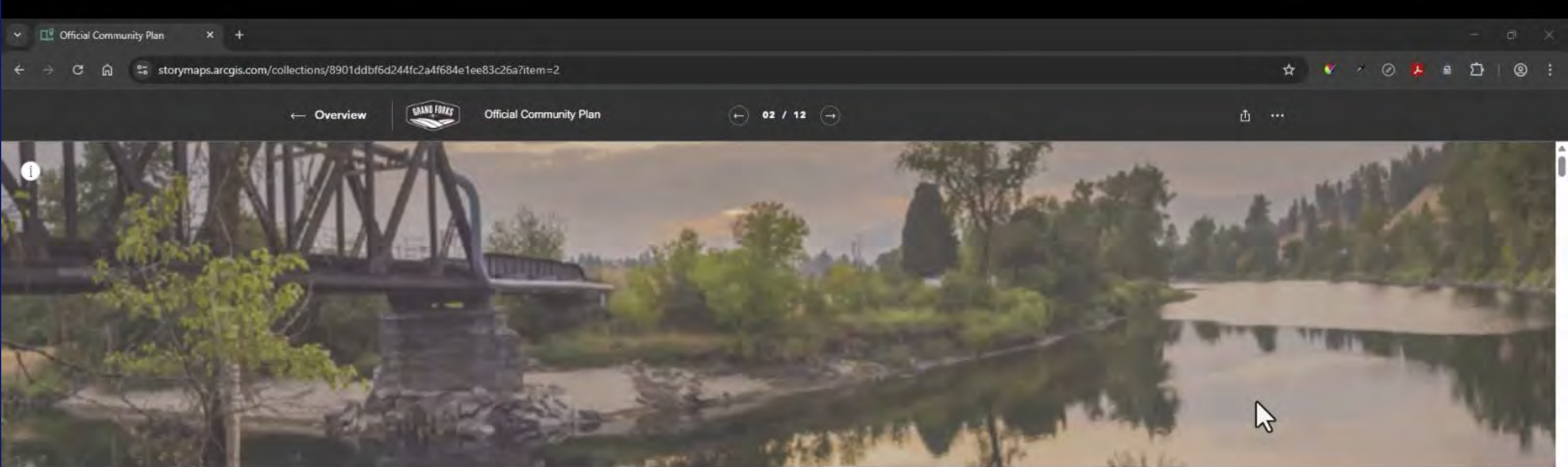
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SECTION 2.0 ENVIRONMENTAL

Bylaw No. 2089 Schedule 'A' - Consolidated for Convenience

City of Grand Forks

January 23, 2026



OAKVILLE





Housing Pledge

The Ontario Government has set a goal of building 1.5 million homes by 2031. To meet this goal, the province assigned Housing Targets to municipalities across the province. Oakville's target is 33,000 homes by 2031.

Oakville Town Council unanimously approved the Housing Pledge assigned by the province, which includes how Oakville can facilitate the approvals of 33,000 new homes over the next decade. For more information visit the [Oakville Council pledges 33,000 new housing approvals news release](#) page.

The town's role is to process and approve housing units, not build housing. We have implemented the necessary policies and process improvements to accommodate the provincially mandated housing target. All partners in Oakville's housing development system need to do their part to achieve the provincial housing target.

Progress towards housing pledge (from 2023 to 2031)

We're tracking the town's progress towards the overall Housing Pledge target of 33,000 homes (also referred to as housing units) to be achieved by 2031.

The counts below are based on the number of housing starts reported by the Town of Oakville, since January 2023, in relation to the town's Housing Pledge target.



Council's Strategic Plan Dashboard

GROWTH MANAGEMENT COMMUNITY BELONGING ENVIRONMENTAL SUSTAINABILITY ACCOUNTABLE GOVERNMENT

The [Town of Oakville Council Strategic Plan and 2023-2026 Action Plan](#) will help guide Council's decision making over the next four years. The vision for a vibrant and livable community of all, reflects the community's desire for an active, beautiful and full-of-life community where people of all ages and abilities have a place to call home.

This dashboard helps Council, staff and the community monitor the town's progress as we strive towards our vision for a vibrant and livable community for all.

This is the first phase of a multi-phase key community indicator dashboard. Over the next year, more indicators with descriptions will be added.

Status Legend

Development Applications

The Planning process can include various steps, depending on the specific proposal. Detailed information on Development Applications, can be found at [Planning Applications](#). The Development Application dashboard provides data on the planning applications received from developers and contractors. Understanding the development pipeline is important in tracking growth and meeting the needs of our community.

Note: By default, the last 6 calendar years of data is showing, given the length of time required for the application and review process. However, using the year filter, you can customize the specific time period.

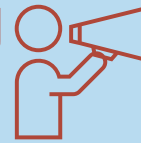
Application Type Select application type(s)	Status Select status	Ward Select ward(s)	Built Up Area Select built up area(s)	Growth Areas Select growth areas	Year Select Year(s)
Total Applications 348	Total Proposed Units 51.2k	Applications within Growth Areas 225	Employment GFA 80.7k m2	Total GFA 775k m2	
Development Applications <ul style="list-style-type: none"> 145 Burnhamthorpe Rd W - Subdivision Application Intake Date: 2026-03-27 Status: In Circulation Application Type: Subdivision Total Proposed Units: 0 Description: 145 Burnhamthorpe Rd W - Zoning Bylaw Amendment Application Intake Date: 2026-03-27 Status: In Circulation Application Type: Zoning Bylaw 					

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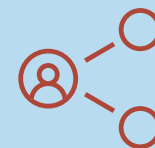
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Saanich





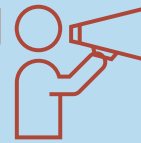
Study area	
Population	9,187
Household Units	3,990
Vehicular Parking Required	8,110
Vehicular Parking Area Required	289,932.5 m ²
Jobs	3,906
Water Use	1.53M l/d
CO2 Emissions	17,325.25 kg/d
Net CO2 Emissions	17,325.25 kg/d
Energy Use	173,806.64 kWh/d
Number of Daily Trips	27,255

Is GIS for Planning?

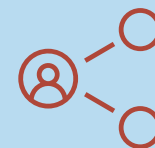
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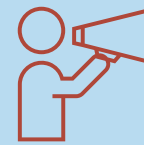


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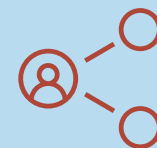
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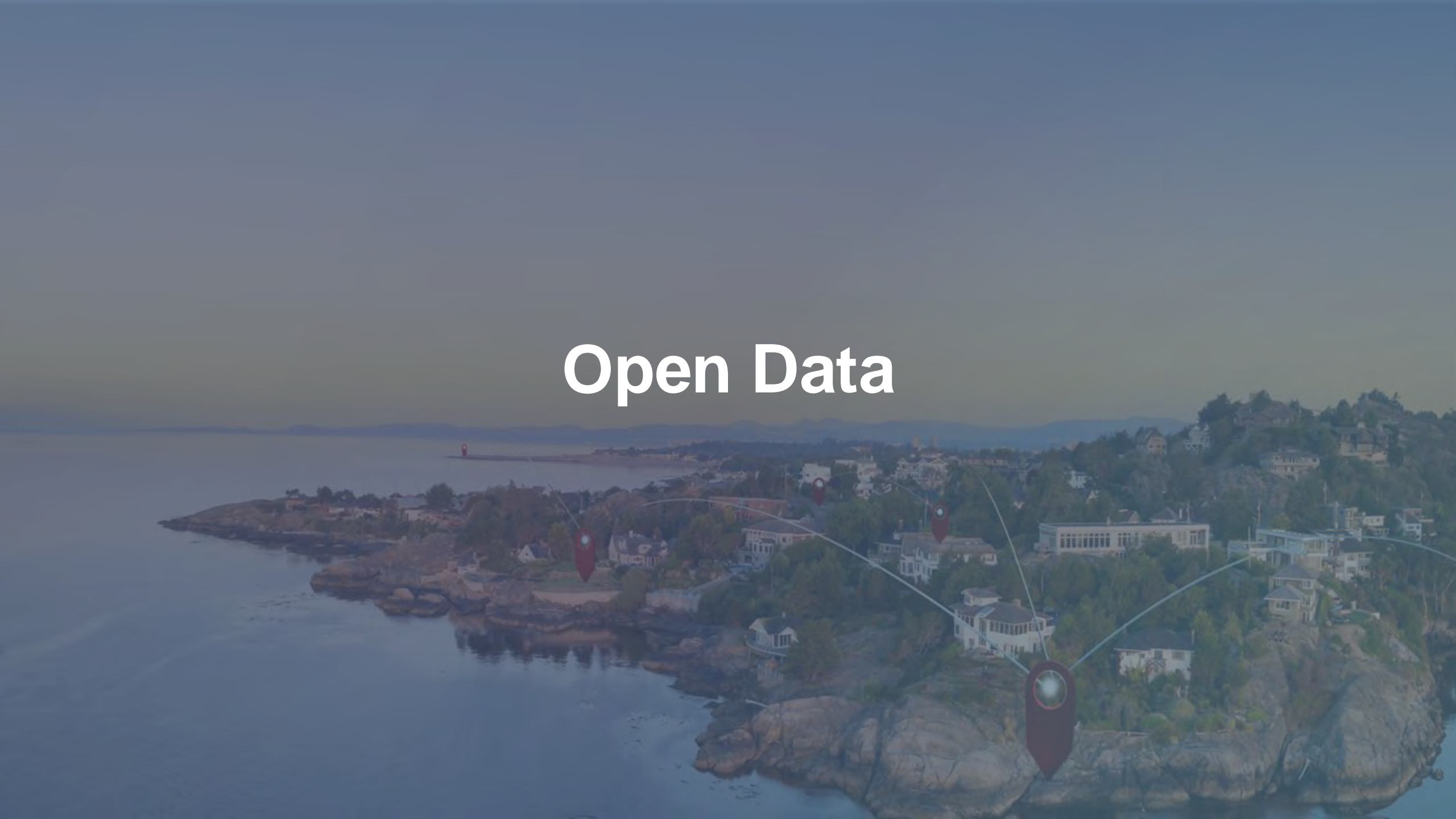
3. How can we share data with other teams?



But why?



Open Data



City of Toronto Open Data Portal


Search datasets



 Water

 Transportation


 Public safety


 Permits and licenses


 Health

 Finance


 Environment


 Development and infrastructure

 Parks and recreation

 Locations and mapping

 Business

 Garbage and recycling

 Culture and tourism

 Community services

 City government

Explore [search icon] [refresh icon]

Layers

[search icon] Search layers [refresh icon]

Filter **Turned on** **Updated** **Favourites**

★ FAVOURITES [chevron up]

Hover on any layer and star it to add to favourites

PROPERTY [chevron up]

CAN Federal Public Land Bank [toggle switch]

POLICY [chevron up]

Provincial Policy [chevron up]

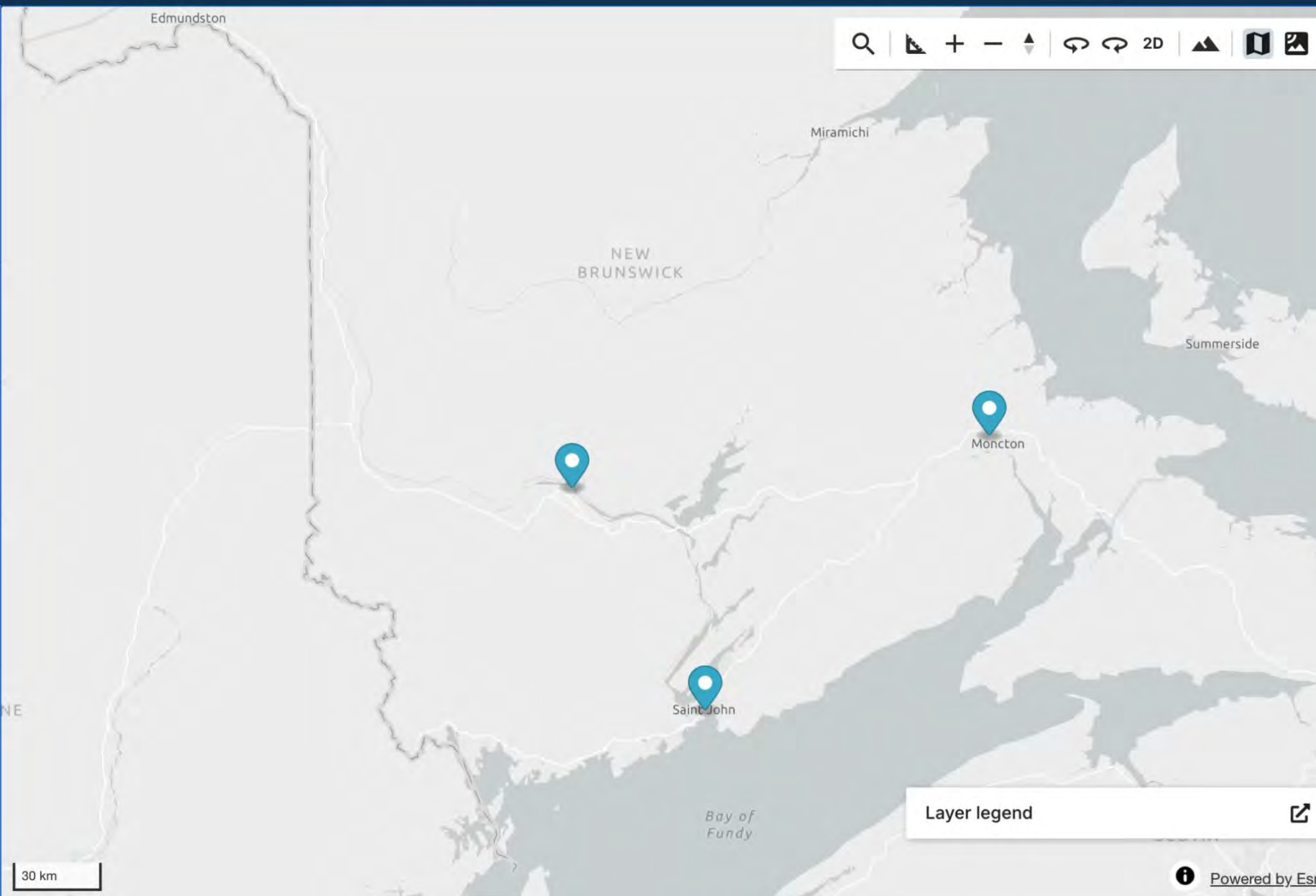
Provincial Plan [chevron up]

NB Protected Natural Areas [toggle switch]

NB Provincial Parks [toggle switch]

Regional Policy [chevron up]

Regional Plan [chevron up]



Layer legend [external link icon]

Is GIS for Planning?

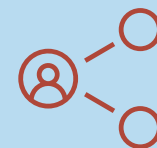
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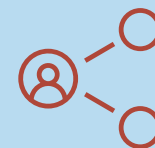
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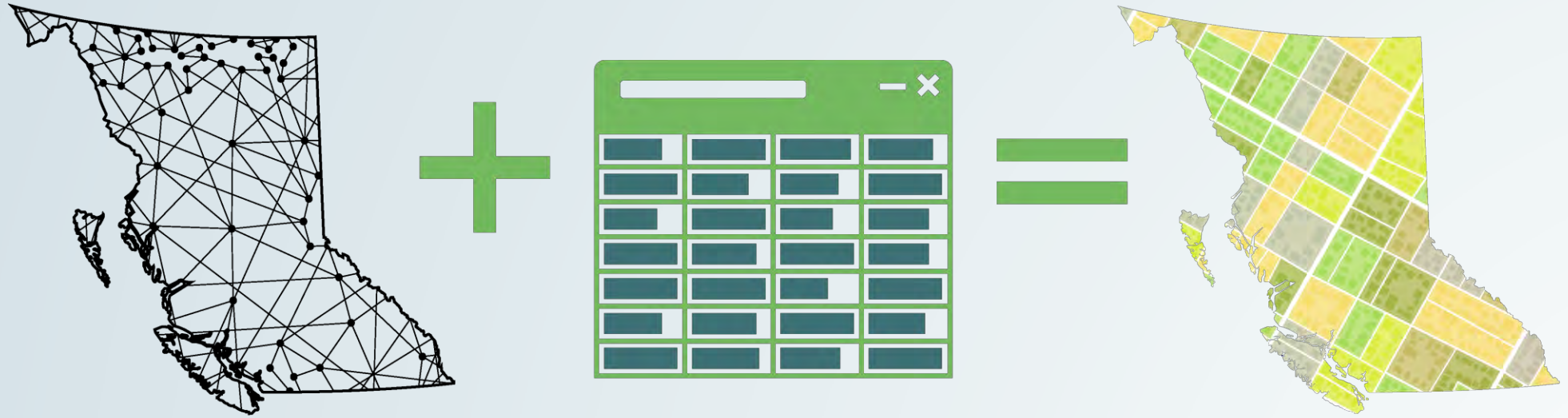
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An aerial photograph of a city, likely St. Louis, Missouri, featuring a large river and a prominent bridge. The image is overlaid with a semi-transparent blue filter and several blue location pins connected by thin lines, suggesting a focus on specific geographic areas. The text is centered in the middle of the image.

**How can I be sure I'm making
the right planning decision?**

What is GIS?



GIS is:

- ✓ Analysis
- ✓ Outcomes
- ✓ Decisions



Next Steps

- ✓ Make a friend with your GIS colleague
- ✓ Think about how you use spatial data
- ✓ Develop a GIS strategy

Continue the Conversation



- CIP Conference
[Mapping the Future: A Cross-Canada Tour of GIS Innovation in Municipal Planning](#)

- [Esri Canada Planning and Housing LinkedIn Group](#)



- [Esri Canada Planning and Housing Newsletter](#)
Select "Planning and Housing"

Poll 3

Do you want to learn more about GIS for planning?

1. Yes - I'd like to have a call
2. I'm interested in learning more but not ready for a call yet
3. Not at this time

Continue the Conversation



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Select "Planning and Housing"



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CPL
HUB



Katharine Stanbridge



Ridley Soudack