



Growth Management Plan for the Region of Waterloo



Project Profile

MKI assisted the Regional Municipality of Waterloo in developing a growth management strategy for the Region that comprises Cambridge, Kitchener, Waterloo, North Dumfries, Wellesley, Wilmot and Woolwich



Between 2001 and 2003, the Region of Waterloo was in the process of planning for the many challenges that face their growing community. As one of the fastest growing communities in Ontario, the Region of Waterloo was at the time the 10th largest urban area in Canada, the 4th largest in Ontario and boasted a diversified \$15 billion economy. As a result, the Region embarked on the development of a growth management strategy to manage the pressures for growth and channel them to the Region's best advantage. The Strategy proposed a series of choices for planning the Region's future.

In 2002-2003, MKI was retained by the Region as project leader for Phase 2 of the growth management strategy. The Strategy was based on a "big picture" assessment of growth-related issues and an analysis of alternative growth management concepts to help stimulate community interest. Further analysis was completed on the growth management concepts identified by Council as "preferred", including transportation, infrastructure, financing, and employment intensification analyses. A planning framework was created to guide growth management decisions now and into the future. The Phase 2 work also included the development of an employment lands strategy including forecasting employment growth by sector using econometric modeling, as well as clustering analysis and analysis of location selection decisions by industry to assess the spatial implications of growth.

In June 2003, the Regional Council approved unanimously the growth management strategy entitled "Planning Our Future". The strategy would assist the Region in focusing growth; building on past accomplishments; attaining financial stability; and achieving more compact, transit and pedestrian-oriented development. The initiative was developed based on a 40-year planning horizon, a timeframe that far exceeded most official plans. The Strategy ultimately led to an update of existing master plans, the preparation of a new Regional Official Plan (ROP), and the pursuit of several strategic initiatives, including the Region's rapid transit project. MKI has continued its involvement with the Region's long term growth plan as one of the advisors on the rapid transit project.

Reference:

Kevin Curtis, Associate Director of Community Planning, Region of Waterloo

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About MKI

MKI - Metropolitan Knowledge International - is a specialized consulting firm focused on strategic policy work, project finance and the delivery of strategies for public and private infrastructure and economic development. Integrating land use, finance, economics, environmental, and transportation planning, MKI is a powerful resource to large organizations at any stage of the planning and procurement of built infrastructure - from setting policy at the senior government level to the negotiation of real property transactions.

Incorporated in 2000, MKI was created with an aim to combine the experience of senior professionals from large consulting firms and eliminate the conflict of interest and bureaucracy that would inhibit successful execution of projects of this nature. The MKI team consists of experienced professionals with a focus on public and private infrastructure critical to metropolitan and regional growth, adaptation, renewal and development.

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