

Draft Intensification Strategy Summary



A component of the Growth Management Study is to identify opportunities to locate growth in strategic areas of the existing urban area of the City. This one-page summary provides the draft Intensification Strategy highlights and key takeaways. A full copy of the Intensification Strategy can be viewed at www.connectoshawa.ca/OPReview.

The Intensification Strategy looks at how Oshawa can grow by adding more homes and buildings in existing built-up areas of the City, like in the downtown. The Intensification Strategy helps determine where intensification should occur and recommends density targets for certain areas of the City.

What is intensification?

Intensification means adding more homes, jobs, and everyday amenities within existing areas of the City. Intensification refers to increasing the density of development within strategic areas, such as in Downtown Oshawa. This can include:

- Building new homes on vacant or underused lots (called infill development)
- Adding more units to existing properties, like basement apartments
- Redeveloping older buildings into multi-unit housing or mixed-use spaces

- Encouraging taller buildings near transit, shops, and services

What is the intensification target for Oshawa?

The Intensification Strategy sets a target for 50% of all new housing units to be constructed within the existing urban area between 2025 and 2056.

Benefits of intensification:

- **Makes better use of space:** Builds more homes and businesses in areas that already have roads, schools, and services
- **Helps public transit work better:** More people living nearby means buses and trains are used more often

- **Saves money on new infrastructure:** We don't need to build as many new roads or pipes when we grow in existing areas

- **Protects nature and farmland:** There is less impact on the natural environment and farmland

- **Makes it easier to walk or bike:** Shops, parks, and services are closer together

- **Brings more life to neighborhoods:** More people can mean more local shops, restaurants, and things to do

- **Good for the environment:** Less driving means less pollution and fewer emissions

The following mapping shows the potential areas of the City identified for intensification, referred to as ‘Strategic Growth Areas’.

