
Subject: Westfield Estates Neighbourhood Land Use Study Update

Staff Report No. DS-032-25

**Department/
Commission:** Development Services Commission

Date: June 18, 2025

Recommendation:

- 1) That Council receive Report No. DS-032-25 for information.

Report Highlights

- The Town is undertaking a Land Use Study for the Westfield Estates Neighbourhood to develop a vision and land use plan for the neighbourhood, in anticipation of potential future redevelopment pressures.
- A second community engagement session was held on March 18, 2025 to present and receive feedback on three draft land use options to inform the preparation of a preferred land use plan for the neighbourhood.
- Town staff and the consulting team will be refining the preferred land use plan, and anticipate bringing forward recommendations to Council in Fall 2025.

1. Purpose:

The Town is undertaking a Land Use Study for the Westfield Estates Neighbourhood to proactively develop a vision and land use plan for the neighbourhood, in anticipation of potential future redevelopment pressures. This Report presents a summary of the public input received at the second community engagement session held on March 18, 2025, and key recommendations to inform the preferred land use plan.

2. Background:

The Westfield Estates Neighbourhood generally comprises the lands within the Cam Fella Boulevard, Aintree Drive, and Asbury Park Court area. Located on the eastern edge of the Community of Stouffville, the neighbourhood is characterized by large lots accommodating single-detached dwellings, and expansive lawns and yard setbacks. The neighbourhood contains a range of natural features, mature trees, ponds and a unique street and block pattern including a rural street cross-section, characteristic of an estate style subdivision.

The Westfield Estates Neighbourhood is experiencing redevelopment pressures including recent planning approvals for the properties fronting on Cam Fella Boulevard and Main Street, which were approved by Council on May 15, 2024 (Staff Reports No. [DS-022-24](#) and [DS-023-24](#)).

On June 19, 2024, Council received Staff Report No. [DS-030-24 Westfield Estates Neighbourhood Land Use Study](#) informing Council that staff will be undertaking a Land Use Study to develop a vision and land use plan for the neighbourhood. The Study is intended to be proactive in assisting the Town in planning and evaluating potential future redevelopment applications within the neighbourhood, while ensuring the adequate provision of community services and facilities for existing and future residents.

The Town retained O2 Planning + Design Inc. to assist in undertaking the Study, which is being undertaken in five phases:

- Phase 1: Background Review: Research relevant existing policy and legislation and identify potential opportunities and constraints;
- Phase 2: Community Engagement No. 1: Visioning: Community engagement session to receive feedback on the background information and inform the development of land use options;
- Phase 3: Land Use Study: Prepare land use / block plan options;
- Phase 4: Community Engagement No. 2: Present land use options to stakeholders to receive input and feedback; and
- Phase 5: Develop and Present Recommendations to Town Council: Prepare a preferred land use plan and draft recommendations and present to Council for consideration.

On November 6, 2024, Council received Staff Report No. [DS-055-24 Westfield Estates Neighbourhood Land Use Study Update](#) providing a summary of the background review and the community engagement session held on October 2, 2024. A second community engagement session was held on March 18, 2025 to present and receive feedback on three draft land use options to inform the preparation of a preferred land use plan for the neighbourhood. The Study is currently in Phase 5 which includes the preparation of a preferred land use plan and draft recommendations.

3. Analysis:

The following provides a summary of the Phase 4: Community Engagement No. 2 consultations, and the key recommendations informing the preparation of the draft preferred land use plan.

3.1 Summary of Community Engagement

The What We Heard Report, May 2025, forms Attachment 1 to this Report. The Report provides a summary of the community engagement session held at 19 on the Park on March 18, 2025, and the comments received by the Town, at the time of preparing this Report.

Invitations to attend the community engagement session were mailed to all landowners within 120 metres of the Study Area, and advertised through the Town's social media channels and the project e-newsletter. Over 60 individuals attended the community engagement session which included a presentation and facilitated working groups to receive feedback on the three draft land use options.

Additional information, including frequently asked questions and the presentation and the three land use options from the community engagement session were posted on the project webpage for review and comment: www.townofws.ca/westfield

The following provides a summary of the key takeaways from the community feedback. Further details, including the public open house materials and land use options are included in the What We Heard Report, May 2025 (Attachment 1):

- **All or nothing:** Participants described a preference for an “all or nothing” approach to development in Westfield Estates. This approach would mean either doing nothing (i.e., preventing future development) or facilitating the development of the entire neighbourhood to ensure a cohesive redevelopment approach and reduce tensions caused by piecemeal acquisition and redevelopment.
- **Differing viewpoints:** Some conversations were directed towards feedback on specific options and elements, while others focused more generally on development approaches and land values. As a result, some residents preferred options with the least amount of change, some providing specific feedback on different elements of each option, and others asking for an option which sees a consistent level development potential across the site beyond what was shown on any of the options.
- **Level the playing field:** Many participants were concerned that the outcome of the plan (e.g., where different densities or opportunities are encouraged across the neighbourhood) would result in inequitable property values. As such, some

participants requested similar land uses across the entire neighbourhood so that all residents have a fair opportunity to sell their properties, if they wish.

- **Maximizing value and densities:** Some participants mentioned that if they are staying in the neighbourhood, they would prefer to see minimal disruption and low densities for future development. On the other hand, if development feels disruptive enough that they decide to move, participants preferred higher densities that maximize their property value.
- **Protecting mature trees:** Participants communicated their disappointment that mature trees were removed to accommodate the development along Main Street. This experience has led to concerns around the impact of future development in Westfield Estates on the neighbourhood's valued trees. While the Town has a private tree by-law in effect, which regulates the removal of mature trees and sets the requirements for replacement or compensation, some residents expressed specific frustration around the option for developers to provide cash-in-lieu for any trees removed. Instead, they would prefer the replacement of any trees that must be removed to occur within the neighbourhood.

3.2 Draft Preferred Land Use Plan

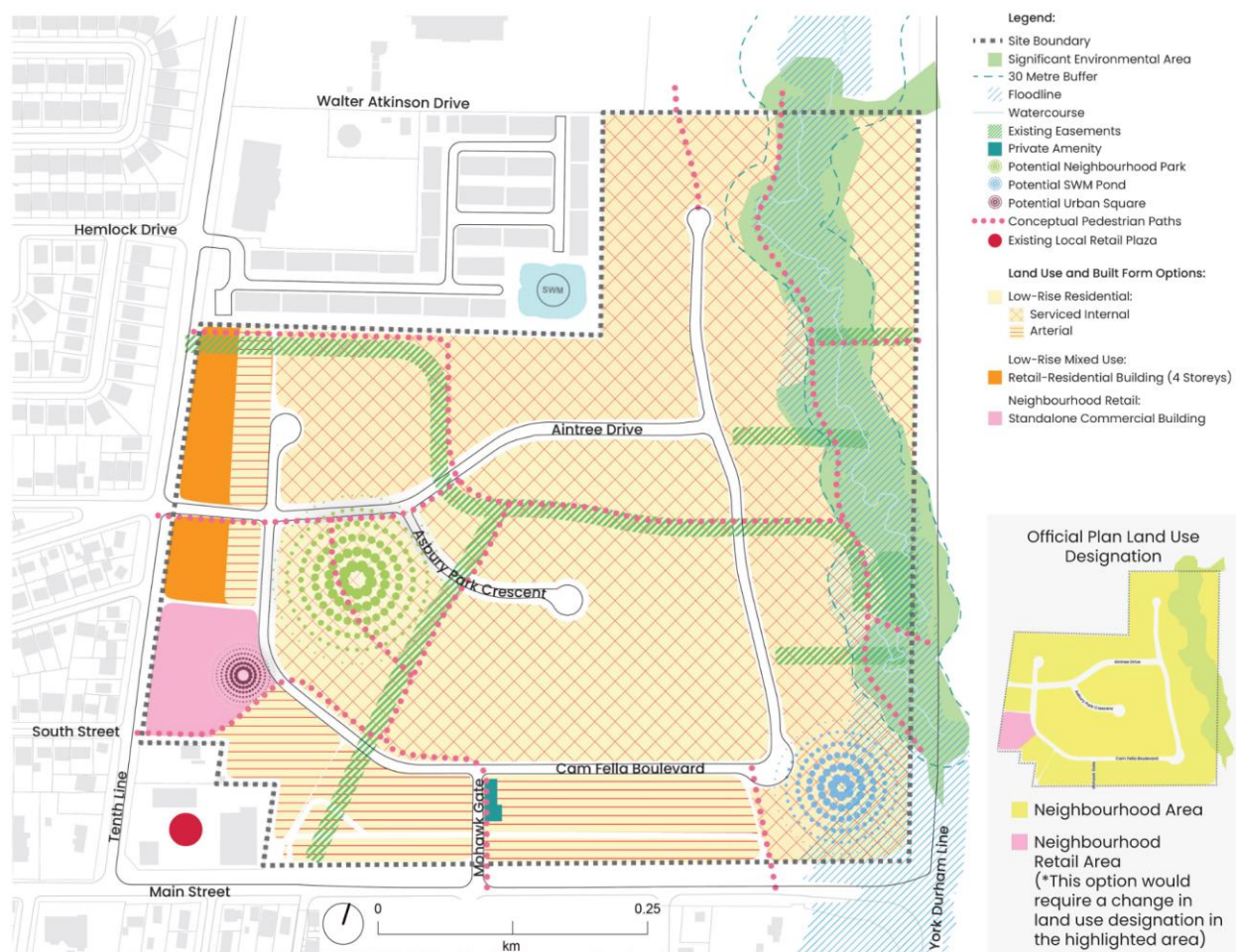
In response to the community consultations and further analysis, the Consultants have identified a preliminary draft Preferred Land Use Plan, as further articulated in the Consultant's presentation. It is anticipated that further refinements will be made, which will inform the recommendations to be brought forward to Council in the Fall 2025.

The preliminary Preferred Land Use Plan is presented in Figure 1, and some of the key recommendations include:

- **Phasing** – Establish a phased approach to the potential redevelopment of the entire neighbourhood. Phase 1 may involve the development of higher density housing and mixed uses, including standalone retail uses along Tenth Line, while the interior of the neighbourhood remains largely status quo. Phase 2 may involve the redevelopment of the interior of the neighbourhood at such time as full municipal services may be extended, to accommodate flexible, lower density residential development that does not require extensive lot consolidation throughout, potentially in the form of cluster townhouse development or lower density residential uses. This approach was in response to residents' concerns of providing smooth transitions in built forms between existing and new development to maintain neighbourhood cohesion.
- **Land Use and Built Form** – Low rise mixed use development (generally up to 4 storeys) may be accommodated along Tenth Line, including standalone retail uses which augment the existing commercial node at Tenth Line and Main Street. This would also transition to lower density residential uses towards the interior of the neighbourhood. In doing so, the interior of the neighbourhood would provide for

an equitable and consistent built form and intensity of uses, which may include cluster townhouse development. This approach was in response to residents' concerns to ensure equitable treatment in property valuation between existing landowners and provide appropriate transitions between Tenth Line and the interior of the neighbourhood, while recognizing that higher density uses, including mixed use and commercial uses are best situated with exposure and frontage along Tenth Line.

- **Cluster Townhouse Dwellings** – Cluster townhouse dwellings have been identified as a preferred built form within the interior of the neighbourhood, which provide opportunity to configure redevelopment to preserve mature trees where feasible, consolidate parking areas and driveway access to maintain a rural street cross section, and preserve larger and more contiguous open space areas. Furthermore, redevelopment could occur with limited lot consolidation. This approach was in response to residents' concerns and desires to protect existing trees and be sympathetic to the existing neighbourhood character, and also provide the flexibility for landowners to either sell their property or remain in the neighbourhood.
- **Parkland** – An urban square would be accommodated in proximity to the Tenth Line frontage redevelopment (Phase 1) until such time as the interior of the neighbourhood may redevelop. At that time, a larger and more centralized park may be accommodated generally at the southeast corner of Cam Fella Boulevard and Aintree Drive. Trails and pathway connections could then be considered along the existing drainage network to enhance connectivity throughout the neighborhood and provide access to natural open spaces. This approach was in response to residents concerns to accommodate a phased and appropriate transition in land uses, and the Town's desire to accommodate a neighbourhood serving park for existing and future residents.

Figure 1 - Preliminary Preferred Land Use Plan (DRAFT FOR DISCUSSION)

4. Options:

4.1 Option A (Recommended)

That Council receive this Staff Report for information.

4.2 Next Steps

Based on the findings of the background review, input received through the community engagement sessions, and comments received on this report, the Town and consulting team will be preparing a preferred land use plan and associated recommendations which are anticipated to be presented to Council for consideration in Fall 2025.

5. Financial Implications:

None

6. Broader Intergovernmental Impacts and/or Considerations:

None

7. Communication:

A community engagement session was held at 19 on the Park on March 18, 2025 to receive feedback on three draft land use options for Westfield Estates. Invitations to attend the community engagement session were mailed to all residents and landowners within 120 metres of the Study Area, and advertised through the Town's social media. An e-newsletter was also sent to all interested parties who requested to be notified of Study updates and meetings.

Additional information on the Study, including frequently asked questions and the display materials from the community engagement session were posted on the project webpage for further review and comment: www.townofws.ca/westfield

The What We Heard Report, May 2025, included in Attachment 1 to this Report, provides a summary of the second community engagement session feedback and the comments received by the Town.

The Town will receive further comments until July 2, 2025 as feedback prior to the preparation of the final draft Preferred Land Use Option to be presented to Council in the Fall. Comments may be submitted to westfield@townofws.ca.

8. Alignment with Strategic Plan:

1. A Town that Grows

A Town that grows in support of complete communities

9. Attachments:

Attachment No. 1 – Westfield Estates Neighbourhood: What We Heard Report, May 2025

10. Related Reports:

[June 19, 2024 – DS-030-24 Westfield Estates Neighbourhood Land Use Study](#)

[November 6, 2024 – DS-055-24 Westfield Estates Neighbourhood Land Use Study Update](#)

Author: Randall Roth, Senior Policy Planner
Meaghan Craven, Manager Policy Planning

For further information on this report, please contact the Department Head: Dwayne Tapp, Commissioner of Development Services at 905-640-1900 or 1-855-642-8697 ext. 2431 or via email at dwayne.tapp@townofws.ca