

Summary

Interviews and public consultations derived overlapping themes that suggest both challenges and opportunities in the Town. Unmet or underserved needs include alternatives to single-detached housing for young adults and seniors; transitional and long-term housing for potential residents; affordable and accessible accommodations for a wide range of groups but particularly seniors and the physically challenged; and high-end housing for executives recruited to the area.



Community Profile

- Sound and varied economy
- Low unemployment rate
- Rising immigration



Housing Profile

- Most are single detached
- Higher share of other types
- lower homeownership and rental costs



Demographic Projections

- Aging population
- Local corporations want to attract and keep young professionals



Online Survey

- Young adults aspire to single-detached homes
- Growing preference for rental units for older adults



Consultation

- Local builders' support
- Active support agencies
- Developers responding to market demands



Recommended Actions

- Challenges to house current and potential residents are opportunities for development
- 10 recommended actions



Town of Woodstock

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Housing Opportunities in the Town of Woodstock

Housing Opportunities in the Town of Woodstock

In 2019, the Town of Woodstock commissioned a Housing Needs Assessment to evaluate housing needs and determine how the municipality can encourage the development of appropriate housing types to accommodate current and potential residents. While focussed on the Town, the study also considered development in Carleton County as a whole with particular emphasis on communities adjacent to Woodstock in the southern portion of the county.

01. Focus Group

Stakeholders representing developers, Town Council, and some of the largest employers in the area participated in a working session. They discussed affordable housing, rental units and higher-end housing and how housing availability affects residents' decisions to remain in Woodstock.

02. Stakeholder Interviews

A wide range of stakeholders were interviewed, including Town staff and Council members, real estate agents, residential builders/developers, major employers, the Multicultural Society and non-profit affordable housing creators.

03. Public Open House

During a public open house, residents, municipal staff and political representatives offered feedback on the project results to date and participated in developing a community map of a preferred housing arrangement.

04. Online Survey

An online survey attracted 300 responses. Interestingly, the majority of respondents said they would not expect to find the type of housing they want in Woodstock.

Room to Grow

Four areas in Woodstock were consistently identified as being desirable locations for further residential development.

1. DEAKIN DRIVE AREA

Home to some of the newer residential offerings, this area offers many nearby amenities with a mix of single-detached houses, garden homes, townhouses, low-rise apartments and seniors' accommodations.

OPPORTUNITIES:

- 4-unit townhouses with single-car garages
- 8-unit buildings with multi-level flats
- 24-48 unit apartment buildings

2. DOWNTOWN AREA

With many cultural and retail services steps away and beautiful views of the Meduxnekeag and St. John Rivers, the downtown area is ideal for those wishing to live in a tight-knit downtown community.

OPPORTUNITIES:

- Mixed-use buildings capitalizing on water views with:
 - 2-bedroom upscale units
 - Ground floor shops, restaurants and services

3. BROADWAY AREA

Rich in character, this older neighbourhood is well-located with the NBCC Campus, close to downtown, and boasts riverfront exposure on three of its four edges.

OPPORTUNITIES:

- Redevelopment of older homes
- Infill of new affordable housing with 2-3 bedrooms

4. HOULTON ROAD

With views of the Meduxnekeag River, this area is an ideal gateway for families and those wishing to settle long-term in Woodstock.

OPPORTUNITIES

- Renovation and new builds
- 2-and-3 bedroom rental units
- Parks and neighbourhood integration
- Active transportation connections to schools, work and downtown

