



FOR IMMEDIATE RELEASE
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Gray Group Unveils Long-Term Development Plan for Stratford Core

Well-known, local real estate development company, The Gray Group Inc., shared its long-term plans for development within Stratford's core at a news conference today (Wednesday, September 8). The development has been affectionately named The Crossroads in recognition of the area's history.

The comprehensive plan includes strategic land use that maintains community connections, protects environmentally sensitive areas, manages traffic flow, and enhances the active transportation network— all while adding to the Island's housing inventory.

"We embarked upon this approach because we care about the way Stratford is developed," said Gray Group CEO Cory Gray. "As a family-run business with deep roots on PEI, we have a vested interest in seeing our Island communities grow and thrive. We live here, work here, and raise our families here so it's important to us that this long-term vision puts environmental protections first, improves existing active transportation options, and lessens the impacts on rural and agricultural land by reducing urban sprawl."

Gray Group President Trevor MacLeod, who is also a long-time Stratford resident, said the goal in sharing the entire 15-20-year plan is to make sure environmental, municipal, and residential priorities continue to be at the forefront as development progresses.

"It's important to us that Stratford residents – our neighbours – are able to provide feedback and be part of the process," MacLeod said. "We want to preserve as much of the unique character and charm of Stratford as possible while still using modern planning principles that protect the town from fragmented development. We know from resident surveys and the Town's own goals that active transportation and environmental protections are important, so that's where we started."

The Gray Group will use tiered development to ease from residential areas into commercial to increase greenspace and create more room between new developments and established neighborhoods.

The comprehensive plan spans over approximately 100 acres and includes an estimated 2,635 units – a mix of residential, townhomes, multi-unit buildings, and about 257,000 sq. ft. of new commercial space and 44,000 sq. ft. of light industrial.

Using a recently completed traffic study, The Gray Group will build new roads to manage and improve existing traffic flows.

Other potential highlights of the development include underground parking, rooftop rainwater storage systems, a central urban park, ground floor retail spaces, and significant parkland and trail development including a 3.1-metre-wide multi-use cycling lane and active transportation network that will connect into existing infrastructure.

“We’ve also built stormwater management features directly into the plan with an overall objective of no-net runoff change,” MacLeod said. “This means we’ll be able to protect and maintain the natural water flow from one end of the development to the other. We hope to work closely with the local watershed improvement organization as we move forward.”

The Gray Group is also exploring alternative energy and heat sources, such as geothermal heat and solar power, and features like green roofing, which includes vegetation on flat roofs.

“We’re trying to think ahead and commit to things like reducing the need to travel by car and constructing energy-efficient buildings and attainable housing,” Gray said. “We’re in the early concept stages but this is a starting point and we’re excited to share it.”

The overall concept plans will go before Stratford Town Council this fall for proposed minor variances and zoning adjustments as well as the potential creation of a new zone that would allow for more density. To give residents time to review The Crossroads in detail, The Gray Group will host an open house on September 14 from 6-8 p.m. at Fox Meadow Golf Course.

For more information on The Crossroads, visit: <https://thegraygroup.ca/crossroads>

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Media contact:

Paula Hansen
Director of Operations, The Gray Group Inc.
phansen@thegraygroup.ca
902-894-4729 ext. 235