

## Market Drivers of Residential Intensification

A number of factors drive market potential for residential intensification including:

- Demographic Trends
  - ⇒ e.g. population age structure
- Household Size
- Cost of Housing
  - ⇒ Affordability of ground oriented housing
- Character of Urban Area
  - ⇒ Community amenities (e.g. shopping, services)
  - ⇒ Employment opportunities
  - ⇒ Access to “high order” transit
- Land Availability/Suitability
- Land Use Policies/Regulatory Framework
- Financial Incentives

Influence demand of housing built form

