Informed by the Daly’s (1994) concept of optimal scale, this paper critiques Ontario’s Growth Plan for the Greater Golden Horseshoe, 2006. Using an adapted version of Ehrlich and Holdren’s (1971) IPAT equation as a discursive tool, I examine the population, affluence, technology, ethical specifications and overall impact of the legislation. Demonstrating that the Plan pushes the region past several key biocentric and anthropocentric thresholds, I discuss an alternative plan informed by ecological economics.