

## 15. GREENFIELD SUBDIVISION SURVEY

<b>Officer responsible</b> Area Development and Planning Team Leader	<b>Author</b> Janine Sowerby, Senior Planner, DDI 941-8814
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The purpose of this report is to inform the Committee of an upcoming survey of greenfield subdivision residents.

### BACKGROUND

In July 2002 the Urban Planning and Growth Special Committee requested a survey to identify issues that can be addressed by the Council in improving the quality of greenfield developments.

Greenfield subdivisions are those on land that was previously rural land, but which has now become urban. We are particularly interested in the greenfield development after the residential land release in 1999.

The objectives of the survey are to:

- Identify who is buying sections and houses in greenfield subdivisions and where they came from;
- Measure resident satisfaction with their greenfield subdivision and house;
- Measure whether residents' expectations were met;
- Look at what influenced their choice of a greenfield subdivision and house;
- Compare initial property preferences with those of the actual property purchased;
- Identify sources of information people used to make their choice; and
- See what else they'd have liked/would like.

The purpose of the survey is to collect information to help the Council to:

- Review the Council's policy and regulations on greenfield subdivision and development to better serve future communities;
- Develop, in particular, the Greenfield Subdivision Variation to the City Plan; and
- Develop educational design guides to encourage better design of sections and houses by greenfield developers and potential buyers.

The written survey will be mailed out in late January 2004 (about which the general public, subdivision developers, and survey respondents will be informed beforehand), with door-to-door follow up by two university students during the response period in February 2004 (about which the Police will be informed beforehand). The results will be available in late April 2004.

The above has been reported to the Urban Planning and Growth Special Committee and will be reported to all of the Community Boards for their information. The results of the survey will be reported back to this Committee and all of the above in May 2004.

### Chairman's

**Recommendation:** That the information be received.