


## 7. GREENFIELD SUBDIVISION RESIDENTS SURVEY

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The purpose of this report is to advise the Committee of an upcoming survey of greenfield subdivision residents. Greenfield subdivisions are those on land that was previously rural land, and have now become urban. We are particularly interested in development after the land release in 1999.

The objectives of the survey are:

- To see who is buying in greenfields
- To measure resident satisfaction with their greenfield subdivision and house.
- To measure whether residents expectations were met.
- To look at what influenced their choice of a greenfield subdivision and house.
- To compare initial property preferences with those of the actual property purchased.
- To identify sources of information people used to make their choice.
- To see what else they'd have liked/would like.

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

- Develop policy to better serve future communities
- Write the City Plan Greenfield Subdivision Variation
- Educate developers and potential buyers

The survey will take place during late January/early February 2004, and the results will be available some time in April 2004.

This information will be copied to the various Community Boards, and also to the Regulatory and Consents Committee.

### **Staff**

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

### **Chairman's**

- Recommendation:**
1. That the information be received.
  2. That a Committee forum be held on the objectives of the survey and include any other issues that the Committee might wish to see included.