



What we mean by “Community Vision”

A Community Vision is a “Stretch”

A community vision is a statement that provides a guiding image for the community’s success. Think of it as expressing the “desired future state,” providing an inspiring “stretch goal” despite possible challenges.

A community vision helps the community (elected officials, residents and stakeholders) agree on priorities for turning the vision into reality. It helps shape a set of guiding principles and influences land use planning and related policies; these in turn will direct future action by a variety of players.

The existing 1987 Brookwood/Fernridge Community Plan does not include a community vision statement. The proposed 2014 update to the Community Plan quoted the proposed Township of Langley Official Community Plan vision statement, but did not include an independent community vision.

Ingredients of an Effective Community Vision

An effective and high-quality community vision statement should:

- ✓ be written in positive terms and in the present tense, as if it were a current statement of fact
- ✓ include qualities that communicate the community’s uniqueness and depict the highest standards of excellence and achievement
- ✓ focus on quality of life and experience
- ✓ reflect a time period 20 to 25 years in the future
- ✓ use clear, easily understood language
- ✓ reflect the dual nature of the community – areas of stability and areas of change
- ✓ be ennobling, memorable, feasible, relevant, appealing and ambitious
- ✓ generally conform to the Township of Langley Official Community Plan and other relevant regional and municipal plans and strategies

In essence, a vision statement reflects the underlying values and perspectives of the community and guides future planning and policy efforts.



Visioning Exercise Instructions:

1. CPT members will be grouped randomly and asked to focus on one of the five themes identified in Phase 1 (see Draft Community Vision Themes handout)
2. As a small group, first discuss and flesh out what your theme represents or reflects, drawing on input to date and what you know of the community
3. Next, work together to come up with 3 – 5 reasons why your assigned theme should be strongly represented in the vision statement
4. Next, work together to identify 3 – 5 related concerns/issues to be addressed if this theme becomes the dominant theme in drafting the vision
5. When it is your group's turn, present your analysis, arguments and related issues
6. Finally, as a whole group, we will discuss what all the arguments tell us about how staff should proceed in drafting the vision





Draft Themes for the Community Vision

Five main themes have been drawn from public input received during Phase 1 of the Community Plan update. These are:

1. Community Character

Many participants placed a lot of value on maintaining the character of Brookwood-Fernridge and wanted to ensure that future development does not negatively impact its existing character. Noted aspects of Brookwood-Fernridge's character include: the close knit, family-friendly, slow pace and small town feel; ample trees and wilderness; uncrowded, large lots; and safety and tranquility.

2. Housing

Two main (yet different) perspectives arose on the issue of housing:

Some participants felt strongly that the Township should increase affordable housing options (i.e. more townhouses and low-rise multi-family options) so their kids can buy homes in their community and so that seniors are able to age in place. Some also suggested that denser and more compact forms of housing could reduce pressures on natural areas, and preserve the character of the community, while creating more walkable areas and additional local shops and services.

Other participants felt strongly that development should be limited to single family homes on large lots, making this a unique option in the area. Some participants suggested that providing compact, more affordable homes should not be the role of Brookwood-Fernridge - even if it means that housing is unaffordable for most. There were also fears that increased density will have a negative impact on the community if traffic increases and schools are unable to meet an increased demand.



3. Infrastructure and Amenities

Some participants highlighted the need to ensure quality infrastructure and amenities precede new development - particularly if density is to increase. Participants also identified specific things they want in place before new development is approved: new/expanded hospital and schools; improved roads, sidewalks, walking trails and bike paths; improved transit service; new/expanded parks and recreation facilities; and extension of the sewer system.

4. Environment

Many participants placed great importance on protecting the local environment and green space. Key suggestions included prohibiting clear-cutting, protecting trees, increasing parks and trails, and protecting the aquifer.

5. Local Shops and Services

Many participants expressed support for more local shops and services that meet daily needs and provide employment opportunities (i.e. a grocery store and restaurants). Some participants noted that new commercial uses should not detract from existing commercial areas. There was not a lot of support for 'big box' shopping.