

# ENGAGEMENT SNAPSHOT



Engagement opportunities during Phase 3 of the Brookwood-Fernridge Community Plan Update (February to March 2017) focused on developing and gathering feedback on Preliminary Land Use Concepts and Emerging Policy Directions. Engagement began with a co-design workshop with the Community Planning Team, followed by an “Initial Land Use Ideas” survey, both of which informed the development of the Preliminary Land Use Concepts and Emerging Policy Directions. These Concepts and Directions were presented at the Phase 3 Open House on March 7, 2017 and public comment was gathered through a Feedback Form available at the Open House and Online until March 12.



700+

“Initial Land Use Ideas”  
surveys completed



427

Attended the  
Public Open House



550+

Feedback Forms  
completed

## Key Feedback on the Preliminary Land Use Concepts and Emerging Policy Directions

- » **Population distribution:**  
About half of the respondents preferred dispersed population growth throughout the Undeveloped Areas of Brookwood-Fernridge and the other half preferred concentrated growth in centres.
- » **Location of a new community-serving centre:**  
Nearly half of the respondents preferred the northeast corner of 200 Street and 32 Avenue as the location for the new community-serving centre. The other half of the respondents were fairly split between the east side of 200 Street (between 28 Avenue and 32 Avenue) and the southwest corner of 200 Street and 32 Avenue.
- » **Location of neighbourhood-serving centres:**  
Most respondents agreed with allowing expansion opportunities at 200 Street and 24 Avenue, but not at 208 Street and 40 Avenue or 208 Street and 36 Avenue.
- » **Housing types beyond the centres:**  
Almost half of the respondents preferred single family homes on larger lots (7,000 to 10,000 ft<sup>2</sup>) and manufactured home parks as housing types beyond the centres. Of the other half of the respondents, more preferred the estate lots (greater than ½ acre) along the main roads.
- » **Emerging Policy Directions:**  
Most respondents agreed with trails along wildlife corridors and the location guidelines for community facilities. More respondents agreed than disagreed with cluster development as a strategy to retain trees.

