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Project Overview and Purpose

About the Project

The Municipality of the County of Kings has launched a community conversation to explore the future of Greenwich. As the region grows, the Municipality wants to understand if Greenwich could be a good fit for more homes, businesses, and mixed-use spaces. At the same time, the project is focused on protecting what makes Greenwich special — like its farmland, small-community feel, and existing services.

Through this process, the Municipality is inviting people who live, work, farm, and own businesses in Greenwich to share their thoughts, ideas, and concerns about how the community might change in the future.

Why This Matters

Planning for the future is about more than deciding where new buildings might go — it's about understanding what matters most to the people who live and work in Greenwich. This project will:

- Help ensure any future growth or development reflects community needs and values.
- Provide insights into whether and where growth might be appropriate.
- Support long-term decision-making on infrastructure, services, and land use.
- Give residents, businesses, farmers, and other stakeholders a chance to share their voices.
- Balance the need for housing and amenities with the protection of farmland and rural character.









A Three-Phase Engagement Process

The *Growing Greenwich?* project is being carried out over three phases, each designed to build on the conversations and insights from the last:



Phase 1: Listening and Learning

Understand community values, concerns, priorities, and hopes for the future through broad community input, including a survey and visioning workshop.



Phase 2: **Exploring Options**

Dive deeper into key issues identified in Phase 1 through focused conversations with stakeholders, and community discussions to explore possible directions.



Phase 3: **Checking Back**

Share draft directions. test ideas, and gather final feedback from the community.

Purpose of Phase 1 Engagement

Phase 1 engagement was designed to start a conversation with the community of Greenwich about where growth should, or should not, happen, and what principles should guide future decisions related to growth and community planning.

This summary report reflects what was heard in Phase 1 and will help set the stage for Phase 2 activities, including more detailed conversations with stakeholders and the wider community.

















Summary of Engagement Activities

Engagement Methods

Phase 1 of the Growing Greenwich project included two key engagement activities designed to gather broad input from residents, business owners, farmers, and other stakeholders:

In-person Community Visioning Workshop

Held on May 15, 2025, at the Greenwich Fire Hall, this workshop provided an interactive space for participants to discuss their experiences, concerns, and hopes for Greenwich's future. Facilitators guided participants through three themed discussion tables:

- 1. What Makes Greenwich Special?
- 2. Change & Challenges
- 3. Envisioning the Future

Participants used sticky notes and voting dots to share ideas and highlight top priorities, helping build a shared vision for the future. Participants also had the opportunity to use maps to share their thoughts about where growth could/should, or should not, occur.

Online Community Survey

Open from April 28 to May 30, 2025, the online survey provided an opportunity for residents and stakeholders to share their input at their convenience. The survey included both multiple-choice and open-ended questions, aligned with the themes discussed at the workshop, to capture a wide range of views on what makes Greenwich special, key concerns, and priorities for the future.















Who We Heard From

Community Visioning Workshop

Approximately **45 participants** attended the in-person workshop, including a mix of Greenwich residents, farmers, business owners, and community members from nearby areas.

Online Survey

A total of **52 surveys** were completed. Respondents included:

- 18 people who live in Greenwich (including 6 who also work or own a business in Greenwich)
- 12 people who work or own a business in Greenwich
- 6 property owners who do not live or work in the area
- 10 people from nearby communities, such as New Minas, Port Williams, Wolfville, and Kentville (some of which used to live in Greenwich and/or are looking to move to Greenwich)
- A few additional respondents with other connections, such as family or friends in Greenwich

Survey participants represented a mix of ages and backgrounds, reflecting a broad cross-section of the community.















Summary of Key Themes

A summary of key themes heard during the engagement activities is provided below. Additional feedback is provided in the Appendices.

What Makes Greenwich Special

Participants described Greenwich as a unique and cherished community, combining rural charm with easy access to nearby towns. Key qualities people want to preserve include:

• Farmland and Agricultural Character

Residents strongly value the working farms, orchards, markets, and local food production, seeing agriculture as essential to Greenwich's identity and economy. Many emphasized a "no farms, no food" sentiment and noted that Greenwich's agricultural success is tied to its special climate and soils.

"Love the agriculture."

"The hard-working farmers and the farming culture."

"Our farm markets and agritourism businesses, along with the rural feel."

• Small-Town, Rural Feel

The community appreciates its quiet atmosphere, close social connections, and the balance between rural life and access to services, trails, and Highway 101.

"It's the best of both worlds — small town feel but close to amenities."

"It's a small, friendly, supportive community."

Natural Surroundings

Greenspaces, mature trees, old-growth forests, and local wildlife are deeply valued. Many participants mentioned the importance of the Harvest Moon Trail and access to nature for wellness and recreation.

"Beautiful, peaceful surroundings."

"Access to trails, views, and outdoor life."

• Supportive Community and Local Businesses

Residents highlighted the welcoming spirit, strong local identity, and the importance of local businesses — especially those tied to agriculture and tourism — in sustaining Greenwich's charm and economy.

"The amazing community and local businesses that drive and support local producers."

"Markets with locals are a great way to support the community."













Perceived Changes and Challenges

While some participants felt Greenwich has seen little change, others noted clear shifts. Key concerns included:

Loss of Farmland and Urban Creep

Many participants worried that new development could threaten agricultural lands, disrupt local food production, and erode the rural landscape.

"Not on good growing soils — protect farmland."

"We have a wonderful piece of land here; let's not lose it to development."

• Traffic, Road Safety, and Infrastructure

There were strong concerns about speeding, lack of crosswalks (especially at key intersections), road conditions, and the capacity of existing water and sewer systems.

"Crosswalks are necessary currently."

"Roads, Highway 1, are already too busy — adding more isn't feasible."

• Mixed Views on Housing

Some respondents called for more affordable and family-friendly housing, while others were wary of high-density or multi-unit developments that might change the area's character.

"Affordable, family-friendly housing, business opportunities, good transit system."

"No apartment complexes — keep the rural community feel."

Amenities and Services

Participants noted gaps in recreation spaces, playgrounds, public transit, and other services needed to support a growing community.

"We need a community playground and small gym for exercise."

Trust and Process

Several participants expressed skepticism about why growth is being considered now and called for meaningful, transparent consultation.

"Why is council revisiting the MPS now?"

"We need a council that supports our community vision."













Opportunities and Future Vision

Participants shared thoughtful suggestions for the future of Greenwich, including:

• Protect Farmland and Greenspace

A clear priority was the desire to preserve agricultural lands and greenspaces, particularly south of Highway 1 (east end of town) and along the Harvest Moon Trail.

"Agricultural land is precious! Protect it."

"Preserve farmland and greenspace to ensure food security and community identity."

• Support Thoughtful, Directed Growth

Many participants were open to some change, and highlighted that it should be modest, targeted, and located near existing serviced areas (such as the Old Horton site or areas north of, or along, Highway 1).

"Growth should focus on mixed housing types and avoid urban sprawl."

"More housing, but not at the expense of community character."

• Improve Infrastructure Before Growing

Participants stressed the need to address infrastructure gaps and environmental concerns (like flooding and habitat protection) before adding new development.

"Better storm culverts and drainage before any growth."

"Crosswalks and safer streets are needed first."

• Maintain Community Character and Sustainability

Residents called for long-term, climate-resilient planning that reflects local needs, supports the agricultural and tourism economy, and prioritizes sustainability.

"Think about the next seven generations, not just the next few years."

"Balance growth while maintaining the rural feel."















Preferences for Where Growth Should or Should Not Occur

Participants shared thoughtful input on where future growth in Greenwich could be appropriate—and where it should be avoided.

- Preferred Areas for Growth included lands along or near Highway 101, the Old Horton High School site, and Ridge Road/Granite Drive.
- Areas to avoid for growth were primarily active farmland and high-quality agricultural soils.

"Growth should happen near services."

"Protect what makes Greenwich special—no development on good growing soils













Next Steps

The Growing Greenwich project will continue in two additional phases of engagement, building on the feedback and priorities identified in Phase 1. The purpose of these next phases is to explore key issues in greater depth, share emerging directions, and ensure that the voices of residents, businesses, farmers, and other stakeholders are included in the process.

Phase 2: Exploring Key Issues

In Phase 2, the project team will host targeted stakeholder conversations, online feedback, and a community workshop to:

- Share outcomes of Phase 1 engagement activities.
- Dive deeper into issues raised in Phase 1.
- Explore possible approaches to future growth.

Phase 3: Checking Back and Validating

The final phase will focus on checking back with the community to:

- Share proposed approaches to future growth.
- Test whether the outcomes align with what the community wants and needs.
- Gather final feedback on any recommendations.

Ongoing Community Involvement

Residents, businesses, farmers, and other stakeholders are encouraged to stay involved and follow project updates through the project website, social media, and local communication channels.

countyofkings.ca/growinggreenwich













Conclusion

The Phase 1 engagement for the *Growing Greenwich?* project has provided valuable insights into what residents, farmers, business owners, and other community members love about Greenwich, what concerns they have about the future, and what opportunities they see for thoughtful growth and change.

The feedback gathered in Phase 1 highlights that there is openness to exploring future growth. Feedback also highlights the community's focus on preserving Greenwich's agricultural lands, rural character, and small-community feel. Participants have expressed the importance of improving infrastructure, maintaining transparency, and ensuring that local voices are included in decision-making.

As the project moves forward into the next phases, the Municipality will continue to provide opportunities for residents and stakeholders to stay engaged, share their ideas, and help shape the future of Greenwich.

Thank you to everyone who participated in Phase 1! Your experiences and views are central to this process, and we look forward to continuing the conversation in the months ahead.











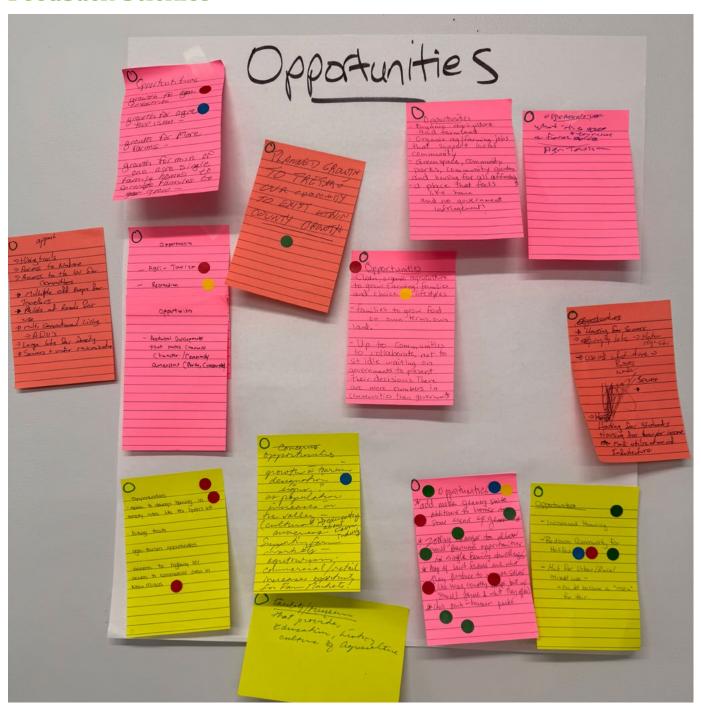






Appendix A: Workshop Feedback

Feedback Stickies







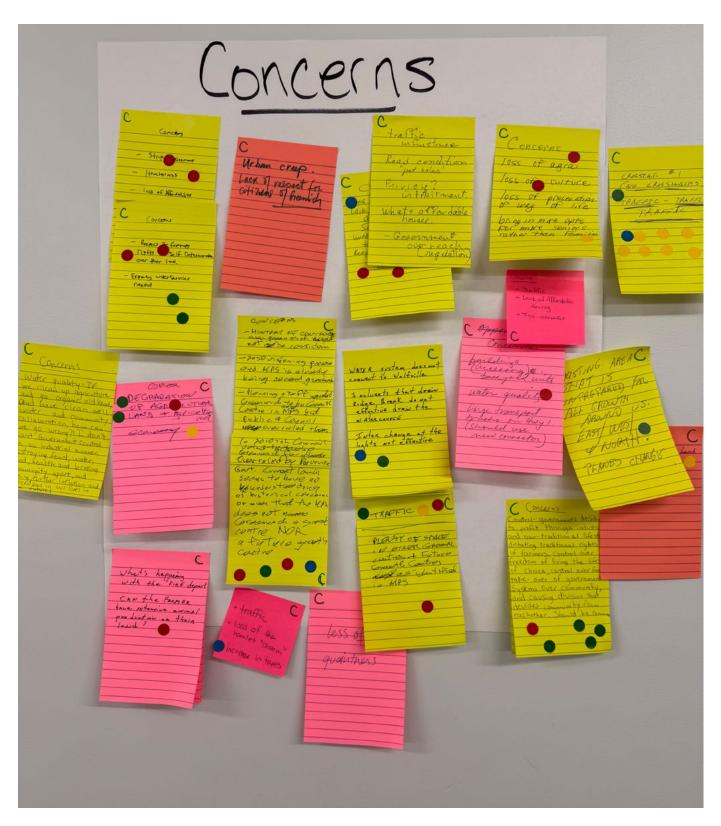






























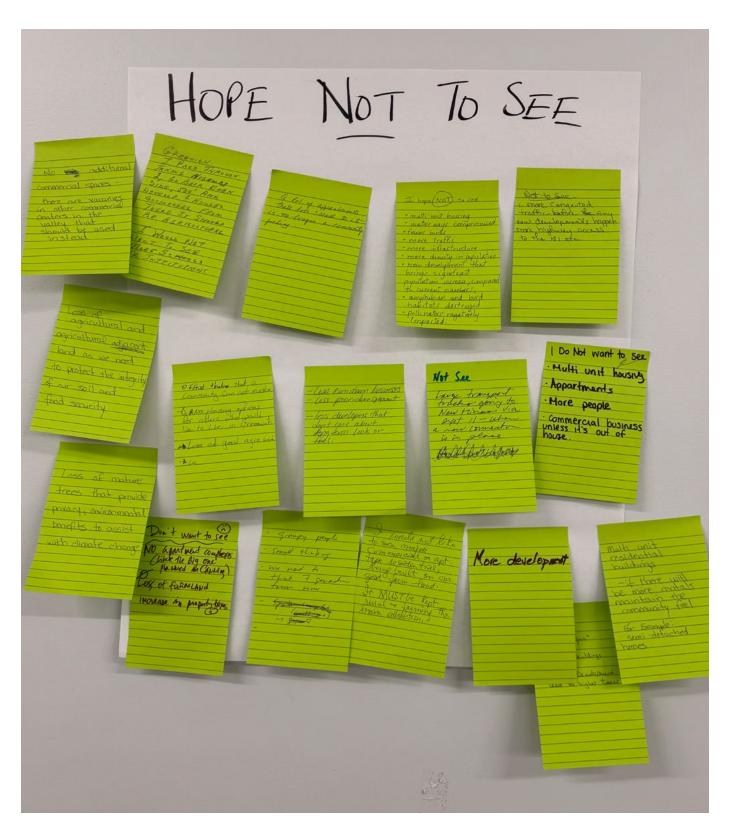
































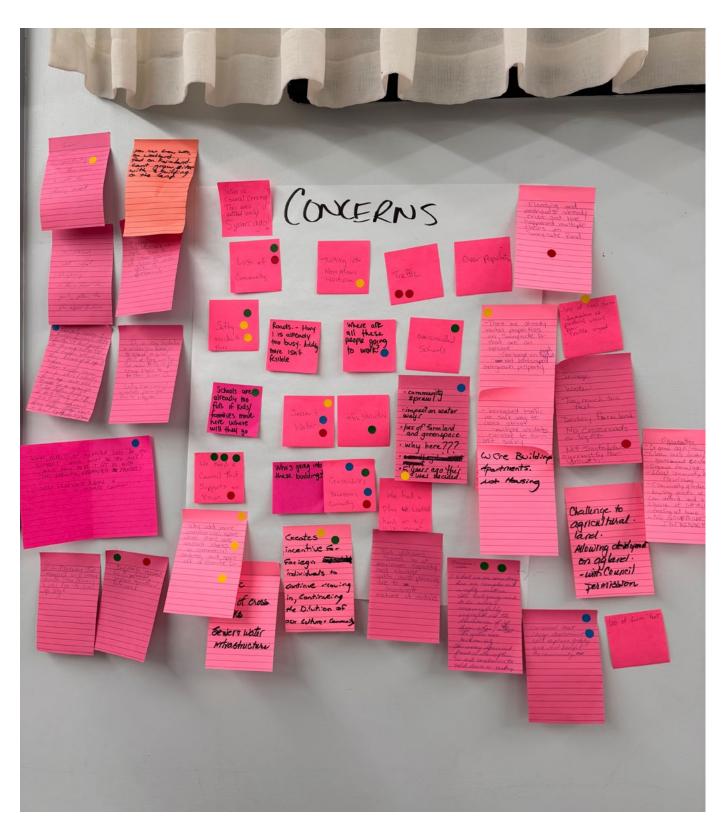














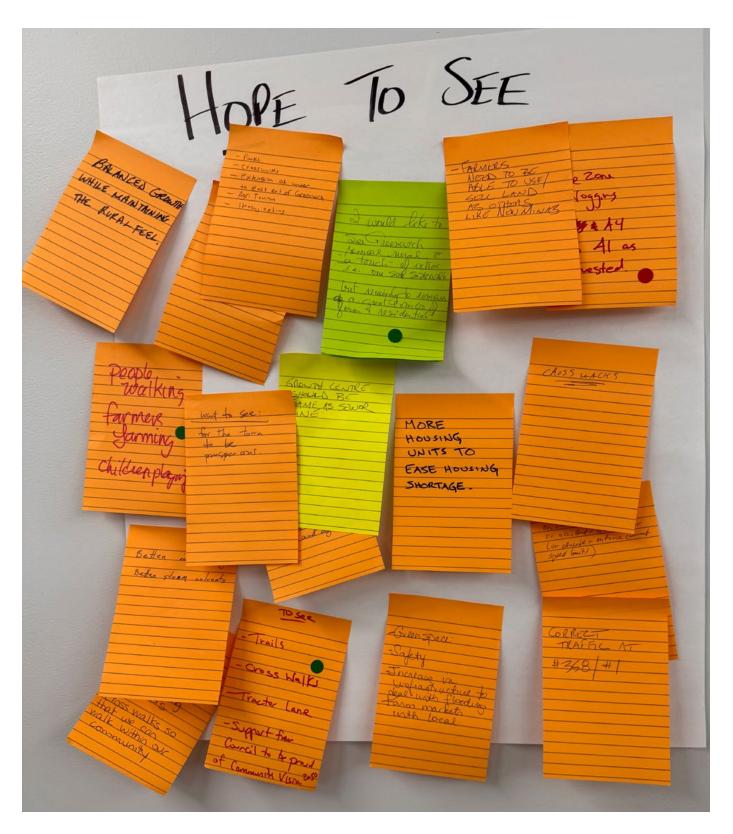
















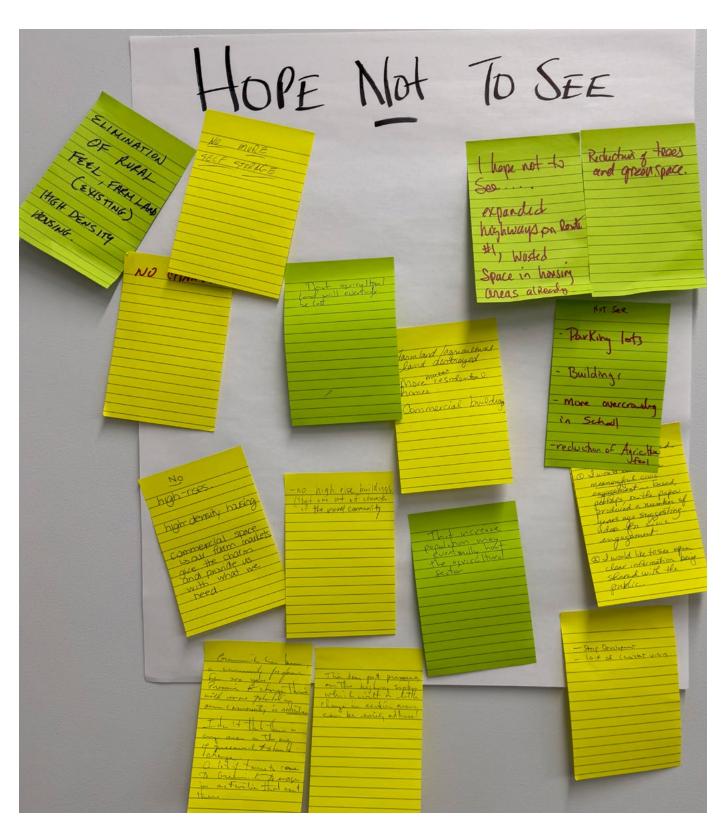


















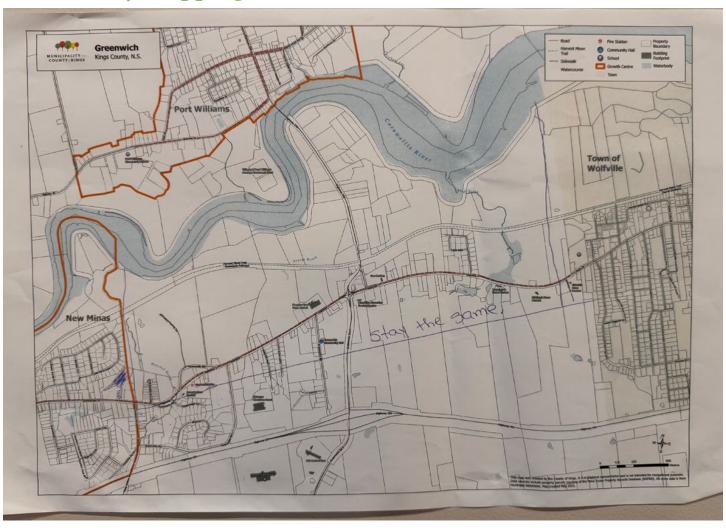








Community Mapping







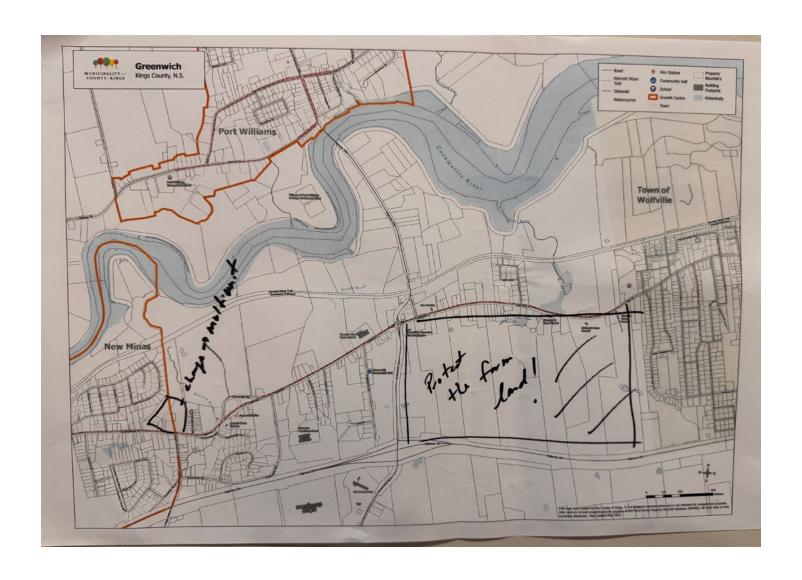
































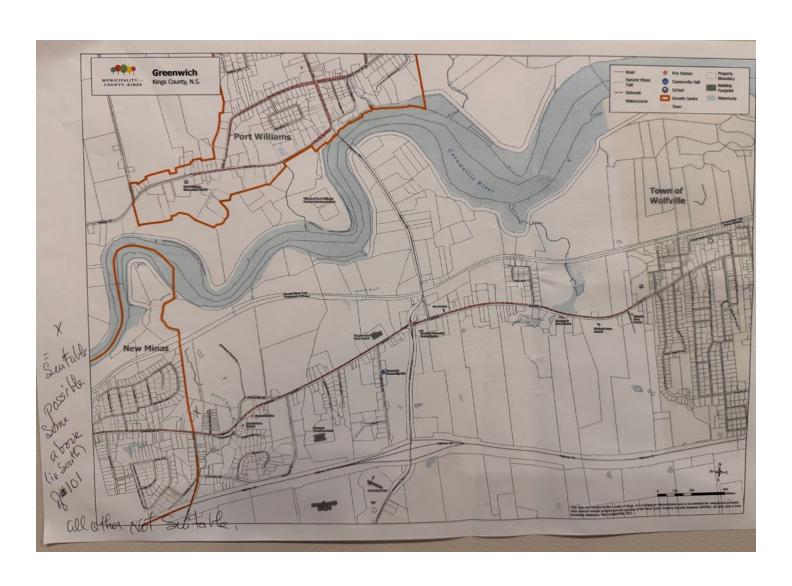


















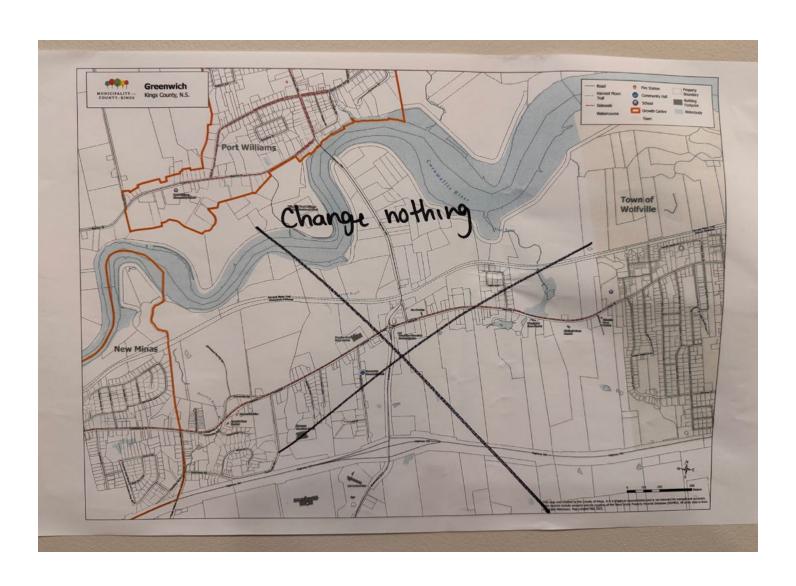
















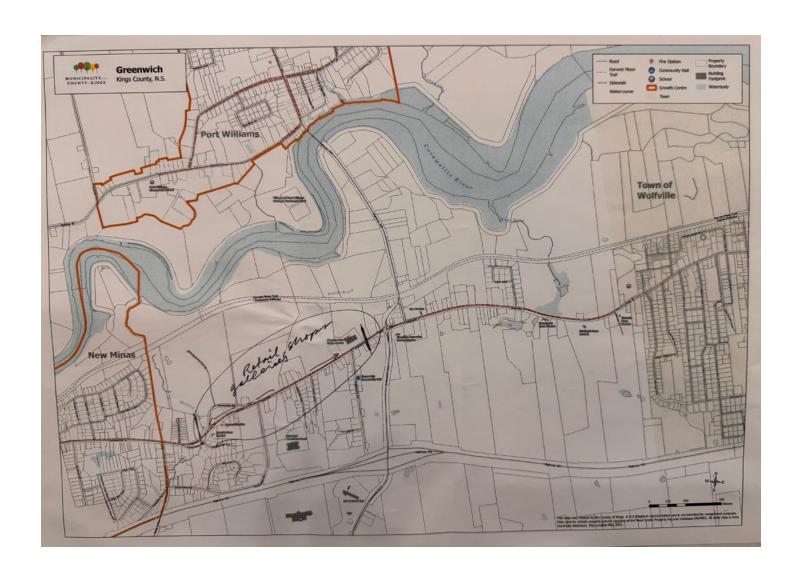
















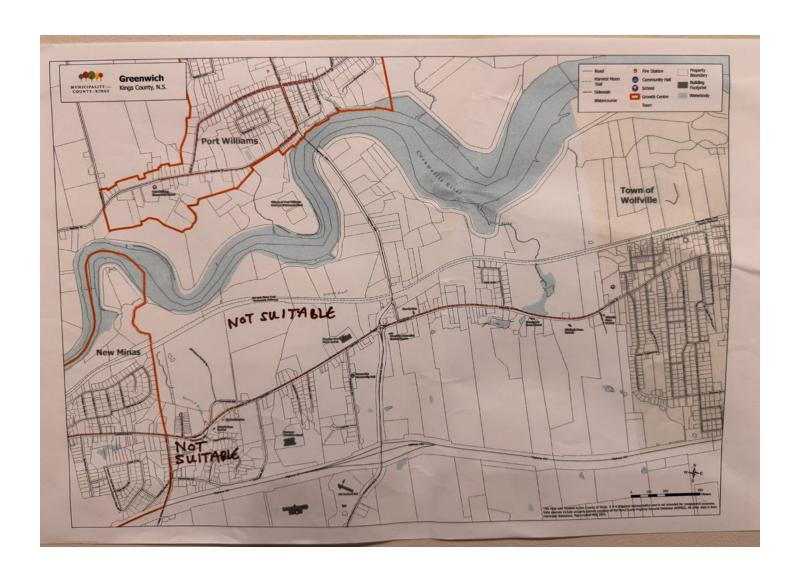
















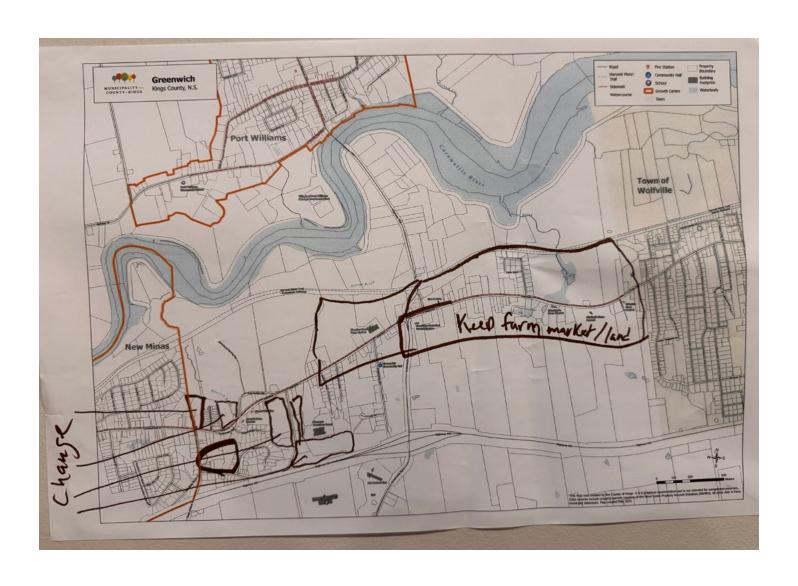
















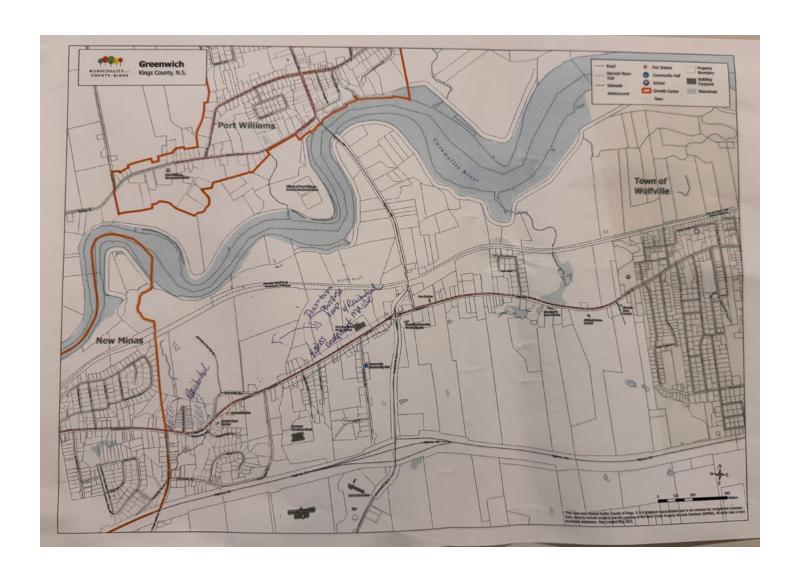
















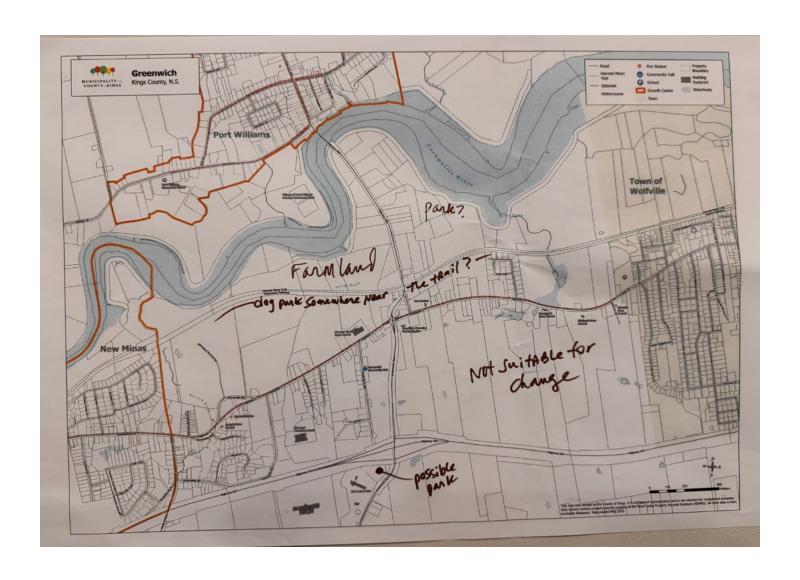
































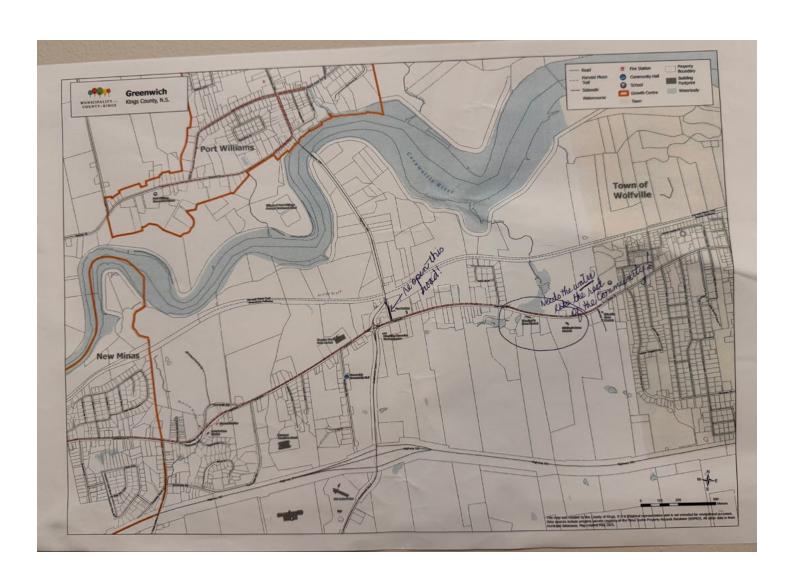
































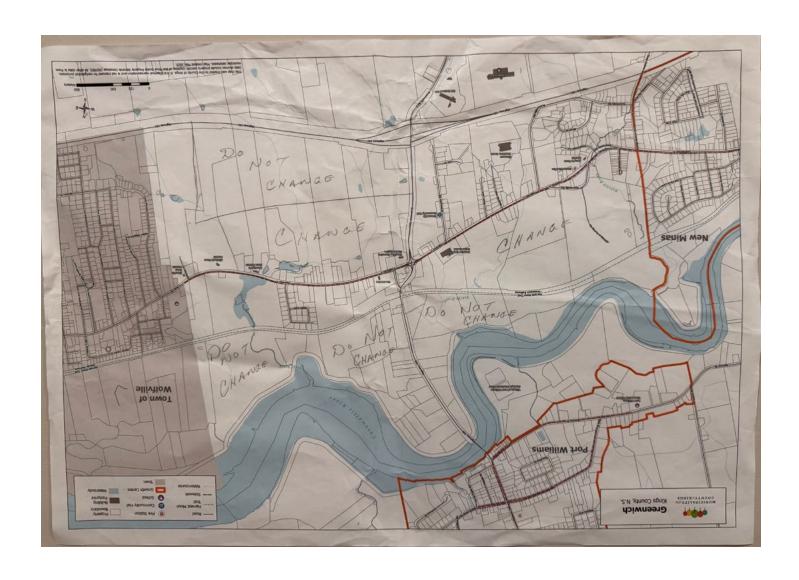


























Appendix B: Community Survey Summary

The following summary provides further details on feedback received from community members through the online survey. Responses, by question, are provided below along with the number of responses by question (responses are indicted by n=52). Where questions were open ended, responses have been grouped by key theme or topic and the number of related responses are identified. Please note that these numbers are approximate.

Who We Heard From

Overall, 52 surveys were completed.

Of those, we heard from 18 respondents who live in Greenwich (including 6 who live and work or own a business), 12 who work/own a business in Greenwich, 6 who own property (but do not live or work), and 10 people who indicated that they live nearby (in New Minas, Port Williams, Wolfville or Kentville). Those who responded 'other' (3) include people who have family and/or friends in Greenwich. Two respondents did not answer this question.

Most respondents (20) who live/work/own property in Greenwich indicated that they have done so for over 20 years.

We heard from a mix of ages and genders:

Answer Choices	Responses	
Under 18	0.00%	0
18–24	13.73%	7
25–34	13.73%	7
35–44	21.57%	11
45–54	15.69%	8
55–64	7.84%	4
65-74	21.57%	11
74-84	3.92%	2
85+	1.96%	1
	Answered	51

Answer Choices	Responses	
Woman	49.02%	25
Man	49.02%	25
Non-binary	0.00%	0
Two-Spirit	0.00%	0
Prefer not to say	1.96%	1
Prefer to self- describe	0.00%	0
	Answered	51











We also heard from a several respondents who identified as Indigenous, a member of a racialized community, a member of the 2SLGBTQIA+ community, persons with a disability, and newcomers to Canada.

Question 1: What do you love most about Greenwich? (n=47)

1. Location / Proximity (20 related responses)

People love how Greenwich is close to key amenities and other towns.

Examples:

- "Location"
- "Proximity to Wolfville, New Minas, Port Williams and highway"
- "Small town near many amenities, and on the crossroads"
- "It's close to New Minas and Wolfville"
- "Access to trails, views, and outdoor life"
- "Close to everything... shopping... 101 exit..."
- 2. Farmland / Rural Character (12 related responses)

Respondents value the rural feel, farmland, and agricultural surroundings.

Examples:

- "I love this rural community surrounded by agricultural lands providing fresh air and healthy food"
- "It's a farming community"
- "Farm community"
- "The sense of community and historical connection to the land and farming"
- "Our farm markets and agritourism businesses, along with the rural feel"
- 3. Community / People (8 related responses)

Respondents express their love for the people, connectedness, and sense of belonging.

Examples:

- "The community"
- "The people"
- "The amazing community and local businesses that drive and support local producers"
- "The small community feel"
- "Knowing many people who live there"













4. Small-town Feel (4 related responses)

Respondents appreciate the quaint, cozy, non-urban atmosphere.

Examples:

- "How quaint it is"
- "Small, but close by"
- "Cozy community feel"
- "Relax feel living here"

5. Other

Examples:

- "Just another community"
- "It's a fantastic place to live"
- "Beauty of the community"

Question 2: What existing community features are most important to you? (n=52)

Overall, most respondents expressed the sense of community, farmland, and proximity to services as the most important features to them.

Answer Choices	Responses	
No existing features are important to me	0.00%	0
Sense of community	61.54%	32
Farmland and rural character	61.54%	32
Parks, trails, and natural spaces	57.69%	30
Proximity to services and amenities	59.62%	31
Local businesses	36.54%	19
Other (please specify)	5.77%	3
	Answered	52

Other responses include the Fire Department, walkability, and farm markets.















Question 3: Over the past few years, how much change have you noticed in Greenwich? (n=52)

About two-thirds of respondents indicated that they have noticed some change in Greenwich over the past few years.

Answer Choices	Responses	
A lot of change	11.54%	6
Some change	67.31%	35
Little to no change	17.31%	9
Unsure	3.85%	2
	Answered	52

Question 4: What concerns (if any) do you have about future growth in Greenwich? (n=52)

Respondents provided a mix of responses with respect to concerns about future growth in Greenwich. The top response was traffic and transportation issues, followed by loss of farmland, strain on infrastructure, and change in community character.

Answer Choices	Responses	
Loss of farmland	48.08%	25
Traffic and transportation issues	69.23%	36
Strain on infrastructure/services	38.46%	20
Change in community character	38.46%	20
Lack of affordable housing	32.69%	17
Environmental impacts	30.77%	16
No major concerns	11.54%	6
Other (please specify)	9.62%	5
	Answered	52

Other responses include poorly planned housing, and "turning into Wolfville or New Minas".













Question 5: Are there changes or opportunities you would like to see in Greenwich in the future? (n=41)

1. More Housing / Residential Development (14 related responses)

Many respondents want to see more housing built to accommodate the growing population and provide more living options.

Examples:

- "More housing developments"
- "Would love to see more residential growth"
- "More housing options for young people"
- "Housing developed around Avery's market"
- "More housing"
- 2. Affordable Housing / Family Housing (9 related responses)

There's a clear desire for more affordable, family-friendly housing so that local families and young people can stay in the area.

Examples:

- "Affordable, family-friendly housing"
- "Increase the amount of affordable housing in the area"
- "Affordable homes"
- "More affordable housing"
- "Affordable family friendly housing, business opportunities, good transit system"
- 3. Infrastructure Improvements (roads, crosswalks, water/sewer) (7 related responses)

Respondents frequently called for better infrastructure, including safer roads, added crosswalks, and reliable water and sewer services.

Examples:

- "Sidewalks on both sides of the road, and crosswalks"
- "Reliable water and sewer available to all existing Greenwich residents"
- "Greenwich needs crosswalks"
- "Road improvements such as adding an extra lane and crosswalks"
- "Fire service to maintain the level of safety a growing community requires"















4. Preserve Rural Character / Limit Development (5 related responses)

A number of respondents expressed the wish to keep Greenwich's rural and small-community feel, limiting large developments or commercialization.

Examples:

- "Small changes to keep the community small"
- "Keeping all the green space, no large apartment buildings"
- "I would like Greenwich to continue to be a unique community without being taken over by business or excessive additional housing"
- "No development"
- "Farmland and green spaces preserve"
- 5. Business / Economic Opportunities (3 related responses)

Some participants highlighted opportunities to strengthen the local economy, including support for businesses, mixed-use development, and better use of infrastructure funds.

Examples:

- "More development to strengthen economy and Canadians"
- "Additional development along the main corridor with mixed use"
- "Maximizing the usefulness of the infrastructure so that taxpayer dollars are spent and utilized appropriately"
- 6. Green Space / Recreation (2 related responses)

A couple of respondents wanted more parks, green spaces, and recreational activities to improve quality of life.

Examples:

- "More green space"
- "More recreation events and activities"

7. Other

Example:

• "Nil"













Question 6: Imagine Greenwich 20 years from now. Which of the following would you most like to see? (n=52)

In thinking about the future, respondents are hoping to see a mix of features and amenities. The top response was more local shops, cafés, and businesses, followed by new parks, trails and public spaces, and a mix of housing types.

Answer Choices	Responses	
A mix of housing types (e.g., single homes, townhomes, apartments, accessory dwellings)	50.00%	26
New parks, trails, and public spaces	51.92%	27
More local shops, cafés, or businesses	61.54%	32
Preservation of rural and agricultural lands	46.15%	24
Improved transportation options (e.g., sidewalks, bike paths)	48.08%	25
Other (please specify)		6
	Answered	52

Other responses include safe spaces for all ages, additional roadways, playground equipment, safe crosswalks, keeping charm of Greenwich, and low-density housing including accessory dwellings.

Question 7: In your opinion, where could future growth (if any) happen in Greenwich? (n=43)

Where respondents think growth could happen:

- Along or near Highway 101 (~8 responses)
 - "Along Hwy 101 and near existing roads"
 - "South of Highway 101 (Greenwich Ridge)"
 - "Along the main street"
- On or around the Old Horton High School site ~6 responses
 - "Old Horton land"
 - "Old Horton site, old service station site up Deep Hollow Road"
 - "Continued growth/development of multi-unit & townhouse style units on the old Horton site"
- Ridge Road / Granite Drive (south of 101) ~4 responses
 - "South of 101 on Ridge Rd, Granite Drive South of 101"
- General or broad areas ~6 responses
 - "Anywhere and everywhere"
 - "All of Greenwich"
 - "Along major highways (leaving the backroads more or less as it is)"













Where respondents feel growth should be avoided

- Agricultural and farmland areas ~7 responses
 - "Not on good growing soils"
 - "Away from existing farmland"
 - "Growth should not happen. Farmers need land to grow food to feed us"
- Outside Greenwich entirely ∼3 responses
 - "Outside Greenwich"
 - "Let's not grow it"

Number of respondents who said no growth at all ~5 respondents

- "No growth" / "Let's not grow it"
- "Growth should not happen"
- "Not sure unless farm-type land is sacrificed, and no doubt that should be avoided!"

Question 8: What principles should guide future decisions about growth in Greenwich? (n=40)

1. Preserve farmland, green space, and rural character (15 related responses)

Many respondents emphasized the importance of protecting agricultural land, maintaining rural charm, and preventing overdevelopment.

Examples:

- "The first priority must always be to maintain farmland and allow farmers to do their work without facing encroaching development"
- "Maintain and protect its beautiful rural agricultural character"
- "Agricultural land is precious! Protect it"
- "Preserving farms to provide food for us"
- 2. Community inclusion and consultation (7 related responses)

Respondents stressed the need to involve local residents, landowners, and businesses in future decision-making.

Examples:

- "Include residents, farmers, and local businesses in decisions"
- "Community outreach and feedback will be important in these growth decisions"
- "The community members: residents, landowners, and farmers"













3. Sustainable, thoughtful, or slow growth (7 related responses)

Several answers pointed to the value of planned, moderate, or mixed-use growth that avoids sprawl.

Examples:

- "Density (up) as opposed to urban sprawl"
- "Encourage slow growth"
- "Mixed style of growth, prioritize access to green space or trail access in all new development"
- 4. Support current and future generations / housing needs (6 related responses)

Some respondents highlighted the importance of ensuring growth benefits both current residents and future generations, including addressing housing needs.

Examples:

- "Encourage development that benefits current and future generations"
- "Housing needs"
- "Improving the area for all and not just those that live there"
- 5. Balance development with local economy and tourism (3 related responses)

A few respondents wanted to balance growth decisions with the needs of the local economy, tourism, and agricultural industries.

Examples:

- "Need for housing / respect for agritourism"
- "Tourism, affordable housing, strong community bond, safety and crime preventatives"
- "Economic sense, environmental considerations"
- 6. Other / general comments

Examples:

- "Common sense"
- "Growth, sustainability"





