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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 2 Engagement

Phase 2 of the Growing Greenwich community engagement process was designed to build on the findings from Phase 1 by exploring community perspectives on three distinct growth scenarios. While Phase 1 focused on listening and learning—gathering broad input on values, concerns, and a vision for the future—Phase 2 aimed to delve deeper into these key issues by exploring possible directions for future growth.

The primary goals of Phase 2 were to:

- Share a summary of what was heard in Phase 1
- Introduce and describe three preliminary growth options for Greenwich
- Gather detailed feedback on the perceived benefits, trade-offs, and concerns associated with each scenario
- Understand preferences for housing types, amenities, services, and the protection of farmland and rural character
- Continue fostering a transparent and inclusive dialogue by inviting diverse voices into the conversation

Input from this phase will help inform future planning decisions and the development of draft directions to be shared in Phase 3.















Summary of Engagement Activities

Engagement Methods

Phase 2 engagement took place in June and July 2025 and included two core activities: an in-person community workshop and an online survey. Both activities were designed to encourage broad participation and provide multiple ways for residents, business and land owners, and others to share their input on proposed growth options.

Community Workshop

• **Date:** June 25, 2025

• Location: Greenwich Fire Hall

• Format: Open house-style with a presentation and rotating feedback stations

• Number of Participants: Approximately 30

• **Content:** Participants explored three growth scenarios as well as thematic topics such as housing and services.

• Tools Used: Large maps, summary posters, sticky notes, Feedback Frames, and dot-voting tools. Facilitators and note-takers were present at each station to support participation and capture verbal feedback.

Online Community Survey

Platform: Survey MonkeyDates Open: Summer 2025

• Total Responses: 133

• **Content:** Participants reviewed the three growth options and responded to both quantitative and openended questions about their preferences, concerns, and suggestions for each.

• The survey mirrored the questions and themes explored at the workshop, allowing those unable to attend in person to participate meaningfully and provide detailed feedback.

In addition to the community workshop and online survey, several interviews were conducted with local farmers and landowners. These conversations provided deeper insight into the concerns, lived experiences, and long-term perspectives of those directly engaged in agriculture and land stewardship in Greenwich. The interviews helped surface specific, grounded feedback that complemented the broader community input gathered during Phase 2.

Together, these activities generated qualitative and quantitative data that reflects a wide range of community perspectives. The feedback collected in Phase 2 will be used to help evaluate and refine potential growth directions prior to the final engagement phase.









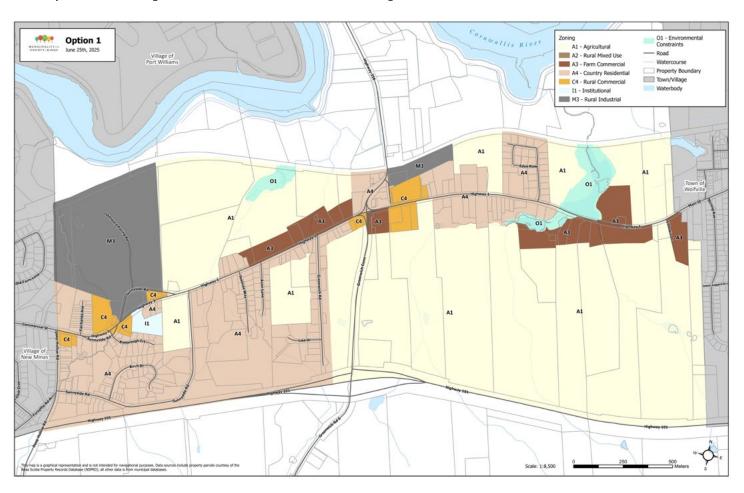




Summary of Key Themes

Option 1

This option keeps things the way they are—no change to the urban boundary and no new Growth Centre. Development in Greenwich would continue under current zoning, with limited housing density and no new permissions for multi-unit developments.



















What do you like about Option 1?

A key theme across both the survey and the workshop was strong support for farmland protection. Participants frequently highlighted that Option 1 preserved all agricultural land, which was seen as essential for local food security, environmental sustainability, and community identity.

Within responses to Option 1, participants emphasized that agricultural land should not be sacrificed for residential or commercial development, especially in light of increasing climate risks and global food concerns. Many described Option 1 as the only scenario that respects previous community planning efforts and zoning decisions, including the existing Municipal Planning Strategy (MPS).

In both the survey and written feedback, people expressed appreciation for Option 1's ability to maintain the "community feel," small-town atmosphere, and rural landscape of Greenwich. Several participants explicitly stated that they prefer Greenwich not become another growth centre like New Minas or Wolfville.

















What do you dislike about Option 1?

While many participants found little or nothing to dislike about Option 1, others raised concerns about its lack of future-oriented thinking. A segment of both survey and workshop respondents noted that the option may be too limited in its ability to accommodate population growth, economic development, or changing housing needs. Some participants felt that it lacked flexibility or a proactive approach to enabling modest infill development, especially for multi-unit or affordable housing. There were concerns that continuing to "block" new development could limit opportunities for younger families and future generations to live in the area. A few respondents also mentioned that without change, there could be lost opportunities to improve infrastructure, amenities, or support aging residents through options like secondary suites.

Would you make any changes to Option 1? If so, what?

While many respondents believed Option 1 was "perfect as-is" and needed no adjustments, others suggested modest refinements. Common suggestions included allowing limited growth through increased density in already-developed areas (e.g., permitting multi-family housing or secondary suites on large existing lots), and enhancing community infrastructure like parks, playgrounds, or local amenities. Some respondents also proposed re-evaluating the potential development of the Old Horton High School site as a targeted area for housing, especially if it did not interfere with farmland. Others suggested clearer protections for farmland in perpetuity, to avoid the issue resurfacing in future planning cycles.

Across responses, there was a clear tension between maintaining the status quo and allowing some targeted, controlled growth.









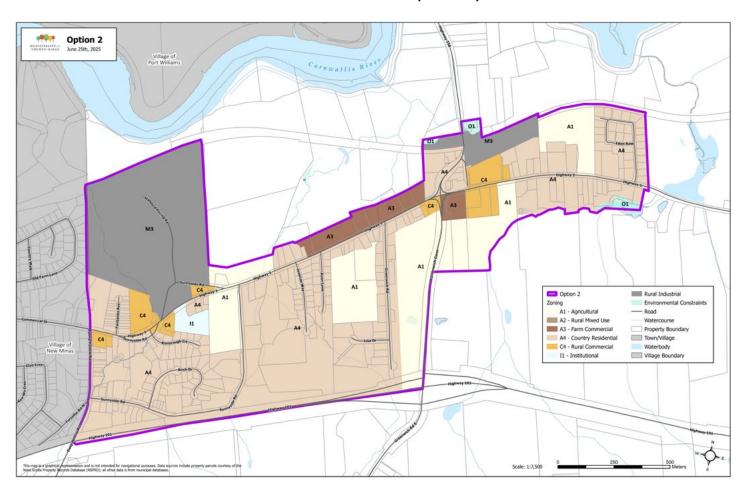






Option 2

This option includes lands that have experienced non-farm development on municipal services and includes some additional land for future expansion along Highway 1. A total of approximately 465 acres of land is included of which 62 acres is currently actively farmed.





















What do you like about Option 2?

Support for Option 2 was limited, but a few respondents expressed interest in the opportunity it presents for growth, housing expansion, and economic development. Those who supported the scenario cited its potential to address housing shortages and accommodate population growth across Kings County. A small number of participants noted that significant growth could bring "real change" to the community, potentially increasing housing diversity and generating new services and amenities. There were also references to the scenario's alignment with broader regional trends and needs, such as the province's population targets and increasing housing demand. A few participants saw development as a possible revitalization strategy that could bring new life to the area and generate tax revenue.

It is noted that this positive sentiment was not widespread, and both survey comments and workshop feedback had overall opposition to this scenario.

















What do you dislike about Option 2?

Option 2 was the most consistently and strongly opposed of the three scenarios. A dominant concern was the significant loss of agricultural land, particularly "high-quality A1 farmland" and areas with environmental features such as streams and dyke lands. Participants viewed this as a short-sighted and potentially irreversible mistake, citing the importance of local food production, climate resilience, and the long-term value of agricultural land.

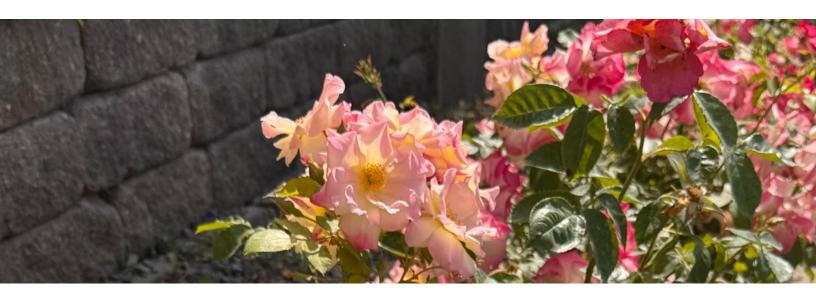
There were also concerns about infrastructure capacity and environmental risk. Several respondents highlighted that building on dyke land or flood-prone areas poses serious challenges given rising sea levels and existing stormwater issues. Others questioned whether the road network, water and sewer services, and emergency services could realistically support the level of development proposed in Option 2.

Participants also expressed concern about the potential impact on Greenwich's rural identity and small-community feel. Many commented that this option would fundamentally alter the character of Greenwich, making it indistinguishable from New Minas or other growth centres. Several noted that the pace and scale of development felt out of step with the values of the current community.

Would you make any changes to Option 2? If so, what?

Among those who responded "yes" to this question, the most common recommendation was to eliminate Option 2 entirely. Many felt it should not be under consideration due to its scale and potential impacts. For those open to some development, suggestions included reducing the amount of land proposed for rezoning, avoiding agricultural areas altogether, and limiting development to infill within already-serviced parcels or areas like the Old Horton High School site. Others recommended focusing on increased density within existing development footprints rather than expanding into greenfield areas.

Some comments also reflected frustration that Option 2 did not seem grounded in a clear rationale. Participants questioned why this level of growth was needed, how it was justified, and whether there was evidence that it would meet local needs or benefit existing residents.









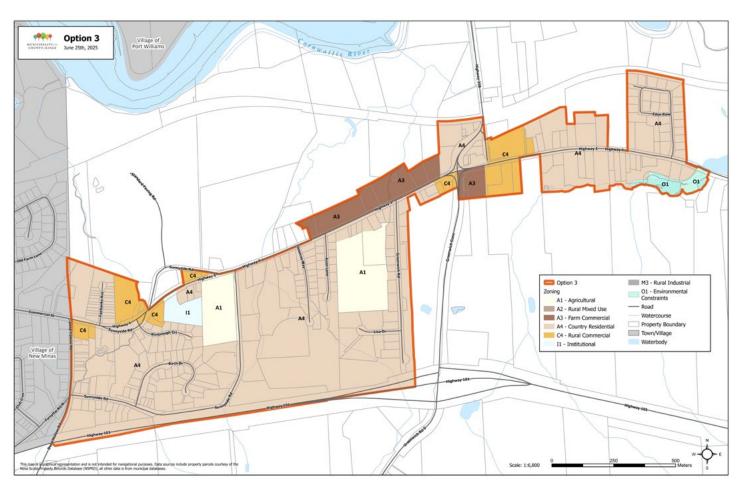






Option 3

This option includes lands that have experienced non-farm development on municipal services. This option focuses development to areas where development has already occurred. This option has the least effect on farmland, including only 15 acres of actively farmed land within the total area of approximately 313 acres.



















What do you like about Option 3?

Participants who supported Option 3 often described it as a reasonable compromise between preserving farmland and allowing for modest community growth. Many appreciated that the option concentrated development near already-established infrastructure and minimized sprawl compared to Option 2. Comments from both the survey and workshop suggested that respondents felt this option could support additional housing (especially multi-unit or senior-friendly options) without fundamentally altering the rural identity of the area.

There was also support for the idea that Option 3 made better use of existing infrastructure and services, aligning with principles of efficient land use. A few participants highlighted that it could support aging in place and allow for generational continuity by creating more flexible housing types, such as family suites or smaller units. Some participants also noted that the scenario avoided the most sensitive farmland and natural features, preserving important environmental and community assets.















What do you dislike about Option 3?

Despite its appeal as a compromise, several participants expressed concerns that Option 3 still resulted in loss of agricultural land and natural habitat. Some viewed the scenario as a watered-down version of Option 2 and were skeptical of any growth that would open the door to broader rezoning in the future.

There were also comments expressing unease about a lack of clarity around zoning implications, with some respondents noting that not knowing the exact types of development proposed made it hard to fully evaluate.

Others feared that even targeted development could undermine the unique identity and charm of Greenwich and felt that the boundaries of proposed changes remained too expansive. As with Option 2, concerns were also raised about increased traffic, road safety, and whether the area's infrastructure could handle additional growth.

Would you make any changes to Option 3? If so, what?

Participants who were open to Option 3 offered a variety of suggestions to strengthen or refine it. The most common recommendation was to further reduce the amount of land proposed for development, with several participants emphasizing the need to fully exclude A1 farmland. Others proposed narrowing growth to specific locations such as the Old Horton High School site or areas close to Highway 101, where services are already in place.

Some respondents recommended stricter controls on development types, suggesting that if growth is to occur, it should prioritize non-intrusive options such as infill, secondary suites, and clustered housing models that preserve open space. A few participants also suggested incorporating stronger environmental protections and ensuring that any zoning changes be paired with long-term commitments to protect farmland and rural character.















Housing and Community Services

In addition to the growth scenarios, participants were invited to provide specific input on housing types, amenities, services, and infrastructure needs in Greenwich. This feedback was collected through a dedicated feedback station at the community workshop and corresponding questions in the online survey.

What kinds of housing are missing or needed in Greenwich?

Participants identified several gaps in the current housing stock. A frequently mentioned theme was the need for affordable and modestly sized housing, particularly for seniors, young families, and local residents looking to downsize. Respondents noted that large single-family homes dominate the current market and expressed interest in more multi-unit housing, secondary suites, rental units, and accessible options for aging in place.

There was also discussion around allowing more density in already-serviced areas, particularly through infill development or granny suites on existing lots. While some participants supported gentle intensification, others were cautious about how higher-density housing might impact the rural character of the area and suggested it be carefully controlled through design guidelines or location-specific policies.

A few respondents expressed concerns about ensuring that new housing actually serves local needs, rather than attracting speculative development or contributing to rising housing costs.

What kinds of amenities, businesses, or services are missing or needed in Greenwich?

Feedback on services and amenities suggested that while Greenwich residents enjoy proximity to nearby towns, there are some local service gaps that, if addressed, could improve day-to-day life. Participants most commonly identified the need for community spaces, such as parks, playgrounds, and walking or cycling trails. Some also recommended a community centre, pool, or gym facility, especially for families and older adults

A few participants noted the potential benefit of small-scale businesses such as a local café, bakery, or farm-focused retail, but stressed that any commercial additions should be aligned with the area's character and scale. Several emphasized the importance of continuing to support farm markets and agricultural businesses, as they play a central role in both the economy and identity of the community.

Improved public transit and road safety infrastructure (e.g., crosswalks, traffic calming) were also identified as priorities, especially if new housing is introduced. Finally, a small number of participants raised questions about the capacity of existing water and sewer infrastructure, highlighting the need for careful planning if growth is to occur.















Key Takeaways from Phase 2 Engagement

1. Strong Preference for Farmland Protection

Across all engagement activities, there was a consistent message to protect Greenwich's agricultural land, particularly high-quality A1 farmland. Many residents view farmland as a non-renewable resource that defines the community's identity and economic foundation. Development that encroaches on this land was largely unsupported.

2. Clear Opposition to Option 2

Option 2, which proposed the largest change with respect to the urban boundary, received the most opposition. Participants expressed concerns about the scale of development, the loss of farmland and habitat, environmental risks (e.g., flood-prone areas), and the potential for Greenwich to lose its distinct rural character.

3. Broad Support for Option 1, with Some Calls for Flexibility

Option 1 was widely supported, particularly for its consistency with past planning decisions and its preservation of farmland. However, some residents recognized limitations in addressing current housing needs and expressed openness to minor, carefully controlled adjustments (such as secondary suites or small-scale infill) especially on existing serviced lots.

4. Mixed Views on Option 3

Option 3 was viewed as a potential compromise but captured mixed reactions. While some appreciated its balance between growth and preservation, others felt it still went too far. Those open to this option stressed the importance of clear limits, strong environmental protections, and a targeted, modest approach to growth (e.g., near Highway 101 or the Old Horton High site).

5. Housing Needs Are Recognized—but So Is Scale

There is acknowledgment that Greenwich needs more diverse housing options, especially for seniors, young families, and those looking to downsize. However, it was also highlighted that new housing needs to consider scale, design, and location. There is minimal desire for large-scale, high-density development or housing that compromises the community's rural feel.

6. Desire for Modest Community Amenities and Infrastructure Improvements

Participants expressed interest in modest enhancements—such as walking trails, playgrounds, a community space, and improved traffic safety—but are largely not seeking major new commercial or institutional development.

7. A Need for Clarity, Trust, and Long-Term Protections

Several participants expressed concern that once growth boundaries are expanded, further development may be hard to control. There is a desire for long-term protections to be embedded in planning decisions and zoning tools, and for the municipality to provide clear information throughout the process.













Conclusions

Through this second phase of engagement, it is clear that residents, landowners, and stakeholders care deeply about the future of Greenwich. While views on where and how to grow vary, there is strong consensus around several core values: the importance of protecting agricultural land, maintaining the rural character of the community, and ensuring that any future growth is modest, locally grounded, and thoughtfully planned. At the same time, many community members emphasized the importance of planning for the evolving needs of residents, particularly around housing options, community services, and supporting people of all ages to live and remain in Greenwich.

As we move into the next phase, the draft planning direction will reflect these shared priorities, while also weighing infrastructure realities, municipal objectives, and broader regional considerations. The community's voice continues to be important to shaping a balanced and sustainable future for Greenwich.

















Next Steps

Building on the feedback received through Phase 2, the project will now move into its final phase of engagement: Phase 3 – Checking Back. This final phase is designed to test emerging directions with the community and ensure that the draft planning approach reflects what has been heard so far.

In Phase 3, the project team will:

- Share a refined growth direction or scenario that responds to community preferences and priorities identified in Phases 1 and 2;
- Present draft planning concepts, including maps and summaries of proposed land use changes;
- Invite feedback on whether the draft direction "gets it right" and what, if anything, still needs to be addressed or refined;
- Continue engaging residents, business owners, farmers, and other stakeholders through a combination of in-person events and online tools;
- Outline how community input will shape the final recommendations and next steps in the planning process.

Phase 3 will offer a final opportunity for the community to provide feedback on a refined option that seeks to balance the priorities heard to date, such as farmland protection, modest growth, need for housing, and maintaining Greenwich's rural character. A summary of this final round of engagement will be shared publicly and used to help guide next steps, including any potential updates to municipal planning policies or land use designations.

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















Appendix A: Community Workshop Feedback Sheets

The following pages include the raw, transcribed feedback collected during the Phase 2 community workshop using written feedback sheets. Participants were invited to respond to a series of open-ended questions about each of the three proposed growth scenarios. The responses provide detailed insight into individual perspectives and helped inform the analysis and key themes presented in the main body of this report.

Option 1

Question 1: What do you like about Option 1?

- Nothing
- Nothing
- Preserves all agricultural land and respects environmental constraints (i.e existing waterway proposed for development)
- I like that it saves all agricultural land, does not disrupt the community. A lot of work has been done to save agricultural land, that work/view should be respected
- No loss of agricultural land, views, green space. The Zoning process just did and 10 years ago was reassembled. Not needing more development growth is not always good.
- Protected farmland and dikes, protection for increased organic farming and leave things as they are/do not disturb agriculture which has been working for industrial trades and non essentials/unnecessary entertainment.
- Preserves farmland and habitat, reduces highway 1 impacts street development into existing growth areas which are more than adequate for any growth the country could accommodate if
- It respects the communities thoroughly discussed
- Best for habitat and agricultural land
- It preserves the community feel
- It stays true to slow growth for an area with many growth centres around it
- It protects farmland and respects the efforts of the public for the current MPS, Greenwich should not become a growth centre
- I like that it isn't New Minas and it isn't Wolfville. We have a history of local family businesses. If we don't preserve this, then we will lose it.











Question 2: What do you dislike about Option 1?

- Very Limited
- Not future thinking, no room to grow
- Nothing
- Nothing
- Nothing
- Why aren't there suggestions to increase organic farming, organic farm/agriculture jobs, community involvement and local, traditional/agriculture growth?
- Nothing
- Increase housing density
- Nothing
- Nothing It is a good compromise of growth, respects our community feel
- It's a perfect option. If it's not broke dont fix it.

Question 3: Are there any changes you would make to Option 1?

- # of people who said yes: 3
- # of people who said no: 8
- Comments to question "If yes, what changes would you make?"
 - The whole thing
 - Infrastructure built on the basis of a different time, plan should not ever take procedure over protected farmland
 - Increase what matters, sense of home and community, organic agriculture/farming for local goods and jobs and access to other town
 - Increase multi family homes wherever possible
 - We have already said our community doesn't want this change. Our growth areas in Kentville, Wolfville, New Minas need food to sustain the growth and influx of people. Port Williams Elementary School is not equipped to have an influx of students, nor is EMS. The road infrastructure is not adequate for more traffic. All over the world, people are realizing the importance of greenspace for slowing down the effects of climate change.















Option 2:

Question 1: What do you like about Option 2?

- Nothing
- Nothing
- Nothing
- Nothing
- Offers best opportunity to grow + provide more housing options
- Not much.
- Nothing
- Nothing
- Please continue to protect Protected Land
- Nothing
- Nothing. Don't change anything.
- Adds most growth to the area and that may bring new and real change to the community
- Nothing
- Good, building of agriculture and residential
- Nothing
- Nothing
- Nothing

Question 2: What do you dislike about Option 2?

- We need all land available to feed all the growth (in population) in Kings County
- Changing all of Greenwich to a growth county
- · Includes streams in development area, farmland
- It provides for a loss of farmland and natural area without any empirical analysis of why additional area in the county needs to be opened to much more development than is already allowed
- Doesn't go for enough
- Way too much agricultural land gobbled up. Also puts non agriculture on dyke land very bad increasing sea levels, risk flooding = never goes well, look at Truro
- The higher loss of agricultural land not knowing what the zoning would be.
- Too much loss of land. It does not or should not matter if land has not been in "active" production for a time Agricultural land must be preserved even as a potential for future and food production.
- The loss of valuable farming, agriculture, cultural change into industries that hold little to no value to what has currently worked, disruption/uprooting in homes.













- Opening up too much land. Leave us alone in Greenwich! We need to protect our agricultural land to grow our food to revenue!
- Blank
- Takes too much farm land.
- Everything Loss of our farmland in large amounts Puts our community at risk
- Farming and agriculture where agricultural potential is very low.
- Way too much change
- Way too much land up for change
- The potential loss of Al land

Question 3: Are there any changes you would make to option 2?

- # of people who said yes: 12
- # of people who said no: 1
- # of people who said unsure/blank: 4
- Comments to question "If yes, what changes would you make?"
 - Eliminate this option
 - Throw it out. Promote multifamily dwelling in already developed areas
 - Limit all development to increased density in already developed land
 - Remove land east of Sunnyside Road on the north side of Highway 1 by Eden Row. Add along the highway 101 corridor east of exit 1.
 - Save all agricultural land
 - If this option is chosen I would want the area for zoning change to be smaller and limited to the old Horton high site.
 - Nothing
 - Keep Greenwich the same, or at least allow community organic agriculture and farming to increase, and leave us alone
 - Do not open up so much up, we need our agricultural land, we need our land for food
 - Eliminate it as an option
 - Keep residential areas together
 - Using the old Horton site
 - Include old Horton site for development















Option 3

Question 1: What do you like about Option 3?

- Opens up some development, not enough
- Nothing. We are not being told what the zoning would be if changed. Our communities need green space and agriculture. Build in the existing growth communities.
- I like that the use of infrastructure is maximized
- Ok where goes around current development areas
- Better than Option 2, less loss of farmland and habitat, Increase in density in already existing developed land has less impact than more sprawl.
- Not as bad as Option 2, Protects streams better than Option 2
- Provides growth for those who are looking to expand their property or make use of potential family suite
- Protects most farmland but allows changes in areas already developed.
- Nothing
- Nothing
- It is smaller loss of agricultural land
- Nothing
- The best option brings new life, growth and brings revenue to the community while preserving the most farm land.

Question 2: What do you dislike about Option 3?

- Doesn't provide enough opportunity for growth
- Nothing
- Sucks up my favourite orchards for development helps make in an extension of the New Minas slip, also possibly change zoning my property -I might get rich but ruin ambience all things I love
- Loss of farmland and habitat, loss of infrastructure which could better serve existing growth areas
- Still requires loss of habitat/farmland
- Nothing
- Too much land up for re-zoning
- Reduction of community feel
- It opens the possibility of rezoning agricultural land that is in production
- Potential loss of agricultural land
- Uprooting things that are working; traditional farming/agriculture, homes/community, and too much control/ changing to fit a more government-controlled narrative
- You still lose agricultural land















- Waterways, historical sites and old forests will be lost
- Greater development would stress the existing infrastructure and make traffic/roads less safe due to higher volumes of traffic and no safety measures
- Everything
- Check

Question 3: Are there any changes you would make to Option 3?

- # of people who said yes: 8
- # of people who said no: 3
- # of people who said unsure/blank: 5
- Comments to question "If yes, what changes would you make?"
 - Expand the area to be developed
 - Don't make any changes. Keep and protect the existing zoning for agricultural and rural communities.
 - Preserve all farmland and habitat
 - Multi family dwellings needed
 - Include standard paving roads in industrial area
 - Make it not an option, develop Horton high site
 - Nothing
 - Leave A1 as A1
 - Leave us alone















Housing and Community Services

Question 1: Thinking about housing, what kinds of housing are missing or needed most in Greenwich?

- Talk to Kentville they have models of small neighbourhoods; small lots and small starter homes
- Don't need condos or many big multi units have traffic issues + change neighbourhoods
- Families often need larger places with 3+ bedrooms. Apartments can be challenging, depending on demographic living there
- Attached row housing with no space between the side dwellings and all two stories in height to minimize loss of land
- As in most of Canada, affordable housing is crucial. A mix of entry level single jokes and multi unit would be helpful. Just do not destroy our beautiful valley. Once gone it cannot be brought back.
- Housing is a right all should be afforded to deny housing in a community it is "change" or uncomfortable is selfish childish and short sighted
- Developers need to be held to a higher standard. Parks, trees and greenspace, landscape should always be required and not optional. Developers should not be allowed to pay this way out. More attention to look of buildings does it add to the community
- It would be nice to have an option to turn a detached series or separate buildings in the property into a family/nanny suite; this would help mitigate construction that isn't necessary.

Question 2: What kinds of amenities, businesses or services are missing or needed in Greenwich?

- Everything is accessible in New Minas
- Nothing
- Mass transit, natural habitat which is protected now exploited or demolished
- We have excellent partners in surrounding towns
- Park lands and access to fitness
- Crosswalks, sidewalks on both sides and landscape on the street
- Side walks on the south side of evangeline trail











Appendix B: Community Survey Summary

The following summary provides further details on the feedback received through the Phase 2 Community Survey. Overall, there were 133 responses to this survey. Responses, by question, are summarized below along with the number of responses by question (responses are indicated by n=133). Where responses are open ended, responses have been grouped by key theme or topic.

Of those who completed a survey, we heard from 45 people who are residents of Greenwich, 23 people who work in Greenwich, 15 people who own a business in Greenwich, 37 who own land/property in Greenwich. We also heard from 55 people who live nearby. Others identified as living in the County, some identified as from the agricultural sector more broadly. A few responded that they do not live in the municipality but come though it and/or lived in Greenwich in the past.

Option 1

Question 1: Do you agree that Option 1 represents the right direction for future growth in Greenwich? (n=131)

Answer Choices	Responses	
Strongly agree	64.12%	84
Agree	5.34%	7
Neither agree nor disagree	1.53%	2
Disagree	6.11%	8
Strongly disagree	22.90%	30
	Answered	131

Question 2: What do you like about Option 1? (n=103)

Respondents supported Option 1 because it is seen to protect Greenwich's farmland, rural character, and overall quality of life. Many expressed a desire to maintain the current zoning and avoid the area becoming a growth centre. Option 1 was favoured for reasons including the preservation of agricultural land, limiting high-density development, and avoiding increased traffic or pressure on infrastructure. Some also noted that Option 1 could still allow for gentle, appropriate growth through infill or secondary suites, without compromising the area's farming base or natural environment.

Key themes from responses include:

Farmland Protection

- "Keeps A1 land as A1"; "No loss of farmland"; "Protects agricultural land";"Supports future food security"













Preservation of Rural/Community Character

- Maintains "small town feel"
- Avoids high-rise, multi-unit housing and dense commercial development
- Community identity described as agricultural, peaceful, and unique

Traffic and Infrastructure Concerns

- Limits further traffic congestion on Highway 1
- · Concerns over overburdened municipal water and infrastructure

Opposition to Growth Centre Status

- Multiple comments expressing sentiment that Greenwich should not become a growth centre
- Nearby towns (New Minas, Wolfville) should absorb regional growth instead

Environmental and Ecological Value

- Maintains green space, waterways, and natural ecosystems
- Wildlife sightings mentioned as a benefit of current land use

Support for Smart, Controlled Growth

- Some noted support for secondary suites or infill development on existing lots
- "Growth without sacrificing farmland" cited as a balanced approach

Criticism of Municipal Leadership

- A few responses expressed distrust in the council
- Desire for stronger municipal support for agriculture and food security

Emotional and Cultural Attachment

- "I like Greenwich the way it is"
- Framing of agriculture as more than economy—"a necessity to life," "not entertainment"













Question 3: What do you dislike about Option 1? (n=77)

While many respondents indicated they had no concerns with Option 1, those who did express dislikes tended to focus on its limitations in supporting future growth. Option 1 was seen by some as too restrictive, lacking flexibility to accommodate new housing, infill development, or economic expansion. A few participants believed the approach reflects "NIMBY" thinking and could hinder the long-term viability of local businesses and services. Others felt Option 1 does not go far enough to permanently protect farmland or ensure meaningful development solutions, such as infill or affordable housing. A small number of responses expressed strong opposition to any form of growth restrictions.

Key themes:

No Dislikes

- Over half of responses simply stated "nothing," "N/A," or "no concerns"
- Many felt Option 1 is already the best fit for the community

Growth Limitations

- "Fails to support economic and residential development"
- "No chance for growth"; "Restricts growth residential and commercial"
- Seen as out of step with broader housing needs in Kings County

Need for Infill and Smart Development

- Lacks proactive planning for secondary suites, backyard units, or reuse of existing residential lots
- Missed opportunity to support aging in place and diverse housing options

Concerns About Exclusionary Mindset

- Some viewed Option 1 as rooted in "NIMBYism" or "small-minded" thinking
- Criticized for failing to address the realities of population growth

Farmland Criticism from Both Sides

- A few respondents said Option 1 still permits some loss of farmland
- Others argued much of the land marked "agricultural" may not be suitable for farming and could support housing

Frustration with Planning Process

- Concerns noted about revisiting the issue despite current direction
- Criticism that the plan reflects "status quo" thinking without strategic vision
- A few noted the agricultural land classification may be outdated, suggesting a need for better, more accurate land-use analysis















Question 4: Are there any changes you would make to Option 1? (n=119)

37 respondents indicated that "yes" they would make changes to Option 1. Summary of key themes include:

Support for Limited Residential Growth

- Allow 2-unit homes, townhouses, or 8-plexes in select areas (e.g., A4 zone, serviced residential areas)
- Encourage infill housing on already developed or underused lots
- Use marginal or non-prime lands for small-scale residential expansion

Preserve Agricultural Land — But Clarify Classifications

- Calls for a review and update of A1/A2 classifications based on land suitability and topography
- Some requested stronger language in the MPS/LUB to protect A1 land from future rezoning debates

Focus Development in Specific Locations

- Support for development at the Old Horton High School site and Terry Hennigar property (seen as non-intrusive to farmland)
- Recommendations to add growth zones or adjust boundaries along Highway 1 where infrastructure already exists

Infrastructure and Transportation Considerations

- Requests for upgrades to sewer systems, public transit, sidewalks, and crosswalks
- Emphasis on preparing infrastructure before any density is added

Desire for a Balanced, Future-Oriented Strategy

- Support for long-term planning to preserve farmland while enabling gentle, thoughtful growth
- Some suggested small commercial or community uses (e.g., markets, recreation) that align with the rural character

Opposition to Option 1

- A few respondents stated they would scrap Option 1 altogether, calling it overly restrictive and out of step with housing needs
- Viewed by some as a reflection of "NIMBYism" and lacking flexibility for evolving community needs









Option 2

Question 5: Do you agree that Option 2 represents the right direction for future growth in Greenwich? (n=128)

Answer Choices	Responses	
Strongly agree	16.41%	21
Agree	8.59%	11
Neither agree nor disagree	3.91%	5
Disagree	12.50%	16
Strongly disagree	58.59%	75
	Answered	128

Question 6: What do you like about Option 2? (n=73)

Responses to this question were polarized. Many respondents stated they liked "nothing" about Option 2 or expressed confusion or opposition. However, those who supported it emphasized Option 2's potential to support population growth, housing availability, and efficient land use. Several respondents appreciated the opportunity for residential expansion, particularly near existing infrastructure, and its alignment with economic development goals. A small number highlighted specific features, such as inclusion of light industrial lands or reuse of the Horton site.

Key themes:

High level of opposition or neutrality

- Over half of responses stated "nothing," "not much," or expressed direct dislike
- Some questioned the purpose of Option 2 or stated it conflicted with community priorities

Support for increased housing supply

- Seen as a way to address housing shortages, affordability, and homelessness
- Emphasized need for more residential options for families and younger residents

Economic development and smart land use

- Recognized potential to support local businesses through population growth
- Suggested it offers better use of underutilized land, reduces urban sprawl, and aligns with infrastructure













Specific locations or design elements

• Mention of support for development near Highway 1 or in light industrial zones Use of the Horton High School site viewed positively by some respondents

Mixed feelings or uncertainty

- Some acknowledged growth potential but still opposed use of agricultural land
- A few indicated Option 2 could be improved or made more understandable with better explanation or mapping

Question 7: What do you dislike about Option 2? (n=91)

The majority of respondents raised strong objections to Option 2, citing loss of agricultural land, threats to Greenwich's rural character, and development pressures that are inconsistent with the community's values. Many voiced frustration with the planning process and perceived a lack of clarity, with some expressing distrust in the intent and outcomes of rezoning efforts. Although a few supported the idea of growth, most emphasized that it should occur in designated growth centres, not in agricultural or ecologically sensitive areas like Greenwich.

Key themes:

Protection of agricultural land

- Concern over loss of A1 and active farmland
- Farmland viewed as vital for food security, future generations, and community identity
- "Too much farmland and potential farmland being repurposed"

Community character and identity

- Option 2 seen as urbanizing Greenwich too much
- "Greenwich does not need a 'growth centre'"

Infrastructure and traffic concerns

- Increased traffic along Highway 1 considered unsafe and unsustainable
- Worries about capacity of existing services (sewage, fire, telecom, water)

Lack of planning rationale and process trust

- Perceived inconsistency with Kings County's MPS and previous planning
- Distrust in rezoning motives and long-term impacts















Concerns about speculative development and growth pressure

- View that Option 2 opens up land for unnecessary or premature development
- "Too much opportunity for developers"

Question 8: Are there any changes you would make to Option 2? (n=99)

43 respondents indicated that they would make changes to Option 2. Responses are summarized here:

Remove or reject Option 2 altogether

- "I would ditch this option completely"
- "Scrap it"

Protect agricultural land

- Calls to "exclude farmland," "avoid using agricultural land," and "don't take away agricultural land"
- Emphasis on future food security and rural identity

Reinforce current planning priorities

- Growth should be directed to existing growth centres and towns
- "Transfer increases in density to existing growth centers"
- "The County should not be identifying additional growth centres"

Preserve community character

- Concerns over changing the identity of Greenwich
- Requests to "protect the integrity of the community that now exists"

Alternative adjustments and planning suggestions

- Suggestions to limit development to areas like the old Horton site
- Calls for better transportation (e.g., more frequent buses, active transit options)
- Some support for expanding the growth centre slightly or making all of Greenwich a growth centre















Option 3

Question 9: Do you agree that Option 3 represents the right direction for future growth in Greenwich? (n=124)

Answer Choices	Responses	
Strongly agree	11.29%	14
Agree	11.29%	14
Neither agree nor disagree	9.68%	12
Disagree	18.55%	23
Strongly disagree	49.19%	61
	Answered	124

Question 10: What do you like about Option 3? (n=68)

Responses to this question were mixed. While a large number of respondents stated "nothing," several expressed that Option 3 strikes a more reasonable or balanced approach. It was seen as minimizing the loss of farmland while allowing for some level of development. Others noted that it keeps the character of Greenwich intact by focusing growth where it already exists, although many respondents remained cautious or neutral.

Key themes:

No positives identified

- Many respondents simply stated "nothing," "N/A," or "not much"
- Some reiterated opposition to any development or change in Greenwich
- Others felt Option 3 still results in unnecessary loss of farmland

Perceived balance or compromise

- "Better than Option 2"; "reasonable growth"; "balanced approach"
- Seen by some as a middle ground that offers growth without drastic change
- Framed as limited, controlled development that doesn't overwhelm Greenwich

Protection of farmland and rural character

- "Least impact on farmland"
- Development focused in already-developed areas
- Seen as preserving the agricultural/rural feel of Greenwich













Support for modest growth

- Allows "some growth and more choice"
- Provides housing opportunities without sprawling development
- "Supports economic development with minimum impact on agricultural lands"

Clarity and uncertainty

• A few respondents said the option was unclear or that they were unsure about it

Question 11: What do you dislike about Option 3? (n=80)

Respondents expressed opposition to any loss of farmland, with many emphasizing that even limited development was too much. Several noted that Option 3 continues to rely on rezoning A1 agricultural land, which they viewed as a permanent sacrifice. Others felt the option either went too far or not far enough—either disrupting Greenwich's rural identity or failing to provide enough opportunity for needed housing. Additional concerns included traffic, pressure on infrastructure and services, and distrust in future planning decisions.

Key themes:

Loss of farmland is unacceptable

- "Even 15 acres is too much ag land to lose"
- "We do not need to take any more farmland"

Too much development/change

- "Will make Greenwich an extension of New Minas"
- "Still too much opportunity for developers looking to cash in"

Option seen as a threat to Greenwich's rural character

- "Adds unnecessary development to our community"
- "It will change the nature of this community and reduce its draw for tourists"

Rezoning concerns

- "Permits development on farmland"
- "Still 2 parcels of A1 included"















Pressure on services and infrastructure

- "Increased traffic, more students for schools"
- "Our current infrastructure cannot facilitate the potential development"
- "Demand for services like waste, sewer, fire, police, transportation"

Polarizing Views

- "Restricts growth" vs. "Doesn't go far enough to allow growth"
- "Not enough land" vs. "Too much change for a small community"

Question 12: Are there any changes you would make to Option 3? (n=84)

32 respondents indicated that there are changes they would make to Option 3. Key themes include:

Opposition to Option 3 altogether

- "Stop the development"; "Scrap it"
- "Make it not an option";

Protect agricultural land

- "Don't use farm land"; "Exclude farm land"
- "Keep A1-4 in Agriculture"; "No agricultural land"
- Concern over loss of "some of the best food-producing land in the province"

Preference for alternative growth areas

- "Build it somewhere else"; "Develop undeveloped land"
- "Expand the growth area... east of Exit 11"

Calls for growth management

- Support for limited growth
- Concern about infrastructure, traffic, and housing affordability
- Suggestions to keep green space buffers and avoid over-concentration

Frustration with planning process

- Criticism of lack of evidence for need
- Concern that Option 3 reflects poor long-term planning or sprawl















Question 13: Thinking about housing, what kinds of housing are needed most in Greenwich? (n=96)

Responses show a range of perspectives. While many oppose large-scale multi-unit buildings to preserve Greenwich's rural character, others advocate for diverse housing options to meet evolving community needs, especially for seniors, families, and workers. Themes to emerge include:

Reference for single-family and low-density housing

- "Single family homes," "Detached houses," "1-4 units"
- "Keep Greenwich rural"; "Exactly what we have now"
- "Maintain character of the area"; "No apartment buildings"

Support for affordable and accessible housing

- "Affordable housing is definitely needed"
- "Housing for single parents, minimum wage earners, farm workers"
- "Accessible for seniors," "Smaller square footage homes"
- "Affordable and rentable units for downsizing and aging in place"

Mixed views on higher-density and multi-unit housing

- Support: "More density," "Apartments and townhomes," "Duplexes and fourplexes"
- Conditional: "Only where services are available," "Along Highway 1," "Not mega-mansions"
- Opposition: "No new houses," "No apartment buildings," "Not a growth centre"

Emphasis on growth elsewhere

- "Direct growth to Wolfville, New Minas, Kentville"
- "Not needed in Greenwich"; "Lots of available land near towns"

Desire for community-focused development

- "Student, family, and senior housing with green space"
- "Not just housing but complete communities"
- "Neighbourhoods with sidewalks, playgrounds, trails"















Question 14: What kinds of amenities, businesses, or services are missing or needed in Greenwich? (n=98)

Responses reflect a split in the community: some feel Greenwich already has access to everything it needs via surrounding towns, while others express interest in local improvements—especially parks, crosswalks, gathering spaces, and small businesses. While many stress preserving the rural and agricultural character, others see opportunity for modest, community-focused growth.

Key themes:

Many feel nothing is missing

- "None," "Nothing missing," "We are close to any amenities that we need"
- "Greenwich does not need more businesses," "No fast food stores"

Desire for green and recreational space

- "Public parks," "Playgrounds," "Recreation centre with pool"
- "Parks & crosswalks," "A park for the kids"
- "Municipal park...like Halifax Public Gardens"

Safety and accessibility improvements

- "Crosswalks," "Bike lanes," "Sidewalks," "Better trail access"
- "Traffic lights," "Safer crossing on Hwy 358 and Deep Hollow Rd"

Community and social spaces

- "Community gathering spaces," "Social settings," "Library"
- "Coffee shop," "Restaurant," "Boutique retail"

Small-scale commercial interest

- "Drive-thru coffee shop," "Bakery," "Grocery store"
- "More agricultural businesses," "Health-oriented businesses"
- "Small businesses to support local workers"

Calls for responsible or no commercial growth

- "Controlled commercial business on Highway 1 only"
- "No shopping needed," "Preserve farm markets and artisans"
- "Focus on agriculture and farm-based economy"











