

Focus Group Results March 21, 2012

An industry Focus Group was held over two hours on March 21st and was attended by developers, builders, planning consultants, and utility companies. The purpose of the meeting was to present findings from the Land Use Bylaw Background Report, confirm the challenges identified in the report, and capture any outstanding issues or concerns over the proposed direction. An invitation was sent to just over 60 industry representatives, resulting in 28 attendees.

Using iClicker, administration asked participants a series of targeted questions following the PowerPoint presentation slides. iClicker is a response system that allows participants to anonymously provide feedback to the presenter. As survey results were displayed on the screen to the group, it became clear what issues were contentious or needed further clarification. This allowed the facilitator to target the discussion towards topics of concern following the presentation. The following are the key points raised during the facilitated discussions, as well as the results from the iClicker survey:

Key Points from Facilitated Discussion

Respondents expressed concern over the current Land Use Bylaw and felt that there needs to be greater clarity during the evaluation process. Attendees agreed that greater development certainty during the development permit review process will be beneficial, however, they cautioned to stay away from a 'check-list' approach that can sometimes require arbitrary documentation. Offering incentives during the development permit process to applicants was received well. Again attendees cautioned staff that incentives should reflect development in Airdrie, and not another municipality. The Industry enjoys Airdrie's 'open door' policy and friendly customer service, and asked that this isn't lost after the Land Use Bylaw update. Administration was advised to consult with impacted departments when developing the bylaw to ensure the implementation process of the new bylaw isn't hindered. Lastly, attendees reminded staff to keep the public well informed, and ensure they understand how zoning changes can impact their property.

iClicker Survey Results

Question 1: Do these goals generally line up with your expectations of this project?

- | | |
|-------------------|-----------------------|
| a) Yes: | 24 people (89%) |
| b) No: | 0 People (0%) |
| c) <u>Unsure:</u> | <u>3 People (11%)</u> |
| Total | 27 Responses |

Question 2: Does the work plan provide adequate opportunities for industry input?

- | | |
|---------------|----------------------|
| a) Yes: | 27 People (96%) |
| b) <u>No:</u> | <u>1 Person (4%)</u> |
| Total | 28 Responses |

Question 3: Do you agree that the structure and format of the current bylaw is not effective?

- | | |
|--------------|----------------|
| a) Agree: | 8 People (29%) |
| b) Disagree: | 7 People (25%) |

- c) Unsure/Don't Know: 13 People (46%)
Total 28 Responses

Question 4: How important is it to you that the new Bylaw is more user-friendly?

- a) Very: 20 People (71%)
 b) Somewhat: 6 People (21%)
 c) Not Very: 2 People (7%)
Total 28 Responses

Question 5: Does the current bylaw and related processes provide adequate development certainty?

- a) Very: 2 People (7%)
 b) Somewhat: 15 People (54%)
 c) Not Very: 3 People (11%)
 d) Unsure: 8 People (29%)
Total 28 Responses

Question 6: What incentives during the development permit process are you most likely to use if offered by the City?

- a) Increase in Developable Area: 9 People (32%)
 b) Increase in Density: 0 People
 c) Reduction in Parking: 2 People (7%)
 d) Reduction in Application Costs and Processing Time: 10 People (36%)
 e) N/A: 7 People (25%)
Total 28 Responses

Question 7: What improvements are you likely to consider in exchange for incentives:

- a) Incorporate LID Landscaping: 4 People (14%)
 b) Expand Housing Choice: 3 People (11%)
 c) Enhanced Public Amenity: 13 People (46%)
 d) LEED Certification: 0
 e) (N/A—not a developer): 8 People (29%)
Total 28 Responses

Question 8: How much flexibility would you prefer in varying housing types? (*i.e. single-detached, duplex, townhome*)?

- a) Restrict the majority of every neighbourhood to the same housing product: 1 (4%)
 b) Allow for housing types & lots to vary by subdivision phase: 4 (14%)
 c) Allow for housing types & lots to vary within each subdivision phase: 8 (29%)
 d) Allow for housing types & lots to vary within each block: 11 (39%)
 e) (N/A—not a developer): 4 (14%)
Total 28 Responses

Question 9: Would it be easier to develop non-residential areas if you had a better understanding of the intent of the district?

- a) Yes: 10 (37%)
 b) Somewhat: 8 (30%)
 c) No: 0
 d) (N/A—not a developer) : 9 (33%)

Total **27 Responses**

Question 10: Do the Issues identified speak to your concerns with the Current Bylaw?

- a) Absolutely: 2 (7%)
- b) Mostly: 18 (67%)
- c) Somewhat: 6 (22%)
- d) No: 1 (4%)

Total **27 Responses**

Question 11: Does the proposed outline address the issues you would like to see addressed?

- a) Yes: 13 (46%)
- b) Somewhat: 15 (54%)
- c) No: 0

Total **28 Responses**