

# BEARSPAW

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PROJECT

Open House | April 26, 2017  
**What We Heard Report**

# Introduction

This report summarizes key details regarding Highfield Land Management's public open house for its Bearspaw Project, held on April 26, 2017, at the Lynx Ridge Golf Club.

The objective of the open house was to introduce the Project and project team representatives, explain the land use concept plan and community vision, and collect and respond to initial questions, concerns and feedback from attendees. This event was Highfield Land Management's first outreach activity in the community and was designed to provide a general overview of proposed plans for the Project.



# Open House

 **107**  
ATTENDEES

 **7**  
COMMENT FORMS COMPLETED

 **76**  
ENGAGEMENT HUB COMMENTS

 **65**  
NEWSLETTER SUBSCRIBERS

 **5**  
PHONE - PROJECT INQUIRIES

 **8**  
EMAIL - PROJECT INQUIRIES

# Community Outreach & Engagement

## SMALL FORMAT MEETINGS

Members of the project team met with key leaders in the surrounding communities of the proposed project area prior to the open house, to inform them of the event and determine the best methods to advertise it.

## OPEN HOUSE MAIL DROP

A post card invitation was distributed to about 9,400 landowners that reside in close proximity to the proposed project area.

## STAKEHOLDER FLYER & OPEN HOUSE INVITATION

A four-page information flyer was distributed to about 385 stakeholders that are located in communities directly adjacent to the proposed project area.

## ADVERTISEMENTS

A half page advertisement inviting readers to the open house was published in the Rocky View Weekly for the weeks of April 10 and 17.

## TUSCANY SUN NEWSLETTER

The President of the Tuscany Community Association included a reference to the open house in the monthly President's Message.

## COMMUNITY CIRCULATION

Key representatives in the community circulated the e-advertisement to their personal networks including local landowners, condo boards and social media groups.



# Feedback Summary

Open house attendees were invited to provide feedback on the Bearspaw Project in three ways: through face-to-face dialogue, on comment forms and through the interactive Engagement Hub. The most frequent topics brought forward by stakeholders are explained in more detail below.

## RESIDENTIAL DENSITY

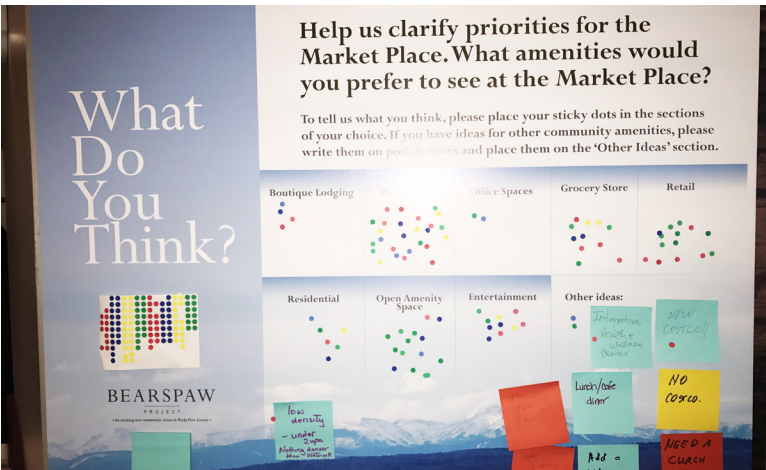
HLM shared the preliminary land use concept at the open house and committed to showing more information about residential density at the upcoming open house. The most frequent topic mentioned at the open house was residential density. Many attendees were curious about final plans for density and wanted to know how that would shape the aesthetics of the community. Residents that border the proposed project site expressed interest in exploring low density housing and appropriate open space buffers between their land and the proposed site. The project team has committed to reviewing stakeholder feedback and to share more information about the design as it progresses.

## WALKABILITY

Many stakeholders stressed the importance of ensuring safe walking/cycling connections between communities and existing and proposed amenities, and appreciate that open spaces and pathways are already integrated into project planning.

## NO CHAIN STORES AT THE MARKET PLACE

A general theme among attendees was that the proposed Market Place should include unique businesses and restaurants. Many stakeholders sited chain stores as a concern because they had the potential to draw highway traffic into the neighbourhood and could also take away from the character of the existing community.



As part of the open house, stakeholders were asked what amenities they would prefer at the proposed Market Place. The results of which are shown below:

Boutique Lodging	4
Restaurants	27
Office Spaces	2
Grocery Store	11
Retail	14
Residential	7
Open Amenity Space	17
Entertainment	11

Other ideas suggested for the Market Place included: spa, Costco, kid's play area, church, café/bakery, and a health and wellness/sports facility.

# Feedback Summary Continued

## PROTECT VIEWS

Several comments regarding the height of medium density housing were recorded at the open house. Many feel that the views of the Rocky Mountains are an important aspect of the area and would be disappointed to have such views blocked by new buildings.

## SENIOR HOUSING AND AFFORDABLE VILLAS AND BUNGALOWS

Many attendees mentioned the need for both seniors housing and affordable villas or bungalows in the area. Some stated that the existing communities were too expensive for the average person and didn't support the needs of an aging demographic.

## WHAT DO YOU THINK?

Lastly, attendees were asked to provide input regarding a potential name for the proposed Bearspaw Project. As part of this question, the audience was asked what aspects of the Bearspaw community they valued most and that their responses may provide inspiration for the final name for the community. The results of this poll are listed below:

Landscape	Wildlife	Rural Community	Rocky Mountains	History in Alberta
7	5	5	7	1

# Next Steps

The HLM project team is working hard on developing a concept plan for the site. Once a draft has been finalized, we plan on hosting a second open house at the Lynx Ridge Golf Club in early June. The purpose of this open house is to share more detail about the proposed development, including residential density and traffic management measures, and to show how we have incorporated your feedback into the plan. More detail about the event will be circulated in May.

For more information and to stay up-to-date with the Project and the process, please visit:

 [www.highfieldbearspaw.com](http://www.highfieldbearspaw.com)