

BEARSPAW

PROJECT

Open House # 2 | June 7, 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 June 7, 2017, at the Lynx Ridge Golf Club.

The objective of the open house was to re-introduce the Project and Project team representatives to the community, share the proposed Conceptual Scheme, and collect and respond to questions, concerns and feedback from attendees, and show how stakeholder input from the first open house has been included in the updated Conceptual Scheme.



Open House

ABOUT
75
ATTENDEES

15
COMMENT FORMS COMPLETED

16
ENGAGEMENT HUB COMMENTS

161 (TO DATE)
NEWSLETTER SUBSCRIBERS

1 (SINCE THE OH)
PHONE - PROJECT INQUIRIES

5 (SINCE THE OH)
EMAIL - PROJECT INQUIRIES

Community Outreach & Engagement

OPEN HOUSE MAIL DROP

A post card invitation was distributed to about 9,800 landowners that reside in close proximity 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 May 22 and 29, and June 5, 2017.

TUSCANY SUN NEWSLETTER

A half page and full page ad was posted in each Tuscany newsletter for the month of June.

COMMUNITY CIRCULATION

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

WEB UPDATE

The open house was advertised on the Project website.

E-BLAST

An email invitation was sent to all those who had subscribed to the distribution list through the project website, or opted-in at the first open house.

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.

OVERVIEW

In general, there was a broad sense of curiosity about the proposed Conceptual Scheme for the Bearspaw Project, specifically related to the:

- Timeline
- Size and number of single-family residential lots
- Cost to purchase a home and desire for affordability
- Look and feel of the Market Place as well as potential businesses/services

Overall, many attendees were supportive of the new community with the assurance that the design would be reflective of the existing character of the surrounding Bearspaw community and would provide opportunities for a variety of housing options. Of the 70+ attendees, 13 feedback forms that were submitted raised concerns or made suggestions about the Project.

MARKETPLACE

What We Heard: While the Project team received several general comments and questions about the Market Place, some attendees expressed concerns regarding the potential impact of it on the existing character of Bearspaw. Some also felt that because there are amenities in neighbouring communities, the Market Place is not necessary.

Our Response: The Project team recognizes the significance of maintaining the existing character of Bearspaw in the proposed development, therefore the design of the Market Place will respect the topography and embrace views of the Rocky Mountains. Generally, there is a preference for unique businesses that will offer alternatives to neighbouring communities. Based on our market research there appears to be suitable demand for a market place at this location. In the end, the Market Place will be designed for Bearspaw, built for Bearspaw and supported by Bearspaw.



As part of the open house, stakeholders were asked they lived in relation to the Project. The results of which are shown above.

RESIDENTIAL DENSITY

What We Heard: Some attendees stated that they expected the proposed density in the single-family residential area to be lower than 2.8 Units per Acre (UPA). While some felt the UPA was suitable for the area, some said that it was not reflective of existing Bearspaw communities.

Our Response: The proposed design is primarily made up of low density, single-family accommodations with some opportunity for more robust density around the stormwater pond and wetland. The overall Project density will be less than typical urban standards but provides full services that minimize negative impact to water wells and stormwater drainage. The unique architectural design of our proposed neighbourhoods will suit the landscape and neighbouring communities.

Feedback Summary Continued

TRAFFIC INCREASES AND CONNECTIONS TO BEARSPAW ROAD AND BEARSPAW VILLAGE ROAD

What We Heard: Some attendees noted that they were concerned about proposed connections onto Bearspaw Road and Bearspaw Village Road because it could potentially draw increased traffic into areas that typically see low volumes of activity.

Our Response: The increased connectivity will help existing residents, and those of the Bearspaw Project reach their destinations more conveniently. It will also provide alternative access, including emergency access, to residents of south Bearspaw. We will consider appropriate speeds and calming measures as Project planning progresses to ensure the safety of the existing and proposed community. In addition, we are committed to building appropriate buffers between our existing neighbours and the proposed development, where feasible, to address potential noise caused by traffic. All plans for the transportation network will continue to be carefully studied and engineered to achieve the most effective and efficient routes possible.

PROPOSED HOTEL IN MARKET PLACE

What We Heard: The Project team heard some attendees express concern over having a hotel in the proposed Market Place because they felt it was unnecessary.

Our Response: We are still in the preliminary stages of Market Place design and have not finalized the type and number of tenants yet. We recognize such perspectives and strive to ensure that if we do move forward with the development of a hotel, it will be designed in keeping with the character of Bearspaw. Furthermore, the scale of the proposed hotel will suit the proposed density and will be built to respect natural topography.

Next Steps

We are carefully considering public input on the Bearspaw Project as we finalize our Conceptual Scheme and prepare our Land Use Amendment application for submission to Rocky View County. If you have any questions, suggestions or concerns regarding the Bearspaw Project, you can submit your information through the Project website or reach out directly to our Community Engagement Representative, Bridget Honch.

COMMUNITY ENGAGEMENT REPRESENTATIVE

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FOR MORE INFORMATION AND TO STAY UP-TO-DATE WITH THE PROJECT AND THE PROCESS, PLEASE VISIT:

www.highfieldbearspaw.com