KEY RANCH NEIGHBOURHOOD STRUCTURE PLAN WHAT WE HEARD REPORT

January 4, 2022

REID FAMILY

LAMONT
RESPECTING LAND & PEOPLE

URBAN SYSTEMS

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CONTENTS

1.0 PROJECT BACKGROUND II

2.0 ENGAGEMENT APPROACH II

2.1 OUTREACH METHODS: II

MAIL-OUTS II

NEWSPAPER ADVERTISEMENT II

PROJECT WEBSITE III

ONSITE SIGNAGE III

3.0 OVERALL FINDINGS 4

3.1 VIRTUAL OPEN HOUSE 4

3.2 SURVEY 4

3.3 PROJECT SPECIFIC EMAIL 4

3.4 PROJECT WEBSITE 4

3.5 SOCIAL MEDIA SCANS 5

4.0 SUMMARY 5

SURVEY 6

VIRTUAL OPEN HOUSE PRESENTATION 7

APPENDICES

APPENDIX A: OUTREACH METHODS

APPENDIX B: ENGAGEMENT MATERIAL

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1.0 PROJECT BACKGROUND

The Key Ranch Neighbourhood Structure Plan lands are located on the west edge of the City of Airdrie, within the West Hills Community Area Structure Plan (CASP). These lands are located adjacent to and west of 24th Street. Key Ranch is a logical extension of development from the neighbourhoods of Bayview and Sagewood to the west, and Wildflower to the north.

The lands subject to this Neighbourhood Structure Plan (NSP) are designated as General Agriculture District (AG) in the City of Airdrie Land Use Bylaw B-01/2016. They are currently used for agricultural and grazing purposes, a private residence and a propane service business.

The proposed neighbourhood will include single-family housing and a mix of other housing types to achieve a density of 8 units per gross developable acre. The neighbourhood will be highly influenced by the natural topography of the land. School sites, open spaces, and pathways will interwoven into this unique community.

2.0 ENGAGEMENT APPROACH

To generate broad awareness about and interest in the project, our engagement approach aimed to exceed the requirements laid out by the City of Airdrie. Stakeholders were offered three opportunities to participate throughout the engagement period including a virtual open house, a project-specific e-mail, and a survey.

2.1 OUTREACH METHODS:

The three engagement opportunities were promoted through a variety of outreach methods.

MAIL-OUTS

The project team developed mail-outs (attached in Appendix A), which were distributed to nearby stakeholders to provide brief project information, invite them to attend the virtual open house and participate in the survey. All mail-outs were distributed two (2) weeks in advance of the virtual open house.

In total thirty-six (36) mail-outs were distributed.

- Twenty-five (25) were distributed within the City limits to those properties that were within one hundred (100) meters of the project site.
- Eleven (11) were distributed to landowners, mineral rights holders, utility cellular communications tower owners within one-quarter (¼) mile of the NSP land.

NEWSPAPER ADVERTISEMENTS

Newspaper advertisements in the Airdrie City View were published for three consecutive weeks (October 12th, 19th and 26th, 2021), which exceeds the City of Airdrie advertising requirements. The advertisements provided the public with information about the project, directions to register for the virtual open house via a QR code or by visiting the project website. The advertisement that was used can be found in Appendix A.

PROJECT WEBSITE

Our team created and updated a project website for stakeholders to view information about the project and understand or access the engagement opportunities that were available. The project website has been live since Oct 20, 2021, with frequent updates.

The project website contains information such as the draft Key Ranch Neighborhood Structure Plan, Concept Plan, the Open Space Concept, project location, background, history of the land, and key information on timing of next steps. The website also housed three (3) interactive engagement opportunities for stakeholders. Participants had the opportunity to register for the virtual open house, send a project specific email to the project team, and fill out the survey. The website hyperlink is www.keyranch.ca .

ONSITE SIGNAGE

Signage was used for four weeks throughout the engagement period. As a result of a placement error from the signage company, a first sign was mistakenly placed south of Yankee Valley Blvd, along 24th SW. The sign was placed on this location for two weeks and directed interested stakeholders to register for the virtual open house.

We were informed that the sign was in the wrong location resulting in a second sign being placed on the correct location for two weeks following the event. The second sign advertised the project information and invited stakeholders to participate in the ongoing survey, which was extended to reflect the project's commitment to informing and reaching out to stakeholders.

3.0 OVERALL FINDINGS

3.1 VIRTUAL OPEN HOUSE

On November 2nd, 2021, the virtual open house event was held on Zoom, from 7 – 8 pm. There was a total of eleven (11) participants in the event, including Mayor Peter Brown, Councillor Heather Spearman, members of the Reid Family, and staff members from the City of Airdrie. The event featured a presentation led by Urban Systems and Lamont Land, with a question period at the end. The slideshow used in the event is posted on the Project website for participants to review following the event, and the slides can be found in Appendix B.

During the question period, participants raised questions about the project phasing, grading and use of stormwater for irrigation purposes. Questions were answered by members of the project team and Lamont Land.

3.2 SURVEY

A survey, which was designed to understand the perspectives of stakeholders was hosted on Montentive. Links to the survey were accessible through the project website, a QR code used in the virtual open house, and a link that was shared in the virtual open house chat. The survey was open from November 2nd - 23th, 2021. The survey was open for three (3) weeks, instead of the anticipated two (2) weeks to encourage stakeholder engagement.

The survey contained a total of eight (8) questions, some were open ended, while others were multiple choice. The survey questions can be reviewed in Appendix B. Despite numerous advertising channels, there were no participants in the survey.

3.3 PROJECT SPECIFIC EMAIL

One participant reached out to the project team using the project specific email (this email was also sent to the City of Airdrie administration). The stakeholder advised that the sign for the open house was not placed on-site. The project team replied to the stakeholder, as did the City of Airdrie to share ongoing engagement opportunities that were available. Neither the City of Airdrie, nor the project team received a reply from the stakeholder. As noted above, this email sparked a realization that the sign had been placed on the wrong location by the signage company, and the sign was promptly moved on-site. In an effort to maintain clear communication with the public, access to the survey was extended following this correction.

3.4 PROJECT WEBSITE

The project website was designed as a one-stop information hub for participants to review information about the project throughout the engagement period. On the website, stakeholders were able to view important project materials and participate in the engagement opportunities. Stakeholders were able to register for the virtual open house, participate in the survey and send an email to the project team.

The website launched October 20th, 2021 and over the course of the engagement period, received a total of 141 views as of Nov 24th, 2021. Most stakeholders looked up the website directly, while a few were re-directed after visiting the City of Airdrie Planning and Development website.

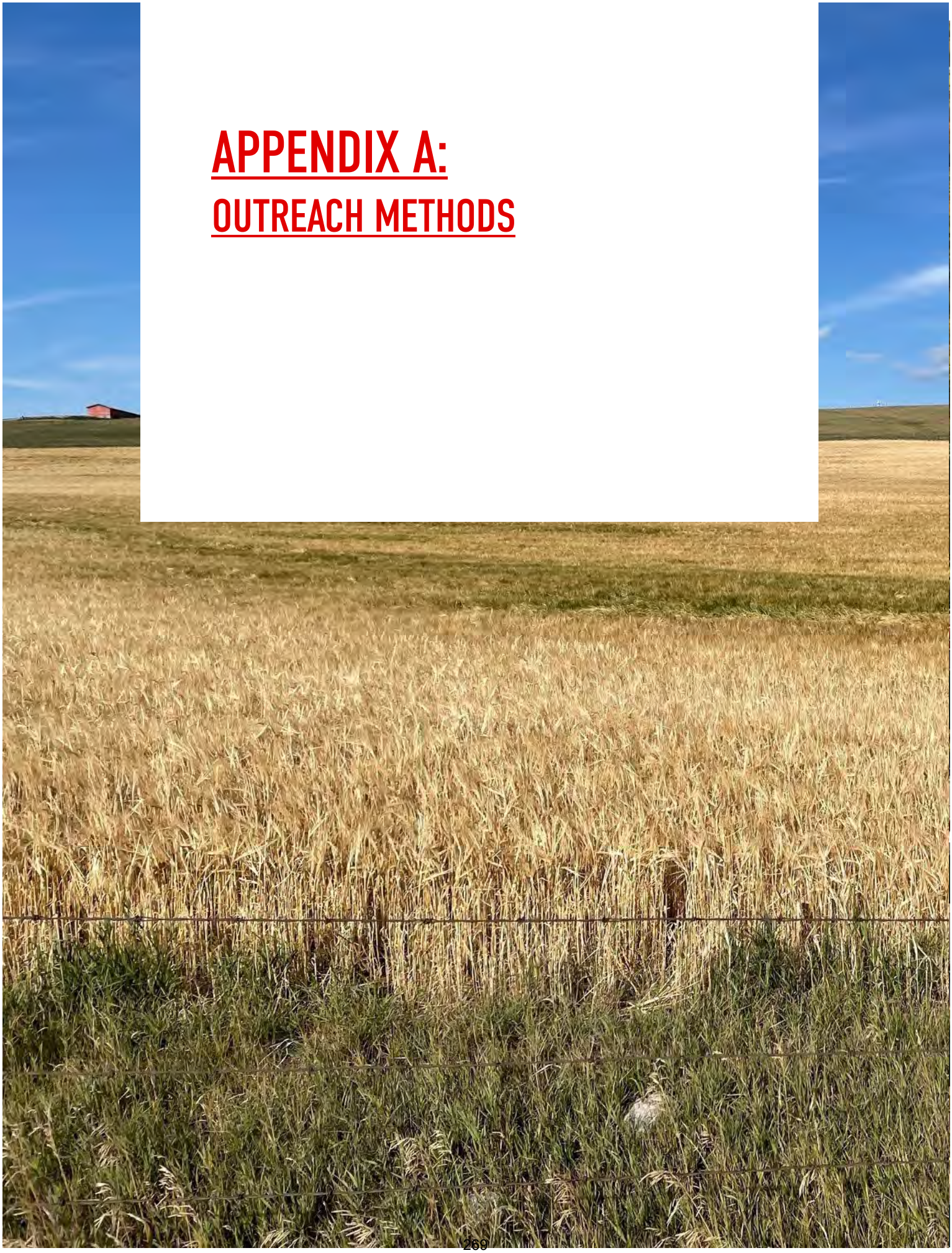
3.5 SOCIAL MEDIA SCANS

Due to low public interest in this project during the engagement period, our team conducted two social media scans to understand if there was community interest about the project elsewhere. After scanning hashtags, forums and community boards on Facebook, Instagram, Twitter, and LinkedIn we did not find any mentions of the project or its proposed changes. The assessments were completed on November 10th and 22nd, 2021.

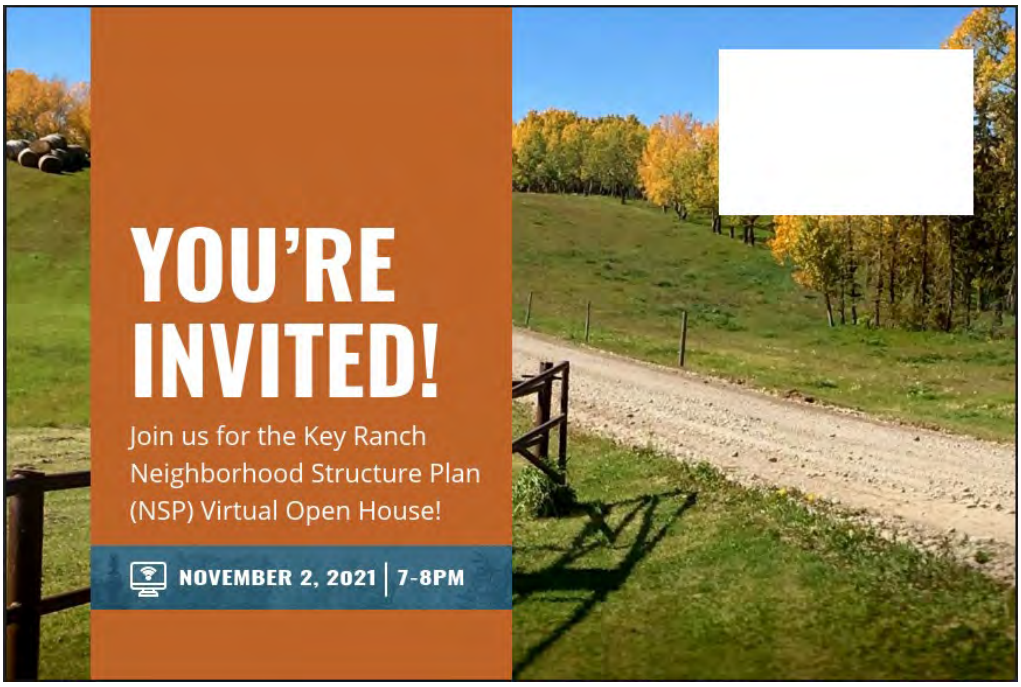
4.0 SUMMARY

Despite of the numerous engagement tactics applied and made available, there was low public engagement or interest, which is likely due to the location and nature of the plan. The engagement methods met and exceeded the City's required public engagement processes and our team is confident that efforts above and beyond the City of Airdrie requirements were undertaken to ensure stakeholders had opportunities to participate in the project had they been interested.

APPENDIX A:
OUTREACH METHODS



Mail-out invitations



Front side of the mail-out, including blanks space for the address and postage.

Back side of mail-out.

Advertisement in local newspaper

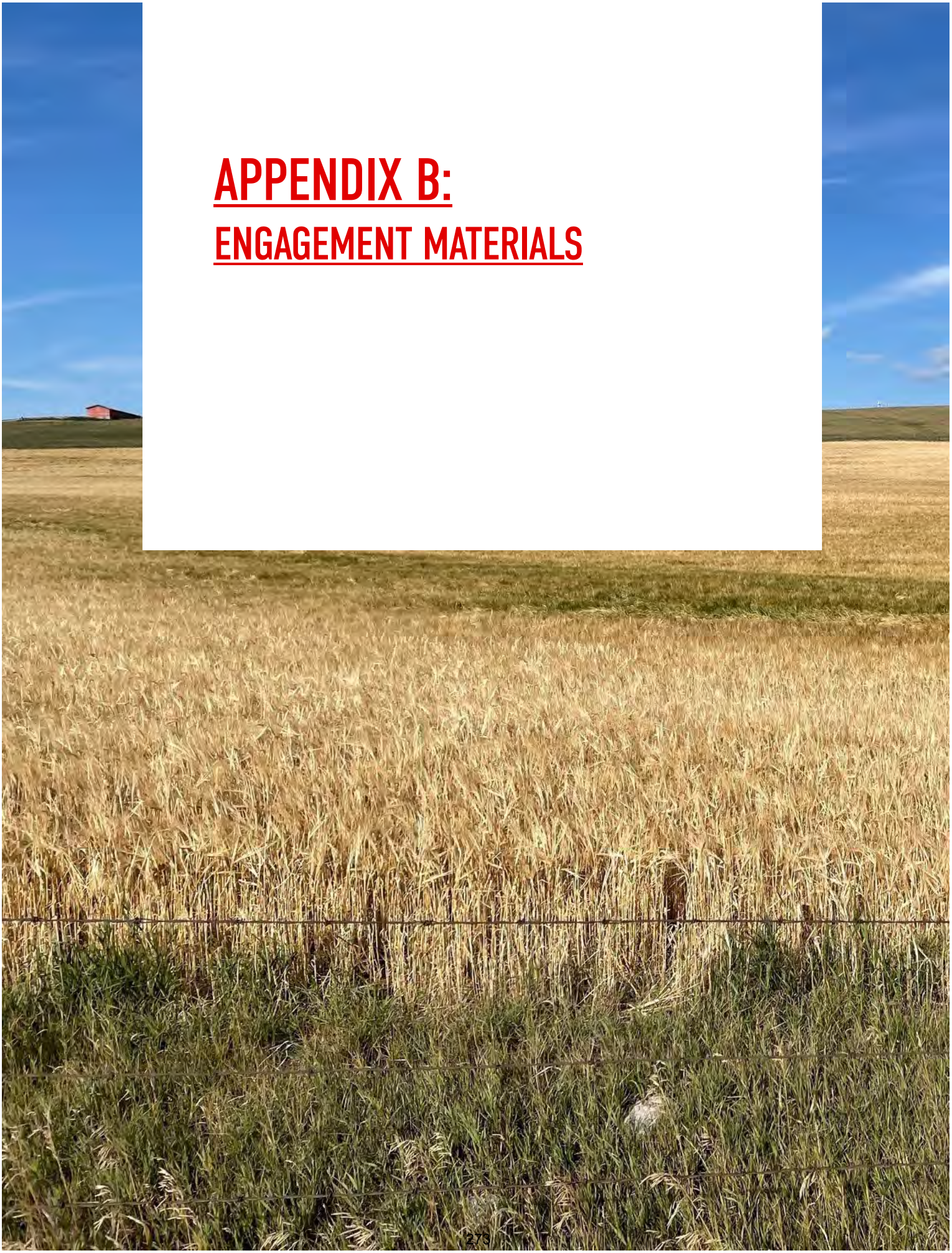
This advertisement was published in the Airdrie City View weekly on October 12, 19 and 26th, 2021.

On-site signage

Sign 1) This sign was placed south of Yankee Valley Blvd for two (2) weeks.

Sign 2) This sign was placed on-site for two (2) weeks.

APPENDIX B:
ENGAGEMENT MATERIALS

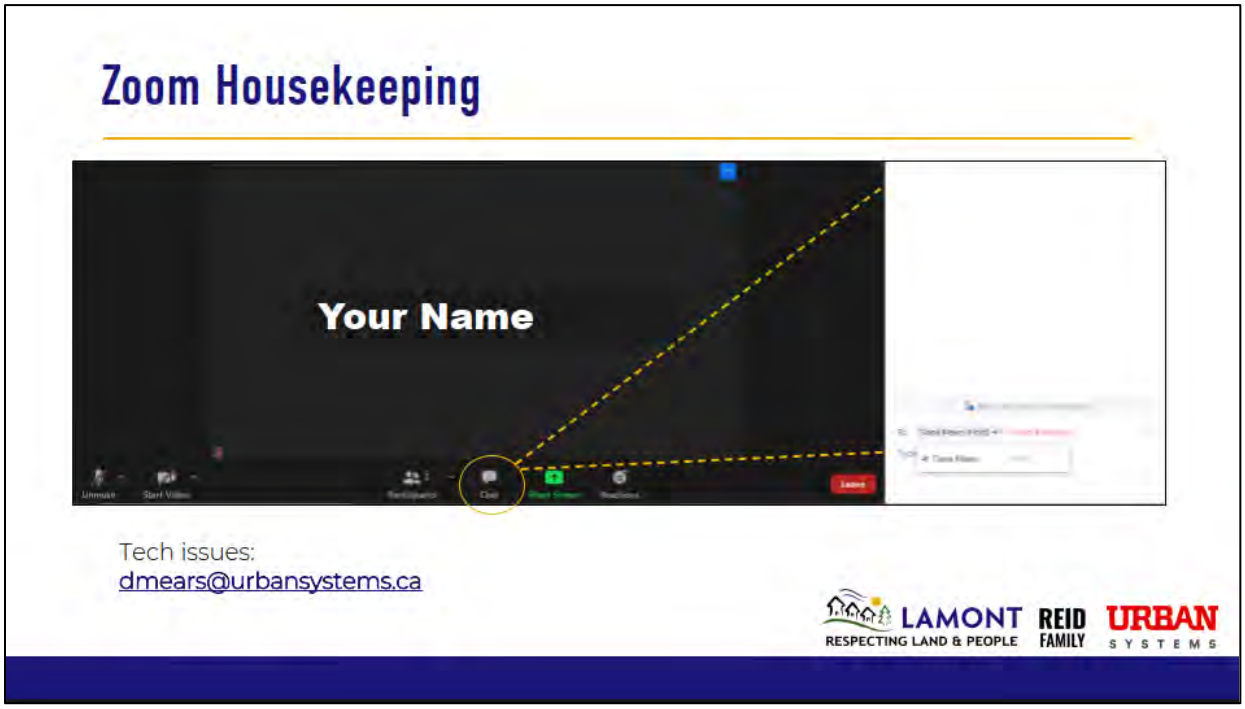


Survey

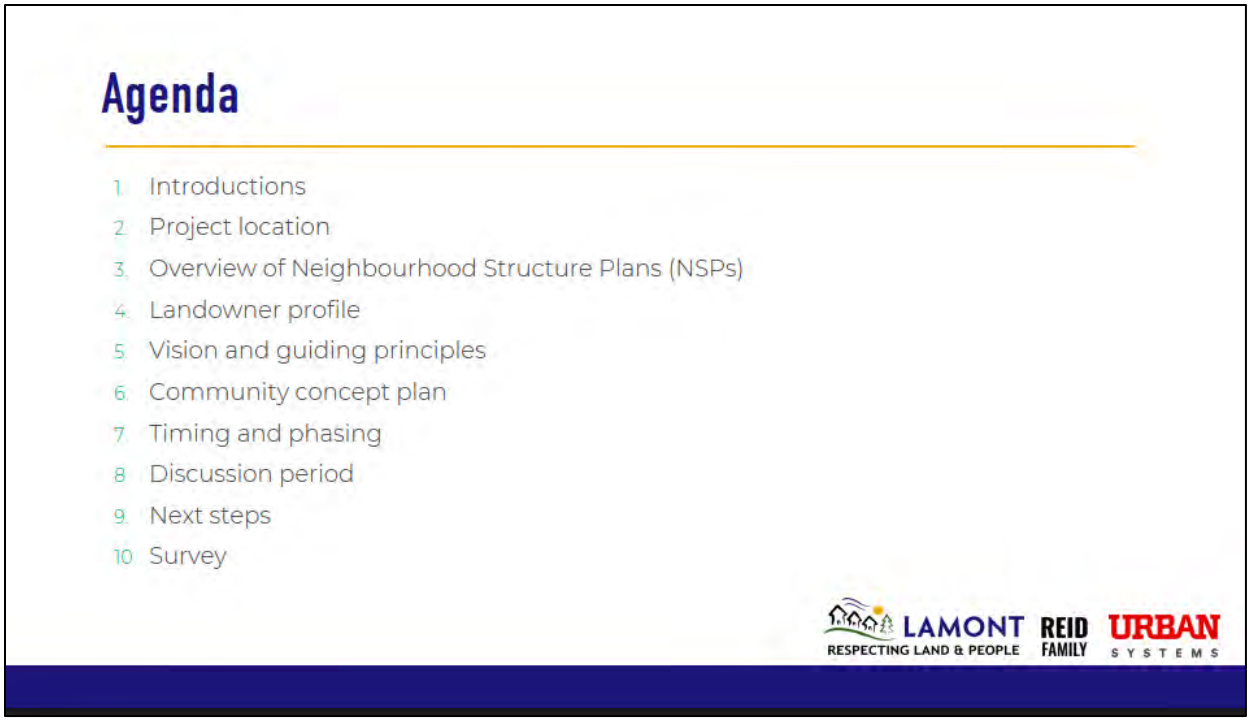
1. We want to know more about you! Where do you live?
2. Please review to the vision and guiding principles of the NSP located below before answering this question. What about the vision and guiding principles of the neighborhood resonates with you? Please explain your response.
3. Please review the proposed concept plan below before answering this question - Do you feel that the proposed plan aligns with the vision and guiding principles? Please explain your response.
4. The steep topography of the site makes Key Ranch a unique neighborhood for Airdrie. We will enhance the existing slope and work with the topography as best as we can to provide access, views, and recreational opportunities throughout the community. Do you support this approach?
5. Servicing and transportation infrastructure will be designed to maximize efficiency, longevity, and support a robust multi-modal transportation network. Do you support this approach?
6. The placement of the school in the site has been carefully considered to align with current policies, to ensure it is well connected to the community and provides an open space amenity to the neighborhood. Do you support this approach?
7. The overall density of the neighborhood will be 8 units per acre (upa), with higher density land uses concentrated along the 24th street corridor and key community nodes. Do you support this approach?
8. Please share with us any specific questions, comments and/or concerns you have about Key Ranch NSP.

Virtual open house presentation

Slide 1: Welcome slide

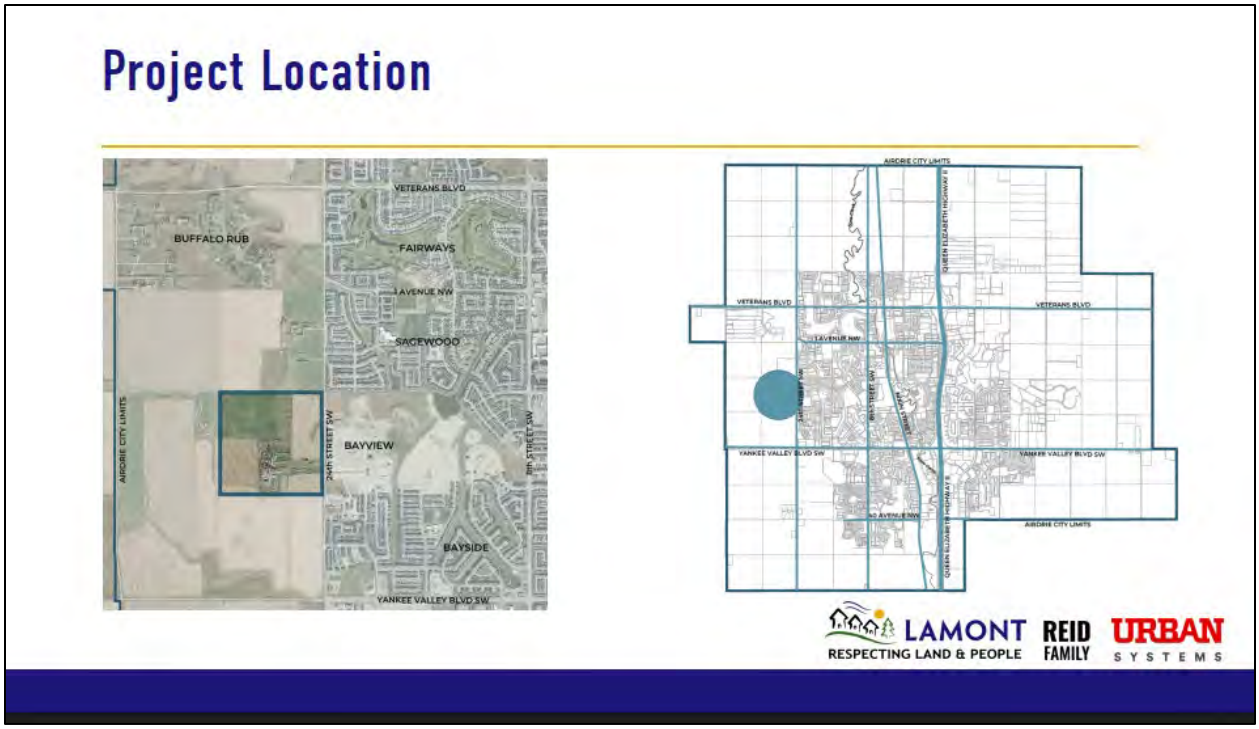


Slide 2: Zoom housekeeping



Slide 3: Agenda

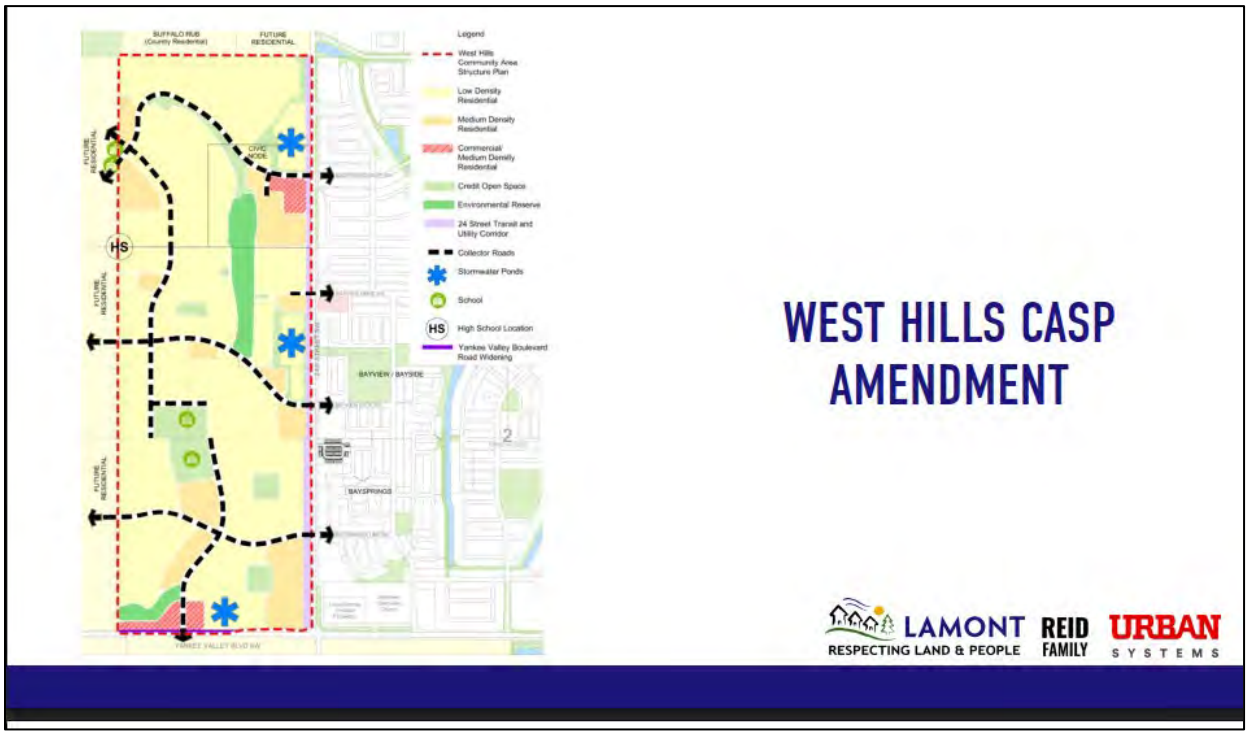
Slide 4: Introductions to the project team



Slide 5: Project location

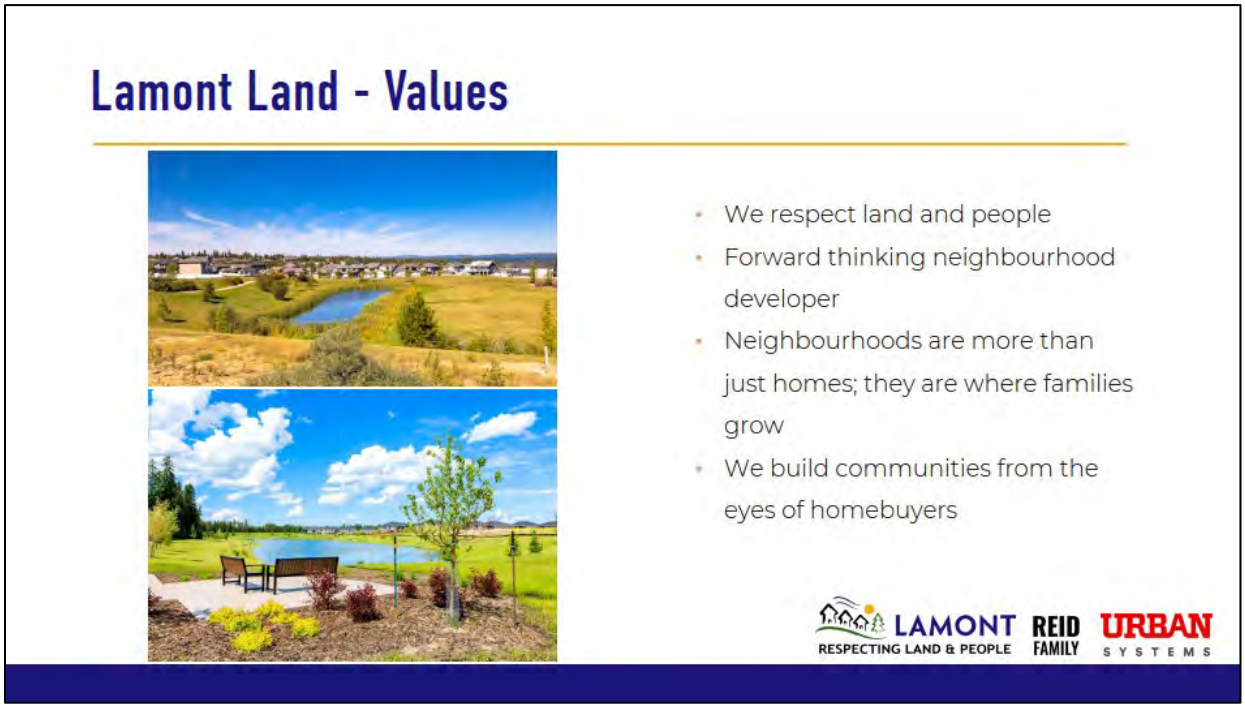
Slide 6: Neighbourhood Structure Plan (NSP)

Slide 7: Neighborhood Structure Plans in the bigger picture



Slide 8: West Hills CASP amendment

Slide 9: Lamont Land – experience



Slide 10: Lamont Land - values

Vision of Key Ranch NSP

"Located on lands rising steeply west of Airdrie, Key Ranch will elevate the concept of community"

Guiding Principles of Key Ranch NSP

1. Ensuring that development is guided by the natural landform and topography.
2. Fostering a neighbourhood identity that prioritizes a sense of belonging and neighbourliness.
3. Contributing to the sustainable growth and development of the City of Airdrie.

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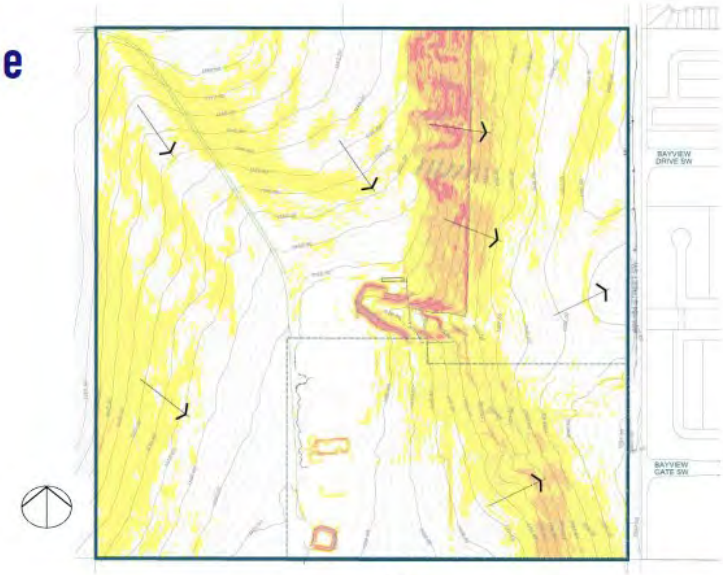
Slide 11: Vision and guiding principles

Integration with the Slope

Legend
- NSP Boundary
- 0-7 % Slope
- 7-15 % Slope
- 15-22 % Slope
- 22% + Slope
- Slope Direction



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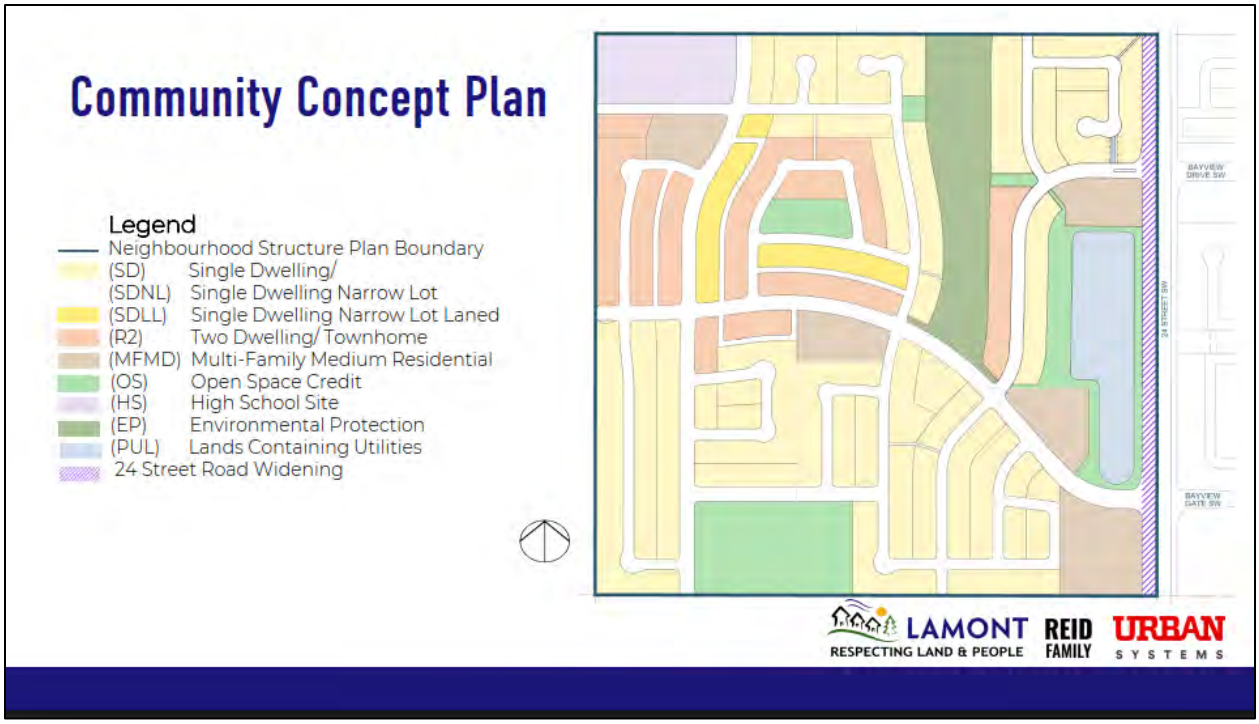
Slide 12: Integration with the slope

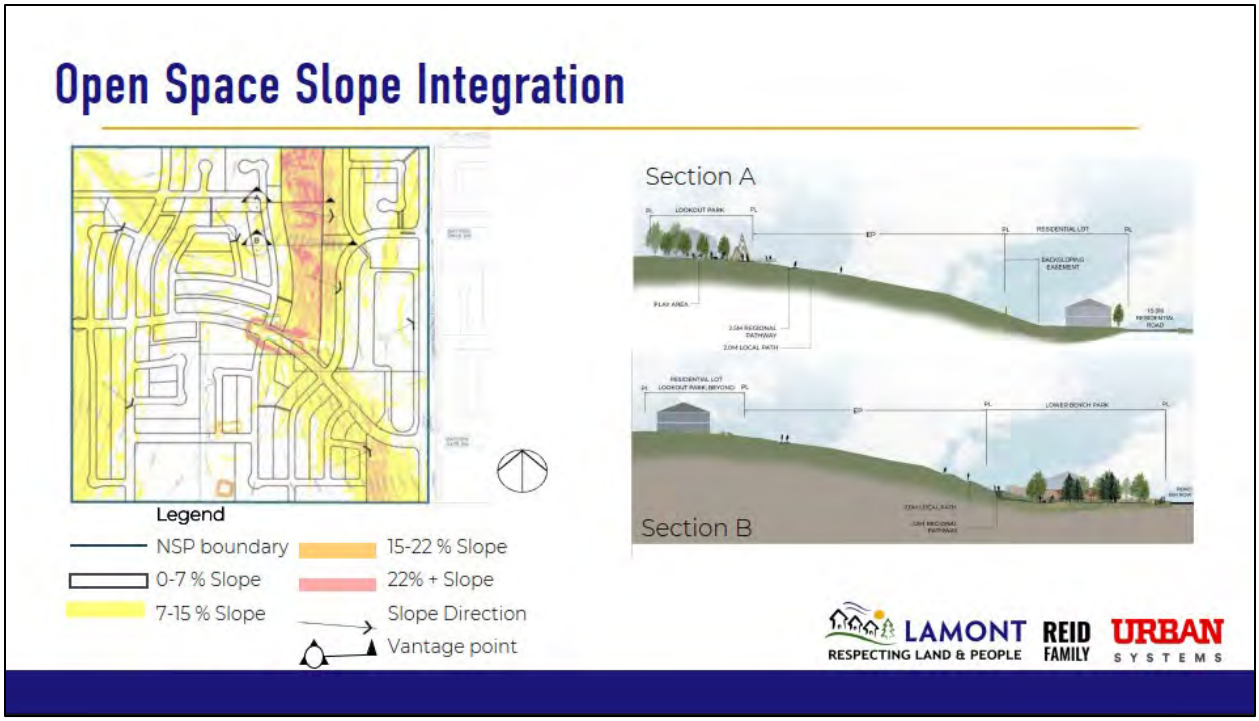


Slide 13: Community concept plan

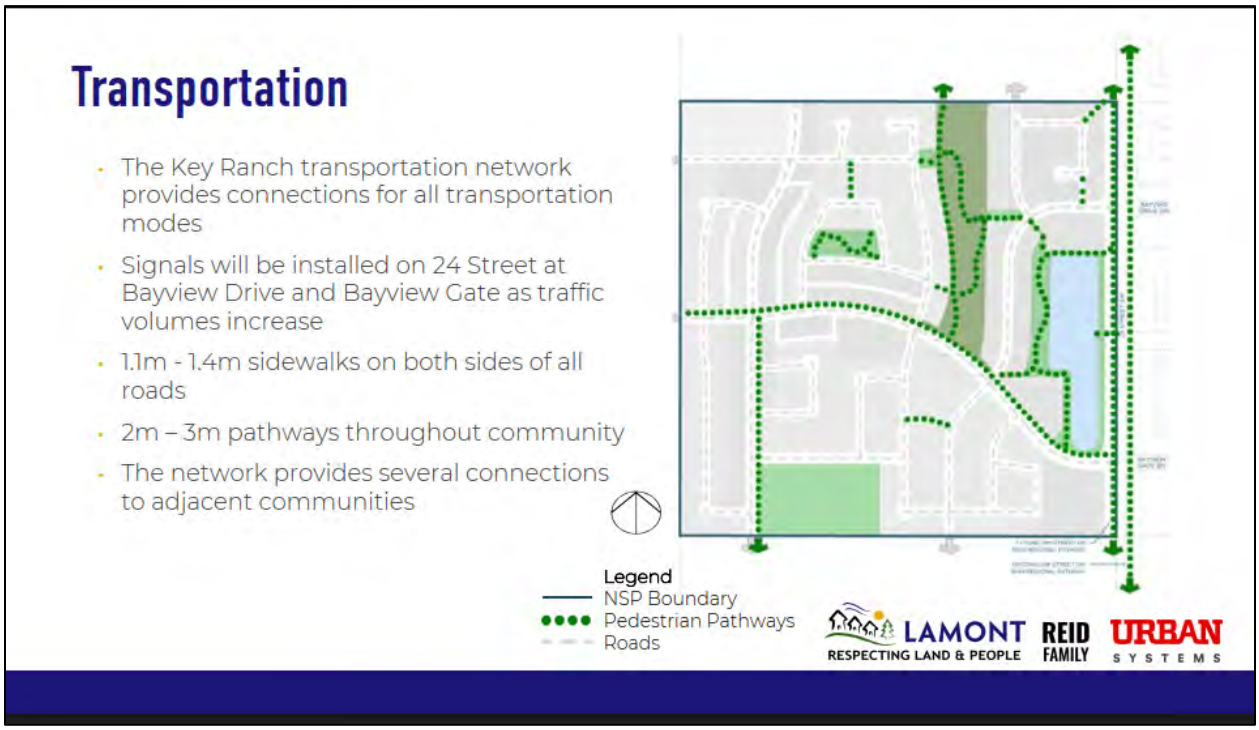
Slide 14: Open spaces, parks and schools part 1

Slide 15: Open spaces, parks and schools part 2

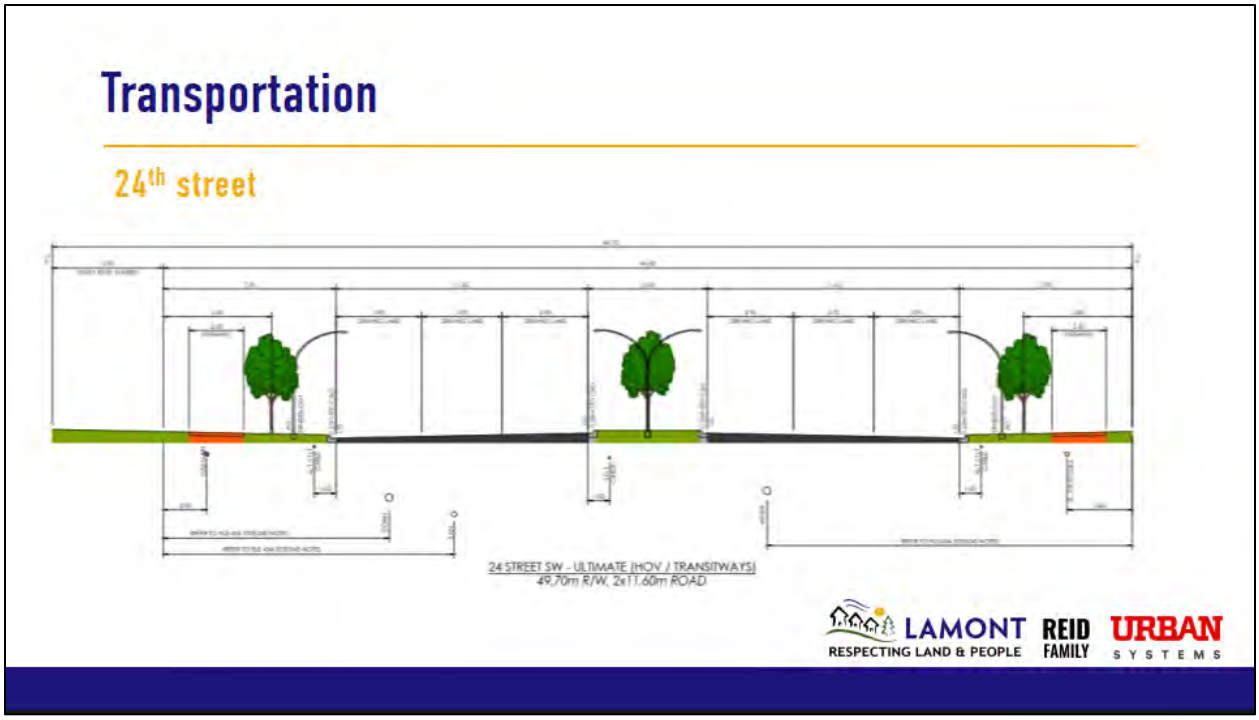
Slide 16: Open spaces, parks and schools part 3



Slide 17: Open space slope integration

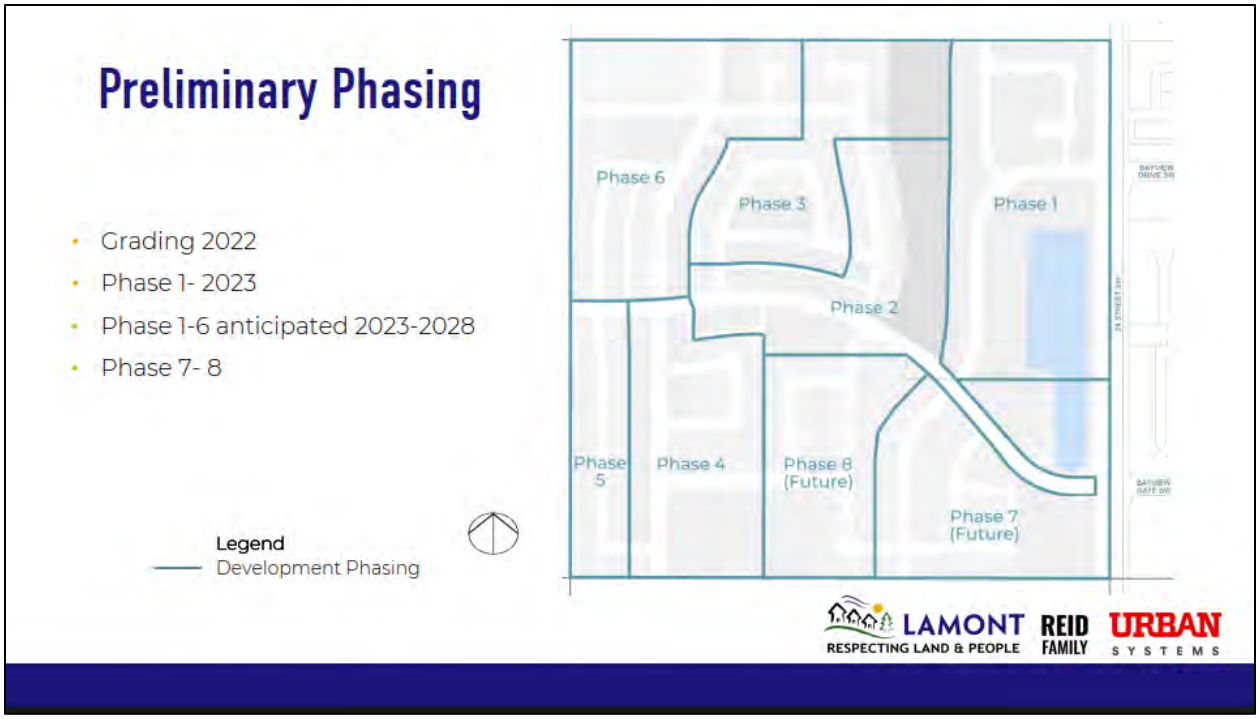


Slide 18: Transportation part 1

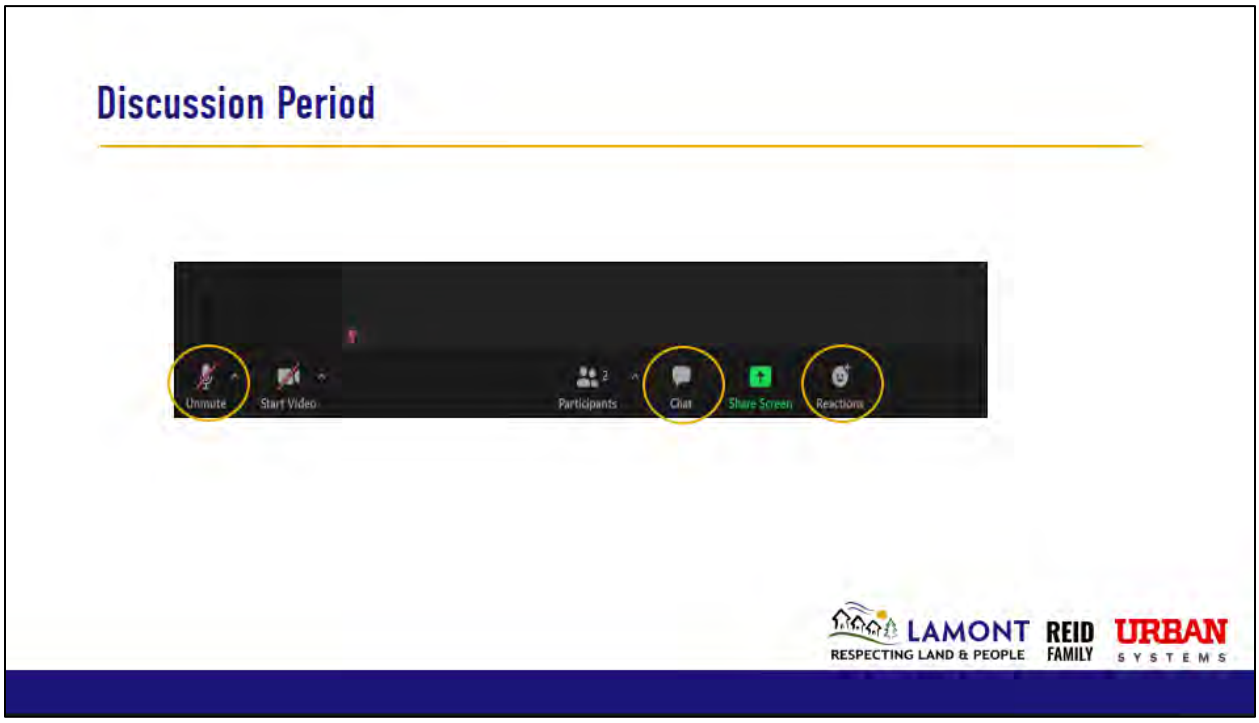


Slide 19: Transportation part 2

Slide 20: Servicing



Slide 21: Preliminary phasing



Slide 22: Discussion period

Next Steps

- Updates to our website (www.keyranch.ca) to reflect themes identified from engagement activities
- Collaborate with city administration to finalize Key Ranch NSP
- Municipal Planning Commission
- Airdrie City Council – First Reading and Public Hearing
- Airdrie City Council Second Reading and Third Reading
- Land Use Redesignation application approvals to follow

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Slide 23: Next steps

Thank you for joining us today!

Please take a moment to complete our survey

Scan me!

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Slide 23: Next steps (final slide)