

Applicant Outreach Summary

March 2, 2022

SAGE HILL CROSSING COMMUNITY ENGAGEMENT SUMMARY



OWNERS & APPLICANT



PREPARED BY



ENGAGEMENT PROCESS

PROCESS AT A GLANCE

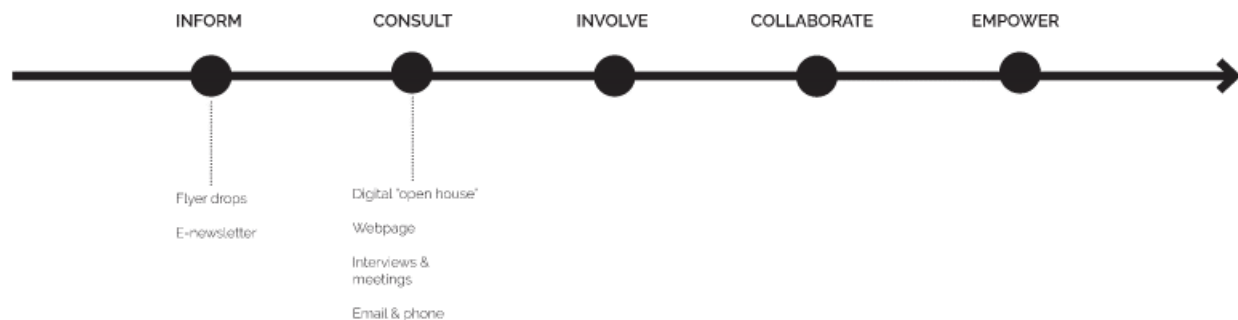


ENGAGEMENT STRATEGY

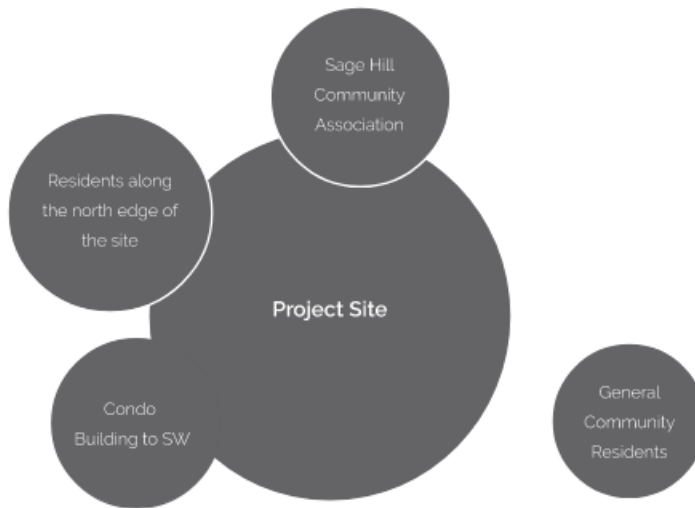
The engagement process, framed by the above 3 principles of inclusion, transparency, and responsiveness will be built around the following two broad strategies:

1. Multiple modes of engagement, synchronous and asynchronous
2. Ensure that communications are simple, and clearly layout expectations for involved parties.

IAP2 SPECTRUM



STAKEHOLDER MAP



The above diagram conceptual maps stakeholders with a greater stake in the project closer to the project site. Therefore, our key stakeholders are:

- Residents along the north edge of the site
- Sage Hill Community Association (GCA)

These key stakeholder groups will, generally speaking, be subjected to the highest level of engagement intensity.

ENGAGEMENT PROCESS: TACTICAL OUTLINE

HIGH INTENSITY ZONE	MEDIUM INTENSITY ZONE	REST OF COMMUNITY
<ul style="list-style-type: none"> • One pagers • Informal in-person or virtual meetings • Digital open houses • Webpage • Community newsletter 	<ul style="list-style-type: none"> • One pagers • Community newsletter • Digital open houses • Webpage 	<ul style="list-style-type: none"> • Community Newsletter • Digital open houses • Webpage

30 SAGE HILL RD NW

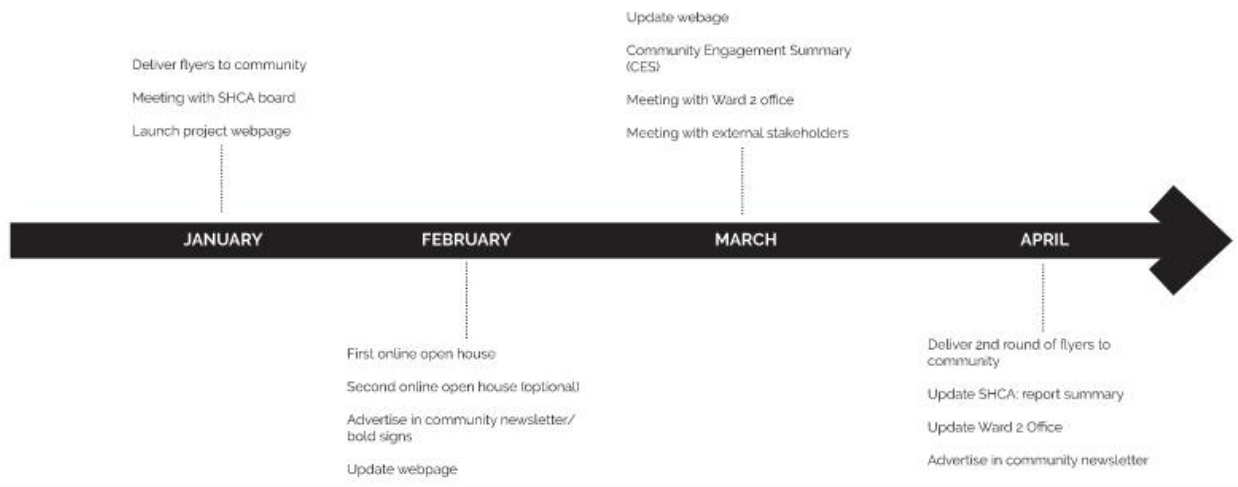


Shape denotes the subject site
Shape denotes high intensity engagement area

Map of Project Site and Surrounding Community

Note: Engagement intensity was primarily premised on proximity, and therefore, potential resultant development impact, to subject site.

ENGAGEMENT TIMELINE



ENGAGEMENT METHODOLOGY OVERVIEW

Primary aim of this process was "consultation" (i.e. "we want to hear from you and promise to listen to you") on the IAP2 spectrum. Therefore, the following methods framed it as such. Feedback collected from these engagements was taken into consideration with respect to the evolution of site design.

- The website will function as the primary information hub
- E-newsletters will be in the official Sage Hill Community newsletters
- Flyers
- Informal in-person interviews and virtual meetings
- Digital open houses and pop-up booths
- Email

Web Page

www.hivedevelopments.ca/sagehillcrossing

This was the prime repository of information regarding the development. It was also the primary virtual space for asynchronous feedback, where questions and comments could be submitted via a web form.

In-person Interview and Flyers

"Interviewing is defined simply as a conversation with a purpose. Specifically, the purpose is to gather information". The unstructured interview is hypothesized to have originated from the ethnographic tradition of questioning in anthropology (DiCicco-Bloom & Crabtree, 2006). These will occur through the process of door-knocking, which will also provide an opportunity to advertise further engagement events (e.g. the digital Open Houses) and provide a link to the Webpage through flyers. Essentially, this aims to accomplish 3 things:

- 1) Put a face to the engagement process, as individual stakeholders trust a person as opposed to a faceless organization
- 2) Make an in-person invitation to further engagement
- 3) Act as a barometer of current community opinion and create space for dialogue

In-person interviews were limited to those stakeholders deemed to be potentially most affected by this development.

Open Houses

Due to the social restrictions necessitated by Covid-19, these were carried out in a digital space, via Zoom. Open Houses facilitated personal interaction with the public, and create spaces for dialogue about the nature of the proposed development. Transparency, information exchange, and ongoing communication are the key drivers of these.

Community Newsletter

2 project updates: one during early stages of engagement, and the other post-council hearing will be shared with residents via the official community newsletter: *the Your Sage Nolan Hill*

Meetings

In-person and/or virtual meetings with our key stakeholders took place on an ongoing basis as needed.

Emails

These simply served as 2-way communications that occurred on an ongoing basis, on demand.

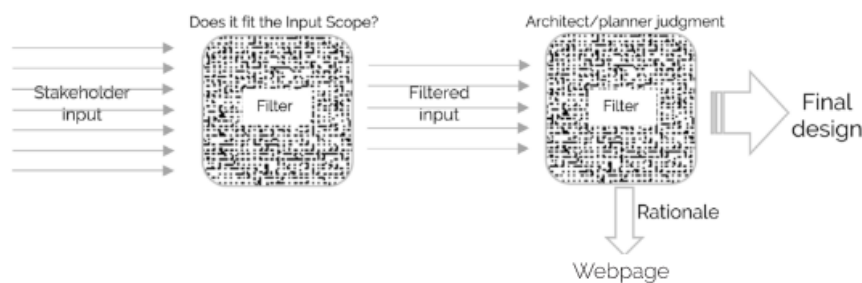
HOW WILL STAKEHOLDER INPUTS BE USED?

INPUT SCOPE

All feedback will be noted, recorded, and listened to.

WHAT'S UP FOR DISCUSSION?

- General massing blocks: height and scale
- Development intensity
- Transportation
- Amenities
- Site interaction with wider sociocultural and mobility networks in the area.
- Façade appearance, materiality, and articulation
- Site design elements
- Shadowing



HOW WILL PROJECT DETAILS BE SHARED?

- Primarily through the webpage:
www.hivedevelopments.ca/sagehillcrossing, updated on an ongoing basis.
- These same updates went out by email to all stakeholders that provided email addresses
- A summary of the final Community Engagement report was sent to the SHCA
- Advertising for virtual event(s) and design updates directing people to the webpage involved in-person flyer drops, and bold signs.

WHAT WE HEARD

THEMES



The word cloud above captures the different themes of what we heard back from residents in terms of feedback. The font size is directly correlated to the frequency of the theme's occurrence. For example, the largest font theme is "Community Amenities", which was the most frequently brought up item of feedback.

COMMUNITY AMENITIES

The most common item of feedback addressed the importance of having adequate population density within the community in order to support existing amenities (retail) and justify investment in public amenities.

"I realize this needs to happen in order for us to really become a proper community with services and amenities; I'm supportive of this"

Response:

This area of Sage Hill has always been envisioned and designated, as per the Symons Valley Area Structure Plan, to be a higher density, mixed use area that has the types of residential densities to support a higher concentration of retail, as well as public amenities such as local schools and rapid transit (extending the Orange MAX BRT line).

IEWS

Concern that residents along the southern edge of Sage Hill Green NW would lose their views of undeveloped grassland.

"It's too bad our view of the undeveloped/natural areas will be blocked out by these developments, but I guess if that's the only way we'll get more services and amenities, so be it..."

Response: Given that this area of Sage Hill was always intended for the levels of developed density and intensity, existing views were always meant to be temporary. In fact, subsequent redistribution of planned building intensity, landscaping and streetscaping requirements, and minimization of surface parking lots will all ensure the eventual views for residents north of this site, while different, will remain pleasant.

TRAFFIC

Concern that greater residential density will mean more vehicular traffic and noise in the area, along with loss of on-street parking, particularly north of Sage Hill Green NW. There were also some comments about traffic calming measures around the site.

"There will be more traffic on Sage Hill Boulevard; I mean the area's already like a drag strip some nights"

Response:

- Yes, there will be public realm improvements to make this a walkable area that connects well between commercial and community amenities and residential sites
- While there will be an increase in traffic due to the increase in residential density in this area, that is consistent with the longer term vision for this area. Making this a walkable area with diverse housing choices will, however, serve to keep traffic levels generally low, as residents are more likely to walk to amenities, and also live in closer proximity to their work. Eventual extension of the MAX BRT will further reduce personal automobile traffic on surrounding roads too.
- Loss of on-street parking, particularly around Sage Hill Green is unlikely to happen for people visiting in Sage Hill Row, as they'll have to walk a minimum of 600-800 meters (8-10 mins), due to the street configuration in the lower density residential area north of the site, and then also have to cross a 4 lane primary collector (Sage Valley Blvd). It's far more likely that visitors will utilize on-street parking around Sage Hill Crossing as well as on-site visitor parking.

LAND USE

Concern that some of the higher intensity uses in the area were incompatible (e.g. a public library sited next to affordable housing and regular market housing), and general animus toward multi family housing in general.

"I don't like that it's multi-family, as it'll destroy the character of our neighbourhood - I don't support this"

Response: The plan for Sage Hill has been in the works for a number of years, and while some the finer grained details have changed over time due to market condition, the intent has always been to locate the highest densities and intensities of use in this area of the community. Generally speaking, the approach, in an attempt to meet market expectations, has been to lower intensity on some sites and spread out more medium-scale multi-family around the area.

HEIGHT

Concern that a height greater than 4 storeys will cause significant shadowing and a general disconnect of scale between the area north of the site and Sage Hill Crossing

"I want this to be as small as possible: 4 storeys over 6 is definitely preferable"

Response: These building intensities spur commercial growth and increase access to services and amenities. The shadowing impact, as shown in shadowing studies, is minimal throughout the year: Greatest shadow impact will be December 21st at 1pm, but for much of the year, the properties north of the site will not be affected by shadowing at all.

SITE UTILITIES

General concern about road drainage and garbage (smell and sight).

"I don't want to be downwind from the garbage area"

Response: The landscape plan shows that there are landscape buffers, and the amenity area will block the already enclosed garbage area from the sightline of residents immediately north of the site. The western portion of the site is on a -2 m gradient from the eastern portion, thereby preventing pooling of water, which has been an issue in the past.

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PRIVACY

Concern that residents of north facing units, particularly those on balconies, would be able to see into resident's backyards.

Response:

Trees on both the north and south sides of Sage Valley Blvd, those in the center boulevard, as well as landscaping around the site will act as multiple layers of screening, particularly as the flora matures over time.

NOISE

Concern regarding increased construction-related noise in the area.

Response:

Construction will be completed in a timely manner, with noise bylaws being respected. There will be constant on-site security whenever construction workers are not present.

PROPERTY VALUE

Concern that the property values of homes, particularly those immediately north of the site, would be driven down by developments such as this one.

Response:

This is not within the project scope to address.

MATERIALS SHARED

PROJECT FLYER

The following flyer was shared electronically with the SHCA on January 10th, 2022. Hard copies were delivered to residents around the site, as noted in the Tactical Outline section above, on January 25th, 2022.

SAGE HILL CROSSING

WHERE ?

30 SAGE HILL BOW NW

A new development is being proposed for the eastern portion of the vacant parcel of land south of Sage Valley Blvd and west of Sage Hill Dr NW. Follow the links below for more information about the project team.

WHO ARE WE ?

DEVELOPER **Spray Group** is a real estate developer with many years of industry experience located in Calgary, Alberta.
<https://www.spraygroup.ca>

ARCHITECT **S2 Architecture** is an architectural, interior design and master planning firm with studios in Calgary, Edmonton, and Vancouver.
<https://www.s2architecture.com>


PLANNING **B & A Planning Group** is one of Western Canada's leading community and land development firms with over 30 years of experience in the field.
<https://baepg.ca/>

COMMUNICATIONS **Hive Developments** is an urban planning consultancy located in Calgary.
www.hivedevelopments.ca/

The project requires a **Zoning Change** and a **Development Permit**. For more project details, to sign up for online open houses, or to submit questions and comments, please visit www.hivedevelopments.ca/sagehill.

WHAT ?

2 market rental buildings, with a mix of 1, 2, and 3 bedroom units totaling 299, ranging from 200 to 1200 square feet in size, and in-house amenities, including a gym, office space, and bookable social space.




	CURRENT ZONING	PROPOSED ZONING	PROPOSED DEVELOPMENT
Height	Max. 16 m / 4-5 stories	Max. 26 m / 8 stories	Max. 20-22 m / 6 stories
Intensity	Max. 3 FAR	Max. 4 FAR	3 FAR*
Parking ratio	Min. 1:00	Min. 0:88	0:44**
Parking spaces	Min. 47	Min. 126	175
Density	Min. 60 units / hectare	Min. 150 units / hectare	232 units / hectare

*Floor to Area Ratio (FAR) implies that the maximum developable floor area allowed for this site is 3 times the area of the lot, when the proposal is only 2 stories the area of the lot.

**The proposal is requiring an 80% reduction in parking provided due to the site being within a 500m walk to selected pedestrian pathways of an elevated bus rapid transit (BRT) station. The current ratio and below values apply to a 100% reduction under current conditions.

FOR MORE INFORMATION, VISIT
WWW.HIVEDEVELOPMENTS.CA/SAGEHILL
OR SCAN THIS QR CODE



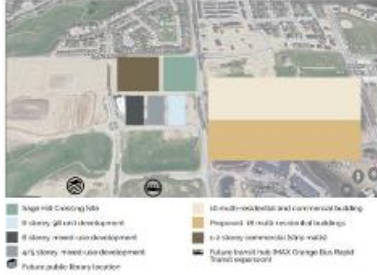
WHY ?

The site is located within an area of the community designated for good transit access and corresponding higher intensity uses involving a mix of mixed commercial, office and residential uses of up to 10 stories. The average residential intensity for this area is expected to be 150 people/units per hectare.


The site also has good access to amenities, as noted in the map to the right, with lots of commercial being within walking distance. The construction of a Bus Rapid Transit station and library are also planned within walking distance of this site.

Therefore this proposal will:

- Diversify the housing mix in Sage Hill
- Generate more demand for, and thereby ensure the success of, existing and future local commercial development in the area, and
- Support bus rapid transit and neighbourhood institutions, such as a library and local schools.




WHEN?



Note: An approved timeline is subject to most up-to-date government. There are many reasons, from permit pending delays, weather and construction complications that require modifications.

DO YOU HAVE MORE QUESTIONS OR COMMENTS? WOULD YOU LIKE TO SIGN-UP TO RECEIVE REGULAR PROJECT UPDATES?
VISIT WWW.HIVEDEVELOPMENTS.CA/SAGEHILL OR SCAN THIS QR CODE



PROJECT DESIGN PACKAGE

The following package which included an updated site plan, landscape plan, and site sketches, was shared in the form of a presentation with the SHCA during our presentation to their Board on February 7th, 2022. A copy was emailed to them on February 9th, 2022.



Comparison

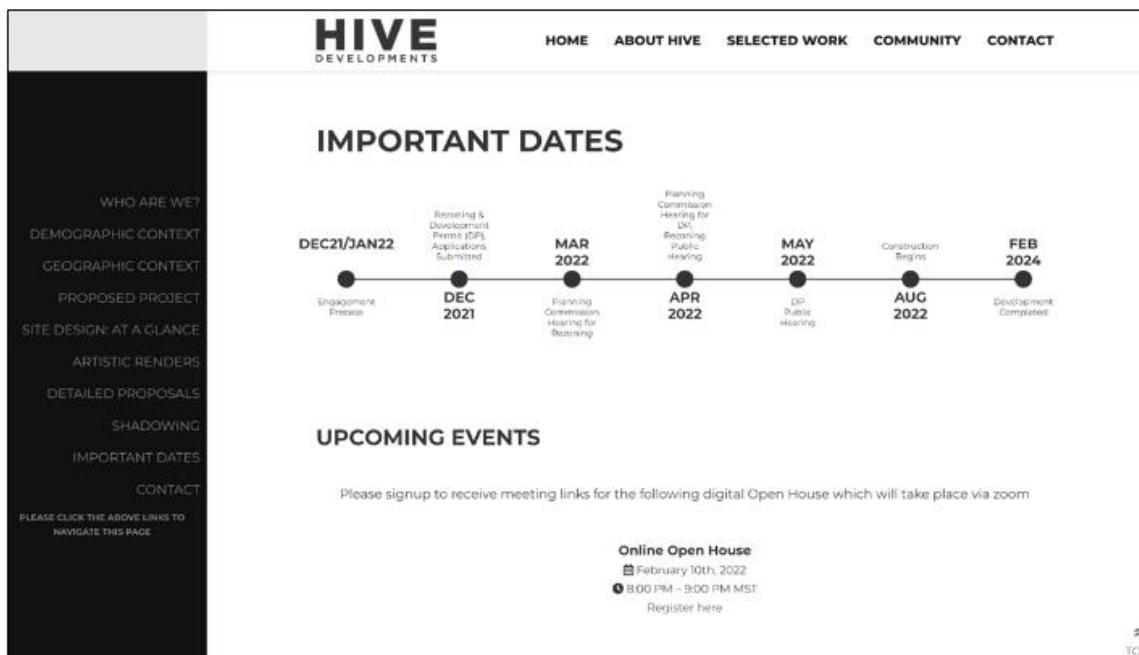
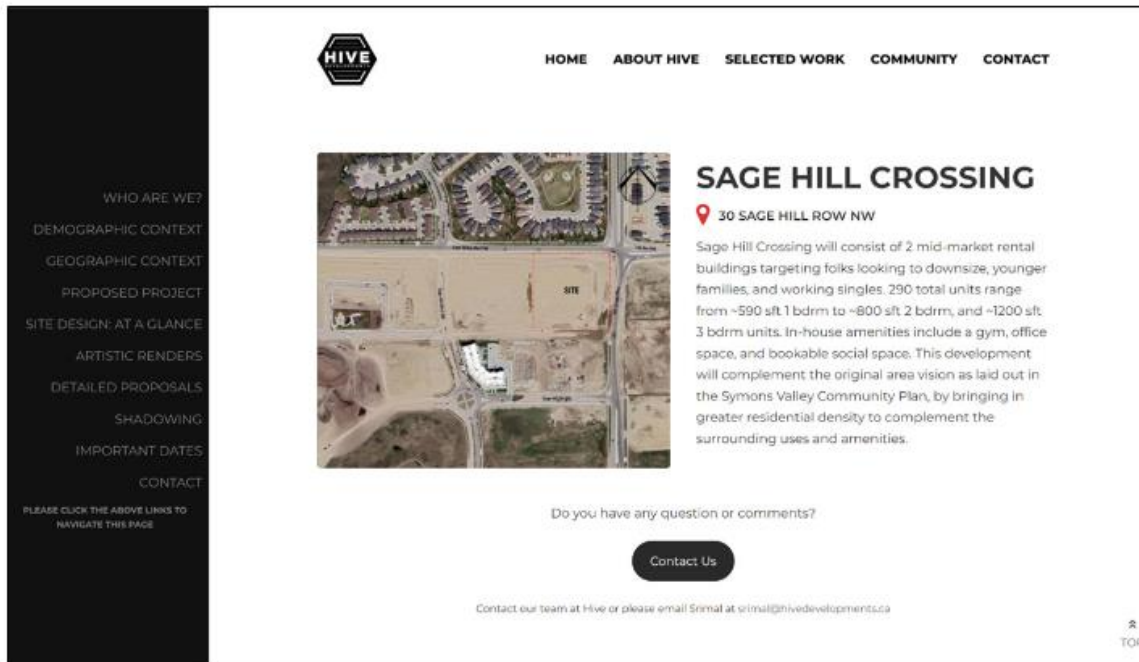
	M-2	M-H1
Allowed Uses	Multi-residential	Multi-residential
Floor Area Ratio	3.0	4.0
Minimum Density	60 units per hectare 24 units per acre	150 units per hectare 60 units per acre
Height	16 m 52 feet 4 - 5 storeys	26 metres 85 ft 6 - 7 storeys



30 SAGE HILL RD NW

PROJECT WEBPAGE

The project webpage www.hivedevelopments.ca/sagehillcrossing went live on January 18th, 2022. Since then, as of February 9th, 2022 updated shadow studies and renderings were also added.



VERBATIM FEEDBACK

This isn't a huge departure from the existing land use

Sage Hill needs a minimum 10,000 residents to make the shortlist for elementary school in the community; gotten bumped down recently, due to slower population growth compared to surrounding communities, resulting in kids being continually bussed out to other communities for school.

Will be good to bring in both public (library), transport (MAX station) and retail amenities close by

Would personally like to see traffic calming measures being introduced to the streets to facilitate more pedestrian activity. E.g., curb bump-outs, raised crosswalks, and double-sided on street parking.

Even if maxed out on proposed zoning, visual impact wouldn't be very different than what's already built around the site

Concerned about privacy (north facing balconies looking down into their back yards), shadowing, and loss of views

"I realize this needs to happen in order for us to really become a proper community with services and amenities; I'm supportive of this!"

"No one's ever come and asked us for our opinion on something like this - thank you!"

The general area around the site is supposed to be the high-density area, which will be good for the community in terms of amenities

"I don't like that it's multi-family, as it'll destroy the character of our neighborhood - I don't support this"

"I have no problem with this at all, we need more of these...go and make some money!"

"No problem with this, as we need more of these to get more of what our community wants. I support this"

"It's too bad our view of the undeveloped/natural areas will be blocked out by these developments, but I guess if that's the only way we'll get more services and amenities, so be it. For example, we were told there'd be a supermarket and we'd have our own community school, none of which we have 10 years later"

Want this to be as small as possible (4 storeys over 6 is preferable)

Don't want this giant building right by my back yard!

Don't want to see the garbage whenever I look out of my back deck

Roadway has had drainage issues in the past with water pooling

Don't like that this will probably drive my property value down

Conflicting uses sort of, with planned many other developments on the streets, including more higher end condo buildings and a low-income housing complex near the library

The construction noise of all these other projects goes on for a while, along with the dust, and I've actually had to report a few who've been doing this stuff at 11 pm

Increased traffic & traffic-related noise: folks already use Sage Hill Blvd as a drag racing strip at times

Parking impacts - more people parking in the area north of the site