



ROCKY VIEW COUNTY



MUNICIPAL DEVELOPMENT PLAN

Shaping the growth of
Rocky View County

Stage 2 Public Engagement Summary

January 2020

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About the Project

The Municipal Development Plan outlines the vision for Rocky View County’s future from a planning and development perspective, and helps shape how and where the County will grow.

Project Overview

Rocky View County has grown by about 15,000 people in the last 20 years, and will continue to grow. To accommodate future growth across the County, the new Municipal Development Plan will identify key areas for new residential, commercial, and industrial development, while also protecting natural landscapes, the rural character of the County, and future economic opportunities.

The Municipal Development Plan (MDP) will:

- » Set the vision for how to accommodate responsible growth for the next 20 years;
- » Ensure that growth meets the needs of the community;
- » Serve as a decision-making tool for Council, County Administration, and stakeholders; and
- » Help residents and landowners understand how their land may be used now, and in the future.

We are currently in Stage 2 of the project, as shown in the chart below. Community feedback from this stage of engagement will help finalize the Vision and Guiding Principles as well as inform the development of the draft MDP.

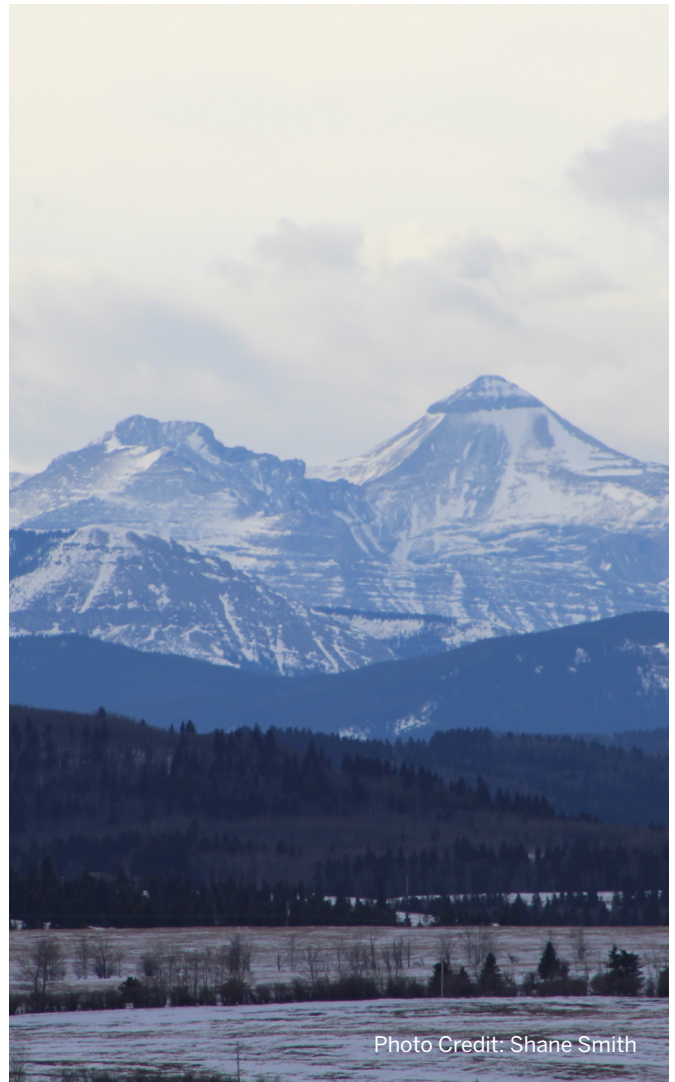


Photo Credit: Shane Smith



Engagement Approach

Engagement Opportunities

To reach residents across the County different engagement tactics were used during Stage 2. Open houses were held in different locations to provide opportunities for people to provide feedback and ask project team members questions. Additionally, an online survey hosted on the project webpage enabled people to respond to the open house questions at their convenience.

Open Houses

Seven open houses were held across the County where attendees could learn about the project, talk to members of the project team, and provide feedback and comments. Attendees were asked to comment on their level of support for the MDP's draft Vision and Guiding Principles, as well as identify if anything else should be included in the high-level statements. Attendees were also asked to identify on large maps where they thought future residential, commercial, and industrial development was or was not appropriate. A total of 111 people attended the seven open houses, or an average of 16 people per event. This lower attendance reflects a growing trend across Canada that people increasingly prefer to participate through online engagement activities. The open house locations included:

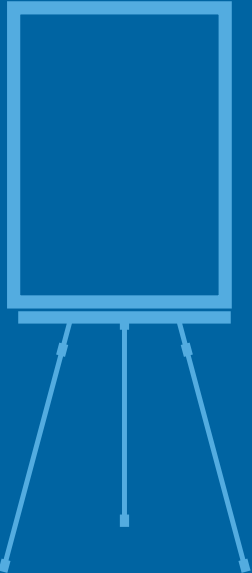
- » Langdon (Boulder Creek Golf Course) - Thursday, November 28
- » Bragg Creek (Bragg Creek Community Centre) - Monday, December 2
- » Bearspaw (Rockpointe Church) - Tuesday, December 3
- » Balzac (Rocky View County Hall) - Wednesday, December 4
- » Conrich (Prince of Peace School) - Thursday, December 5
- » Springbank (C3 Church) - Monday, December 9
- » Cochrane Lake (Weedon Hall) - Wednesday, December 11

Online Survey

An online survey accessed through the project website was available from November 25 to December 13, 2019, for a total of 19 days. The survey consisted of two parts, a short questionnaire that asked people to provide feedback on the MDP's draft Vision and Guiding Principles, and an interactive map that allowed people to drop pins where they thought development was, or was not appropriate. The survey questions and interactive mapping activity were the same questions that participants answered at the open houses. The duplication of questions between the open houses and online survey was done to give everyone the same opportunity to participate, and enable the project team to draw conclusions based on all the participants. A total of 294 people completed the survey.



294
ONLINE
RESPONDENTS



111
OPEN HOUSE
ATTENDEES

Communications

Stage 2 engagement events were promoted through a number of channels over the course of the engagement period, including:

- » Project website updates
- » Social media posts
- » Lobby display at County Hall
- » Rocky View Weekly newspaper ads
- » MDP project email list

Several open house attendees indicated that communications about the time and locations of open houses were not shared through the project email list. The project team will work to improve project communications for Stage 3 engagement.

Engagement Strategy

Stage 2 Engagement was intended to address two key project components:

1. Help finalize the Vision and Guiding Principles for the new MDP; and
2. Identify key directions for where and how new growth should occur.

To finalize the Vision and Guiding Principles for the MDP, the public was asked to answer the following questions:

- » Does the draft Vision represent your vision for Rocky View County's future?
- » Does each Guiding Principle support your vision for Rocky View County?

The project team also asked the public to choose what forms of development they preferred from given choices:

- » Clustered Development OR Dispersed Development?
- » Development in Nodes OR Corridor Development?

The Project Team's final questions collected location-based comments on large maps at the open houses and on a digital a map in the online survey. Participants responded to the following prompts:

- » Where do you think future residential growth is appropriate?
- » Where do you think future commercial and industrial growth is appropriate?



VISION



GUIDING PRINCIPLES



DEVELOPMENT PATTERNS



GROWTH SUITABILITY

PHASE 2 ENGAGEMENT TOPICS



Engagement Findings

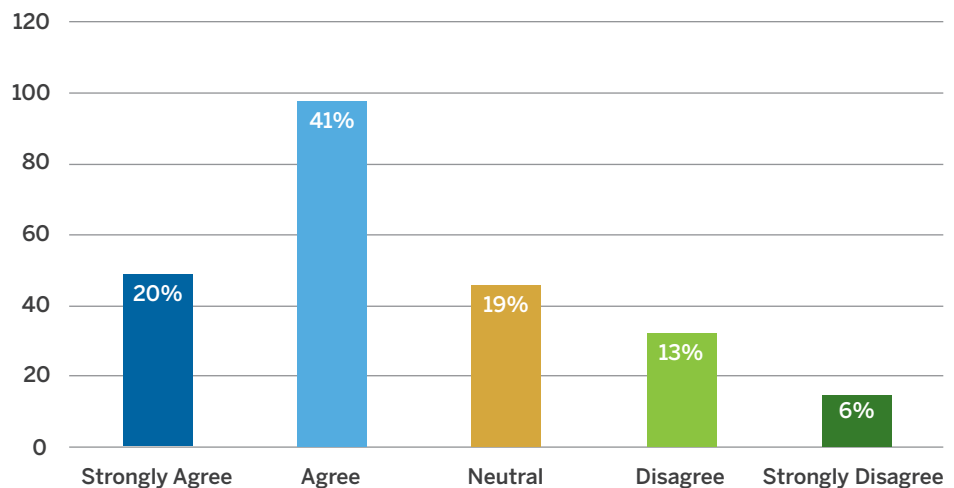
Vision

Does the draft Vision represent your vision for Rocky View County's future?

Set within cherished natural landscapes, Rocky View County is a flourishing municipality that provides an exceptional quality of life guided by its rural identity, a diversity of residential and economic opportunities, and sustainable development.

The draft Vision was informed by Stage 1 engagement comments. In order to determine if the draft Vision reflects the aspirations of County residents, participants were asked to indicate their level of support for the Vision. The final Vision will inform the direction of the MDP. Twenty-seven people answered this question at open houses, and 213 people answered this question on the online survey. The majority of people (61%) agree, or strongly agree with the draft Vision, while 19% of respondents disagree or strongly disagree. Nearly a fifth of respondents (19%) had a neutral opinion about the Vision.

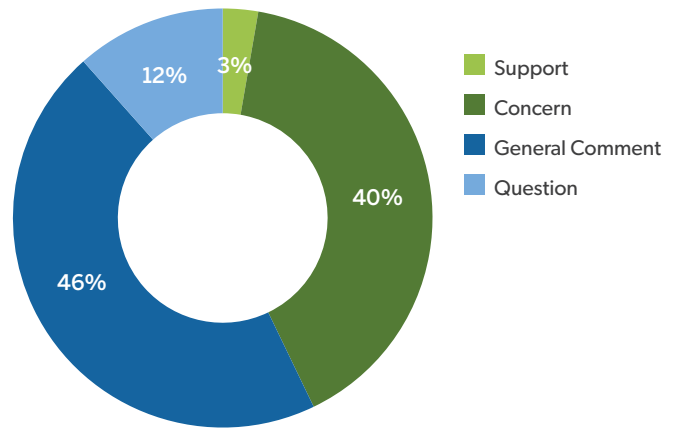
LEVEL OF SUPPORT FOR THE DRAFT VISION



Participants were also asked to leave comments if they felt anything was missing from the draft Vision. The project team received 145 comments, which have been grouped into the following four types of comments:

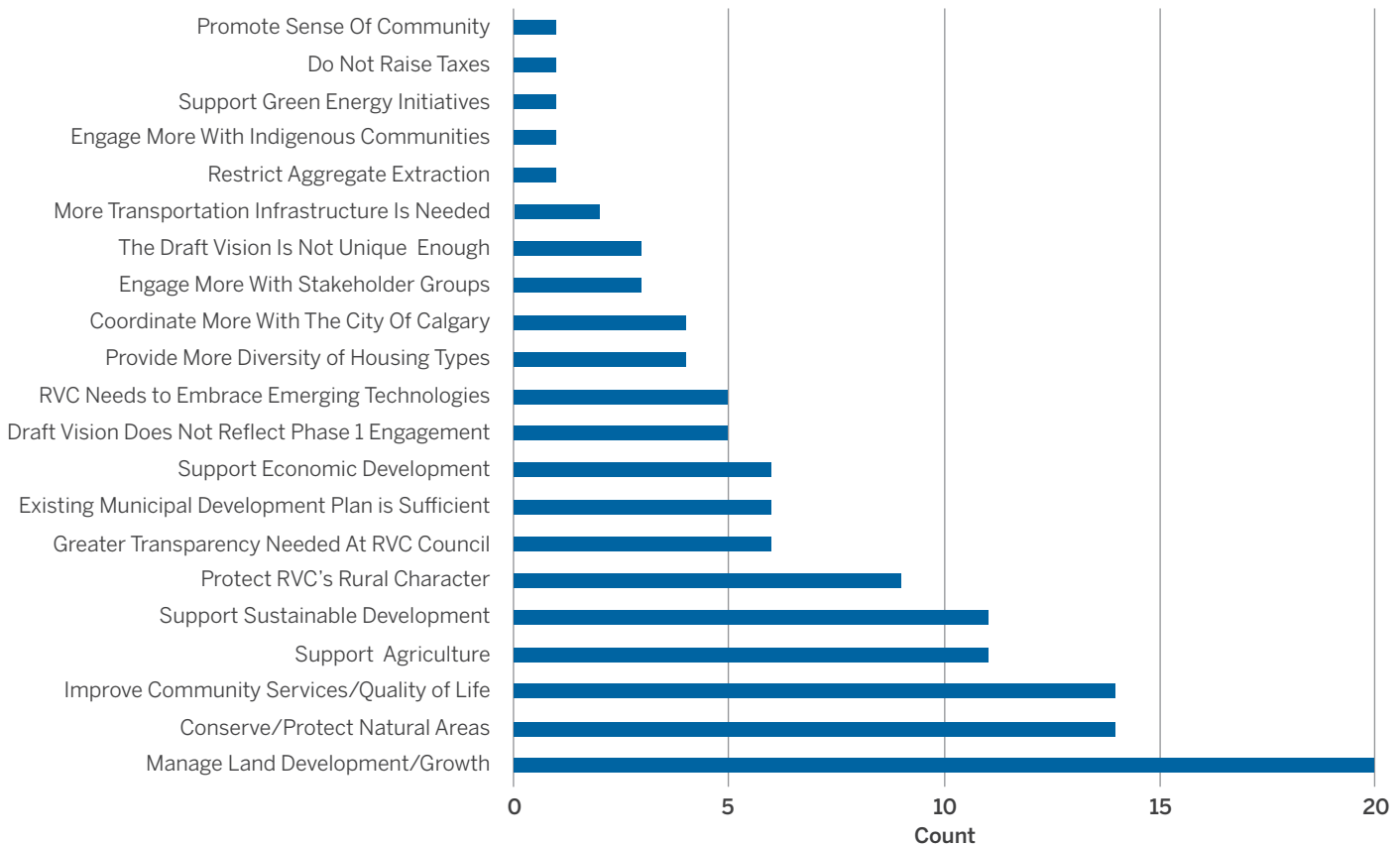
- » **Support** - Comment indicates support for the vision statement.
- » **Concern** - Comment indicates concern about the wording or purpose of the vision statement.
- » **General Comment** - Comment does not specifically relate to the vision statement, but provides a suggestion or remark about Rocky View County in general.
- » **Question** - Comment requests clarification, further detail, or additional information to be provided.

DRAFT VISION COMMENTS BY TYPE



The comments address a broad range of topics. The following chart summarizes the topic themes and their number of occurrences.

DRAFT VISION COMMENTS BY THEME





Guiding Principles

Does each Guiding Principle support your vision for Rocky View County?

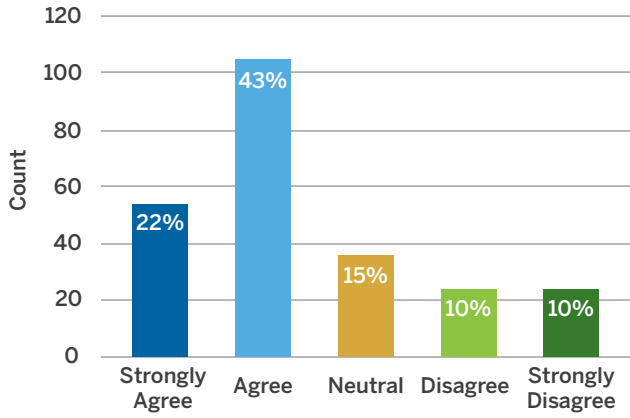
The draft Guiding Principles were informed by comments findings from Stage 1 engagement, specifically the question, *what do you think is most important to consider when planning Rocky View County's future?* The Guiding Principles will provide detail about the elements and actions required to achieve the MDP's Vision. Online survey and open house participants were asked to indicate their level of support or agreement with each of the six draft Guiding Principles. Forty-two people answered this question at the open houses, and 213 people answered this question on the online survey. The survey and open house results closely aligned.

The six draft Guiding Principles are:

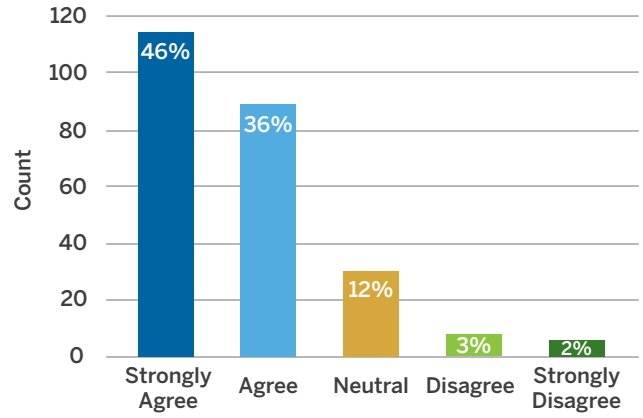
- » **Responsible Growth** - Rocky View County will concentrate new growth within existing and currently designated development areas, ensuring equitable services are provided to all residents in a fiscally sustainable manner.
- » **Agriculture** - Rocky View County will continue to support and value agriculture as an important part of the County's identity and economy.
- » **Economic Diversification** - Rocky View County will support and promote economic diversification through new business development, creating a thriving economy and contributing to a sustainable and balanced tax base.
- » **Environment** - Rocky View County will develop and operate in a manner that protects the ecological integrity of the County and preserves natural landscapes for future generations to enjoy.
- » **Community Development** - Rocky View County will build resilient communities and welcoming neighbourhoods through greater access to recreation amenities, valued gathering spaces, and creative design.
- » **Partnerships** - Rocky View County will work collaboratively with regional partners, stakeholders, and communities to find mutually beneficial solutions to planning and development challenges.

The following page summarizes the level of support that participants indicated they have for each Guiding Principle. Overall, the majority of people (72%) agree, or strongly agree with the draft Guiding Principles, while 13% of participants disagree or strongly disagree. Additionally, 15% of people had a neutral opinion about the Guiding Principles.

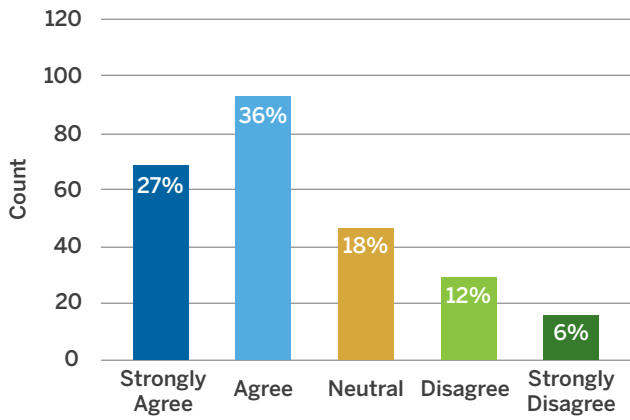
RESPONSIBLE GROWTH



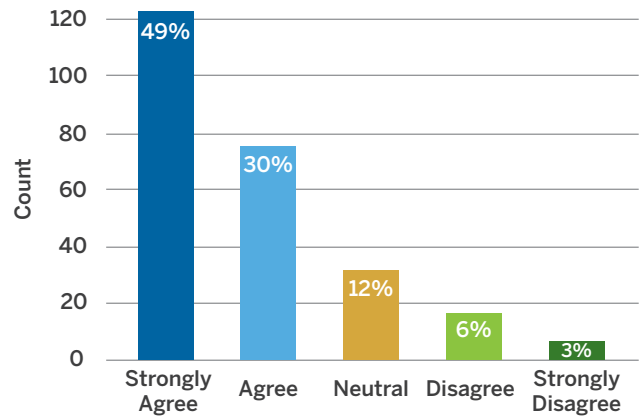
AGRICULTURE



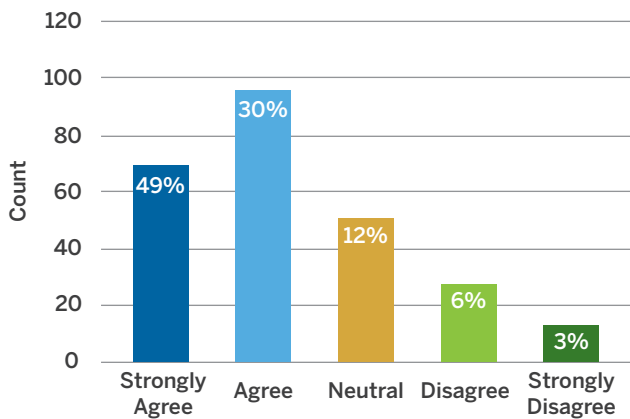
ECONOMIC DIVERSIFICATION



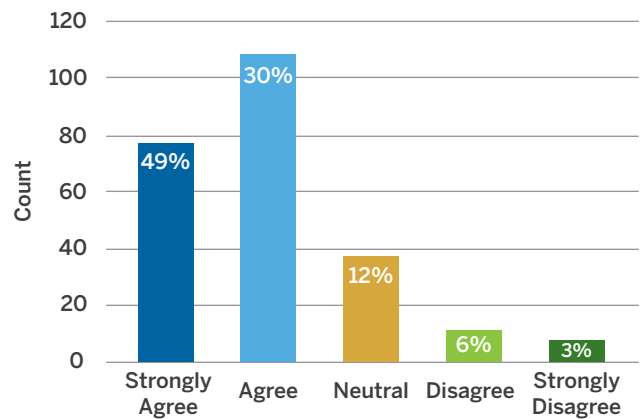
ENVIRONMENT



COMMUNITY DEVELOPMENT



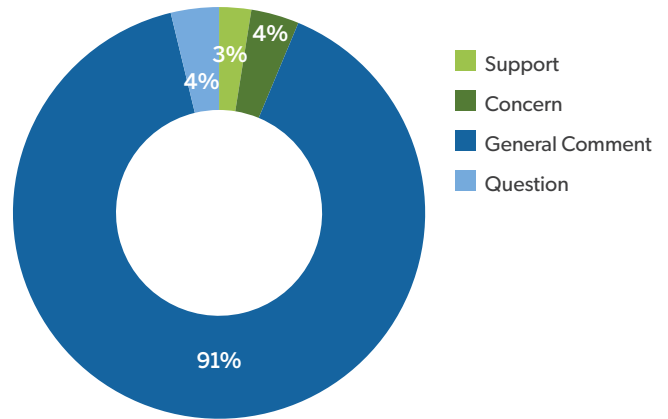
PARTNERSHIPS



Attendees at open houses, and people completing the online survey were also asked to leave comments if they felt anything was missing from the draft Guiding Principles. In total, 160 comments were received. Like with the draft Vision, these comments have been grouped into the following four categories:

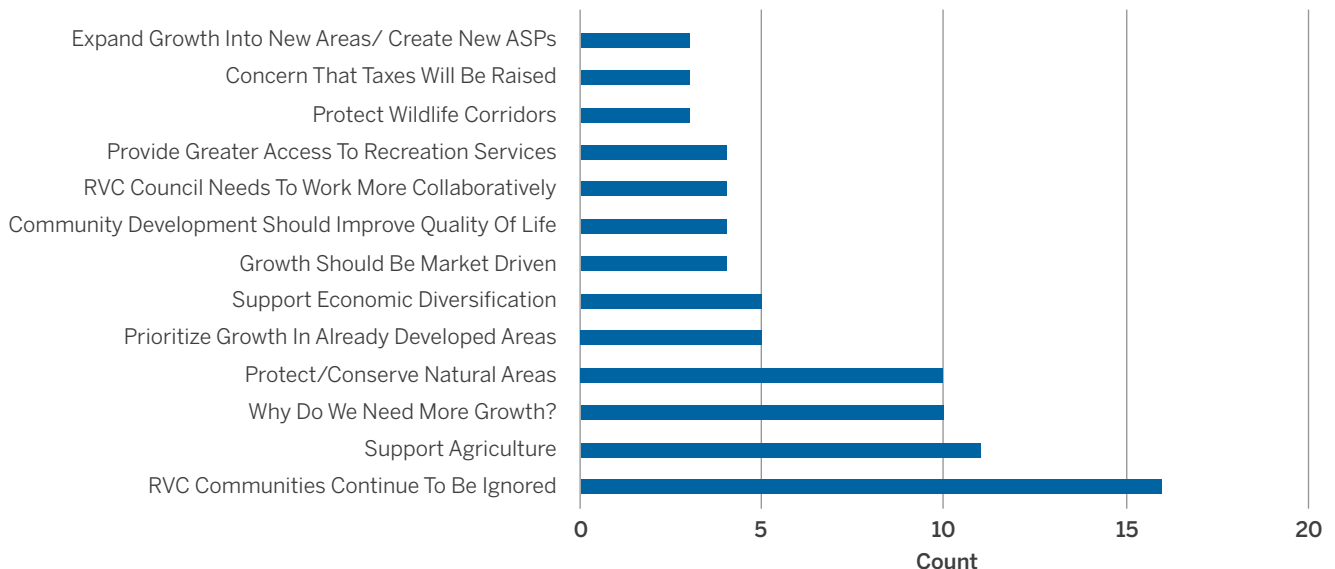
- » **Support** - Comment indicates support for the Guiding Principles.
- » **Concern** - Comment indicates concern about the wording or purpose of the Guiding Principles.
- » **General Comment** - Comment does not specifically relate to the Guiding Principles, but provides a suggestion or remark about Rocky View County in general.
- » **Question** - Comment requests clarification, further detail, or additional information to be provided.

DRAFT GUIDING PRINCIPLE COMMENTS BY TYPE



The majority of comments (91%) did not specifically speak to the Guiding Principles, and instead spoke to a broad range of topics related to growth, development, business, community services, and quality of life in Rocky View County. The following chart summarizes the topic themes for these comments and their number of occurrences.

DRAFT GUIDING PRINCIPLE COMMENTS BY THEME



In addition to the topics illustrated in the chart on the preceding page, there were a number of comments that were mentioned once or twice.

They include:

- » Address climate change
- » Address light pollution
- » Address rural crime
- » Desire for smaller residential lots
- » Do not duplicate recreation services
- » Growth should be determined by availability of water services
- » Hamlets should have greater autonomy
- » Improve Community Services
- » Improve Urban Design
- » Protect RVC's rural character
- » Pursue renewable energy
- » There are not enough schools
- » Work more closely with the Calgary Metropolitan Region Board

While most of the comments received do not directly speak to the draft Guiding Principles, they are helpful in understanding the general concerns and frustrations that people have regarding living and working in Rocky View County. The project team will refer to these comments when developing policies for the draft MDP.



Bragg Creek Open House



Development Patterns

Which pattern of development do you think supports the Vision for Rocky View County?

As Rocky View County grows, new residential, commercial, and industrial development can be directed to develop in different ways. In order for the MDP to reflect the forms of development desired by the Rocky View residents, participants were asked to select which pattern of development they think best supports the proposed Vision for Rocky View County. The options that could be selected included:

- » Resident Development - Clustered Development OR Dispersed Development?
- » Commercial and Industrial Development - Development in Nodes OR Corridor Development?

A total of 238 responses were received from the online survey and open house. A majority of people (82%) indicated that they prefer residential development to be clustered or grouped over lower density development that is spread over a larger area. Additionally, 70% of people indicated that they prefer commercial and industrial development in nodes such as business parks or shopping centre, over development stretching along roads and highways. These responses will be used to inform the development of the draft MDP.

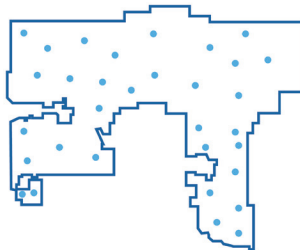
RESIDENTIAL DEVELOPMENT

CLUSTERED DEVELOPMENT



82%

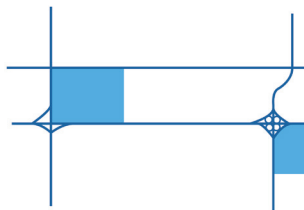
DISPERSED DEVELOPMENT



18%

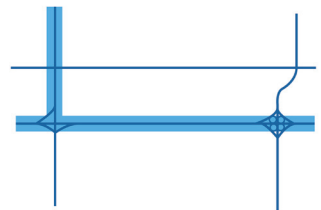
COMMERCIAL AND INDUSTRIAL DEVELOPMENT

DEVELOPMENT IN NODES



70%

CORRIDOR DEVELOPMENT



30%

Growth Suitability

Based on the growth suitability model, where do you think future growth is appropriate?



To accommodate future growth across the County, the Municipal Development Plan will identify key areas where new residential, commercial, and industrial development is appropriate. Open house and online survey participants were shown maps with the results of a growth suitability model, which illustrated areas across the County where development may be more appropriate based on available spatial data (e.g. access to existing services, environmentally sensitive areas). Participants were asked to review the maps and answer two questions:

- » Based on the Growth Suitability Model, where do you think future residential growth is appropriate?
- » Based on the Growth Suitability Model, where do you think future commercial and industrial growth is appropriate?

Participants used three different stickers at the open houses, or pins on the online survey to indicated their preferences for growth on the maps:

-  Major Growth
-  Minor Growth
-  No Growth

The following two pages present maps showing where participants thought residential, commercial and industrial growth is, or is not appropriate. Each circle represents a pin or sticker left by a participant, and the circles have been shifted slightly for clarity and legibility.

Based on the growth suitability model, where do you think future residential growth is appropriate?

Areas of Agreement

There are five areas where participants were generally in agreement about where additional residential growth is appropriate:

- » Balzac West
- » Conrich
- » Harmony
- » Northwest of Cochrane
- » Langdon

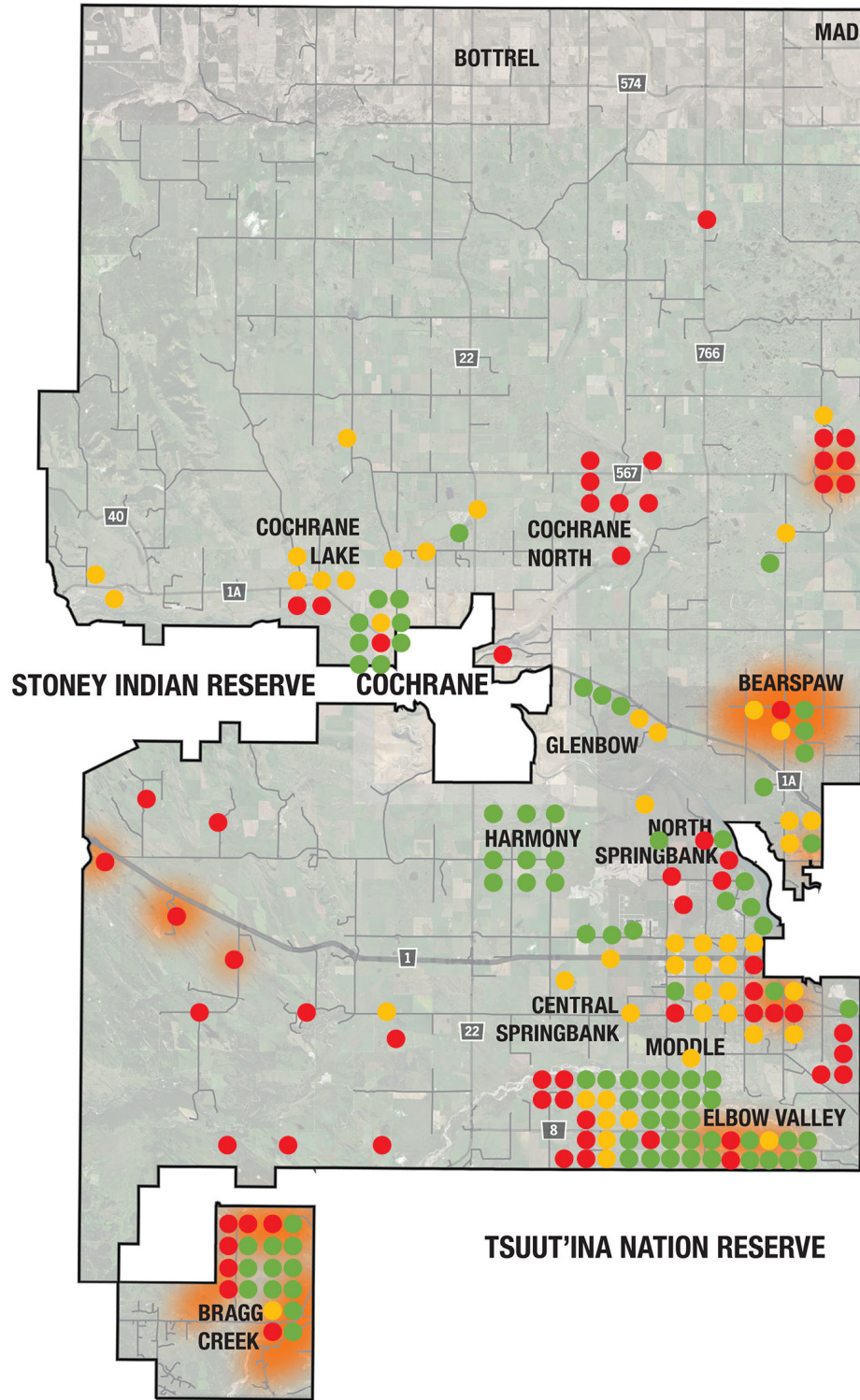
There are three areas where participants were generally in agreement about where residential growth is not appropriate:

- » Cochrane North
- » Hwy 567 at Bearspaw Rd
- » North of Delacour

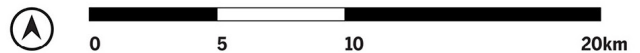
Areas of Disagreement

There are several areas where participants had conflicting opinions about whether additional residential growth is appropriate, including:

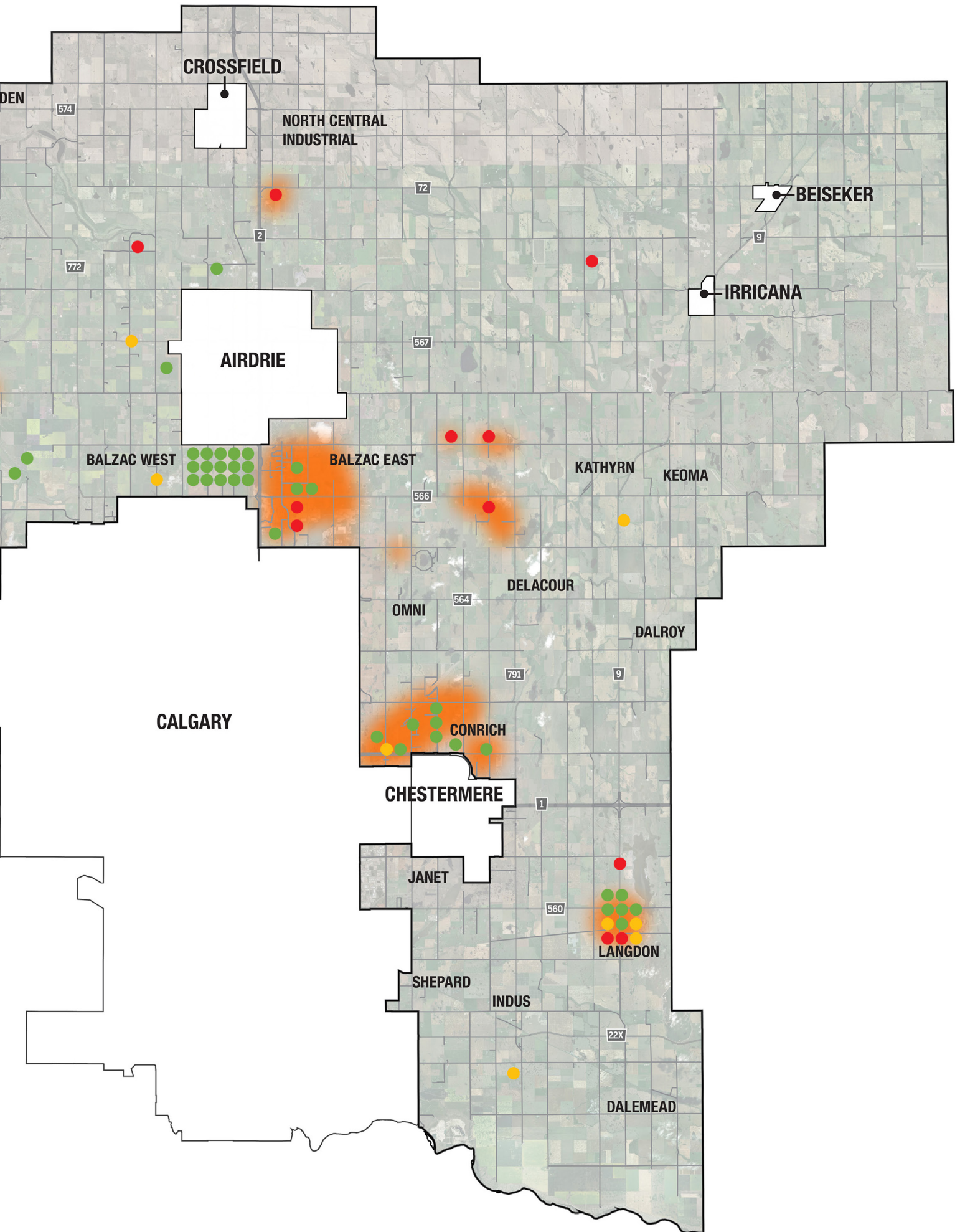
- » Balzac East
- » Bearspaw
- » Bragg Creek
- » Elbow Valley
- » Springbank
- » Langdon



- Major Growth
- Minor Growth
- No Growth



Higher Residential Development Suitability



Based on the growth suitability model, where do you think future **commercial and industrial growth** is appropriate?

Areas of Agreement

There are six areas, all east of Calgary, where participants were generally in agreement about where additional commercial and industrial growth is appropriate:

- » Balzac East
- » Conrich
- » Hwy 1 east of Calgary
- » Indus
- » Janet
- » Omni

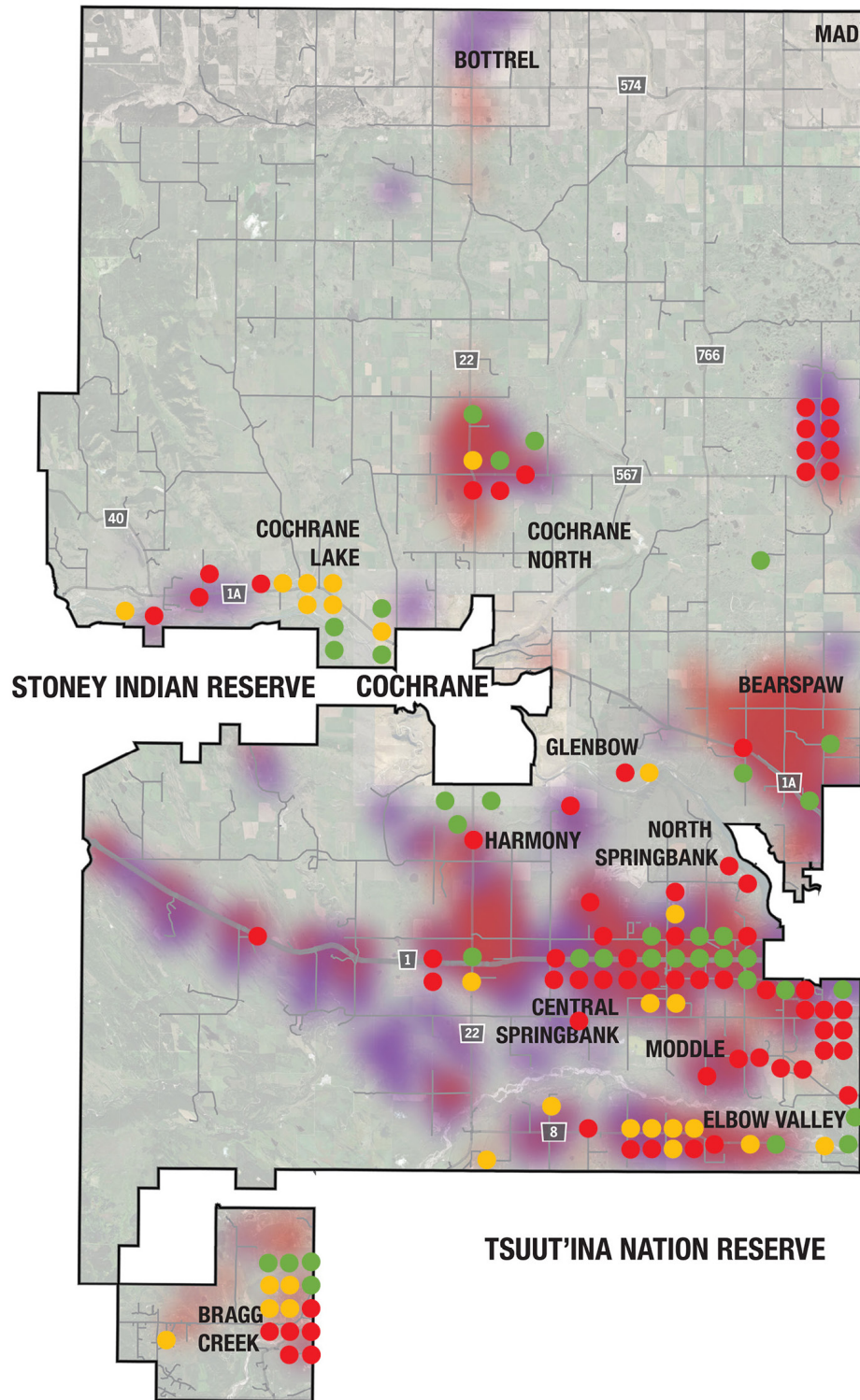
There are generally four areas where participants were generally in agreement about where additional commercial and industrial is not appropriate:

- » Elbow Valley
- » Hwy 1A west of Cochrane
- » Hwy 567 at Bearspaw Rd
- » Springbank Rd west of Calgary

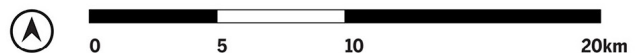
Areas of Disagreement

There are more areas where participants had conflicting opinions about whether additional commercial and industrial growth is appropriate, including:

- » Bearspaw
- » Bragg Creek
- » Conrich
- » Hwy 1 west of Calgary
- » Hwy 22 at Hwy 567
- » Langdon
- » Springbank

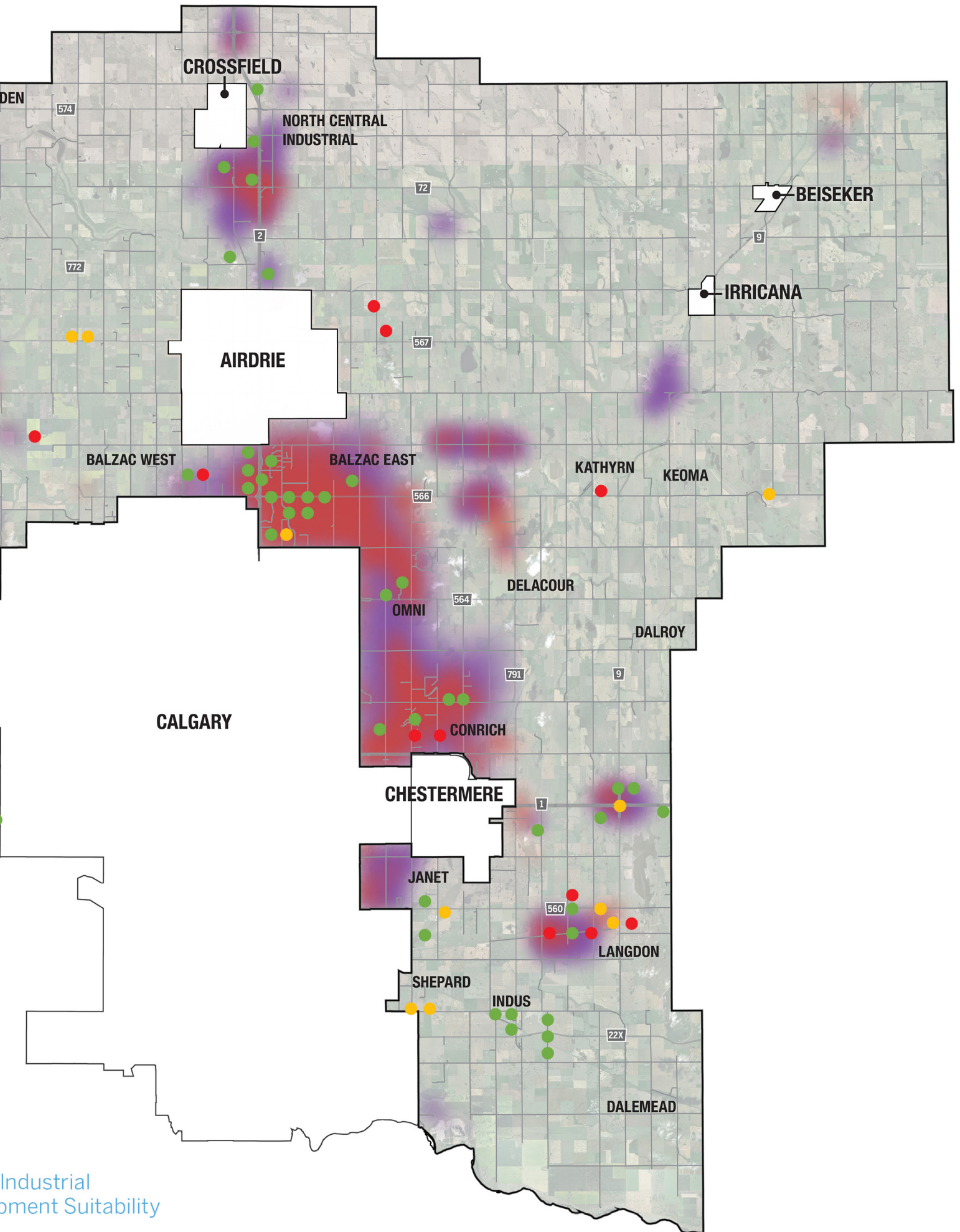


- Major Growth
- Minor Growth
- No Growth



Higher Commercial Development Suitability

Higher Development Suitability



Next Steps

Direction for the Draft MDP

The feedback received during the Stage 2 open houses and online survey has provided the project team with valuable insights about how growth and development in Rocky View County should be addressed within the new Municipal Development Plan.

As the project team begins to develop the draft MDP, key considerations arising from Stage 2 engagement will include:

- » **Revised Vision** - The wording and intent of the MDP's Vision will be revisited based on the feedback received.
- » **Revised Guiding Principles** - The draft Guiding Principles will be revisited to determine how they can better reflect the comments and feedback received.
- » **Development Patterns** - A majority of comments indicated that clustered residential development and industrial and commercial development in nodes is preferred over more dispersed, or spread out types of development. This feedback will be used to inform policies on growth and development in the MDP.
- » **Development Suitability** - Along with best practices and additional analysis, the locations of where people indicated that additional growth and development is, or is not appropriate will be used to develop the MDP's sections on managing growth.

Thank You!

Thank you to everyone who contributed to the Stage 2 Growth Strategies engagement. Your feedback is essential to the development of the new Municipal Development Plan.

Stage 3 of the public engagement process is scheduled to begin in March 2020, when the public and stakeholders will be invited to review and provide feedback on the Draft MDP.

Stay Informed

Visit rockyview.ca/MDP to sign-up for email updates and learn about project milestones and additional opportunities to participate.



rockyview.ca/MDP



ROCKY VIEW COUNTY