MOUNT ST. FRANCIS

ENGAGEMENT SUMMARY September 2020



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1	EXECUTIVE SUMMARY	, 1
2	INTRODUCTION	5
3	ENGAGEMENT OVERVIEW	6
4	ENGAGEMENT STRATEGIES	8
5	ENGAGEMENT PROMOTIONS	9
6	PARTICIPATION	11
7	WHAT WE HEARD	13
8	ENGAGEMENT EVALUATION	20
9	NEXT STEPS	22

Executive Summary

Introduction

Since the summer of 2018, the Holy Spirit Province of Canada has been working to determine a path forward for approximately 158 acres of land owned by the Franciscans within the Town of Cochrane, known as the "South Lands". After extensive technical analysis of the lands, a multi-faceted and ongoing public engagement program, and in-depth discussions and lengthy contemplation, the Franciscans opted to pursue the creation of an Area Structure Plan (ASP) for the South Lands.

An Ad Hoc Committee ("the Committee") was formed at the beginning of this process to facilitate all work conducted regarding the South Lands. The Committee will seek formal adoption of the Plan by the Town of Cochrane in the fall of 2020.

Results of all engagement conducted to date is available at www.mountstfrancis70years.ca/south-lands.

This executive summary is intended to delve into the results and apply some context and analysis to the feedback received during the most recent public engagement conducted over the summer of 2020.

Pursuing an ASP

Most survey respondents indicated that they understood the planning process, including the difference between ASP-level planning that is conducted years preceding development, and permit-level planning that immediately precedes development. However, there were many responses that appeared to show confusion and misunderstanding about the overall Town of Cochrane planning process. As such, the ASP process is explained here for consideration of the reader.

An ASP is a statutory (legally binding) Town planning document that outlines a vision for a defined land area, and includes detailed investigations of the land in question, land use policies, conceptual mapping figures, and other supporting studies that back up the viability of the desired vision for the land. It is supported by input from technical experts, stakeholders, and the general public, as the ASP will eventually be a Town-owned document.

A developer-led ASP process typically precedes immediate development of the land. However, this ASP process is not being led by a developer, but by an Ad Hoc Committee formed by the Holy Spirit Province of Canada. The Ad Hoc Committee includes high-level representatives of the Franciscan order in Canada, B&A Planning Group, and Mr. Mark Love, community member and project liaison.

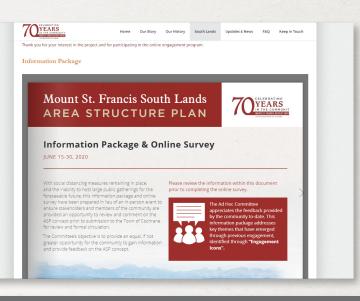
The unification of the Franciscans Friars of western and eastern Canada in November 2018 brought about the strategic review and visioning for the Franciscans across Canada, which includes an assessment of all its physical assets, including its land holdings across the country. The ASP process will provide the Mount St Francis Retreat Centre and the Franciscans who reside there with certainty about their future in Cochrane, and help them establish a potential plan for the future.

Online Engagement

As a key part of the public engagement program, the MSF South Lands Ad Hoc Committee had developed an engagement program to share information and collect feedback on the draft ASP in the spring of 2020. In March, the public health situation related to COVID-19 and the Government of Alberta's regulations around social distancing led to an alteration in our planned engagement program.

An information package was posted to the project website with an online survey, which was available from June 15-30, 2020. Hard copy information packages were also made available for those without Internet access or who wished to peruse the information in this way. Feedback was monitored by an engagement specialist during this time period and their phone number and email address was available for one-on-one conversations as required. Finally, the engagement opportunity was extensively promoted to ensure the reception of as much feedback as possible (see the report for list of engagement promotions).

Initially, the Committee had reservations about the quality of engagement that could be offered at this time in order to clearly share information with the public; however, the results of the survey exceeded Committee expectations. A robust number of online survey responses were received that far exceeded earlier public engagement events. Additionally, the Committee's engagement specialists held one independent stakeholder meeting and received several direct emails from community members. There were also in-depth discussions held on social media that were closely followed and monitored, and several opinion pieces featured on traditional media platforms that were reviewed and documented. From this, it is evident that information regarding the draft ASP was responded to by over 1,200 community members. Given that the attendance numbers for previously held in-person engagement events for the South Lands ranged from 30-150 attendees, the quantity of feedback received is an indication that this key component of the overall South Lands ASP engagement program was a success.





MSF South Lands ASP Online Survey

Online Survey Overview

70YEARS

Thank you for participating in the MSF South Lands ASP online survey. Your feedback is important to the Ad Hoc Committee and will be considered while refining the ASP for submission to the Town of Cochrane.

With social distancing measures remaining in place, and the inability to host large public gatherings for the foreseeable future, this online survey has been prepared in leu of an in-person event to ensure stakeholders and members of the community are provided an opportunity to review and comment on the ASP concept prior to submission to the Town of Cochrane for review and formal circulation.

Feedback Received

Quantity of feedback is one thing – quality is, of course, another. The passion and care the citizens of Cochrane and the broader surrounding region have for these lands – the Cochrane Big Hill in particular – was resoundingly clear and evident. These lands are a significant physical, cultural, and spiritual asset, and there is a strong desire to protect them in perpetuity. It is clear that many respondents believe that the concept the ASP proposes will not respect the lands as the asset they are, and is contrary to achieving this protection.

All feedback received was closely reviewed. There were many valuable considerations taken from this feedback, including:

- Do the technical studies conducted clearly and definitively support the concept (i.e. land stability [geotechnical report]; transportation/traffic viability [Transportation Impact Assessment];
- Does the Town of Cochrane have any additional development capacity at this time (i.e. availability of water; traffic management; no additional housing opportunities needed; etc);
- Does the Plan go far enough to protect wildlife and sensitive environmental areas;
- Can development in this location truly complement the iconic nature of the lands and, if constructed, allow for the retention of its culture and history; or is it inevitable that the development will negatively impact Cochrane;
- General skepticism/mistrust, especially when it comes to believing the Plan is financially motivated and/or that the land will be sold and developed upon ASP approval.

Many alternative options were also offered for consideration, including references to Nose Hill Park, provincial park, Town purchase/ involvement, conservation and/or donation of lands. The significance of these lands is recognized and understood. The ASP will be held to a high standard when it comes to reflecting this understanding in the ASP. This standard is held by the Franciscans themselves and the guiding principles they established at the beginning of this process. The objectives and policies detailed in the ASP reflect this understanding and care for the lands. The ASP policies outline what must and must not be done, what should and should not be done, and the outcomes desired during the implementation of the plan, including the development/construction phases. These policies are key to implementing the Plan and will have to be adhered to in order to advance any future development desired. The Committee believes that the ASP concept achieves a fine balance – it protects nearly 100 acres of land in perpetuity, including the Cochrane Hill itself, that otherwise will remain privately owned land.

The Committee received feedback that expressed support and approval for the proposed plans – in particular:

- The retention of open space, proposed parks and greenspaces, and trails, paths, and other non-vehicle connections;
- The proposed mix of uses;
- The proposed variety and density targets of the residential lands;
- Location of proposed development; and
- Addition of vehicular transportation corridors to support traffic alleviation within the proposed community and more broadly through Cochrane.

The Committee remains committed to providing transparent and open communication throughout the remainder of the project with the overall goal of maintaining civility and mutual respect with our neighbours and fellow community members.

Conclusion & Next Steps

The Committee genuinely appreciates the constructive feedback received regarding the South Lands. It will inform the final draft of the ASP prior to its submission to the Town for a formal internal review. Once the Town has conducted its internal review of the submission, the ASP will be circulated to external partners, and at this time the ASP and all the supporting studies will be made public for review and consideration. Additional engagement and communication opportunities will be available prior to the official public hearing for the ASP, which is expected to be scheduled prior to the end of 2020.

Introduction

In November 2018, the Franciscan Friars of western and eastern Canada united to become the Holy Spirit Province of Canada. This unification brought about the strategic evaluation of all the national assets including its real estate and land holdings. The Franciscans own approximately 450 acres of land within Rocky View County and the Town of Cochrane. ~158 acres of this land contains hillside and bench lands within the Town of Cochrane, and is referred to as the "South Lands".

The Holy Spirit Province formed an Ad Hoc Committee, made up of Friars, B&A Planning Group and a lay program advisor to the Franciscans, to examine and determine a path forward for the South Lands.

Upon undertaking extensive technical analysis, a multi-phased engagement program, and many internal discussions with the Holy Spirit Province of Canada, the Ad Hoc Committee was provided direction to pursue an Area Structure Plan (ASP) for the South Lands to obtain statutory certainty and to assist the Franciscans in determining their future place within the Town of Cochrane and surrounding region.



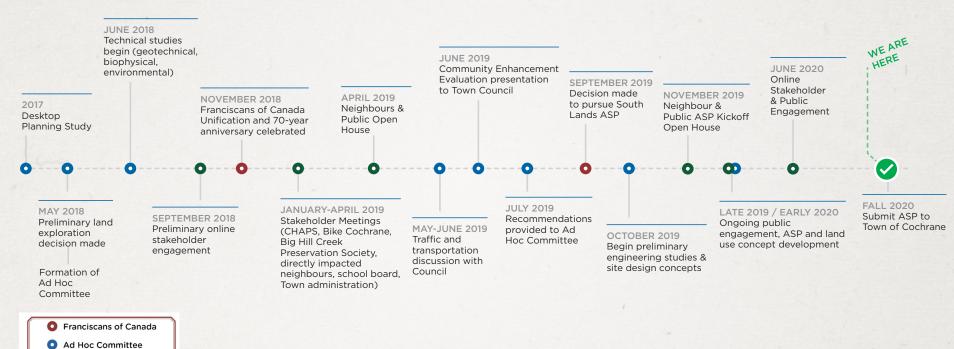
Engagement Overview

With direction from the Holy Spirit Province of Canada to pursue an ASP for the South Lands and an amendment to the MPD, the Ad Hoc Committee is undertaking a robust engagement program to facilitate collaboration with Town Administration and Council, key local and regional stakeholders, neighbours and the community at-large to help develop a plan for the South Lands that benefits all.

After two previous rounds of engagement with neighbours and the public, and multiple stakeholder meetings, the Ad Hoc Committee held a third round of engagement to share information and collect comments prior to submitting the ASP to the Town of Cochrane.

Due to the public health situation related to COVID-19 and the Government of Alberta's regulations around social distancing, the MSF South Lands Ad Hoc Committee developed an online engagement program to share information and collect feedback on the draft ASP. An information package was posted to the project website with an online survey, which was available from June 15-30, 2020.

Project Timeline



Public Engagement

Engagement Strategies



Information package and online survey (June 15-30, 2020)



Hard copy information packages available for those without Internet access



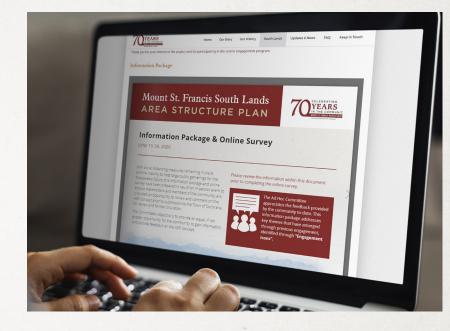
Engagement representative phone number and email address available



Email subscriber list for updates



Stakeholder virtual meetings



Engagement Promotions

Project website (www.mountstfrancis70years.ca/south-lands)

1/2 page advertisements in Cochrane Eagle and Cochrane Times

Project Facebook page (@MSF70years)

Paid Facebook advertisements

Email invitation to 244 email subscribers

Hand-delivered invitation to approximately 540 neighbours

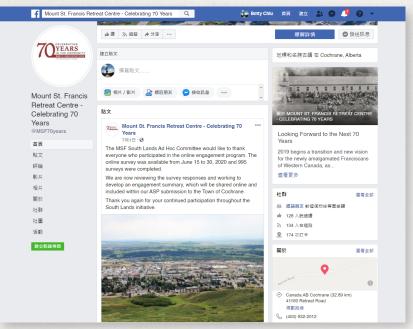
Cochrane Eagle and Cochrane Now news articles

Radio interview on 91.5 Cochrane Now

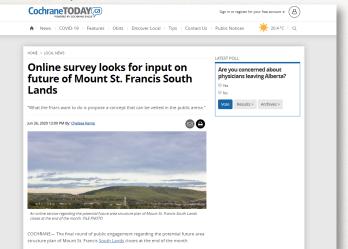
Online event postings



Online event postings



Cochrane Today



Cochrane Now

COCHRANENOW 🔶 20°

LOCAL NEWS

NEWS WEATHER EVENTS 091-5 EM

Strong response to online consultation on MSF southland ASP

Written by Noel Edey Sunday, Jun 28, 11:00 PM



oposed Mount St. Francis south land developmen

More people are participating in an online public engagement on the Mount St. Francis southland area structure plan than when they held an event in Cochrane last Neuromber

"About 80 per cent of the 300 never came out to our previous event, so it shows we're reaching an audience that maybe we wouldn't have reached if we had an inperson," says Tamille Beynon, senior communications and engagement specialist for B&A Planning Group.

But, she notes, they also facilitate those needing a person-to-person conversation.

Those wanting to participate in the online survey have until this Tuesday, June 30. After that, the data will be reviewed before the ASP beginning its review process with the Town of Cochrane. The engagement began June 15.

The 160-acres includes in the ASP are owned by the Franciscans of Canada. The ASP calls for the development of 60 acres and gifting the other 100 acres to the town as an environmental reserve.

Comments from their November engagement have been instrumental in developing the initial draft of the ASP, says Beynon. In particular, they have taken note of set back concerns noted by 4th Ave. residents.

Beynon explains it's basically an extension of the Sun Terra Ridge area that would be a mix of residential and commercial development.

"Most of the hill will be preserved. I think that was people's biggest concern that we

Participation

Overview







stakeholder meeting with Cochrane Tourism





provided to receive updates



emails received from community members

Who Participated

75%

of survey respondents (748) live in Cochrane

19%

of survey respondents (185) are neighbours to the South Lands (residents of Cochrane Heights, Sunterra Heights, Retreat Road, Big Hill Road)

6%

of survey respondents (62) live outside of Cochrane

25

respondents identified themselves as a representative of a business, organization or community group.

Previous Engagement



of respondents (855) have NOT participated in previous engagement events 14%

of respondents (140) **HAVE participated in previous engagement events**

ASP Engagement

98%

of respondents (976) **reviewed the project website and information package** prior to completing the survey

90%

of respondents (839) **understand the Franciscans' motivation to pursue an area structure plan** for the South Lands. **2%** of respondents (19) **did not review the project website and information package** prior to completing the survey

95%

of respondents **understand the Town of Cochrane's planning process and where the Franciscans are in the process** of establishing statutory certainty over the South Lands"

What We Heard

The following is an analysis of the responses received through the online survey. After analyzing and coding each individual response, responses were themed and tallied in order to obtain a quantitative summary of the feedback collected.

1 AFTER REVIEWING THE INFORMATION ABOVE, DO YOU UNDERSTAND THE FRANCISCANS' MOTIVATION TO PURSUE AN AREA STRUCTURE PLAN FOR THE SOUTH LANDS? (936 responses)

90% of respondents (839) understand the Franciscans' motivation to pursue an area structure plan for the South Lands.
10% of respondents (97) do not understand the Franciscans' motivation to pursue an area structure plan for the South Lands.
The following is a breakdown of the 103 comments provided:

• Do not want to see the land developed (36)

- Belief that the plan is financially motivated (24)
- Belief that the land will be sold and developed upon ASP approval (17)
- The Town does not need more development (14)
- Plan does not align with Franciscans' values or guiding principles (12)
- Understand the Franciscans' motivation (9)
- Information provided is unclear (9)
 - » What are the Franciscans' values / what legacy are the Franciscans wishing to leave through the development of the South Lands?
 - » Land cannot be developed without Franciscans' consent
 - » Why is development required?
 - » What type of development?
 - » More details re: "alternate purposes"
 - » Clarity of project explanation re: "statutory certainty"

- Concerns with negative impact on traffic (6)
- Development of the hill will have a negative impact on Cochrane (5)
- Not enough infrastructure to support additional development in Cochrane (5)
- Franciscans should not feel pressure to create a plan for the lands (5)
- Lands should be donated or sold to the Town or Province
 (4)
- Concerns with soil stability / water run-off (4)
- Concerns with Town's water licensing (3)
- Concern for impact on wildlife/nature (3)
- Lands were donated to the Franciscans (misconception) (2)
- Prefer lower density
- Engagement with neighbours has not been effective
- Open Retreat Road
- Public access to the hill will not happen without an ASP

2 DO YOU UNDERSTAND THE TOWN OF COCHRANE'S PLANNING PROCESS AND WHERE THE FRANCISCANS ARE IN THE PROCESS OF ESTABLISHING STATUTORY CERTAINTY OVER THE SOUTH LANDS? (856 responses)

95% of respondents (817) understand the process.

5% of respondents (39) do not understand the Franciscans' motivation to pursue an area structure plan for the South Lands.

The following is a breakdown of the 38 comments provided:

- Understand, but opposed to development (13)
- Request for additional information (9)
 - » Why is statutory certainty necessary if there are no plans to develop? (5)
 - » Relationship between landowners and Cochrane Council
 - » What are the Franciscans' long-term plans with the land?
 - » Are the Franciscans trying to come up with a plan before the Town does?
 - » Why were consultants hired?
 - » Information hard to read on the website
 - » Two "we are here" markers on timeline
 - » How many single-detached homes, how many affordable low-income homes?
 - » Need to see the land in person to gain an understanding of the project

- Belief that the plan is financially motivated (4)
- Belief that the land will be sold and developed (3)
- Not enough infrastructure to support additional development in Cochrane (2)
- Development of the hill will have a negative impact on Cochrane (2)
- The Town does not need more development (2)
- Concern for impact on wildlife/nature (2)
- Concerns with impact to traffic
- Understand the Franciscans are in the initial stages of planning for their land
- Plan does not align with Franciscans' values or guiding principles
- Plans can be amended once an ASP is approved
- Engagement with neighbours has not been effective

DO YOU SUPPORT THE PRESERVATION OF ~100 ACRES OF THE SOUTH LANDS FOR ENVIRONMENTAL RESERVE? (737 responses)

71% of respondents (525) support the preservation of ~100 acres of the South Lands for Environmental Reserve.

29% of respondents (212) do not support the preservation of ~100 acres of the South Lands for Environmental Reserve.

The following is a breakdown of the 217 comments provided:

"Yes" comments

- Support ~100 acres of ER, but do not support any development of the South Lands (20)
- Support ~100 acres of ER, but would like to see larger percent of lands preserved (7)
- Support ~100 acres of ER, but do not like fragmentation of ER
- Support ~100 acres of ER, but don't agree with preserving only undevelopable lands with large slopes
- Support ~100 acres of ER, but would like to see density reduced
- Do not support commercial/retail uses, only residential
- General support for preservation of ~100 acres
- Not enough infrastructure to support additional development in Cochrane (2)
- Development of the hill will have a negative impact on Cochrane (2)
- The Town does not need more development (2)

"No" comments

- Do not support any development of the South Lands / only support 100% environmental preservation (158)
- Would like to see larger percentage of the lands preserved (28)
- Not enough infrastructure to support additional development in Cochrane (10)
- Reference to desire for a park similar to Nose Hill / walking paths (7)
- Not enough schools to support additional development (3)
- Environmental Reserve area is only undevelopable lands (3)
- Concerns with slope stability (3)
- Lands were donated to the Franciscans (misunderstanding) (2)
- Recommend Town or Province to get involved (2)
- Topography of ER would impose costs on the Town (2)
- Would like to see density reduced (2)
- Plans do not align with Franciscan values / guiding principles
- Support the land being used for development

WHAT DO YOU LIKE ABOUT THE PROPOSED CONCEPT PLAN AND PROPOSED LAND USES? (479 responses)

The following is a breakdown of the 479 comments provided:

Supportive

- Like the amount of undeveloped land / green space / formalizing the ER (161)
- Like the new pathway connectivity and public access to the hill (23)
- Like the new road / access point to existing communities (22)
- Like the mix of uses (19)
- Like the variety / density of residential development (including higher density options) (18)
- Like the setbacks / preserve the appearance of the hill and views (15)
- Like the communal / public spaces (13)
- Like the location of potential future development (6)
- Like the project process, clarity of information, opportunity to engage (6)

Oppositional / concerns

- Do not support development of the lands (leave as is/leave as undeveloped open space / green space / no ER dedication) (206)
- Include more ER land / whole site should be ER land (51)
- Residential density too high (43)
- The Town doesn't need any more residential development (34)
- Infrastructure (general) not sufficient for the development (Townwide) (23)
- Access / traffic concerns (18)
- Alternate use suggestions (recreation lands, institutional use, trails, etc.) (17)
- Biological concerns (wildlife, grassland, fragmentation of habitat) (11)
- Technical concerns (slopes, etc.) (7)
- Infrastructure (general) not sufficient for the development (on-site)
 (6)
- Plan does not align with guiding principles / Franciscans values (2)

Other

- Do not support an online engagement format / concerns with the survey (2)
- Will there be further engagement in future planning processes?

5 IS ANYTHING MISSING THAT WOULD CONTRIBUTE TO CREATING A "COMPLETE COMMUNITY" (318 responses)

The following is a breakdown of the 318 comments provided:

- Do not support development of the lands / leave as is / no community (149)
- Create more public use green space and amenities (trails, pathways, etc.) (39)
- More infrastructure is required to support more development (37)
- Preserve/designate land as ER / open space (28)
- Less density / no residential use / complete development elsewhere before approving new development (15)
- School site (9)
- Further consideration of technical studies, site infrastructure, sustainability (9)
- More engagement is required (7)
- Other specific use suggestions (26)
 - » Outdoor recreation area (ball diamonds, basketball courts, play park, ice rink, etc.) (5)
 - » Dog park (3)
 - » Community centre/religious centre (2)
 - » Commercial / grocery store / convenience store (2)
 - Something to honor Franciscans' history (building/park/ statutes) (2)
 - » Employment opportunities / workspace (2)
 - » Tiny homes
 - » Bathrooms
 - » Arts centre
 - » Pergolas
 - » Women's shelter
 - » Water park

- General approval of proposed plans (4)
- Access
 - » Ensure direct maintained access to existing trail system
 - » Ensure at least two entrances to community
- No visibility from the Town
- Provincial park

6 PLEASE PROVIDE ANY ADDITIONAL COMMENTS YOU MAY HAVE ON THE PROPOSED LAND USES (376 responses)

The following is a breakdown of the 376 comments provided:

- Do not develop the lands/leave as undeveloped space (102)
- Site should be open space/green space/trails and recreation/ include more ER/whole site should be ER (87)
- Town does not need/cannot handle additional residential (inclusive of water licensing concerns) (57)
- Access / traffic concerns (43)
- Resolve infrastructure problems before more development (40)
- Concerns with technical studies / additional slope concerns (23)
- Reduce density of plan area (20)
- Biological concerns (wildlife, grassland, fragmentation of habitat) (12)
- Concerns with engagement / further engagement required (8)
- Build elsewhere in Town, not here (6)
- Plan is financially driven (5)

- Negative impact on Cochrane (2)
- Concern with eastern portion of residential (2)
- Does not align with guiding principles / Franciscan values (2)
- Supportive of the balance between residential / environmental reserve (2)
- Buffer or lower buildings adjacent to Sunterra Heights (2)
- Provide small affordable housing options (2)
- MR should be used for recreation purposes
- Dog park
- Outdoor arena
- Solar farm / wind turbine
- Orchards/fruit trees

7 SHARE ANY IDEAS OR COMMENTS RELATED TO THE OPEN SPACES WITHIN THE PROPOSED CONCEPT PLAN (CONNECTIONS, OVERLOOKS, VIEWPOINTS, PATHWAYS, PLAZAS, PARKS, ETC.) (295 responses)

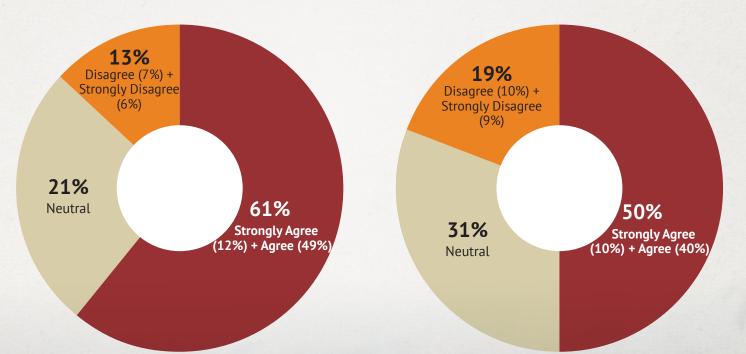
The following is a breakdown of the 295 comments provided:

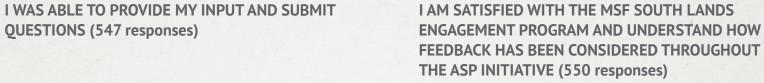
- Preserve all of the land as open space / ER/ no development (110)
- Suggestions / ideas (74)
 - » Provide view points (13)
 - » Off leash park / separated or fenced to protect wildlife (9)
 - » No structures (plazas/buildings) within open space/ER (8)
 - » Benches and garbage bins (7)
 - » Accessible pathways (4)
 - » Interpretive / educational/wayfinding signage (4)
 - » Educational / historical component to the trails / pathways (4)
 - » Mental health / meditation / prayer opportunities on trails (3)
 - » Tribute to Franciscans (2)
 - » Parking / staging area needed (2)
 - » No motorized vehicles (2)
 - » No off leash (2)
 - » Splash park (2)
 - » Shelters from wind / shade (2)
 - » Extend trees from Retreat Road onto bench
 - » Tower hike
 - » X country ski course
 - » Soccer fields
 - » Telescopes
 - » Basketball courts
 - » Parklands should extend into Rocky View and west face of hill
 - » Outdoor rink
 - » Ensure buildings blend into the natural environment
 - » Rest areas on the way up the hill

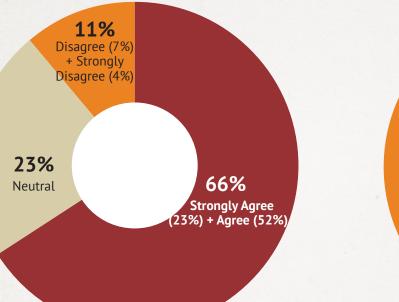
- Support trails / pathway network (45)
- No residential or retail, but support trails / pathways (42)
- Increased green space / more is better / minimize impacts / natural pathways (26)
- Concerns (23)
 - » Concerns about traffic (9)
 - » Concern with only ER space on slopes (5)
 - » Concerns with fragmented ER / impact on wildlife (3)
 - » Concerns with ER reducing once a developer gets involved (2)
 - » Concerns with waste (2)
 - » Concerns about soil stability
 - » Concerns with who will maintain pathways
- Bike facilities / separated bike lanes / mountain biking trails / etc.
 (22)
- Support the proposed open space plan as is (21)

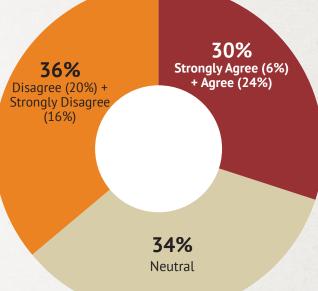
Engagement Evaluation

THE INFORMATION PROVIDED THROUGH THE WEBSITE AND INFORMATION PACKAGE PROVIDED ME WITH A THOROUGH UNDERSTANDING OF THE PROJECT HISTORY, CONTEXT AND THE PROPOSED ASP (552 responses) THE INFORMATION PROVIDED THROUGH THE WEBSITE AND INFORMATION PACKAGE MET MY EXPECTATIONS (548 responses)









Next Steps

The Ad Hoc Committee is reviewing and coordinating the feedback received under the direction of the Holy Spirit Province of Canada and continues to prepare the application submission to the Town of Cochrane. Town Administration will then initiate an internal review of the ASP application. The Ad Hoc Committee will work with the Town to address any comments and questions ahead of a Public Hearing of Town Council.

Once the Town has completed its review of the technical studies and the Town administration agrees, the technical studies will be made public.

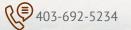
The Ad Hoc Committee will continue to share information and updates with our email subscriber list and will continue to post updates on the website and Facebook page.

To review the latest FAQ and responses from engagement events and communications with the community, please visit www. mountstfrancis70years.ca/faq.

More details on the process and future engagement opportunities will be shared as details become available.

Tamille Beynon





MOUNT ST. FRANCIS SOUTHLANDS

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