



BUILDING HOUSING CHOICES: OGILVIE RIDGE

Phase 1 Public Involvement What We Heard

COMMUNITY CONVERSATION

A public event titled A Community Conversation was held in Ogilvie Ridge on November 16, 2015 as an official introduction of the Building Housing Choices program in the community and a kick off to a three-phase public involvement process. The goal is to work with the community to determine a concept for a future housing development on the undeveloped building site (former surplus school site) in the neighbourhood.

The event shared information about the City's housing issues and affordable housing challenges, as well as details about the Building Housing Choices program in Ogilvie Ridge and the public involvement process. Information was shared through static display panels, a project fact sheet, interaction with project team members and two slide presentations (6:15 and repeated at 7:30) delivered by the Executive Director of Housing and Homelessness followed by moderated question and answer sessions.

A total of 163 people attended the event.

HOW INFORMATION WAS COLLECTED

Comments from the public were collected through comment forms, available both at the event and online on the City's project webpage.

Seventy-three (73) comment forms were submitted. Twenty-five (25) were received at the event and 48 were completed online.

Comments were also received on two idea walls at the Community Conversation that asked attendees to complete two statements:

Statement #1:

What I like most about Ogilvie Ridge is...

Statement #2:

The Building Housing Choices development will change my community by...

WHAT WE HEARD OVERALL

Overall, respondents value Ogilvie Ridge for being a quiet community, as well as its proximity to walking paths and trails, and the ravine. The amount of green and open space is also highly valued, as well as the feeling of safety, together with the low crime rate. Respondents also mentioned the maturity of the neighbourhood and that it is well-maintained as what they like about the community.

Although a significant portion of respondents don't know how the Building Housing Choices development will impact the community, the majority of respondents who answered the question (63 percent) perceive it will be a negative impact and are concerned it will increase traffic congestion and decrease property values. There is a fear that the development is wrongly placed in the affluent community and that the City is trying to force fit it where it doesn't belong. Many respondents don't believe the City is making a good decision, and fear that the development will not meet community standards and won't be properly maintained over the long term.

Residents also question how affordable housing can be sustained in Ogilvie Ridge, citing the lack of available/nearby supports, the need to pay homeowners' association fees, and the high architectural guidelines that will be required.

A very small number of respondents who believe there will be a positive impact to the community cite the opportunity for seniors' housing. Twenty-six (26) percent of respondents indicated they do not know if the development will have a positive or negative impact.

Forty-six (46) percent of the two-thirds of respondents who answered the question feel the housing type currently underserved in Ogilvie Ridge is seniors' housing.

COMMENT FORM SUMMARY

Ninety-six (96) percent of the 73 respondents who completed the comment form are residents of Ogilvie Ridge with three (3) percent or two respondents who are from the communities of Holyrood and Carter Crest.

Respondents who completed the comment form and who live in Ogilvie Ridge have lived there for the following number of years:

- Less than 1 year – 3 people or 4 percent
- 1 – 5 years – 11 people or 17 percent
- 6 – 10 years – 13 people or 19 percent
- 11 – 20 years – 23 people or 33 percent
- 21+ years – 19 people or 27 percent

Note for review of the summary of responses: not all respondents answered every question.

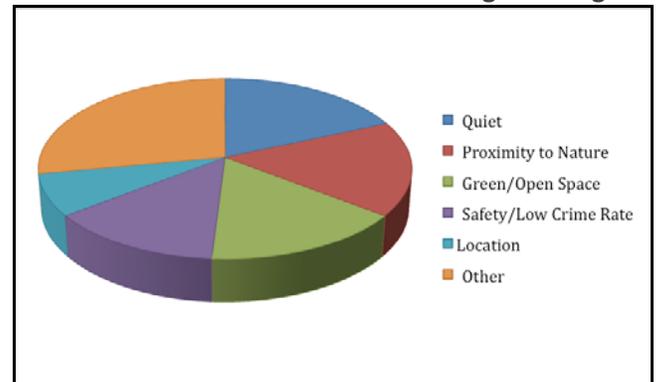
Respondents vary in age with 15 percent over 66 years of age (10 respondents), 29 percent between 56 and 65 years of age (21 respondents), 30 percent between 46 and 55 years of age (22 responses), 15 percent between 36 and 45 (11 respondents), 4 percent between 26 and 35 years of age (3 respondents) and 5 percent between 18 and 25 (4 respondents).

What residents like about Ogilvie Ridge

Respondents were asked what they like most about Ogilvie Ridge, and the response received most often

was that it is a quiet community (27 responses). Other key areas that people value are the community's proximity to walking paths, trails and the ravine (25 responses), the green/open space (23 responses) and the feeling of safety/low crime rate (20 responses). The location of the community close to amenities and easy-to-access freeways and highways was mentioned by 11 respondents and "well-maintained," community standards/ uniformity, and "the people" were each mentioned by nine (9) respondents. Other reasons cited to like Ogilvie Ridge were low density (8 responses) and community maturity/ "well-established."

What Residents Like Most About Ogilvie Ridge



"I like Ogilvie Ridge because it is a safe and quiet community." Resident

Perceived impacts of the Building Housing Choices Development

When asked if the new Building Housing Choices development will affect the Ogilvie Ridge community positively or negatively, 63 percent or 44 respondents indicated it would affect the community negatively, while 10 percent or 7 respondents believe it will have a positive impact on the neighbourhood. Twenty-six (26) percent indicated they don't know if the development will impact the community either positively or negatively. Nearly half of respondents, (51 percent), did not answer the question.

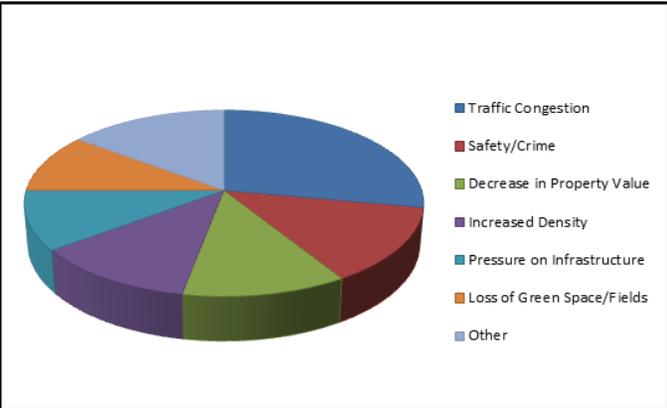
Those that feel the housing development will have a negative impact indicated most often that they were concerned about the potential increase in traffic congestion (16 responses) and the perceived decrease in property values (15 responses). There is general negativity and a lack of trust toward the City for proposing the development (14 responses) with respondents questioning why an affordable housing development would be proposed in an affluent community with high construction/finishing standards and that the new development will not be able to maintain current standards and remain affordable. Other comments note concerns that the neighbourhood population will be “doubled” and that it is being “force fit into the community” only to become a “future eyesore” and concern about a ‘Housing First’ program in Ogilvie Ridge.

“Although we’re reassured to having a voice, it feels like we’re up against a council determined to force a fit of social housing agenda into a neighbourhood without the consideration of all the support systems needed for people hard to house.” Resident

Other key areas of perceived negative impact were loss of green space/soccer field (9 responses), potential for increased crime (7 responses); impacts on parking; pressure on the school, which was noted as already being at capacity; and negative impacts on the overall quality of life.

“I live across the street from the proposed building site. . . if we are ever able to sell, we will see a sharp decrease, I wouldn’t buy across the street from low-income housing.” Resident

Resident Concerns Shared



Those who feel that the development will have a positive impact on the neighbourhood suggest that should seniors’ housing be recommended, it would provide the opportunity for seniors to age in place, encourage diversity, could provide “low cost housing for our children” and is an investment in the future of the community.

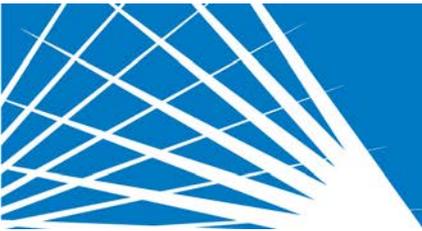
“Accommodating housing for young families now is an investment in the future.” Resident

When asked what one message respondents would like to share with the City about the Building Housing Choices development, 19 respondents noted that they do not want the development at all and that it “won’t be supported or welcomed.” Others reiterated concerns and issues already identified, including concern that property values will decrease, traffic congestion, loss of green space, increased noise, loss of safety and security, the need to ensure appropriate property maintenance and management, additional pressure on the community’s infrastructure and questions why those that require affordable housing would want to live in a community with homeowners’ fees.

Additional comments (7 responses) were received that requested that the site be moved from the proposed approved site to an alternate location (where the baseball diamond is currently located) so that the soccer field will remain and community green space will not be divided and the playground area cut off.

Thirteen (13) comments were received that support seniors’ housing in the community with four of those indicating that this would be the only acceptable option.

“Affordable housing for seniors fits well into this neighbourhood but affordable housing for single men would attract too much traffic and the choice could present problems with safety.” Resident

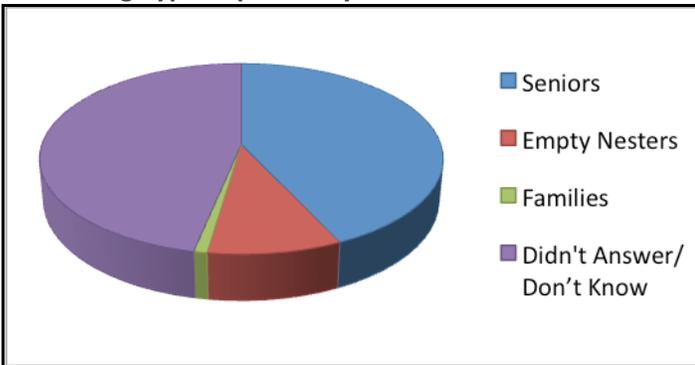


Respondents also offered suggestions including 'ensure enough parking is available,' 'the place should look like the rest of the neighbourhood,' and 'it really depends on the quality of the development.'

When asked what housing type would be most needed in the Ogilvie Ridge community, seniors' housing was indicated by 46 percent of those who answered the question as the number one choice, and by 11 percent as the second choice.

Families with small children were favoured by six (6) percent of respondents, empty nesters by 10 percent and couples by one (1) percent of respondents. One-third of respondents did not rank the first option of seniors' housing and approximately 50 percent of respondents did not rank the remaining three options.

Housing Type Reported by Resident as Underserved



Project Awareness

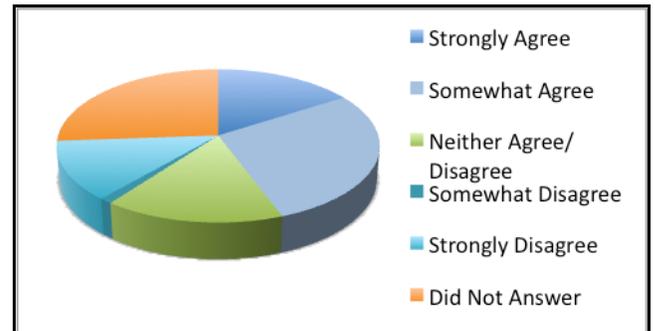
Before the November 16, 2015 Community Conversation in Ogilvie Ridge, three (3) percent or 2 respondents indicated they were unaware of the future housing development in Ogilvie Ridge, 51 percent or 37 respondents indicated they were aware but uncertain as to what kind of development was proposed, and 41 percent or 30 respondents indicated they were aware and knowledgeable that a housing development was being planned in their community. Five (5) percent of respondents did not answer the question.

Respondents were also asked if the information presented at the November 16, 2015 Community Conversation helped their understanding of the Building Housing Choices project. Twenty-two (22) percent or 16 respondents indicated attending the event helped their understanding of the affordable housing shortage in Edmonton, 38 percent (28 respondents) indicated attending the event helped their understanding of the City Council-approved policy to guide residential development on the 17 undeveloped (surplus school) sites, 37 percent (27 respondents) indicated they became more aware of the Building Housing Choices goal of developing a mix of market and affordable housing on the undeveloped (surplus school) site, and 36 percent or 26 respondents became more aware of which aspects of the development the public will have the opportunity to influence. Twenty-two (22) percent of respondents did not answer the question.

About the Event

In terms of their level of satisfaction with the Community Conversation event, 39 percent Strongly Agree or Somewhat Agree that the information presented was useful and informative, with 25 percent who Strongly Disagree or Somewhat Disagree with the statement and 14 percent who Neither Agree nor Disagree. Twenty-three (23) percent did not answer the question.

Information Presented was Useful and Informative



Thirty-nine (39) percent (29 respondents) Strongly Agree or Somewhat Agree

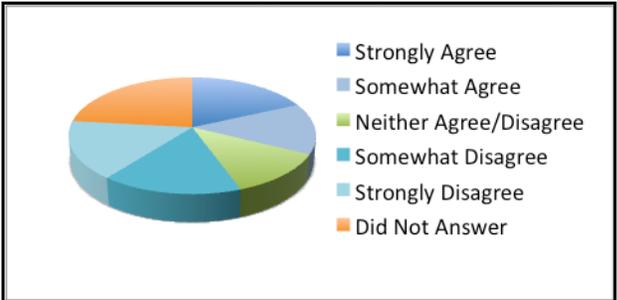
that the visual displays in the room were easy to understand, with ten (10) percent (7 respondents) who Strongly Disagree or Somewhat Disagree, and 29 percent (21 respondents) who Neither Agree nor Disagree. Twenty-three (23) percent or 17 respondents did not answer the question.

Fifty-two (52) percent (26 respondents) Strongly Agree or Somewhat Agree that staff were helpful, friendly and available to talk with participants with nine (9) percent (7 respondents) who Strongly Disagree or Somewhat Disagree and 16 percent (12 respondents) who Neither Agree nor Disagree.

Thirty-four (34) percent or 25 respondents Strongly Disagree/Somewhat Disagree that they were able to find answers to their questions, with 26 percent (19 respondents) who Strongly Agree/Somewhat Agree that they were able to find answers to their questions. Fifteen (15) percent (11 respondents) Neither Agree nor Disagree that they were able to find answers to their questions. Twenty-five (25) percent (18 respondents) did not answer the question.

When asked if the Community Conversation event provided them the opportunity to provide input/voice their concerns, 32 percent (23 respondents) indicated they Strongly Agree/Somewhat Agree that the event provided them the opportunity to provide input/voice their concerns. The same number of respondents (32% or 23 respondents) Strongly Disagree/Somewhat Disagree with the statement. Twelve (12) percent (9 respondents) Neither Agree nor Disagree and 23 percent did not answer the question.

Event Provided the Opportunity to Provide Input



Respondents indicated that the top three methods by which they learned about the October 26, 2015 Community Conversation were:

- Roadside signs – 52 percent
- Building Housing Choices direct mail postcard delivered to resident mailboxes – 37 percent
- Four-page Building Housing Choices Community Bulletin delivered to resident mailboxes – 36 percent

IDEA WALL

Those who attended the Community Conversation were invited to share comments on two idea walls that were displayed in the room. On the first idea wall they were asked to complete the statement - **What I like most about Ogilvie Ridge is...** One the second idea wall, attendees were asked to complete the following statement - **The Building Housing Choices development will change my community by...** Comments received on the two idea walls are summarized below:

What I like most about Ogilvie Ridge is...

Comments reiterate those on the comment form with respondents indicating they like Ogilvie Ridge as it is quiet, is in a great location, is well-established and has a homeowners’ association.

The Building Housing Choices development will change my community by...

The comments are generally consistent with those received on the comment forms. The comments received most frequently include increase in traffic congestion (9 responses) and the reduced green/open space in Ogilvie Ridge (4 responses) and perceived decrease in property values (4 responses). Other comments include noise, loss of community uniformity and increased density.

One positive commenter noted “diversity is good!”