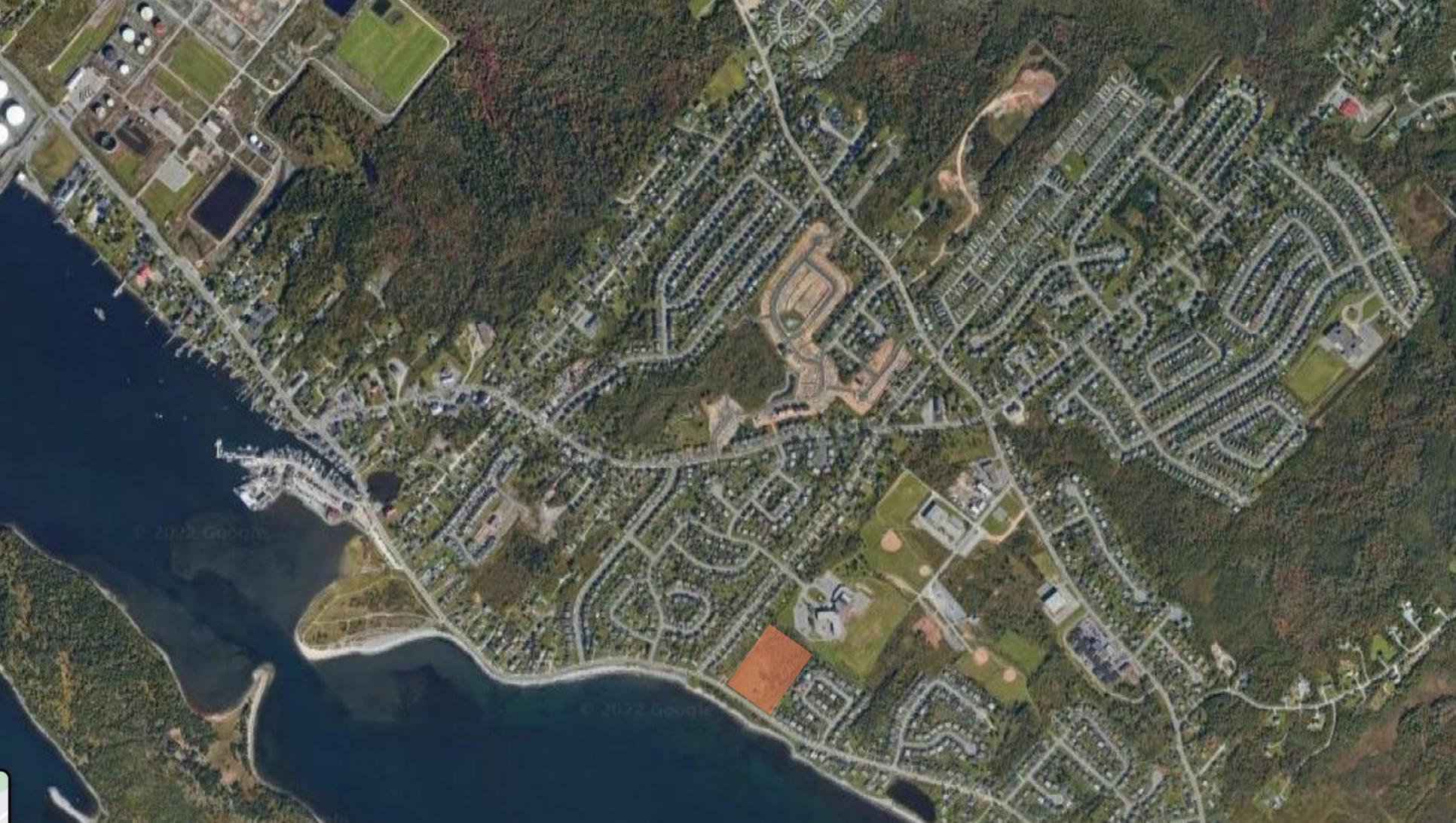


# Blue Ocean Estates

Public Hearing, August 3, 2022







1818 Shore Road

Approved Development Site

annon Crescent

Wescient

Oceanlea Dr

Oceanlea Dr

Oceanlea Dr

Shore Rd

Shore Rd

Shore Rd

Ainslie Crescent

Ainslie Crescent

Ainslie Crescent

Shoreview Dr



400m: 5 min walk

Elementary School

Park

Secondary School

Elementary School

Elementary School

Care Centre

**SITE**

1818 Shore Rd, Eastern  
Passage, NS B3G 1G5

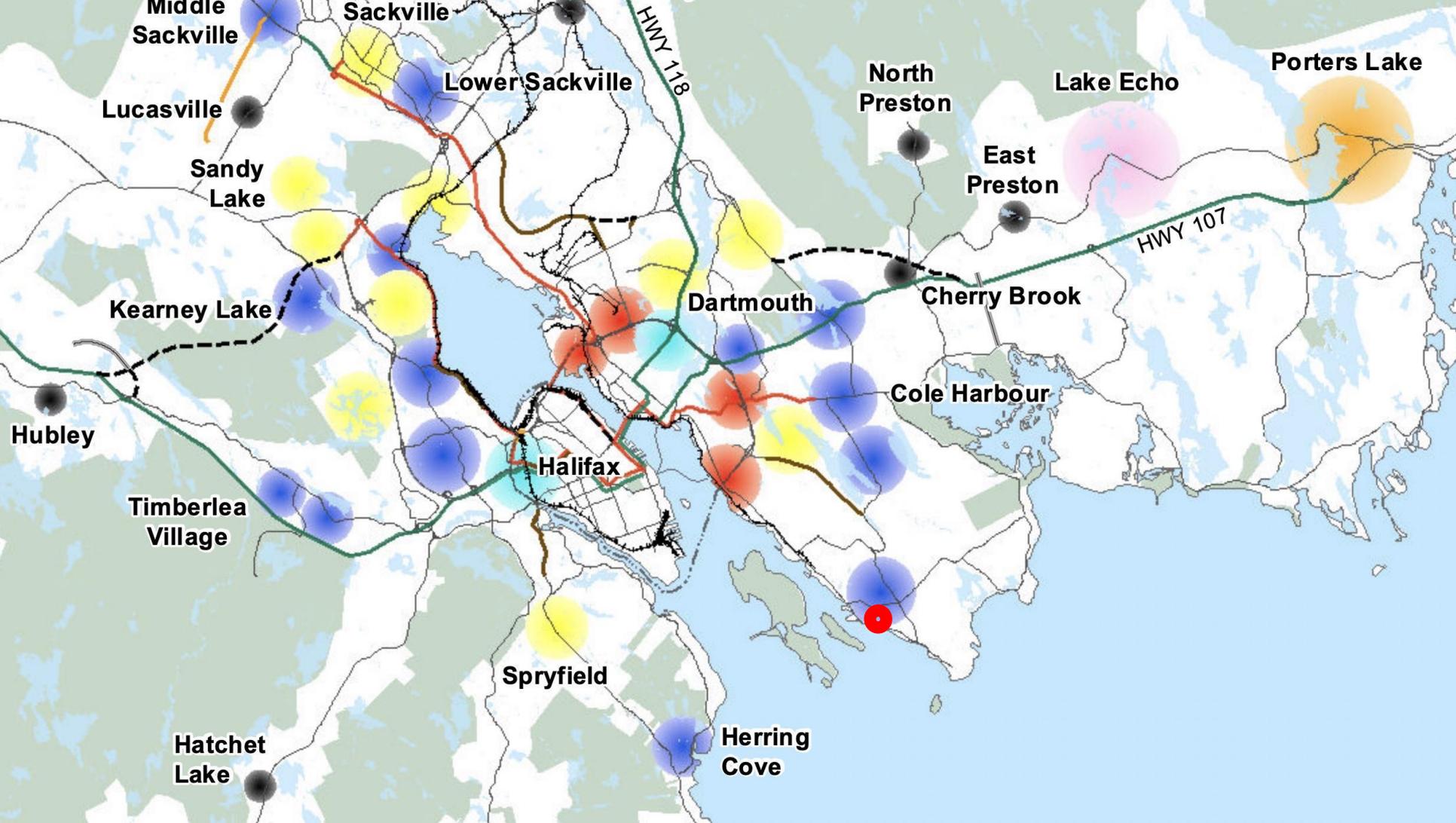
Eastern Passage Ballfield

Ocean  
Contir



6A/B/C Bridge - Woodside  
6B - Bridge - Eastern Passage  
6C - Bridge - Heritage Hills







# Round 1: Who we've heard from:

April 2021

**2,595**

Reached

**49**

Online survey  
responses

# Survey 1: What did we hear?

**75%**

Were generally supportive of a housing development on site.

# Survey 1: What did we hear?

April 2021



**65%**

A mix of housing types  
such as townhouses.



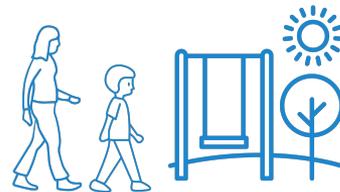
**68%**

Shops and  
services.



**68%**

Traditional  
Nova Scotian design.



**75%**

Public space amenities  
such as walking trails.

# Survey 1: What did we hear?

April 2021

**51%**

Supported  
apartments.

**35%**

Preferred no housing or  
only single-family  
homes.

# Big messages:

- Not too many apartments.
- Affordability.
- Accessible for the elderly.
- Some shops.
- NS design.
- Great parks and paths.

# Elements of Urban wellbeing



# Project Principles

Every element of Blue Ocean Estates will be designed and managed according to the following principles:

## Social

This community will offer spaces that nurture strong social ties and enable neighbours to meet each other with ease. In this way, the design will help to fight social isolation.

## Better for All

This community will improve life for all residents of Eastern Passage by ensuring accessible amenities and access for all.

## Inclusive

This community will be welcoming to people of all ages, abilities and backgrounds, offering a diverse range of housing options and ensuring access for all.

## Walkable and Safe

The community will offer opportunities for people of all ages, backgrounds and abilities to comfortably and safely walk outside.

## Healthy and Sustainable

This community will improve access to sustainable mobility networks, encouraging people to walk, cycle, roll and take transit to their destinations, leading to a healthy, active lifestyle.

## Joyful and Beautiful

Every street, park, and building will instill a feeling of joy, pride, and Nova Scotian identity.

## Financially Resilient

This community will use a replicable, financially sound business model that generates more municipal tax revenue than it consumes.







1

2

3





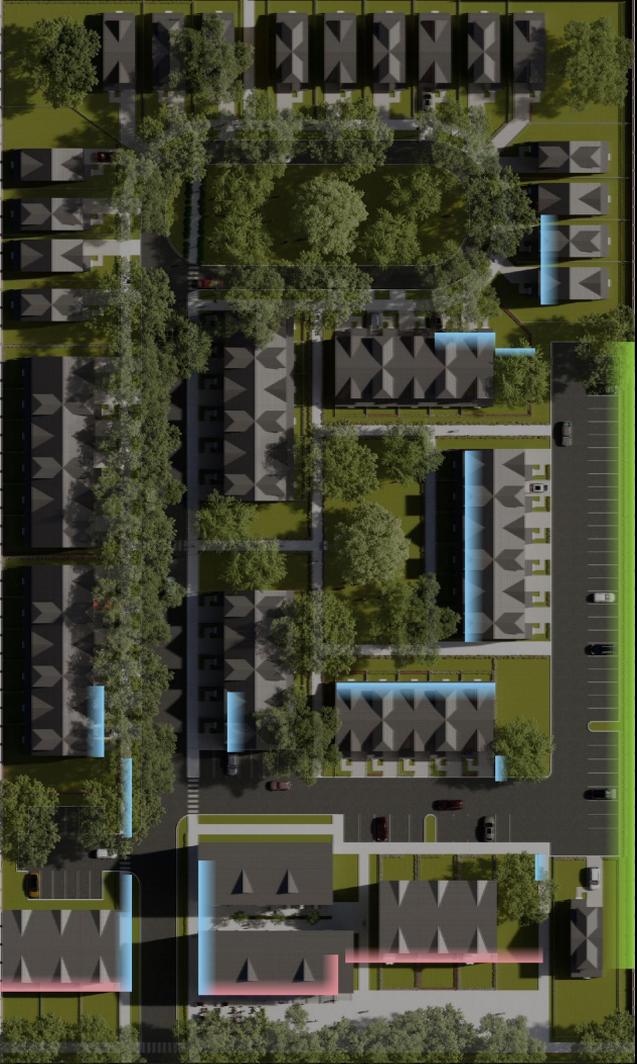
















# Round 2: Who we've heard from:

**170**

Reached via  
email

**211**

Online  
survey  
responses

**400+**

Non-ad Facebook  
engagements  
(comments,  
reactions, shares)

# Survey 2: What did we hear?

March/April 2022

**71%**

Were generally  
supportive of this  
project

**12%**

Offered ideas  
or concerns.

# Survey 2: What did we hear?

March/April 2022

**12%**

Were entirely opposed  
to building more  
housing in Eastern  
Passage

**6%**

Were opposed to the  
specific development  
plan proposed

# Survey 2: What did we hear?

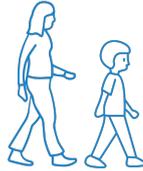
March/April 2022



**Design:**

**80%**

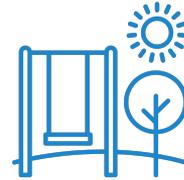
Supported using a traditional Nova Scotian design



**Walking paths:**

**86%**

Supported our approach to providing walking connections throughout the site



**Public spaces:**

**84%**

Supported the provision of public spaces on site, including green spaces and an ocean-side patio

# Survey 2: What did we hear?

March/April 2022



**Housing mix:**

**62%**

Supported providing a mix of housing types, including single-family homes, townhomes, and small apartments



**Shops & services:**

**75%**

Supported including commercial space for 3-4 small businesses

# Concerns we heard:



# Concerns we heard:

Maintain village  
character of Eastern  
passage.

**37** people.



# Concerns we heard:

Protect trees and  
wildlife habitat.

**32** people.



# Concerns we heard:

Infrastructure and  
sewage capacity.

**14** people.



# Concerns we heard:

Drainage and  
Erosion.

**12** people.





**Concerns  
we heard:**

School capacity.



## School capacity

Oceanview elementary school:	<b>64%</b>
Horizon Elementary:	<b>78%</b>
Eastern Passage Education Centre:	<b>73%</b>
Seaside Elementary:	<b>77%</b>
Island View High School:	<b>59%</b>

Concerns  
we heard:

Affordability.

**74** people.





# Affordability strategies

1. Modest-sized homes.
2. Townhouses and apartments.
3. Will apply for provincial funding.

Concerns  
we heard:

Traffic and parking

**57** people.



# Thank you

