

## Franklin, Yvonne

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**From:** Barton, Kevin  
**Sent:** 2013 March 14 11:22 AM  
**To:** Slattery, Kieran  
**Subject:** FW: Stadium ARP Public Design Workshop I Facilitator Guide

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**From:** Bliet, Desmond  
**Sent:** 2013 March 12 9:27 PM  
**To:** Donker, Paul; Davies, Craig; Dillon, Rachele S.; Zoldak, Natalia M.; Down, David; Tomic, Sonny; Pitts, Juliet H.; Wiwjorra, Lothar; Saunders, Patrick; Fromherz, Kerensa; Carkic, Zoran; Parker, Keath; Barton, Kevin; Boychuk, Lorie L.; Odland, Corwin; Mahler, Thom; Wu, Shimin; Pomreinke, Derek D.  
**Cc:** Stanley, Rollin  
**Subject:** Stadium ARP Public Design Workshop I Facilitator Guide

Good evening,

This email contains information on **logistics, agenda, context, key messages, and roles** for the upcoming Public Design Workshop for the Stadium ARP project. To start, however, I'd like to thank you for your participation in this project, particularly at an event that may end up high-pressure and is part of an increasingly controversial process. That said, this project really does bring together a lot of the opportunities that we are looking for as we try to implement the MDP, and has a track record so far of good relations between the City, the landowner, and most (though not all) nearby Community Associations; it's an exciting transition to be a part of, and is a bit of a look at the enhance 'explore' pre-process envisaged by Transforming Planning, in all its glory!

Please review the items below, particularly the Roles section, as well as the key messages, in order to be prepared for what will surely go by in a flash.

Thanks again,

-Des

### **Stadium ARP Public Design Workshop I 2013-03-14 I Facilitator Guide**

#### **Logistics**

The event will take place at the University Elementary School (3035 Utah Drive NW)

Doors will be open to the public from 17h-20h30, Thursday, March 14.

Sandwiches and refreshments will be available for staff in the gym as of 16h and through the evening in an adjacent storage room

The link above (in the address) includes transit directions to get you there for 16h; there is ample parking on-site and nearby if you choose to drive or share rides together.

#### **Agenda**

4:00pm - Staff set-up and preparation

5:00pm - Welcome & Refreshments

5:15pm - Introductions & Orientation

*Report Back from Previous Engagement*

- What was heard in the open house and community walkabout

- How the feedback was assembled
- What issues we are able to focus on and those we are not able to focus on and why
- How City Staff can help

*Purpose of the Design Workshop*

- Work through Issues & Opportunities using scale models
- Look at how the information will feed into drafting an Area Redevelopment Plan

*5:45pm - Your Ideas*

Join a table based on your time commitment:

- *Workshop tables* for participants that can commit to the full design session
- *Drop-in tables* for participants with limited time or who wish to be self-guided (or those who drop-in later on)

*7:15pm - Stop Workshop*

- Workshop tables to finalize notes and pin-up content
- Workshop tables select a 'table representative' to stay with the material created and present to visiting participants.

*7:30pm - Informal Exchange*

- Participants can visit each of the workshop tables and leave comments on stickies
- Table representatives to speak about the group's scenario to visiting participants and answer questions

*8:00pm - Wrap up and next steps*

- Next steps in the process
- How to stay connected

*8:30pm - Finish*

*9:00pm - Take-down and clean-up complete*

**Context**

The Stadium Shopping Centre is a late-1960s strip mall at the NW corner of 16 Avenue and Uxbridge Dr NW. The landowner, after reversal at the SDAB due a flawed Transportation Impact Assessment on a poorly fleshed-out office redevelopment in 2008, has been working with the City on re-thinking their approach to creating a vibrant, high quality mixed-use development with a mix of street-level local shops, services, and restaurants with dwelling units, office space, and potentially a hotel on the upper floors. The site also includes a small piece of Municipal Reserve land, which is intended to be incorporated on a 1:1 basis elsewhere on the site in order to create an improved public realm.

The landowner's initial pre-application discussion document suggests a potential for 791,223 square feet of development, in line with the current C-C2f3h46 land use designation. This will be subject to change as the project continues, and the ARP's objective is to create a set of principles and guidelines against which a future master plan (as part of a development permit application) will be evaluated. More project information is available at [www.calgary.ca/stadium](http://www.calgary.ca/stadium), or by stopping by to talk to me, calling, or emailing.

**Key Messages**

*The event's purpose is to focus on identifying what people WOULD like to see, rather than what they oppose.*

We need to acknowledge concerns regarding density and traffic, but in order for this event to be successful, we need to also identify the positive elements that people would like to see as a result of redevelopment. If a participant is really only interested in registering their objection due to density/traffic, that is fine, we can record that, they can speak with transportation staff, but we also need to inform them that for the purposes of this evening (not the whole project), we need to know what they DO want to see on this site.

The items below speak to issues that have been particularly hot topics to date:

ARP process:

There has been a lot of concern expressed by the Community Association regarding the speed of this process. However, the perception that an ARP 'usually takes a year or two' does not apply in this case because:

- 1- The South Shaganappi Communities Area Plan includes a Council-approved vision and set of policy for the Stadium Shopping Centre site; this is not usually the case for an ARP.
- 2- The current process is the culmination of a long conversation on the future of this site, which includes:
  - a. all of the engagement that led to the South Shaganappi Communities Area Plan
  - b. monthly meetings with the representatives from Community Associations, nearby institutions, the City, and the landowner (the South Shaganappi Area Strategic Planning Group)
  - c. extensive technical discussion between the landowner and the City
  - d. Two landowner-led workshops involving community residents, Community Associations, nearby institutions, and the City
- 3- The ARP covers a small site at the edge of the community that includes only a single property owner (not including the Municipal Reserve lands); again, this is not usually the case for an ARP.
- 4- The landowner already has the correct land use designation in place (and has since at least 1970); this ARP process is substantially more than would be occurring if redevelopment were to go straight to the development permit stage (which would be normal for a project of this type).

Municipal reserve lands:

The lands between 16 Avenue and the three pad restaurants (Redwater, Wendy's and the Keg) is municipal reserve. The incorporation of this land into the site is a Council-approved direction, as part of the South Shaganappi Communities Area Plan. The Community Association is adamant about not losing this green space. Our key messages on this issue are:

- 1- The only green space incorporated into the plan is the strip between the restaurants and the highway, NOT the parks, playgrounds, or school sites to the west; there is a LOT of confusion about this among the public, due to earlier Community Association statements which were vague about which open space was in the ARP.
- 2- Any portion of that MR land that is incorporated in the development must be replaced elsewhere on site on a 1:1 basis; the ARP process, including and especially this evening's event, is about identifying principles and guidelines for ensuring the best possible configuration and location of open space on the site - one possible option is indeed leaving it where it is, next to 16 Avenue.
- 3- If the MR land is incorporated elsewhere on site, an adequately wide, pleasant, and well-landscaped walking/cycling route will still be required along 16 Avenue in order to connect the parks/playgrounds/school sites with a required pedestrian overpass (across 16 Avenue to Foothills Medical Centre) and an enhanced transit facility along 16 Avenue.

- 4- The South Shaganappi Communities Area Plan specifically DOES NOT include that land (or the similar strip of lands to the east of Uxbridge Drive) as an 'important open space' - it does recognize the importance of the lands immediately westward.
- 5- The Joint Use Coordinating Committee and the Transportation Leadership Team (Transportation directors) have decided against an interchange at this location and deemed this land surplus.

Density and traffic:

These are the top two concerns in the community, as with any neighbourhood in Calgary. Our approach here is to:

- 1- Acknowledge these concerns and offer to direct the participant to the transportation information table should they wish to learn more about the Transportation Impact Analysis that is underway.
- 2- Stress that the City takes these issues very seriously, and is undertaking significant technical analysis.
- 3- Point out that this evening's event is about identifying what people WOULD like to see, and not solely about what they oppose. Please encourage the participant to think about what form they would like to see redevelopment take, given their views on density/traffic.

Land use designation:

There has been discussion in the community regarding the appropriateness of the land use designation (C-C2f3h46) for this site. Although we are happy to record this perspective and help the community to share it with CPC and Council, the scope of this ARP does not include recommending the re-designation of the property. This is because:

- 4- The Council-approved South Shaganappi Communities Area Plan specifically calls for meeting the purpose and intent of the current land use designation
- 5- The landowner is not interested in pursuing a re-designation of their property, which has had this same level of density and height since at least 1970. Bylaw transitions in 2007, 1980, and 1972 resulted in height and density limits remaining entirely consistent.
- 6- Creating an ARP, including assessing the technical impacts of increased density (both in terms of form of development and traffic generation) allows the City to put measures in place that address the issues and opportunities presented by the site without re-designation.

Hotel suitability:

The South Shaganappi Communities Area Plan includes provision for a hotel, however the Community Association and the Westmount Charter School, as well as some members of the public have raised substantial concerns due to the presence of transient hotel guests, the likelihood of child predators, and safety concerns for the adjacent school site. Our key message here to acknowledge that we have heard this concern from many people and are working with the Calgary Board of Education, the Calgary Police Service, and other stakeholders to address this issue and understand what the safety concerns are and how best to mitigate them.

Local shops and services:

There is much concern in the community about losing access to convenient nearby shops and services, and seeing them replaced by a sterile bunch of condos and/or medical offices. Our key messages here are:

To acknowledge the validity of this concern and stress that this ARP will build on policy in the South Shaganappi Communities Area Plan in order to require each phase of development to demonstrate that it contains a mix of uses, including local serving shops, services, and restaurants, but that we cannot regulate the particular tenant mix or choice. Acknowledge that the existing mix of tenants is a unique asset, and that the landowner, as property manager is aware of this, and is present this evening in order to speak to these sorts of issues.

## Roles

Workshop table facilitators, with Lego modelling (Natalia, Rachele, Paul, Craig, Kevin - one per table)

Purpose: To elicit participants' ideas and big moves with respect to site layout and design, through building, designing, and conversation.

Process:

- 1- Conversation to ensure that participants are comfortable and willing to participate, noting any outstanding density/traffic concerns
- 2- Introducing participants to the available documentation on precedent developments, including the table of images and characteristics, the footprints, and the starter buildings
- 3- Encouraging participants to sketch out an overall site plan (trace, markers, Lego placeholders)
- 4- Encouraging participants to place streets (black construction paper) and public spaces (green and grey construction paper)
- 5- Encouraging participants to share their views as to why they are making their decisions, and what principles/ideas they are expressing
- 6- Encouraging participants to select a table representative to stay with and explain the material created during the informal exchange
- 7- Acknowledging and recording concerns and respectfully working to keep the focus on what people WOULD like to see, rather than what they are oppose

Workshop table facilitators, with sketching and maps (David, Sonny, Juliet, Lothar - two per table)

Purpose: To elicit participants' ideas and desires for the design, character, and programming of the public realm, including streets, public spaces (green and hard-surfaced), and the development's interface with the surrounding community .

Process:

- 1- Conversation to ensure that participants are comfortable and willing to participate, noting any outstanding density/traffic concerns
- 2- Asking participants to identify what they value in public spaces and street environments in the neighbourhood, throughout Calgary, and examples from other cities; what activities and uses do they enjoy in public spaces?
- 3- Working with participants to develop a set of 'must-have' and 'must-avoid' lists for both streets and public spaces
- 4- Identifying potential street network and open space configurations on the map+trace
- 5- Sketching out potential design ideas for street and public space design, including interfaces with the site's surroundings
- 6- Encouraging participants to share their views as to why they are making their decisions, and what principles/ideas they are expressing
- 7- Encouraging participants to select a table representative to stay with and explain the material created during the informal exchange
- 8- Acknowledging and recording concerns and respectfully working to keep the focus on what people WOULD like to see, rather than what they oppose

Drop-in table facilitators (Thom, Derek, Patrick?, Des -floating)

Purpose: To allow participants to select a faster means of expressing their perspectives on the same sets of issues as the more in-depth workshop tables, by means of referring to display panels and a workbook questionnaire.

Process:

- 1- Welcome participants and orient them to the entire room; if there is availability at a workshop table and they are keen, then direct them there; otherwise orient them to the display panels and provide them with a workbook questionnaire and let them know that you're available for questions/comments
- 2- Float amongst the drop-in tables and offer assistance to drop-in participants by answering questions, taking comments, or directing them to the appropriate person (possibly at the information tables)
- 3- Collect workbook questionnaires as participants leave

Information table staff (Shimin, Keath for Parks; Kerensa, Zoran for Mobility)

Purpose: To allow participants to ask questions about parks, open space, and transportation issues, either from drop-in participants or those who are participating at the in-depth workshop tables

Process: 1- Welcome participants to the event and provide clarification and answers to their questions

Hosting, welcome, and communications (Corwin, Lorie - at the door and floating)

Purpose: To welcome participants, orient them to the room, and give them a sense of the purpose and scope of the event, make them aware that the event will be recorded and that they need to put a sticker on their shirt should they wish their image to not be used.

Video and photo documentation (Adrian - floating)

Purpose: To create a video and photo record of the evening for posting on the project website and to demonstrate the breadth of topics covered and the intensiveness of the engagement event

Process: 1- Adrian will be floating around the room recording video, taking still images, and conducting short interviews with participants and staff as appropriate to the situation.

Overall management and troubleshooting (Thom, Des - floating)

Purpose: To deliver the formal introductions to the event, communicate the scope and purpose, be available for questions throughout the evening, and keep the activities on time with respect to the agenda.

Landowners (Ryan, Mike, and Brian from Western Securities + Zeidler)

Purpose: The landowners (Ryan and Mike) and their planning consultant (Brian) will be floating around the room should any questions come up that are better answered by their team (queries regarding their process to date and their intentions with respect to phasing and current retail tenants are common)

#### **Final note**

Again, thank you so much for offering to be a part of this process. While we do not know exactly what is in store for this evening, we are certainly trying to remain optimistic that whatever the outcome, we are going well above and beyond in trying to reach out to the community in order to get a sense of what they would like to see on this site, and gather material that can help our project team create principles and guidelines for redevelopment.

Please don't hesitate to contact me should you have any questions or concerns.

Best,

-Des

#### **Desmond Blik**

Planner II | Land Use Planning & Policy | [City of Calgary](#)

T [403.268.2918](tel:403.268.2918) | F 403.268.3542 | [desmond.blik@calgary.ca](mailto:desmond.blik@calgary.ca) | [calgary.ca/todplanning](http://calgary.ca/todplanning) | [calgarv.ca/stadium](http://calgarv.ca/stadium)

800 MacLeod Trail SE | 4th Floor | Mail Code 8117

PO Box 2100 Station M | Calgary AB | T2P 2M5



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