



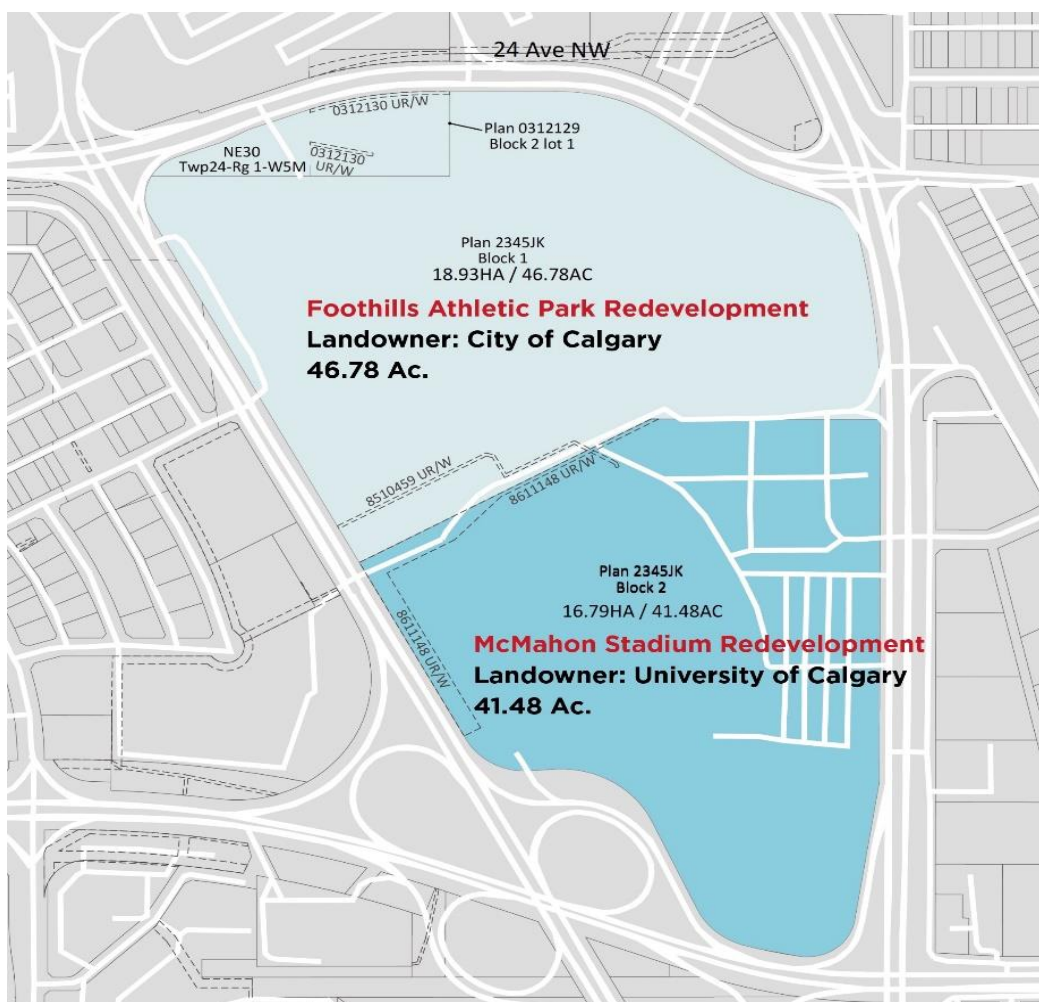
Foothills + McMahon Concept Plan – Phase Three Engagement

Stakeholder Report Back: What We Heard
2021 August

Project overview

The City of Calgary in partnership with the University of Calgary, created a Concept Plan for the City-owned Foothills Athletic Park and University-owned McMahon Stadium lands. The Plan provides a roadmap for the future development of the site that reflects the needs of its users and the community. This report was developed by lead consultant, B&A Planning Group, for The City of Calgary and University of Calgary.

The Concept Plan project focuses on creating a vision for the lands that recognizes the tremendous opportunity of a potential new fieldhouse, improvements to McMahon stadium, and the growing trend toward entertainment focused mixed-use districts anchored by sports facilities. A mixed-use district is described as pedestrian-friendly area with a mix of residential, commercial, cultural, or institutional uses.





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Engagement Overview

The redevelopment vision was created based on input from public and stakeholder groups. The engagement process took place over three phases:

Phase One: Explore

Public engagement focused on identifying how the site is used today and opportunities to enhance it through the Concept Plan process. Stakeholders were asked to respond to an online survey of pre-charrette engagement questions that helped the project team better understand how the site is used.

Phase Two: Create

A virtual charrette process held over two weeks and included presentations from the Core Design Team and focused topic sessions. The charrette involved multiple engagement sessions with a broad range of stakeholder groups to provide input into creative design solutions for the project.

Phase Three: Share

Following the charrette, a near final design concept was shared publicly. Public engagement collected feedback on the draft design concept before it was finalized and moved to Council.

This What We Heard report summarizes responses from the Phase Three engagement online survey. The purpose of the public engagement was to share the near final Concept Plan and obtain final feedback on design elements. The online survey was open from July 5 - 30, 2021. Due to the COVID-19 pandemic, the feedback was only collected online through the City of Calgary's engage website.

The engage website was promoted through social media including paid ads, an email update to subscribers and community signage. The engage website was updated to incorporate new project information, including the near final Concept Plan, and the online survey.

What We Asked

The following questions were asked through an online survey that ran from July 5 - 30, 2021. The purpose of the survey was to share the near final Concept Plan and obtain final feedback on design elements.

- 1) Please share with us what you like the most about the concept and why?
- 2) How could we improve the concept and why?

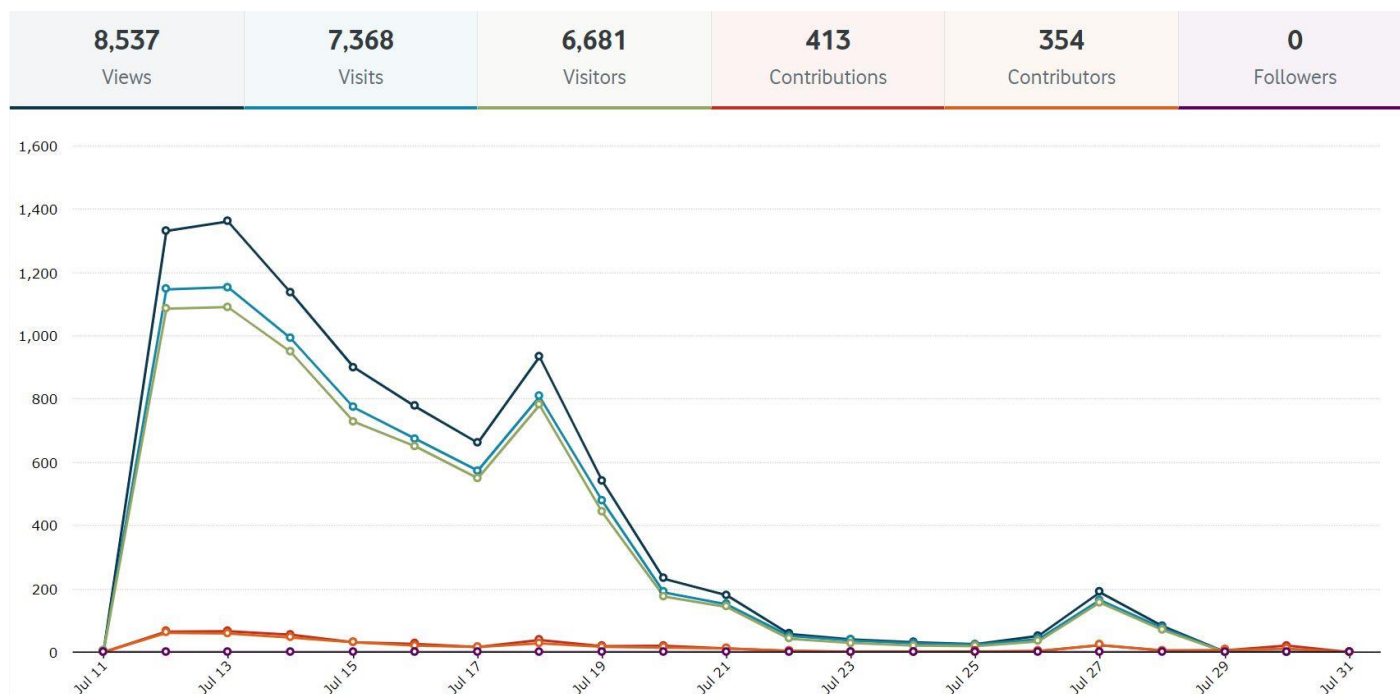
Participation

The online participation had a total of 354 unique contributors who provided feedback, and 6,681 unique visitors to the site to learn about the project. The following graphic shows the overall online participation:



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Views: The cumulative number of times a visitor visits the page in a site.

Visits: The number of end-user session associated with a single visitor.

Visitors: The number of unique public or end-users in a site. A visitor is only counted once.

Contributions: The total number of responses of feedback collected through the participation tools.

Contributors: The unique number of visitors who have left feedback through the participation tools.

Email Feedback

The project team received four emails from the public during Phase 3 engagement. A high-level summary of the input received is outlined below.

Email comments from members of the public <ul style="list-style-type: none"> - Alberta Ability Network - Residents 	<ul style="list-style-type: none"> • Requests to be involved in future engagement for the project, particularly regarding aquatics. • Consideration of accessibility in future planning, particularly for people with disabilities. • Questions about previous project decisions including location and transit access.
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What We Heard

The results of the survey indicate the following topics were referenced the most frequently:

- Many expressed support and excitement for the project, with some saying they would like the fieldhouse to be developed as quickly as possible. Many also stated that they liked the multi-sport design and recreation focus of the project.
- The proposed fieldhouse is one of the most valued aspects of the proposed project.
- Those that did not support the project mentioned concerns related to cost and suggested various changes to the proposed design to improve it.
- An increase in uses, particularly year-round uses, was favoured by survey respondents.
- Several questions were mentioned about the volume of proposed parking stalls and where they would be located on the site. Many weren't sure if enough parking had been accounted for. Some suggested that surface parking is preferred to support tailgating.
- Many suggested a reduction in the housing units proposed.
- Stadium upgrades were favoured by many respondents with some saying they would like them to be completed soon. The concept of covering the stadium to protect spectators in harsh weather was mentioned, as well as potentially replacing or moving the stadium.

Project Timeline & Next Steps

The input received through the Phase Three Engagement online survey was the final stage of engagement in this phase of project planning. Following the project team's review of input received, the Concept Plan has been finalized and will be shared with Council and administration in September 2021.

Complete:

- ✓ **September 2020 – March 2021** – Preliminary site investigation and existing conditions report
- ✓ **January – March 2021** – Technical analysis and preliminary stakeholder engagement
- ✓ **March-April 2021** – PHASE ONE public engagement, pre-charrette online survey
- ✓ **April 2021** – Preliminary design concept development
- ✓ **April 12-23, 2021** – PHASE TWO public engagement, virtual design charrette
- ✓ **May/June 2021** – Development of draft design concept
- ✓ **June 2021** – Foothills Athletic Park Redevelopment Advisory Committee (FAPRAC)
- ✓ **August/September 2021** – PHASE THREE public engagement on draft design concept

Next Steps:

- **September 2021** – FAPRAC review of development concept and engagement findings and project decision
- **September 2021** – Council review of development concept and engagement findings and project decision



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Survey Responses & Themes

Question 1: Please share with us what you like the most about the concept and why?

Themes

The following is a summary of the main themes received and the number of times each theme was mentioned.

- Fieldhouse – 75
- Supportive of project – 56
- Multi-sport design/urban design – 38
- Unsupportive of project – 38
- More uses/year-round uses – 28
- Stadium upgrades – 19
- Pedestrian bridge upgrades - 18
- Entertainment - 16
- Walkability - 16
- Parking/tailgating concerns – 15
- Green space/outdoor fields - 14
- More information needed - 14
- Cycle infrastructure - 13
- Residential - 13
- More parking – 12
- Commercial/retail - 10
- Parking - 9
- Transit access – 9
- Indoor track – 7
- Include baseball – 6
- Plaza – 6
- Pools – 6
- Replace stadium – 6
- Supportive of south parking - 6
- Encourages healthy lifestyles – 6
- Cost concerns – 5
- Too many uses – 5
- New stadium front door - 5
- Complete project soon – 4
- Food services/restaurants - 4
- Improve vehicle access/exits – 4



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- Landscaping - 4
- Interface - 4
- Recreation focus - 4
- Cover stadium - 3
- Noise concerns – 3
- Prioritize stadium upgrades - 3
- Tailgating - 3
- Traffic concerns – 3
- Underground parking/parking structure - 3
- Accessible – 2
- Arena - 2
- Collaboration with University of Calgary - 2
- Density - 2
- Innovative – 2
- Less residential - 2
- More green space - 2
- More tailgating – 2
- Road improvements – 2
- Soccer fields - 2
- Traffic management - 2
- Turf - 2
- Wait for election - 2
- More engagement - 2
- Art
- Cover pedestrian bridge
- Cricket pitch needed
- Cycle infrastructure concerns
- Development on eastern portion
- Environmental design
- Generates capital
- Hotels
- Include volleyball
- Informal recreation spaces
- Job creation
- Leave as-is
- Less commercial
- Location
- Mixed use
- More indoor uses
- More stadium upgrades
- Motel village improvements
- Motel village improvement concerns



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- No baseball
- No hotels
- No signals
- Not accessible
- Open to public
- Pickleball
- Playground
- Protect fields from weather
- Public bathrooms
- Stadium needs to generate revenue
- Track improvements
- Use of Existing Infrastructure
- Vehicle still primary mode
- Wayfinding
- West views
- Woonerf (pedestrian-only street)

Question 2: How could we improve the concept and why?

Themes

The following is a summary of the main themes received and the number of times each theme was mentioned.

- More parking – 99
- Remove/reduce housing – 37
- Cover stadium – 34
- Include baseball – 30
- Replace stadium – 30
- Tailgating is important – 26
- Stadium upgrades/prioritize upgrades – 23
- More information needed - 19
- Improve vehicle access/exits – 13
- Accessibility – 12
- Supportive of project - 12
- Cost concerns – 12
- Traffic management – 12
- More green space/play/flex areas – 11
- No/less commercial/retail - 11
- Recreation focus – 10



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- More ice rinks - 10
- No/less hotels - 9
- Too many uses/congested - 8
- More engagement needed – 8
- Pools – 7
- Walkability – 7
- Complete project soon - 6
- Include volleyball – 6
- Less focus on cycle infrastructure – 6
- No food services - 5
- Entertainment – 5
- Landscaping - 5
- Noise concerns - 5
- Outdoor spectator seating – 5
- Outdoor track/field – 5
- Tennis - 5
- Unsupportive of project – 5
- Overpass – 4
- Cycle infrastructure - 4
- Free parking - 4
- Bike storage/security - 3
- Fence track - 3
- Move stadium - 3
- Pickleball - 3
- Transit access improvements - 3
- Increase scale - 3
- Turf - 2
- Playground - 2
- Multi-modal paths - 2
- Affordable housing - 2
- Affordable parking - 2
- Connect/combine fieldhouse and stadium – 2
- Drop off areas – 2
- Ensure public access - 2
- Improve track access - 2
- Leave as is - 2
- Neighbourhood impact concerns – 2
- No fieldhouse - 2
- Prioritize fieldhouse - 2
- Public outdoor washrooms - 2
- Winter-ready - 2
- Road improvements - 2



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- Indoor spectator seating - 2
- Wait for election - 2
- Track improvements/lighting - 2
- No front door - 2
- Climate change mitigation - 2
- Access into buildings
- Add BRT
- Affordable hotels
- Another pedestrian bridge
- Art
- Biodiversity
- Childcare
- Concept examples
- Consider student impacts
- Cover walking paths
- Curling
- Electric vehicle infrastructure
- Enclose pedestrian bridge
- Equipment storage
- Food services
- Improve architecture
- Improve stadium access
- Improve University Drive crossings
- Improve University interface
- Improve University programs
- Increase security
- Increase stadium capacity
- Indoor soccer
- Indoor track
- Keep Father David Bauer
- Less entertainment focus
- Less hotels
- Maintain speed on Crowchild Trail
- More commercial
- More outdoor fields
- More sports/rec focus
- More weather coverage
- Move football to fieldhouse
- Move front door
- Move housing
- Natural light
- New location



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- No greenspace
- No mixed use
- No patios
- Outdoor ice rink
- Parkades
- Parking important
- Pedestrian bridge at University Drive
- Pedestrian bridge 24/Crowchild
- Plaza
- Poor user behaviour
- Preserve trees
- Protect Big T's BBQ
- Reduce height
- Reduce scope
- Restrict Crowchild Trail access
- Roller rink
- Safety
- Shadowing concerns
- Sledding hill
- Small business focus
- Squash courts
- Stormwater
- Student parking
- Too much construction
- Wait for economic recovery
- Water park
- Wayfinding
- World class facility
- Year round uses