

ARP - 1ST WORKSHOP

- Western Securities compiled a team of industry experts to begin the masterplanning process
- The collective team of industry experts spent weeks developing plans for a masterplanning consultation process - a process derived out of the City of Calgary's ENGAGE policy, feedback provided by key stakeholder groups, and direction from professional communication and engagement experts. Using the City of Calgary's definition of "engagement," "Purposeful dialogue between The City and citizens and stakeholders to gather information to influence decision making," a masterplanning engagement framework was created.
- Western Securities consulted with key stakeholder groups to communicate the masterplanning consultation framework.
- Western Securities and their consultant team identified key criteria that they, as the land owner, would be required to meet in order to adhere to the ARP guidelines, the TIA, feasibility, infrastructure restraints/opportunities, and of course, the realization of the vision for a complete mixed-use community.
- Together, with the architect and design team, content was created to present at the first masterplanning workshop.
- Because a City Council approved ARP and TIA existed, the masterplanning framework was not designed around addressing items that were already addressed within these plans such as transportation analysis.

1ST WORKSHOP - 2ND WORKSHOP

- The intent of the first masterplanning workshop was to "break the ice" and to begin to spark creativity amongst the group of participants and the architect/design team. Pen had yet been put to paper and thus it was important to discuss, what some participants suggested, were high level or repetitive topics and/or exercises.
- Small group format was decided on to better acquaint people with the redevelopment team and again spark new ways of thinking via both a small and larger format group discussion. Information collection to guide direction was the key purpose of the first workshop which is why a lot of recording took place at each table, through individual exercises (dot exercise, etc.) and large group presentations.
- In order for Western Securities to understand, from an independent standpoint, what items were important to address throughout the masterplanning process, a post-it exercise took place that would give participants the chance to provide input. This kind of exercise saves time, but allows for independent/unbiased contribution and provides the architect/design team with an abundance of feedback in a short period of time. We heard that density, traffic/transportation and retail uses were the most important items to address. During the second workshop, we brought in transportation consultant, Bruce Nelligan, to speak directly about questions/concerns relating to transportation, density is not a topic that can be addressed in the masterplanning process hence why it was not part of the workshop content. Retail became a strong focus of the second workshop content as well.
- Post-first workshop, the most prominent and repetitive comments received were that participants were disassitified with the first workshop running late and feeling rushed. We also heard that more information was desired around the topics presented. It is the job of the architect/design team to do the background work and research and direct conversation around specific items that are realistic and can be influenced.
- An online survey was posted on westernsecurites.ca/stadium for weeks, to allow for those who could not attend the first workshop, to provide input. We received seven responses. See the results [here](#)
- The first workshop presentation, along with the results/outcomes of the first workshop were posted online at westernsecurities.ca/stadium for stakeholders to use to further review and/or refresh prior to the second workshop.

2ND WORKSHOP - 3RD WORKSHOP

- A second workshop format of large group and independent discussion was designed that utilized the previous workshop outcomes and feedback. The objective of the second workshop was to present some kind of draft conceptual drawings to begin to imagine the future. We heard that some participants were upset with the first workshop going over time so we created a stricter format. The creating of boundaries, rules and a format results in a more constructive, collaborative process, especially when there is an abundance of information to relay and digest. This is why questions, although some participants commented may have seemed "leading," are developed. The job of the architect/design team is to direct based on their expertise. Without direction, conversation can go in circles and prevents a timely, realistic end result. The goal of the workshops was to provide information and opportunity for dialogue that leads to progressive planning.
- Some common feedback we received post workshop was that people felt rushed, that the visualization of concepts was favoured, traffic issues need to be addressed further and the type of questions asked required more time for explanation/conversation. We have since updated the FAQ and provided new blog posts to address many of these comments.
- The outcomes of the second workshop will be posted online at westernsecurities.ca/stadium along with the full presentation.
- Outcomes and feedback will be reviewed in-depth by the redevelopment team to guide the format and content of the third workshop.

WORKSHOP 3

- The architect/design team has taken all criteria, guidelines, principles, workshop feedback and outcomes and used it in conjunction with their own expertise to create one concept to be discussed.
- The format of the third workshop will be built once again around the principle of how to get the most input around the items that can be most influenced within one final plan.