

OCTOBER NEWSLETTER

WESTERN SECURITIES
ESTABLISHED · 1932

INTRO

If you're like most people, perusing the pages of a newsletter may not be high on your priority list but I promise you that this issue, and future ones, will be a valuable read -- informative but lean, inspiring but to the point. Most importantly, these newsletters will contain updates on all things related to the next phase of the Stadium Shopping Centre's redevelopment. Having obtained Council approval of the Area Redevelopment Plan (ARP) as led by the City of Calgary, it is time for the fun part ... the masterplanning process.

Here's where things get really interesting. It's where we examine various uses from retail and residential to hotel and office. It's where we build footprints, that is, determine how the established uses are dispersed within the site. It's where we ask and answer critical questions: Where do we put the parking areas? How do we use and organize open space? How do we incorporate transit stops into the flow of the project?

Of course, the role of the developer is to ensure that the masterplan is a realistic and feasible development that adheres to the ARP, and reflects the goals identified. We want your feedback to help us realize the overall vision. That vision has been to evolve a community legacy. It is to progress the existing centre into one that is inclusive – meaning an epicenter of connection and activity. How do you think we can turn this shopping centre into a neighbourhood hub where the sidewalks are alive with hustle and bustle; where folks can live and walk to get groceries or a good cup of coffee; and where a warm, welcoming atmosphere is present through interesting design and thoughtful open spaces... Our goal is to create a place that is much more than a single use site that exists today and one that we hope everyone will be proud of.

This newsletter, as well as a new website that will launch next month, is intended to spark additional conversation in the process so we can use your feedback to contribute towards the design of a conceptual plan.

I invite you to join in.

Sincerely,

Mike Brescia
Western Securities



MEET THE TEAM

We've assembled a team of, who we think, are some of the best and brightest in their areas of expertise and we'd like you to get to know them a little better! Here's just some of the team members that you may have met at the first workshop!



Brian Horton
Senior Planner of Zeidler Partnership

Nathan (Nate) Cherry

Vice president, Architect with RTKL, Director of Planning and Urban Design

1. How long have you been in your role and what are some highlights?

20 years. Have planned and designed projects in 28 countries, written dozens of articles, 2 books and 1 app.

2. What is it that you love most about your job?

The outreach, when done right, the design process can be transformed into a community building process.

3. What are you most excited about when it comes to the Stadium redevelopment?

Creating the public spaces that will become the community hub in the future.

4. Tell us one thing we don't know about you but maybe should!

I bike to work.

1. How long have you been in your role and what are some highlights?

Working as a planner since 2007, spent 3.5 years living and working in London UK before returning to Calgary after being away for 15 years.

2. What is it that you love most about your job?

Helping clients realize their visions for transforming urban environments.

3. What are you most excited about when it comes to the Stadium redevelopment?

The opportunity to transform the existing tired shopping centre into a thriving mixed-use community hub.

4. Tell us one thing we don't know about you but maybe should!

I make a mean pizza dough from scratch.



Sheenah Rogers

Principal, Anstice Communications

1. How long have you been in your role and what are some highlights?

I founded my company in 2008 and prior to that ran the marketing and communications for Calgary Municipal Land Corporation, Three Sisters Mountain Village Resort, and ran the 2010 Olympic Bid provincial campaign!

2. What is it that you love most about your job?

I love people. Hence why I am in Communications!

3. What are you most excited about when it comes to the Stadium redevelopment?

I like seeing the ideas come to life. When the first building opens its doors, or the new streetscape begins to come together, that's when I get really excited.

4. Tell us one thing we don't know about you but maybe should!

I danced in the Nutcracker ballet.

WORKSHOP #1 SNAPSHOT

On October 9th over 60 people came out to MacEwan Hall at the University of Calgary to take part in the first Stadium Shopping Centre masterplanning workshop. The workshop was led by Nate Cherry, architect with RTKL and the lead designer of the redevelopment project. There were 10 tables of 8-10 people and each table had a development representative present to help answer questions and prompt discussion. Thanks to all of those who participated in the conversation. We had a lot to cover and sincerely appreciated people staying a bit later and allowing us to find our footing.



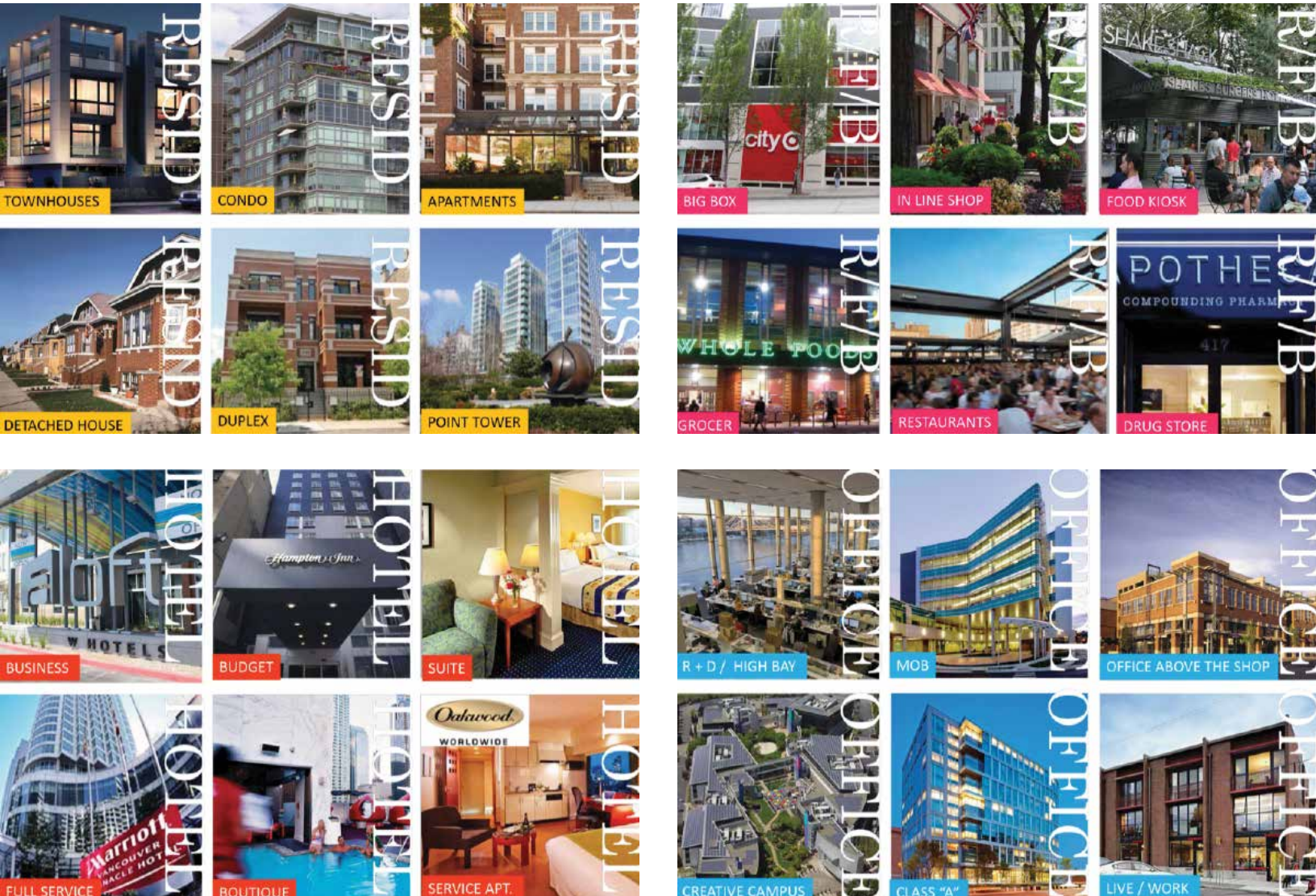
As attendees settled in they were immediately prompted to independently write down, on post-it notes, what topics they expected to discuss during the masterplanning process. These post-its were displayed on a white wall throughout the entire evening. The following themes naturally developed as post-its were posted on the wall (in order of number of post-it notes about the topic):

1. Traffic and Parking – traffic impacting accessibility, traffic control, types of parking and impacts
2. Retail – what will remain, what kinds of new retail?
3. Design of buildings & Density – heights and shadowing, design elements, layout of buildings on site and impacts
4. Residential – markets that residential will target, what kinds of residential?
5. Timelines – construction start and phasing of the redevelopment
6. Green Space – locations and type
7. Pedestrian – Pedestrian traffic, overpass
8. Transit – Transit stop locations, integration
9. Hotel – location of hotel, type of hotel and impacts (concerns about impacts)

These findings will be used to address popular topics identified such as traffic (see Q&A with Transportation Engineer enclosed) and to help guide the direction of topics in future workshops. We will be posting an FAQ page as part of a new website.

Next, attendees were taken through a series of small group exercises that led to larger group discussion.

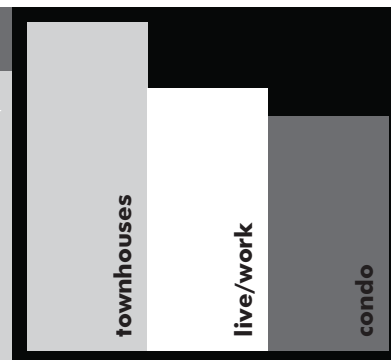
1. Looking at a number of visuals, attendees were prompted to select the top 3 preferences based on the anticipated future land uses of the development: Residential, Hotel, Office and Retail.



RESULTS

- Residential: Townhouses (39), Live/Work (31), Condo (28)
- Hotel: Boutique (36), Service Apt (28), Suite (26)
- Office: Office above the shop (43), Live/Work (39), Medical (21)
- Retail: Grocer (40), Restaurants (39), In Line Shop (34)

The second workshop will explore how these uses may be designated within the site and what design impacts/implications these preferred uses may have.



2. We looked at 6 different massing options to provide inspiration on how the 3 FAR could be dispersed on the site and preferences were discussed.





Option 1: Low Back, High Front

Option 2: High North, Low South

Option 3: (High Middle)



Option 4: High Back, Low Front

Option 5: (Point Tower)

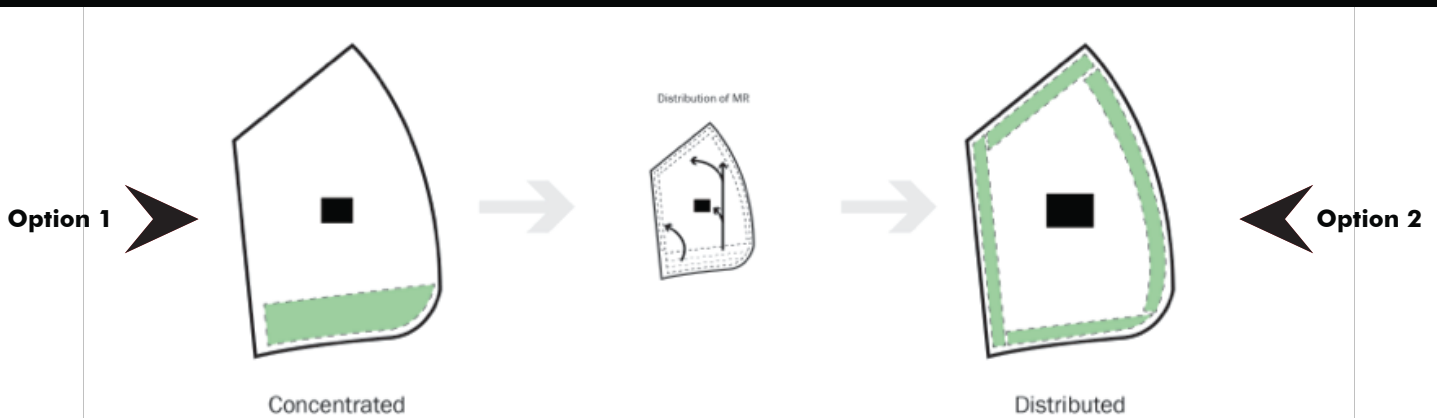
Option 6: High Corners

RESULTS

Option 6 (High Corners) was primarily discussed. Option 5 (Point Tower) was also mentioned due to the tower absorbing a large portion of density to allow for lower heights of surrounding buildings and potentially more open space. At the second workshop, we will present and discuss more detailed site concepts that draw on the principles shown and discussed in the conceptual massing options while balancing considerations of:

- o Block structure
- o Building footprints and efficient floor-plates
- o Connectivity through and within the site
- o Servicing requirements
- o Access
- o Surface and below grade parking
- o Distribution and quality of open space, including shadowing impacts
- o Phasing

3. When thinking about how to use the MR land would it be preferred to distribute the space (into the site) or leave concentrated? Would a larger central amenity space be preferred to leaving the MR in its current location and with a smaller central amenity space?



There was agreement to move the MR lands into the site and there was preference towards a larger central amenity space as opposed to multiple smaller spaces disbursed throughout the site. We will be presenting masterplan options during the second masterplanning workshop that will illustrate how this may look like and impacts to consider such as stormwater infrastructure and so on.

4. Design elements that could improve the streetscape and promote walkability such as tree canopies, wayfinding, integration with transit stops, public art, bike lanes/storage and more were discussed and visualized.

Western Boundary Sample Rendering



RESULTS

There was much conversation and agreement around integrating transit stops on 16th Avenue. The development options that will be presented at the second workshop will demonstrate different ways of how transit stops can be integrated into the development, creating a high quality transit waiting environment.

SECOND WORKSHOP

Workshop #2 will be a similar format as workshop #1 - a working session that will begin at 6:45pm sharp where we will explore different sample concepts derived out of discussions at the first workshop and additional comments from stakeholders.

The second masterplanning workshop will be held on NOVEMBER 13

6:45pm – 9:00pm

University of Calgary, Dining Centre, Alberta Room

Please RSVP to Debbie Michiels at stadium@westsec.ca or via phone at 403-781-8124

REGISTER

We have a new registration page! Please sign up and encourage friends and neighbours who did not attend the first workshop to register at www.westernsecurities.ca/Stadium. Your contact information will be kept private but you will be the first to hear of new news and project updates.

NAME STADIUM

Only a couple weeks remain to contribute to the naming of the new Stadium Shopping Centre! We'd love to hear your ideas! Please submit by November 1 to stadium@westsec.ca

SURVEY

For those who were not able to attend the first workshop we have provided an opportunity for you to still take part! Visit www.westernsecurities.ca/Stadium to provide your input and be a part of the process. Please spread the word! The survey will be live until November 11.



Q&A with Bruce Nelligan,
Transportation Engineer at Watt Consulting Group

Q: What work has already been undertaken to address transportation impacts of the redevelopment of Stadium Shopping Centre

A: A comprehensive Transportation Impact Assessment (TIA) was prepared by Watt Consulting Group and approved by the City of Calgary. The steps in the TIA process included:

- The TIA scope was completed with stakeholder input. The scope was based on the mix and intensity of uses as outlined in the Stadium ARP
- The TIA was completed by Watt Consulting Group based on the approved scope
- The TIA was peer reviewed by Bunt & Associates Engineering
- The TIA was approved by the City of Calgary's Transportation Department
- Extensive analysis done to evaluate the intersection of 16th Avenue and 29th Street and to develop a list of improvements that are required at the intersection to support the redevelopment.
- The City's Transportation Leadership Team (TLT) approved an at grade intersection at 16th Avenue and 29th Street

Q: Why are we not spending more time discussing the Transportation Impact Assessment (TIA) during the masterplanning process?

A: The approved TIA establishes the type and amount of development that the transportation network can support and the infrastructure improvements that will be required as part of the redevelopment. Because of this, we will not be revisiting the topics addressed in the TIA during masterplanning but we will be discussing many other and equally important transportation related issues including:

- The design of Uxbridge Drive to "complete streets" standards
- The design of intersections on Uxbridge Drive at Ulster Road and Unwin Road
- The layout of the internal street network
- The location and design of pedestrian and cycle routes
- The integration of transit stops into the development

Q&A

Q: What will the intersection of 16th Avenue and 29th Street look like when the development is fully completed?

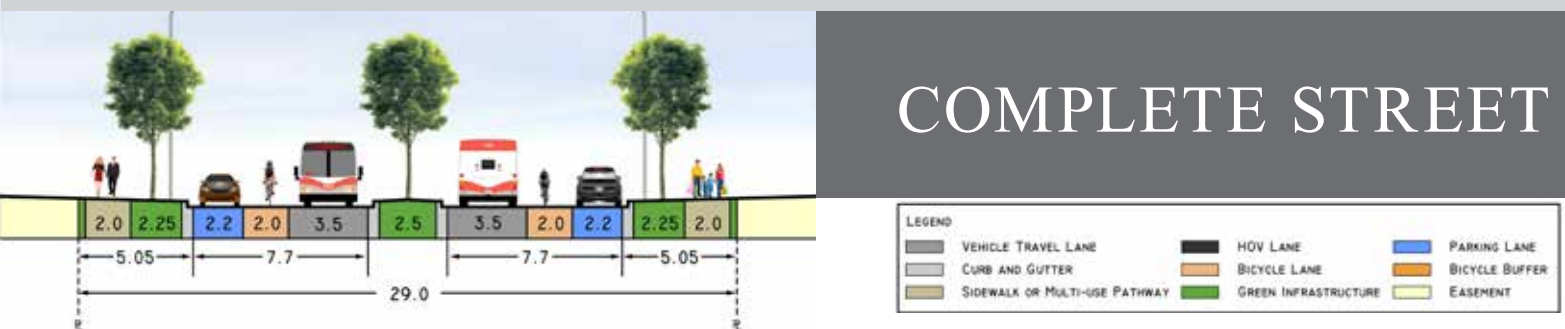
A: Although the final intersection layout will ultimately be determined by the City's Transportation Department, the Stadium ARP establishes future minimum improvements that address future anticipated vehicle volumes based on the intensification of Stadium Shopping Centre along with overall growth in the area. The required improvements are intended to ensure an acceptable level of traffic flow, safe and comfortable pedestrian and cycle crossings and priority access for emergency vehicles accessing Foothills Medical Centre. The specific required improvements for this intersection include.

- Dual left turn lanes for eastbound 16 Avenue vehicles turning onto Uxbridge Drive
- A right turn lane for westbound 16 Avenue vehicles turning on Uxbridge Drive
- Dual turn lanes for westbound 16 Avenue vehicles turning onto 29 St
- Dual turn lanes for northbound 29 st vehicles turning onto 16 Avenue
- Dual turn lanes for southbound Uxbridge Drive vehicles onto 16 Avenue
- A pedestrian overpass across 16 Avenue
- Addition eastbound and westbound through lanes on 16 Avenue

In the long term, the City is planning to expand 16th Ave to include three through lanes in each direction. However, the timing for this expansion is currently unknown and it is not a requirement of the redevelopment of SSC.

Q: What is a "Complete Street"?

A: A Complete Street is defined by the City as a street that for which the needs of all users (all ages, all income levels, all levels of ability) have been considered in its planning and design (or redesign). It can take on many different forms. An example of a complete street is shown below. WSL and the City would like to see Uxbridge Drive transformed into a complete street as part of the redevelopment process. A potential cross-section for Uxbridge Drive that incorporates the City's complete streets guidelines is provided below.



COMPLETE STREET

Q: What will be discussed around transit?

A: As part of the masterplanning design process we will addressing:

- The location of transit stops on Uxbridge Drive and 16th Avenue
- The integration of transit stops into the development with the purpose of providing a welcoming and comfortable waiting environment
- The physical design of transit stops

Topics such as physical design of the road requirement for transit and the frequency of the transit will ultimately be determined by the City. Western Securities believes strongly in improving transit service to the site and will work closely with the City to ensure that improved transit is implemented.

Q: What are the advantages of mixed-use sites from a transportation perspective?

A: It has been shown that mixed-use sites that provide office, retail and residential land uses have less of an impact on the transportation network as compared to single land use developments. This is because the traffic flow patterns are more balanced with traffic coming and going from the site and also because many of the trips are expected to be made on foot. Having a higher concentration of residents and employees in one area will also create the critical mass and the economic conditions necessary for Calgary Transit to provide a higher quality transit service to the area. This is also beneficial to the transportation network since the high quality transit service will be attractive and will reduce the number of trips made by automobile.

Bruce Nelligan is the Vice President of Watt Consulting Group and has over 20 years of experience in transportation engineering. His broad experience has been gained through employment as a consultant in Calgary and Vancouver, with municipal governments in Calgary and North Vancouver, and with Transport Canada. Since joining Watt Consulting Group in 2006, Bruce has been involved in hundreds of transportation planning projects. The majority of these projects have been development related involving site planning, transportation impact assessments (TIA's), parking studies and multi-modal reviews. He has also led several major functional planning and road safety projects for municipalities in Southern Alberta.

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