

Applicant Outreach Summary

Project name: Varsity Multi-Service Redevelopment

Did you conduct community outreach on your application? YES or NO

Outreach Strategy Provide an overview of your outreach strategy, summary of tactics and techniques you undertook (Include dates, locations, # of participants and any other relevant details)

The first phase of engagement was focused on the proposed land use re-designation for the current site. Currently, the site is for emergency services. The proposed land use re-designation would include a residential component as well as other potential services or amenities in addition to the fire station.

On Wednesday, January 24, 2018, a session was held for adjacent property owners from 5:30-8 p.m. which was attended by 45 participants. Following this session, a drop-in session was held on Wednesday, January 31, 2018 from 5-8 p.m., which was advertised to all Varsity residents. There were 95 attendees of which 35 completed feedback forms. An online feedback form was available online from February 2 – 16, 2018 and an additional 175 forms were completed through this channel.

The second phase of engagement was focused on the design for the new site, located immediately north of the current fire station. This engagement also contained a report back and showed the progress of the design process by the project. On Thursday February 7, 2019, we had a drop-in session from 5-8 p.m. which was open to all Varsity residents. This session was attended by 55 people. A second drop-in session was held Saturday February 9, 2019, from 11 a.m. – 2p.m. which was attended by approximately 45 people. An online feedback form was available from February 7 – 24, 2019 and an additional 136 forms were completed through this channel.

A third phase of engagement was designed as an information session to show the public where we were at with a current design processes in the submittal for DP application. Although we anticipate no significant changes to the current design it will be subject to the review process and potential recommended alterations. The purpose of the session was to developed to “tell the story” of how we got to this point of design working through a process which incorporates and reflects public input, functional requirements, bylaws/codes and good design principles. This session was a wrap up which allowed the public to review the progression followed and changes made in the process that reflected the input received from previous engagement on desirable design options and neighbourhood look, feel and function. “How the facility would best integrate and provide services to this community and area?” The session was attended by ~64 participants and the majority of responses received in person or from the feedback forms completed reflected a positive response to both the current design presented and to the process that was followed in reaching this stage.

Stakeholders: Who did you connect with in your outreach program? List all stakeholder groups you connected with. (Please do not include individual names)

All residents of Varsity community, additional targeted session for adjacent land owners, Ward Councilor, portal page via the web does not have a restricted access thus comments could come from outside the community.

What did you hear? Provide a summary of main issues and ideas that were raised by participants in your outreach.

1st Phase: Feedback is based on both the in-person sessions and online feedback form. There are four high-level themes that came out of the discussions and comments:

- Project site
- Potential amenities or services
- Traffic
- Design elements along with other general comments about the project

2nd Phase:

Feedback is based on both the in-person sessions and online feedback form on the design aspects. There are some high-level themes that came out of the discussions and comments related to the project design:

- The preference for the Fire Station is a brick/traditional exterior
- The greenspace is seen as a potential gathering space for contemplative and unstructured activities.
- Participants would prefer to see an integrated seating style used at the site.
- Generally participants want to see good design of the facility to mesh with the community

3rd Phase:

The majority of responses received in person or from the feedback forms completed reflected a positive response to both the current design presented and to the process that was followed in reaching this stage. Some participants who attended did come with some inquiries over traffic and access but stated that questions were answered and addressed to a satisfactory level with the information provided.

How did stakeholder input influence decisions? Provide a summary of how the issues and ideas summarized above influenced project decisions. If they did not, provide a response for why.

Each phase of engagement influenced the design iterations of this development. Comments are generally categorized and reviewed for common themes. Efforts were made to reflect the comments in the design outcomes or at least identify as to why certain elements were not possible due to other functional requirements or project limitations. Boards at the final session in October were created specifically to show how "incorporating your feedback"

- Refined the green space to include moveable seating, deciduous canopy trees and a long, integrated public bench along 37th Street N.W
- Refined the plaza to include integrated bench-style seating with lighting, landscaping beds and a community garden
- Achieved required parking on the site
- Maintained City Council directed response times for the Calgary Fire Department

- Conducted a traffic study
- Maintained the Household Hazardous Waste drop-off
- Clad the exterior brick to reference a historic connection to fire station
- Maintained the building setback to minimize impact on 37th Street N.W.
- Located the amenities to be easily accessible from the shared lobby
- Reduced the building height from seven to six storeys

These among many other general comments that were considered and incorporated throughout the design phases.

How did you close the loop with stakeholders? Provide a summary of how you shared outreach outcomes and final project decisions with the stakeholders that participated in your outreach. (Please include any reports or supplementary materials as attachments)

What We Heard reports were completed and posted along with all materials/boards utilized at sessions online at on the Calgary.ca webpage as well as on the engage portal page engage@calgary.ca/varsity.

All results, information, reporting and processes, including full verbatim are summarized on these pages. There was also a mail out list created and information/updates to all who had signed up for this.

**Provide an update on what has happened since the file was referred back to Administration.
Updated Outreach Summary:**

- Since November 2020 to May 2021 – There has been regular communications with the Varsity Community Association (VCA) to provide them with updates. This includes but not limited to emails, letters, meetings, etc.
- May 26, 2021 - Varsity Multi Service Information Update and Q&A on-line live event. Event was advertised on social media, a sign on the site, email list for online event notification and handouts were given out to residents in these locations (Varmoor PI NW, Vabrook PI NW and Varal RdNW)

