

# FOOTHILLS + M<sup>c</sup>MAHON CONCEPT PLAN

Foothills Athletic Park  
Redevelopment Advisory  
Committee (Faprac)  
Presentation

SEPTEMBER 2, 2021



UNIVERSITY OF  
CALGARY

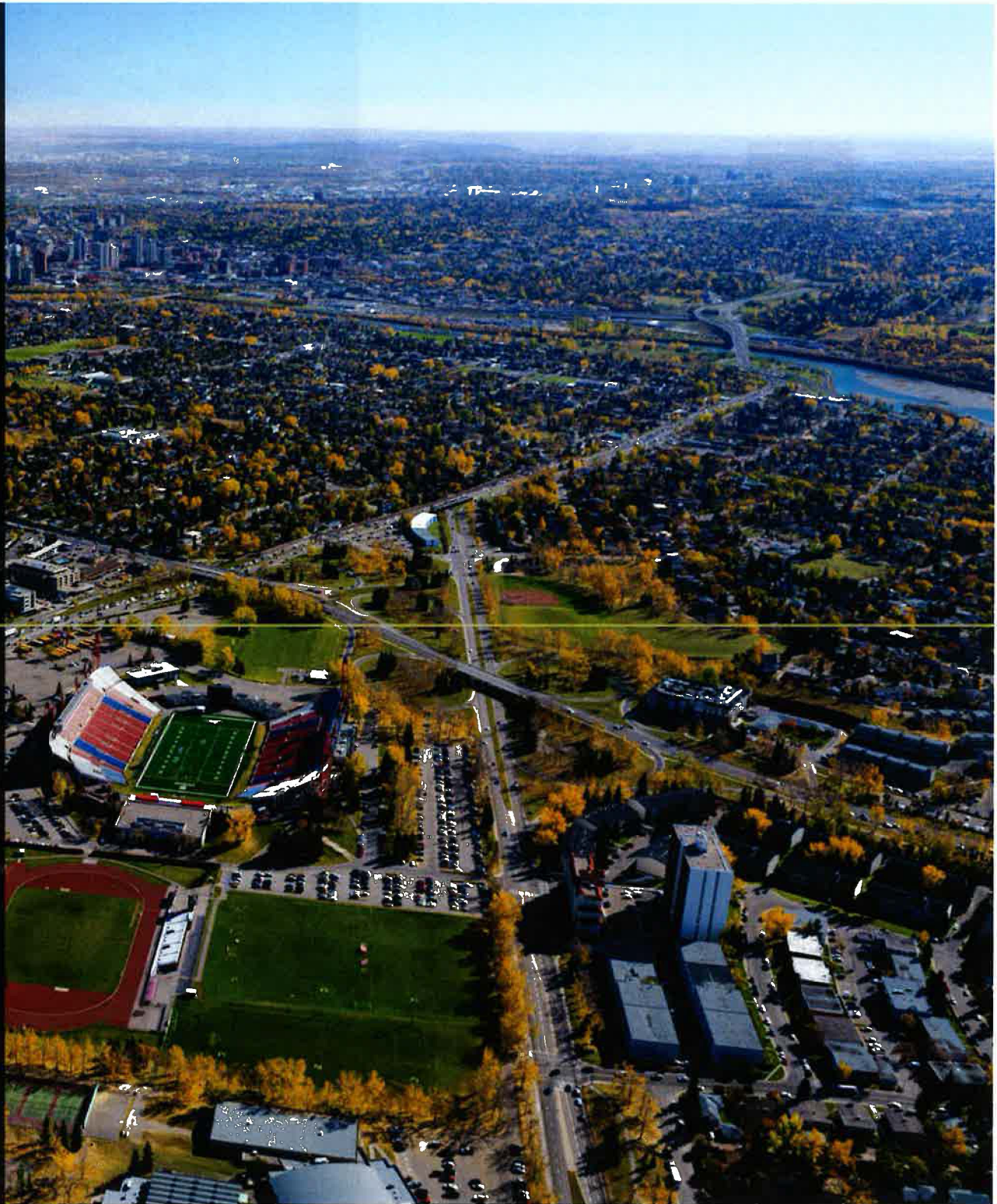




# Project Mission

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As a centrally located, transit-adjacent site of regional and local importance, this project is about creating a well-conceived plan that can fully realize this site's future potential. It is about capturing the ideas of many stakeholders through a collaborative process to better coordinate future investment while addressing existing aging infrastructure.



# Project Team

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## Team Lead

**Geoff Dyer**  
B&A Planning Group

## Subject Matter Experts

**S9**ARCHITECTURE  
*John Clifford*

  
**Maplehawk**  
*Mac Logan*

 **RETHINK**  
*Robert Lockhart*

## Core Design Team



 **WATT**  
Consulting Group  
*Since 1983*

**SCATLIFF  
+ MILLER  
+ MURRAY**

 **exp.**

**coriolis**   
CONSULTING CORP.



# The Site



**ADDRESS**

2915 24 Ave. NW, 2825 24 Ave. NW, 2424 University Drive NW, and 1817 Crowchild Trail NW



**SITE SIZE**

93 acres (37.64 hectares)



**COMMUNITY**

University of Calgary (Ward 7)



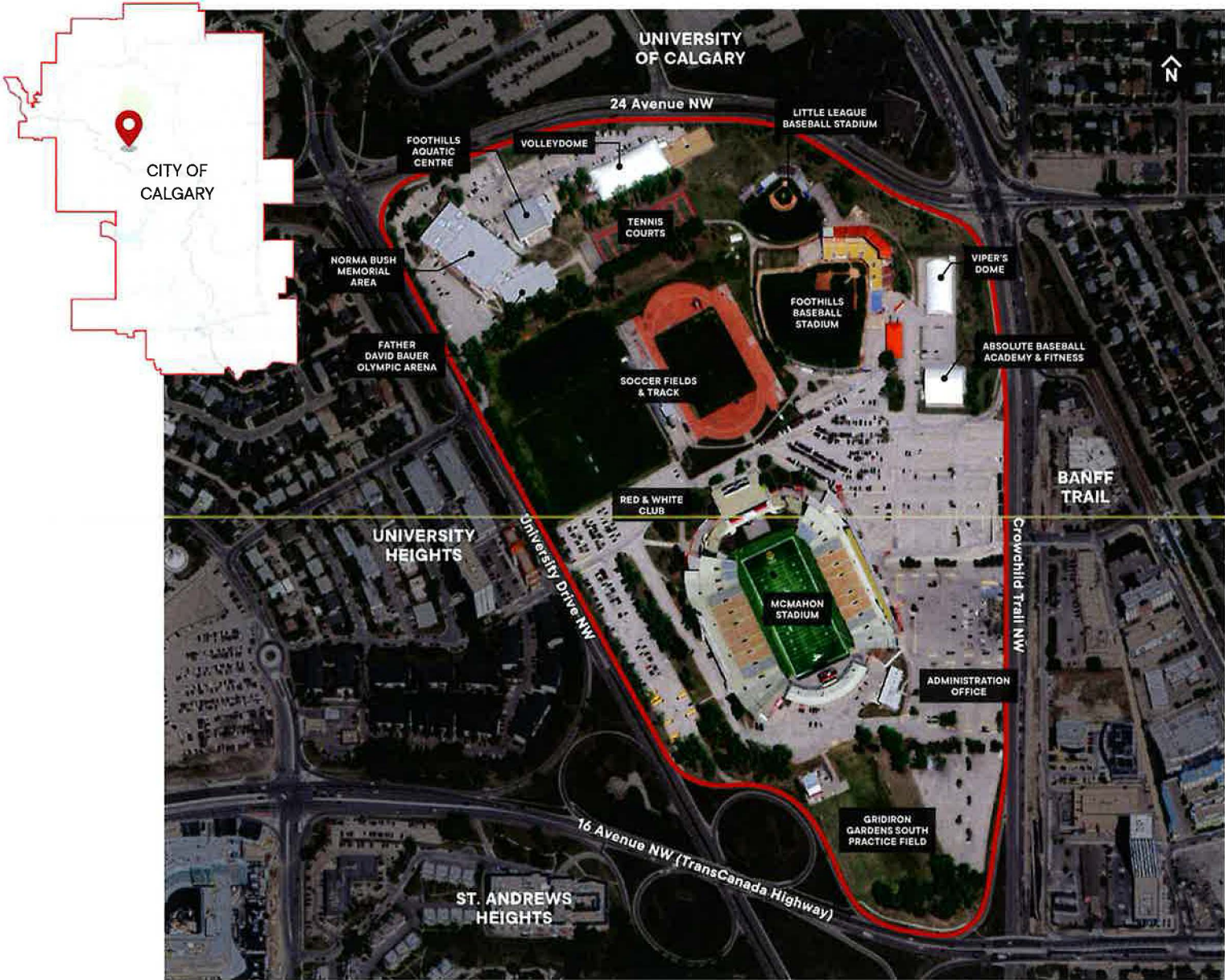
**OWNERSHIP**

City of Calgary and University of Calgary



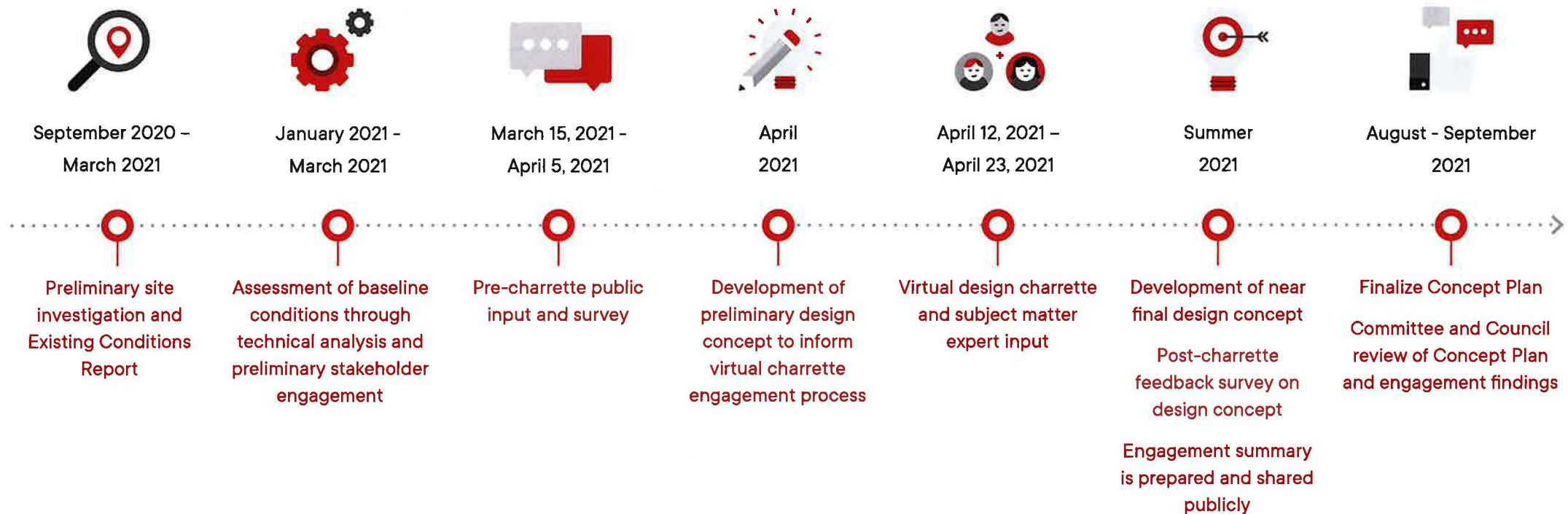
**CURRENT USE**

Foothills Athletic Park and McMahon Stadium (Special Purpose - Recreation District)





# The Process

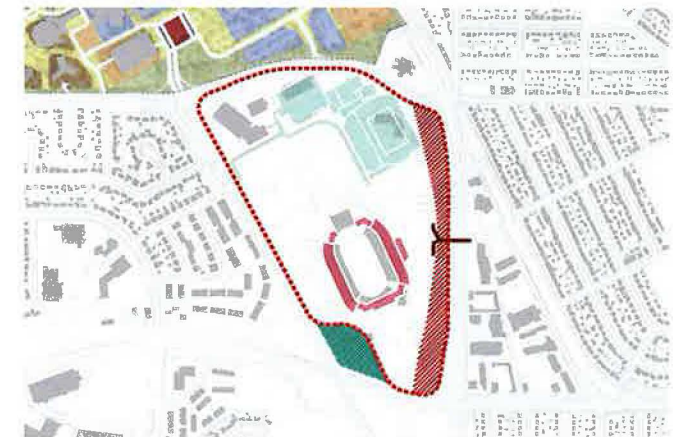
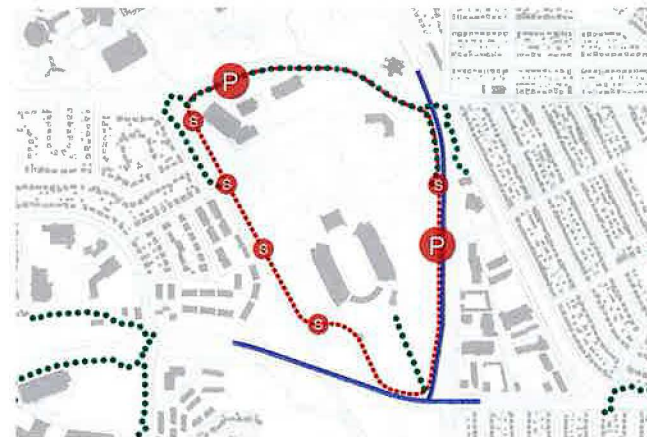




# Constraints and Opportunities

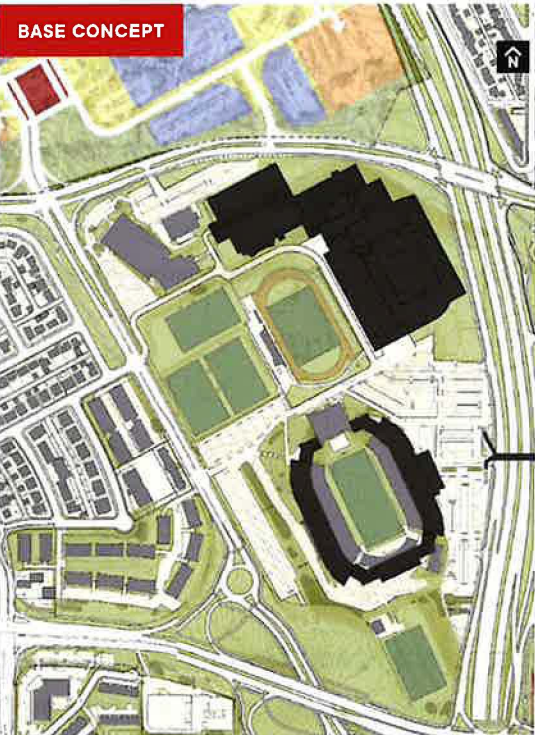
- Regional and local recreational importance
- Transit Integration/TOD Intensification
- A centre for sports and entertainment
- A stadium reborn
- Past wisdom with new ideas
- Importance of implementation
- Potential for a city-wide recreation and entertainment destination
- Putting the fieldhouse first
- Improving active mode connectivity

## EXISTING CONDITIONS ANALYSIS

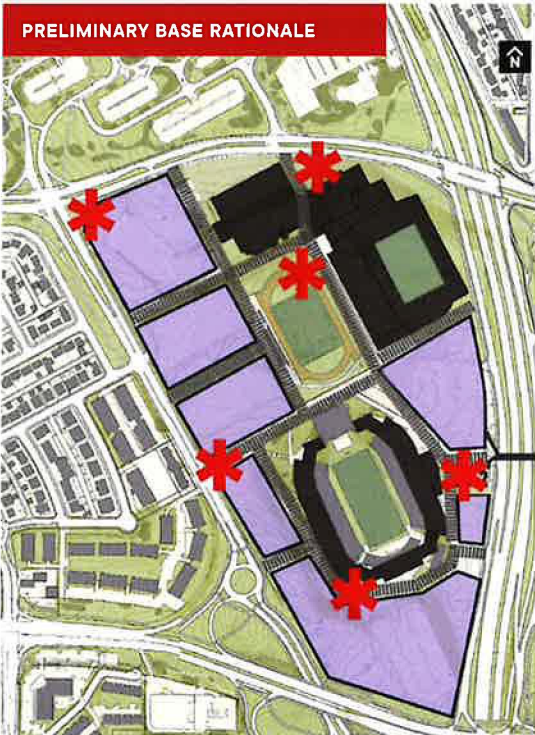




# Base Concept Rationale



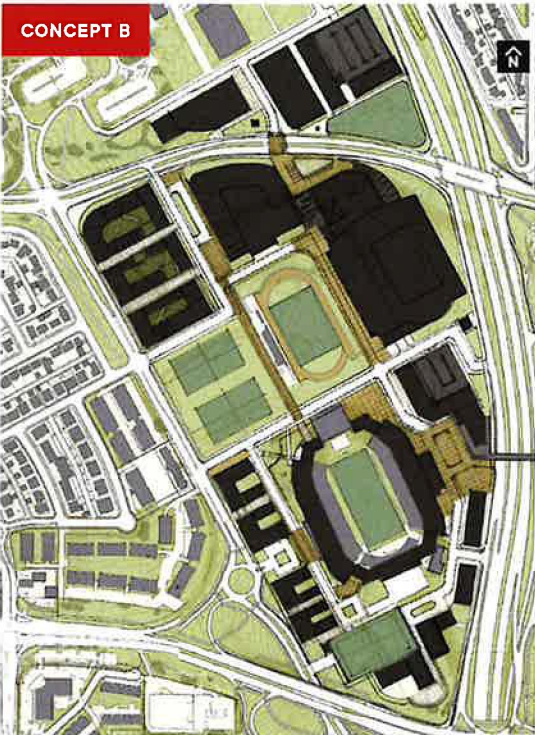
- Understand existing conditions and constraints
- Identify the “fixes”



- Identify potential redevelopment blocks and key connections
- Preliminary thinking on key public spaces and/or gateways



- Northwest sports fields
- Land bridge
- Redevelopment on the central and south portions of the site



- Central sports fields
- “Green finger”
- Excludes land bridge
- Innovative structured parking with a sports field on top



# A Comprehensive Engagement Program

## Engagement Process

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 is focused on identifying how the site is used today and opportunities to enhance it through the Concept Plan process. Stakeholders and members of the public 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 was 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. Members of the public were invited to tune into charrette sessions to listen and learn and could also go back and review previous sessions through the project web page.

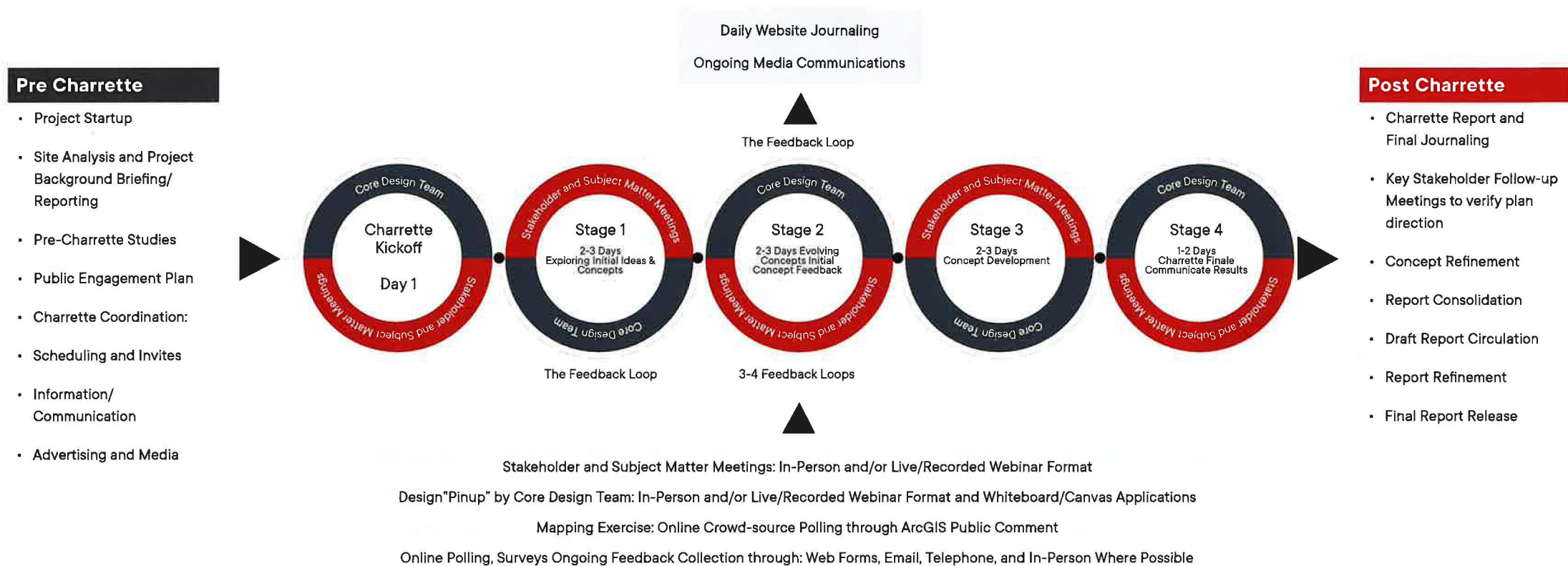


Phase Three  
**SHARE**

Following the charrette, a near final design concept was shared publicly. Public input was collected through an online survey on the draft design concept before it is finalized and moved to Council.



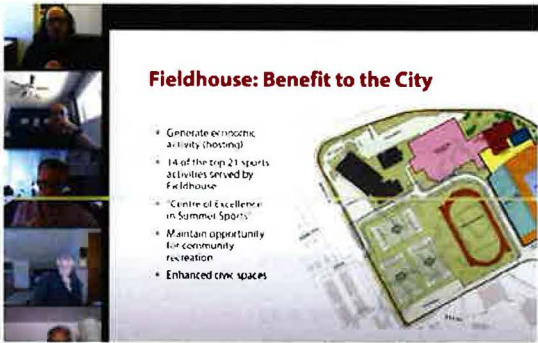
# Phase 2: Create - The Charrette





# A Comprehensive Engagement Program

During Phase 1, online participation had a total of 1,781 unique contributors (the unique number of visitors who have left feedback through the participation tools), and 9,935 unique visitors to the site to learn about the project. During Phase 3 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. In total, the project saw 2,135 unique contributors and 16,616 unique visitors to the site during Phases 1 and 3.



Virtual session screen captures



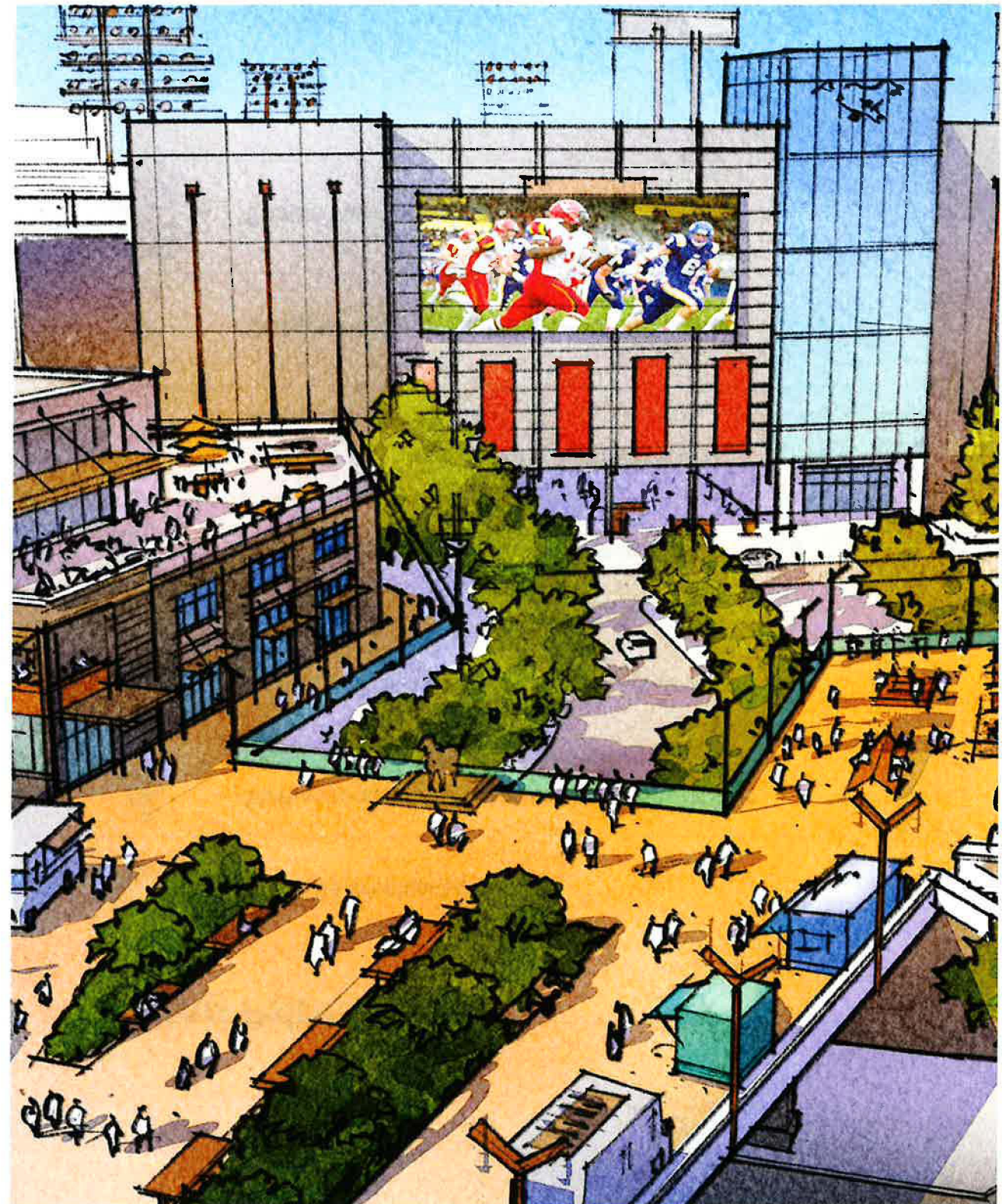


## A New Vision for Foothills + McMahon

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Located at the crossroads of the University of Calgary, The TransCanada Highway, Crowchild Trail, and Calgary's Banff Trail Red-Line Station, Foothills+McMahon is well positioned for redevelopment into a dynamic, four-season mixed-use recreation and entertainment village anchored by two major sports venues.

Foothills+McMahon is a critical economic development opportunity showcasing best practices in transit-oriented development, multi-use stadium and recreation redevelopment, mixed use centers, and walkable, multi-modal city building.







## Guiding Principles



Minimize Wasted Space



Shift auto-oriented focus to urban centre that maximizes walking, biking and transit



Develop porous blocks that connect to the existing urban fabric



Improve transit connections through placemaking



Create a year-round sports, recreation and entertainment village










Establish a flexible and implementable vision



Enable strategic phasing



# Concept Plan

	86 acres of developable area
	~2,500 units
	~5,500 people
	~245 hotel rooms
	Density of 1.3 FAR
	280,000 ft² of commercial, entertainment, and retail
	25% open space





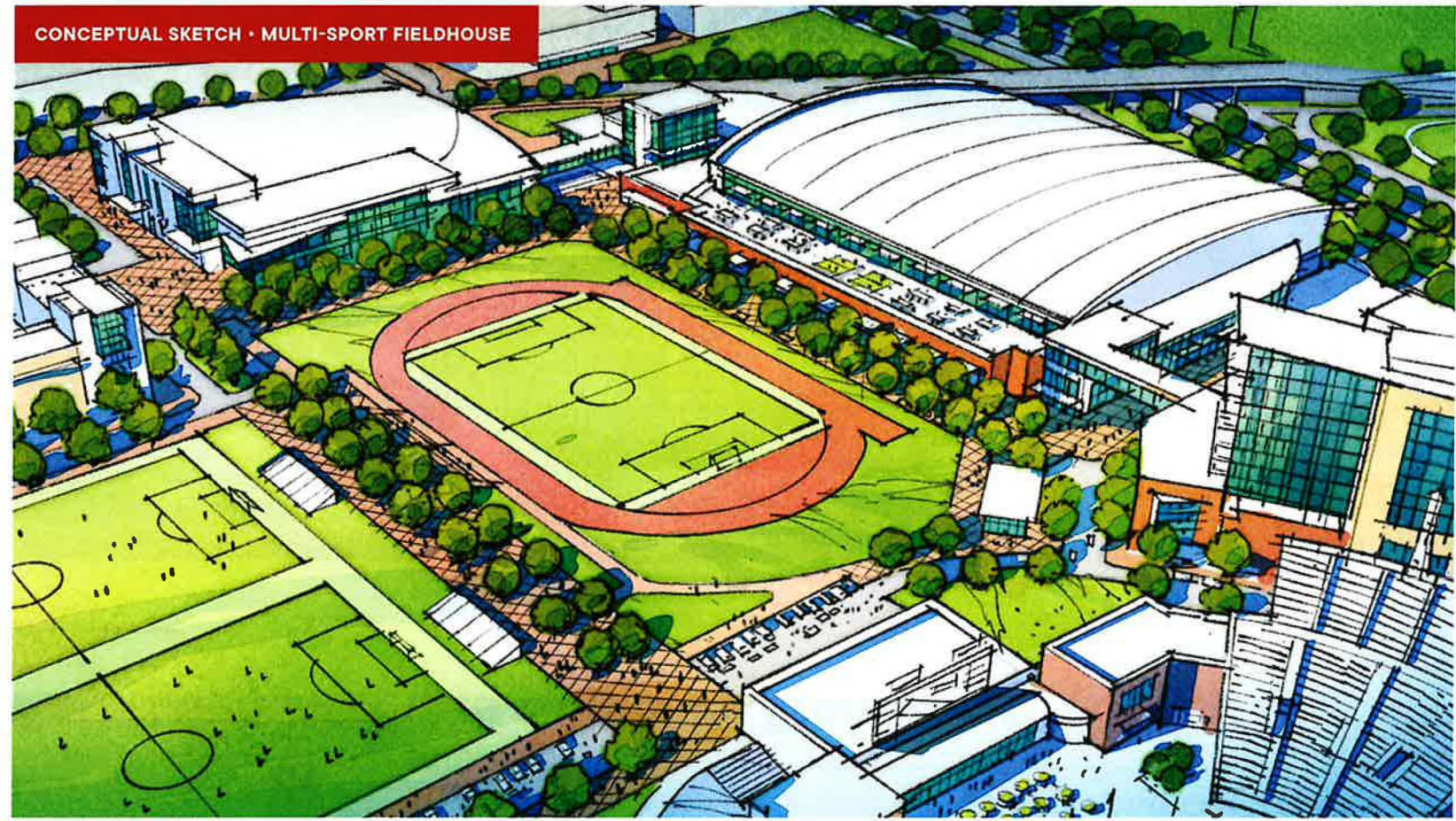


## FOOTHILLS + MCMAHON CONCEPT PLAN

- |                                 |   |                                      |   |                              |  |   |
|---------------------------------|---|--------------------------------------|---|------------------------------|--|---|
| <b>1</b> Multi-sport Fieldhouse | <b>2</b> Entertainment Plaza + Stadium Front Door | <b>3</b> Crowchild Trail, Reimagined | <b>4</b> Enhancing Connections to the University of Calgary | <b>5</b> Central Green Space | <b>6</b> Activating University Drive with Mixed Use Infill | <b>7</b> Multi-functional Internal Street Network |
|---------------------------------|---|--------------------------------------|---|------------------------------|--|---|

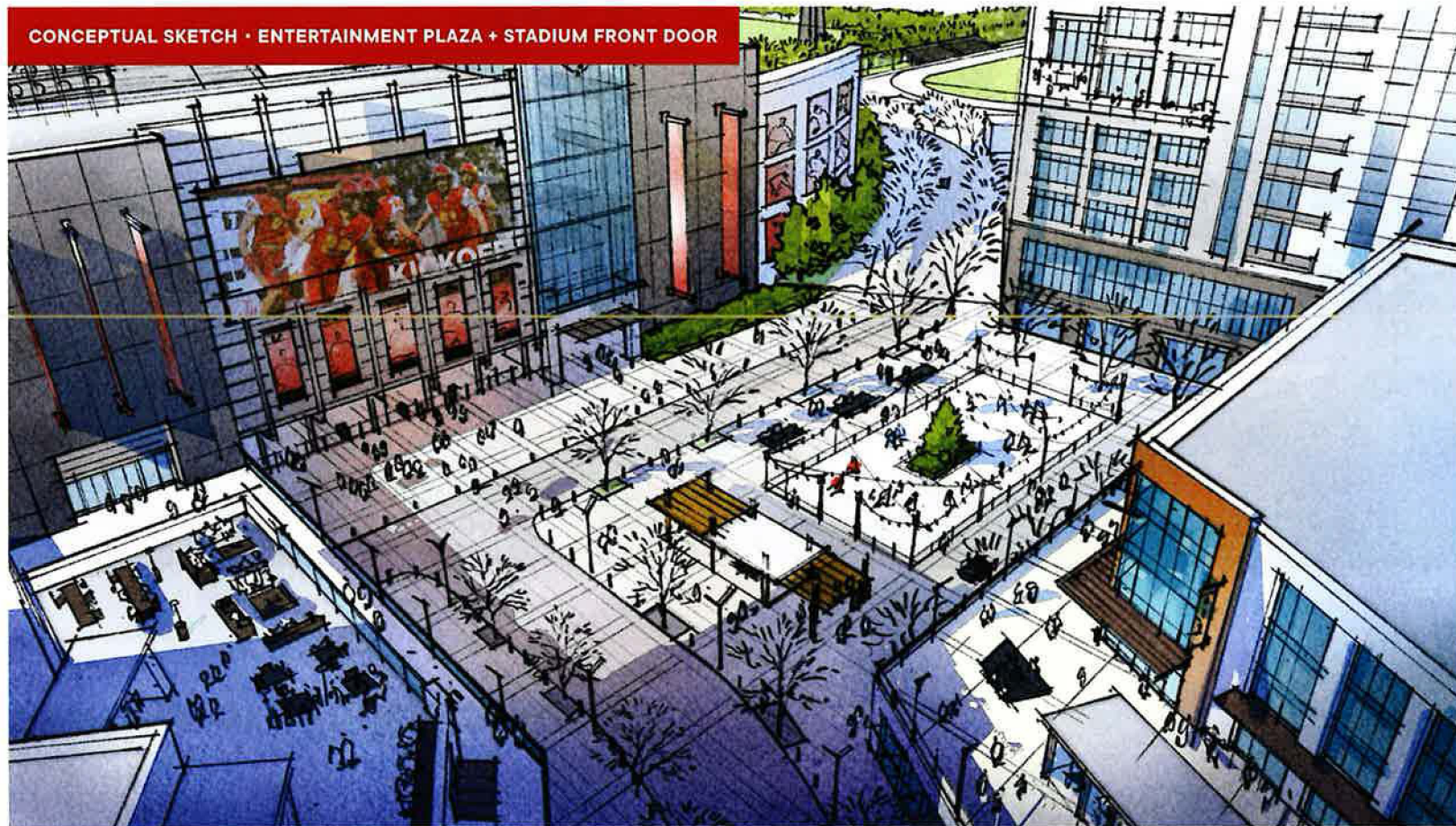


# Multi-sport Fieldhouse





## Entertainment Plaza + Stadium Front Door





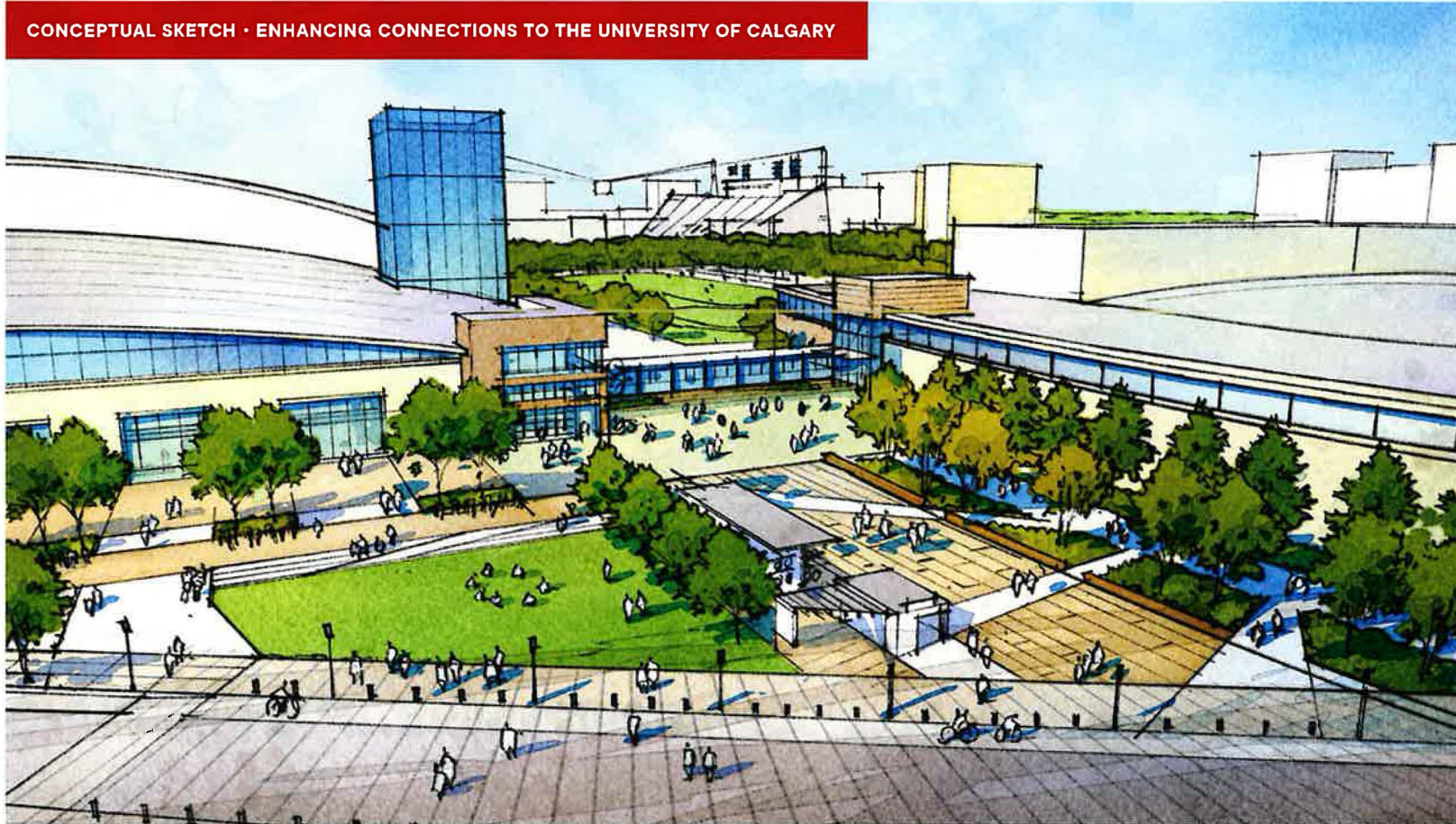
## Crowchild Trail, Reimagined





## Enhancing Connections to the University of Calgary

CONCEPTUAL SKETCH • ENHANCING CONNECTIONS TO THE UNIVERSITY OF CALGARY





## Central Green Space

CONCEPTUAL SKETCH • CENTRAL GREEN SPACE





## Activating University Drive with Mixed Use Infill





## Multi-functional Internal Street Network

CONCEPTUAL SKETCH • MULTI-FUNCTIONAL INTERNAL STREET NETWORK





CONCEPTUAL RENDER • F+M SITE LOOKING NORTHWEST









# Conceptual Phasing Progression

01



02



03



04



05



06

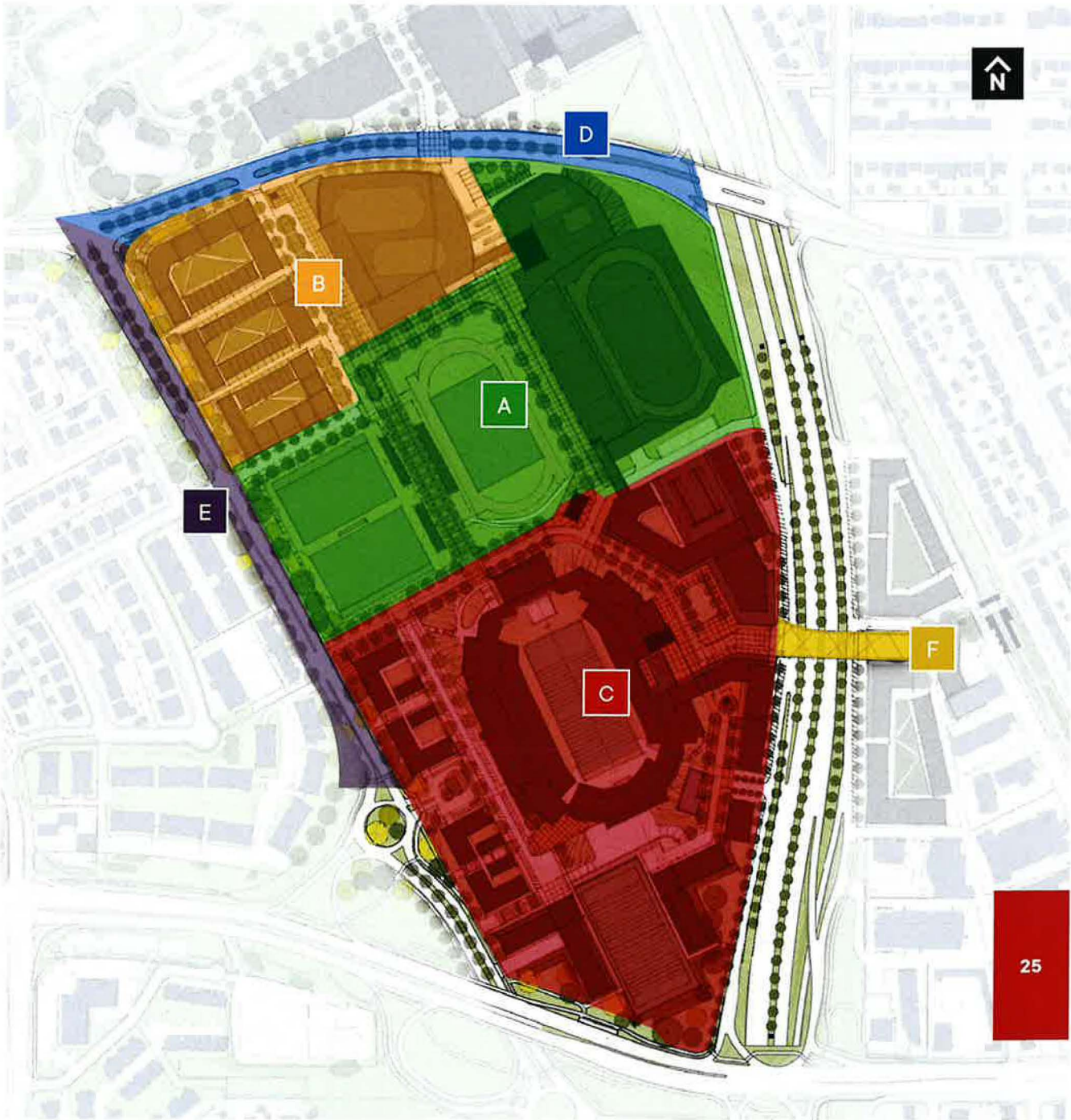




# Opinion of Probable Costs

SUMMARY OF CUMULATIVE DEVELOPMENT COSTS BY AREA	COST
Area A: Multi-sport Field House, Central Green Space and Access to University Drive	\$29,430,000
Area B: Northwest Residential and Sports Facilities	\$13,910,000
Area C: Entertainment District, South Infill	\$22,990,000
Area D: 24 Avenue NW Upgrades (as per Active Transportation Recommendations)	\$4,820,000
Area E: University Drive NW Upgrades (as per Active Transportation Recommendations)	\$7,600,000
Area F: Landbridge Over Crowchild Trail	\$2,500,000
Off-site Stormwater Facility	\$6,360,000
TOTAL	\$87,610,000

- Notes:
- Assumed phasing plan to guide infrastructure improvements and overall development servicing.
  - Refer to figures 2 to 4 of the Opinion of Probable Cost report (EXP) for surface infrastructure improvement concepts.
  - Crowchild Trail / 16 Avenue Interchange including intersection improvements at University Drive are not part of this estimate.
  - Assumed contribution to the Crowchild pedestrian connection, Crowchild pedestrian overpass not considered part of this project, McMahon redevelopment will financially contribute to the project.
  - Assumed stormwater facility located south of 16th Avenue.





# **Social Return on Investment Analysis**

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- **Forecast and evaluate the impact of a project investment and identify the potential for social value creation**
- **Method to represent social outcomes in financial terms**
- **Proposed scope for the SROI Analysis includes:**
  - 1. Further engagement with City business units and stakeholders**
  - 2. Assigning values to outcomes and establishing their impact based on the concept designs and anticipated use**
  - 3. Calculating the SROI and undertaking a sensitivity analysis on the results**



# Future Engagement Opportunities

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- **This is the first phase of public engagement for the redevelopment plan**
- **Further engagement may occur through the SROI process**
- **Future planning at land use redesignation and outline plan phases will allow for more in-depth and targeted engagement**
- **The FAPRAC includes representatives from a range of stakeholder organizations. Part of their role consists of reporting back to respective organizations to enhance project understanding**

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Thank You

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FOOTHILLS  
+McMAHON  
CONCEPT PLAN

