

Deputy City Manager's Office
 Foothills Athletic Park Redevelopment Advisory Committee
 2021 September 2

ISC: UNRESTRICTED
 FRA2021-1325
 Page 1 of 4

Foothills + McMahon Concept Plan Update and Final Report Presentation

RECOMMENDATION(S):

That the Foothills Athletic Park Redevelopment Advisory Committee:

1. Recommend that Council receive the Foothills + McMahon Concept Plan for the Corporate Record; and
2. Direct Administration to report back to the Foothills Athletic Park Redevelopment Advisory Committee with results of the Social Return on Investment Analysis by Q2 2022.

RECOMMENDATION OF THE FOOTHILLS ATHLETIC PARK REDEVELOPMENT ADVISORY COMMITTEE, 2021 SEPTEMBER 2:

That Council:

1. Receive the **Revised** Foothills + McMahon Concept Plan for the Corporate Record; and
2. Direct Administration to report back to the Foothills Athletic Park Redevelopment Advisory Committee with results of the Social Return on Investment Analysis by Q2 2022.

HIGHLIGHTS

- Foothills Athletic Park and the McMahon Stadium Lands have historically had a regional and citywide draw for sporting and recreational events.
- The Foothills + McMahon Concept Plan was prepared to illustrate a plan and vision for the development of lands at Foothills Athletic Park and adjacent to McMahon Stadium that will form the background for the future Field House facility and commercial, recreational and residential opportunities.
- Based on a request to explore undertaking a Social Return on Investment (SROI) Analysis at the June 2021 FAPRAC meeting, Administration has included a recommendation to proceed with this work and report back to FAPRAC in 2022 with the findings.
- Strategic Alignment to Council's Citizen Priorities: A prosperous city

DISCUSSION

Foothills + McMahon Concept Plan

The Foothill Athletic Park Redevelopment Advisory Committee (FAPRAC) has held several regular meetings and working group meetings since its Terms of Reference was approved on 2019 February 25. FAPRAC has overseen the preparation of a Concept Plan for the Foothills Athletic Park and McMahon Stadium Lands in partnership with the University of Calgary that includes the future site of a planned Field House and adjacent recreational, commercial and residential lands.

Our consulting team, lead by B&A Planning Group, coordinated work on the Foothills + McMahon Concept Plan, which began in 2020 with the collection of background data, identification of opportunities and constraints and preparation for a public engagement program including a virtual design charrette. The engagement process took place over three phases and started with participation from the public via a public survey (Phase 1) which informed a two-week virtual design charette with targeted stakeholder groups (Phase 2), and closed with a final

Foothills + McMahon Concept Plan Update and Final Report Presentation

feedback loop, also via an online survey (Phase 3). The design charrette was undertaken in April 2021 and was well attended by the public including local residents, representatives of sports organizations who use the park and representatives of local community associations. The charette was hosted online through a series of webinars due to restrictions caused by COVID-19. This resulted in a longer charette process than originally planned but allowed for a similar type of engagement and information gathering. In addition, there was considerable feedback that was gathered through the public and stakeholder engagement process both before and during the design charrette.

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.

At the end of the design charrette, the consulting team presented the Concept Plan resulting from the two weeks of discussion and engagement meetings. The Concept Plan illustrates a vision that includes a potential new multi-sport fieldhouse, mixed-use development opportunities, an entertainment plaza and improvements to the McMahon Stadium “front door” along with improvements to green space and a re-imagined Crowchild Trail. Additional feedback was also gathered from a post-charrette survey.

The concept plan and supporting information is included in the Foothills + McMahon Concept Plan document in Attachment 1. The information collected from the various stakeholders and community along with feedback collected throughout the design charrette has been summarized in the Concept Plan. All the feedback from the engagement process is available for review on the Foothills + McMahon Concept Plan project website (www.engage.calgary.ca/foothills-mcmahon).

Social Return on Investment (SROI) Analysis

Based on the June 2021 update to FAPRAC there was a request to investigate undertaking a Social Return on Investment (SROI) Analysis of the Foothills + McMahon Concept Plan. The intent of a Social Return of Investment Analysis is to forecast the impact of the investment that is made in a project and to identify the social value that is potentially created as it relates to the initial allocation of funding dollars. It is a method to represent social outcomes in financial terms.

For the Foothills + McMahon Concept Plan, the intent is to look at the anticipated investment in the lands and recreational amenities and evaluate the overall benefit in value that is created resulting from the investment that will be made in the site.

The 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

This work is anticipated to take approximately six months to complete and the consulting team would report back with the results to FAPRAC by Q2 2022. Funding is available in the initial

Deputy City Manager's Office Report to
 Foothills Athletic Park Redevelopment Advisory Committee
 2021 September 2

ISC: UNRESTRICTED
 FRA2021-1325
 Page 3 of 4

Foothills + McMahon Concept Plan Update and Final Report Presentation

budget allocation for the concept planning work which was approved for \$775,000. The SROI Analysis is expected to cost between \$70,000-\$100,000 to complete.

Administration recommends undertaking the SROI Analysis as the information collected will help support the Concept Plan and future funding requests from other levels of government. If FAPRAC approves, Administration would report back to the committee by Q2 of 2022 with the findings of the report.

STAKEHOLDER ENGAGEMENT AND COMMUNICATION (EXTERNAL)

- Public Engagement was undertaken
- Public Communication or Engagement was not required
- Public/Stakeholders were informed
- Stakeholder dialogue/relations were undertaken

A substantial public engagement process was undertaken on this project and included a two-week design charette.

IMPLICATIONS

Social

There are no social impacts of this report

Environmental

There are no environmental impacts of this report

Economic

There are no economic impacts of this report. It should be noted that this Concept Plan is a future guide for development at Foothills Athletic Park and the McMahon Stadium lands and is contingent on the construction of the Fieldhouse which is currently unfunded. It's expected that there would be significant direct and indirect economic benefits that would be realized both during the buildout of the site and once the Fieldhouse and surrounding lands are developed to their full potential.

Service and Financial Implications

Existing operating funding - base

RISK

There are no risks associated with this report

Deputy City Manager's Office Report to
Foothills Athletic Park Redevelopment Advisory Committee
2021 September 2

ISC: UNRESTRICTED
FRA2021-1325
Page 4 of 4

Foothills + McMahon Concept Plan Update and Final Report Presentation

ATTACHMENT

1. **Revised** Foothills + McMahon Concept Plan

Department Circulation

General Manager/Director	Department	Approve/Consult/Inform
Campbell Berry, Director	Real Estate & Development Services	Approve