

# Applicant Outreach Summary

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November 08, 2021

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Dear Mr. Ross,

**Re: Event Centre Development Permit – Community Outreach DTR2 Comment #3**  
**DP#: 2021-5558**  
**Our File No: 2001931**

Thanks for the conversation in the past few days on the completion of our responses to the DTR2 comments provide by the city recently for the above captioned DP application. As Josh deJong and I discussed last evening, it is not easy to complete the Community Outreach for Planning & Development Applicant-led Outreach Summary in the small space allocated so I am transmitting our response as a word document. I have however, attached in appendix A a copy of the Community Outreach for Planning & Development Applicant-led Outreach Summary form as reference. Please find below, embedded within this letter our responses.

### Comment 3

Prior to Calgary Planning Commission (CPC), provide a completed copy of the City's standard community outreach form (previously provided under separate cover and attached).

### Response – 3

#### Outreach Strategy

*Provide an overview of your outreach strategy, summary of tactics and techniques you undertook (include dates, locations, # of participants and other other relevant details)*

Below is a description of the multi-tiered approach to the outreach strategy for the project. The community outreach involved 3 general approaches which were; CMLC lead city wide outreach prior to the DP submission; outreach as a part of the normal DP circulation process and independent out-reach sessions led by CSEC and DIALOG outside of the DP circulation process leading up to CPC.

- Prior to DIALOG being involved as the Architects for the Event Centre Project the CMLC lead community engagement sessions.
- The CMLC led Event Centre engagement program ran from January 2020 – April 2020 where they solicited feedback from thousands of community stakeholders on the design of the facility and the public programming it will deliver. In this time, they reached 1,977 community members at 23 in-person engagement events, collected 14,549 online surveys and chaired five roundtable discussions with representatives from 22 community organizations. The engagement findings were presented to the City of Calgary Event Centre Assessment Committee in July 2020.
- In addition to the above after the DP went into circulation, we asked for meetings with the following organizations. Victoria Park BIA, Inglewood Community Association, Ramsay Community Association, Inglewood BIA, Beltline Neighborhood Association, Calgary Exhibition and Stampede, Calgary Downtown Association. These groups were considered the immediately effected parties and were the stakeholders identified by the CPAG team.

#### PRINCIPALS

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- We contacted each of the above parties and offered to meet with them to review the content of the DP application and the design in general.
- As a result, we hosted "zoom" presentation meetings with the following as part of the DP outreach - Victoria Park BIA, Inglewood Community Association, Beltline Neighborhood Association, Calgary Exhibition and Stampede. These meetings occurred in August and September of 2021.
- We did not receive comments from the Ramsay Community Association as part of the DP circulation, we did initiate a meeting with them, held on September 27-2021 where we presented the design and solicited their feedback.
- The third tier of our outreach program was our team reaching out to community members at large in a series of "zoom" presentation meetings, telephone discussions and interviews. This included a sampling of the immediate impacted stakeholders and Calgary citizens at large. The third tier of our outreach program occurred in September through November of 2021 leading up to CPC November 18-2021.

#### **Stakeholders**

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

We attempted to reach a sampling of different stakeholders of different types or groups to obtain a broad range of opinions and perspectives on the project from those immediately impacted and those that are important but not immediately adjacent to the site. There were over 150 parties that we reached out to directly as part of our third tier of community outreach program.

- This included;
  - **Developers in the area** - that are impacted but were not necessarily part of the CPAG DP circulation process. This included people such as Remington Developments, Ronmor Developments, Trico Homes.
  - **Residents in the area** - that are impacted but were not necessarily part of the CPAG DP circulation process. This included Arriva Condominium Board and The Guardian Condominium Board.
  - **Businesses in the area** - that are impacted but were not necessarily part of the CPAG DP circulation process. This included Cowboys Casino, The Penny Lane Entertainment Group, Cardinale Restaurant, West Canadian Digital, The Bell National Music Centre, O'Connor's Menswear, and The Calgary Exhibition and Stampede.
  - **Special Interested Parties in the area** - The Calgary Exhibition and Stampede. We have identified the CES separately because of their uniqueness to the whole district. Our project is the gateway to their grounds, but they are also a developer of the land across Olympic Way, they are the landowners of the Youth campus to the east and our neighbors to the south across 14<sup>th</sup> Avenue.
  - **Communities in the area** - we circled back with, Ramsay Community, Inglewood Community, East Village Neighborhood Association, and The Victoria Park BIA to update them on design progression and to show them the changes made to the design through the detailed review process with the City of Calgary.
  - **Various Associations/Institutions of importance in Calgary** - that are impacted but were not necessarily part of the CPAG DP circulation process. This included people such CMLC, Calgary Tourism, Calgary Airport Authority, Calgary Arts Development, Calgary Construction Association, Calgary Downtown Association, Calgary Economic Development, Tourism Calgary, Calgary Food Bank, Hockey Calgary, The University of Calgary, Calgary Mental Health, Alberta Children's Hospital and others.
  - **Businesses and Citizens at Large** - Literally there are dozens of these parties (well over 100) and far too many to list. Some are, Scotia Bank, ATB Financial, Bank of Montreal, Coril Holdings, YMCA, Winsport, Spruce Meadows, Bird-Stuart Olson Construction, CN Railway, CP Rail, Corus Entertainment, Calgary Sun/Post Media and many others

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***What did you hear?***

*Provide a summary of the main issues that were raised by participants in your outreach.*

Some of the key themes we heard in our outreach sessions include the following general themes:

- We heard a great deal of support from our outreach program for the project all telling us that this is an essential project for Calgary to support our community, provide jobs, attract world class entertainment, to compliment the BMOx project, and be a catalyst for development in the area
- We had great input on various levels both in support and as constructive criticism of the design with general themes around:
  - Making sure that that the amount of retail on the 4th street side and the 12th avenue side are optimized and as continuous as possible.
  - Design of outdoor public realm spaces need to be an extension of the inside spaces and allow the inside activities of the buildings to integrate with the outdoors
  - These spaces need to be right sized and accessible to all Calgarians not just those attending a game or an event.
  - Create as much transparency to the building as possible
  - The building needs to be a catalyst for other projects in the area to want to come and be part of the Rivers District ie help bring more development to the district.
  - The design of the ribbon needs to be more articulated and refined in scale and texture.
  - The 14<sup>th</sup> Avenue elevation needs to be refined and enhanced, with greater articulation and visual interest
  - The roof scape of the building is important as a fifth elevation to the building and that the aerial view and the view from Scotsmen Hill is an important consideration
  - That traffic is an important issue and a well-developed transportation infrastructure system is necessary especially around parking, access to the Greenline, the 17<sup>th</sup> Avenue Extension (Olympic Way)
  - That being highly sustainable is a key aspiration for the project
  - To be better than Rogers Place in Edmonton and to bring big acts to Calgary and truly be an Event Centre not just a sports venue like Saddledome is.
  - To created architecture that fits into the community and is welcoming, even becoming an extension of our own main streets (Ramsay)

***How did stakeholders 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.*

Input that we received from stakeholders helped us refine the design in many ways. We listened and adjusted the design as much as we could balancing the different points of view that we received. Below are some examples of things that we did in response to direct feedback that we received.

- With respect to the overall massing of this façade we have reduced the overall parapet height of the north façade by approximately 3 meters and we have stepped back the "high hat" element of the massing to create more relief from the street edge of 12<sup>th</sup> avenue. We have also reduced the scale of the ribbon in terms of overall height and introduced strip vertical glazed elements to modulate the rhythm of the ribbon, create more visual movement across the wall and allow for views out and splashes of light emanating from the building in strategic locations.
- We have added retail units so there is almost a continuous band of retail and food and beverage units from the NW corner to the NE corner of the 12th avenue façade.
- With respect to the west façade we have done same as noted above, by reducing the overall height of the ribbon element, but importantly we have added video projection to this ribbon element to animate the façade in a very active and fun way.
- We have added a "flip" and a "fray" to the north and east side ribbon at the lower corner to add texture and visual interest.
- The entrance location at the NW corner has been modified to take on more of the character of the west pavilion in terms of glazing and store front elements. We have also modified the "prow" to be



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more transparent and visually interesting by adding shadow boxes, lighting and defined sponsorship naming rights location.

- We have altered the stone base at the NW exit stair to reduce the amount of stone and replace the removed stone with a recess made from pre-finished metal cladding and the insertion of shadow boxes that contain information of upcoming or future events.
- We have increased the amount of retail storefront along 12<sup>th</sup> avenue and increased the transparency looking from outside to inside and vice versa.
- On the east façade we have increased the amount (length and height) of glazing to also increase the inside to outside transparency looking from the building to the Youth Campus and from the outside to the inside.
- We have re-graded the east public realm to create a stronger integration of the East-rise Plaza with the natural grade elevation of the sidewalk and the urban context.
- We have worked closely with CMLC 17<sup>th</sup> Avenue design team to evolve the design and to coordinate our design with the aspirations of the RDMP. To that end we have made multiple design revisions in paving patterns, landscape features, street furniture and bollards.
- We share this one as an example of managing contrasting perspectives. We listened to the various voices some of which did not support the double row of trees along the 12<sup>th</sup> Avenue side, and others who were in support. We ultimately developed the 12th Avenue Streetscape maintaining the character of 12th Avenue as it is currently designed from MacLeod Trail past the casino with the double row of trees. Our design maintained the double row of trees but broke the continuity of the double row of trees at primary building entries for pedestrian circulation and queuing reasons as this is consistent with the aspirations of the RDMP and the agreements in place as part of the Stampede masterplan for the character of this part of public realm.
- We had several meetings with various parties on the design of our SW plaza to make visual and physical connectivity to the future planned CMLC 14th Avenue. Through design collaboration we reduced the size of planters, changed plating types and height, balanced the technical issues of grade transitions to develop an approach to address the interest of all effected parties.
- Based on inputs from many stakeholders we completely re-designed the 14<sup>th</sup> Avenue façade, most importantly the screening of the parking structure. We removed the perforated metal screen and replaced this with a tubular aluminum fins to increase the density of the screen and to have a stronger more integrated design solution to other facades of the building.

***How did you close the loop with stakeholders?***

*Provide a summary of how you shared outreach final project decisions with the stakeholders that participated in your outreach (please provide any reports or supplementary materials as attachments)*

During this time of a 4<sup>th</sup> wave of COVID-19 in Alberta, having face to face stakeholder sessions to close out comments has not been possible, so we have relied on virtual communications either email, phone conversations, or ZOOM/Teams meetings. Our general approach to this engagement from beginning to end was a below:

- As a starting point we reached out to the effected parties that were part of the DP circulation and offered follow-up meetings if they required them. Some did, we had a second meeting with the Victoria Park BIA, and others did not, for example the Inglewood Community Association.
- We initially reached out to various parties via telephone or email to engage with them and solicit their interest in learning more about the project.
- Some groups engaged in us with conversation only and others asked for presentations of the design so they could learn more details about the design direction.
- For all parties that requested design presentations we scheduled virtual meetings with them and did design presentations for them. Following the design presentations, we circled back with phone calls to see if there were any further questions or required any additional information.
- The design presentations were part of closing the loop, but this was supported by follow up phone calls or emails.

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The above information is our response to DTR2 Comment #3. We are pleased to offer this to you as part of closing out the deliverables associated with our development permit application. I trust this meets with your expectations. Please reach out to us if you have any questions or require any clarifications.

Yours truly,

**DIALOG® Alberta Architecture Engineering Interior Design Planning Inc.**

Per:

A handwritten signature in blue ink, appearing to read "Rob Adamson".

Rob Adamson Architect AAA, OAA, FRAIC  
Partner

A handwritten signature in blue ink, appearing to read "Doug Cinnamon".

Doug Cinnamon Architect, AAA, AIBC, RAIC  
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CC: Bill Senn, CSEDMC  
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Dan Arts, Consultant to City of Calgary  
Josh deJong, City of Calgary

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**DIALOG**

Appendix - A



## Community Outreach on Planning & Development Applicant-led Outreach Summary

Please complete this form and include with your application submission.

Project name:

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

If no, please provide your rationale for why you did not conduct outreach.

### 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)

### Stakeholders

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

[calgary.ca/planningoutreach](http://calgary.ca/planningoutreach)



## Community Outreach for Planning & Development Applicant-led Outreach Summary

### What did you hear?

Provide a summary of main issues and ideas that were raised by participants in your outreach.

### 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.

### 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)

[calgary.ca/planningoutreach](http://calgary.ca/planningoutreach)