



# What We've Heard Report

PHASE 01 JULY 2022

**UiQ** university  
innovation  
quarter

# Outreach Summary

## INTRODUCTION

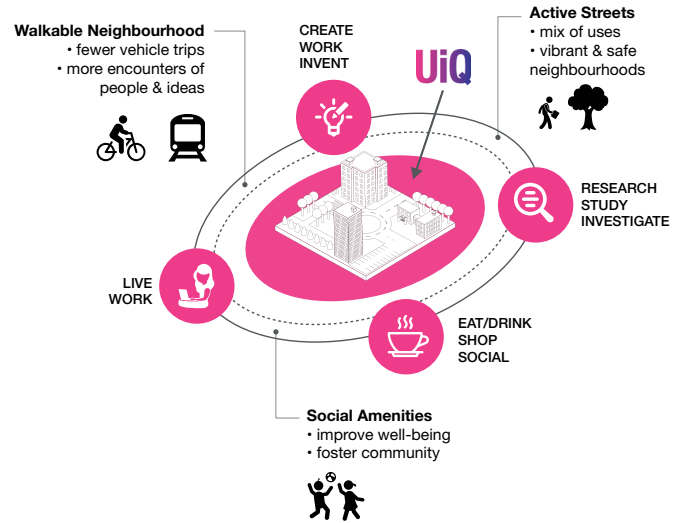
### Who We Are

University of Calgary Properties Group (UCPG) is a benchmark real estate development company creating a legacy for the University of Calgary through sustainable real estate development in University District and University Innovation Quarter (UIQ).

As it pursues the goal of transforming UIQ into a rich ecosystem of research, industry, innovation and entrepreneurialism, UCPG maintains collaborative relationships with the University of Calgary (UCalgary), which leads the academic and research programming, and Innovate Calgary, the University’s business incubator.

### Our Vision

UIQ will be a hub of research, collaboration, ideation, incubation and entrepreneurship – a dense, mixed-use environment where UCalgary research creates scalable solutions for improving our world.



## OUTREACH COMMITMENT & STRATEGIES

The project team is undertaking a comprehensive multi-channel communications and outreach strategy that includes digital and in-person events to enable us to meet a broad range of needs and hear from as many participants as possible.

Feedback from a wide and diverse range of community members and stakeholders is an important cornerstone of making the UIQ vision a reality. UIQ will be “Built on Relationships” – a guiding principle embodied by our comprehensive stakeholder outreach process.

We are committed to providing clear, concise, transparent and accurate information about the project as we progress the Master Plan. We will continue to request and listen to your feedback on the project and will broadly share what we have heard.

We’d like to thank all those who have participated in our process so far for their time and input as we reach the next UIQ milestone. To date, our outreach process has included the various events, requests for feedback, and information sharing strategies below.



### On-Site Invitations

14 A-Frame signs placed on-site inviting participants to events



### Network Connections

Engaged with UIQ Property Managers and existing tenants



### Online Survey

Offered flexible opportunities to engage and provide feedback



### On-Site Sessions

3 Sessions: April 6, 7, 8  
Over 300 Attendees



### In-Person Open House

1 Session: May 18  
Over 70 Attendees



### Email Blasts

Ongoing project updates delivered to e-newsletter subscribers via email



### Mail Drop

Printed mailers sent to over 300 Varsity residents



### Virtual Open House

2 Sessions: May 26  
4 Attendees



### Ongoing Outreach

Ongoing opportunities for information sharing and events

# What We've Heard

## PHASE 01: OUTREACH FRAMEWORK

---

The Phase 01 outreach events were guided by the following four key questions:

- 1. Introduction:**  
What do you like most about the UIQ Area?
- 2. Mobility:**  
What's working / not working?
- 3. Built Form & Amenities:**  
What's working / not working?
- 4. Process:**  
What should we know as we plan for UIQ?

## PHASE 01: WHAT WE'VE HEARD

---

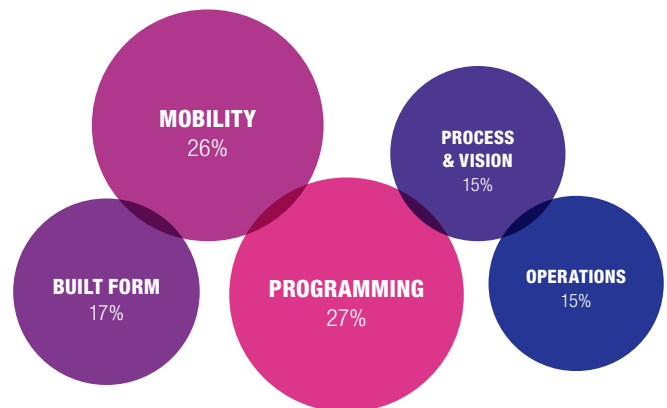
The project team has received over 300 responses through on-site engagement sessions, online surveys, and both virtual and in-person open houses.

Through thematic analysis of the feedback received to date, the following five primary feedback themes were identified:

- 1. Programming:**  
Public Space, Amenities, Activities and Attractions
- 2. Mobility:**  
Balancing Pedestrian, Cyclist, Transit and Vehicle Movements
- 3. Built Form:**  
Appropriate Scale, Uses and Site Layout
- 4. Process & Vision:**  
Guiding Principles, Development Concept, and Implementation
- 5. Operations:**  
Post-Completion Management and Organization

### Feedback by Theme

The below chart shows the prevalence of each primary feedback theme within the responses received during Phase 01 of our outreach process:



## NEXT STEPS

---

As we enter the second phase of our outreach process, the project team has begun the early stages of conceptual planning for the future of UIQ, including the synthesis and integration of ideas inspired by the feedback we've received so far.

The next public engagement session will be held in person on September 27-29, 2022 where there will be additional opportunities to learn more about the project, explore initial plan concepts, and share your feedback with the project team.

### Stay Connected

As we move onto the next phases of our plan to transform UIQ, we invite you to stay informed, get involved, and follow our progress.

Visit: [UIQcalgary.com](http://UIQcalgary.com)  
Email: [info@ucpg.ca](mailto:info@ucpg.ca)  
E-newsletter: [UIQcalgary.com/#sign-up](http://UIQcalgary.com/#sign-up)



# Phase 01 Information Sharing

## Display Boards

The Display Boards included on the following pages have been shared broadly as part of our Phase 01 comprehensive stakeholder outreach process. The Display Boards include project information representative of the early stages of conceptual planning for the future of UIQ as well as four key questions, which helped guide discussions and formed the five primary feedback themes heard during Phase 01 of our outreach.

The Display Boards may also be viewed at a larger scale by visiting the following link: [Phase 01 Display Boards](#)

**INTRODUCTION**  
**Vision**

University Innovation Quarter (UIQ) will be a hub of research, collaboration, ideation, incubation and entrepreneurship – a dense, mixed-use environment where University of Calgary (UCalgary) research creates scalable solutions for improving our world.

**UIQ ATTRIBUTES**

- / Synergistic with UCalgary teaching and research
- / Spaces complementary to main campus
- / Programming to build & grow companies
- / Purpose-built facilities that promote interdisciplinary research, innovation & entrepreneurship, and industry partnership
- / Direct benefits for students, faculty and UCalgary

**Walkable Neighbourhood**  
• fewer vehicle trips  
• more encounters of people & ideas

**CREATE WORK INVENT**  
**UIQ**

**Active Streets**  
• mix of uses  
• vibrant & safe neighbourhoods

**RESEARCH STUDY INVESTIGATE**

**LIVE WORK**

**EAT/DRINK SHOP SOCIAL**

**Social Amenities**  
• improve well-being  
• foster community

**UiQ** university innovation quarter  
UIQcalgary.com

**INTRODUCTION**  
**The Place**

UCalgary Downtown Campus

McMahon Stadium

Footehill Medical Centre

Alberta Children's Hospital

University District

UCalgary Main Campus

University Innovation Quarter

DRAYWOOD LRT STATION

DRAYWOOD

**UiQ** university innovation quarter  
UIQcalgary.com

**INTRODUCTION**  
**Regional Context**

Westport Calgary

13.8 km

Airport

5.5 km

Downtown

0.6 km

Footehill Medical Centre

**UiQ** university innovation quarter  
UIQcalgary.com

**INTRODUCTION**  
**Who We Are**

**Corporate Vision & Mission**  
UCPG will work to fulfil its mission of creating a legacy for the University of Calgary through sustainable real estate development in University District and University Innovation Quarter.

**VISION**  
A leader in creating amazing places and the trusted developer for the University of Calgary.

**MISSION**  
To create a legacy for the University of Calgary through sustainable real estate development.

**Corporate Organization**

University of Calgary Properties Group Ltd. (UCPG)

University District Trust (UDT)

University Innovation Quarter Trust (UIQT)

University District Trust oversees the real estate matters of University District.

University Innovation Quarter Trust oversees the real estate matters of University Innovation Quarter.

**UiQ** university innovation quarter  
UIQcalgary.com



# Phase 01 Information Sharing

## INTRODUCTION Roles

As it pursues the goal of transforming UIQ into a rich ecosystem of research, industry, innovation and entrepreneurialism, University of Calgary Properties Group maintains collaborative relationships with the University of Calgary, which leads the academic and research programming, and Innovate Calgary, the University's business incubator.

**ROLE OF UCPG**  
Develop UIQ into a hub for innovation  
Complete a Master Plan and an outline plan  
Complete the land development process  
Develop and operate buildings that support the vision for UIQ  
Apply for development and construction permits with the City of Calgary  
Foster a sense of community through a strategic approach to community building  
Manage UIQ Trust's long-term leases and assets

**ROLE OF UCALGARY**  
To lead the academic and research programming  
/ Funding  
/ Decision making

**ROLE OF INNOVATE CALGARY**  
/ Innovation transfer and business incubator for UIQ Calgary  
/ Member of the UCalgary innovation ecosystem  
/ Translate innovative ideas into market-ready commercialization with impact  
/ Manage programming for Life Sciences Innovation Hub (LSIH)  
/ Springboard for infrastructure, equipment, expertise, mentorship, and services

UIQ university innovation quarter UIQcalgary.com

## INTRODUCTION Innovation

Innovation starts small. A challenge waiting to be solved. A spark of an idea. Growing, multiplying, building on what's come before. It thrives on collaboration, flourishes where different perspectives come together, comes alive when research meets the real world. Creativity, academia, community combining to move us forward. Ideas brought to reality. Products brought to market. Innovation brought to life.

EMERGED IN THE 60s  
**RESEARCH PARKS**

FOCUS ON FOSTERING LARGE TECH SUBURBAN FEW TIES TO UNIVERSITY HUGE LAND CONSUMPTION

NEW AGE  
**INNOVATION DISTRICTS**

MIXED USE PLACE DRIVEN PEDESTRIAN ORIENTED MORE CONNECTED FOCUS ON INCUBATION FOSTERS COLLABORATION & INNOVATION

**LINK BETWEEN UNIVERSITY AND PRIVATE INDUSTRY**

**OBJECTIVES**  
Growth of Existing Companies /  
Creation of New Companies /  
Commercialization of Intellectual Property

**COMPONENTS**  
Research Partners / Flow of Talent /  
Exchange of Ideas / Access to Labs & Equipment

UIQ university innovation quarter UIQcalgary.com

## INTRODUCTION Guiding Principles

**Build on Foundations**  
Build on successful existing infrastructure and programming

**Planning Direction**  
Focus on high quality development that is an integral part of the city's overall development

**Public Access**  
Create a vibrant, active, and accessible environment that supports the city's overall development

**University Alignment**  
Formulate a strategy for active support of research, innovation, and entrepreneurship

**Flexibility Product**  
Generate flexible uses to create vibrant and sustainable

**Connected and Integrated**  
Create a vibrant and accessible hub that links the world of research, industry, and entrepreneurship

UIQ university innovation quarter UIQcalgary.com

## INTRODUCTION What do you like most about the UIQ area?


UIQ university innovation quarter UIQcalgary.com

## MOBILITY Active Transportation

**LEGEND**

- Pedestrian Route
- Pedestrian Bridge
- Bicycle Lane
- Signed Bikeway & Shared Lane
- LRT Station

UIQ university innovation quarter UIQcalgary.com

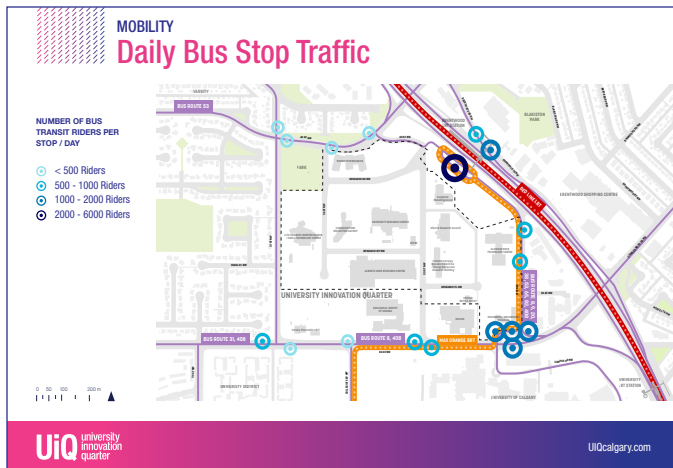
## MOBILITY Vehicular & Transit Connections

**LEGEND**

- Roadway
- Signalized Intersection
- Non-Signalized Intersections

UIQ university innovation quarter UIQcalgary.com

# Phase 01 Information Sharing



**MOBILITY**  
**What's working or not working?**

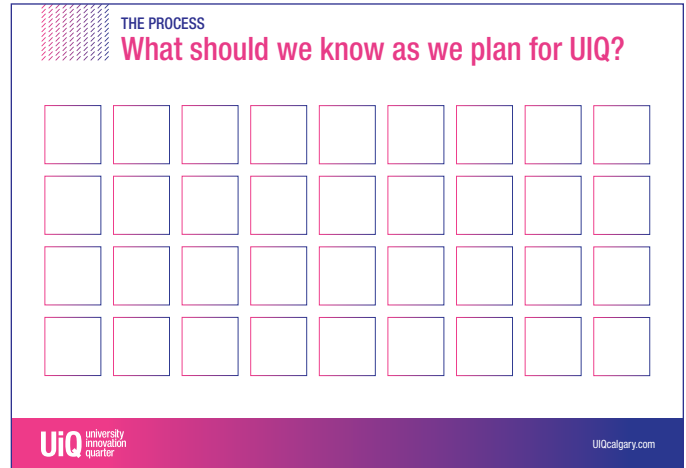
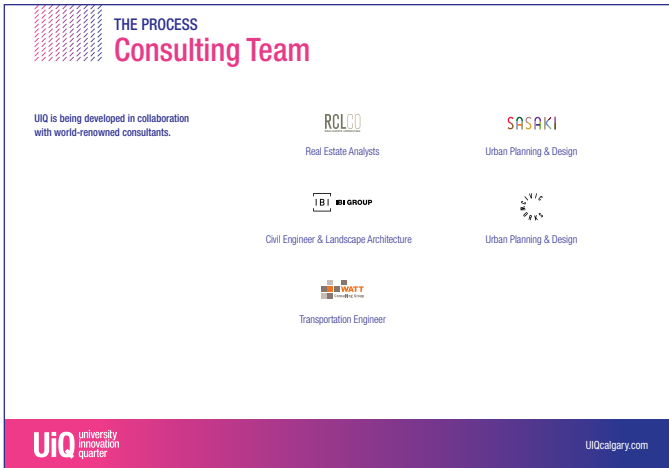
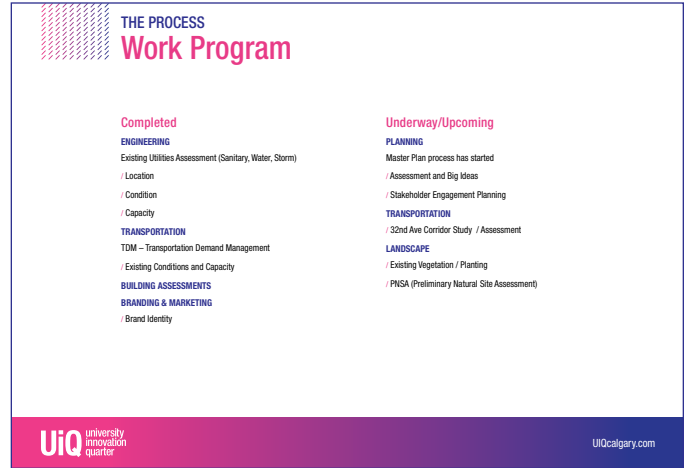
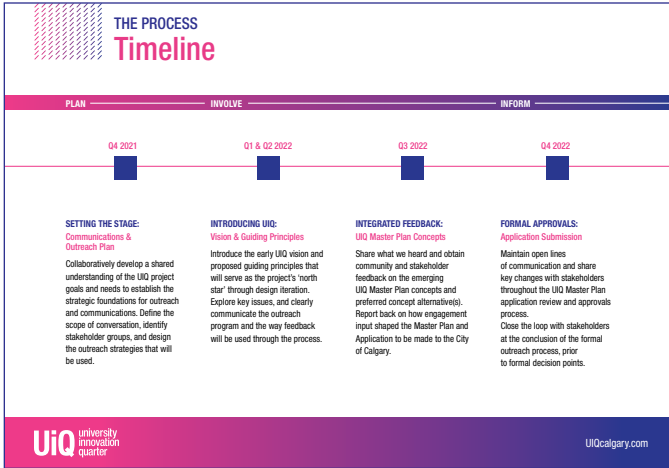

UIQ university innovation quarter  
UIQcalgary.com



**BUILT FORM & AMENITIES**  
**What's working or not working?**


UIQ university innovation quarter  
UIQcalgary.com

# Phase 01 Information Sharing







**UiQ** university  
innovation  
quarter

innovation  
brought  
to life