

Letters of Support for
Beltline Community Investment Fund Request for
Humpy Hollow Park
PFC2019-1430



Calgary

Office of the Councillors
COUNCILLOR E. Woolley

October 30, 2019

To whom it may concern,

As Councillor for Ward 8, I support the Beltline Neighbourhood Association's efforts to revitalize Humpy Hollow Park. Specifically, I endorse the BNA's Beltline Community Investment Fund request for upgrades to the park.

The Beltline is a vibrant area but is currently underserved by park area. The City's standard for park space within a community is 10%; the Beltline is currently sitting at approximately 3%. Although the re-imagination of Humpy Hollow Park would not add park space per se, it would enhance the park and integrate it with McHugh House, which is an activity hub and headquarters for the BNA.

Please accept this letter of support and do not hesitate to contact me should you require more information.

Sincerely,

Evan Woolley
Councillor, Ward 8



Calgary

Office of the Councillors
COUNCILLOR JEROMY FARKAS

October 30, 2019

To whom it may concern:

Re: Letter of Support for the Humpy Hollow Park Redevelopment

Please accept this letter in support of the Beltline Neighborhood Association's redevelopment of Humpy Hollow Park.

The Beltline Neighborhood Association Parks and Public Places Committee has received the support for the project from the Beltline Community Investment Fund, and has completed public engagement for the conceptual design of the park. The project will be brought forward to the Priorities and Finance Committee in December for review, and has a target completion date of October 2021.

The redevelopment of Humpy Hollow Park will provide a more usable public space in the underserved Beltline Community, and will create a place for greater community activation. I happily support their application for funding to move forward into the next phase of design and construction.

Sincerely

A handwritten signature in black ink that reads "Jeromy Farkas". The signature is written in a cursive, flowing style.

Jeromy Farkas
Councillor, Ward 11




To Whom it May Concern,

The Beltline Neighbourhood Association (BNA) is in the process of completing a Beltline Community Investment Fund (BCIF) funding request for upgrades to Humpy Hollow Park, located at 17 Avenue S and Centre Street adjacent the historic McHugh house – home to the BNA's headquarters.

Reinvestment in this park is an important project for the Beltline community. The needed improvements to an existing, underused park space will help elevate the location and increase residential use as well as foot traffic to neighbouring businesses. Reimagining Humpy Hollow Park and giving it new life contributes to community amenities that can be enjoyed by all residents and businesses in the area, and in turn make the community a more desirable place to live.

I ESTHER KELLY of 17TH AVENUE RETAIL & ENTERTAINMENT DISTRICT BIA (company) support the use of the Beltline Community Investment Fund to support the implementation of a reimagined Humpy Hollow Park.



-

Signature

11 / 12 / 2019

-

Date

November 18, 2019

To whom it may concern,

The Beltline Neighbourhood Association (BNA) is in the process of completing a Beltline Community Investment Fund (BCIF) funding request for upgrades to Humpy Hollow Park, located at 17 Avenue S and Centre Street adjacent the historic McHugh house – home to the BNA's headquarters.

Reinvestment in this park is an important project for the Beltline. The community is far below The City's standard for park space provided to residents, offering only about one-third of the parks and open spaces of new communities. While this project would not be adding park space to the community, it would bring much needed improvements to an existing underused park space. Re-imagining Humpy Hollow Park and giving it new life aligns with the intent of BCIF by contributing to community amenities that can be enjoyed by all residents of the area, and in turn make the community a more desirable place to live.

I Chris Pollen of Battistella Developments support the use of the Beltline Community Investment Fund to support the implementation of a re-imagined Humpy Hollow Park.

A handwritten signature in black ink, consisting of a stylized, cursive 'CP' followed by a horizontal line extending to the right.

Chris Pollen
Director, Sales and Marketing
Battistella Developments

To whom it may concern,

The Beltline Neighbourhood Association (BNA) is in the process of completing a Beltline Community Investment Fund (BCIF) funding request for upgrades to Humpy Hollow Park, located at 17 Avenue S and Centre Street adjacent the historic McHugh house – home to the BNA's headquarters.

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I Abed Itani of Cidex Developments Ltd (company) support the use of the Beltline Community Investment Fund to support the implementation of a reimagined Humpy Hollow Park.



Signature



Date

November 13, 2019

VIA ELECTRONIC MAIL

Hines

RE: Humpy Hollow Park

To whom it may concern:

I, John Wilbeck, Managing Director at Hines Canada, fully support the Beltline Neighbourhood Association (BNA) in their request to utilize Beltline Community Investment Fund (BCIF) funding to reinvigorate Humpy Hollow Park, located at 17 Avenue S and Centre Street adjacent the historic McHugh house.

We see tremendous value in public open space and parks as catalysts for both citizen interaction and economic development. Central Memorial Park, and its ongoing programming by the BNA, was critical to our thesis when deciding to invest in the 500 Block development project. This park is central to the lifestyle we envision for future residents of our project; it is a key component of the project's placemaking and will be a valuable amenity for those living in the building. The weight of Central Memorial Park's impact on our investment is reflected in the name that we chose for the masterplan: "Park Central."

In our view, the economic, environmental, and human benefits of open space are realized when there is a focus on the design and quality of available park space. While this project would not be adding park space to the Beltline, revitalizing Hump Hollow Park is an opportunity to focus energy and interaction in the neighbourhood while creating a new community amenity that can be enjoyed by all residents of the area.

Kind regards,



John Wilbeck
Managing Director



To whom it may concern,

I am pleased to learn that The Beltline Neighbourhood Association has plans to upgrade Humpy Hollow Park to make it a modern, adaptable, and inclusive park space in the Beltline. At Strategic Group, we support the use of the Beltline Community Investment Fund (BCIF) to help fund the implementation of a reimagined Humpy Hollow Park.

Strategic Group is a Calgary-based company that owns, manages, and develops office, retail, and residential properties across Canada. Many of our buildings are in the Beltline, downtown, and other inner-city communities. We know the value of high-quality community amenities such as the reimagined Humpy Hollow Park.

Amenities like this add vibrancy and character which benefits everyone who lives, works, and plays in the area. Our residents at M17, just across the street from McHugh House, would absolutely use this family-focused and pet-friendly park. Our retail tenants in the building will appreciate the additional foot traffic that comes from an active public amenity just steps away. People who work in our buildings in the area need a space like the reimagined Humpy Hollow Park as a place to recharge and relax. As Strategic Group continues to invest in inner-city Calgary, we know amenities like this support our investment and the thriving community we want to help grow.

A reimagined Humpy Hollow Park will create a positive legacy for our economy and our community, and we are pleased to support using the BCIF to make it a reality.

Sincerely,

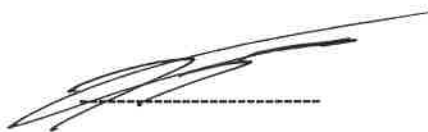
Riaz Mamdani
CEO
Strategic Group

To whom it may concern,

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Reinvestment in this park is an important project for the Beltline. The community is far below The City's standard for park space provided to residents, offering only about one-third of the parks and open spaces of new communities. While this project would not be adding park space to the community, it would bring much needed improvements to an existing underused park space. Reimagining Humpy Hollow Park and giving it new life aligns with the intent of BCIF by contributing to community amenities that can be enjoyed by all residents of the area, and in turn make the community a more desirable place to live.

I, Jordan Beach, VP Sales and Marketing of Qualex-Landmark (company) support the use of the Beltline Community Investment Fund to support the implementation of a reimagined Humpy Hollow Park.



Signature

Nov 7, 2019

Date

To whom it may concern,

The Beltline Neighbourhood Association (BNA) is in the process of completing a Beltline Community Investment Fund (BCIF) funding request for upgrades to Humpy Hollow Park, located at 17 Avenue S and Centre Street adjacent the historic McHugh house – home to the BNA's headquarters.

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I Kristian Harvie of Homes by Avi (company) support the use of the Beltline Community Investment Fund to support the implementation of a reimagined Humpy Hollow Park.

Kristian Harvie

Signature

11/04/19

Date



Suite 2500, 10111 - 104 Avenue NW
Edmonton, Alberta T5J 0J4

T: 780.423.5525
F: 780.425.3564

oneproperties.com

November 25, 2019

To whom it may concern
Beltline Community Investment Fund

Dear Sir/ Madam,

RE: HUMPY HOLLOW PARK – LETTER OF SUPPORT

The Beltline Neighbourhood Association (BNA) is in the process of completing a Beltline Community Investment Fund (BCIF) funding request for upgrades to Humpy Hollow Park, located at 17 Avenue S and Centre Street adjacent the historic McHugh house – home to the BNA's headquarters.

Reinvestment in this park is an important project for the Beltline. The community is far below The City's standard for park space provided to residents, offering only about one-third of the parks and open spaces of new communities. While this project would not be adding park space to the community, it would bring much needed improvements to an existing underused park space. Reimagining Humpy Hollow Park and giving it new life aligns with the intent of BCIF by contributing to community amenities that can be enjoyed by all residents of the area, and in turn make the community a more desirable place to live.

ONE Properties has already invested in two major mixed use developments in the Beltline, Versus and Curtis Block. We believe this investment will help activate this node in the district, and provide increased connectivity in the growing eastern Beltline.

I support the use of the Beltline Community Investment Fund to support the implementation of a reimagined Humpy Hollow Park.

Yours faithfully,

A handwritten signature in black ink, appearing to read "TB", written over a diagonal line.

Thomas Burr, MRICS CAIA
Vice President Multi-Family Development