

# Applicant Submission

September 22, 2020

The below submission describes the rationale as to why we feel that our project will fit in with the existing surrounding businesses and our request for a Land Use Re-designation allowing for Vehicle Sales Major.

Our request is to apply for a Direct Control District with I-G as the base district (hence keeping the integrity of the current zoning) but allows for "Vehicle Sales Major" as a discretionary use.

The proposed site is just within the "Business/ Industrial " area that starts north of the "Retail Commercial Area". The site falls under the Revised Stoney Industrial Area Structure Plan and our proposed use will compliment the existing dealerships in the area. These include, Country Hills Volkswagen and Mercedes-Benz Country Hills which are both located immediately south and across the street from the proposed site. We are also the owners of Country Hills Mercedes-Benz, we will adhere to the same high standards of construction for the new Varsity Chrysler dealership with special attention to building details, landscaping, walkways, pedestrian access, screening etc...

The proposed site is already fully serviced, including sidewalks, trees, fire hydrants, light standards, as well as a bike lane / pedestrian pathway that runs in front of the site (east & west) from Barlow Trail to Stonehill Drive.

I would also like to mention that directly across the street from Mercedes-Benz on Country Hills Blvd., there is a brand new Nissan dealership and directly west from there are two more dealerships, Hyundai and Country Hills Toyota.

Locating Varsity Chrysler to this site allows for synergy between all dealerships that will enhance and compliment the overall landscape of the area.

**Applicant Submission cont'd**

One of the main reasons that we chose the proposed site, is the fact that the land cost is affordable and makes sense when added to the building cost to support a viable long term business model.

The new dealership will be more than double the size of the existing dealership which is currently located at 655 Goddard Ave. N.E. Calgary. The dealership is in an area with poor access and no room for expansion.

The new dealership, due to its increase in size, will add 75-100 full time jobs which is very good news given our ongoing economic problems in Calgary.

The developer that we are purchasing the property from (One Properties) owns 1,100 acres of the overall master planned development, they fully support our development proposal and feel that we will help them to attract more tenants to their lands and the subsequent increased tax base.

The Direct Control District provides us the opportunity to build a dealership on this site, whereas alternative sites are not as readily available given the Manufacturer's constraints due to the 8 km rule associated with all manufacturer's as to locating new dealerships near any existing dealerships. The other key factor in site selections, is visibility and access, which this site has due to the proximity to Country Hills Blvd. and Deerfoot Trail.

In closing, I would like to point out that we have received the full support from the area's Ward councillor, Mr. George Chahal, for our proposed development and Land Use Re-designation.

Thank you in advance for your kind consideration in reviewing and the recommendation of support for our proposal and request.

Sincerely,



Rick Bowie