



June 3, 2015

RE: East Village Properties Inc. (EVPI) – Land Use Re-designation (CPC2015-090)  
VIA EMAIL: [cityclerk@calgary.ca](mailto:cityclerk@calgary.ca)

Dear City Council Members:

Please accept our letter of support for East Village Properties Inc. (EVPI) and their application for a Direct Control District at 620-624-626, 6 Avenue SE (otherwise known as Plan C, Block 36, Lots 9-13).

For more than three years now, Calgary Municipal Land Corporation has been working with EVPI - a private land owner within East Village - to encourage activation of a land parcel near the rivers' edge area, in support of the commercial development objectives of our master plan vision. To this end, EVPI has entered into a business partnership arrangement with Groupe Germain (a notable Canadian hotel operator and ownership group) to build a 150-room boutique hotel and underground parking structure. The development supports the aspirations of the 2009 Municipal Development Plan and the EV ARP by contributing to the vibrancy, livability and diversity of the community.

#### STRATEGIC BUSINESS DIRECTION

To advance the vision of East Village, CMLC has strategically marketed the neighbourhood's master plan to capable residential and commercial real estate developers (including private land owners within the area) in an effort to achieve our density and planning objectives for the community.

The East Village Master Plan, a Shareholder endorsed plan, describes East Village as a mixed-use, amenity rich, urban downtown community in which 11,500 residents will live work, play and shop. In total, the master plan describes over 6.8 million square feet of development in East Village, which is quickly itemized as:

- 3900 condominium and town house products
- 438,000 sf of retail shopping development
- Nearly 1 million sf of commercial development; including two hotel projects
- Cultural amenities including the New Central Library and National Music Centre
- Approximately 70 acres of recreational amenities and public realm space

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This Land Use Re-designation application is a precursor to the delivery of the new project in East Village – namely a boutique hotel in the community by Groupe Germain and a separately-owned underground parking structure beneath the hotel by EVPI.

The LUR application was in circulation and review by City Administration since early 2014 and, finally, recommended for approval to City Council by Calgary Planning Commission on April 26, 2015. The combined Development Permit application for the hotel and parkade portions of the proposed project have been submitted to the City of Calgary by Groupe Germain and EVPI, while CMLC had provided its input on the project to the applicant's design team.

Presuming this LUR application is successful, the development team of EVPI and Groupe Germain is expected to deliver a complete commercial development for East Village which is in full alignment with CMLC's expectation for the community and the stakeholders' expectations of value creation. We encourage your support.

Finally, it can be stated that the holistic approach being taken to development of this site, supports the greater retail program of the community and the SIMMONS Building tenancy. It also supports public use of the area's many recreational amenities, specifically, RiverWalk Promenade, RiverWalk Plaza and St. Patrick's Island. As the master developer of East Village, CMLC supports the strategic and phased approach of this development as it is in full alignment with our master plan vision for the community.

Respectfully,

Susan Veres  
Vice President, Calgary Municipal Land Corporation

cc: Michael Brown, President & CEO, CMLC  
Naum Shteinbah, Vice President, Homes by Avi (Canada) Inc.