

Letters of Support

1. Calgary Economic Development
2. Tourism Calgary
3. Arts Commons
4. Calgary Municipal Land Corporation
5. Aspen Properties
6. Transformation Calgary
7. Calgary Downtown Association

Calgary Economic Development's
collaborative energy makes us a
conduit, connector, catalyst and
storyteller for Calgary.

September 4, 2015

Attention: Calgary City Council

RE: Civic District Public Realm Strategy

Calgary Economic Development is pleased to provide this letter of support for the Civic District Public Realm Strategy (CDPRS). As stewards of the Economic Strategy for Calgary, we see the CDPRS as a complementary to the Economic Strategy and it provides for a consolidated vision based on previous studies, policy and stakeholder input.

A healthy and successful downtown area has a positive effect on the entire city's economic well-being, civic pride and identity. An economically and culturally vibrant downtown affects the city's ability to attract and retain businesses, residents, jobs; and influences the continued investment in the city by the private sector, which collectively influences how well the city thrives and flourishes.

There are a number of reasons why it is important to reinvest in the Centre City and specifically in the Civic District. The private sector generates significant tax revenue for the City and will continue to do so well into the future. Reinvesting some of that revenue back into the area will help maintain the values of the assets that generate the revenue. In addition, by investing in amenity, vitality and culture we expect that more businesses, tourists and citizens will be attracted, adding to the vibrancy of the area and its economic sustainability.

By supporting the Civic District Public Realm Strategy we feel there is a roadmap for deliberate focus and investment in the heart of our city and demonstrates that The City values the contribution that downtown businesses make to the larger city.

We look forward to a positive outcome from your consideration of the CDPRS.

Sincerely,



Mary Moran
President & CEO

phone 403.263.8510 fax 403.262.3809
200, 238 11 Avenue S.E.
Calgary, Alberta, Canada T2G 0X8
visitcalgary.com



September 9, 2015

Ben Barrington
Program Manager, Centre City Implementation
Centre West Local Area Planning & Implementation
The City of Calgary
P.O. Box 2100, Stn. M, # 8075
Calgary, AB T2P 2M5

Dear Mr. Barrington,

A healthy and successful downtown area has a positive effect on the entire city's economic well-being, civic pride and identity. An economically and culturally vibrant downtown affects the city's ability to attract and retain businesses, residents, jobs; and influences the continued investment in the city by the private sector, which collectively influences how well the city thrives and flourishes.

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By supporting the Civic District Public Realm Strategy we feel there is a roadmap for deliberate focus and investment in the heart of our city and demonstrates that The City values the contribution that downtown businesses make to the larger city.

Warmly,

Shelley Zucht-Shorter
Vice President, Industry Relations
Tourism Calgary

August 31, 2015

Calgary City Council
The City of Calgary
800 Macleod Trail SE
Calgary, Alberta T2P 2M5

Re: Civic District Public Realm Strategy

On behalf of the Board, staff and patrons of Arts Commons, I am pleased to submit this letter of strong support for the Civic District Public Realm Strategy.

As a key facility in the heart of downtown, Arts Commons plays an increasingly pivotal role in animating the primary civic gathering space of Calgary. For the past five years we have been actively pursuing the realization of a visionary capital expansion to provide more attractive and active edges for the Olympic Plaza; to engage more meaningfully in the usage, programming and animation of the Plaza, and to expand the cultural infrastructure to meet current and future demands. As the owner of the Arts Commons facility, The City, and many stakeholders have been very supportive of these developments, and we continue to explore options to realize this vision.

The Civic District Public Realm Strategy provides a well-considered implementation strategy for a consolidated vision based on previous studies, policy and stakeholder input. It addresses key issues such as improved public safety, pedestrian connectivity, animated spaces and amenities, beautification of The City's primary civic gathering space, and a welcoming centre worthy of our pride. It also provides a much improved context within which the world-class arts and cultural offerings (at Arts Commons, Glenbow, National Music Centre, the new Central Library, etc.) can be appreciated by locals and visitors.

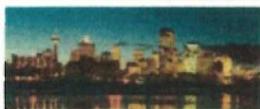
This strategy would lead to a healthy and successful downtown area, which in turn will have a positive effect on the entire city's economic well-being, civic pride and identity. An economically and culturally vibrant downtown affects the city's ability to attract and retain businesses, residents and jobs, and influences the continued investment in the city by the private sector – generating increased tax revenue. A modern, forward-looking city needs a modern, forward looking downtown. The current downtown was developed decades ago, and served this community well, but a much needed re-investment would maintain and increase the value of revenue generating downtown assets. This will attract more tourists, businesses, talent and visitors, increasing the vitality, density and sustainability of the urban precinct, and The City as a whole.

I submit this letter of support with an offer to continue working collectively towards a more vibrant, vital and attractive heart of our great city.

Sincerely,



Johann r. Zietsman
President & CEO



August 27, 2015

To Whom It May Concern,

A healthy and successful downtown has positive effects on the entire city's economic well-being, civic pride, and cultural identity. Calgary Municipal Land Corporation is pleased to have been involved in the Civic Public Realm Strategy.

Through our work in East Village, we recognize the value of a coordinated approach and strategic investments in the Public Realm results in the attraction of both public and private dollars therefore affecting the City's ability to attract and retain businesses, residents, jobs, etc.

Calgary Municipal Land Corporation looks forward to working with the City Centre team and other partners to implement this Strategy.

Sincerely,

MICHAEL R. BROWN | President and CEO

Calgary Municipal Land Corporation

429-8 Avenue SE, Calgary, AB T2G 0L6

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R. Scott Hutcheson
2100, 444-5th Avenue SW
Calgary, AB T2P 2T8
Direct Line: (403) 216-6807
rsh@aspenproperties.ca

VIA EMAIL

September 2, 2015

The City of Calgary
P.O. Box 2100, Stn. M, # 8075
Calgary, AB Canada T2P 2M5

Attention: Ben Barrington, Program Manager, Centre City Implementation

RE: Civic District Public Realm Strategy

We have recently had an opportunity to review the generalities of the Civic District Public Realm Strategy and we notionally support this investment.

The private sector generates significant tax revenue for the City and will continue to do so well into the future. In the current economy, private sector business will not be able to invest and therefore timing is right for public initiative. Re-investing some of that revenue back into the area will help maintain the values of the assets that generate the revenue. In addition, by investing in amenity, vitality and culture we expect that more businesses, tourists and citizens will be attracted, adding to the vibrancy of the area and its economic sustainability.

A healthy and successful downtown area has a positive effect on the entire city's economic well-being, civic pride and identity. An economically and culturally vibrant downtown affects the city's ability to attract and retain businesses, residents, jobs; and influences the continued investment in the city by the private sector, which collectively influences how well the city thrives and flourishes.

We feel that the direction of the Civic District Public Realm Strategy provides a roadmap for deliberate focus and investment in the heart of our city and demonstrates that The City values the contribution that downtown businesses make to the larger city.

Regards,

ASPEN PROPERTIES

R. Scott Hutcheson
Executive Chairman of the Board

cc: Rob Blackwell



September 3, 2015

CO-CHAIRS

george brookman
CEO
West Canadian Industries

brian felesky
Chairman
Aspen Properties

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Transformation Calgary
% 200, 1601 Ninth Avenue SE
Calgary, Alberta T2G 0H4

Calgary City Council
c/o Mr. Ben Barrington
Manager, Centre City Implementation
Calgary City Hall
P.O. Box 2100 – Stn M 8117
Calgary, Alberta T2P 2M5

Re: Civic District Public Realm Strategy

Ladies and Gentlemen:

While the people of Calgary are currently experiencing a financial downturn, this remains one of the great progressive and entrepreneurial cities in North America.

Our group, Transformation Calgary, was created both to encourage long range planning of our downtown core; focus on the importance of a vibrant arts, cultural and recreational community and to seek innovative ways to fund and finance this future vision.

Throughout our six year history we have monitored the outstanding work being done by the Centre City group at City Hall. This is exactly the kind of initiative that will foster a vital, livable and citizen friendly part of our great city. Too many cities have allowed their downtown cores to become alienated from the general population and have seen their city centres become areas to avoid, especially after normal business hours. Often a lack of planning and vision lies at the root of this decay.

There are many, many reasons why it is important to reinvest in the Centre City and specifically in the Civic District area. Investing in public realm infrastructure, arts and cultural facilities will result in more business, more tourists and more citizens being attracted to the area and will in turn add to the vibrancy, public safety and well-being of our community's fiscal sustainability.

By supporting the Civic District Public Realm Strategy we feel that we will all enjoy a solid vision and context for deliberate focus and investment in the heart of our city. It further demonstrates that Calgary values the role that downtown businesses play in ensuring the overall dynamic reputation of Calgary as a world recognized city.

We commend the focus of the Civic District Public Realm Strategy and moreover, truly hope that it manifests as a development catalyst for future much needed investment within our city centre.



George Brookman
Co-Chair
Transformation Calgary

C.C. Brian Felesky
Dennis Bathory

September 9, 2015

The City of Calgary
P.O. Box 2100 Station M
Calgary AB T2P 2M5

Attn: Ben Barrington, Centre City Implementation Team

Dear Ben:

Re: Civic District Public Realm Strategy

The Calgary Downtown Association's (CDA) Urban Development Committee attended a presentation from Ben Barrington, Centre City Implementation Team, and Marc Boutin, Marc Boutin Architectural Collaborative Inc. on the above-mentioned strategy.

The following is a summary of our discussion:

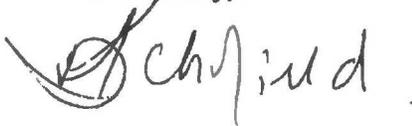
- 1) **Safety is always top of mind for the CDA. Good public realm, including pedestrian lighting, sets the stage for a safer downtown. The safer people feel, the more people will walk in the core, which is good for safety, vitality, and business.**
- 2) **We are extremely pleased to understand, through the sharing of this plan, that work with utilities such as ENMAX, and City-directed projects, outside of emergency requirements, will be evaluated and developed collaboratively to prevent multiple excavations, and transportation disruptions.**
- 3) **One of our concerns with the strategy is in relation to the development permit (DP) process. We are hopeful that the guidelines will simplify the DP process, not make it more complicated, especially in areas where developments may be adjacent to more than one designated strategy area. Successful implementation, and further development, must include current property owners in all areas. Engagement of a wider circle of property owners may move projects forward if it is seen that the City is contributing to the public realm.**
- 4) **Of special interest to the CDA is the Stephen Avenue Walk Extension. We agree that the mall should continue east through City Hall to East Village, but it is not clear when or how that would be achieved. There has been a desire to create a ten year plan for the redevelopment of Stephen Avenue Walk for a number of years as most physical components of the infrastructure are past their end-of-life. Missing from the plan is Barclay Parade (3rd St SW), which is an equally important pedestrian connector, and has a significant opportunity for redevelopment. Although outside of the study area, it should be incorporated into the plan, as it is also well past its end-of-life.**



- 5) The impact of the Green Line LRT route through downtown has not been addressed in this strategy. Regardless of the solution selected, there will be a significant impact on the public realm, plus construction disruptions.
- 6) Many of the corridors referred to in the documentation appear to have significant impacts on traffic. The CDA believes more detailed analysis must be completed before projects like the Ceremonial Boulevard, 1st Street Green Mall, 6 & 9 Avenue Parades, and the Meandering Green move forward.
- 7) The first priority, The Cultural Heart, would appear to warrant major investment in the Municipal Building, the Municipal Plaza, and Olympic Plaza. Although this may help join East Village to the downtown, it appears to have the smallest opportunity for collaboration with private property owners for increased revenue generation and may need to be reprioritized.
- 8) As an area of high taxation, the downtown is a huge contributor to the City. Although funding of the projects outlined is unclear, the CDA would encourage reinvestment into the heart of the City. It is important that, in order for the City to sustain the highest commercial tax revenues, the downtown be the most desirable commercial, and non-commercial property. Improving the public realm is key to sustaining and growing property values, while ensuring pedestrian safety, accessibility and mobility. Deep infrastructure must also be addressed in the downtown. Although, the public realm is highly visible and impactful, improving and maintaining deep services ensures business continuity and desirable residential use. Without a vital and high-yielding downtown, the entire city will suffer.

We trust our comments will be helpful. Should you require anything further, please call me directly at (403) 215-1565.

Yours truly,



M. A. (Maggie) Schofield
Executive Director

cc: Marc Boutin, Marc Boutin Architectural Collaborative Inc.
Druh Farrell, Ward 7 Councillor, City of Calgary
Jeff Fielding, City Manager, City of Calgary
Troy McLeod, Director, Roads, City of Calgary
Acting Inspector Kyle Grant, District 1, Calgary Police Service
Urban Development Committee