

Applicant Submission

2023 August 16

SHEDPOINT



Thank you for taking the time to review our application for a land-use redesignation at 1212 34 avenue SE. We have included a brief overview of our business and why we are requesting a land-use redesignation through a DC process below.

Shedpoint Overview

[Shedpoint](#) is a co-warehousing community of over 40 local businesses that range from E-commerce to Not-for-profits. We offer on-demand warehouse and office solutions to scaling entrepreneurs that fills the current gap between outgrowing a home-based operation but still being too small to move into the larger warehouses that are currently available in the market.

We aim to inspire the next wave of great Albertan entrepreneurs through paying homage to the innovators of the past. Our designer, Paul Hardy, styled each space at Shedpoint to tell great Albertan stories- from the "Burns Abbatoir" for Patrick Burns to "Stu's Dungeon" for Stu Hart.

From a set-up standpoint, we divide large warehouse bays into smaller self-contained units that are then rented out to members. Our size options traditionally range from 150 to 600 square feet. Members also share all the common amenities- the loading docks, staging area, a full kitchen, bathrooms, board rooms, meeting rooms, a gym, and a recording / photo studio.

Covid and the digital age have fundamentally changed how businesses operate and the journey that entrepreneurs go through to scale a new venture. The real estate options on the market are outdated and poor fits for what the entrepreneur of today and tomorrow needs. A physical footprint has been replaced with an online one, but there are no real estate options that scale and grow in a flexible manner while delivering what they need at each stage. Shedpoint does this. However, it does not fully offer everything, such as potential for a storefront when required. Not yet, anyways!

We have been blown away by the market response to our new take on the workplace. Since opening in September of 2021, we have scaled to 100% occupancy as over 40 local businesses have chosen Shedpoint as their headquarters. While our initial target market was ecommerce and those types of companies make up the majority of our members, we also have been surprised by not-for-profits such as The Safe Haven Foundation and Little Red Reading House finding value in what we have built.

We initially planned on members only using their units for traditional warehouse purposes, however, as our membership base has grown, we've received requests for businesses to host quasi-retail offerings. The primary business will still be ecommerce, however, as many of our members are product-based, there seems to be natural synergies for one-off events like pop-up shops and in-person sales to help them sell locally. To at least have this as an option for a small % of sales would really move the needle for both our member companies and local shoppers as shipping costs are through the roof.

We also would like to make Shedpoint a home for artists and their studios. We truly believe this can and should be a destination for creativity, growth, and business.

All of the above factors have led us to pursue a land-use redesignation so that we can continue to help scale local businesses and adapt to what they need. By going through the DC process, we feel we can make a compelling case for carving out a new way of understanding business and how real estate can serve our community. Based off the market demand for what we offer, it is clear we are filling a big need not only for traditional warehousing businesses in ecommerce, but also for artists and companies that

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want to run some in-person shopping to compliment their online sales. We have been so grateful for the support of the City to this point in working with us to plan a solution and being open to new ideas – something that is rare yet so impactful for helping local businesses. This would truly be a team effort in reimagining what a “warehouse” can be and how it can serve its community and neighbourhood, and we are so thankful to even have the opportunity to go through this process feeling like we have a partner in developing the local business community, where the City supports a hub for entrepreneurship and gives members the freedom to experiment with new lines of business while they grow.

Below are some of the key considerations and value propositions for why we are entering the DC process:

Impact on Small Businesses of Allowing Retail

- Gain new customers through allowing locals to touch, feel, and see the product before buying
- Build loyalty and trust through community outreach and community building
- Opportunity to save on shipping costs
- Provide more businesses the opportunity to scale and grow in a unique space such as Shedpoint that has been built for them

Planning Perspective

- Only a small segment of our member base fall outside of the current IG designation. We estimate less than 5 businesses at any one time will fall outside this current designation. Therefore, the actual change to both Shedpoint and the neighbourhood will be minimal
- These changes would have minimal impact on our daily occupancy load, as Shedpoint is certainly not a mall. Many of our members do not come to site each day, and this variability leads to a smoothed-out occupancy load during each hour of the day, even when considering public access as part of the land use redesignation
- Shedpoint has 5 loading docks and access points on site, meaning we will always have accessible points of entry for loading
- We currently have 2 recycling and garbage locations on site, going beyond our requirements
- As noted in our climate inventory form, we will be investing heavily into adding even more green space and sustainable features to the property

Property Perspective

- Our property has ample parking and safe access throughout
- We own 2 hectares of vacant land to the North of the building that gives us the flexibility to add parking if needed
- The change will bring more vibrancy and people into this area, helping support all the other local businesses around us

Matches with City Initiatives- #SupportLocalYYC

1. “You get unique goods and services”
 - a. A land-use change gives Shedpoint members an opportunity to provide in-person options to shop for eclectic food & drink items, local fashion, active gear, and more
2. “You support the local economy”

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- a. A land-use change gives Shedpoint members an opportunity to add another revenue channel through in-person shopping and add new customers through capturing a market who may not be comfortable shopping online. Shedpoint members generate about four times more economic activity than larger corporations, and adding in-person shopping means more local jobs
3. “It helps protect the environment”
 - a. There is nothing more wasteful than a Shedpoint member shipping a product to a local customer! A land use change lets Shedpoint members protect the environment through less packaging and GHG’s, while also letting people who buy from (for example) MEC rather than Craze Outdoors (a Shedpoint brand)
4. “Your money stays in Calgary”
 - a. It’s truly a win-win for all our neighbourhood businesses if we help them sell to locals more
5. “You support your neighbourhoods identity”
 - a. There is truly nothing better than 40 local businesses coming together to support each other and grow in a place like Shedpoint. Even if a member is only a studio or only doing ecommerce, having foot traffic and in-person shopping helps expose their brand to the masses. We will lift all the ships here with this land use change!

DC Requests

- We feel no existing designation will properly capture how our members currently use the space and how we foresee our community growing in the future.
- We would like to allow in-person shopping, pop-up shops, and small retail operations within the facility
- We would also like to allow for the office spaces to be rented out to individual companies, rather than needing to be used to support warehouse uses like they are in the IG designation

These changes will allow Shedpoint to deliver the real estate options that the businesses of today demand and need to grow. We want to be a destination for local business in Calgary and help the next wave of great entrepreneurs succeed, which requires a new way of seeing how real estate can serve our business community. We are incredibly thankful for the support we have received to date from the City, and we look forward to continue working in unison to deliver a fresh outlook on co-working & co-warehousing. Let’s help 40 local businesses grow!

Please feel free to reach out with any questions or clarifications.

Yours Truly,

Jesse Brown
General Manager, Shedpoint