URBAN RETAIL & RESTAURANT OPPORTUNITIES IN UNIVERSITY DISTRICT

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UNIVERSITY OF CALGARY PROPERTIES GROUP
Alastair Ross Technology Centre
Suite 110A, 3553 - 31st Street NW
Calgary, AB T2L 2K7

UNIVERSITY DISTRICT
CALGARY
myuniversitydistrict.ca
8.85 MILLION
TOTAL SQUARE FEET

300,000
RETAIL SQUARE FEET

7,100
RESIDENTIAL UNITS

1.5 MILLION
OFFICE SQUARE FEET
AMENITIES & ACCESSIBILITY

The community promotes green methods of transportation and by design will remain convenient for customers who visit by car. The site is accessible from the TransCanada Highway, Shaganappi Trail, 32nd Avenue, and 24th Avenue. A 15 minute walk to the University LRT station and in close proximity to Brentwood and Banff Trail LRT stations. There are 12 current bus stops with 6 Bus Rapid Transit (BRT) locations.

EXISTING FACILITIES AND AMENITIES WITHIN 3 KM OF DEVELOPMENT

UCALGARY MAIN CAMPUS
5,000 faculty & staff
30,000+ students
10,000 continuing education students

TRANSPORTATION
3 LRT Stations
12 Bus Stops
6 BRT Stops
Retail-friendly transit strategy

CF MARKET MALL
Regional shopping centre
940,000 gross floor area

FOOTHILLS MEDICAL CENTRE
17,200 staff and physicians
1,000 volunteers
750,000 annual outpatient visits

ALBERTA CHILDREN'S HOSPITAL
3,500 staff and physicians
800 volunteers
340,000 annual outpatient visits

FOOTHILLS ATHLETIC CENTRE
Ultimate frisbee, soccer, tennis, little league baseball, track and field, rinks, volleyball, aquatics

MCMAHON STADIUM
37,000 seats

OLYMPIC OVAL
'The Fastest Ice on Earth'
2,000 seat ice rink

UNIVERSITY OUTDOOR CENTRE
The largest centre of its kind in North America:
30 unique activities and skills
20,000 clients

Numbers - 2013 average daily weekday traffic volume.
Source: City of Calgary.
TRADE AREA

POPULATION

<table>
<thead>
<tr>
<th></th>
<th>within 1 km</th>
<th>within 3 km</th>
<th>within 5 km</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>5,149</td>
<td>57,756</td>
<td>165,348</td>
</tr>
</tbody>
</table>

DAYTIME POPULATION AT WORK

<table>
<thead>
<tr>
<th></th>
<th>within 1 km</th>
<th>within 3 km</th>
<th>within 5 km</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>30,687</td>
<td>51,711</td>
<td>155,931</td>
</tr>
</tbody>
</table>

*2015 daytime population at work

TRADE AREA DEMOGRAPHICS

2018 Population 57,756 (within 3km)
2018 Average Income $153,369
2018 to 2021 change in average household income $9,204

TRADE AREA POPULATION BY AGE

<table>
<thead>
<tr>
<th>age</th>
<th>% of total population</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 to 4 years</td>
<td>5.7%</td>
</tr>
<tr>
<td>5 to 14 years</td>
<td>6.5%</td>
</tr>
<tr>
<td>15 to 19 years</td>
<td>3.2%</td>
</tr>
<tr>
<td>20 to 24 years</td>
<td>8.3%</td>
</tr>
<tr>
<td>25 to 34 years</td>
<td>20.0%</td>
</tr>
<tr>
<td>35 to 44 years</td>
<td>12.9%</td>
</tr>
<tr>
<td>45 to 54 years</td>
<td>11.0%</td>
</tr>
<tr>
<td>55 to 64 years</td>
<td>12.5%</td>
</tr>
<tr>
<td>65 to 74 years</td>
<td>8.2%</td>
</tr>
<tr>
<td>75+ years</td>
<td>11.6%</td>
</tr>
</tbody>
</table>

UNIVERSITY DISTRICT

Population: 15,000
Projected average household income: $104,513

CALGARY INTERNATIONAL AIRPORT

30 MINS AWAY
**LAND USE**

**Population Statistics**

<table>
<thead>
<tr>
<th>Land Use</th>
<th>Occupancy Rate</th>
<th>Number of Units</th>
<th>People</th>
<th>Number of Units</th>
<th>People</th>
</tr>
</thead>
<tbody>
<tr>
<td>Townhouses</td>
<td>2.48</td>
<td>93</td>
<td>2,143</td>
<td>1,067</td>
<td>2,560</td>
</tr>
<tr>
<td>Apartments Mid-density</td>
<td>2.01</td>
<td>1,997</td>
<td>3,995</td>
<td>2,534</td>
<td>5,069</td>
</tr>
<tr>
<td>Apartments High-density</td>
<td>1.63</td>
<td>1,178</td>
<td>5,084</td>
<td>3,582</td>
<td>5,731</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>6,068</td>
<td>11,222</td>
<td>7,183</td>
<td>13,360</td>
</tr>
</tbody>
</table>

**Employee Multiplier**

<table>
<thead>
<tr>
<th>Land Use</th>
<th>Rate (sqm/employee)</th>
<th>Number of Units</th>
<th>People</th>
<th>Gross Floor Area</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office</td>
<td>30</td>
<td>149,707</td>
<td>4,990</td>
<td>179,570</td>
<td>5,986</td>
</tr>
<tr>
<td>Retail*</td>
<td>40</td>
<td>20,368</td>
<td>509</td>
<td>3,864</td>
<td>597</td>
</tr>
<tr>
<td>Hotel</td>
<td>135</td>
<td>1,058</td>
<td>82</td>
<td>11,058</td>
<td>82</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>181,133</td>
<td>5,581</td>
<td>214,492</td>
<td>6,665</td>
</tr>
<tr>
<td><strong>Grand Total People + Jobs</strong></td>
<td></td>
<td>16,804</td>
<td>20,025</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Retail employee multiplier rate is lower than that identified in the MDP as it is anticipated that the West Campus community will draw a greater number of employment than the average neighbourhood in Calgary.

**List Colour Code Land Use Zoning Designation**

<table>
<thead>
<tr>
<th>Land Use</th>
<th>Area (acres)</th>
<th>% of Total GDA</th>
<th>Anticipated Density (units/ha)</th>
<th>Maximum Density (units/ha)</th>
<th>Anticipated Units</th>
<th>Maximum Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential Space</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Low Density Residential</td>
<td>M-G &amp; DC (M-G)</td>
<td></td>
<td>2.93</td>
<td>67.8%</td>
<td>673</td>
<td>1,067</td>
</tr>
<tr>
<td>Medium Density Residential</td>
<td>M-2 &amp; DC (M-2)</td>
<td></td>
<td>4.99</td>
<td>3.8%</td>
<td>1972</td>
<td>5,069</td>
</tr>
<tr>
<td>High Density Residential</td>
<td>M-H1</td>
<td></td>
<td>4.31</td>
<td>2.4%</td>
<td>494</td>
<td>8618</td>
</tr>
<tr>
<td>Residential Towers</td>
<td>M-H2</td>
<td></td>
<td>3.01</td>
<td>1.7%</td>
<td>799</td>
<td>9721</td>
</tr>
<tr>
<td>Non Residential Space</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Retail/Residential Mixed Use</td>
<td>DC (C-COR1)</td>
<td></td>
<td>14.32</td>
<td>0.7%</td>
<td>732</td>
<td>1,345</td>
</tr>
<tr>
<td>Commercial/Office Mixed Use</td>
<td>DC (C-O)</td>
<td></td>
<td>4.70</td>
<td>5.9%</td>
<td>3,238</td>
<td>837</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td>59.26</td>
<td>50%</td>
<td>273</td>
<td>9800</td>
</tr>
<tr>
<td>Open Space</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Municipal Reserve</td>
<td>S-SPR</td>
<td></td>
<td>9.27</td>
<td>10.6%</td>
<td>90.26</td>
<td>6,530</td>
</tr>
<tr>
<td>Central Park</td>
<td>S-CRI</td>
<td></td>
<td>3.12</td>
<td>1.7%</td>
<td>39.02</td>
<td>502</td>
</tr>
<tr>
<td>PUL</td>
<td>S-UN</td>
<td></td>
<td>13.38</td>
<td>0.4%</td>
<td>36.41</td>
<td>732 consumption</td>
</tr>
<tr>
<td>Environmental Reserve</td>
<td></td>
<td></td>
<td>3.26</td>
<td>1.8%</td>
<td>39.63</td>
<td>745</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td>98.26</td>
<td>26.9%</td>
<td>198.26</td>
<td>11280</td>
</tr>
</tbody>
</table>

**LEGEND**

- **BUILT FORM LAND USE**
  - M-G & DC (M-G) Residential - Low Density
  - M-2 & DC (M-2) Residential - Medium Density
  - M-H1 Residential - Higher Density
  - M-H2 Residential - Higher Density/Tower Opportunity
  - DC (C-COR1) Mixed Use - Retail/Residential
  - DC (C-O) Mixed Use - Retail/Office

- **OPEN SPACE LAND USE**
  - S-SPR Municipal Reserve
  - S-CRI PUL
  - S-UN Environmental Reserve

200 ACRES
TOTAL AREA

OVER 7,100
RESIDENCES

40 ACRES
OPEN SPACE

12 KM
MULTI-USE PATHWAYS & TRAILS
CURRENT DEVELOPMENT SITES

LEGEND

1. ALT HOTEL BY LE GERMAIN – 156 ROOMS
   Hotel

2. ARGYLE BY AVI URBAN – 128 UNITS
   Residential Condominiums

3. AUGUST BY AVI URBAN – 107 UNITS
   Residential Condominiums / Retail Stage 1

4. CAMBRIDGE MANOR BY THE BRENDA STAFFORD FOUNDATION – 240 UNITS
   Seniors Assisted Living & Long-Term Care

5. CAPELLA BY BROOKFIELD RESIDENTIAL – 140 UNITS
   Residential Condominiums

6. IVY BY BROOKFIELD RESIDENTIAL – 127 UNITS
   Residential Townhomes

7. ESQUIRE BY TRUMAN – 185 UNITS
   Residential Condominiums

8. MAPLE BY TRUMAN – 90 UNITS
   Seniors Independent Living Condominiums

9. NOBLE BY TRUMAN – 136 UNITS
   Residential Condominiums & Townhomes

10. RHAPSODY BY GRACORP PROPERTIES – 288 UNITS
    Apartment Rentals / Retail Stage 1

11. NORTH POND & DOG PARK

12. NW COMMONS PARK

13. SOUTH POND & PARK

14. CENTRAL PARK

Map is a concept rendering, subject to change.
RETAIL OPPORTUNITY

GROSS LEASABLE AREA
Stage 1 - 80,000 sq. ft.
Stage 2 - 125,000 sq. ft.
Stage 3 - 75,000 sq. ft.
Stage 4 - 20,000 sq. ft.

PARKING
Stage 1 - Anticipated parking ratio of 3.5 stalls per 1,000 sq. ft.
Stage 2 - Anticipated parking ratio of 3.5 stalls per 1,000 sq. ft. upon neighborhood buildout

TIMING
Stage 1 - 2020 Possession
Stage 2 - 2021-2022 Possession

ZONING
DC C-COR1
(Mixed Retail/Residential)

OPPORTUNITIES:
Grocery Store
Restaurants and Cafés
Financial Services
Sporting Goods
Home Décor
Hardware
Professional/Personal Services
Fitness
Hotel
Specialty Foods
General Merchandise
RETAIL DEVELOPMENT PLAN – STAGING

Stage 1 Summer 2020
Stage 2 Fall 2021/Spring 2022
Stage 3 TBD
Stage 4 TBD

LEGEND
Anticipated Opening
- Stage 1 - Summer 2020
- Stage 2 - Fall 2021/Spring 2022
- Stage 3 - TBD
- Stage 4 - TBD
ANCHORS – LARGE FORMAT POSITIONING
(GROUND LEVEL RETAIL)

Second Floor: Cineplex VIP Cinemas

Central Park

LEGEND
Anchors / Large Format Positioning

- Food Store
  - 38,000 ft²
- Professional Services
  - 6,000 – 8,000 ft²
- Theatre / Entertainment
  - 25,000 ft²
- Large Format / Impact Retailer
  - 8,000 ft² – 75,000 ft²
- General / Misc. Merchandiser
  - 8,000 ft² – 10,000 ft²
U/D RETAIL DISTRICT

The heart of every great community is its people. And when great people come together, for any and every reason, the experience is electric. U/D’s Retail District was designed to thrive off how the patrons that come to shop, eat, explore, and get social, experience the community and share with one another.

CURRENT RETAILERS

CINEPLEX VIP CINEMAS | CLEVER DAYCARE | DENIM & SMITH BARBERSHOPS
CURIOUS HAIR SKIN BODY | FIVE GUYS | MARKET WINES | OEB BREAKFAST CO.
ORANGETHEORY FITNESS | OSMOW’S | PET PLANET | SAVE-ON-FOODS
SCOTIABANK | SHOPPERS DRUG MART | STAPLES | THE ALLEY | UC NOODLES & BBQ
UNIVERSITY DISTRICT DENTAL | VILLAGE ICE CREAM | YYC CYCLE SPIN STUDIO
STAGE 1 RETAIL

Food, Professional Services, Amenities District

LEGEND
Anticipated Opening

| Stage 1 | Summer 2020 |
| Stage 2 | Fall 2021/Spring 2022 |
| Stage 3 | TBD |
| Stage 4 | TBD |
View of retail street looking east at Block 22A
RETAIL MAIN STREET RENDERING

View of retail street along Blocks 14C & 22A
RETAIL MAIN STREET RENDERING

View of retail street looking west along Blocks 22A & 14B
RETAIL MAIN STREET RENDERING

View of Block 14B&C looking northwest from University Avenue
BLOCK 14B&C

- OEB Breakfast Co.
- Orange Theory Fitness
- UC Noodles & BBQ
- YYC Cycle Spin Studio
- Five Guys
- University District Dental
STAGE 2 RETAIL
Entertainment, Lifestyle, Shopping District

LEGEND
Anticipated Opening
- Stage 1  Summer 2020
- Stage 2  Fall 2021/Spring 2022
- Stage 3  TBD
- Stage 4  TBD
View of Central Park looking north towards Block 23.
Restaurant with views and opportunity for patio space that opens up to Central Park

2006/2007 MASTER PLAN

ALL OF THE IDEAS AND VISIONS WERE FIRST FORMALIZED IN 2006/2007 IN A PROCESS LED BY THE UNIVERSITY. THE MASTER PLAN DEPICTED A HIGHLY SUSTAINABLE DEVELOPMENT THAT TRANSFORMED THE LAND FROM AN UNDER USED COLLECTION OF PASSIVE USES INTO A VIBRANT, MIXED-USE DEVELOPMENT. THIS OVERARCHING VISION CONTINUES TO BE THE DRIVING FORCE BEHIND THE DEVELOPMENT OBJECTIVES OF WEST CAMPUS.

2011 CREATION OF THE WEST CAMPUS DEVELOPMENT TRUST


IMPORTANTLY, IN ALIGNMENT WITH THE USES SET OUT BY THE PROVINCE, THE LAND WILL CONTINUE TO PROVIDE AN ESSENTIAL SERVICE TO THE UNIVERSITY BY DELIVERING A VIBRANT NEIGHBOURHOOD THAT ENHANCES THE UNIVERSITY’S REPUTATION ON A GLOBAL SCALE AS IT ATTRACTS NEW FACULTY, RESEARCHERS, AND STUDENTS.

2012-2014 BUILDING COMMUNITY, THROUGH COMMUNITY ENGAGEMENT

THE TRUST STARTED ITS WORK IN 2011 BY UPDATING THE ORIGINAL MASTER PLAN. THOUGH THE ORIGINAL PLAN WAS AMBITIOUS AND INNOVATIVE, MORE DETAIL WAS REQUIRED TO PUT THE VISION INTO ACTION. THE UPDATE PROCESS INCLUDED A DETAILED ANALYSIS OF THE SITE, CITY OBJECTIVES.

SEPTEMBER 8, 2014

THE TRUST RECEIVED LAND USE APPROVAL FOR THE UPDATED PLAN FROM CITY COUNCIL ON SEPTEMBER 8, 2014.

KEY PLAN
BLOCK 23 EAST Level 2

- Restaurant with views
- Leased

KEY PLAN

- Cineplex VIP Cinemas
- Staples
- Workshare
- Canadian Brewhouse
View of Block 23 looking north from Central Park.
BLOCK 23 RENDERING

View of Block 23 West looking southeast from University Avenue
View of Block 23 looking west from Central Park
BLOCK 23 RENDERING

View of Block 23 looking east from Central Park
Restaurant opportunities
Restaurant opportunities
BLOCK 16C RENDERING
STAGE 3 RETAIL
Larger Format, Home Fashion District

LEGEND
Anticipated Opening

- Stage 1: Summer 2020
- Stage 2: Fall 2021/Spring 2022
- Stage 3: TBD
- Stage 4: TBD
STAGE 4 RETAIL
General Merchandising, Convenience District
BLOCK 18

MAIN RETAIL STREET
University of Calgary Properties Group (UCPG) is an independently operated, wholly owned subsidiary of the University of Calgary. The company was established in 2011 to hold and develop the lands on behalf of the University of Calgary. Since its creation, UCPG has engaged in comprehensive consultation with stakeholders to finalize the master plan and successfully secure land use approval from the City of Calgary.

The University of Calgary Properties Group model provides an innovative approach to land development. It is based on a unique public-private development structure. The development will optimize the return on the land for the benefit of the University of Calgary while creating a vibrant destination for the city.