



*West Campus*  
**DEVELOPMENT TRUST**



## **West Campus Development Trust Announces Unique and Contemporary Hotel for Northwest Calgary's University District**

**Group Germain Hotels and Homes by Avi to build an Alt Hotel on the site**

**Calgary, AB - April 17, 2018:** West Campus Development Trust (the Trust), Canadian hotelier Group Germain Hotels, and Calgary-based Homes by Avi, celebrate the latest addition to Calgary's Northwest University District (U/D) development plans, announcing the construction of an Alt Hotel, a brand recognized for its contemporary design, eco-responsible features and affordable luxury.

Anticipated to open in the fall of 2020, the new Alt Hotel will be 15-storeys, 156 rooms, and include a retail and residential component as well as an underground parkade. The hotel will incorporate the brand's signature colourful and creative design, featuring a welcoming lobby, café and restaurant. The building, by LEMAYMICHAUD Architecture Design, will provide a dynamic and seamless street-level experience as the hotel and residences are situated above a retail podium with a diverse selection of shops and services.

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“We’re excited to announce the addition of Alt Hotel as the University District starts to take shape,” says James Robertson, West Campus Development Trust President and CEO. “Group Germain Hotels and Homes by Avi are ideal partners to bring the hotel to the dynamic urban community of University District, sharing the Trust’s dedication to design and experience that puts people first.”

Similar to the Trust’s approach that embraces unconventional thinking, the Alt Hotel brand is recognized as a creative market leader in the Canadian hotelier industry, with its unmatched features and services, and embracing key values such as sustainability and supporting the local community. The hotel will be an ideal home-away-from-home base for the patrons of the neighbouring sports training facilities, university, research centres, care facilities and hospitals.

“We are thrilled to build a new hotel at University District because we’re investing in an up-and-coming community that is future-focused,” adds Jean-Yves Germain, co-president of Group Germain Hotels. “Partnering with The Trust and Homes by Avi means that we are working with like-minded, creative people, to develop a new and inspiring hotel in Calgary that is contemporary and intelligent in design – the third Group Germain Hotel property in Alberta, and 19th hotel in Canada.”

The hotel is the second partnership project for Homes by Avi and Group Germain Hotels, to introduce the new and exciting mixed-use development to U/D. The residential component will be developed by the award-winning multi-family division, Avi Urban. Incorporated into the development will be Avi Urban’s 29th residential project, named August, with approximately 120 sophisticated urban apartment condominiums spread over five stories. Surrounded by accessible retailers in and around U/D, August will offer a premier level of amenities for homebuyers eager to call this emerging community home.

“Our commitment to innovation, environmental responsibility and quality design matches the Trust’s values, which is fundamental in our decision to develop, and we believe that University District is NW Calgary’s most distinctive community,” adds Charron Ungar, President of Avi Urban. “To partner with the reputable Group Germain Hotels, the first boutique hotelier in Canada, will lead to another successful development, creating a destination to charm and inspire Calgarians and visitors.”

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### **About Alt Hotels**

At Alt Hotels, we march to a different beat by giving guests the best of what they want without any extra fluff. Located in Winnipeg, Toronto, Ottawa, Montreal, Brossard, Quebec City, Halifax, St. John's, and soon Saskatoon and Calgary, all of our properties are carefully crafted to combine eco-friendly comfort within sleek urban spaces – all designed with guests in mind. Visit [www.althotels.com](http://www.althotels.com) or follow us on Twitter and Instagram: @AltHotel / Facebook: Alt Hotels

### **About Group Germain Hotels**

Group Germain Hotels is a family-run business that owns and operates Le Germain Hotels, Alt Hotels and Alt+ Hotel across Canada. Ranked as one of Canada's 50 Best Managed companies, Group Germain Hotels is renowned for the impeccable warmth and style that characterizes its hotels. Since opening their very first property in 1988, the 1100 staff members of Group Germain Hotels have welcomed a multitude of guests, totaling nearly 4 million overnight stays to date. Visit [www.groupegermain.com](http://www.groupegermain.com).

### **About Avi Urban**

Avi Urban is a Calgary-based developer of unique multi-family homes. Recognizing a demand for innovative multi-family developments, Homes by Avi created Avi Urban in 2000. From the beginning, the goal was to offer homeowners the ultimate in comfort and function, while building innovative, thoughtful developments that bring a distinctly urban aesthetic to a highly livable product. By redefining multi-family development, Avi Urban has earned its place as a design focused market leader, receiving recognition through multiple awards, which includes winning the 2014 and 2015 Multi-Family Builder of the Year. Avi Urban's broad range of communities include modern live/work, inner city developments, street-oriented row housing and master planned, townhome and apartment communities.

### **About West Campus Development Trust**

West Campus Development Trust (the Trust) is the community developer for Calgary's University District. Setting a high standard for sustainable neighbourhood design, the Trust has created and led a progressive community Master Plan for 200 acres of land. With quality, design and expertise at the forefront, its team and 14-member board of directors are dedicated to creating the city's premier urban residential community. True to fundamental values of transparency, collaboration and mindful progress, the Trust is creating a community for all Calgarians to experience and enjoy.

### **About University District**

To the west of the University of Calgary and overlooking the Bow River and Rocky Mountains, University District is a comprehensive 200-acre community with a bold new vision for urban life in Calgary. Through a collaborative, people-first design process, the master planning and thorough engagement program forged strong respect between local stakeholders and the Trust. The neighbourhood applies the best ideas in city design and incorporates the wants and needs of surrounding legacy communities – weaving current aesthetic, technology and lifestyle options into the strong social fabric of the city. For more information about University District, visit its Discovery Centre at 4410 University Ave. N.W., Calgary (just north of the Alberta Children's Hospital) or go online: [myuniversitydistrict.ca](http://myuniversitydistrict.ca) and visit [Instagram](#), [Twitter](#), and [Facebook](#), #UDLife.