THE FUTURE OF URBAN RETAIL

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WEST CAMPUS DEVELOPMENT TRUST
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UNIVERSITY DISTRICT
CALGARY
myuniversitydistrict.ca
A NEW DESTINATION FOR URBAN RETAIL
8.85 MILLION
TOTAL SQUARE FEET

300,000
RETAIL SQUARE FEET

7,100
RESIDENTIAL UNITS

1.5 MILLION
OFFICE SQUARE FEET
UNIVERSITY DISTRICT is a comprehensive, 200-acre master planned community located in northwest Calgary. The neighbourhood plan applies the best ideas in urban design, intelligently adapted to our local urban fabric.

The University District sits in one of the city’s highest density employment areas outside of downtown, in an area that is currently underserviced by retail. Upon full buildout, University District will add over 7,000 homes and a population of 15,000 people and jobs. The community will provide a wide selection of new community amenities including grocery, daycare, restaurants, retailers, professional and personal service providers.

Residents of University District will be able to fulfill everyday shopping needs within a short walking distance of their homes and the community which will create a new vibrant retail node for the surrounding communities.

This premiere retail experience, combined with diverse housing choices, class A office space, hotel and 40 acres of natural green space and trails, make this community the source for Calgary’s most connected and complete urban lifestyle.
LOCATION

BRIGHT URBAN VITALITY

University District is in one of northwest Calgary’s most desirable locations – the 200 acres of inner city land is bound by the TransCanada Highway, Shaganappi Trail, 32nd Avenue, and the University of Calgary main campus.

With direct access to key traffic arteries, and some of Calgary’s finest communities within easy walking distance, University District is the ideal spot for a new urban experience – and the perfect location for a thriving new node of smart retail and services.
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

FOOTILLS MEDICAL CENTRE
11,000 staff and physicians
1,000 volunteers
700,000 annual outpatient visits

ALBERTA CHILDREN’S HOSPITAL
3,500 staff and physicians
800 volunteers
315,000 annual outpatient visits

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

MCMHAOHN 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

EXISTING FACILITIES AND AMENITIES

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

POPULATION PROJECTIONS

<table>
<thead>
<tr>
<th></th>
<th>within 1 km</th>
<th>within 3 km</th>
<th>within 5 km</th>
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<tbody>
<tr>
<td>2015 estimates</td>
<td>1,807</td>
<td>22,627</td>
<td>65,699</td>
</tr>
<tr>
<td>2020 estimates</td>
<td>4,457*</td>
<td>27,802*</td>
<td>74,748*</td>
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<td>2025 estimates</td>
<td>7,150**</td>
<td>33,226**</td>
<td>83,169**</td>
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*estimates 2,500 University District Residents
**estimates 5,000 University District Residents

2015 DAYTIME POPULATION AT WORK

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

TRADE AREA DEMOGRAPHICS

- 2014 population: 25,427
- 2014 average income: $126,686
- 2014 to 2017 change in average household income: $15,336

TRADE AREA POPULATION BY AGE

<table>
<thead>
<tr>
<th>age</th>
<th>total</th>
<th>% of total population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total population</td>
<td>25,427</td>
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<tr>
<td>0 to 9 years</td>
<td>2,273</td>
<td>8.9%</td>
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<tr>
<td>10 to 19 years</td>
<td>1,998</td>
<td>7.9%</td>
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<tr>
<td>20 to 29 years</td>
<td>4,904</td>
<td>19.3%</td>
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<tr>
<td>30 to 39 years</td>
<td>4,458</td>
<td>17.5%</td>
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<tr>
<td>40 to 49 years</td>
<td>2,299</td>
<td>11.8%</td>
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<td>50 to 59 years</td>
<td>3,273</td>
<td>12.9%</td>
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<tr>
<td>60 to 69 years</td>
<td>2,208</td>
<td>9.0%</td>
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<tr>
<td>70 to 79 years</td>
<td>1,588</td>
<td>6.3%</td>
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<tr>
<td>80+ years</td>
<td>1,636</td>
<td>6.4%</td>
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<tr>
<td>Median age - total</td>
<td>376</td>
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</tr>
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</table>
LIFE WORKS HERE

**UNIVERSITY DISTRICT** takes the world’s brightest ideas in urban living, and delivers them in true Calgary style. By weaving current design, technology and lifestyle options into the strong social fabric of the city, we are creating an urban environment where retail thrives.
CONNECTED & COMPLETE
GROSS LEASABLE AREA
Stage 1 - 90,000 sq. ft.
Stage 2 - 110,000 sq. ft.
Stage 3 - 70,000 sq. ft.
Stage 4 - 30,000 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

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

SPECIALTY RETAIL
SHOPS, CAFES & HOME FASHION
LARGE FORMAT
RETAIL
RESTAURANTS & ENTERTAINMENT
STAGE 1 – FOOD | PROFESSIONAL SERVICE | AMENITIES DISTRICT
STAGE 2 – ENTERTAINMENT & LIFESTYLE | SHOPPING DISTRICT
STAGE 3 – LARGER FORMAT | HOME FASHION DISTRICT
STAGE 4 – GENERAL MERCHANDISING | CONVENIENCE DISTRICT

ALT HOTEL
PROFESSIONAL SERVICE
RESTAURANTS & ENTERTAINMENT
SHOP, CAFES & HOME FASHION
SAVING-ON-FOODS

SAVE-ON-FOODS
WILLoughby
SHOPS, CAFES & HOME FASHION
LARGE FORMAT
RETAIL
RESTAURANTS & ENTERTAINMENT
STAGE 1 – FOOD | PROFESSIONAL SERVICE | AMENITIES DISTRICT
STAGE 2 – ENTERTAINMENT & LIFESTYLE | SHOPPING DISTRICT
STAGE 3 – LARGER FORMAT | HOME FASHION DISTRICT
STAGE 4 – GENERAL MERCHANDISING | CONVENIENCE DISTRICT

SPECIALTY RETAIL
SPECIALTY RETAIL
RETAIL DEVELOPMENT PLAN – STAGING

Stage 1: Summer 2020
Stage 2: Fall 2021
Stage 3: TBD
Stage 4: TBD

LEGEND
Anticipated Opening

- Stage 1: Summer 2020
- Stage 2: Fall 2021
- Stage 3: TBD
- Stage 4: TBD
ANCHORS – LARGE FORMAT POSITIONING
(GROUND LEVEL RETAIL)

LEGEND
Anchors / Large Format Positioning

- Food Store
  40,000 ft²
- Professional Service
  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

Second Floor:
Cineplex VIP Cinema
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.

EAT, SIP & GET SOCIAL
For families taking the whole gang out for a meal. For business owners entertaining clients. For a ladies’ night, a night out with the guys, or to celebrate a birthday. No matter your reason for coming together, find food, drink and entertainment options to satisfy your every event, and choice in coffee shops to fuel your mornings and compliment your relaxed weekend schedule.

ENTERTAINMENT & LIFESTYLE DISTRICT
While shopping and getting social are high on the list, having the services within walking distance that keep you healthy and balanced makes a huge difference. Get your movement fill in at boutique fitness studios. Attend galleries and cultural events and let your creativity soar. Going out for the evening is easy in U/D with a variety of entertainment options.

HOME & FASHION
Because no two seasons, and no two shoppers, are alike, we’ve gone to great lengths to make sure your diverse needs, no matter the nature, are fulfilled with the retailers opening their doors in U/D. Updating your style is as easy as walking out your front door.

EVERYDAY CONVENIENCE
Imagine being able to access all the things that make you love your life in one community. Take care of your fur baby’s or your real baby’s needs or just treat yourself. Tackle both your wine list and your grocery list. With everyday staples right in U/D, we’ve got a shop for the daily needs of your busy life.
STAGE I – FOOD, PROFESSIONAL SERVICES, AMENITIES DISTRICT

Block 22A
STAGE I – FOOD, PROFESSIONAL SERVICES, AMENITIES DISTRICT
Block 14B&C
STAGE II – ENTERTAINMENT, LIFESTYLE, SHOPPING DISTRICT

Block 15C
STAGE II – ENTERTAINMENT, LIFESTYLE, SHOPPING DISTRICT

Block 16C

MAIN RETAIL STREET
STAGE II - ENTERTAINMENT, LIFESTYLE, SHOPPING DISTRICT

Block 23
STAGE III – LARGER FORMAT, HOME FASHION DISTRICT
Block 24A
STAGE IV - GENERAL MERCHANDISING, CONVENIENCE DISTRICT

Block 18

KEY PLAN
STAGE IV – GENERAL MERCHANDISING, CONVENIENCE DISTRICT

Block 19
West Campus Development Trust is an independently operated, wholly owned subsidiary of the University of Calgary. The Trust was established in 2011 to hold and develop the lands on behalf of the University of Calgary. Since its creation, the Trust has engaged in comprehensive consultation with stakeholders to finalize the master plan and successfully secure land use approval from the City of Calgary.

The West Campus Development Trust model provides an innovative approach to land development. It is based on a unique public-private development structure. The development will maximize the return on the land for the benefit of the University of Calgary while creating a vibrant destination for the city.
UNIVERSITY DISTRICT

CALGARY

life works here.

myuniversitydistrict.ca