

# MEDIA KIT



*life works here.*

# MEDIA KIT

University District (U/D) is a community in northwest Calgary that offers residential properties for sale and rent. The development is driven and managed by University of Calgary Properties Group (UCPG), created by the University of Calgary in 2011. UCPG was appointed as the trustee to University District Trust to oversee the development and management of the area.

UCPG's financial model provides an innovative approach to real estate development. It is based on a unique public-private development model. The development will optimize the return on the land for the benefit of the University's academic mission.

The first-of-its-kind in the province to achieve LEED-ND Platinum status, U/D offers more than just housing. The development hosts 200 acres of amenities, services and experiences for urban life, all interconnected for easy walkability and access.

For more information on U/D's history, [click here](#).

For more information on UCPG's leadership team, [click here](#).

**200**

ACRES PROJECT AREA

**300 K**

SQ. FT. RETAIL

**8.45 M**

SQ. FT. RESIDENTIAL HOUSING

**250 K**

SQ. FT. OFFICE SPACE

**40 ACRES**

GREEN SPACE

ACCESS TO

**LRT**






STATIONS



## 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

-  **UCALGARY MAIN CAMPUS**  
6,000 faculty & staff  
35,000+ 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
-  **OLYMPIC OVAL**  
'The Fastest Ice on Earth'  
2,000 seat ice rink

-  **ALBERTA CHILDREN'S HOSPITAL**  
3,500 staff and physicians  
800 volunteers  
340,000 annual outpatient visits
-  **ARTHUR J.E. CHILD COMPREHENSIVE CANCER CENTRE**  
160 inpatient beds  
9,200 square meters of research space
-  **FOOTHILLS ATHLETIC CENTRE**  
Ultimate frisbee, soccer, tennis, little league baseball, track and field, rinks, volleyball, aquatics
-  **MCMAHON STADIUM**  
37,000 seats
-  **UNIVERSITY OUTDOOR CENTRE**  
The largest centre of its kind in North America:  
30 unique activities and skills  
20,000 clients



## BRAND PILLARS



### MINDFUL

The plan is grounded in thoughtful process and collaboration. Every detail is intentional, filtered through a triple bottom line of social, economic and environmental sustainability. This is a neighbourhood for changing values and changing times.



### CONNECTED

U/D is connected on every level: between the varied land uses and buildings of the community; on the streets, pathways and transit routes; to the surrounding neighbourhoods; and to greater Calgary - all fostering better connections between people. Our neighbours and existing amenities are assets to our community, and treated as such. The plan respects its surroundings, while aiming to add vitality to the urban fabric.



### COMPLETE & URBAN

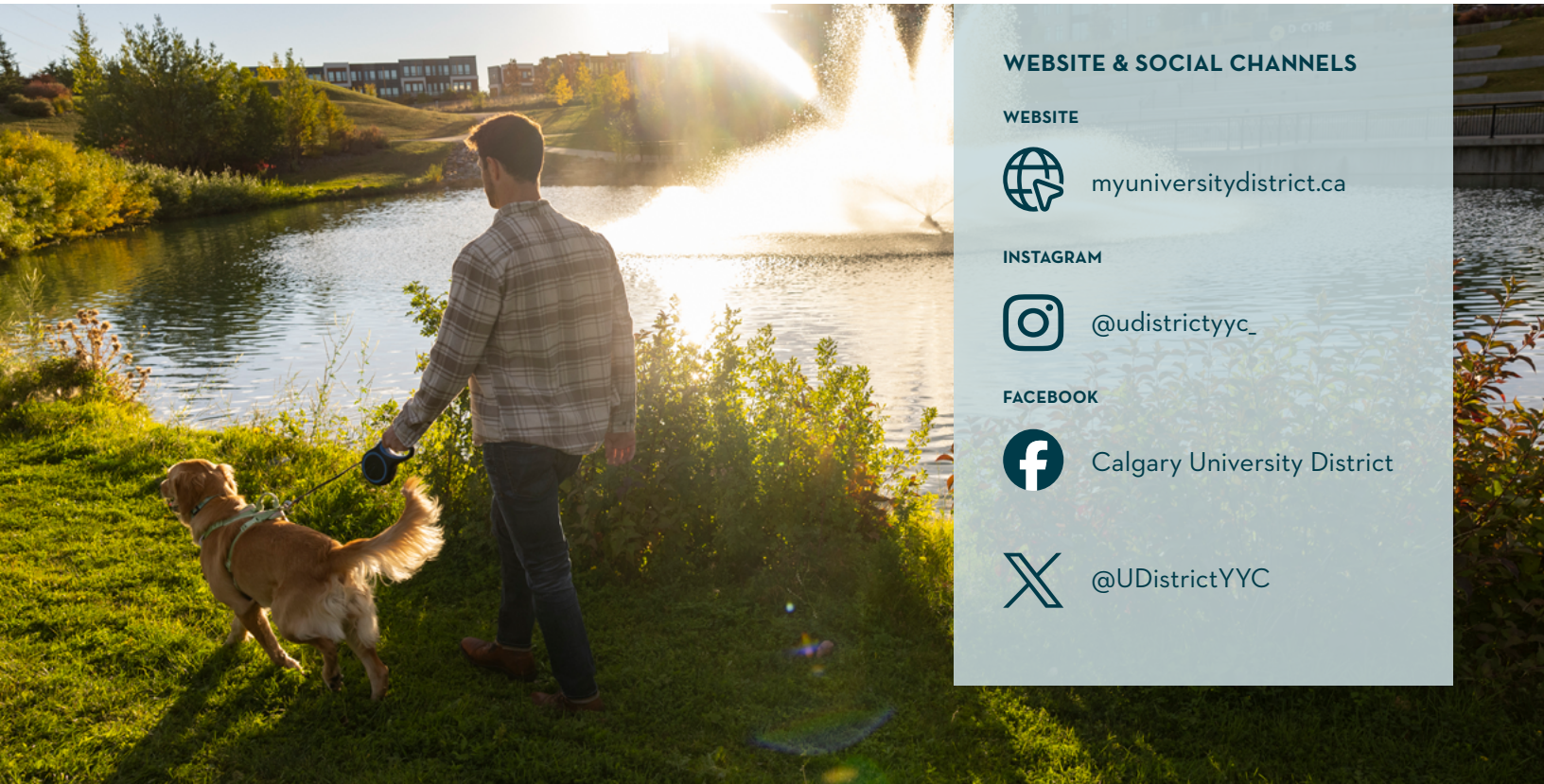
The plan strives for truly complete, integrated urban living - hopefully helping people to live more meaningful lives. The plan is custom designed for NW Calgary and its unique dreams, goals, and assets. The community is designed for all ages and lifestyles.



### UNIVERSITY LINKED

Has University of Calgary DNA and shares its values. The plan itself is a product of university entrepreneurial thinking. The project supports the university to achieve its strategic goals and provides an important new bridge between the university and the city.

# MEDIA KIT



## WEBSITE & SOCIAL CHANNELS

### WEBSITE



[myuniversitydistrict.ca](http://myuniversitydistrict.ca)

### INSTAGRAM



@udistrictyc\_

### FACEBOOK



Calgary University District



@UDistrictYYC

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## U/D MEDIA BOILERPLATE

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 Plan and thorough engagement program forged strong respect between local community members and University District Trust. The neighbourhood applies the best ideas in urban 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 (located on University Avenue accessible from Shaganappi Trail NW) or go online: [myuniversitydistrict.ca](http://myuniversitydistrict.ca) and visit Instagram, X, and Facebook, #UDLife.

## MEDIA CONTACTS

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