UNIVERSITY
DISTRICT
CALGARY

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.

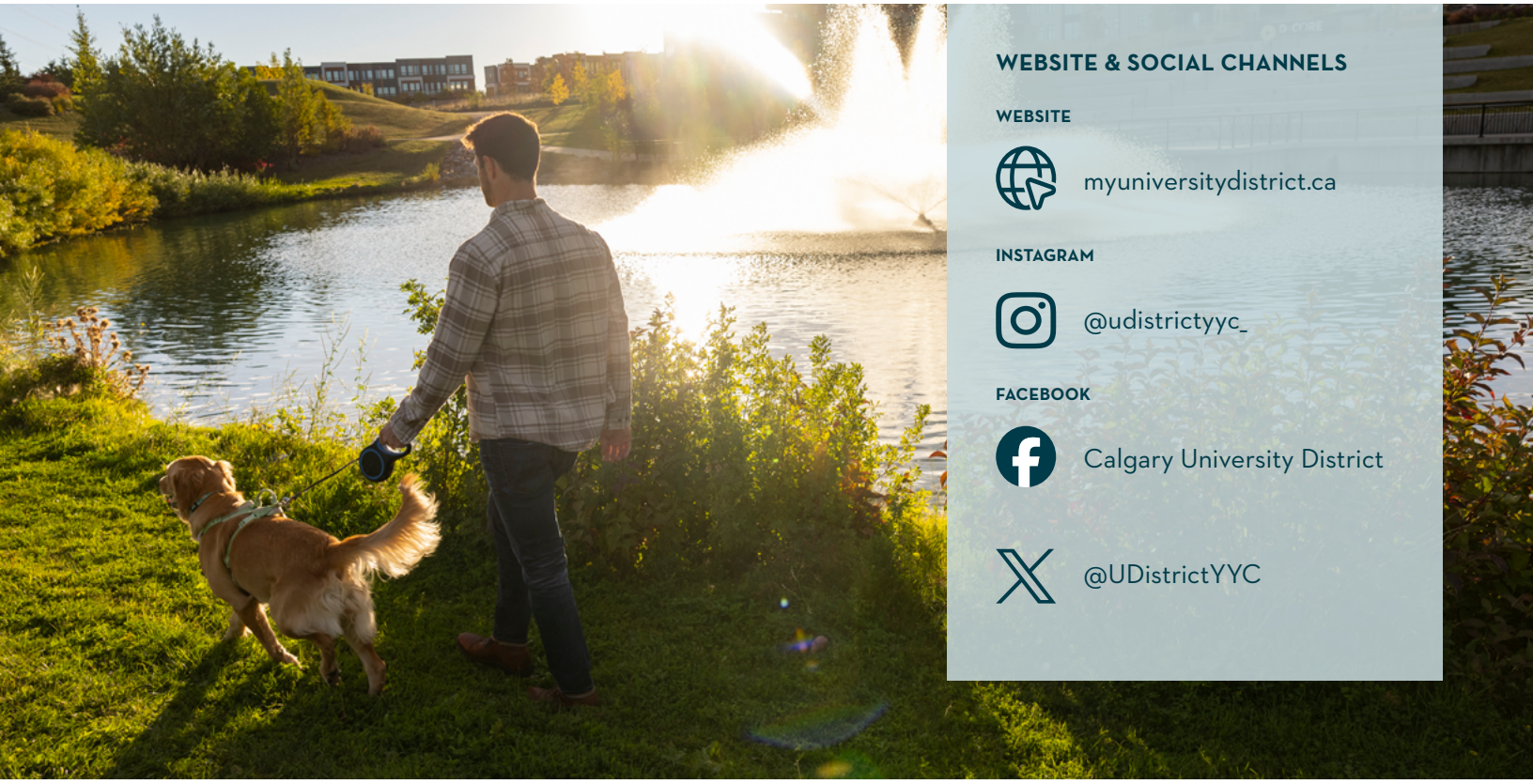
The community is designed for all ages and lifestyles.

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.



WEBSITE & SOCIAL CHANNELS

WEBSITE

myuniversitydistrict.ca

INSTAGRAM

@udistrictyyc_

FACEBOOK

Calgary University District

@UDistrictYYC

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 and visit Instagram, X, and Facebook, #UDLife.

MEDIA CONTACT

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