



Dear Stadium Shopping Centre Business Owners;

RE: Request to SSC Businesses requesting they send letter of concern to City Council

The City Administration has worked closely with the developer, Western Securities (WS) but not with the community of University Heights to develop an Area Redevelopment Plan (ARP) for Stadium Shopping Centre (SSC). This ARP would allow WS to build 800,000 sq ft of development at SSC (about 12 times the 64,000 sq ft. that now exists), including buildings of up to 14 stories (46 m) in height, with mostly underground and probably paid parking. To put the scale of the project into perspective, it would be equivalent of putting 83% of the floor area of market mall on 20% of the land. The project would exceed in floor area the newly proposed 58 story, 750,000 sq. ft. downtown Telus tower.

Although, at full build-out, about 87,600 sq ft of retail and 29,000 sq ft of restaurants are apparently planned by WS, by far most of the development on the site is office buildings – 426,000 sq ft. A 240 room hotel and 372 residential dwelling units are also planned, but the square footage of each of these two land uses has not been provided, despite requests.

This proposed ARP for SSC is currently scheduled to be decided upon by Calgary City Council at a Public Hearing that starts at 9:30 am on July 22, 2013. The Stadium Item is near the end of the agenda and may be considered later in the day, or even into July 23rd or July 24th, 2013.

If passed by City Council, it is expected that Western Securities will apply for a development permit as soon as possible, and argue that the extreme level of densification described above is “consistent” with the ARP and should therefore be approved.

University Heights Community Association (UHCA) and community residents support in principle the redevelopment and modernization of SSC. However, we strongly believe that because the City classifies SSC as a “Neighbourhood Activity Centre”, future development on this site must be:

- more moderate in scale
- more compatible with the adjacent residential community of UH
- designed through a collaborative planning process that involves the local community’s residents and SSC’s existing businesses.

We believe the City’s Municipal Development Plan (MDP) provides strong statutory support for our position.

In view of the upcoming Public Hearing and the high stakes involved , we believe it would be very helpful if as many of the businesses in Stadium Shopping Centre could write, in their own words, a letter or email to City Council outlining some of their concerns– which may include:

- Having enough surface parking, short term parking, or free parking
- excessive traffic
- Being able to survive an extended construction period
- Keeping the project to a scale that the community will accept and support
- Ensuring that the current business owners would be given right of first refusal.
- Assurance that the landlord will keep the current lease holders informed about decisions that will affect their businesses
- Protection from unrealistic or exorbitant rent increases
- Support for tenants during phases of construction to compensate for lost sales due to difficulty in customers accessing the site.

Submissions concerning items on the agenda of the July 22, 2013 City Council Public Hearing have to be received by City Council by 10 am on July 11th. It is best to think of the deadline as July 10th, in order not to miss the actual deadline. Of course, we would be delighted if some of you joined the residents in also or alternatively making a brief oral presentation on the July 22nd Public hearing whenever the SSC–ARP issues comes up. (All speakers are limited to a maximum of 5 minutes.)

The residents of University Heights have supported the businesses at Stadium for over 40 years. We would like to continue to support you but we need your help to keep the development oriented to the neighbourhood in both scale and support of existing businesses. The shops at Stadium make University Heights as unique as Kensington, Inglewood, Eau Claire and Marda Loop– all neighbourhoods famous for local specialty shopping. The continued involvement of your businesses in SSC is a key element in sustaining SSC’s longstanding status as the “heart” and “gathering place” of University Heights. It is this type of “urban core village” that the City itself, in its planning documents, says it is committed to protecting.

How to Submit to Council (Please submit by July 10, 2013)

Submissions can be made in the following ways:
In Person and by mail:

Temporary Office of the City Clerk, The City of Calgary
4th Floor, 1212 - 31st Ave. N.E. Calgary, Alberta T2E 7S8

By e-mail: CityClerk@calgary.ca and please send a copy to president@uhcacalgary.org

Respectfully Yours,

University Heights Community Association