

Anthem Erlton Development: A Letter to Our Neighbours

Dear Neighbours,

Anthem purchased the land located west of MacLeod Trail, north of 25th, east of Erlton Rd and south of 22nd Avenue in 2005. Since that time, we have made a number of redevelopment applications which have all sought to revitalize the land while also ensuring the proposed development would fit within the fabric of the surrounding neighbourhood and better serve the community. Due to various factors, including market conditions, none of these previous applications have been realized. However, we are now in the position where we are eager and excited to move forward with our application for this property. The Calgary housing market has matured, with a growing need for the conveniences and the lifestyle that mixed-used developments such as what we are proposing, offer to their surrounding communities.

Prior to 2012, Anthem held more than 20 meetings with local community associations in an effort to keep the public well-informed and to understand the needs and potential concerns of the surrounding residents. In 2012, Anthem began working with the City of Calgary on an amendment to the Land Use for the site and created an updated design for the development. Through more than 10 meetings with the Erlton and the Lindsay Park Community Associations and ongoing collaboration with City staff, we were able to receive significant support from many community stakeholders, and received unanimous approval by City of Calgary Council in June 2014.

Following the City's approval of the Land Use Amendment in June 2014, we were able to move forward with the development process and in October 2014, we submitted a Development Permit (DP) application for the proposed development. The DP application is the implementation of the provisions of the approved Land Use, and shows specific architectural plans based on the approved zoning.

There are a number of benefits the proposed development will offer the surrounding community, and we would like to highlight a few of these for your consideration:

- Creation of a new, walkable, pedestrian-oriented hub for the community, which will have coffee shops, a grocery store and other local servicing retail businesses
- A significant contribution to the construction of a pedestrian overpass from the proposed development to the Erlton/Stampede LRT Station over MacLeod Trail, including a connection point within the site
- Potential construction of a traffic light at Erlton and 25th Avenue
- Extensive traffic calming provisions within the development and potentially throughout the community
- Revitalization of the existing lands which have been vacant and/or underutilized for more than 10 years

- A continued relationship with a responsible local developer with a history of successful developments located all over in Western Canada, including the Waterfront project in Eau Claire
- Improvements to all areas fronting the site with new sidewalks, landscaped boulevards, and lighting
- Affordable housing for the community and new residents, with a mixture of housing types ranging from one bedroom apartments to townhomes

As an experienced real estate developer with deep local roots, we are committed to continue working with the local Community Associations to ensure the most positive outcome for all stakeholders.