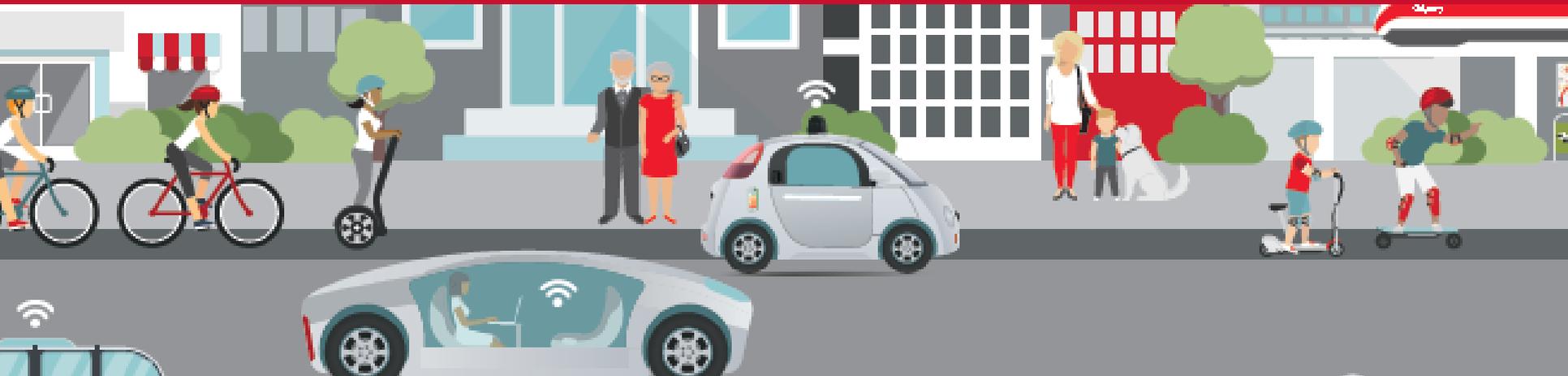




Idea Pitch for Downtown Vibrancy

University of Calgary Student Submissions





Date	Lecture	Presenter
Jan 13	Why Cities are Important (Andrew) MDP / CTP + City Policy	Naheed Nenshi (Mayor of Calgary) Jeffry Haggett (City of Calgary) Travis Gaede (City of Calgary)
Jan 20	Zoning / Land Use (Andrew) Development Process	Chris Ollenberger (QuantumPlace Developments) Mac Logan (WSP)
Jan 27	Introduction to the Project (Andrew) Finance Project Management	Joel Tiedemann (Anthem Developments) Fabiola Macintyre (Entuitive)
Feb 3	Environment and Planning (Andrew) The Social Side of Planning	Lourdes Juan (Hive Developments) Chris Gordon (Canadian Institute for the Blind)
Feb 10	Public Engagement and Community Design	Kris Kelly-Frere (Vivo) Greg Chamberlain (Stantec)
Feb 17	Reading Break	
Feb 24	Creating a Community Vision and sense of place	Alkarim Devani (Round Square) Boris Karn (Civic Works)
Mar 3	Site Design and the Arts	Reid Henry (AEA Consulting)
Mar 10	Politics of Planning Small p Politics (Andrew)	Jyoti Gondek (Ward 3 Councillor + Mayoral Candidate)
Mar 17	Transportation Transit Planning (Andrew)	Blanka Bracic (City of Calgary) Justin Goulding (Mobycon)
Mar 24	Planning Across Canada	David Cooper (Leading Mobility)
Mar 31	Future of Cities and Smart Cities Past and Future of Calgary (Andrew) Past and Future of Amsterdam	Cornelia Dinca (Amsterdam Smart City Sustainable Amsterdam) Alex Gaio - PhD candidate at Trinity College Dublin
Apr 7	Presentations	Guest Panel
April 14	Presentations	Guest Panel





Question to students

Calgary

What could bring young people to Calgary? The Unconventional Panel weighs in as demographic shrinks



Diminishing population of Alberta's youth subject of upcoming study by Western Economic Diversification Canada

[Hannah Kost](#) · CBC News · Posted: Jan 28, 2021 6:26 PM MT | Last Updated: January 28

Calgary's population has grown a lot over the past decade but only one demographic notably dwindled: young adults. The number of 20- to 24-year olds living in the city shrank by 4,400 between 2009 and 2019, according to the civic census, marking a decline of about 5.5 per cent.



Google

No results found for "Urban Planning initiatives for young adults".

“What my friends and I complain about all the time is that there really isn’t much going on a daily or a weekly basis where we don’t have to go to a bar to get drunk.”

Students are lonely and don't feel connected to their city.

In the past 21 years of my life, I never thought that having lived in two other major cities would prepare me for how relatively quiet Calgary is... Basically, life here is somewhat lonely compared to the cities in which I have lived prior to my move here with my family. This loneliness is slightly more amplified considering that I go to commuter school. I have friends, but I honestly (and sadly) do not expect these relationships to develop past the convenience of having a social network for potential career prospects and also for the sake of having people around so as to buffer that sense of loneliness.



75-year Harvard study reveals the key to success in 2017 and beyond

Published Thu, Dec 15 2016 3:39 PM EST • Updated Thu, Dec 15 2016 4:22 PM EST

 Marguerite Ward
@FORWARDIST

SHARE    

“The clearest message that we get from this 75-year study is this: Good relationships keep us happier and healthier. Period,” Waldinger says in a 2015 [Tedx talk](#).



0



0



0





Shared Common Experience



Problems this idea attempts to
resolve

Problem #1 – Students and young graduates are lonely and don't feel connected to their city.



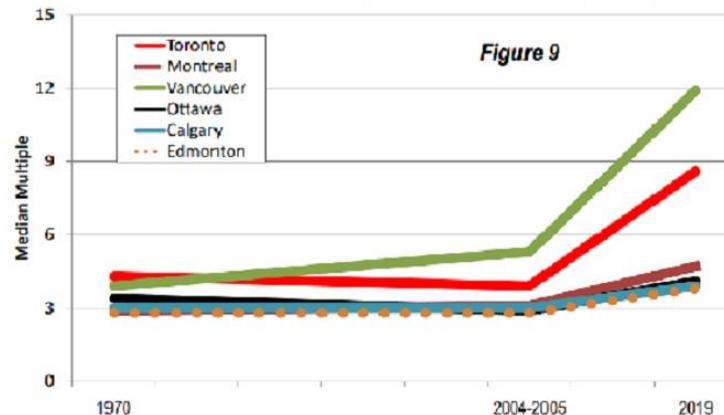
Problem #2 – Housing is super expensive in most major Canadian cities

The Current

As house prices soar, is home ownership in Canada becoming something only the rich can afford?



Middle-Income Affordability History
CANADA: MAJOR HOUSING MARKETS: 1970-2019





Problem #3 – There is actually a skills shortage in certain sectors



Jeff Davison • 1st
City of Calgary Councillor - Ward 6
1w •

Yes, it's April Fool's Day, but no joke - Calgary has more than two THOUSAND open tech jobs.

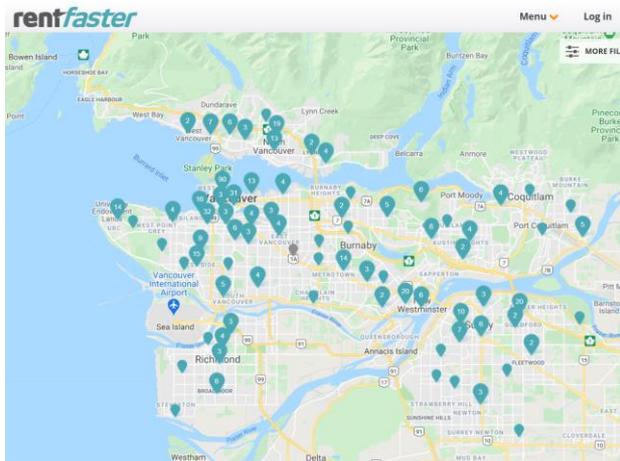
[...see more](#)



Tech Jobs in Calgary | Calgary Economic Development

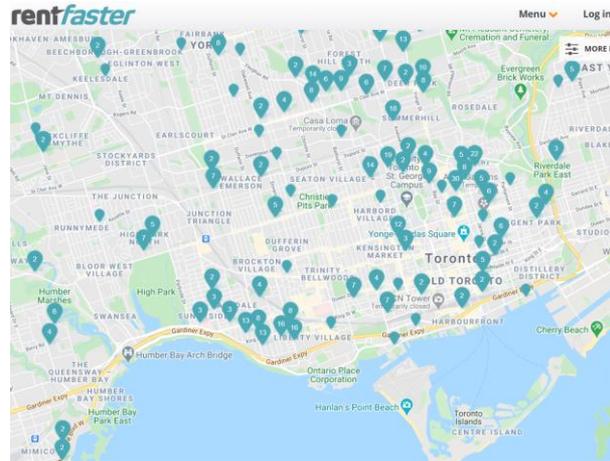
calgaryeconomicdevelopment.com • 1 min read

Problem #4 – Downtown has a ~30% office vacancy rate and needs more vibrancy.



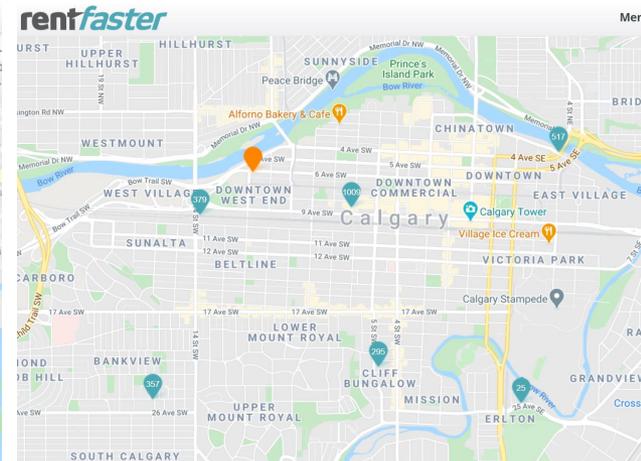
RESULTS (1045)

LIST VIEW



RESULTS (1277)

LIST VIEW



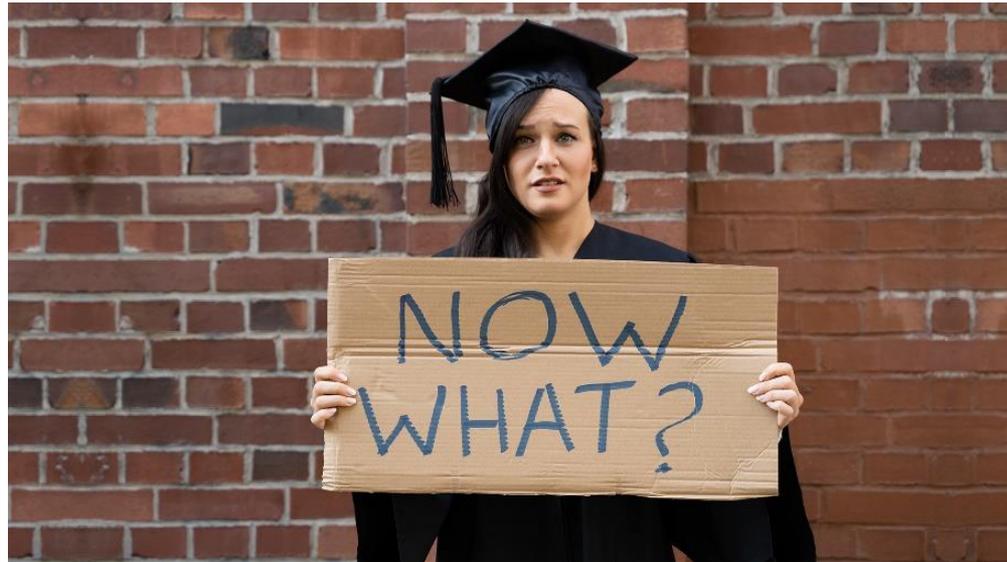
RESULTS (3644)

LIST VIEW



Idea from Student Submission

Student Pitch



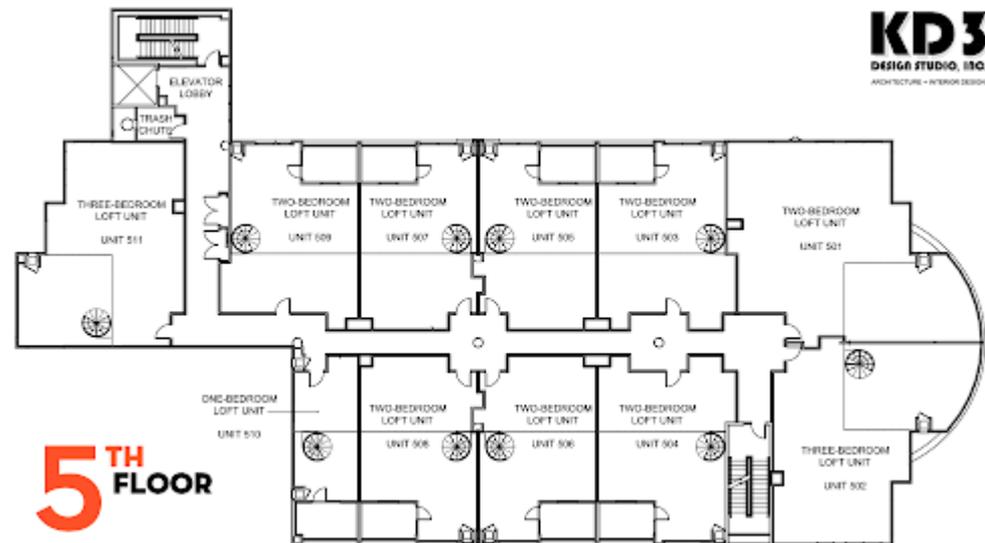
Students looking for:

- Sense of Community + Friends
- Adventure
- A Job

Pitch taken from student idea

1. The City works with industry to identify what new grads are in demand.
2. Provide those new grads subsidized housing on the same floor in a downtown rental building. Make it exclusive on that floor. Make one of the rooms a common space, and an area for activities and seminars.

NEEDS TO BE EXCLUSIVE ON THAT FLOOR OR IT IS JUST ANOTHER BUILDING



Summary

“New Grads in X faculty, come work for a year in Downtown Calgary. You have the skill sets local industry is looking for. You are likely to get a job, we will subsidize your rent, and you will be able to connect with a floor full of people who are having the same experience as you.”

Benefits

Benefits for Downtown:

- Young people are more likely to go out and activate space.
- You can fill up some residential rental spaces.



Benefits for Industry:

- More candidates for positions.
- More chances for innovation / collisions.



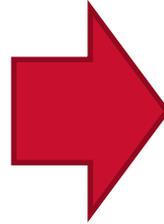
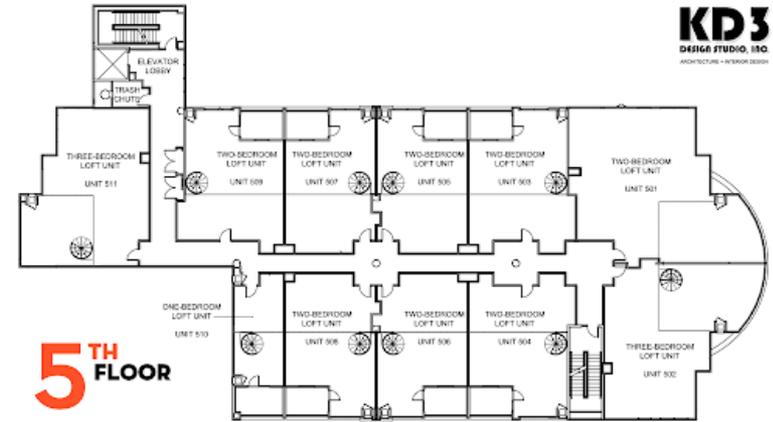
Benefits for young people:

- Affordable Housing in an expensive Canadian market.
- A sense of community in a city.





Sense of connection



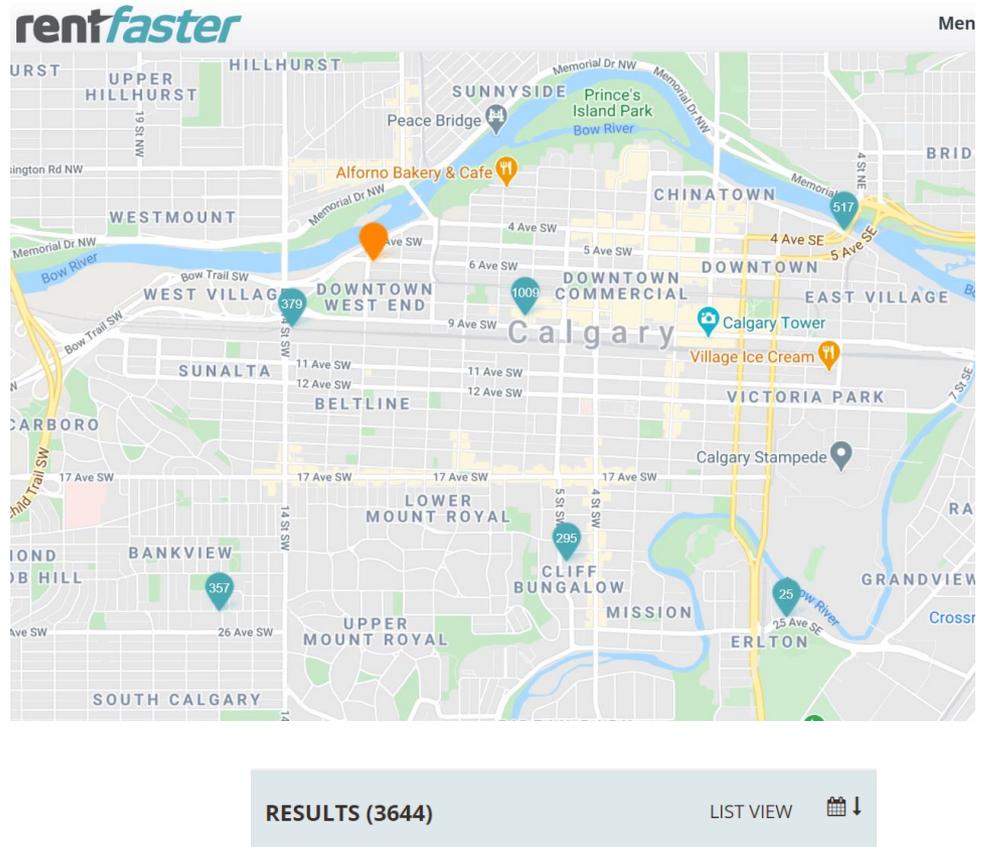
Average Rent = \$1,200

Subsidize half = \$600

Subsidy per year per grad = \$7,200

100 new grads in strategic areas in the downtown = \$720,000 per year

You could probably split costs between Industry / Government / Building Owner.



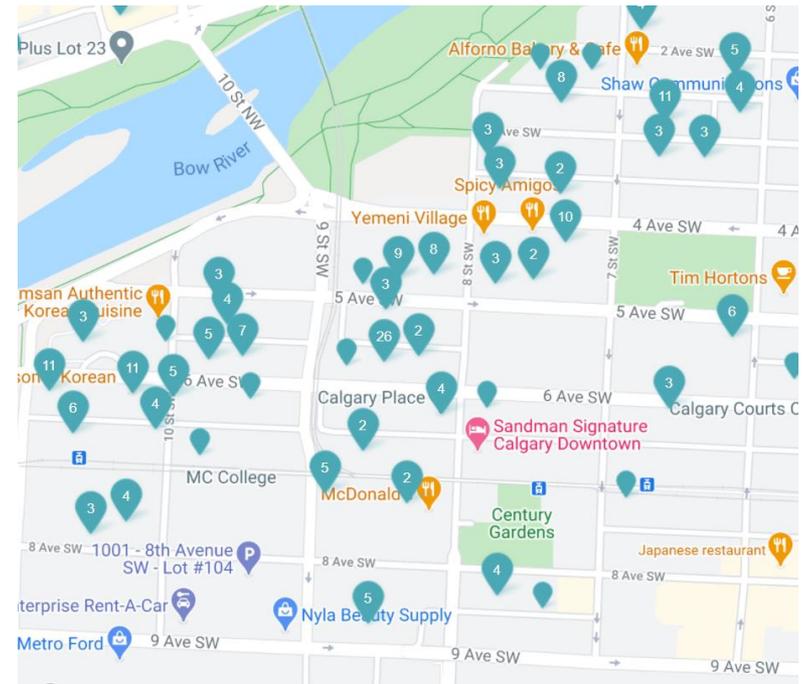
“2019 -In just three years, the value of Calgary's downtown office towers dropped by more than \$12 billion, plunging city tax revenues by \$300 million”.

Why I like it

- It is tangible
- It is scalable
- It uses existing resources - You don't need to build anything

Steps:

1. Engage Industry, post secondary, other levels of government for feedback and funding.
2. Release an RFP for property owners to participate in the program. Having an entire floor of your building secured with good tenants is likely an attractive proposition that will attract competitive bids.
3. Try it for 1 floor for 1 year. If it works, scale and target 1 area.



Why I like it



Toronto, Vancouver and Montreal do not have the rental housing stock to do this.



Provides parents of new grads a sense of security with their child moving to a new city.