

Phillips Lofts Condominium Corporation
Plan No. 022 2718
202 10169-104 Street
Edmonton, AB
T5J 1A5

City of Edmonton
1 Sir Winston Churchill Square
Edmonton, AB
T5J 2R7

May 31, 2010

RE: Capital City Downtown Plan

Dear Sir or Madam:

The Board of Directors on behalf of the owners of Phillips Lofts Condominiums are submitting this letter in support of the Capital City Downtown Plan

Phillips Lofts and the revitalization of 104th Street are prime examples of some of the great things that can happen to a downtown community with an appropriate plan and incentive program. Without the 1997 revitalization plan, The Phillips building, and possibly some of the other historic buildings on 104th street, would have become a pile of rubble, and a huge piece of Edmonton's history destroyed. Today, what once was a forgotten and run-down part of downtown, has transformed into one of Edmonton's most dynamic streets.

The residents of Phillips Lofts, were urban pioneers, if you will, being one of the first residential buildings in the 104th Street Area. Some past and present residents, have fought hard over the last eight years, in order to fulfill the vision of what the area has the potential to be. It all started with an SOS (Save-Our-Street) Campaign to defeat the Baccarat Casino's application to move to 104th and 104th, and snowballed into other wins, such as tougher design requirements for developments in HA zoning.

While we have seen a great deal of success, over the last eight years, with more residential units on 104th, major retailers such as Sobeys opening up in the area, the City Market moving to 104th Street, we still have work to do. The Capital City Downtown Plan, has the potential to move our vision forward even further. While selfishly, we absolutely support all

aspects of the plan that directly benefit 104th Street (Housing Incentive Plan for the Warehouse Campus area, River Valley Promenades, Heritage Area, special pedestrian-oriented shopping streets etc.), we also support the plan in it's entirety.

Making Edmonton's downtown more sustainable, vibrant, well-designed and accessible, has long term benefits for each and every Edmontonian, not just those of us who choose to live Downtown. The plan itself, builds off of past successes and ambitiously aims to take Edmonton's downtown to the next level. We would encourage all councilors to vote in favor of this plan in June. Downtown doesn't just belong to the people that live in the Core... It belongs to each and every Edmontontonian. It is a showcase for our great city.

Thank you for your consideration in this matter,

Shauna Warwick for
Phillips Lofts Condominium Corporation
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