

# URBANSTAR

## NEWS UPDATE



## URBANSTAR NEWS UPDATE – DECEMBER 2021

### INTRODUCING URBANSTAR

Headquartered in Calgary, Alberta and with an overseas office in Tokyo, UrbanStar is a company that designs, builds and operates real estate asset management solutions for investors. The portfolio strategy for real estate products is consistently focused on investments in regional cities in the growing markets of western Canada.

### AMAZON TO SET UP CLOUD COMPUTING HUB IN CALGARY, CREATING MORE THAN 900 JOBS AND \$4B INVESTMENT

Amazon Web Services will be setting up a new cloud computing hub in Calgary, bringing more than \$4 billion in investment with it over time — and creating more than 950 full-time jobs across Canada.

The tech giant, which provides customers with cloud-computing platforms and related services, announced on November 8, it will establish a major “infrastructure region” in the Calgary area.

It will be the second Amazon Web Services (AWS) regional hub in Canada, consisting of at least three data centres, and will add to the existing 25 geographic regions that the company has in the world.

Amazon, which has almost 40,000 employees in the country, also released a new economic impact study on November 8 on its AWS investments in Canada.

The report indicates the company expects to invest an estimated \$21 billion in its two Canadian infrastructure regions by 2037, which will support more than 5,000 new jobs.



“We estimate the GDP of Canada will increase by \$4.9 billion by 2037 because of the Calgary Region alone,” states the study, noting the investment will support 871 local jobs annually by 2037, as well as positions outside the area.

[Read Full Article](#)

# ALBERTA IS ON THE VERGE OF ANOTHER BOOM — WILL IT BE MORE SUSTAINABLE THIS TIME AROUND?

Province with deepest economic contraction of 2020 on pace to post biggest expansion of 2021 and carry gains into next year

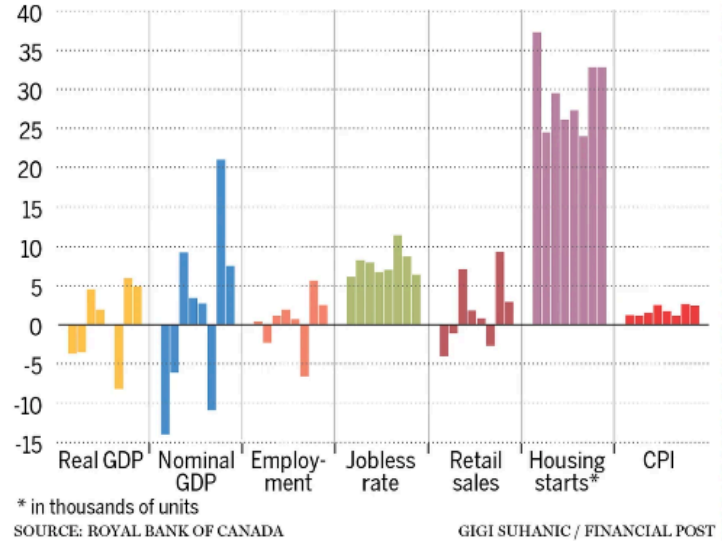
CALGARY — This fall, after the third wave of the COVID-19 pandemic, Royal Bank of Canada surveyed the damage to the Canadian economy and downgraded its economic growth outlook for every province in the country but one: Alberta.

“Alberta was the lone exception. We kept our growth forecast in Alberta at 5.9 per cent,” RBC’s senior economist Robert Hogue said in an interview, adding he expects Alberta to be home to the fastest growing provincial economy this year, topping the national GDP estimate of 5.1 per cent. In 2022, RBC Economics projects 4.9 per cent real GDP growth in the province (4.3 per cent for Canada), and is on track to fully recover by that time.

Canada’s biggest oil and gas producing province is enjoying an economic resurgence after years of contractions and interrupted recoveries since the oil price crash of 2014. Economists say the province’s oil and gas industry, buoyed by higher crude oil and natural gas commodity prices, is leading the growth, but the current rebound is not limited to higher oil and gas activity as other sectors including residential real-estate investment, manufacturing and services are also rebounding.

## ALBERTA REBOUNDS

Per cent change unless otherwise noted, 2015 to 2022F



[Read More About Alberta's Boom](#)



## CALGARY MAYOR JYOTI GONDEK WON THE MOST VOTES IN ALL 14 OF THE CITY'S ELECTORAL WARDS

Former Ward 3 city councilor Jyoti Gondek, became Calgary’s new mayor. Gondek, who has a PhD in urban sociology, worked in consulting and led the Westman Centre for Real Estate Studies at the University of Calgary’s Haskayne School of Business before entering politics. Jyoti has been active in her ward through volunteer roles on the Northern Hills Community Association board for 5 years and 2 years on the board of Vivo for Healthier Generations. She further served as a volunteer citizen member of the City of Calgary’s Planning Commission for 4 years and other municipal committees like HealthYYC and the Community Representation Framework Task Force.

[Read More About the Election](#) [Read More About Jyoti](#)

# THE IMPORTANCE OF AN AREA STRUCTURE PLAN (ASP) FOR DEVELOPMENT

## WHAT IS AN AREA STRUCTURE PLAN?

An area structure plan (ASP) is a Government process providing direction for long-term land use and infrastructure planning of a defined area within a municipality. It is approved by a municipal council by bylaw and is prepared in accordance with Section 633 of the Municipal Government Act, which requires an area structure plan to describe:

- The sequence of the development proposed for the area;
- The land uses proposed for the area, either generally or with respect to specific parts of the area; and
- The general location of major transportation routes and public utilities.

## WHY IS AN AREA STRUCTURE PLAN NEEDED?

An ASP provides detailed information specifically relating to future land use, transportation and services in the area. This helps to strategically guide anticipated future growth in the area.

## IF AN AREA STRUCTURE PLAN IS APPROVED, WHAT HAPPENS NEXT?

An ASP is a high-level land use planning policy document that provides a concept of how a given area can be comprehensively developed over time. Should an ASP be approved by Council, the next steps would include rezoning, subdivision and development permit applications, and associated detailed engineering studies that are prepared by developers for individual parcels; however, these more detailed plans and next steps may only occur if initiated by landowners.

An area structure plan may contain additional matters that Council considers necessary to reach the goals and objectives of the affected communities.

## THE URBANSTAR DIFFERENCE

UrbanStar's lands are all in an existing ASP with full land entitlements for physical development. As mentioned above, the sequence of development, including the new construction of major transportation and public utilities, is established within the ASP. UrbanStar strategically purchases lands which fall within the ASP boundary because we are confident about further development potential and this may ultimately increase the future sale value of the lands within the ASP.

## REAL ESTATE COMPARABLE

As Calgary continues to expand, local area Real Estate values are increasing. With over 1.3 million people calling this beautiful city home, and thousands more relocating to the area; the housing market is larger than it has ever been. The following links are a small sample of some of the available real estate and their value. Of significant interest is the per acre pricing for industrial and commercial development. As well, the surrounding areas are growing exponentially, and [the attached link](#) is an example of a current development in Cochrane, AB. Increased development bodes well for the future of Real Estate in the Calgary area.

[🔗 \\$38,500,000 14555 Symons Valley Road](#)

[🔗 \\$2,700,000 4103 80 Avenue NE](#)



# DIFFERENCES BETWEEN CANADIAN AND JAPANESE HOME BUYING TENDENCIES

Home buying tendencies may differ depending on the geographic characteristic of where people are buying homes. As Alberta is geographically different from the Greater Tokyo Area (GTA) with much lower density and high motorization rates; the value characteristics which people take into consideration when buying homes are rather different from those of Japanese people. It is essential for investors to understand such differences. Understanding the importance of these variables with regards to a home buyer in Canada will allow the investors clearer insight on whether the land they are going to invest in will become valuable by attracting high demand for residential or adjacent commercial areas.

Here are some distinctive differences between Canadian and Japanese people's home buying tendencies:

## IMPORTANCE OF PROXIMITY TO ROADWAYS

The prevalence of driving commuters is as high as 79.5% amongst all commuters in Canada whereas it is only 31.4% of population in three metropolitan areas of Tokyo, Osaka and Nagoya. Alberta probably has a higher ratio of drivers than the national average because the city is spread out and commuting by public transportation is not as convenient in Calgary as it is in Montreal or Vancouver. While the residents in GTA think of walkable proximity to a nearest train or subway station as significantly important, the residents here regard that proximity to major roadways is crucial. In Alberta, highways connect the Downtown and peripheral urban towns which have variety of grocery stores and shopping malls so living close to a highway exit means easy access to offices, grocery stores and malls.

## HOUSE SIZE

The average home size in Canada is 1792 square feet whereas, according to Ministry of International Affairs and Communications of Japan, it is 990 square feet in Japan. Not surprisingly, the average home size is 1.8 times bigger in Canada than in Japan. The average home size even goes down to 701 square feet when it comes to Tokyo prefecture. There are tendencies for Japanese people, especially in GTA, to seek for the central metropolitan location, and are willing to sacrifice the size of their homes. Canadian's prefer living in large houses in a suburban community of the cities rather than smaller houses in the inner-city area. The differences with regards to location directly affects the available home sizes and Calgary area suburban communities retain a concentration of commercial and public facilities. In GTA, shopping areas, department stores,

hospitals are gathered in the central metropolitan area so the convenience of living in the central of the city surpasses the limited home size.

## ROCKY MOUNTAIN VIEWS

One reason Canadians love Canada is because of its spectacular nature. Spanning more than half of the Northern Hemisphere, Canada is made up of thousands of beautiful lakes and beautiful mountain ranges like the Rocky Mountains. People in Alberta seem to have strong emotional connections with the Rocky Mountains. The Rocky Mountains view is an extra bonus for Albertains when they consider buying homes.

## VERTICAL VIEW VS HORIZONTAL VIEW

The density in GTA is much Higher (15,604 people/ square mile) than Alberta's (15 people / square mile). In GTA, there are many skyscrapers because of the high density so if you live on high floors, you can get the premium view. Both sides have pros and cons such as high quality of life with having access to many places withing a walking distance and low environment impact with the low driving rate in GTA. On the other hand, Alberta can have horizontally bigger space, as well it has a potential to improve density, has a focus on greenspace and 74% of Albertan's drive, so it is not an issue to have everything within walking distance. Both vertical and horizontal densities/views fit both these different lifestyles. The preference for horizontal densification is why having larger homes located along a highway fit the lifestyle in Alberta.

## SNOW

Being located along a major roadway is a big advantage when you live in an environment where it snows a lot because the local city government maintain the big roads such as highways often, so you don't need to worry about not being able to get out of a road or shovel before you leave your house. GTA's annual average snowfall is 5 days a year with 11cm and Calgary's annual average snowfall is 54 days a year with 128.8cm. Snow in Calgary accumulates more than 10 times that in the GTA. 74% of Albertans drive to work with a lot of snow, so it is a huge advantage to live near well maintained roads.

## NEW HIRES AT THE CALGARY OFFICE

UrbanStar recently hired two Japanese employees at the Calgary office. They grew up in Japan and currently live in Calgary, Alberta. One of their key roles is to deliver the latest local information to Japanese investors. The following are their testimonials with regards to their experience and their impression of UrbanStar and the land holdings.

### KIKUKO TAKEMURA

I am thrilled to join UrbanStar Group of Companies and honoured to work here witnessing Alberta and the company growing rapidly. I was born and grew up in the Greater Tokyo Area. Upon graduation from Waseda University, I proceeded to work at Goldman Sachs in Tokyo. After 8 years, I started working at Google as a marketing strategist and advised more than 100 small-medium enterprises on their marketing strategies. I moved to Calgary last October with my husband and son and am enjoying the new life here.

I had the opportunity to visit the land UrbanStar owns. While the town of Cochrane benefits from the proximity to Downtown Calgary, this beautiful town is separated from the bustle of the urban density. I imagine the land would become the perfect residential area for those who need easy access to the city and want to enjoy the personal time in this peaceful environment. When I stood up on the hilltop, I was amazed at the breathtaking view of the Rocky Mountains. This beautiful scenery cannot be found anywhere else in the world and adds extra high value to the land.

### HINANO HAGINOCHI

I started working at UrbanStar in September. I was born in Kagoshima and grew up in Chiba and Tokyo. I studied economics in universities in Tokyo and Calgary. I moved to Calgary in 2018 and experienced working both at a tax agency and as a financial translator in Calgary.

When we visited all our lands, I was really surprised how huge our lands are, the location has a spectacular view, and has so many advantages within the area.

I could not truly understand what the UrbanStar advantages really are until I actually saw the lands. I cannot wait to share what I felt on the site and all the advantages of our valuable lands while sharing both Canadian and Japanese lifestyles with everyone.

## URBANSTAR TO ACCEPT CRYPTO-CURRENCY

Urbanstar has made a significant change to our next land offering Cochrane Lakes North \$15,000,000 Offering. UrbanStar is pleased to provide seamless investment opportunities by accepting Crypto Currency as an alternate form of investment from traditional FIAT currencies. UrbanStar is accepting cryptocurrency, along with CAD. The cryptocurrencies UrbanStar is currently accepting are Bitcoin, Litecoin and Ethereum and Stablecoins. This will allow investors who have made gains in the crypto space to divest some of their profits into a real-estate asset backed investment opportunity by UrbanStargroup. UrbanStar will accept up to 50% of the total value of the land offering in Crypto currency.



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For more information please contact:



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Let's connect:



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