



February 2, 2007

## **For Immediate Release**

### **4<sup>th</sup> Street Business Revitalization Zone Welcomes Strategic on 4th**

The 4<sup>th</sup> Street Business Revitalization Zone (BRZ) is excited to announce a new development project on 4<sup>th</sup> Street SW – Strategic on 4th.

Strategic on 4<sup>th</sup> will be located on the abandoned Ingersoll 10 construction site on 4<sup>th</sup> Street and 21<sup>st</sup> Avenue SW. The project is a 6 storey mixed use project with small retail shops on the main floor. The building itself looks like a series of individual buildings. It features landscaping and tree planting that will surpass any other commercial building in the Inner City. This will result in a building that will create an exceptional pedestrian environment and adding vibrancy to 4<sup>th</sup> Street SW.

The front of the building will be attractively broken up by retail and office entrances that move closer and further away from the street. This will create an interesting streetscape that will look like numerous small shops that were developed organically over the years. This will create a look that mimics the look of a heritage main street while integrating some modern architectural features. There will be attractive outdoor park patios on the 4th Street side on the 3rd floor level. This is to provide a mini oasis from the building area. It is intended to create an area where residents of the community can gather to socialize and experience the significant artistic element of the building. One of these elements will be a large scale glass lantern that will be lit up in the evening. This feature is similar to an element that would be built into a world class museum or art gallery. When completed this building will be one of the most dynamic structures on 4<sup>th</sup> Street SW!

If you wish, letters of support can be signed at the following 4<sup>th</sup> Street Businesses:

Rajdoot	Second Cup	Canadian Pizza Unlimited	Saje
Nellie's on 4 <sup>th</sup>	Krickets	Mercato	Bistro Twenty Two Ten
Second Cup	Urban Barn	Original Joes	Coriander
Vada	Hair Attic	Source Vitamins	Marlow Floralworks
Casablanca	Western Coffee Shop	Second to None Meats	Mission Wine & Liquor
Jugo Juice	Watch It on 4 <sup>th</sup>	Great Canadian Bagel	Frilly Lilly
UPS Store	Blind Monk	The Croft	Le Chien Chaud

*\*exact addresses can be found on our website [www.4streetcalgary.com](http://www.4streetcalgary.com)*

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