

B2 Thursday, December 12, 2013

INSIDE BUSINESS

COMPANIES • PEOPLE • CONTACTS



For the Calgary Herald

11th Avenue Place is an 11-storey project by Morguard on behalf of Healthcare of Ontario Pension Plan. Barclay Street Real Estate is developing it and it will be available toward the end of 2014.

Broker sees retail space shift by big-box stores



DAVID PARKER
AROUND TOWN

Calgary's retail market has been robust throughout 2013 and its worldwide ranking in terms of prosperity has kept the city in the forefront of retailers wishing to open stores here or expand their presence.

Jeff Robson, vice-president associate broker at Barclay Street Real Estate, is one of the busiest retail specialists in the city. He has put together a team of **Jonathan Gheron** and **Daniel Bussing**, who together focus on retail tenant representation, pre-leasing of mixed-use developments and repositioning of existing retail centres.

Robson has more than 14 years of commercial real estate experience — with an international brokerage, as a cross-Canada tenant representation, pre-leasing of mixed-use properties — before joining Barclay Street five years ago.

Gheron joined Barclay Street in 2011 after beginning his real estate career in residential sales and Bussing recently moved to the company from the industrial leasing side at CBRE.

The team is enjoying a year-end that shows many completed transactions and it has grown a portfolio of available retail space with retailers and restaurateurs hiring them to locate new space.

Robson says retail is shifting in that less space is being utilized by big-box stores as they become more focused on quality rather

than quantity, and there is an increasing need to find prime locations within the very competitive Calgary restaurant industry.

One of the team's prime offerings in the busy Beltline district is the main street retail floor of the new 124-suite Fairfield Inn & Suites by Marriott under construction at the corner of 2nd Street and 12th Avenue S.W.

They have leased the 3,000-square-foot 2nd Street half to The Beltliner, an all-day diner by the owners of Taste: neighbourhood kitchen and lounge, a block away by Hotel Arts.

The 2,084 square feet of space facing 12th Avenue remains to be leased.

A block to the north, 11th Avenue Place, an 11-storey development by Morguard on behalf of Healthcare of Ontario Pension Plan, across from the IBM Campus, will be available for occupancy by the fourth quarter of 2014. The 198,000-square-foot office building will offer a total of 8,543 square feet of retail at street level, split into five units of varying sizes.

And also in the Beltline, fronting onto the increasingly popular pedestrian thoroughfare of 8th Street S.W., a 1,164 square foot unit is available in Mount Royal Plaza.

Another new development is to be built at 9th and 9th S.E. in Inglewood, across the alley from the well-received Atlantic Avenue Art Block. A four-storey project by Slokker Real Estate Group, it has been planned with 15,000 square feet of office for lease — by Barclay Street vice-president Dan Harmsen — and 4,068 square feet of street-front retail.

Farther afield, a mixed-use resi-

dential condo/retail development is to be built in the 2000 block of 34th Avenue S.W. Marda Loop has earned a reputation as being one of our most trendy shopping districts and Robson expects the new offering will lease quickly; especially the two end units that have patio space for restaurant use.

Alberta continues to lead the country in food service sales and there is fierce competition to acquire new locations.

Robson's team has been retained to represent Smitty's/Smitty's Express, which has 120 outlets across Canada to find additional locations in Alberta from Red Deer south and Maryland-based Boardwalk Fresh Burgers and Fries that wishes to open in Alberta and BC, its first operations in Canada.

Add searches on behalf of Hudson's Tap House, Vin Room, la prep, and Fresh Kitchen, and the team will be upping their pace even more in the New Year.

Scott Cressman, who was most recently creative director at the University of Calgary and previously held similar positions with LPI Communications and National Public Relations, has joined creative video agency V Strategies as director, integrated strategies.

Andrew MacLachlan, executive vice-president of Jones Lang LaSalle in Calgary, informs me that he recently opened an office in Edmonton.

DAVID PARKER APPEARS TUESDAY, THURSDAY AND FRIDAY. READ HIS COLUMNS ONLINE AT CALGARYHERALD.COM/BUSINESS. HE CAN BE REACHED AT 403-830-4622 OR E-MAIL INFO@DAVIDPARKER.CA