

MASSEY HARRIS FERGUSEN BLOCK

URBAN WAREHOUSE DISTRICT
TRANSIT ORIENTED REDEVELOPMENT



OFFERING PRICE: \$23,625,000 (\$350 PSF)

CBRE

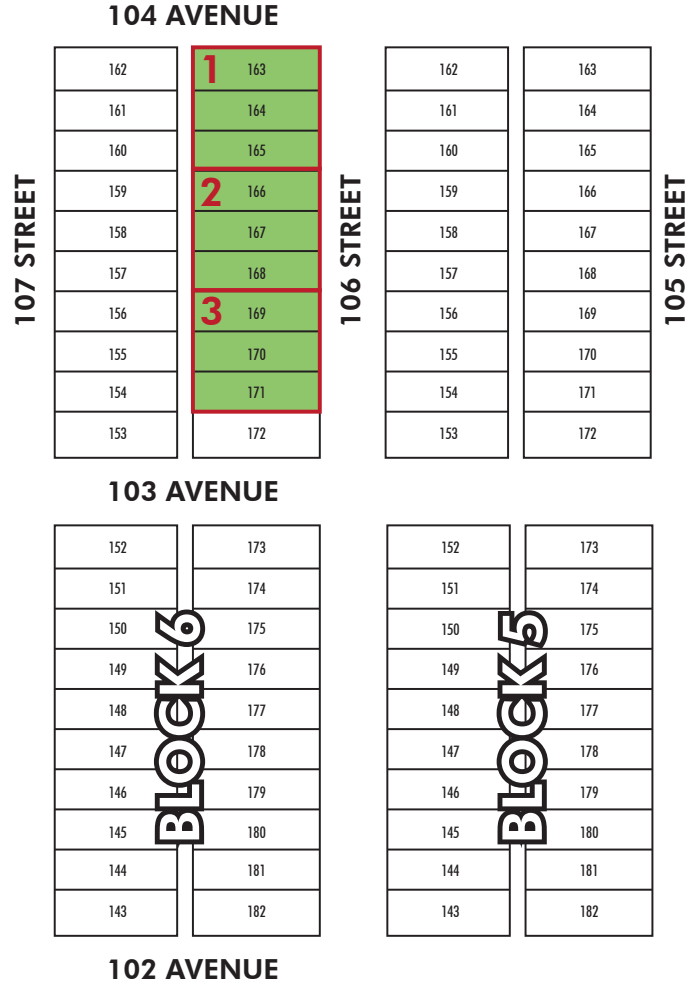
DEVELOPMENT OPPORTUNITY HIGHLIGHTS

M.H.F.B. encompasses up to a total of 9 lots providing a total of 67,500 sq. ft. of contiguous redevelopment opportunity in the heart of the Central Warehouse District.

M.H.F.B. is currently being subdivided into three approximate 22,500 sq. ft. separately titled parcels to allow developer flexibility. Sites may be purchased together or separately.

Buyers will have the opportunity to utilize in-place zoning or undertake to rezone parcels to suit their specific vision. The current zoning allows for a max FAR of 16x and up to 1,300 units, which provides strong precedence for significant density potential.

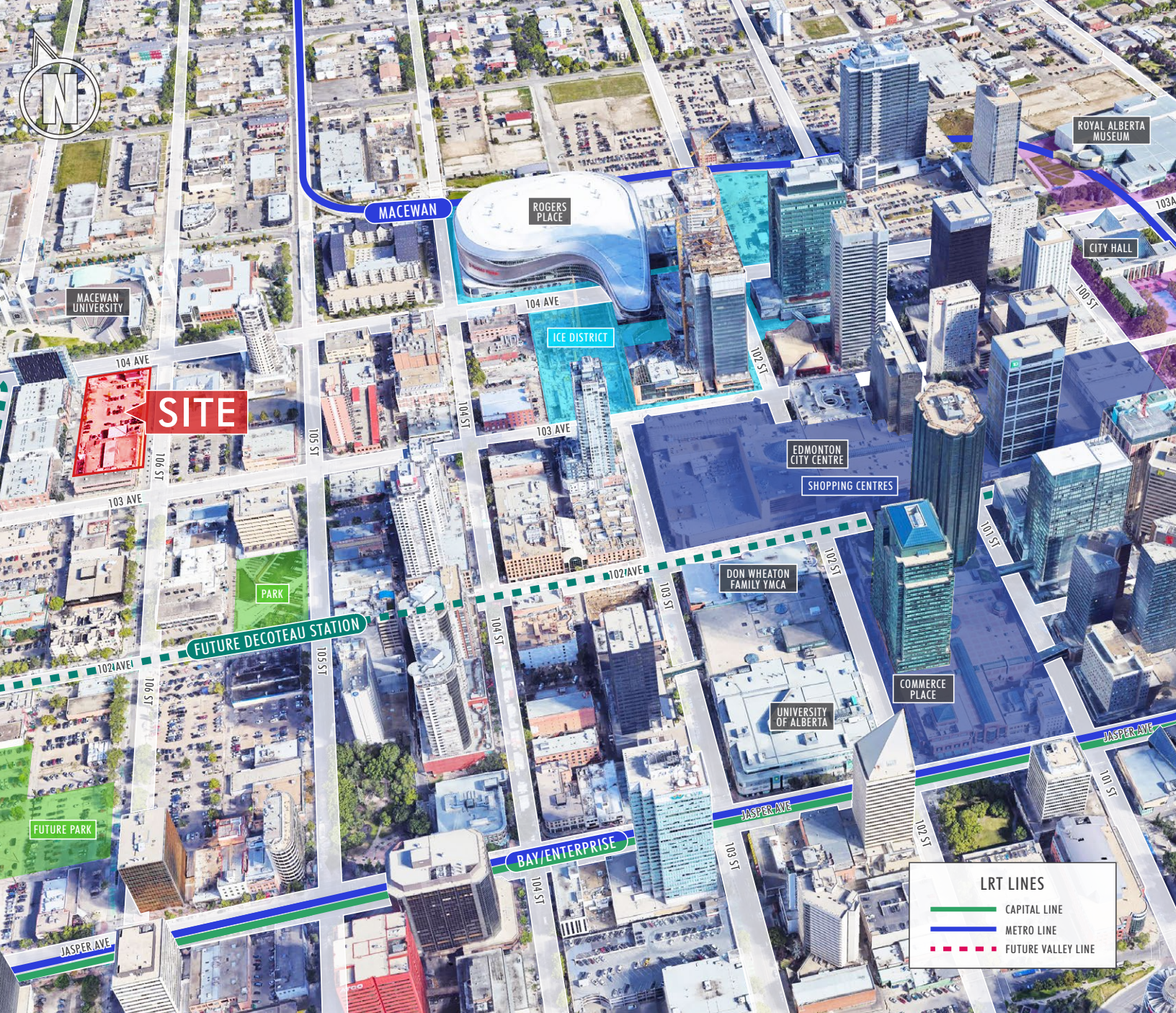
PROPOSED SUBDIVISION



EXECUTIVE SUMMARY

CBRE Limited (“CBRE”) as an exclusive advisor to 104 Avenue (Edmonton) Development Corp. (the “Vendor”), is pleased to offer for sale the iconic Massey-Harris-Ferguson Block (“M.H.F.B”) historical redevelopment site. M.H.F.B., former home of the Healy Ford dealership is municipally located at 10609 - 104th Avenue & 10616 - 103rd Avenue NW, Edmonton, Alberta (the “Property”). Situated in the heart of the Central Warehouse District in downtown Edmonton, M.H.F.B offers an unprecedented opportunity to acquire up to 67,500 sq. ft. of development land. Property will be subdivided into three blocks and may be purchased separately or as one contiguous development.

Located on 106th Street stretching from 103rd Avenue to 104th Avenue, M.H.F.B., benefits from being situated at the front doors of MacEwan University and provides walkable proximity to all of Edmonton’s downtown core and ICE District. The M.H.F.B. is well serviced by public transportation, with future Alex Decoteau and NorQuest stations located immediately South and West as well as the existing MacEwan LRT Station to the Northeast.



Legal Description	B2; 6; 163-171
Municipal Address	10616 - 103 Avenue 10609 - 104 Avenue
Site Sizes	1: 22,500 sq. ft. 2: 22,500 sq. ft. 3: 22,500 sq. ft. 67,500 sq. ft. (1.55 acres)
In-Place Income	\$192,000 Annual Parking Income
Current Zoning	DC1
Max FAR	16x (1,205,552 sq. ft.)
Max Units	1,300
Max Height	135-150 Meters

THE OFFERING

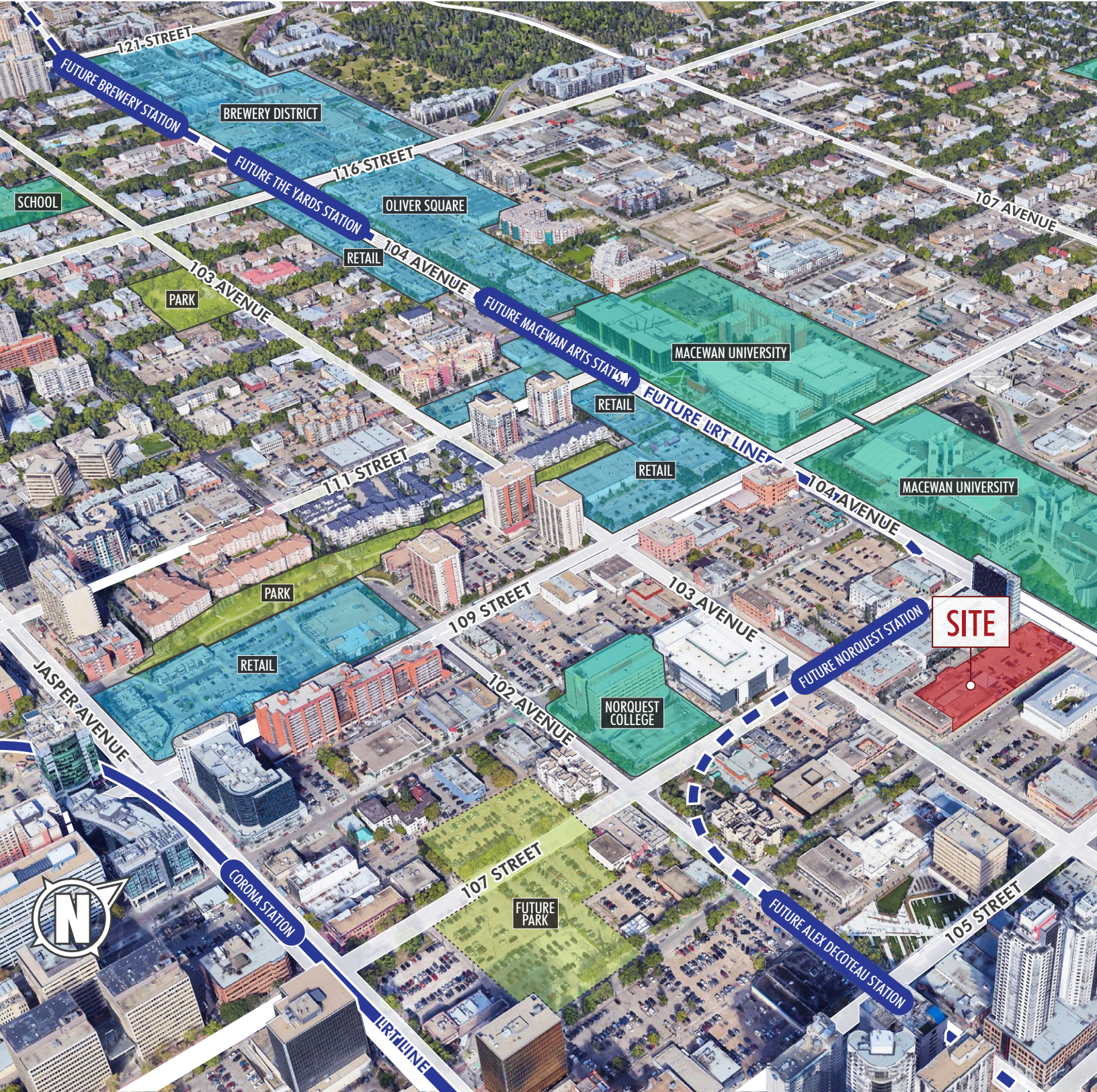
The offering will be available as a contiguous 67,500 sq. ft. development or as three distinct parcels of approximately 22,500 sq. ft. and may be purchased together or individually.

This unique development opportunity is being offered at a price of \$23,625,000 or \$350 psf.

Proposals will be dealt with on an as-received basis.

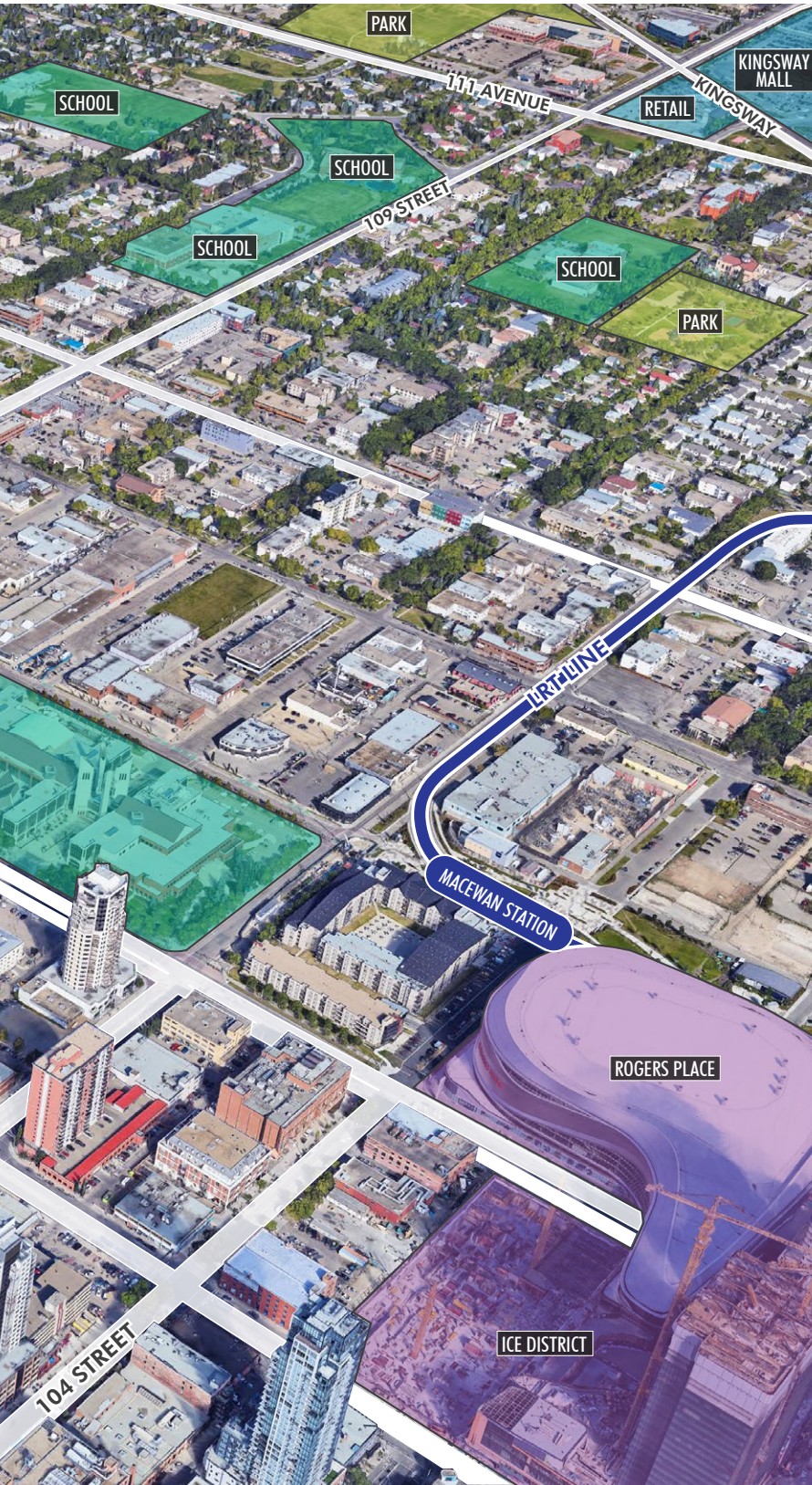
PROXIMITY TO AMENITIES & ENTERTAINMENT

Retail and service amenities are provided along Jasper Avenue and 104th Street, and the site is situated in close proximity to ICE District which offers the best entertainment and interactive experience in Western Canada. Full service amenities are provided by the Save-On-Foods anchored centre three blocks to the West along 109th Street. Located just two blocks East of the Property is Edmonton City Centre, downtown Edmonton's premiere daytime shopping mall and comprehensive retail offering.



M.H.F.B. offers excellent walking proximity to the 0.8 acre Alex Decouteau Park and the recently approved Central Park development located just one block South. When completed, the park will offer 3.09 acres of green developed activity space in the heart of the downtown core.

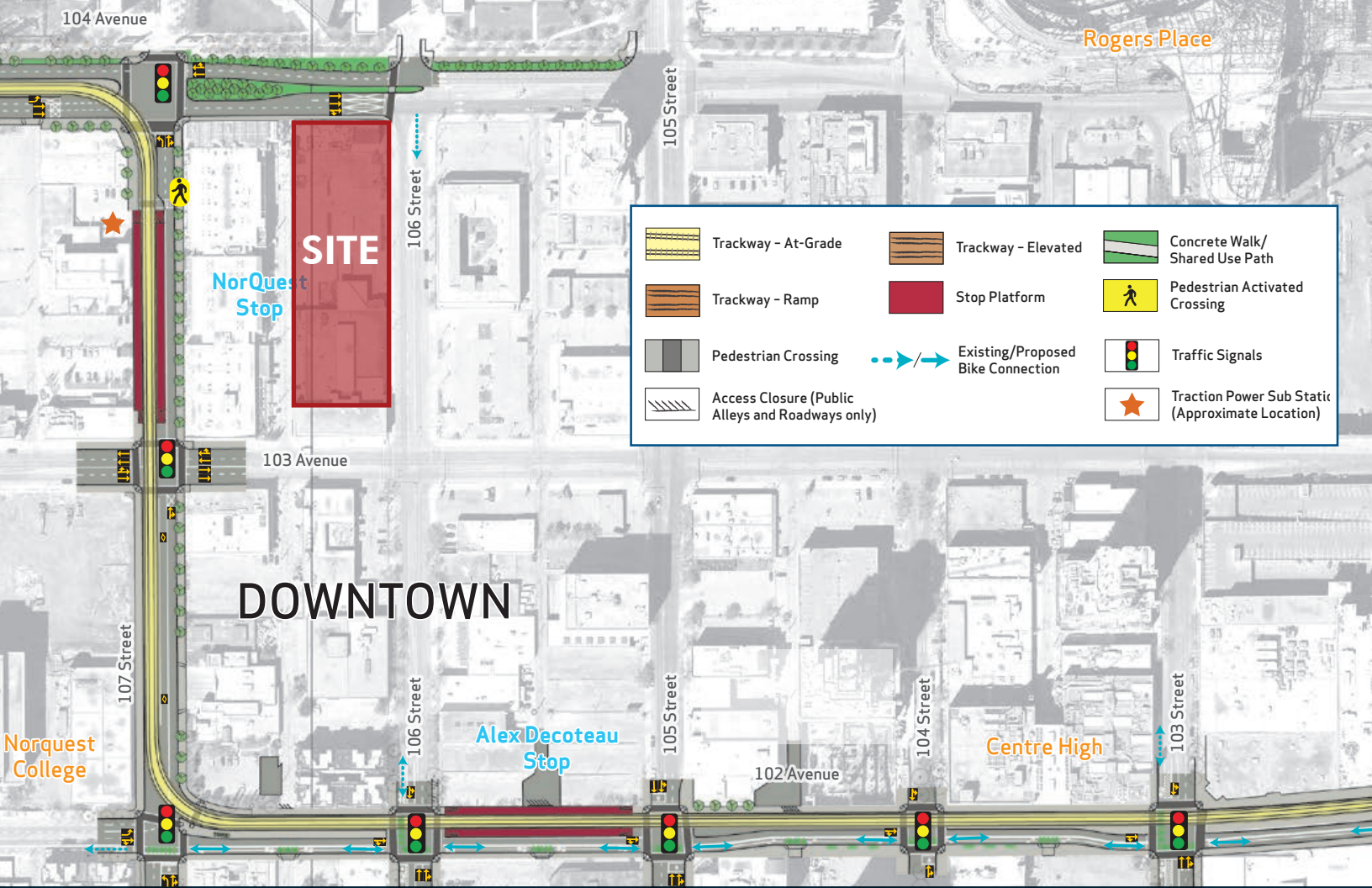
MASSEY HARRIS FERGUSEN BLOCK



GROWING RESIDENTIAL MARKET OUTLOOK AND RENTAL MARKET

Downtown Edmonton continues to benefit from ICE District and the undeniable draw this world-class development has. Once complete, ICE District will add over 6,000 new people to the core. Acting as a catalyst for residential development, there has been 1,700 multi-family units added to the core and absorbed in the last five years with a current central vacancy rate of only 5.09%, and a more impressive 2.37% in new product. Recent studies have shown that 71.5% of the population in central Edmonton are renters and that Edmonton is now witnessing a “flight to quality” indicating that the market depth for high quality well located rental projects will continue to grow.

The Central Edmonton new purpose built rental market continues to show strong signs of vibrancy in spite of the downward trend being observed in the ownership market. One of the primary reasons for the rental market success is due to 80.0% of the primary purpose built rental inventory in Central Edmonton being built before 1999, with 70.0% of apartments built between 1960-1979. Interest rate hikes accompanied by the mortgage rule changes have proven highly favorable for rental developers within central Edmonton as the majority of new purpose built rental buildings have now been stabilized.



TRANSIT ORIENTED DEVELOPMENT OPPORTUNITY

OPPORTUNITY TO CREATE EXCITING STREET LEVEL PRESENCE

Edmonton's iconic Urban Warehouse District is home to an eclectic mixture of historic brick and beam properties that have been transformed into various uses complimented by new construction which aims to reflect the heritage of the neighbourhood while providing modern live and work options. MFHB offers the unique place making opportunity by transforming up to an entire city block, capitalizing on historic architecture while providing immediate LRT connectivity to create the ultimate urban hub.

REPORTS AND DOCUMENTS AVAILABLE

- Servicing Capacity Summary – Scheffer Andrews 2015
- DC1 Site Specific Zoning
- Sun Shadow Study
- Certified RPR
- Proposed Suite Size/Mix Summary
- Phase 1 Development Permit Application Package – WZMH Architects 2016
- Wind Comfort and Snowdrift Assessment – RWDI 2015
- Development Transportation Assessment – Bunt & Assoc. 2015
- Hazardous Building Materials Assessment – Golder Assoc. 2012
- Geo-technical Report – CT & Assoc. 2012
- Phase 1 ESA – Brooklyn Contracting Inc 2015
- Phase 1 ESA Update - Brooklyn Contracting Inc 2015
- Historic Resource Impact Assessment – Boreas Architecture & Civic Design 2015
- Character Defining Elements to Conserve and Restore - Boreas Architecture & Civic Design 2015
- City of Edmonton Historic Resource Management Program Highlight Sheet
- City of Edmonton Historic Resource Management Program Rehabilitation Incentives Report
- Diamond Parking Contract, Extensions and Amendments
- Luxury Line Auto Inc. Lease Agreement September 2018
- Colliers Appraisal 2019



**FUTURE LRT STOP:
NORQUEST STATION**

M.H.F.B.

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