



EDMONTON  
*CityCentre*

MARKETING BROCHURE

**CBRE**

# The Opportunity

Edmonton City Centre (“ECC”) represents a high-complexity, high-reward opportunity to acquire a critical 1.4 million square foot city-building asset at a compelling discount to replacement cost. Located in the epicenter of the financial core and serving as the “southern gateway” to the adjacent ICE District, the asset commands the city’s premier footprint but is currently bifurcated in performance. Investors are afforded the unique opportunity to implement a decisive “split strategy”: consolidating all viable income streams into ECC East to engineer an immediate stabilized yield, while isolating ECC West for a transformational, non-retail adaptive reuse. This approach allows new ownership to acquire an irreplaceable urban infrastructure hub with an allocation benefit that creates a protected runway for income upside.

The ultimate value creation lies in the “West Campus” conversion, leveraging the existing “big box” concrete shell and unique logistics infrastructure for institutional adaptive reuse. Whether repurposed for healthcare, education, or destination urban retail, the West Campus can offer turnkey solution for large-format users at a basis substantially below replacement (new construction) cost. This shift is intentionally towards the stable, long-term covenants of the “Eds and Meds” sectors that have the potential to define Edmonton’s modern downtown economy.

**The Medical Moat:** this strategy mirrors Vanderbilt Health’s conversion of One Hundred Oaks Mall in Nashville. Facing a similar need for accessible outpatient space in a car-dependent city, Vanderbilt repurposed 440,000 SF of a failing mall into a thriving medical center. The project succeeded because it utilized the mall’s existing parking and deep floor plates to create a patient-centric experience that was superior to the congested main hospital campus. ECC West offers the same infrastructural “bones” for the Edmonton market.

**The Satellite Campus:** this follows the successful playbook of Red River College Polytech (RRC) in Winnipeg, specifically the “Manitou a bi Bii daziigae” Innovation Centre. Operating in a similar mid-sized, cold-climate downtown, RRC chose to adaptively reuse a heritage warehouse (former Scott Fruit building) rather than build new. The project revitalized a blighted block and created a vibrant downtown student hub. ECC West is positioned to be the “Innovation Centre” for Edmonton, leveraging similar adaptive reuse economics.

**The Urban Fortress:** for a large-format Urban Retailer (e.g., Canadian Tire, IKEA City, or Simons), ECC West offers more than just square footage; it offers true competitive advantage. The former Bay loading docks have the marshalling capacity required for 53’ trailers—a rare logistical asset in the core that enables a true “Big Box” operation (furniture, hard goods) that cannot be replicated elsewhere. The building’s façade serves as a massive media platform where the signage rights expose the brand to over 2 million annual visitors, a material equivalent in free media value, prior to the consideration of televised events held at Rogers Place.

8  
LEGAL  
PARCELS

9.6 ACRES  
SITE  
SIZE

1.4M SF  
GLA

2,567  
PARKING  
STALLS

62.3%  
OFFICE  
OCCUPANCY

4.1 YRS  
OFFICE  
WALT

41.3%  
RETAIL  
OCCUPANCY

2.5 YRS  
RETAIL  
WALT



ROGERS PLACE

ECC West  
Campus

West  
Parkade

TD Tower

102A Tower

East  
Parkade

ECC East  
Campus

Centre Point  
Place



# CBRE

PLEASE CONTACT:

National Investment Team

EDMONTON

EDMONTON

*CityCentre*

**Dave Young**

Executive Vice President  
780 908 4525  
dave.young@cbre.com

**Grant Larmour**

Senior Vice President  
780 951 6194  
grant.larmour@cbre.com

**Curtis Palmer, CFA**

Senior Vice President  
780 920 2002  
curtis.palmer@cbre.com

**Thomas Chibri, CFA**

Vice President  
780 782 8494  
thomas.chibri@cbre.com

**Cody Nelson**

Vice President  
780 266 5612  
cody.nelson@cbre.com

**Joey Zapernick, CFA**

Director  
780 235 8534  
joey.zapernick@cbre.com

**Satpal Dhillon, CFA**

Senior Financial Analyst  
780 884 1378  
satpal.dhillon@cbre.com

**Adam Hundert**

Financial Analyst  
780 917 4629  
adam.hundert@cbre.com

**Gwen Wilkinson**

Client Services Coordinator  
780 937 9809  
gwen.wilkinson@cbre.com

**Katelyn Barker**

Graphic Designer  
780 625 5759  
katelyn.barker@cbre.com

This disclaimer shall apply to CBRE Limited, Real Estate Brokerage, and to all other divisions of the Corporation; to include all employees and independent contractors ("CBRE"). All references to CBRE Limited herein shall be deemed to include CBRE, Inc. The information set out herein, including, without limitation, any projections, images, opinions, assumptions and estimates obtained from third parties (the "Information") has not been verified by CBRE, and CBRE does not represent, warrant or guarantee the accuracy, correctness and completeness of the Information. CBRE does not accept or assume any responsibility or liability, direct or consequential, for the Information or the recipient's reliance upon the Information. The recipient of the Information should take such steps as the recipient may deem necessary to verify the Information prior to placing any reliance upon the Information. The Information may change and any property described in the Information may be withdrawn from the market at any time without notice or obligation to the recipient from CBRE. CBRE and the CBRE logo are the service marks of CBRE Limited and/or its affiliated or related companies in other countries. All other marks displayed on this document are the property of their respective owners. All Rights Reserved.