



SOUTH EDMONTON
COMMON

PREMIUM RETAIL
FOR LEASE

GATEWAY BLVD. & 23RD AVE. NW, EDMONTON, AB



CAMERON
CORPORATION



PROPERTY OVERVIEW

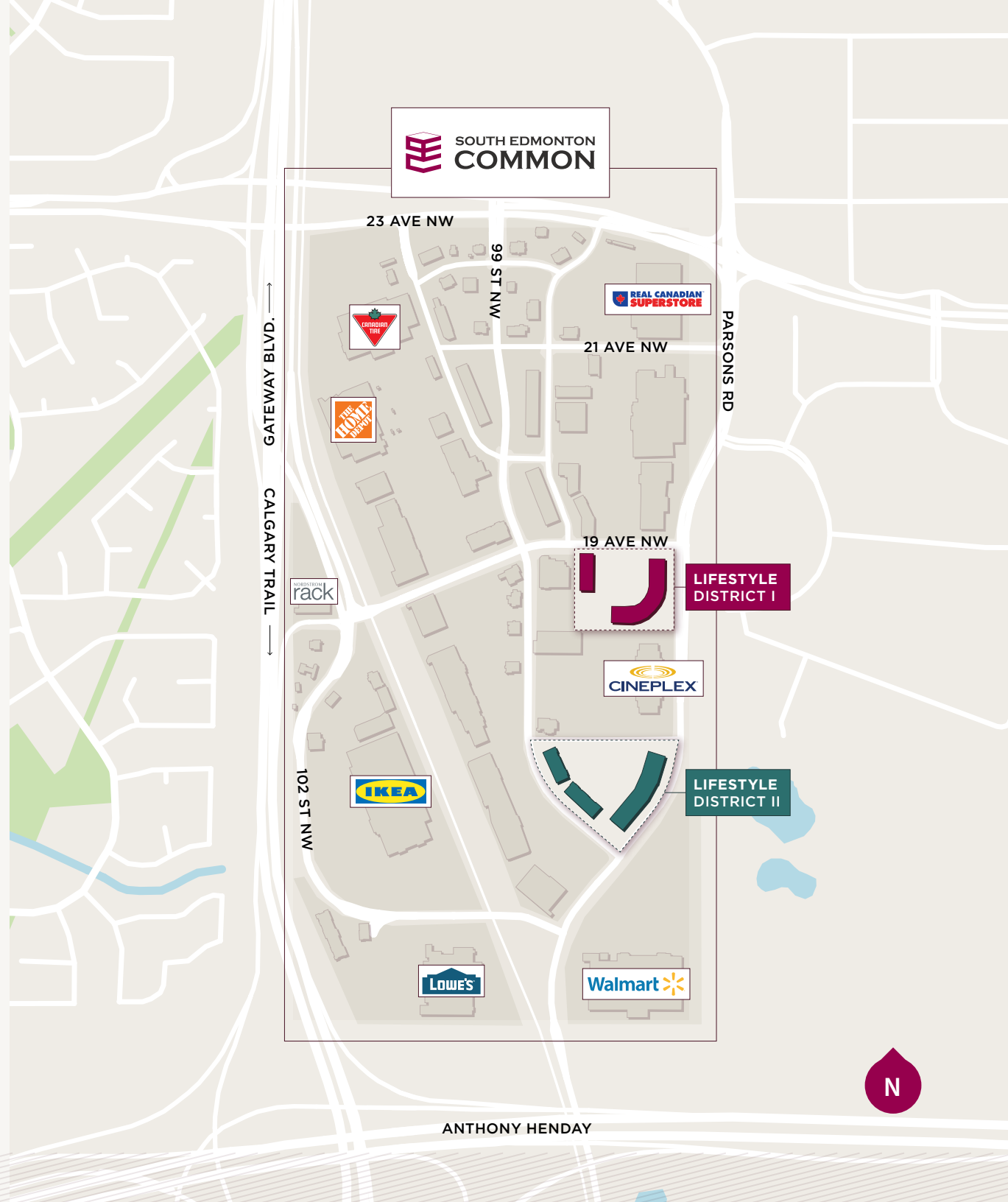
ABOUT SEC

South Edmonton Common is one of Canada's largest and most successful open air retail power centres. Over 150 stores, including many new-to-market concepts, as well as a wide selection of dining and entertainment options to suit everyone's tastes.



ABOUT THE DEVELOPER

Cameron Corporation is an Edmonton-based real estate development company, specializing in commercial development projects of the highest standard and quality. Founded in 1979, Cameron is considered one of the most active commercial real estate development companies in the Alberta market, and it continues to diversify and expand through its multi-faceted role as owner, developer, and manager. Well-established and privately held, Cameron has participated in real estate development transactions totalling in excess of 8 million square feet.



CHOOSE SEC

South Edmonton Common is the city's preeminent regional outdoor retail centre.

South Edmonton Common offers retailers the distinct opportunity to join one of Canada's top 3 power centres. With over 2.7 million square feet of retail space and more than 150 unique businesses, South Edmonton Common attracts over 20 million visitors per year.

Individuals in the immediate surrounding area have significant buying power due to an **average household income over \$120,000** and proven by their Spending Potential Index which is 12% above the national average.

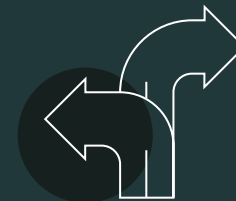
Retailers at South Edmonton Common have the opportunity to capture their "piece of the pie" from households who spend significantly in the following retail categories:

- **Clothing**
- **Personal Care**
- **Recreation**
- **Food and restaurant**
- **Household furnishings**



Size

South Edmonton Common is one of Canada's **top 3 power centres**, both in size and performance.



Exposure

The site is strategically placed to capitalize on some of Edmonton's **busiest thoroughfares** and offers multiple access points from all directions of travel.



Location

South Edmonton Common has established itself as a **go-to destination** for Edmontonians in every retail category.



Quality

Join **over 150 stores and services** – from national grocery anchor tenants to new-to-market concepts – offering quality shopping, dining, and entertainment experiences.

MARKET OVERVIEW

WHY EDMONTON?

Edmonton has the **highest median family income** and second-highest median household income in Canada at \$122,200 and \$101,190 respectively*. The city is also considered to be one of the most financially healthy cities in Canada by a wide margin based on data from the Neighbourhood Financial Health Index (NFHI). This report ranks Edmonton well above the national average for household income, liquid assets, and real estate assets. These statistics point to the bolstered spending power of Edmontonians.

WHY ALBERTA?

Alberta has long been a stand-out location for businesses thanks to:

- **Lower sales taxes and payroll taxes** in comparison with other provinces
- The Provincial Government's continued focus to **reduce red tape for job creators**
- Offering the **lowest corporate tax rate** in Canada

Following an economically challenging year, 2021 brings optimism for the performance of Alberta-based businesses with signs of the province, and its major cities, turning the corner. As of December 2020, Alberta has seen a **2.5% increase** in retail sales month-over-month.

*Stats Canada, 2017



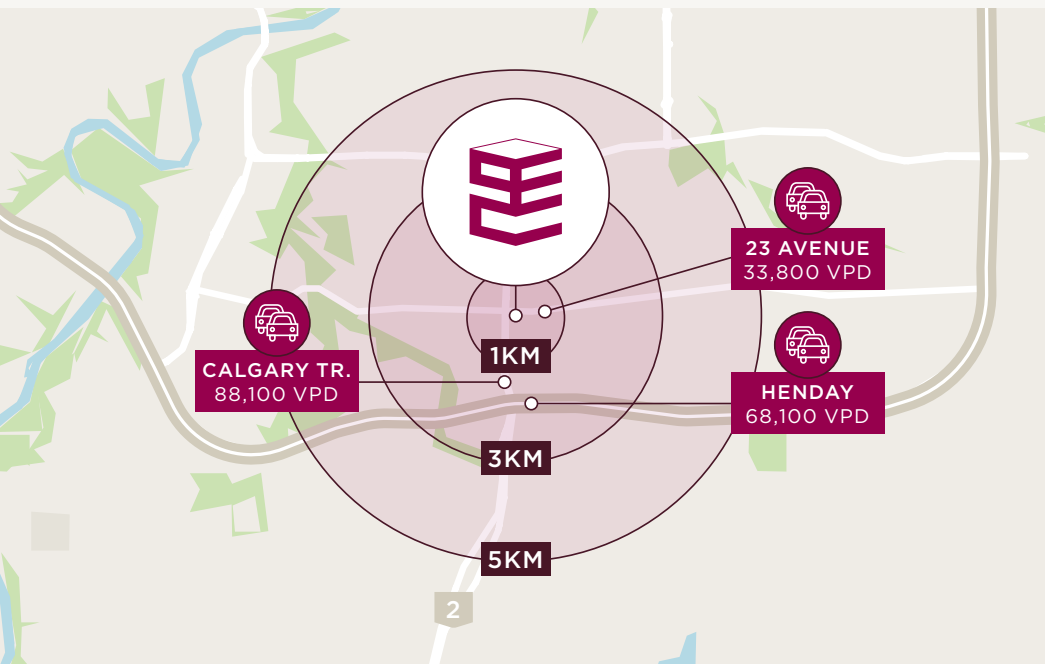
DATA & DEMOGRAPHICS

Size

- **2.7 MILLION** square foot retail development
- **320 ACRE** commercial development site

Exposure

- Anthony Henday Drive: **68,100 VPD**
- Calgary Trail: **88,100 VPD**
- 23 Avenue: **33,800 VPD**
- Over **60,000** shoppers visit SEC each day



Quality

SEC is the **exclusive home** to unique premium brands such as:



NORDSTROM
rack

Saks
OFF
5TH



Location



AVERAGE HOUSEHOLD INCOME (2020)

1 km: \$113,650
3 km: \$109,143
5 km: \$120,284



AVERAGE HOUSEHOLD SPENDING (2020)

1 km: \$117,189
3 km: \$109,508
5 km: \$125,042



TOTAL CLOTHING SPENDING (2020)

1 km: \$2,390,366
3 km: \$67,193,242
5 km: \$251,076,205



MEDIAN AGE (2020)

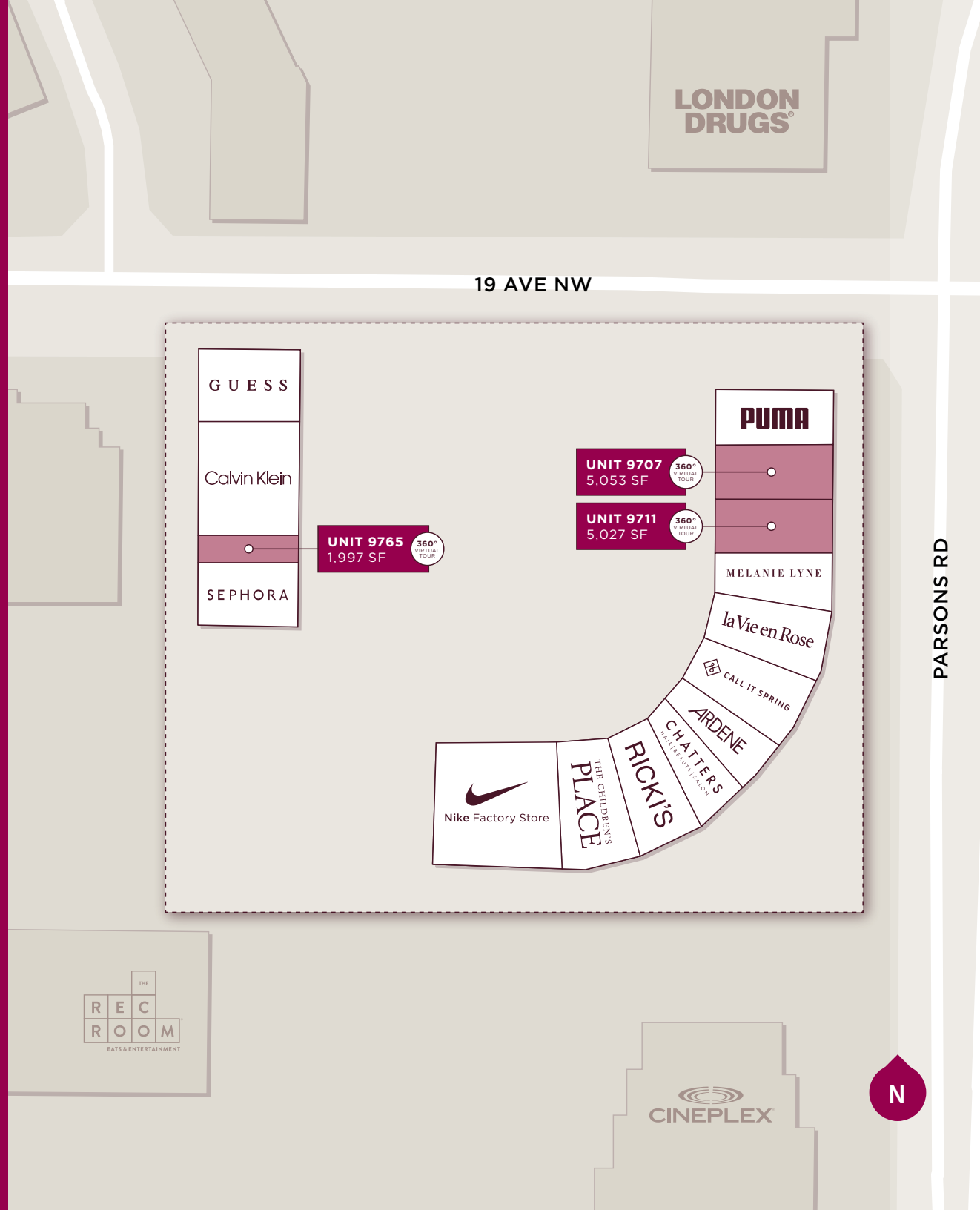
1 km: 41.6
3 km: 37.9
5 km: 35.7

LIFESTYLE DISTRICT I

79,222 SF TOTAL

District I features opportunities ideally suited to a variety of tenant types, including **Athletic Apparel/Athleisure**, **Outerwear**, and **Family Apparel**.

- Strong performing National and International long term Co-Tenants
- Well fit-out spaces ready for immediate occupancy
- Convenience of both front and rear access for servicing customers through multiple service models, including curbside pickup
- Exterior signage opportunities facing Parsons Road



LIFESTYLE DISTRICT II

101,987 SF TOTAL

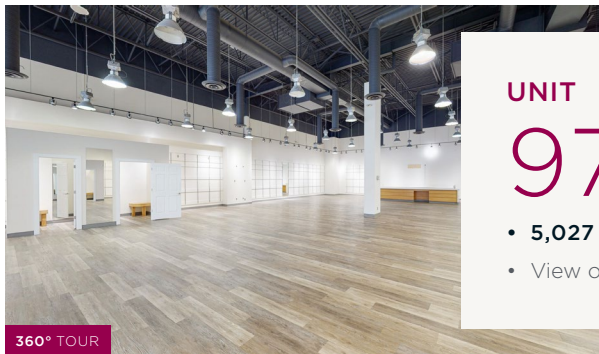
District II features opportunities ideally suited to a variety of tenant types, including **Athletic Apparel/Athleisure**, **Outerwear**, and **Family Apparel**.

- Strong performing National and International long term Co-Tenants
- Well fit-out spaces ready for immediate occupancy
- Convenience of both front and rear access for servicing customers through multiple service models, including curbside pickup
- Exterior signage opportunities facing Parsons Road / 99 St NW



PROPERTY IMAGES

Lifestyle District I



UNIT
9711

- 5,027 SF
- [View on Google StreetView >](#)

360° TOUR



UNIT
9707

- 5,053 SF
- [View on Google StreetView >](#)

360° TOUR

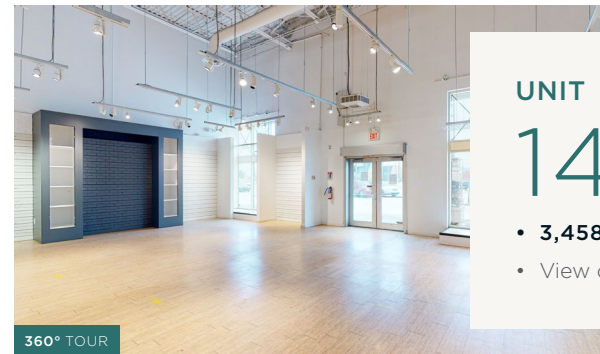


UNIT
9765

- 1,997 SF
- [View on Google StreetView >](#)

360° TOUR

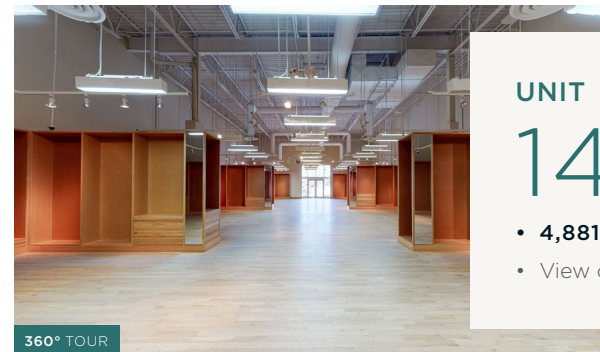
Lifestyle District II



UNIT
1441

- 3,458 SF
- [View on Google StreetView >](#)

360° TOUR



UNIT
1430

- 4,881 SF
- [View on Google StreetView >](#)

360° TOUR

TENANTS

Join over 150 stores and services — from national grocery anchor tenants to new-to-market concepts — offering quality shopping, dining, and entertainment experiences.

FASHION & LIFESTYLE

NORDSTROM
rack

Jaks OFF
5TH

BANANA
REPUBLIC



G U E S S

Calvin Klein

Levi's

Bath&BodyWorks

TOMMY HILFIGER

Indigo

Marshalls

HOMESENSE

H&M

MEC

OLD NAVY

adidas

SKECHERS

VANS

ANCHORS

IKEA

REAL CANADIAN
SUPERSTORE

Walmart

THE HOME
DEPOT

BEST
BUY

CANADIAN
TIRE

LOWE'S

FOOD & ENTERTAINMENT

THE
R E C
R O O M
EATS & ENTERTAINMENT

CINEPLEX

THE KEG

LOCAL
PUBLIC EATERY

BP

STARBUCKS

Earls
KITCHEN + BAR

JOEY
RESTAURANTS



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