



OTTAWA

Cushman & Wakefield

Global Cities Retail Guide

Ottawa is the capital of Canada and the sixth largest city in the country with approximately one million people living within its city limits.

One of the defining characteristics of Ottawa is its blend of the English and French cultures, which is reflected in the city's diverse shops and restaurants. A major tourist destination, the city is rich in Canadian history and culture. Ottawa is home to many major attractions, including the National Art Gallery, the Canadian War Museum, and the Canadian Museum of History, located just across the river in Gatineau, Quebec.

Ottawa also hosts over 45 festivals throughout the year, including the world-renowned BluesFest and Winterlude.

Best characterized as a 'government town', with more than 108,000 people employed within the public sector, Ottawa experienced a slowdown in recent years due to government austerity measures. However, the tide has turned for the Capital City, evidenced by steady job creation and a low unemployment rate of 4.1%.

Tourism -- a massive contributor to the region's economic health -- is the third largest employer, with tourists spending an estimated \$300 million each year.

The City of Ottawa has many vibrant retail/restaurant districts with the most notable being the Byward Market. There is also the neighbourhood known as The Glebe which is located at the southern edge of the downtown, and Westboro which is on the western fringe of the downtown. Westboro currently commands among the highest street retail rents in the city, with retail asking rates reaching \$50 per square foot.



OTTAWA OVERVIEW

OTTAWA

KEY RETAIL STREETS & AREAS

CENTRAL BUSINESS DISTRICT

The Central Business District (CBD) is the home to CF Rideau Centre, the city's premier enclosed shopping mall. The majority of the retail in the CBD caters to the office worker who prefers to shop over the lunch hour. As a result, you will find numerous coffee chains, drug stores, and places to eat. As downtown condominiums continue to rise and more people choose to work, live, play in the downtown core, more exciting retail growth is expected for this area.

THE BYWARD MARKET

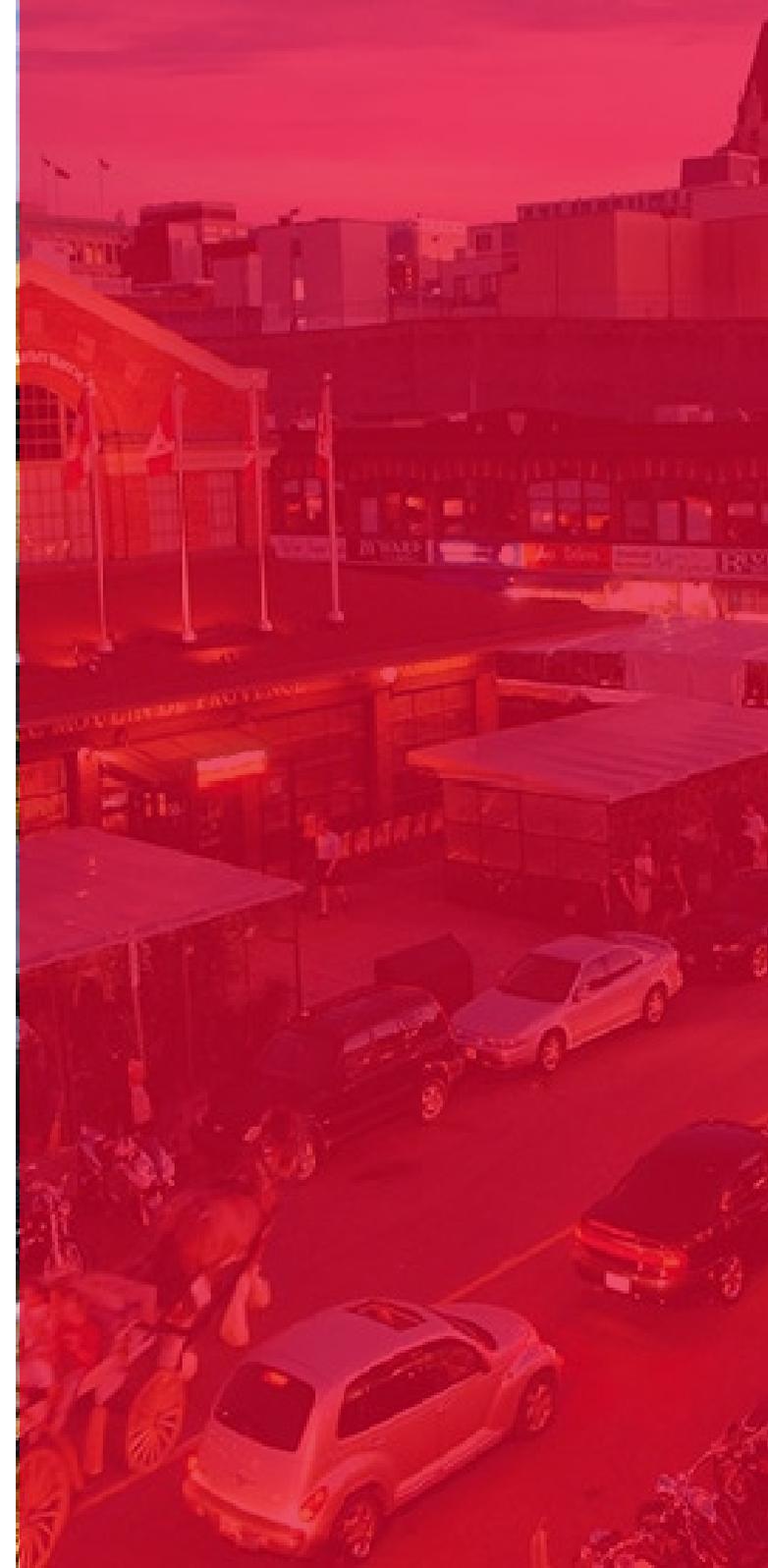
This historic area was established in 1826 and is directly adjacent to the downtown core, close to the Parliament Buildings, and other major attractions. Popular with locals and tourists alike, it boasts a variety of restaurants, boutiques, and specialty food stores. Within a four-block area, the Byward Market offers the highest concentration of bars, restaurants, and nightclubs located in the city.

WESTBORO VILLAGE

Westboro is one of the most popular areas in the city for shopping. This neighbourhood has an eclectic mix of both local specialty shops and national retailers such as Lululemon, Mountain Equipment Co-op, and Bushtakah.

THE GLEBE

One of the more trendier areas of the city, The Glebe is located to the south of downtown and reaches to the Rideau Canal. The stretch of Bank Street that runs through The Glebe is home to numerous local shops, cafes, and boutiques. Lansdowne Park is on the southern edge of this neighbourhood and has recently undergone a major redevelopment that includes 360,000 square feet of retail space.



OTTAWA

MARKET OVERVIEW

KEY AREAS / STREETS/SHOPPING CENTRES	CONSUMER PROFILE	MAJOR RETAILERS PRESENT	NEW ENTRANTS	TYPICAL RENT FOR UNIT OF 2,000 SQFT	RANGE OF UNIT SIZES
CF Rideau Centre	CBD employees, tourists, students, locals	The Bay, Old Navy, Apple, Michael Kors, Coach	Nordstroms, Kate Spade, Tiffany & Co., Simons	\$100-\$120 / psf	1,000- 2,000 sf
The Byward Market	CBD employees, tourists, students, locals	Roots, Chapters, Giant Tiger, Urban Barn		\$25-\$50 / psf	1,000-2,000 sf
The Glebe	Locals, artists	Moore's, Sleep Country	Whole Foods, Sporting Life, Winners	\$25-\$40 / psf	500 – 1,000 sf
Westboro Village	Trendsetters, locals, fitness enthusiasts	Lululemon, Mountain Equipment Co-op, Bushtakah		\$25-\$50 / psf	500 – 1,000 sf



OTTAWA

SHOPPING CENTRES

CF RIDEAU CENTRE

Located in the downtown core, CF Rideau Centre recently underwent a \$250-million expansion and renovation. With sales of \$987 per square foot, the centre is ranked ninth in Canada in terms of productivity. Given its excellent location and amenities, it is no surprise that the CF Rideau Centre is the preferred destination for new, particularly high-end retailers. Recent entrants include: Coach, Michael Kors, Tiffany & Co., and Kate Spade. In early 2015, Nordstrom opened one of its first Canadian locations here and, more recently, La Maison Simons chose this exclusive mall as one of its first locations outside of Quebec. CF Rideau Centre will further benefit from the opening of the light rail transit line in the fall of 2018, which will include an underground stop adjacent to the mall.

BAYSHORE SHOPPING CENTRE

This mall is located in the western suburbs of the city. Like CF Rideau Centre, it has undergone an impressive \$200-million expansion and renovation that added 340,000 square feet of retail space. Close to seven million people visit the centre each year. A diverse range of tenants include The Apple Store, Forever 21, H&M, and popular women's fashion retailer White House Black Market – marking its first Eastern Ontario location.

TANGER OUTLET CENTRE

Ottawa's first-and-only outlet mall opened in the fall of 2014 in the suburb of Kanata. Comprised of 292,000 square feet of retail space, the mall includes 75 designer retailer outlets such as Nike, Calvin Klein, Gap, Tommy Hilfiger, and Saks Fifth Avenue off 5th. Plans are in the works for a Phase II, which will include a variety of stand-alone restaurants and a hotel.

DEVELOPMENT TO WATCH OUT FOR

Zibi

Total Size (SF)	3.9 Million SF
- Retail GLA	325,000
- Leisure/Entertainment GLA	N/A
Planned Opening Date	2018 -
Consumer Profile	Mass-market to local residents, tourists

ABOUT THE DEVELOPMENT

Spanning the provinces of Quebec and Ontario, Zibi is poised to become one of most unique communities in the country. Situated on the banks of the Ottawa river, and just a stone's throw from the city's downtown core, this mixed-use development will feature residences, a hotel, and provide both commercial and retail opportunities. This project is seeking a One Planet designation, which would distinguish it as one of the "greenest" communities in the world.

OTTAWA NEW DEVELOPMENT WATCH

OTTAWA

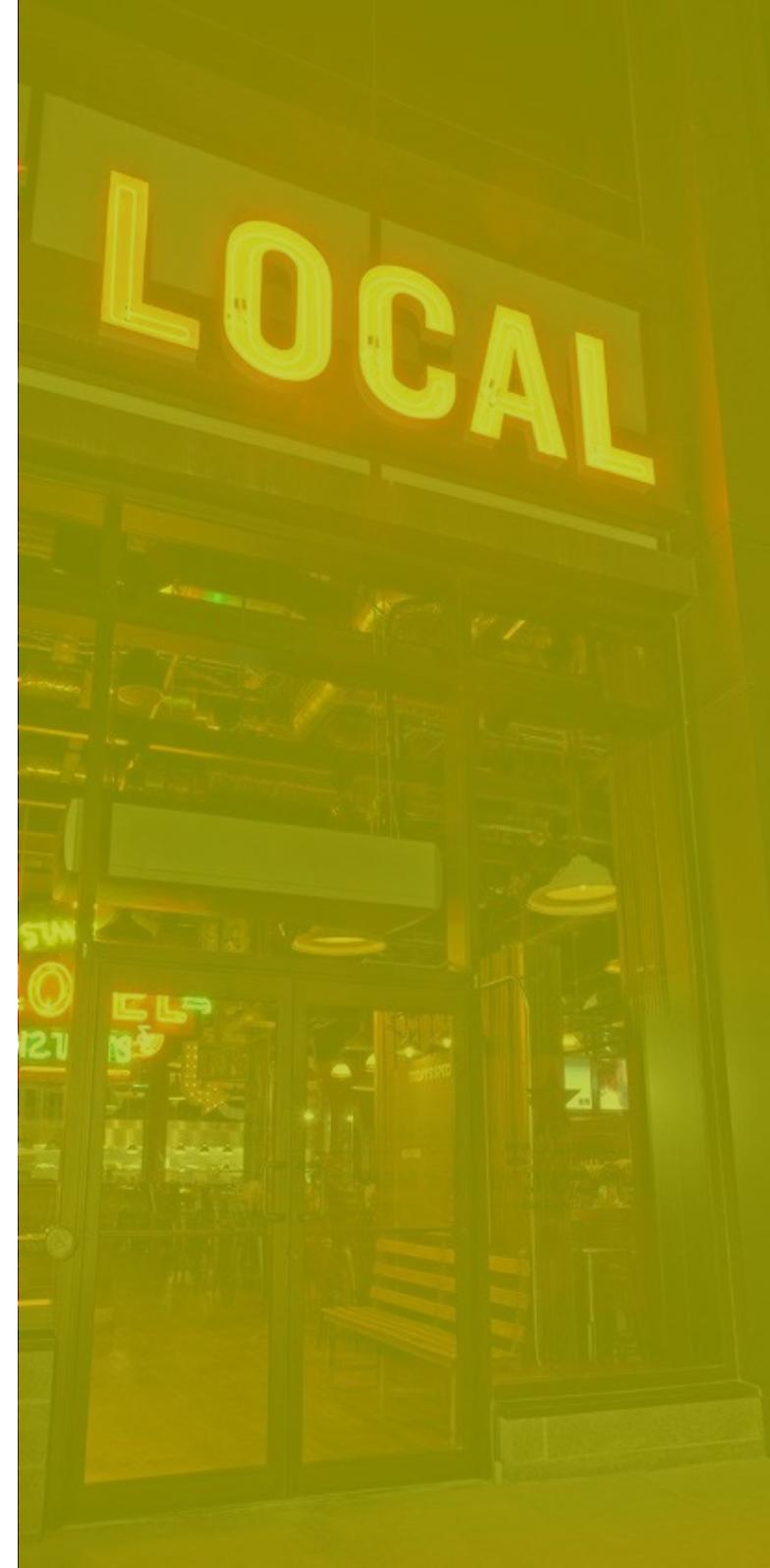
FOOD & BEVERAGE

Ottawa has more restaurants per capital than almost anywhere else in the country. No matter what your taste or budget, there is a restaurant, bistro, or cafe that will suit what you are looking for.

Casual dining options dominate Ottawa's local restaurant scene, but there are also many high-end exceptions. One of the most famous fine-dining establishments is Beckta Dining & Wine. With a reputation for offering both delicious and inventive cuisine, Beckta has been consistently voted the number-one restaurant in Ottawa. Getting a reservation for this uber-popular restaurant is the challenge!

A newcomer to the dining scene in Ottawa is Riviera. Located in the downtown core, this restaurant is unique in many ways. Housed in a building built in 1869, it features 50-foot ceilings, marble walls, brass fixtures, and massive windows. Riviera has garnered much attention for both its menu and ambiance, and was recently ranked among Canada's top 10 new restaurants in 2017 by Air Canada's *Enroute* magazine.

While best known for its local establishments, as opposed to the larger international chains, Ottawa's dining landscape is changing. In the past few years, Five Guys Burgers and Fries has opened numerous locations throughout the city. The redevelopment of Lansdowne Park has also attracted new restaurant chains to the city such as Joey, Local Public Eatery, and South St. Burger.



OTTAWA

FOOD & BEVERAGE MARKET OVERVIEW

KEY AREAS	CONSUMER PROFILE	FOOD & BEVERAGE OPERATORS INCLUDING	RENT FOR 3,500 SQFT UNIT
CBD/Byward Market	Mix of tourist-oriented restaurants/bars along with upscale restaurants	Beckta, Hard Rock Café, The Courtyard, The Keg, Social, Empire Grill, Riviera	\$35.00 - \$50.00 / psf
Elgin Street	Mix of restaurants, pubs, and nightclubs	Elgin Street Diner, Lieutenant's Pump, Johnny Farina, Anthony's, town, El Camino	\$20.00 - \$35.00 / psf
Westboro	Trendy and upscale	The Works, Trio Lounge, Fratelli's, Milagro Grill	\$25.00-\$50.00 / psf
Hintonberg/West Wellington Village	Up-and-coming neighbourhood	Back Lane Café, Hintonburger, Hintonberg Public House, Tennessy Willems	\$25.00 - \$40.00 / psf
Little Italy	Mix of tourists and locals	Giovanni's, La Dolce Vita, Pub Italia, La Roma Restaurant	\$25.00 - \$50.00 / psf

ERIKA SCHANKE

*Managing Director
Americas Retail Services
1290 Avenue of the Americas
New York, NY 10104, USA
Tel: +1 212 841 5024
Mob: +1 404 680 4363
erika.schanke@cushwake.com*

STUART BARRON

*National Director of Research
Canadian Markets
161 Bay Street, Suite 1500
Toronto, ON M5J 2S1 Canada
Tel: +1 416 359 2652
Mob: +1 416 220 9214
stuart.barron@cushwake.com*

WE ARE

**LEADING
INNOVATING
TRUSTED
EXPERTS
ONE TEAM
CLIENT FIRST
CREATING OPPORTUNITIES
GLOBAL**



No warranty or representation, express or implied, is made to the accuracy or completeness of the information contained herein, and the same is submitted subject to errors, omissions, change of price, rental or other conditions, withdrawal without notice, and to any special listing conditions imposed by our principals.

© 2018 Cushman & Wakefield. All rights reserved.