

THE WORKLOFT

10420 122 STREET



"Design is the silent
ambassador of
your brand."

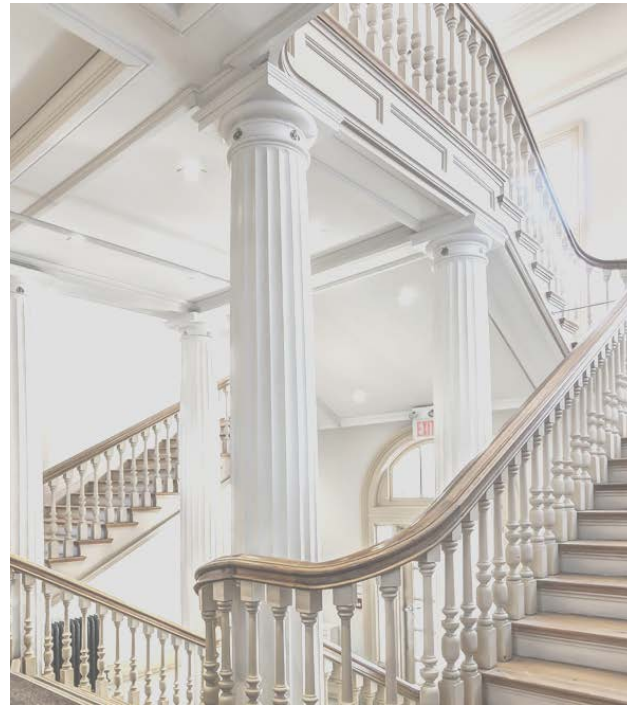
PAUL RAND

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DESIGN PHILOSOPHY



PRINTING FACTORY LOFTS

THE ART OF LIVING

We push the limits of traditional design to create the best possible experiences.



MIDTOWN

MASTERS OF REIMAGINING

Never relying on past successes, we are always looking to do things differently, with consideration for aligning with the ever-evolving ways people live.



GREAT MINDS THINK TOGETHER

Our team approach is one of our most important differentiators, combining development, architecture, interior design, landscape and construction within a collaborative environment.

ABOUT

WHY

The intention of The WORKLOFT is to introduce the bold design of loft-style redevelopment and enhance the thriving west-end of Edmonton's downtown.

WHO

The WORKLOFT was created for those that are interested in participating in the evolution of this neighbourhood, as well as contributing to its growth and diversification.

RESULT

The WORKLOFT is a collection of makers and doers – those that see what others don't, and ultimately, those that value a bold design in a great location.



INNOVATION

MAKING A DIFFERENCE

We are passionate about applying creativity and imagination in all that we do. Our story is told by the thoughtfulness and texture of our designs and the fulfillment of those that experience the outcomes of our process every day.



“Architecture
should speak of its
time and place, but
yearn for
timelessness.”

FRANK GEHRY

RENEW

RENOVATION TIMELINE

Extensive renovations have been completed on both the interior and exterior of The WORKLOFT. The contemporary new design has introduced street engagement to the main and second floors, creating a welcoming environment for all visitors.

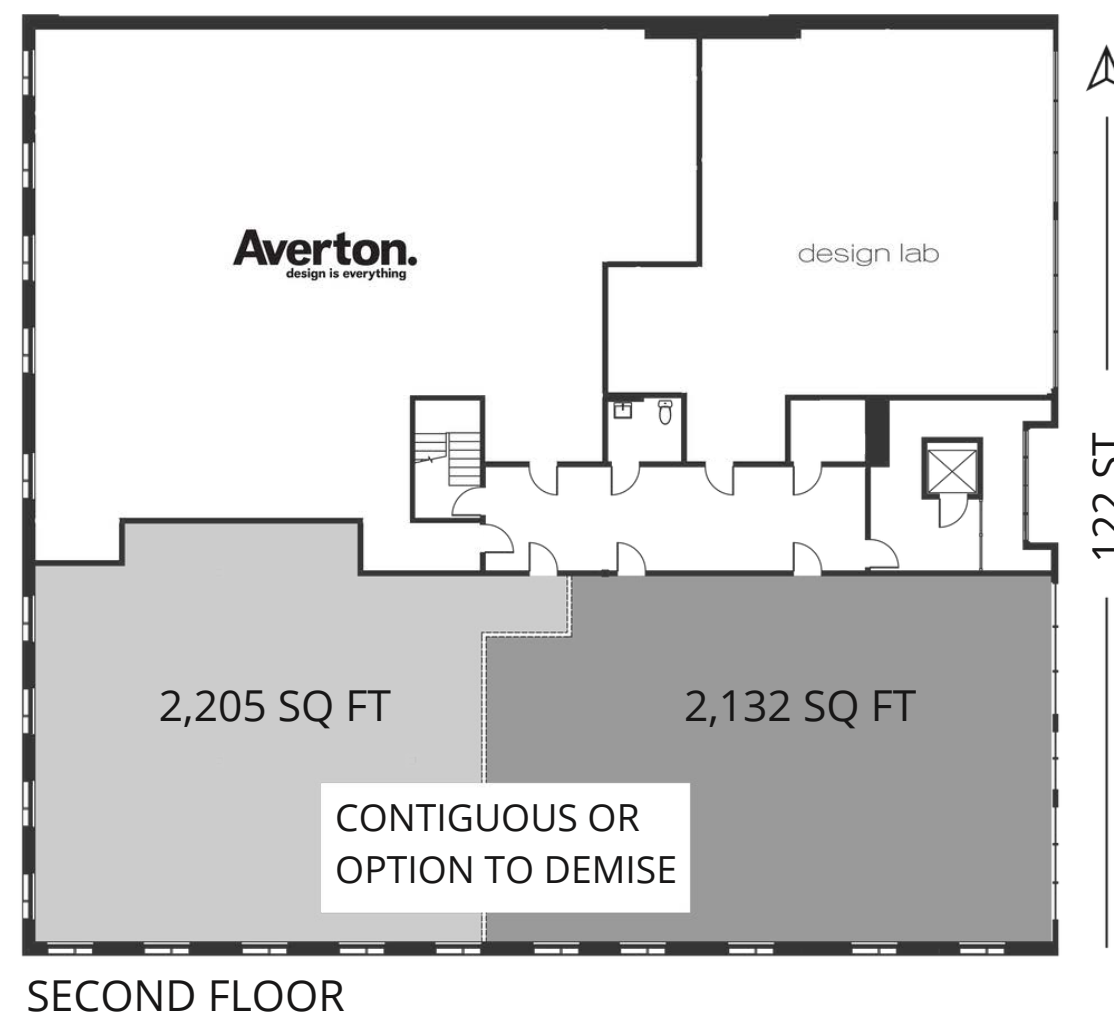
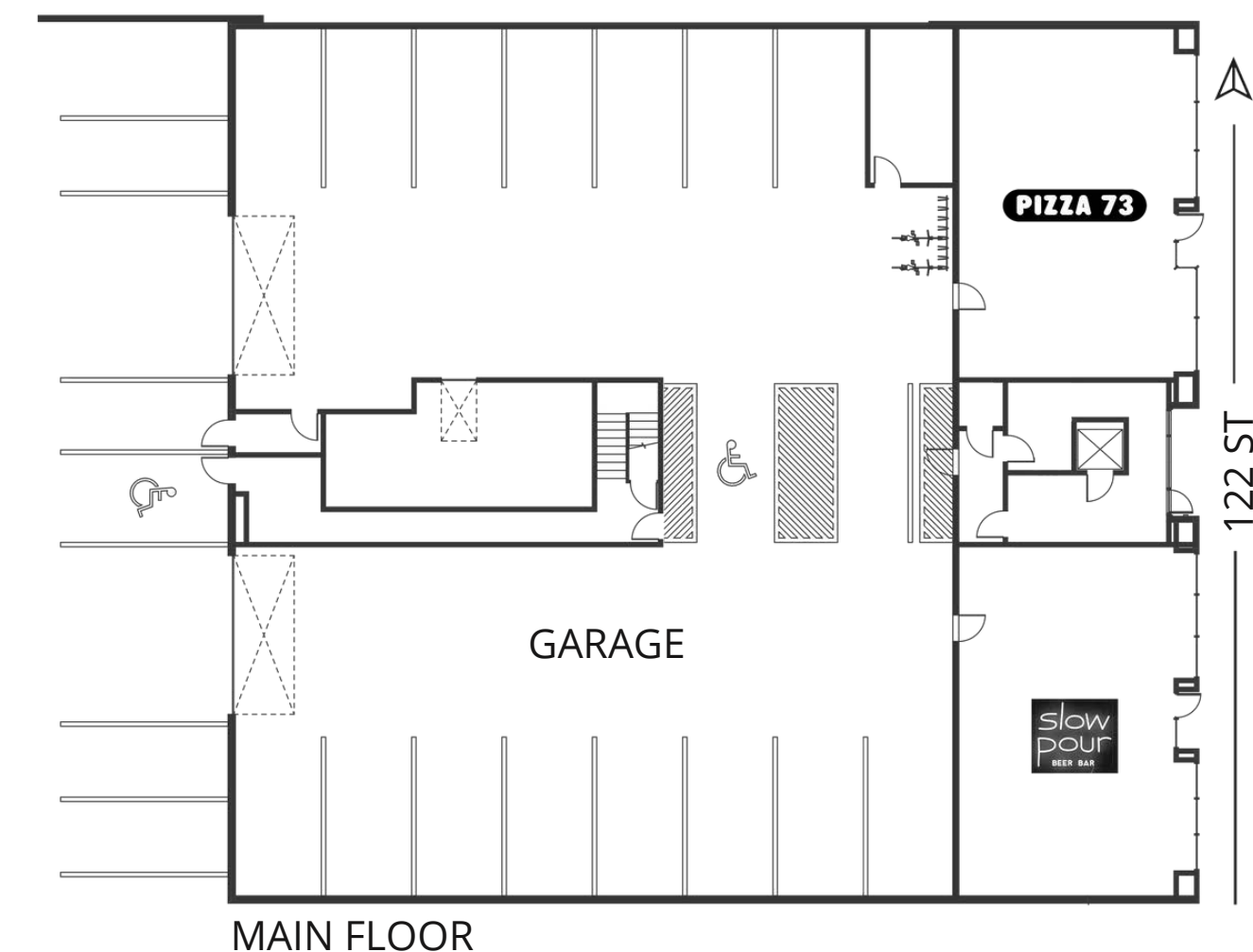




DESIGN

INTERIOR PALETTE

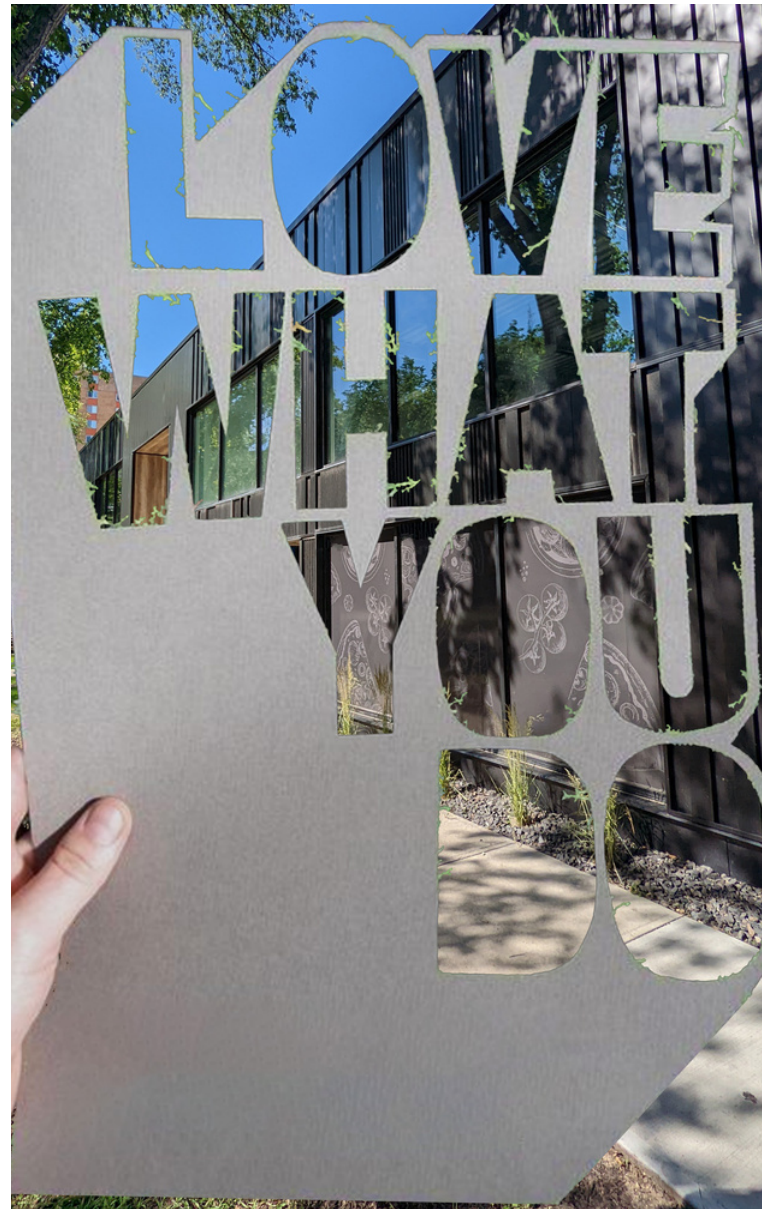
The WORKLOFT offers a contemporary colour palette of industrial concrete contrasting against sharp black finishes. Natural elements of wood and geometric accents compliment the overall design of the building.



DISCOVER

PROPERTY FEATURES

The WORKLOFT is ideally suited for a variety of specialty retail and high profile professional services.



POTENTIAL

Main Floor: Fully Leased
Second Floor: Up to 4,337 SF
(Contiguous or demisable)

Availability: Immediately

ACCESS

Stony Plain Road & 122 Street

Easy access for downtown
and westbound commuters

ADDRESS

Municipal: 10420 122 Street,
Edmonton, AB

Legal: Lot 10, Block 9, Plan
RN22

Zoning: DC1 (18490) - Direct
Development Control
Provision

COSTS

Affordable rental rates &
highly efficient building

Basic Rent: Negotiable
Op Costs: \$12.00 - \$14.00 PSF
(2021 est.)

PARKING

Heated & secure stalls for
rent

Outdoor stalls for rent

Street parking



"But out of
limitations comes
creativity."

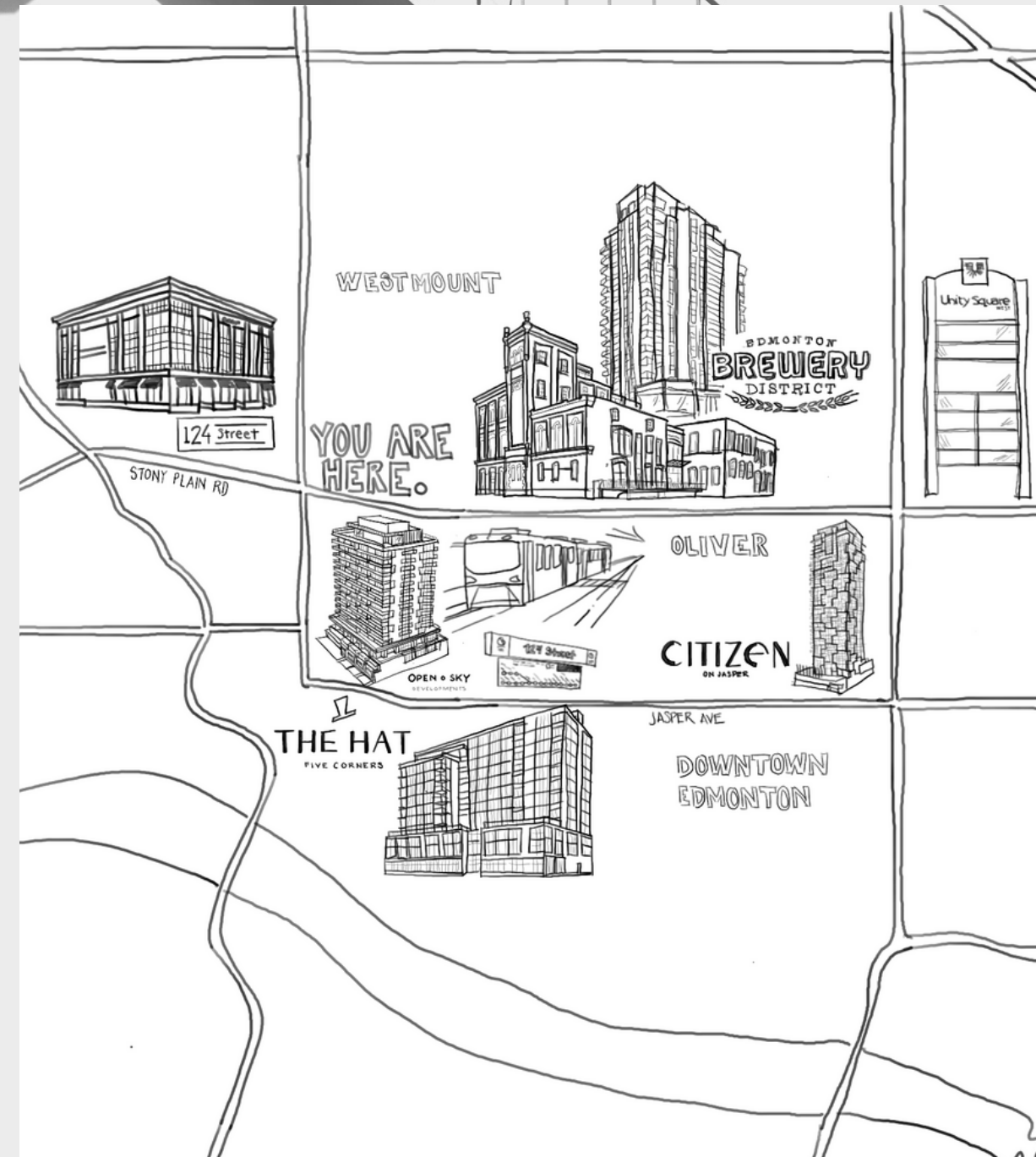
DEBBIE ALLEN

LOCATION

SURROUNDING RESIDENTIAL

THE WORKLOFT is positioned near several major residential developments, with over 1,100 units currently under construction and thousands of additional units at various stages of approval within a 5 minute walk.

THE WORKLOFT is steps from the established amenities found in the Westmount and Oliver neighbourhoods. These areas are the most walkable areas of our city, with strong commercial elements threaded throughout. With all the advantages that a mature neighbourhood offers, it's no surprise that these areas are some of the most densely populated in Edmonton, with over 20,000 residents in Oliver alone.



PROJECTS UNDER CONSTRUCTION

5 Minute Walk

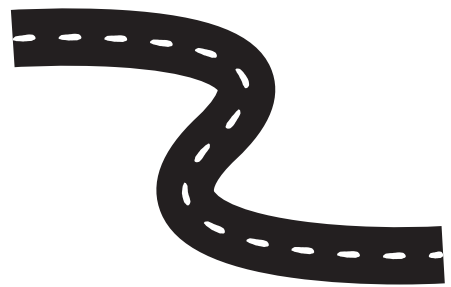
- Brewery District Towers: 179 units
Construction Start: 2023
- Hat @ 122: 134 units
Under Construction
- Jameson: 140 units
Under Construction
- Citizen on Jasper: 345 units
Under Construction
- Mercury Block: 163 units
Under Construction
- The Edward: 161 units
Under Construction

TOTAL = 1,122 UNITS

OPPORTUNITY

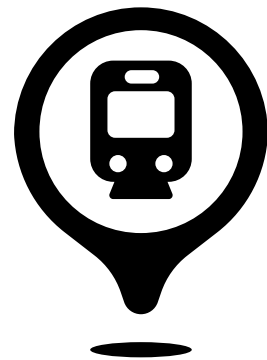
THE WORKLOFT IS SITUATED JUST OFF 104 AVENUE, ON 122 STREET

The WORKLOFT is surrounded by the neighbourhoods of Westmount and Oliver, which in the 2021 municipal census were reported to have 5,887 and 20,960 residents respectively. Oliver is one of the city's most densely populated neighbourhoods and both areas continue to grow with the addition of residential towers, subdivided lots, infill development.



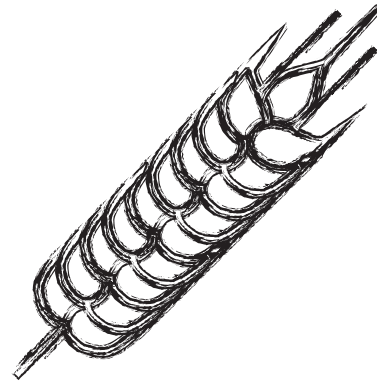
STONY PLAIN ROAD

Stony Plain Road branches into 104 Avenue and serves as a gateway to Downtown. This major arterial is an important commuter thoroughfare connecting communities in the east and west.



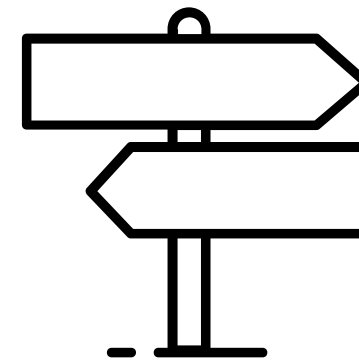
124 ST STATION

Steps away from the future Valley Line West 124 Street LRT station and access to downtown and the west end.



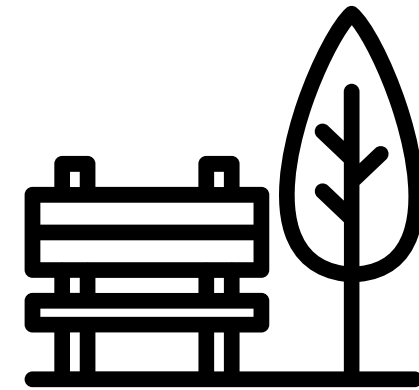
BREWERY DISTRICT

The Brewery District is a pedestrian-oriented commercial development where the architectural design is both historical and current.



124 STREET

Conveniently situated close to 124 Street's local restaurants, art galleries and shopping.



PAUL KANE PARK

Escape to Paul Kane Park, a mature and vibrant park nestled in the heart of Oliver.

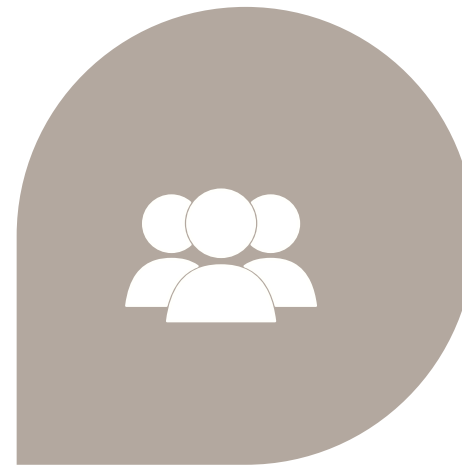
DEMOGRAPHICS

WEST CENTRAL EDMONTON

POPULATION

140,401 DAYTIME POPULATION
103,480 WORKFORCE POPULATION

- 89,142 residents
- 11.4% growth (2016-2021)
- 14.6% projected growth (2021-2026)



INCOME

AVERAGE HOUSEHOLD INCOME OF
\$96,487

- 29.9% of households earn more than \$100,000
- 24.1% of households earn \$60,000 to \$100,000



AGE

A majority of the population being
20-39 years old.

- 0-19 yrs = 12.9%
- 20-39 YRS= 43.6%
- 40-59 yrs = 23.3%
- 60+ yrs = 20.2%

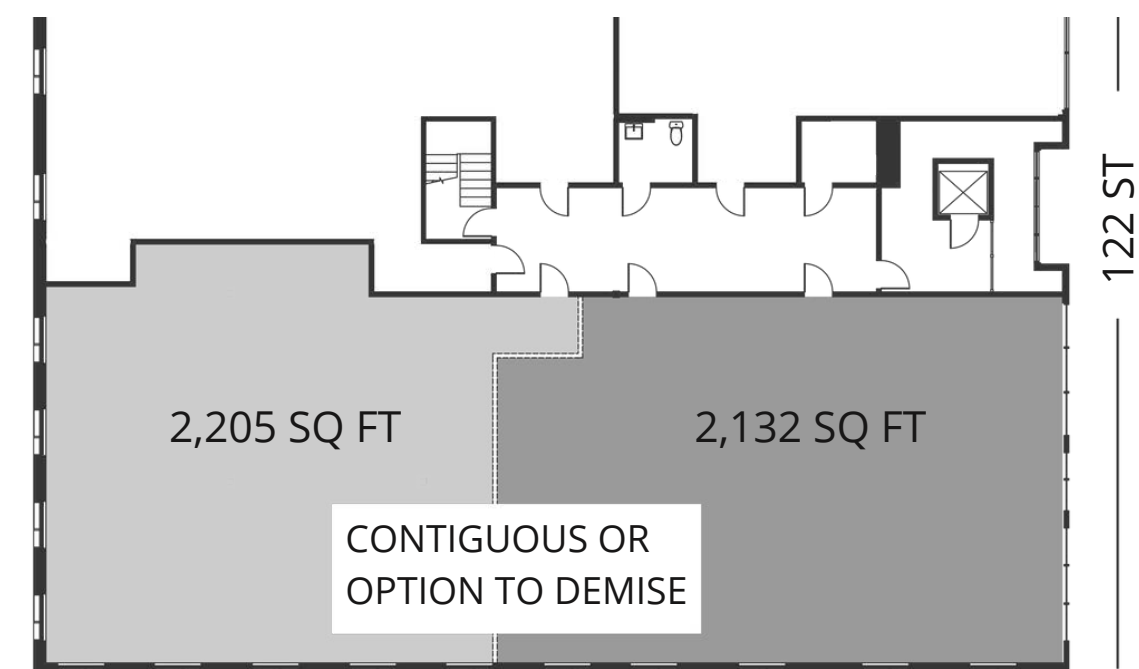
VEHICLES PER DAY

- 28,700 VPD on Stony Plain Road
- 20,200 VPD on 124 Street North of Jasper Avenue



DESIGN

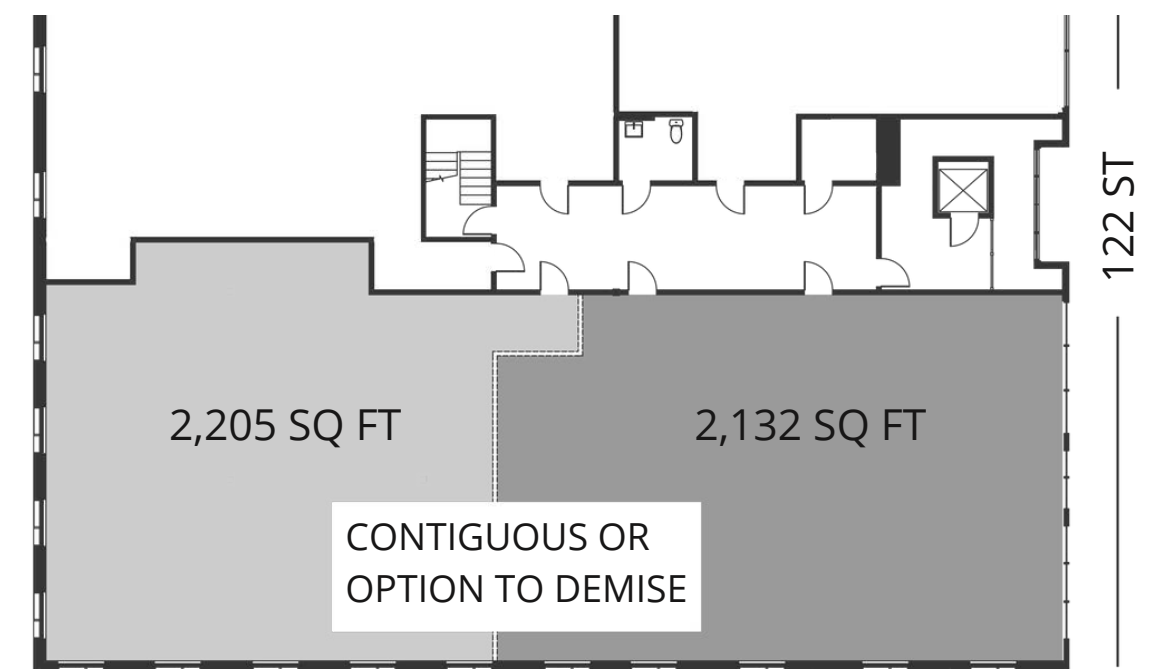
DESIGN CONCEPT FOR
SUITE 201





DESIGN

DESIGN CONCEPT FOR
SUITE 205





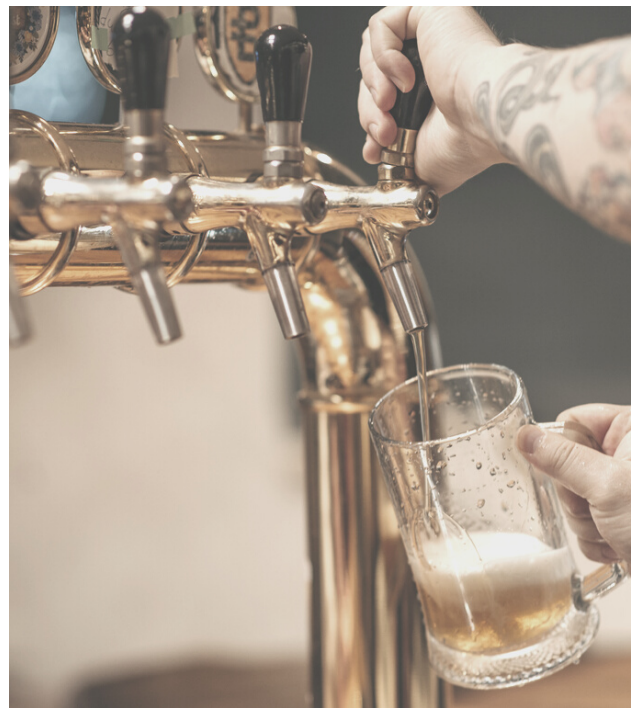
Simplicity is the
ultimate
sophistication.”

LEONARDO DA VINCI

MEET THE NEIGHBOURS



PIZZA 73
Pizzeria



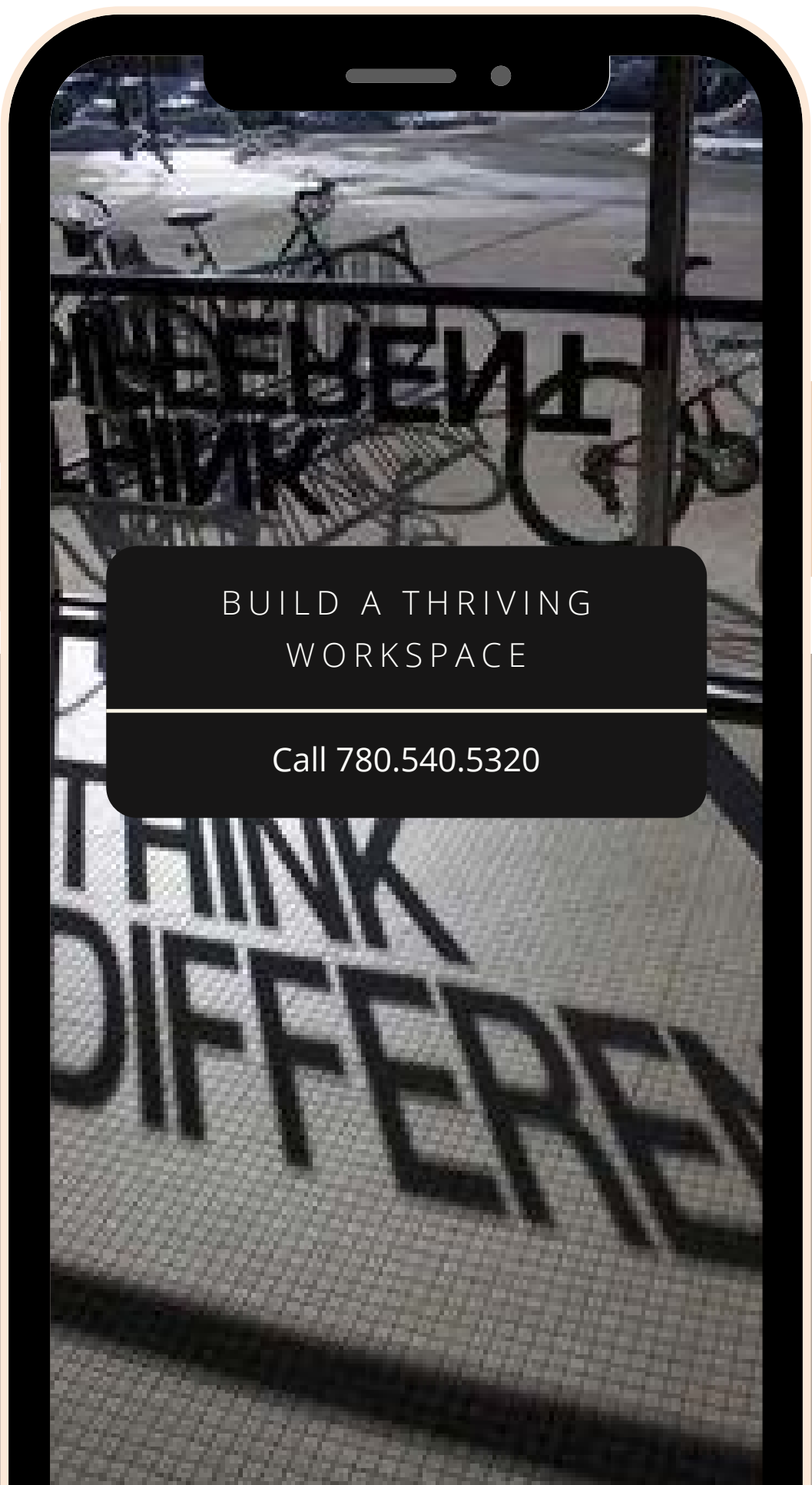
SLOW POUR
Specialty Craft Beer Bar



DESIGN LAB
Creative Studio



AVERTON
Builder & Developer



GET IN TOUCH

FOR BUILDING INQUIRIES
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