

LEASING OPPORTUNITY

# 166 RUSSELL AVE.

THE WORLD IS YOUR OYSTER



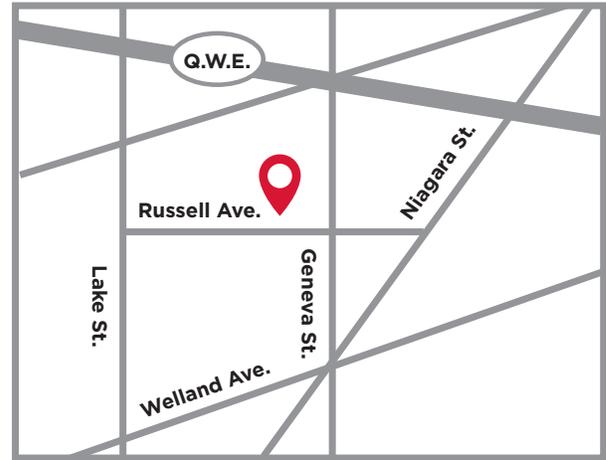
**KARL  
VANDERKUIP**  
BROKER OF RECORD

# A NEIGHBOURHOOD

## DESTINATION

**This community is starving for a place to call its own.** With the highest density in the city, it's walkability is at a premium for the "go-to" spot. Cold Drinks on the patio with friends, a flat white with brunch or a charcuterie board for two for a late evening... Heck! This neighbourhood would be all over healthy, hot, and ready-to-go meals.

**THE WORLD IS YOUR OYSTER** with possibilities.



## YOUR NEIGHBOURS, BY THE NUMBERS

### Population And Income

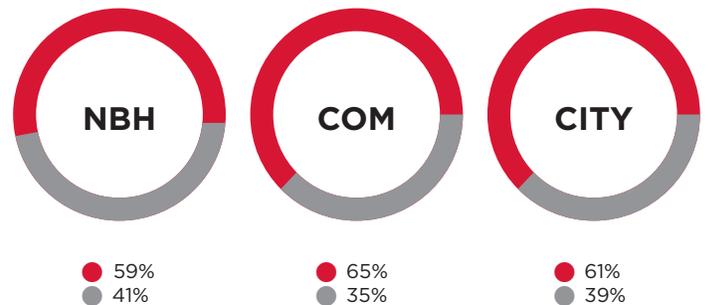


Neighbourhood  
Population

Average Household  
Income (NBH)

Average Household  
Income (COM)

### Employment

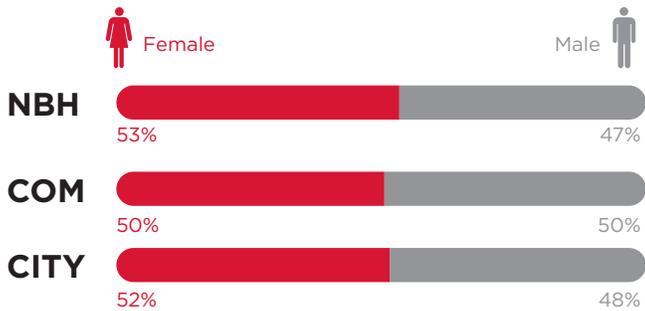


59%  
41%

65%  
35%

61%  
39%

### Gender



NBH

53%

47%

COM

50%

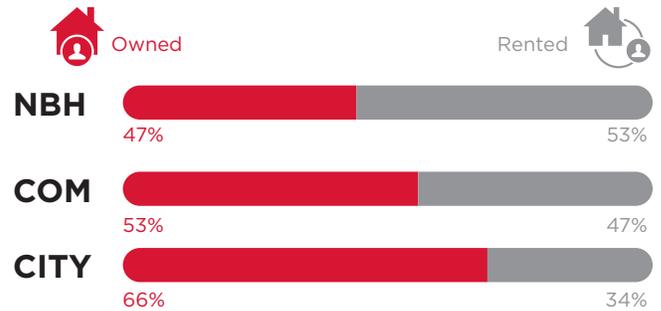
50%

CITY

52%

48%

### Ownership



NBH

47%

53%

COM

53%

47%

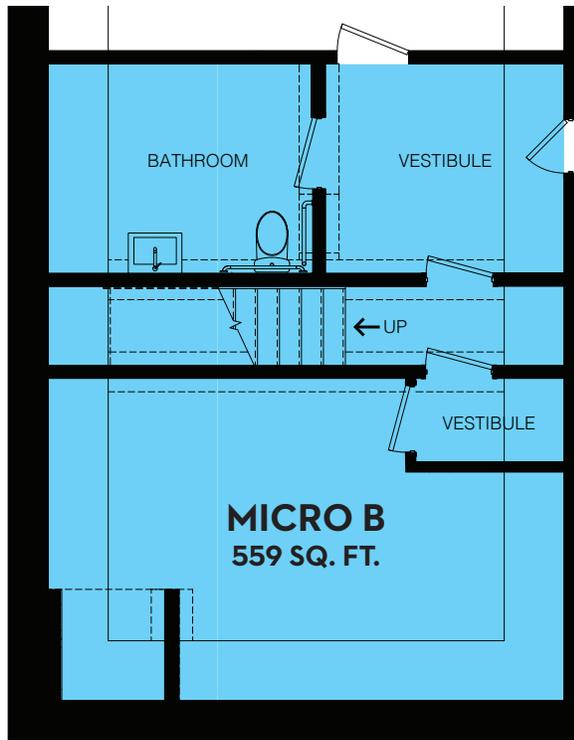
CITY

66%

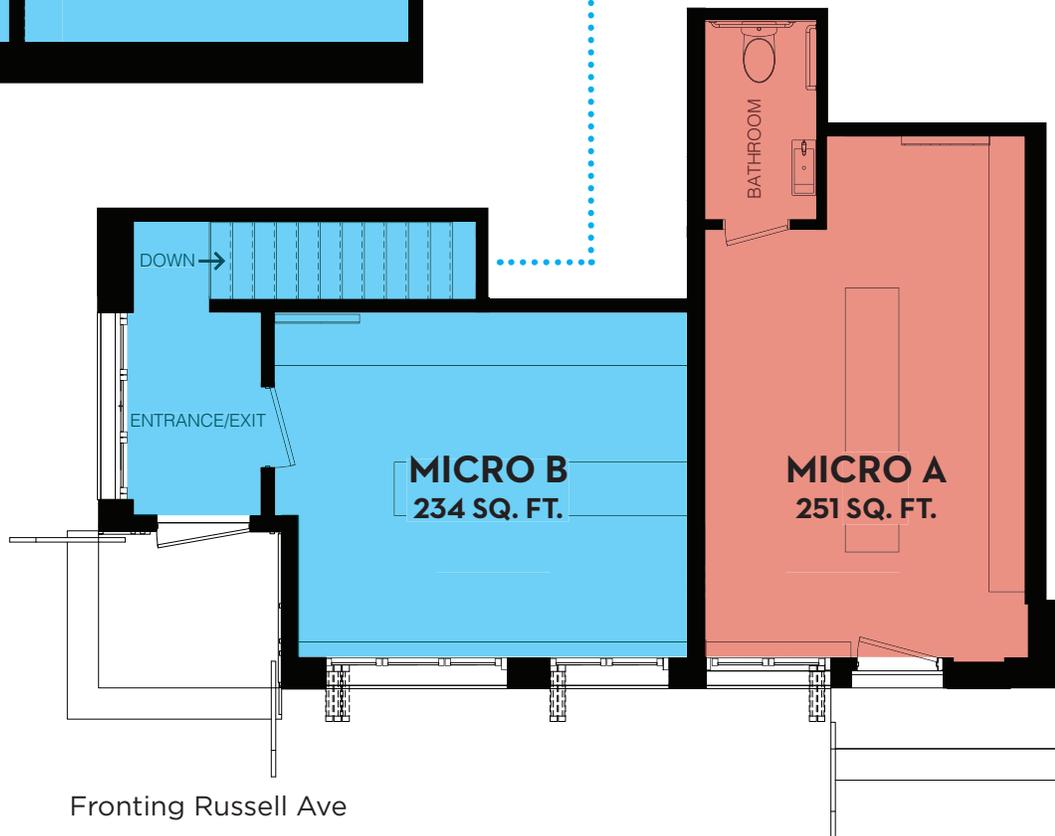
34%

# 166 RUSSELL AVE.

THE SPACE: **MICRO B** • **MICRO A**



Basement



# WELCOME TO “THE FITZ”

Niagara’s newest most happening neighbourhood. The Fitzgerald is walking distance to the urban excitement of downtown St Catharines. It also boasts a new school, playground, splash pad, thriving community centre and dog park. Young professionals and families are flocking to invest in this area and secure themselves a piece of this hip urban/ family friendly lifestyle - and they are ripe with excitement for your creative endeavour.

**FOR LEASING PRICES  
PLEASE INQUIRY**

905-704-8701  
KARL@CALLKARL.CA



ST. CATHARINES, ON

NOV 14, 2017

## EATING NIAGARA: MEET MIDTOWN, ST. CATHARINES, NEXT DINING DESTINATION



**Karl Vanderkuip is the proud owner of a Russell Avenue building he wants to renovate to include apartments and a restaurant, all he needs now is a tenant. (Tiffany Mayer/Special to Postmedia News)**

**K**arl Vanderkuip has noticed something's missing along Russell Avenue in St. Catharines.

The street that carves a swath through the city's midtown is home to a community centre, apartments for seniors, a convenience store, and even an appliance shop.

But what the long residential street set between Welland Avenue and the QEW doesn't have is a neighbourhood spot to go for a bite with family and friends, or to grab a coffee to unwind.

Vanderkuip wants to change that as the new owner of a mixed-use building carved into apartments on the corner of Russell and Wolseley avenues.

He has visions of renovating the tired, white-sided two storey, keeping apartments up top and turning a former

main-floor computer repair shop into a 144-square-metre, 30-seat restaurant. An 81-square-metre joint with room to add a street-level apartment is also an option.

Vanderkuip envisions a space like The Butcher's Daughter, the highly Instagram-able New York and Los Angeles cafes with exposed brick and high ceilings. Something with the neighbourhood feel of bakery where first names are exchanged with regulars stopping in for loaves and sweets.

"Something (residents) can walk to, to be part of the lifestyle. It would be really great for the neighbourhood," said Vanderkuip, a local real estate agent. ***"For me, a restaurant at that location would be a great meeting point within that community and I think that neighbourhood is looking for it from a walkability point."***

# The Standard

ST. CATHARINES, ON

NOV 14, 2017

As he points to architect's drawings that show an updated, sided facade with large windows that could open to create a patio feel, he admits he needs a tenant to make it happen.

He's seeking chefs and food entrepreneurs with dreams of opening a place of their own; caterers who want to add takeout to their business plan.

Vanderkuip hopes to get remodelling underway for such a spot by late winter or early spring.

The idea of a restaurant in this established residential corner of St. Catharines isn't a stretch. He's simply riding the wave that's currently cresting in midtown's favour.

Steps away from Vanderkuip's building, 16 townhouses are under construction. Old bank buildings and fire halls nearby have been converted to website agencies and architectural firms. There's a new school a few blocks west, and the old Memorial School that's been converted to a Montessori school.

Midtown is also becoming a dining destination with other new restaurants setting the table here. Among them are the raved-about Ma Chinese Cuisine in the old Heritage Restaurant building on Geneva Street, Lang Vietnamese Hot Pot in a former Church Street flower shop, and Mirepoix, a cosy brunch spot that opened this fall on Court Street near the Midtown Plaza.

***"Development is happening in that area and we're seeing it as another growth opportunity for, I'll call it, downtown," said Brian York, the city's director of economic development.***

Midtown is the area north of the city centre, stretching up from Welland Avenue to Carlton Street, west to Ontario Street and east to Niagara Street.

It's filled with older, affordable homes being bought up by young professionals who want to live within walking distance of downtown, "yet it's still a neighbourhood," York noted.

Developments like the new restaurants already here, and what Vanderkuip is proposing are "building blocks" to creating neighbourhoods like those in Toronto with their distinct cultures.

"You wouldn't see a night club opening there but having a coffee house or gathering place is a great thing for the neighbourhood," York said.

Especially one on the periphery, explained Maddy Warden, owner of Mirepoix. For years, Warden slung plates of eggs and pork belly at The Bleu Turtle on the edge of downtown in Western Hill.

Although she grew up and bought her first home in Midtown, being on the boundary of the city centre was a strategic business move.

"I enjoy that aspect of the hidden gem. It's not quite on the beaten path but close by," Warden said.

That it's in Midtown is even better.

"We're closer to a neighbourhood like Gardiner (Place) and Wolesley — all these fun areas that are already established," Warden said. ***"There's also a lot of development (happening). Younger families are moving in who are looking for this sort of spot."***

And, Vanderkuip hopes, Niagara's newest restaurateur is among them.

"I really want to have the conversation with someone who wants to start a hip new restaurant," he said. "It bodes well for the neighbourhood. I can't think of a more exciting location than the one we have to continue with that trend."

— Tiffany Mayer is the author of *Niagara Food: A Flavourful History of the Peninsula's Bounty*. She blogs about food and farming at [timeforgrub.com](http://timeforgrub.com). Follow her on Twitter @eatingniagara.

# BISNOW

## IS TINY COMMERCIAL REAL ESTATE THE NEXT BIG THING?



Jeff Tonidandel enjoys getting doughnuts on the boardwalk at the beach with his wife and kids. So what does that have to do with a closet inside a pourhouse in Charlotte?

Inspiration, that's what. Tonidandel, the owner of Crepe Cellar, Growlers Pourhouse and Haberdish, had a storage closet inside of Growlers with potential. With a vision borrowed from the beach and some TLC, Reigning Doughnuts was born — in 90 SF.

More than 800 doughnuts were sold on the first day.

With Charlotte developers focusing on high-density real estate in a walkable, urban core, entrepreneurs are beginning to creatively use small spaces.

"Especially in pedestrian-friendly areas where parking is less of a concern, it can be a win-win," Charlotte Chamber

of Commerce Director of Business Analytics and Data Chuck McShane said. Micro-retail, like similarly tiny product in healthcare and multifamily, can give users a foothold in expensive areas.

"In high-rent areas, small spaces cut down on overhead for retailers," McShane said. "Property owners in those same areas can generate a bit of revenue by renting small or odd spaces they hadn't considered viable before."

At Reigning Doughnuts, guests place their orders via a walk-up window along the sidewalk of 35th Street, then wait outside for their names to be called when the order is ready. In this season's weather? Don't worry, they sell coffee and hot chocolate, too.

# BISNOW



Logistics can mean everything, and the tiny dessert haven has an advantage of a beefy support system in its sister restaurants.

“We could only do it in such a small space because we have a full commercial kitchen supporting two restaurants connected,” Tonidandel said. Growlers and Crepe Cellar are next-door neighbors on Davidson Street in NoDa.

Similar to the CBS sitcom “2 Broke Girls,” where characters sell cupcakes from a window in New York City, Reigning Doughnuts is not without its spatial struggles.

“We have been running an extra person to train and learn how to operate everything, so it is funny to have four people in there trying to get an order out,” Tonidandel said.

## SMALL-BUSINESS INCUBATORS: A SUPPORT SYSTEM FOR TINY RETAILERS

Just as Reigning Doughnuts has the support system of both its sister restaurants and the walkable charm of NoDa to entice pedestrian customers, Uptown retailers such as Latta Arcade and 7th Street Public Market function as small players adding up to a greater destination space.

7th Street Public Market, in the heart of Uptown at the 7th Street Station along the LYNX Light Rail, is a nonprofit small-business incubator that gives entrepreneurs a space to get their start, Executive Director Chris Clouden said. Retail spaces range from 126 to 800 SF.

Once inside the market, business owners can focus on their own spaces without the worry of overhead, utilities or parking for customers, Clouden said. The market also offers marketing and promotions for its vendors.

Charlotte Center City Partners Director of Retail Chris Hemans said the key for micro-retail spaces to survive is to not go it alone.

“Being on an island by yourself is not the ideal situation, but having other similar businesses that are co-located in the same space makes sense,” he said.

“The businesses are complementary; they don’t necessarily compete directly,” Hemans said. “They have the opportunity to feed off of each other and work together for their own collective good.”



THE WORLD IS YOUR OYSTER





# 166 RUSSELL AVE.



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**RE/MAX**  
GARDEN CITY UPHOUSE REALTY BROKERAGE

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VANDERKUIP**  
BROKER OF RECORD

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