

**HISTORIC ICON, MODERN DESTINATION**

# PETRO FINA BUILDING

**FOOD HALL & RETAIL DISTRICT**  
736 8 Avenue SW Calgary AB

DOWNTOWN CALGARY'S NEXT FOOD HALL & RETAIL DESTINATION

+15 NETWORK CONNECTIVITY  
ACROSS FROM UofC SAPL'S NEW DOWNTOWN CAMPUS  
SERVING 1,200+ STUDENTS  
103 RESIDENTIAL UNITS WITHIN PETROFINA

**NOW LEASING TO FOOD, BEVERAGE, AND RETAIL OPERATORS**

**TheNiaziGroup** x **exp**<sup>TM</sup>  
REALTY

**Astra Commercial**

# A LANDMARK REPOSITIONED FOR CALGARY'S NEXT DOWNTOWN CYCLE

Petrofina has been repositioned as a mixed-use downtown destination where food, retail, residential density, institutional presence, and pedestrian connectivity come together within one address. What was once a traditional office building is evolving into a more dynamic urban environment designed to align with how downtown Calgary is changing.

## WHAT DEFINES THE OPPORTUNITY:

- 103 residential units generating daily on-site traffic
- Consistent foot traffic from nearby offices and residents
- Connected to Calgary's +15 pedestrian network
- Direct exposure along Stephen Avenue
- Direct adjacency to University of Calgary SAPL campus
- Strong visibility from both street and indoor traffic
- Projected increase to 14,000+ daily foot traffic
- 300,000+ daily transit passengers nearby
- Strong vehicle traffic exposure



Petrofina is not simply offering vacancy. It is offering operators the opportunity to align with a more connected, more active, and increasingly residential downtown environment.

# WHERE DOWNTOWN CIRCULATION CONVERGES

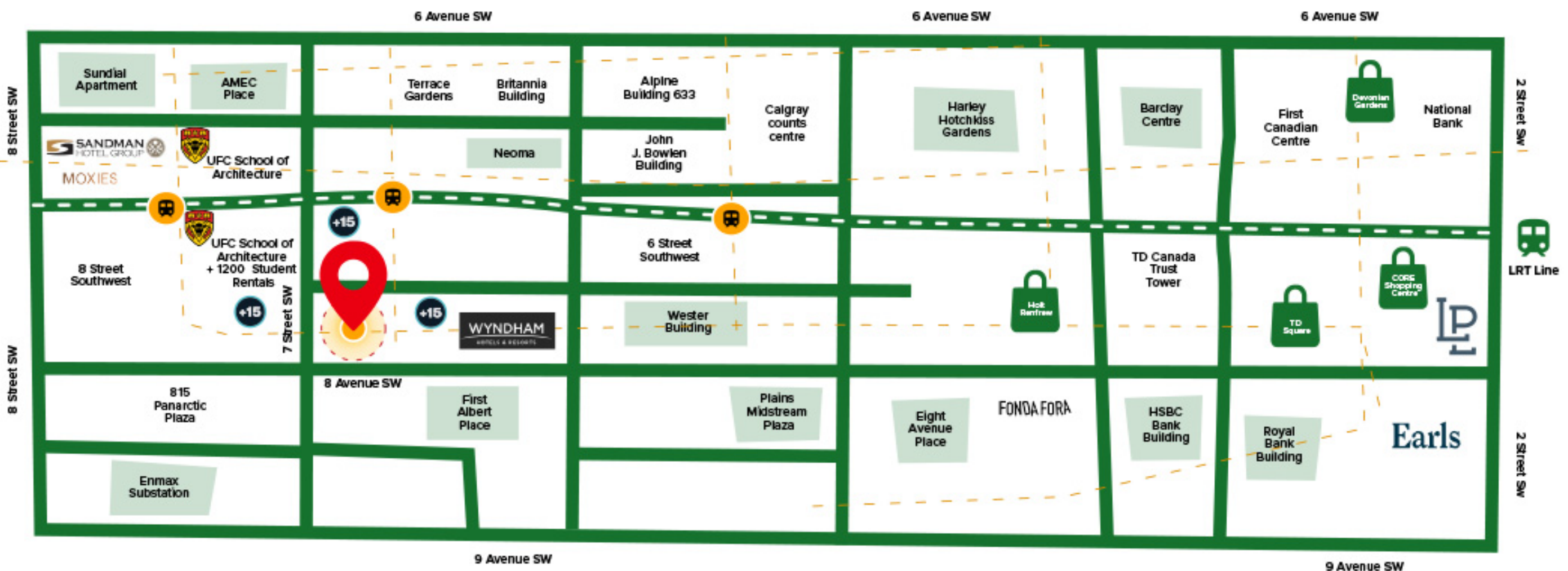
Petrofina occupies a strategic position within Downtown Calgary's evolving urban core, where pedestrian traffic, +15 connectivity, academic presence, and rising residential density combine to support consistent activity and long-term business value.

## WHY THIS LOCATION MATTERS:

- Direct frontage on Stephen Avenue
- Direct connection to Calgary's +15 network
- Adjacent to the University of Calgary SAPL campus
- Surrounded by office towers, hotels, and residential buildings
- Located within a growing mixed-use urban core

## WHAT THIS MEANS FOR OPERATORS:

- High visibility and consistent street exposure
- Year-round indoor pedestrian traffic
- Consistent daily demand from students and faculty
- Diverse and stable customer base
- Long-term growth and sustained commercial activity



# THE DEMAND STORY IS BUILT INTO THE LOCATION

## CORE DEMAND DRIVERS:

- In-building residential base creating recurring daily activity
- Downtown office population supporting morning, mid-day and after-work demand
- Institutional traffic from the ofC SAPL campus across the street
- +15 pedestrian flow providing indoor, all-weather connectivity
- Stephen Avenue revitalization enhancing pedestrian environment and public realm
- 21 approved office-to-residential conversions increasing future local population

## BEST SUITED FOR:

- ☕ Coffee and beverage concepts
- ⚡ Quick-service and fast-casual operators
- 🍱 Grab-and-go food formats
- 🏪 Everyday service retail
- 📦 Small-format urban brands
- 📍 Destination concepts that benefit from curation and adjacency

The project benefits from more than one customer stream. That creates a stronger operating environment for concepts that rely on frequency, convenience, visibility, and repeat visits.

# DOWNTOWN CALGARY OFFICE CONVERSIONS

Calgary's downtown core is being reshaped by a significant wave of office-to-residential conversions, introducing new residents, new patterns of activity, and a more balanced urban environment. This shift is changing how downtown functions. It is becoming less dependent on a single office cycle and more aligned with a broader mix of living, working, studying, and everyday use.

MILLION SQUARE FEET

**2.68**

RESIDENTIAL UNITS

**2,655**

RESIDENTS

**4,205**



# A MAJOR INSTITUTIONAL PRESENCE ACROSS THE STREET

Directly across from Petrofina, the University of Calgary's School of Architecture, Planning and Landscape introduces a built-in institutional audience to the block, with more than 1,200 students expected to animate the area on an ongoing basis.

This consistent daytime population drives demand for food, beverage, study-oriented, service, and convenience uses, creating a strong foundation for operators positioned within the project. The presence of SAPL further reinforces this pocket of downtown as an emerging live-work-study environment, supporting sustained foot traffic and long-term leasing performance.

## WHY SAPL MATTERS COMMERCIALY:

- Daily presence of students, faculty, and staff
- Consistent daytime traffic
- Natural demand for coffee, lunch, snacks, and grab-and-go formats
- Potential for extended dwell time and repeat visits
- Added energy and visibility within the immediate trade area



Petrofina benefits from being positioned beside an active academic anchor whose user habits align naturally with the uses being introduced into the building.

# ONE DESTINATION. TWO LEVELS. MULTIPLE DEMAND CHANNELS.

The University of Calgary's School of Architecture, Planning and Landscape adds another layer of daily activity directly across from Petrofina. Institutional users create recurring patterns of movement throughout the day and support food, beverage, study, and convenience-oriented uses.

## HOW THE CONCEPT WORKS:

- **Main floor:** street-facing energy, visibility, and immediate access
- **Second level:** +15-connected activation and indoor pedestrian flow
- **Combined effect:** a broader customer mix across multiple times of day







## WHY THE TWO-LEVEL STRATEGY IS EFFECTIVE:

- It reaches more than one traffic stream
- It supports both quick transactions and longer well time
- It allows for a more curated tenant mix
- It gives the project a stronger destination identity
- It creates flexibility across food, beverage, and complementary retail uses

Petrofina should read as a curated urban destination with layered access, efficient formats, and stronger adjacency between uses.

# STREET-LEVEL FOOD HALL

## BEST SUITED FOR:

-  Coffee concepts
-  Quick-service brands
-  Dessert and specialty snack operators
-  Grab-and-go formats
-  Independent concepts with a strong identity
-  Chef-driven small-format offerings

**CRU 1** 310 SQ. FT.

**CRU 2** 310 SQ. FT.

**CRU 3** 310 SQ. FT.

**CRU 4** 310 SQ. FT.

**CRU 5** 270 SQ. FT.

**CRU 6** 390 SQ. FT.



The main floor is designed to function as the front door of the Petrofina experience — active, efficient, and highly accessible.

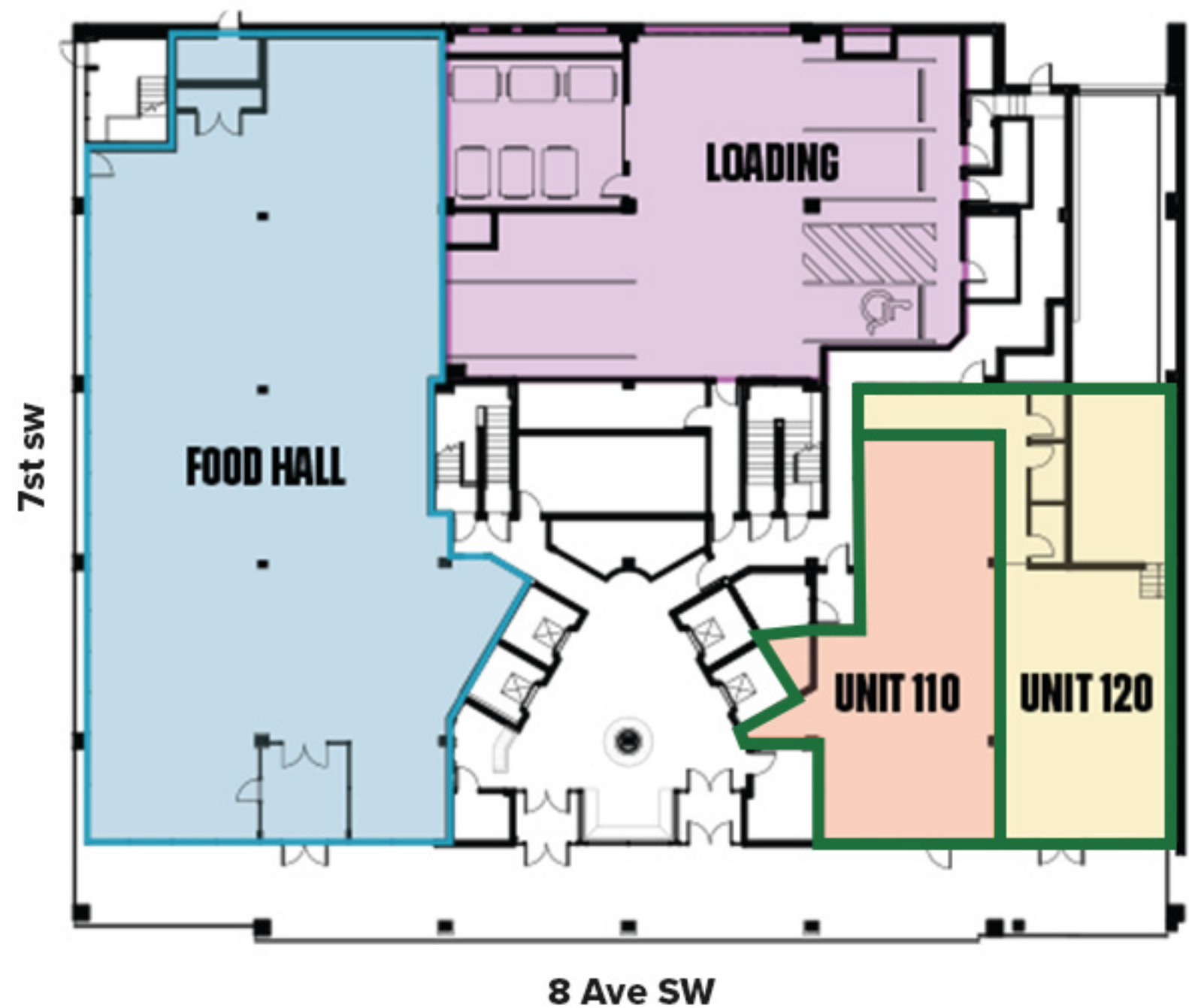
# MAIN FLOOR RETAIL OPPORTUNITIES

## WHY THESE UNITS STAND OUT:

- Main floor presence
- Adjacency to food hall traffic
- Exposure to downtown street movement
- Strong compatibility with food, beverage, service, and lifestyle retail
- Opportunity to operate within a curated mixed-use environment

**UNIT 110** 1480 SQ. FT.

**UNIT 120** 1778 SQ. FT.



These suites offer a larger footprint without losing the energy and visibility that define the Petrofina opportunity.

# +15 CONNECTED SECOND LEVEL ACTIVATION

## WHY THE +15 LEVEL WORKS:

- Direct exposure to indoor downtown circulation
- All-weather accessibility
- Additional opportunities for food, beverage, and flexible formats
- Strong adjacency to resident and building common areas
- Potential to support daytime meetings, casual gathering, and repeat use

**CRU 1** 236 SQ. FT.

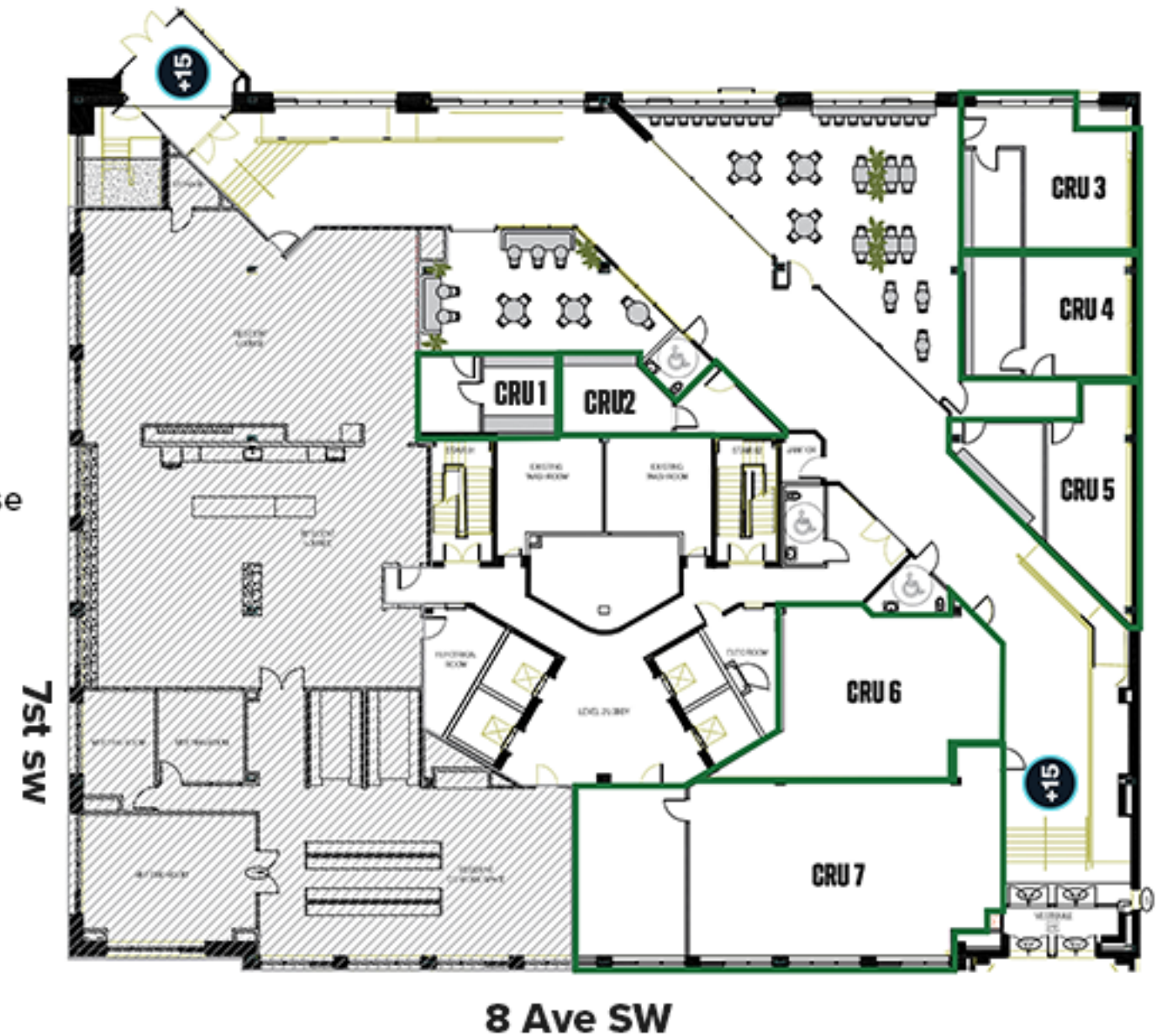
**CRU 2** 270 SQ. FT.

**CRU 3** 516 SQ. FT.

**CRU 4** 441 SQ. FT.

**CRU 5** 527 SQ. FT.

**CRU 6** 754 SQ. FT.



The +15 level adds depth to the Petrofina experience by creating an additional layer of activation tied to convenience, connectivity, and everyday downtown movement.

# A LONG-TERM VISION FOR DOWNTOWN ACTIVATION



Calgary has committed to a transformative downtown reinvestment cycle, with infrastructure, cultural, transit, and civic projects reshaping the core.

Public Capital Commitment: \$9B+ committed to downtown infrastructure to be delivered through 2031.

Private Capital Commitment: \$1.5B+ in announced mixed-use development and institutional reinvestment within the Culture + Entertainment District and Central Core. Including new luxury hotel flagships, office-to-residential conversions, and recapitalization of office assets.

## MAJOR PUBLIC INVESTMENTS

	<b>STEVEN AVE REVITALIZATION</b> <b>8 AVE SW (CORE)</b> 2.1km streetscape and infrastructure upgrade	<b>STATUS / ETA</b> Phase 1 / 2026 <b>INVESTMENT TOTAL</b> \$80 M
	<b>WERKLUND CENTRE</b> <b>315 8 AVE SW</b> Largest arts infrastructure project in Canada	<b>STATUS / ETA</b> Construction / 2028 <b>INVESTMENT TOTAL</b> \$680 M
	<b>GLENBOW MUSEUM</b> <b>401 9 AVE SW</b> Major renovation of 325,000 SF National landmark	<b>STATUS / ETA</b> Construction / 2026 <b>INVESTMENT TOTAL</b> \$205 M
	<b>SCOTIA PLACE</b> <b>555 13 AVE SE</b> New 18,000-seat NHL arena and event centre	<b>STATUS / ETA</b> Construction / 2027 <b>INVESTMENT TOTAL</b> \$1.22 B
	<b>BMO CENTRE</b> <b>20 ROUNDUP WAY SE</b> 1M SF global convention and exhibition facility	<b>STATUS / ETA</b> Complete <b>INVESTMENT TOTAL</b> \$500 M
	<b>GREEN LINE LRT</b> <b>20 ROUNDUP WAY SE</b> 17.2km light-rail-transit through Downtown	<b>STATUS / ETA</b> Design / 2031 <b>INVESTMENT TOTAL</b> \$6.25 B
	<b>OLYMPIC PLAZA</b> <b>8 AVE SW (CORE)</b> 5,000-person outdoor event space / cultural hub	<b>STATUS / ETA</b> Pre-Construction / 2028 <b>INVESTMENT TOTAL</b> \$70 M

# NOW LEASING AT PETROFINA

PETROFINA  
BUILDING

## TENANT POSITIONING

Petrofina is seeking food, beverage, and retail operators that can contribute to a well-composed, high-performing downtown destination.

Whether the fit is a compact food hall concept, a larger main floor retail presence, or a +15-connected use, the opportunity is to become part of a project aligned with Calgary's next phase of downtown activity.

## STRATEGIC LEASING OPPORTUNITY

We are actively curating the tenant mix at Petrofina to ensure long-term performance, synergy, and foot traffic across all levels.

For brands that want to be part of downtown Calgary's next wave of activity, this is where that opportunity begins. Request current availability, review floor plans, or schedule a private tour.

## OPPORTUNITIES INCLUDE

**MAIN FLOOR FOOD HALL**

**MAIN FLOOR RETAIL SUITES**

**+15 CONNECTED SECOND-LEVEL FOOD HALL**



## CONTACT

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