



Brockville Hotel Lands

Shovel Ready Hotel Development Opportunity
 2 Windsor Drive, Brockville, ON



Executive Summary

The Offering

High profile shovel ready and site plan approved hotel development site located directly off Highway 401 and Stewart Boulevard in Brockville, ON.



Site Area
1.59 acres

Proposed Development
6 Storey Hotel
100 Suites



PIN
03441760220



Asking Price
\$2,000,000



Listing Agents
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Property Highlights

- 1.59 acre hotel development site with premium visibility from Hwy 401
- Located along the very high traffic intersection of Stewart Blvd & Parkedale Ave (43,000 cars daily)
- Site plan approved and shovel ready development
- Approved for 6 storey hotel with 100 suites
- Favorable feasibility study promoting an 'extended stay' hotel & suites
- Directly adjacent to the Hwy 401 on/off ramps with countless amenities
- Surrounded by service retail tenants such as Starbucks, Petro Canada, A&W, Popeyes, Pet Valu, etc.
- Direct access to hotel via Windsor Drive, next to 1000 Island Plaza
- Shared cross-access with the adjacent retail plaza offering multiple access points



Property Overview

Property Details	
Property Address	2 Windsor Drive, Brockville, ON
Intersection	Highway 401 & Stewart Boulevard
Ownership	Brockville Crossroads Hotel Properties Inc.
Legal Description	PART LOTS 1, 2 & 3 PLAN 4 PARTS 14 & 15 28R14104 SUBJECT TO AN EASEMENT IN GROSS OVER PARTS 5 & 6 28R15056 AS IN LE107730 SUBJECT TO AN EASEMENT IN FAVOUR OF PARTS 1-13, 16-24 28R14104 AS IN LE117028 CITY OF BROCKVILLE
Site Area	1.59 acres
Zoning	C2 - 14 – General Commercial
Financing	Free and Clear
Development Status	Site Plan Approved
Reports Available	HVS Feasibility, Traffic Study, Environmental

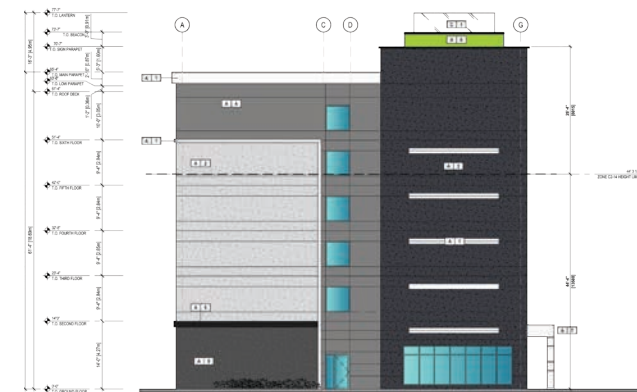


Proposed Development

Hotel Type:	Extended Stay Hotel
Storeys:	6 Storeys
Rooms:	100 Suites
Parking:	84 on-site parking spaces
Additional Parking:	10 additional parking spaces at adjacent plaza
Amenities & Services:	<ul style="list-style-type: none"> • Indoor swimming pool • Lobby workstations • Guest laundry area • Vending area • Fitness room • Market Pantry • Outdoor patio



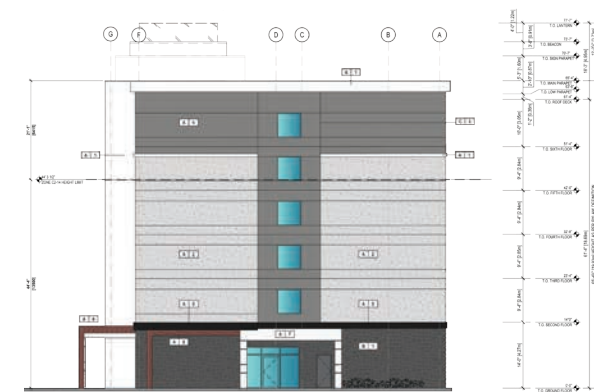
WEST ELEVATION (BACK FACING EXISTING COMMERCIAL)



SOUTH ELEVATION (FACING THE PLAZA- PARKDALE AVE)



EAST ELEVATION (SIDE - FACING 401 OFF RAMP)



NORTH ELEVATION (FRONT - WINDSOR DR)

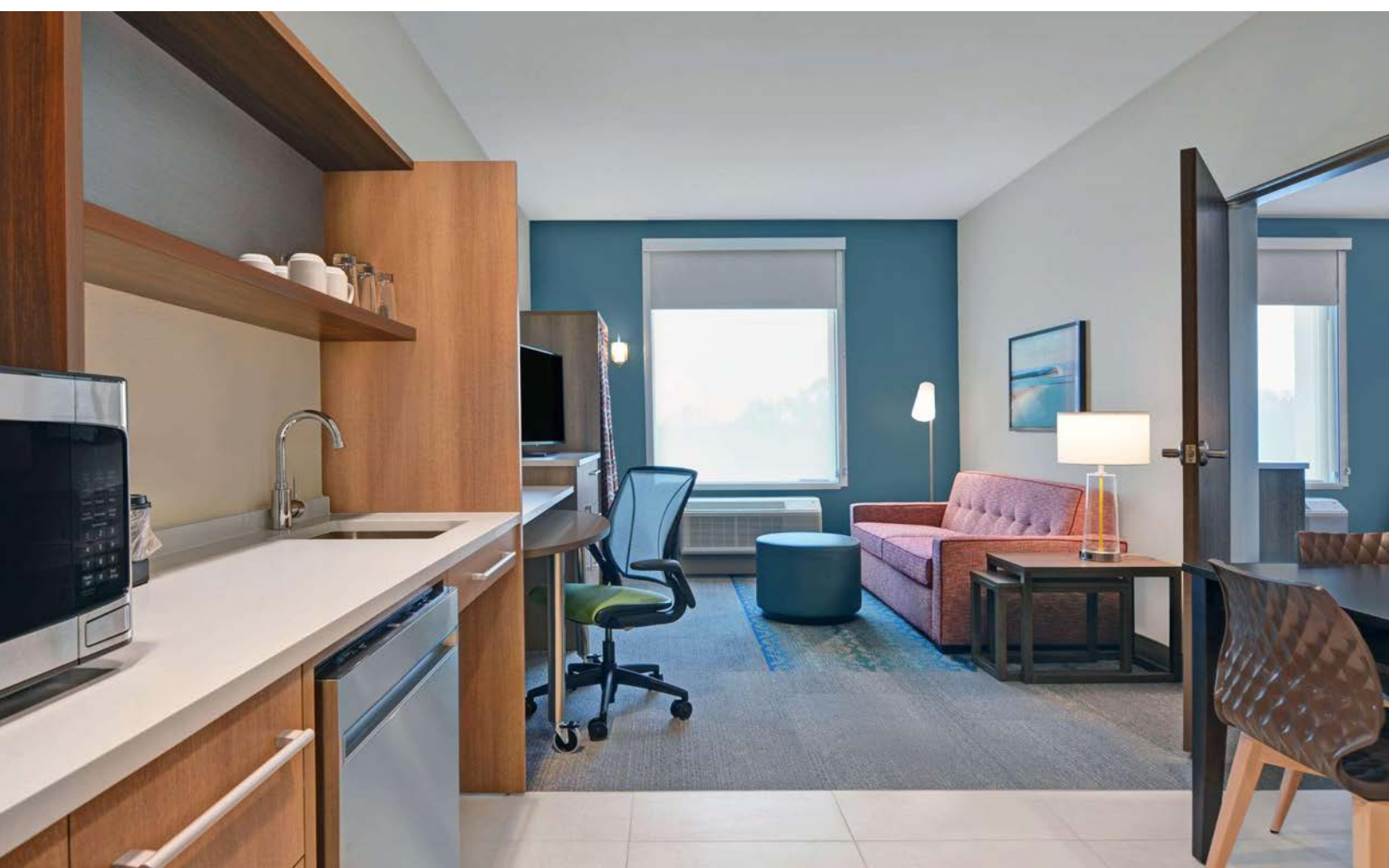


Extended Stay

The property is site plan approved for a 6 storey hotel development with 100 rooms and will offer amenities that include an indoor swimming pool, guest laundry, boardroom, fitness room, breakfast dining room and lobby workstations. The site is planned for an extended stay lodging facility that is expected to be associated with a brand such as Home2 Suites by Hilton or TownePlace Suites by Marriott.

The proposed subject hotel will feature suite-style guestroom configurations. The guestroom suites will be present on levels two through six within the one building. The Hilton prototype for Home2 Suites is comprised of king and queen/queen studio suites featuring a kitchenette and living, dining, and bedroom areas.

The growth of extended stay hotels has reached record highs in recent years as more and more travelers look for safe, comfortable lodging with affordable rates. Extended stay patrons have a preference for hotels located near shopping center, restaurants, entertainment venues, and service retail uses such as restaurants and fueling stations. The Brockville Hotel Lands are ideally situated to capture the extended stay market while offering a premium hotel to the marketplace.



Occupancy & Revenue

Developers can expect a potential completion date of the subject property by 2025 and will benefit from the improving national hotel industry and increased occupancy rates. With hotel demand starting to approach 2019 levels, the Brockville Hotel Lands are ideally situated to capture the extended stay segment and outperform its inferior quality hotel competitors. While the drop in demand affected the entire industry during Covid-19, hotels that rely on group demand and/or air travel were hit the hardest. Transient-oriented hotels that rely more on highway travelers and those in drive-to destinations fared better. In 2022, the market continued to make significant gains, with room rates at unprecedented highs driving the recovery with an ADR of \$181 and occupancy rates at 61%.

- 2022 resulted in a meaningful recovery after demand for hotels surged in nearly all regions
- Overall occupancy rates are approaching 2019 levels with domestic leisure demand pushing above pre-Covid levels
- Brockville Hotel Lands are ideally situated directly off Highway 401 to capture the extended stay segment
- Inferior and economy scale hotels in Brockville negatively impact the overall market wide occupancy levels
- Under demolished market - new hotel development in Brockville will likely lead to economy scale hotels to be demolished or re-purposed
- The brand new quality of the subject property and the anticipated extended stay brand affiliation will make the proposed subject hotel an attractive addition to the local market
- The proposed hotel will be the most recent and new format extended stay hotel within the market and is projected to capture more than its fair share of the market demand



Neighbouring Retail Overview



Parkedale Avenue

Highway 401



Stewart Boulevard



*Concept Plan Only

Access

Stewart Boulevard &
Parkedale Avenue



43,000
vehicles per day



Brockville Hotel Lands are located at the major intersection of Highway 401 and Stewart Boulevard. The property has direct ingress/egress from Windsor Drive along with additional cross access points from the adjacent retail plaza. With immediate access to the Highway 401 on/off ramps, the site offers excellent visibility and tremendous exposure to its customers.



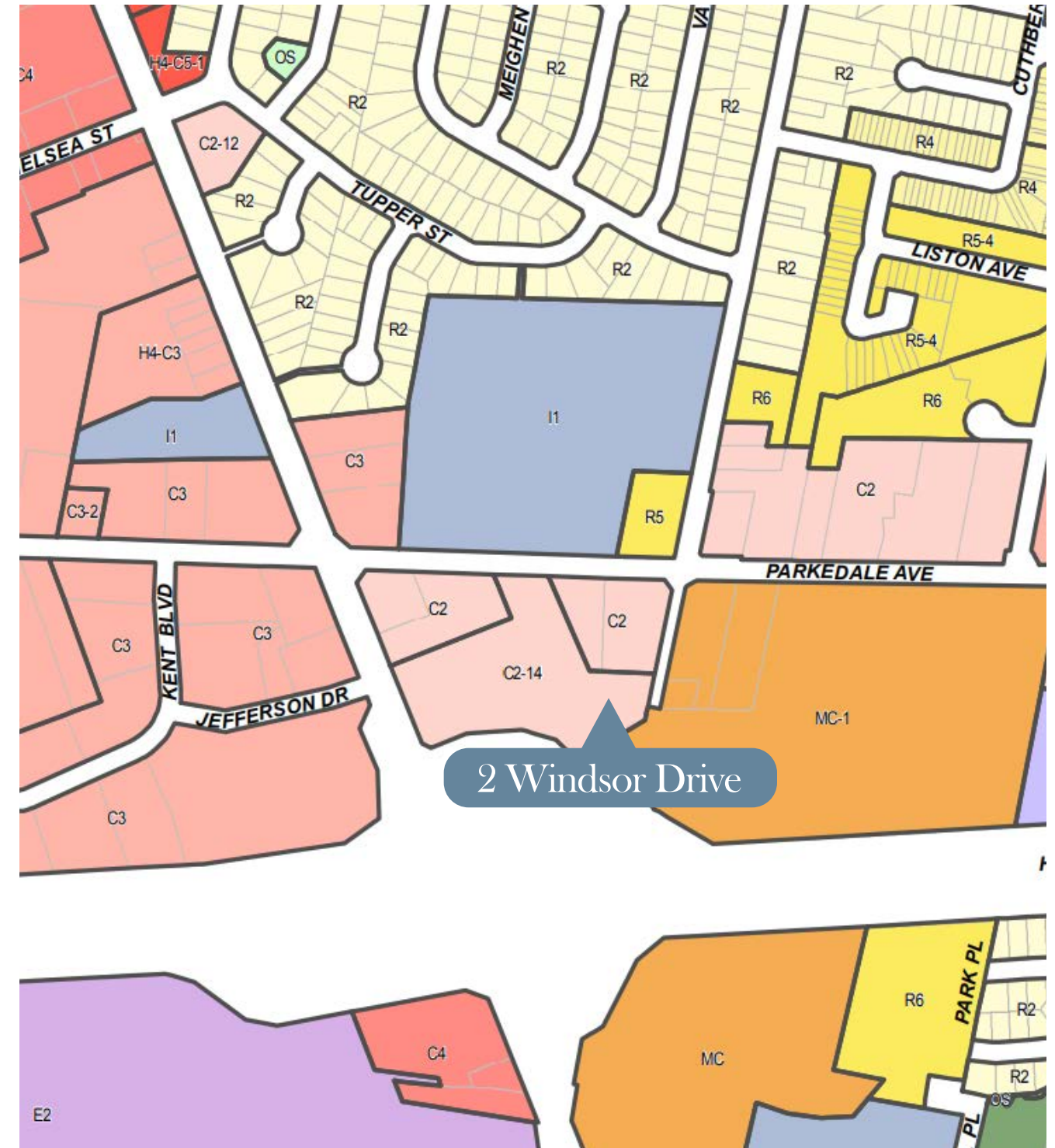
Zoning

Zoning

According to the Town of Brockville Zoning by-law, the zoning designation of the property is “General Commercial Zone (C2)”.

Permitted Uses

- Apartment Unit
- Adult Day Care
- Arcade
- Artist’s Workshop
- Assembly Hall
- Automobile Gas Bar
- Automobile Service Station
- Bakery
- Bake Shop
- Business and Professional Offices
- Business Incubator/Accelerator
- Business Service Establishment
- Car Wash
- Catering Service
- Clinical or Medical Office
- Commercial Recreation Establishment
- Commercial School
- Commercial Use
- Community Centre
- Computer Service
- Contractor’s Establishment
- Courier Service
- Custom Workshop
- Day Nursery
- Delicatessen
- Dry Cleaning Outlet
- Dry Cleaning Plant
- Film, Television and Recording Studio
- Financial Service
- Flea Market
- Gas Bar
- Health Club
- High Technology Retail Store
- Home Appliance Store
- Home Decorating Store
- Home Furnishing Store
- Home Improvement Store
- Hotel
- Laundromat
- Medical/Dental Laboratory
- Mixed Commercial/Residential Building
- Motel
- Personal Service Establishment
- Pet Shop
- Photographic Service
- Printing Establishment
- Private Club
- Research and Development Establishment
- Restaurant
- Restaurant - Take-out
- Retail Store
- Retail Warehouse
- Seasonal Use
- Semi-Permanent Covered Structure (as an accessory structure)
- Service and Repair Shop
- Sub Post Office
- Taxi Dispatch Service



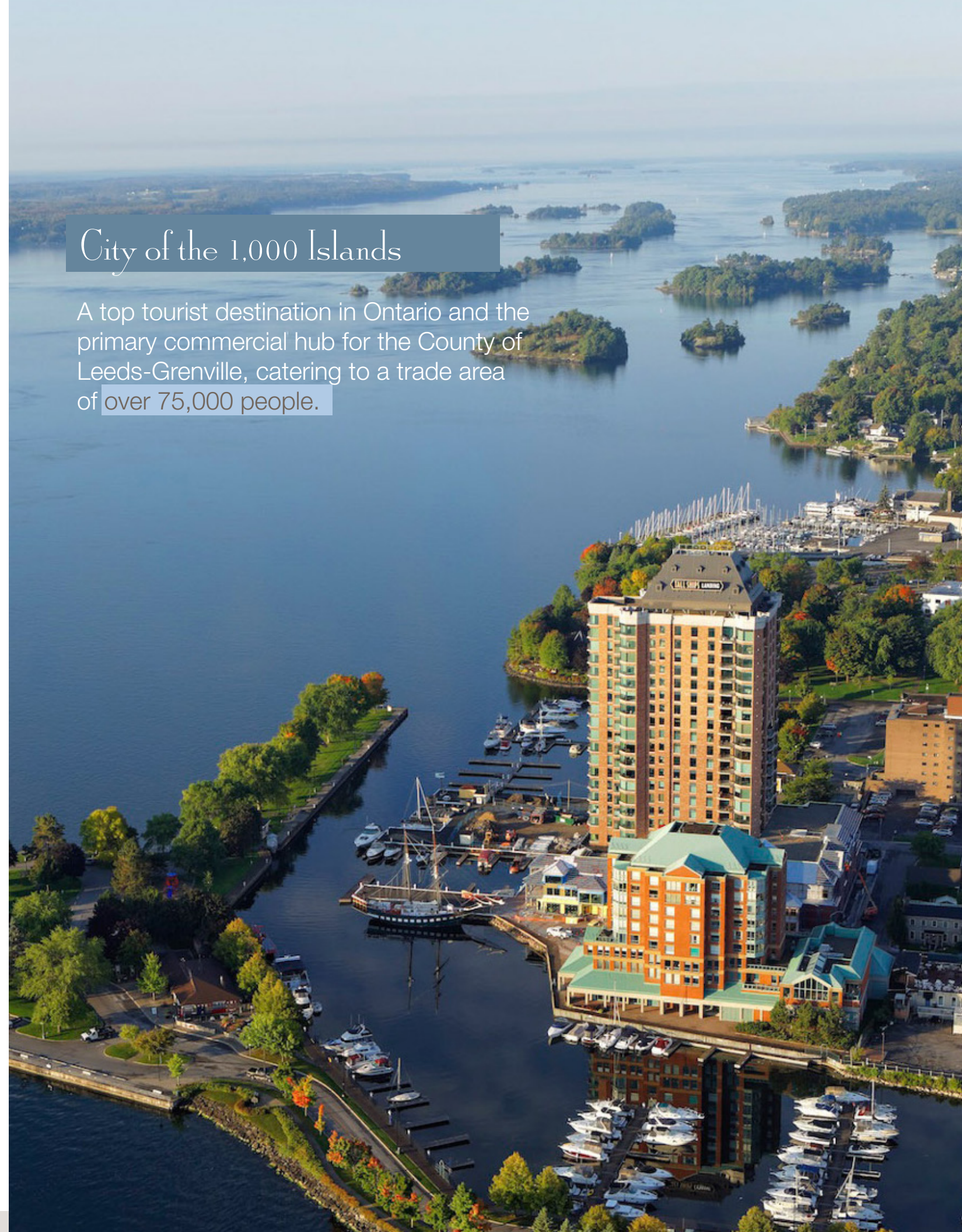
Area Overview

Brockville is a city in Eastern Ontario conveniently located roughly midway between Toronto and Montreal. It is one of Ontario's oldest communities and fronts on the north shore of the beautiful Saint Lawrence River. It is commonly known as the "City of the 1000 Islands" due to its proximity and easy access to the world famous Thousand Islands. As a result, Brockville is consistently one of Ontario's top tourist destinations. People from all across North America flock to the city to take in not only the nearby Islands but it's world-class architecture. The beauty of the real estate has garnered so much attention that it is often referred to as a "virtual outdoor museum of architecture".

Beyond the robust tourism, Brockville carries countless other drivers that make it prime for

investment. It is the main administrative, health care and commercial centre for Leeds-Grenville county. The city carries a trade area in excess of 75,000 people and the Brockville General Hospital is embarking on a major expansion project to accommodate the thriving growth of the county.

From an economic standpoint, the city is strategically located near several major commercial hubs (USA, Toronto, Montreal) and has the busiest highway in North America (Hwy 401) running directly through town. Industry leading organizations such as 3M, Leclerc Foods, Trillium Canada and Shell have recognized this logistical geographic advantage and have opened facilities/offices and invested heavily in the community.



City of the 1,000 Islands

A top tourist destination in Ontario and the primary commercial hub for the County of Leeds-Grenville, catering to a trade area of over 75,000 people.

Area Overview



Brockville Railway Tunnel



Fulford Place Museum



Brockville Museum



Aquatarium Brockville



Brockville Arts Centre

Distances To Major Markets

Toronto	Ottawa
339 km 3 hr 17 min	115 km 1 hr 13 min
Montreal	US Border
207 km 2 hr 15min	27 km 18 min

Brockville Demographics

Daytime Population	Median Age
54,000	44
Trade Area Population	Avg. Household Income
75,000	\$87,000

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