



DOWNTOWN ST. CATHARINES



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# DOWNTOWN RENAISSANCE

There's a new energy on the streets of downtown St. Catharines.

No other mid-size urban core in Canada has seen the sheer level

of infrastructure investment, business development and cultural

renaissance that is reshaping downtown St. Catharines.



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## DOWNTOWN **LIVING**

With a diverse stock of heritage homes, apartments, modern condos and post-secondary residences, downtown St. Catharines is home to a dynamic urban population. The downtown area offers an array of office space complimented by the growing number of boutique shops, restaurants, pubs and service industry that will support both the public and private sector investments being made. From busy cafés to the bustling farmer's market to the ever-growing number of festivals and events centred around the downtown core, there's a growing sense of excitement among residents, business owners and property developers.



# DOWNTOWN THRIVING ARTS & CULTURE

Downtown St. Catharines has long been a magnet for artists, theatre companies and performers.

With state-of-the-art venues, an impressive pool of creative skills and an inspiring urban setting,

downtown St. Catharines is indeed becoming Canada's newest hotbed for arts and culture.

☐ \$60 million Performing Arts Centre, opening 2015

☐ Brock University's \$42M Marilyn I. Walker School of Fine and Performing Arts, opening 2015



THE PERFORMING ARTS CENTRE AND BROCK UNIVERSITY'S  
MARILYN I. WALKER SCHOOL OF FINE AND PERFORMING ARTS:



WORLD-CLASS PERFORMANCE VENUES

775  
SEATS



Concert  
Hall

300  
SEATS



Recital  
Hall

210  
SEATS



Dance/  
Theatre Venue

187  
SEATS



Film  
Venue



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## DOWNTOWN A PLACE TO PLAY

From the internationally renowned Niagara Wine Festival, to the annual Folk Arts Festival, headliner concerts and sporting events, to Niagara Vegfest, and many more, downtown events keep the streets bustling and merchants busy, enhancing St. Catharines' reputation as a cultural and entertainment hub.



Vaughn Ridley - Photographer

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## MERIDIAN CENTRE

\$50 million dollar Meridian Centre, accommodating 6,000 people for concerts and events, or 5,400 for the Niagara Ice Dogs OHL hockey games.

# THE URBAN CONNECTION TO WINE COUNTRY

2014 marks a new course for the Wine Council of Ontario's official Wine Route, as wine enthusiasts are directed along St. Paul Street, linking Niagara's three major wine regions: Bench Wineries in Lincoln, Twenty Valley and Niagara-on-the-Lake. This new route provides wine and culinary tourists, a burgeoning market of 1.8 million people annually, with an expanded urban experience by introducing them to the restaurants, pubs and boutiques unique to downtown St. Catharines.



# DOWNTOWN **INFRASTRUCTURE**

A new \$28 million dollar parking garage on Carlisle Street features 600 parking spots and an overhead passageway to the Ontario Ministry of Transportation's Head Office. The parking infrastructure is just a few minutes away from the new Performing Arts Centre and Meridian Centre and will support the increased traffic flows from those new amenities.



## KEY ACCESS

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A new \$90M signature bridge (Burgoyne Bridge) will span twelve mile creek and the 406 highway below acting as a gateway from west St. Catharines into the urban core of the city.



Downtown St. Catharines is easily accessed by GO Transit daily bus service and seasonal train service between Niagara and the Greater Toronto Area, with negotiations for year-round train service well underway.

# DOWNTOWN **OPEN FOR BUSINESS**

Business is on board with the City of St. Catharines' vision to create unique cultural

spaces that are complimented by increased employment options. The downtown

core is currently defined by an array of industry sectors that continue to expand and

breathe new life into the urban centre.

## WHY DOWNTOWN **ST. CATHARINES?**

**\$90M**  
BURGOYNE  
BRIDGE  
REPLACEMENT  
OF EXISTING  
STRUCTURE  
WITH LANDMARK  
CROSSING  
SIGNATURE  
BRIDGE

**\$62M**  
PERFORMING  
ARTS CENTRE  
4 THEATRE SPACE  
**800**  
SEAT MAIN THEATRE  
TO BRING APPROX.  
125K NIGHTTIME  
AND 25K DAY TIME  
VISITS PER YEAR

**\$50M**  
MERIDIAN  
CENTRE  
SPECTATOR FACILITY  
**5400**  
SEAT HOCKEY ARENA  
**AND 6000**  
SEAT VENUE

**\$42M**  
MARILYN  
I. WALKER  
SCHOOL OF FINE AND  
PERFORMING ARTS  
**600**  
STUDENTS  
AND FACULTY

**\$28M**  
CARLISLE ST  
PARKING GARAGE  
**600**  
PARKING SPACES  
**11K SQ.FT. OF**  
RETAIL STOREFRONT SPACE

## RECENT/NEW **PRIVATE DOWNTOWN INVESTMENTS**

### Restaurants:

- The Works Burger
- Subway
- Burrito Boyz
- Kullys Sports Bar
- LaScala

### Commercial:

- Algoma Central Properties (Head Office)
- WSP - Formerly Genivar
- Royal Bank
- Meridian Credit Union
- KPMG

### Interactive Digital Media:

- Keyframe Productions
- Fourgrounds Media
- Form and Affect
- Tucows (Ting Mobile)
- Symetric Productions

### Retail:

- Critelli's Fine Furniture
- Verity
- DLish Tasteful Gifting
- Jewellery Design By Catherine
- Long & McQuade Musical Instruments

### Real Estate:

- Royal LePage
- PennTerra Group
- 3D Properties
- Blair Blanchard Stapleton Ltd.
- Davidson Commercial

## DOWNTOWN A DIGITAL MEDIA HUB

Innovate Niagara helps entrepreneurs in high-growth industries to start, grow and succeed. Founded on the principle of “innovation through collaboration,” Innovate Niagara provides a single access point to match clients with services to suit their needs through a suite of in-house programs, resource partners and network of incubation facilities. Closely integrated with Innovate Niagara is the Generator at One, a state-of-the-art digital media incubator and facility that houses world-class technology, talent, and experience to provide full-service interactive media production capabilities to tenant businesses.

### Since 2011, Innovate Niagara has:

- ❑ Provided over 2,500 consulting hours to over 250 clients
- ❑ Delivered \$1.6M worth of market intelligence
- ❑ Organized 50 networking and training sessions with over 2,100 participants
- ❑ Helped clients get \$3.4M in funding
- ❑ Incubated 17 profitable companies
- ❑ Facilitated the creation of over 145 new jobs



[innovateniagara.com](http://innovateniagara.com)

## TING MOVES DOWNTOWN

Ting, the mobile phone service subsidiary of internet-giant

Tucows, recently opened a customer service centre

in downtown St. Catharines, expected to grow to 200 positions. Ting chose to locate

in St. Catharines because of the area's significant fibre optics hub and the City's

open-for-business outlook.

# DOWNTOWN ST. CATHARINES



## BE A PART OF OUR CITY'S **DOWNTOWN RENAISSANCE**

The City of St. Catharines invites you to experience the excitement of our downtown transformation. Our Economic Development team will be happy to arrange a tour of the downtown core, recommend available space and provide current information on business and property owners. To arrange your visit, please contact:

Economic Development and Tourism Services

Marco Marino, Economic Development Officer  
T: 905-688-5601 ext. 1568 E: mmarino@stcatharines.ca

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