

PREMIER WATER FRONT DEVELOPMENT ASSEMBLY

# 3 HAWTHORNE AVE 221 ECHO DR & 695 COLONEL BY DR

OTTAWA , ONTARIO  
Rideau Canal Corridor

## ADAM PEARCE

SALES REPRESENTATIVE

[adam@sleepwellrealty.com](mailto:adam@sleepwellrealty.com)

613-899-3008

## ANGIE PEARCE

SALES REPRESENTATIVE

[angie@thepearceteam.ca](mailto:angie@thepearceteam.ca)

613-979-2831



# EXECUTIVE SUMMARY

Sleepwell Realty is pleased to present a rare urban redevelopment and land assembly opportunity located at the prominent intersection of Colonel By Drive, Echo Drive, and Hawthorne Avenue in the heart of Old Ottawa East. Positioned directly adjacent to the Rideau Canal corridor and only minutes from Downtown Ottawa, Lansdowne Park, Elgin Street, Main Street, and the Glebe, this highly visible corner assemblage offers exceptional long-term mixed-use development potential within one of Ottawa's most desirable urban neighbourhoods.

The offering includes 3 Hawthorne Avenue, 221 Echo Drive, and 695 Colonel By Drive, representing a strategic consolidated development footprint with significant frontage and exposure along one of Ottawa's most iconic transportation and recreational corridors.

Preliminary zoning and massing analysis based on the proposed MS1 [2222] H(20) zoning framework indicates the potential for a mid-rise mixed-use development featuring commercial activation at grade with residential density above.

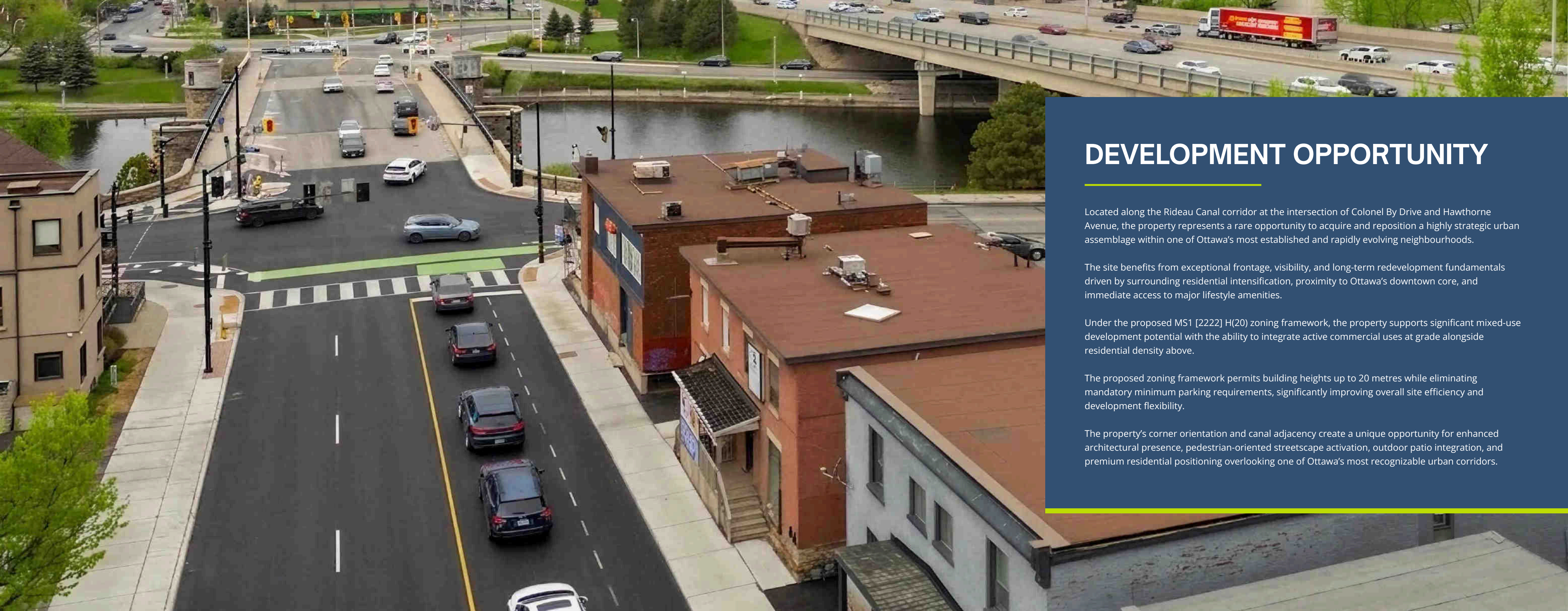
With direct adjacency to the Rideau Canal pathway system, immediate access to downtown Ottawa, and exceptional pedestrian and cycling connectivity, the site presents a unique opportunity to develop a landmark urban asset within a supply-constrained and rapidly intensifying corridor.

Preliminary development analysis suggests the potential for approximately 36,000–45,000 square feet of gross buildable area, subject to final design, approvals, zoning interpretation, and municipal review.

## KEY DEVELOPMENT HIGHLIGHTS

- Approximate consolidated land area of 925.73 m<sup>2</sup>
- Approximate non-residential footprint potential of 9,100 SF
- Approximate residential footprint potential of 7,150 SF
- Potential building height up to 20 metres
- Proposed zoning framework: MS1 [2222] H(20)
- No mandatory minimum parking requirements
- Significant corner exposure and frontage
- Steps from the Rideau Canal, Main Street, Elgin Street, Lansdowne Park, and Downtown Ottawa
- Exceptional walkability, cycling infrastructure, and transit connectivity
- Opportunity for commercial-at-grade activation with residential intensification above





## DEVELOPMENT OPPORTUNITY

---

Located along the Rideau Canal corridor at the intersection of Colonel By Drive and Hawthorne Avenue, the property represents a rare opportunity to acquire and reposition a highly strategic urban assemblage within one of Ottawa's most established and rapidly evolving neighbourhoods.

The site benefits from exceptional frontage, visibility, and long-term redevelopment fundamentals driven by surrounding residential intensification, proximity to Ottawa's downtown core, and immediate access to major lifestyle amenities.

Under the proposed MS1 [2222] H(20) zoning framework, the property supports significant mixed-use development potential with the ability to integrate active commercial uses at grade alongside residential density above.

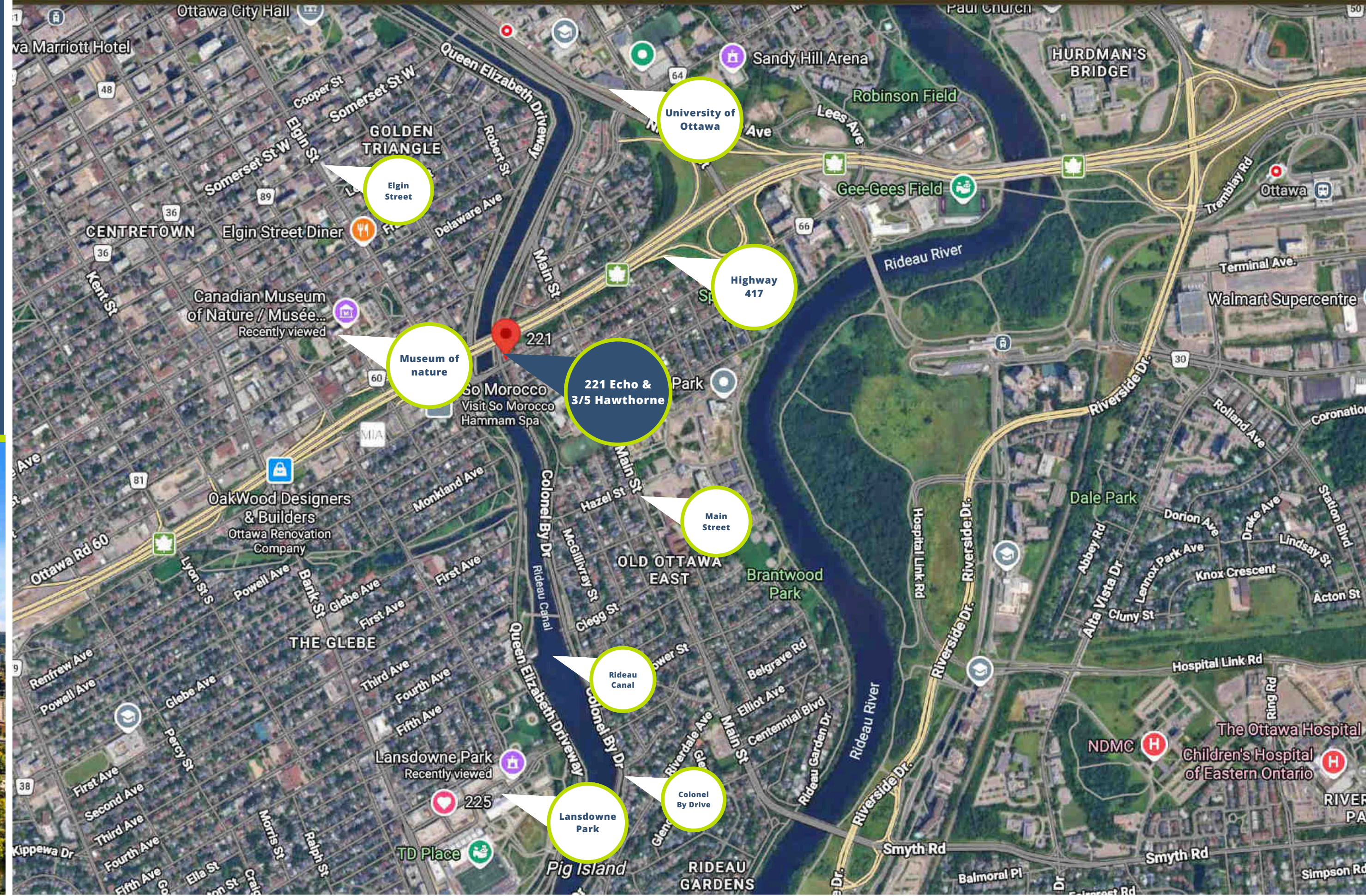
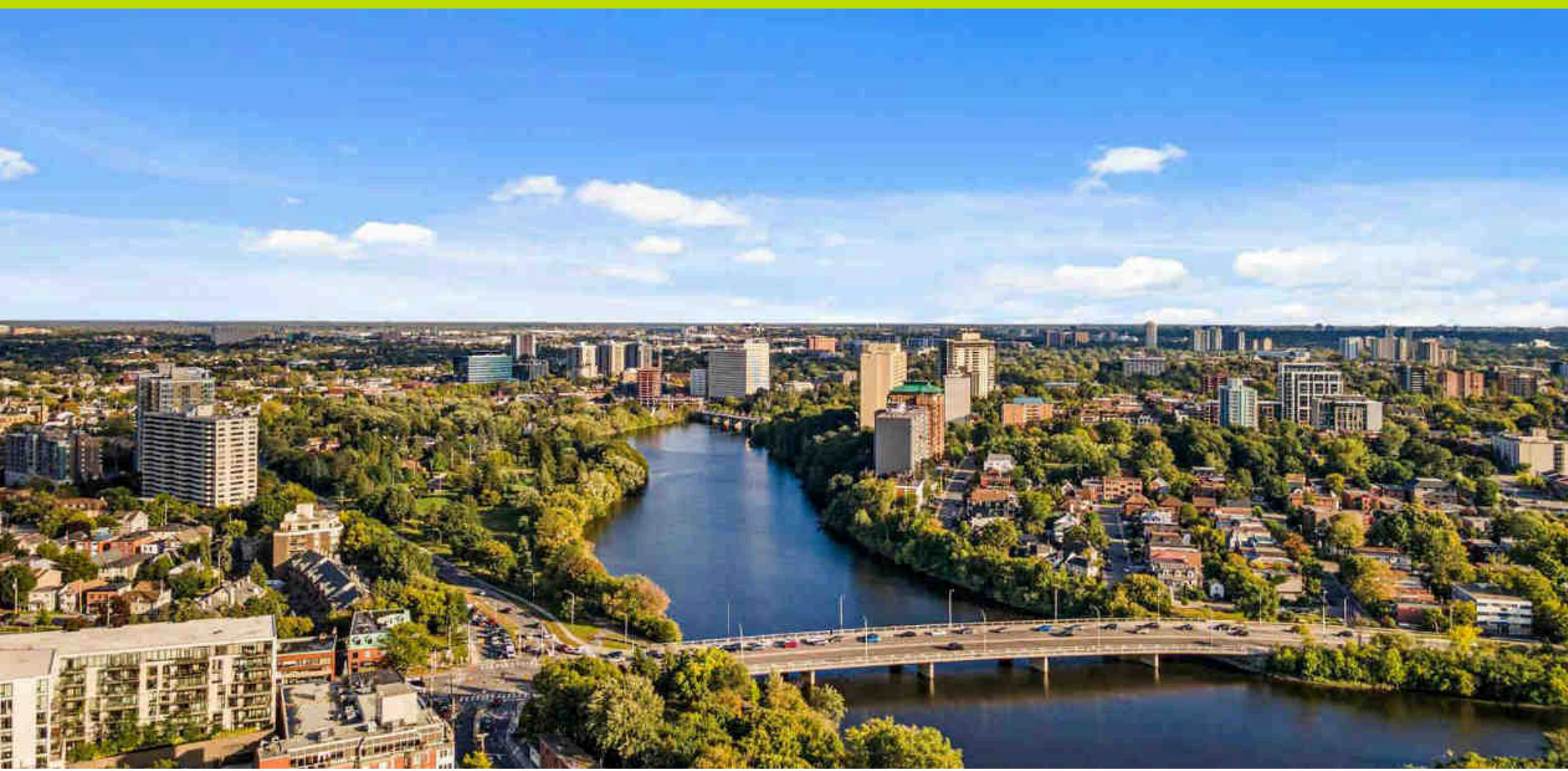
The proposed zoning framework permits building heights up to 20 metres while eliminating mandatory minimum parking requirements, significantly improving overall site efficiency and development flexibility.

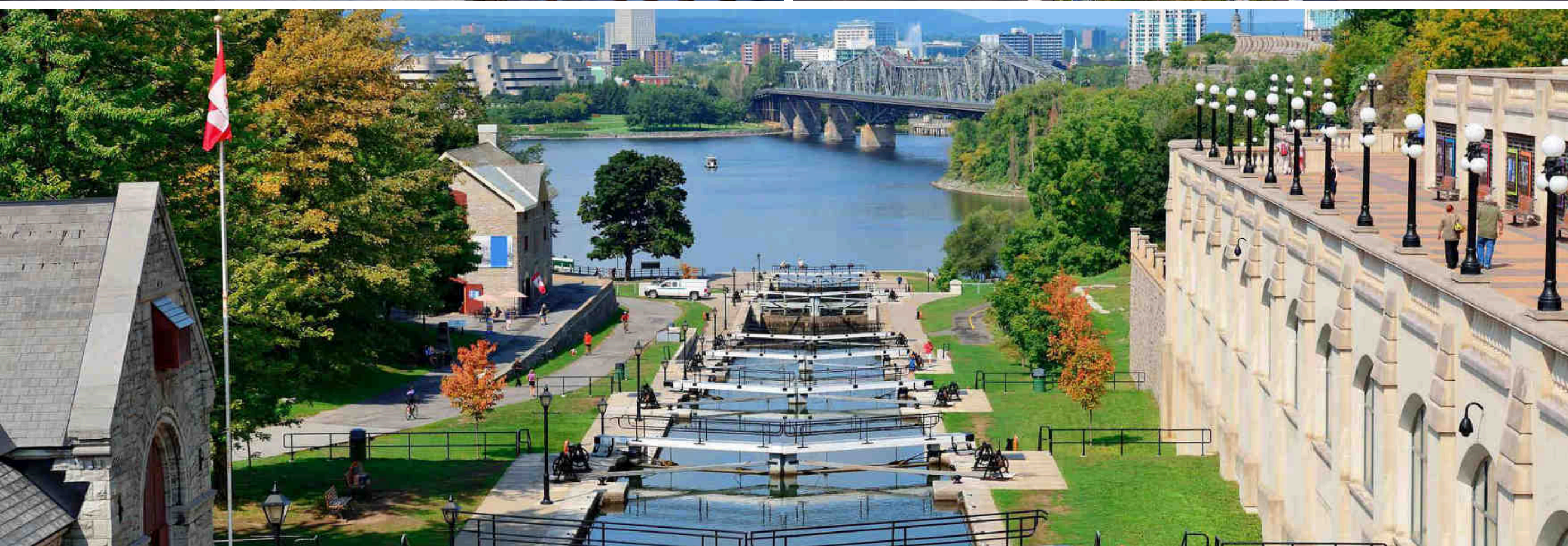
The property's corner orientation and canal adjacency create a unique opportunity for enhanced architectural presence, pedestrian-oriented streetscape activation, outdoor patio integration, and premium residential positioning overlooking one of Ottawa's most recognizable urban corridors.



# LOCATION HIGHLIGHTS

- Direct frontage along Colonel By Drive
- Steps to the Rideau Canal pathway network
- Minutes to Downtown Ottawa
- Immediate proximity to Main Street and Elgin Street
- Strong surrounding demographics and residential density
- Exceptional cycling and pedestrian connectivity
- Located within one of Ottawa's premier urban infill corridors





# LOCATION & DISTRICT CONNECTIVITY

Old Ottawa East delivers a premium commercial context, merging the tranquility of Rideau Canal trail networks with rapid arterial connections to Ottawa’s downtown core. Positioned directly alongside key landmark routes, it secures exceptional exposure to affluent urban residents, regular recreational commuters, and a steady influx of seasonal visitors exploring the historic canal district.

Rideau Canal Pathway Corridor	1 Minute Walk Time	Direct Frontage Access
Main Street Commercial District	3 Minutes Drive Time	0.9 km Base Radius
Elgin Street Shopping District	4 Minutes Drive Time	1.2 km Base Radius
Highway 417 On-Ramps	4 Minutes Drive Time	1.4 km Base Radius
Lansdowne Park & The Glebe	5 Minutes Drive Time	1.8 km Base Radius
Downtown Ottawa Corporate Core	6 Minutes Drive Time	2.5 km Base Radius



# CONVENIENT & ACCESSIBLE RETAIL LANDSCAPE



## Nearby Hubs

Old Ottawa East Main Street  
The Glebe Shopping District  
Lansdowne Retail Park  
Rideau Centre Hub  
Colonel By Corridors



## Grocery & Markets

Loblaws Isabella Street  
Whole Foods Lansdowne  
The Glebe Farmers Market  
Singhal Grocery Terminal  
Arum Korean Mini Market



## Dining & Hospitality

The Canal Side Pub  
Green Door Restaurant  
Happy Goat Coffee Co.  
Starbucks Main Street  
Vittoria Trattoria Dining  
Erling's Variety Bistro



## Institutional Assets

Saint Paul University  
Lady Evelyn Alternative School  
Immaculata High School  
Ottawa University Campus  
Ottawa City Hall Centre



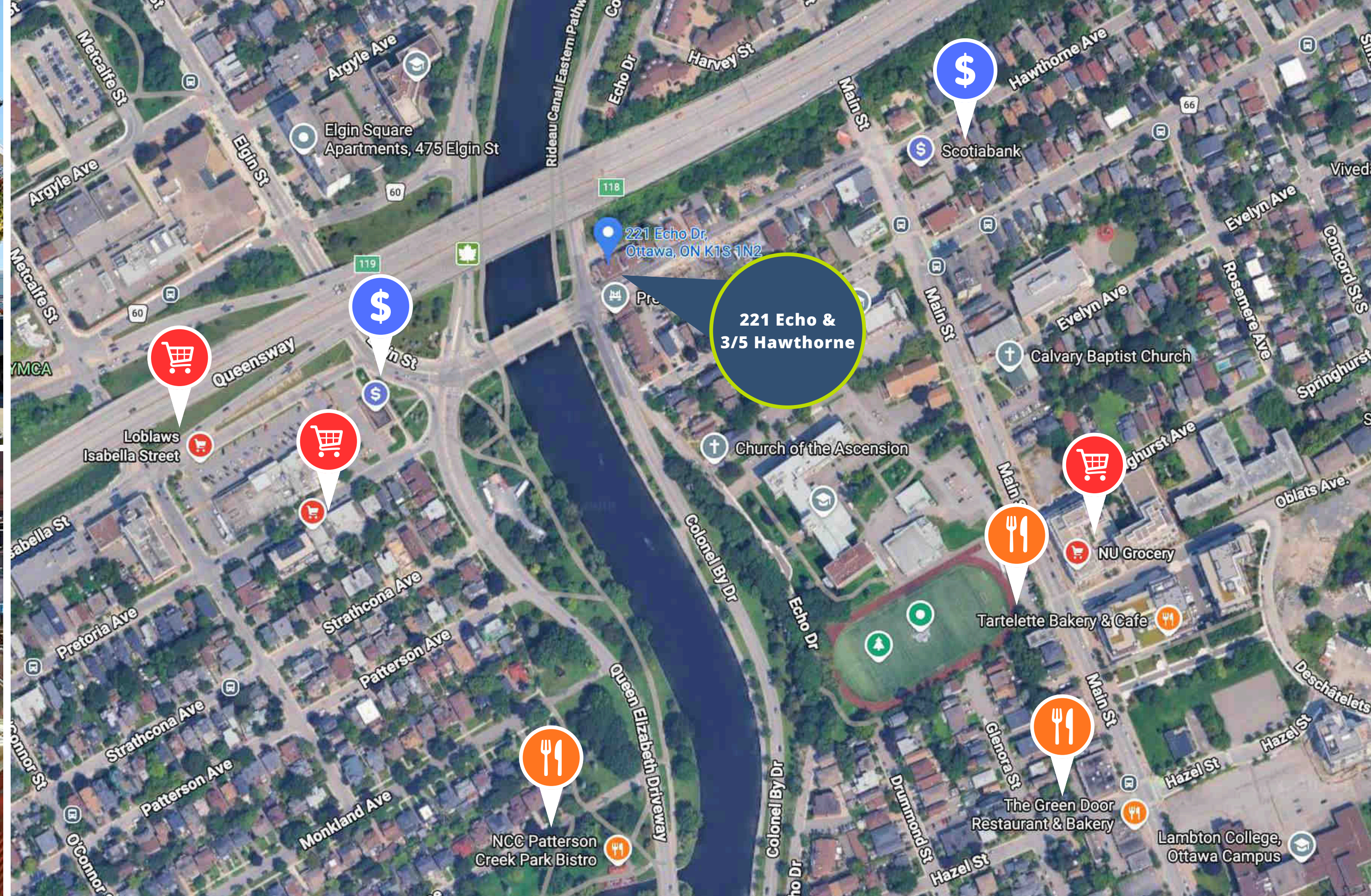
## Professional Services

Sleepwell Property Management  
TD Bank Main & Hawthorne  
Scotiabank The Glebe  
Canal Medical Clinic  
Echo Dental Practice  
Ottawa East Wellness Hub



## Recreation & Nature

Rideau Canal Skateway (Winter)  
Rideau Canal Water Trails  
Brantwood Park & Courts  
Springhurst Park & Paths  
The Glebe Community Centre



# BUILDING ENVELOPE & SITE ANALYSIS

## CONCEPTUAL BUILDING ENVELOPE & SITE ANALYSIS

Preliminary development analysis completed on the consolidated land assembly indicates strong potential for a future mixed-use mid-rise development within the proposed MS1 [2222] H(20) zoning framework.

The site configuration allows for efficient floorplate design opportunities while benefiting from extensive frontage exposure along Colonel By Drive and Hawthorne Avenue.

The proposed zoning structure supports a highly urban, pedestrian-oriented built form that aligns with the continued intensification and redevelopment vision emerging throughout the Old Ottawa East corridor.

The elimination of mandatory minimum parking requirements further enhances development efficiency and maximizes usable buildable area across the site.



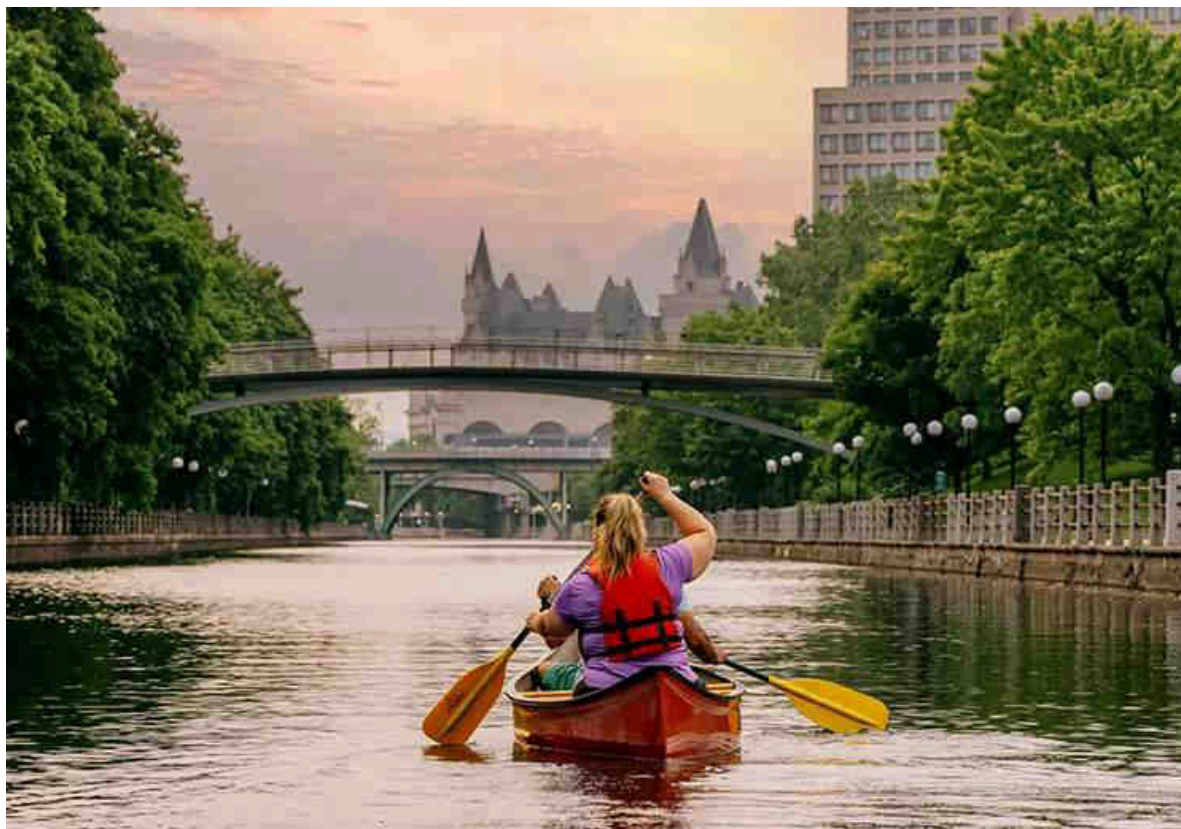
# SITE CHARACTERISTICS

## LAND & SITE ATTRIBUTES

<b>Combined Land Area</b>	Approximate 925.73 m <sup>2</sup>
<b>Frontage Characteristics</b>	High-Exposure Corner Frontage Along Colonel By Drive & Hawthorne Avenue
<b>Development Context</b>	Urban Mixed-Use Intensification Corridor
<b>Neighbourhood Positioning</b>	Old Ottawa East / Rideau Canal Corridor
<b>Connectivity</b>	Immediate access to Downtown Ottawa, Lansdowne Park, Main Street, Elgin Street, Highway 417, and the Rideau Canal pathway system. The property presents a compelling opportunity for developers seeking to deliver a landmark mixed-use asset within one of Ottawa's most supply-constrained and highly desirable urban communities.

## Potential Development Features

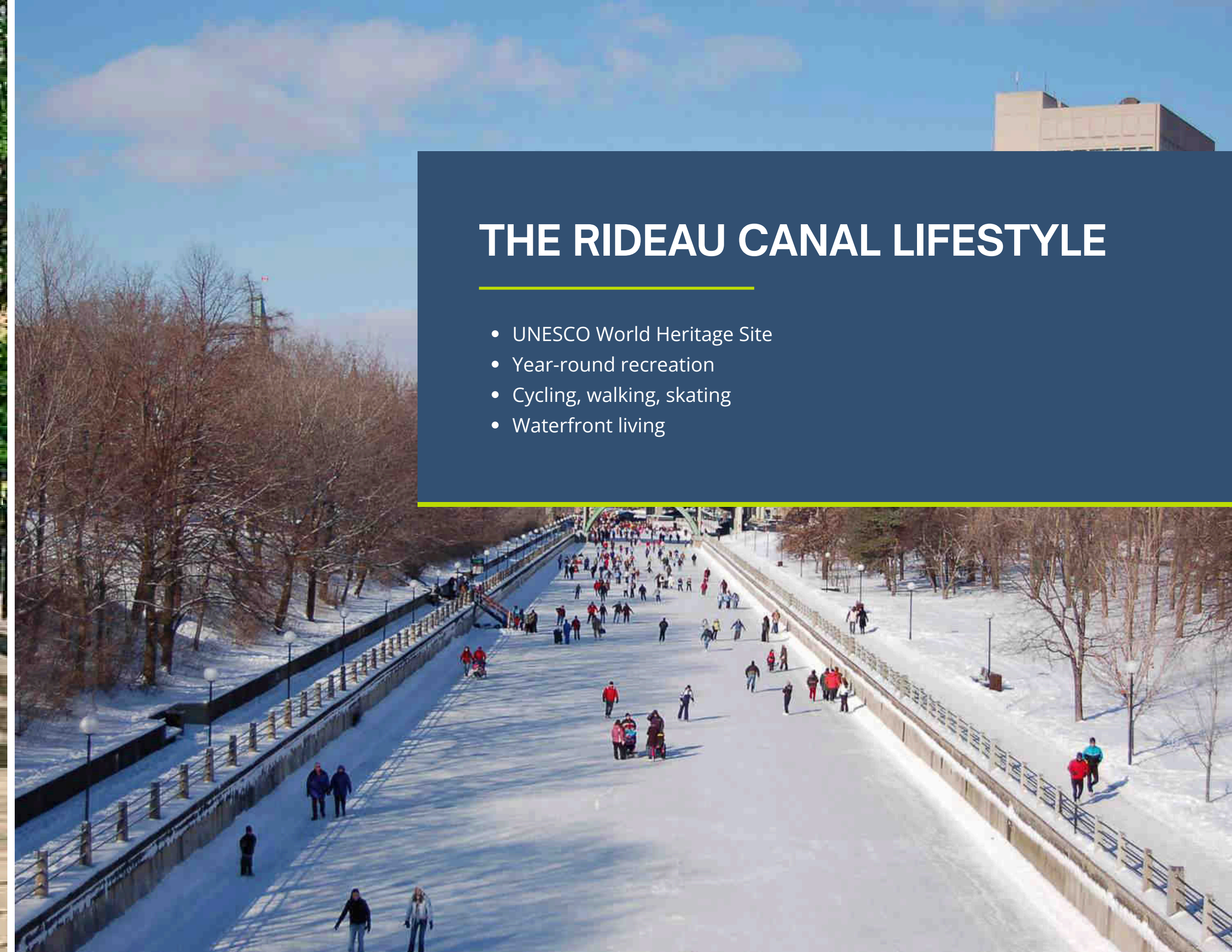
- Commercial Activation: Retail or service commercial spaces at grade to optimize streetscape interaction.
- Residential Optimization: High-demand residential units above overlooking the canal corridor.
- Architectural Branding: Canal-oriented architectural positioning providing strong corporate or asset visibility.
- Public Realm Integration: Outdoor patio layout potential with efficient urban floorplate configurations.
- Transit & Infrastructure: Seamless transit-oriented development potential helping build a walkable community.





## THE RIDEAU CANAL LIFESTYLE

- UNESCO World Heritage Site
- Year-round recreation
- Cycling, walking, skating
- Waterfront living





# OLD OTTAWA EAST TRANSFORMATION

- Evolution of the neighbourhood
- Main Street revitalization
- New mixed-use developments
- Intensification and investment



# DEMOGRAPHICS

---

Affluent Demographics

\$105K-\$179K Household Income Range

Rapid Population Growth

Approx. 15%+ Population Growth Since 2016

Highly Educated Workforce

Approx. 77% Hold Bachelor's Degree Or Higher

Strong Rental Demand

Approx. 57% Renter Population

Balanced Age Distribution

Median Age Approx. 39 Years Old



**Greystone Village**



**Echo on the Canal**



## NEARBY DEVELOPMENTS

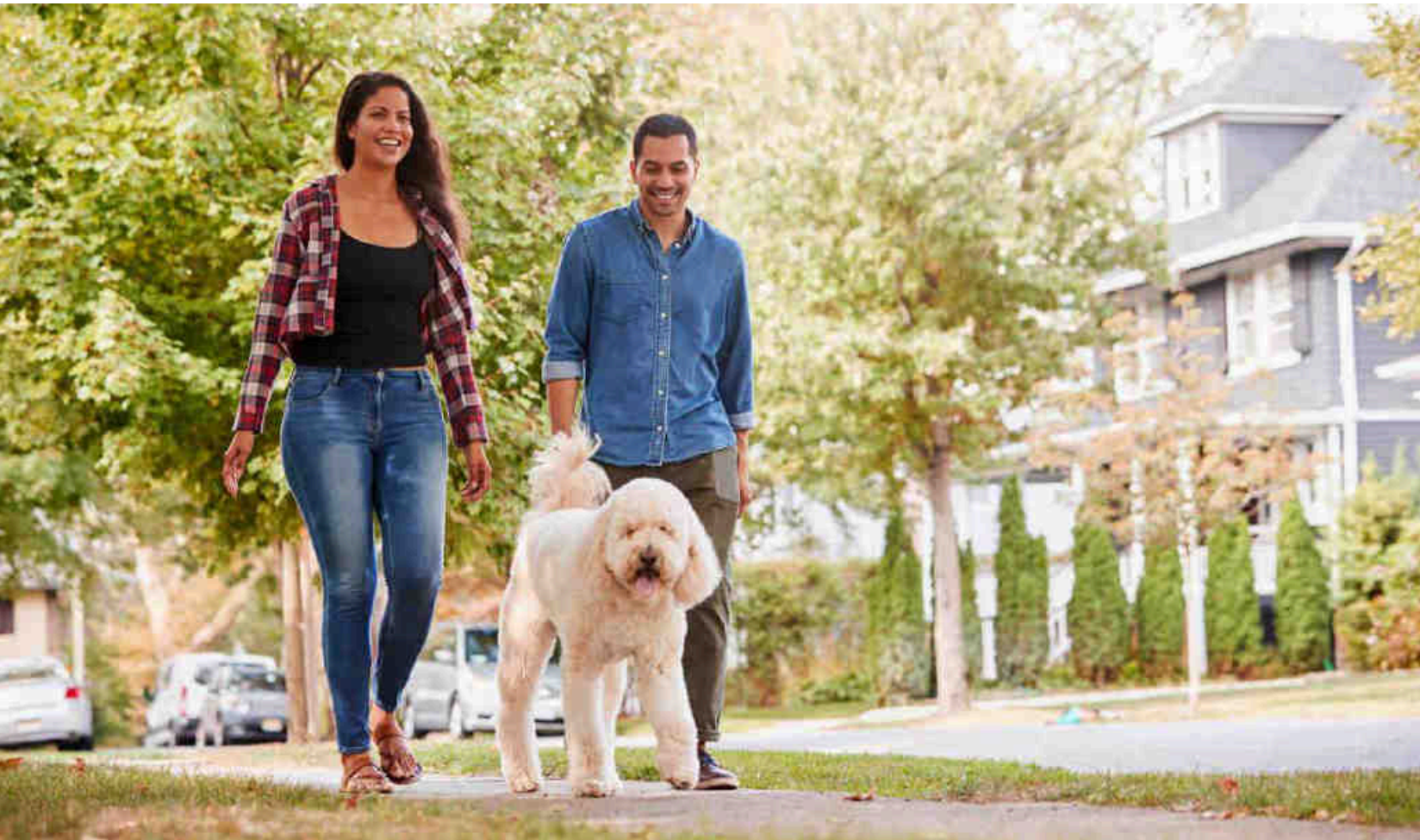
- [The Mia - 18 Hawthorne Ave - Residential](#)
- [Greystone Village](#)
- [Echo on the Canal](#)

**The Mia - 18 Hawthorne Ave**

# AREA MARKET FRAMEWORK (OLD OTTAWA EAST)

<b>\$1,027,230</b> AVG NEIGHBORHOOD PRICE	<b>+ 16.8%</b> YOY PRICE MOMENTUM	<b>23 Days</b> AVG DAYS ON MARKET	<b>\$37.00</b> BASE NET LEASE RATE
--	--------------------------------------	--------------------------------------	---------------------------------------

<b>91 / 100</b> WALK SCORE® (WALKER'S PARADISE)	<b>100 / 100</b> BIKE SCORE® (RIDER'S DREAM)	<b>64 / 100</b> TRANSIT SCORE® (GOOD TRANSIT)
--	---	--



## NEXT STEPS & CONTACT

---

**We invite you to discuss development potential and partnership opportunities for this landmark site.**

Contact The Pearce Team to schedule a site visit, review detailed property information, or explore collaboration possibilities. Our team is ready to assist with your due diligence and answer any questions about this prime land assembly at Colonel By Drive, Echo Drive & Hawthorne Avenue.

### **Angie Pearce**

Sales Representative

☎ +1 (613) 979-2831

✉ [angie@thepearceteam.ca](mailto:angie@thepearceteam.ca)

### **Adam Pearce**

Sales Representative

☎ +1 (613) 899-3008

✉ [adam@sleepwellrealty.com](mailto:adam@sleepwellrealty.com)



**BUY. MANAGE. SELL. SLEEPWELL.**