

## REIMAGINING REAL ESTATE



**COLONNADE BRIDGEPORT, ONE** of Ottawa's largest and most respected real estate investment and management companies, is embarking on an exciting new phase of growth. With a committed development pipeline valued at over \$1 billion, the company is poised for significant expansion.

Colonnade BridgePort recently welcomed Justin George to the newly created role of Senior Vice President and Head of Development, to lead its development team. Justin brings an extensive track record of local and international experience developing complex, large-scale projects. His expertise in environmental, social, and governance (ESG) development practices, as well as his strategic focus on the innovative use of new technology, was a perfect fit for the company and the city it is helping to build.

A key focus of Colonnade BridgePort's development portfolio is on projects located inside the urban boundary that are mixed-use, transit-oriented, and require brownfield environmental clean-up. These projects will strategically enhance mature communities and are designed to bring needed amenities while adding employment and residents to support existing businesses.

"It's a pivotal time for Colonnade BridgePort, and everyone in the company is motivated to expand on its existing legacy by bringing new and inspiring ideas to the marketplace," says Justin. "We are rolling up our sleeves and we will have a meaningful impact on our great city."

### Talent Required

With an aggressive development plan in place, Colonnade BridgePort is now searching for talent to join its growing team. Given the company's solid foundation and exciting future, it is actively seeking new talent who are aligned with the company's values and who want to have a positive impact on the growth of the city.

"When I looked at Colonnade BridgePort's track record, the quality of its people and plans for the future, it was my only choice," Justin says. "The company has some of the industry's brightest talent and best located development sites in Ottawa. For people with a passion for city building, there is no better place to build a phenomenal career with a growing and diverse real estate company."

Competition for talent in real estate has always been high and Colonnade BridgePort understands that more than ever, employees are seeking opportunities that go well beyond just a paycheck. In 2016, the company developed an Employee Value Strategy (EVS) to show its commitment to its employees and the employee experience. The strategy highlights the importance of the relationship between an employer and its employees, and ensures employee interests are considered in all decision-making.

"Real estate is a people industry, and I've always believed that's what makes it so fulfilling. It's the people that make it thrive, and now more than ever, our industry needs new people and new ideas," Justin says.

Colonnade BridgePort employees can expect to work with and learn from some of the best in the real estate industry and be provided with opportunities to further enhance communities; to be supported and embraced in the company's culture of team-oriented high achievers that enjoy being social and having fun together; to be provided with opportunities for career development with a clear individual development plan; and to be recognized and rewarded for performance and contributions.

### Enriching and Enhancing Communities

For Colonnade BridgePort, building the city doesn't just mean erecting structures, it means enriching and enhancing the community that has already been established.



Senior Vice President and Head of Development Justin George, and Director of Development Stephen Martin stand in front of 100 Argyle Ave where Colonnade BridgePort will break ground on a new development project in 2023. The project will add to the fabric of the community by replacing the existing office building with a residential apartment building, while preserving the current architectural façade.

"When determining which projects we take on, we want to ensure we don't disrupt the balance that currently exists," says Justin. "By creating opportunities and spurring investment, we aim to make communities stronger, more vibrant, and sustainable for future generations."

Examples of this commitment to communities are the recently completed Westboro Connection and Hintonburg Connection properties, built in partnership with Fiera Real Estate, one of North America's leading independent investment management firms. Situated on the corner of Scott Street and McRae Avenue, Westboro Connection combines quality office space, service-oriented retail space, and 277 modern apartments. Hintonburg Connection is a 19-storey apartment building located in a trendy and heritage-rich neighbourhood, designed with the creative professional in mind.

In 2023, Colonnade BridgePort will break ground on new residential projects in Centretown, at the Ottawa Train Station, and in the established communities of Carlingwood and Westboro. The Centretown project will add to the fabric of the community by replacing an existing office building with a residential apartment building, while preserving the current architectural façade.

"It's an exciting time for real estate and I feel very fortunate for the opportunities ahead of us as a company and as a city," says Justin. "I encourage anyone interested in real estate and being a part of Ottawa's evolution to consider a career with Colonnade BridgePort."

To learn more about Colonnade BridgePort and see employment opportunities, visit [www.colonnadebridgeport.ca](http://www.colonnadebridgeport.ca)

