

GLOBAL BAZAAR



New Horizon Mall brings international shopping experience to Calgary

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“Variety” is a word that can hardly be used to describe the shopping experience today. Going to the mall, no matter which one it seems, virtually guarantees a similar experience as all of them have the same chain stores over and over again.

Granted it is a formula that works, but it is a generic blueprint that hardly ever varies.

The vision for New Horizon Mall that is being launched on October 26 is something totally different, totally fresh. Something that can change the shopping landscape in Alberta forever, as it brings forth a brilliant tapestry of exotic flavours that has never been seen in the province in such a grand scale.

If variety is what is missing in today’s retail tradition then this is exactly what you will find here. And this is the opportunity for the enterprising investor to get in on the ground floor of this exciting retail development.

The Torgan Group, in partnership with MPI Property Group, is developing what will be the biggest mall of its kind in Alberta with — get this — 500 stalls just in the main level. That’s more



than twice the number of stores in Alberta’s biggest conventional mall.

It is being built in over 16 acres of land in Balzac, just north of Calgary, just off the Queen Elizabeth II Highway and next door to the popular CrossIron Mills mall. But this new mall promises to bring a new international bazaar flavour to the staid shopping scene.

What makes New Horizon Mall different is that the public has the opportunity to own a part of it. “It will be structured as a condominium project, where the stalls are sold to the merchant rather than leased out,” says Torgan Group President Eli Swirsky.

The concept is simple: bring in as many merchants as possible. It’s a tantalizing retail possibility for the sophisticated and adventurous shopper alike; an even more alluring prospect for the enterprising investor.

The stalls will range from 150 to 600 square-feet and the mall is designed with crisscrossing corridors that allows not only the best public circulation but also turns a majority of the stalls into corner units. “This allows the merchant to have outstanding exposure for their merchandise.”

Swirsky says New Horizon Mall follows the Asian concept of retail, resembling the Grand Bazaar of Istanbul or the night markets of Hong Kong. “Except we will be an indoor two-level mall, air-conditioned for maximum comfort with underground and surface parking enough for 1,400 vehicles for much needed convenience,” he tells *Condo Living*. The underground parking comes in especially handy during the winter months.

“New Horizon Mall offers the small retailer — the mom-and-pop stores who can only dream of getting a space in the conventional malls — the opportunity to do business in an upscale, trendy shopping environment >>

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that is designed to attract thousands of people everyday, in an area that is quickly becoming the epicentre of economic growth in the region,” Swirsky says.

It will be a window shoppers’ wonderland, as each boutique will showcase its unique displays behind generous glass storefronts. Most will have a highly desirable corner location, tempting shoppers from two vantages. Every few steps, a new store will delight the eye. And, as each store is owned by independent retailers, every day will bring new surprises.

On the second level, there will be a banquet hall and Calgary’s most exciting Food Court, which will draw diners from around the city. It will seat over 300 patrons, who will sample Asian and

local specialties from dozens of national and independent owner-operated restaurants. There will also be a traditional stage to provide a valuable cultural venue.

Swirsky says this is an already proven success in a mall that they developed 20 years ago in Markham, Ontario, and investors there who came in on the ground floor have seen their initial investment rise exponentially.

“Owning allows the merchant the flexibility to respond quickly to changing economic times and shopping trends. All you have to do is change whatever you are selling to adjust to demand,” he says. “This is a flexibility and a freedom you can never find in the traditional malls.”

New Horizon Mall starts at \$169,000, a fraction of carrying the cost of leasing in a conventional mall, which can be as much as \$3,500 a week.

The future holds even greater promise as the New Horizon Mall design makes room for a future hotel and supermarket, to anticipate the projected growth and prosperity of the area.

“Residential development is booming in the area, there are 5,000 new homes expected to be built in this portion of Calgary, there are plans to build a racetrack and casino just next to where our mall will be built, and we’re just next to a vital highway that connects one end of the province to the other,” Swirsky explains. “Calgary’s economy is the strongest in the country, and we see a great potential here.”

Construction is expected to begin by late 2014 or early 2015, with a projected opening in 2016. “Now is the time to act and get your spot in this new investment and business

opportunity,” he says.

A grand sales launch will be held on October 26 and 27 at the Clarion Hotel and Conference Centre. Interested parties can register at www.newhorizonmall.com. **CL**



FAST FACTS

- Community:** Balzac
- Project:** New Horizons Mall
- Developer:** The Torgan Group in partnership with MPI Property Group
- Style:** Two-level mall with 500 stalls in the main floor for sale
- Size:** Stalls are from 150 to 600 sq. ft.
- Price:** Starts from \$169,000
- Website:** www.newhorizonmall.com