



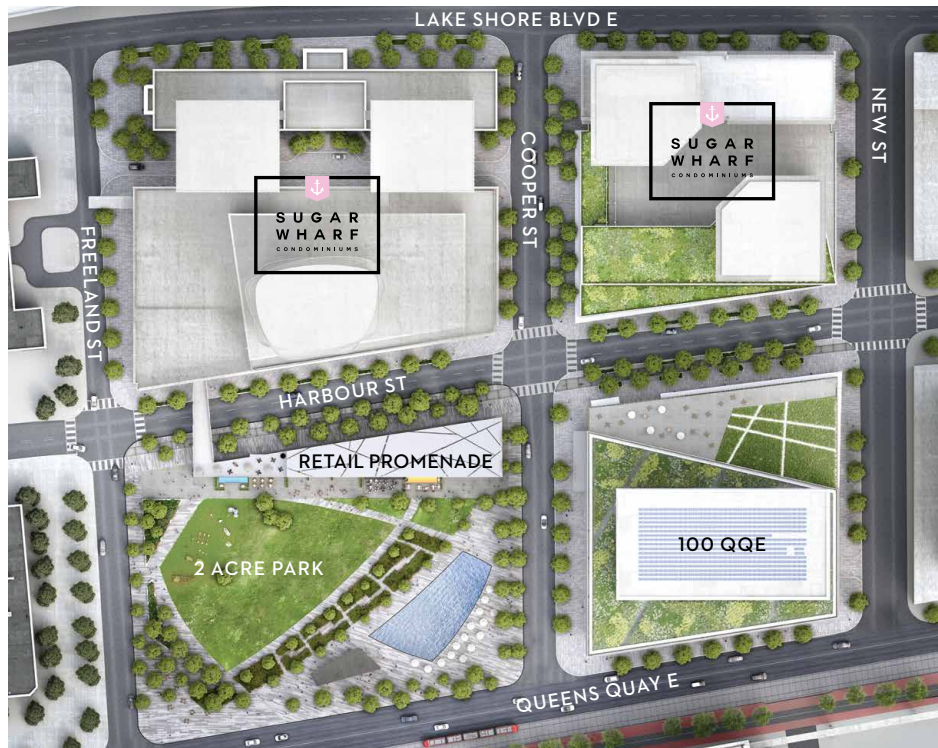
## A WHOLE NEW COMMUNITY

From Humber Bay to the Eastern Beaches, Toronto's magnificent waterfront spans 46 kms. Under the direction of Waterfront Toronto, this highly desirable section of the city is undergoing a sea change. Created by the federal and provincial government and the City of Toronto, Waterfront Toronto has the mandate to transform the area into a vibrant public and cultural space for all Torontonians.

Unequaled in size, it's one of the largest urban revitalization projects in the world. The total area for development is 800 hectares in size, and is one of the largest revitalization projects in the world! Collaborating with developers like Menkes, Waterfront Toronto aims to create 40,000 new residences and approximately 40,000 new jobs. With the introduction of mixed-used neighbourhoods, offices, expanding public transit, parks, and public spaces, the waterfront will be a coveted place to live, work, learn and play.

By adopting an economically and environmentally sustainable design approach, this reimagination will change the face of Toronto and deliver a positive, meaningful relationship between the lake and the city.

THE LAKE. THE LIFE.  
THE CITY.



Rising on the shores of Toronto's waterfront, Sugar Wharf is a community of extraordinary proportions. Striking the perfect work-life balance, this exceptional development will be the future-forward ideal today's urban population seeks. Home to 7,500 residents, and 4,000 office workers once completed, this 11.5-acre community offers homes, offices, shops, restaurants, school, daycare, park and more. Equally connected to the city as it is to nature, Sugar Wharf will revolutionize the way Torontonians live and work.

## A DEEP POOL OF INVESTMENT REASONS.

Toronto's waterfront revitalization is the latest piece of the city's rebirth as a hub of creativity. With the goal to be transformative, this corridor of vitality will be the home of new approaches, new technology, new solutions. A perfect example of people-centric urban planning, the waterfront will offer a radical mix of residences, offices, retail and maker spaces. While these alone are compelling reasons to invest at Sugar Wharf, it's also important to see how big this picture really is.

### TRANSIT EXPANSION

PATH extension and the new Waterfront Transit Network Plan will connect residents and office goers alike to all parts of the city seamlessly.

### FUTURE-READY COMMUNITIES

Among the many futuristic communities that will rise, Downtown Waterfront will also be the home of Sidewalk Labs' smart city, an innovative, mixed-use, complete community.

### CENTRE OF COLLABORATION AND INNOVATION

Downtown Waterfront will house Canada's first open-access, ultra-high-speed Fiber Optics community network. This ultra-high-speed broadband infrastructure will enhance connectivity and attract numerous jobs.

### ENHANCED INFRASTRUCTURE

Along with a \$1.185 billion flood protection makeover, the area will offer better roadways, bike and pedestrian-friendly streets, innovative public space architecture among other things.

### A PLACE OF DIVERSITY

Often referred to as the 'most multicultural city in the world', Toronto's the top choice for new immigrants. According to the Census 2016 in Canada, **40.4%** of immigrants made Toronto their new home.

### ECONOMIC ENGINE

Generating almost 10% of Canada's GDP, the fifth largest city in North America, Toronto with its exceptional educated workforce and favourable location in a vibrant technology and manufacturing corridor is an economic tour de force.



### GREEN INITIATIVES

Waterfront Toronto is engaged in restoring the natural beauty of the lakefront. From planting 34,000 new trees to improving and incorporating new parks, the waterfront will connect the city to nature.

### FOCUS ON EDUCATION

Rising on the waterfront, George Brown College's Daphne Cockwell Centre for Health Sciences will set a new standard for health-care graduates entering the workforce.

# TORONTO + EMPLOYMENT // OPPORTUNITY COMES ASHORE

The economic powerhouse of Canada, Toronto's diversity, dynamic business environment and unrivalled quality of life makes it a magnet for growth. With its reputation for safety, diversity and stability, the city continues to attract businesses both multinational and national. As the home of Canada's five major banks and the Toronto Stock Exchange, Toronto is among the top ten global centres for finance. And the driving force behind its economic prosperity is its deep, diverse and globally connected talent pool of skilled, highly-educated individuals, many of whom would want to call Sugar Wharf home.

## TORONTO JOB MARKET 2016

**1,461,020**  
TOTAL JOBS

THE NUMBER OF JOBS INCREASED BY  
**2.7%** {SINCE 2015}  
REPRESENTING  
**38,740**  
JOBS

**75,290**  
TOTAL ESTABLISHMENTS

OFFICE CATEGORY JOBS WERE THE LARGEST

## EMPLOYMENT IN DOWNTOWN TORONTO

**511,200**  
TOTAL JOBS

**35%**  
OF JOBS ARE IN DOWNTOWN TORONTO

EMPLOYMENT HAS INCREASED BY  
**2,560**  
JOBS IN 2016,  
WITH A GROWTH OF  
**69,280**  
FROM 2011-2016

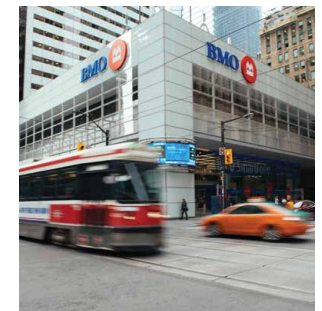
**65.4%**  
JOBS IN DOWNTOWN ARE OFFICE CATEGORY JOBS

**22.3%**  
OF NEW BUSINESS ESTABLISHMENTS CHOSE TO LOCATE HERE IN 2016



## MAJOR DOWNTOWN EMPLOYERS PATH WALK TIMES

STIKEMAN ELLIOTT LLP	> 4-MINS
GOWLING WLG	> 5-MINS
MAPLE LEAF SPORTS	> 7-MINS
TD BANK GROUP	> 7-MINS
THOMSON REUTERS	> 7-MINS
CIBC SQUARE	> 7-MINS
MANULIFE FINANCIAL	> 8-MINS
ROYAL BANK OF CANADA	> 9-MINS
ROGERS COMMUNICATIONS	> 14-MINS
CANADIAN TIRE CORP.	> 15-MINS

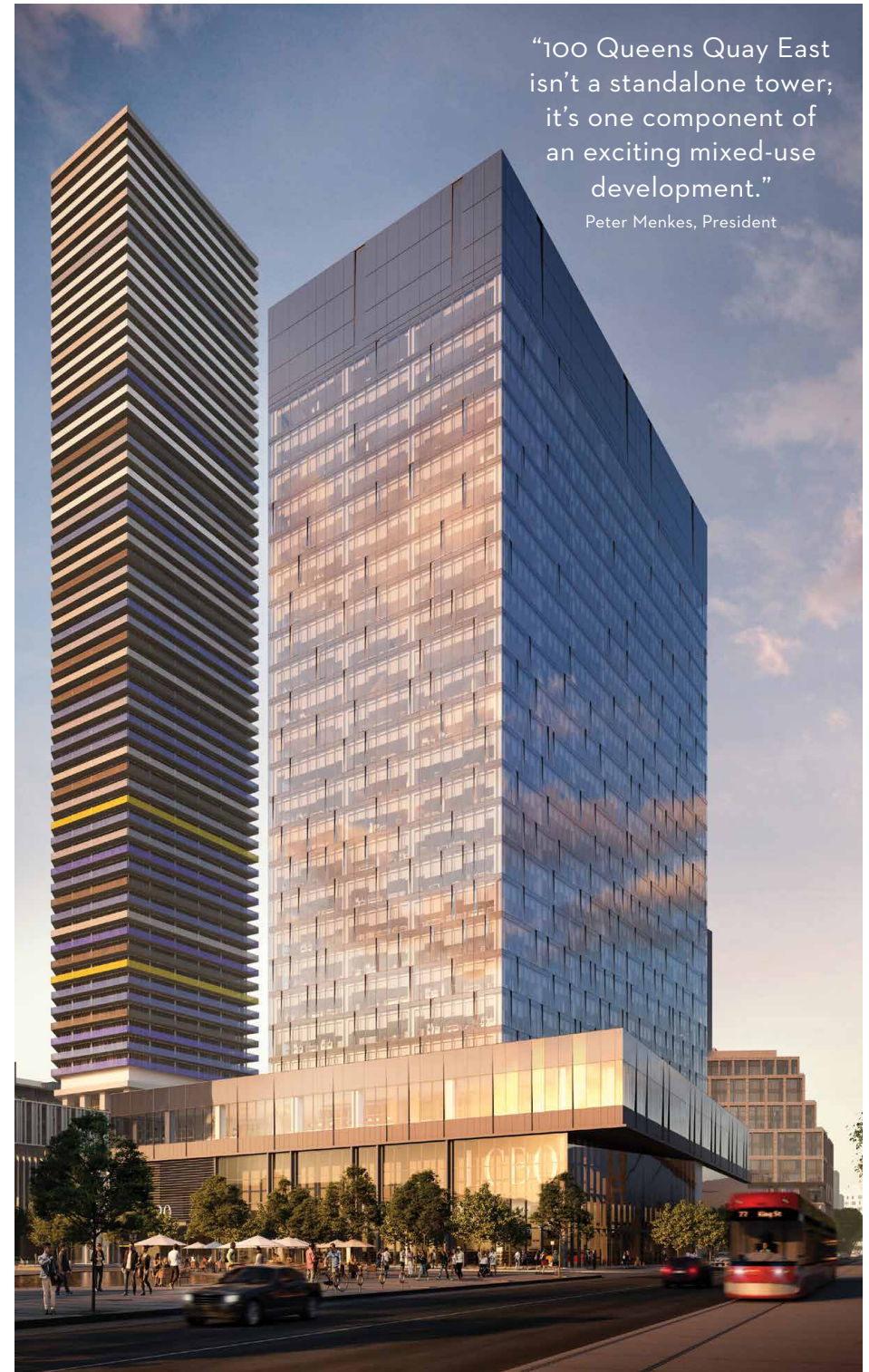


## WATERFRONT DEVELOPMENTS // BEACONS OF INNOVATION

Along with Sugar Wharf, Menkes is transforming the Toronto waterfront with the addition of two dynamic centres of business – 100 Queens Quay East and the Waterfront Innovation Centre. With their smart design, innovative features and facilities, these towers will change the way people work, offices operate, and businesses grow.

### 100 QUEENS QUAY EAST

- A 25-storey, class “AAA” LEED Platinum office building
- Located on the north side of Queens Quay East, it’s perfectly positioned for Toronto’s next downtown expansion
- The new headquarters of the LCBO which will be occupying approximately 225,000-sq.ft.
- The ground floor will feature a 25,000-sq.ft. LCBO retail store

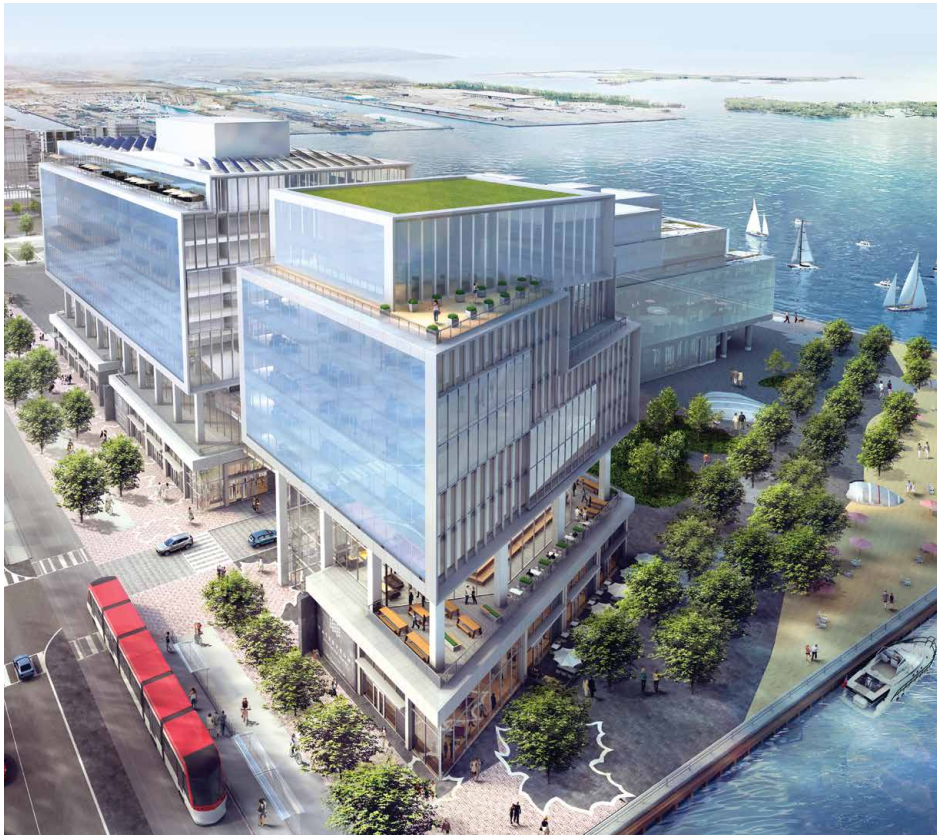


“100 Queens Quay East isn’t a standalone tower; it’s one component of an exciting mixed-use development.”

Peter Menkes, President

## WATERFRONT INNOVATION CENTRE

- Canada's first purpose-built innovation centre
- Located directly on Sugar Beach
- A 400,000-sq.ft. complex aimed at fostering collaboration and innovation
- Designed to reinvent how people collaborate in the city's rapidly evolving creative and technology sectors
- Integrated with all major forms of transportation, including transit
- Targeting LEED Platinum certification through a multi-tiered approach focused on passive systems, active systems, load reduction and energy recovery
- Will have a direct fiber connection with speeds as high as one terabyte per second



# TORONTO + TECHNOLOGY // RIDING THE WAVE OF TECH

With its driven entrepreneurs, digital wizards, next-level accelerators and deep-pocketed venture capitalists, Toronto is experiencing an unprecedented growth in the tech sector. It's Canada's largest, most dynamic and innovative hub of technology-focused businesses. It's also the first city in the world where Sidewalk Labs, the urban tech-focused subsidiary of Google parent company, Alphabet will build a 'Smart City'. Sugar Wharf with its proximity to downtown and other centres of innovation will offer a perfect home and work base for a new generation of technocrats.

## THE DMZ (RYERSON UNIVERSITY)

RANKED AS CANADA'S  
#1 BUSINESS INCUBATOR AND  
#1 TECH INCUBATOR GLOBALLY

#1

FUELED AND GROWN  
313  
STARTUPS

RAISED  
\$394.5  
MILLION IN SEED FUNDING

CREATED MORE THAN  
2,900  
JOBS



TECH T.O.

TECH GROWTH IN TORONTO IS 2X MORE  
THAN THE NATIONAL TECH GROWTH

THE FASTEST GROWING TECHNOLOGY INDUSTRY  
IN THE WORLD

## THE 3RD LARGEST

TECH HUB IN NORTH AMERICA,  
SECOND ONLY TO SAN FRANCISCO AND NEW YORK CITY

## 5TH GLOBALLY

FOR CONCENTRATION OF TECH SKILLS

39% OF TECH EMPLOYEES WITH STEM CREDENTIALS  
ARE IMMIGRANTS

THERE ARE APPROXIMATELY 8,500 STUDENTS ENROLLED  
IN TECH-RELATED PROGRAMS, LIKE SOFTWARE SYSTEMS  
AND COMPUTER ENGINEERING

TORONTO TECH ECOSYSTEM HAS A TOTAL OF 401,000 JOBS

93,000 OF THESE JOBS ARE 'SELF-EMPLOYED  
TECH PROFESSIONALS'

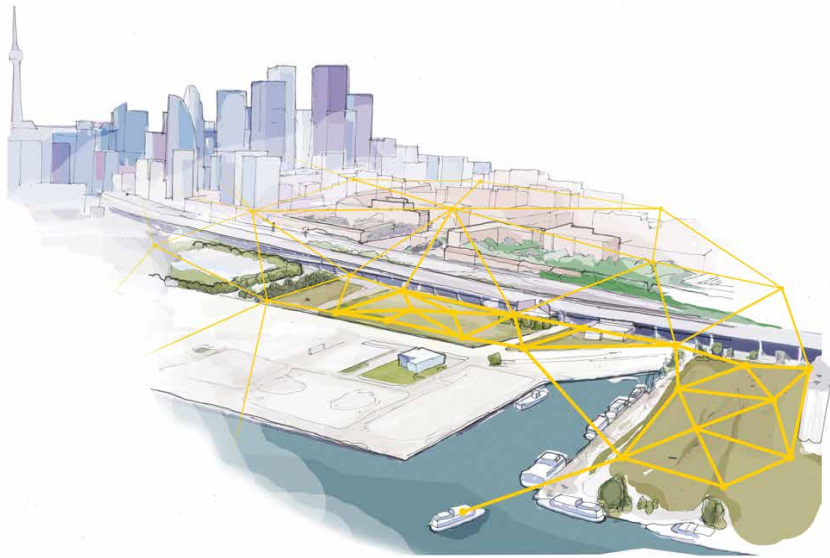
LINKEDIN, FACEBOOK AND TWITTER HAVE ESTABLISHED  
THEIR CANADIAN HEAD OFFICES IN TORONTO

TORONTO IS THE HEAD QUARTERS OF TOP CANADIAN TECH  
FIRMS, LIKE ROGERS, CELESTICA, CONSTELLATION SOFTWARE,  
SOFTCHOICE, D+H AND PROCOM CONSULTANTS GROUP



# TORONTO + TECHNOLOGY // SIDEWALK LABS

Sidewalk Labs, a part of Alphabet (Google's parent company) is coming to the waterfront. A joint effort with Waterfront Toronto, the company will create a high-tech neighbourhood, a unique mixed-use community on the eastern waterfront. This pathbreaking project, the first of its kind in the world will combine forward-thinking urban design and new digital technology to create people-centred neighbourhoods that achieve precedent-setting levels of sustainability, affordability, mobility, and economic opportunity.



Source: sidewalktoronto.ca

## HIGHLIGHTS

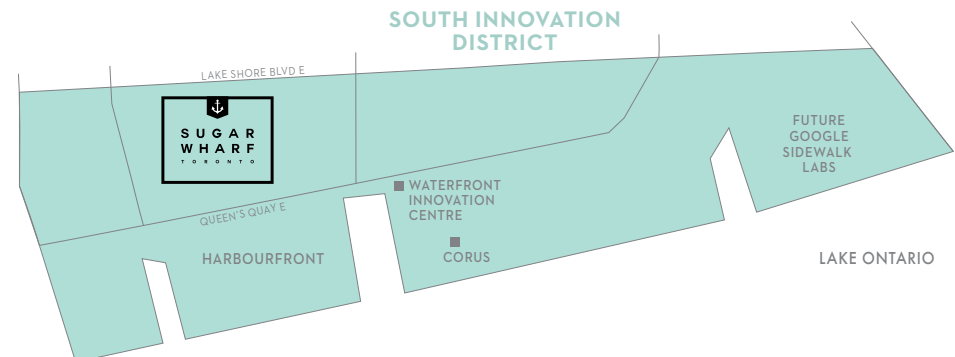
A 12-ACRE WATERFRONT COMMUNITY, WITH 3.3 MILLION SQ. FT. OF RESIDENTIAL, OFFICE AND COMMERCIAL SPACE, INCLUDING A NEW HEADQUARTERS FOR GOOGLE CANADA.

ESTABLISH A COMPLETE NEIGHBOURHOOD THAT IMPROVES QUALITY OF LIFE FOR RESIDENTS, WORKERS, AND VISITORS

CREATE A DESTINATION FOR COMPANIES, STARTUPS AND LOCAL ORGANIZATIONS TO ADVANCE SOLUTIONS TO THE CHALLENGES FACING CITIES, SUCH AS ENERGY USE, HOUSING AFFORDABILITY, AND TRANSPORTATION

MAKE TORONTO THE GLOBAL HUB OF A RISING NEW INDUSTRY: URBAN INNOVATION

SERVE AS A MODEL FOR SUSTAINABLE NEIGHBOURHOODS THROUGHOUT TORONTO AND CITIES AROUND THE WORLD



# TORONTO + EDUCATION // A WELL OF LEARNING

One of the top 20 best student cities in the world, Toronto is a leader in academia. Home to four major universities and four community colleges, this education-focused city has over 290,000 students enrolled in its many post-secondary educational institutes. The city's universities and colleges create the most skilled members of Canada's workforce and play a significant role in knowledge transfer through scholarly research, innovations and collaborations. With 18 incubators and accelerators, of which three are now ranked among the world's top university-backed launchpads for startup companies, Toronto is a breeding ground for future entrepreneurs.

## GEORGE BROWN COLLEGE CENTRE FOR HEALTH SCIENCES

- This new centre of excellence for health education and community wellness will be a cornerstone of the new Downtown Waterfront community
- It will house the School of Dental Health, School of Health Services Management, School of Health & Wellness and Sally Horsfall Eaton School of Nursing.

## UNIVERSITIES

University of Toronto  
Ryerson University  
York University  
OCAD University

## COLLEGES

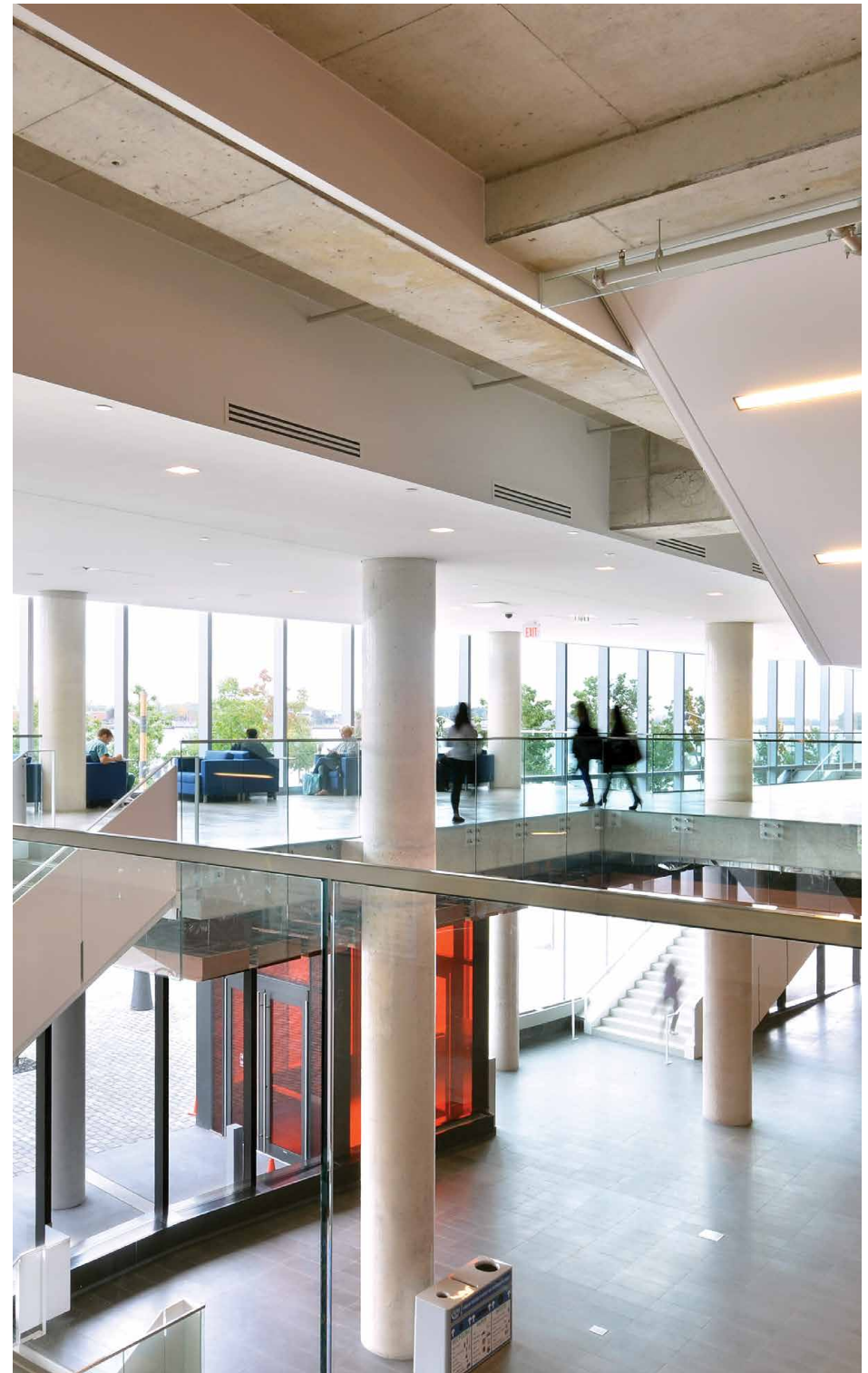
George Brown College  
Centennial College  
Humber College  
Seneca College

## INCUBATORS + ACCELERATORS

Creative Destruction Lab (U of T)  
UTest  
Next Canada  
Impact Centre  
DCS Innovation Lab  
Office of Research and Innovation (George Brown College)  
Digital Media Zone

**290,000**  
FULL-TIME  
STUDENTS AND

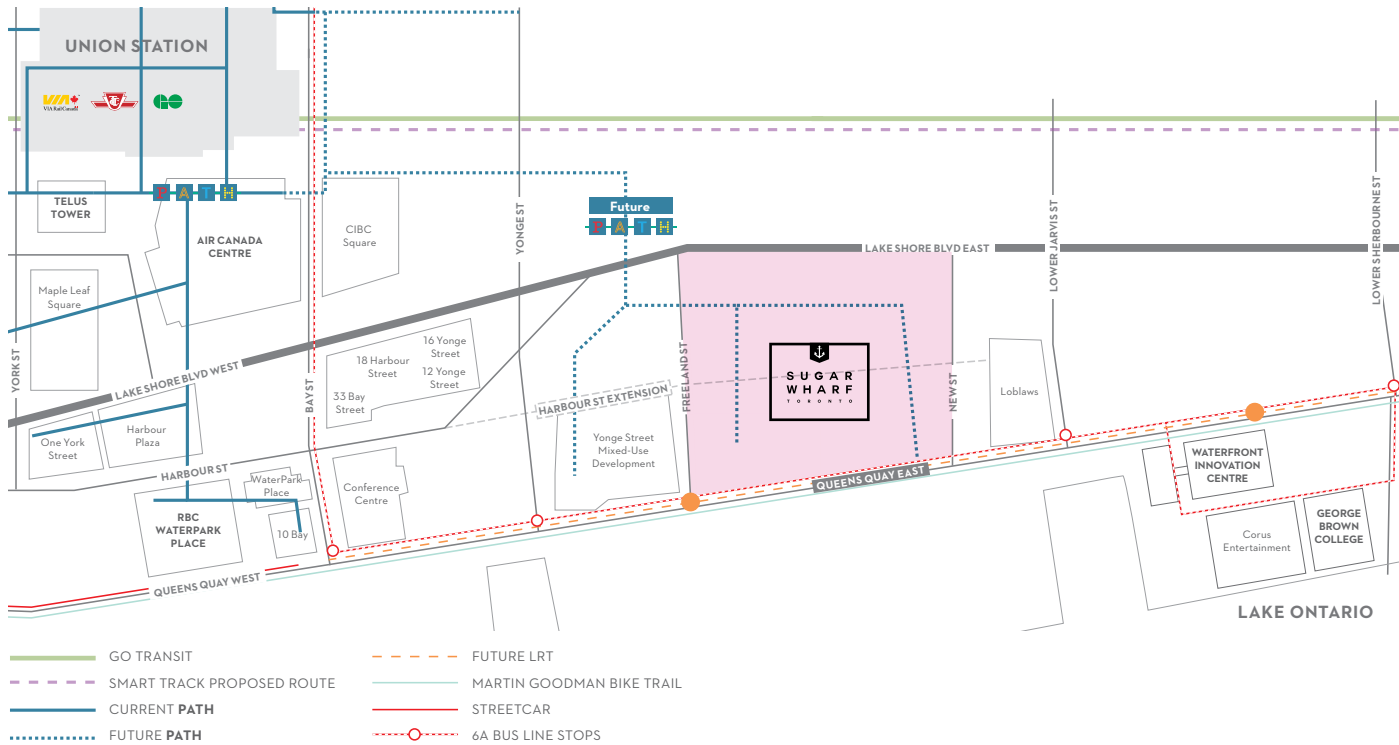
**18**  
INCUBATORS  
AND  
ACCELERATORS





# TRANSIT // BIKE. WALK. RIDE.

Toronto's waterfront transformation will define the future of the city. Like Sugar Wharf, its many sustainable, well-designed communities and modern infrastructure will set this neighbourhood apart. It will be a destination to live, work and play. And transit will play a defining role in this grand reimagination. With its unbeatable location and proximity to transit, Sugar Wharf will attract both residents and workers. Starting with its direct access to the PATH and the introduction of a Waterfront Transit Network, life here will be simply perfect.



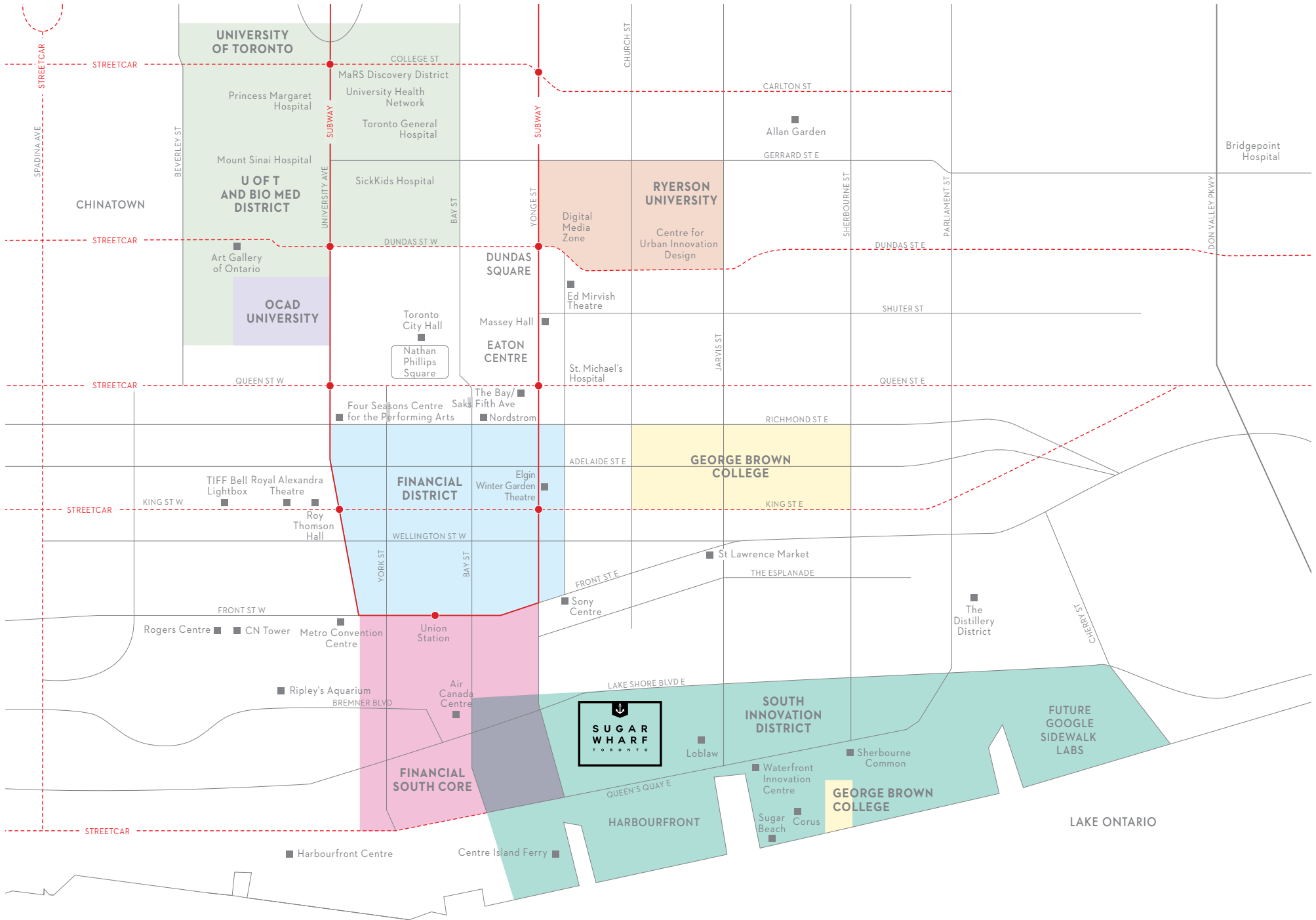
## PATH EXTENSION

- AN ABOVE GROUND (PEDESTRIAN BRIDGE) PASSAGE TO CONNECT AIR CANADA CENTRE TO THE WATERFRONT HAS BEEN INSTALLED
- A NEW PATH LINK WILL CONNECT SUGAR WHARF TO THE WHOLE NETWORK

## WATERFRONT TRANSIT NETWORK PLAN

- WILL EXPAND TRANSIT ROUTES INTO THE WATERFRONT COMMUNITY
- NEW STREETCAR (LRT) PROJECTS ARE IN THE WORKS, INCLUDING ONE THAT LINKS UNION STATION TO QUEENS QUAY, A CRITICAL LINK AS IT HAS THE HIGHEST PROJECTED TRANSIT RIDERSHIP
- CONNECT UNION STATION, THE LARGEST TRANSIT HUB IN THE GTA TO THE WATERFRONT
- THE MARTIN GOODMAN TRAIL CONNECTS THE WATERFRONT TO DOWNTOWN TORONTO

# TORONTO DISTRICT MAP



# TORONTO + ENTERTAINMENT // THE LAND OF PLENTY

Known for its world-renowned festivals like TIFF, Caribana, Pride TO and events and theatres, Toronto is a city that celebrates arts and culture. Its diversity feeds a unique creative spirit. Home to more than 80 film festivals, 200 professional performing arts organizations, internationally recognized symphony, ballet and opera companies, countless commercial and not-for-profit galleries and museums, Toronto is a lively city that always has something for everyone.



Dundas Square



TIFF Lightbox



Eaton Centre



Nathan Phillips Square

	
AIR CANADA CENTRE	> 13-MINS
HARBOURFRONT CENTRE	> 15-MINS
DISTILLERY DISTRICT	> 16-MINS
	
HARBOURFRONT CENTRE	> 6-MINS
DISTILLERY DISTRICT	> 7-MINS
ROGERS CENTRE	> 8-MINS
EATON CENTRE	> 10-MINS
ROY THOMSON HALL	> 11-MINS
TIFF LIGHTBOX	> 12-MINS
DUNDAS SQUARE	> 12-MINS
NATHAN PHILLIPS SQUARE	> 15-MINS



CN Tower / Rogers Centre



Harbourfront Centre



Air Canada Centre

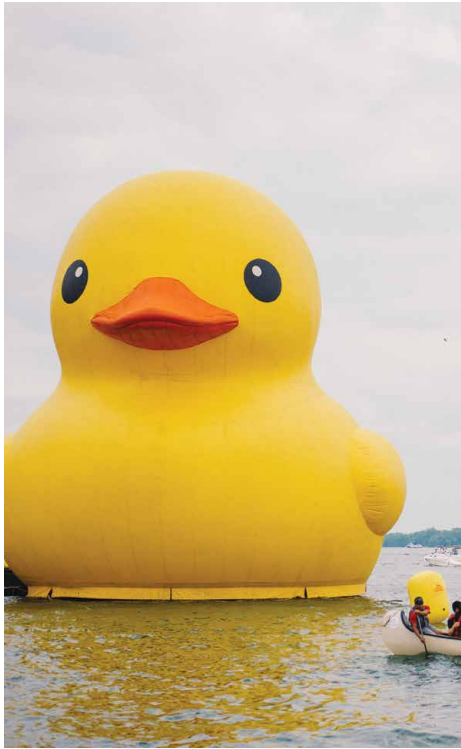


Distillery District

## WATERFRONT // A PLACE OF MANY FLAVOURS

From tranquil parks and public spaces to beaches and boardwalks, the waterfront offers many options for outdoor activities. Twenty-five percent of the area is reserved for parks and public spaces. Waterfront Toronto has identified more than 90 parks and public spaces and is investing a significant portion of its funding to build engaging spaces that invite and draw people into the new neighbourhoods.









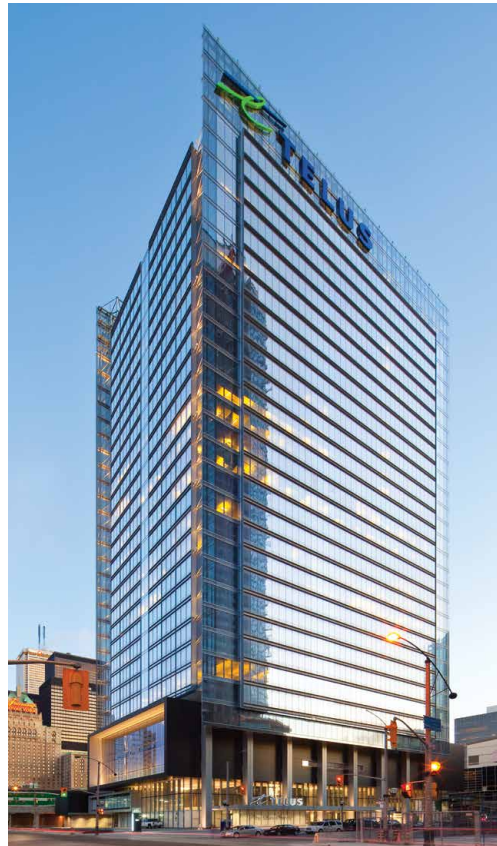


With a history that spans over 60 years, Menkes is known for its high quality and innovative developments. From elegant homes to complete master-planned communities, to luxury condominiums and commercial buildings, it has left an indelible mark on the GTA landscape. Brilliant architecture, exceptional interior design and luxurious amenities come standard with every Menkes home.

A fully integrated, multidisciplinary real estate development company, Menkes continues to raise the standard for outstanding quality design and superior value. As a result, the company is continuously recognized by many esteemed awards, including TARION, Summit International Awards and the BOMA Awards.

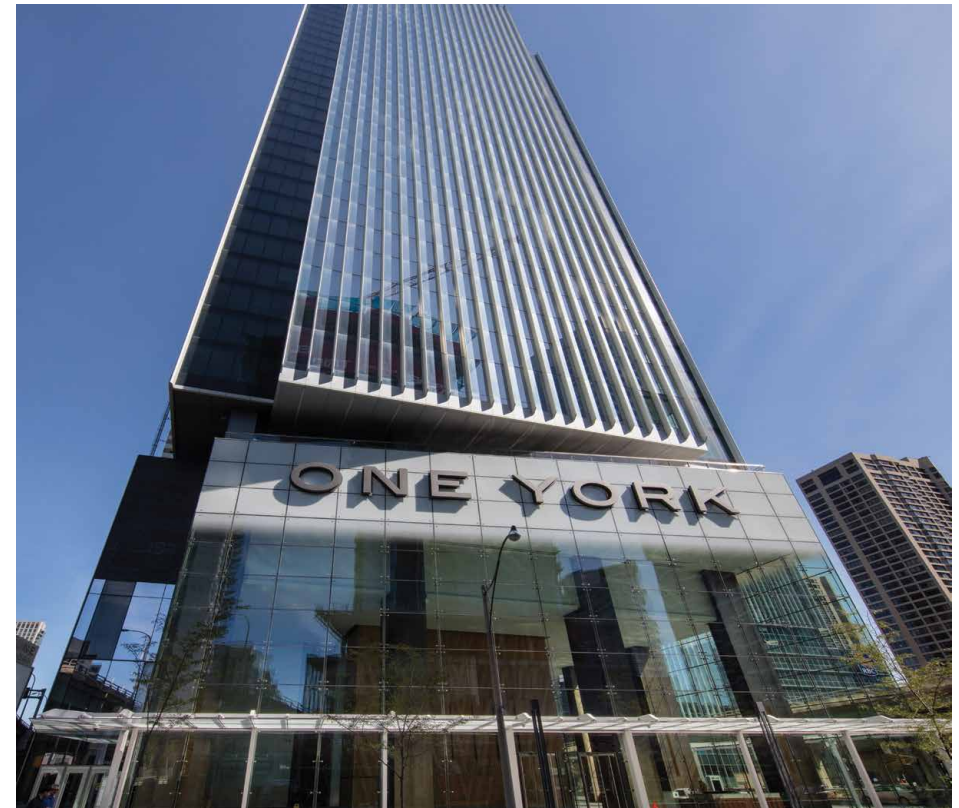
“We’re not merchant builders who sell a property as soon as it’s built. We’re a proud family business, founded in 1954, that’s entering its third generation.”

Peter Menkes, President



### 25 YORK STREET

“Arguably, the greatest building in Canada right now.” - BOMA, BOMA Best Platinum Certification, 2016



### ONE YORK STREET

LEED Platinum Certification, 2017



### PEARS ON THE AVENUE

Best Model Home, BILD Awards, 2016



### SOMERSET

Community of the Year, Durham Home Builder Awards, 2011



**FOUR SEASONS**

AAA Five Diamond Award,  
Forbes Travel Guide,  
5 Star Rating, 2018



**HARBOUR PLAZA**

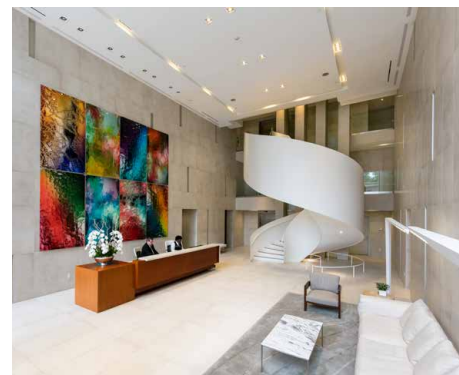
Best New Community - Built, BILD Awards, 2018



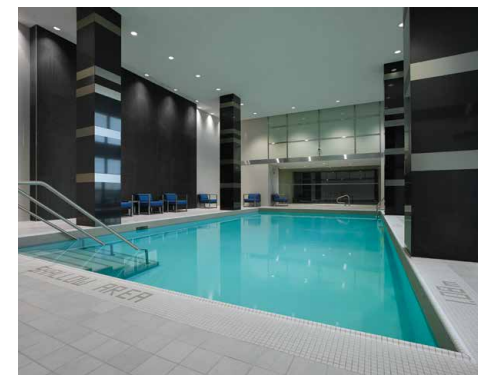
**ONE SHERWAY**



**PINNACLE & ROYAL PINNACLE AT  
EMPRESS WALK**



**PEARS ON THE AVENUE**  
LOBBY INTERIOR



**ONE SHERWAY**  
POOL

NOTES

A series of 20 horizontal dotted lines for writing notes.

NOTES

A series of 20 horizontal dotted lines for writing notes.



MENKES.COM

Illustrations are concept only.