TRIDEL
BUILT FOR LIFE

ALEXANDRA PARK

A COMMUNITY MASTER PLANNED.

Community Information

SQ

A fresh take on life in the city.

Discover SQ at Alexandra Park. Where people in the know want to live. SQ is in the epicentre of downtown Toronto at vibrant Spadina and Queen. Where the best of everything is at your doorstep. Walking distance to higher learning at University of Toronto, OCAD U and Ryerson University. Close to world-class employment opportunities in the Financial District, Bay Street Corridor and major area hospitals. Steps to the offices of innovative new firms and industry leading technology companies. Surrounded by the culture and attractions of the Entertainment District, and the shopping and conveniences of Queen West.

SQ is the first stage in an incredible, master planned revitalization of Alexandra Park that will see it transformed into an exceptional, renewed and vibrant community bursting with parks, green spaces, modern design and inspired architecture. Tridel, Toronto's most acclaimed condominium builder, is breathing fresh life into this prime downtown neighbourhood. SQ is one of the most imaginative and desirable condo ownership opportunities in Toronto today.

SPADINA AVENUE
QUEEN STREET

SQ
SPADINA QUEEN

SQ Information

Developer: Tridel

Location: Northwest of the intersection of Spadina Avenue and Queen Street West

Architect: Award-winning Teeple Architects are avant-garde modernists widely recognized for creating conceptual and innovative buildings.

Interior Designer: Acclaimed interior design firm Union31 have spearheaded numerous luxury projects with an elegant aesthetic of sophisticated simplicity.

Statistics: 241 Suites; 14 Floors

Sustainability: Pursuing LEED® Gold Certification

Tentative Occupancy: September 2016

Suite Types:
1 bedroom suites from 521 sq. ft. to 672 sq. ft.
2 bedroom suites from 693 sq. ft. to 1235 sq. ft.
3 bedroom suites from 925 sq. ft. to 1331 sq. ft.

SQ Amenities:

- Lobby
- Whirlpool
- Men's steam room
- Ladies' steam room
- Fitness centre
- Yoga studio
- Party room with catering kitchen and bar
- Private dining room with fireplace
- Theatre
- Outdoor lounge
- Rooftop terrace with hot tub

Maintenance Cost: .56 cents per square foot plus $50 for parking and $20 for locker

ALEXANDRA PARK A COMMUNITY MASTER PLANNED.

Alexandra Park Information

Alexandra Park is a diverse community located in the heart of downtown Toronto, surrounded by the vibrant neighbourhoods of the Fashion District, Entertainment District, Kensington Market, Chinatown and West Queen West. The community was first built starting in 1968 and is now being transformed into a mixed-use neighbourhood through a 2-phase revitalization. A strong partnership between Toronto Community Housing and Tridel, together with the City of Toronto, is set to transform this 18-acre neighbourhood into a dynamic new community.

Connectivity: TTC: Queen streetcar (24-hr) and Spadina streetcar connect with the subway
1.5 km from Union Station
Easy access to the Gardiner Expressway, QEW and Lake Shore Boulevard
2.6 km from Billy Bishop Toronto City Airport

Community Attributes:

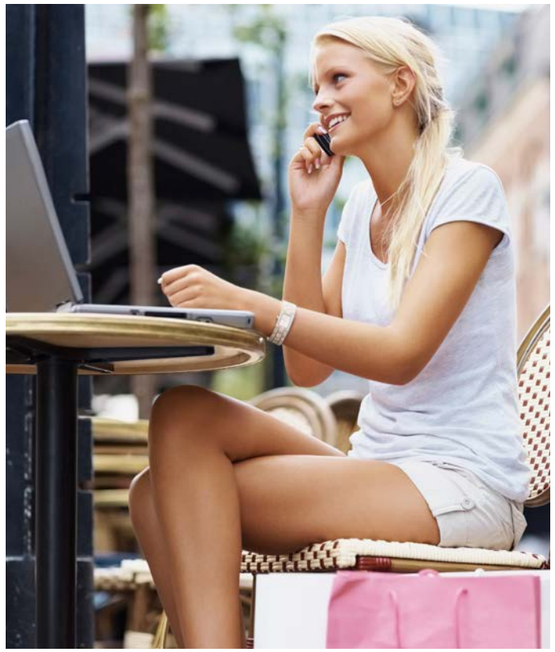
- Ideal downtown location at Spadina and Queen
- Close to Financial District, Queen West, Entertainment District
- Walking distance to University of Toronto, OCAD U, Ryerson University
- Surrounded by Toronto's top attractions and sports/entertainment venues
- Near all the hospitals in the University Health Network
- Borders a large urban park and downtown greenspace

Top Ten Positive Aspects of Living Downtown*

1. Central location/close to everything (24.9%)
2. Convenience and accessibility (20.0%)
3. Ability to walk everywhere (11.3%)
4. Close to work (6.2%)
5. Access to amenities/services (5.9%)
6. Access to restaurants/bars (4.2%)
7. Urban lifestyle/vibrant area (3.7%)
8. Location (3.2%)
9. Access to public transit (2.4%)
10. Access to shops/stores/markets (2.1%)

Quality of Life in Downtown**

- Most-mentioned positive aspects of living in Downtown are convenience and accessibility to everyday needs. Residents appreciate being close to shopping, community and cultural facilities, transportation network and services.
- Walking is the most popular mode of travel for those living in Downtown, which is not surprising given that Downtown residents are more likely to choose residences close to work than those living in the other centres.
- Overall, Downtown residents tend to be very satisfied with the areas in which they live – offering an average satisfaction rating of 8.1 (on a scale of 10).



* City of Toronto Living in Downtown and the Centre Survey 2011
** Source: Toronto City Planning & Research, Profile Toronto, Living Downtown

Walk Score at Toronto's SQ

TRANSIT SCORE: 100

SQ is transit perfection. You can get anywhere in the city from here on transit. There are 21 nearby routes, including 11 buses and 10 streetcar options. **The Queen streetcar line runs 24 hours a day.**

WALK SCORE: 98

If you love to walk, then SQ is the place for you. You can walk to virtually everything you want – no car required.

For further information, visit **walkscore.com**

Source: Queen Street West photo by Vinod Sankar

A fresh take

Get to know the many Toronto Community Housing projects that have renewed and revitalized neighbourhoods across the city.

A downtown greenspace

Adjacent Alexandra Park is a large urban park. Includes a community centre, public library, swimming pool, skateboard park in the summer, and outdoor skating rink in the winter.

A community master planned

SQ is the first phase of a master planned transformation that will introduce a fresh modernism to a prime downtown neighbourhood.

DENISON AVENUE

RANDY PADMORE PARK

AUGUSTA AVENUE

AUGUSTA SQUARE

CENTRAL PARK

VANAULEY WALK

BASKETBALL COURTS

NORTH PARK

QUEEN STREET WEST

DUNDAS STREET WEST

SQ

SPADINA QUEEN

CAMERON STREET

SPADINA AVENUE

N

ALEXANDRA PARK

A COMMUNITY MASTER PLANNED.

- New Condominium Residences
- New Atkinson Co-op Residences
- New Atkinson Co-op Townhomes
- Revitalized Toronto Community Housing Residences
- Revitalized Toronto Community Housing Senior Residences
- Revitalized Atkinson Co-op Residences
- Public open space
- Publicly accessible, private open space
- Courtyard

Ward 20 – Trinity Spadina Demographics

HIGHLIGHTS

WARD TORONTO

POPULATION

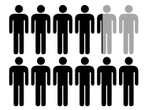
Ward Population
76,600

+25.3%
2006-2011

33 YEARS
MEDIAN AGE

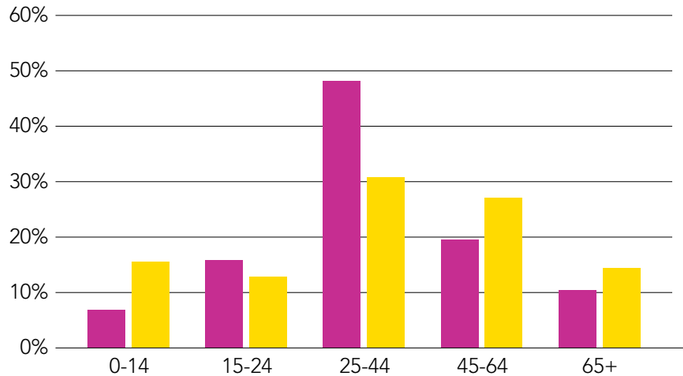
39 YEARS
MEDIAN AGE

Population Density



10.27
1000 people/km²

2011 POPULATION BY AGE GROUP



Downtown Dwellings

- **77.9%** of residents in Downtown are reported to be living in high-rise buildings of 5 storeys or more.
- Over half of the households in Downtown are single person households.
- For Downtown residents, being close to work was the most important reason, and the survey results show that those living Downtown offset the need for public transit, by choosing to walk. Downtown residents also valued the variety of shopping, entertainment and amenities.

Education, Employment & Income

- Residents in Downtown tend to be highly educated. Over half have a university education.
- Downtown also reported the highest proportions of households earning annual household incomes above **$100,000** with nearly one in five such households.

HOUSEHOLDS

64.3% / **41.0%** live in apartment buildings of 5 or more storeys

24.4% / **15.6%** live in apartment buildings of less than 5 storeys

3.6% / **5.8%** live in row / townhouses

7.7% / **37.6%** live in houses

TRINITY SPADINA RIDING

- In 2001, Trinity-Spadina was the third smallest federal riding in Toronto. **In 2011, it became the biggest**.
- Nearly **30,000 new residents** moved into the **18.6 km²** area of downtown Toronto between 2006 and 2011; a **25.5% increase** in population in just five years.

KEY FACTS

21.5% | **17.9%**
children 25 years of age or more living at home

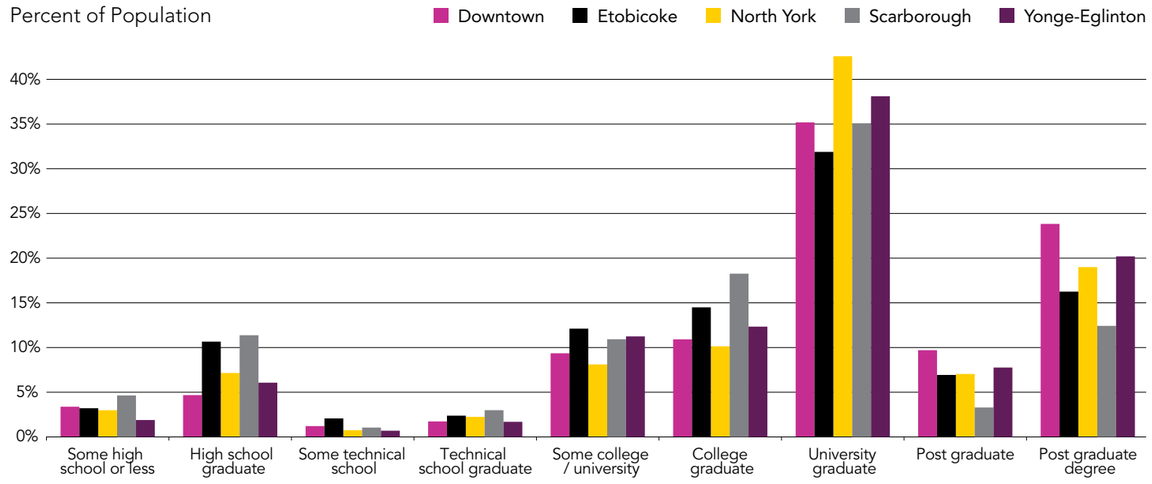
5.6% | **5.3%**
with no knowledge of English or French

1.78 | **2.46**
persons per household

51.0% | **31.6%**
one person households

Source: Statistics Canada, Consensus 2011. City of Toronto Ward Profiles.

HIGHEST LEVEL OF EDUCATION



Source: Toronto City Planning Policy & Research, Profile Toronto, Living in the Downtown and the Centres

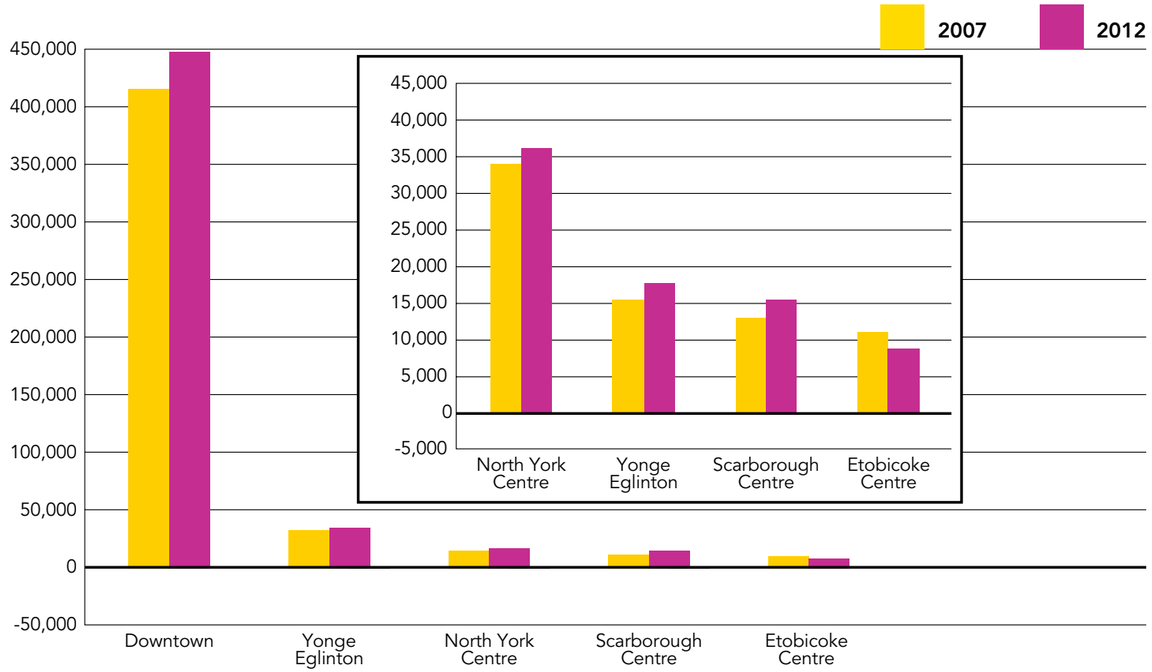
Downtown Employment

- Downtown Toronto is the largest employment centre in Ontario's Golden Horseshoe. With **446,800** jobs, it makes up **1 in 3** jobs found in the city.
- During **2011** and **2012**, over **1,890** new business establishments were added to the Downtown area.
- Downtown employment has grown by **31,600** jobs over the past 5 years or **7.6%**.
- Finance, insurance and real estate represent **35.7%** employment, business services **25.3%**; together they represent **61.1%** of all office jobs in the Downtown area.

DOWNTOWN TORONTO
446,800 JOBS

DOWNTOWN EMPLOYMENT HAS GROWN BY
31,600 JOBS

+7.6%
Past 5 Years



Employment Changes in Downtown 2007-2012

Source: Toronto City Planning Policy & Research, Profile Toronto, Annual Employment Survey

New and Existing Employment Development

- **1 Yonge Street** – Development will represent 63 million sq. ft. of space in 6 towers with office, retail and residential.
- **1 York at Harbour Plaza** – 800,000 sq. ft. of office and retail space. Direct access to PATH underground walkway.
- **Bay Adelaide Centre** – a premier, 51-storey office property considered to be 'the centre of business' in Toronto includes the downtown office of KPMG, a leading Audit, Tax, and Advisory firm.
- **CBC Building** – 10-storey, 160,000 sq. m. broadcasting and production home of the Canadian Broadcasting Corporation in Toronto and the workplace of a multitude of Canada's finest journalists, producers, designers, engineers and technicians.
- **Corus Entertainment** – Canadian-based media and entertainment company on the waterfront at Lower Jarvis St., over 1,100 employees.
- **CTV on 299 Queen Street West** – also known as Bell Media Queen Street, the headquarters of the television/radio broadcasting Bell Canada's media unit: CTV Toronto, CTV News Channel, TSN, TSN2, Discovery Channel and MTV Canada. The headquarters of Bell Media's Toronto radio stations are next door at 250 Richmond Street West.
- **Coca-Cola Canada** – 105,000 sq. ft. over three floors for a staff of 400 on King Street East.
- **Google Toronto** – sales and marketing headquarters at Bay and Richmond with 58,000 square feet over five floors for a staff of 150.
- **Maple Leaf Square** – 1,250,000 sq. ft. complex, 2 residential towers, hotel, office space and 100,000 sq. ft. of retail.
- **RBC WaterPark Place III** – 930,000 sq. ft. 30-storey tower – RBC's new national headquarters with more than 4,000 employees.
- **Salesforce.com** – 10 Bay Street is the site of the company's second largest North American office.
- **Southcore Financial Centre** – 3-phase commercial development totalling 1.4 million sq. ft. with anchor tenants PwC Canada, and the Delta Toronto Hotel.
- **Telus House** – 30 storey office tower. 785,000 sq. ft.
- **University Health Network** – downtown facilities include Princess Margaret Cancer Centre, Toronto General Hospital, Toronto Western Hospital and Toronto Rehabilitation Institute.

ONE YORK STREET

CORUS ENTERTAINMENT 1

RBC WATERPARK PLACE III

TELUS HOUSE

GOOGLE TORONTO 2

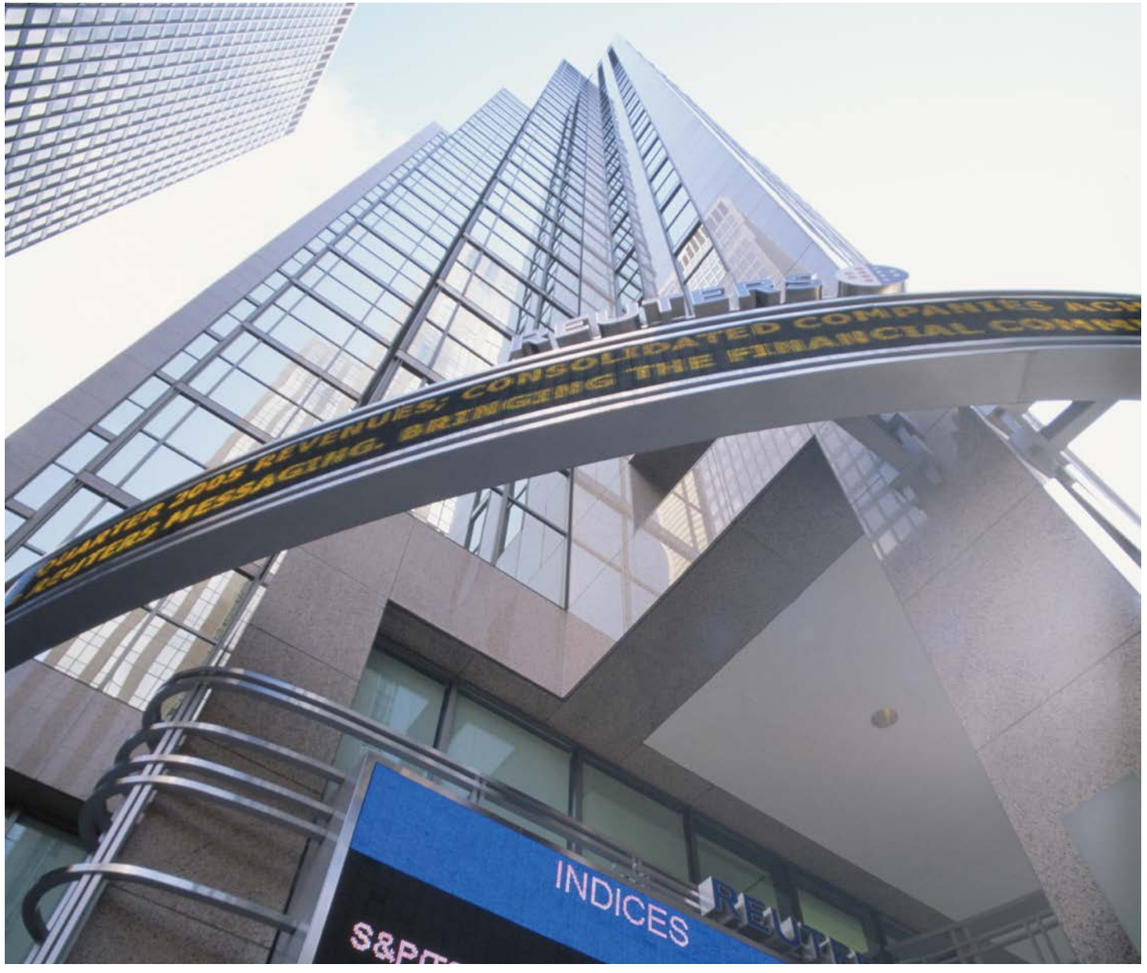
CTV 3

SOUTHCORE FINANCIAL CENTRE

Source: 1. Photo by JasonParis I 2. Photo by Matt Montagne I 3. Photo by Mark Bray

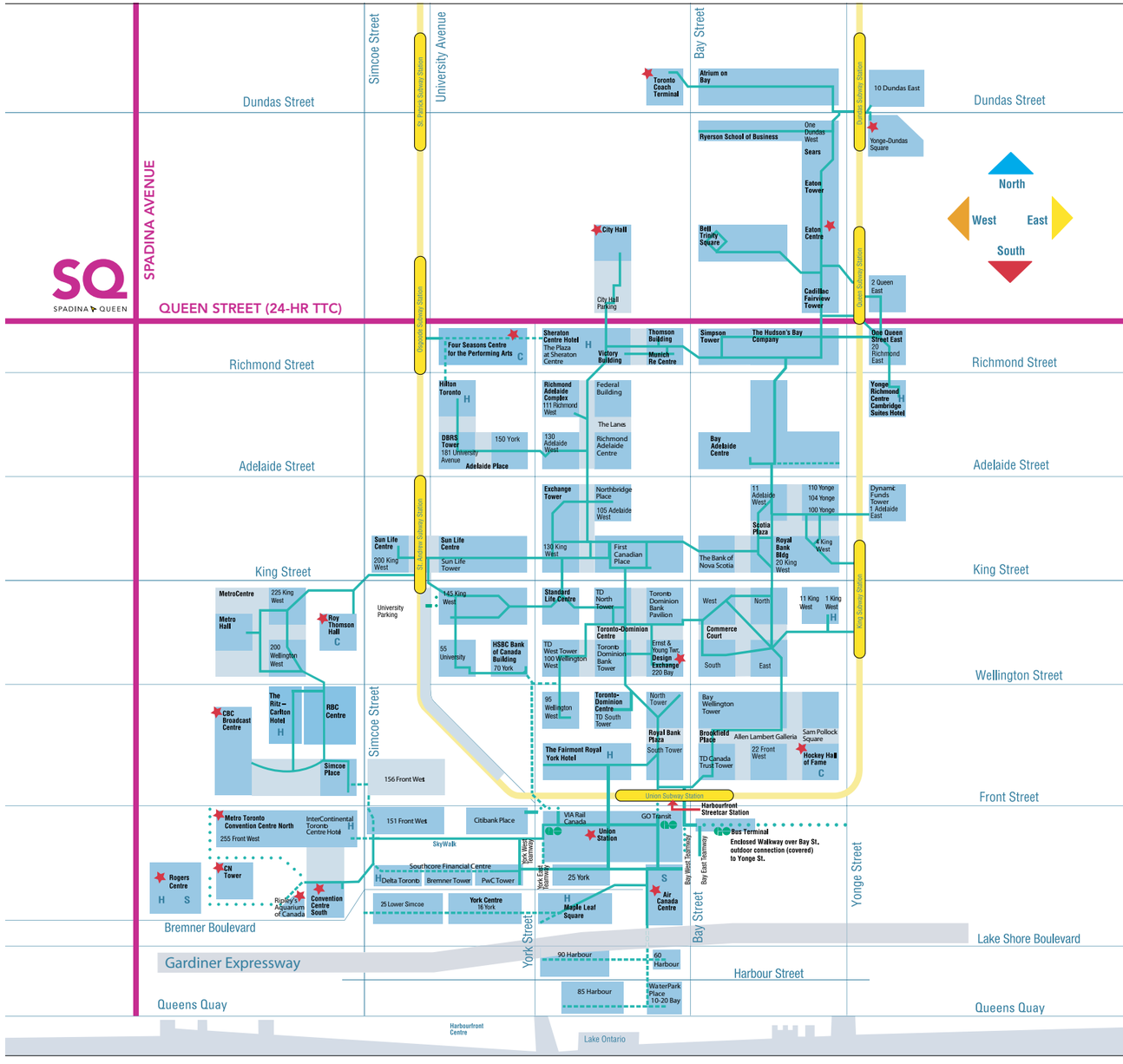
Downtown Toronto Financial District

- Toronto's Downtown Financial District is a 1 km (13 minute) walk from SQ in Alexandra Park.
- It is the premier business district in Toronto, bounded approximately by Queen St. to the north, Yonge St. to the east, Front St. to the south and University St. to the west. Approximately 200,000 people work here.
- Home to numerous banking companies, corporate headquarters, legal and accounting firms, insurance companies, stockbrokers, diplomatic missions and trade offices, advertising agencies and marketing firms.
- Over 50 Financial District office towers are connected to the 29-km PATH underground walkway.



Downtown Financial District PATH Underground Walkway

Source: toronto.ca



Location Attributes

- SQ is ideally situated to access key areas of the city: Financial District, world-class universities, major area attractions, Queen West and the Entertainment District
- Walking distance to University of Toronto, OCAD U and Ryerson University
- Transit score of 100 with 21 nearby routes; easy access to subway, Union Station, GO Train, and Billy Bishop Toronto City Airport
- Close to the city's financial hub and major employment centres
- Close to Lake Shore Boulevard and Gardiner Expressway, Toronto's major city arteries
- Close to central waterfront of Lake Ontario

Area Attractions

- Art Gallery of Ontario
- CN Tower
- The Eaton Centre – open 364 days a year
- Harbourfront Centre
- Historic Fort York
- Metro Toronto Convention Centre
- Nathan Phillips Square & Old City Hall
- Power Plant Contemporary Art Gallery
- Royal Ontario Museum

Business Centres

- Close to the Financial District, Southcore Financial District and Bay Street Corridor
- Close to Metro Hall, City Hall, Queen's Park and Provincial Government Buildings

Source: 1. Photo by Robert Tylor

CN TOWER

24-HR QUEEN STREETCAR [1]

TORONTO CITY HALL

FINANCIAL DISTRICT

ROYAL ONTARIO MUSEUM

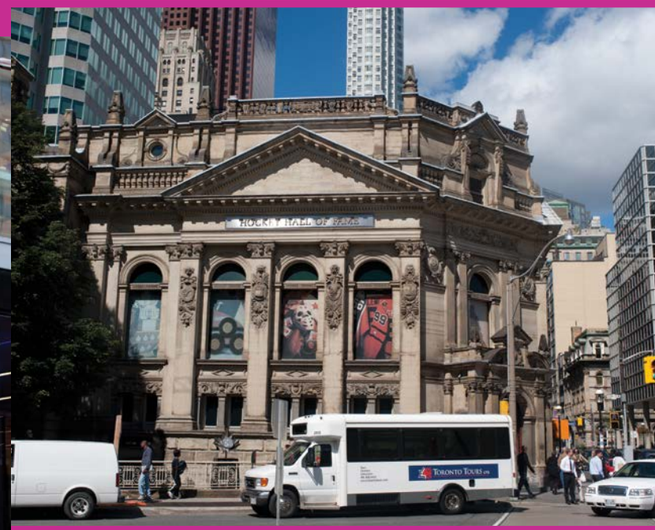
SUGAR BEACH AT HARBOURFRONT

Major Sports & Entertainment Venues

- Air Canada Centre
- Four Seasons Centre for the Performing Arts
- Ricoh Coliseum
- Ripley's Aquarium of Canada
- Rogers Centre
- Roy Thomson Hall
- Royal Alex Theatre
- Scotiabank Theatre
- Sony Centre for the Performing Arts
- TIFF Bell Lightbox

Dining

- Aji Sai Japanese Restaurant
- Arepa Café
- Bymark
- Canoe
- Earls Kitchen & Bar
- La Fenice
- Fusaro's Kitchen
- Jump
- Ginger Restaurant
- Horseshoe Tavern
- HoSu Bistro
- Jules Bistro
- Ki
- La Palette
- New Sky
- Momofuku
- Nota Bene
- Peter Pan
- Osteria
- Queen Mother Cafe
- The Rex
- Rivoli Cafe & Club
- Seazons Restaurant & Lounge
- Le Select Bistro
- Soho House
- Reds Wine Tavern
- Ruth's Chris Steak House
- Sushi Xtra
- Terroni
- The Burger's Priest
- To-ne Sushi
- Trimurti Indian Cuisine



Education

Post-Secondary Institutions

- George Brown College
- OCAD University
- Ryerson University
- University of Toronto
- York University

Secondary Schools

- Central Commerce Collegiate Institute
- Central Technical School
- Harbord Collegiate Institute
- Oasis Alternative

Elementary Schools

- Clinton Street Junior Public School
- Downtown Vocal Music Academy of Toronto
- Kensington Community School
- King Edward Junior and Senior Public School
- Lord Lansdowne Junior and Senior Public School
- Ryerson Community School

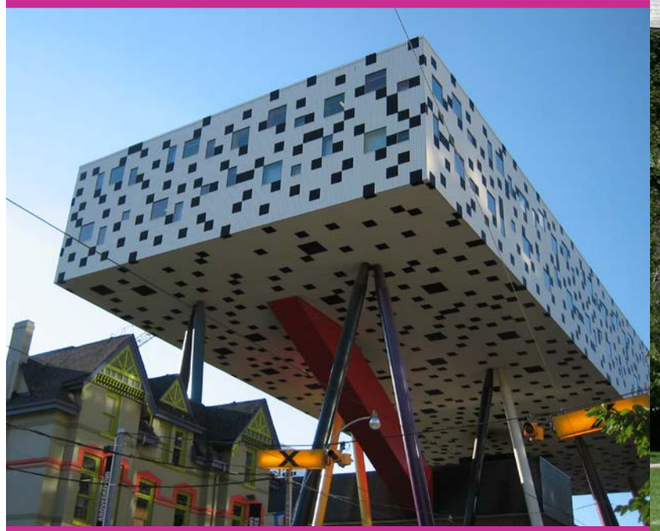
Catholic Schools

- St Francis of Assisi Catholic School
- St Raymond Catholic School

Private Schools

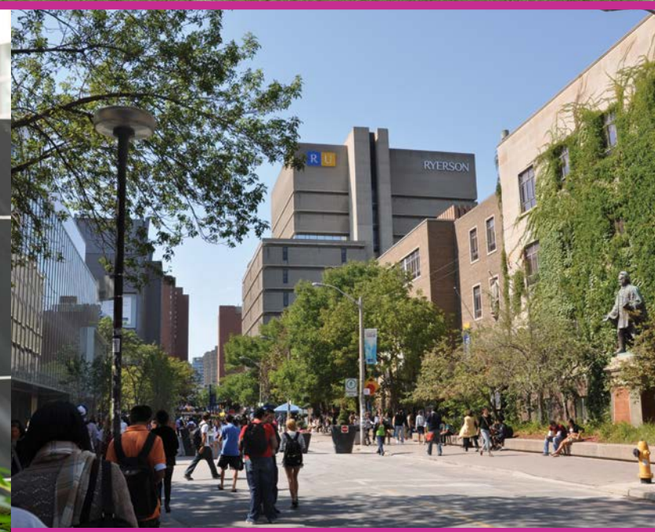
- The Bishop Strachan School
- Branksome Hall
- Crescent School
- Crestwood Preparatory College
- Greenwood College School
- Havergal College
- Royal St. George's College
- TFS – Toronto French School
- Upper Canada College
- The York School

Source: 1. Photo by Ethan Kan



OCAD U 1

UNIVERSITY OF TORONTO



RYERSON UNIVERSITY

Hotels

- The Beverley Hotel
- Drake Hotel
- The Fairmont Royal York
- Four Seasons Hotel
- Hotel Le Germain
- InterContinental
- Residence Inn by Marriott
- Renaissance Toronto Downtown Hotel
- Ritz-Carlton Toronto
- Shangri-La Hotel
- SoHo Metropolitan
- Thompson Toronto Hotel
- Trump International Hotel & Tower

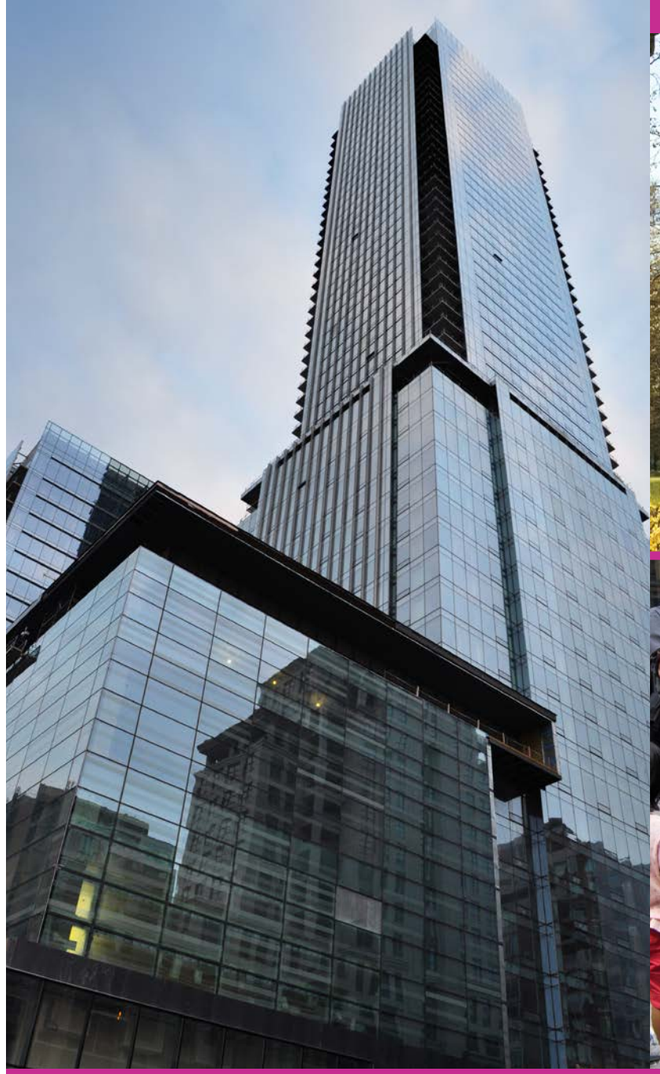
Shopping

- Major supermarkets including Sobeys, Loblaws, Kitchen Table
- Gourmet specialty stores including Fresh & Wild, Winstons Grocery, The Healthy Butcher
- Eaton Centre – open 364 days a year
- LCBO and Beer Store
- Wide variety of clothing, furniture, home décor, accessories

Public Parks & Gardens

- Alexandra Park
- Coronation Park
- Garrison Common
- Grange Park
- Trinity-Bellwoods Park
- Randy Padmore Park
- Stanley Park
- Victoria Memorial Park

Source: 1. Photo by Daryl Bruvelaitis I 2. Photo by BriYYZ



FOUR SEASONS HOTEL 1

ALEXANDRA PARK

ARTIST ON QUEEN STREET 2

EATON CENTRE

Downtown Public Services

Hospitals

- The Hospital for Sick Children
- Mount Sinai Hospital
- St. Michael's Hospital
- Sunnybrook Health Sciences Centre
- Women's College Hospital
- University Health Network:
  - Princess Margaret Cancer Centre
  - Toronto General Hospital
  - Toronto Western Hospital
  - Toronto Rehabilitation Institute

Fire Station

- Toronto Fire Station 315

Police Stations

- Toronto Police Service Division 52

Banking

- BMO Bank of Montreal
- CIBC
- RBC Royal Bank
- Scotiabank
- TD Bank Financial Group

Pharmacies

- Dundas Spadina Pro
- Hilary's Pharmacy
- Rexall Pharma Plus
- Shoppers Drug Mart
- Toronto Western Hospital

Public Community Services

- Alexandra Park Swimming Pool
- Alex Duff Memorial Swimming Pool
- Scadding Court Community Centre
- Stanley Park Swimming Pool

TORONTO GENERAL HOSPITAL

THE HOSPITAL FOR SICK CHILDREN

Top ten reasons for purchasing a condominium at Tridel's SQ in Alexandra Park.

1. Developed by Tridel, Canada's leading condominium developer; winner of the 2013 Home Builder of the Year (awarded by BILD) and the 2013 Ontario High-Rise Builder of the Year (awarded by Tarion).

2. Designed by award-winning Teeple Architects, avant-garde modernists who are widely recognized for creating conceptual and innovative buildings of exceptional quality and materials.

3. SQ is the first phase in an incredible, master planned revitalization of the prime downtown community of Alexandra Park.

4. One of the most convenient locations in Toronto – in the heart of downtown with a **100 Transit Score** and **98 Walk Score**.

5. Steps from both the Spadina and the 24-hr Queen streetcar lines with direct connections to the subway, GO Train and Union Station, Toronto's grand central commuter hub.

6. Walking distance to higher learning at University of Toronto, OCAD U and Ryerson University.

7. Close to world-class employment opportunities in the Financial District, Bay Street Corridor and Southcore Financial District.

8. Adjacent to a large urban park that is also home to a community centre, public library, swimming pool, skateboard park in the summer, and outdoor skating rink in the winter.

9. State-of-the-art, operating cost-saving energy efficiency pursuing LEED® Gold Certification.

10. Fiber optic network technology providing lightning fast in-suite internet service.

ALEXANDRA PARK A COMMUNITY MASTER PLANNED.

tridel.com

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