



# BLOOR MARKET

THE REVITALIZATION OF A UNIQUE & DIVERSE NEIGHBOURHOOD

September 2018



# ABOUT US

## NORTHWEST ATLANTIC (CANADA) INC.

Northwest Atlantic (Canada) Inc. is Canada's preeminent retail real estate brokerage and consulting firm specializing in mixed use, street front, enclosed mall and power centre retail.

Northwest Atlantic's competitive position in the marketplace is strengthened by our ability to develop and implement successful penetration strategies for our retail partners. Our client base is composed of large, medium and smaller scale retailers that represent all retail categories thus allowing Northwest Atlantic to be on the leading edge of the retail development industry across Canada.

## CAPITAL DEVELOPMENTS

Capital Developments is a leading Canadian real estate development company, with international roots. They believe in forming alliances with partners that add value. Working with those that care as much as they do, and developing first class projects which help strengthen a neighbourhood. With years of experience, they've learned that architecture, location, interior design and high quality building materials all matter. Capital Developments also understands that personal relationships and integrity are the cornerstone of every successful development project.

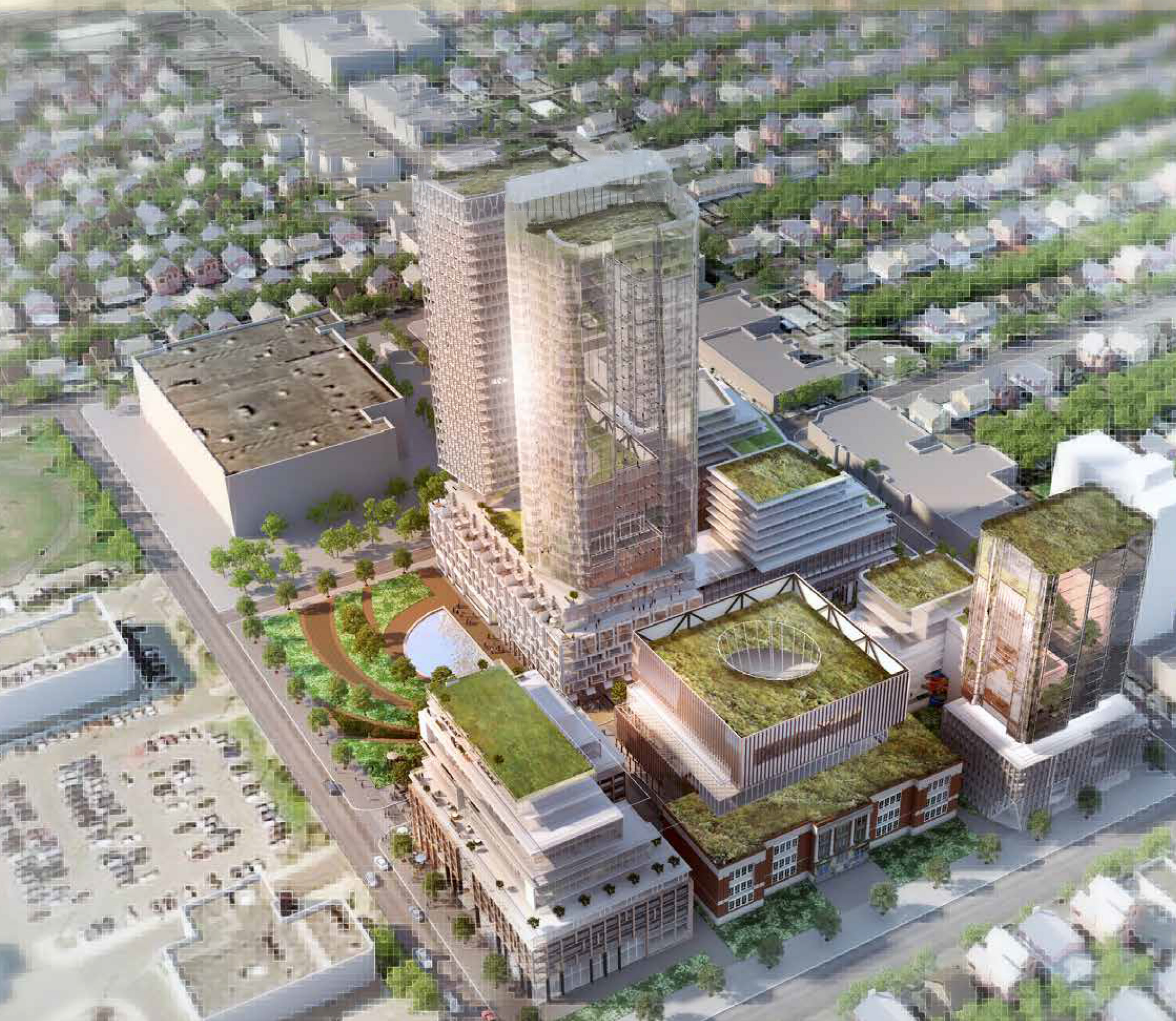
## METROPIA

Metropia is a privately owned and highly respected real estate developer creating authentic communities in both the Greater Toronto Area and Calgary. Metropia focuses on community building, urban renewal and design innovation. Their communities offer a wide range of housing options with an emphasis on affordability and an abiding responsibility to the environment.

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## SITE OVERVIEW

This 7.3 acre redevelopment site is located at the southwest corner of Bloor Street and Dufferin Street. Part of a diverse community, the site is at the heart of four intersecting neighbourhoods: Wallace Emerson, Dovercourt Park, Dufferin Grove and Brockton Village.

The Area is well serviced by Public transportation, has exceptional pedestrian traffic and is comprised of a mature and dense residential population base. The re-development will include the construction of nine new buildings, totalling approximately 2 million sf. which will create a complete mixed use community (residential, retail, office, and community space). The refurbishment of the historic Kent School will help integrate this exciting project into the roots and fabric of the area.

## LOCAL AREA OVERVIEW

Centred around Toronto's Dovercourt Park and Dufferin Grove neighbourhoods, this part of Toronto is rapidly becoming one of the city's hottest areas. Much of the area is comprised of single-family homes on quiet streets which makes it very popular with young families. The continual construction of luxury condos and lofts at the north of the neighbourhood has also made it extremely popular with young professionals.

Bordered by Dufferin Street to the west, the CP rail lines near Dupont Street to the north, Christie Street to the east and Bloor Street West to the south, Dovercourt Park offers an eclectic mix. From the bustling commercial stretches along Bloor Market to the development of lofts in the north end, the neighbourhood has become a popular destination for both families and young professionals. The area also includes what has become known as Dovercourt Village - the thriving area located near Dupont and Ossington.

The Dovercourt Park and Dufferin Grove area are currently welcoming high-end residential development and the increasing renovation of original housing. Those looking for more affordable housing that will appreciate in value, are attracted not only by the investment opportunities, but also by the vibrant cultural life, restaurants and various stores.





# THE REJUVENATION OF BLOOR STREET

This development will transform the southwest corner of Bloor Market. This mixed-use project will create a new community with 2,219 new residential units, 169,854 square feet of modern retail space and 52,743 square feet of office space thereby creating a truly mixed-use community within a community. A variety of building heights and built forms are planned for the 7.3 acre site including mid-rises and four high rise towers ranging from 25-47 stories. Kent School will become a community hub along with office space which will help local business grow and remain in the neighbourhood. A public plaza is proposed at the northeast corner of the site and a year-round public park is proposed facing Croatia Street. These amenities will ensure an above average pedestrian experience in this mixed-use development.



## POTENTIAL RETAIL MIX

Bloor Market's vision is to bring together a unique blend of national retailers intertwined with an eclectic mix of smaller community service retailers that will provide a distinct retail experience.

The social fabric of the surrounding community will be taken into consideration during the retail leasing process in order to create the proper mix of tenants. This offering should cater to the existing diverse neighbourhood in addition to servicing the newer residential mix that will be provided within the new master planned community.





# AREA DEMOGRAPHICS



## POPULATION

	1 KM	3 KM	5 KM
Population	35,369	279,022	636,318
Growth 2013-2018	3.2%	5.5%	9.4%
Projected Growth 2018-2023	2.3%	3.0%	6.1%



## HOUSEHOLDS

	1 KM	3 KM	5 KM
Households	15,222	128,668	312,796
Growth 2012-2017	4.3%	7.7%	11.7%
Projected Growth 2017-2022	2.4%	3.0%	6.8%



## AVERAGE HOUSEHOLD INCOME

	1 KM	3 KM	5 KM
Average Household Income	\$93,914	\$109,201	\$123,896
Median Household Income	\$52,897	\$56,221	\$61,167



## WORKPLACE POPULATION

	1 KM	3 KM	5 KM
Workplace Population	9,218	89,797	603,721
Total Daytime Population	24,454	204,395	867,268



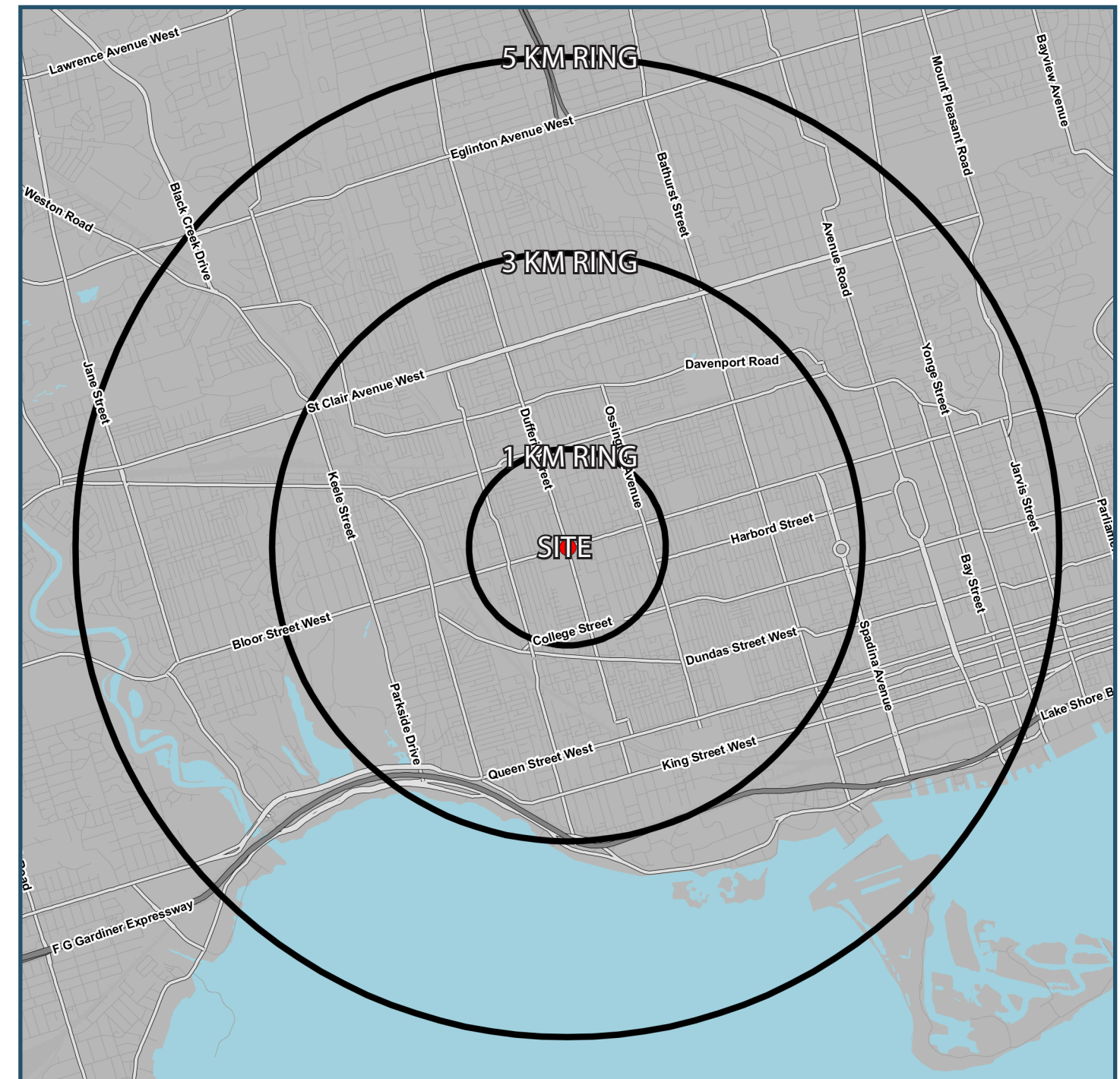
## EDUCATION

	1 KM	3 KM	5 KM
No Diploma/Degree	23.8%	19.3%	15.1%
High School Diploma	20.5%	18.3%	17.4%
Bachelor's Degree +	35.7%	42.4%	48.2%



## ETHNICITY

	1 KM	3 KM	5 KM
Caucasian or Aboriginal	62.6%	64.8%	62.0%
Black	4.3%	6.3%	6.3%
Asian	15.3%	15.5%	117.2%
South Asian	8.8%	5.9%	6.9%
Latin American	5.1%	3.5%	3.4%
Arab	1.1%	0.7%	1.3%
Other	2.6%	3.3%	2.9%



This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.



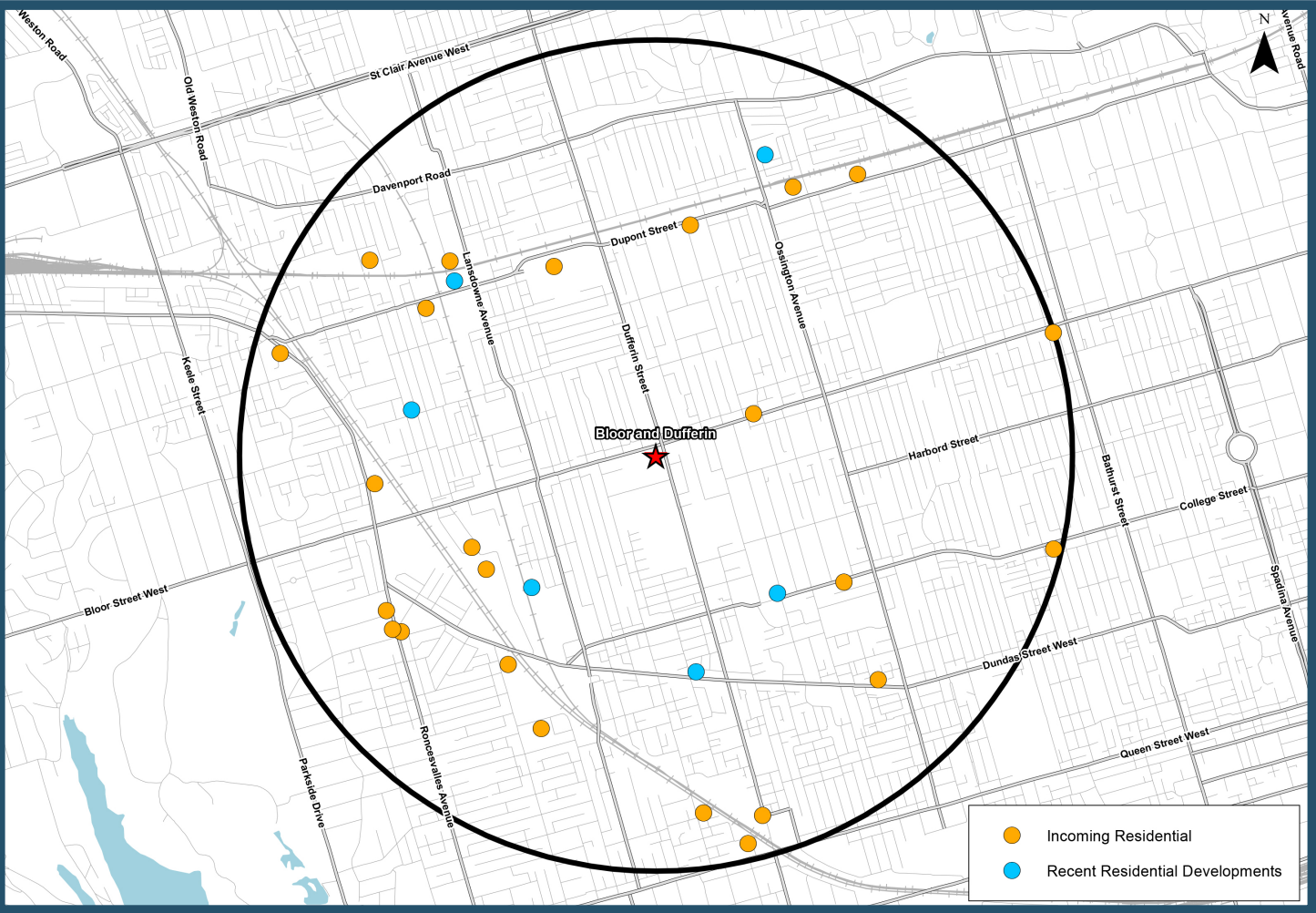
# FUTURE RESIDENTIAL DEVELOPMENTS

8,696 | INCOMING RESIDENTIAL UNITS

901 | RECENTLY BUILT RESIDENTIAL UNITS

24 | INCOMING RESIDENTIAL DEVELOPMENTS

6 | RECENT RESIDENTIAL DEVELOPMENTS





# PROPERTY HIGHLIGHTS

## High Street

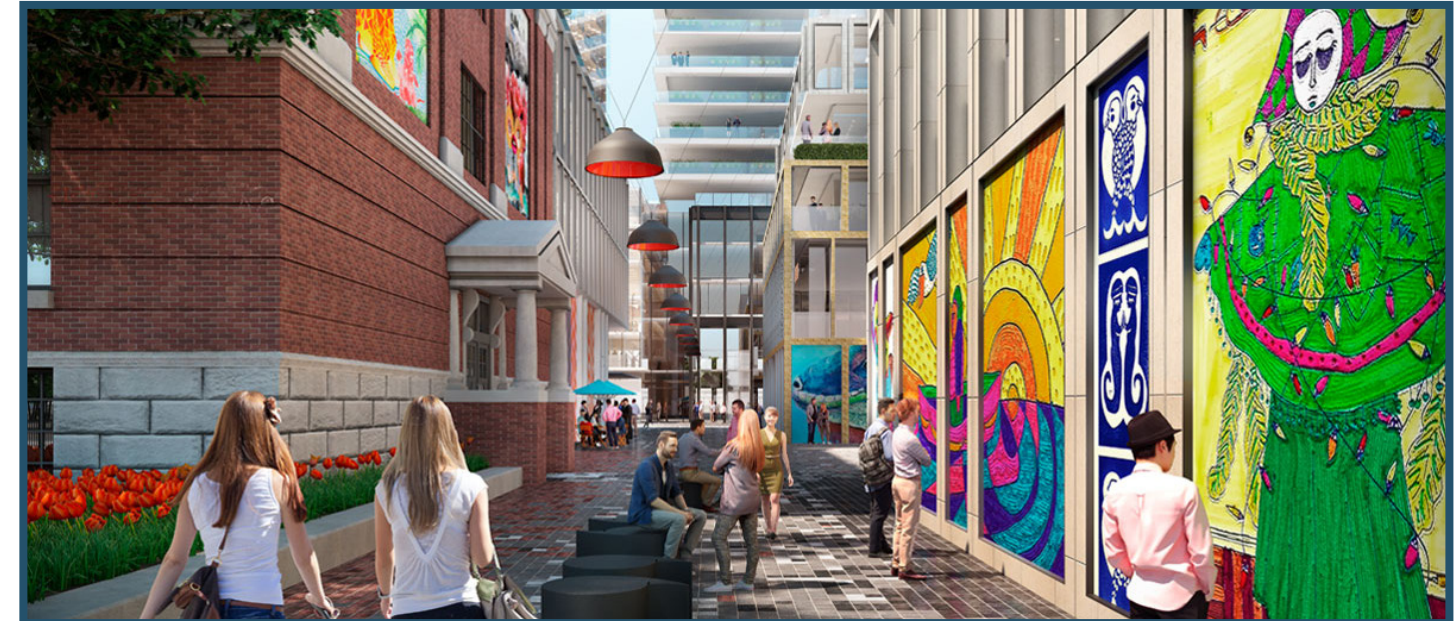
The new street will serve as the grand promenade of the community. It will be designed with wide sidewalks and a generous pedestrian Activity Zone allowing for flexibility in the retail, recreational and community event experiences. This enhanced pedestrian zone provides for seasonal and event based programming, including destination retail, lifestyle retail, restaurant patios, mobile and fixed kiosks as well as spill out retail. Throughout the year, the High Street will host a variety of street festivals, seasonal markets and community events, attracting people from all over the city.

## Mews and Artist Commons

As an integral part of the overall place-making and retail strategy the Retail Mews provides important pedestrian only connections throughout the site and unique opportunities for retail tenants and the public. We imagine the Mews offering a more intimate urban experience with boutiques and smaller hospitality opportunities. Cafes, art and craft galleries, and fashion retail will share these spaces with a “living” public art gallery showcasing local artists in the community. This activation is meant to create a unique destination that drives foot traffic to further support our retail program.

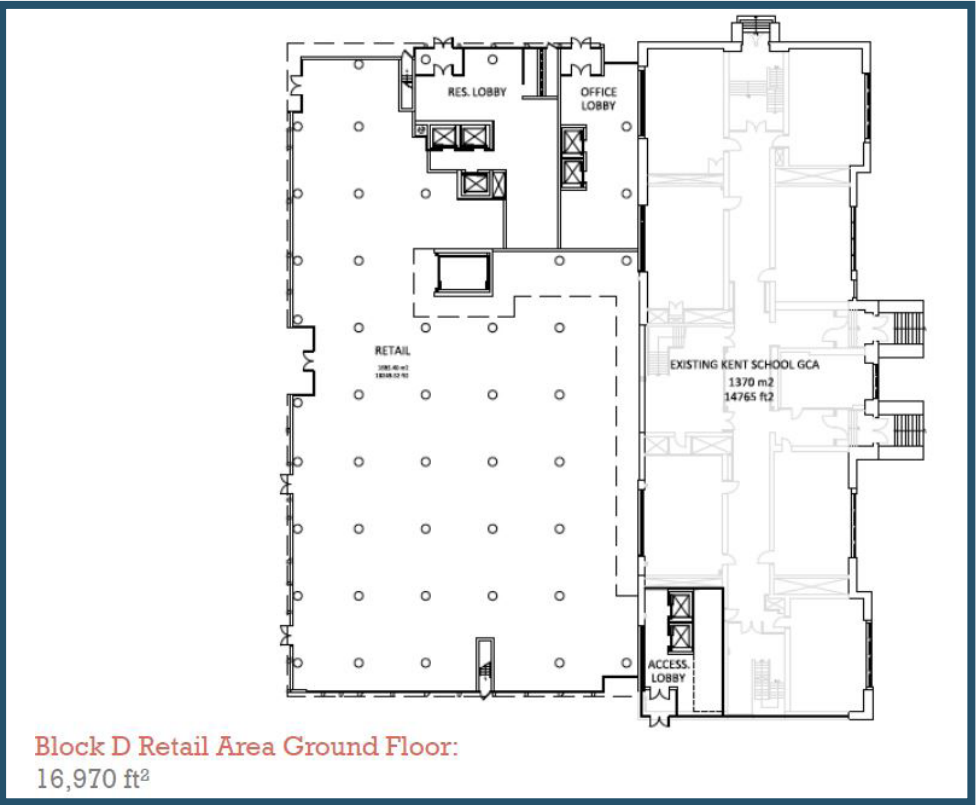
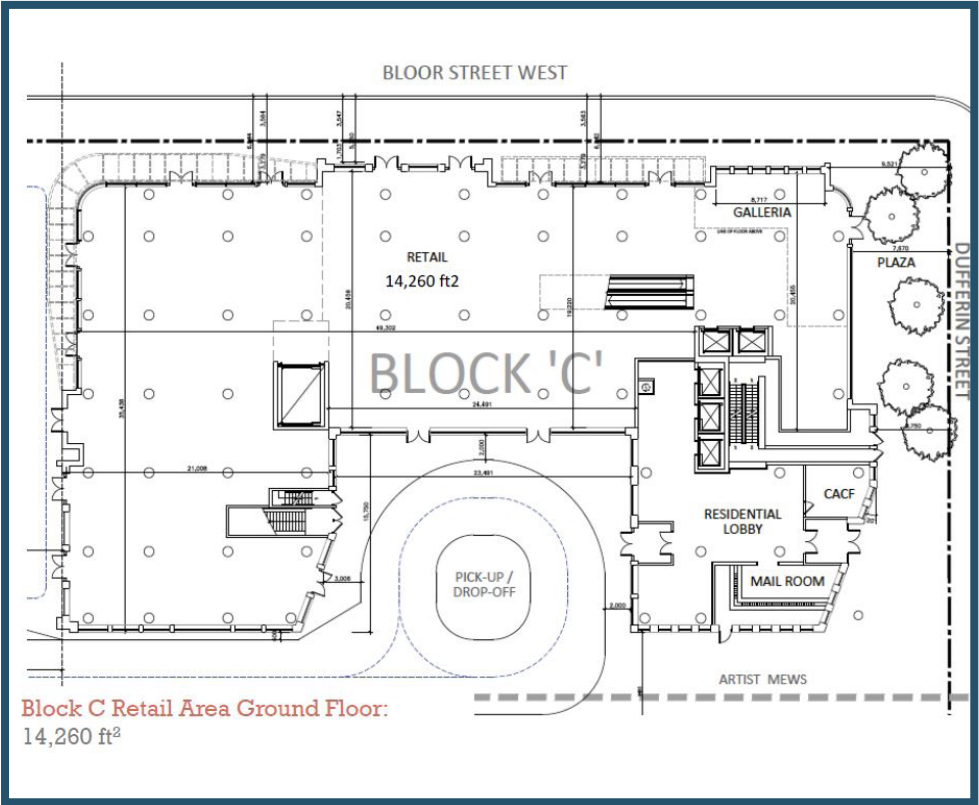
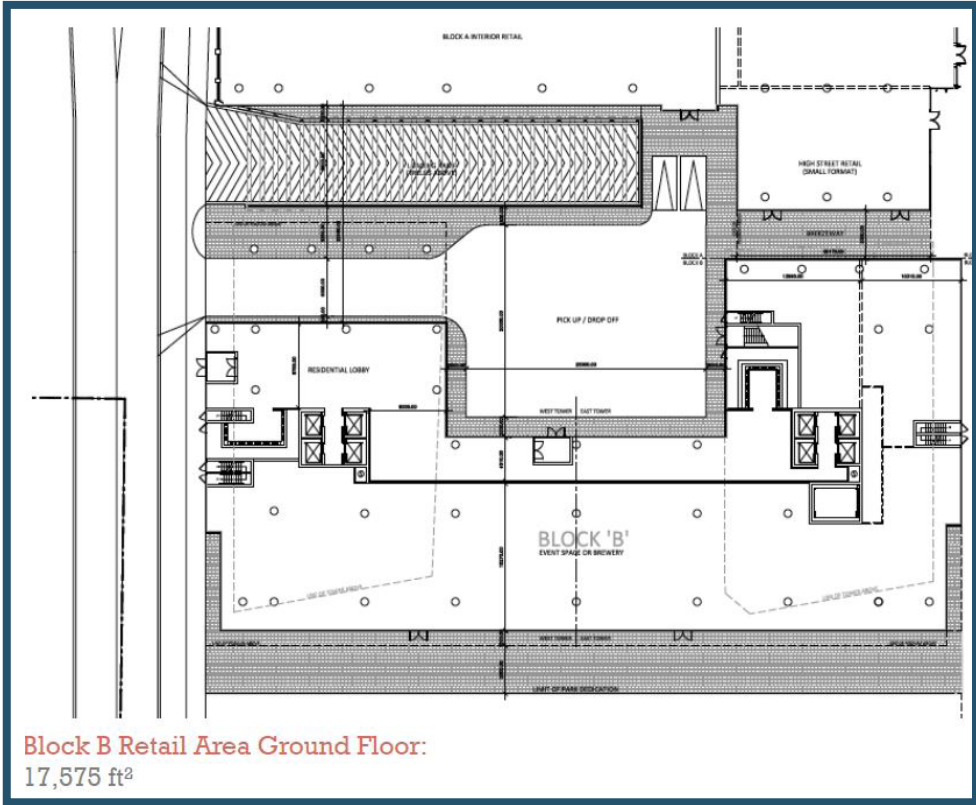
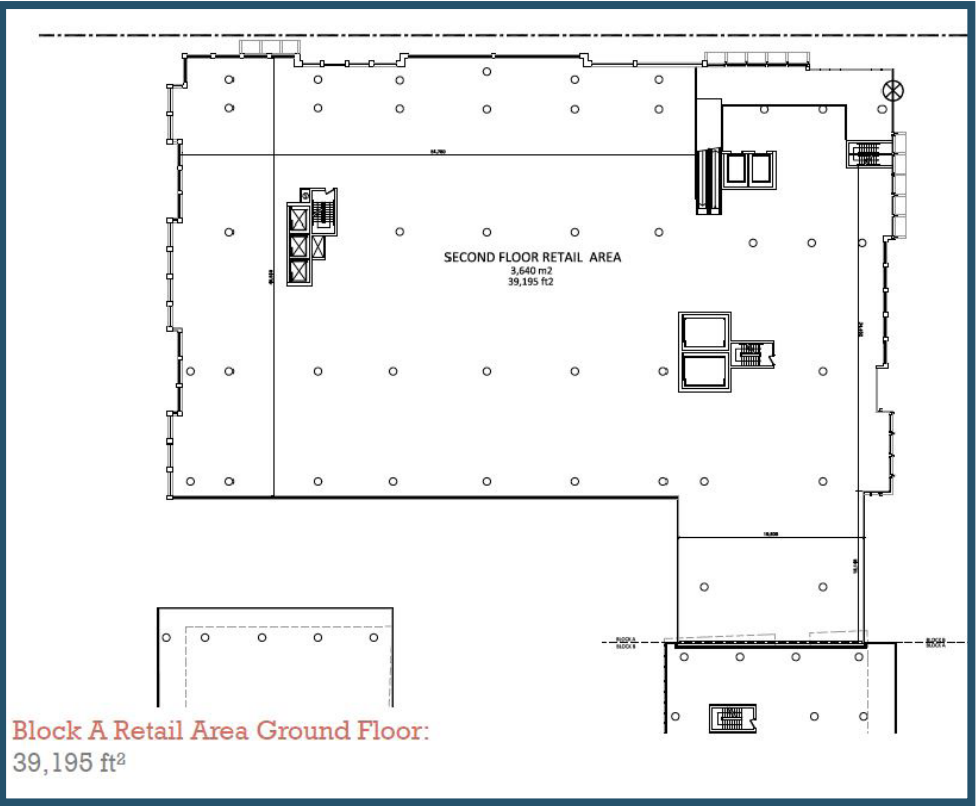
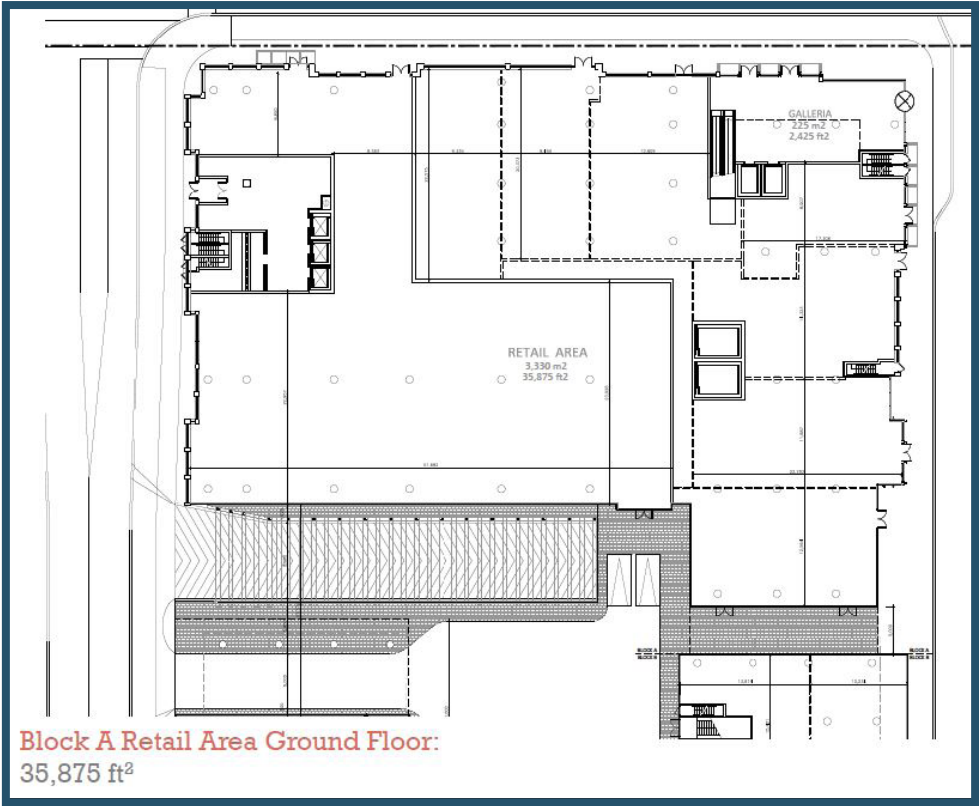
## Community Park & Square

The park will be a bustling, year-round destination designed to accommodate a variety of activity throughout all four seasons. The Park’s southern exposure will maximize sunlight while its flexible design combining both plaza and green space will accommodate for a variety of high and low-energy activities, including movie nights, screening of sports events, yoga in the park, splash pads for kids and events and festivals. As the main gathering space at the end of the New High Street, the Park edges will accommodate retail kiosks, restaurant patios and street markets. The inviting urban gathering space is aimed further drive pedestrian traffic that will add to vibrancy of this a retail destination.





FLOOR PLANS





# TRANSIT CONNECTIVITY

The subject site is well serviced by a mature road network along with both subway and bus transportation. Under the TTC's Station Modernization program, Dufferin Station was upgraded and modernized in November 2014. The "modernization" included the installation of street level elevators for accessibility, the installation of a second entrance from Russet Avenue, two second exits, (one on the northwest corner of Russet Avenue and Bloor Street, and the other on the northeast corner, providing direct access from the westbound platform), the rebuilding of the bus waiting area, new and modernized station finishes, along with art and lighting.



Located on Bloor, Dufferin Station has over 31,000 subway riders per non-summer weekday accessing this line thereby creating a significant pedestrian flow in the immediate area. The site is also serviced by the the Route 29 Dufferin Line, with ridership of over 39,000 people, making this route the seventh busiest bus route in Toronto.

