



**DANIELS  
WATERFRONT™**

GAIN EXCLUSIVE ACCESS  
TO SUITES, FLOORS, VIEWS  
AND MORE!

# STEP TO THE FRONT OF THE LINE

- FIRST CHOICE OF SUITES, FLOORS & VIEWS
- AN INVITATION TO THE FIRST ADVANCE SALE
- ACCESS TO INSIDER INFORMATION

DON'T MISS OUT ON BEING AMONG THE FIRST TO SELECT THE BEST SUITES, VIEWS, AND FLOORS AT THIS NEW, ARTS-INSPIRED COMMUNITY.

**ARRIVING THIS FALL  
SUITES FROM \$279,900**

**David Vu & Brigitte Obregon  
Brokers**

**RE/MAX Ultimate Realty Inc., Brokerage**  
**Cell: 416-258-8493      Cell: 416-371-3116**  
**Fax: 416-352-7710**  
**Email: [info@gta-homes.com](mailto:info@gta-homes.com)**  
**[WWW.GTA-HOMES.COM](http://WWW.GTA-HOMES.COM)**



**Daniels**  
love where you live™

Illustration is artist's concept. E.&O.E.



# DANIELS WATERFRONT- CITY OF THE ARTS

Building on a great legacy of creating award-winning, master-planned communities, The Daniels Corporation has envisioned a spectacular new destination on Toronto's waterfront. Introducing **Daniels Waterfront - City of the Arts**, a live-work-play-learn-create community set to combine two uniquely-integrated phases of significant office, retail, residential, and cultural components at the gateway to Toronto's East Bayfront.

At **Daniels Waterfront - City of the Arts** will rise the **Lighthouse Tower**, a soaring condominium with panoramic lake and city views, exclusive-to-residents amenities, sophisticated finishes, and infinite conveniences at its doorstep. Neighboring to the **Lighthouse Tower** will be a state-of-the-art office complex appealing to diverse organizations in the creative, digital media, arts and innovation industries. Connected by The Yard, a

vibrant, outdoor living room with trendy retail, cafés, and restaurants, and alongside Sugar Beach North, a prominent, tree-lined public amenity for outdoor gatherings, music, dance and celebration.

With the allure of Canada's Sugar Beach across the street, dozens of nearby parks, picturesque trails, shops, and cultural venues, coupled with the surrounding hot spots like the Entertainment, Distillery, and Financial Districts, and

St. Lawrence Market, **Daniels Waterfront - City of the Arts** will undoubtedly be a desirable destination for residents, workers, and retailers of distinction.

**Daniels**  
**love where you live™**

# THE EVOLUTION OF ART, CULTURE, INNOVATION & LIFE

An icon of the past gives way to a landmark of the future on Toronto's Waterfront. This fall, **The Daniels Corporation** will unveil **Lighthouse Tower at Daniels Waterfront - City of the Arts**, a master-planned, mixed-use community surrounded by creativity, inspired by arts and culture, and driven by innovation. This visionary gateway to the East

Bayfront, where Lower Jarvis meets Queens Quay, will introduce a new era of living, offering residents panoramic lake and city views, exceptional amenities, luxurious suites and endless conveniences at your doorstep, including Sugar Beach North, a beautiful promenade featuring retail and public art, linking to Canada's iconic sandy Sugar Beach to the south.

**ARRIVING THIS FALL!  
SUITES FROM \$279,900**

**DIVE INTO AN ARTS-INSPIRED  
LIFE ON THE WATERFRONT!**



**Daniels**  
**love where you live™**

# EXCITING OFFICE SPACE & RETAIL OPPORTUNITIES

A master-planned, live-work-play-learn-create community, featuring significant office, retail, residential & cultural opportunities.



Daniels  
*love where you live*™

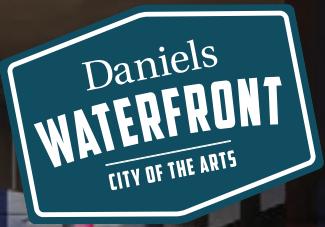
Illustration is artist's concept. E&OE.

# SUGAR BEACH NORTH

Claude Cormier + Associates - landscape architect for Canada's Sugar Beach - has designed Sugar Beach North, a charming, tree-lined, public amenity for outdoor gatherings, music, dance, and celebration.



Daniels  
*love where you live™*

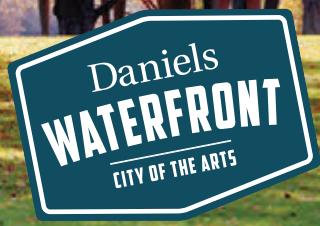


# THE YARD - A TRULY VIBRANT OUTDOOR EXPERIENCE

Daniels  
*love where you live*™

At the heart of **Daniels Waterfront - City of the Arts** is The Yard, an animated, outdoor living room, designed for cultural events, shopping, dining, or savouring a café latte, cobblestone-side.

# THE CITY AT YOUR DOORSTEP



Residents can look forward to an extraordinary, arts-inspired lifestyle rich in amenities, style, and conveniences. Get acquainted with your closest neighbors, such as Sugar Beach, Sherbourne Common, or the Water's Edge Promenade. Hop on the TTC right outside your front door, or walk or cycle to Union Station, Billy Bishop Airport, the Distillery, Financial, or Entertainment Districts, St. Lawrence Market, or the Ferry Terminal.

Exciting opportunities are all around you! Meet up with friends for coffee in The Yard, spend a summer's night at Sugar Beach North, or gaze out your window at the sailboats bobbing on the waves in Toronto's harbour. Get inspired by the best things in life...at **Daniels Waterfront - City of the Arts**.



Neighborhood Shopping



Endless Trails



Canada's Sugar Beach



St. Lawrence Market



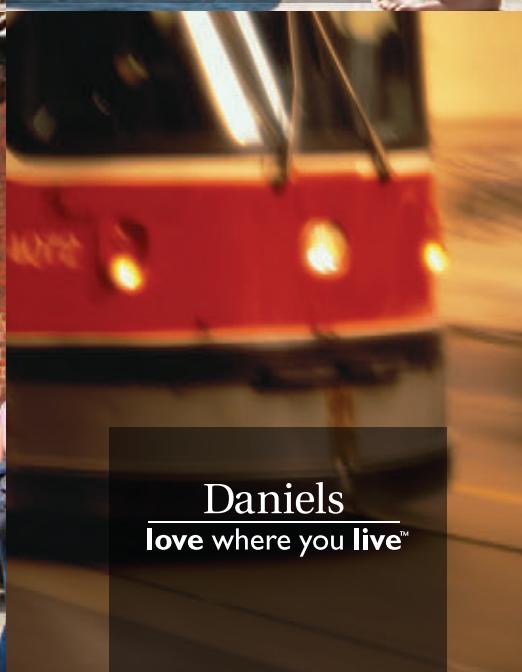
Yoga Lake Side



Sherbourne Common



Distillery District



Daniels  
love where you live™



George Brown College Waterfront Campus



Illustrations are artist's concepts. E. & O.E. Map is for illustration purposes only and is not to scale.

## LEGEND

- GO Train Lakeshore line
- Bike lane
- Cycle track

## RAPID TRANSIT

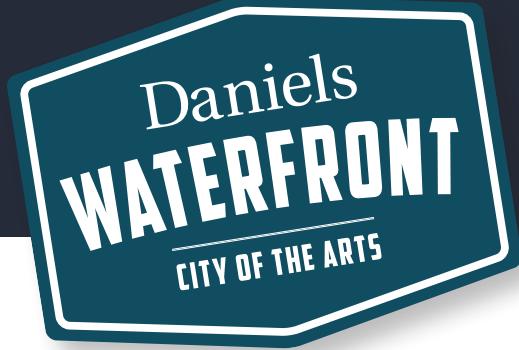
- 75 Sherbourne Street bus stops on Queens Quay at Richardson and at Lower Jarvis, then runs up Sherbourne to Bloor, connecting with the Bloor-Danforth subway
- 6 Bay Street bus stops on Queens Quay at Jarvis, Yonge and Dock Side, and runs up Bay to Davenport at Avenue Road

# YOU'RE CONNECTED



## INSPIRING RETAIL, OFFICE & CULTURAL SPACE

HOME TO ARTSCAPE, MANIFESTO, LAST GANG ENTERTAINMENT, TAYLOR KLEIN OBALLA LLP, THE REMIX PROJECT, RBC LOCAL BRANCH, THE DANIELS CORPORATION & MANY MORE



# DANIELS IS CHANGING THE WATERFRONT FOREVER

## BUILDING FOR EVERYONE

Dedicated to upholding a “people-first” philosophy, Daniels has long been a champion of affordable rental and ownership housing, and has built 3,600 affordable rental-housing units under several government programs. Daniels was the first developer to offer purpose-built rental housing in the Greater Toronto Area in 25 years through its Gateway Rental portfolio. In partnership with SunLife Financial, Daniels is currently building a market rental building as part of its Daniels Erin Mills community in Mississauga. Daniels FirstHome™ Communities across the GTA provide quality-built residences priced within the reach of first-time buyers, and at selected communities, Daniels is building seniors housing with Amica Mature Lifestyles Inc. On the commercial end of the spectrum, Daniels creates outstanding business opportunities for national brand companies as well as grassroots not-for-profit organizations.

## COMMUNITY COMMITMENT

Over the past 33 years Daniels has embraced financial and hands-on generosity toward a number of charities and non-profit organizations, including Second Harvest, Eva’s Initiatives, Habitat for Humanity, and Covenant House Toronto.

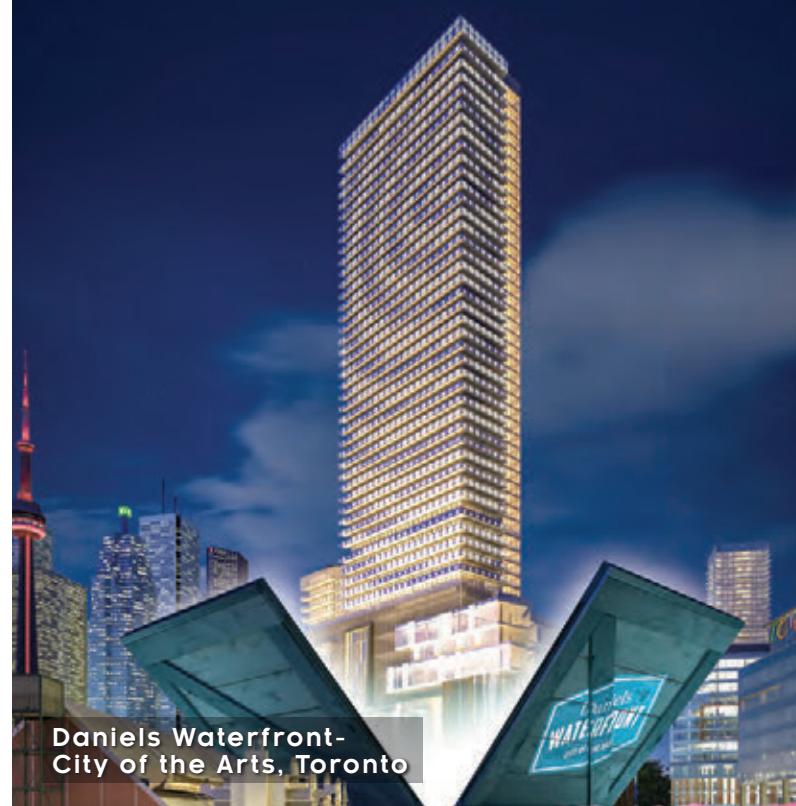
## LOVE WHERE YOU LIVE, WORK, CREATE AND GROW WITH DANIELS

Understanding that quality of life is created by much more than physical buildings, Daniels goes above and beyond to integrate building excellence with opportunities for social, cultural and economic well-being. In so doing, value is created for everyone.

For more information about The Daniels Corporation, visit [www.danielshomes.ca](http://www.danielshomes.ca)



NY Towers Community, Toronto



Daniels Waterfront-  
City of the Arts, Toronto



Cinema Tower, Toronto



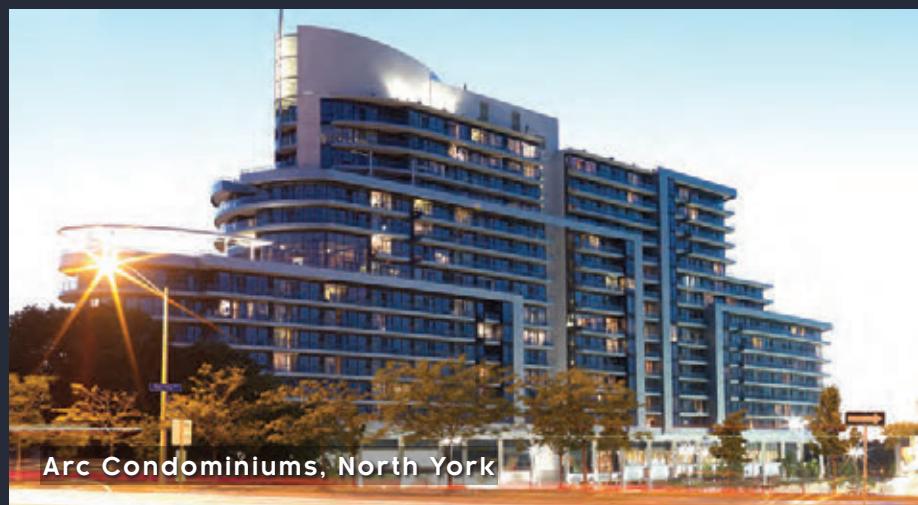
The Burkebrook Town Manors  
at Kilgour Estate, Toronto



HighPark Condominiums,  
Toronto



Daniels Mississauga  
City Centre



Arc Condominiums, North York

Daniels  
love where you live™

THE DANIELS CORPORATION  
**33 YEARS  
AND BUILDING STRONG**

Daniels  
love where you live™

# BUILDING WITH A PASSION FOR CREATING VIBRANT COMMUNITIES IN EVERY SENSE OF THE WORD

Daniels  
love where you live™

## THE DANIELS CORPORATION BUILDS WITH A PASSION FOR CREATING VIBRANT COMMUNITIES IN EVERY SENSE OF THE WORD

Daniels looks beyond the bricks and mortar, including social, cultural and economic infrastructures that will create a unique sense of place. This commitment has been an integral part of Daniels' corporate philosophy for over 33 years. Daniels has built more than 25,000 award-winning homes and apartments, master-planned mixed-use communities, and commercial and retail spaces, and has earned its standing as one of Canada's largest and pre-eminent builders/developers.

Company founder John H. Daniels is a towering figure of the North American real estate industry. In a career that has spanned over 50 years, the former Chairman and CEO of Cadillac Fairview Development Corporation has left an indelible mark on the quality of the places in which people live, work, play, create and shop. Over the course of his career Mr. Daniels played a key role in the development of Canadian landmarks such as the Toronto Eaton Centre and Toronto-Dominion Centre, the 4,700 acre Erin Mills community in Mississauga and the brownfields reclamation of the Goodyear Tire Plant in Etobicoke.

## OUR APPROACH

Led by company President Mitchell Cohen and a creative team of visionary professionals, The Daniels Corporation's integration of residential and commercial divisions results in a stable turnkey operation, which earns the company a high level of industry and public trust. Daniels plans, designs, develops, builds, and manages all residential and commercial properties in-house, enabling the ultimate in quality control and streamlined service. In essence, Daniels is an all-inclusive service provider - a company dedicated to seeing each project through to construction completion and beyond.

## INNOVATION IN MASTER-PLANNING

Daniels transforms underutilized land into sought-after master-planned communities that include residential, name-brand retail and commercial opportunities. Daniels' land-use planning is based on the principle of integration into the existing urban fabric, creating neighbourhoods that fit seamlessly into their surroundings, providing a broad customer base for homebuyers, retailers and commercial businesses.

For example, Daniels is partnering with Toronto Community Housing to revitalize the 69-acre Regent Park in Toronto's Downtown East, which is being looked



at around the world as the gold standard by which challenged urban neighbourhoods can be re-imagined as healthy, sustainable communities. Regent Park is now home to national brand retailers including Tim Hortons, Sobeys, RBC and Rogers.

Daniels also partnered with renowned filmmaker Ivan Reitman to build TIFF Bell Lightbox, an international destination for the world of film. In addition to the iconic home of the Toronto International Film Festival, this mixed-use development includes restaurants, ground floor retail, a commercial parking garage and the 44-storey Festival Tower Residence.

Daniels has also created iconic neighbourhoods throughout the GTA, providing residential, retail and commercial services within their NY Towers and HighPark Condominium communities in Toronto, Daniels' City Centre West and Daniels Erin Mills in Mississauga.

Daniels' newest master-planned, mixed-use community, 'Daniels Waterfront – City of the Arts', is coming soon to the corner of Lower Jarvis and Queens Quay in Toronto's East Bayfront community. This innovative development will offer 1,400,000 square feet of unique office, retail, commercial and residential opportunities that will change Toronto's waterfront forever.

## WEAVING ARTS AND CULTURE INTO THE COMMUNITY FABRIC

Daniels has consistently demonstrated the value of embedding arts and culture into the fabric of new communities. In Regent Park, Daniels partnered with Artscape, Toronto Community Housing and members of the local community to create Daniels Spectrum - a 60,000 square-foot cultural hub. Setting Daniels apart even further, the company has established an art procurement program that identifies and purchases art from local and emerging artists for residential and commercial lobbies and amenity spaces, thus contributing enormously to the area's economic development.

## SUSTAINABILITY

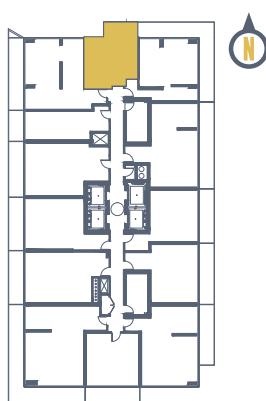
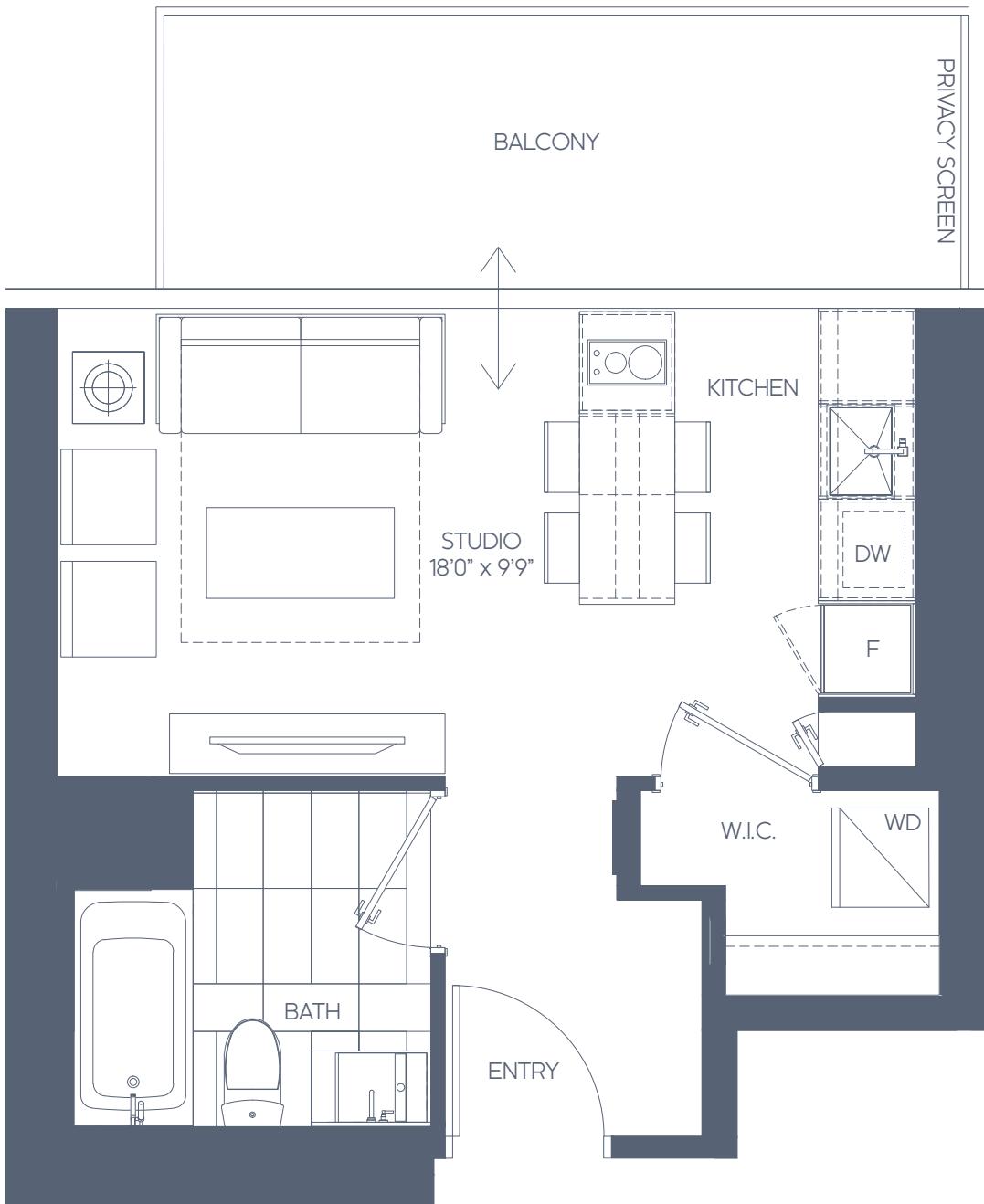
Long before "green" became an industry buzzword; The Daniels Corporation took a proactive approach to protecting the environment through innovation in its construction techniques. Daniels continues to build for efficiency and environmental sustainability through standards beyond Ontario Building Code, and in some cases, to LEED Gold certification. Within the Canadian building industry, Daniels is also leading the urban food revolution through trailblazing urban agriculture initiatives that incorporate farmers' markets and urban allotment gardens into its residential communities.



# LOVE WHERE YOU LIVE, WORK, PLAY, LEARN AND CREATE... WITH DANIELS

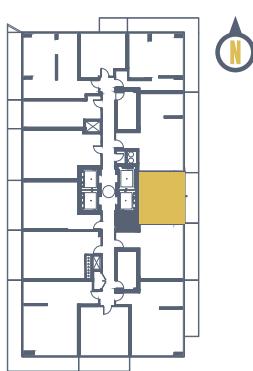
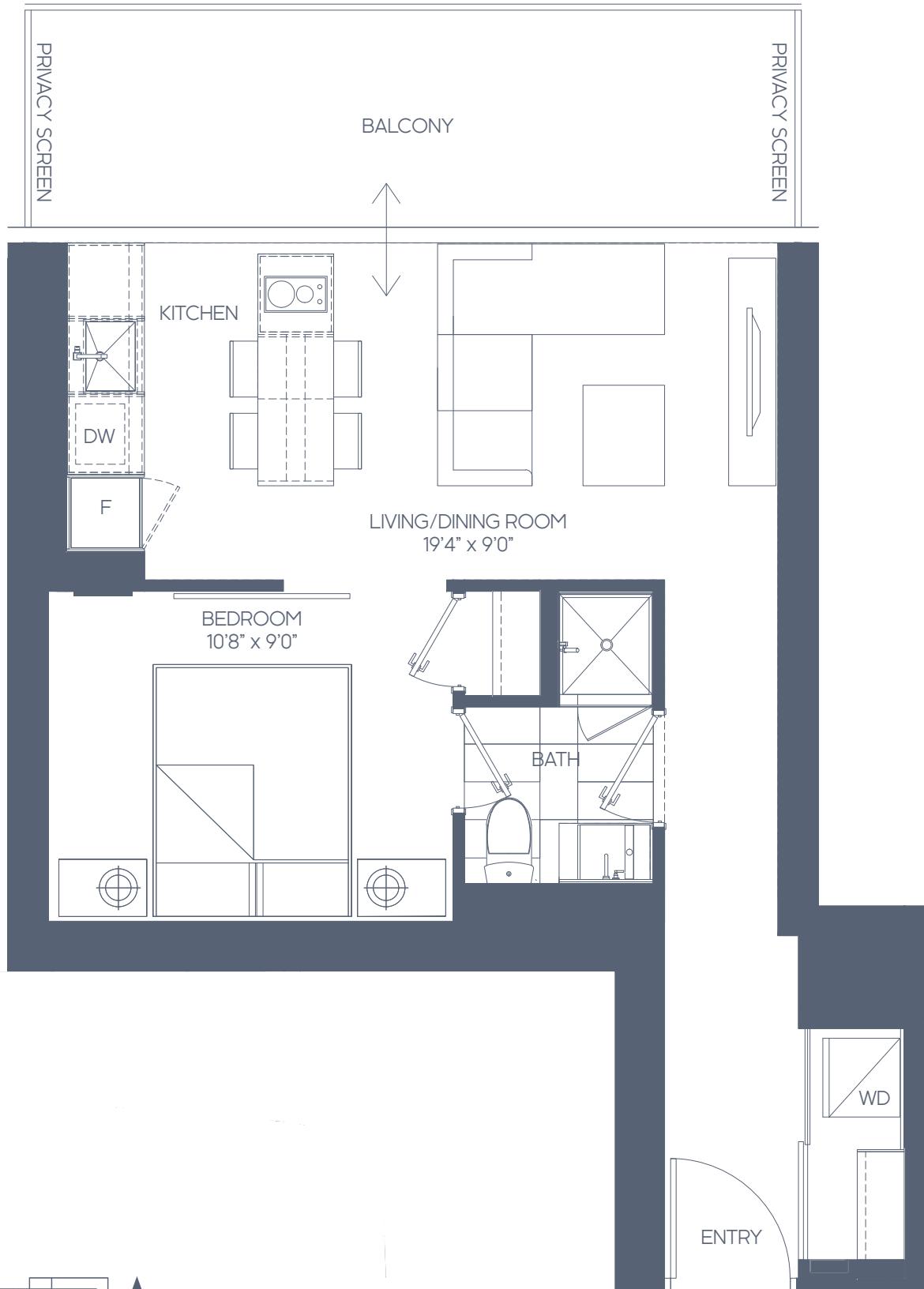
# STUDIO

SUITE AREA: 347 SQ. FT.  
OUTDOOR AREA: 99 SQ. FT.  
TOTAL AREA: 446 SQ. FT.



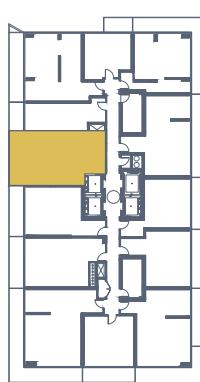
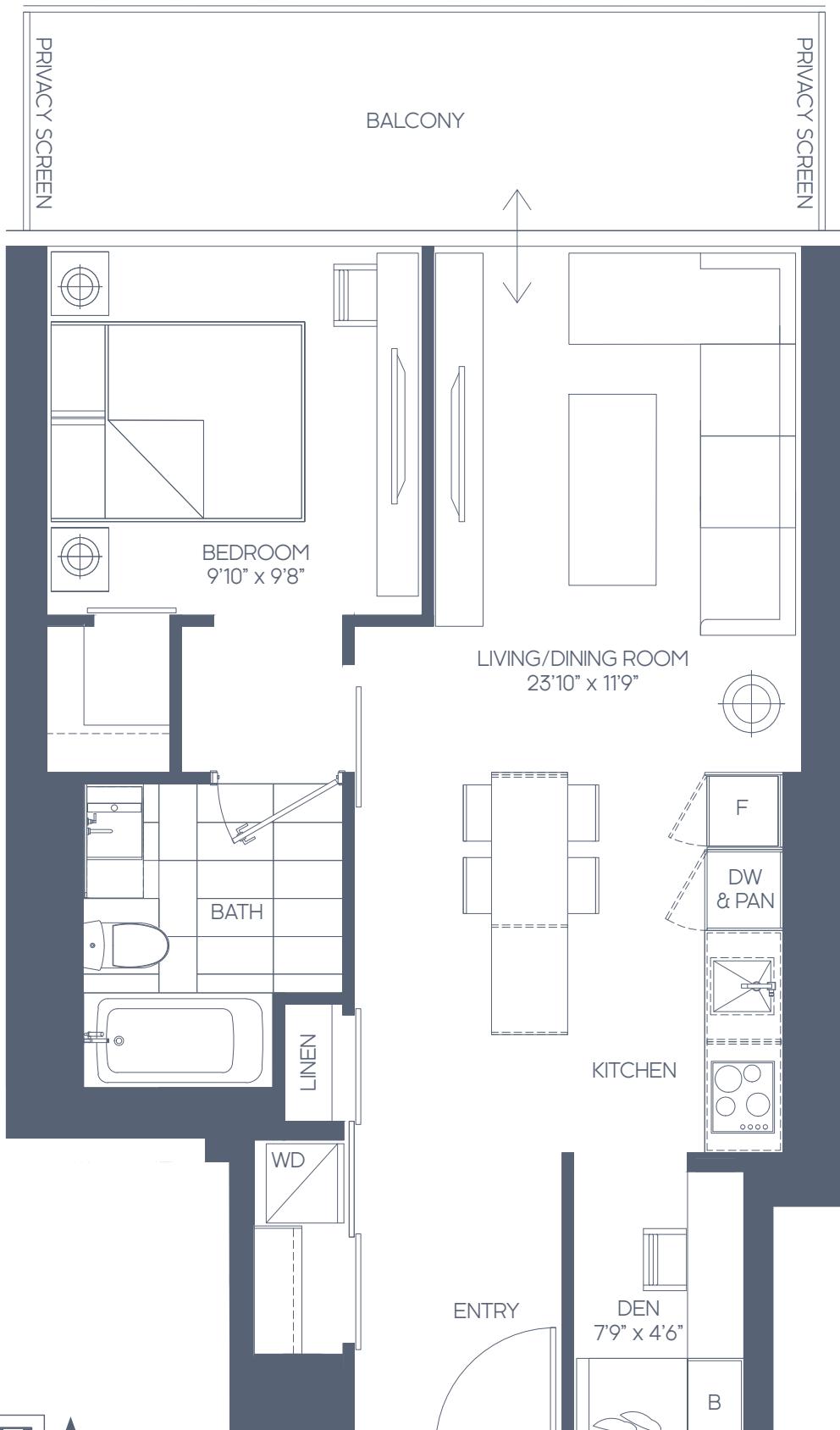
# ONE BEDROOM

SUITE AREA: 474 SQ. FT.  
OUTDOOR AREA: 117 SQ. FT.  
TOTAL AREA: 591 SQ. FT.



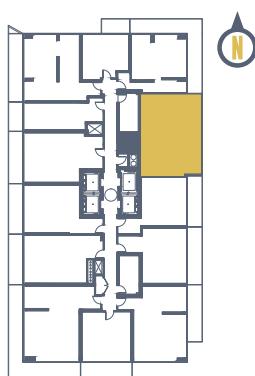
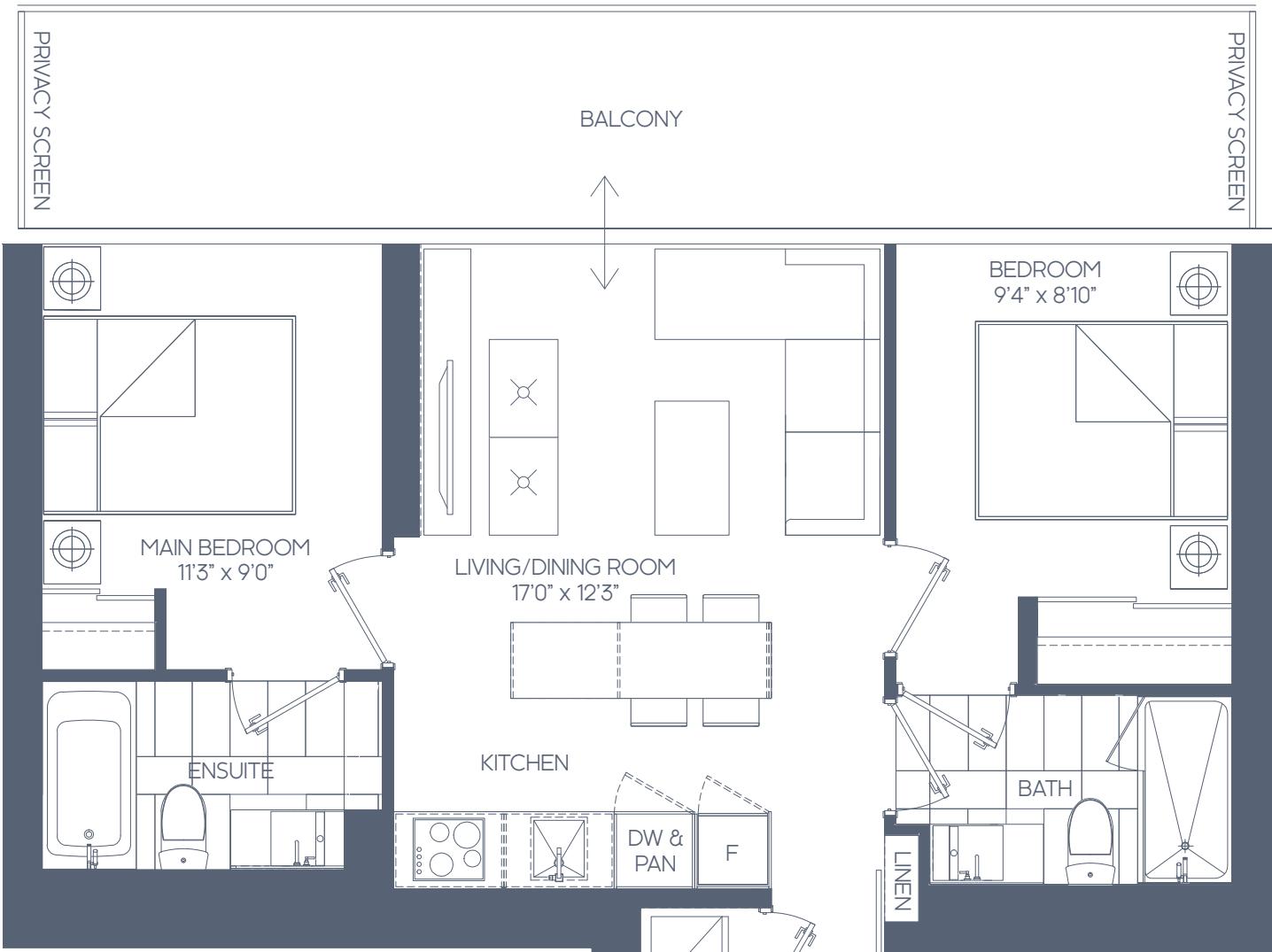
# ONE BEDROOM+DEN

SUITE AREA: 630 SQ. FT.  
 OUTDOOR AREA: 119 SQ. FT.  
 TOTAL AREA: 749 SQ. FT.



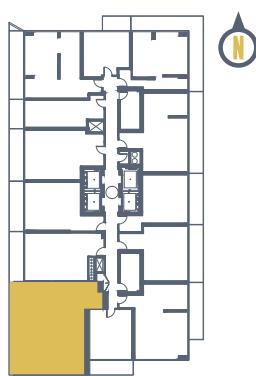
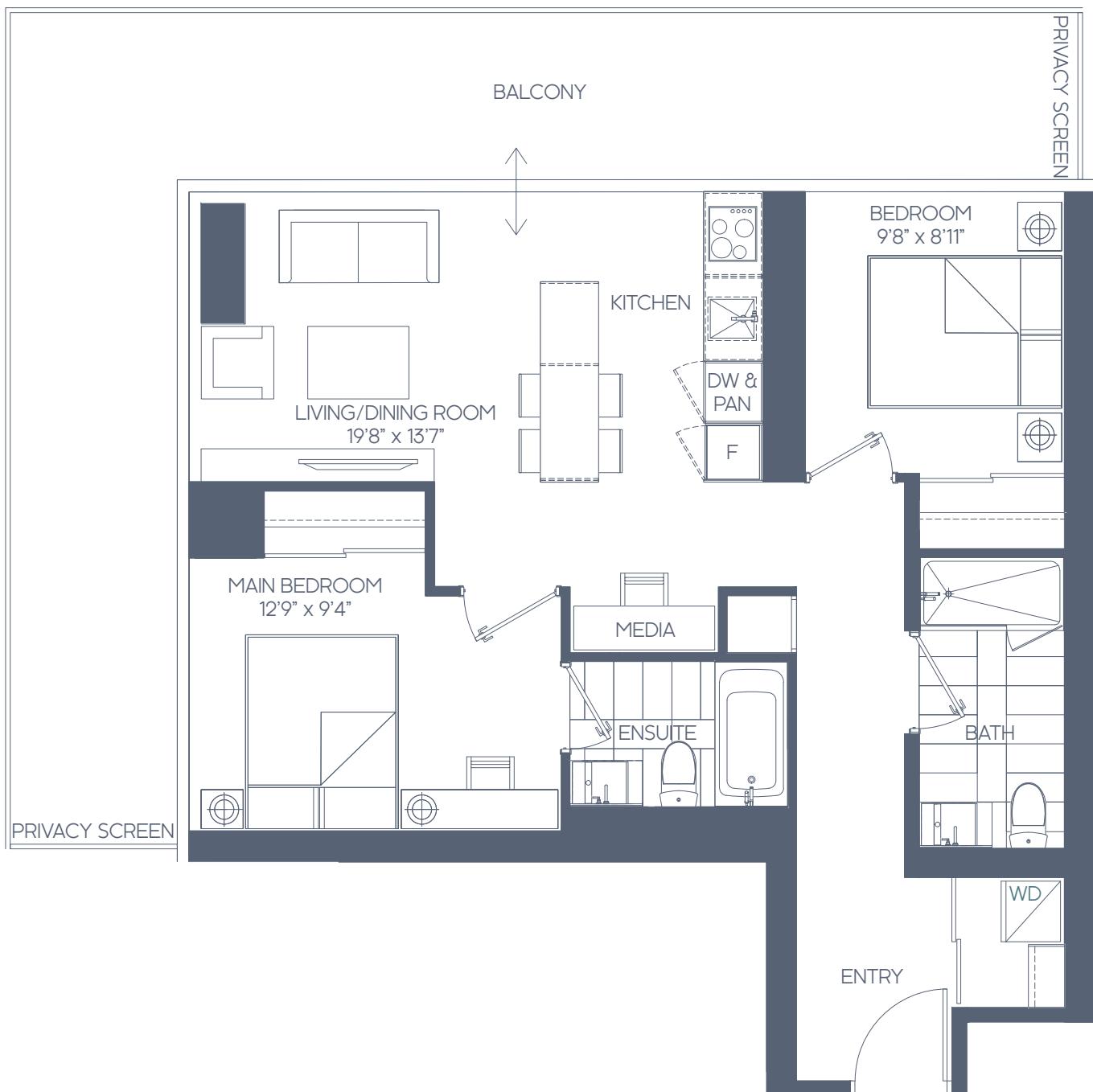
# TWO BEDROOM

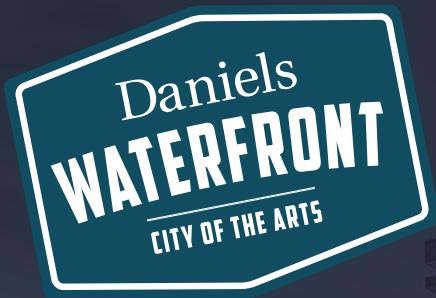
SUITE AREA: 708 SQ. FT.  
 OUTDOOR AREA: 192 SQ. FT.  
 TOTAL AREA: 900 SQ. FT.



# TWO BEDROOM+MEDIA

SUITE AREA: 791 SQ. FT.  
 OUTDOOR AREA: 341 SQ. FT.  
 TOTAL AREA: 1,132 SQ. FT.





# DANIELS WATERFRONT- CITY OF THE ARTS FEATURED ARTICLES

NOW

›TORONTO STAR‹

NATIONAL POST

URBAN  
TORONTO.ca

Daniels  
love where you live™

<https://nowtoronto.com/news/mayor-tory-breaks-ground-on-700-million-waterfront-developm/>



# Mayor Tory breaks ground on \$700 million waterfront development

Arts and culture community aims to revitalize Queens Quay

by [Darryl Coote](#)

March 27, 2015

Renderings from The Daniels Corporation



Amid the dross and skeletal remains of The [Guvernment](#) nightclub complex on Queens Quay East, Toronto Mayor John Tory and Waterfront Toronto President and CEO John Campbell broke ground Thursday on a \$700 million development project with arts and culture at its core.

On 1.32 million square feet, the Daniels Waterfront: City of the Arts development aims to revitalize the Queens Quay Waterfront area by creating a multi-purpose, arts-focused centre where people can live, work and play.

“I’m very proud of a city that produces a property like this,” Tory said during the unveiling in front of hundreds of industry professionals.

“It’s going to do things that are positive for the city,” he said.

The City of the Arts is set to have two residential towers with 900 condo units as well as two commercial office-space towers. George Brown College and OCAD University are also collaborating with the developer to create a post-secondary academic space that will cater to the design arts and digital media sectors.

Master of ceremonies Tom Dutton, senior vice president of Daniels Corp., remarked that the project is “an incredible combination of a whole bunch of different uses that are going to add up to be greater than the sum of its parts.”

At the heart of this project is its Creative Industries Hub, which will house arts and culture non-profit organizations such as Artscape Toronto, Manifesto, Remix and others.

Dwayne Dixon, executive director of Manifesto, an organization that promotes Toronto hip-hop culture and which will move into the hub once it opens, said urban music in the city will now have found its home after decades of searching.

“There was a super need for it,” Dixon said. “To have something right downtown by the lake with the mayor here and Daniels Corp. is huge, and I think it speaks volumes to what art and artists have done for this city,” he said.

This development also signifies the private sectors’ enthusiasm for Waterfront Toronto’s revitalization endeavour as it is the first in the East Bayfront area to be built on private land and one of the first wholly private-sector developments in the neighbourhood.

“This is now a totally private-sector initiated project, so that shows I think a lot confidence in what’s going to happen on the Waterfront,” said [Waterfront Toronto](#) President and CEO John Campbell.

With Daniels Corp. about to start construction in May, Campbell believes more private developers will start digging in the area in due time.

Once completed, The City of Arts will give the Waterfront an atmosphere similar to that of Sydney, Australia, Campbell said.

“I think it’s going to be buzzing. It’s going to be really humming,” he said.

[news@nowtoronto.com](mailto:news@nowtoronto.com) | [@nowtoronto](#)

# POST HOMES

NATIONAL POST  
SATURDAY  
APRIL 4, 2015



[nationalpost.com](http://nationalpost.com)

Find your home  
at [nationalpost.com/homes](http://nationalpost.com/homes)

## CONDOS

### RESERVE FUND

There's more  
than one kind of  
study? PH4

## COTTAGE

### SUMMER RAIN

The serious charm  
of an outdoor  
shower. PH4

## DECOR

### RULES RULE

Aye, folks, Canada  
has a National  
Tartan Day. PH5



## FROM CONCERT TO CONDO

All the kool kids who once lined up for the music here might just find themselves buying into a whole new show

*By Suzanne Wintrob*

**T**he five-minute stroll east along Queens Quay from Yonge Street to Lower Jarvis is a lonely one, with nothing much to show for itself except a mid-rise glass condo under construction, LCBO and Loblaw stores, and the giant, unsightly but sweet-smelling Redpath Sugar factory. It feels almost desolate during the day, and even more so at night.

It wasn't always that way. The east side of Lower Jarvis was a truly rockin' place for almost two decades as generations of music lovers flocked to impresario Charles Khabouth's popular Government (formerly RPM) and Kool Haus nightclubs at dusk for dance parties and concerts featuring such diverse acts as Bob Dylan, Justin Bieber, Deadmau5 and Cannibal Corpse. Hypnotic beats pulsated into the wee hours. Then everyone headed back to the suburbs, the streets abandoned once more until the clubs' next crazy gig. Daytime got a little livelier in late 2010 when Corus Entertainment moved 1,200 employees into its new

Corus Quay headquarters, with many seen catching the rays on Sugar Beach's manmade sandy shores during lunchtime.

But things are set to get a whole lot busier in 2015 as doors open at Daniels Corp.'s latest venture: a "live-work-play-learn-create" community combining office, retail, academic, cultural and residential components, as well as a pedestrian mall called The Yard and a "beachfront" dubbed Sugar Beach North. Situated on the site where the Government once stood, the \$32-million-square-foot development promises to infuse some of that much-needed nighttime energy of days gone by into daylight hours of the future.

Daniels Waterfront – City of the Arts, as it's called, is one of the first private-sector developments at Waterfront Toronto's East Bayfront, and the very first to be built on privately owned land at a projected total cost of \$700-million. It expects it to attract 7,300 people during the day, from George Brown College and OCAD University

students to office workers, artists, musicians, shoppers and those seeking a bite to eat. Daniels, Artscape and entertainment law firm Taylor Klein Oballa will be moving their offices to the site.

More than 2,500 will stay

more than a day, though, as two residential condominium towers totalling 900 suites are set to rise.

"There will be three times more people working and studying than living here," international urban designer Ken Greenberg said at a press conference last week. "We always talk about wanting to make 24/7 neighbourhoods. Here we are truly coming close."

The first residential tower planned, dubbed The LightHouse, will soar 48 storeys with 516 suites ranging from 347-square-foot studios to 790-sq.-ft. two-bedrooms (penthouses on the top two floors will be larger and have higher-end finishes) and starting at \$279,900. For \$60 per month, residents will get access to Waterfront Toronto's 500 megabit-per-second (Mbps) unlimited, symmetrical ultra-broadband, ultra-fibre-optic network within their suites as well as neighbourhood-wide Wi-Fi, IPTV and a community portal. Sales begin this fall and occupancy slated for 2015. For

\$500, interested buyers can join the so-called "Inner Circle" to get first dibs on suite selection.

Given that it overlooks Lake Ontario and downtown, the condo tower has been designed to maximize water and city views. Dominic Tompa, broker of record at Daniels' in-house sales company City Life Realty, explains that the podium (equivalent to eight residential floors) will be designated post-secondary academic space. The ninth floor will house a wide range of amenities including a fitness centre, art and music studio, home theatre, gardening prep studio and outdoor tennis court. (The 14th floor will have a landscaped terrace, cocktail pool, barbecues, catering kitchen, private dining room, lounge and party room.)

Residences start on the 10th floor, for good reason: "None of the suites will be looking onto the highway," Mr. Tompa says, referring to the busy Gardiner Expressway. "Whether you're looking north or south, you still get great views."

See CREATIVE on Page PH5

# Talent magnet

## CREATIVE

*Continued from Page PH1*

The architects and interior designers also drew inspiration from the project's locale as well as the arts and cultural community envisioned by Daniels.

"We wanted [the tower] to be this really confident presence on the waterfront that operates like a beacon at the scale of the city," says Pina Petricone of Giannone Petricone Associate. "We tried to do it in a really kind of minimal way."

For example, the suites' balconies feature fritted glass (Ms. Petricone describes it as "inlaid ceramic within the glass") to emulate the water below and create different effects as the weather changes and the sun shifts.

"Even when you're driving along the Gardiner or coming from the city, the idea is that you see this ripple as a pattern that is kind of ephemeral," she says. "It changes depending on the angle, on the oblique view when you're looking back at the tower. The tower's design is very simple, but the fritted glass creates this water ripple pattern. It almost defies the rectangular nature of the tower itself with just the simple pattern idea on the glass."

Anna Simone, principal of interior design firm Cecconi Simone, calls The Lighthouse's architecture "a direct reflection of the talent" that will be living and working within the tower and the surrounding buildings. She says the model suites will have inspirational messages



DANIELS

on the ceiling that speak to creative spirit and how art shapes the way people live.

"This building is obviously being designed with the artist, the musician, with the creative essence of what lies within many of us, and they want to celebrate that to its core," she says. "So when we're designing the interiors, from the sales centre right to the amenity area, we are bringing artists studios where people will be painting still life, or there will be jamming rooms where people can go in and practice with a band or solo, and recording studios."

She adds that an experimental kitchen ideal for visiting chefs and gardening plots for planting herbs and flowers give tenants "all the fresh herbs and juices that become a way of life of celebrating the creative spirit." The colour palette throughout the tower will be soft whites, creams and robin-egg blues and "anything that evokes that feeling

of water and tranquility."

With crews demolishing the Guvernment and condo registration now open, it's refreshing to have new buzz along that lonely stretch of Queens Quay, where the Bay Street downtown bus shares the wide road with cars, cyclists and the occasional pedestrian. Though there's no word on whether Light Rail Transit (LRT) might turn up to move the masses expected in a few years, Mayor John Tory is keen to see the area come to life.

"[This project] will send a message to the rest of the world about what Toronto is," he told the gathering before donning a hard hat at the groundbreaking ceremony. "Toronto is a place that gets the fact that education is related to the arts, is related to business, to innovation, and that it all fits together in packaging a city that is special ... I hope [this project] is as good in reality as it seems in concept. I'm excited about this."

*National Post*

<http://www.thestar.com/life/homes/2015/03/27/setting-the-stage-for-city-of-the-arts.html>



## Setting the stage for City of the Arts

Daniels Corp. project with arts-and-culture focus a \$700-million community for living, working and creating



Richard Lautens / Toronto Star

In the midst of demolition of The Guvernment and Kool Haus nightclubs at Queens Quay and Jarvis St., City of the Arts plans are looked over by, from left, Thomas Dutton, senior v-p of the project's builder, Daniels Corp.; Drex Jancar, co-founder of the Remix Project which will relocate to the development; and Tim Jones, CEO of Artscape Toronto, another tenant of the mixed-use project.

By: [Ryan Starr](#) Staff Reporter., Published on Fri Mar 27 2015

The Daniels Corp. has put creative waves in motion with the unveiling of its City of the Arts project on Toronto's waterfront this past Thursday.

On the former site of The Guvernment and Kool Haus nightclubs at Lower Jarvis St. and Queens Quay E., the mixed-use community promises to be a creative catalyst for the city.

A 1.3-million-square-foot development with two condo towers and a pair of office buildings, Daniels Waterfront — City of the Arts will have arts and culture “imbedded in its fabric,” the developer says. Most notably, a 150,000-square-foot Creative Industries Hub that will house a cluster of arts organizations, including Artscape Toronto.

“We’ve been finding for years that imbedding an arts-and-culture component within our communities is a really great way to create extraordinary value for the community — not only for the people purchasing and becoming residents in our buildings, but the wider community,” says Daniels senior vice-president, Thomas Dutton.

Having arts-related programming on the waterfront is critical, notes Dutton, in an exclusive interview about the project before it was officially launched.

And, as the development’s name suggests, City of the Arts supports Toronto’s aim to foster an arts-based economy, an effort underscored by mayor John Tory ([open John Tory's polocard](#))’s trade mission last week to Austin, TX to attend the South by Southwest festival.

“We believe if you bring a major arts component into a mixed-use community like this, it’s going to have tremendous spinoffs in ways that at the outset we can’t really predict,” Dutton adds.

The project will also include an arts-focused, post-secondary institution located at the base of the condo buildings. As well, Daniels will relocate its corporate headquarters from Yonge and Queen Sts. down to the development.

A mid-block, pedestrian laneway, lined with shops and eateries, is planned to run eastward from Jarvis to Richardson Sts. An extension of Sugar Beach north to the corner of Queens Quay and Lower Jarvis, will include a landscaped promenade with public art, plus restaurant and patio space.

With the massive project, Daniels is adding a significant new piece to an impressive roster of landmark, arts-focused developments around the city, including TIFF Bell Lightbox and Festival Tower, in the Entertainment District, and Daniels Spectrum, a cultural facility playing a key role in the extensive revitalization of Regent Park.

Artscape CEO Tim Jones is a big fan of the work Daniels is doing. “Clearly they are one of the leading developers in understanding the power of the arts to build and transform communities in our city,” he says. “And this project will be taking that work to a whole new level.”

\*

**East Bayfront beacon:** When fully built, Daniels Waterfront — City of the Arts will have 1,550 residents, 2,500 workers and 2,500 students at educational facilities in the area, including George Brown College’s waterfront campus.

More than 900 condos are planned for two towers. The first, 48-storey Lighthouse Tower, goes on sale this fall, with 516 units ranging from 347-square-foot studios to 790-square-foot, two-bedroom suites (larger luxury penthouses will be released later). Units are priced from \$279,900.

Living up to its billing, Lighthouse Tower will include a lighting feature on top. “We want this to be a marker, a beacon for this location,” Dutton says. “It’s the gateway to the East Bayfront, the

first building people will encounter when they come down. So we want it to send the message that there's stuff going on down here and you should check it out."

The condo towers will sit atop a five-storey podium at the corner of Lower Jarvis and Lake Shore Blvd. that will be home to a 240,000-square-foot, post-secondary institution specializing in creative design and digital media.

The top floor of the podium will be Lighthouse Tower's Rec Zone, with a full-size tennis court and community gardening plots. "It's a great way for residents to get to know their neighbours, to get their green thumbs going and learn a little bit more about how to garden," says Daniels marketing vice-president Simona Annibale, noting that gardening plots are popular amenities at the company's other projects.

As well, a ninth-floor Activity Zone with fitness centre, home theatre, art studio (stocked with supplies and equipment) and a music studio for residents. On the 14th floor, plans call for an outdoor Entertainment Zone including barbecue area and terrace, and an inside Gathering Zone with catering kitchen, private dining room, lounge and party room.

Bike storage in the tower's podium will be accessed by a ramp. "People won't have to be dependent on the elevator to take their bikes up," Dutton says. "They can just take them up the ramp."

**Public spaces:** "Our goal is to create meaningful and real public spaces at the ground plane to draw an amazing mix of people to the community both day and night," says Dutton. He points out that urban designer Ken Greenberg, the City of Toronto's former director of urban design and architecture, will be guiding this direction of the project.

The community's public realm highlight is The Yard, the mid-block pedestrian link running east between Jarvis and Richardson Sts., lined with restaurants and cafes, and inspired by London's Brick Lane. The Yard will be an ideal spot for a Luminato stage, Dutton suggests, and a Nuit Blanche installation, as well as farmers' markets. The concept is for the area to have a "back-alley" feel, he explains. "Not sanitized, a bit more gritty, like the spaces around the Distillery District."

The development will include an extension of Sugar Beach across to the northeast corner of Jarvis and Queens Quay, where the building will sit back to create a viewing corridor to the water. This promenade, to include retail and a restaurant with patio space, is designed to tie in with The Yard. "I can imagine a festival going on where there's activity happening in both these spaces," Dutton says. "You could easily have a couple thousand people here for an event."

**Creative Industries Hub:** Essential to City of the Arts' mandate, this 150,000-square-foot space, created by RAW Design, will rise three levels on the southern portion of the site. Tenants include Artscape Toronto, which is relocating its headquarters there; entertainment law firm Taylor Klein Oballa LLP; music company Last Gang Entertainment; and youth-focused arts organizations The Remix Project and Manifesto. "We want to create a cultural accelerator," Dutton says.

“The idea is that when you put people together and they start working together you get a lot of cross-referencing happening, and the sum ends up being greater than the individual parts.”

Above the Creative Industries Hub will sit 280,000 square feet of private office space in two buildings: a nine-storey tower on the western side; seven storeys on the eastern side. Top-floor office units at 130 Queens Quay E. will have rooftop terraces. Daniels is looking to attract companies in media, arts, film production, music production; possibly architecture firms. “There are lots of business who have their feet rooted in the arts and entertainment business who would find this space attractive,” says Dutton, “partly because of what we’re doing in the podium with the Creative Industries Hub.”

And Daniels’ passion for the City of the Arts project is clear in the developer’s plans to move its corporate headquarters there.

“I can’t wait,” Dutton says. “It’ll be great for us to be part of an incredible project that’ll have so many positive spinoffs.”

**INNOVATION, in the air, and on the shore:** A new focus for culture in Toronto will rise with the Creative Industries Hub at Daniels Waterfront — City of the Arts.

The idea, explains Daniels senior vice-president Thomas Dutton, is to create a space “where we can’t predict what will happen, an environment where innovation will take place and things will come out of it that we couldn’t have imagined.”

Tenants will include Artscape Toronto; Taylor Klein Oballa LLP, a leading entertainment law firm that represents Gordon Lightfoot and Drake; Last Gang Entertainment, an independent music company that launched the career of Metric; the Remix Project, which nurtures the raw, creative talents of disadvantaged youth; and Manifesto, a non-profit, youth-powered platform designed to “put local artists on the map and unite, inspire and empower diverse communities of young people.”

Other tenants related to the film industry and performing arts are to be announced. Dutton notes that Artscape, in addition to relocating its headquarters to City of the Arts, will oversee the development of a “knock your socks off” 35,000-square-foot collaborative space at the Hub.

Artscape Toronto CEO Tim Jones says the Hub will “create excitement, draw people and build momentum around the development.”

“It’s good thing to do for the city, it’s also a smart thing to do for business, and Daniels understands that.”

Drex Jancar, co-founder of the Remix Project — which will share a 10,000-square-foot space with Manifesto — underscores the advantages of being in proximity. “A lot of our programming will become collective, encouraging the cross-pollination that can come from bringing all these energies into one space.”

Modest budgets and high rents have been challenging, says Manifesto co-founder Chetan (Che) Kothari: “As we started to mature as organizations, and look at how we could collaborate more, the first thing we discussed was finding a space.”

Adds Jancar: “We want our organizations to live on forever and the people who graduate from them to work for them and carry the torch. And we can’t do that if we’re dumping millions of dollars into rent.”

So the Creative Industries Hub will offer them the security to build and grow, he adds.

“There’s so much talent and diversity in the city,” Khotari says, “it just needs the structure and platforms to be showcased, and this will be a huge part of that,” he said of the Creative Industries Hub.

Remix just opened a location in Chicago, “but before we go to New York, L.A. or Miami, we want to make sure we have a home base that’s an asset for us,” Jancar adds.

Khotari sees the hub becoming a new centre of gravity for youth, arts, culture and enterprise in Toronto, helping the city become a true global leader in arts and culture.

### **Daniels Waterfront – City of the Arts**

**Location:** Lower Jarvis St. & Queens Quay E.

**Developer:** The Daniels Corp.

**Architects:** Giannone Petricone Associates Inc.; RAW Design

**Interior design:** Cecconi Simone Inc.

**Amenities:** The Yard, Sugar Beach North, Creative Industries Hub

**Condos:** Lighthouse Tower, launching fall 2015, Lower Jarvis & Lake Shore Blvd. E.

**Size:** 48 storeys, 516 suites from 347 sq. ft. to 790 sq. ft. (penthouses to come).

**Price:** From \$279,900

**Correction – March 28, 2015:** This article was edited from a previous version that referred to Artscape Toronto CEO, Tim Jones as Tim Cook.

<http://urbantoronto.ca/news/2015/03/daniels-waterfront-city-arts-replace-gouvernement>



## 'Daniels Waterfront - City of the Arts' to Replace Guvernment

March 26, 2015 3:49 pm | by Marcus Mitanis |

For nearly twenty years, The Guovernment and Kool Haus nightclub at Queen's Quay and Lower Jarvis Street provided a musical platform for many emerging artists while also hosting popular top-tier talent. As waterfront development continues to sprout up around the site, its prime location has become an asset to [The Daniels Corporation](#), who today launched their \$700 million plans amid the demolition of the famous nightclub.



Daniels Waterfront - City of the Arts, image courtesy of Daniels Corporation

Hailed as one of the East Bayfront's first fully private-sector developments, and the first to be built on private land, the 1,320,000 square foot '[City of the Arts](#)' will truly be a mixed-use complex. The first phase, to be built on the south half of the site, will include 280,000 square feet of commercial office space in two buildings, a 150,000 square foot 'Creative Industries Hub', and 27,000 square feet of retail space at grade.



The office building and Creative Industries Hub, image courtesy of Daniels Corporation

The project's second phase, on the site's north half, will consist of 650,000 square feet of residential space within over 900 suites split among two towers. The first residential tower, a condo to be known as the Lighthouse Tower, will climb to 48 storeys and offer residents a 'connectivity package' to access arts across Toronto.



The 48-storey Lighthouse Tower, image courtesy of Daniels Corporation

Several tenants have already been announced for the office space, occupancy of which is scheduled for Spring 2018. Daniels intends to relocate their headquarters from their current address at 20 Queen West, while the non-profit arts development organization [Artscape](#), whose cultural hub at [Daniels Spectrum](#) in Regent Park has received wide acclaim, will also relocate their head office from Liberty Village to the new waterfront development. The 'Creative Industries Hub' will house a variety of cultural organizations that echo the musical past of the site. Talent management firm [Last Gang Entertainment](#) and entertainment law firm [Taylor Klein Oballa LLP](#) will make their home in the cultural complex. [The Remix Project](#), a non-profit organization helping disadvantaged youth in the creative sector will also take space in the development alongside [Manifesto](#), whose programs empower youth through arts and culture.



Entrance to the Lighthouse Tower, image courtesy of Daniels Corporation

Daniels is working with [OCAD University](#) and [George Brown College](#) to bring a potential innovation and commercialization centre for the project's 240,000 square-foot post-secondary space. [Giannone Petricone Associates Inc.](#) is designing both the academic portion and the two residential towers with [RAW Design](#) creating the office and retail components. The two parcels of the site will be connected via 'The Yard', an east-west pedestrian promenade that will be flanked by retail, cafes and restaurants.



'The Yard' pedestrian promenade will connect the two phases, image courtesy of Daniels Corporation

[Claude Cormier + Associés](#), whose work includes *Canada's Sugar Beach* just across Queen's Quay, will design *Sugar Beach North* at Daniels Waterfront. The creation of an active and beautiful public realm has been the goal of [Waterfront Toronto](#), who has engaged renowned [Greenberg Consultants](#) to ensure the development's urban design principles lead to the emergence of a landmark neighbourhood.



Sugar Beach North, image courtesy of Daniels Corporation

As the Guvernment is reduced to rubble, excavation for the south parcel is expected to start this May. Sales for Lighthouse Tower will begin in the fall. A date for the completion of the Lighthouse is still to be announced.



Current progress of the Guvernment demolition, image by Jack Landau

We will return soon with a more in-depth look at the project and at today's event, but in the meantime, check out the now-fully-updated DataBase file linked below. To get involved in the discussion, leave a comment in the field provided.

**David Vu & Brigitte Obregon  
Brokers  
RE/MAX Ultimate Realty Inc., Brokerage  
Cell: 416-258-8493      Cell: 416-371-3116  
Fax: 416-352-7710  
Email: [info@gta-homes.com](mailto:info@gta-homes.com)  
[WWW.GTA-HOMES.COM](http://WWW.GTA-HOMES.COM)**