THE WHITFIELD

RESIDENCES ON FRONT

FRONT STREET LIVING
ILLUSTRATION IS ARTIST'S IMPRESSION.

AT THE FOREFRONT OF THE PAST, PRESENT AND FUTURE.

The Whitfield represents the essence of Toronto. An icon. A catalyst. An emblem, its elegant presence at the corner of Front and Sherbourne is the sum total of the city's industrious history and glorious future. Effortlessly modern. Charmingly traditional. Unique in every sense. Making a vivid statement with its iconic design, it is a continuation of Toronto's story and its rise to fame as a world-class metropolis.

Surrounded by history, unlimited opportunities and modern-day luxuries and conveniences, The Whitfield is poised to take ownership of 'Front Street Living,' an all-encompassing urban living experience. Ably supported by its all-star amenities and suites, it will forge a distinct relationship between the days past and times to come.

FRONT + CONNECTED

Be it work, transit, shopping, or dining, The Whitfield brings to life the concept of 'Front Street Living.' Simply steps from city landmarks, this urban living experience is unmatched for the opportunities and conveniences that are present today and those that will appear tomorrow. Whether it's creating the next hottest start-up or catching a game at the Scotiabank Arena, shopping at the Eaton Centre or meeting friends for a night out, every place that puts Toronto on the map is within touching distance.

King Street	1-min.	1-min.
St. Lawrence Market	6-min.	3-min.
The Flatiron	9-min.	3-min.
The Distillery	10-min.	4-min.
Berczy Park	11-min.	4-min.
Meridian Hall	12-min.	4-min.
Union Station	15-min.	7-min.
Eaton Centre	18-min.	6-min.
Downtown Waterfront	9-min.	4-min.

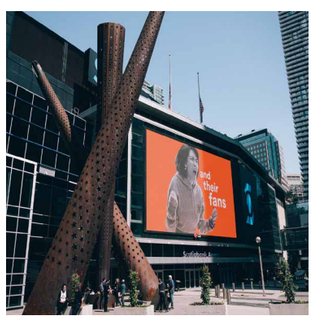
THE PATH

Downtown pedestrian walkway
World's largest underground shopping complex

30 km
1200 shops

Connected to
80 buildings
6 subway stations
9 hotels
3 major department stores

Access to the Hockey Hall of Fame, Roy Thomson Hall, Scotiabank Arena, Eaton Centre, Toronto City Hall and Metro Hall



UNION STATION

A tier 1 mobility hub
Access multiple transit systems

RAIL
GO Transit
VIA Rail
Amtrack
Ontario Northlands
UP Express to Pearson International Airport

BUS
TTC
GO Transit

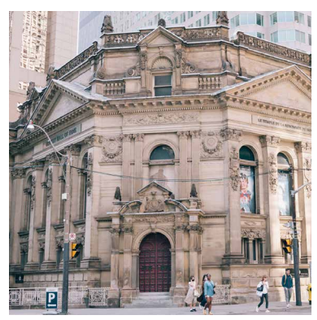
TTC
Line 1 subway
509 Harbourfront + 510 Spadina streetcars

ONTARIO LINE

New subway line from Exhibition to Ontario Science Centre
Underground and elevated track

16 km
15 stops
30-minute journey

Corktown Station steps away
Convenient transfers to GO Transit, TTC Lines 1 and 2, Eglinton Crosstown LRT and numerous bus + streetcar routes
$11 billion in funding



The Whitfield scores top marks when it comes to walkability and connectivity. This situational advantage affords residents an unmatched urban lifestyle. The PATH, an underground pedestrian network makes getting around a breeze, especially when the weather is unfriendly. The Whitfield's proximity to Union Station ensures you are connected to the city and the region at large. With access to UP Express, enjoy a smooth ride to Pearson International Airport and the world beyond. Hassle-free connectivity is a Front Street living perk.

504 KING STREETCAR

1-MINUTE WALK

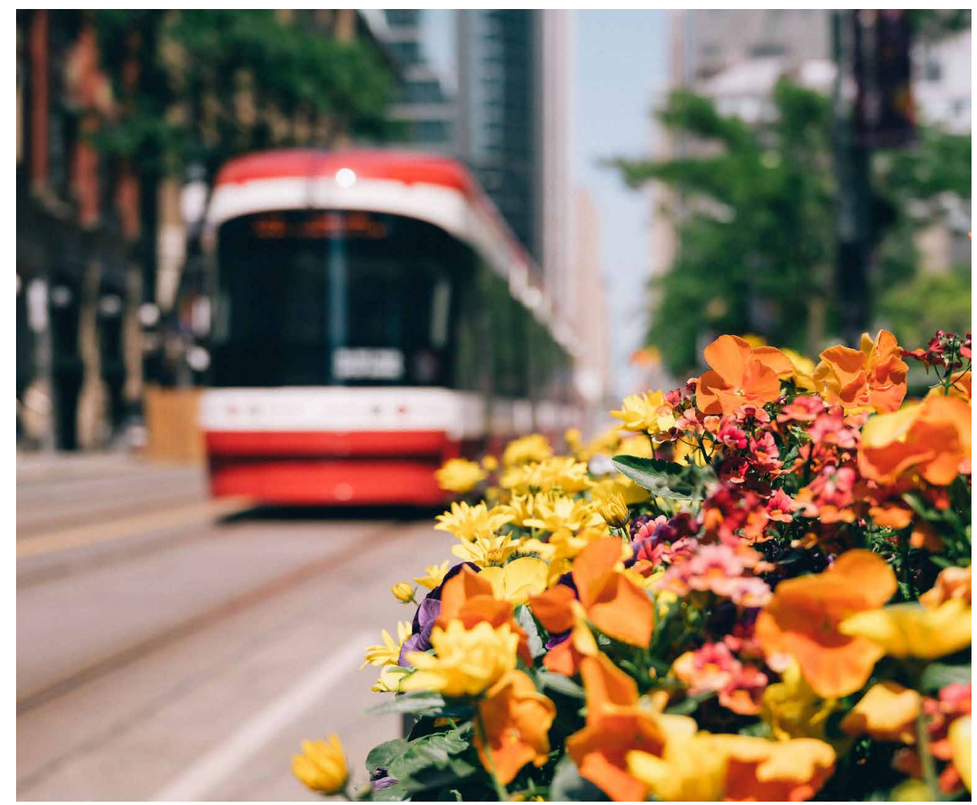
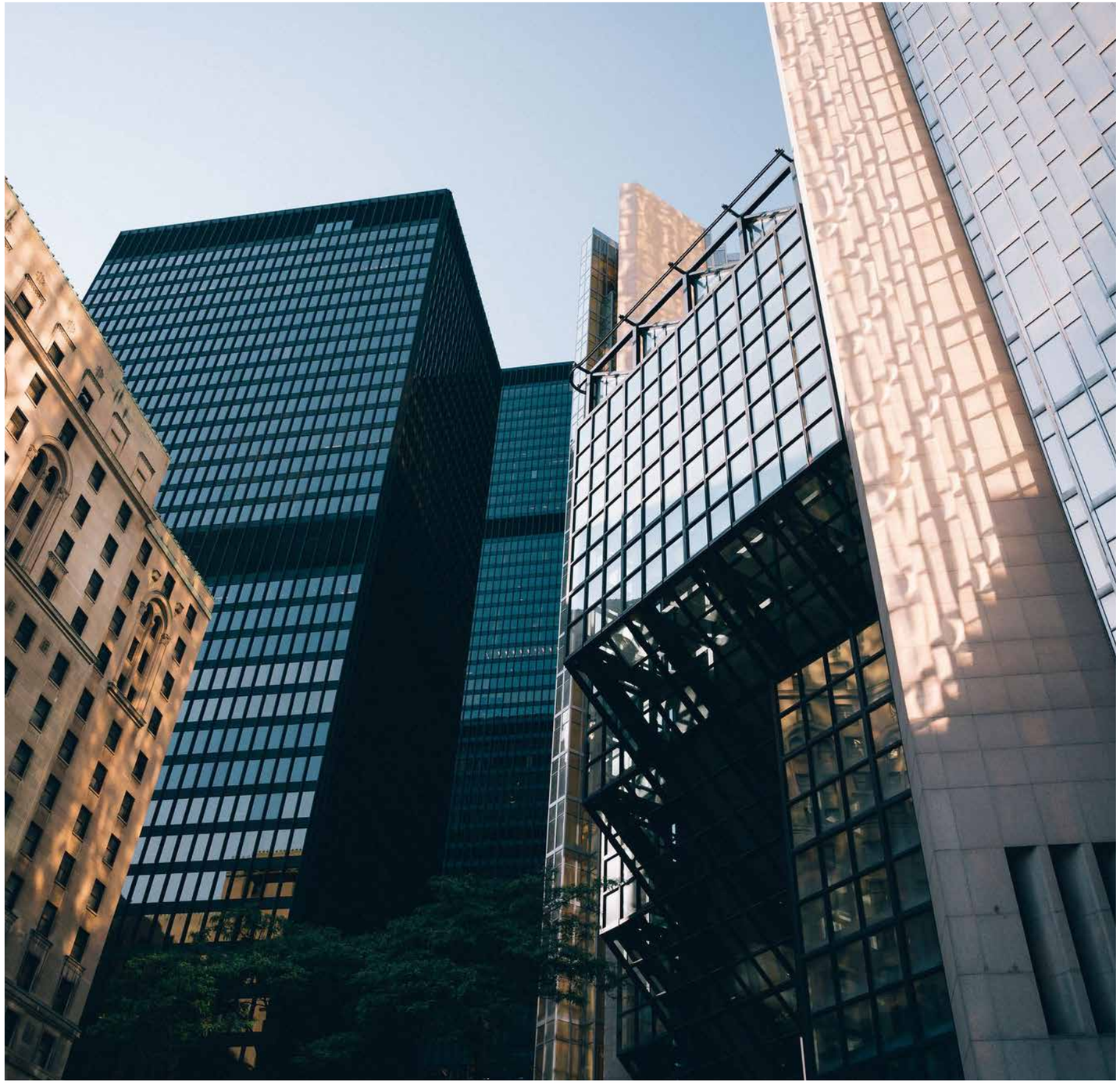


ILLUSTRATION IS ARTIST'S IMPRESSION.

FRONT + AMBITION



TORONTO AND FINANCE

2nd largest financial centre in North America

Canada's business and financial capital

Highest concentration of financial services headquarters in the Americas

Financial District is home to major banks like TD, RBC, Scotiabank, BMO, Toronto Stock Exchange and prestigious legal and accounting firms, insurance companies

TORONTO AND TECH

North America's fastest growing technology market

Largest start-up ecosystem in Canada

A global hub for IT and new media development

8th

most popular destination for global tech talent

Tech jobs in Toronto grew by

54%

(2013–2020) totalling 228,000

40%

of STEM related jobs are fulfilled by immigrants

Major Tech Employers in Downtown Toronto

Amazon

Currently has 113,000 SF in Scotia Plaza
Leasing 3 new floors at 18 York Street
2 floors at 18 Bremner Blvd

GoogleHQ

Coming soon to 65 King St. East

Microsoft

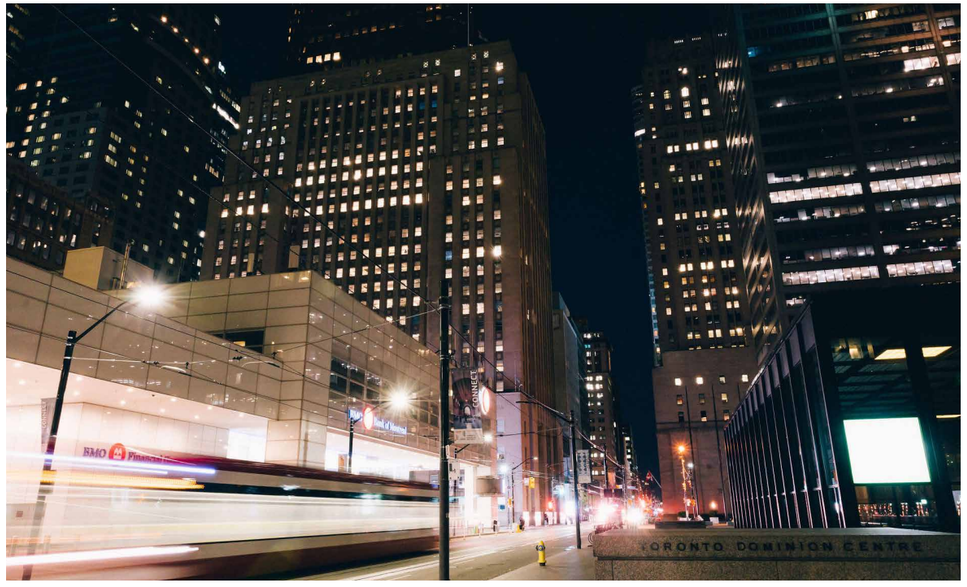
CIBC Square 81 Bay and 141 Bay (2024)
132,000 SF HQ
60,000 new jobs

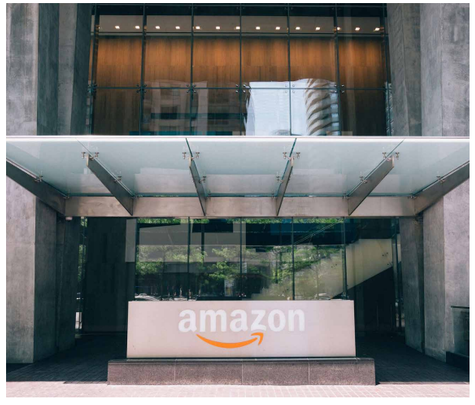
Notable Tech Employers Near The Whitfield:
- Ecobee (Queens Quay + Jarvis)
- Wattpad (Wellington + Church)
- Think Research (King + Parliament)
- Mavencare (King + Church)

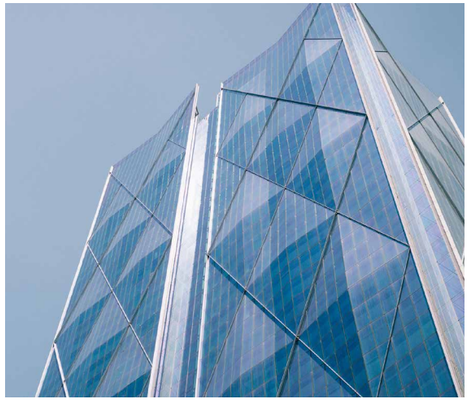
The Whitfield is a magnet for ambitious go-getters. Surrounded by some of the most sought-after corporations in the world, it sits in the land of opportunity. Canada's business capital, Toronto is awash with blue-chip employers in the field of technology, finance, consulting, legal, media and more. All of which are just steps and, in some cases, a quick transit ride from The Whitfield.

FINANCIAL DISTRICT

12-MINUTE WALK







WATERFRONT INNOVATION CENTRE

12-MINUTE WALK

475,000 sf

First purpose-built exclusively for STEM companies
Home to new MaRS Innovation Hub – largest innovation programming centre in North America
Under construction
Menkes project

100 QUEENS QUAY

16-MINUTE WALK

675,000 sf

AAA office tower
Connected to future PATH extension
Tenants include LCBO Head Office, Richardson Wealth
Targeting LEED Platinum
Menkes project

CORUS BUILDING

12-MINUTE WALK

Home to
1,000
employees

WATERPARK PLACE I, II, III

8-MINUTE BIKE

2M sf

of AAA office space
Tenants include Salesforce, RBC Head Office
PATH connected

EAST HARBOUR

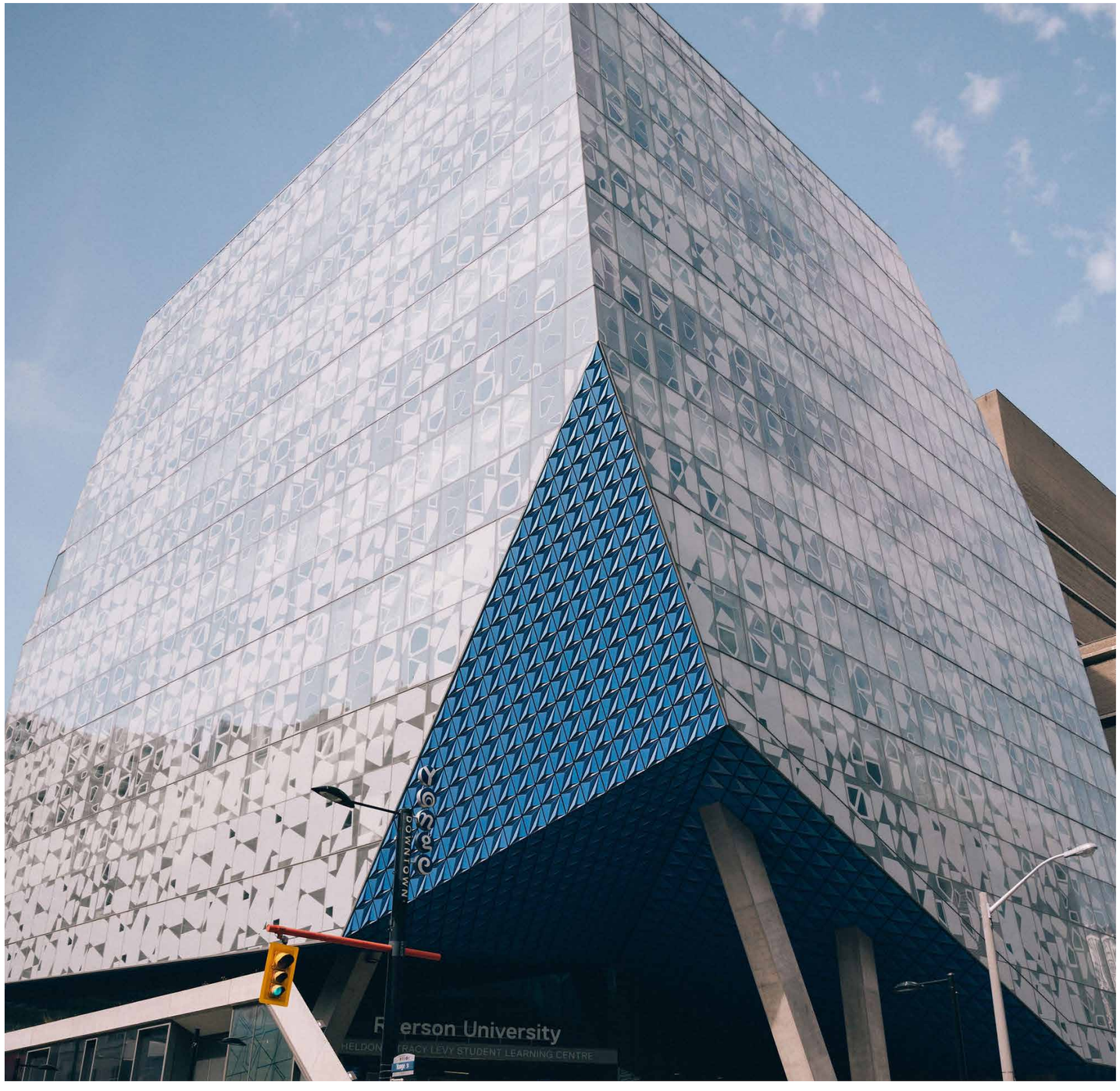
7-MINUTE BIKE

The east side is where the future is. The ambitious East Harbour development is billed as the largest commercial project in Canada. This 12-million sf complex will feature a mix of office, retail, and institutional developments and will employ approximately 50,000 workers. It will also house the city's newest multi-modal transit hub. Imagine the possibilities.

FUTURE GROWTH

Toronto is a city poised for enormous growth. The tech boom is remaking whole areas of the city. Bringing in more people and jobs every day. The waterfront is being developed into dynamic urban neighbourhoods, offering environmentally friendly, human-scale office developments for new economy businesses, such as financial services, technology, life sciences and digital media. According to the City of Toronto, downtown and central waterfront areas will account for 39% of the non-residential growth. And The Whitfield sits at the edge of all this.

FRONT + KNOWLEDGE



Opportunely placed from world-class centres of learning, The Whitfield is a great place for today's students and tomorrow's entrepreneurs to call home. An education-focused city, Toronto houses several Grade A post secondary institutions. With an average of 24,000 students enrolled annually in its four universities and four colleges, the city is a leader in academia. In fact, it's one of the top 20 best student cities in the world.

UNIVERSITY OF TORONTO

8-MINUTE SUBWAY
(Union Station)

UNIVERSITY OF TORONTO

#1
rated university in Canada
Global leader in research

61,690
total students

Best in class institution for entrepreneurship and start-up support programs

$1.5 billion
in investment secured by U of T entrepreneurs

21%
international students from 159 countries and regions

Average annual tuition
$45,690
Families seeking quality housing for their children
7X more than local students

500
start-up companies created in the past decade

RYERSON UNIVERSITY

15-MINUTE TRANSIT

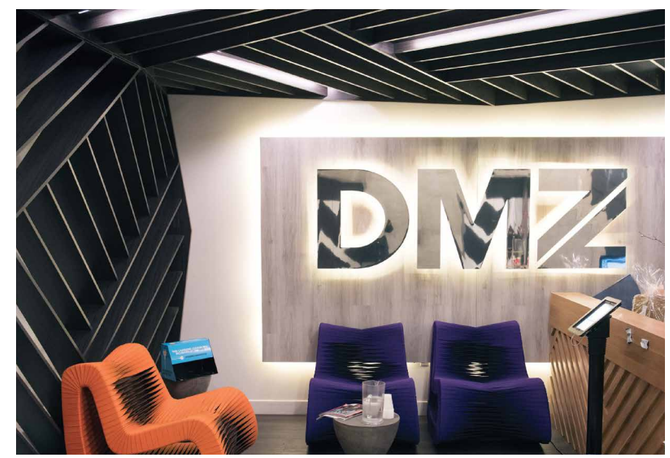
Ryerson University

47,000
total students

4,200
international students

Ryerson MBA ranked among the top business programs in Canada

Home to the
DMZ (Digital Media Zone)
world's largest university tech incubator
Raised $934 million in seed funding
Created more than 4200 jobs



GEORGE BROWN COLLEGE

2-MINUTE / 10-MINUTE WALK
St. James / Waterside Campus

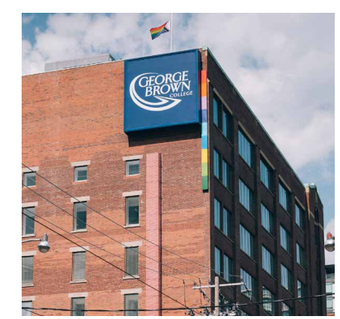
GEORGE BROWN COLLEGE

25,888
total full-time student

30%
international students

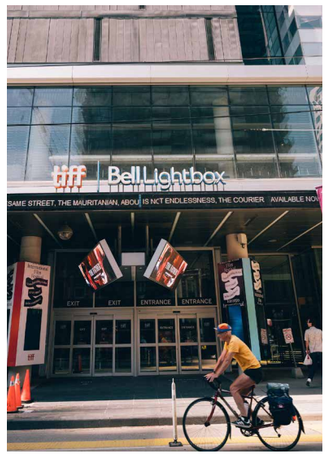
90
partners in research and innovation
Launched 306 new products and services in 2019-2020

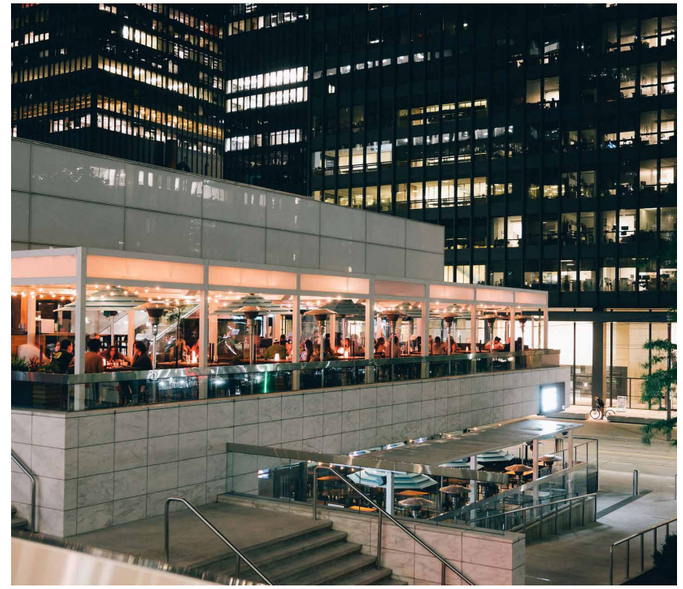
StartGBC
the entrepreneurship hub supported 94 start-up entrepreneurs in 2019-2020

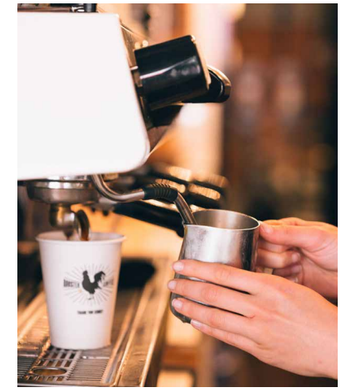


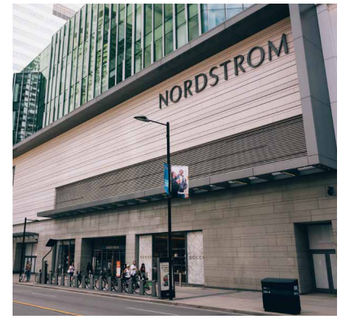
FRONT + LIFESTYLE

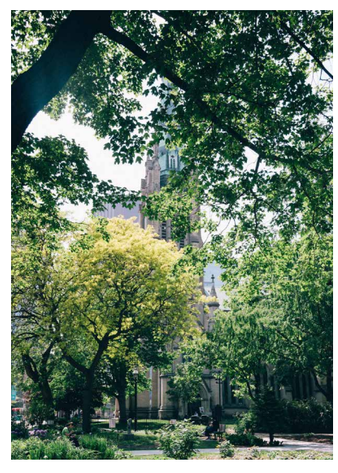
Perfectly positioned to offer the very best of Toronto, The Whitfield promises a life less ordinary. On one side is the city, pulsating with energy. The legendary St Lawrence Market, ranked the world's best food market by National Geographic is just minutes away. Alive with its restaurants and cafes. Brand name stores and eclectic boutiques. Animated sports and entertainment venues. Engaging artistic institutions. The Whitfield epitomises world-class city living. And then there's the serene waterfront. A calming getaway from the everyday hustle. Dotted with parks and trails, and green spaces that nurture the soul. An open-air playground that allows for a blissful state of being. From the exciting to the restful, a multitude of rich experiences await at The Whitfield.

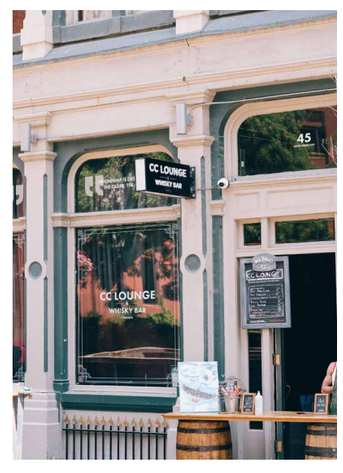


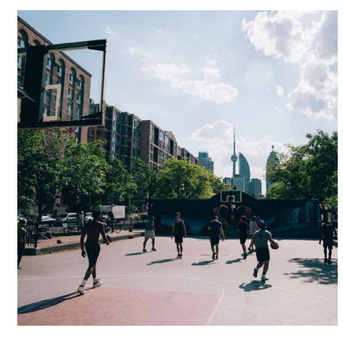


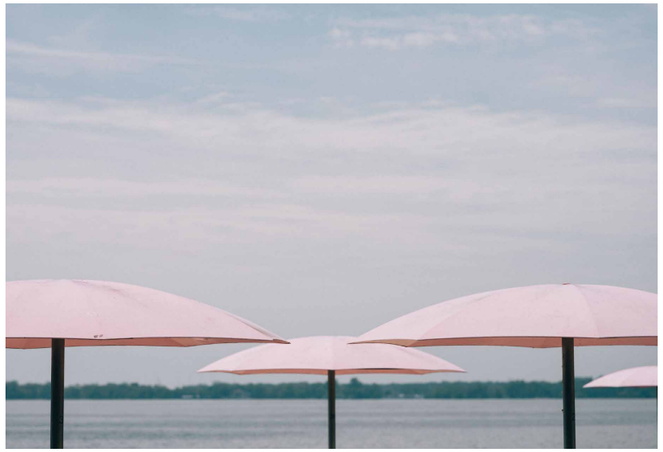




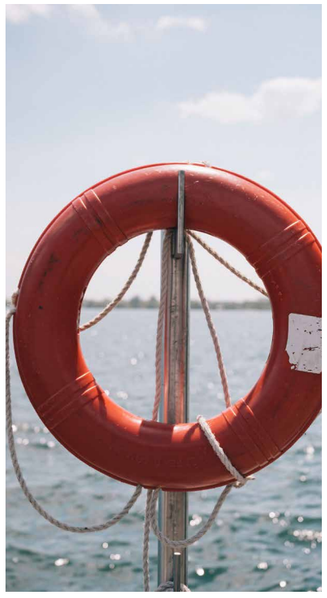


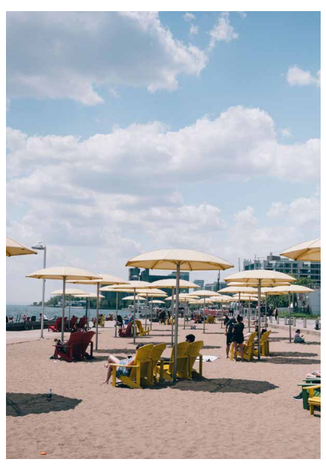




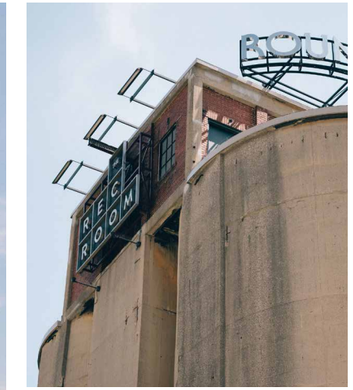


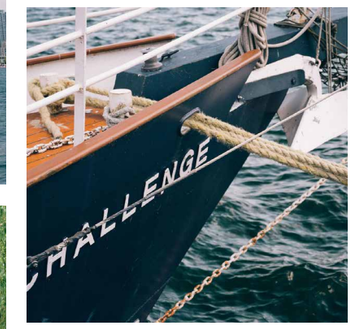
Tunnel
irport | vers l'aéroport





SPIRITS.
OYSTER HOUSE
& GRILL


REC
ROOM


CHALLENGE

Harbourfront centre

Loblaws
JOE FRESH

DESIGNED TO MAKE A TIMELESS STATEMENT

ILLUSTRATION IS ARTIST'S IMPRESSION.

Striking a balance between its historic surrounding and 21st century existence, The Whitfield's contemporary design has a refined and distinct presence. One that will define the intersection of Front and Sherbourne. The building's signature curved façade features horizontal masonry 'ribbons' at the podium, while the stunning tower is adorned with vertical terracotta-toned fins. Reinventing the existing industrial building, embellished with mirrored glass and steel, The Whitfield forges a harmonious relationship between the past and present.

MAKING STYLISH LIVING, STANDARD

Designed with exceptional flair and finesse, The Whitfield promises a life sumptuous and exciting in a vibrant urban landscape. Drawing inspiration from the site's varied past, the interiors are dressed in rich architectural details and historical patterns. Paired with modern silhouettes, luxurious fabrics, and a striking colour palette, the elegant public spaces are both glamourous and familiar at the same time. The stunning lobby, staffed with a 24-hour concierge and outfitted in fine furnishings, and a vibe reminiscent of a boutique heritage hotel provide a glimpse of The Whitfield way of life. From the calming Garden Café to the uber-productive Co-working Lounge, to the verdant terraces, an air of sophistication permeates through the building. Addressing the everyday and special moments, the Fitness Centre, Dining Room, Media Room and Bar & Games Room, Hobby Room, address and fulfill every need of the time.

OUTDOOR TERRACE
GARDEN CAFÉ
CATERING KITCHEN
MEDIA THEATRE
KIDS' PLAY ROOM
LOUNGE
PARTY ROOM / GAMES LOUNGE
CO-WORKING SPACE
FITNESS CENTRE

ILLUSTRATION IS ARTIST'S IMPRESSION.

WELCOMING LOBBY WITH 24 HOUR CONCIERGE

ILLUSTRATION IS ARTIST'S IMPRESSION.

PARTY ROOM / GAMES LOUNGE

ILLUSTRATION IS ARTIST'S IMPRESSION.

GARDEN CAFÉ

ILLUSTRATION IS ARTIST'S IMPRESSION.

OUTDOOR TERRACE FOR SOCIAL GATHERINGS

ILLUSTRATION IS ARTIST'S IMPRESSION.

CO-WORKING SPACE

ILLUSTRATION IS ARTIST'S IMPRESSION.

WELL-EQUIPPED GYM

ILLUSTRATION IS ARTIST'S IMPRESSION.

KIDS' PLAY ROOM

THE FEELING OF HOME

With a strong emphasis on functionality, the suites at The Whitfield are both practical and comfortable. Imbued with a sense of calm, every space is designed to complement an urban lifestyle. Linear modern kitchens, expansive windows, serene baths, dedicated work nooks, and inviting outdoor spaces allow for a balanced way of life. Packed with character and contemporary comforts, every home here nurtures the mind, body, and soul.

ILLUSTRATION IS ARTIST'S IMPRESSION.

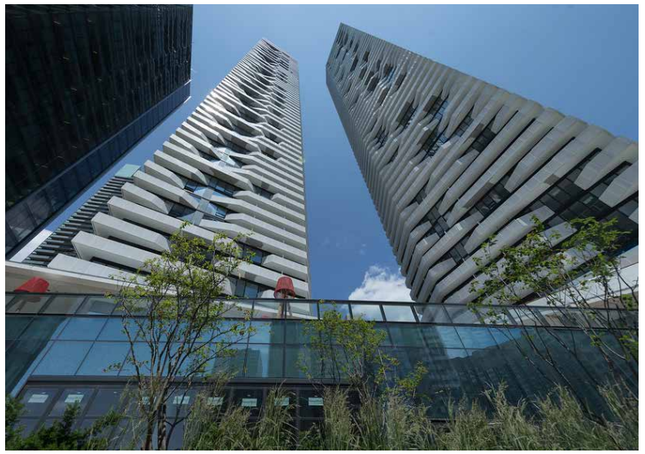
SUITE

ILLUSTRATION IS ARTIST'S IMPRESSION.

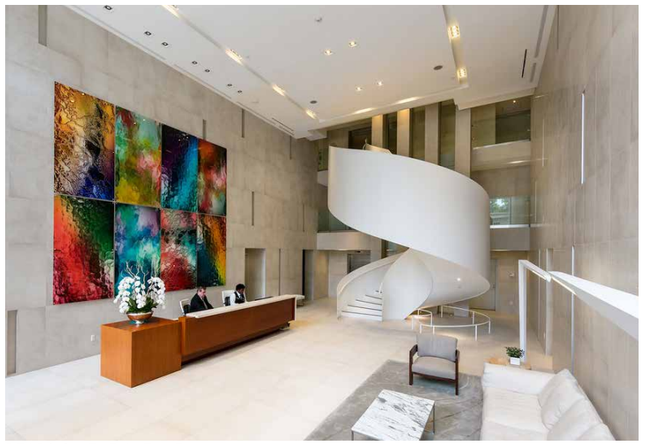
BATHROOM

Menkes is one of Canada's largest private developers, and one of the foremost builders of complex mixed-use developments. For more than 65 years, Menkes has built a stellar reputation creating innovative communities of exceptional quality. Elegant residences that exude character and charm; and exclusive luxury condominiums infused with stunning amenities; all set-in prime locations. Menkes is committed to reshaping the landscape of Toronto, and is now taking its vision of creating a community and fostering employment along Front Street with The Whitfield.

GIBSON SQUARE


HARBOUR PLAZA

ONE YORK


PEARS ON THE AVENUE

FESTIVAL

LUMIERE

SUGAR WHARF

FOUR SEASONS RESIDENCES, TORONTO

core
Development Group

Core Development Group is a Toronto-based real estate development company that actively sources, develops and manages a wide range of multi-family residential and mixed-use real estate developments. The company takes a holistic approach to development and offers a comprehensive range of development and project management services on behalf of their private high net worth and institutional investment partners.
For more information, visit coredevelopment.ca

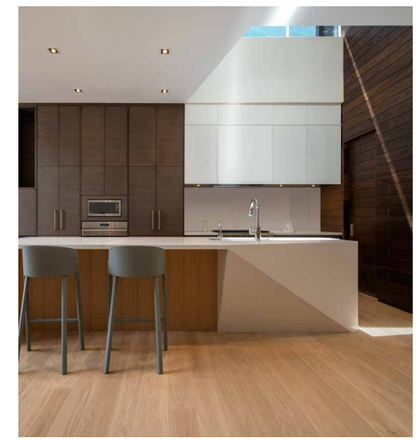
RELMAR

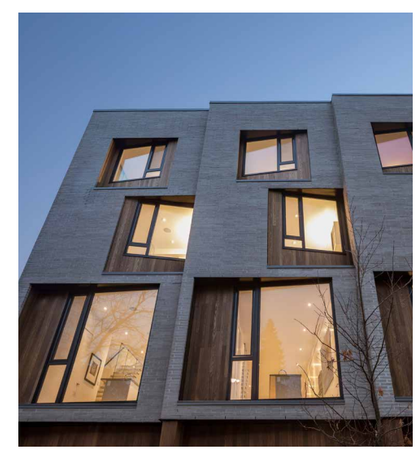
MODERN HOMES

BURLINGTON

BIRCHCLIFFE

CLONMORE


RELMAR


MODERN HOMES

FRONT STREET LIVING

menkes core Development Group

menkes.com