

P

CONDOMINIUMS

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M

DUNDAS + JARVIS

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What is Prime?

In an ever-changing city, there's one address where everything falls into place. Where work and pleasure come together. Where distances are measured in steps. Where convenience is a given. Where amenities are unparalleled. Where neighbours are friends. Where you always feel at home.

That is PRIME.



Podium hero view

Everything Here is **Prime.**

Conveniently located, steps from Dundas and Jarvis, PRIME is redefining urban living. Whether you're a banker, tech expert, life-sciences guru or a student with big dreams, the world is at your doorstep when you live at PRIME. Dedicated to creating an elevated living experience, its upscale amenities include a stunning lobby furnished by Versace and a 10,000 sq. ft. indoor and outdoor coworking space and fitness facility. PRIME is elevating condo living downtown.



Prime Architecture

Contemporary and strikingly elegant, PRIME will confidently state its presence in Toronto's fast evolving skyline. Rising to 46-storeys with a 3-storey stone and glass podium, it represents the next generation of tower design in the evolution of Jarvis Street. With its distinctive grid pattern that's clad in charcoal coloured metal and accented with gold strips, its façade will make a stunning statement. Finally, PRIME's East and West faces are articulated in vertical lines, North and South in horizontal bands and this unique design makes it stand out in the skyline in a way that's both timeless and memorable.

Your Lobby: Furnished by Versace

PRIME's lobby delivers a spectacular experience to residents on their way to work or class. Furnished by Versace, its stylish and timeless ambience is complemented with unique bespoke lighting that draw your eyes to its towering ceilings and a feature wall of bright faceted mirrors. Its stone framed archway will impress one and all. Wrapped in dark warm wood and accented with ornamental screens and gold fins, this lobby furnished by Versace sets the tone for sophistication that permeates through the building.



Lobby furnished by Versace



Lobby furnished by Versace



PRIME Coworking includes quiet study pods, coworking spaces and private meeting rooms

Upgrade Your Home Office

Welcome to PRIME Coworking. Over 4,000 sq. ft. of indoor and outdoor space, all inspired by world-class coworking providers and the work environments at Google and Facebook. Just an elevator ride away, PRIME's residents will have access to a mix of private collaboration rooms, individual study pods and open concept indoor and outdoor workspaces.

Dressed in a neutral palette with gold accents, these quiet study areas, coworking spaces, and private meeting rooms provide an environment that encourages both work and play for a new generation of business leaders. Convenient and functional, these dynamic spaces are perfect for all members of the creative and business class.

Inspiring You to Perform

Outfitted with state-of-the-art equipment, PRIME Fitness is more than a gym. It's a premier fitness club, a complete way of life. Open 24 hours a day, seven days a week, PRIME Fitness is an impressive 6,500 sq. ft. indoor and outdoor facility with CrossFit, cardio, weight training, yoga, boxing, and so much more.

An elite workout experience that's always at your doorstep, whether it's after a long day at work or before a morning lecture.



A premiere fitness club at your doorstep

Amenities that Make You Want to Stay at Home



Second level: The work and play floor



Third level: The fitness floor

A Prime Location

Of the many things that make PRIME desirable, location tops the list. In the heart of downtown, set amid one of the city’s most vibrant neighbourhoods, PRIME offers a world of amenities and conveniences right at its doorstep. If work is your priority, the financial core is a short walk away. If your existence revolves around higher learning, Ryerson University’s Yonge Street Campus is right across the street. Whether you’re a doctor or patient, Toronto’s outstanding healthcare facilities are also within easy reach. With convenient access to transit, as well as life’s essentials and luxuries, PRIME is simply one of the best-connected condos in the city.



WALK SCORE
96



BIKE SCORE
100



TRANSIT SCORE
100

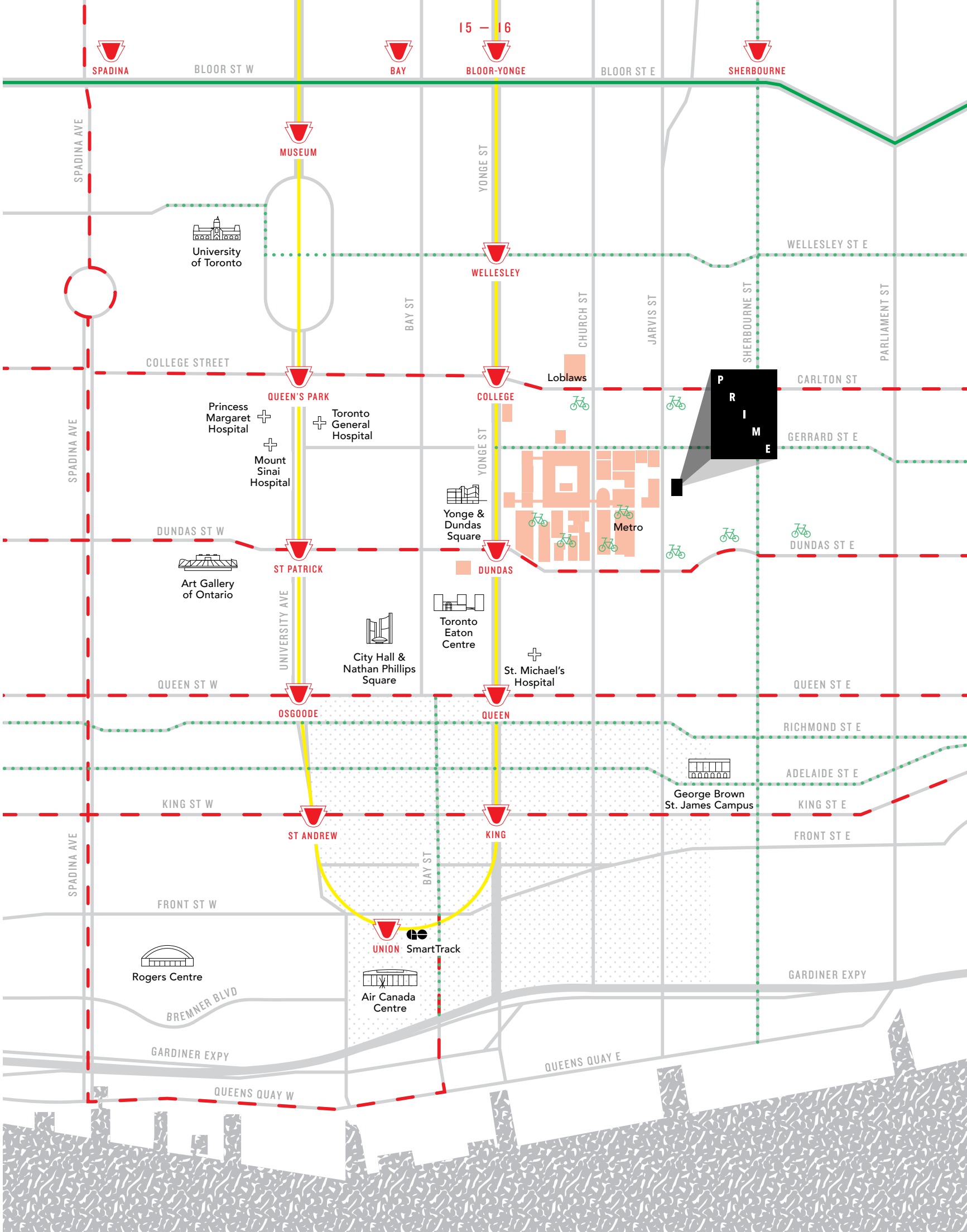
GO ANYWHERE IN MINUTES

Location	Walking*	Cycling*
Ryerson University	<1	<1
Metro Supermarket	5	1
Loblaws	8	3
College Station	10	4
Dundas Station	10	4
Eaton Centre	10	4
Yonge & Dundas Sq.	10	4
St. Michael's Hospital	12	5
George Brown	14	6
City Hall	15	7
University Health Network	15	6
University of Toronto	25	10

*time in minutes

MAP LEGEND

	Streetcar Routes
	Bicycle Lanes
	Line 1 Yonge-University
	Line 2 Bloor-Danforth
	Local Bike Share Stations
	Ryerson Campus
	Financial District



Dundas + Jarvis: Live Where the Growth is

Find value at Dundas and Jarvis, PRIME’S convenient location ensures it’s always in the company of growth. Nestled between College and Dundas Subway stations, Dundas and Jarvis has benefited from major investments in education, finance, technology and health sciences. Sitting at the intersection of mind and action, it is also home to Ryerson University, the champions of diversity, entrepreneurship and innovation. With convenient access to Toronto’s best known and most established employment nodes, it’s a magnet for the ambitious.

GO ANYWHERE IN MINUTES

Location	Walking*	Cycling*
1 Google	16	7
2 Bank of Montreal	13	4
3 St. Michael’s Hospital	12	5
4 Daphne Coxwell Health Sciences Complex	8	2
5 Centre for Urban Innovation	<1	<1
6 Smart Building Analytics Living Lab	10	3
7 The DMZ	10	3
8 Ted Rogers School of Management	13	5

*time in minutes

NEW SUBWAY LINE

The Province’s \$11 billion investment in the new Ontario Line subway, only ~1KM away, is sure to bring further growth in employment along with medical and educational investment.

* Source: <https://toronto.citynews.ca/2019/04/11/new-ontario-line-to-include-more-stops-in-downtown-core/>

EMPLOYMENT GROWTH



1 **Google**
400,000 square foot
Downtown Office



2 **Bank of Montreal**
346,000 square foot cutting edge
work space housing approximately
3,500 full time employees

MEDICAL GROWTH



3 **St. Michael’s 3.0**
\$300 million redevelopment project

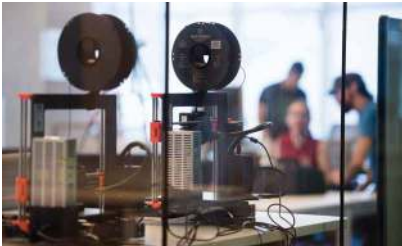


4 **Daphne Coxwell Health Sciences Complex**
333,000 square foot of space
dedicated to advancing health
science studies

EDUCATIONAL GROWTH



5 **Centre for Urban Innovation**
40,000 square foot centre
for Urban Innovation



6 **Smart Building Analytics Living Lab**
First smart Analytics Lab in Canada



7 **The Digital Media Zone (DMZ)**
Ranked top business incubator in
the world



8 **Ted Rogers School of Management**
Home to nearly 10,000 students
and more than 250 industry-
connected faculty

POPULATION AT
YONGE + DUNDAS*

250,000
2016

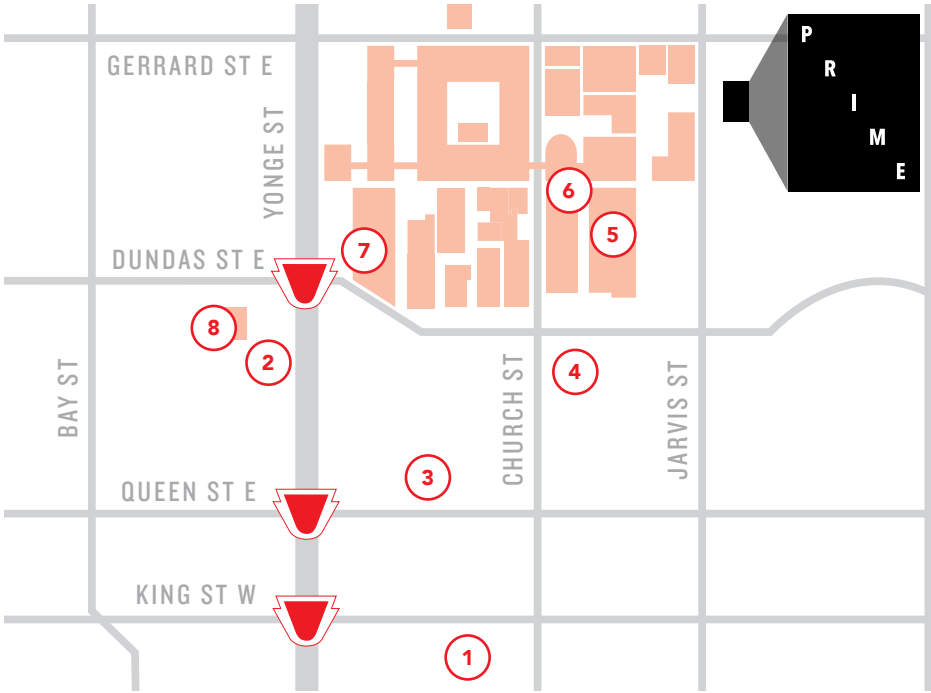
475,000
Estimated in 2041

EMPLOYMENT IN THE
DOWNTOWN CORE

584,660
2016

1,569,800
Estimated in 2041

* Source: TOCore Planning Study.





St. Michael's Hospital



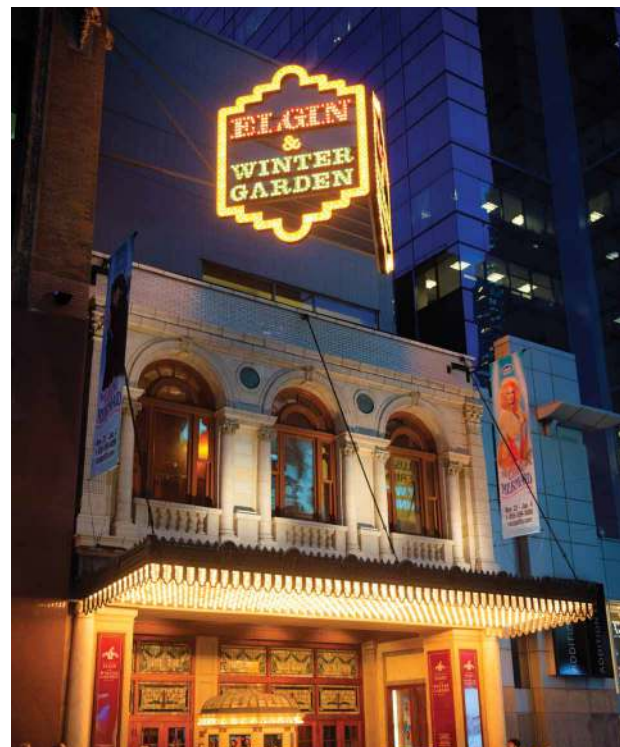
MaRS Discovery District



Ryerson University



Nathan Philips Square



Dundas Square



Ryerson University



University of Toronto

In the Heart of Excitement

Packed with outstanding restaurants, unbeatable shopping and non-stop entertainment options, Dundas and Jarvis has a lot to offer. Steps from Yonge and Dundas Square and the Eaton Centre, the City's premier shopping destination is only minutes away from PRIME Condos. Here you can enjoy Toronto's flourishing theatre and art scene at Massey Hall or Ed Mirvish Theatre. Whatever your interest, at PRIME you'll never run out of fun things to do.

Prime Views



Views from 45th floor

SE

S

SW



W

NW

N



Views from the 45th floor

NE

E

SE



Suite palette A

Suites with Style



Suite palette B

FEATURES AND FINISHES

Building

- 24 hour, 7 day a week concierge
- Security coded access fob for all residents
- Two guest suites provided for residents’ use
- Individual suite hydro and water metering
- Smart Locker Storage System

Suites

- Smooth finished ceilings throughout
- Choice of flooring throughout entry, kitchen, dining, living areas and bedrooms from builder’s standard samples
- Painted baseboards, doorframes and casings
- TV/telephone outlets in living/dining room and bedrooms
- Smoke detectors and sprinkler system
- Stacked washer/dryer
- All suites protected under the TARION Warranty Corporation

Kitchens

- Contemporary kitchen custom designed by figure3 in a variety of colours from builder’s standard samples
- Composite stone countertop from builder’s standard samples
- Undermount, stainless steel sink
- Electric range
- Hidden cabinet cover dishwasher
- Microwave

Bathrooms

- Composite stone countertop from builder’s standard samples
- Tile from builder’s standard samples
- Designer sink and faucet
- Bathroom cabinetry from builder’s standard samples
- Bathtub as per plan
- Shower with enclosure, as per plan



Suite palette C

CentreCourt: A Prime Developer



Podium hero view

CentreCourt is one of the most active developers in the immediate area with six projects, and approximately 3,000 units completed or under development.

CentreCourt is known for its well thought out developments. Always close to Toronto’s major amenities, rapid transit network and employment areas, its numerous high-rise condominiums are designed for modern city life.

The company has completed or is actively developing 18 high-rise residential communities throughout the Greater Toronto Area, collectively representing over 9,400 homes and \$4.7 billion in development value.

Driven by its vision to become industry leaders, CentreCourt values excellence and aims to create a positive impact in the way people live. It takes pride in building unique developments and strives to exceed customer expectations. All its developments are collaborative endeavours undertaken with top rated planners, architects, interior designers and construction trades.



RECENTLY COMPLETED
PROJECTS

Peter Street
Peter St & Adelaide St W
40 Storeys, 429 Units
Completed in 2015

Karma
Yonge St & College St
50 Storeys, 495 Units
Completed in 2016

INDX
Richmond St & Sheppard St
54 Storeys, 798 Units
Completed in 2017

Core Condos
Church St & Shutter St
26 Storeys, 233 Units
Completed in 2017

Grid
Jarvis St & Dundas St E
50 Storeys, 563 Units
Completed in 2018

411 Church
Church St & Carlton St
38 Storeys, 572 Units
Completed in 2019

Transit City
Highway 7 & Jane St
3x55 Storey Towers, 1,728 Units
Completed in 2020

ZEN King West
King St W & Strachan Ave
31 Storeys, 538 Units
Completed in 2020

CURRENTLY UNDER
DEVELOPMENT



Transit City 4 & 5
Highway 7 & Jane St
45 & 50 Storeys, 1,026 Units
Expected Completion: 2022



55 Mercer
55 Mercer St
47 Storeys, 543 Units
Expected Completion: 2024



8 Wellesley
Yonge St & Wellesley St
55 Storeys, 599 Units
Expected Completion: 2026



The Forest Hill
Eglinton Ave & Bathurst St
14 Storeys, 253 Units
Expected Completion: 2023



199 Church
Church St & Dundas St
39 Storeys, 484 Units
Expected Completion: 2025

Centrestone Urban Developments



Bathurst and Richmond



1334 Dundas Street



383 Sorauren Condos

Centrestone's Philosophy: Quality Buildings and Desirable Neighbourhoods.

Centrestone Urban Developments is a burgeoning Toronto based real estate development company with several projects located in the City of Toronto. For over 14 years, Centrestone Urban Developments and its principals have forged strong business partnerships and have acquired unique properties in key locations throughout the city.

Centrestone Urban Development's mission is to develop outstanding and quality projects in some of Toronto's most vibrant neighbourhoods and to promote Toronto's growth in a way that will benefit all who work and live in this incredible, multifaceted city.

In Prime Company

IBI GROUP ARCHITECTS

IBI Group is a global firm of architects, engineers, designers and technology professionals who create vibrant, livable and sustainable urban environments. IBI Group Architects are recognized leaders in residential, hospitality, retail and mixed-use design. Under the leadership of Design Principal and Global Director of Buildings, Mansoor Kazerouni, the firm has recently completed such award-winning projects as the Delta flagship hotel in downtown Toronto and L'Avenue, a 50-storey mixed use project in Montreal, both recognized as landmark buildings. IBI has designed many of Toronto's exclusive high-end developments such as the Ritz Carlton Hotel and Residences (in association with KPF), Museum House and numerous other condominium developments across the GTA. The firm is currently working in major cities across Canada, the United States, the UK, Middle East and India.

ibigroup.com

FIGURE3

Figure3 is Toronto's largest independent, multi-disciplinary interior design firm. The residential studio, led by Dominic DeFreitas, has met with unfettered success, creating award-winning interiors in the residential sector across Canada and the United States. Balancing robust strategic planning with a considered creative vision, the company is known for its superlative spaces. Inspired by a singular purpose: to change how people think, feel, decide and behave in a space, figure3 connects people to places.

figure3.com

L.A. INC

L.A. is one of North America's foremost companies specializing in branding, marketing, and communications for major real estate developments. Inspired by its motto, 'creativity is the only advantage,' the Toronto based firm has created memorable brands and award-winning marketing programs for developments across Canada and the United States.

la-ads.com

