

# The Design District



# A Forever Moment.

**3 TOWERS**

**1 PODIUM WITH RETAIL**

**31 STOREYS**

**931 SUITES**

Welcome to The Design District, a new landmark at 41 Wilson St. in the central downtown district of Hamilton that will change the face of the city, forever encapsulating its heart and soul. Ushering in an exciting new chapter for the downtown core, The Design District is a modern condominium with furnishings by Louis Vuitton, a timeless monument inspired by innovation and driven by slick urban design.



Illustrations are artist's concept only. Actual may vary. E. & O.E.



Illustrations are artist's concept only. Actual may vary. E. & O.E.

# Why Choose Hamilton?

01

**ROBUST INCREASE  
IN POPULATION  
AND JOBS**

Hamilton’s population is projected to increase by 236,000<sup>1</sup>, accompanied by 122,000<sup>1</sup> new jobs.



02

**THE PERFECT  
TRANSIT HUB**

Transit in Hamilton is excellent, with great Go train and bus connections, and an upcoming new 14 km LRT line<sup>2</sup> with 17 stops, financed by a \$3.4 billion investment.<sup>3</sup> The Airport is only 20 minutes<sup>4</sup> from downtown, handling domestic and international flights.



03

**EDUCATION –  
MCMASTER RANKED  
TOP 10 IN CANADA**

McMaster University has more than 30,000<sup>5</sup> undergraduate and over 4,800<sup>5</sup> postgraduate students, but can only accommodate 3,900 students.<sup>6</sup>



CONSTRUCTED IN THE MOST DESIRABLE  
LOCATION IN HAMILTON THAT IS SEEING A  
+\$4B INVESTMENT <sup>1, 2, 3, 4</sup>

04

**REVITALIZATION  
OF HAMILTON’S  
WATERFRONT**

The sweeping water views and relaxing green spaces of Hamilton’s West Harbour will reach their potential with a \$140 million<sup>7</sup> redevelopment project that includes a vibrant commercial village and public plaza.<sup>4</sup>



05

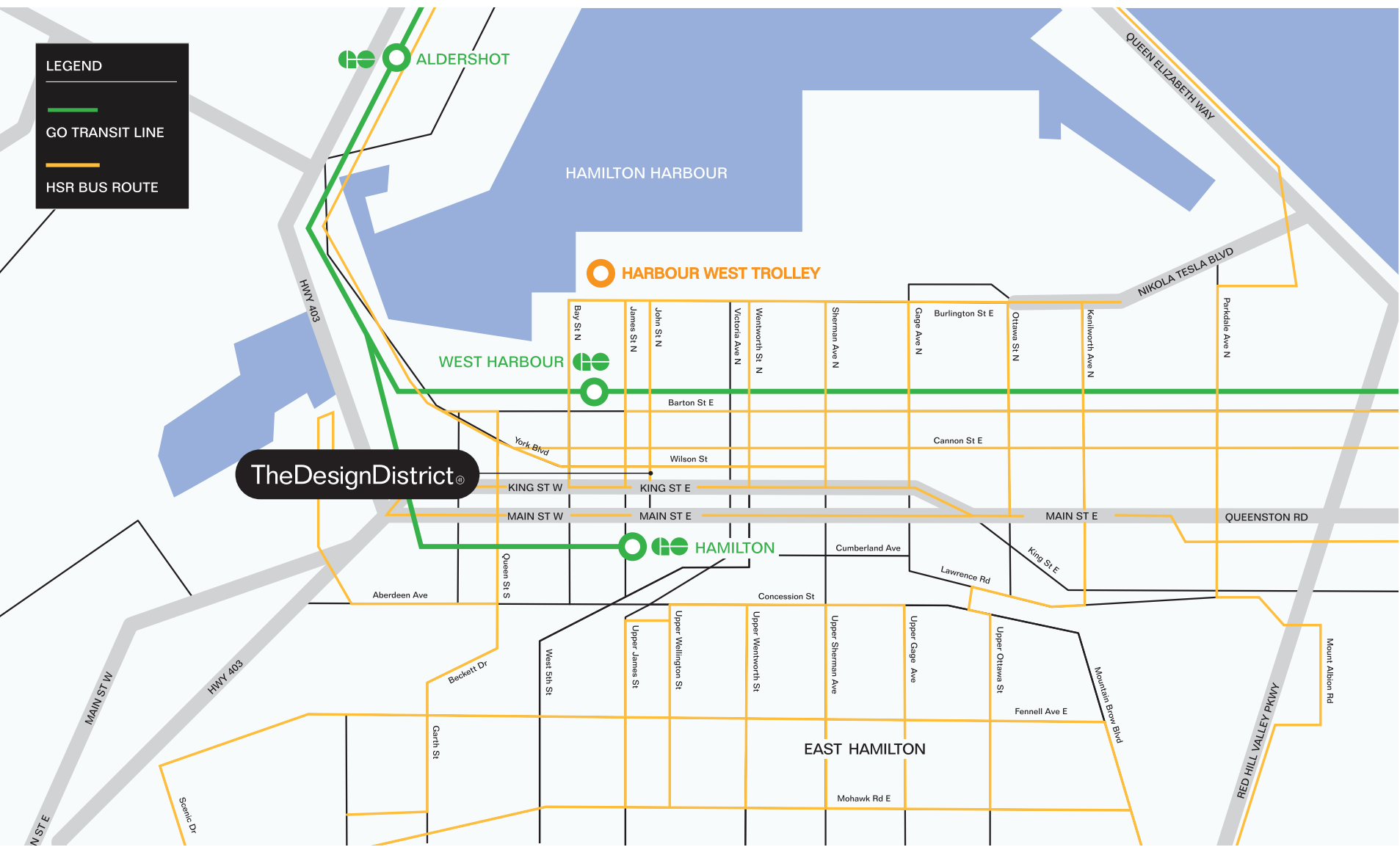
**TECH TALENT  
RANKED  
TOP 5 IN CANADA**

CBRE ranks Hamilton in the Top 5 in Canada<sup>8</sup> for the Quality of Tech Labour and Real Estate Cost, and in the Top 2 for mid-sized city tech talent labour pool growth.<sup>8</sup>



# The Design District

# Hamilton Connected.



## TRANSIT STATIONS



HAMILTON GO CENTRE STATION	3 MIN	11 MIN <sup>4</sup>
WEST HARBOUR GO STATION	3 MIN	12 MIN <sup>4</sup>
HAMILTON LRT <sup>*</sup>	2 MIN	5 MIN <sup>4</sup>

	97	WALK SCORE <sup>11</sup>
	85	TRANSIT SCORE <sup>11</sup>
	93	BIKE SCORE <sup>11</sup>

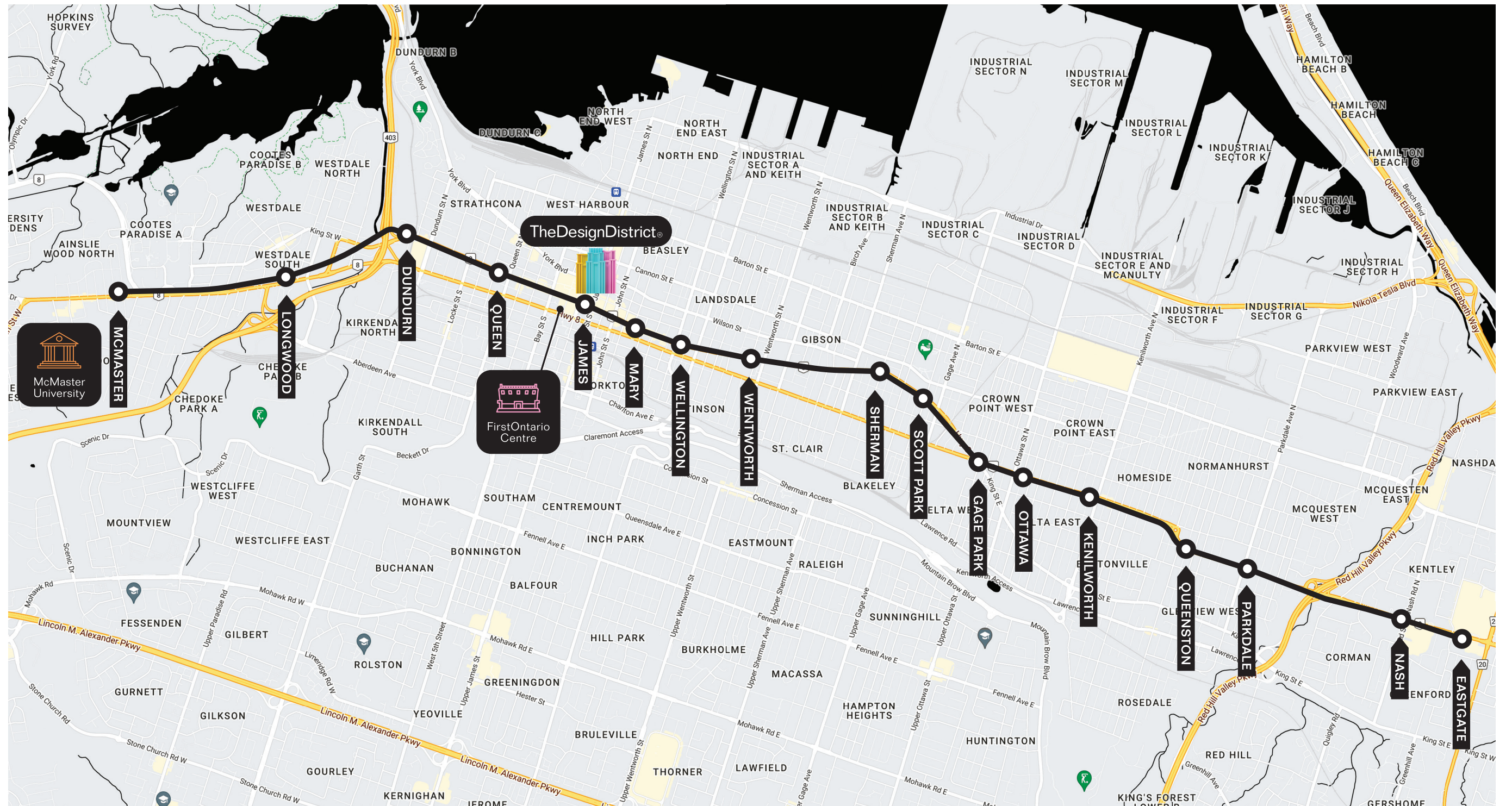
4 MODES OF TRANSPORTATION IN HAMILTON:

\$3.4 BILLION<sup>3</sup>

HAMILTON LRT:  
FULLY FUNDED PROJECT  
TO BE COMPLETED

# Future Hamilton LRT.

EMBLEM +  METROLINX



## \$500 Million<sup>1</sup>

### IN INVESTMENT FOR THE ENTERTAINMENT HUB

- A new entertainment centre
- Revitalization of FirstOntario Concert Hall
- Revitalization of FirstOntario Concert Centre
- Modernization of the Art Gallery of Hamilton
- More retail spaces, top attractions, live music venues, late-night eateries

## \$140 Million<sup>2</sup>

### IN INVESTMENT FOR WATERFRONT REDEVELOPMENT

- A pedestrian friendly community with more parks, bike paths, boardwalks, and people-centred spaces
- A lively boulevard full of galleries, stores, and restaurants
- A vibrant commercial village and a public plaza at the foot of James Street North

## \$400 Million<sup>3</sup>

### IN INVESTMENT FROM BELL

- Largest digital infrastructure investment in city's history
- Approximately 200,000 homes and business locations to be upgraded
- Data speeds up to 1.5 gigabits per second

## \$3.4 Billion<sup>4</sup>

### IN INVESTMENT FOR HAMILTON LIGHT RAIL TRANSIT

- Upcoming new 14km LRT line
- 17 stops through Downtown Hamilton



# Hamilton, The Time is Now.



# Tech Talent: Ranked Top 5 in Canada<sup>12</sup>

**NEW TECH COMPANIES ARE INCREASINGLY  
INVESTING IN HAMILTON.**

In 5 years, Hamilton's tech talent labour pool has increased by +35.7%.  
Hamilton is ranked Top 5 in Canada for Tech Talent.

CANADIAN CITIES	TECH TALENT GROWTH	US CITIES	TECH TALENT GROWTH
Calgary	2.20%	Seattle	1.70%
Vancouver	2.10%	San Francisco Bay Area	1.50%
Toronto	2.00%	New York City	1.50%
► <b>Hamilton</b>	<b>1.90%</b>	Detroit	1.20%

# An Educational Hub.



**MCMASTER UNIVERSITY**

- Ranked 4th in Canada<sup>5</sup>
- 70 Research Centres and Institutes<sup>6</sup>
- Four Nobel Prize Winners<sup>7</sup>
- Total Student Population of 34,800<sup>8</sup>

**MOHAWK COLLEGE**

- Top 10 in Canada for Applied Research<sup>9</sup>
- More than 150 Programs<sup>10</sup>
- Total Student Population of 33,000<sup>11</sup>

McMaster University  
1280 Main St. W.

Mohawk College  
135 Fennell Ave. W.



# No Need to Drive.

## POINTS OF INTEREST

RESTAURANTS

1.

Radius
2.

Mattson & Co.
3.

The French
4.

Ancaster Mill
5.

La Cantina
6.

HAMBRGR
7.

The Burnt Tongue
8.

Gown and Gavel
9.

CIMA Enoteca
10.

Caro
11.

Industria Pizzeria + Bar
12.

Born & Raised
13.

Shakespeare's Steak & Seafood
14.

Earth to Table: Bread Bar
15.

August 8
16.

The Diplomat
17.

Charred Rotisserie House
18.

Saltlick Smokehouse
19.

Spring Grill House
20.

Toma La
21.

La Luna Downtown

39.

Detour Café
40.

Café Oranje
41.

Ark + Anchor Espresso Bar
42.

The Cannon
43.

Mulberry Coffeehouse
44.

Synonym
45.

Tim Hortons (original store)
46.

Crumbled
47.

Chocolat
48.

Donut Monster
49.

Hello Baked
50.

Grandad's Donuts
51.

Panini & Ice Cream
52.

Dolled Up Desserts
53.

Cake & Loaf Bakery
54.

Ola Bakery & Pastries
55.

Pane Del Sole

MUSEUMS & ENTERTAINMENT

56.

Adventure Village
57.

Canadian Warplane  
Heritage Museum
58.

Battlefield House Museum
59.

McMaster Museum of Art
60.

Hamilton Museum of Steam  
and Technology
61.

The Zoetic Company
62.

Art Gallery of Hamilton
63.

FirstOntario Centre
64.

FirstOntario Concert Hall
65.

Hamilton Convention Centre
66.

Royal Hamilton Yacht Club
67.

Hamilton Waterfront Outdoor Rink
68.

HMCS Star

ARCHITECTURE

69.

Dundurn Castle
70.

Lister Block
71.

Liuna Station
72.

City Hall (Hamilton Sign)
73.

Pigott Building
74.

Christ's Church Cathedral
75.

Hamilton Farmers' Market

CAFÉS & SWEET TREATS

34.

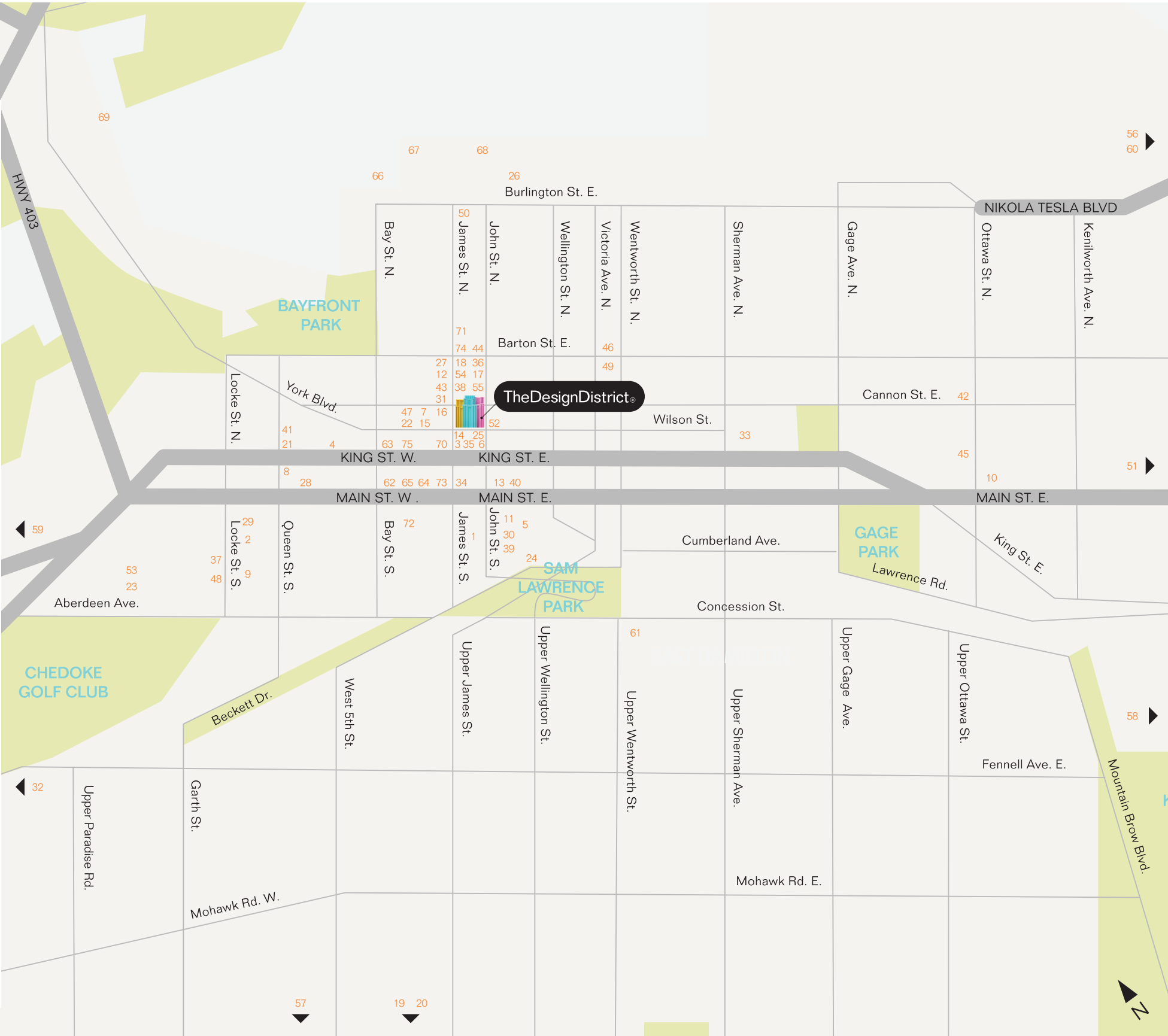
Redchurch Café + Gallery
35.

Mezza Caffé
36.

Steeltown Garage Co.
37.

Democracy\*
38.

Saint James Espresso Bar & Eatery



THE BUILDING



The Design District 41

A Forever Moment.



Illustrations are artist's concept only. Actual may vary. E. & O.E.

ADDRESS

41 Wilson Avenue

STOREYS

31

UNITS

931

RETAIL PODIUM

AMENITIES

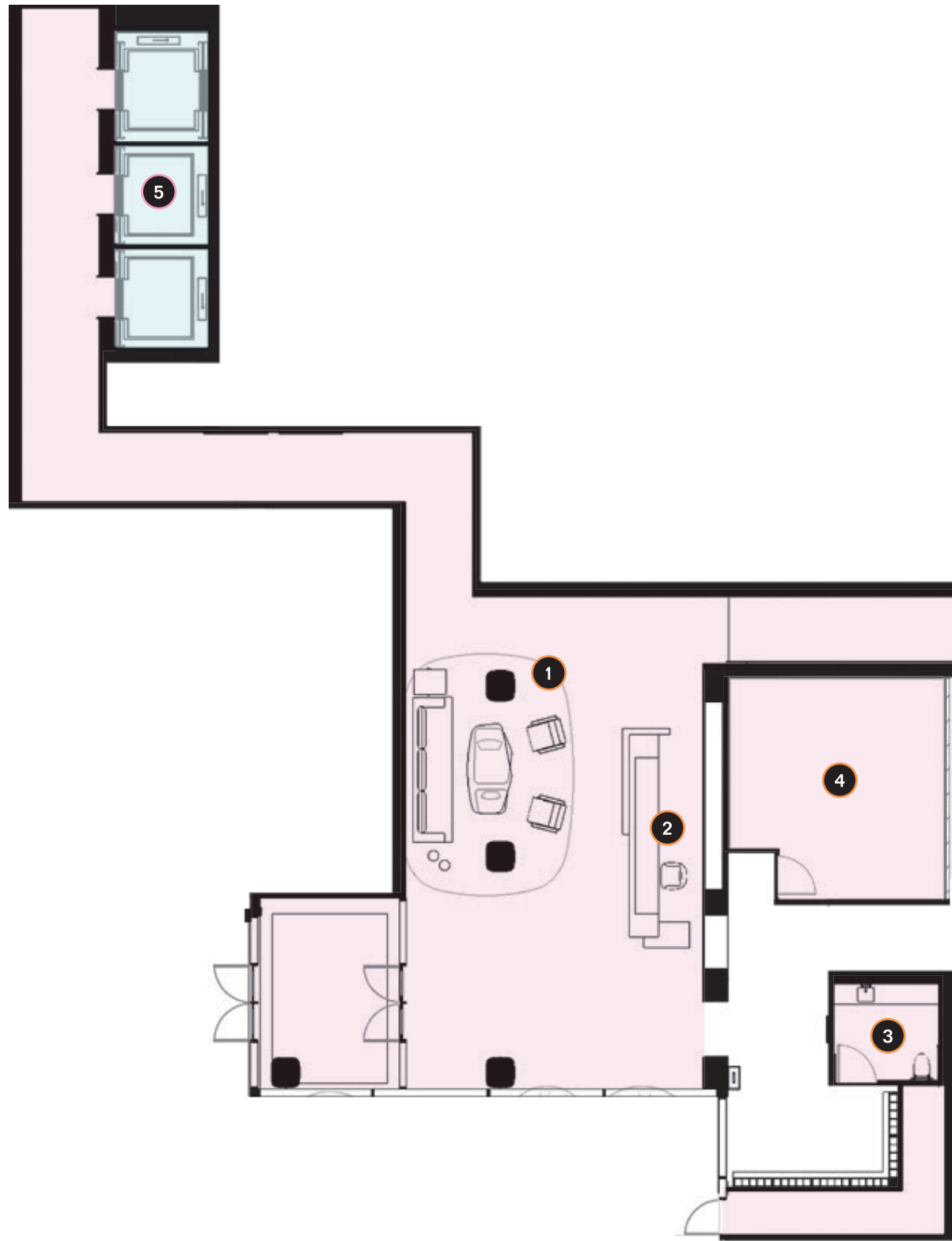
- Outdoor Pool
- Fully Equipped Fitness Centre
- Yoga Studio
- Party Room
- Co-working Lounge
- Outdoor Lounge
- Outdoor Dining
- Outdoor BBQ
- Meeting Rooms
- Fire Pit and Lounge



Illustrations are artist's concept only. Actual may vary. E. & O.E.

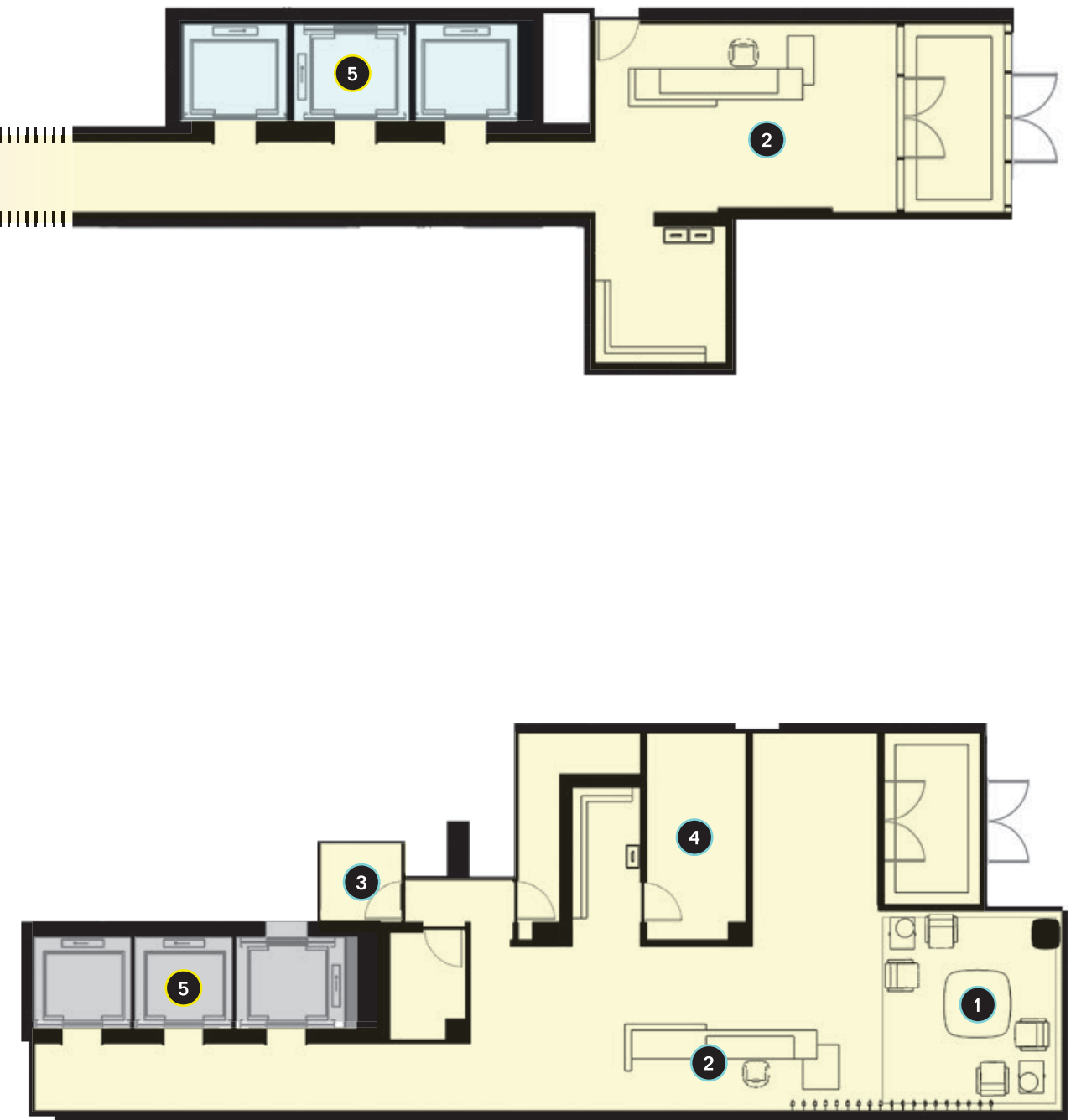


Illustrations are artist's concept only. Actual may vary. E. & O.E.



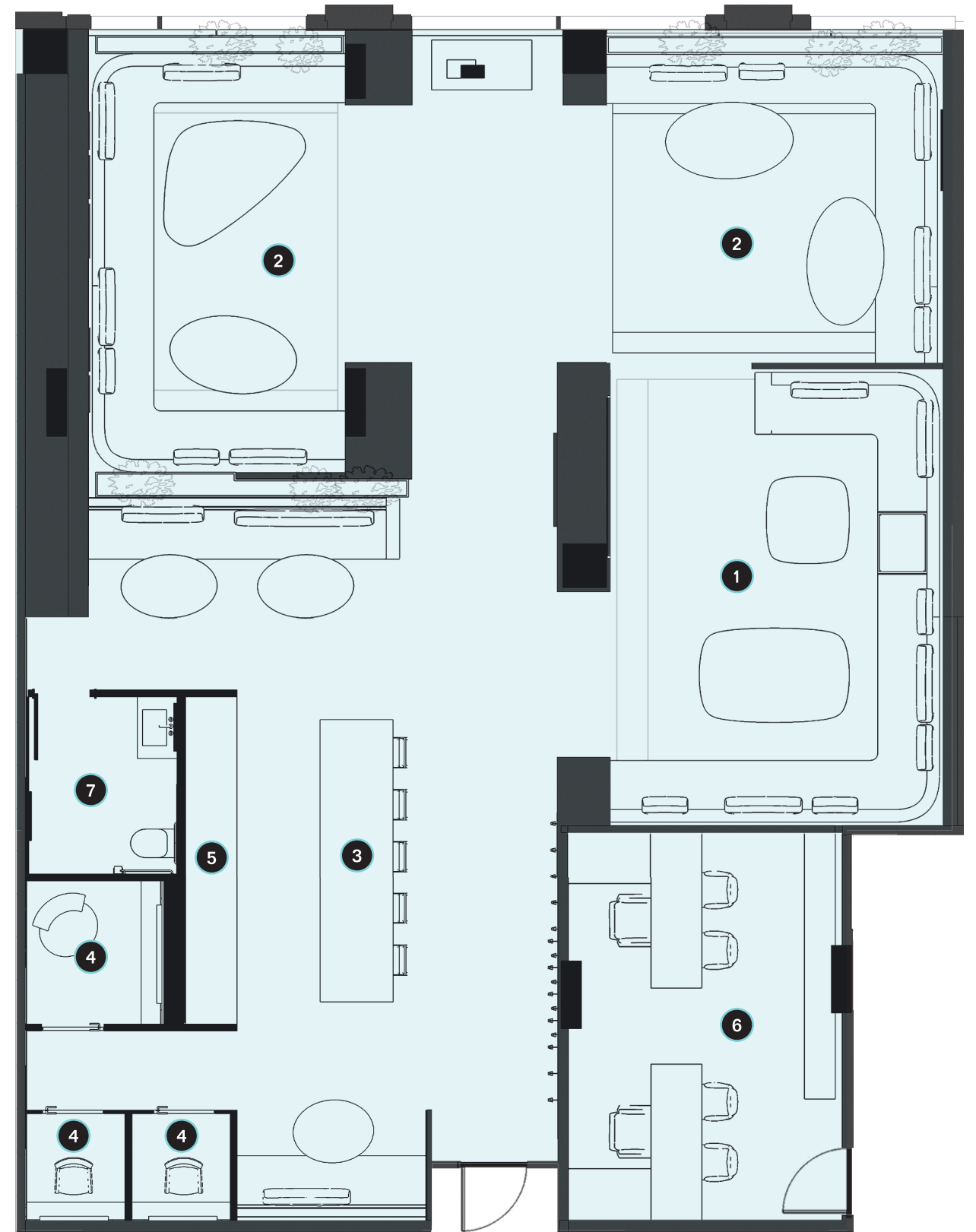
#### AMENITIES

1. Lobby Lounge
2. Concierge
3. Washroom
4. Parcel Room
5. Elevators



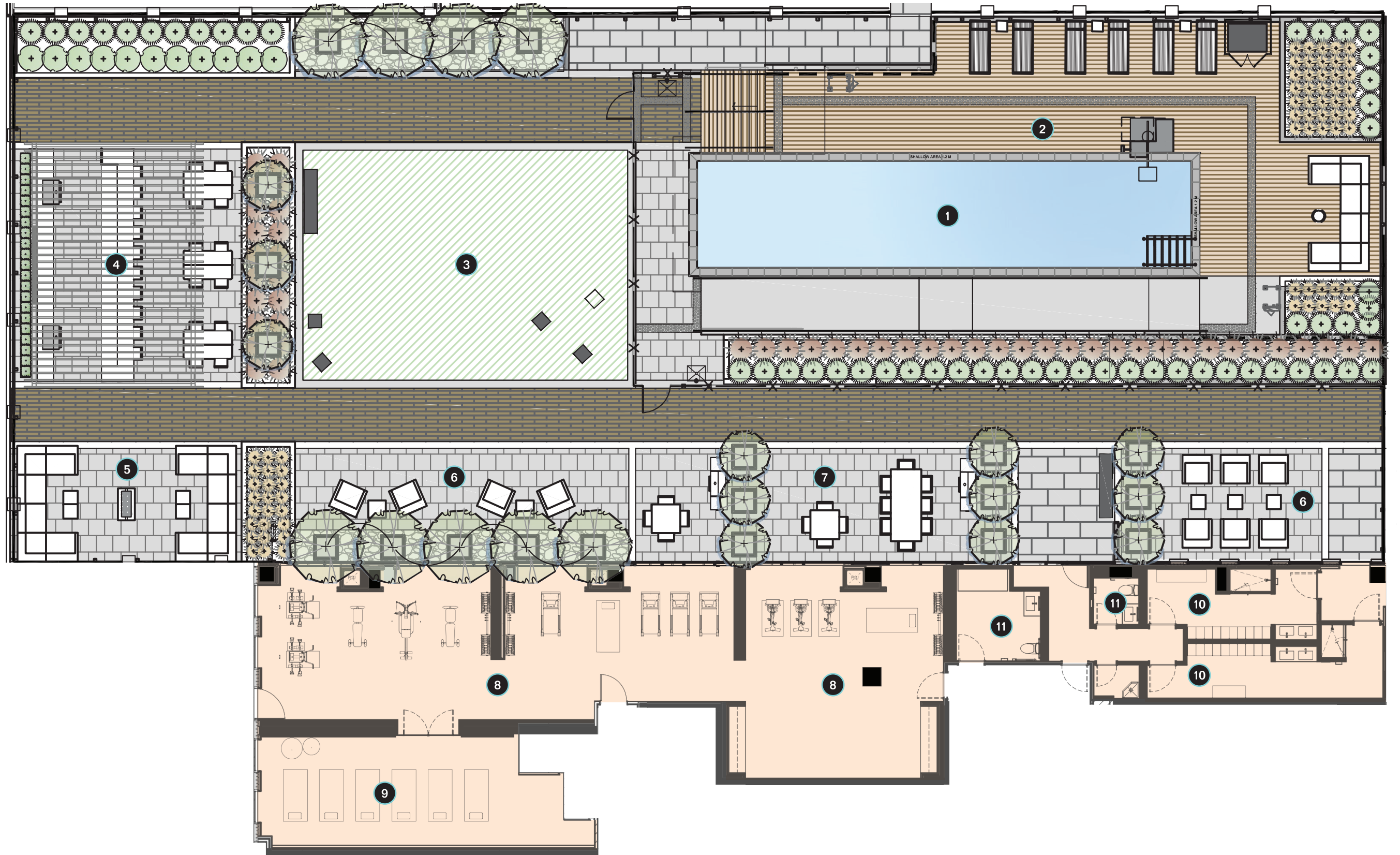
Ground Floor  
Amenities.

# Mezzanine Floor Amenities.



## AMENITIES

- |                       |                      |
|-----------------------|----------------------|
| 1. Party Room Lounge  | 5. Bar               |
| 2. Co-working Lounge  | 6. Management Office |
| 3. High-Table Seating | 7. Washroom          |
| 4. Meeting Room       |                      |



# 8<sup>th</sup> Floor Amenities.

## AMENITIES

- |                                |                   |
|--------------------------------|-------------------|
| 1. Outdoor Pool                | 6. Outdoor Lounge |
| 2. Pool Deck                   | 7. Outdoor Dining |
| 3. Games Area                  | 8. Fitness Centre |
| 4. Outdoor Covered BBQ Station | 9. Yoga Studio    |
| 5. Fire Pit & Lounge           | 10. Change Rooms  |
|                                | 11. Washrooms     |

## Designer Lobby



Illustrations are artist's concept only. Actual may vary. E. & O.E.

## Designer Lobby



Illustrations are artist's concept only. Actual may vary. E. & O.E.

## Designer Lobby



Illustrations are artist's concept only. Actual may vary. E. & O.E.

## Social Lounge



Illustrations are artist's concept only. Actual may vary. E. & O.E.

## Co-Working Lounge



Illustrations are artist's concept only. Actual may vary. E. & O.E.

Elevated Pool



Illustrations are artist's concept only. Actual may vary. E. & O.E.

## Rooftop Lounge



Illustrations are artist's concept only. Actual may vary. E. & O.E.

## Yoga Studio



Illustrations are artist's concept only. Actual may vary. E. & O.E.

## Fitness Centre



Illustrations are artist's concept only. Actual may vary. E. & O.E.

# EMBLEM

## THE MARK OF EXCEPTIONAL DESIGN

EMBLEM Developments is one of the fastest growing real estate development companies in the GTA with a focus on developing high-rise residential buildings. Our current development portfolio consists of over 4,300 residences representing over \$3.3 billion of development value.

EMBLEM's "The Mark of Exceptional Design" is more than a slogan. Rather, it is a clear mission statement we hold ourselves accountable to on every project we bring to market.

Believing exceptional design is the difference between a space that feels right and one that provides no connection, EMBLEM has an unwavering commitment to obsess about the design of every space within our projects, from the inside to the outside. Our team imagines living in your future home before we have even built it. Simplicity is luxury and timeless design — key ingredients to a home, and a successful investment.

**TORONTO HAMILTON MISSISSAUGA OTTAWA**

**EMBLEM**

THE MARK OF EXCEPTIONAL DESIGN.