

EMBLEM x Furnishings by Louis Vuitton



The Design District ⁴¹

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.



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Why Choose Hamilton?

CONSTRUCTED IN THE MOST DESIRABLE LOCATION IN HAMILTON THAT IS SEEING A +\$4B INVESTMENT ^{1, 2, 3, 4}

The Design District ⁴¹

01

ROBUST INCREASE IN POPULATION AND JOBS

Hamilton's population is projected to increase by 236,000¹, accompanied by 122,000¹ 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 line² with 17 stops, financed by a \$3.4 billion investment.³ The Airport is only 20 minutes⁴ from downtown, handling domestic and international flights.



03

EDUCATION – MCMASTER RANKED TOP 10 IN CANADA

McMaster University has more than 30,000⁵ undergraduate and over 4,800⁵ postgraduate students, but can only accommodate 3,900 students.⁶



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 million⁷ redevelopment project that includes a vibrant commercial village and public plaza.⁴



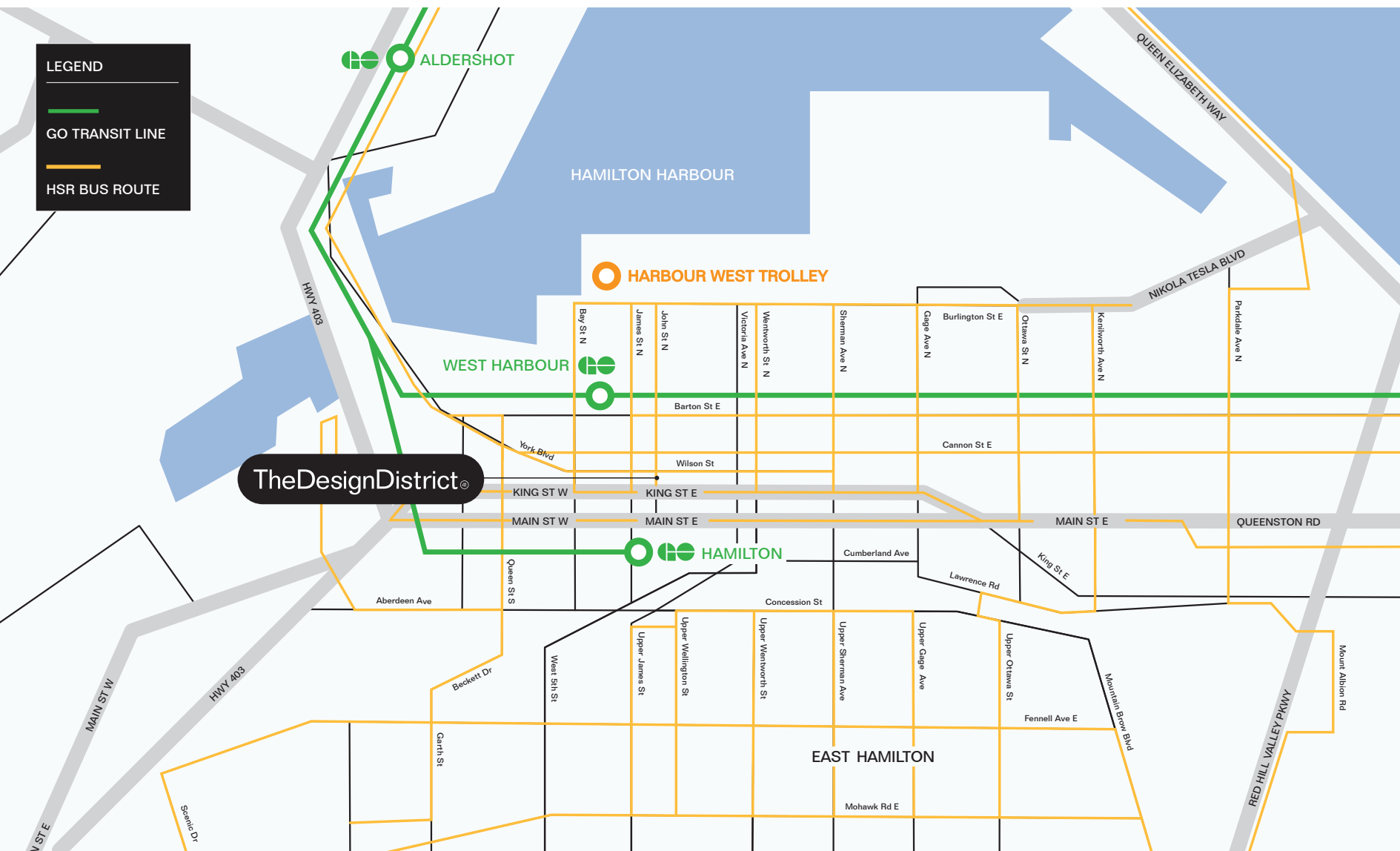
05

TECH TALENT RANKED TOP 5 IN CANADA

CBRE ranks Hamilton in the Top 5 in Canada⁸ for the Quality of Tech Labour and Real Estate Cost, and in the Top 2 for mid-sized city tech talent labour pool growth.⁸



Hamilton Connected.



TRANSIT STATIONS



HAMILTON GO CENTRE STATION	3 MIN	11 MIN ⁴
WEST HARBOUR GO STATION	3 MIN	12 MIN ⁴
HAMILTON LRT*	2 MIN	5 MIN ⁴

	97	WALK SCORE ¹¹
	85	TRANSIT SCORE ¹¹
	93	BIKE SCORE ¹¹

4 MODES OF TRANSPORTATION IN HAMILTON:

\$3.4 BILLION³



METROLINX

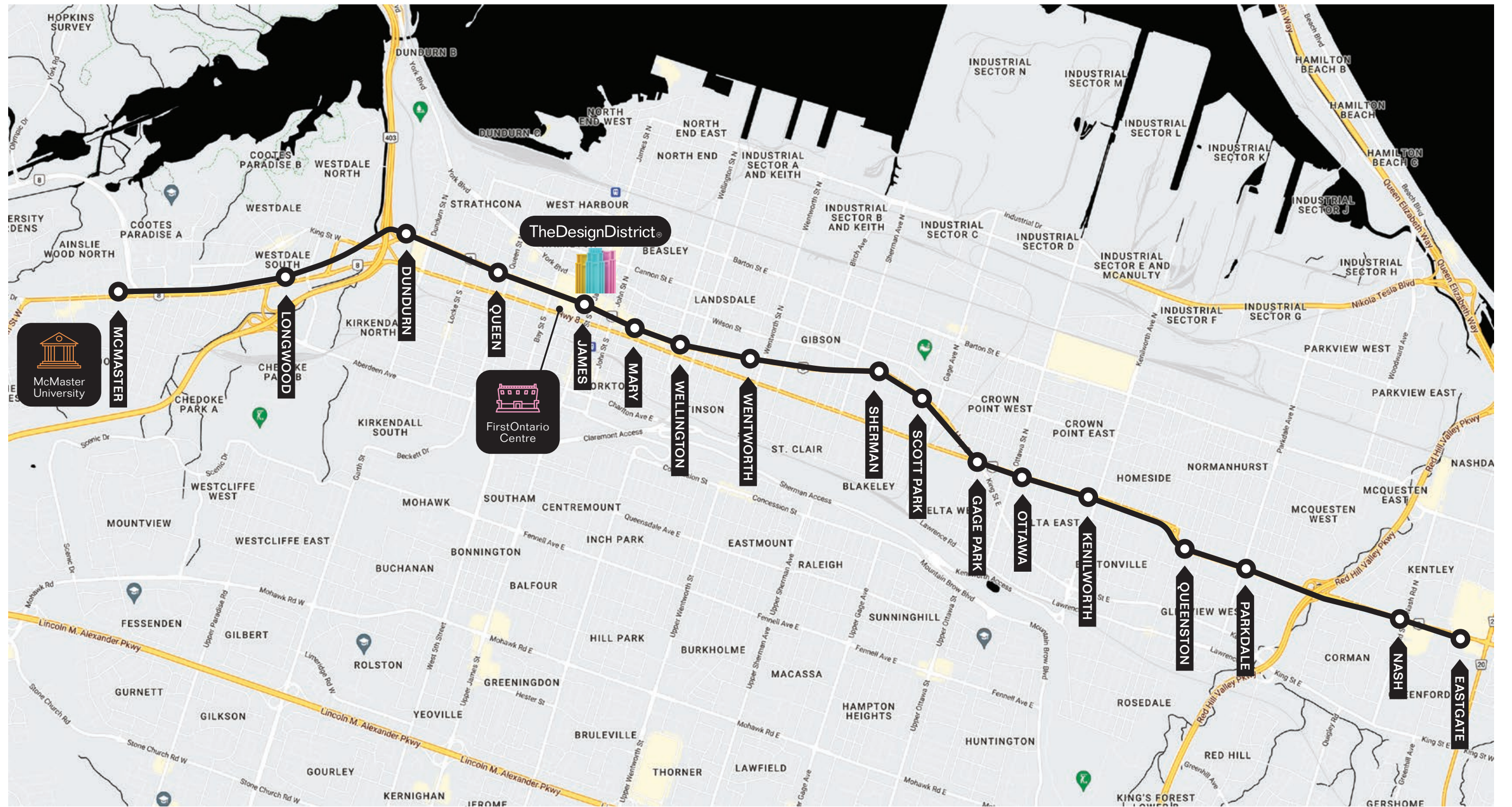


John C. Munro
HAMILTON
INTERNATIONAL AIRPORT

HAMILTON LRT:
FULLY FUNDED PROJECT
TO BE COMPLETED

Future Hamilton LRT.

EMBLEM +  METROLINX



\$500 Million¹

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 Million²

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 Million³

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 Billion⁴

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 Canada¹²

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%
▶ Hamilton	1.90%	Detroit	1.20%

An Educational Hub.

MCMASTER UNIVERSITY

- Ranked 4th in Canada⁵
- 70 Research Centres and Institutes⁶
- Four Nobel Prize Winners⁷
- Total Student Population of 34,800⁸

MOHAWK COLLEGE

- Top 10 in Canada for Applied Research⁹
- More than 150 Programs¹⁰
- Total Student Population of 33,000¹¹



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. HAMBGR
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

BARS AND BREWERIES

22. MERIT Brewing Company
23. Aberdeen Tavern
24. Corktown Pub
25. Absinthe Hamilton
26. Collective Arts Brewing
27. Bar Sazerac
28. Arcade Hamilton
29. Brux House
30. Bad and Boujee
31. The Brain Bar
32. The Side Door Bar
33. The Capitol Bar

CAFÉS & SWEET TREATS

34. Redchurch Café + Gallery
35. Mezza Caffé
36. Steeltown Garage Co.
37. Democracy*
38. Saint James Espresso Bar & Eatery

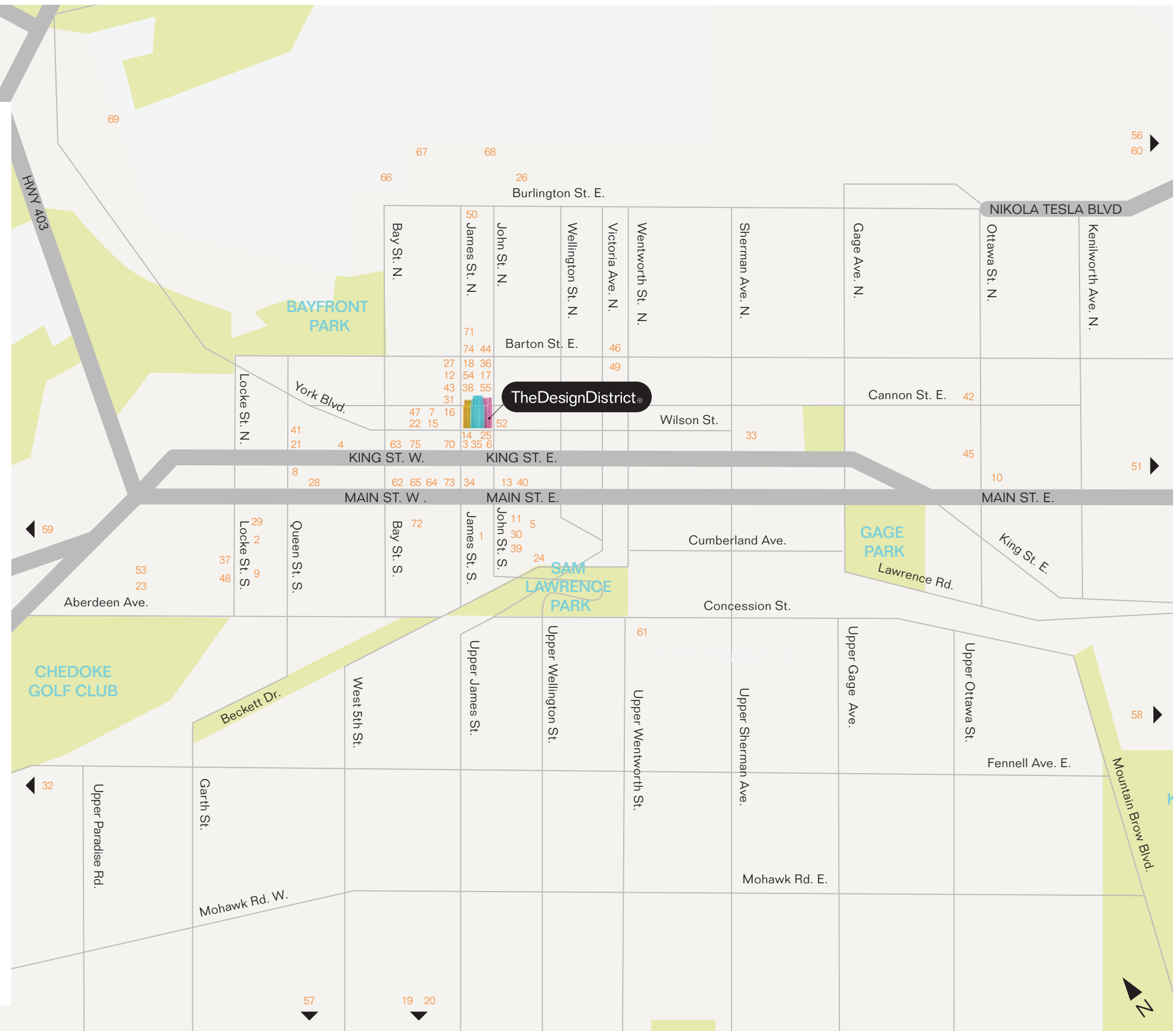
39. Detour Café
40. Café Oranje
41. Ark + Anchor Espresso Bar
42. The Cannon
43. Mulberry Coffeehouse
44. Synonym
45. Tim Hortons (original store)
46. Crumbled
47. Chocolat
48. Donut Monster
49. Hello Baked
50. Grandad's Donuts
51. Panini & Ice Cream
52. Dolled Up Desserts
53. Cake & Loaf Bakery
54. 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



THE BUILDING



The Design District

41

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A Forever Moment.



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

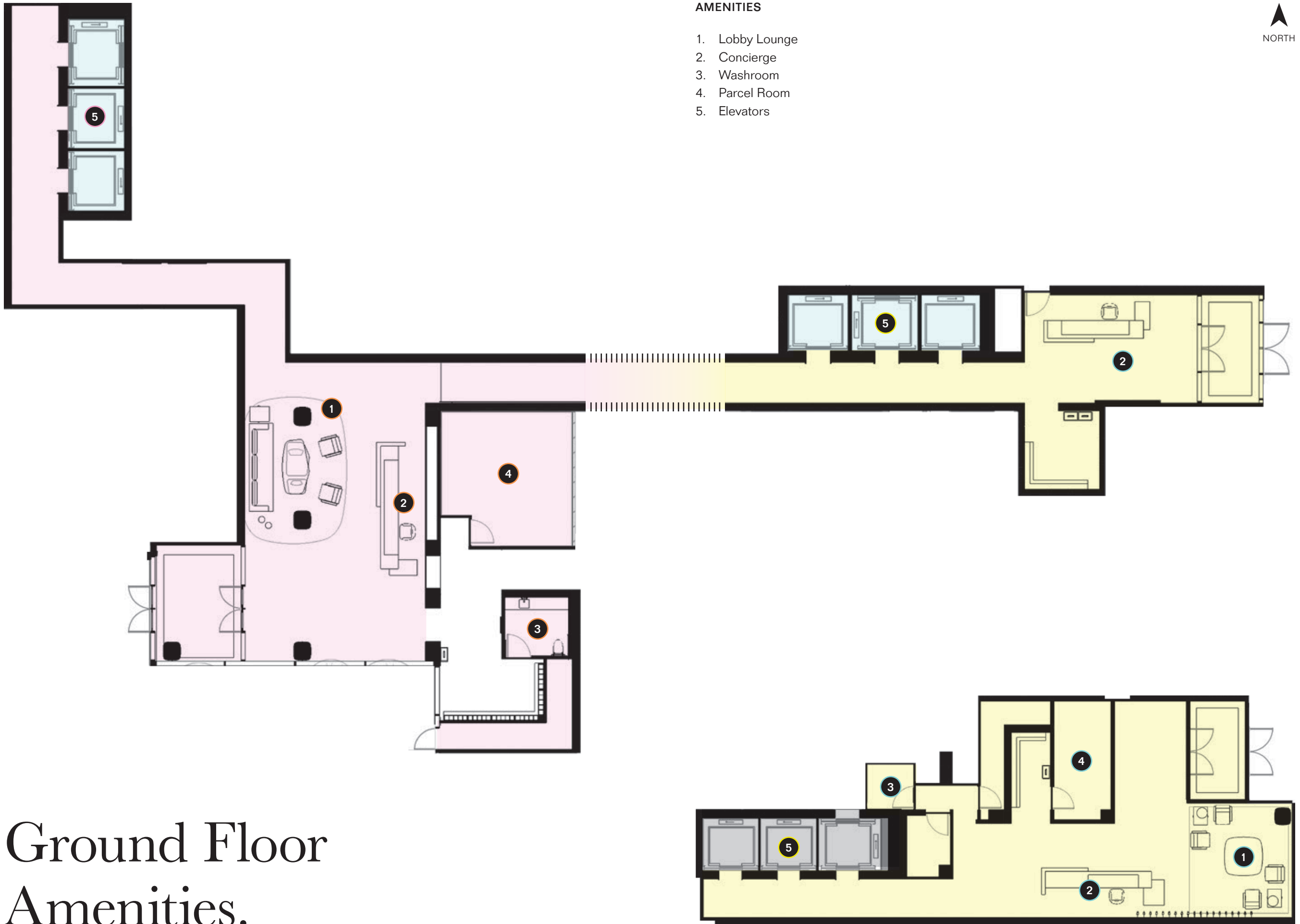


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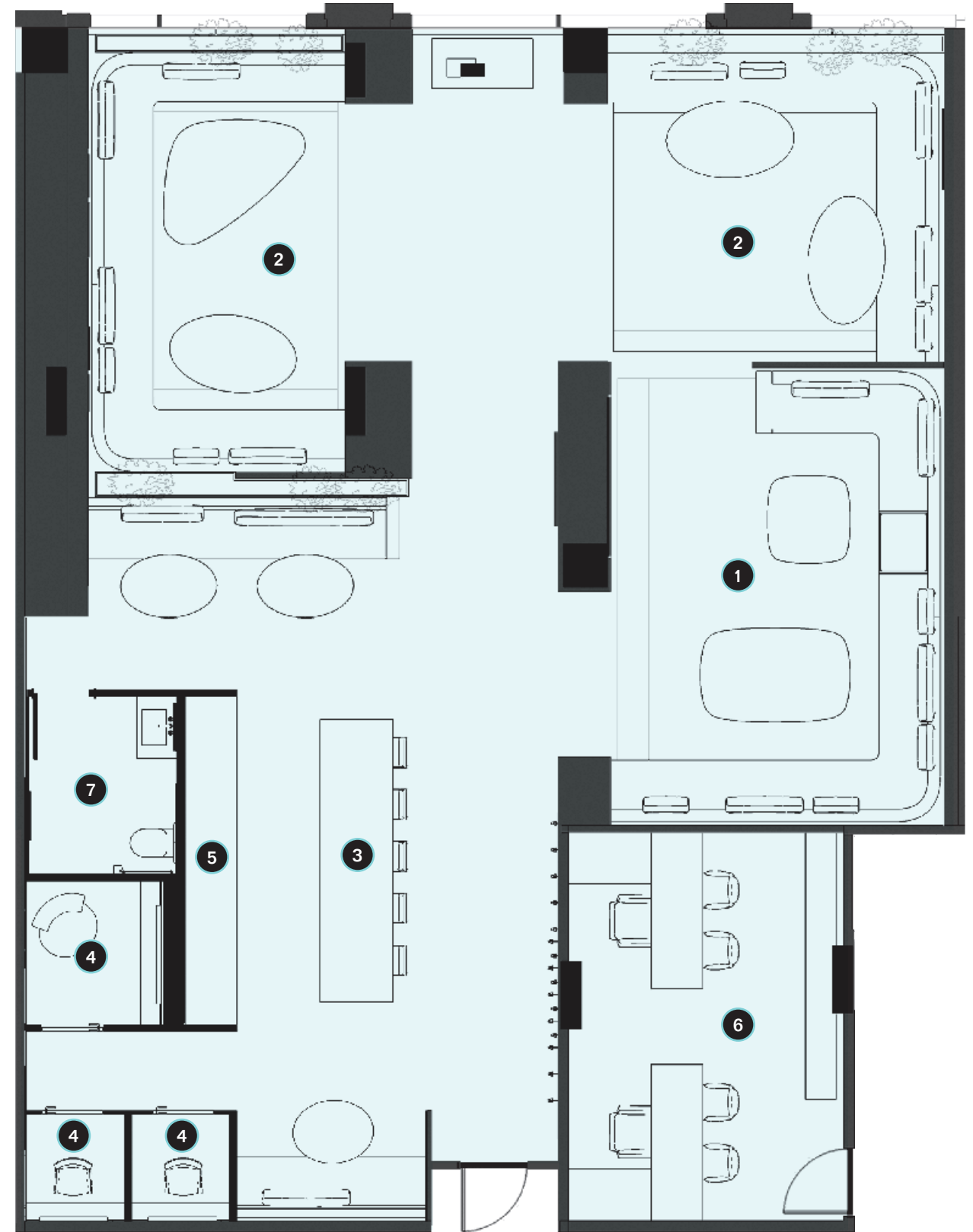
AMENITIES

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



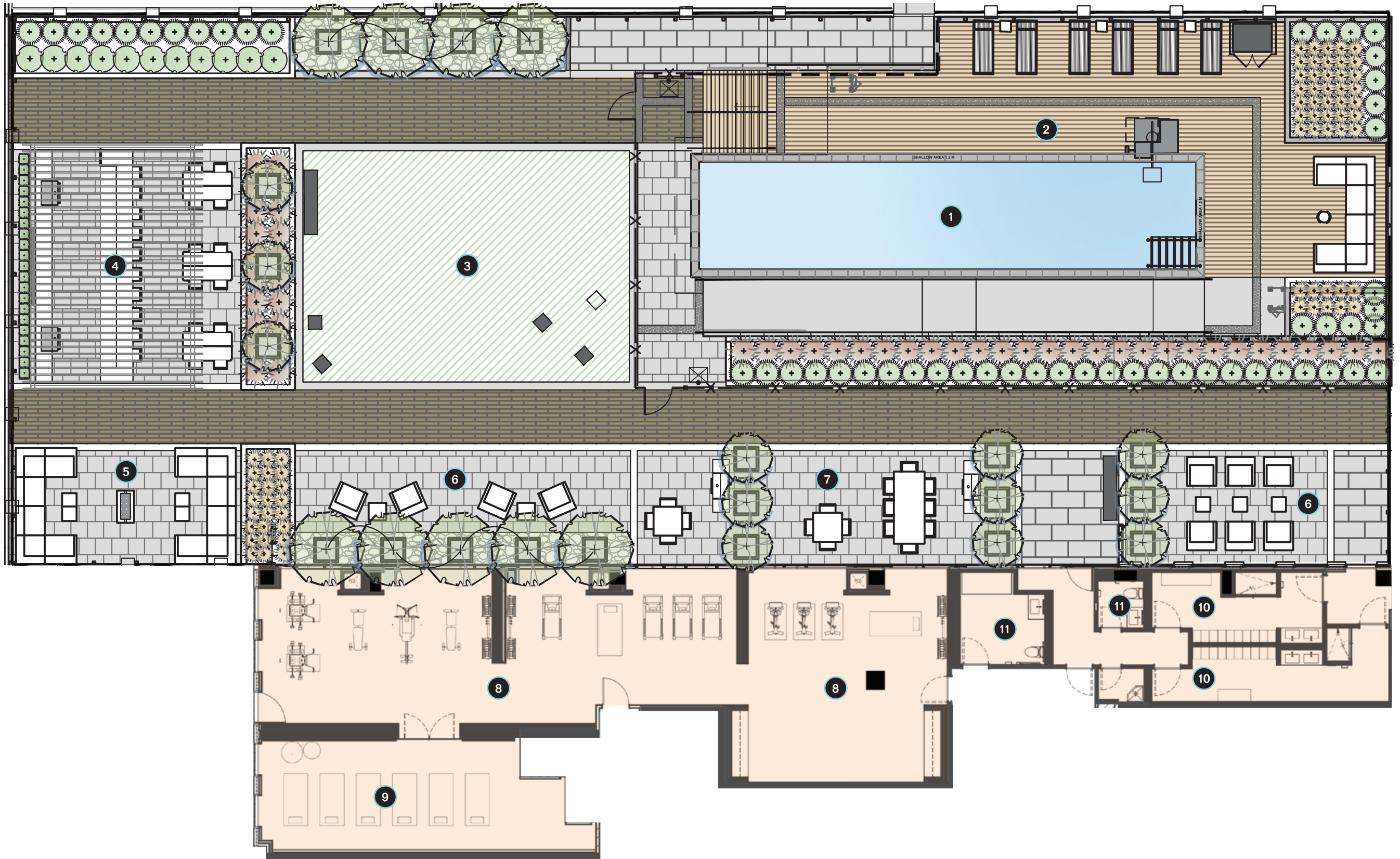
Ground Floor Amenities.

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 | |



8th 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



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Designer Lobby



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Designer Lobby



Social Lounge



Co-Working Lounge



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Elevated Pool



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

Rooftop Lounge



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Yoga Studio



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Fitness Centre



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.