

Hines

TRIDEL
BUILT FOR LIFE

Bayside Phase III Strategy Document

AUGUST, 2016



WATERFRONTToronto

**building our
new blue edge**

Hines

TRIDEL
BUILT FOR LIFE

The Bayside Toronto Brand Identity



Bayside Toronto will be a major destination in Toronto's emerging downtown waterfront featuring opportunities for living, working, shopping, dining and leisure time. The logo graphic must reflect this dynamic, cosmopolitan urban sensibility.

The typeface is clean, simple and elegant. It is a customized Neutra Text sans serif font, set in capital letters, giving a sense of authority within a modern look and feel.

Colour is a vital component of brand identity. When used on all communication materials, it reinforces the brand experience. The green and blue reflect the waterfront - land meeting water. They are both strong, bright colours that tie into the vibrancy of Bayside Toronto.

Positioning Statement:

Redefining life on the water's edge.

Bayside will not only be a destination – it will be a community. This 24/7 neighbourhood will include homes, restaurants, shops, cultural venues, parks, the lakefront promenade and boardwalk. Combined with easy access to other emerging waterfront neighbourhoods and downtown, Bayside Toronto will define life on the water's edge.

Bayside Toronto Community Master Plan



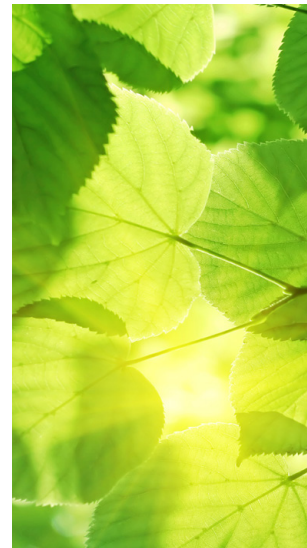
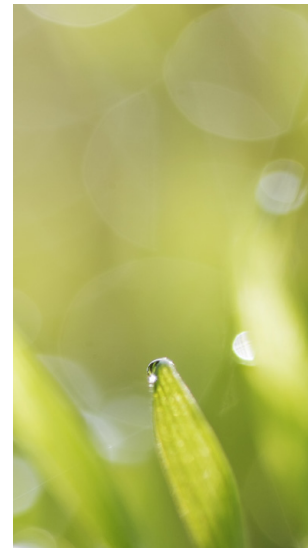
Bayside Toronto's Environmental Sustainability Initiatives



Hines and Tridel are both firmly committed to building communities that are environmentally responsible, energy efficient and healthy places to live.

A Vital Part Of Toronto's First LEED® Gold Neighbourhood

The Bayside community has been planned and designed to conform with Waterfront Toronto's Minimum Green Building Requirements (MGBR), and as such, is already recognized as being a part of Toronto's first LEED® Gold neighbourhood. (Stage 1 pilot certification)



R5 Condominium Pursuing LEED® Platinum Certification

R5, the third phase condominium in the Bayside Toronto community, will be an energy efficient and environmentally friendly condominium – a LEED® Platinum candidate, the highest rating possible with the LEED® Green certification system. It will be a high performing building using less energy while providing superior comfort and cost savings to its home owners.



Beanfield Metroconnect

Bayside Toronto will be home to Toronto's most sophisticated network.

With Beanfield Metroconnect leading the way on the technology front, Bayside Toronto will become home to one of the top 7 most sophisticated networks in the world. An ultra-high-speed, ultra-broadband fiber-optic network will deliver unheard-of Internet speeds to residential and commercial customers. With reliable access available anywhere on Waterfront Toronto lands; it will link to an innovative community web-portal where local residents and businesses will connect. All users in this "Intelligent Community" will have the freedom to buy services from any provider that opts to connect to this network.



Toronto was recently named the 2014 Intelligent Community of the Year by the Intelligent Community Forum (ICF)

AQUABELLA

BAYSIDE TORONTO

Introducing Aquabella at Bayside Toronto



Aquabella is the third and most luxurious installment of the Bayside Toronto community by Hines Tridel. This vibrant community represents Waterfront Toronto's single largest revitalization endeavour along the city's inner harbour and is destined to become the premier waterfront address in the city.

Designed by internationally acclaimed Danish architects 3XN, the construction of Aquabella is formed in a series of prismatic blocks stacked over and next to each other descending towards the lake, with suite windows and balconies oriented to maximize waterfront and city views. The expansive stepped terraces allow each suite to enjoy vast panoramas - an attentive design element attuned with its natural surroundings. Whilst hovering over the water's edge, Aquabella takes advantage of its rare placement in the city, embracing the landscape and allowing the lake to closely frame the architecture's angled protrusions. The forceful expression of large glazing windows oriented towards the lake, blur the boundary between the building and its setting, allowing for a life of exquisite beauty.

Toronto's emerging downtown waterfront - it will be a community in its own right.

Seventh Level Bella Deck Rooftop Amenity Space

A central seventh level rooftop “Bella Deck” with soothing views overlooking Toronto’s inner harbor will include multiple lounging and conversation areas, sun deck, and a resort style swimming pool.



Aquabella

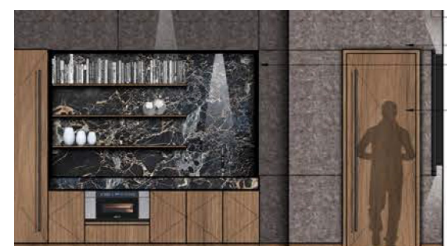
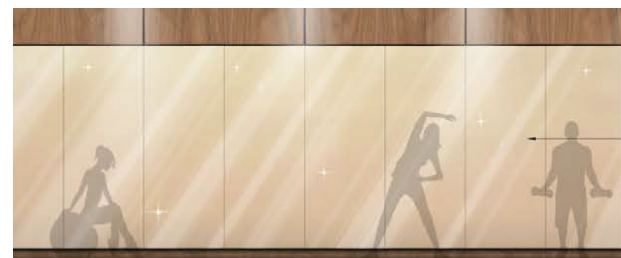
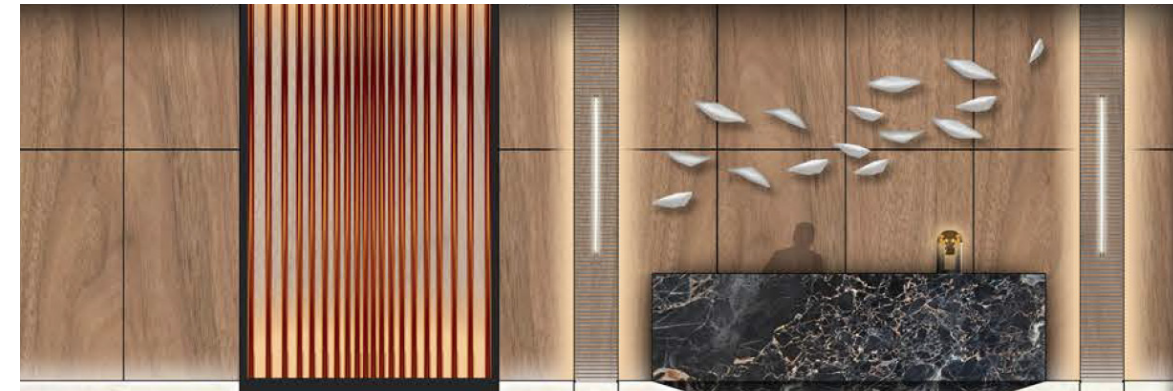


Aquabella Interior Design

A Sophisticated Design Vision From II BY IV Design Associates

Following their extraordinarily creative design work on Aqualina and Aquavista's lobbies, recreational spaces and common areas – II BY IV Design Associates has yet again been selected to create the vision for the interior spaces of Aquabella.

They have been charged with developing a contemporary design-forward look and feel, that resonates with the exterior. Currently, II BY IV is in the process of designing the east and west lobbies, as well as a sophisticated Party Room, Theatre, Health and Fitness Centre, Yoga Studio/ TRX, Saunas, Change Rooms and common area spaces.





Aquabella Daycare

The Bayside community will benefit from a child daycare located in Aquabella and will feature indoor and outdoor spaces.



Aquabella Suite Mix

As of July 29, 2016

Type	#	%	Total SF	% SF	Avg SF	Min SF	Max SF
1B	7	4%	4,064	2%	581	551	738
1B+D	23	13%	14,450	7%	628	601	1,050
2B	63	36%	61,734	29%	980	773	1,616
2B+D	58	34%	81,906	38%	1,412	970	2,191
3B	22	13%	54,373	25%	2,472	862	4,326
TOTAL	173	100%	216,527	100%	1,252	551	4,326

Aquabella Preliminary Suite Grid

Proposed as of Aug 8, 2016

FLOOR	Legal	CEILING HT	1	2	3	4	5	6	7	8	9	10
PH	12	10	PH1 NESW 4,326					T2F+D ESW 2,664				
11	11	10	2S+D NW 1,544					T3BB ESW 3,472				T2A ESW 1,818
10	10	10	2E NW 1,057	2J+DA W 1,441				T3B ESW 3,439				2FA SE 1,596
9	9	10	2E NW 1,057	2J+D W 1,215	2J+D W 1,215			T3BA ESW 3,413				T3A E 2,620
8	8	10	2E NW 1,057	2J+D W 1,215	2J+D W 1,215		2T+D W 1,470	T2H+D SW 2,877			T2G+D S 2,690	2F SE 1,616
7	7	10	2E NW 1,057	2J+D W 1,215	2J+D W 1,215	2J+D W 1,215	2Q+D W 1,273	2N+DA SW 2,191		1G+D S 1,050	2L+D S 1,442	2F SE 1,616
6	6	10	2E NW 1,057	2J+D W 1,215	2J+D W 1,215	2J+D W 1,215	2J+D W 1,215	2N+DB SW 2,106	2R+D S 1,418	2H S 1,300	2L+D S 1,442	2F SE 1,616
5	5	9	2E NW 1,057	2J+D W 1,215	2J+D W 1,215	2J+D W 1,215	2J+D W 1,215	2N+D SW 2,108	2M+D S 1,841	2L+DA S 1,480	2L+D S 1,442	2F SE 1,616
4	4	9	2E NW 1,057	2J+D W 1,215	2J+D W 1,215	2J+D W 1,215	2J+D W 1,215	2N+D SW 2,108	2M+D S 1,841	2L+DA S 1,480	2L+D S 1,442	2F SE 1,616
3	3	9	2E NW 1,057	2J+D W 1,215	2J+D W 1,215	2J+D W 1,215	2J+D W 1,215	2N+D SW 2,108	2M+D S 1,841	2L+DA S 1,480	2L+D S 1,442	2F SE 1,616
2	2	9	1B NW 738	2J+D W 1,215	2J+D W 1,215	2J+D W 1,215	2J+D W 1,215	2N+D SW 2,108	2M+D S 1,841	2L+DA S 1,480	2L+D S 1,442	2F SE 1,616
1	1	9	TH1 W 862	TH2 W 1,803	TH3 W 1,852	TH4 W 1,890	TH5 W 2,224					
Suite			12	10	9	7	8	11	5	6	7	10
SF			15,926	12,964	11,572	9,180	11,042	28,594	8,782	8,270	11,342	17,346

Aquabella Preliminary Suite Grid

Proposed as of Aug 8, 2016

FLOOR	Legal	CEILING HT	11	12	13	14	15	16	17	18	19	20	21	22	
PH	12	10								PH18 NESW 2,843					3 9,833
11	11	10	2C NE 890	T2J+D NSW 4,061						T2B+D SE 1,767				2D NE 966	7 14,518
10	10	10	2C NE 888	T2E+D NSW 2,120						T2B+DA SE 1,811			2AA E 787	2D NE 966	9 14,105
9	9	10	2C NE 888	T2C+D NW 1,814						T2B+DB SE 1,944		2B E 799	2AA E 787	2D NE 966	11 16,718
8	8	10	2C NE 888	1A N 551	1F+D N 692					T2D+D SE 2,063	2BA E 809	2B E 799	2AA E 787	2D NE 966	15 19,695
7	7	10	2C NE 888	1A N 555	1C+DR N 601	1C+D N 601						2B E 799	2AA E 787	2D NE 966	16 17,471
6	6	10	2C NE 888	1A N 555	1C+DR N 601	1C+D N 601	2P+D N 970		2K+D E 1,264	2A E 773	2BA E 809	2B E 799	2AA E 787	2D NE 966	21 22,812
5	5	9	2C NE 888	1A N 555	1C+DR N 601	1C+D N 601	1D+D N 601	1D+DR N 602	2K+D E 1,264	2A E 773	2BA E 809	2B E 799	2AA E 787	2D NE 966	22 23,650
4	4	9	2C NE 888	1A N 555	1C+DR N 601	1C+D N 601	1D+D N 601	1D+DR N 602	2K+D E 1,264	2A E 773	2BA E 809	2B E 799	2AA E 787	2D NE 966	22 23,650
3	3	9	2C NE 888	1A N 555	1C+DR N 601	1C+D N 601	1D+D N 601	1D+DR N 602	2K+D E 1,264	2A E 773	2BA E 809	2B E 799	2AA E 787	2D NE 966	22 23,650
2	2	9	2G NE 961		1C+DR N 601	1C+D N 601	1D+D N 601	1D+DR N 602	2K+D E 1,264	1E+D E 684	2BA E 809	2B E 799	2AA E 787		20 21,794
1	1	9													5 8,631
Suite			10	9	7	6	5	4	5	10	6	8	9	9	173
SF			8,955	11,321	4,298	3,606	3,374	2,408	6,320	14,204	4,854	6,392	7,083	8,694	216,527



Bayside Toronto Community & Aquabella Marketing Tactics

Bayside Toronto Hoarding Signage



Queen's Quay



* proposed subject to permits and approvals

Bayside Toronto Onsite Signage



Bayside Toronto Sales Centre Signage



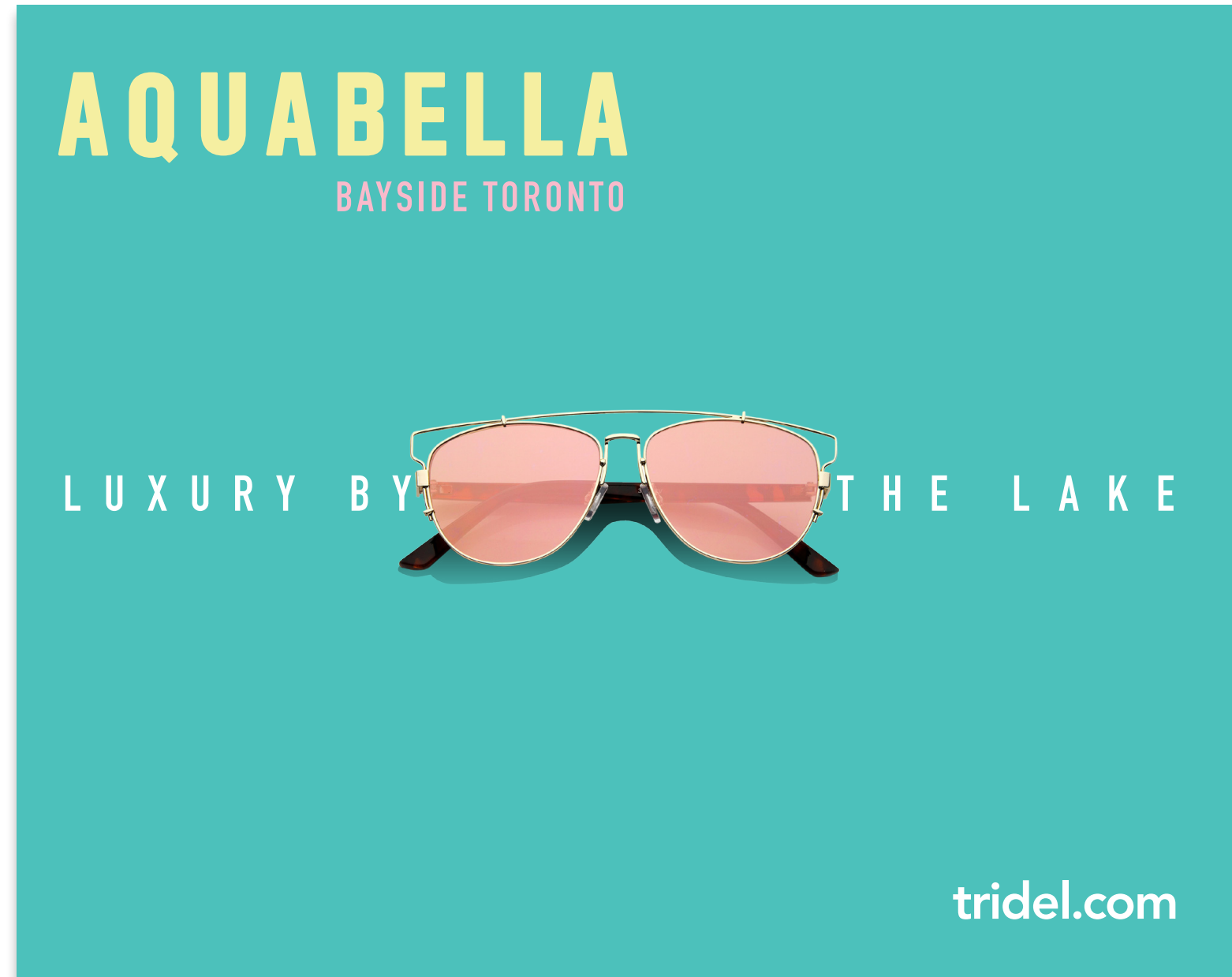
Front Entrance



Bayside Toronto Sales Centre Signage



East Façade



Aquabella Print Advertisements



Aquabella Print Advertisements

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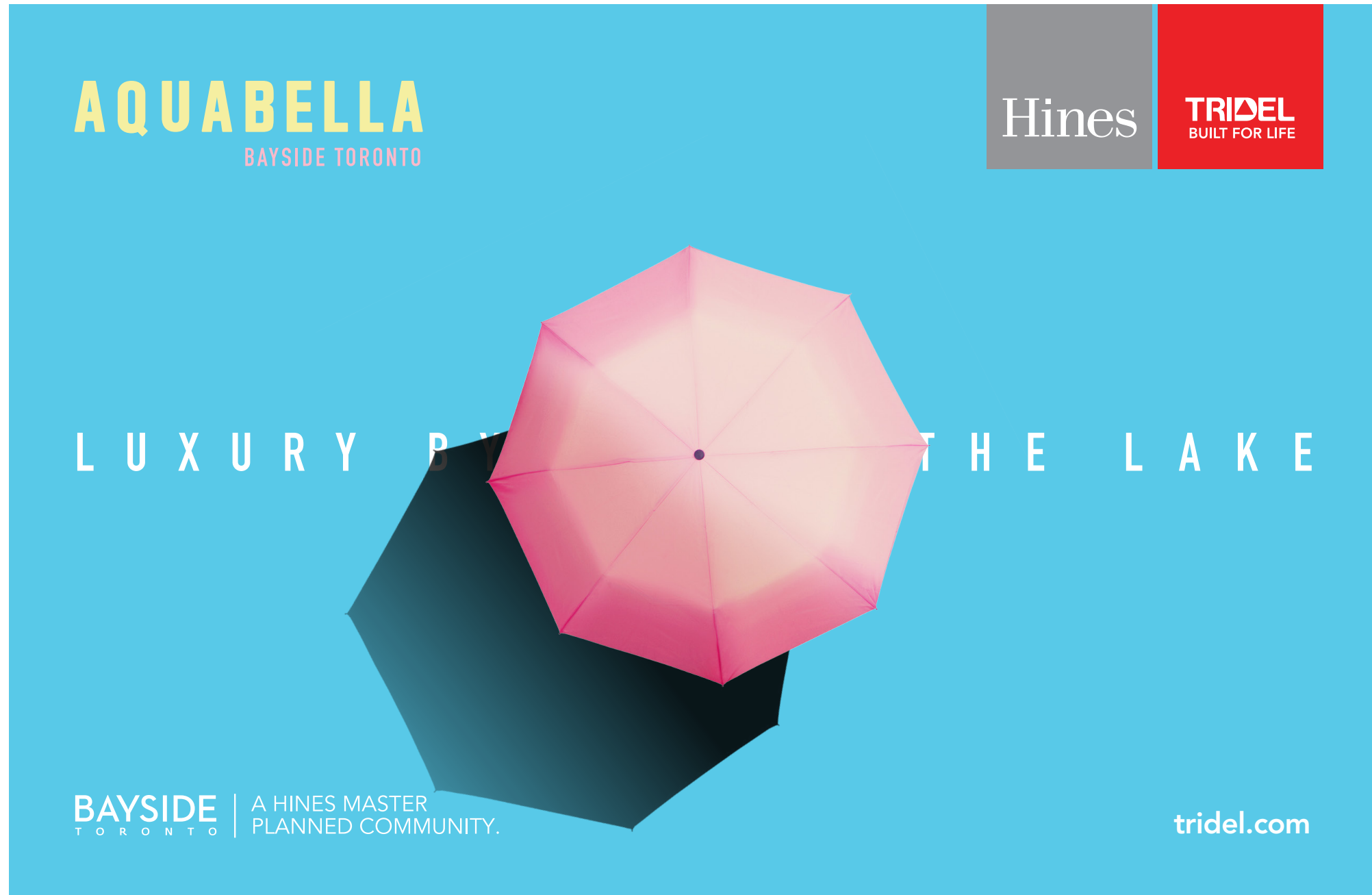
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Aquabella Print Advertisements



Aquabella Print Advertisements



Aquabella Magazine



Have a Lake Night

Nighttime brings an entirely different experience to the water's edge. From post-dinner snacks to local music bands, it's worth staying up late at the Waterfront.

There's a subtle magic to Toronto's Waterfront after dusk. On special occasions, the night sky is illuminated by brilliant fireworks, but even on an ordinary night, the atmosphere is electric. Surrounded by soft patio lights, or a few elegant tea light candles, intimate conversations begin, acquaintances become good friends, glasses are raised, and special moments are celebrated with those that matter most. Here are just a few places you can begin your own enchanted evening.

Amsterdam Brewlounge
245 Queens Quay West

With one of the largest patio capacities in Toronto, it's no surprise that Amsterdam Brew House is a popular summer hangout. But savvy diners know that the best seats are on the patio facing the water. Enjoy a wood-fired pizza or chicken burger while watching the sun set and the boats light up the skyline.

The Porch
250 Adelaide St West

Step onto The Porch and you'll feel like you've been transported to the cottage. Located a few stories above street level, patios are treated to magnificent views of the CN Tower and downtown Toronto on any given breezy summer night. The wood table and stool set is a cool, rustic chic touch, and the lights string delicately above the scene bring everything together. The Porch is open until 2am.

The Slip
215 Queens Quay West


A new addition to the Waterfront, The Slip is quickly becoming a handy nighttime spot to catch up with friends while enjoying a cool view or glass of wine. With outdoor views of water and succulent barbecue fare, including pulled pork sandwiches, corn and baby back ribs, where else would you rather eat? The Slip opens at 10 Sunday through Thursday, and later on the weekend.

Harbourfront Centre
255 Queens Quay West

If you're seeking some late-night entertainment, look no further than the Harbourfront Centre. This cultural hub invites local and international musicians onto the concert stage, provides a venue for screening weekly dance parties near the pier. The weekly parties don't stop until October.

Fireworks by the Lake
Near the Harbourfront Centre

Nothing can unite a crowd like fireworks. On special occasions like Canada Day, first a spot by the water and prepare to be illuminated by bursts of colour. Make sure to wear some socks and shoes for the grand finale.



23 AQUABELLA

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Waterworks

{not the crying kind}

A LITTLE SUN, some gentle waves and a cool lakeside breeze. That's all Toronto's Waterfront needs to draw in thousands of locals to the south end of the city every summer. Well, that, and some incredible water attractions. Toronto has designed the ultimate summertime destination along the picturesque Queens Quay, offering everything from boat tours to outdoor movies to stand-up paddleboarding rentals. This iconic area has become so popular that people are making this neighbourhood their top choice when it comes to places to live.

Imagine waking up and going for a quiet morning run along the water's edge, or setting aside half an hour to collect your thoughts while on your sail boat. No cars, no busy sidewalks, no schedules, just you and the lake. Only other locals get to experience the full magnitude of waterfront living, something others have to go on vacation to find.

The area gets a little busier around noon, and people tend to gravitate to water-centric sports and activities to stay cool. There are activities for all skill levels and preferences; you can hop on a ferry or cruise and enjoy a culture ride to the Toronto Islands, try your luck at windsurfing, go stand-up paddleboarding, or, if you own a watercraft or jet ski, create your own adventure on Lake Ontario.

If you don't know many people in the area, or want to build stronger community roots, there are plenty of opportunities to socialize and meet new friends. Woodbine Beach has some of (if not the best) beach volleyball courts which attract crowds of active players who come prepared to serve, dive and volley all day long. Someone will always need a ball, so don't be shy about asking to join. If you get too hot, take a dip in the water; just don't forget to bring a towel.

Concerts are another easy way to meet photographers, musicians and locals who want to be a part of Toronto's booming music scene. Both Echo Beach and Moisson Amphitheatre host the city's most popular artists and festivals, and they cater to all types of music preferences from country to hip-hop to EDM. Don't be surprised if all that activity provokes your appetite. People who love to eat and drink are never disappointed with the selection of food and beverages available in the community. From south of Woodbine Beach until about Bathurst is a collection of friendly, laid-back eateries that specialize in comfort food, barbecue favourites, platters, summer cocktails, frozen treats, craft beer and cider, and local wine. Many of the restaurants are open late so you can experience a different side of the Waterfront once the sun sets.

If after a long and eventful day you still don't feel like going home, you can catch a movie but first at the Harbourfront Centre or at Sugar Beach. Get cozy, bring a chair or blanket, and enjoy the show.

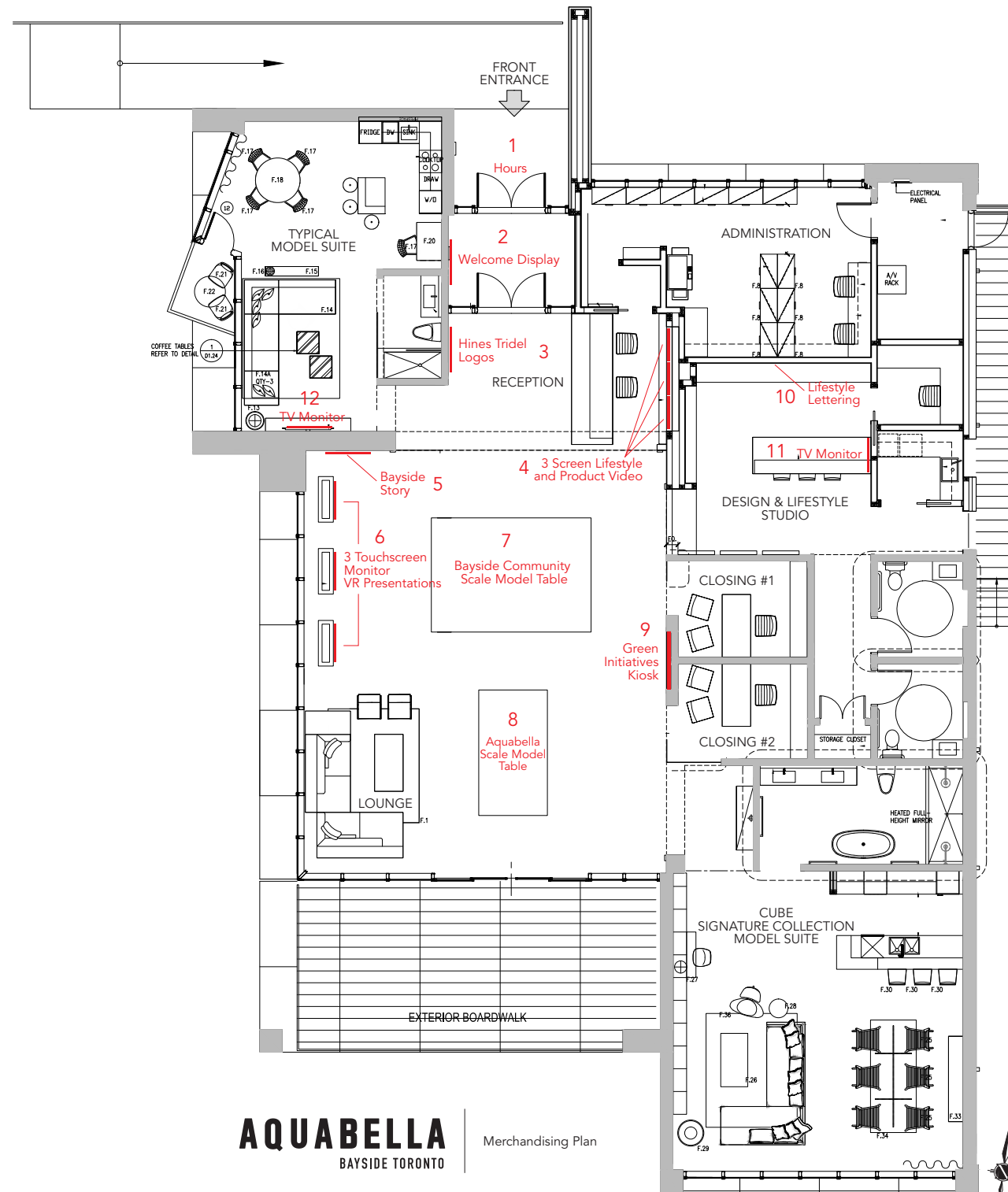
Life is good by the water. From the food, to the activities to the scenery, it doesn't leave you much to cry about.



23 AQUABELLA

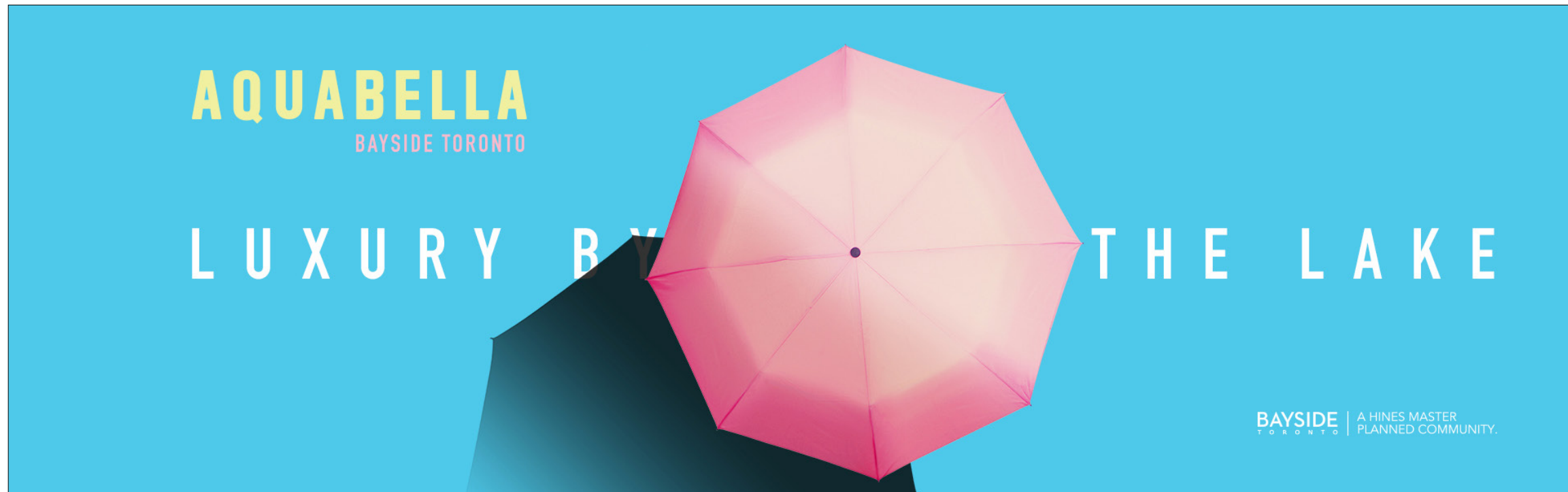
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Aquabella Sales Office



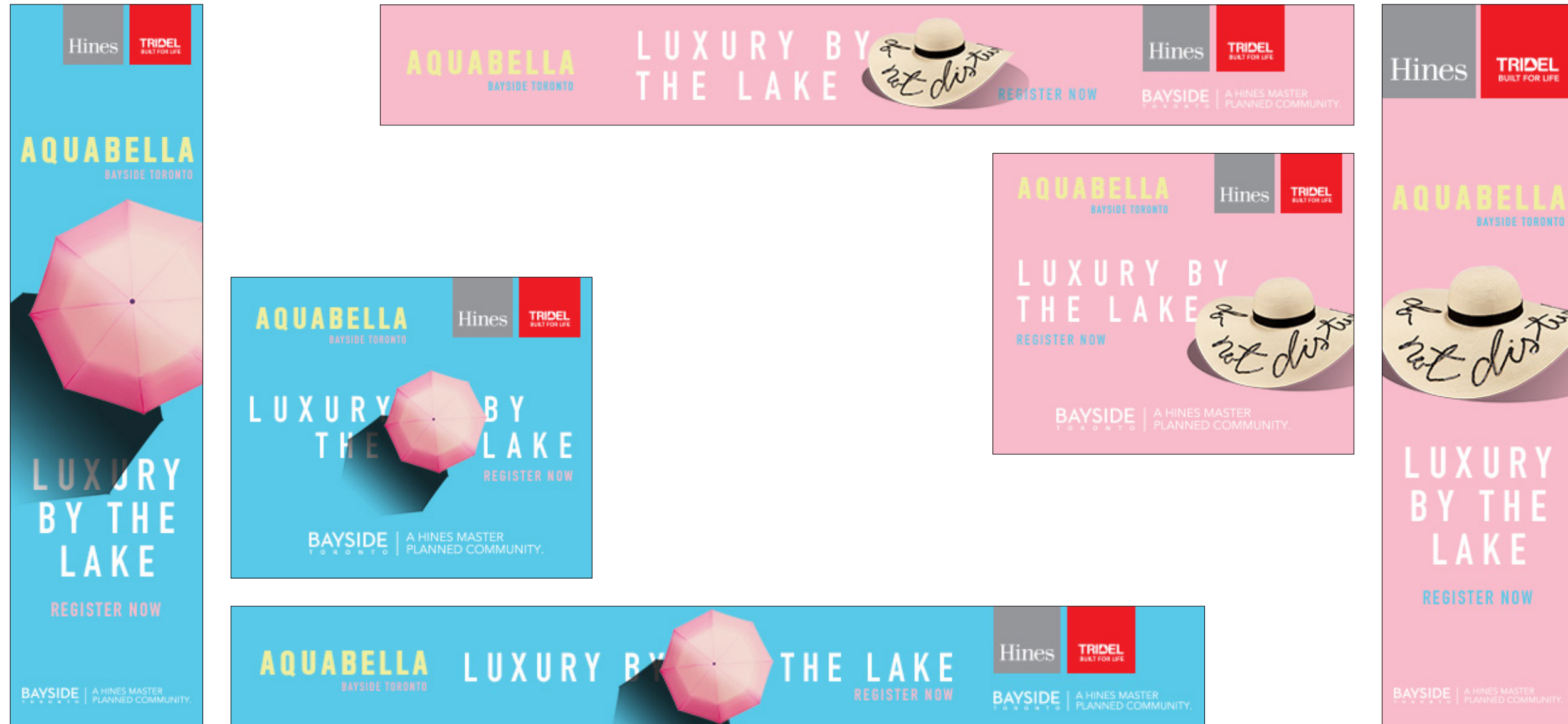
Aquabella Digital Marketing

Corporate Site Banner



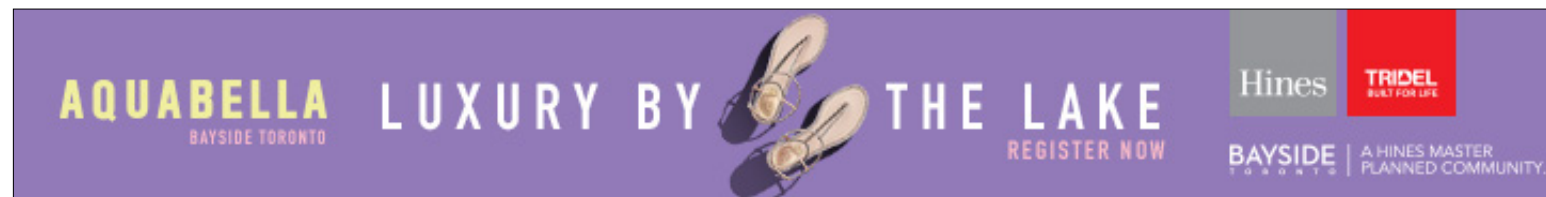
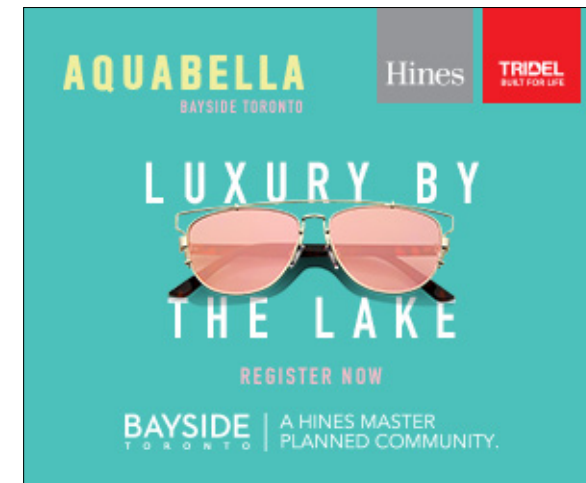
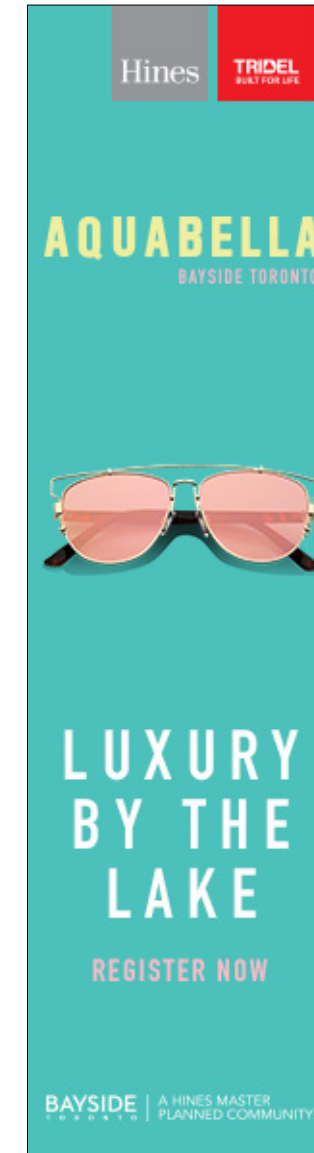
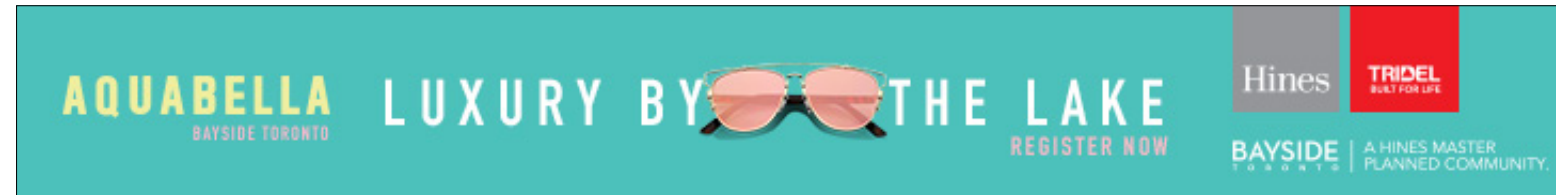
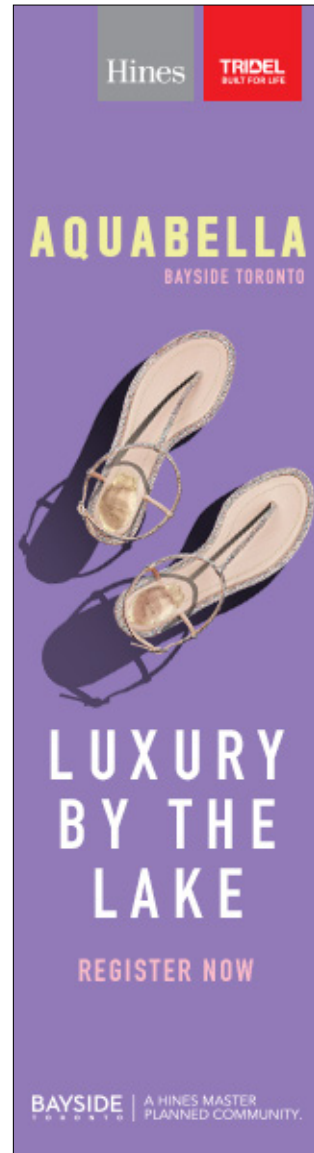
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Google Ads



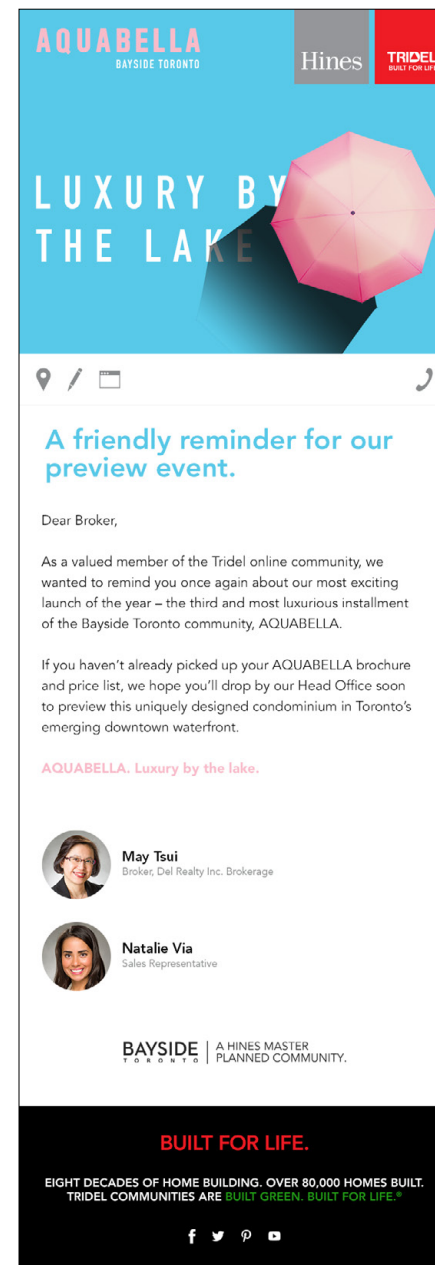
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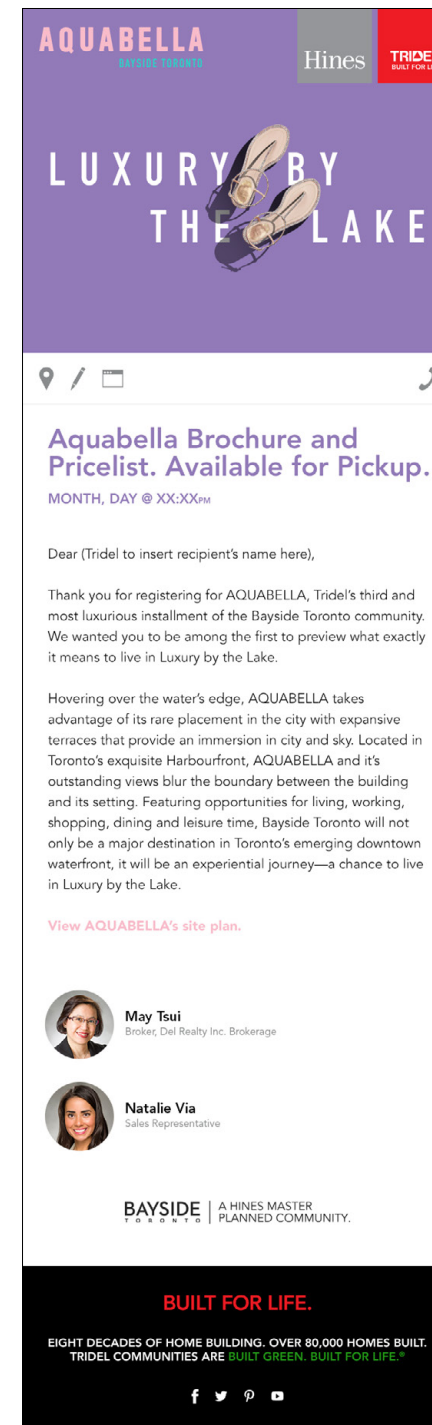


Aquabella Digital Marketing

EDMs



General Reminder



Registrants

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Registration Site and Auto-Responder EDM

Option 1

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LUXURY BY THE LAKE

AQUABELLA
BAYSIDE TORONTO

LUXURY BY THE LAKE.
DOCKING SOON.

AQUABELLA is the third and most luxurious installment of the Bayside Toronto community by Tridel. Hovering over the water's edge, AQUABELLA takes advantage of its rare placement in the city with expansive terraces that provide an immersion in city and sky. Blurring the boundary between the building and its setting, AQUABELLA sanctions a life of exquisite beauty. Featuring opportunities for living, working, shopping, dining and leisure time, Bayside Toronto will not only be a major destination in Toronto's emerging downtown waterfront, it will be a luxurious experiential journey.

REGISTER NOW

First Name
Last Name
Email

SUBMIT

BAYSIDE TORONTO | A HINES MASTER PLANNED COMMUNITY.

Have a Lake Night
Nighttime brings an entirely different experience to the water's edge. From post-dinner snacks to local music bands, it's worth staying up late at the Waterfront.

Toronto Island Hop
One of Toronto's most pristine treasures is just a short boat ride away. Enclosed by Lake Ontario, the Toronto Islands provide endless ways to make the most of summertime.

Waterworks (not the crying kind)
A little sun, some gentle waves and a cool lakeside breeze. That's all Toronto's Waterfront needs to attract thousands of locals to the south end of the city every summer. Well that, and some incredible water attractions.

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AQUABELLA
BAYSIDE TORONTO

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LUXURY BY THE LAKE

Thank you for registering.

By registering for AQUABELLA at Bayside, you've indicated your interest in the next wave of luxury developments by the lake.

As a registrant, you'll be amongst the first to know about the on goings in Toronto's emerging downtown waterfront, and receive exclusive opportunities.

May Tsui
Broker, Del Realty Inc. Brokerage

Natalie Via
Sales Representative

BAYSIDE TORONTO | A HINES MASTER PLANNED COMMUNITY.

BUILT FOR LIFE.

EIGHT DECADES OF HOME BUILDING. OVER 80,000 HOMES BUILT. TRIDEL COMMUNITIES ARE BUILT GREEN. BUILT FOR LIFE.™

Thank You EDM

Aquabella Digital Marketing

Registration Site and Auto-Responder EDM

Option 2

AQUABELLA
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LUXURY BY THE LAKE.
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*Prices & qualifications are subject to change without notice. Illustration is artist's concept only.
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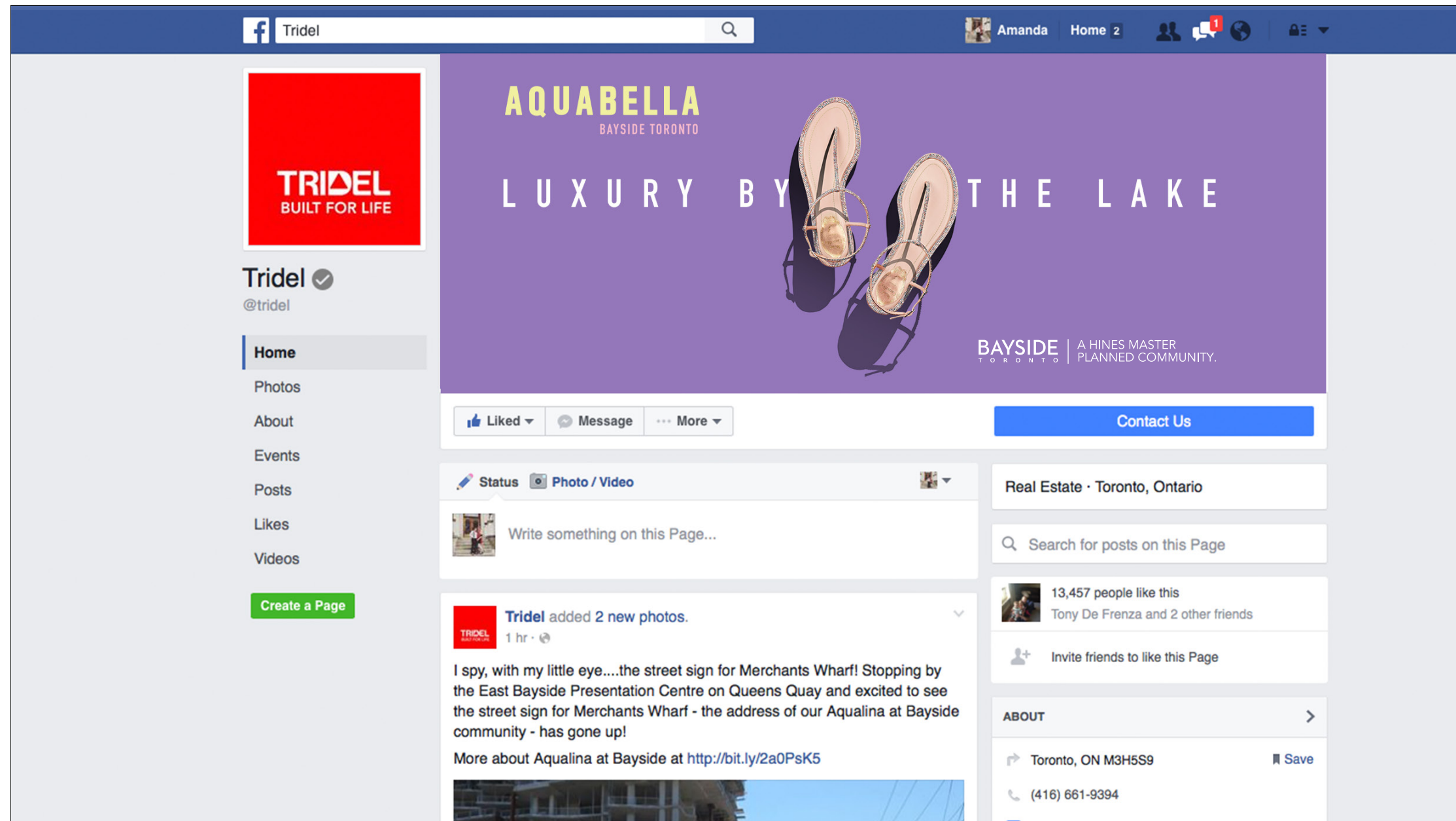
BUILT FOR LIFE.

EIGHT DECADES OF HOME BUILDING. OVER 80,000 HOMES BUILT. TRIDEL COMMUNITIES ARE BUILT GREEN. BUILT FOR LIFE.™

Thank You EDM

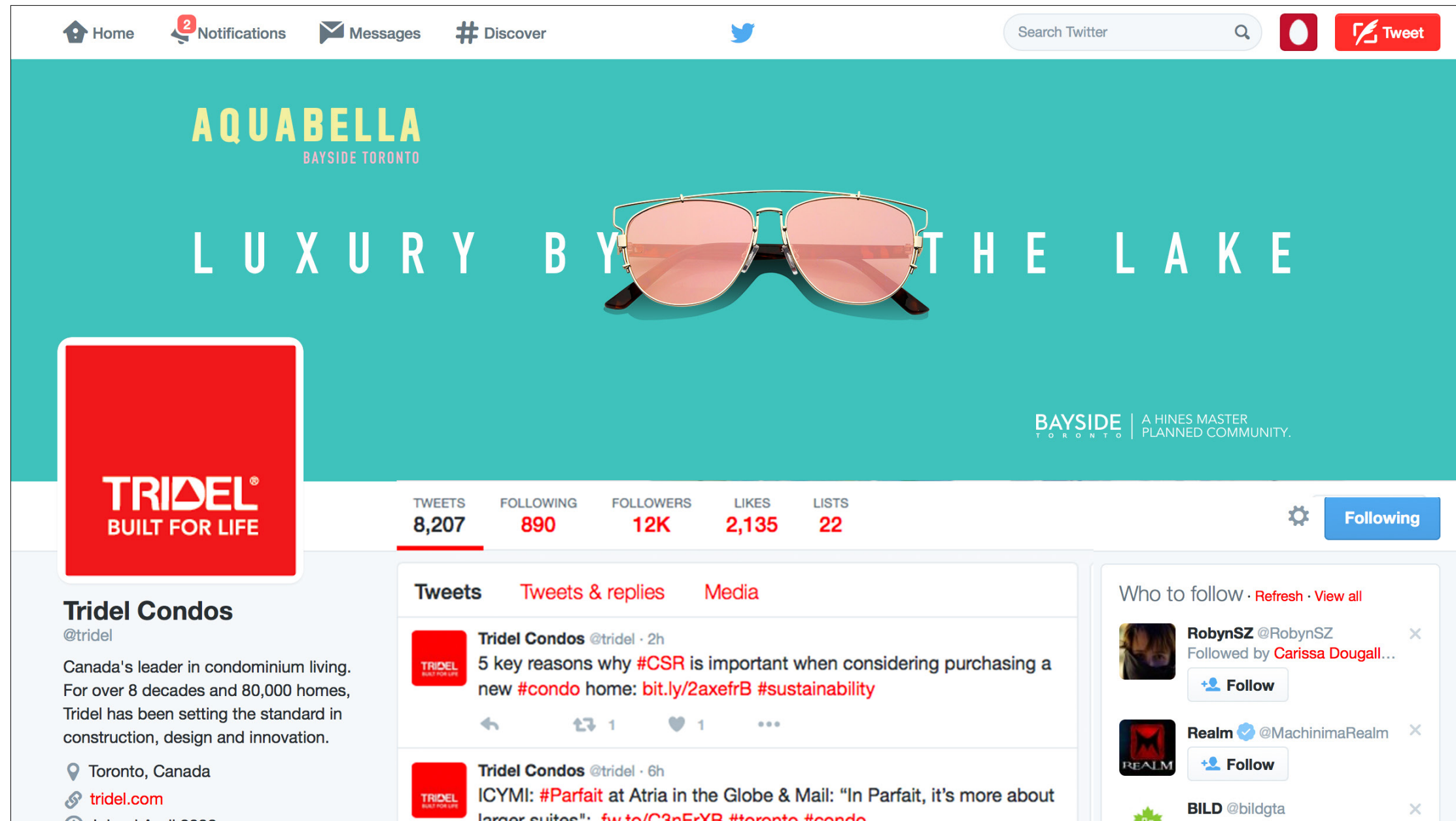
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Facebook Cover Photo



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Twitter Cover Photo



Aquabella Digital Marketing

Facebook and Twitter

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We've been a leader in condominium living for over 80 years, and our founders redefined what "home" is.

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LUXURY BY THE LAKE

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AQUABELLA. Luxury by the Lake.
Discover why life is different by the lake. And by different, we mean better. And by better, we mean pure luxury.

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Discover why life is different by the lake.

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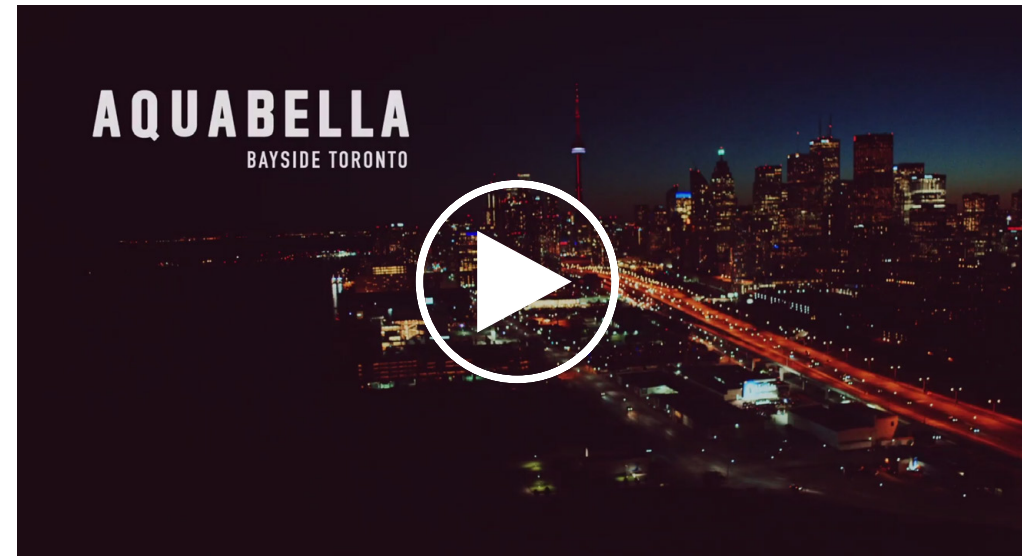
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Aquabella Digital Marketing

Other Media



30 second Aquabella commercial



Aquabella Aerials