



OWNED AND MANAGED BY  
**RIO CAN**

**yonge sheppard**  
centre

# WHAT'S INSIDE

|                            |     |
|----------------------------|-----|
| INTRODUCTION               | 5   |
| REDEVELOPMENT              | 6   |
| NEIGHBOURHOOD DEMOGRAPHICS | 8-9 |
| PROJECTED GROWTH           | 10  |
| HOUSEHOLD EXPENDITURES     | 11  |
| AGE VARIATIONS             | 12  |
| LOCATION                   | 14  |
| ACCESS                     | 16  |
| BUSINESSES                 | 17  |
| ABOUT                      | 18  |
| CONTACT                    | 19  |





# WELCOME TO OUR BLOCK

## Welcome to the new Yonge Sheppard Centre.

With a \$250M revitalization underway, the new Yonge Sheppard Centre has become more than just shopping. It's about connecting. It's about entertainment. It's about enjoying a space where you can do what you want and find what you need.

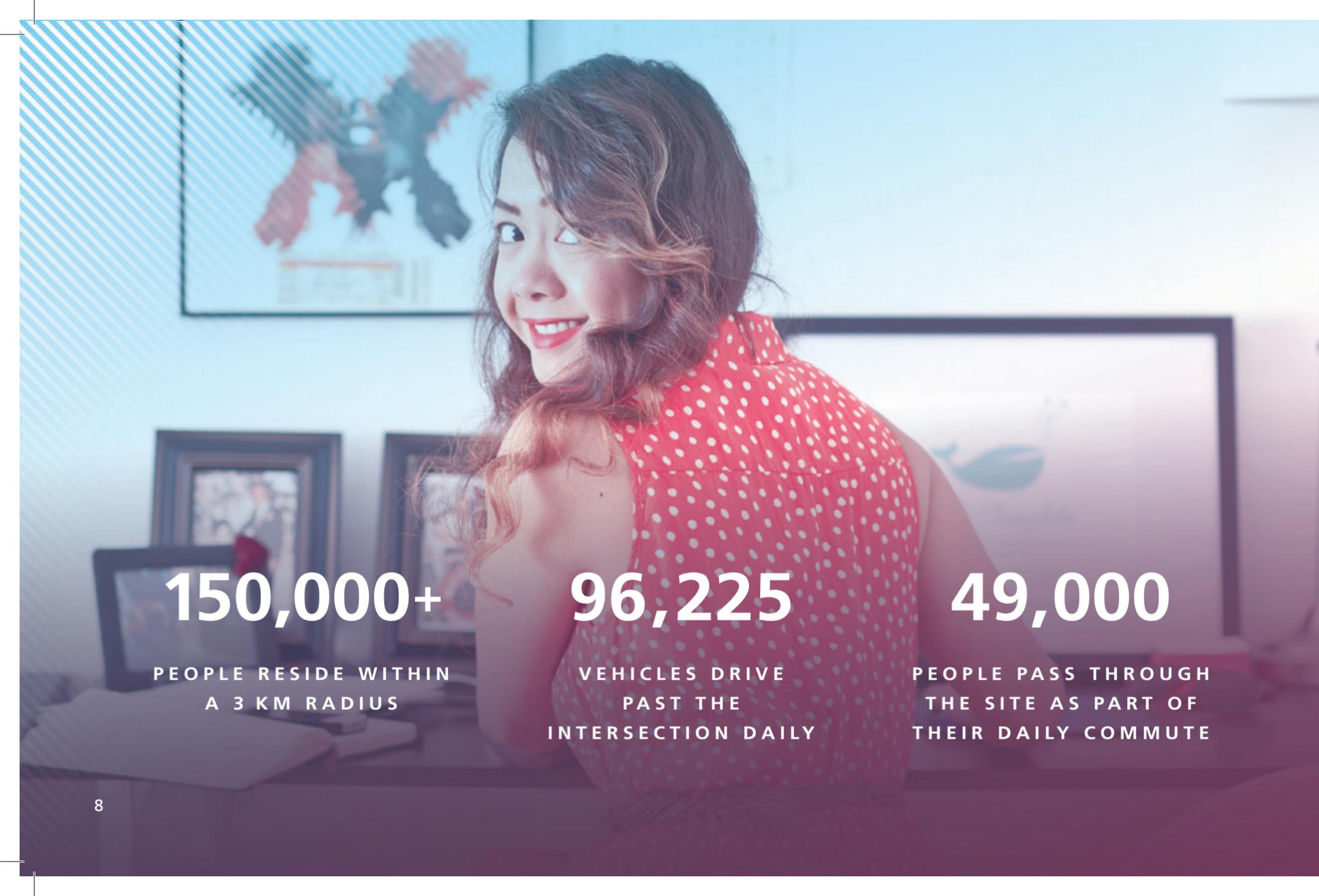
Located at the busy intersection of Yonge St and Sheppard Ave, Yonge Sheppard Centre thrives through the variety of commuters and community members who take part in our daily adventures. With the highway nearby, accessibility through the two subway lines, and a large neighbourhood proudly calling the area home, Yonge Sheppard Centre remains constantly busy with entertainment.

Here, there's always something new to discover and experience. And no matter which part of the city you're coming from, this is where you'll feel right at home.

# BUILDING OUR BLOCK

The Yonge Sheppard Centre will soon boast a new retail exterior elevation, an extensive renovation of the mall interior, anchored by Longo's, LA Fitness, and Winners, and a planned 39-storey residential tower adding 375 new high-rise units. Shoppers will enter through the new grand, elegant entrances to find bright new common areas illuminated with skylights and dramatic interiors including soft seating to find a variety of restaurants just waiting to be tried.





**150,000+**

PEOPLE RESIDE WITHIN  
A 3 KM RADIUS

**96,225**

VEHICLES DRIVE  
PAST THE  
INTERSECTION DAILY

**49,000**

PEOPLE PASS THROUGH  
THE SITE AS PART OF  
THEIR DAILY COMMUTE



**\$8.3 Billion**

IN ANNUAL HOUSEHOLD  
EXPENDITURES — AN  
INCREASE OF \$1 BILLION  
IN THE PAST YEAR

**\$118,000**

AVERAGE HOUSEHOLD  
INCOME

**3.7%**

ANTICIPATED GROWTH  
IN RESIDENTS BY 2020

# PROJECTED GROWTH

|                             | 2017          | 2027          |
|-----------------------------|---------------|---------------|
| TOTAL POPULATION            | <b>150K</b>   | <b>168K</b>   |
| TOTAL POPULATION AGED 20-54 | <b>83K</b>    | <b>88K</b>    |
| TOTAL HOUSEHOLDS            | <b>64K</b>    | <b>71K</b>    |
| AVERAGE POPULATION AGE      | <b>41</b>     | <b>43</b>     |
| AVERAGE HOUSEHOLD INCOME    | <b>\$118K</b> | <b>\$158K</b> |
| OWN A HOME                  | <b>63%</b>    | <b>64%</b>    |
| UNIVERSITY EDUCATED ADULTS  | <b>53%</b>    | <b>59%</b>    |

# THE NUMBERS ADD UP

Last year alone, food sales increased by \$200 million, and that was only the start of what's to come.

## \$8.3 Billion

ANNUAL HOUSEHOLD EXPENDITURES

RESTAURANTS

**\$347.2 Million**

HEALTH & PERSONAL CARE

**\$433.4 Million**

CLOTHING

**\$313 Million**

GROCERY STORES

**\$489.1 Million**

HOUSEHOLD, FURNITURE, DÉCOR AND EQUIPMENT

**\$590 Million**



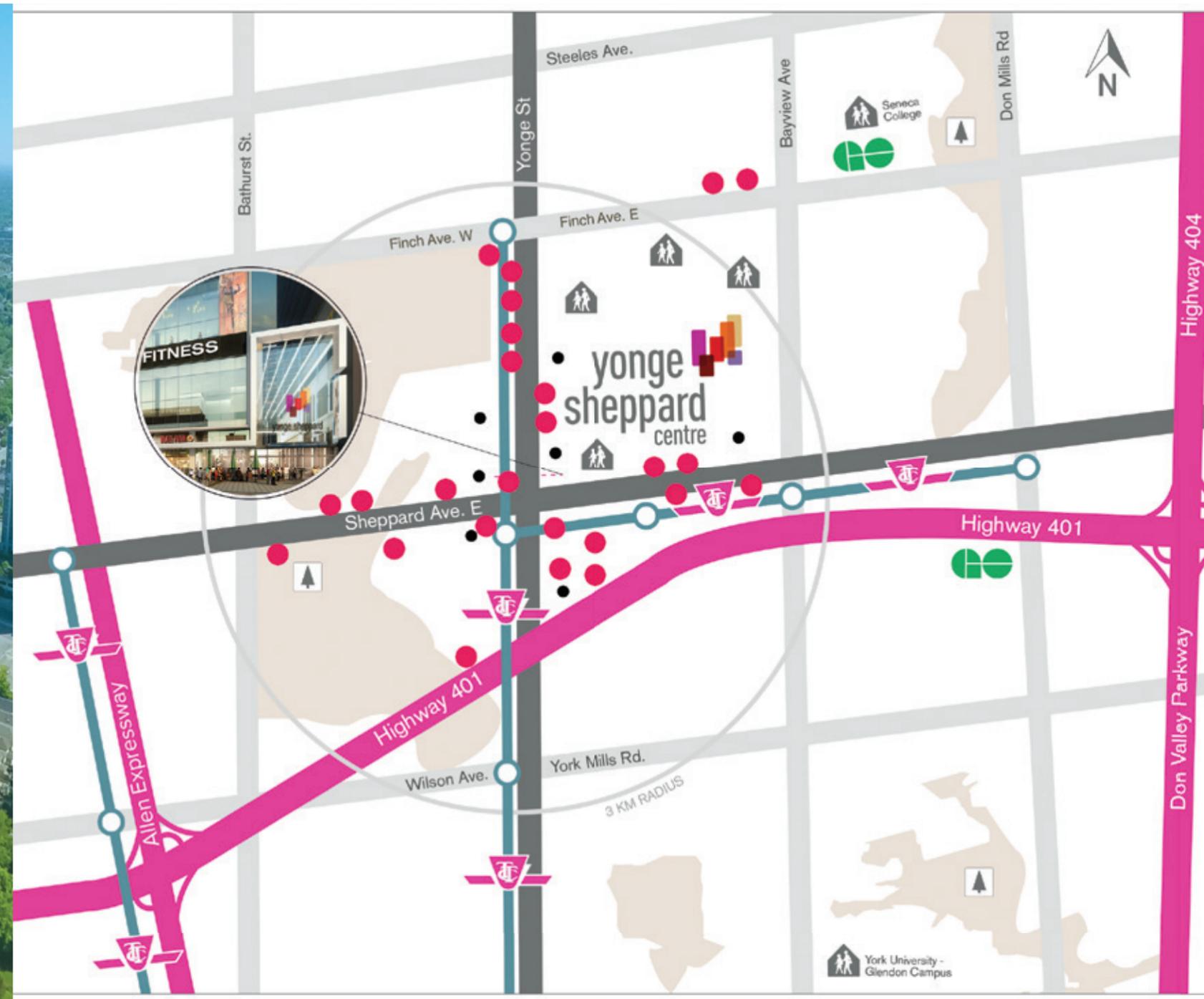
## AT THE CENTRE OF IT ALL

With a history rooted in the community and a healthy future ahead, Yonge Sheppard Centre is the longest-running and biggest commercial property at Yonge and Sheppard. It's here we represent the diverse neighbourhood with the most diverse food offerings within walking distance to local office workers, nearby students, and neighbourhood condo/apartment dwellers. With a wide variety of retailers including Winners, Shoppers Drug Mart, Dollarama, GNC and Miniso Home and the best food options available, visitors will always find exactly what they're looking for.

- |                  |                     |              |
|------------------|---------------------|--------------|
| A&W              | IQ Foods            | Second Cup   |
| Butter Chick     | Jimmy the Greek     | Sweet Jesus  |
| Blaze            | Kim Kim Bakery      | Thai Express |
| Five Guys        | Mo's Golden Pretzel | Tim Hortons  |
| Flock            | Popeye's            | Villa Madina |
| Furama           | Potatopia           | What a Bagel |
| Freshii          | Potbelly Sandwiches | Wikki Hut    |
| Freshly Squeezed | Purdy's             |              |

# MEET THE NEIGHBOURS

With 64,000 households nearby and an additional 6,400 condos being planned for development, the area is constantly growing. Yonge Sheppard Centre currently has 1,008 units and 3,502 people who reside in the building, but with construction underway on a 39-storey residence with over 350 more units, we're growing even bigger.



-  TTC STATIONS
-  TTC SUBWAY LINE
-  HIGHWAY/EXPRESSWAY
-  PARKS
-  SCHOOLS
-  GO STATIONS
-  FUTURE CONDOS
-  COMMERCIAL BUILDINGS



TWO-MINUTE  
DRIVE TO

**401**

CONNECTED TO

**TTC**

THIRTEEN-MINUTE  
DRIVE TO

**DVP**



# PART OF THE BUSINESS COMMUNITY

We're excited to call Yonge and Sheppard home, as it hosts some of the most dynamic and entrepreneurial businesses around. With an office population of 7,500 within a 0.5 km radius, and everyone always on the go, workers around the area make Yonge Sheppard Centre their go-to stop for anything from a quick lunch to grocery shopping on the way home.

## EXPERTS IN REAL ESTATE

RioCan is Canada's largest real estate investment trust with a total enterprise value of approximately \$13.9 billion at September 30, 2017. RioCan owns, manages and develops retail-focused, increasingly mixed-use properties located in prime, high-density, transit-oriented areas where Canadians want to shop, live and work. Our portfolio is comprised of 294 properties, including 16 development properties, with an aggregate net leasable area of approximately 45 million square feet. To learn more about how we deliver real vision on solid ground, visit [www.riocan.com](http://www.riocan.com).



### YONGE EGLINTON CENTRE

Located at the corner of Yonge and Eglinton is Toronto's most recognizable mixed-use complex, the Yonge Eglinton Centre. With 2 office towers and an enclosed space for shopping, the urban retail centre remains a major hub of activity through a variety of retailers including Indigo, Metro, Winners, Papyrus, Body Shop, Tim Hortons and North America's largest Sephora.



### THE WELL

Spread over seven and a half acres, this mixed use contemporary community will border Wellington, Spadina and Front. With over 1.5 million sq. ft. of residential, 1 million sq. ft. of office and 500,000 sq. ft. of retail planned, this new neighbourhood will be a major hub for Toronto's downtown west.

Mary Anne Leal  
T: (647) 253-4970  
[mleal@riocan.com](mailto:mleal@riocan.com)

# MAKE OUR BLOCK YOURS

OWNED AND MANAGED BY  
**RIO CAN**

yonge  
sheppard  
centre

A decorative graphic consisting of several vertical bars of varying heights and colors, including purple, red, orange, and yellow, arranged in a slightly ascending pattern from left to right.