

the UNITED BLDG.

*A Landmark Project by Davpart*

RESIDENCES AT 481 UNIVERSITY

INAUGURAL ISSUE: SPRING 2019



A NEW STATE OF LIVING.

## FOREWORD

“The present is the past and future too.” There couldn’t be a statement more fitting to describe our new development, The United Bldg. Once the offices of Canadian media icon, Maclean Hunter and tomorrow, your home, The United Bldg. unites time. A timeless addition that’ll hold its ground and stand tall in an evolving city.

Right from the moment Davpart acquired the property, we were aware of its significance in Toronto’s urban landscape. The building’s heritage status and prestigious location on University Ave presented an opportunity to create something extraordinary.

Given my family’s history of developing real estate, I found 481 University the perfect place to carry on their legacy. They started a real estate development business as a way to give back to the city that provided them a welcoming home. The United Bldg. is unique. Marrying its existing Modern Classical design with a contemporary tower, its presence will be majestic, to say the least. With the help of the finest creative and construction minds, we have been successful in realizing our dream – to build a one of a kind development on University Ave. Needless to say, our Davpart team is very proud of The United Bldg.

I hope you will be too.

David Hofstedter  
President  
Davpart Inc.

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## HISTORY

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A PRESSING BACK STORY



1910

The first building is designed by the legendary Sproatt & Rolph Architects. It's a three storey office and plant unit. Due to restriction on commercial uses along University, it features a deep setback. This building is listed on the City of Toronto Register.

1914

Maclean Publishing builds new offices on the site. Expands the building that fronts onto University. It houses Provincial government offices on the top two floors.

1919

The company adds a printing plant to the Sproatt & Rolph building.

1928

Maclean Publishing adds an extension. 210 Dundas is designed by Schultze & Weaver and Murray Brown. This Beaux-Arts style building has five-storeys of offices and four-storeys for a printing plant.

One of the first tall buildings adjoining University Avenue.

1958

Elizabeth Wyn Wood is commissioned to create two bas-reliefs on the theme of communication.

1961

This expansion is designed by the notable Toronto architects, Marani & Morris. Its design is influenced by the Modern Classical style and features distinguishing fenestration on the façade. The building now covers an entire city block bounded by University Ave. Dundas St., Centre Ave. and Edward St. and overlooks the landscaped central boulevard of University Ave.

1984

The building is modified by William Strong Associates. A new entrance is added to the University frontage.

2019

The United Bldg. is born.

Long before the clamour of printing presses and hustle and bustle of the news world, during the 1880s, the corner of University and Dundas was home to working-class labourers. In 1910, Maclean Publishing Company moved from Front Street to University Avenue and laid the stone for the development of 481 University.

'A gentleman of the press,' John Bayne Maclean was the founder of Maclean Publishing Company. With 36 publications, including the widely-read titles Chatelaine, The Financial Post and the eponymous Maclean's Magazine, at its peak, the company was the largest of its type in the British Empire. Housing the offices and printing facilities of Maclean Publishing, 481 University and adjoining buildings were the epicenter of news and views that shaped Canada's commercial and cultural landscape.

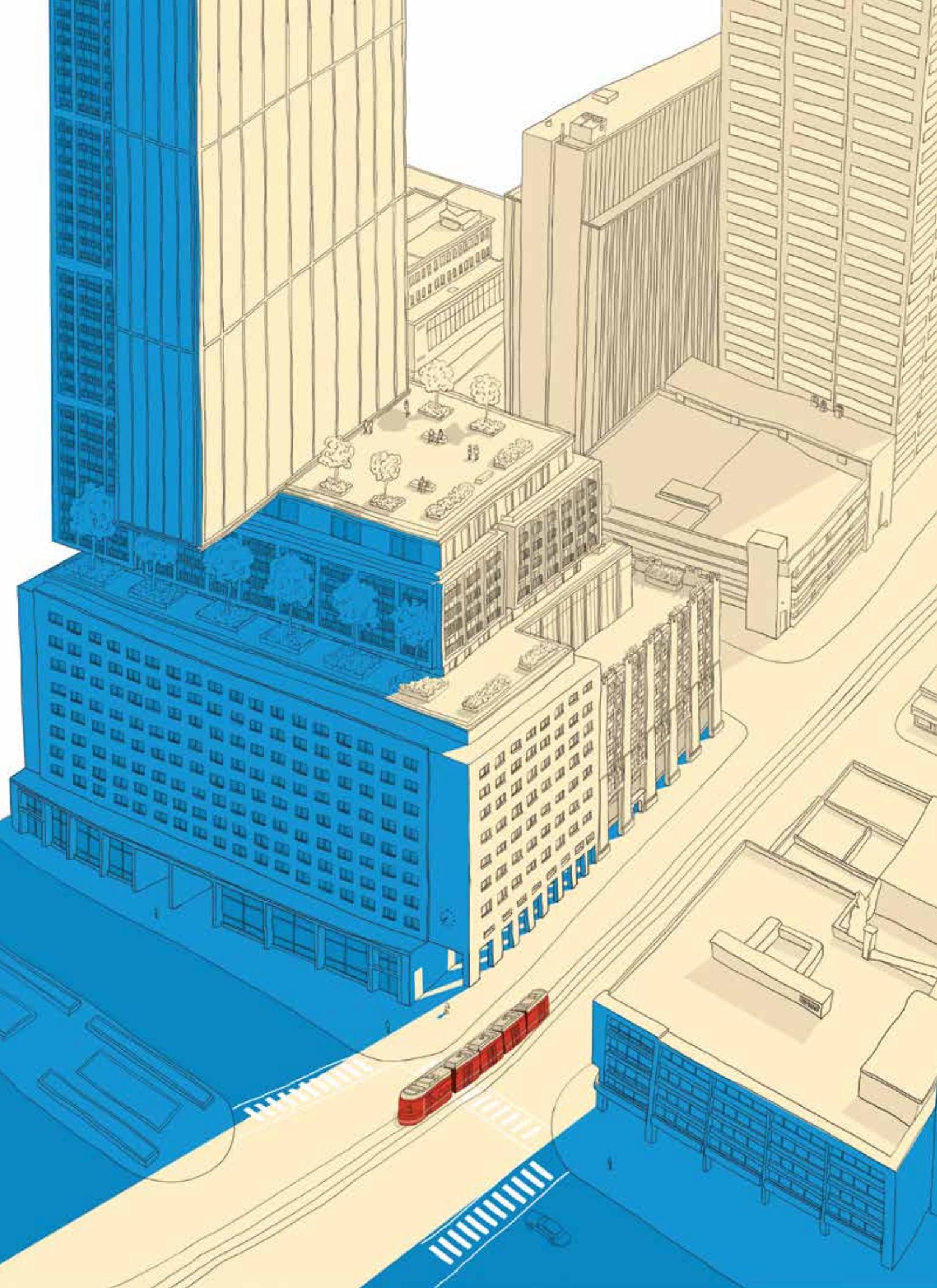
The earliest building on site was a three-storey reinforced concrete with red-brick and stone buttresses. It was also the first commercial structure along the avenue. As the company grew into a media conglomerate, the footprint of the building too expanded. Every new expansion mirrored the architectural designs of the period. From Beaux-Arts to Modern Classical, the current complex as it stands has cultural value for its design. In 1958, a Canadian sculptor, Elizabeth Wyn Wood was commissioned to create bas-reliefs on the theme of communications that now grace the north and south entrance pavilions.

A well-crafted representative of a commercial building from the interwar era, 481 University Ave is the sum of many bold design influences. This story of regeneration continues, as it becomes The United Bldg.

# ARCHITECTURE

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THE MAKING OF A LANDMARK





The United Bldg. is designed to make a statement. A place that has a distinct sense of purpose. One that will endure and stand tall in the changing skyscape of Toronto. Its expressive architectural narrative showcases the building's rich past and introduces a distinct contemporary vernacular.

The new design preserves elements from the 1928 building and the 1961 expansion. This unprecedented interplay of old and new has earned the development a special place in the historical conservation universe. The United Bldg. is North America's largest heritage retrofit.

Complementing the stateliness of the boulevard on which it rises, United's architecture takes cues from its urban and spatial contexts. Set on University Ave, Toronto's pulsating centre of gravity, the design is reflective of the location's energy and élan. The building's iconic tower is defined by its impressive verticality. To highlight its heritage features, the tower mass is set back and broken into two elegant slim forms. While this reinvention is subtle and respectful, it introduces a residential component, a rare entity on University Ave.

United's bold story of art and renewal continues at the street level. To initiate a momentous urban shift in one of the city's most important intersections, Dundas and University, a striking colonnade will create an engaging pedestrian realm. This spectacular galleria will house retail and restaurants.

The United Bldg. is an essay on balance and flourish. A striking update. A grand addition.





University Avenue at Dundas Street



Dundas Street Colonnade



Residential Entrance

NEIGHBOURHOOD

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ON THE AVENUE OF ABUNDANCE





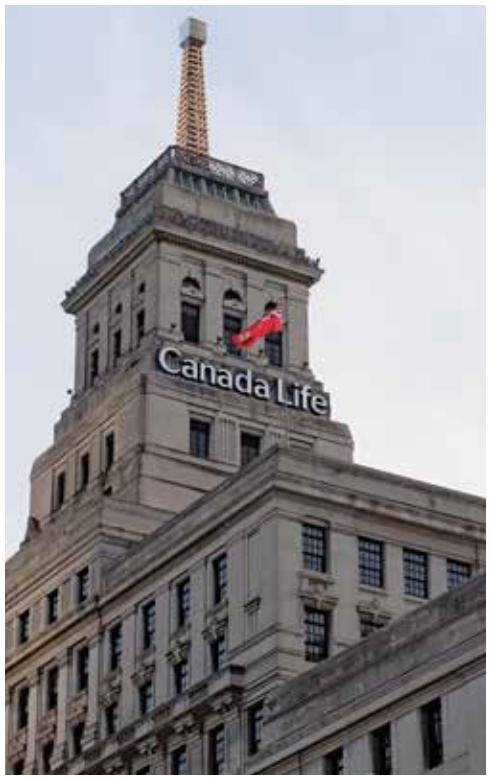
Conceived as a major civic boulevard, University Ave is designed for the grandest possible effect. Inspired by European counterparts and laid out in circa 1820, it was considered, ‘one of, if not the finest in the Dominion, or perhaps on this Continent.’ While it has expanded and evolved over the years, University Ave has always been a microcosm of the urbanization of Toronto.

At the corner of University and Dundas, The United Bldg.’s stellar location taps into the boundless energy that pulses through it. With direct access to St. Patrick subway and the 505 streetcar outside its front door, The United Bldg. has the world at its fingertips. A short walk from the high octane world of finance, topnotch hospitals and coveted centres of learning, United evokes prestige and success. Its storied neighbours also include cultural and city icons, like the Four Seasons Centre for the Performing Arts and Nathan Phillips Square.

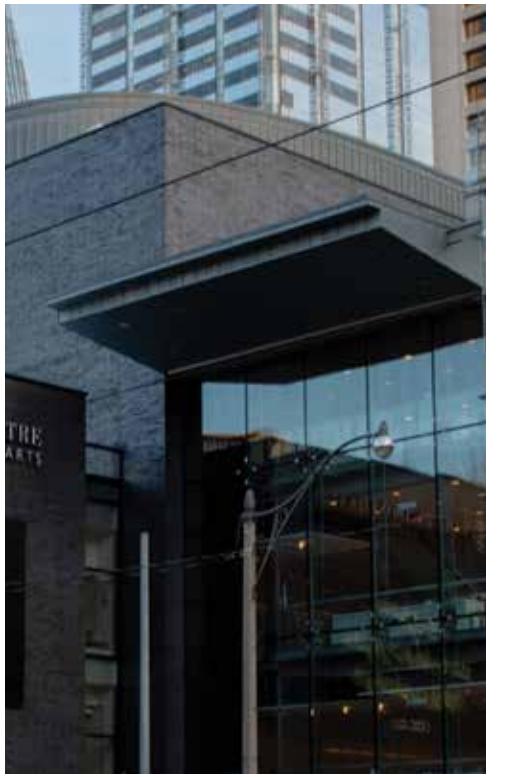
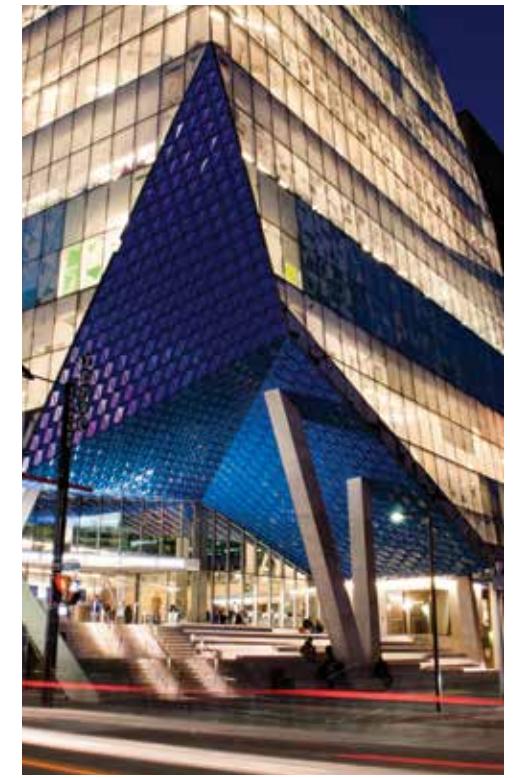
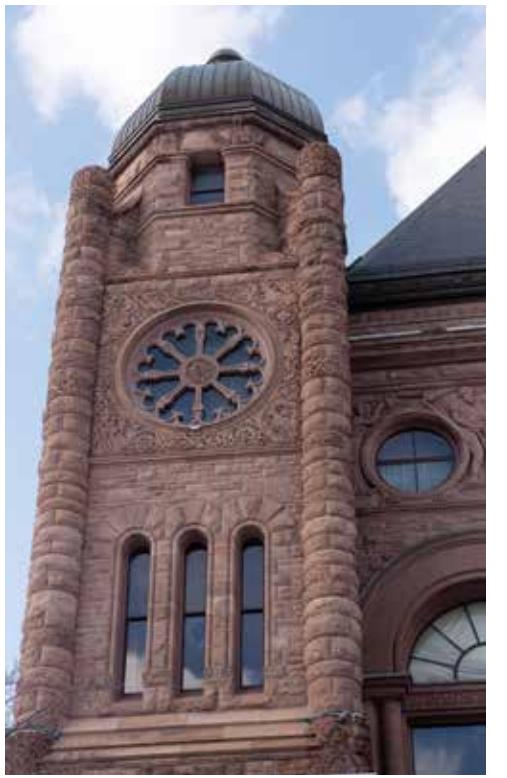
Residents of The United Bldg. are extremely fortunate, as they are surrounded by a cornucopia of culinary establishments. From fine dining to little neighbourhood secrets, restaurants and cafes of all stripes are just moments away. With some of the best transit options and proximity to Toronto’s most engaging destinations, there’ll always be plenty to do and experience here.

From morning to evening, sunrise to sunset, The United Bldg. embraces the energy and verve of a location that can only be described as unmatched.



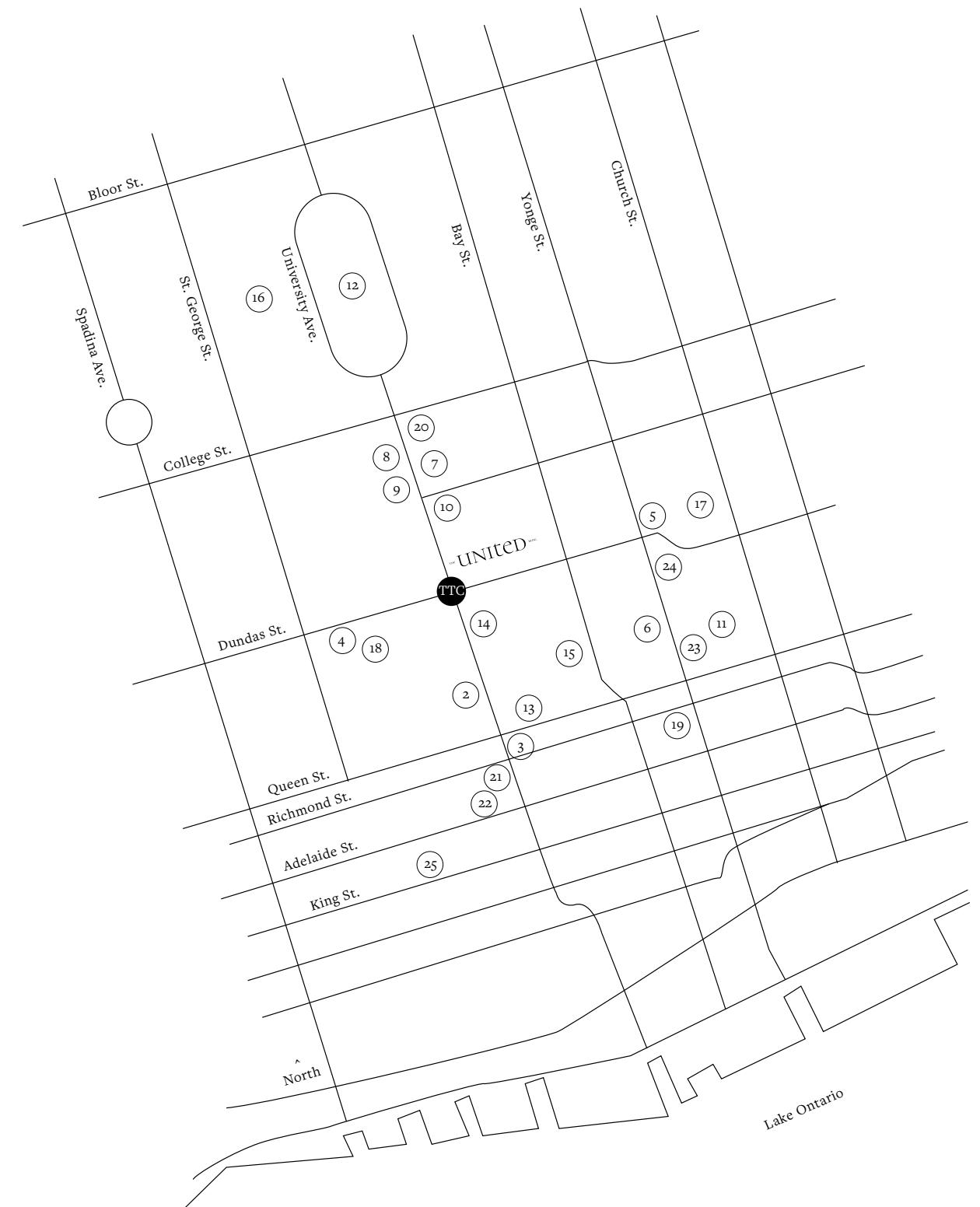


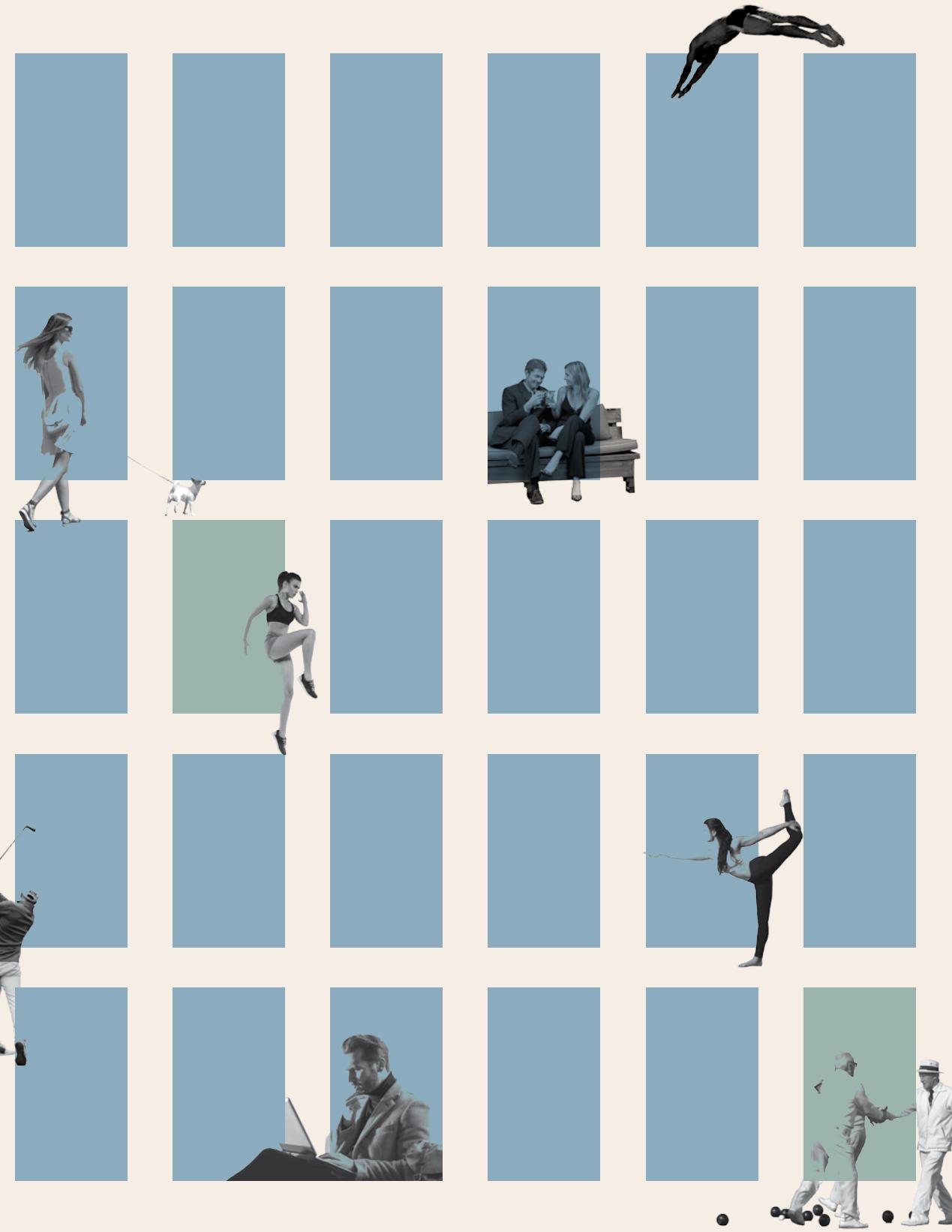




DESTINATIONS

- St Patrick Station | ●
- Canada Life Building | 2
- Four Seasons Centre for the Performing Arts | 3
- Art Gallery of Ontario | 4
- Yonge Dundas Square | 5
- Toronto Eaton Centre | 6
- Toronto General Hospital | 7
- Princess Margaret Cancer Centre | 8
- Mount Sinai Hospital | 9
- The Hospital for Sick Children | 10
- St. Michael's Hospital | 11
- Queen's Park | 12
- Osgoode Hall | 13
- Toronto Courthouse | 14
- Toronto City Hall | 15
- University of Toronto - St. George Campus | 16
- Ryerson University | 17
- OCAD University | 18
- Cloud Gardens | 19
- MaRS Discovery District | 20
- Momofuku Noodle Bar | 21
- Soho House Toronto | 22
- Elgin and Winter Garden Theatre | 23
- Ed Mirvish Theatre | 24
- Princess of Wales Theatre | 25





AMENITIES

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ONLY ONE WORD: PLENTIFUL



Residential Lobby

Existing in plenty. Yielding abundantly. The United Bldg. amenities are just that. Carefully conceived, flawlessly executed, they have been designed to enhance the lives of its residents. Spread across three floors, they offer a soul-caressing sensory experience.

United's public spaces are inspired by the richness of the building's past and its unique place in the heart of a burgeoning modern city. Dressed in natural stone, bronze metals, sparkling hand-blown glass, and tailored wood paneling, the theme here is one of elegance and refinement. A cossetted haven of luxury, the residential lobby is a throwback to the gilded 1920s. With its plush seating, fine art, and thoughtful services like a 24-hour concierge, it's both inviting and awe-inspiring.

The building's extensive amenities are an elegant progression of the same. Classic yet contemporary, they're designed to complement a very downtown sensibility. From its stunning pool to the wellness-focused fitness centre, sauna and rain room, all up the ante on luxury living. And for those who love sports, The United Bldg. is made for them. Here you will find a dedicated Sports Lounge with Billiards, a Video Gaming Lounge, Bocce Court and even a Golf Simulator. Rising in the heart of a high energy city, its all-season Reflection Pool and Zen Garden offer much-needed getaways for quiet contemplation.

If you're the kind who likes to entertain, United rolls out the red carpet. Whether it's the well-appointed party room, fireplace lounge or BBQs on the terrace, The United Bldg. truly knows a thing or two about having a good time.



10th Floor Amenity Terrace





11th Floor Amenity



13th Floor Amenity

## THE LUXURIES

### ENTERTAIN

Party Room with Kitchenette  
Lounge with Fireplace  
BBQs  
Sports Lounge with Billiards  
Golf Simulator  
Video Gaming Lounge  
Bocce Court  
Theatre

### SERVICES

Luxury Residential Lobby  
24/7 Concierge  
Dog Run

### WELLNESS

Fitness Centre  
Pool with Fireplace  
Indoor Outdoor Pool Deck with Sun Loungers  
Change Rooms  
Sauna and Rain Rooms  
Yoga Deck  
Hot Tubs

### WORK

IdeaSpace  
Library

### RELAX

All-Season Reflection Pool with Warming Pavilions and Seating  
Zen Garden



14th Floor Amenity

INTERIORS

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A STUDY IN ELEGANCE



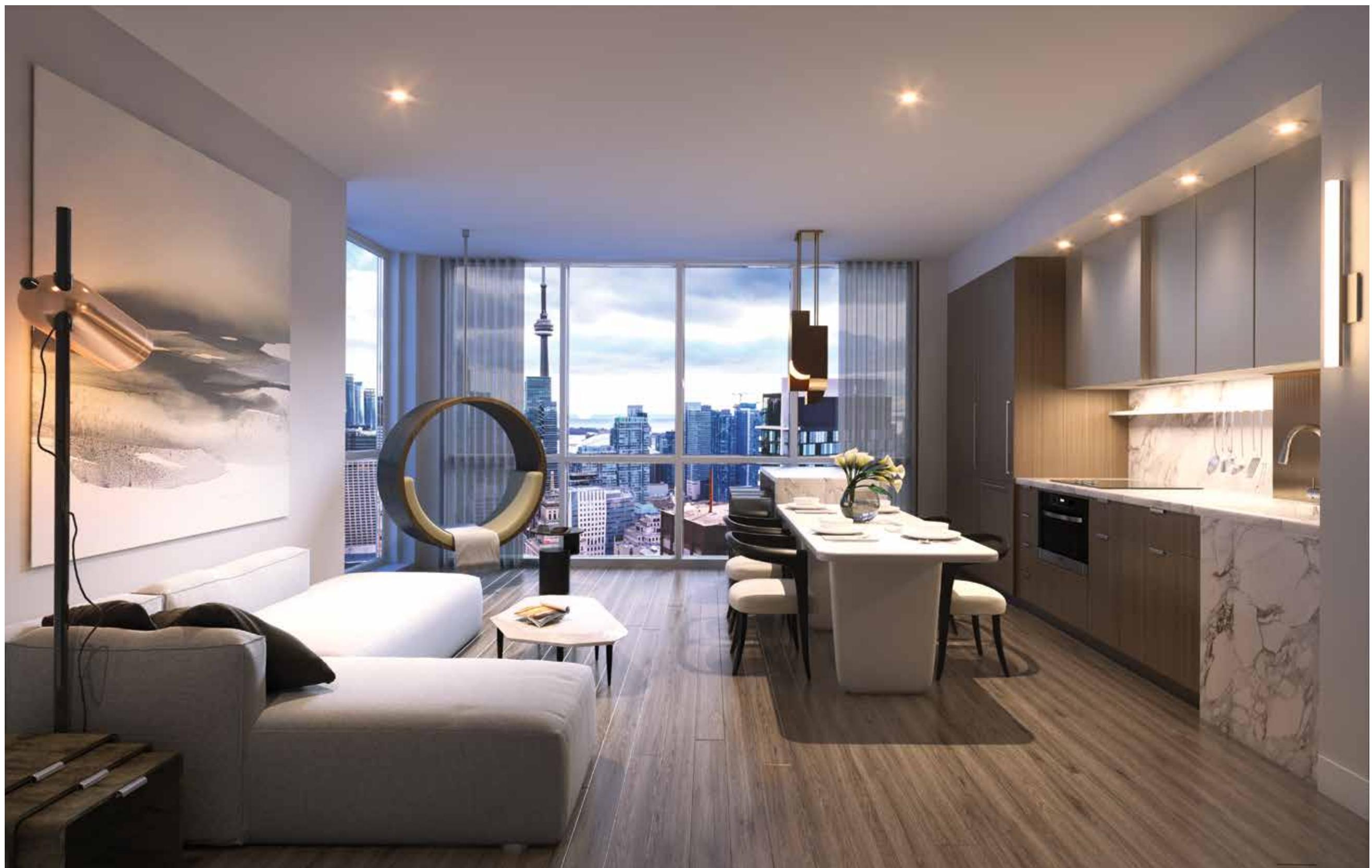


Designer Kitchen

Highly enviable, the interiors of The United Bldg. are rich and eclectic. Evocative of a time gone by but firmly rooted in the present, an air of sophisticated restraint permeates through its private spaces.

Every suite here is meticulously appointed and thoughtfully designed. With a luxurious palette of timeless finishes and hints of deco that are interwoven with contemporary details, they redefine urban luxury living. Featuring open layouts, soaring windows, and spacious balconies, these light, bright and airy spaces pamper the mind, body and soul. The chef-inspired kitchens are the heart and soul of every residence, specifically designed to accommodate and enhance real life. The bathrooms with their soothing tones provide much needed calm.

Inherently chic yet supremely delightful, these inspiring spaces are perfect to spend time in, both alone and with others. The United Bldg. is a perfect example of refined magnificence. A masterpiece. A work of art that one can inhabit.



Suite Interior

## TEAM

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THE CREATIVE FORCE

DAVPART INC. is a full-service real estate investment and management company established in 1993. Its reputation for quality and excellence is known in the industry. Through hard work and commitment, the company has acquired an impressive portfolio of both owned and third-party managed real estate assets comprised of major shopping centres, high-rise office towers, industrial parks, and residential complexes throughout Ontario and the U.S. Additionally, Davpart has experienced tremendous success in redeveloping and revitalizing existing shopping malls in Southern Ontario. Its first residential project, Avro Condominiums which sold out in just a week, is now under construction. It is with these same values, commitment, and drive for excellence that Davpart Inc. is proud to launch North America's largest heritage retrofit development – The United Bldg.

#### ARCHITECTURE

B+H is a global, award-winning consulting and design solutions firm. Founded on a 65-year legacy of creating bold and inspiring spaces for people, B+H provides core architecture, planning, landscape, and interior design services. Leveraging the core visualization and integration skills of an architecture and design practice, the company interprets and articulates complex data into transformative solutions across a broad spectrum of sectors and services. With more than 450 curious designers, place makers, strategists, storytellers, and creative human beings who believe in embracing change and challenging the status quo, it creates resilient, healthy environments that make positive contributions to their communities and are characterized by vibrant human experiences. A member of the Surbana Jurong Group, B+H delivers strategic consulting and high value design solutions that shape spaces, communities, and economies.

#### INTERIOR DESIGN

Tomas Pearce Interior Design Consulting Inc. is based in downtown Toronto, Canada. Led by Principal Partners, Melandro Quilatan and Tania Richardson, the team at Tomas Pearce is a collaboration of talented, energetic and experienced company of interior designers, project managers, project coordinators, architectural technologists, stylists and procurement agents. The firm offers a complete range of commercial and residential interior design services, space planning, project management and interior styling to a multi-national client base. The firms list of luxury residences is expansive and includes homes in many of Toronto's desired communities and upscale condominium developments. The Tomas Pearce style is international, motivated by a love of good design, both modern and traditional. Whether it's high formal tradition, classic contemporary or clean modern aesthetic, central to the Tomas Pearce design directive is the belief to marry their strong design philosophies with that of their client's own style wishes.

#### SALES

Baker Real Estate Inc. is one of Canada's most successful real estate companies with annual new home sales of over four billion dollars. For over two decades, Baker has specialized in the project marketing and sales of new home communities, including condominiums, townhomes and single-family homes as well as hotel condominiums and resort properties. The company was formed by Pat Baker and has grown into a prestigious group of real estate professionals, servicing Canada's premier builders and developers in both local and international markets. Baker has established offices in Toronto, Montreal, Vancouver, Beijing, Singapore, Hong Kong and most recently in Shanghai.

#### BRANDING

L.A. Inc. is one of North America's foremost companies specializing in branding, marketing, and communications for major real estate developments throughout North America and Europe. The Toronto-based firm has created exciting and memorable brands and award-winning marketing programs for major developments in New York, South Florida, Charlotte, Las Vegas, Philadelphia, Chicago, Nashville, Louisville, Toronto, Montreal, and Ottawa. Currently, the company is working on assignments in Toronto, Atlanta, Calgary, Halifax, Minneapolis, and Detroit.

#### PUBLIC RELATIONS

TCGPR (The Communications Group Inc.) is a Toronto, Canada-based public relations and marketing communications consulting firm that helps clients generate consistent, high-impact news coverage that sets them above and apart from their competition. The company has spent the past four decades working with many of the world's most dynamic organizations to deliver public facing communications campaigns that dramatically increase brand recognition and send bottom-line growth soaring.





TheUnitedBldg.com

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