



local **LIVING**

THE THOROLD ISSUE



CALDERWOODINTHOROLD.COM

4 A HOME FOR GENERATIONS →

Explore our newest community in Thorold, Empire Calderwood. Featuring a collection of 3- and 4- bedroom townhome and single detached homes for you to choose from, your new home awaits.



what's inside

4

A HOME FOR GENERATIONS

6

RURAL RENAISSANCE

8

WELCOME TO THOROLD

10

WHERE THE LOCALS...

12

WHY THOROLD? AND WHY NOW?

16

ON THE GO

18

REDISCOVER THE GREAT OUTDOORS

20

SCHOOL REPORT

22

DISCOVER THOROLD'S HEARTBEAT

↓ WHERE THE LOCALS...

10

From grocery shopping to fun with the kids and even wine tasting, this is where Thorold locals go.



↓ DISCOVER THOROLD'S HEARTBEAT

22

Community events, local sports and volunteer opportunities are just a few of the things this community has to offer.



8 WELCOME TO THOROLD

↑

A small town with a big personality, Thorold is a great place to call home, and could be the right fit for you and your family.



12 WHY THOROLD? AND WHY NOW? ↑

Close proximity to Niagara Falls and St. Catharines means that Thorold is poised to continue growing. Find out what this means for homeowners.





**LIVE WHERE
LIFE BLOOMS**

A Home for Generations

AT EMPIRE CALDERWOOD



A PLACE TO TRULY CALL HOME

Calderwood will be an intimate community located in the heart of the Niagara region. It welcomes residents looking to plant their roots in a neighbourhood conveniently located minutes from schools, parks, entertainment and more.

Calderwood's distinct bungalow and two-storey home plans with 3- and 4-bedroom designs will appeal to the diverse needs of your family.



HISTORIC TOWN, MODERN HOME

Choose the right home for your lifestyle from a variety of layouts and exterior aesthetics. Get the most out of your new home with our popular design features that now come standard, including hardwood flooring, 9' ceilings and oak staircases.



YOUR JOURNEY BEGINS HERE

Empire is proud to offer a collection of modern homes in Calderwood that will fit the lifestyle of your unique family. With a mix of towns and detached homes ranging from 1,300 to 2,800 sq.ft., Calderwood can accommodate whichever stage of life you find yourself in.



HOW A NEW GENERATION
IS TAKING PART IN THE GTA'S

RURAL RENAISSANCE

Disheartened by price surges, bidding wars, lines and over-crowding,
an entire crop of Torontonians and GTAers are chasing a slower-paced
lifestyle and affordable living options.

It's a reality most GTA dwellers can relate to. A bright eyed youngster sets out for the big city, maybe for school or their first job, or just after a little independence. Taking advantage of every party, networking event and restaurant opening in town, the GTA offers an endless array of opportunities just waiting to be explored. And with their two roommates and maybe a little help from mom and dad, they got this.

Fast forward ten years later, and life has gotten real. Lingering student debt persists, marriage and kids come into play and the realities of the 50-hour work week have them living for the weekend, yet struggling to be able to afford anything. They're trying to save to buy a house for their growing lives.

There has to be an easier way. After all, it seems ridiculous that a dual income household with steady salaries should have to worry about how to pay rent and bills, and maybe go out to dinner here and there. This isn't what they had in mind back when they assumed the suburban life their parents had would never be for them.

Suddenly, even the die hard urbanites are understanding the appeal of moving out of the GTA to a place where the problems of the city won't follow. The small town revival is real, and it is their key to true independence, the type they found in the city ten years ago and which they can barely remember now. A chance for them to stop surviving and start thriving. With the average home price a cool \$100k+ less, these small, under-populated towns give families a chance to invest, to travel, to try new things and most importantly to get out and live, with about half the financial stresses of their big city cohorts.

And it's not quite the death to their social life one might expect either. Cities like Hamilton and regions like Niagara are more populated than ever with young GTA transplants breathing new life into the once sleepy communities, and giving rise to trendy restaurants, artisan coffee shops, recreational opportunities and nightlife. The best part is, these places don't come with a line-up, a cover, or a crowd.

Now, this might be a stark contrast from what the experts tell us - the hordes of magazines, news stories and sound bites we hear proclaiming that millennials are rejecting their parent's lives. They say they hate the suburbs and want walkable neighbourhoods, more density, the most density in fact. Urban sprawl is the enemy. They don't care about children or owning property, they want liberal, shared space policies. That is, until they don't. Until they settle down, have a family and finally realize what they really wanted was freedom to actually live their lives, carve their path and choose their lifestyle.

As you drive through the small towns of Southwestern Ontario, freedom is something that you're barely even conscious of, and yet it's unmistakably there. Country roads that take you through undisturbed green pastures, downtown blocks of historical buildings occupied by one of everything you may need: a grocery store, a hardware shop, a bank

and a medical office. Isn't this the true representation of the growing minimal movement that's starting to take hold? Where neighbours are there for each other, not battling over parking spaces. Where you can still find that artisan cup of coffee or craft beer, and know the person pouring it for you, or believe it or not, the farmer who grew the raw ingredients.

Small towns seem to be the only place left where GTAers stand a chance at starting something that's all their own, maybe even with a little extra money to invest, explore and live a full life.

**“CANADIAN HOSPITALITY
AND GRACE REIGN TRUE IN
THESE TOWNS IN A WAY THAT
WE’RE SELDOM ACCUSTOMED
TO IN TORONTO”**

And while these small town transplants may think they'll be shunned by the locals, just one more hipster driving up the demand for new housing and overpriced coffee, Canadian hospitality and grace reign true in these towns in a way that we're seldom accustomed to in Toronto. Sure, you may hear the occasional grumble, but it'll pale in comparison to those you heard all day, every day on subway platforms and in traffic jams. Especially when you start to realize the ones grumbling are becoming familiar faces at your local pub and you can now greet them by name.

It's not just families seeing the appeal either. Businesses, both startups and large organizations, are making the move for the same reason the average Joe is. Lower cost of operation, more room to grow.

When we think back to what experts say about millennials looking for walkable, urban environments, we can't help thinking how that model has proven unsustainable time and time again, in some of the most popular metropolis in the world. As we crawl across the inner city highways, we're seeing communities so dense that neighbours could high five from their balconies (although they mostly just ignore each other) and we can't help but wonder if this is the freedom millennials were really after, or if the neighbourhood they imagined actually looks very different.

Perhaps a place where they can recreate the very best parts of what they've been after, for about half the price and half the hassle. A distilled version; leaving only the stuff they love, like authentic interactions and more face time, a space of their very own and a chance to build something real and lasting. Maybe the small towns of Southwestern Ontario are the place they were really looking for. ♦

welcome to THOROLD

In the heart of the Niagara region is the charming city of Thorold — a community rich in history and brimming with culture and activity with easy access to the Greater Golden Horseshoe. Thorold has something for everyone and is quickly becoming an ideal location for growing families and those looking to experience life with a little more ease.



//

LOCALS LOVE

The quiet streets and undisturbed green pastures of this peaceful town. Close proximity to the U.S. border, major highways, waterways and regional destinations such as Niagara Falls and wine country aren't bad either.

LOCALS COMPLAIN

//

Lack of residential growth in the last ten years has left Thorold with housing that doesn't fit the lifestyle of the next generation of Thorolders looking to start their families in modern digs.

good vibes

TOWN VIBES BY THE NUMBERS

30%

OUTDOORSY

28%

PEACEFUL

27%

FAMILY-ORIENTED

15%

CONVENIENT

you should

live here

if...

1

YOU WANT TO LIVE LIKE A TOURIST YEAR-ROUND

Living in the Niagara region comes with many great benefits, including extraordinary theatres, a world-class casino, festivals, culture and more. The region attracts more than 14 million visitors annually; Thorold offers close proximity to all of Niagara's famous attractions while being nestled in a peaceful environment that's all its own.



2

YOU FEEL AT HOME IN THE GREAT OUTDOORS

Unwind in an intimate community surrounded by lush woods and green fields. Enjoy the walking and hiking trails surrounding your home and become fully immersed in the exquisiteness of the Welland Canal, right in Thorold's backyard.

3

YOU WANT TO BE A PART OF SOMETHING NEW

An influx of new families in Thorold has helped revitalize the city centre. Downtown Thorold offers an array of boutiques, shops and services that have breathed new life into the community without compromising its old-world charm.



where the *Locals...*

GO FOR RETAIL THERAPY



OUTLET COLLECTION AT NIAGARA

Canada's largest open-air shopping mall, the Outlet Collection at Niagara is where you'll find an incredible selection of shops for coveted fashion brands, a great variety of sit-down and fast-food restaurants and much more.

11 MINS FROM EMPIRE CALDERWOOD

HOST AN EVENT



JOHN-MICHAEL'S BANQUET & CONFERENCE CENTRE

A winning combination of artisanal cuisine, impeccable service and an elegant, European-inspired ambience make John-Michael's a local favourite for hosting an event.

3 MINS FROM EMPIRE CALDERWOOD

ENTERTAIN THEIR KIDS



WAVES INDOOR WATERPARK

There's over 25,000 sq. ft. of fun to be had at Waves Indoor Waterpark, which features a wave pool, thrilling water slides, a giant tipping bucket, kiddie pool and more. The waterpark also offers daily activities for all ages.

8 MINS FROM EMPIRE CALDERWOOD

GO WINE TASTING



LUNDY MANOR WINE CELLARS

Nestled on 60 acres of lush garden land and vineyards, Lundy Manor Wine Cellars has been producing 100 per cent Niagara wines since its inception in 2012. Visit to explore the grounds, partake in a tasting or simply lounge on the patio with one of their exceptional wines in hand.

4 MINS FROM EMPIRE CALDERWOOD

DO IT FOR THE 'GRAM



CLIFTON HILL

Niagara Falls' world-famous Street of Fun is a must-visit, with its wide assortment of attractions and entertainment offerings. We recommend getting on the Niagara Skywheel for the best panoramic views of the Falls.

14 MINS FROM EMPIRE CALDERWOOD

CATCH THE GAME WITH FRIENDS



WILD WING SPORTS BAR

A family-friendly franchise famous for its Canadian-raised chicken wings served in 101 flavours, Wild Wing is a local favourite for anything sports. And with televisions set up all around the restaurant, you'll never miss a minute of the game.

11 MINS FROM EMPIRE CALDERWOOD

GO GROCERY SHOPPING



LUNDY'S FARM MARKET

Opened in 2017, Lundy's Farm Market is owned and operated by the Hughes family. Stop by for fresh fruits and vegetables including strawberries, rhubarb, cherries, raspberries, peaches, plums, pears, tomatoes, cucumbers, eggplant and zucchini.

1 MIN FROM EMPIRE CALDERWOOD

SPEND SUNDAY MORNINGS



BEECHWOOD GOLF & SOCIAL HOUSE

An 18-hole championship course with sprawling hillsides and valleys, Beechwood is open to the public and offers challenges for all levels of golfers. The land is quite historic, too: it was once the scene of the Battle of Beaverdams.

3 MINS FROM EMPIRE CALDERWOOD

out & about

RESTAURANTS

Niagara Fish N' Burger
Cracker Jack's Bar & Grill
Tony's Pizzeria
Pho 18
Black Sheep Lounge

RECREATION

Niagara Falls Golf Club
DMZ Paintball & Airsoft
Niagara Go-Karts
Thorold Community Pool

SERVICES

Rexall
Canada Post
Thorold Veterinary Hospital
Tooth Harmony Dental

FITNESS

Go Fitness Niagara
Yoga Centre of Niagara
Crunch Fitness
Anytime Fitness

SHOPPING

Canada One Factory Outlets
Lundy's Lane
Seaway Mall
The Pen Centre
Fonthill Shopping Centre

GROCERIES & DAILY ITEMS

Zehrs
Walmart Supercentre
FreshCo
No Frills
Commissio's Fresh Foods

PLACES OF WORSHIP

St. Aloysius Parish
Rolling Meadows Bible Chapel
St. Andrew's Presbyterian Church
Congregation B'nai Tikvah
Sikh Society of Niagara Falls

PARKS & OUTDOOR SPACE

Short Hills Provincial Park
Charnwood Park
Glenridge Quarry Naturalization Site
Rockway Conservation Area
Queen Victoria Park



WHY THOROLD?

and why now?

Many know Ontario's Niagara region for its world-famous natural wonder, and as the GTA housing shortage continues, many more have come to know the area as a great place to call home.

At Empire, we've been familiar with the Niagara region for a number of years, selling close to 1,600 homes to date at our Imagine community in Niagara Falls and Legacy community in Thorold. Since we began building in the area in 2014, we've seen its rapid growth and development firsthand as many new residents have come to the region to raise their families, launch their businesses and pursue higher education.

"Prior to 2015, most of the homebuyers in our Southwestern Ontario communities were either locals or from west GTA, mainly from Mississauga and Brampton," says Gary McIlravey, Manager, Market Research at Empire. "This has changed as housing prices in the GTA have increased. Mississauga and Brampton buyers have intensified, and buyers from Toronto and east GTA areas have increased the most." As communities like Niagara Falls and St. Catharines continue to feel the spillover effects from GTAers dreaming of calling the Niagara Region home, homebuilders are tapping into other nearby cities where there is still land supply to build.

One of these cities is Thorold. Tucked just below the south edge of St. Catharines off Highway 406, about an hour's drive from Mississauga via the QEW, Thorold for many years was off the beaten path as most people moved to St. Catharines or Niagara Falls. According to regional population growth projections, Thorold is expected to reach about 30,000 people by 2041, from its current population of 18,800. In an interview with The Niagara Falls Review, former Thorold Mayor of eight years, Ted Luciani, said the city's growth stems largely in part from the mass GTA exodus happening in the region. "First of all, you have people cashing in their \$1.5-million home and coming down here where they can get a brand-new home for \$500,000," he said. "We can keep our well-paying jobs in the GTA and we can afford a house in Niagara. That's the demographic that's coming down here."

Thorold is so close to St. Catharines that Brock University is almost directly across the road from Thorold City Hall. Coupled with real estate prices, the city's unique charm and small-town character have made an impact on homebuyers looking for a change of pace and a connection to nature. The proximity to the Welland Canal, which features a paved waterside trail and is part of the Greater Niagara Circle Route

DISCOVER THE WELLAND CANAL →

Just 4 minutes from Calderwood, the Welland Canal has become a popular recreation destination, featuring hiking and biking trails as well as local fishing opportunities and scenic views.



COUPLED WITH REAL ESTATE PRICES, THE CITY'S UNIQUE CHARM AND SMALL-TOWN CHARACTER HAVE MADE AN IMPACT ON HOMEBUYERS LOOKING FOR A CHANGE OF PACE AND A CONNECTION TO NATURE.

Source: "Housing Boom Hits Thorold" / Niagara Falls Review



(linking a series of Niagara Trails to the Trans Canada Trail) makes it a great location for hikers and cycling enthusiasts.

As available low-rise land supply in many towns and cities has been consumed by strong housing demand, opportunities for builders to create low-rise housing communities have eroded drastically since 2015. In comparison, the City of Thorold approved the Port Robinson West Secondary Plan area in 2015, located to the west and east of the newly created Merritt Road exit from Highway 406. This Secondary Plan area is one of the few relatively large areas of low-rise residential lands remaining to be built in the Niagara Region, located right at the interchange to a major highway.

Calderwood residents will be leading the way in creating a vibrant new community of young families, move-uppers and downsizers looking to capitalize on the few opportunities left to own an affordable home in the Niagara region.

In a market with a wide shortage of new and affordable low-rise housing, and new sites selling out virtually overnight, Calderwood offers a rare opportunity for growing families to call Thorold home.

A D V

E N T

U R E

awaits



ON THE GO

Pack the car, grab the kids and go.
Take advantage of local convenience and explore all
the region has to offer.



HIGHWAYS

6 MINS TO HWY 406

9 MINS TO QEW



AIRPORTS

59 MINS TO JOHN C. MUNRO HAMILTON INTL. AIRPORT

1 HOUR + 15 MINS TO PEARSON INTL. AIRPORT



MALLS

10 MINS TO CANADA ONE FACTORY OUTLETS

11 MINS TO OUTLET COLLECTION AT NIAGARA



PUBLIC TRANSIT

14 MINS TO ST. CATHARINES GO TRAIN STATION

17 MINS TO ST. CATHARINES VIA RAIL STATION



NEIGHBOURING TOWNS

13 MINS TO ST. CATHARINES

14 MINS TO NIAGARA FALLS



CROSS BORDER FUN

15 MINS TO RAINBOW INTERNATIONAL BRIDGE

38 MINS TO BUFFALO, NEW YORK

TWO WHEELS ARE BETTER THAN FOUR

Thorold is a cyclist-friendly community with bike trails that run across tree-lined streets and off-road paths alike. The city's historic downtown is accommodating to this favourite local mode of transportation, with plenty of bicyclist infrastructure and parking.



Experience life with a little more ease. Less congestion, more open space, fewer line ups, more exploring and always plenty of clean, fresh air.



Cycle, paddle and hike through kilometres of country roads, beautiful vineyards, trails and canals that boast some of the region's most picturesque views.



CONNECT WITH NATURE

The Greater Niagara Circle Route is a 140 kilometre system of paved and off-road trails that connect the Waterfront, Niagara River and the Welland Canal. Whether cycling, rollerblading or exploring on foot, the trails offer breathtaking views of the Niagara Escarpment and pass through urban centres and downtowns.



OUT ON THE WATER

The Welland Canal, just a few minutes west of Calderwood, offers a chance to connect with nature in whatever way inspires you. Run, bike, paddle, walk or fish along this famous river, which winds its way throughout Southwestern Ontario and connects some of the province's most breathtaking features.

*Rediscover the
Great Outdoors*

school REPORT



Schools play a major role in the growth of your family and are often one of the most important considerations when buying a new home. To help Calderwood homeowners navigate their way through their new school options, we've put together this guide on all things education.

Empire Calderwood falls under the District School Board of Niagara (DSBN).

ELEMENTARY SCHOOL

ONTARIO PUBLIC SCHOOL

ADDRESS:
550 Allanburg Road, Thorold, L2V 1A8

GRADES:
JK - Grade 8

**EXTRACURRICULARS
& SPORTS TEAMS:**
Talent Show, Soccer, Baseball, Basketball,
Softball and Volleyball

2 MINS FROM EMPIRE CALDERWOOD

CATHOLIC SCHOOLS

The Niagara Catholic District School Board can help you navigate the enrollment process for Catholic schools in Thorold. Contact them at (905) 735-0240.

LOCAL SCHOOLS INCLUDE:
Monsignor Clancy Elementary School
St. Charles Catholic Elementary School
Denis Morris Catholic High School
St. Michael Catholic High School

SECONDARY SCHOOL

THOROLD SECONDARY SCHOOL

ADDRESS:
50 Ormond Street North, Thorold, L2V 1Z1

GRADES:
Grade 9 - 12

EXTRACURRICULARS INCLUDE:
Art Club, Band, Chess Club, House Council, Intramural Ice
Hockey, Musical Theatre, Outdoor Club, Writing Club, Yearbook,
Youth For Change

SPORTS TEAMS:
Badminton, Baseball, Basketball, Cheerleading, Cross-Country,
Football, Golf Team, Slo-Pitch, Soccer, Swimming, Track & Field,
Volleyball, Wrestling

8 MIN FROM EMPIRE CALDERWOOD

FRENCH IMMERSION SCHOOLS

Niagara's strong commitment to French-Canadian culture is reflected in the local French school options. Empire Calderwood has the following options for French immersion education:

Prince Philip French Immersion Primary School
A.N. Myer French Immersion Secondary School

Higher Learning

With some of the best universities and colleges in the country, Southwestern Ontario is a hotbed of post-secondary education options that make the region ripe for academic excellence.

BROCK UNIVERSITY

9 MINS FROM EMPIRE CALDERWOOD

Brock is a comprehensive research university with more than 70 undergraduate and 40 graduate and doctoral programs, including its school of business, faculty of education and school of fine and performing arts. Brock also has the fifth biggest co-op program in the country including placements in history, liberal arts and dramatic arts, facilitating future employment for graduates.

go here

IF YOU WANT TO
MAKE THE NEXT
BIG DISCOVERY



go here

IF YOU'RE LOOKING
FOR REAL LIFE
EXPERIENCE



NIAGARA COLLEGE

9 MINS FROM EMPIRE CALDERWOOD

With several campuses in the region, Niagara College is a leader in applied education and training and consistently ranked among Ontario's top colleges for student satisfaction. Niagara College is home to unique hands-on learning opportunities, such as Winery & Vineyard, Brewery, and Greenhouse degrees. It also maintains a commitment to future employment, with over 1,500 students engaging in co-op and field placements and 1,200 students participating in applied research projects.

MOHAWK COLLEGE

50 MINS FROM EMPIRE CALDERWOOD

Renowned for its innovation and for skilled graduates, Mohawk College is student-focused and committed to community engagement, including working with local employers to ensuring graduate success. Mohawk also welcomes students of every variety, offering credential opportunities and a custom approach to learning, including blending learning opportunities online and on campus, co-op placements, clinical placements and labs. For continuing education, flexible opportunities or a return to learning, Mohawk is where you want to be.

go here

IF YOU'RE
LOOKING FOR
FLEXIBILITY



go here

IF YOUR PASSION IS IN
HEALTH OR SCIENCE



McMASTER UNIVERSITY

59 MINS FROM EMPIRE CALDERWOOD

Ranked in the top 100 in the world, McMaster is dedicated to pursuing excellence in teaching and research. McMaster is best known for its medical school, but their innovative inquiry-based Arts and Sciences programs are also notable. In their Integrated Sciences program, a maximum of 60 students study science and mathematics in a project-based environment.



DISCOVER THOROLD'S

Heartbeat

Find your home, your team and your people in Thorold's robust community engagement initiatives.

GET INVOLVED

Whether you're young or old, the best way to keep busy and make new friends in Thorold is to be part of the Thorold Community Activities Group. From morning yoga to shinny hockey and youth cooking for the little ones, the group's loaded schedule and variety of classes gives everyone an opportunity to join in.

For more details, visit thoroldgroup.org



A town dedicated to community building, getting to know their neighbours and being involved.



CHEER THEM ON

The Thorold Amateur Athletic Association is a volunteer-driven organization committed to creating a hockey program for Thorold youth that is affordable for all families. The organization's goal is to help young hockey players develop skills and enjoy the sport at a recreational and competitive level. Go Blackhawks go!



GATHER TOGETHER

Battle of Beaverdams Park, a 10-acre park in the heart of downtown Thorold, plays host to a variety of community events throughout the year including the Protection Hose Company No.1, Easter Egg Hunt and Canada Day festivities in addition to private events from local community groups.





**FAMILY TIME,
REIMAGINED.**



EMPIRE

CELEBRATING OVER 25 YEARS
OF BUILDING BEAUTIFUL
PLACES TO LIVE