

# Best Quality in Hamilton Best Location in Hamilton Best Investment in Hamilton

Welcome to Chrome, the third tower at The Design District, the crown jewel in EMBLEM's unparalleled downtown Hamilton community. Embodying craftsmanship, design & sophistication, Chrome is the perfect finishing touch to this vibrant community. Chrome is unapologetically bold, making a statement that will remain forever on the city skyline.

41 WILSON STREET HAMILTON, ONTARIO

31 STOREYS 334 RESIDENCES 15,374 SQ. FT. OF WORLD-CLASS AMENITIES



## AMENITIES NOT SEEN IN HAMILTON

WORLD-CLASS

Best Residential High-Rise Development in Canada by International Property Awards 2024-2025

1

Elegant lobby & entrance lounge with 24-hour concierge

2

State-of-the-art fitness centre & serene yoga studio

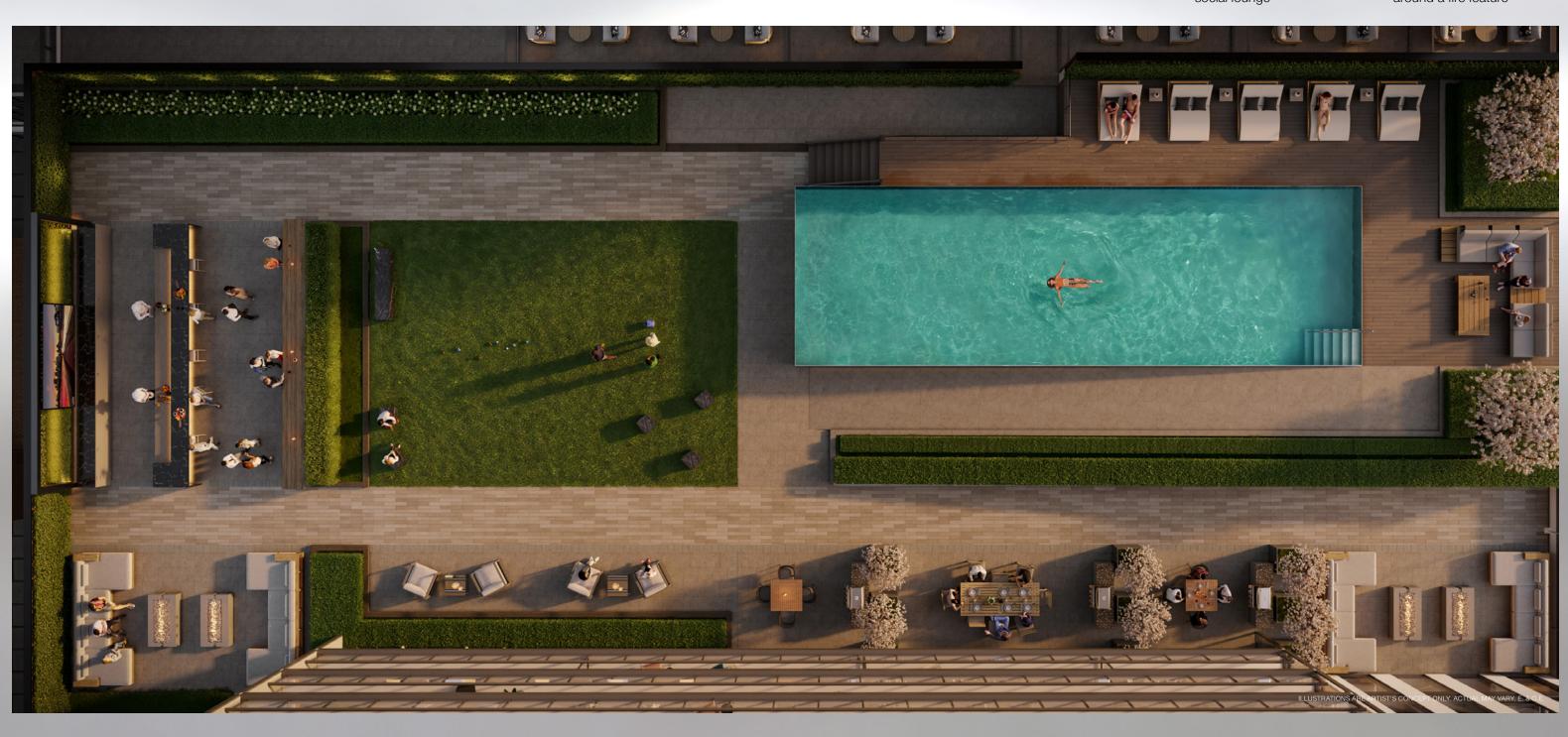
(3

Large, open-concept lounge, including a contemporary co-working space and social lounge

(4

Extensive outdoor amenities on the podium roof, easily accessible from all towers:

- Luxurious outdoor infinity swimming pool
- o Integrated bar and BBQ area
- Dining tables & separate spaces for intimate dining
- Comfortable seating options, including lounge furniture around a fire feature





HAMILTON, THE TIME IS NOW

**TOP SEVEN** INTELLIGENT COMMUNITIES IN THE WORLD1

NO.2 MID-SIZED **AMERICAN CITIES** OF THE FUTURE FOR CONNECTIVITY CANADA FOR AND BUSINESS FRIENDLINESS<sup>2</sup>

NO.1 FASTEST **GROWING MID-**SIZED CITY IN TECH TALENT<sup>3</sup>

<sup>1</sup>Intelligent Communities Forum 2020

<sup>2</sup> FDI Magazine-2021/2022

<sup>3</sup>CBRE 2019

# HAMILTON, THE MOST OPPORTUNISTIC LOCATION

"I was surprised at how strong [Hamilton's] growth was. We knew it's been growing, but to see it clock in at six percent, that's more than what we might've expected."

BRUCE NEWBOLD, PROFESSOR AT MCMASTER UNIVERSITY

#### BE EARLY IN THE WAVE OF GROWTH



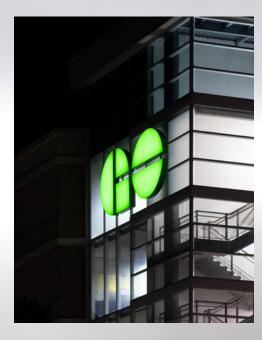
## \$4.4 BILLION GOVERNMENT INVESTMENT IN HAMILTON

A total of \$4.4 billion is being invested by various levels of government and Bell Canada to revitalize and renew Hamilton, focusing on infrastructure, culture, transit, and technology upgrades, including the West Harbour area.<sup>4</sup>



#### 10% POPULATION INCREASE BY 2031

Hamilton's population is projected to increase by 10% to over 700,000 by 2031<sup>6A</sup>, accompanied by 107,000 new jobs.<sup>6B</sup>



#### THE PERFECT TRANSIT HUB

Hamilton offers excellent transit options, including HSR buses and GO Transit at key hubs like West Harbour and Hamilton GO Centre. New LRT line with 17 stops will further streamline the commute. With easy access to highways 403 and QEW, you're well connected between urban centers.



## ONTARIO'S TOP-RATED UNIVERSITIES WITH OVER 70,000 STUDENTS

Hamilton is home to some of Ontario's most acclaimed and respected educational institutions, including McMaster University, with over 37,000 students<sup>7</sup> and Mohawk College, with more than 34,000 students<sup>8</sup> at three main campuses in Hamilton.



EXPANDING TECH TALENT

Hamilton's industries were built from a steel manufacturing and textiles backbone, which have since grown into exceptionally advanced techdriven businesses. Between 2015 to 2020, Hamilton's tech talent labour pool increased by 35.7%.<sup>9</sup>

- 4 https://engage.hamilton.ca.growinghamilton?tool=survey\_tool
- 5 https://www.toronto.ca/legdocs/mmis/2015/ex/bgrd/backgroundfile-84731.pdf
- 6<sup>A</sup> Statistics Canada for 2023 and Ontario Ministry of Finance projections
- 6<sup>8</sup> https://www.hamilton.ca/sites/default/files/2022-05/grids-pic1-presentation.pdf
- https://discover.mcmaster.ca/fast-facts/get-to-know-mcmaster/

   https://web1.mohawkcollege.ca/public/files/
- announcements/Fast-Facts-2023-UA%20(002).pdf
- 9 https://www.cbre.ca/insights/articles/canadas-smallercities-lure-tech-talent-from-major-markets-heres-why



## HAMILTON, THE TIME IS NOW

- 10 https://www.cbc.ca/news/canada/hamilton/ entertainmentdowntown-hamilton-winning-
- 11 https://www.hamilton.ca/build-invest-grow/ planning-development/waterfront-redevelopment
- 2 https://www.hamilton.ca/city-council/news-notices/ news-releases/400-million-investment-by-bellcanada-hamiltons-digital
- 13 https://news.ontario.ca/en/release/1000121/ andcanada-investing-34-billion-to-advancehamilton-irt

## \$500 MILLION<sup>10</sup> INVESTMENT IN DOWNTOWN ENTERTAINMENT

- Revitalization of FirstOntario Concert Hall (formerly Hamilton Place)
- Revitalization of FirstOntario Sports Centre (formerly Copps Coliseum)
- Revitalization of Hamilton Convention Centre
- Modernization of the Art Gallery of Hamilton
- More retail spaces, top attractions, live music venues, late-night eateries

## \$140 MILLION<sup>11</sup> INVESTMENT IN REDEVELOPMENT OF THE WATERFRONT

- 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 MILLION<sup>12</sup> 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, the fastest home Internet speeds in Canada

## \$3.4 BILLION<sup>13</sup> INVESTMENT IN THE HAMILTON LRT

- Upcoming new 14km LRT line
- 17 stops through Downtown Hamilton

## "An important step toward Hamilton reaching its economic potential."

MICHAEL ANDLAUER, OWNER OF HAMILTON BULLDOGS



## THE BEST LOCATION IN HAMILTON

With more than \$4.4 billion being invested into Hamilton, the revitalized city is set to become even more vibrant. Downtown Hamilton, in particular, is getting a new look that includes the restoration of historic buildings and a \$500 million investment into a new Entertainment Hub & revitalization of existing venues: the FirstOntario Concert Hall, the FirstOntario Centre, the Hamilton Convention Centre & the Art Gallery of Hamilton.

## EMPLOYMENT GROWTH

400,000+ 60,000+ HIGHLY SKILLED WORKERS POST-SECONDARY STUDENTS



#### ADVANCED MANUFACTURING

Built on a strong history of steel production, Hamilton now attracts cutting-edge industries in advanced manufacturing.



#### GOODS MOVEMENT

Supported by well-established infrastructure and proximity to airports, major highways and border crossings.



### AGRIBUSINESS & FOOD PROCESSING

Robust supply chains and logistics infrastructure make Hamilton a strong producer & transporter of food products.



### ICT & DIGITAL MEDIA

Powered by highly educated experts with industrial and academic support for research and innovation.



### CREATIVE INDUSTRIES

Hamilton is home to musicians, artists, writers, filmmakers, & fashion designers.



## FINANCE, INSURANCE & REAL ESTATE (FIRE)

Hamilton's position within Canada's most populous region makes the city a major player in FIRE industries.



#### LIFE SCIENCES

Producing improved healthcase products and services, bioengineering, and cellular research.



## TOURISM INDUSTRY

Tourism in Hamilton is welcoming more people from across the region, nation and world through many exciting attractions and events.

## INNOVATIVE NEW HAMILTON EMPLOYERS





02

03



#### MCMASTER INNOVATION PARK (MIP), CANADA'S PREMIER RESEARCH AND INNOVATION PARK

This park is home to multiple companies in the Life Science, Engineering & Advanced Manufacturing and high-tech sectors. MIP is pursuing a 2.8 million sq. ft. expansion on top of its current 700,000 sq. ft., to scale up life sciences innovation, commercialization and manufacturing.<sup>14</sup>

https://www.hamiltonchamber.ca/member/mcmaster-innovation-par

#### NEW GAME CHANGING BIOMANUFACTURING FACILITY

OmniaBio Inc., a Canadian cell and gene therapy contract development and manufacturing organization (CDMO), is **bringing to Hamilton** a \$580 million centre with 500 employees by 2026.<sup>15</sup>

15 https://www.cbre.com/insights/articles/cbre-helps-launch-game-changing-biomanufacturing-facility-for-hamilton

## AMAZON INVESTS IN AN 855,000 SQUARE FOOT FULFILLMENT CENTRE

Amazon will be setting up shop with an 855,000 square foot warehouse in Hamilton — a facility the city says marks one of **the largest local investments** in terms of square footage in the city Hamilton's history. A 50,000 square foot delivery centre is also planned for Stoney Creek, with the two sites bringing more than 1,500 new jobs.<sup>16</sup>

16 https://hamiltonindependent.ca/amazon-officially-opens-countrys-most-advanced-robotics-facility-in-hamilton/

## CHROME: THE BEST LOCATION IN HAMILTON

4 MODES OF TRANSPORTATION IN HAMILTON





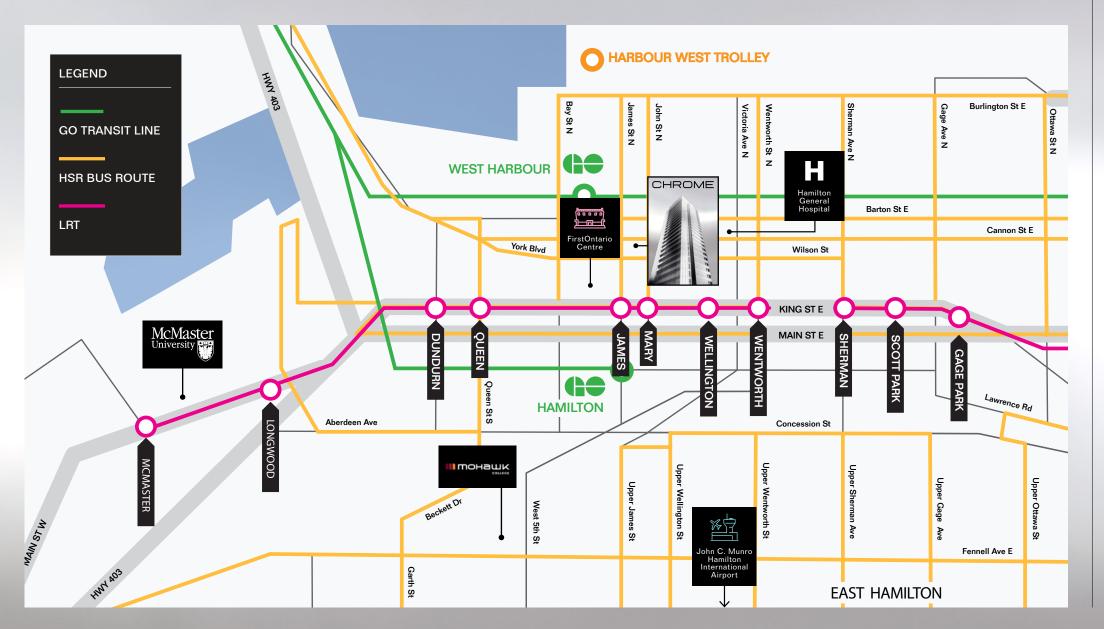
**△** METROLINX

HAMILT ON NINTERNATIONAL AIRPORT

#### THE CITY HAS SIGNED A \$400M DEAL INVESTING IN JOHN C. MUNRO HAMILTON INTERNATIONAL AIRPORT

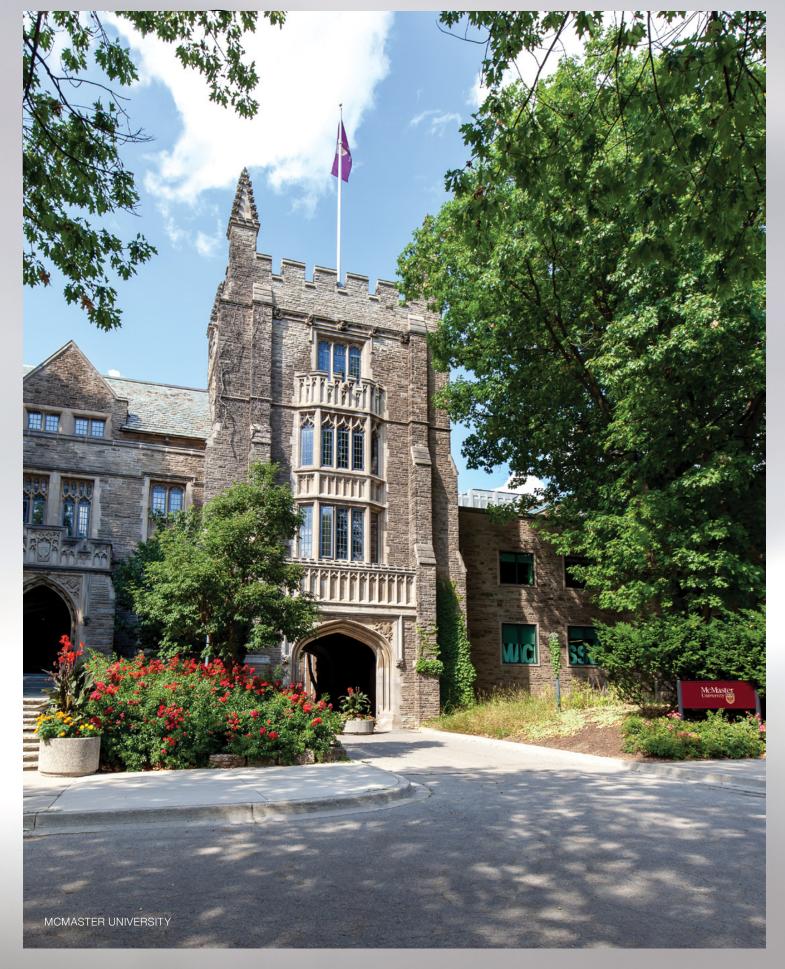
The investment aims to transform the Airport's infrastructure, including expanding and enhancing passenger terminal buildings, upgrading cargo facilities, enhancing taxiways and aprons, and achieving Net Zero Carbon by 2030. The investment is designed to continue positioning Hamilton as a competitive player in the national and global markets while supporting the region's supply chain and job creation.<sup>17</sup>

17 https://www.hamilton.ca/city-council/news-notices/news-releases/city-signs-400-million-deal-investing-john-c-munro-hamilton



100	WALK SCORE
92	BIKE SCORE
85	TRANSIT SCORE
05	MINS WALK TO LRT LINE
10	MINS WALK TO GO CENTRE STN
04	SHORT STOPS TO MCMASTER VIA LRT
15/30 MINS	DRIVE / TRANSIT TO JOHN C. MUNRO HAMILTON

INTERNATIONAL AIRPORT



## A FIRST-CLASS CANADIAN **EDUCATION**

#### **MCMASTER** UNIVERSITY

4 STOPS ON LRT 12-MINUTE DRIVE

- Ranked 4th in Canada<sup>18</sup>
- 70 Research Centres and Institutes 19
- Four Nobel Prize Winners<sup>20</sup>
- Total Student Population of 37,589<sup>21</sup>
- 18 https://discover.mcmaster.ca/fast-facts/get-to-know-mcmaster/
- 19 https://research.mcmaster.ca/research-centres-institutes-and-core-platforms/ 20 https://brighterworld.mcmaster.ca/articles/meet-mcmasters-nobel-laureates/
- 21 https://publications.mcmaster.ca/catalogue/office-of-institutional-research-analysis/

#### MOHAWK COLLEGE

8 STOPS ON TRANSIT 8-MINUTE DRIVE

- Top 10 in Canada for Applied Research<sup>22</sup>
- More than 150 Programs<sup>23</sup>
- Total Student Population of 33,000<sup>24</sup>
- 22 https://www.mohawknewsdesk.ca/mohawk-leads-country-in-industry-engagement-in-national-research-rankings
- 23 https://www.collegesinstitutes.ca/members/mohawk-college/
- https://web1.mohawkcollege.ca/public/files/announcements/Fast-Facts-2023-

## TECH TALENT: RANKED TOP 5 IN CANADA<sup>25</sup>

#### NEW TECH COMPANIES ARE INCREASINGLY INVESTING IN HAMILTON.

Over the past 5 years, Hamilton's plan to grow its tech talent labour pool has seen tremendous results, increasing by 35.7%. In fact, CBRE ranks Hamilton in the Top 5 in Canada for the Quality of Tech Labour and Real Estate Cost, and in the Top 2 for mid-sized city tech talent labour pool growth. And, to make it easier for this new workforce to commute, \$3.4 billion is being invested in an upcoming new 14 km LRT line with 17 stops.

**CANADIAN CITIES TECH TALENT GROWTH US CITIES** 

Calgary **▶** Hamilton

2.10% 2.00%

2.20%

San Francisco Bay Area New York City

**TECH TALENT GROWTH** 1.70%

1.50%



## WALK TO 80+ DOWNTOWN AMENITIES

5-MINUTE WALK FROM HAMILTON'S RESTAURANT ROW ON KING WILLIAM STREET

### FIRST ONTARIO CENTRE

- 9-minute walk
- Seats 18,000 people

• 15-minutes by car

• 3-acre amusement park

for families and kids

• One of Canada's largest sports venues

## ADVENTURE SUPER CRAWL VILLAGE MUSIC FESTIVAL

2-minute walk

• 12-minute walk

 Annual Music & Arts Festival attracting 275,000 people

FIRST ONTARIO

**CONCERT HALL** 

including Broadway Shows and

The National Ballet of Canada

Year-round performances

### ART GALLERY OF ONTARIO

- 10-minute walk
- Recognized as one of the finest collections in Canada with 10.000 works

### ROYAL BOTANICAL GARDENS

24

- 13-minutes by car
- 2,422-acres nature sanctuary with 27 trails, attracting 387,104 guests annually

#### THE STANDARD



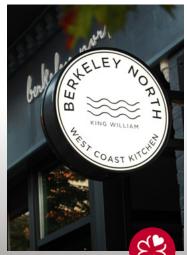
- 6-minute walk
- 7-course blind tasting menu, showcasing the finest seasonal ingredients

#### THE FRENCH



- 4-minute walk
- TripAdvisor: Rated 4.5 out of 301 reviews

#### BERKELEY NORTH

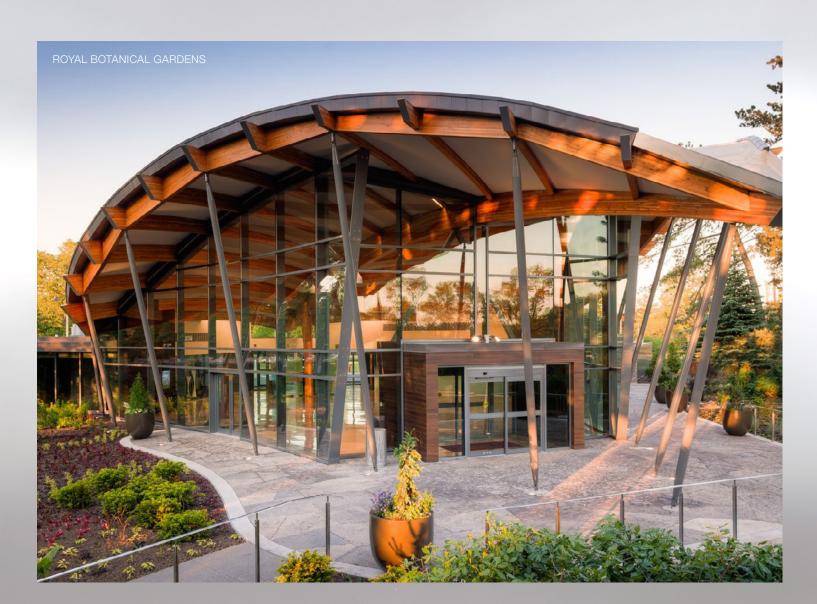


- 5-minute walk
- Rated highly by the Michelin Guide

### THE DIPLOMAT



- 4-minute walk
  - Casual fine-dining with global menu and unique cocktails





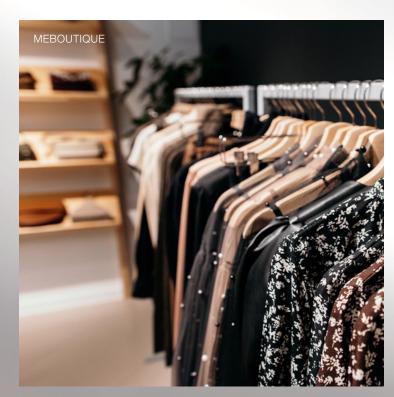
LANDMARK CINEMAS

- 8-minute walk
- 1,890-seat movie theatre featuring recliner seats



HAMILTON GENERAL HOSPITAL

- 9-minutes by transit
- 5-minutes by car
- 18,000 staff, physicians, researchers & volunteers



JACKSON SQUARE



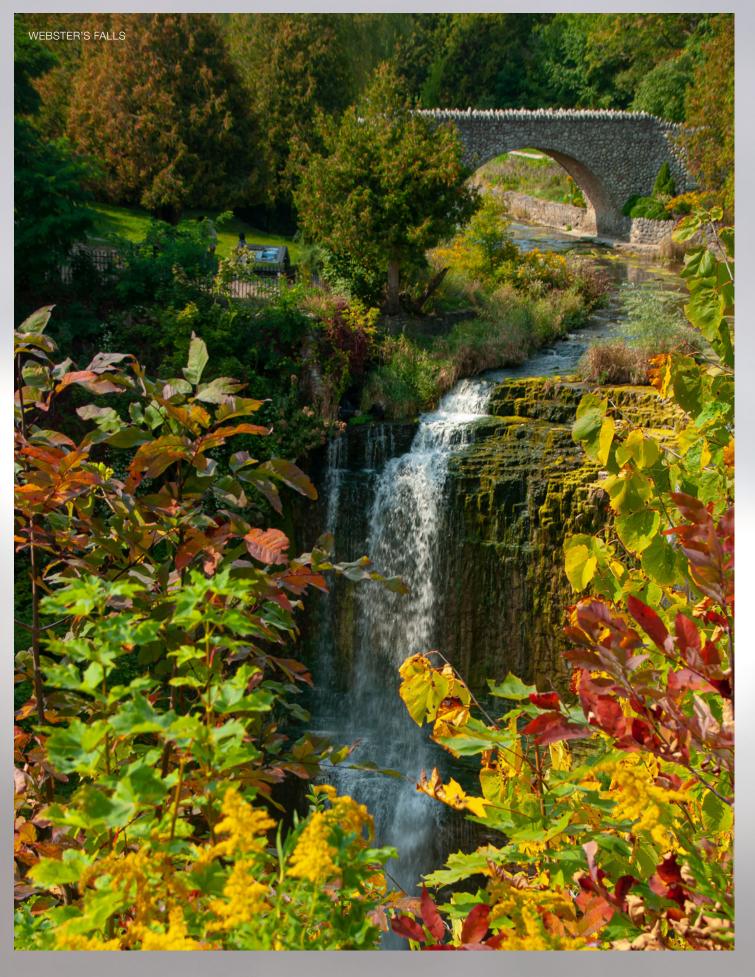
- 11-minute walk
- 4-minutes by car
- Fashion, electronics, food & more



HAMILTON PUBLIC LIBRARY

— CENTRAL BRANCH

- 6-minute walk
- Over 157,368 cardholders



## 20KM+ OF OUTDOOR NATURE TRAILS

Living in downtown Hamilton, you're only a short trip from some of Ontario's best trails and parks for nature lovers. Cootes Paradise, the Waterfront Trail, and Devil's Punchbowl Conservation area are just some of the spectacular green spaces you can access within less than 30 minutes of Chrome.

#### **ALBION FALLS**

Albion Falls is one of the most picturesque cascades in the region and one of the city's most popular. Formed over time in history into steps and fanning outwards into a beautiful cascade of water.

#### WATERFRONT WEBSTER'S **TRAIL**

7.5km of trails along the shoreline of Hamilton Harbour from Princess Point (Cootes Paradise) through Bayfront Park and the West Harbour.

### **FALLS**

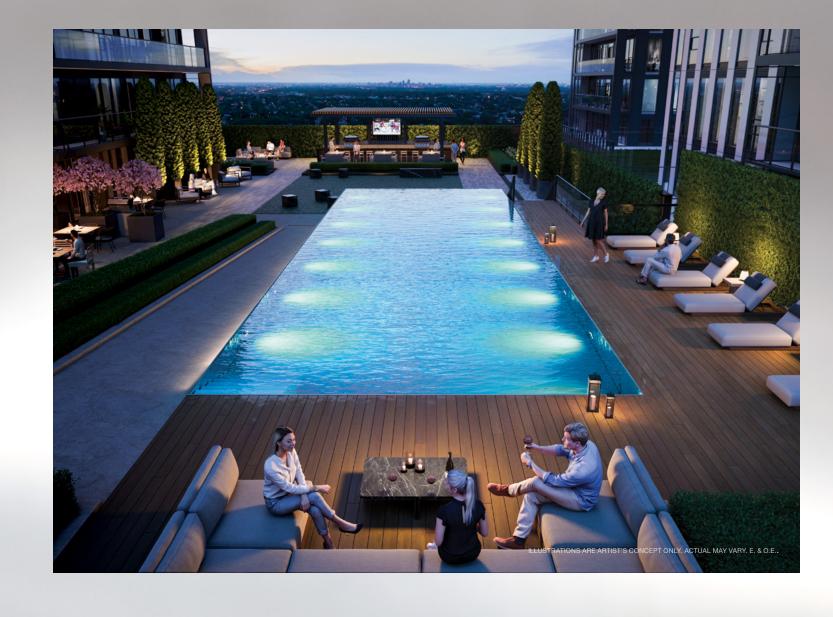
Webster Falls is the largest waterfall in the region — and one of the most popular. Located in the historic village of Dundas, it is close to hiking trails and beautiful green space.

#### **ERAMOSA** KARST TRAIL

4km of trails filled with underground caves and streams, meadows and forests.



## CHROME: THE BEST RESIDENTIAL CHOICE IN HAMILTON



#### **BURDIFILEK:** GLOBAL LEADERS IN DESIGN

Crafted by world-renowned design studio Burdifilek, Chrome features interiors of the highest standard seen in global brands.

#### **BEST AMENITY** PACKAGE IN HAMILTON

With up to 15,374 square feet of unparalleled amenities unseen anywhere else in the city, this community rises far above the ordinary. These amenities include an outdoor rooftop pool, co-working space, and a yoga studio.

03

#### **BEST** IN QUALITY

attention to detail in building quality and design, setting the standard for Hamilton residential buildings.

#### **FURNISHINGS** BY LOUIS VUITTON

Chrome displays a meticulous EMBLEM sets a new standard for elegance with world-class amenities furnished by Louis Vuitton, and luxury finishes for unparalleled long-term value.

05

#### AWARDED BEST **HIGH-RISE**

The Design District won the prestigious International Property Award for Best Residential High-Rise Development Development in Canada 2024-2025.



06

#### **BEST LOCATION** IN HAMILTON

Surrounded by premium outlets, designer boutiques & restaurants. A few minutes walk to FirstOntario Centre, a massive 18,000 capacity sports arena.

07

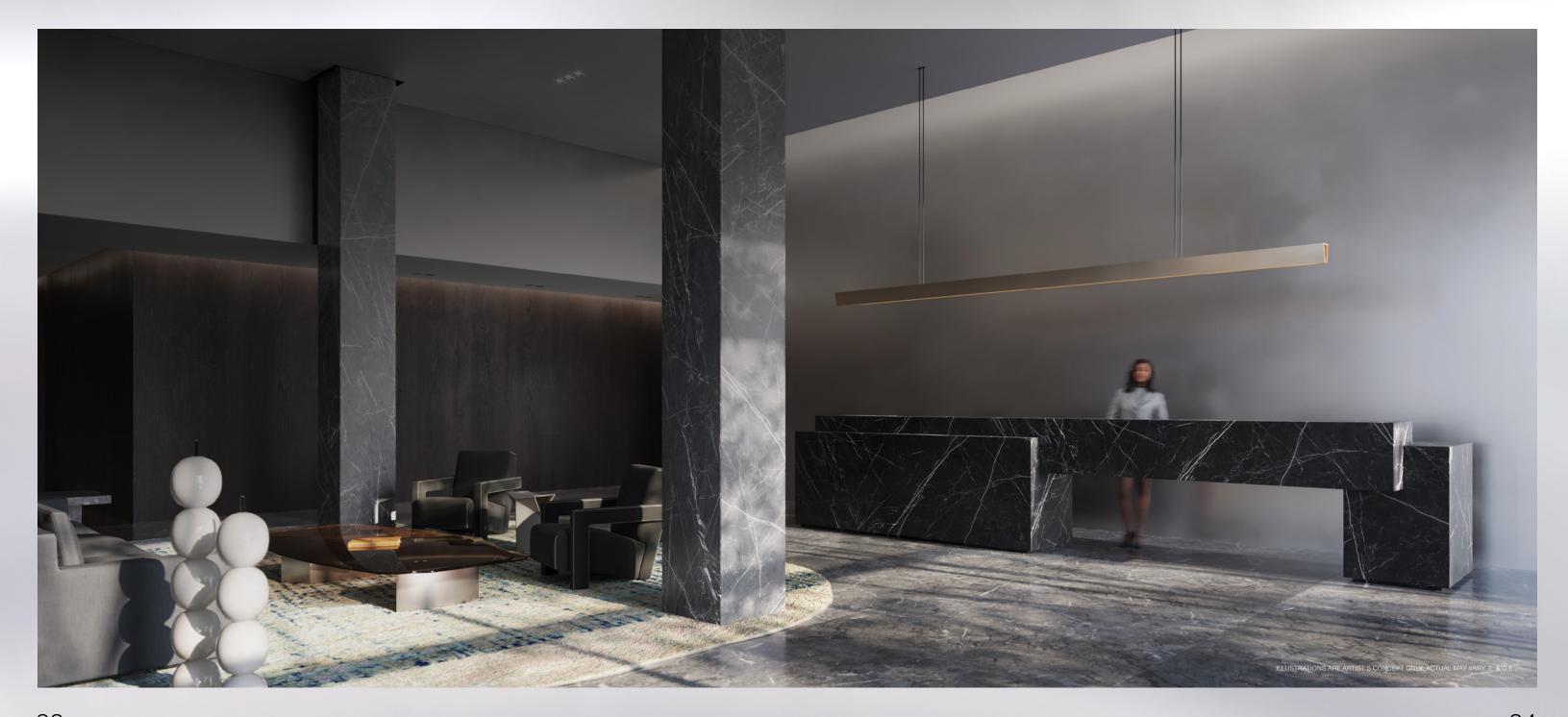
#### **OWN WITH** CONFIDENCE

The Design District is the largest project under construction in Hamilton in 2025. It is under construction in the most desirable location in Hamilton, which is seeing a +\$4 billion investment.<sup>26</sup>

26 Urban Toronto

## DESIGNER LOBBY NOT SEEN IN HAMILTON

Chrome evokes an impression of strength and confidence, balanced by an intimate feel in the luxurious 5-star amenity spaces.



## **BURDIFILEK:** MODERN ELEGANCE







Burdifilek is an award-winning interior design studio that puts creative intelligence, cultural relevance, and flawless execution at the forefront of all projects. The elegant, modern Interior design at Chrome draws from nature's canvas - wood, stone, natural tones - to conjure a feeling of comfort and tranquility. The amenity spaces highlight texture and colour, with woodwork balancing the overall look and feel.

#### **AWARDS**

BURDIFILEK HAS WON OVER 200 AWARDS INCLUDING:

INTERNATIONAL **ARCHITECTURE & DESIGN AWARDS** 

6 Prizes (Gold and Platinum) for Gallery Residence, Forest Hill Residence and Entourage Oeino for Entourage in 2024

INTERNATIONAL YACHT AND **AVIATION AWARDS** 

Designers of the Year: **BURDIFILEK** and Espen

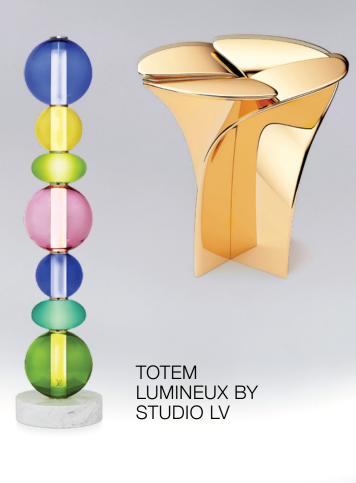
LIV HOSPITALITY **DESIGN AWARDS** 2024

Winner Interior Design Cruise Ship & Yacht for Entourage

**GRAND PRIX DU DESIGN** 2023

**Grand Winner** Gallery Residence

## FURNISHING BY LOUIS VUITTON







COCOON **LEOPARD** BY CAMPANA **BROTHERS** 

EMBLEM is creating exquisite spaces inside Chrome featuring furnishings from the world's leading luxury fashion house, Louis Vuitton. The revered Louis Vuitton applies rigour & high standards to even the smallest details. In neutral or bright shades, Louis Vuitton furniture permeates the space, providing structure.



Walking into the tranquil lobby, you are immediately compelled to slow down, to take in your surroundings and appreciate the thought and detail that has gone into creating this comfortably elegant space.



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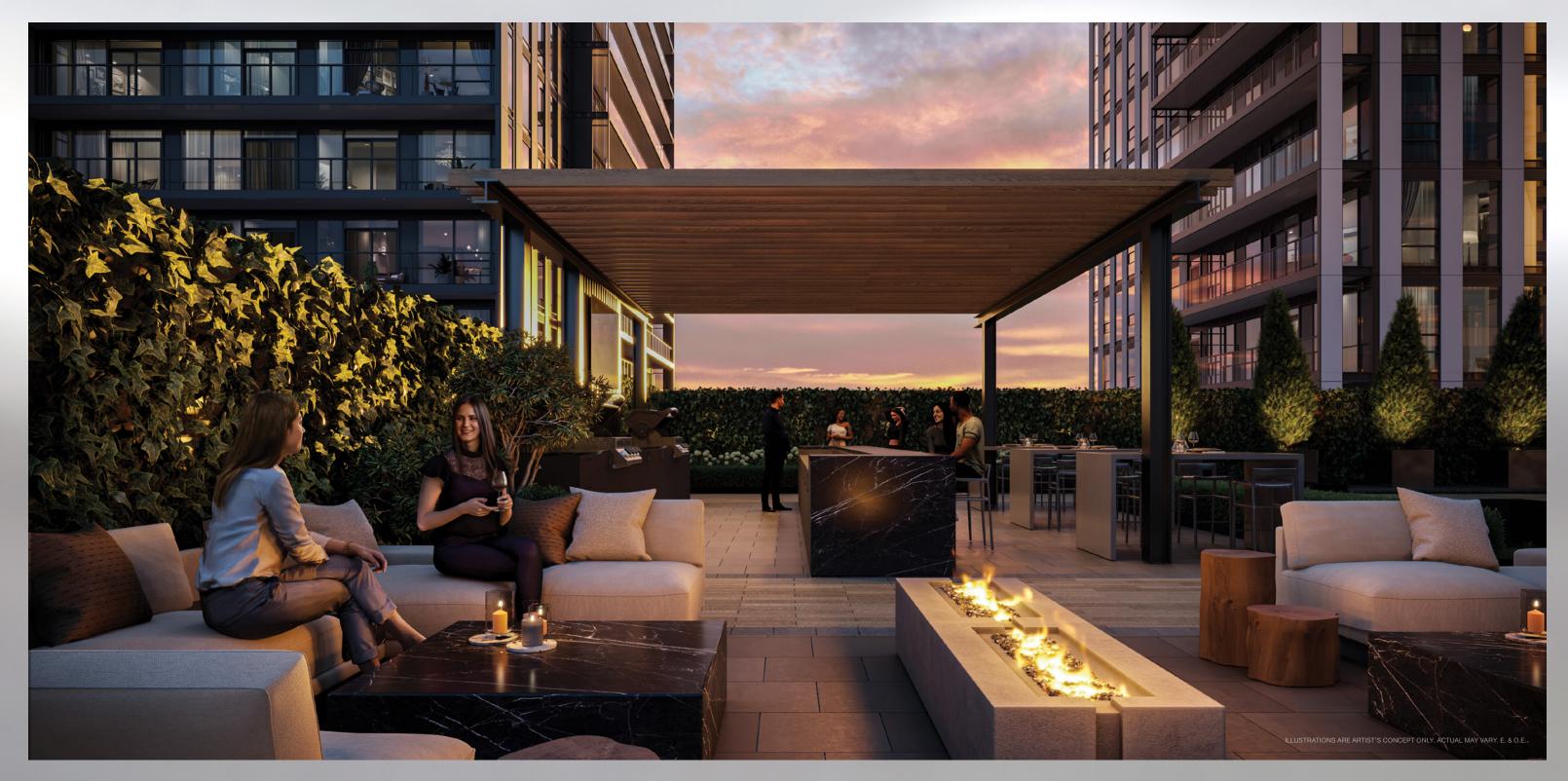


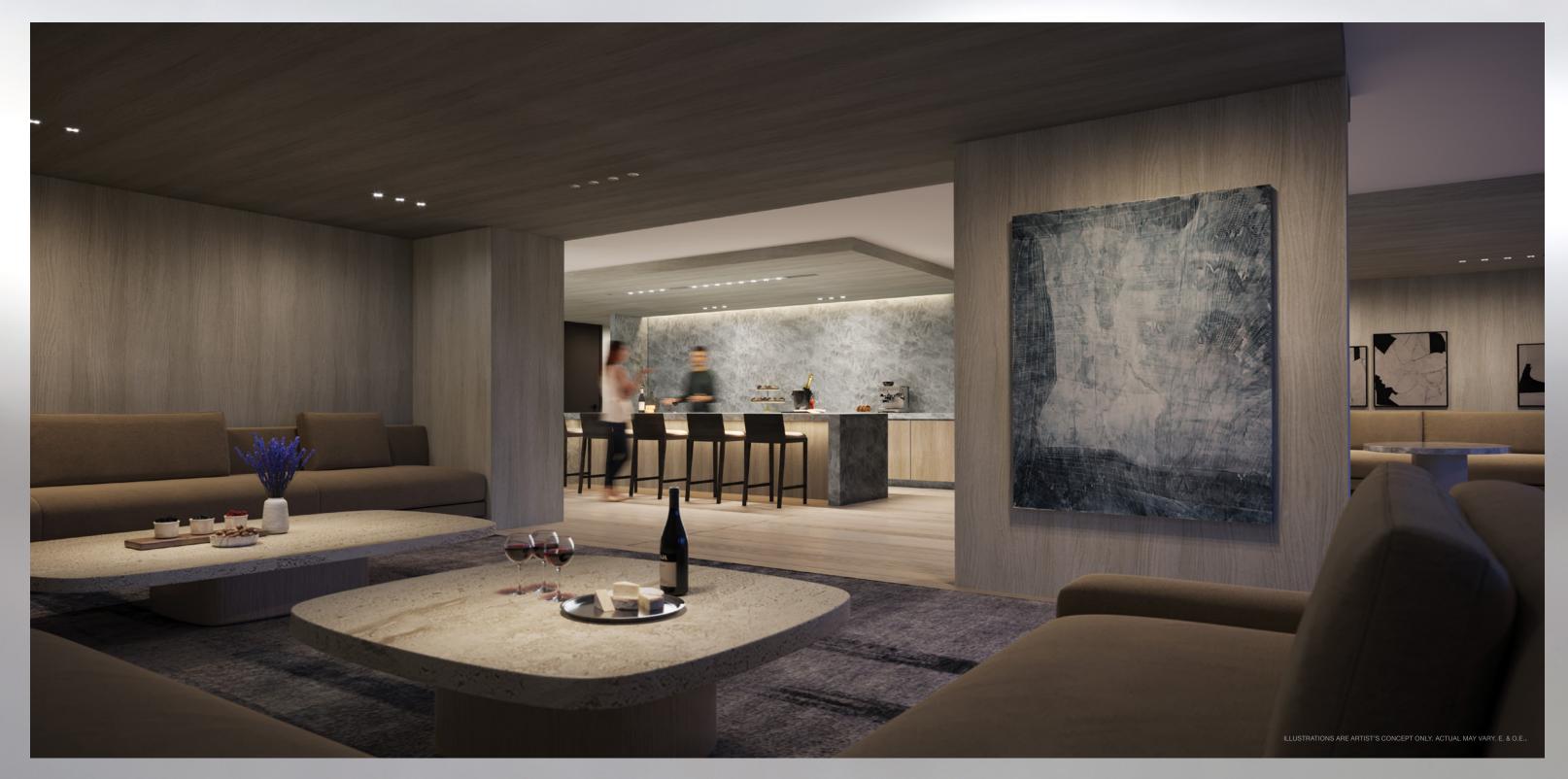


## BEST AMENITY PACKAGE IN HAMILTON

With impressive views of the city, the rooftop pool offers refreshing dips as well as comfortable lounge chairs and seating arrangements for relaxation or socializing.



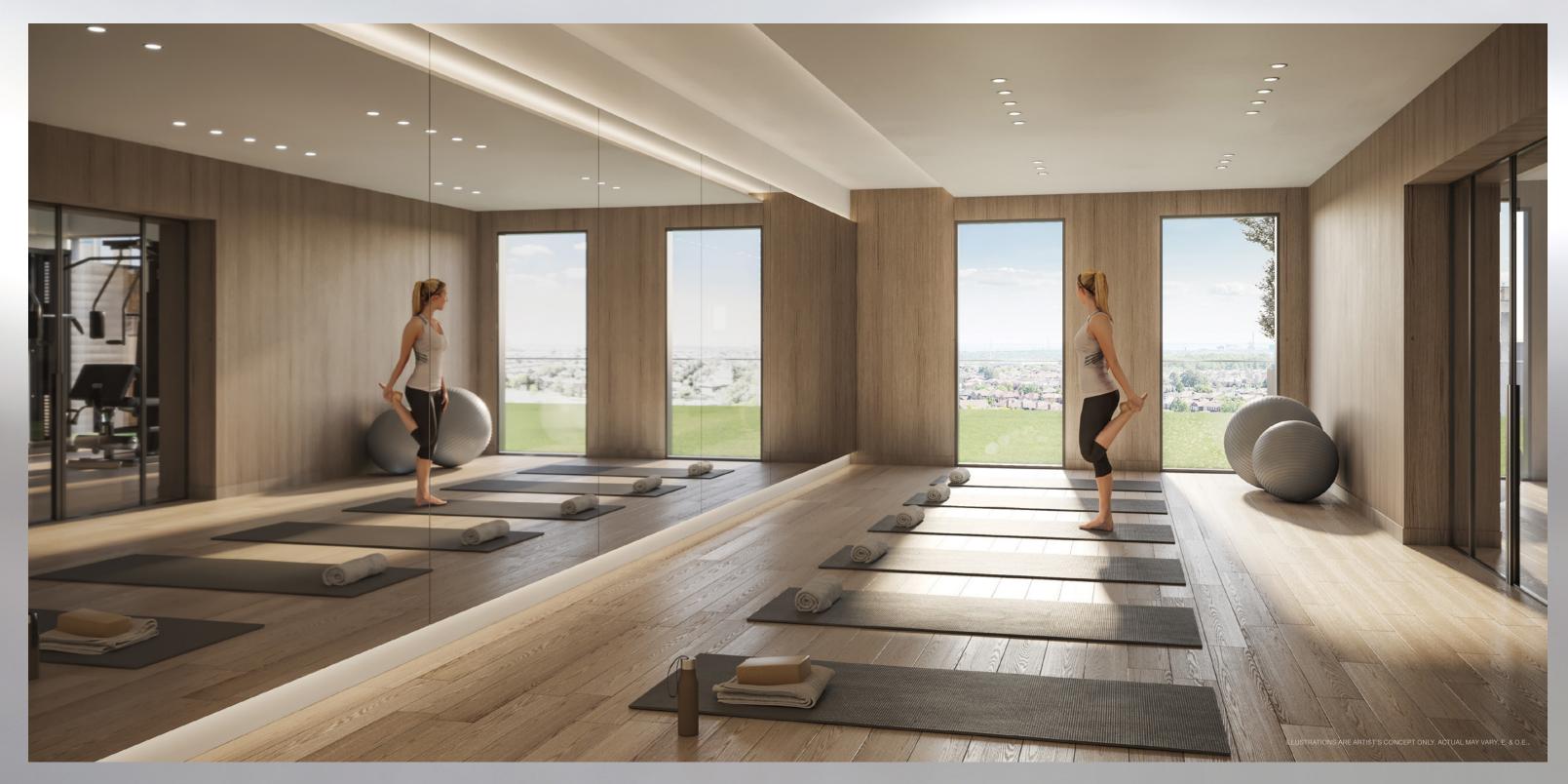




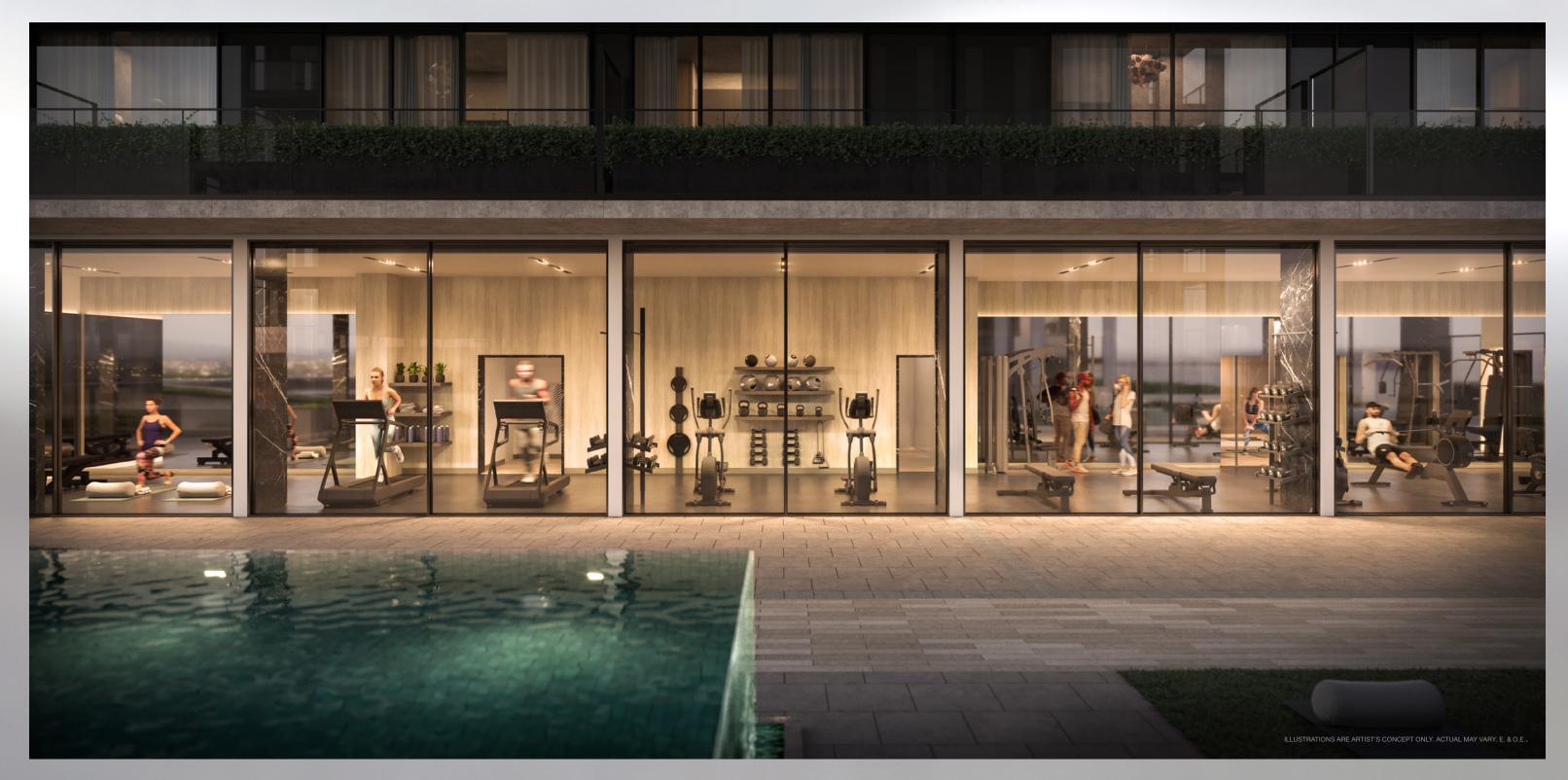
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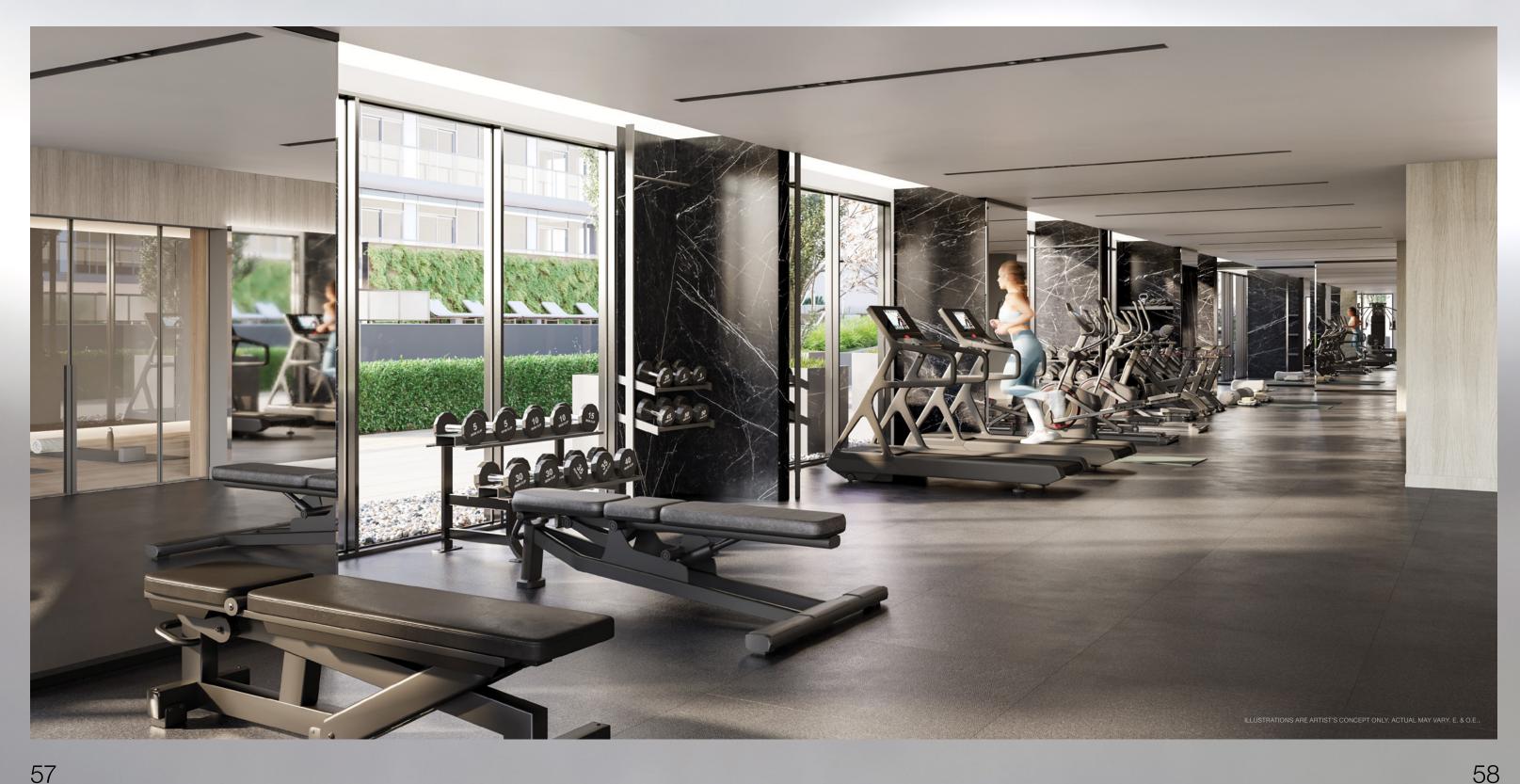
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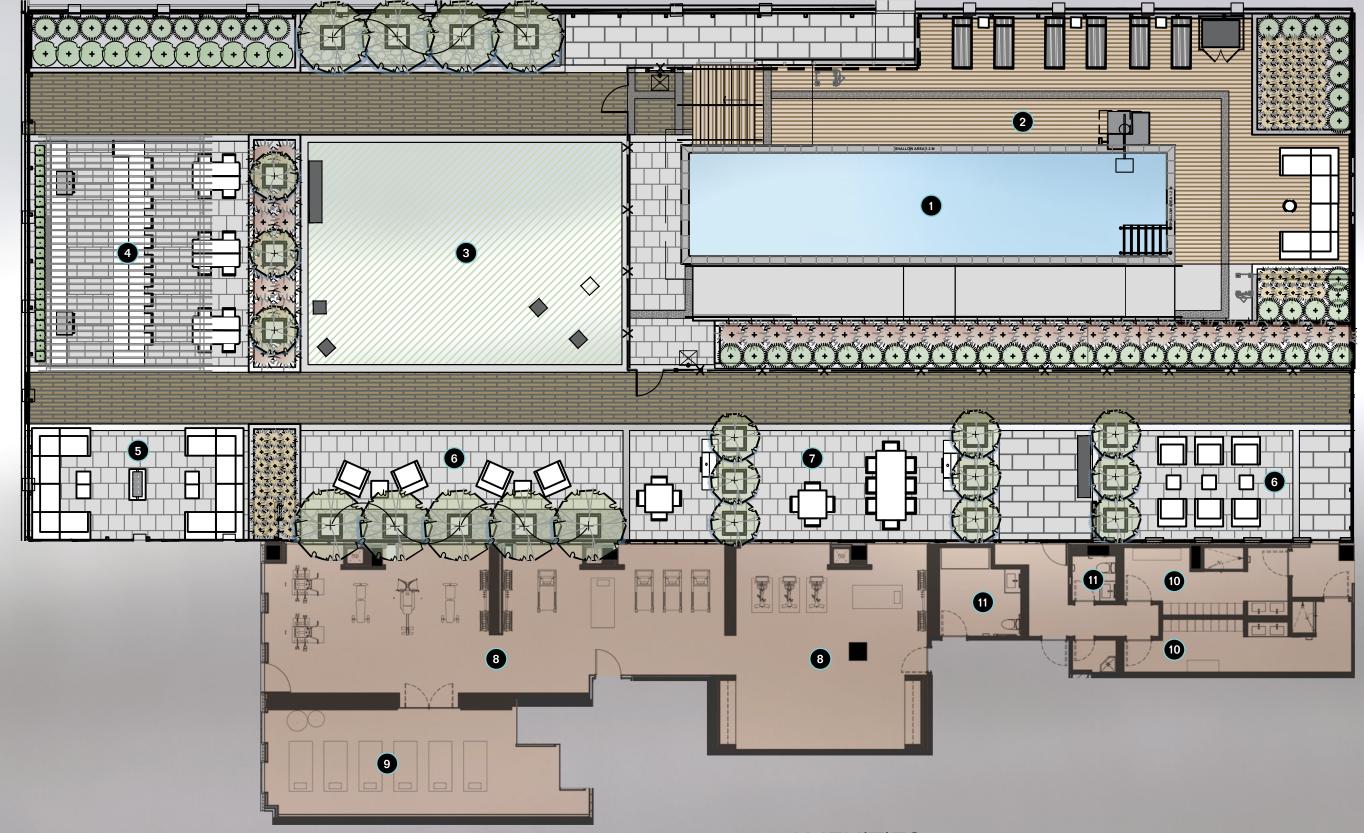


## BEST AMENITY PACKAGE IN HAMILTON



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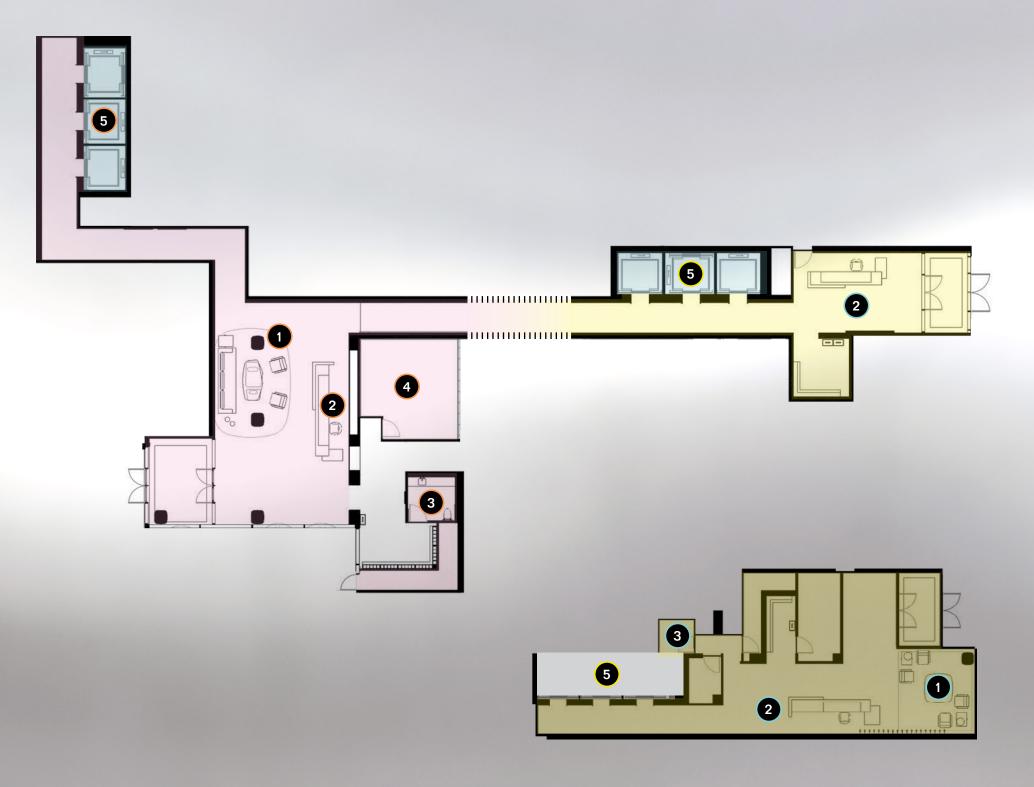


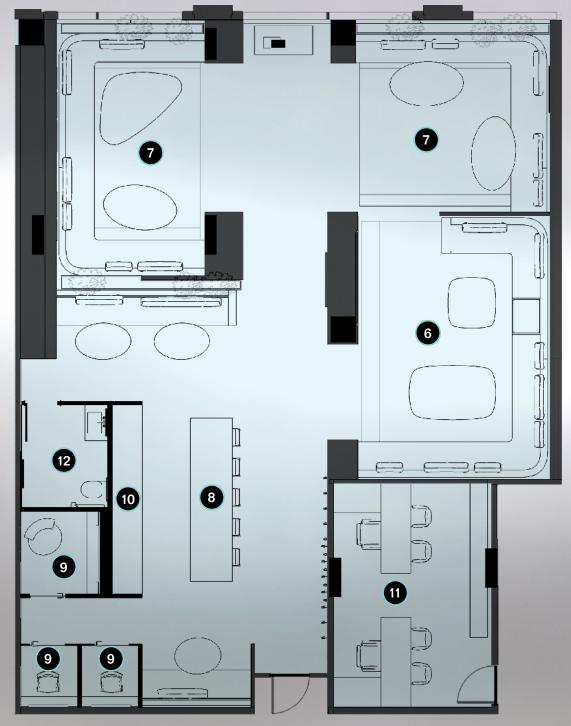


8TH FLOOR AMENITIES

**AMENITIES** 

- 1. Outdoor Pool
- 2. Pool Deck
- 3. Games Area
- 4. Outdoor Covered BBQ Station
- 5. Fire Pit & Lounge
- 6. Outdoor Lounge
- 7. Outdoor Dining
- 8. Fltness Centre
- 9. Yoga Studio
- 10. Change Rooms
- 11. Washrooms





# GROUND & MEZZANINE FLOOR AMENITIES

**AMENITIES** 

- 1. Lobby Lounge
- 2. Concierge
- 3. Washroom
- 4. Parcel Room
- 5. Elevators
- 6. Party Room Lounge
- 7. Co-Working Lounge
- 8. High-Table Seating
- 9. Meeting Room
- 10. Bar
- 11. Management Office
- 12. Washroom

### FEATURES & FINISHES

#### SUITE PERFECTION

Aligning with EMBLEM's exceptional design philosophy, every suite at Chrome features high-end finishes found in buildings with a much higher price point, modern name-brand appliances and lighting, and unique details that work together to create stunning interiors.



#### **GENERAL FEATURES**

- Timeless podium building with three-iconic 31 storey towers located in Downtown Hamilton
- Contemporary architectural design
- Balconies with modern railing systems\*
- 24-hour, 7-day-a-week concierge\*\*
- Three high-speed elevators per tower

#### KITCHEN & DINING

- Ombré or Neige package contemporary kitchen cabinetry\*~^\*\*\*
- Composite quartz slab countertops\*~
- Composite quartz kitchen backsplash\*<sup>\*</sup>
- Undermount sink, with single lever pull-down spray faucet in chrome finish\*
- Where applicable and as per plan.
- \*\* See disclosure documents for full details
- \*\*\* See Sales Representative for further details
- As per vendor's pre-selected standard finish packages.
- Ceiling heights are subject to bulkheads, dropped ceilings and structural beams.

#### SUITE FEATURES

- ~9' ceiling heights with smooth finishes throughout^
- Wood plank vinyl flooring\*~ in the foyer, living/dining room, kitchen, bedroom(s), and den
- Swing door(s) (hollow core and/or glass) throughout\*
- 4" flat-cut baseboards throughout with 2" flat-cut casings
- Semi-gloss off-white paint in bathroms and trim\*
- Balconies and terraces with sliding and/or swing doors\*
- Floor-to-ceiling, insulated, double glazed aluminum windows\*^

#### **BATHROOM FIXTURES**

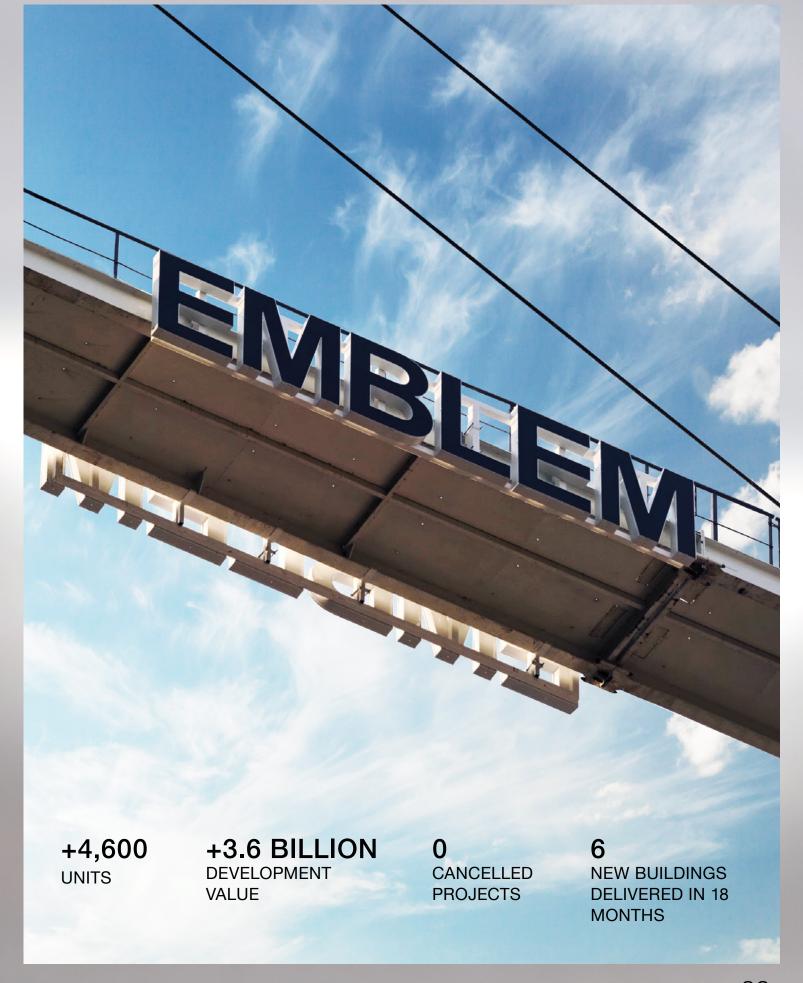
- Ombré or Neige with custom vanity bathroom cabinetry featuring composite quartz countertop and undermount sink\*-^\*\*
- Custom-designed mirror above vanity and wall sconce\* ^^
- Full-height ceramic tiling in the tub surround and separate shower stall\*^
- Frameless glass shower door\*



## THE DEVELOPER

#### **EMBLEM**

EMBLEM Developments is one of the most active real estate development firms in the GTA, known for its investment-driven approach and high-quality residential communities. EMBLEM Developments has earned a reputation as a forward-thinking developer with meticulous attention to design. EMBLEM's investment in suite layouts, finishes and building design has positioned the company to achieve record sales pricing at each project launch. The EMBLEM portfolio continues to grow, with over 4,600 residences representing \$3.6 billion of development value.



## THE MARK OF EXCEPTIONAL DESIGN

RECORD-BREAKING SIX NAHB AWARDS IN ONE YEAR, NORTH AMERICA WIDE

2023 OHBA BEST SUITE DESIGN FINALIST FOR THE DESIGN DISTRICT

**BILD BEST SUITE DESIGN FOR 1 JARVIS** 

6 WEHBA AWARDS FOR THE DESIGN DISTRICT

BEST HIGH-RISE BUILDING IN CANADA, ALLURE, CHBA FINALIST FOR 2024

INTERNATIONAL PROPERTY AWARDS'
RESIDENTIAL HIGH RISE DEVELOPMENT
FOR ONTARIO WITH THE DESIGN DISTRICT





BEST RESIDENTIAL HIGH RISE DEVELOPMENT CANADA

The Design District by EMBLEM Developments

2024-2025





## CHRONE

Best Quality in Hamilton
Best Location in Hamilton
Best Investment in Hamilton





BEST RESIDENTIAL HIGH RISE DEVELOPMENT CANADA

The Design District by EMBLEM Developments

2024-2025

