



**B**

THE BIRMINGHAM

**WHERE  
INDUSTRY  
GROWS**

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# FROM FACTORY TO FUTURE



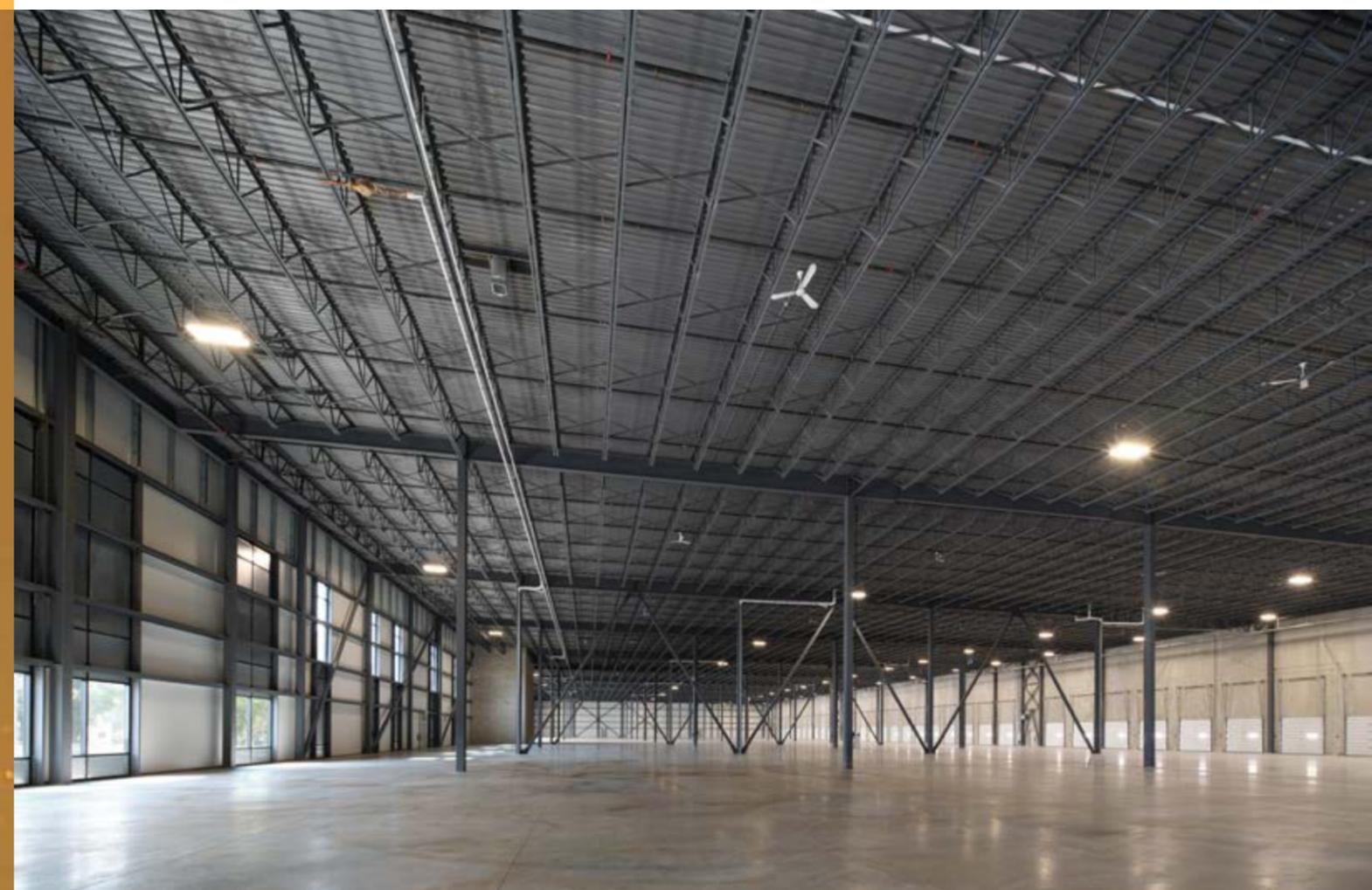
# B

## THE BIRMINGHAM

Where Industry Grows

# 398,000 SF

of purpose-built industrial space, designed for forward-thinking modern businesses.



# RECOGNIZING THE HISTORY



For almost 80 years, the Campbell Soup Factory was synonymous with South Etobicoke.

Built on farmland, this neighbourhood developed into one of the first major Toronto-area employment districts during the 1930s.

Engrained in the neighbourhood's culture, some of the nearest homes are just steps away from the factory's front doors, and a school was built just across the street to accommodate the children of the Campbell Soup Factory employees. Generations of local residents made their living at the intersection of Birmingham Street and Dwight Avenue.

Visually, the factory was known for its art deco architecture. To preserve the important history of the site and its influence on the neighbourhood, QuadReal has retained the southern façade to be incorporated with the new building. Modern development requires a balance of history and authenticity, and paying homage to such an iconic part of the city is the best way to ensure the legacy lives on.





## QuadReal Property Group,

Known for developing and managing over 45 million square feet of commercial real estate in Canada, QuadReal proudly introduces its newest development: The Birmingham.

Built on the site of the historical Campbell Soup Factory in the heart of South Etobicoke, The Birmingham offers a unique industrial opportunity to companies seeking to build a presence within the GTA. Transit, highways, and residential areas surround this accessible site, making it convenient for your employees and for reaching your customers.

# THE OPPORTUNITY

An opportunity for your business to build a presence in a last-of-its-kind location.

From light industrial to ecommerce, The Birmingham's flexible space is the right fit for any company looking to make a foothold in the GTA. This is the chance to customize a location for your specific needs and business goals.

Close to Lake Ontario, The Birmingham's proximity to the downtown core as well as dense suburbs make this an ideal location for any business. With residential areas nearby, employees can cut their commute and enjoy a healthy work-life balance.

**398,000 SF  
OF FLEXIBLE  
FLOORPLANS**

**86 LOADING  
DOCKS**





# THE PROJECT

Three buildings made for the future of your business in Toronto.



Highway 401 North



Gardiner Expressway North



Highway 404 East



Highway 427 West



LEED-Inspired Building



Last Mile



Flexible Floorplan Sizing



Ample Loading Docks



E-commerce



Security



Close to Transit



Walking Distance to Dining and Cafés



Employee Parking

# The Birmingham's Proximity & Distance To Key Areas

The Birmingham provides unparalleled access to cities in the GTA. Due to the close proximity to several highways, it is easy for companies to reach customers in an efficient and cost-effective manner, while the site's convenient location near several residential areas and transit make it an attractive destination for the local labour market.

- 5km RADIUS
- 10km RADIUS
- 30km RADIUS
- TRADE AREAS
- 1 PEARSON AIRPORT
- 2 BILLY BISHOP AIRPORT
- 3 CN TOWER





6 MINUTES TO LAKESHORE BLVD BY FOOT  
 5 MINUTES TO GARDINER EXPRESSWAY VIA CAR  
 5 MINUTES TO HIGHWAY 427 VIA CAR  
 15 MINUTES TO HIGHWAY 401 VIA CAR  
 20 MINUTES TO HIGHWAY 407 ETR VIA CAR  
 10 MINUTES TO MIMICO GO STATION VIA TTC  
 15 MINUTES TO LONG BRANCH GO STATION VIA TTC  
 20 MINUTES TO ISLINGTON STATION VIA TTC  
 20 MINUTES TO PEARSON INTERNATIONAL AIRPORT

- COFFEE SHOPS & SWEETS**
1. The Big Guy's Little Coffee Shop
  2. Tim Hortons
  3. The Sydney Grind
  4. Sesame Pastry
  5. Delica Bakery & Pastry Inc
  6. Sweet Olenka's
  7. Sanremo Bakery

- QUICK PICKUPS**
1. McDonald's
  2. Popeyes Louisiana Kitchen
  3. Calabrese Pizza
  4. Pizza Hut
  5. Pizza Pizza
  6. Domino's Pizza

- RESTAURANTS**
1. The Mandarin
  2. K&B Sushi
  3. Milestones
  4. Cellar Door Restaurant
  5. Maple Leaf House Grill & Lounge
  6. Dakotas Sports Bar & Grill
  7. Kitchen On Sixth

- BREWERIES**
1. Great Lakes Brewery
  2. Cool Beer Brewery Company
  3. Black Oak Brewing Co.

- RETAIL**
1. Costco Wholesale
  2. LCBO
  3. Shoppers Drug Mart
  4. Canada Post
  5. Mario & Selina's No Frills
  6. LA Beauty Secrets
  7. Cineplex Cinemas Queensway & VIP

- PARKS & RECREATION**
1. Prince of Whales Park
  2. Lakeshore Village Park
  3. Colonel Samuel Smith Park
  4. Rotary Peace Park
  5. Cliff Lumsdon Park
  6. Mimico Waterfront Park
  7. Mimico Arena
  8. Mimico Tennis Club
  9. CrossFit Colosseum
  10. OTC Toronto

- THE NEIGHBOURHOOD**
1. Toronto Public Library - New Toronto Branch
  2. YMCA of Greater Toronto
  3. Toronto Lamp YMCA Child Care Centre
  4. Westlake Boutique Hotel

**B**  
THE BIRMINGHAM



# BUILT GREEN

# FOR THE FUTURE



To contribute to sustainability in the commercial space and reduce tenants' carbon footprint, The Birmingham is designed with an abundance of green features.



White roofs limit heat absorption and reduce energy costs.



EV charging stations to support Toronto's growing EV infrastructure.



On-site bike racks to promote sustainable transportation and active, healthy living.



Curated landscape design with mature trees and foliage that seamlessly integrates into the surrounding residential community.



Solar installed on-site.



High use of concrete over asphalt to reduce "heat island" effect.

# THE LAST MILE ADVANTAGE

The Birmingham Offers Superior Efficiency & Logistics

## 848,000 CUSTOMERS

live within a 10km radius to The Birmingham.

## 1,000,000 SERVICE WORKERS

are within a 60 minute driving radius to The Birmingham during rush hour.

## 50% OR GREATER DECLINE IN TRANSPORTATION COSTS

to Toronto core vs shipping from traditional first mile submarkets.

## EVEN DURING PEAK TRAFFIC, 5,500,000 CUSTOMERS

are within a 60 minute driving radius to The Birmingham.

## STRONG LABOUR FORCE OF 160,000 SERVICE WORKERS

live within a 10km radius to The Birmingham.



# BUILDING LOGISTICS

With 80 truck-level doors and 6 drive-in doors across the entire site, The Birmingham is built with modern business needs in mind.



Carefully configured outdoor space makes for seamless logistics, faster loading, fewer traffic jams, less idling, and more efficient use of time.

Delivery access and drive aisles serving the truck courts are provided via a dedicated access point along New Toronto Street, separate from the three vehicular access points or employee and visitor parking, and ensure efficient logistics flows while avoiding conflicts. The below-grade loading/unloading area will mitigate noise and visual disruptions to surrounding neighbourhood streets.

**80 TRUCK-LEVEL DOORS  
(1 PER 5,000 SF RATIO)**

**INDUSTRIAL BUILDING 1**

157,710 SF  
36' CLEAR

**INDUSTRIAL BUILDING 2**

120,671 SF  
36' CLEAR

**INDUSTRIAL BUILDING 3**

119,393 SF  
36' CLEAR

THIRD STREET

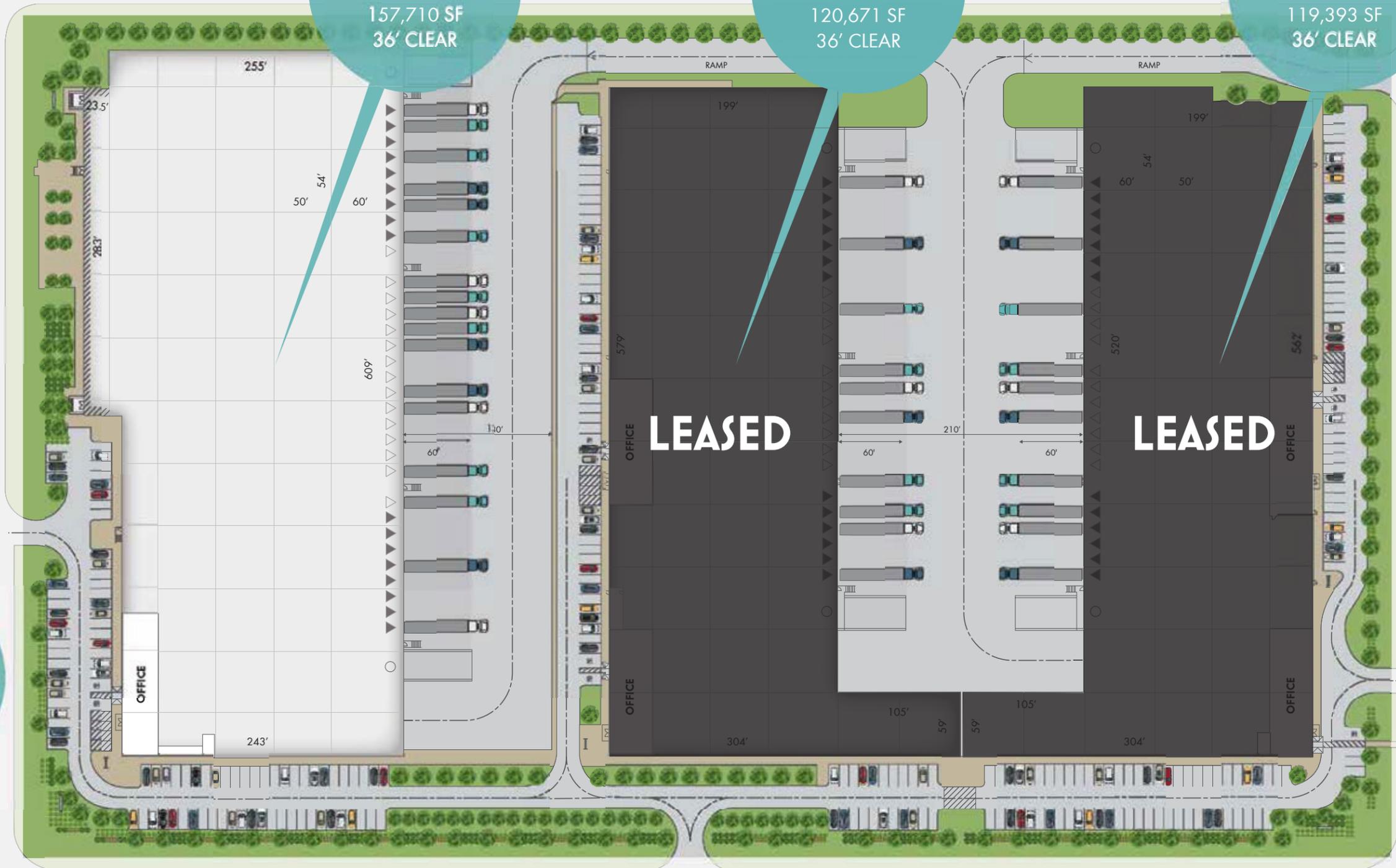
BIRMINGHAM STREET

NEW TORONTO STREET

DWIGHT AVENUE

**LEASED**

**LEASED**



# COMMITTED TO COMMUNITY

QuadReal's vision for The Birmingham is a commercial space that improves the lives of local residents

with improved public spaces that include landscaped green spaces and improved pedestrian and cycling infrastructure.



We want to contribute to the community and be a part of its future. Working together to create a lasting and vibrant presence in the neighbourhood is important to us as we forge a new path on the former site of the Campbell Soup Factory.

The Birmingham is the the future of commercial industrial development in South Etobicoke and the GTA.

We're building for business, building for the community, and building for the future.

# THE TEAM

**QuadReal Property Group is a global real estate investment, development and operating company headquartered in Vancouver, British Columbia.**

Its assets under management are \$98.5 billion. From its foundation in Canada as a full-service real estate operating company, QuadReal has expanded its capabilities globally for investments in equity and debt in both the public and private markets. QuadReal invests directly through operating platforms in which it holds an ownership interest and via programmatic partnerships.

QuadReal seeks to deliver strong investment returns while creating sustainable environments that bring value to the people and communities it serves. Now and for generations to come.

**QuadReal: Excellence lives here.**

VANCOUVER

**TORONTO**

NEW YORK

LONDON

HONG KONG



## QUADREAL'S TORONTO PRESENCE

Adding to our current Industrial portfolio spanning 10.3M sq ft. across Eastern Canada, QuadReal will play a significant role in the future of industrial. We are leveraging our global expertise and development acumen to build the next-generation of industrial inventory across Ontario.

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# THE BIRMINGHAM

Where Industry Grows



All specifications and depictions contained herein, including the site plan layout, are based on preliminary plans, are subject to change and do not constitute a representation, warranty or covenant of any kind by Landlord/Owner.