



URBAN REFORM REALTY INC., BROKERAGE

URBAN**REFORM**®

Company Overview

Our mission is to completely reimagine how people live.

Fitzrovia is proud to lead the future of rental living, feeling more like a premium hotel than your average apartment building, and acting as a vibrant backdrop for their residents. They oversee every facet of their buildings, from construction and design to hiring and training their exceptional staff. They are on a mission to universally reinvent the rental housing experience.



300+ Employees, with Office in **Toronto and Montreal**



8 Towers Completed*



15 Towers Under Development and Construction



8 Income Producing Properties **Owned and Managed**



8,800 Total Units



fitzrovia.ca

\$10 billion in Assets **Under Management**

The future of rental living is here.

Project





Bloor + Dufferin

transit.

PROJECT OVERVIEW

The Marlow masterplan is a communityoriented, pedestrian-first, mixed-use development located on the south west corner of Bloor and Dufferin. The development is envisioned as a world-class example of urban design that prioritizes vibrant community spaces and the preservation of the neighbourhood's rich heritage components. The master plan in partnership with Hazelview will feature more than 2,000 residential units, including 56 designated as affordable housing. It will also introduce a new private road and expansive open spaces. With a direct connection to the TTC via an underground tunnel from Dufferin Station, residents will enjoy seamless access to public

PROJECTED COMPLETION Q1 2026

RESIDENTIAL UNITS 897

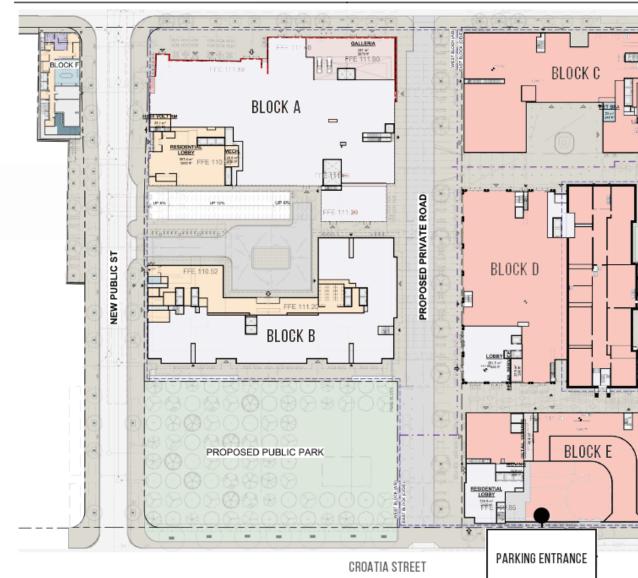
COMMERCIAL PARKING 90

> TOTAL OFFICE GLA 27,000 SF

TOTAL RETAIL GLA 45,000 SF







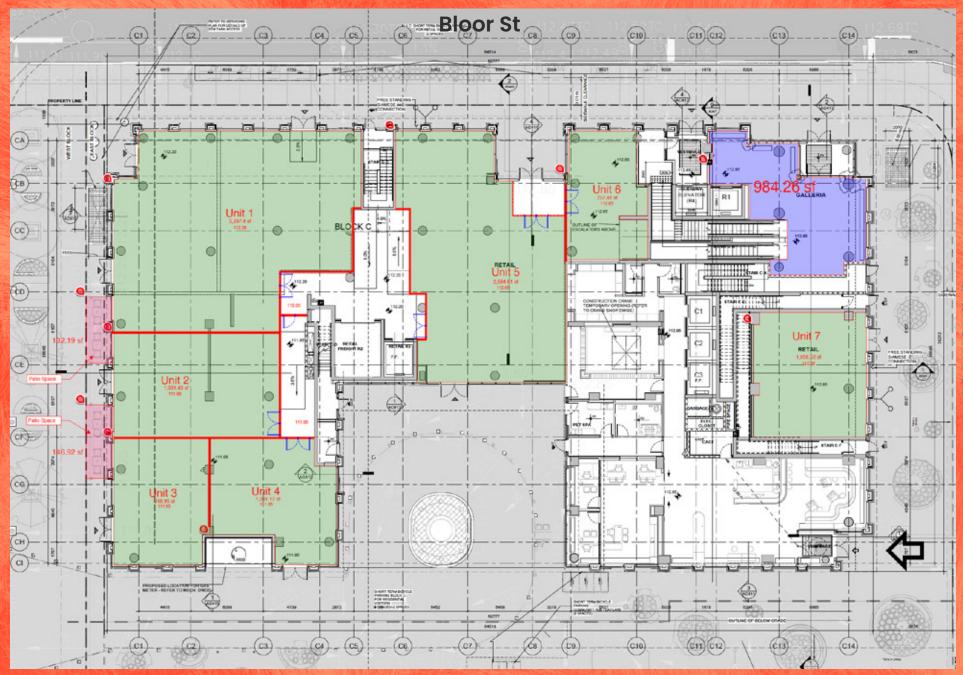
Site Plan

DUFFERIN STREET

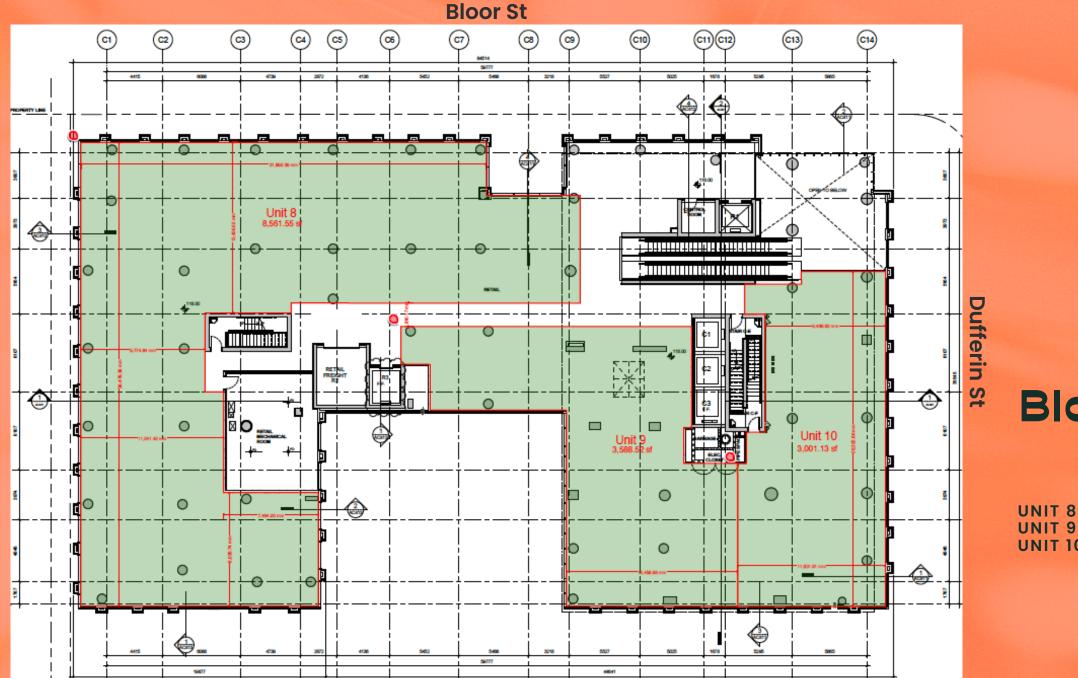


Block C

UNIT 1:	3,297 SF	AVAILABLE
UNIT 2:	1,332 SF	AVAILABLE
UNIT 3:	919 SF	AVAILABLE
UNIT 4:	1,081 SF	AVAILABLE
UNIT 5:	2,585 SF	AVAILABLE
UNIT 6:	738 SF	AVAILABLE
UNIT 7:	1,057 SF	AVAILABLE



Dufferin St



Block C

UNIT 8: 8,561 SF AVAILABLE UNIT 9: 3,588 SF AVAILABLE UNIT 10: 3,001 SF AVAILABLE

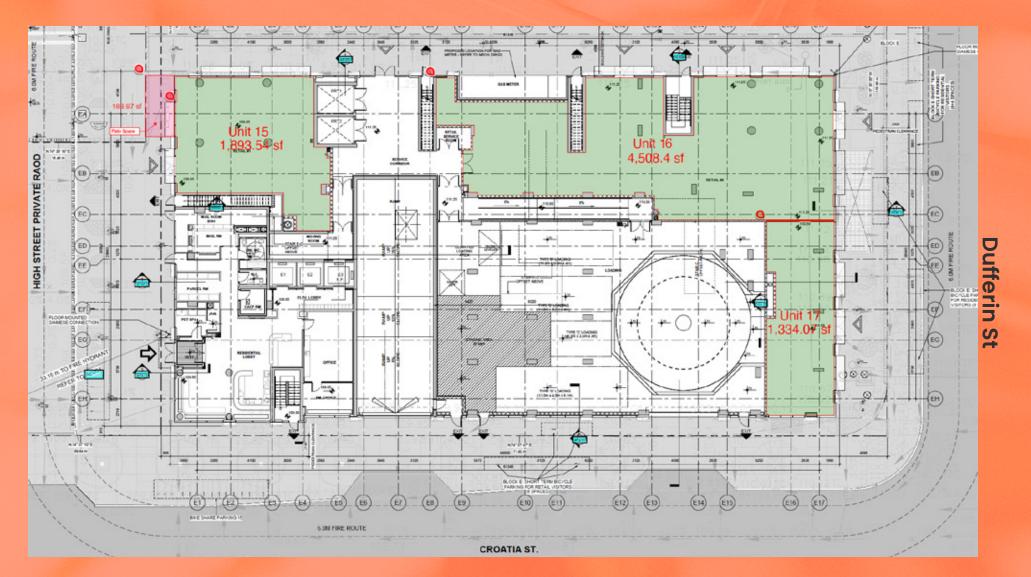
Block D

UNIT 11: 3,021 SF AVAILABLE UNIT 12: 1,500 SF AVAILABLE UNIT 13: 1,693 SF AVAILABLE UNIT 14: 1,944 SF AVAILABLE





Dufferin St



Block E

UNIT 15: 1,894 SF AVAILABLE UNIT 16: 4,508 SF AVAILABLE UNIT 17: 1,334 SF AVAILABLE



Nº 10 DEAN

INFUSE FLAVOUR INTO YOUR ROUTINE

All Fitzovia Collection communities are home to 10 DEAN, a new third-ware cafe and bar known for infusing aroma and flavour into your daily routine. Experience the perfectly balanced espresso from our rotating selection of single origin beans or savour a refreshing cocktail that was hand-crafted just for



A-B-C, NOW EASY AS 1-2-3

Bloomsbury Academy provides the Fitzrovia Collection of properties with a best-in-class year-round preschool and kindergarten program. Following innovative best practives in early childhood education, Bloomsbury offers an inclusive learning environment to support all aspects of a child's wellbeing.

Bloomsbury reflects Fitzrovia's commitment to positive social impact by supporting urban families and their busy schedules.





FROM RUFF TO FLUFF

Stocked with lush, pet-friendly shampoos and the best in wash, dry and grooming equipment, Beauty for the Beast is a one-of-a-kind paw-spa designed specifically for our residents' furry friends.

Our valued companions enjoy complimentary treat breaks in between grooming treatments, and a five-star treatment that matches the comfort and quality of our community experience. Cucumber slices not included.



Experience peace of mind with complimentary access to virtual care from Cleveland Clinic Canada, a global healthcare leader.

Using innovative technology, you can confidentially connect with a Cleveland Clinic Canada clinician for non-emergency





YOUR HEALTH MATTERS



Schools

- St. Sebastian Catholic School
- 2. Westside Montessori School
- 3. St. Helen Catholic School
- 4. St. Mary Catholic Academy
- 5. St. Anthony Catholic School

Parks / Recreation

- 6. Dufferin Grove Park
- Trekfit Outdoor Wokrout Park
- 8. Brockton Stadium
- 9. Paradise Theatre
- 10. Dovercourt Park
- 11. Toronto Public Library Bloor/Gladstone Branch

Grocery / Pharmacy

- 12. No Frills
- 13. Walmart Supercentre
- 14. Bengal Grocery
- 15. Remedy'sRx Últra Pharmacy
- 16. Easy Health Food Store

Retail

- 17. The Spot
- 18. The Monkey's Paw
- 19. Re-Life Vintage
- 20. The Wanderly
- 21. La Leur
- 22. Sweet Pete's Bicycle Shop
- 23. United Boxing Club

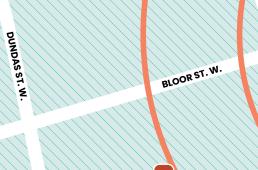
Restaurants

- 24. Sugo
- 25. Bakerbots Baking
- 26. Sarang Kitchen
- 27. Burdock Brewery
- 28. Monte Bianco Italian Cuisine and Pizzeria
- 29. The Three Speed
- 30. Osteria Rialto
- 31. Parllel
- 32. Paradise Grapevine Winery
- 33. General Public
- 34. Ethica Coffee Roasters
- 35. Pancho's Bakery
- 36. Gus Tacos
- 37. Saving Gigi
- 38. Giulietta
- 39. Lardo
- 40. Oroshi Fish Co.
- 41. Milou

- Connectivity
- 42. Dufferin TTC Station 27,837 Avg. Daily Weekday Customers

Dufferin Mall

- LCBO
- Sephora
- Winners



3

32 33 31

DUFFERIN ST.

27 21 42

D

13

12

29 28

DUPONT ST.

18

17

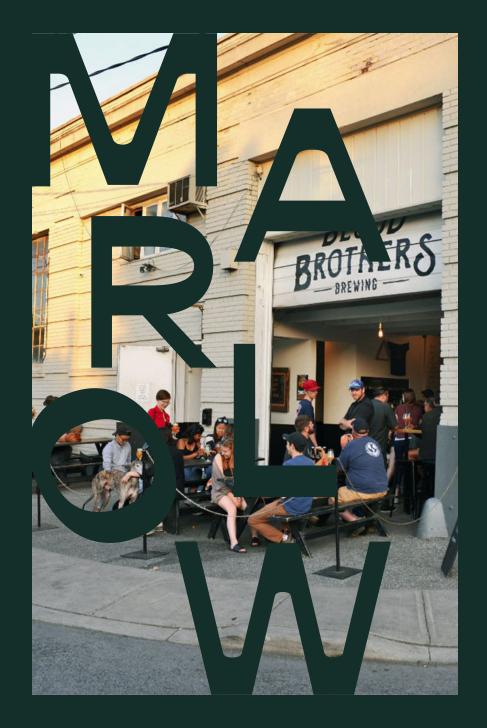
24

LANDSDOWNE

Z













Marlow

Demographics

3KM RADIUS

POPULATION SIZE, 2024

287, 233

\$131,660

130,329

AVG. HOUSEHOLD INCOME

HOUSEHOLDS, 2024

MEDIAN AGE

37.5

50.3%

BACHELOR DEGREE & HIGHER

264,187

DAYTIME POPULATION

PROJECTED HOUSEHOLDS, 2029

\$156,334

306,589

PROJECTED POPULATION, 2029

139,185

PROJECTED AVG. HOUSEHOLD INCOME, 2029



Contact



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BY FITZROVIA