

CONCEPTUAL PLANS PACKAGE

KELLOGG'S DISTRICT MASTER PLAN

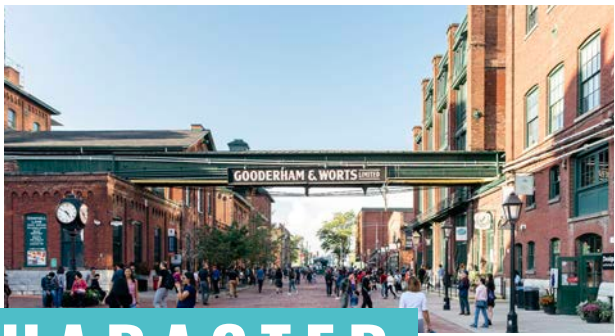
100 KELLOGG LANE

 CITY PLANNING
SOLUTIONS
EXPERIENCE • KNOWLEDGE • CREATIVITY

[siv-ik]

VISION

THE KELLOGG'S DISTRICT WILL BE A PLACE THAT:



CHARACTER

...has a strong sense of place and unique identity.



HERITAGE

...celebrates the site's industrial history and integrates it into the design of buildings and spaces.



ATTRACTION

...is attractive to many different demographics and market segments.



GREEN & SUSTAINABLE

...is knit together with green spaces, landscape features and trees and incorporates sustainable design.



EXCITEMENT

...offers a bustling entertainment and commercial destination delivering excitement, connection and memorable experiences.



NEIGHBOURHOOD

...has elements of a complete neighbourhood with a strong feeling of community, connection, amenity and an exceptional quality of life.



CONNECTED

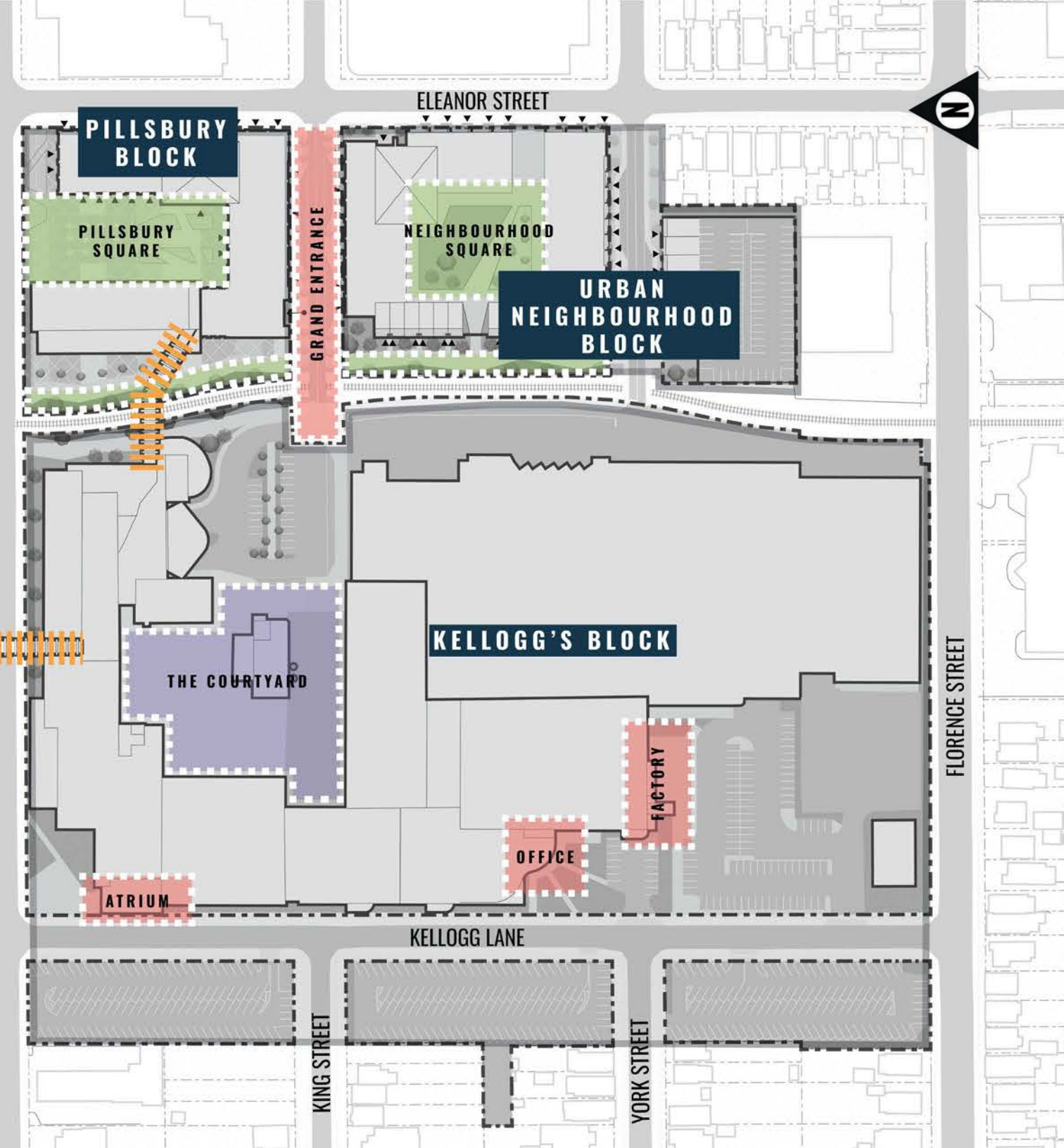
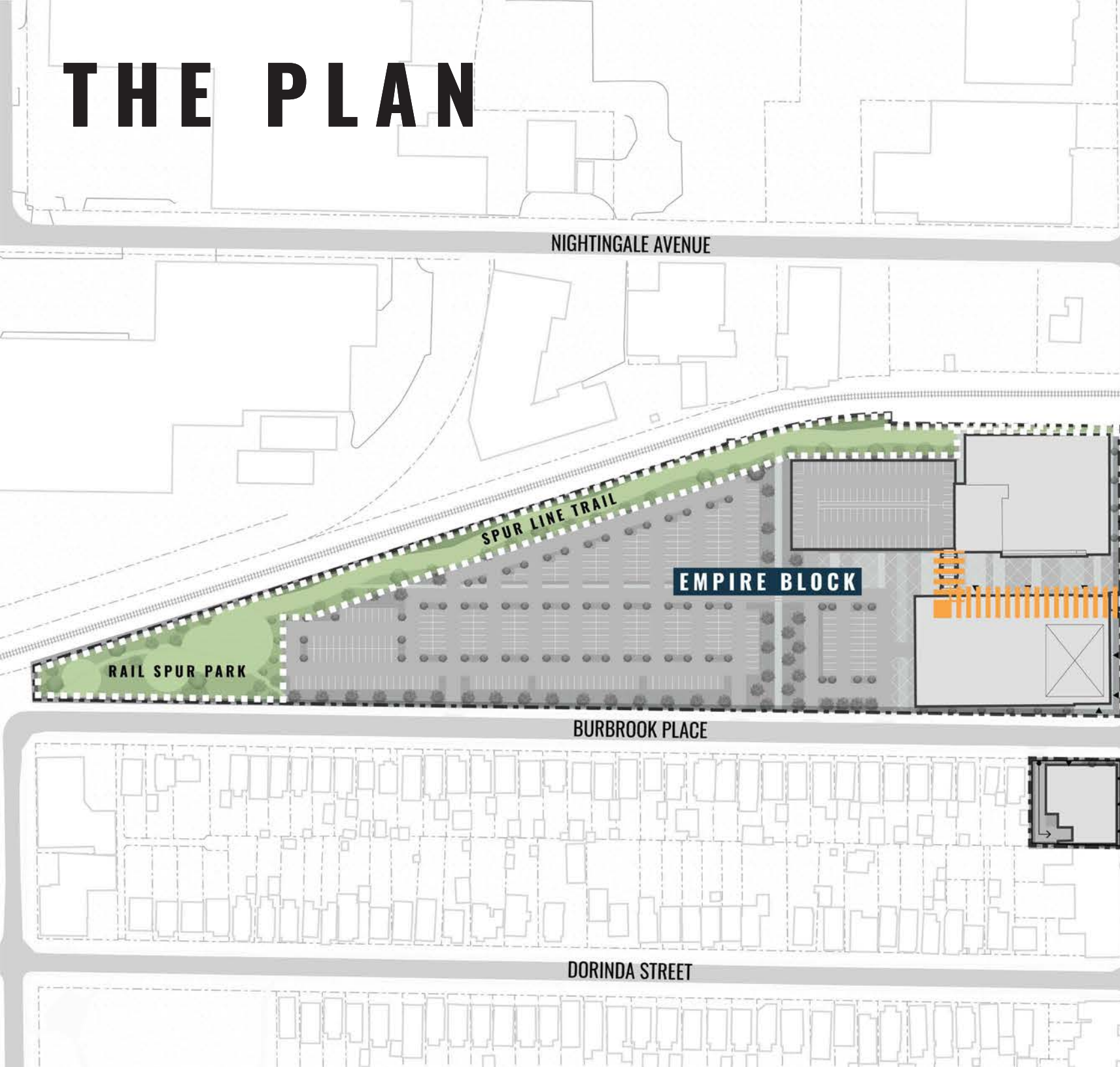
...is well connected to the country, region, city and surrounding community.



EXPERIENCES

...offers experiences that create memories to last a lifetime.

THE PLAN



Plan Overview

The development concepts and phasing shown in this document are conceptual in nature and their details may change over time in response to changing financial, economic and social contexts. More specific development design will be provided during the site plan process as each block is developed through the implementation of the master plan over time.

Development Blocks

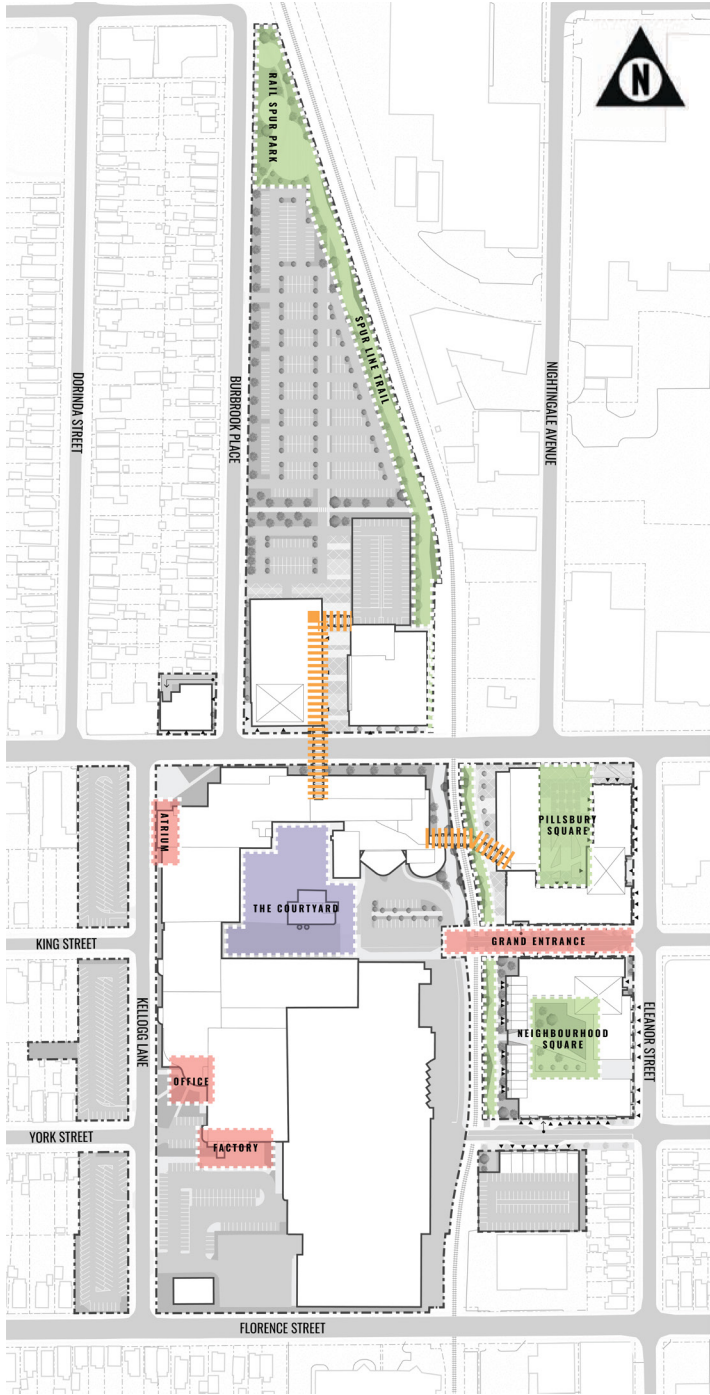
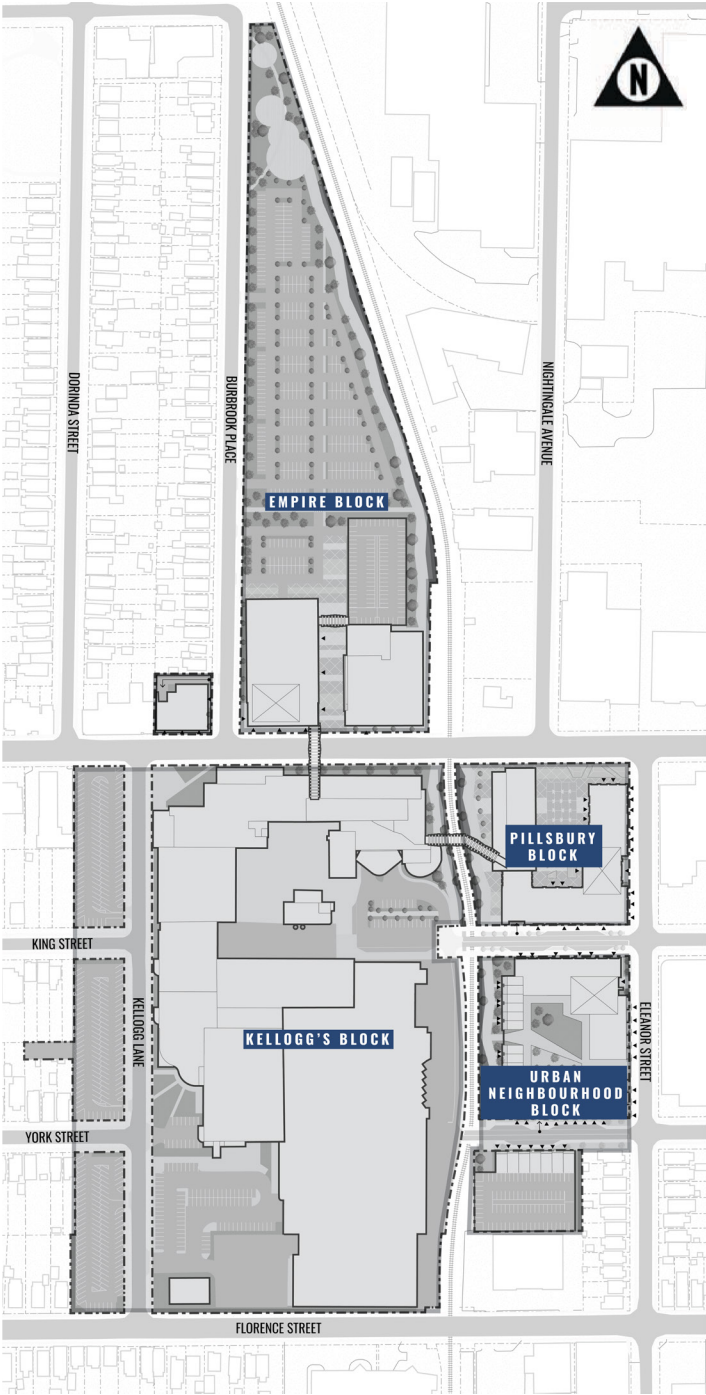
The master plan for the 100 Kellogg Lane land holdings is organized into four key blocks and a series of defining character features. Each block will accommodate a broad mix of uses, building forms (new and repurposed) and parking.

The Kellogg’s Block is occupied by the re-purposed Kellogg’s factory building and includes over 1 million sq. ft. of entertainment, sports, food, event space, a hotel, shopping, and a significant amount of office space.

The Pillsbury Block fronting onto Dundas Street and Eleanor Street, contains the heritage Pillsbury building and a large amount of vacant land for redevelopment.

The Urban Neighbourhood Block is located between York and King Streets on the east side of the lands and is occupied by a one-storey building and has a substantial vacant area ready for redevelopment.

The Empire Block was once occupied by the Empire Manufacturing Company (EMCO). A portion of the EMCO building has been re-purposed for office space. The remainder of the site is vacant or underutilized and ready for redevelopment.



Character Features

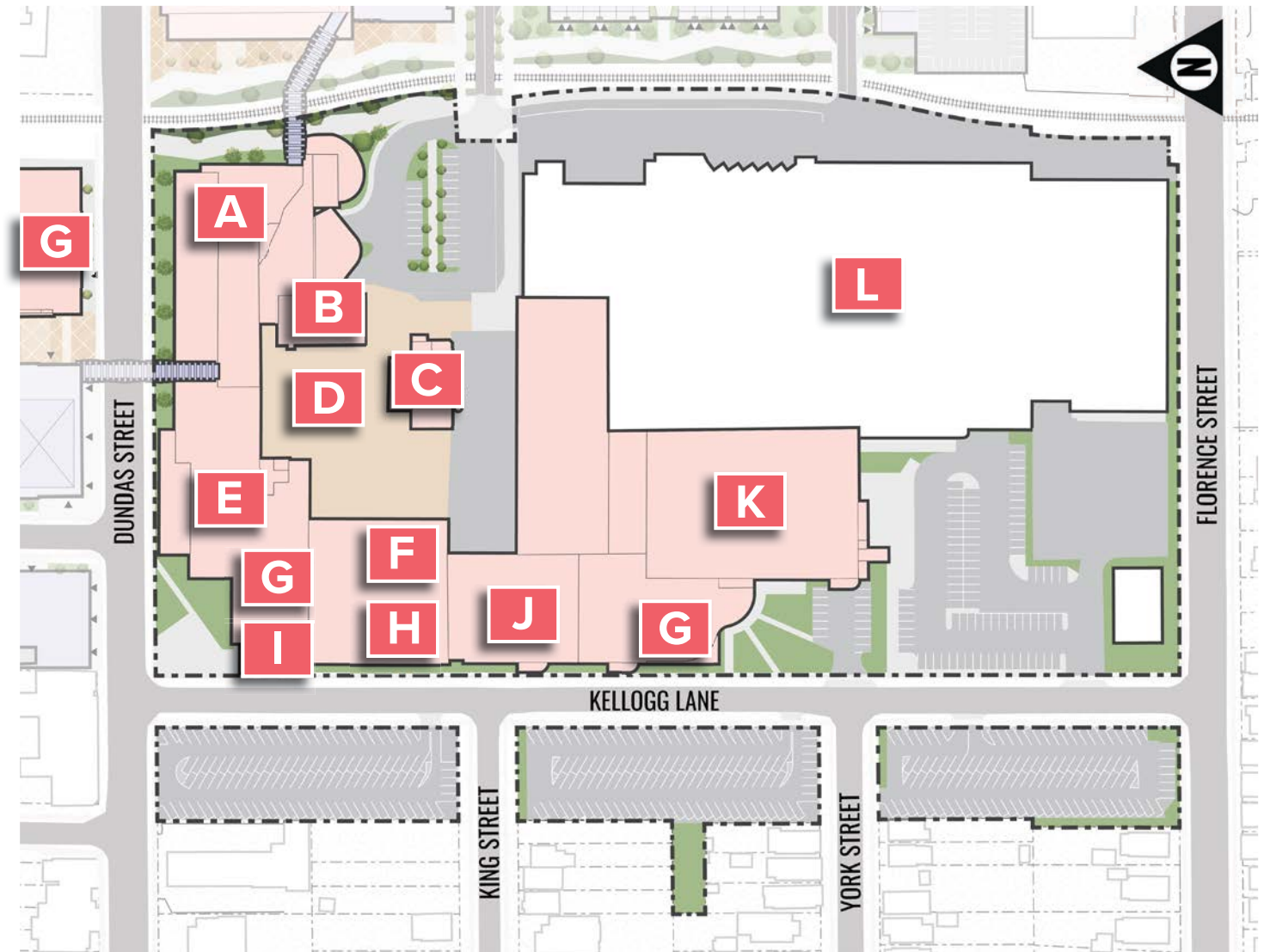
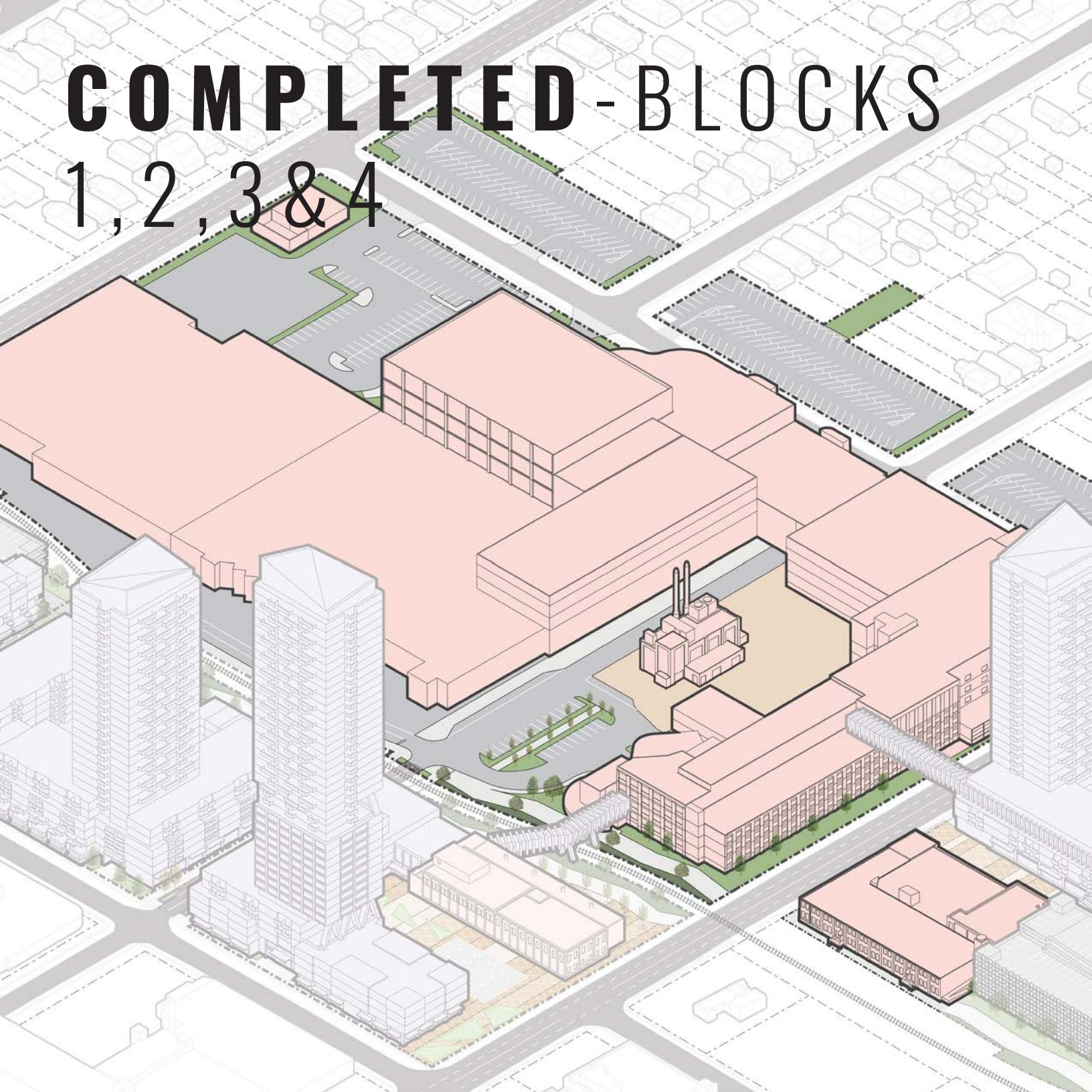
The Courtyard is the primary focal point of 100 Kellogg Lane. The Courtyard is a large central flex space that can be configured for a wide range of programming including large performances/events and community gatherings. It serves as a meeting and entertainment place for visitors, shoppers, employees and the community.

Key Entrances are the 100 Kellogg Lane’s connection to the City and beyond. Three are already constructed, including the Factory Entrance, the Office Tower Entrance and the Atrium Entrance. A fourth entrance, the “Grand Entrance” is envisioned as part of the next phase of development. Framed by new commercial development on either side and enhanced with elaborate streetscape treatments it will be deliberately designed to offer a strong sense of arrival, interest and excitement.

Connections in the plan include two pedestrian bridges – one crossing the rail spur and the other crossing Dundas Street. The plan envisions an urbanized landscaped walking trail adjacent to the rail spur, providing an attractive amenity for visitors and neighbourhood residents alike to navigate the area. This will augment the three privately-owned public spaces also planned for the area.

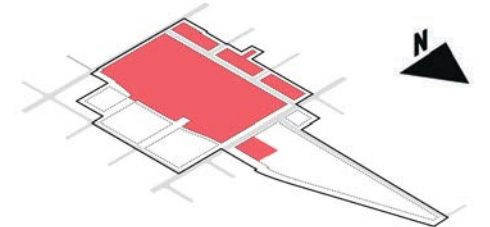
COMPLETED - BLOCKS

1, 2, 3 & 4

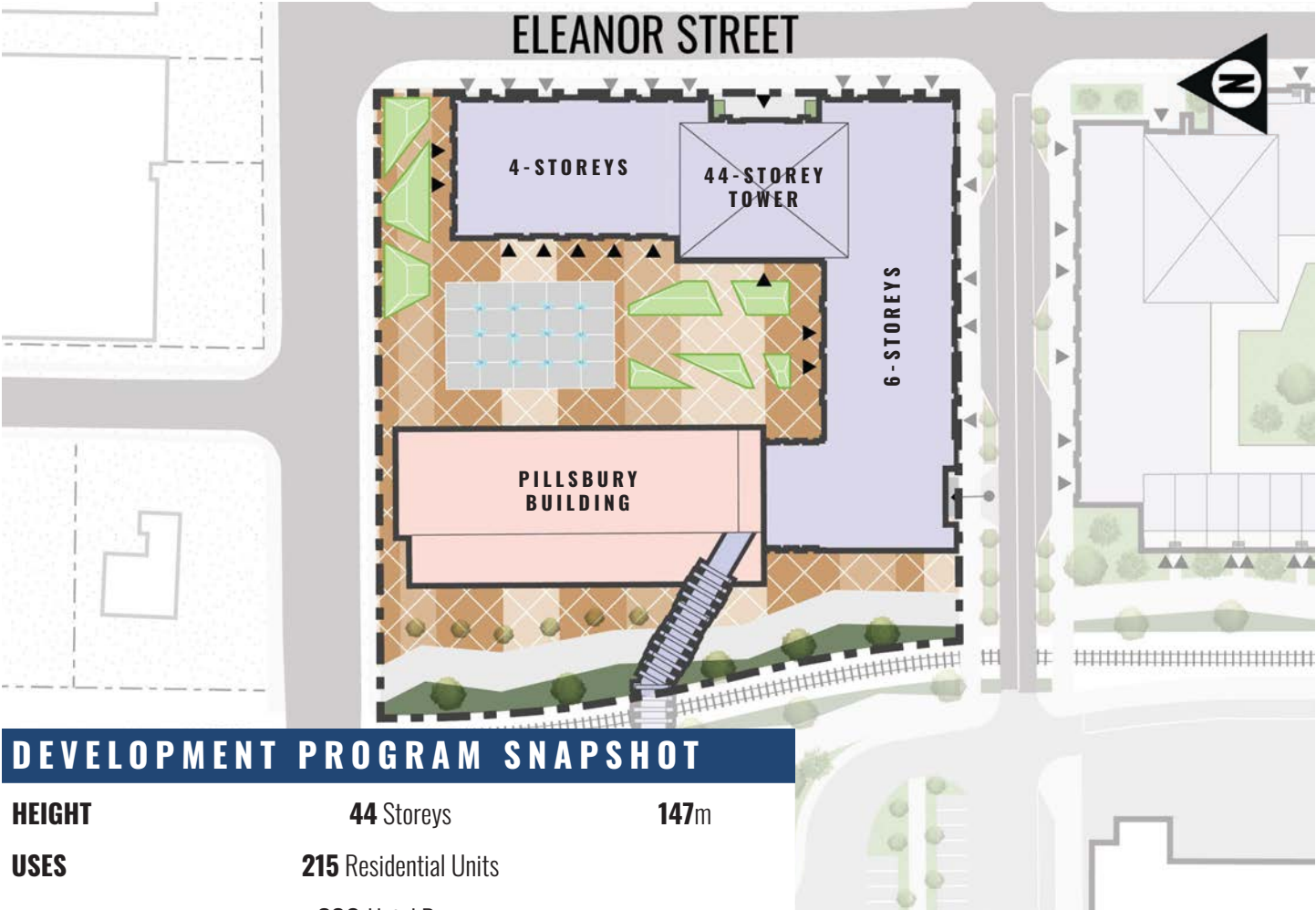
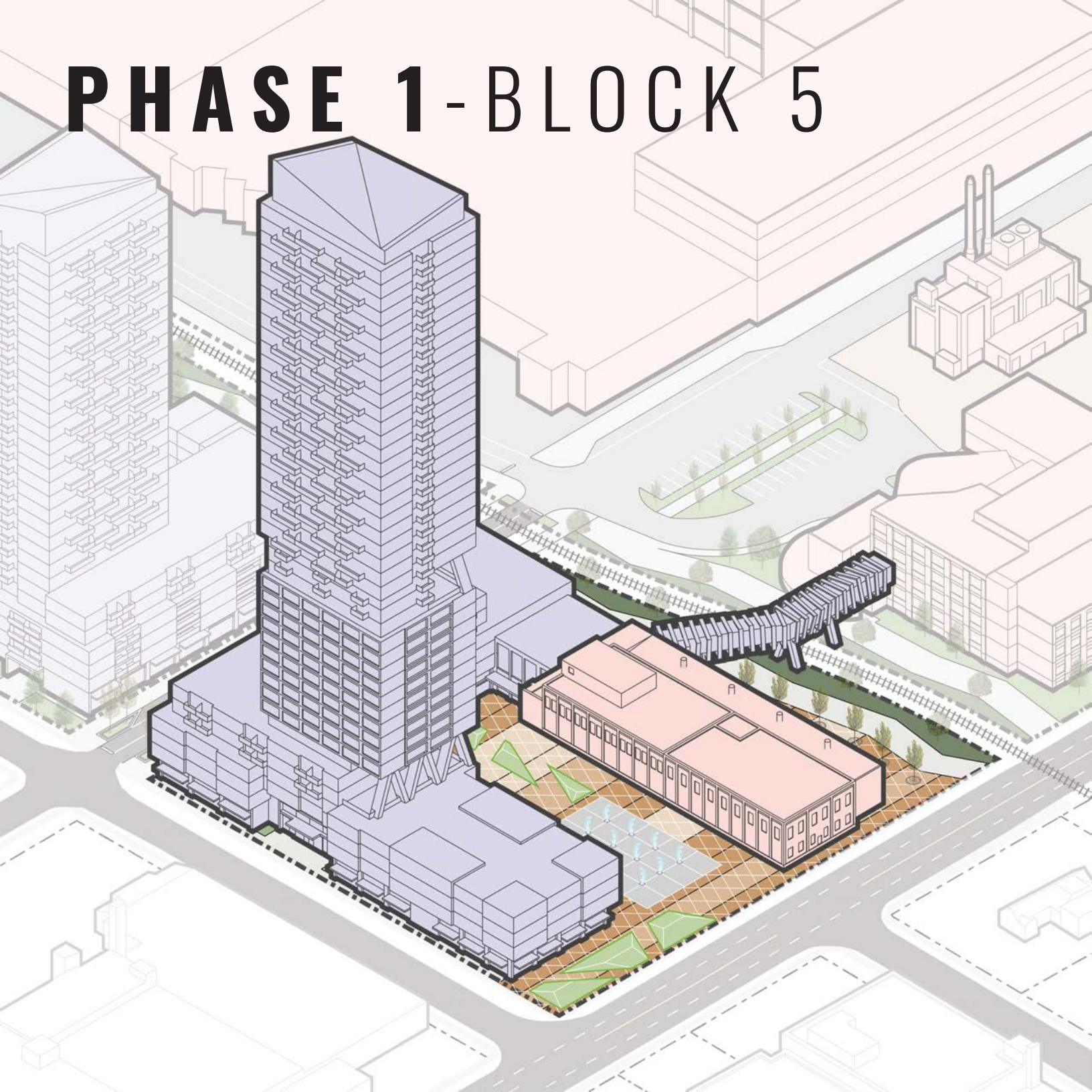


PHASE 1

- | | |
|---------------------------------------|----------------------------|
| A Hard Rock Hotel Phase 1 | G Office Space |
| B Paradigm Spirits Co. | H The Event Centre |
| C Powerhouse Brewery | I Atrium |
| D The Courtyard | J The Club House |
| E The London Children's Museum | K The Factory |
| F Beer Kitchen and Steakhouse | L Drexel Industries |



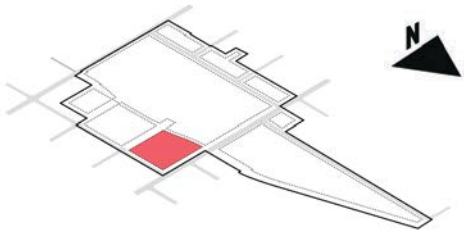
PHASE 1-BLOCK 5



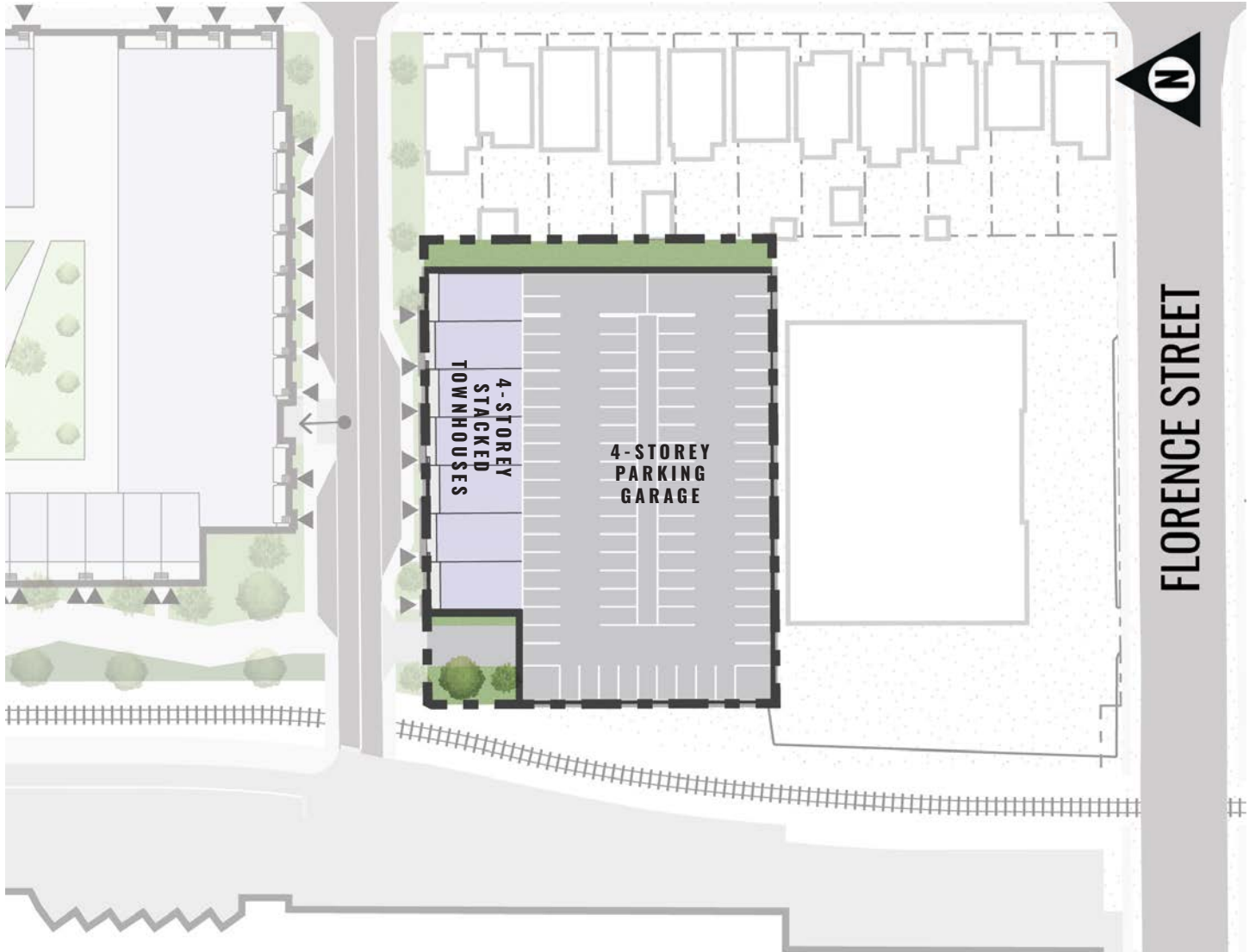
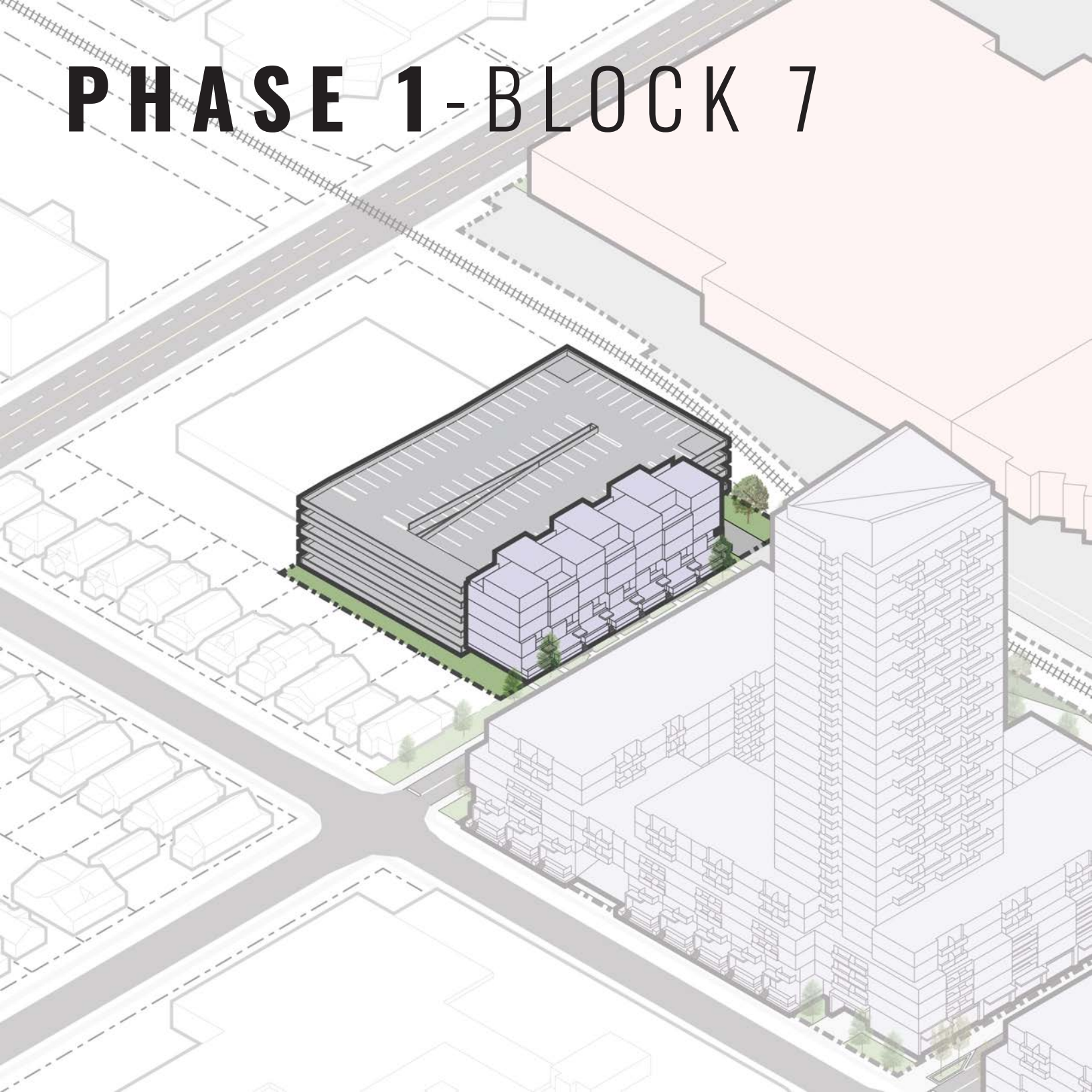
DEVELOPMENT PROGRAM SNAPSHOT

HEIGHT	44 Storeys	147m
USES	215 Residential Units	
	200 Hotel Rooms	445uph
	150,000 sq. ft. of Event, Office and Commercial Space	
PARKING	425 Parking Spaces	-

- ADDITIONAL HIGHLIGHTS
- New public space – Pillsbury Square
 - Retained historical Pillsbury building
 - Pedestrian bridge crossing rail spur to the west

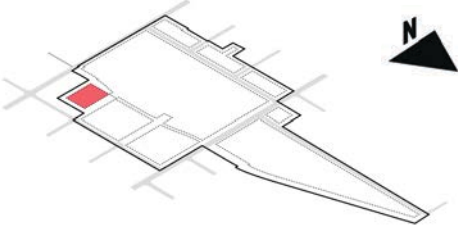


PHASE 1 - BLOCK 7

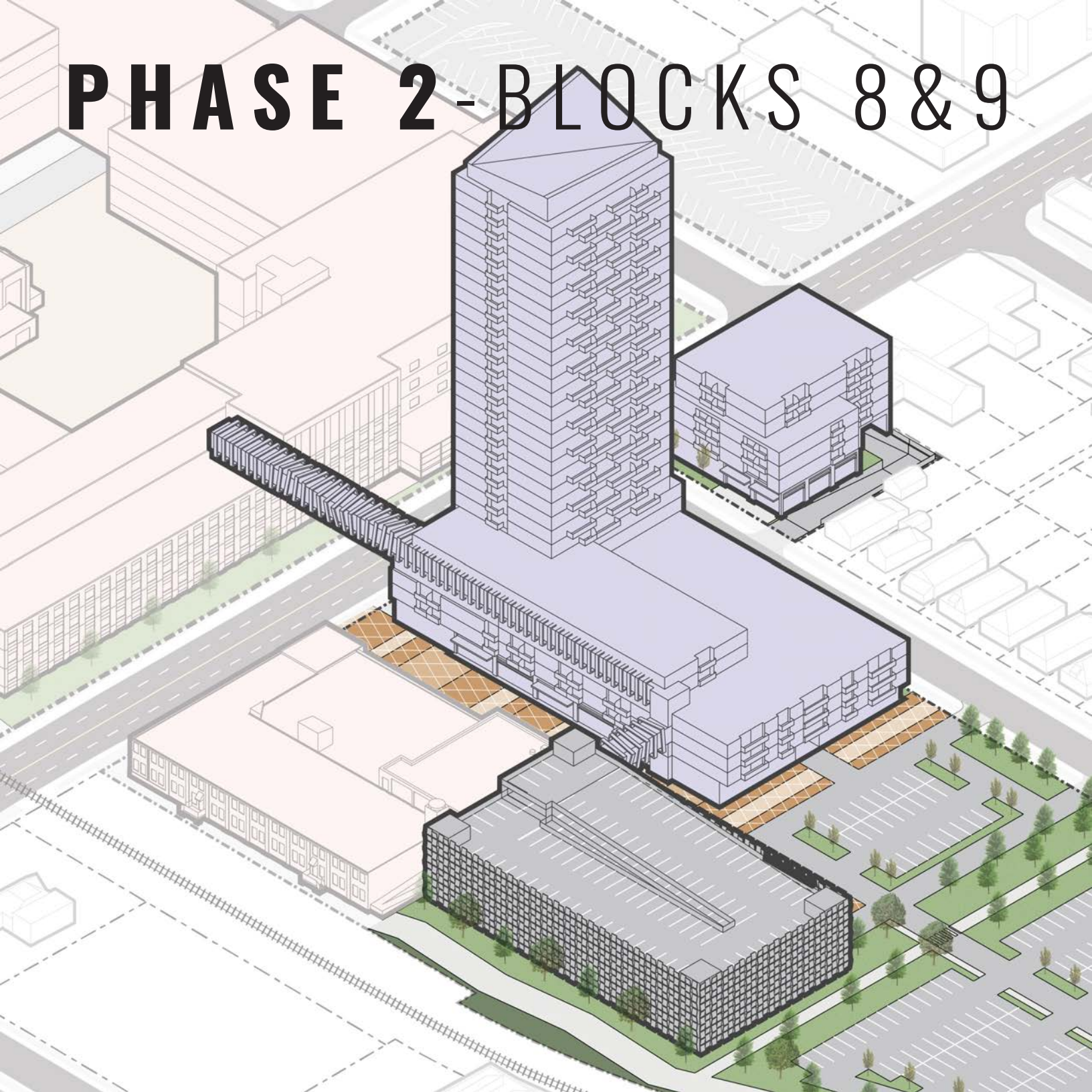


DEVELOPMENT PROGRAM SNAPSHOT

HEIGHT	4 Storeys	13.5m
USES	16 Stacked Townhouse Units	46uph
PARKING	Parking Structure	-
	360 Parking Spaces	



PHASE 2 - BLOCKS 8 & 9



Block 8

DEVELOPMENT PROGRAM SNAPSHOT

HEIGHT	30 Storeys	100m
USES	222 Residential Units	
	20,000 sq. ft. of Event, Office and Commercial Space	-
PARKING	1,250 Parking Spaces	-

- ADDITIONAL HIGHLIGHTS**
- Pedestrian bridge crossing Dundas Street
 - Retain EMCO building - repurposed
 - New walking trail

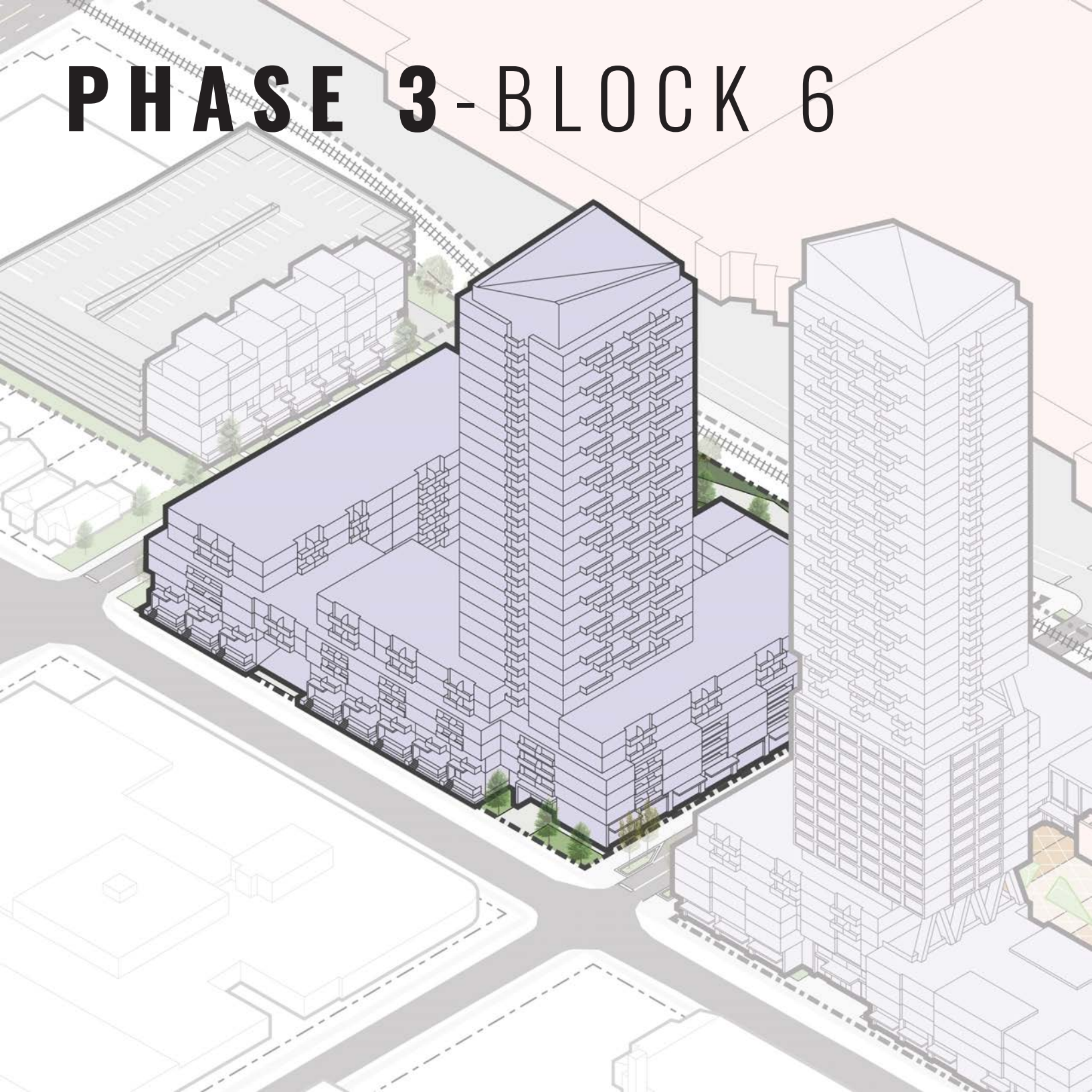
Block 9

DEVELOPMENT PROGRAM SNAPSHOT

HEIGHT	6 Storeys	22m
USES	43 Residential Units	
	6,000 sq. ft. of Commercial	408uph
PARKING	24 Parking Spaces	-



PHASE 3 - BLOCK 6



DEVELOPMENT PROGRAM SNAPSHOT

HEIGHT	30 Storeys	100m
USES	456 Apartment Units	
	24 Stacked Townhouse Units	526uph
	15,000 sq. ft. of Commercial Space	
PARKING	500 Parking Spaces	-
Additional Highlights	<ul style="list-style-type: none">• Central neighbourhood green• Rail spur-line trail	

GRAND ENTRANCE

SPUR LINE TRAIL

