

Daniels
FirstHome[™]
pickering

**Come out and play,
connect, explore!**

Daniels
love where you live[™]

Hello Pickering!

Welcome to our first, Daniels FirstHome™ community in Durham Region located at the corner of Valley Farm and Kingston Roads. Conveniently located minutes from shopping, dining, entertainment, greenery and transit.

Get ready to play, connect and explore in our 1, 2 & 3-Bedroom Urban Condo Towns.

Daniels is excited to bring our FirstHome program to Pickering with a “people-first” approach to creating master-planned communities that not only enhance their locations but ensure homeowners love where they live.



Over 38 years and building strong.

Daniels
love where you live™

The Daniels Corporation builds with a passion for creating vibrant communities in every sense of the word. Daniels looks beyond the bricks and mortar, including social, cultural and economic infrastructures that will create a unique sense of place.

Daniels has built more than 35,000 award-winning homes and apartments within master-planned, mixed-use communities, commercial and retail spaces, and has earned its standing as one of Canada's largest and preeminent builders/developers. Company founder and Chairman Emeritus, John H. Daniels is a towering figure of the North American real estate industry. In a career that has spanned over 60 years, the former CEO of Cadillac Fairview Development Corporation has left an indelible mark on the quality of the places in which people live, work, play, create and shop.

Led by company President and CEO Mitchell Cohen and a creative team of visionary professionals, The Daniels Corporation's integration of residential and commercial divisions results in a stable turnkey operation, which earns the company a high level of industry and public trust. Daniels plans, designs, develops, builds, and manages all residential and commercial properties in-house, enabling the ultimate in quality control and streamlined service. In essence, Daniels is an all-inclusive service provider – a company dedicated to seeing each project through to construction completion and beyond.

Innovation in master-planning

Daniels transforms underutilized land into sought-after master-planned communities that include residential, name-brand retail and commercial opportunities. Daniels' land-use planning is based on the principle of integration into the existing urban fabric, creating neighbourhoods that fit seamlessly into their surroundings, providing a broad customer base of homebuyers, retailers and commercial businesses. For example, Daniels is partnering with Toronto Community Housing to revitalize 53 of the 69-acre Regent Park community in Toronto's Downtown East, which is being looked at around the world as the gold standard by which challenged urban neighbourhoods can be re-imagined

as healthy, sustainable communities. Daniels also partnered with renowned late filmmaker Ivan Reitman to build TIFF Bell Lightbox, an international destination for the world of film. In addition to the iconic home of the Toronto International Film Festival, this mixed-use development includes restaurants, ground floor retail, a commercial parking garage and the 44-storey Festival Tower Residence. Daniels has also created iconic neighbourhoods throughout the GTA, providing residential, retail and commercial services within their NY Towers and HighPark Condominium communities in Toronto, as well as Daniels City Centre and Daniels Erin Mills communities in Mississauga.



**FESTIVAL TOWER
ATOP TIFF BELL LIGHTBOX
TORONTO**



**DANIELS SPECTRUM
IN REGENT PARK
TORONTO**



**DANIELS CITY CENTRE
MISSISSAUGA**

Weaving arts & culture into the community fabric.

Sustainability

Long before “green” became an industry buzzword, The Daniels Corporation took a proactive approach to protecting the environment through innovation in its construction techniques. Daniels continues to build for efficiency and environmental sustainability through standards beyond the Ontario Building Code, and in some cases, to LEED Gold certification. In Toronto’s Regent Park, Daniels completed its first EcoUrban Designed community, Field House EcoUrban Towns, which stands as a trailblazing collection of townhomes offering homeowners the opportunity to live fossil fuel free. With features like rooftop solar panels, high efficiency heat pumps and triple glazed windows, Field House proves how it’s possible to create homes that are as sustainably thoughtful as they are comfortable. In partnership with Choice Properties, Daniels is currently constructing an environmentally sustainable purpose-built rental building in Brampton’s Mount Pleasant Village. This 26-storey tower will utilize geothermal technology to reduce the building’s environmental impact. Within the Canadian building industry, Daniels is also leading the urban food revolution through trailblazing urban agriculture initiatives that incorporate farmers’ markets and urban allotment gardens into its residential communities.



EVOLV RENTAL RESIDENCE
TORONTO

Building for everyone

Dedicated to upholding a “people-first” philosophy, Daniels has long been a champion of affordable rental and ownership housing, and has built 3,600 affordable rental-housing units under several government programs. Daniels was the first developer to offer purpose-built rental housing in the Greater Toronto Area in over 25 years through its Gateway Rental portfolio. In partnership with Sun Life, Daniels has built market rental residences as part of its Daniels Erin Mills community in Mississauga and in Toronto’s Regent Park. Daniels FirstHome communities across the GTA provide quality-built residences priced within the reach of first-time buyers paired with a one-of-a-kind experience and incentives to help make the dream of homeownership a reality. At selected communities, Daniels is also partnering with Amica Seniors Lifestyles, Chartwell Retirement Residences and WellTower to deliver a continuum of housing options for older adults across the GTA. Daniels is also the builder partner for the new Spadina-Sussex student residence at the University of Toronto, which will include amenity and retail space for the university’s downtown campus.



DANIELS FIRSHOME MARKHAM SHEPPARD
IN PARTNERSHIP WITH DIAMONDCORP
TORONTO

24
FIRSHOME
COMMUNITIES
ACROSS THE
GTA

On the commercial end of the spectrum, Daniels creates outstanding business opportunities for national brand companies as well as grassroots not-for-profit organizations. Over the past 38 years, Daniels has embraced financial and hands-on generosity toward a number of charities and non-profit organizations, including Second Harvest, Habitat for Humanity and Covenant House Toronto.

Our homeowners help power our purpose.



Each new resident of a Daniels Home helps power our purpose to use real estate as a tool for positive impact.

At Daniels, we have a powerful vision to lead by leveraging real estate development as a platform for social impact and city-building. We aim to achieve this through social procurement, creating affordable housing options, leveraging our commercial portfolio to create economic opportunity and building community capacity.

We believe building inclusive, complete communities in which everyone belongs, feels welcome and at home is about more than bricks and mortar; it is about integrating building excellence with opportunities for social, cultural and economic well-being.

Our experience has demonstrated that our communities create opportunities for people to come together over common interests like food and urban agriculture, arts and culture and health & wellness, as well as support local economies to foster more vibrant, inclusive and resilient communities.

We are committed to leading by example, listening to and learning from the communities in which we build. Every resident in our communities is central to our ability to create positive impact through our work, and we are grateful to each and every one of them for supporting our unique approach to development.

Social Procurement

SOCIAL PROCUREMENT IS A POWERFUL TOOL TO GENERATE ECONOMIC IMPACT.

We recognize our opportunity to leverage our business as a tool for inclusive local economic growth. That's why we purchase with intentionality and with a lens sharply focused on making a positive impact on local economies.

From catering to security and groundskeeping services, to artwork and welcome gifts, we look for ways to allocate funds to support businesses in every community we build. In fact, all artwork procured for display in the common area amenities of Daniels communities is sourced from local emerging and mid-career artists. We also work with social enterprises such as Artscape Atelier to procure welcome gifts for new homeowners created by artists with roots in each of our new home communities.



Credit: Jim Bravo

**OVER
\$500K
PROCURED**

In 2020, over \$500,000 in local artwork and artisan created welcome gifts was socially procured by Daniels. Over 85% of those local artists and artisans belonged to equity-deserving groups.



Daniels has commissioned a number of quilts from Sakina's Sewing Circle, a collective of Bangladeshi women who gather together to sew and socialize.



Credit: Maazhar

Credit: Charmaine Lurch



OVER
\$6M
CONTRIBUTED

86 Habitat partner homes delivered & under construction

Like many of our new Daniels communities, Daniels FirstHome Pickering will include a home for a Habitat for Humanity Partner Family.

Affordable Housing

PARTNERSHIP IS KEY TO THE AFFORDABLE HOUSING SOLUTION.

There are many financial barriers that can separate individuals and families from a safe and affordable place to call home. At Daniels, we've created pathways to affordable homeownership for hundreds of families through partnerships, innovation and financial assistance programs.

Daniels is proud to have built more affordable homes than any other private sector company in Canada. For over 25 years, Daniels has partnered with Habitat for Humanity GTA and local affiliates to empower families in need of a safe and affordable place to call home. In 2008, Daniels donated land to Habitat for Humanity for the construction of 10 townhomes in Lakeshore Village in Etobicoke — the single largest donation of land by a private company in Habitat Canada's history. To date, Daniels has contributed over \$6 million to Habitat for Humanity, which has resulted in safe, affordable and healthy homes for 86 Habitat partner families across the GTA.

Social Impact Commercial

COMPLETE COMMUNITIES INCLUDE SPACES FOR ENTREPRENEURS, SMALL BUSINESSES, SOCIAL ENTERPRISES AND COMMUNITY ORGANIZATIONS TO THRIVE.

We challenge ourselves to innovate in a socially responsible manner, investing locally and creating opportunities for community wealth building. In addition to the new homes we build, we use our commercial portfolio to create inclusive local economic opportunities.

Over the last 38 years, we have expanded opportunities for small businesses, local entrepreneurs and nonprofit organizations to access affordable commercial spaces in our communities.

Most recently, our social impact commercial approach has brought a unique cafe to Mississauga. Studio.89, a social enterprise initiative of Youth Troopers for Global Awareness, has been integrated into our Daniels Erin Mills Presentation Centre in Mississauga. This integrated fair-trade cafe and non-profit community hub is both a neighbourhood gathering place and event space that mobilizes young people for social justice through the arts.



Daniels
love where you live™

Building Community Capacity

OUR "LOVE WHERE YOU LIVE" PROMISE EXTENDS BEYOND EACH DANIELS HOME TO OUR COMMUNITIES ACROSS THE GREATER TORONTO AREA.

For Daniels, our work building communities doesn't end when construction does. Throughout our history, we have developed partnerships with not-for-profit organizations, collaborated with grassroots groups and supported community initiatives demonstrating that our approach to city-building puts people at the centre.

We are proud to support organizations such as JAYU, a charitable organization that shares human rights stories through the arts and engaging conversation. Through their 8-week iAM program, youth ages 12-25 across the GTA receive arts and social justice training from some of the city's most talented artists. With Daniels' support over the last five years, JAYU has grown iAM from a two-week summer initiative to a year-round program, expanding into Peel Region in 2018. Most recently in 2020, JAYU was the recipient of the Toronto Arts Foundation's Youth Arts Award recognizing JAYU's outstanding commitment to engaging Toronto's youth through the arts.

A promise you can count on.

Love where you live

Our promise that you will “love where you live” is weaved into every aspect of our communities, starting with careful thought and consideration at every stage of the design and development of each community we build. When you own a new home with Daniels, you can expect that your home was built with the highest level of attention to detail and following our all-inclusive approach that ensures excellence in construction quality and superior customer service from the day you purchase, to occupancy and beyond.



DANIELS FIRSHOME KEELESDALE
IN PARTNERSHIP WITH DIAMONDCORP & KILMER GROUP
TORONTO



DANIELS FIRSHOME BECKENROSE
BRAMPTON



DANIELS ERIN MILLS
MISSISSAUGA



DANIELS WATERFRONT -
CITY OF THE ARTS
TORONTO

Illustrations are artist's concept. E. & O. E.

Daniels
FirstHome™
pickering

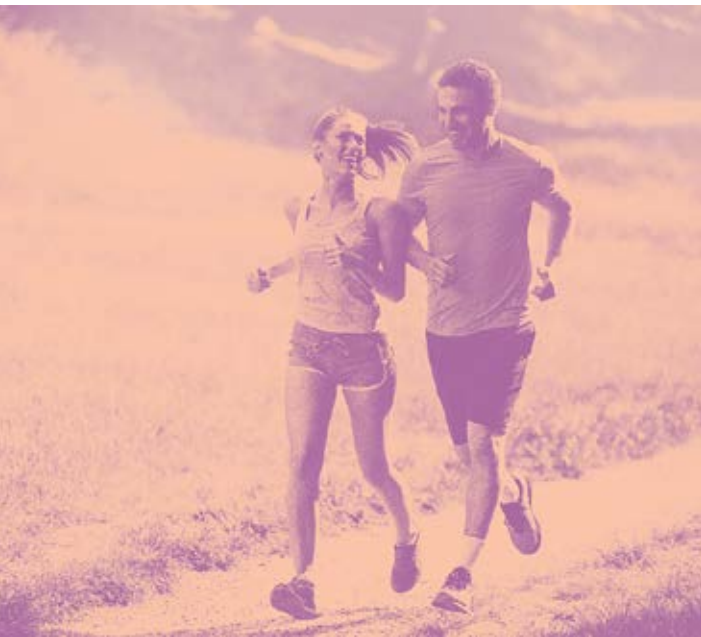
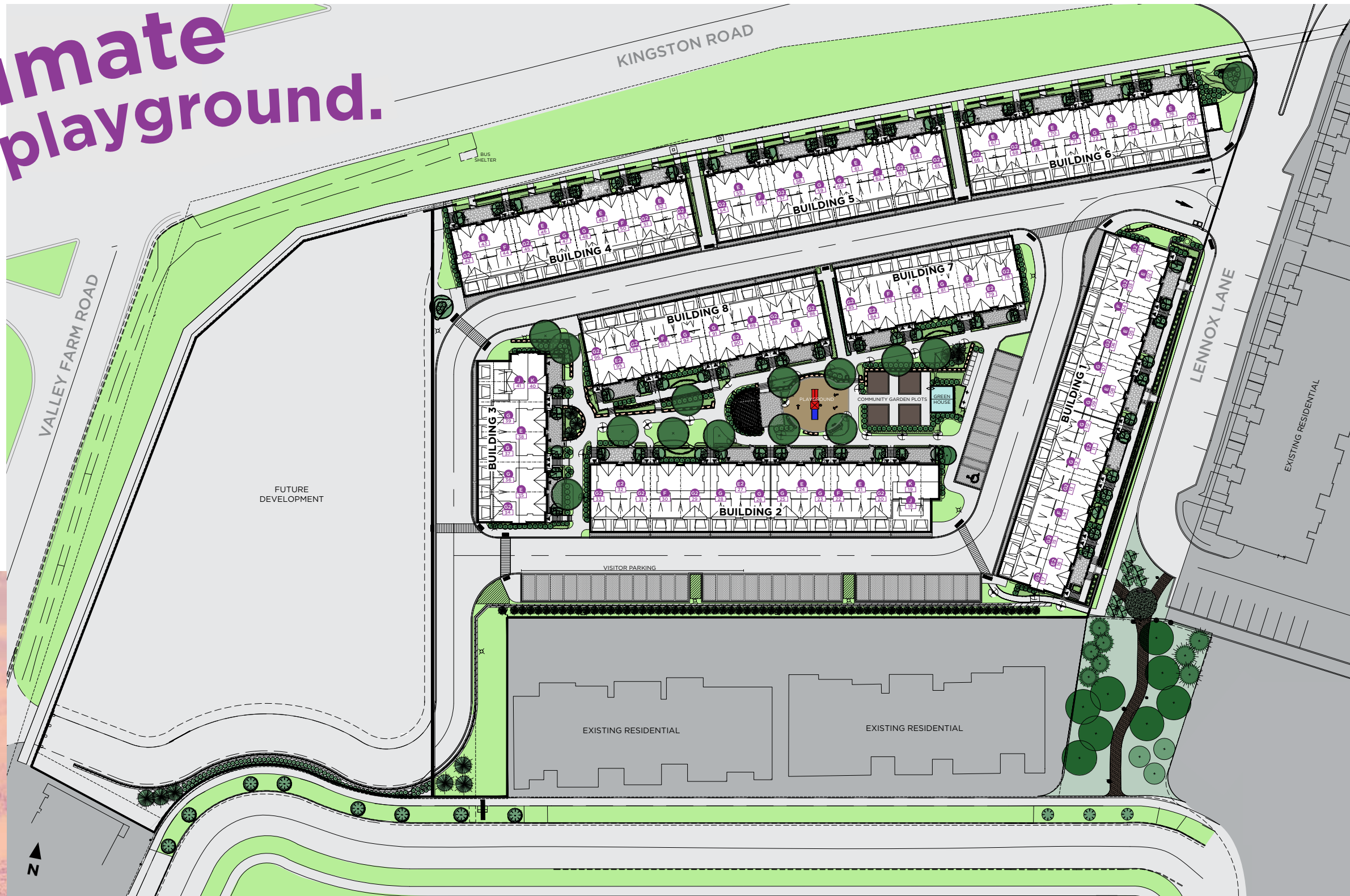
We've changed the playbook.



Illustration is artist's concept.

Your ultimate playground.

Conveniently located at the corner of Kingston Road and Valley Farm Road, Daniels FirstHome Pickering allows you to enjoy local parks with your family or exercise your green thumb at the community garden, while still being connected to urban amenities.



A place to grow.

The fully landscaped central courtyard has four community gardening plots, and a greenhouse to get a jump-start on the growing season. Top off your burgers with homegrown tomatoes or work with your neighbours to grow vegetables for everyone's kitchen.

The possibilities are endless. Urban agriculture has never been easier.

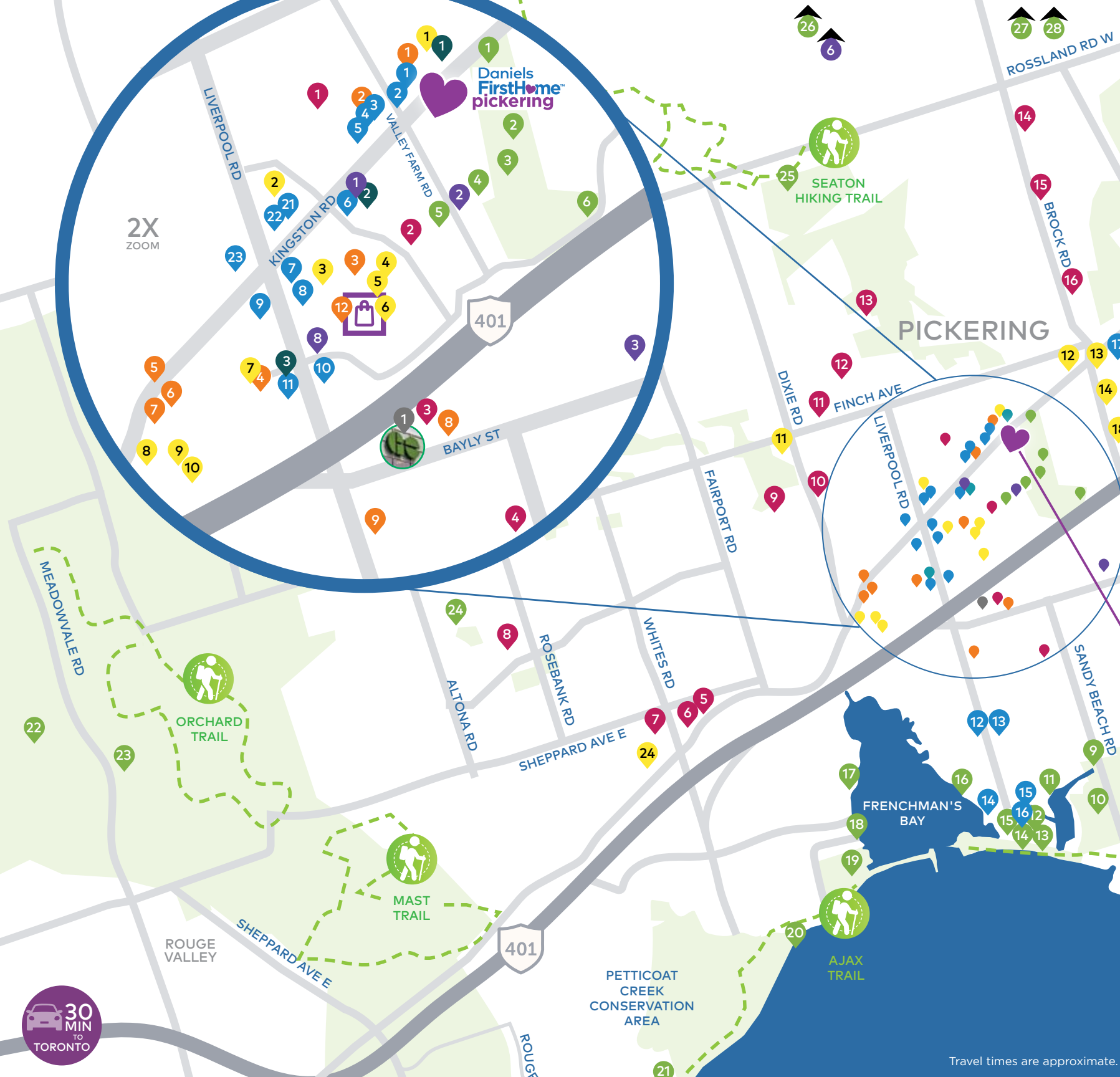
Since we built our first rooftop garden in 2009, we've created access to fresh, healthy food — from fruit trees to greenhouses — within many of our new home communities. We also provide the education and tools needed for residents to start and maintain thriving gardens. In 2020, we allocated 2,360 square feet to urban agriculture in three Daniels communities, with 196 garden plots. To date, the garden program has engaged over 1,000 residents.



A place to play.

Gather with your neighbours and watch your kids make friends for life at your own local park. The soft surface and play structures make this park a dream for kids, and the comfortable benches integrated into the landscaping let the adults take a breather while the kids run to their hearts' content. Daniels FirstHome Pickering is truly a place to play.

Exceptional amenities.



DINING

- 1 Sakura Sushi Japanese Restaurant
- 2 Heaffles
- 3 Sixside Burger
- 4 Daal Roti Indian Tadka House
- 5 Milos Greek Restaurant

PARKS & RECREATION

- 1 Valley Plentiful Community Garden
- 2 Diana Princess of Wales Park
- 3 Pickering Skatepark
- 4 Delaney & O'Brien Arena
- 5 The Esplanade Park

SHOPPING & GROCERY

- 1 Jabel Fine Foods
- 2 Pacific Fresh Food Market
- 3 Farm Boy
- 4 Winners & HomeSense
- 5 New Pickering Town Centre Red.



BEACHFRONT PARK

Daniels
FirstHome™
pickering

Explore everything Pickering has to offer! Grab some ice cream and walk along the Waterfront Trail, hit the slots at the nearby casinos, or grab a bite at one of Pickering's many restaurants. The choice is all yours.

[Click here to download full map](#)



30 MIN TO TORONTO

Travel times are approximate.

Get back to the great outdoors.

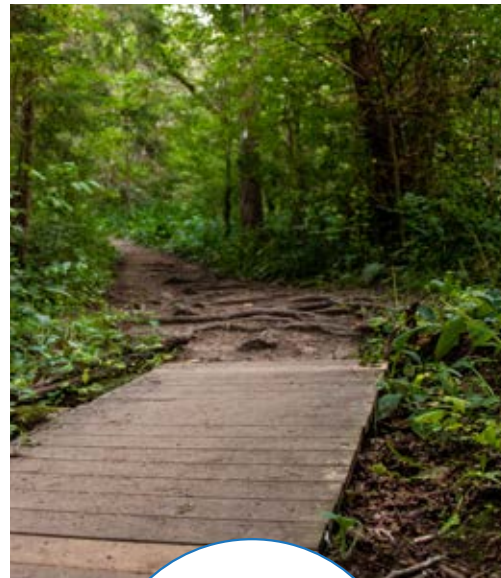
Pickering boasts 500 acres of open space and parkland, including over eighty-five parks and four conservation areas. You can also walk over five kilometres of Lake Ontario waterfront and dip your toes in the sandy beach just minutes away from home! Go for a jog on the trail along Frenchman's Bay or make your own path through Rouge Park.



12 MINUTE
DRIVE TO
ANNANDALE
GOLF CLUB



8 MINUTE
DRIVE TO THE
WATERFRONT
PARKS



8 MINUTE
DRIVE TO
SEATON
HIKING TRAIL



ROTARY FRENCHMAN'S BAY WEST PARK



PETTICOAT CREEK CONSERVATION AREA



FRENCHMAN'S BAY



ROUGE VALLEY PARK

Urban. Connected. Accessible.



5 MINUTE
DRIVE TO
PICKERING
GO STATION

Daniels FirstHome Pickering is just steps from transit. Grab the GO Train for work or play and Hwy. 401 is just minutes away.

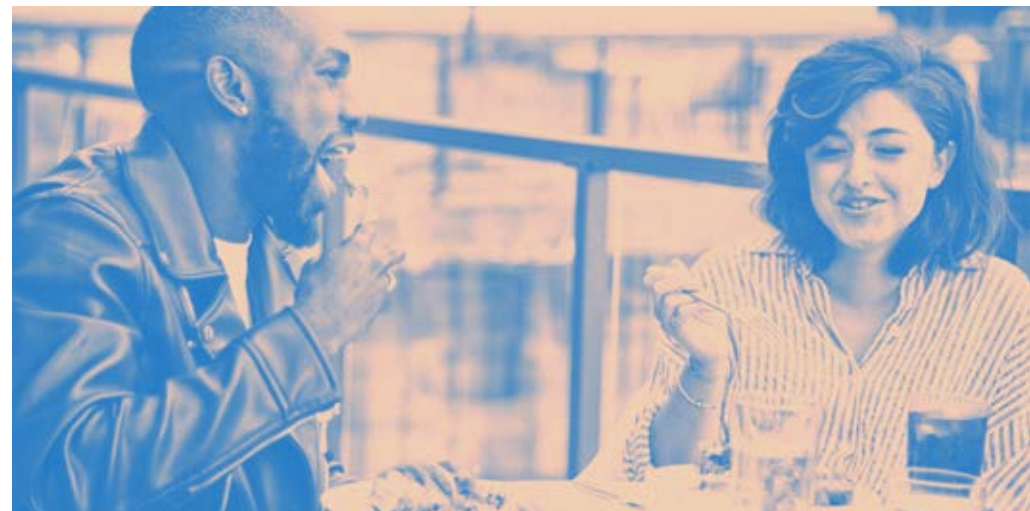
1 MINUTE
WALK TO
DRT BUS STOP



3 MINUTE
DRIVE TO
HIGHWAY
401



VALLEY PLENTIFUL COMMUNITY GARDEN

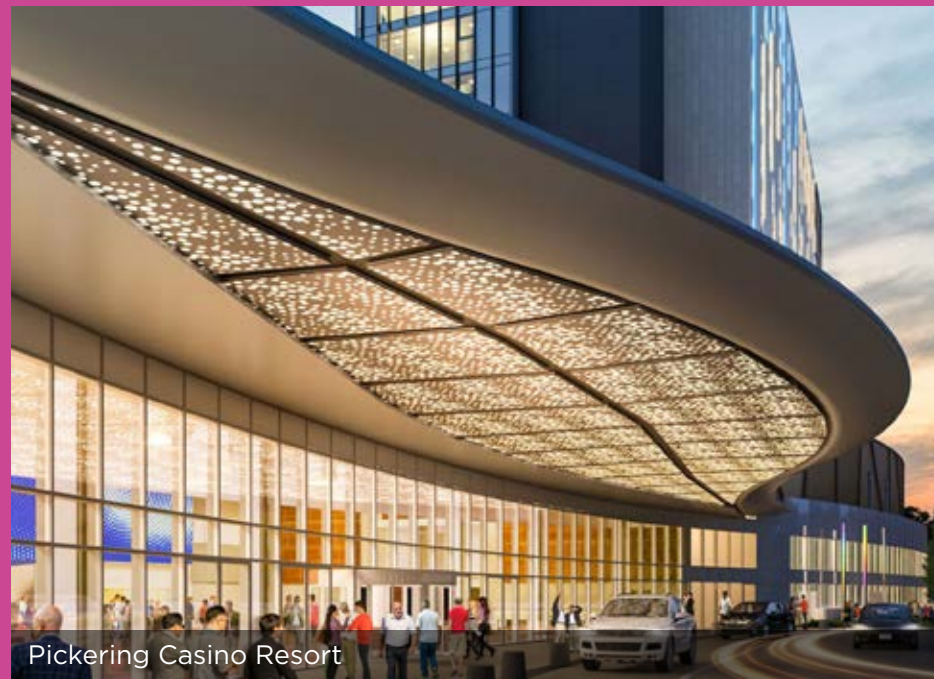


PICKERING GO STATION PEDESTRIAN BRIDGE

Enjoy the best of both worlds. After a day in the great outdoors, do your grocery shopping at Farm Boy, hit the mall and satisfy your craving for steak frites at Moxies, all just a 3-minute drive from home. Then, take your family swimming or sign up for a fitness class at the Chestnut Hill Recreation Centre, which is a 7-minute walk from home. Your urban playground awaits.

Travel times are approximate.

Invest in Pickering.



Pickering Casino Resort



Pickering Town Centre

Coming soon will be a performing arts centre, a combined senior & youth community centre, a stunning new hotel, expansion of the Pickering Centre Library, and a vibrant public square - all just minutes away from your new home at Daniels FirstHome Pickering.

Pickering is rapidly growing! A new City Centre redevelopment is on the horizon and Durham Live is open with the next phases well under way!

City of Pickering details and images are sourced from www.pickering.ca E. & O. E.



Pickering Performing Arts Centre



Pickering Central Library



Modern, contemporary style inside & out.

Our talented and experienced décor team at Daniels has carefully and thoughtfully selected the interior finishes for Daniels FirstHome Pickering. Beautifully designed suites inspire the best of modern living, and feature contemporary style all throughout your home. Spacious open concept living, dining and kitchen layouts allow for more space to play, live, and thrive, and are perfect for entertaining and daily life. Plus, every suite features a balcony or terrace, providing additional outdoor space ideal for easy outdoor socializing and relaxing.



A look inside.

TWO STOREY
TWO BEDROOM

1,358 square feet

G₂

TWO STOREY
TWO BEDROOM

1,324 square feet

F

ONE STOREY
TWO BEDROOM

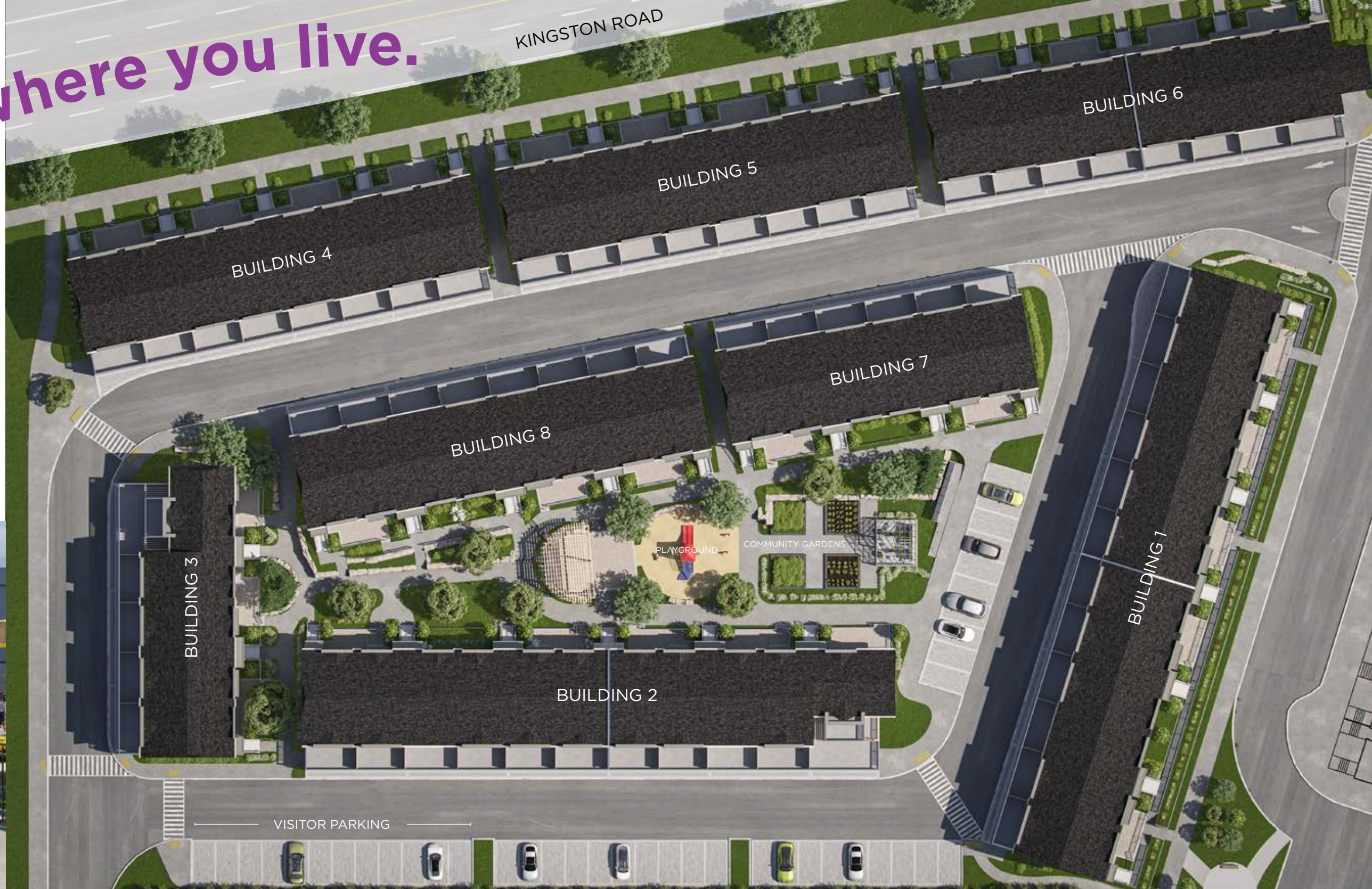
1,000 square feet

E₂



Love where you live.

The perfect location, a welcoming neighbourhood and a townhome conveniently connected in the heart of Pickering.





DanielsPickering.ca

905-686-9970

Daniels
love where you live™

