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pureplaza.com



TIT

#### WELLESLEY STATION

#### Introducing 50 at Wellesley Station.

Introducing 50 at Wellesley Station. Thoroughly urban with a fresh, organic style that is so much more than mere window dressing. It's a new way of living in the city ... and a new way of living well. Located in the very heart of Wellesley Station – a magnificent new community that is redefining this downtown neighbourhood as the most desirable place to be.



## WELL D R E S S E D



How do you make a popular area more popular? A welcoming neighbourhood more inviting? By creating Wellesley Station Plaza has brought a new community to life that will enhance and engage an entire city block. 50 at Wellesley Station will be the cornerstone of Wellesley Station. Its architecturally stunning presence on Wellesley Street will make a busy streetscape more pedestrian friendly. A meeting place more convivial. A pied-à-terre in the heart of the city will be the ideal home.







#### WELL WITHIN SIGHT.

50 at Wellesley Station is in the very centre of what makes Toronto great. A new greenspace and greeting place on a wellfrequented and friendly street. Surrounded by the dashing new Wellesley Station development that will soon become the city's premier district.

PUREPLAZA.COM

50 at Wellesley Station is 37 storeys of fabulous, designed by Quadrangle Architects. Nestled up against popular Paul Kane Park. A welcome addition to a well-established community in a neighbourhood all its own. Gracefully positioned around Yonge and Wellesley streets. Surrounded by eclectic shops, fabulous food choices, restaurants galore, bars, dance clubs, theatres, arts and culture.







## WELL DESIGNED.

Inspiration realized. At Quadrangle, creativity spawns from a vision always grounded in practical realities. Since 1986, Quadrangle Architects have curated a wide-ranging portfolio of projects that add character and a conscious to a landscape.





#### **Quadrangle Architects**

Visionary. Idea driven. Pragmatic. Every Quadrangle project is guided by a set of beliefs that are anchored in understanding real-world problems and solving them one dynamic design and space at a time.



With the architectural design of 50 at Wellesley Station, Quadrangle brings this ethos to life, establishing a refreshed aesthetic in a refreshingly new downtown environment.









Renowned interior designer Enid MacIntosh with the design firm Bryon Patton and Associates brings her creative expertise and unique flair to 50 at Wellesley Station. A fresh design vision for this new community makes it feel like a private club – your home away from home.



The tree branch pattern on the exterior is echoed through varied treatments on the interior walls and floor finishes, literally bringing the outdoors in. The social areas and amenity spaces are a study in contrasts. Organic yet tailored, relaxed yet formal, sunny yet moody. The colour palette takes a cue from fashion with a mix of masculine suiting colours and textures accented with bright and colourful flourishes through the interior art and accessories.



Bryon Patton





# WELL LOCATED.

50 at Wellesley Station provides excellent access to major universities, renowned colleges, a large hospital network, and hundreds of thousands of jobs. The Yonge and Wellesley area ranks among the highest resale rates, rental rates and appreciation rates in the entire city.

50 at Wellesley Station is in one of Toronto's most convenient and vibrant locales. Steps from the Wellesley Subway Station. With a Walk Score of 100 and a Transit Score of 98. You can get anywhere from here with effortless ease. Downtown, uptown, all around town.



# WELL SERVED.

67

SUBWAY

Mere steps from your front door is a community that serves up everything you could need. From higher education to the sweet abundance of a shopping paradise. From the ever-changing vitality of Yonge & Dundas Square to the tranquility of neighbourhood parks and Allan Gardens with its historic landmark conservatory.

RYERSON UNIVERSIT

TORONTO



GEORGE BROW

Pegasus

YONGE

BOOTH

LOVE

# WELL ENTERTAINED.

The streets are alive and entertainment is everywhere. A simple trip for groceries can see you celebrating the birthplace of hockey legends or have you choosing the finest cuts of meat. You can drink, shop, dine and buy the finest of wines while still being only moments from home.

CUMBRAES

APPLE, STARANISE: MARLE BRINED GRINISH HENS PORCHETTA (BUS BOTON BUTT) INE TERESH HERBS - REIN/I

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THE PALENCE

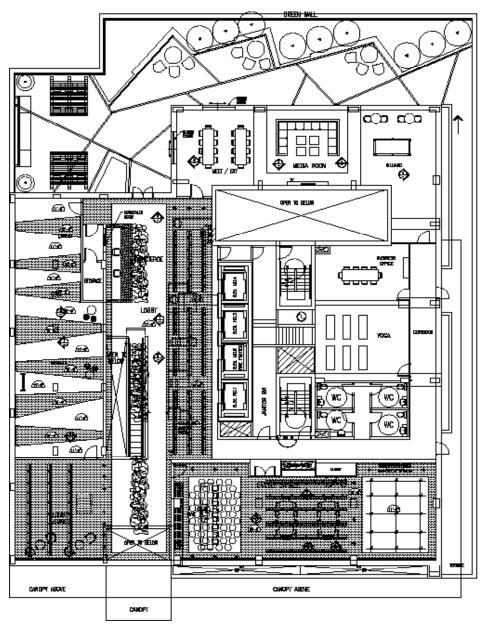
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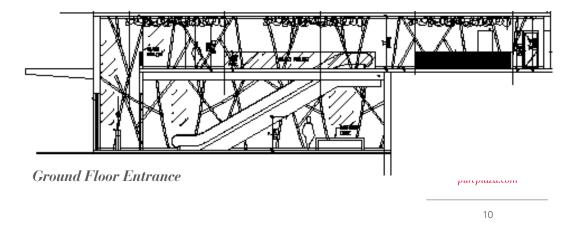
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# WELL IMAGINED.



Second Floor Amenities





#### Features & Finishes.

In a Plaza residence, gracious upgrades are standard features. By applying contemporary thinking to the quality of features and finishes we offer, Plaza homeowners can expect to always enjoy these luxurious touches in every suite.









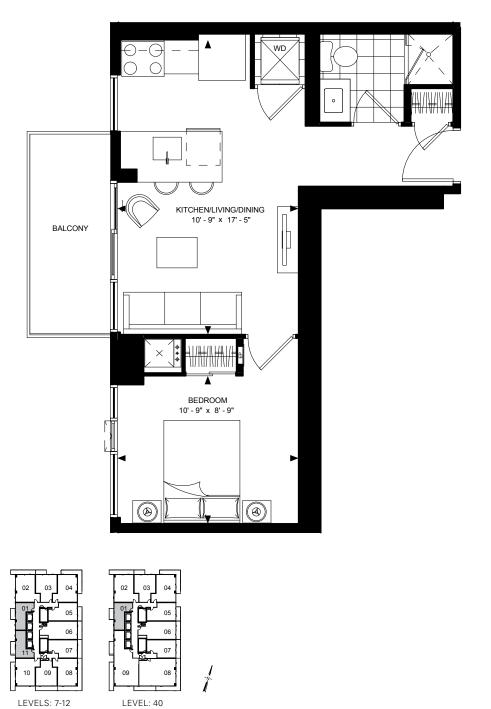
- Quartz countertop with
  undermount sink
- · Window coverings
- Moen faucets
- Hard surface flooring
- Six premium appliances including stainless steel refrigerator, stainless steel dishwasher, slide-in glass top stove and built-in microwave
- Ceramic or porcelain floor tiles
- Deep soaker tub and glass-walled showers
- Quartz vanity countertops and undermount sink
- Year-round heating and cooling
- 24-hour concierge service
- Every suite designed to have a balcony











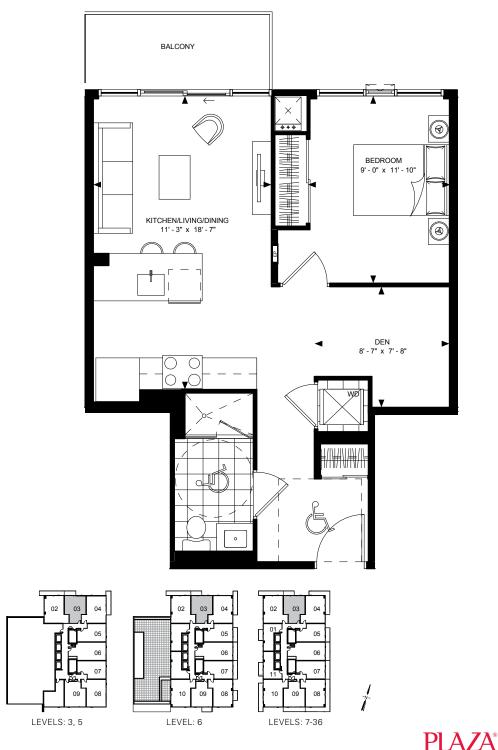
All dimensions are approximate and subject to normal construction variances. Dimensions may exceed the useable floor area. Sizes and specifications subject to change without notice. Furniture is displayed for illustration purposes only and does not necessarily reflect the electrical plan for the suite. All balconies standard concrete finish. Suites are sold unfurnished. E.&O.E. May 2014.



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#### SUITE 1D-C (BF) 610 sq.ft. – 1 Bedroom + Den



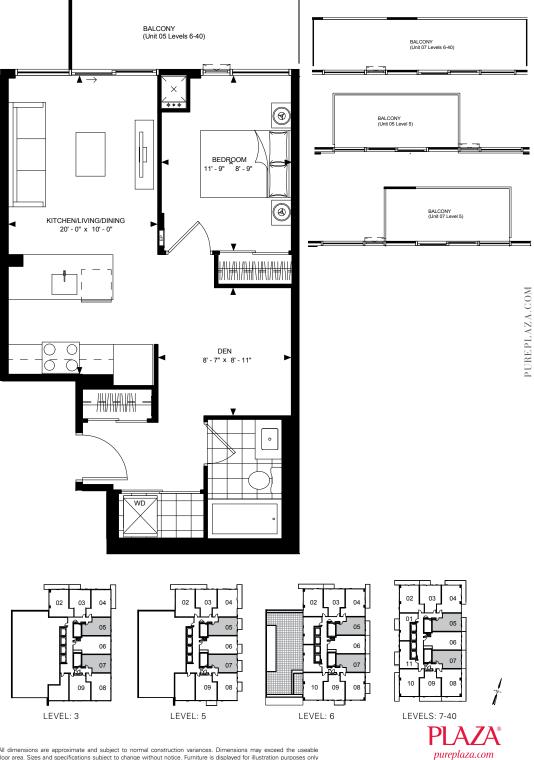
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#### SUITE 1D-A







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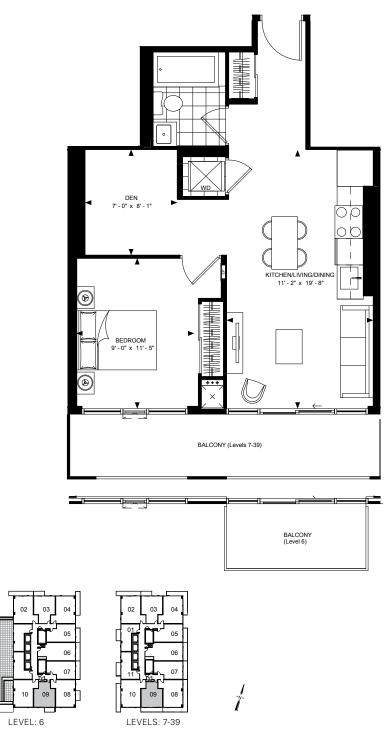
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SUITE 1D2

743 sq.ft. – 1 Bedroom + Den



SUITE 1D-B 589 sq.ft. – 1 Bedroom + Den

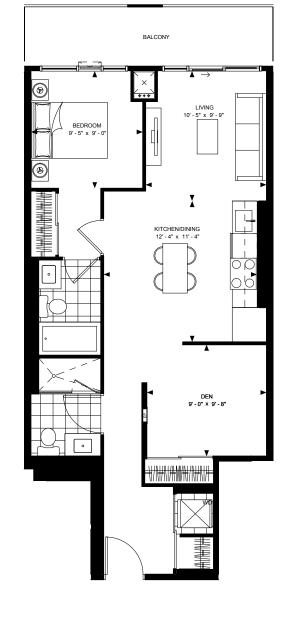


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SUITE 1D2-A

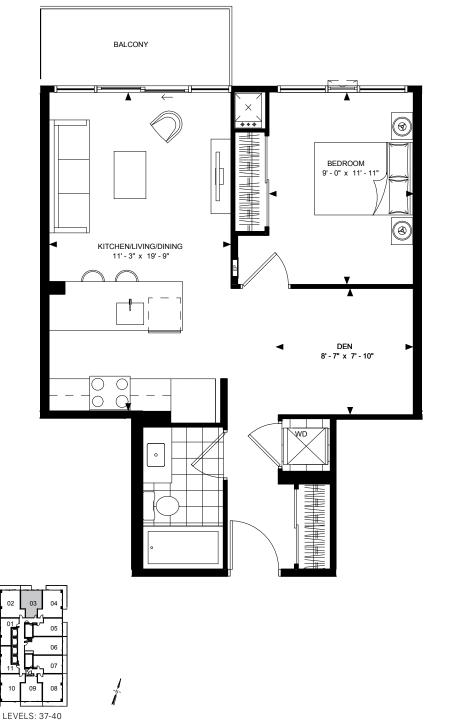
743 sq.ft. – 1 Bedroom + Den





## SUITE 1D-D

610 sq.ft. - 1 Bedroom + Den



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## SUITE 2-A (UNIT 02)

710 sq.ft. – 2 Bedroom





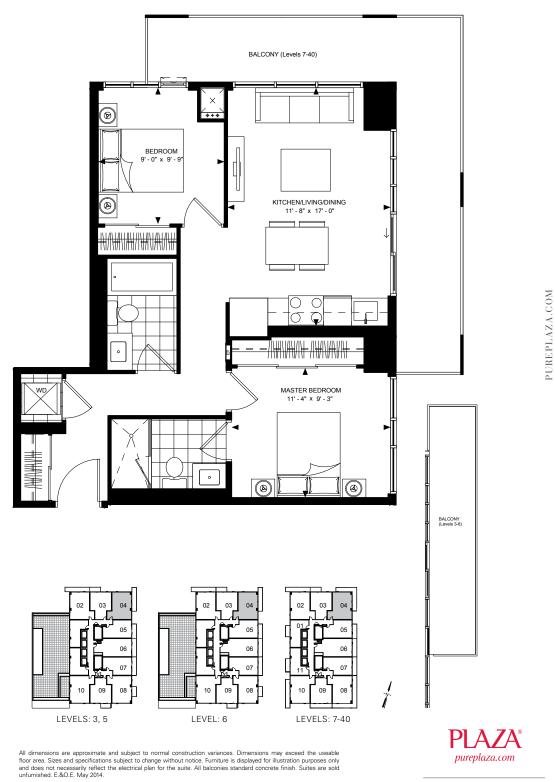
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## SUITE 2-A (UNIT 04)

710 sq.ft. – 2 Bedroom

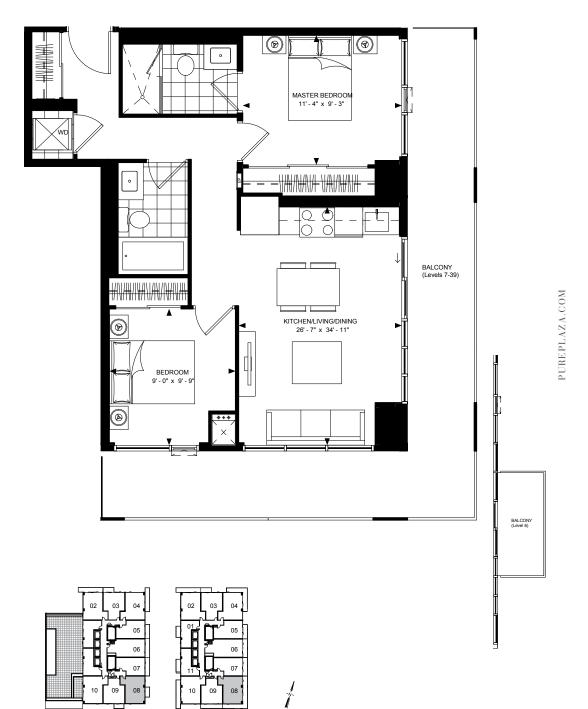






710 sq.ft. – 2 Bedroom





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LEVELS: 7-39

LEVEL: 6





**STATION** 







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1



## SUITE 2-A1 (UNIT 10)



721 sq.ft. – 2 Bedroom



LEVEL: 6

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#### WHERE LASTING **B E A U T Y** COMES STANDARD.

As one of Toronto's most experienced condominium developers, every Plaza condo community strictly adheres to a philosophy of lasting value in architecture, interior design and materials – so you can be sure your home will be a place of lasting beauty.

We were among the first condominium developers and builders in Toronto to include high-end finishes as standard features rather than costly upgrades. This includes quality touches such as granite or quartz kitchen counters, quartz or Caesarstone<sup>®</sup> bathroom counters, soft closing kitchen cabinets, halogen lighting, under-mount sinks, porcelain tile, hard surface flooring and stainless steel appliances.

We've continually raised the bar on delivering exceptional, hands-on customer service. Plus, we pay attention to detail because we know you do, too. That's why so many Plaza buyers become repeat purchasers – and why you can choose your condominium home with complete confidence.





#### PLAZA PURCHASER LIAISON

#### YOUR SATISFACTION IS OUR P R I O R I T

We want your Plaza condominium experience to live up to your expectations and be everything you hoped it would be. So we ensure that every detail of your purchase process and ownership is taken care of properly, right from the start.

Y

Your dedicated Plaza Purchaser Liaison is there to answer any questions you might have or assist with your complete comfort in your new suite. We look to build strong and lasting relationships with our customers. We want to ensure that you are well informed about any of the items related to your new home, such as your financial obligations, warranty and maintenance procedures, and the legal aspects of your home ownership.

Whatever the question, we're here to help and we're happy to assist you in any way we can. Our Plaza name is synonymous with lasting value ... and our Customer Care approach is synonymous with your lasting satisfaction.





# BUILDING PLAZA QUALITY SINCE 10 50 at Wellesley Station Exhibit Musée The Tower

With over 7,000 condominium suites either already completed or under construction in Toronto, Plaza is one of Toronto's most experienced residential condominium construction and development organizations.

> Our communities can be found in many of Toronto's most desirable urban neighbourhoods including Yorkville, North Toronto, King West, Queen West, Lawrence Park, Liberty village, The St. Lawrence Neighbourhood, Harbourfront, Mt. Pleasant village, and more. Building in more quality from the beginning is a hallmark of every Plaza community, which has resulted in condominium suites that have greater market value today, and have lasting value for tomorrow.





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