

West Block Fact Sheet

History:

- The original building was unveiled at Fleet and Bathurst in 1928 and was one of the first projects constructed on Toronto's new reclaimed land
- Hailed as a model of efficiency, the Loblaw Warehouse included its own electric tram railway, giant ovens for baking a ton of cakes and cookies each day, huge drums for blending tea, and 22 thousand feet of refrigeration piping.
- From 1990 to 2000, the warehouse was given pro-bono to the Daily Bread Foodbank

Rebuild:

- The dismantling on the building started in November 2015 following an official ceremony on August 5, 2015 with Galen Weston Sr. and Mayor John Tory removing the first brick
- The building has been restored to its former glory using the original stonework and bricks overlaid on a modern structure to meet current needs
- Historic design elements include, but are not limited to:
 - The brick façade of the building was dismantled carefully and eventually reassembled brick-by-brick and stone-by-stone placing each in its original position
 - The 400+ year old hemlock wood featured in the retail gallery was salvaged from wood used to construct the Queen's Wharf in 1833. The Toronto Waterfront Plan of 1912 buried the Queen's Wharf with infill of the lakeshore reclamation initiative.
 - When the Gardiner Expressway was constructed, rather than selling land for its construction, Garfield Weston allowed it to be built over and through the original warehouse and today you can see the support pillars for the Gardiner the parking garage

Current site:

- Combined total investment of over \$400 million
- Over 860,000 total square feet
- Designed to be mixed use, boasting 2 condo towers with 875 units, an outdoor community courtyard, retail and 5 floors of office space
- It's the only commercial property under the Gardiner Expressway and will service approximately 30,000 residents in the area
- **The Office:**
 - Above the retail level are 5 floors and approximately 130,000 square feet of office space, housing the digital, fintech and loyalty teams
 - The new offices will foster increased collaboration as we bring these teams together under one roof for the first time
 - The new office space provides an agile work environment for 1,100 number of employees, is outfitted with state of the technology and equipment to facilitate flexible and remote working, has ample space to host industry events and boasts a green roof and gender-neutral washrooms
 - **Loblaw Digital:**
 - Loblaw Digital attracts talent from around the world and is driven by digital innovation and technology, with a focus on customer convenience

- Reporting \$1 billion in sales last year and having already more than doubled that this year, the rapidly growing digital business demonstrates Loblaw's commitment to providing customers with convenient shopping solutions to help Canadians 'Live Life Well'
 - This move will allow us to accommodate 100+ new engineers joining the team
 - A new UX lab has been built to equip our team with the ability to conduct enhanced usability testing and research to build the best products for our customers.
 - **PC Financial:**
 - With some 3 million customers, PC Financial helps Canadians live life well by making spending, sending and saving money more affordable.
 - The move to 2 Bathurst supports our evolution as we focus on delivering rewarding, digital-first payments solutions to Canadians.
 - State-of-the-art office technology and collaboration spaces will continue to foster our culture of innovation and working in an agile way to continue to adapt our products based on customer feedback
- **Retail**
 - **Loblaws:**
 - 46,562 total square feet, 27,750 square feet of sales space on the second floor of the building
 - The Loblaws location will provide everything food lovers in the area need for meal inspiration or preparation, including fresh prepared meals from Pane Fresco – once a distinct bakery, now serving fresh pizzas, pastries and breads in the supermarket
 - The store comes with added convenience for the downtown resident, and trusted services such as PC Express
 - **Shoppers Drug Mart:**
 - 12,200 total square feet on the ground level of the building
 - The Shoppers Drug Mart location will support the neighbourhood's health and wellness needs with both in-person and digital pharmacy services, including online prescription refills and free prescription deliveries, as well as flu shots this fall to help keep local residents safe and healthy throughout cold and flu season
 - The new store also offers a Beauty Boutique with an expanded selection of luxury beauty brands
 - **Joe Fresh:**
 - 6,400 total square feet, 5,300 square feet of sales space on the ground floor of the building
 - Serving as the new flagship location for Joe Fresh, the new store has more of a showroom look and feel with elevated merchandising fixtures and a streamlined strategy to highlight product design, quality and price
 - The new location features friction free self-check outs in addition to traditional cash counters

- The store also features smart mirrors in the fitting rooms, providing customers with the ability to communicate directly with colleagues on the sales floor and request additional products and sizes with just a few clicks
- The new location will open mid-fall