

# UNIONCITY

*INVESTMENT BROCHURE*

# WHY INVEST IN UNIONVILLE-MARKHAM

## A THRIVING CITY

Unionville-Markham is a hub for culture, employment, and quality of life, fuelled by continued growth in the number of young people eager to make Markham their home.



**150+**  
years of history



**One of the most diverse cities in the world**



**59%**

**of residents are immigrants**



Canada is set to welcome approximately

**1.5M** more immigrants by 2026

2024	2025	2026
<b>485,000</b>	<b>500,000</b>	<b>500,000</b>



### Amazing arts & cultural institutions

- Flato Markham Theatre
- Varley Art Gallery
- Markham Museum
- Heintzman House



**8 public libraries**



**1150+ acres of parkland,**  
that's 3.3 acres for every 1,000 residents

# AN EMPLOYMENT HUB



**CANADA'S CAPITAL OF HIGH-TECH**  
2nd Largest Tech Cluster in Canada  
**1,000+** technology and life sciences  
companies, employing **37,000** people



Home to **10,000** companies  
and **400+** Canadian HQs,  
including IBM, AMD, Huawei, Tesla, GM,  
Honda, Lenovo, Qualcomm, Apotex, Teva,  
Johnson & Johnson, Pfizer, Estee Lauder



**Markham Movieland**  
Largest purpose-built film, television and digital  
soundstage in North America, over 400,000sf  
of \$100 Million movie complex



Forecasted to be the  
**#1 employment** growth engine\*

Employment Growth Forecast\*

Employment Forecast (% Change)	2016-2021	2021-2031	2031-2041	2041-2051
<b>Markham</b>	<b>5%</b>	<b>16%</b>	<b>17%</b>	<b>17%</b>
<b>Richmond Hill</b>	6%	16%	12%	13%
<b>Vaughan</b>	10%	15%	13%	12%

Source: York Region Official Plan Chapter 2 (Office Consolidation June 2023)  
\*Municipalities with population of 100k and more

# CITY OF MARKHAM GROWTH

Canada is set to bring \$1.5MM new PR in the next 3 years. Markham is one of the most diverse cities in Canada and a popular landing city for immigrants. 59% of the residents in Markham are immigrants.

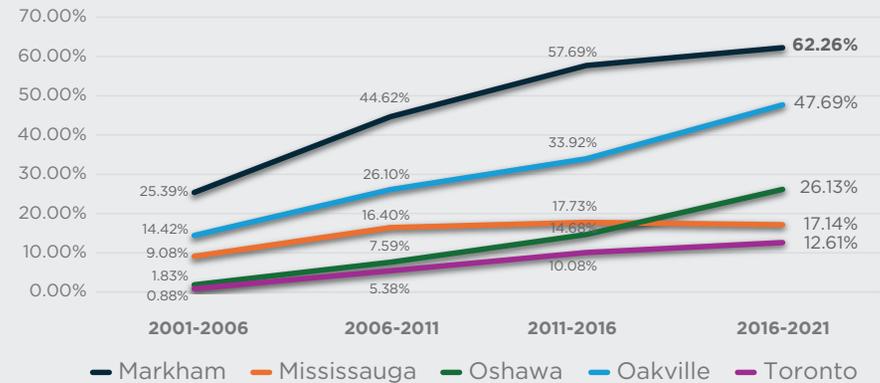


**Highest population growth rate** in the GTA



**Most robust rental submarket** in the GTA

Historical Population Growth Rate (cumulative) - Largest Municipality per Region\*



Source: 2021 Census: Population and Dwelling Counts  
\*comparing to Toronto and most populated municipality of each Region

Population Growth Forecast\*

Population Forecast (% Change)	2016-2021	2021-2031	2031-2041	2041-2051
<b>Markham</b>	<b>2%</b>	<b>19.3%</b>	<b>19.3%</b>	<b>24.4%</b>
<b>Richmond Hill</b>	3.6%	20.9%	12.8%	12.8%
<b>Vaughan</b>	5.5%	19.7%	20.2%	20.2%

Source: York Region Official Plan Chapter 2 (Office Consolidation June 2023)  
\*Municipalities with population of 100k and more

# A PRIME LOCATION



Next door to **York University Markham**  
**Campus opening 2024** The campus will:

Welcome  
**4,200-10,000+**  
students

Create  
**2,000**  
jobs

Generate  
**\$350M**  
in "immediate  
economic benefits"

## Also close to:

- Markham Pan Am Centre
- Highly-ranked elementary and secondary schools like Bill Crothers Secondary School
- Whole Foods Market
- T&T Supermarket
- CF Markville
- Pacific Mall
- Costco
- Historic Main Street Unionville
- Rouge River Trail System

## TRANSIT

- 1 York Region Transit / VIVA
- 2 Unionville GO Station

## FOOD & DINING

- 3 Ambiyani Indian Restaurant
- 4 Day & Night Angus Steak & Raw Bar
- 5 Folco's Ristorante
- 6 Il Postino
- 7 JOEY Markville
- 8 NextDoor Restaurant
- 9 Peter's Fine Dining
- 10 Phoenix Restaurant
- 11 Smash Kitchen and Bar

## SHOPPING

- 12 CF Markville Mall
- 13 Costco Wholesale
- 14 Pacific Mall
- 15 T&T Supermarket
- 16 Whole Foods Market

## LIFESTYLE

- 17 Cineplex Cinemas Markham & VIP
- 18 Downtown Markham
- 19 Flato Markham Theatre
- 20 GoodLife Fitness Markham
- 21 Main Street Unionville
- 22 Markham Pan Am Centre
- 23 McKay Art Centre
- 24 YMCA
- 25 Varley Art Gallery of Markham

## NATURE

- 26 Bruce's Mill Conservation Park
- 27 Milne Dam Conservation Park
- 28 Rouge National Urban Park
- 29 Toronto Zoo
- 30 Toogood Pond

## EDUCATION

- 31 Bill Crothers Secondary School
- 32 Markville Secondary School
- 33 Unionville High School
- 34 William Berczy Public School
- 35 York University Markham Centre Campus
- 36 Seneca College Markham Campus



# STRONG DEMAND AND PRICE RESILIENCY



## Top 5 Areas for Preconstruction Condominium Sales in 2023

Rank	Area	Sales
1	Markham	1522
2	Pickering	1056
3	Etobicoke	1029
4	Downtown East	893
5	Vaughan	820

Source: Altus RealNet GTA High Rise Projects Monthly Report - December 2023

## Key Takeaways:

Markham was the

# #1

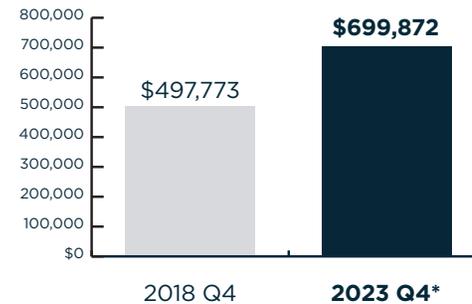
preconstruction  
condominium market  
in GTA in 2023

The city enjoyed resilient  
resale condominium pricing  
between 2022 and 2023

## Condominium Apartment - Average Price\*

Region	2022 Q4	2023 Q4	% Change
City of Toronto	\$738,398	\$720,456	-2.4%
<b>Markham</b>	<b>\$697,881</b>	<b>\$699,872</b>	<b>0.3%</b>
Vaughan	\$715,393	\$699,355	-2.2%
Pickering	\$624,929	\$612,212	-2.0%
GTA	\$710,520	\$702,142	-1.2%

MARKHAM AVERAGE DETACHED HOME PRICE IS  
**\$1.72 MILLION IN 2023**



5 year  
% growth

# 40.6%



## MOST RECENT SOLD UNITS IN MARKHAM

1-Bedroom **\$627,000**

1-Bedroom + Den **\$713,000**

2-Bedroom **\$943,000**

3-Bedroom **\$1,050,000**

\*Source: Toronto Regional Real Estate Board

# A ROBUST RENTAL MARKET



## 2023 Q4 Rental Summary - Select Major Markets

Submarket	Average Rent	Days on Market	LLR*
Toronto Downtown	\$2,879	20	67%
North York	\$2,850	16	76%
Markham	\$2,734	17	87%

\* Leases to total listing ratio  
Source: Urbanation, UrbanRental Q42023 Report

## Recent Transactions

Region	Type	Rental Rate	Age of Building
Markham	1B	\$2,450	3
Markham	1B+D	\$2,698	3
Markham	2B	\$3,200	0
Markham	3B	\$3,600	7

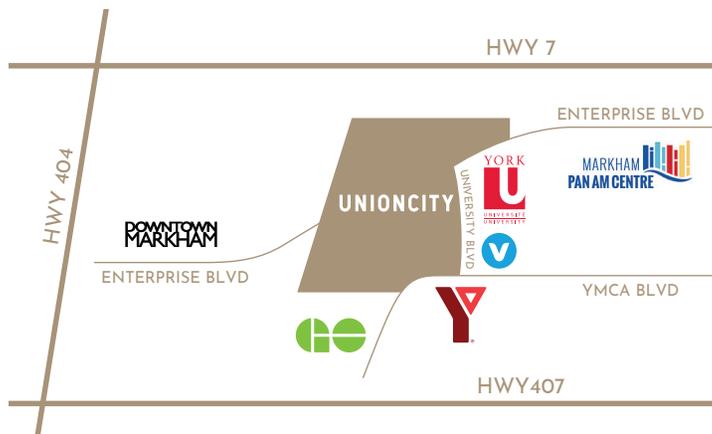
## Key Takeaways:

**Markham had the most robust rental submarket in the GTA (Q4 2023)** with the highest Leases to Total Listing Ratio



# UNLIMITED CONNECTIVITY

Union City provides unlimited access to transit and to the infrastructure that allows residents to connect across the city with ease.



## UNION CITY

1 MINUTE WALK TO THE UNIONVILLE GO STATION AND THE VIVA ENTERPRISE BUS RAPID TRANSIT

GO TRAIN TO UNION STATION  
EVERY 15 MINS

40 MINS TO DOWNTOWN  
(UNION STATION)



ADJACENT TO  
YORK UNIVERSITY  
MARKHAM CAMPUS



ADJACENT TO ACRES  
OF PARKS & OUTDOOR  
AMENITIES



2 MIN TO HIGHWAY 407  
5 MIN TO HIGHWAY 404  
5 MIN TO HIGHWAY 7

1 MIN TO  
PAN AM CENTRE



1 MIN TO  
MARKHAM YMCA



## BY CAR

30 MINS TO MIDTOWN TORONTO  
(YONGE & EGLINTON)

35 MINS TO DOWNTOWN  
(UNION STATION)

# IN THE HEART OF UNIONVILLE- MARKHAM

Union City is an unprecedented master-planned community with 9 planned towers, bringing new residences, recreation, offices, retail and parks spread across 12 acres in the heart of Unionville-Markham. It's a new era of elevated design.

## Phase 1:

3 towers (44, 40, and 36 storeys)

1360 units

400 SF to 1700 SF



# HOTEL-INSPIRED AMENITIES

Union City offers over 72,000 square feet of hotel-inspired amenities, a variety of spaces to relax, reflect, interact, and entertain.

## GROUND FLOOR

- Lobby
- The Nest Lounge
- Union City Commons Outdoor Plaza
- FitLab High-Performance Fitness Studio

## UNION HOUSE

- A 5,000 square foot, one-of-a-kind, stand-alone, multi-functional private social club, exclusive to Union City residents.



## UNION ON 6TH

1. Union City Champion's Court
2. Outdoor Play Area
3. Billiards Lounge
4. Golf Simulator
5. Multi-Media Room
6. The Oasis Indoor Pool
7. Men's Changeroom
8. Women's Changeroom
9. Union City Party Room
10. Private Kitchen & Dining
11. Dream Lab Children's Space
12. Union City Terrace

# METROPIA



## WHO WE ARE

To date, Metropia has planned, built, and managed more than 14,000 residential units, in 21 communities, spanning a mix of high- and low-rise development and master-planned sites that incorporate more than 13 million square feet of residential, retail and corporate space. These thriving, integrated communities include projects like eCondos; Exhibit, 11YV, and Union Village. While each one boasts a unique position in Toronto's residential landscape, these communities nonetheless share one defining theme: they are all poised to become a landmark destination with fully-integrated programming, filled with inspiration and built for the way people want to live.





## ARCHITECT & INTERIOR DESIGNER

### IBI GROUP

IBI Group is a global architecture, engineering, planning, and technology firm defining the cities of tomorrow. Headquartered in Toronto, the firm includes a team of industry leading architects, engineers, planners, designers, and technology professionals united by a common desire: to create livable, sustainable, technologically advanced urban environments. From high-rises to industrial buildings, schools to state-of-the-art hospitals, transit stations to highways, airports to toll systems, bike lanes to parks, IBI Group designs every aspect of truly integrated cities. Their collaborative approach focuses on future-forward solutions, bridging the gap between design and technology, always driven by the values of integrity, partnership, excellence, innovation, community, and environment.



## LANDSCAPE ARCHITECT QUINN DESIGN ASSOCIATES INC

Creating places that delight and inspire, that's the mission of Quinn Design Associates Inc. Since 1987, the Toronto-based architectural landscape firm has been translating a passion for horticulture and urban design into some of the most breathtaking urban and public landscapes of the last three decades, spaces like the Peel Memorial Centre; the Humber River Hospital; Seneca College's Centre for Innovation, Technology, and Entrepreneurship; and the Markham Pan Am Centre, Union City's neighbour to the east. The talented team shares a vision for inclusive landscape design that considers each site, its architecture, and the larger urban context, resulting in healthy, sustainable, dynamic environments that enhance people's relationship to outdoor urban settings.



**METROPIA**

