



BUILDING EXTERIOR

// Wrapped in fitted glass and patterned by sculpted balconies, the 60-storey tower is a dramatic addition to the restored heritage building and new retail pavilion on Yonge Street //

**// WE'VE ALL GOT A SONG THAT SPEAKS TO OUR SOUL. ONE THAT MAKES US SMILE. ONE THAT MAKES US CRY.
ONE THAT MAKES US WANT TO GET OUT OF OUR SEAT AND DANCE UNTIL SUNRISE. //**

Life at Massey Tower hits that same sweet note. Architecture that strikes a modern chord.
Interiors in perfect harmony. Life, at full volume, on Yonge Street.

AT MASSEY TOWER, LIVE LIFE TO THE BEAT OF YOUR OWN DRUM.

BENCHMARK
SIGNATURE REALTY INC.

宏地
基產



OUTDOOR TERRACE // A unique outdoor hideaway features a 16-foot waterfall, lush nature areas, sculptural planters and connected lounge seating.
Enjoy the ethereal atmosphere for romantic sunsets and spectacular city views of Nathan Phillips Square and beyond. //



TURN UP THE VOLUME ON TRADITION
HISTORY AND EDUCATION AMONG THE
STORIED CAMPUS AT UNIVERSITY OF
TORONTO. INDULGE YOUR CURIOSITIES
AND FEED YOUR THIRST FOR KNOWLEDGE
ALONGSIDE SOME OF THE MOST BRILLIANT
MINDS IN THE COUNTRY.



COLLEGE ST.

CHINATOWN

UNIVERSITY AVE.

BAY ST.



YONGE ST.



JARVIS ST.



SPADINA AVE.



DUNDAS ST. W.



**PRESS PLAY OUTSIDE
YOUR DOOR.**

STEPS FROM THE TTC.
ACROSS FROM THE EATON
CENTRE. MINUTES FROM
THE PATH.

SING A DIFFERENT TUNE

WITH THE EXOTIC TASTES,
COLOURS AND SOUNDS OF
CHINATOWN. DISCOVER A
NEW ADVENTURE BEHIND
EVERY STOREFRONT.



PATH ENTRANCE
★ THE MASSEY
TOWER
LIVE ON YONGE



FINANCIAL DISTRICT

QUEEN ST. W.

THEATRE DISTRICT



KING ST. W.



A SONG FOR EVERY SCENE IN KING WEST.

SAMPLE THEATRE, DANCE, MUSIC AND ART. FINE
DINING. CASUAL EATERIES. BARS, LOUNGES,
CLUBS. WHATEVER YOU'RE IN THE MOOD FOR.

FRONT ST. W.



LAKESHORE BLVD. W.

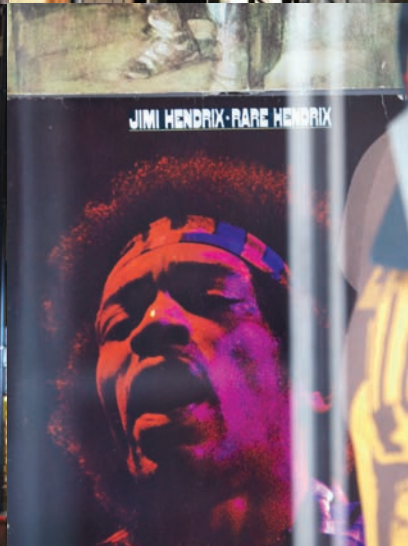
WHAT'S MUSIC TO YOUR EARS?

IS IT 55,000 PEOPLE SINGING ALONG
TO THE ENCORE? 18,000 PEOPLE
CHEERING FOR THE GOAL? SPORTS,
CONCERTS, ENTERTAINMENT AND
WORLD-CLASS EVENTS, JUST A FEW
BLOCKS FROM HOME.



A SWEET MEDLEY SURROUNDS YOU.

EVERYTHING YOU COULD EVER NEED -
RETAIL THERAPY. OUTDOOR ACTIVITY.
AN EXPLOSION OF TASTES. IN SWEET
HARMONY.



IN 2009, GARY SWITZER FOUNDED MOD DEVELOPMENTS INC. WITH A VISION FOR CREATING A NEW NARRATIVE FOR CONDO LIVING IN TORONTO.

As the former head of high-rise development for Great Gulf Homes, Gary brings more than 20 years experience, developing award-winning projects like 18 Yorkville, The Morgan, The Hudson, and X The Condominium. His core philosophy is a commitment to excellence in design, architecture, construction and service.

WITH MASSEY TOWER, MOD CONTINUES TO UPDATE THE URBAN TAPESTRY, RAISE THE BAR ON THE CONDOMINIUM LIFESTYLE AND CREATE CITY LANDMARKS.

FOUNDED IN 1988, TRICON IS ONE OF NORTH AMERICA'S PRE-EMINENT ASSET MANAGERS IN EQUITY AND MEZZANINE CAPITAL

for the residential real estate development industry. Their recent Toronto projects include 100 Yorkville, Casa, Murano, Burano, The Residences of College Park, Seventy5 Portland, Fashion House and Six50 King West.

HARIRI PONTARINI ARCHITECTS IS A TORONTO-BASED ARCHITECTURAL FIRM, ESTABLISHED IN 1994.

Founders Siamak Hariri and David Pontarini, are committed to creating architecture that endures, whether it be in institutional, residential, commercial, corporate or mixed-use environments. HPA has received over 35 awards for their contributions to diversity of urban context.

THEIR TEAM EXCELS AT INTEGRATING NEW DEVELOPMENTS WITHIN EXISTING URBAN STRUCTURES.

CECCONI SIMONE INC. IS A TORONTO-BASED, INTERNATIONALLY-RENOINED INTERIOR DESIGN CONSULTING FIRM.

Under the direction of partners Anna Simone and Elaine Cecconi, the firm has completed major projects throughout North America, China, Italy and Dubai. Their award-winning interiors for clients in hospitality and restaurant, corporate and financial, government and residential, have been featured in numerous national and international design publications.

CECCONI SIMONE'S MULTI-DISCIPLINARY DESIGN PHILOSOPHY GIVES THEM A UNIQUE UNDERSTANDING OF HOW PEOPLE LIVE THEIR LIVES AND WHAT DESIGN SOLUTIONS ARE THE PERFECT FIT.

JANET ROSENBERG + ASSOCIATES IS ONE OF CANADA'S MOST HIGHLY REGARDED LANDSCAPE ARCHITECTURE FIRMS.

Established in 1983, their portfolio of work includes master planning, design and project management for numerous government, institutional, academic, commercial and residential clients. The firm has been honoured with over 70 major awards, and their commissions have been published regionally, nationally and internationally.

COMPANY FOUNDER, JANET ROSENBERG, IS REGULARLY SOUGHT OUT TO SHARE HER PASSION, COMMITMENT, KNOWLEDGE AND ENTHUSIASM AT INDUSTRY CONFERENCES, ROUNDTABLES AND LECTURES.

SINCE 1993, MARKETVISION HAS BEEN ONE OF TORONTO'S PREMIER REAL ESTATE SALES AND MARKETING FIRMS.

with over 22,000 condominium residences sold throughout Canada and the United States. Some of their standout projects such include One St. Thomas, The Merchandise Building, Thornwood Condominiums and Massey Harris Lofts. The company brings their vast experience to the design consultation of amenity spaces, suite layouts and pricing. MarketVision is affiliated with Urbanation, the industry leader for market intelligence in the condominium industry.

L.A. INC. IS ONE OF NORTH AMERICA'S FOREMOST COMPANIES SPECIALIZING IN BRANDING, MARKETING AND COMMUNICATIONS

for major real estate developments throughout North America and Europe. The Toronto-based firm has created exciting and memorable brands and award-winning marketing programs for major developments in New York, South Florida, Las Vegas, Atlanta, Philadelphia, Chicago, New Jersey, Nashville, Charlotte, Toronto, Montreal, Vancouver, Austin and Budapest.



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QUALITY FEATURES LIST

THE BUILDING

A dramatic 60-storey modern point-tower designed by the award-winning architectural firm Hariri Pontarini Architects, integrating the historically-designated 1905 Canadian Bank of Commerce Building at 197 Yonge Street, on the east side of Yonge Street, north of Queen Street.

Lobby and extensive amenities designed by internationally renowned interior design firm Cecconi Simone. The entrance and lobby will be through the restored bank building. Amenities will be located on the ninth and tenth floors and will include fitness and weight rooms, his and hers change-rooms with steam-rooms along with a piano bar, cocktail lounge, party room, kitchen and dining room. This tenth floor opens onto a spectacular roof gardens designed by the acclaimed landscape architect Janet Rosenberg and Associates which will include a water feature, seating areas, and planting.

Two 24 hour, 7 day a week concierges.

8 hour, 7 day a week recreational director.

Two guest suites provided for residents' use.

Superintendent suite provided for on-site convenience.

6 levels of above-ground state-of-the-art automated parking entered from Victoria Street. Two automobile elevators will access the automated parking.

4 residential elevators serving floors Ground, 9 to 60; one commercial elevator serving commercial uses on the second floor and bicycle room in the basement level.

Mailroom conveniently located beside front lobby.

THE SUITES

Suites designed by Cecconi Simone with 9' smooth-finished ceilings. Quoted ceiling heights are exclusive of bulkheads required for mechanical purposes such as kitchen and bathroom exhausts, heating and cooling ducts and sprinklers.

Choice of pre-finished engineered laminate flooring in living/dining, bedroom and den areas, as per builder's standard samples.

Solid core entry door with security view-hole.

Sliding doors and/or swing doors to balcony or terrace as per plans.

Architecturally-designed baseboards, door frames and casings.

White plastic-coated ventilated wire shelving in all closets.

Insulated double-glazed, aluminum windows.

Stacked washer/dryer with exterior venting in all suites.

THE KITCHENS

European-style appliance package including 4-burner glass ceramic cook-top, stainless-steel hood-fan, oven, integrated refrigerator, dishwasher, and freestanding microwave, located in the island. Studio suites space-saving appliance package include 2-burner glass ceramic cook-top, stainless-steel oven, integrated refrigerator, dishwasher drawer and microwave.

Contemporary kitchen cabinetry custom designed by Cecconi Simone in a variety of materials and colours, from builder's standard samples.

Choice of granite, composite stone or corian countertops with Cecconi Simone designed island as per plans, from builder's standard samples.

Choice of porcelain, or glass tile backsplash, from builder's standard samples.

Single bowl stainless steel under mounted sink with contemporary design faucet.

Ceiling mounted track lighting over island, as per plans.

Choice of pre-finished engineered laminate flooring, from builder's standard samples.

THE BATHROOM

[Master Bathroom or Main Bathroom in One Bathroom Suites]

Cecconi Simone custom-designed corian sink with cabinetry below vanity, from builder's standard samples.

Wall mounted sink faucet.

Cecconi Simone custom-designed mirror/storage cabinet above vanity.

Choice of porcelain tiles from builder's standard samples.

Polished chrome accessory package including towel bar and toilet holder where applicable.

White plumbing fixtures

Soaker tub, as per plans.

Full height porcelain or ceramic wall tiles in tub/shower enclosure, from builder's standard samples.

Pressure balance valve for tub and shower.

Exhaust vented to exterior.

SECOND BATHROOMS

[In Two Bathroom Suites]

Cecconi Simone custom-designed corian sink with cabinetry below vanity, from builder's standard samples.

Wall mounted sink faucet.

Wall mirror, width of vanity.

Choice of porcelain floor tiles from builder's standard samples.

Polished chrome accessory package including towel bar and toilet holder where applicable

White plumbing fixtures
Full height porcelain wall tiles and porcelain floor tiles in shower enclosure, from builder's standard samples.

Frameless glass enclosure, as per plans.

Pressure balance valve for shower.

Exhaust vented to exterior.

THE TECHNOLOGY

Emergency voice communications systems, smoke, carbon monoxide detector where applicable in each suite.

Entire building fully fire sprinklered. High-speed internet access provided with "future technology-ready" features in all suites.

Rough-in only for future security system.

Pre-wired for cable TV and telephones.

White "decora" switches and outlets.

FINISHES SELECTION

Purchasers will choose one of three finishes packages
pre-selected by Cecconi Simone.

All packages, and any choices within the package are to be chosen with the assistance of the builders' Interior Design Consultant. All materials and other selections for which the Purchaser is entitled to make a selection are to be chosen from builders' samples, and are as per builders' specifications. Sizes and specifications are subject to change without notice, E. & O.E.

THE BUILDERS

Massey Tower is being developed by MOD Developments Inc. All suites protected under the Tarion Warranty Corporation.

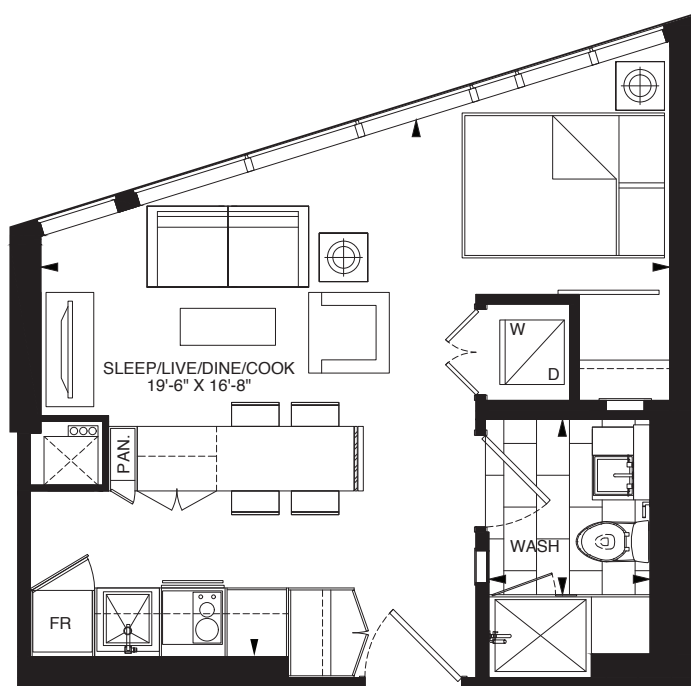
// 60 STOREY MODERN POINT-TOWER DESIGNED BY AWARD-WINNING ARCHITECTURAL FIRM HARIRI PONTARINI... //

// LOBBY AND EXTENSIVE AMENITIES DESIGNED BY INTERNATIONALLY RENOWNED INTERIOR DESIGN FIRM CECCONI SIMONE... //

JUNIOR ONE BEDROOM

THE NEIL YOUNG SUITE

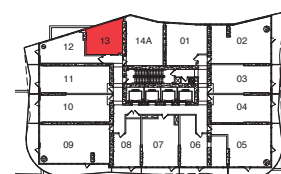
378 SQ.FT.



THE MASSEY
TOWER LIVE ON
YONGE

BENCHMARK
SIGNATURE REALTY INC.

宏地
基產



TYPICAL, FLOORS 11-58

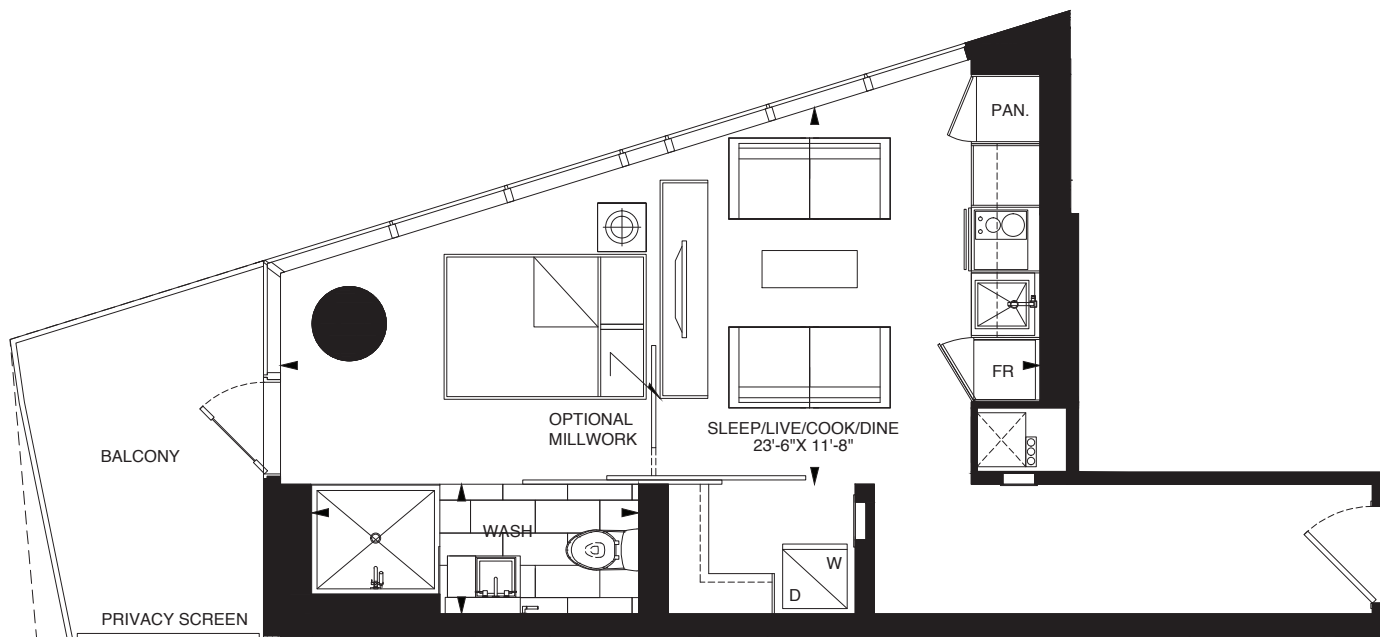
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JUNIOR ONE BEDROOM

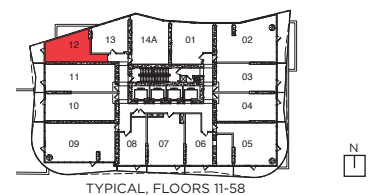
>> THE BOB DYLAN SUITE <<

440 SQ.FT. + BALCONY

440



THE MASSEY
TOWER LIVE ON
YONGE



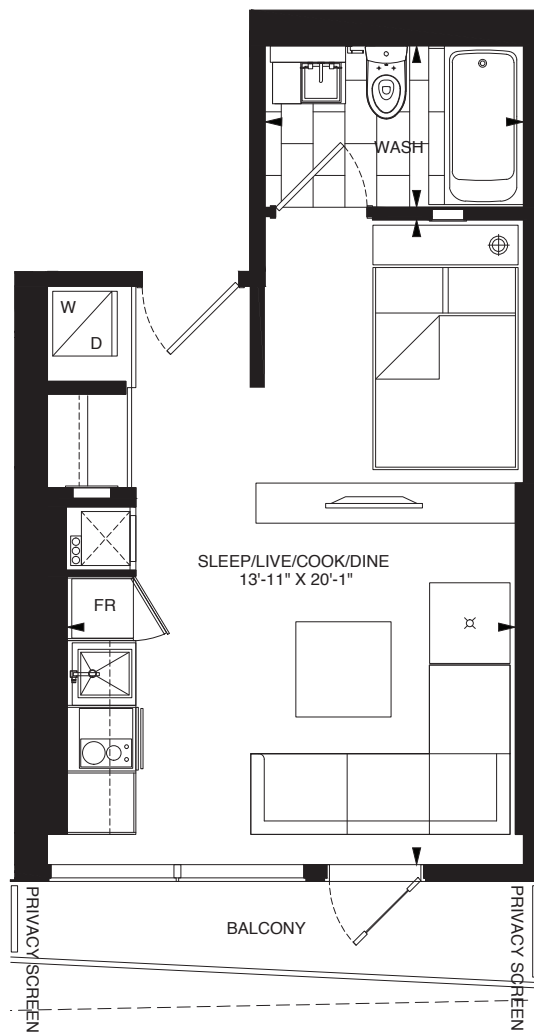
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JUNIOR ONE BEDROOM

>> THE RAVI SHANKAR <<

377

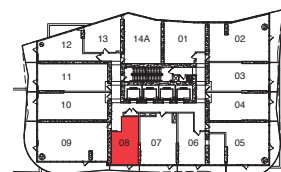
377 SQ.FT. + BALCONY



THE MASSEY
TOWER LIVE ON
YONGE

BENCHMARK
SIGNATURE REALTY INC.,

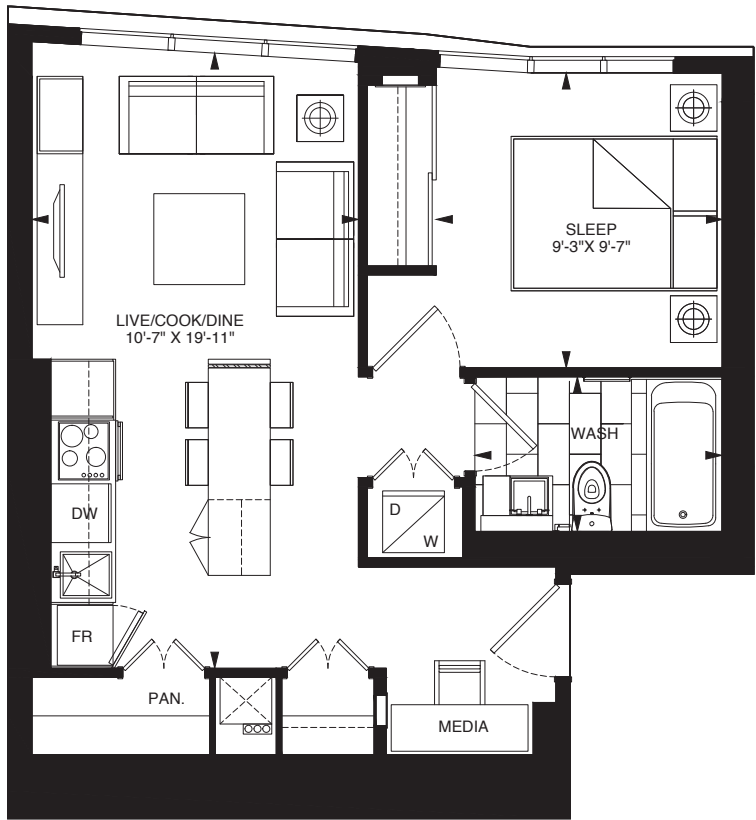
宏地
基產



ONE BEDROOM

>> *The Yo-Yo Ma* suite <<

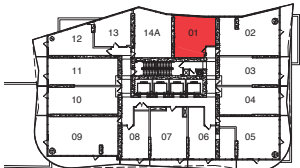
557
557 SQ.FT.



THE MASSEY
TOWER LIVE ON
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BENCHMARK
SIGNATURE REALTY INC.

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基產



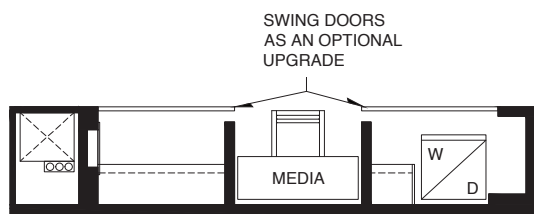
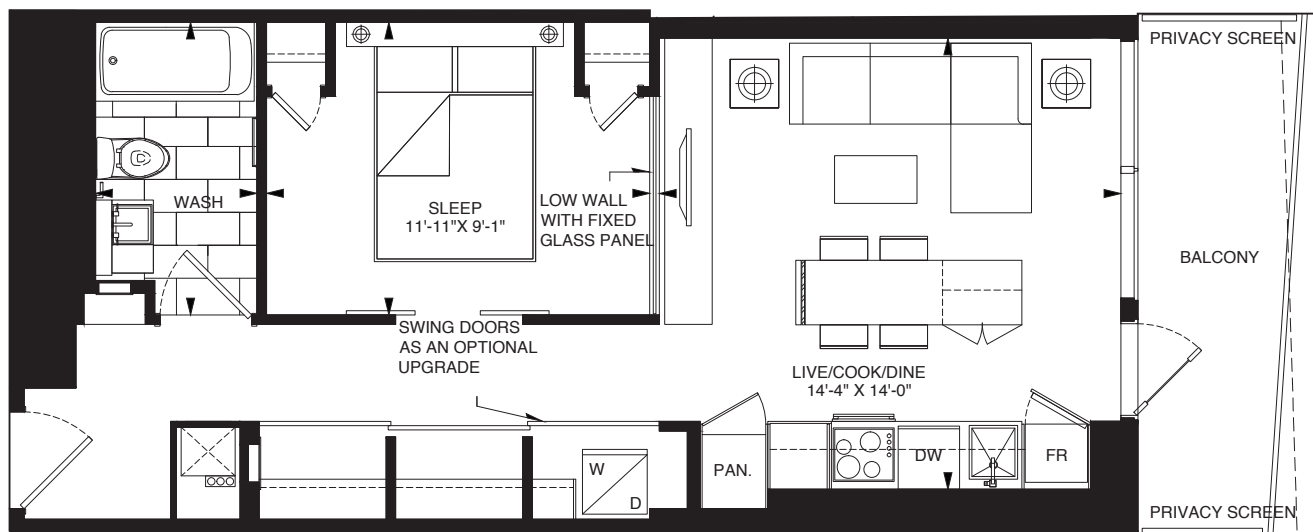
TYPICAL, FLOORS 11-58

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ONE BEDROOM

THE DIZZIE GILLESPIE SUITE

559 SQ.FT. + BALCONY

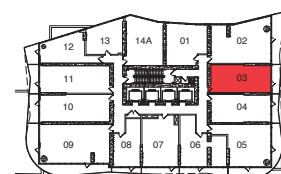


OPTIONAL CONFIGURATION

THE MASSEY
TOWER LIVE ON
YONGE

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TYPICAL, FLOORS 11-58

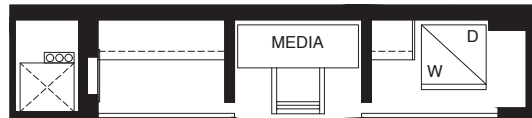
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ONE BEDROOM

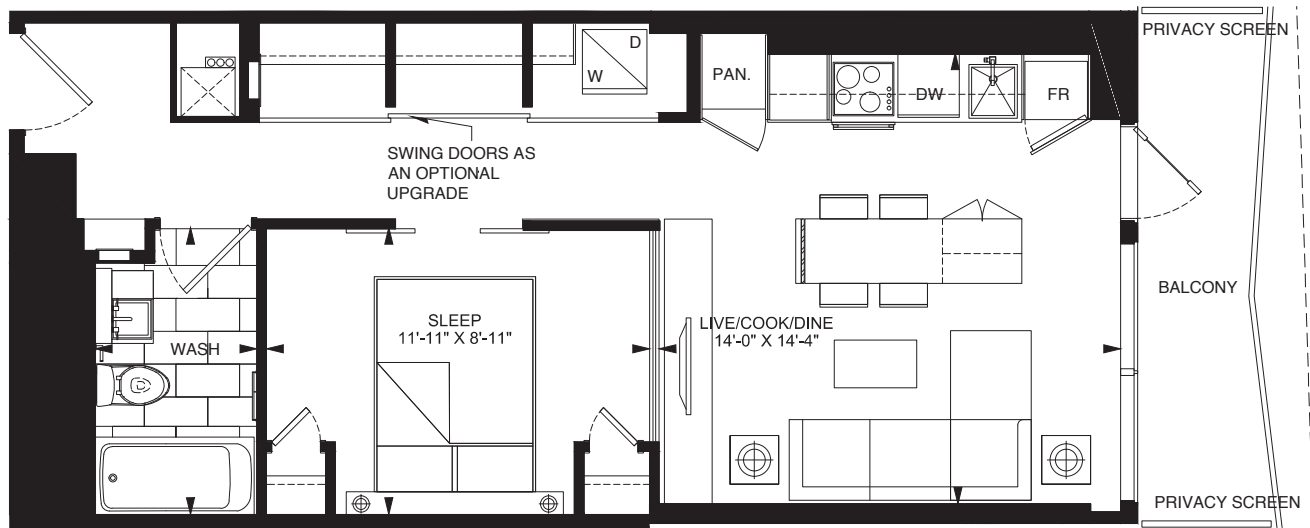
THE CHARLIE PARKER SUITE

559 SQ.FT. + BALCONY

OPTIONAL CONFIGURATION



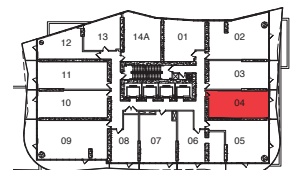
SWING DOORS
AS AN OPTIONAL
UPGRADE



THE MASSEY
TOWER LIVE ON
YONGE

BENCHMARK
SIGNATURE REALTY INC.

宏地
基產



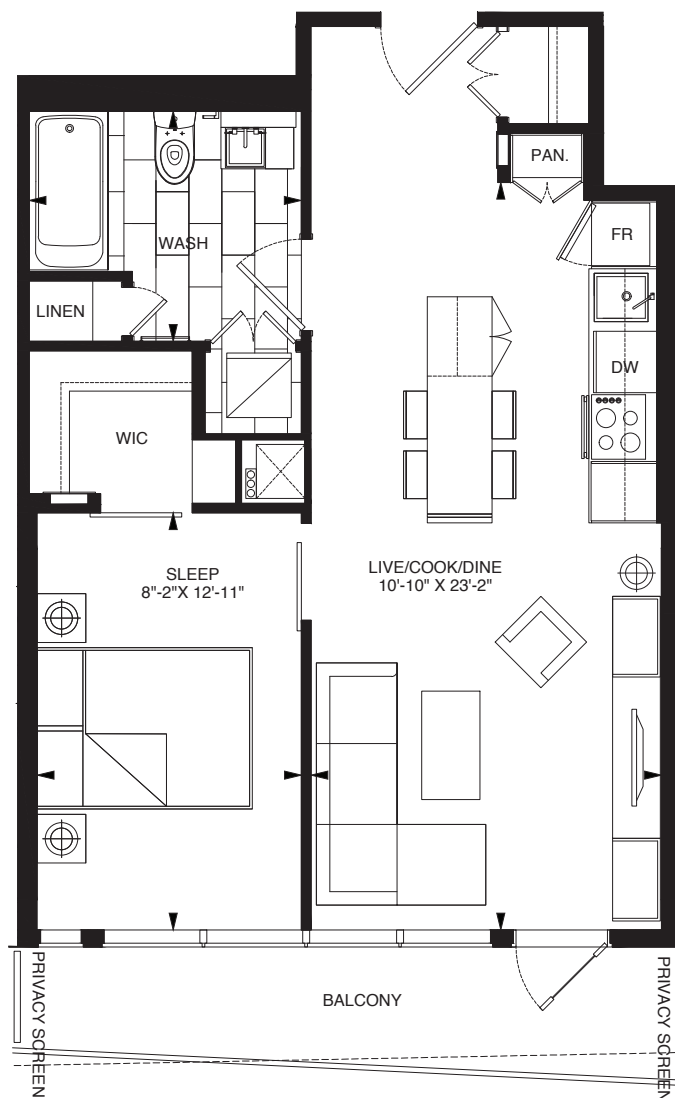
TYPICAL, FLOORS 11-58

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ONE BEDROOM

THE DAVE BRUBELK SUITE

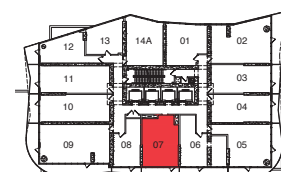
566 SQ.FT. + BALCONY



THE MASSEY TOWER
LIVE ON YONGE

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TYPICAL, FLOORS 11-58

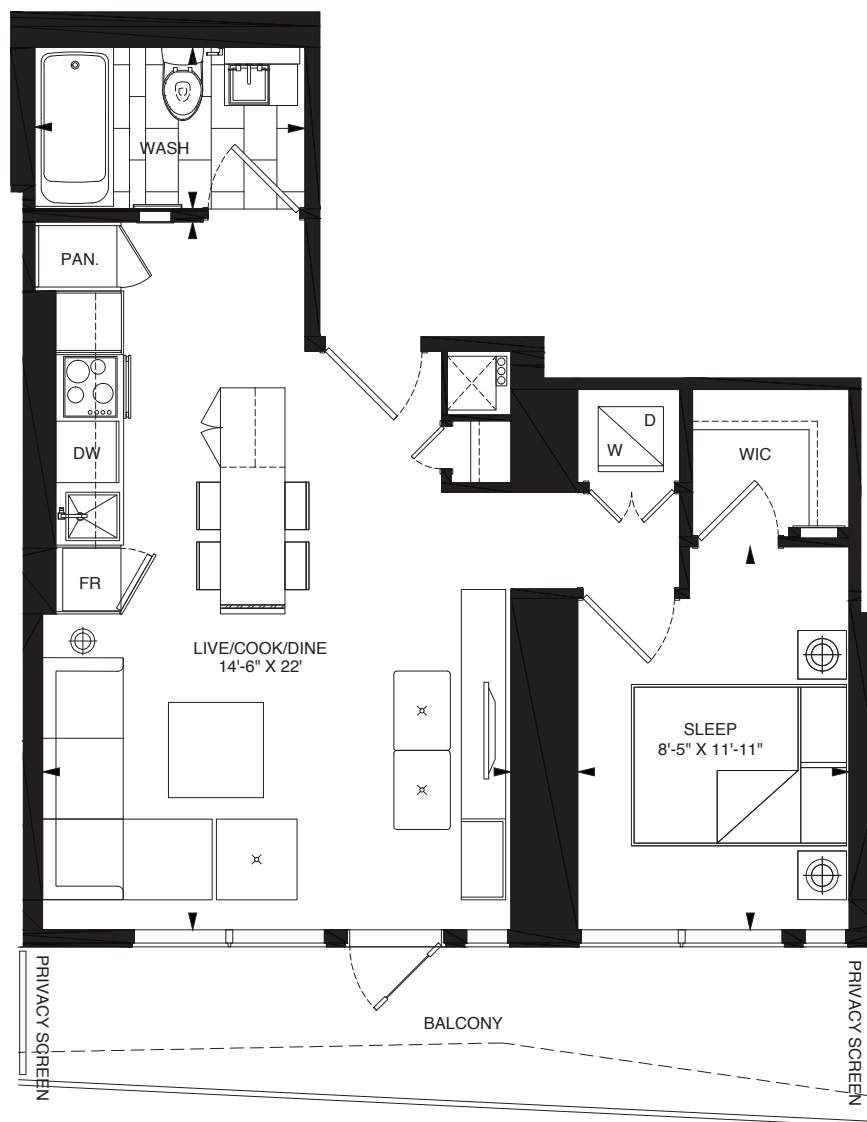
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ONE BEDROOM

>> THE JON MITCHELL SUITE <<

578

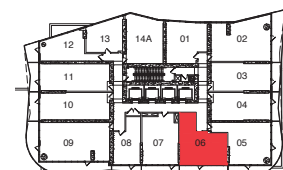
578 SQ.FT. + BALCONY



THE MASSEY
TOWER LIVE ON YONGE

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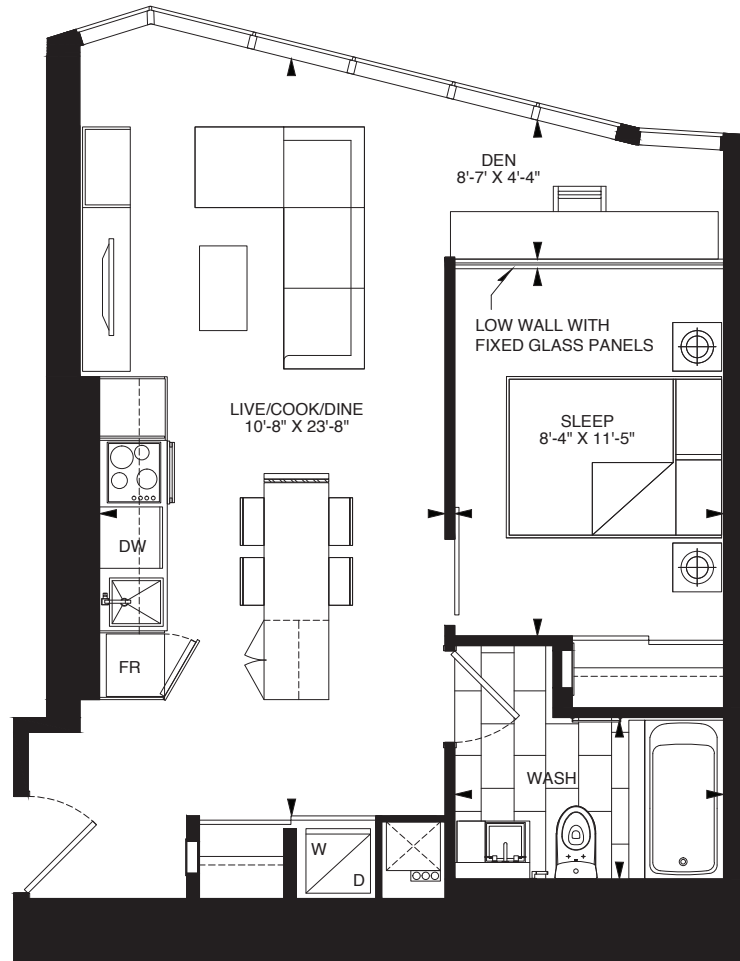
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ONE BEDROOM + DEN

THE RAY CHARLES

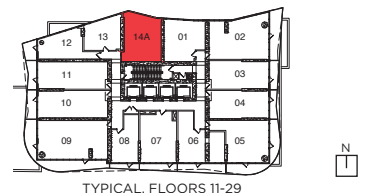
610

610 SQ.FT. << SUITE A



THE MASSEY
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SIZES & SPECIFICATIONS SUBJECT TO CHANGE WITHOUT NOTICE. E. & O. E. DRAWING NOT TO SCALE.

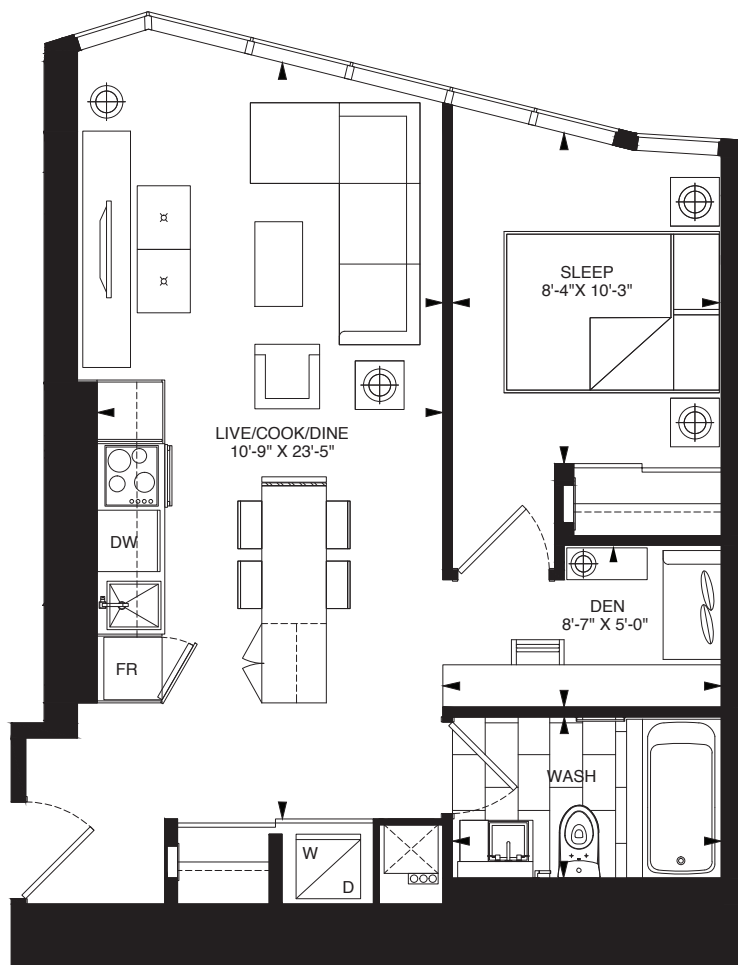
ONE BEDROOM + DEN

THE RAY CHARLES

610

610 SQ.FT.

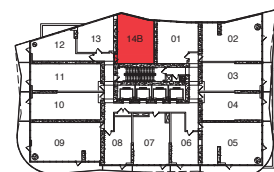
SUITE B



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TYPICAL, FLOORS 30-58

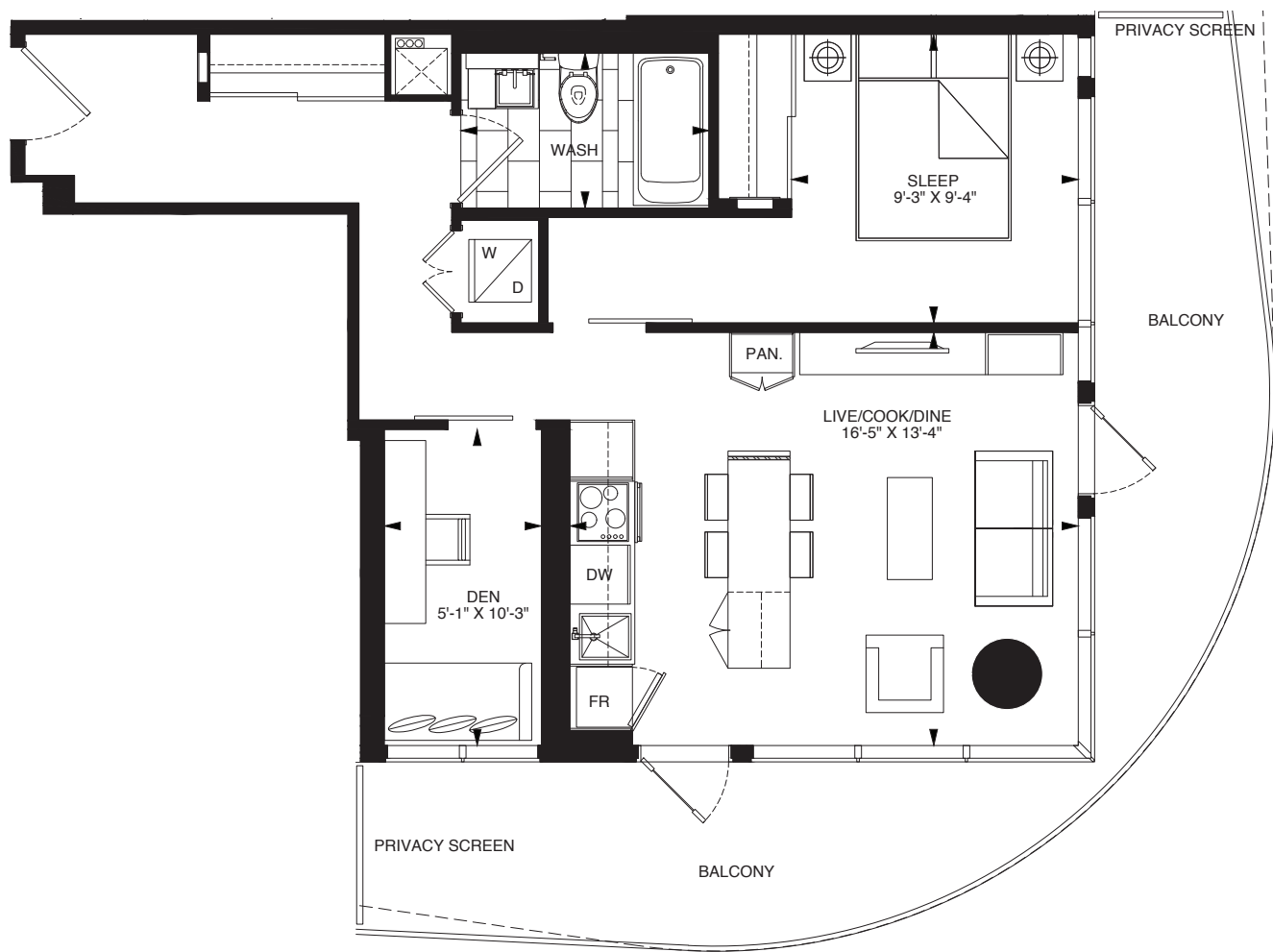
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JUNIOR TWO BEDROOM

THE LOUIS ARMSTRONG SUITE

643

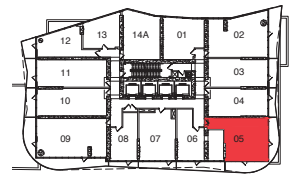
643 SQ.FT. + BALCONY



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TYPICAL, FLOORS 11-58

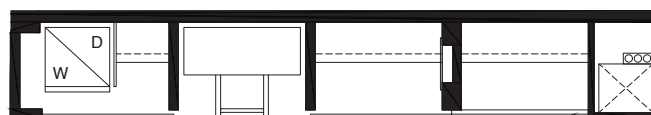
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ONE BEDROOM + DEN

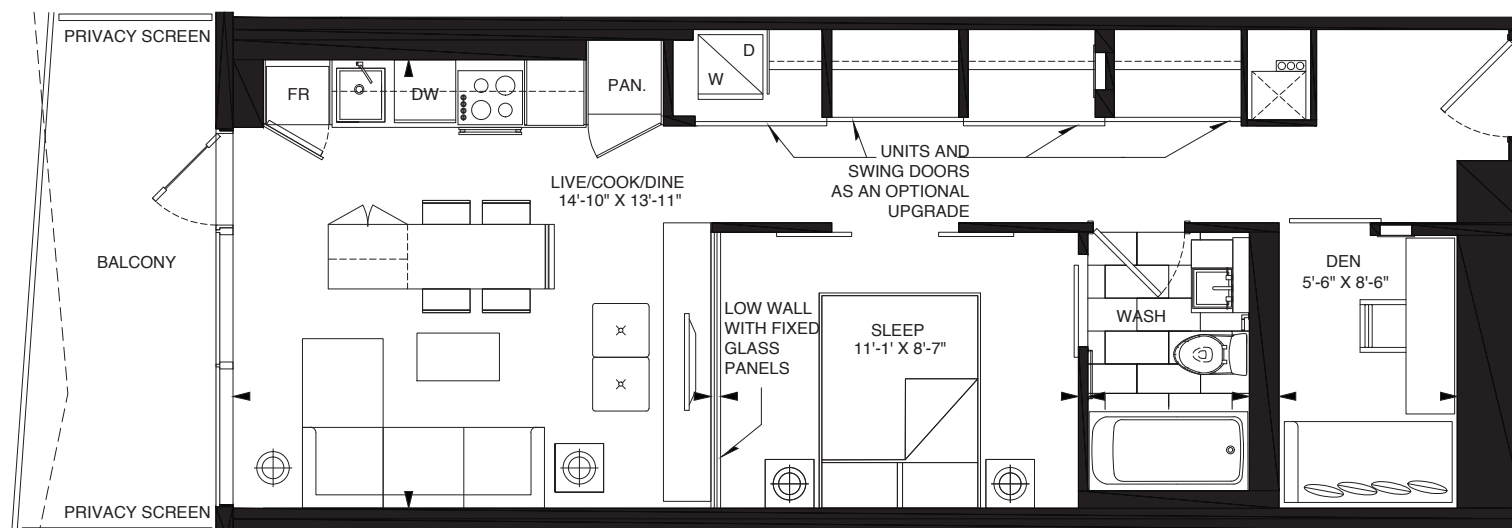
THE GORDON LIGHTFOOT SUITE

645 SQ.FT. + BALCONY

OPTIONAL CONFIGURATION



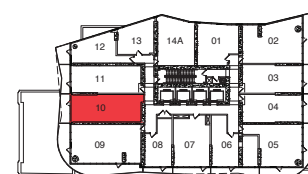
UNITS AND SWING DOORS AS AN OPTIONAL UPGRADE



THE MASSEY
TOWER LIVE ON
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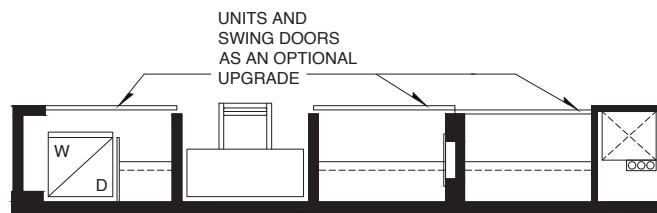
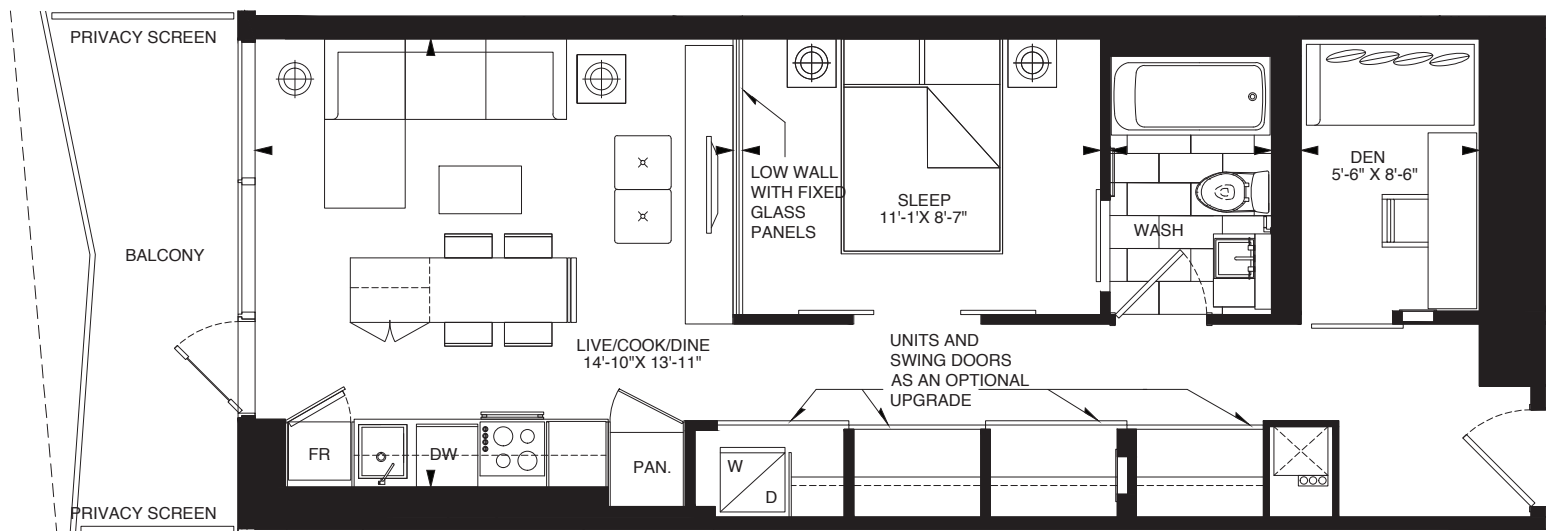


TYPICAL, FLOORS 11-58

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ONE BEDROOM + DEN
>> THE ARETHA FRANKLIN
645 SQ.FT. + BALCONY
<< SUITE

645

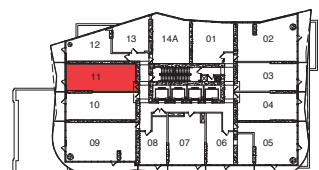


OPTIONAL CONFIGURATION

THE MASSEY TOWER
LIVE ON YONGE

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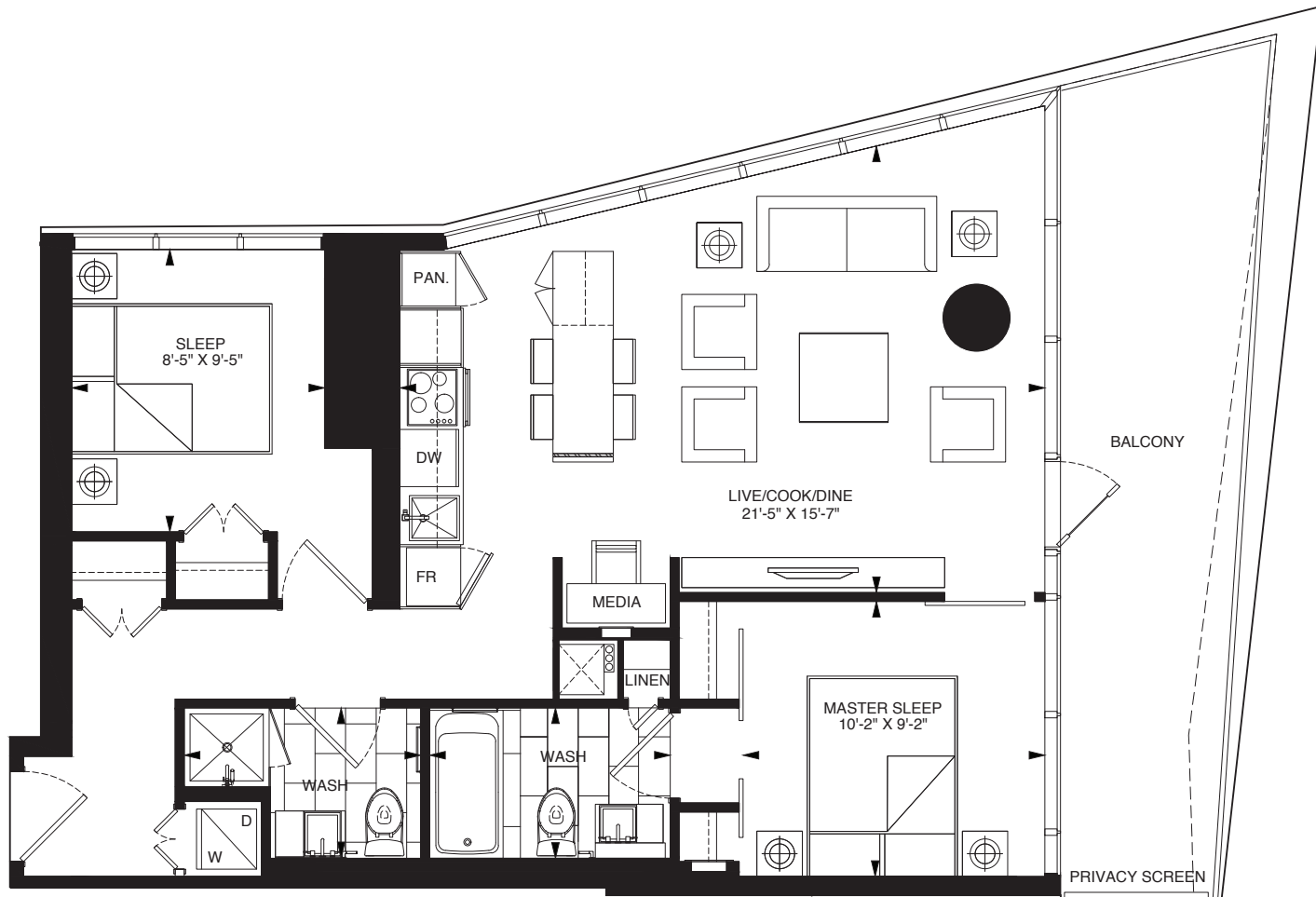
TYPICAL, FLOORS 11-58



TWO BEDROOM

>> The Glenn Gould suite <<

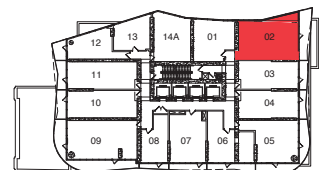
800 SQ.FT. + BALCONY



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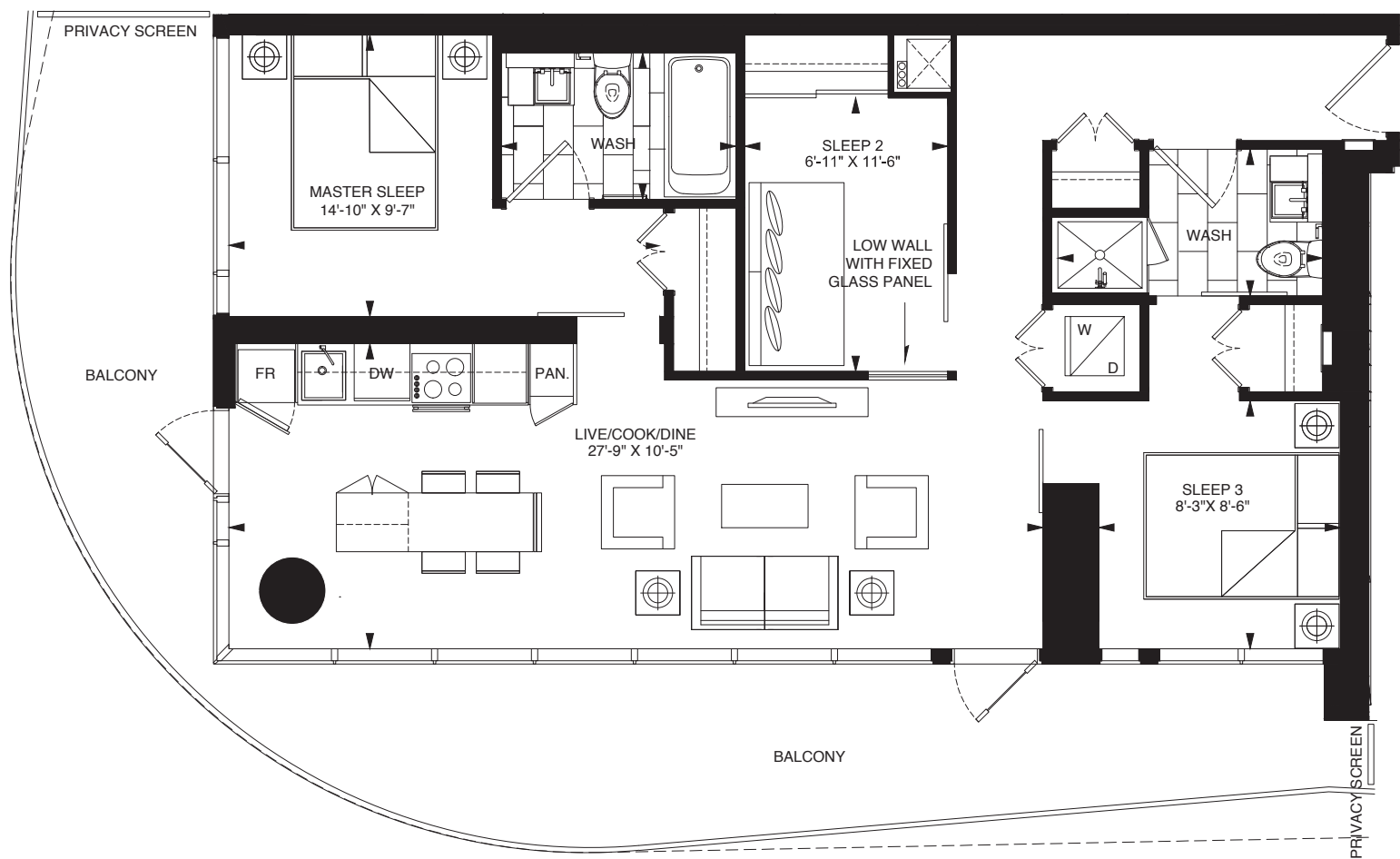


TYPICAL, FLOORS 11-58

TWO BEDROOM + DEN / 3 BEDROOM

The Maria Callas suite

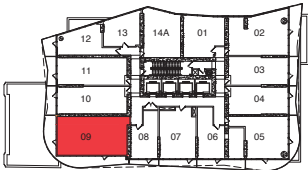
882 SQ.FT. + BALCONY



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TYPICAL, FLOORS 11-58



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www.benchmarksignaturerealty.com

197 YONGE ST. TORONTO ON M5B 2H1
THE MASSEY TOWER.COM

