





# Always Exceeding Expectations

For Mizrahi Developments, exceeding expectations is a matter of principle. Founder and President Sam Mizrahi works towards one belief: standards are meant to be surpassed. With a determination to raise the bar throughout his 25 year career in real estate development and high-end building in North America, this Toronto-based entrepreneur is now well-known for the superior craftsmanship of his projects and the boldness and innovation in all aspects of his business.

# A Vision Centred On an Owner-to-Owner Style of Relationship

At Mizrahi Developments, there is no template for creating excellence. Rather, each new building is a one-of-a-kind creation, born out of considerations of location, scale and above all: the resident.

In this way, a personalised owner-to-owner style of relationship is fostered, resulting in projects that stand the test of time. In short, Mizrahi Developments doesn't just build for its clients, it builds with its clients.





## Sam Mizrahi

A PROVEN BUSINESS ROMANTIC WITH 25 YEARS OF LUXURY RESIDENTIAL EXPERIENCE

Sam Mizrahi is a visionary real estate developer and tireless entrepreneur who is the force behind the spectacular growth of Mizrahi Developments. In the last ten years, it has become a leading developer in the highly-competitive Canadian luxury condominium marketplace. With over 25 years of experience in the bespoke real estate sector of custom-designed homes, Sam is committed to surpassing expectations in the highend luxury marketplace, identifying real estate opportunities and developing them to the highest possible standards with leading global architectural firms. Sam is hands-on in every aspect of the firm's business, from real estate acquisition, property amalgamation, heritage protocols, community relations, zoning, marketing, construction innovation and planning the creation of five-star hospitality amenity services.

Sam Mizrahi's entrepreneurial career started at the age of 16, when he founded his first company before studying urban planning and then building a successful luxury retail chain, Dove Cleaners. In 2006, Sam returned to his passion of real estate when he launched Mizrahi Design Build, an independent design-build company focused on custom-built luxury homes in some of the most valuable neighbourhoods of Toronto. The year 2008 saw the founding of Mizrahi Developments and the realization of Sam's ambition to bring the same attention to detail and meticulous craftmanship of his bespoke stand-alone homes to the growing international market for luxury condominiums. Sam is highly regarded as a generous and engaged philanthropist and enjoys supporting a wide range of charitable initiatives.



STRONG PERSONAL RELATIONSHIPS AND A CERTIFIED COMMITMENT TO THE HIGHEST STANDARDS

Nurturing personal relationships and getting to know the owners and their specific visions have always been a core part of the Mizrahi philosophy. By seeking out the very best, constantly pushing the standards in the field and by having a deep knowledge and love for the city, Sam Mizrahi has become a truly exceptional developer.

Sam believes that standards are meant to be surpassed and set up Mizrahi Developments with a vision to change expectations in the industry. As Founder and President, he takes great personal pride from the company being the first builder in Canada, and second in North America, to acquire ISO 9001 certification, a voluntary quality management system devised by a Swiss-based regulatory body. This shows the length to which Sam Mizrahi will go to provide a guarantee of competence, accountability and quality that far exceeds the average.



"We're committed to excellence by standardizing the best processes and methods. Nothing is haphazard; everything is documented and set out in an immaculately-organized manual, which is precisely followed by every member of our team."

Sam Mizrahi







# High Quality Throughout

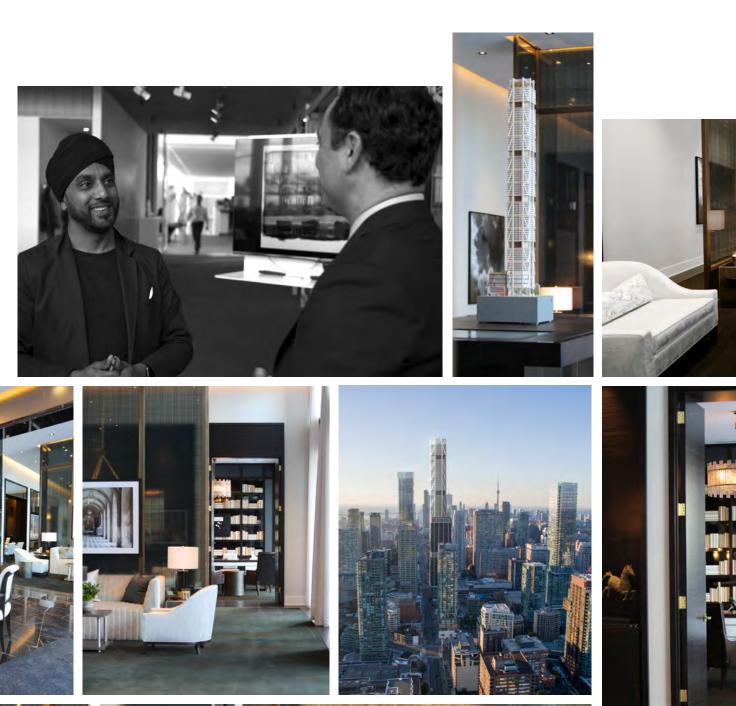
BEFORE, AFTER, INSIDE AND OUTSIDE OF CONSTRUCTION

A partnership is about values, what you want to achieve and why. Mizrahi Developments' goal is to set the bar higher. First and foremost is a desire to enhance the changing streetscapes of Canada with carefully articulated residential and mixed-use buildings that give those who live and work in them as much pleasure as those who pass by. The city and surrounding neighbourhoods have never been an afterthought for Mizrahi Developments.

Just as important as what the company builds is the responsibility of how to build it. Whether building for residential, commercial or retail use, the project has an impact on people's lives, influencing how they are able to live in and enjoy the city.

For Mizrahi Developments, this is about far more than bricks and mortar. It is about building relationships with architects, designers, local residents, city councillors and suppliers. For Mizrahi Developments' clients, the priority is to give them peace of mind thanks to the industry's top certifications. But the company's commitment to service doesn't stop there. Once the building is completed, that commitment to customer satisfaction and service continues with uniformed, trained concierge staff who work 24/7 in the residential buildings, ensuring the client's needs are being met around the clock.

# Mizrahi Developments

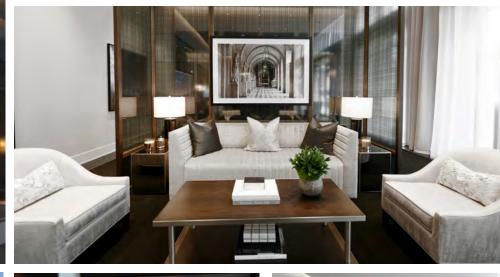














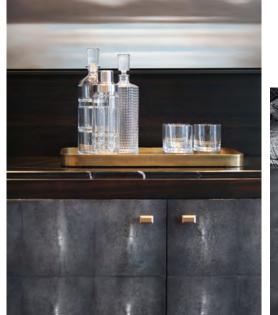






















# A Guiding Philosophy to Surpass Expectations

Mizrahi Developments is in the business of a luxury experience. It's about what our customers feel, what they know and understand, the minute they walk through the door. Inside one of our buildings is a different world offering the sanctuary people crave, a place that draws them in, satisfying a longing for a forgotten, slower, more graceful era at the same time as it offers all the convenience and technology of the modern one.

Mizrahi Developments has earned a reputation for surpassing expectations and moving boundaries for the experience of the built environment, no matter what its use—whether for commercial, retail or residential. The ability to custom-build to a finely-articulated vision, often with complex, artisanal and technological features, has allowed the company to become the trusted builder of high-end retail brand environments as well as landmark developments that have significance to the communities involved.

Mizrahi Developments is a partnership built on values of excellence, integrity and responsibility. Led by Sam Mizrahi, the company is committed to building on its strong reputation and luxury brand with a variety of high-end, mixed-use projects throughout North America.

# Foundations of Excellence, A Timeline

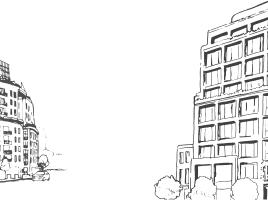
In 2006, Sam Mizrahi established Mizrahi Design Build, an independent design-build company that offers effective turn-key solutions on a range of residential and mixed-use projects. The company initially focused on custom-built luxury homes in some of the most valuable neighbourhoods in Toronto. The company became well-known for its attention to detail and old-world sensibility for quality and customer care. The company then moved into building luxury condominium developments, including midrise and highrise. In 2008, Sam established Mizrahi Developments and realized his ambition to bring the quality, craftsmanship and sense

of permanence that a stand-alone luxury home has to the condominium market. Sam leads the company as it expands into building mid-rise, mixed-use boutique buildings as well as high-rise developments. In the twelve years since founding Mizrahi Developments, Sam has demonstrated excellence in working with all stakeholders in heritage neighbourhoods and in streamlining the zoning and approval stages of a project.

As of 2020 projects Under Construction include: 1451 Wellington in Ottawa, the nation's capital, and 128 Hazelton and The One at the iconic southwest corner of Yonge Street and Bloor Street in Toronto.













2010

LYTTON PARK Completed 2010

With classic proportions and handsome façades, the 12 interconnected townhomes offer the perfect way to enjoy Toronto and yet still be part of an established uptown neighbourhood. Designed with generous proportions in its ceiling heights, trim, window wells and baseboards, the homes have a European sensibility and feel as though they were built decades earlier even though they feature the latest home innovations.

133 HAZELTON

Completed 2015

2015

Yorkville is a beloved, heritage neighbourhood in the midtown heart of Toronto with Victorian townhouses along tree-lined streets. Situated on the corner of Davenport Road, an important and Hazleton Avenue, the most well-known and popular of Yorkville's village-like streets, the midrise boutique building is comprised of 33 custom-designed homes and 3 townhomes.

2017

181 DAVENPORT Completed 2017

Many people wanted to live in Yorkville, a vibrant urban neighbourhood. Yet, they still wanted to live in what felt like an established stand-alone home. To answer this real-estate demand, Mizrahi Developments created 181 Davenport, a boutique midrise in a classic crescent of limestone, comprising 68 residences. With maximum flexibility to custom-design floorplan s, home-owners were able to create unique homes.

2020

128 HAZELTON Completed 2020

Inspired by the classic Parisian architecture, 128 Davenport is a jewel box of a building. Mizrahi Developments recognized that there were few remaining real estate opportunities in Yorkville, the treasured neighbourhood of midtown Toronto. It was at capacity for development and governed by heritage regulations. 128 Hazelton is a limited edition of less than 20 homes, custom-built to home-owners' exact specifications.

2023

1451 WELLINGTON Under Construction

Located in Westboro, a thriving neighbourhood in the west end of Ottawa, Canada's capital city, 1451 Wellington is a mixed-use midrise that puts residents in the heart of a colourful village-like community. Located on an iconic intersection, the building was officially designated a "landmark" by the Urban Design Review Panel of Ottawa due to its distinct architecture.

2023

THE ONE Under Construction

Mizrahi Developments in collaboration with Foster + Partners, one of the world's most innovative architectural practices, honours the iconic location of Yonge and Bloor with the country's tallest building. Its 91 levels at 1075ft will reshape the Toronto skyline. The innovative exoskeleton design, featuring a bronze lattice-like exterior, allows for maximum glass expanse without interruption from interior pillars.

180 STEELES AVENUE WEST

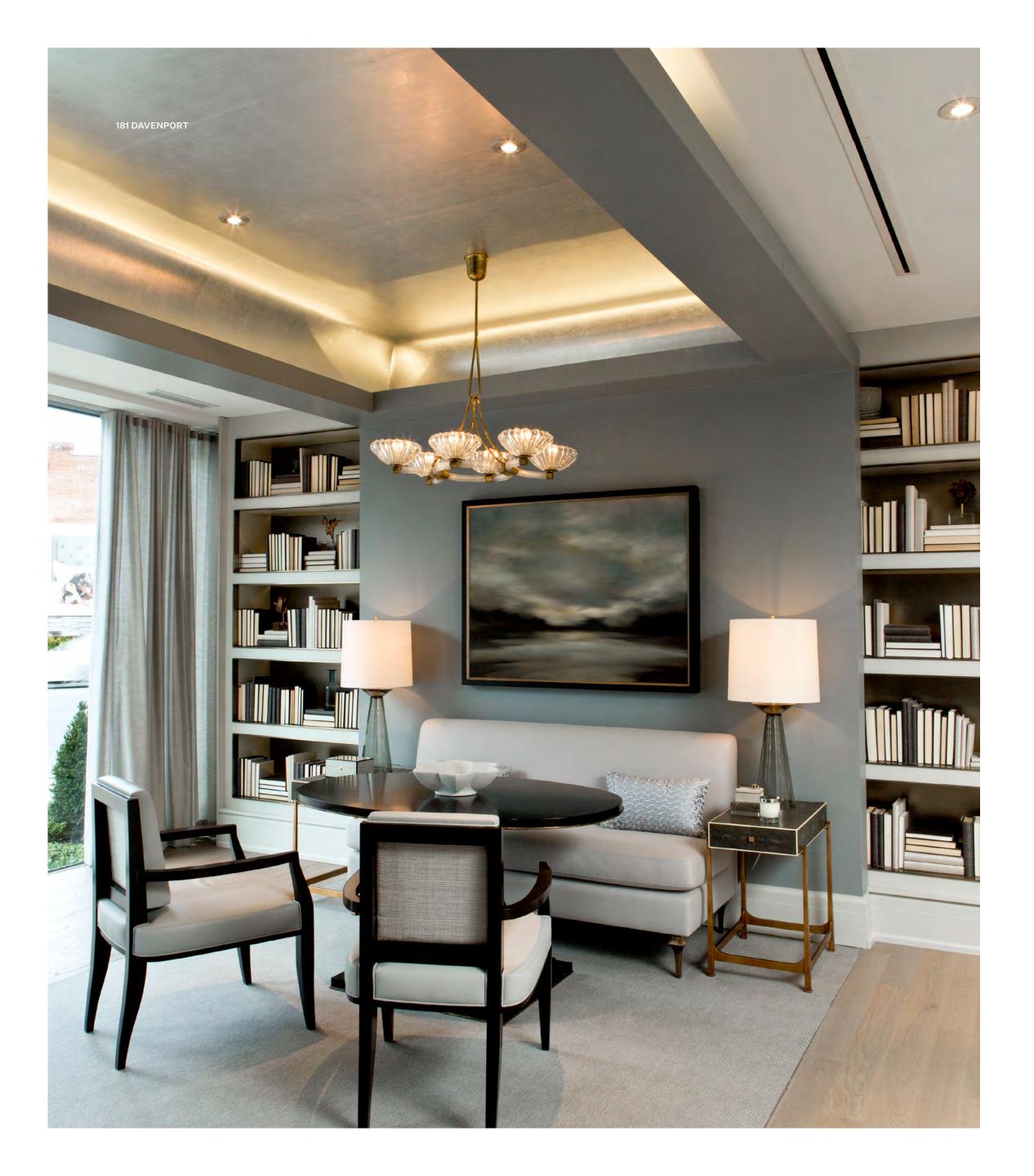
Under Development

2025

Mizrahi Developments is looking to introduce an industry-leading Live/Work development in response to the current pandemic . This willinclude approximately 250k ft2 of Live/Work condominiums. We are also looking to include a variety of boardrooms ranging from 4 to 12 person occupancy as well as day-use individual offices. These spaces will include industry-leading air filtration and ionization equipment and a full-time working receptionist for the residents.





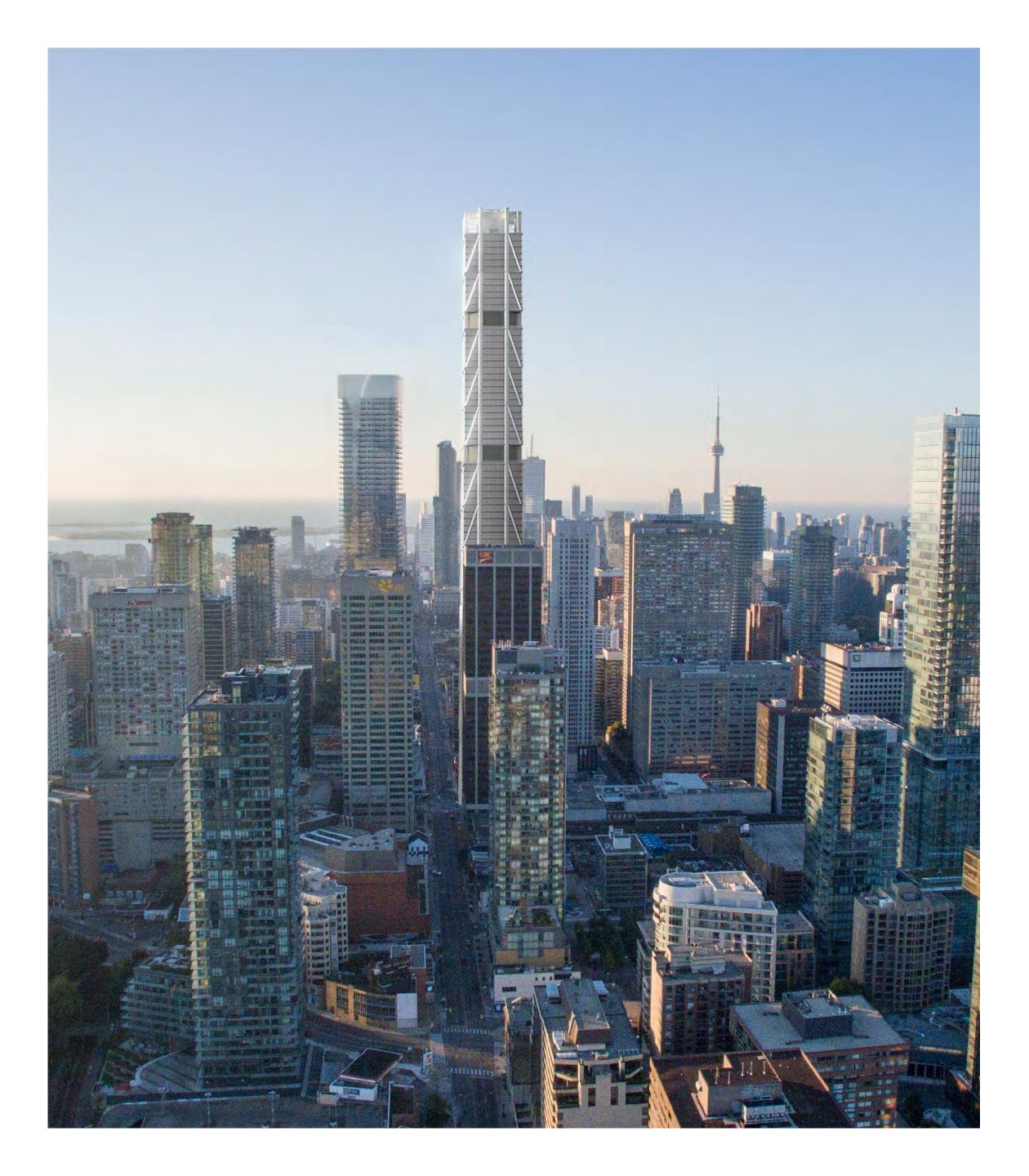


# Residential Portfolio

DEVELOPMENT THAT ENHANCES THE CITY.
DEVELOPMENT THAT ADDS VALUE.
DEVELOPMENT THAT REACHES FOR THE TOP.

Since its establishment in 2008 by Sam Mizrahi, someone who loves Toronto and knows it like few others, Mizrahi Developments has sought to give back to the city with thoughtful developments that enhance and amplify its assets. Creating buildings that contribute to the life of Toronto is a matter of responsibility in Sam's view; a way to honour the city that is his home and has given him so many opportunities. This is backed up by the sort of certifications that allow the company to stand in its own category when it comes to environmental and building standard credentials.

No project symbolises the Mizrahi ambition to build the best more than The One; designed by globally-renowned architects Foster + Partners, it will be Canada's tallest residential building and contain some of its finest homes. At 181 Davenport and 133 Hazelton residential boutique projects in Toronto, the same commitment to delivering noteworthy buildings can be seen, rendered in a more classical style. Ottawa's 1451 Wellington and Toronto's charming Lytton Park townhomes are yet more built testament to Mizrahi Developments' style and technical capabilities.

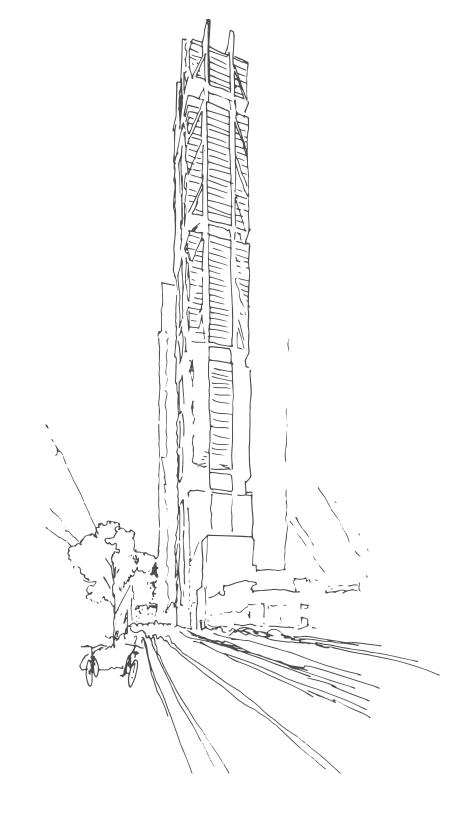




## The One

This is Canada's tallest residential building and its first supertall skyscraper as defined by the Council on Tall Buildings and Urban Habitat. Its 85 levels at 1,075 feet will pierce the Toronto skyline becoming both a slender new landmark for the city and 416 elegant homes of unrivalled quality. Design features such as the lattice-like exoskeleton will create the country's most unique address.

World-renowned architects Foster+Partners have created a one-of-a-kind structure uniquely suited to this prime location right in the beating heart of Yorkville, the centre of the city's luxury retail marketplace and uptown cultural life. Inside and out, The One offers limitless elegance. Inside, home-owners enjoy adaptable interior floor plans and exterior inter-connecting gardens. It is a sanctuary where they're part of the city with sweeping views down to the lake, but at the same time, protected from it in a quiet, serene space of light and beauty. At street level, at the most popular intersection in the country, the design allows for a sense of airy space. The tallest building in Canada meets the ground in a delicate curtain of glass.







RCHITECT	Foster + Partners
EAR	2023
ONSTRUCTION TATUS	Under Construction
NIQUE EATURES	Foster + Partners is famous for its exoskeleton designs. Think of the Gherkin in London, England, an iconic development in the capital's skyline. The vision for The One took a similar approach. Create a super structure in which the support for the building is mainly on the exterior, allowing for interiors that maximize exposure to the sunlight. Think of a nautilus shell, for example. They all have a shell—an external skeleton—that supports and protects the animal's body. The inside is not filled with bones or support structures.
YPE	Mixed Use







The One is a poetic architectural statement of strength, boldness and delicacy, allowing beautiful light-filled residences that are serene glass sanctuaries in the sky.

















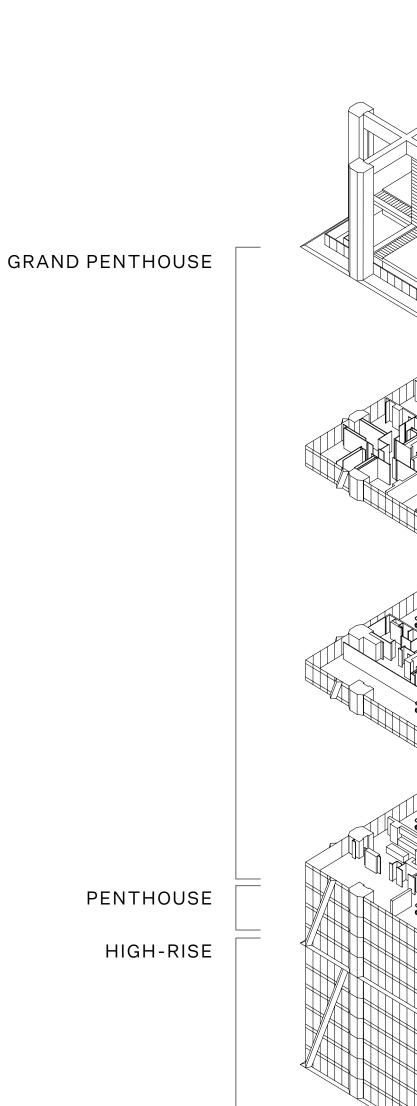


ARCHITECTURE THE LIMITED COLLECTION

## The One

Design & Architecture at a Glance

This slender tower, reaching 1,075 feet into the sky, is Canada's tallest residential tower. From the Sky Lobby at street level, climbing 85 storeys and topped with its very own crown, The One is wrapped in a distinctive lattice-like exoskeleton structure making a new world landmark for the city. The One is also Canada's first officially-recognized "super tall" building, shooting up from its prime midtown positioning. World renowned for their creative approach to design, architects Foster + Partners have devised an innovative structure that addresses the complexities of building a tower this high. A multi-disciplinary team of structural engineers, construction experts, designers and architects worked together to find ways to carry the 'stack effect' of the structure while allowing for maximum pillar-free spaces on the interior. They had to calculate the effects of the sun and the wind and decide on materials that would fulfill their structural purpose without compromising the design aesthetic. Hundreds of design solutions were considered, and over fifty 3-D printed model iterations of the tower were created as part of the two-year design process. Tech-smart and fast elevator systems whisk residents up the tower—from ground to top can be reached within 60 seconds. In more ways than one, this building rises above the rest in terms of height and quality.



#### CROWN

The One meets the sky with striking style. An elegant structure tops off the building, creating a canopy with gardens and extraordinary indoor/ outdoor spaces.

## FOUR FLOOR PENTHOUSES

At the top of the building, multilevel residences offer unlimited square footage with as many rooms as desired. Unrestricted flexibility allows for individual layouts, designed to be completely customized.

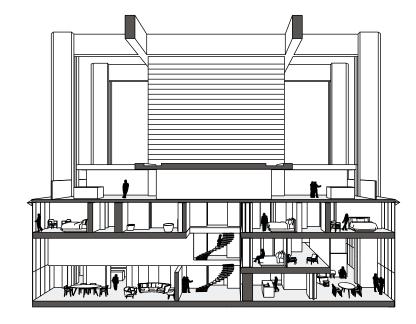
#### **VIEWS**

At more than 85 floors up, the vantage point over the city below and Lake Ontario's great expanse of water is unmatched. Floor-to-ceiling windows and the striking exposure of the tower's supporting structures make for spectacular architectural and panoramic compositions.



## The One

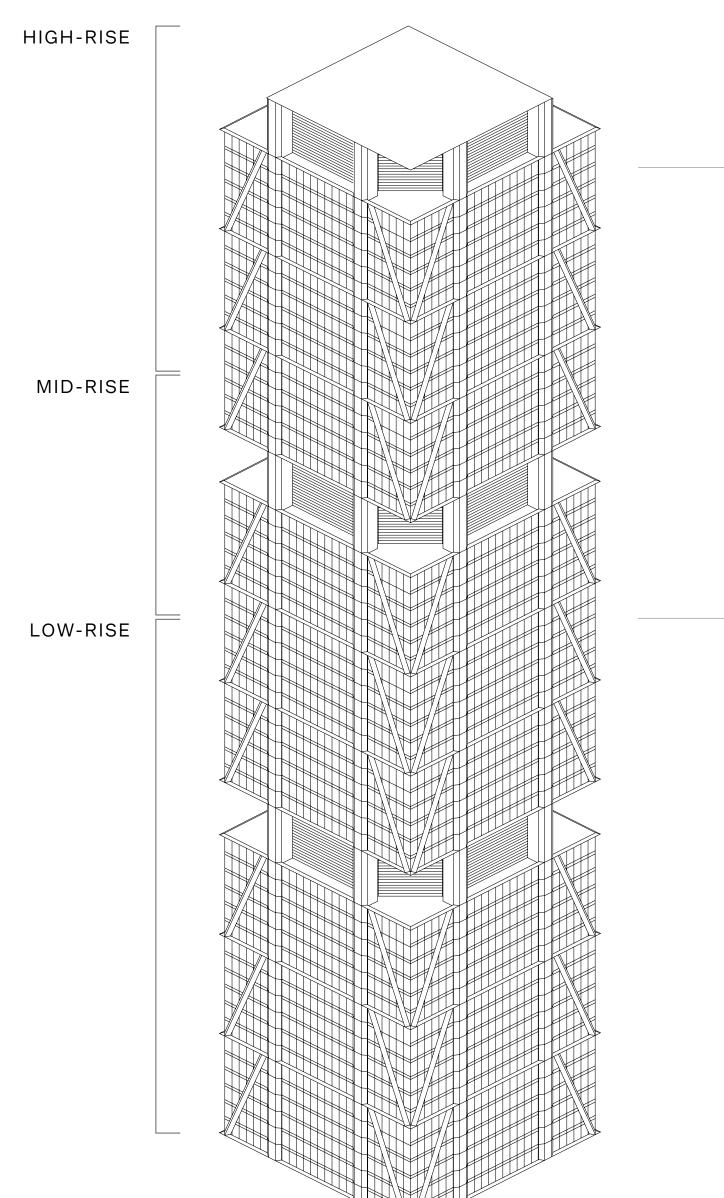
# Design & Architecture at a Glance



## PENTHOUSE INTERIOR

The four-level Grand Penthouse is a new, unprecedented residence for Toronto in terms of space, the quality of the finishes and its positioning. Starting on the 82nd floor, this penthouse offers unique living high above the city. Inside, the finest finishings are found throughout, with wide glass walls and 11 ft ceiling heights. On the top level, beneath the iconic crown of the tower a series of protected outdoor "rooms" can be used for any purpose—as a garden, an outdoor dining area, a lap pool. Nothing is impossible. This is a home like no other.



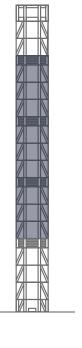


#### ELEVATORS

Using cutting-edge mechanical engineering, elevators have been specially designed to mitigate the realities of building to this height. Refrigerated elevator cores compensate for differences in internal and external temperatures. Smart technology allows elevators to "know" when to be on certain floors at busy times of day and night. Elevators move from street to the top floor with stopclock speed. Stringent Ontario Building Code regulations have been surpassed in order to optimize safety and efficiency.

### GLASS FAÇADE

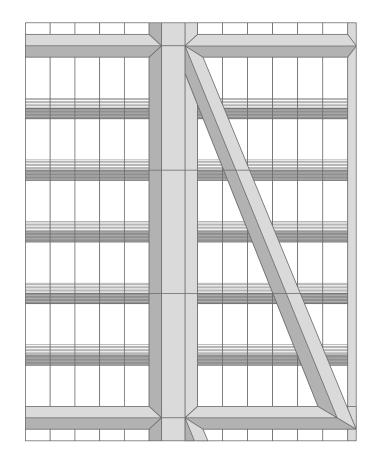
The One's façade celebrates the structural integrity of Foster + Partners' masterful design. The glass curtain walls appear delicate at the base of the country's tallest residential building. The transparency at street level makes the Sky Lobby's uninterrupted expanse visible for all to admire.



ARCHITECTURE THE LIMITED COLLECTION

## The One

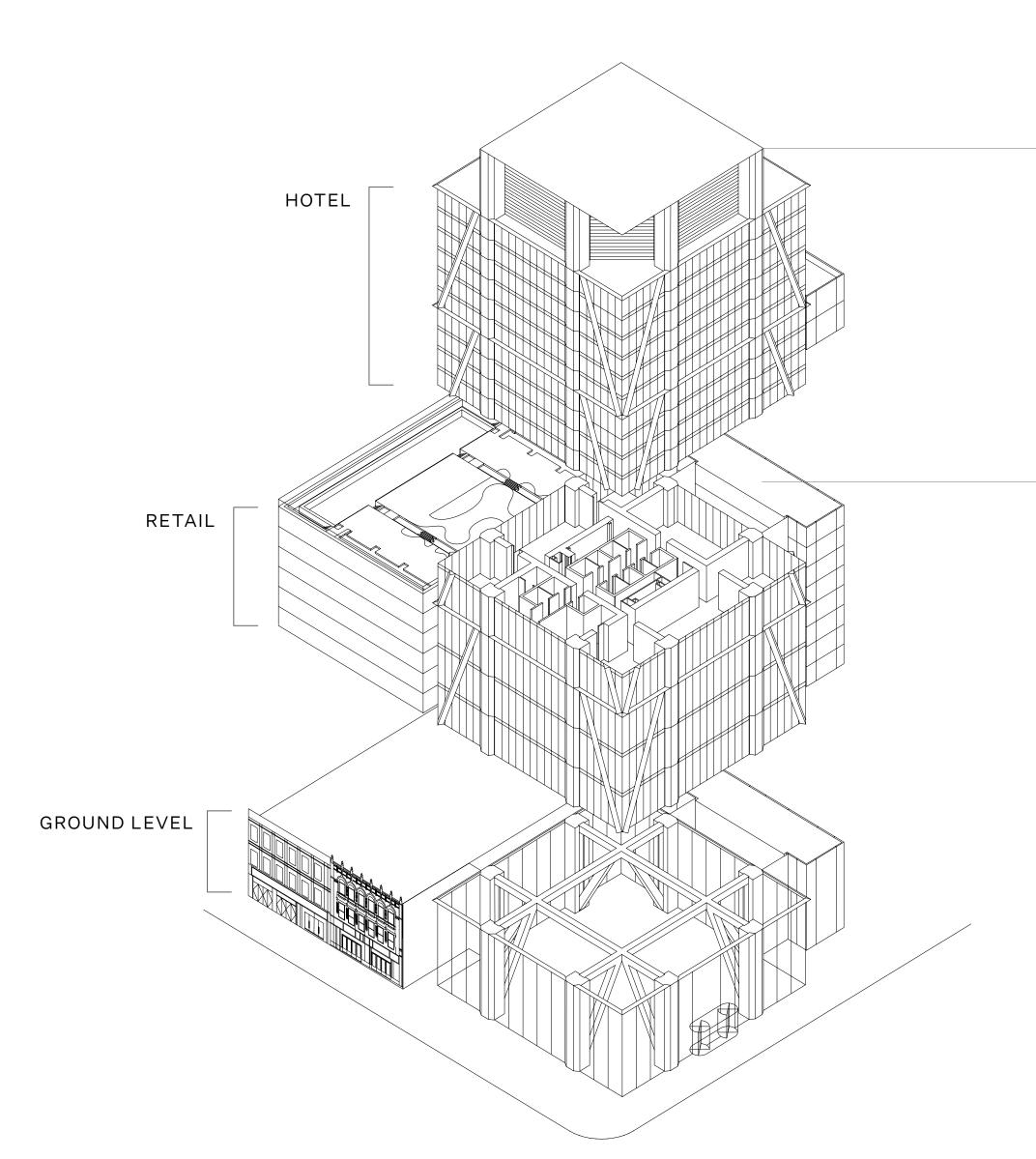
# Design & Architecture at a Glance



## THE EXOSKELETON

An innovative inside-out approach to the structure of the building allows for maximum space and flexibility on the inside. Without a traditional big core running through the centre to support the building, light and ample volumes dominate the interior while the exterior is graced with a skeleton of striking diagonal trusses, giving The One a commanding aesthetic identity.





### HOSPITALITY EXPERIENCE

Situated within 10 floors of The One will be the Andaz, bringing to Toronto a hotel that is known for its sleek yet sumptuous interiors, created with the seasoned traveller in mind. Approximately 200 rooms elevate the luxury hospitality experience in the city.

### LOBBY & AMENITIES LEVEL

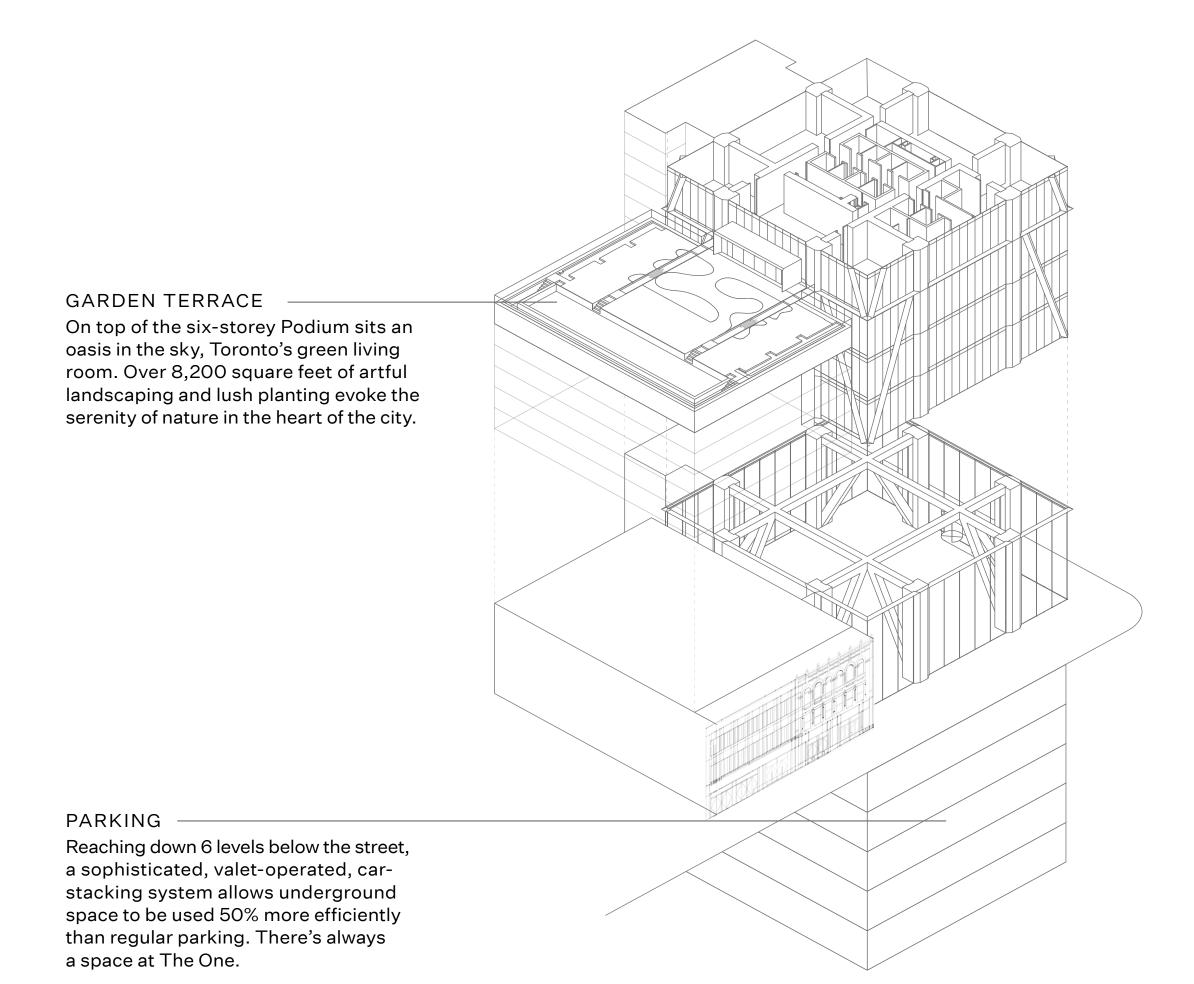
The soaring Sky Lobby heightens the welcome to The One. There are no internal pillars blocking the space, which the architects have called an 'urban room'. Five star, 24-hour concierge services are on hand here to facilitate the best of Toronto living.



THE LIMITED COLLECTION

## The One

Design & Architecture at a Glance

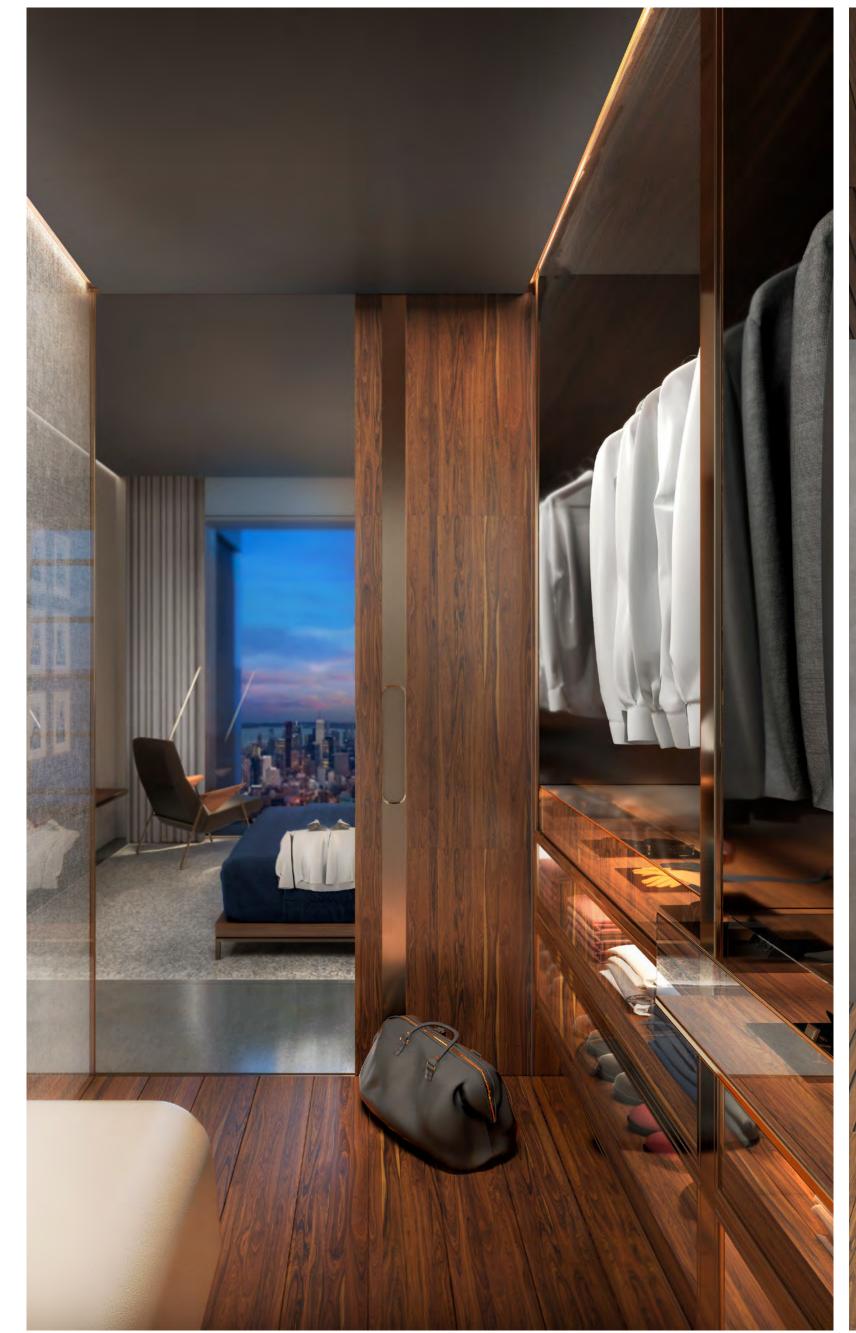


# THE ONE 1,075 EIFFEL TOWER 984 ft CHRYSLER BUILDING 925 ft THE GHERKIN 591 ft

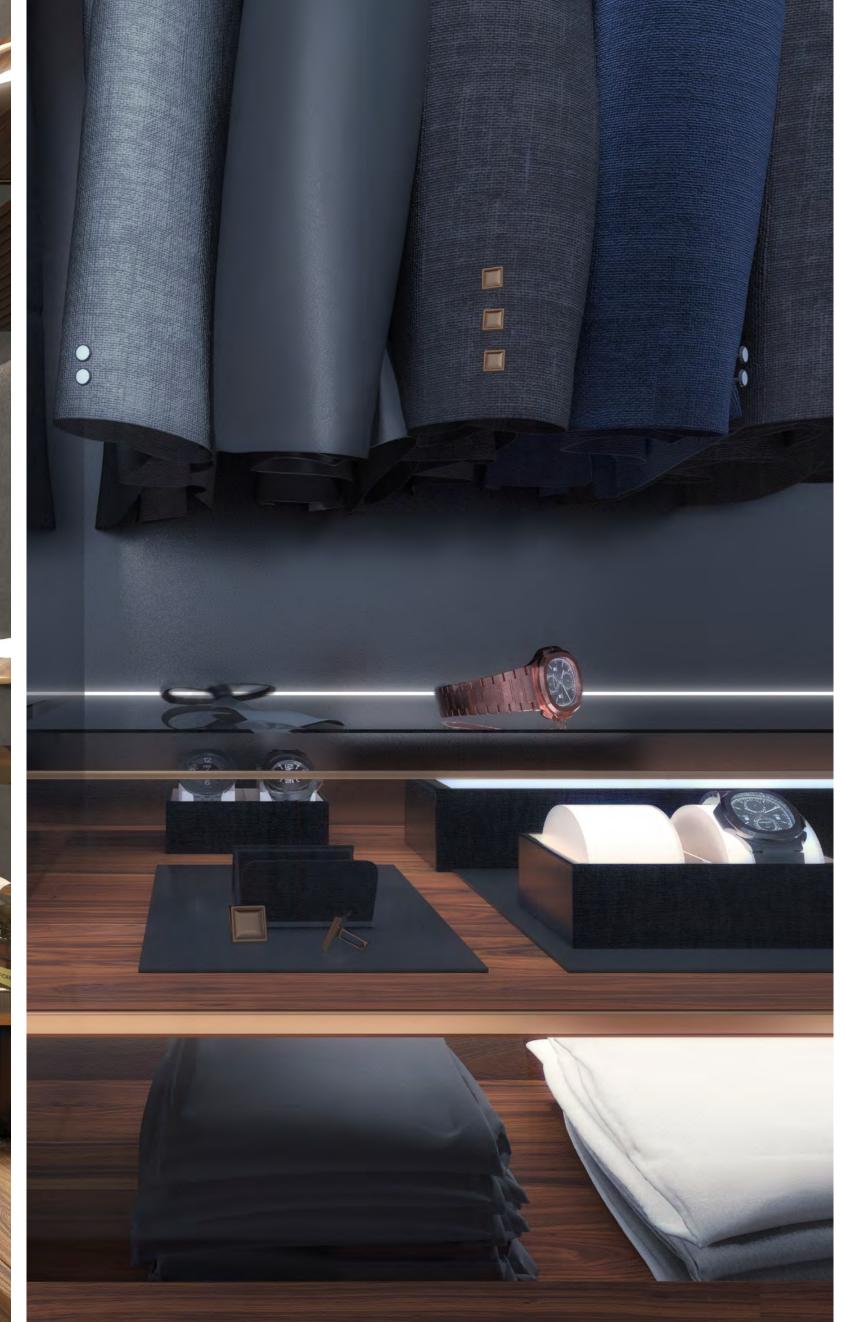










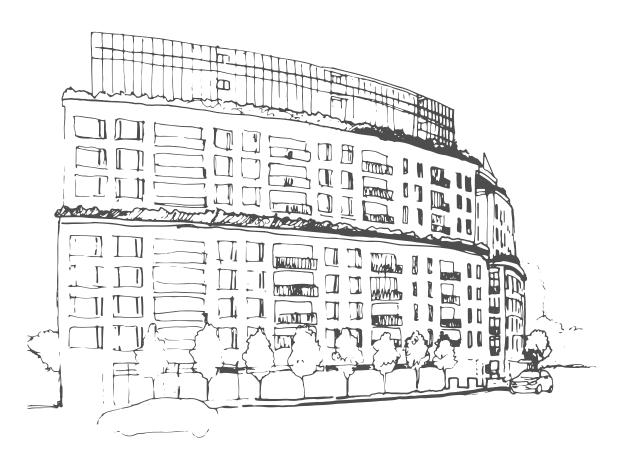






# 181 Davenport

At Toronto's midtown, in the Yorkville neighbourhood, 181 Davenport is situated among leafy streets filled with character. This classic and elegant building is shaped in a crescent to follow the curvature of the street and has a tiered façade in enhance the pedestrian experience.



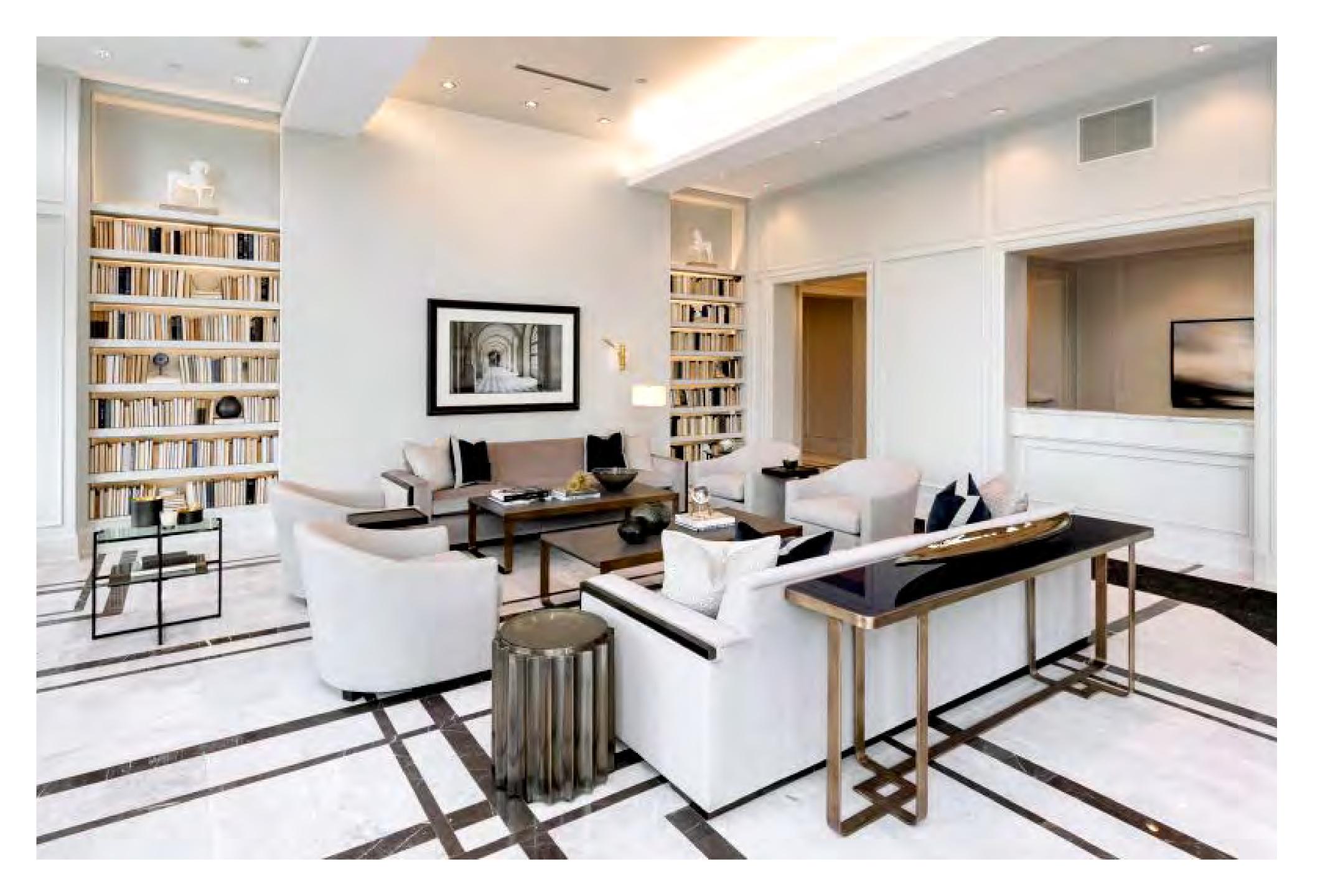


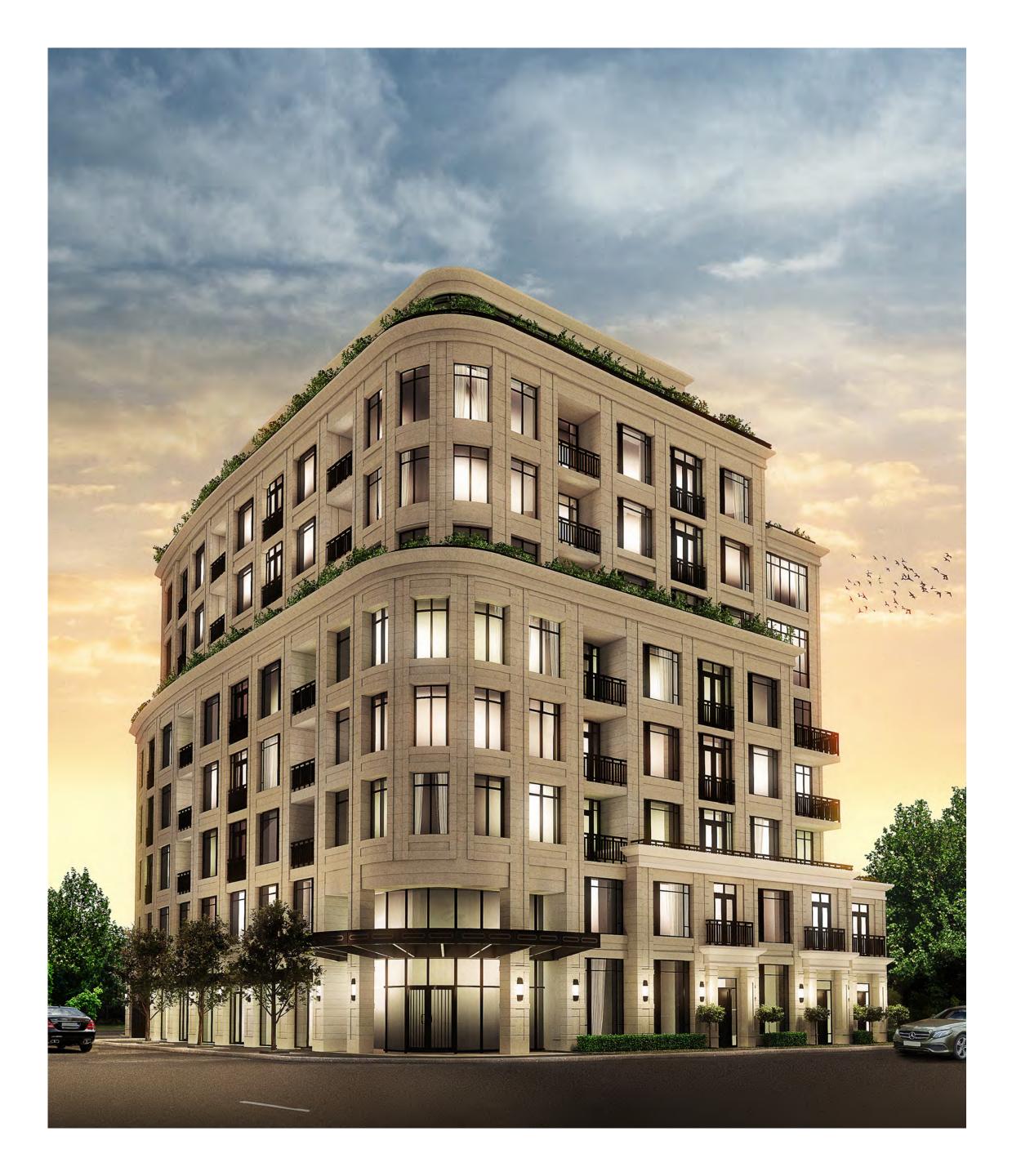


ARCHITECT	Page + Steele / IBI Group Architects
YEAR	2016
CONSTRUCTION STATUS	Completed
UNIQUE FEATURES	24/7 Concierge & Security, Fitness, Guest Suites, Movie Theatre, Outdoor Patio, Party Room, Valet Parking
TYPE	Mixed Use











### 133 Hazelton

With this curved art-deco inspired form, the smooth, pale limestone façade of 133 Hazelton is an attractive addition to the Yorkville neighbourhood. Classically proportioned and well positioned at the northern gateway of this popular neighbourhood, the building contains 35 custom-designed residences and three town-homes.





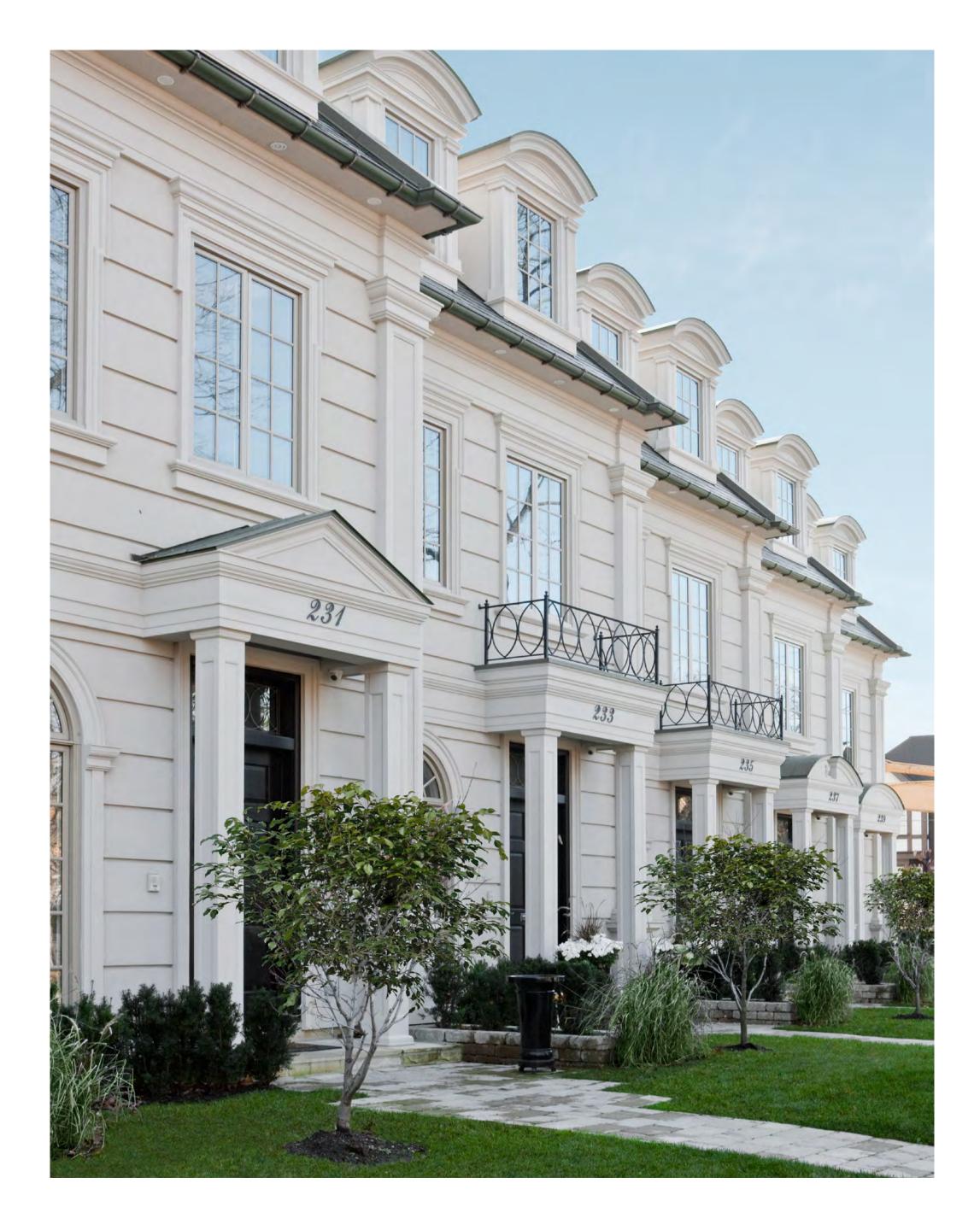


ARCHITECT	Page + Steele/ IBI Group Architects
YEAR	2015
CONSTRUCTION	Completed
JNIQUE EATURES	Eco-Friendly Innovations, Hotel-Inspired Guest Suites, Concierge, Party Room, Visitor Parking, Media Room, Meeting Room, Parking Garage, Security Guard, Security System
ТҮРЕ	Mixed Use











# Lytton Park

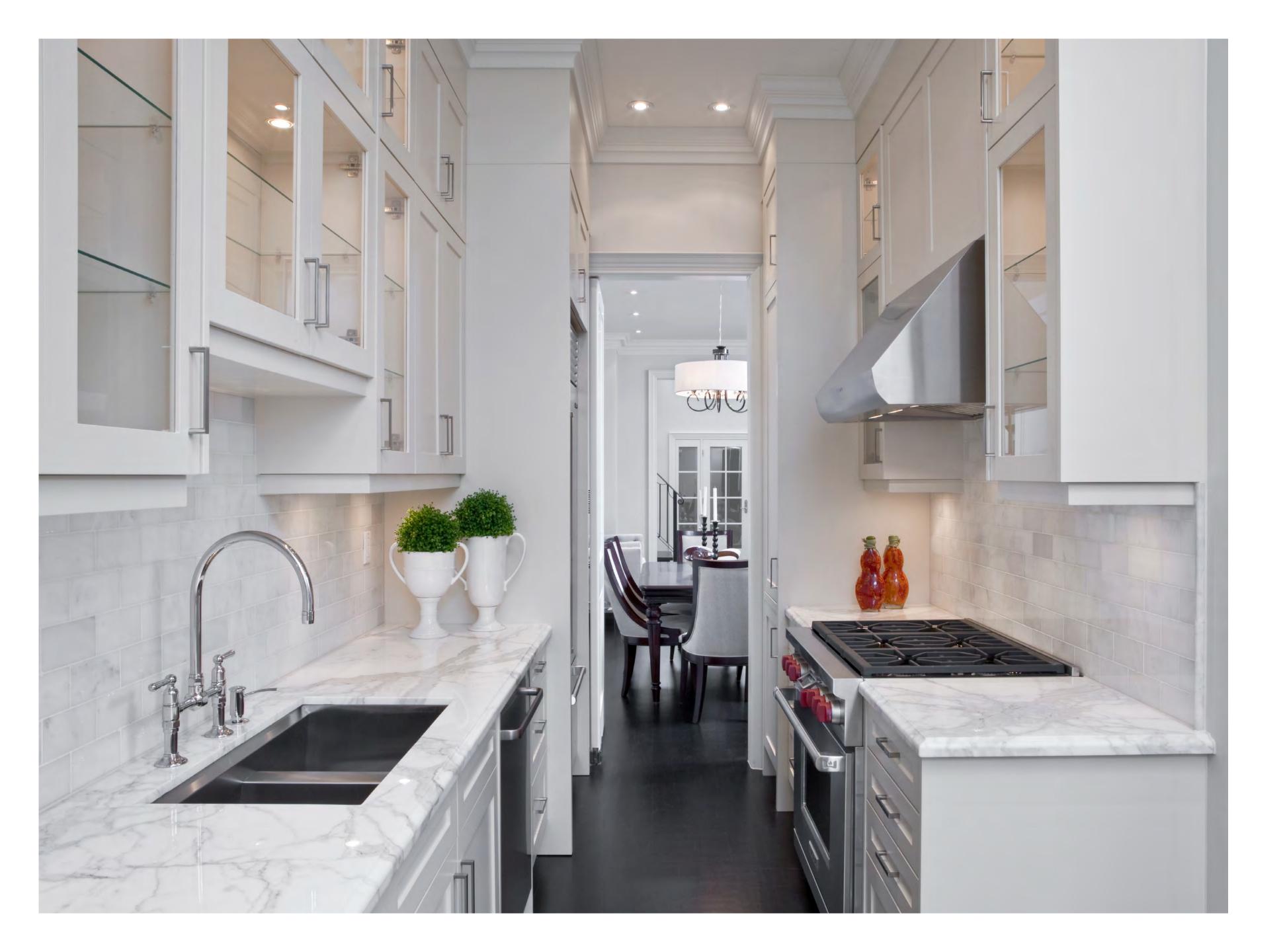
Located in one of the most sought-after, up-town neighbourhoods in Toronto, close to shopping, goodschools and peaceful parks, the 6 connected Lytton Park townhomes are a perfect example of Mizrahi Developments' approach to building: classic architecture in a convenient location that allows for optimal urban living.







ARCHITECT	Gordon Ridgely
YEAR	2010
CONSTRUCTION STATUS	Completed
UNIQUE FEATURES	Wine Cellar, Master Bedrooms with Terrace, Remote Security Cameras, Energy-Cost Efficiencies, Soundproof UV-Protected Windows, Pet Shower in Basement-level Washrooms
TYPE	Residential



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## 128 Hazelton

Built as a modern interpretation of a classic 19th century Parisian building in Haussman style, the nine-storey structure is carefully articulated in a rich material palette of masonry, glass and metal. Its allure is both simple and complex; a building of serene symmetry and proportion with a layering of technological innovations, exquisite detail and fine finishes.







ARCHITECT	AUDAX Architecture
YEAR	2020
CONSTRUCTION	Under Construction
UNIQUE FEATURES	24-hour Concierge Valet, Event Room, Lounge, Fitness Room, Backyard Garden with Dining Area
TYPE	Mixed Use











# 1451 Wellington

In Ottawa's new "it" Westboro neighbourhood, 1451 Wellington offers a new standard of luxury urban living in the Canadian capital. The gothic, 19th Century-inspired mansard roofline and spire design help to mark the historic significance of the intersection of Island Park Drive and Wellington West creating a new official landmark for Ottawa.







ARCHITECT	Page + Steele / IBI Group Architects
YEAR	Estimated 2023
CONSTRUCTION	Under Construction
UNIQUE FEATURES	Entertainment Suite with Dining Room, Lounge Area and Catering Kitchen; Fitness Retreat with Technogym Equipment; Aquatic Fitness Area with Lap Pool; Guest Suite; 24/7 Full-service Concierge and Porte-Cochère with Parking Valet; Heated Car Wash Station; Pet Wash Facilities; Outdoor Green Space with Barbecue Area
TYPE	Mixed Use



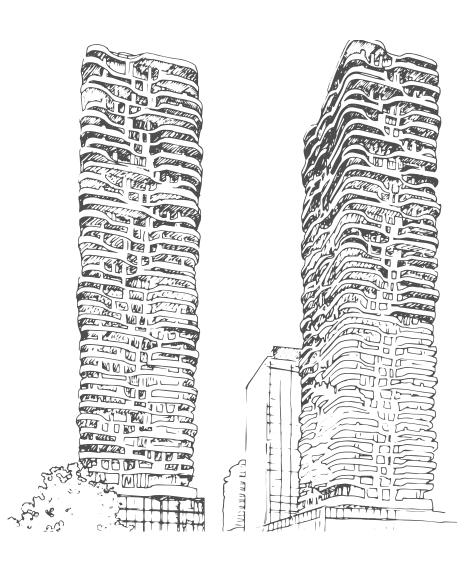




# 180 Steeles Avenue West

Mizrahi Developments is looking to introduce an industry-leading Live/Work development in response to the current pandemic. This will include approximately 250,000 square feet of Live/Work condominiums. Mizrahi Developments is also looking to include a variety of boardrooms ranging from 4 to 12 person occupancy as well as day-use individual offices. These spaces will include industry-leading air filtration and ionization equipment and a full-time working receptionist for the residents.

Residential amenities are still to be defined, but will include party rooms, fitness center, and a variety of indoor and outdoor amenities.



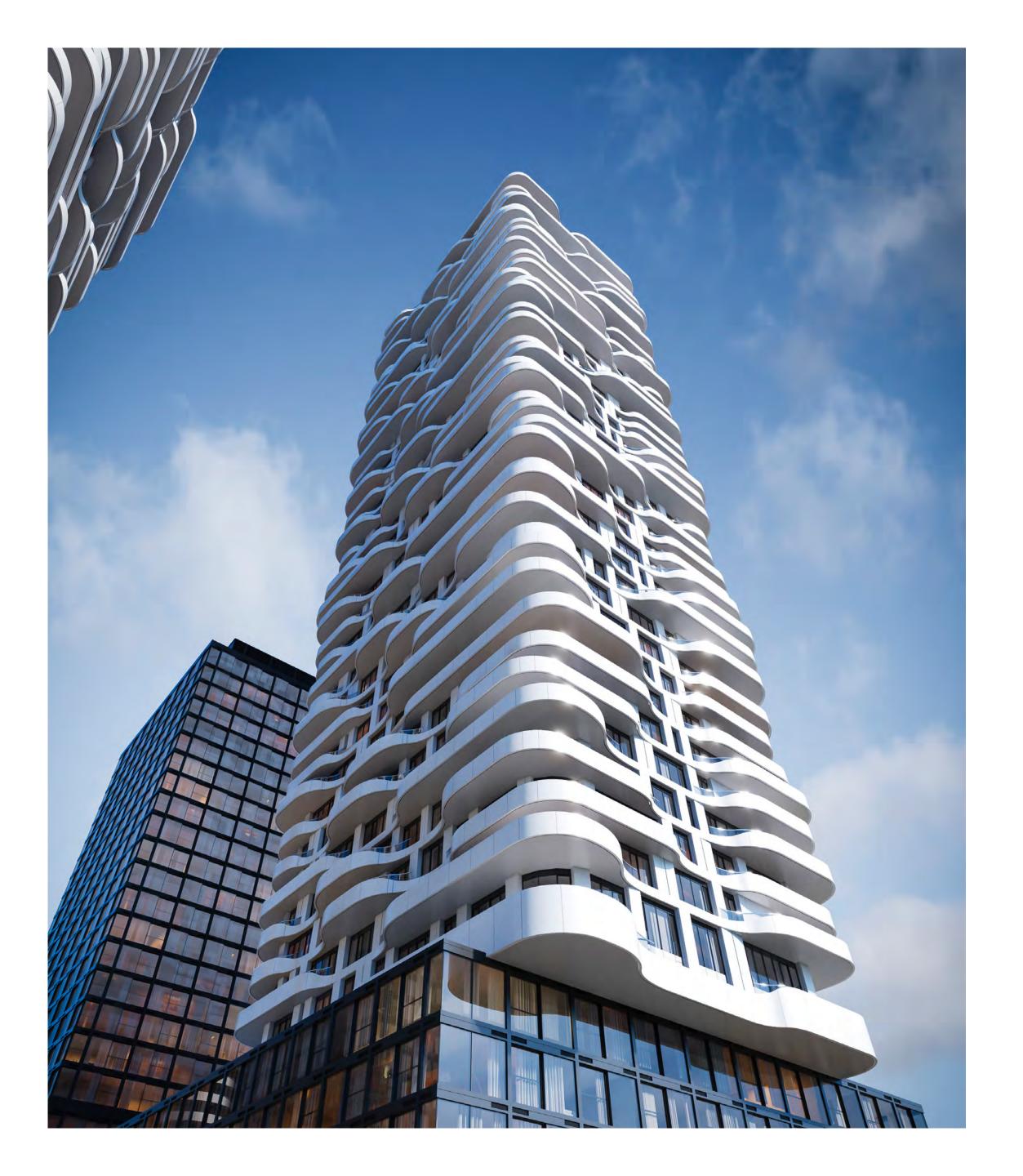




ARCHITECT	CORE Architects
YEAR	Estimated 2025
CONSTRUCTION STATUS	In Development
UNIQUE FEATURES	4 High Rises, 2 Mid-Rise Buildings Boulevard with retail and generous public spaces Variety of boardrooms ranging from 4 to 12 person occupancy Day-use individual offices Industry-leading air filtration and ionization equipment Full-time working receptionist for the residents Residential amenities: party rooms, fitness center, and a variety of indoor and outdoor spaces
TYPF	Mixed Use









A partnership is about values, what you want to achieve and why.

Simply put, Mizrahi Developments came about with a vision of several goals to exceed expectations and to move industry boundaries.



# Precision Above and Beyond the Market Standards

The construction of modern luxury homes today is the creation of intelligent systems, improving the lives of those who dwell inside and in the surrounding neighbourhood. As such, environmental building standards have always been of utmost importance for Mizrahi Developments, who were among the very first builders in Canada to be GreenHouse certified. The company went on to proudly acquire other widely-regarded environmental credentials including Energy Star and membership with the Building and Land Development Association (BILD) as well as Tarion Warranty Corporation.

Sam Mizrahi takes great personal pride in the company being the only builder in Canada, and second in North America, to acquire ISO 9001 certification, a quality management system devised by a Swiss-based regulatory body. ISO 9001 puts the client's expectations and feedback at the centre of its metrics. It's only done if the service provider is fanatical about quality and precision. This highly rigorous and self-imposed level of certification shows how Mizrahi Developments is willing to go above and beyond industry standards.



# Precision Above and Beyond the Market

### GreenHouse Certification



The GreenHouse certification demonstrates the commitment of Mizrahi Developments to delivering optimal health in the built environment and to working to superior environmental practices. In GreenHouse certified spaces, high-quality ventilation and filtration systems act like a fine sieve, screening out bacteria, pollens and other irritants. Toxins are reduced in choices of finishes, including paints, tiles and carpeting. Stringent guidelines for energy efficiency are followed with heat ventilation recovery systems and appliances that conserve water. Builders are required to adhere to environmentally-responsible construction practices. On site, recycling of waste materials helps reduce landfill. Careful planning and ordering—"measure twice, cut once"—guarantees efficient use of materials, practices which save money. A GreenHouse-certified building is a commitment to living in an optimal interior environment and to contributing to the health of the environment at large.

FOR MORE INFORMATION

www.greenhousecertified.ca

### ISO 9001



The ISO 9001 certification, is a quality management system from a Swiss-based regulatory body that collects best practices from global representatives of various industries. Mizrahi Developments is the only builder in Canada and one of only a handful in the United States with this international certification. Clients are asked to fill out a questionnaire on a weekly or monthly basis to assess the company's performance. Is the site clean? Are completion deadlines being met? Is the contract being fulfilled as promised? It guarantees trust. Customers have the assurance that rigorous accountability measures are in place and that as builders, Mizrahi Developments is committed to excellence by standardizing the best processes and methods. Everything is documented and set out in manuals, which are followed by every member of the Mizrahi Developments team.

#### Bild



The Building Industry and Land Development Association (BILD) is a group of like-minded business professionals who engage in the construction industry with a similar code of ethics and who work together to discuss issues and facilitate communication between stakeholders, including all levels of government.

FOR MORE INFORMATION www.bildgta.ca

### Energy Star



The Energy Star certification helps reduce greenhouse gas emissions generated from energy consumed in a building and creates greater cost-efficiency on energy costs. With advanced construction techniques, an EnergyStar building is warmer in winter, cooler in summer, quieter and draft-free. High-efficiency furnaces and air-conditioning units, quality appliances and the latest lighting technology together contribute to a building that will produce two-to-three tonnes less greenhouse emissions per year.

FOR MORE INFORMATION

www.esnewhomes.ca

### Toronto Construction Association



Membership in the Toronto Construction Association (TCA), which was founded in 1867, underscores Mizrahi Developments' commitment to the highest possible standards of professional integrity and ethics in a hypercompetitive industry. The TCA has grown over the years to address many different aspects of the construction industry with the goal of promoting superior health and safety regulations; establishing recommended practices for fair and ethical contracting; and fostering a spirit of cooperation, among all parties in the business, that holds everyone involved to a high level of character, integrity and trust.

FOR MORE INFORMATION

www.tcaconnect.com

### Tarion



The Tarion Warranty is part of the Ontario New Home Warranty Program and was put into place by law, required for all builders of new homes in Ontario. Based on extensive research with consumers and ongoing consultations with the Ontario Home Builders Association, Tarion protects homeowners from defects in work and materials for up to seven years and will intercede if builders fail to honor their warranty obligations. Mizrahi Developments is proud to participate in the Tarion Warranty as it gives homeowners insurance on the quality of workmanship and materials used.

FOR MORE INFORMATION

www.tarion.com

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