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BUTTONVILLE: MARKHAM'S NEXT ECONOMIC ENGINE

The Buttonville Redevelopment, “Markham’s next economic engine,” is designed to be a world-class employment district and vibrant, mixed-use lifestyle destination which puts people at the forefront of urban planning.

- The City of Markham and York Region both call for redevelopment of the airport in a manner which will generate a significant level of employment. Markham’s economic development strategy focuses on new knowledge-based industries. The Province of Ontario’s “Places to Grow” policy framework emphasizes the need for the mixing of uses and the infilling of underdeveloped sites like Buttonville. The Buttonville plan is consistent with City, Regional and Provincial planning policies
- The “creative class” who work in these industries seek convenient access to work and a lifestyle which reflects a variety of recreational and entertainment options; the right mix of retail shops, restaurants and cafés – all within walking distance of the home and office – is highly attractive to the new generation of knowledge worker
- The Buttonville community is planned and designed on the themes of economic and employment growth, transportation accessibility and efficiency, and leading urban design which puts people first, while incorporating environmental best practices

ECONOMIC GROWTH: Buttonville will become a thriving commercial destination which attracts business, investment and talent through its unique lifestyle offering.

- This development will accommodate 22,000 jobs and a population of 7,000, contributing directly to the market potential of this development
- Buttonville reflects a multi-phased approach, spanning several years, which creates approximately 7.2 to 9.4 million square feet of mixed use space, including up to 1.2 million square feet of retail, service, commercial, restaurant and entertainment space
- Office buildings will represent 2.6 to 4.6 million square feet of space

EASE OF ACCESS AND EFFICIENT TRANSPORTATION SYSTEMS will connect Buttonville with its neighbouring communities, providing connectivity to downtown Toronto and accessibility throughout the GTA.

- Buttonville enjoys a prime location, fostering a major transportation hub at a natural “community crossroads”
- As the region’s largest, continuous tract of land, Buttonville is easily accessible to, and integrated with the local community
- Transport accessibility is critical to the success of this community as a major employment district.
- New public transit options and significant road network upgrades that are facilitated by the Buttonville plan will improve north-south and east-west connections



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WORLD-CLASS PLANNING PUTS PEOPLE FIRST while creating an exciting, mixed-use urban environment.

- Markham is one of most affluent communities in Canada; local shoppers are sophisticated, cosmopolitan consumers of leading, well-loved global retail brands
- Employment talent is attracted by best-in-class brand name retail shops and a diversity of eating and dining options; Buttonville's residential strategy creates a "live / work environment" based on the convenience of being able work, shop, dine and live within a 10 to 15-minute walk
- All of Buttonville's major land uses – office, residential, retail, hotel and convention – will be partially available in Phase One, in 2016
- Buttonville features 18 acres of open area, 13.5 acres of which are public parks
- A seven-acre water feature, a mini-lake large enough to accommodate a wide variety of recreational activities, will become the centrepiece of the Buttonville redevelopment
- Trees, lighting, street furniture and public art will animate the street and provide visual interest
- A well-defined neighbourhood centre will serve as the heart of the community, where people can meet their daily needs on foot and where mobility and interaction are encouraged

BUTTONVILLE SETS NEW STANDARDS IN SUSTAINABILITY and environmental best practices.

- Leading commercial tenants are increasingly requiring buildings to be more environmentally sustainable, built and managed to LEED standards, and Buttonville reflects these standards
- Buttonville will conserve more energy than traditional single-use neighbourhoods. Its energy-efficient buildings will be designed to the highest standard and the fact that office employees and residents will have ready access to amenities within Buttonville will minimize energy consumption
- Buttonville respects all existing natural features on the site including water drainage areas as well as the water balance; a new urban tree canopy will be created and native, climate-adaptive and drought-tolerant plants will be featured throughout the site
- Cycling takes on a new level of importance – bike storage and racks will be provided along the designated cycling routes and sidewalks, with sheltered bike parking outside of buildings

As one of North America's largest owners and developers of commercial and mixed-use real estate, Cadillac Fairview brings a proven track record of bringing innovative, world-class projects such as Buttonville to life.