

# Tapestry at Village Gate West

*Concert success in constructing new retirement community leads to more community-sensitive opportunities*

**STAFF WRITER** – The OCR Construction Report Special Feature

When close to 90 trades people, subcontractors, suppliers and consultants sat down for a full-course dinner in Toronto this April, they had good reason to celebrate.

Enjoying their meal in Montgomery's, the restaurant/dining facility they had built at Tapestry at Village Gate West, many of the people in the room knew they would be back for more work on the next phase of Village Gate West, and some realized Tapestry could be the future home of their parents, or perhaps themselves.

Village Gate West is a new master planned community being developed by Concert, and in co-ownership with OMERS (Ontario Municipal Employees Retirement System) and Sun Life Financial. Built in three phases with two phases already complete, Village Gate West encompasses 3.7 acres and may contain up to 950 rental, condominium, and senior living homes, along with ground level retail. Tapestry at Village Gate West, an 11-storey, 168-suite seniors living community, is the second of three phases of the new Village Gate West community. Serrano, Phase I, a 21-storey, 278 suite rental building completed in 2007, is one of only a few affordable rental properties built in Ontario in recent years. Now, once permits are obtained, Phase III, a combination of condominium, as well as rental homes and townhouses, will likely commence construction in 2009 – and Concert expects many of the people who had worked on Phase I and II will return to complete Phase III.

"We pride ourselves in building and retaining strong working relationships," says Lizette Parsons Bell, Concert's Director of Corporate and Community Relations. "Most of our consultants and sub trades have worked with us a long time – some sub trades have worked on many developments Concert has undertaken."

The trades and suppliers – for Tapestry at Village Gate West and some other Ontario developments completed by Concert, they work under the direction of Deltera Construction, a subsidiary of Tridel Corporation – appreciate that Concert serves their interests and respects wider community values because of its socially responsible roots and labour-focused orientation.



**Congratulations to Concert Properties.**  
We are proud to be part of the Village Gate West project.



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## Concert

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Founded in British Columbia in 1989 by a group of union and management pension funds, Concert supports organized labour – all of its developments are built by unionized workers – and considers sustainability and long-term community values to be essential to its success. With developments and assets in BC, Alberta and Ontario, Concert ensures its developments will be profitable and generate income to ensure an attractive return is generated for thousands of workers belonging to the pension funds.

This combination of a long-term perspective, respect for organized labour, and lean and effective business practices create a working environment where trades people and suppliers look forward to going to work each day; and this shows in the final construction quality of Concert's developments.

"When you walk through the building, you'll understand there is a sense of pride – you can see that in the workmanship – the trades have done a great job in completing the building," said Perut, Concert's development manager for Tapestry at Village Gate West. "It's a well appointed and finished building – the en-

tire team of design, development and construction experts have created an exceptional building – something we can all be proud of."

Sergio Perut, Concert's project manager for the development, said from a construction perspective, Tapestry at Village Gate West was a fairly straightforward project.

Many of the trades people and sub contractors who worked on Tapestry at Village Gate West had worked on the same site constructing Serrano, the rental building, meaning they understood the business practices and construction standards required for the development – making for a smooth and well-coordinated project, Wilson

said.

Deltera, of course, has built its own relationships with trades and sub contractors, and the bidding process for each project is competitive. But once people get familiar with Deltera, they do such good work that they are usually invited to return for more.

Lizette Parsons Bell says she expects the two addi-

tional towers plus townhouses in Phase III to be under construction in 2009. The development may comprise of both rental buildings and condominiums – all integrated with the already constructed Serrano and Tapestry at Village Gate West, and with respect for the surrounding community.

Much more work at other Ontario sites is underway or on the drawing

boards for Concert, including several commercial, industrial and multi-family residential developments in the Greater Toronto area, as well as planned developments in Ottawa and Western Ontario. (Details of many of these projects are still under wraps).

In the GTA, develop-

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This is the demonstration kitchen in one of the amenity rooms on the ground floor



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## About Village Gate West

Village Gate West is a three-way alliance between Concert, OMERS and Sun Life Financial being constructed on 3.7 acres of land, which Sun Life has owned for more than 50 years.

### Serrano - Phase I

\$48 million, 21-storey, 278 suite assured rental building on the site's northwest. Construction commenced in September 2005, with Occupancy in summer of 2007.

### Tapestry at Village Gate West - Phase II

Concert completed construction this spring of the \$40 million, 11-storey, 168-suite Tapestry at Village Gate senior living rental building on the site's northeast corner. For more information visit [www.DiscoverTapestry.com](http://www.DiscoverTapestry.com).

### Phase III

This \$90 million project includes two towers and townhouses, with up to 500 suites, on the southern portion of the site. Currently the project is going through the municipal approvals. Concert believes construction will commence sometime in 2009.



## Concert

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ments underway include the ultra-luxurious residence, Huntington located at 1900 Bayview Street in Toronto's Lawrence Park neighbourhood. This is a co-venture with Tridel. Also in the planning stages is Five Corners; a 154-suite boutique style upscale condominium building located at Front and Church, which "we hope to go to market in early 2009," said Wilson.

Concert has no trouble finding opportunities, says Executive Vice-President Brian McCauley, who oversees the 20-plus employees in Concert's Toronto office, and residential developments across Canada. "The majority of brokers in town know what we're looking for," he said in an earlier interview. "We're seeing the majority of the opportunities that are going to the marketplace – sale of existing properties, and larger sites."

Lizette Parsons Bell says Concert wants to build more

seniors living communities like Tapestry at Village Gate West, and its first seniors community, Tapestry at The O'Keefe – Arbutus Walk located in Vancouver, BC. Currently in the pre-construction stage is Tapestry at Westbrook Village UBC, and a number are in the early planning stages. Unlike many retirement residences, Tapestry has fully equipped kitchens in each rental unit, allowing residents to prepare their own meals and maintain their independence should they choose to.

Support services include assisted living services, a fully equipped fitness centre, Brain Fitness Centre, Spa, pool with saline system, high definition golf simulator, private dining room for family events, a pub, and an à la carte restaurant serving daily meals in a dining room. (Residents, as part of their basic package, are provided \$400 a month in meal credits — they can determine when, and how often, to eat in the dining options, and bring guests and family members if they wish.)

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## Concert's Business Practices

*(From www.ConcertProperties.com)*

Concert is committed to working co-operatively with community groups, cities and municipalities to provide a win-win situation for the communities in which we build.

We take the time to listen to what our customers need so that we can provide the best in quality and customer service.

With each endeavour, Concert is focused on people, innovative design, superior standards of construction, customer service and community values.

While the bottom line is important in any business endeavour, our bottom line includes *people*. Concert sees its role as community builder as extremely important and contributes on many levels, providing a variety of programs, services and facilities within the community.

Understanding that a strong development industry hinges on the availability of skilled and well-trained tradespeople, Concert also takes an active role in finding ways of providing opportunities and money for education and training.



### Congratulations to Concert Properties Ltd.

We are proud to be part of the Village Gate West project.



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## Concert

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Development Manager Kelly Wilson said as the development neared completion in April, Concert decided to celebrate the successful on-going relationships with the trades people, consultants and contractors who helped make the vision of this new community a reality. "You don't have too many opportunities to have available a fully equipped dining room, with an executive chef (Tapestry at Village Gate West's Executive Chef Mike Howell), on completion of a project, so we decided to invite everyone to celebrate their accomplishments," he said.

"We wanted to give

back, to share our appreciation, and provide everyone a first-class dinner," he said. "Everyone had a great time and was able to tour the completed building."

And, judging by the success of Village Gate West,

and the amount of work in the planning stages, the contractors and suppliers who helped build this new community can expect much more work with Concert Properties Ltd. in the years ahead.



## PROUD TO STAND WITH YOU.

At Concert we place a high value on our shareholder partnerships. Our shareholders recognize our commitment to quality and support us in our efforts to remain one of Canada's leading real estate development enterprises.

Owned by 19 Canadian union and management pension funds representing 200,000 union trade workers, Concert has, over the past 19 years, created more than 15.2 million hours of on-site union employment in the construction sector and contributed more than \$66.1 million to support industry related pension, health and welfare benefit plans. With the continued support of our union shareholders, our future looks brighter than ever. And because they stand for all we do, we're proud to stand with them.

*Concert is an award-winning diversified real estate enterprise involved in developing and acquiring industrial and commercial properties, rental housing, condominium housing, resort developments and seniors living communities in British Columbia, Alberta and Ontario.*

www.ConcertProperties.com

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## Concert's shareholders represent union and management pension funds

Concert Properties Ltd. shareholders are all union and management pension funds, representing Canadian workers. "They are the strength behind Concert's success and take great pride in our achievements," the company says on its website.

Founded in 1989 in British Columbia, "we have been able to create more than 15.2 million person hours of on-site union employment and contributed more than \$66.1 back to the affiliated pension, health and welfare plans."

In Ontario, Concert works in partnership with OMERS - The Ontario Municipal Employees Retirement System - supporting thousands of workers in this province. All of Concert's projects are built with union labour.

Here is a list of the pension plans investing in Concert:

Boilermakers' Pension Trust Fund  
Bricklayers and Masons Pension Plan  
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Ceramic Tile Workers' Pension Plan  
Local 213 Electrical Workers Pension Plan  
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Heat & Frost Local 118 Union Pension Plan  
IWA - Forest Industry Pension Plan  
Labourers' Pension Plan of B.C.  
Marine and Shipbuilders Local 506 Pension Plan  
Operating Engineers' Pension Plan  
Piledrivers, Divers, Bridge, Dock & Wharf Builders Pension Plan  
The Plumbers Union Local 170 Pension Plan  
The Pulp and Paper Industry Pension Plan  
Shopworkers Industrial Union Local 1928 Pension Plan  
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Telecommunication Workers Pension Plan  
United Food and Commercial Workers Union Pension Plan

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