

Community Chronicle



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Liberty Village • King West • King West Central • Entertainment District • St. Lawrence Market Area • Queen Richmond East

St. Joseph Consolidates Magazine Operations Into Queen East Offices

Mounting an initiative to bring together its two publishing companies, St. Joseph Corporation is renovating some 50,000 square feet of the Queen-Richmond Centre.

St. Joseph Media Inc., the corporation's magazine division, expects to occupy the space, bringing approximately 260 employees from various offices around the downtown East area to work together in the new workplace that spans two floors of the Queen East location.

"St. Joseph acquired Multi-Vision in 2001 and Key Media in 2002. Part of my job is to help integrate these operations and bring them together under one roof," says St. Joseph Media Group President Greg MacNeil of the acquisitions that established St. Joseph Corporation as Canada's third largest magazine publisher.

Key Media Ltd., publisher of *Toronto Life*, *Saturday Night*, *FASHION Magazine*, *WHERE magazines*, and *WEDDINGBELLS*, had offices spread about in brick and beam space throughout downtown east.

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New Women's Spa Lounge – Where Career and Health Meet

By Yvan Marston



Mary Aitken knows what it is to be busy. A former investment banker, this mother of six (a blended family) understands the value of having a space that can shelter a woman from the tempest of a modern life's responsibilities.

"I think there's a huge need for women who are pressed for time to have a place that will meet a number of objectives all in one location," says Aitken who founded the downtown women's club Verity.

It's easy to think of Verity as a spa. Located at 111 Queen Street East in the Queen Richmond Centre, Verity offers massages, facials and aromatherapy, and is equipped with Pilates workout equipment, yoga studios, personal trainers and eventually a swimming pool and wellness centre. But Aitken explains Verity is more of a women's business club with spa amenities.

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St. Joseph Offices

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For its part, Multi-Vision Publishing has been in the Queen-Richmond Centre for more than a year. However, the Toronto-based publisher of consumer and custom magazines, whose award winning titles

include *Elm Street The Look*, *Canadian Family* and *The Leafs Nation* magazine had initially come from Bay Street A-class space.

Queen Richmond's heritage building character with A-class attributes is, in MacNeil's opinion, "the perfect blend" of environments.

"The net result," he says, "will be an environment that is attractive to a diverse range of magazines and creative associates. A sort of common ground between these groups."

Besides bringing the different magazine staffs together on parts of the third and fourth floors, St. Joseph Media also brings a 10-person pre-press production team from its content creation company Pi Media which specializes in marketing, creative, photography and advertising production.

St. Joseph Corporation is the largest privately-owned print, document, publishing/media, and content creation company in Canada. However, commercial print is its largest platform and the flagship business of the Corporation.

Besides *Toronto Life*, *Saturday Night*, *WEDDINGBELLS* and *Elm Street*, St. Joseph's print properties also include *FASHION*, *FASHION18*, *Marriage Quebec*, *Quill and Quire* and its newest title *Wish*.

Television properties include Fashion File (in partnership with the Canadian Broadcasting Corporation), WHERE Television (offered through hotels and partnered with TV Tours), and Toronto Life Television (broadcasted on Toronto 1 with a reach of over four million in the lucrative southern Ontario television market).

—Yvan Marston



SPA LOUNGE

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"There are more and more women in senior management positions these days," she says. "They have a lot of needs that I don't think are being met. And a club such as this, I think, meets those needs."

Bold Aesthetics

Much of Verity's 45,000-square-foot space, which sprawls over three floors and through what were once seven different buildings, speaks to a modern "club" aesthetic. Brick walls painted a bold orange work with soft earth tone furnishings and hardwood floors to give the space a fresh and warm feel. It's a great backdrop for much of the social interaction that is at the heart of Verity.

Boardrooms, meeting rooms as well as private function rooms give entrepreneur members an ideal setting for downtown meetings. The library on the second floor hosts a weekly forum called "Ideas @ Verity", a program of talks and seminars. The dramatic but comfortable members' lounge, festooned with couches, armchairs and half-a-dozen tables is a great place to unwind with a drink and a light snack.

Culinary Delights

Food is integral to the Verity experience and Aitken has hired executive chef Lorenzo Loseto to ensure private parties and business

lunches receive the best in creative cuisine. Loseto also runs Verity's public restaurant, George. Set to open in August, George will feature an open kitchen and a charming outdoor courtyard for dining alfresco. The restaurant's practical Gourmet-to-Go counter is now open.

A New Community

Besides its amenities, Aitken says much of the club's allure lies in its membership. Representing a fairly broad spectrum of Toronto's professional women, Verity members range in age from 22 to 79.

"There are women with children, lawyers, doctors, film producers, journalists, politicians, cabinet ministers, people doing all sorts of different things. The mix is what's interesting. We have already established a new and eclectic community of women in Toronto," says Aitken.

Aitken is charging forward with this ambitious endeavour set in the centre of where many believe is an emerging downtown east expansion, with condominium and office development on the rise.

"I think it's important to be a little ahead of the curve," says Aitken about the burgeoning office population east of Yonge Street. "And this Club fills a need in finding balance for women in their fast paced and challenging lives." ■

b espresso bar Taps into the East Side's Demand for a Cup of Good Italian Java

By Yvan Marston

Before Bruno Colozza opened his espresso bar last February, he'd spent the last 20 years as a furniture manufacturer and most of his life loving the simple pleasure of a good espresso.

"It's the purest form of extracting flavour from the coffee bean," says the restaurateur from his European-inspired coffee bar at 111 Queen Street East.

Research Trip

Built and modeled after the espresso bars he spent two weeks researching in Venice, Trieste and Rome ("I took a lot of pictures," he says), Colozza's space mixes contemporary fixtures with old architecture, a style that is typical of his Italian counterparts.

B Espresso's setting in the Queen Richmond Centre, the refurbished Robertson chocolate factory from the late 1800s, helps to replicate this old-world experience. A plasma screen runs classic films like *Casablanca* and *The Godfather* while a blend of contemporary and classical Italian music drifts into the brick and beam space.



Dressed in a palette of red, dark brown, and stainless steel, b espresso bar is as clean and modern a space as it is warm and inviting.

Espresso Essentials

But the warm and inviting part, insists Colozza, stems from the quality of the coffee, the food and the staff.

His espresso is brewed from Illy beans ("We think it's the best coffee in the world," he says.), and staff are given a quality control manual detailing the essentials of brewing the perfect espresso.

"There are seven important variables when you're making an espresso," explains Colozza, "and if you're off on just one of those, you'll get a less-than-perfect cup."

Following in the authentic Italian espresso bar tradition, b espresso bar makes its own pizzas from scratch, features mouth-watering paninis like a Catullo Panini (grilled chicken, asparagus and fontina cheese) and a popular Prosciutto Panini; and bakes its own croissants and muffins every morning.



Giving Pause

With seating for 30 and room for eight at the bar, Colozza sees a wide variety of clientele. Some, he says, just stop in to pick up a quick bite while others conduct meetings there.

"Some even stick around to watch part of a movie," he says, explaining that even when someone's just dropping in to pick up a coffee, b espresso bar still gives them pause.

"Whether it's talking about the food, taking in new art work we have on display, watching a movie that's playing or browsing one of our books, this is a place where someone can really take a true break from their day," says Colozza. ■



ANY GIVEN WEEKDAY

CFL's downtown office plays a key role in Canadian football tradition

By Yvan Marston



Across from the iconic Flatiron building on Toronto's East Side, you'll find an office of twenty people whose collective purpose is to promote football across the country. The third floor of 50 Wellington Ave. East houses the administrative offices of the Canadian Football League (CFL).

Besides the convenience of a downtown locale, Ian MacNeil, the CFL's director of finance and administration says the address's historic feel with brick interior ties in nicely with the organization's background.

"[The exposed brick and beam] gives it a nice flavour – for a league with the oldest championship trophy in professional sports in North America," says MacNeil.

Grey Cup History

Even though the first Grey Cup game was held in 1909 with then Governor-General of Canada, Lord Albert Henry Earl Grey donating a trophy to be awarded to the team winning the Senior Amateur Football Championship of Canada, the CFL didn't officially form in name

until 1958. Prior to its existence, a number of organizations endeavoured to standardize the game's regulations as the popularity of football, said to have been invented in the midst of an unruly soccer game about 180 years ago in Rugby, England, grew to include amateur participation from most provinces.

With nine member teams in the CFL today, the primary duties of the League office revolve around the

"[The exposed brick and beam] gives it a nice flavour – for a league with the oldest championship trophy in professional sports in North America."

- CFL's Ian MacNeil

development and promotion of the game. Under the guidance of Commissioner Tom Wright, the League is responsible for managing the operations of the on-field product from scheduling and rules to player contracts and officiating. The League office is also tasked with national

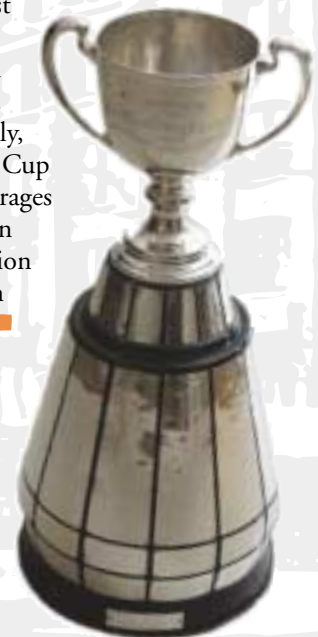
media, marketing and branding efforts, and the ongoing development of national retail, technology and broadcast partnerships.

"Being downtown is helpful because we're close to many of the consultants and partners we deal with on a regular basis," says MacNeil.

Playoff Planning

While each of the nine member Clubs take ownership for game day operations within their home stadiums, the League is responsible for the management, promotion and execution of all playoff games and Canada's Championship, the Grey Cup.

Competition for fan support has heightened over the years with a growing number of options for Canadians on where and how to spend their sports and entertainment dollars. Nonetheless, reports Baton Rouge, Louisiana-based The Football Network, the annual Grey Cup championship continues to be the greatest single day sports attraction in Canada and annually provides the largest national television audience. Perennially, the Grey Cup game averages more than four million Canadian viewers. ■



SPACE FOR ALL SIZES – Interactive Offices at 439 King Street West has rooms to grow



Featuring cutting-edge technology, a funky brick and beam aesthetic and a range of administrative services, Interactive Offices' two floors at 439 Kings Street West are buzzing with activity.

"We serve stock brokers, marketing firms, modeling agencies and talent agencies as well as technology companies," says the location's manager, Jasmine Orobetz.

An Ideal Solution

One of the space's largest tenants is Virgin Mobile Canada, a wireless company set to move into the Canadian telecom marketplace. With 40 employees on site, Orobetz says they're still growing and that this Interactive office location is an ideal solution for the firm until they can find a larger space or building of their own.

Part of the draw for a company like Virgin, which targets youth markets, is the funky feel of the space. It can serve to attract and retain talent as well as communicate to clients the sense of playfulness that is part of the Virgin brand.

Whether it's a large multinational seeking a satellite office or just a small one-person shop, Orobetz says Interactive Offices customizes packages to fit all manner of company.

"We supply the phones, the furniture and the Internet access. You just bring your belongings," she says, adding that an office can be set up in as little as 24-48 hours.

A Growing Concern

Founded in 1991 by Toronto entrepreneur Andrew Gyenes, Interactive Offices has grown to include offices across North America. Besides access to meeting rooms, video conferencing tools, copiers, faxes and a suite of administrative services, an Interactive tenant can also book meeting rooms in any other facility – whether it's in Atlanta or on Bay Street. ■



CUSTOM COMMUNICATIONS



Redwood has held space in Allied Properties REIT's portfolio since September of 2002 when it picked up 6,600 square feet on the second floor of 43 Front Street East. This July, the custom publisher started work on new offices with plans to move the entire operation from its current 65 Front Street East digs to the second, third and fourth floors of 33-37 Front Street East.

Redwood is a marketing communications agency, creating custom branded content for

clients seeking targeted marketing solutions for their CRM (Custom Relationship Marketing) programs. Redwood creates "media neutral" content that integrates with multiple channels: web, print and broadcast and is North America's largest custom publishing agency, producing 70 million magazines each year.

The company has grown tremendously in its five-year existence and currently employs 145 people. "If it keeps going the way it is," says Redwood's vice president of finance Brian Jackson, "we might even need more space at 43 Front Street East." ■

FAST FISH

Sushi fans in a hurry will be glad to find new rapid service **Banzai Sushi** opening up in 134 Peter Street at Richmond.

"That's B-A-N-Z-A-I," says owner Nikolai Miljevic, "as in the Japanese war cry." Geared to the young professional, Banzai draws on the Japanese themes of Anime and a penchant for technology to create an environment that is more in tune with modern Japan than with the faux-asian flavour of countless other fish and rice purveyors. To this end, touch-screen menus at every table entertain patrons and expedite lunch orders with lightning efficacy. Slated for opening in September, you can learn more at www.banzaisushi.ca. ■



..Incoming..

Five more buildings added to growing Allied Properties REIT portfolio

A number of recent acquisitions have helped to expand the Allied Properties REIT mix of office and retail spaces available to tenants. “These new spaces each have unique qualities that will allow us to attract different types of tenants,” says Michael Emory, the REIT’s president and CEO.

Among the new spaces are 217 Richmond Street West, 50 Wellington Street East, 185 Spadina Ave. and the Queen Richmond Centre, all of which are in keeping with the brick and beam environments typical of Allied Properties holdings. 905 King Street West is a more modern brick and concrete structure that caters to a larger scale user, says Emory.



905 King West – Located on the south side of King Street, west of Bathurst, 905 King Street West is a modern six-storey, brick-and-concrete office/retail building built in 1987. It’s fully leased and holds a number of large space users such as Lavalife, Terranet, Allstream and UPS. With approximately 112,000 square feet of leaseable area and underground parking for 118 vehicles, 905 draws a sizeable tenant population into the Allied Properties REIT fold.



217-225 Richmond West – The Gelber Building is a restored, six-storey, office/retail building. Located on the southwest corner of Richmond Street and John Street, 217-225 Richmond Street West is a 55,905-square-foot building from the early 1900s. It was extensively renovated for office and retail use in the 1980s and currently, the retail tenant here is an elegant and upscale club on Richmond called FLUID.



Queen Richmond – The Queen Richmond Centre is an integrated complex of 11 restored, Class I office/retail buildings. Built in the late 1800s and early 1900s, the buildings comprising the complex were extensively renovated for use in 2001 and 2002. Located on the south side of Queen Street East and the north side of Richmond Street East, just west of Jarvis Street, the 223,588-square-foot complex is home to Publicis Canada, St. Joseph Media and Verity as well as a mix of other office and retail operations.



50 Wellington East – 50 Wellington Street East is a restored, five-storey, office/retail building. Located on the north side of Wellington Street East, just west of Church Street, the property is comprised of 32,193 square feet of rentable space. Built in the early 1900s, the building was extensively renovated for office and retail use in the 1980s and again in the 1990s.



185 Spadina – 185 Spadina Avenue is a restored, seven-storey, office building. Located on the east side of Spadina Avenue, just north of Queen Street, the property is comprised of 55,814 square feet of rentable. Built in the early 1900s, the building was fully renovated in the late 1990s.

Z-mechanism soft roof converts new MINI in 15 seconds

S lated for availability in September, the versatile four-seat convertible combines the distinctive pleasure of driving an open car with the unique driving qualities of a MINI.

Without requiring the driver to release any catches or clamps in advance, the fully-automatic Z-mechanism soft roof opens smoothly at the touch of a button, converting the car for open-air motoring in 15 seconds.

Another special feature of the MINI Convertible's roof is the



additional sunroof function, a function quite unprecedented in the convertible market.

Since its launch into the Canadian automotive market in March 2002, MINI has been highly acclaimed, receiving numerous awards, including the 2003 North American Car of the Year. To date in Canada, MINI has attracted over 6,000 enthusiasts eager to experience the little car's premium quality and strong performance and handling characteristics.

MSRP for the 2005 MINI Cooper Convertible is \$31,500 and the 2005 Cooper S Convertible is priced at \$36,500. The 2005 Cooper Classic retails for \$23,500, the 2005 Cooper for \$25,800 and the 2005 Cooper S for \$30,500.

See back page for more on MINI convertible launch

McEwen Sculpture in King West Courtyard

R enowned Canadian artist John McEwen brings his sculpture, *Paradise-Coyote* to the courtyard at 461 King Street West.

The sculpture, flame-cut out of solid steel, depicts the silhouette of a coyote atop a large vessel pierced with stars. The hollow vessel represents a passageway to be walked through.

As in his other sculptures, whimsical imagery is shaped from powerful materials, and language and symbolism mingle with vernacular architecture.

Known for his significant production of public art, including *Searchlight*, *Starlight*, *Spotlight* at the Air Canada Centre in Toronto, McEwen is a sculptor represented by Olga Korper Gallery in Toronto.

Inspiration for this piece, says McEwen, was drawn from the human predicament poet Rainer Maria Rilke describes in the following verse from the Eighth Elegy:

"We, only, can see death; the free animal has its decline in back of it, forever and God in front, and when it moves, it moves already in eternity, like a fountain."

"As the coyote on top pauses, we must decide on how to live in the only world we have," explains McEwen.

One of Canada's leading artists, his work has been exhibited in the United States, Germany, France, the United Kingdom and Australia and can be found in numerous public and private collections. Born in Toronto in 1945, McEwen lives and works in Hillsdale, Ontario, near Georgian Bay.



Sculptor John McEwen (left) poses with Wayne Jacobs of Allied Properties REIT. McEwen's work, entitled *Paradise-Coyote*, is presented by Olga Korper Gallery and Nicholas Metivier Gallery.

Space for Rant

Anti-Smoking Bylaw Fans the Fellowship of the Flame

As our fair city struggles to join the ranks of other smokeless regimes like Singapore and Millhaven, I'm loath to admit that perhaps this is a good idea.

Having a smoking and non-smoking section of a restaurant, comedian Steve Martin once quipped, is a lot like having a peeing and non-peeing section of a pool.

That put a lot of things into perspective for me.

Still, as an occasional smoker, I come to the habit from a mostly social angle. And I believe that that part will only grow stronger.

I think the very fact that cigarettes kill is what gels the smoking community. There is no greater unifying force than the threat of mutual annihilation, nor is there any greater equalizer. If the copy boy and the CEO are the only two in the office standing outside having a butt, you can bet they'll have regular chats. (Of course, they're also likely to be exchanging knowing glances in the valley of the shadow of death.)

As a socializing agent, smoking is a stronger catalyst than drink because unlike alcohol, you can't use it inside. That relegates a small, select group to the front stoop where tiny alliances are forged and relationships are born and bedded.

While the summer patio season is in full swing, it's hard to truly gauge the social effect of the smoking bylaw. No doubt, come the cooler weather, cliques will form organically outside every club and restaurant. As a casual smoker, I may have to choose on which side of the door I will stand. But until harsher winds blow, I expect to remain in the fellowship of the flame a while longer.

And when it's too cold to stand outside all the bars, billiard and bingo halls, casinos and racetracks, I'm going to go my parent's basement. I smoked in the bathroom there once and nobody said anything. ■

Stan Tesler

(parents' address withheld upon request)

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Please send your 'Rant' to Allied Properties, 469 King Street West, Toronto ON, M5V 3M4 or by email: memory@alliedproperties.ca

MINI Downtown Hosts Open House for New Open Air MINI

The new MINI Convertible is making its way across Canada this summer and one of its first retail stops was in King West Central's MINI Downtown showroom in mid June.

"We are thrilled to offer a sneak peak of the MINI Convertible at MINI Retailers across the country months before its arrival in Canada," says Rob Van Shaik, National Manager, MINI Canada.

MINI enthusiasts and curious King West-ers alike were invited to "experience" the new convertible before anyone else, on June 16th. Two convertibles were on static display at the Open House – one Chili Red and one Cool Blue (an exclusive MINI Convertible colour).

The Open House also featured a John-Cooper Works equipped Cooper S to supplement the retail facility's current test-drive fleet.



A Chili Red MINI Convertible rolls into King West Central as part of the *Open House Tour*.

For more on the new MINI see page 7