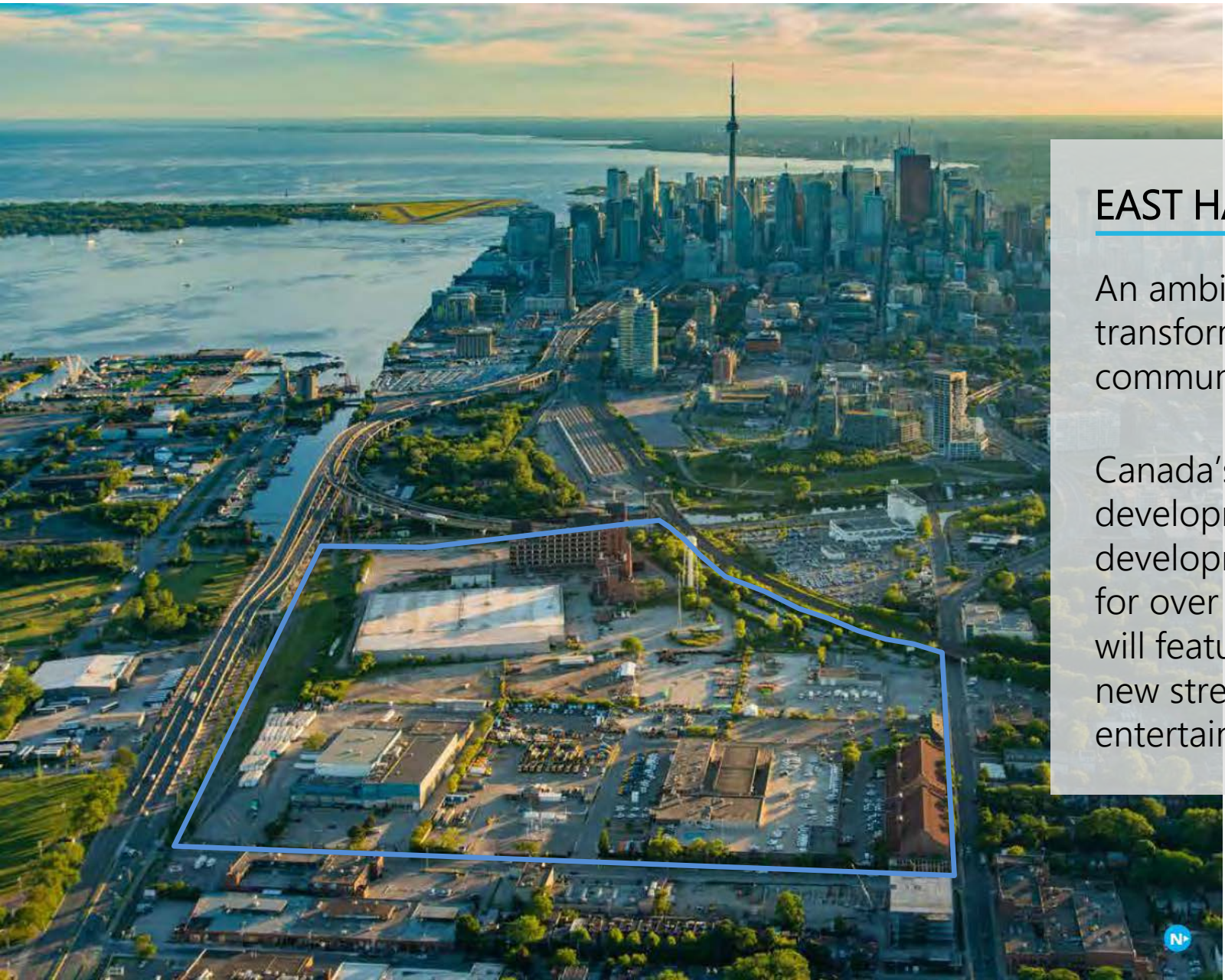


# EAST HARBOUR

FIRST GULF



## EAST HARBOUR OVERVIEW

An ambitious city-building initiative that will transform vacant industrial land into a vibrant new community and an extension of the downtown.

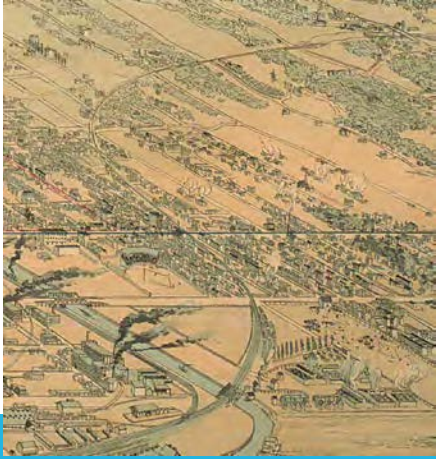
Canada's largest planned commercial development: over 60 acres, with 10 million SF of development already approved, creating space for over 50,000 jobs and a range of new uses. It will feature a regionally connected Transit Hub , new streets, open spaces, as well as entertainment, cultural, and retail uses.

# NATURAL EXPANSION OF TORONTO'S DOWNTOWN



# NEIGHBOURHOOD CONTEXT





# SITE HISTORY

**Pre 1800s**

Indigenous settlement in the Don River Valley.

**1866**

Gooderham and Worts builds feed barns on site used to sell slop, a waste by-product of distilling whiskey.

**1886-1892**

Lower Don River is straightened and widened.

**1899-1903**

Lever Brothers open the Sunlight Soap Works at Eastern and Don Roadway.

**1913 - 1924**

Gooderham and Worts barns are demolished by the Consumers' Gas Company.

**1947 - 1953**

Lever Brothers Ltd. becomes the main land owner operating the Unilever manufacturing plant.

**1953-2009**

Manufacturing continues on the site until its closure in 2009.





Conceptual artist's rendering

## EAST HARBOUR VISION

**A Bold New Place  
Where Toronto Works.**



Conceptual artist's rendering