



# INVESTOR PACKAGE

# REACHING NEW HEIGHTS



*the*  
**highmark**

The Highmark is bringing elevated living to Downtown Pickering. Endless greenspace to the North. Endless waters to the South. And in between, a vibrant city centre just minutes from Toronto. With rapidly increasing desirability and a supercharged real estate market, Pickering's value grows every day.



## PICKERING AT A GLANCE

Diversely populated, well-educated, and rich in local culture, Pickering is primed for rapid growth through careful planning of the Seaton development to the North, and its ever-increasing City Centre. The Highmark sits at the centre of it all.

100K+ Residents		
200 Stores	190 Restaurants	
220 Hectares of Green Space		
2.7 km of Beaches		
7.6 km of Waterfront Trails		
Livability Index of	No.2	
81	Fastest Selling Residential Market in the GTA	

Source: Pickering.ca, zolo.ca, walkscore.ca

# WHY DURHAM?

Home to nearly 700,000 people with an expected growth of 22,000 people per year for the next 20+ years, Durham has experienced rapid growth supported by increasing job opportunities and new developments, turning it into one of the GTA's top places to live, work, and play. Some of Durham's Top Employers include:

- Lakeridge Health: 8,000-8,499 jobs
- Ontario Power Generation: 7,000-7,499 jobs
- Durham District School Board: 6,000-6,499 jobs
- General Motors Canada: 3,750-3,999 jobs

[https://www.durhamregion.com/business/who-are-durham-s-largest-employers/article\\_b15a3a64-f8cb-51a6-8b34-355c66d1366c.html](https://www.durhamregion.com/business/who-are-durham-s-largest-employers/article_b15a3a64-f8cb-51a6-8b34-355c66d1366c.html)

## PICKERING VS NATIONAL AVERAGE

GRADE	PICKERING
A	<b>SCHOOLS</b> AVG. TEST SCORES: 12% NAT. AVG. HIGH SCHOOL DIPL.: 5% NAT. AVG. BACHELORS DEGREE: 7% NAT. AVG.
A+	<b>HOUSING</b> PRICES: 22% NAT. AVG. COST OF LIVING: 10% NAT. AVG.
A+	<b>SAFETY</b> TOTAL CRIME: 41% NAT. AVG. VIOLENT CRIME: 38% NAT. AVG. PROPERTY CRIME: 41% NAT. AVG.

Source: <https://www.areavibes.com/pickering-on>



## THE PICKERING APPEAL

- Area expected to welcome approximately 215,000 new residents & 66,000 new jobs by 2041. <sup>1</sup>
- Durham Live, a new casino and entertainment district, is estimated to create 12,000 new jobs just 5 minutes from The Highmark <sup>2</sup>
- Pickering's Town Centre was named the top neighbourhood in Durham – right next to The Highmark.

## PICKERING HOUSING PRICES

AVG SOLD PRICE	MONTHLY CHANGE	QUARTERLY CHANGE
\$1.1 M	8.7%	20.2%

Selling to listing price ratio 118%  
Avg. DOM- 10 days 2nd fastest in GTA

## GROWTH & DEVELOPMENT

Pickering is growing rapidly, with 42 approved residential projects set to bring over 13,000 suites to the city.

### Seaton Development

Planned to accommodate 70,000 new residents and 35,000 new jobs

### SmartCentres Phase 1

Redeveloping the 48-acre property for approx. 725 residential units and 14,500 SF of retail

### Pickering Town Centre Redevelopment

36,791 SF of commercial & retail with approx. 5,100 new residential units

## THE REGION'S TOP POST-SECONDARY SCHOOLS INCLUDE:





**DURHAM COLLEGE**  
SUCCESS MATTERS

Durham College



**OntarioTech**  
UNIVERSITY

Ontario Tech University



**TRENT UNIVERSITY**

Trent University Durham



**UNIVERSITY OF TORONTO**  
SCARBOROUGH

University of Toronto Scarborough Campus



**CENTENNIAL COLLEGE**

Centennial College Morningside Campus

Source: <https://www.areavibes.com/pickering-on/schools/>

## IMMIGRATION

- Over 1.2 million new residents are expected over the next three years, an increase of approx. 150,000 people per year since 2001.
- Canada welcomed a record-breaking 431,645 people as permanent residents in 2022. Surpassing the previous record from 1913, this is the most newcomers in a year in Canadian history. <sup>4</sup>
- 70% of the population growth in Durham Region has been driven by immigration (2011-2016)
- In 2021, Ontario received about half of all new Canadian permanent residents.

Source:

- <https://www.insauga.com/pickerings-seaton-community-back-in-the-spotlight-with-thompsons-corner-proposal/>
- <https://urbantoronto.ca/database/projects/smartcentres-pickering.42302>
- <https://canada.constructconnect.com/dcn/news/infrastructure/2023/02/portion-of-pickering-town-centre-lands-to-be-integrated-into-massive-nine-block-development>
- <https://www.moneysense.ca/spend/real-estate/where-to-buy-real-estate-in-canada-durham-region/>
- <https://www.narcity.com/toronto/a-massive-adult-playground-is-coming-to-ontario-and-its-just-like-a-mini-las-vegas/>

# FROM DOWNTOWN PICKERING TO DOWNTOWN TORONTO

All the urban energy of a growing metropolis. All the appeal of a safer neighbourhood. Pickering merges the peacefulness of Durham with the endless opportunities of Toronto, creating a highly desirable setting for families, downsizers, and investors.



## DURHAM-SCARBOROUGH BUS RAPID TRANSIT

The proposed DSBRT line consists of 36 Kilometres of bus rapid transit that would serve Oshawa, Whitby, Ajax, Pickering and Scarborough. Improved transit along Highway 2 across the Toronto and Durham boundary would link communities, employment, schools and other major destinations in the Region.

38K+ Expected daily ridership by 2041	24 Buses per hour during peak period	49 Proposed stops
162 Kilotonnes of CO <sub>2</sub> reduced	2-WAY Service every five minutes	\$686M in economic benefits

Source: www.metroinxengage.com/dsbrt

WALK



## CONNECTIVITY

The Highmark is the heart of Downtown Pickering, where everything you need is moments from your door. Located near the corner of Kingston Road and Brock Road, this landmark community is perfectly placed among the vast array of amenities in the growing urban core.

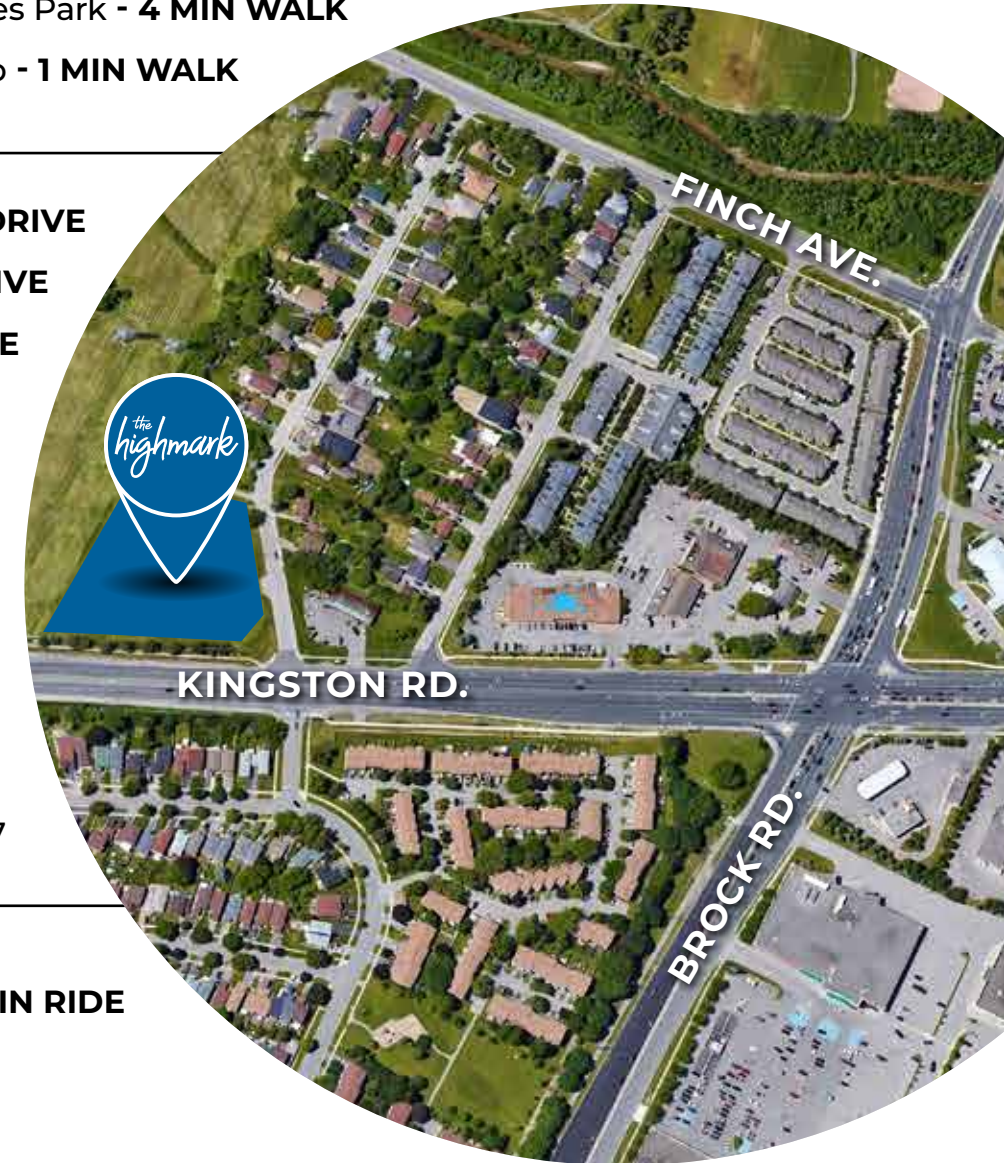
Diana Princess of Wales Park - **4 MIN WALK**

Rapid Transit Bus Stop - **1 MIN WALK**

DRIVE



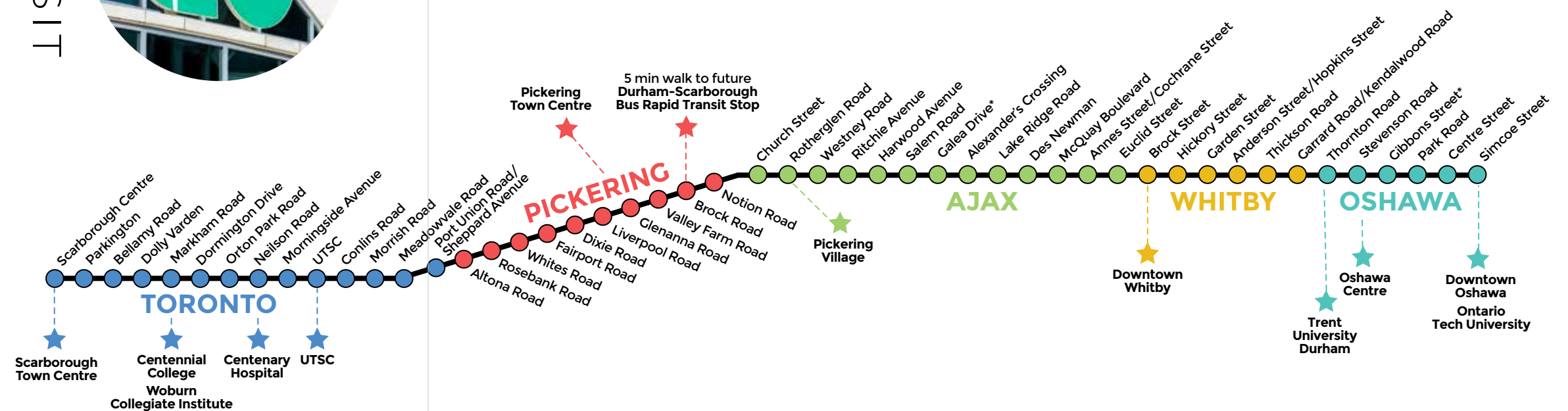
- SmartCentres Pickering - **2 MIN DRIVE**
- Pickering Town Centre - **3 MIN DRIVE**
- Pickering GO Station - **5 MIN DRIVE**
- Durham Live - **5 MIN DRIVE**
- Pickering Waterfront - **10 MIN DRIVE**
- Durham College - **12 MIN DRIVE**
- Ajax Pickering Hospital - **13 MIN DRIVE**
- U of T Scarborough Campus - **15 MIN DRIVE**
- Trent University - **16 MIN DRIVE**
- Scarborough Town Centre - **17 MIN DRIVE**
- Easy Access to 401, 412 & 407



TRANSIT



Get downtown on the Go Train - **28 MIN RIDE**



# THE MARK OF EXCELLENCE



**HIGHMARK**

Nearly 50 years, and counting. The family has been building across Durham for decades, proudly investing in the future of the region. As a developer, Highmark Homes combines vision with craftsmanship to create inspired neighbourhoods ranging from timelessly traditional to creatively contemporary. With a family legacy of homebuilding excellence spanning decades and generations, Highmark takes pride in every remarkable new development. From smart designs to fine finishes, Highmark Homes is dedicated to quality in every detail.

[HighmarkHomes.ca](http://HighmarkHomes.ca)