

# VOICE REAL ESTATE

## Rogers Real Estate Development Ltd. And The City Of Mississauga Reach For New Heights



### Edward Rogers, Mayor Bonnie Crombie, Urban Capital and IBI Group unveil 81-storey tower in the heart of M City

Following the unprecedented successes of M City's first two towers, M1 and M2, today Rogers Real Estate Development, Mayor Bonnie Crombie and the M City team unveiled plans for a third tower along the western edge of Mississauga's emerging downtown. Designed by acclaimed Canadian firm IBI Group, M3 will soar to 81 stories, making it the tallest tower in Mississauga by a significant margin, and one of the tallest buildings in the GTA.

"M City is the first residential development for the Rogers

Family and we are thrilled to once again be partnering with the City of Mississauga. Our goal is to develop a world-class community befitting any city in the world. The unveiling of M3 is a significant step towards that goal," says Edward Rogers, Chair of Rogers Communications. "Today's announcement demonstrates our unwavering belief in this city and continued commitment to delivering cutting-edge design that resets expectations of what the future of development looks like in Mississauga."

M3's unveiling comes

only a few short months after construction began on the more than 1,570 units that comprise M City's first two phases. Rogers Real Estate Development Limited, a private holding company owned by the Rogers family, enlisted leading Canadian developer Urban Capital Property Group to help bring their vision of downtown Mississauga to life. The 8-tower, 15-acre, 4.3 million sq. ft. master-planned community was designed by renowned urban designers Cooper Robertson of New York, to reflect the city's own vision for a new downtown,

and introduces two acres of public parkland onto the site. "We are working to build a complete, well-planned city. Today is another important milestone as we shape our City's growing and thriving downtown core. Once complete, M City will define the western edge of downtown Mississauga and will perfectly compliment the Absolute Towers to the east. These significant and ongoing building investments help strengthen our City's tax base which allows Council to fund important resident priorities we

all rely on including libraries, community centres and public transit," adds Mayor Crombie. M3's stunning, slender design features a subtle twist at the lower and upper parts of the tower and a dramatic sloped crown at the top. The design is rooted in the context of Mississauga's downtown and was the result of a design competition held by Rogers Real Estate Development Limited and Urban Capital, which received proposals from several of the country's top architecture firms.

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