

E

*local*  
**LIVING**

THE THOROLD ISSUE





## 4 A HOME FOR GENERATIONS →

Explore our newest master-planned community in Thorold, Empire Legacy. Featuring a collection of town and detached 3 and 4 bedroom homes to choose from, your dream home awaits.



## 8 WELCOME TO THOROLD ↑

A small town with big personality Thorold is a great place to call home, and could be the right community for you and your family.



## 12 WHY THOROLD? AND WHY NOW? ↑

With close proximity to Niagara Falls and St. Catharines, Thorold is poised to enjoy upcoming growth as a result. Find out what this means for homeowners.

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From their morning coffee to fun with the kids, to date night, this is where Thorold locals go.



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Community events, local sports and volunteer opportunities are just a few of the things this community has to offer.



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DISCOVER THOROLD'S HEARTBEAT



EMIPRE LEGACY  
REPRESENTS A RETURN  
TO THE FAMILY VALUES  
YOU GREW UP WITH,  
WHERE NEIGHBOURS WAVE  
TO ONE ANOTHER AND  
KIDS PLAY OUTSIDE UNTIL  
THE STREET LIGHTS COME ON.





# A Home for Generations

AT EMPIRE LEGACY



## A PLACE TO TRULY CALL HOME

Located in the heart of the Niagara region, Empire Legacy is Thorold's first master-planned community of more than 1,000 new town and detached homes welcoming a new wave of residents looking to plant their roots.

Legacy's distinct town and detached home plans with 3 and 4 bedroom designs will appeal to the diverse needs of your family.



## HISTORIC TOWN, MODERN HOME.

Choose the right home for your lifestyle from a variety of layouts and exterior aesthetics. Get the most out of your new home with our popular design features that now come standard like hardwood flooring, 9' ceilings and oak staircases.



## YOUR DREAM HOME AWAITS

Empire is proud to offer a collection of modern homes at Legacy that will fit the lifestyle of your unique family.

Ranging from 1,803 - 3,497 sq.ft., Legacy can accommodate whichever life stage you find yourself in, from moving-up to moving-down or finding your first dream home.





HOW A NEW GENERATION  
IS TAKING PART IN THE GTA'S

# RURAL RENAISSANCE

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Disheartened by price surges, bidding wars, lines and over-crowding, an entire crop of Torontonians and GTAers are chasing a slower-paced lifestyle and affordable living options.

It's a reality most GTA dwellers can relate to. A bright eyed youngster sets out for the big city, maybe for school or their first job, or just after a little independence. Taking advantage of every party, networking event and restaurant opening in town, the GTA offers an endless array of opportunities just waiting to be explored. And with their two roommates and maybe a little help from mom and dad; they got this.

Fast forward ten years later, and life has gotten real. Lingering student debt persists, marriage and kids come into play and the realities of the 50-hour work week have them living for the weekend, yet struggling to be able to afford anything. They're trying to save to buy a house for their growing lives.

There has to be an easier way. After all, it seems ridiculous that a dual income household with steady salaries should have to worry about how to pay rent and bills, and maybe go out to dinner here and there. This isn't what they had in mind back when they assumed the suburban life their parents had would never be for them.

Suddenly, even the die hard urbanites are understanding the appeal of moving out of the GTA to a place where the problems of the city won't follow. The small town revival is real, and it is their key to true independence, the type they found in the city ten years ago and which they can barely remember now. A chance for them to stop surviving and start thriving. With the average home price a cool \$100k+ less, these small, under-populated towns give families a chance to invest, to travel, to try new things and most importantly to get out and live, with about half the financial stresses of their big city cohorts.

And it's not quite the death to their social life one might expect either. Cities like Hamilton and regions like Niagara are more populated than ever with young GTA transplants breathing new life into the once sleepy communities, and giving rise to trendy restaurants, artisan coffee shops, recreational opportunities and nightlife. The best part is, these places don't come with a line-up, a cover, or a crowd.

Now, this might be a stark contrast from what the experts tell us - the hordes of magazines, news stories and sound bites we hear proclaiming that millennials are rejecting their parent's lives. They say they hate the suburbs and want walkable neighbourhoods, more density, the most density in fact. Urban sprawl is the enemy. They don't care about children or owning property, they want liberal, shared space policies. That is, until they don't. Until they settle down, have a family and finally realize what they really wanted was freedom to actually live their lives, carve their path and choose their lifestyle.

As you drive through the small towns of Southwestern Ontario, freedom is something that you're barely even conscious of, and yet it's unmistakably there. Country roads that take you through undisturbed green pastures, downtown blocks of historical buildings occupied by one of everything you may need; a grocery store, a hardware shop, a bank

and a medical office. Isn't this the true representation of the growing minimal movement that's starting to take hold? Where neighbours are there for each other, not battling over parking spaces. Where you can still find that artisan cup of coffee or craft beer, and know the person pouring it for you, or believe it or not, the farmer who grew the raw ingredients.

Small towns seem to be the only place left where GTAers stand a chance at starting something that's all their own, maybe even with a little extra money to invest, explore and live a full life.

## CANADIAN HOSPITALITY AND GRACE REIGN TRUE IN THESE TOWNS IN A WAY THAT WE'RE SELDOM ACCUSTOMED TO IN TORONTO

And while these small town transplants may think they'll be shunned by the locals, just one more hipster driving up the demand for new housing and overpriced coffee, Canadian hospitality and grace reign true in these towns in a way that we're seldom accustomed to in Toronto. Sure, you may hear the occasional grumble, but it'll pale in comparison to those you heard all day, every day on subway platforms and in traffic jams. Especially when you start to realize the ones grumbling are becoming familiar faces at your local pub and you can now greet them by name.

It's not just families seeing the appeal either. Business, both startups and large organizations, are making the move (think Amazon considering Kitchener-Waterloo over Toronto's downtown) for the same reason the average Joe is. Lower cost of operation, more room to grow.

When we think back to what experts say about millennials looking for walkable, urban environments, we can't help thinking how that model has proven unsustainable time and time again, in some of the most popular metropolis in the world. As we crawl across the inner city highways, we're seeing communities so dense that neighbours could high five from their balconies (although they mostly just ignore each other) and we can't help but wonder if this is the freedom millennials were really after, or if the neighbourhood they imagined actually looks very different.

Perhaps a place where they can recreate the very best parts of what they've been after, for about half the price and half the hassle. A distilled version; leaving only the stuff they love, like authentic interactions and more face time, a space of their very own and a chance to build something real and lasting. Maybe the small towns of Southwestern Ontario are the place they were really looking for. ♦



# welcome to THOROLD

In the heart of Niagara is the charming City of Thorold – a community rich in history and brimming with culture and activity all within short access to the Greater Golden Horseshoe. Thorold has something for everyone and is quickly becoming an ideal location for growing families and those looking to experience life with a little more ease.



## // LOCALS LOVE

The quiet streets and undisturbed green pastures of this peaceful town. Not bad either is the close proximity to the U.S. border, major highways, waterways and regional destinations such as Niagara Falls and wine country.

## // LOCALS COMPLAIN

Lack of residential growth in the last ten years has left Thorold with housing that doesn't fit the lifestyle of the next generation of Thorolders looking to start their own families in modern digs.

## good vibes

TOWN VIBES BY THE NUMBERS

30%

PEACEFUL

29%

FAMILY-ORIENTED

24%

OUTDOORSY

17%

CONVENIENT

you should

# live here

if...

## 1

### YOU CHASE NOSTALGIA

Home to a newly revitalized downtown, Thorold is a great place to shop and stroll. Downtown Thorold offers an array of boutiques, shops and services that maintain old-world charm while breathing new life and character into the community.



## 2

### YOU FEEL AT HOME IN THE GREAT OUTDOORS

Unwind in an intimate community surrounded by lush woods and undisturbed green pastures. Enjoy the walking/hiking trails surrounding your home and become fully immersed in the exquisiteness of the Welland Canal, right in Thorold's backyard.

## 3

### YOU ARE A WINE LOVER

Take advantage of the proximity to Niagara Falls and the world-renowned wineries of Niagara-on-the-Lake. Stroll down Lundy's Lane and enjoy the trendy restaurants, bars and casinos that have made the area one of Canada's largest tourist destinations.





# where the *Locals...*

## GO FOR DATE NIGHT



### KAME & KETTLE BEER WORKS

With boutique-like breweries all over the region, the craft beer industry in Niagara is alive and well. Founded in 2015, Kame & Kettle source their ingredients locally and their small batch brewing process is as handmade as it gets.

8 MINS FROM EMPIRE LEGACY

## PICK UP THEIR MORNING BREW



### GROUNDS COFFEEHOUSE & BAKERY

A cozy, casual java house with outdoor seating during the warmer months, delicious desserts and most importantly, coffee. We recommend grabbing a gluten-free or vegan sweet treat with your order.

10 MINS FROM EMPIRE LEGACY

## HAVE FAMILY DINNER



### MOSSIMO'S PIZZA & SUBS

Delicious comfort food at its finest, Mossimo's Pizza & Subs is a go-to for families in the area. For quick take out, casual eat-in or catering for get togethers, we love the selection of specialty pizzas, especially the buffalo chicken.

9 MINS FROM EMPIRE LEGACY

## ENTERTAIN THEIR KIDS



### CLIFTON HILL

Niagara Falls' world famous Street of Fun is a must-visit, with its wide assortment of attraction and entertainment offerings. The Hill is located just a block from the Falls and we recommend the Niagara Skywheel, with its stunning, picturesque views.

23 MINS FROM EMPIRE LEGACY

## GO GROCERY SHOPPING



### DOWNTOWN THOROLD MARKET

Opened in 2018, The Downtown Thorold Market is open Saturdays from June to September and features locally grown farm produce, fresh bread, handmade artisan pies, jams, honey and much more.

11 MINS FROM EMPIRE LEGACY

## WINDOW SHOP



### POST OFFICE BY SHANNON PASSERO

One of Thorold's hidden gems, this charming boutique in a beautifully restored heritage building offers clothing, accessories and housewares that are truly one of a kind.

11 MINS FROM EMPIRE LEGACY

## BUY BIRTHDAY CAKES



### SPINOSA'S BAKERY

From great daily treats to specialty cakes and cupcakes, this is a local favourite. We love their friendly service and the aroma. Pro-tip: Check out the Black Sheep Lounge next door for a delicious brew to go with your sweet.

9 MINS FROM EMPIRE LEGACY

## GO PUMPKIN PICKING



### HOWELL PUMPKIN FARM

Much more than just a pumpkin patch, the Howell Family Pumpkin Farm is home to a variety of attractions, live shows, games and of course a huge selection of spectacular pumpkins that make it a must-see trip for families in Thorold.

8 MINS FROM EMPIRE LEGACY

## *out & about*

### RESTAURANTS

Mossimo's  
Tony's Pizzeria  
Benchmark  
Black Sheep Lounge  
M.T. Bellies

### RECREATION

Thorold Community Pool  
Thorold Community Arena  
Can View Drive-In  
Grand Niagara Golf  
Port Robinson Splash Pad

### SERVICES

Shoppers Drug Mart  
SmartStyle Hair Salon  
Canada Post  
Riley Family Dentistry  
Niagara Pet Corner

### FITNESS

CrossFit Welland  
Crunch Fitness  
Anytime Fitness  
Relentless MMA & Fitness  
GoodLife Fitness

### SHOPPING

Seaway Mall  
SmartCentres Welland  
The Pen Centre  
Fonthill Shopping Centre  
Outlet Collection at Niagara

### GROCERIES

Walmart Supercentre  
Zehrs  
FreshCo  
No Frills  
Savona's Grocery

### PLACES OF WORSHIP

Our Lady of the Holy Rosary  
Trinity United Church  
St. Andrew's Presbyterian  
St. John's Church Thorold  
Italian Pentecostal Church

### PARKS

The Sports Complex  
Lathrop Nature Preserve  
Saint Johns Conservation Area  
Short Hills Provincial Park  
Mel Swart Lake Gibson Conservation





# WHY THOROLD?

*and why now?*

**M**any know Ontario's Niagara region for its world-famous natural wonder, and now as the GTA housing shortage continues on, many more have come to know the area as a great place to call home.

At Empire, we've been familiar with Niagara for a number of years, selling close to 1,000 homes to date at our Imagine community in Niagara Falls. Since we began building there in 2014 we've seen first-hand the area's rapid growth and development as many new residents have come to the region to raise their families, launch their businesses and pursue education.

"Prior to 2015, most of the homebuyers in our Southwestern Ontario communities were either locals or from west GTA, mainly from Mississauga and Brampton," says Gary McIlravey, Manager, Market Research at Empire. "This has changed over the past two years as housing prices in the GTA have increased. Mississauga and Brampton buyers have intensified, and buyers from Toronto and east GTA areas have increased the most."

As communities like Niagara Falls and St. Catharines continue to feel the spillover effects from GTAers dreaming of calling the Niagara Region home, homebuilders are tapping into other nearby cities

where there is still land supply to build.

One of these cities is Thorold. Tucked just below the south edge of St. Catharines off Highway 406, about an hour's drive from Mississauga via the QEW, Thorold for many years was off the beaten path as most people moved to St. Catharines or Niagara Falls. According to regional population growth projections, Thorold is expected to reach about 30,000 people by 2041, from its current population of 18,800.

In an interview with The Niagara Falls Review, former Thorold Mayor of eight years, Ted Luciani, said the city's growth stems largely in part from the mass GTA exodus happening in the region. "First of all, you have people cashing in their \$1.5-million home and coming down here where they can get a brand-new home for \$500,000," he said. "We can keep our well-paying jobs in the GTA and we can afford a house in Niagara. That's the demographic that's coming down here."

Thorold is so close to St. Catharines that Brock University is almost directly across the road from Thorold City Hall. Coupled with real estate prices, the city's unique charm and small-town character have made an impact on homebuyers looking for a change of pace and a connection to nature. The proximity to the Welland Canal, which features a paved waterside

## DISCOVER THE WELLAND CANAL →

Just two minutes from Empire Legacy, the Welland Canal has become a popular recreation destination, featuring hiking and biking trails, as well as local fishing and scenic views.



**COUPLED WITH REAL ESTATE PRICES, THE CITY'S UNIQUE CHARM AND SMALL-TOWN CHARACTER HAVE MADE AN IMPACT ON HOMEBUYERS LOOKING FOR A CHANGE OF PACE AND A CONNECTION TO NATURE.**

Source: "Housing Boom Hits Thorold" / August 9, 2017 / Niagara Falls Review



trail and is part of the Greater Niagara Circle Route (linking a series of Niagara Trails to the Trans Canada Trail) makes it a great location for hikers and cycling enthusiasts.

As available low-rise land supply in many towns and cities has been consumed by strong housing demand, opportunities for builders to create low-rise housing communities have eroded drastically since 2015. In comparison, the City of Thorold approved the Port Robinson West Secondary Plan area in 2015, located to the west and east of the newly created Merritt Road exit from Highway 406. This Secondary Plan area is one of the few relatively large areas of low-rise residential lands remaining to be built in the Niagara Region, located right at the interchange to a major highway.

Empire Legacy residents will be leading the way in creating a vibrant new community of young families, move-uppers and downsizers looking to capitalize on the few opportunities left to own an affordable home in the Niagara region.

In a market with a wide shortage of new low-rise housing and new sites selling out virtually overnight, Empire Legacy offers a rare and unique opportunity for growing families to call Thorold home. ◊





A D V

E N T

U R E

*awaits*



# ON THE GO

Pack the car, grab the kids and go.  
Take advantage of local convenience and explore all  
the region has to offer.



## HIGHWAYS

**4** MINS TO HWY 406  
**19** MINS TO QEW



## AIRPORTS

**55** MINS TO JOHN C. MUNRO HAMILTON INTL. AIRPORT  
**1** HOUR + 12 MINS TO PEARSON INTL. AIRPORT



## MALLS

**11** MINS TO THE PEN CENTRE  
**16** MINS TO OUTLET COLLECTION AT NIAGARA



## PUBLIC TRANSIT

**17** MINS TO THE ST. CATHARINES GO TRAIN STATION  
**15** MINS TO THE ST. CATHARINES VIA RAIL STATION



## NEIGHBOURING TOWNS

**14** MINS TO ST. CATHARINES  
**19** MINS TO NIAGARA FALLS



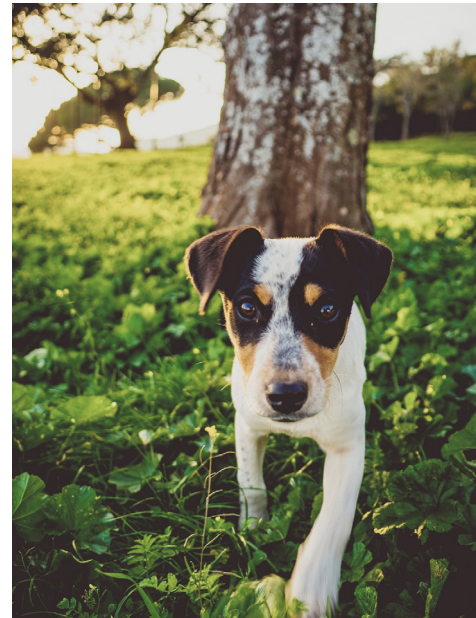
## CROSS BORDER FUN

**40** MINS TO BUFFALO, NY  
**21** MINS TO RAINBOW BRIDGE TOLL GATE



## TWO WHEELS ARE BETTER THAN FOUR

Thorold is a bike-friendly community with trails through tree-lined streets and off-road paths. The historic downtown is accommodating to this favourite local activity, welcoming cyclists with plenty of bike-friendly infrastructure and parking.



Experience life with a little more ease. Less congestion; more open space, fewer line-ups; more exploring and always plenty of clean, fresh air.



Cycle, paddle and hike through kilometres of country roads, trails and canals boasting some of the region's most picturesque vistas.



## CONNECT WITH NATURE

The Greater Niagara Circle Route is a system of trails connecting the Waterfront, Niagara River and Welland Canal Trail. The route is over 140 km of paved and off-road trails made for walking, cycling or rollerblading. Passing through urban centres, downtowns, waterfronts and the Niagara Escarpment, the trail network offers some breathtaking views.



## YOUR OWN TWO FEET

With seven different trails to choose from, the 735-hectares of park space at Short Hills provides stunning scenery of the Niagara Escarpment along picturesque peaks and valleys, making these pathways a hiker's paradise.

*Rediscover the Great Outdoors*



# school REPORT



Schools play a major role in the growth of your family and are often one of the most important considerations when buying a new home. To help Legacy homeowners in the Niagara area navigate their way through their new school options, we've put together this guide on all things education.

Empire Legacy falls under the District School Board of Niagara (DSBN).

## ELEMENTARY SCHOOL

### QUAKER ROAD PUBLIC SCHOOL

**ADDRESS:**  
333 Quaker Rd, Welland, L3C 3G7

**GRADES:**  
JK-Grade 8

**EXTRACURRICULARS INCLUDE:**  
Robotics, Glee Club, Writing Club, Silver Birch and Red Maple Reading Clubs

**SPORTS TEAMS:**  
Badminton, Basketball, Cross Country, Soccer, Three Pitch, Track and Field, Volleyball

5 MINS FROM EMPIRE LEGACY

## SECONDARY SCHOOL

### E.L. CROSSLEY SECONDARY SCHOOL

**ADDRESS:**  
350 Hwy 20, Fonthill, L0S 1E0

**GRADES:**  
Grade 9-12

**EXTRACURRICULARS INCLUDE:**  
Chess Team, DECA, EARTH, Interact, ISCF, Model Builders, Ski Club, Student Council

**SPORTS TEAMS:**  
Cross Country, Hockey, Volleyball, Basketball, Golf, Tennis, Swimming, Badminton, Curling, Wrestling, Lacrosse, Rowing, Baseball/Softball, Soccer, Track and Field

6 MINS FROM EMPIRE LEGACY

## CATHOLIC SCHOOLS

The Catholic School system is also an option. The Niagara Catholic District School Board can help you navigate the enrollment process for Catholic Schools in Thorold. Contact them at (905) 735-0240.

**LOCAL SCHOOLS INCLUDE:**  
St. Alexander Catholic Elementary School  
St. Charles Catholic Elementary School  
Monsignor Clancy Elementary School  
Denis Morris Catholic High School

## FRENCH CATHOLIC SCHOOLS

Welland's strong commitment to French-Canadian culture is reflected in the local French school options. Empire Legacy is zoned to the Conseil Scolaire Catholique MonAvenir and has the following options for French-Catholic education:

École Élémentaire Catholique du Sacré-Coeur  
Garderie La Boîte à Soleil - Fitch

# Higher Learning

With some of the best Universities and Colleges in the country, Southwestern Ontario is a hotbed of post-secondary education options that make the region ripe for academic excellence.

## BROCK UNIVERSITY

10 MINS FROM EMPIRE LEGACY

Brock is a comprehensive research university with more than 70 undergrad and 40 graduate and doctoral programs, including its school of business, faculty of education and school of fine and performing arts. Brock also has the fifth biggest co-op program in the country including placements in history, liberal arts and dramatic arts, facilitating future employment for graduates.

*go here*

IF YOU WANT TO  
MAKE THE NEXT  
BIG DISCOVERY



*go here*

IF YOU'RE LOOKING  
FOR REAL LIFE  
EXPERIENCE



## NIAGARA COLLEGE

7 MINS FROM EMPIRE LEGACY

With several campuses in the region, Niagara College is a leader in applied education and training and consistently ranked among Ontario's top colleges for student satisfaction. Niagara College is home to unique hands-on learning opportunities, such as Winery & Vineyard, Brewery, and Greenhouse degrees. It also maintains a commitment to future employment, with over 1,500 students engaging in co-op and field placements and 1,200 students participating in applied research projects.

## McMASTER UNIVERSITY

53 MINS FROM EMPIRE LEGACY

Ranked in the top 100 in the world, McMaster is dedicated to pursuing excellence in teaching and research. McMaster is best known for its medical school, but their innovative inquiry-based Arts and Sciences programs are also notable. In their Integrated Sciences program, a maximum of 60 students study science and mathematics in a project-based environment.

*go here*

IF YOUR PASSION IS IN  
HEALTH OR SCIENCE



*go here*

IF YOU'RE  
LOOKING FOR  
FLEXIBILITY



## MOHAWK COLLEGE

50 MINS FROM EMPIRE LEGACY

Renowned for its innovation and for skilled graduates, Mohawk College is student-focused and committed to community engagement, including working with local employers to ensuring graduate success. Mohawk also welcomes students of every variety, offering credential opportunities and a custom approach to learning, including blending learning opportunities online and on campus, co-op placements, clinical placements and labs. For continuing education, flexible opportunities or a return to learning, Mohawk is where you want to be.





DISCOVER THOROLD'S

# Heartbeat

Find your home, your team and your people in Thorold's robust community engagement initiatives.

## GET INVOLVED

The best way for kids and adults alike to keep busy and make new friends in Thorold is the Thorold Community Activities Group. From morning Yoga, shinny hockey, and youth cooking for the little ones, the loaded schedule and variety of classes gives everyone an opportunity to join in.

For more details:  
<https://www.thoroldgroup.org>



**A town dedicated to community building, getting to know their neighbours and being involved.**



## CHEER THEM ON

The Thorold Amateur Athletic Association is a local volunteer driven organization committed to creating a hockey program for the youth of Thorold that is affordable to all families. The organization's goal is to help young hockey players develop skills and enjoy the sport at a recreational and competitive level. Go Blackhawks Go!



## GATHER TOGETHER

Battle of Beaverdams Park, a 10-acre park in the heart of downtown Thorold, plays host to a variety of community events throughout the year including the Protection Hose Company No.1, Easter Egg Hunt and Canada Day festivities, in addition to private events from local community groups.





**OPEN ROADS,  
REIMAGINED.**





**EMPIRE**

CELEBRATING  
25 YEARS  
BUILDING BEAUTIFUL  
PLACES TO LIVE