

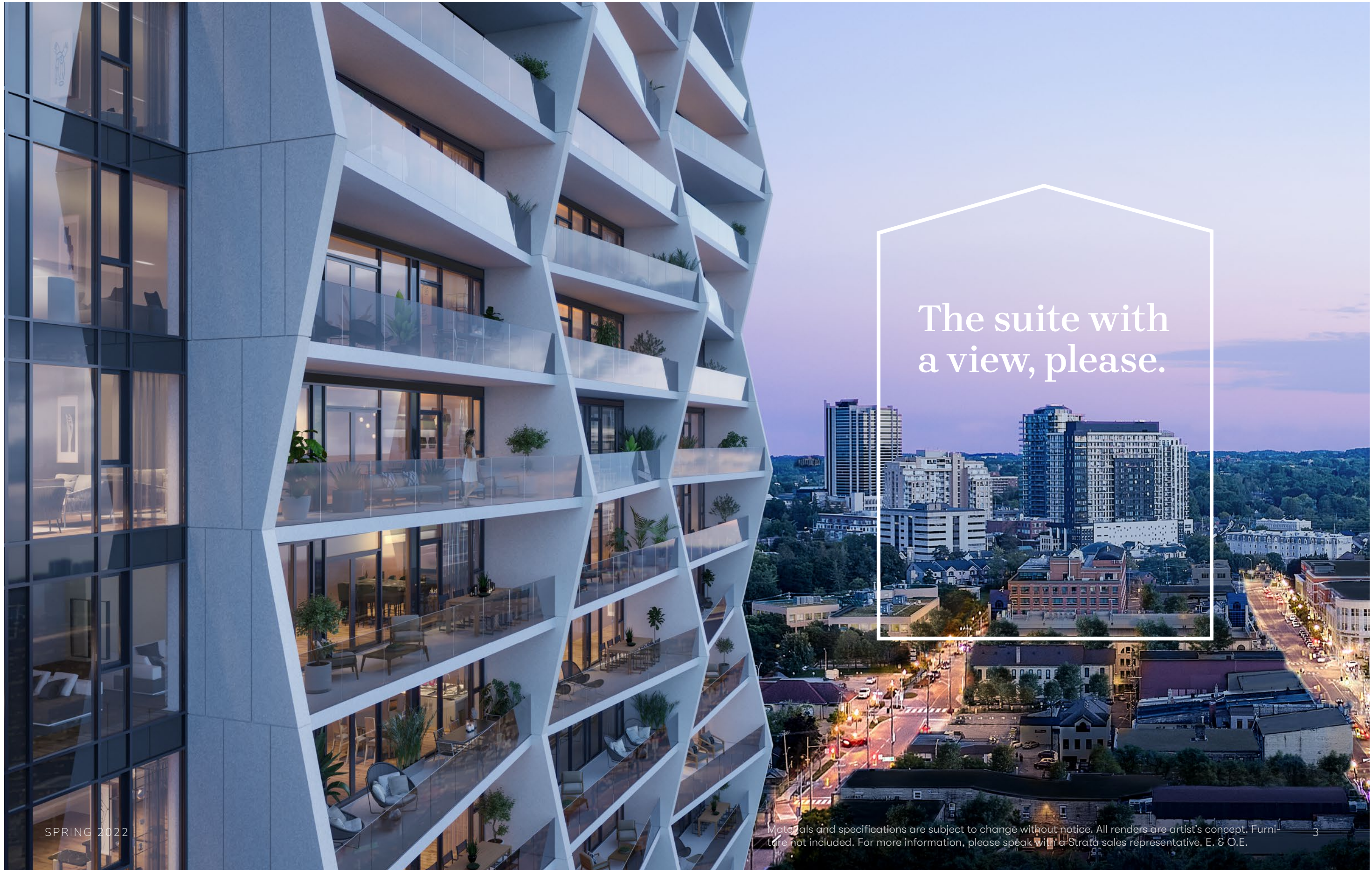
WATERLOO CONDOS



WATERLOO CONDOS

# STRATA






The suite with  
a view, please.

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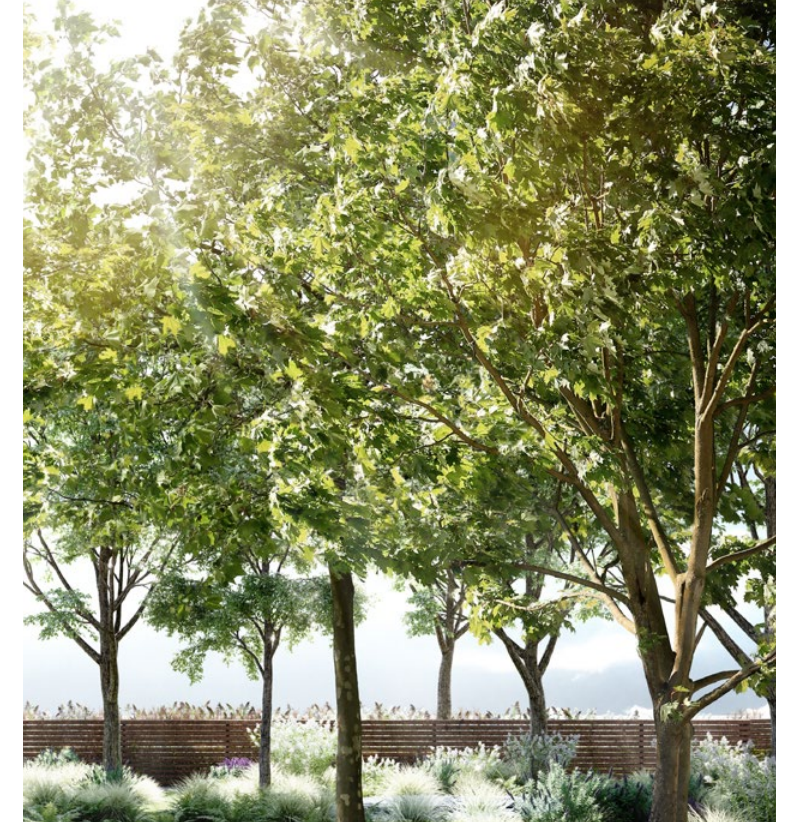


An aerial photograph of a city at dusk. The central focus is a tall, modern high-rise building with a distinctive, irregular, and somewhat jagged facade. The building's windows are illuminated from within, and its balconies are visible. To the right of the main building is a smaller, multi-story structure with a glass facade and a prominent staircase. The surrounding city is filled with various buildings, some with lights on, and a street with traffic is visible in the foreground. The sky is a deep blue, suggesting twilight.

# Architecturally stunning. Well connected to the community. Thought-provoking design.

Perfectly posed in Uptown Waterloo, Strata is a new take on city building. With a unique focus on creating experiences, and livability, Strata is a complex layering of living. Every detail thought of, every square inch well appointed, Strata is Waterloo's most thought-provoking approach to urban dwellings.





# Experience the extraordinary everyday at Strata

With health, wellness and livability at the core of Strata's design, opportunities for joy, pleasure and memory-making emerge. Strata's unique perspective is that your condominium is more than 4 walls, downtown. It is designed to be family and friend-oriented. It is designed to improve your health. It is designed to create an everyday that is extraordinary.



# Layers of living

Wellness. Community. Home. While Strata itself is literally layered, these are the layers that truly make up Strata—that make it an infectious, inclusive place to visit and to make home.



## The Home

Strata creates that sense of welcome. Comfort. Security. The feeling of home is all the unsaid things that make us happy in our space.



## Wellness

Take advantage of amenities that truly support you and your needs by bringing you back to nature and focusing on serenity.



## Community

Find beautiful places to connect to build relationships and grow with those around you.



## A thoughtful entrance

Strata's beautiful main entrance is located on the corner of Bridgeport and Regina St.





# Welcome home

The design details are everywhere. Inspired by hotel design and hospitality, the Strata lobby is a welcoming, yet upscale experience. This isn't just a place to pass through; this is a spot to host a casual meeting, take a call or enjoy the bustle of it all, without leaving the building.



# Japandi design

Japandi design blends the smooth, modern lines of Scandinavian design with the sleek, functional elegance of the Japanese aesthetic. It is minimalist yet welcoming, all about using neutral tones, lots of textures and natural materials.



CALMING ZEN





# The home

The space for everything you need—and didn't know you needed



## 1 & 2-bedroom units

For you to make home, Strata's thoughtful suites have the open-concept space you need to thrive. Turn the second bedroom into your home office or the kids' bedroom. If your office becomes part of the living room, there's still plenty of space for a desk and privacy.

## Condo family lifestyle

Become the minimalist you've always wanted to be. Living with your family in a quaint yet spacious condo like Strata helps you to declutter, get outside, and prioritize experiences over material things and family over screens.









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## Beautiful inside & out

Effortlessly transition from indoors to out. The beautiful and expansive balconies at Strata allow you to settle in for the afternoon, enjoy and unwind.



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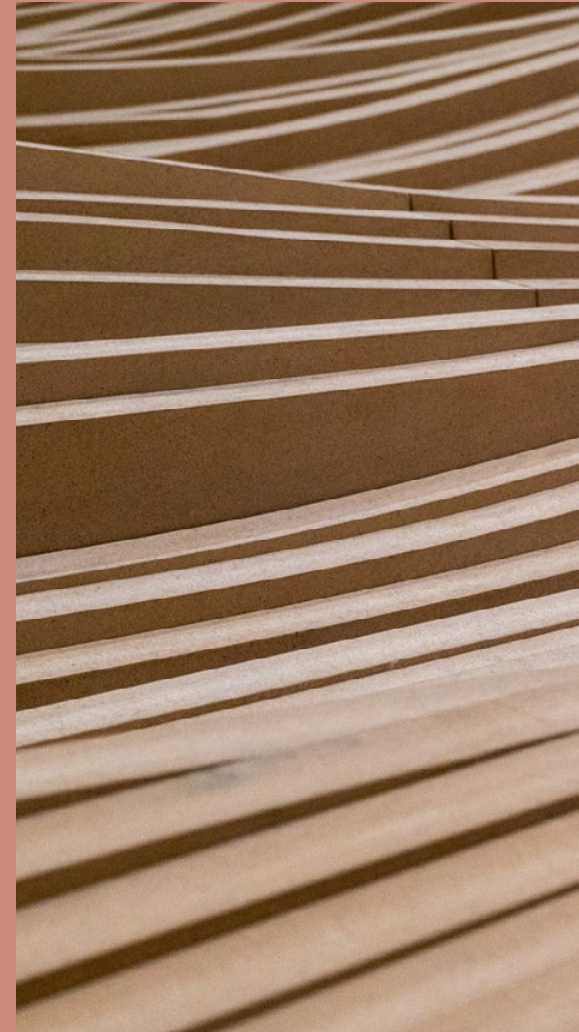
Meet truly indoor, outdoor living. Let the light shine in and the breeze flow through. Open up the oversized sliding doors to double your living space at Strata.





INTERIOR FEATURES

# Creating the perfect blend of function and form







HIGH-SPEED  
INTERNET



KEYLESS ENTRY



INTEGRATED  
TV MILLWORK



EUROPEAN  
APPLIANCES



EXPANSIVE  
BALCONIES



QUARTZ  
COUNTERTOPS



WIDE PLANK  
FLOORING



CUSTOM LINEN &  
PANTRY CLOSETS



SMART HOME  
APPLICATIONS







# Finishes that enhance your living

Think sand, cream, oatmeal and stone: neutral, beautiful textures and calming, muted tones. Strata aims to create a harmonious atmosphere where the feeling and touch of materials is just as important as the look and function.



## Moody finishes

Using neutrals does not mean boring. A darker accent colour, such as black or charcoal grey, and light-coloured natural fibres and sustainable materials—such as rattan, bamboo, cotton, hemp and paper—are key components of Japandi style.





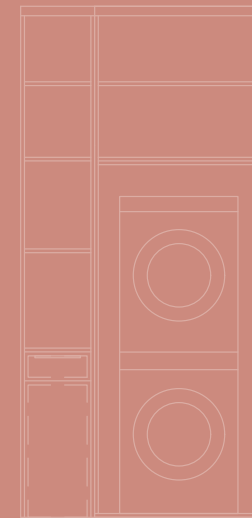
CUSTOM MILLWORK

# Thoughtful design for every belonging

Each suite is designed with custom millwork throughout for a seamless, clean design of space.

The belief that a home for every belonging is a happy home is taken from Hygge thinking (the Scandinavian part of Japandi design) and is an incredibly impactful design element within each suite.

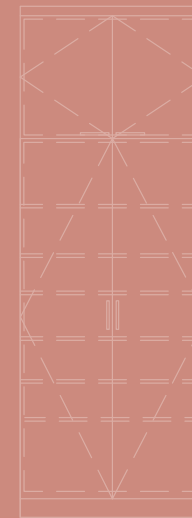
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Washer/Dryer (Open)



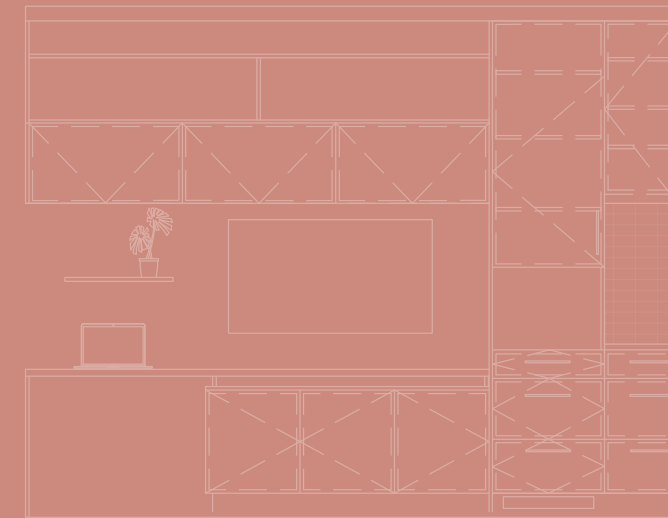
Closet



Pantry



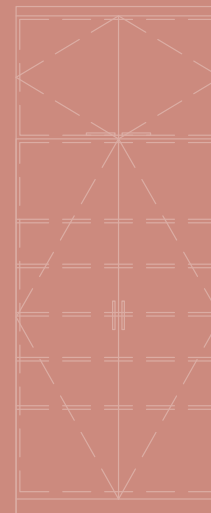
Wardrobe



TV/Kitchen Millwork + Desk



Washer/Dryer



Linen



TV wall extension  
+ desk



Linen



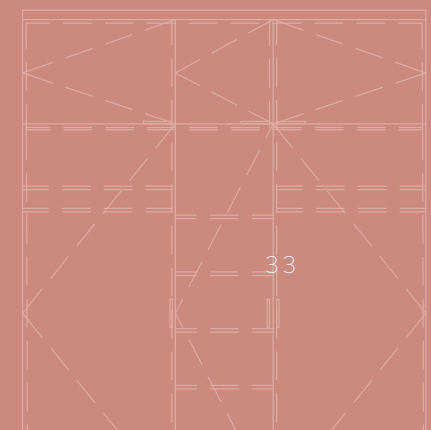
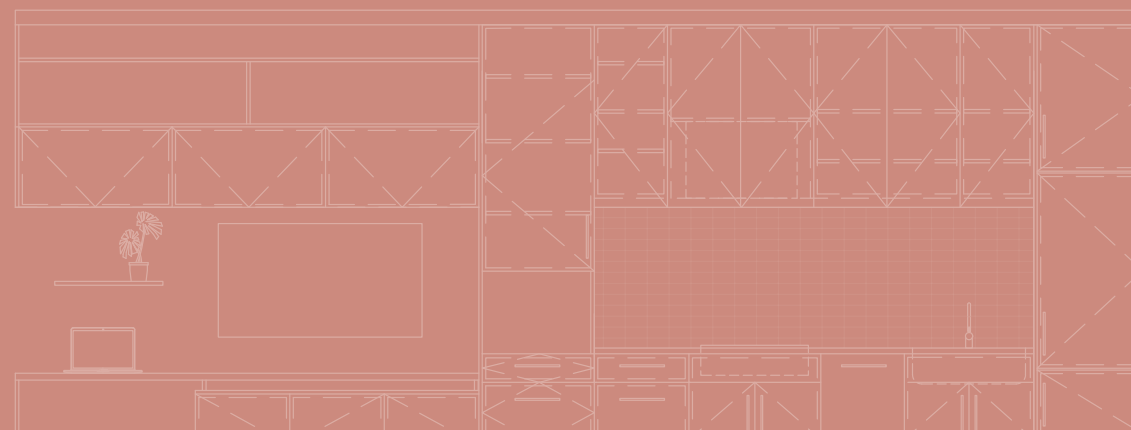
Pantry



Kitchen



Open shelving





# Leisure & lifestyle amenities

Wellness and connection at your fingertips



## Strata is a response to the needs of the modern dweller

With the population continuously growing—the modern dweller’s needs are ever-changing. More people are working from home and in need of community settings for socializing, space for fitness and flexible environments that just let people be.

Strata was designed to include ample opportunities. The Curiosity Park allows people to gather safely outdoors, while social rooms make parties, co-working and, hosting friends enjoyable. All within one building, Strata makes great use of space for wellness and connection.



# Amenities with purpose

Amongst the many purposes of Strata is the intention to provide exciting opportunities for health and wellness, to help you prioritize you.

SAUNA ROOM



SOCIAL ROOMS



WELLNESS CENTRE



Make good use out of Strata's pristine fitness centre, Curiosity Park trails and your own backyard to get a workout in right at home. And the sauna, social rooms and hammocks help you to unwind, de-stress and focus on your mental health.



# The landing

Sure to pique your curiosity, The The landing is the private urban park that will welcome Strata residents—and their dogs—to exercise, play, relax and socialize in.

Highlighting just a few:



SAUNA



HAMMOCKS



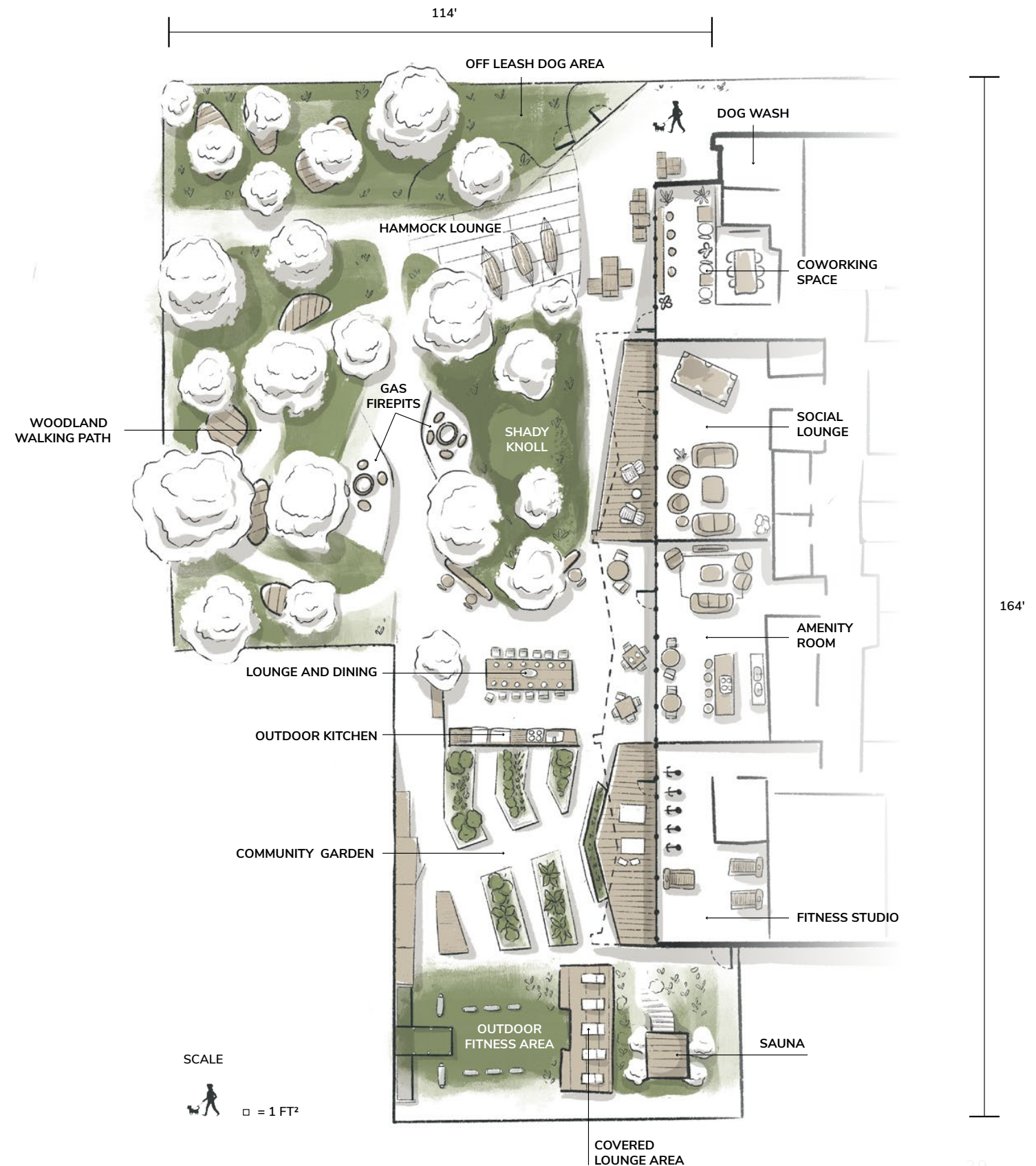
SHARED SPACES



OFF LEASH  
DOG AREA



OUTDOOR  
AMPETHEATRE





INTERIOR FIRST FLOOR AMENITIES:



CO-WORKING SPACES



COFFEE BAR



MEETING ROOM



LOBBY LOUNGE



INTERIOR FOURTH/FIFTH FLOOR AMENITIES:



FITNESS ROOM



EVENT SPACE



REC. ROOM



CO-WORKING SPACE







## Feel immersed in nature

Walk the 800 meter meander woodland trail or grab a lounge deck to catch up with friends.

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## Relax & unwind

Cozy up fireside for late-night convos with new friends or beloved family.





# Lounge about

Swing away in a hammock and enjoy the sunshine. Serenity is in every nook and cranny.

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## Active Lounge





## Social Lounge





# Community by design



## **The base programming**

Along Strata's King St. presence, you will find exciting and engaging experiences for residents and the community. Built on the thinking of connectivity, Strata is re-imagining base-floor amenities to create a bigger impact for our small businesses and youth.

## **Proximity**

Location is everything, and Strata is perfectly perched in one of the most prime pieces of real estate in South-Western Ontario. In the heartbeat of Uptown Waterloo, you are truly in the middle of it all.





TACO FARM

### Food & drink

No matter what street or block you're on, there's a unique and exciting spot to stop for breakfast, lunch, dinner, coffee, drinks or dessert. Check out the Uptown Map on the next page for a full list.



LOLOAN LOBBY BAR

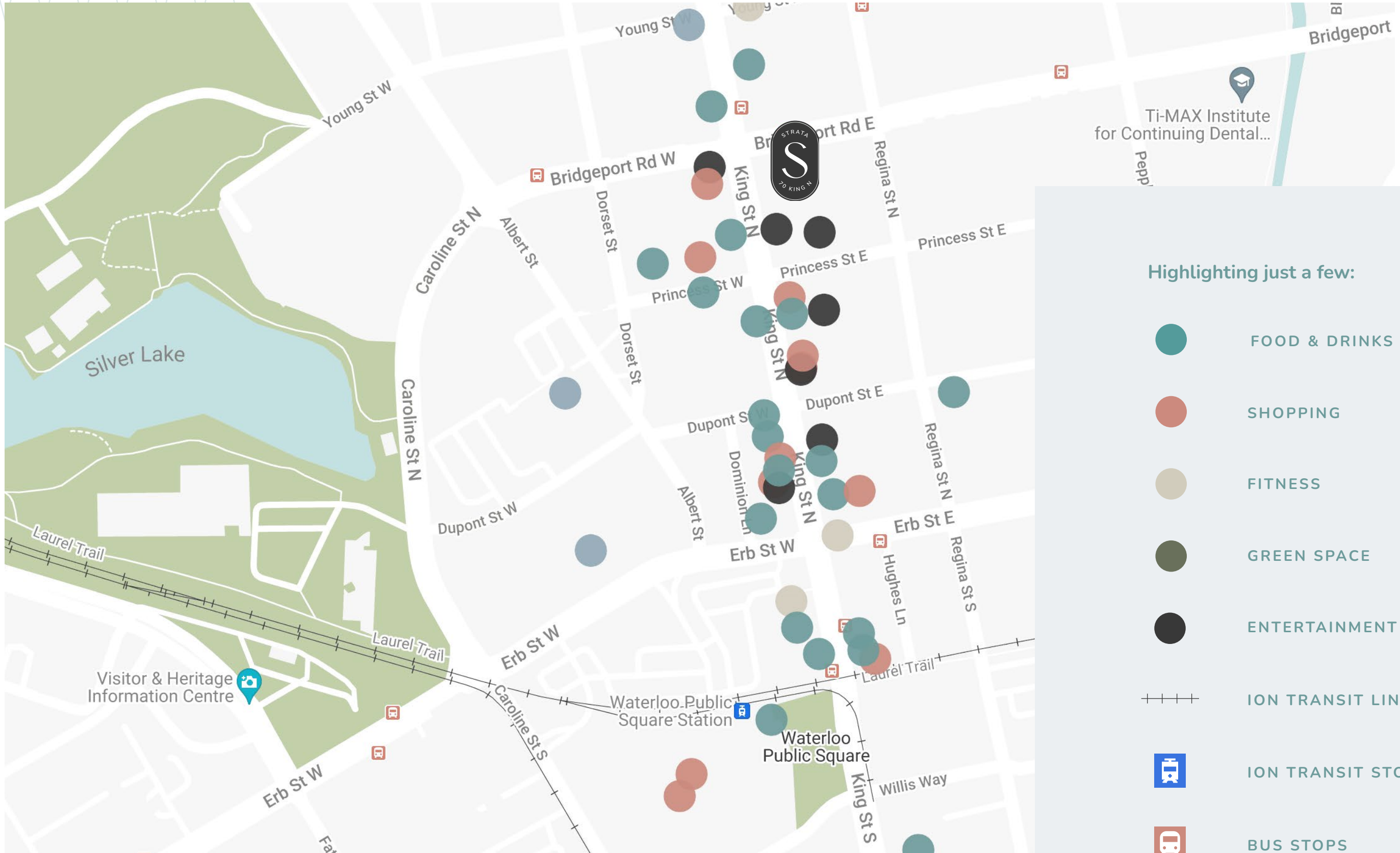


# Explore Uptown

## Uptown Waterloo is your backyard

Strata offers an unmatched opportunity to live right in the centre of Uptown Waterloo. With local transit steps from your front door, and the whole of Uptown in walking distance, Strata's location puts you right in the action of Waterloo's beloved city life. Before you know it, you'll have a morning coffee run routine, lunchtime trail route and favourite brunch spot.









FOOD & DRINKS



SHOPPING



PLAY



ENTERTAINMENT



WORK



MEDICAL FACILITIES



VINCENZO'S

### Shopping

With gourmet grocery a 5-minute walk away, and passive retail like vintage thrift stores, jewelers, furniture and gift shops all along the main strip, you'll rarely have to leave the core for shopping needs.



LOOP





# Meet the Strata Team



The team at Strata is made up of creative, forward-thinking, passionate individuals who are dedicated to meeting the needs of Waterloo Region through this multi-use development.





# HIP

Because cities are important.

## HIP Developments

Founded in 2010, HIP Developments has always approached real estate development with a broad vision. They believe that it is their job to build more than real estate. It is their job to help build cities—especially in Waterloo Region. They actively build the bridges that will turn Waterloo Region into a community worthy of everyone’s faith.

MARTIN  
**SIMMONS**  
ARCHITECTS



**REGO**   
**REALTY**  
INC., BROKERAGE



**HIMHER**





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