## BRINGING ELEVATED, COMMUNITY-CENTRIC RENTAL TO THE JUNCTION

# Leading the way, The Campbell demonstrates possibility when innovation and collaboration unite.

oronto is known as a city of neighbourhoods and the Junction Triangle is one that is cherished among the locals for good reason. For those who live there, it serves up the best dining and local shops, with the benefit of bicycle and transit connections, offering an accessible home just beyond the core, with a well-preserved local vibe.

The Junction Triangle is coveted by locals, and a destination to discover for others. Undeniably void of new purposebuilt rental, it was easy for BGO and TAS to see the opportunity to bring elevated, community-centric rental to an area of the city that many adore.



Recently crowned Development of the Year at the FRPO MAC Awards, The Campbell, developed by TAS and in partnership with BGO, is a new 236-suite rental community in Toronto's Junction Triangle, paving the way for elevated rental in this node of the city. Offering a diverse suite mix and community-centric amenities, The Campbell delivers on the desires of long-time locals, while enriching the wider community.

#### Integrating and enriching

BGO and TAS were intentional in the way The Campbell integrated into the existing neighbourhood, committed to enhancing and complementing the Junction Triangle, while delivering a new and desirable rental experience.

By collaborating with the community, The Campbell contributes positively in many ways and integrates into the very fabric of the neighbourhood:

- 10,000 square feet of retail dedicated to a new Toronto Public Library branch (representing a first-of-its-kind public/private collaboration)
- Suites designed for all family types
- Integrated amenity spaces that foster community
- Support of local artists and businesses through resident partnerships and events

#### The Campbell community

The Campbell's two-level sunlit lobby features a striking wall mural that sets the tone for a vibrant, celebrated, and community-centric experience. Art also adorns the walls throughout, with a curated art collection featuring local BIPOC artists.

The diverse suite mix serves the growing community, with choice and opportunity to move within the building as their lifestyle needs evolve. The amenities are centred around community building:

- Rooftop terrace and gardens
- Fitness and yoga studio
- Lobby lounge and café (the coffee shop)
- The Junction games room
- The lounge with private dining area
- Co-work space
- Community garden
- The S'Paw
- Community workshop and kids play space
- Parcel management systems, secure underground parking with EV chargers, bicycle and visitor spots, as well as storage lockers

BGO's dedicated and on-site Resident Services Team provides exceptional service and experience, hosting events, and establishing partnerships with local businesses. A resident favourite is the custom Campbellroast java by Hale Coffee. As residents choose to call The Campbell their home, they are included in a MyBGORoots program, which plants a tree annually in their honour through OneTreePlanted. This BGO program is one of the many sustainability initiatives residents are involved in, exuding the value of community in a renewable and everlasting way.





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