

THE ART OF TRANSFORMATION

SALES CENTRE, 201 Front Street North, Sarnia, Ontario www.firstsarniaplace.com



FIRST
SARNIA
PLACE

Where lifestyle is front and centre

First Sarnia Place Backgrounder: Historical Perspective

- The announcement of plans to construct Sarnia's first high-rise tower, prominently situated on the beautiful St. Clair River waterfront, came at a time when the revitalization of the city's downtown was in its infancy, in 1976. In his illustrated history, *Sarnia, Gateway to Bluewaterland* (Windsor Publications, 1987), Author/Researcher Edward Phelps called the completed tower "a major monument to the rebirth of central Sarnia."

At the official opening ceremony, on June 23, 1978, then-Mayor Andy Brandt called the occasion a "red-letter day," referring to the building as the foundation on which the city's entire downtown revitalization program was being built.

- From the earliest concepts, the building had been designed to fill a prominent role, serving a progressive function and reflecting an international flair, as the world headquarters of the Polysar corporation, a global innovator in rubber manufacturing. True to its purpose, the Polysar building brought to life a variety of design concepts that continue to be reproduced in modern structures.

"The Polysar Building rises from an expanse of a landscaped, people-oriented podium, conveniently entered upon from the street and proudly overlooking the riverside and the busy river..."

"The Polysar Building offers prestige accommodation. It derives its prestige from its strong, elegant design, from its excellence of setting and location, from its beautifully landscaped podium and from its luxurious interior appointments..."

"Nothing has been spared to ensure the comfort of our tenants. From our heated underground parking garage, by elevator to our handsome marble two-story high main lobby, by luxuriously appointed high-speed elevator to our precisely climate controlled upper floors., The Polysar Building has been designed for the comfort and needs of successful people." (*from building overview*)

- In addition to Polysar's corporate group, the building opened with seven other tenants, whose interests included finance, insurance, resources development and real estate.
- By the 1990s, the tower's name was changed to The Nova Building, reflecting the change in major tenants, through the acquisition of Polysar by Alberta-based Nova Corporation.
- By the mid 1990s, a decision to regionalize a number of federal government department offices saw Fisheries & Oceans' Canadian Coast Guard's Central & Arctic Region group become the main tenant at 201 Front Street.
- With a newly minted nameplate, First Sarnia Place, the tower's developer and manager, Riverdance Holdings Inc., is preparing to transform the waterfront landmark to offer the accommodations preferred by the 21st Century marketplace. As a natural extension of its proud heritage, First Sarnia Place will continue to be recognized as the exclusive residence and business address and a symbol that the full potential of Downtown Sarnia is being realized.