

Home Building- Condominium

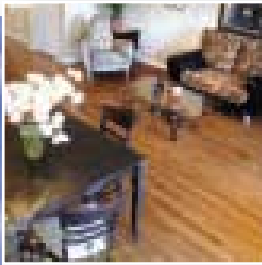
# Place Bordeaux

Phoenix Homes continued to shape the landscape of Orleans with its Place Bordeaux site.

Located minutes from the Orleans Recreation Complex, Place Bordeaux is a 32-unit lowrise condominium designed to appeal to both empty-nesters and first-time buyers.

Handicapped accessible, Place Bordeaux has two roomy elevators and also features convenient above-ground parking, beautiful landscaping and plenty of open space on its oversized lot.

**This attractively-priced infill development is another fine example of Phoenix Homes' commitment to quality and customer satisfaction.**





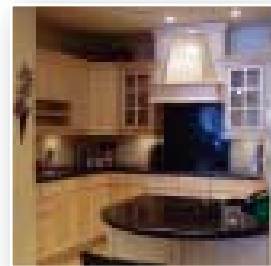
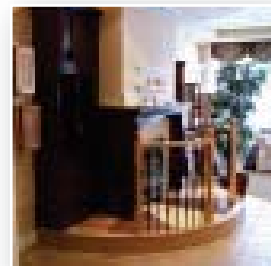
Home Building

# Décor Centre

Adding the Personal Touch to your new home

**Phoenix Homes is proud to offer its purchasers the services of its professional Décor Centre conveniently located in the heart of Ottawa, where you can choose from an extensive array of interior and exterior selections in our showroom.**

Our Décor Centre staff will help you add the personal touch to your new home by offering a wide selection of the latest quality finishes and products by recognized and respected name brand manufacturers of carpeting, ceramic tile and vinyl, hardwood flooring, kitchen cabinets and countertops, plumbing fixtures and fireplace mantels.



PHOENIX HOMES

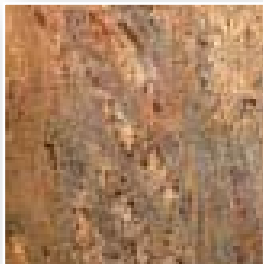
# Granite and Hardwood

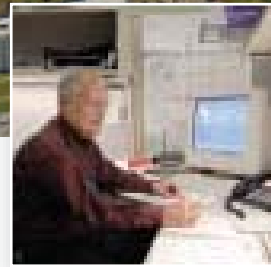
Consumer demand for natural products has grown enormously in recent years. **In response to this increased demand, DCR/Phoenix entered the hardwood and granite supply business in 2005.**

The company's close relationship with wood and granite wholesalers, as well as its exclusive rights to granite mines in India and Brazil, ensures a plentiful supply of these materials.

DCR/Phoenix's offerings include exotic woods such as Brazilian cherry and Chinese bamboo. In addition, its state-of-the-art CNC cutting machines for fabrication guarantees the company's granite is of the highest quality.

Future plans include a 30,000-square-foot warehouse and production facility to house the company's extensive hardwood and granite operation.





# Commercial Properties

With their abundant land development and home building experience, commercial development was a natural step for DCR/Phoenix.

Since 2003 the company has embarked on several successful commercial projects in the Ottawa area ranging from a compact 4,000-square-foot plaza on Montreal Road to a 100,000-square-foot bio-medical campus in Alta Vista.

Future plans are equally diverse and include a 30,000-square-foot self-storage facility, a 70,000-square-foot commercial plaza in Barrhaven and a development of twin office towers and twin condominium buildings on Scott Street above a major Light Rapid Transit station.



# Scott Street Towers

**Destined to become one of Ottawa's most important landmarks, Scott Street Towers will be one of DCR/Phoenix's most striking contributions to the city's rapidly changing landscape.**

Located minutes from downtown at the corner of Scott Street and Champagne Avenue, Scott Street Towers will pair twin office towers with twin condominium towers in a stylish development straddling a major Light Rapid Transit station called Bayview Station planned to be the biggest LRT station in Ottawa.

This revolutionary project from the city's premier land development company is set to totally redefine the boundaries and appearance of Ottawa's downtown core. This site will become the new western 'bookend' for Downtown Ottawa and will be a catalyst for the gentrification of the entire area.





## Commercial Properties

# Ottawa Life Sciences Technology Park

The Ottawa Life Sciences Technology Park is a 12-acre state-of-the-art medical campus purchased by the University of Ottawa to expand their off-site research capabilities. The Park's prime location near the Ottawa Health Sciences Centre and the Children's Hospital of Eastern Ontario make it particularly attractive to Ottawa's world-famous medical research university.

**DCR/Phoenix built several buildings in the Ottawa Life Sciences Park, totaling more than 100,000 square-feet in space.** Gamma-Dynacare Medical Laboratories occupies one of the buildings, while the University of Ottawa's biotech research arm occupies the other buildings.

The remaining land is earmarked for a future apartment building, as well as additional office development.



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## Ottawa Life Sciences Technology Park





# Mission Statement

**Through the use of innovative designs, communities and building practices, The DCR/Phoenix Group of Companies strives to be among the best real-estate developers in the industry. We take great pride in ensuring that our performance goes beyond our customers', business partners', and employees' expectations.**

DCR/Phoenix achieves their goals through the unparalleled use of cutting-edge technology:

## **Structured wiring**

An integrated approach to all home communications, this convenient system allows a homeowner to reallocate various media feeds to all of the wall plates mounted throughout the home.

In 1998, DCR/Phoenix was the first Ottawa builder to introduce structured wiring to the city. Since that time, virtually all other local builders have implemented this system, confirming DCR/Phoenix's position as a leading innovator.

## **Wireless solutions**

In the field, DCR/Phoenix is in the process of completing what is possibly Canada's first completely integrated wireless system for field staff. These wireless units will combine radio, cellular phone and computing capabilities. In addition, wireless tablet PC's are used by Décor Centre and After Sales Service Staff. These wireless systems

constantly communicate with the head office mainframe computer ensuring immediate and virtually error-free data transfer.

## **Concrete Homes**

Confirming its commitment to using state-of-the-art designs, DCR/Phoenix built its first Insulating Concrete Forms (ICF) home in 2001. Fire-resistant, ecologically-friendly and extremely energy efficient, these residences offer exceptional soundproofing qualities as well as a Hambro floor system, which results in unobstructed floor space thanks to the lack of support columns.

## **The Millennium Home**

In 2000, DCR/Phoenix built the Millennium Home, a showcase home highlighting all the technological innovations offered by the company. The Millennium Home was outfitted with the most advanced equipment, including a heating/cooling system able to vary temperatures throughout the house, radiant floor heating in the basement, and an Energy Recovery Ventilator (ERV) system. In addition, wirelessly controlled window blinds, state-of-the-art computer network, phone, cable and video wiring, and a sophisticated home theatre system.

For security, the home was outfitted with low temperature, flood, and carbon monoxide sensors, integrated lighting controls, a closed circuit camera and intercom system and a magnetic release door latch.

Finally, DCR/Phoenix raised \$25,000 for the Children's Hospital of Eastern Ontario through public donations from those who toured the home.

# Forward Looking Assessment

The DCR/Phoenix Group of Companies is rapidly expanding into international ventures. Some of its upcoming projects include:

## Amorphous Silica Production

**Silica is used as an additive to make high performance concrete and is very expensive to produce by conventional methods.**

DCR/Phoenix became interested in silica development after president Cuckoo Kochar realized rice husks were very high in this mineral. While travelling with the Canadian government on their trade missions to his native India, Mr. Kochar also became involved in Canada's Kyoto Protocol initiative. He discovered that burning rice husks was an international ecology issue, and he set out to find ways to cleanly burn the husks and extract the valuable silica.

In 2004, DCR/Phoenix established a pilot plant in India dedicated to silica research and development. The plant is located within a rice producers' facility to allow the efficient flow of raw material. The development of this revolutionary clean burning silica extraction process helps solve an international ecology problem while assisting local populations through the power produced as a by-product of the heat generated from the burning of the husks.

Once the process is perfected, DCR/Phoenix plans to create similar plants in Brazil and various South Asian countries.

While marginally related to land development, the silica business's real appeal is that it is a continuous process that assists the business cash flow position.

## Noida Towers

**These towers represent DCR/Phoenix's first foray into international real-estate development.**

Growth in India and other developing nations has been unprecedented over the last decade, approaching double-digit GDP levels. Mr. Kochar's ties to India make the country the ideal first location for the company's international expansion.

The four towers are being leased by Fiserv, a Fortune 500 company and are located in Noida, on the eastern edge of New Delhi. One of the towers has already been built, one is under construction and two are in the planning stage.

Other projects, including North American-style subdivisions in and around New Delhi, are also in the planning stages. Many of these projects produce continuous revenue through long-term commercial leases, again supporting DCR/Phoenix's cash flow.





President of DCR Phoenix

# Cuckoo Kochar

Years of land development knowledge and experience combined with an exceptional entrepreneurial spirit has allowed Cuckoo Kochar to make the DCR/Phoenix Group of Companies Ottawa's premier land development and home building business.

Cuckoo, who holds an Honours Bachelor of Engineering degree from the Birla Institute of Technology and Science in Pilani, India, arrived in Canada in 1972. After earning a Master of Engineering degree from Montreal's Concordia University, he began his career as a project designer and site engineer, working on various municipal infrastructure projects in Quebec, including hydraulics at the Mirabel Airport and the Matagami access road for the James Bay project.

After moving to Ottawa in 1977, Cuckoo began working for the Canada Mortgage and Housing Corporation (CMHC). As manager of the CMHC's Land Management Group, Cuckoo was responsible for a portfolio that consisted of several thousand acres of

land in nine provinces, worth several hundred million dollars.

Recognizing the potential for development in Ottawa and seeing a niche for a developer catering to small builders, Cuckoo formed DCR/Phoenix in 1988.

**Cuckoo's vast contribution to the development industry was acknowledged in 1995 when then Canadian Prime Minister Jean Chrétien appointed the DCR/Phoenix president to the CMHC's board of directors, a position he held for seven years.**

Proud of his Indo-Canadian heritage and grateful for the opportunities afforded him in Ottawa, Cuckoo is a major supporter of numerous local charities, as well as the South Asian community.

Most of all, he is honoured to be president of a respected company making a positive contribution to the changing landscape of Canada's Capital.



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