



Luxury condominium  
suites at The Morgan  
perfectly tailored for  
T.O.'s Fashion District.



**W**ith the roof just topped off on Great Gulf Homes' highly successful condominium community, The St. James, at King and Jarvis, this progressive builder has just launched another exciting new project in the downtown core for savvy condominium buyers.

The Morgan, at Spadina and Richmond, is the name of Great Gulf's much anticipated new condominium residence.

Set in the heart of Queen West's Fashion District, the design of The Morgan was inspired by the Art Deco architecture of the surrounding neighbourhood. Buildings such as the Fashion Building and the Balfour Building, just a few blocks south of the site for The Morgan, showcase interesting features such as intricate stonework and dramatic entranceways with many points of interest. Other architectural cues for this community were taken from well-known residential New York neighbourhoods such as Central Park West and Riverside Dr. says Executive Vice President of Great Gulf Homes

## The Morgan continued...

Gary Switzer.

Switzer says the influence of the Art Deco style can be seen in the exterior of The Morgan. Designed by Quadrangle Architects, the stone and brick façade includes a dramatic stepped roofline which, at its peak, opens to a sizeable rooftop garden where all residents can enjoy the extensive views. Closer to earth, the 14-ft.-high lobby was designed by the popular Toronto interior design firm of Gluckstein Design and will feature elegant sitting areas and a sweeping staircase leading up to the extensive amenities on the second floor. Also on the ground level will be approximately 6,000 sq. ft. of

retail space with stores which will be compatible with the residential living spaces above.

The Morgan will rise 16 storeys, making it the tallest building in the area providing its residents with spectacular lake and skyline views.

Among the 218 luxury suites at The Morgan are a wide variety of suite designs which will please most every type of buyer. The extensive selection includes studios, one bedroom plus den and two bedroom plus den suites. A limited number of two-storey penthouse suites are also available. These creative designs include soaring 18-ft.-high ceilings and terraces with up to 630 sq. ft. of



*The Penthouses*

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outdoor living space with beautiful al fresco views of the city. In fact, most penthouses include terrace areas, and each has been especially designed to maximize its view with the use of a glass railing.

Each suite at The Morgan also includes a number of comforts including individually controlled heating and air-conditioning and plenty of luxurious finishes. Priced from an affordable \$89,900, with the purchase of a suite each resident will receive all major appliances and one locker/bicycle storage space. Parking is available at \$15,000 per space, and to avoid parking hassles above ground, Great Gulf has designed The Morgan to include five levels of parking underground. Other areas where Great Gulf has gone above and beyond the call of duty

are the amenity and security departments.

Residents will be able to enjoy a variety of different amenities at The Morgan including a 24-hour concierge in the lobby; home theatre room; full exercise facilities including ladies and gents sauna; dining room and kitchen facilities; and billiard room. For peace of mind, the concierge service will announce guests and monitor the building's surveillance cameras and in-suite security systems.

For more information about The Morgan call (416) 362-3374. The sales office is located on the southwest corner of Richmond and Spadina.

Sales office hours are Monday to Friday noon to 6 p.m.; Saturday and Sunday noon to 5 p.m.

*One of the architectural influences of The Morgan is the Fashion Building which is just south of the site*

