

CONDO LIVING

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Hot reception at midtown project

Sales strong after St. Clair condo preview for agents

By Peter Krivel

The music was lovely and Latin. It came from a big white and green tent pitched on a parking lot in the usually staid residential areas close to Yonge St. and St Clair Ave.

Inside, real estate agents were downing some exotic fare among potted palms - lime-marinated tiger shrimp and papaya guacamole - their eyes riveted on tango dancers hired for the occasion.

They were invited last week to view the newly opened sales centre of the St. Clair, a 220-unit condominium to be built on that same parking lot just beyond the retail strip known as Delisle Square.

One of the two women dancers, dressed on a simple, long, form-fitting taupe dress, couldn't have been a better metaphor for what the condo marketers wanted to convey: understated elegance and excitement.

Well-primed with St. Clair Matadors (pineapple, and orange juice whizzed in the blender with a dash of Tequila), the 200 or so agents were treated to a few words from the usually reticent developer Graham Baker. He discussed his latest project and its ideal location.

"Even the mayor's moving here," he said. (Condo living recently revealed Mel and Marilyn Lastman have bought a condo at 33 Delisle Ave., where construction has just

in which they can rescind their sale agreements.)

Although Barclay-Grayson Development Co. expects some young professionals to choose its project, most purchasers will likely be empty-nesters, like Lastman, from the nearby upscale areas of Forest Hill, Moore Park, Rosedale and even Lawrence Park.

Behind Delisle Court on Yonge St., the building will connect to the shopping complex and nearby shops such as upscale grocer Bruno's Fine Foods, Delisle Restaurant and Wine Bar, Dove Cleaners and Club Monaco.

Public parking will still be available on the site. Some 230 spaces under the condominium will be allocated for public users but parking for condo residents will be secured from the public section, the developer says.

"The building will be set back from Yonge St. so you do not have the noise," says Pat Baker. "So, you'll get a residential feel. Yet, you're so close to Yonge."

Barclay-Grayson has become a specialist at projects in the neighbourhood, having done One Avoca and Russell Hill, also in the St. Clair area.

The building will be 14 storeys high, terracing down to three to fit better into the neighbourhood, according to Baker.

Oversized balconies or private rooftop terraces in many suites will offer sweeping views of the city from oversized windows. As well, there will be wraparound windows at the corner suites.



VIEW FROM THE LOT: Realtor Pat Baker and Chris Lloyd, from the development company Barclay-Grayson, show off the model of the St. Clair where it will be built.

warming kitchen in the reception lounge that overlooks the courtyard.

Other amenities include a main floor card room for bridge tournaments, a large-screen television set and an equipped exercise room.

Price range from \$159,000 to more than \$700,000 for the 220 units with 650 square feet to over 1,800 square feet.

They will run one bedroom to a good-sized two-bedroom unit, and some will include dens.

Purchaser will have more than 20 designs from which to choose a layout.

The kitchens have European-style cabinets, granite countertops and mirror or ceramic backsplash. The developer is also offering an appliance package. Ensuite bathrooms have marble flooring and marble counter tops, and the large suites will have two basins.

Purchasers can expect to move in late 2001.

Classic, upscale condo is set back from busy street

begun across the street from the St. Clair.)

Burka Architects' Roy Varacalli described his design for the project as "the bookend in the neighbourhood," making the transition between the apartment buildings along Delisle and the houses along Heath St. to the north.

Among the highlights he signaled were the outdoor fireplace on the terrace in a landscape inner courtyard, and detailing on the façade reminiscent of Louis Sullivan's designs. (A famous American architect, Sullivan was credited with having coined the phrase "form follows function.")

But realtor Pat Baker, who's handling sales, hit the nail on the head when she commented on the "enormous demand for a building like this," perceived to be upscale and in a good urban setting.

Last weekend, before today's grand opening, buyers signed up for more than a third of the units. (Buyers do have a 10-day period

Suites on the ground floor will have patios. "It will be very St. Clair. Classic and traditional," Baker says. "Quite artistic."

The building will have a porte cochere over the entrance on Delisle, reminiscent of the days when you might have arrived in your horse and carriage and waited under the canopy while your servants scurried about.

Residents will be able to forget about deciphering the fine print in their phone book. They will have a 24-hour concierge who will be able to get tickets or schedule their aerobics class.

There will be a large reception lounge with a fireplace as the focal point and double doors opening to the landscaped, private, central courtyard, with outdoor fireplace.

The lobby is actually two storeys with a dramatic sweeping staircase leading to the second floor, which will have a caterer's

The sales office is on the south side of Delisle, opposite the site. Viewing is by appointment only. Call (416)513-0029 or visit the Web site at www.baker-re.com/thestclair.htm

