

newbuilds

Q&A Develop by design

Peter Freed on thought-out buildings in thought-out spots

Travel through Central King West and it's hard to miss Freed Developments' handiwork: Fashion House, 500 Wellington West and Thompson Residences are just a few of the buildings it has under construction or is marketing in the area. In fact, the company has about 1,000 units under construction there, with more already built. For new projects, though, Freed has moved its attention to two upcoming sites at Yonge and Eglinton, including 155 Redpath. Peter Freed is the company's president.

BY LISA VAN DE VEN

Q Freed seems to have a strategy of developing neighbourhoods, not just buildings. Is that a conscious choice?

A Absolutely. We'd rather build a handful of buildings in one neighbourhood than build one building in 10 neighbourhoods. We can have more of an impact on that area, and can build on the momentum.

Q How do you choose which neighbourhood you'll concentrate on next?

A There are a handful we would call priority neighbourhoods that we love, and when an opportunity comes up in those neighbourhoods, we try our best to acquire it. Once we're successful with one, we spend more time in that area and gather intelligence on other land, then go from there.

Q You've been building in Toronto for about 15 years now. How has the condominium market changed in that time?

A The market has become more design savvy. Ten years ago, I don't think many developers paid much attention to design, and purchasers more or less accepted what was being made available to them. Today, there are more and more developers pushing the envelope, and that's helping raise the bar. Fifteen years ago, when people thought about condominiums, there were just a few neighbourhoods that came to mind; they might have thought of the waterfront, Yorkville or a couple of other neighbourhoods. Now there are multiple opportunities and that's great for the city as it starts to expand.

Q With that in mind, what neighbourhoods do you think will be the big growth areas in the next five years?

A I think Parkdale's going to really start to change, as is Dupont around Spadina and Bathurst. The core's going to continue to go up, and downtown east is going to continue to really evolve. You'll see growth along the transit routes, too: the Eglintons and the St. Clair, where there are three-storey retail buildings. You'll see a lot of those change into six- to eight-storey buildings with new retail at grade.

National Post



Peter Freed: Heading north



Gawk on wood

Warm and welcoming floors, cabinets and furniture complement cool concrete ceilings in Art Condos model By Lisa Van de Ven

When Craig Stephens set out to design the new model suite at Art Condos, he knew he wanted a warm palette that would balance out the off-style concrete ceilings for a softer feel. And so he used wood, and lots of it: hardwood floors, kitchen cabinetry and selected furniture and accessories, all chosen in an eclectic mix of varieties and stains. Using an "artisan approach" to style the rest of the 1,008-square-foot two-storey suite, Mr. Stephens then added small pops of colour and unique furniture pieces — most produced in Canada — to help create a space with plenty to catch the eye. "We tried to create a vintage, eclectic feel," says the co-owner of the Queen Street shop DesignRepublic, which also supplied the suite's furniture. "There's some subtlety to the whole thing." Units at Art, by Triangle West Developments, range from 692 to 1,096 square feet and \$334,990 to \$599,990. The sales office is located at 8 Devereaux Rd., Toronto and open by appointment only. Call 416-535-7775 or visit artcondos.ca.

1 "Simple and open" was the goal for the living room's media unit; Mr. Stephens wanted something that wouldn't take up a lot of visual space. Featuring leatherette shelves with metal-edged hanting, this bookshelf "maintains an airiness to it," he says.

4 Not just any sofa would do here: Mr. Stephens wanted one low to the ground, to accentuate the room's height. This one does exactly that and more, with oatmeal-toned upholstery to contrast with the dark hardwood floors, and a retro style in keeping with the unit's vintage flair.

2 It's one of a kind." Mr. Stephens says of this occasional chair, which with its 1960s racecar inspiration feels ready to motor, adding a punchy pop of blue to the room. "We tried to have subtle injections of colour," the designer adds.

5 This poster-style art by Windsor-based Daniel Bombardier is large enough to make a statement, but its brown background flows with the rest of the colours in the space — meaning it isn't overwhelming, either. "To a degree, it anchors the whole main floor," says Mr. Stephens.

3 Old finds new purpose in this coffee table, which was created from vintage card files that have been stripped and clear-coated, then put to new use with a leatherette tabletop and brass handles. "It anchors the room," Mr. Stephens says.

6 Featuring green powder-coated metal bases, the breakfast bar stools introduce another pop of colour to the space — but with their backless, minimalist design, they also keep sightlines through the kitchen open. "They're quite comfortable — but they're subtle," the designer says.

FOR SALE



Price range: Starting from the low \$200,000s
Location: Church and Carlton streets, Toronto

365 CHURCH

With 356 condominium suites and three townhouses planned, 365 Church is designed by Walkman Architects, with interiors by Munge Living. The site is in pre-registration.

Builder/developer Menkes Developments Ltd.

Building 29 stories

Suites Studio, one-bedroom, one-bedroom-plus-study, one-bedroom-plus-den, two-bedroom and three-bedroom

Size 323 to 804 square feet

Occupancy May 2017

Features Eight- or nine-foot ceilings in principal rooms; laminate flooring, quartz kitchen counters, stainless steel Energy Star appliances; individual heating and cooling

Amenities 24-hour concierge, a party room with a bar and terrace, a theatre lounge, a gym, a kitchen, a rooftop terrace with barbecue facilities, and a guest suite

Standouts Close to College subway, Loblaws, College Park and Carlton Cinema.

Sales office Call 416-591-7700 or visit menkes.com.

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Price range: \$534,990 to over \$1-million (for the new penthouses only)

Location: Lake Shore Boulevard West and Park Lawn Road, Etobicoke

LAGO

Lago features views overlooking Lake Ontario and is near Martin Goodman Trail and Humber Bay Park. Designed by Graziani + Cruzza Architects.

Builder/developer Monarch

What's new New penthouse units have been revealed.

Building 49 stories

Suites Two-bedroom and two-bedroom-plus-den

Size The new units are 829 to 1,701 square feet.

Occupancy 2016

Features Floor-to-ceiling windows, smooth ceilings, covered foyers, eight-foot ceilings, integrated and stainless steel appliances. Some units have wine chillers.

Amenities A fitness room, an outdoor pool and hot tub, a dry sauna, a party room, a sports lounge with billiards, and a theatre room.

Standouts These units each come with two parking spots.

Sales office 2167 Lake Shore Blvd. W., Etobicoke. Open Monday to Thursday 10am to 6 p.m. and weekends noon to 5 p.m. Call 416-495-3544 or visit monarchgroup.net.

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MORTGAGE RATES 20.02.11

Rates are subject to change. Selection of financial institutions may vary weekly. Figures supplied by Fiscal Agents

Variable rate	BANKS						TRUST LOAN						
	6month	1yr	2yr	3yr	4yr	5yr	6month	1yr	2yr	3yr	4yr	5yr	
BANKS													
ATB Financial	2.20	4.00-6.30op	3.10-6.30op	3.14-6.50op	3.70	4.35	3.10	n/a	2.99	3.10	3.50	3.64	3.14
Alerna Svgs/Alerna Bk	3.00	4.00-6.30op	3.05-6.30op	3.09	3.09	3.29	3.24	n/a	4.45-6.30op	3.25	3.90op	3.60	3.60
Bank of Montreal	3.10	4.00-6.30op	3.00-6.30op	3.04	2.79	2.99	2.89	3.00	3.00	3.00	3.00	3.00	3.00
Bank of Nova Scotia	3.00	4.55-6.45op	3.75-6.50op	3.69	3.09	3.19	3.09	3.00	3.20	3.05	2.74	2.89	3.15
Canadian Western Bank	n/a	4.00-6.45op	3.00-6.30op	3.04	3.65	4.64	3.24	n/a	4.00-6.50op	3.00-6.30op	3.14	3.65	4.44
CIBC	3.20	6.70op	3.00-6.35op	3.14	3.65	3.99	3.24	3.00	4.55-6.45op	3.75-6.50op	2.69	3.91	4.31
HSBC Bank Canada	3.00	4.45-6.20op	2.70-6.25op	3.05	2.90	3.09	3.49	3.00	2.99-6.25op	3.25	3.29	3.09	3.49
ICI Bank Canada	3.05	-	3.15	3.65	3.64	3.69	3.44	3.00	6.68-8.40op	2.99-3.90op	3.25	3.29	3.19
ING Direct	3.00	-	3.00	3.00	2.79	3.25	3.00	3.00	4.50	3.10-5.75op	3.15	2.99	3.20
Laurentian Bank	n/a	4.48-6.70op	3.09-6.30op	3.14	3.70	3.64	3.79	3.00	3.95	2.74	2.60	2.78	2.99
Manulife Bank	3.00	4.45	3.00-4.00op	3.05	3.10	3.10	3.09	3.00	2.79	6.34op	3.09-6.34op	3.19	3.24
Monieva Bank	-	-	2.94	2.94	2.94	2.94	3.04	n/a	-	3.10	3.19	3.44	3.84
National Bank	n/a	4.00-6.70op	3.10-6.30op	3.14	3.70	3.19	3.79	3.00	3.00-7.80op	3.95	4.35	4.09	3.24
President's Choice Finan	3.20	-	-	3.20	3.24	3.35	3.44	3.00	4.45	3.10-6.30op	3.14	3.70	3.40
Royal Bank	3.20	4.00-6.30op	3.00-6.30op	3.04	2.99	4.64	3.29	3.00	4.00-6.70op	3.10	3.15	3.15	3.25
TD Canada Trust	3.20	-	3.00-6.30op	3.04	2.79	2.99	3.19	3.00	4.45-6.30op	3.09-6.50op	3.15	2.79	3.00
TRUST LOAN													
AGE Trust	n/a												
Effort Trust	n/a												
Equitable Trust	n/a												
Home Trust Company	3.20												
Investors Group Trust	n/a												
MTC	3.00												
OTHER													
Airline Financial C.U.	4.00												
Canadian Credit Union	2.79												
DUCA Credit Union	3.00												
First National Fin. LP	3.95												
FirstOntario C.U.	2.79												
Industrial Alliance/AAP	n/a												
MACAP	7.90												
Mirabai Credit Union	2.85												
PACI Savings & C.U.	3.10												
Parsons Credit Union	2.90												
Teachers Credit Union	4.80												

*See offer to 10-year mortgage op + open mortgage, n/a = not available from company, n/a = not available from company, n/a = not available from company