

Achieving great new heights

TRACY HANES
SPECIAL TO THE STAR

Canderel has been on the leading edge in creating some of Toronto's hottest neighbourhoods and raising the bar for condo design.

They have raised the bar quite high: Aura at College Park, being built at Yonge St. and Gerrard St. W., will hold the title of tallest residential skyscraper in Canada, soaring to 78 storeys once it's finished in 2014. Aura will also boast Canada's biggest penthouse, priced at \$18.3 million, with 11,370 square feet of living space and unimpeded views of the city.

The fully integrated real estate corporation, founded in 1975 with headquarters in Montreal, operates under the leadership of chairman Jonathan Wener.

Canderel has acquired, developed, managed or co-ventured more than 13 million square feet of property, including commercial, industrial and residential projects, and has created or has under construction more than 4,000 condo suites in the GTA.

Canderel's philosophy is that a project has to be well-located and constructed to provide the tenants or residents with a lifestyle they enjoy, to the extent they will want to move to another Canderel project.

The company was a pioneer in the transformation of West King West, from derelict industrial area to the vibrant, fast-growing neighbourhood it is today.

The company acquired the heritage 1883 building that had housed the Massey Harris tractor factory and created one of Toronto's first authentic loft conversions in 2003, an innovative concept at the time. The original facade of the Georgian-style red brick building was meticulously restored and 46 stylish lofts constructed, with features such as exposed brick walls, timber columns and oversized windows.

DNA (Downtown's Next Address) further established Canderel's brand in the neighbourhood. The project, geared to first-time buyers and completed in 2005, offered distinctive architecture, providing high-quality finishes as standard (granite countertops, 9-foot ceilings, stainless steel appliances and gas cooktops) that other builders were offering as upgrades, and open-concept layouts.

Canderel Residential's sales and marketing vice-president, Riz Dhanji, created an innovative marketing campaign that included wrapping two Hummers in DNA colours and hiring young people to hand out "Rave Card" invitations to the sales centre. The centre was used as an event space for fashion shows, a Toronto Indy party and several musical performances, which further built DNA's profile.

The building was a hit with young professionals and so were the follow-up projects, DNA2 and DNA3, which included retail space at grade and a host of amenities.

For DNA3 — on the site of a former Chrysler dealership at King St. W. and Shaw St. — Canderel gathered feedback from existing buyers and included them in the plans. (All of the DNA buildings have sold out.)

"We were trying to create something different," Dhanji says. "We wanted a unique condo brand and lifestyle associated with the building."

Canderel had demonstrated its skill with areas in transition when it built Newport Beach townhouses and condominiums, the first towers on what had been a seedy motel strip along the Etobicoke lakeshore, now a desirable waterfront residential neighbourhood.

For, the Waterford, at 2101 Lake

Canderel building the country's tallest residential skyscraper in the heart of downtown Toronto



KEITH BEATY/TORONTO STAR FILE PHOTO

Riz Dhanji, the sales and marketing manager for Canderel, has come up with innovative ways to sell condos.



Canderel chairman Jonathan Wener

"(The Tour Des Canadiens) is something Montreal hasn't seen before and will push the envelope of design in Montreal. People will be blown away by the amenities package. This is something really unique."

RIZ DHANJI
CANDEREL VICE-PRESIDENT OF
RESIDENTIAL SALES AND MARKETING



Tour Des Canadiens will adjoin the Bell Centre, home of the Montreal Canadiens. It will be Montreal's tallest residential building.

Shore Blvd. W., Canderel modelled the 10-storey building after some of the world's finest hotels, adding luxurious hotel-like finishes and fine architectural details, and floor-to-ceiling windows that provided commanding waterfront and city views.

Directly behind it, the Waterford Towers offered smaller, yet still luxurious suites.

Canderel has also been instrumental in the revitalization of downtown, with the Residences of College Park on Bay St., which is just to the west of the landmark Art Deco College Park, designed by the same architectural firm that designed the Royal York Hotel and Maple Leaf Gardens.

The original heritage building, with a limestone and granite fa-

cade, houses 180,000 square feet of upscale retail space and offers a direct link to Aura.

The Residences of College Park includes two towers, a retail podium and townhouses overlooking a three-acre park and Aura will be the third and final tower (not to mention the tallest).

Aura, at Yonge and Gerrard, is described as Canderel's "master

STAR CONTEST

In 1977, the first New in Homes section appeared in the Toronto Star.

Back then, most new homes were detached and built in the suburbs; today, condos have overtaken new home sales, both in the city and the 905 regions, according to a report by RealNet Canada.

Here at the Star, we're celebrating a special anniversary of 35 Years of New in Homes with special new features, including a contest.

The Building Industry and Land Development Association (BILD) is offering a hefty \$35,000 toward the purchase of a new home or renovation to help us celebrate. All you have to do to enter is go to thestar.com/contests and tell us what a new home or renovation means to you.

You can also read all the profiles of our Industry Innovators at thestar.com/specialsections/newinhomes35years

Gale Beeby, Real Estate Editor

work," will have 985 units and four storeys of retail. Dhanji says only a handful of suites remain in Aura and the 11,370-square-foot penthouse is still up for grabs. The grandiose oval-shaped suite features five bedrooms and six bathrooms and has views in every direction.

CANDEREL TEAMS UP WITH THE HABS

Earlier this week, Canderel announced it is partnering with Cadillac Fairview Corp. Ltd., FTQ and the Montreal Canadiens to build a new condominium — Tour Des Canadiens — adjoining the Bell Centre, home of the Montreal Canadiens. It represents a concept where sports and entertainment become an integral part of everyday life.

The 48-storey, 534-suite building will be designed by architects Cardinal Hardy and Martin Marcotte/Beinhaker and be located at the corner of rue de la Montagne and l'Avenue des Canadiens. It will be Montreal's tallest residential building.

"We just do big things," says Dhanji. "Like the saying, 'go big or go home.'"

The Montreal building will straddle a natural ridge between the river and the mountain, sitting on an elevated platform that includes indoor parking and where a lightbox featuring Montreal and its lifestyle will be encased.

It will be the only residential condo in the city to provide direct covered access to the city's intermodal transit hub and the underground path system. The single tower will also include a deluxe sports bar.

"Because it's tied into the Montreal Canadiens brand, there will be various incentives offered to condo owners that no one else can have," says Dhanji. "They will become members of an exclusive club as an owner as part of the Habs' plan."

"It's something Montreal hasn't seen before and will push the envelope of design in Montreal," says Dhanji. "People will be blown away by the amenities package. This is something really unique."

Suites will start at about \$250,000 and with the residential units starting on the 15th floor, all will offer great views.

The sales centre will open in the fall. To register, go to tourdescanadiens.com.

► To find out more about DNA3, visit dnacondos.com; to see more about Aura, go to collegeparkcondos.com.

King West
CONDOMINIUMS
in Liberty Village

Now under construction.
MOVE IN FALL 2012

ACADEMY
OF SPHERICAL ARTS

COFFEE SHOP

The purity of location.

Welcome to King West at Liberty Village, an entirely new take on luxury living by the lake.

One Bedroom from \$345,900	One Bedroom + Den from \$353,900	Two Bedroom + Den from \$420,900
--------------------------------------	--	--

*Prices and specifications subject to change without notice. Plaza® and Pure Plaza® are registered trademarks of Plazacorp Urban Residential Communities and used under license. All rights reserved. E.R.O.E. July 2012.

PLAZA®
pureplaza.com

PRESENTATION CENTRE
in Liberty Village at
50 Lynn Williams Street, Toronto

Hours: Mon–Thurs: 12pm–6pm
Fri: Closed Weekends &
Holidays: 11am–5pm

Call **647.341.1731** or
visit pureplaza.com