



## Flatiron Lofts takes shape at Dundas and Carlaw

In the wake of a slew of successful east-end developments, Lamb Development Corporation has added yet another hot property to its list – Flatiron Lofts, the second phase to Worklofts, which is expected to garner just as much attention.

Rising at the corner of Dundas and Carlaw, the project's location is undeniably hot, attracting buyers with an affinity for Toronto's east end district – The Beach, Riverdale, Leslieville – both for its pace, and its price, says Brad Lamb, President and CEO of Lamb Development Corporation, the developer behind the Flatiron Lofts project. “A lot of people are starting to notice Carlaw Street as a very vibrant corridor that's a lot less expensive than downtown.”

Take it from Lamb – this broker-turned-developer knows what sells, and why. “We've done marketing for Printing Factory, Garment Factory, and three townhouse projects a stone's throw from this Carlaw-Dundas-Queen area, and they were all very successful. This is just the next generation of properties here to finish this street up.”

To put the finishing touches on this trendy neighbourhood, Lamb enlisted the help of Charles Gane of Core Architects to make the most of the property's irregular shape, its location, and its endless possibilities for exterior and interior details. The result, says Lamb, is a “beautiful building shaped like a wedge, driving the intersection, and creating an entrance to the neighbourhood.”

In fact, Flatiron Lofts takes its name from the building's shape, which is something of a rarity. "There are very few buildings around the world that have this flatiron shape, and we thought it would be a very cool thing for that corner," says Lamb.

Like Worklofts, Flatiron Lofts will offer both residential lofts and commercial lofts, notes Shakeel Walji of The Walsh Group, the ad agency for the new development. "Brad has made a conscious effort to keep the business area active on Carlaw Street."

In light of that, Flatiron Lofts is a glass-and-brick structure rising 10 floors. The first floor is devoted to retail and the second floor are commercial studio lofts. The third to tenth floors house 85 residential lofts. Starting from 455 sq. ft., layouts include one-bedroom, one-bedroom-plus-den, two-bedroom and two-bedroom-plus-den layouts. Topping off the project, a 1,400-sq.-ft. sub-penthouse and a 2,200-sq.-ft. penthouse offer permanently unobstructed and awe-inspiring panoramic views of the city skyline.

This unique flatiron shape of the building allows for what Lamb calls "wide shallow lofts." As opposed to typical 15 ft. wide and 45 ft. deep layouts, which often result in dark spaces, Flatiron Lofts offers units that are 20 ft. deep and 25 or 30 ft. wide, maximizing on windows and natural light, creating a bright and open feeling.

Whether you're looking at a penthouse or one of the smaller suites, Lamb has outfitted each unit with nine-ft. ceilings, floor-to-ceiling windows, and finishes that would be considered upgrades by any other standard. Kitchen feature double-thick stone counters, high-gloss European cabinetry, and gas cooking with quality stainless steel GE appliances. Bathrooms boast what Lamb calls "designer magazine-style" vanities and fixtures. "They're just beautiful." Floors are finished in 12-by-24-inch tile. Fifty per cent of the suites offer balconies, terraces and patios, which are outfitted with natural gas for year-round barbecuing.

Commercial studios at Flatiron Lofts start at a price of \$179,000, while residential lofts start from \$199,900. With



the plans starting to take shape, and move-in dates slated for 2010, buyers wanting to make this coveted east-end neighbourhood home should hurry.

For details, visit the Worklofts presentation centre and model suite at 319 Carlaw Ave., or call 416-699-5454. Visit [www.flatironlofts.ca](http://www.flatironlofts.ca) for more information.