

Heritage building converted to loft condominiums

BY DIANE TIERNEY

Choosing a condo at the Toy Factory Lofts means choosing a fun, historic atmosphere. The building, which is the former headquarters of the Irwin Toy company, is located in the hip Liberty Village neighbourhood in the King Street West area.

Mark Mandelbaum, a vice-presi-

dent of Lanterra Developments, and Barry Fenton, its chief executive officer, immediately recognized the potential of the building. "We knew right away that this striking heritage building would become a desirable address for Toronto's urban professionals," Mr. Mandelbaum says.

Built around the turn of the century, the four-storey — soon to be

seven-storey — structure spans a city block. To increase the impact of the ceiling heights, the developers, along with Quadrangle Architects and II by IV Design, are retaining and enhancing the original wood ceilings, exposed brick, and steel and wood beams. Full-height windows, which can be opened, will make the most of the natural light.

Three new storeys will be added,

and the design also calls for an outdoor terrace with hot tub and lounge, a fitness facility and underground parking.

There will be two courtyards. "One is being cut away from the centre of the building and another one in a portion of the building that is being" restored to its original look with patios and a wrought-iron fence, says Brad Lamb, president of Brad J. Lamb Realty, the company selling the lofts.

"It is a stunning building. In terms of hip, lower-Toronto projects, this is one of the best I've ever seen," he adds. "There's not a bad floor plan to be found and all the things people ask for, we are delivering, such as 24-hour concierge, a stunning lobby, beautiful hallways, gorgeous entry doors and really high-end upgrades if you want to go crazy with your space."

There will be 215 units ranging from about 656 to 2,120 square feet, with prices starting at \$199,900.

The suite designs offer living and working environments. The soaring ceilings and open-concept spaces will be attractive for both entertaining and a home office. The building will be prewired for high-speed Internet access and a wireless network.

There will be 181 parking stalls and two styles of parking. "We have a regular spot but we are also offering a car port that is slightly larger and can be secured with a garage door so you could put other things in there," Mr. Lamb says.

Basic parking is \$20,000 and car port parking is \$25,000. There also will be storage lockers for an additional cost.

At a glance

Site: Toy Factory Lofts

Developer: Lanterra Developments

Price: from \$199,900

Square footage: 656 to 2,120

Sales centre: 43 Hanna Ave.

Open Monday to Wednesday, noon to 7 p.m.; Thursday, 3 to 8 p.m.; Saturday and Sunday, noon to 5 p.m.

Contact: 416-504-TOYS (8697); www.toyfactorylofts.ca/splash_html.html

