

## TORONTO LOFTS

# Brock suites an 'absolute bargain' in vibrant, Queen west neighbourhood

BY BRENDA BURKE

Responding to the project's slogan — "Real life, real space, real urban, real time" — buyers have snatched up half of the units at the new Brock Lofts off Queen Street West.

And with ceilings of 11, 12 and even 16 feet, the project lives up to its sales pitch.

Also, the price is right. The conversion was done inexpensively — a large portion of the structure was intact and there was no costs involved with underground parking — so the lofts are \$25,000 to \$40,000 cheaper than others in the area.

"It's an absolute bargain," says exclusive broker Brad Lamb of Brad J. Lamb Realty Inc.

**'It's a mill-style building, an authentic turn-of-the-century structure.'**

Along with attractive pricing comes a taste of history that adds to the loft image. "It's a mill-style building, an authentic turn-of-the-century structure," Mr. Lamb says. Exposed brick walls, as well as original wood beams and ceilings hold a piece of the past for the 25 one- and two-level lofts.

Custom touches include an industrial-grade, solid-core, sliding barn door, and steel stairs with steel handrailing. Real hardwood flooring — not laminate — is finished in maple.

Large second-level skylights are optional, and suspended industrial canopy lights grace the kitchen and dining areas. In addition, kitchen-counter valence lighting, wall-mounted contemporary bathroom fixtures and industrial halogen spotlights in hallways add to an ambience that is both historic and modern.

A five-appliance package includes a 19-cubic-foot, frost-free refrigerator, as well as a dishwasher, microwave and 30-inch, self-clean oven. Completing the appliance lineup is a washer/dryer combo. Add a contemporary open-concept kitchen with oversized cabinetry — maple or equivalent — and you've got a living space that measures up to its vibrant neighbourhood.



### At a glance

**Site:** Brock Lofts  
**Location:** Brock Street  
**Developer:** M&M Homes Inc.  
**Square footage:** 810 to 1,336  
**Price:** \$209,900 to \$319,990  
**Sales centre:** 21-23 Brock St., one block north of Queen Street West. By appointment.  
**Contact:** 416-368-5262; [www.brocklofts.com](http://www.brocklofts.com)

Offering private entrances and terraces, the small Brock Lofts building is set in a residential area that has a thriving arts scene. It's one of the most multicultural, hip neighbourhoods in Toronto, with a variety of shops and restaurants.

Apartment complexes stand side by side with turn-of-the-century mansions, and antique shops are neighbours to dollar stores. The project is a nice fit with the region's contemporary loft structures and semi-detached houses.

The project's architect, Core Architects Inc., has designed a myriad of residential projects, including many of Toronto's new loft conversions and condos. Specializing in retrofits and having a history in rental conversions, developer M&M Homes brings its experience in historic buildings and warehouse conversions to the condominium market.

With construction finished on the historical structure, the lofts will be ready for occupancy in October.