

An authentic conversion at a factory built in 1913

At a time when fewer industrial buildings are becoming available for authentic loft conversions, Beaverbrook has launched Printing Factory Lofts in Leslieville. The cornerstone of the project is a two-storey brick structure at Carlaw Avenue and Queen Street East, where Rolph Clark Stone Ltd. once printed textbooks. The development will include 254 units — some in the old building and the rest in a new structure.

"It's the only real warehouse conversion in the marketplace of this size," says Brad Lamb of Brad J. Lamb Realty Inc., which is handling the sales and marketing.

Other loft projects his agency represents, such as the Garment Factory Lofts next door and Queen City Vinegar Co. Lofts on River Street, have only 150 and 38 units (authentic and new), respectively. "There are no more warehouses to convert," Mr. Lamb adds. "We're running out."

Since the Printing Factory's official opening last month, about 40 to 45 per cent of lofts have been sold. "What consumers in Toronto want in a condo is . . . something different," Mr. Lamb says. "One of the nice things about this building is that it preserves its history."

Original features of the building, where Rolph Clark Stone established its printing press in 1913, will be restored throughout, starting with its façade and neo-gothic entrance, which opens to a grand wooden staircase below vaulted ceilings. "It's extraordinarily ornate, it's all original. . . It's going to be one of the nicest entrances and lobbies of any condominium in Canada," Mr. Lamb says.

Some of the two-storey lofts in the original building also will feature unique characteristics such as triangular skylights that are more than 24 feet high. "What they provide for is a very unique loft feeling and a unique way of getting light into your apartment," Mr. Lamb says.

The factory will house traditional

lofts, though some of the building's interior was removed to create a U-shaped, three-storey podium that will feature a new mid-rise glass tower and courtyards in the centre. Stacked townhouses will border the site along Boston Avenue.

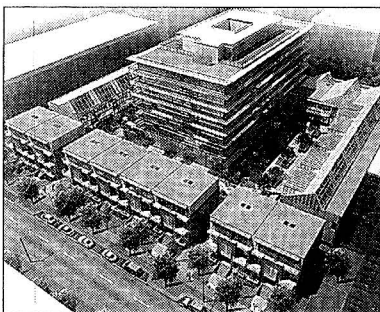
Suites will range from one-bedrooms to two-bedroom models with dens; many will be work/live spaces. All but two plans include a balcony or terrace.

Units in the main building and tower will have loft features, such as high ceilings with exposed ductwork, concrete floors and columns.

The open-concept kitchens will have stone countertops, under-mounted sinks and four stainless-steel appliances. All units include laundry machines.

Parking is \$20,000 and lockers \$3,500. Residents will have access to a meeting room and multipurpose area with a bar and kitchen.

Special to The Globe and Mail



BEAVERBROOK

Printing Factory Lofts

Location: Leslieville, Carlaw Avenue and Queen Street East

Builder: Beaverbrook

Price: \$179,900 to \$510,900

Square footage: 544 to 1,352

Sales centre: 201 Carlaw Ave., north of Queen Street East. Open Monday to Wednesday, noon to 6 p.m.; Thursday, 3 to 8 p.m.; and weekends, noon to 5 p.m.

Contact: (416) 406-LOFT (5638) or www.theprintingfactorylofts.com