

Sales begin a second time for Watson lofts

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SPECIAL TO THE STAR

The planned conversion of an old candy factory into condo lofts promises to be a sweet new address in the Roncesvalles Village area.

Sales in the Robert Watson Lofts development, located on Sorauren Ave. just south of Dundas St. W., start today.

The project includes conversion of an early 20th century, brick-and-beam industrial building into loft units and construction of a new condo building. Both will be five storeys in height. The 140-unit development is a joint venture between Rosebud Homes Inc. and the Sky Development Group.

The existing building on the site was built in 1903 for

candy and confectionary manufacturer the R & T Watson Co.

"As far as conversion projects go, it's one of the nicest warehouses in the city and it breaks up well into residential apartments," says Brad Lamb, whose company is the real estate agency for the project.

This is the second time there has been a sales launch for the project. Sales initially began last fall with realty company Urbaneer marketing the project.

Lamb says sales in the project were temporarily halted because of problems with the original marketing plan and design of the buildings.

He says about 15 per cent of the suites were sold before

sales were halted and those contracts are being honoured.

With the relaunch, the project's model suite has been changed from what was formerly a vintage, 1950s look to that of a modern, urban, contemporary suite.

Lamb says the design of the condo units has been improved. He says the project had too many large one-bedroom suites, so the buildings were redesigned to include more one-bedroom-plus-den and two-bedroom units.

As well, the balconies in the initial design of the project's new building were too small. All balconies in the new building are now five by 20 feet.

Prices for both buildings — the former candy factory to be converted and the new building — start at \$140,000 for one-bedroom

units. Two-bedroom units start just below \$200,000 and two-bedroom penthouse terraces of 1,300 square feet will be about \$400,000.

Units in both buildings will feature European-styled kitchens, stainless steel appliances, granite countertops and polished concrete or hardwood floors.

Maintenance fees will be 30 to 35 cents, not including hydro. Parking spots and storage lockers are extra.

The Robert Watson Lofts project is near the nightlife of College St. and Queen West. It's close to High Park, Dundas St. W. subway station and it's a short walk from Roncesvalles Village.

Construction is expected to start in fall 2004, with occupancy in late 2005.

For details, call 416-850-5638 or visit www.robertwatsonlofts.com



The Robert Watson Lofts development will include conversion of an old candy factory into loft units, as well as the construction of a new condo building.