

King Street project boasts modern look

W.D. LIGHTHALL
SPECIAL TO THE STAR

The 13-storey East is the second condominium near the King and Sherbourne Sts. intersection designed by Toronto architect Peter Clewes.

"We wanted the best modernist architect in the city, because MoZo is across the street," says Brad Lamb, whose company, Brad J. Lamb Realty Inc., is handling the sales and marketing for East.

"Peter also did MoZo, which is a beautiful building with great retail at street level, and we wanted a building with that quality of design."

Clewes, a partner with Architects Alliance Inc., has designed East with two distinct parts.

From grade to the seventh storey, the building's design combines glass and brick to create a heavier, sturdier look that meshes with the Victorian, mid-rise brick buildings of the St. Lawrence neighbourhood.

At the seventh storey, the building terraces back 10 feet and switches to a lighter, more contemporary design of floor-to-ceiling glass and structural steel.

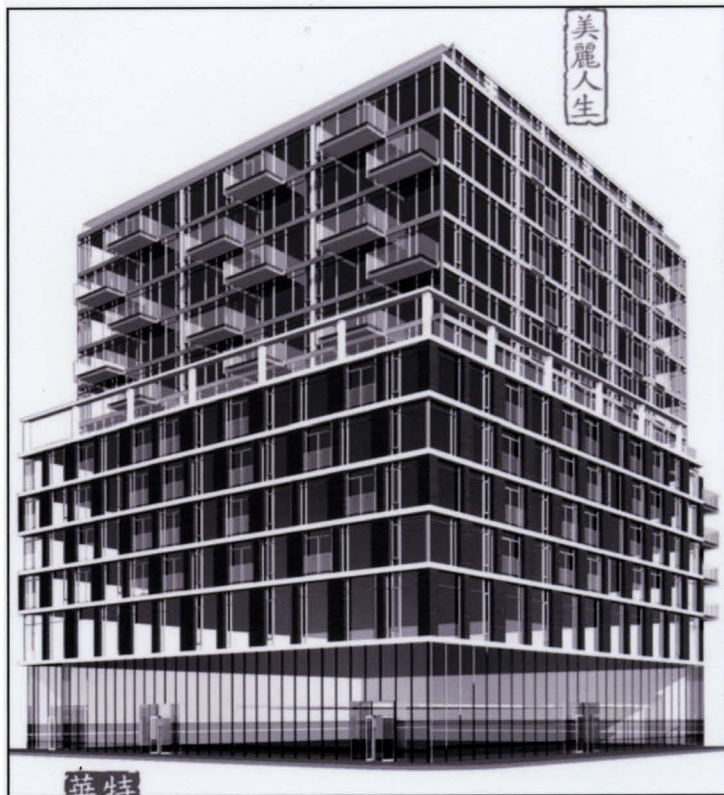
"The masonry of the lower half simulates the existing King St. look. Then, the density above that is very light to the eye, so it doesn't provide a heavy, looming structure," Lamb says. "It's a very clean, modern building."

Clewes says the retail at street level, with 20-foot-high ceilings and large windows facing onto King St., is an important design element of both buildings.

"To a lot of people, that's what gives MoZo a nice presence on the street. And we're doing the same with (East). So you don't get small, 10-foot-high retail stores that seem like an afterthought," he says.

"It will have a great sense of presence on the street," he adds. With 129 suites, East is a development by Harhay Construction Management Ltd.

The building does have some



RENDERING COURTESY OF BRAD J. LAMB REALTY INC.

East, a new development by Harhay Construction Management.

units in the 500- to 600-square-foot range, but the majority are 750 to 1,900 square feet.

Lamb says that's because the St. Lawrence neighbourhood is attracting both empty nesters and move-up buyers.

"There's definitely a trend in the area for larger apartments. It's not an area of young buyers like King West is, where you would do a lot of smaller apartments," says Lamb.

Prices in East range from \$169,900 to \$899,900 and units range from 480 to 1,928 square feet.

Maintenance fees are estimated at a monthly 34 cents per square foot and units will be separately metered for heat and hydro use. Parking spots are \$22,500.

Features include hardwood floors, bathrooms with granite countertops, soaker tubs and rain showerheads, double

paned, low-E (emissivity) windows, and balconies and terraces with built-in gas lines for barbecues.

Some units will have exposed concrete columns and, depending on the floor, ceiling heights will range from nine feet to 11 feet.

Kitchens with a modern, European design feature granite countertops, four stainless steel appliances, natural gas for cooking and Italian cabinets with under-cabinet lighting.

Construction of East starts in July and occupancies are to start in December 2007.

The on-site sales office is located at 275 King St. W.

Hours are Monday to Wednesday, noon to 6 p.m., Thursdays 3 to 8 p.m. and weekends noon to 5 p.m.

For more information, go to www.eastlofts.ca or call 416-862-1100.