

newcondos

Q & A

Home sweet condo

A family-operated builder/developer with more than 50 years in the business, Pemberton Group currently has 14 condominium sites underway across the GTA, all in various stages of development. Those include the still-to-be-released Ten93 Queen West, as well as the master-planned Downtown Erin Mills in Mississauga, SkyCity in Richmond Hill and the Urban Townhomes collection at U Condominiums on Bay Street. Alexandra Muzzo is Pemberton's Sales & Marketing Manager.

BY LISA VAN DE VEN

Q How has Toronto's new home and condo market changed in Pemberton's years in business?

A The ever-increasing population within the Greater Toronto Area, largely as a result of immigration and an influx from rural areas, combined with government legislation such as the Places to Grow Act, has meant the market for condominiums has really come into its own within the last two decades. Condos are now widely accepted as a desirable form of home ownership among GTA residents.

We believe that there will continue to be a trend toward smaller, more efficient suites that meet the needs of a spectrum of the market from first-time purchasers to empty nesters. We are seeing more and more young families choosing a condo as the place to raise their families, and the luxury market, while narrower, remains strong.

Q What are buyers looking for today that's different from a decade ago?

A Condo buyers are still looking for value and attractive designs in a choice of layouts, but are now seeking a destination that speaks to the lifestyle they want to live, where the neighbourhood can become a primary part of their living and entertaining space. Pemberton continues to develop fully integrated master-planned communities near amenities buyers want, as well as infill projects in established urban neighbourhoods.

Q Where do you think the market is heading in the next five or 10 years? Do you see any new trends emerging?

A Along with the smaller average suite sizes comes the inclusion of space-saving appliances, which have been trending toward smaller European-style sizes and higher operation efficiencies. As well, furniture manufacturers continue to design multi-purpose space-conserving solutions for condo dwellers. Lastly, our industry will continue to be sensitive to energy consumption and the need to protect the environment through the use of state-of-the-art systems, and services such as auto-share, etc.

Q Are there any locations or neighbourhoods you expect to emerge as the next big thing?

A People will continue to demand housing options in all areas of the GTA. We will continue to focus on providing desirable communities, especially in locations that have access to existing public transit or are earmarked for future transit hubs.

National Post



SkyCity in Richmond Hill.



A light touch

White-on-white design lets the art take centre stage at 155 Redpath *By Lisa Van de Ven*

Warning: drink red wine in this unit at your own risk. The model suite at 155 Redpath is uncluttered, contemporary and cool, and also features a whole lot of white. "It's designed for someone who's very urban, who reads a lot and collects art," says Johnson Chou, who used simple but sleek furniture in the 714-square-foot suite. The largely white aesthetic keeps eyes focused on more dramatic elements like the art. "The key is allowing the space to breathe, and to reduce visual and physical obstructions," says the interior designer of Johnson Chou Inc. Suites at 155 Redpath, by Freed Development and CD Capital, range from 396 to more than 1,403 square feet and from the mid-\$200,000s to more than \$1-million. The sales office is located at 2239 Yonge St., Toronto, and open Monday to Wednesday from noon to 6 p.m., Thursday from noon to 7 p.m., Friday from noon to 6 p.m. and weekends from noon to 5 p.m. Call 416-996-4837 or visit redpathcondos.com.

1 A white sofa does little to draw eyes away from the vibrant art above: an original painting from artist Ivo Stoyanov. Called *Vivid Blue*, the splash of colour appears even brighter for its neutral surroundings. "We wanted the art to really stand out," says Mr. Chou.

4 "To balance the sleek forms and white materials, we wanted to suggest something with a bit more texture and colour," the designer says. And that's why he opted for these engineered hardwood floors throughout, which bring a rustic finish to the space. "They add warmth," he says.

2 If you think this coffee table looks like nothing but a simple slab of Carrara marble, you wouldn't be far off. It was chosen for its simplicity: "It's very minimalist, low and unobtrusive," says Mr. Chou, who topped it with bowls from Kiosk. "They're quite beautiful and textured."

5 The leather headboard of this custom-designed bed is surrounded in fluorescent lighting, giving it what the designer calls an "ethereal quality." Nightstands are built onto the white platform bed, which is covered in white textured sheets. The one splash of colour: a gold accent pillow from Elte.

3 In the kitchen, a custom-designed table of Corian and white steel is paired with Knoll's Saarinen Executive Side Chairs, also in white. A sculpture from Kiosk adds interest, but not colour, to the tabletop. "It's vertical, so it brings your eyes up to the light above," Mr. Chou adds.

6 Bookshelves help create character in the master bedroom, surrounding the bed to line an entire wall of the space, and flowing with the closet's built-in shelving. "It lends to the drama," Mr. Chou says. "Most people wouldn't expect doing something like this, and certainly not to this scale."

FOR SALE



Price range: \$284,490 to \$390,490
Location: Winchester Road East and Simcoe Street North, Oshawa

KINGMEADOW

The low-rise project is located on the 160-acre site of a former horse farm and will feature Craftsman-style designed homes.

Builder/developer Minto
What's new Construction is underway on the first phase.

Building Detached homes and townhouses

Suites Two- and three-bedroom layouts

Size Townhouses range from 1,108 to 2,020 square feet and detached homes range from 1,676 to 3,502 square feet.

Occupancy March 2014 to February 2015

Features Homes will have front porches, optional nine-foot ceilings and finished basements in the townhouses.

Amenities Close to golf courses and green spaces

Standouts Homes are being built to Energy Star standards.

Sales office Located at 2361 Simcoe St. N., Oshawa. Open Monday to Thursday from noon to 7 p.m. and weekends from 11 a.m. to 6 p.m. Call 289-634-1005 or visit mintokingmeadow.com.

L.V., National Post



Price range: Starting from the mid-\$500,000s
Location: Burnhamthorpe Road and Confederation Parkway, Mississauga

THE TOWNS AT PARKSIDE VILLAGE

The Towns at Parkside Village, designed by EI Richmond Architects, is a new collection of 68 townhouses.

Builder/developer Amacon
Building Three-storey townhouses

Suites Three-bedroom layouts

Size 1,676 to 1,990 square feet

Occupancy 2015

Features Nine-foot ceilings, wide-plank engineered hardwood on the main floor; Berber carpeting upstairs, Energy Star appliances and quartz kitchen countertops.

Amenities The townhomes will share a park, with the amenities close by, including the Living Arts Centre.

Standouts The townhouses will have both a ground-level patio and a rooftop terrace.

Sales office Located at 465 Burnhamthorpe Rd. W., Mississauga. Open Monday to Thursday from 1 to 7 p.m. and weekends from noon to 5 p.m. Call 905-273-9333 or visit lifetown-parkside.com or thetowns.ca.

L.V., National Post

MORTGAGE RATES 28.08.13

Rates are subject to change. Selection of financial institutions may vary weekly. Figures supplied by Fiscal

	Variable rate	6months	1yr	2yr	3yr	4yr	5yr		Variable rate	6months	1yr	2yr	3yr	4yr	5yr
BANKS								TRUST LOAN							
ATB Financial	2.60	4.00 - 6.30op	2.94 - 6.30op	2.89 - 6.50op	2.99	3.29	3.79	Effort Trust	n/a	4.45 - 6.30op	3.25 - 6.30op	3.60	3.90	4.50	4.95
Alterna Svgs/Alterna Bk	2.85	4.00 - 6.30op	3.05 - 6.30op	3.09	3.09	3.24	3.31	Home Trust Company	2.70	3.95	2.89	2.89	3.09	3.24	3.54
Bank of Montreal	3.10	4.00 - 6.30op	3.14 - 6.30op	3.14	3.75	4.54	3.79	Investors Group Trust	n/a	4.20 - 6.50op	3.14 - 6.30op	3.14	3.75	4.54	5.14
Bank of Nova Scotia	3.00	4.55 - 6.45op	3.75 - 6.50op	2.79	3.99	4.39	3.79	MTC	3.00	4.55 - 6.45op	3.75 - 6.50op	2.89	3.99	3.29	4.99
Canadian Western Bank	-	4.00 - 6.45op	3.14 - 6.30op	3.14	3.75	4.54	5.14	OTHER							
CIBC	3.00	6.70op	3.09 - 6.35op	3.14	3.19	3.59	3.89	Airline Financial C.U.	4.00	-	3.01 - 6.25op	3.10	3.33	3.65	3.99
Equitable Bank	-	-	3.14	3.14	3.95	4.74	5.34	Comtech Credit Union	2.79	6.60 - 8.40op	2.99 - 9.00op	3.25	3.29	3.19	3.14
HSBC Bank Canada	3.00	4.45 - 6.20op	2.70 - 6.35op	3.95	3.13	4.99	3.49	DUCA Credit Union	3.00	4.50	3.10 - 5.75op	3.15	2.97	3.24	3.29
ICICI Bank Canada	3.05	-	3.15	3.65	3.64	3.69	3.89	First National Fin. LP	-	3.95	2.99	2.79	3.09	3.24	3.59
ING Direct	2.75	-	3.00	3.09	3.09	3.29	3.79	FirstOntario C.U.	2.70	6.34op	3.09 - 6.34op	3.14	3.44	3.39	3.59
Laurentian Bank	n/a	4.40 - 6.70op	3.14 - 6.30op	3.19	3.95	4.74	5.34	Industrial Alliance/IAP	-	-	3.00	3.14	3.55	4.39	5.04
Manulife Bank	3.00	4.45	3.00 - 4.00op	3.25	3.30	3.40	3.49	Luminus Financial	2.95	-	2.96 - 3.95	2.96	2.95	3.05	3.35
MonCana Bank	-	-	3.59	3.65	3.69	3.69	3.79	MCAP	2.70	-	3.60 - 7.00op	3.95	4.35	4.89	5.14
National Bank	n/a	4.40 - 6.70op	3.14 - 6.30op	3.14	3.95	4.74	5.34	Meridian Credit Union	2.85	4.45	3.10 - 6.30op	3.14	3.55	3.19	3.29
President's Choice Finan	3.00	-	-	3.15	3.49	3.69	3.99	PACE Savings & C.U.	-	4.00 - 6.70op	3.14 - 6.30op	3.14	3.75	4.54	5.14
Royal Bank	3.00	4.00 - 6.30op	3.14 - 6.30op	3.14	3.95	3.59	3.89	Parama Credit Union	2.85	-	2.90	2.69	3.10	3.25	3.25
TD Canada Trust	3.00	-	3.09 - 6.30op	3.14	3.65	3.29	3.79	Teachers Credit Union	4.00	4.45 - 6.30op	3.10 - 6.50op	3.09	3.09	3.19	3.29

*Also offer 7- to 10-year mortgages. op = open mortgage. n.a. = not available from company. ro = renewals only dashes (-) mean companies not quoting at present.