

CONDO LIVING

NEIGHBOURHOODS



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Yorkville becomes the place to live

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Special to QMI Agency

Yorkville has come a long way since the advent of the Yonge Street subway line transformed this desolate corner of Toronto's downtown into the prestigious retail and cultural centre that it is now.

Once frequented by the likes of Joni Mitchell and Neil Young, the eclectic little village north of Bloor Street was a cultural hotspot for Toronto's thriving bohemian scene in the 1960s.

Major changes began to take place a decade later as the beat-generation coffee houses made way for a new wave of upscale, international designer boutiques like Holt

Renfrew and Louis Vuitton. The area became known for its world-class eateries and luxurious five-star hotels.

But the real story of today's Yorkville lies in the recent flurry of residential development throughout the neighbourhood. Projects such as the Camrost-Felcorp conversion of the iconic Four Seasons' hotel building into the New Residences of Yorkville Plaza usher in a new era for "The Village". A new level of urbanization aims to refresh the city's most elite district.

The Minto group has launched a new residential address in Yorkville, situated at the celebrated intersection of Bellair and Cumberland. The Minto Yorkville Park condominium residences will

redefine an iconic entrance-way to Yorkville. The building will be located adjacent to the landmark Village of Yorkville Park, a unique series of inner-urban gardens located on the south side of Cumberland Street.

Boasting an impressive walk score of 100, Yorkville Park will offer unparalleled access and convenience. "The neighbourhood is definitely growing up and maturing," says Amanda Wilson Watkins, VP of marketing and sales for Minto. "We are seeing some larger, more well-known restaurants come into the area. Buca is a great example of that, which just opened on the corner nearby."

Demand for the project has been exceedingly high, says

Wilson Watkins. "On November 15, we'll be launching to a wide group of people that have expressed an interest in the new project. We have about 2,000 people on our registration list that are going to be coming in. It's unparalleled. We have not seen this level of interest for a high-rise, to my knowledge, ever in Minto's history, so I think it speaks well to the location and prestige of the project."

Climbing 25 storeys, residences in the sky will offer views of the city, while boutique units on lower floors will overlook the park and provide access to the 5,700 square feet of retail space below, housing the high-end boutiques and restaurants that have made Yorkville

famous.

Interiors crafted by IBI Group Architects embrace geometric flourishes, with subtle curves, textured stone, and antiqued gold layered throughout. "The building has an Art Deco feel definitely in keeping with a boutique style of building," says Wilson Watkins. "Something that you would see from years past. We definitely tried to look after all the details that potential customers have told us are important to them with the level of fit and finish."

Showcased in the sales centre, the kitchen and bathroom vignettes complement dynamic floor plans that encourage purchasers to imagine their refined Yorkville lifestyle. The kitchen

features a chic lighting sculpture overhanging a custom-built island, while the cooktop and a paneled fridge and dishwasher disappear from view. Fully-customizable designer palates cater to the purchaser's unique taste, casting polished chrome against quartz countertops and cabinetry of matte wood grain or solid finishes. Bathrooms are appointed with polished stone and porcelain, adorned by gold faucets and accessories.

From the word-class restaurants like neighbouring Sassafras along Cumberland and Sotto Sotto on Avenue Road, to the high-fashion retail on Bloor Street's Mink Mile, the recipe for a luxurious lifestyle abounds.