

COVER STORY



Losani's Park Avenue is sold out, and Madison, a second neighbourhood, will be opening soon with two-storey and 3-storey urban towns.

More to Hamilton than meets the eye

Convenient, stress-free living attracting homebuyers to city's east end

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Losani Homes' Central Park marks the beginning of one of the largest and most innovative master-planned communities in Canada. The ambitious, multi-year project is located in East Hamilton, comprised of several distinct neighbourhoods named after well-known localities in New York City, the next being Madison, following on the success of the first called Park Avenue.

The new community is attracting a lot of interest from purchasers looking to move west from Toronto. Park Avenue is now completely sold out of its elegant freehold townhomes and detached homes on 33- to 50-ft. lots, adjacent to the 78 hectares of protected parkland of the Eramosa Karst Conservation Area. Coming soon, Madison will offer two-storey and three-storey urban towns.

The City of Hamilton is currently undergoing a remarkable urban transformation into a new centre of culture, technology and the arts in the GTHA. The region is a hive of development activity, says Fred Losani, CEO of Losani Homes. "There isn't an old building that you can buy any longer for the purpose of building a new loft residence. It's very hard to find a corner to be able to build a future condo building."

It's a testament to the popularity of the region, says Losani. "I've never heard the kind of attention being paid to Hamilton as I have in the past 6 to 8 months. The art scene and the music scene, the cultural scene in the downtown that's happen-



Fred Losani, CEO of Losani Homes recently took guests on a helicopter tour of the Central Park community.

ing, it's unbelievable."

Hamilton has been known for generations as Canada's steel capital. It is often only glimpsed by out-of-towners from the Burlington Skyway Bridge, giving the impression that the city is comprised entirely of smoke stacks and smelters.

"It was always overlooked by virtue of the fact that you saw the industry at the QEW and that ended up defining the municipality," says Losani.

"If you look beyond what most people see, from the thin end of the wedge along the Burlington Skyway, what you don't see is the abundance of conservation lands and these great little getaways and hidden gems that exist throughout the escarpment area."

Central Park was designed from the outset with nature, walkability and convenience in mind. With an eco-trail promenade that runs through the property, a wide range of neighbourhood amenities including the Power Centre, as well as a Sobeys, Home Depot and Star-

bucks, are all within walking distance.

For people exasperated with Toronto's traffic, Central Park borders conveniently on the Lincoln Alexander Parkway and the new Red Hill Valley Parkway extension.

"When they finished the expressway extension, two days later I got right on the Red Hill and I ended up in Burlington in 12 minutes," says Losani. "I live in Grimsby and I could go home immediately. It's stress-free."

From statistics published by the Realtor's Association of Hamilton-Burlington, prices for freehold homes increased by 22.2 per cent from December 2015 to December 2016 with the average price being \$455,460. Losani's prices represent excellent value when compared to GTA homes. For example, the average price of a detached home in Mississauga in December 2016 was \$1,114,177, according to TREB's December 2016 Market Watch report.



An aerial view of the Losani Homes Central Park community in Hamilton, Ontario. Photo by Duncan McAllister

Losani's customer-focused approach extends to accommodating special requests. "We are prepared to work with individuals to customize a home. We'll put an elevator in a townhouse. We'll make a home completely accessible for someone with specific needs," says Losani.

Losani abides by a tried-and-proven philosophy to give buyers what they want. "In our family we understand construction. Philosophically, we believe you offer greater choice and separate yourself from your competitors by giving people more. It's taking that path less traveled, and that's always been what makes us different."

To learn more, visit mycentralpark.ca



Central Park is located near the par-72 King's Forest Golf Course.