

Mad men invade Liberty Village

Neighbourhoods.

Former industrial lands now home to an estimated 3,500 people — and growing



CONDO TRENDS

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Liberty Village, the former industrial lands west of the downtown core, is now considered Canada's Madison Avenue, as 75 different advertising and marketing agencies have moved into the area.

The area was originally the site of Toronto's Central Prison. The old prison chapel still sits on the corner of Liberty Village Park. A lot has changed since those days. Currently, there are seven new towers under construction and proposals for more upcoming projects.

Liberty Village is like a city in and of itself, divided along Atlantic Avenue, with an employment zone to the west and a residential zone to the east. This thriving sector of Toronto's downtown boasts 450 companies that are listed in the business directory of the Liberty Village BIA.

Michael Camber is a Liberty Village resident and co-founder of the Camber Walden real estate group. He says the area is experiencing explosive growth.

"Liberty Village started off with a few townhouses and then a couple of buildings and people got used to that feeling. But now all of a sudden, it's an area under immense development. The density is already pretty high."

There's an estimated 3,500



The new Plaza Corp. development going into Liberty Village is called King West. HANDOUT RENDERING

people currently residing in Liberty Village. This is expected to nearly double over the next 12 months as the five condo projects under construction are completed.

There are currently six condo towers that are occupied in the neighbourhood and two loft buildings. In addition, the Liberty Village Towns project has 450 stacked townhomes.

Add to that the three Plaza Corp condo towers currently under construction, two new Canalfa towers, plus Liberty Place, a 32-storey tower and Liberty on the Park at approximately 15 storeys. All this construction adds up to an increase in population of up to

A commercial hub

According to the Liberty Village BIA business directory, the area is home to an extensive range of companies:

- 75. Companies which are advertising and marketing agencies
- 30. Computer and IT services firms
- 30. Film and TV production

companies

- 15. Clothing and fashion design firms
- 12. Architectural design firms
- 11. Music and entertainment firms
- 7. Companies involved in publishing

6,000 residents.

With all this change, the community is not without a

few bottlenecks. "It's definitely going through its growing pains because of construc-

tion," says Camber. "We often talk about the traffic situation down in Liberty Village already being at capacity and when the population is only about half of what is going to be in the next 12 to 18 months, there's talk of there having to be some sort of reassessment as to how much driving the people are going to be able to do in and out of Liberty Village."

But the pros outweigh the cons, says Camber.

"Liberty village has a lot to offer: people looking for starter housing, first-time buyers and landlords looking for rental income. I do believe that it serves a great purpose for these types of people."