

The director's cut of condos

The project overview

Toronto film buffs will appreciate this unique development which includes VIP access to the TIFF Bell Lightbox theatre.

Daniel's Cinema Tower sets the scene for a lifestyle in the heart of Toronto's entertainment district.

The new tower will rise 43 storeys, with occupancy estimated for spring of 2013.

● DUNCAN MCALLISTER

Location and transit

Cinema is conveniently located between the King and Queen TTC streetcar lines, and close to the St. Andrew subway station.

Residents can walk just about anywhere downtown — the central financial district is only five minutes away.

And commuters are close to the Gardiner Expressway.

Five-year mortgage rates

FIXED		VARIABLE
5.39%	BMO	2.85%
5.39%	CIBC	2.85%
5.49%	HSBC	2.80%
3.99%	ICICI	2.35%
3.89%	ING	2.25%
5.39%	RBC	2.80%
5.39%	SCOTIA	2.50%
5.39%	TD	2.85%
3.89%	BROKER	2.05%

RATES MAY VARY BY PROVINCE. RATESUPERMARKET.CA FOR THE BEST RATES IN YOUR AREA.

In the neighbourhood

Steps from TIFF Bell Lightbox and all the sights and sounds of Toronto's entertainment district.

This unique downtown locale will appeal to young, aspiring urbanites who will enjoy a broad selection of restaurants, nightclubs and cafés, as well as superb shopping along Spadina Avenue.

Meet the condo

- ▶ **WHAT:** Cinema Condominiums
- ▶ **BUILDER:** Daniels
- ▶ **LOCATION:** 21-31 Widmer St.
- ▶ **WEBSITE:** cinematower.com
- ▶ **PHONE:** 416-203-2020
- ▶ **SIZES:** 420 to 1,500 sq. ft.
- ▶ **PRICING:** From mid \$350,000 to over \$1M

Building amenities

Planned is a 12,000 sq. ft. amenity space with an oversized terrace on the north side and a sun deck on the south side of the tower. Recreational facilities are to include a double-height, multi-sport gym featuring a full basketball court, a steam room and hot tub, and an exercise room. Residents can watch the latest blockbusters in the state-of-the-art screening room.



▶ Your ticket to film-inspired living: Residents of Cinema Condominiums will have an exclusive connection to the TIFF Bell Lightbox.

Real news. Toronto

Open House, Condos at 2603 Bathurst St., two suites, June 11-12 from 12-5 p.m., Call 416-923-4621

Treviso Phase II, Now Open, Dufferin and Lawrence, Call 416-787-8882 or visit lanterradeldevelopments.com to register

Open House, Churchill Park in Forest Hill, 336 Spadina Rd., several suites, June 11-12 from 12-4 p.m., Call 416-960-9995

Open House, London Condos at 38 The Esplanade, Suite 606, June 11-12 from 2-4 p.m., Call 416-489-2121

Grand Opening, The Terrace on Danforth, 3520 Danforth Ave., Visit libertydevelopment.ca or call 416-987-7575 to register.

● DUNCAN MCALLISTER

VANCOUVER PARALLELS TORONTO CONDO SCENE

ROOFTOP SURFING



STEPHEN DUPUIS
HOME
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Buyers camped out for days in front of one sales office. Controlled entry into a sales event at another newly opened project?

Just a routine day on the Toronto condo scene, right?

Actually, I witnessed both of these things in Vancouver, B.C., on a BILD-led housing study tour of that market last week.

Over the course of two days in Vancouver, we toured most of the city's top new condo projects and heard from Vancouver market experts.

It was all part of an annual expedition to uncover new ideas in condo design and marketing.

Vancouver was selected because of its robust condo market as well as the Olympic Village housing development, which Toronto developers with an interest in the Pan-Am Games housing bid were particularly interested to learn about.

As it happens, we did come across a project in Richmond where people were already camped out, even though the project wasn't opening for another two days.

Projects in Richmond are all doing quite well based on affordability (compared with downtown Vancouver) but also thanks to the new SkyTrain link to the airport.

I really think we need to start connecting the 416 with the south 905

the way Vancouver is doing it.

At a downtown Vancouver project, we encountered a full-blown private sales event unfolding before our eyes, with buyers snapping-up units in a very distinctively-designed new building.

I have to say that as much as I have boasted about the quality of our condo design and the sophistication of our high-rise marketing machine, developers and their designers and marketers in Vancouver are exceptional at what they do there as well.

Where Vancouver does trump Toronto is on their hockey team. Go Canucks! STEPHEN DUPUIS IS PRESIDENT AND CEO OF THE BUILDING INDUSTRY AND LAND DEVELOPMENT ASSOCIATION (BILD) AND CAN BE FOUND ON TWITTER (TWITTER.COM/BILDGTA), FACEBOOK (FACEBOOK.COM/BILDGTA), YOUTUBE (YOUTUBE.COM/BILDGTA) AND BILD'S OFFICIAL ONLINE BLOG (BILDBLOGS.CA).