

# CONDO LIVING

## ON SITE



# Imagine off to a rousing start

**DUNCAN MCALLISTER**  
Special to QMI Agency

Lots of excitement and plenty of people marked a banner event for the Imagine VIP condo launch last weekend.

A steady crowd flowed through the sales presentation centre, as was expected due to the large number of registrants who had signed up for insoho developments' latest Scarborough mid-rise project.

There were couples, families, children, babies, balloons and a full parking lot. "It's crazy here. There are lots of people coming in and it's busy, busy, busy," said insoho chief Ron Herczeg who was on hand to cut the ribbon alongside ward 35 city councillor Michelle Berardinetti.

Although not yet open to the general public, the VIP weekend gave early bird registrants an opportunity to tour the newly-opened model suite, examine floor plans and displays and view a video featuring what's in store for the site. The furnished model provided a real sense of the

spacious, contemporary feel of the interior designs. The suites echo the European modernist-inspired design of the building: a four-story boutique mid-rise with a sophisticated look and feel.

There are plans for a stunning contemporary lobby, a rooftop terrace with barbecues overlooking green spaces and a party lounge with fireplace and kitchenette for private gatherings. The suites will consist of one, two and three-bedroom plans, some with dens and powder rooms. Lofty nine-foot ceilings compliment the spacious, airy, light-filled rooms. The kitchen and bedrooms are finished with designer-selected laminate flooring. Foodies will love the bistro-styled kitchens complete with four stainless steel appliances and subway tile backsplashes.

Master bedrooms include roomy closet storage with his-and-her designs, custom-designed wood grain and smooth-sliding closet doors. The suites with dens are ideal for home offices or media rooms and the units



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will have generous balconies or terraces. Suites have individually controlled heat and air conditioning and individually metered water use.

Imagine is nestled within an established community surrounded by a wide array of amenities. Residents will enjoy close proximity to the Scarborough Town Centre with myriad shops, theatres, and services. Young families can take advantage of the surrounding bike trail system, the Rosetta McClain Gardens and the spectacular Scarborough Bluffs. According to

ists will have the convenience of choosing between the 401 and Kingston Road which are just minutes away.

Imagine has a very affordable entry-level price point, favourable to first-time buyers and young families. The price of the condo includes a parking spot and locker. "It's less than rent," says Herczeg. "It's a very attractive price point. You come in here and you pay for the unit and you have no other expenses." And at 38 cents per square foot, Imagine has some of the lowest maintenance fees in the industry. "You're probably at 20 per cent lower than the average condo product."

"We've been building in Scarborough for close to 15 years now and we've built some award-winning projects and this is the next one," says Herczeg. insoho developments draws on a rich 40-year legacy of creating communities that thrive in the context of their neighbourhoods. They are known for creating exciting new urban developments like the historic Malt-house and Olde York Village in Corktown.

Herczeg, to live at Kennedy and St. Clair means you're five minutes from the lake and five minutes from highway 401. "One of the reasons we are so excited about this project is the site is so well located to so many wonderful amenities."

Commuters will have several transportation options close at hand. The location boasts one of the best transit hubs in the city. It's a short walk from the Scarborough GO rail station and nearby are the Kennedy and Warden TTC subway stations. Motor-

## FAST FACTS

**LOCATION:**  
Kennedy and St. Clair in Scarborough

**DEVELOPERS:**  
Insoho Developments

**SUITES:** One, two and three bedroom plans, some with dens and powder rooms

**SIZES:**  
From 477 sq. ft. to 962 sq. ft.

**PRICE:**  
\$179,900 to the mid-\$300,000s

**INFORMATION:**  
Sales centre: 416-367-7303

**WEBSITE:** insoho.ca

**HOURS:**  
MONDAY TO THURSDAY  
1 to 7 p.m.,  
WEEKENDS AND HOLIDAYS  
11 a.m.-6 p.m.,  
FRIDAYS CLOSED