

Urban oases that are “different by design”

Design-conscious Context Development changing downtown living and enhancing Toronto’s communities

Toronto boasts one of the most stunning and architecturally diverse skylines of any city in North America. Innovative creations of steel, concrete and glass rise majestically above its horizon.

The architects who designed these structures are amongst the best in the world. But have you ever wondered where many of them choose to live?

“In just one of our buildings, I counted over 20 designers and architects who are residents,” says Stephen Gross, Partner, Context Development Inc.

In just five years, a relatively short time in the building industry, the company has carved out an enviable niche as the developer of choice for design-conscious consumers who want to be close to all the amenities of downtown living, while at the same time enjoying a quiet escape in spacious suites.

“Our buildings respond to the needs of the individual communities,” says Gross’s Partner and former City of Toronto Chief Planner Howard Cohen. “All of our developments are located in established neighbourhoods, close to everything that residents want or need.”

Downtown expertise

“We have a real feel for the downtown core and create architecturally striking, non-traditional buildings that complement and even enhance the communities in which they’re built,” he adds. Cohen pointed to several existing Context properties as examples.

Twenty Niagara is a 22-unit condominium situated on an intimate urban park. It features large terraces and customized suite designs and was recognized with a Toronto Architecture and Urban Design Award of Excellence in 2001.

Another award-winning project, **Upper East Side Riverdale**, is a 78-unit townhouse project in the Pape and Danforth area that has beautiful streetscapes and architecture reflecting the Riverdale neighbourhood.

Kensington Market Lofts, a 145-unit conversion of the former George Brown College Campus, is a rare example of a true loft conversion located in a vibrant community and received a City of Toronto Award for Adaptive Re-use in 2000.

The **District Lofts** at Richmond St. W. & Spadina – a 14-storey, twin-tower, 148-unit condominium – has become a landmark building with its interior courtyard and glass corridors.

The 70-unit **Ideal Condominium** at College and Markham Streets is a gateway to Little Italy and blends perfectly with the many surrounding historical facades.

Home is a limited edition of 45 terraced residences overlooking High Park that offer country views in the city. The project recently

already sold.

Context’s Different by Design slogan is also reflected in its suite interiors as well as its building design.

The company believes that good architecture is conceived from the inside out.

Many of its condos feature two-storey suites and “through” suites with

Spire is awe inSPIREing

Context Development’s three most recent projects are true masterpieces. They include **Spire**, **Tip Top Lofts** and **Radio City**.

As you read this, sales have just begun for Spire, a breathtaking 45 storeys of glass and steel reflecting the sky, surrounding parks and, of course, the magnificent gothic spire of St. James Cathedral.

Located at Church and Adelaide, it’s close to shopping and restaurants of historic St. Lawrence Market as well as the business towers of Bay St.

Buyers can expect the typical Context amenities, including balconies with panoramic views of the city and exceptionally finished suites. But Spire will also feature exclusive fitness and recreational facilities. At press time, 320 units were up for sale.

Tip Top Lofts are a unique conversion of the historic Tip Top Tailors building that was a Toronto landmark for so many years. Built in 1929 as a garment factory, it’s located at Lakeshore Rd. and Stadium Blvd.

Many of the building’s fine Art Deco features have been restored, which adds even more elegance to this charming waterfront condo.

Suites vary from 450 sq. ft. to 2,000 sq. ft. and there are more than 50 floorplans to choose from, including double-storey loft spaces, mezzanine units and penthouses with 14-ft. ceilings, balconies and terraces. At press time, about 50% of the 230 suites were sold out.

Radio City features two high rise 25-storey and 30-storey towers. Now under construction on the former CBC Studios’ site on Jarvis south of Wellesley, each suite has wood floors, balconies, floor-to-ceiling windows, excellent city views, and other amenities you’d expect to find in a Context home. At press time, about 30 suites were still available.

“Our residents want to maintain the connection to the neighbourhoods in which they live,” says Cohen. “This, along with innovative building design, has been our focus every step of the way, and, I believe, the reason for our success in the downtown core.”

“In short, our suites are for people whose world does not end at their front doors.”



320 Spire suites remaining at press time



115 Tip Top suites remaining at press time



SPIRE
the condominium



Radio City



Tip Top Lofts



won a Design of Excellence Award from Canadian Architect Magazine. All suites feature floor-to-ceiling windows.

MOZO (Modern Living Zone) is a 15-storey, 150-unit condominium now under construction at King & Sherbourne Streets. More than 80% of the units are

Awe in-SPIRE-ing might be the best way to describe “Spire” (above), Context’s latest project at Church and Adelaide opposite historic St. James Cathedral. Lofts in the restored Tip Top Tailors building (right) at Lakeshore and Stadium Rd. feature 13-ft.-high ceilings. Radio City (left), on Jarvis south of Wellesley, boasts wood floors, floor-to-ceiling windows, a balcony and great city views.

double views. Some even have direct-to-suite elevator access.

Balconies, fireplaces, terraces, custom kitchens, a wide

range of finishes – Context’s goal is to create relaxing, state-of-the-art living spaces tailored to the specific tastes of each individual buyer.

For more information on Context Development Inc. homes, please visit www.context.ca