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Making history in Mississauga

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Mattamy Homes received the highest numerical score in the Greater Toronto Area (GTA) in the proprietary J.D. Power and Associates 2006-2008 Canadian New Home Builder Customer Satisfaction Study™. 2008 study based on 4,518 responses from homeowners in the GTA, measuring 20 home builders and measures opinions of consumers closed on their new homes January-December 2007. Proprietary study results are based on experiences and perceptions of consumers surveyed in March-May 2008. Your experiences may vary. Visit jdpower.com.

COVER STORY

Making history in Mississauga

Representatives from Amacon flank Mississauga Mayor Hazel McCallion at the grand opening of Parkside Village.

On a recent evening, hundreds of purchasers, friends, special guests and members of the media joined Amacon executives to officially open Mississauga's first truly urban village – a dynamic new residential community in the downtown core, at the City Centre, called Parkside Village.

"It's history in the making," boasts Parkside Village's Debbie Cosic, principal with In2ition Realty. "More than just another condo, Parkside Village is redefining the city in which it's located. A development unmatched in its impact on urban planning, unparalleled in its influence on how people live."

To help demonstrate the significance of the Parkside Village opening, its impact and influence on the City of Mississauga and its approach to residential development, the grand opening featured a special ceremony designed to permanently mark the significance of the day: Mississauga Mayor Hazel McCallion set her hands in concrete, creating the first installation of the Amacon-supported Mississauga Walk of Fame.

"There is no more fitting citizen of Mississauga than Mayor McCallion for this initial honour, and no more fitting place for the

Walk of Fame than at Parkside Village," says Amacon's vice-president, Lilliana L. Di Franco. "The Walk of Fame will have a permanent position within the site, and we anticipate, as more and more names and handprints are added, that this will become a very special tribute to the Mississauga's most celebrated and distinguished citizens."

Celebrating her 30th year in office, Mayor McCallion marvelled at how far the city – and the Parkside Village site – has come, noting, "I could look out my office window in my earliest days as mayor and peer directly at this site. In those days, however, it was a farmer's field home to hundreds of cows.

"Today we share a new vision for the site with Amacon, and see it not inhabited by cows but by people – more than 6,000 of them, living, working and playing in the heart of Mississauga."

Parkside Village is expected to feature approximately 6,000 high-rise, mid-rise and townhouse units in an 11-block pedestrian-friendly development with retail and public spaces.

"We had a vision for Parkside Village to create a neighbourhood unlike any other in the GTA," says Di Franco. "We committed to creating the city's first true urban village, and the response to this commitment has been over-

whelming. From the media to the urban planners and from the politicians to the homeowners, people love this new approach."

In fact, given the demand demonstrated prior to the grand opening from VIP registrants and brokers, Amacon released its first and second towers simultaneously.

Although a good selection of units is still available at the 45-storey Grand Residences tower, the 36-storey Residences at Parkside Village building is nearly completely sold out.

Units in both buildings will range from 510-square-foot one-bedroom designs to 1,250-square-foot two-bedroom-plus-dens. Prices start at just \$199,900 and climb up to the mid \$500s. All suites feature soaring 9- or 10-foot ceilings, wide-plank hardwood flooring in living and dining rooms and granite countertops in the kitchens, plus much more.

Amenity spaces at Parkside Village will include a lap pool with sunbathing deck, active green space called the Skylawn, BBQ and dining area, a fireside lounge and an outdoor observatory area for stargazing. Within the buildings, residents will enjoy a gaming lounge, music room and fully equipped show kitchen with wine bar and cellar. The 50,000 square feet of recreation, relaxation and rejuvenation space was



designed by the renowned team at Chapman Design Group.

"The possibilities for enjoyment will be endless," says Di Franco. "We've provided something for everyone – gamers, musicians, gourmet chefs, even our four-legged friends," she adds, pointing to designs for the condo's "pooch patio."

"Our doggy-friendly approach, like our commitment to creating a

mixed-use community and our desire to provide a wide range of amenities, comes from a deep insight into how today's buyer wants to live," says Di Franco. "It's this unique understanding that has shaped our plans for Parkside Village and that has brought us to the point where we are making history."

-Amacon

FAST FACTS

Location: Mississauga

Builder: Amacon

Prices: Starting at \$199,900

Features: 9- or 10-foot ceilings, wide-plank hardwood flooring in living and dining rooms, granite kitchen countertops and much more.

To see for yourself: Visit The Residences at Parkside Village at www.lifeatparkside.com or call 905-273-9333.