

cover
story



Whitehaus

Award-winning developers' newest condominium set to rise on landmark location

FROM MIDTOWN TO the Entertainment District, and from Yorkville to Liberty Village, Lifetime Developments is known for selecting prime sites in Toronto's best neighbourhoods for its development projects.

But no list of the city's best 'hoods would be complete without including the Yonge and Eglinton neighbourhood.

Undergoing its own dramatic transformation and boasting an energy that rivals the downtown core, it's no surprise that Lifetime and its partners at Knightstone

Capital Management selected the burgeoning Yonge and Eglinton neighbourhood for their newest site, Whitehaus Condominiums.

"While the neighbourhood is an important consideration when deciding where to purchase a condominium, a distinctive address can go a long way," says Brian Brown, vice-president, Lifetime Developments. "No location offers more cache, value or status than a Yonge Street address."

**Location**

Yonge & Eglinton

**Builder**

Lifetime Developments & Knightstone Capital Management

**Development**

Whitehaus Condominiums

**Home Type**

One- to two-bedroom-plus-den suites, townhomes

**Sales Centre**

175 Bloor St. E., North Tower, suite 300

**Contact**647.344.1520
whitehaus.ca

Claiming a landmark address in the heart of midtown, Whitehaus Condominiums will be located just north of Eglinton Avenue on the iconic Yonge Street.

"We were attracted to this project for its distinct location and wanted to design a unique building that would make a lasting impression on this world-famous street and our city's skyline," adds Brown.

Featuring architecture by Diamond Schmitt Architects and interiors designed by Cecconi Simone, Whitehaus will boast an architecturally-striking, all white exterior. The 29-storey tower will feature 358 residences, ranging in size from 377 sq. ft. to 1,140 sq. ft., priced from \$261,900. Suites are available in a variety of one- to two-bedroom-plus-den floorplans, and an exclusive selection of townhomes will soon be released.

To complement the canvas-like exterior, Cecconi Simone has designed the Whitehaus interiors to include vibrant splashes of colour. Boasting nine-ft. ceilings and floor-to-ceiling windows with spectacular views of the city, suites will feature spacious balconies and in-suite stacked washer and dryer. Contemporary kitchens will include custom-designed cabinetry by Cecconi Simone, quartz countertops, tile backsplash, and state-of-the-art



European-style kitchen appliances, including a stainless steel stove and microwave, a fully-integrated fridge and dishwasher, as well as a stainless steel undermount sink.

Whitehaus residents will have access to a wealth of amenities on the first floor including a private residents' lounge connected to an exterior gathering space, and a dog washing spa for residents with pets. The third floor will feature amenities that speak to personal expression, creativity and lifestyle, such as a fitness centre, event kitchen, a multi-purpose, creative artist studio and a ping pong lounge that opens to an expansive outdoor area that includes a dog run.

"Once built, a condominium is very much a reflection of the people who live there, and we designed the amenities at Whitehaus to allow residents the freedom to express themselves and live the way they want to live," says Brown. "Beyond

the amazing amenities at home, Whitehaus is also located in the heart of a vibrant and lively neighbourhood that will complement residents' lifestyle, no matter what their interests are."

Steps away from a wide selection of savoury restaurants and chic bistros, cozy cafes, lively bars, stylish retail outlets and lush community parks, Whitehaus and the surrounding Yonge and Eglinton neighbourhood will satisfy foodies, fashionistas and fitness buffs alike.

Whitehaus is located on the TTC's existing Yonge subway line, adjacent to the future Eglinton Crosstown LRT, making it easy and convenient for residents to get around the city.

For more information on Whitehaus Condominiums, go to whitehaus.ca, or call 647.344.1520 to book an appointment to visit the sales centre at Baker Real Estate (175 Bloor St. E., North Tower, Suite 300).