



Location

Avenue & St. Clair



Builder

Camrost-Felcorp



Development

Blue Diamond; Imperial Plaza



Home Type

Condo units, townhomes



Sales Centre

1499 Yonge St.



Contact

Blue Diamond:
416.925.2501
bluediamondcondos.ca

Imperial Plaza:
647.346.3799
imperialplazatoronto.com

Imperial Plaza community

Second phase of master-planned community, Blue Diamond, delivers more luxury residences

IMPERIAL PLAZA IS NOT just another typical condominium development.

Camrost-Felcorp's master-planned Imperial Plaza community, set atop the escarpment along St. Clair Avenue West, boasts the city's best views, and has become a new centre of gravity for Forest Hill and Deer Park, reinvigorating two of Toronto's most sought-after neighbourhoods.

The project began with the retrofit and restoration of the historic 23-storey former Imperial Oil headquarters at 111 St. Clair Ave. W. — "one of this country's greatest modernist buildings," says Camrost-Felcorp President and CEO, David Feldman — into a mixed-use luxury condominium. Imperial Plaza's grand restored marble lobby features the newly opened The Market by Longo's with Starbucks, and an LCBO, both prominently displaying on their walls the original building's iconic York Wilson's Story of Oil mural. "It's transforming the neighbourhood," Feldman says of the retail. "It's great to see everyone with smiles on their faces, and now you can get a bottle of wine at the same time as your groceries."

A second residential tower is under construction on the rear portion of the Imperial Plaza site, and next door Camrost-Felcorp has launched the



development's second phase, Blue Diamond, a 28-storey glass building that will incorporate parts of the historic decommissioned former Deer Park United Church, which has stood at the corner of St. Clair Avenue and Foxbar Road for a century. Designed by Diamond Schmitt Architects, Blue Diamond's tower will rise behind an open-air public courtyard enclosed by the original exterior walls of the 1913 building.

Residences at Blue Diamond range from 485 to more than 1,800 sq. ft. and are priced from the mid-\$300s. There will also be a collection of modern luxury three-storey townhomes on Foxbar, the quiet residential street along the property's southern side, previewing soon.

All buildings at Imperial Plaza are perched atop the escarpment that yields unrivalled panoramic views. In the 1960s, the Imperial Oil building's top-floor observation deck, 800 ft. above sea level, was Toronto's highest point.

Luxury and lifestyle are top priorities at Imperial Plaza, which has a 20,000-sq.-ft. shared amenity complex, Imperial Club, complete with state-of-the-art fitness centre, indoor pool and whirlpool spa, squash courts, yoga/pilates studio, golf simulator and sound-insulated music room.

The building has a tastefully landscaped courtyard, by Janet Rosenberg & Studio, with a furnished fireside patio and barbeques. Other



amenities include party room, screening rooms, a media lounge and multi-purpose games room. "Amenities here are the finest in the city," says Feldman, noting that Imperial Club occupies the entire footprint of the old office building.

Imperial Plaza's abundant on-site offerings make the project highly desirable for empty nesters and families alike. The community enjoys one of the city's best locations, bordering high-end neighbourhoods like Forest Hill and Moore Park, with top schools, great dining spots, chic or casual shopping options, and abundant green space. Best of all, the community is served by the St. Clair streetcar and two TTC subway lines just a short walk away.

Imperial Plaza's first phase is taking occupancy and select residences are available for sale, including the Imperial Suites (608 to 1,675 sq. ft.) and Imperial Lofts and Flats (710 to 1,160 sq. ft.). Prices range from \$474,900 to more than \$1.5 million. Meticulously designed by

The Design Agency, select suites feature 10-ft. ceilings, laminate plank flooring, and kitchens with stone countertops and integrated appliances.

"Imperial Plaza is the gold standard in luxury condominium living, and these residences represent the pinnacle of that unique experience," says Feldman, whose company is an industry leader with more than 35 years of experience developing landmark condominiums. "The community we're creating here celebrates an extraordinary past while helping to write the next chapter in an exciting future for this entire neighbourhood."

Call 416.925.2501 to book an appointment or visit the Blue Diamond sales centre at 1499 Yonge St. on Monday to Thursday between noon and 6 p.m.; or Saturday and Sunday between noon and 5 p.m. For more info on Blue Diamond, e-mail sales@bluediamondcondos.ca.