



IMPERIAL PLAZA

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Imperial Plaza

BY ANNETTE MCLEOD

The daunting prospect of planning a new condominium community becomes even weightier when you add an historical element, but turning the former headquarters of Imperial Oil into an aspirational midtown residence was part of the allure for Imperial Plaza developer Camrost-Felcorp.

Built in 1957 and used as office space until the energy giant's move to Calgary a dozen years ago (around the same time it was listed as a heritage site), the original Mathers and Haldenby design was intended to become Toronto's new city hall; when then-mayor Nathan Phillips rejected it, Imperial Oil purchased the plans and began construction using a welding technique instead of the customary but noisier riveting technique in deference to local residents; when finished, it was the largest all-welded steel frame building in the world.

Its location atop the escarpment makes for breathtaking views, north into the countryside and south clear across Lake Ontario. "Because it's on a hill, you're already basically 20 storeys up before you even count the storeys in the building," says David Feldman, president and CEO of Camrost-Felcorp. He adds that, because of the mostly low-rise development between St. Clair and Davenport, the view is reminiscent of Central Park. "You can really appreciate how green Toronto is," he says.

The 400-unit condominium's grand lobby still features the mid-century artist York Wilson's expansive diptych "The Story of Oil."

"The lobby ceilings are close to 30 feet high," Feldman says. "We thought it was important work, so rather than make it a private residential lobby, we opened it to the public. What we've done is move in some retail elements, including Starbucks, the LCBO and Longo's Market. People love it, especially at night when it's all lit up. It's very inviting."

The neighbourhood is highly sought after for its shopping, restaurants and nightlife, as

well as its close proximity to the Yonge Street subway. Forest Hill Village, which has almost a small-town feel with its collection of cafés, spas and galleries,

is just a few minutes away.

Adding to the impressive neighbourhood amenities is a 20,000-square-foot residents' space dubbed Imperial Club

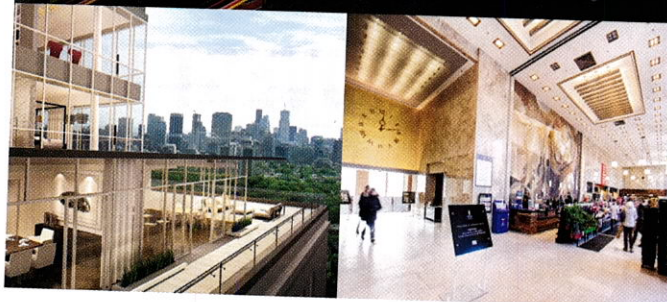
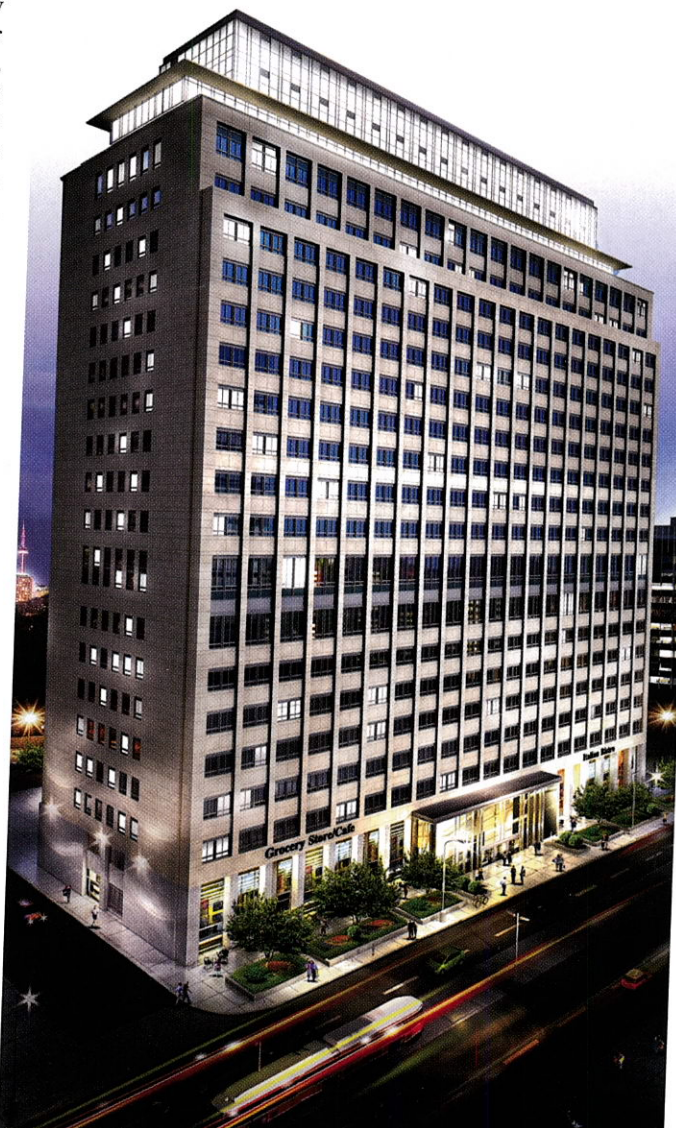
Renderings are artist concept

— and it's imperial in more than name only. It features a swimming pool, hot tub, his-and-hers steam rooms, and a 10,000-square-foot fitness centre.

Two screening rooms, a media lounge, squash courts, games room and golf simulator are on site too, along with a music room that lets residents embrace hobbies that are usually disallowed by the nature of condominium living, like banging on drums! A function room and outdoor terrace with waterfall, barbecues and spectacular landscaping by the renowned Janet Rosenberg and Studio let residents "live in 700 square feet and still entertain 50 friends," Feldman says. "The common areas, including the corridors, were addressed in a way that respects the heritage aspects of the building, in an era-appropriate international style. Think Madmen."

The community, whose breadth of suite styles allows it to cater to both first-time buyers and downsizers who are after a more carefree lifestyle, includes a Private Residence collection of about 20 units including five extraordinary penthouses; Camrost-Felcorp is in the process of turning one of the remaining penthouses into a grand model suite to offer potential buyers a real taste of the Imperial experience.

***Imperial Plaza features suites from 600 square feet up to more than 3,000 square feet. A selection of move-in-ready suites are still available at builder pricing. Three of five penthouses remain, on which buyers will consult with Brennan Custom Homes for unique, personal dwellings. For a private viewing, email sales@imperialcondos.ca, call 647.346.3799 from Monday to Thursday noon to 6 p.m. or weekends and holidays from noon to 5 p.m. Register online at imperialplazatoronto.com. Phase II, Blue Diamond, is now in pre-construction.



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