

**P**ark-side condos in Toronto are few and far between. Leave it to broker-turned-developer Brad J. Lamb to discover yet another rare urban gem. Adding to his collection of hot properties in Leslieville, Queen East and King East Village, Parc in King West Village is what he's calling a "once-in-a-lifetime opportunity."

The aptly named Parc project by Lamb Development Corporation, Harhay Construction Management Limited and Niche Development, is situated right on Stanley Park, south of King Street and west of Bathurst. Literally "on the park," this development abuts the grass of this urban greenspace. You won't see that very often in Toronto, or in any urban centre, for that matter.

In fact, says Lamb, Parc is the only project in the city, currently and within the last 10 years, that fronts a City of Toronto park. Most parks are bound by roads, he explains, and when they do touch on residential properties, those properties are usually single-family homes, not multi-unit developments like Parc.

Beyond the park are unobstructed views on the city skyline – another rarity in Toronto. With new developments popping up daily, there's no guarantee that your gorgeous view won't be blocked by brick and steel – except when you live at Parc.

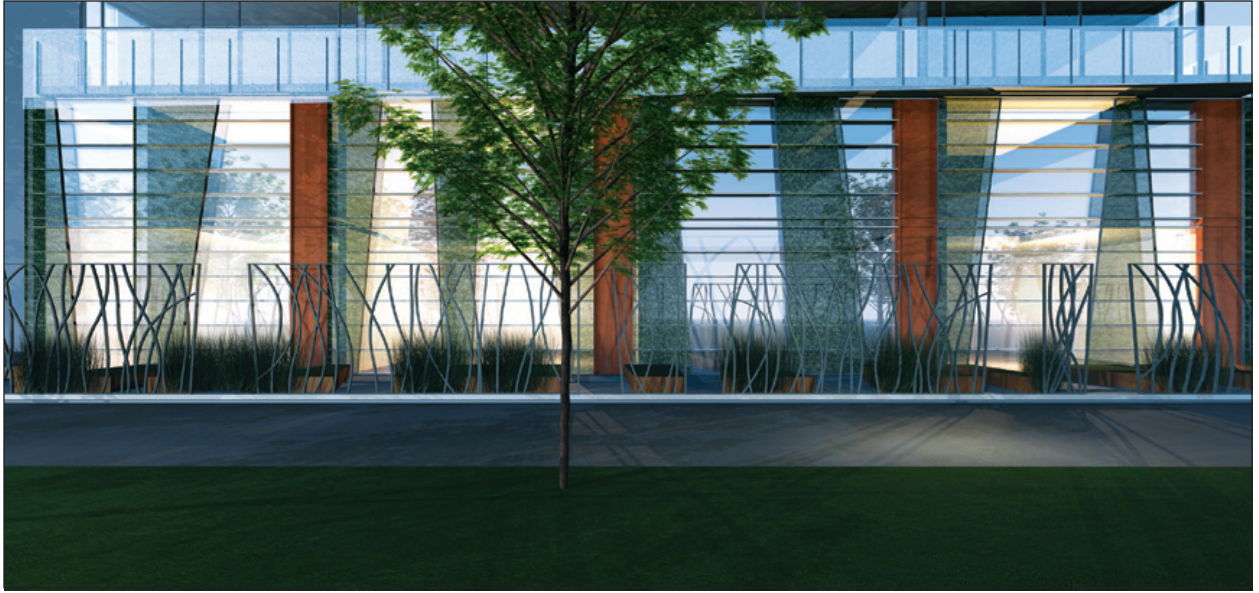
"Everyone who walks into one of our showrooms across the city wants an unobstructed skyline view," says Lamb. At Parc, Stanley Park is a buffer zone of several thousand feet, beyond which lies the Niagara low-rise neighbourhood, and beyond that, endless skyline. Whether your suite is at ground level or topping this 11-storey building, your view is equally breathtaking. "You get permanent, unobstructed views that can't be



Parc-side  
lofts  
with the city at your feet

# CONDOPROFILE

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tampered with. Parc is the only building on the market that can offer that to you.”

If you’re still not sold on this project, there are plenty of other winning attributes to consider. Start with the location. King West Village is a popular draw for young hipsters, professionals and budding families alike. Stanley Park isn’t the only greenspace you’ll find in the vicinity. From its tree-lined streets to neighbouring Trinity-Bellwoods Park and the lovely lake shore just to the south, King West has something for all with an appreciation for the outdoors.

From day time to night life, King Street West is a playground with its endless choice of restaurants and clubs at every turn. Queen Street West is home to lounges, art galleries, fashionable boutiques, and eclectic shops waiting to be explored.

With the TTC right at your doorstep, and the Gardiner just to the south, the rest of the GTA is within your easy reach.

In the hub of the action you’ll find Parc, a condo community of four two-storey ground-level townhomes topped with 94 luxury suites. Artfully designed by Peter Clewes of architectsAlliance, the east and west façades of Parc are all glass, while the north and south sides are clad in contemporary zinc panels. The glass and metallic building features staggered balconies that widen and narrow on alternating floors. The protective glass panes at the edge of the balconies also fluctuate by up to a foot in height, creating a playful, faceted feeling while putting you in the best seat in the house to take in the city’s sights and sounds.

Inside these suites, the views are just as spectacular. Interiors have been finished with function and fashion in

mind. Ceilings soar to 10 ft. in all units, 11 ft. in the penthouse and up to 21 ft. in the townhouses. Exposed concrete ceilings and feature walls add a modern edge to these spaces. High-end finishes include Phillippe Stark bathrooms, all tiled with high-end imported porcelain; high-gloss and wood cabinetry; quartz countertops; a “laundry kitchen” which offers side-by-side laundry with overhead shelving; an appliance package of sleek GE Café or Monogram appliances as standard; engineered hardwood floors that can be refinished in a variety of exotic species and colours; and 10-ft. floor-to-ceiling sliding glass doors that open onto balconies and terraces, which are outfitted with gas hook-ups for year-round barbecues.

“Very few people know about Stafford Street, which runs south off King Street West just east of Strachan – a very quiet one-way street that nestles you half-way between King and Wellington, facing the park,” says Lamb. “You’re in the King West Village without any of the noise issues. You’re buffered from that, but you’re among it if you want to be.”

The townhouses at Parc boast front gates that open up to the grass of the park, and range from 2,000 to 2,200 sq. ft. The starting price is in the \$1-millions. On the park side overlooking the skyline, condo units range from 1,150 to 3,100 sq. ft. offering two-bedroom-plus plans. The Stafford side of Parc offers a selection of suites ranging from 600 to 800 sq. ft. Condo suites at Parc start from \$254,900.

To register for this once-in-a-lifetime opportunity to live on the park with endless views, call 416-622-4441 or visit [www.parclofts.ca](http://www.parclofts.ca).