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## East United project embraces eclectic locale

New condo development to bring together new, heritage and industrial elements



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 By Michelle Ervin

A new condo development called East United will bridge than more just the block it occupies. It will bridge the eclectic influences of the surrounding Design and Distillery districts and St. Lawrence Market neighbourhood by combining new, heritage and industrial elements in a five-storey podium, 21-storey tower and six townhouses.

"It's unusual to have a building span two parallel streets," said architect Ralph Giannone, principal of Giannone Petricone Associates. "The idea was to create a concept that modulates its built form based on the spirit of both Berkeley and Parliament."

The L-shaped site, which runs from Berkeley to Parliament along King Street, is connected by a pedestrian mews on the building's south side.

The project draws on the strengths of Berkshire Axis Development in land acquisition, development and planning, Andiel Homes in building and SigNature Communities in architecture, sales and marketing, and purchaser relations.

Sebastian Mizzi, vice president of SigNature Communities, said the partnership group had been actively looking at land in the increasingly buzzworthy area, currently in the midst of urban renewal, when it came across 93 Berkeley St.

The development is geared toward young professionals and families, ranging in age from late twenties to mid-forties. Unlike the typical condo project catering to young professionals, East United is designed to capture a segment of the market that would otherwise move out of the core.

"It's the young professional who wants to be downtown, but doesn't want the hustle bustle of the Yonge Street-University Avenue corridor," said Mizzi, "and who wants to be close enough to walk to the greatest areas in the city, but far enough away to have a bit of that community feel."

Though a majority of the development's 279 units are one- and two-bedroom units, it does offer about 30 three-bedroom units and six three- and four-bedroom townhouse units.

Three- and four-bedroom units are still relatively few and far between in Toronto. Based on market research, Mizzi said he believes there is demand for them in this location and there will be uptake at East United.

"Trends are starting to show that people are looking for a little bit bigger spaces and more functional spaces," he said.

Available in a wide variety of layouts, from square to rectangular to unique, units range in size from 350 to 1,400

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square feet.

Just as the exterior of the building reflects the eclectic influences of the neighbourhood, so do The Design Agency-designed interiors. Rustic, minimalist and playful finish options reflect the Distillery District, Design District and St. Lawrence Market, respectively.

"We wanted to create a bespoke, curated experience that reflects the artisanal nature of each neighbourhood," said Matthew Davis, co-founder of The Design Agency.

The Design Agency will also apply its touch to amenities including an artists' studio, a yoga and meditation lounge, private dining room and event space with a jam room, and a rooftop patio featuring an outdoor theatre.

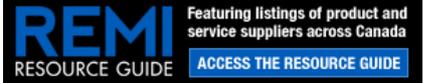
SigNature Communities' commitment to sustainable building practices will be exemplified in East United's LED lighting, motion sensors and low volatile organic compound (VOC)-emitting paint. SigNature also strives to top building code requirements by 15 to 25 per cent, which it verifies through a third-party consultant who evaluates energy use compared to a benchmark building.

East United's sales centre is scheduled to open in May. Prices range from the \$200,000s to \$400,000s, with the larger units running into the \$800,000s.

Michelle Ervin is the editor of CondoBusiness.



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