



Artist's renderings.



## SITE STORY

# New hot 'spot' on Bloor West

“Build it and they will come” could be the mantra for TAS DesignBuild. The company has an eye for placing just the right condominium in just the right spot in Toronto. In mid-October, the company’s newest condominium development, Giraffe, made its appearance at Bloor West and Dundas Street West to rave reviews.

Opening weekend was a huge success, with registrants treated to paninis and omelettes served up from the presentation centre’s in-house café. Registrants were wowed by the interactive nature of this sales environment, which has touch-screen technology to view 3-D floor plan renderings and suite walk-throughs and a decorated child’s room designed by Ella + Elliott. Technology-savvy presentation features also include the latest LCD televisions and all-in-one computers powered exclusively in partnership with Sony.

Many buyers already live in and love this area near High Park and Roncesvalles, and others who grew up here welcome the opportunity to move back. They hail from all walks of life, including newly married couples, families with one or two children and empty nesters.

Giraffe is a contemporary residence that will overlook this eclectic neighbourhood, as recognizable on the city scene as the giraffe is on the savannah. The condominium will sit just one block from Bloor GO Transit, next door to the Dundas West subway station.

“This neighbourhood has community centres, shopping malls, grocery stores, parks, schools – everything homeowners need to make their everyday lives complete,” says TAS DesignBuild principal Mazyar Mortazavi. “We expect a range of purchasers, from urban professionals who appreciate living just 10 minutes from downtown via existing public transportation, to young families with children. It’s a place for people who need people, who want surroundings that celebrate diversity and nature in the midst of the excitement of the city.”

Designed by multi-award-winning Teeple Architects with unique architecture that inspires and raises the bar on contemporary expression, Giraffe’s exterior will frame LEED Canada Silver certification features incorporated into its smart urban interior design, created in house by TAS Design Inc. Among these will be a car-share program. Each suite will feature an Energy Recovery Ventilator (ERV) to reduce energy demands; low-VOC paints, flooring, sealants and adhesives; water-conserving faucets; brand name energy-rated appliances; and individually controlled heating and air conditioning. The build-

ing will have a rooftop rainwater-retrieval system, water-efficient landscaping and waste recycling sorter. TAS DesignBuild is also diverting most construction waste from landfill.

TAS DesignBuild is partnering with Bullfrog Power to provide 100% green electricity for all residents in Giraffe and the company’s M5V Condominiums at King and Spadina. Acting on behalf of purchasers in this way is a first in Canada. It fits with TAS DesignBuild’s Four Pillars of Sustainability – a holistic philosophy that works to enhance social, cultural and economic activities in the greater community and will reduce Giraffe’s environmental footprint.

In Giraffe’s approximately 200-plus sleek, modern suites, 9-foot ceilings, Italian-designed cabinetry, a stone countertop and laminate flooring are among the appointments that will make these living areas special. Suite owners will also enjoy 24/7 concierge service, a party room with a warming kitchen, lounge, fitness room, an outdoor barbecue area and sun deck and even small allotment gardens for green thumbs - all awaiting final design specs while TAS DesignBuild elicits feedback from purchasers on what they want in amenities.

With 25 years’ experience in providing visionary design and uncompromising quality, TAS DesignBuild is recognized as an industry leader and a true innovator in today’s condominium market. Choices at Giraffe include a wide variety of layouts encompassing studios, one-bedroom, one-bedroom-plus-den, two-bedroom, two-bedroom-plus-den and three-bedroom-plus-study designs. Sizes range from 482 to 1,507 square feet, and prices will start in the low \$200s.

-TAS DesignBuild

## FAST FACTS

**Location:** Bloor West and Dundas St. West

**Builder:** TAS DesignBuild

**Prices:** Starting in the low \$200s

**Features:** LEED Silver-certified building with a long list of environmental features including 100% green electricity supplied by Bullfrog Power - a first in Canada.

**To see for yourself:** Visit the presentation centre at 1540 Bloor St. W. Open Mon.-Fri. noon-7 p.m.; weekends noon-5 p.m. Visit on weekends and be treated to seasonal food in the cafe. For more information, call 416-588-8020 or go to [www.giraffeliving.com](http://www.giraffeliving.com).