

PROJECTS

Toronto's 1 Marlborough to blend historic Pierce-Arrow showroom with new 13-storey luxury build

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DEVRON DEVELOPMENTS AND DORSAY DEVELOPMENT CORP. — A fall 2026 launch is in the works for 1 Marlborough, a 13-storey, 58-residence building in the Rosedale and Summerhill neighbourhoods of Toronto that contains specific heritage restoration components. Completion is scheduled for 2030.

TORONTO — Devron Developments and Dorsay Development Corp. have announced a fall 2026 launch for 1 Marlborough, a 13-storey, 58-residence building in the Rosedale and Summerhill neighbourhoods of Toronto.

Suites will range from 1,800 to over 8,000 square feet and completion is scheduled for 2030. Architecture and design is by Audax with ERA Architects involved in the heritage strategy.

The developers have stated the project is not your typical Toronto condo build.

At the base of 1 Marlborough stands a near-century-old heritage structure, originally designed as the Canadian showroom for Pierce-Arrow, explains a release.

It features double-height arched bays, ornate stonework, gargoyles and was built to showcase one of the world's most luxurious vehicles. It was designated a heritage property in 1978. Over the decades it has had many tenants and notably was a CBC television studio where Canadian children's programming — including Mr. Dressup — was produced.

The structure will not be demolished but rather "restored and celebrated," the release notes.

"1 Marlborough will honour the century-old heritage of the existing building and the Rosedale community while adding beautiful, contemporary residences," said Ian MacLeod, vice-president, Dorsay Development Corp.

"It is with great pride that we have the opportunity to complement the rich fabric of this storied neighbourhood and this is a landmark moment in our over 25 years of working in Toronto."

The double-height arcade along Yonge Street will be reanimated. The vaulted stone arches will return to public life, cornices that eroded over time, restored, and this time housing new retail, the release explains. Along Marlborough Avenue, a landscaped patio will extend the building's presence onto the street.

Behind the walls, there will be sound insulation in all directions, leak detection and automatic shutoff systems, high thermal and noise performance windows, direct fresh air ventilation, in-suite humidifiers and water filtration.

Amenities include a residents' lounge, private dining room, bar, wellness and fitness centre, meeting room, valet service and a pet spa.