



1 Marlborough redefines condo design

Investor-driven model shifts to end-user focused condominiums

Tuesday, April 21, 2026

In a city where large condo units are rare, a new 13-storey building in Toronto is offering 58 homes that range from 1,800 to more than 8,000 square feet. The condos at 1 Marlborough are designed for multi-generational living, large gatherings, private art collections, functional home offices, and space to breathe.

"When homes are thoughtfully designed and truly meant for living, people value them differently," says Pouyan Safapour, president, Devron Developments. "They keep them longer, they care for them, and they pass them forwards to next generations."

Devron and Dorsay Development Corp. aim to launch the condo in fall 2026 at the corner of Yonge Street, between the Rosedale and Summerhill neighbourhoods. Once complete, the project will reject the traditional glass-clad, thin-walled, design that has defined many towers in Toronto

"Great cities like Paris, Barcelona, London celebrate beautiful buildings in great neighbourhoods," said Safapour. "It is where people aspire to live. Buildings so cherished that people even travel the world to see them. Toronto is deserving to have buildings of this standard."

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

The building was designed to the grandeur of what it housed. Double-height arched bays, ornate stonework, gargoyles, and generous proportions built to showcase one of the world's most luxurious vehicles. It was designated a heritage property in 1978. Over the decades, the building served many lives, most notably as a CBC television studio where iconic Canadian children's programming, including Mr. Dressup, was produced.

That structure will be meticulously restored as architecture and design firm Audax draws inspiration from beautifully detailed turn-of-the-century apartment buildings. Heritage strategy is guided by ERA Architects, ensuring the integrity of the existing structure is preserved as the building enters its next chapter.

"Rosedale remains one of Toronto's most historically layered communities," notes Gianpiero Pugliese, principal at Audax. "Defined by timeless façades, wrought iron details, mature tree canopies, and an architectural continuity refined over generations – 1 Marlborough represents a rare new addition to one of Toronto's most established enclaves, where opportunities for new construction of this scale and calibre are exceptionally limited."

The building's crown features loggias composed of vaulted arches that echo the original street-level arches below. Behind the walls, Devron has applied a comprehensive suite of engineering and specification decisions that address the issues faced in some condominiums, such as 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.

All suites have generous outdoor space and terraces. Nearly all suites also have direct elevator access. Amenities include a spacious residents' lounge, large private dining room, bar, wellness and fitness centre, meeting room, valet service, and pet spa.

The developers anticipate many future residents will be downsizers from the surrounding neighbourhoods, or international buyers.