

Devron, Dorsay to launch sales for 1 Marlborough condo tower

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 **RENXHomes Staff**

Two Toronto developers will take the leap this fall with the sales launch for an “elegant” downtown condominium tower at an address with a rich history, 1 Marlborough Ave. [Devron Developments](#) and [Dorsay Developments](#) have been planning the 13-storey tower for the past several years.



A rendering of the 1Marlborough luxury condo tower, for which sales will kick off this fall. (Courtesy Devron)

"Markets move in cycles, but beautiful building(s) in great neighbourhoods endure.

When homes are thoughtfully designed and truly meant for living, people value them differently," Pouyan Safapour, president of Devron Developments, said in this morning's announcement. "They keep them longer, they care for them, and they pass them forward to next generations."

1 Marlborough, to be constructed at the intersection of Toronto's upscale Rosedale and Summerhill neighbourhoods, is designed to contain 58 residences ranging from 2,000 square feet to 8,000 square feet. Pricing has not been announced.

In line with other luxury condos which have launched or commenced construction across the region during an extended housing market downturn across the Greater Toronto Area, the developers and architect Audax are focused on the end-user. Upscale properties, which have traditionally held a limited portion of the market anyway, continue to sell.

"The city has seen too many undistinguished towers – too tall, too glass, too thin-walled, and too small inside," Safapour said in the announcement. "Great cities like Paris, Barcelona, London celebrate beautiful buildings in great neighbourhoods. 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."

Devron has a history with buildings of this type, including other Toronto projects such as The Winslow, 101 Spadina and The Vanguard.

1 Marlborough's rich history

The base of 1 Marlborough will rise from a near-century-old heritage structure which was originally designed as the Canadian showroom for Pierce-Arrow automobiles. It's double-height arched bays, ornate stonework, gargoyles and generous proportions were built to showcase one of the world's most luxurious vehicles, and was designated a heritage property in 1978.

The building has also served as a CBC television studio where Canadian children's programming — including Mr. Dressup — was produced. The building is to be "meticulously restored and celebrated" according to the announcement.

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

Along Marlborough Avenue, a landscaped patio will extend the building's presence onto the street.

Along with Audax, the heritage strategy is being guided by ERA Architects.

"Rosedale remains one of Toronto's most historically layered communities. 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," Audax principal Gianpiero Pugliese said in the release.

Design to augment building features

The building's crown is to feature loggias composed of vaulted arches that echo the original street-level arches below. The tower eschews glass curtain walls and cladding, instead incorporating masonry for the exterior.

Devron plans to apply its Devron Building Sciences principals in during construction, including:

- 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 will offer outdoor space and terraces, with most also having direct elevator access.

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

The developers are targeting a range of potential buyers, from downsizers in the neighbourhoods that surround the project, to international buyers seeking upscale living options.

Paul Johnston Unique Urban Homes will be the sales consultant for 1 Marlborough. Construction is targeted to begin in 2027, with occupancy as early as 2030.

About Devron and Dorsay

Devron is a Toronto-based developer focused on end-user residential projects. The firm has nearly one million square feet of mixed-use property under development.

Dorsay Development Corp. is a Toronto-based real estate company with a 25-year history in the city. Its list of residential communities includes Icon in Toronto, Circa in Markham, and Ovation in Mississauga. Dorsay is currently developing Veraine in Pickering and Rangeview in Mississauga.

Its portfolio spans residential, mixed-use and commercial holdings.