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# A CONDO WITH CLASS

## Why the new Rosedale development might just save Toronto's condo market

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Despite the grim Toronto condo market, with a sales slump rivaling the early 90s, Pouyan Safapour, president of Devron Developments says there's renewed hope in their soon-to-be-launched property at 1 Marlborough Ave..

"There's a need and an opportunity for developers to appeal to end users," he says. "Though over 80 per cent of the condo market was designed to cater to investment buyers, 1 Marlborough is built to appeal to those who imagine this place as home."

Safapour says that Toronto's decades-long, investment-driven mar-

ketplace led to a homogenous aesthetic of glass towers and functional, but typical interiors.

Now with the end-user in mind, Safapour envisions a condo building akin to the Parisian apartments distinct both in craftsmanship and structural artistry.

"Coming from a background where my father built custom-homes in the GTA, we understand that the end-user prefers bigger units with high quality finishes," he says. "Not a small unit in a glass tower of 400 units."

The boutique-sized 1 Marlborough Condo, developed by Devron Developments and Dorsay Development Corp. will rise just 13 stories and contain 58 units ranging from 1800 to 8000 sq. ft. in total.

It's also built atop a heritage building that once housed the Canadian showroom for Pierce-Arrow — an American luxury car company and at one time, the CBC studio that produced the Canadian children's class Mr. Dressup show.

"1 Marlborough will honour the century-old heritage of the existing building," explains Ian MacLeod, Vice President, Dorsay Development Corp.. "This building is a landmark moment in our 25 years of working in Toronto."

With an exterior that features double height stone arches, gargoyles, and ornate stonework, the structure will be returned to its former glory through the architectural heritage preservation and restoration of ERA Architects.

"When we think of Rosedale, we think of timeless façades, wrought iron details, mature tree canopies, and an architectural continuity refined over generations," explains Gianpiero Pugliese, Principal at Audax Architecture who is overseeing the construction of the residences. He notes that the building will be clad in hand-laid brick and precast stone.

Safapour says his company acquired the building in late 2019. "We've had it for a number of years, waiting for the right opportunity," he says.

"It's a unique building, infused with history, and straddles two affluent neighbourhoods — Summerhill and Rosedale." Five elevators ensure that residents will not be waiting at the base of the building to get home.

"You've heard those stories of condo buildings with two elevators and hundreds of units," laughs Safapour. "But here, virtually all residents are delivered directly to their suites via the elevators. The doors open and you are there."

In addition to the midrise size, Safapour speaks to the engineering that provides sound insulation in all directions — as well as leak detection and automatic shut off systems. "We've gotten rid of some of the classic discomforts of condo life — whether that's hearing your neighbours or poor air quality," he says.

"High quality windows keep sound out, but also provide consistency of heating and cooling. There's also a lot of engineering within the walls to prevent sound travelling between units."

Another unique facet of the building is its air circulation. Rather than traditional condos which pull fresh air from the mechanical penthouse down through a central core of the structure to units, 1 Marlborough allows fresh air to come directly from outside for each individual unit.

"We also provide humidifiers in each unit — as condos are known to be quite dry," he says. "These are the small considerations you appreciate as an end user — it's not a detail you might consider as an investor."

While ample stepped-back terraces provide each unit with plenty of outdoor space, interiors feature large kitchens with adjacent pantry rooms, prominent islands with seating, and lots of rooms for large gatherings.

"This might just be the antithesis of condo living — it's meant for the long term vision of home," says Safapour.

# Homes

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