

CentreCourt Developments has assembled a **Dream Team** collaboration of the Industry's finest

Peter Street Condominiums



Developing a high-rise condominium is a little like producing an opera or a film. It requires the skills of a multitude of talented people from a wide range of disciplines. To obtain top quality results, you need to work with the best in the business.

When Andrew Hoffman, President of CentreCourt Developments, began work on his latest residential masterpiece, Peter Street Condominiums, he cherry-picked the best consultants in the field for just that purpose. The 'Dream Team' that Hoffman assembled included celebrated architect Peter Clewes of architectsAlliance, award-winning designer Elaine Cecconi of Cecconi Simone, creative whiz David Klugsberg of LA Inc., and industry brokerage icon Hunter Milborne, of Milborne Real Estate — each a renowned professional, at the top of their game.

"The task I set for them was simple", says Hoffman, "to work together creatively and collaboratively, as a true team in every sense. I tried to harness the best of their talents from the earliest phases of the development process, to create a synergy of ideas and energies." The result was a whole greater than the sum of its parts... with truly innovative elements, unique to Peter Street Condominiums.

Take the pricing for example. Buyers might think that an all-star lineup and stellar location in the heart of Toronto's Entertainment District would necessarily add up to exorbitant prices. In fact, the Peter Street team's collaboration created an excellent value proposition. The team created the concept of "precision pricing," whereby all of the various components — such as layouts, floor plans and finishes — are fine tuned together during the planning process in order to ensure that the development offers tremendous value to purchasers.

As a result, suites at Peter Street Condominiums start in the low \$200,000s, and all units in the building will be priced under \$500,000. The dramatic 40-storey glass tower will include 429 suites in a range of configurations, including studio, one-bedroom, one-bedroom plus study, two-bedroom and three-bedroom suites, in sizes from 303 to 772 square feet.

This insistence on seeing the whole picture also means that the team has not sacrificed quality in order to achieve this value positioning. Working with the architects, sales team, and the developer, designer Elaine Cecconi created intelligently planned small suites and a dramatic lobby that marries the distinctive architectural design of the building by Peter Clewes, creating a seamless transition between exterior and interior spaces.

Within each unit, kitchens will feature sleek, custom-designed cabinetry and composite quartz counters accented with tile or glass backsplash. Appliances will include integrated cabinet panelled refrigerator and dishwasher, a stylish electric cooktop with a stainless hood fan with halogen lights, a stainless wall oven and microwave.

The contemporary aesthetic will continue in the bathrooms, with more custom cabinetry, a composite quartz vanity top and a Corian designer sink. Porcelain wall tiles with glass tile accents will surround the bathtub, which features an overhead shower.

Engineered wood flooring will flow throughout the suites, with porcelain in the bathrooms.

Another innovation that grew out of the planning phase is Peter Street's entirely new approach to condominium amenities. "We know from experience that most condo amenities aren't used at anywhere near maximum capacity," explains Hoffman. "We wanted to change that, by bringing a professional fitness experience on-site to residents."

Totum LifeSciences Fitness will provide on-site yoga and spinning classes at the Totum P.S. Club for the exclusive use of residents, who will also be able to book personal trainers, therapeutic classes and additional fitness classes in the comfort of their own building.

Thoughtful touches like this abound, extending even to the project's Peter Street address, which was favoured over adjacent Adelaide Street because of its warmer, more intimate cache.

"This collaboration worked because we all were able to focus on what was right for the project," says Hoffman. "It's been a tremendously satisfying experience — and it will be an enormously successful development." **CL**

FOR MORE INFORMATION

For your opportunity to learn more about this exceptional new condominium collaboration, call or register at the website.

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