

CentreCourt and Parallax Launch 199 Church with Drive-In Event | UrbanToronto

 urbantoronto.ca/news/2020/07/centrecourt-and-parallax-launch-199-church-drive-event

CentreCourt and Parallax Developments kicked off sales for their new 199 Church Condos development with what was hailed as the first in-person condo launch in Toronto since the start of the COVID-19 pandemic. The invite-only event distanced guests in a creative way, hosting a drive-in launch at the City View Drive-In on Polson Street in the Port Lands area.

199 Church, image courtesy of CentreCourt and Parallax

Toronto area realtors gathered in 200 vehicles on the evening of Wednesday, July 15th for a premiere screening of the development's marketing program. While the drive-in's 200-car capacity put a hard cap on how many attendees could participate, over 2,500 expressed interest in attending. To meet the demand, the presentation was live-streamed to registrants who couldn't participate in person.

Cars assembled to watch the launch of 199 Church, image via YouTube

"While we are always excited to launch a new condominium development, tonight's event is just a bit more special," read a statement issued on Wednesday by CentreCourt president, Shamez Virani. "Premiering 199 Church at a drive-in gives us the ability to bring the real estate community together in person for the first time in months, while doing so safely."

CentreCourt president, Shamez Virani at the launch, image via YouTube

Those in attendance and those tuned in via the live stream got a taste of the 37-storey IBI Group-designed tower's exterior through a virtual presentation, along with a look at the building's 484 condominium units, planned in a mix of studio, one, two, and three-bedroom suites, which are priced from the low \$500,000s. More than half of all suites are priced below \$649,990. Also shown were the building's IBI Group-appointed interior spaces, including a grand lobby which will feature furnishings by Fendi, and 20,000 ft² of indoor and outdoor amenity spaces, such as a shared co-working space and lounge, 24-hour fitness facility, games areas, a dining room, and an entertainment lounge.

Grand lobby at 199 Church, image courtesy of CentreCourt and Parallax

"The location, suite mix, and affordable pricing structure convinced us that, upon its release, there would be tremendous excitement for the project—just on its merits," sated Virani. "Add to that the ability to bring the city's most successful condo agents out of

isolation and together at the same time, to premiere the project in a highly produced, captivating, and dynamic theatrical presentation, to do it in such a unique environment... and the level of anticipation for the launch has reached unprecedented levels.”

Aerial view of 199 Church, image courtesy of CentreCourt and Parallax

A recording of the live stream is included below.

Additional information and images can be found in our Database file for the project, linked below. Want to get involved in the discussion? Check out the associated Forum thread, or leave a comment in the space provided on this page.

* * *

UrbanToronto has a new way you can track projects through the planning process on a daily basis. Sign up for a free trial of our New Development Insider [here](#).

Related Companies: [Grounded Engineering Inc.](#), [IBI Group](#)