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Toronto Developer Hosting First In-Person Condo Launch Since COVID at Drive-In Theatre

by Ainsley Smith



To help promote a new condo development, a local developer is debuting the project on the big screen, though, not exactly as you might think.

On Wednesday, July 15, Toronto-based developer [CentreCourt](#) and [Parallax Developments](#) will host the real estate industry's first in-person condo launch since the outbreak of Covid-19 to help promote their newest project called 199 Church Condominiums.

The event will see over 200 Toronto-area realtors park their vehicles in front of the big screen at the [City View Drive-In](#) located at 20 Polson Street, for an invitation-only premiere screening of the new downtown condo development's sales program.

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"While we are always excited to launch a new condominium development, tonight's event is just a bit more special," says CentreCourt's 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."

Virani says 199 Church Condominiums is the "most significant" new condo project to come to the market in the downtown core since the pandemic began.

"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. But, 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."

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199 Church Street

Since the City View Drive-In only has space for 200 vehicles, the developers said they still met the needs of the industry members who were unable to secure a spot.

“Since we announced the launch and details of this project to the brokerage community, we’ve received over 2,500 expressions of interest. To try and meet demand, Wednesday night’s big screen presentation will be password-protected and live-streamed to registrants who can’t participate in person, giving us the unique ability to bridge the physical and digital divide.”

Virani added that the combined audience of both those at the drive-in and those tuning in online will make the introduction of 199 Church the “biggest condo launch event, in the market’s history.”



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According to the developers, those participating in the event will be treated to a state-of-the-art visual presentation of the striking 39-storey IBI Group designed tower and given a detailed look at the 484 studio, one, two, and three-bedroom suite plans.



199 Church Street

The drive-in presentation will also include a reference to the development's grand lobby which will feature furnishings by Fendi, and details of the 20,000 square foot of indoor and outdoor amenity spaces, including a shared co-working space and lounge, 24-hour fitness facility, games areas, a dining room, and entertainment lounge.



Prices for the condominiums start in the low \$500,000's and, according to the developer, more than 50% of the suites will be priced under \$649,990.