

# Downsize without compromise

## 4 The Kingsway offers unmatched elegance for empty nesters

An empty nest can take some getting used to, but offers a wonderful opportunity to downsize to a stunning new condo.

4 The Kingsway is designed with west-end downsizers in mind, and offers an enviable location at Kingsway and Bloor that keeps you in the heart of the city, while creating the perfect environment to ease into the next phase of your life in absolute luxury. There's no compromise with this downsize.

The 34-unit Beaux-Arts-inspired building suits the established and historic neighbourhood. 4 The Kingsway has a classic design but every modern touch you could desire. "At first glance it's a knock out, and the more time that you spend with the drawings you're really struck with the depth of detail," explains Jordan Morassutti, partner at North Drive, the developer behind 4 The Kingsway and many other prestigious, award-winning projects in the GTA.

Units range from 1200 square feet to over 3000 square feet, and the open concept plans have enormous walk-in closets and en-suites, as well as dens and libraries.

### AN EMOTIONAL EXPERIENCE

In September, 4 The Kingsway's sales centre opened on schedule with construction commencement, and Mr. Morassutti says their potential buyers will get a true representation of what it will feel like at 4 The Kingsway. "When you walk through the doors of any building you know immediately whether it makes you feel something or not, and you may not be able to put your finger on what it is, but you're struck with that emotional reaction if it's done well. At the 4 The Kingsway sales centre you certainly get that feeling."

Mr. Morassutti knows that opening the sales centre and presentation gallery at this point is a little outside the box, but he wanted to give purchasers the opportunity to see, touch and feel the finished product. "It's a tremendous leap of faith for these purchasers to buy



■ The flat-iron shaped Kingsway has a classic design, above, but every suite is equipped with all the modern touches you could desire. CREDIT: NORTH DRIVE



a unit on a pre-construction basis, so we're providing them with a substantial level of comfort knowing that the project is going into the ground, and some certainty in terms of delivery date," he says.

### A DESIGN DREAM TEAM

With architecture by Richard Wengle, interiors by Brian Gluckstein, landscape architecture by Janet Rosenberg and Studio, 4 The Kingsway has been developed with a design dream team.

"With the interiors the emphasis was to focus on classic with a kick. We wanted to have a traditional background for the architecture of the interiors, but at the same time inject playfulness and personality," explains Morassutti. Luxury is injected into every part of the generously spaced suites. They come equipped with Sub-Zero appliance packages, Kohler plumbing fixtures, oak floors, crown moldings and 7-inch baseboards, to name just a few of the included touches.

Mr. Morassutti is understandably very pleased with how beautifully 4 The Kingsway has come together, and says that it all starts with finding that perfect location, which North Drive had their eye on for some time. "We take a really disciplined approach to all new acquisitions activity. We really start with the highest quality sites, and we focus on supply-constrained neighborhoods where we can produce a boutique building geared towards the end user," he says.

### LOCATION SENSATION

All at North Drive were excited to acquire the site not only because of where it was – Mr. Morassutti refers to it as a "Quadruple-A location" – but also because of its layout. "The pie shaped lot was conducive to the flat-iron style building, but it also allowed for wide shallow units that bring in a tremendous amount of natural light, and that really got us excited," says Mr. Morassutti.

The building has garnered a great amount of interest, and you only have to look at the renderings to see why. That pleases Mr. Morassutti. "If we can illicit that emotional reaction from purchasers and have units that function well, and have a high usability, and have that with perceived value, then we're doing our jobs properly," he says.