

Camrost-Felcorp REVITALIZES YORKVILLE

by transforming the Four Seasons hotel building into a world-class residential address



As one of the most anticipated projects this year, Camrost-Felcorp is rebuilding the gateway to Yorkville with the conversion of the Four Seasons hotel building at 21 Avenue Rd.

Building on its upscale character, unrivaled history and celebrity association, the New Residences of Yorkville Plaza will emerge as an iconic residential address offering an exclusive selection of pied-à-terre, one- and two-bedroom suites that will become a pinnacle for this famed stomping ground at the corner of Yorkville Ave. and Avenue Rd.

"This project is beyond iconic," says Matthew Davis of The Design Agency. "It's really where everyone wants to be."

In a nod to the many international tastemakers and socialites who have played, stayed, lunched and launched at this signature location, Yorkville Plaza will usher in a new era for Yorkville by offering the ultimate pied-à-terre address priced from the mid-\$300,000s. Providing access to the heart of Toronto's cosmopolitan lifestyle, the complete revamp of each floor launches a variety of elegant suite designs including the Manhattan, New York, Paris, Milan and London.

Yorkville Plaza's interior design options offer both contemporary and transitional aesthetics. Purchasers can select from a range of three distinct colour palettes for a highly tailored look. "We've carefully crafted an artful selection of colour combinations and detailed finishes to make it both exciting and simple for purchasers to create their ideal look," Davis says.

Darker colours define a sleek, metropolitan design aesthetic, while gray and earthy tones characterize a calm and sophisticated ambience. Art lovers can run with a lighter gallery-inspired palette of bleached

woods and white-on-white finishes. All suites at Yorkville Plaza feature highly tailored kitchens with integrated appliances and the latest urban conveniences for sophisticated Yorkville living.

On the outside, the distinguished brutalist-style architecture of the Four Seasons hotel building will be anchored by a contemporary two-storey glass podium featuring an impressive retail envelope that will revitalize a large commercial footprint along Yorkville Ave. and Avenue Rd. Vertical glass accents will rise from the podium to highlight Yorkville Plaza and animate this internationally recognized corner.

"Patterns of opaque and transparent enameled glass will allow the building to transform its appearance from day to night," says lead architect Brian Andrew from WZMH Architects, whose firm worked on the original 1970 structure and has a long-standing, intimate relationship with the Yorkville neighbourhood.

The complete transformation of this legendary building was an obvious decision for Camrost-Felcorp,

a pioneer in bringing new life to a number of Toronto's iconic structures. "A building that once was the catalyst in transforming Yorkville from a 'village' of coffee houses to a luxury destination will once again usher in a new era for this world-class location," says David Feldman, president and CEO of Camrost-Felcorp.

Other notable revitalization projects by Camrost-Felcorp include Imperial Plaza, which will convert the former Imperial Oil headquarters at St. Clair and Yonge into a prestigious residential address, Kings Court condominiums at King and Sherbourne that restored a heritage façade formally occupied by CIBC, and the Bishop townhomes originally built in the late 1700s.

The Yorkville Plaza presentation centre is now previewing and is located at 162 Cumberland Ave. (across the entrance from the Four Seasons Hotel at Avenue Rd. and Cumberland). For more information, visit yorkvilleplaza.com or call 416.966.3003 to book your private appointment.

