

## DIAMANTE DEVELOPMENT CORPORATION NEWS CLIP

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# A site in Rosedale

"It was, it remains, it will always be,  
Toronto's best address. Rosedale, no  
hyperbole required."  
— Brochure for 2 Roxborough project.

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CONDO LIVING EDITOR

There's no question the Diamante Group and Stirling of Montreal are banking on Rosedale to add cachet to their condominium development at 2 Roxborough St. E.

The project's glossy brochure features photographs of architectural details on stately Rosedale residences — a stone gatepost, a front door, an iron gate and a grand outdoor lamp with two elderly ladies busy changing the light bulb.

These same details have been incorporated by architects Attila Burka and Wayne Swadron into the façade of the seven-storey building. The lights at sidewalk level resemble the one the cheerful ladies are adjusting; the capitals on the column-like elements that mark the corner of the building echo the stone gatepost and a large metal gate to the underground parking.

"Our objective is to create a building we can be proud of," says Paolo Palamara, one of the Diamante partners. He points to a scale model of the 35-unit building, which will have limestone-like precast, red brick, a mansard copper roof and room-like balconies with metal railings. It has a "classic order" but not a specific style.

But the conservative design, which draws on 19th-century urban traditions, had little appeal for many Rosedale denizens, who fought it all the way to the Ontario Municipal Board and lost.

At the root of the conflict are essentially two different views for the city's future: Diamante's designs reflect a grander, world-class vision for Toronto's still modest streets, while the residents want projects that maintain the traditional feel of their neighbourhood and the many other communities that have coalesced over the years to form Toronto.

"One reason people move here is that it's a lowrise neighbourhood full of trees and plants and it has a good mix of services," says Valerie Schatzker of the South Rosedale Ratepayers' Association.

But development projects like these, she points out, will destroy the very neighbourhood that they're capitalizing on.



**CONTROVERSY:** Local residents objected to 2 Roxborough project.

Higher density, she says, will alter the commercial strip on Yonge, which has a small-town atmosphere, and create traffic problems, especially because of the way east-west streets tend to make a jog at Yonge. Nor did the association like the building's design and the impact it would have on the corner.

"What makes Rosedale is that it's understated and this is not understated," she says, noting that the association had support in its views from the city.

Julie DiLorenzo, also a principal in the Diamante group, acknowledges the conflict in views. "The beauty of Rosedale is that it has stability, but that stability makes it resistant to change."

She argues that increasing residential density in the area will benefit merchants and the neighbourhood. "It's an economic argument. I don't think retailers could continue to be supported by two levels of apartments above them," she says.

A blocky commercial building that housed a research lab for the Weston group of companies used to sit on the site. DiLorenzo says that the new condominium will actually be set 10 feet further from the neighbourhood toward Yonge St. The site is also separated from nearby homes by the subway cut, which is open.

Although the 2 Roxborough building will be one storey higher than the now-demolished commercial structure on the site, the top penthouse level is set back. But there's

no question the condominium will have a striking visual presence on the street.

DiLorenzo says Diamante agonizes over designs to offer the most to future residents. "The architects say they've never seen a company take as long as we do to design a project. We take each unit and ask 'How do we make this better?'"

Despite neighbourhood opposition, DiLorenzo says, close to 50 per cent of the units have been sold mainly to people from the neighbourhood, who are "downsizing." The suites range in size from 863 sq. ft. to 1,738 sq. ft. and in price from \$260,900 to \$564,900, with a parking space included. Among the amenities are a 24-hour concierge, landscaped garden, exercise facility and a guest suite. (Common expenses are set at 48 cents a square foot.)

DiLorenzo and Palamara hope to attract buyers with high-quality materials, good floor plans and innovative kitchen and bathroom designs. Ceilings are high, windows large and the balconies, called loggias, are framed by pillars.

"The loggias are exactly the same as a regular balcony, but with the columns, the psychological effect is much different. You feel privacy. When you live in a space, you find it makes a difference," says Palamara.

The 2 Roxborough sales office at One Balmoral on the southwest corner of Yonge and Farnham Sts. is two blocks south of St. Clair Ave. Call 416-927-0002.

## Suite Ideas

# Sense of space is in the details

The attention to interior detail that Diamante Development Corp. lavishes on its projects is evident in the model bathroom and kitchen for its 2 Roxborough project.

They're on display at the sales office further north on Yonge at One Balmoral, another Diamante project.

The colours and finishes are the trademark warm neutrals of Brian Gluckstein of Gluckstein Design Planning, the interior design firm that created the presentation centre. But tricks used in the execution are pure Diamante, reflecting the influence of the firm's partners Paolo Palamara, an architect, and Julie DiLorenzo.

Most unusual is the bathroom vanity. It's raised off the floor, leaving a space below that helps make the room

seem larger. The unit is also angled, but the angled area is not dead space. There are nifty drawers that pull out, adding to storage.

The backsplash of the vanity lines up with the tiles on the tub, to create a continuity of line that enhances the sense of space.

"This attention to detail doesn't cost any more but it makes a big difference," Palamara said.

In the corner is a tiled shower stall with glass door, which also create a sense of depth. Palamara points with enthusiasm to the tiles on the floor, which are actually the same tiles as those on the walls, but cut in four pieces and laid down. The reason for doing this?

"The floor tiles line up perfectly with the wall tiles."



**SIMPLIFIED LINES:** The sales office for 2 Roxborough has bathroom and kitchen displays.