



Boutique hotel-style condos coming to Ottawa

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The rooftop of the SoHo Parkway Condominiums will offer a sun deck, hot tub and outdoor kitchen with barbecue.

A housing concept new to Ottawa is arriving with the SoHo Parkway Condominiums. They're boutique condos offering hotel-type services and luxurious living.

This type of freehold condo building exists in the likes of Toronto, but is now on our doorstep with the added bonus of having Canadian interior designer Brian Gluckstein taking the helm on the design front.

Mastercraft Starwood has partnered with Gluckstein Design and Metropolitan Hotels to bring the first condominium project designed using boutique hotel standards and protocols to Ottawa, and will be located at 201 Parkdale Ave. in Hintonburg.

The 16-storey, 100,000-square-foot condominium building will consist of 94 suites including penthouse units. The building is scheduled to break ground June 2010 and set for completion in December 2011.

Mastercraft Starwood is a veteran developer having constructed homes, townhomes and condominiums across Canada and into the United States including Ottawa, Toronto and Texas. They also own the SoHo Metropolitan Hotel in Toronto which has both a hotel component and residential-owned units.

"After developing two successful boutique hotel projects in Canada," said Mastercraft Starwood president, Bruce Greenberg, "we saw the benefit of leveraging hotel design standards to build better condominiums. The exacting criteria used lead to high quality materials, durability, and a timeless design. We end up with well thought out living spaces, with a lot of style and flair."

With the Gluckstein design team at work, each suite will be outfitted with nine-foot ceilings with floor-to-ceiling SoHo window walls, spa-inspired bathrooms, Silestone countertops, glass ceramic tile backsplashes, European AEG appliances, and designer kitchens. The exterior of the structure will tower in the sky with glass, aluminium and granite.

Homeowners will benefit from access to the Rooftop Club that offers a sun deck, hot tub and outdoor kitchen and barbecue. The property's Dalton Brown Gym will feature state-of-the-art equipment. SoHo Parkway will also include a private theatre room, boasting a high-definition projector and 7.1 surround sound. Condo owners will also enjoy the building's bike ramp, providing direct access to the street. That means getting from the bike storage area on the second floor to street level won't involve taking your bike into the elevator.

Residents living there will also be able to choose from a variety of hotel-type services including cleaning, catering and grocery delivery.

"We're thrilled to be part of a project spearheading the best in design, architecture and service," said Henry Wu, president, Metropolitan Hotels. "SoHo Parkway Condominiums is designed for a cosmopolitan city and intended for the adventurous at heart." The condos will be managed by the SoHo Metropolitan Hotel.

"It's very modern with the boutique hotel type of design," said Danny See, vice-president of condominium sales for Mastercraft. "There's a demand in the market for this."

He says these units will appeal to those who like the "urban lifestyle". Located in Hintonburg, the building is close to Westboro, downtown and Tunney's Pasture.

"This is definitely an up and coming neighbourhood," said See.

Although about 60 of the units have already been sold in a pre-release, a grand opening is scheduled for Oct. 17.

"We expect a very big turnout," said See.

The SoHo condo units are priced from \$219,900 to \$1.295 million and monthly condo fees will be 38 cents per square foot. There are one and two-bedroom designs, some with balconies. They range from 513-2,779 square feet.

For info contact the SoHo sales centre at 798-7646 or visit www.sohoparkway.com

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