

CONDO MATTERS

## Community is important on all levels

by mirella sarrapochiello



**N**ew-home shoppers are looking for more than a house or condominium. In today's hectic world, they are also searching for a home that will offer them a sense of community and belonging. They want to interact with like-minded neighbours and access amenities without driving too far. In the new-home industry, when the word "community" pops up, some people automatically think of low-rise – townhomes, semis and detached homes clustered around parks and other amenities in the suburbs. In fact, condominiums offer true community living on many levels, starting with the fact that many condominiums are nestled within master-planned neighbourhoods.

Just look at what's happening in many areas of Toronto, such as Liberty Village and Fort York. These formerly industrial sections of the city are now vibrant residential communities where condo residents have easy access to parks, grocery stores, banks, pet stores and all the things that make their everyday lives easier.

Humber Bay Shores in Etobicoke is another example. This is where Monarch Corporation has developed the Waterview community, which is truly master planned for residents' enjoyment and convenience. Our newest condominium, Waterscapes at Waterview, will complete the selection. This community is located right beside Lake Ontario, next to the Martin Goodman Trail, and is only 10 minutes from Bay Street and close to many of Toronto's most exciting shops and amenities. Once completed, it will have its own retail component and a landscaped village court as a central gathering place.

Rivalling suburbia for its community ambience, these urban condominium developments are like small towns within the city. Neighbours meet each other walking, bicycling, in-line skating and enjoying the raft of shops and services within easy reach.

The sense of community in a condominium, however, goes much deeper – to the interior design that nurtures neighbourliness among residents. A condominium is really a vertical community where residents enjoy privacy in their homes and interacting with others in the wonderful

amenities today's condominiums include. It's a real luxury to be able to hop on the elevator to go to an aqua-fit class in the pool or join neighbours in the theatre room to watch the Stanley Cup playoffs.

Condo residents have a lot of fun mixing and mingling with other homeowners in the fitness centre, on the rooftop patio, and in the landscaped courtyards and beautiful lobbies that help to make their condominium feel like home. These built-in social gathering spots are places where they feel they belong – which is what community is really about.

Mirella Sarrapochiello is Manager of Sales and Marketing, High-Rise for Monarch Corporation. Founded over 90 years ago, multi-award-winning Monarch is Canada's oldest builder, and as the result of its parent company Taylor Woodrow plc merging with construction giant George Wimpey plc in 2007, Monarch is now the Canadian division of the world's fifth-largest home builder. Monarch purchasers have the confidence of buying nearly a century of experience and excellence.



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