



# The best is yet to come for King West

Canderel Stoneridge launches DNA3, final phase to redefine condo buyers' expectations

**CREDITED WITH LEADING THE KING WEST CONDO BOOM,** Canderel Stoneridge's award-winning developments at King and Shaw called DNA and DNA2 are condo legends. Launched five years ago in what was then an uninspired and somewhat forgotten part of the city, DNA helped spur the revitalization of this former industrial neighbourhood, creating, in the process, one of Toronto's hippest new residential destinations.

With an edgy brand and a marketing program aimed at young urban professionals, Canderel Stoneridge's DNA condominiums pioneered the neighbourhood with an innovative approach to development that offered contemporary residential architecture and design, upgraded standard features and finishes, and a compelling mix of retail at grade.

"DNA I and II are legendary projects in Toronto condo lore," says Canderel Stoneridge's vice-president of Sales and Marketing, Riz Dhanji. "They generated incredible hype and buzz when they were launched, demonstrated the viability of the neighbourhood as they were occupied, and today – with the highest resale values of any condo

in the King West pocket – have shown themselves to be a smart and savvy investment."

Given DNA's legacy of success it was only a matter of time before the developers introduced the third and final phase, aptly named DNA3.

"Although it's the third project in our trilogy, it's definitely the best," says Dhanji. "Building on the same principles that defined its sister buildings, DNA3 takes condominium living in King West to a whole new level. From its architecture and its amenity package, to its retail component, we've pushed the envelope; even the presentation centre is bigger and better than its predecessors."

At more than \$1 million and over 7,000 sq. ft., the DNA3 presentation centre takes the concept of a condo sales centre to a whole new level! With a new approach to the purchaser experience, the DNA3 sales centre recreates, for visitors, an authentic condo experience (from the replicated elevator and corridor space to the full model and "outdoor" amenity display).

In the presentation centre, purchasers will be able

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to explore a fully finished model suite and experience DNA3's litany of high-end, contemporary finishes designed by Cecconi Simone. Continuing the brand's reputation for giving buyers standard features that would be considered upgrades at most other condos, each suite will boast contemporary and European-designed kitchens complete with quartz countertops, European appliances and an integrated refrigerator. Master ensuites offer, among other features and finishes, a Cecconi Simone custom sink and vanity, sandblasted glass surrounding the mirrored cabinet and contemporary fixtures.

Every residence at DNA3 includes engineered hardwood flooring throughout the main principle rooms, nine-ft. ceiling heights and expansive balconies.

Priced from the \$180's to over \$400,000, units at DNA3 will range in size from 340 sq. ft. for a studio design to over 900 sq. ft. for a two-bedroom-plus-den unit.

Residents will have access to over 6,000 sq. ft. of amenity space including a fully equipped training gym

complete with an exercise studio, yoga room, his and her change rooms and Toronto's first "Rain Room." Other amenity features will include an outdoor landscaped terrace with "misting station," private party rooms, a games room with bar and lounge, a theatre room and a business centre.

And while luxury and lifestyle are the prime focus at DNA3, the developers have recognized that a fulfilled urban experience must address issues of conservation, sustainability and healthy living, as well. Therefore, DNA3 boasts an impressive commitment to its "ecotecture" including green roofs, low-E glass for efficient heating and cooling, dual-flush toilets, energy-efficient light fixtures and individual utility metering.

"We have always been proud of the legacy of DNA and our place in shaping the King West condo boom," says Dhanji. "But while our history looks good, the future of DNA looks even better!"

**DNA3 will be opening in the fall. Get yourself on the priority list by registering at [dnacondos.com](http://dnacondos.com).**