



THE STATION  
CONDOS ON THE SUBWAY

# CENTRE STAGE

VOLUME 3 SPRING 2013

## FROM THE DESK OF DAVID HIRSH, PRESIDENT OF BRANDY LANE HOMES



There's no doubt about it - spring has officially sprung. With the weather getting warmer and the days getting longer, I can't help but get excited about the on-going progress at The Station. While things don't stop when the weather gets cold, there is certainly something to be said for the renewed energy that comes along with this time of year. The natural springtime inclination to get-up-and-go will make itself evident in the next couple of months as construction at The Station continues to ramp up.

When we last touched base with you, we were at the beginning stages of excavation. While our ground-breaking was an exciting milestone and indicative of the progress to come, it was difficult to see any measurable differences from one day to the next. We've made a lot of progress since then. With excavation well underway, we were able to start pouring the foundation and we're currently working on the parking levels. You can really see things taking shape as the days go by. Along with the noticeable differences below street level, you can now also see two cranes towering the site, which are visible from miles away.

Once the parking levels are complete, it will be no time at all until we move along to building the podium and towers, one storey at a time. It will be truly amazing to see this condominium take shape. We'll be changing the look and feel of Wilson Avenue brick by brick and we're proud to contribute to the gentrification of this developing area. Part of the City of Toronto 'Avenues' Initiative, our location on Wilson is slated to be developed into a pedestrian-friendly hub, making it the ideal place to call home. Imagine beautiful tree-lined streets and sun-lit sidewalks to wander about on a warm day. This is truly a remarkable neighbourhood in the making and The Station will be an important part of this evolution.

If you haven't already purchased a suite at this record-breaking project, it's certainly not too late to call The Station home. We still have a great selection of suites available. Visit our Sales Office where we can work together to make you a happy homeowner. Stop by and check out the living space we've modeled, carefully designed to show you the fabulous features and finishes we have to offer. You can also follow our progress and view monthly construction updates by visiting us online. Visit us at [thestationcondos.com](http://thestationcondos.com) and check out our Construction section.

Sincerely,

David Hirsh  
President, Brandy Lane Homes



## OUR NEIGHBOURHOOD IS GROWING



Photo courtesy of Downsview Park

On April 21st, companies, individuals and families happily made their way to Downsview Park to show their support for Earth Day. Although a little chilly, the weather was perfect to be out and about. Approximately 2,000 trees were planted to celebrate the day and help grow this urban forest. An integral part of our neighbourhood, this 600 acre urban oasis provides the perfect balance of recreational, athletic and educational spaces. Renovations and new construction will be taking place throughout the spring to make Downsview Park the ultimate retreat. Located only a few minutes from The Station, this park is destined to be the ideal location for public and private events.

With a variety of events catered to suit everyone, Downsview Park offers both indoor and outdoor activities during the spring and summer that are sure to entertain. For those who prefer to walk or run their way to health and in support of great causes, there's the Toronto MS Walk and the Color Me Rad 5K in support of Big Brother and Sisters of Toronto. Music lovers will enjoy the spacious outdoor venue, which makes the perfect concert setting for bands including The XX, Fun and Weezer. For some action-packed indoor fun, check out the Toronto Roller Derby League - they are now calling The Bunker at Downsview Park home. If you're looking for a more tranquil setting, take a walk through the Meadow or along the boardwalk at The Lake and make it a point to enjoy the warmer weather.



# WHY NOW IS A GOOD TIME TO BUY

Guest article by Mark Cohen, Senior Vice President and Founding Partner of the Condo Store Marketing Systems



I'm pleased to be able to contribute to this important Spring edition of The Station newsletter. These are interesting times. I have been pre-selling new condominiums and new home communities for almost 30 years, many very close to The Station, and I can proudly say that I have lived in this neighbourhood my entire life. This is a great time to be in the market.

Although there has been a healthy share of gloom and doom in the media towards the end of last year and well into the new year, that trend has been changing within recent weeks. You might be wondering if now is the right time to invest in a condominium. Have no doubt that now is definitely a good time to buy. But don't take my word for it, take a good look at the indicators that confirm this as fact. The market is clearly healthy and strong. Bidding wars are still evident in the resale market, with many sellers obtaining more than asking price for their homes. There are still some instances of new condo projects selling 200 or 300 suites in a matter of days. These are not the characteristics of a flailing or dying market. Furthermore, the cost of land and new housing, coupled with the shortage of developable land throughout the GTA, pretty much assures that condominiums will be 'it' for both short and long term investments.

Interest rates will remain low into the foreseeable future. If we can assume that this is the new reality - and we can - we will continue to see competing mortgage lenders, all vying to get new buyers' business. The savings in your pocket means that you can own for less in the long run and ensure that month to month costs are affordable. The resultant increase in affordability for both new condominium and new home buyers will also play a vital role in ensuring that the Canadian economy will remain stable. The Federal Government is dedicated to ensuring that our economy remains strong and not susceptible to a bursting housing bubble similar to the one that affected the American economy.

With all these strong indicators that suggest that now is the time to buy, naturally, the next question is where to invest your hard-earned money. Once you have decided to purchase a condo, the next essential attribute to consider is location. The right location will make a condo more desirable and allow for greater appreciation over time. Ideally, you need to look at a location that commands a brisk velocity of new home sales and demonstrates healthy resale values. Another key is to invest in a home located in an area that shows potential - one that is on the upswing. If you can get in before an area becomes recognizably popular, you'll be able to capitalize on future potential, without the hefty sticker price. The Station is perfectly located along the rapidly gentrifying Wilson Avenue, surrounded by resale homes that command a healthy value on the market. Part of the City of Toronto's Avenues Initiative, this condo is located in a neighbourhood that is set to continue sustainable and residential-friendly development.



Make a grand entrance at The Station.

Finally, when considering location, you have to be sure that it offers the convenience and local amenities that make your home the perfect fit for you. Located steps to the TTC Wilson subway station, as a new homeowner at The Station, you can find yourself downtown in 20 minutes. No traffic and no hassle. Close to Yorkdale, with its recent 145,000 square foot expansion, you can be sure to find what you need to fulfill all of your shopping desires. When you're not out enjoying the surrounding amenities, you have the opportunity to hang out in your modern suite, decked out with top-notch features and finishes. To top it all off, you can expect amenities equivalent to those you would find in a downtown condo. Most importantly, you can own all of this for less than you would spend downtown. Considering the cost to rent today, it makes way more financial sense to invest your money in a home that will appreciate well over time and offer you the convenience and amenities you need. Why would you choose to continue putting money in someone else's pocket when you can watch your investment grow at The Station?

## COLOUR YOUR SPACE

It's no secret that fashion trends often inform interior design. Much like the bright colours and patterns you might see at your favourite fashion outlet, home furnishings are following suit. What better time to freshen up your decor than during the spring season? Incorporating a new colour is easy. An accent chair, brand new throw pillows or even a lamp or vase can instantly change the feel of your living space. Introducing a colour accent or graphic pattern will always add a new dimension to a room.

Feel free to visit our Sales Office and tour the living space we've modeled to show you our features and finishes. Our interior designer, Terrence Lukas of Lukas Design Interiors, uses distinctive colour accents and patterns to make the space feel bright and inviting. It might inspire you to give some thought to how you can also brighten up your home. Pick a colour you like and start small. Wander your local home furnishing store and check out what they have. You might be surprised at how much difference a little change can make in creating a space that you love.



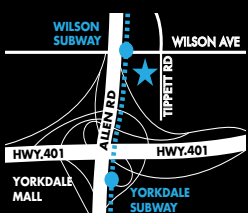
Tour our modeled living space today.

## MEET US ONLINE

The expert team behind The Station are some of the most knowledgeable and experienced professionals in their fields, and their expertise is largely responsible for our success. We think the insights they bring to the process of creating The Station are worth sharing, and we wanted you to get to know them a little. So, we've created a series of videos and posted them online. Bringing The Station to fruition is a fascinating, complex undertaking, and we hope you'll enjoy what they have to say.

We loved putting them together, and we're sure you'll love checking them out. Visit the Team and Builder sections on our website today!

[thestationcondos.com](http://thestationcondos.com)



Sales Office  
On Tippet Road, South of Wilson Avenue  
Mon to Thurs 12-6 Sat + Sun 12-5

**THE STATION**  
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