

## Tridel aims to be better. Naturally Better.



**E**nvironmental conservation is a major issue, and Tridel is taking the initiative to incredible levels in the condominium development industry. Tridel was joined by the Toronto Atmospheric Fund in a recent press conference to launch a new concept in energy efficient and environmentally friendly condominium development. This concept is being presented at Verve, a new community in the Sherbourne and Wellesley area.

Buildings play a vital role in cities, both in the economy and in people's private lives. A great number of the buildings in which Canadians spend 90 per cent of their time operate continuously in order to provide safety, comfort and services required to live and work in the city. Of equal importance is the fact that buildings also have an important impact on the environment and on natural resources – they consume massive amounts of energy, raw materials and a great amount of freshwater resources. These buildings also account for a substantial amount of greenhouse gas emissions and material waste.

It is for these reasons that Tridel began developing “Naturally Better” – a program designed to promote healthy, environmentally friendly sustainable condominium living. Tridel first introduced the Naturally Better program with the

launch of its Element community in downtown Toronto in the fall of 2003. When complete, this residence will be connected to Enwave's deep lake water cooling system, which will result in 20 per cent energy savings when compared to a conventional high-rise condo. Since developing this environmentally conscious foundation, Tridel has undertaken an extensive research and development study to test and monitor innovations designed to improve the energy performance and indoor air quality of its condo communities. Insulation, seals, and heat and energy recovery ventilators are just some of the elements being tested. Tridel's newest condo development, Verve, is a community designed to respond to the realities of today's environment: harmful greenhouse gasses, waste, pollution and consistently increasing energy and operating costs. Incorporating Tridel's Naturally Better program, Verve will provide residents with a high-performance, efficient home, with a healthier living environment and reduced maintenance costs. Verve has been designed with numerous environmentally preferred features. It is expected to outperform Canada's Model National Energy Code by a significant margin, which will translate directly into cost savings.

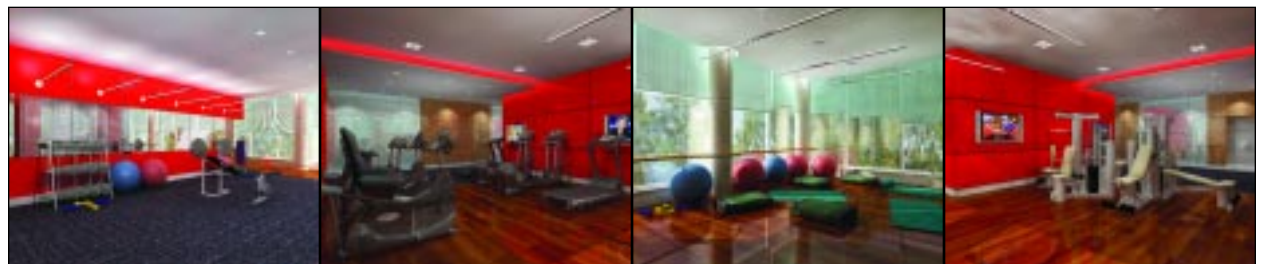
Verve – an innovative experience in condo living – is not only designed to be environmentally conscious and aware,



From Left to Right: Deputy Mayor Joe Pantalone, City of Toronto; Councillor David Soknacki, chairman, Toronto Atmospheric Fund; Jamie James, principal, BuildGreen Consulting; Leo DelZotto, president, Tridel; and Councillor Kyle Rae, City of Toronto.

but designed to feed off the vibrant energy of the surrounding urban environment, and the spirit of its residents. Offering resort-style condominium living, Verve will provide the comforts of home and the style of today's coolest boutique hotels. Located on Wellesley Street East, just east of Jarvis Street, this condominium community will anchor a new master-planned community on the former Wellesley Hospital site. Positioned on the edge of architectural design, this stunning building will also be healthy and energy efficient, taking the lead as one of the first certified "green" condos in the city. As part of the Naturally Better program, Tridel has registered Verve to pursue LEED (Leadership in Energy and Environmental Design) certification by The Canada Green Building Council. LEED defines green buildings by establishing a common standard of measurement, promoting integrated, whole building design practices and raising consumer awareness of green building benefits. It's the most recognized certification system for green buildings in North America. To qualify, the building must outperform the energy code requirements for condominiums by more than 25 per cent.

Pushing the boundaries in architectural design, Burka-Varacalli Architects has made Verve a powerful visual statement, in both the local neighbourhood and on the Toronto



Residents can keep up fitness regimes while saving on the gym dues. – the Verve offers fitness facilities featuring state-of-the-art equipment

skyline, with its 39-storey point tower of shimmering glass and concrete elements, and its hip, urban seven-storey loft building linked by a central lobby. Verve's tower facade has been shaped to take advantage of some of the unique elements of the surrounding landscape, following the curving path of Wellesley Street as it passes by.

Verve will offer 344 one-bedroom, one-bedroom plus den, two- and two-bedroom plus den tower suites with nine-ft. ceilings. Ranging from 522 to 1,085 sq. ft., each suite is accompanied by either a French balcony, balcony or terrace. Tower suites are priced from \$168,000 to \$341,000. The loft building will be home to eight one-bedroom, one-bedroom plus den, two- and two-bedroom plus den lofts with ceiling heights ranging from nine to 14 ft. Each features either a patio, balcony or terrace. Two-storey lofts make up the top floor of the building. Loft suites range from 614 to 1,404 sq. ft., and priced from \$230,000. A series of large Signature Collection suites will also be released at a later date – something to watch for!

Sustainable development and environmentally friendly design are two key elements that have been given great consideration in the development of Verve. Reflecting this, finishes used in both the Tower and Loft collections are not only premium quality, but also kinder to the environment. Plank laminate floating floors, for example, which consume fewer natural resources and limit the building up of dust and irritants, are found in the kitchen, living room, dining room, den, halls and foyer, creating a healthier living space. Green label certified broadloom is used in the bedrooms in place of conventional carpeting, and porcelain tiles are found in the bathrooms.

Energy conservation continues in the kitchen with a black Energy Star high-efficiency, time-delay dishwasher and a stainless steel Energy Star high-efficiency refrigerator, plus a black, slide-in self-cleaning oven with a ceran top and an over-the-counter microwave with a built-in hood fan. Finishes such as granite counters, a mosaic ceramic tile backsplash and Euro-style flat panel cabinetry with extend-

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ed uppers, designer detailed open shelving and stainless steel handles are other highlights. Most of the kitchen designs also provide an island with a breakfast bar, giving residents more storage space and an eat-in area.

Each suite's bathroom is designed with water conservation in mind, featuring low flow faucets in bathtubs, showers and sinks, as well as a high performance dual flush toilet. In the bathroom, residents will find 36-inch extended Euro-style cabinetry with stainless steel handles, white cultured marble counters complete with a rectangular sink, and a deep soaker tub or glass shower stall with designer detailed mosaic wall tile.

Residents will also benefit from an in-suite laundry area with a stacked Whirlpool dryer and Energy Star front-loading washer. Each suite also features Tridel's SoftWire Network Centre, which supports the very latest in communications and entertainment technology, with the flexibility to suit individual lifestyle and communication needs for the present and the future.

As importantly, Verve will provide residents with an urban oasis reminiscent of South Beach amid the bustling city. On top of the loft building, residents can spend their hot summer nights relaxing while overlooking the city. The roof is home to an outdoor swimming pool with a water wall, breezy cabanas, sunning decks and patios with barbecues. With special lighting adding atmosphere in the evening, residents will be able to entertain guests, day or night.

As Verve is part of the overall master-planned community, residents will also be able to enjoy a stunning urban park designed by internationally acclaimed landscape architect, Cornelia Oberlander. Oberlander has designed public spaces for many projects including the National Arts Centre in Ottawa, the Canadian Embassy in Berlin and the Canadian Chancellery in Washington, DC. A recipient of the Order of Canada, she believes that it is imperative to provide "green living for city dwellers," and the theme for the park is "healthy cities."

Verve is ideally located to offer its residents all that



The roof top deck, the lobby and the party room are all sublime, offering gracious design and wonderful furnishings.

In addition to leading edge living spaces, Verve will offer residents resort-style living with first rate amenities and outstanding design. Verve's central lobby and recreation facilities have been designed as fluid spaces – open, inviting and pulsing with the life of the community. The two-storey lobby, created by Mike Niven Interior Design Inc., has a suspended second floor made of frosted glass, translucent light panels that change colour over the course of the day, and suspended ornamental artwork that also reflect the coloured light.

The design of the party room, with its bar and caterer's kitchen, is flexible to meet many uses, whether it be an intimate dinner party or a much larger gathering of friends. Residents can also kick back and play a game of pool in the billiards room or watch a movie in the private screening theatre. And, residents will no longer need their gym membership, as Verve's fitness centre and aerobics studio will offer state-of-the-art fitness equipment, sound systems and televisions.

Toronto has to offer. Just a short walk from Yonge Street, residents can take advantage of some of the best restaurants, shopping and entertainment. A stroll north up Yonge Street leads to the shops of Bloor Street, while a walk south takes residents to College Park, which is home to a large Dominion, the Eaton Centre and numerous restaurants and theatres. To travel further afield in an environmentally friendly way, residents also have access to the TTC at the Wellesley or Sherbourne subway stations.

Homebuyers interested in finding out more about the fabulous and environmentally conscious lifestyle at Verve can visit the Tridel Store, located at 2 Carlton St., at the northeast corner of Yonge and Carlton. The Tridel Store is open Monday to Thursday from 11 a.m. to 7 p.m., Friday, weekends and holidays from noon to 6 p.m. For more information visit [Tridelfilms.com](http://Tridelfilms.com) or call 416-596-9888. More on the Naturally Better program can be found online at [naturallybetter.ca](http://naturallybetter.ca).