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FALL 2011 \$16.00  
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# GREEN 4.0 BUILDING ANNUAL

Is Green becoming the standard for  
contractors and owners dedicated to quality?

**STUART OLSON**  
**DOMINION CONSTRUCTION**  
STAYING AHEAD OF THE INDUSTRY  
CURVES PROGRESSES LONGEVITY

**FRASER HEALTH AUTHORITY**  
A FRONT AND CENTER  
REQUIREMENT THAT THEIR  
DESIGN BE SUSTAINABLE

Charlie is the definition of high-rise style. Designed by Diamond + Schmitt Architects, the condominium has of all the latest architectural innovations, including glass stretches along the tower's aluminum frame and heritage brick securing its foundation.

Offering its residents fashionable living in the city, Charlie has a state-of-the-art fitness center, a stylish lounge and a fully landscaped garden patio, complete with a pool, seating and a BBQ and dining area for outdoor enthusiasts. The biggest challenge for the company is fitting all of these amenities into the space available.

"As a high-rise developer, we are typically working with small sites with each offering their own set of constraints," Matthews says. "It is the actual development of these projects, and working with the zoning and constraints of such smaller parcels, that really presents the numerous challenges."

#### TWICE THE VALUE

Rounding out Great Gulf Group's current development portfolio is X2. This project is a 49-storey, 570-unit high-rise development with five levels of parking, a retail element and a double height lobby designed by Cecconi Simone.

Located on the ninth floor, the Amenity space will offer X2 residents a weight room, fitness training room, billiard room, kitchen, dining room, bar and lounge area, piano lounge and a poolside library/lounge. The ninth floor will also open up to a rooftop garden, with an area that will include an outdoor swimming pool, seating, sunning area and trees. X2, like every other element of the company's portfolio, is yet another example of the dedication to good design that Great Gulf Homes continues to show.

"We are a developer that, like anyone, is looking for the bottom line to make profit, but we don't feel that making a profit and good design are mutually exclusive. We can do both, and it has helped build our reputation and brand," Matthews says. **DDC**

#### CECCONI SIMONE

Cecconi Simone is a multi-disciplinary interior design consulting firm which produces award winning designs for large scale condominium/loft developments and hotels ... for clients in the restaurant and hospitality industry ... for corporate clients ranging from major advertising agencies to insurance companies and for leading financial institutions and government agencies. Their diverse range of work is central to the Cecconi Simone whole design philosophy; the belief that a cross-pollination of design experience leads to a deeper understanding of how people live their lives and the design needs that arise from those lifestyles.



is proud to be a member  
of the great gulf team

X • X2 • Charlie • One Bloor • Monde • Pace  
Turtle Creek Drive Dallas • 1401 Lawrence

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

# A Dedication to Design

Proving style and pricing are mutually compatible

As a leading residential developer, the Great Gulf Group of Companies has made it its mission to develop high-rise communities that serve as an instrument for restoring the urban experience in downtown Toronto.

"I think one of the key differentiating factors for our firm, from a development point of view, is the design-driven philosophy that the firm subscribes to," says Geoff Matthews, Director of Development for Great Gulf Homes. "It is a firm that truly understands the importance of integrating first rate design capabilities across all product lines."

Founded in 1975, the Great Group of Companies has grown from its roots as a successful regional home builder into one of North America's premier real estate organizations specializing in residential, commercial/industrial/retail and resort development, spanning the entire real estate spectrum from land acquisition to development and construction.

Continuing its tradition of acclaimed high rise developments, the Great Gulf Group is currently developing One Bloor, Charlie and X2, which are three condominium projects that will be stunning architectural icons to add to Toronto's growing skyline.

## ONE BLOOR & CHARLIE

One Bloor is a 70-storey, 800,000-square-foot mixed use development that includes approximately 100,000 square feet of retail uses on three levels. Positioned at the southeast corner of Yonge Street and Bloor Street, One Bloor is located at the convergence of two subway lines making it one of Toronto's most prominent intersections.

"It is a one-acre site that we have acquired to develop what will be probably the most important condo project that this city has seen in many years," Matthews says.

The northern corners of the area were redeveloped in the early 1970s, but failed to celebrate the im-



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-Geoff Matthews

portance of this destination by locating the retail below grade. The development of One Bloor is intended to increase density while contributing to the public realm with new connections to transit, street-level retail and an improved pedestrian thoroughfare.

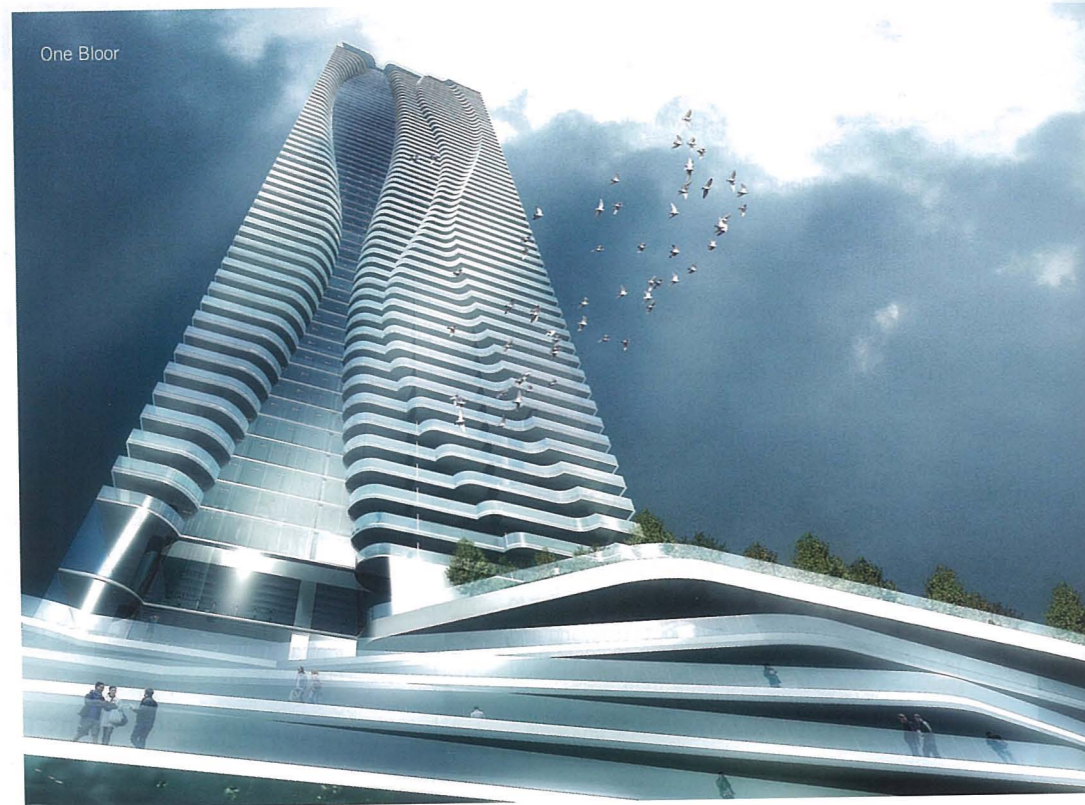
"One Bloor is a true reflection of our company's ability to do a mixed-use project," Matthews says. "It really draws on the expertise of the different divisions within our firm, that being on the retail / commercial side and the residential side, to integrate those two uses into a very architecturally distinct and significant building."

The high-rise residential tower includes over 27,000 square feet of resort-inspired amenities on the sixth and seventh floors designed by Cecconi Simone, plus an additional 19,000 square feet of outdoor amenity space on the seventh floor by Janet Rosenberg & Associates. The sophisticated look of the building will play a role in attracting renters and consumers to the location.

"With One Bloor, we are essentially replacing two-story retail uses that have seen their day," Matthews says. "We have now taken what was there and have replaced it with significant grade-related and second floor retail uses. I think that we have responded well to the existing urban condition by creating something that will add to it and not take away from it, which the previous site conditions did."

Charlie, a project located at King Street West and Charlotte Street in Toronto, is another recent development by Great Gulf Homes. The 36-story, 320,000 square foot high-rise condominium project offers 314 units and 6,000 square feet of retail space.

"Just like One Bloor, Charlie draws from the expertise of highly acclaimed architects," Matthews says. "That speaks to our firm's interest in looking first for design capabilities, as opposed to simply just focusing on cost."



Great Gulf  
Homes

Director of Development  
Geoff Matthews

Location  
Toronto, Ontario