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The Colours of Emerald City is at street level and construction is moving quickly!

By Lucas | on April 21, 2016 |



Now that the weather is prime for building, we decided it was a great time to pay another visit to ELAD CANADA's Emerald City condo community in North York, where there are currently two condo residences under construction.

The last time we toured the site, there were two cranes up at Block B where The Colours of Emerald City and Fifth on the Park are being built. The construction team was on parking level 4 of Colours and parking level three of Fifth on the Park. Now, they are on parking level one, which is actually at street level for Colours.



Fifth on the Park

“As you can see, we’ve started the foundation for Fifth on the Park, and this is actually the foundation for the third tower,” explained Ron Weinstock, Executive VP Business Development & Construction, ELAD CANADA, as he motioned to where the third and tallest tower in the block will be. “We’re just doing preparations, and after we do some foundation work, we’re going to relocate the ramp so we can complete tower two, then complete tower three.”



There will actually be a third crane going up in a few days, which will be used to speed up the construction of Colours, and then later be used to build the third tower. The designs for the third tower are moving along smoothly, according to Weinstock, and they will probably be ready for market by June or July. The name of the condo is still up in the air.

The Parkway Forest Community Centre



Phase 2 of the Parkway Forest Community Centre

We also had the opportunity to tour the Parkway Forest Community Centre, Phase 1 of which is complete and open to the public, and Phase 2 is under construction. Phase 1 features meeting rooms, dance classrooms, a teaching kitchen, and much more.

Phase 2 consists of an outdoor children's playground, a basketball court, an outdoor pool, a children's pool, and a building with change rooms and showers. The playground and basketball court are complete, and the pool will be ready for use this summer!



We were touring the Community Centre around 2:30 pm and the children in the nearby school were out playing in the field, which is adjacent to the Centre. We asked Weinstock if there were a lot of families purchasing at Emerald City, and he said, "It's amazing, you know, first there were the investment buyers and they were flipping it [units]. So, we started with around 20 or 30 kids, and now we have more than 100."

Now that Block A at Emerald City is complete and the Community Centre is nearing completion, it's become obvious that this is a family-friendly neighbourhood. We're positive that even more young couples either with children or planning a family will be purchasing at Fifth on the Park and Colours.

The new Décor Studio at Emerald City



Megan Collins walking us through the touchscreen features selection process

The third stop on our tour was at the new Décor Studio that ELAD has opened in the Emerald City presentation centre at Sheppard and Don Mills. We met with décor consultant Megan Collins, who showed us how ELAD is making it easier for purchasers to select their features and finishes (purchasers of Colours are currently selecting their features and finishes).

There are three different packages from which purchasers can choose, plus additional upgrades and they can even mix and match. There is a large touchscreen that allows you to see what each feature or finish will look like. “The program is helpful because people can actually visualize it and see how the colours are coming together,” Collins said.

ELAD is also providing a wider selection than some developers, for example, the purchaser can choose different lighting, trim, and curtains or blinds. When it comes to flooring, there is laminate, hardwood, and even cork!

“A lot of popular ones [features and finishes] are the blinds, the trims, things like that not every condo builder really offers,” Collins said. “It’s been really good, people have been happily surprised because they can really make it their own. Some people don’t need anything, but if you’re living there, you want to make it feel like home.”

“We have had some people that come in, like a young couple recently, I think they just got married, and they changed up the floor and the countertops, and they’re making it their dream home, so it’s nice that they can actually make it different enough,” added Collins.

Visit Emerald City in North York



If you’re interested in learning more about the available units at The Colours of Emerald City or Fifth on the Park, then visit the presentation centre at Sheppard and Don Mills in North York.

There is a beautiful model suite available for touring and you can even check out the Décor Studio to see what kind of features and finishes are available.