



MAKING ITS **WATERMARK** on historic Long Branch

In the heart of historic Long Branch, a new development is on the horizon, bringing new life to this established area. Indeed, Watermark will be a mark of distinction on this west-end community.

Back in 1884, Long Branch was originally developed as a summer vacation site catering to Toronto's upper crust. Just a 45-minute sail across Lake Ontario from the foot of Yonge St., Long Branch provided a practical solution to the problems of summertime travel across a busy city – a sweet retreat without ever leaving town.

Now, 127 years later, Long Branch remains a sought-after hotspot for these very same reasons – easy waterfront access, convenient connectivity to all parts of the GTA, a strong sense of community, and a homey haven just a 15-minute drive from the hustle and bustle of downtown Toronto. Streets lined with mature trees and Queen Anne-style architecture recall days gone by, but modern

architecture is never far away.

Enter Queenscorp – developer of Watermark, the new community set to rise at the corner of Long Branch Ave. and Lake Shore Blvd. W., nestled among waterfront parks including Marie Curtis Park, Len Ford Park, Long Branch Park, Birch Park and Colonel Samuels Smith Park.

For travel around the city, Watermark will put you a stone's throw from the QEW, Gardiner Expressway and Hwy. 427. The Long Branch GO Transit station is a short stroll away, and the TTC streetcar stops right outside your door. But you won't have to go far to experience some of the best the GTA has to offer.

For the outdoor enthusiasts, Lake Shore Yacht Club, Long Branch Waterfront Trail and Lakefront Promenade are perfect spots to get out and enjoy the fresh air. When the weather is warm, Toronto Golf Club and Lakeview Golf Club are hotspots, while the MasterCard Centre and Centennial Arena provide



winter activities like hockey and skating. And if shopping is your activity of choice, give your wallet a work-out at nearby Sherway Gardens. For students and bookworms, Long Branch Public Library and Humber College Lakeshore Campus are in the neighbourhood.

Watermark itself will be a striking, seven-storey boutique condominium housing 72 suites, ranging in size from 596 to 1,228 sq. ft. and priced from \$269,900. The building will boast timeless traditional architecture – antique red brick, limestone accents, large cornice mouldings and decorative metal details – blending beautifully with the historic structures that have called this area “home” for more than a hundred years. The distinctive clock tower is sure to become a local landmark.

Inside, an elegant lobby welcomes residents and guests with comfortable seating and a day-time concierge. Maintaining the original “resort” sentiment of the community, Watermark will include a roster of fine amenities including the Watermark Club Room with its large seating area, wide-screen television and a caterer’s kitchenette and bar opening onto an outdoor lounge area with barbecues and dining areas; a rooftop sundeck overlooking Lake Ontario; a fitness centre complete with cardio and weight-training equipment; and two elevators to whisk you up to the privacy of your suite.

The luxury continues in your unit, where open-concept living areas feature deep balconies and terraces (as per plan), and a striking sense of space is enhanced by dramatic nine-ft. ceilings. Quality laminate flooring in the living/dining room, kitchen, foyer and hallways offers style and durability, and plush carpeting

with underpad in all bedrooms pampers your feet.

The chef of the household will love the custom quality kitchen cabinets with extended-height uppers, offering plenty of storage space. The beautiful granite or engineered quartz countertops and stainless steel undermount sink offer an ideal meal prep area. Upgraded stainless steel appliances including fridge, slide-in stove and dishwasher add fashion to function in this much-used space. And making laundry less of a chore, you’ll appreciate the high-efficiency front-loading stacked washer and dryer.

Escape from your busy day in the spa-inspired bathroom complete with designer-series cabinetry and cast composite countertop. The deep soaker bathtub will wash away the cares of the day, while imported ceramic tiles add cosmopolitan elegance to the space.

ABOUT THE BUILDER

Founded in 1992, the award-winning Queenscorp Group of Companies specializes in building niche residential and commercial infill real estate developments across the south-west GTA. With projects ranging from midrise condo towers to lowrise waterfront enclaves, Queenscorp has built a reputation for quality and innovation as demonstrated in their vibrant landmark communities.

Visit the Watermark presentation centre, located at 3609 Lake Shore Blvd. W., suite 104. Hours are Monday to Thursday from 1 to 7 p.m.; Saturday, Sunday and holidays from noon to 5 p.m.; Fridays by appointment. For more information please visit queenscorp.com or call 416.354.2221.