



A model of the future building at 1451 Wellington, with architecture inspired by Ottawa's parliament buildings.

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Developer Sam Mizrahi is bringing his luxury brand of condos to Ottawa

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1451 Wellington brings luxury condos to Ottawa



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The corner of Island Park Drive and Wellington West is set to become the home of Ottawa's most luxurious condo building. Aimed at the high-end buyer, 1451 Wellington is the latest development by famed Toronto developer Sam Mizrahi and his first foray into the capital city. I had a quick chat with Sam to discuss this upscale

project and what sets it apart from the other condos popping up throughout Ottawa.

This is your first development in Ottawa, why did you decide that now was the time to move into the capital and why this location?

"It was about four years ago that we saw there was an opportunity in Ottawa and that the luxury market wasn't being served. Being the capital city of Canada, we felt it was time to develop a world class luxury building for Ottawa similar to those you would find in Toronto and around the world. No-one was serving that market segment, so we began looking at areas in Ottawa that would fit the criteria - a neighbourhood in transformation with a strong sense of community where you're able to walk to groceries, cafes and restau-

rants.

This corner at Island Park Drive has been designated as a gateway site by the City of Ottawa and is a very important artery for the city. The parliament buildings are only 10 minutes away so we felt that this was the perfect location for this project."

What are the challenges in building a development like this in Ottawa compared to Toronto?

Actually the process has

been very similar, and we've followed the same value system we always do when designing a new building, collaborating with the City and the local community to come up with a design we're proud of and discussing what it is they want to see in this building. We're dealing with an identical demographic for this building than with our other projects in Toronto which has a lot to do with the product and that we're serving a niche in the market that is currently under served.

With so many condo buildings popping up in Ottawa over the last few years – what sets 1451 Wellington apart?

The attention to detail. 1451 Wellington feels like a five star boutique hotel with timeless architecture and design and luxurious amenities. Residents will be able to enjoy a saltwater indoor pool, a full state-of-the-art fitness centre, an entertainment suite with a catering kitchen for when they want to have large parties or events and there's an over-



The presentation centre at 1451 Wellington shows potential buyers the kinds of luxurious finishes they can expect in their unit. **SUPPLIED**

night guest suite. There will also be 24 hour valet parking and security, concierge serv-

ices, an on-site car wash and a pet washing station. Some of these details and services that you'd find in a five star boutique hotel are unique to this building in Ottawa. We've built a presentation gallery like no other that shows homeowners the exact details and specifications that they'll find in our units. In the presentation centre, you can feel the soul of the building and see the defining luxury in the details. The best way to experience luxury is to feel it.

What is your target demographic?

We've sold 20% of the building in the first six weeks and a large number of buyers are those who already live in the area and love it, but maybe they're moving out of large family homes and are looking for a change in lifestyle. By moving into 1451 Wellington, they can stay in the neighbourhood they love, close to their friends and the local restaurants and shops. So far it's been a mix of units of all sizes that have sold, to suit the different lifestyles of the buyers.

Can you tell me a bit about the custom design options – how does this work for buyers looking

for a custom condo?

Customers can completely customize their suites. There are very limited things they can't do. From changing rooms around to merging together two floorplans,

we can totally custom design your unit. If you want to take one of our existing floorplans and make a couple of changes or totally alter the layout to suit your lifestyle and personal requirements, we can do that at no extra cost. For

the units that have already been sold, we're seeing a mix, some buyers are staying with our existing floorplans and some are deciding to make changes.

Considering the initial resistance to the first design – what is it about the new design that will make 1451 Wellington a landmark building for the area?

It's the iconic architecture. It's iconic of Ottawa and fits within the same value system for Ottawa's government buildings with the limestone facade and at the top of the building, the roof with the spire – all trademarks for a truly landmark building. It has received landmark status which means it's designated as a landmark for the area. It really defines that we have designed something that is unique for the area and defines it in a very positive way.

For more information about 1451 Wellington, you can visit the presentation centre, open seven days a week and visit the website at 1451wellington.ca

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The presentation centre has been designed to exemplify the sense of luxury felt throughout the project. **SUPPLIED**



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