

# THE WINDS OF CHANGE

The Windsor brings new era of modernity to underdeveloped Elbow Drive corner

BY PEPPER RODRIGUEZ

**I**n real estate, as in life, timing is everything.

For the longest time, and for a variety of reasons, the corner of Elbow Drive and 50th Avenue S.W. had lain dormant, seemingly trapped in its own time bubble from a different era.

But the time has come for what could only be the most coveted piece of real estate outside of the downtown core to fulfill its potential, as Arlington Street Investments introduces The Windsor, a mixed-use, six-storey mid-rise condominium with a retail base that promises to bring new life and energy in the area.

Located on the intersection where three of Calgary's most affluent neighbourhoods meet, anyone would have thought that this piece of land was a no-brainer for commercial and residential development.

But for a long time, the area's growth had been held back by a long-standing contamination issue that had only until recently been resolved.

Frank Lonardelli, president and CEO of Arlington Street Investments, says the area was affected by a long-undetected leak from an old gasoline station nearby. It was, at that time, the biggest environmental disaster of its kind in Western Canada and took over a decade to resolve. But after years of painstaking clean-up efforts using advanced technology, the area is now safe for residential and commercial use. >>





FAST FACTS

**COMMUNITY:** Windsor Park  
**PROJECT:** The Windsor  
**DEVELOPER:** Arlington Street Investments  
**STYLE:** Premium apartment-style condos and townhomes  
**SIZE:** Townhomes from 1,120 sq. ft., condos from 576 sq. ft.  
**PRICE:** Starting from \$322,900  
**ADDRESS:** 5112 Elbow Dr. S.W.  
**HOURS:** Monday to Thursday 1 – 7 p.m. Closed Fridays. Saturdays and Sundays noon to 5 p.m.  
**WEBSITE:** [www.thewindsorcondos.com](http://www.thewindsorcondos.com) or [www.arlingtonstreet.ca/property/asi-britannia-block](http://www.arlingtonstreet.ca/property/asi-britannia-block)



“With preferential access to all that you need around you, living at The Windsor will exceed all of your expectations of luxury, wrapped in the modern conveniences of urban living.”

During that period, this particular corner had held some semblance of commerce with a mom-and-pop convenience store, dry cleaners and assorted services taking up the block. The Windsor will bring a new richness to the amenities in the neighbourhood with its 22,671 square-feet of retail space.

Among the first occupants is Blush Lane organic market, a high-end grocer that fits the discerning clientele of the community. There are plans to add a gym, a beauty salon and a coffee house that will answer the many lifestyle needs of its residents and do away with any need of maintaining expensive in-house amenities.

“We’ll have retailers that fall in line with our work, live, play development mission,” Lonardelli tells *Condo Living*.

“There is pent up demand for new retail in the area, The Windsor will answer a lot of those needs and bring a fresh new energy to this corridor,” he says.

There is, too, a strong demand for luxurious condominium suites in the area, and The Windsor answers this as well with its line of stylishly sleek apartment-style flats and townhomes.

Lonardelli says there is a particular need for plush, high-end condos for the downsizer set in the area. “The Windsor is in the centre of some of the most affluent neighbourhoods in Calgary, including Britannia, Windsor Park, and Elboya, and residents here are looking to scale down from their lavish single-family homes to a condo that answers their lifestyle needs and remain within the community they have spent most of their lives in.”



The eight Windsor Collection Towns offer main floor and two-level selections, ranging between 1,120 and 1,260 square-feet. Main level units come with a private courtyard and entry right off 51st Avenue S.W. and feature three bedrooms and two bathrooms. The two-level options enter off the main courtyard and have living space on the main level with bedrooms on the second floor. They come in two- and three- bedroom options with two or two-and-a-half bathrooms. Prices are from the \$700,000s.

There are a further 86 stunning one- and two-bedroom apartment-style suites within the Windsor Collection Condos. There are 19 floor plans to choose from in configurations ranging from one-bedroom, one-bedroom-plus-den, and two-bedroom units. They range in size from 576 to 1,407 square-feet, with one and two bathrooms. Prices are from \$322,900.

These condos offer a wide variety and range to best suit choices in style and size, Lonardelli says. With incredible views, gourmet island kitchens, open layouts, modern bathrooms, designer upgrades, stylish finish and no shortage of selections, buyers can pick and customize their space, he adds.

“The Windsor is a perfect addition to the established and abundant neighbourhood. Downtown is mere minutes away, Britannia Plaza is at your feet



and Chinook Centre Mall is practically around the corner,” he says.

The prestigious Calgary Golf & Country Club is practically next door, Riverdale Park, Sandy Beach, Crescent Park, Elboya Park to name a few are a short distance away, and shopping, dining and entertainment venues abound.

“With preferential access to all that you need around you, living at The Windsor will exceed all of your expectations of luxury, wrapped in the modern conveniences of urban living,” he says.

Their presentation centre is now open at 5112 Elbow Drive S.W. for further inquiries. **CL**