

Mar 22 1978 MM

# Applewood Landmark

## opening is doubly historic

The opening last Wednesday of Applewood Landmark, one of Canada's most prestigious condominium developments, was more than a crowning achievement for Mississauga. It also marked the 55th anniversary of one of this country's most respected builders, the Shipp Corporation.

Gordon Shipp, now chairman of the board, constructed the first Shipp home in 1923 on Coxwell Ave., a home that still stands. The company made its first major dent on the building market in 1952 when G.S. Shipp and Son Limited bought a block of land out in Toronto Township (now Mississauga).

"By that time a philosophy had emerged . . . to build communities, not simply houses," Shipp said.

"And the name Applewood was created, a name that is synonymous with the Shipp Corporation."

Applewood Acres was the first Shipp community created in Mississauga. The homes were, even then, models for exacting standards

of design and construction. Even today, those homes sell for more than comparably built homes of the same period. With the design of the community of Applewood was included parks, schools, even a shopping centre, a radical departure in the 50s.

Next came Applewood Heights, Applewood Hills, and the first move towards creation of the Applewood series of Shipp-built rental buildings. Most of the houses built 25 and 20 years ago are still advertised as Shipp-built when being sold.

In 1966 Gordon Shipp moved up to the position of chairman allowing his son, Harold G. Shipp, to become president and chief executive officer. With a second generation of the family came the second generation in housing. In 1967, Applewood on the Park was completed, the first Shipp apartment building. It was an immediate success and was expanded to Applewood Towers, then Applewood Three.

Throughout the apartment phase, the

"And we are con-Shipp Corporation had timing to build," Shipp been expanding the said.

upwardly mobile appeal

"We are this year of their buildings.

beginning two major That appeal

projects: the Shipp culminated in 1974 with

Centre in Etobicoke, the official opening of

which is an office and Applewood Place, one of

retail complex of some the most prestigious

600,000 square feet; and rental buildings in

the Mississauga Canada. With 442 suites,

Executive Centre, it offered amenities

covering both com- unequalled in Mississ-

mercial use of 853,000 auga. It also has en-

square feet and joyed 100 per cent oc-

cupancy since opening.

prising 800 apartment "By 1977 and 4,000

units." homes later," said

Marking the 55 years Harold Shipp, "the

the company has been Shipp Corporation had

in operation was a built apartments for

special ceremony which couples starting out,

was held in conjunction townhomes for first

with the opening of buyers and houses for

Applewood Landmark growing families.

last week. Unveiled at "All that was left

the ceremony was a were homes for couples

plaque which will be who both worked and

erected inside the didn't want to deal with

Landmark. the complexities of a

Shipp told The detached house yet still

Mississauga News that wanted the pride of

100 of the 300 residences ownership.

have already been sold "The answer to those

and he expects the housing needs has now

remaining 200 to be sold been answered most

quickly during spring eloquently by Applewood

and summer. Landmark."

Also unveiled was a A luxury, adult con-

Roy Butler sculpture dominium apartment,

which adorns an entire Applewood Landmark

wall of the pool area on offers 300 residences

the 26th floor. The work incorporating all of the

was specially com- Shipp-built tradition

missioned by the Shipp going back 55 years. It

Corporation after Harold is a self-contained

Shipp had noticed the community of homes,

fantastic piece Butler activity rooms, services

had produced for the and recreational

Tampa, Fla. airport. facilities.



## 55 years of excellence

Two generations of the Shipp Corporation spanning 55 years of building excellence. Gordon S. Shipp, left, chairman of the board and founder of the Shipp Corporation, and Harold G. Shipp, president and chief executive officer, are shown on the recreation concourse of the newly opened Applewood Landmark. The building is one of the most exclusive condominiums in the country.

(Staff photo by Fred Loek)