

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 continuing to build," Shipp said.

"We are beginning two major projects: the Centre in Etobicoke, which is an office and retail complex of 600,000 square feet; and the Executive Centre, covering both commercial use of 853,000 square feet and residential use comprising 800 apartment units."

Marking the 55 years the company has been in operation was a special ceremony which was held in conjunction with the opening of Applewood Landmark last week. Unveiled at the ceremony was a plaque which will be erected inside the Landmark.

Shipp told The Mississauga News that 100 of the 300 residences have already been sold and he expects the remaining 200 to be sold quickly during spring and summer.

Also unveiled was a Roy Butler sculpture which adorns an entire wall of the pool area on the 26th floor. The work was specially commissioned by the Shipp Corporation after Harold Shipp had noticed the fantastic piece Butler had produced for the Tampa, Fla. airport.

Shipp Corporation had been expanding the upwardly mobile appeal of their buildings.

That appeal culminated in 1974 with the official opening of Applewood Place, one of the most prestigious rental buildings in Canada. With 442 suites, it offered amenities unequalled in Mississauga. It also has enjoyed 100 per cent occupancy since opening.

"By 1977 and 4,000 homes later," said Harold Shipp, "the Shipp Corporation had built apartments for couples starting out, townhomes for first buyers and houses for growing families.

"All that was left were homes for couples who both worked and didn't want to deal with the complexities of a detached house yet still wanted the pride of ownership.

"The answer to those housing needs has now been answered most eloquently by Applewood Landmark."

A luxury, adult condominium apartment, Applewood Landmark offers 300 residences incorporating all of the Shipp-built tradition going back 55 years. It is a self-contained community of homes, activity rooms, services and recreational 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)