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"The atmosphere of Youthful excitement won't stop with our college neighbours. University City is a perfect place to be yourself." "University City is a beautiful place to be young. And stay young." "Next Door: York University, one of Canada's most attractive universities."

The names of the buildings — Princeton, Carlton, McMaster, Cambridge, Laval, Victoria, Harvard, McGill . . . Advertising with the word "university" is nothing really new. There's University Mall and University Medical Centre. But for the first time, one company has gone into it in a big way.

The ad brochures sound as if you're missing heaven unless you move in right away. Smooth talking Lou Dissentis knows Cadillac and sounds like he knows the dream inside out. He says there's a big demand to get in.

"You have to turn people down. We want to keep our better residents." Dissentis requested a mailing list of university personnel from York personnel director Don Mitchell. He said Cadillac was naturally keen to have York university people in their project. Mitchell told him the information was private.

Prospective buyers are screened for their credit rating and their past performance in their last place of residence.

For the 6,800 people who buy into U. City, there'll be two playgrounds and a five-acre park (cared for by the Borough of North York), tennis courts, a swimming pool and a recreation centre to be run under the auspices of YMCA. Daycare facilities are also on the planning board.

Canadians are not familiar with the concept of condominium living where buyers pur-



"a real steal"

chase their apartment or townhouse. The cost, from \$17,950 for a one bedroom apartment to \$23,550 for a three bedroom apartment, is, according to Dissentis, "a real steal." The Ontario government helps people move into a condominium by lending as much as 95 percent of the cost through the H.O.M.E. plan and 35-year mortgage.

When Cadillac has sold 60 percent of the units, the new owners will form a corporation and elect an executive. After five years, they can oust Cadillac as the administrators —

along with the four percent fee Cadillac charges. It's unlikely, says Dissentis, that Cadillac would ever get thrown out. He says they help keep the building and calibre of residents in good shape.

Dissentis is sure condominiums will catch on. Americans in California and Florida feel it's a good thing. And so does Cadillac.

In the annual report to its shareholders, president A.E. Diamond states that far more condominium units will be rented this year because they reflect "more realistic costs."

"... these condominium units, will, in turn, substantially bolster the apartment rental market and enable us to obtain a rental for new apartments which will be a more reasonable reflection of both costs and return on equity than has taken place in recent years."

In other words, Cadillac has decided to move into condominiums while the profit is there. When a shortage of apartments for rent has been created, then Cadillac can move back into the vacuum it has helped to make.

Despite Cadillac glamor, high-rises are no place to live

By MARILYN SMITH

"A place to be pampered. At University City, we care about the little things. And the big things, like keeping you happy. You see, at Cadillac we're into our 19th year of service, and we've learned a thing or two along the way. We've earned a pleasant reputation for being a considerable and thoughtful group of people. Because we live up to that reputation, your family lives a little better."

All those years in the business, and 85 developments in Toronto to prove it, yet sales manager Lou Dissentis at University City says Cadillac has never sponsored or initiated a study on the effects of apartment living for apartment dwellers. The real human factors involved, the tenants, get service as long as the monthly rent cheques roll in.

University City will have 10 rental and condominium-type buildings, each one 11 floors high. Dissentis outlines in optimistic detail the parkland and recreational facilities that will be a part of U. City. But each building faces a mate, balconies running up and down their sides, and all windows a binoculars' focus away.

9,000 in UC

There will be 9,000 people in University City, sharing one recreation centre and the same walls. Many social scientific reports say that quality of life is inferior, even if Cadillac cost price is not.

Daniel Cappon, practising psychiatrist and member of York's environmental studies faculty, made this statement in the September '71 issue of the Canadian Journal of Public Health;

"1. In my experience as mental health director in a child guidance clinic in York Township, Toronto, for five years, I saw numerous children who had been kinetically deprived by not being allowed to run around and stomp their feet for fear of noise, of the neighbors and of the landlord. They were confined to bed, in stockinged feet! And kinetic deprivation is the worst of the perceptual, exploratory kinds for a young child, leaving legacies of lethargy, or restlessness, anti-social acting out or withdrawal, depersonalization, or psychopathy.

Children deprived

2. Young children in a high-rise are much more socially deprived of neighborhood peers and activities than their single family dwelling counterparts, hence they are poorly socialized and at too close quarters to adults, who are tense and irritable as a consequence.

3. There is seasonal aggravation of both the above factors, and the Canadian winter is six months long, each year!

4. Adolescents in a high-rise suffer more from the "nothing-to-do" ennui than those of a single family dwelling with enhanced social needs for

"drop-in centers" and a greater tendency to escapism. The vandalism rate is high, but highest in non-owned, public housing (taking up as much as 30 percent of the maintenance cost, although the proportion of high-rise cost in this equation is uncertain). Acquaintanceships are of the indoors variety in high-rise and outdoor in single family dwellings.

Identity crisis great

5. The struggle for identity in the massive sameness of a high-rise is greater than in the variety of single family dwellings. The inhuman scale of high-rise blocks reduces the self perception of a developing sentient being to the insecure image of a dwarf which subsequently coincides with a feeling of replaceability, expendability and redundancy. This may be good for humility but not for ego-strength. The child suffers most, even in the elevator. (He takes revenge between 4-8 pm by vandalizing it.)

6. The male in the high-rise suffers from deprivation of masculine outlets and is readily forced to share feminine household duties.

7. Mothers are more anxious about their very young children, when they cannot see them in the street below, from a convenient kitchen window.

People become passive

8. There is higher passivity in the high-rise because of the barriers to active outlets on the ground, such as elevators and corridors; and generally there is a time lapse and an effort in negotiating the vertical journey. Television watching is extended in the high-rise. This affects probably most adversely the old who need kinesia and activity, in proportion, as much as the very young do. Although immobility saves them from accidents, it also shortens their life.

9. Anomie and alienation increase with the height and massivity of apartments, though this has to be carefully scrutinized in terms of the population at risk (biological cycle) and location (suburbia vs. downtown).

10. When I was in Caracas, Venezuela, to see whether the poverty-stricken squatters were much happier than the comparatively affluent residents of the American inner city, I found they were, until placed by government edict into high-rise public housing. Then they broke down psychosomatically and became politically menacing.

11. Sharing walls with high sound conductivity leads to a high annoyance index in the high-rise, not based on composite noise level as in airport environments, but on intelligibility of words transmitted. This is one of the reasons why one avoids visual contact with immediate neighbors the next morning!"

York board has indirect connections too

Cadillac operations are no small concern. Total assets in Toronto were about \$227 million in 1970 — an increase of over \$30 million from 1969.

There were no figures available for the University City operation, but some 2,600 units and other facilities along with accompanying profits will be next door to York.

There are indirect connections between the Cadillac corporation and York's board of governors, making neighbours once again of business and the university.

Three of York's board members — John Proctor, Alfred Powis, and John Taylor, sit with Cadillac directors on other companies. Proctor sits with Cadillac director D.W.P. Pretty on the Scottish Canadian Assurance Corporation. They also share links with General Accident (Group and Co.) and Canadian Pioneer (Group and Co.).

Powis sits on the board of directors of the Canadian Imperial Bank of Commerce along with Cadillac director J.H. Moore. Taylor has two separate links with the Cadillac board. He sits with Cadillac president and director A.E. Diamond (both as directors), on the Eagle Star Insurance Co. of Canada. He also sits with director T.H. Inglis on the North American Life Assurance Ltd. board, (Inglis is treasurer).



Cadillac sales manager Lou Dissentis.