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SATURDAY, MARCH 25, 2006

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HOME THOUGHTS

KUDOS FOR PROJECTS

Some B.C. projects garnered top awards recently at the Canadian Home Builder's Association National SAM Awards, honouring excellence in new homes and renovation design, innovative technology, construction techniques and outstanding marketing.

The Community Development Award was presented to SFU Community Trust of Burnaby for UniverCity Highlands.

For custom new homes, in the category of single detached between 2,000 and 3,500 sq. ft., Tree Developments of Pemberton took top honours. In the multi-family housing project category, Millennium University Homes Ltd. of Vancouver won for "One University Crescent." And G.E. Miller, of Victoria, took the award for best kitchen renovation.

FINNISH ON DISPLAY



Alvar Aalota iconic Paimio 41 chair, designed in 1932

Finnish architecture and furniture design are highlighted in a two-for-one exhibition at Vancouver's Pendulum Gallery April 10 to 28. The show, one exhibit called School of Cool - Fresh Finnish Design and the other Helsinki Contemporary Urban Architecture, has been organized by Hughes Condon Marler Architects. In Cool Dozen, the best of Finnish chair design and textile prints of the past 50 years are shown. Among them is Alvar Aalto's iconic Paimio 41 chair, designed in 1932. Also, shown here is the Sonera Offices by SARC Architects in design-savvy Helsinki. The Pendulum Gallery is in the HSBC Building, 885 Georgia St. Guided tours are available Wednesdays at noon; Thursdays at 7 p.m. and Saturdays at 3 p.m.



Sonera Offices in Helsinki by SARC Architects

A gem in Burnaby

The 38 homes in Norfolk Terrace focus on blending in with the existing neighbourhood

MICHAEL SASGES
WESTCOAST HOMES EDITOR

Thirty-eight homes, six buildings? A misprint, surely! No, Grace Sartori reports, those numbers amount to an attempt by developer and architect to appeal to both Norfolk Terrace neighbour and newcomer.

"Overture and Creekside wanted to design a project that respected the existing neighbourhood 'culture,'" the Platinum Project Marketing Group, Macdonald Realty Ltd. manager says. "... Also, designing six buildings instead of two provides more townhomes with windows on three sides of a unit rather than just windows at each end."

The Norfolk Terrace is a multi-residential project in a neighbourhood of mostly single-family-detached homes.

"The neighbourhood is established with primarily single-detached homes in this area.

"You expect to see the kids out on the street playing street hockey or riding their bikes, friends going to play tennis. The feeling of creating multiple buildings allowed for less density," Sartori says.

Fewer and smaller buildings respect that "feeling" by facilitating the addition of walkways between them and more landscaping.

"It truly is a little gem. There are not many developments like this these days, developments that focus in on blending in with the existing neighbourhood, versus pushing highest possibly density, she comments.

"The 'boutique' size and feel of the project is part of the appeal, but availability is truly limited, to just the 38 homes that are being released.

Location will be another Norfolk Terrace attraction, Sartori expects. Boundary Road, meaning Vancouver, is 1½ minutes away, she enthuses. "Here, you're so close to all your transportation hubs without the aggravation of hearing or seeing it from your window. ... The location is great for couples who require quick access to transportation routes."

NEW HOMES PROJECT PROFILE

Norfolk Terrace

Project: 4025 Norfolk St. at Gilmore Avenue, Burnaby

Presentation centre: 3188 Gilmore Ave.

Telephone: 604-437-3655

Web: norfolkterrace.com

Project size: six buildings, 38 residences

Residence size: 1- and 2-bedroom "garden flats," 714 sq. ft. to 1,049 sq. ft.; 2- and 3-bedroom townhouses, 956 sq. ft. to 1,440 sq. ft.

Prices: 3-bedroom + den/guest room townhouse from \$419,900

Developer: Overture Living (A 4088 Norfolk Terrace Ltd. project)

Architect: Creekside Architects

Interior design: BYU Design

Tentative completion: Late 2007



MARK VAN MANEN/VANCOUVER SUN

George Wong and Grace Sartori in front of the building site. Sartori says location will be an attractive selling feature. Vancouver is only a minute and a half away, she enthuses.

Metrotown is a "second downtown," she says, and Burnaby's recreational opportunities are second to none. By her counts half-a-dozen recreational centres and rinks are with 10 minutes driving distance.

Platinum Project Marketing is selling the homes on behalf of developer Abdul Ladha, whose first business is an Internet auction house. He is a Federal Business Development Bank "Entrepreneur of The Year" and a big enough contributor to the Universi-

ty of B.C. to enjoy a science building named after him.

The question every new-home shopper should ask a developer's representative, what has this developer done to assure his or her investors and financiers and, therefore, customers, that this development will rise on time and on budget, was fielded by Grace Sartori's boss at Platinum Project Marketing, George Wong.

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Largest townhome, garden flat are 50% bigger than the smallest

From K1

"A good question, and a reality and consideration for many developers and buyers alike," the long-time sales-campaign organizer says.

"As a marketer, it is a reality for us and our reputation, too. The Norfolk developer has teamed up with a strong builder who has extensive experience in the Burnaby area doing other 'boutique-sized' developments."

The range of residential space is worthy of notice. The largest townhome is almost 50-per-cent larger than the smallest.

The largest "garden flat" is almost 50-per-cent larger than the smallest. These flats are one-level homes with entrances through a yard or patio or courtyard. "There are no hallways or corridors here," Grace Sartori comments.

"We did a lot of research into this market and the buyer profiles and determined that there were a lot of working couples with no children yet and a lot of young families.

"The opportunity to buy a suite that 'fit' that family size, something a family could grow into or pace a family might require right now, at an affordable price with a lifestyle, is important. Therefore, we needed to provide a good range of townhome sizes."

An accurate reflection of a Norfolk Terrace kitchen their paramount goal and "stylish new interiors" their secondary goal, they "recreated the kitchen and dining area to reflect the product specs in terms of cabinetry and counters, lighting and appliances," Grace Sartori reports.

Cheryl Broadhead of Bob's Your Uncle (BYU) Design Ltd. is the Norfolk Terrace designer.

About her assignment there, she writes: "Because the existing projects we looked at in the area have a more traditional style, we wanted to create a more modern feel, but not something that would be uncomfortable. Accordingly, the interior finishes at Norfolk Terrace are a modern interpretation of a more traditional style."

"We used a classic Shaker-style door, but with a more substantial stile and rail in both of the two colour schemes offered.

"The clean simple lines and contrasting granite evoke a timeless luxurious feel which can be mixed with both a modern and more traditional interior.

"The Shaker door is complemented by the backsplash where we used a more traditional subway tile laid in a



MARK VAN MANEN/VANCOUVER SUN

Rachael Zimmerman inside sleek kitchen of the new Norfolk townhomes. The kitchen features classic Shaker-style doors, complemented with the increasingly popular subway tile backsplash, creating an 'elegant transitional feel.'

contemporary way, creating an elegant transitional feel."

Norfolk Terrace is the first new-home project in Burnaby to be covered by *Westcoast Homes* since the PricewaterhouseCoopers condominium consulting group advised developers the Burnaby/New Westminster market is probably approaching oversupply status.

Further, it is the first townhome project to be covered since the PwC consultants announced the townhome market is probably approaching oversupply status.

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GRACE SARTORI

Platinum Project Marketing Group, Macdonald Realty Ltd. manager

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It is, therefore, the first opportunity for *Westcoast Homes* readers to hear from someone active in Burnaby and in townhome sales about the PwC cautions. George Wong of Platinum Project Marketing Group writes: "PwC's reports are insightful and important. However, in our experience, their reports take a macro approach to the information presented. Economics are not necessarily the same for an entire city. Because the report doesn't take sub-community microcosms into consideration, we feel

Norfolk Terrace does not necessarily apply to their report findings.

"Most of the new development in Burnaby is either on university land, at Simon Fraser University, or is being built directly alongside the Millennium SkyTrain line (Brentwood) or the Expo Line (Southslopes Burnaby). We are not in either of these locations/scenarios.

"... We are located in a small pocket with a unique location and we are offering a product-type that is different — larger townhomes.

"This type of product and size offered at Norfolk Terrace has not been available in this area of Burnaby for quite some time and our research actually shows a shortage/rarity of family-sized townhomes built here.

"Our location feels quiet and residential — tucked away beside a park in an established residential cul-de-sac. We cater to families and younger couples with the expectation of children. To our knowledge, there aren't any other projects that offer this type or feel."

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The PATH Concept Home, a "house of the future" designed — and soon to be constructed — under the aegis of the U.S. Department of Housing and Urban Development aims to catalyze change in the housing industry.

The PATH (Partnership for Advancing Technology in Housing) program was conceived as a way to unite builders, engineers, architects and policy-makers to encourage innovation in housing design. The plans for two Concept Homes — one a traditional house that evokes an Arts and Crafts-style bungalow, and the other a contemporary urban townhouse — incorporate such innovations as flexible floor plans, movable walls, "utility cores" that make it possible to relocate kitchens or bathrooms, and easy-to-access mechanical systems and wireless networks that control lighting and other household functions.

Construction on the bungalow, will begin this summer in Omaha and should be completed a year from now.

James Lyons, a mechanical and environmental engineer at Newport Partners, a Maryland-based technology consulting firm working on the project, says the flexible floorplan "allows interior spaces to be reconfigured much more easily."

Thus a large single bedroom can be turned into a pair of smaller bedrooms by adding a wall that has already been built and can simply be slid into place.

Innovations include wiring that is easily accessed through removable baseboards and a "utility core" that will consolidate the plumbing system in a central space so that pipes can radiate from it in any direction, making the moving of a kitchen, or addition of a new bathroom, much less daunting.

Washington Post



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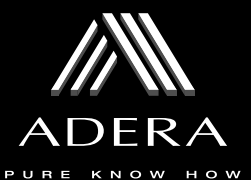
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