

NEW HOME PROJECT PROFILE

When a **lobby** is news

First highrise in UBC neighbourhood ready for spacious occupancy



PHOTOS BY BARRY VAN MAREN/VANCOUVER SUN

The developer of the Westbrook, ASPAC, has much experience with pioneering responsibilities, leading the transformation of Coal Harbour. Story, I-2

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Real Estate Matters

Columnist Bob Ransford thinks the path to affordable housing runs along transit routes. He also thinks discord between local governments in the Lower Mainland and the provincial government has created too many



NEXT WEEK

A change for Cressey in south Surrey

Its mastery of the attached home recognized by customers and competitors over the years, the Cressey development company now is building, and selling, detached houses in a project it calls Summerfield, in south — as in almost

NEW HOME PROJECT PROFILE



Spacious, finished UBC apartments a post-secondary lesson in luxury

The Wesbrook is also the first highrise in growing south-campus neighbourhood

The Wesbrook

Project location: 16th and Wesbrook Mall, University of B.C.

Project size: 65 apartments and townhouses, 17-storey tower

Residence size: 2 bed, 1,640 sq. ft.; 2 bed + den, 1,910 sq. ft.; 3 bed + den, 1,910 sq. ft.; townhouses, 2,400 sq. ft.

Prices: apartments, \$1.47 million - \$1.84 million; townhouses, \$2.22 million

Sales centre: 107 - 5838 Berton, UBC

Hours: noon - 5 p.m., Sat - Thur.

Telephone: 604-224-8878

Web: thewesbrook.com

Developer: ASPAC

Architect: MCM

Occupancy: immediately

BY MICHAEL SASGES
WESTCOAST HOMES EDITOR

I cannot say the Wesbrook is an economics textbook definition of luxury. (I do not

understand income elasticity.) I can, however, tell you the homes are ready for occupancy, a luxury; they are spacious, a luxury; and they make the most of an exquisite site, a luxury.

The Wesbrook is not the first new-home project in the south-campus neighbourhood of the University of B.C. But it is the first highrise.

Put another way, the Wesbrook is the first new-home project in the south-campus neighbourhood to robustly acknowledge the mountain-and-water outlooks. All the apartments are view homes and all are corner homes.

On each of floors three through 14 are four homes; on floor 15, three; on floor 16, one; and on the top floor, one, with a roof-top patio.

In other words, 48 apartments have two exterior walls of glazing with which to admit natural light and breezes, and from which residents can take in the outlooks. One has three exterior walls, and two have four.

If the highrise isn't a pencil of iron and concrete, a four-to-floor configuration makes for



PHOTOS BY HARRY VAN HANEN/VANCOUVER SUN

bigger apartments.

The smallest Wesbrook apartment is a 1,600-square-foot residence. The largest apartments in the most recent new-construction highrise residences profiled by Westcoast Homes are, in one, 950 square feet and, in the other, 885 square feet.

The bigger-home status of the Wesbrook apartments also says that they were built for a purchaser, local and foreign,

whose residential needs are different from purchasers who pioneered the insertion of residential neighbourhoods on campus.

"In the past, UBC was looked at, by buyers, as a transient spot, to park their children, to study ...," says Lily Korstanje of Magnum Projects, organizer of the Wesbrook sales and marketing campaign.

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In the Wesbrook kitchens and bathrooms (top and above) the cabinetry is Italian, the counters quartz, marble or limestone and the floors, porcelain tile (kitchens) and limestone or marble (bathrooms, and heated). The developer has installed mostly German appliances in the kitchens. Lily Korstanje, the organizer of the Wesbrook sales and marketing campaign, walks (below left) on the stairs connecting the penthouse and its roof-top patio. The marketing of the Wesbrook is another signal of recovery in the local real estate market. Last year at this time, Korstanje reports, developers closed down at least eight sales and marketing campaigns Magnum was organizing.



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Size speaks of intention to stay here, seller says

"After four years, they might go the States to do their masters. It is not known as a place where 'imported' people would make their homes.

"So they would buy smaller units, one bedroom, two bedroom, 800 square feet. But as they got to know this area, they liked it: they want to work here; they want to stay here. They're coming from campus, they're looking for larger spaces, because they want to stay."

The local prospect is a west-side Vancouver property-owner.

"Those people are used to 2,000 square feet, if not more. Where are they going to put their dining table and hutch? They're looking for a larger space."

They may not necessarily be looking for an environmentally friendly space, but they will reside in one.

The building was designed and built to standards developed for the local climate by the University of B.C.'s Residential Environmental Assessment Program.

Lastly, Wesbrook purchasers will buy a finished home. Building and grounds are not artist's renderings. The homes are neither renderings nor floor plans. Their doors can be opened and closed; the floors can be walked; the appliances tested; the walls tapped; the views seen.

Some of them were sold before or during construction and are occupied. Most of them, however, are unsold and unoccupied.

"So, often you go into a project and what is represented is totally day and night. It happens," says Korstanje, who, with brother George Wong, is a pioneer of the sale and purchase of a home before construction, a business model the international financial crisis shattered last September.



The first Wesbrook homes to be sold were from a sales centre in Coal Harbour, a location that reflects the Wesbrook developer's history locally. ASPAC is the lead developer in the transformation, now mostly completed, of industrial Coal Harbour into a residential neighbourhood.

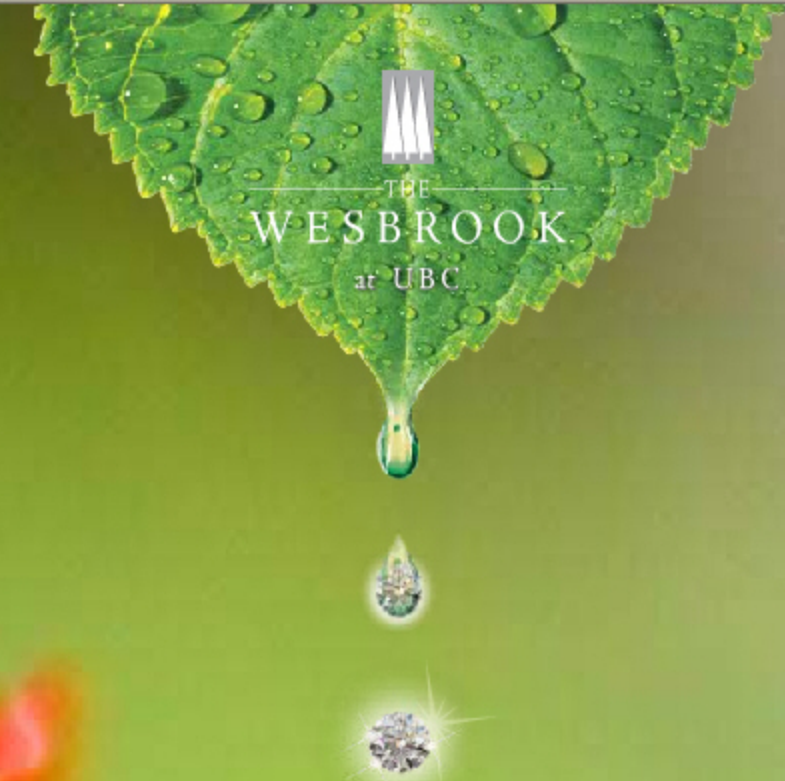
"A show home in the Guinness Tower wasn't really the most relevant exposure," Korstanje says.

"Eventually, it was decided it's best to have people touch and feel the homes when they're done. The product is so different."

That is why, of course, a Wesbrook address is a luxury address: It is different because four attractions of a new home — location, spaciousness, green content and ready occupancy — are all present. They rarely are. And rarity is a component of luxury.



A grocery store, like a residential lobby, is rarely new. But the first grocery store on the University of B.C. campus recently opened across the street from the Wesbrook new-home project. Until this summer, UBC households had to leave campus to do their grocery shopping.



The Wesbrook – at the meeting point of dreams and ideals. An ultra-luxury high-rise on the edge of more than 700 hectares of lush, green forest – just minutes from the urban pleasures of Vancouver.

Sophisticated, stunning, inspired – it reveals itself on many levels: luxurious sanctuaries, world-renowned university, essence of perfection.

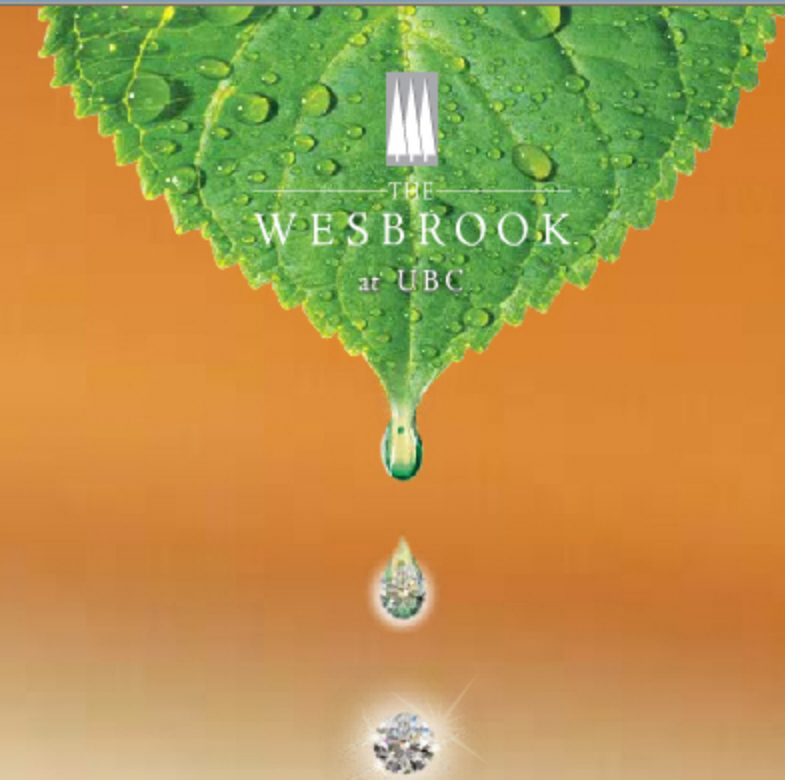


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Life at UBC – the possibilities start at your front door with the shops and cafes of Wesbrook Village and the forested trails and beaches of Pacific Spirit Regional Park. On campus, you have full access to university facilities and

events including theatre, concerts, art exhibits, seminars, golf, swimming and tennis. For shopping and business



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REDEFINING TRUE LUXURY

The Wesbrook is ready for occupancy

THE
WESBROOK
at UBC

The Wesbrook is 17 storeys of unique homes. It is the only luxury high-rise in Wesbrook Place now – with a high-end urban style never seen before in a westside development. It is the first UBC high-rise to achieve a Silver REAP environmental building

standard. It boasts the largest floor plate on campus. Fifty-eight tower residences and several thousand square feet – from the deck into the city's most sought-after residential neighbourhood.



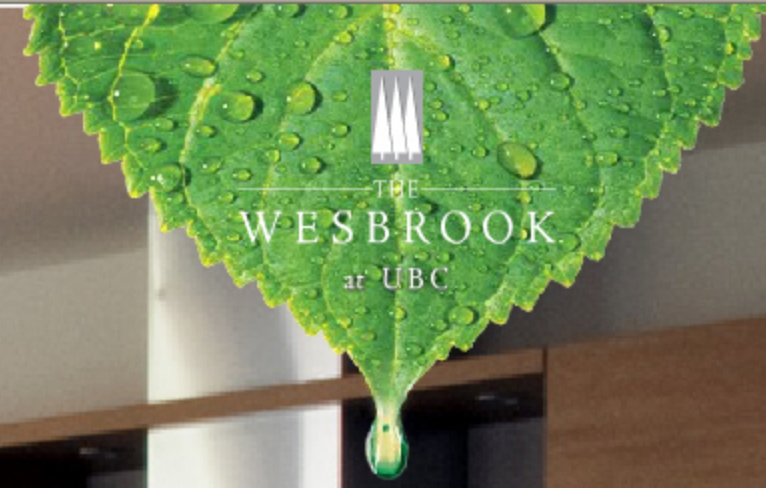
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EXPERIENCE "THE GOOD LIFE"
ON A WHOLE NEW LEVEL



THE
WESBROOK
at UBC

The Wesbrook gives you the best of both worlds. Westside living with high-end downtown style. House-size floor plans that offer condominium convenience without compromising on space. Snidero kitchens that marry sleek Italian style with

Ferrari performance. A full suite of Miele appliances, including the ENERGY STAR refrigerator, lighting systems, air conditioning and 24/7 concierge service – no wonder they call it "the good life".



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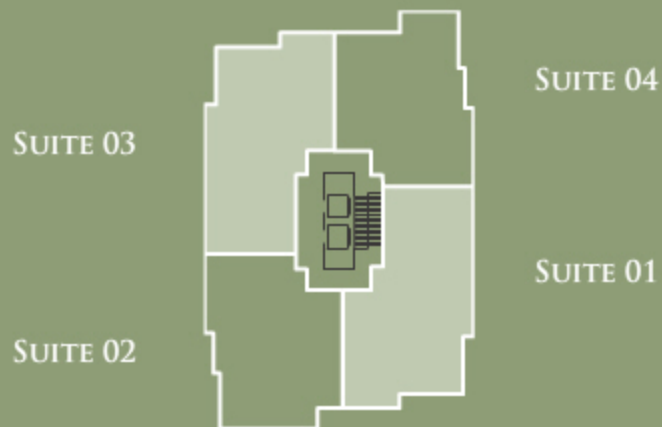


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Click on the units to view detail floorplans

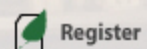


TOWNHOME




THE
WESBROOK
at UBC

The Wesbrook at UBC is ready for occupancy. For more information, please register with us or book an appointment to visit our on-site showhome.



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THE WESBROOK AT UBC: SUSTAINABLE LUXURY



Luxury and sustainability don't always go together in people's minds, but at The Wesbrook at UBC Aspac has found a way to combine an ultra-luxury lifestyle with sustainable practices.

Located on the edge of 700 hectares of unspoiled rainforest in a new, sustainable community at the University of British Columbia (UBC), the 17-storey high-rise is being built using "green" construction practices and infrastructure. The building is the first of its kind in the community,

combining Aspac's trademark modernism and trendsetting style with high quality, sustainable systems and finishes.

The Wesbrook's location is key to its sustainability. Although it's spectacularly located on the edge of Pacific Spirit Regional Park, The Wesbrook is just minutes from all the urban pleasures of Vancouver, and within walking distance of the village centre, recreational facilities, a golf course and cultural venues. It's all part of Aspac's commitment to creating upscale communities that are known as much for their livability as their beauty.

NOW SELLING!

Please [click here](#) to go to The Wesbrook main site.

THE GREEN CHALLENGE

The Wesbrook is being built under the guidelines of UBC's Residential Environmental Assessment Program (REAP) – a green building strategy modeled after the international LEED standard, but specifically suited to residential construction in a west coast environment.

Aspac has committed to attaining a Silver REAP designation – the first for a high-rise on campus. In doing so, we've found that quality and sustainability go hand-in-hand, with features such as high-performance heating and cooling systems, Low E-coated glass windows, and large wraparound balconies that shade the residences from direct sunlight in summer.

