

NOW

New Original Works

**BOUTIQUE
DEVELOPMENTS
FOR EAST VAN**

Loft style homes at
Fraser and 27th.
NOWDEVELOPMENTS.COM



603 EAST 27TH AVENUE

LOCATION

Our development at Fraser & 27th features 18 Residential Suites on an exceptional corner site in the heart of the quickly developing Fraser Street neighborhood.

The iconic four story building sits atop a hill sloping dramatically to the West and takes in an uninterrupted view of the North shore mountains and the downtown core.

AFFORDABILITY

Our suites have been efficiently designed to be exceptionally livable while remaining some of the most affordable homes in the neighborhood.

DESIGN

The Architecture of the building speaks for itself and sets a new standard for the neighbourhood. The interiors continue this trend with smart decisions on space usage, aesthetics, materials, appliances and features.

SUSTAINABILITY

Fraser & 27th will be built with low impact, low emission building materials and incorporate sustainable features such as high-efficiency window glass and solar shades, electric car chargers in the parking lot and oversized bike storage for multiple bikes per suite.

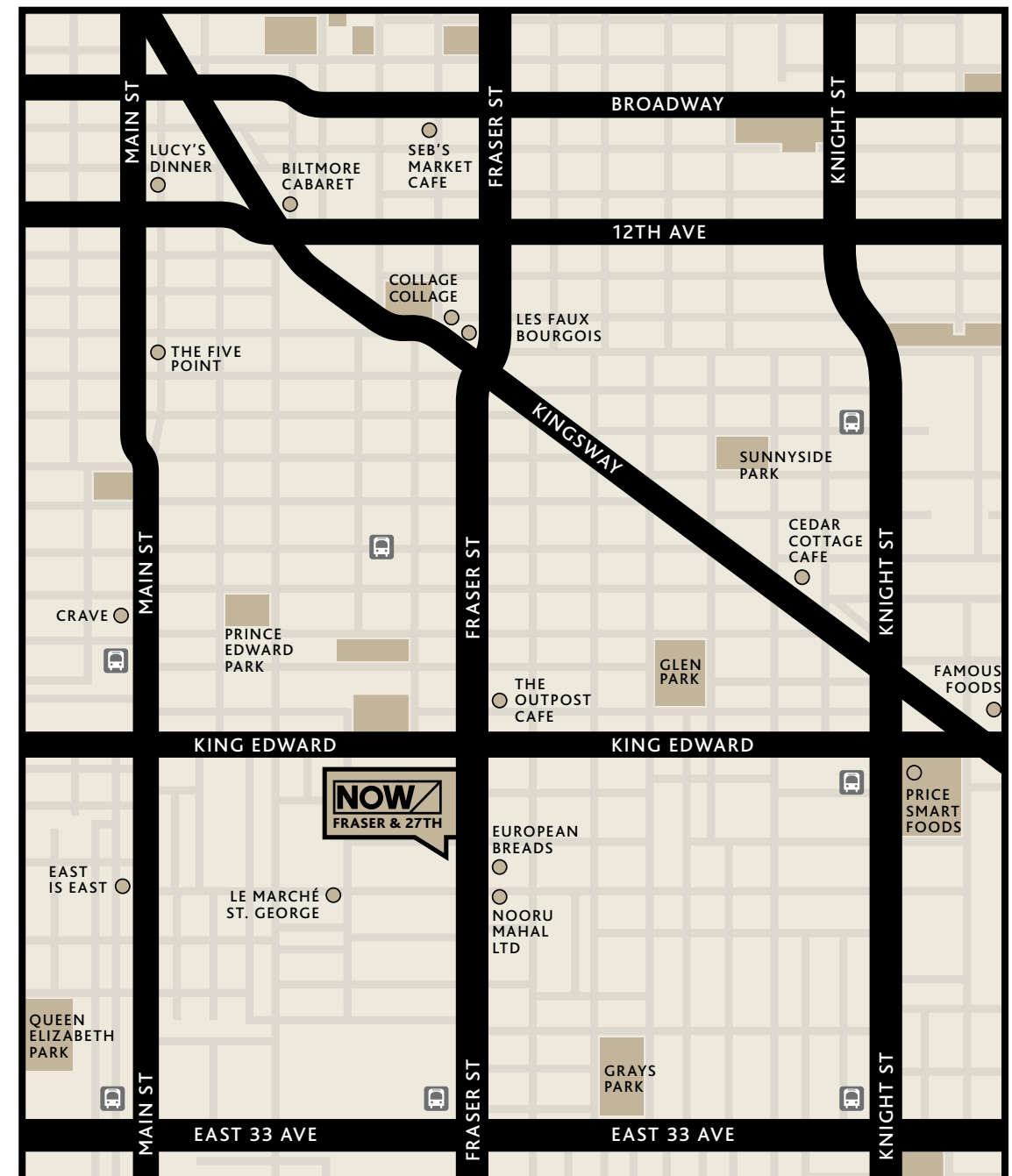
**SUITES STARTING
FROM \$ 279,900**



NEIGHBOURHOOD

The Fraser Street community is poised to become Vancouver's latest neighbourhood hub for art, food, fashion and music.

As the land value of Main Street increases, local businesses and artists are setting up shop on Fraser Street while first-time homeowners are attracted to the neighbourhood's tree-lined streets, excellent parks, character homes and good schools.



FOOD

Esteemed restaurants like Les Faux Bourgeois and charming cafes like Le Marché St. George are turning the neighbourhood into a foodie paradise.

SHOPS

Vintage clothing, antique furniture, records and art supplies are just some of the treasures you will find in an afternoon wandering through the local shops.

PARKS

A five minute bike ride brings Fraser residents to Queen Elizabeth park for a day of activities or a tranquil walk through the Quarry Gardens or outdoor arboretum.

TRANSPORT

Fraser & 27th is connected to the Fraser and Broadway transit corridors via the #8 and has a unique oversized bike storage right off the front door for cyclists.

MUSIC + ART

Your favourite band at the Biltmore Cabaret, a new piece of art from the Aion gallery, classes at Collage Collage. Inspiration is at hand.





Mezzanine Floor / Second Floor / Third Floor / Penthouses

101 — One Bedroom 600 sq. ft. Balcony 84 sq. ft

102 — One Bedroom 660 sq. ft. Balcony 84 sq. ft



Mezzanine Floor / **Second Floor** / Third Floor / Penthouses

- 201** — One Bedroom 529 sq. ft. Balcony 44 sq. ft.
202 — One Bedroom 680 sq. ft.
203 — Studio 475 sq. ft. Enclosed Balcony
205 — Studio 475 sq. ft. Enclosed Balcony
206 — One Bedroom 665 sq. ft. Balcony 138 sq. ft.
207 — One Bedroom 529 sq. ft. Balcony 285 sq. ft.



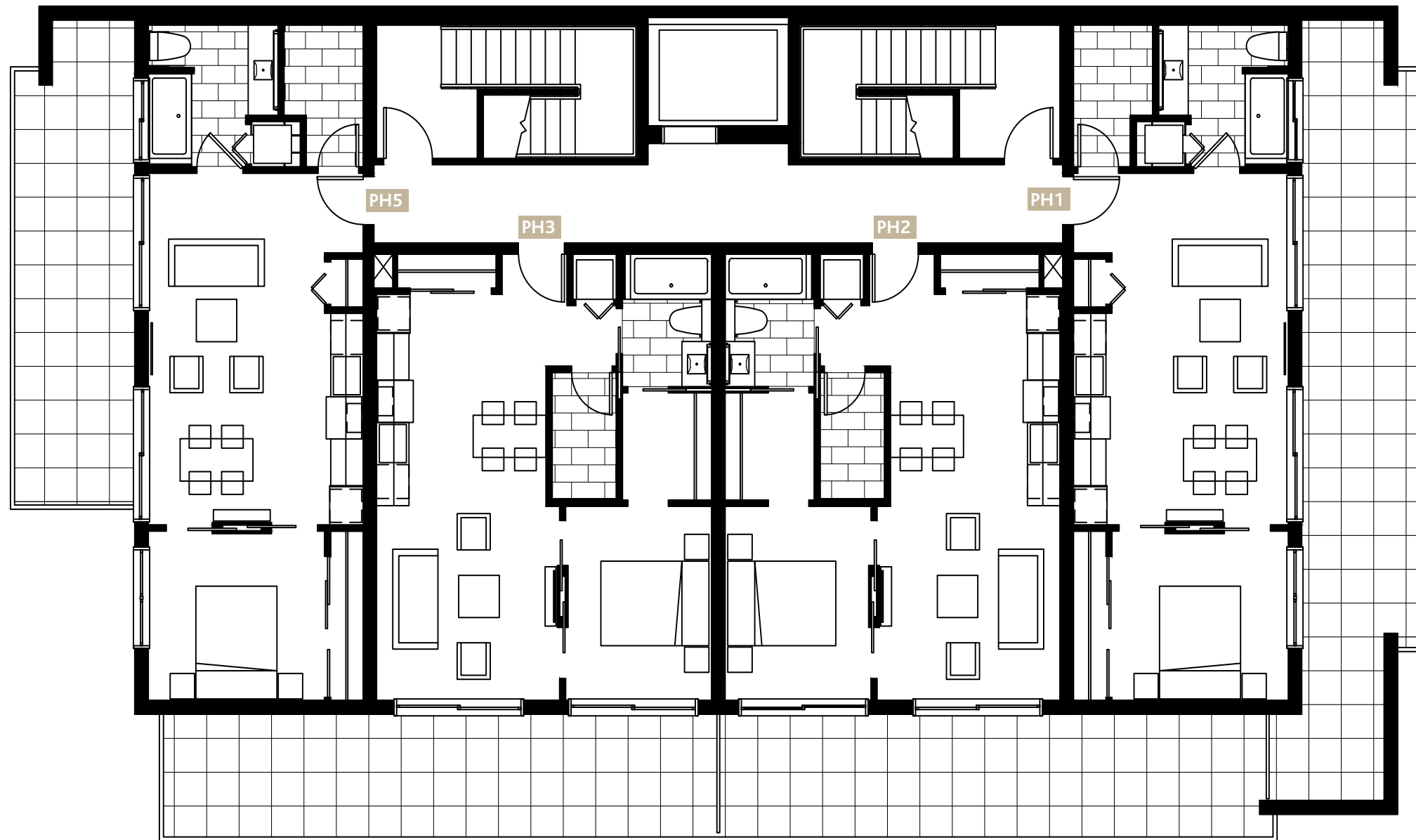
Mezzanine Floor / Second Floor / **Third Floor** / Penthouses

- 301** — One Bedroom 529 sq. ft. Balcony 44 sq. ft.
302 — One Bedroom 680 sq. ft.
303 — Studio 475 sq. ft. Enclosed Balcony
305 — Studio 475 sq. ft. Enclosed Balcony
306 — One Bedroom 669 sq. ft. Balcony 63 sq. ft.
307 — One Bedroom 529 sq. ft. Balcony 75 sq. ft.

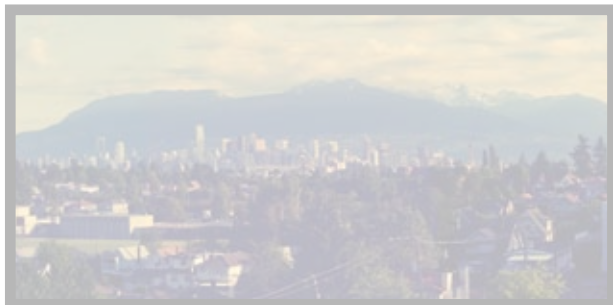
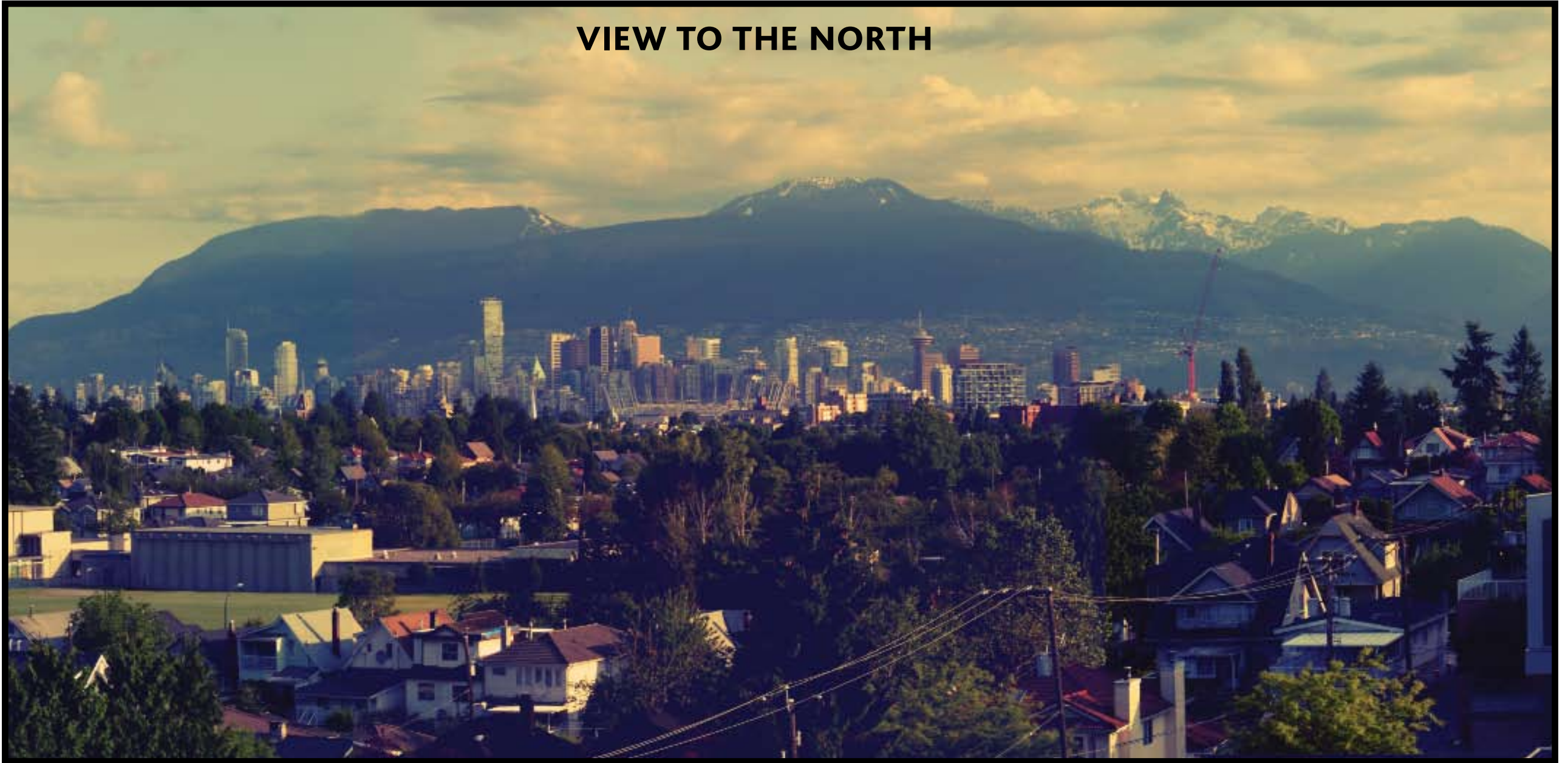


Mezzanine Floor / Second Floor / Third Floor / Penthouses

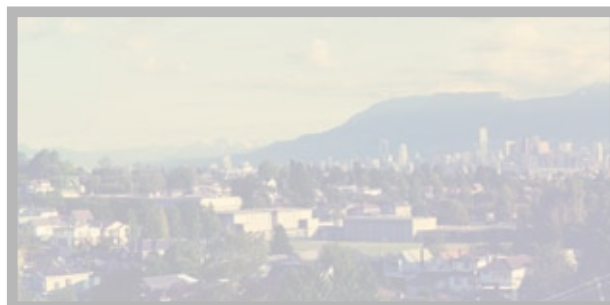
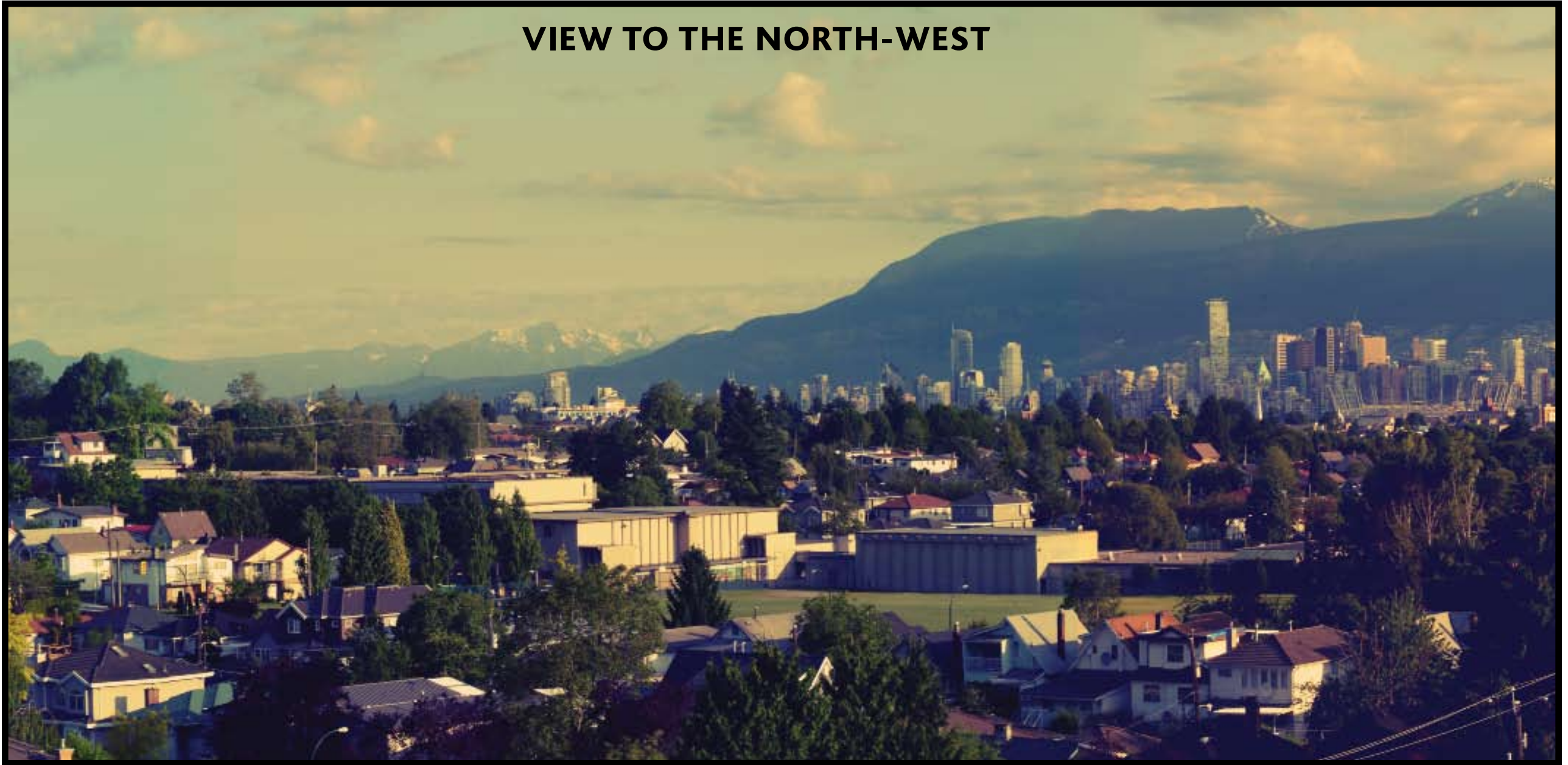
- PH1** — One Bedroom 598 sq. ft. Balcony 326 sq. ft
PH2 — One Bedroom 599 sq. ft. Balcony 255 sq. ft
PH3 — One Bedroom 599 sq. ft. Balcony 257 sq. ft
PH5 — One Bedroom 598 sq. ft. Balcony 208 sq. ft



VIEW TO THE NORTH



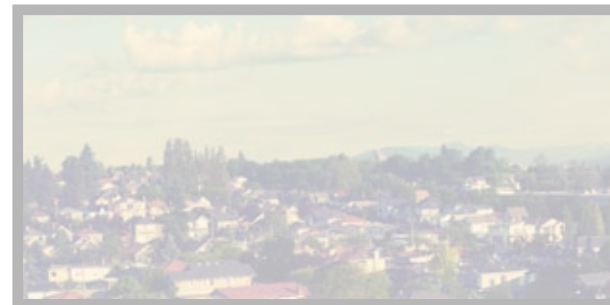
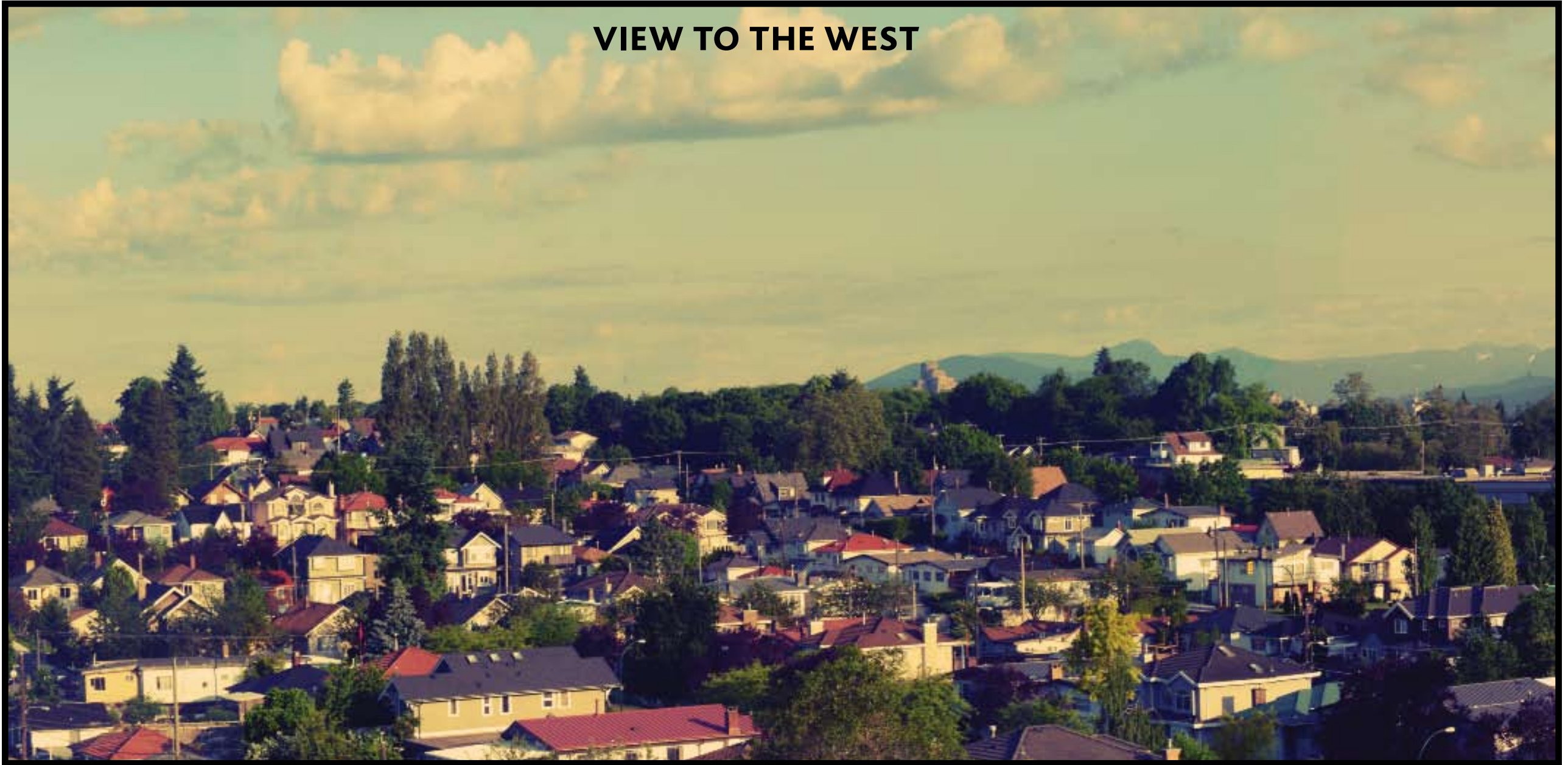
VIEW TO THE NORTH-WEST



VIEW TO THE NORTH



VIEW TO THE WEST



VIEW TO THE NORTH





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About NOW

At NOW, we are committed to the development of small, smart, carefully designed additions to neighbourhoods and communities throughout East Vancouver.

Our goal is to produce boutique developments that comfortably blend into the existing fabric, create a new personality and make a positive impact while respecting the history and community of existing neighborhoods.

NOW is more than a brand. For us, it represents a method, an approach to making decisions on the kind of developments that we produce. New Original Works means that every project we take on must improve upon not only our past work, but also the work of those around us.

We fully recognize the issues that surround a sustainable urban future and understand our role as developers within it. We believe the means to improve our well-being lies in a social response, as much as a technological one, meaning that we must change our lifestyles as well as our building methods.

For this reason, we continue to focus on how our developments respond and support the new ways our owners live.

TOGETHER, OUR TIME IS NOW.



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BC CONDOS . NET



Who is NOW

NOW is the vision of two local Vancouver real estate developers, Ed Kolic and David Beckow. Both have histories rich in development experience and share similar beliefs in what makes communities livable, sustainable and enjoyable. NOW has given them the opportunity to come together, focus on neighbourhoods that they know and believe in, and use the knowledge they have accumulated throughout their careers to create a company that stands for something they care about.

Ed Kolic

Raised in East Vancouver, Ed is an entrepreneur with over 25 years of business experience in communications, fashion and media technologies including being the creator of a patented internet music distribution system. As well as being a co-founder of NOW, Ed is a principal partner of ***Eighth Avenue Development Group*** (founded in 2001), a real estate development company focused on boutique residential multi-family projects.

Ed's past development work has included architecturally and design driven single family homes and multi-family developments in Vancouver and Cloverdale, and affordable housing in Kelowna. His passion for design continues to produce originality within every development and his current sites with NOW are no different.

David Beckow

Raised in Vancouver, David has acquired, developed, managed and divested a broad portfolio of residential and commercial real estate through his company, ***Pareto Group***. His past experience includes real estate investment banking in New York with Scotia Capital Inc. and as VP Acquisitions at Trafalgar Corporate, a real estate private equity fund in Sydney, Australia.

David holds both a Law Degree and an MBA (Deans Honour List) from the University of Western Ontario, Richard Ivey School of Business. To date he still requires first aid when attempting to operate a hammer.

TOGETHER, OUR TIME IS NOW.



East Van

Growing up in East Vancouver, I always thought that the East Van symbol -- made famous again by artist Ken Lum-- represented a certain amount of cool, some edgy activism and then something to fear. Today, it doesn't hold the same level of intimidation that it once did; and for David and I, East Van is probably more of an idea than it is a geographic location.

For us, East Van represents an area of this city that demands an authentic response from its new developments. Authenticity....now thats an overused word. What I mean by that is a development with an appropriate scale, the right amenities, design innovations that actually matter to its buyers, and an overall acceptable level of frugality. That does not mean cheap; it just means smart.

For NOW, East Van is the right place to apply the ideas that we believe in. For NOW, East Van is home.

Currently, we are acquiring sites from Gastown and Chinatown, to the Main and Fraser Street Corridors and as far east as Trout Lake. For more about our current projects, please see our developments section.

- Ed Kolic

TOGETHER, OUR TIME IS NOW.



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Fraser Street

683 E. 27th Ave.

Our development features 18 Residential Suites and 2 Commercial Units on a fantastic corner site in the heart of the quickly developing Fraser Street neighborhood. As the site slopes dramatically to the West, the modest, iconic 4 storey building takes full advantage of uninterrupted views to the North Shore mountains and Downtown. The location allows greater use of alternative transportation, the project will feature innovative and oversized bicycle storage with storage for 3 bikes for each unit and carsharing solutions. The building will incorporate some eco friendly construction solutions and materials.

Prices are starting at \$279,900.

For more information about this development and others, please **register** for our newsletter and sales updates.



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1. Main

This hip neighbourhood is known for its shops, cafes and restaurants. It's the best place in the city to grab a bite to eat, get some new clothes, pick up a record and get supplies for your next art project.

- FoodCrave / the Five Point / Three Lions Cafe / Lucy's Eastside Diner / The Main
- StyleDandelion Records

2. Fraser and Kingsway

Seekers of culture come to this unassuming neighbourhood for nourishment, inspiration and just a general good time.

- FoodLes Faux Bourgeois Bistro / Seb's Market Cafe
- StyleCollage Collage / the Biltmore Cabaret

3. Fraser Street

This up-and-coming multicultural community is a hub for art, food, fashion, music and locally owned, independent businesses. It's the perfect mix of calm residential and exciting commercial.

- FoodNoor Mahal / The Outpost Cafe / European Breads Bakery
- StyleCharacters homes, antique stores, coffee shops

4. Cedar Cottage

Cedar Cottage is a quiet residential neighbourhood that's a good place for families because of its parks, schools and real sense of community.

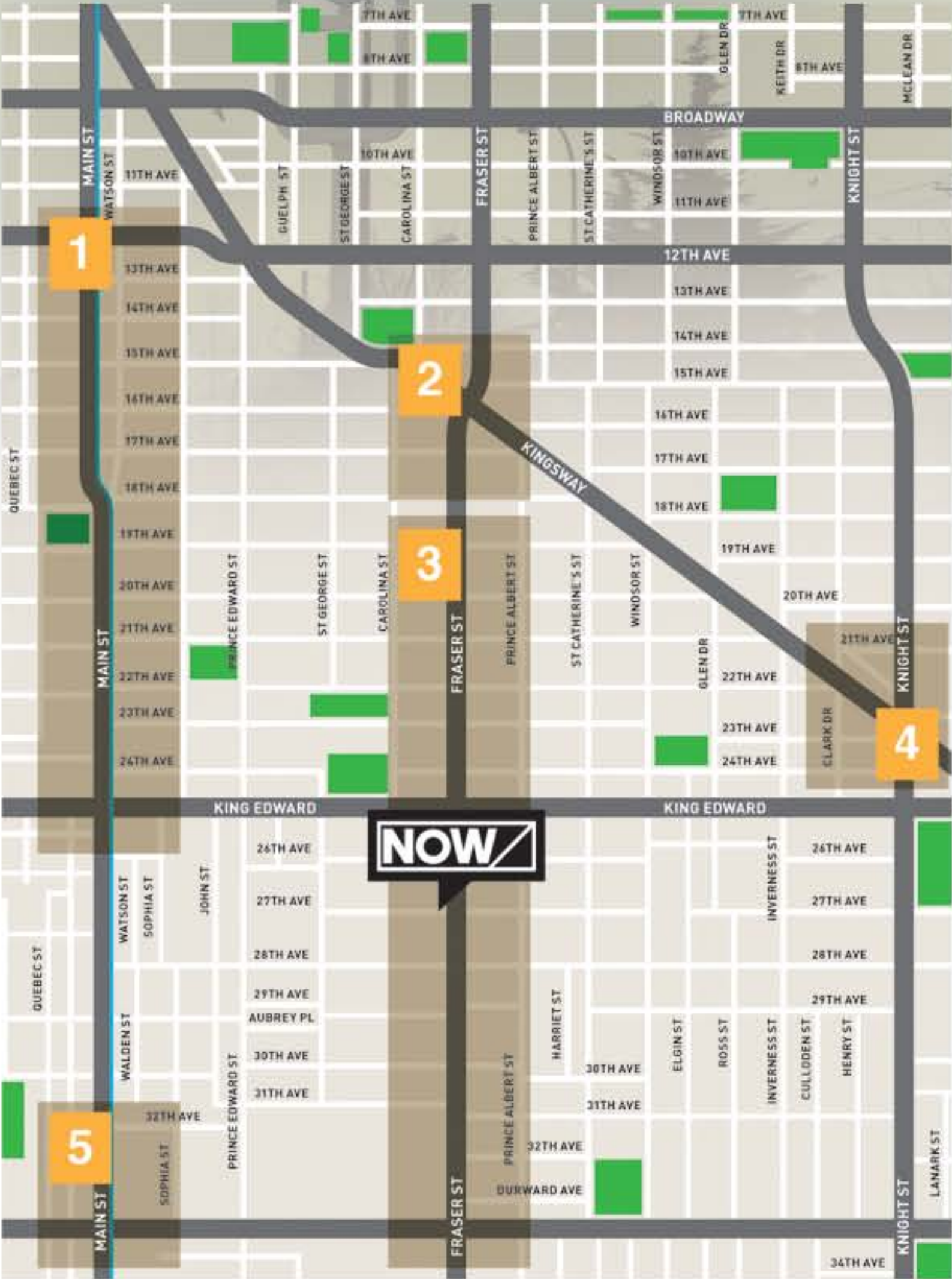
- FoodCedar Cottage Coffee House / Cedar Cottage Neighbourhood Pub / Famous Foods
- StyleKingcrest Park / Kensington Park and Community Centre / Glen Park / Sunnyside Park

5. Main and 33rd

Just a little bit south of Main's cool commercial strip is a residential community next to Queen Elizabeth park, Nat Bailey Stadium and Hillcrest Park. It's an athlete's paradise with fields and facilities to accommodate baseball, curling, soccer, swimming, hockey, golf, tennis, racquetball, lawn bowling or just a walk in the park.

- FoodSeasons in the Park / Au Petit Cafe / Long's Noodle House / Bon Cafe
- StyleMihrab Gallery / Sugar Barrel Antiques

MAP OF THE AREA





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Fraser Team

NOW Developments - Developers

NOW is the vision of two local Vancouver real estate developers, Ed Kolic and David Beckow. Both have histories rich in development experience and share similar beliefs in what makes communities livable, sustainable and enjoyable. NOW has given them the opportunity to come together, focus on neighbourhoods that they know and believe in, and use the knowledge they have accumulated throughout their careers to create a company that stands for something they care about.

Cornerstone Architecture - Architects

Cornerstone Architecture is a Vancouver-based architectural firm founded in 1983. They provide services to a diverse public and private client base. This includes the institutional and corporate sectors, as well as builders, developers and individual clients.

Cause+Effect - Brand and Marketing

Founded in 2004 by Jane and Steven Cox, Cause+Effect is a multi-disciplinary brand, marketing and design company based in Vancouver. The company operates under the vision that creative solutions should not be limited by medium, instead following a holistic approach that taps into the diverse backgrounds and skillsets of its creative team with expertise in architecture, marketing, branding, interior and graphic design.

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B C C O N D O S . N E T



Wednesday, March 2 2011

A Neighborhood Manifesto

“The GOOD Guide to Better Neighborhoods: A Neighborhood Manifesto”

GOOD magazine did an issue on neighbourhoods in Spring 2010 and ran a special feature on how to create better communities and connect actual human beings with each other.

A lot of their ideas resemble we’ re trying to do at 33 Fraser and echo our overall development philosophy, particularly their thoughts on community gardens and meeting your neighbours.

It’ s missing a few things that we think are crucial (bikes and carshare for example), but it’ s an interesting list with a lot of smart suggestions and solutions.

<http://www.good.is/post/the-good-guide-to-better-neighborhoods-a-neighborhood-manifesto/>



(Source: GOOD magazine – illustration by Trevor Burks)

Friday, February 25 2011

Biltmore Cabaret





Popular with the hip, young crowd, the Biltmore Cabaret is one of East Van' s best live music venues.

It' s famous for hosting Glory Days, a weekly Saturday night social that feature local and international touring bands and live DJs; Ice Cream Social, a traveling dance party featuring music from the 50s and 60s; and the Rock and Roll Pizza Party, which is exactly what it sounds like.

Check out who' s playing next at: www.biltmorecabaret.com

[Friday, February 4 2011](#)

Les Faux Bourgeois





Les Faux Bourgeois is drawing diners from all corners of Vancouver to East 15th Avenue and Fraser – the epicentre for fine dining in the neighbourhood.

This affordable and casual French bistro has received well-deserved attention lately, with Best New Restaurant nods (nominations, second and first place finishes) from the *Georgia Straight* and the *Vancouver Sun* and stunning reviews from everyone who eats there.

Globe and Mail

Go ahead, be sneaky. If you order for the table and don't show anyone the menu, they'll think you blew a small bundle on flakey tarte flambée Alsacienne, lamb sirloin napped a glossy sherry reduction and other richly braised French bistro classics.

–Alexandria Gill

Northwest Palate

The traditional bistro setting creates a cozy and casual dining scene focused on well-prepared, simply presented, and moderately priced dishes that are faithful to classic French roots.

–Laurie Guy



Vancouver Sun

It either makes you pine for Paris, or transports you there!

—Mia Stainsby

Make reservations! This place gets busy.

<http://www.lesfauxbourgeois.com/>

Friday, January 28 2011

Said the Whale

Local music scene darlings and overall wonderful people, Said the Whale craft and perfect their infectious sound in a jam space in our building at 4283 Fraser, the site which will soon become the home of our development, Fraser & 27th.

The group are famous for finding inspiration in their surroundings. Their debut album *Howe Sounds/Talking Abalonia* features Vancouver-centric songs like “Howe Sounds,” and “The Banks of English Bay,” while their sophomore release expands on their life in Vancouver and incorporates experiences from their cross-Canada tour (“Holly, Ontario,” “Emerald Lake, AB”).

We look forward to a song about 4283 Fraser on their next album. Said the Whale, if you’ re reading this, check the fine print of your rental agreement. We’ ll see you in the studio!



NOW Developments Presents East Vancouver Fraser
Street Condos at 27th > Affordable Vancouver
Eastside Condos from \$200' s



East Vancouver Boutique Condos at Fraser & 27th Street

An exclusive and boutique East Vancouver condo development is taking shape in this one of a kind project located at 4283 Fraser Street Vancouver. Brought to you by NOW Developments (also known as NewOriginalWorks or New Original Works Development), this boutique builder has put in place the plans for a presales Vancouver condo project feature two commercial ground floor units and eighteen residential market condominiums for sale. Located in the historic yet quickly revitalizing corridor of Fraser Street, NOW Developments East Vancouver boutique condos for sale will be an exclusive low-rise mixed use building of only 4 floors. It is situated on a gently sloping lot and will feature amazing panoramic views facing north to the mountains in addition to west facing Downtown Vancouver. The Fraser Condos in East Vancouver real estate market will feature iconic



architecture that is truly modern and contemporary in addition to a location that is prime for those looking for a healthier and more liveable community. Within a short distance away by foot, home owners will find everything that they need, including work, services, amenities, shops, eclectic boutiques, sidewalk bistros, cafes, banks and schools. The New Original Works Developments Fraser Street East Vancouver condo development will also include oversized bike storage in addition to storage for up to three bikes per condo home. On site will also be a car share program, so ultimately, not many owners will need a parking stall. The other environmental features of this amazing boutique East Vancouver condo project by NOW Development includes eco sensitive construction practises and materials used throughout the project. The East Vancouver condo launch is coming 2011 with prices expected to start in the mid to high \$200,000 range, which makes them more affordable for first time condo buyers. Check out www.nowdevelopments.com for more details about this upcoming project. The Fraser Team includes NOW Development (as mentioned above) in addition to Cornerstone Architecture and Cause+Effect brand and marketing.

BIKES, GREEN, TRANSIT, FOOD, MUSIC, STYLE



NOW Development > Special Pre-Launch

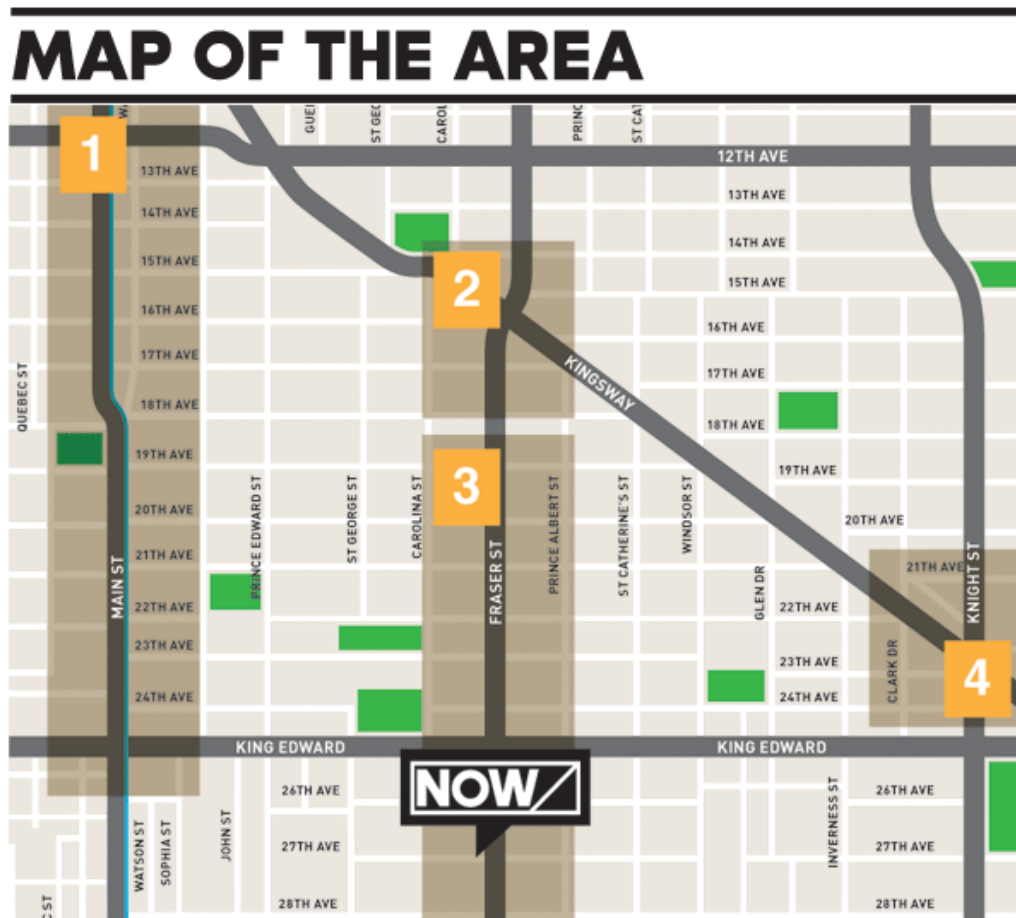
Announcement

Boutique East Van Condo Development announced at Fraser and 27th Ave Vancouver (683 East 27th Avenue Vancouver) by NOW Developments. New Original Works (NOW) presents the NOW News > We' re ready to go! At long last, we are ready to reach out to those of you who' ve expressed interest in our NOW development at 683 East 27th Vancouver East condo project. Our representatives, Mark and Tracy will be contacting you over the coming week to explore this new boutique East Van condo opportunity with you. Our first release at the East Vancouver NOW Development condo project will be extremely limited and we anticipate that interest will be substantial. If it is important to you that you be included in this first release, let us know so that we can ensure you get the information you need as quickly as possible by registering here. We anticipate that our development at Fraser & 27th Vancouver condo project will be oversubscribed.

The NOW Development East Van Condo Neighbourhood

The condominiums at Fraser Street and 27th Street in East Van real estate market will be superb in terms of walkability and liveability. The closing corridor will be of course Fraser Street where you will find numerous restaurants, bakeries and cafes to try in addition to coffee shops, antique stores and character homes that dot the landscape. This is a true calming residential neighbourhood and East Vancouver real estate market is pleased to add the new NOW Development condos to this up and coming multi cultural community. At Fraser & Kingsway in this East Van Fraser Condos community is lots of culture and food and includes a wide collection of boutique cafes, markets, bistros and much more. Along Main Street, just one main street across westwards in the East Van real estate district, home owners at the new NOW Development condo property will be close enough to enjoy the many hip shops, and restaurants in addition to diners and Dandelion Records. At Main Street and 3rd Street, owners can walk down to the very cool and vibrant commercial district in addition to a number of parks that include Hillcrest Park, Nat Bailey Stadium and Queen Elizabeth Park. There are plenty of outdoor recreational options for people of all ages and lifestyles to enjoy as well as many walking and biking trails around too. Very close by the new NOW Development East Van real estate Fraser Condos development is the quiet and peaceful Cedar Cottage neighbourhood which in itself feels like a small country town with lots of parks that include Sunnyside, Kensington, and Kingcrest in addition to a large community centre.





The Boutique East Van Fraser Condos

As mentioned, there are 4 floors in this low-rise Vancouver Fraser Condos development that features 18 homes for sale. All of the new East Van Condos for sale on Fraser Street will have in suite laundry (washer and dryer) in addition to outdoor living. The mezzanine level features 2 units that include Suite 101 at 599 square feet (1 bed/1 bath plus balcony) and Suite 102 which is 668 sf (larger 1 bed and 1 bath floor plan with 2 balconies).

- > 101 = One Bed 599 sq. ft. plus Deck 44 square feet
- > 102 = 1 Bedroom 660 square feet plus Enclosed Balcony 60 sq. ft and Balcony 95 sq. ft





The 2nd Floor at the Fraser Street Vancouver condo NOW Development will consist of a floor plate featuring seven suites that include both studio homes from four hundred and seventy five square feet to spacious 1 bedroom and 1 bath floor plans from 530 square feet. Units 206 and 207 have the largest outdoor living space.

- > 201 = One Bedroom 529 square feet plus Balcony 44 sq. ft
- > 202 = 1 Bed/1 Bath 680 sqft plus Enclosed Balcony 67 square footage
- > 203 = Studio Layout 475 sf plus Enclosed Balcony 58 square feet
- > 205 = Studio Floor Plan 475 sf + Enclosed Balcony 58 sqft
- > 206 = One Bed/1 Bathroom 669 sft. + Enclosed Balcony 67 sq. ft. + Balcony 138 square feet
- > 207 = One Bedroom 529 square feet + Balcony 286 sqft





The 3rd floor at the NOW Development East Van boutique Fraser Condos development along Fraser and 27th will also feature the same floor plate as the second floor with 7 suites. However, Units 306 and 307 will have much smaller balconies (versus ground floor patios on the 2nd floor). However, there is the same collection of studios and 1 bed floor plans available.

- > 301 = One Bed/1 Bath 529 square feet plus Balcony 44 sf
- > 302 = One Bedroom Layout at 680 sq. ft. and no outdoor living
- > 303 = Studio 475 square footage with no outside patios
- > 305 = Studio Layout 475 square feet
- > 306 = One Bedroom 669 sft with a Balcony 138 sqft
- > 307 = One Bed/1 Bathroom 529 sq. ft. with a Balcony 75 square feet





Last but not least is the NOW Vancouver Penthouse Fraser Condos floor which has four suites for sale. PH1 is a one bedroom and 1 bath unit at 597 sqft while PH2 and PH4 (the interior suites) are both 599 sqft. The end unit PH 5 is 597 sf and all of the Vancouver Fraser Condos penthouses have spectacular outdoor terrace decks.

> NOW Vancouver PH1 Layout > One Bedroom 598 sq. ft. plus Balcony 326 square feet

> NOW Development PH2 > 1 Bedroom 599 square footage with Balcony 255 sqft

> PH3 at NOW Development Vancouver > 1 Bed 599 sq. ft. and a Balcony 257 sq. ft

> PH5 > One Bedroom 598 square footage plus Balcony 208 sq. ft

There are only a limited number of pre-release units up for sale during Fall 2011 at the NOW Developments Condos in East Vancouver real estate market. In fact, there are only 6 exclusive East Van NOW Development condos for sale during pre-construction and they include Unit 201 facing East on Level 2 which is 530 sqft and listed at \$305,900 as well as Unit 202



at \$332,900 and 695 square feet. A studio on Level 2, Suite 205 at NOW Development Vancouver condos is 475 sf and listed at \$287,900 and Suite 206 is 695sf and listed at \$354,900. Level 2, Suite 207 facing West is 530 square footage and listed at \$342,900 while a studio on Level 3, Suite 303 is 475 sf and listed at \$290,900. All of these pre-construction Vancouver NOW Development prices are about \$5,000 less than the public grand opening prices in Spring 2012.



NOW Development Vancouver Pre-Construction Opportunity and Open House

The official launch of the East 27th Ave Vancouver real estate development is October 22nd at The Outpost Cafe (3992 Fraser Street). This premiere of limited Vancouver pre-construction condos at NOW Development will feature the release of only 6 suites so availability is very limited. The newest pre-construction Vancouver NOW development at 683 East 27th Avenue



features 18 residential suites and 2 commercial units on a fantastic corner site (Fraser St & 27th Ave) in the heart of the quickly developing East Vancouver Fraser Street neighborhood. As the NOW Development Vancouver pre-construction condo site slopes dramatically to the West, the modest yet iconic four-story building takes full advantage of uninterrupted views to the North Shore mountains and the city skyline. These pre-construction Vancouver NOW Development homes have been designed with great skill and creativity to produce highly efficient spaces in some of the most affordable suites in the neighborhood. At Vancouver NOW Developments, we are committed to smart, carefully designed additions to communities throughout East Vancouver real estate district. Their goal is to produce boutique Vancouver condo developments that blend into the existing fabric, create a new personality and make a positive impact while respecting the history and community of a neighborhood.

Vancouver Loft Style Homes at Fraser & 27th - Boutique Condo Development in East Van

The Vancouver NOW Development is located at Fraser and 27th Street and features an exclusive collection of only 18 residential condominium loft style residences on a great corner/crossroad in the Fraser Street corridor. The landmark East Vancouver NOW Development condos will be a four storey building at the top of a hillside with great views of the downtown skyline as well as the North Shore mountains. The NOW Developments Vancouver condos are designed for the homebuyer in mind with great affordability and efficiently designed spaces that are eco-friendly and low maintenance. The Fraser and 27th NOW Developments condos are some of the most affordable Vancouver East condos in the neighbourhood and the trend for modern architecture and great curb appeal will give homebuyers an investment that will only grow with time. The East Vancouver Fraser & 27th NOW Development project is built with low impact, low emission building materials and incorporates many sustainable and eco-friendly features that include oversized bike storage lockers, electric car chargers in the parking area, high efficiency window glass, solar shades and energy efficient appliances. The Main Street/Fraser Street corridor of East Vancouver real estate market is booming with lots of redevelopment and infrastructure projects that make it appealing for homebuyers of all ages and lifestyles. From the food and shops to the urban parks and bike paths, the NOW Development Vancouver condos will also be very close to major transportation hubs along Fraser and Broadway. Also, the East Vancouver NOW Developments Fraser & 27th condos are within the music and arts scene of the neighbourhood in addition to being very close to top ranked schools.



Neighbourhood watch

May 25, 2006

The average price of a residential property in the Lower Mainland cracked \$500,000 in April, according to the Real Estate Board of Greater Vancouver. Where are the hot bargains, the screaming deals, the hidden gems? We're not exactly sure. But we do know that some neighbourhoods are less outrageously priced than others—at least for the value they offer. Stabbing eastward, the Georgia Straight spoke with three realtors who live in or near three such sought-after areas. The usual disclaimer: every home described in this story may be sold by now.

Fraser Is the New Main

That's an overstatement, but Fraser Street between East 25th and 41st avenues is feeling less like its somewhat gamy old self. The cause: well-off, highly motivated buyers who missed out on the Main Street corridor are snapping up character homes here and pushing the boundaries of the West Side farther east. Because of the neighbourhood's elevation, some of these places offer views of the mountains and downtown.

Who lives there: The Fraser area is unabashedly multicultural—a true reflection of Vancouver's ethnic makeup. To pull an example from food, the other universal language, just south of 25th there's a block of largely Filipino shops, bakeries, and restaurants. They're surrounded by a bewildering array of establishments serving and selling many more cuisines: Polish, Indian, Vietnamese, Sichuan, dim sum, Chinese beef-and-pork jerky. What about those forces of gentrification? Realtor Robert W. Bruinsma thinks they're a good thing. "It's always been family-oriented, but [now] it's a much nicer neighbourhood generally," he says.

Strengths: Centrally located, Fraser is close to the Canada Line rapid-transit route on Cambie Street. It will also benefit from the 2010 Olympics curling venue planned for Hillcrest Park next to Nat Bailey Stadium; after the Games, the building will be transformed into a community recreation centre that includes a rink and a library. East of Fraser at 37th Avenue, expansive Kensington Park has a community centre, and there's no shortage of elementary schools.



Weaknesses: Like its neighbour Main, Fraser is too wide to foster the dramatic street life you see on a narrower strip like Commercial Drive. And for the time being, anyway, it can't compete with Main Street's sheer number of shops and services. Then again, they're practically next door.

Sample restaurant: South Indian meets Sri Lankan at the affordable Noor Mahal (4354 Fraser Street, 604-873-9263).

Recent detached-home offering: Five-bedroom, two-bathroom, 2,021-square-foot character house with mountain views (built 1911) on a 32' by 106' lot, 462 Aubrey Place; asking price \$638,000. Contact: Robert W. Bruinsma, Multiple Realty Ltd., 604-872-1640, www.multiplerealty.com/.

Recent attached-home offering: Three-bedroom, one-bathroom, 1,104-square-foot third-floor condo with mountain views (built 1995), 310 - 4838 Fraser Street; asking price \$315,000. Contact: Elizabeth Ren, Royal Pacific Realty, 604-318-2318, www.royalpacific.com/.

The Heights of East Van



This old (circa 1910) neighbourhood along Hastings Street near Boundary Road is proof that spectacular views aren't just for people who live in Point Grey or the UBC Endowment Lands. And if anything, the vistas from atop the Heights—a lofty stretch of East Vancouver and North Burnaby fronting on Burrard Inlet—are more brilliant. Besides being able to count the trees on the North Shore Mountains, you get a panorama of the water and the downtown core. Realtor Linda Johnston admits that new arrivals pay a premium for this splendour—if and when a view home goes on the market.

Who lives there: Because the Heights is located between two movie studios (the Bridge at Boundary and Lions Gate in North Vancouver), many of the newer residents are film-and-TV folks. During the past five years or so, another contingent of buyers has been couples priced out of the West Side.

“It's the kind of neighbourhood where people move in but they don't generally move out. They'll switch streets but they stay in the area,” Johnston says. No doubt: when you get old, you can move into the Seton Villa assisted-living development.



Strengths: Johnston is bullish on the neighbourhood's strong community spirit—a Vancouver rarity, she says—and low crime rate. There are four elementary schools in the area, plus the Eileen Dailly Leisure Pool & Fitness Centre and a branch of the Burnaby Public Library. The pedestrian/cycling Trans Canada Trail runs through several of the many local parks. The Heights also has its own high street along East Hastings; on June 3, merchants will block off the strip for the annual Hats Off Day parade. When traffic is good, downtown and the North Shore are only a few minutes away by car.

Weaknesses: Living within barking distance of the PNE might present its challenges. And if the lower slopes of the Heights can be positively bucolic, there's a ton of industrial activity along the waterfront, including a Chevron refinery.

Sample restaurant: The Pear Tree (4120 East Hastings Street, Burnaby, 604-299-2772) features Northwest Coast cooking by chef Scott Jaeger, Canada's 2007 Bocuse d'Or representative.

Recent detached-home offering: Four-bedroom, three-bathroom, 2,700-square-foot character house (built 1914) on an oversize 40' by 122' lot, 4068 Pender Street, Burnaby; asking price \$619,900; selling price \$658,000.

Recent attached-home offering: Two-bedroom, two-bathroom, 1,067-square-foot townhouse (built 2003) with mountain views, 114 - 4238 Albert Street, Burnaby; asking price \$384,900. Contact: Ken and Linda Johnston, RE/MAX Central, 604-298-1600, www.kenandlinda.com/.

Commercial Break



Savvy home buyers are looking south of Commercial Drive's high-priced main drag and scouting the leafy streets around East 12th Avenue. Another find: near 20th, Commercial divides to create the Commercial Street area, a former industrial zone in the throes of a residential building boom. It's the site of three new upscale townhouse developments: the 60-unit Brix complex (phase two is almost finished); the 60-unit Stories, opening June 3; and The Works, 50 units estimated for completion in December 2007. This being Vancouver, presales are moving swiftly.



Who lives there: Realtor Carol Palfrey explains that she's also seeing a lot of West Side refugees, who've figured out they can live in luxury here for relatively little. Palfrey predicts it won't be long before more restaurants and coffee shops appear around Commercial Street. "It's a good place to buy into, because I think it's really going to change," she says.

Strengths: The surrounding Kensington - Cedar Cottage neighbourhood has a dozen schools and 11 parks. The latter includes picturesque John Hendry, home of the Trout Lake Community Centre, whose ice rink will be renovated into a practice venue for the Winter Olympics. Check the wide variety of restaurants near the corner of Commercial Drive and East 12th. There's also a cold-beer store at the stylish Tobys Pub & Grill (2733 Commercial Drive, 604-879-2099) and a recently renovated Safeway at Commercial and Broadway, next to the SkyTrain to downtown. If you feel like a night out at the Vancouver East Cultural Centre, the ferment of the Drive proper is just a short walk.

Weaknesses: The light-industrial feel of Commercial Street isn't for everyone. And public transit is great, but that unsightly SkyTrain track cuts a wide swath through the 'hood. However, a group called the My Own Backyard (MOBY) Community Association is boosting the green factor by building a city-funded community garden on East 11th and 12th avenues off Commercial Drive.

Sample restaurant: Try one of the six ricetables at Pondok Indonesia (2781 Commercial Drive, 604-872-8718).

Recent detached-home offering: Five-bedroom, two-bathroom, 2,188-square-foot character home on a 33' by 114' lot (built 1910), 1858 East 16th Avenue; asking price \$668,000. Contact: Heather G. Mah, RE/MAX Central, 604-298-1600, www.mahsales.com/.

Recent attached-home offering: Two-bedroom, two-bathroom, 1,218-square-foot three-level townhouse with mountain views (built 2006), in Brix, 3808 Commercial Street; asking price \$489,000. Contact: Carol Palfrey, Macdonald Realty, 604-818-7422, www.grandview.macreality.com/



Is Fraser Street the New Main Street?



June 26, 2010

Posted by Vancity Buzz | [9 Comments and 5 Reactions](#)

Image: [Entheos fog's](#)

As we continue our look at [gentrification in Vancouver](#) we look at the one street that I believe is poised to benefit most from the next boom, Fraser Street.

Home to such wonderful establishments like [Les Faux Bourgeois](#), and a few other places the street is a busy hub of activity during the day. However, at night it's a bit different, much like most of Vancouver outside downtown. Although this will eventually change as the city grows up, the Olympics were the first test of this and it appears Vancouver finally is ready to leave the house.

Back to Fraser Street, I realize it has a long way to go because as of right now it's mainly home to single family residential. Sure there are certain density clusters that have pedestrian activity, the defacto hub would have to be 49th and Fraser as it is by far the busiest intersection. After that you have of course King Edward and Fraser which has so much potential. Currently the King Edward Stretch is best described as Little Manilla, some Polish mixed with a few Little Vietnam outcasts from Kingsway and of course this being Vancouver throw in a little Chinese action for good measure.





Image: [Entheos fog's](#) The next intersection that needs some reinvestment is Kingsway and Fraser as it stands right now it more of a thoroughfare than a pedestrian friendly intersection. Most of Kingsway after Joyce Street is a pedestrian's nightmare.

Fraser Street much like the rest of East Vancouver is heavily ethnic. Gentrification will bring in young professionals and the influx of white people from the west side, but I don't think it will be a complete white wash. I believe that because I was at the show room for Century and the sales rep told me that the buyers have been very diverse. After all, this isn't [Kitsilano](#).

Last time around Mount Pleasant and its epicentre Main Street definitely felt the change. House prices shot up and it brought about more investment from the local citizens. Heck even Hazel and Co. owner opened up shop on Main, after she received that gratuitous reward from the judge. Will the same happen to Fraser, only time will tell. It has all the right ingredients.

Also check out: [Is Fraser becoming the new Main](#)

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