

NEIGHBOURHOOD REGISTRATION CONTACT HOME

COSMO

West Georgia never
looked so chic.

Stunning views surround modern
elegance with this collection of
designer residences.

PRESTIGIOUS WEST GEORGIA ADDRESS

THIS IS NOT AN OFFERING FOR SALE. ANY SUCH OFFERING MAY ONLY BE MADE WITH THE APPROPRIATE OFFERS TO PURCHASE AND AGREEMENT OF SALE CONTRACT AND DISCLOSURE STATEMENT. SEE



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



CONCORD
PACIFIC

Security

- Secured underground parkade
- Encoded entry key fob to building, lobby, elevators and individual residential floors
- Video controlled enter-phone
- Built-in security systems in City Lofts

Interior

- Open balconies
- Engineered hardwood flooring
- Wool carpeting on stairs and upper level of the City Lofts
- Porcelain tile flooring in the enclosed balcony
- Roller shade window coverings
- Electric baseboard heating
- Television and telephone jacks in every major room
- Stackable front load washer / dryer

Building

- Double height lobby
- Concierge
- Three elevators
- 220V plug-ins in parkade

New Home Warranty Under The Homeowner Protection Act

- One year on materials and labour
- 15 months on common property
- Two years on defects related to major systems
- Five year on defects to building envelope
- Ten year on defects to structure

Bathroom

- Custom Vanity with soft close cabinets
- Quartz stone counter top
- Under-mount sink
- Full width mirror
- Porcelain tile flooring
- Porcelain tile feature wall
- Porcelain tile tub and shower surround
- Rain shower head
- Arced shower rod
- Dual flush toilet
- Recessed pot lighting



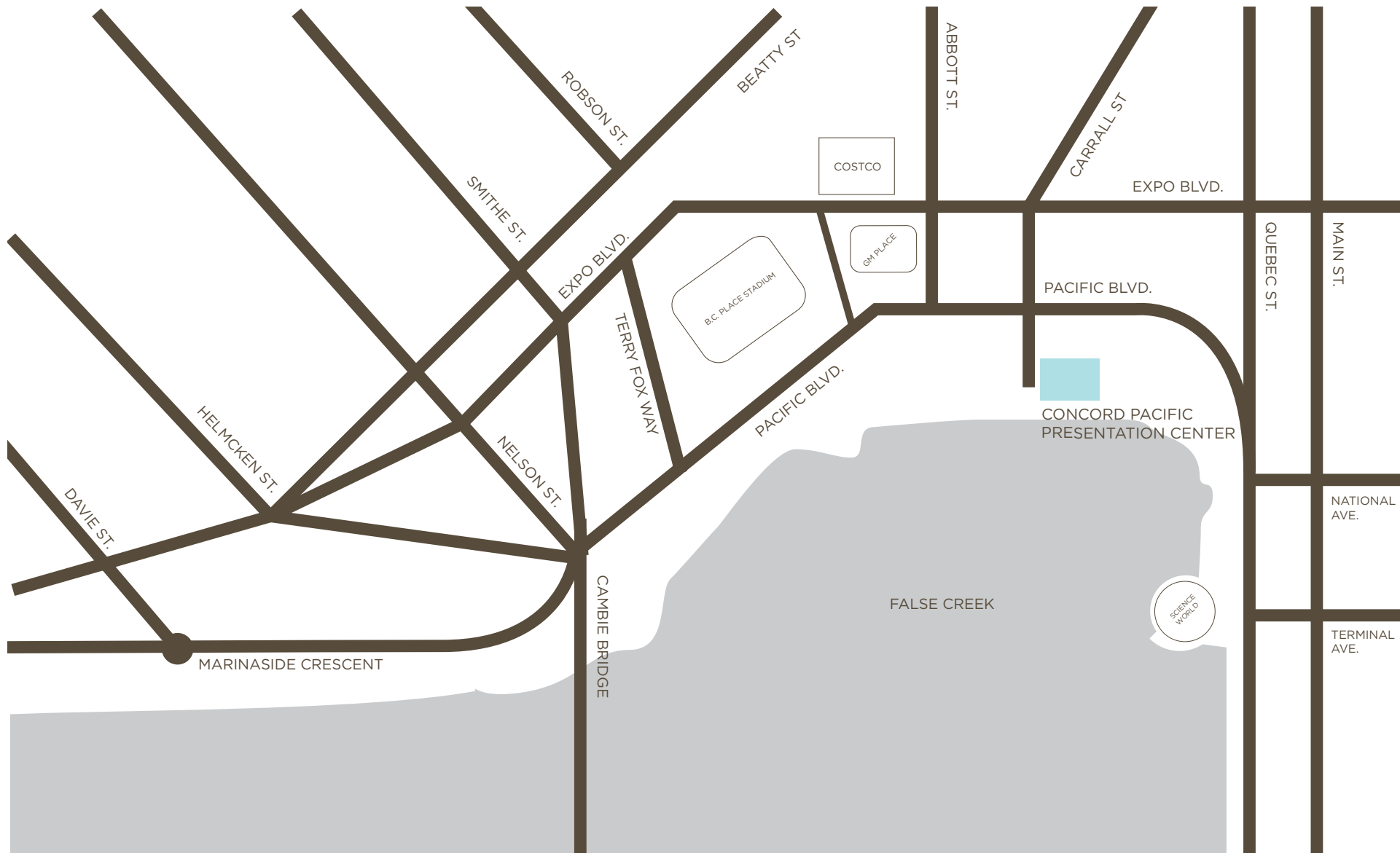
Ensuite

- Custom vanity with soft close drawer
- Quartz stone countertop
- Glass under-mount sink
- Porcelain tile flooring
- Porcelain tile feature wall
- Walk-in shower stall
- Porcelain tile wall surround
- Rain shower head
- Dual flush toilet
- Recessed pot lighting

Kitchen

- Custom cabinetry with soft close drawer
- Quartz stone countertop and backsplash
- Under cabinet lighting
- Large single bowl stainless steel under-mount sink
- Stainless steel appliance package





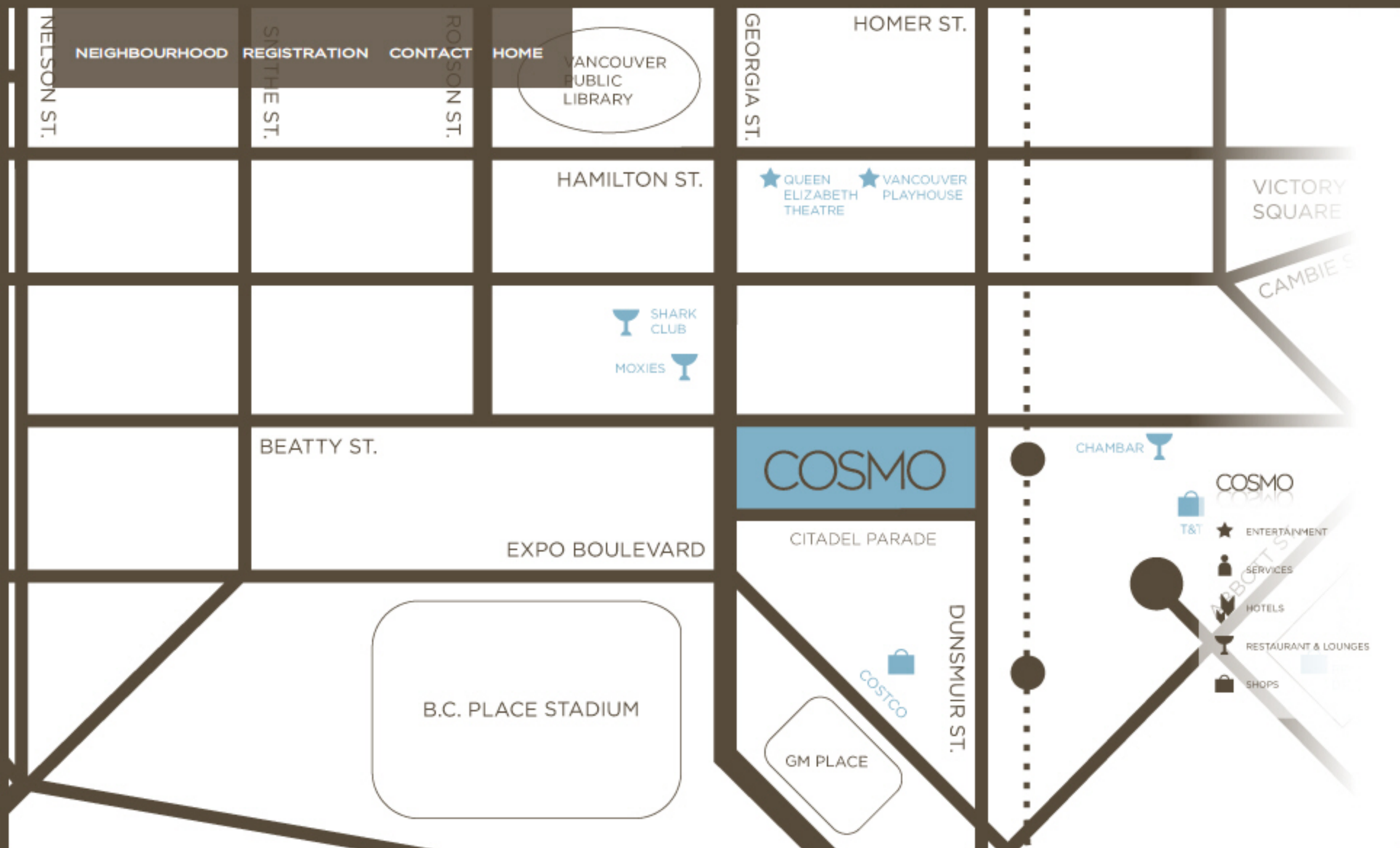
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NEIGHBOURHOOD REGISTRATION CONTACT HOME

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88 Pacific Boulevard, Vancouver BC
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PRINT MAP

PURDON ST.

BEATTY ST.

ABBOTT ST.

CARRALL ST.

EXPO BLVD.

COSTCO

GH PLACE

B.C. PLACE STADIUM

PACIFIC BLVD.

QUEBEC ST.

MAIN ST.

NATIONAL AVE.

TERMINAL AVE.

CONCORD PACIFIC
PRESENTATION CENTER

FALSE CREEK

Science
World

CAMBIE BRIDGE

MARINASIDE CRESCENT

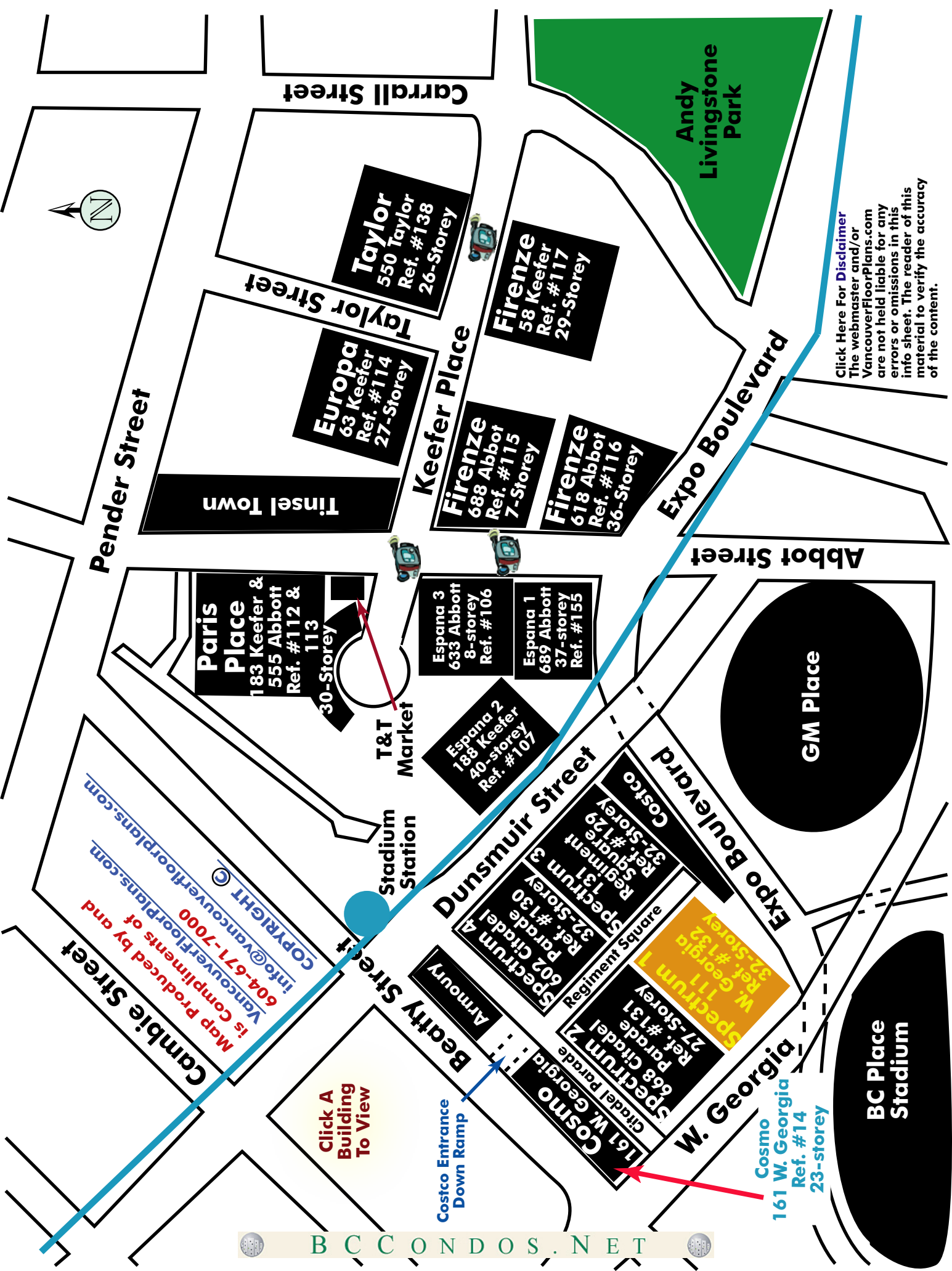
SMITHE ST.

NELSON ST.

HELMCKEN ST.

DAVE ST.





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Cosmo - 161 W. Georgia new building by Concord adjacent to the 4 tower Spectrum Complex, Including Costco

Sunday, August 2nd, 2009

More condos will be released in the fall and developer is in talks to add 10 more floors

Lena Sin
Province

The Facts

What: Cosmo, 253 apartments and townhouses.

Where: Georgia and Beatty, Downtown Vancouver

Developer: Concord Pacific

Builder: Centreville

Sizes: From 455 sq. ft studios to two-bedroom plus den units that are 790 sq. ft. - 939 sq. ft. Only five townhouses are still available, from 1,017 sq. ft. - 1,139 sq. ft.

Prices: Studios, \$218,800 - \$258,900; 1 bed, \$259,900 - \$316,900; 1 bed plus den, \$289,800 - \$374,400; 2 bed plus den, \$369,800 - \$513,800. Only five townhouses are still available, priced from \$500,000 to \$639,000.

Open: Presentation centre is open from 10 a.m. to 5 p.m. daily at 88 Pacific Boulevard (at Carrall)

More info: cosmovancouver.com

There's an art to selling real



Hardwood or laminate floor can be found throughout Cosmo's suites.



Cosmo's 'Couture' kitchens are finished with Miele appliances, quartz stone counters and high gloss lacquer cabinetry.



estate, especially during troubled economic times. But while most sales and marketing experts fear peddling their wares during much-dreaded recessions, Grant Murray thrives.

So when Concord Pacific hit the pause button on launching Cosmo last October, Murray set himself the task of redefining the downtown Vancouver condo development into something consumers would buy even in uncertain times.



Ensuite bathrooms feature a partially frameless glass shower

“What we’ re all about is not just designing a single building. Any developer can pick a spot and put a high-rise in. What we’ re about is defining what the consumer’ s looking for,” says Murray, vice-president of sales for Concord Pacific. “When you create something where people actually want to be, first of all you have sustainability, and then you have value. You can create value in troubled times.”

Without question, price was the key factor as Concord Pacific realized the development would no longer fetch the predicted \$800 per square foot. Instead, prices were lowered to between \$500 to \$600 per square foot. Two factors made the price decrease less painful than it could have been for the developer. Concord Pacific had bought the land back in 1988; also, the flagging economy meant lower construction costs.

Murray was insistent that a sense of luxury was vital even as prices were coming down. So he went to architect James K. M. Cheng, whose resumé includes designing Vancouver ‘s Shangri-La hotel and residence, with the challenge of creating high-living within an affordable price point.

Among the changes made to the Cosmo building over the past six months was the addition of a hotel-worthy lobby and a rooftop lounge and a bowling alley.

Judging by the sales of Cosmo, which nearly sold out over three days recently, Murray and his team got the design and sales brief right.

“The testament of our success is the fact that people bought it. It doesn’ t matter what it is, the bragging rights are if you sold the building that well, you must’ ve done something right,” he says.



Located at the corner of Georgia and Beatty, Cosmo sits on one of the last pieces of developable land immediately adjacent to the business district. Murray has dubbed the location “Funtown,” with Gastown and Yaletown just minutes away and BC Place, GM Place and the Queen Elizabeth Theatre at its doorstep.

It’s obviously the place to be — but Cheng has also made it the place to be seen — with a luxurious lobby outfitted with furnishings from designer Giorgio Armani’s furniture line, Armani Casa. Cream, leather-stitch chairs face an \$8,000 geometric coffee table, while a fireplace is set against a marbled wall.

“We wanted to make the building more upscale,” explained Murray. “It’s one way on Georgia Street so as you’re coming down and driving out, what do you see? You see Cosmo. So you’re looking square into the lobby. So we said we wanted to make that visually exciting.”

Cheng also designed a rooftop deck with a hot tub and fire pit to give those living on lower floors access to a space with a view.

The building also boasts a two-lane bowling alley and residents will get access to the pool at Spectrum, Concord Pacific’s award-winning development next door to Cosmo.

With 10 years experience of building 50 condo towers spanning 200 acres in False Creek, Concord Pacific knew the time was right to release Cosmo two weeks ago as inquiries into the building were mounting.

There are now just five loft-style townhouses left, some of which feature an arresting design element of a shallow pool of water in the front courtyard and a stone pathway leading to the front door. The sizes are from 1,017 sq. ft. to 1,139 sq. ft. and priced from \$500,000 to \$639,000.

For those still hoping to get in on a condo, there will be a chance in the fall, when nine suites still available on the 22nd floor and the penthouse suites on the 23rd floor will likely be released. The reason for the hold-back is that Concord Pacific is in talks with the city to potentially add another 10 floors to the building.

Cosmo is expected to be completed by summer 2012.

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Cosmo - 161 W. Georgia - New sister building to Spectrum by Concord Pacific

Saturday, July 18th, 2009

Georgia at Beatty pre-sell from Concord Pacific the second downtown in as many months

Michael Sasges

Sun

COSMO

Project location: Georgia and Beatty, downtown Vancouver

Project size: 253 apartments, townhouses

Residence size: studios, 455 sq. ft.; 1 bed, 531 sq. ft. - 601 sq. ft.; 1 + den, 607 sq. ft. - 796 sq. ft.; 2 + den, 790 sq. ft. - 939 sq. ft.

Prices: studios, \$218,800 - \$258,900; 1 bed, \$259,900 - \$316,900; 1 bed +, \$289,800 - \$374,400; 2 +, \$369,800 - \$513,800

Sales centre: 88 Pacific Boulevard at Carrall

Hours: 10 a.m. - 5 p.m. daily

Telephone: 604-899-8800

Web: cosmovancouver.com

Developer: Concord Pacific

Architect: James KM Cheng Architects

Interior designer: Portico Design Group

Tentative completion: Summer 2012

The inaugural Cosmo households will share a landmark address at prices tabulated for them by



Concord Pacific is offering Cosmo customers four finishing schemes, 'Boutique' grey and ivory and 'Couture' (above) grey and ivory. 'Boutique' is standard; 'Couture,' an option, with prices ranging from \$10,000 to \$16,000 and depending on size of home.

'Couture' buys a kitchen-appliance package from an European manufacturer, Miele; kitchen cabinetry doors faced in a high-gloss lacquer; quartz on kitchen and bath countertops and kitchen backsplashes, and



Canada 's largest residential developer over a winter of economic infamy.

Cosmo is not the first downtown pre-sell resurrected this year after withdrawal last year. That distinction belongs to Richards, from Franceso Aquilini, owner of the Vancouver Canucks.

Almost unsellable in September when their average asking price was just under \$800 a square foot, about 170 of the almost 230 Richards homes were sold last month, at \$585 a square foot.

Like Richards, the Cosmo homes have been newly priced. The price now is "under \$600 a square foot average," Concord Pacific' s Grant Murray reports.

"Originally, when we priced this building, at the height of the market, we were around \$825," he says. "So we said, 'Okay, what are we going to do.' "

Internally, the Concord Pacific vice-president says, his championship of prices that were competitive with Richards prices was a challenge.

That pride of place that any property-owner must negotiate when setting a selling price was present during the Cosmo pricing-deliberations at Concord Pacific, even at Concord Pacific (almost 70 residential highrises over 20 years in Vancouver and Toronto) would be better: The property is remarkably located and the eventual common areas will be commensurately appropriate.

"I said, 'Look, I' m not out to knock any another developer. I' m excited that they took the first plunge, and have done so well, with 70 per cent sold in 18 days.'

"To me, that was an indication that the market is really quite active and is there. We didn' t want to get greedy."

The Cosmo building will rise 23 storeys above the northeast corner of an intersection that defines

engineered hardwood flooring. A second option that Cosmo buyers can buy or not involves the Cosmo parking garage: a stall will cost \$37,500. A third parking-garage option Concord Pacific is offering Cosmo buyers is a Canadian first, 220-volt electricvehicle outlets, for \$3,900. (As city hall and the development industry' s Urban Development Institute negotiate a requirement for this item, Concord Pacific is offering it.)



prominence in metropolitan Vancouver, Georgia and Beatty.

More than 22,000 vehicles eastbound on Georgia pass this intersection every day, city hall says.

Thousands of hockey and football fans pass Georgia and Beatty on foot on their way to and from Canuck and B.C. Lion games in GM Place and BC Place Stadium. Thousands of concert-goers pass by, again on foot, on their special nights downtown.

“I call it [the immediate neighbourhood] ‘Funtown,’ ” Murray says. “It’s at the forefront of the entertainment district; it’s on the upper side; it’s leading into that.”

The Cosmo common area that passersby will see, the building’s lobby, has been designed and will be furnished to be seen.

Furniture and furnishings will be by Armani Casa, the nine-year-old home-furnishings foray by one of the legends of haute couture, Italian Giorgio Armani.

Walls will be clad in lacquered panels. A fireplace will be framed by a full-height surround of marble and metal. More marble will be underfoot.

A concierge will be present 12 hours a day, his or her desk backlit by a fabric-and-glass overlay.

“When we talked to [architect] James Cheng about the lobby, we said, ‘Let’s do a lobby that says, I’m welcoming you, and would, at the same time, be visually impressive.’ This is a Georgia Street address and every time you come down there you will look squarely into it,” Murray says.

“We said when people look in here we want to showcase something … it doesn’t have to be super high end … that would suggest elegance and warmth, that this is a place to live, that you would enjoy living yourself, as opposed to being just investor indicative.”

The ‘architect’ of the Cosmo sales and marketing campaign is Concord Pacific vice-president Grant Murray. Location of structure was an important component of his ‘design.’ Spatially, cosmo will rise above a prominent downtown intersection. Temporally, it is the second pre-sell of a downtown highrise since the international financial crisis in the fall prompted local developers to cancel or delay new-home project. ‘We didn’t want to get greedy,’ he says of the ‘under \$600-a-square-foot-average’ asking price at Cosmo.



The eventual Cosmo lobby has been designed with the passerby in mind. Furniture and furnishings will be Italian. Walls will be clad in lacquered panels. A fireplace will be framed by a fullheight surround of marble and metal. More marble will be underfoot. ‘This is a Georgia Street address and every time you come down there you will look squarely into it.’



The lobby will share the main floor with another common area. Below the main floor will be yet another common area, a two-lane bowling alley, with lounge seating, a large-screen TV and a bar.

Eleven floors above the main floor will be the outdoor common area. The Cosmo terrace will include a hot tub, a firepit with built-in seating and an outdoor kitchen and barbecue.

Cosmo households will also have the use of the amenities in the next-door Spectrum towers, first of which is the indoor pool.

Spectrum is an important part of the Cosmo story. Part of the Concord Pacific brief to architect Cheng was to distinguish the Cosmo tower from the four Spectrum towers that he designed.

At 23 floors, the Cosmo highrise will not be as tall as the Spectrum highrises, at 32, 30, 27 and 26 floors.

The Cosmo highrise will step upwards, the break in its ascension occurring after 11 floors, and at the outdoor terrace; the Spectrum highrises thrust upwards.

The Cosmo highrise will also eschew the soaring decorative columns of red, blue and yellow, and the red railings and multi-coloured townhouse entrances, that have made the Spectrum highrises the most colourful in the downtown peninsula.

Intersection and neighbouring residences aren't the only physical proximities germane to Cosmo: a new neighbourhood, at city hall called Northeast False Creek, is rising, if only on paper right now, to the east of Cosmo.



The Cosmo show home is a representation of a two-bed-and-den, two-bath plan. Twenty-two of these 860-square-foot homes will be constructed in the highrise, overlooking the Georgia and Beatty intersection. The Show home was finished in the standard 'Boutique' scheme. Concord Pacific is opening the Cosmo show home to the public From Monday.



"One of the largest undeveloped areas on the downtown peninsula," in the words of a city hall review document, Northeast False Creek will be the creation of negotiations between city hall, the provincial government and the principal property owners, Concord Pacific, Francesco Aquilini (GM Place), BC Pavilion Corp. (BC Place) and Canadian Metropolitan Properties (Plaza of Nations, on the former Expo 86 site).



City council last year gave Pavco 1.4 million square feet of “development potential” at the stadium site. (The Woodward building has almost 1.23 million square feet of floor space, not to suggest an equivalent is about to rise above BC Place Stadium, but to provide a comparison with a building in the news right now, as the inaugural households prepare to move in.)

Cosmo, in other words, is a Concord Pacific piece in a new-neighbourhood puzzle.

“With another dozen buildings to go, and all centred around the ‘entertainment district,’ we are at the start of our final hooray,” company vice-president Murray says.

“As the largest of the four developers in this area, we want to make a real statement and go out with a real ‘bash’ over the next years. We’re going to do it right.”

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