

Quattro3 a 6-storey wood frame development in Surrey by Tien Sher Group

Developer Tien Sher Group cites greater affordability as biggest selling point for potential buyers

Tracy Sherlock

Sun

Saturday, September, 08, 2012



Suites in the Surrey building sell for \$330 to \$370 per sq. ft, while suites in concrete buildings go for \$425 to \$450 per sq. ft, Quattro3's developer says. Photograph by: Les Bazso, PNG , Vancouver Sun.

The first of two six-storey wood-frame buildings to be built in Metro Vancouver is ready for people to move in, and developers around the province will likely be watching closely.

Quattro3, part of Surrey's largest residential and commercial development, is the Lower Mainland's first six-storey wood-frame condominium to be completed.



Before 2009, wood-frame buildings were capped at a height of four storeys. In 2009, the province changed the building code to allow the construction of six-storey wood-frame buildings as part of the B.C. Wood First Act, aimed to stimulate the province's timber industry as well as the construction industry.

The entire development community will be weighing the pros and cons of six-storey wood-frame buildings, said Charan Sethi, president and CEO of Tien Sher Group of Companies, which developed Quattro3. He said the advantages are that the per-unit land costs and construction costs are reduced, so the consumer benefits from lower prices than for similar apartments in concrete or four-storey wood-frame buildings; a disadvantage is that they are a bit more complicated to build.

Sethi said suites in concrete buildings in Surrey sell for about \$425 to \$450 per square foot, while those in wood-frame buildings sell for \$330 to \$370 per square foot.

"Today's market is all about affordability," Sethi said. "We need to produce a product that people want and they don't want anything expensive, but they want nice homes."

Peter Simpson, president and CEO of the Greater Vancouver Home Builders' Association, said other builders are considering building six-storey wood-frame buildings.

"There are builders and developers who will be watching the one in Surrey with great interest. They will be watching this and learning from it - we might see more of them now," Simpson said.

Anne McMullin, president and CEO of The Urban Development Institute, agreed. "Clearly it represents a future trend in B.C. construction," McMullin said, adding that the lower cost for consumers is the big advantage offered by this type of building.

"Some people would be willing to pay double for a concrete building, but some might like to pay less and buy in a wood building. It's providing more options for people," McMullin said.

A 425-square-foot studio apartment in Quattro3 sells for \$159,000, while a 567-square-foot one-bedroom suite sells for \$208,000.

The only other six-storey wood-frame building in the Lower Mainland is the Remy project in Richmond, which is in the process of being rebuilt after a 2011 construction fire destroyed it. The Quattro development also had a fire in 2008, though it was in a different four-storey building.

Len Garis, Surrey's fire chief and president of the Fire Chiefs' Association of B.C., said the fire safety of people living in six-storey wood-frame buildings should be equal to the safety in any other building.



"These buildings are fully sprinklered and our research suggests to us that in a sprinklered building, a fire is likely to never leave the room of origin, has historically never left the floor of origin in a building," Garis said. "Where the sprinkler system needed to operate to put the fire out, it put the fire out."

Garis did have concerns about construction fires in six-storey wood-frame buildings in 2009 when the rules were changed, because protection systems like sprinklers are not usually in place during construction.

After the devastating Quattro and Remy fires, Garis brought in a set of recommendations to improve construction safety, including measures such as having a live security guard, the earlier installation and activation of sprinklers and fire doors and having a detailed safety plan in place during the permit stage.

"These are guidelines, and it's up to the local authority what rigour they're going to put around ensuring they are done," Garis said.

These procedures were all followed at Quattro3, and Garis said his concerns have been addressed.

"But in life, there are no guarantees," Garis said.

"There will be outliers and failures, but those can happen in concrete buildings too. I'm not overly concerned about it."

The Quattro development has another lot that will be developed in the future, either with a four-or six-storey wood-frame building. Sethi said the height will depend on the parking requirements put in place by the city.

The Quattro3 is 75 per cent sold, and people started moving in on Thursday, Sethi said.

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Quattro in Surrey defies naysayers

Studios, one-bed and two-bed apartments and live/work lofts are the homes available in Quattro 3.



DEVELOPER DETERMINATION: Builder transforms Whalley location

The Facts

Quattro 3

WHAT: 164 residences
WHERE: Surrey
DEVELOPER: Charan Sethi
SIZE: 425 — 998 sq. ft.
PRICE: \$149,900 — \$399,900
OPEN: 114 — 10768 Whalley Blvd.
HOURS: noon — 5 p.m., Sat — Thur

In 2006, Charan Sethi's development company purchased 12 acres of land in the Surrey neighbourhood of Whalley.

In retrospect, it looks like a particularly savvy real-estate move on the part of the Tien Sher Group of companies, considering the grand plans Surrey now has to rejuvenate the area.

At first, many in the real estate world thought he was nuts, he says.

"Everybody told me I was a fool, and asking me why was I buying in such a bad area," says Sethi, adding he always had confidence in the area and in Whalley's potential. "But it's been my lifelong dream to develop this area, and every time I think about it, I get goosebumps."

"You don't get many chances to buy a large piece of land that you could build a community around it."

Sethi's Quattro 3, the third installation of a development plan that calls for an eventual fourth building, is two blocks from the Gateway SkyTrain station and four from Surrey's Simon Fraser University campus. A new Surrey City Hall and public library a planned for a few blocks away.

The development plans, all part of the strategy to create the new Surrey city centre, also include expanding the SFU campus, enlarging Surrey Memorial Hospital, and building a new RCMP headquarters and hotel-convention centre complex.



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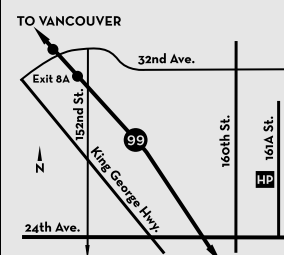
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Olympic agenda
too excessive?



SURREY

Quattro rises from ashes

DHARM MAKWANA - Though an intense collaboration between the City of Surrey, developers, business associations and the RCMP, one of the region's most ambitious plans is on course to being realized.

Quattro, known as the development that brings Yale-town living to Surrey, is opening sales for its third phase on May 1 after a massive blaze gutted one building and damaged another in October 2008.

"It's important to support each other and make sure that we are doing the very best that we can do," said Surrey Mayor Dianne Watts. "As we redevelop it is about change and changing the face of Surrey."

"We need to make sure we are building that downtown core and are committed to that vision."

Quattro is a multi-phase, mixed-building development covering 12 acres in North



Surrey Mayor Dianne Watts speaks of a culture of social and economic change sweeping across her city at Quattro's showroom.

Whalley, which Watts has branded Surrey City Centre.

The master-planned community's third building will stand five stories and

contain 164 suites as part of a \$625 million development of 1,900 homes.

"We don't want projects to stop," Watts said of her

"We need to make sure we are building that downtown core and are committed to that vision."

- Dianne Watts

city's second phase of economic development zones, which continued a 50 per cent reduction in building permit fees. "We want to continue to move forward because we know the recession is ending."

Developer Charan Sethi said signs of community are already taking shape at the site near King George Boulevard and 108 Avenue where about 500 suites are occupied.

"There are kids playing in the playground area," he said.

"That makes me feel good because there's family integration happening here and people are feeling good and safe being here."

>> **B.C. tops**

B.C. is at the head of a weak class in green energy and biodiversity goals, receiving a C grade in a report card issued Thursday by Corporate Knights. The national study, measuring indicators such as air quality and water, listed the province as leading the country in energy efficiency and organic food consumption, among other areas. Prairie provinces received an F, while Ontario and Quebec each earned C-minus.

>> **Salmon panel**

Two Simon Fraser University researchers have been named to a six-member scientific panel advising the Cohen Commission on the decline of sockeye salmon in the Fraser River. Ottawa has tasked the commission to improve the sustainability of sockeye in the river and make changes to Department of Fisheries and Oceans policies, practices and procedures.

>> **Green plea**



"Our aim is to revitalize the area entirely."

> Charan Sethi, president

Tien Sher Group of Cos. – Quattro

www.tiensher.com

Project cost: \$625 million

Project location: Surrey, British Columbia

Employees: 250 on-site

Project scope: Condominium development

> **Sometimes a developer breaks ground** on a project that has as much significance for the community as the developer, and right now Tien Sher Group of Cos. is working on such a project in Surrey, British Columbia. President Charan Sethi says the Quattro condominium development is not only the largest development the company has ever taken on, but it is also a boon for the community because it will revitalize an area of the city.

Quattro is a four-building development of town houses, low-rise and high-rise condominium homes that will feature between 1,900 and 2,000 units when it is completed. Covering 12.5 acres, Sethi says the development will be a mixed community that will attract single people as well as young couples and families. "So it makes it quite vibrant," he says.

The project is located in the middle of a transportation hub that will make it easy for residents to commute into Vancouver. Sethi says the nearby Skytrain rapid transport system will take residents straight into the heart of the downtown area, and there are many main roads and highways that will carry traffic into the city.

Sethi says the property is located in a neighborhood that has gone through some rough times, and he sees Quattro as the jumpstart it needs to recover. "We >>

Big-Time Project

+ Tien Sher Group of Companies believes its largest condo development yet will bring new life to the city of Surrey, British Columbia. *By Chris Petersen*

Tien Sher Group of Cos. is working on Quattro, its largest-ever condominium development.



When completed, Quattro will have between 1,900 and 2,000 homes.



>> wanted to revitalize the area, and with the assistance of the city of Surrey, we will put in a community of 1,900 to 2,000 homes," he says.

The second phase of the project includes the revitalization of a number of existing commercial buildings on the site. Sethi says plans also call for the development of a hotel building. The first two phases have already been completed, with units selling out within four hours.

The third phase will be launched shortly. More than 7,900 interested buyers have been registered on the project's Web site, Sethi says.

The project is so large that Sethi says Quattro can be considered a separate community. "Because we have control of such a large portion of land in the neighborhood, we're able to build a mini-city on its own," he says. "This is a massive-sized project."

At a cost of around \$625 million, Quattro is not only the largest develop-

"Because we have control of such a large portion of the neighborhood, we're able to build a mini-city on its own. This is a massive-sized project."

ment seen in Surrey in recent memory; it's also the largest project Tien Sher has ever developed. Before beginning work on Quattro, Sethi says, the company's largest development was valued at about \$50 million.

Clearing Hurdles

Even though Quattro is at least 12 times the size of its previous projects, Sethi says Tien Sher has experienced a relatively smooth ride so far during the development. "The only difficult part came in when the economic crisis hit, so it sort of slowed us down," Sethi says.

Fortunately, he adds, the company's strong relationship with its lender meant the bank backed the project all the

way through the rough patches. Although work had to be scaled back to save money and reduce risk, Sethi reports that work never stopped completely on Quattro.

Financial difficulties haven't been the only bumps in the road for Tien Sher on the Quattro project. Last year, one of the development's buildings burned down completely before it was finished, but the company's insurance covered the losses, Sethi says.

"That's been a tremendous learning experience for us," he says.

The key to the success of the project up to this point, according to Sethi, has been the people Tien Sher has working on it. "Teamwork has been absolutely phenomenal," he says. "It's been a real achievement on our part to get the right kind of people together."

That is fitting when one considers that the goal of Quattro is to bring people together, as well. "Our aim is to revitalize the area entirely," Sethi says. ❖

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Friday, May 14, 2010

Social Engineering at its Best at Quattro 3

I recently had an opportunity to meet Mr. Charan Sethi of the Tien Sher Group of Companies (the developer of [Quattro 3](#)) in the Whalley area of Surrey. Many members of the general public think that developers are simply cash-grabbing money grubbers that are only concerned with the almighty Loonie. While a few bad apples seem to spoil the bunch, Charan Sethi is just not that kind of developer.

I knew a little bit about Quattro and their latest Quattro 3 offering from the press and some information I obtained from presentation centre staff. What I did not know was that Charan Sethi has one huge passion for doing the right thing and making Whalley a model community. Charan "gets it". I could have listened to the man and his vision all day and our time together just flew right on by.

Charan believes firmly that developers in an area like Whalley have a social responsibility to attract people that will change the neighbourhood in a positive way. You can throw together some cheap units, cash out and leave, or you can stay and become a "social engineer". Charan has clearly taken the social engineering path.

Quattro is a development built on a foundation of quality and affordability. It is a delicate balance to provide quality materials and furnishings, while keeping the price within reason for an area like Whalley that is in transition. As I walked the property with Charan from Quattro 1 over to 2, he was constantly pointing out features that he sprang to upgrade.

Firstly, the buildings are architectural interest built into them from the exterior with crafted top edgings in place of simple square corners. Every run has an inset or other unique feature. Many of the accent items like the decorative overhang of the parkade were specified by the architect to be of wood materials. But it became evident to Charan that black painted steel would be more attractive and much more durable. The decision was simple and the steel that I saw was very attractive. Of equal quality is the playground area, which is a community amenity. The playground features cushioned groundcover, heavy-duty equipment and safety rails. As a CPTED practitioner I was thrilled to see that Charan sought professional Crime Prevention Through Environmental Design (CPTED) advice and the outdoor common space is a model as a result. At Quattro 2, Charan provided \$30,000 in additional property enhancements AFTER it was already turned over to the Strata. What developer does that?

Expensive paving bricks replace cheap asphalt driveways to the parkades and even the refuse area (read garbage dumpster) was being treated with a very classy wooden gate as we walked the grounds. Once inside the very secure Quattro 2, my eyes were treated to a Yaletown-style foyer with sleek, club-style dark Formica panels with glass accents. Just off the main lobby was a gym and community room (there is one in each building from Quattro 1-3). Quality gym equipment filled this room. I asked my friend, Township

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of Langley Councillor Grant Ward to join me. Grant just could not resist hopping on the huge, heavy-duty elliptical machine with those two new knees of his. The only quote I can attribute to him was "wow" and we heard that often as we toured the property.

When its all said and done, Charan Sethi and his Tien Sher Group will invest over over \$800M in new development in Whalley. Charan is planning some high-rise towers on the old Flamingo Hotel site just across the street from Quattro 3. The commercial podium and several buildings on that site will receive an expensive green roof treatment. Speaking of green, Charan has provided bike storage in each Quattro buildings. No big deal you say? How about 12 very affordable studio suites that leverage Skytrain just 10 minutes away to eliminate parking stalls? But as Charan wouldn't be content to stop there, he committed to the City of Surrey to provide 2 car share vehicles at his expense for this building.

Charan has a few more social engineering tricks up his sleeve. He saw that in other developments the presence of large balconies resulted in everyone in the complex remaining within their space. So, Quattro 3 will have Juliet balconies to encourage people to gather outdoors in the lush landscaped common area ground with lawn furniture to chill out or read in. With many young families moving into Quattro, the playground is well-used. Charan's "social planning" was inspired by the [piazzas](#) of Italy where Italians gather after work and enjoy the outdoors until the wee hours of morning. I recall my visits to Rome and how remarkable it was that working people could stay out in the piazza until 2 or 3 in the morning on a work night!

Charan can't wait to continue his vision with future developments in the Whalley area as he works on crafting the Yaletown of Surrey. Not just high-rise suites with a view, but even some garden apartments to help people age-in-place will be coming to future Tien Sher developments. Until then, the display centre at Quattro invites you to see their display suite and options for interior furnishings. All tasteful and professionally designed. I couldn't help but photograph almost everything I saw that day. So instead of a few photo inserts I thought you might enjoy the slide show of the Quattro experience.

We are planning another "Sustainability on the Edge" event for possibly October, 2010. I've asked social engineer and developer Charan Sethi to keep October free as much as possible and be one of our special speakers. Keep watching this blog as October draws nears. You will not want to miss this one!

In the mean time, check out the display suite and visitor's centre at Quattro 3 for yourself. More information can be [found here](#).

Posted by Joe Zaccaria at [8:58 PM](#) 

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Tuesday, May 4, 2010

Quattro 3 in Surrey - Location, Location, Location



I've been looking to write about a new development in the City of Surrey and just have not had a free moment. I plan to do a couple of posts on QUATTRO because it is worthy of some note here. I am also awaiting slides from that Active Transportation forum I attended because I want to provide some visuals for you.

We will highlight sustainable and/or transit oriented developments here from time to time. We are not getting money to do this (we don't!), but as advocates we feel we need to recognize quality developers that buy into the vision that the people who read this blog support. So, let's [look at Quattro](#) for a bit...

Back in 2008 part of this nearly-completed development burnt to the ground. The developer took his time to assemble a quality product and this past Saturday May 1st, Quattro 3 was launched. In the heart of [Surrey City Centre](#) this development is very transit oriented and walkable. Quattro 1 and 2 sold out within hours of their launch. Sales of Quattro 3 have been brisk and I believe this is due to people getting over their love affairs with automobiles and looking to public transit and walkable neighbourhoods.

I thought in this post I would keep it short and provide this area map to show just how walkable and transit-accessible Quattro really is. See for yourself:

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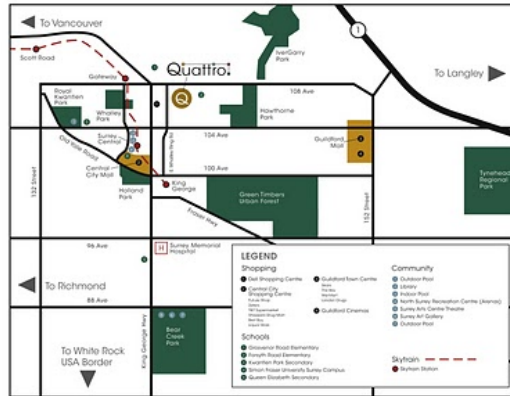
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How would you like all of these amenities in your back yard? What you may not realize is that Mayor Dianne Watts and her administration have dedicated a City of Surrey Economic Development section JUST for Surrey City Centre and as most know, she has committed to relocate Surrey City Hall to this area. You've heard the phrase, "Don't Mess with Texas"? I say, don't mess with Surrey. Watch this space as we examine more details about this exciting development at Quattro 3.

If you know of a transit-oriented or sustainable development in your area, please e-mail us with some info and a URL and we will check it out and investigate including it here.

Posted by Joe Zaccaria at [6:00 AM](#)

1 comments:

[whalleyboy](#) said...

Look into Urban village in Surrey too. Surrey central is really stepping up the transit orient areas. One thing I think Surrey should really try and get going is a community shuttle going around the ring roads for people in central one day. Sure people should be able to walk but not everyone is as able.

[May 25, 2010 4:27 AM](#)

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QUATTRO CHARITY BREAKFAST

December 4, 9am - 11am

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December 4, 9am - 11am

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LOCATION

Quattro 3 is located in a quiet residential area just far enough from the hustle and bustle for a convenient life but without the noise and distraction.

Walk to the nearby Gateway Skytrain Station or use the bus stop right across the street. Access arterial roadways in minutes on 108th Ave., or just stay home and enjoy an evening in.

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Get connected with a life simplified at Quattro 3.

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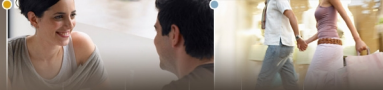
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FEATURES

Follow the links below to see the great features & floor plans that Quattro has to offer.

[JR. 1 BEDROOM PLANS](#)[1 BEDROOM PLANS](#)[1 BED + DEN PLANS](#)[2 BEDROOM PLANS](#)[LIVE/WORK PLANS](#)

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Construction Updates

Select a building to view its construction progress.



CONSTRUCTION UPDATES

We strive to keep our customers as up to date as possible with the timeline and progress of the construction of their high-quality homes. Our commitment to this is exemplified by our regular construction updates.



Media - 2010

Quattro in Surrey defies naysayers
Vancouver Province
Sun, 07/25/2010

Quattro video
Tien Sher
Fri, 05/07/2010

Quattro 3 Relaunch (video)
Global Morning News
Sun, 05/02/2010

Quattro 3 Relaunch (video)
Global News Hour Final
Sat, 05/01/2010

Quattro 3 Relaunch (video)
Breakfast Television (CityTV)
Fri, 04/23/2010

Surrey development rebuilt after massive fire
CBC News Online
Thu, 04/22/2010

Social Engineering at its Best at Quattro 3
The South Fraser Blog
Fri, 05/14/2010

Quattro 3 in Surrey - Location, Location...
The South Fraser Blog
Tue, 05/04/2010

Quattro 3 Relaunch (video)
CBC News Vancouver
Sat, 05/01/2010

Quattro 3 Relaunch (video)
Global News Hour
Sat, 05/01/2010

Quattro rises from ashes
24 Hours
Fri, 04/23/2010

Quattro Profile
Building & Construction Canada
Wed, 04/21/2010

MEDIA

Click on one of the links to the left to view Quattro in the media.

[MEDIA 2010](#)[MEDIA 2009](#)[MEDIA 2008](#)[MEDIA 2007](#)

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Personal Information

First Name: *

Last Name: *

Address: *

City: *

Province/State: *

Postal/Zip Code: *

Contact Information

Email: *

Home Phone: *

Cell Phone:

Work Phone:

Are you a realtor?:

☐ Yes

☐ No

Select one of each

I am looking for a:

I am buying a/an:

For me the benefits of Quattro 3 are:

I heard about Quattro 3 from...:

Other (if applicable):

I would like to be contacted:

CONTACT US

Visit our Sales Centre at:

114 - 10768 Whalley Boulevard.

Surrey, BC

Tel: ☎ 604-581-8000 📍

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Disclaimer

By registering for Quattro 3 information, I am permitting Tien Sher, and/or all of their affiliated companies to use my contact information for marketing purposes. I understand this may take the form of communication via telephone, email or post.

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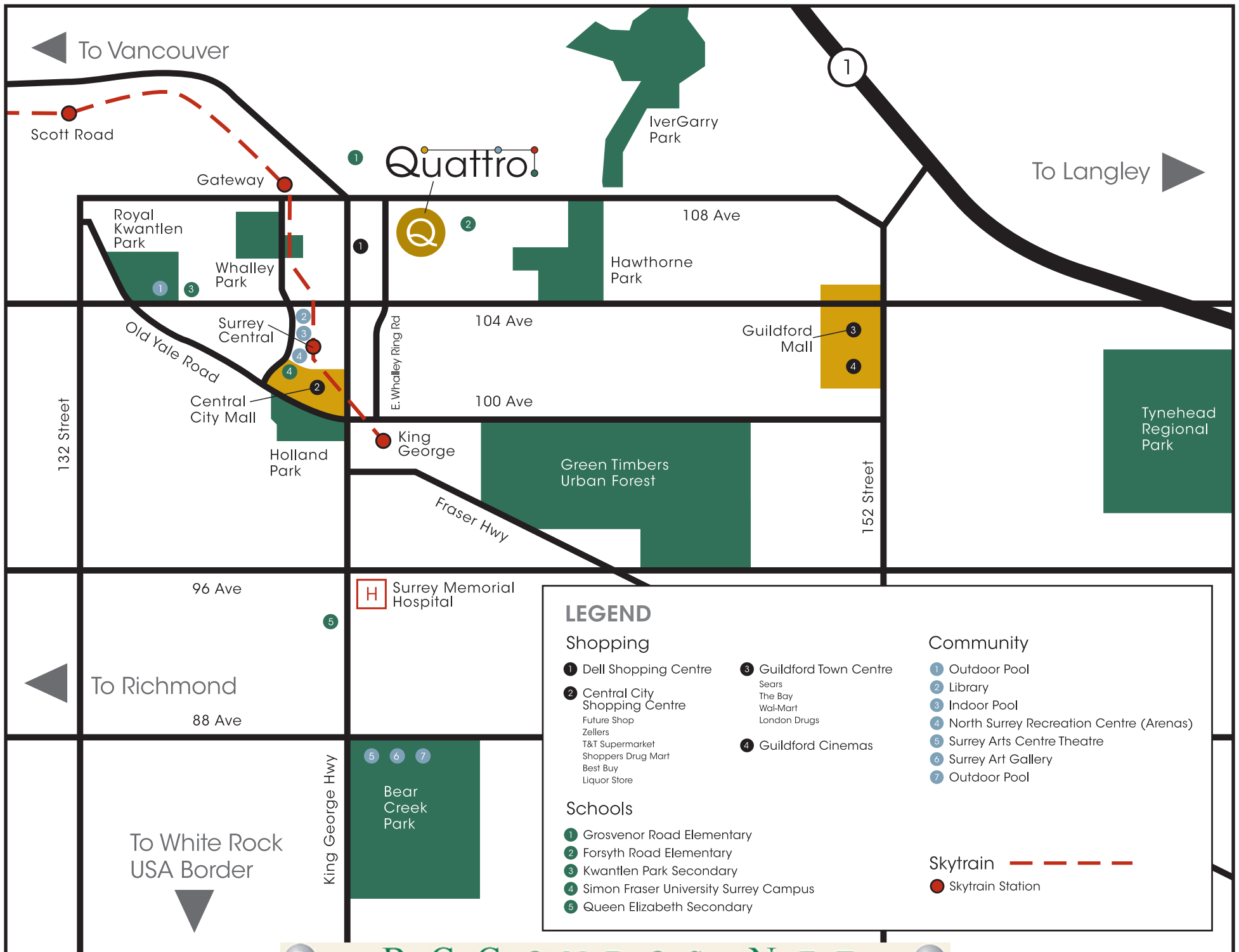
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Future Canada Line

Station