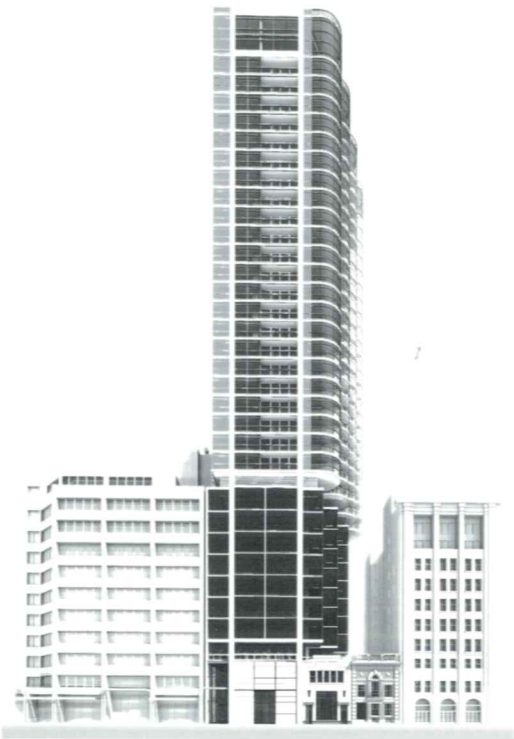




B C C O N D O S . N E T



JAMESON HOUSE

Foster and Partners
architects and designers

Architectural Design Established as Foster Associates in 1967 the practice, now known as Foster and Partners, has project offices worldwide with a main studio in London. Foster and Partners is an international studio for architecture, planning and design led by Lord Norman Foster and a group of Senior Partners.

The portfolio includes masterplans for cities, the design of buildings, interior and product design, graphics and exhibitions. Their work may be found throughout the world, from Britain, Europe and Scandinavia to the United States, Hong Kong, Japan, China, Malaysia, Saudi Arabia and Australia. Jameson House is the practice's first residential project in North America.

The studio has established an international reputation with buildings such as the Swiss Re Headquarters in London, Millau Viaduct in France, the Reichstag (new German Parliament) in Berlin, The Great Court for the British Museum, Headquarters for HSBC in Hong Kong and London, Commerzbank Headquarters in Frankfurt, the Metro Bilbao, the Carré d'Art Nîmes, Research Centres for Stanford University, California and the Hearst Headquarters, New York.

DESIGN PHILOSOPHY Jameson House is a mixed-use, residential scheme that will champion sustainable living. A celebration of the dynamism between old and new, the building will represent its own age with integrity, while sensitively engaging with the scale and the fabric of its historic counterparts. The context of downtown Vancouver has been a powerful influence and an exciting challenge to work within a historic setting. Jameson House continues Foster and Partners' philosophy of contemporary interventions in historical structures, which was established with projects like the Reichstag and the Great Court at the British Museum. The ambition has been to refer to, rather than defer to the historic legacy, creating symbiotic schemes where the old inspires the new, and the new enriches the old.

SUSTAINABILITY As a residential building in close proximity to workplaces, shops and leisure facilities, Jameson House is an ideal model of sustainability, as carbon emissions resulting from transport are largely removed. Mixed-use also presents a strong case for energy balance, with residential components using energy at different times to office and retail buildings. By combining a mix of uses, Jameson House will pioneer sustainable architecture and will reinforce the economic and social activity of the precinct area by bringing in new shops and services for existing businesses and residents.

Sustainable design highlights include:

- Under floor heating and cooling systems that are silent and energy efficient, clean and healthy.
- Designed to exceed aspirations of LEED (Leadership in Energy and Environmental Design) standards.
- A waste- and energy-conscious approach

KITCHEN 'Place' kitchen designed by Foster and Partners for Dada Italy, available in three finishes with a kitchen island (stationary or moveable) in some suites.

Choose from the following kitchen finishes (choice of floor may be alternated, if desired).

COOL WHITE – Polished white glass with travertine stone floor.

DARK CHARCOAL – Dark grey ceramic with light oak wood floor.

WARM OAK – Oak with travertine stone floor.

- In some suites, the glass-topped cantilevered island countertop may be lowered or raised for bar seating or dining.
- Custom, stainless steel countertop.
- Stainless steel backsplash with built-in illuminated glass lighting panel by Artemide.
- Integrated stainless steel sink.
- Hidden integrated power outlets.
- Dornbracht pull-and-spray kitchen faucet from Germany in platinum matte finish.
- Gaggenau stainless steel gas cooktop.
- Gaggenau 24" stainless steel oven.
- Gaggenau fully integrated stainless steel dishwasher.
- Gaggenau espresso coffee machine (optional).
- Built-in stainless steel microwave behind glass.
- Sub-Zero 27" or 36" integrated refrigerator/freezer.
- Bosch washer and dryer with separate sink.

BATHROOMS AND POWDER ROOMS

- Imported oversized stone flooring and tiles.
- Built-in frameless mirrored vanity units with three colour schemes and corresponding feature materials.

Choose from:

COOL WHITE – white glass + Italian onyx verde

DARK CHARCOAL – quartz grey glass with translucent Spanish alabaster

WARM STONE – off-white glass + translucent Turkish marble

- Stone deck and tub surround.
- Separate frameless glass walk-in showers with stainless steel floor grills or integrated bath and shower.
- Dornbracht faucets from Germany in platinum matte finish.
- Foster designed wall-hung concealed tank toilet from Duravit, Germany.
- Foster-designed wall-hung basins from Duravit, Germany.
- Hansgrohe rain shower head with separate handheld shower spray.
- Bathroom accessories by Hansgrohe Axor steel range.



Engle Lighting Consultant. Committed to

ELEVATORS

- High quality finishes distinguish the lifts.
- Three dedicated residential elevators direct from Parkade to Penthouse, with restricted floor access.
- Two dedicated office elevators.

AMENITIES & SERVICES Complimentary membership* to Terminal City Club affords residents access to every exclusive amenity and service of this notable private club including:

Club open 24 hours a day, seven days a week for breakfast, lunch and dinner.

- Formal and casual dining rooms, restaurants, pub.
- A 15,800 sf fully appointed Fitness Centre including three international size squash courts, and a stunning glass topped 25-metre ozonated indoor pool, whirlpool, steam room, saunas and outdoor leisure deck with incredible views of Vancouver's Coal Harbour and beyond.
- Massage and spa services (for additional fee) as well as supervision by professional fitness instructors for aerobics and nutritional programs.
- Nine private meeting/banquet rooms at no extra charge when utilised with food and beverage services.
- Over one hundred fifty vintage wines to choose from (with member's cost only \$7.00 corkage fee over standard LCB prices).
- Discounted rates on social events and overnight accommodation.
- World-class billiards room with six snooker and two pool tables at no extra charge.
- Games room for playing bridge and mah-jong at no extra charge.
- Library and reading room with financial, international periodicals and magazines.
- An extensive list of affiliations with the finest reciprocal clubs around the world.
- Affiliation with nine local golf clubs with special booking privileges and discounts for Club Members.
- Exclusive right to extend limited guest privileges to family members, friends and associates.
- At Jameson House, a media room, large boardroom and strata meeting room will also be available for booking by residents.
- Recycling capability for Jameson House managed by concierge.

AUTOMATED PARKING AND BICYCLE

STORAGE Jameson House features an innovative, high tech automated parking system. You never have to enter the depths of the parkade searching for a spot. Simply pull

completely secured from access to people,

that these discussions take place early before the residences are completed:

Home Media Room Option

Inform, entertain and escape with style and comfort into the dramatic world of home cinema. Enjoy stunning high-definition cinematic experiences from world-class systems that are specifically designed by Commercial Electronics experts. Easily select a program or movie of your taste via a simple touch screen icon.

Distributed Media Options

Enjoy the pleasure audio and video provides within your living spaces. Access centralized media sources with simple keypad controls. Select the music, video, or program you want in each room through speaker and display screen solutions that integrate and blend seamlessly into your particular interior décor.

Lighting Control Option

Take full advantage of the stellar Jameson House lighting design from world famous lighting designer Claude Engle. Access the art of illumination from simple keypads and touch panels to initiate lighting scenes, pathways, task lighting or art. This option offers energy savings.

Home Control Integration Option

Simplify your lifestyle with the "electronic butler" of home control. Colour touch screens that enable access and monitoring of all your entertainment, communications and home management needs such as climate, lighting, security and away/vacation modes. So simple, all of your family and friends will easily access all home conveniences.

Smart Climate Control Option

Save on energy costs and rid yourself of thermostat wall clutter. Centralized temperature control with hidden temperature sensors and an automated climate control system. Adjust or review temperature settings and readings on wired or wireless touch panels.

Security Option

- Centralized panel option with wired perimeter and interior detection security.
- Arming and disarming of security from convenient keypads.
- 24-hour/7-day monitoring of your security system.
- Future compatibility for connecting with an optional central home control system.

Motorized Window Treatment Option

Choose to control ambient light through the simple touch of a button and/or an automated event that closes or opens draperies due to and the time of day. This option



JAMESON DEVELOPMENT CORP

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

resulting from transport are largely removed. Mixed-use also presents a strong case for energy balance, with residential components using energy at different times to office and retail buildings. By combining a mix of uses, Jameson House will pioneer sustainable architecture and will reinforce the economic and social activity of the precinct area by bringing in new shops and services for existing businesses and residents.

Sustainable design highlights include:

- Under floor heating and cooling systems that are silent and energy efficient, clean and healthy.
- Designed to exceed aspirations of LEED (Leadership in Energy and Environmental Design) standards.
- A waste- and energy-conscious approach will be upheld in construction and site management.
- Mixed-use sharing of heating, cooling and electricity allows simultaneous generation of energy on-site.
- Environmental systems maximize comfort while delivering efficient, low-energy operation.
- Passive thermal systems and free cooling, natural ventilation will require little or no additional energy use, as climate allows.
- Building massing and envelope designed to be in tune with the local climate.
- A high-performance thermal envelope minimizes unwanted solar gains and heat loss.
- Water use is minimized through the design of low waste systems and selection of water-wise appliances.
- Ambient lighting controls offers 30 - 40% savings in energy.

INTERIOR FEATURES

- Overheight, nine-foot ceilings.
- Imported Italian travertine 'Osso' stone or wide plank oak flooring throughout the residences with high quality carpet in bedrooms.
- Kitchen and bath cabinets by 'Place' designed by Foster and Partners for Dada Italy.
- Finest quality window shades with woven sun control fabric. All shade material throughout the building is the same to create a unified appearance inside and out.

- Stone deck and tub surround.
- Separate frameless glass walk-in showers with stainless steel floor grills or integrated bath and shower.
- Dornbracht faucets from Germany in platinum matte finish.
- Foster designed wall-hung concealed tank toilet from Duravit, Germany.
- Foster-designed wall-hung basins from Duravit, Germany.
- Hansgrohe rain shower head with separate handheld shower spray.
- Bathroom accessories by Hansgrohe Axor steel range.

LIGHTING Lighting design for Jameson House is by internationally renowned Claude Engle Lighting Consultant. Committed to the design of lighting as an integral part of architectural design, the firm has provided lighting concepts, development and system specifications for leading architects in the United States, Europe, the Far East and Australia on a wide range of projects including art galleries, concert halls, high-rise office towers, theatres, hotels, underground and surface rapid transit systems, urban development, urban highways, airports and public plazas. The firm is famous for lighting National Gallery in Washington D.C. and Reichstag German Parliament in Berlin.

ENTRANCE AND LOBBY

- A striking, translucent stone entrance leads to a soaring, double-height foyer.
- High quality finishes make a strong impression throughout the modern lobby and common areas.
- The pristine waiting area is appointed with beautiful designer furnishings.

SECURITY

- 24-hour concierge service is available for all residents.
- Video entry system allows identification and screening of guests.
- Electronic access of all common area points in the building via a single encrypted security device.
- Restricted floor access for residential elevators.

- Special booking privileges and discounts for Club Members.
- Exclusive right to extend limited guest privileges to family members, friends and associates.
- At Jameson House, a media room, large boardroom and strata meeting room will also be available for booking by residents.
- Recycling capability for Jameson House managed by concierge.

AUTOMATED PARKING AND BICYCLE

- STORAGE** Jameson House features an innovative, high tech automated parking system. You never have to enter the depths of the parkade searching for a spot. Simply pull in and your car will be safely and automatically whisked away. The parking areas are completely secured from access to people, protecting your vehicle and belongings from damage and theft.
- Fully secured access to Jameson House parkade from the lane way.
 - Parking is double gated for security.
 - Fully secured bicycle storage for residential units.

TECHNOLOGY

- Core Technologies** ➔ Commercial Electronics Ltd
To take advantage of the latest technology options Commercial Electronics has engineered the core technology infrastructure distributed from a central panel enclosure within each condominium 'suite'. Each suite comes complete with:
- A CEBus structured wiring solution to each room for all technologies, now and for the foreseeable future, including expanded data and signal distribution.
 - Conveniently designed connection locations for living spaces and equipment areas.
 - Simple wall plate connectivity addressing television; local area computer networking; multiple telephone, fax or modem lines; distributed high-definition video/audio cable including satellite or central source feeds; and any internet service provider connections including DSL high speed access.

Technology Options

Commercial Electronics will be pleased to discuss the various options with you. Some will require specific wiring. It is therefore important

settings and readings on wired or wireless touch panels.

Security Option

- Centralized panel option with wired perimeter and interior detection security.
- Arming and disarming of security from convenient keypads.
- 24-hour/7-day monitoring of your security system.
- Future compatibility for connecting with an optional central home control system.

Motorized Window Treatment Option

Choose to control ambient light through the simple touch of a button and/or an automated event that closes or opens draperies due to sun conditions and the time of day. This option offers energy savings.

JAMESON DEVELOPMENT CORP.

Jameson Development Corp. creates dynamic mixed-use projects that enhance the quality of urban life. The firm's commitment to architecture, sustainability and construction is driven by respect – for heritage, integration and longevity. Owned and operated by Anthony, John and Thomas Pappajohn, the firm has been involved in the acquisition, restoration, development and property management of buildings in Vancouver for over 10 years. Recent projects include James Manor at Broadway and Trafalgar and Shaughnessy Mansions at Granville and 15th. Presently the historic Wing Sang building at 51 E Pender St. is being refurbished and adjacent to the property is East, 22 contemporary flats in the heart of Chinatown.

RENNIE MARKETING SYSTEMS

Rennie Marketing Systems brings innovative condominium developments to market. Led by Bob Rennie, the team specializes in formulating unique and effective risk management plans to maximize investment at every level. Bob brings 30 years of experience working with the development and architectural communities through design and development branding. Every year Bob has maintained his presence as one of the top real estate marketers in Canada.

*Terminal City Club applications are subject to the normal entrance requirements as outlined in the TCC rules and regulations.

The developer reserves the right to make modifications and changes to the information contained herein. Renderings, photos and sketches are representational and are not accurate E. & O.E.

JAMESON HOUSE

Foster and Partners
architects and designers

SPECIFICATIONS



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





JAMESON HOUSE

Foster and Partners

KITCHEN / BATH



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Kitchen

The modern heart has evolved. Introducing the 'PLACE' KITCHEN AT JAMESON HOUSE, designed by FOSTER AND PARTNERS ARCHITECTS FOR DADA, ITALY. Featuring the most discreet technology in a rational marriage of beauty and utility. The dynamic potential and pure aesthetic of this vital space is joy to the last detail.

Imagine an aerodynamic wall free of hanging cabinets with tilt-up storage and a sleek, high-tech vanishing hood. The custom stainless steel workspace and sink with chef-style DORNBRACHT FIXTURES features a glass backsplash aglow.

Your fleet of GAGGENAU APPLIANCES includes stainless steel natural gas cook top, glass and stainless oven, optional espresso machine and integrated dishwasher; built-in stainless microwave and integrated SUB-ZERO refrigerator and freezer.

The polished glass-topped island unit, available in some suites, is completely multi functional. It operates as a preparation surface and the cantilevered tops at each end can be automatically adjusted to work at either bar level or dining level. Genius.



NOTE: KITCHEN CONFIGURATIONS VARY BY SUITE. CHOICE OF FLOORING (STONE OR WOOD) MAY BE SELECTED IN EACH OF THE SCHEMES. PLEASE REFER TO THE ARCHITECTURAL DRAWINGS FOR DETAILS.



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



Bathroom

Float. The design of the bathroom is so pure it practically disappears. A serene modern cleansing space. Relax. Rejuvenate. Featuring a pristine built-in vanity wall and a choice of luminous glass and stone finishes.

Ultra-sized Italian stone anchors the floor while alluring back-painted glass blankets the walls. Handsome under-mount tub and matching stone deck and surround. Separate frameless glass walk-in showers with stainless steel floors feature **HANS GROHE RAIN SHOWERHEAD** above and handheld spray beside. Foster-designed wall-hung basins and concealed tank toilet, imported from Germany. **DORNBRACHT FAUCETS** in platinum matte finish with accessories from the **HANS GROHE AXOR** steel range.

COOL WHITE | WHITE GLASS | ITALIAN ONYX VERDE



DARK CHARCOAL | QUARTZ GREY GLASS | SPANISH ALABASTER



WARM STONE | OFF-WHITE GLASS | TRANSLUCENT MARBLE





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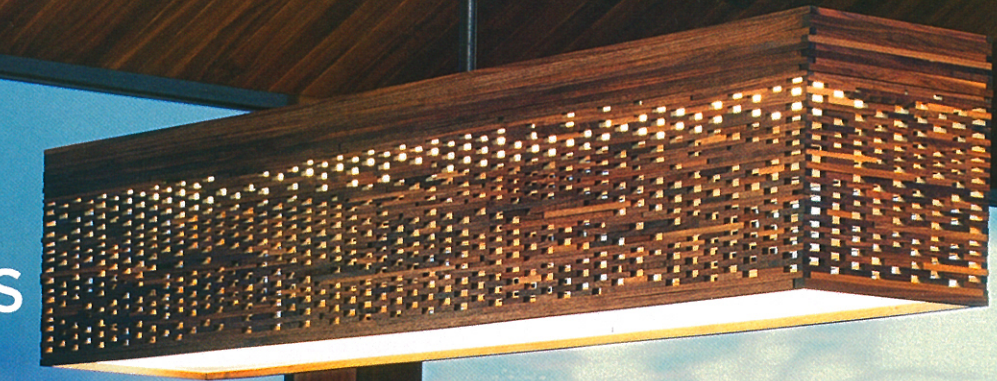
AND DESIGN

10 SECRETS OF
LUXURY BEDDING

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Table Inspirations

ENTERTAINING
WITH STYLE!



GREEN COMMUNITIES

Developers are responding to consumer interest in sustainable design with an array of environmentally sensitive projects TEXT BY LINDA HAYES

"GREEN BUILDING IS BETTER for you, your family and the environment, and it's cost effective, too," says Ed McMahon, senior resident fellow for sustainable development at the Urban Land Institute in Washington, D.C. He cites the high price of oil as a motivating factor behind "exploding consumer interest" in the green concept. Developers are responding with compact multi-use projects (often referred to as communities or neighborhoods) that emphasize energy efficiency and environmental sustainability without sacrificing architectural integrity. Whether they're vertically oriented like high-rise Evo in downtown Los Angeles or horizontally oriented like Montgomery Farm in Allen, Texas, the most desirable developments offer a mix of high-quality design and plentiful green and/or open space, and promote the U.S. Green Building Council's Leadership in Energy & Environmental Design (LEED) certification program.



JAMESON HOUSE

VANCOUVER, BRITISH COLUMBIA, CANADA

A sustainable mixed-use waterfront development by Foster & Partners, the award-winning international architecture, planning and design studio, Jameson House (above and left) includes restoration of the 1921 Ceperley Rounsell Building and the Royal Financial Building.

- The project has 37 stories, with 131 residences on floors 14 to 37; each unit offers 600 to 2,095 square feet. On the top two floors, there are five penthouses, ranging from 2,550 to 3,551 square feet.
- Among the limited-edition options are "O" residences with curved organic interiors and finishes; each unit ranges from 900 to 970 square feet.
- Interior details include energy-efficient under-floor heating and cooling, nine-foot ceilings and floor-to-ceiling windows.
- Other amenities featured are lighting by renowned Claude Engle Lighting, custom Place kitchens (designed for Dada in Italy) and appliances by Gaggenau, Sub-Zero and Bosch.
- Building amenities include a fully automated car park, a lobby café, 24-hour concierge, recycling management, and membership in the Terminal City Club, an exercise and social club.

Prices range from \$515,000 to \$2.2 million. (Penthouse prices are available on request.) Seventy percent of the residential units are sold. Completion is scheduled for fall 2009. **888.339.0707, WWW.JAMESONFOSTER.COM.**



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REAL ESTATE>>>-----

MODEL BEHAVIOUR

IN OUR RED-HOT MARKET, THE DISPLAY SUITE HAS BECOME AS MUCH
A STUDY IN CUTTING-EDGE DESIGN AS IN THE ART OF SELLING SPACE

BY GUY BABINEAU



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WITH THE FUTURISTIC VIBE OF 2001: A SPACE ODYSSEY, JAMESON HOUSE'S SHOW SUITE WOULD IMPRESS STANLEY KUBRICK HIMSELF.

The closest thing to a display suite or show room that I can recall from my childhood is the model home they gave away at the PNE every year, which was kind of tacky. There was also the General Electric Carousel of Progress I saw at Disneyland when I was 11, with its creepy audio-animatronic family ushering you through various stages in the progress of the American home. Since then, however, a whole new design industry has taken shape to accommodate the need for model suites and presentation centres to promote property before

ground has even been broken, or to beef up the sales potential of identical, and usually unfinished, units.

As today's red-hot speculative real-estate market reaches critical mass, the pressure is on to get the attention of (and close deals with) prospective home buyers and investors. A hilariously biting article by A.A. Gill in a recent issue of Vanity Fair savaged the sales materials and techniques of New York's condo developers, particularly their sameness. However, as

they need to differentiate their offerings from everyone else's. The strategic design of spaces that catch the eye, forecast how they could look and feel, and lead to someone signing a cheque is fast becoming an art and science. Three local developments illustrate how it can be done. One is a high-end tower. One is a boutique condo. One is a row of Craftsman-style townhomes.

Conquering space

West Pender Street (noon to 6 p.m. daily

except Fridays, jamesonfoster.com) offers a glimpse of the future. Designed by Britain's Foster and Partners for Jameson Development Corporation, the 37-storey mixed-use residential tower will rise from an existing heritage façade and is being positioned as a gem of sustainability. With projects around the world, Lord Norman Foster is the international architect most strongly associated with green design.

Renderings of Jameson House show four sleek cylinders rising on one flank, hinting at a curvilinear theme continued inside. There are 131 units available on



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ALDA PEREIRA PUT A HUGE EMPHASIS ON COLOURS, PATTERNS, EDGES, AND NUANCES FOR METROLIVING'S DISPLAY SUITE.

floors 14 through 37, ranging in price from \$594,000 (1 bedroom) to \$3.5 million (two-storey penthouse).

When you visit the presentation centre, prepare to be beamed up. The journey through space starts in a pitch-black gallery filled with miniatures of various suite options, each mounted on a pedestal. Animated visual presentations play on wall-mounted panels. When you step up in to the full-scale model suite—and after your eyes have adjusted to a blinding blaze of white—you find yourself in an atmosphere that is slightly suggestive of the space sta-

tion in Stanley Kubrick's 1968 vision of the future, 2001: A Space Odyssey. The film's interior designs remain surprisingly fresh and relevant today.

"That's not a bad analogy," says Lee Hallman by phone. The associate partner with Foster and Partners, who also designed the show room, is in Vancouver to oversee the site's development. "We wanted to show that contemporary design can be sustainable. Often design [trends] tend to be on the side of fashion rather than architecture. Architecture is about environmental context. The display

suite is intended to show an appreciation for the integrity of design."

According to Hallman, the display suite is an amalgamation of all the available units, including a number of circular, so-called "organic" residences. Corresponding surfaces and furnishings with rounded edges and accents include a dynamic Dada kitchen designed by Italy's Molteni Group, and wicker PK22 lounge chairs by Fritz Hansen, an Arne sofa by Antonio Citterio, and a stunning bent-beechwood chaise longue called Body Raft by Giulio Cappellini, all supplied by Inform Interiors

(97 Water Street, 604-682-3868).

"The main job of the display centre is to get across the level of quality," says Hallman.

This space-age show room nicely balances architectural, interior, and industrial design. It's also a trippy exercise in space exploration.

Creating character

All of the suites in Townline Homes' Metro-living condo at 1168 Richards in Yaletown have sold. However, the developer plans to maintain **SEE NEXT PAGE>>**



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the display suite in order to promote residences in a similar "sister" building at 1241 Homer. Designed by Alda Pereira (aldapereiradesign.com/), this sumptuous model suite breaks with the dubious tradition of boxy, hard-edged, retro-modern minimalism used to flog small, cramped spaces across the city. To be fair, the homes here offer much more room and higher ceilings. Nonetheless, Pereira's design, which plays a rich variety of surfaces, edges, colours, and patterns off one another, speaks volumes about the seductive power of nuance. This space has personality.

"Our mandate for this particular property was that it had all the qualifications of a boutique. You're not on the second floor of Plan B, Type F, like so many buildings downtown," says Pereira, sitting in her office/studio in the Waterfall Building near Granville Island. "You have 12 very unique suites."

The Vanity Fair article cited above was especially vociferous about every property's claim to be "unique", but in this case, the word rings true. Working with the developer, Pereira created a profile of the ideal residents: a sophisticated, well-read and -travelled couple who are downsizing from a larger home and don't have other commitments.

"It's not about posturizing, about where you live. These aren't 'Yaletown' or 'downtown' people. They're one-of-a-kind, very individual. I thought maybe they might be UBC professors. They have a certain confidence level and aren't reading magazines to find out what their style is. We wanted to give the idea that they've probably been collecting modern classics [in furniture] for about 20 years."

To make this suggestion concrete, Pereira staged the layout with Wishbone dining-room chairs and Shell chairs for the living room designed by Hans J. Wegner, and an MR Lounge by Ludwig Mies van der Rohe. Eclectic is the word she uses to describe the overall aesthetic, which doesn't mean all over the map. It means that every room offers new and pleasant surprises, such as a sunroom with a Moroccan motif, a zebra throw rug in the Blue Room (the den), and the playful, if judicious, use here and there of patterned wallpapers and unusual fixtures sourced from global shops.

Pereira's show suite creates the impression that somebody already lives here. What better way to characterize the essence of home?

Telling stories

Tucked away amidst the tree-lined streets of the East Side's pleasant Cedar Cottage neighbourhood near Trout Lake, Stories (show room at 1708 East 20th Avenue, livingstories.ca/) is a collection of 60 three-storey row homes built in the Craftsman style. Prices range from \$509,900 (1,238 square feet) to \$574,900 (1,561 square feet).

Although the interior of the model home edges toward contemporary tastes rather than the charming vintage-modern feel of the exterior, flourishes throughout create a consistently homey feel. The residents conceived by the developer, Mosaic Homes, are a professional couple from the West Side looking for something more affordable, but with some high-end flair. He's a chef in a trendy restaurant. She's a designer of custom wedding dresses. The first thing you see, to the right of the front door when you enter and before you scale the stairs, is her design studio, an imaginative feature considering she doesn't really exist.

"When we figured out who the target market was going to be, we started to have fun with how to put a home together," explains Andrea Camp, Mosaic's sales and marketing manager, during a tour of the home, which was designed by BYU Design. "What are their interests? What do they read? What do they cook?"

Vegetables apparently, if the plastic veggies casually arranged on a chopping block in the kitchen are telling the truth. If God is in the details, then this place ought to be beatified. In the junior bedroom, a book about Chanel is perched nonchalantly beneath the window. It's fake, a notebook of blank pages with a doctored cover picking up on the room's blue accents. A curvaceous walnut breakfast tray (Designhouse, 1110 Mainland Street, 604-681-2800) with two champagne flutes rests on the bed in the master bedroom. Graphic black vines tendrill upward on the white wall above the headboard, making you look up and admire the high, vaulted ceiling.

"People experience rooms vertically, then horizontally," says Camp. "We try to create areas of interest and dimension."

A recessed niche in the dining room is trimmed in wood and outfitted with a multilayered cubist mirror (Koolhaus, 2199 West 4th Avenue, 604-875-9004). Another

above the dining table (Inform Interiors).

This model home is designed to tell a story. Is it believable? Yes, thanks to the details. ♦

MR. X-IBIT REVEALS THE BRAINS AROUND BRANDING

How do you get people to buy into a lifestyle community when all that exists is a master plan and a developer with big ideas? You brand it, that's how, with an experiential space that connects the developer's vision to people's hearts and minds (and pocket-books) using innovative architectural, industrial, and multimedia design.

"It has to tell a real story and build an emotional connection. It's really important to figure out how the space will work: how people will go through it and how each component [of the proposed community] is told," says Stu Waddell, creative director of X-Ibit (x-ibit.com/). "Basically it's an experience, and it evolves as aspects of the community grow or change."

"If there's nothing of interest or unique or special about a project, then there's nothing to tell. A good discovery centre depends on a good project." Waddell's firm designs multidisciplinary museum exhibits, art installations, cultural and commercial interpretive centres, and marketing spaces for high-end residential communities—also known as discovery or presentation centres. Waddell's background as an award-winning graphic designer, self-taught interior designer, "cool hunter" for a large international liquor company, and all-around Renaissance guy, has found the perfect outlet in this field. Recent projects include discovery centres for Tobiano, a high-end residential and resort community near Kamloops, and Espiritu, a mountainside community in Mexico for the well-heeled, plus a new interpretive centre for the Port of Vancouver.

X-Ibit's discovery centre for Tobiano had to evoke everything from the land's history to architectural guidelines. Some "cues" are provided via a low-slung double roofline inspired by ranch architecture, a central stone wall symbolic of the hoodoos found nearby, and a glass-art feature wall by this is it's Robert Studer, colours in the natural environment. >GB



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



Jameson House, Vancouver

British architectural and design firm Foster and Partners, led by Pritzker Architecture Prize Laureate Sir Norman Foster, has an impressive portfolio of past and current projects that span the globe—not the least of which are commissions to design the second World Trade Center Tower in New York and the world's largest airport terminal in Beijing. Another new attention-getter is Jameson House, a mixed-use building in Vancouver, B.C., that has the makings to be a benchmark for sustainable high-end urban living.

The 37-story glass structure, scheduled to break ground this summer in the heart of Vancouver's Heritage district, is Foster and Partners' first residential project in North America. And the historic urban setting—it encompasses the restoration of the 1921 Ceperley Rounsell Building and the retention of the facade of the Royal Financial Building—has Foster and

Partners thrilled on a number of levels.

For starters, local firm Jameson Development took the rare position of creating a state-of-the-art sustainable project in a dense mixed-use setting, elements that Foster and Partners strongly embrace. For example, the building's unique curved shape was designed to be sensitive to the local climate, including wind, rain and sunshine. Additionally, because energy demands will differ at the Jameson House, Foster and Partners senior partner Nigel Dancey says the 380-foot tower will have its own central "co-generation" power plant that will "carefully balance the energy needs of the building." Its use of an eco-friendly primary fuel and other green design features will result in lower carbon dioxide emissions.

"We firmly believe in our sustainable agenda," Dancey says. "It's not appropriate with all our clients, but this is a pretty enlightened client. With

this project, you have the retention of a heritage site and you are dealing with a mixture of retail and office space in a downtown setting. It becomes a compelling project because it addresses so many themes we strongly believe in."

Another unique touch of the 131-unit project—which includes membership to Vancouver's elite Terminal City Club, 24-hour concierge service, and available touchscreen panel controls for home entertainment, lighting, heating and security—will be North America's first automated non-pallet garage. The computerized parking system has been used for more than 40 years in Europe, and essentially acts as a virtual valet service.

Most residences at Jameson House range from \$598,000 to \$1.92 million.

SCOTT KAUFFMAN

Jameson House

888.339.0707, www.jamesonfoster.com



Above: Jameson House is Sir Norman Foster's first residential project in North America.

Right: The 131 units will add a touch of modernity to Vancouver's Heritage district.

FAR LEFT: HAVES DAVIDSON; LEFT: JOHN SINAI; BOTH COURTESY JAMESON DEVELOPMENT CORP.

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Far left_The innovative design incorporates a number of unique features that champion sustainable design. Jameson House is designed to exceed LEED standards. Left_By giving the livingroom a round shape, Foster and Partners enhanced its spacious feel. The curved outer wall also provides a wide view of Vancouver harbour and the North Shore mountains beyond.



When the Pappajohn brothers (Anthony, John and Thomas) set out to develop a dynamic new condominium tower in Vancouver's downtown business core, they knew they had to do something different if they were to distinguish the building from the other high-end condos going up around the increasingly pricey neighbourhood. Enlisting legendary London-based Foster and Partners as architects of the building was a good place to start, but the brothers' decision to open what is arguably one of the most innovative and expensive presentation centres ever to set up in Vancouver is what's garnering more than a little attention from the design community and the general public alike.

Situated just blocks away from where the completed Jameson House tower will stand, the presentation centre goes beyond the ubiquitous display suite and sales centre operation. Designed by Foster and Partners with Letterbox Design and mcfarlaneGreen Architecture + Design, both Vancouver, everything has been created to capture the imagination of the potential buyer.

From the entrance of the 4,500-square-foot centre, visitors will know they are about to be shown something quite special. Although floor plans of the individual suites are available, there is also a unique aid for those challenged by technical drawings and computer walk-throughs: each suite has been crafted into an exquisite doll-house-sized model, complete with to-scale furniture and appliances. An adjacent model of the tower boasts an

interesting computer feature: click on a suite, and the accompanying computer screen displays the view from there.

In another ingenious move, the three finish options for both bathroom and kitchen are displayed on oversized colour/material boards, steps away from the models. An oversized screen hangs on the wall between the colour/material boards, showing life-sized images of the three finishes in each of the rooms. For example, the image of the bathroom changes to show the difference between the Cool White (white glass and Italian onyx verde), Dark Charcoal (quartz grey glass with translucent Spanish alabaster), and Warm Stone (off-white glass and translucent Turkish marble) options. Similarly, images of the kitchen display the Cool White (polished white glass with travertine stone floor), Dark Charcoal (dark grey ceramic with light oak wood floor), and Warm Oak (oak with travertine stone floor) options.

A short hall leads to the display suite itself. Here, the Cool White kitchen and Warm Stone bathroom are displayed to maximum effect. If the Foster-designed interior isn't enough to convince potential buyers that the Jameson House offers something unique in the Vancouver market, interacting with the display suite itself will surely do the job. The space showcases the "Place" kitchen, designed by Foster and Partners for Dada, Italy.

This presentation centre will leave potential buyers with little to puzzle over – other than how to come up with the \$514,000 to \$4.75-million to purchase a suite.

Can the luxury and creativity of its presentation centre match up with the actual reality of Vancouver's new Foster and Partners-designed Jameson House condominium tower? Buyers are investing up to \$4.75 million, confident that what they are seeing is only a preview of what's to come.



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Tom and John Pappajohn, Walter Franci, Lee Hallman and Tony Pappajohn



Bob Rennie, owner with Tracie McTavish, President of Rennie Marketing System

B Jameson House Launch

Jameson House Launch was a celebration of the beginning of the first mixed-use residential building in North America designed by world-renowned architecture and design firm, Foster and Partners. The distinguished guests celebrated the launch of a signature vision to Vancouver, sustainable design with an innovative mix of retail, office and residential spaces.



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ng, Annie Moore and Jessica Jang of Rennie
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Lord Norman Foster
puts the ecofriendly
Jameson House on
Vancouver's down-
town map.



ECO SYSTEM

Going green is now down to a science.

Environmental consciousness and sustainability once conjured images of hopeless idealists in tiny-windowed solar-panelled berm-bound “homes.” These days the sleek architectural marvel next door is just as likely to be green. While solar panels still figure, they’re bolstered by a panoply of sophisticated features that are becoming readily accessible. There’s a mass ecobuilding movement, and your neighbour is leading the way.

It’s no surprise that Vancouver, home of the 2010 “green” Olympics, as well as June’s World Urban Forum, is right in step. Recently Norman Foster parachuted in from London to make his mark on the downtown. Jameson House aims to address Vancouver’s innovative urban living paradigm as well as offer a thoroughly contemporary mixed-use 37-storey tower whose aerodynamic design takes into account seasonal sun paths, rainfall and prevailing winds.

Local Queen of Green Shelley Penner helped pioneer green interior design in the early ’90s, but it’s only





recently that she's noticed a large-scale movement toward sustainable building in the residential market. In conjunction with architectural firm Busby Perkins + Will, Penner & Associates created the Acqua + Vento mixed-use townhome development in Calgary's Bridgeland where contemporary design meets environmental sensitivity. Buyers choose from a sustainable palette that includes bamboo flooring and wheat straw fibreboard in the cabinets.

Both Vancouver's new Sustainable Building Centre and Öko Design now offer the public access to green information, from ecofriendly sofas made with forest-managed wood using non-toxic glues and hemp batting to local architects specializing in modern residential ecodesign.

And turn to CBC TV's upcoming reality series, *Code Green Canada*, where 12 homeowners battle to outdo each other in reducing energy consumption and greenhouse gas emissions.

Want more? Turn back to these pages in August for a special issue devoted to the subject.—Amanda Ross

WE

SELLING the DREAM

As the city grows, Vancouver's real estate visionaries raise their game



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ON THE COVER ► 13

There's little doubt: Vancouver is Canada's foremost real estate boomtown. Now, just as the city seems to have reached its peak, along comes Jameson House. A downtown high-rise development that respects both urban ecology and high-tech living, it's also realty mogul Bob Rennie's homage to the clout of its architects — London's mighty Foster and Partners — and the rise of Vancouver to the international stage.

Cover photo by Doug Shanks



In Vancouver real estate, the future is now

As the city evolves, its most famous home seller keeps one step ahead of the curve

By Michael Harris

You are whom you associate with,” says Bob Rennie, of Rennie Marketing Systems, sitting over coffee at a Hornby Street café. The notion is enough to make a humble writer feel momentarily important, considering Rennie has been ranked, on more than one occasion, among the most powerful people in town by *Vancouver* magazine’s annual Power List (he topped it in 2004). In a city for which real estate is a favourite sport — the longest-lasting love affair, the most guilt-inducing form of pornography — it makes sense that a man like Rennie — director of sales for high-profile residential/commercial developments such as Woodward’s, Shangri-La and the Wall Centre — wields so much authority.

Too often, our homes are sold to us as mere investments, not living spaces. What Rennie has mastered (and, arguably, invented) is the selling of a lifestyle, rather than a box in the sky. And with Jameson House, a forthcoming multi-purpose tower at 838 West Hastings, he will be pitching his sales expertise toward the well-heeled urbanites who desire what he calls “the civil side of luxury” (the ill-mannered side of luxury being a market already cornered by many other realtors).

Due to open in Fall 2009, Jameson House will begin at ground level with a café that transforms at night into a cocktail lounge. Above it will sprout 13 storeys of commercial space, before transforming again into its crowning glory: “residential art” on floors 14 through 37. With its two-storey penthouses and curvaceous “O” suites (because, sometimes, right angles just feel wrong), the development has prospective buyers atwittering over tank-concealed designer toilets and transformable kitchen counters that double as office space. All these goodies are provided by the building’s architectural firm, London-based powerhouse Foster and Partners, in an uncommonly impressive amalgam of interior design and architecture. “It stands up to the best of Vancouver,” says Rennie, whose sales strategy is heavily enmeshed with the clout of Foster and Partners. For the uninitiated, these are the people responsible for designing the Millennium Bridge in London, the courtyard of the Smithsonian Institution, and Beijing Airport (the world’s largest).

Of course, the flipside to such refined taste is that form can often trump function. While other showrooms are festooned with silk orchards and elaborate displays of silicone foodstuff, the Jameson House presentation centre on West Pender has adopted the sort of minimalist/futurist aesthetic (sleek surfaces with nothing on



PHOTO: DOUG SHANKS

Bob Rennie (left), of Rennie Marketing Systems, and Foster and Partners architect Lee Hallman, at Jameson House’s minimalist/futuristic presentation centre.

them) that implies that the residents of such digs should not indulge in such base acts as eating or using the washroom. The blessed few who are immune to shedding hairs or leaving fingerprints will feel very much at ease in this gleaming pod.

The presentation centre includes models and photos of other Foster and Partners projects, upping by association the worth of the company’s first North American residential building. And Rennie makes sure those associations hold sway, tailoring his sales strategy to people who want “more than just a different shade of granite.” At Jameson House’s launch party, a local Mercedes dealership simultaneously launched the new S550, thus reminding the crowd just what sort of people they are. Rennie isn’t selling you a place to live; he’s selling you a life to live.

Still, for a six- or seven-figure condo, we might demand more than the real-estate equivalent of a pretty face; we want a meaningful relationship — so long as it doesn’t actually get in the way of that pretty face. Foster and Partners may be a world-class firm, but they haven’t entered the local market without appreciating Vancouver’s existing sensibilities. Jameson House will be a soaring glass sculpture, rooted by stone heri-

At Jameson House’s launch party, a local Mercedes dealership simultaneously launched the new S550, thus reminding the crowd just what sort of people they are.

in 1929, will be restored to its original double-height stature, complete with glass ceiling; and the adjacent Royal Financial Building is receiving a façade facelift since, says Foster architect Lee Hallman, the interior could not be saved. (Hallman argues that “...with that building, the heri-

tage pretty much ends at the façade, anyway”). In a city where little more than tokenism is often paid to historic architecture, façade retention has come under fire of late, sparking the question: what do we mean by ‘heritage?’

The typical Vancouver buyer will find heritage qualities valuable at least as bragging rights, even if the designers of Jameson House had loftier intentions. And the Foster firm’s deference to Vancouver’s architectural scene does appear to go beyond lip service. When the Foster architects joined Rennie for dinner and found themselves in the company of local architectural guru Arthur Erickson, they literally bowed down before him. “It was so sincere,” says Rennie. “They respect what is here.” This ethos of respect — one that Erickson has devoted his professional life to nurturing — is an idea of buildings that stand undeniably and specifically in their landscape. Each home or office must be borne of its environment.

have a considerable track record of heritage projects — are amenable, and one that Foster and Partners has always maintained. “The aspirations married perfectly,” says Hallman.

Jameson House also keys in to Vancouver’s eco-friendly self-image: the building has been designed “from the beginning, with sustainability in mind,” says Hallman. It’s an initiative that, aside from appealing to the PC sensibilities of Vancouver’s hippie-cum-yuppie consumer, also makes good financial sense. The building’s mixed-use nature allows for myriad energy-saving initiatives: rooftop gardens align with the dream of local landscape designer Cornelia Oberlander, who envisions a city in which the footprint of every building is replaced with green space on its rooftop; and an independent generator for the development will be powered by an as-yet-undetermined alternative fuel. Jameson House is even aerodynamic, a handy trick that Hallman says “increases the livability of balconies.”

One final ecological bonus: the coolest parking lot the West Coast has ever seen. Jameson House snubs its nose at old-fashioned “people” valets — why go for humans when you can install really big machines? Two auto-valets will shuttle vehicles into compact storage for the building’s residents and office workers, to be retrieved at the swipe of a card (the entire process takes 90 seconds). “It’s something that came out of need,” admits Hallman, citing the limited square footage that would have made a conventional parking lot too cramped. But this automated car park — the first of its kind on the continent — is now considered an eco-friendly (and safety-minded) asset. Rennie says worries over mid-morning retrieval congestion are unfounded since “this demographic, they don’t all go to work at the same time.” (Two floors of conventional parking will also be made available.)

Such innovative measures, and the crowded downtown core that necessitates them, are signs, to Rennie, of Vancouver’s imminent rise as an internationally competitive city. Its real-estate boom certainly points in that direction, even while detractors grumble about a soon-to-be-bursting bubble. Rennie, perhaps predictably, has a more optimistic vision. “It’s all in balance,” he says of Vancouver’s growth. “We’re Canadian, so we want it to be a bubble. We don’t accept success easily.”

Of course, the residents of Jameson House, who will pay between approximately \$500,000 and \$4.75 million for their slices of Foster pie, will most likely be acclimatized to success already. The staffers at Jameson House’s presentation centre clam up if you ask them for the final selling price of the one penthouse suite that has sold. Rennie has no such qualm: “\$5.4 million,” he says, smiling, before ducking down Hornby Street, reaching for his cell phone.

If you are, as Rennie says, whom you associate with, then Vancouver just gained a 37-storey social ladder. A ladder that is currently 60 per cent sold out. **W**



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





SIMON HAYTER/THE GLOBE AND MAIL

In the University of Toronto's new pharmacy building, lecture-room pods hang like mushroom-induced hallucinations in the entrance atrium.

CITYSPACE FOSTER AND PARTNERS

Fostering great buildings



Thanks to some smart clients, the Picasso of architecture is making his mark in Toronto, Vancouver and Calgary, **LISA ROCHON** writes

Superstar architects are given permission to play and to dream. The rest are punished for reverie. And there you have it: How wonderful and unfair the design world can be. Norman Foster is one of the blessed, a brilliant thinker who has enjoyed more aura than trauma since setting up his London studio in 1967. Though his iconic buildings grace much of the planet, it's only now, as conjurer

of urban visions in Toronto, Vancouver and Calgary, that Foster and Partners has seriously begun to infiltrate Canada.

It's well understood that by partnering closely with the boldest engineers, Foster has gained a reputation over the last three decades as an innovator. He is to architecture what Picasso was to modern art. With Foster and Partners, there has been a consistent reinvention of

building types: the airport (Stansted Airport, near London), the sustainable commercial tower (Commerzbank in Frankfurt), the corporate icon (the Hong Kong and Shanghai Bank) and urban place-making through the reinvention of a cultural monument (the Carré d'art in Nîmes, France, and the British Museum's Great Court in London). Along the way, clients were required to leave banality in the dust and indulge the creative process — which is what they did. About 600 people now work for the Foster studio.

Architecture can change your experience of the everyday. That's the messianic refrain convincingly argued by Foster, and institutions around the world want a piece of

that rhetoric. Ten years ago at the University of Toronto, it would have been nearly impossible to imagine that the Faculty of Pharmacy would occupy a pivotal site at the corner of the city's University Avenue and College Street and, indeed, that its signature Leslie L. Dan Pharmacy Building would be designed by Foster and Partners, with lecture-room pods brilliantly lit and suspended like mushroom-induced hallucinations in the entrance atrium. Nig Dancey, senior partner for Foster and Partners in charge of the Canadian trio of projects, says they were intended to add softness to an otherwise rectilinear building, as they are gorgeous things to behold.

See ROCHON on page R2



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At 70, Norman Foster still the innovator

ROCHON from page R1

Students and faculty will be able to cross a catwalk and drink coffee on the roofs of the ovoid pods — the lounges there will become the ultimate perch from which to gaze upon the city.

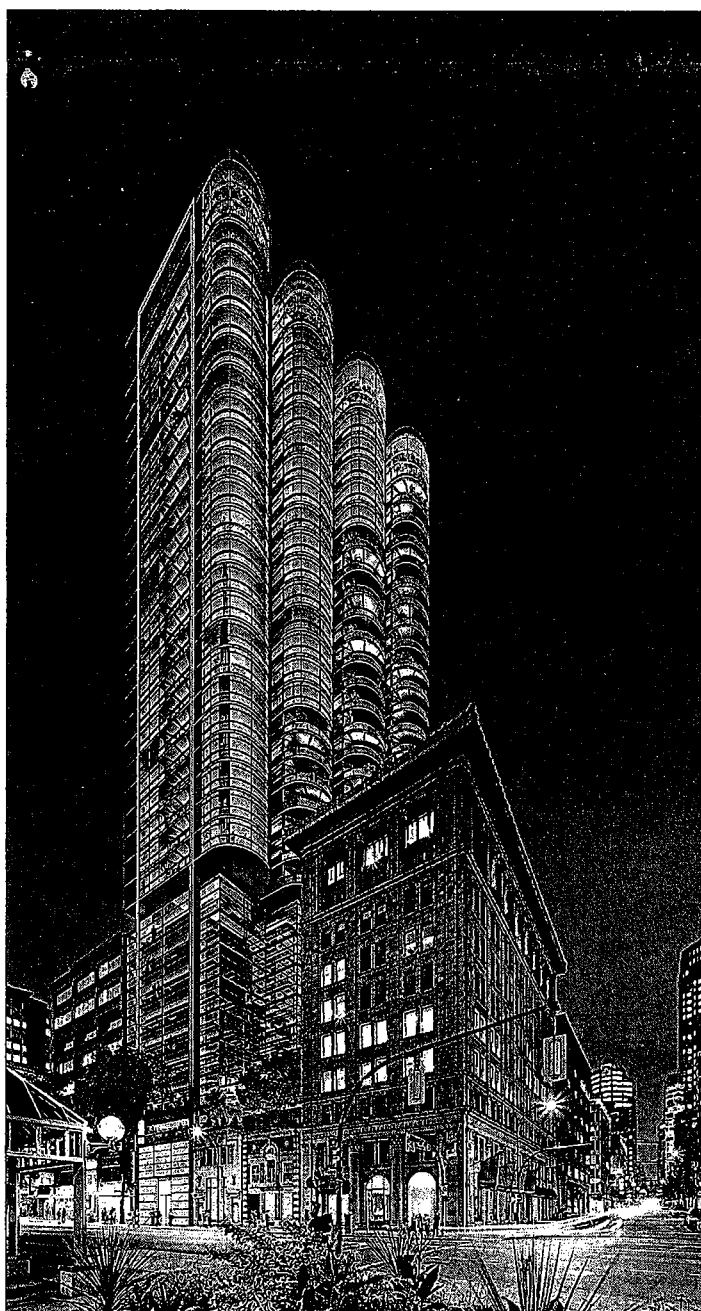
As a building held aloft on concrete columns poured 20 metres high, as a crisply detailed curtain wall with extra-large panes of glass shipped from Belgium, as a visual feast read from the street, the pharmacy building by Foster makes our hearts beat a little faster. The \$75-million building is enlivened by an atrium that drops 16 vertiginous stories from mechanicals to basement, bringing light to most of the offices and test labs. And, there are civic-minded pedestrian walkways around the tower connecting it to the new and historic buildings.

But, let's keep a clear mind and resist idol worship, even if Lord Foster is considered a British national treasure. The building has its faults. For one, though slick and seductive from the outside, the suspended pods suffer from poor acoustics and are essentially claustrophobic — classes there will be like teaching in a sweat lodge, without the benefit of a purifying fire. Undergraduate students have been sequestered to a mostly lifeless and lightless existence underground, where they will spend most of their day travelling from one lecture hall to another, along dreary hallways made all the more formulaic by the inclusion of 1,000 grey lockers.

Across the Atlantic, on the second floor of Foster's London studio, a couple dozen architects are at work on the Calgary project for the latest Canadian client to walk in the door. EnCana is the largest oil and gas producer in North America, an employer of 4,000 that is awkwardly spread over five different office facilities in Calgary. Though details of the project are being kept quiet until zoning is secured, the complex is intended to regenerate the area east of Centre Street and is likely to include two towers rising to 60 storeys.

The goal is to animate the street experience, and to provide courtyards and landscaped paths as a rich alternative to the deadening above-ground walkways known in Calgary as the Plus-15 system. Calgary may be booming, but its skyline is bogged down with uninspired towers of reinforced concrete. Foster is aiming to introduce steel structures animated by an abundance of natural light and roof terraces. Finding skilled labour to erect the steel towers will require some tenacity, new immigrants and a little magic.

While Foster and Partners will be the lead design architects on the EnCana project, the consultants include Calgary urban designer Jeremy Sturgess, interior-design firm Gensler, and project architect Zei-



Jameson House: More than two years in the making, the design for this Vancouver tower changes shape as it rises from retail to residences.

dler Partnership. What's been noticed by the Canadians is that playtime is intense work. "Norman Foster at 70 years old isn't embarrassed to have a lot of innovative ideas out on the table and he's very comfortable with that position," says David Jefferies, managing project architect for Zeidler Partnership. "There's a very free and open flow of ideas. They can turn on a powerhouse of ideas generation."

Foster also remains intensely competitive, still determined to improve his performance at cross-country skiing, a passion that leads him to cover 700 kilometres every winter before completing a marathon in the Swiss Engadine Valley. This could help to explain why Fos-

"I know of no firm capable of generating the amount of work [Foster and Partners] can generate in a period of seven days," says Jefferies, who has been in meetings with Foster in London. "Whereas we might say 'Our client is happy with this, let's go with the concept,' Foster will say, 'Wait, there's more, and go another round for review.' Dozens of models are brought to a meeting and clients will be encouraged to play with the models, to stack them in different ways, to see how light can enter the building."

The Pappajohns from Vancouver are the third major client from Canada to commission Foster. Engaged in the past with regeneration of historic buildings, the Pappa-

contemporary architecture and are fans of the British architect. Their 37-storey Jameson House is a sustainable tower that generates its own power and changes shape according to its uses: from the rectangular ground-floor retail and office space, the building takes on an expressive, organic shape for the condominium units.

Jameson is located on a tight site on West Hastings Street, with one 1921 historic building to be restored and another historic façade to be retained. The curtain wall has been carefully articulated to reduce excessive heat gain while exploiting views. A fully automated parking system — the first of its kind in North America — is estimated to cost less than excavating 2½-storeys down to rock on the site.

"We were very lucky here," says Foster and Partners architect Lee Hallman, who is now based in Vancouver to manage the Jameson project along with heritage architect Robert Lemon and Walter Francl Architect. "We have a client that is very sympathetic to good architecture and appreciates that it's not an easy thing to achieve. It takes time and they gave us that time."

Jameson House has been two years and four months in design development — an excruciating loss of time for most developers — and is now about to begin construction. Last week, the marketing suite opened to the public, showcasing condominium units priced from between \$600,000 to \$2.5-million. Two of the exclusive penthouse suites have already sold.

Jameson's marketing studies indicate that Vancouver can sustain high-end design by celebrity architects (though designer condominiums in New York have indicated weak sales of late) and so Foster is not just lead architect of the mixed-use tower. His firm will also be outfitting the kitchens and washrooms with Foster-designed cabinetry, backsplashes and even faucets shaped to align with the shape of the hand. The palette for the kitchens uses white glass, black ceramic or wood. Washrooms use backlit translucent Spanish alabaster, white translucent marble from Turkey or green onyx from Italy.

Unless people begin to tire of innovation and reinvention, the work of Foster and Partners is sure to turn up more often in our cities. The firm has been short-listed for the \$20-million master plan and public-space design of Toronto's central waterfront. Though it may be considered small potatoes, the commission represents a strategic entry to other, potentially bigger commissions along the water's edge. Word is that other interested clients have been ringing from Canada. And they all want to play.

April 19, 2006

Forget the valet, let a robot park your car

By [JOHN C. RYAN](#)



Images courtesy Jameson Development Corp.

Jameson House in Vancouver, B.C., will use an automated parking system similar to the one in this European garage.

Journal Staff Reporter

England's Sir Norman Foster, winner of the Pritzker Architecture Prize, is known for his bold designs, like London's bullet-shaped Swiss Re headquarters. Londoners quickly adopted the football-like tower as a city icon, dubbing it the Gherkin.

When Foster and Partners' first mixed-use residential building in North America, called Jameson House, opens in Vancouver, B.C., in 2009, the curvaceous structure will also feature an unusual innovation deep in its bowels. The 37-story tower will sit atop a robotic parking garage that will park your car for you.

Believed to be the third in North America and the first on the West Coast, the computerized garage will accommodate 230 vehicles. Drivers will pull their car into one of two transfer stations, each about the size of a two-car garage, and walk away. Once outside the station, the user swipes a card to close the station's door and activate the automated system. Sensors will measure the car and its wheels to determine where to place four forklift-like prongs that will carry the car to a parking space on one of five floors.

To leave, a driver will swipe a card and wait 90 seconds while the robotic system retrieves the car.

Popular in Europe, Japan

Automatic parking garages are common in Europe and Japan, where land costs are high and public tolerance for large parking structures often low.

Only two are known to exist in the United States: at the Summit Grand Parc apartments in Washington, D.C., and a 300-stall municipal garage in Hoboken, N.J.

Vancouver architect Walter Franci, who is collaborating with Foster and Partners on the building, said the site's space constraints led to the unusual parking system, with cars parked densely in spaces visited by humans only for the occasional system maintenance.

"You don't have to provide the maneuvering spaces like ramps and drives. We saved a considerable extent of excavation," he said. "It saved us probably 2 to 2.5 levels of parking."

Jameson House will preserve and incorporate two historic buildings, the 1921 Ceperley Rounsell Building and the facade of the 1929 Royal Financial Building. Excavation will have to proceed carefully beneath the old structures. The city of Vancouver is allowing the new building to go taller in exchange for the historic preservation effort.

"Scale-wise, this is an aggressive building," Franci said.

"It's an enormous amount of density being put on the site," said Donald Luxton, president of the nonprofit preservation group Heritage Vancouver.

"I wouldn't say it's perfect," he said, but "the preservation community is certainly happy about it."

Uses less space

Franci declined to say how much the parking system will cost or name the company providing the parking technology since negotiations are under way. He said the system will allow "considerable savings" because the five unoccupied parking floors won't require the ventilation or safety measures that occupied floors would.

Dale Denda, research director at Parking Market Research Co. in McLean, Va., said he rarely sees automated systems costing less than \$20,000 per space.

"Automated parking is at least 20 percent smaller by volume (than standard parking structures) and very often approaching 40 percent," Denda said.

Franci said the system has other obvious advantages. "Nobody gets to the vehicle, there's no problem with theft," he said, "and you don't have to, as a woman at midnight, go down to level six below ground where you might not want to be."





Jameson House will open in 2009.

The building-code hurdle

If they're so popular overseas, why haven't robotic “parkades,” as parking garages are known in Canada, taken off in North America?

“Land's been relatively cheap, and sites have been relatively easy to work on,” Franci said.

“It's not for lack of market interest,” said Denda. “It has largely to do with building code problems.”



He said local building-code authorities don't have a pigeonhole to fit robotic garages into yet.

“Is it a warehousing thing? Is it an occupancy? Is it a Ferris wheel?” he asked.

“They're very conservative,” he said of building code authorities. “If it doesn't fit in the code, it doesn't get built.”

Francel said Vancouver has no bylaws to deal specifically with automated parking systems.

“There will be a variety of building code interpretations and equivalencies required,” he said.

Jameson House's marketers highlight the building's sustainable features and say the 37-story tower will consume as much energy as a typical 12-story structure. The tower will even have its own power plant to cogenerate both electricity and heat for space heating and hot water.

Yet the building's designers may have shortchanged one parking feature that could have boosted the building's greenness: city of Vancouver permitting staff faulted the building for not meeting city standards for bicycle parking.



Jameson House



Jameson House發展商和銷售代理攝於展銷中心門外。左起：Tony Pappajohn、Tracie McTavish、Tom Pappajohn

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定溫市柏文新標準

坐落於溫市中心喜士定西街838號的豪華商住兩用大廈Jameson House，由Jameson Development Corp.策劃及發展，是享負盛名的英國建築公司Foster and Partners進駐北美住宅市場的首個建築項目，為溫哥華的住宅建築設計定下新標準。

Jameson House採用環保概念及先進科技設計而成，獲得LEED環保領導設計認證，在建築用料、能源節用和廢物處理各方面都符合環保標準。131個住宅單位位於大廈的第十四至第三十七層，面積由600平方呎至3,551平方呎，更設有限量版「有機」(organic)環保單位和五個Penthouse閣樓單位，大部分單位售價約由600,000元至2,500,000元。Jameson House也是全球首座設有Foster "Place"廚房的柏文，料理桌的高度可隨意調校，同時備有高級德國Gaggenau和Sub-zero電器。Foster at

更引進北美首個全自動智慧型電腦泊車系統，住客可享有時尚的世界級豪宅生活。另外，Jameson House的住客可成為毗鄰的Terminal City Club豪華會所會員，享用各種會所設施，包括接待及管理服務、25米長游泳池、壁球場及水療設備等。

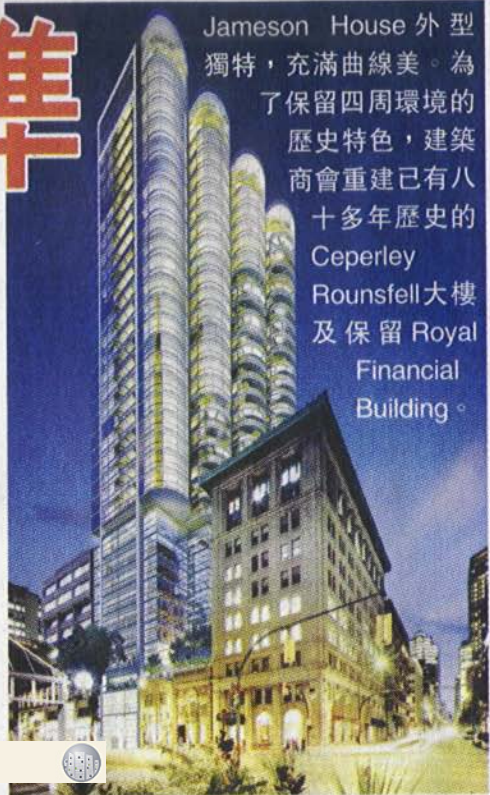
Foster and Partners獲獎無數，作品遍布世界各地。曾經負責的建築項目包括倫敦Swiss Re's London Headquarters、德國國會大廈Reichstag、紐約Hearst Headquarters及香港滙豐銀行總部大廈等，現時該公司正為全世界最大的北京新機場及紐約世貿大樓進行建築工程。

Jameson House預計於2009年底落成。展銷中心每日下午12時至6時開放，星期五休息。地址：830 West Pender Street, Vancouver, 電話：

604-330-0707 或 1-888-330-0707；網址：

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

Jameson House 外型獨特，充滿曲線美。為了保留四周環境的歷史特色，建築商會重建已有八十多年歷史的Ceperley Rounsell大樓及保留Royal Financial Building。



condo

[THIS IS THE LIFE!]

Star Next Door

*Dropping in on
Gabrielle Miller
of Corner Gas and
Robson Arms*

**Outdoor
Rooms**
Balcony
gardens
and décor

**Show
Suites**
Smart
ideas
for you
to steal

Plus
Ottoman
beds, tiny
chandeliers,
furniture
for small
spaces



Go Big, Go Small
Inside a grand new
Erickson townhouse
and a 640-square-foot
Gastown loft



STYLE & substance

the fame game

Big-name architects are all the rage in condo development. Now what will they do for Vancouver? BY LAUREL WELLMAN

Sometime in the past decade, "Vancouverism" became one of the city's most notable exports. One moment, the skeletons of condo towers were rising along the shores of False Creek; the next, urban planners everywhere wanted to know how they could bring high-density living to their own downtowns.

But while it's been exporting planning expertise, Vancouver hasn't enjoyed a reciprocal influx of great architecture. Oh, sure, that downtown wall of green glass towers is striking from a distance. Up close, though, most of its component buildings aren't particularly distinguished—and in fact, the words many architects use to describe them are significantly less flattering.

Hong Kong's Chek Lap Kok Airport was designed by U.K. architect Norman Foster. Next, Jameson House in Vancouver.



Top: The Millennium Bridge (left) and British Museum Great Court (right) by Norman Foster. Bottom: The Chatham, in New York by A.M. Stern.



That may be about to change. "What we've noticed is the developers who are coming to us are not looking for mainstream solutions," says architect Mark Ostry of Vancouver's Acton Ostry Architects. "They're using design as an opportunity to distinguish what they're doing."

Avant-garde condo towers? Not quite—but the design bar appears to be rising. On a recent Saturday, would-be buyers flocked to the Jameson House sales centre, where wooden floor-plan models were tastefully kitted out with tiny Le Corbusier chaises and miniature, monochrome renderings of classic modern art.

The big-name architect behind this striking new tower is Norman Foster—the Pritzker Prize-winning modernist more famously responsible for projects like London's Millennium Bridge, Hong Kong's Chek Lap Kok airport and the Great Court at the British Museum. Meanwhile West Vancouver's forthcoming Water's Edge is the work of Robert A.M. Stern, whose previous projects include two Euro Disney hotels and the town of Celebration, Florida. And Arthur Erickson, who needs no introduction, has designed a sinuous condo tower that will soon rise on Concord Pacific Place.

Not everyone is impressed. Architect John Patkau, no admirer of many of the city's condo towers, says their developers are using

celebrity architects not from concern with quality but as a marketing strategy: "What they're doing is hiring architects who essentially have become commodities, brands."

Still, it's condo purchasers—already accustomed to the kind of perk inflation that's made features like granite countertops standard in new developments—who will decide if they're willing to pay a premium for big-name buildings. And despite the curatorial aspirations implied when sales materials describe a new condo development as a "collection" of "residences," the question remains: are they likely to find the imprimatur of a top architect ensures truly artful design?

In some cases, yes. "You can actually tell there is a quality difference in the layout," says UBC assistant professor of architecture Oliver Neumann. "You get a decent architect and they know how to design a box that might even work." Neumann, who's been shopping for a condo of his own, says prospective buyers should pay attention to floor plans; space and flexibility are better value than high-end finishes. Envision the exposure of the building and the unit you're considering carefully, he advises; sales materials may depict mountain views, but on a lower floor "you get to look into the car dealership across the street."

As yet, big-name architects have made only a small impact on the city. "We're not going to have the quality of architecture in Vancouver increase overnight," notes Ostry. Still, it's not inconceivable that one day "Vancouverism" may connote not just a praiseworthy cityscape but praiseworthy buildings too. ■

PREVIOUS PAGE: DORIS CHEUNG THIS PAGE, CLOCKWISE FROM TOP: NIGEL YOUNG/FOSTER AND PARTNERS PETER AARON/ESTO DENNIS GILBERT/VIEW





FROM TOP: ROBERT KWONG, KIM CHRISTIE, JAMESON DEVELOPMENT CORP.

Jameson House

[BUY THE CONDO] Incorporating two heritage buildings, which are being restored, at its base, the 37-storey mixed-use Jameson House, designed by Foster and Partners from the U.K., is otherwise super modern. Its curved windows make it look aerodynamic, and so it is, designed to be sensitive to prevailing winds and other climatic phenomena. It's also green, both in terms of sustainability (fuel and water efficient) and vegetation (rooftop and other gardens). To be completed in 2008, the 126 suites are 600 to 2,100 square feet; \$600,000 to \$2.5 million. Five two-storey penthouses range from 2,500 to 3,500 square feet; prices upon application.

[STEAL THE LOOK] Foster and Partners design the interiors of their buildings as well as the shell. Here the walls are clad in sheets of tinted glass instead of tiles. Floors are Italian travertine, and a recessed translucent stone shelf runs the length of the room. The walk-in shower is the same level as the rest of the room thanks to a sunken floor covered with a stainless steel grate so water runs through the grate instead of through the bathroom.—F.S.



Automated parking garage North American first

Friday, August 18th, 2006

Other

A downtown Vancouver residential tower will boast North America's first automated, non-pallet parking garage.

Jameson House, an exclusive, 37-storey glass tower with a completion date of 2009, will incorporate a European system that automatically parks a car without driving it.

Residents will pull into a transfer station, leave their car and lock it, then swipe a card to activate the system. A mechanized shuttle takes the car and parks it in an open spot in the five-level, 230-spot garage.

When the driver wishes to leave, the system retrieves the car in as little as 90 seconds. The building will also include two levels of conventional parking. The builders claim the system saves time and space and increases security for both owner and vehicle.



Inimitable downtown: Cultural, environmental sensitivities guide Jameson House design

Saturday, April 1st, 2006

Sun

Jameson House promises to be a high-rise condominium the likes of which Vancouver has never seen before.

It is being designed by architects from the prestigious London-based firm of Foster and Partners, which is recognized around the world for designing environmentally friendly buildings — many of which are considered landmarks.

According to an article in Dwell magazine (Sept. 2005) principal architect Norman Foster has “arguably made the biggest architectural mark since Sir Christopher Wren” on the British capital.

Some of London’s most noticeable projects by Foster and his team include the arch of the new Wembley Stadium, the Swiss Re headquarter, London’s city hall, the Canary Wharf underground station, the faculty of law at the University of Cambridge and the transformation of Trafalgar Square — where closure of the north side of the square to traffic has brought about the creation of a new public terrace.

Besides Britain, the firm’s work can also be found in Scandinavia, The United States, Japan, Malaysia, Saudi Arabia, Australia and China.

In China, members of the practice are currently designing the new terminal at Beijing International Airport, which will become the



most advanced technical and environmental airport ever built.

The firm has won more than 300 awards of excellence and Foster himself is the recipient of architecture's highest honour – the Pritzker Architecture Prize Laureate in 1999.

So, what brings such a prestigious firm to Canada for the first time? The answer is the building of a green tower in downtown Vancouver that will combine heritage preservation.

The mixed-used residential proposal was first submitted to the city's planning department in the fall of 2005 and in one of the quickest design acceptance decisions by the city for a project this size received the go-ahead this week.

The plan calls for a structure that will generate some of its own power, and have the city's first water recycling system in a high-rise tower. The aerodynamically shaped building is also being designed to LEED (Leadership in Energy and Environmental Design) gold standards. The shape of the building takes advantage of local winds for natural ventilation and angled to get the maximum heat and cooling from the sun and shade.

The plan also calls for the full restoration of the heritage A-listed Ceperley Rounsfall building and the retention of the B-listed 1929 Chamber of Mines.

In what will be an engineering feat, the Ceperley building will be suspended at one point during construction to allow the building of an underground parking lot in the tight city block space.

The architects also made efforts to ensure the two-storey high heritage buildings would not



Jameson House high-rise residences will vary in size from 600 square feet to 3,350 square feet and will be priced from \$600,000 to \$2.5 million. Photograph by : Ian Smith, Vancouver Sun



Photograph by : Ian Smith, Vancouver Sun



be dwarfed by the office/condo tower by the lower building, which is primarily office space, having a setback.

“Vancouver is ready for a legacy and they wanted to associate their building with being a landmark for the city,” says marketing spokesman Bob Rennie. “With Jameson House the developer is keeping the heritage retail in the lower part [providing new office space] and we are selling floors 14 to 37 as condos.”

Rennie says the Foster group was the obvious choice to develop what promises to become a symbol of place for the city because of its past work blending important heritage buildings with contemporary architecture. For instance, the Great Court at the British Museum and the Reichstag (now German parliament) in Berlin are both good examples of the design team’s interventions in historical buildings.

“There’s a precision that goes into a Foster building and they [the developers] wanted to bring that precision to Vancouver . . . from sustainability to achieving maximum views to achieving a cost efficiency,” says Rennie.

Jameson House won’t be opening its doors for occupancy until 2008, but Rennie says it may be earlier.

“Construction starts in September and normally it’s a 20-month period, but they are saying 26 months, so it [occupancy] could be earlier. They don’t want to make false predictions [hence the conservative occupancy date],” says Rennie, adding the total design from the exterior to the interior is what stands out.

“Not one corner has been overlooked. There’s a real balance to the building. They wanted to do something that was completely different than what has been done before and there is an

Photograph by : Ian Smith, Vancouver Sun



Photograph by : Ian Smith, Vancouver Sun



Photograph by : Ian Smith, Vancouver Sun



Photograph by : Ian Smith, Vancouver Sun



absolute difference,” says Rennie.

The sleek, contemporary and seamless bathrooms, in particular stand out as being unusual. As the press kits states, “the design of the bathroom is so pure it practically disappears.” The built-in vanity wall, concealing large cabinets, are behind mirrors, that open easily to the touch. Below the mirror buyers have a choice of either a glass or stone finish that illuminates the shelf countertop that runs the entire length of the bathroom. There is an under-mount tub with matching stone deck to the floor and a separate frameless glass walk-in shower with a stainless steel floor.

Other design highlights include overheight, nine-foot ceilings, imported Italian travertine “osso” stone or wide-plank oak flooring throughout the living spaces (the bedrooms will have high quality carpeting).

The kitchen cabinets, also designed by Foster’s team, comes in three finishes — a polished white glass finish, dark charcoal or a warm oak. In some suites the kitchens will feature a glass-topped, cantilevered island countertop that can be lowered or raised for bar seating or dining.

Amenities include 24-hour concierge service, a video entry system that allows for the screening and identification of guests, restricted floor access for residential elevators, membership to nearby Terminal City Club and a media room, large boardroom and strata meeting room will also be available at Jameson House for residents.

NEW HOMES PROJECT PROFILE

Jameson House

Presentation Centre: 830 West Pender, Vancouver

Hours: Noon – 5 p.m., Saturday – Sunday

Telephone: 604-339-0707

Web: jamesonfoster.com

Project size: 131 high-rise homes

Residence size: 600 sq. ft. – 3,550 sq. ft.

Prices: \$600,000 – \$2.5 million

Developer: Jameson Development Corp.

Architect: Foster and Partners



Interior design: Foster and Partners

Tentative occupancy: Summer, 2008

SLEEK KITCHEN, BATHROOM FEATURES

European high style will surround buyers of the luxury condominiums at Jameson House – the first Canadian project by the internationally respected, London-based architectural firm Foster and Partners.

The firm is also responsible for the interior work, like creating the sleek white kitchen, above. It features a line of kitchen cabinetry called “Place” by Foster and Partners for Dada, Italy. The kitchen comes in three finishes, with an island in some of the suites. (The islands are multi-functional and have a cantilevered top that can be adjusted to work either at the bar or dining level). The kitchen colour choice shown here is “cool white” in polished white glass with a travertine stone floor. The cabinets feature tilt-up storage and a custom stainless-steel workplace. The natural-gas cooktop also has a high-tech vanishing hood, above right, while the sink, above, stands out for its chef-style Dornbracht fixtures. But despite the high-tech appliances, which also include a built-in stainless microwave and integrated Sub-zero refrigerator and freezer, what stands out most about the kitchen is its glass backsplash that appears to glow. The Foster-designed bathroom, below, also has a luminous glow thanks to the glass and stone finishes used. The wall-hung basins are simple in design and handsome beside the under-mount tub with a matching stone deck and surround. There is also a separate frameless glass walk-in shower with stainless-steel flooring.

© The Vancouver Sun 2006



Jameson House condo project at 838 West Hastings tries to dig itself out of a hole

Thursday, March 5th, 2009

Court gives Jameson House developers two months to raise more
money

Derrick Penner

Sun

Attempts to refinance and resurrect construction of the landmark Jameson House condominium project in downtown Vancouver are alive until at least April 30, although a group of pre-sale buyers is fighting the process in a bid to get out of their contracts and recover their deposits.

B.C. Supreme Court Chief Justice Donald Brenner on Wednesday signed an order allowing Jameson House developers to secure \$6 million in interim financing to start work on the 37-storey tower's parking garage.

Brenner also extended until April 30 the developers' court protection from creditors under the Companies Creditors Arrangement Act allowing them to try to replace the construction financing they lost last November when a key lender pulled its support for the \$180-million tower.

"I'm satisfied [the developers] are making reasonable progress,"



A view of the financially strapped Jameson House condo development at 838 West Hastings in Vancouver shows the back of the Ceperley Rounsfall building suspended above an excavation for a new parking garage. Photograph by: Jenelle Schneider, Vancouver Sun files



Brenner said about the developers' attempts to shore up their financing and put construction on track for a Dec. 31, 2010, completion date that would satisfy terms of the project's pre-sale contracts with buyers.



And keeping those pre-sale contracts in place, John Sandrelli, the developers' lawyer argued, is essential for refinancing the project.

The 1921 heritage building is supposed to be part of the finished building design, above right.

Photograph by: Jenelle Schneider, Vancouver Sun files

But a substantial minority of those buyers, initially enamoured of Jameson House's design by world-famous architect Norman Foster, petitioned the court on Wednesday not to allow a continuation of the developers' court protection so they could try to rescind their contracts and get their deposit money back.

Diana Becker, one of the buyers who fell in love with the Jameson's design and specifications, said she and others have lost confidence that the developers, Vancouver's Pappajohn family under the name Jameson House Properties Ltd. and Jameson House Ventures Ltd., can deliver the project.

"I clearly believe the reason the building didn't go forward [although] it had all the components of being a beautiful building, a landmark building for the city of Vancouver, was because the developers did not have the capital required," as they stated in the project's disclosure statements, she said.

Michael Bertoldi, the lawyer acting for a number of the buyers, argued that after four months of trying to come up with a plan to carry construction forward, his clients didn't see enough evidence that a plan was even possible.

The developers halted construction when the project, on Hastings Street between Hornby and Burrard, was a hole in the ground. A unique truss structure holds a two-storey heritage building, being restored as part of the project, suspended in mid-air.

Becker is also skeptical that the luxury tower can be delivered as promised within its now approximately 18-month timeline for completion." It's never been done before," she said.



But Brenner's decision noted the buyers' deposits made were held in trust and protected, and they had binding contracts that give the developer until the end of 2010 to deliver on them.

Brenner said the purpose of the CCAA is to allow a company time to work with its creditors on a plan to carry business forward, and at this point the Jameson's creditors are co-operating with a plan.

Sandrelli, the developers' lawyer, said they hope to have a plan complete by the beginning of April that would be approved by the end of April. So far, he said, four key creditors in the project's consortium of lenders, have not opposed measures proposed for the plan.

Reports to the court from the Jameson project's CCAA monitor, Ernst & Young, said the developer had reached an initial agreement to bring another developer, Bosa Properties, in as a partner in the project.

A definitive agreement, to be finalized within the extended protection period, would see Bosa acquire an equity interest in the project, take part in management of construction, offer guarantees to the senior construction financiers and fund part of a subordinate loan that would add to the financing needed to resume construction.

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Jameson House developers win restart approval

Friday, June 12th, 2009

Derrick Penner

Sun

Developers of the high-profile Jameson House condominium project in downtown Vancouver won court approval on Thursday for a plan to restructure and get construction back on track. However, B.C. Supreme Court Chief Justice Donald Brenner's decision came despite the objection of presale buyers in the 37-storey tower, who argued that they should have been given the right to change their minds about their purchases.

Jameson House developers sought court bankruptcy protection last November when a major lender pulled out from its consortium of financiers. The tower was designed by world-famous architect Norman Foster, and attracted some high-profile attention until the financing fell through.

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This entry was posted on Friday, June 12th, 2009 at 12:00 pm and is filed under [Real Estate Related](#). You can follow any responses to this entry through the [RSS 2.0](#) feed. Both comments and pings are currently closed.



Jameson House will take you a step above

Sunday, April 2nd, 2006

Are you ready for robotic parking? Your car will be hung by its tires

Jeani Read

Province



Jameson House has wide-open living space on the 14th to 37th floors of a downtown building. Photograph by : Wayne Leidenfrost, The Province

Downtown Vancouver rocks more than any of us ever thought it could.

Today, spots that might once have been considered too downtown — like Jameson House' s 800-block West Hastings address — have hopeful waiting lists of buyers, says condo czar Bob Rennie.

That' s because that too-downtown Jameson House location has an Urban Fare opening two-and-a-half blocks west, the new seawall close by, the Terminal City Club across the street and the SkyTrain a block away.

“It’ s all of a sudden very convenient,” says Rennie. “Our inadequate highway system has forced us to live where we work — and created an animated city,” he says. “Our city is so livable.”

We asked Rennie what else besides great location makes Jameson House hot.

Q: What’ s special about the project?



A: “Foster and Partners [architects] have a reputation for heritage restoration and contemporary design. Here, they will do a heritage renovation and out of [neighbouring] Ceperley House and the Mining Museum, keep high-end retail on the street and [several] floors of office space. And then there are 132 great condos. These places are right off the dial. They’re very minimal. It’s so sexy.”

Q: What are people liking?

A: “[Jameson House] is attracting people with an appreciation for architecture, an absolute esthetic precision. Buyers have known [Jameson] was coming up, and have been waiting for it. Also, it’s a completely new definition of condominium. We can’t keep producing the same product, so just when you think you’ve seen it all, you find something like this.”

Q: Details?

A: “The kitchens are from Italy, an extremely minimal design, the upper cabinets an opaque white glass, the floors a travertine [stone] right through the living area and out to the deck. The island becomes very important in terms of the great room. In the larger suites both ends of the island are on hydraulics so you can lower them for kids or office space, or raise them. There’s in-floor radiant heat, so no baseboard heaters. The rooms are so big the gentle curve of the walls does not interrupt the living space. There are three sizes of kitchens, three choices of colour scheme. The bathrooms come in four sizes, very modular.”

Q: Amenities?

A: “With ownership comes a membership in the Terminal City Club across the street.”

Q: Parking?

A: “It’s a first for Canada — robotics parking. Your car is whisked away on a conveyor belt. It’s lifted by the tires. It’s so smart. These are all over the place in Europe — we’re behind the times. But not any more.”

Q: Selling?

A: “We’re previewing, with sales starting mid-April.”

Q: Occupancy?



A: "Fall of 2008. "

QUICK FACTS

JAMESON HOUSE

What: 132 units on 23 floors

Where: 838 West Hastings

Developed by: Jameson Development Corporation

Sizes: 598 sq. ft.-3,200 sq. ft.

Prices: \$450,000-\$5.35 million (penthouses)

Open: Noon to 6 p.m. daily except Fridays at 830 West Pender St.,
604-339-0707

© The Vancouver Province 2006



Let the property games begin, Bob Rennie encourages brokers

Saturday, March 27th, 2010

‘World loves Vancouver . . . a very safe place to invest . . . to park money’

Barbara Gunn

Sun



Bob Rennie, in the Jameson House sales centre earlier this week.

Photograph by: Arlen Redekop, PNG, Vancouver Sun

The thousands of international visitors who came to Vancouver to take in the Winter Olympics may have come and gone, but investors in many parts of the world won't soon take their eyes off the real estate in the city's core.

That was the message delivered this week by the veteran organizer of new-home project sales and marketing campaigns, Bob Rennie, to a gathering of about 250 real estate agents in the Jameson House sales centre on West Pender. Jameson House is a 37-storey residential tower that was stalled



during the height of the recession when it suffered a loss of financing, then headed to the courts for restructuring.

The Games, Rennie said in a 10-minute state-of-the-market address, made Canadians feel “unbelievably positive” about themselves, a feeling that’s reflective of the way offshore investors view downtown Vancouver real estate.

“I don’t think, as positive as I am, that I understand how [much] the world loves Vancouver,” he told the group. “It’s a very safe place to invest, it’s a safe place to park money … Yes, we went through a nine-month downturn, but from last September, it’s been pretty amazing. If you have a house listed for \$1.6 million on the westside, you just wait until Sunday and you count the offers you’re going to be presenting. That doesn’t happen anywhere else in North America.”

Rennie reminded the agents, however, that when it comes to international demand, there are two distinct real estate markets in the Lower Mainland: the market in the suburbs and Fraser Valley, where there is “a constant supply of products, predominantly based on local incomes,” and the market in the city core, the one fuelled by outside sources.

“We have China,” he said. “I don’t think we understand how much they’ll follow the entrepreneurial footsteps of Hong Kong — out of Hong Kong and into Vancouver — especially given the turmoil of America. In America, everybody is nervous.

“If you look at the market of downtown Vancouver, the westside markets, and markets with constrained land supply and constrained inventory — that’s where outside eyes [are focused], whether it’s China, whether it’s Korea, whether it’s Europe … I don’t think until six months before the Olympics we really saw Russian money here. It’s coming.”

Bosa Properties’ Jameson House, a condominium development designed by world-renowned architect Norman Foster, represents one of the last luxury developments likely to be erected downtown, Rennie told the group.

“Look at Jameson House — it’s like waterfront: it’s an eroding market,” he said. “We’re just not going to see a lot more of it. I think that the luxury market is sort of capped at the amount that’s coming on.”

Jameson’s loss of financing in the fall of 2008 was followed by a struggle to restructure under court protection from creditors. One condition of the restructuring was that the project’s pre-sale contracts be held in



force, even though a number of buyers had fought for the right to rescind their deposits and get their money back.

Of the 138 Jameson homes, 34 remain available.

Rennie told the gathering that the recent downturn has created a “new economy” — and that’s created a new, more conservative mindset for consumers.

“In the old economy … we were going to have more and more and more, and retire earlier. Now we’re going to have to work a little longer. I forget who said this, but it’s no longer about the return on my investment, it’s the return of my investment.”

Also changed is Rennie’s thinking about mortgages, given recent predictions that interest rates may be heading upward in the coming months.

“What I’ve been telling everybody with more than one property is, over the last two to three years, float,” he said in an interview. “Over the last year to 18 months, we’ve been saying you should lock in half your portfolio for five years and let half of it float.

“And now we’re telling everybody, go take five or seven years because the buyer that’s buying with the minimum 25-per-cent down, or even 10-percent down … can’t afford the risk. So go lock in. Rates are extremely low right now, and we’re urging everyone that’s buying in a pre-sale: go lock in your mortgages now. I don’t think we should gamble with our principal residence.”

Interest rates may represent a guessing game, but so too will be the effects of the looming harmonized sales tax, set to take effect on July 1, on residential purchases, Rennie suggested.

“It’s how the offsets, how the developers are going to pass those through to the consumer, and I don’t think everybody’s figured that out yet,” he said. “We just have to see how things move along. Is it going to be that people are going to buy seven-per-cent more, or will they just buy seven-percent-less household?”

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