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Main Street

VANCOUVER, BC

register now



In the middle of your favourite neighbourhood on the corner of Main and King Ed. Everything you need or want is within three or four blocks. Funky clothing, fine dining, live music, Nesters Market, killer coffee... And it's a straight line by bus from your front door to downtown, UBC or the Canada Line and YVR. Perfect for those who dig the hood, shop locally and would rather have the option to bike than drive.

Only 39 opportunities to own these open plan one-and two-bedroom + den homes, some offering stunning views of the North Shore Mountains. Combining traditional brick with contemporary Westcoast architecture gives you the blend of a new home with a look that says it could have been here forever. If buying a home is all about location, this one can't be beat.

Bluetree Homes on Main Street is opening Saturday, Sept 29!

Our friendly sales manager, Al DeGenova, would love to help you find the home that is right for you. Call or email with your questions at 604-877-1116 or mainstreet@bluetreehomes.ca.

Bluetree Home Store

4118 Main Street, Vancouver

[Google Map](#)

Call us: 604 877 1116

Email us: mainstreet@bluetreehomes.ca

[Click here to register now!](#)

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MAIN STREET

Features

Meet Bluetree Homes on Main Street, where fresh and modern apartment living meets the bohemian charm and rich amenities of the Mid Main neighbourhood.

Located steps away from boutique shopping, fresh grocery markets, renowned brunch spots and a restaurant scene that will take you from evening 'til late, you will be a part of Vancouver's most eclectic neighbourhood.

We think proximity to transit is friendly to both your busy schedule and the earth, so you will enjoy being on two major bus lines and minutes from the King Edward Canada Line station.

Combining traditional brick with contemporary Westcoast architecture gives you the blend of a new home with a look that says it could have been here forever.

KITCHENS

- Kitchens with engineered stone countertops, breakfast bars and hand-set glass tile backsplash.
- Contemporary two-tone square line laminate cabinetry.
- Modern chrome hardware.
- Undermount double basin stainless steel sinks makes cleaning easy.
- Stainless steel Frigidaire appliance package including 4 burner gas range with self-cleaning oven.
- French door refrigerator with ice/water dispenser and bottom freezer drawer, dishwasher, over-the-range microwave oven/hood fan (1 bed) and European design chimney hood fan and Panasonic microwave oven (2 bed/townhome) and garburator.
- Built-in spice rack for cooking convenience.
- Undermount cabinet puck lighting.
- Soft close cabinet doors.

BATHROOMS AND BEDROOMS

- Rainhead showers equipped with pressure balance valves.
- Customized mirror cabinets.
- Engineered stone countertops and backsplash.
- Hand-set porcelain tile flooring in the main baths and master ensuites.
- Radiant in-floor heating (ensuite only).
- Nylon carpeting throughout bedrooms and closets.

LIVING SPACES

- Bright and open floorplans.
- Durable and attractive laminate flooring throughout the living room and kitchen.
- Private decks, enclosed balconies and large terraces for outdoor living in some homes.
- All 1 bedroom homes include one assigned parking stall; townhomes and 2 bedroom homes include two assigned parking stalls.
- All homes have one assigned storage locker. Secured bike storage is also available.
- Hunter Douglas roller blinds.

PEACE OF MIND

- Bluetree's Signature Customer Care program.
- Rough-in for security system.
- 2/5/10 Travelers New Home Warranty.

UPGRADE OPTIONS

- Whirlpool front load washer and dryer.
- Security system.

In a continuing effort to improve our homes, Bluetree reserves the right to make modifications and/or substitutions, without notice. Final dimensions, square footage, specifications, floorplans, site grading and landscaping may vary. See your sales representative for details. E.&O.E.



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THE NEIGHBOURHOOD

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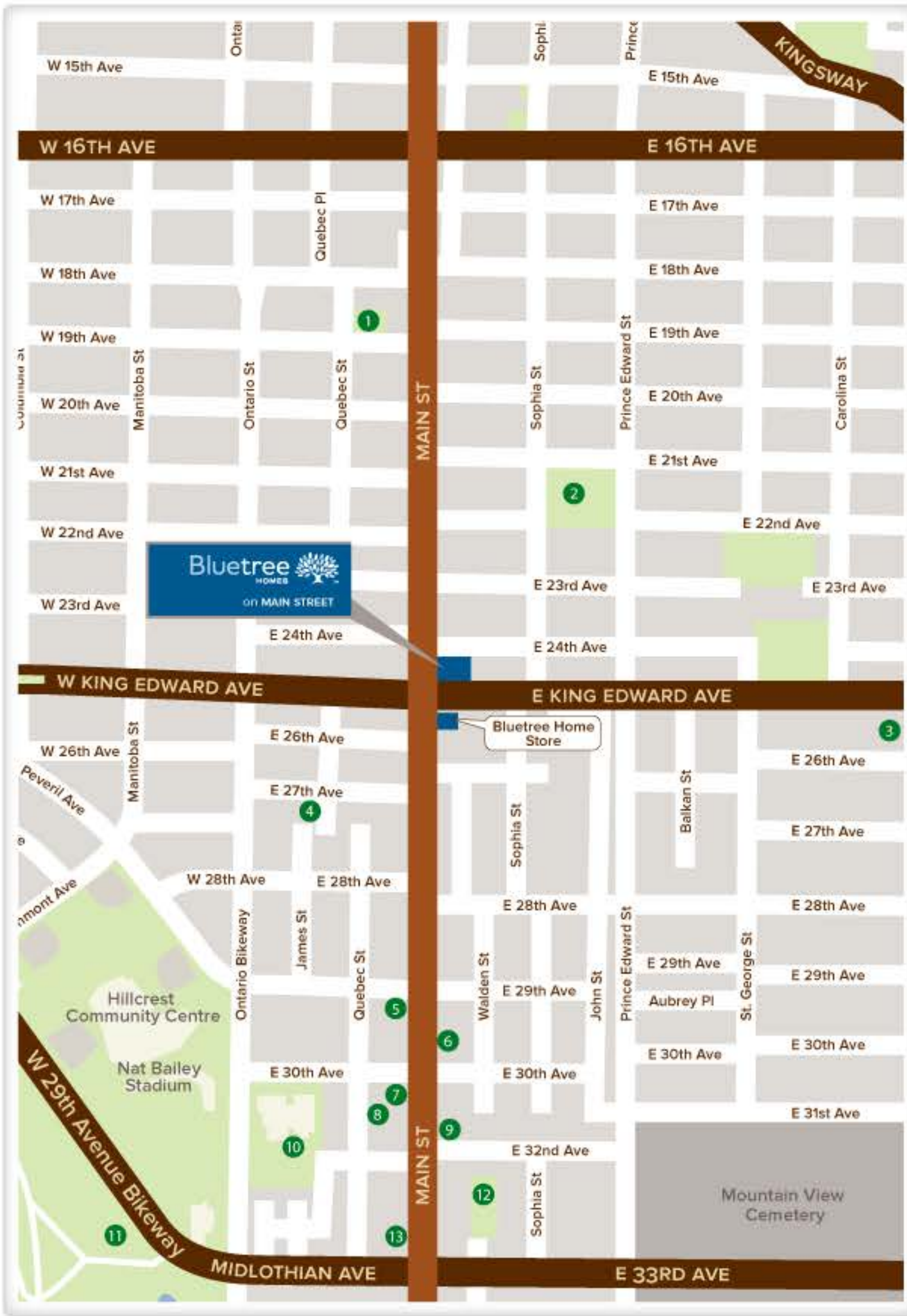
Bluetree Home Store

4118 Main Street, Vancouver

Call us: 604 877 1116

Email us: mainstreet@bluetreehomes.ca

Want to be the first to know about availability, pricing and promotions?
[Click here to register now!](#)



RECREATION

1. Grimmert Park
2. Prince Edward Park
3. Vancouver Mind-Body Centre
4. Main Music School
5. Yogacara Studio
6. Kissing Crows Cyclery
7. Everybody Dance!
8. Beethoven at Home #556
9. 4Cats Arts Studio
10. Riley Park Community Centre
11. Queen Elizabeth Park
12. Soccer Field
13. Johnston's West Side Driving

SCHOOLS

SHOPPING

DINING

NECESSITIES

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FLOORPLAN

Bluetree Homes on Main Street offers open-plan modern apartment living, with four spacious floorplans to choose from - a home to fit any lifestyle. Pick from 39 different one-and two-bedroom + den homes - all featuring private balconies, convenient storage rooms and laundry closets. Private roof terraces for outdoor living are also featured in some homes.

Plan A

618 - 688 SF

1 BED, 1 BATH
ENCLOSED
BALCONY

Plan C

865 SF

2 BED
2 BATH
STORAGE

Plan D

869 - 889 SF

2 BED
2 BATH
DEN

Plan E

973 - 977 SF

2 BED, 2 BATH
ROOF TERRACE

Townhome

822 & 828 SF

1 BED 1.5 BATH



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SITE PLAN

4000 block of Main Street (corner of Main Street & King Edward Avenue)

Bluetree Home Store

4118 Main Street, Vancouver

Call us: 604 877 1116

Email us: mainstreet@bluetreehomes.ca

Bluetree Homes on Main Street is opening Saturday, Sept 29!

Want to be the first to know about availability, pricing and promotions?

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2ND FLOOR

3RD FLOOR

4TH FLOOR



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FEATURES

Bluetree Homes on Main Street blends effortlessly into its eclectic Mid Main location, combining traditional brick with contemporary Westcoast architecture, giving you the combination of a new home with a look that says it could have been here forever. Each home is equipped with a blend of modern and contemporary finishings, high quality stainless steel appliances, engineered stone countertops and luxurious rainhead showers - just a few of the many exceptional features. These spacious homes also include dens, storage rooms or enclosed balconies - space to use as you desire.

[Click here to view Main Street's Features](#)



This is an artist's rendering only. Actual building design may vary. See your sales representative for details. E.& O.E.

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Bluetree Homes on Main Street

VANCOUVER, BC



Meet Al - Sales Manager

Not only is Al DeGenova our friendly sales manager at Main Street, but he has served Vancouver as a realtor for the past 22 years and has recently won the Realtor Cares award. He grew up and spends much of his time in the South Main District, where his wife owns a coffee shop. Al was elected as a Vancouver Parks Board Commissioner for 15 years and beyond the project, he also brings unique knowledge of the parks and amenities in this vibrant community. Al is looking forward to helping you plan your new home in this exciting new neighbourhood!

Bluetree Home Store
4118 Main Street, Vancouver
[Google Map](#)

Bluetree Homes on Main Street is opening Saturday, Sept 29!

Call us: 604 877 1116
Email us: mainstreet@bluetreehomes.ca
[Click here to register now!](#)

Just fill out the form below and one of our sales people will happily get in touch with you to answer any questions you might have. Don't worry, if you change your mind you can unsubscribe from our list at any time.

Please note: this is not an offering for sale. Such an offering can only be made by a disclosure statement. E.&O.E.

opening soon

* Indicates required field

Title:*	Mrs
First Name:*	
Last Name:*	
Address Line:	
City:*	choose...
Province:	choose...
Postal Code:	
Email:*	
Phone Number:*	
Are you a realtor? *	☐ Yes ☐ No

I heard about Bluetree Homes through: *check all that apply

☐ Signs / drove by	☐ Realtor
☐ Real Estate Weekly	☐ Radio - The Beat
☐ Bluetree website	☐ Radio - The Peak
☐ From another ParkLane community	☐ Magazine - specify:
☐ New Home Guide	☐ Real Estate Weekly
☐ Newspaper - specify:	☐ Online advertising
☐ Internet Search	☐ Email/e-newsletter
☐ ParkLane website	☐ Tradeshow/Conference
☐ Mail	☐ Family/Friends
☐ Community event	☐ Other - specify:

My current dwelling type is:	choose...
I am looking for:	choose...
What will the home be purchased as?	choose...
My price range is:	choose...
My age group is:	choose...
I am looking to move:	choose...
This will be my first home purchase:	☐ Yes ☐ No
I am currently a ParkLane Homeowner:	☐ Yes ☐ No
Are you working with a realtor?:	☐ Yes ☐ No
Realtor's Name:	

There will also be Commercial Retail Units (CRU) on the street level of Bluetree Homes on Main Street.

Are you Interested In a CRU opportunity? ☐ Yes ☐ No

Would you like to be kept up-to-date on future communities by Bluetree Homes? ☐ Yes
Click yes to be added to our general mailing list

Do you have any questions?

send

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Bluetree Homes condo project at 4000 Main Street mixes modern with vintage in this 39 unit low-rise

A big draw for many buyers will be the walkable neighbourhood, which includes shops, restaurants and schools

Barbara Gunn

Sun

Saturday, September, 29, 2012



Helen's Grill, something of a landmark at Main and King Ed, is just south of the Bluetree Homes site, but within the same block at the project's 'home store.' Photograph by: Les Bazso, PNG, Vancouver Sun

BLUETREE HOMES ON MAIN STREET

Projection location: 4000 Main St. (at King Edward Avenue)

Project size: 39 one-and two-bedroom apartments in a low-rise building (some two-bedrooms with dens), with street-level retail space

Residence size: 687 - 973 sq. ft.

Price: \$354,900 - \$659,900



Developer: Bluetree Homes

Architect: Raymond Letkeman Architects Inc.

Interior Design: Bluetree Homes In-House (with The Mill)

Sales centre: 4118 Main St.

Hours: Noon - 5 p.m., daily

Website: www.bluetreehomes.ca

Telephone: 604-877-1116

Occupancy: January 2014

Sales centre opens: Today

Bluetree Homes - the self-described "friendly neighbourhood builder" - will erect its new condo project in what is unquestionably a friendly neighbourhood.

The area in and around Main Street and King Edward Avenue - as seasoned Vancouverites know, the long time home to Helen's Grill - is pedestrian central. Dog-walkers pound the pavement, as do parents pushing strollers. Shoppers drift in and out of the boutiques, butchers and green grocers, and locals settle down to chat at one of the many restaurants with offerings that range from Thai to Brazilian to Vietnamese.

"Everything is at your doorstep here," observes Yosh Kasahara, Bluetree's general manager of sales and marketing. "That's why we love this location so much."

The specific location Kasahara speaks of is on Main between King Ed and East 24th Avenue - for years the site of a gas station - where the developer's four-storey Bluetree Homes on Main Street will be rising in the coming months. Comprising 39 open plan one and two bedroom homes, the project will represent Bluetree's initial foray into the Vancouver condo scene.



The stainless steel Frigidaire appliance package includes a four burner gas range. Photograph by: Les Bazso, PNG , Vancouver Sun



Features include 'house-sized' stainless steel refrigerators with French doors and bottom freezer drawers. Kitchens will also have stone countertops and a glass tile backsplash, while bathrooms will have rain-head showers and porcelain tile flooring. The building's garage will feature a dog-washing station, fitted with a detachable wand and both hot and cold water. Photograph by: Les Bazso, PNG, Vancouver Sun



But while the developer is fairly young and its portfolio fairly new, it has a lineage that's decades old. Bluetree Homes has branched out from roots at ParkLane Homes, a multiple award winning company that is 33 years old, and which has built more than 6,000 homes in 100 communities in the province.

The Main Street project, which will include street-level retail space along both Main and King Ed, has its public launch today, but it has already generated considerable buzz, reports Kasahara.

Interviewed at the project's tastefully outfitted presentation centre - or "home store" - Kasahara added: "We've had great response of this development. Ever since we started marketing - really, just (with) signage on the site - we've had over 1,000 people register with us.

"For a project of this size, we're very happy with that."

There will, predicts Kasahara, be two primary groups of buyers: Those who live in other, more expensive parts of Vancouver - perhaps downtown or in Kits - and those who live in the immediate neighbourhood "and have been watching the site for a long time and saying: 'OK, when something is built there, I definitely want to be first on the list.' " Everyone, he observes, will be drawn to all the neighbourhood offers: Transit connections and proximity to Queen Elizabeth Park, Nat Bailey Stadium and Hillcrest Community Centre, as well as shops and bistros and schools - both elementary and secondary.

"Main Street," he says, "has been discovered as a really, really good place to live."

Exterior elements of the project - tagged as one that marries modern design with vintage style - will serve to reflect the neighbourhood in which it will be situated, Kasahara notes. The black-framed windows, contrasting white Hardi siding and street-level glass canopies, will serve as modern touches, while the red brick elements will be a nod to the area's past.

Interiors of the homes, however, will be thoroughly contemporary, as a kitchen-and-bathroom vignette in the home store demonstrates.

The kitchen island is unquestionably large, as is the stainless steel "house sized" refrigerators - something that's "very unusual in the Vancouver condo market," Kasahara says.

All features, he points out, are standard in the homes, including engineered stone countertops, hand-set glass tile backsplashes, Kohler railhead showers and Hunter Douglas roller blinds.

The stainless steel Frigidaire appliance package includes a four-burner gas range.

Living room and kitchen floors will be topped with laminate, while bathrooms will be topped with porcelain tile. Kitchens will be fitted with undermount cabinet lighting and built-in spice racks.

There are two colour schemes on offer - "evening" and "morning" - and four primary floor plans, although with multiple variations.

All will have some type of outdoor space - the largest being a roof terrace that measures some 600 square feet - and all will have something not commonly seen in a condo project: a small in-suite storage room. This, says Kasahara, will complement a secure storage locker in the underground parkade.



"We know that a lot of buyers are going to have recreational activities in their lives, and will have things that need to be stored on a regular basis that they'll need access to, as well as things that are seasonal."

In other words, the artificial Christmas tree can be stored in the garage, but the golf clubs in the condo unit.

Some of the homes - not all - will have another feature not commonly seen in contemporary apartments: a linen closet.

"We're always looking for opportunities for spaces like that. Sometimes it isn't possible, but whenever there's an opportunity for that, we make sure we put it in."

Among the "friendly features" of the project, notes Kasahara: A car-wash station on the laneway side of the project, as well as a dog-wash station in the garage.

"We know a lot of our buyers will have dogs ... On those muddy days when they take him to the park, they can hose him off here."

Kasahara says that while each Bluetree Homes project has a distinct personality, each will have something in common - a level of service that begins at the first stage of the home-buying process, and continues on from there.

"It's all about creating a really extraordinary experience from start to finish," he says.

"We want to make this relaxed and stress-free and help people through the process, and make sure that once they've made a purchase decision, they're taken care of from that point forward through our customer care program.

"Our commitment to our customers is that we're going to be there. If there's a problem, we'll fix it. If there's something the buyer needs information about - we're going to help with that, as well.

"It's really just about having that security and confidence that there's somebody there to help you even after you've bought your home, whether it's one year after or two years after or 10 years after."

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GRAND OPENING > Bluetree Homes on Main Street Vancouver South Main Condos for Sale from mid \$300' s > East Vancouver Main Street Apartments Close to SkyTrain

MAIN STREET Vancouver Apartments by Bluetree Homes

Bluetree Homes on Main Street Vancouver apartments will feature fresh and modern condominium residences that meets Bohemian charm and the rich amenities/services along the Main Street and King Edward neighbourhood in East Vancouver real estate market place. This is Vancouver East Side' s most promising and exciting new neighbourhood and Bluetree Homes on Main Street Vancouver apartments will feature a close proximity to fresh grocers, boutique and eclectic stores in addition to lots of cafes and brunch hot spots. In addition, the new Main Street Apartments by BlueTree Homes will feature a very close distance to the King Edward Station on the Canada Line SkyTrain as well as many biking routes including one that connects straight to Queen Elizabeth Park on the west side. The Bluetree Homes on Main Street Vancouver apartments (yet to be named) will feature 1 bedroom to 2 bed plus den apartment residences that will start affordably from the mid \$300k range. The presales program starts in Summer 2012.



Meet Bluetree Homes on Main Street Vancouver Apartments

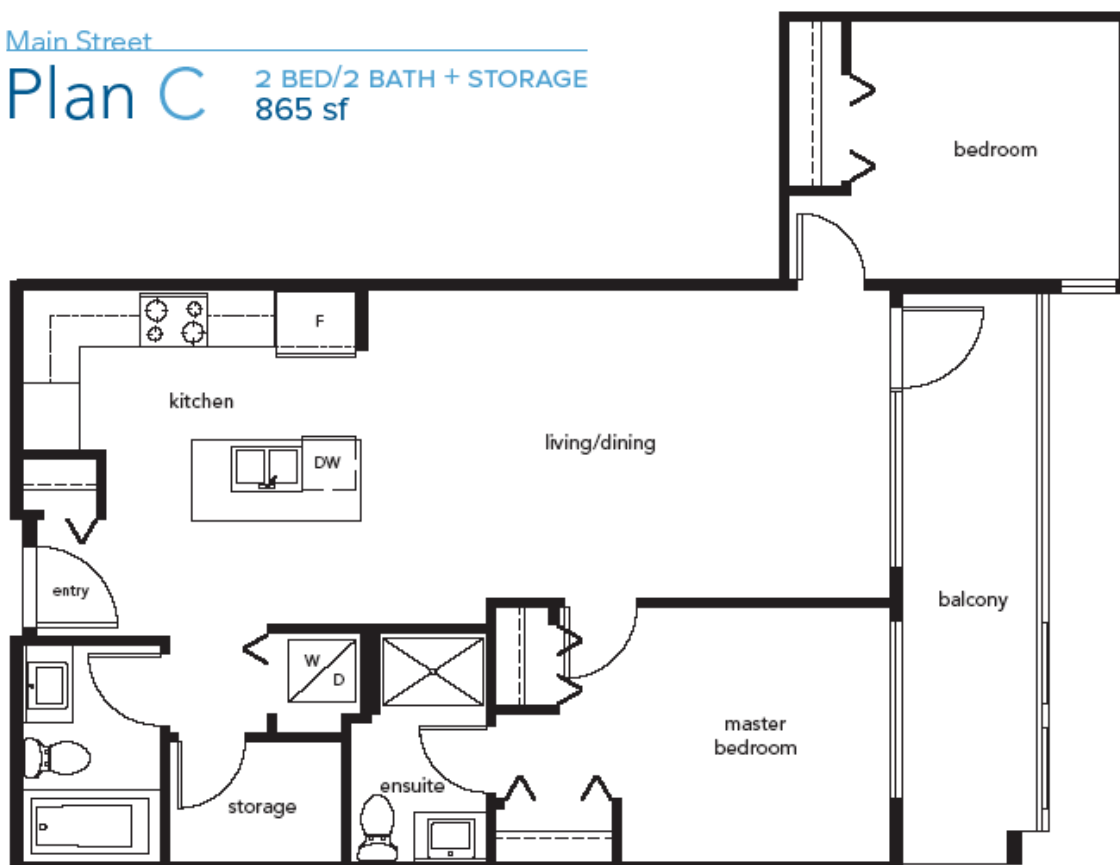
The juxtaposition between Modern and Bohemian charm, the Bluetree Homes on Main Street Vancouver apartments for sale feature rich amenities of the Mid Main neighbourhood. Fresh and modern living spaces at the Bluetree Homes Main Street real estate development will feature an enviable location that is just steps away from great shops, fresh grocers, renowned brunch eateries and lounges as well as a restaurant scene you' ve never seen before. This is one of East



Vancouver's most eclectic neighbourhoods, and the Bluetree Homes on Main Street Vancouver apartments for sale will put you front and centre in the middle of it all. Proximity to transit lines is also spectacular with two major bus routes and the King Edward Canada Line SkyTrain Station within walking distance. The traditional brick and West Coast contemporary architecture of the Main Street Vancouver East apartments by BlueTree Homes is timeless and beautiful. Inside, the bright and open floor plans will feature laminate wood floors in the kitchen and living areas as well as private decks with enclosed balconies and landscaped terraces for outdoor living as per plan. The bathrooms and bedrooms will have rainhead showers equipped with pressure balanced valves, ensuites with radiant in floor heating, hand set porcelain tile, customized mirror cabinetry and nylon carpets in the bedrooms. All of the Bluetree Homes on Main Street Vancouver apartments will come with one assigned storage locker and there is secured bike storage. There are roller blinds by Hunter Douglas in all homes at the Main Street Vancouver Bluetree Homes real estate developments. All one bedroom homes will have 1 parking stall assigned and the 2 bedroom suites and all Main Street Vancouver townhomes will have 2 assigned parking stalls. There is also Bluetree Home's Signature Customer Care program in addition to the Travelers New Home Warranty. There are 2 tone square line laminate cabinets as well as engineered stone counters in the kitchens. The Bluetree Homes on Main Street Vancouver apartments for sale will also come with modern chrome hardware, soft close cabinet doors, under mount cabinet lighting, built-ins, great appliance set, and under mount double basin sinks.

Main Street

Plan C 2 BED/2 BATH + STORAGE
865 sf



The Main Street Vancouver Floorplans

Bluetree Homes is noted for designing functional and open concept floor plans for their project. The East Vancouver Main Street apartment project is no different and features many different

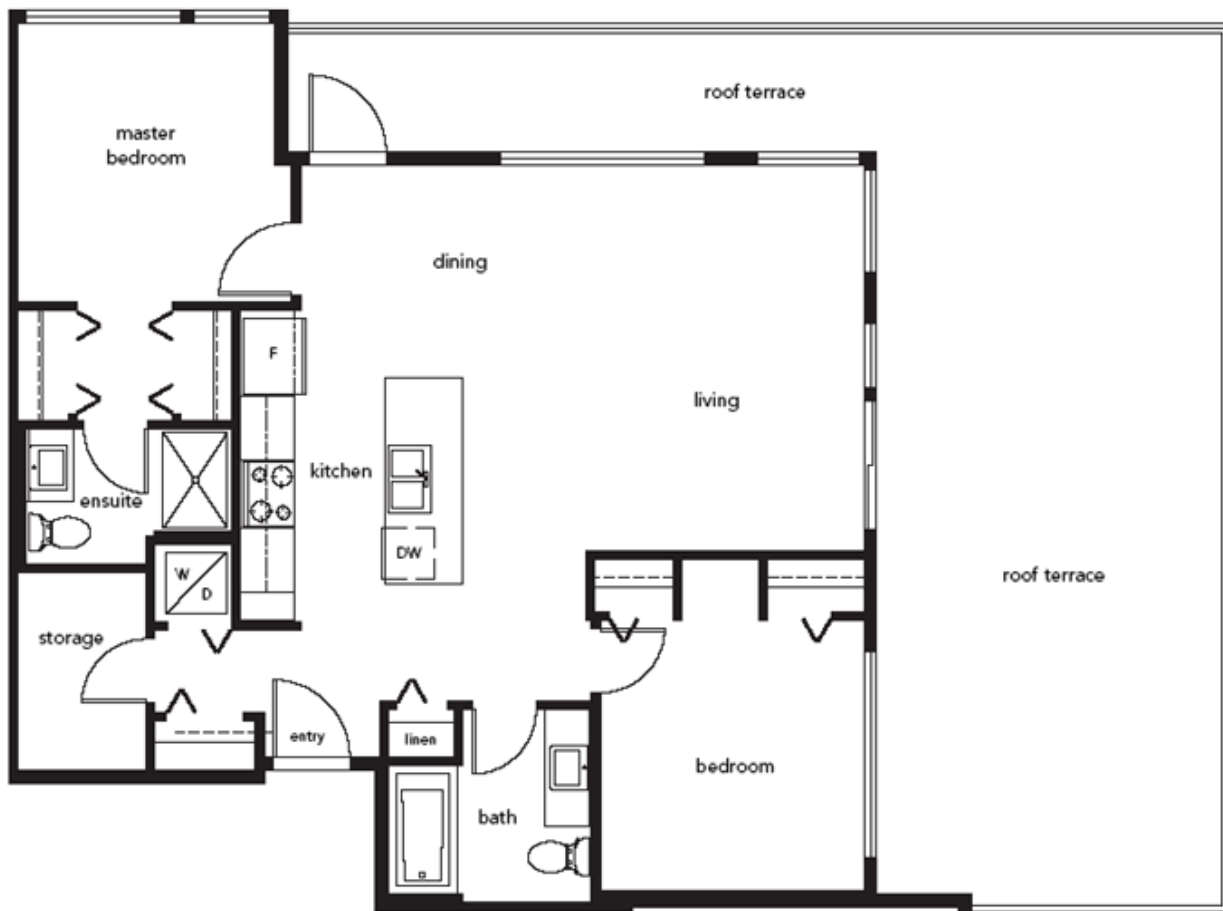


layouts for prospective homebuyers to mull over. Here are some of the draft layouts at the Bluetree Homes Main Street Vancouver apartment building:

- > Plan A = 1 Bedroom and 1 Bathroom plus enclosed balcony and storage at 618-688sf
- > Plan C = 2 Bedroom and 2 Bathroom plus storage at 865 square feet (functional!)
- > Main Street Floorplan D = 2 Bed/2 Bath plus Den at 869 to 889 square feet
- > Bluetree Homes Floor Plan E = 2 Bed/2 Bath plus Storage and Roof Terrace at 973-977 sf

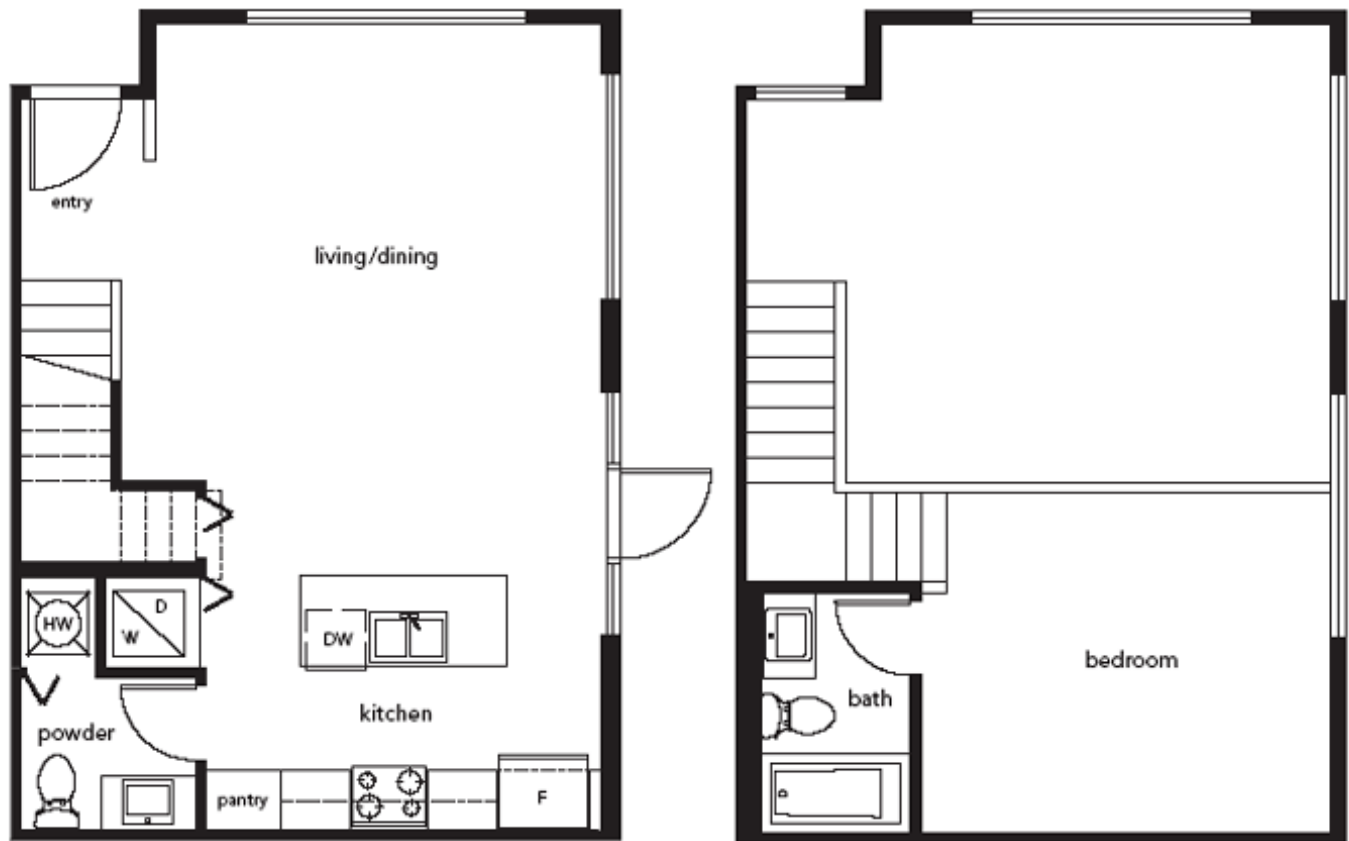
Main Street

Plan E 2 BED/2 BATH + ROOF TERRACE + STORAGE 973 - 977 sf



There is also one draft layout published for the Bluetree Homes Main Street Townhomes in Vancouver East real estate market which is 1 bedroom and 1.5 bathrooms at 973 square feet over 2 levels.

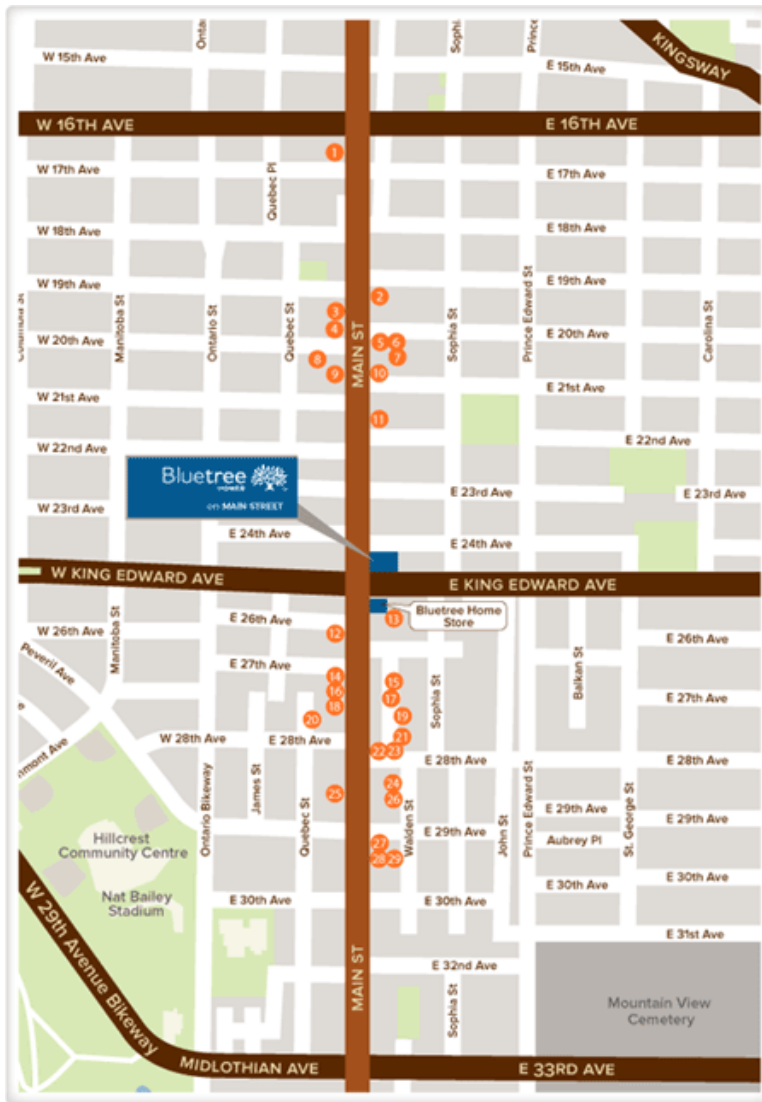




Please ask your sales rep to view the specific plans for each home as variations may occur. It is a continuing effort to improve our homes. Bluetree reserves the right to make any modifications and/or substitutions, without notice, should they be necessary. Final dimensions, square footage, specifications, floorplans, site grading and landscaping may vary. See your sales rep for complete details. E. & O.E.

GRAND OPENING July 28th at the Bluetree Homes Main Street Vancouver Condos

The official grand opening for this most exciting Bluetree Homes development in Vancouver is on July 28th and will offer modern design with vintage style architecture and interior design. The project will feature 1 and 2 bedroom apartments at Main Street & East King Edward Avenue and will be priced from the mid \$300,000's. You can register now at www.bluetreehomes.ca for more information. Priority registrations and VIP access is coming very soon for the new Bluetree Homes Main Street Vancouver condo project. Brought to you by one of the top builders in the Lower Mainland, Bluetree Homes, sales at the Main Street Apartments in Vancouver are expected to launch in July 2012. Fresh and modern apartment living meets the bohemian charm and rich amenities/services of the South Main Vancouver real estate neighbourhood. Steps from lively boutique stores, fresh grocers, and renowned restaurants and local cafes, the Bluetree Homes on Main Street Vancouver apartments provide easy access to transit lines (two major bus routes are nearby) as well as the King Edward Canada Line Skytrain Station. There are also dedicated bike routes everywhere. Best of all, the Bluetree Homes on Main Street Apartments in Vancouver feature one bedroom and den homes starting in the mid \$300k range.



1. C'est La Vie
2. Bakers Dozen Antiques
3. Neptoon Records & CD's
4. Continental Sausage Ltd
5. Home Is In The Kitchen
6. Flower Factory
7. Vancouver Special
8. Hum Clothing
9. Motherland
10. Smoking Lily
11. Front & Company
12. Lüt Boutique
13. Windsor Quality Meats
14. Flaming Angels Boutique
15. Hazel & Co. Maternity & Women
16. Jasmine Halal Meats & Mediterranean Foods
17. Red Cat Records
18. Continental Expressions & Fine Arts Antique Furniture
19. Woo Vintage Clothing
20. Nine Ten Supermarket
21. Legends Retro-Fashion
22. Wholesale Antiques & Used Furniture on Main
23. Abe's Furniture
24. Second Time Around Antiques
25. Nesters Market
26. Three Bags Full
27. Sugar Barrel Antiques
28. Avalon Dance Shop
29. Lee's Electronic Components Ltd

Bluetree Homes on Main Street Update - Fall 2012

Main Street Vancouver offers some of the areas' finest restaurants, eclectic boutique shopping and cultural events. In the heart of the Bluetree Homes on Main Street Vancouver condo project located at the corner of King Edward Avenue a main Street, this boutique four storey residential building combines both vintage style and modern design. Inspired by the location's history, the boutique mixed use building will feature both 1 and 2 bedroom suites that infuse heritage elements such as black window frames, red brick façade and contemporary components of glass and cement panel cladding. The prices for the new Bluetree Homes on Main Street Vancouver condos start from the mid \$300,000's range.

4000 Main Street

Meet Bluetree Homes on Main Street, where fresh and modern apartment living meets the bohemian charm and rich amenities of the South Main neighbourhood. Located steps away from boutique shopping, fresh grocery markets, renowned brunch spots and a restaurant scene that will take you from evening 'til late, you will be a part of Vancouver's most eclectic neighbourhood. We think proximity to transit is friendly to both your busy schedule and the earth, so you will enjoy being on two major bus lines and minutes from the King Edward Canada Line. Need a break? Fill your downtime with views of the North Shore mountains. Like what you hear? Then



you' ll love these 1 bed & den and 2 bed & den apartments starting from the mid \$300,000' s. Register with us and we' ll make sure that you' re kept up-to-date on news and timing of this exciting new home opportunity as it unfolds.



NEW-HOME PROJECT PROFILE

Bluetree Homes condo project mixes modern with vintage

A big draw for many buyers will be the walkable neighbourhood, which includes shops, restaurants and schools



A rendering of the project, which includes brick and black-and-white detailing.

Bluetree Homes on Main Street

Projection location: 4000 Main St. (at King Edward Avenue)
Project size: 39 one- and two-bedroom apartments in a low-rise building (some two-bedrooms with dens), with street-level retail space
Residence size: 687 – 973 sq. ft.
Price: \$354,900 – \$659,900
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Architect: Raymond Letkeman Architects Inc.
Interior Design: Bluetree Homes In-House (with The Mill)
Sales centre: 4118 Main St.
Hours: Noon – 5 p.m., daily
Website: www.bluetreehomes.ca
Telephone: 604-877-1116
Occupancy: January 2014
Sales centre opens: Today

BARBARA GUNN
VANCOUVER SUN

Bluetree Homes — the self-described “friendly neighbourhood builder” — will erect its new condo project in what is unquestionably a friendly neighbourhood.
The area in and around Main Street and King Edward Avenue — as seasoned Vancouverites know, the long-time home to Helen’s Grill — is pedestrian central. Dog-walkers pound the pavement, as do parents pushing strollers. Shoppers drift in and out of the boutiques, butchers and green grocers, and locals settle down to chat at one of the many restaurants with offerings that range from Thai to Brazilian to Vietnamese.
“Everything is at your doorstep here,” observes Yosh Kasahara, Bluetree’s general manager of sales and marketing. “That’s why we love this location so much.”
The specific location Kasahara

Everything is at your doorstep here. That’s why we love this location so much. ... Main Street has been discovered as a really, really good place to live.

YOSH KASAHARA
SALES AND MARKETING MANAGER

speaks of is on Main between King Ed and East 24th Avenue — for years the site of a gas station — where the developer’s four-storey Bluetree Homes on Main Street will be rising in the coming months. Comprising 39 open-plan one- and two-bedroom homes, the project will represent Bluetree’s initial foray into the Vancouver condo scene.
But while the developer is fairly young and its portfolio fairly new, it has a lineage that’s decades old. Bluetree Homes has branched out from roots at Park Lane Homes, a multiple-award-winning company that is 33 years old, and which has built more than 6,000 homes in 100 communities in the province.

The Main Street project, which will include street-level retail space along both Main and King Ed, has its public launch today, but it has already generated considerable buzz, reports Kasahara.

Interviewed at the project’s tastefully outfitted presentation centre — or “home store” — Kasahara added: “We’ve had great response of this development. Ever since we started marketing — really, just (with) signage on the site — we’ve had over 1,000 people register with us.”
“For a project of this size, we’re very happy with that.”

There will, predicts Kasahara, be two primary groups of buyers: Those who live in other, more expensive parts of Vancouver — perhaps downtown or in Kits — and those who live in the immediate neighbourhood “and have been watching the site for a long time and saying: ‘OK, when something is built there, I definitely want to be first on the list.’”

Everyone, he observes, will be drawn to all the neighbourhood offers: Transit connections and proximity to Queen Elizabeth Park, Nat Bailey Stadium and Hillcrest Community Centre, as well as shops and bistros and schools — both elementary and secondary.

“Main Street,” he says, “has been discovered as a really, really good place to live.”

Exterior elements of the project — tagged as one that marries modern design with vintage style — will serve to reflect the neighbourhood in which it will be situated, Kasahara notes. The black-framed windows, contrasting white Hardi siding and street-level glass canopies, will serve as modern touches, while the red brick elements will be a nod to the area’s past.

Interiors of the homes, however, will be thoroughly contemporary, as a kitchen-and-bathroom vignette in the home store demonstrates.

The kitchen island is unquestionably large, as is the stainless steel “house-sized” refrigerators — something that’s “very unusual in the Vancouver condo market,” Kasahara says.

All features, he points out, are standard in the homes, including engineered stone countertops, hand-set glass tile backsplashes, Kohler rail-head showers and Hunter Douglas roller blinds.

The stainless steel Frigidaire appliance package includes a four-burner gas range.

CONTINUED ON FACING PAGE

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LES BAZZO/PNG

The stainless steel Frigidaire appliance package includes a four-burner gas range.

CONTINUED | FROM PREVIOUS PAGE



Living room and kitchen floors will be topped with laminate, while bathrooms will be topped with porcelain tile. Kitchens will be fitted with under-mount cabinet lighting and built-in spice racks.

There are two colour schemes on offer — “evening” and “morning” — and four primary floor plans, although with multiple variations.

All will have some type of outdoor space — the largest being a roof terrace that measures some 600 square feet — and all will have something not commonly seen in a condo project: a small in-suite storage room. This, says Kasahara, will complement a secure storage locker in the underground parkade.

“We know that a lot of buyers are going to have recreational activities in their lives, and will have things that need to be stored on a regular basis that they’ll need access to, as well as things that are seasonal.”

In other words, the artificial Christmas tree can be stored in the garage, but the golf clubs in the condo unit.

Some of the homes — not all — will have another feature not commonly seen in contemporary apartments: a linen closet.



Helen's Grill, something of a landmark at Main and King Ed, is just south of the BlueTree Homes site, but within the same block at the project's 'home store.'

“We’re always looking for opportunities for spaces like that. Sometimes it isn’t possible, but whenever there’s an opportunity for that, we make sure we put it in.”

Among the “friendly features” of the project, notes Kasahara: A car-wash station on the laneway side of the project, as well as a dog-wash station in the garage.

“We know a lot of our buyers will have dogs ... On those muddy days

when they take him to the park, they can hose him off here.”

Kasahara says that while each BlueTree Homes project has a distinct personality, each will have something in common — a level of service that begins at the first stage of the home-buying process, and continues on from there.

CONTINUED ON G8

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Main Street

By [Bluetree Homes](#)

4000 Main St [Vancouver](#) From CAD\$354,900



Main Street is a new condo and townhouse project by [Bluetree Homes](#) currently in preconstruction at 4000 Main St in [Vancouver](#). Available condos/townhouses start at CAD\$354,900. The project has a total of 39 units.

Project Details

DEVELOPMENT NAME Main Street

DEVELOPER(S) [Bluetree Homes](#)

PROJECT TYPE Condominium, Townhouse

ADDRESS 4000 Main St

NEIGHBOURHOOD/CITY Vancouver

STATE/PROVINCE British Columbia

POSTAL CODE V5V 3P6



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



SALES CENTRE PHONE # 604-877-1116
SALES CENTRE ADDRESS 4118 Main St., Vancouver BC
SALES CENTRE HOURS Open Daily, 12 - 5pm
CONSTRUCTION STATUS Preconstruction
SELLING STATUS Selling
TOTAL NUMBER OF UNITS 39 units
UNIT SIZES From 618 Sq. Ft. To 977 Sq. Ft.

\$ Prices

PRICES(AVAILABLE UNITS) From CAD\$354,900

Project Summary

From Main Street:

Meet Bluetree Homes on Main Street, where fresh and modern apartment living meets the bohemian charm and rich amenities of the South Main neighbourhood. Located steps away from boutique shopping, fresh grocery markets, renowned brunch spots and a restaurant scene that will take you from evening 'til late, you will be a part of Vancouver's most eclectic neighbourhood. We think proximity to transit is friendly to both your busy schedule and the earth, so you will enjoy being on two major bus lines and minutes from the King Edward Canada Line. Need a break? Fill your downtime with views of the North Shore mountains. Like what you hear? Then you'll love these 1 bed & den and 2 bed & den apartments starting from the mid \$300,000's.

Features & Finishes

KITCHENS

- Kitchens with engineered stone countertops, breakfast bars and hand-set glass tile backsplash.
- Contemporary two-tone square line laminate cabinetry.
- Modern chrome hardware.
- Undermount double basin stainless steel sinks makes cleaning easy.
- Stainless steel Frigidaire appliance package including 4 burner gas range with self-cleaning oven.
- French door refrigerator with ice/water dispenser and bottom freezer drawer, dishwasher, over-the-range microwave oven/hood fan (1 bed) and European design chimney hood fan and Panasonic microwave oven (2 bed/townhome) and garburator.
- Built-in spice rack for cooking convenience.
- Undermount cabinet puck lighting.
- Soft close cabinet doors.

BATHROOMS AND BEDROOMS

- Rainhead showers equipped with pressure balance valves.
- Customized mirror cabinets.
- Engineered stone countertops and backsplash.
- Hand-set porcelain tile flooring in the main baths



and master ensuites.

- Radiant in-floor heating (ensuite only).
- Nylon carpeting throughout bedrooms and closets.

LIVING SPACES

- Bright and open floorplans.
- Durable and attractive laminate flooring throughout the living room and kitchen.
- Private decks, enclosed balconies and large terraces for outdoor living in some homes.
- All 1 bedroom homes include one assigned parking stall; townhomes and 2 bedroom homes include two assigned parking stalls.
- All homes have one assigned storage locker.

Secured bike storage is also available.

- Hunter Douglas roller blinds.

PEACE OF MIND

- Bluetree's Signature Customer Care program.
- Rough-in for security system.
- 2/5/10 Travelers New Home Warranty.

UPGRADED OPTIONS

- Whirlpool front load washer and dryer.
- Security system.



Exclusive Realtor Event

Bluetree Homes on Main Street is a collection of 39 modern 1 bed + den and 2 bed +den apartment homes located in the eclectic Mid Main neighbourhood, starting from only **\$354,900** or **\$575 per sq.ft. ***

We will be holding an **Exclusive Realtor Only Event** on
October 25th from noon to 2pm.

You are invited to join us for lunch and to learn more about this exciting new Bluetree Homes community. As a thank-you for attending, we will be offering our Realtor guests multiple **cash prize draws of \$500 each!**



We are offering commissions of 2.55% on the 1st \$100,000* and 1.1625% on the balance.

Bonus Commission - we will be offering an additional bonus on each home sold for a limited time. Details to be announced at the event.

Location :Bluetree Home Store - [4118 Main Street , Vancouver](#)

Date : Thursday, October 25th, 2012

Time : Arrive at noon sharp

If you have any questions, please contact sales managers Al DeGenova or Bethany Taylor at 604-877-1116 or mainstreet@bluetreehomes.ca . You can also visit us [online](#) to learn more about this exciting new community.

Sincerely,

The Main Street Sales Team
604-877-1116

Bluetree Homes on Main Street
mainstreet@bluetreehomes.ca
www.bluetreehomes.ca



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

