



the ELECTRA

Vancouver's Ultimate Downtown Lifestyle



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



*The former head office tower of BC Hydro, was originally named
the BC Electric Building when it opened in 1957.*

A major transformation is now changing it into one of Vancouver's most sought after residences — The Electra.



*In mythology, Electra was one of the daughters of Atlas who were changed into stars and still fly before
Orion in the heavens. Although their number was once seven, only six are now visible since Electra has left her
place to become a comet with her hair flowing wildly behind her in the sky.*



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



The Downtown Address of Distinction

From the corner of Burrard and Nelson, The Electra has long dominated the Vancouver skyline as a commanding architectural sculpture rising out of the urban landscape. It occupies the most central location in Vancouver's downtown peninsula and is just steps away from the financial core, the city's finest shops, Stanley Park and Granville Island.

A prominent and cherished landmark, this building is now being transformed into an elegant residential tower.

At 989 Nelson, The Electra is destined to become the residential address of distinction in downtown Vancouver.

This unique residential conversion

has been designed by Paul Merrick

Architects, a firm renowned for their innovative and sensitive treatment of

landmark buildings. Residences in the

Electra feature efficient floorplans,

superior interior finishes and an

unparalleled range of amenities. With a

new concrete structure originally

designed for commercial use, the Electra

offers a level of quality that is rarely

found in the affordable residential

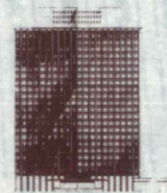
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elevators and expanded windows

framing spectacular panoramic views

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unparalleled liveability at the Electra.



The Electra's new elegant new face on Burrard



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The Electra-an elegant new face on Burrard.

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



*Vancouver-
A Downtown
without Equal*

Vancouver's star continues to rise in the
galaxy of the world's most beautiful
cities. First Expo 86 and more recently
the Vancouver Summit have brought
international attention to this jewel of a
city perched at the edge of the rainforest.
Framed by ► *majestic mountains*, sur-
rounded by ► *sparkling Pacific waters*
and encompassing 1,000 acres of forest
in ► *Stanley Park*, Vancouver's
pristine downtown core is unequalled
for ► *beauty and liveability* in
an urban context.

Downtown Living — The Way it was Meant to Be



*Downtown
at your doorstep.*

Two Feet from Everywhere

The Electra's central location puts residents within walking distance of everything Vancouver's unique
► *downtown lifestyle* has to offer. It's an easy stroll to work in the financial district after a morning run
along the seawall. Or just a few steps to the international boutiques along Robson and Burrard on the way
home. For an impromptu dinner with friends, catch the aquabus to Granville Island for fresh food shopping
at the public market. Select from fine restaurants along the downtown waterfronts or enjoy the many
► *casual cafes, coffee bars and pasta spots* nearby on Robson. From the Electra, shopping at Pacific Centre,
a show at the Art Gallery, an evening of live theatre or miles of ► *waterfront walkways* and ► *forest trails*
are all so close, you'll be wishing that you could have made this move sooner.



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

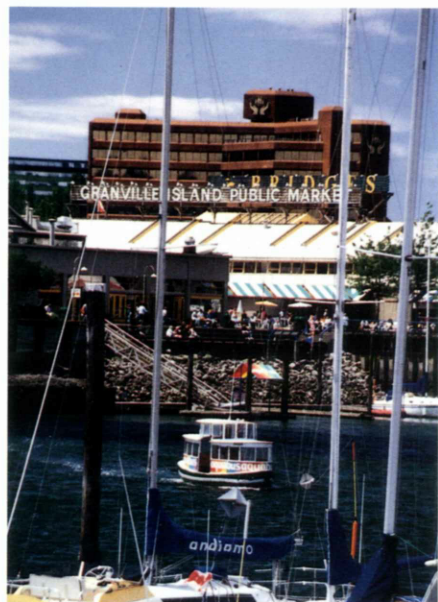




- | | |
|----------------------------|-------------------------------|
| 1 The Electra | 11 Law Courts |
| 2 Hotel Vancouver | 12 Vancouver Tower |
| 3 Robson Shopping | 13 St. Paul's Hospital |
| 4 Vancouver Public Library | 14 Wall Center |
| 5 Vancouver Art Gallery | 15 Century Plaza Hotel |
| 6 Pacific Centre | 16 Wedgewood Hotel |
| 7 The Bay - LRT Station | 17 Meridien Hotel |
| 8 Vancouver Centre | 18 Royal Centre - LRT Station |
| 9 Orpheum Theatre | 19 B.C. Place Stadium |
| 10 Robson Square | 20 Granville Island |

An Established Neighbourhood with Magnificent Views

The Electra is located in the heart of an established downtown area surrounded by ► *desirable neighbours*. In the immediate vicinity, St. Paul's Hospital, two churches, the YMCA and the Vancouver Law Courts all occupy low-rise structures. The distance between these buildings creates valuable air space around the Electra and enhances its ► *magnificent views*. Newer additions to the urban fabric of the neighbourhood include the prestigious La Residence and Vancouver Tower condominiums, the Meridien hotel and the Wall Centre residential and hotel complex with its ► *fully landscaped park* directly across from The Electra.



The aquabus travels to Granville Island and along the lively False Creek waterfront.



Colourful international shops on Robson Street.



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



A Classic Redefined

Rising majestically 21 storeys above Burrard Street, The Electra tower has long occupied the most ► *prominent height* of land in Vancouver's downtown peninsula. Its memorable elongated diamond shape is a classic example of modernist architecture that has formed an integral part of the Vancouver urban profile for over 35 years. The City of Vancouver has assisted the owner in preserving the building for its heritage status and returning it to Vancouver citizens. An experienced design team including the highly regarded firm of Paul Merrick Architects has completely redesigned the tower from the inside out creating a spectacular transformation of one of the city's ► *finest landmarks* into the elegant residences of ► *The Electra*.

A Landmark Transformation



Exceptional Residential Quality

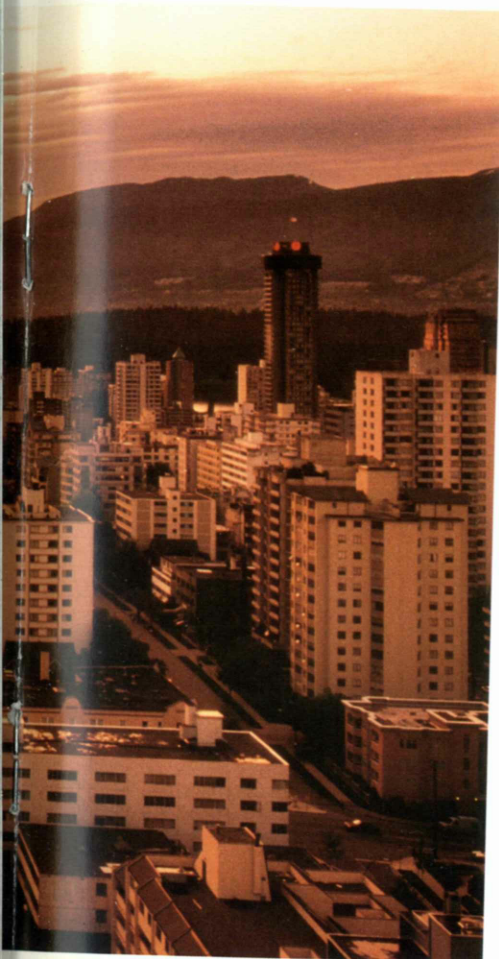
Upon approaching The Electra, residents will enjoy a private drive off the street, a covered colonnade into the building and an unusually ► *spacious grand entrance*. As well, expansive elevator lobbies provide an elegant sense of arrival at each floor. The building is one of just a few residential towers in Vancouver to offer ► *air conditioning* and three high-speed elevators designed for commercial use. The Electra's shallow distance from core to exterior wall creates suite layouts that offer much wider panoramic views and ► *more window space* per square foot of suite area compared to conventional "deep-core" residences. Exceptional privacy is created by the placement of entry doors on only one side of the corridor with storage and laundry facilities conveniently located across from the suites. As a result of the new exterior glazing, suites will feature expanded



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tions.



*Magnificent sunsets
over English Bay.*



*An urban oasis next to the
Vancouver Law Courts.*



*The original building - a stunning example of
"International-Style" modernist architecture.*



*Robson Square - a popular
gathering place downtown.*

An Architectural Masterpiece

Originally built of solid concrete and well beyond the then current construction standards, The Electra provides a level of structural and system quality rarely found in affordable residential condominiums. The building is now being renovated to create a completely
► *new interior configuration of*
space and attractive residential finishes.

◀ The exterior facade is also being substantially altered with all new energy-efficient tinted thermal glazing for the expanded window area in each suite. Extensive exterior and interior landscaping, ► *exciting amenities* and an entry security system complete the transition to residential use.



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



Outstanding Amenities Add Value

Many amenities have been included in The Electra that contribute to the superb liveability of this residential environment. An elegantly appointed ► *Club Room* and *Library* offer the opportunity for entertaining groups or getting together with friends and neighbours. The ► *Garden Court* with its greenery and wicker furniture is an attractive indoor-outdoor space. Fitness facilities, hobby areas and a conference centre allow residents an extension of their private domain in which to pursue interests and conduct meetings. As part of the ► *downtown lifestyle*, storage is also provided for over 300 bicycles. And when friends come to visit, The Electra offers the welcome option of comfortable accommodation in one of several ► *guest suites*.

A New Definition of Quality and Affordability



Artist's Impression

The elegant and spacious entrance lobby creates a definite sense of arrival at The Electra.



The convenience of a conference centre for business meetings at The Electra.



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





*The Club Room and
Garden Court at The Electra.*

Artist's Impression



*Enjoy a healthy lifestyle with your own
fitness facility in the building.*

Interior Detailing that makes a Difference

Residences at the Electra have been thoroughly planned to make the best use of space while maximizing the views. The expanded windows and ► *close to nine-foot ceilings* create an ► *airy spaciousness* in each suite. Brand name appliances, fixtures and hardware, European cabinets as well as imported ceramic tile and solid wood doors add a level of quality not usually found in suites this affordable. The inclusion of glass pocket doors and mirrored closet doors in some suites as well as the choice of three distinctive interior colour treatments adds ► *the designer's touch* to each home at The Electra.



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



Features of The Electra

A wide selection of 242 studio,
one bedroom, one bedroom plus den,
two bedroom, two bedroom plus den
and custom penthouse condominium
residences in a 21-storey tower ideally
located at the corner of Burrard and
Nelson in downtown Vancouver.

► *Superior Construction*

► *Grand Entrances and Dramatic Views*

► *Attractive Interior Appointments*

► *Energy Efficiency and Security*

► *Options To Enhance Your Living Pleasure*

► *Amenities and Landscape Features*

Thirty-Nine Reasons to buy at The Electra

Superior Construction

- Solid concrete construction of
proven durability
- Complete redesign and new construction
- High acoustic privacy from suspended
ceiling construction
- Individually controlled air conditioning
- New expanded windows with opening sections
- Very high ratio of windows to floor space
- Three high-speed elevators
- Privacy of no neighbours across the hall
- Fully sprinklered
- Central hot water

Grand Entrances and Dramatic Views

- Elegant foyer with double height ceiling
and Italian marble terrazzo floors
- Expansive elevator lobbies
- Architect designed suites and common areas
- Panoramic views in all directions

Attractive Interior Appointments

- Higher than average ceilings in all suites
- Solid core wood passage doors and glass pocket
doors (select suites)
- Deep-pile carpeting
- Imported ceramic tile on floors, backsplashes
and tub surrounds
- Space-efficient Eurostyle kitchens

- Brand name appliances
- Three custom designed interior colour schemes
- Mirrored bedroom closet doors (select suites)
and closet organizers

Energy Efficiency and Security

- Tinted energy-efficient double glazed windows
- Power smart electrical fixtures
- Building security system
- On-site management office and resident manager
- Cost effective heating and cooling utilizing a
heat pump system

Options To Enhance Your Living Pleasure

- On-floor laundry facilities
- On-floor storage for each suite
- Three guest suites
- Suites from 330 - 1,810 square feet

Amenities and Landscape Features

- Fitness Centre
- Club Room with Library
- Indoor/outdoor Garden Court
- Main floor Conference Centre
- Hobby areas
- Storage for over 300 bicycles
- Distinctive exterior and interior landscaping
- Open air south terrace area



Features of The Electra

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- Superior Construction
- Grand Entrances and Dramatic Views
- Attractive Interior Appointments
- Energy Efficiency and Security
- Options To Enhance Your Living Pleasure
- Amenities and Landscape Features

Thirty-Nine Reasons to buy at The Electra

Superior Construction

- Solid concrete construction - proven durability
- Complete new and new construction
- High acoustic index from insulated ceiling and walls
- Individually controlled air conditioning
- New energy efficient windows with opening sections
- Versatile use of windows - open space
- Three glassed elevators
- Private balconies
- Fully insulated
- Central hot water

Developed By:

Prime Tower Ltd.

Consultants:

Development: Partington Real Estate Advisors Ltd.
Elias & Company

Grand Entrances and

Architecture: Paul Merrick Architects Limited

Attractive Interior Appointments

- Marble foyer with double height
- Italian marble terrazzo floors
- Three glass elevators
- A designer designed interior appointments
- Panoramic views from all directions

Attractive Interior Appointments

- Higher than average ceilings in all suites
- Solid core wood passage doors and glass doors (select suites)
- Deep pile carpeting
- Imported ceramic tile backsplashes and sub surround
- Space efficient Eurostyle kitchens

- Brand name appliances
- Professionally designed interior colour schemes
- Mirrored medicine cabinet doors (select suites)
- Custom closets

Energy Efficiency and Security

- Lined energy efficient double glazed windows
- Power smart electrical fixtures
- Building security system
- On-site management office and resident manager
- Most effective heating and cooling utilizing a heat pump system

Options To Enhance Your Living Pleasure

- Main floor laundry facilities
- Closets storage for each suite
- Concierge services
- Suites from 300 to 1500 square feet

Amenities and Landscape Features

- Fitness Centre
- Club Room with Library
- Indoor outdoor Garden Court
- Main floor Conference Centre
- Common areas
- Storage for up to 300 bicycles
- Distinctive exterior and interior landscaping
- Open up to 1000 square foot terrace area



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ELECTRA

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



10 Downtown Vancouver Buildings Including Electra, Carina/Callisto, Melville, Res on Georgia, Qube, Point, Eugenia are Vancouver Landmarks

Saturday, May 12th, 2007

Enchanting, calming structure, and grounds, are critical, photographer writes

Mike Chadwick

Sun

Mike Chadwick is the author of Vancouver In Focus:

The City's Built Form, a photographic survey of downtown Vancouver buildings and landmarks. The West End resident and North Shore forest ranger here shares, with Westcoast Homes readers, in pictures and text, his favourite residential buildings downtown.

Among the sea of buildings in any downtown, a select few catch the eye. Why? What makes one stand out? The obvious answer is unique architecture, but there is more to it.

When you are around a particular building, do you feel you want to spend more time around it? Is it a welcoming structure? Is it a calming presence, perhaps because its design includes features such as reflecting pools or gardens? Is it a right-for-the-site structure? Does it complement its surroundings?

Of the many residential buildings — mostly towers — in downtown Vancouver, only a handful are truly unique, in opinion. I have compiled a list of 10 significant residential buildings in the downtown core, using the following



Electra on Nelson at Burrard - the city's most elegant tower is aptly named after serving as BC Hydro headquarters



criteria:

The building has to be primarily residential.

The building has to demonstrate unique design and architecture.

It must integrate well into its environment

It must be historically, socially, culturally or technically significant.

Qube

Built in 1969 and known as the Westcoast Transmission Building for 31 years, this Vancouver icon was converted to residential use in 2005 and renamed Qube.

It is technically unique because it was built from the top down. It is culturally significant because it was designed and constructed when the Cold War race for space supremacy inserted space-age considerations into architecture and interior design.

The central pillar was the first component of the building constructed. The floors were then hung from the top, using suspension-bridge technology — the goal a building that could withstand an earthquake. Only half-a-dozen buildings in North America utilize this suspended design.

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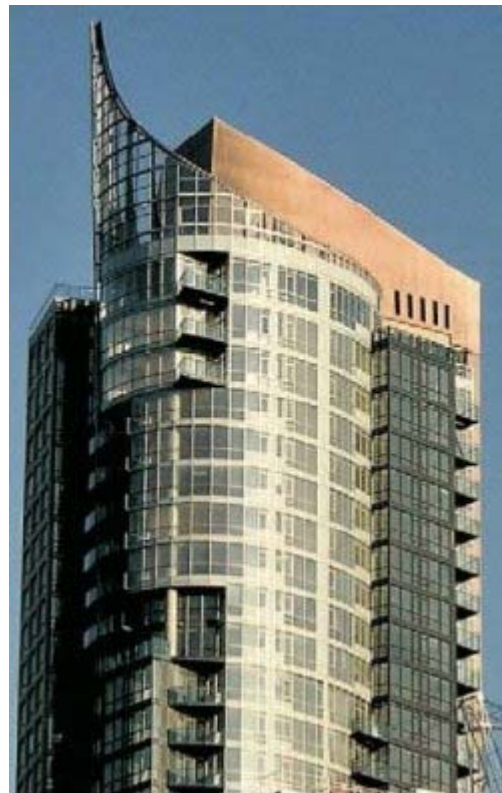
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Carina/Callisto towers on West Cordova - glass towers



The under-construction Melville anticipates the future



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The Qube has aged very well. During conversion, each side of the building was removed, exposing the floors and the building's innards. The windows were replaced, but retained the dark look of the originals.

The modern, minimalist style of the building is reflected in the concrete aggregate plaza under the suspended portion of the tower. (The passerby can walk under the majority of the building — suspended above his or her head. Definitely a unique experience!)

In the front, there is almost no landscaping and there are no benches. The building itself is the focus, because it is so unique. A modest garden with shade-tolerant species can be found on the



Residences on Georgia signal their Stanley Park proximity



Qube broadcasts its epoch



north side.

Even the lobby is stark, serving only as an entry point and waiting area for the elevators.

Address: 1383 West Georgia

Completed: 1969

Architect: Rhone & Iredale

Floors: 13

Height: 82 metres (269 feet)

The Pointe

Fins of aluminum are The Pointe's defining exterior feature. They act as solar controls and align the building — rotated to provide maximum views — with the street. There is no other building in the city with this feature.

The tower, on the corner of Georgia and Jervis, is set back from Jervis, allowing an extra-wide, divided sidewalk. The passerby has a choice: Walk the sidewalk street's edge or walk the stairs at the property's edge. A row of trees and plants separates the two and a gentle waterfall nearby follows the grade of the street, adding to the singularity.

On West Georgia, the entrance is surrounded by a ring of concrete pillars which aid in supporting the main structure of the building, five metres above. Looking up at the tinted green glass, the unusual geometric shadows caused by the fins are noticeable.

The Pointe was one of the city's first residential towers designed and outfitted to support home-based businesses — a forward-thinking feature anticipating Mayor Sam Sullivan's "ecodensity" initiative.



The fins of aluminum on The Pointe are unique to this tower



Eugenia Place is a tribute to Vancouver's natural history



Address: 1331 West Georgia

Completed: 1999

Architect: Bing Thom Architects

Floors: 29

Height: 84 metres (275 feet)

Residences On Georgia

The design of the four towers that make up the Residences is not as significant as the treatment of the site. By employing restraint, the result is an urban oasis which features a large open greenspace that serves as a transition between the forests of Stanley Park and the dense towers of the downtown core.

A large duck pond, public art and a continuation of the seawall are components of the space.

The towers have generous spacing between them, allowing ample public spaces and preserving the treasured view corridors to the mountains of the North Shore. The development won a lieutenant-governor's gold award in 1998 and helped to set the standards of urban design in downtown Vancouver.

Address: 1200 West Georgia - 1288 West Georgia

Completed: 1998

Architect: James KM Cheng

Floors: 36

Height: 108 metres (354 feet)

Eugenia Place



The longevity of, and rental opportunity at Le Guernesey impress Mike Chadwick



The longevity of, and rental opportunity at Banff Apartments impress Mike Chadwick



One Harbour Green on Coal Harbour is unique



The most significant feature of this modern tower is found on the Beach Avenue facade, an approximation, or suggestion, of a giant syringe, with a large tree atop the “plunger” and the entrance to the structure at the pointed base.

Henriquez Partners, the firm responsible for Eugenia Place, brought a surreal concept to reality in a way that works very well.

The design pays tribute to the area’s natural history: The building’s height is the same as the original Douglas firs that occupied the site; the oak tree on the “plunger” is a reference to natural continuity; the concrete stumps at ground level, to cultural continuity. The “syringe” and the tree on top may be interpreted as injecting mother earth back into the environment.

Address: 1919 Beach

Completed: 1991

Architect: Henriquez Partners

Floors: 19

Height: 58 metres (189 feet)

Electra

The former headquarters of BC Hydro is one of the first modernist buildings in Canada, completed in the 1950s. It was sensitively converted to residential use in 1995.

The triangular panels on the vertical fins (on the building’s Georgia and Hornby facades) are illuminated at night and were recently restored to their original blue and green brilliance.

The steel and glass on the Nelson Street facade resemble a massive waterfall. In contrast, the side profiles are slim, with the vertical fins adding to the perception of height.

In all areas, there is attention to detail. Doors, lobby tiles and elevator motifs, for example, reflect the six-sided shape of the structure.

Truly the city’s most elegant tower, the building was Vancouver’s first postwar building to achieve heritage designation.

Address: 989 Nelson

Completed: 1957

Architect: Thompson Berwick Pratt

Floors: 22

Height: 89 metres (293 feet)



Carina-Callisto

As glass towers, this pair is, perhaps, the best around, because the design incorporates a unique shape which reflects the nautical nature of the site.

Their southern profiles are flat, to blend with the surrounding architecture. But their other profiles feature a three-dimensional curve which is meant to resemble a giant sail, complementing the sails of Canada Place. The effect is dramatic, with protruding balconies adding texture to the smooth glass surfaces.

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Both towers feature the now-usual townhouses at the base. This urban planning directive helps to define the street edge and serves to prevent the feeling that the towers loom overhead.

Address: 1233 West Cordova

Completed: 2003

Architect: Hancock Bruckner

Eng + Wright

Floors: 27

Height: 79 metres (259 feet)

Le Guernesey

This West End heritage building was beautifully restored and renovated two years ago. The exterior features brand new iron fire escapes, windows, brickwork and paint; the interior, modern suites.

This is a rental building, which makes it quite significant. In a time when stratification is taking away rental stock, Le Guernesey's restoration team took a bold step by resisting stratification.

Address: 859 Thurlow

Floors: 5

Banff Apartments

The Banff Apartments, built in 1909, are among a small cluster of heritage apartment buildings located between Georgia and Melville streets, at Bute. It is truly surprising that the Banff Apartments have survived nearly a century of development and redevelopment, especially given its location in one of the downtown core's most prominent business areas. This is important in a city that is changing at such a rapid pace. Heritage buildings serve as an anchor to the past; a point of reference for the senior who was raised in Vancouver.

The Banff Apartments, finished in red and green, add colour, texture and form to the the modern urban landscape's glass and steel. Also notable is the fact that it has remained a rental building.

One Harbour Green

This new building is unlike any other in the downtown core. Its appearance is bold, yet sensible when viewed against the backdrop of the North Shore mountains.



The salmon marble panels (which appear red in direct sunlight) of One Harbour Green provide a vivid contrast to the blue waters of Coal Harbour and green forests of the North Shore mountains.

Architect James KM Cheng has done it again with this building, signalling how the next generation of Vancouver architecture might unfold. Building upon the success of the glass towers of the previous 20 years, the time has come to incorporate colour and different exterior materials into the mix.

Address: 1169 West Cordova

Completed: 2005

Architect: James KM Cheng Architects

Floors: 24

Height: 80 metres (263 feet)

The Melville

This tower, to be completed later this year, anticipates the future by incorporating sustainability features such as steam heat and rainwater retention for landscape irrigation.

Tall and slender, the Melville's striking features include a curved glass sail on the roof; recycled heavy timber facades at street level; copper cladding from ground level to the roof, cumulating in an offset triangle behind the glass sail.

Address: 1189 Melville

Completed: 2007

Architect: Hewitt + Kwasnicky Architects Inc.

Floors: 42

Height: 141 metres (464 feet)

Vancouver In Focus: The City's Built Form, by Mike Chadwick and with a foreward by James KM Cheng, is available at book stores, amazon.ca. and vancouverinfocus.com (\$39.95 plus shipping).

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