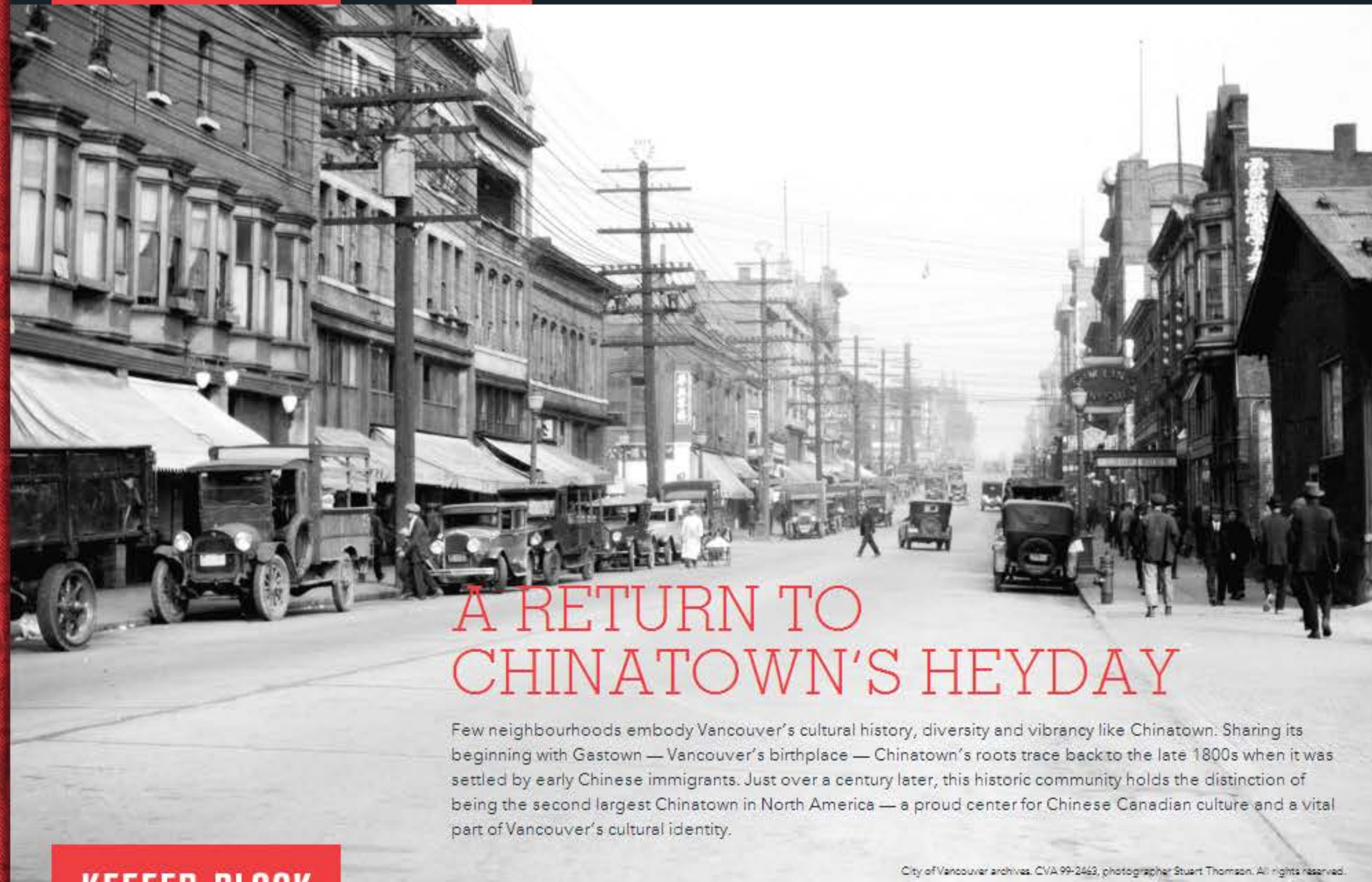




A RETURN TO CHINATOWN'S HEYDAY

Few neighbourhoods embody Vancouver's cultural history, diversity and vibrancy like Chinatown. Sharing its beginning with Gastown — Vancouver's birthplace — Chinatown's roots trace back to the late 1800s when it was settled by early Chinese immigrants. Just over a century later, this historic community holds the distinction of being the second largest Chinatown in North America — a proud center for Chinese Canadian culture and a vital part of Vancouver's cultural identity.

City of Vancouver archives, CVA 99-2463, photographer Stuart Thomson. All rights reserved.

KEEFER BLOCK

— HERITAGE MEETS MODERN —



BC CONDOS . NET



[click to enlarge](#)

Immersed in the sights and sounds of Chinatown, Keefer Block puts you steps away from dozens of the city's coolest shops, cafes and bistros. Nearby T&T market, IGA Gastown and the various local markets lining Main and Pender Street make grocery shopping fun and convenient. You can play in the sun and walk the dog down the street to Andy Livingstone Park or experience the nightlife a few blocks away in vibrant Gastown. You'll enjoy easy access in and out of the city via bike, transit, skytrain or car, not to mention the benefits of the city's many green spaces, parks, walking trails and bikes paths.

[Click here](#) to watch Made with Love – Vancouver's annual mixologist competition held at the Keefer Bar last June.

[VIEW NEIGHBOURHOOD MAP](#)[DOWNLOAD MAP PDF](#)

KEEFER BLOCK

— HERITAGE MEETS MODERN —



BC CONDOS . NET



[VIEW COLOUR SCHEME SELECTION](#)[DOWNLOAD FEATURES SHEET](#)

Keefer Block's clean modern homes evoke the streamlined efficiency of a high-end European flat or pied-à-terre. With multi-functional areas maximizing space and innovative storage solutions minimizing visual clutter, each interior invites an organized sense of calm. Wide-plank engineered hardwood in the main living areas ensure beauty and durability, while architectural details like a sleek, frosted glass panel door in the bedroom or den provide a distinctive finishing touch in select homes.

The neighbourhood's roots may be in China, but Keefer Block's prestigious kitchens and bathrooms find their inspiration in Europe, combining wood and high gloss lacquered Italian style cabinetry, stone countertops with full height backsplashes and a Porsche inspired multi-position kitchen faucet. A high-end stainless steel appliance package with gas wok-burner will satisfy your inner chef, while a deck or balcony — perfect for container gardening and alfresco dining — is the ideal complement.

KEEFER BLOCK

— HERITAGE MEETS MODERN —

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



All the amenities needed for the modern urbanite:

- Fully interactive Rooftop Community Space – “THE” place to relax on a hot summer day or night
- Outdoor kitchen including sink, prep area and bbq under a generous overhang
- Outdoor Movie Theatre with projection screen
- Children play area for inventive unstructured imaginative play
- Community Gardens
- Eco-Friendly compost bins
- Potting Bench and Tool Shed
- Firepit and fireside lounge
- Indoor Urban Social Lounge with bar kitchen, dining area and flat screen tv – ideal for fun nights to hang out with friends, or for larger parties
- Keefer Block Dog Wash Station – convenient for washing your best “furry” friend after rain day, city walks
- Keefer Block Bike Repair Station – perfect for maintaining your expensive sports equipment

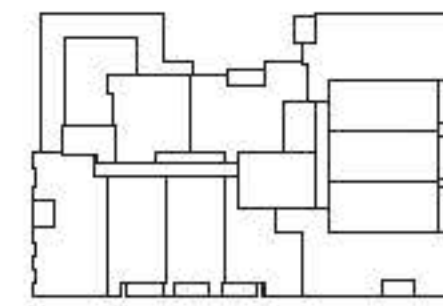
KEEFER BLOCK

— HERITAGE MEETS MODERN —

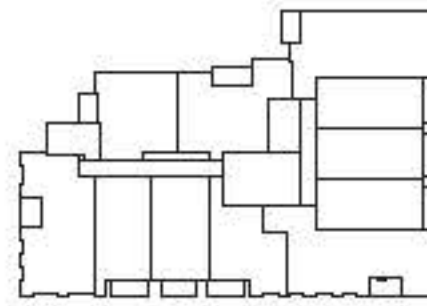


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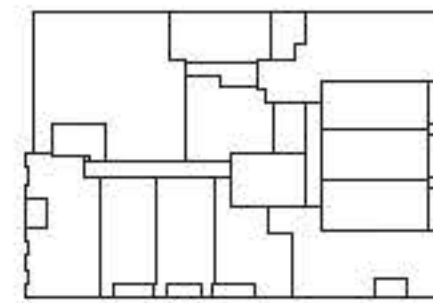




Level 3

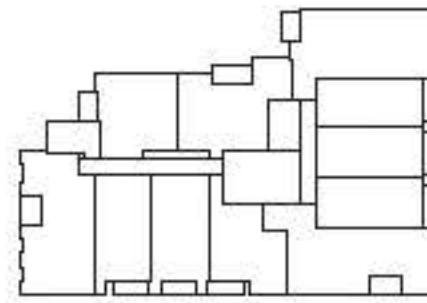


Level 8



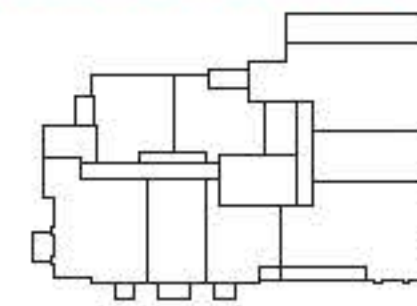
KEEFE ST
Level 2

MAIN ST

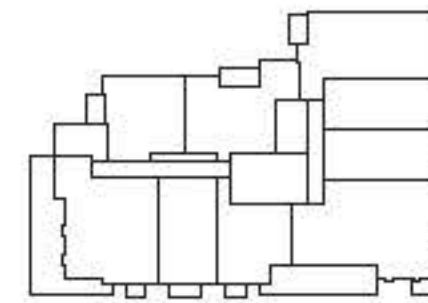


Level 5-7

SOLTERRA PRIVATE COLLECTION



Level 10



Level 9



select a plan to view

FLAT
PLAN B
PLAN G
PLAN H

1 BEDROOM
PLAN F
PLAN K
PLAN M1

2 BEDROOM
PLAN A1
PLAN J
PLAN M
PLAN N

2 BEDROOM
+ DEN
PLAN E

3 BEDROOM
PLAN A
PLAN E2
PLAN P

← KEYPLAN

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package

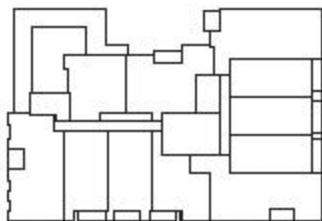
KEEFE BLOCK

— HERITAGE MEETS MODERN —



BC CONDOS.NET

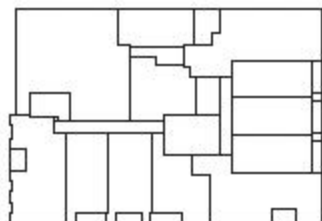




Level 3



Level 8



KEEFER ST

Level 2

MAIN ST



Level 5-7

SOLTERRA PRIVATE COLLECTION



Level 10



Level 9

KEEFER BLOCK

HERITAGE MEETS MODERN

KEEFER (PLAN B) FLAT 450 SF



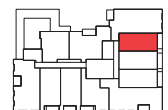
MW = MILLWORKED CLOSET SYSTEM



Level 8



Level 5-7



Level 3



KEEFER ST

Level 2

MAIN ST



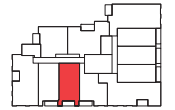
KEEFER BLOCK

HERITAGE MEETS MODERN

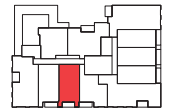
KEEFER (PLAN G) FLAT 532 SF



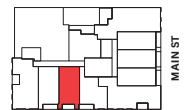
MW = MILLWORKED CLOSET SYSTEM



Level 5-7



Level 3



KEEFER ST
Level 2

The developer reserves the right to make minor modifications to maintain the high standards of this community. Square



BCCONDOS.NET

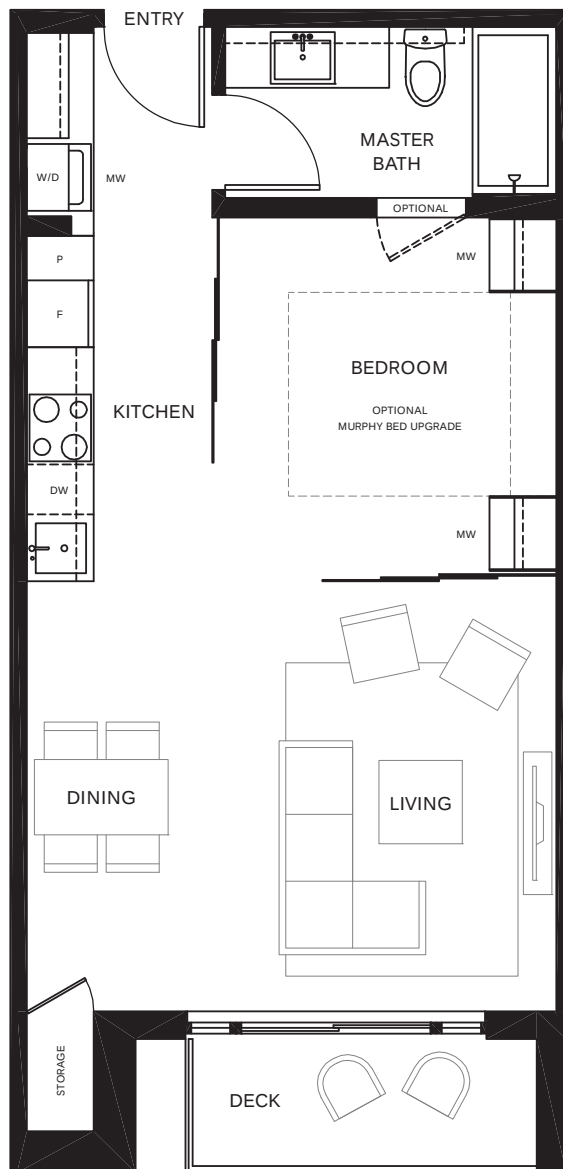


solterra
(Keefler) Limited Partnership

KEEFER BLOCK

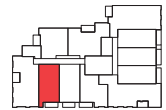
HERITAGE MEETS MODERN

KEEFER (PLAN H) FLAT 517 SF



DASHED LINE ON DECK REPRESENTS
DECK SIZE ON LEVEL 2

MW = MILLWORKED CLOSET SYSTEM



Level 8



Level 5-7



Level 3



KEEFER ST

Level 2

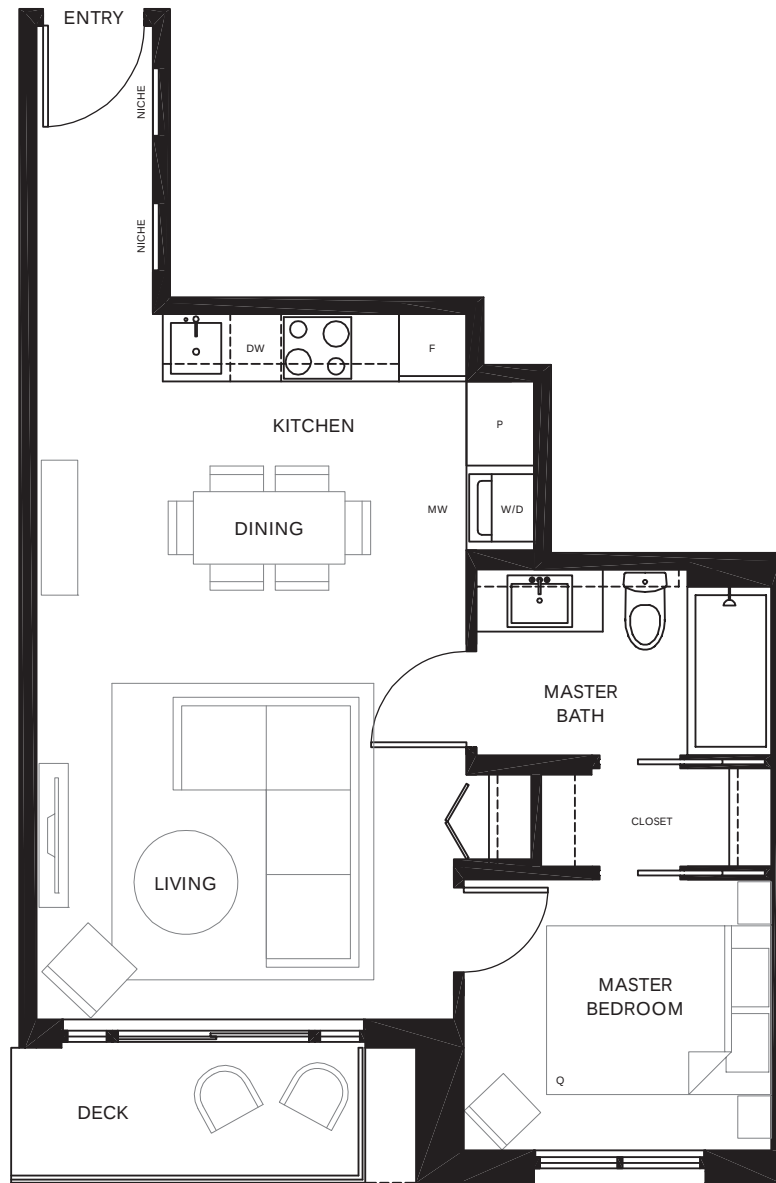
MAIN ST



KEEFER BLOCK

HERITAGE MEETS MODERN

MAIN (PLAN F) 1 BEDROOM 518 SF



MW = MILLWORKED CLOSET SYSTEM

DASHED LINE ON DECK REPRESENTS
DECK SIZE ON LEVEL 2



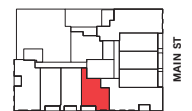
Level 8



Level 5-7



Level 3



KEEFER ST

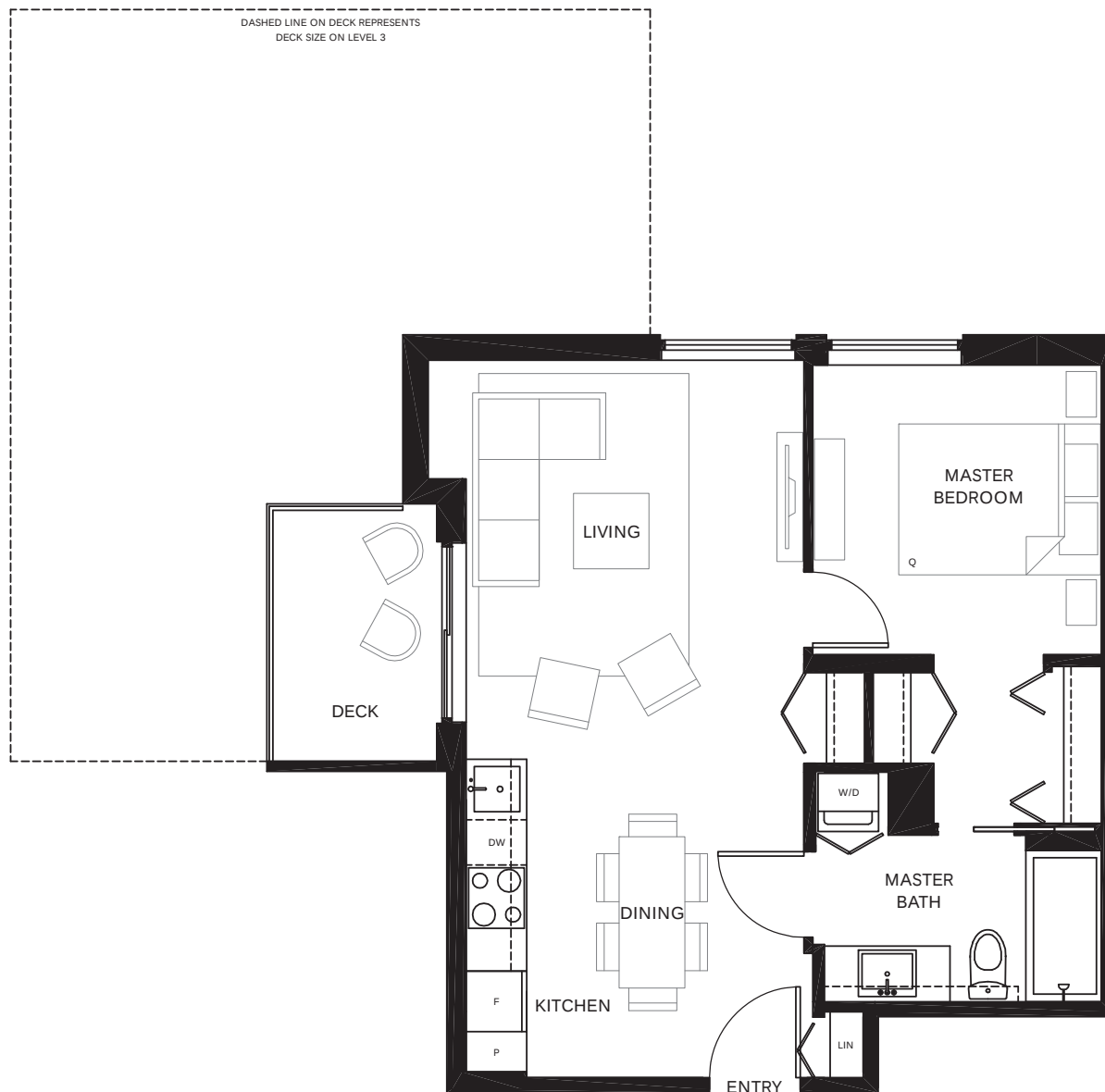
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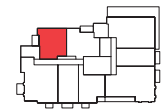
KEEFER BLOCK

HERITAGE MEETS MODERN

MAIN (PLAN K) 1 BEDROOM 528 SF



SOLTERRA PRIVATE COLLECTION



Level 10



Level 9



Level 8



Level 5-7



KEEFER ST

Level 3

MAIN ST



KEEFER BLOCK

HERITAGE MEETS MODERN

MAIN (PLAN M1) 1 BEDROOM 527 SF



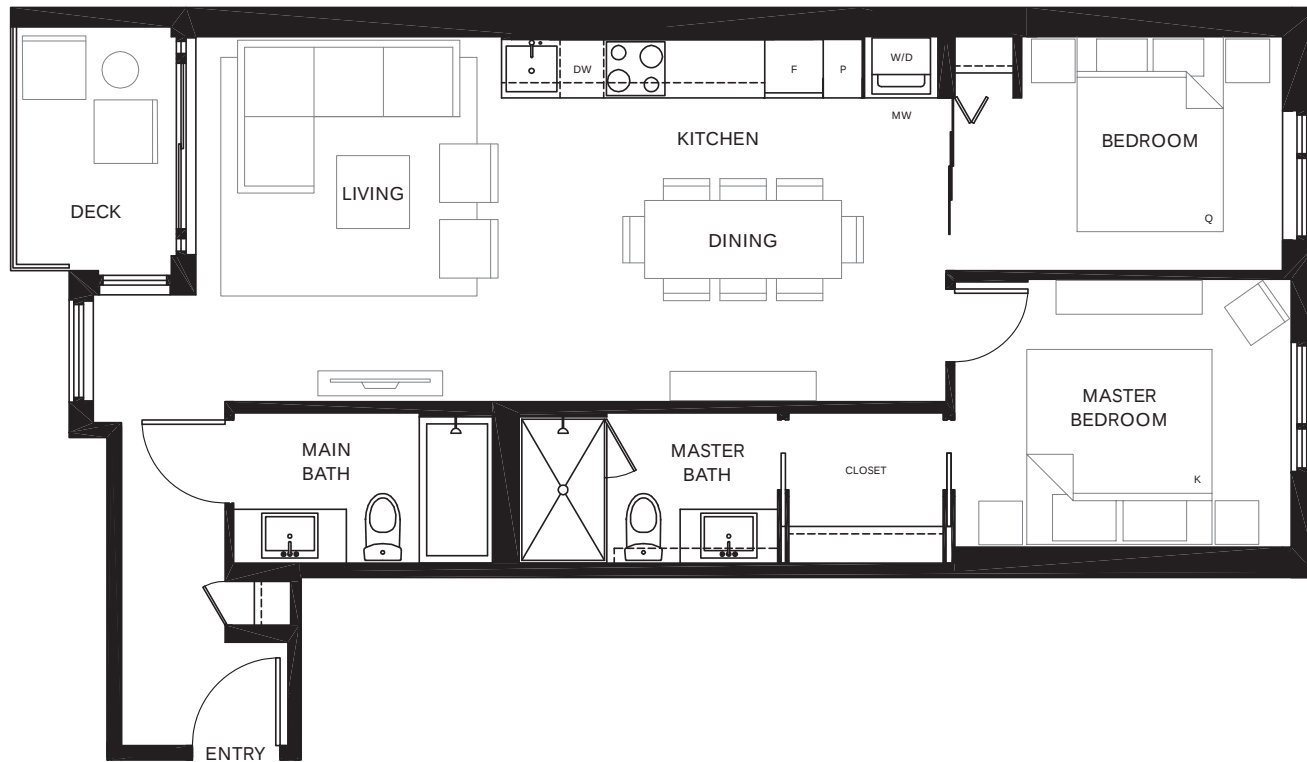
SOLITERRA PRIVATE COLLECTION



KEEFER BLOCK

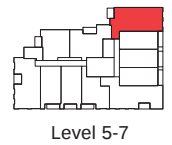
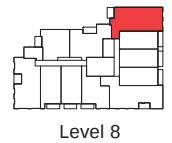
HERITAGE MEETS MODERN

CARRALL (PLAN A1) 2 BEDROOM 823 SF



MW = MILLWORKED CLOSET SYSTEM

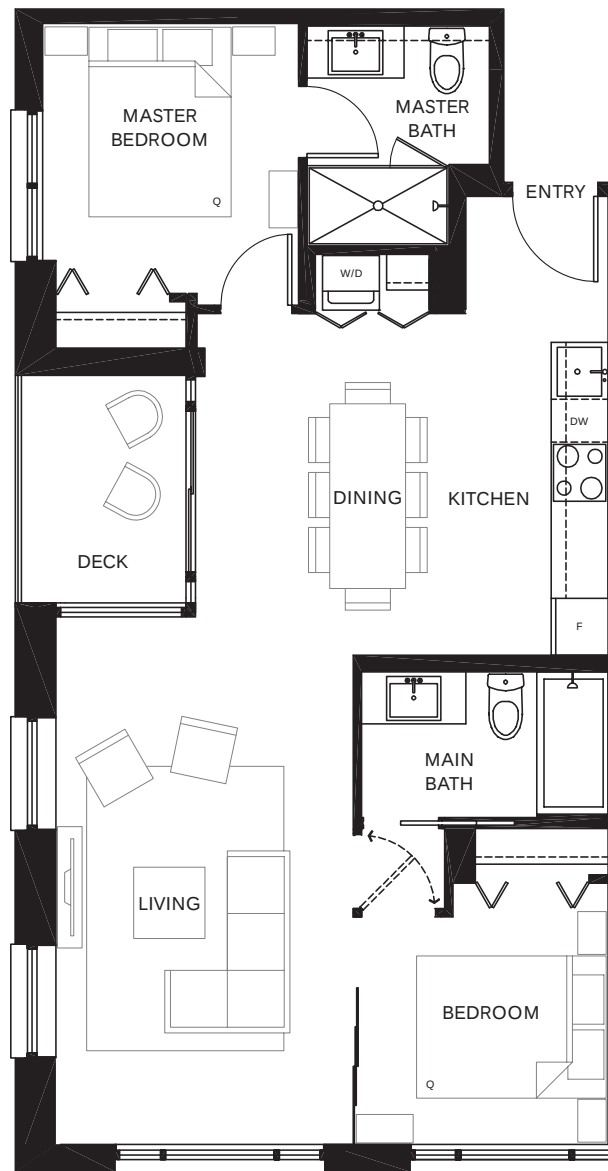
SOLTERRA PRIVATE COLLECTION



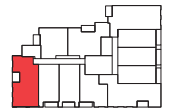
KEEFER BLOCK

HERITAGE MEETS MODERN

CARRALL (PLAN J) 2 BEDROOM 780 SF



Level 8



Level 5-7



Level 3



KEEFER ST

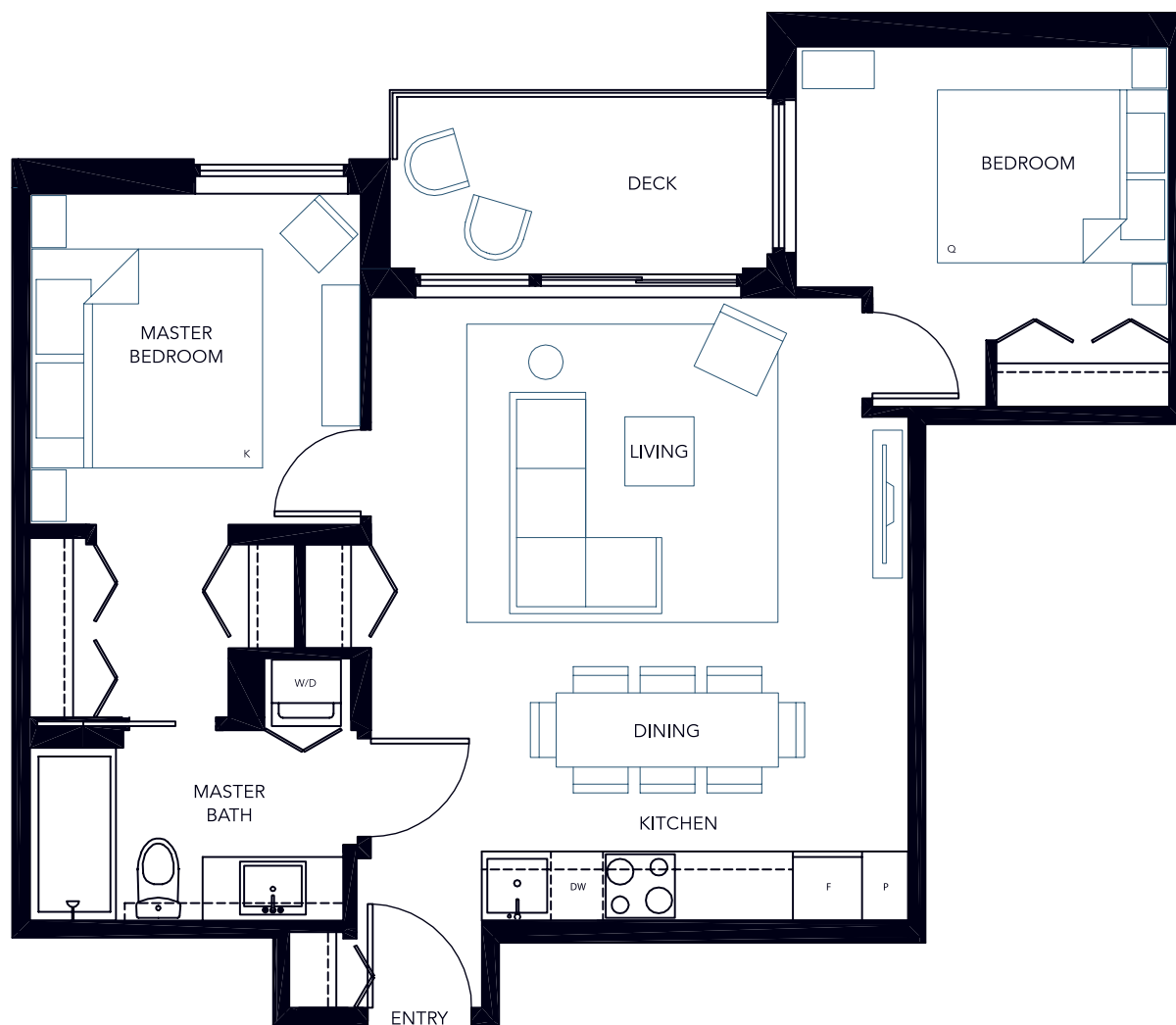
Level 2



KEEFER BLOCK

HERITAGE MEETS MODERN

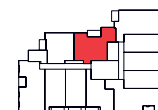
CARRALL (PLAN M) 2 BEDROOM 662 SF



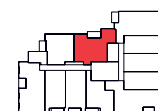
SOLTERRA PRIVATE COLLECTION



Level 9



Level 8



Level 5-7



KEEFER ST
Level 3

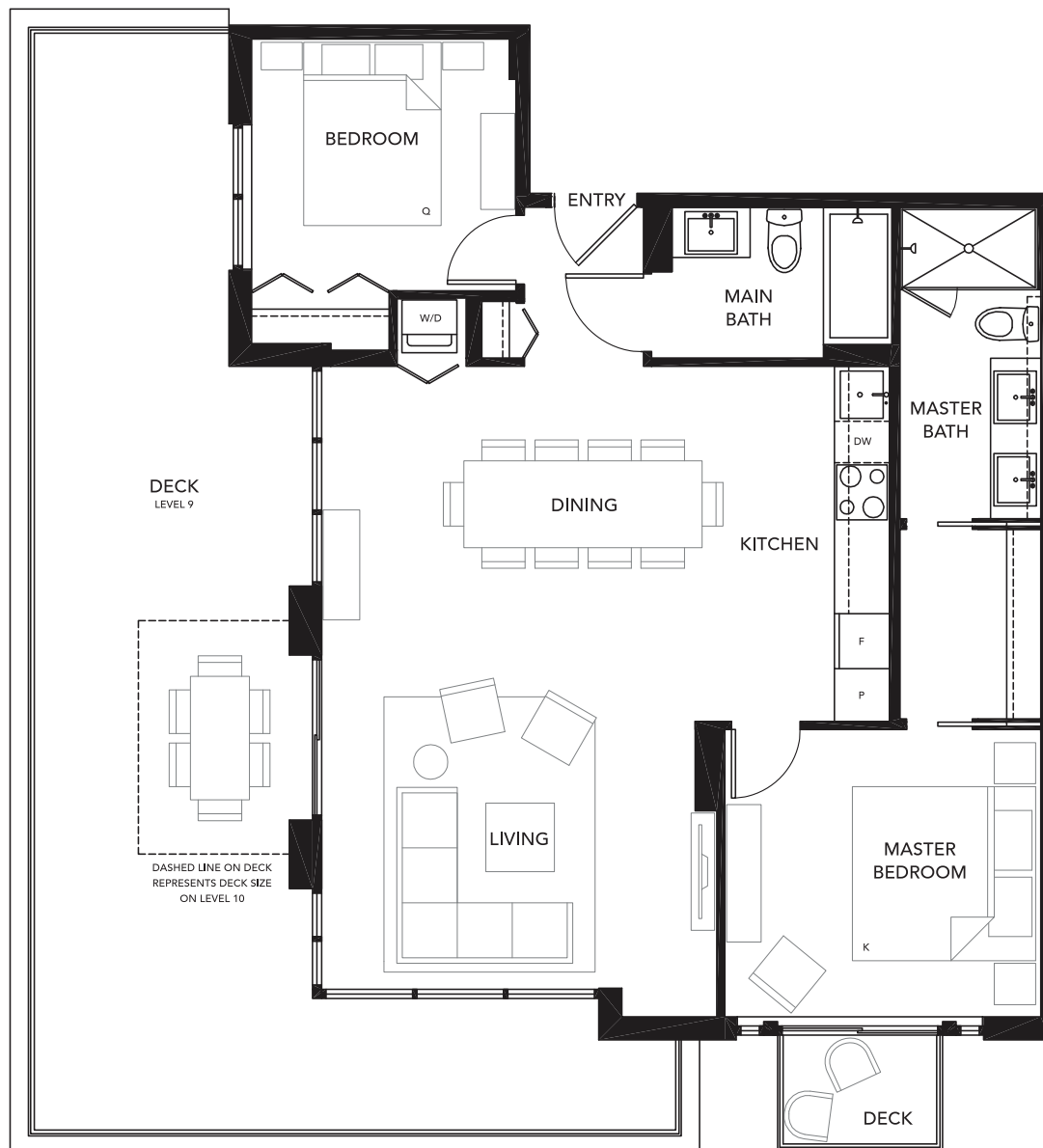
MAIN ST



KEEFER BLOCK

HERITAGE MEETS MODERN

CARRALL (PLAN N) 2 BEDROOM 891 SF



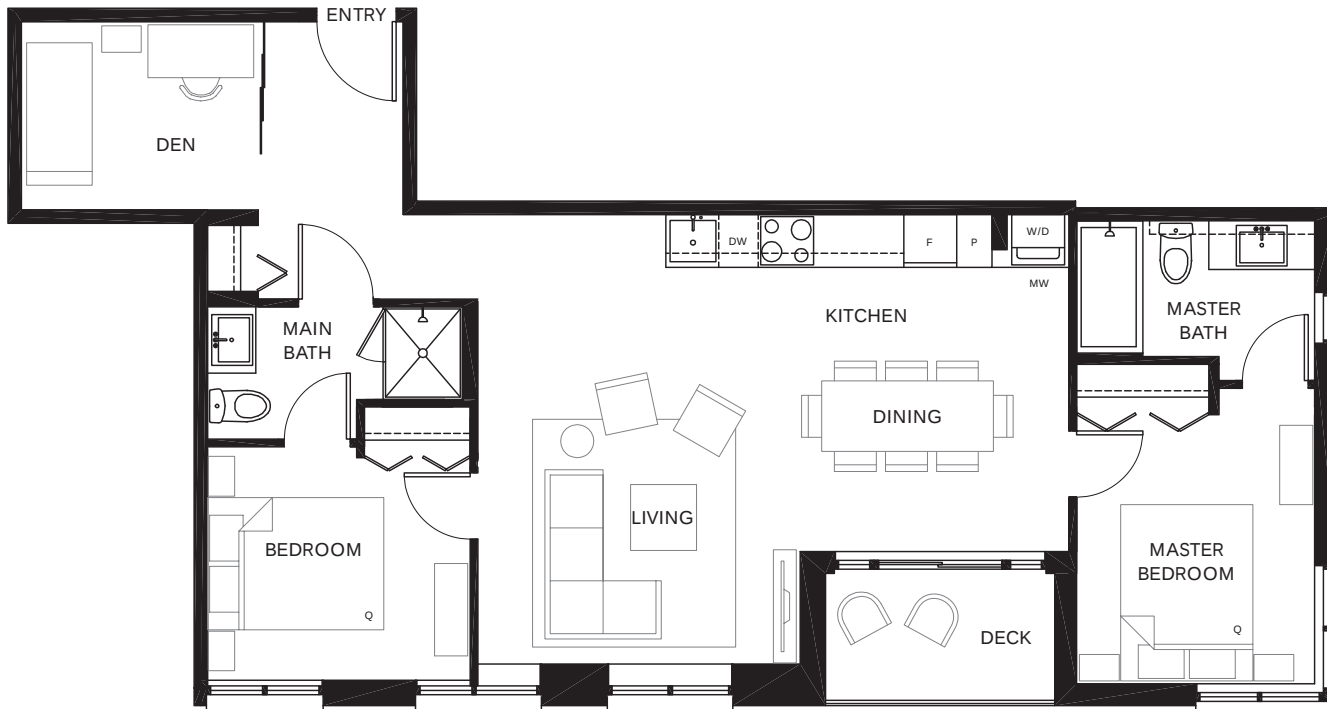
SOLTERRA PRIVATE COLLECTION



KEEFER BLOCK

HERITAGE MEETS MODERN

CARRALL (PLAN E) 2 BEDROOM + DEN 878 SF



MW = MILLWORKED CLOSET SYSTEM



Level 5-7



Level 3



KEEFER ST

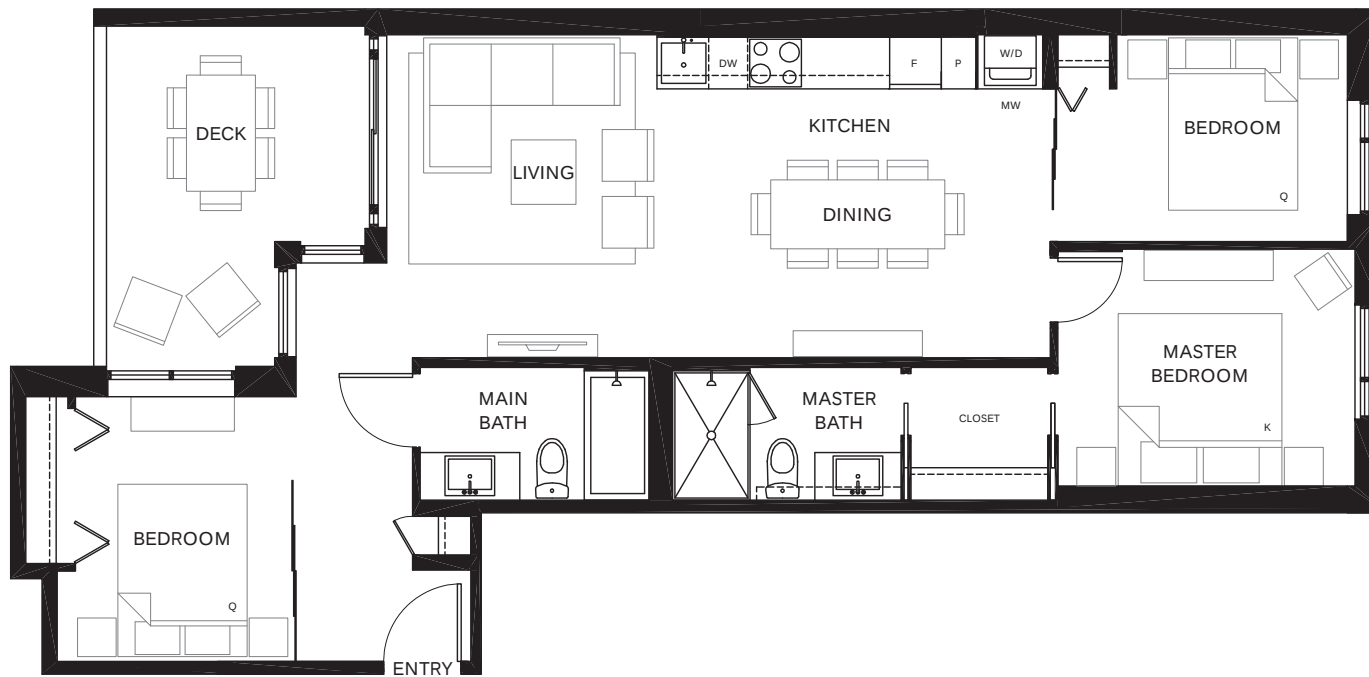
Level 2



KEEFER BLOCK

HERITAGE MEETS MODERN

GEORGIA (PLAN A) 3 BEDROOM 956 SF

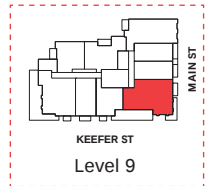


KEEFER BLOCK

HERITAGE MEETS MODERN

GEORGIA (PLAN E2) 3 BEDROOM 984 SF

SOLTERRA PRIVATE COLLECTION



MW = MILLWORKED CLOSET SYSTEM

The developer reserves the right to make minor modifications to maintain the high standards of this community. Square



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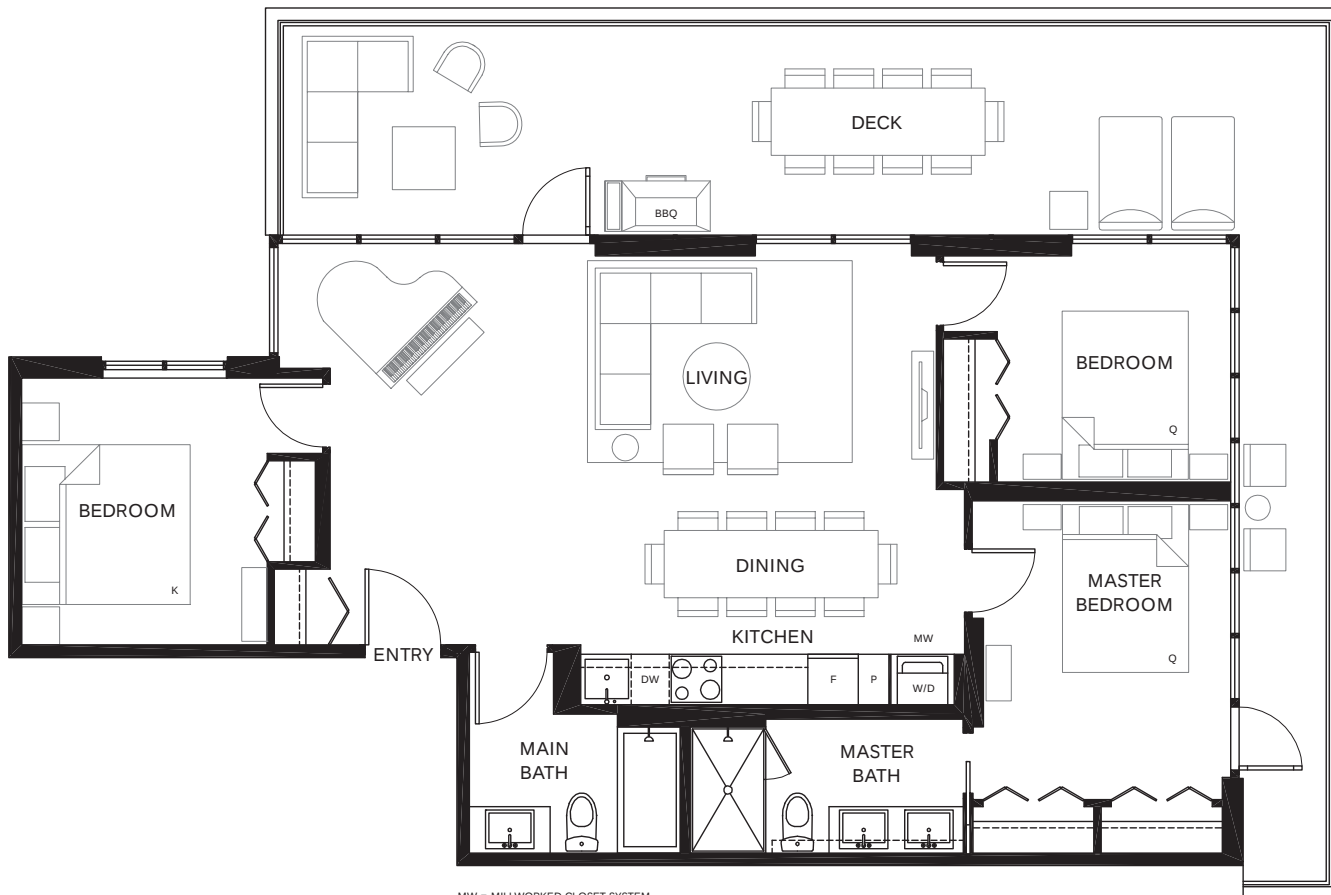
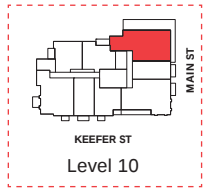
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KEEFER BLOCK

HERITAGE MEETS MODERN

GEORGIA (PLAN P)
3 BEDROOM
1,013 SF

SOLTERRA PRIVATE COLLECTION



MW = MILLWORKED CLOSET SYSTEM

The developer reserves the right to make minor modifications to maintain the high standards of this community. Square



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REGISTER

HISTORY LOCATION FEATURES AMENITIES PLANS GALLERY DEVELOPER NEWS CONTACT

VITA
SYMPHONY PLACE

DOLCE
SYMPHONY PLACE

146 Condominiums, Vancouver | 197 Condominiums, Vancouver



TRAVELERS

KEEFER BLOCK

HERITAGE MEETS MODERN

SOLTERRA IS MOVING EAST

Chinatown is being re-born. And, as a company that has played a key role in the revitalization of numerous communities, (for instance Downtown Vancouver's *Symphony Place* or Squamish's *Eaglewind*) it was only natural that they wanted to be part of the transformation of this historic neighbourhood.

Over the past 15 years, the team at Solterra has been involved in the development of many amazing multi-residential communities throughout Metro Vancouver. Solterra understands the importance of a "home" and prides itself on receiving over 50 prestigious development awards during the past five years. They've built a solid reputation on creating residences that feature exceptional design, solid construction and quality finishes.



BC CONDOS.NET





Open 12 - 6pm daily.
Closed Friday.

T 604.682.8813

E info@keeferbloc.com

PRESENTATION CENTRE

880 Seymour St,
Vancouver, BC V6B 3L5
FREE PARKING

KEEFER BLOCK

— HERITAGE MEETS MODERN —

COME VISIT US

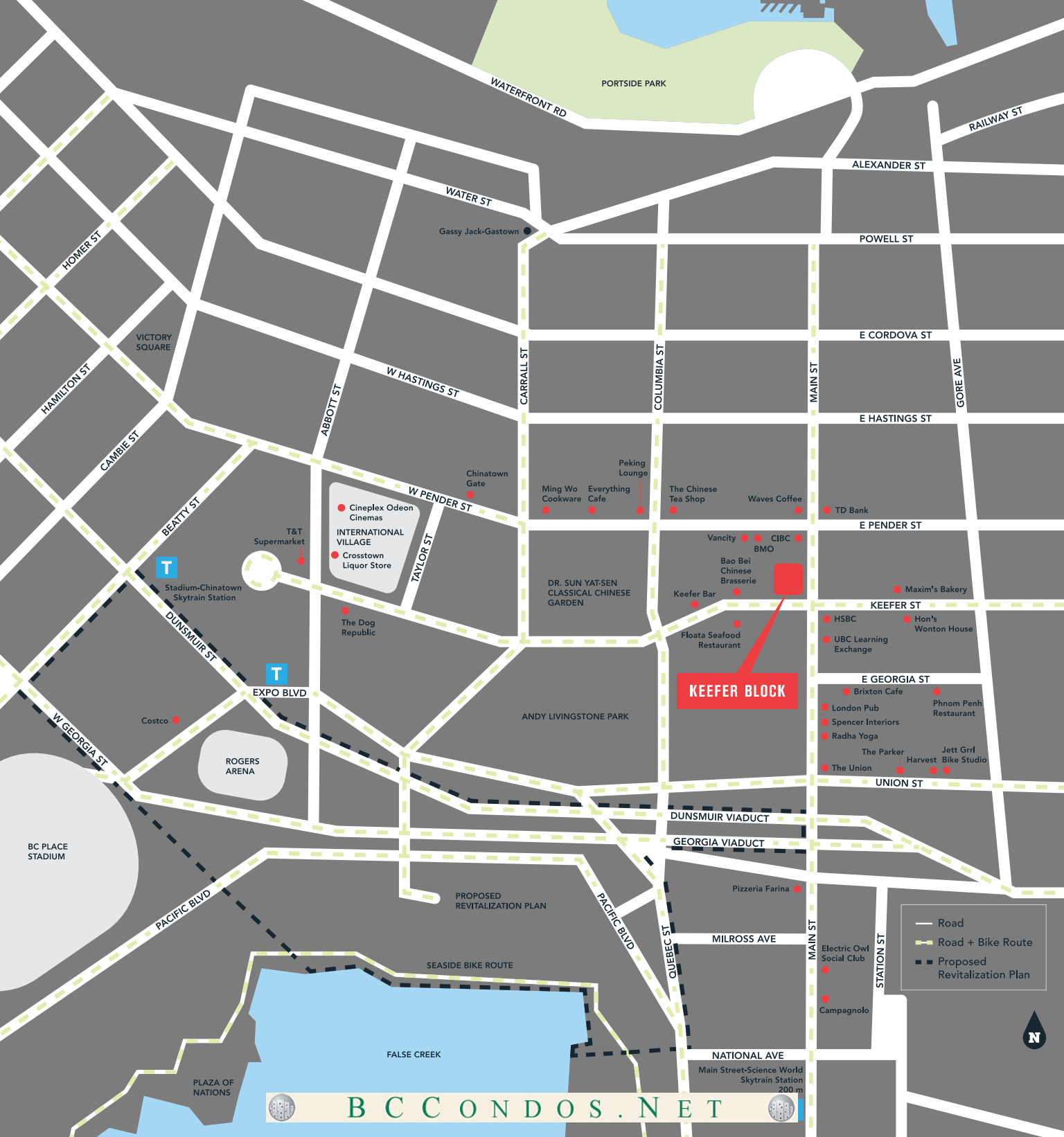
Just a 5 minute drive from the Presentation Centre to Keefer Block at 189 Keefer Street takes you back in time. When you are there, stroll through Chinatown's history, arts, architecture, dining and nightlife and discover a place where history fuses with modern culture.

REGISTER NOW



BCCONDOS.NET







Heritage meets modern on your way to Chinatown

Stroll through Vancouver's oldest neighbourhood and take in all the unique shops, restaurants and sights. This is a community being reborn into something distinctly cool.



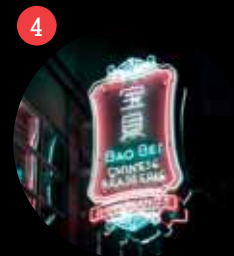
Millennium Gate
The Gateway



Sun Yat Sen Garden
The Ming Dynasty



Keefer Bar
The Master Mixologist



Bao Bei
The Modern Chinese Cuisine



Caffè Brixton
The Urban Café



London Pub
The English Pub Experience



Spencer Interiors
The Place to Shop



BC CONDOS.NET



Rejuvenating Canada's Largest Chinatown

Kristen Hilderman | Aug 5, 2013



Image by:Adam Blasberg

Merchants hope increased density will bring more business to Chinatown.

Vancouver's Chinatown is on the brink of an economic, physical and cultural renewal

The upbeat tunes of a local indie band flood the night air down a crowded Keefer Street in Vancouver's Chinatown, one of the city's oldest neighbourhoods. Beside the stage where skinny jean-clad band members writhe and croon, urban farming co-operative Victory Gardens peddles organic vegetable seeds while an elderly Asian man dances his heart out. Chinatown's annual night market is in full swing and after two local entrepreneurs took the reins of the organizing committee earlier this year, the festivities have taken a modern turn.

The lively scene on this summer evening represents the change afoot in Canada's largest Chinatown, which took shape in the 1880s as Chinese immigrants arrived for industrial work on the transcontinental railway. The once-vibrant community was declared a historic district by the B.C. government in 1971, but over the past decade businesses have vacated, foot traffic has dwindled and Chinatown has slipped into a paralysis, not wanting to modernize and sacrifice its identity, but resisting stagnation that could lead to its demise.

In 2001, the City of Vancouver formed the Vancouver Chinatown Revitalization Committee with the mandate of rejuvenating local businesses, increasing the number of residents and reinforcing the neighbourhood as a cultural destination. The coming change has been palpable and with the arrival of taller buildings, an increasingly diverse retail landscape and a revitalized night market, it's finally tangible. According to Statistics Canada, Chinatown is home to 1,277 residents, a number that will grow due to the newly approved building-height restrictions that were once capped at 20 metres and grew to 45 metres, or 17 storeys. Two projects have been approved under the new restrictions, at 611 and 633 Main Street. One plans to include 22 social-housing units for seniors.



“Right from my office I’m watching the first residential development in years being excavated,” says Henry Tom, vice-chair of the Vancouver Chinatown Merchants Association. The association has advocated for increased residential development in the hope that new residents will patronize struggling businesses. “We saw up-zoning or some relaxation in the height restriction as stimulus,” says Tom. Bringing in more residents will help, he says, “and the currently cheap rents will bring in the more adventurous and young entrepreneurs.”

Amid change in Chinatown’s real estate and retail mix, the challenge will be to maintain its historic identity and unique character. City of Vancouver assistant planning director Kevin McNaney believes Chinatown is “on the brink of a renaissance,” but change needs to be implemented responsibly. He says city council is focused on securing social housing and has stringent development guidelines in place to protect the area’s architectural integrity. The retail mix, however, is unregulated.

Fledgling companies have been arriving to capitalize on historically low rents, resulting in a similar influx to what Tom observed during Gastown’s revitalization. Current residents and business owners have expressed apprehension toward the arrival of new businesses, concerned mainly about those that have no cultural ties to the neighbourhood’s heritage.

“Some of our members are alarmed that the Chinese-ness of Chinatown is being diluted,” Tom says. “I think the prospect of those residents coming in has spurred new businesses, some of them non-Asian. But we feel—well, most of us feel—that it’s better than empty storefronts.”

Around the corner from Tom’s office, clothing company Hey Jude Shop is establishing its first permanent storefront on Pender Street. It’s one of several new ventures that got a jump-start at The Chinatown Experiment, a retail space on Columbia Street for entrepreneurs to test their business ideas as pop-up shops. The Chinatown Experiment founder Devon MacKenzie launched the business in September 2012, and says he leased the space after doing construction work next door at consignment store Duchesse Vintage and Such. “You’re getting in on the ground floor right now,” he says. “Construction will finally go up with all of these developments and you’re in the new Gastown, basically.”

Revitalization is crucial for Chinatown’s survival, but its transformation is taking on a familiar trajectory. “From a business standpoint, obviously it’s going to be great for the neighbourhood economically if there are more people in it. It’s more of the same in Vancouver, though,” says MacKenzie. “There’s only one neighbourhood we can afford right now. Five years from now, what’s the next neighbourhood? We’re all going to be way down in Burnaby.”

To some, the change is gentrification under the guise of revitalization, but for Vancouver’s Chinatown, it was renew or relinquish.

Tourism (<http://www.bcbusiness.ca/tourism>) | Events (<http://www.bcbusiness.ca/events>)

Source URL: <http://www.bcbusiness.ca/real-estate/rejuvenating-canadas-largest-chinatown>
(<http://www.bcbusiness.ca/real-estate/rejuvenating-canadas-largest-chinatown>)



Metro Vancouver's hottest new developments of 2013



By: [Michael Aynsley](#) January 2, 2014

Have you read enough 2013 retrospective lists? Not until you've read our rundown of the hottest new home projects in the Vancouver region, you haven't!

But before we get to our list, a note on semantics: in order to qualify as a "new development" in 2013, a project had to have either celebrated its initial sales launch or a new home release in the last 12 months. So with that caveat in mind, here are the 10 most-viewed listings on BuzzBuzzHome from the past year...

[Arbutus Ridge](#)



How hot was [Arbutus Ridge](#) in 2013? So hot that more than half the homes sold in the first month — the majority of which were snatched up by purchasers who



already live within a 10 block radius of the project on Vancouver' s West Side.

Tsawwassen Shores



After virtually no growth since 1995, [Aquilini Development](#) 's [Tsawwassen Shores](#) is leading a new development boom in Tsawwassen. When fully completed, the master-planned community will introduce approximately 2,200 homes to the area and bring in an estimated 5,200 new residents.

Keefer Block



Back in May, [Solterra](#) 's golden shovels went into the ground and officially kicked off the construction of [Keefer Block](#), Chinatown' s newest community and the first part of the neighbourhood' s bold revitalization story. When it' s completed in the second half of 2014, [Keefer Block](#) will be a boutique community of 81 homes, comprised of modern flats, as well as one-, two- and three-bedroom residences.

[One Pacific](#)



Three hundred homes sold at [One Pacific](#) within the first few days of sales, making it one of the fastest selling projects in downtown Vancouver. The [Concord Pacific](#) project also generated plenty of buzz for being the first official development in Vancouver' s new [False Creek Central neighbourhood](#).

[Pacific](#)



[Point](#)



[Pacific Point](#) is a condo conversion success story. When [Bosa Developments](#) introduced the former rental units to the market as spacious and inviting new homes, buyers were quick to begin snatching up the units that overlook False Creek, English Bay and the rest of downtown.

[RedBrick](#)



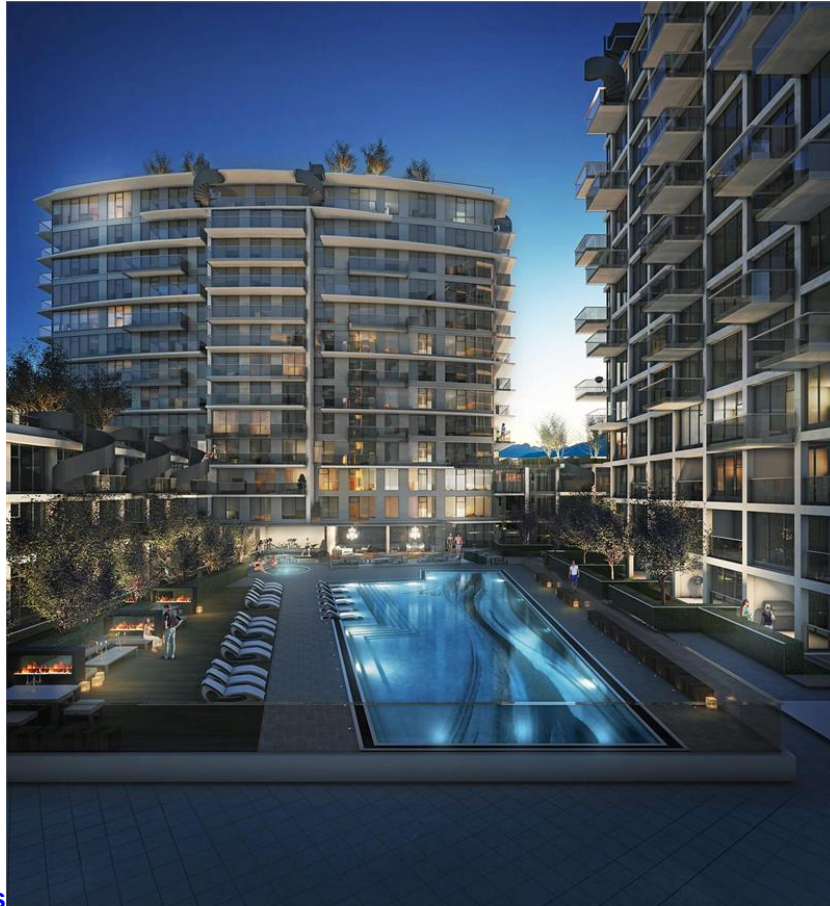
[Amacon](#) 's new Burnaby project made waves in 2013 thanks to its close proximity to urban amenities such as the Edmonds SkyTrain station, while being next door to a major trail system that runs from New Westminister to downtown Vancouver. For outdoor activities even closer to home, [RedBrick](#) residents can enjoy the private landscaped green space complete with children' s play area and barbecue terrace.

[University District](#)



We're not surprised to see this Surrey City Centre project from [Bosa Properties](#) claim such a high ranking on our list. [University District](#) is, after all, the world's first collection of fully transformable homes in a large-scale condo development. The project's many space-saving features include a kitchen storage island that can easily be converted into an eight-person dining table, and a TV and entertainment area that can be transformed into a home office or extra space for an overnight guest.

[Kensington](#)



[Gardens](#)

This will give you a sense of how hot [Westbank](#)'s [Kensington Gardens](#) project is in Southeast Vancouver: more than 5,000 people turned out for the preview event in late November. Yes, the preview event. By that point it was impossible to even buy one of the homes! When fully completed, this three-tower master-planned community will include hundreds of homes, onsite retail and five-star amenities.



Keefer

As further proof that Chinatown has become one of the most sought-after neighbourhoods in Vancouver, consider the success of [188 Keefer](#). This 21-storey condo development from [Westbank](#) saw the majority of its podium homes snatched up in a matter of hours once they hit market in the summer. Since then, the strong sales have continued as the project inches ever closer to selling out.





Solo District

2013 saw the release of **Solo District** 's second phase tower: Altus. Standing over 550 feet above the ground, Altus will be the second tallest structure in Metro Vancouver — just a few floors lower than Vancouver' s Shangri-La. Besides **Solo District** 's impressive size and scope, the project garnered attention for its world-class amenities, which will include a 5,000-square-foot rooftop amenity space.

That wraps up our 2013 year in review. Now let' s preview two new residential projects that promise to make a big splash in 2014...

Tate

on

Howe



This 342-home, 40-storey tower by [Bonds Group](#) will be located in the heart of downtown Vancouver and within easy walking distance to all the Yaletown hot spots, Robson Street shopping, the Granville entertainment district, beaches, marinas, the seawall, Stanley Park and more. The project is currently in the registration phase, and we will be sure to tell you when the homes are about to go on sale.



[Vancouver House](#)

Not far from [Tate on Howe](#) will be the [Bjarke Ingels](#)-designed top-heavy tower now officially known as [Vancouver House](#). Situated next to the Granville Bridge on-ramp at Pacific and Howe, this top-heavy tower was given final approval from Vancouver city council back in October. And while we're still a ways away from any sales release, we're sure 2014 will bring all sorts of new information on this highly anticipated mixed-use project.

TAGS [Metro Vancouver Condo Market](#)[Vancouver Condo Market](#)



KEEFER BLOCK

HERITAGE MEETS MODERN

Keefer Block

www.keeferbblock.com

By [Solterra Group of Companies](#)

189 Keefer St [Vancouver](#)

Sales from **CAD\$269,900**



Keefer Block is a new condo project by [Solterra Group of Companies](#) currently under construction at 189 Keefer St in [Vancouver](#). The project is scheduled for completion in 2014. Sales for available condos/apartments start at CAD\$269,900. The project has a total of 81 units.

Project Details

DEVELOPMENT NAME Keefer Block



BC CONDOS.NET



DEVELOPER(S) [Solterra Group of Companies](#)
BUILDING TYPE Condo/Apartment
OWNERSHIP TYPE Condominium
ADDRESS 189 Keefer St
NEIGHBOURHOOD/CITY Vancouver
STATE/PROVINCE British Columbia
POSTAL CODE V6B
PROJECT WEBSITE www.keeferblock.com
SALES CENTER PHONE #604-682-8813
SALES CENTER ADDRESS 880 Seymour St, Vancouver BC
SALES CENTER HOURS Open 12pm-6pm daily (closed Fridays)
CONSTRUCTION STATUS Construction
ESTIMATED COMPLETION Fall/Winter 2014
STATUS Selling
TOTAL NUMBER OF UNITS 81 units
NUMBER OF STORIES 10 stories
UNIT SIZES From 448 Sq Ft To 1013 Sq Ft
CEILING HEIGHTS From 8'0"
SALES COMPANY [MAC Marketing Solutions](#)
ARCHITECT(S) [Rafii Architects Inc.](#)
INTERIOR DESIGNER(S) [Occupy Design](#)
MARKETING COMPANY [MAC Marketing Solutions](#)

Prices

SALE PRICES(AVAILABLE UNITS) From CAD\$269,900

Project Summary

From Keefer Block:

Heritage meets modern in this 9 storey boutique community in the heart of Chinatown, just steps from the Keefer Hotel, Bao Bei and numerous cool shops and restaurants. Enjoy the beauty of the downtown skyline from the Keefer Block common rooftop deck with community gardens, outdoor movie theatre, lounge, fire pit, BBQ and children's play area.

Project Amenities

BBQ Area | Lounge | Children's Play Area | Garden | Rooftop Terrace

Features & Finishes

Each home has been carefully crafted down to the smallest detail and feature the best of high functional space saving design. Imported Italian Kitchens, wide plank hardwood flooring, and Carrera marble are modern touches in these open concept urban flats.



Keefer Block groundbreaking kicks off Chinatown revitalization

May 9, 2013



Under clear blue skies on Wednesday, May 2nd, [Solterra](#) 's golden shovels went into the ground and officially kicked off the construction of [Keefer Block](#), Chinatown' s newest community and the first part of the neighbourhood' s bold revitalization story.

“Chinatown has long been one of Vancouver’ s historical jewels,” said Vancouver Councillor Raymond Louie at the event. “[Keefer Block](#) is the first step of a comprehensive plan to bring it back to glory, a revitalization that combines both cultural and economic components to preserve the unique fabric and feel of Chinatown.”

Ten years in the making, it’ s a plan Louie believes will appeal not only to the people who’ ve always loved Chinatown’ s charm but also to a new, younger generation — buyers who value the area’ s rich ethnic background, proximity to a burgeoning selection of urban amenities, and excellent bang for their



homebuyer buck.

Louie was joined by over 40 members of the media, local officials and lucky homeowners who were on hand to witness this historic event and celebrate in the close-knit community.

Recognizing the importance of both preserving the past while securing the future through new homes and businesses, [Solterra](#) made a donation to the Dr. Sun Yat-Sen Classical Chinese Garden - [voted one of the world's best city gardens by National Geographic](#).

BuzzBuzzHome was on hand to snap a few pictures of the event:



Councillor Raymond Louie: “This is a very special day for all of us at [Vancouver City Council] to see the revitalization of Chinatown happen. This type of investment and project is not only great for the neighbourhood, but also for the city as a whole.”





Solterra vice-president of development and acquisitions Mike Bosa: “Everything starts with a vision and our vision for Keefer Block is to help Chinatown grow and prosper as it has for the past 100 years, create long-lasting value for our buyers with homes they can afford to buy now, and preserve the unique architectural style that defines this neighbourhood.”



When it's completed next year, Keefer Block will be a boutique community of 81 homes, comprised of modern flats, one-bedroom, two-bedroom and three-bedroom residences.





The landmark, nine storey building at the corner of Keefer and Main Street will include a phenomenal rooftop amenity complete with a lounge, fire pit, community garden and outdoor movie theatre.



For a closer look at the project, be sure to visit the [Keefer Block](#) presentation centre, open from 12pm to 5pm Saturday through Thursday at 880 Seymour Street.



Urban modernism, global sophistication

AMRITA AT KEEFER BLOCK

// BY SUSAN M BOYCE



Amrita is the first person to acknowledge that fate lent a helping hand when it came to finding her new home at Keefer Block. Fate – and her habit of taking action immediately – she makes a decision.

“The same day I decided it was time for me to move back to Vancouver after living on Bowen Island for 10 years, I opened a newspaper and there was an ad for Keefer Block.” Her smile is warm and engaging, filled with the sparkling inner glow of a person who clearly loves life and understands how to balance hard work with a playful outlook. “Something about it just hit me. I liked the modernity and finesse of the building.”

Amrita immediately hopped a ferry to Vancouver and within seconds of

stepping into the presentation centre, she discovered she’d also fallen in love with Keefer Block’s interiors. “I’m a fashion designer by profession, so things like light and colour influence me strongly. The fact these homes use all the latest finishings and innovations was hugely important to me – they embody Vancouver’s new coolness and global outlook.”

Fresh, sustainable lifestyle

A self-confessed ‘foodie’ and author of several cookbooks including *The Tastes of Ayurveda*, Amrita says she’s always gone to Chinatown for “a bit of world flavour. The Chinese use so many fresh veggies that I can always find exactly what I need – and I know it will be good quality at excellent prices.” She’s also looking forward to being just a couple of minutes from Tosi Foods, a traditional Italian retailer she describes as “the best Italian grocer there is.”

Keefer Block’s strong commitment to sustainable living, she says, was yet another positive factor. “I like the idea of having a rooftop deck with garden plots, composting, and even an outdoor theatre. I like knowing there’s a place for bikes and electric car charging stations. Even the way the building is situated on the site is all about creating a more sustainable lifestyle.”

Global outlook

A globally oriented outlook has always come naturally to Amrita. “I was born in Africa, I consider England my second home, and by the time I was 13, I’d travelled all around the world with my parents,” she says. “When my family first moved to Vancouver in 1973, it certainly wasn’t the internationally diverse city it is today. But even back then, I always loved the ethnic aspect of Chinatown and how it made me feel so grounded. Living here is going to be amazing.”

Keefer Block will be located at 189 Keefer St. in Vancouver. For more information visit keeferbloc.com or call 604.682.8813.



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For immediate release

Finalists Announced for 22nd Georgie Awards®

B.C.'s best builders, renovators, marketers inspire with excellence

BURNABY, B.C. (October 31, 2013) - The Canadian Home Builders' Association of British Columbia (CHBA BC) is pleased to announce this year's Georgie Awards® finalists, whose new home and renovation projects highlight just some of the quality, skill, professionalism and excellence in B.C.'s residential construction industry.

Presented by the Canadian Home Builders' Association of British Columbia and *BC Homes*, the Georgie Awards® showcase the best of B.C.'s residential construction industry, whether home builder, renovator, marketer, or otherwise involved in the industry. Now celebrating their 22nd year, the Georgie Awards® are nationally known for recognizing and rewarding excellence and innovation in British Columbia's home building and renovation community.

"The level of excellence and innovative designs in building and renovation by CHBA members in British Columbia is reflected in the outstanding submissions received and reviewed by our professional panel of judges. We are looking forward to an exciting evening on February 1, when the winners will be announced." said Neil Moody, CEO of the association.

The awards cover projects and products built, renovated, developed, created and/or marketed for the period of January 1, 2012 to July 31, 2013. An esteemed judging panel of industry professionals from outside B.C. recently judged all Georgie Awards® entries in an intense and exhaustive three day process.

Finalists for Customer Choice *powered by Avid®* Georgie Awards®, Single Family Production Home Builder of the Year and Multi-Family Home Builder of the Year will be announced in January 2014.



Finalists and winners will be celebrated at a black-tie awards gala with featured guests and entertainment on February 1, 2014 at the Vancouver Convention Centre West.

Tickets to the gala will be available November 2013 on www.georgieawards.ca.

The 22nd Annual Georgie Awards® finalists are:

Best Single Family Home up to 2,000 Sq. Ft. under \$500,000 - Production

Domae Enterprises Summit Residences Inc. for *Summit Residences*, Abbotsford
 East Kootenay Milestone Homes Inc. for *2030 Golden Eagle Dr*, Sparwood
 Portrait Homes Ltd. for *Hampstead*, Maple Ridge
 Talisman Homes Ltd. for *Resort Living*, Tsawwassen

Best Single Family Home over 2,000 Sq. Ft. under \$750,000 - Production

Genex Development Corporation for *Southbrooke*, Surrey
 Noura Construction Limited for *Platinum Rose Estates*, Coquitlam
 Talisman Homes Ltd. for *Resort Living I*, Tsawwassen
 Talisman Homes Ltd. for *Resort Living II*, Tsawwassen
 Saiya Developments Ltd for *The Roof*, North Vancouver
 Sopka Development Corporation for *Esquimalt*, West Vancouver

Custom Home valued under \$750,000

Tavan Developments Ltd. for *Quilchena Classic*, Vancouver
 Converge Construction for *White Rock Ocean View*, White Rock
 Clay Construction Inc. for *Kitsilano Living*, Vancouver
 Blackfish Homes for *Esquimalt*, West Vancouver
 Roadhouse Homes Ltd. for *Jone's Place*, Vancouver

Custom Home valued between \$750,000 - \$1,500,000

Rockridge Developments Inc. for *Point Grey Craftsman*, Vancouver
 Urban Core Ventures for *The "Dwell" on Despard*, Victoria
 Tamlin Homes for *The Gambier*, Gambier Island
 T S Williams Construction Ltd. for *The Horizon*, Nanaimo
 Coastal Construction for *Sidney by the Sea*, Sidney

Custom Home valued between \$1,500,000 - \$3,000,000

Best Builders Ltd. for *Sentinel*, West Vancouver
 Boda Construction Ltd. for *West Van Haven*, West Vancouver
 Paramax Homes for *The Grove*, West Vancouver
 Coastal Construction for *Marina Residence*, North Saanich
 Associate company *Zebra Design Group*
 Blue Ice Construction Limited for *Northlands*, Whistler

Custom Home valued over \$3,000,000

Tavan Developments Ltd. for *Shaughnessy Charm*, Vancouver
 Eurohouse Group for *Millstream Residence*, West Vancouver
 Tavan Developments Ltd. for *Adera Radiance*, Vancouver
 Jade Lion Estate Homes for *Jade Lion Estate*, Surrey
 Boda Construction Ltd. for *Moonlight Beauty*, West Vancouver

Best Townhouse Development

Alchemy Construction Ltd. for *Lonsdale Contemporary*, North Vancouver
 Adera Development Corporation for *Breeze - Phases 3 - 5*, South Surrey
 Ankenman Marchand for *Heritage Townhouse Residence*, Vancouver



Anthem Properties for *The Rockwoods*, Surrey
 Monterra Builders for *The Timbers*, Courtenay

Best Multi-Family Low Rise Development

Adera Development Corporation for *Sail - Building 1*, Vancouver
 Porte Development Corporation for *Origin*, Burnaby
 Oris Consulting Ltd. for *REMY*, Richmond
 Associate Company *Penta Builders Group*
 BC Housing Management Commission for *Linden Tree Place*, Vancouver

Best Multi-Family High Rise Development

Epta Properties Ltd. for *Avra*, White Rock

Best Residential Renovation \$100,000 - \$299,999

Nordic Projects Ltd. for *Dawn Drive Residence*, Delta
 Klondike Contracting for *Hillside Home*, North Vancouver
 Kenorah Construction & Design Ltd. for *Family First*, Surrey
 Sasen Design & Development Inc. for *Heritage Exterior Facelift*, New Westminster
 Roadhouse Homes Ltd. for *Oxford Re-Qualified*, Burnaby

Best Residential Renovation \$300,000 - \$499,999

Lacey Developments Ltd for *Embley Residence*, Tsawwassen
 Best Builders Ltd. for *Reviving the 70's*, South Delta
 Associate Company *Sarah Gallop Design Inc.*
 Upward Construction & Renovation Ltd. for *Northwood*, West Vancouver
 Shakespeare Homes & Renovations for *Panorama*, North Vancouver
 Associate Company *Sensitive Design*
 Naikoon Contracting Ltd. for *1975 Parker Street*, Vancouver

Best Residential Renovation \$500,000 - \$799,999

My House Design/Build Team Ltd. for *Suite Escape*, West Vancouver
 Best Builders Ltd. for *Garden House*, Vancouver
 Associate Company *Architrix Design Studio Inc.*
 reVISION Custom Home Renovations Inc. for *The House Fit for "Sonny and Claire"*, Vancouver

Sasen Design & Development Inc. for *Burnaby Transformation*, Burnaby
 Sarah Gallop Design Inc. for *Green with Envy*, Delta

Best Residential Renovation \$800,000 and Over

Best Builders Ltd. for *West Van Getaway*, West Vancouver
 JDL Homes Vancouver for *Waterloo Heritage*, Vancouver
 Associate Company *Modern Classic Building Solutions Inc.*
 Shakespeare Homes & Renovations for *Mountain Hwy*, North Vancouver
 Associate Company *Sensitive Design*
 Vision Built Construction Ltd. for *West Side ReVision*, Vancouver
 TQ Construction Ltd. for *Seclusion*, West Vancouver

Best Kitchen Renovation under \$100,000

Schreyer Construction Ltd. for *Cedar Ridge Home*, Whistler
 Klondike Contracting for *Neufeld Residence*, Vancouver
 Kenorah Construction & Design Ltd. for *Family First*, Surrey
 Sarah Gallop Design Inc. for *Green with Envy*, Delta
 Sarah Gallop Design Inc. for *Magic Metamorphosis*, Delta
 Associate Company *New Vision Projects*

Best Kitchen Renovation over \$100,000

Copper Creek Homes for *Pol Residence*, Langley



Euro Canadian Construction Corporation for *Beach Kitchen*, Vancouver
 My House Design/Build Team Ltd. for *Suite Escape*, West Vancouver
 Boda Construction Ltd. for *Edgemont Natural*, North Vancouver
 Vision Built Construction Ltd. for *kit-CHIN Renovation*, Vancouver

Best Condo Renovation under \$300,000

Klondike Contracting for *Neufeld Residence*, Vancouver
 RJR Construction Management Ltd. for *Emmerton/Cronin*, Vancouver
 reVISION Custom Home Renovations Inc. for *Downtown Flow*, Vancouver
 Upward Construction & Renovation Ltd. for *Bellevue*, West Vancouver
 TQ Construction Ltd. for *The Eighties Townhouse*, North Vancouver

Best Condo Renovation over \$300,000

Euro Canadian Construction Corporation for *Beach Condo*, Vancouver
 LOTOS Construction for *Marinaside*, Vancouver
 Rockridge Developments Inc. for *Harbour One*, Vancouver
 Beyond Beige Interior Design for *The Hamilton Project*, Vancouver
 Associate Company *Craftworks Construction Inc.*
 Warmbuilders & Construction Mgmt. Ltd. for *Goldenwood*, Whistler

Best Renovation - Any Room

Schreyer Construction Ltd. for *Cedar Ridge Home*, Whistler
 Icon Developments Ltd. for *Drift*, Ucluelet
 TQ Construction Ltd. for *Deer Lake Spa Bath*, Burnaby
 B Cubed Construction Ltd. for *Sunset Drive*, Salt Spring Island
 Sarah Gallop Design Inc. for *Green with Envy*, Delta

Best Multi-Family Kitchen

Solterra Development Corporation for *Keefer Block*, Vancouver
 Solterra Development Corporation for *Sun at 72*, Surrey
 Kooney Homes Ltd. for *Zen Townhomes - Phase 1*, Surrey
 Adera Development Corporation for *Sail*, Vancouver
 Forge Properties for *Royce*, White Rock
 Associate Company *Fifth Avenue Real Estate Marketing Ltd.*

Best Single Family Kitchen under \$100,000

Ritchie Contracting and Design Ltd. for *The House That Rose Built*, Penticton
 Tavan Developments Ltd. for *Quilchena Classic*, Vancouver
 My House Design/Build Team Ltd. for *Modern Tranquility*, West Vancouver
 Urban Core Ventures for *The "Dwell" on Despard*, Victoria
 Paramax Homes for *The Baughen Kitchen*, North Vancouver

Best Single Family Kitchen over \$100,000

Eurohouse Group for *Millstream Residence*, West Vancouver
 Tavan Developments Ltd. for *Classic Beauty*, Vancouver
 Tavan Developments Ltd. for *Adera Radiance*, Vancouver
 Odenza Homes Odenza for *Ultimate Kitchen*, Vancouver
 Paramax Homes for *Grove Kitchen*, Vancouver

Best Master Suite - New or Renovation

Schreyer Construction Ltd. for *Cedar Ridge Home*, Whistler
 Jade Lion Estate Homes for *Jade Lion Estate*, Surrey
 Eurohouse Group for *Millstream Residence*, West Vancouver
 Tavan Developments Ltd. for *Shaughnessy Charm*, Vancouver
 B Cubed Construction Ltd. for *Sunset Drive*, Salt Spring Island

Best Interior Design Display Suite - Single Family or Multi-Family



Solterra Development Corporation for *Keefer Block*, Vancouver
 Kooney Homes Ltd. for *Zen Townhomes - Phase 1*, Surrey
 Censorio Development Corporation for *Elliot Street*, New Westminster
 Forge Properties for *Royce*, White Rock
 Associate Company *Fifth Avenue Real Estate Marketing Ltd.*
 Fifth Avenue Real Estate Marketing Ltd. for *Canvas*, Surrey

Best Interior Design Custom Residence - New or Renovation

Schreyer Construction Ltd. for *Cedar Ridge Home*, Whistler
 Beyond Beige Interior Design for *The Hamilton Project*, Vancouver
 VictorEric Design Group for *Noble Residence*, Vancouver
 Sarah Gallop Design Inc. for *Reviving the 70's*, Delta
 Associate Company *Best Builders Ltd.*
 Coastal Construction for *Marina Residence*, North Saanich

Best Innovative Feature - New or Renovation

Eurohouse Group for *Millstream Residence*, West Vancouver
 Alchemy Construction Ltd. for *Lonsdale Contemporary*, North Vancouver
 Best Builders Ltd. for *Sentinel*, West Vancouver
 Beyond Beige Interior Design for *Arbutus Luxury*, Vancouver
 Atira Women's Resource Society for *Recycled Shipping Container Housing Development*, Vancouver

Best Landscape Design

Solterra Development Corporation for *Sun at 72*, Surrey
 Portrait Homes Ltd. for *Hampstead*, Maple Ridge
 Noura Construction Limited for *Platinum Rose Estates*, Coquitlam

Best Outdoor Living Space - New or Renovation

Ritchie Contracting and Design Ltd. for *The House That Rose Built*, Penticton
 Solterra Development Corporation for *Dolce*, Vancouver
 Urban Core Venture for *The "Dwell" on Despard*, Victoria
 Houston Landscapes for *Private Residence - Edgemont Village*, North Vancouver
 Sarah Gallop Design Inc. for *Green with Envy*, Delta

Best Project Identity

Solterra Development Corporation for *Keefer Block*, Vancouver
 RDC Fine Homes Inc. for *The Valkyries*, Squamish
 Kooney Homes Ltd. for *Zen Townhomes - Phase 1*, Surrey
 Forge Properties for *Royce*, White Rock
 Associate Company *Fifth Avenue Real Estate Marketing Ltd.*
 Anthem Properties for *The Rockwoods*, Surrey

Best Advertising Campaign

Solterra Development Corporation for *Keefer Block*, Vancouver
 Forge Properties for *Royce*, White Rock
 Associate Company *Fifth Avenue Real Estate Marketing Ltd.*

Best Sales Centre

Century Group for *3 Civic Plaza*, Surrey
 Solterra Development Corporation for *Keefer Block*, Vancouver
 Kooney Homes Ltd. for *Zen Townhomes - Phase 1*, Surrey
 Censorio Development Corporation for *Elliot Street*, New Westminster
 Forge Properties for *Royce*, White Rock
 Associate Company *Fifth Avenue Real Estate Marketing Ltd.*

Best Corporate Website



Censorio Development Corporation for *www.censorio.com*
 Forge Properties for *www.royceliving.com*
 Associate Company *Fifth Avenue Real Estate Marketing Ltd.*
 Fifth Avenue Real Estate Marketing Ltd. for *www.liveatcanvas.com*
 Upward Construction & Renovation Ltd. for *www.upwardconstruction.ca*

Best Environmental Initiative

Ritchie Contracting and Design Ltd. for *Penticton Indian Band Eco Sage Housing Project*, Penticton
 Adera Development Corporation for *Sail*, Vancouver
 Porte Development Corporation for *Origin*, Burnaby
 Atira Women's Resource Society for *Recycled Shipping Container Housing Development*, Vancouver
 Portrait Homes Ltd. for *Hampstead*, Maple Ridge

Best Public-Private Partnership

BC Housing Management Commission for *Skwachay Healing Lodge*, Vancouver
 Ritchie Contracting and Design Ltd. for *Penticton Indian Band Eco Sage Housing Project*, Penticton
 Atira Women's Resource Society for *Recycled Shipping Container Housing Development*, Vancouver
 CHBA Central Interior for *2013 Training House*, Kamloops
 Intracorp Projects Ltd. for *John Yeoman's Place*, Vancouver
 Associate Company *BC Housing Management Commission*

Salesperson of the Year in New Home Construction

Adriana Cikojevic for Forge Properties, *Royce*, White Rock
 Associate Company *Fifth Avenue Real Estate Marketing Ltd.*

Marketing Campaign of the Year

Forge Properties for *Royce*, White Rock
 Associate Company *Fifth Avenue Real Estate Marketing Ltd.*

Residential Community of the Year

Solterra Development Corporation for *Sun at 72*, Surrey
 Porte Development Corporation for *Origin*, Burnaby
 Benchmark Homes for *Ascot*, Langley
 Portrait Homes Ltd. for *Hampstead*, Maple Ridge

Custom Home Builder of the Year

Tavan Developments Ltd., Vancouver
 Best Builders Ltd., Delta
 Clay Construction Inc., Vancouver

-30-

For more information:

Lauren Carter
 604.603-8442
lauren@georgieawards.ca

About the Georgie Awards®

The Georgie Awards®, Canada's premier housing awards program, are owned by the Canadian Home Builders' Association of British Columbia (CHBA BC). For the past 22 years, the Georgie Awards® have showcased the high quality and calibre of British Columbia's home building and renovation community. The Awards are provincial in scope and highlight the commitment and dedication to the building excellence and high standards that CHBA BC member companies strive to uphold.



I ♥ THE FINER THINGS

Hardwood Floors, Authentic Marble Tile, European Appliances, Italian Designed Cabinetry



KEEFER BLOCK

HERITAGE MEETS MODERN

Priced from **\$269,900**. Located in **Historic Chinatown**.
81 Boutique Modern Flats, 1, 2 and 3 Bed.

Solterra Presentation Centre & Keefer Display Suite
880 Seymour Street, Downtown Vancouver

OPEN EVERYDAY (EXCEPT FRIDAYS) 12PM - 6PM

solterra
(Keefer) Limited Partnership

keeferbloc.com 604.682.8813

Multiple Realty Ltd.

EVERYTHING YOU WANTED TO KNOW ABOUT KEEFER BLOCK... and more!

THE NEIGHBOURHOOD – This rapidly transforming neighbourhood has been buzzing in the last few years. If you visited this summer's Chinatown Night Market on Keefer Street, you know exactly what we mean. A refreshing energy is moving through these historic streets with new shops and restaurants popping up on every corner. In the last few years tons of young, vibrant entrepreneurs have invested in this neighbourhood and won. It's a perfect combination of authentic Chinatown businesses mixed with trendy and delicious new hot spots to visit. Compare this value with the downtown core – and you know why more and more people are investing and moving to Chinatown. It is a vibrant, pedestrian orientated community centrally located, with Gastown, False Creek and Downtown located just minutes away. Not to mention a variety of transit options.

THE BUILDING – You definitely get what you pay for! Keefer Block is an exclusive 81 unit high quality boutique building destined to become a Chinatown Landmark. A building where you'll recognize faces in your elevator and get to know your neighbour and his dog by name. Each home comes with a balcony and all 1 and 2 bedroom homes

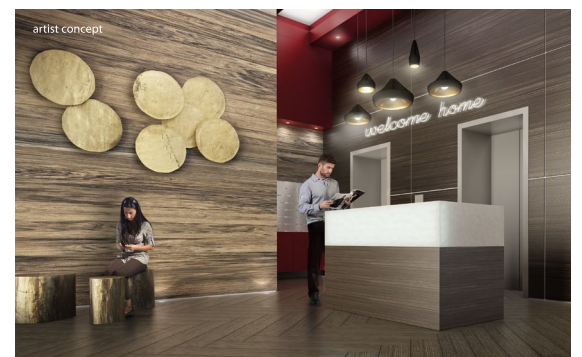
have parking included (no need to pay extra for this!) Keefer Block's amazing rooftop area has a variety of social settings including: community gardens, bbq outdoor kitchenette, fire pit, children's play area, and a unique, first of its kind outdoor movie theater. Did we mention the rooftop's 360 degree view of our gorgeous city? While we're on the topic of views, Keefer Block homes also offer some breathtaking views of the water, mountains and sparkling city lights.

THE INTERIORS – Keefer Block's interiors are amazing with intelligent, well thought out floorplans and gorgeous finishings. You know that feeling of when you touch something that is high quality - it just feels good. This is what you experience throughout the Keefer Block home; starting from the engineered hardwood flooring, Italian designed 'joint fold lift' kitchen cabinetry (you'll just have to come to the presentation centre to check out exactly what that means), quartz countertops, full height backsplashes, to an amazing full pivoting kitchen faucet (again, you need to see this firsthand to see what we mean). The Keefer Block kitchen offers gourmet European appliances including a gas range and integrated fridge and dishwasher. You're gonna love these homes.



The James Bond style murphy bed has everyone talking.

They've also designed these residences to be completely efficient and livable. The multi-function James Bond style murphy bed has everyone talking. Imagine having a shelf with all of your beloved personal belongings displayed on it. Now imagine twisting that shelf 180 degrees secretly revealing your bed. The best part is all your precious items stay in perfect position on the shelf (which is now hidden), absolutely amazing!



Keefer Block's lobby. A true representation of the quality that homeowners will encounter throughout the building.

THE BUILDER – Solterra takes great pride in offering high-end homes and paying attention to every little detail. There's a reason why this developer has won over 50 builder awards. Their recent high-rise project located in Downtown Vancouver won a Gold Georgie® Award for High Rise Residential Community of the Year.

THE PROGRESS – The ground breaking ceremony took place on May 7th and was attended by over 40 members including media, city officials, the Chinatown Business Improvement Association and the lucky soon-to-be homeowners. Expected to be completed by Fall of 2014, Keefer Block will be one of the very first buildings of its kind in Chinatown. To the wise investor and homeowner, that's a good thing. They know about the value of purchasing not only one of the first buildings to arrive in a robust and vibrant neighbourhood, but one that is constructed by an award winning, extremely high quality builder.

THE DISPLAY HOME – The display home is located at the Solterra presentation centre on the corner of Seymour and Smith (880 Seymour Street). It is open to the public everyday except for Fridays from 12pm to 6pm. They have a completely furnished showhome where you can touch, experience and experiment with all the cool features we mentioned above to get an idea of how truly fabulous these homes are.

Visit Keefer Block online today at www.keeferbloc.com or call for more information at 604.682.8813



Keefer Block will be one of the FIRST buildings of its kind in this rapidly growing vibrant community.



BC CONDOS.NET



This is a paid advertisement.

Georgies turn 22

Awards

BY STEVEN THRENDYLE, SPECIAL TO THE SUN DECEMBER 6, 2013



Fifth Avenue Real Estate Marketing has earned praise for its work with the luxury Royce development in White Rock.

Photograph by: Oliver Rathonyi-Reusz

Home building in British Columbia encompasses an almost limitless array of designs for a vastly diverse population with countless needs and desires.

A successful house project is far greater than the sum of its parts. The lot, foundation, frame, roof, doors, windows, bedrooms, living spaces, kitchens and storage rooms are transformed into that most magical of places — a home.

The Canadian Home Builders' Association of British Columbia (CHBA BC) has just announced its Georgie Awards finalists in 45 different categories. From Custom Home Builder of the Year to Best Environmental Initiative, each nominee illustrates the CHBA's motto: "Where inspiration comes home."

The awards focus on exceptional design, on innovation, housing affordability, sustainability and urban land use, adding categories each year to reflect changes in the industry.

"The level of excellence and innovative designs in building and renovation by CHBA members in British Columbia is reflected in the outstanding submissions received and reviewed by our professional panel of judges. We are looking forward to an exciting evening on Feb. 1, when the winners will be announced," said Neil Moody, CEO of the association.



To be eligible, projects or products must be built, renovated, developed, created and/or marketed for the period of Jan. 1, 2012 to July 31, 2013. An esteemed judging panel of industry professionals from outside B.C. recently judged all Georgie Awards® entries during an intense and sometimes exhausting three-day process.

The range of locations is as diverse as the projects themselves: Homes on the North Shore, Vancouver, Burnaby and Surrey are nominated, but so, too, are dwellings from Kamloops to Ucluelet, from Penticton to Whistler, and from Maple Ridge to Sparwood.

Perhaps what's most remarkable is the range of housing styles that are celebrated at the Georgies. There are production homes and custom homes in a whole range of prices. A wide array of interior designs and renovations are highlighted — hardly surprising given that home renovation is an \$8 billion a year industry in B.C.

Homes of almost unimaginable luxury — true glossy magazine-worthy dream homes or custom renos — are obvious candidates. But there's also enormous initiative and innovation shown in public/private partnerships such as the Recycled Container Housing Development for the Atira Women's Resource Society in Vancouver's Downtown East Side and the Eco Sage Housing Project on land administered by the Penticton Indian Band.

The 2013 finalists can be viewed at: www.georgieawards.ca Several home builders, designers, and developers are up for multiple Georgie Awards for their efforts over the past twelve months. Sarah Gallop Design Inc has two finalists in the Best Kitchen Renovation Under \$100,000 category as well as Best Interior Design for a Custom Residence, Best Outdoor Living Space, and Best Residential Renovation, \$500,000 — \$799,000. Gallop describes her design philosophy as being “a very practical approach. Beautiful spaces are great, but they need to function well first and be beautiful after that. Some people think you can't have both and I challenge that — good design doesn't have to be unaffordable or uncomfortable.”

And clearly, the Georgie judging panel agrees.

Many of the reno projects are given names to distinguish themselves from each other. Gallop Designs' Green with Envy, Magic Metamorphosis and Reviving the 70s were all whole-home renovations in Tsawwassen, while Suite Escape is located in West Vancouver. Gallop says, “I'm proud of these projects because they are all a bit different, and they were such a team effort. It's an amazing feeling to see the vision we have in our head be created in real life — we really have the best job out there.”

For Gallop, whose firm has taken home four Georgies in the past, winning a Georgie is good motivation to push a little harder. “We challenge each other to be better and we celebrate our successes together.”

The ultimate goal, though, is that the client is “over the moon” with the finished project. “Recognition is the icing on the cake that does make things just a little bit sweeter.”



- The Solterra Group of Companies is no stranger to Georgie fame, having won dozens of awards since first opening for business fifteen years ago. According to spokesperson Laura Rizzo: “Solterra specializes in boutique communities with distinct, unique architecture. No two Solterra communities are alike. We would rather do only two or three communities per year, and make them distinct rather than follow a cookie-cutter approach, and keep duplicating the same style homes.

“The Solterra team is very community-minded, creative, loves architecture, and loves home building. We look for real estate development opportunities where we can add value and something special to the neighbourhood mix.”

Indeed, two of its Georgie-nominated projects illustrate this diversity. Sun at 72 in Surrey’s Clayton Heights seeks to bring a “little bit of Kitsilano” to an area dominated by Craftsman style developments. Rizzo says: “Sun at 72 is a vibrant community of 89 townhomes and duplexes. Strong linear lines and a contemporary flat roof with dramatic overhangs and cedar accents are both beautifully designed and functionally practical.”

Contrast Sun at 72 with Solterra’s Keefer Block; a boutique nine-storey concrete building comprised of 81 residences in the heart of Vancouver’s historic Chinatown. “Keefer Block is the marriage of old and new, and is characterized by its unique combination of heritage buildings, Chinese produce stores, bakeries, butchers, traditional herbs stores, and now, new developments with convenient services such as banks, rapid transit, restaurants and retail shops,” Rizzo says.

She continues: “We are honoured that Sun at 72 was nominated for Best Residential Community of the Year, and for Keefer Block, Best Interior Design and Best Kitchen. Garnering awards from respected associations is important to us as it gives our homeowners a re-assurance that their homes and communities offer something special and unique, and have been identified as standing apart from other communities and developments by trusted experts in the industry.”

- Mark Belling, President of Fifth Avenue Real Estate Marketing, has been involved with the Georgies since 1994, at a time when “home builders, developers, and marketers all had a serious credibility problem with the public. We felt that in branding the Georgies, we would be handed an opportunity to create a stronger industry through rewarding excellence and professionalism — because not all houses or developments are created equally.”

He continues: “Home construction and development have a great many moving parts which includes not just interior designers, home builders, and developers but goes all the way up to include municipal planners, councillors and neighbourhood groups. Marketing is now a very collaborative process which starts with the elements of great design. The best projects truly stand and are able to get a commitment from the prospective purchaser that living here, in this community — wherever it might be — is going to improve my life and move it forward.”

Belling’s example of these values is Royce, a stunning collection of 80 West Coast style luxury residences located high above the Pacific Ocean in White Rock. A finalist for Best Project Identity, Best Advertising Campaign, Best Sales Centre, and Best Corporate website, Fifth Avenue Marketing



has elevated the art of storytelling in a standout way. As Belling says: “Our presentation centre is like comparing the first-class lounge at an airport to the general boarding area. It is a project that holds nothing back when it comes to a functional, beautiful, luxurious living space.” Indeed, Fifth Avenue’s Adriana Cikojevic is a finalist for Salesperson of the Year, truly a testament to the effort Fifth Avenue has put in to marketing the Royce file.

- Based on the North Shore, this is the first time that Paramax Homes has entered the competitive fray. Owner Gary Tiwana says: “We entered into four categories and are nominated for three! It is really important that good quality work gets recognized as we feel it will keep the standards of this industry high.

For more than a decade, Paramax Homes has been a respected name in the homebuilding industry. Located in West Vancouver, Tiwana describes The Grove: “The vision was to create a luxury home built with simple and very high quality materials. The client wanted a spectacular entertainment space where the transition from indoor and outdoor living was seamless. The home was designed for luxury entertaining, but has an overwhelming feeling of warmth and functionality perfect for any family to live in.”

Tiwana on the hope for success: “We are always working to be the pacesetters for our industry and being nominated for this award will reinforce we are on the right path. Every member of our team plays an important role, not only in the ongoing success of our business, but in the seamless progress of every single project.”

- 2013 was an outstanding year for Sail and Breeze, two highly innovative, environmentally progressive projects from Adera Development. No stranger to the Georgie podium, Norm Couttie believes that “recognizing good work helps motivate all developers. When a home builder sets a high benchmark for quality work, and that level of excellence is recognized, it motivates us to continue to reach for that high level. Competition helps spur innovation.”

Nominated for Best Townhouse Development, Best Multi-Family Low-Rise, and Best Environmental Initiative, Adera has long been an industry leader in sustainable development.

Couttie says: “Going green isn’t always an easy process, but it can be done even in incremental steps. As with all business initiatives, some steps are easily attainable and others require a more advanced commitment. But a focused effort over time always has a meaningful impact.”

And while markets shift as baby boomers age and downsize, Adera has found its niche in the smartphone generation. Couttie says that “While almost anyone will find an Adera home appealing, our demographic of buyers is largely people in their late 20s to 40s. We’ve shifted our marketing focus to reach these buyers, largely through social media networks — it’s all about starting and maintaining a conversation with our potential buyers. In addition to our website, we are on almost every social media platform from Facebook to LinkedIn, Twitter, Flickr, YouTube and Google Plus. We also have a blog, produce videos, and have our own iPhone app, which lets people scan ads and then see 3D floor plans and projections of Adera homes.”



So, there you have it. Maybe there will be a category for “Best Social Media Strategy” at some point in Georgies’ future.

Watch for the winners to be announced on Feb. 1, 2014.

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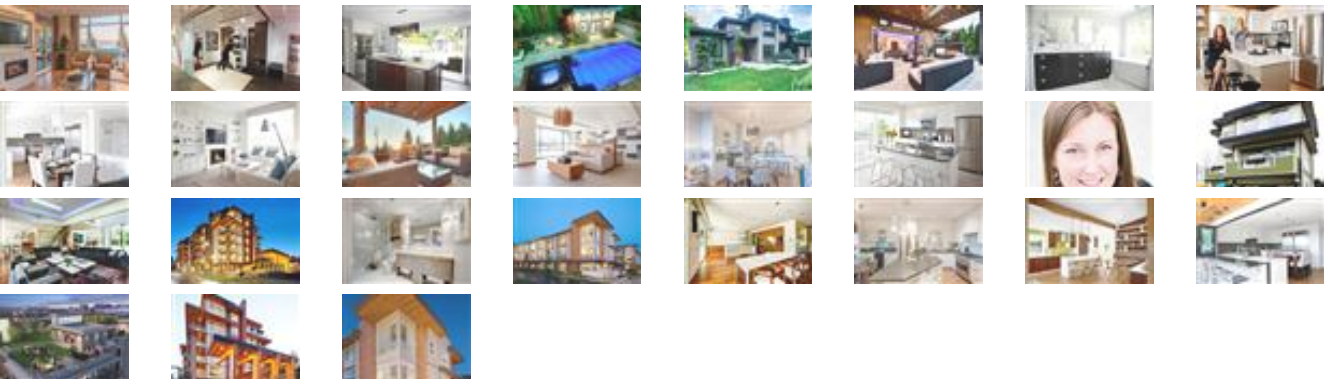
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Fifth Avene Real Estate Marketing has earned praise for its work w ith the luxury Royce development in White Rock.

Photograph by: Oliver Rathonyi-Reusz



Buildings to soar over Chinatown after Vancouver lifts height restrictions

ROD MICKLEBURGH

VANCOUVER — The Globe and Mail

Published Sunday, Feb. 24 2013, 9:19 PM EST

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Acclaimed author Wayson Choy remembers the way Chinatown used to be.

“A street mix of smells, of fresh crates of vegetables being loaded and ready to be trucked away, the hissing of a laundry,” Mr. Choy recalled Sunday, of his time growing up there during the 1940s.

“All the buildings seemed high to me, though they were no more than two to five storeys, with painted-numbered doors or warehouse-size openings. It was a heartbeating place, filled with activity.”

But the smells and sounds of Mr. Choy’s boyhood are long gone, along with the gambling dens, rundown rooming houses, marvellous neon signs and cheap eateries. More recently, the people have been disappearing, too.

Amid the grand old heritage buildings of the past, shops have been closing, and veteran merchants are struggling to stay afloat. Now, increasingly desperate to survive as more than a museum piece, North America’s second-largest Chinatown is about to undergo a dramatic change. It’s going tall.

For the first time, buildings as high as 17 storeys are destined to loom over the storied, low-rise area. In a unanimous vote last week, Vancouver city council approved the first rezoning application to emerge from the lifting of Chinatown’s long-time height restrictions. The proposed development on the southwest corner of Main and Keefer will have a seven-storey, mixed-use building along the street, with a 17-floor residential tower at the rear.

A second high-rise proposal for a 16-storey building on the same block is expected to be given a council thumbs-up on Wednesday.

The coming towers represent the most significant deviation from Chinatown’s traditional look since its origins more than a hundred years ago.



“For better or for worse, Chinatown will be different, absolutely,” said urban design consultant Brent Toderian, who presided over the policy change during his time as chief city planner. “But the community didn’t want to preserve the status quo. Chinatown needed change.”

Proponents hope the influx of residents from the 350 or so condo apartments will revive the area, bringing what everyone seems to call “body heat” back to Chinatown.

Indeed, apart from Downtown Eastside social-housing activists who fear the move will increase land values and rents in their adjacent neighbourhood, pro-development feeling is strong, even among those who have fought for years to preserve Chinatown’s heritage.

Nonetheless, their support is tinged with reservations and regret.

“I don’t really agree with the height of those buildings, but I accept it,” said 77-year-old Fred Mah of the area’s Heritage Buildings Association. “We want people to return to Chinatown, to live and shop there again. I just wish the designs had more cultural characteristics.”

Chinatown architect Joe Wai said renewal has long been hampered by the area’s heritage zoning. “The notion of increased density and redevelopment is overdue. It’s a big change, but it’s needed.”

Still, Mr. Wai acknowledged that he worries the buildings may overwhelm the “look and feel” of Chinatown. “We don’t want to emulate Shanghai. Our Chinatown is unique.”

As for Mr. Choy, he noted that “sentiment causes us to ache for the old places, but who can stop growth?”

The new height levels result from a dozen years of consultation with the local community. An earlier plan to allow 30-storey buildings was abandoned.

“It’s an honourable compromise,” said Mr. Toderian, noting the towers are destined for busy Main Street, rather than the heart of Chinatown. “Change is always risky, but all Chinatowns are facing challenges. You can’t cast them in amber. If they don’t evolve, sometimes they die.”

At Jack’s Chinese Herbs and Acupuncture on Main Street, meanwhile, the proprietor was meticulously weighing out his packets of traditional herbs. He shrugged off his shop’s pending displacement. Added his friend, Michael Li: “It’s a different world. Change goes on.”





The show suite's wood-panelled kitchen has bi-fold cabinets lining the walls opposite the living room.



Elegant finishings are a backdrop to the edgier elements, including a bright neon 'open' sign.



The European-style bathroom vanity features open and covered storage space.

Opening up to the possibilities

Flexibility is key to the design of Solterra's 81-unit Chinatown project

Mary Frances Hill

SUNDAY
HOMES
WRITER



Project: The Keefer Block

What: 81 one-, two- and three-bedroom homes in nine storeys

Where: 189 Keefer St. (Keefer and Main)

Residence size and prices: 448 — 1,013 sq. ft; from \$249,900

Builder and developer: Solterra Group of Companies

Sales centre: 880 Seymour St.

Hours: Open for previews by appointment only. Call 604-682-8813 or email sales@keeferbldg.com

Jennifer Eden imagines the kind of person who would live at the corner of Chinatown's Keefer Street and Main: a liberal, social adventurer with an appetite for modern art, travel and cultural experiences.

This is a person who is most likely to see the beauty in an old heritage sign, or the gentle curves and details of Chinatown's architecture.

This is a person who embraces even the smallest details of local history, the ethnic diversity and all the options involved in living a short walk from the False Creek seawall, downtown and Gastown.

"I think a Keefer Block resident is part of the genre that lives a curated life," says Eden, the principal of Occupy Design and the designer of the display suite for Solterra's Keefer Block, a building in construction at the corner of Keefer and Main streets.

"They aren't looking for excess; it's quality over quantity. They want to be in a beautiful space, surrounded by objects that bring them joy."

The movable walls of the bedroom are the magnet in the suite. Made of frosted glass, the wall panels can be quietly pushed back to open the room up. To help visitors imagine the room's options, Eden and Solterra added a Murphy bed in the room. Open the bed and close the walls for privacy; close the bed and the unit releases a table. Open the walls, and the entire apartment is a welcome, inviting space for guests.

Directly opposite, an elegant wood-panelled kitchen, with deep bi-fold cabinets lines the wall. The elegant lines continue in the bathroom vanity, a large European-style piece with open and covered storage space.

"The vanity was a story about bal-



The presentation suite features movable frosted-glass walls that can be closed to create bedroom privacy, or pushed back to open up the space. PHOTOS: STEVE BOSCH/PNG

ance," she says. "I wanted to create something that had some real design aspect to it and got your attention, but I did not want to sacrifice usable space and storage."

Eden set the elegant finishings as a backdrop to some edgier, fun elements in the suite. A bold neon "open" sign stretched across a living room wall, she says, "was a risky

piece to put in a display home but I couldn't be happier with how it turned out. It's unexpected and fun, and I hope it inspires homeowners to take risks in their own spaces."

Eden's work in the suite is a direct reflection on how she feels about ever-evolving Chinatown.

"I love not only being a witness but being able to be a part of the

evolution of a neighbourhood that already has so much going for it, but still so much more potential, it is truly something special and certainly adds fuel to the creative fire."



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



Unexpected finds from bike tables to Murphy beds

by [Janet Smith](#) on Oct 16, 2013 at 11:16 am



Murphy-bed magic

It's the kind of magically functioning Murphy bed that James Bond himself would have loved. At Solterra's new Keefer Block condos in Chinatown (above), what looks like a simple display shelf or book case for personal belongings suddenly transforms. When you twist it 180 degrees, it reveals the hidden fold-down bed—without disturbing any of the items on the shelves. The 007-worthy trickery doesn't end there, however: spin the shelf back, and one of its partitions will convert into a dining table. Right now, this shape shifter comes as an upgrade to the development's multifunctional one-bedroom homes—and as you can imagine, with urban dwellers hungry for flexible spaces, it's been a hit.



Get into the grain

Solid teak stools, left to look like knotty, gnarled little stumps, serve a plethora of purposes in a contemporary condo. In EQ3's latest catalogue, one is shown in a sleek, white carpeted room, alongside a white-linen-like sofa with aluminium legs and a leather chair. Acting as instant seating, a coffee table, or an end table, they also offer a natural, organic offset to even the most modular furnishings. At EQ3 (2301 Granville Street) this fall, find them for \$199. They come in basic cylinder and rectangle shapes, but we like the rounded Mushroom stool, as well as the primitive Square stool, with its notched-out legs.



Divine divider

In a small urban space, pop-up privacy comes at a premium. That's why we're loving IKEA's new Jordet room divider. Made of powder-coated white steel, it comes with a removable white and grey dotted textile screen—but don't feel limited by that. You can remove the fabric and replace it with whatever suits your taste, from a feminine French toile to a modernist Marimekko splash of colour. Throw it in the bedroom for an old-fashioned changing area, or cordon off your workspace in a loft. Best of all, the Jordet folds up in one easily stored package (\$49.99, various locations).



Charlie Ford Vintage's Halloween-styled candelabra.

Spooky chic

Looking for some gothic little eccentricities for your curio cabinet this Halloween? Charlie Ford Vintage, the antiques webstore launched a few months ago by interior designer and former *Bachelorette* Jillian Harris (along with partners Tori Wesszer and Alyssa Dennis) has a darkly chic little section to capture the spooky mood. But we're not talking clichéd pumpkin-themed plates here; rather, think of the stylish setting for a Victorian ghost story. At last check, it featured a sun-bleached desert horse skull (\$195), a vintage green wrought-iron bird cage (\$225), old deer antlers (\$165), and a metal hat box (\$99) that looked right out of *The Others*. There was also a darkly elegant Vincent Price-worthy candelabra (\$65).



Gilbert VandenHeuvel's ReCYCLER wheel-frame and gear table.

Cycle style

Vancouver bike enthusiasts: we have found you the perfect pedal-friendly décor items. Goderich, Ontario designer Gilbert VandenHeuvel, a road cycling and touring fan himself, has fashioned hip handmade tables, mirrors, clocks, trays, and more out of old bike parts. Check out his Double-Rim Coffee Table, a silver metal look with two side-by-side frames complete with spokes, covered in tempered glass. Gears give a single black end table an industrial look, while another one actually spins. Funky trays also feature the gears through glass. Prices run from about \$30 for candle holders up to \$400 and more for glass tables. Scope these styles out at www.therecyclercanada.ca/, then find them at the Circle Craft Christmas Craft Market from November 7 to 11 at the Vancouver Convention Centre.

Crafty conference

And speaking of homemade crafts: the Craft Council of British Columbia is about to hold a 40th anniversary conference around Vancouver. Called Craft Invested: 10,000 Hours, it's named for writer Malcolm Gladwell's idea that it takes 10,000 hours to achieve proficiency. Featuring more than 50 experts who work at every level of craft—including woodworker Peter Pierobon, Elliott Louis Gallery owner Ted Lederer, and Diane Carr, founding director-curator of the Canadian Craft Museum—the conference runs on Granville Island and various other locations in Vancouver from Thursday to Sunday (October 17 to 20); see craftcouncilbc.ca/conference-2013/.

Modern meets heritage at Keefer Block

Location key at east-side property

BY MARY FRANCES HILL, VANCOUVER SUN JANUARY 25, 2013



Artist's rendering of the Keefer Block condo project in Vancouver. Building exterior. Handout photo for Westcoast Homes. [PNG Merlin Archive]

PROJECT: KEEFER BLOCK

Project location: 189 Keefer St. (Keefer and Main)

Project size: 81 homes in nine storeys

Residence size: One, two and three-bedroom homes from 448 — 1,013 sq. ft.

Prices: from \$249,900

Developer: Solterra Group of Companies



BC CONDOS.NET



Architect: Rafii Architects

Interior design: Occupy Design

Sales centre: 880 Seymour St.

Hours: Now open for previews by appointment only. Call 604-682-8813 or email sales@keeferblook.com

Website: www.keeferblook.com

Occupancy: Fall 2014

Special to The Sun

For many people, the purchase of a home at Main and Keefer might lead to some lifestyle tweaks.

The character of the walkable neighbourhood would demand it.

There's an array of fresh produce, meat and seafood lining the sidewalks within a city block.

There's the busy hum of a changing and diverse city at the front door.

The neighbourhood offers lessons in the city's heritage, a network of cycling routes and a social vibrancy that would encourage anyone to fully participate in the community.

Laura Rizzo and her colleagues at the Solterra Group of Developments know the location will be the draw for buyers of the 81 suites at the Keefer Block, Solterra's pre-sale project.

It's likely that those who will jump at the chance to buy a home in Chinatown — situated on the cusp of downtown and within walking distance to southeast False Creek — will be attracted by what the community has to offer.

It's no surprise to Rizzo, Solterra's vice-president of marketing, that the thousands of people who have registered on the Keefer Block website hope to be "end users"— people intent on living in their apartments, rather than renting them out — and that most of them come from in and around the area.

"We found that a lot of them are renting in Gastown, Main Street and they really like the East Side."

Rizzo knows why. "Just walking around, down Union Street, Georgia [Street], you see this eclectic mix. It's still traditional, but there's a good mix for the newer generation."

To respect the tradition and protect heritage values, Rafii Architects worked closely with city design panels to ensure that the building, though contemporary, blended with the architectural heritage so evident in surrounding buildings. To that end, the nine-storey building will be graced with red brick on two sides to reflect the older buildings across the street. On another side, lighter brick and stone will bring a more contemporary flair.

"They wanted to use materials that still lends to Chinatown's architectural feel," Rizzo says. "They wanted to get a sense of the older historic long narrow buildings, to tie into the neighbourhood, and



work with our theme of 'modern meets heritage'."

The modern touch comes into play with the amenities inside — and atop — the Keefer Block.

On the rooftop, a kitchenette and social space, community garden plots and natural children's play area surround a party space and outdoor movie-screening area.

In the indoor garage, a dog washing station and bike maintenance area will offer handy places to take care of both the dog and the bike — perhaps two of the greatest loves of a young resident's life.

The suites' interiors will be outfitted to appeal to the young urban buyer as well. Keefer Block's display suite in Seymour Street's 800-block is a model of versatility and contemporary style. Rizzo says the company's pride comes down to the details.

"When we were designing the homes, we looked at the quality, first and foremost. We tried to get at the sense of coolness [found in the surrounding community], but without sparing the high-end quality."

The kitchen is a perfect case in point.

The cooking and prep space in the 571-square-foot show home lines a wall. It's unobtrusive and impressive in its detail, with composite stone counters and deep bi-fold cabinets above the sink and next to the cooking area that provide storage space for food and supplies. The contemporary look is magnified by the Electrolux gas burner and appliance package, deep sink and a Kohler faucet that rotates and bends, with an aluminum-weave detail that Rizzo says is "a signature piece inspired by Porsche pens."

Directly opposite the kitchen is the suite's scene stealer.

Frosted glass movable walls included in every suite of this layout glide open to reveal a bedroom fitted with two eight-foot-tall built-in cabinets flanking the space meant for a bed. (Both cabinets are included in the suite).

In this display suite, designers have added an optional upgrade: an Italian-designed Murphy bed that folds up into its wall unit to reveal a built-in dining table attached in the same unit. With the glass walls open, the arrangement creates a spacious party or meeting area.

"Our big thing is to have versatility in this space," Rizzo says.

The bathroom's floors and shower are lined with wide tiles, a long mirror with an embedded medicine cabinet, and a spacious, unconventional vanity built with a deep open storage area on top of closed shelving.

Rizzo, who is involved in both the marketing and the interior design of the display suite, is satisfied that the interiors reflect the same tastes and sense of urban adventure that can be found in the surrounding community.

"People celebrate our cultural heritage and this area is a good example of it."

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Artist's rendering of the Keefer Block condo project in Vancouver. Building exterior. Handout photo for Westcoast Homes. [PNG Merlin Archive]

