

YOUNG IDEA

GARDENING FOR KIDS | D9/10



LOG HOUSE HAS SUNNY DISPOSITION

VICTORIA DREAM HOME, D11

WESTCOAST HOMES

SECTION D



POLYGON

"You may be disappointed if you fail, but you are doomed if you don't try." Beverly Sills

www.polyhomes.com

3, 4 and 5 Bedroom Single Family Homes in South Surrey



www.rockwellliving.com • Tel: 604.535.0527
Fifth Ave. REM. Ltd.
See our ad on page D10

INUIT SCULPTURES CATCH ON | D13 | THE VANCOUVER SUN | HOME PLAN OF THE WEEK | D6

EDITOR STEVE WHYSALL 604-605-2176 • SATURDAY, OCTOBER 25, 2003 • FINAL E-mail swhysall@png.canwest.com

Revitalizing a city's core

DEVELOPMENTS | Pinnacle International's Taylor is well-positioned as a catalyst to a downtown in transition



BY ROD NUTT

Taylor, a high-rise condominium development by Pinnacle International, is located on the edge of Vancouver's Chinatown.

It's in an area that in recent years has experienced substantial growth and revitalization, especially Chinatown which in the 1980s and 1990s was hard hit by other locations in the suburbs, especially Richmond, offering similar shopping and eating facilities.

Traditionally, Chinatown was a gateway community for new immigrants from Hong Kong and China, but more recent immigrants have established themselves in other neighbourhoods around the Lower Mainland.

"Taylor will serve as a strong catalyst to revive the historic heart of the city," say architects Jim Hancock and Martin Bruckner.

Named for its location on Taylor Street between Pender and Keefer, the development is within minutes by foot to Chinatown, Tinseltown with its shops, restaurants and movie theatres, Dr. Sun Yat Sen Garden and T&T supermarket.

It is also one block from the Stadium SkyTrain Station, B.C. Place, G.M. Place and not that far from the downtown business core and entertainment district.

"We are targeting younger people from their late 20s to early 40s," says sales manager Stanley Han of Anson Realty Ltd., the company marketing the condominiums on behalf of Pinnacle International. "We are attracting the downtown, urban-type professionals. Taylor is not really family oriented."

Han says the area is in transition and emerging as one of the most sought after urban environments.

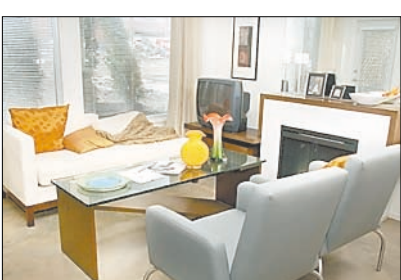
"Like Yaletown in its infancy, Taylor is one of the keys to this evolution," he says.

Steve Lee and Alison King had been looking in the area for a condo when they walked past Taylor," says Lee. "We bought a 570-square-foot unit on the

See **INFUSION OF** D2



The Taylor is located at the gates of Chinatown — an area that is in transition.



IAN LINDSAY/VANCOUVER SUN

Available upgrades include laminated floors and gas fireplaces.

NEW HOMES PROJECT PROFILE

Taylor

Address: 550 Taylor St., Vancouver.

Project size: A 26-storey tower containing 232 apartments and 19 townhomes.

Price and size: From \$151,900 to \$383,900; 521 square feet to 1,097 square feet.

Architect: Hancock Bruckner Eng & Wright.

Developer: Pinnacle International.

School of hard knocks taught developer

Mohammed Esfahani learned the tricks of his trade through trial and error



DIANA McMEEKIN VANCOUVER SUN

URBAN VIEW

This is a column I have wanted to write for ages. It's about one of my local heroes, Mohammed Esfahani.

While he is not a hero in the traditional sense — he has not, to my knowledge, saved anyone from drowning or pulled a small child from a burning building — in the housing development business, he is special.

Canadian by choice, not by birth, he was born in Iran, a country with an intriguing climate of extremes, ranging from subtropical to subpolar.

In Iran, homes and spectacular public buildings have stood for centuries. They were built to last with uncommon beauty.

By the age of 30, Esfahani had run his own construction company for 13 years. Times changed. Political upheavals were on the horizon.

When he came to Canada in 1982 with his wife and two daughters it was to start again from scratch, a familiar story for many who choose to make a change out of political necessity.

Not long after settling here, he decided that he would like to create multi-family homes that people would love to live in. Some buildings were more successful than others. Some made money, some did not.

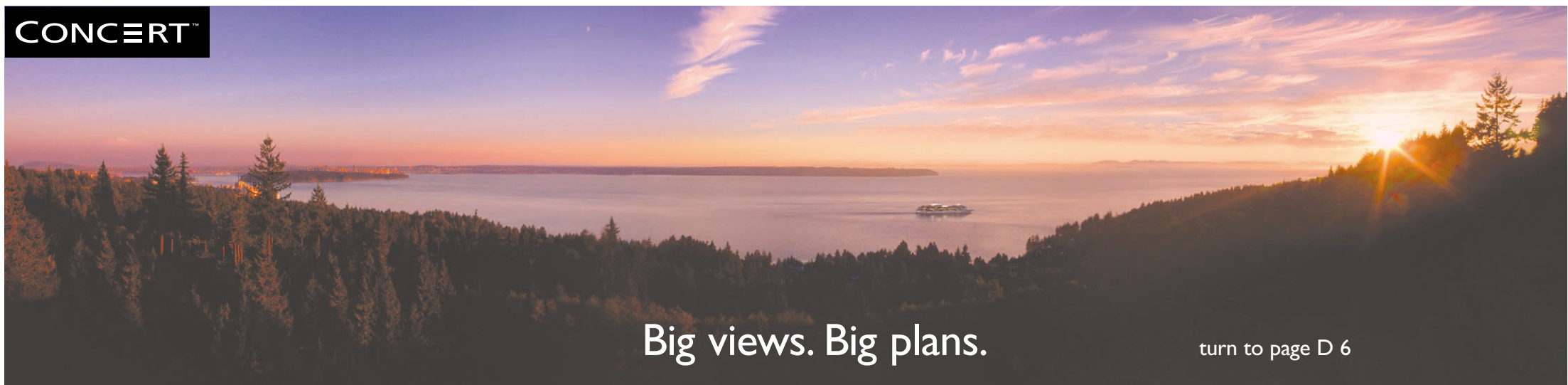
Many people would be discouraged, but not Esfahani. He kept going. The more he developed buildings, the more he learned, and the harder he tried to get it right.

In the late '90s, he took a look at Vancouver's Yaletown area. He loved its potential as a fun, stylish, and vibrant place to live and he wanted to do something that would contribute to the neighbourhood.

So, he asked a lot of questions and assembled a really smart group of people to work on his first project, The Crandall Building at 1072 Hamilton St. Cleverly designed. Well finished. Sexy-

See **CARING MAKES** D2

CONCERT



Big views. Big plans.

turn to page D 6

Infusion of businesses expected in area

From D1

12th floor. They were selling fast." Lee says the couple will live in Taylor when it is built, but longer-term they see it as an investment.

"There are lots of new buildings planned for the area, including a Cosco and other businesses," Lee says. "I think the homes will appreciate and the Winter Olympic Games should give Vancouver a big boost when visitors see what they can get here."

Taylor is 26 storeys high and contains 232 apartments and 19 townhomes.

So-called "junior" one-bedroom units start at 521 square feet and are priced from \$151,900; "proper" one-bedroom homes are 567 square feet and start at \$164,900; two-bedroom-plus-den are around 792 square feet and cost \$232,900.

Homes on the top levels are around 888 square feet and cost from \$313,900, with the most expensive penthouse priced at \$383,900.

Square footage does not include balconies, which average about 35 square feet.

Construction started this month and occupancy is scheduled for the summer of 2005.

Han says options and customization are Taylor design trademarks that offer unique homes for buyers: Moveable kitchen islands do double duty as dining tables; practical room dividers on wheels are also storage units; and flex spaces adjacent to suite entries can have a built in workstation.

A two-bedroom home with two bathrooms can be used for shared accommodation or a single household.

Standard finishings include granite countertops, and buyers have the option of carpet or concrete floors.

The developer offers a number of upgrades: A four-piece stainless steel appliance package (\$1,500 plus GST); laminated wood flooring (\$2,000 plus GST); electric fireplace (\$1,500 plus GST); and a moveable granite top work station (\$1,000 plus GST).

All homes are wired for high-speed Internet provided by either Telus or Shaw.

There is standard security such as video monitoring, in-home television viewing of visitors, an electronic device that controls the floor you are supposed to be on, a secure garage, and an eight-hour concierge.

Facilities include a fully



Photos by IAN LINDSAY/VANCOUVER SUN

Taylor units feature compact design; moveable kitchen islands double as dining tables, room dividers on wheels are also storage units and flex spaces adjacent to suite entries can have a built in workstation; some suites offer two bathrooms.

equipped gymnasium with state-of-the-art equipment, a meeting room, and a lounge/party room.

Each home includes one parking stall and a locker.

There are two display suites at 550 Taylor Street: a 555-square-foot proper one-bedroom home with a seven-piece standard appliance set, including stacked washer/dryer and in-sink waste disposal; and a 792-square-foot two-bedroom-plus-den home with two bathrooms — one of the bathrooms with a shower only, and the other an en-suite with shower and soaker tub.

Pinnacle International has been involved in the development, design, construction and management of real estate for over 30 years, during which it has built over 4,000 residences, as well as hotels, resorts



and commercial projects.

These include the Pinnacle International Hotel and Resort in Whistler, the Perla and Jade condominiums in Richmond, Classica, Venus, The Pinnacle and The Marriot Pinnacle



Hotel in Vancouver, Pinnacle Centre (under construction) in Toronto, and the Pinnacle Museum Tower in San Diego.

The presentation centre at the corner of Taylor and Keefer is open every day from noon to

6 p.m.

For more information, call Stanley Han or Helen Wong at 604-682-9567 or log on to the www.thetaylor.net web site.

Westcoast Homes Reporter
rnuttt@png.canwest.com

Caring makes developer special

From D1

as-could-be floor plans and totally groovy specifications.

It was a big hit and sold well when the market wasn't nearly as hot as it is today. Esfahani went on to create another terrific building just down the street from The Crandall. He named it Alda.

This building was the talk of the town. It fits right into the neighbourhood and yet it managed to be one-of-a-kind — a rarity real estate. Alda was another hit.

Today, Esfahani is completing the construction of his latest building, Domus at 1060 Homer Street, this time in partnership with long term friend Roger Navabi, of the Qualex Group of Companies, another award-winning developer. Domus is also a winning project.

Why is Esfahani one of my heroes? You might say he was just lucky in a rising market. I don't agree. To me, he is what development should be about. He is passionate about getting it right, about trying harder, about asking his contractors to do better or changing something because it will make the building look better and last longer.

I have heard him say, "I really don't think this is good enough for our customers. We mustn't disappoint them." This kind of commitment, long after a sale has been made when many would cease to care about such things, sets Esfahani apart.

As well, good manners are to him a core value. He always remembers to say thank you. He will likely be embarrassed that I have written all this, but remember his name. His company is Landmark Projects Inc.. A smart buyer should watch for his buildings.

Diana McMeekin is president of Artemis Marketing Group Inc., a Vancouver-based consulting company to both Canadian and International development companies. McMeekin is also a member of the Urban Development Institute and a regularly featured speaker at housing industry events. You can reach her via e-mail: diana@artemismarketing.net

WEST COAST HOMES • DIRECTORY

West Vancouver

Stone Cliff
Discovery Centre
@ 1447 Bellevue Ave.
(near Cypress Bowl)

North Vancouver

One Park Lane
1st & Chesterfield
Lower Lonsdale

The Sausalito
Presentation Centre:
118 East Third St.

Downtown

R & R
Coming Soon

Shaw Tower
1021 West Hastings St.

Spectrum
Presentation Ctr: Located corner
of Georgia & Dunsmuir

The Bently
Homer & Nelson

Vancouver

Braeburn
736 West 14th Ave.

Brownstone
13th & Laurel St.

Highbury House
3637 West 17th Ave.

Pintura
1530 West 8th Ave.

Shaughnessy Mansions
3084 Granville St.

Terraces on 7th
1570 W. 7th Ave.

Burnaby

West Arcadia
7180 Kingsway

Marquis Grande
4132 Halifax St.

Renaissance
4412 Buchanan St. at Rosser Ave.

Villa Jardin
7368 Sandborne Ave.

New Westminster

Uptown
Presentation Centre:
Royal City Mall
610 – 6th St.

Port Moody

Mountains Edge
1900 Panorama Drive

Stoneridge
51 Ashwood Drive

The Estates
31 Fernway Drive

Richmond

Hamptons Park
Garden City & Ferndale Rd.

Monte Carlo
7080 St. Albans Rd.

Springbrook
Priority Registration:
604-247-8882

The Village
4400 Moncton

Surrey

Cambria
#4 – 15288 – 36th Ave.

Carrington
15500 Rosemary Heights

Muirfield Gardens
15188 – 22nd Ave.

Sandpiper Crescent
3364 – 145A St.

Fraser Pointe
15479 – 112 A Ave.

Kentucky/ Lexington
16995 – 64th Ave.

Millers Lane
14872 – 59th Ave.

Panorama Hills
5934 – 146 St.

Rockwell
3363 Rosemary Heights Cres.

Westside

Kingswood
1596 W. 14th Ave. (@ Fir St.)

Coquitlam

Farrow Ridge
730 Farrow St.

White Rock

Sussex House
1540 Foster St.

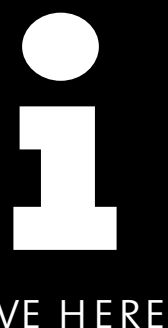
Langley

Amberleigh
20540 – 66th Ave.

Jeffries Brook
7025 – 201B St.

Chilliwack

The Falls
8341 Nixon Rd.
(exit 29 from Hwy #1 to Hack Brown Rd.)



inspiration, innovation, invitation...

The style of now. Coming to Kits. Priority register today. 604-732-9102 / www.ilivehere.ca

10TH AVENUE PROJECTS LTD. SALES BY DISCLOSURE STATEMENT ONLY. 700 – 1111 MELVILLE STREET, VANCOUVER, BC. ADERA REALTY CORP. 604-684-8277.

