

THE RESIDENCES AT  
WEST





## LANDMARK LOCATION ICONIC DESIGN UNEQUALLED VALUE

The evolution of a truly great neighbourhood begins with a vision — vision to create the perfect balance of residential, retail and community in one location so you'll never be more than a few steps from everything you need. From planning to design, the goal for The Residences at WEST was to be the final puzzle piece in Vancouver's historic southeast False Creek neighbourhood. At WEST, you'll find the perfect blend of thoughtfully designed contemporary condominiums and the largest retail component in the area. Spanning a full city block along West 2nd from Manitoba Street to Columbia Street, The Residences at WEST will change the face of the community forever. From its incredible design and location, to the over 43,000 square feet of fashionable retail space and restaurants planned at street level, The Residences at WEST will be absolutely exceptional in every way imaginable.



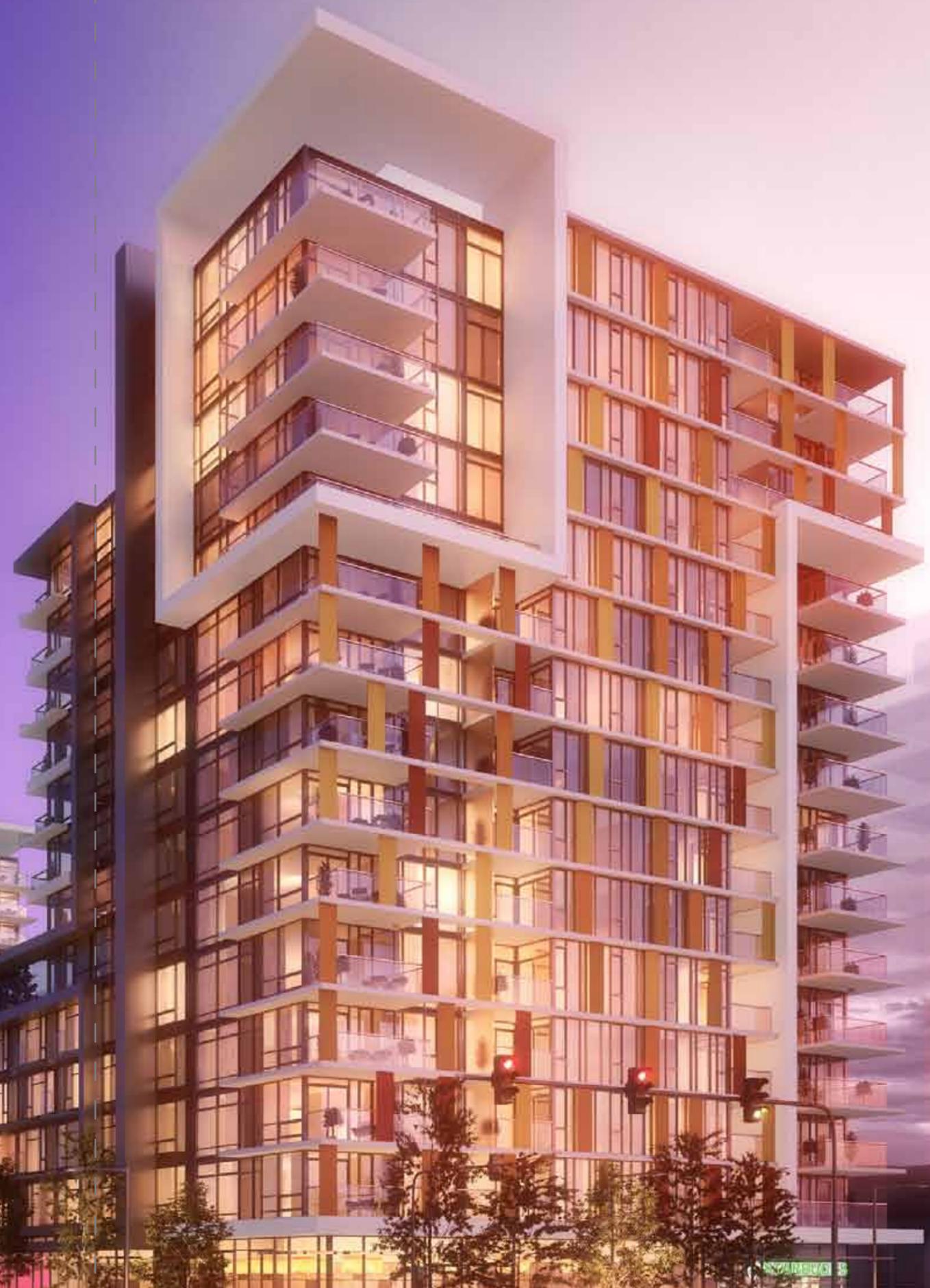
100% DESIGN

The Residences at WEST are an artistic collection of towers and landscaped podiums creating a False Creek landmark for generations to come. Clad in the latest architectural materials, these finely crafted buildings will showcase state-of-the-art architectural details and design through the use of concrete construction and metal accents. The richly appointed residences feature designer interiors, expansive full height windows, grand enclosed balconies and exterior terraces – flexible open spaces with room to live, work and play. Thoughtfully designed as a complement to the homes at WEST, the vibrant street level retail plaza of shops and restaurants will quickly become the focal point of this southeast False Creek community.

## CHANGING THE FACE OF FALSE CREEK FOREVER...



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# 100% LIFESTYLE



## STEPS FROM EVERYTHING THAT IS VANCOUVER

Inside an out, WEST is more than a place to just call home. Relish the convenience of having The Shops at WEST right at your doorstep, feel a sense of security when welcomed home by the uniformed concierge who will tend to your needs and monitor access to the building, and be awed, every day, by the dramatic stone and polished wood accents in the stunning lobby.

### UNIQUELY DESIGNED SPACES FOR THE BODY AND MIND

The Residences at West features a spectacular private landscaped podium deck from which to survey the entire waterfront neighbourhood of False Creek, a state-of-the-art fitness center and an impressive Technology Lounge with broadband Wi-Fi access, theatre screen and individual business offices. Whether you're meeting with clients, keeping fit in the gym or watching a movie with friends, every space at West has been thoughtfully designed to complement and enhance the flexible West Coast lifestyle we all cherish.



FPO



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## LUXURIOUS DETAILS THROUGHOUT YOUR SPACE

Designer finishes and colour schemes blend seamlessly in light-filled living spaces to create a casual modern ambience. Bright open kitchens feature vertical grain accent cabinetry, custom millwork, marble backsplash tile, quartz countertops and the latest stainless steel appliances from Italy and Germany. Ensuites and baths boast glass walk-in showers, deep bathtubs, polished chrome fixtures and porcelain floor tile. And did we mention the full height windows that bathe your home with light?

At WEST, each home offers comfort, flexibility and room to live, work and relax.

100%

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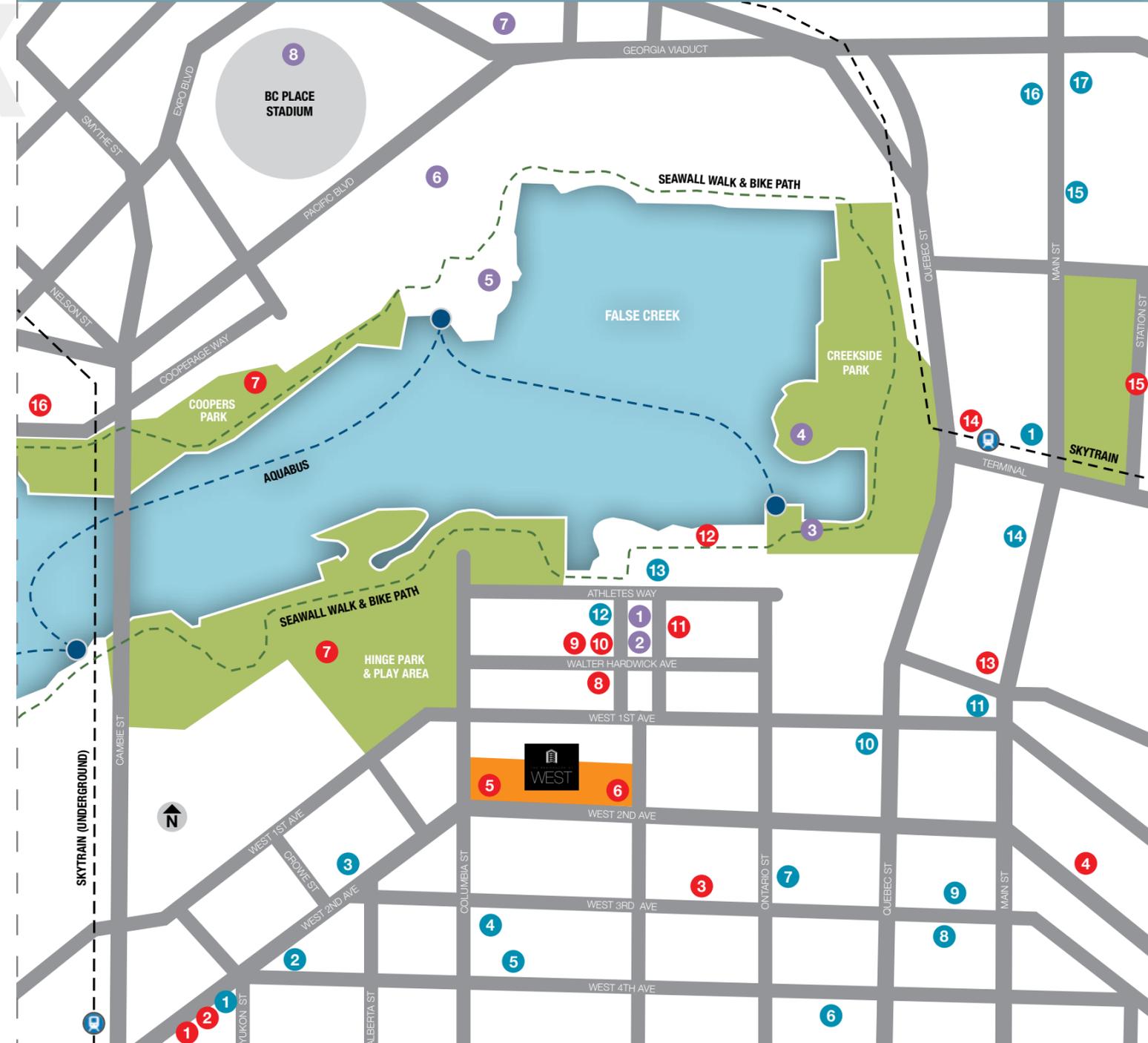


# 100% FALSE CREEK



More than just a home, WEST is at the center of all things Vancouver. Kick off your morning with a walk on the sea wall or hop the Aquabus and head for Granville Island. Spend the afternoon picking up groceries for dinner or use your smartphone to find a new favourite food cart. Whether by foot, bike or transit, the great neighbourhoods and districts of Vancouver are easily accessible from WEST's central location. Each day is a new adventure – experience all Vancouver has to offer.

**EVERY DAY IS A NEW ADVENTURE, IN EVERY DIRECTION**



### RESTAURANTS

- 1 Starbucks Coffee
- 2 De Dutch Pannekoek House
- 3 Sin Bin Sports Grill
- 4 Vincis Cafe & Art Gallery
- 5 Ami Quetzal Coffee
- 6 Sweet Basil Cafe
- 7 Argo Cafe
- 8 Nuba Restaurant
- 9 Swiss Bakery
- 10 Marios Gelato
- 11 Burger King
- 12 Terra Bread
- 14 McDonald's
- 15 Campagnolo
- 16 Pizzeria Farina
- 17 Denim Gallery Cafe

### SERVICES

- 1 Balconi Floral Design
- 2 Quick Cobbler
- 3 Canine Adventure & Den
- 4 Budget Brake & Muffler
- 5 Daycare (Spring 2014)
- 6 BMC (Spring 2014)

### ATTRACTIONS

- 8 TD Bank
- 9 JDB Medical Clinic
- 10 Legacy Liquor Store
- 11 London Drugs
- 12 Creekside Community Centre
- 13 Loomis Art Supplies
- 14 VanCity Credit Union
- 15 Vancouver Pacific Central Station
- 16 Quayside Marina
- 1 Central Plaza featuring Public art "The Birds"
- 2 Salt Building
- 3 Dragon Boat Dock
- 4 Telus World of Science
- 5 Edgewater Casino
- 6 Plaza of Nations
- 7 Rogers Arena
- 8 BC Sports Hall of Fame



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● WATER TAXI STOPS

● SKYTRAIN STATIONS



## VISION

### EXECUTIVE GROUP DEVELOPMENT

In their fourth decade of real estate development, the Executive Group is a fully-integrated and diversified corporation, featuring a dynamic team of in-house experts in planning, designing, construction, property management, and marketing and sales. One of Executive's most prestigious projects to date, The Residences at WEST is destined to become a Vancouver landmark. With this project, Executive brings its superior development expertise to the storied False Creek neighbourhood — a waterfront neighbourhood that has been dreamed about by city planners for many years. The Residences at West is about to change the face of Vancouver's most highly anticipated waterfront community.

[www.executivegroupdevelopment.com](http://www.executivegroupdevelopment.com)

### EXECUTIVE HOTEL GROUP

Executive Hotels & Resorts is a Vancouver based, privately owned hotel branding, management and operations company. The company's primary business is the management and marketing of four star hotels and resorts under the Executive Hotels and Resorts & Le Soleil brands worldwide. Currently, there are 17 hotels managed and/or licensed by the company with several new hotel projects in various stages of development. The company also operates the Executive Rewards Loyalty program and Executive Purchasing Program for independent hotel and car rental properties worldwide. [www](http://www)



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## PARTNERS



### FRANCL DESIGN ARCHITECTURE INC.

Francl has a proven record in completing complex, design intensive community and institutional projects, with a diverse portfolio of academic facilities, community and recreation centres and public works infrastructure. Based in Vancouver, the firm embraces a collaborative design process that engages consultants with the

### ATMOSPHERE INTERIORS

As the principal of Atmosphere, Caroline Boivert's reputation for designing beautiful interiors extends throughout North America and abroad. As Vancouver's most sought-after designer, Boivert has worked her unparalleled talent on the amenities and luxurious suites at The Residences at West, creating impressions that are 100% spectacular. From the richness of its exotic woods to the natural texture of the slate wall feature with cascading light, Boivert's vision for West's lobby is accomplished and sophisticated. This is the entranceway to a home befitting a privileged few – The Residences at West will undoubtedly be the most admired address in the entire False Creek area of Vancouver.



client and stakeholders through all aspects of a project, demonstrated by their ability to prepare effective design solutions within a rigorous consultation process. Sustainability is an important aspect of the firm's work, with a number of current projects designed to achieve LEED certification. [www.wfrancl.com](http://www.wfrancl.com)

### ARGO VENTURES INC.

Argo was incorporated as the first real estate investment firm by Korean Canadian capital in North America in 1989 and has been successful in this venture for over 20 years under the vision of "Pursuit of Uncompromising Integrity," "Consistent Whole-hearted Diligence" and "Ceaseless Passion for Professionalism." Argo surpassed 100 million dollars in real estate investment assets in 2003 and now manages more than 400 million dollars of assets mainly because of the acquisition of premium properties by Korean institutional investors.

[www.argoventures.com](http://www.argoventures.com)



ARGO VENTURES INC.

100% TEAMWORK



FEATURES & AMENITIES

100% VANCOUVER

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liveatwest.com



[liveatwest.com](http://liveatwest.com)

604.707.WEST (9378)

195 West 2nd Avenue, Vancouver



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EXECUTIVE GROUP DEVELOPMENT

Materials, specifications, features and finishings are subject to change without notice in order to maintain the high standards of this development. Illustrations are artist's representations only.



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THE RESIDENCES AT  
**WEST**

HOME

NEIGHBOURHOOD

BUILDING

VIRTUAL TOURS

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MEDIA

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**SELECTION EVENT JUNE 9TH. BY APPOINTMENT ONLY - CALL TODAY**  
PUBLIC GRAND OPENING - JUNE 10TH

**OVER 100 HOMES**  
from **\$268,900-\$459,900**

1 BEDROOM | 1 BEDROOM+DEN | TWO BEDROOM

PHONE - 604.707.West (9378)



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The evolution of an outstanding neighbourhood begins with vision — one that carefully balances residential, retail and community components, ensuring its residents are never more than a few steps from everything they need on a day-to-day basis. Vancouver's historic Southeast False Creek neighbourhood does exactly this, and The Residences at WEST are the final piece of that puzzle. WEST spans a full city block — along West 2nd Avenue, from Manitoba Street to Columbia Street — and it's exceptional in every way imaginable. From its incredible design and location, to over 43,000 square feet of fashionable retail space and restaurants planned at street level, The Residences at WEST will change the face of Vancouver's Southeast False Creek forever.

Developed by



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This is not an offering for sale. Offerings will be made upon filing of the prospectus. The developer reserves the right to make design materials and specifications. E.&O.E.

## Your New Neighborhood

- WEST will feature the largest retail component in the Village neighbourhood with over 43,000sq/ft of street level shops, restaurants, banking and retail services
- Steps from Terra Breads, Legacy Liquor store, Urban Fare, London Drugs (opening 2012)
- Close and convenient access to pedestrian and bicycle seawall route and Creekside Community Center
- Immediate access to transit, Aquabus routes and Skytrain stations from your doorstep
- Daycare facility with 9,000 sq/ft of interior space and 9,000sq/ft exterior play area on the 6th floor podium level

## Sense of Arrival

- Artistic collection of landscaped residential podiums and 15 & 16 storey towers changing the face of W 2nd forever
- Architecture by Walter Francl Architects Inc.
- Interiors by Atmosphere Interiors Vancouver
- Designed to LEED Silver equivalent designation
- The stunning lobby and waiting area highlighted by uniformed attendant, dramatic lighting and elegant contemporary finishes and textures
- Amenities include a state-of-the-art fitness facility and residents' lounge featuring the latest technology, individual spaces and broadband Wi-Fi

## Stylish Interiors

- Your choice of pre-finished engineered hardwood flooring on sound-attenuating underlay
- 8-foot-high sealed unit window walls extending to the floor with opening levers
- Slender interior doors, paint grade single panel solid core with designer hardware
- Uniform height exterior windows, patio doors, interior doors and portal entrances
- Shelving and chrome coat rod in all closets and walk-ins
- Solar shades on all exterior windows
- Controlled electric baseboard heating
- 5" flat profile baseboards throughout
- Frosted full-height sliding glass dividers in dens and junior 1 bedrooms
- Individual work spaces
- Stacking Blomberg washer and dryer

## Inspiration & Entertainment

- Recessed halogen under-cabinet lighting
- Bright modern kitchens feature designer textured wood grain laminate cabinets with integrated low-profile pulls and soft-close drawer mechanism
- Quartz counter-tops with linear 4" x 18" Carrara marble tile backsplash accent
- Under-mount stainless steel sink with polished chrome, dual-spray, pull-down Faucet and garbage disposal
- Blomberg and Fulgor stainless steel fridge, wall oven, ceramic electric cook-top, integrated dishwasher, designer chimney style hoodfan and built-in microwave
- Living areas wired for hi speed and Shaw Cable entertainment package

## Ensuite & Bath



- Textured wood grain laminate vanity and countertop with contemporary surface mounted basin and chrome faucet (dual vanity in 1 bedroom + den and 2 bedroom)
- Matching polished chrome bathroom accessories
- Large format 12" x 24" porcelain floor tile
- Deep profile bathtub with polished chrome fixtures
- White, 12" x 24" ceramic wall tile with individual tile accents
- High efficiency dual flush water-saving toilet
- Glass walk-in shower and polished chrome fixtures
- Custom medicine cabinet, and deep drawers for better access and storage

#### Security & Construction

- Encrypted security key FoB building access system
- Restricted floor access via two computerized elevators
- In-suite TV monitored entry system
- State-of-the-art fire protection with in-suite sprinklers and smoke detectors
- Wired for advanced telecommunication
- WBI Home Warranty 2 5 10
- Peace of Mind Construction Performed by Longstanding Vancouver based Master Builder Executive Group Development
- Uniformed lobby attendant

#### Green Design, Green Construction

- Designed to LEED Silver equivalent designation
- Double-glazed, thermal insulated windows
- EnergyStar Energy efficient appliances
- Low-flow faucets and showerheads, high efficiency toilets
- Extensive green roof and landscaped amenity spaces
- Sustainable rainwater catchment
- Car share program, parking for electric vehicles and ample bicycle storage
- Low VOC carpet, paint, sealants and adhesives





THE RESIDENCES AT  
**WEST**

HOME

NEIGHBOURHOOD

**BUILDING**

VIRTUAL TOURS

TEAM

MEDIA

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## Building

[FLOORPLANS](#) | [VIEWS](#) | [INTERIORS](#) | [FEATURES](#) | [SHOPPING](#)

### Changing the face of Vancouver's' False Creek forever

The Residences at WEST are an artistic collection of towers and landscaped podiums, creating a Vancouver landmark for generations to come. Clad in the latest architectural materials, these finely crafted buildings showcase state-of-the-art detail and design, through the use of concrete construction and metal accents. These richly appointed residences feature designer inspired interiors, expansive full-height windows, large enclosed balconies and exterior terraces. Street level retail shops and restaurants, designed to complement the homes, elevate WEST as Southeast False Creek's most sought-after address.



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### Luxurious details throughout

WEST 's interiors are streamlined and sleek — distinctively West Coast. Layouts have been thoughtfully planned, with room to live, work and relax; every square foot is bathed in light and functional. Furthermore, no design detail has been spared. Throughout each home, find deluxe extras like Blomberg and Fulgor appliances, a sophisticated 2 colour palette, softclose cabinetry, custom millwork and quartz countertops. Best of all, every home at WEST features floor-to-ceiling windows, to light up your life and showcase our gorgeous city.



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# THE RESIDENCES AT WEST

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## Neighbourhood

[NEIGHBOURHOOD](#) | [MAP](#)

### Every day is a new adventure, in every direction

With the Residences at West the Executive Group has once again pursued its vision to deliver the best valued contemporary homes in Vancouver's very best locations. WEST is more than just a home, it's the centre of all things Vancouver. Kick off your morning with a jog along the seawall, or hop on an Aquabus and head to Granville Island. Spend the afternoon picking up groceries in the village or check out one of the many new, local food vendors (there's an app for that!). Whether by foot, bike or transit, Vancouver's hottest districts are easily accessible from WEST's central location. Here, each day is a new adventure.

### Convenient, Upscale, Comfortable

Inside and out, WEST is more than a place to just call home; it's at the centre of all things that make Vancouver the "World's Most Livable City". Relish the convenience of having The Shops at WEST right at your doorstep — 43,000 square feet of street level shops, restaurants, banking and retail services — or step out onto the seawall, the gateway to all things great in this beloved city.



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# THE RESIDENCES AT WEST

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## Neighbourhood

NEIGHBOURHOOD | [MAP](#)

- HOME
- NEIGHBOURHOOD
- BUILDING
- VIRTUAL TOURS
- TEAM
- MEDIA
- CONTACT US

### RESTAURANTS

- |                             |                       |
|-----------------------------|-----------------------|
| 1 Starbucks Coffee          | 14 McDonald's         |
| 2 De Dutch Pannekoek House  | 15 Campagnolo         |
| 3 Sin Bin Sports Grill      | 16 Pizzaria Farina    |
| 4 Vincis Cafe & Art Gallery | 17 Denim Gallery Cafe |
| 5 Ami Quetzal Coffee        |                       |

### SERVICES

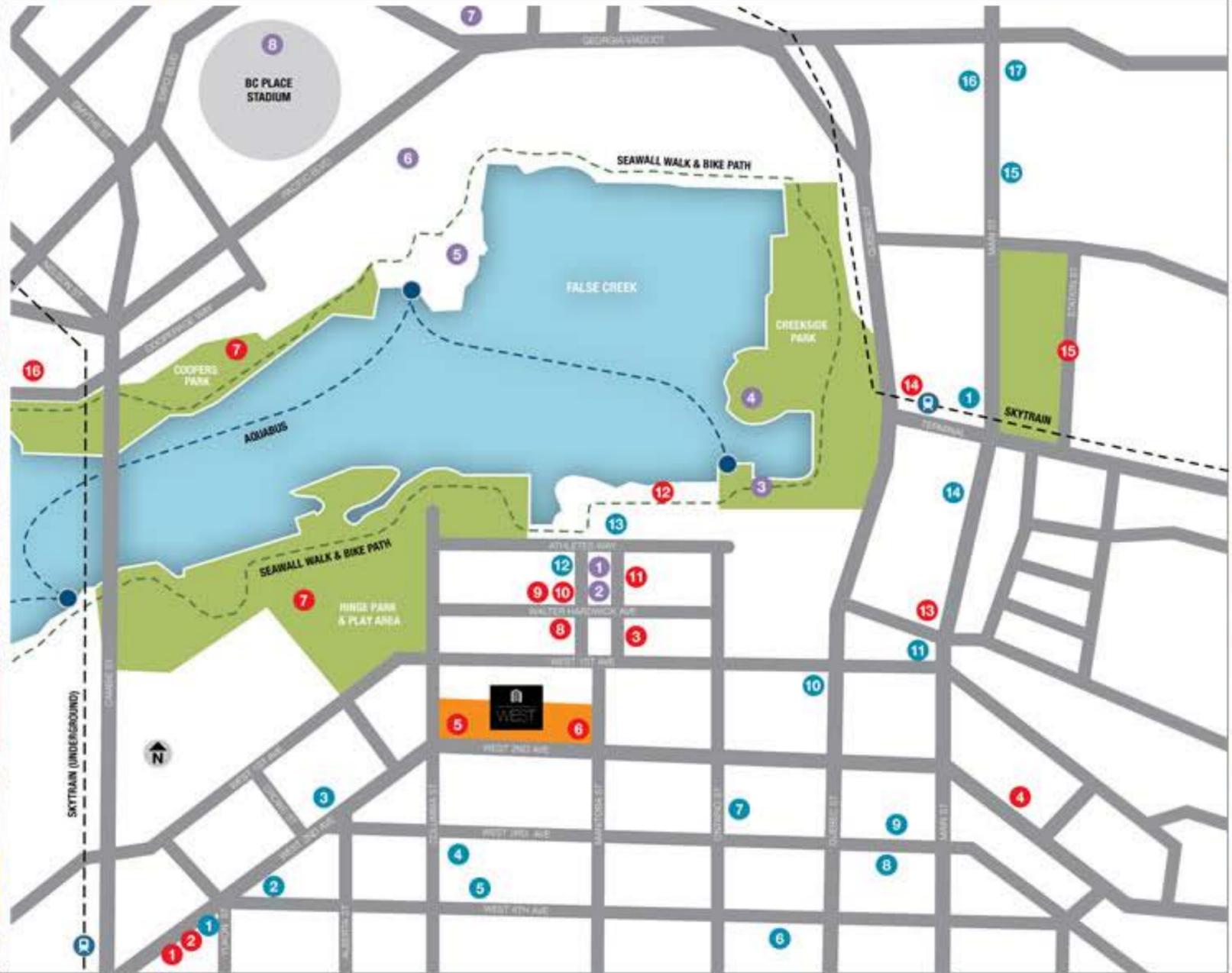
- 1 Balconi Floral Design
- 2 Quick Cobbler
- 3 Urban Fare Grocery
- 4 Budget Brake & Muffler
- 5 Daycare (Spring 2014)
- 6 BMO (Spring 2014)
- 7 Off-Leash dog parks

### ATTRACTIONS

- 1 Central Plaza featuring Public art "The Birds"
- 2 Salt Building
- 3 Dragon Boat Dock
- 4 Telus World of Science
- 5 Edgewater Casino
- 6 Plaza of Nations
- 7 Rogers Arena
- 8 BC Sports Hall of Fame

WATER TAXI STOPS

SKYTRAIN STATIONS



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## Building

[FLOORPLANS](#) | [VIEWS](#) | [INTERIORS](#) | [FEATURES](#) | [SHOPPING](#)

### Convenience at your Doorstep

A full city block in length, the residential towers and city homes at **WEST** will span W.2nd from Manitoba Street to Columbia Street and feature the largest street level retail plaza in The Village neighbourhood – 43,000 square feet of vibrant shops, restaurants, banking and retail services. The Shops at West will be anchored by the Executive Group Public Art program with an elaborate commissioned Modern sculpture by renowned international artist Marie Khouri. With convenient access to two SkyTrain stations and 18,000 square foot Daycare facility, WEST will be Southeast False Creek's most sought after address!



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## Building

[FLOORPLANS](#) | [VIEWS](#) | [INTERIORS](#) | [FEATURES](#) | [SHOPPING](#)

From picturesque views of the North Shore Mountains and False Creek to the lights of Mt Pleasant and Fairview slopes, choose your vantage point and enjoy each day as it unfolds.



**75 ft** **7th floor Views** (click to expand)



**105 ft** **12th floor Views** (click to expand)



**135 ft** **14th floor Views** (click to expand)



**155 ft** **15th floor Views** (click to expand)

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THE RESIDENCES AT  
**WEST**

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- TEAM**
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- CONTACT US

## Team

VISION | PARTNERS

### Executive Group Development

In their fourth decade of real estate development, the Executive Group is a Vancouver based fully-integrated and diversified real estate company, featuring a dynamic team of in-house experts in planning, design, construction, property management and marketing and sales. With well over 2500 homes and accommodation units developed to date, the Residences at West is one of Executive's most dynamic architectural projects and is destined to become a Vancouver landmark. With this project, Executive brings its superior development expertise to the storied False Creek neighbourhood — a waterfront neighbourhood that has been envisioned by city planners for many years. The Residences at West is about to change the face of Vancouver's most highly anticipated waterfront community.

For more information visit [www.executivegroupdevelopment.com](http://www.executivegroupdevelopment.com)



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## Contact

PLEASE FILL IN THE BELOW FORM

Sales Center – 195 West 2nd avenue, (W.2nd & Columbia St)

Phone - 604.707.West (9378)

Email – [Info@LiveAtWest.com](mailto:Info@LiveAtWest.com)

\* required

Name:\*

Company (if applicable):

Telephone:

Email:\*

Additional info:

Submit



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



## The Residences at West - West 2nd Avenue from Manitoba Street to Columbia Street - Phase 1 - 189 condos

Buyer says The Residences at WEST has a site that will be  
ideal for his young adult children

**Mary Frances Hill**

Sun

*Saturday, August, 11, 2012*



The Residences at WEST, to rise on West Second Avenue, will be ready for occupancy in the fall of 2014. The show suite displays the kind of views that will be on offer. PHOTO BY KIM STALLKNECHT/ PNG



## THE RESIDENCES AT WEST

Project location: Southeast False Creek -  
West 2nd Avenue, Manitoba Street to  
Columbia Street

Project size: 189 homes in Phase 1

Residence size: 472 - 1,250 sq. ft.

Prices: One-bedrooms from \$294,900;  
one-bedroom and den from \$429,900;  
two-bedrooms from \$499,900

Developer: Executive Group Development

Architect: Walter Francl Architecture

Interior design: Atmosphere Interior

Sales centre: 195 West 2nd Avenue

Hours: noon - 5 p.m., daily

Website: [www.LiveAtWest.com](http://www.LiveAtWest.com)

Telephone: 604-707-9378

Email: info Fall 2014

Mike Michelin, a mortgage broker and financial planner, is adamant that his daughter and son appreciate the value of a dollar. He teaches them to manage their own finances and fosters their independence and accountability over their spending.

So when he purchased a one-bed-room condominium in a new pre-sale development bound for southeast False Creek, it served as an object lesson in how to make a good financial decision, with effects that will provide years of stability.

The family bought a one-bedroom unit in the



The display suite at The Residences at WEST has a flexible floor plan and large windows. The project's first phase comprises 189 homes KIM STALLKNECHT/ PNG



The display suite interiors include a roomy kitchen that maximizes counter space with a fan over the stove, centre island and stainless steel appliances.

KIM STALLKNECHT/ PNG



Bedrooms in The Residences at West will make efficient use of space.



The bathrooms are intended to convey the luxury and comfort of a hotel.



first tower of The Residences at WEST, a 15-storey, 189-unit building which will be complete in 2014. The tower will comprise the first of two phases of the project by Executive Group Development.

Michelin and his family have lived in New Westminster for 15 years. As Michelin's children grow, he says he sees their future in southeast False Creek because it just makes sense: by the time the condo is ready, his daughter will be in her second year of university. It will then be ready for his younger son if he needs a place to stay during his post-secondary studies. When both children are well into adulthood, the property could be ready to rent out, Michelin says.

"This is a perfect location, but besides that is the return on equity. The value is going to be sustained."

The building's front looks on to West 2nd Avenue, while the rear looks out onto the collection of buildings that now make up the popular residential community of southeast False Creek, or the Village on False Creek.

Michelin sees the blend of urban living and serene waterfront as the perfect environment for his grown children. "You get the downtown feel without the congestion or the cost."

As the community that housed athletes from across the world for the Winter 2010 Olympic Games, the Village on False Creek is now a magnet for cyclists, pedestrians, shoppers and families who like to frequent the Creekside community centre and the large plaza, which features artist Myfanwy MacLeod's larger-than-life art sculptures The Birds. In the last few months, a brew pub, restaurant, bakery-café, specialty liquor store, bank, specialty grocery store Urban Fare have opened their doors, to be joined soon by a new London Drugs.

After a sales launch in June, The Residences at WEST have just over 70 per cent sold. This stage will bring in the first 20,000 square feet of retail, while the second phase will bring in the remaining 23,000 square feet of shopping and commercial space. Architects Walter Francil's design allows tower residents to see the waters of False Creek and the building's tower portion has been designed to take full advantage of the view corridors that remain in between the



Large outlooks will be an offer at the project, as demonstrated by the deck in the show suite.



con-dominium towers that already stand. On the West 2nd Avenue street front, portions of the building are framed in colourful blocks - a touch that adds character and whimsy to an area that has long been defined as a light-industrial street.

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# The Residence at West - southeast False Creek at West 2nd and Manitoba, Phase I 189 Condo units

Neighbourhood is key to condo - Designer created urban, modern space

**Michelle Hopkins**

Province

*Sunday, September, 02, 2012*



## THE FACTS

Project: The Residences at WEST

What: 189 homes in Phase 1 (75 per cent sold)

Where: Southeast False Creek - West 2nd Avenue, Manitoba Street to Columbia Street

Residence size: 472 - 1,250 sq. ft.

Prices: One-bedroom from \$294,900; one-bedroom and den from \$429,900; two bedrooms from \$499,900



The smartly outfitted show home for the Residences at WEST, a project from Executive Group Development. The first



Developer: Executive Group Development

phase comprises 189 homes. KIM

STALLKNECHT/PNG

Sales centre: 195 West 2nd Avenue

Hours: Noon - 5 p.m., daily

Designers know that a few key pieces in a home help to anchor a space and give it a sense of scale and sophistication.



That's what interior designer Caroline Boisvert considered when it came to the show suite at The Residences at WEST in southeast False Creek. She chose a chandelier in the dining room and a rug in the living room with generous proportions for a roomier and practical space.



"The strategy was to use fewer pieces and balance textures, colours, lighting and styles," says the principal at Atmosphere Interior. "A play on contrasts, along with an appropriate use of scale, is what made this space work."

The Residences at WEST will make its home in the neighbourhood that housed athletes from around the world for the 2010 Winter Olympic Games. The Village on False Creek community attracts cyclists, pedestrians, shoppers and families.

After a sales launch in June, The Residences at WEST are about 75 per cent sold.

"Architecture always drives price. With good architecture, people may not be looking at it, but they get it. It just feels right," says Craig Anderson, Executive Group Development's director of sales and marketing, of the project.

For Boisvert, the project is all about neighbourhood and community. "We wanted to create a space that was urban and modern but still cosy and inviting," she says. "The interiors had to have personality and coordinate well with the architecture of the development. "

The designer knew she needed to appeal to various buyers - from first-timers to empty nesters, men, women, singles, couples and families.

Her design team incorporated modern furniture paired with vintage-inspired accessories, such as an orange vintage typewriter.

"We chose a grey palette combined with splashes of orange - a very hot colour these days - and incorporated nature-inspired elements throughout the space," Boisvert adds.

She calls the look "cosy-contemporary with a vintage touch."



The selection of finishes was also very important. Throughout the show suite, natural stones, quartz countertops and refined laminates give the space elegance, still keeping it feeling fresh and modern.

"Special attention was paid to selecting materials that were ecofriendly for a healthier home," she adds. "The overall inspiration for the selection of the materials for both schemes came from natural West Coast elements like beach driftwood, sand, river rocks and we carried that into furnishings, textures and accessories."

When incorporating a design element such as an accent colour, or the addition of a vintage piece, homeowners need to repeat it in a few areas to create flow. "Don't be afraid to juxtapose contrasting textures and colours for a layered effect," she says. "Have fun with accent colours, but use them sparingly and pair them with a neutral. It is always best to add these touches of colours with elements that can be changed like a throw, a placemat or a book and keep the main furnishings neutral to allow you some flexibility."

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# THE RESIDENCES AT WEST

## ICONIC FALSE CREEK LIFESTYLE

BY **SUSAN M BOYCE**

**S**outheast False Creek. It's one of Vancouver's most sought after neighbourhoods, a place where fond memories of the 2010 Olympic Games still linger against a backdrop of the Seawall, the eye-catching new Science World, and an ever-changing panorama of sailboats, cruisers, and Dragon Boats.

And coming soon, there's going to be a dramatic new addition. Introducing the Residences at West.

### **OUTSTANDING VALUE**

"West will be the largest multi-use development in this neighbourhood — 488 homes, 43,000 sq. ft. of much needed street-level shops, restaurants, and service plus an 18,000-sq.-ft. day care," says Craig Anderson, director of marketing and sales with Executive Hotel Group. "It's also priced to remove hurdles to homeownership. In the first phase, over 100 homes ranging from one- to two-bedroom will be priced between \$268,900 and \$459,900."

### **AMAZING LIFESTYLE**

But there's far more to this ambitious project than prices Craig believes won't be seen again any time soon.

First, there's the architecture. "What a departure from the traditional," he says pointing out the façade's playful articulation, massive podium-level park, and how the entire building will

frame the bend in the road where 6th Ave. turns into 2nd.

"We also wanted West to address the growing demand for convergence between live and work spaces. In the past, amenities automatically meant things like a pool and rec room, but here at West you've got all that right in the neighbourhood. So we decided to take a different route."

Results includes an owner's technology lounge inspired by the Opus Hotel, individual office space defined by glass walls recycled from the presentation centre, multi-media theatre with NetFlix, and broadband wi-fi connection for anyone using the amenity area.

"It's not only going to be a terrific cost saving for owners, but it's going to create a very energized building — like a community within a community — because people will be interacting with their neighbours throughout the day," Craig explains. "Let's say you're one of the many people who work from home. You could drop your kids at the daycare, head upstairs and change into a suit for your meeting in one of the private office spaces, then be home and back in your Lululemons in time to pick up the kids at three.

The Residences at West will be located on West 2nd Ave. between Manitoba and Columbia. Presentation centre opens soon. Priced from \$268,900 with 15 per cent deposit conveniently spread over the first year. For more information and to priority register, visit [liveatwest.com](http://liveatwest.com) or call 604.707.WEST.





## The Residences at WEST

By [Executive Group of Companies](#)

195 W 2nd Ave [Vancouver](#)

From CAD\$268,900 To over CAD\$459,900



The Residences at WEST is a new condo project by [Executive Group of Companies](#) currently in preconstruction at 195 W 2nd Ave in [Vancouver](#). The



project is scheduled for completion in 2014. Available condos range in price from CAD\$268,900 to over CAD\$459,900. The project has a total of 488 units.

## Project Details

DEVELOPMENT NAME The Residences at WEST  
DEVELOPER(S) [Executive Group of Companies](#)  
PROJECT TYPE Condominium  
ADDRESS 195 W 2nd Ave  
NEIGHBOURHOOD/CITY Vancouver  
STATE/PROVINCE British Columbia  
POSTAL CODE V5Y 1C2  
SALES CENTRE ADDRESS 195 - W 2nd Ave., West Vancouver BC  
CONSTRUCTION STATUS Preconstruction  
ESTIMATED COMPLETION Summer 2014  
SELLING STATUS Registration Phase  
TOTAL NUMBER OF UNITS 488 units  
NUMBER OF STOREYS 15 storeys  
UNIT SIZES From 450 Sq. Ft. To 1072 Sq. Ft.  
CEILING HEIGHTS From 8'0" to 8'8"  
SALES COMPANY In-house  
ARCHITECT(S) Walter Francl Architecture Inc  
INTERIOR DESIGNER(S) Atmosphere Interiors

## \$ Prices

PRICES (AVAILABLE UNITS) From CAD\$268,900 To over CAD\$459,900  
COST PER SQUARE FOOT \$647 Average Cost per Square Foot  
MONTHLY MAINTENANCE \$0.35 Per Square Foot Per Month  
DEPOSIT STRUCTURE With an initial deposit of 5% and two further deposits of 5%, 3 months and 9 months after purchasing, securing your home at WEST simply means you don't  
CO-OP FEE REALTORS 3.25%

## Current Incentives

Over 100 homes from \$268,900 to \$459,900  
1 Bdrm | 1 Bdrm+Den | 2 bdrm

## Project Summary

From The Residences at West:

Introducing False Creek's most anticipated new address - The Residences at WEST - a phased residential development with over 43,000 sq/ft of street level shops, restaurants, banking and retail services. A landmark in Location, Design and Value poised to become the natural heart of the Village and surrounding False Creek neighbourhoods. WEST is an opportunity to own in Vancouver's best new location at a price that may never be seen again!

### **Features & Finishes**

European appliances, quartz counter-tops, enclosed balconies, in-suite storage



WEST RESIDENCES MOVE IN TO WEST 2ND AVENUE

# Get to know the new kid on the block



**Sarah Rowland**

CONDO CULTURE

With artistically bent urbanites to the east, and health-conscious outdoorsy types to the west, South Main and Granville Island used to feel worlds apart. So what was keeping two of Vancouver's coolest areas from becoming one big happy blended family?

Well, one could argue that the light industrial strip along 2nd Avenue between Cambie and Main streets (a.k.a the Olympic Village) created a bit of a no man's land. Sure, some big box chain stores have opened up around that area, but they're really more destination pit stops, as opposed to community building endeavors.

But thanks to ambitious

multi-use projects like The Residences at WEST, all that's changing. This two phase, ultra-contemporary 488-condominium development — which will take up a whole city block on West 2nd Avenue, between Columbia and Manitoba streets — boasts 43,000-sq.-ft. of street-level shops, retail services, restaurants and cafes with tenants already committed. So hold on to your fedoras: the Village in southeast False Creek is going cosmo.

And when it comes to transportation, this is a no-car-required zone. Situated between the Canada Line and SkyTrain, this premium location is very pedestrian friendly — not to mention boater friendly (there's an AquaBus stop just yards away and then the Dragon Boat dock is just minutes away as well). And False Creekers

who love to walk and cycle along the seawall no longer have to pull a u-turn at Cambie Street and head back to Granville Island. They can just keep on trucking along this up-and-coming hood till they hit SoMa. So it's pretty much a win/win for Vancouver proper peeps all round.

Plus, WEST residents will only be one short bridge away from downtown. Yet, with starting prices at \$268,900, buyers can expect to pay approximately \$20,000 to \$50,000 less for the same size unit at WEST than they would in, say, Yaletown. And really, come summer, being able to walk over the False Creek inlet is more of a bonus than a hindrance. With all that in mind (price, location and amenities), when these suites hit the market this spring, you can bet they'll be scooped up pretty darn fast.

WEST residences feature condo living above the shops, bus stop and boat stop on West 2nd Avenue. They start at \$268,900. ARTIST RENDERING



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- Queen Extra Firm - 3 Zone ..... **\$332**
- Queen Foam Encased with 1" Talalay Latex  
3 Zone Coil Medium Firm ..... **\$362**

### POCKET COIL - MINIMUM MOTION TRANSFER

- Queen Plush 884 Coil Foam Encased Plush... **\$323**
- Queen Plush 884 Pillow Top with Memory Foam.. **\$383**
- Queen Euro Top 2218 Coils with 2" of Talalay Latex ... **\$742**

### MEMORY FOAM

- Queen Cool Sleep Memory Foam ..... **\$433**
- Largest Selection of Latex Mattresses in BC!**



## Get the latest on this new development

- Location:** The Village in Southeast False Creek on West 2nd Ave. between Columbia and Manitoba street
  - Number of units:** A phase development of 488 homes
  - Starting price:** \$268,900
  - Types of suites:** One bedroom, one bedroom and den, two bedroom and two bedroom & den
  - Size:** 450 to 1,072 sq. ft.
  - Ready for occupancy:** Late 2014
  - Amenity highlights:** 69-child daycare, full-fitness centre and tech lounge
  - Interior features:** Quartz countertops, European appliances by Blomberg and Fulgor, custom millwork and floor to ceiling windows
  - Sale info:** Hits the market this spring. For more info, visit [www.liveatwest.com](http://www.liveatwest.com)
- SARAH ROWLAND, 24 HOURS

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[LANDMARK PROJECT > The Residences at WEST  
Vancouver False Creek Condos by Executive Group  
Development near The Village > Southeast False  
Creek Vancouver WEST Condos from \\$268,900 PLUS  
over 40,000 sf of New Retail/Commercial Space](#)

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Residences at WEST False Creek Vancouver Condo  
VIP Sales > REGISTER HERE for your CHANCE to  
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THE RESIDENCES AT  
WEST

Landmark Location  
Iconic Design  
Unequaled Value  
COMING THIS SPRING

**OVER 100 HOMES**  
from \$268,900-\$459,900  
1 BEDROOM | 1 BEDROOM+DEN | TWO BEDROOM



# The Residences at WEST Vancouver False Creek Condos

Brought to you by master builder Executive Group Development, the new False Creek Vancouver Residences at WEST Condos will feature an exciting project that will change the face of this neighbourhood forever. With a landmark location, iconic design and unequalled value, The Residences at WEST Vancouver False Creek condos for sale will feature over 100 Homes between the price point of \$268,900 to \$459,900, making them extremely affordable for the South East False Creek neighbourhood. The developer is now introducing the new False Creek Vancouver Residences at WEST Condos, which will become the most highly anticipated and exciting project in this neighbourhood in 2012! This is a PHASED DEVELOPMENT that will see the construction of a master planned mixed use community that will be eventually home to over 43,000 square feet of prime retail/commercial space at ground level that will include retail services, banks, restaurants and stores. The Residences at WEST Vancouver False Creek condos by Executive Group Development developers will be poised to become the natural heart and epicentre of The Village and surrounding False Creek neighbourhoods. WEST Vancouver False Creek tower is an opportunity to own in Vancouver's best new West Side location at a price that may never be seen again! You can find more details online at [www.liveatwest.com](http://www.liveatwest.com) and if you are not represented by an agent (i. e. you DO NOT have a realtor), you can register with us and we will not only provide you with the latest VIP info and updates about The Residences at WEST Vancouver False Creek, but we will also find a suitable professional realtor to help you find the home of your dreams. Coming SPRING 2012! The presentation centre will have a fully finished 2 bedroom suite!

## The Vancouver WEST False Creek Condos by Executive Group Developments > PROJECT PROFILE

- > Project Name = The Residences at WEST False Creek
- > Developer = Executive Group Development
- > Vision & Design = Walter Francl Architecture Inc
- > Proposed Project = Phase Development near The Village on False Creek
- > Actual Location = The Village in Southeast False Creek on West 2nd Avenue Vancouver between Columbia and Manitoba
- > Offering = The Residences at WEST will be a mixed use development with probably 3 phases
- > The False Creek WEST Vancouver Condos = About 488 homes over several



phases

- > Price Point = Presale Vancouver WEST False Creek Condos from \$268,900
- > Presale Incentives = WEST Residences at False Creek will offer 100 homes between \$268,900 to \$459,900
- > Vancouver WEST False Creek Floor Plans = 1 bed, 1 bedroom plus den, 2 bedroom and 2 bed+den homes
- > False Creek Vancouver WEST Residence Sizes = 450 to 1072 square feet (approximate)
- > Estimated Completion = Late 2014
- > Deposit Structure = 15% deposit required (5% within 7 days of signing purchase agreement, and 2 additional 5% deposits)
- > Amenities at The Residences at WEST False Creek = technology lounge, fitness gym and new daycare facility!

## The Vancouver False Creek WEST Residences for Sale

As mentioned above, the development and design team offering the Vancouver False Creek WEST Residences includes the Executive Group Development builders and Walter Francl Architecture Inc. Located in Southeast False Creek, the Vancouver WEST Residences will be a phased development that will include a podium deck plus 2 high-rise residential buildings at 15 and 16 storeys in height. The architecturally significant landmark towers at the new Vancouver False Creek WEST Residences will be very modern and design savvy and will be built to LEED Silver equivalent features. The expected completion date is for Late 2014 and it is currently in the pre-construction phase. The Southeast False Creek Vancouver WEST Residences will include up to 488 market units for sale that will range from 1 bed to 2 bedroom plus den floor plans. There will be over one hundred homes between the price point of the mid \$200' s to mid \$400' s and all forms of HST Rebates and new home buyers' rebates are applicable. All new homes at the Vancouver False Creek WEST Residences by Executive Group Development will come with the standard home warranty. In addition, the amenities on site at WEST False Creek Vancouver condo towers will include a beautiful new gym, tech lounge as well as a daycare facility that will have room for 69 children.

The interiors at the new False Creek Vancouver WEST Residences will include quartz engineered counters (very high-end) as well as European appliance sets from Blomberg and Fulgor. There are floor to ceiling windows in addition to custom millwork throughout the homes. Due to the nature and location, many of the False Creek Vancouver WEST Residences



will also have great views and a close proximity to the waterfront and to the Village at False Creek.

## More Info About the Residences at WEST Vancouver Condos

With more than 40,000 square feet of prime retail and commercial space being built out as part of the phased project at The Residences at WEST Vancouver False Creek condos, home owners will also be very close to boutique stores, grocery stores, banks, services and big box retailers around the area. Ultimately, the 2 to 3 phased project at The Residences at WEST Vancouver condos will feature the entire redevelopment of a city block between Columbia and Manitoba along West 2nd Avenue Vancouver BC. This ambitious project will be situated nearby the Village in Southeast False Creek, which is also close to the SkyTrain Line for easy transit. The premium location of The Residences at WEST Vancouver condos makes it a very pedestrian and transit friendly neighbourhood (which also features the Aquabus and the boardwalk seawall that connects to Granville Island and around the bend to downtown Vancouver and the arena area). In addition, the Vancouver False Creek WEST Residences will be very close to the Cambie Street Bridge that gives you easy access to downtown. For the same sized suite in other Southeast False Creek condo development homebuyers are looking at more than a \$20,000 to \$50,000 premium. Therefore, the Residences at WEST Vancouver False Creek condos are the most affordably priced development in this up and coming neighbourhood in the West Side.

## West 2nd Vancouver Real Estate Development

This information was originally published on the Executive Group Development website explaining their proposal for the West 2nd Avenue redevelopment plans to the city. Executive's False Creek Vancouver real estate development calls for a mixed use project that will feature a unique and rare project in Vancouver's most desirable West Side location. The timeless multi-tower mixed use residential development will be home to over 500 residences and retailers. The waterfront community of WEST False Creek Vancouver condos will command spectacular views and elegant architectural and interior design. Executive Group Development is planning False Creek's most highly anticipated project with the largest contingent of vibrant retail space in the neighbourhood and occupying the premier location at Manitoba and Columbia Streets near the Southeast False Creek waterfront area. The original proposal in December 2010 highlighted the project that consisted of 3 condo towers beside the Olympic Village.



To our understanding, the final approved project at The Residences at WEST False Creek Vancouver includes 2 towers plus a podium deck. The project, which covers the entire 100-block of West 2nd Avenue in False Creek, will house 500 boutique-style residences atop a 40,000-square-foot retail plaza. In addition, the proposal by Executive Group Development was the construction and design of a beautiful LEED Gold children's daycare. We know that the daycare facility for 69 children was passed, but not sure about the LEED certification at this point. Francl Architects is designing the towers at Vancouver False Creek WEST Residences.





Dear Les,

### Preview Event - 1 Additional Day to Preview

Our 5-Day **Preview Event** has been a resounding success! Prospective purchasers have recognized the value and convenience of **WEST** and have filled the Sales Center each day.

Based on the level of interest and the feedback our team has received, we have extended our **Preview Event** for 1 additional day - **Monday June 4th from 11:00am to 5:00pm**. If you didn't have a chance to visit us or have additional questions, its not too late! **WEST** will be open tomorrow for one last opportunity to tour the Sales Center and 2 Bedroom + Den Display suite, view layouts and locations of each plan and receive detailed pricing.

**Sales of the homes at WEST will begin Saturday June 9th.** Please keep an eye on your inbox tomorrow evening for further details that will outline the process for securing an appointment for our **Selection Event** next Saturday. In the meantime, we encourage you to visit the [WEST](#) website with fly-throughs and interior renderings of select suites, views and floorplans of each home.

### WEST Preview Event

<b>1 Bedroom - City Collection</b>	<b>478 Sq.ft.</b>	<b>from \$268,900</b>
<b>1 Bedroom - Tower Collection</b>	<b>597 Sq.ft.</b>	<b>from \$359,900</b>
<b>1 Bedroom + Den</b>	<b>721 Sq.ft.</b>	<b>from \$389,900</b>
<b>2 Bedroom</b>	<b>747 Sq.ft.</b>	<b>from \$449,900</b>
<b>2 Bedroom + Den</b>	<b>1045 Sq.ft.</b>	<b>from \$579,900</b>

**\*All homes come with Parking**

We look forward to introducing you to **WEST**. Vancouver's best location, design and value.

Sincerely,

**Sam Tseng** 778-321-5838 [LiveAtWest.com](#)

**P.S. - 5-5-5 Deposit Structure** - Initial deposit of 5% and two further 5% deposit, 3 months and 9 months after purchase.

