

NEW HOME PROJECT PROFILE

Amacon's District is just so Main Street (not!)

It is also (well) located in Mount Pleasant and (well) priced against re-sale

District: South Main
Project location: Mount Pleasant, Vancouver
Project size: 103 apartments and townhouses, Building 1; 149, Building 2
Residence sizes: studios, 415 sq. ft. - 615 sq. ft.; 1 bed, 550 sq. ft. - 615 sq. ft.; 2 bed, 780 sq. ft. - 882 sq. ft.; townhouses, 686 sq. ft. - 885 sq. ft.
Prices: studios, from \$223,900; 1 bed, from \$279,900; 2 bed, from \$384,900; townhouses, from \$329,900
Developer: Amacon
Architect: IBI/HB
Interior design: Portico
Sales centre: 299 East Seventh, between Main and Scotia
Hours: noon - 6 p.m. daily
Telephone: 604-879-2010
Website: southmaindistrict.com
Occupancy: July 2012

VANCOUVER SUN

Competitively priced and conveniently located, the District buildings, and their homes, will assume a bigger-than-their-households role once up, permanent pointers to a predecessor industrial Vancouver and its artistic and artisanal successor.

The new-home project's principal interior designer, Tara Wells of Portico Design, thinks the intimations of the old in the new that developer, architect and designer have organized for the Mount Pleasant property were an important part of their work.

"The colours used - old natural oak, natural walnut floors, for instance - are added touches of old with the new. You'll feel part of the neighbourhood and not like you've been transported there," Wells says.

"We wanted to create that Soho loft feeling where old is new. It's in the spirit of Main Street that has new bars and businesses beside old buildings."

District will incorporate an old building in its firmament. The building was originally a garage, constructed in the 1920s for the Doering and Marstrand Brewery.

A number of breweries and tanneries were located in the vicinity, the attraction a fresh-water creek, now largely covered over. Brewery Creek rose in the present-day Mountain View Cemetery and emptied into False Creek at Second and Main.

At city hall, the building "is a rare example of Mission-Revival-style architecture and is one of the few surviving industrial heritage buildings in the city, where there has been a rapid loss of industrial structures and uses in recent years."

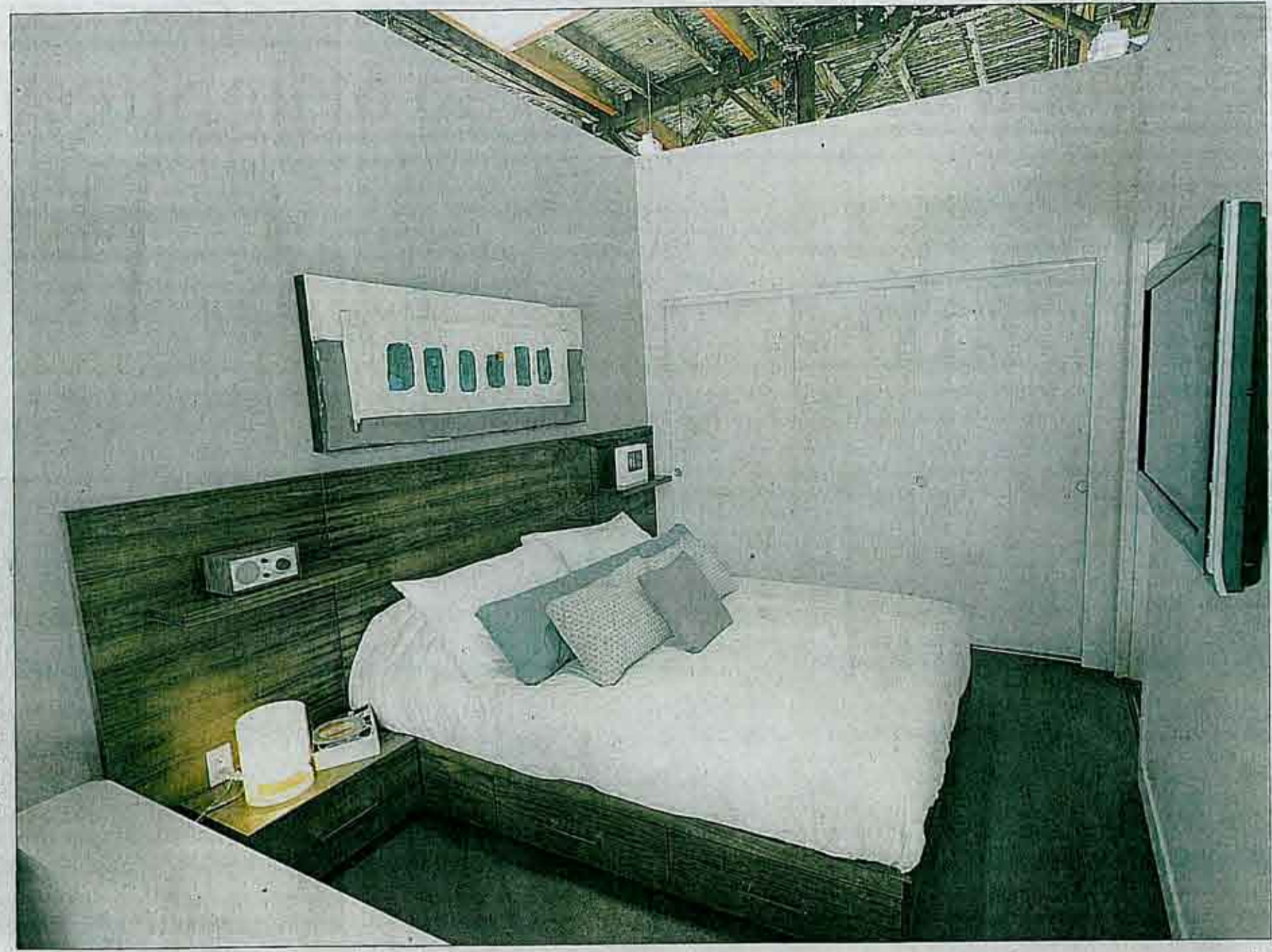
In return for preserving the building, Amacon received an increase of almost 14 per cent in the density that city hall permits on the property.

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In the District South Main homes, engineered hardwood flooring will be underfoot except in the bedrooms (carpet) and bathrooms (porcelain tile). Synthetic stone will top the counters. Laminate will face the cabinet doors. The single-basin apron sink will compete with a KitchenAid appliance package for stainless-steel ascendancy. The faucet is a pull-down model from Italy. A stone backsplash is a option in the kitchen design. Hardwood is offered as an option in the bedroom. Every home will have a washer and dryer.

Who would live here? Tara Wells of Portico Design asked and answered that question while preparing the two District South Main show homes. She created the one-bedroom show home (right and below) for a photographer and his spouse. She thought a shoe designer would feel right at home in the studio show home (bottom). "The key element for the room was the art piece used in lieu of a traditional headboard to command full attention," she explains. The piece started as a photograph of mannequins in a New York storefront and was reimaged for District by a Vancouver artist, Brent Roy Fraser. Another Vancouver artist, Jill Pilon, was the creator of the artwork above the bed in the one bedroom. "The reason we were drawn to her work was we felt a "graffiti" flavour found in some of her previous work echoed the surrounding Main Street neighbourhood."



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Amacon is planning on converting the space into a 10,000-square-foot commercial space, of which half would be for the use of artists and craftsmen. "We're very passionate about this

area," said Amacon's Nic Jensen, manager of sales and marketing. "It's almost Vancouver's unrecognized artist district and it offers the very best views in the city with False Creek in the foreground, the city and the mountains." The 30-metre contour-line passes through the District property, a presence to which Amacon has responded by allocating 4,000 square feet of rooftop to common area.

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