

## Design merges the hard with the soft

Development's mix of metal, wood and colour reflects industrial area's vibrancy

Mary Frances Hill



**INDUSTRIAL**  
Strathcona Village, an undertaking from The Wall Group of Companies, comprises 279 homes in the historic Vancouver neighbourhood.

WAYNE LEIDENFROST PHOTOS/PNG



The facade of Strathcona Village — with its glazed metal panels in shades of burnt orange and red — reflects the vibrancy of its historic industrial port surroundings.

celebrate the esthetics of North Vancouver's shoreline views.

The site called out to Bonini, demanding an unconventional, bold take on interior design.

"We had a lot of fun with this project because we were given the opportunity to create two different takes on a modern industrial theme," says Bonini, who heads BYU (Bob's Your Uncle) Design with Cheryl Broadhead.

Bonini led the design of the display suites for the Ballantyne and the Heatley, two of the three anchors of the mixed-use project. (A third, the Raymur, is set for later this year).

On the building's exterior, burnt orange and red metal sidings will reflect the unobstructed views to the north, an industrial area that carries its own beauty and history.

"The building itself is quite industrial, taking cues from the nearby container shipyard, and we thought it would be great to extend that more industrial feel to the display suite," she says.

BYU Design's result: A marriage of bold graphics, primary colours and soft textures beside harder details in furnishings, such as an industrial pendant lamp, metal-look kitchen island stools and colourful chairs, and a concrete dining table.

"I think one of my favourite parts of the design process was really exploring different items that have a rough and industrious feel, but making it feel soft and livable," she says.

"It was exciting to pair soft, touchable things — for example, the sheepskin (throw on metal chairs) — with harder elements, like the concrete table."

When Bonini decorates with huge graphics, every other piece in the room is understated.

In one bedroom, a huge white and grey numbered wall covering dominates an otherwise simple room without pulling any attention away from the sophisticated, quiet furnishings.

"That design is very natural in coloration — creams, warm greys, whites, blacks. The bold print on the wall would not work with the bold sofa, for example, as it is too distracting, with too much for the eye to take in."

In one living space, basic white walls and white cabinetry create a light, neutral canvas for the bright shades elsewhere.

An aquamarines of a, framed graphic prints in primary colours and mismatched coloured metal chairs infuse energy into the suite.

"Essentially, we have four main colours happening; white, black, blue and red. We would not be able to create an environment that wouldn't be overwhelming if the walls were not white.

"By doing predominantly white, with touches of black, we could add bolder elements of blue and red without it feeling overwhelming."



The well-equipped kitchens at Strathcona Village feature slick, stainless steel appliances, along with polished quartz countertops and backsplash.



Warm woods, metals and bold wall graphics combine to give the living room an industrial edge, while the aquamarine sofa adds a pop of colour and texture.

For Ada Bonini, the chance to work on the two display suites at Strathcona Village was a rare thing indeed. The development will be among the first to embrace East Hastings' industrial area as a vibrant community in the making, and to

## Strathcona Village drawing plenty of attention

Launch of second of three buildings advanced to keep up with demand

FELICITY STONE SPECIAL TO THE SUN

It feels like an opportunity to put down roots in what is an up- and- coming neighbourhood. **SHAWN RIOPELLE BUYER**



PHOTOS: WAYNE LEIDENFROST/ PNG



The area to the north of the Strathcona Village three- condo project will remain industrial, ensuring unobstructed views. The burnt orange and red metal sidings reflect the historic port surroundings.



Project size: 280 suites Address: 945 East Hastings St., Vancouver Residence size: 1 and 2 bedrooms, 452 — 927 square feet Prices: From \$ 229,900 Sales centre: 945 East Hastings St. Hours: Noon — 5 p. m., Sat — Thurs Telephone: 604- 683- 0900 Developer: The Wall Group of Companies Architect: GBL Architects Interior design: BYU Design Web: strathconavillage.com Warranty: National Home Warranty Occupancy: Fall 2017

Sales at Strathcona Village, the Wall Group's 279- unit mixed- used project on East Hastings, have taken marketer Bob Rennie by surprise. The first of three condo blocks, The Heatley, launched June 14, and the second block, The Ballantyne, just days later.

says. "It was, OK, just before summer holidays we'll bring out Heatley, and then in September, we'll bring out Ballantyne. But the neighbourhood likes it, the database has really grown, and so we're bringing out Ballantyne now."

A third block, The Raymur, has yet to be released for sale.

People want communities, he says. "I think you either live downtown, or the future is you live in communities which I call energy centres. This is an energy centre, Strathcona Village. It has a fabric to it. And so does Brentwood ( in Burnaby)." ( The first phase of that project, also marketed by Rennie, is already sold out.)

"The buyer who's buying in Strathcona Village doesn't want Brentwood, and the buyer buying Brentwood doesn't want Strathcona Village."

Buyers Kelly and Shawn Riopelle wanted Strathcona Village. Kelly is an architect with GBL Architects, which designed Strathcona Village, and Shawn is a screenwriter. She says that although she was not directly involved in the design, "we've been excited about buying into this project since I started working at GBL nearing three years ago, just waiting for sales to start finally. ... Essentially we love the immediate industrial neighbourhood of the building within greater Strathcona."

"It feels like an opportunity to put down roots in what is an upandcoming neighbourhood," Shawn says. "It feels like we're at the start of something."

"Because we're right on the edge, the cusp of Strathcona eventually," Kelly adds. "Jane Jacobs always advocated for a great diversity of people in our historic centretown neighbourhoods. We look forward to being a part of that diversity in the oldest of Vancouver neighbourhoods."

Strathcona Village

"We're ahead of ourselves," Rennie

Between Campbell and Raymur ave-

nues, Strathcona Village will be close to the shops and restaurants of Main Street to the west and Commercial Drive to the east.

There is a No Frills grocery store just east of Clark Street, and there will be a new Strathcona branch of the Vancouver Public Library two blocks away at 730 East Hastings.

The area to the north will remain industrial, ensuring unobstructed views, and the building design, which resembles stacked shipping containers interspersed with glass panels, blends in with the port behind. "The bold industrial character of the building design's burnt orange and red metal sidings referencing its historic port surroundings is a nice change from the standard all- window- wall towers typical of condo design right now in Vancouver," Kelly says.



PHOTOS: WAYNE LEIDENFROST/ PNG



Among those who have purchased units in the 280- suite project are Jen Harvey and Jordan Wong, members of the Rennie Marketing sales team.



PHOTOS: WAYNE LEIDENFROST/PNG



*The 775- square- foot, two- bedroom Z- lan unit has a balcony that runs the full width of the home and comes with two bathrooms, or one can be converted to a flex space. The kitchen has grey wood grain laminate cabinets, white countertops and stainless steel appliances.*



She also finds the size of the building refreshing. "I'm more attracted to a mid-rise density — I count that up to 14 floors, but not over 20."

Spacious communal roof decks separate the three raised residential blocks: The Ballantyne on the west side, The

Heatley in the middle and The Raymur on the east side. The ground floors will house retail and offices, and there will be four floors of parking. ( A parking space is included with each home.)

The Riopelles purchased a two- bedroom corner unit, as did Rennie sales adviser Jen Harvey, who now rents in Strathcona, where "the price point for houses is over a million dollars, and so the fact you can buy something for in the four hundreds — I'm excited about it."

She rides her bike 95 per cent of the time, and Strathcona Village, which will have bike storage, is close to everything, she says, including, of course, Strathcona.

"It's just such a gem in the city, the parks and the green space."

The number of Strathcona Village floor plans runs literally from A to Z, but homes have either one or two bedrooms, sometimes with flex rooms, and come in two colour schemes, displayed in two show suites.

The 545- square- foot onebedroom, one- bath suite is a B plan with a flex room off the kitchen and a balcony off the living area. The highgloss cabinets are white, counters are charcoal grey and floors are light wood- grain laminate.

The two- bedroom Z plan show suite is 775 square feet with two bathrooms and a balcony that runs the full width of the home.

Another option is to replace the second bathroom with a flex room. Here, cabinets are wood- grain laminate, counters are white and floors are a darker wood- grain laminate.

"I have this exact floor plan," Jen Harvey says. "Now I get to hang out in it all the time, invite people over — this is my new place!"