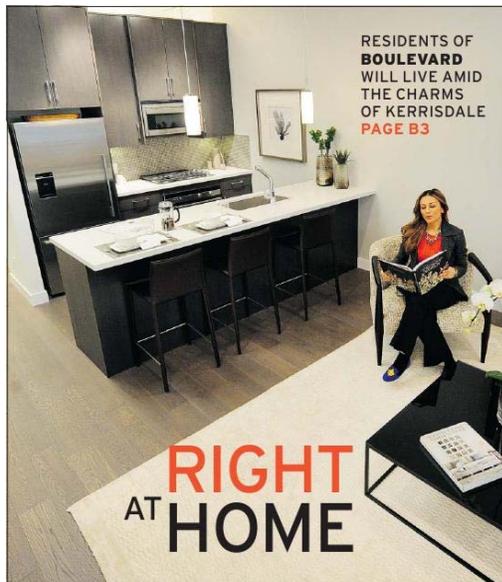


High-end features are the norm

Designer puts the focus on kitchens and bathrooms

Mary Frances Hill HOMES REPORTER



Sales associate Maria Kritikos relaxes in the presentation centre for the four-storey project slated to rise at West Boulevard and West 37th Avenue.



Unique interiors with spacious kitchens are shown at the Boulevard Kerrisdale presentation centre.

MARK VAN MANEN/PNG



A roomy bathroom is one of the features at the Boulevard Kerrisdale presentation centre at 6294 West Boulevard at West 49th Avenue in Vancouver.

WESTCOAST HOMES.



A rendering of the Boulevard Private Residences Kerrisdale shows a new home project by developer Redekop Kroeker in Vancouver's Kerrisdale neighbourhood.

buildings are rare, if not impossible to find. So a developer who wants to build a presentation centre for an upcoming project may be forced to be creative in a smaller space. So, too, does the designer of the centre's show suite.

This was Mae Suffron's challenge. When Redekop-Kroeker moved into half of the old Magee Grocery store — a circa 1944 building at West Boulevard and West 49th Avenue — Suffron was given the task of creating the look and feel of "home" that will be part of Boulevard, a four-storey project due to stand at West Boulevard and West 37th Avenue in 2015.

Suffron's solution was to find a focus and to stick with it. In this case, that focus lies in the high-end features in the kitchen and bathrooms.

"Certainly, a full unit would be great, but we wanted the purchasers to see the quality used in this development, so vignettes were the solution," says Suffron, principal of Creative Designworks, the team that crafted the look of the presentation centre.

The building has nine-foot ceilings, which show off the wooden kitchen cupboards' nine-foot height, a centrepiece in the presentation centre.

"The vignette of the kitchen shows the use of full-height wood kitchen cabinetry, which provides extra storage — always a bonus for move downs," Suffron says.

"Move-downs" — also known as downsizers — are among those Redekop Kroeker expects to be drawn to the project.

The developer knows those who have lived in Kerrisdale for many years love the neighbourhood and want to stay, even as adult children leave and their own lifestyles change.

In the kitchens, homebuyers will get high-end appliances and double-drawer dishwashers — "a nice feature for the busy professional or active empty nester that doesn't have the need for a full dishwasher at all times," Suffron says.

In the bathrooms, she hones in on the smaller details to appeal to the universal.

All bathrooms come with motion-sensor lights under the cabinetry. Ambient lighting is tucked away behind bathroom mirrors that seem to protrude, or "float," above a Caesarstone vanity.

The bedroom vignette is simple and warm, with a high, upholstered headboard to emphasize the ceiling height. The walk-in closet comes complete with built-in shelving, rods and a suspended dresser.

"The goal for the look and feel of all the finishes and material we used was to appeal to established homeowners who are looking to downsize," Suffron says. "Quality is also very important to young couples who have grown up in this area, or new purchasers who can appreciate this established community."

In Kerrisdale, large, empty lots and