

## Redbridge creates a buzz in Squamish with striking design, waterfront location

The master-planned community is striking a chord with buyers who are genuinely excited at the prospect of owning a home in the 435-unit development, says Kingswood Properties' president, Lorne Segal.

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Artist's rendering of Redbridge, Kingswood Properties' master-planned community in Squamish. Photo by Supplied /PNG Redbridge, Kingswood Properties' master-planned community in Squamish, is more than just an address – it is designed to compel people to think about the next chapter of their lives and consider not just what it takes to live, but to live well, says the company's president, Lorne Segal.

More than 10 years ago, en route to Whistler, Segal turned off the Sea-to-Sky Highway and came across the Scott Crescent property that enjoys waterfront access to Howe Sound, is a short walk to the Smoke Bluffs trails and situated below the landmark Stawamus Chief – one of the largest granite monoliths in the world.

He considered why the property had not been developed – were people reluctant to move to the area, or were the challenges that needed to be addressed to build on the site too daunting? He settled on the latter and decided to be part of the revitalization of the municipality that once relied heavily on the forestry sector.

"Redbridge is a legacy project," says Segal. "I've put my heart into it, rolled up my sleeves and pored over the plans," he notes, adding that to get the "wow" factor in any development, one needs to assemble the right team and exercise good judgement while staying true to the original vision.



Kitchens at Redbridge feature Italian-made cabinetry with flat panel doors, integrated appliances and a stone-coloured Caesarstone countertop. Photo by Supplied /PNG "You're setting a precedent. You have to believe in it, spend years doing it. Then you hold your breath, and hopefully, people will have a visceral response to the project," says Segal, who adds that Redbridge is striking a chord with buyers who are genuinely excited at the prospect of owning a home in the 435-unit development.

The project's Mountain- and West Coast-inspired architecture, by Cornerstone Architecture, reflects the surroundings with the buildings' wood features and shingle cladding acknowledging the forestry heritage of the area

while the stone accents, sourced from the local quarry, connect Redbridge to its mountain setting.

The one-, two- and three-bedroom homes have large windows to maximize natural light and take advantage of the views, while patios, terraces or balconies will allow residents to relax outdoors and enjoy the environment of the eight-acre site.

While Segal first envisioned Redbridge a decade ago, the release of the project coincides with peoples' experience of the COVID-19 pandemic and a renewed focus on lifestyle and healthy living.



The Scandinavian spa at Redbridge will include light therapy rooms, infrared saunas, hot and cold plunge pools and an outdoor Zen garden. Photo by Supplied /PNG

"[The project] ticks a lot of boxes that are aspirational, and coupled with this new reflection about what it means to live a healthy life, Redbridge becomes an opportunity," he says.

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Squamish is renowned for its range of outdoor activities – everything from hiking and biking to windsurfing and mountain climbing – and Redbridge's 20,000-square feet of indoor and outdoor amenities are designed to enhance the

healthy mind, body and soul philosophy that inspired the development.

Base Camp, the amenities building, will offer places to exercise, including a dedicated studio for yoga, a social lounge for relaxing get-togethers with friends and a loft where residents can indulge their competitive spirits in the games such as foosball, ping pong and shuffleboard. Meanwhile, cycling enthusiasts can work on their bikes in the gear maintenance zone.

The Scandinavian spa will include light therapy rooms, infrared saunas, hot and cold plunge pools and an outdoor Zen garden, the perfect place for quiet contemplation.



Interior design was inspired by Scandinavian sensibilities like functionality and simplicity. Photo by Supplied /PNG

Photo by Supplied /PNG

In the Eco-Movement Lab, the cardio equipment has technology that converts more than 70 per cent of user-generated energy into renewable electricity that is stored in a Tesla power wall battery to offset the carbon footprint of the gym.

There will also be a range of workspaces, including a meeting room, individual workstations, and private meeting booths. Alda Pereira, principal of Alda Pereira Design Inc., says the interior design of the condos and townhomes was inspired by Scandinavian sensibilities that focus on functionality and simplicity.

She created two palettes for Redbridge, both warm, light schemes. The Earth palette is a tone darker than the colours and materials in the Air scheme.

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"The interiors are muted and neutral enough that anybody can bring their furniture into the spaces and not feel there is any conflict," she says.



Large windows will maximize natural light and take advantage of the views. Photo by Supplied /PNG

In the kitchen, Italian-made kitchen cabinetry features flat panel doors and the integrated appliances and a stone-coloured Caesarstone countertop reflect the Scandinavian influence while the island accommodates the dishwasher, undermount Franke sink and speed oven.

But Pereira notes what you can't see is as important as what you can see.

"It makes life easier and less complicated when you have a space for everything, and the kitchen is well-thought-out and planned to work hard for you."

The pull-out pantry is designed to store 110 kg of supplies, and Blumotion S runners ensure a soft close for kitchen drawers where grey interiors and drawer organizers add flair and functionality. Buyers can also exercise their own design options for the backsplash, where they can choose from two hexagon tiles (white or a light grey) and two grout colours to reflect their personal style in the space.



There will be 20,000-square feet of indoor and outdoor amenities on offer at Redbridge. Photo by Supplied /PNG

In the bathrooms, white oak cabinetry in the Air scheme and slightly darker tone in the Earth scheme contrast against the oversized floor and wall tiles, while locally sourced, honed granite countertops are another nod to incorporating materials from the area.

Segal says there has been an overwhelming response to the launch of Redbridge – the first phase is sold out – and he looks forward to the development being completed in about two and half years. Buyers include people

from Squamish, Metro Vancouver and elsewhere in Canada.

"[Redbridge] was conceived and evolved in a deliberate and careful manner, and it will be executed in the same manner," says Segal. "I'm going to be driving by the project for the rest of my life. I want to be proud of it."

**Project:** Redbridge

**Project address:** 1500, 1502, 1504 and 1506 Scott Crescent, Squamish, BC

**Developer:** Kingswood Properties

**Architect:** Cornerstone Architecture

**Interior designer:** Alda Pereira Design

**Project size:** 435 condos and townhomes

**Number of bedrooms:** 1, 2 and 3 bedroom units

**Price:** Phase 2, Pine Building, Starting price is mid \$400,000

**Sales centre:** 1583 Scott Crescent, Squamish, BC

**Centre hours:** Open by appointment

**Phone:** 604-849-1773

**Website:** redbridgesquamish.com

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