

Luxury knows no limit on Burrard

Residential tower set to be among the tallest in Vancouver

*SIMON BRIAULT
SPECIAL TO THE SUN*

RICHARD LAM/PNG



A soaring 394-unit project, One Burrard Place is set to open in 2019.

The second distinguishing feature is the range of amenities and services that come with ownership of the homes.

As Lily Korstanje, managing director of Magnum Projects, which is marketing the development, explained: "When we were putting together this project, we knew that the homes themselves needed to be absolutely top drawer.

"But we also understood that well-heeled people have limited time, so we began to talk about the lifestyle they would want outside of the physical amenities in the homes and the building itself."



One Burrard Place will be among the tallest residential buildings in downtown Vancouver — and as a result, the views should be hard to beat.

Luxury apartments with top-of-the-range fixtures and finishes are nothing new in Vancouver. The homes to be built at One Burrard Place certainly fit that description — and then some. But there are two key things that make this development by the Jim Pattison Group and Reliance Properties really stand out.

The first is the position and height of the building itself. Covering a full city block from Burrard to Hornby Street, and Drake to Davie Street, the 53-storey residential tower will be the third tallest in Vancouver and significantly higher than anything else in the area. As a result, the views will be hard to beat.

Luxury knows no limit on Burrard

and Kevin Brownlee, the winner of Grey Goose Vodka's 2015 Canadian Pour Masters competition.

RICHARD LAM/PNG



The One Burrard Place presentation centre demonstrates the well equipped kitchens and bathrooms that will be on offer.

Tying it all together for private events, dinners and parties will be a butler concierge service with staff trained by Charles Macpherson, head of the only butler academy in North America.

"The butler service is also there to make travel reservations for you, get you into restaurants or popular shows, or set you up with a dog walker or a babysitter at the last minute," Korstanje said.

All of the luminaries above, along with Jim Pattison, were at a glitzy event on Oct. 7 to launch the project's show suite at 1290 Burrard St.

The guests at the event and potential buyers of the apartments are people who, according to Korstanje, "will be more defined by their mindset and lifestyle than by the size of their home."

"Having the amenities on site — the gym, the outdoor fire pits, the spa, the huge private dining table that reminds you of a French country setting — is attracting people who are maybe willing to give up some space, but not luxury," she said.

Residents of One Burrard Place will have the run of Club One, a 30,000-square-foot private clubhouse with a fully equipped fitness facility, indoor and outdoor dining areas, wine cellars and wine tasting bars, a children's clubhouse,

indoor and outdoor yoga spaces, a private spa with treatment rooms, a full-length lap pool, a sauna, steam rooms and a hot tub.

The development also includes a private shopping salon where personal shoppers from highend outlets will come to show their goods by appointment.

"When you go to somewhere like Louis Vuitton in Paris or New York, they have services for big spenders where you are shown special pieces in the confines of a private salon," Korstanje said. "We're creating a space where personal shoppers can bring their wares to our beautiful private salon at Burrard Place. The idea is to bring luxury home, and that's never been done before in Vancouver."

Korstanje said there has been interest from downsizers with homes in places like Kitsilano, West Vancouver and Shaughnessy who have an affinity to the water and the view and are attracted by the luxury amenities and finishes on offer.

"We even have people who already have a large singlefamily home and are buying a luxury two-bedroom apartment as a place to play," she added. "So they would come downtown to do some shopping, have a meal or go to the theatre. Then if they have too much to drink or don't want to go home, they would have a place to leave their shopping, have a nap or stay overnight. It's a super deluxe pied-à-terre for some West Side people."

Luxury fixtures and finishes are standard in all homes. Bathrooms have heated stone flooring, and kitchens are Europeandesignated and feature ergonomic cabinets with self-close doors and drawers, under-cabinet LED lighting, stone backsplashes and waterfall countertops. The Gaggenau appliance packages include gas cooktops, integrated dishwashers and, in larger homes, steam ovens and refrigerated wine columns.

The sales centre is now open and the completion date for the development is expected to be in the fall of 2019.



Residents of One Burrard Place will be able to turn to what the project's organizers are billing as a star services team, and a private shopping salon where outlets will bring their goods by appointment.



Wine cellars and wine-tasting bars will be among the on-site amenities at One Burrard Place.

The end result is a so-called star services team consisting of an on-demand chef, pastry chef, event planner, fashion consultant, DJ and mixologist. Residents will be able to call upon the services of Alex Chen, the executive chef at Boulevard at the Sutton Place Hotel; Jackie Kai Ellis, the pastry chef and founder of Beaucoup Bakery; Brittany Wong, the event planner who has worked with such stars as Bono, Taylor Swift and Oprah Winfrey; Susie Wall, a style ambassador for Nordstrom Vancouver; DJ Leanne, who has worked with the Red Hot Chili Peppers, Justin Bieber and Ed Sheeran;