

Granville at 70th 267 condos in an 16-storey tower by Westbank Corp.

Province

Sunday, October, 20, 2013



Granville at 70th will incorporate a new Safeway, as this model shows. The Marpole project is attracting diverse groups of buyers. PHOTOS: RIC ERNST/PNG

Project: Granville at 70th

What: 267 homes divided between nine-storey, 18-storey and 22-storey buildings; 16 town houses

Where: Granville at W. 70th Ave., Vancouver

Residence sizes and prices: 568 - 1,749 sq. ft, starting at \$454,000

Builder and developer: Westbank Corp.

Sales centre: 8188 Granville St.

Hours: noon - 5 p.m., Sat - Thurs

At the presentation centre for Granville at 70th, Westbank Development's new project in Marpole, what the buyer sees is what the buyer gets.

They'll see a complete kitchen that offers high-end Miele appliances, walnut flooring and a luxury kitchen package made by German manufacturer Nobilia.

In the bathroom, they'll find a cast-iron soaker tub, Kohler fixtures, marble and granite countertops - all luxury features, and not an "upgrade" or "option" in sight.

Westbank marketing director Michael Braun says the provision of luxurious finishes is all about economy of scale.

The cabinets, for instance, are made by the German manufacturer Nobilia, and were easy for Westbank to acquire, mostly because their shape and specifications fit perfectly in the developer's kitchen layout plan.

"We take advantage of our huge orders to get really nice Kohler fixtures, and we went to the world's largest kitchen manufacturer because you can get a high-quality product that's cost effective. That appeals to both (higher-end and budget) markets," he says.

"And we can supply Miele appliances affordably because we have a deal with (the manufacturer). A lot of buyers would never be able to afford to buy a Miele appliance one-off, off the street. It would be much more expensive."

Renderings show an open-concept dining and living space with a square floor plan and large windows, a layout that maximizes space, Braun says.

"You don't want to have a lot of hallways and paying for square footage that is not very usable."

Bedrooms are placed on either side of the square living space to create private zones.

"There are a couple of configurations [in different layout plans] where they're next to each other but (in most plans) we keep the bedrooms apart," Braun says.

With the smallest homes available sized at 568 square feet and town houses as large 1,749 square feet, the project is able to attract singles, couples and small families.

Braun says the spacious suites and town houses have been attracting families who don't want to leave Vancouver to find a home large enough for family members. But they don't want to live in a small condominium either.

"I find people are looking for three-bedroom places, for their family. And I'm seeing a lot of people looking for a house-sized apartment because it's less expensive."

He says although visitors to the presentation centre don't see a full display suite, they come away impressed with the kitchen's luxurious details.

"The quality of finishing is similar to what Westbank did at Fairmont Pacific Rim. There are slight differences but pretty similar. It's like you're getting the C class Mercedes, in a way."



The kitchen on display at the Granville at 70th presentation centre is both stylish and functional. Homes range from 568 to 1,749 square feet.



The open concept dining and living space will have large windows that maximize the outlooks.