

LUXURY WATERFRONT LIVING SAILS TO NEW WESTMINSTER

Aragon Properties' The Peninsula, set to rise on the Fraser River in Queensborough's Port Royal community, will have a feature not often seen in a condo development: a private marina outside its front door, Simon Briault writes

We offer things like 48-inch fridges, top-of-the-line appliances ... Everything comes as standard — it's just one big upgrade.



The 22-storey Peninsula highrise in New Westminster will boast kitchens equipped with stylish cabinetry and high-end appliances.



The bathrooms in The Peninsula will be outfitted in marble or porcelain tile, and will feature floating vanities with undermount lighting.

Owning property on the waterfront is the ultimate dream of homebuyers the world over. But in a place like Metro Van-



The Peninsula — complete with its grand lobby — is expected to be ready for occupancy in New Westminster next spring.



The Peninsula, a 163-home project in New Westminster's Queensborough area facing one of the forks of the Fraser River, will be surrounded by water on three sides.

cover, it's extremely difficult to find — particularly if you're looking for something that's affordable for an average buyer.

With their new 22-storey highrise in New Westminster, Aragon Properties is tapping into the longestablished demand for waterfront living. The Peninsula will have 163 homes of between 741 and 2,249 square feet, including eight townhomes and five penthouses.

The development is located in the Queensborough area of New Westminster within a masterplanned community called Port Royal. The community is designed, developed and built by Aragon, and has around 1,000 residents.

"The Peninsula is really the crown jewel of Port Royal, because it's at the tip of Queensborough and it's surrounded by water on three sides where the Fraser River divides into two," said Ameet Johal,

director of sales and marketing at Aragon Properties. "We've been building out there for about 10 years and the area includes public spaces, a 1.7-kilometre riverfront walkway, parks and gardens."

The architects Ramsay Worden have designed the building to reflect the character of its environment — a curving glass facade to reflect the movement of the water on one side and a more traditional brick exterior facing the community of Queensborough with its historic single-family homes. But perhaps the most unusual draw for a condo development is the private marina being constructed just outside the building.

"It's extremely hard to find ocean-front moorage these days, and a spot on the Fraser River is attractive to boaters," Johal added. "It's a lot easier to clean and maintain a boat when you're on fresh water."

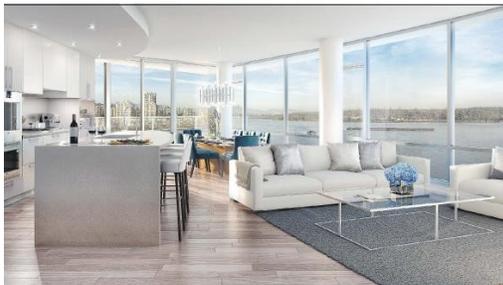
Johal described Aragon as a "design-forward" company, saying their developments don't come with optional upgrades. "We offer things like 48-inch fridges, top-of-the-line appliances and custom millwork. Everything comes as standard — it's just one big upgrade," he said.

Kitchens feature tailor-made Italian Cellini cabinets, quartz countertops with, in some homes, waterfall edge islands, and pullout pantry drawers with designated cutlery and spice holders, and Gaggenau appliances including refrigerators, gas cooktops and wall ovens.

PEDESTRIAN BRIDGE MAY BE A KEY LINK



The Peninsula will also be the site of a private marina, which Ameet Johal, director of sales and marketing at Aragon Properties, says has made the Queensborough project more "attractive" to boaters.



Impressive outlooks will be on offer in the homes in New Westminster's The Peninsula highrise, which will stretch from 741 to 2,249 square feet.

Bathrooms have marble or natural stone-style porcelain tile on floors and wall surrounds. There are also floating vanities with custom under-mounted lighting, quartz countertops with double basins, medicine cabinets for extra storage, soaker tubs and frameless glass showers.

"The great thing about this development is that 75 per cent of the homes are 1,200 (square feet) or larger," Johal said. "It's definitely geared to people who are used to a larger home, and we predict the key demographic will be down-sizers. It's designed with a very luxurious feel, so the interiors are exceptionally high-end."

Aragon hasn't skimped on the building's amenities, either. The Peninsula development includes The Panorama Club, a lounge with intimate seating, a fireplace and a pool table. There's also

an extensive deck with a double-sided fireplace, built-in barbecue and a hot tub. Other amenities include a gourmet chef's kitchen, an exercise room, a private theatre and a guest suite.

"Each building or development in Port Royal has some sort of amenity, but the real feature of the whole community is being outside, on the river or in the park getting to know your neighbours," Johal said.

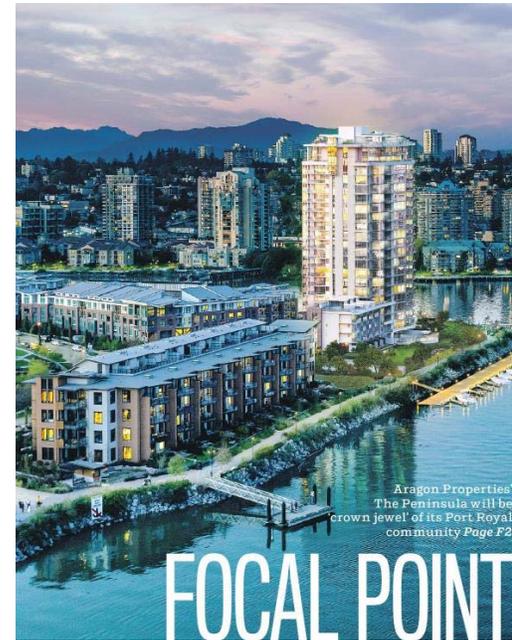
"We've had an incredible response to our advertising campaign with about 3,000 people opting to find out more. Right now, we are getting them information based on private appointments."

The prospect of a new pedestrian bridge linking Port Royal directly to New Westminster Quay is proving to be a big part of the appeal, according to Johal. The bridge is part of the official community plan that will, according to the city's website, "provide a renewed vision for New Westminster to the year 2041."

"The Peninsula is the one and only highrise to be built in the Queensborough area," Johal said. "The opportunity to live in a master-planned community that is designed and built by one developer is very rare."

"Finding waterfront is also very difficult now in Metro Vancouver, and the cost to live anywhere near the ocean is not accessible for a lot of people. The Peninsula provides an alternative that is still luxury living on the water."

Construction on the building, after extensive below-ground engineering work on the site, has already begun. The developers are looking at a completion date in early 2017 and prices start in the mid-\$400,000 range, with penthouses on sale from \$1.3 million.



The Peninsula

Project location: 210 Salter Street, New Westminster

Project size: 163 homes (including eight townhomes and five penthouses) of between 741 and 2,249 square feet. Prices start from the mid-\$400,000 range, with penthouses on sale from \$1.3 million

Developer: Aragon Properties

Architect: Ramsay Worden Architects

Interior designer: Maria Zoubos

Sales centre: 260 Ewen Avenue, New Westminster

Telephone: (604) 544-2258

Website: <http://www.aragon.ca/portfolio/the-peninsula/design/>

Occupancy: Spring 2017