

Concord Pacific's amenity-rich Park George will be big on smart design

SIMON BRIAULT Updated: October 6, 2018



Park George is a project from Concord Pacific in Surrey. PNG

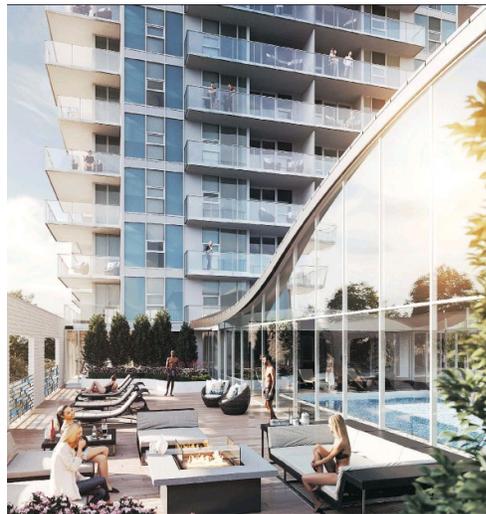
There are not many places where a new condo comes with access to two private swimming pools, an outdoor hot tub theatre, a tennis court, a work lounge, a sports social lounge, a virtual spin studio and a video conferencing room. Park George, the latest offering from Concord Pacific in Surrey, is one such place.

Part of the reason for the extraordinary range of amenities on offer at Park George is because residents will be able to make use of the facilities that are already in place at Park Avenue, two of Concord Pacific's previous residential towers nearby.

"We call our developments master-planned communities because we try to share the amenities across a number of towers - in this case four - so that it keeps people's strata fees down," explained Grant Murray, senior vice-president of sales at Concord Pacific. "In total, there will be about 110,000 square feet of amenity space, 30,000 square feet of it indoors."

"You simply won't find the same range of amenities in a single residential tower, or even two towers," Murray added. "And you certainly won't find them in a location that is so well connected in terms of transit. It's really a big selling point for us."

Park George's two towers of 36 and 39 storeys will include 339 homes in total. The neighbourhood around the development has been a decade in the making, when the City of Surrey came up with a long-term plan to transform the city centre into a new urban core. This involved adding multiple highrise residential buildings, retail offerings and amenities, a new location for Surrey City Hall, the expansion of Surrey Memorial Hospital, and a new RCMP headquarters.



An artist's rendering depicts one of two private pools that will be available at Park George in Surrey. A project of Concord Pacific, the condo complex is expected to be completed by mid-2022.

"Then you've also got the extra rapid transit that will be coming to Surrey in the near future, extending the transit options south down to Newton," Murray said. "We recognized 10 years ago that Surrey was really going to explode in popularity as somewhere people want to live and work."

"Park George is going to be dead centre in all of this new development and it's also right next to two parks - Holland Park and Quibble Creek," Murray added. "That means you'll never have anything in front of you and there are excellent view corridors. This is because Quibble Creek is a riparian park that is designated as protected green space. It gives you a lovely suburban feel in an urban setting."

Murray explained that the City of Surrey is aiming to transform, not just its residential environment, but its economic one as well.

"Everything's been gearing up to make this a new urban area and they're hoping to attract high-tech companies to the city in particular," he said.

The City of Surrey's website talks extensively about its aspirations to become a "Smart City", which aims to create "sustainable economic development and a high quality of life for...residents by considering innovation and technological advancements as a key ingredient in... decision making, strategy and investment."

Park George

Project location: 13768 —100 Avenue, Surrey

Project size: 339 homes ranging in size between 573 and 2,056 square feet. Prices for one-bedroom homes start at \$379,900, at \$540,000 for two-bedroom homes and \$899,900 for three-bedroom homes

Developer: Concord Pacific

Architect: DYS Architecture

Interior designer: LIV Interiors
Sales centre: 9908 King George Blvd., Surrey

Hours: 11 a.m. to 5 p.m., daily

Telephone: 604-583-9866

Website: www.parkgeorge.com

Concord Pacific and Park George, in particular, are well set up to contribute to this vision, according to Murray.

“These are the first towers in Surrey that will have 100-per-cent electric vehicle parking,” he said. “They also have a keyless entry and the WiFi connection will be fantastic so you’ll be able to walk around anywhere in the building and be connected, including in the elevators. We’re really big on technology and that’s why we’re installing smart thermostats in every suite so you’ll be able to set the temperature in your home while you’re away. With all of these smart ideas, we’re really catering to that generation that does everything with their phone.”

Kitchens at Park George include Panasonic microwaves and Bosch appliance packages with wall ovens, four-burner gas cooktops, stainless steel hood fans and built-in fridge-freezers. Bathrooms have Grohe fixtures, Kohler sinks and built-in shower niches. There are two colour palettes to choose from – Sunrise Chiffon and Evening Silk – and suites also come with Blomberg washers and dryers.

Murray expects the amenities at Park George to be a key selling point when sales open this month.

“Because the density in the area is so high, you’re generating enough money to be able to put in a huge amount of amenity space,” he said. “The amenities across the four towers really complement each other so there’s always something on offer no matter what you’re into or what the weather is doing at any given time of the year.”

Homes at Park George will range in size between 573 and 2,056 square feet. Prices for one-bedroom homes start at \$379,900, at \$540,000 for two-bedroom homes and \$899,900 for three-bedroom homes. Completion is expected for mid 2022.

“It’s just an ideal location for a master-planned community,” Murray said. “It’s been a fantastic ride over the last 10 years and these are the last two towers in the area so we’re expecting lots of interest.”



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Bathrooms at the new Park George condo have Grohe fixtures, Kohler sinks and built-in shower niches. Amenities complemented by technology are seen as a big selling point.



Residents at Park George will have internet access throughout the buildings’ common areas to help them stay connected



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