

Saturday March 2, 2019

## WHITE ROCK LIVING WITH 'THE BIG VIEW'

SIMON BRIAULT



Soleil will comprise 178 homes in a 26-storey tower in White Rock.



Amenities at Soleil, a new residential tower planned for the centre of White Rock, include guest suites, a gym, lounges, terrace, hot tub, children's play area and two fire pits.

For many buyers of new condos, location is everything. Soleil, a new residential tower planned for the centre of White Rock, does not disappoint on that front.

With a convenience score of 98 out of 100, the building will stand right across the street from Semiahmoo Mall and residents will be within a few minutes walk of more than 300 shops and services.

That location is already proving popular with buyers, according to Craig Anderson, marketing and sales director at Magnum Projects, which is handling



Residents of Soleil will be within a few minutes' walk of hundreds of shops and services; the building will be across the street from Semiahmoo Mall.

the sales and marketing for Soleil on behalf of the developers.

"This is the best-value ocean view in the Lower Mainland," Anderson said.

"At the same time, it's an authentically urban location with everything you need right on your doorstep. When you compare these ocean views against North or West Vancouver, there's a bunch of value here and you're not compromising on convenience or finishes, either.

"We did a bunch of work beforehand with realtors and potential buyers," Anderson added. "Many of them told us that they would be selling houses in the 1,300-square-foot range and that they wanted to put about \$500,000 in their pocket after buying a new condo. We reverse-engineered it from there to come up with the floor plans at Soleil.

"So, for example, they could sell their home for \$1.3 million and buy a Soleil apartment for about \$800,000, and that makes sense for a lot of people.

"We've had extremely healthy sales figures as a result, even in a slow-moving market like White Rock, where people have singlefamily homes and a lot of time to decide on their next move."

Soleil is a 26-storey tower that will stand at the corner of Johnston Road and North Bluff Road, right in the heart of White Rock's downtown core. The building will have 178 homes in total, ranging in size from 638 to 1,795 square feet. There are one-, two- and three-bedroom plans available and prices range from

\$474,900 to \$2,199,900.

The building also features 25,000 square feet of office and retail space and an 8,000-square-foot amenity space. Located on one level of the building and incorporating both indoor and outdoor spaces, the facilities will include two guest suites, a yoga room, a sauna, a steam room, a gym, indoor and outdoor lounges, an entertainment kitchen, a terrace, a hot tub, a children's play area and two fire pits.

"We've never been in a condo before, so it will be totally new for us," said Jeff Whitford, who has bought one of the homes at Soleil. "We live in White Rock right now, so we get this big view already and we didn't want to give it up. Then we saw what the 20th floor in Soleil would look like and we thought, 'Hey, this looks like our house.' It's the same view and we get Mount Baker thrown in as well."

Soleil is only a few blocks from the water, and the area enjoys more sun than virtually any other area of the Lower Mainland.

"People who want the great ocean views at Soleil will happily pay for them," Anderson said.



Soleil in downtown White Rock is just a few blocks from the water and its developers say it offers some of the best-value ocean views in the Lower Mainland.



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## SOLEIL A SHORT WALK TO SHOPS, CAFES, SUSHI



Soleil will feature a yoga room, sauna, steam room and fitness area, shown above, as well as a lounge and entertainment kitchen for residents.



An artist's rendering depicts the plan for the 8,000 square feet of amenity spaces at Soleil.



The high-end entrance to Soleil, as depicted in an artist's rendering. The company behind Soleil is RDG Management, run by John Rempel.

down in the building and putting some more money in their pocket so they can enjoy themselves more in a warmer climate."

Homes at Soleil feature engineered wood flooring in entries, kitchens, living rooms, dining rooms and dens. Kitchens have polished stone countertops, under-counter garbage and recycling systems, and full-sized Bosch stainless steel appliance packages, including stainless steel drawer microwaves. Bathrooms feature soaker tubs, frameless glass showers and large-format wall and floor tiles.

RDG Management, the company behind Soleil, is run by John Rempel, and Anderson said he and his father have been working together building multi-family homes for more than 40 years.

"John's a very passionate guy, and he sees homes through the eyes of buyers," Anderson said. "In some cases, he's willing to forgo revenue if it means the end product is better for the homeowners — taking out one of the floors in a building so that homes can have higher ceilings, for example."

For Whitford, who has been living in White Rock for more than a decade, the location of Soleil in the centre of the city was a big factor in his decision to buy.

"I think we got a lot of a value for what we paid per square foot for our new condo compared to anywhere else," he said. "We love the location too. We'll be able to walk across the street and go to Brown's, go to Starbucks, get some great sushi, go shopping or go to the liquor store. It's all right there. It's a two-minute walk to everything. It's awesome."

### Soleil

**Project location:** 1588 Johnston Road, White Rock

**Project size and prices:** 178 homes, ranging in size from 638 to 1,795 square feet. There are one-, two- and three-bedroom plans available and prices range from \$474,900 to \$2,199,900

**Developer:** RDG Management

**Architect:** Ciccozzi Architecture Inc.

**Interior designer:** The Creative DesignWorks Inc.

**Sales centre:** 1588 Johnston Road, White Rock

**Sales phone:** 604-379-3022

**Website:** [soleilwhiterock.com](http://soleilwhiterock.com)