

## Ventura at the heart of Abbotsford's evolving City Centre

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A private green space at Ventura will have a covered lounge area, gas fire pit and sports lawn .

Abbotsford has evolved to accommodate a steady stream of new residents eager to live in a place that effortlessly balances affordable urban living with the vast green vistas the region is famous for. To manage that growth to its best advantage, a plan known as 200K has been developed that will upgrade the City Centre as the focal point "of Abbotsford's public, economic and cultural life" in order to boost its population to 200,000 people. Spearheading this growth is Ventura, a new series of condominiums with a commanding street presence located in the heart of City Centre. Laying claim to the moniker that "the 200K plan starts here," Ventura gives residents direct access to all that is exciting and evolving in this vibrant neighbourhood – as well as the opportunity to enjoy every outdoor activity imaginable in the nearby picturesque landscapes. Lauren Hamilton, project manager for Fifth Avenue Real Estate Marketing Ltd., says: "Ventura is being developed as the future of Abbotsford's City Centre at today's prices – which are notably lower than one could find in Greater Vancouver. For example, Ventura features twobedroom homes starting from only \$439 per square foot."

This is noteworthy, considering the care and attention the developer, RDC Group (whose roots are firmly entrenched in Abbotsford and the surrounding Fraser Valley), has applied in creating beautifully appointed homes with elements that promote activity and a sense of community.

For starters, each one- to three-bedroom home has a spacious and efficient floor plan, with enhancements available upon request. The kitchens are equipped with gas ranges, storage is abundant throughout and there is

thoughtfully designed personal outdoor space.

As for colour schemes, 'Ash' offers rich tone-ontone grey cabinetry with light ash wood flooring to create a subtle, but dramatic contrast. 'Classic' features honeyhued wood flooring with creamy-white cabinetry and taupe accents – a timeless combination. Ventura also consists of an in-building wellness facility, an indoor/ outdoor dining and recreation space called The Social Club, and a private green space with a covered lounge area, gas fire pit and sports lawn – with all of these elements having a southwestern exposure. Other attractive features include secure parking, bicycle storage and a dog-washing station. Abbotsford's 200K plan has generated considerable excitement with investors and business leaders, who have already played a significant role in growing City Centre's residential, commercial, recreational and gastronomic offerings. "Accordingly, Ventura is attracting considerable interest from people who seek all the amenities of a big urban destination without the big prices, as well as easy access to Vancouver and the Okanagan," says Hamilton. Prospective buyers who want to see their equity in Ventura grow as Abbotsford's city centre evolves should register today; a grand opening is scheduled for May 11, and a full twobedroom display suite is available for viewing. The presentation centre is open daily from noon to 5 p.m. (closed Fridays) and is located at 32838 Ventura Avenue in Abbotsford. For more information visit

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