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The Beasley: Yaletown's Last Opportunity

By Kim Elbo

It's the most desirable neighbourhood to live in yet these days it's the most difficult real estate to buy into. The popularity of Yaletown within the past years has had an immense impact on the city of Vancouver. With its convenient location and hip hot spots, Yaletown has been long sought after by investors, young professionals and mature couples.

Amacon real estate developers have solved the problem with a new 34 storey mixed-use development aptly named The Beasley, an homage to the urban planner, Larry Beasley, who's responsible for transforming Vancouver into a livable urban community. "We are honored to call the building 'The Beasley' as it reflects so many of Larry Beasley's key points to a livable city. Whether it's the heritage retention, the high density, the mixed use or the many green aspects - 'The Beasley' has it all," says Nic Jensen, manager of sales and marketing.

The Beasley does have it all with its great amenities and its Homer Street location. You can't ask for anything more. "Real estate has always been about location and The Beasley is one of the best locations

in the city. Owners will be able to step out their front door to Yaletown or the back door to Robson Street. It really doesn't get much more central than that!" says Jensen. And it's true, just about everywhere you step there is no shortage of, restaurants, shops and public parks, which makes living in the city feel like an urban oasis.

When it comes to investments, buying up city property is no question. Ask just about anyone who owns a house in the city and they'll most likely brag at how much their property has increased in value within the few years of owning it.

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The Yaletown district is no exception, its location and appeal speaks to just about everyone. Not only BC residents are buying into Yaletown, but many tourists that come into Vancouver for a vacation or a business trip like what they see and are purchasing property because they recognise the popularity, growth and potential it has.

So it's no wonder why real estate in Yaletown is sold out fast when spaces are available. When 'out of

towners' are interested in Vancouver real estate you know that we've got something good. And with the 2010 Olympics just around the corner the whole world will get to see why Vancouver has been on the top of the list of places to live.

Yaletown is safe, friendly and closely convenient to everything. Seize the opportunity and purchase a brand new home in The Beasley to rent it out as an investment, keep as a vacation home or simply live in and enjoy.

With its unique architectural design and amenities the \$150 million development will boast more than

200 units with suites ranging in size from 575 to 690 square feet and four levels of elegantly designed penthouses and subpenthouses that are up to 1,300 square feet, perfect for those who like to live lavishly.

To get the more exclusive information about The Beasley please visit www.thebeasley.com.



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The Beasley: Sleek, Modern and Stylish

By Kim Elbo

Yaletown is known to be modern, elegant and trendy all at the same time. With fashionable retailers, boutique style design firms, and award winning restaurants placed throughout Yaletown, it's no wonder why this is *the* place to live. And now there's another reason to live on the style savvy streets of Yaletown, a residential retreat if you will, for you and your four-legged best friend.

Something for everyone

Whether it be a Yorkshire Terrier lap dog or a loveable Great Dane, Vancouver city dwellers love their four-legged friends. With dog spa's and pet clothing stores sporadically scattered all over Yaletown, there's no doubt that there's a market for man's best friend in the area. Considering all the aspects of a Vancouverites pet friendly lifestyle, The Beasley offers an exclusive space for all - a garden terrace that doubles as a 60 ft dog run. It's been seen and heard about in major cities like San Francisco and New York but now Vancouver is getting their very own taste of the cool urban life with a space all to their own for their pampered pooch. The garden terrace is also lined with park benches so it's a great space to meet up with old friends or new neighbours. "Our eighth floor roof deck is a first of its kind in Vancouver as it offers a private 'Dog Run' for the owners of the building. It will be a unique opportunity to relax while



Top: North View. Bottom Left: Interior Rendering. Bottom Right: Exterior Rendering.

their four-legged friends roam freely," says Nic Jensen, manager of sales and marketing. It's an avant-garde idea for Vancouver, but its desperately needed and it's the first in Canada. K9's need a

space all to their own and to have a dog run conveniently located in the building benefits both owner and dog. It saves time, not having to walk over to the dog park and it's pleasantly safe. You won't have to worry about late night walks along city sidewalks and poorly lit alleyways.

The Beasley. The interior reflects the sleek glass exterior with fixtures inset with KitchenAid® Architecture Series appliances in stainless steel and contemporary stone cabinets. The units are all blanketed with engineered hardwood floors and

home communities in the suburbs to building urban dwellings in cities as far as east as Toronto. They have won numerous awards for their talents and are known internationally for them. Amacon is a long standing leader in real estate development and have been

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the open plan kitchen is a modern designed layout great for parties or for a romantic dinner for two. And if all that is not enough, just remember you don't have to go too far for a relaxing retreat. All suites are equipped with deep, rectangular soaker tubs, perfect for the busy body that doesn't have enough time to get away to the spa.

Developers give back
Amacon real estate developers believe in building designs that exude expectations from building family

around for four successful decades. They believe in giving back to the community and they work with various local family-focused charities. Better living and a better lifestyle for all in the future is what they aim for.

Amacon is excited to reveal The Beasley to city lovers and pet owners in early March 2008. For more information log on to thebeasley.com or call 604-669-7343.

The Life & Style

It's not just for the dogs – The Beasley is great for those that like things right at their finger tips. There's a party room for neighbours and friends to relax, a gym that's perfect for a workout regime, a library to study or spark some intellectual conversations and two outdoor garden terraces. In any case there's plenty to do at



Amacon Tree Lighting Celebration

By Kim Elbo

Instead of the usual holiday staff party, this past Christmas, real estate developer Amacon decided to give back and spread some Christmas cheer in the form of a spectacular tree lighting ceremony at the Vancouver Art Gallery Square on Dec. 3rd. This 35 ft Tree was on display for all to enjoy until the beginning of January.

"How much money does each company put towards their Christmas party every year?" asks Richard Wittstock, VP of Development for Amacon. "Put all that towards a charity and just imagine the impact

that could have on people who need it."

Approximately \$80,000 was raised through sponsorship and donated to various family-focused charities.

The Canucks for Kids Fund is one charity Amacon worked closely with this holiday season. Members of the Canucks, including Santa Fin, were on hand to assist with lighting the Tree.

Amacon hopes this level of corporate responsibility becomes a trend that other companies will adopt over time and we look forward to raising even more in donations next year!

To participate in next year's event visit www.amacon.com.



In front of the tree: Santa Fin, Members of the Canucks, Amacon & the Strathcona School



Loden Hotel.



Vancouver's very own 35 ft. Christmas tree.

Thank You Vancouver

We want to thank everyone for taking part in Vancouver's First Tree Lighting Celebration! The tree will be on display for all to enjoy at the Vancouver Art Gallery until January 6th.

This event has raised over \$75,000 for local charities throughout the lower mainland and we look forward to raising even more next year! Amacon looks forward to making this an ongoing Vancouver event that the entire city can enjoy for years to come. This year, we are proud to have supported the Canucks For Kids Fund and the Province

Empty Stocking Fund, Rock 101 Cares, the Aboriginal Mothers Centre Society and Amacon Theatre Arts Outreach at Strathcona, an Arts Umbrella program. Thank you again to everyone for all your support and we look forward to seeing you all next year where it will only get bigger and brighter!

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Please visit us at amacon.com to learn more about how you can get involved next year.

AMACON LIVE WELL™

Loden Hotel: 130-room luxury boutique hotel

Loden Vancouver, the city's first new hotel to open since 2003, welcomes guests in early 2008. At the edge of Coal Harbour downtown, Loden sits between the city's business district and famed Stanley Park. Fusing the surrounding environment with modern design and refined service, Loden is Vancouver's ultimate urban hotel retreat. Designed by the Vancouver-based architectural firm Hewitt & Kwasnicky, the 14-story hotel tower draws the natural wonders of coastal British Columbia into the city's cosmopolitan context with an exterior that mimics ocean waves in curved glass, natural stone and copper. Awash in an earthy palette of caramel, coral and chocolate brown, Loden's 77 meticulously appointed guestrooms provide stylish repose and premium amenities for business nomads and leisure seekers alike. Select from spacious guestrooms, one-bedroom suites or the luxuriant two-bedroom penthouse suite. Each room is appointed with wireless and wired internet access, entertainment centres with 42" flat screens, and extensive entertainment programming. Voya, the hotel's chic and sophisticated street-level lounge and restaurant will create a new and vibrant Coal Harbour scene.



Edell Forristall, GM of the Loden Hotel.

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over four and a half decades, Amacon has become one of Canada's leading and successful real estate development, construction and property management firms. Amacon is driven by a passion to design with architectural innovation; a commitment to constructing uncompromising standards

of quality and superior craftsmanship; and offering responsive customer care and proven satisfaction. These are the building blocks that define Amacon's signature developments and new home communities. At Amacon, it's not just about how we build, it's about how you live.

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