



The Beasley Celebrating the Yaletown Lifestyle

by Susan M Boyce

It's a neighbourhood like no other. Walking through Yaletown is an exploration of vibrant urbanism mixed liberally with eclectic artistry. Here buildings are tall, elegant and people are outgoing. You're as likely to see a lock of grey hair streaming out from beneath a roller blader's helmet as you are to see young dads, jogging at full speed along the seawall propelling a three-wheeled baby pram in front of them.

And now one of the final Yaletown properties is about to be transformed into a tribute to urban excellence and vision. Named after legendary Vancouver city planner, Larry Beasley, Amacon's newest high-rise development will soar 33 storeys toward the sky, a living example of the principles of sustainability its namesake believes in so passionately.

"The Beasley incorporates all the elements Larry promoted: high-density living, heritage retention, mixed-use design, and reduced reliance on private

Yaletown for several years. The Beasley is your last opportunity to buy a brand new home here because there is simply no more land available for high-rise development."

The look is sleek, modern, and stylishly rectilinear – cosmopolitan flair at its finest. Engineered hardwood flooring, the newest KitchenAid appliances in stainless steel, square soaker tubs where you can soak away the cares of the day, these are homes that epitomize the Yaletown lifestyle.

Located only blocks from BC Place home of the 2010 Olympic opening and closing ceremonies, The Beasley gives you easy access to every downtown amenity you can think of – the Vancouver Public Library, the Orpheum and Queen Elizabeth Theatres, and some of the finest shopping and dining in the Lower Mainland. "We like to say that at The Beasley, your front yard is Yaletown and your backyard is Robson Street," Nic says. He smiles. "Actually, when we started to list all the things that are walking distance for our advertising material, we simply didn't have enough room to put in more than half.

And here's a Yaletown first. Part of the eighth floor garden terrace will be a 60-foot dog run surrounded by park benches where owners can chat as their four-footed companions romp and play together. "This feature is indicative of downtown's success as a place to live," Richard says. "From our

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automobiles," says Richard Wittstock, vice president of development. The result is destined to become a Yaletown landmark.

A Neighbourhood to Call Home "Yaletown has evolved into one of Vancouver's most desirable neighbourhoods," says Nic Jensen, manager of sales and marketing. "There have been no new releases with a Homer Street address in

offices we see people walking their dogs – it's part of the lifestyle so we need to accommodate those lifestyle choices."

Giving Back

"At Amacon, we believe it is also important to be involved on a philanthropic level with the communities we develop," Richard stresses. "It is part of what allows



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us to create not just individual buildings, but harmonious wholes.”

Long time supporters of numerous local charities including Vancouver Heritage Foundation's Save the Buildings Fund, Building for Kids to benefit Children's Hospital, and the UBC Regional School of Community Planning's Amacon-Beasley Education Enhancement Fund established in

\$80,000, and is expected to become an annual celebration.

A Proud Heritage

Amacon's roots stretch back over four decades with a portfolio that now includes dozens of award winning properties in Vancouver, Toronto, Montreal, Edmonton, and Los Angeles. The Melville, a recently completed

venues for the Vancouver International Film Festival Society.

Long considered one of Canada's leading real estate development, construction, and property managements firms, Amacon remains driven by a firm commitment to architectural innovation, uncompromising quality, and responsive customer service. From CEO to salesperson, Amacon staff live by the belief it's not just what they build, it's about how you their customers live.

Amacon's roots stretch back over four decades

honour of Larry Beasley, 2007 also saw Amacon forego the traditional Christmas staff party in favour of an innovative fundraiser for the Vancouver Art Gallery. On December 5th, 2007, an exuberant crowd gathered to watch a spectacular 35-foot evergreen burst into dazzling luminescence at the Tree Lighting Ceremony. The event raised more than

Coal Harbour tower and at 43 storeys Western Canada's highest residential tower, was named Best Mixed Use Development in the 2007 UDI Awards of Excellence. Completed in 2005, the multiple award-winning Brava! project continues to attract global attention for its innovative combination of two landmark towers with a much-needed new headquarters and presentation

The Beasley will be located at Smithe and Homer and when complete, will introduce more than 200 homes ranging from one-bedroom suites of 575 to 690 square feet to four levels of elegant penthouses and sub-penthouses boasting up to 1,200 square feet of luxurious living with only three homes per floor. For more information and to priority register so you are one of the first to receive more information as it becomes available, visit www.thebeasley.com or call 604-669-7343.

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