



BY ROD NUTT

Taylor, a high-rise condominium development by Pinnacle International, is located on the edge of Vancouver's Chinatown.

It's in an area that in recent years has experienced substantial growth and revitalization, especially Chinatown which in the 1980s and 1990s was hard hit by other locations in the suburbs, especially Richmond, offering similar shopping and eating facilities.

Traditionally, Chinatown was a gateway community for new immigrants from Hong Kong and China, but more recent immigrants have established themselves in other neighbourhoods around the Lower Mainland.

"Taylor will serve as a strong catalyst to revive the historic heart of the city," say architects Jim Hancock and Martin Bruckner.

Named for its location on Taylor Street between Pender and Keefer, the development is within minutes by foot to Chinatown, Tinseltown with its shops, restaurants and movie theatres, Dr. Sun Yat Sen Garden and T&T supermarket.

It is also one block from the Stadium SkyTrain Station, B.C. Place, G.M. Place and not that far from the downtown business core and entertainment district.

"We are targeting younger people from their late 20s to early 40s," says sales manager Stanley Han of Anson Realty Ltd., the company marketing the condominiums on behalf of Pinnacle International. "We are attracting the downtown, urban-type professionals. Taylor is not really family oriented."

Han says the area is in transition and emerging as one of the most sought after urban environments.

"Like Yaletown in its infancy, Taylor is one of the keys to this evolution," he says.

Steve Lee and Alison King had been looking in the area for a condo when they walked past Taylor," says Lee. "We bought a 570-square-foot unit on the

Revitalizing a city's core

DEVELOPMENTS | Pinnacle International's Taylor is well-positioned as a catalyst to a downtown in transition



IAN LINDSAY/VANCOUVER SUN

Available upgrades include laminated floors and gas fireplaces.

NEW HOMES PROJECT PROFILE

Taylor

Address: 550 Taylor St., Vancouver.

Project size: A 26-storey tower containing 232 apartments and 19 townhomes.

Price and size: From \$151,900 to \$383,900; 521 square feet to 1,097 square feet.

Architect: Hancock Bruckner Eng & Wright.

Developer: Pinnacle International.

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The Taylor is located at the gates of Chinatown — an area that is in transition.

Infusion of businesses expected in area

12th floor. They were selling fast."

Lee says the couple will live in Taylor when it is built, but longer-term they see it as an investment.

"There are lots of new buildings planned for the area, including a Cosco and other businesses," Lee says. "I think the homes will appreciate and the Winter Olympic Games should give Vancouver a big boost when visitors see what they can get here."

Taylor is 26 storeys high and contains 232 apartments and 19 townhomes.

So-called "junior" one-bedroom units start at 521 square feet and are priced from \$151,900; "proper" one-bedroom homes are 567 square feet and start at \$164,900; two-bedroom-plus-den are around 792 square feet and cost \$232,900.

Homes on the top levels are around 888 square feet and cost from \$313,900, with the most expensive penthouse priced at \$383,900.

Square footage does not include balconies, which average about 35 square feet.

Construction started this month and occupancy is scheduled for the summer of 2005.

Han says options and customization are Taylor design trademarks that offer unique homes for buyers: Moveable kitchen islands do double duty as dining tables; practical room dividers on wheels are also storage units; and flex spaces adjacent to suite entries can have a built in workstation.

A two-bedroom home with two bathrooms can be used for shared accommodation or a single household.

Standard finishings include granite countertops, and buyers have the option of carpet or concrete floors.

The developer offers a number of upgrades: A four-piece stainless steel appliance package (\$1,500 plus GST); laminated wood flooring (\$2,000 plus GST); electric fireplace (\$1,500 plus GST); and a moveable granite top work station (\$1,000 plus GST).

All homes are wired for high-speed Internet provided by either Telus or Shaw.

There is standard security such as video monitoring, in-home television viewing of visitors, an electronic device that controls the floor you are supposed to be on, a secure garage, and an eight-hour concierge.

Facilities include a fully



equipped gymnasium with state-of-the-art equipment, a meeting room, and a lounge/party room.

Each home includes one parking stall and a locker.

There are two display suites at 550 Taylor Street: a 555-square-foot proper one-bedroom home with a seven-piece standard appliance set, including stacked washer/dryer and in-sink waste disposal; and a 792-square-foot two-bedroom-plus-den home with two bathrooms — one of the bathrooms with a shower only, and the other an en-suite with shower and soaker tub.

Pinnacle International has been involved in the development, design, construction and management of real estate for over 30 years, during which it has built over 4,000 residences, as well as hotels, resorts

and commercial projects.

These include the Pinnacle International Hotel and Resort in Whistler, the Perla and Jade condominiums in Richmond, Classica, Venus, The Pinnacle and The Marriot Pinnacle

Hotel in Vancouver, Pinnacle Centre (under construction) in Toronto, and the Pinnacle Museum Tower in San Diego.

The presentation centre at the corner of Taylor and Keefer is open every day from noon to 6 p.m.

For more information, call Stanley Han or Helen Wong at 604-682-9567 or log on to the www.thetaylor.net web site.

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