

THE 2011 Georgie Awards

Two decades of new condominium excellence

BY SUSAN M BOYCE



Hear that sound? It's the buzz of excitement that zips through B.C.'s residential building industry every November when the finalists are announced for the annual Georgie Awards. This year marks the 20th anniversary of these prestigious awards, and as anticipated, the sheer diversity is breathtaking. From space-efficient condos and affordable townhomes to multi-million dollar custom mansions, the Georgie Awards have them all.

And with condominiums continuing to gain popularity as a lifestyle choice, it's no surprise the competition is shaping up to be intense in the many condo-oriented categories.

INNOVATIVE AND SUSTAINABLE

Vying for top honours in the condo categories, Vancouver heavyweight Concert Properties is the frontrunner with 10 nominations for what Rod Wilburn, senior vice-president of sales and marketing, says are "two of our most innovative projects to date." He's particularly delighted that Tapestry at Wesbrook Village UBC is a finalist in both the Multi-Family Low Rise Development and the Innovative and Sustainable Community categories. "Residents of this ground-breaking seniors community have access to extensive amenities and services within the building itself — including a university-designated

classroom used extensively for teaching." Patina, Concert's other finalist project and a contender for High Rise Residential Community of the Year, is the company's tallest condominium tower to date and an innovative collaboration with the adjoining Robert Lee YMCA.

Hot on Concert's heels for highrise gold are Solterra Developments (Dolce) and Bosa Properties (Jameson House). Seven years in the planning and building, Dolce is the second phase in Solterra's elegant Symphony Place located opposite the historic Orpheum Theatre in downtown Vancouver. "Both Dolce and Vita incorporate five very different usages — residential, live/work, office, retail, plus both public and private parking," says Mike Bosa, Solterra's vice-president of development and acquisitions.

CHANGING URBANISM

Morgan Crossing's cheeky, always refreshing outlook and focus on new urbanist concepts garnered the South Surrey development a crack at three Georgie Awards including Best Multi-Family Low Rise Development. Built by Larco, which developed the Village at Park Royal in West Vancouver, this master-planned community offers a vibrant, diverse mix of housing types and village-style amenities. "We hear it over

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and over — when people move here they meet more people, have more time because everything is so convenient, and frequently leave their car parked for the entire weekend,” says Bryan Woolley, president of Fingerprint Strategies Inc. “Morgan Crossing is one example of a more sustainable way of using our land.”

SOPHISTICATED HOMES FOR SAVVY BUYERS

Garnering six nominations each, Elements (Sandhill Developments) and Edgewater (Barber Creek Developments Ltd.) represent different ends of the condo market spectrum. In Langley, Elements accepts the challenge of building upscale luxury into compact, affordable homes while still creating a Zen-like tranquility thanks to the extensive use of sacred geometry throughout every aspect of design.

Unabashedly luxurious and spacious, Edgewater in South Surrey is aimed squarely at a well-heeled, well-travelled purchaser who craves the exclusivity of a riverfront location and resort-inspired lifestyle. Sales manager Lynn Gosse is also one of five exceptional professionals nominated for Sales Person of the Year.

After sweeping the sales and marketing categories last year, MAC Marketing Solutions has nine nominations ranging from

logo and brochure to multiple contenders for Sales Person of the Year.

“The Georgie Awards are about excellence in every part of the development and building process — from concept and design right through to product delivery,” stresses Mark Belling, president of Fifth Avenue Real Estate Marketing Ltd. “Today’s homebuyers are so very savvy — more than at any other time in history. Our goal — and our obligation as an industry — must be to exceed their expectations, to go the extra mile so we can deliver their hopes and dreams.”

AND THE WINNERS ARE...

Winners of the 2011 Georgie Awards will be announced at the gala celebration on Feb. 25, 2012, in Vancouver. For a complete list of finalists and to view the nominated projects, visit georgieawards.ca.

PICTURED ABOVE

- 1 Upscale and exclusive, **Edgewater** overlooks the river in South Surrey
- 2 **Dolce** is the second phase in Solterra’s Symphony Place in downtown Vancouver
- 3 **Patina** by Concert offers exceptional views of the Vancouver skyline
- 4 A new style of seniors living at Concert’s **Tapestry** at Wesbrook Village UBC
- 5 Over an acre of rooftop gardens help **Morgan Crossing** in South Surrey stand out from the competition
- 6 A cascade granite countertop is one of the many luxury features at **Elements** in Langley