



PHOTOS BY IAN LINDSAY/VANCOUVER SUN

Time, of course, is the ultimate luxury, even its approximation. To 'slow everything down,' Marike Lainevoel of Kodu Design specified a horizontal grain for the doors of the Sage cabinetry and, in the bathrooms, a horizontal tile run.

NEW HOME PROJECT PROFILE

A wise response to view illustrated at UBC's Sage

Highrise interiors salute mountain-water location

Sage
Project location: University of B.C.
Project size: 115 apartments and townhouses, 18-storey building
Residence size: 2 bed, 2 bath, 783 sq. ft. - 1,900 sq. ft.; 3 bed, 2.5 bath, 2,516 sq. ft.; townhomes 2,389 sq. ft. - 2,426 sq. ft.
Prices: apartments, \$574,900 - \$3.325 million; townhomes: \$1.7 million - \$1.76 million
Developer: Kenstone Properties
Architect: Henriquez Partners
Sales centre: 5898 Gray Ave., near 16th and Westbrook Mall
Hours: noon - 5 pm, Sat - Thurs
Telephone: 604-822-0809
Website: sageliving.ca
Occupancy: Spring 2012

BY CLAUDIA KWAN

A Sage highrise home on the University of B.C. campus is a promise of comfortable luxury. Although irredeemable for three years, that promise was embraced, by those who can afford view residency on Van-

couver's west side, in the month before developer and broker began selling to the public.

The organizer of the Sage sales and marketing campaign is MAC Marketing Solutions. It reports that it sold more than 40 per cent of the homes between the first agents' open at the end of August and the start of public selling at the beginning of this month, a performance that generated more than \$30 million for the developer.

The Sage building is the second of five highrises intended for a master-planned community known as Westbrook Place.

Like residents of The Westbrook development — profiled Sept. 19 in Westcoast Homes — buyers in Sage will live in a pedestrian-oriented "village" setting. They will have ready access to grocery shopping, banking, the new University Hill secondary school, a new community centre, public parks and smaller retailers. Most of the community development will be completed around the same time Sage is finished, in 2012.

"We believe our consumers are sophisticated young families and empty nesters looking to downsize," says Edwin Liang, marketing and sales manager for developer Kenstone Properties.

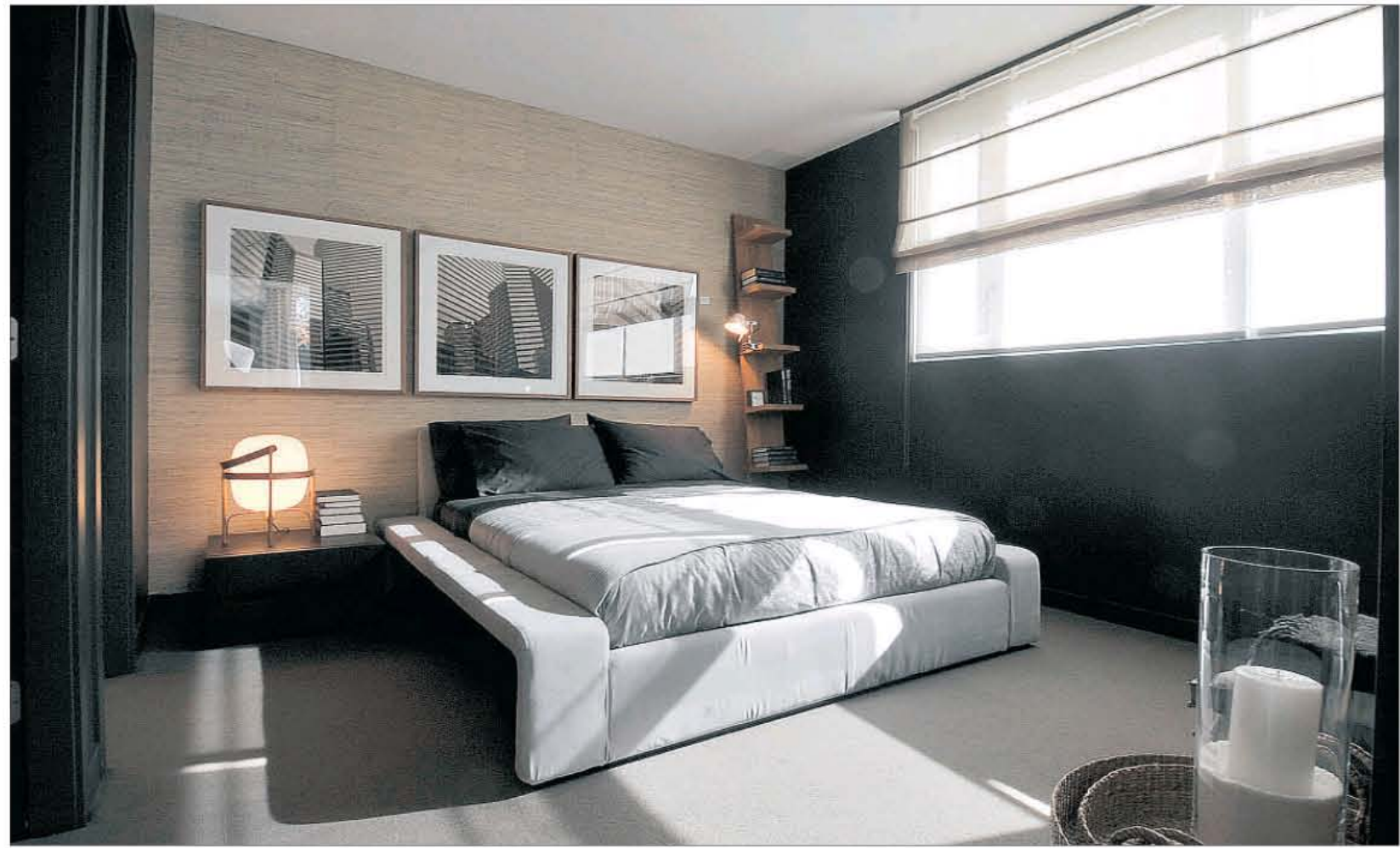
"They want the effortless synthesis of West Coast living, the amenities of urbanity combined with natural beauty."

All apartments in Sage have oversized balconies, staggered across the building's face to ensure purchasers get lots of sunshine, privacy and the best possible view of either Pacific Spirit Park or Burrard Inlet. Designer Marike Lainevoel of Kodu Design says she was conscious of the vistas and didn't want them to compete with the residence interiors.

"We wanted to highlight the blues and greens outside, so we went for a lot of tone-on-tone neutrals inside for a restful, oasis-like feel. We added a lot of texture to make it feel luxurious," says Lainevoel.

A show suite, by definition, is meant to show off a residence to best advantage. However, she doesn't expect, and in fact, wouldn't want the occupied homes to look exactly the same as the display. Instead, she believes people should be able to move in with their existing furniture and tchotchkes and make the space their own. Hence, another reason to go with a neutral palette, albeit in "light" and "dark" variations.

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FROM THE PREVIOUS PAGE

In deference to the idea of restfulness and the incorporation of nature, Lainevoöl has made horizontality a theme. Honed limestone bathroom wall tiles and the ash wood grain veneer on doors and cabinets are on the horizontal plane, rather than vertical.

"If you watch movies, they make something like a chase scene more urgent and high stress by having the character run through a forest with trees flashing by," she says, while making a running motion with her stiffened hands.

"By going with a horizontal motif, we slow everything down and make it more restful, and it echoes the horizons you tend to see in nature."

Lainevoöl has also put considerable thought into the concept of easy living with the design of the interior.

The Flaminia Nuda vessel sinks in the bathrooms are oversized at 23 1/2 and 33 1/2 inches "to cut down on the splash factor!" and the vanities are wall-hung for ease of cleaning.

A veneered aluminum kickboard underneath the kitchen cabinets is removable so homeowners can easily get rid of dust bunnies.

Indeed, dust may find a hard time gathering anywhere in the kitchen, as ample storage space has been provided for pots and pans and small household appliances.

Anyone fond of giving dinner parties will enjoy the five-burner AEG natural gas stove top – as opposed to the standard four-burner set-up – and the two side-by-side 24-inch refrigerators that are standard in most of the larger two bedroom units.

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FORTY-FIVE HOMES SOLD IN TWO WEEKS

SAGE
UNIVERSITY OF BRITISH COLUMBIA

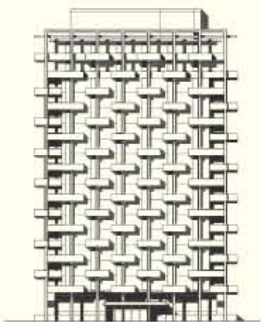
THE CULTURED APPROACH TO LIVING. LOCATED IN VANCOUVER'S PRESTIGIOUS UNIVERSITY COMMUNITY AND NESTLED AMIDST THE BEAUTY OF PACIFIC SPIRIT PARK, SAGE IS THE EMBODIMENT OF CULTURED LIVING. A STONE'S THROW FROM THE VIBRANT OFFERINGS OF THE CHAN CENTRE FOR THE PERFORMING ARTS, THE MUSEUM OF ANTHROPOLOGY, AND THE NEW AMENITY-RICH WESBROOK VILLAGE, LIVING HERE JUST DOESN'T GET ANY MORE REFINED.

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FROM PAGE J5



Air conditioning technology trims energy use

The engineered hardwood floors come from Forest Stewardship Council-certified oak, the toilets are dual flush, and an effort has been made to use low-emission paints, sealants, and carpet.

Some of the other environmentally conscious design elements aren't as visible. Glazing on the windows minimizes heat transference to save on energy costs, and an air conditioning technology, first introduced in Japan, is believed to use 30-per-cent less energy than the systems currently used in North America.

The UBC Properties Trust requires all residential projects to conform to the standards of its Residential Environmental Assessment Program (REAP), essentially equivalent to LEED silver designation.

Kenstone Properties estimates the environmental concessions added five to eight per cent in costs, but the developer says it had already fully bought in to the philosophy by choosing to put a project at this specific site.

The pedestrian-friendly community has wide walking corridors and easy access to hiking trails in Pacific Spirit Park, but there are other options.



The inevitable blue-and-green views from a highrise home on this coast prompted designer Marike Lainevoori to restrict her colour choices in the view spaces in a Sage home to 'tone-on-tone neutrals.' The addition of texture, in turn, neutralizes the resulting impression of sparseness. The ethanol-burning fireplace is an option: it is also flueless.

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A transit stop is nearby in the roundabout at 16th and Wesbrook for those heading to the UBC campus.

The completed University Hill secondary will be a few minutes' walk in 2012.

Elementary school students are currently taken to four schools by a shuttle that costs \$22 a month per student. There is also a neighbourhood-wide car cooperative program.

Roads are single-lane each way. Although additional parking spots are available at Sage for purchase at \$18,000, they remain as yet entirely unsold.

Buyers wanting to up the level of luxury can also purchase a flueless fireplace that burns bionatured ethanol, price-dependent on demand and pressure treated Douglas fir decking for the balcony.

An elegant, but small, propane barbecue can also be added on, while penthouses and townhouses will have external natural gas hookups.

Sage sales manager Nancy Chen says most of the interest has come from people who are originally overseas Chinese, but who have already been living in the Wesbrook Village area as renters.

"They like the schools and neighbourhood, and they want a piece of it for themselves," she says.

The majority of buyers so far have been owner-occupiers, but investors are purchasing some of the smaller units.

Chen says rental rates in the area are relatively untested, but she points to the Granite Terrace building nearby, which is entirely rental. Two-bedroom units in that building in the 830-900-square-foot range rent for \$1,950 to \$2,200 a month.

The project name was chosen both as a reference to a colour often found in nature, and to the term used to refer to people exhibiting wisdom, of whom there are plenty at UBC, just up the hill.

Special to The Sun