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SATURDAY, SEPTEMBER 24 | 2011 | EDITOR BARBARA GUNN 604.605.2179 | HOMES@VANCOUVERSUN.COM

NEW-HOME PROJECT PROFILE



Set to Bloom

A 79-unit mix of apartments and townhomes in Coquitlam's Burquitlam area offers buyers a chance to put down roots in a neighbourhood ready to blossom



Project marketer Barrett Spowson in the park next to where Bloom will rise.

BY CHANTAL EUSTACE

The new Bloom development in the Burquitlam area of Coquitlam has plenty to offer buyers, says home shopper Alan Li.

"I like the location, the price and that it's brand new," Li says.

Situated in a cul-de-sac on Langside Avenue and Breslay Street, the development will be near the Burnaby border and close to Lougheed Town Centre, with shops that include The Bay, H&M and Safeway. Also nearby are both Coquitlam Centre and NorthGate Village.

The pull of nature is also close at

hand. Nearby green space includes Mundy Park, with its walking trails and wilderness, and Burnaby Mountain Park, with its stunning sunset views and riding trails. Burquitlam Park is just a short stroll away.

Li says he's so impressed with Bloom he's buying two 1,050-square-foot townhomes and hopes to rent them out, and eventually resell them.

The 79-unit development from Springbank Development Corp. — due to be completed in spring 2013 — will feature a mix of apartments and townhomes with one to three bedrooms. Homes start at \$259,900.

"It's a growing neighbourhood," says Li, 32. "It's an investment."

The development's sales kit stresses that the area is shifting — and emerging in the process.

"Like a tiny seed that grows into an apple tree, a home at Bloom is part of something much bigger, it's a chance to establish roots in a community on the verge of blossoming," it says.

"A neighbourhood that promises to bear fruit for years to come."

It also reminds people about the buyer-friendly perks of living in what it calls the "new Coquitlam." It's an area with a bridge-free commute to downtown Vancouver that's within proximity to shops, schools that include Simon Fraser University, as well as those natural draws.

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Ready to pounce

Point Grey property sells in a hurry to a buyer waiting in the wings for just the right address to come on the market



CONSTRUCTIVE THOUGHTS | H2

A lengthy interlude

Peter Simpson ponders the HST and how the period of transition back to GST/PST may affect the residential construction industry

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The waiting game

It took one year to complete the interior of this Swallows Landing condo in Victoria — and it was worth the wait



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CONTINUED FROM FRONT



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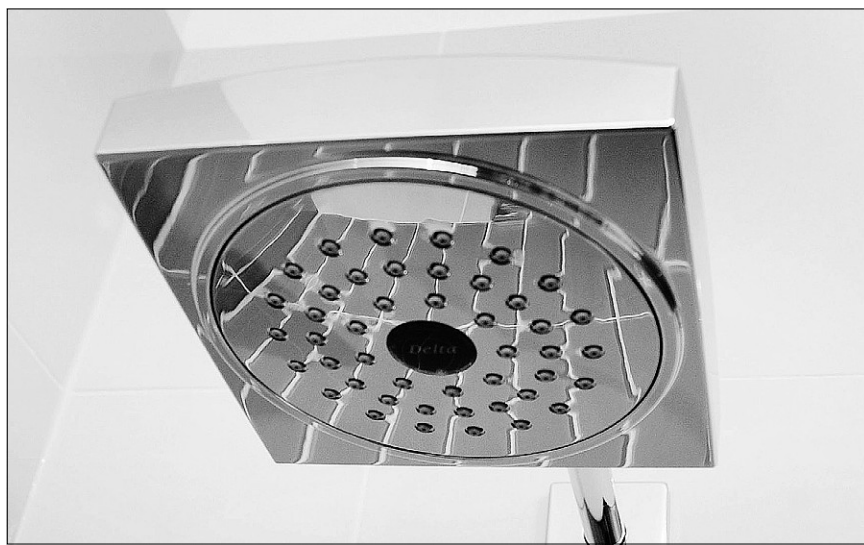
A kitchen and bathroom in the Bloom presentation centre demonstrate the home's finishes: hardwood-style laminates, Energy Star appliances and porcelain tile bathroom flooring.



Bloom

Project location: Coquitlam
Project size: 79 homes: 34 one-, two- and three-bedroom apartments and 45 two- and three-bedroom townhomes in four three- and four-storey buildings
Residence size: 573 sq. ft. -1,451 sq. ft.
Price: \$259,900 - \$577,900
Developer: Springbank Development Corp.
Architect: Hywel Jones Architect Limited
Interior designer: Portico Design Group
Sales centre address: #530-526 Clarke Road, Coquitlam
Email: info@liveatbloom.com
Phone: 604.939.8808
Hours: noon to 5 p.m., Sat. - Thurs.
Website: www.liveatbloom.com
Occupancy date: estimated spring 2013
Grand opening: today

So far, those perks are working. Bloom is attracting a wide range of potential buyers interested in the location and the range of housing offered, says project marketer Barrett Sprowson, standing inside the Burquitlam Plaza sales office, which is around the corner from the Bloom site. "This area is experiencing a bit of a rejuvenation," says Sprowson, citing as examples the expansion of a nearby Safeway, and the planned nearby Evergreen Line rapid transit system. Sprowson says the combination of apartments and townhomes means there are plenty of options to appeal to a variety of buyers. "We get first-time buyers and younger families looking to expand," he says, as well as shoppers looking to buy something, then rent out their properties. "We also get some downsizers looking for something to wrap their heads around." He gestures to a model of architect Hywel Jones' design for Bloom, which shows a collection of buildings facing courtyards. They reflect a Craftsman-influenced design, and will be finished with slop dash stucco accents.



Bloom will have a Craftsman-influenced design, as reflected in a model in the project's sales centre (above).

"Each home gets a garden plot for veggies and what-not," Sprowson says, pointing out green space in and around the model, including trees and landscaping, as well as gardens. "That's 79 garden plots interspersed throughout the community." Homes also include patios or balconies and feature brightening touches like oversized main-floor windows. Hardwood-style laminate flooring is standard in the kitchens, living and dining areas, while porcelain tile flooring is featured in the entrances, bathrooms and dens. There are also "green" touches inside homes. Energy Star appliances from Whirlpool include a washer and dryer, refrigerator, slide-in radiant range and dishwasher. As well, homes feature energy-saving touches such as dual-flush toilets and low-heat transfer windows.

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305	2BD + Den	1077	301,000	291,000	10,000
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While there isn't a completed home to tour, the sales centre gives buyers a glimpse of what's in Bloom. A finished kitchen and a bathroom demonstrate the clean design of the homes, with interior design by Portico Design Group. Buyers can choose between a lighter or darker colour scheme, as featured in the display. Sprowson leans against a large kitchen island, topped with thick quartz, and points out its well-placed storage below. Countertops are also quartz, set against a glass tile backsplash, with a Sonetto undermount stainless steel sink, good for easy clean-up. The bathroom echoes the modern feel of the kitchen, with goodies ranging from polished quartz countertops to an elongated Toto toilet. A frameless glass shower with glass tiles is capped with a stylish square showerhead. Buyers appreciate good design, Sprowson says: "They definitely look for clean lines."

Special to The Sun