

...More housing starts means more local jobs. With Metro Vancouver housing starts posting a huge increase in 2010 compared to 2009, there will be more than 22,000 new, full-time jobs generated in the industry, says Greater Vancouver Homebuilders' Association president and CEO Peter Simpson... [3]

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Housing starts increase locally

Housing starts in 2010 totalled 15,217 in the Vancouver Census Metropolitan Area, reports the Canada Mortgage and Housing Corporation.

That number is close to the 10-year average for the Metro Vancouver area and also, a huge increase compared to 2009, says Greater Vancouver Homebuilders' Association



Peter Simpson

president and CEO Peter Simpson. "In my view it's good news all around, with some really positive energy going forward into the new year," Simpson says. "There's been a dramatic increase in starts – in 2009 there were 8,339 starts in the Metro Vancouver area and we went to 15,217 (in 2010)."

While he acknowledges 2009 was a "brutal" year for local housing starts, Simpson notes the increase will mean more jobs throughout the entire industry.

"(The increase) will gener-

Brentwood living:

New homes offered in a vibrant community

TRICIA LESLIE

You wake up to sweeping views of Burnaby, Vancouver and the North Shore mountains, the early morning light bathing the scenic vista with an ethereal glow.

Taking a long, luxurious stretch, you try to decide whether to brew a cup of fresh coffee in your chic gourmet kitchen or to meet a friend for java at a nearby café before hitting the shops at the newly revitalized Brentwood Town Centre mall.

With those extra holiday pounds in mind, perhaps you choose fitness over pleasure with a gruelling workout at Confederation Park and Community Centre, or maybe a long walk along the

trails of Deer Lake Park or Burnaby Lake Park. These are the kind of decisions faced by Perspectives homeowners every day.

A new Ledingham McAllister high-rise development in the North Burnaby

community of Brentwood, Perspectives offers brand-new one- to three-bedroom homes in a 33-storey tower in a dynamic neighbourhood that is central in Metro Vancouver.

With its own fitness facility, conference room and outdoor terraced barbecue areas, Perspectives allows its residents to conduct many activities without even leaving their home.

When they do leave, however, everything is within easy reach. From Brentwood Town Centre to local coffee shops, from fine cuisine to golf and

tennis opportunities, from retail centres to parks, from elementary schools to Simon Fraser University and BCIT, Perspectives homeowners can find what they need just a short walk or drive away.

Downtown Vancouver is just 15 minutes away by car and only a 20-minute SkyTrain ride, while Costco is just a quick jaunt from home.

Inside, Perspectives homes are roomy, designed to maximize each

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“The first thing people notice about these homes is how large and livable and spacious they are. There's not one inch of wasted space.”



At Ledingham McAllister's Perspectives in North Burnaby's Brentwood neighbourhood, an incredible water feature inspired by spawning salmon greets homeowners and guests. The unique, multi-tiered piece of artwork was created by First Nations artist Jody Broomfield.



GVHBA'S 17TH ANNUAL

FIRST-TIME HOME BUYER SEMINAR

Tuesday, March 22, 2011
Sheraton Vancouver Guildford Hotel, Surrey

Seminar will take place from 7 - 9 p.m. Attendees are invited to arrive at 6 p.m. to get a wealth of information on new-home developments, mortgage information and other homebuying information.

Although the seminar is free to attend, GVHBA encourages attendees to bring a non-perishable food item to donate to the Surrey Food Bank.

Register for this seminar online at www.gvhba.org or call 778-565-4288

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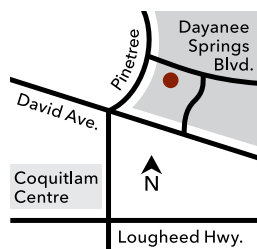


BRIDGES

DAYANEE SPRINGS

Sitting high on the western slope at the master-planned community of Dayanee Springs, beside the calming waters of Hoy Creek, steps to the 7,500 square foot residents-only Timbers Club, you'll find Bridges – Polygon's Whistler-inspired apartment homes at the base of Coquitlam's Westwood Plateau.

Two-bedroom homes from \$309,900



3050 Dayanee Springs Boulevard, Coquitlam
Open Noon to 5pm (except Friday)
Telephone: 604.552.3003
Email: bridges@polyhomes.com



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“Looking forward to 2011, I think generally, the mood is very optimistic. Builders are confident ... some are planning multiple projects (single-family and multi-family) throughout the Lower Mainland. It will be ‘steady as she goes.’”

2011 set for steady starts, says Simpson

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ate 22,258 full-time jobs for one year, directly and indirectly related to the (residential) building industry,” he says, noting the jobs cover everyone from builders and contractors to those creating and supplying the products needed to build new homes. “That’s based solely on that increase in starts.”

Last year, Metro Vancouver’s new-home construction sector ended on a strong note, with 1,715 housing starts in December, the CMHC says.

“An uptick in apartment condominium starts in Vancouver City, Burnaby and Port Coquitlam accounted for the year-end surge in homebuilding,” says CMHC regional economist Carol Frketich.



Carol Frketich

In B.C., December’s seasonally adjusted rate of urban housing starts moved higher to 27,900 units, from 19,000 units in November. Vancouver’s seasonally adjusted annual rate of housing starts increased to 21,600 units in December from 10,900 units in November, the CMHC reports.

Overall, Simpson says many factors are helping the homebuilding industry, such as mortgage interest rates remaining historically low and migration to the region.

“We have a very good migration rate to the province and the Lower Mainland, from other parts of Canada and abroad,” he says. “Looking forward to 2011, I think generally, the mood is very optimistic. Builders are confident ... some are planning multiple projects (single-family and multi-family) throughout the Lower Mainland.”

While there is still some angst over the HST, Simpson says the related referendum and recall initiative have muddied the waters somewhat but notes that, thanks to industry partners lobbying together at all levels of government, the threshold where HST applies was moved from \$400,000 to \$525,000.

Credit must be given to the government for listening to some of the concerns the industry has regarding the HST, he notes.

In the new year, Simpson doesn’t expect huge fluctuations where housing starts are concerned.

“It will be ‘steady as she goes,’” he says. “We won’t see any dramatic increases or decreases ... steady is good.”

NEW HOMES

Panoramic mountain views



...off the front: “Ledingham McAllister is the only builder/developer in Western Canada that has been building in the area for more than 105 years. It just goes to show that we have a proven track record in the area and are 100 per cent committed to this province.” **Manuela Mirecki**, *LedMac senior vice-president of marketing*

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living space to its fullest.

“The first thing people notice about these homes is how large and livable and spacious they are,” says Ledingham McAllister senior vice-president of marketing Manuela Mirecki.

“There’s not one inch of wasted space.”

Bedrooms can hold a king-size bed and a dresser, while the dining area easily fits a table set for eight, and the balconies are spacious as well, Mirecki notes.

Located next to a protected stream and across the street from a three-acre park, Ledingham McAllister worked closely with the city to ensure the area’s original character was preserved as much as possible.

Last year – during a time when other developers were cutting back on their building, or building smaller homes – Ledingham McAllister increased its commitment to Perspectives homeowners, Mirecki says, because although much of the building was already pre-sold, Ledingham McAllister upgraded many of its amenities.

Now, a fully stocked billiards library with

a marble fireplace is available to Perspectives residents, and a stunning ‘spawning salmon’ multi-tiered water feature created by First Nations artist Jody Broomfield greets everyone who comes to the new highrise.

Kitchens at Perspectives are a chef’s dream, with granite countertops, stainless steel appliances and hand-set imported tile.

Bathrooms come with marble or limestone vanities, polished chrome, rich cabinetry, sparkling glass and stylish lighting.

The reputation of the builder is important to homebuyers – and rightfully so, Mirecki says. “Buyers should be cautious. It’s their potential new home ... (Ledingham McAllister) is the only builder/developer in Western Canada that has been building in the area for more than 105 years,” Mirecki says.

“It just goes to show that we have a proven track record in the area and are 100 per cent committed to this province.”

The new homes – 215 tower homes and eight townhomes – range in size from 713 square feet to 1,345 sq. ft. and start from \$310,900. Visit www.ledmac.com for details.



Perspectives homeowners can enjoy a game of pool or perhaps, borrow a must-read book from the building’s chic billiards library.

Sales Director: **Lisa Farquharson** • 604-575-5364 • lisaf@bcclassified.com

Editor: **Tricia Leslie** • 604-575-5346 • editor@newlocalhome.com

Writer: **Maggie Calloway** • maggiel@blackpress.ca

Advertising Sales: Black Press National Sales • **Helen Koch** • 604-575-5811 • helenk@blackpress.ca

Online Advertising: Black Press National Sales • **Scott Elliott** • 604-575-5826 • scottelliott@blackpress.ca

Designer: **Brad Smith** • bsmith@blackpress.ca

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Perspectives

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Book your preview appointment today!

Ledingham McAllister's latest landmark community, Perspectives, features a billiards library, fireside TV lounge, lavish gardens and a salmon run water feature. Located in the Brentwood neighbourhood of Burnaby, these spacious homes in a 33-storey tower, and townhomes on a three-acre park are ready to move into today!



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