



DISTRICT

WHERE PEOPLE BUILD CULTURE

— by Susan M Boyce —

Can you feel it? That playful outlook and utterly contemporary, trend-setting raciness? Yup, me too. And get this. We're in great company, because a whole lot of folks have already fallen totally in love with District — a sizzling new condominium community that's all about creating unique lifestyle and culture.

"In just the first three weeks after we came to market, we've entirely sold out Building One and Building Two is over 50 percent sold," says a clearly elated Nic Jensen, sales and marketing manager. "The reaction has been phenomenal."

Located in Vancouver's South Main neighbourhood, even District's brochure stands out from the rest... honest, I'm not kidding. It has attitude, and how often can you say that about a brochure? So get ready to be wowed big time when you visit the presentation centre, because I'm betting you've never seen a condominium quite like District before.

A NEIGHBOURHOOD BY THE PEOPLE

"We know artists and grassroots entrepreneurs have always gravitated to this neighbourhood," Nic continues. "So we've themed everything around that concept." Translation: this is one funky place to call home.

First of all, there's the two rooftop decks. Forget about exclusive penthouses, these add up to 6,000 square feet of outdoor fun for everyone. Nic assures me, yes, each deck has its own outdoor fireplace and will be tiled in the same slatted wood pattern I see in the presentation centre's representation of this great amenity. For people who, unlike me, can actually make flowers and veggies grow, there's even going to be community gardens — meaning I'll be able to choose whether to admire fresh flowers or the stellar views of the Vancouver skyline and North Shore Mountains while I'm soaking up some rays or indulging in an outdoor yoga practice.

Inside, you'll find style and innovation, lots of both. Stone counters, engineered hardwood flooring, and sleek lineal kitchens

with stone backsplashes are just the beginning. Check out the interior bedroom with sliding barn door and transom windows. Or the generous amounts of floor-to-ceiling storage space. Or maybe just kick back and relax on the balcony for a while as you mentally prepare for a workout in District's fully equipped cardio room.

CELEBRATE DIVERSITY

With so much to enjoy right at home, there's still one more thing that sets District apart: location. This neighbourhood is a celebration of diversity and pure joie de vivre. It's a neighbourhood filled with galleries and boutiques, intimate eateries and corner coffee bistros where lattes are delicious and the food irresistible. Here two-wheeled transportation is king, artistic passion is omnipresent, and seeing silver-hair seniors — often hand-in-hand with a toddler — engaged in lively conversation with a pink-hair teenager is an everyday occurrence.

Plus, you're just about as centrally located as you could imagine. Downtown, False Creek, Granville Island, UBC, Trout Lake, Commercial Drive... okay, you get the picture. From theatre to libraries, transportation to urban hiking trails, everything you want is close at hand.

District's presentation centre and display suites are now open at 299 East 7th Avenue in Vancouver. Hurry though, because they're selling fast. **For more information call 604-879-2010 or visit www.SouthMainDistrict.com.**



In just the first three weeks after we came to market, we've entirely sold out Building One and Building Two is over 50 percent sold. — *Nic Jensen*





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WHERE PEOPLE BUILD CULTURE

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It's edgy, forward thinking, and utterly contemporary with a trend-setting raciness plus a distinctively playful outlook — a condominium community unlike any other. Its name is District, and it's all about you, your lifestyle, your unique sense of culture.

Located in Vancouver's South Main neighbourhood, even District's brochure stands out from the rest... honest, I'm not kidding. So just imagine what the homes will do. Okay, here's where I get to jump in and help a little, but this is one presentation centre you really need to check out in person.

A NEIGHBOURHOOD BY THE PEOPLE

"We know artists and grassroots entrepreneurs have always gravitated to this neighbourhood," says Nic Jensen, sales and marketing manager. "So we've themed everything around that concept." Translation: this is one funky place to call home.

First of all, there's the two rooftop decks. Forget about exclusive penthouses, these add up to 6,000 square feet of outdoor fun for everyone: huge lounge areas with furniture that's astonishingly comfortable, a couple of outdoor fire pits, teak tiles, and community gardens (those would be for people who, unlike me, can actually make flowers and veggies grow).

Inside, you're going to find style and innovation, lots of both. Stone counters, engineered hardwood flooring, and sleek lineal kitchens with stone backsplashes are just the beginning. Check out

the interior bedroom with sliding barn door and transom windows. Or the generous amounts of floor-to-ceiling storage space. Or maybe just kick back and relax on the balcony for a while. Shhh, don't tell Nic, but the place feels so comfortable and naturally homey that I actually put my feet up on the coffee table while he answered a couple of questions from a potential buyer about the cardio equipment that will be in District's workout room.

WIN A CONDO, A WHOLE FREAKIN' CONDO

Yeah, I didn't believe it either. And turns out it isn't actually quite true. You don't get *just* the condo. You also get a home theatre system, iMac computer system, Fuego barbeque, and... a Harley, as in Hog. Varooooom, Baby! Now that's one "suite" deal. Just register online at www.rock101.com, call 604-915-ROCK, or fill out an entry when you visit the presentation centre. After all, you are planning a visit, aren't you?

District presentation centre and display suites are now open at 299 East 7th Avenue in Vancouver. Hurry though, because more than 95% of phase one homes were snapped up on opening weekend. For more information call 604-879-2010 or visit www.SouthMainDistrict.com.