

# The MAC Scoop

Dishing up the latest in real estate news and neighbourhoods



Marketing  
Solutions

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## Neighbourhood Profile: The spotlight continues to shine on South East False Creek

South East False Creek (SEFC) is a waterfront neighbourhood that was quickly elevated to international acclaim during the 2010 Winter Olympics, and was most recently shrouded by a veil of public scrutiny following the controversial receivership of The Village. But the area is so much more. It has a rich and varied history, instrumental to the early development of Vancouver, and today, its future is bright as it becomes one of the most innovative and green communities in the world. SEFC is a neighbourhood worth getting to know.

SEFC is far more than just the Athletes Village that it is most famous for. Located between Cambie and Main on the north side of 2nd Avenue, SEFC is an approximately 80 acre site that has seen significant change over the last century. From the early 1900s when it was lined with sawmills, wood yards, steel plants and coal yards, to the 1960s-1980s when the industrial decline began and much of the area was rezoned for housing and parks in preparation for Expo 86, the neighbourhood has been an anchor for the development of Vancouver.

Today, SEFC is being planned as a model of sustainable development where people will live, work, play and learn together. The mixed-use community will focus on residential housing, but will also provide a rich public

realm that will encourage residents to engage with their neighbours and build strong community ties. A balance of amenities and public transit will all be within walking distance, including restored heritage buildings, a community centre, childcare facilities and an elementary school. The overall plan will also provide ample green space with 26 acres of park and redeveloped waterfront land. By 2018, SEFC will include six million square feet of residential, commercial and institutional development and will be home to 16,000 new residents.

Key developers including Cressey Development Group, Bosa Properties, Aquilini, Onni, Concert Properties, Pinnacle and Beedie Living, will all play a part in shaping the future of Vancouver's last waterfront community.

Communities currently selling include James (Cressey), Pinnacle Living False Creek (Pinnacle), Opsal (Bastion), The Village (City of Vancouver), Central (Onni) and Maynards Block (Aquilini). Another new development coming soon in the area is Meccanica by Cressey. With the recent sales success of Wall Centre False Creek and Central by Onni, the market is clearly demonstrating that small, price-point oriented homes are the key to steady absorptions in this neighbourhood.

## Did you know...

- The Salt Building was originally built around 1930 to refine raw salt and was converted in the 1980s to a paper recycling plant. Its location marks the original shoreline of False Creek. Before 1860, the "Creek" was five times its present size (extending north to what is now Pender Street, and east to Clark Drive).
- The property has been designed into three key areas based on the historic land uses: ship yard, works yard and rail yard.
- Approximately 2,800 world-class athletes stayed here during the 2010 Olympics.



## 1<sup>st</sup> Annual MAC Golden Cube Awards Rocking at the River Rock!



The 1<sup>st</sup> annual MAC Golden Cube Awards gala was held at the River Rock Theatre on March 10, 2011. The well-attended event included over 400 top Realtors, top Canadian Developers and members of the media! Everyone enjoyed the red-carpet treatment with a fantastic meal and entertainment, awards ceremony, and a special presentation by Cameron McNeill, unveiling a dozen new communities (totaling

over 1,500 new homes!) that MAC Marketing Solutions is introducing to the Metro Vancouver real estate market in 2011.

The MAC Golden Cube Awards recognized realtors' involvement in sales at MAC communities throughout Metro Vancouver. Over 20 Realtors and Managing Brokers were nominated in six categories, with seven very honoured Golden Cube winners! Congratulations to all our nominees for your hard work in real estate sales in 2010. We look forward to seeing you back on stage next year!

A BIG thank you to all the event sponsors for your generosity and support: Amacon, Bosa Development Corp, Cressey Development Group, Embassy Development Corp., Grosvenor Canada Ltd., Metropolitan Fine Printers, Mosaic Homes, Rapid Signs, Rogers Wireless, TD, Beedie Living, Thought Shop, Vancouver Sun, and West Coast Homes & Design Magazine.

For more information on the event visit our web site or e-mail us at: [info@macmarketingsolutions.com](mailto:info@macmarketingsolutions.com).

## Raise your glass to a great cause Grapejuice wine auction held for Big Sisters of the Lower Mainland

The fourth annual Grapejuice wine auction was held on May 5th, 2011 at Society in Yaletown. Over 200 generous guests along with 25 valued sponsors had a great time wine tasting and participating in our live and silent wine auction. \$67,000 was raised during the event that benefitted the Big Sisters of BC Lower Mainland. Thank you to all who participated and we look forward to raising even more next year. For information visit: [www.grapejuicevancouver.com](http://www.grapejuicevancouver.com).



# MAC Communities

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## Georgia

**Now Selling:** 1 & 2 bedroom Georgian style apartments in West Coquitlam.

Phone: 604 936 9300

[www.georgiabymosaic.com](http://www.georgiabymosaic.com)

Starting from the mid \$250's



## Affinity

**Now Selling:** 281 high-rise residences and 10 townhomes located in Brentwood.

Phone: 604 453 5893

[www.affinitybybosa.com](http://www.affinitybybosa.com)

Starting from \$353,400



## Drake

**Now Selling:** A 17 storey high-rise with 135 condos just off 17th Ave in Calgary.

Phone: 403 264 1703

[www.drake17.com](http://www.drake17.com)

Starting from \$185,900



## Vantage

**Now Selling:** Brentwood's premiere address featuring 181 condos and 4 townhomes.

Phone: 604 294 3339

[www.vantagebyembassy.com](http://www.vantagebyembassy.com)

Starting from the \$460,000's



## Meccanica

**Coming Soon:** Refined industrial boutique residences by Cressey at 1st & Quebec.

[www.meccanicabycressey.com](http://www.meccanicabycressey.com)

Register today.

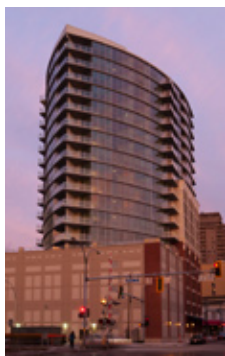


## Diamond View

**Now Selling:** Single family view lots overlooking Kelowna and Lake Okanagan.

Phone: 778 987 1819

Starting from \$200,000



## Inter Urban

**Now Selling:** 18 storey high-rise at New Westminster's river edge. Move in today!

Phone: 604 523 0081

[www.interurbanliving.com](http://www.interurbanliving.com)

Starting from \$257,900



## Sage

**Now Selling:** Luxury concrete residences & townhomes in Wesbrook Village, UBC.

Phone: 604 822 0809

[www.sageliving.ca](http://www.sageliving.ca)

Starting from \$1,049,900



## Calera

**Now Selling:** Move in today. 1 & den and 2 bedroom homes in Cloverdale.

Phone: 604 574 7984

[www.caleraliving.com](http://www.caleraliving.com)

Starting from \$189,900





### High Point Equestrian Estates

**Now Selling:** Stunning .5 acre to 8 acre single family estate lots in Langley.

Phone: 604 531 1111  
[www.highpointestates.ca](http://www.highpointestates.ca)  
Starting from \$559,900



HIGH POINT



### M1 Metropolitan Residences

**Now Selling:** 2 bedroom metropolitan residences near Coquitlam city centre.

Phone: 604 472 9555  
[www.liveatm1.com](http://www.liveatm1.com)  
Starting from \$389,900



### M2 Metropolitan Residences

**Now Selling:** 1 and 2 bedroom luxury residences in Coquitlam Centre.

Phone: 604 472 9555  
[www.liveatmtwo.com](http://www.liveatmtwo.com)  
Starting from \$251,900



### James

**Now Selling:** 155 boutique residences in West Village at False Creek.

Phone: 604 675 1000  
[www.jamesliving.com](http://www.jamesliving.com)  
Starting from \$379,900



### Maddox

**Now Selling:** 215 spectacular view homes in downtown Vancouver.

Phone: 604 669 8200  
[www.maddoxdowntown.com](http://www.maddoxdowntown.com)  
Starting from \$369,900



### Summerfield

**Now Selling:** 3-5 bedroom single family homes in South Surrey.

Phone: 604 536 1155  
[www.summerfieldhomes.ca](http://www.summerfieldhomes.ca)  
Starting from \$556,900



### Vinterra

**Now Selling:** 101 West Coast contemporary duplex homes in South Surrey.

Phone: 604 536 7171  
[www.vinterravillas.com](http://www.vinterravillas.com)  
Starting from \$679,900



**... plus lots more to come for 2011!**  
**MAC is proud to announce the following exciting new communities:**

- Sixth and Willow - 25 modern townhomes on the west side by Kenstone Properties.
- Yu - 6-storey luxury sustainable residences & townhomes in Wesbrook Village, UBC by Modern Green.
- Proposed 18 storey high-rise in North Vancouver jointly developed by Citimark Development Corp & Grosvenor.
- 18 storey, 117 home high-rise in New Westminster developed by Ballenas Project Management.

**Register now at [macmarketingsolutions.com](http://macmarketingsolutions.com)!**