THE
ROLSTON

ORIGINAL LIVES HERE

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is $55,000

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THE REBIRTH OF MIDTOWN

MIDTOWN MAP

Originals need an original community to be a part of. Midtown stretches from the waters of False Creek to Vancouver's Downtown core and from Burrard Street to Homer Street on the edge of Yaletown and is quickly becoming one of the most unique neighborhoods in all of Vancouver. It offers all the amenities of downtown living (shopping, eating, leisure) all within an extremely walkable, authentic, burgeoning community.

As its name suggests, this community occupies the centre of what has become one of the most dynamic and widely celebrated areas of real estate on the planet. The downtown peninsula of Vancouver is a world leading example of high density, sustainable, pedestrian friendly community building, with The Rolston taking its place in this neighborhood as one of the city's most talked about developments.

FUTURE OF MIDTOWN VIDEO

On top of the already well defined cultural amenities of this neighborhood to the North (The Dance Centre; Pacific Cinematheque, Contemporary Art Gallery), the future plan for the area to the South, adjacent the Granville Street Bridge is to create an exciting shopping and commercial district channeling the spirit of Granville Island, with stalls for flowers, fruits and vegetables, and temporary market-style structures.

In comparison to the 'instant' neighborhoods that have been developed in other areas of the downtown core, Midtown offers a history and authenticity that cannot be rivaled. This is urban living in its truest sense. From the seawall to shopping, from restaurants to galleries, everything at your fingertips, in the center of one the greatest cities on earth.

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THE ARCHITECTURE OF THE ROLSTON

Originals need original design.

In Vancouver, this can represent a challenge as the majority of developments in the downtown core have more than significant similarities. It is within this context that The Rolston achieves an individuality of design that few can match. The iconic Architecture and well crafted interiors provide owners with a sense of pride. Pride in being part of something new, well considered and unique. Pride in having a home within a project that does not look like everybody else's.

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THE ROLSTON

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FEATURES AND FINISHES

THE ROLSTON MIDTOWN

- Downtown Vancouver's oldest new neighbourhood, rich with heritage and brimming with modern amenities
- A vibrant community with great culture, dining and nightlife
- Steps away from False Creek and Vancouver's endless seawall
- Immediate access to major bus routes, Aquabuses and SkyTrains, bringing the city to your doorstep
- Proposed re-development below the Granville Bridge is set to become Granville Island North

THE ROLSTON ARCHITECTURE

- Iconic and unique design, redefining Vancouver's skyline
- The confidence and expertise of IBI / HB Architecture, building on the initial creative design of Busby Perkins + Will
- Interiors that break new ground from Cause + Affect
- Solid concrete construction

THE ROLSTON CHOICE

- Unprecedented choice of two distinct layouts (Cecil and Yale) for almost every suite, giving you the right space for how you live
- Three inventive and modern colour schemes
- Additional countertop and glass tile options customize your suite
- Upgrade to engineered wood flooring

THE ROLSTON FEATURES

- Unwind and socialize; The Terrace at The Rolston is perched on the 16th floor above Granville Street, with an outdoor entertainment bar, chaise lounges and long double-sided bar-top
- Relax and recharge; The Gardens at The Rolston is a dramatic rooftop space on the 27th floor, featuring an edible garden, yoga and play spaces, with sweeping mountain and ocean views from the long table, perfect for garden parties
- Spectacular outdoor living with large, double-height patios on many suites, producing the dynamic form that is The Rolston
- Easily adaptable amenity space; from intellectual meetings to entertaining evenings, complete with kitchenette and large double-height patio

THE ROLSTON FINISHES

- Custom designed, built-in wardrobes and storage closets that seamlessly match your kitchen cabinets
- Oversized porcelain bathroom floor tiles
- Custom bathroom vanity with one-piece sink-countertop
- Glass accent tile in bathroom and kitchen
- Integrated soaker tub with ceramic tiled skirt
- Custom designed laminate wood flooring throughout your suite
- Energy efficient, front-loading, stacked washer and dryer

THE ROLSTON COOKS

- Solid surface countertops in either warm grey or crisp white
- Modern, undermounted 24" stainless steel sink
- Sleek chrome kitchen faucet with concealed pull-out
- Glass tile backsplash with choice of colour
- Recessed pot lighting floods your kitchen with light
- Under-cabinet lighting showcases your glass tile backsplash
- Fresh, high gloss or wood style cabinets with aluminum hardware
- Samsung stainless steel fridge with bottom-mounted freezer
- Slide-in stainless steel range with black glass-ceramic cooktop
- Built in stainless steel microwave / range hood fan with hidden vent and sunken glass turntable
- Stainless steel, large capacity, energy efficient dishwasher

THE ROLSTON CECIL

- Stripped down and opened up layouts that maximize light, air and views throughout your suite
- Freestanding, custom designed credenzas in one bed homes manage your entertainment systems, maximizing your layout
- Luxurious winter white drapery provides light and privacy, enclosing your sleeping or office/guest space

THE ROLSTON SECURITY

- Lobby enterphone with security camera linked to your T.V.
- Secure, well lit parkade; separate visitor & residential entrances
- Elevator with secured single floor access
- Pre-wired to allow for monitored security
- Secured access to amenity spaces and bicycle storage
- Comprehensive, 2-5-10, New Home Warranty Program
- Another quality development from Rize Alliance Properties Ltd.

In a continuing effort to meet the challenge of product improvements, we reserve the right to modify or change plans and specifications without notice. All dimensions and sizes are approximate. Refer to the disclosure statement for specific details. E.&O.E.

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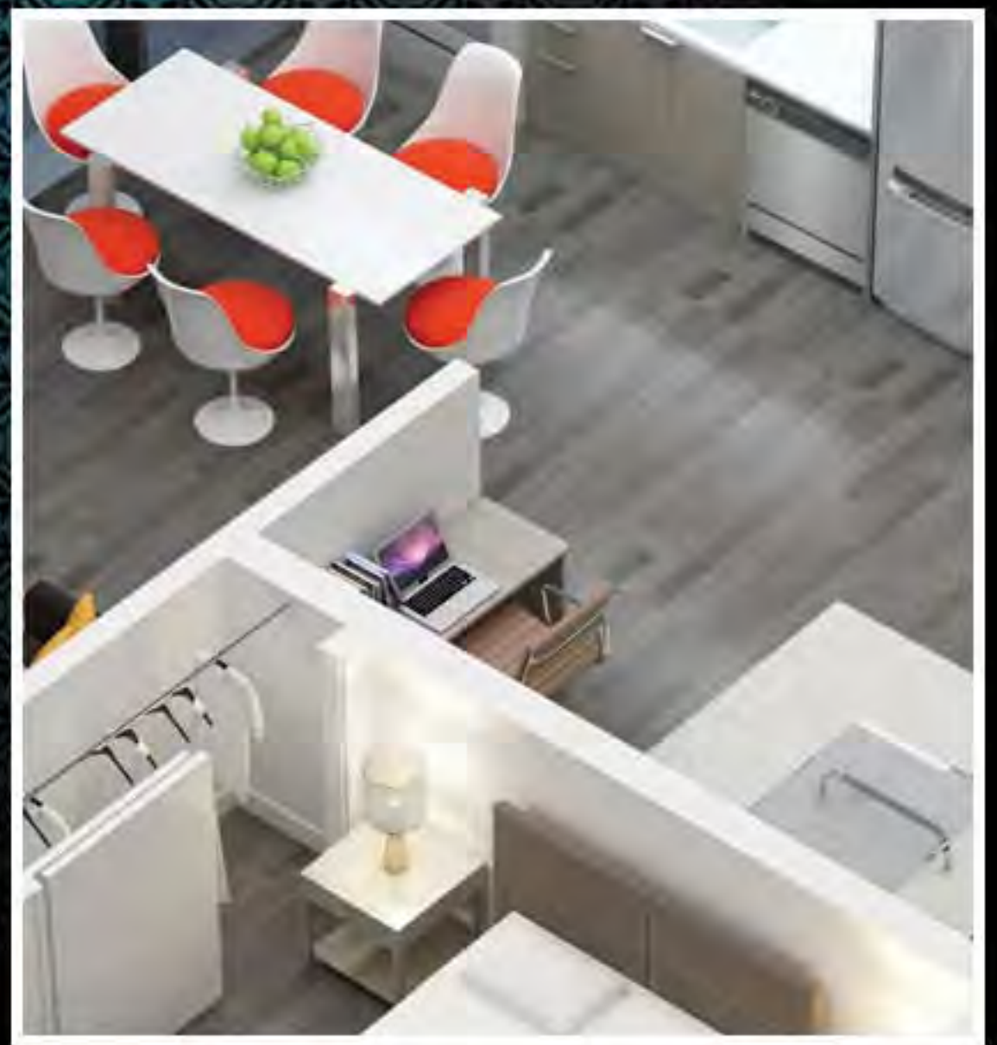
THE INTERIORS OF THE ROLSTON

Originals need choice.

Each suite at The Rolston has been designed twice. The Yale and Cecil Editions offer different interior plans for the same suite to reflect different ways people live. The Yale has larger bedrooms that allow for privacy and view. The Cecil has more intimate bedrooms with more generous entertaining spaces. Two Suites, Same Size, Different Layouts, Your Choice. Of course, each option goes on to have not just two but three different material palettes, in the end giving buyers at The Rolston the most comprehensive lifestyle focused design options in the history of the city.



	RENDERINGS		PLANS	
SAMPLE ONE BED				
SUITE B2	YALE	CECIL	YALE	CECIL
SUITE C2	YALE	CECIL	YALE	CECIL
SUITE F	YALE	CECIL	YALE	CECIL
SAMPLE TWO BED				
SUITE G2	YALE	CECIL	YALE	CECIL
SUITE J2	YALE	CECIL	YALE	CECIL

WHICH LAYOUT DO YOU PREFER? YALE OR CECIL SUBMIT

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THE GREEN SPACE OF THE ROLSTON

Originals need green space.

Although The Rolston is situated within minutes of Vancouver's endless seawall, private green space cannot be undervalued in urban living. It is with this in mind that not only do all suites at The Rolston have outdoor space but many of them are oversized. To complement the private outdoor balcony spaces of each suite, The Rolston has not one but two outdoor community spaces. On the 16th floor exists The Terrace at The Rolston, a view space that contains an outdoor bar, tables and chairs for pre-dinner drinks and a series of chaise lounges for relaxing and soaking up the sun. On the roof is The Gardens at The Rolston, the view garden containing outdoor group dining facilities, yoga studio and community garden spaces, all supported by amazing 360 degree views from the North Shore Mountains to English Bay and The Strait of Georgia beyond.

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Rize

THE TEAM

Ríze

In 1991, William Lin began assembling a team of building experts to construct a 21st century talent pool that would stand apart and stand for something. Today we pride ourselves on our legacy of seeking out challenging and complicated projects that reflect this vision.

DEVELOPMENT

A significant amount of development revolves around managing risk. One way of managing risk is to do things the way they have been done before. Our approach is to do things better than they have been done before. To be better we have to be different. To improve we have to take some risks.

CONSTRUCTION

We aspire to be agile and move quickly and efficiently to see our thoughts in action, and have therefore added our own construction team that frees us from dependence on outside contractors. This allows for better timelines, controlled budgets and enhanced quality. Every build is now, more than ever, a true testament to our brand.

IBI GROUP

IBI Group is at the forefront of shaping the urban environment. Whether the task is 'city building' or designing individual developments, IBI Group seeks sustainability, which can be defined as meeting the needs of the present without preventing future generations from meeting their own needs – by making decisions based on social, environmental and economic factors.

cause+affect

Cause+Affect is a multi-disciplinary design firm that has created award-winning residential projects in Canada and the UK. The firm recognizes that issues surrounding "green" development start with increased density and smaller living environments. For this reason, they have focused much of their residential work on the design of innovative small space living concepts as well as new materials research.

eckford + associates
landscape architecture

eckford + associates is a highly skilled, professional team, whose strength lies in its strong commitment to a design process that integrates architecture with the land, creating appropriate spaces for a broad range of human activities. This approach requires an expertise in site analysis, planning, sustainable design, and documentation as well as a thorough knowledge of local micro climates, soils, plants, and ecology.

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VANCOUVER - WE SINCERELY APOLOGIZE FOR THE SEX COMMENT IN OUR RECENT ROLSTON ADVERTISING CAMPAIGN.

The advertising campaign stating that "The Rolston was So Enticing Other Buildings Want To Have Sex With It" was considered alarming by a number of people. Yes, we did sell multiple homes at The Rolston because of this campaign but if the Sex comment was considered inappropriate, we do apologize.

In the future we will focus on presenting the Rolston condominium homes solely on their amazing architectural design, downtown Vancouver location and very affordable pricing.

And, for the record, we deny the rumor regarding the CN Tower and The Rolston having sex. Nor did The Rolston have sex with the Wave condominiums in Surrey or Centro homes in Richmond. And we would like the OnQue development to stop calling. The Rolston doesn't like you in that way and only wants to be friends.

Check out the Rolston for yourself and see what all the fuss is about!

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ROLSTON

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REAL ESTATE ROUNDUP

PETER MITHAM

Blaze opens doors to major redevelopment in hot 'hood

Broadway buzz

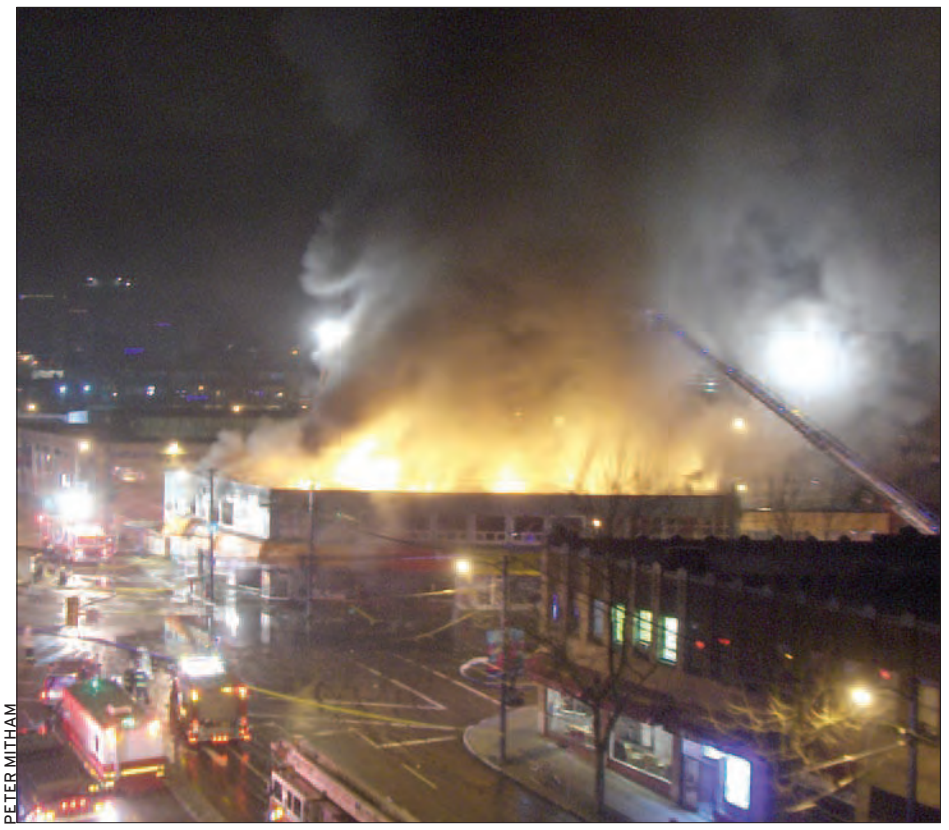
Cynical as it might be, the word among those who ply the back alleys of Mount Pleasant is that the fire that destroyed two buildings at Kingsway and Broadway on Christmas morning was done for insurance purposes. The second fire in as many months has also increased speculation about development plans for the area as the real estate market again heats up.

A call to site owner **Rize Alliance Properties Ltd.** president **Will Lin** puts some of the streetside comments in perspective. Rize Alliance owns much of the block where the fire occurred and intends to redevelop the site, a process that has indeed been accelerated by the Christmas blaze.

"We've been talking to the city about a comprehensive redevelopment of that block," Lin said last week. "The fire just kind of kick-starts the whole thing. Now we've just got to move along a little faster."

Rize Alliance expects to bring a rezoning application for the site to city council this spring, on the heels of council's receipt of the new Mount Pleasant community plan in April. The plan, under development since 2007, will likely recommend increased density and height along Kingsway and elsewhere in support of goals the community identified as part of the city's consultation process.

Goals include preserving the form and character of Main Street (including the site of the November fire on the southwest corner of Broadway that claimed several local businesses) as well as various heritage features of the area, while boosting affordable housing and other community amenities.



PETER MITHAM

Burning questions: two recent fires and new planning guidelines from the city are setting the stage for ongoing changes in Vancouver's Mount Pleasant neighbourhood

Lin said insurance will cover Rize Alliance's losses. He added that the fire marshal has yet to determine a cause for the blaze, which started in the **Genesis Nutrition** shop at 264 East Broadway.

Rize Alliance is also proceeding with plans for a 50-unit apartment property at Broadway and Quebec, though Lin said he'll wait to determine if it will be rental (through the city's short-term incentives for rental housing [STIR] program) or be sold off as condos on completion in December 2010.

Vancity buys

Vancity Enterprises Ltd. has acquired the remaining 25% interest it didn't already own in Victoria's $600 million Dockside Green development from development partner **Joe van Belleghem**.

A value for the deal, announced just before Christmas, wasn't disclosed. The purchase consolidates Vancity's control over the project, which was originally tagged at $300 million before construction costs increased dramatically in 2005 and 2006. Consultant **Gordon Smith** has been working with Vancity on the project since summer 2009 and will oversee future development at the 16-acre site.

The deal frees van Belleghem to concentrate on other pursuits, including redevelopment of the Bamberton lands with **Three Point Properties Ltd.**

"The fire just kind of kick-starts the whole thing. Now we've just got to move along a little faster"

– Will Lin, president, Rize Alliance Properties Ltd.

Woodward's rises

Seventeen years ago, this columnist was among the bargain hunters rummaging through discounted merchandise at the **Woodward's** store in south Edmonton, as the Vancouver-based retailer wound down its operations.

The official opening of the redeveloped flagship store at 101 West Hastings Street in Vancouver last week, and restoration of the iconic red W atop the tallest of the site's new towers, heralds a brighter era for both the retailer's name and the Downtown Eastside.

A sense of the achievement developers **Ian Gillespie** and **Ben Yeung** of the **Westbank Projects Corp./Peterson Investment Group** partnership have realized has come through friendships with many members of the design team at **Henriquez Partners Architects** and others involved in the project. The dedication that pushed people to excel (and relationships to breaking) demanded innovative solutions to economic challenges (originally priced at $300 million, estimates are now running at $400 million even after significant economies) and called a community to choose its future has borne fruit.

While the red W could easily have become the horns of the devil that always lurks in the project details, many will see it as arms joined in reaching toward a better future. With sales of adjacent properties picking up, the return on investment – financial and otherwise – developers, designers and trades made in Woodward's will be counted in added value to the city. ■

pmitham@telus.net

BRIEFS

Commercial real estate market remains challenging

Metro Vancouver's office, retail and industrial lease markets are forecast to face a challenging economic environment, according to **Avison Young**'s 2010 forecast report.

The region's overall office vacancy rate is expected to rise to 8%, almost 3% higher than the vacancy rate in December 2008. Much of the increase will be due to oversupply in the suburban office markets like Burnaby and Richmond.

While conditions are improving, Metro Vancouver's retail market is expected to face continued challenges in 2010. The report suggested there will be fewer speculative projects this year with food and drugstore-anchored properties continuing to generate the most demand.

Redevelopment of existing or obsolete retail space in key urban locations, however, will continue to offer opportunites for developers and less risk-averse investors.

Industrial leases should see incremental growth in tenant demand after a dormant market in 2009. The report suggested tenants will benefit from more opportunities because of recent recession-related vacancies.

Investor demand for commercial properties is one area that may see improvement as the bid-ask gap between buyers and sellers narrowed and price expectations of sellers were met. Equity markets have improved, presales are returning and both institutional and private buyers are regaining confidence again.

The report suggested institutional investors in particular are in buying mode, although, possible interest rate changes and fallout from the expiration of commercial-mortgage-based securities in the U.S. may impact the Vancouver market.

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Nominations

Nominations are now being accepted for the *Knowledge & Leadership* and *Performance & Excellence* awards. Information and award criteria available at www.womeninfinance.ca/nominations.html or contact AWF Vice President Stephanie Daniels at sdaniels@farris.com.

Nominations are due by February 6, 2010.

Pink Is The New P... www.womeninfinance.ca

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Vancity

REAL ESTATE ROUNDUP

PETER MITHAM

Condo project furthers makeover of downtown's seedy south side

Rising prospects

It's not uncommon for developers to celebrate a site's history when it comes up for redevelopment and somehow weave what the site was into a story of what it will become.

And so it was at downtown's **Cecil Hotel** recently as **Rize Alliance Properties Ltd.** hosted what was billed as "The Last Dance at the Cecil" to kick off its new project, the **Rolston**. The condo tower will have 185 residential units on the Cecil site and incorporate the adjacent **Yale Hotel** with its 43 social-housing units (50 non-market units in the 82-room Cecil will be lost, though these were largely occupied on a short-term basis).

While the dancers (wearing more than usual for the occasion) were a nod to a past that will wrap up this summer, it was notable that most people, from the waiting staff brought over from the **Opus Hotel** to cater the event to developer **Will Lin**, weren't entirely comfortable taking in the sights. It might be one of the few instances in Vancouver real estate history where a desirable development opportunity generated modest glances rather than ogling.

While the bills weren't busting the girls' G-strings, Lin remarked that the event amounted to a big night at the Cecil, which has seen a drop in business in recent years as adult entertainment went online.

Taking off: Rize Alliance's latest project in downtown Vancouver's south side will redevelop the site of the Cecil Hotel as part of the neighbourhood's transformation from seedy to chic

Yet the departure of exotic dancers from the hotel will be emblematic of the steady transformation of the south side of downtown from an industrial precinct to chic 'hood. A decade ago it was still possible to be solicited by the young men working Boystown, even as the towers crowded in. Today, **Aquilini Investment Group**'s development on Richards at Helmcken has shut down **Madame Cleo's** while the Rolston will extend the trend in the so-called "Midtown" neighbourhood between Yaletown and the West End.

Industrial wares

While the former industrial side of downtown gets dandied up, newer industrial locales in the region may be recovering their allure.

Having fallen 25% to 30%, according to an **Avison Young** report last fall, prices for industrial land have bottomed out and markets are set to strengthen – boosting the appeal of projects such as Progress Way Industrial Park in Chilliwack, which **CB Richard Ellis** is marketing as "the most affordable industrial land in Metro Vancouver and the Fraser Valley!" Developed by **Legacy Pacific Group**, the park offers up to 55 acres at prices starting at just over $600,000 an acre.

The rebound in pricing is consistent with the optimism heard at the recent **Urban Development Institute** forecast luncheon as well as a presentation **B.C. Real Estate Association** senior economist **Cameron Muir** made a few days later to the **B.C. Association of the Appraisal Institute of Canada**. While values have slipped, cap rates have been relatively resilient, given the lack of supply as well as constraints on future development activity (the plans for Progress Way, **Onni**'s Golden Ears Business Centre and other projects notwithstanding).

"Investors, however, are very bullish, and yields are close to those observed at the peak, perhaps off by only 50 to 75 [basis points]," said Avison Young principal **Rob Gritten**, even though user demand remains slack, with few tenants or owner-occupiers seeking premises.

The renewed investment activity is being fuelled by the availability of debt at more traditional levels, with current indicators pointing to an uptick in activity this spring and through 2010.

"Investors, however, are very bullish, and yields are close to those observed at the peak"

– Rob Gritten, principal, Avison Young

Olympic slowdown

Vancouver is set to welcome the world on February 12, but the world has been steadily converging on Vancouver with the assistance needed to handle the huge influx of visitors – including streetcars from Brussels or three coaches retired from the **Grape Line** shuttle service in Walla Walla, Washington.

A prime benefit of major events is the strict timelines applied to improvements, including the highway to Whistler and Canada rapid-transit line connecting Vancouver, Richmond and **Vancouver International Airport**. But the coming weeks will test local infrastructure.

Meanwhile, reduced service levels in Vancouver's planning department because of the Olympics promise to postpone some development till later this year as inquiries alone are accepted for project facilitation, rezonings, subdivision and strata approvals as well as larger development and building permits.

The impact on development activity won't be known till the numbers are in later this year, but conversations at recent industry meetings suggest that the Olympic Games, while giving an overall boost to development, will also defer this year's activity till the second half of the year.

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Will Lin

Glen Korstrom

Will Lin will launch presales for his planned 185-condo Rolston development at the north end of the Granville Bridge on April 6.

It promises to be a litmus test for the strength of Vancouver's rebounding real estate market.

Will homebuyers camp out overnight to have first crack at a Rolston condo? Or is talk about local real estate market strength overblown?

Late last year, both the **Onni Group of Companies** and the **Aquilini Investment Group** tested the market with presales.

Aquilini sold most of the 226 units in its Richards project on the site of the former **Richard's on Richards** nightclub within two and a half weeks of its September presale launch.

Onni's Mark development on Seymour Street at Pacific Boulevard then reportedly prompted about 20 prospective buyers to camp out overnight in December in hopes of securing a piece of the Mark. Brokers sold about three-quarters of the development's 214 homes on its first day of sales.

Lin, who owns the 17-employee **Rize Alliance Properties**, is coy when asked how enthusiastic he expects buyers will be about his project on the site of the **Cecil Hotel**.

"We hope to create more demand than supply," the 44-year-old said with a smile as he showed *Business in Vancouver* a model of the structure he expects will generate $85 million in sales.

Part of his project involves spending millions of dollars to renovate the adjacent 120-year-old **Yale Hotel**, which Lin bought for $10 million in 2006 from **Waide Luciak**.

Once the renovations are completed, Luciak has agreed to spend an undisclosed amount to buy back commercial space at the hotel that houses Luciak's renowned blues bar.

Lin's boyish looks disguise the fact that he has 17 years' experience developing major real estate projects.

Some of his achievements include:

- buying the former **Canadian Linen** building at Davie and Richards streets and striking a deal in 1998 with the City of Vancouver to renovate what is now a **Choices Markets** store while transferring 36,457 square feet of density to the 150,000-square-foot, 100-condo Metropolis tower next door;
- spending $13.2 million to buy the London Building in 2002 and renovate the 60,000-square-foot structure at 626 West Pender Street;
- securing **Cossette Inc.** as the anchor tenant for a 54,000-square-foot office complex in Yaletown that he completed in 2004; and
- completing the 163-home, $72 million Centro project in Richmond last year.

Lin's expertise at transferring density stems in part from his innovative Metropolis experience, which was one of the city's first such transactions.

The city also granted Lin about 80,000 square feet of density to renovate the 11-storey London Building. He used about half of that space to increase the height of his Cossette building.

This time, the city will grant Lin an extra 47,600 square feet of density in exchange for renovating the Yale and preserving its 44 units of single-room occupancy accommodation, which Lin will give to the city.

Other developers admire Lin's courage.

"He's an adventurous and ambitious developer. I like the work that he does," said **Salient Group** president **Robert Fung**.

"Hopefully, people will embrace the architectural ambition that he is putting into it because it isn't as inexpensive as doing the other stuff."

Indeed, the Rolston, which **Busby Perkins + Will** and **IBI/HB Architects** designed, is likely to become a landmark given its glass exterior and brilliant orange accents.

The development is the first of many slated for the part of downtown south that some now call Midtown.

Cressey Development Group plans to build a tower one block west of the Rolston at Howe and Drake streets.

City council has also approved two more tower locations and some midrise buildings adjacent to Granville Street, said **Michael Gordon**, who is the city's senior central area planner.

Lin has plenty of other projects on the go while he waits for the completion of the Rolston, which is scheduled for 2012.

He has already broken ground on a $20 million development at the corner of Quebec Street and West Broadway that will include 48 homes built in a style consistent with the Mount Pleasant neighbourhood.

Lin plans to build a $115 million industrial structure on the False Creek Flats across from Terminal Avenue and **Radical Entertainment**'s headquarters. He said the 220,000-square-foot "Containers" building will be completed before the Rolston.

Other future Lin projects include:

- a development on a 50,000-square-foot plot of land that he owns south of East Broadway on Kingsway Avenue; Lin has filed a rezoning application with the city for the site, which was hit by fire on Christmas Day; and
- an 80-home subdivision on the Sunshine Coast.

He has come a long way from the 27-year-old who dared in 1993 to build what many people thought was crazy: a 13-unit residential project in Yaletown.

"I called my dad and borrowed $350,000, somehow. I sweet-talked him into it," Lin said. "My friend who was going to be involved in the project had to pull out because he couldn't come up with $350,000. So I called up the vendor [**John White**] and said, 'How about I do a joint venture with you? Show me how it's done.'"

Bankers provided the duo with a $1.1 million loan, and Lin has never looked back.

The success of his first project allowed Lin to repay his father by renovating his westside home before his dad died in 1995.

Lin and his twin brother left Taiwan with four siblings when Lin was 13. After stops in Costa Rica and South Dakota, Lin settled in Winnipeg, where his father co-owned a sausage factory.

His parents lived in Taiwan, and Lin describes his teen years as being those of an "astronaut child" taken care of by friends and relatives.

After completing a bachelor of commerce degree at the **University of Winnipeg**, he came to Vancouver in 1989.

He worked at a small importing company as a door-to-door salesman selling wadding and chalk for manufacturers to mark metal.

"It wasn't easy," Lin said "but it taught me how to create value." ■

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DEVELOPMENT

STRIPPED DOWN

Say goodbye to Cecil strip bar and hello to the Rolston: a new condo project developers hope will anchor a new neighbourhood called Midtown

BY KERRY GOLD

One night in late January, developer Will Lin held a catered party for the closing of Vancouver's Cecil strip bar, complete with strippers and lobster bisque appetizers.

Topless strippers, who had been told to keep their pants on, worked the pole for the suit-and-tie crowd that had assembled to hear about a new condo project called the Rolston.

It was an awkward merger, but one that symbolized the end of the era of strip bars and sex shops and the introduction of a new neighbourhood the developer calls Midtown.

Midtown is the future neighbourhood at the north end of the Granville Street Bridge, currently anchored by the Cecil Hotel and the Yale Hotel and Pub at 1300 Granville. By the summer of 2012, the 23-storey, gold LEED-certified Rolston condo development and restaurant is scheduled to stand where the gritty old Cecil is now.

The Cecil closes permanently this summer. Mr. Lin, president of Rize Alliance Properties, tried auctioning off the club's strip pole, but ended up buying it for charity himself, for $3,000. Pre-sales for the Rolston begin this month, ranging from $350,000 for a one-bedroom condo to $650,000 for a two-bedroom.

The Rolston and a Cressey condo development at Drake and Howe streets are the first phase of a new neighbourhood that is to get under way in the next five years. Gone are most of the pornography and drug-paraphernalia shops that dominated that part of Granville for so many years. The marketing for the Rolston is aimed at an urban demographic attracted to nearby cultural hot spots that have popped up, such as the Dance Centre, Pacific Cinematheque and the Roundhouse Community Arts Centre.

"We are selling a lifestyle, meaning they are going to use their homes for a place of rest and do a lot of entertaining in the neighbourhood," Mr. Lin says.

The Cecil Hotel pub is credited for being the locale where Greenpeace was spawned in the 1970s, back when it was a pool hall. But while the Cecil Hotel has long been a familiar landmark at the foot of the Granville Street Bridge, it's past its expiry date, Mr. Lin says.

"The demise of the Cecil as a strip bar is attributable to the Internet. I was talking to the owner and the revenue was definitely not at an all-time high. And I don't think we are taking on a big public amenity there that everybody else wants by demolishing the Cecil.

"When people start moving into a neighbourhood, they turn it into a neighbourhood that they want to live in," he adds.

The Yale pub, famous for its blues acts, will also get a face-lift and continue as a major destination for blues-music fans. As for the hotel part of the century-old Yale, originally built to house CPR workers, the 44 residents won't be forced out. Part of the deal with the city is that the rooms will be renovated for 44 single-room occupants.

The long-term city plan, approved a year ago, involves light industrial property, a public-market-type area, condominiums, retail and better transit routes. The plan includes a radical transformation of the north end of the bridge: the two off-ramps – also known as the "Granville loops" – will be removed entirely and replaced by the traditional street grid. The area, bounded by Drake, Howe, Pacific and Seymour streets, includes the redevelopment of several city-owned sites composed of market and non-market housing. The dark area under the bridge will be better utilized as a market-style shopping district that will resemble the look and scale of Granville Island.

In other words, the loops at the north end of the bridge are a waste of space. With 31,000 cars on the Granville Street Bridge every day, only 5,000 use the west loop and 3,600 use the east loop, according to a city study.

"The transportation plan looked at some site-specific initiatives that would take areas of the downtown that had really been designed to favour automobiles and change it to favour pedestrians or transit or cyclists," senior central area planner Michael Gordon says. "And definitely one of the areas that was problematic was where we have the two loop structures.

"The city should really primarily be designed for pedestrians and cyclists and transit, rather than being auto-oriented. Car drivers are a minority in the downtown peninsula."

As an example, city analysis found that 75 per cent of people who shop at trendy Urban Fare in nearby Yaletown arrive on foot, not by car.

Off-ramps do not move traffic effectively and they also waste valuable space that could be used to densify the area. They are an outmoded idea from the 1950s, when cars ruled. "They were built when freeways and on-ramps and off-ramps were the mode of moving traffic," senior development planner Anita Molaro says.

For pedestrians, added crosswalks will link downtown with the shoreline of False Creek. As it is now, zooming cars make the walk to the water from downtown an awkward proposition.

As to whether the area will be called "Midtown" remains to be seen. Mr. Gordon says some names given to new neighbourhoods stick, while others don't. Nearby Yaletown was named after the CPR workers who went to work there and had their houses from the town of Yale shipped down on barges. Those houses are long gone, but the name lives on. Maybe the new neighbourhood will be called the Granville Loops, even when the loops are gone?

Mr. Lin has lived in Vancouver since the eighties and has been behind several projects in Yaletown. He sees the Rolston as one of the pioneer city developments that mix social and market housing. When the Cecil is demolished and the Yale Hotel undergoes its renovation in about a year, the 44 single-room occupants at the Yale will be relocated to other social housing. When the Yale renovation is finished by the summer of 2012, those occupants will be given the opportunity to return to the remodelled rooms.

However, many of the seniors who resided at the Yale Hotel have already moved out, says former owner Waide Luciak, who owned the Yale from 1987 until Mr. Lin purchased it two years ago. As part of that deal, Mr. Luciak has plans to buy the Yale building back from Mr. Lin and return to business as usual.

Mr. Luciak says his single-room occupants had been at the Yale Hotel for many years. One senior, who recently died just before reaching 100 years old, had lived in the hotel for most of his life.

All the occupants who left did so because they had been offered better accommodation, Mr. Luciak says. "People were coming around from different housing societies and telling them that if they wanted, they could move into units in concrete high-rises that are 50 per cent larger with cooking facilities.

"It is better accommodation subsidized by government, whereas I am a private enterprise – I can't afford to do as much as government can. But my rents are a little lower. I am a friendly landlord who hasn't given increases. I love the old boys.

"Typically what happens is, the old boys who live upstairs call the downstairs bar their living room. They are in the living room every day in a certain seat they call their own. I know all of them. They are very much like family. Upstairs, a lot of them had pictures of my kids on the wall."

Although condo growth in Vancouver is often associated with bland gentrification of streetscapes, Mr. Lin insists the character of the Yale will be retained. And he is not just referring to retaining single-room occupants. The Yale Pub is famous in Vancouver for playing host to artists such as Stevie Ray Vaughan. Before he died in 2005, English bluesman Long John Baldry was a regular performer at the pub. Mr. Lin says there was no question about maintaining its legendary status as a blues destination.

"We're creating a real neighbourhood here. We are creating a building that is a representation of what the neighbourhood is all about. It's not about an ivory tower – it's full of different mixes."

» *Special to The Globe and Mail*

> ***We're creating a real neighbourhood here. We are creating a building that is a representation of what the neighbourhood is all about. It's not about an ivory tower – it's full of different mixes.***
>
> Will Lin,
> developer

ABOVE Developer Will Lin of Rize Alliance Properties Ltd. stands down the street from the legendary Cecil Hotel, soon to be torn down to make way for a clutch of new buildings that will form the basis of a new residential neighbourhood at the north end of the Granville Street Bridge. LAURA LEYSHON FOR THE GLOBE AND MAIL

RIGHT A rendering of Rize Aliance's new Rolston condominium tower. RIZE ALLIANCE PROPERTIES LTD.

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It may be cliché but it's true, says agent Ben Kielb: The reasons this 2,580-square-foot townhouse sold in just two days were "location, location, location."

"This property is directly across from George Wainborn Park, wonderful walking and biking paths and the seawall," he says.

"Rarely is an over 2,500-sq.-ft. concrete townhouse, down by the water, available in this city," he adds.

The new owners of this three-bedroom, four-bathroom home are not from Canada and they were looking for a house that encapsulates the heart of Vancouver, says Mr. Kielb.

"This is an absolutely amazing place to live for someone coming from t

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the world," he says. "They instantly are tapping into the best Vancouver has to offer."

The three-level townhouse has stainless-steel appliances, hardwood floors, granite countertops and ensuite bathrooms for each bedroom. There are also three private patios, two on the main floor which could be used for gardens, says Mr. Kielb, and one on the third floor with a hot tub.

DONE DEALS BY THOMASINA BARNES

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BRIDGING

OLD & NEW

NEW-HOME PROJECT:
Rolston high-rise ends one era, starts another downtown.

PAGES D3-4

The 23-storey Rolston will rise on the site of the Cecil Hotel adjacent to the Yale Hotel at Granville and Drake. It will be comprised of 187 units.

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Rolston has a towering presence

DYNAMIC: Granville and Drake residential building sure to be a Vancouver original

The Facts

WHAT: 187 units in a 23-storey tower
WHERE: Granville at Drake
DEVELOPER: Rize Alliance Properties Ltd.
SIZE: 461 sq. ft. — 890 sq. ft.
PRICE: From $300,000
OPEN: Sales centre: 999 Seymour Street (at Nelson); hours: noon — 5 p.m., Sat — Thur (opens mid-May)

The Rolston, a 23-storey new-home project that will be rising from the roots of the old Cecil Hotel, promises to be a Vancouver original — much like the woman who shared its name.

In the early 1950s, Tilly Rolston was B. C.'s education minister, and a member of W.A.C. Bennett's Social Credit Party. She was also co-founder of the B.C. Council of Women.

"Tilly Rolston was someone who was very pioneering," says Will Lin, chief executive officer of Rize Alliance, the developer behind the 187-unit Rolston project. "Architecturally, the building feels very original to us, as though it says, 'I'm strong and I belong here.'"

The Rolston — the name has also been given to a Granville-area street called Rolston Crescent — will be located at the site of the Cecil, an infamous strip joint adjacent to the Yale Hotel at Granville and Drake.

The Rolston project was initiated by Wade Luciak, the long-term owner of the Yale and a previous owner of the Cecil. Lin says Luciak aimed to do a sensitive redevelopment, and that refreshing the Yale was also a priority. Yale Hotel housing will be modernized with 44 rooms renovated for single-room occupancy.

Meanwhile, design of the new Rolston tower and residences is suitably daring.

The building has a dynamic tiered exterior expression, a strong juxtaposition next to the heritage neon face of The Yale. Without being fussy, it's a multi-faceted tower worthy of anchoring the north side of the Granville Street Bridge, signifying the emergence of the lively new neighbourhood tagged Midtown.

The Rolston steps backs politely from itself at level 16, with The Terrace protecting the coveted downtown view corridor while offering residences a generous amenity for barbecues and outdoor living. On a higher level The Garden terrace has a long communal party table, adding to a sense of openness, with space for all the necessities of city living: yoga, chilling and urban farming.

Continued on Page D4

■ **Above: Developer Will Lin (left) and marketer Bill Szeto in the Yale suite at the Rolston presentation centre. Lin says the building feels original and seems to say 'I'm strong and I belong here.'**

■ **Left: The Cecil suite at the Rolston presentation centre has a living and bedroom area divided by a curtained 'wall.'**

■ **Below: The Cecil suite vista at the Rolston presentation centre on Seymour Street in Vancouver.**

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The dining area and main living area in the Cecil suite.

The main living area in the Yale suite has a light-filled flowing layout.

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Communal living offered inside and out

From Page D3

Inside, design and layout of the units by Vancouver's Cause + Affect is unique and alluring.

"Rather than a predetermined floor-plan design," says Bill Szeto of Otezs Marketing, who is charged with selling the units, "here, owners can decide between two layouts or what we call personalities, for almost every suite."

The residences are outfitted for style, ease and entertaining with lots of glass and a generous balcony in each. A suite of full-sized stainless steel appliances means business in the kitchen, while custom-designed built-in wardrobes and closets add efficiency, blending in seamlessly.

Here and there, stylish little touches such as the Blanco undermount kitchen sink and tile-surround soaker tub stand out. In addition to the boudoir finery, the Cecil layout also offers a cool built-in credenza for entertainment systems, plus a dining space.

"It's going to be a person who'll treat the coffee shop, the pub, the bagel store downstairs or in the nearby streets as an extension of their living room," says Lin of his buyer. "Mostly singles or young couples who are a little more creative in terms of their selection process."

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Darling, save the last pole dance for me

SHEDDING ASSETS: Brass artifact to be sold for charity at private party in strip-club showroom

BY ANDY IVENS
STAFF REPORTER

When Vancouver's Cecil Hotel is demolished later this year, a vestige of the strip club's lively history will survive.

The brass pole used by a cavalcade of exotic dancers in their acts over the years will be auctioned off next week in what the developers of the condo project that will replace the Cecil have dubbed "The Last Dance."

"We're hoping [the pole] will bring in [a donation] in the thousands," Will Lin, president of Rize Alliance Properties, told *The Province* on Wednesday.

Rize Alliance has booked the Cecil's showroom for a private party Jan. 26 for the soiree.

"There will be entertainment, but in good taste," Lin said of the party.

"I don't think it will be quite as far as what they currently have."

Proceeds of the auction will go to the St. James Community Service Society, which manages numerous supportive-housing initiatives around the city.

The showroom, operated by a different company, likely will shut down for good closer to the demolition date — set for July or August — said Lin.

Rize Alliane also owns the Yale Hotel, which will undergo an extreme makeover when the new 23-storey tower is completed.

The Yale, which first opened in 1889 as the Colonial Hotel, is on the city's list of heritage buildings, but the Cecil is not.

Rize Alliance has committed to upgrading 43 single-room accommodations (SRAs) in the Yale and handing them over free of charge to the city — a $3.8-million amenity — to make up for the loss of the 50 SRAs currently in the Cecil.

The Yale's makeover will pay meticulous attention to preserving the architectural details of the Second Empire style that make it so special, such as the mansard roof and gabled dormers.

The 225-seat Yale pub, widely known as Vancouver's "Home of the Blues," will be renovated, but keep its current footprint.

"The current owner of the pub will come back and continue to operate it when the renovation is completed," said Lin.

The new tower replacing the Cecil will be called the Rolston. It will have 187 units of market housing above two floors of commercial space fronting on Granville Street.

The Cecil's 200-seat liquor licence will be retained for a new restaurant.

The Rolston will feature horizontal slabs that push in and out similar to a Jenga puzzle, accommodating large decks, according to the development permit's description.

The Rolston also will pay homage to the rich history of the Cecil, including an interpretive plan recording the Cecil's role in the formation of Greenpeace and the *Georgia Straight*.

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The Cecil Hotel's steamy contribution to Vancouver entertainment history will bump and grind to a halt this summer, when the building is demolished to make way for a new condo development. LES BAZSO — PNG

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FORESTRY

Truck loggers ask for support on controversial exports

BY JONATHAN FOWLIE
VANCOUVER SUN

VICTORIA – British Columbia's forest industry needs public support to help it weather the current storm, the executive director of the Truck Loggers Association said Wednesday.

"We have a job to do educating an urban public about what our industry contributes and why we're important to their lives," Dave Lewis said during the association's conference in Victoria.

"We need to make some changes in the short term to allow new opportunities to come forward and I think the biggest part of that is having a public that supports what we do," he added.

"We can't be told, 'you can't go harvesting, but give us all the revenue as well.'"

Lewis said his call for support ranges across a variety of issues, though he focused on raw log exports as one of the most important.

"The public is absolutely against log exports," said Lewis.

"If we want to maximize our revenue, if we want to maintain jobs, if we want to build schools and hospitals and keep them open, we've got to do better," he added. "We can't stick to rhetoric and allow that to cause us a loss of revenue and a loss of jobs."

Lewis said he believes if the public can be convinced on the issue, government regulations would follow.

"If we can educate the public and turn the public's mind around, so that they can understand the issue, it will make it easier for [government]," he said.

Minister of Forests and Range Pat Bell remained unconvinced.

Bell said he is personally against raw log exports, though he acknowledged there are limited times when the practice is acceptable. Bell said he's comfortable with the current structure that allows log exports under limited scenarios.

"The broad public view at this point is that we should try and manufacture as much as possible in B.C. I respect that view and we're trying to rebuild the coastal forest industry on that basis," he said.

"So far, I haven't had people beating down my door asking me to allow for log exports," he added.

Lewis' comments Wednesday came not long after Premier Gordon Campbell addressed the association, bringing a message of optimism for the long term.

"Wood is our past, wood is our present and wood is going to be our future," said Campbell.

"We have seen a change in the industry. The change we see now is a change that creates opportunity. It's a change that says to all of us, if we reach out and capture that opportunity and do it with focus and drive and decisiveness we will provide for the long-term future of this industry and this province," he added, citing a need to continue targeting Asian markets.

"Since 1988 we've connected our wagon to the American economy," he said.

"We're going to have to decouple that and start looking across the Pacific," he added.

jfowlie@vancouversun.com

TRADE TALK

Property developer starts with Yaletown residential unit and now has $700-million empire

MALCOLM PARRY
VANCOUVER SUN

Four-year Museum of Vancouver CEO Nancy Noble plans to double all economic indicators by 2015 and maybe leave Kitsilano Point for downtown.

Auto racer Will Lin's Rize Alliance Properties will build the $70-million Rolston tower on the Cecil Hotel site and refurbish the adjacent Yale hotel.

HOW WILL LIN WINS: Tires have squealed beside the Cecil Hotel since 1954, when the then-new Granville Street Bridge's exit ramp brushed its south wall. Hotel and ramp will be razed soon. But rubber will still burn for **Will Lin**, 44, who'll build the $70-million, 187-unit Rolston tower on the site that cost him $10.5 million and has been rezoned from 5 to 8.25 FSR (floor space ratio).

That's because the Rize Alliance Properties Ltd CEO/founder spends some of his spare time racing 1995 Porsche 943 and 1992 BMW 325i cars. He also "tracks" a Honda CBR 600 motorcycle, meaning running it at race speeds without competing. As well, his home garage houses a Triumph Thruxton, Ducati 848 SS, BMW 1300 GT and — "my first girlfriend" — a 1985 Suzuki GSXR-750 motorcycle. There's a Porsche Panamera sedan on order.

Motorhead ways aside, Lin will build the Rolston to LEED Gold environmental specifications, and renovate the adjacent Yale hotel and its SRA (Single Room Occupancy) rooms. The Yale's famed blues pub, but not the Cecil's stripper bar, will live on in a deal that enables vendor **Wade Luciak** to acquire 10 per cent of the completed complex.

Designed by HBI/IB Architects, the project brings Lin back within a block of the one that got him started in 1992. That development, at Hamilton and Drake Street, also involved its vendor, when **John White** and Lin put up $350,000 each. Lin got his stake from his Taiwanese physician-father, **Chao Chi Lin**, and Citizen's Bank loaned $1.1 million. Eleven live-work units and two retail units sold for some $200-per-square-foot, Lin recalled, smiling.

With cash flowing, Lin eventually bought "seven or eight" buildings, mostly in burgeoning Yaletown, and sold them during the 2006-2008 "heyday" before prices nosedived. But his high-rise-development breakthrough was the 1995 Richards-at-Davie Metropolis. That project incorporated the old Canadian Linen facility's facade, and had some three-quarters of its 99 units built as 16-foot-ceiling lofts. He's still flabbergasted that Scotiabank's now-senior VP, **Michele Kwok**, saw the Metropolis presentation centre and volunteered a $25-million loan. "I was 29 years old, and didn't have a broker or anything," Lin said. "If only that would happen nowadays."

What did happen is that Lin "learned that we were able to preserve heritage buildings and get heritage density from city hall to sell to recipient sites." Case in point: The 1930s Art-Deco-style London Building at 626 West Pender Street. It yielded 80,000 square feet of density Lin sold to Delta Land Development's **Bruce Langereis** for the Urban Fare market in that firm's Cielo development.

Today, Rize (say Rice) has $700-million-worth of projects on the go and turns over some $140 million annually. That's some journey from his $1.9-million kickoff in still-nascent Yaletown, when passersby asked: "Another warehouse?"

"No. It's residential," Lin replied.

"Good luck," many said.

•

DOLLAR-FORTY-NINE YEAR: Bands played and spotlights shone recently, when Simon Fraser University's Woodward's Contemporary Arts complex officially opened in the $330-million, 736-unit Woodward's department store redevelopment project. Former city councillor and Downtown Eastside Residents' Association head **Jim Green** fronted a ceremony that included project co-developer **Ian Gillespie**, Squamish Chief **Ian Campbell**, architectural writer **Trevor Boddy** and **Stan Douglas**, who interpreted 1971's so-called Gastown Riot in a large photo-based artwork.

Quietly observing Woodward's redevelopment ceremonies was Kip Woodward, whose family ran the pioneering retailing chain for a century.

Scotiabank then-branch manager Michele Kwok reportedly saw Will Lin's 1995 Metropolis plans and volunteered a $25-million loan out of the blue.

But there was no podium spot for a member of the family that founded the defunct retailing chain in 1891. That was Woodcorp Investments president **Kip Woodward**, who rose from lettuce bagger to executive VP of Woodward Stores Ltd., and sat as an independent director after the chain closed down and was absorbed by The Bay in 1992.

"It's a wonderful thing — finally," mezzanine-financing specialist Woodward said of a redevelopment brother **John Woodward** and **Jim Green** outlined in 1983. Referring to rancour that accompanied his family firm's demise, he said: "The best thing for those thousands of Woodward's employees and pensioners who built a good name [is that] now it's not synonymous with everything bad."

•

KITSILANO POINTED: Don't say: "Vancouver Museum." That's the old way, which may not be the best way in modern museology. The Kitsilano Point attraction is now called the Museum of Vancouver (www.museumofvancouver.ca). But there's more to the renaming than jumping aboard the "branding" fad. So said four-year CEO **Nancy Noble**, who oversaw Manitoba Museum's 60-employee curatorial department before joining our 115-year-old museum's 13 full-time and six part-time staff.

As for why, "I wanted to run a museum," Noble said. "Sometimes, when you move up, it's easier to go for a smaller organization."

Not that she expects it to stay that way. Yearly visitors have reportedly risen from 40,000 to 75,000 since 2006. Her five-year target is 150,000 visitors and an annual budget doubled to $4 million, with governments contributing less than today's 70 per cent of it. That will entail increasing sponsorship, donations, memberships and on- and off-site sales.

Announcement of a $5-to-$10-million founding endowment should come later this year, with a related foundation charged to eventually generate $500,000 to $1 million yearly.

There's also the 200-stall parking lot adjoining the museum, H.R. MacMillan Space Centre and Vancouver Academy of Music. That'll switch from free to paid operation Feb. 1, thereby matching the nearby Maritime Museum.

A big shift has entailed exhibitions. Although the museum has extensive collections, including Asian and native artifacts, "People wanted to know about Vancouver today," Noble said.

That resulted in transitionary exhibitions like *Movers and Shapers*, which featured city-based designers, and *Velo-City*, which enlarged on the cycling phenomenon.

Meanwhile, the *Ravishing Beasts* show's taxidermy theme has clicked with younger adults.

"They would come as children, and return when they had children" said Noble, who is determined to draw them before that.

That aim should be helped by April's *Fox and Fluevog* show — based on celebrity-shoe designer **John Fluevog** — and another that will address locally produced food. Meanwhile, Noble, who owns 30 pairs of shoes, wants to hike, with her staff and collections, to occupy the Vancouver Art Gallery's premises. The former courthouse's magnetic effect on protesters "is not a negative thing for us if we do provocative exhibitions," she said.

SETTING IT STRAIGHT: Kathy Pettigrew conducted research for and founded the Vivvos Fashion underwear-manufacturing firm, not **Leah Allinger** as one paragraph of mine related recently.

malcolmparry@shaw.ca, 604-929-8456

IN BRIEF

VANCOUVER

Canlan Ice Sports reports sharp gains

Burnaby-based Canlan Ice Sports Corp. achieved record results for its Canlan Classic Tournament (CCT) division in 2009, the company said Wednesday. Gains were realized in all key areas, including registration fees, number of events held, number of participating teams and number of registered participants. "Our innovative programming, which is designed to maximize the fun and safety of hockey players of all ages and genders, is helping to drive increased utilization of our facilities across North America," Joey St-Aubin, president and CEO of Canlan Ice Sports, said in a statement. CCT's total registration fees for 2009 increased 40 per cent to $1.49 million from $1.06 million in 2008. Total events held in 2009 in Canada and the U.S. rose to 46 from 39 over the same period, and the total number of participating teams in 2009 rose 25 per cent to 1,630.

WINDSOR

Canada agrees to put China's yuan on agenda

Canada has agreed to Japan's request to discuss the need for a stronger Chinese yuan at a Feb. 5-6 meeting of G7 finance ministers and central bankers, Finance Minister Jim Flaherty said on Wednesday. Flaherty told reporters that Japan's finance minister had asked for the item to be on the agenda and that, as host nation, Canada would oblige. The G7 has long urged China to allow more flexibility in its exchange rate, which critics say is kept artificially low, giving it an unfair export advantage and contributing to imbalances in the global economy.

MONTREAL

Struggling ConjuChem explores options

ConjuChem Biotechnologies Inc. said Wednesday it has set up a special committee of independent directors to explore strategic alternatives, including an outright sale or asset disposals. ConjuChem, a developer of new drugs for treatment of diabetes and other diseases and with one in clinical trials, said the committee will work with management and outside consultants and "recommend the best way forward," the company said. ConjuChem will not comment further until the board has approved a specific transaction. The 12-year-old drug-developer's shares trade on the TSX at around 12 cents. In 2001, they were worth almost $9.

TORONTO

Sun Life buys naming rights to Miami stadium

Sun Life Financial Inc. has bought naming rights for the stadium owned by the National Football League's Miami Dolphins, site of next month's Super Bowl. The purchase price for the rights wasn't disclosed in a statement Wednesday from Toronto-based Sun Life. Sun Life, Canada's third-largest insurer, wants to expand its U.S. business, which accounted for a third of Sun Life's $15.6 billion in 2008 revenue. The Miami Gardens, Fla., stadium, formerly known as Joe Robbie Stadium and Land Shark Stadium, will host the Super Bowl championship on Feb. 7. It seats 75,560 for football and soccer games, and 38,560 for Florida Marlins baseball games, according to the stadium website.

CHICAGO

Kraft's candy deal gives Buffett indigestion

Warren Buffett said Kraft Foods Inc.'s proposed $19.6-billion US acquisition of Cadbury PLC is a "bad deal" and questioned how chief executive Irene Rosenfeld chose to pay for it. "She thinks this is a good deal, I think it's a bad deal. I think she's a perfectly decent person. She could be a trustee under my will. I just don't want her making this particular deal," said Buffett. Buffett's Berkshire Hathaway holds a 9.4 per cent stake in Kraft, the world's second-largest food group.

NEW YORK

Morgan Stanley misses estimates

Morgan Stanley, the world's biggest brokerage, reported fourth-quarter earnings that missed analysts' estimates after fixed-income and equity trading revenue fell to the lowest level in a year. Earnings from continuing operations were $413 million US, or 14 cents a share, compared with a loss of $10.5 billion, or $10.92, in the fourth quarter of 2008. The average estimate of some analysts was for earnings per share of 42 cents, with predictions ranging from 14 cents to 72 cents. Revenue fell to $6.84 billion from $8.43 billion in the third quarter. Book value per share climbed to $27.26 from $27.05 at the end of September. The firm's return on equity, a measure of how well it reinvests earnings, was 2.1 per cent.

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TOWN TALK

Glowbal shifts its menu to what its chefs like to eat

MALCOLM PARRY
VANCOUVER SUN

Steaks are now the mainstay at Glowbal restaurant as owner Emad Yacoub displayed to wife Shannon Bosa.

MIGHTY MEATY: Chap had a 32-ounce rib-eye steak for lunch at Glowbal Wednesday, paid $250 and returned to work. The meat was Australia-raised Kobe Wagyu beef, which goes for $15 per ounce and is dramatically "marbled," meaning fat enough to float. But our carnivore got a 50-per-cent discount to mark the Yaletown restaurant's new steak-and-spud emphasis, with maybe onion rings or creamed spinach on the side. At friendlier prices, too. Dinnertime eight-ouncers kick off at $26 and peak at $49 for a bone-in Canadian prime rib-eye.

Glowbal Group principal **Emad Yacoub** has always been sharp as a chef's knife. Now, possibly motivated by **David Aisenstat**'s mighty Keg up the street, he's serving what chefs eat — usually with beer rather than the fruity confections "mixologists" dish out for others. Meanwhile, Yacoub has a trattoria planned for Burnaby's Hastings Street, Glowbal II for Whistler and an Asian eatery for who-knows-where.

•

WAKE UP: A bouncer stopped **Shannon Bosa** from entering Glowbal's Afterglow back room during a jam-packed reopening party Thursday. "But I'm sleeping with the owner," she said. "Ho-ho, I've heard that one before," the gatekeeper replied. Owner Yacoub then arrived and said: "What do you mean? She's my *wife*."

•

$500 CHINWAG: **Jay Leno**'s nightly TV talk gig will soon move back from 10 to 11:35 pm. But the veteran talk-show host's monologue will start three hours earlier May 8. And in an auto showroom at Boundary-off-Broadway, not Burbank's NBC Theater.

Car buff Leno's 60-minute shtick will anchor city BMW dealer **Brian Jessel**'s $200-ticket Cabriolet fashion gala to benefit a yet-unannounced charity. Premium guests' $500 entrée should see them meet the headliner, and — who knows? — maybe even buy new wheels.

•

LEAVING MY BELFRY NOW: Vancouver Opera folk are making quite a song and dance about their social-media marketing program, "including live tweeting from backstage during performances." That'd come in handy if the company staged **Janis Lusens** and **Mara Zalite**'s *The Bird Opera*, in which a sympathetic bat helps a canary named Cheep escape captivity in a coal mine.

•

DRINK TO THAT: To compensate regular patrons for shutting them out during the Winter Olympics, the Wedgewood Hotel offers 20-per-cent discounts in March. We could stand a few liquor stores and gas stations doing that, right?

•

FLAMED OUT: Section (3) restaurateur **Salli Pateman** featured some food products at half price Wednesday. They came from her and **Marsha Simons**' firm, Sisters Secret. The partners had offered 30 per cent of the three-year-old company for $175,000 on the CBC's entrepreneur-funding show *Dragon's Den*, which aired that night. But when "dragon" and Boston Pizza mogul **Jim Treliving** topped out with a $50,000 bid for 50 per cent, the two hiked. Back at her ever-busy 16-year-old Yaletown eatery, where thieves recently swiped "more than ten [thousand]," Pateman was confident she'd get better offers for a tradable downtown liquor licence she owns.

•

TAKE IT ON: An event called *Last Dance* is scheduled for the soon-to-crumble Cecil Rize Alliance Properties Ltd. to address an area it calls Midtown. Rather than the Main Street and Broadway corridors, though, the designation means a 30-block zone between False Creek, Burrard, Nelson and Richards streets that surrounds the "Cec," which Rize will redevelop. Corporate public-relations pals **Patricia Dunn** and **Carmen Ruiz y Laza** will choreograph *Last Dance* but possibly not take a spin on the pole.

•

NEW LEAF: Maybe that huge maple-leaf wrapping should be changed to a yellow rose now that our Hotel Georgia has joined the Texas-based Rosewood Hotels & Resorts chain, whose only other Canadian property, the King Pacific Lodge, is moored at Princess Royal Island, B.C.

•

OPEN WIDE: As for other blooms, photographer **Passia Pandora**'s *My Solstice Garden* exhibition of flower studies (www.libertegallery.com) stands far apart from the pistils and stamens of the hugely erotic works she shows internationally. Pandora and arts organizer-promoter **Liza Lee** attended **Rachel Zottenberg**'s Main-at-Third Grace Gallery Thursday. That's when Downtown Eastside women exhibited works they'd created for a series titled *A Day In The Life* devised by painter **Pamela Masik** with the Union Gospel Mission. Behind the Grace Gallery, a door marked only by a red-and-white light accesses a small-but-smashing bar-eatery called The Narrow. That's not the kind of mind required for viewing Pandora's works.

malcolmparry@shaw.ca
604-929-8456

Jay Leno will front the Cabriolet charity gala at Brian Jessel's BMW showroom May 8.

There'll likely be plenty of BMW cars to view at Brian Jessel's Cabriolet gala.

Section (3) owner Salli Pateman and husband Shane Schmidt didn't cry over a low Dragon's Den bid for the Sisters Secret firm she co-owns.

Carmen Ruiz y Laza.

Patricia Dunn.

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CHARITY

Telus receives philanthropic award

BY FIONA ANDERSON
VANCOUVER SUN

Vancouver-based Telus Corp. has become the first Canadian company to be named the top philanthropic corporation of the year by the Association of Fundraising Professionals.

The AFP, with 30,000 members across more than 2,000 chapters throughout the world, awarded Telus the 2010 Freeman Philanthropic Services Award for Outstanding Corporation after the telecommunications giant was nominated by Gymnastics BC.

"A lot of companies talk the talk about philanthropy but Telus really makes giving and volunteering a priority," AFP's president and CEO Paulette Maehara said in a news release. "Their approach to philanthropy and their demonstrated commitment to employee involvement through their charitable giving and volunteerism programs sets the standards for corporations around the world."

Telus and its current and past employees have contributed $158 million to charitable and not-for profit organizations and volunteered more than three million hours of service to local communities since 2000, the release said. In 2009 alone, Telus gave more than $24 million to a variety of community initiatives including children's hospitals, food banks and the Juvenile Diabetes Research Foundation, which Telus partners with to hold the annual Telus Walk to Cure Diabetes.

By matching employee donations and donating to organizations where employees volunteer, Telus lets its employees make its philanthropic decisions, Telus spokesman Shawn Hall said in an interview.

Hall points to Telus's response to the disaster in Haiti, while not part of the current award, as a great example of how Telus donates.

As soon at the earthquake struck Telus gave $50,000 to two charities to get water and food to the area, Hall said. The company also raised $62,000 through its texting-for-Haiti program and it supplied a fully staffed call centre as part of the Canada for Haiti telethon which raised $13.5 million. The company also modified and donated 1,500 cellphone handsets to help emergency services.

To date, Telus figures it has donated directly and through employees and customers $400,000 in goods, services and money, Hall said.

Moira Gookstetter, CEO of Gymnastics BC, said nominating Telus — which helped the organization set up a program to get gymnastics back in elementary schools — was "a way to give back to an organization that had given a lot to us."

Telus's president and CEO Darren Entwistle said the Telus team was "deeply honoured" by the award.

"We are a company that measures success not only by profitable returns, but by the contributions we make to society," Entwistle said in the release.

Kevin Krueger, B.C. Minister of Tourism, Culture and the Arts, called Telus "a deserving recipient of this prestigious award."

"[Telus] is a model for all Canadian businesses of a company that reaches out to the community to assist others, and champions a culture of giving," Krueger said in a news release.

Telus will receive the award in Baltimore, Md., in April.

fionaanderson@vancouversun.com

TRADE TALK

Vancouver Opera chairman never expected management to be 'such good business people'

MALCOLM PARRY
VANCOUVER SUN

Drinking champagne above a bubbling witch's brew, Ray Signorello said 1,100 cases made his Edge brand B.C.'s best-selling Napa Valley wine last year.

Heather Angel's Trumps firm has long baked Starbucks' best-selling banana bread, now sees a sequel product, Banana Slims, making a bigger name for itself.

FORCE *AND* DESTINY: Picture **Alex Besharat** in September 2008. The Iran-born, British-educated 44-year-old had for two years headed ScotiaMcLeod's Western Region, where 500 employees handled 31 per cent of the financial-services firm's national business. Further east, Wall Street was heading for the outhouse, taking the world economy with it.

That's the month when Besharat, who can't sing or play music, became chairman of Vancouver Opera. Not only was it a $10-million-a-year cultural organization, it had season-tickets subscribers and general audiences worried about the possibly prolonged closure and renovation of its home theatre, the Queen Elizabeth. It was also committed to its most expensive production ever, the $1.25-million *Nixon In China*, which will open March 13. And it had commissioned an original work, *Lillian Alling*, about a homesick 1920s Russian immigrant who hikes from New York to Alaska, then paddles a tiny boat through Arctic ice to Siberia.

Alling's journey may have looked like a cakewalk for Besharat. "I didn't need another thing to keep me awake at night," he said regarding ScotiaMcLeod, a day job with more threatening portents than operatic composer **Richard Wagner** put in *The Ring* cycle. But VO general director **Jim Wright** and staff helped him sleep.

"I wouldn't have given credit to management to be such good business people as they've turned out to be," Besharat said. "They were excellent last year in cost-control and developing revenues." So good, in fact, that the company squeaked an eighth balanced budget out of nine at its June 2009 year end. Still when Wright phoned to announce a surplus of "fifty-four," Besharat took it to be $54,000 rather than the literal sum. "We run on razor-thin margins," he said of this year's expected $40,000-range surplus.

In fact, though Vancouver Opera's Plans A and B cut close to $500,000 in costs during the downturn, Plan C's $400,000 trimming was shelved. Most importantly, Besharat said, "The way staff, management and the board handled it was to make sure you don't cut the product, then build defence lines and see what happens.

"We could have put on [operatic chestnuts] *Carmen* and *Butterfly* and sold out. But you're going to die that way. The thing that Jim is very good at is keeping enough of the safe and doing enough of the new to be a relevant company."

The VO board decided to stay that course at its January 2009 meeting, when the economic sky was falling. "We stated it was critical not to let the product slide. You get into a debt spiral that way. We could have cut the number of performances. But it costs you more that way, and you earn less at the gate."

Not surprisingly, Besharat played scrum half in school and University of London rugby games. Wikipedia says such players are "normally relatively small but with a high degree of vision, the ability to react to situations very quickly, and [have] good handling skills, as well as the ability to spin the ball with great ease off both hands."

ScotiaMcLeod Western Region chief Alex Besharat became Vancouver Opera's man of the hour when elected chair just before Wall Street and the economy dived.

•

ONE + TWO: Rize Alliance Properties CEO **Will Lin** paid $3,000 at auction for the Cecil Hotel stripper pub's brass pole Tuesday. It'll benefit the St. James Community Services Society. The pole will stay active until Rize's $70-million site redevelopment this summer. Architects have been busy there, too. IBI/HB is the firm of record, but Busby Perkins + Will did the original design, after which Hellmuth, Obata + Kassabaum took a spin.

•

HIGH + DRY: British Properties resident **Ray Signorello** may be busier that a one-armed cork setter next month. He'll spend most of it in California, involved in the Premiere Napa Valley show. That's where 800 wine traders will bid on 200 barrels of top regional vintners' best products, including those from Signorello's 8,000-case-a-year vineyard.

The event usually draws locals like Whistler's Bearfoot Bistro owner, **Andre St. Jacques**, and Joe Fortes exec **Nessa van Bergen**. But they'll likely be tied down by the Winter Olympics Signorello must largely forgo. Still, he was here for Vancouver Opera's Passions & Potions fundraising banquet at Lumiere-db moderne bistro Monday. Not that his own premium potions grace those restaurants' racks. Nor is his lower priced ($34-a-bottle here, $20 in the U.S.) Edge, which Signorello said was B.C.'s top-selling Napa wine in 2009 with 1,100 cases. "One our top accounts for Edge was when [db moderne bistro] was Feenie's," he said.

•

EAT IT TOO: You're likely familiar with **Heather Angel**'s banana bread. It accounts for 45 per cent of her Trumps confectionary firm's $4.5-million annual output. It's also the springboard for a product named Banana Slims that may vault her to baking's big time. Finally, it symbolized what she got — the banana — from a Canadian chartered-bank manager when launching her business in 1988.

"Women don't have a natural head for business, and 70 per cent of restaurants fail," Angel says a male manager told her regarding the $40,000 loan she wanted for a bakery, not eatery. "Get your husband or father to co-sign."

Dad and since-deceased mattress manufacturer **Sam Angel** added his name to the $60,000 in cash he'd already put up. Heather then paid $1,200 monthly for a 1,000-square-foot facility at Broadway and Vine Street. Three months later, she pitched to "a little-known coffee shop," whose founder-owner, **Howard Schultz**, promptly ordered her products. Today Trumps supplies some 300 of Schultz's Starbucks outlets in B.C. and Alberta.

She also iced that supercilious bank manager and moved to **Val Nicholson** at RBC's Cambie Street branch, and later to downtown, where her corporate banker is **Karen Lubin**. "Women *run* the Royal Bank," Angel said. "They also know how to read a business plan, and to support women."

In 2000, Angel paid $585,000 for a 10,000-square-foot Powell-off-Heatley building that's got to be worth $2 million today. Borrowing $400,000 toward its $700,000 equipment costs, she added $200,000-worth of equipment in 2007, and fully owned the premises last year. "We are our *own* bank now," she said of a cash-flow-funded firm with a 200-item product line.

With off-site storage, she could more than double Trumps' output. Enter Banana Slims, a 100-calorie, no-preservatives product she presented at San Francisco's Winter Fancy Food Show this month. "Two companies wanted to buy on the spot," she said. They included the New York-based national brokerage, Source One, whose **Bob O'Connell** reportedly called Banana Slims a one-in-a-million product.

Taking an assist from city caterer **Lesley Stowe**, who scored with Raincoast Crisps, Angel had Massif Creative brand consultants **Mark Doherty** and **Kristin Dyer** give Banana Slims sleek but homey packaging that will be seen on Urban Fare shelves in March. That should translate easily when Angel revamps her plant to add cranberry-omega, lemon, chocolate and carrot-date variants.

malcolmparry@shaw.ca — 604-929-8456

JACK DIAMOND AWARD

Auto dealer honoured for contribution to sport

BY BRIAN MORTON
VANCOUVER SUN

Moray Keith is well known in Vancouver's professional circles as a longtime fixture in the auto sales community.

But it's through his contributions to community sports, athletics and recreation in B.C. that he's receiving a special award from the Jewish Community Centre of Greater Vancouver tonight.

Keith, who is president of the Dueck Auto Group, will receive the 2010 Jack Diamond Sports Personality of the Year Award at a special dinner. He is one of only a handful of businessmen who have won the award, with B.C. sports figures like Steve Nash, Stan Smyl and Trevor Linden the typical recipients.

"I'm tremendously honoured and, frankly, very humbled by this," Keith said in an interview. "It speaks to the fact that a lot of people do things [for sport] behind the scenes."

Keith is being honoured for both his activity in community sports and as a developer of sports arenas for local communities.

BILL KEAY/PNG

Dueck GM President Moray Keith is revved up after learning he'll receive a special award from the Jewish Community Centre of Greater Vancouver.

The centre said in a release that Keith, as president of the Chiefs Development Group, joined forces with the cities of Chilliwack and Langley to build and operate the first successful public-private partnerships in B.C.: Prospera Centre and the Langley Events Centre.

He is an owner of the Junior A Langley Chiefs of the B.C. Hockey League and the Chilliwack Bruins of the Western Hockey League.

Keith served on the sponsorship and marketing committees for the 2005 Grey Cup and the 2006 world hockey championships in Vancouver. He received the 2005 Commissioner's Award for contributions to the CFL and is a director for the BC Football Hall of Fame and the Richmond Olympic Oval Corporation.

Last year, Keith and Canwest Global Publishing president and CEO Dennis Skulsky were named co-chairs of the 2011 Grey Cup game at BC Place. Both men are members of the Waterboys Club, a group of business people charged with building the B.C. Lions corporate brand.

Jeffrey Barnett, a local businessman and past president of the Canadian Restaurant Association, B.C. branch, has known Keith for years.

"There are people [in business] who give of their money, who give of their time and [use] their influence for the good of the community. [Keith] is one of the very rare people who does so in all three [areas]. He's absolutely deserving [of the JCC award]."

JCC executive director Rick Nelson said in an interview that Jack Poole, Arthur Griffiths and Ron Toigo were the only other businessmen to receive the award before Keith.

"Every once in a while, there's a person in the business community who transcends business," Nelson said.

Blair Qualey, president and CEO of the New Car Dealers Association of B.C., called Keith "one of those people who steps up when community groups an d organizations need some help. He's a shining example of [auto] dealers and their commitment to community."

Keith said that although his main business is selling automobiles, he has always played sports and noted that his son went to the U.S. on a hockey scholarship. In that vein, he added, his group sends nine to 12 kids each year to U.S. colleges on hockey scholarships.

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WESTCOASTHOMES

SATURDAY, MARCH 27 | 2010 | EDITOR MICHAEL SASGES 604.605.2467 | HOMES@VANCOUVERSUN.COM

Daring downtown

Residential replacement for Cecil Hotel, the Rolston, will command a landmark location with dynamic design and neighbourliness. I8-11

STRATIFIED: A NEW COLUMN | I4

So much to know and do

Ownership of a strata property is an exercise in civics for which most of us are ill prepared. Ownership organizations, however, can provide guidance.

CANADIANA | 16

Parties swap household unwanted

A Montreal woman recently organized a dining-table gathering at which guests swapped their homes' unwanted and tired.

LIVING GREEN | I4

So much to know and do

Who knows better than virtual gamers about epic struggles? Kim Davis reports on a woman who thinks they have much to contribute to our real world's battles.

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ENERGY STAR AWARD 2009 SUSTAINED EXCELLENCE

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NEW-HOME PROJECT PROFILE

A downtown declaration: 'I'm strong'

The Rolston developer Will Lin, left, and the organizer of the Rolston sales and marketing campaign, Bill Szeto, are selling the homes from two show homes. They posed in the Yale show home.

Rolston residency an opportunity for household contribution to revitalized Granville

The Rolston

Project location: Granville at Drake, Vancouver
Project size: 187 units
Residence size: 461 sq. ft. — 890 sq. ft.
Prices: From $300,000
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Architect: IBI/HB Architecture
Interior design: Cause + Affect
Sales centre: 999 Seymour Street (at Nelson)
Hours: noon – 5 p.m., Sat — Thur (opens mid-April)
Telephone: 604-688-8927
E-mail: info@therolston.com
Web: therolston.com
Occupancy: Summer 2012

BY CHRISTINA SYMONS

In the early 1950s, then-B.C. education minister Tilly Rolston stood up for a controversial sex education curriculum called Effective Living. Rolston, a member of W.A.C. Bennett's Social Credit Party and co-founder of the B.C. Council of Women, was emphatic in her defence of the subject matter, declaring: "We want no sausage-machine citizens. We want no tremendous amount of uniformity. We want a measure of individuality ..."

She obviously wasn't referring to the likes of the open-minded set who'll seek an address at the savvy new tower rising from the roots of the Cecil Hotel, an infamous strip joint adjacent to the Yale Hotel at Granville and Drake. But today, the same desire to foster a sense of spirited, informed living resonates.

Fittingly, the building, much like Rolston herself, promises to be a Vancouver original.

"Tilly Rolston was someone who was very pioneering," says Will Lin, chief executive officer of property developer Rize Alliance. The politician's surname has also been given to a Granville-area street called Rolston Crescent. "Architecturally, the building feels very original to us – as though it says, 'I'm strong and I belong here.'"

The backstory on Rize Alliance includes selective, yet signature additions to Vancouver, including the first loft conversion project in Yaletown in 1991, the London Building on West Pender, the Cossette Building on Homer and Metropolis on Richards.

The Rolston project, Rize Alliance's latest, was initiated by Wade Luciak, the long-term owner of the Yale and a previous owner of the Cecil Hotel.

CONTINUES ON PAGE I10

PHOTOS BY RIC ERNST/PNG
The Yale Hotel, above, is not coming down, but it is lending its name to one of the two Rolston model homes.

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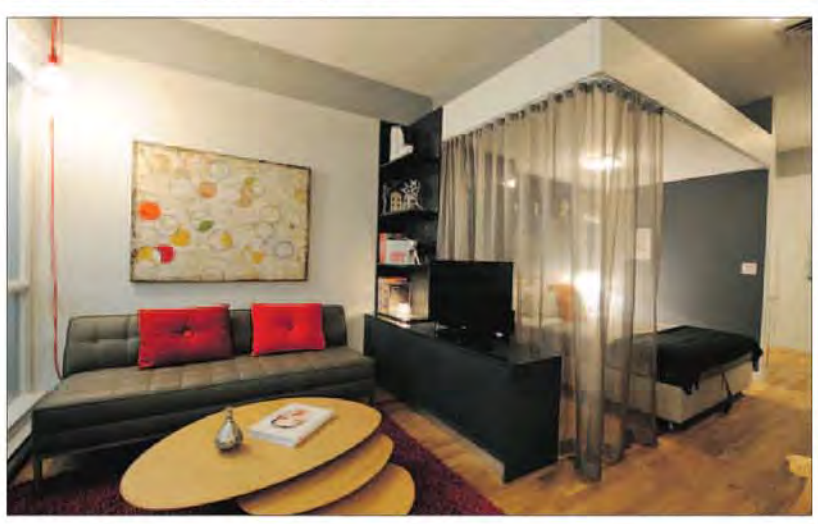
NEW HOME PROJECT PROFILE



If the Yale home is not what the putative Rolston customer is seeking, developer and designer have an alternate on hand, the Cecil home, shown on this page.

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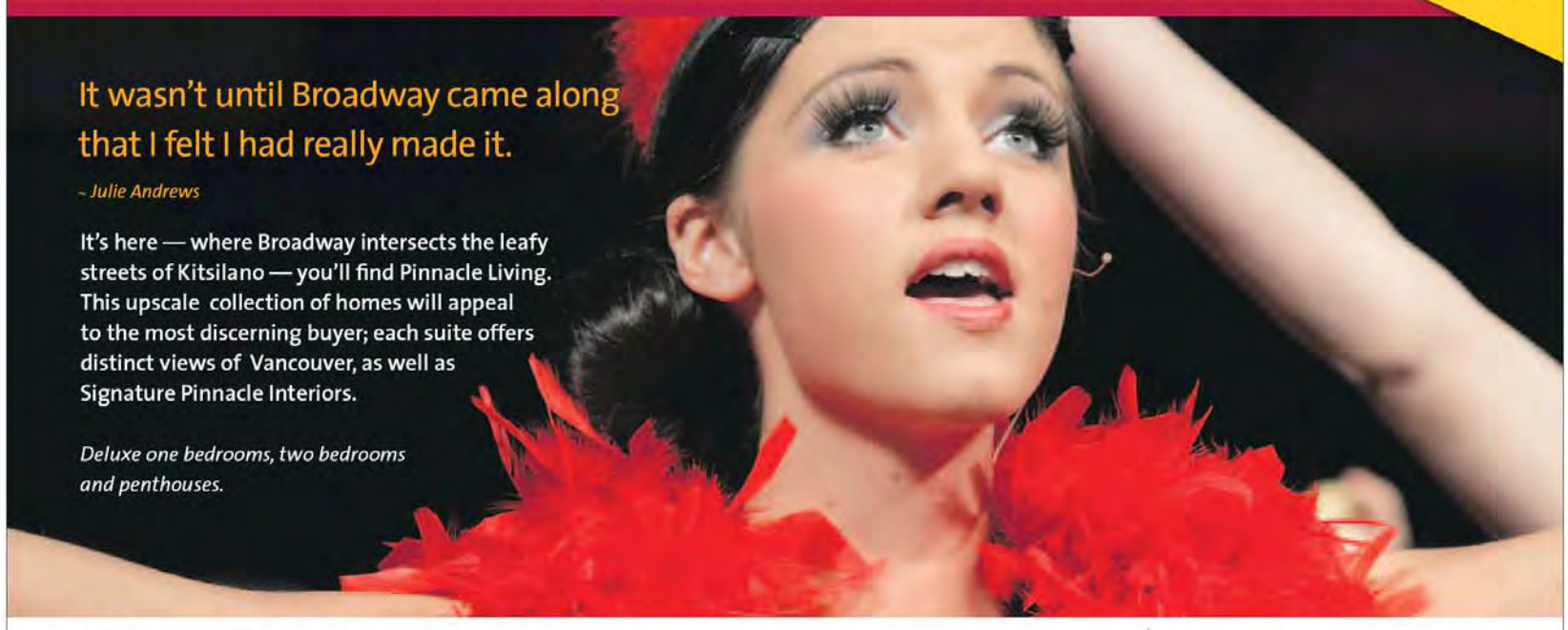

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~ Julie Andrews

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NEW-HOME PROJECT PROFILE

Owner of hotels, Rolston developer negotiated for a year

FROM PAGE I-8

Luciak aimed to do a sensitive redevelopment, says Lin. Refreshing the Yale, the rhythm and blues capital of Vancouver, was also a priority.

A proposal call went out to developers and ultimately, Rize Alliance rose to the top. After a year of negotiations, the team was invited to enter into an agreement with Luciak to purchase and develop the Cecil Hotel property, while providing the Yale with much-needed revamping.

And so, the Cecil is coming down, new residences are going up and the Yale will be revealed, a fresher version of itself. The Yale Hotel housing will also be modernized with 44 rooms renovated for single-room occupancy. Existing residents will be relocated, with each given first opportunity to move back in.

"The Yale is not going to change in terms of programming," Lin says. "But the architecture, mechanical and electrical, will be upgraded . . . ."

Meanwhile, design of the new Rolston tower and residences is suitably daring.

The 23-storey LEED gold-equivalent building has a dynamic tiered exterior expression, a strong juxtaposition next to the heritage neon face of The Yale. Without being fussy, it's a multi-faceted tower worthy of anchoring the north side of the Granville Street Bridge, signifying the emergence of the lively new neighbourhood tagged Midtown.

The Rolston steps backs politely from itself at level 16, with The Terrace protecting the coveted downtown view corridor while offering residences a generous amenity for barbecues and outdoor living. On a higher level The Garden terrace has a long communal party table, adding to a sense of openness, with space for all the necessities of city living: yoga, chilling and urban farming.

Inside, design and layout of the units by Vancouver's Cause + Affect is unique and alluring.

Unlike many downtown developments that merely offer a choice of colour palettes, the Rolston provides buyers with a selection of two boutique-living environments, says Bill Szeto of Otezs Marketing and who is charged with selling the units.

"Rather than a predetermined floorplan design," Szeto notes, "here, owners can decide between two layouts or what we call personalities, for almost every suite."

Door No. 1 is light and airy, yet fairly conservative, and called the Yale. Door No. 2 is slightly saucier, the "stripped down" Cecil with its risque curtained-off bedroom.

There are also three standard colour palettes to pick from and more custom options and upgrades.

The residences are outfitted for style, ease and entertaining with lots of glass and a generous balcony in each. A suite of full-sized stainless steel appliances means business in the kitchen, while custom-designed built-in wardrobes and closets add efficiency, blending in seamlessly.

Here and there, stylish little touches such as the Blanco undermount kitchen sink and tile-surround soaker tub stand out. In addition to the boudoir finery, the Cecil layout also offers a cool built-in credenza for entertainment systems, plus a dining space.

The outside neighbourhood, like the property, also has a new lease on life. Basking in the afterglow of the Olympics, cafes and shops up and down the recently refreshed blocks are abuzz.

You can't help but notice that city hall recently spent more than $20 million improving the streets and sidewalks. Literally steps from Yaletown proper and a few blocks to downtown and the seawall, Granville North is overripe for revival and is now attracting visitors enjoying the street again.

"Granville Street is now a happy place," Lin asserts, noting that revitalization has exceeded his hopes. "We were expecting it to be upgraded, but this is a very pleasant surprise overall and I think that the Olympics has really done Granville Street justice."

Young, creative people who thrive in the heart of the action will likely love it here. A promotional web reel created to sell the Rolston captures that proposition perfectly with its young, hip stars and a soundtrack selection that says, "show me your passion."

"It's going to be a person who'll treat the coffee shop, the pub, the bagel store downstairs or in the nearby streets as an extension of their living room," says Lin of his buyer. "Mostly singles or young couples who are a little more creative in terms of their selection process."

Still in the tentative stages and somewhat hush-hush, plans are also in the works to bring back The Cave — Vancouver's upscale supper and dance club — to the street space near to where the Cecil stands. A revival of The Cave, which was renowned for showcasing prominent acts that included Louis Armstrong and Chuck Berry, would provide a new destination of considerable calibre.

"I've lived in Vancouver all of my life and I've been to the Cecil and I've been to the Yale," says Szeto. "But I'm really excited about that supper club we've proposed because there is absolutely nothing like it in the city."

Whatever ends up going there, the team insists it will be iconic in the best way that urban architecture can be: that is, singular, exciting and welcoming.

"It's not an ivory tower, by any means," says Lin of the overall intent of the project and what it will add to the community. "The Rolston will simply appeal to people who are confident and feel strongly about what they want within the city."

Perfectly poised for that demographic, the Rolston also boasts Twitter, Facebook and Flickr sites, with cool links to local hot spots and design inspirations, making it easy for potential buyers and fans to try on the lifestyle while they stay up to date.

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The original Cave Supper Club opened in 1937 and featured papier-mache stalactites.

NIGHTLIFE

The Cave to be reborn

Vancouver's renowned nightclub closed in 1981, but it's on its way back, if only in name, to a new location beside the Yale Hotel

BY JOHN MACKIE
VANCOUVER SUN

The new downtown is built on the grave of many great old nightclubs.

The Palomar, the Marco Polo, Isy's, the Arctic Club, Oil Can Harry's — they're all gone, and fading from memory. But the coolest old club of them all may be resurrected, almost three decades after it closed.

Waide Luciak of the Yale Hotel wants to open a new version of the Cave at the bottom of The Rolston, a proposed 23-storey residential highrise in the 1300 block of Granville.

Luciak said the new Cave will be 15,000 square feet spread out over three levels. It will probably cost about $4 million to build and feature a wide variety of entertainment, largely aimed at baby boomers.

"It will be live music and a dance club," he said. "A little theatre at times, comedy, fashion shows. We're going to try and stay alive seven days a week."

For fans of the old Cave, the big question is what it will look like. Opened in 1937 at 626 Hornby, the original Cave did in fact resemble a cave, complete with papier mâché stalactites hanging from the roof.

The stalactites were probably quite cool in the Depression, and were gloriously kitschy in later years. They were sold for $20 each when the club was torn down in 1981.

Alas, Luciak said that doing a 15,000-square-foot space up like a cave would be too costly.

"[But] I'll try to have a contemporary-art flavour that highlights a couple of elements that reminds us of the [old] Cave," he said.

"I have an idea [to make] a glass chandelier that comes down in the shape of a stalactite.... That might be kind of spectacular."

Putting a nightclub at the bottom of a residential tower is a new concept for Vancouver, which has been moving nightclubs away from residential developments downtown. But Luciak doesn't foresee problems.

"For sure it's rather bold," he said. "But it's that kind of building. I've looked at the units: They're smaller, the target market is the person that's sort of trendy.... [And the bar] will have two entry points. We can get people in quicker, and then not have them dawdling on the street causing noise."

He is still negotiating with the city on capacity, but hopes it will be "600-ish," which would allow him to fill the void between smaller clubs and the Commodore. It would also give him the seats to compete with suburban casino theatres.

The old Cave, with a capacity of 850, was one of three Gordon King built. (The first was in Winnipeg, the other in Edmonton.)

"Originally they had sort of a vaudeville shtick: unicyclists, magic acts and dog acts," recalls big-band legend Dal Richards.

"Then [Gordon's son] Max King came home from the army and booked Lena Horne. That set the parameters of the Cave forever, because people lined up for blocks to see her. He was considered out of his skull because he paid $7,500 for an act, for a week. But from that moment the Cave became the major factor for entertainment."

The list of people who played there from the late 1940s to the 1970s is staggering, from Tony Bennett to Bette Midler, Johnny Cash to Count Basie. The Fifth Dimension and the Supremes played there in the '60s; Doug and the Slugs played there in the '70s.

The Yale Hotel, built in 1888, will be given a full heritage restoration as part of the same redevelopment. It will probably close in early 2011 and reopen in 2012, and Luciak hopes to continue its blues-music format.

jmackie@vancouversun.com

OPINION

Liberals play a new game by not revealing staffing levels

Figures traditionally showed what services were deemed important

VAUGHN PALMER
VANCOUVER SUN

VICTORIA

The B.C. Liberals have abandoned the long-standing practice of including proposed staffing levels for ministries and programs in the annual tabling of the budget in the legislature.

Throughout provincial history, staffing breakdowns were provided to the legislature in one form or another, alongside the estimated spending needs for ministries and programs.

For more than 25 years the practice has been codified in the system known as FTEs, the measure of one person working full-time employment for one year.

The numbers provided a relative measure of the government's commitment to particular priorities as well as a point of comparison to earlier years.

No longer. The B.C. Liberals halted the practice in the post-election budget they presented last September, substituting a single cross-government FTE that disclosed nothing about how many public servants would be dedicated to particular programs and ministries.

Supposedly the lapse was only a temporary expedient as part of government reorganization. But the practice was not resumed with the estimates presented to the legislature on budget day this year.

Instead the Liberals insisted it was necessary to withhold the details while they worked through a plan to reduce overall staffing by 10 per cent or 3,500 FTEs over three years.

Seeking a better explanation, the New Democratic Party raised the issue this week during debate on the spending estimates for Citizens' Services Minister Ben Stewart, whose bailiwick includes the public service.

Opposition critic Doug Routley began by reminding Stewart that when he was asked last September about the missing numbers, he promised they would be out by the end of the year. Why had the government missed the reporting deadline?

The numbers were still in "flux," replied Stewart.

Not good enough, returned Routley. "I'd like to know how it is possible that every B.C. government before this one was able to regularly supply a full breakdown of FTEs, ministry by ministry, along with other budgeting information."

Stewart bristled at the suggestion that the lapse represented a management failure on the part of the Liberals. The decision to aggregate the staffing numbers was a management tool, he insisted.

"When we say that we're managing our workforce corporately, it means that we're thinking of our employees as one group of employees for all the ministries, and they share in that pool of employees."

Besides, the Liberals had more important things to worry about. "You know, it's been stated clearly by the minister of finance about the difficult economic times. We're trying to stabilize all of those numbers within ministries."

Stewart's justifications don't square with the role FTEs have played in government for nearly three decades. They were introduced in 1983 by the then Social Credit government in the midst of the biggest slide in revenues in provincial history.

"We made the change to allow more accurate measurement and control to be maintained over the use of staff within the public service," then finance minister Hugh Curtis told the legislature.

Ministries would be held to the staffing levels set out in the estimates. A monthly monitoring system was put in place to check actuals against targets. Only by cabinet order could ministries exceed their limits.

The system was not without its flaws. Workers on contract were excluded from the count. Some agencies were left out. It was hard to track job-sharing and temporary workers.

By the time the New Democrats came to office in the 1990s, they were urged to scrap FTEs. Instead, they tightened the controls and kept them.

"We need an accurate count of how many people work for government ... as a check on spending and the growth of government," the then finance minister Glen Clark told the legislature in a judgment that is no less valid today. "That kind of discipline and pressure on the system is worthwhile."

> ***I'd like to know how it is possible that every B.C. government before this one was able to regularly supply a full breakdown of FTEs, ministry by ministry, along with other budgeting information.***
>
> **DOUG ROUTLEY**
> OPPOSITION CRITIC

Or, as Routley put it this week, citing the need for continued upfront reporting staffing resources on a ministry-by-ministry and program-by-program basis: "All of these answers should provide British Columbians with an impression of how the cuts to budgets of ministries affect services to real people."

Stewart never did say if the latest lapse was temporary and reporting would resume once reorganization is complete. So I put the question to the keeper of the budget papers, Finance Minister Colin Hansen.

Would the Liberals ever go back to tabling detailed breakdowns of staffing levels along with the spending estimates?

"No," he said flatly. But he did assure me that the numbers will be released after the fact, once the public accounts are published four months after the end of the budget year.

Useful as a way of discovering what the Liberals have done after they have done it.

But no substitute for upfront reporting of staffing levels on budget day as a measure of how seriously a government takes certain priorities, how gravely it has neglected others.

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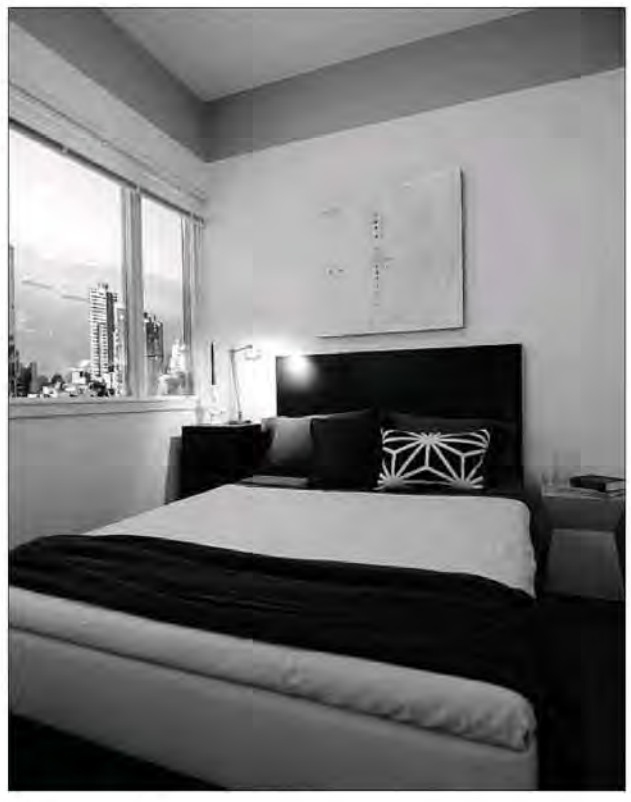

In one Rolston design, the Yale, above left and right, the sleeping arrangement is conventional. In the other, the Cecil, left, it's a departure, although not necessarily for a downtown studio. Below, the Rolston model in the sales centre.

RIGHT IMAGE, WRONG INFO

The caption under the Affinity new-home project illustration on last weekend's Westcoast Homes front page described, in error, another new-home project, the Residences at Suter Brook Village.

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