

TOWNLINE CONNECT



Back to Our
Roots in a
Burgeoning City

The Art of
Meaningful
Contribution

Building a Story
of Home: Interview
with Tanner Wilson

The Perfect
Summer to
Explore BC

Back to Our Roots in a Burgeoning City

It's the place where it all began for Townline, and we always knew just how special it was.

Formed and shaped by the mighty Fraser River, Richmond has undergone enormous changes since its early days as a fishing and agricultural village. Today, Richmond is defined by cultural diversity that creates a dynamic and vibrant community of over 225,000 people. Yet it is on the precipice of becoming something even greater.



Richmond, Bigger and Better

The 2010 Olympics were integral to the evolution of Richmond. Part of the city's major investment in Olympic infrastructure included the Canada Line Skytrain system in 2009, enhancing the connectivity between Richmond and Vancouver (and YVR airport) – and spurring city planners to define robust new development zones. The legacy project of the Olympic Oval set the tone for a commercial and residential resurgence along the riverfront. And a thriving downtown experience is rising, adding to the already renowned global dining and shopping experience that is Richmond.

Even bigger changes are in the works. The massive redevelopment of CF Richmond Centre will see a two-phase, mixed-use retail and residential offering including 12 residential towers, 420,000 square feet of retail, and a park-like central plaza. Plans for a 20-acre mixed-use high-density development south of Richmond Oval are well under way. A major new arterial road through the heart of Richmond supports this skyrocketing trajectory, as does the addition of a new Canada Line station at Capstan Way.



But the most significant city-changing transformation comes via the seven-phase redevelopment at Lansdowne Centre, promising two dozen mid-rise residential towers with homes for up to 10,000 residents and 764,000 square feet of retail with parks, roads, and pedestrian experiences over 50 acres – making this the largest Richmond development to date. This is the exhilarating new downtown core of the city.

A Legacy of City Building

Townline has always understood the unique allure of this incredible city. After all, we've been here for a great deal of the change. Our company started over 40 years ago as a single-family home builder in Richmond, and we've continued our contributions to the city's growth with over a dozen multi-family projects completed to date, including collections of single-family homes at Trites Road, Sweetwater, and Terra Nova; high-rise condos at Harmony; townhomes at Oxford Lane; and The Gardens – South Richmond's most sought-after master-planned urban village. And we continue to invest in Richmond's tomorrow with our most exciting combined residential and commercial project to date in the heart of Richmond's new downtown: Luxe Lansdowne and the Offices at Luxe.

Built in partnership with Canderel, Luxe Lansdowne and the Offices at Luxe sit prominently at the corner of No. 3 Road and Lansdowne, directly across the street from Lansdowne Canada Line station and the ambitious redevelopment of the Lansdowne Centre retail and residential offering.

At Townline, Richmond has always held a prominent place in our hearts. We are thankful that we are able to contribute to the inspired growth and development of a city we love. ▀



Luxe Lansdowne

This vibrant, modern community of 363 one-, two-, and three-bedroom residences features abundant outdoor living space for every home. Life here will revolve around world-class wellness and entertainment amenities including an outdoor pool and cabanas, entertainment lounge, fitness centre, outdoor fireside terrace, lounge and BBQ area, and a chef's kitchen and dining room.



Offices at Luxe

Specifically created for Richmond's local business owners, the Offices at Luxe will feature 77 AAA strata office ownership opportunities with a broad range of unit sizes, from 412 to 7,200 square feet. In an area undergoing rapid transition, the Offices at Luxe present an incredible opportunity to invest in the impressive growth and brilliant future at the very centre of Richmond's new downtown core. Strata office ownership is still relatively rare within Metro Vancouver, allowing AAA office investment in this competitive commercial real estate market, where the lowest vacancy rates in the country continue to drive unprecedented demand. In Richmond, we can clearly see how quickly this demand is growing.

THE ART OF MEANINGFUL CONTRIBUTION

Art is one of the most important ways we contemplate our world and our relationships to it, and it belongs very much in the public domain. Public art is a catalyst for cultural expression and engagement, adding meaning to our cities and uniqueness to our communities.

City initiatives such as the Vancouver Biennale and Vancouver Mural Festival have increased the prominence of public art in Metro Vancouver. In parallel, a growing emphasis on public-private partnerships to increase public art is enriching our cities in significant ways. The real estate development industry is a major contributor, commissioning exciting public art projects as part of new development offerings, making urban renewal even more colourful. Be sure to check out these recent projects from high-profile developers around the city.

“Art is not what you see, but what you make others see.”

- Edward Degas

Spinning Chandelier

Created by Vancouver artist Rodney Graham, this 4 by 7.5-metre French chandelier hangs in a cathedral-like space under the Granville Street Bridge in Vancouver. Four times a day it illuminates, descends from its perch, and gracefully spins for four minutes before tucking itself back under the bridge. It was introduced as part of the Vancouver House mixed-use development in Downtown Vancouver.

Golden Tree

An homage to the beloved Stanley Park hollow tree and a nod to the city's forestry legacy, this 13-metre gilded tree is the work of renowned Canadian artist and author Douglas Coupland. It came to life as part of the Marine & Cambie development in South Vancouver.

Retired Draft Horse and the Last Pulled Log

Local artist Ken Lum (creator of the iconic Monument for East Van) presents a sculptural recognition of memory, history, and social identity with street-level art that passersby can interact with. The piece was commissioned as part of the Kings Crossing development in Burnaby.



Rise and Fall

At Townline, we are extremely proud of our most recent contribution to the public art realm: a striking, 21-foot art installation by Victoria-based artist, historian, and activist Marianne Nicolson of the Musgamakw Dzawada'enuxw First Nation. The four-part series of Indigenous pictographs crafts a visual narrative inspired by ancient Indigenous flood stories, designed to contemplate global warming and promote modern-day dialogue.

Unique sandblasted edges bring Nicolson's imagery to life. Each column is different; together, they contain the national animals of the 58 countries that signed the 2015 Paris Climate Agreement – who together contribute 90 percent of the world's greenhouse gasses.

“Contained within Indigenous beliefs and stories, there are answers to the questions that we will be asking globally around climate catastrophe,” says Nicolson. “My practice is an attempt to manifest these philosophies into contemporary

spaces and conversations,” to ensure, she says, that “the ideas remain alive, and others can experience their value.”

Illuminated by sunlight in the day and electric light by night, Nicolson's work invites the community to pause, contemplate, and engage in a conversation – that in turn illuminates our understanding of our world. ▀

[Visit Townline's YouTube channel for a video of “Rise and Fall”](#)



Rise and Fall by Marianne Nicolson of the Musgamakw Dzawada'enuxw First Nation at Sussex by Townline





Building a Story of Home

INTERVIEW WITH TANNER WILSON, FOUNDER AND CREATIVE DIRECTOR OF TANNER WILSON DESIGN INC.

Long before a Townline building stands proudly in its carefully chosen location, before construction even begins, we need to express the meaning of the project, its positive impact on our community, and its possibilities for the future. To do so, we work closely with graphic designers, writers, and creative agencies to bring the concept of the project to life as colourfully and descriptively as we can. The plans, the vision, the design – all of this and more exists through meticulous planning processes that lead up to the final, tangible building. But we need to show you what we're thinking.

It falls into the category of marketing – but this isn't about being "sold to." We want to connect personally with the people who want to connect with us – to show them what we have to offer, why it might be important to them specifically, and to help them envision the home they wish to live in, and the lifestyle they wish to lead.

That's where creative professionals like Tanner Wilson come in. Tanner is a graphic designer with nearly 20 years of real estate experience who knows how to build a brand that is perfectly attuned to our city's buildings and neighbourhoods. Here, Tanner shares his insights on the importance of building meaningful brands.

The Story Developer

"Creative individuals and agencies work closely with the developer to create a brand for the project that feels distinctive, but most of all, genuine. At the very basic level, the brand involves a name, logo, and colour palette, wrapped in a narrative that tells the story of the project. To tell these stories properly, we need to understand what makes each project unique. What are the characteristics of the place that makes the location desirable? What are the architectural elements that make the building distinct? Is there a unique package of in-building amenities? What inspired the interior design and how do the spaces benefit the homeowner?"

"Once we've done our research, we combine design, copywriting, photography, and digital renderings to create engaging and informative websites, beautiful print pieces and other collateral that tells our significant stories to the right people, at the right time. Presentation centre spaces are another crucial component to the storytelling process – this is where future homeowners can really envision what their lives might feel like in this new iteration of it."

Collaboration Is Key

"In essence, we are inviting our audiences to imagine the future. Our communication needs to be honest, exciting, and resonate truthfully. A strong vision from the developer is important, and it needs to be strongly communicated to the whole team so that everyone contributing to the project is pushing toward the same destination, from architect to interior designer to landscape designer.

"Seeing the work of the architect and interior design teams can help a great deal. A townhome, five-storey wood-frame structure, or 40-storey tower is the result of an incredibly collaborative group of creative people. Often, something in the architecture, interior design or landscape provides the jumping off point that inspires the brand identity development. It's great to have the opportunity to interact early with the partnership team and bounce ideas back and forth."

Crafting Understanding

"Vancouver is an increasingly appealing city for buyers from around the world. Immigration continues to be an important part of the Canadian experience. We need to create homes, brands, and stories that resonate across different cultures.

"We also have a shifting environment in the types of homes and living experiences available to us. Many people grew up in single-family homes, but population growth, environmental considerations, and work-life balance are changing our cities. Condominium living is increasing, and we need to create the spaces that maintain and even improve lifestyles, while telling the stories that make a positive urban approach understood and appreciated."

Building Success

"I've seen strong markets where inventory sells fast, and weak markets where inventory can languish. In slow markets, there are always projects that sell more effectively than others. I have come to recognize that there is a correlation. A developer who is wholly committed to their belief in making their project the very best it can be uses the best partners. They have great trust and belief in the space, form, and materiality of the building. They give deep thought and make a substantial commitment to adhering to the original vision, regardless of changing market conditions. I believe the consumer is savvy, and sees and embraces quality. The brand and its application are often the first showcase of this commitment to quality."

Townline Teamwork

"We've done multiple projects with Townline. We began on a few of their rental projects in Vancouver and Victoria. Now, we are creating the story for their residential project 'BAND' in Coquitlam. This is a great example of how interesting architecture leads to crafting a brand story. There is a unique vertical expression to the building – a 'band' of sorts that has a distinctive verticality to it. It has informed our creative work from the start."

Local Love

"I love seeing our work in the marketplace, seeing the success of a story. The phone call you get from the sales and marketing team or the developer expressing appreciation for a job well done is fantastic. Ultimately, seeing the finished building filled with homeowners who bring a new dynamic to the neighbourhood, and knowing we played a small part in that, is hugely satisfying." ▽



THE PERFECT SUMMER TO EXPLORE BC

Add a Little More Local to Your Travel Itinerary

Could this be the summer that allows us to travel, engage, and congregate more freely? Even unencumbered by pandemic restrictions, there is nowhere more appealing to spend the warm summer months than right here in B.C. So why not check out some of your favourite festivals and events in your own backyard – and discover a few hidden gems while you're at it!

Vancouver

Bard on the Beach

June to September
Vanier Park, Vancouver

When was the last time you saw Shakespeare in the park? Bard continues to be one of the city's favourite events – and summer is perhaps the best time to enjoy this outdoor theatre festival.

Vancouver Jazz Festival

June 24 to July 3
Various locations, Vancouver

See live jazz performances at a variety of venues around town.

Khatsahlano Street Party

July 9
W. 4th Ave, Vancouver
(Burrard St. to Macdonald St.)

The biggest annual arts and music festival in the City of Vancouver! Enjoy local bands, street performances, market stalls, food vendors, beer garden, and family-friendly activities.

Vancouver Folk Music Festival

July 15 to 17
Jericho Beach Park, Vancouver

Your favourite folk festival returns this year with live entertainment in a beautiful outdoor setting.

Shipyards Friday Night Market

May 27 to September 2
The Shipyards, North Vancouver

With food trucks lined up along the pier and indoor/outdoor artisan markets, beer garden, and live local music by the water, this has fast become a summer favourite!

Surrey

Surrey Latin Festival

July 16
Surrey Civic Plaza

Celebrate Latin culture with food, dance, folklore, music, and performers at this vibrant family-friendly event.

Surrey Fusion Festival

July 23 to 24
Holland Park, Surrey

The ultimate celebration of food, music, and culture with pavilions, live bands, and dance performances.

Jurassic Fest

August 12-14
Cloverdale Exhibition Grounds

See animatronic creatures from the Jurassic, Cretaceous and Triassic eras, including Tyrannosaurus Rex, Brachiosaurus and more. Includes exhibition, activities, and amusement rides.



Richmond

Richmond Night Market

Weekends May to October
Next to the River Rock Casino

The largest Night Market in North America has become an international attraction with over 1 million visitors each year. From trinkets to treats, there is so much to see and do.

Steveston Salmon Festival

June 19 to July 1
Steveston Village, Richmond

Celebrating its 75th anniversary and culminating with Canada Day celebrations, the Salmon Festival includes a parade, Japanese cultural fair, music, car show, and world-famous salmon barbecue.

Burnaby

Burnaby Blues & Roots Festival

August 6
Dear Lake Park, Burnaby

An all-ages day of music, food, and family with a highly anticipated lineup of award-winning performers.

Victoria

Colwood Beach Food Days

May 6 to August 28
Ocean Boulevard, Colwood

Every Friday, Saturday, and Sunday head to Lagoon Beach for live local music and food trucks in the fresh ocean air.

Laketown Shakedown

June 30 to July 2
Laketown Ranch, Cowichan

One of the Island's biggest and best music festivals is back! Music, food, and camping – what better way to celebrate summer?

Victoria Dragon Boat Festival

August 12 to 14
Victoria Inner Harbour

A celebration of sport, culture, and community, in the city that boasts Canada's oldest Chinatown.

Summer Cinema

Fridays August 12 to September 2
Civic Square, Burnaby

Bring your blankets or chairs and pull out the popcorn for kid-friendly movie night in the warm outdoors!

Coquitlam

ScotFestBC

June 17 to 18
Town Centre Park, Coquitlam

The British Columbia Highland Games with pipe bands, caber tossing, lots of piping, dancing, singing, a whisky school, and live Celtic music.

Caribbean Days

July 23 to 24
Town Centre Park, Coquitlam

Tropical rhythms, cuisine, carnival and culture with great food and plenty of dancing, for one of the largest cultural events in B.C.



RESIDENTIAL UPDATE

NOW SELLING

SUSSEX

Situated in the heart of Burnaby's sought-after Metrotown, Sussex offers an incredible urban lifestyle. Steps from Metropolis at Metrotown, residents will enjoy world class shopping, dining, commerce, and transit, with the distinction of being on a quiet tree-lined street, north of Kingsway. Only one luxury home remains in this stylish 41-storey high-rise showcasing breathtaking views and over 6,000 sq. ft. of elite amenities.

EMAIL: sussexmetrotown@townline.ca

LUXE LANSDOWNE

In the heart of Richmond's City Centre, at Lansdowne and No. 3 Road, this mixed-use residential development features three high-rise residential towers with 363 stylish homes, exclusive amenities, 12,000 sq. ft. of vibrant street-level retail and a AAA strata office tower. Located adjacent to the Lansdowne Shopping Centre and the Lansdowne SkyTrain Station, these residences provide instant access to the YVR Airport, Downtown Vancouver, the McArthurGlen Designer Outlet and are walking distance to diverse shopping, restaurants and grocery stores.

SALES CENTRE: 5471 Minoru Blvd. Richmond, BC
CALL: 604.238.1806
EMAIL: info@luxelansdowne.com
REGISTER AT: luxelansdowne.com

BAND

BAND is a 45-storey tower that commands attention in the vibrant West Coquitlam neighbourhood. Bold architecture contrasts dark with light to emphasize verticality, and sharp geometry accentuates the tower's form. Resort-inspired amenities including an outdoor pool, games room, fitness centre and relaxing lounges promote wellbeing, perfectly balancing active living with opportunities for stillness.

SALES CENTRE: 541 Clarke Road, Coquitlam, BC
CALL: 604.937.6668
EMAIL: band@townline.com
REGISTER AT: band.townline.com

COMING SOON

TERRAYNE

A walkable, Whistler-inspired, family-oriented townhome community of 159 carefully crafted two and three-bedroom homes with robust amenities, including a 3,900 sq. ft. clubhouse with a kitchen, dining lounge, fitness room, workshop, and plenty of outdoor space with BBQ's, a children's play area, community greenhouse, and more. Situated in the Burke Mountain area of Northeast Coquitlam, Terrayne offers easy access to a diverse trailway system and sits adjacent to the future Burke Mountain Village master-planned community.

SALES CENTRE: Coming Soon
REGISTER AT: townline.com

HUDSON HOUSE

Making a unique statement in style and personality, Hudson House is a community of rental apartments in Victoria's bustling and historic Hudson District. At 23 storeys, Hudson House is the tallest rental building in the city. Over 10,000 square feet of indoor and outdoor amenities form the backbone of our community. From fitness spaces to gaming lounges to outdoor movie screens, there's something for everyone and any desire. The studio, one, and two bedroom homes fulfill modern needs with contemporary finishes and thoughtful details. And, on the higher levels, the views of the city and the Inner Harbour are breathtaking.

LEASING CENTRE: Coming Soon
REGISTER AT: townline.com

ON THE HORIZON

PANDORA

PROJECT INFO:
15-storey mixed-use high-rise
121 units total:
67 one and two-bedroom market rental apartments
54 co-living units consisting of a mix of three, four, and five-bedroom pods

LOCATION: Victoria
REGISTER AT: townline.com

ON THE HORIZON CONT.

MERIDIAN

PROJECT INFO:
37-storey high-rise
267 one, two and three-bedroom market rental apartments and townhomes

LOCATION: Burquitlam
REGISTER AT: townline.com

HARMONY (LOS ANGELES, USA)

PROJECT INFO:
23-storey high-rise
176 one, two and three-bedroom rental apartments with an array of indoor and outdoor amenities including a rooftop pool, fitness centre, social lounges with outdoor firepits and more.

LOCATION: Chinatown, Los Angeles
REGISTER AT: townline.com

TERRACE BLOCK (LOS ANGELES, USA)

PROJECT INFO:
40-storey high-rise 312 one, two and three-bedroom rental apartments and 54 co-living pods. Resort-style amenities featuring a pool, social lounges, fitness centre, games room, outdoor dining lounge and more. Terrace Block will also include plaza-level retail spaces as well as offices.

LOCATION: Koreatown, Los Angeles
REGISTER AT: townline.com

1188 CARDERO

1188 Cardero is a quietly luxurious, boutique collection of 86 studio, one, two and three bedroom homes poised perfectly at the nexus of a revitalized Davie Street and storied West End. Meticulous detailing, intelligent design, and timeless style will make these the West End's most sought-after residences for years to come.

LOCATION: Vancouver
REGISTER AT: townline.com



THE TOWNLINE CONNECT
IS PRINTED
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OFFICE/COMMERCIAL

NOW LEASING

HUDSON DISTRICT

A thriving urban village featuring 41,200 sq. ft. of dynamic street-level retail, anchored by the Victoria Public Market. With 732 homes now complete and another 245 homes on the horizon, this animated and vibrant neighbourhood is quickly becoming known as downtown Victoria's preferred place to live, work, play and socialize amongst urbanites of all ages.

THE VICTORIA PUBLIC MARKET AT THE HUDSON

For details about current and upcoming spaces for lease, contact Lisa Stuart at Colliers International:
T: 250.217.2270 | M: 250.414.8440
E: Lisa.Stuart@colliers.com

For more information about the Day Vendor program, please visit victoriapublicmarket.com or email info@victoriapublicmarket.com

HUDSON HOUSE

Three retail spaces are available. 4,406 sq.ft. at the corner of Blanshard and Herald, 2,322 sq.ft. at the corner of Blanshard and Fisgard, and 1,320 sq.ft. along Fisgard. For details, contact Lisa Stuart at Colliers International:

T: 250.217.2270 | M: 250.414.8440
E: Lisa.Stuart@colliers.com

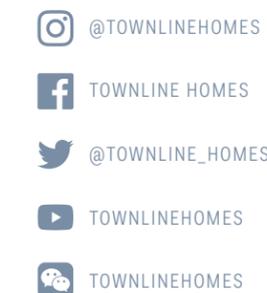
NOW SELLING

OFFICES AT LUXE

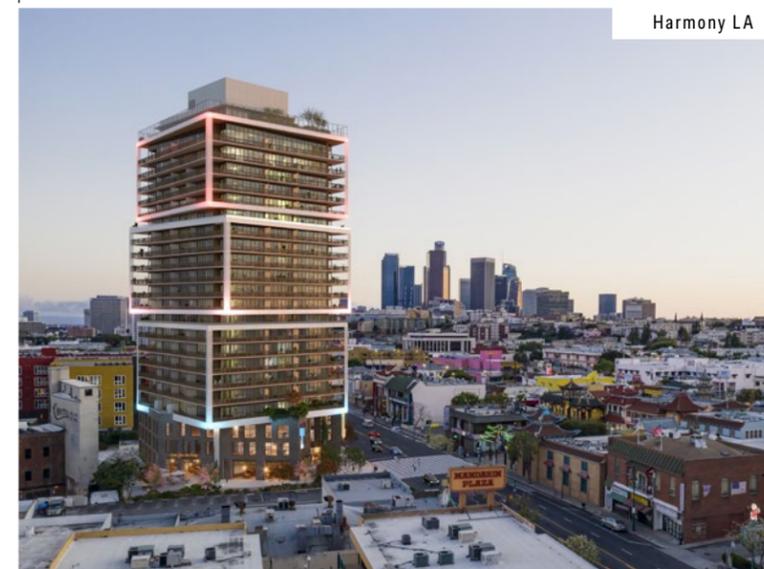
PROJECT INFO:
It all begins at the corner of Lansdowne and No.3 Road with one of the last AAA strata office tower ownership opportunities in Prime Downtown Richmond. The Offices at Luxe by Townline and Canderel is a collection of 77 suites ranging from 412 to 7,200 sf with an elevated amenity offering. Imagine floor-to-ceiling windows and open spaces that allow you to design an office that suits your needs. By investing in your business with premier office space, you're investing in the future. At the Offices at Luxe, your gateway to the world is only steps away. The Lansdowne Skytrain Station – and its proximity to Vancouver International Airport – will connect you to Metro Vancouver and beyond.

SALES CENTRE: 5471 Minoru Blvd. Richmond, BC
CALL: 236.454.1872
EMAIL: info@officesatluxe.com
REGISTER AT: luxelansdowne.com/office

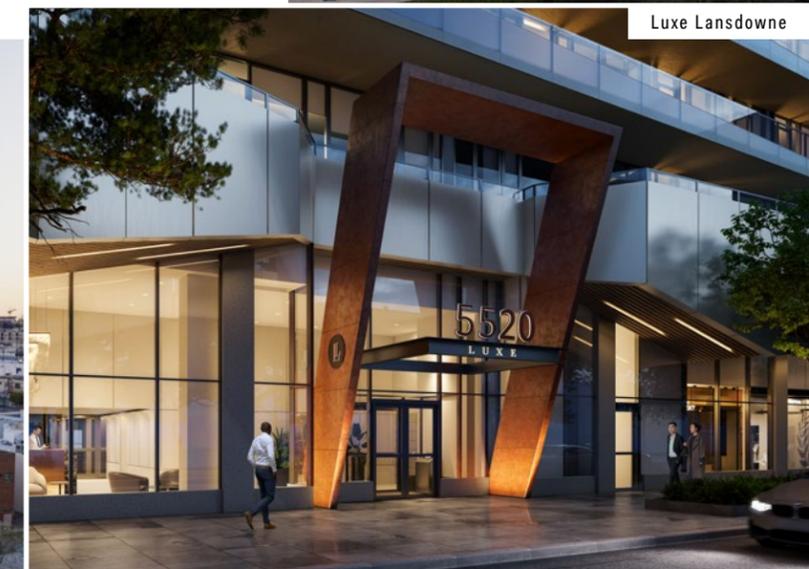
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Harmony LA



Luxe Lansdowne



With People at Heart

SARAH CHEN

SENIOR SALES COORDINATOR, TOWNLINE



"I get so much energy from being around people," says Sarah Chen, Senior Sales Coordinator with Townline. "I genuinely enjoy hearing people's stories and learning about their backgrounds."

Being a "people person" no doubt makes each workday fun. It also makes Sarah an excellent fit for her role. Sarah remembers faces easily. She develops rapport naturally. But more than that, she has an inherent instinct for people – what they need, and how to help them.

"I connect with people sincerely because I have their best interests at heart. I'm here to be helpful and informative, but also a good listener," says Sarah. And at Townline, that sincerity and integrity is what defines us.

"We truly care what's important to our customers. We are here to help guide one of the most important decisions in their lives," she says.

Team Mentality

Sarah acts as a bridge of communication from Townline to customer, but also across all levels of the organization itself. "It's very fulfilling to help ensure

consistency, smooth operations, and positivity from sales team to head office, to prospects and purchasers," she says.

"You know the expression 'happy wife, happy life'? Here we say, 'happy sales coordinator, happy life'," she laughs.

That Sarah is instrumental to the seamless workflow of the entire team reflects and exemplifies the Townline mentality. "Townline is a family," she says. "The collaborative nature of our work shows me how much can be accomplished when you trust and respect one another. No matter where I go, from site to head office, I feel that consistency."

Built on a Name

"Because Townline builds high-quality homes, I can always be transparent, confident, and proud to be selling impeccable homes," says Sarah. "People are wowed by the quality of our construction, and our attention to detail is really appreciated. It makes us stand out."

At Forester, Townline's recent townhome project on Burke Mountain, Sarah saw many referrals come in from new homeowners who had recommended these stunning homes to family and friends. "They were so happy to have found us!" says Sarah. "It makes me feel very proud to be part of a group that is really adding value for homeowners."

"People are surprised at how warm and open our communications are," she continues, "and how we develop relationships. One family with two young children was relocating from Alberta and had never lived in the area. We answered lots of questions, sent them photos, and chatted over FaceTime and text to help them feel comfortable. They were so grateful and thankful."

Like Attracts Like

Interestingly, the people who are drawn to Townline often exhibit similar values as Townline itself. "Our customers are genuine and honest with their feelings and actions," says Sarah. "They trust us to find the perfect home for them and their family, and their investment in the future." 🏡