



TOWNLINE

CONNECT

QUARTERLY UPDATE

VOLUME 10 SPRING 2011

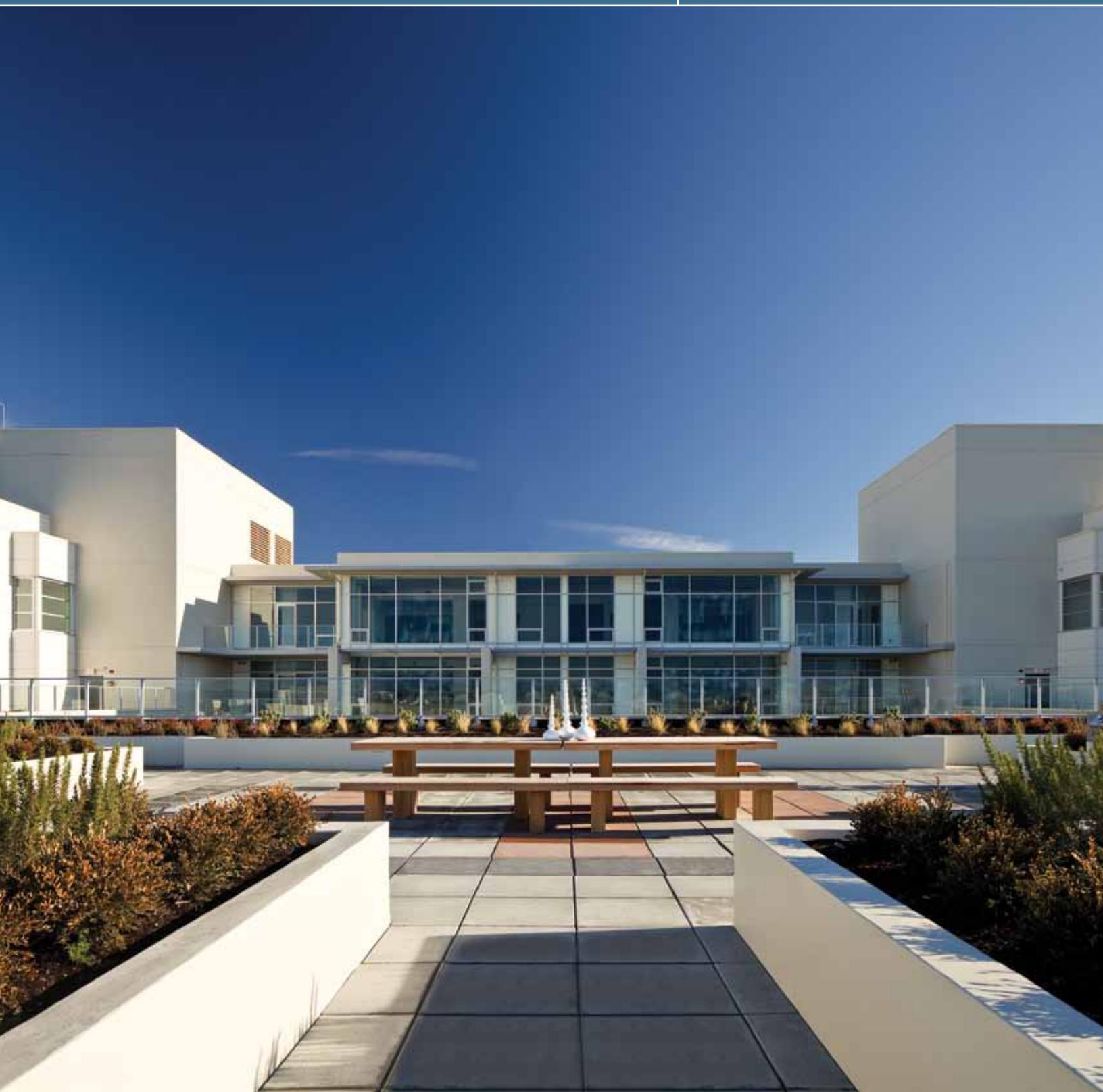
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ONE PRICE SALES EVENT

Recently, we announced the One Price Sales Event, and it has been met with unprecedented response. Visitors have been coming in droves to our Sales Centre for a peek at homes at The Hudson.

The promotion couldn't be much simpler.

All single-level one-bedroom flats are priced at \$349,900. That INCLUDES parking and net HST. And all two-bedroom double-height lofts under 1100 square feet are priced at \$499,900 – also including parking and net HST. Some conditions apply. See The Hudson Sales Team for detailed information.

In addition, for a limited time, when you purchase a new home at The Hudson, you will receive a Scratch & Win card. You could receive an allowance for new blinds, legal fees or have your strata fees paid.

Behind the beautifully restored façade are homes that are bright and open. Ceilings are much higher than the standard which gives a great sense of volume and with the added ceiling heights comes large restored original windows to flood the homes with natural light.

And then, there's the rooftop terrace. Stunning. But, not just pretty, it's also very useful with two built-in BBQs, modern picnic tables and lots of seating for lounging, reading or visiting with friends and neighbours. Views that are as good as they come.

The Sales Centre at 1803 Douglas is open regular hours daily from noon - 5pm except Fridays. Stop by or give us a call anytime at **250.388.0018** or **1.877.388.0018**. We'll be happy to book you a tour and show you our two fully furnished display homes and all the wonders of The Hudson.

THE HUDSON

ONE PRICE  **SALES EVENT**

ALL 1-BEDROOM FLATS* **\$349,900**
INCLUDES PARKING & NET HST

ALL 2-BEDROOM LOFTS* **\$499,900**
INCLUDES PARKING & NET HST

*Some conditions apply. See Tracy Menzies, The Hudson's friendly Sales Manager.

hudsonliving.ca
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THE HUDSON COMMUNITY



Brasserie L'ecole. The Mint. Zambri's. Habit Coffee. Solstice Café. Chinatown. Oldtown. The Theatre District. Market Square. You name it. If it's a downtown Victoria landmark or hot spot, you can walk there from The Hudson in less than 10 minutes.

And, to allow yourself the occasional culinary indulgence it's nice to know that there are health and wellness centres close by. There's Ashtanga Yoga Shala, Balance Victoria, Crystal Pool and Fitness Centre, and CrossFit Zone to name a few. Not to mention the great outdoor trails and paths from The Galloping Goose Trail in Vic West to the sea wall and pathways along Dallas Road.

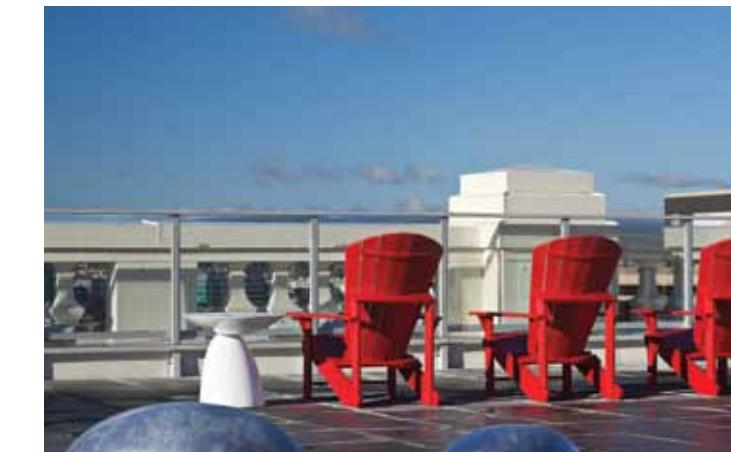
Downtown Victoria is festooned with spas, nightclubs, restaurants and fabulous shopping tailored to meet the needs of locals and tourists alike. You will be spoiled for choice... which is nice because you can dine out as often as you like and never get bored with what's available right in your neighbourhood.

That's one of the great things about moving into a new home in a fully matured neighbourhood. You don't have to wait for the amenities and infrastructure to catch up to your needs like you would in the suburbs. It's all here waiting for you the day you move in. A new home in an historic building set in a wonderfully rich community. The Hudson.



OUR FAVOURITE THINGS.

No, it's not whiskers on kittens or bright woolen mittens... we're talking about our favourite things at The Hudson. And, trust us, there are a lot of favourites to choose from.



The rooftop terrace at The Hudson.

Tracy Menzies, Sales Manager – “Taking in the Views”

It's hard to imagine when you first step in to the Hudson that there is an amazing hidden gem to be discovered among the suites. It's one of Tracy's favourite things about The Hudson, the rooftop terrace, on the west side of the 5th floor. With sweeping views of the city and upper harbour it's a great place to lounge and soak up the sun or bring a few friends over for a rooftop barbecue. She likes to picture herself in the near future, with a good book, in a comfy chair, taking it all in.



The fir-clad hallway leading to the main elevator lobby decorated with artefacts.

Mailo Paukkunen, Sales Associate – “The Sense of History”

Mailo's favourite thing about The Hudson is that upon entering the building you are met with its incredible sense of history. The lobby is imbued with the remnants of The Hudson's past as one of the original 6 Hudson Bay Company retail stores. The timeline of its history, the original 1914 plans and entrance signage from the 1950s are all on display to the delight of owners and visitors alike.



The higher-than-normal ceilings give the homes a grand sense of volume.

Sara Turner, Customer Service Manager – “Entrance to Store”

During the deconstruction of this iconic Hudson's Bay building, there were a few artefacts salvaged with a mind to re-using them as a nod to the origins of the building. As soon as you enter the lobby, it's evident in the custom chandelier made up of a number of store lighting fixtures. Along the corridor to the elevator lobby, you will see a series of gauges from the old heating system boxed in acrylic. And then you come to Sara's favourite thing – the illuminated Entrance to Store sign that once had a place in the parkade and now functions as a piece of modern art.

Rick Illich, President – “The Preservation and Renewal”

For Rick the list is vast, but the one thing that keeps coming to his mind is simply the opportunity to have had a hand in preserving a significant aspect of Canadiana. “Not only is this fabulous piece of architecture significant to Canada, it is even more significant to Victoria. After all, it was The Hudson Bay Company that was here first (second to the First Nations settlements, of course)”, says Rick.

So in a way, Rick feels Townscape's contribution to the urban renewal of the north end of downtown Victoria – that he likes to call The Hudson District – couldn't have been more appropriately initiated, than starting with the iconic Hudson.



CLAYTON RISE.

TAKING THE PLUNGE INTO A NEW HOME
HAS NEVER BEEN SO EASY.

It's springtime at Clayton Rise, and that means that thoughts (and actions) will soon turn to leisurely afternoons spent poolside at The Clubhouse. That could be your summer of 2011... and years to come.

But, you can enjoy all of the creature comforts of the 5,500 square foot Clubhouse year round. The Clubhouse is complete with an outdoor pool with lots of room to sunbathe, outdoor barbecue, fireside lounge, games room, fitness centre and movie theatre. Plan a movie night, a birthday bash, a football or soccer (or football) night, girls' night or just kick back and enjoy time with friends.

This month, we're featuring the Plan A – a fabulous 2-bedroom (and optional storage room) home with attached parking and the streetside appeal of a rich brick façade. This is a great home for the first-time home buyer and is priced from \$298,900.

Also, there's a good selection of bright, open 2 or 3 bedroom townhomes. They have modern plans with pitched roofs and light-filled rooms. Four appliances are included and the kitchen has quartz countertops. There are fenced yards and cultivated community greens. Private, oversized garages connect directly to homes, and on-site visitor parking makes entertaining so much easier.

You can still take advantage of construction pricing, but prices do go up monthly. So, the sooner you choose your new home the more you will save, and the sooner you can start enjoying the Clubhouse membership privileges that owning a home at Clayton Rise offers.

Visit our website (claytonrise.com), or stop by our Sales Centre. Our Display Home is open and we can show you around the Clubhouse. That way you can really get a sense of what life at Clayton Rise can be.

Open noon to 5 pm daily
(except Thursday and Friday)

195th and 68a Avenue in Surrey.

www.claytonrise.com 778.278.0030

facebook.com/claytonrise

twitter.com/ClaytonRise

The Hudson rooftop deck (left) and The Hudson Guest Suite photo by Reif Grohne

A NEW DAY FOR THE GARDENS.

LIVE AT THE GARDENS.

West Coast Contemporary homes, a signature restaurant, grocery store and other amenities as well as a 12-acre natural garden. Site preparation is nearing completion as we get ready to start building the homes at The Gardens.



The Gardens Phase 1: 182 West Coast contemporary style homes on the site of the old Fantasy Garden World in Richmond. We're just gearing up for a June 2011 launch when these homes will go on sale. And, we're very excited about it – not only because of what The Gardens will be, but also because of the keen interest we're seeing from folks who are interested in owning a home here.

RENNIE
MARKETING SYSTEMS

We're also excited to announce that we have chosen Rennie Marketing Systems – a well known real estate marketing firm – to handle the sales and marketing for The Gardens. We expect them to bring a lot of enthusiasm and expertise to the sales process as they assist our new home buyers.

The Gardens represents the way forward for urban development. And, it's ironic that we humans come full circle from living in compact walkable communities with all of the amenities close by (formerly known as villages) to living in a modern take of the same thing. Some call it the "new urbanism". Others call it sensible.

The Gardens will contain key elements essential to daily life. An established grocery store, a signature restaurant, pathways and green space as well as access to the rejuvenated 12-acre natural garden that includes community garden plots. And, there will be additional commercial/retail for your convenience. With easy access to major transportation corridors, The Gardens is perfectly positioned for the next era of urban life.

One of the really great by-products of a village-like community is that you get to know your neighbours. You see them in the grocery store or planting in the community garden. You see them on the street or at the restaurant or perhaps a sidewalk café. This fosters a sense of community and belonging.

And, in keeping with that sense of community, we – Townline and our partner, TA Development One – have committed to restoring the old Coeverden Castle from the original Fantasy Garden World. But, we're not just restoring it, we're converting it to something more useful – a child care facility that can take care of 37 kids. In ecological terms, that's called "upcycling" – taking something old and making it worth more than it was.

MORE INFORMATION

Want to know more? Want to be among the first to see The Gardens? Just register at LiveAtTheGardens.ca. We'll put you on the VIP list.

Priced from the low \$200,000s.

This is not an offering for sale as such an offering can only be made when accompanied by a disclosure statement.

RESIDENTIAL

The Hudson

A unique collection of flats, 2-level lofts and innovative courtyard homes in Victoria's historic Hudson's Bay building. Volumetric, modernist interiors for next century living in The Hudson community of downtown Victoria.

Priced from \$349,900

770 Fisgard Street, Victoria, BC

Call: 250-388-0018 or toll free 1-877-388-0018

Web: www.hudsonliving.ca

MOVE IN NOW! BUILDING & DISPLAY HOME TOURS AVAILABLE.



Clayton Rise

Two and three bedroom townhomes in the desirable Clayton neighbourhood of Cloverdale featuring The Clubhouse with the Fireside Lounge, games room, movie theatre and outdoor pool.

Priced from \$298,900

68A Avenue & 195 Street, Surrey, BC

Call: 778-278-0030

Web: www.claytonrise.com



VISIT THE SALES CENTRE TODAY TO TOUR THE CLUBHOUSE AND HOMES.

The Gardens

A mixed use neighbourhood in a key gateway location in Richmond that will offer residential and commercial opportunities.

Priced from the low \$200,000s

Steveston Highway and No. 5 Road, Richmond BC

Call: 604-271-3331

Web: www.LiveAtTheGardens.ca

Coming JUNE 2011



COMING SOON

The Grove

144 - 2 & 3 bedroom townhomes with an extensive amenity building and shared access to The Clubhouse at Clayton Rise. Stay tuned for more information.

Visit: TheGroveAtClayton.com

Coming Spring 2012

Hudson Mews

The 12 storey Hudson Mews is made up of 120 market rental suites in the Uptown District of Victoria. Construction is set to commence in Spring 2011. Stay tuned for more information.

Visit: hudsonmews.ca

Coming Summer 2012



Hudson Walk

Hudson Walk will be a mixed-use, multi-family residential community with ground floor retail, shops and restaurants that will add to the texture of life in the Uptown District of Victoria.

Blanshard and Caledonia Streets

Visit: hudsonwalk.ca

Coming Summer 2012

Hudson Place

Hudson Place will occupy the lands that are currently the old Bay parkade – and will be connected to The Hudson by a pedestrian oriented walkway. It will be two mixed-use buildings with ground-oriented commercial and residences above.

Blanshard and Herald Streets

Visit: hudsonplace.ca

Coming Soon



OFFICE/COMMERCIAL

The Hudson

The historic Hudson's Bay Building features 17 foot ceilings on the ground floor. There is a wide range of commercial leasing opportunities including along the newly developed carriageway.

Douglas and Fisgard Streets, Victoria, BC

Now Leasing

Contact: Fraser Campbell 250.888.3110 or Jeff Lougheed 250.888.9302

The Gardens

A mixed-use neighbourhood in a key gateway location in Richmond that will offer various commercial leasing opportunities.

No.5 Road and Steveston, Richmond BC

Now Leasing

Contact: Chris Taylor, CBRE Commercial

Email: ctaylor@cbre.com

HOME OFFICE

The Townline Group of Companies

120-13575 Commerce Parkway
Richmond, BC
Canada V6V 2L1

Call: 604 276 8823

Visit: www.townline.ca

facebook.com/Townline-Group-of-Companies
twitter.com/townline_homes



It's Spring. Mother Nature is going green. You can, too.

- 1) Reduce.** Get rid of all that stuff you never use. We're not suggesting that you live an uber-minimalist lifestyle, but the quickest way to cut your cleaning time is to simply have less stuff to clean.
- 2) Reuse.** Before you trash any of those things in your "reduce" pile, see if it can be re-purposed to use in a different way. Please note, this does not grant you licence to be the next star of Hoarders.
- 3) Donate.** Your trash could be someone else's treasure! Dishes, clothes, books, toys, etc. – all could find a second life – give them away or sell on Craigslist. House less cluttered. Landfills less full.
- 4) Recycle.** Newspapers, magazines, glass, plastics, compost, and electronics (www.era.ca OR www.encorp.ca/electronics).
- 5) Organization at its best.** Create your own storage containers. Wrap cardboard boxes in attractive paper, make cloth bags from old t-shirts (or any old fabric garment).
- 6) Homemade cleaning supplies.** Hot water + vinegar + baking soda + essential oils = zero toxins and better than commercial products! Put this in an old jam jar (See? You're reusing, too) and you've avoided buying plastics.
- 7) Make it a no-waste clean.** Forget paper towels – choose the re-useable microfiber cloths or sponges, and ditch the sweeper with disposable pads for a broom or mop!
- 8) Choose natural cleaning for big projects.** Focus on the places that you gloss over – refrigerator, drapes, carpet. Deep-clean the carpet, wash your drapes with an eco-friendly detergent. You can make your fridge operate more efficiently by vacuuming the dust and detritus from the refrigeration coils.
- 10) Plan Ahead.** Start thinking 'green' throughout all areas of your life – from office, to wardrobe, to home electronics. If you don't buy things you don't need, it won't be necessary to recycle or reuse them.

For more great ideas, visit: treehugger.com



We have chosen to use Sterling for Townscape Connect. The paper selection saves 360 gallons of wastewater flow and conserves 600,950 BTUs energy.

The developer reserves the right to make changes and modifications. Prices quoted in this publication are subject to change without notice. E & O.E.

