

27 October 2015

Local Developer Unveils Long Awaited Design for Glenora Project

Glenora residents will get their first look tonight at new plans for a residential complex at the corner of Stony Plain Road and 142nd Street. After months of meetings and extensive consultations with community leaders, InHouse, a division of Beaverbrook, will present residents with its vision. The newly named project, called “West Block” will feature a comprehensive mix of residential, retail, office and the opportunity for senior’s uses. The area includes an Urban Village with coffee shops, restaurants and patios. The design will integrate the surrounding community and future west LRT. Beaverbrook CEO George Cantalini says “The community of Glenora deserves something great after waiting so long for this project to become a reality. We believe West Block answers that need”.

The construction site has sat idle for the last two years after the previous owner Glenora Skyline Development Corp. ran into financial problems. InHouse acquired the 3.5 acre parcel of land in the spring of 2015. Ryan Smith, Principal with InHouse comments “It’s a phenomenal location that has potential to become an iconic redevelopment project within the City, including direct access to Edmonton’s future West LRT line”. InHouse believes its vision breathes new life into a project that became a point of frustration for the community and municipal authorities.

Community consultation was initiated by InHouse immediately following the completion of the foreclosure. Multiple meetings took place from June through September between InHouse, and representatives from boards of both the Glenora and Grovenor community leagues. Open houses were also held for residents in the area. Early feedback has been positive and was incorporated into the vision for the new design.

West Block will still include three towers, commercial space and a wide range of housing options but InHouse has relocated the position of several buildings to allow for better sun penetration into the site and neighboring homes. InHouse is also proposing an increase in units from 270 to 550 to allow for family style townhouses, smaller condominiums and a potential senior’s complex. To deal with higher density in the area, the company designed a new private entrance road along with additional parking options to reduce potential traffic challenges.

InHouse is looking forward to meeting and collaborating with residents at tonight’s Open House. Salima Kheraj, Principal with InHouse says “The community is our priority, this project is in their backyard, and we want them to be the first to see how we would propose our vision be built.” InHouse will consider feedback received at the meeting and hope to finalize the design for consideration at City Council as soon as possible. The Open House meeting takes place October 27 from 5-8pm at the Glenora Community League, 10426 – 136 Street NW. □

For additional inquiries, please contact:

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About the Beaverbrook Group of Companies

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Beaverbrook Communities is a prominent Alberta land developer that plans, creates and builds thoughtful residential communities. Over the last 20 years, we have built a proven track record of successful developments by turning over 6,500 acres of raw land into flourishing communities that many families proudly call home today. Our familiarity with local conditions, the local real estate market, our collaborative efforts, the depth and breadth of resources, and our unique approach all ensure the delivery of our projects. The Beaverbrook team is a prominent member in the Alberta development community, and has developed communities that continue to grow and prosper in Edmonton, Fort McMurray, St. Albert, Sherwood Park, Spruce Grove, Leduc, Strathcona County, and Sturgeon County. Learn more about our projects at www.beaverbrook.ca

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Experience the sweet life. Dolce Vita is a homebuilder, building over 250 homes per year with an expansive portfolio of home options ranging from the starter market to homes valued at over \$1 million. Dolce Vita is dedicated to creating homes of spectacular beauty, character and quality, but first, we are committed to you – our customer. Founded in 2008, Dolce Vita's superior customer service approach was awarded the JD Power Award for Customer Satisfaction for three years in a row, among several other Awards of Excellence in Housing granted by the Canadian Homebuilders Association for their inspired home designs, environmental integrity, value and successful sales team. The company is the only high volume Edmonton homebuilder to be a Mike Holmes Approved Homes® program builder. The essence of every Dolce Vita home is the trust fostered by a professional building experience. Browse our inspiring home designs at www.dolcevitahomes.ca

InHouse

Edmonton is diversifying its population base and becoming increasingly more cosmopolitan. Maturing in terms of its preferences towards growth and development, as infill development slowly becomes more and more popular, Beaverbrook's mandate is to expand its business in this direction, and participate in the market share for infill housing. InHouse is the newest division of Beaverbrook's family of companies. The name, InHouse, refers to something literally created "in-house" by Beaverbrook's staff who have branched out to manage the new company. This speaks to Beaverbrook as its foundation of reputation, knowledge and expertise. As one of Edmonton Region's most reputable land developers, Beaverbrook has the talent to take on this new challenge. Register for updates on our website at www.inhouseyeg.ca

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