

Luxury project offers refined elegance

Arcus Developments' Astoria on 10th

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The name, Astoria, conjures up visions of grandeur, opulence, decadence and luxury.

Like the famous Waldorf Astoria Hotel in New York, the Calgary version aims to bring that same refinement to the city's downtown.

Astoria on 10th, the latest high-rise condo tower by Arcus Developments, has been redesigned to reflect that same tone -- and so far, it has met with success. The second phase of the 35-storey building was recently released, with 35 units sold in the first weekend, bucking recent statistics that show a slowdown in sales.

The building is in the 900 block of 10th Avenue S.W. and construction has started.

"We have redesigned the project with new interior specifications that are more upscale to differentiate ourselves from the rest of the Beltline," says Gerry Mendyk, president and director of Arcus. "We also have a newly designed lobby, cinema room and owners' lounge."

Buyers include not only dual-income young professionals who want to live near downtown, but empty-nesters and some investors, says Mendyk.

"It's appealing to a wide range of buyers," says director Johannes van Leenan.

People have told the company "they are pleasantly surprised to find this kind of product in the city," says Mendyk.

One of the keys to the success of the redesigned units is a select few three-bedroom condos closer to the top of the building, says Mendyk. "We only have six of these in the upper floors and five have sold already at prices from \$1.2 to \$1.8 million."

Then there is the top of the building: two ultra-sophisticated penthouses, one of which is already sold. Look for the unveiling of the other one soon in the New Condos section -- at a price of \$10 million.

"We want to be a landmark building in the city, so we've repositioned the building to show that," says van Leenan.

Astoria on 10th marries Old World elegance with Art Deco style, designed by Jerilyn Wright and Associates.

The lobby has a six-foot custom crystal chandelier and black marble floors.

The owners' lounge, theatre room, and fitness studio are on the fourth floor, with city views and opening up to the fourth floor rooftop terrace green space.

The lounge includes a 1,000-square-foot dining area, Art Deco furniture, and a "floating" cream marble fireplace.

The red carpet cinema next to the owners' lounge includes tiered seating for 15 people and a large-screen TV.

The 225 units in Astoria on 10th range from 580 square feet to 2,157 square feet. Four interior design packages and 12 floor plans are available.

Future plans for the 900 block, which includes Astoria on 10th. call for an attached, luxury boutique hotel and retail.

IN SHORT

BUILDER/DEVELOPER: Arcus Developments. **PROJECT:** Astoria On 10th, a 35-storey, 225-unit tower, with plans for a luxury boutique hotel next door with retail. The second phase was recently released, including a re-vamp of the interior specifications and public areas, such as the lobby, owners' lounge and theatre room.

LOCATION: 900 block of 10th Avenue S.W. The Discovery Centre is in the Arcus office at 110 999 8 St. S.W. **PRICES:** One-bedroom units range from the \$300,000s to \$500,000s; two-bedroom units from the \$500,000s to \$850,000s; and three-bedroom units from \$1.2 million to \$1.8 million. A penthouse unit will be released later this year at \$10 million. **HOURS:** Open from 11 a.m. to 6 p.m. Mondays to Thursdays, and noon to 5 p.m. weekends.

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