



THE MONTANA'S DISCOVERY CENTRE

Grand opening for the newest residential structure in downtown Calgary

On January 21, 2006, The Montana's Discovery Center will official open it's doors Located in the Nellie McClung House on the corner of 15th Avenue and 7th Street SW, this Discovery Center is as much a landmark in its own right as it is the place to learn all about the city's newest landmark, The Montana.

Built in 1907, the Nellie McClung House has seen a number of transformations over the years. It is primarily known as the residence of Nellie McClung, a tireless champion for the rights of women in the early 20th century. Nellie McClung was also a social reformer, author and politician, being elected to the Alberta Legislature in 1923. Her most famous achievement was her work on the 'persons' case, in which it was argued that woman were 'persons' and as such could be eligible for positions on the Canadian Senate. This house and its association with Nellie McClung is what led to its designation by the Alberta Government as a Heritage site and as a Heritage home. ProCura Real Estate Services purchased the Nellie McClung House one and a half years ago from McDowell and Associates who have used the home as an office since 1979 and who continue to occupy the upper floor. The home makes a wonderful Discovery Center with its historic ties to Calgary's roots and its large and open floor plan.

Constructed entirely of wood, the two and one half storey home sits on almost a half acre and was once well known for its gardens. The house was designed in the Tudor Revival style and is characterized by the gable roof. The coffered ceilings throughout the home are all original. ProCura with the approval of The Historical Board has carefully renovated and restored certain aspects of the house, like the oak floors, in preparation for its use as a discovery centre.

The front foyer of the home features the central staircase with newel posts and, straight ahead, a concierge desk. This concierge desk is the actual concierge desk that will be in use in the lobby of The Montana. Besides being the meet and greet point of the Discovery Centre, the desk itself is also a mini-

sampler of the type of finish that ProCura has envisioned for the lobby of the Montana. The stained wood finish of the desk will match that found in the wood paneling in the lobby. The granite countertop will match the band of granite that will run along the lobby's walls, a natural complement to the marble inlays surrounding the lobby's carpeted walkways.

The first room to the left of the front entry way is the Location Room. In this room ProCura intended to highlight the desirability and advantages of The Montana's location. But according to Robert Moroto, ProCura's Marketing Manager, that has not proven to be necessary as preliminary visitors to the site are already enthusiastic about the location even before stepping inside the Discovery Center. "The Montana is close enough to walk to work, but far enough away to see the city skyline. And it has all that 17th Avenue has to offer".

Adjacent to the Location Room, ProCura has created a kitchen vignette to demonstrate the quality and some of the materials that they will be using in the suites of The Montana. Granite countertops, custom wood cabinetry, stainless steel GE Profile series appliances, under-cabinet halogen lighting, single lever brushed stainless steel faucets, ceramic and glass tile backsplash and cork flooring are all on display.

On the south side of the home is the main focus of the Discovery Center. Here potential customers will find the answer to all the major questions that they may have concerning life as a resident in The Montana. Answers to questions like, "What will the building look like? How does it tie into the neighbourhood? What does the lobby look like? Where will I live? What will the interiors look like? What about the view from my suite? What will I see?" are all found here.

For example, from the models it is apparent that the building steps in at the Estate Home level, that the podium façade is brick, that there are floor to ceiling glass curtain walls in every suite, that the balconies wrap around the corners so there is more than one view. One can also see how The Montana ties in with the streetscape, the neighbourhood, and the Nellie McClung House next door. Furthermore, through the 3D mock-ups or dollhouses of the building floor plans, it is easy to see how suite interiors are configured and how the interiors of the suites interact with the neighbouring suites.

From the regular two-dimensional or blueprint floor plans on display one learns that two of the main floor suites feature dual access, one from the 15th avenue and one from the common corridor. These suites have 1555 sq.ft., 10' ceilings, two bedrooms and a den with its own window. They are well sized and well designed and will very much have a house feel as they look onto the residential streetscape.

One also learns that the Estate Homes are all the suites above the 23rd floor. Each Estate Home will be over 1800 sq ft and will have 10' to 11' ceilings. The balcony opportunities with each suite are amazing as they will each have at least two, in some cases four, balconies providing up to as much as 500 sq ft of exterior balcony space. The finishing in the Estate Homes is of a higher grade with gas ranges, GE Monogram series appliances, wall-oven units, gas fireplaces, gas barbecues, wine coolers, a storage room in each Estate Home, a front load washer/dryer set and some amazingly large walk-in pantries.

The highlight of the Q&A room, though, is the View Matrix. This visual monitor allows interested buyers to discover the answer to the number one question "What about my view?" By simply clicking on a floor level and a direction it is possible to see the view from each suite. One understands quickly from seeing some of the views why having neighbouring communities like Upper and Lower Mount Royal are so great: they don't allow high rises and they have massive trees. The south side therefore is a sea of green. As well, there are amazing mountain panoramas to the S and W and great cityscapes to the E, N and NW.

In the sunroom, adjacent to the Q&A room, one finds on display the four different interior colour palettes available to buyers. These colour palettes were created by Robert Gray Interiors, the same designers who did The Princeton. They are modern urban palettes yet inspired by nature. They run from dark to light and will fit every lifestyle.

Also on display is an actual 'network distribution center' unit from Telus. Each suite will have one of these distribution units, which works like an entertainment switchboard. Every area in each suite will be fitted with a RJ45 outlet. That outlet can be used for the Internet, the phone, the TV or any other entertainment device. When you move-in you won't have to worry about where the outlets are or about creating a tangled web of extension wires. Simply set your network distribution center so that the outlet on this wall is for the Internet, the one on that is for the TV, etc. You can network your entire place. When you re-arrange your furniture later, you simply reconfigure the NDC. (And don't forget about The Montana's two satellite dishes while you're at it.)

The last room on our tour is the former Nellie McClung dining room, now being used as one of the sales offices. All of the documentation necessary for

purchasing a suite in The Montana is here. As well, it is also possible to find out any technical details about the building like the location of air ducts, light switches or electrical outlets.

So for a trip into Calgary's past and future, stop by Jan 21 and visit The Montana's Discovery Center in historic Nellie McClung House. Doors open at noon and, according to Moroto, turn out is expected to be very good. "There has been an amazing amount of interest in the past couple of months. People want a luxury building in this area but there is not a lot of supply. Right now, in our last project, Emerald Stone, a typical resale is only on the market for four days. It's a hot area."

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