

A SHOWCASE OF TODAY'S FINEST AVAILABLE PROPERTIES

BEAUTIFUL HOMES

Canadian

MAGAZINE



The Montana

The Montana

They are at it again!

ProCura Real Estate Services Limited is out to top the already high level of excellence they achieved in their Emerald Stone condominium development. In the planning stage process for the last two years, The Montana is set to break ground in 2006.

Situated on the 800 block of 15th Avenue SW between the Residences of Mount Royal and historic Nellie McClung House, The Montana will rise 27 stories and will be comprised of 189 units. The project also boasts a 30-seat theatre, an exercise room, a concierge, 3 high-speed elevators and air conditioning in all suites

Being to the west of the majority of downtown buildings The Montana will offer extraordinary views in every direction, from exciting city views to panoramic mountain vistas or a combination of both. Condominium units will range from 677 square feet to over 2500 square feet in the upper level Estate Homes. Standard features include higher grade stainless steel appliances, front loading washers, high quality kitchen cabinets, under cabinet lighting, granite counter tops, ceramic tile floors, natural gas



outlets on each balcony and at least one underground heated parking stall. And that is just in the standard suites. The upper estate homes will offer even more including full wool carpets, natural gas fireplaces, an even higher grade of appliances and finishes and other soon to be released details. All of which will go to set the Montana in a class of its own.

One Estate Home feature that is sure to catch the eye of those buyers thinking of switching from a house to a condominium is the opportunity to have three bedrooms. As Marketing Manager Robert Moroto notes there is a great demand for condominiums with three bedrooms as many buyers have expressed the need for additional rooms for children and guests.

Another plus is that suites on the main level of the building will come with landscaped outdoor terraces. And what is more, the east facing homes on the main level will overlook the yard of Nellie McClung House while the north facing homes will open out onto the a redeveloped streetscape that ProCura has envisioned for 15th Avenue. Again, a house feel but without the maintenance.





All suites will come with balconies, some of which will be wraparounds and some of which will run the whole side of the building. Enjoying those spectacular views will never be better.

One area in which ProCura is pulling out all the stops is in the design of the lobby. With its amazing coffered ceiling, rich wood paneling, hand-blown glass light fixtures, carpet and marble flooring, a concierge and three high speed elevators the lobby of The Montana will have the look and feel of a top end hotel. Residents and guests will enjoy spending a minute or two in this relaxed atmosphere when they enter. To maintain this hotel feel there will also be a separate rear-entry loading area for deliveries and move ins/outs.

ProCura has a long history in the real estate services sector. Celebrating 25 years in the business, ProCura has demonstrated that they have a distinctive style and vision and a proven track record. ProCura currently manages over ½ million square feet of residential and commercial space in Calgary and Edmonton. In Edmonton, ProCura has several development projects on the go. One of them, Century Park, is a joint project with West Bank, the developers of Shangri-La in Vancouver.

In Calgary, ProCura's most prominent presence is thanks to its distinctive Residences of Mount Royal on 8th Street SW and the adjacent 23 story Emerald Stone.

As for ProCura's proven track record Moroto

says "We've shown Calgarians that we can build it, we can build it on time and we can build it beautifully."

He is quick to point out that in the case of Emerald Stone, it was just over 18 months from ground breaking to the first move in. And Emerald Stone sold out fast, proving again that ProCura can not only deliver a quality product on time but also that ProCura produces that kind of quality product that Calgarians are eager to own.

You can visit the website for The Montana at www.themontana.ca.

BHM.

BHM had an opportunity for a brief chat with George Schluessel, President of ProCura Real Estate Services Limited. We asked him for some of his thoughts on creativity, architecture, condominiums and life on 17th.

BHM Why are condominiums like Emerald Stone and The Montana in such demand?

George Lifestyle. Some people want a more carefree lifestyle. Perhaps they have two homes, one in the city and one at the lake or in the mountains. They want to be able to lock up and not worry about the mechanical maintenance of their home.

As well Calgary is developing a more urban life style. It comes from travel. Travel has made it easy for people to see different lifestyles from all over the world.

And then there is location. People don't want to spend their whole life sitting in a car. They want to be able to walk to work and to be close to restaurants.

BHM Tell us a little about the architectural vision that lies behind developments like Emerald Stone and The Montana.

George For 20 –25 years Calgary has suffered from too many gray/brown clear glass buildings. I lived in Vancouver for nine years and have traveled extensively. I appreciate great architecture and I want to bring some of that to Calgary.

Typically architecture has been very restricted by affordability, limited by what people are willing

to pay. There is a window right now of low interest rates that translates into more affordability. Since it is easier for people to pay for quality now, they want and demand that quality.

But in Calgary there has traditionally been a limited amount of choice when it comes to the availability of high quality condominiums and this is particularly true in this location (17th Avenue).

BHM Why the 17th Avenue area?

George I've always felt that 17th has so much potential that hasn't been realized. The density is here, the income level is here, and the 24hour lifestyle is here. I want to see 17th Avenue become the high-end retail area that it was heading to at one point. And I would really like to see the community association and the city work on that in a strong way.

I think high quality residential developments of the sort that we provide helps contribute to that vision.

BHM Both the Residences of Mount Royal and Emerald Stone seem a natural compliment to the area. Will it be the same with The Montana?

George We've spent the last couple of years designing and refining The Montana, working on every detail to make it blend in and compliment the city and community. After we're gone, it will belong to the community itself. So they have a big input

BHM What about the relationship between Emerald Stone and The Montana?

George The Montana is complimented by Emerald Stone. We are going up another notch with The Montana though. It is challenging to beat the one

you just did, the last mark, but I think we will do just that. When I retire and I am no longer doing this, I will go by with my grandchildren and reminisces about what we achieved.

BHM A few thoughts on the lobby of The Montana? It looks spectacular.

George We're spending a lot more money on the lobby than we probably should. (Laughs) But to me that is your point of entry. It is where you leave from in the morning and where you come home to at night. It affects how you feel and also how your guests feel about you and your home. Lobbies have a big impact. Every step you go makes you want to see and experience more. It's kind of like a first date. (Laughs)

BHM Overall?

George I believe in building buildings that I can be proud of looking at long after I'm gone. A quality project leads to a sense of self-fulfillment. We feel good that people are always complementing us on the buildings, on the finishes.

Moreover you feel good about a project that sells out with high speed. It is definitely a lot more fun when there is a big demand for a quality project.

BHM You must enjoy all this creativity?

George Creativity is my juice. It drives me.

BHM.