

North Shore standout

A look that reflects the neighbourhood vibe

BY MICHELLE HOPKINS, SPECIAL TO THE PROVINCE APRIL 15, 2012



Comfort is at the core of the Prescott's interior design, where a tailored, minimalist approach is countered with textured fabrics and clean lines. -
Photograph by: Submitted, Special To The Province

A SHOPPER'S GUIDE

- Sofa, bar stools and dining chairs from Van Gogh Designs
- Lounge chairs and side table from Omega Custom Furniture Design
- Side table lamp from Chintz & Co.
- Area rug from Kravet
- Moooi dining pendant from Lightform
- Original artwork by Lizzy Arnot from Artworks Gallery and Fertile Images on Granville Island
- Accessories: Chapters, Ming Wo and Homewerx

THE FACTS

Project: The Prescott

What: 84 homes (60 per cent sold)

Where: North Vancouver

Developer: Wesgroup

Residence Sizes: Junior 1 bedroom; 1 bedroom; 2 bedrooms; 2 bedrooms + den; 457 - 1,181 sq. ft.

Prices: \$248,900 - \$875,900 (spacious 2-bedroom units with views of Lions Gate Bridge and Gulf Islands starting at \$567,900)

Sales Centre: #101 - 1133 Lonsdale Ave., North Vancouver

Hours: noon - 6 p.m. weekdays; noon - 5 p.m. weekends

American Sewell Prescott Moody was a carpenter who came to British Columbia in the 1860s and settled in North Vancouver, where he went on to establish a sawmill on Burrard Inlet.

Today, the pioneer's moniker will live on in a new development bearing his name: The Prescott.

As John Conicella, vice-president of development strategy and business development for developer Wesgroup, explains: "This was our first foray into the mixed use where the residential became a key part of it, so we wanted to make sure we weren't going to go with a trivial name."

Located on the southeast corner of the city's central intersection, The Prescott is designed to be a community landmark.

Although the Prescott name had no bearing on the interior design, Amber Johnson did give a nod to the location.

The interior designer with Insight Design Group Inc. says her desire was to create a contemporary look with some West Coast touches.

"To reflect the exterior environment of North Vancouver, we focused our palette on neutral colours and rich wood tones complemented by beautifully textured fabrics and clean lines," Johnson says. "One of the main features of The Prescott is the stunning view. Our intention was to complement it, not distract from it."

To that end, the furnishings were selected to be minimal, yet comfortable, tailored and refined, without being stuffy and arranged to best take advantage of the vistas.

"We also took into account the Central Lonsdale location," she adds. "The feeling in the suite is purposely relaxed and easygoing with a touch of sophistication to reflect the vibe of the North Shore."

Johnson says although the design is decidedly contemporary, homeowners should know modern doesn't necessarily mean trendy.

"With The Prescott, trendy was not something we were striving for," notes Johnson. "We chose classic pieces, like the Carrara marble coffee table, to emphasize the feeling of refined luxury."

"One piece that really stands out for us is the custom-designed entertainment unit. It definitely has a dramatic presence in the space, and by matching it with the kitchen cabinets, it also works to unify the space."

Although the presentation centre was decorated with a slight masculine slant, the show home has a somewhat more feminine undertone.

"For the show home, we chose fabrics and furniture that are elegant and comfortable, while maintaining our tailored concept," Johnson says.

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