

**Brooklyn at Bernard Block**

- Brooklyn at Bernard Block is a 25-storey concrete condominium tower located at 1471 St. Paul Street just off Bernard Avenue in downtown Kelowna, B.C.
- The first tower is part of a three-phase plan for the former Bargain Shop site that will include two additional towers: one commercial and a second residential tower. The development site covers an entire city block, or 1.5 acres.
- Brooklyn will be built on a former parking lot on St. Paul Street behind the former Bargain Shop site. Mission Group purchased the Bargain Shop site and the adjacent parking lot in September 2017.
- The old Bargain Shop site has been vacant since 2010. The mixed-use project is intended to be a legacy piece that will help shape the downtown of the future.
- Designed with Brooklyn-inspired architecture, the condominium tower will feature brick and iron detailing, a striking contrast to leafy St. Paul Street. It features street-level retail and above-grade structured parking, so every suite will enjoy a stunning city, mountain or lake view. From the rooftop lounge and outdoor terrace, residents can enjoy a dazzling 360-degree lookout onto the city and its spectacular natural surroundings.
- Brooklyn's selection of homes includes one bedroom, one bedroom and den, two bedrooms, and a limited collection of sub-penthouses.
- Brooklyn's exceptionally high Walk Score® of 98 out of 100 makes it a pedestrian's paradise close to Okanagan Lake, the new Kelowna Yacht Club and the recreational City Park and waterfront boardwalk. Other nearby attractions include the cultural/entertainment district and unique restaurants and boutique shopping destinations. Plus, the nearby Queensway Transit Exchange can whisk residents away to other parts of the city in moments.
- Bernard Avenue has undergone a \$14 million revitalization in recent years. It's now considered a vibrant destination with trend-setting local cuisine, creative social houses, boutiques, culture and entertainment destinations. Look for wider sidewalks, welcoming street furniture and lots of trees and vegetation.
- Brooklyn is 70% sold since launching in September 2018 and will be releasing its Urban Collection at the end of April. This will be the final release of homes available at Brooklyn at pre-construction pricing.
- The Brooklyn Urban Collection features one and two bedroom homes between 491 – 1,034 square feet and prices will begin in the mid \$300's.

**Location**

- Kelowna is the largest city in British Columbia's famed Okanagan Valley. Bordering Okanagan Lake, the city is known for its hot summers and temperate winters.
- Home to more than almost 130,000 people, Kelowna is 344 metres above sea level and

- encompasses 214 square kilometres of land and 48 square kilometres of water area.
- The City of Kelowna has recently undergone a series of improvements that will be in easy reach of Brooklyn residents, including:
    - The new Kelowna Yacht Club along the waterfront, featuring the popular Cactus Club Café.
    - Improved Queensway Transit Exchange, offering transit options to the rest of the city.
    - The new Interior Health Authority building, which brought more than 800 jobs into the downtown core.
    - The Okanagan Centre for Innovation, a new hub for tech-sector businesses.
    - Stuart Park on the lakefront complete with outdoor winter skating rink and an outdoor dance floor in July and August.
  - Kelowna International Airport serves more than 2.0 million passengers and provides more than 60 daily non-stop flights to eight of the largest North American gateway airports. It's the 11th busiest airport in Canada.
  - The city is home to Kelowna General Hospital, the largest and most comprehensive in the southern interior of B.C. with a full cancer treatment clinic. Higher education opportunities include UBC Okanagan and Okanagan College.
  - Kelowna is known for its active residents who make nature part of their everyday on the water, in any number of regional and provincial parks, at the beach and on kilometres of pathways, shared trails and roadways.

### **Design rationale for 1471 St. Paul Street**

- Brooklyn is the first building in an overall redevelopment strategy that will ultimately include the redevelopment of 560 Bernard Ave. Located along St. Paul Street, north of Bernard Avenue, it will cater to the evolving urbanization of the downtown centre, targeting buyers who want to live and work downtown.
- The project provides a modestly priced alternative to the more upscale projects recently brought to the downtown market. The building will follow a functional architectural expression that respects its present and future urban context. The emphasis is on thoughtful design with ample storage and indoor and outdoor amenities.
- The building's mass consists of four distinct parts: the podium, 16 typical residential floor levels, three upper residential levels and the rooftop indoor/outdoor amenity. The base of the podium will feature a steel and glass canopy and will contain the tower entry lobby. It will be flanked by retail operations on both sides. The upper podium is formed by a street wall enclosing three levels of parking. The resulting four-storey, 42-foot high podium along St. Paul Street is in scale to several nearby buildings.

- The brick-faced street wall will be punctuated by tall, recessed and glazed openings, inspired by more traditional building front expressions commonly found in older parts of Canadian and American cities such as Brooklyn, which gives the project its name.
- Tower exterior materials will include concrete walls and columns in a very light shade of warm grey, medium grey enameled metal door and window frames, window wall mullions and balcony railings. Coloured glass spandrels will provide soft colour accents to vertical window wall façade portions.

### **Builders**

- Headquartered in Kelowna, B.C., Mission Group focuses on residential and commercial real estate development and construction.
- Each Mission Group community is given careful thought and consideration long before construction begins. They pay close attention to details that help to create and nurture homeowner relationships. By adding desirable features such as garden courtyards, community gardens, and children's play areas, they inspire homeowners and families to create long lasting memories right in their communities.
- Recent honours include the UDI Pacific Region Award for Excellence in the 'Best of the Okanagan' category for Central Green in 2018. Mission Group was also named a finalist for the 2019 CHBA National Awards for Housing Excellence in the 'Mid- to High-Rise Condominium or Apartment Projects (Planned)' category for both ELLA and Brooklyn at Bernard Block.
- Mission Group is a member of Built Green Canada and have a LEED® (Leadership in Energy and Environmental Design) accredited professional on staff to help guide their Inspired Green® goals.

### **MEDIA CONTACT**

Scott Henderson  
dHz Media  
250.317.3751

[scott.henderson@dhzmedia.com](mailto:scott.henderson@dhzmedia.com)

Bradley Dryer  
dHz Media  
403.863.0586

[bradley.dryer@dhzmedia.com](mailto:bradley.dryer@dhzmedia.com)