

**Executive Group**

April 17, 2012 13:41 ET

**Vancouver Based Executive Group Set to Launch False Creek's Largest Retail Development; Set to Become the Gateway to the False Creek Village Area**

**VANCOUVER, BRITISH COLUMBIA--(Marketwire - April 17, 2012)** - The Executive Group of Vancouver announced today a launch date of Spring 2012, for The Residences & Shops at WEST; set to become Vancouver's most vibrant retail and residential project at the gateway to False Creek. Phase 1 will feature 190 Residential units and 20,000 square feet of street level shopping and retail. With the completion of Phase 2, the entire project will add a total of 43,000 square feet of retail space and 488 residential units to the burgeoning neighborhood.

Approximately two years after having teamed up with Argo Ventures Inc on the acquisition and rezoning of the 75,000 square foot landmark site in the heart of Vancouver's new False Creek waterfront neighborhood, the design of The Residences and Shops at WEST is now complete.

In response to the construction of close to 3000 residential units in the False Creek area, the Shops at WEST will fill the needs for lifestyle oriented service, shopping and retail to the thousands of residents preparing to move into the area over the next two years. On the heels of the projected opening of London Drugs and Urban Fare this spring, and the already opened Terra Breads, TD Bank, Legacy Liquor Store and more, the Shops at WEST is the next and possibly last component of retail approved for the area.

Executive Group has an additional 20,000 square feet of retail and over 200 residential units scheduled for Phase 2 on its adjacent site. The combined Phases of WEST will occupy a full city block on W 2<sup>nd</sup> at the entrance gateway to the Village at False Creek; quickly making the Shops and Residences at West the epicenter of the emerging neighborhood.

Salim Sayani, President of the Executive Group, stated, "This project is taking place on one of Vancouver's landmark sites - the City of Vancouver let us know that with its immense size and location on W 2<sup>nd</sup>, the architectural design will need to set the standards for the entire False creek waterfront neighborhood. Our combination of architecture, public art, activated street-front retail and unique tower designs lives up to the gateway landmark status of the site."

Sayani further added, "With the thousands of units and square feet of retail already pre-sold and pre-leased in combination with the unprecedented amount of construction underway in the area, one only has to look forward 12 - 18 months to envision how lively and energetic this sought after neighborhood will be. Our roster of interested brand name tenants for the Shops at West is growing every day."

Craig Anderson, Director of Real Estate Sales at Executive, commented, "Judging by the immense interest we are receiving for the residential homes at WEST, it is evident how important buyers judge the convenience of a combined residential and retail offering. Potential purchasers see our site as a completing factor for the area and that it is set to become the natural heart of the waterfront False Creek neighborhood. The recent success of sold-out projects such as Marine Gateway and Telus Garden prove that buyers will embrace developments that offer not only good value but also the lifestyle factor of service retail within the building."

**About The EXECUTIVE GROUP OF COMPANIES**

Established in 1984, the Executive Group of Companies develops quality projects that stand the test of time in North America. The company has been fulfilling the need for exceptional residential, commercial,

industrial and hotel development throughout its history. Known for quality workmanship, excellent customer service and attention to detail, the Executive Group of Companies maintains its reputation by fulfilling the needs of the end user of its projects. Developing strong services and amenities as a component of its residential projects has been a landmark of Executive's developments. With over 2500 residential, hotel or single-family home lots developed and sold over the past 25 years, Executive has established itself and its reputation for successful housing projects within the marketplace. Workmanship, quality materials and customer satisfaction are what to expect from the Executive Group of Companies. [www.executivegroupdevelopment.com](http://www.executivegroupdevelopment.com).

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