

## 'Funky' new to Mount Royal

Younger buyers drawn to trendy style.

By Marty Hope

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Quick - when was the last time you heard the words "Mount Royal" and "funky" used in the same sentence? Likely never.

Sable Developments has changed all of that with its latest condominium conversion in the city's most historically prestigious community.

"We're seeing more demand for funky stylings, so we've done it here, our fourth project in Mount Royal," says company president Sam Boguslavsky during a tour of his 180unit project on Royal Avenue. "Younger buyers are looking for something more closely related to their lifestyles.

Not all of the totally renovated units are for the funky set. Sable has also redesigned suites to cater to those who favour the traditional and contemporary look.

In fact, the three show suites in the building depict the three themes.

But it's the funky one that is the most unique. The interior walls separating the bedroom from the rest of the unit have been taken down to turn it into more of a studio look with the addition of a mid-wall gas fireplace.

And then there is the floor. No carpet, hardwood or ceramic tile here, just an acid-washed yellow concrete floor through the whole living area.

Across the hall, Boguslavsky shows off the traditional suite with its ceramic tile foyer and white oak hardwood floor in the living area. A frosted glass door shuts off the bedroom from the rest of the suite,

giving it a bit more privacy.

Down at the end of the hall is the contemporary suite. Larger, with two bedrooms and two baths, this unit also has a mix of tile, hardwood and carpet in the bedrooms and comes with a corner fireplace.

All units come with seven appliances; maple cabinets; raised eating bars; hardwood floor of maple, oak or birch; venetian or vertical blinds; soaker tubs; and maple vanities.

"What we've tried to do with this building is give it the richness of the Mount Royal look," says Boguslavsky. "The exterior, for instance, is a newly-installed Stonetile blended with the original brick used when the building was built 29 years ago."

With this newest project, Sable is looking at three distinct buyer groups: those in their early to mid-20s who will likely be most attracted to the funky; those 28-to-35-years-old who tend to favour the traditional style of suite; and older buyers downsizing and looking for something with a contemporary feel.

"Besides that, though, there is an address," says Boguslavsky.

"We're here, right across the street from some million-dollar homes in one of Calgary's most famous neighbourhoods."

-Marty Hope

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