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NEW YORK STYLE: Colin Bosa is in charge of more than \$65 million worth of real estate projects including a 148-unit building at 819 Hamilton in Vancouver's Yaletown, shown in the model above.

The son also rises

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At 23, Colin Bosa is a young man with a very big job as project manager for three new B.C. residential highrise projects worth a total of more than \$65 million.

The son of Burnaby developer Robert Bosa, of Bosa Ventures, Colin has been thrown in at the deep end of real estate management and put in charge of his dad's current major condo projects: the \$16 million, 102-unit Manhattan tower in Victoria; the \$22 million, 96-unit Dynasty highrise in Burnaby; and the \$27 million, 148-unit building at 819 Hamilton in Vancouver's Yaletown district.

The irony is that while Colin, third eldest in a family of five children, is busy overseeing the construction of 346 up-market condos, he is still living at home with his mom and dad.

After a busy day at the office, Colin says he often finds himself going home where, over dinner, his dad invariably ends up asking him how the highrise projects are going.

"My dad is the type of person who brings his work home with him and when he's home he asks me how things are going and what problems I'm running into.

"But I prefer to leave work at the office and do other things at home — that's where I get away from the stress of the job. It's no big problem — my dad

Colin Bosa is the model of a young, upwardly mobile condo buyer and he's developing with his demographic in mind

and I get along just great."

A graduate of St. Thomas More collegiate, the all-boys Catholic high school in Burnaby, Colin went on to study real estate marketing at B.C. Institute of Technology. He started out working in the construction office, doing estimates and general duties, before moving into the project development end of the business.

He says he's grateful for the opportunity to play such an important role so soon in his dad's company. "But I wouldn't be doing it if I wasn't enjoying it."

And as for living at home, he says he has plans to join some of his pals who are buying into the 15-storey New York-style, apartment-house highrise he is looking after at 819 Hamilton.

How is he coping with the enormous responsibilities of overseeing three multi-million-dollar projects all at the same time?

"When you stop to think what it is you are doing, it can be quite overwhelming. But if you do what you have to do

and just get it done, you manage to get through it."

The biggest challenge? "Coming up with the initial concept for the project. Sitting down with the marketing people, architect and interior designer to come up with the main theme for the project — that's the hardest part for me.

"Once we have that focus, once we know where we're going, the decisions just fall into place. It's much easier to make decisions once you know where you're going."

It was Colin's decision to give 819 Hamilton a distinctly youthful image — "a look and attitude" he hopes will appeal to the career-oriented, professional first-time buyer market.

His marketing staff recently invited realtors to come and "chill" and spend a little time discovering Vancouver's "hippest" new condo development that they confidently predict will become "a mecca for movers and shakers."

With its brick-and-glass facade and excellent location at the corner of Hamilton and Robson, the building

aims to attract "hipsters" and "young professionals" who are in love with life and who enjoy "an adrenaline-packed go, go, go lifestyle." Colin particularly likes the sales catchphrase: "Wouldn't you like to live here?"

The location is certainly a major draw. The Ford Centre, GM Place, Vancouver's new library, Queen Elizabeth and Orpheum theatres are all within walking distance. And then there are all the restaurants and coffee bars that continue to pop up here and there as Yaletown evolves into one of the most upbeat new neighborhoods in Vancouver's downtown core.

A joint venture between Bosa Venture and Western Housing Development Corporation — the carpenter's union pension fund — 819 Hamilton is on the same block as Jardine's Lookout, the 31-storey highrise that Bosa Ventures completed a few years ago.

Jardine's Lookout was a great success, but during the marketing stage, Bosa Ventures became aware of a large segment of buyers who were looking to get into the market for the first time but couldn't afford Jardine's prices.

The composition of suite sizes and pricing at 819 Hamilton is a direct response to that demand, according to Byran Woolley, president of Vigers Realty, which is handling sales at the project.