

SPECIAL ADVERTISING SECTION

GRAND RAPIDS | HOME

ADDING VALUE
CREATIVE SPACE UPDATES

URBAN RENEWAL
CUSTOM CONDOS

DESIGN HOME 2008
ENHANCING A LIFESTYLE





Revitalizing Home

AT PARKLAND PROPERTIES' UNION SQUARE
AND BOARDWALK CONDOMINIUMS, URBAN LIVING
HAS BEEN REDEFINED, AND INTEREST IN IT RENEWED.

BY CYNTHIA DROOG
PHOTOGRAPHY BY MICHAEL BUCK



LEFT AND OPPOSITE
PENTHOUSE CONDOMINIUMS AT UNION SQUARE SHOWCASE EXPOSED BRICK ARCHWAYS AND TWO-STORY WINDOWS. WHILE THE SECOND FLOOR LENDS AN INVITING VIEW OF THE MAIN LIVING SPACE, IT'S ALSO MORE SPACE FOR ENTERTAINING, EXERCISING, WORKING OR SLEEPING.

BELOW
BEYOND THE BRICK ARCHWAY, A STAIRCASE LEADS TO BEDROOMS AND ADDITIONAL LIVING SPACE, PROVIDING PRIVACY IN A CONDO OTHERWISE SET FOR ENTERTAINING A LARGE NUMBER OF GUESTS.

GRAND RAPIDS | HOME

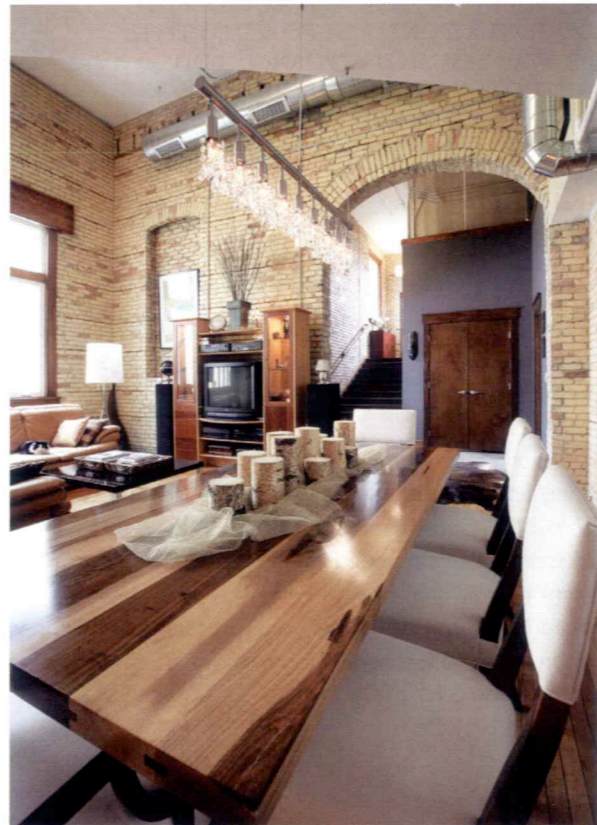
*H*ave you ever heard someone say how much he or she loves it here?

Perhaps they've moved back home to Grand Rapids after spending time in a bigger city with its unfortunate companions of traffic, noise, and pollution. Perhaps they landed a job here, and after considering it just a "stop along the way," fell in love and stayed. Perhaps they were born and raised here, and could never imagine living anywhere else.

No matter what the situation, it is a fair question to ask. If you love the city, why not live in it?

And that's exactly what a surprising number of people, young and old, are doing, thanks in part to the work of Jon Rooks and Parkland Properties, winner of the 2007 Helmholtz Grand Award for the best residential development with a role in revitalizing a neighborhood.

That award was bestowed on Union Square, the condominiums at the site of the former Union High School. Both here and at Parkland Properties' Boardwalk Condominiums, urban living has been redefined, and interest in it renewed.





ABOVE

IN THIS UNION SQUARE CONDOMINIUM, A GRAND SENSE OF SPACE IS CREATED BY THE WAY LIGHT ENTERS THE LIVING ROOM. WOOD PLANK FLOORS AND A CONTEMPORARY ENTERTAINMENT CENTER WERE MUST-HAVES FOR THE OWNER.

RIGHT

TWO SHADES OF CONCRETE COUNTERTOP ADD TEXTURED INTEREST TO A SPLIT-LEVEL BAR. STAINLESS STEEL APPLIANCES ADD ANOTHER TOUCH OF GRAY TO THE DRAMATIC BLACK AND WHITE BACKSPLASH. WHILE TRACK LIGHTING MAKES THE KITCHEN A BRIGHT SPOT FOR MEAL PREPARATION.



"Union Square was an amazing opportunity to save a really cool old building and make a huge impact on a neighborhood," Rooks said.

"We don't take the credit for bringing urban living to Grand Rapids, but we are very proud that we were the first to bring housing options priced under \$100,000 to downtown. We expanded the market when we committed to making sure that people who work downtown — like teachers, firefighters, nurses, and administrative support — can afford to live here. Meanwhile, we also sell lots of condos in the \$150,000 to \$450,000 price range in the very same projects.

"We've got happy, diverse buyers in each development, and that's been exciting for us and for our residents," said Parkland Properties salesperson, Arija Wilcox. "That diversity creates a socially and economically balanced

living environment where people and small businesses can thrive."

Both properties evoke a sense of urban beauty, from the exterior brick facade and view of some of the city's finest attractions, to the long, subtle hallways that lead to each door. Behind those doors, an eclectic vibe takes over, with each condominium reflecting the personality and design preferences of its owner.

"The buildings we renovate are typically about 100 years old," said Rooks. "They look historic, but the interior has a hip twist with the most up-to-date colors and modern finishes, so, they're really a dream to work on for interior designers, architects and developers."

"The tall ceilings, large windows, exposed brick — the charm factor is amazing, and when you pair that with the

tax benefits, you get double the benefits. We've never done a downtown project that doesn't include significant tax incentives for owners."

Between the Renaissance Zone, Neighborhood Enterprise Zone (NEZ) and the N-Champ program, owners do not pay city or state income taxes or property taxes. These incentives combined with lower interest rates help make housing affordable.

Beyond such investment incentives, amenities like forest courtyards with walking paths, a pool, hot tub, salon, club-

RIGHT

WHILE RENOVATED BUILDINGS LEND HISTORIC APPEAL CUSTOM INTERIORS SHOWCASE MODERN HUES AND FINISHES. "THEY'RE REALLY A DREAM TO WORK ON FOR INTERIOR DESIGNERS, ARCHITECTS AND DEVELOPERS," ROOKS NOTED.



GRAND RAPIDS | HOME



ABOVE

TYLER DEVEREAUX DESIGNED THIS CONDO, ADDING DRYWALL AND A GRAYISH-BLUE HUE TO SOFTEN THE CONDO'S PRIMARILY BRICK INTERIOR.



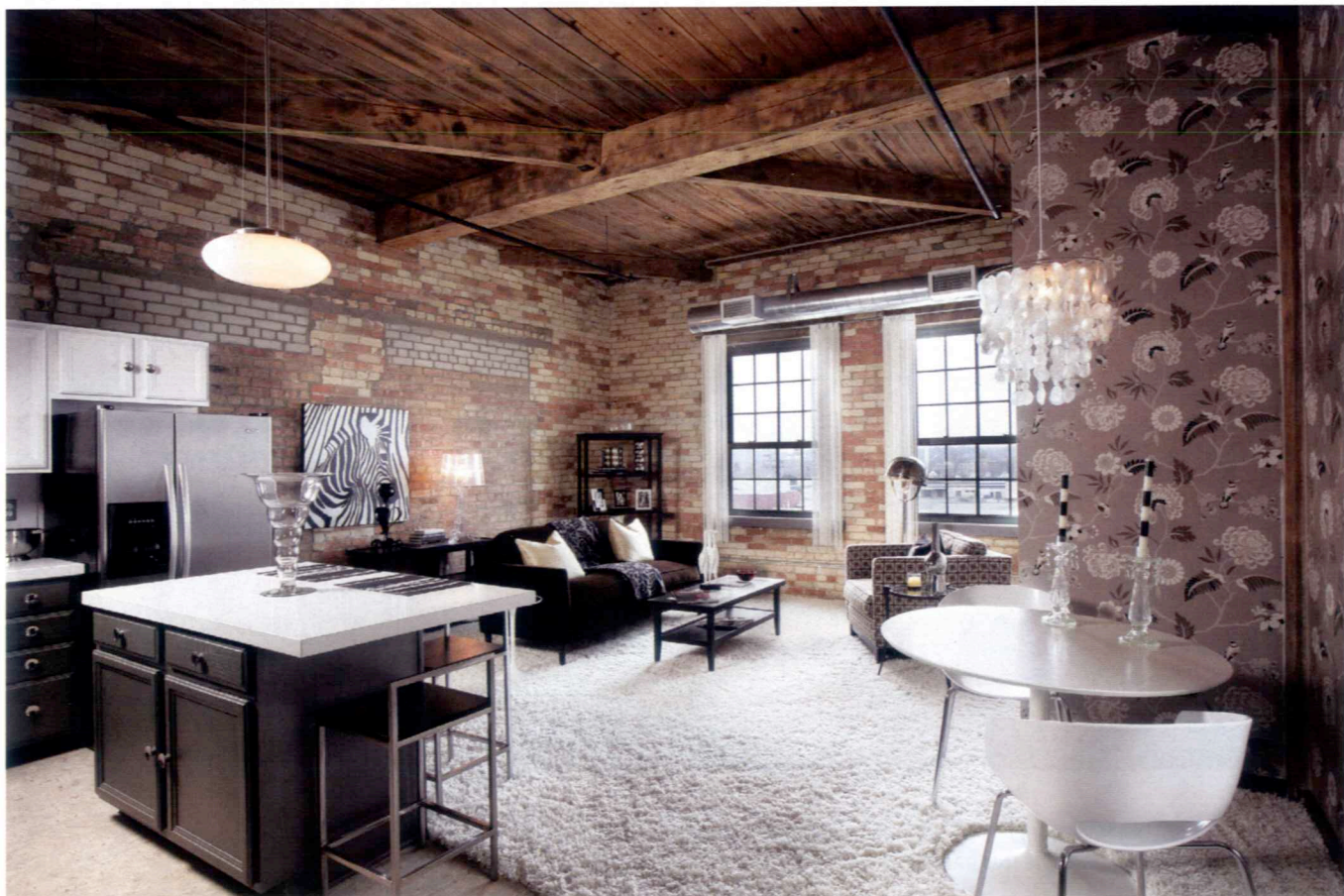
ABOVE
BRICK CEILINGS, EXPOSED PIPING, AND A STUNNING VIEW OF CANAL PARK AND THE GRAND RIVER BRING URBAN LUXURY TO THIS BEDROOM. THICK SHAG CARPET, A NOTCHED WORKSPACE, AND BOLD, DRAMATIC STRIPES ADD COMFORT TO THE BLACK-AND-WHITE COLOR PALETTE.

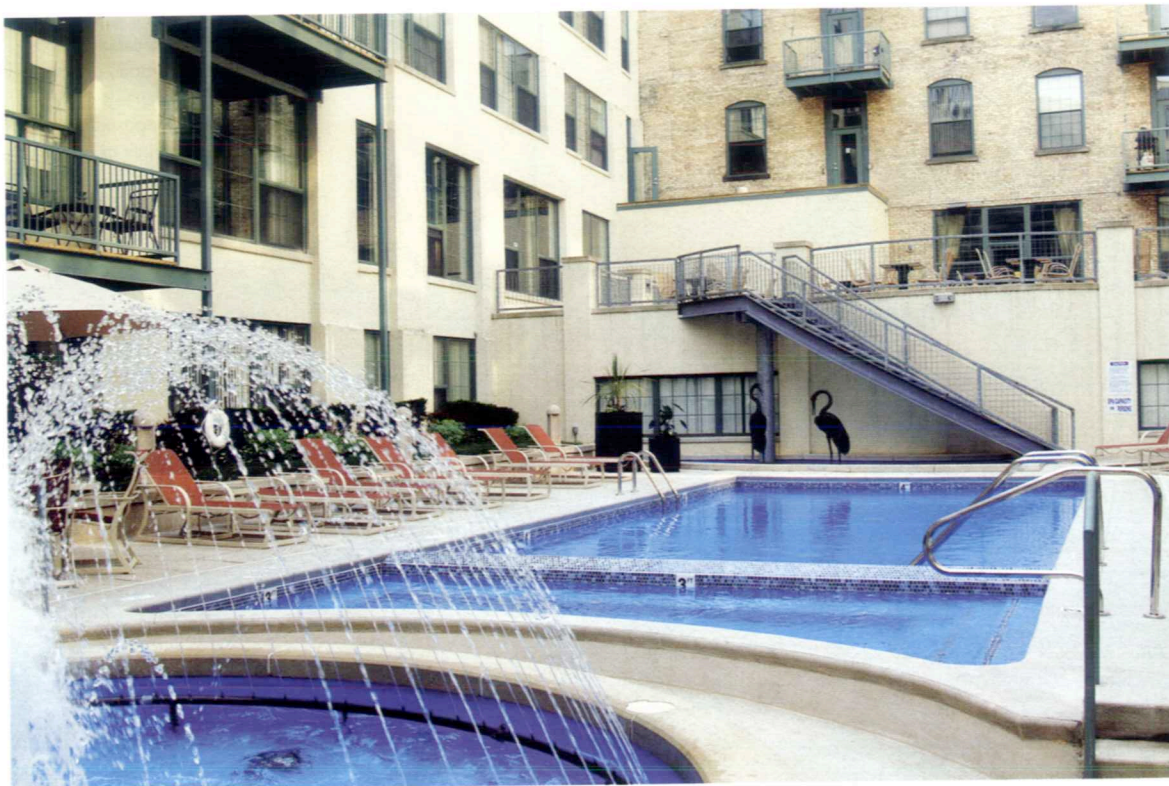
house, game room, fitness center, theatre room, rooftop decks, restaurant and bar, coffee shop, and onsite dry cleaner are attracting business professionals, empty nesters, and young singles alike.

"People who love this city love to live at Boardwalk or Union Square," said Wilcox. "We provide a worry-free, low-maintenance lifestyle and for everybody from medical professionals on call in the middle of the night, to snowbirds who fly south for the winter, these properties are perfect. Moving here is part of a greater trend of simplifying one's life."

In 2007 alone, Parkland Realty sold and closed over 210 condos downtown at Boardwalk and Union Square, roughly a mile apart. These two projects were the fastest selling condo developments in Michigan during 2006 and 2007 (based on closings), representing 80-85 percent of all downtown closings in those years. According to public records, the resale profits of co-owners in 2007

BELOW
PLAYFUL PATTERNED WALLPAPER IN NEUTRAL TONES GIVES TEXTURE TO THE ROOM'S ONLY NON-BRICK WALL. MINIMALIST LIGHT FIXTURES ALLOW THE NATURAL LIGHT, LET IN THROUGH LARGE WINDOWS, TO SERVE AS THIS CONDO'S PRIMARY SOURCE OF ILLUMINATION.





ABOVE
A LUXURIOUS POOL AND HOT TUB FILL THE NORTH COURTYARD AT BOARDWALK CONDOMINIUMS. A FOUNTAIN AND BEAUTIFUL LANDSCAPING COMPLETE THIS RESORT LIKE SETTING.

averaged \$27,000. Union Square has 8 of 180 units still available. Just 55 of 230 units remain at Boardwalk.

CUSTOMIZATION IS KEY

Parkland Properties hired its own staff so it could be flexible with customization. For example, one condo owner turned a 2 — bedroom condo into a large one bedroom with more living space. Another wanted a 100 — year old metal door installed as a room divider.

"Today, people use the Internet to find products you can't necessarily pick up in a store in West Michigan" Brad

Veneklase, also a sales agent for Parkland, observed. "They have us installing some very unique things, like a Murphy bed that folds out sideways, hidden in a bright orange cabinet."

Veneklase, who lives at Union Square and had a European stainless steel insert set into a six-flame fireplace topped with concrete mantle and steel separators, agreed. "Truly, the possibilities are endless."

To learn more, visit: www.boardwalkgr.com www.union-squaregr.com and www.parklandgr.com

COMING SOON: MUSKEGON'S HIGH POINT FLATS

Looking for amazing lake-shore views of both Muskegon Lake and Lake Michigan? Look no further than Parkland Properties' latest project, High Point Flats. A Renaissance Zone property until 2023, this renovated bank and office building is Muskegon's original high-rise. With ceiling-to-floor windows, pool and

marina access, High Point Flats is open for occupancy in 2009, and reservations are being taken now.

"The complete streetscape renovation in Muskegon is amazing, and we're excited to be part of the city's rejuvenation," said Parkland Properties salesperson, Brad Veneklase. "The Renaissance

Zone is the greatest residential development tool in Michigan, and we're excited to pass on the savings to condo owners for another 14 years. The tax benefits on this property will outweigh the interest; so in essence, people are almost living for free." To learn more, visit www.highpointflats.com