



THE
SOVEREIGN
A new downtown culture

NEWS RELEASE

Chard Brings Manhattan-Style Living to Downtown Victoria

Victoria, B.C. – (May 5, 2010) Chard Development is furthering its dedication to revitalize and enhance Downtown Victoria by launching a boutique condominium project complete with the city's first ever residential building dual car elevators. Introducing a taste of New York-style living to the Old Town district, *The Sovereign* will feature two remote-controlled car elevators that will be accessed from the garage entrance and transport vehicles to four levels of parking.

The 11-story concrete and steel building will be composed of 36 luxury suites as well as two commercial premises on the ground level. *The Sovereign* features upscale finishes and high end décor, such as wide plank flooring, 100 per cent wool carpeting in bedrooms, full-height pantries with contemporary-style frosted glass doors, GE Monogram® ranges and granite countertops to list a few.

Located at 608 Broughton Street in Old Town Victoria, where Gordon meets Broughton Street, *The Sovereign* is Chard's fourth major residential development in the city centre and one of the only luxury projects currently moving forward. *The Sovereign* is being built to help enhance the cultural livelihood of the area, attracting more people to live, work and socialize in one of the city's historic neighbourhoods.

"*The Sovereign* is next door to many urban attractions – eclectic shopping, theatres, restaurants, galleries and many other experiences that enrich city living," says developer Dave Chard. "The location is unique given the neighbourhood's heritage roots, proximity to the Empress, Union Club and Inner Harbour and with only 36 homes, it is an exclusive and rare residential opportunity."

Internationally renowned architects Musson Cattell Mackey Partnership have been selected to design *The Sovereign*. Interiors are being designed by award-winning BBA Design Consultants. Chard has worked with Musson Cattell Mackey Partnership for all four of its Victoria projects – *Corazon*, *Juliet*, *The 834* and now *The Sovereign*. Together, the two companies have helped grow Victoria's downtown and attract more residents to the city core.

"Victoria is one of the country's most dynamic cities. From the beginning, our goal has been to enhance it by building consistently distinctive and architecturally successful projects," says Chard. "*The Sovereign* represents positive change for Victoria because it endorses the City's goal of supporting a culturally-rich downtown. *The Sovereign* is our fourth major project in the city and we are confident that it will offer as much value and pride as our past projects have."

The Sovereign will be a mix of one bedroom, one bedroom plus den, two bedrooms and sub penthouses and penthouses. Sizes range from 656 to 1,621 square feet. Residents will have access to *Club 36*, a guest suite available to all owners for unexpected drop-ins or spur-of-the moment meetings; and *Sovereign Commons*, a shared rooftop terrace with an open-flame fireplace, cushy seating and a built-in stainless steel barbeque. Prices will start at around \$400,000.

A handful of suites at *The 834*, located at 834 Johnson Street, are also available at this time. *The 834* was designed to feature a great number of space-savvy homes with more affordable price points. The building is 70 per cent sold and under construction for completion in Fall 2011. Prices for remaining units start at \$211,000.

Chard Development has been a catalyst in revitalizing downtown Victoria. In 2006, Chard Development completed *Corazon*, a 12-storey tower at 732 Cormorant Street. In 2008, the developer delivered *Juliet*, a 96-suite building, located at the corner of Blanshard and Johnson Streets. In 2009, Chard introduced *The 834* to the market. When *The Sovereign* is complete, Chard projects will have brought more than 300 new homes to the downtown core.

For more information visit www.thesovereign.ca and www.chardevelopment.com or contact:

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