

# lifestyle



## Unique Pasadena condo complex features full service

By Toni Momberger

A new and unique condominium complex is nearing completion in downtown Pasadena.

There will be 71 units, each unlike any of the others.

Amenities will include valet service, a wine library, a pool, a gym, exclusive deliveries from Julienne, and a full-time concierge. Concierge service will include scheduling trips, making dinner reservations, picking up laundry and walking dogs.

Occupants could call the concierge and say, "I'm going away for a week, please water my plants and have fresh juice in the fridge when I get home," according to marketing consultant Diane Reed.

"The difference between new condos and Granite Park Place is that you're buying a lifestyle," said Darrell Done, Coldwell Banker agent, and manager of the Granite Park Place sales team. "When you move into Granite Park Place, everything is taken care of for you."

The price of such pampering varies by type of condo.

Townhouses are \$995,000. Two-bedroom condos are \$1.27 to \$1.95 million. Three-bedrooms are \$1.9 to \$2.5 million. There are also three live/work units.

The live/work concept accommodates homeowners who run a business out of the home. The office spaces have a separate entrance.

There are three on the San Pasqual side of the complex.

"It would have to be low traffic, like an artist or therapist," said Reed. "A graphic designer would be ideal."

The main entrance to Granite Park Place is off of South Lake Avenue through Granite Drive, which is to be resurfaced and landscaped on both sides.

Landscaping is a major priority to Vornado, the project's developer. Forty-six percent of the land the complex is built on is outside garden space.

Each unit has at least one generous outdoor room. A mid-size unit will have about 2,200 square feet and 640 square feet of terrace.

"It's like being on vacation, but you get to stay," said Reed. "You also get to stay in your community, without the upkeep and maintenance of a large estate."

The architecture was designed to mimic Pasadena's existing style.

"We're trying to have it reflect the community," said Paul Sunshine of Dominion, the company in charge of marketing. In addition to hiring locally for the construction phase, Vornado is commissioning local artists



for the homes' sculpture garden.

Local caterers and florists will also be employed for the grand opening event Dec. 5, which will be an evening wine-and-hors d'oeuvres reception with tours, and will benefit a yet-to-be-determined non-profit group.

An upgrade package available to people who buy space before the grand opening includes \$10,000 with California Closets for a master bedroom closet build-out, carpet upgrades and a

washer and dryer.

"New homeowners don't have to bring any appliances. They can just show up with furniture and a toothbrush," said Done.

Ten percent of the condos are already sold, including the two most expensive units. The highest priced one is 3,000 square feet with a 1,400-square foot terrace.

"We haven't run any ads. It's all been word of mouth," said Done. "There's no sign that says 'for sale.' It's been a

