

2011 SAM Awards winners



MULTI-FAMILY COMMUNITY

Casel builds a strong sense of community



SUPPLIED PHOTOS

"This is the kind of project that will build up and revitalize communities. It's what the city needs."

FAST FACTS

BUILDER/DEVELOPER:
Niklas Group
AREA: Bankview
PRICE: Starting at \$399,000 (without parking)
DIRECTIONS: Casel located at corner of 24 St. and 17 Ave. S.W.
HOURS: Thursday to Monday, noon to 5 p.m.; Tuesday and Wednesday by appointment
CONTACT: Call 403-229-0940 or visit www.mycasel.com



Even before receiving an award for it, the Niklas Group knew that their community at Casel on 17th was something unique in Calgary.

Lauren Barr
CALGARY SUN

Now, after winning the SAM Award for Best Multi-Family Community and Best Apartment-Style Condo, they have the accolades to prove it.

"Even before receiving the SAM Awards, our motto for Casel was: It's more than a condo; it's a community," says Niklas Group's Don King. "To be awarded in both of these categories is fantastic."

The condo has a European take on design, with a market and lifestyle-based merchants on the main level of the building, bringing an urban feeling right into the building.

"The whole project was building a community within an inner-city community," says Niklas Group co-owner Joel Goralski. "That's really why the community award was perfect."

"Often, a community is seen as a whole bunch of houses with a park in the middle. That's great, but we did something very different in the Calgary market. It's nice that the SAM Awards were thinking outside of the box as well."

On the first level of Casel, the first floor comprises of Casel Marché, with Market 17, a European-style market brimming with local organic produce, fine cheeses, artisan baked goods and deli meats.

"We've brought back the small grocer," Goralski says. "You can do all your shopping there, but it's more intimate and you know the owner."

Other tenants include Vie

Café, with coffee, pastries and sandwiches provided, as well as Cassis Bistro, a well-regarded restaurant with a French flair. J. Webb Wine Merchant rounds out the group.

"All our tenants are home grown and work together in a self-supporting environment," King says.

"J. Webb provides wine to the bistro, and the restaurant, coffee shop and market work together for certain products."

Another superb feature of Casel on 17th is its proximity to downtown.

"It's a five- to 10-minute drive," Goralski says. "Many people are beginning to see their time as a premium and realize it makes a lot more sense to live closer to work and the city."

"There's a shift going on, with people moving to the inner city, maybe only needing one car."

At Casel on 17th, there are only 10 units left, with immediate possession available. The contemporary apartments include luxurious standard features, including nine-foot ceilings and quartz countertops, with spacious balconies.

The community is also preparing for a street festival to celebrate its one-year anniversary on May 26, with 12 food trucks coming.

"We want to focus on the food and market here, to celebrate both the market and the condo itself," Goralski says. "It gives people a chance to see we're more than just a building, we're a community."

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