

# THE VANCOUVER SUN

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## Fractional ownership in the city centre

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Parkside Victoria is Canada's first fractional ownership property in an urban setting and also the first resort hotel in Canada to be built to LEED (Leadership in Energy and Environment Design) platinum standards, the highest "green" building rating available. (The company is still waiting for certification.)

That's not all. The family-owned property won two gold medals at this year's American Resort Development Association Convention in Las Vegas. Parkside took both the "resort design" and "plan design and utilization" awards.

Jim Pearson, chief executive officer of Aviawest, the company that developed Parkside, was thrilled with the recognition in Las Vegas.

"It's really quite surreal to reflect on where we have come from to where we are now. To be a small family business through the financial crisis and to win these awards when we're up against the best in the world is really special."

Aviawest got its start in 1991 when Pearson's parents purchased a campground on a stretch of beach in Parksville and built six vacation homes on it.

That development -- Pacific Shores --is now almost built out, with 108 units, some fractional ownership as well.

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