

Business Profile - Island Outlook Developments

Island Outlook Developments a double CARE finalist

By Goody Niosi *Writer*

VICTORIA - For the first time this year, **Island Outlook Developments** entered the CARE awards in two categories – and is a finalist for a Gold CARE in both its categories: Best Single Family Detached Spec Home under 2,500 square feet and Best Kitchen under 225 square feet.

Both categories apply to the **Richardson** residence in Fairfield.

Jesse Baidwan, owner of Island Outlook Developments explains, "We've been building quality homes for a long time but we've never entered the awards until this year. And we thought that we had a really nice product and it was time. I believe the CARE awards give us some distinction and let the public know that we're in this for the long run."

He notes that he poured all his passion for quality building into the Richardson Residence – quality coupled with value.

"Most builders probably wouldn't build such a home in the spec category," he says. "But we felt it was the right area and the right house. It was really a showcase for Island Outlook."

He admits that he may have gone "over the top" in some areas, especially in quality details, but he wanted to build a home that would make people pay attention – and they did. When the home was finished and opened to the public, crowds came through, all taking note of the quality, the details, and the finishing.

"In the end it was worth it," Baidwan says.

The Richardson Residence was not without its challenges, but the kind of challenges Baidwan says he welcomes. The site was a small infill lot that required a smaller home



Jesse Baidwan is owner of Island Outlook Developments

to blend into the neighbourhood. At the same time, Baidwan stressed contemporary design, light, space and eco-friendly building materials and methods.

The residence offers features like travertine, heated tile floors, stucco and cedar exterior, energy efficient windows and doors and eco friendly insulation. Even the landscaping is low maintenance.

The contemporary feel of the home is enhanced by natural light and 10-foot ceilings.

It's a look that is appealing to more and more people, Baidwan says – a look that Island Outlook Developments delivers with an eye to also providing value for homeowners.

Baidwan notes that real estate has always been his passion. He grew up in a family involved in real estate and worked in the family business until starting his own company in 2007.

"I've always had a vision for homes and products and for what people like and don't like," he says. "I love coming

I think we're trying to deliver a high end product for people who have a budget and who want good quality. And we're able to provide that."

Since 2007, the company has taken on many interesting projects including single family residences, commercial buildings and **Lansdowne Walk**, a townhouse development that sold immediately and received much praise. Baidwan notes that even through the economic downturn, his company's products sold well.

Currently Island Outlook Developments is working on several projects in Victoria, notably several custom homes as well as **Channery Place**, an urban inspired spec home in Victoria. Baidwan says this new home will spur people to think outside the box in terms of how to make their home more sustainable. The exterior features a mixture of horizontal and cedar siding along with acrylic stucco and deeply sloping rooflines. The 2,400 plus square foot interior

offers large walls of windows that let sunlight stream into every room.

He calls the new home "modest and modern," saying, "This plan celebrates the rising popularity of mid-century inspired homes. In this unique design, the creativity reveals how to transform space into open, inviting and practical areas for living comfortably and working well."

He adds that Channery Place will definitely be an entry in next year's CARE awards. In the next 12 months Baidwan also plans to become **Built Green** certified.

"We want to stay ahead of the curve," he says. "We're looking for those unique spots to build. I also want to be that building contractor that builds value for clients. And if people want to talk to us about custom builds, we'd be happy to explore that option."

Island Outlook Developments Ltd. is at 5067 Clutesi Street in Victoria.

www.islandoutlookdevelopments.com



Island Outlook Developments' Richardson residence



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Accounting | Bookkeeping | Consulting

T 250.386.1999 F 866.342.0504
204-2610 Douglas St
Victoria BC V8T 4M1
www.dalevinson.com



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