

Full Steam Ahead for Uptown White Rock Seniors Residence

PARC lifestyle retirement residence to help revitalize White Rock's town centre

November 10, 2016; Vancouver, BC - PARC Retirement Living is pleased to announce that White Rock Mayor and Council have unanimously approved a development permit for its 202-unit rental retirement residence. The new seniors community will be located at Johnston Rd. and George St. and will make a significant contribution to the revitalization of White Rock's urban town centre.

"We collaborated with White Rock city officials to design a building that contributes to town centre rejuvenation and meets the needs of seniors who want to retire within their own community," says Russell Hobbs, Vice-president, Development and Construction, PARC. "With its amenities, services, and natural beauty, it's no surprise that many want to spend their retirement years in White Rock. The lifestyle accommodation PARC offers will allow White Rock seniors to stay fully engaged in the heart of their city."

The PARC project is the first to be approved under the City of White Rock's 2013 Town Centre Urban Design Plan (CR-1) zoning, which allows for higher density in the city's town centre. The project will include a 23-storey residential tower and space for dedicated amenities. Three street-level commercial units and a seniors-oriented fitness centre (open to both resident and non-resident seniors) are also part of the project.

Consistent with White Rock's town center planning, the project will include pedestrian mews to connect George St. and Johnston Rd. foot traffic. White Rock PARC will be built to LEED Gold standards and will employ European building technologies to reduce energy consumption and greenhouse gas generation.

PARC's independent living rental suites are complemented by a range of services including full meals, housekeeping, laundry service, maintenance, and on-site professional services. Entertainment, fitness, and recreation are also included. The residents will enjoy numerous outdoor patios and a permanent greenhouse where they can garden and gather in sun-filled and shaded areas.

PARC Retirement Living will actively contribute to White Rock community life through its support of programs and events that meaningfully enhance the lives of seniors in the city.

The project is scheduled for completion in 2019. For more information, visit: <http://parcliving.ca/the-residences/white-rock-parc/>

ABOUT PARC RETIREMENT LIVING

PARC Retirement Living is a privately owned company specializing in building and managing seniors' lifestyle residences in the Greater Vancouver area. The company currently operates four retirement communities where residents enjoy active and independent retirement lifestyles. PARC's premium residences occupy prime real estate in exceptional locations within walking distance of amenities, parks, shopping areas and urban centres. The company contributes as much as \$500,000 annually to neighbourhood organizations that benefit the lives of seniors and foster a cultural connection. Founder Rainer Müller, member of the Swiss Society of Engineers and Architects, incorporated the company in 2004. <http://parcliving.ca>

NOTE TO EDITORS: Rendering images are available.

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