



VANCOUVER'S RIVERFRONT REFRESHED

A warm breeze rustles the leaves in the trees. Overhead, the sun breaks through the clouds, its rays warming the banks of the river and adding a shimmer to the water. And just over by the pier, the sound of children's laughter can be heard as they clamber over the recycled timber playground nearby.

It's a scene that would have been hard to imagine just eight years ago—that is before Vancouver developer ParkLane Homes began to think up this beautiful picture.



FROM MILL SITE TO RIVER DISTRICT



- 1999**
Canadian White Pine Mill is taken over by Weyerhaeuser USA.
- 2001**
The mill closes.
- 2003**
ParkLane purchases the site.
- 2010**
Ground is broken for the first time on-site in August.
- 2011**
The Centre and Romer's Burger Bar open in May 2011.

View from Kerr Street pier looking north toward River District Centre

REDISCOVERING THE SOUTHEASTERN WATERFRONT

This waterfront landscape was once the industrial site of the Canadian White Pine Mill. Now, it's the beginnings of a new masterplanned community by ParkLane Homes called River District Vancouver. Formerly known as East Fraserlands, this 130-acre parcel of land stretches from Boundary Road all the way to Kerr Street.

It's a startlingly original vision—the biggest project of its kind in Vancouver for a generation. ParkLane's vision for River District is nothing less than the creation of a whole new neighbourhood for this once forgotten area of Southeast Vancouver: more than 7,000 homes for some 15,000 residents; two new schools; neighbourhood retail including a grocery store and drug store; a community centre; public buildings; offices; restaurants and a



central High Street, reaching down to a waterfront pier.

Already, the neighbouring community has noticed the changes, and residents are responding to ParkLane's newly constructed River District Centre.

"My biggest thrill is seeing the community's positive response to the building and to the team here," says Kyra Lubell, River District's Director of Community Relations. "Everyday, I'm meeting new visitors and locals who are eager to learn more about River District. People clearly want to be part of this."

AN APPETITE FOR CHANGE

Chef Jim Romer agrees the area needs this fresh start, and he can certainly attest to how appreciative people have been as they dine at the only riverfront restaurant in Vancouver. Jim is a co-owner of Romer's Burger Bar – the gourmet neighbourhood restaurant next door to River District Centre – and his newly opened second location is booming. (You'll find the original Romer's on 4th Avenue in Kitsilano.)

SUPPORTING & REINFORCING LOCAL ECOSYSTEMS

» Natural habitats such as Sanctuary Island – where birds and animals can live undisturbed – are being created.

» Rainwater will be collected and cleansed on-site in vegetated bio-swales, rain gardens and permeable pavers.

» There will be communal gardens, orchards and edible landscaping.



"We've been non-stop for lunch and dinner every single day since we opened. People in the neighbourhood love the fact that they can sit out on the patio, enjoy a casual meal and then head for a stroll on the river path. I'm really pleased. I'm seeing more and more families gathering here every week to enjoy not only the waterfront but the Centre as well."

A PLACE FOR EVERYONE TO GROW

Indeed, when it comes to the Centre, there is no denying that River District has held strong to its commitment to build a place of community. Every Tuesday and Thursday morning the Centre offers a family drop-in program for parents and caregivers with children as part

of its partnership with the not-for-profit organization Vancouver Family Place. The Centre is also available to be booked by nearby residents and businesses for local group, charity, association or small business gatherings. And they are seizing the opportunity with a calendar full of events.

It's all part of River District's vision to create a new chapter for this area of Vancouver.

"This is a fresh start for Southeast Vancouver—we're eight years into a 15-year project," says Ben Taddei, COO, ParkLane Homes. "The waterfront is a naturally beautiful setting for recreation, dining, learning and living. We're proud to be reconnecting Vancouverites with it—the last great piece of waterfront."

Looking out over the mighty Fraser, it's easy to forget this is still Vancouver. Yet, Marine Drive is only a matter of minutes away—on foot.



Waterfront patio at Romer's Burger Bar

THE LONG-TERM VISION

- » 7,000 homes
- » 15,000 residents
- » 250,000 sq ft retail space
- » 2 schools
- » 4 daycare centres
- » 1 community centre
- » 25 acres of new park space
- » 1.5 kilometres of riverfront pathway

Former White Pine Mill employee Elmar Froehle is equally amazed: "To see the transformation of my old workplace go from an industrial site to this inviting place is something I thought I'd never see."

And shouldn't every riverbank tale have a happy ending?

For more information visit RiverDistrict.ca