

WHITE ROCK | *Feature*

The Cindy Russell Team

PARADISE FOUND

How do you build a dream life in South Surrey? Start with a dream home.



South Surrey To See Growth Of \$1.5 billion In Housing

Planners consider proposals for 2,400 units in largely rural area

"The Cindy Russell Team" has been telling anyone that would listen that South Surrey/White Rock was the place to be! Over the years many of you have taken our advice and invested in our wonderful communities both in real estate, business and most importantly, your families well being. Every single one of your real estate investments have performed well beyond your expectations! Among many fabulous and exciting new area developments is the much talked about "Morgan Heights" project and developers are lining up with more than \$1.5 billion worth of multi-family housing projects for a planned community of 5,400 people in south Surrey's Morgan Heights.

In a mostly rural area of \$1-million homes on one-acre lots, planners are considering proposals for 2,400 units ranging from one-bedroom condos to luxury townhouses and single-family homes, to be built over the next three years.

Housing could be joined by a 400,000-sq.-ft. upscale shopping area -- similar to West Vancouver's Village at Park Royal -- and "tamed" big-box stores such as Wal-Mart, Surrey planner Nicholas Lai said in a release.



The Morgan Residential Development

Citing restricted surface parking and high standards of design and architecture, Lai said: "You will probably see the most beautiful, well-designed Wal-Mart in the whole of the Lower Mainland."

Other stores in the mix include Home Depot and Real Canadian Superstore.

"Over the years there has been quite a pent-up demand in south Surrey for commercial and multi-family development," Laid said. "That's why you have got a development of this magnitude in a relatively short period of time. But it will be development on a human scale."

Morgan Heights straddles about 79 hectares (196 acres) bounded by the Highway 99 corridor to the west, 28th Avenue to the south, and 164th Street to the east.

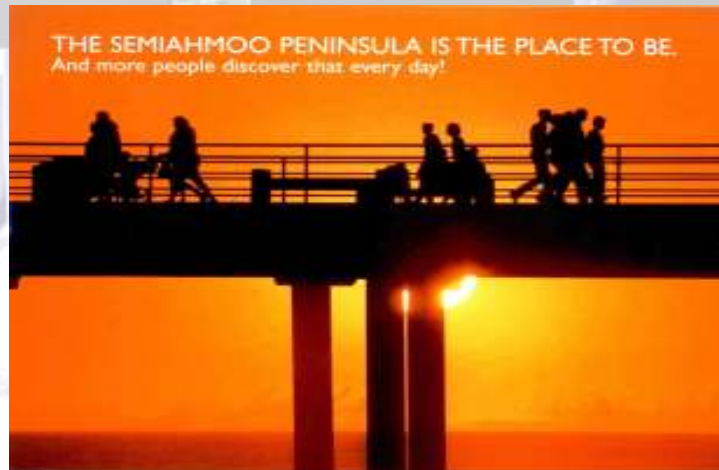
The first residential phase of 121 units at the Morgan, a \$100-million condo development in two buildings at 26th Avenue and 160th Street, sold out in advance of the official opening, Richard Wittstock, vice-president of Amacon, said Monday. The second phase will be released May 12, four months ahead of schedule.

Wittstock said what excites city planners and community groups -- the Neighbourhood Community Plan received 79 per cent support at a public hearing -- is the concept of sustainable living with medium and high density housing within walking distance of shops and services.

"It's going to be a very vibrant community where people can live and walk to their shopping and all of their services without having to jump in the car for a quart of milk," Wittstock said in an interview.

Larco Investments, owner of West Vancouver's Park Royal Shopping Centre, has applied to build a "lifestyle village" on about 11 hectares (28 acres) at Highway 99 and 24th Avenue.

"What excites us is that there are lots of million-dollar homes here, yet it is the fastest-growing area of Surrey," Larco development director Art Phillips said in a release. "If you look at the demographics, the opportunities for a lifestyle village similar to the one at Park Royal are very strong."



Larco is also building 457 residential units. Other developers at Morgan Heights include Intracorp (464 units), Polygon (327 units), and Pacific Rim (120 units). In addition, nearby land is being parcelled into about 500 lots for single-family housing.

While Morgan Heights is about sustainability -- getting people out of their cars and reducing carbon dioxide emissions -- Lai said it is also about affordability.

"This is the first time in this beautiful area of south Surrey where young people starting out, or families, or retired couples, can afford to buy."

High density is the new destiny for south Surrey. These projects will only add more and more value to your current real estate investments and make living in South Surrey/White Rock and even more enjoyable and convenient experience. So whether your buying or selling feel free to contact "The Cindy Russell Team" for all of your real estate needs!

This model shows The Morgan, a residential component of the huge development planned for south Surrey's Morgan Heights. The Morgan, a \$100-million development by Amacon, will feature 242 apartments within two four-storey buildings.

Morgan Heights by the numbers

\$1.5 billion Overall cost of development

5,400 People expected to live in the planned community

2,400 Residential units planned

3 years time frame for construction

Developers involved: Amacon, Intracorp, Larco, Polygon, Pacific Rim

Some people live for vacations, but here in South Surrey & White Rock, we live them each and every day!



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It's Never a Bad Time to Get into the Real Estate Market is "The Cindy Russell Team" perspective. In life you, sadly, don't get what you deserve, you get what you negotiate! All good deals are created. No one will call you and say: Just for you. I will knock \$50,000 off the price...just for you.

"Your Satisfaction Always Guaranteed"

Whether you are buying or selling property, you need to have a plan of action...something that Cindy Russell is a specialist in! It is always about the good deal you make for yourself through your Realtor or in our case your real estate Team. Order is one of the first laws of expansion whether it's your family or holdings. We don't remember who said it, but it is true. Make a plan, get into "order," and you will expand and get whatever it is you want. As a Real Estate Team we have a wonderful job, one where we on a daily basis really make a difference in many peoples lives, not only our clients.

When I began writing our "Mission Statement" for "The Cindy Russell Team" I didn't want to write some long self involved thesis on "why I love real estate" but wanted to keep it very simple. What it comes down to for most of our clients is this, "creating win-win buying and selling solutions of all kinds." Yes, there is so very much more to it than that but basically that is what it comes down to. It is not always easy, particularly in a hot market-as now-but in our experience you can't force any deal...and Cindy Russell nor her Team will never broach either their moral or ethical beliefs to do so! We realize that for many clients it's not easy being patient but in real estate there is another train along every ten minutes! The oft asked question: Is it over? Should I sell now and wait for the market to drop? Is it too late to find a good deal in real estate? These are all valid questions, if we had not heard the same ones for many years. You know our answer already: It is never over.