

‘Clear need for affordably-priced homes’: Developer reveals plans for 40-storey tower on Pickering Parkway

Range of units available

The building will be adjacent to the Pickering Town Centre, the GO Station, the library and the community centre.

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Sevoy Developments image
Sevoy Developments is building a new 40-storey building on Pickering Parkway near Hwy. 401.

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Sevoy Developments has unveiled its latest condominium project, a 40-storey tower with 571 units in Pickering.

This project at 1515 Pickering Pkwy. will offer some of the most affordable prices in the GTA, according to a press release from the developer.

The building will be adjacent to the Pickering Town Centre, the GO Station, the library and the community centre.

Home values have increased by 31 per cent since 2020 in Pickering, making it difficult to purchase a home, and rents have increased by six per cent per year.

“We are thrilled to introduce 1515 Pickering Parkway to the market,” said Dov Seidenfeld, CEO and president of Sevoy Developments. “There is a clear need for affordably-priced

homes in Pickering and we have designed 1515 Pickering Parkway to meet that demand.

He said the company believes Pickering is on an exciting trajectory of becoming the GTA's new "east core."

The Region of Durham expects roughly 155,000 new residents in Pickering in the next decade.

This project will offer studio, one-bedroom, two-bedroom or three-bedroom units. One-bedroom suites are priced from the \$400,000's

The design

The building's exterior is reminiscent of piano keys with its black-and-white facade.

"For us, architecture is akin to composing music – it's about creating harmony between form, function, and the environment," said Stephen Hood, lead architect at the firm Arcadis.

Outdoor areas will include an exclusive off-leash dog park amenity on the main floor, and a rooftop courtyard will showcase seating areas, barbecues, and spaces for entertaining spaces.

Each suite has a balcony, terrace or juliet balcony.

Inside amenities includes a multimedia room, and a family room with entertainment and game zones.

Truong Ly Design has created a communal feel to the lobby and lounge, which features an overhead sculptural element. A mezzanine that features a coworking area with individual pods overlooks the lobby.

See article here:

https://www.durhamregion.com/news/clear-need-for-affordably-priced-homes-developer-reveals-plans-for-40-storey-tower-on-pickering/article_f02d2a8a-1766-50f7-af45-7e0e2845d393.html