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Sevoy Developments introduces 1515 Pickering Parkway

Sevoy Developments is thrilled to unveil its latest condominium project, 1515 Pickering Parkway. This project marks a significant milestone for Sevoy Developments and their experienced team, having successfully acquired prime, multi-residential sites across the Greater Toronto Area (GTA), resulting in a pipeline of over 3,400 new homes. Sevoy is starting the year off with 1515 Pickering Parkway, an impressive 40-storey tower – offering some of the most affordable prices in the GTA.

Standing tall in Pickering's new downtown, 1515 Pickering Parkway is strategically positioned at the centre of the city's future growth. Adjacent to the Pickering Town Centre mall, the Go Station, the Public Library and the Community Centre, this area is embarking on a major transformation with plans to become the next vibrant urban hub in the GTA. The Region of Durham anticipates its population to surge to 1.3 million over the next decade, with estimated growth of 155,000 new residents in the City of Pickering.

Since 2020, home values have increased by 31% in Pickering, pricing many potential homeowners out of the market. Rents have also increased at a pace of 6% per year – signalling the need for more affordable rental housing options as well. Sevoy's 1515 Pickering Parkway development aims to satisfy the burgeoning demand for entry-level housing by providing a range of condominium suite types and sizes for individuals at every stage of life.

"We are thrilled to introduce 1515 Pickering Parkway to the market. There is a clear need for affordably priced homes in Pickering and we have designed 1515 Pickering Parkway to meet that demand. Pickering is already a great place to live, work and play. It's easy to get to and get from. We believe Pickering is on an exciting trajectory of becoming the GTA's new 'east core.' I feel very fortunate to be a part of its growing urban fabric and to play a pivotal role in the development of its new downtown," says Dov Seidenfeld, CEO and President of Sevoy Developments. "1515 Pickering Parkway is just one of

several buildings that we will be bringing to the market over the next couple of years. By employing thoughtful design principles tailored to meet the needs of today's market, we believe our buildings will exemplify our commitment to excellence."

Designed by the esteemed architectural firm Arcadis, this 40-storey project will bring 571 new suites to an already growing community. With a selection of well-designed suites at affordable prices, purchasers can opt for a studio, 1-bedroom, 2-bedroom or 3-bedroom plan, catering to first-time homebuyers, single professionals, downsizers, and young families.

The design of 1515 Pickering Parkway is a harmonious blend of stylistic elegance and functional brilliance, evoking the imagery of music frozen in time. The building's exterior, reminiscent of piano keys with its black-and-white facade, will elevate the standard for modern living in Pickering.

"For us, architecture is akin to composing music—it's about creating harmony between form, function, and the environment. This philosophy guided our design for 1515 Pickering Parkway, where the building itself becomes a visual symphony," says Stephen Hood, Lead Architect at Arcadis. "1515 Pickering Parkway will become a new landmark, creating an indelible mark in the skyline."

Various outdoor areas have been incorporated throughout the building. On the ground floor, residents will have use of an exclusive off-leash dog park amenity, while above, an interior rooftop courtyard will showcase seating areas, BBQs, and entertaining spaces. Additionally, balconies, terraces and Juliet balconies have been included in every suite, creating seamless indoor-outdoor connectivity.

The interiors, designed by the talented Truong Ly Design Inc, highlight natural beauty and high-quality materials. Every amenity in 1515 Pickering Parkway has been thoughtfully planned to ensure flexibility and adaptability well into the future, including a multimedia room, as well as a family room with entertainment and game zones.

"Our approach to the interiors of 1515 Pickering Parkway was inspired by future-proofing—creating versatile spaces that adapt to the ever-changing needs and lifestyles of residents," says Truong Ly of Truong Ly Design. "We envisioned amenities that could transform in function, ensuring longevity and relevance in our continuously evolving world."

The lobby and lounge serve as a warm communal area embellished with a striking overhead sculptural element that extends through the ground floor and into the fitness centre. This sculptural element functions as an art piece and adds a sense of movement and fluidity to the space. Overlooking the lobby is a mezzanine that features a coworking area with individual pods that allow residents to expand their work-from-home lifestyle.

The surrounding neighbourhood of 1515 Pickering Parkway provides a vibrant community filled with amenities and conveniences that residents can walk to. In addition to destination retail and dining, Pickering also features peaceful, canopied residential streets with plenty of green space and parks. 1515 Pickering Parkway is also just a quick drive or bike ride to Pickering's charming Nautical Village and stunning waterfront, perfect for leisurely sunny days.

Residents can walk just a few minutes to the Lakeshore East GO train Line and GO Bus, which provides quick connectivity to downtown Toronto in approximately 35 minutes.

See article here:

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