

# Seton vision strikes a chord with Calgarians

In southeast Calgary, Brookfield Residential Properties is bringing to life a vision in which urban living meets suburban price points with its master-planned community of Seton. It's a unique approach that has resonated with Calgarians so much that Seton has been named Best New Community in the 2019 Community Choice Awards.

"We appreciate hearing that people are finding Seton appealing, especially when it's customers recognizing us," says Jason Palacsko, Brookfield's VP of Calgary Communities, who has been involved with Seton's development since about 2009. "It means we're doing something right."

## The Vision

When it broke ground on what would become Seton, Brookfield wanted to provide buyers and renters with an opportunity to go from work to working out, dining to shopping, studying to a night at the movies all without having to leave their community or even get in their car. It's a concept that Palacsko says reflects the values of the people who choose to live, work and play, learn, settle and thrive in Seton.

"It's an urban lifestyle in the suburbs," he says. "Because it is a true mixed-use community, Seton provides an opportunity to find a home that suits your needs, whether you're buying or renting, and then allows you to put down your roots with both employment opportunities — such as those at South Health Campus, the Seton Professional Centre (a medical office building), and a variety of retail shops and services — and a very wide range of amenities."

## The Livability

Smartly divided into a residential area with everything from condos to single-family homes, and retail, office, health and wellness, education and recreation districts as well as a market street, Seton is surrounded by Deerfoot Trail, 52nd St. and Stoney Trail. That means residents can access downtown in about 25 minutes and the airport in about 35 minutes. A 212th Avenue S.E. interchange to Deerfoot Trail, which is set to open soon, will further improve accessibility to and from Seton.

"The road network is extensive, which makes the location very convenient," says Palacsko. "There is also existing bus rapid transit that comes to the community and a future LRT terminus coming."

Residents, however, don't have to go far for all of life's essentials. Seton, for example, is



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home to an open format regional shopping centre known as North Retail District with a variety of stores, Gateway District, located close to Seton's entrance and featuring 130,000 sq. ft. of retail; Calgary's first 1,900-seat VIP Cineplex, and specialty shops, boutiques, cafes, restaurants, grocery stores, banks and other such services.

Beyond retail, the community's South Health Campus offers the latest in general and specialized health care, five schools (including public, Catholic and French immersion) service the community, and the world's

largest YMCA provides programming and access to ice rinks, leisure pools, dive tank, a surf simulator, gyms and a fitness centre.

"The vision includes a lot of amenities that meet your daily needs and also consider a healthy living perspective," Palacsko says. "There is a significant park and trail system that connects to Fish Creek Provincial Park, and the City of Calgary will be developing a 16-acre regional park. Brookfield is also constructing a homeowner's association with indoor and outdoor amenities such as tennis courts and beach volleyball court. It's a com-

munity appealing to a wide range of buyers."

## The Residential Options

With a builder group comprised of Avalon Master Builder, Brookfield Residential, Cedarglen Homes, Cedarglen Living, Jayman BUILT, Rohit Communities and Trico Homes, Seton's affordability is one of its most appealing features with options starting in the mid \$100s, says Palacsko.

"The range of residential products within Seton really gives people the opportunity to either rent to get into the community or buy their first home, a move-up home or a downsized home," he says. "These are all long-standing builders in the city who are well respected."

Among the residential options are street towns, condos, townhomes, single-family homes and semi-detached homes, all of which follow Brookfield's guidelines of urban and contemporary styles with the flexibility for builders to create their own individual elevations. "The residential choices will continue to expand," says Palacsko. "From a single-family perspective, for example, we just opened a year ago so there are new lot offerings and phases coming up. It's an exciting time in Seton."