

Urban town model homes open in Stouffville

Geranium's new Uptownes neighbourhood showcases fabulous modern living



Photos courtesy of Geranium

Geranium Homes welcomed visitors to browse two new model townhomes that are brimming with design ideas, during the Grand Opening weekend at Uptownes at Cardinal Point in Stouffville. Los Angeles-based interior designer, Jo-Ann Capelaci has created two themed approaches for modern living in a stacked townhome, and Geranium has capitalized on her experience and is providing visitors with a printed handout. The company has also produced a series of videos with Ms. Capelaci that are full of inspiration and useful tips, now available to view on geraniumhomes.com.

"We designed our marketing strategy to include new and interesting ways to present these three-storey townhomes to prospective buyers, before we were able to build the model homes," explains Sue Webb Smith, Geranium's Marketing Director. "Jo-Ann has worked with us at every stage, creating furnished floorplans for every room in all four of the Uptownes designs. She assisted an artist to produce perspective illustrations that accurately reflect her furnished plans. And, ultimately, Jo-Ann chose interior finishes, furniture and décor for the two model homes."

From the multi-purpose ground level recreation room to the magnificent rooftop

terrace, each model demonstrates how well designed these homes are for comfortable living. Throughout each model, Ms. Capelaci has integrated basic elements along with her choice of interior finishes from Uptownes' high quality standard package sprinkled with a few upgrade options that provide big impact for a small investment.

Buyers may choose from the two designs in the Chicago Series of back-to-back and two layouts in the Gooderham Series of stacked units, which range from 1,401 to 1,639 square feet, priced from the \$380,000s. Every home includes a bright and spacious Great Room with 10-foot ceiling heights and large windows; two bedrooms; and two bathrooms. Plus a bonus ground level recreation room that could become an exercise room, studio or home office. A large rooftop terrace measuring between 279 and 380 square feet provides a top floor outdoor oasis. Parking for two cars is accommodated in the single-car garage and driveway. Low monthly maintenance fees are just \$89.

Uptownes' exteriors of brick and stone with loft-style window details result in streetscapes that are modern yet also reflective of an era highlighted by machine and industry. Uptownes is a self-contained enclave neighbourhood

of 134 condominium townhomes, that is architecturally controlled for timeless appeal. Blocks are released in phases, with occupancy dates commencing December 2014 through Spring 2016.

Geranium Homes is building these three-storey homes with state-of-the-art manufactured panels for walls, floors and roof, drastically cutting the time needed to build when compared to conventional stick-frame methods. In addition to speedier construction, the computer-controlled system reduces waste, minimizes errors and provides a higher acoustic value.

The Neighbourhoods of Cardinal Point, Geranium's master-planned ravine community, is already home to almost 600 families. Uptownes is close to the beautiful natural ravine, parks, schools, shops and within a short walk of GO transit and Main Street's many amenities and services. Stouffville is home to festivals, entertainment venues, and extensive recreation and leisure programs. Commuters will find access to GO Transit and Highways 404 and 407 make it easy to get into and around the City.

In 2014, Geranium Homes received the prestigious Best Places to Grow, Community of the Year Low-rise award for its master-planned community The Neighbourhoods

of Cardinal Point in Stouffville from the Building Industry and Land Association (BILD). The award recognizes the community that best exemplifies Ontario's Places to Grow Act, through which the provincial government plans for growth in a coordinated and strategic way. The winning community demonstrates smart growth, environmental preservation, innovative site planning, recreational amenities, streetscapes and architecture. Geranium Homes was BILD's 2012 Home Builder of The Year and Canadian Home Builder Association's Grand Sam Award Winner. The Housing Division of Geranium Corporation, one of Ontario's few fully integrated land development and building companies, Geranium has been developing and building family communities across Southern Ontario for 36 years.

Visit and discover value-packed home ownership and new model homes. Or view the videos at geraniumhomes.com for an introduction to these wonderful residences.

The Sales Office and Model Homes are located at 180 Glad Park Ave in Stouffville (south off John Davis Gate, west off Ninth Line). Hours are 1 to 7 pm Monday to Wednesday; 11 am to 6 pm weekends and holidays. Call 905.640.9999 www.geraniumhomes.com

