

Watch for a new 'Brand' in Heartland



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The prairie-inspired architecture on Brand, a new townhome development by Birchwood Properties in the Cochrane community of Heartland. *SUPPLIED / CALGARY HERALD*

Birchwood Properties returns to Cochrane with townhomes set to deliver on value and functionality – including a garage that won't leave large trucks parked on the curb.

Brand Townhomes is a 95-unit development set to open sales in the community of Heartland on March 5.

This follows the Range, Birchwood's previous multi-family site in Heartland, which has since sold out. Birchwood is also behind inner-city condo development Ezra on Riley Park.

Sales and marketing manager Adele Kerr says Brand should turn shovels for construction in late spring or early summer and offer first possessions in early 2017.

Floor plans at Brand start in price from \$229,900, before tax. One of the floor plans comes with a single-car garage and there are two models with two-car garages.

"Even with a single garage, it's a good-sized single," says Kerr, calling Brand's garages "truck-friendly."

Singles measure 11 feet by 26 feet and doubles reach 19 feet by 24.5 feet.

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"I think the most important part for us was trying to incorporate those garages. In the price point we're in, typically you won't find a home that has a garage," says Kerr.

"All of our floor plans are open-concept main floors and feel a lot bigger than perhaps the square footage might be."

The only single car garage townhome is the 1,055-square-foot Devon, which comes in a two-bedroom, 1.5 bathroom orientation.

Brand's two-car garage plans are available in a two- or three-bedroom arrangement. They include the 1,247-square-foot Galloway and the Highland, which is 1,372 square feet.

"We have great standard features, but we also have a great a la carte upgrade menu, so people can pick and choose what they want to put in their home, without being

forced to have a higher price tag and take the options and rough-ins that they may not necessarily need," Kerr says.

Buyers can choose from four contemporary designer colour palettes with a number of mix-and-match options, says Kerr.

Standard features include nine-foot ceilings, a full height backsplash and stainless steel appliances with an over-the-range microwave in the kitchen, 13 by 13-inch ceramic tile floors in all bathrooms and wide plank laminate flooring throughout the main level.

On the exterior, it's prairie and heritage inspired elevations with brick or stone accents. Kerr says Brand is "pet-friendly," which includes no weight restrictions for dogs.

Heartland is a community by Apex Land that also includes a builder group of Excel Homes and Jayman Built.

"I think the developer did a really good job with the streetscapes, the details and how the actual community is laid out," Kerr says.

"There's lots of green space."

Heartland's quick access to both Cochrane's downtown and Highway 1A are other benefits, she adds. "You're just seconds from the highway to go straight out to Banff," Kerr says. A sales centre for Brand will be on the corner of Horse Creek Road and Horseshoe Crescent. Information at birchwoodproperties.ca/projects

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