

Bellafield bustles in Brandon

BY JENNIFER MCFEE

The family-friendly Bellafield community offers ample options for homebuyers interested in living in southwest Brandon.

Spanning more than 120 acres, the residential community will be developed in five phases by J&G Homes, a well-established contractor with more than 65 years of experience through three generations.

The popular project launched in 2015 with 125 single-family serviced lots in Phase 1. The development is now in its second phase featuring two townhome-style condominium developments.

The Loop, which features 76 units of townhomes in four different mod-

els, began in 2018 and wrapped up in 2021 — and all units are already sold out.

Urban Square is a 63-unit townhome development that's still under construction. The four-plex buildings will offer five different models: The Axis, The Indigo, The Breeze, The Dexter and The Lateral. These units will range from 1,176 to 1,821 square feet with two or three bedrooms.

"We have completely sold the west side of the development and are currently working on the east side of the

development," says Steve McMillan, vice-president of planning services for VBJ Developments, which falls under the J&G group of companies.

"We have all five models available for purchase and available for clients to customize their own finishings."

The demand for townhome-style condos continues to gain momentum, he adds.

"It's low maintenance for everybody. It's great for single people who are new to the workforce or retired people or young families," he says.



“They’re bare-land condos, not apartment-type condos, so you own your portion of the building and you also own the land that it sits on. In Brandon, it’s more of a rural feel so people want to have a yard — but with townhomes, you don’t have to maintain your yard because it’s all covered in your condo fees, which includes grass cutting, snow clearing and water usage, to name a few.”

Looking ahead, Bellafield’s plan allows for neighbourhood commercial opportunities plus a variety of residential density options ranging from single-family up to multi-storey apartment buildings.



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Big plans are also in the works for amenities at Bellafield, McMillan adds.

"We think the green spaces and trail systems will develop a deeper sense of community, providing more chances to interact with your neighbours and a safe place to spend quality time with family, friends and neighbours," he says.

"The focus of Bellafield will be a pond surrounded by green spaces and trail system throughout the development, creating a picturesque space for its residents to enjoy steps from their front door."

Plans for the green space include a stormwater retention pond, children's play spaces, a covered pavilion, an ice-skating area and a toboggan hill.



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With livability in mind, Bellafield was the first neighbourhood-planned community to be developed within Brandon under its current policies, McMillan notes.

"We have bike paths that connect to the full Brandon bike network," he says. "They connect all our streets to a bike path that will then connect to the central greenspace in our development once we get to that stage, hopefully within the next two to three years."

At the same time, the location is ideal, nestled between Patricia and Maryland avenues and 26th and 34th streets in Brandon.

"Brandon has everything you need and more within a 10-minute drive. It offers the conveniences of a big city with the small-town community connection," McMillan says.

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The Madison — 1,297 sq. ft.

"It's good for families because there are lots of services and good schools. We also have further education options in Brandon University and Assiniboine Community College, as well as lots of industrial businesses. It's a good place to work, go to school and raise families."

Looking ahead, the Bellafield community will be developed over the next 10 to 15 years, with potential for around 1,300 housing units.

And at J&G Homes, excitement continues to build for the project.

"We are committed to ensuring our customers receive the very best value

and service experience, delivered with integrity and respect," McMillan says.

"Our goal is to achieve lifetime relationships with our customers, business partners and employees in an environment that encourages new ideas, innovation and growth."

Bellafield's Fall Parade of Homes entry is located at 29 Hanlon Cres. This model, called The Madison, spans 1,297 square feet with three bedrooms, two bathrooms and a double-car garage.

In addition, a few serviced single-family lots are currently still available within Bellafield, with hundreds of

customizable floor plans to choose from. These large residential lots range from 40 to 50 feet wide and 100 to 120 feet deep.

"We encourage interested buyers to take a look at our lot availability and floor plans on our website," McMillan says.

"Come in to chat with us about the possibilities and get a free estimate to build the home of their dreams within the Bellafield community." 🗨️

Visit www.jandg.ca to learn more about Bellafield.

Parade of Homes Hours:

Winnipeg and Surrounding Areas:

Saturday and Sunday: 1:00 p.m. to 5:00 p.m.
Monday to Thursday: 5:00 p.m. to 8:00 p.m.

Brandon only:

Tuesday and Thursday: 5:00 p.m. to 8:00 p.m.
Saturday and Sunday: 1:00 p.m. to 5:00 p.m.

**All show homes are available for private viewing outside of parade hours.*

Parade hours are subject to change. Please visit www.homebuilders.mb.ca for more information.



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