



**HURON CREEK**  
DEVELOPMENTS





## HURON CREEK DEVELOPMENTS: **Doing Less, Living More**

For more than 25 years, Huron Creek Developments has created a legacy that has contributed to revitalizing land and shaping communities, proving that good business can be achieved with a mutual commitment to strong values.

**H**uron Creek Developments, founded by President Peter Catana, is a leading residential builder and developer based in Kitchener, Ontario, that specializes in new home construction and community development. Catana has built a strong foundation and assures their customers the highest quality homebuilding based on inspired craftsmanship and sound construction experience.

With Southwestern Ontario's population experiencing steady growth each year over the past ten years, the challenge to develop housing solutions is a priority in communities across the region. Catana and the Huron Creek team has accepted this challenge and has stepped up to provide a solution as an industry leader. "Bolstered by our core values of affordability, customer service, and innovation, we aim to be the benchmark for quality and value demonstrated by a responsive and professional homebuilder," he states.

Catana believes that implementing these values is what sets Huron Creek apart from their competitors and drives their commitment to responsibly serve the community. "We bring affordable home options to communities by designing creative multi-unit buildings and providing auxiliary or duplexing possibilities in single-detached designs where the homeowner can finish the extra living space," he says. "The interior standard features have been carefully selected to reflect both on-trend and timelessness, while keeping affordability at the forefront. Each buyer is introduced to their customer care concierge that is with them from the very beginning of the homebuyer journey to the post-move in warranty period. Our new home purchasing experience is paperless, and purchasers are provided an on-line portal where they have their purchasing documents stored as well as a communication platform for warranty requests." Catana credits Huron Creek's success over the years to their awareness of community needs, and a strong sense of commitment and perseverance in order to meet those needs.



## EXCEPTIONAL Service

At the core of Huron Creek's continued success is the company's deep commitment to listening to and incorporating even the simplest of needs of their customers. The longevity and sustainability of their company is a true testament to the commitment of many people, and their collective effort to continue to anticipate, meet, and exceed the expectations of their homeowners. "The Huron Creek Developments team is the backbone of our business. We have learned to work as a well-oiled machine; where each individual person's contributions make a significant positive impact on every project we take on," says Vice President and Partner Rick Martins. "Collaboration is encouraged and teamwork is always the name of the game. This is what allows us to keep raising the bar to make affordable, quality homes our purchasers will love."

Martins truly believes in making a difference in the communities Huron Creek develops. "I trust that my team has everyone's best interests in mind and I take their ideas and opinions into consideration before any decision is concrete," he states. "I make an effort to gather input from our trade partners, team members and purchasers. This way you'll get a good idea from one person, then someone else gives thought on it, and you make it into a great idea. That to me, is the foundation of what success is built upon." Teamwork is essential to Huron Creek's success and confirms that working together boosts productivity, communication, and efficiency. "He truly believes in making a difference," adds Huron Creek's Production and Land Development Manager Carlos Da Silva, who, as a friend of Rick's brother Gary, has known Rick Martins since he was seven. "He takes a team approach before making a decision. He'll gather all the input from purchasers and look for group opinions at the office. You'll get a good idea from one person, then someone else gives thought on it, and you make it into a great idea."

Huron Creek commits themselves to the customer's vision and works closely with them to create a product that combines the client's personal interests and needs. They ensure continual communication throughout the entire process and make every effort possible to ensure their client's experience is stress-free. "Our Mantra; "Doing Less, Living More." is what we live by and we are committed to ensure you and yours, from the beginnings of your home-buying process right to the post move-in comprehensive warranty & service program," Martins says. "Our homebuying journey includes a courtesy pre-drywall walk-through - where buyers are able to see the placements of rough-ins for electrical/plumbing/HVAC installations, along with the required post-drywall walk-through and the pre-delivery inspection."

### Peter Catana

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## BUILDING FOR THE **Modern Family**

Huron Creek pursues a sense of balance between the design and the needs of the market, making sure that while the designs remain unique and creative, they do not infringe on the fabric of the neighbourhoods and skyline of the city. The firm does not simply focus on providing singularly best, most original and lavish designs, but considers the skyline as a whole, introducing suitable designs into the fabric of the city and each community. “We always strive to design our homes to compliment current trends. Whether it be open concept, neutral colour palettes or modern finishes, we make our homes with standard finishes we know everyone will love,” says Martins. “Purchasing a new build is much like buying a new car, not everyone has the same tastes, wants or needs, which is why we provide our purchasers with a variety of standard selections and the option to make upgrades where they see fit. This means that every Huron Creek Developments homeowner can add their own personal touches to suit their lifestyle and to build the home of their dreams.”

Offering clean lines, spacious kitchens, open layouts and abundant natural light, Huron Creek understands the characteristics of creating a diverse set of elements to create personalized spaces and homes. “To remain relevant in the shift to more remote work and learning, designing multi-functional spaces is at the foreground of new home designs,” Martins says. “For instance, open-concept kitchens with islands creates a sharing space for people to cook, eat, socialize, and work all in the same space. Combining multi-functional spaces such as playrooms with bedrooms is a concept we are exploring with optional built-ins for toy storage or optional desk built-ins for learning and work spaces within bedrooms. Another concept we have been expanding on is using smaller spaces in condos such as breakfast nooks to eliminate the need for a whole separate dining room where space is a challenging factor.”

## NEW AND EXCITING Communities

Huron Creek recognizes that each and every individual, or family has particular preferences and needs for their living space and has created a uniquely customizable purchasing process to ensure that customer's homes are built to their satisfaction and suit their particular lifestyle. The company offers several developed communities, each with their own look and feel. In addition to changes in design, each community is located near unique resources and recreational opportunities.

One of the Huron Creek's projects that is generating a lot of buzz is the new **Stanley Park** Towns in Simcoe. Consisting of 2 bedroom designs with optional 3rd bedroom, the two storey townhomes will have 30 units ranging from 1471-1559 sq. ft. starting in the high \$300's. "Stanley is an exclusive collection of townhomes centrally located in the town of Simcoe, the heart of Norfolk County," Martins says. "Steps from shopping, groceries, entertainment, sports venues, parks, schools and only 15 minutes to the beaches of Port Dover. At Stanley, there is home design for every lifestyle. From couples to growing families, these park towns are a true reflection of convenience, style, function and home comfort."

Nature calls at **Portside At Woodway Trails** in Simcoe. A smart collection of 97 bungalows surrounded by parkland and green space, the community is only minutes away from every big city amenity you could possibly need. Woodway Trails is all about contemporary style and function. This sought-after community is nearly sold out with a handful of homes still available priced from the mid \$400's.

The two or three bedroom bungalows range from 1465 to 1527 square feet, offering open-concept floorplans, 9' ceilings, with a spacious great room and outdoor patio. "Portside at Woodway Trails offers more affordable, convenient and enjoyable living with the "Small Town Charm" of the local farmer's market, breweries, wineries, gift and specialty shops. Surrounded by provincial parks and green space, outdoor recreation is limitless. Birding, hiking, camping and cycling are a way of life at Portside."

**The Preserve Of Westwood Village** is the name of the highly anticipated upcoming Cambridge site in historic West Galt. Nestled within a natural setting surrounded by walking trails and bordering onto RARE preservation centre, the Westwood Village Preserve will feature an enviable lifestyle combined with natural living and exceptional amenities. "The Preserve offers modern two-storey freehold town home designs and stylish contemporary three and four bedroom single detached homes placed on 38' 40' and 42' lots," Martins says. "The Preserve community is part of a greater master-planned community showcasing a collection of sought after deep lots backing onto protected greenspace."



FOCUS ON

## Innovation and Efficiency

Huron Creek is an innovation leader on its own merits, and their goal is to employ a series of standards and processes to usher in a new benchmark for forward-thinking building practices. This includes implementing Resilient Sound Isolation Technology (RSIC'S) that fastens directly to the walls and floor-ceiling assemblies that divide the homes, increasing the floor's and wall's ability to absorb impact sound and reduce airborne noise. This significantly reduces the amount of impact and airborne sound filtering from rooms above, below and alongside.

"The bulk of our residential noise reduction solutions are built around the need for privacy, comfort, and the lack of noise bleeding through common walls or common floor/ceiling assemblies, Martins says. "With the RSIC Technology, we are able to achieve an even higher rating, providing purchasers with a 'sound investment' in better quality built multi-unit homes."

Huron Creek is deeply committed to reducing the environmental impact of their construction activities and the operating and life-cycle costs of the projects they work on. Green and high-performance building, sustainable construction, and cost-benefit analysis are incorporated into our building approach for every project. "Searching for ways to increase the efficiency of your new homes is imperative for us to pass down the energy savings of an efficient home to our homeowners for years to come," Martins states. "Various high-efficiency qualified products have been adopted as included features throughout our homes including high efficiency furnaces and water heaters, Heat Recovery systems (HRVs) that provide proper ventilation, and Energy Star rated triple pane vinyl windows the enhance the thermal barrier."

Huron Creek is also the first builder in the region to include VisitAble design elements as part of the standard design of the home. The implementation provides seamless integration for the growing need of inclusive and age-friendly creates added value and convenience with: wider hallways, no-step entry and an accessible washroom. "What inspired our VisitAble housing is that most of us fail to see the challenges that others face daily when it comes to navigating their own homes. But when you really look to see what little changes can be made that will make a huge difference in how other people can live, why wouldn't we want to offer inclusive living?," Martins says. "If we work together, we can make and change the conversation which is why Huron Creek Developments is committed to offering homes that are inclusive to all abilities and offer age-friendly living."

### Rick Martins

"With the RSIC Technology, we are able to achieve an even higher rating, providing purchasers with a 'sound investment' in better quality built multi-unit homes."





## NEVER STOP MOVING

Huron Creek continues to be committed to honing their expertise and continues to strive for excellence in the home building industry. This stellar reputation was hard earned and is still very much the focus for Catana and the Huron Creek team. “We are really proud of our strong past and excited about where we’re headed,” he says. “We’re not just looking behind us, we’re seeing what’s changing in the world and how can we deliver what the current and future modern family is looking for in a way that doesn’t make them just like their home, but love their home and the community they’re living in.”

As for challenges on the home front, Martins senses the need to strike a balance. “For the past year and a half, especially with all the politics that entered into home building with the elections, inclusionary zoning, OMB and Tarion, there were a lot of big files that were put out and a lot of turmoil and uncertainty that was caused in our industry. Let’s stop the car, ask for directions and work together to figure out where we want to go and how to fix this. Because interest rates are going up, and first-time homebuyers are already having a hard time qualifying with the new mortgage rules. We’ve got to tackle that right away, because the goal of homeownership is extremely import. It’s what my parents came here for, it’s what I worked so hard for, it’s what I want for my children and my children’s children.”

Moving forward, Catana says the company will continue to pursue new ideas and innovations aligned with their key beliefs. “We’ve invested in a lot of land and we’re excited by the opportunity to plan, develop and create communities that will not just meet but exceed the needs of today’s modern family,” he states. With that said, it’s clear that expectations have been set high for Huron Creek as it embarks on its next stage of growth in Southwestern Ontario.

## VALUED PARTNERSHIPS



With the front line at Huron Creek embracing the company vision to provide clients with an outstanding home buying experience, that same vision is also adhered to by key partners and trades they have worked with over the years. As such, Huron Creek is determined to only work with the individuals and trade partners who carry this principle to heart. “Part of our company vision has to do with building a better quality home. Through our working relationships with stakeholders including suppliers and contractors, scopes of work and any additional training are provided to each trade partner so that we clearly communicate our expectations to ensure the Huron Creek quality standards are met,” says Catana.

Huron Creek’s key partners are an integral part of their team, and are vital in contributing to their vision. Huron Creek will often host appreciation events to recognize their contributions such as the West Acres Villas Ribbon Cutting event, and the Portside at Woodway Trails Breaking Ground Event.

“Our relationships with our vendors, subcontractors and stakeholders are extremely important to the success of Huron Creek Developments. Without them and without fostering these long-lasting relationships, we wouldn’t be where we are today,” Catana states.



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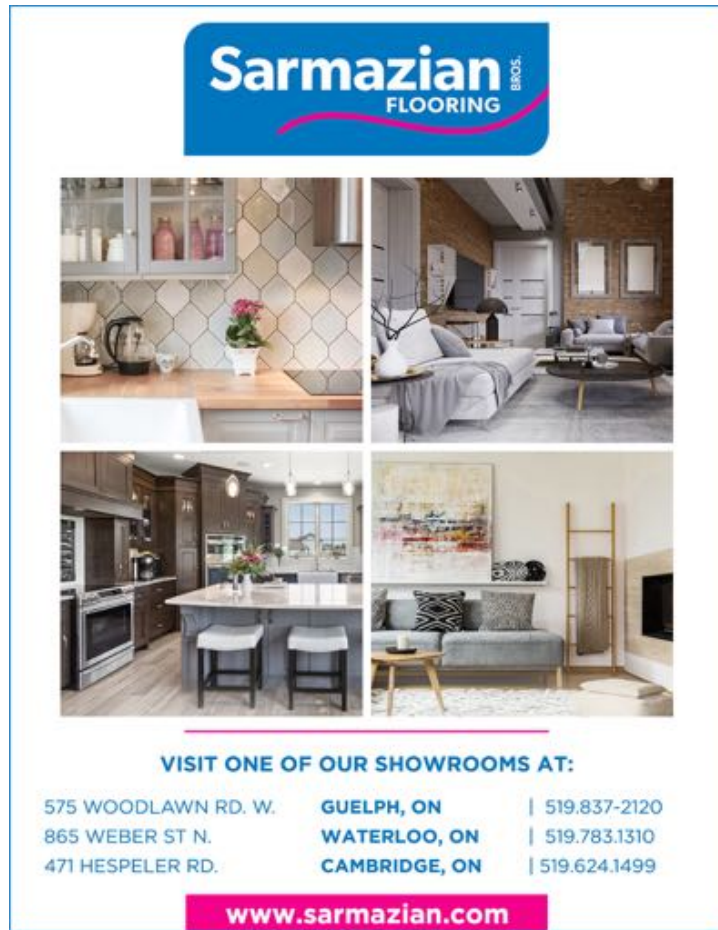
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