

PANORAMA HILLS
NEW LOTS RELEASED THIS WEEKEND

THAT'S THE TICKET What's cool about a \$2.4-million home? Check out the Thomson Luxury Living house that's one of this year's Foothills Lottery prizes. See page I8.



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NEWHOMES

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SATURDAY, MARCH 19, 2011



Richard and Angela Baird are looking forward to moving into their new home in Sage Meadows in April. The house is in the final phases of construction. Colleen De Neve, Calgary Herald

Sage spices up house choices in city's northwest

Sage Meadows aimed at future while recognizing area's past

MARTY HOPE
 CALGARY HERALD

Although it's a community in its infancy, Sage Meadows is being developed on land that saw its first home built more than a century ago.

The 90-hectare site is being created with the care and attention historic land requires and deserves. "I spent countless days just walking the property, getting a feel for it and determining the significant areas on it," says Jeff Blair, chief operating officer of Genesis Land Development and Builders Group.

The company is developing the community in the Symons Valley area of northwest Calgary. The project has the West Nose

Creek Environmental Reserve as its eastern boundary, flowing through wild sage and grassland.

"We wanted to design around those attributes, to preserve the natural beauty," says Blair.

Of the 90-hectare area, nearly 35 hectares have been set aside as municipal reserve.

Within that reserve is a buffalo jump and the environmentally-sensitive West Nose Creek. The property also has several sandstone outcroppings.

Sandstone has a long history as a building material in Calgary and will be incorporated into Sage Meadows' architectural controls wherever possible.

SEE SAGE, PAGE I3

MARTY HOPE'S COLUMN I6 ■ SHOW HOMES OF THE WEEK I8, I16

MORTGAGE RATES:

% The Bank of Canada's base rate for a one-year closed mortgage set each Wednesday, remains at **3.50 per cent** for a sixth consecutive week. Mortgage lending institutions set their own rates.
 See the full rate table on page I6.

ONLINE:

Online Need to find out where show homes are located in the Calgary area? While our show home map is unavailable in today's New Homes section, you can get a copy online at www.calgaryherald.com/homes. Look under the heading, "Showhome Map."

NEXT WEEK:

Next Week 26 As a company that has been builder of the year an unprecedented nine times in a row, Morrison Homes' trophy case is getting a bit full. But now the Calgary homebuilder has something else to celebrate. **Read about it next Saturday.**



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RAIN GARDENS

The newest of the northeast Calgary developments for Genesis Land Development Corp., Saddlestone follows on the successful heels of the sold-out communities Taralake and Taravista. At build-out, there could be as many as 1,900 single- and multi-family homes in Saddlestone. More than 25 home sales have occurred prior to the opening of the showhome parade, which is

scheduled for April 25. Saddlestone has been planned with nature lovers and active families in mind, says chief operating officer Jeff Blair of Genesis Land Development Corp. "Every 40 acres (16 hectares) has a park in it," he says. "The fused grid street system has been designed so green space is visible at

most intersections." Saddlestone also utilizes low impact development techniques — including rain gardens, which control stormwater runoff within the community. The Rain Gardens are designed to capture and briefly store rainfall and surface runoff from surrounding areas.

— Marty Hope

FROM PAGE II

SAGE: 'Prettiest lots'

The fact their home will be backing onto the reserve, with its stands of trees and the creek in their backyard, was one of the reasons Angela and Richard Baird decided to move from Hidden Valley to Sage Meadows.

"We've got one of the prettiest lots there," says Angela as the couple headed over for another of their regular visits to their home.

They, along with their two children, will be moving in at the end of April.

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The final historic element is the Andrew Christy homestead — built in 1898 and renovated many times since — that continues to be a private residence.

Back in the day, it was a stage coach stop on the run between Calgary and Edmonton.

Plans for Sage Meadows' initial two phases include the construction of 154 single-family homes.

For the first two phases, the builders are Genesis Builders Group, ReidBuilt Homes, Passion Homes, and Today's Homes.

Genesis is building the Bairds' two-storey house, which measures slightly more than 2,600 square feet on a walkout lot.

Angela describes the model as a hybrid — "the bottom of one model and the upstairs

of another" — and it's exactly what they wanted.

"With two growing kids, you need a bigger home and the larger bedrooms with desks in them lets them have their own space," says Angela, who is a unit manager at Peter Lougheed Centre. "But it's also got a gigantic pantry and gigantic walk-in closets."

Plans for the area provide for the development of about 2,200 multi-family units in future phases, says Blair.

As well, there will be 46 Brownstones — clusters of townhouses built flanking a tree-lined median at the heart of the community.

All of this is scheduled to develop within the next five years.

Single-family show homes will open April 9, says P.S. Sidhu, general manager of single-family homes for Genesis.

"We've had 10 sales to date and without a show home," he says. "We're very optimistic Sage Meadows will be successful."

Over at the on-site sales centre, which is located in a show home garage, area sales manager Bruce Taylor says he has seen plenty of interest.

"In addition to the 10 sales, we've had several lot holds," he says. "People like the area and like the amenities we have."

The Bairds like the concept of the community because of its size and the number of homes that will be built, as well as the natural amenities, architectural controls, the area's growing retail profile and the access.

SEE PONDS, PAGE 14



Genesta Walz, Calgary Herald

From left, Jeff Blair, chief operating officer of Genesis Land Development Corp., general manager of single-family homes P.S. Sidhu and sales manager Milton Castelino look at the site plans for Sage Meadows. Below, buyers Richard and Angela Baird stand in the great room of their nearly finished home.



Colleen De Neve, Calgary Herald

THE BUYERS

Angela and Richard Baird.

AGES: Angela is 36 and Richard is 39. They have two children aged nine and 11.

BACKGROUND: Angela works as a unit manager at Peter Lougheed Centre; Richard is controller at Universal Ford Lincoln. With two growing children, it's time for a larger home, so the Bairds shopped around the northwest before deciding on Sage Meadows — a community is being developed by Genesis Land Development Corp. — and a home designed and being built by Genesis Builders Group. At more than 2,600 square feet, the home is built on "one of the prettiest lots" in the community, says Angela. Beyond their backyard is a natural reserve area with West Nose Creek running through stands of trees. "We like the home, we like the concept of the community and we like the design of our home," she says.

POSSESSION: The Bairds are scheduled to move into their new home at the end of April.

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MARITIME THEME

Genesis Land Development Corp. has a long history in Airdrie, starting community development there in the late 1990s.

First came The Canals, with work now in the sixth phase, then came Bayside, where new show homes will open March 20 in the ninth phase — a bungalow and a two-storey on walkout lots with private docks.

Genesis has also recently acquired another 128 hectares west of 24th Street in Airdrie for future development.

As can be noted by the community names, there is a maritime theme to them.

The Canals and Bayside share the same waterways that have been developed on the properties. The home styles and colours depict East

Coast homes with steep pitches.

"There is a great, growing market in Airdrie and we want to ensure we have a presence there," says Genesis chief operating officer Jeff Blair.

The company has solidified its ties to this city just north of Calgary by supporting the development of the Genesis Place Recreation Centre.

— Marty Hope

FROM PAGE I3
PONDS:
Pathway system

"I'm at Peter Lougheed Centre and Richard works as a controller at Universal Ford Lincoln, so it's a quick drive for us to and from work," says Angela.

Sage Meadows will have a pathway system and eight ponds throughout the property.

"It's an area people are going to like to live in," says Taylor.

It's an area people are going to like to live in.

BRUCE TAYLOR, GENESIS BUILDERS GROUP

Sidhu says Sage Meadows is being developed as a move-up community, attracting area residents who might be moving up in the market for the second or third time.

Homes built in the American Country, English Country and French Country architectural themes will be priced from the mid-\$300,000s to more than \$600,000, says Sidhu.

They will be designed with stucco and stone exteriors, along with double front-drive garages.

Xeriscaping — a type of landscaping that includes plants that use less water — and soft landscaping is being encouraged as a landscaping



The site plan for Sage Meadows showing the homes in yellow and the ponds in blue.

Courtesy, Genesis Land Development Corp.

style. Sage Meadows is the latest development by the 20-year-old Genesis Land Development Corp., with much of its holdings in the northwest.

These include the SAM-Award winning community of Sherwood. Other Genesis Developments in the area include a portion of Kincora, Kinwood (in partnership with Melcor), and the Sagehill Commercial site.

In the northeast, Genesis continues to develop property in Saddlestone to go along with its Taravista and Taralake communities.

The company also has two developments in Airdrie — The Canals and Bayside.

"We have enough land to keep us busy for a number of years, but we will also be on the lookout for other parcels," says Blair.



Bruce Taylor, area sales manager for Genesis Builders Group.

WHAT YOU NEED TO KNOW

PROJECT: Sage Meadows. At build-out, the community will have 263 single-family homes and about 2,200 multi-family homes. Single-family builders in the first two phases are Genesis Builders Group, Passion Homes, Today's Homes, and ReidBuilt Homes.

DEVELOPER: Genesis Land Development Corp.

AREA: In northwest Calgary's Symons Valley area, east of Symons Valley Road and west of the West Nose Creek Environmental Reserve corridor.

DIRECTIONS: From westbound Beddington Trail, go past Stoney Trail onto Symons Valley Road. Sage Meadows is located north of Symons Valley Parkway (128th Ave.) and east of Symons Valley Road.

HOURS: Sales centres are open from 2 to 8 p.m. Mondays through Thursdays, and noon to 5 p.m. weekends and holidays. They are closed Fridays. The show home grand opening is April 9.



Show Home Grand Opening



Sunday, March 20, 2011

2433 Bayside Circle SW, Airdrie

Fun Begins at 10:00 am

- Corus Radio On Site
- Face Painting
- Ballons for the Kids
- Beef on a Bun
- And Much More



Show Home:
2433 Bayside Circle SW, Airdrie
Anni Jansson
403.980.3105

Hours:
Mon - Thurs: 2:00 pm - 8:00 pm
Fri: By appointment only
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