

Qualico past, present and future

Developer changes gears for new Silverado phase

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Qualico Communities has been developing communities in Calgary and area for six decades, including the neighbourhoods of Crestmount and Evanston and today continues to create communities in and around the area.

On the up-and-coming list is Dressage in Silverado, new and with a twist, says Lori Masse, Qualico's marketing manager.

"Dressage is not like anything we've ever done before," says Masse. "We've designed this community for people who want a big yard but not necessarily the big home to accompany it. The focus is definitely in lifestyle."

Dressage will contain some of the largest lots available in Calgary's southwest, with mid-sized move-up homes featuring modern contemporary architectural styling, from Broadview Homes and Jayman MasterBuilt. The design appeals to those who value a well-designed home and yard and features a conscious mix of house and land use, says Masse.

Dressage in Silverado is located next to Spruce Meadows and boasts almost nine kilometres of winding pathways and a natural environmental reserve, including Radio Tower Creek complementing the emphasis on outdoor living.

On Qualico's to-do list is the addition of an Olympic-sized outdoor ice rink, scheduled to open within the next year.

In northeast Calgary, Qualico's Redstone, a new 245-acre community, will focus on wellness and environmental responsibility, Masse says.

"Our team designed Redstone with an 'EqWell' philosophy in mind," she explains, "EqWell stands for environment, Qualico and wellness.

The idea is to promote health and wellness throughout the community."

A Participark is planned, which is a linear park running through the community featuring a series of outdoor fitness stations.

"It's sort of like a circuit program for adults," Masse says. "We wanted to promote a healthy lifestyle within the community."

North of Calgary in Airdrie, Qualico's new community of Ravenswood is 160-acres in the northeast corner of the city, with laned and front drive homes from Broadview Homes, McKee Homes, NuVista Homes and Pacesetter Homes, with new showhomes scheduled to open in the spring of 2011.

As part of its commitment to Airdrie, Qualico is the Airdirondack Chair Project, an initiative where 12 chairs were painted by local artists to be auctioned off for charity, with proceeds going to the creation of an Airdrie arts centre.

"We're really happy to be in this project at the grassroots level," Masse says. "From what's been indicated, people who live in Airdrie are really taking it on and we have four of the chairs on display in our Ravenswood showhome parade."

For more information about Qualico Communities, its past and its future, visit their new website at <http://www.qualicocommunities.com>