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ROOM WITH A VIEW Well-known Calgary architect Jeremy Sturgess gives us a peek into his Bankview home. See page 13.



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NEWHOMES

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SATURDAY, JANUARY 29, 2011



The spacious, well-designed bonus room of the Kensington show home by Broadview Homes, which is in the Dressage portion of Silverado in southwest Calgary. Courtesy, Broadview Homes

'Rice Paper Pete' pushes envelope on house design

Broadview Homes head says buyers are looking for something different

MARTY HOPE
 CALGARY HERALD

A Calgary homebuilder continues to change its look — this time with Rice Paper Pete at the helm. Nearly a quarter century ago, Broadview Homes stepped into the Calgary market. Because it catered to first-time buyers, its homes were basic bungalows and two-storey homes without garages.

Since then, the Qualico builder has changed with the times, upping its specifications and designs to adjust to the wants and needs of consumers. But it wasn't until about a year ago that dramatic changes started to occur.

That was when Peter-John Woolf, who has been with Broadview since 2006, took over as general

manager. With a bent for design and a habit of drawing those designs on rice paper, the new GM replaced Don Blair, who moved into the general manager's office at Streetside Developments — another Qualico division.

"I'm not reinventing the wheel here," says Woolf. "I'm just continuing work that Don started."

"We have become very diversified — we have come full circle, building everything from starter home to estate homes — and will most likely be building some low-density multi-family in the future."

"We are comfortable with custom building and are always looking for new opportunities."

SEE PETE, PAGE 16

MARTY HOPE'S COLUMN 18 ■ SHOW HOME MAP 19 ■ SHOW HOMES OF THE WEEK 110, 112

MORTGAGE RATES:

The Bank of Canada's base rate for a one-year closed mortgage, which is set each Wednesday, remains at **3.35 per cent** — where it has been sitting since last November. Lending institutions set their own rates. See the full rate table on page 18.

INSIDE:

Saddle up for an exquisite estate home in the Ranches of Silverado, where the \$915,000 Montcalm model by Baywest Homes rules the roost — or you can find affordable Tranquility in The Parks in Panorama Hills. See pages 110 and 112.

NEXT WEEK:

Moez Molechina of Tristar Communities Inc. has watched Okotoks grow from a sleepy town to a vigorous neighbour of Calgary. A mini show home parade of million-dollar bungalows is being launched in the town. Read about it next Saturday.



LIVING HISTORY

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UNIQUE, BUT PRACTICAL

At Broadview Homes, the commitment is to ensure the excitement of building a home continues from purchase right through to possession. The builder — a Calgary division of the Winnipeg-based parent, Qualico — is in its 23rd year of business locally. With Peter-John Woolf as general manager, and with a team of designers, sales staff, and service and warranty staff, the company says it is focused

on ensuring customers are satisfied. Woolf says Broadview wants to continue to bring unique but practical homes to the market and match it with assurances of solid customer service. Broadview Homes is a member of the New Home Warranty program and member of the Canadian Home Builders' Association-Calgary Division. Visit www.broadviewhomes.com



FROM PAGE II
PETE:
'Full circle'

As the company continues to grow, Woolf has taken Broadview Homes into a pair of high-profile developments with unique designs. ■ The Courtyards in Qualico's Evanston community in northwest Calgary. ■ Dressage, an upscale neighbourhood within the Qualico portion of Silverado in the deep south area of the city. Only Broadview and Jayman MasterBuilt have lots in Dressage. Although he's now in management, with a background in sales and marketing, Woolf has a serious design bent to him — an itch that still asks to be scratched. When he started with Broadview, all its designs and plans were being out-



Photos courtesy, Broadview Homes

Broadview Homes has a three-person design team to dream up its modern master suites.



New floor plans have recently unveiled by the builder.

sourced, a system that didn't lend itself to comfortable meetings with the design firm or people buying the homes. That has changed. Broadview now has its own three-person design team — but Woolf continues to stay involved. "Over the years, I have drawn or worked on over 500 homes, so I am very comfortable drawing on rice paper," says the 46-year-old, adding that the designs that brought the most enjoyment were the ones with the homeowner sitting right in front of him. "A friend of mine recently commented that they used to call me Rice Paper Pete at another company I worked for due to all the custom designs and changes I would



The homes in the Courtyards allow for outdoor living spaces.

make," he says. "Before he left, Don (Blair) and I would exchange ideas about plans. He gave me a lot of rope, but like everybody at Qualico, he was very supportive." Now, working hand in hand, Woolf and his "very

WHAT YOU NEED TO KNOW

WHAT: Peter-John Woolf of Broadview Homes. **AGE:** 46. **POSITION:** general manager of Broadview Homes. **BACKGROUND:** Woolf has held a real estate licence since 1993. Prior to joining Broadview Homes in 2006 as sales and marketing manager, he worked with Loreck Homes, Villa Homes, Stepper Custom Homes, and Homes by Avi. He comes to the housing industry honestly — following in the footsteps of his father Pete, who was general manager of Keith Homes, and his mother, Marcel, who was with Northwest from 1969 to 1982.

SEE PLANS, PAGE I7

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<p>Auburn Bay, SE Immediate Possession</p>  <p>Emerge \$1576* monthly</p> <p>145 Auburn Glen Manor SE</p> <p>2,504 sq ft.</p> <ul style="list-style-type: none"> Spacious kitchen open to the great room Large kitchen with two islands Stainless Steel Appliances Hardwood & Ceramic Tile main floors Granite Countertops Central Bonus room Upper floor laundry Hisher Ensuite w/soaker tub and stand alone shower <p>\$494,900 includes lot & GST</p>	<p>Chaparral Valley, SE Immediate Possession</p>  <p>Kennedy 2 \$1529* monthly</p> <p>21 Chaparral Valley Court SE</p> <p>2,085 sq ft.</p> <ul style="list-style-type: none"> Spacious kitchen open to the great room Large kitchen with two islands Stainless Steel Appliances Hardwood & Ceramic Tile main floors Granite Countertops Central Bonus room Upper floor laundry Hisher Ensuite w/soaker tub- stand alone shower <p>\$479,900 includes lot & GST</p>	<p>Chaparral Valley, SE Immediate Possession</p>  <p>Liberty 3 \$1427* monthly</p> <p>12 Chaparral Valley Terrace SE</p> <p>2384 sq ft.</p> <ul style="list-style-type: none"> Located on a large south facing pie lot. Includes Stainless steel appliances Hardwood and Tile flooring Walk through pantry and 9' ceilings on the main floors Large owner's suite with his and her closets 2 additional bedrooms with main bath Upper floor laundry Loft area and a central bonus room on upper floor <p>\$447,900 includes lot & GST</p>
<p>Riversong, Cochrane Immediate Possession</p>  <p>Revive \$1513* monthly</p> <p>123 Ridgeway Green - Cochrane</p> <p>2,318 sq ft.</p> <ul style="list-style-type: none"> Includes a private office area Large open kitchen with dark cabinetry Stainless steel appliances 9'ceilings on the main floor Upper floor lift area with open to below front entry 3 bdrms, 2 baths including spacious owner's suite Impressive ensuite that has double sinks, a large soaker tub and a stand alone shower. <p>\$474,900 includes lot & GST</p>	<p>Chaparral Valley, SE Immediate Possession</p>  <p>Allure 1535* monthly</p> <p>290 Chaparral Valley Terrace SE</p> <p>2,168 sq ft.</p> <ul style="list-style-type: none"> Beautiful green space lot with great view Large kitchen Spacious great room with gas fireplace Hardwood and tile flooring on main floor Upper floor laundry and computer niche Large central bonus room with 9 foot ceilings 3 bedrooms 2 bathrooms on upper floor with full ensuite <p>\$481,900 includes lot & GST</p>	<p>Mahogany, SE March Possession</p>  <p>Woodmere \$1369* monthly</p> <p>252 Mahogany Terrace SE</p> <p>1,920 sq ft.</p> <ul style="list-style-type: none"> Located in the Largest SE like community 3 bedrooms, 2 1/2 baths including a full ensuite Full ensuite includes soaker tub and stand alone shower Open to Above front entry Stainless open concept kitchen Stainless Steel Appliances Granite countertops Hardwood and tile flooring on the main floor <p>\$429,900 includes lot & GST</p>

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FIND OUT WHAT'S COOKIN'

Albi Homes is cooking up a big celebration to officially open its design studio. The 5,000-square-foot Galleria at Albi will feature room designs and display areas that include flooring and countertop materials, window coverings, and bathroom and kitchen fixtures. It will be open to clients of Albi Homes. For the

by invitation-only official opening on Feb. 25 at the Albi offices, TV chef David Rocco will put on a cooking demonstration and hold an autograph session. As well, the three mamas from Mercato Italian Gourmet Cultura on Fourth Street S.W. will offer their food stylings.

— Marty Hope



Calgary Herald Archive
TV chef David Rocco is to hold a cooking demonstration as part of the Albi Homes event.

“We tend to push the creative envelope more than others and so far, the strategy has paid off. People are looking for something different — something that suits their lifestyle, but at the same time is practical.”

PETER-JOHN WOOLF, BROADVIEW HOMES

Design ‘cool to see’

MARTY HOPE
CALGARY HERALD

Broadview Homes is working on several high-profile projects, including: ■ The Courtyards in Evanston is a streetscape of nine specially-designed homes created to recall designs from several decades ago. The homes — which include Colonial, Craftsman and Foursquare architectural themes on the front elevations — come with three-car, detached rear garages. The idea was to do “something out of the ordinary” with the 40-foot-wide lots Broadview had bought and to “erase the image of a typical backyard and replace it with a private four-season sanctuary,” says Broadview Homes general manager Peter-John Woolf. “They’re all so different, it’s kind of cool to see. It’s this space between garage and home where buyers can put their imagination to work in creating their own courtyard theme.” To date, three of nine the nine homes located in the northwest Qualico community of Evanston have been



Colleen De Neve, Calgary Herald
General manager Peter-John Woolf of Broadview Homes.

sold and Woolf says interest in the designs has been strong. The homes range from 1,900 to 2,300 square feet and are priced from \$460,000 to \$530,000. ■ In Dressage, which opened late last fall in Qualico Communities portion of Silverado in the city’s deep south, the theme is mid-century modern, with features such as dramatic roof angles and flat roofs, long rectangular windows and smaller-sized windows — but adapted to fit with the needs and wants of today’s families. Broadview’s show home, the Kensington, has been designed as a “zookeepers’

**FROM PAGE I6
PLANS: Customers**

“I encourage them,” says Woolf. “I think house designs from the 1940s and ‘50s are very cool and I want to use those designs with today’s products and technology.” Nothing could be further from the designs the company initially presented to Calgary homebuyers 23 years ago. “We tend to push the creative envelope more than others and so far, the strategy has paid off,” says Woolf. “People are looking for something different — something that suits their lifestyle, but at the same time is practical.” But designs, alone, will not ensure the long-term success of any builder. A major element is customer service. “Design is what keeps Broadview fresh and moving forward, but it’s our service policy — having satisfied customers — that will keep us in business,” he says. To that end, Woolf has talked with all departments to get the service message across. “It’s not just the service department,” he says. “The thinking of the whole company has to be geared toward our customers. It’s not only what we say or what we do, it’s letting our clients know how important they are and that will do all we can to ensure their trust — that’s the kind of company I’m trying to build,” says Woolf.



Courtesy, Broadview Homes
The rear yard of the Kensington show home in Dressage offers plenty of space to enjoy outdoor living.

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