



Brad Carr, president of Mattamy Canada, leads the pack of riders in Fish Creek Park for the opening of the Calgary Greenway Path system. *WIL ANDRUSCHAK*

MATTAMY IS PUMPED BY 138-KM CYCLE LOOP

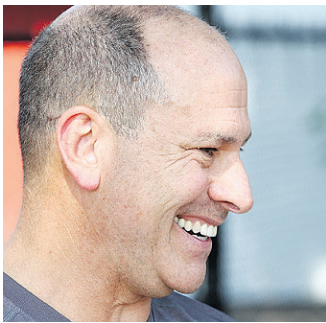
CLAIRE YOUNG

A bit of pavement can go a long way. In the case of the 138-kilometre Rotary/Mattamy Greenway, a \$5 million investment is paving the way for better connectivity, activity and familiarity with a brand that's newer to the Calgary area market than other parts of Canada and North America. "Five million dollars — that's a lot of money," Brad Carr, president of Mattamy Canada, told a group of employees gathered recently to cycle 52 kilometres on the trail that will soon encircle Calgary. "We're mature, but we haven't been here for 40 years. This trail is a great way to start our involvement here. This trail will be here for a long time, and so will we." Mattamy Homes, North America's largest privately owned home-builder, launched its first community in the Calgary area in 2009, with Windsong in Airdrie, and since has been growing big plans for many new communities. The Greenway will connect Mattamy's Calgary communities — Cityscape in the northeast; Car-



Brad Carr

ington, which is due to open in October in the central north; and Yorkville, just east of Spruce Meadows. It even connects to Southwinds via a "spine" trail that forks off to Airdrie. Mattamy's cycling culture starts from the top down, said Carr. "(Company founder and CEO) Peter Gilgan got into cycling a number of years ago and really got into it and has a passion for it. As an organization, it really fits in with what we believe in. We believe in health and wellness and we see the Greenway as an amazing opportunity to provide that opportunity to the city of Calgary," Carr said. Mattamy got behind the Pan-Am



Don Barrineau

Games hosted in Toronto two years ago as the lead sponsor for the velodrome, and sponsors an annual cycling event fundraiser, Tour de bleu, which just raised \$3.6 million for Women's College Hospital in Toronto. Don Barrineau, division president based in Calgary, said Calgary's love of bike paths is catching the attention of other builders. "I've seen it as a growing trend around North America and inside communities," he said. "I haven't seen one like this that circles an entire city the way the Greenway does. This is a huge asset to the city. I think you'll see other cities trying to copy."

Parade of laned homes launches in Mahogany

JOSH SKAPIN

People in the market for a laned single-family home have 10 new reasons for turning to a lake community in southeast Calgary. A new show home parade in Mahogany featuring models by Hopewell Residential, Jayman Built, and Excel Homes will be unveiled today. It's on Masters Crescent S.E. and will be open from noon to 5 p.m. "As the developer of Mahogany, we're excited to open 10 new show homes that offer just what new home purchasers need," says Nicole McLaws, Hopewell's marketing manager. "And as one of the home builders in this exciting new show home parade, we can't wait to open the doors to our never-before seen show home models."

Laned homes in Mahogany's current phase start from the \$390,000s. One of Hopewell's show homes is a bungalow dubbed the Opus. It's 1,001 square feet with one bedroom and 1.5 bathrooms above grade. Its developed basement provides an extra 726 square feet with two more bedrooms and a bathroom. Hopewell's two-storey show homes are the 1,752-square-foot Accolade, 1,446-square-foot Coby and Cullen at 1,584 square feet. From Excel, it's the 1,413-square-foot Huntley, 1,466-square-foot Porter and Waverly at 1,594 square feet. Each has three bedrooms and 2.5 bathrooms. Jayman's show homes are the Avid 20 at 1,797 square feet, the Sonata 20 at 1,668 square feet and the 1,545-square-foot Renew 20. The Avid has three bedrooms and 2.5 bathrooms, while the Renew has three bedrooms and 3.5 bathrooms, and there are four bedrooms and 3.5 bathrooms in the Sonata. "Families, couples, downsizers and everyone in between will find something to love with Mahogany's new laned show home parade," McLaws says. "These homes feature three or more bed-



The Renew model is a new show home by Jayman Built in Mahogany. *JAYMAN BUILT*

rooms, an abundance of storage space, optional basement development, spacious ensuites, dedicated laundry rooms and entertainment spaces designed with modern lifestyles in mind. They are absolutely worth a visit." There's been high demand for new homes in Mahogany this year. The community leads all ends of the city in residential permit applications in 2017, says the City of Calgary's planning and development department. In August, it raised the curtain on estate single-family show homes by Morrison Homes, Calbridge Homes, and Homes by Avi, along with executive paired homes through a partnership by Section23 Developments and Baywest Homes. "Mahogany is a complete community, with so much to offer," says McLaws. "From the lake, to the wetlands, to the newly opened shopping and restaurants in the Mahogany Village Market, there's no shortage of amenities." There are 30 hectares of naturalized wetlands and the lake is 25.5 hectares, making it the largest within Calgary limits. The Mahogany Village Market opened earlier in 2017 and is anchored by a Sobeys grocery store.



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