

Live life to the fullest in Ravenswood



City life takes on new meaning in Airdrie, where shopping, services and recreational opportunities are at residents' fingertips, but where a slower pace of life, friendly neighbours and a close-knit atmosphere reminds people this is a small community. Here, family takes priority, happiness is valued first and foremost, and life is a little bit more relaxed.

Ravenswood offers a continuation of this lifestyle — Qualico Communities knows what makes a community one's home, placing importance on open spaces, eye-catching boulevards and classic architectural styles.

"Careful consideration has been paid to envisioning a diverse, comfortable and distinctive residential community, placing parks, streets and homes in order to foster pride and a sense of true belonging," says marketing manager Lori Masse.

"We set out to create an enchanting neighbourhood that evokes imagery of an old-world European village — streetscapes feature nostalgic architectural styles, gracious courtyards, tradi-

tional street furnishing and picturesque walkways that enhance the community."

Also featured is a close proximity to all the necessities — restaurants, banks, groceries and boutiques are only blocks away, while Genesis Place, with its pools, gym and fitness studios, is close enough to cycle to.

"It's going to appeal to those seeking a small-town feel with the luxury of major amenities close by," Masse says.

"We're going to be attracting people from first-time home buyers to young families to move-up purchasers."

That's due to a wide array of home styles, she says. A selection of laned and front-attached garage homes are built by Pacesetter Homes, NuVista Homes, Broadview Homes and McKee Homes, and a showhome by each builder showcases the functional, yet stylish designs and décor home buyers can expect.

"It's reminiscent of an organically evolved village," Masse says.

"There's a blend of architectural styles — Craftsman homes will

have tapered columns with window batters, Prairie homes will have porches from simple stoops to wraparound porches, Tudor homes will have masonry and detailing and Colonial homes will have detailed mouldings and symmetrical placement of windows. There's a lot of choice and I think it is coming along beautifully."

However, it's not just about beauty in Ravenswood — convenience is key, as well.

The community is 10 minutes from Calgary, putting it in an ideal spot for commuters.

"Ravenswood is located in the southeast corner of Airdrie — take Yankee Valley Boulevard East and follow the signs to our showhome parade," Masse says.

"It's definitely a short commute to downtown, too — more and more people are choosing to live in Airdrie because to get to downtown Calgary, it only takes 20 minutes."

In short, she says, it's the perfect place to put down roots. In fact, Masse says the tagline for this community is: "living life to its fullest, only fuller."