

Calgary Herald  
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**Most people  
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says a study  
in the U.S.**



**TAKING IT EASY**

Organized social activities aren't at the top of the wish list for people in the 55-plus age group when it comes to a new home or condo, says new research in the United States.

"Most buyers in this market are looking for an easy-living lifestyle," says Mike McGowan, chairman of the National Association of Home Builders 50-plus housing council in the U.S. "They would like access to services that will free up their time from mainte-

nance both inside and outside their homes."

The findings of a study conducted by NAHB and the MetLife Mature Market Institute support that conclusion, says McGowan. Instead of constructing many amenities for social activities, the emerging trend for U.S. builders is to look for ways to partner with providers of such services for the residents of their active adult lifestyle communities, he says.

— *Kathy McCormick*

# Cougar Ridge now available for landing

Construction to begin this summer

**MARTY HOPE**  
CALGARY HERALD

The construction trailer has been tagged with a bit of graffiti from sitting on the vacant land for so long, but now signs are in place announcing the newest project by Statesman Corp.

"Planning started in 2008, but the market and economy stopped us cold," says Statesman vice-president Herb Meiner. "But we hope to break ground this summer."

The Landings at Cougar Ridge will be a 66-unit development consisting of townhouses and villas on the north side of Old Banff Coach Road opposite 73rd Street SW.

"It's a nice piece of dirt — with

views of the downtown and river, and with great access to the mountains and area shopping," says Meiner, who joined Statesman in October after a seven-year stint as project manager at Kicking Horse Mountain Lodge in Golden, B.C.

The project will also allow for geothermal heating and cooling to be used.

Plans for The Landings at Cougar Ridge call for single- and three-level living. Except for four townhouses that will have individual garages, all parking will be in an underground parkade.

Prices will start at about \$500,000, says Meiner.

He expects completion of the five-phase project to be 18 to 24 months, which means occupancies could begin in the fall of 2011.

"So far, we're taking reservations off the signs we have on the property," he says, adding that show homes will be open a year from this spring.

The demographic he expects to



Photos, Calgary Herald Archive

An artist's rendering of townhouses and villas in The Landings at Cougar Ridge.

see will include some young families, but for the most part it will be empty nesters, mainly from the surrounding communities.

While planning continues on The Landings at Cougar Ridge, Statesman is awaiting approval of a development permit for the property that currently holds the Crowchild Inn at Crowchild Trail and 53rd Street N.W.

Meiner is hopeful the permit will come in time to begin demolition of the building later this year or early in 2011. To be called Varsity Grove, the complex will hold 500 units in five buildings — one of which will be 12-storeys high, while the other four



The project will allow for geothermal heating.

will have six floors each.

For information on The Landings at Cougar Ridge, visit [www.cougar-ridgelandings.com](http://www.cougar-ridgelandings.com).

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