

# Condo builder set to expand

## Calgary-based firm grows in U.S.

**KATHY McCORMICK**  
CALGARY HERALD

**A**s a leading-edge developer of multi-family residences that are new formats, the Statesman Group of Companies is at it again.

"We're expanding, but Calgary is still my home," says Garth Mann, president of the company that brought new ideas to Calgary — including the villa concept that has become a favourite of mature adults and, more recently, the Manor Villages that combine amenities, support and services for seniors in a home-like setting.

"We're looking after seniors and we've found that it's been extremely well-accepted because that's the premier way that seniors want to live their lives," says Mann.

"It's a great idea that's taken off, so we've taken it to other areas in North America. We're also building resorts."

The company is expanding to Raleigh, N.C., as well as the state of Washington, including Seattle. It also has a big presence in Chandler, Gilbert, Phoenix and Scottsdale in Arizona.

"We're also looking at expanding in other areas," says Mann.

Statesman salesperson Michael Sali will be transferring to North Carolina in May to head up the eastern U.S. division of Statesman as it expands.

He recently won the American Standard Award of Sales Excellence at national SAM (Sales and Marketing) Awards hosted by the Canadian Home Builders' Association.

Statesman will be expanding into other parts of Canada as well, says Mann.

"We're already in B.C. in a big way, with projects like a 700-unit development on Lake Windermere, and

we're looking at other areas," he says. "We're in London, Ont., and Waterloo, and we're looking at Ottawa. Statesman has always been a bit of a control freak and we want to see every part of the business.

"We're one of the few that do everything from the acquisition and development of the land, to building it as a general contractor, operating the business, and even employing doctors and nurses at our Manor Villages. It gives us a leg up over what the others do, and it gives us the opportunity to do a better job."

The first Manor Village was built in 1997 on Sirocco Drive S.W.

Within the next two years, there will be as many as 20 of them in different areas, says Mann. "In Calgary, alone, we have five and we have plans to build a sixth in Varsity."

That project has been put on hold pending a review of the Varsity traffic studies after area residents at a recent council meeting expressed concern with traffic congestion.

The project is planned for the Crowchild Inn site at 53 Street N.W. and Crowchild Trail.

It would adhere to council's proposed initiative to increase density around C-trains.

It's expected to be back at council in late spring.

As for the expansion of the resort properties, Mann says it's akin to a lifestyle choice — and the resort experience can be anywhere, even in Calgary.

It's a sign of the times and not just for baby boomers, he says.

"People want to have more fun and people want to be in great places," says Mann. "People want marinas, golf courses, lakes and warm areas."

Developers have responded. "There's a migration of thinking from what buildings were in the past," says Mann.

**SEE GROW, PAGE J3**



“It's a great idea that's taken off, so we've taken it to other areas in North America.”

**GARTH MANN,**  
**STATESMAN CORP.**



Photos, Grant Black, Calgary Herald  
**Functional yet tasteful kitchen of a show suite in the Riverside Quays in Inglewood.**

## FROM J1

# RIVER: Club part of amenities

Prices of the loft apartments are expected to be in the high \$200,000s, with penthouses in the \$400,000 range.

"Townhouses, which will be all steel and concrete construction, are expected to be in the range of \$600,000 to \$1 million," says Milne. Those units are not available until later phases.

Units in phase one will range from 700 square feet to 1,250 square feet, and phase two units will be 900 square feet to 1,700 square feet.

The townhouses will range from about 1,500 to 2,600 square feet.

A mock show suite is in the presentation centre to show the available finishes and specifications.

The heart of the development will be the amenities, he says.

"We will have the Riverside Club in the southwest corner," says Milne.

"It will be 11,000- to 12,000 square feet and it will be built in the first phase. The two-storey building will be a full fitness club with a games area, pool tables, a juice bar with a terrace, and a two-storey mezzanine."

Units on the third floor of that building will have access to a west-facing terrace that will run the whole length of the structure.

"We'll also be putting in a whole range of outdoor activities for homeowners," says Milne.

"There will be a putting green, two bocce ball areas and a ramada with a series of barbecues. There will be



**The ensuite bathroom in the suite.**

courtyards with firepits, giant chess boards, table tennis set-ups and a large, concert-sized ramada for residents' use."

In the near vicinity, the upgrading of the Bow River weir will mean it will be a world-class site for canoeing, kayaking and other sports, complete with rapids and courses to follow, says Milne.

The city's extensive river pathway system is right outside the door.

### ALSO SEE

■ Award winner promoted

**J3**

### IN SHORT

**PROJECT:** Riverside Quays in Inglewood in the south-east inner-city.  
**BUILDER/DEVELOPER:** Statesman Group of Companies.

**LOCATION:** A sales presentation centre has just opened on site at 17th Avenue and 17A Street S.E. The project is awaiting development permit approvals, but the developer is accepting registrations. The first two phases have been released and construction will include the Riverside Club, the amenity centre. Construction is expected to start in the summer, with possessions by the fall of 2008. The complex will consist of about 700 units, including 623 loft apartments in six-storey buildings, and 72 townhouses.

**PRICES:** Not yet finalized, but expected to be in the high \$200,000s for the loft apartments, \$400,000 for the penthouses, and \$600,000 to \$1 million for the townhouses.

**HOURS:** The presentation centre is open from noon to 7 p.m. Mondays to Thursdays, and noon to 5 p.m. weekends and holidays.



Brad Milne of Statesman with plans for the Riverside Quays in Inglewood.

Grant Black, Calgary Herald

FROM J2

## GROW: 'Homes in rental pool'

"You're seeing projects like our Toscana in Phoenix, where homes are in rental pool," he says. "There's no need to buy fractional ownership to be able to rent them out when not in use, yet you get a return on your investment as well as the enjoyment of spending time in your own place — and they often have pools, spas, masseuses, and everything you need and want."

Some of Statesman's newest projects will include more health-oriented activities, he says.

"There's a natural evolution of our business

back into a more natural side of life," says Mann.

"We're expanding our philosophy. People are not just buying real estate, they're buying a club — a lifestyle.

"We've created the same type of atmosphere with our latest Calgary project, Riverside Quays in Inglewood, where the presentation centre has just opened up. It will have atmosphere and a spa."

The company also has land in Cougar Ridge on the west side that is waiting for a development permit.

## Award-winner promoted

**KATHY McCORMICK**  
CALGARY HERALD

The recent winner of a national sales award is moving to the U.S.

"I've been given the opportunity to transfer to the States to become the vice-president of the eastern U.S. division of the Statesman Group of Companies," says Michael Sali.

He won the American Standard Award of Sales Excellence at the recent national SAM (Sales and Marketing Awards) hosted by the Canadian Home Builders' Association.

He captured the honour through his work selling Statesman's popular WedgeWood Chateau complex in New Discovery.

"I'll be relocating to North Carolina as of May 1 to head up the company's expansion plans there," he says.

The first project he will be overseeing will be a Manor Village Life Centre — a complete seniors' complex that has apartments and a full complement of amenities and services, including some health care options.

"It's a tremendous opportunity to intro-

duce people there to these centres— and we'll be looking for new land opportunities so we can continue to build and expand our multi-family division there," says Sali.

Elin McLeod will be taking on a similar position on the western U.S. coast as Statesman continues to expand its operations south of the border in both the seniors' housing and resort projects.

"We're looking to expand in other areas," says Garth Mann, president of Statesman, who has been active in Arizona for more than a decade, building both Manor Villages and resort projects.

The company is also expanding throughout Canada, with projects in Invermere, B.C., and Ontario.

Sali was one of five finalists for the American Standard award.

"It's based 25 per cent on sales volume and with the location, type of product, my co-worker, and the hot Calgary market, that wasn't hard," says Sali.

"But the other 75 per cent of the marks are based on other criteria, such as extra curricular activities, enthusiasm, initiative, relationship with clients, and other things. It was an honour to win."



Michael Sali