

# Watermark at Bearspaw named best developed community in Canada

## Calgary lead country in nominations at National SAM Awards

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Watermark at Bearspaw — Phase Two was crowned winner of the Community Development Award at this year's National SAM (Sales and Marketing) Awards.

**Photograph by:** Don Moyneaux

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A community west of the city known for its large lots, cascading ponds and mountain views, is back on top. Watermark at Bearspaw is a back-to-back winner of the National SAM Award for Community Development. The luxury subdivision also caught the eye of judges at the local level this year. It took home this year's honour for Community of the Year-Calgary Region.

At the national level, the top community crown went to the second phase of Watermark at Bearspaw after its first phase earned the same award at last year's competition. The community is developed by Macdonald Development Corp.

"We're very proud and we hope our residents are proud too," says Ian Macdonald, director of sales for the community.

"To win the first time I think we set a benchmark and to win again, it feels like we want to continue to exceed expectations. "

The awards were announced at the Canadian Home Builders' Association National Conference in Whistler B.C. That includes the Grand SAM Award for top builder in the country, which was won by Doug Tarry Homes of St. Thomas, Ontario. Three of the six shortlisted for this award are from Calgary.

This includes Homes by Avi, Avi Urban and Albi Homes. Last year, Albi won the award.

Calgary and area companies out-paced all cities in Canada with 26 finalists. Watermark and Calgary-based Riverview Custom Homes walked away with trophies.

Riverview won in the category custom single-detached home over 4,000 square feet.

"I'm in complete shock," says Riverview president Chris York, adding he was "in tough competition."

The company won for a home in St. Andrew's Heights, in northwest Calgary.

"Concept to completion we put a lot of thought into it. It took us over six months to design and a year and a half to construct," adds York.

"We wanted to incorporate a lot of interior and exterior elements, incorporating the home with the property and it looks like the judges could see that."

Along with top community honours, Watermark also won a marketing award for its website. The community was also in line for the Marketing Excellence award.

Lots in the community range from 0.1 to 0.39 hectares and residents are treated to at least 25 feet between homes. Its latest phase features lots with unobstructed views of the Rocky Mountains, while others back onto cascading ponds or groves of aspen and walking trails. Watermark also boasts a central plaza with a pavilion, outdoor kitchen, fire pit, sports field and basketball court. Homes in this community start from around \$1.2 million.

Albi Homes led all Calgary companies in finalists in new homes categories with four. This includes The Bristol 7 in Elgin Estates, for single-detached home between 1,500 and 2,200 square feet and the Salerno 2 in Auburn Bay for single-detached home over 2,200 square feet. Then Vistas of Tuscany Unit 3 was up in the single-attached home category and a submission in the custom home area. The company was also in line for a print ad.

Avi Urban finished with three finalists. The Enclave at Castle Keep was up for the community development award. This project earned the company the award for Best Multi-Family Community at the Calgary Region SAM Awards. The Enclave's Yorkshire E model was a finalist for the single-attached home trophy. Avi Urban also had a nod for the direction promotion award.

For Homes by Avi, JV1 in Richmond Park was a finalist in the single-attached home category. The company was also in line for the best print ad.

Prominent Homes also picked up multiple nominations, one for its Westley II in Hawk's Landing and another for its Altadore Infill. Other Calgary builders with nominations include Stepper Custom Homes for The Lakeside, Mahogany, and WestView Builders for The Arlington in Aspen Woods. Brookfield Residential was also up for The Belvedere in Cranston.

Hopewell Residential Management was a finalist for direct promotion with its Mahogany — Lake Front Grand Opening submission. Mahogany won Community of the Year — City of Calgary for the second year in the row at this year's Calgary Region SAM Awards.

Other local finalists include Augusta Fine Homes in the print ad category with The Look of Luxury Ad #1 and Artesia at Heritage Pointe by Heritage Pointe Properties in the community development section.

Artesia won New Community of the Year at this year's Calgary Region SAMs. It was also a finalist for Community of the Year-Calgary Region and Show Home Parade of the Year.

In the home renovation section at the National SAMs, Kon-strux Developments was up for top kitchen.

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