

Welcome to The Prairie's

This Update in respect to The Prairie's development on the east side of the Town of Strathmore is primarily subject to the approval of the Area Structure Plan (ASP) submitted by Prairie Merchant Corporation in September 2011. The Prairie's ASP can be found on www.prairiestrathmore.ca.

Woven seamlessly into the natural prairie landscape, Strathmore's sense of community grows to include The Prairie's. Planned as distinct yet complementary neighbourhoods, Prairie's Edge and Prairie's View offer the opportunity for people to live in nature.

Here you'll find quiet tree-lined streets joined with trails that meander through wetland and trickle creek crossings. Here you'll find reflection on a summer night's stroll, and recreation on winter's frozen ponds. Here you'll find a place to call home, on the Prairies.

- Distinctive neighbourhood design fostering a sense of place and belonging.
- Integrated streets and pathways creating walkable and safe neighbourhoods.
- Integrated local shops, services, and live-work opportunities, meeting everyday needs.
- Inclusive housing choice for a range of families and people at all stages of life.

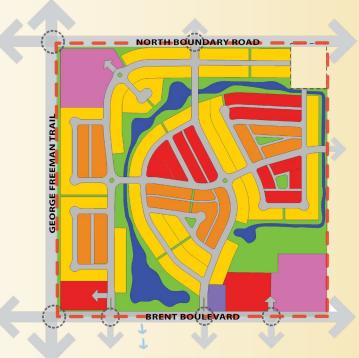


Prairie's Edge



Prairie's Edge, the larger of the two Prairie's neighbourhoods, will be one of Strathmore's most desirable addresses. Here a range of housing, integrated within park space, supports an active and healthy lifestyle. Set in nature, a unique blend of live-work-play, close to schools and other Town amenities, provides the ideal neighbourhood.





- Single-family large lot
- Single-family narrow lot
- Multi-family low density
- Multi-family medium density
- Small-scale local commercial centre
- Open/green space network
- Stormwater facilities/enhanced wetland complex

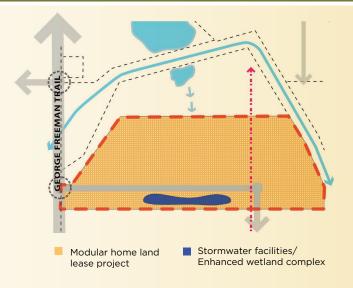
Prairie's View



Prairie's View will be the ideal place for young families and first-time home buyers - anyone looking for affordability and quality. This architecturally controlled neighbourhood will enjoy the benefits of its proximity to the natural and local amenities of Prairie's Edge. Never before has such a stylish and thoughtfully-crafted neighbourhood been accessible to so many.

WHAT'S NEW AT PRAIRIE'S VIEW

The Prairie's Area Structure Plan (ASP) was revised between February 2011 and September 2011 to include a Land Lease Modular Home project in the Prairie's View community. The goal of the project is to allow for a quickly available and flexible entry level price point home. The modular home project reduces building construction timelines, reduces landfill debris and on site construction debris, and utilizes sustainable building techniques. Prairie's View is being provided within the Town of Strathmore to help stimulate the local economy, provide diversity in housing choice, and increase opportunities for people to both live and work within the Town of Strathmore at an entry level price point.



JUST WHAT IS A MODULAR HOME?

A modular home is any home in which 80% to 95% of it is built in a factory and is constructed in sections, or modules. These modules are transported to a building site, placed on conventional foundations and assembled, where construction is completed. Unlike traditional stick-built homes, in modular building techniques, the on-site builder's involvement is limited to excavation, final grading, construction of a suitable foundation, interior and exterior wall finish, heating and ventilation hookup and connection to utilities.



Modular homes are not trailer homes or mobile homes. Modular homes must conform and comply with the Alberta Building Code, not to the less stringent codes available to mobile home companies, and they are fully warrantied by the builder. There are no axles or telltale signs to even suggest that a modular home is mobile. There are no visible seams, beams or lines; modular builders use the same materials used when constructing a site-built home. And just like conventional homes, modular homes can have full basements.

Prairie's View anticipates using modular homes similar to the ones shown here. Beautiful, modern homes whose style and design exceed its price point.

The Prairie's Area Structure Plan is anticipated to be going to Town Council for First Reading on October 19th, and the formal public hearing will follow one month after.





SEMI-DETACHED MODULAR HOMES





SINGLE-FAMILY DETACHED MODULAR HOMES

Prairie's Timeline / About The Developer



NOV 2010	\frown	Hosted Open House in respect of draft Area Structure Plan (ASP).
DEC 2010	Q —	ASP submitted.
FEB 2011	\rightarrow	ASP on hold to review Prairie's View zoning.
MAR 2011	\rightarrow	Advance engineering work on water and off site utilities.
JUNE 2011	\rightarrow	Refine design plans.
SEP 2011	\rightarrow	Resubmit ASP with Modular Home Land Lease Project for Prairie's View.
OCT 2011	Q -	Anticipated first reading at Town Council.
NOV 2011	^ -	Anticipated public hearing for ASP and land use review for Phase 1 Prairie's Edge.
WINTER 2011/12	\bigcirc	Anticipated approval of ASP and other regulatory approvals.
SPRING 2012	^	Anticipated development of 20-50 single family residential lots in Prairie's Edge.
SUMMER 2012	\Diamond	Anticipated development of 20-30 seniors' housing units in Prairie's Edge.



Prairie Merchant Corporation (PMC) is the business development company of Calgary-based entrepreneur W. Brett Wilson. PMC is committed to developing The Prairie's in a timely and environmentally respectful way. PMC is also committed to the well-being of the residents and businesses of Strathmore and the surrounding community.



FOR MORE INFORMATION, CONTACT:

Allan Coulter
Project Manager

Project Manager, The Prairie's

Phone: 403.660.8000

Email: info@prairiestrathmore.ca

www.prairiestrathmore.ca