

Starward Homes

Find a new home community that fits you to a tee



Harbourtown is nestled on the shores of Lake Erie. Residents open their door to quiet walks on the Friendship Trail.

It's not just about location, location, location – when it's time to trade down the family home, many boomers are also looking for a lifestyle trade up, making lifestyle considerations a priority in their new home search.

While some want a village feel with a myriad of social and recreational options, others prefer a neighbourhood of serenity and privacy. Even still, others would rather a stately detached home with the convenience of a condominium lock-and-go lifestyle.

Home builders have been scrambling to design products that meet this demand. Ward Campbell, a third generation home builder, is at the helm of a company quickly gaining a reputation for expertise in planning and developing adult communities. Most recently, the wildly successful Garth Trails on the Hamilton Mountain catapulted Starward Homes' track record. In its third phase, Garth Trails has nearly 400 residents that enjoy an active, adult lifestyle in a community



Garth Trails features a 14,000-square-foot clubhouse where residents can enjoy a number of activities.

that has been recognized within the industry for its design.

"Our success with Garth is rooted in the site's combination of homes designed for the demographic and amenities designed for residents to use the way they'd like," Campbell says.

There are walking trails and a naturalized pond on site, but the clubhouse is truly the heart of the village. It is the perfect place to meet friends, enjoy a swim, gather with neighbours for a game of tennis, bocce ball, or shuffle board, or play a round on the putting green.

"We also recognize that not everyone is looking for a home in a bustling, social environment," Campbell notes. "There are other needs out there."

Starward has responded with a smaller community on the shores of Lake Erie in historic Fort Erie. Harbourtown is the perfect place to enjoy a quiet, peaceful and private lifestyle. The site has a limited number of lakefront lots for custom homes as well as detached and semi-detached bungalows and two-story singles. Harbourtown homes are ENERGY STAR® certified freeholds with no annual or monthly association fees.

"We designed Harbourtown for those who are looking for a more peaceful respite that's close to major amenities," says Campbell. "Residents at Harbourtown will open their door to quiet walks along the lake on the Friendship Trail, but there is also shopping, professional sports and a major airport in Buffalo. Plus, the Niagara region offers wine tours, championship golf, world-class theatre and spectacular dining, bicycling and hiking."

Starward has also expanded its offering with the May launch of Kitty Murray Woods in Ancaster. "Kitty Murray Woods is designed for folks who want a luxurious detached home, but without the hassle of having to maintain the property," Campbell says.

"My family has been in the homebuilding business for more than 100 years and we pride ourselves on building exactly what customers want. It is important to recognize the changing needs of buyers. What people wanted 10 years ago, isn't what they want, or need, now." ■

For more information on Starward Homes' adult communities, call or visit the website.

905.648.7000
starwardhomes.com

