

Home buyers opting for the brighter side of living

BY JOSH SKAPIN, CALGARY HERALD JANUARY 15, 2016



The kitchen in the C2 show suite at Copperfield Park III.
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When it came time for condo buyers to decide on the colour palette for their new place in 2015, more often than not, they kept it light.

Many multi-family developments offer at least two colour packages to pick from, which can influence finishes such as paint, flooring and counters, along with the kitchen cabinets and backsplash. Some palettes are as cut-and-dry as picking between dark or white selections, while others offer a more robust mix. But when it came to simplifying a trend from 2015, light selections led the way, say builders.

“Our most popular palette over the last year has certainly been the light package,” says Angie Herback, who works in sales with Remington Development Corp. The company is currently selling condos at Quarry Park developments The Gates and Champagne.

“Homeowners are telling us they like the clean, crisp feel of the lighter colours. A lighter finishing spec also lends itself well in making a smaller space feel larger.”

Grey and white was the colour palette favourite for buyers through Mattamy Homes last year, says the company’s director of the design studio and customer care Christine Turner. This included solid finishes and fewer bold patterns, resulting in a contemporary feel for the home, she adds.

“In 2015, homeowners in the Mattamy design studio continued to select finishes which are transitional and reflective of the overall trend towards a lighter colour palette,” Turner says. “Homeowners are excited to use inspiring design trends to shape their style. Shades of warm grey paired with white offer a neutral background, allowing homeowners to personalize their home with furnishings, artwork and accessories.”

Mattamy builds multi-family and single-family homes in the northeast community of Cityscape and Southwinds in Airdrie.

Brad Remington Homes sales and marketing manager Leanne Wilkie says in recent years the colour palette of choice has featured neutrals with tans and browns. The builder displays this look with the C floor plan show suite at its Copperfield Park III development.

“While the classic look is still a regular go-to, many of our purchasers are trending towards the white and grey palettes, easily creating a clean and airy feel to their home,” Wilkie says. Copperfield Park III’s B show suite features this look, creating an “incredibly open, yet modern feel to the home,” she adds.

“Both of these looks have been created by choosing lighter selections and neutral, subtle accents. In 2016, at Legacy Park we’ve started to offer two-toned kitchens, giving people the option to have the modern look they are after but with the dark accent.” Legacy Park is the newest development by Brad Remington Homes and part of the southeast master-planned community of Legacy.

Townhome buyers are taking a similar colour and design route in the northwest community of Sherwood.

“We are definitely seeing the lighter colour selections trending upward in popularity,” says TaraLynn Green, who is part of Avi Urban’s sales team for Willow at Sherwood. “The dark is still popular, but more and more people are going with the lighter flooring and cabinets. Right now it’s almost 50-50 dark selection to light selection, but light is becoming increasingly popular for selections.”

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