



# LIVING LARGE, RESPONSIBLY

BY AMY J. HILL

It's not a new concept. For many, especially in Colorado, it shouldn't be difficult to imagine a place where luxury and social responsibility co-exist, but ask someone to name a community that takes the notion seriously and you'd be hard-pressed to find one. That is, until now. Meet Ravenna, a place where development and the environment are in harmony.

Ravenna is not your typical private, gated golf course community. It's a place that has one of the most aggressive water conservation programs in the state and enhances the natural landscape rather than destroying it. With a nod to Santa Barbara Style and a wink to Old World Mediterranean, developer Glenn Jacks has focused on establishing a new way of life—a community designed with purpose that delivers on low impact, water conservation, wildlife corridors, and retaining the natural character of the land. But why bother with all of that when a developer can plop down lots almost anywhere and they will sell? Here's why.

"The dream of Ravenna started with a single idea—to live life deeply and well. My partners and I had a vision for a better way of life and we couldn't let it go," explains Jacks.

This vision not only anticipates what people want and need, but also elevates their quality of life. Like Apple before it was Apple, or Starbucks before it became a household name, Ravenna is creating a product that fulfills a future need—an eco-friendly high-end home and golf community—and making it about the experience. Like visionaries before him, Jacks is onto something.

A recent study by Nielsen, a leading global information and

measurement company that provides market research of what people are watching and buying, reveals a shift towards the importance and perception of social responsibility in the overall marketplace.

"While cause-marketing programs seem to resonate most strongly among younger respondents, the rapid change in sentiment among middle-aged

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consumers expands the cause opportunity for brands," said Nic Covey, vice president of corporate social responsibility at Nielsen. The bottom line is that consumers increasingly care, even more so when it comes to one of the greatest financial investments they will ever make: buying a home.

"I think the reason Ravenna is resonating with people is that it goes beyond four walls. It turns the concept of luxury-meets-social-responsibility on its head. Here, the animals don't just roam, they thrive—as do the people that live here," says Dale Schossow, Ravenna resident and Broker, Fuller Sotheby's International Realty.

Still need a clear picture of what it's like to live at Ravenna? Think warming backyard fireplaces on crisp nights, deer and foxes roaming between golf holes, and laughter from the clubhouse patio. En-

vision homes built into knolls and rolling hills, Tuscan Villas perched on rugged terrain, and smaller neighborhoods in which homes are clustered rather than sprawling estates on large lots. These critical design decisions and the careful implementation of them were made to set Ravenna apart, foster relationships, and promote a greater sense of community.

Homes are outfitted with all the designer finishes and lavish amenities people crave, from home theatres to state-of-the-art wine cellars, wood beams, imported tiles, and landscaped courtyards, stone fireplaces to windows with stunning views in nearly every direction. Just take a look at Paradiso, Ravenna's planned 25,000 square foot clubhouse, to get an idea of what Ravenna stands for. Dotted with intimate rooms, pecan floors, Venetian plaster, and soft lighting to promote relaxation, no stone was left unturned in the design.

In addition, the Jay Morrish-designed golf course, ranked among Golfweek's Top 100 "Best Res-

idential Courses" and "Top 100 Best Modern Courses," is known for its beautiful setting and quality playing conditions. At Ravenna, golfers can expect not only a challenging experience amidst a backdrop of rolling hills, native grasses, and clear vistas but also the comforts of made-to-order grilled lunches and chilled apples waiting at the turn.

"Our golf course has less irrigated turf than any private golf course in the Rocky Mountain region. We have allowed wetlands to grow to enhance water filtration, and we do our best to use a minimal amount of pesticides. We fertilize with organics that remain on the property and are not washed down to streams and rivers. Our urban drainage structures—which have won several national awards—look like waterfalls, and blend with the natural landscape, at least our resident ducks think so," laughs Jacks.

"We used dark-sky streetlights to keep the night sky as natural as it was before we came. We created large bridges and tunnels where normally you would just put pipes to allow the animals to move freely through the open without having to climb up and over the road. We chose the land because we believed we had the ability to develop an incredible property without destroying it. In fact, we believed we could enhance it."

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