

PREMIERE ISSUE

# LOFTS

URBAN LIFESTYLE EVERYWHERE

Best Loft  
Cities in  
America

Inside:  
Loft listings, design ideas,  
products and more

From the editors of *Romantic  
Homes* and *Victorian Homes*





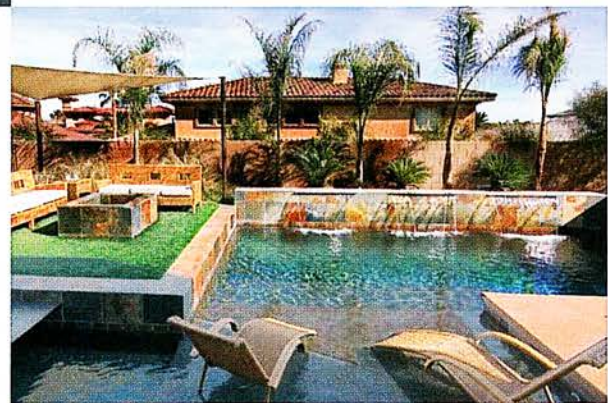
# The loft home

A truly unique style of living

Over the past few decades, Las Vegas has become one of the fastest growing, most desirable places to call home. Unfortunately, most of the options in the housing market do not reflect the visionary spirit that has helped to create one of the most unique and exciting cities in the world. Blue Heron, a Nevada-based homebuilder, was created to bring innovative lifestyle options to Las Vegas residents by building homes with a unique sense of style and a character all their own.

Since its inception in 2004, Blue Heron has managed to create a truly unique style of living and an unprecedented innovation in the housing category which has been dubbed the Loft Home™. This unique concept combines the cosmopolitan style of a loft with the suburban sensibility and privacy of a single family home. Blue Heron communities offer residents landscaped backyards, private courtyards, 3-car garages, private roof decks and the security of a gated entrance. The Loft Home™ design exudes the sophisticated style and modern elegance of a loft, with soaring 20-foot ceilings, flexible floor plans and spaciousness that is simply unachievable in a traditional home. This refreshing new architectural style allows residents to truly reinvent their lifestyles.

To take the flexible lifestyle a step further, the young company has recently unveiled the Blue Heron Custom Design Experience. Created to ensure that new residents realize the home of their dreams, the Custom Design Experience has



been carefully crafted to guide clients through a series of more than 5,000 exciting options, many of which can be found only at Blue Heron. Some of these innovative options include polished concrete floors, modern steel staircases and expansive glass walls that can be rolled open to create a continuity of space between indoors and out.

With a company pledge to build environmentally responsible homes, Blue Heron is also committed to researching and implementing the latest green technologies and practices in sustainable design. Special attention is given to the indoor air quality and energy efficiency of each Blue Heron home, resulting in a healthier lifestyle and a reduced energy bill.

New communities are now selling in West Las Vegas and Henderson, with homes ranging from 3,450 square feet to more than 5,500 square feet. Pricing begins at \$695,000. To contact a Blue Heron representative, please call 702.304.1552 or visit the website at [www.blueheronliving.com](http://www.blueheronliving.com).