The Calgary Sun ■ SATURDAY, FEBRUARY 25, 2012

Homes-Extra

T.O. firm sets sights on Calgary

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CALGARY SUN

One of Canada's largest condominium development firms has its sights firmly fixed on Calgary after several years of uncertainty.

"I've been looking at the city for six or seven years, but every time I put in an offer, the price went up," says Brad J. Lamb, president of the Lamb Development Corp. "Now, I've looked at it and (decided) now is the time."

Lamb got started in the business by buying and selling real estate, eventually acquiring his realtor's licence, specializing in selling resale condos in Toronto. He graduated from there to selling condo projects through his own company and then to development of projects.

To date, he estimates he has sold more than 120 projects, primarily in Toronto, but also in Montreal and Ottawa and now he's moving to Calgary.

"I think there's a place in Calgary for tremendous design and I think Calgary wants it," says Lamb. "I can see it in the changes in the last five years and see it started in condominium designs. The interior designs are better than they were six years ago (and the) architecture is starting to get better."

Architecture plays a huge role in Lamb's business philosophy.

"We deliver a full package with our developments," he says. "We pay more for our architects and hire guys who win awards — architecture awards. And we hire designers who win awards for the best hotels, the best retail.

"These are the guys we hire so we can deliver beautiful product."

LAMB

The first product in Calgary will be the 31-storey, 230-unit 6thand10th, located, not surprisingly, at 6 St. and 10 Ave. S.W. in the Beltline, with street-friendly features at grade.

"From the start, we wanted to create public space at street level," says Lamb, "I don't like podiums — I like buildings that create public space at grade and create good retail that people want to visit."

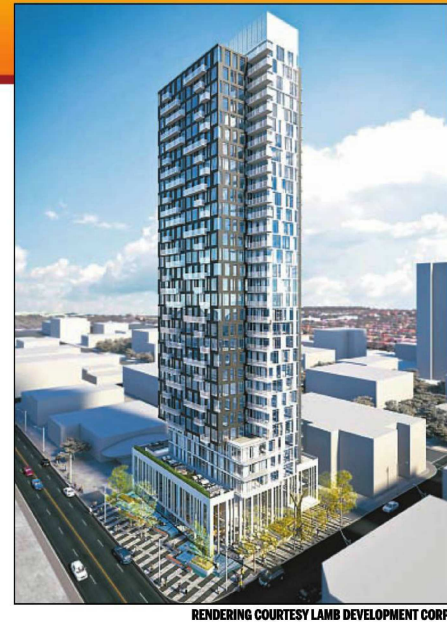
Plans include a sculpture garden and Lamb will be calling for art proposals from local artists to populate the garden.

"We hope it will be synonymous with Calgary culture — one of the many things that (will) help define Calgary as a unique Canadian city," he says.

A 3,200-sq.-ft. restaurant and bar is also planned at grade, potentially providing room service to residents above.

A variety of floor plans will be available with a one-bedroom suite about 500 sq. ft. in size priced at just over $200,000, all the way up to two penthouses, priced at about $1 million.

A sales office is scheduled to open in May with a VIP launch party. For more information about the company, go to www.lambdevcorp.com



RENDERING COURTESY LAMB DEVELOPMENT CORP.

Lamb Development Corp.'s first foray into the Calgary market will be a 31-storey, 230-unit called 6thand10th in the Beltline. A sales office is scheduled to open in May.