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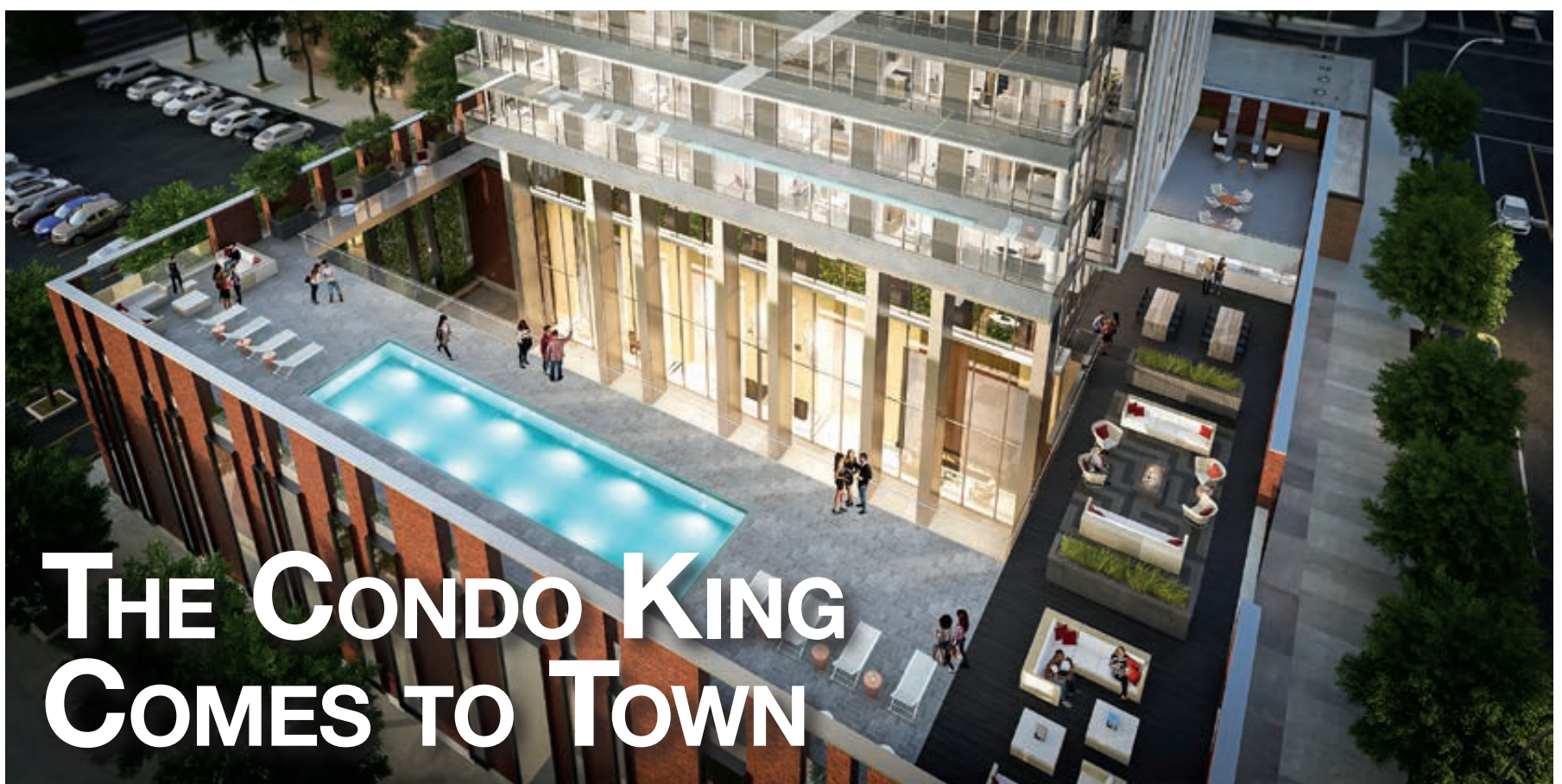
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up the core*



THE CONDO KING COMES TO TOWN

After years of building condos practically everywhere but Edmonton, Brad Lamb has set his sights on YEG's thriving and competitive Downtown condo market. Scott Lingley looks into what the Toronto real estate mogul has to offer.

"Edmonton is on fire!" proclaims a September headline on real estate mogul Brad J. Lamb's blog. But Lamb, who is known as Toronto's Condo King for his long history of high-end developments—and for a stint as the star of HGTV's *Big City Broker*—isn't one for just talking about such things. Last year he announced the Lamb Development Corp. would be erecting not one but two premium condo developments in Edmonton.

Lamb says the impetus to move into the Edmonton market came while he was launching his first development in Calgary, and heard about Edmonton's downtown revitalization. After doing some homework he found out about Edmonton's impending Arena District development.

"So many cities make a wrong decision about where these major entertainment complexes are going to go, but I can tell you where this venue's going to be is a huge boost to the city. It was very easy for me to see where high-rise residential growth is going to be, because you can

see where you could live as a pedestrian," he says. "The catalyst in the end to move into the Edmonton market was the arena for sure, it made me believe the city has a very good chance of having a more interesting, dynamic and livable downtown. But regardless there are lots of things going on, smaller things that cumulatively help a city."

Jasper House, which Lamb started selling at the end of November, will be 36-story, 240-unit luxury development on Jasper Avenue at 106 Street. So far he is encouraged by the enthusiasm Edmontonians have shown for the project.

"We sold more units in Edmonton on our first project than we sold on our second project in Calgary, and we have more credibility in Calgary. We sold a lot of big units and people seemed very interested in moving downtown to a higher calibre building than they've seen so far."

Lamb says he's already sold 70 of the 160 units he'll need to sell to go forward. He's estimating construction will start in April 2016. His second development, *North*,

located near the McEwan University campus, will likely launch next spring.

So the Condo King sounds like he's ready for Edmonton but will the feeling be mutual? Lamb points to *Jasper House's* premium architecture, design, finishes, in-house gym facility and dining lounge, and outdoor pool as conspicuous aspects of its lifestyle allure.

"We've got nine-foot ceilings throughout, we have phenomenal hardwood flooring everywhere, we've got the best bathroom tile, double thick stone counters, gas cooking, built-in appliances, gas on the balconies, gigantic balconies that are typically 20 by six feet deep so you can really live outside in the summer," he says. "If you care about style and design, I think we're the best product in the marketplace, and I think our pricing is very desirable."

Lamb adds that if people like what he's preparing to bring to the city, *Jasper House* is only the beginning. "If people want what Lamb Development Corp. is offering in Edmonton, we'll be there for many, many years"