



# Condo developer Brad Lamb says Edmonton 'rink' brought his attention back to the city

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**Brad J. Lamb of Brad J. Lamb Realty Inc. poses atop a terrace in a two-storey unit at his newly designed condominium at King St. W. and Spadina Ave. called GLAS.**

Brad Lamb sits in the main lounge of Edmonton's Hotel MacDonald, sipping Perrier, getting ready for a party he has planned to introduce the city's movers and shakers to his vision of condo development.

In jeans and a sport coat, tall with a shaved head, Lamb bears more resemblance to rock star and Smashing Pumpkins front man Billy Corgan than the suit and tie set one might expect to be making multi-million dollar land deals. But that could just be part of sales pitch.

In fact, his own look matches the checklist his buildings bring to a neighbourhood. Tall and sharp. Able to both stand out from a crowd and blend well with the scenery. While his gold Rolex speaks of luxury options, the tortoise-shell sunglass arm peeking out of his jacket pocket suggests a more laid-back, cool interior.

"Our product is really for younger people," he said, explaining that part of the development process includes visiting the city's bars and restaurants to get a feel for the people. "This city's way hipper than Calgary."

Based out of Toronto, Lamb Development Corp. has been behind a handful of signature properties built in the past decade, sometimes in opposition to political will. They've also done business in Ottawa, Montreal and Calgary.

Between the economic climate, the political desire to grow the downtown and the youth of its residents, Lamb feels Edmonton is the perfect place for his company to branch out again.

"The thing that got my notice was the announcement of the rink," he said.

"This city is growing by leaps and bounds and there's no housing. You've got a mayor and a business environment that wants development," he said. "This city is perfect for a high-rise development."

So far, he said he's had more than 1,500 people reach out to find out about his first Edmonton project - Jasper House, a 260-unit tower located at Jasper Avenue and 106 Street. It will include an outdoor swimming pool, private dining room and lounge and gym. Units will range from about \$240,000 up to \$1.5 million and Lamb expects to break ground in about a year.

Another property he's got his eye on is 106 Street and 103 Avenue where Lamb plans to build North, a 40-storey tower that will build up steam once the first project hits pre-sale targets.

Though his plans include building upwards of 10-15 more towers, he said he won't be the last big developer to turn their gaze on Edmonton.

"We won't be the only catalyst," he said.

The sales office for Jasper Place opens Nov. 22.

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