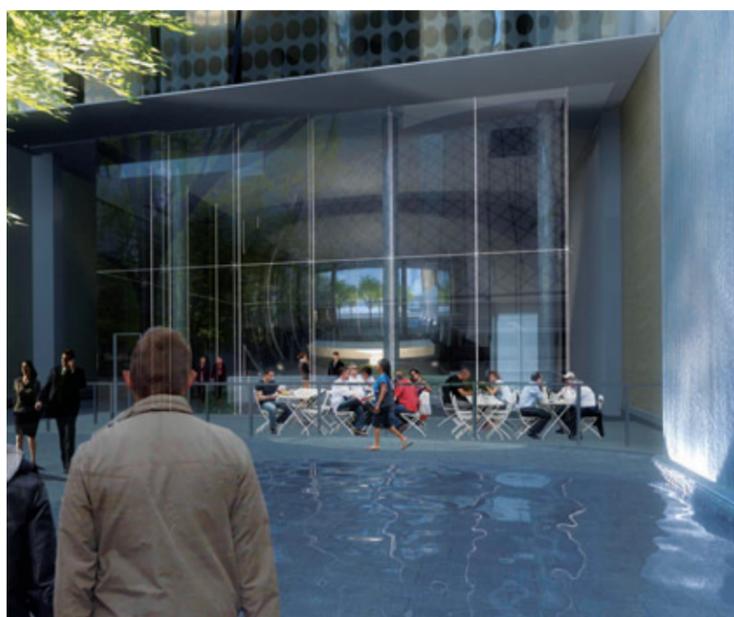




From the desk of **BRAD J. LAMB**

BRAD J. LAMB REALTY NEWSLETTER NOVEMBER 2010

THEATRE PARK IS FULLY APPROVED!



Two years ago when I bought the parking lot next to the Royal Alexandra Theatre at 224 King Street West, I had an idea for a very high tower. Due to its location at the heart of historic Theatre Row, I knew that I had my work cut out for me.

I knew that in order to get the city on side for this development, we would have to design something architecturally spectacular. Additionally, we would have to give something back to the city – something very special. Most developers instinctively build to the front lot line, thereby creating a consistent street wall.

“Peter Clewes’ design literally took my breath away. He immediately understood what I wanted and agreed it was the only way to go. We presented our plan to the Mirvish Enterprises and they fully endorsed the design. We named it Theatre Park.”

Typically, planning departments want this too. My idea was to pull the building to the back of the site and create a small park, or a forecourt, on King Street West. How incredible would that be; offering a new mini urban park for everyone to enjoy. We could achieve two things: first, we would give the city an innovative and cool new park in the heart of the Theatre District, and second, we would allow the Royal Alexandra Theatre an opportunity to stand out and sit proud of our tower, literally showcasing this magnificent historic theatre. I believed this was the essence of a city approval.

To achieve the goal of creating a spectacular tower with unique forecourt park, I engaged one of the finest architects anywhere, Peter Clewes of architects Alliance. He and his team put together a design that has set the new standard in Toronto’s condo one-upmanship. His design literally took my breath away. He immediately understood what I wanted and agreed it was the only way to go. We presented our plan to the Mirvish Enterprises and they fully endorsed the design.

We named it Theatre Park. I hope for generations to come, people looking to meet up in the city will use our little park as a meeting place, as a quiet respite from a busy day or as a location for some special event. Despite substantial pushback from the planning department, the local councillor, Adam Vaughan, understood the risks and benefits of such a



project, and with his vision for a better, more stylish, and urban Toronto, he came to believe in Theatre Park and backed our vision.

Now, with much excitement, we will be offering Theatre Park, a 47-storey, iconic point tower for sale. There is no better place to call home. I assure you that we have put the best of everything into Theatre Park. Located in the heart of Theatre Row, surrounded by the Royal Alex, Roy Thomson Hall, Princess of Wales, and all the history of the area, our new modern landmark will afford clear views for miles around. As with Gläs condominium and Parc Lofts, our development partners are Harhay Construction Management Ltd. and Niche Development. Interior Design by II by IV Interiors. Visit www.theatrepark.ca

Sincerely,
Brad J. Lamb, President, CEO
Lamb Development Corp.

FIND BRAD HERE:

