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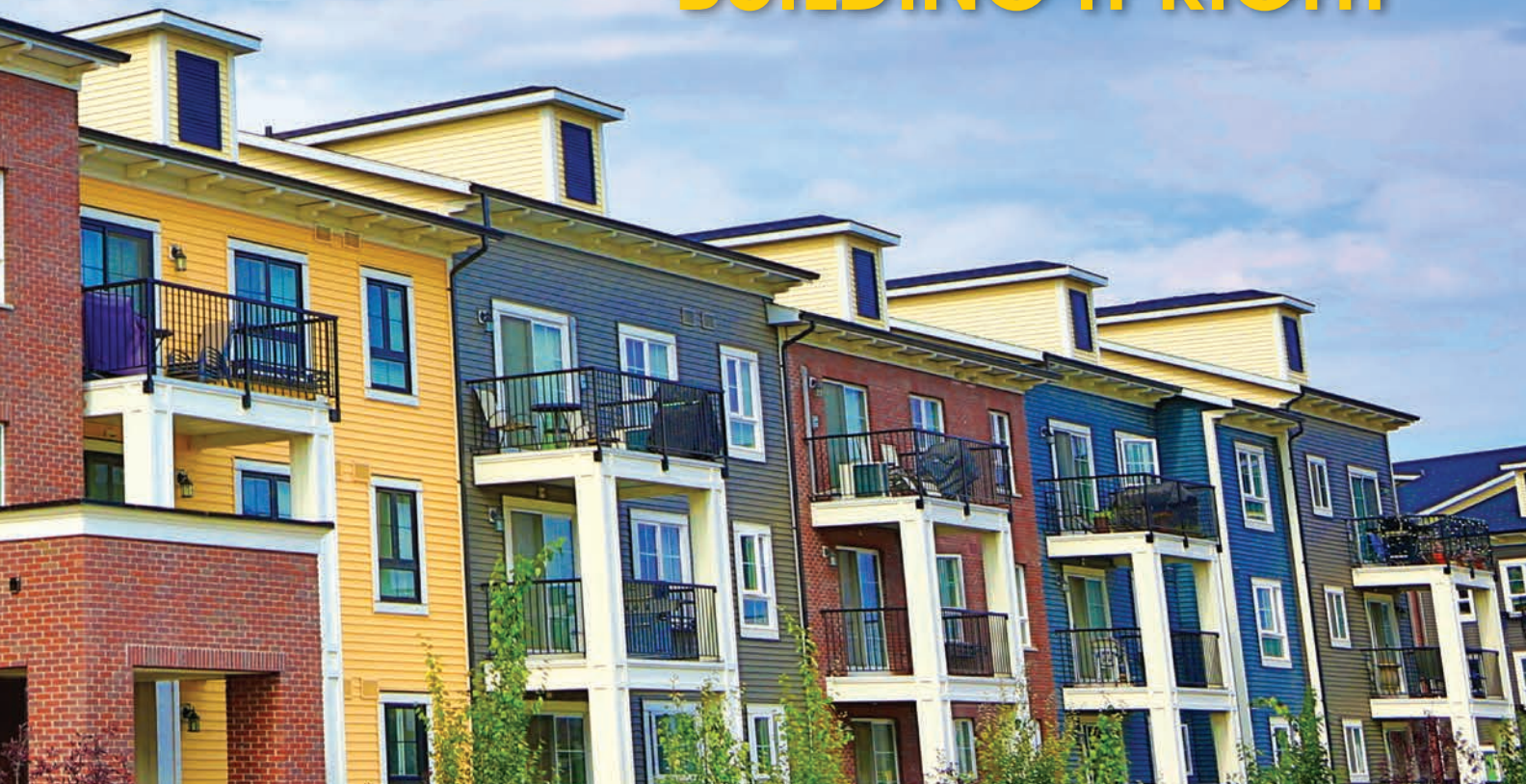
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MODERN URBAN LIVING IN CALGARY

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6th and Tenth brings new sense of style to Calgary condo living

BY ELIZABETH CHORNEY-BOOTH

Lamb Development Corp. has earned a reputation in Ontario as a developer of ultra-stylish condominium projects with an emphasis on innovative architecture and cutting-edge interior design. While the Lamb philosophy of urban living has certainly changed the feel of the Toronto skyline in recent years, the company's vision for what inner-city life should look like has yet to influence the way we live here in Calgary. All of that will change soon as Lamb's first condo tower, 6th and 10th, starts to rise in the city's dynamic Beltline neighbourhood. While there certainly are some impressive buildings going up in the city these days, Lamb Development Corp's President Brad J. Lamb says that 6th and 10th will be unlike anything Calgarians have ever seen. In his mind, building an exceptional condo building starts by bringing in the very best architects and designers as to create something that sets a new bar for chic city living. »

As Seen in
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"The difference is that our buildings, wherever we build them, are beautiful," Lamb says. "We understand the difference between a great architect and an average architect. Or a great interior designer and an average interior designer. In any city this building would stand out as a top piece of residential architecture."

After years of watching the markets and contemplating where to build, Lamb feels like now is a perfect time to move into the Calgary market. As the city continues to grow and downtown neighbourhoods change and flourish, Lamb has already seen that his target market — young professionals with a keen eye for hip design and cool details — are clamoring for a Beltline property like 6th and 10th.

"We generally sell to young people, 22, or post university, to 40 is our typical age group — that's who we focus our design sensibilities on," Lamb says. "We want to deliver people perfect packages that look great on the inside and the outside and make people feel happy that they're different than everyone else who doesn't get it."

Lamb stresses that the design details in the units at 6th and 10th will not be for everybody, but those who do appreciate modern sensibilities will be wowed by the look and functionality of the suites. In order to make the most of Calgary's sunny weather, units will feature floor to ceiling windows as well as six-foot balconies with gas barbecue connections. Inside, the rooms are finished with concrete ceilings and a concrete feature wall for an edgy urban feel. All suites include a gorgeous European-style kitchen complete with Energy Star appliances and clean design details to complement the Beltline lifestyle.

"The kind of stuff we build, for lack of a better word, is cool housing," Lamb says. "We use less drywall than other developers — we use concrete as a finish. We use hard industrial edges in many of our buildings because we think they're cool and are more interesting than many of the materials that other developers are using. We put gas cooking in all of our apartments and gas barbecue nozzles on all of our balconies. We provide



six-foot balconies rather than standard four or five feet because Canadians need to get outside when they can. These are the kinds of things we do and I knew that that would be embraced in Calgary."

6th and 10th will boast one bedroom, one bedroom with den, two bedroom, and two bedroom with den units (as well as two penthouses, which have already sold). Lamb says that because of the way the building's lot is situated, the architects were able to design a layout with some of the best floor plans he has ever seen in a residential building. With more than 70% of the building's units already sold, it seems that Calgarians certainly are in line with Lamb's vision for the city. Determined to be a key part of the community, Lamb is also proud of an ambitious public space planned for the corner in front of the building, which will feature fountains and sculptures to provide a great spot for Calgarians to convene, whether they live in the 6th and 10th building or not. Construction is set for May 30th.

"We're in Calgary for the long haul. I've determined that it's a city that we want to stay in and want to keep trying to change the skyline for the better and push young developers and other developers to do better work and make it the city it should be," Lamb says. "We want to help change cities and get young people to consider new places to live and new ways to live. We want to help regenerate areas that can help benefit Calgary." **CL**



FAST FACTS

COMMUNITY: Beltline

PROJECT: 6th and Tenth

DEVELOPER: Lamb Development Corporation

STYLE: Apartment-style condos

SIZE: 449 to over 1,250 square-feet

PRICE: Starting at \$244,000

PRESENTATION CENTRE: 633 10th Ave. S.W.

WEBSITE: www.6thandtenth.com