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Market News

All 33 floorplans at Bread **Company Condos are named** after baked goods

Michelle McNally Feb 19, 2020













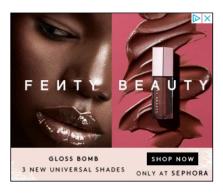
If your love of carbs has got you seeing bread at every meal, then you're going to loaf these condo floorplan names.

The site of the late and beloved Silverstein's Bakery in Toronto's Baldwin Village is being redeveloped. After nearly a century in business of supplying the city's restaurants, delis and grocery stores with goods, the family-run bakery closed in the summer of 2016.

Upon purchasing the site for \$23.75 million, Lamb Development Corp. has new plans for the lot — a high-rise condominium tower called The Bread Company Condos.



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The Lamb Development marketing team didn't pass up on the opportunity to keep running with the whole bakery theme when it came to naming the floorplans in the project. Naturally, they decided to label the layouts in The Bread Company Condos after, you guessed it, different types of bread and other baked goods.

If you're looking for a one-bedroom unit around the pre-launch mid-\$800's price range, for instance, you might be interested in the Pita or Klosterbrot plans. Prefer a studio around the 515 square-foot mark? No problem — Challah, Cornbread and Brioche have you covered. If you've always wanted to live in a ciabatta bun, or on top of a sweet pan dulce, then the three-bedroom penthouse units might satiate your hunger. Unfortunately, the bread inspiration didn't influence the floorplan design as far as we can tell. The Bagel floorplan isn't a circular room with a hole in the centre, and Cinnamon Roll lacks any spiralization or icing in the layout.

Brioche Junior one Bedroom





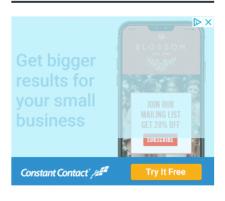
Vindonijs), balcony and balcony door may shift in size and/or location. Actual floor area may differ from stated floor area It prices, sizes and specifications are subject to change will out resize. E.SO E.

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Renderings: BuzzBuzzHome

Historically, Lamb Development Corp. and Brad J. Lamb Realty Inc. has appreciated a good pun and displayed some creative flair when naming floorplans. This is the company that photoshopped Brad J. Lamb's head onto the body of a lamb and posted the image on billboards across Toronto.

There was also the time when Canadian actor William Shatner objected to his name being used as part of the celebrity themed-floor plan collection for Television City Condos. Shatner opposed the use of his name and likeness to promote a 1,370-square-foot, two-bedroom penthouse floor plan in the Hamilton highrise, developed by Lamb Development and Movengo Corporation. The floorplan collection has since changed to feature non-celebrity labels, and the issue between Shatner and Lamb was reportedly diffused offline with a proposed donation to Shatner's charity.

Whether you feel the bread tribute is crummy or not, The Bread Company Condos is currently in registration with pre-launch prices available for most layouts.

DEVELOPMENTS FEATURED IN THIS ARTICLE



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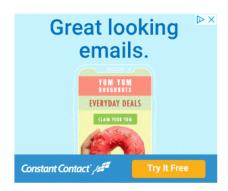








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