

POST HOMES

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NEW DIG

DEVELOPERS EXPECT ZED TO ZOOM

TARGETS HIP CROWD

BY LISA VAN DE VEN

Zed is more than the last letter in the alphabet: It is a new condominium project by Vas Design Build, located in the trendy King Street West neighbourhood and featuring a modern, loft-inspired design.

"The idea is it's adhering very closely to the modern sort of phraseology," says Brad Lamb of Brad J. Lamb Realty Inc., sales representatives for the development. "A lot of the buildings in Toronto are dreck. This is going to be a striking, modern tower — it's really going to be different looking."

With clean lines and a lot of glass, Mr. Lamb says the 12-storey building stands out, yet fits into the neighbourhood at Niagara and Bathurst streets.

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Zig, zag, zoom: A hip design and location

ZED

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The Niagara/Bathurst area is quickly becoming one of the trendiest in the city. Mr. Lamb expects the building to appeal to young buyers. "This is the area [where] hip prevails," he says:

The suites reflect the building's modern exterior, with large balconies, exotic wood flooring, granite countertops and oversized cabinetry. There are 120 units, ranging from 400 to 2,000 square feet and priced from \$129,900 to \$730,000. (The majority cost less than \$300,000.)

The units use space to its fullest, Mr. Lamb says. "We probably did 60 iterations of the floor plans to get them right. Everything we've learned about what people want and how layouts should be, we've incorporated from all the different buildings we've done."

With fewer building amenities — basically a party room and an outdoor space — condominium fees will be kept low, he says. The emphasis is on design, he adds. "The architect is a company called Core — they've done dozens of condo designs downtown."

Zed is Vas Design Build's first foray into the condominium market. It has a history of building large luxury homes in communities such as the Bridle Path, but hopes to start a condominium brand, beginning with Zed. "I think the builder would like to do more, and they want to go along the line of three-lettered developments," Mr. Lamb says. "So they have a bunch of other names that they want to consider for other developments."

The name was chosen to fit the building. "We just wanted to have a name that was kind of young and snappy. It didn't mean anything but it was kind of catchy," Mr. Lamb says. "All the floor plans are named Zig, Zag, Zoom ... funny names that start with zed."

The sales office, which has a furnished model suite, opens on March 15, by appointment only. It is at 35 Bathurst St. For more information, call 416-366-6033.

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NEW DIGS



Zed, Vas Design Build's first foray into the condo market, has turned out very modern inside and out.