

# Rocky Mountain News

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## Condo developer likes Denver's look

Canadian plans 55-story, 200-unit tower on Lawrence

By **John Rebchook**, Rocky Mountain News  
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Canadian developer Gary Switzer visited Denver last summer and liked what he saw.

When he returned to Toronto, he started looking up information on the Mile High City.

"In my business, you are always looking for development opportunities, so there is really no difference between business and pleasure," said Switzer, executive vice president of Toronto-based Great Gulf Group.

Something about the city must have stuck. Last week his company bought a 25,000-square-foot parking lot at 14th and Lawrence streets from Denver-based Westfield Development Co., where he plans to build a 55-story project with about 200 condominium units.

The units, which will range in size from about 1,200- to 7,000-square feet, will be priced from the mid-\$500,000s, although 10 percent of them would have to be affordable under the city's inclusionary housing ordinance.

"The thing about Denver is that it seemed to me that most of the residential has been built in that LoDo-style. No one has really done the tall buildings that we have been doing that have floor-to-ceiling glass and a contemporary look to them," Switzer said. "But Denver is a sophisticated market. In Denver, they're ready for it."

Jeff Selby, who is planning to co-develop a Four Seasons hotel and condo development across Lawrence Street from the Gulf tower, said the building may be too modern for the area.

Selby said his Four Seasons and the proposed Gulf projects will go after different markets.

"We had talked to them in the past and had toured some of their products," said Selby, who, with his business partner Michael Brenneman plan the Four Seasons hotel and condo development on a parking lot across from their Hotel Teatro.

Kathleen Brooker, president of Historic Denver Inc., is reserving judgment about the building until she sees more details.

"I think it does need to have a relationship with Larimer Square," Brooker said. "But it is in a part of Denver that has lost so much during the last 20 years, it is hard to say what the context is. It is a sensitive location. Do you want it to be a transition building or do you want it to make a clear statement of what part of downtown it is in?"

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Canadian developer Gary Switzer is planning a 55-story condominium tower on a 25,000- square-foot parking lot at the corner of 14th and Lawrence streets. The 200 units will range in size from about 1,200 to 7,000 square feet and will be priced from the mid- \$500,000s.