

# AspenGrove

## *infills the need for new homes*

BY JENNIFER MCFEE



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**A** local infill development company has gained a solid reputation for building new homes in established neighbourhoods — right in the heart of the city.

The groundwork of AspenGrove Developments dates back to the late 1990s when founder Eric Laflamme was pursuing a master's degree in architecture in Calgary. To help pay tuition, he started undertaking renovation projects. Since then, Laflamme moved to Winnipeg and eventually grew his entrepreneurial idea from humble beginnings into a forward-thinking urban redevelopment company.

"We identified a common desire of homeowners we met that given a choice, most would prefer to grow their families within a new home rooted within a mature neighbourhood over that of a ubiquitous box located in a barren new community at the outskirts of town," he says.

"The challenge becomes finding affordable land inventory to support client needs. We buy older houses that have served their lifecycle. These houses are maybe 80 to 100 years old and have fallen into disrepair. We tear them down and rebuild beautiful and functional new homes with traditional charm, complete with

similar or better amenities that one would find in suburbia while keeping families close to schools, friends and family."


The bustling business builds an average of 10 luxury infill houses each year in established Winnipeg neighbourhoods such as River Heights, Crescentwood and Norwood Flats, while also continuing to offer renovation services.

"Every house we build tends to be about 2,000 to 2,400 square feet with a heated double attached garage and a huge mudroom," Laflamme says.

› CONTINUED ON PAGE 18

◀ **MANY HOMEOWNERS PREFER TO GROW THEIR FAMILIES IN A NEW HOME LOCATED IN A MATURE NEIGHBOURHOOD.**

*Photos by Scott Zielke*



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– Eric Laflamme, founder AspenGrove Developments

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The Better Business Bureau-accredited company focuses on a philosophy of redevelopment rather than stretching city limits.

“Winnipeg has no natural boundaries so it will just keep expanding itself, which causes infrastructure and public transportation costs to go up. Your tax base has to go up to support periphery growth,” he says.

“If you go to European cities like Paris or Barcelona, they don’t just keep growing. They start redeveloping from within. From a philosophical standpoint, that’s why we’re doing this. We’re distinctively urban. We don’t build suburban or rural homes — we just do infills.”

This approach is proving to be effective, since interested homebuyers are attracted to AspenGrove’s unique builds.

“There’s quite an appetite for luxurious infill homes,” Laflamme says.

“When we design a house and put it up for sale, we have people lining up and willing to wait for the next one. It’s very humbling.”

**For more information about AspenGrove Developments, visit [www.aspengrovedevelopments.com](http://www.aspengrovedevelopments.com), call 204-296-0649 or email [info@aspengrovedevelopments.com](mailto:info@aspengrovedevelopments.com).**

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