



# NEW CONDOS

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SATURDAY, MARCH 9, 2013 SECTION I



Sal Atasayar bought a two-bedroom apartment at Mark on 10th, a new multi-use condo tower in the inner-city Beltline district by Qualex-Landmark. Michelle Hofer/For the Calgary Herald

## Condo tower hits the Mark

Inner-city Mark on 10th development to feature units from low \$200,000s

JOSH SKAPIN  
CALGARY HERALD

When Sal Atasayar put pen to paper on an apartment at a new complex in the city's Beltline district, it wasn't because he wanted a different place to live. It was Atasayar's happiness with his current home that led him to turn to Mark on 10th, the fifth Calgary project by Vancouver-based developer Qualex-Landmark. He and his girlfriend have an apartment at Luna, which is by the same company. Atasayar's now a fan of the devel-

oper and he saw an opportunity after learning about the site of its next project. "I really like the location," says Atasayar, 28, who works for an oil and gas firm in Calgary. Mark on 10th is slated for the southwest corner of 8th Street and 10th Ave SW. The multi-use tower will include 34 storeys with apartments starting from the low \$200,000s. Atasayar bought a two-bedroom unit. "It's all about art and furniture in the Beltline," he says of the city's eclectic design district.

SEE MARK, PAGE I2

## HISTORY MEETS CONVENIENCE

The Beltline district is a centrally-located area within Calgary's inner city that contains some of the city's oldest neighbourhoods.

Named after an early 20th century streetcar route, the area is bordered by 14th Street and 17th

Avenue S.W. Connaught, which was founded in 1905, was the first community to be established in the Beltline district.

The area is also home to the city's Design district, which includes art galleries and furniture shops.



Calgary Herald/Files  
The Beltline is bordered by the 17th Avenue shopping area, left.



Photos, Qualex-Landmark

Imagine the view you'd get of the city if you lived at Mark on 10th. Above, an artist's rendering of a rooftop garden at the development.

## WHAT YOU NEED TO KNOW

**PROJECT:** Mark on 10th tower.

**AREA:** The Beltline district at 8th Street and 10th Avenue S.W.

**DEVELOPER:** Qualex-Landmark.

**PRICE:** Apartments start in the low \$200,000s, not including GST. Condo fees are 43 cents per square foot.

**HOURS:** The sales centre is open noon to 5 p.m. daily other than Friday, when it's closed.

**DIRECTIONS:** The sales centre is at 1120 10th Ave. S.W. To get there, take 8th Street S.W. and turn left on 10th Avenue.

**INFORMATION:** Visit [qualex.ca/mark](http://qualex.ca/mark)

## FROM PAGE II

# MARK:

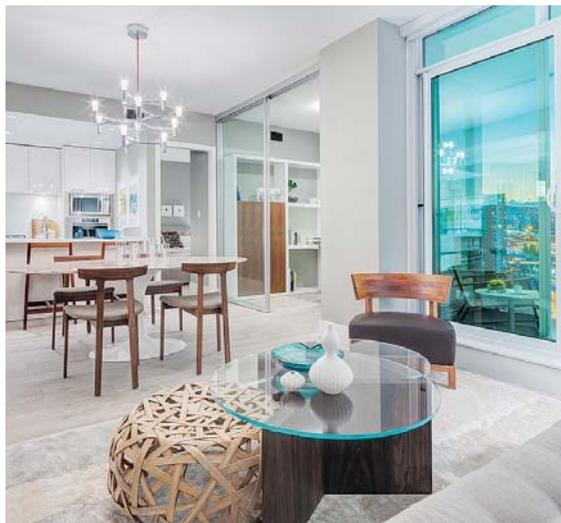
Atasayar says the site is close to transit and only a quick trip to the heart of the inner-city nightlife, especially the restaurants and bars on 17th Avenue.

"It's not in that crazy core, but it's still close enough so you can walk to it," says Atasayar.

Mark on 10th boasts a sleek, artistic design — a concept inspired by what will be its surroundings, says the developer.

"It really has a design flavour to it," says Parham Mahboubi, vice-president of marketing and new developments. "It's a very unique, very cool place to be."

SEE HIP, PAGE I6



Above, an example of the storage and appliances in a kitchen. Left, the great room and kitchen are part of an open-concept design.

**FIVE'S THE NUMBER**

Qualex-Landmark is a Vancouver-based developer with a large presence in Calgary.

The firm has built and sold four projects in the city and is on to its fifth with Mark on 10th. Its other

Calgary projects include Luna, Calla, Nova and Stella. The company was launched in 2002 by partners Roger Navabi and Mohammed Esfahani.

For more information, visit [qualex.ca](http://qualex.ca)



Michelle Hofer/For the Calgary Herald

Buyer Sal Atasayar in the sales centre at Mark on 10th.

**FROM PAGE I2**

**HIP: 'Nail on the head'**

Along with the hip amenities in the neighbourhood, it's also close to the Plus-15, a system of overhead pedestrian bridges connecting buildings downtown, says Mahboubi. "It really has everything."

As part of the planning pro-

cess, architects and interior decorators were tasked with coming up with something bold and modern.

"We feel the project as a whole hits the nail on the head," says Mahboubi of its exterior design and interior finishes.

From the front foyer, Mark on 10th makes an impression.

It will boast Alberta's first large scale art piece by Canadian artist Douglas Coupland. "We're excited to have an artist of his stature," says Mahboubi, adding the entrance has been designed with "grandness" in mind.

The development's commitment to creativity continues to its top floor with a feature that helped hook Atasayar. Rather than tucking the fitness centre in the basement, Mark on 10th's is on its roof. Its windows overlook downtown.



Photos, Qualex-Landmark

An artist's rendering of the condominium tower as seen at night.

**THE BUYER**

Sal Atasayar. **AGE:** 28. **BACKGROUND:** Atasayar is a young professional working in the oil and gas industry in Calgary. He bought an apartment at Luna, a tower by Qualex-Landmark. When he heard the developer had another project planned for the city's Beltline District, he took notice. Atasayar bought a two-bedroom place at Mark on 10th. He may rent the place or move there and rent his home in Luna. He likes the neighbourhood where Mark on 10th is located, along with the tower's rooftop fitness centre.

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Big windows are an integral part of the features of the units.

SEE LOUNGE, PAGE I7

**GO TO TOWN**

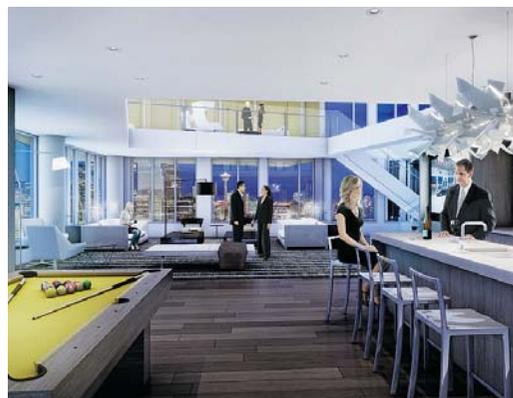
Three-bedroom townhomes are available at a project by Cardel Lifestyles in Chaparral Valley.

Units at Riverside Townhomes range from 1,248 to 1,255 square feet. The townhomes come with kitchens boasting oversized corner pantries, a tile backsplash, Frigidaire 18-cubic-foot fridge, laminate flooring, Shaker

maple or white cabinets, and Moen faucet with a pull out veggie spray.

Cardel Lifestyles also has a project in northwest Calgary called Panorama West and Cranston Place in southeast Calgary. Visit [cardellifestyles.com](http://cardellifestyles.com)

— Josh Skapin



An artist's rendering of the indoor rooftop lounge.

FROM PAGE I6

**LOUNGE: Billiards**

“That’s what sold it to me,” says Atasayar.

“I know I would want to go to the gym if that’s the view I’m going to get.”

Along with the fitness centre, the rooftop features include an indoor lounge with media centre and billiards tables, along with an outdoor lounge and fire pits, a barbecue and an elevated hot tub.

“It’s something very special,” says Mahboubi.

On the third level of the building is a common garden. “It’s like a mini park on the third floor.” The green space sits above two levels of office and retail space.

Apartments in the project come in one bedroom, one bedroom plus den, two bedroom and two bedroom plus den plans. They range from 452 to 1,496 square feet.

Flooring in the apartments include wide-plank wood laminate, cosy broadloom carpet in bedrooms and porcelain tiling in bathrooms.

The apartments also come with over-height, seven-foot, wood-veneered entry doors, over-height ceilings about nine feet in most of the living spaces, and energy-efficient, double-glazed window walls.

Its kitchens have upscale, German-made Nobilia kitchen cabinets and a stainless-steel appliance package by Liebherr and AEG.

Atasayar’s apartment in the development has two bedrooms on opposite



Photos, Qualex-Landmark

The master bedroom, right in photo, is just off the great room within an apartment.



The terrace as seen in this artist’s drawing.



The master bedroom isn’t short on a remarkable view.

ends of the floor plan.

It allows him some flexibility so that if he rents it out to tenants, he can offer two people separate space for privacy.

Groundbreaking on the

project is expected within the next few months.

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Clean lines are the mark of a kitchen in the development.

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**/HOMES**

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