

## CONDOS

# CALGARY'S GROWING BELTLINE

## *Qualex-Landmark's CALLA adds 168 units to downtown neighbourhood*

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MANAGING EDITOR

The last of the new homeowners have moved into CALLA, a new 168-unit condominium development located at 14th Avenue SW and 6th Street built by Qualex-Landmark.

This is the fourth condominium building built in Calgary by Qualex-Landmark, the new homes are garden-inspired and quality crafted.

"This is a celebration for our 168 new homeowners and for Qualex-Landmark," said Roger Navabi, president of Qualex-Landmark. "In 2011, we believed that if you gave Calgaryans the option to enjoy the best elements of urban living, a lot of them would take it. We still believe this, as the inner-city densification of Calgary

is creating a very attractive and popular urban lifestyle."

The CALLA is designed to blend into its location overlooking the Beaulieu Gardens and the historic Loughheed House. The work of an award-winning team of designers of CALLA's 12-storey iconic design combined with Qualex-Landmark's trademark contemporary detailing and quality craftsmanship has appealed to a range of home buyers.

Qualex-Landmark has over 1,000 residences at Stella, Nova, Luna, Calla and Mark on 10th, which are either occupied or close to sold out.

The newest community to join the Qualex-Landmark family is Park Point. It overlooks Central Memorial Park, one of Canada's most historic parks and Calgary's oldest park, on the former CIBC Operations Centre located at 12th Avenue and 2nd Street SW.

Park Point will feature an elegant, innovative and original design in line with the designs that Qualex-Landmark is known for.

"The response to our communities has been very positive. We are pleased to be in a position to provide more first-class residential offer-

ings to Calgary's urbanites. Park Point will continue what has become our tradition within the Beltline," said Mohammad Esfahani, Qualex-Landmark's managing director.

Qualex-Landmark believes, based on CREB's 2014 Economic Outlook & Regional Housing Forecast that their success will continue. "Many of the demand factors in 2013 will continue to fuel the housing market in 2014. Gains in migration and employment growth as well as the tight rental market will continue to increase demand for housing into 2014," said Ann-Marie Lurie, CREB's chief economist. Based on this forecast Qualex-Landmark believes a positive outcome is on the horizon for Calgary's downtown residential core and Qualex-Landmark's signature communities.

Qualex-Landmark continues to show faith in the Calgary market as they announced early registration for their newest community Park Point at [www.qualex.ca/parkpoint](http://www.qualex.ca/parkpoint).

**CALLA overlooks the Beaulieu Gardens and historic Loughheed House.**



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