

AROUND TOWN

By Pepper Rodriguez



SALES SOAR AT MARK ON 10TH

Just 13 months after its launch, MARK on 10th is already 90 per cent sold with only 28 units left of its total 274 suites.

“Sales just totally exceeded our expectations,” says Parham Mahboubi, Vice President,

Marketing & New Developments at Qualex-Landmark, MARK on 10th’s developer. “It won’t be long before we’re sold out.”

One- and two-bedroom suites are still available starting from the \$320,000s, and a five per cent down payment can get you started on the road to homeownership. “We’ve proven to be particularly appealing to young professionals,” Mahboubi says. “Our prime location on the Beltline, our top-end finishes, and the luxurious in-house amenities we offer have really resounded with buyers.”

The 35-storey MARK is going up on the corner of 8th Street and 10th Avenue S.W., within walking distance to the downtown core, the surrounding entertainment districts, groceries and close to a few colleges and universities.

MARK on 10th is Qualex-Landmark’s fifth consecutive high-rise development in Calgary following the ultra-successful Calla, Luna, Nova and Stella. First possessions for MARK are expected to begin by winter 2015. “We’ll be starting above-ground construction for MARK pretty soon, and that’s always an exciting time when you see the building actually going up,” Mahboubi says.



EAST VILLAGE GROWTH

Spring has sprung and nowhere else in the city is the prospect of renewed growth more apparent than in East Village, which has seen a number of major developments come to fore in the past few months.

A \$70 million Hilton Hotel complex is underway, as are construction for Calgary’s new Central Library, and the National Music Centre. The three multi-family developments from FRAM+Slokker (FIRST, and Verve) and Embassy Bossa (Evolution) are doing robust business.

A fourth multi-family development will soon be joining them, says Susan Veres, vice-president of marketing and communications of the Calgary Municipal Land Corporation (CMLC) that’s overseeing the massive East Village redevelopment effort.

“It’s still in the design stage and we can’t announce yet who the developers are, but it’s expected to be a 12- or 14-storey building with 120 to 140 homes,” Veres tells *Around Town*. “We expect to launch this new project in September.”

CMLC CEO Michael Brown says that 450 housing units have been sold in East Village over the past two years, and another 300 sales are expected in 2014. He adds that 70 per cent of the area’s development parcels have now been sold, while secured investment will pave the way for 1,300 more residential units to be marketed over the next two years.

The CMLC says the around 12,000 people will call East Village home once the resurrection of this once-blighted area by the river is complete by 2023.

MISSION 34 BUCKS COLD WITH STRONG SALES

A bitterly cold winter and the stigma left behind by last year’s flooding should have worked against the recently launched development of Mission 34, but surging sales that surpassed expectations makes a

strong statement for its genius design and location.

“The Mission 34 project launched sales in November and despite blizzard conditions, the Christmas season and more bitter cold weather since, it has been very well received,” says Jonathan Allen, president of Calgary Urban Equities, which teamed up with Assured Communities for this 47-unit project. “We are now approximately 50 per cent sold and may easily sell out during the spring.”

Mission 34 features numerous residential options including traditional apartments, street lofts (featuring commercial height interiors) and courtyard lofts, which Allen says are “unique in the marketplace today.”

Helping matters is that Mission 34 is not on the flood plain, and last year’s floodwaters did not affect the development at all. “Besides that, I really believe our location is one of the hidden gems in Calgary, so near the C-Train station, the Talisman Centre is a short walk away, and you’re surrounded by amenities,” says Mission 34 sales manager, Anna Crossley. >>

