

HOPE AT LARGE

By Marty Hope



KINGS OF THE BELTLINE

Qualex-Landmark stakes out new ground in Beltline fiefdom

The high-rise kings of the Beltline are at it again.

Walking into the Mark on 10th presentation centre, the massive model of the 35-storey high-rise condominium is surrounded by floor plans with SOLD signs plastered over them Broadway style — yet another smash hit for Qualex-Landmark.

Not one of the 274 units is available. All sold out.

“This is a first for us,” says Roger Navabi, president of the 12-year-old Vancouver-based company that specializes in the creation of high-rise concrete construction. “Usually sellout occurs about the same time as construction is complete, but Mark was sold out about 18 months before that. So for some, they’ll have been waiting 27 months to take possession.”

Those possessions, he adds, will begin towards the end of next year.

Navabi and managing director Mohammed Esfahani, the principals behind Qualex-Landmark, continue to change the face of Calgary’s Beltline with their thoroughly modern take on steel-glass-concrete condominium buildings up and down the area’s people-friendly avenues and streets.

Since joining forces in 2001, the Vancouver businessmen have been spending as much time on this side of the Rockies as they do in their home marketplace creating stylish apartments for Calgarians looking to get into the housing market via the condo tower route.

“We like Calgary, (we) like the Beltline,” says Navabi. “When we arrived here, I think it was 2002, Calgary was just beginning to see concrete high-rises.

We’ve delivered quality buildings, priced to reflect our costs, and those pricepoints have been part of our success.”

As for the Calgary buyer profile, it hasn’t changed all that much in the dozen years. Mostly, young singles and couples working downtown, mixed in with some empty-nesters changing their lifestyles. And with city officials urging a stronger focus on housing in urban areas, Qualex-Landmark is situated very well.

“The inner-city densification of Calgary is creating a very attractive and popular urban lifestyle,” says Navabi.

With Mark on 10th sold out to rave reviews, Navabi and Esfahani have turned their attention to what will no doubt be their next hit — a double bill of towers called Park Point that will come out of the ground — you guessed it, in the Beltline — across the street from Central Memorial Park on 12th Avenue S.W. at 2nd Street.

“We’ve submitted for a development permit for Park Point and would like to be in the ground with the first tower in 2015,” says Navabi, relaxing over coffee. While no date was given for the second tower, timing would be dependent on sales in the first one.

With another 500 units in the pair of towers, that will bring to Qualex-Landmark total to 1,500 residences in Calgary. “We’re the most active developer in the Beltline,” says Navabi.

But there’s more. The company is considering another piece of Beltline property for what would be its eighth project in Calgary.

For the record, though, Qualex-Landmark has four completed projects in Calgary —



Roger Navabi

Stella, Luna, Nova, and Calla, Mark on 10th is under construction, and the twin towers of Park Point are on the horizon.

“The response to our communities has been very positive. We are pleased to be in a position to provide more first-class residential offerings to Calgary’s urbanites. Park Point will continue what has become our tradition within the Beltline,” says Navabi.

Registration for Park Point is now open at www.qualex.ca/parkpoint.

For more information on the company and all its projects, visit www.qualex.ca. **CL**

Marty Hope. For more than two decades Marty Hope has been reporting on the housing and development industry in Calgary, throughout Alberta, and across Canada. In March, he was presented with the Maple Leaf Award from the Canadian Home Builders’ Association which is given annually to a non-builder member in Canada for contributions to the industry.