

Park Point condos boast high-end amenities and Beltline benefits

Twin residential towers will look down on park

JOSH SKAPIN
CALGARY HERALD

A site in the amenity-rich Beltline District was quick to win the heart of a B.C.-based condo developer with a long history of building in Calgary.

Qualex-Landmark's next development, dubbed Park Point, is a two-tower project headed for the location of the former CIBC Operations Centre building on 12th Avenue and 2nd Street S.W.

The developer has built a number of projects in the city, including most recently, Mark on 10th, Calla and Luna. Its new site faces the two-hectare Central Memorial Park.

"Central Memorial Park is a thriving meeting place for the community," says Parham Mahboubi, vice-president of marketing and new developments.

"Residents, downtown office patrons, tourists and others descend to the park daily to take in the views, the sun or to meet with friends or co-workers for lunch at the Boxwood Cafe or line up at food trucks along 12th Avenue, fronting the park."

The benefits of Beltline don't end there.

Its walkable shops and services will also stand out to purchasers, says Mahboubi.

"Residents are close to every conceivable neighbourhood amenity, including repurposed warehouses, restaurants, boutiques and the world's most extensive pedestrian skywalk system - Calgary's Plus 15 network," Mahboubi adds.

Park Point's first tower will be 34 storeys and include 286 residences. Sales are expected to launch in early 2015.

Most of the apartments are a two bedroom-plus-den orientation. The homes are available in three designer colour palettes.

They also feature controlled cooling and heating systems with soaring



Ted Rhodes/Calgary Herald

This Boer War monument stands tall in Central Memorial Park, which is a thriving community meeting place opposite the Park Point development.

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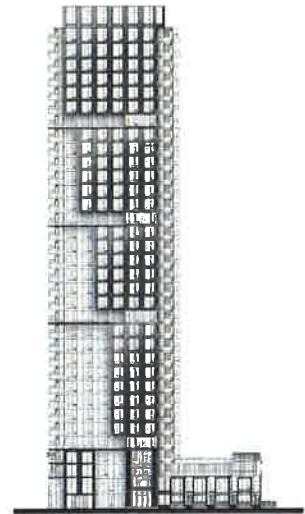
PARHAM MAHBBOUBI

energy-efficient windows.

Kitchens boast Armony Cucine cabinets, a fully-integrated appliance package, gas cooktop and natu-

ral stone counters.

High-end amenities are also part of the building, with a private owners' lounge, guest suite and yoga and



Qualex-Landmark

An artist's rendering of one of two towers planned by a new condo project near Central Memorial Park called Park Point.

Pilates studio.

There's also a steam room and sauna with change rooms and a 24-hour concierge service.

"Understanding the needs and desires of urban-focused customers has been our No. 1 priority," says Mahboubi.

"It has allowed us the opportunity to continue to redefine the urban home and continue to offer centralized, luxury living solutions to the Calgary professional."

The building has a sundeck and open air lounge with a barbecue and seating space overlooking the park.

There's also a secured parking lot and bike storage area along with bike and dog wash stations.

For more information, visit qualex.ca/parkpoint.

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