

NEW CONDOS

A COVETED ADDRESS

Park Point towers find ideal location **G3**



Park Point gets the green light

Qualex-Landmark's latest inner-city condo project offers 287 homes in sleek twin towers

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FOR THE CALGARY HERALD

Vancouver developer Qualex-Landmark has the go ahead from the city to begin construction on its latest urban condominium project.

Stretching 34 storeys skyward, Park Point will offer 287 homes in a pair of sleek, modern towers. Designed by IBI Group, the architecture is bold and features expanding floor plates on ascending levels, creating a stepped effect with strong vertical lines, highlighted by juxtaposition of materials and colour. The towers are staggered in height (the second tower is 27 storeys high), adding to the project's dramatic silhouette.

Condos will consist of one and two-bedroom designs with optional den/flex space, while work/live townhome lofts will line the street level of the towers, along with a vibrant retail component.

"Development permit approval is an important milestone for the project and allows Qualex-Landmark to proceed with our plans to continue to inject the Beltline with superior architecture that will contribute to the improvement and livability of the community," said Mohammed Esfahani, Qualex-Landmark's president.

But Park Point is about more than just architecture. It is also about living well. Situated in the heart of the Beltline, just a few blocks from the city's downtown on the corner of 2nd Street and 12th Avenue S.W., Park Point commands a coveted address. It overlooks one of Calgary's most historic and pretty green spaces — Central Memorial Park — and it is within steps of a milieu of restaurants, pubs and fantastic shopping.

Sniffing out stellar locations is one of Qualex-Landmark's trademarks — think Calla, Luna, Mark on 10th — all of these inner-city projects have garnered this forward thinking developer a reputation for development excellence and Park



Park Point by Qualex-Landmark overlooks Central Memorial Park and is within steps of restaurants, pubs and fantastic shopping. **QUALEX-LANDMARK**

Point will be no exception.

"This is one of the few remaining established downtown locations with a strong community identity that offers a truly unique residential lifestyle," says Parham Mahboubi, vice-president marketing and new developments at Qualex-Landmark.

He says that Calgary's Beltline area is highly in demand.

"It's an extremely livable, mixed-use neighbourhood that is increas-

ingly appealing to a wide demographic that is cross-generational."

Mahboubi equates the neighbourhood's evolution to that of downtown Vancouver, where residents live, work and recreate in a thriving urban community.

"We feel that this diverse urban lifestyle, combined with superior architecture (inside and out) is where Calgary is heading. It's one of many reasons why Calgary is gaining national and international

appeal."

Adding to its stellar location, the amenities within the project are thoughtful and expansive. Relaxation and enjoyment are top of mind — an outdoor rooftop yoga/Pilates sundeck with a zen terrace and open air lounge overlooks the park, while inside a private owners' lounge and an indoor workout studio with sauna and steam room offer a respite from hectic days. Top that off with a 24-hour concierge service,

secure parking, bike storage and private dog and bike wash areas.

Park Point's first phase of homes will be released in early 2015, coinciding with the project's groundbreaking.

The Park Point Discovery Centre will be located on-site at 11th Avenue and 2nd Street S.W.

Homes are priced starting at \$290,000.

For more information, visit www.qualex.ca.