

POP THE QUESTION



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As developers of six Beltline properties with the possibility of more on the way, Qualex-Landmark's presence in Calgary's downtown is growing by leaps and bounds. Over the last 10 years, the company has added more than 1,000 homes to the area, allowing even more Calgarians to enjoy the many benefits of downtown living. CREB®Now caught up with Parham Mahboubi, Qualex-Landmark's vice-president of marketing and new developments, to talk about what makes the city's downtown such a attractive place to call home.

CREB'NOW >>>> WHAT'S NEW AT QUALEX-LANDMARK THESE DAYS?

MAHBOUBI >>>> We're pleased to announce the upcoming release of Park Point, Qualex-Landmark's sixth residential condo tower, in the heart of Calgary's Beltline community. Park Point's two towers, reaching 34 and 27-storeys respectively, will reside on the old CIBC operations building site overlooking Calgary's historic Central Memorial Park.

CREB'NOW >>>> WHAT MAKES PARK POINT AN ATTRACTIVE OPTION FOR CALGARIANS?

MAHBOUBI >>>> Park Point has received a 100 per cent Walk Score Rating (www.walkscore.com). With the ongoing evolution of the established Beltline community, Park Point will be central to every conceivable service and amenity ranging from grocery stores, cafés and restaurants to social gathering spaces, art galleries, parks, historic sites and a range of essential health services.

Amenities that set Park Point apart include the open-air Zen Terrace with fire pit, barbeques and ample seating for rest and relaxation. While overlooking the park is an outdoor yoga/pilates sundeck and a fully equipped indoor fitness facility with yoga/pilates studio. Additionally, a steam room, sauna with change rooms plus a private lounge and kitchen are available for enjoyment by owners and their guests.

CREB'NOW >>>> WHY DO YOU THINK MORE DEVELOPERS ARE CHOOSING TO BUILD IN CALGARY'S INNER CITY?

MAHBOUBI >>>> Urban professionals are increasingly looking for shorter commutes, access to alternative transportation options, walkable neighbourhoods,

centralized services and simplified living. Downtown Calgary and especially its Beltline community has emerged to offer all of this while retaining a heritage look and feel with the restoration of original architecture and upkeep of significant parklands such as Central Memorial Park.

At Qualex-Landmark, we're building on the momentum of what's happening in downtown Calgary as more inner-city dwellers look to shed themselves of the burden of laborious living that involves regular house repairs and maintenance.

CREB'NOW >>>> HOW DO YOU THINK CALGARY'S DOWNTOWN WILL LOOK IN 20 YEARS?

MAHBOUBI >>>> With the strength in this trend toward urbanization and centralized living in this already well-established area, it's not hard to expect a thriving and vibrant inner-city community, with enormous diversity and a rich cultural appeal. Downtown real estate will be more of a hot commodity than it is now.

CREB'NOW >>>> WHAT'S ONE ESSENTIAL COMPONENT OF A GOOD COMMUNITY?

MAHBOUBI >>>> Simply put, it's vitality and identity. When you have a great vision, good planning principles and well-managed execution in a manner that garners the trust of future residents, people will be attracted to live and thrive there, while others will endeavour to establish businesses to support the community. This is what we've been witnessing over the last decade in the Beltline: a growing and vital community with a strong and important sense of belonging, well supported by an organic emergence of unique and essential services and amenities.

CREB'NOW >>>> WHAT'S CALGARY'S BIGGEST ADVANTAGE AS A CITY?

MAHBOUBI >>>> Calgary repeatedly ranks high for the strength of its economy and as a business leader. Its national and international profiling is gaining as it continues to grow, employ, educate and attract. Applauded for being one of the best places to live in Canada to raise children and to enjoy a vibrant, active and culturally diverse lifestyle, Calgary also benefits from policies which support and encourage the redevelopment of its inner city, all of which are key ingredients to creating a very attractive city whether to live or invest.

CREB'NOW >>>> IF YOU COULD CHANGE ONE THING ABOUT CALGARY, WHAT WOULD IT BE?

MAHBOUBI >>>> With all that Calgary has going for it, as with any major Canadian city, there are growing pains and always room for improvement. Whether it's municipal policies that require refinement to enable Calgary to keep current with innovate planning policies, reducing vehicular traffic congestion in the downtown or creating more low-income housing options, much work lies ahead to ensure that every Calgarian has access to all that our city has to offer. Fortunately, the development community contributes a great deal to finding ways to close the gap on many issues by introducing products that directly or indirectly result in positive change.

CREB'NOW >>>> WHAT IS YOUR FAVOURITE ROOM IN YOUR HOME AND WHY?

MAHBOUBI >>>> The kitchen is my best friend.

CREB'NOW >>>> WHAT'S YOUR FAVOURITE WAY TO SPEND A DAY OFF IN OR AROUND THE CITY?

MAHBOUBI >>>> I'm an extremist, so doing only one activity is never enough. I enjoy a day exploring the pedestrian-oriented high streets though downtown and the Beltline. A highlight is spending time in Central Memorial Park, a great place to retreat to and grab lunch at one of the trendy food trucks that line 12th Avenue. SW or at the Boxwood Café situated within the park. From there, I enjoy visiting the galleries and shops in the Beltline's famous Design District along 10th and 11th avenues SW or exploring the shops and sites as I make my way to the Red Mile, 17th Avenue SW's eclectic retail entertainment and district. With so much happening in the area, although I've tried in a day, I always need more time to really take it all in and keep up with what's happening in the heart of our city.

CREB'NOW >>>> WHAT'S CALGARY'S BEST-KEPT SECRET?

MAHBOUBI >>>> Downtown living. Those who have come to learn what inner-city living has to offer, know that downtown Calgary is not just purely a major central business district and employment hub. It has evolved into what everyone can call home without compromise, and it is only going to get better.

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URBAN PROFESSIONALS ARE INCREASINGLY LOOKING FOR SHORTER COMMUTES, ACCESS TO ALTERNATIVE TRANSPORTATION OPTIONS, WALKABLE NEIGHBOURHOODS, CENTRALIZED SERVICES AND SIMPLIFIED LIVING.
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