

THE HIGH POINT

Qualex Landmark™ continues
Beltline march with Park Point

BY DARLENE CASTEN

High rises continue to compete for space in Calgary's ever changing skyline and residents in a new residential tower in the Beltline will have the opportunity to take it all in from their balconies.

The 34-storey Park Point tower by Qualex-Landmark™ will be the first of two towers and will be one of Calgary's tallest residential high-rises along the downtown's relatively less crowded south side, across from Central Memorial Park.

Seeking some perspective, Qualex-Landmark™ took a few steps outside of the epicenter, and as result the slender spires of Park Point will take in the big picture with unobstructed, panoramic views of the city skyline, Central Memorial Park and mountains beyond.

"Park Point is designed as one complete architectural expression, meaning its location overlooking Central Memorial Park offers viewers the opportunity to admire Calgary's most modern urban residence as a whole, without other buildings obstructing the view. This isn't possible in denser parts of downtown," explains Tony Wai, project designer/manager for IBI Group.

The much anticipated Park Point tower continues Qualex-Landmark's domination of this

vital inner-city corridor, and follows the sold-out MARK on 10th as the Vancouver-based developer's sixth high-rise residential community in the Beltline.

The Park Point sales centre on 301-11th Ave S.W., adjacent to the construction site will offer homebuyers the opportunity to learn more about Park Point's premium condos with attractive pre-construction prices.

One- and two-bedroom suites are available in a wide range of meticulously designed floor plans ranging in size from roughly 500 to over 1,600 square-feet. Starting in the \$280,000s Park Point is sure to attract a wide variety of buyers who are looking for urban living with a sightline to everything downtown Calgary has to offer.

"We are increasingly finding that in addition to the many ambitious young professionals who have shown much interest in Park Point, established executives with high disposable incomes are also looking for sleek and sophisticated urban living options close to work and amenities," says Mohammed Esfahani, president of Qualex-Landmark™.

"We feel Park Point will offer those in the market for a new premium quality and care-free home, whether singles, couples or retirees, will have a unique opportunity to invest in a great product in one of the best locations to live in downtown Calgary."

From Park Point there will be clear, unobstructed >>

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views of the Rockies to the southwest, and Calgary's very modern skyline, juxtaposed against the historic brick buildings that dot the Beltline. Among those is the historic Central Memorial Park just across the street.

This Edwardian-era park was redeveloped and re-opened in 2010 with a refurbished Victorian garden, geometric pathways and a fountain and the sandstone Central Memorial library as the centrepiece. And this rare green oasis in the middle of this modern urban environment is readily available to Park Point residents.

"Aside from what will be one of the most centralized real estate opportunities in the city, the exceptional, protected panoramic views of Calgary and Central Memorial Park makes Park Point the best of class location for investing in an active lifestyle in the rapidly evolving Calgary City Centre," says Esfahani.

Each of the 289 suites will have an open-air patio or balcony to take in the unique views. The balconies add to the uniqueness of the exterior design, creating a three-dimensional effect enhanced by the use of colour.

"Park Point's strikingly unique architectural façade will be the landmark of the neighbourhood as seen from the park, but from downtown too, as it will be the tallest building in the immediate vicinity," says Esfahani.

Park Point offers amenities inside and out. Getting where you need to go in a hurry is a snap from Park Point. The building was rated 98 per cent for walkability and will have retail space and live/work townhomes, which will allow residents to work from their homes and create a vibrant streetscape.

"Downtown living is becoming increasingly popular due to walkability and the convenience of access to amenities," says Esfahani. "Residents of Park Point will not only have all the conceivable amenities at their fingertips, such as grocery stores, cafés, restaurants, parks and schools, but they will also have access to fantastic amenities within the building."

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The building also comes with its own luxuries. A zen studio will offer residents a retreat to do yoga and pilates, as well as a steam room/sauna for relaxation.

Residents can also be assured that they and their guests will be taken care of with concierge service and a guest suite on site.

"Our number one priority has been to understand the needs of urban-focused customers," says Esfahani. "It has allowed us the opportunity to continue to redefine the urban home and continue to offer centralized, premium living solutions to the Calgary professional."

That includes amazing European-style interiors that feature Armony Cucine kitchens with granite countertops and backsplash and European appliances. The bathrooms are just as elegant with marble slab countertops, porcelain tile flooring and chrome fixtures.

To register for information and receive first-time purchase offers register at www.qualex.ca/parkpoint **CL**

FAST FACTS

COMMUNITY: Beltline

DEVELOPER: Qualex-Landmark™

PROJECT: Park Point

STYLE: Luxury one-bedroom and two-bedroom apartment-style condos

SIZE: From about 569 to 1, 051 sq. ft.

PRICE: Starting in the \$280,000s

ADDRESS: 301-11th Ave S.W.

WEBSITE: www.qualex.ca/parkpoint

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