

# INNOVATIVE ARCHITECTURE

## Park Point condos to become iconic landmark at Central Memorial Park

Forever is a long time.

So when Qualex Landmark says their newest downtown development, Park Point, will change Calgary's skyline forever, they don't say it lightly.

The mixed-use twin tower condominium project, located at 12 Avenue and 2 Street S.W., facing onto the five-acre historic Central Memorial Park, will have a distinct downtown flavour and architectural flair.

"We've achieved exceptional high-rise residential architecture with IBI Group's design team," says Mohammed Esfahani, president of Qualex-Landmark. "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."

"PARK POINT's towers are designed as one complete architectural expression," explains Tony Wai, project designer / manager, IBI Group. "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."

The 34-storey high-rise condominium guarantees views of Calgary's skyline, and much more. With a Walk Score® of 98 per cent, residents will live among the closest of any Calgarian to every conceivable urban amenity.

Outside, strong vertical architecture is created as select floor plates grow in size as they ascend the building, inspiring a colour-enhancing, stepped effect. Inside, an elegant two-storey lobby creates a posh first impression. Owner amenities compliment the downtown lifestyle, and capitalize on the amazing views. An outdoor Yoga / Pilates sundeck overlooks Central Memorial Park and there is also a Zen Terrace, open-air lounge with a fire pit, barbecues and ample seating.

"The indoor amenities have been strategically planned for the third floor, placing the park in the direct line of sight of those working out in the fitness centre or Yoga/Pilates studio," says Wai.

Residents will have access to a steam room and sauna with change room facilities and a private owner's lounge and social space with a kitchen. For out-of-town visitors, a guest suite is available in each tower. There



is 24-hour concierge, secured parking, bike storage and bike maintenance stations, as well as vehicle, bike and dog wash areas.

"Our number one priority has been understanding the needs of urban-focused customers," says Esfahani. "Unparalleled location, great floor plans, fantastic amenities and breathtaking views are the top four factors needed to create superior urban living."

Phase one will include 287 homes, primarily one and two bedrooms with optional den/flex space. Live-work townhomes will be located on street level. Buyers will have the flexibility to choose tailored floor plan options. European-feel interior styling by Trepp Design Inc. features open concept living, Italian Armony Cucine kitchen cabinetry, upscale appliances, countertops and hardware.

The first release of PARK POINT homes is anticipated for early 2015. The PARK POINT Discovery Centre will be located on-site at 301 11th Ave S.W., corner of 11th Avenue and 2nd Street S.W., across from Central Memorial Park.

Register at [www.qualex.ca/parkpoint/](http://www.qualex.ca/parkpoint/) to receive priority information on progress, early purchase opportunities and access to the widest range of available homes. ■