

Top-flight view now reality for Mark on 10th

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It's one thing to plan for top-notch views, and something else to see them pay off in person.

Qualex-Landmark held a rooftop event to celebrate the final pour of concrete at its Belt-line skyscraper Mark on 10th. The 35-storey tower is the company's fifth completed project in Calgary, following Stella, Nova, Luna and Calla. The developer is currently selling its sixth Calgary condo development, Park Point, which is planned for a site next to Central Memorial Park.

One of Mark on 10th's standout features is a rooftop packed with resident amenities. This includes a lounge, elevated hot tub, sunbathing patio, barbecue and raised fire pit. There's also a fitness facility with a sauna, steam room and changing rooms. Mark on 10th will also include a large-scale art piece by artist Douglas Coupland in its lobby.

"In advance of construction, we tried our best to convey the design concept as accurately as possible through the use technology by way of photography, animation and renderings, but there's nothing like the real thing," says Parham Mahboubi, Qualex-Landmark's vice-president of planning and marketing. "The thousands of hours of meetings to conceptualize and design the building and particularly the rooftop amenity is that much more profound an experience when you are physically standing on the rooftop.

"A digital creation is a great tool for translating the concept into a visual image, but it's only when you stand 330 feet above the ground that more than just your four senses are stimulated in real time."

First possessions at Mark on 10th are slated for early 2016 after the 270-condo development sold out in 15 months.

"We pride ourselves on our ability to recognize trends and assemble the right team to create homes



Qualex-Landmark president Mohammed Esfahani and architect Foad Rafii participate in the final concrete pour at Mark on 10th.

QUALEX-LANDMARK

that meet or exceed the expectations of homebuyers," Mahboubi says.

Qualex-Landmark has its sights set on staying busy in the Calgary market, president Mohammed Esfahani says.

"Despite the current temporary economic slowdown, Calgary's real estate market consistently performs well," Esfahani says. "We are confident that its great reputation together with its positive net migration, employment growth and a tight rental market will continue on for the foreseeable future."

The developer's next project will be at a site on the corner of 11th Avenue and 12th Street SW. Mahboubi says it's early in the design stage.

"Our general vision is to introduce a unique residential condo tower at this location," he says. "Just as with Park Point, we are confident that the tower to be constructed at this location will be highly appealing to homebuyers seeking meticulously designed floor plans, beautiful interiors, stunning views and superior architectural design."