

Live-work townhomes offer ideal lifestyle for Calgary's urbanites



Eight live-work townhomes will be located at street level of Park Point

With an increasing number of Canadians opting to work from home, Qualex-Landmark has introduced live-work townhomes at its latest community, Park Point. While catering to the rising demand of people working from home, the Beltline developer is setting a new standard for inner-city living with its practical and innovative live-work townhome design.

Park Point will feature eight street-level live-work townhomes. Designed with flexibility for use as a home or combined home/office in the traditional sense, the limited selection of live-work zoned townhomes provide a comfortable setting to work and live in Calgary's rapidly evolving, amenity rich, centralized and diverse urban city centre. Geared toward a wide range of uses such as a small law or accounting firm, an artist or art gallery and more, these homes offer street-level frontage and signage opportunities, intermingling seamlessly with the residential tower and neighbourhood.

"We're confident that our live-work townhomes meet the needs of

those who work from home," says Mohammed Esfahani, president of Qualex-Landmark. "We envision residents setting up a private office on the second floor of the live-work unit. These work spaces will look out onto Central Memorial Park and open onto a private patio and communal landscaped courtyard on the third floor."

Statistics Canada recently reported that 1.1 million Canadians worked from home in 2011. Results from a General Social Survey indicate that the number of employees working at home in 2008 was 1,748,600, compared with 1,425,700 in 2000.

"The moderately paced upward trend of Canadians working from home suggests there is demand for live-work units. These homes are ideal for working professionals seeking enhanced working conditions, with less distractions translating to increased productivity. It is very convenient to literally walk downstairs and be at work. You save time and money," says Esfahani. "We're offering those trying to juggle the demands of family life and their professional goals a work-life balance."

All live-work townhomes at Park Point feature two bedrooms on the upper floor, two bathrooms and a spacious patio for outdoor living with spectacular views of Calgary's urban centre. Spanning 12th Ave. S.W. and 2nd Street S.W., the two-storey live-work townhomes come in six different floor plans, starting at 1,025 sq. ft. Prices for the live-work townhomes start from the \$680's.

The benefits of live-work townhomes can be enjoyed by those both self-employed and employed. Employers that recognize the advantages of their employees working from home may enjoy savings associated with a smaller head office. Residents may be entitled to claiming home office expenses, which may translate into tax savings. Appealing to parents with young children, living and working within a home environment reduces the need for day care and also frees up time for recreational activities.

In cities like Calgary, where fluctuations in the economy are not uncommon, homebuyers will have the added piece of mind and security that a live-work home will provide more accessible employment options should the need arise. Live-work homes also offer a safe investment for homebuyers. "Real estate properties in central locations that allow multiple uses command greater future resale potential and make for a very solid investment," says Esfahani.

Park Point's uniquely designed, 34-storey, mixed-use residential tower consists of 289 homes. Buyers have a choice of one-, two- and three-bedrooms (plus den/flex) designs, street-level live-work townhomes and penthouses. Residents at Park Point will enjoy living across from the historic Central Memorial Park, one of Canada's oldest urban parks.

The Park Point Discovery Centre is located at 301 11 Ave. SW, Calgary and is open daily from noon to 5 p.m., closed on Fridays.