

Ground broken on Park Point condos

JOSH SKAPIN
CALGARY HERALD

Shovels are in the ground for the first of two towers at a \$110-million project in the city's Beltline district.

Construction is now underway at Park Point, which is the sixth condo skyscraper by British Columbia-based Qualex-Landmark in Calgary. Since launching sales seven months ago, more than 40 per cent of the of the tower's 289 condos have been sold. Prices start at \$275,000 for a one-bedroom unit.

"Considering the economic climate, we're pleased to see that the market has responded accordingly to our first-class residential offering within the heart of an amenity-rich downtown community," says Mohammed Esfahani, president, Qualex-Landmark. The company also built condo projects Mark on 10th, Calla, Luna, Nova and Stella.

"Now that we've broken ground, construction is in high gear to enable us to deliver to our home buyers their dream home so they can start to enjoy downtown urban living at its best," he adds.

Park Point will be 34 storeys and

is planned for a site at 301 11th Ave. S.W., which is across from Central Memorial Park and the historic Memorial Park Library.

"Libraries and parks are the centres of our neighbourhoods. This is a perfect example," says Coun. Evan Woolley at the sod-turning ceremony. "What I love about (Qualex-Landmark) is it's doing projects like this next to parks, next to amenities and they are beautiful projects ... all around these hubs."

Park Point provides an average of 150 full-time jobs and is expected to peak at 250 full-time jobs in 2017, during the project's construction period, says the developer.

"I am really happy ... to see shovels in the ground on this project because it's continuing to build confidence in our economy and in the growth of our city," Woolley says. "We've got 7,000 people moving to the Beltline in the next five years. This project is helping us get there and helping us get there in a beautiful way."

Park Point includes one- and two-bedroom condos, penthouses and live-work units. A sales centre for the development is at 301 11th Ave. S.W. and open noon to 5 p.m. Saturday through Thursday.



From left, Qualex-Landmark president Mohammed Esfahani, senior vice-president of Axiom Builders Mike McDonough, lead architect for IBI Group Tony Wai and Coun. Evan Woolley dig their ceremonial shovels in at the groundbreaking for Park Point. *QUALEX-LANDMARK*