

FOR THE GROWN

Park Point attracts discerning crowd

A place in downtown that's near enough to the action, but still secluded enough from the daily bustle. That seemed like a simple enough wish for Belle, an upwardly mobile 26-year-old, with a bright future ahead. But finding a condo that suits her maturing taste was more difficult than she imagined it would be.

Already an intern for Alberta Health Services, Belle is well on her way to achieving her goal of becoming a family doctor. She owns her own condo in Brentwood, but she is ready to move on to the next level of condo ownership.

She says her current condo is good enough for what she needs right now, and it certainly was an affordable option when she first bought it. But her developing taste for a more mature lifestyle led her to look around for a new one, and PARK POINT fit all her needs to a "T".

"I had been looking for a while, I knew I wanted one in the downtown," Belle says. But none of the ones she looked at filled all her checklist, there was always something missing.

All she wanted was a smart, sophisticated condo near enough to her work with plenty of dining and entertainment amenities around. "There was a development nearby that also fit my taste, but they sold out before I was financially ready to buy. So, when Park Point happened along, I jumped at the chance."

PARK POINT's understated but undeniable elegance appealed to Belle. "I wanted a condo that fits my grown-up taste. A contemporary, elegant space in a location that fits my lifestyle," she tells *Condo Living*.

No parking? No, thanks, Belle says. Though PARK POINT is very accessible to public transportation, including the C-Train, Belle says she still needs her car to get around. "I can't imagine life without a car, so parking was important to me."

But that wasn't why she bought a one-bedroom-plus-den apartment condo here. "I like having the Central Memorial Park right outside my door, it's such a calm space in the middle of the city. And yet you're not far away from all the excitement along 17th Avenue, but there is still some distance that noise never becomes a problem." >>

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-UP TASTE

BY PEPPER RODRIGUEZ



Park Point buyer, Belle



“I wanted a condo that fits my grown-up taste. A contemporary, elegant space in a location that fits my lifestyle.”

Designed by global architectural firm IBI Group that redesigned the CN Tower Plaza and the Residences at Hotel Georgia in Vancouver, PARK POINT’s first residential tower features a sophisticated sculptural expression and contemporary style. Located on the corner of 12th Avenue and 2nd Street S.W., its soaring beauty will have the historical Central Memorial Park as its backdrop.

“PARK POINT’s towers are 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,” says Tony Wai, project designer/manager, IBI Group.

An elegant double-height lobby and distinctive canopy creates a bold, yet gracious arrival. Strong vertical architecture is created as select floor plates grow in size as they ascend the building, inspiring a colour enhancing and stepped effect, adding to the prestige nature of the address.

Adding to the glamour is that each of the 289 suites will have an open-air patio or balcony to take in the unique views of the park and the city skyline. The balconies add to the uniqueness of the exterior design, creating a three-dimensional effect enhanced by the use of colour.

One, two and three-bedroom suites and street level live-work townhomes and penthouses 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 \$250,000s 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.

The on-site sales centre is already open and presents one- and two-bedroom vignettes. **CL**

She can’t wait to move in, and although construction has already started, it is still an almost two-year wait. She says she’s looking forward to enjoying the oversized balcony that comes with her suite. “My unit’s not dead centre overlooking the park, but I still get a nice view,” she says.

Belle’s 646-square-foot suite is in the first of the two-tower residential development project, which was available at under \$400,000.

“I loved everything that comes with it, from the flooring, to the cabinetry and the appliances. They had a nice selection of colours to choose from, too,” she says.

PARK POINT offers a modern interpretation on living in downtown with a strong architectural vision, it “will permanently alter the skyline of Calgary’s Beltline community,” promises Mohammed Esfahani, president of Qualex-Landmark™.

“PARK POINT’s strikingly unique architectural façade will be the landmark of the neighbourhood, as it will be the tallest building in the immediate vicinity,” he adds.

Sales have been extraordinarily strong, even in December, considered a slow period in residential sales.

Qualex-Landmark™ says it sold a whopping 130 condos at its new PARK POINT development during one of the toughest real estate economies. The 34-storey, mixed-use residential tower will have 289 homes.

“Averaging 13 home sales per month is a fantastic achievement considering the downturn in the local economy this year,” says Esfahani. “We are confident that well-located sites, thoughtfully planned homes in established amenity-rich communities are going to continue to attract homebuyers, due to the increasing popularity of carefree urban living.”

FAST FACTS

COMMUNITY: Beltline

DEVELOPER: Qualex-Landmark Union Inc.

PROJECT: PARK POINT

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

SIZE: From roughly 500 to over 1,600 sq. ft.

PRICE: Starting in the \$250,000s

DISCOVERY CENTRE: 301-11th Ave S.W.

HOURS: Daily 12-5. Closed Fridays.

WEBSITE: www.qualex.ca/parkpoint