## NEW CONDOS

#### **G4** SATURDAY, OCTOBER 8, 2016 CALGARY HERALD



# **Park Point moves** into 'high gear'

Park Point is on a site facing scenic Central Memorial Park. QUALEX-LANDMARK

#### JOSH SKAPIN

Despite the city's economic slowdown, a \$110-million condo skyscraper is staying on schedule.

Park Point by award-winning Qualex-Landmark is on a site in the Beltline District facing scenic Central Memorial Park.

Its underground parkade is complete and construction on the development is now above grade.

This puts the project on track to meet its estimated time for possessions of mid-2018.

"This speaks volumes to our homebuyers, demonstrating that Qualex-Landmark stands behind its projects even during tough economic swings," says Parham Mahboubi, vice-president of planning and marketing.

The B.C.-based developer is also behind other Calgary highrises, including Stella, Nova, Luna, Calla and Mark on 10th.

More than half of Park Point's 289 condos have been sold.

It's comprised of one-, two- and three-bedroom floor plans. Prices start in the mid-\$200,000s.

Work on the podium portion of  $the \, development \, is \, now \, underway.$ 

"Construction is in high gear, and by coming out of the ground, we'll see over triple the construction activity on-site, which is exciting for us and our home buyers," Mahboubi says.

Over the next three to six months, workers on site will increase to more than 100 from the current 25 to 30, says Keith Playle, operations manager for Axiom Builders,

which is the general contractor constructing the development. He says this includes plumbers, electricians, dry wallers and glass installers. Reaching street-level is

an important milestone in any development. Mahboubi savs. "It means things are happening

and they are more visually tangible than ever before," he says.

"Anytime we start to come out of the ground, it is a clear sign to homebuyers that project completion is more within reach.

"It is also an easier purchase decision since the shorter completion timeline is more in line with our purchaser's life plans and goals," he adds.

Park Point is planned to include an assortment of desirable amenities, both indoors and out.

Its outdoor features count a Zen terrace with a water feature and seating, along with a sun deck overlooking Central Memorial Park, fire-pit and barbecue area.

Inside the building, there's a fully equipped fitness facility, steam room, sauna, yoga and Pilates studio, and a private owners' social lounge club with a kitchen and fireplace.

The location for Park Point is another key to its appeal, says Playle.

"As I spend more time at the site, I am reminded of how enjoyable this location is with its abundance of great shops and restaurants," Playle says.

"It's an incredible project to build. Our team is fully aware that this project will forever alter Calgary's skyline."

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