

# Park Point hits 50 per cent completion as sales improve

Iconic architecture is being revealed as tower nears completion

## CONSTRUCTION ON PARK POINT

is now 50 per cent complete, according to a recent announcement by Qualex-Landmark Group, the developer of the 34-storey, \$110-million Beltline residential condo tower across from Central Memorial Park. Move-ins are slated for summer 2018.

This construction milestone comes at a time when Calgary residential sales are once again beginning to climb. According to the Calgary Real Estate Board (CREB), May 2017 saw a total of 2,119 sales, up from the 1,904 in April 2017.

"Construction began at Park Point in the fall of 2015 and has been progressing on schedule, with upwards of 75 to 100 workers currently on site and hitting every milestone in its advancement into the Calgary skyline," says Parham Mahboubi, vice-president, planning and marketing, Qualex-Landmark.

Designed by global architecture firm IBI Group, Park Point has a strong vertical presence. As the building rises, the floor-plate grows, creating a stepped effect that's enhanced with colour. From street level, an elegant double-height lobby with a distinctive canopy will further add to the prestigious nature of the address.

"We are thrilled at how smoothly construction is accelerating at Park Point thanks to Axiom Builders. With completion anticipated for summer 2018, we look forward to keeping our promise to homebuyers to deliver yet another iconic and timeless residential condo tower that people will soon call home" says Mohammed Esfahani, president, Qualex-Landmark.

Park Point features 289 one-, two- and three-bedroom homes and live/



Park Point is located in the heart of Calgary's Beltline and overlooks Central Memorial Park

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work townhomes with an expansive list of sophisticated indoor and outdoor amenities. Located atop the tower podium on the third floor, Park Point will host nearly 9,000 sq. ft. of outstanding building amenities. The outdoor amenity space includes a Zen terrace with seating and water feature, social air lounge seating with fire pit, barbecue area with large harvest table, and a sundeck overlooking Central Memorial Park.

Indoor amenities include a fully equipped fitness facility with state-of-the-art exercise equipment, park facing yoga/Pilates studio, steam room, sauna and his/her change rooms with showers.

"Park Point is going to be a landmark on Calgary's skyline," says Keith Playle, operations manager, Axiom Builders. "As it takes shape and nears completion this is becoming more obvious."

Responsible for the construction of more highrise residential communities in Calgary's Beltline Community than any other developer, Qualex-Landmark projects account for \$400 million in real estate value with more than 1,000 homes in the Beltline over the last 10 years. Previous Calgary projects by Qualex-Landmark include Stella, Nova, Luna, Calla, and Mark on 10th. The developer's recipe for success includes its ability to innovate, and its dedication to customer satisfaction.