

As Seen in
Condo Living
Magazine

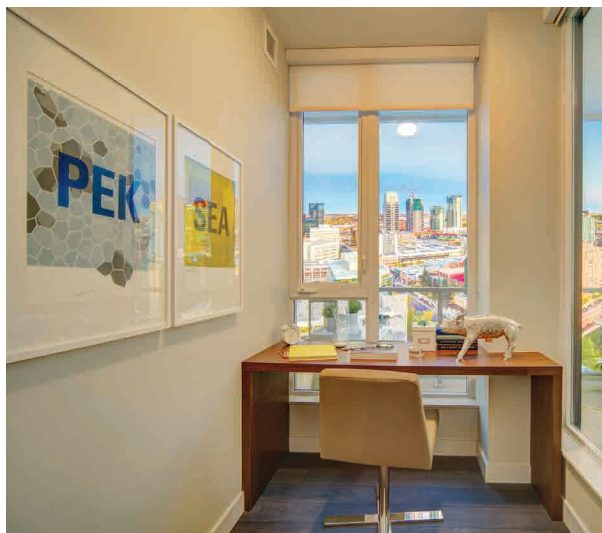
condoliving
MODERN URBAN LIVING IN CALGARY



EVER UPWARD

Park Point leads the way in uplifting Beltline living

BY PEPPER RODRIGUEZ



Park Point is about to take its permanent spot in Calgary's skyline, as construction of the first of the planned two-tower development is already several storeys above the ground. But its place in the hearts of its many buyers is already assured.

The 34-storey, 289-suite tower from Qualex-Landmark™ can already be seen rising across the street from the beloved Central Memorial Park, even as it exceeds the 70 per cent sold threshold.

"Since sales launch, Park Point has seen on average about seven home sales per month. This speaks volumes to the resilience of Park Point as it successfully weathers Calgary's real estate pendulum," says Parham Mahboubi, vice-president, planning and marketing, Qualex-Landmark™.

"With steady sales, construction at Park Point also continues to advance on schedule by one floor per week — demonstrating to our homebuyers that Qualex-Landmark™ stands behind its projects and finishes what it starts. It's a clear message that Qualex-Landmark™ has strong faith in the Calgary real estate market." >>

Mahboubi does add that there is still an outstanding selection of one- and two-bedrooms suites and sizes available to suit the needs of homebuyers.

Those who have already bought at Park Point are as excited to see it going up, and most can't wait for the time they move in and savour the taste of what contemporary Beltline living would be like.

Its amazing location at the corner of 2nd Street and 12 Avenue S.W. is a hotspot for exciting urban living, just across from the serene and historic Central Memorial Park and Memorial Park Library, yet walking distance to a bevy of pubs, restaurants and other entertainment and shopping opportunities.

"I love the area," says Whitney, who bought a ninth-floor, west-facing one-bedroom, one-bathroom apartment that will overlook the park. "I have access to so many things. 17th Avenue is close. I can walk to 17th and Stephen Avenue."

Mahboubi says Whitney isn't the only one who loves what they are getting at Park Point.

"We typically receive amazing feedback about Park Point's outstanding location within walking distance to an array of neighbourhood amenities and proximity to employment. Many more rave about the outstanding upscale suite finishes and thoughtfully planned suite layouts. Others greatly appreciate the outstanding protected two-bedroom suites southern exposures overlooking Central Memorial Park."

What can be found outside Park Point may be key to its outstanding popularity, but Park Point's in-house amenities are also just as amazing. >>



PHOTO BY DON MOLYNEAUX

Whitney

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FAST FACTS

COMMUNITY: Beltline

PROJECT: Park Point

DEVELOPER: Qualex-Landmark Union Inc.

STYLE: High-rise condominium, apartment condos and live-work townhomes

REMAINING SIZES:

1 bedroom 502 – 646 sq. ft.

2 bedroom 854 – 1,092 sq. ft.

Townhome 1,025 sq. ft.

Sub-Penthouse 1,340 sq. ft.

STARTING PRICES:

1 bedroom \$280,000s

2 bedroom \$490,000s

Townhome \$700,000s

ADDRESS: Sales Centre at 301, 11 Ave. S.W.

Project at corner of 2nd St. and 12 Ave. S.W.

HOURS: Monday to Thursday – noon to 8 p.m., Friday – Closed, Saturday and Sunday – noon to 5 p.m.

WEBSITE: www.qualex.ca/parkpoint

Park Point boasts 9,000 square-feet of upscale amenity space including a Yoga / Pilates Studio, steam room and sauna with change rooms, a private owners lounge and social space with a kitchen for entertaining, as well as a guest suite, 24-hour concierge, secured parking, bike storage and bike maintenance stations will be accessible to owners as well as the bonus of vehicle, bike and dog wash areas.

“Our outdoor Yoga / Pilates sundeck overlooks Central Memorial Park, with additional outdoor space including a Zen Terrace, open air lounge with a fire pit, barbecues and ample seating for rest, relaxation and enjoyment,” Mahboubi says. He adds that this shared relaxation space is essential as it helps strengthen community bonds among neighbours.

The suites themselves are something to fall in love with. Homes at Park Point offer stylish, meticulously finished one- and two- bedroom suites from roughly 502 to over 1,340 square-feet.

European in style and deeply practical, Park Point’s award winning interior is carefully designed by Scott Trepp, president of Trepp Design Inc., and has received tremendous feedback on the outstanding finishes, which is one of the strongest selling points of these homes. These include, for example, genuine granite slab countertops and backsplash, Italian Armony Cucine cabinetry, high-end appliance package, finishings and accessories. In many ways, the suites themselves are art pieces.

“The combination of an amazing location overlooking Central Memorial Park in the highly desirable and established Beltline community; unmatched and protected views; the outstanding upscale suite design, finishes and floor plans; fantastic amenities; and striking building architecture are the key

factors to the success of Park Point, especially in trying economic times,” Mahboubi says. “These elements together with construction well underway set the project apart from other residential communities in its class.”

Available are one-bedrooms starting in the \$280,000s, and two-bedrooms from the \$490,000s. One live-work townhome and one sub-penthouse are also available. Possessions begin in mid-2018. **CL**

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