Media Backgrounder

Overview

Park Point is the newest addition to the Qualex-Landmark™ groups' portfolio in Calgary's Beltline Community. A uniquely designed, 34-storey high rise residential community with street-level live/work townhomes adds 289 new homes in the heart of Calgary's centralized, higher-density, mixed-use residential neighbourhood.

Located on 12th Ave and 2nd Street SW just steps from Calgary's five-acre historic Central Memorial Park and Calgary's Memorial Park Public Library, residents of PARK POINT can lay claim to living among the closest of any Calgarian to one of Canada's oldest and most stunning urban parks.

Defined as 'central' and 'connected', PARK POINT is located in the very heart of the Beltline Community, where life and activity thrives 18/7. Residents of PARK POINT have every conceivable service and amenity at their fingertips, from grocery stores, fashion, cafés, gourmet dining, art galleries and parks to athletic stores, hair salons and medical services. PARK POINT is also within a few blocks of the world's most extensive pedestrian skywalk system – Calgary's Plus 15 skywalk network. This year, Avenue Magazine's Best Neighbourhoods of 2018 survey revealed that Calgarians rate the Beltline as #1 out of 185 communities. The City of Calgary has also retained its fifth-place ranking among the **world's most "liveable" cities** by the research and analysis division of The Economist Group.

With exceptional and protected panoramic views of the city and Central Memorial Park, PARK POINT is the best of class location for investing in an active and care-free lifestyle in Calgary's rapidly evolving, amenity rich, centralized and diverse urban City Centre.

Building Architecture and Amenities

Designed by the global architectural firm IBI Group, PARK POINT has a strong and unique vertical element to the architecture which resembles an exclamation point with the podium at its base as the dot. The floorplate also create a stepped effect with color enhancing patterns. Reaching 34-storeys, PARK POINT, located on the park side of the block, is the first of a two tower mixed-use residential development project. The tallest building in the immediate neighbourhood, PARK POINT has redefined the skyline of the Beltline Community. From street level, an elegant double-height lobby with a distinctive canopy further adds to the prestigious nature of this address.

With convenience in mind, PARK POINT owners have immediate access to downtown Calgary's most significant outdoor amenity: Central Memorial Park. In addition, PARK POINT has nearly 9000 sf. of sophisticated, owner-accessed upscale building amenities atop the tower podium. The indoor amenity space includes a fully equipped fitness facility with state-of-the-art exercise equipment, park facing yoga / Pilates Studio, steam room, sauna and his/hers change rooms with showers, a private owners social lounge club with kitchen and fireplace for entertaining, as well as a furnished guest suite for out-of-town visitors. Accommodating the progressive lifestyle of downtown Calgarians, secured parking, and bicycle storage and maintenance stations are readily accessible as well as vehicle, bike and dog wash areas. PARK POINT residents also have free Wi-Fi in amenity areas and lobby and 24 hour concierge service to create a truly care-free urban lifestyle.

The outdoor amenity space at PARK POINT includes a Zen Terrace with seating and water feature, social air lounge seating with fire-pit, bbq area with large harvest table, and a yoga / Pilates sundeck overlooking Central Memorial Park.

Homes

PARK POINT includes a range of carefully designed open concept floorplans that capitalize on maximizing natural light into the suite. Most homes look out onto Central Memorial Park, a Zen Terrace, Rocky Mountains or Calgary's dramatic downtown skyline.

PARK POINT homes are designed with functional living in mind, providing ample space for storage and generous closet space. Balconies are also designed larger to accommodate outdoor entertaining.

Available in three designer colour palettes, Dawn, Noon and Dusk, the premium interior finishes are streamlined, modern, sleek and appeal to a variety of tastes. Renowned throughout Europe for its beauty and refinement, Italian-made full-height Armony Cucine cabinetry is one of the main features in all kitchens with real granite slab countertops and backsplash with LED backlit open display shelving unit. Kitchens also include a fully integrated upscale AEG and Liebherr kitchen appliance package with gas cooktop from Germany. PARK POINT kitchens deliver European ingenuity, matchless in quality, while providing bright and inspiring spaces for the creative cook.

High performance wood-laminate can be found in all living areas, with tile flooring in bathrooms and laundry areas. Each home also comes with an energy efficient front-loading stacking washer and dryer. Expansive, energy efficient double glazed windows with roller blinds, coupled with individually controlled heating and cooling systems maximize comfort in each home providing PARK POINT owners full control of their living spaces as they venture to and from their professional and lifestyle based activities.

Peace of Mind

PARK POINT's 24 hour concierge, keyless controlled and secure access to each floor, secure underground resident parking and bike storage, secure entry to all interior and exterior amenity spaces, and protected by the 1-2-5-10 Alberta New Home Warranty Program offer residents peace of mind.

Learn more about PARK POINT

The PARK POINT Discovery Centre is now open by appointment only and located on-site at 11th Avenue at 2nd Street SW, across from Central Memorial Park.

PARK POINT
310 12th Ave SW, Calgary, Alberta
QUALEX.CA/PARKPOINT

PARK POINT Discovery Centre
301 11th Ave SW, Calgary, Alberta
Open by appointment only
Tel: 403.244.2428

MEDIA CONTACT

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