

As Seen in  
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**condoliving**  
MODERN URBAN LIVING IN CALGARY

# MAKING THE GRADE

## PARK POINT residents appreciate quality design and construction

BY AALIYA ESSA

When it comes to building high-rise condos, or any new home for that matter, there's simply no substitute for quality architectural design and construction. That's the Qualex-Landmark™ advantage, and it's on full display in their newest condominium project, PARK POINT in the heart of the highly sought after Beltline community.

The 32-storey, 289-suite tower follows in the footsteps of other Qualex-Landmark™ projects surrounding Calgary's downtown district, including Mark on 10th, Luna, Nova, Calla, and Stella. In fact, all their condos have gained a well-deserved reputation for meticulously-designed floor plans and amenities tailored to a variety of lifestyles and budgets. PARK POINT, though, literally tops them all.

"Unparalleled location, great floor plans, fantastic amenities, outstanding design and breathtaking views are the top factors needed to create a superior project," says Mohammed Esfahani, president of Qualex-Landmark™, "and PARK POINT has all of them."

Indeed, the combination of amazing location overlooking Central Memorial Park in the highly desirable Beltline community; the outstanding upscale suite design and functional floor plans; fantastic amenities; and striking building architecture, form a winning combination of differentiating factors that completely set PARK POINT apart from its rivals — and enabled it to quickly gain a strong foothold in the pre-sale residential real estate market.

There's been a broad range of homebuyers so far, including young professionals, both singles and couples, move-up buyers, downsizers, retirees, investors and even some families.

"PARK POINT's towers are designed as one complete architectural expression," says Tony Wai, project designer with IBI Group, "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. This isn't possible in denser parts of downtown. As the tallest tower in the immediate vicinity, we also knew that more than half the tower would have a panoramic view of the city and mountains beyond. These realities made it imperative that PARK POINT's architectural facade be strikingly unique to onlookers

from the surrounding area and act as a city landmark."

The tower features, in Wai's words, "a sophisticated sculptural expression and contemporary style. Its elegant double-height lobby and distinctive canopy creates a bold, yet gracious arrival," he says, "and 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."

It is rare to find a company that invests such extensive time and resources at all levels, from internal staff and company principals, to expert designers and consultants, to creating smartly planned and functional layouts of each home. But that's what Qualex-Landmark™ does. The same attention to detail that went into designing the building itself went into each and every home. Suite interiors boast a unique timelessness, so that your home is never out of style.

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 functionality and intelligent design part of the homes is about making a smaller space work as efficiently as a larger space," says Trepp. "This comes down to design details such as placement of drawers in kitchens, to the overall placement of appliances that really work cohesively."

Suites come in a wide variety of sizes, floor plans and price points to satisfy even the most discerning downtown condo buyer. The total home count comes in at 181 one-bedroom, 96 two-bedroom, two penthouses, two sub-penthouses and eight ground level live-work townhomes.

Sizes range from 504-square-foot for one-bedroom to 854-square-foot for two bedrooms, 1,025-square-foot for townhomes and 1,340-square-foot of prime living space in the penthouses. Some buyers are even opting to purchase multiple units and combine them into larger two or even three-bedroom plans. Prices reflect the same variety, with one bedrooms priced in the \$250,000s; two bedrooms in the \$470,000s, townhomes from the \$680,000s and penthouses starting at \$1,048,000.

Qualex-Landmark™ group's condo communities have also earned a reputation for providing numerous in-house amenities that add to the appeal of the address. And it's not just leisure and fitness facilities — although those are certainly part of the plan — but amenities like a guest room and a podium with 9,000-square-feet of >>

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indoor/outdoor active fitness areas and social gathering spaces. These include an expansive Zen Terrace, Yoga/Pilates spaces and a fully equipped fitness facility overlooking Central Memorial Park. To complement the gym is a steam room, infrared sauna and shower facilities.

There’s also indoor/outdoor social lounge spaces with a kitchen, barbeque fireplace and fire pit — all designed to complement, not compete, with the amenities in the surrounding neighbourhood.

The majority of suites in the building have a private parking stall, but not all. These hold special appeal for new homebuyers either seeking greater affordability or who don’t own a vehicle and have no need for a parking stall. One of the aims of the project is to minimize PARK POINT’s carbon footprint, and with the central location in the amenity-rich Beltline, there is less reliance on driving everywhere.

“By densifying this area and bringing people to live [downtown], it’s already promoting a healthier lifestyle,” says Wai, “with less reliance on the personal automobile — encouraging more walking, public transit or cycling.”

With a Walk Score® rating of 96 per cent, residents of PARK POINT will live among the nearest of any Calgarian to every urban neighbourhood amenity imaginable right next door to one of Canada’s oldest and most beautiful urban parks. PARK POINT is mere



steps to local paths, bike routes, transit, Car2Go and nearby Plus15 skywalk which conveniently takes you to any destination. Not to mention all the shopping, dining and entertainment opportunities just minutes away.

Construction is well underway, with the underground parkade nearing completion as the project approaches grade. Hitting grade, or ground level, in any project this size is a big deal as it marks the transition to something people can actually visualize living in. Soon the building of the actual homes will get started, and when it does it usually spurs another surge of homebuying activity. Construction completion is anticipated in summer 2018, but with more than 50 per cent of suites are sold already, with the west side proving very popular, now’s a good time to get both the floor and floor plan that you want.

“Downtown living is becoming increasingly popular due to walkability and the convenience of access to amenities,” says Esfahani. “In addition to the fantastic amenities within the building, residents of PARK POINT will 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. You’ve really got it all.” **CL**

## FAST FACTS

**COMMUNITY:** Beltline

**PROJECT:** PARK POINT

**DEVELOPER:** Qualex-Landmark Union Inc.

**STYLE:** Highrise condominium, apartment and townhome

**SIZE:** 1 bedroom 504 sq. ft.

2 bedroom 854 sq. ft.

Townhome 1,025 sq. ft.

Penthouse 1,340 sq. ft.

**PRICE:** 1 bedroom \$250,000s

2 bedroom \$470,000s

Townhome \$680,000s

Penthouse \$1,048,000

**ADDRESS:** Sales centre at 301, 11 Ave. S.W.; Project at corner of 2nd St. and 12 Ave. S.W.

**WEBSITE:** [www.qualex.ca/parkpoint](http://www.qualex.ca/parkpoint)

