

ON THE BANKS OF THE BOW

Introducing Parkside, the newest addition to Waterfront condos

BY AALIYA ESSA



Riverfront living has never been better in Calgary's Waterfront condos, but the latest phase of this Eau Claire landmark may even surpass the amazing standard it has already set.

Excitement is at an all-time high for the newest phase of Waterfront, the largest single condo project ever to have been undertaken in the city of Calgary; and not just for prospective buyers but for its developer, Anthem Properties, as well.

"Waterfront's third phase represents a bold new time for Waterfront," says Peter Edmonds, director of marketing. "With a collection of four unique buildings whose design reflects the movement of the water in their exterior architecture, plus a delicate balance of warm colours and sleek modern forms rounding out the interior design."

So far, he says, it's abundantly clear, after selling out of the first two phases, that buyers like what they see and are eager for the third phase to be released.

And what's not to like? Parkside offers incredible pan-

oramic views of the Bow River, bringing you even closer to the stunning natural setting than any other new condo in city. Sure, there are other places that offer a view of the river, but nothing this close.

"The first phase of Parkside will add over 200 new homes to the Waterfront community," says Edmonds, "and with sales beginning this fall, they too are sure to sell quickly. This is a project that is unlike any other; the location is exceptional, Anthem Properties is a builder with an incredible amount of experience, and with over 175 homes priced from under \$400,000, there is excellent value for every buyer at Parkside."

Waterfront's west downtown location also provides easy access to the heart of the city via the nearby Plus-15, and dozens of shops and eateries are just steps away.

Prince's Island Park — one of the most gorgeous parks in the Calgary, and fully recovered from last year's floods — which, by the way, didn't touch Waterfront — is one of the city's most-used parks both recreationally and for events like plays and music festivals, is Waterfront's next-door neighbour. In fact, it's the perfect vantage point to celebrate many events, offering front row seats for events like Canada Day celebrations, and fantastic

'people watching' opportunities on the river pathways all year long.

"Waterfront is the best of both worlds," says Edmonds, "the tranquil and protected views over the river and unparalleled connectivity to the city centre."

Being a small community unto itself, Waterfront is also equipped with an impressive amenities package, including fitness facility, concierge, and social lounge, making it easy for buyers to enjoy their home without even actually having to leave. Indeed, with ample space allocated for amenities within the community, buyers will enjoy the use of the fully equipped fitness facility, yoga studio, men's and women's change rooms. Parkside's amenities also include a large social lounge.

Waterfront stands out from the crowd not only for location and style, but also for the variety of different plans available to buyers. These include junior one-bedrooms, one-bedroom plus den, two-bedrooms, and large terraced penthouses. >>

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Suites in the new phase range from just over 500 square-feet to almost 1,400 square-feet. Perhaps the best thing about Parkside, though, from the perspective of many prospective buyers, is the price point, which actually makes downtown living affordable. “Homes start from around \$259,900 to over \$2 million plus GST,” says Edmonds, “so there’s great value throughout the range of plan types.”

With a price point that’s so attractive to a variety of buyers — from first time homebuyers, to investors, young professionals, and of course empty nesters that want that lock and leave lifestyle — such a fantastic location and a self-contained community loaded with amenities, not to mention the functionality of the floor plans and quality of interior finishing, it does certainly seem that Anthem has thought of everything.

“Each home also includes parking and a storage locker,” adds Edmonds. The suites themselves are dressed to impress, with a warm natural palette within each home to match the exterior surroundings. Buyers will love the unique touches that include wide-plank wood laminate flooring, quartz countertops and tile backsplashes. The kitchen truly is the heart of the home here, with a high-end European appliance package that includes a slick stainless steel Fulgor Milano gas cook top and electric wall oven, under-counter stainless steel microwave, and well-sized stainless-steel refrigerator and concealed dishwasher.

FAST FACTS

COMMUNITY: Eau Claire

PROJECT: Parkside at Waterfront

DEVELOPER: Anthem Properties

STYLE: Apartment-style units and penthouses

SIZE: Over 500 to almost 1,400 sq. ft.

PRICE: From \$259,900

SALES CENTRE: 216 Riverfront Ave. S.W.

HOURS: Monday to Sunday 1 to 5 p.m. (closed Fridays)

WEBSITE: www.waterfrontcalgary.com

If the location and pricing didn’t do it for you, the style and sophistication in design should. It’s the kind of downtown living many people would like, but never thought they could afford. And now you can, and end up with a Waterfront address to boot.

A new show suite is currently under construction and is expected to be complete by mid-November, giving people the opportunity to come down and see for themselves what their new home and life on the Waterfront could look like. **CL**

