

Spotlight on Real Estate

March 22, 2022

Pull-out section



Wood Ave. – “the original gateway to Westmount” – between Sherbrooke St. and de Maisonneuve. It “was the first to be developed and assume an urban character when the streetcar routes were extended at the end of the 19th century,” according to *Westmount – A Heritage to Preserve* published by the city of Westmount and the Quebec Ministère des Affaires Culturelles, which is available on the city’s website. As seen March 16.

PHOTO: RALPH THOMPSON FOR THE WESTMOUNT INDEPENDENT.



1968 BOUL. DE MAISONNEUVE O.,
CENTRE-VILLE | 1,899,900\$



1188 AV. UNION #2705,
MONTRÉAL | 899,900\$



1861 RUE JANE-JACOBS,
MONTRÉAL | 1,199,000\$



龚文字 William Gong
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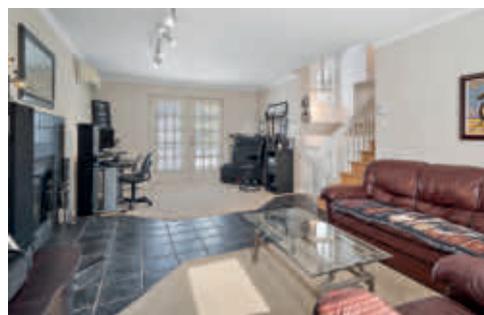
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J|P
JILL PRÉVOST

Homeowner Tip #1

*Time to check for infiltration!
Look up at ceilings and down at
your foundation! A water tight
home is a happy home!*

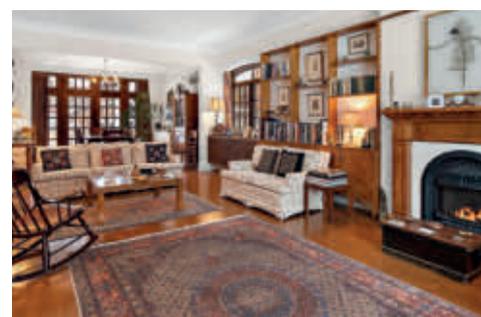
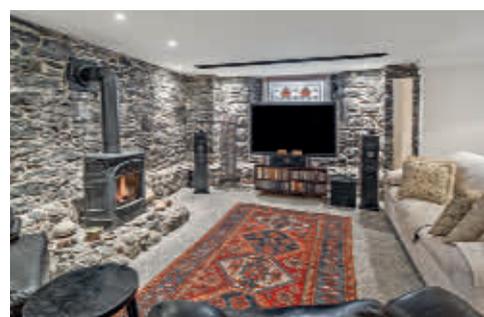
THINKING OF MOVING OUT OF THE CITY?



1236 RUE DU GRAND PRE | SAINT LAZARE | \$499,000

OPPORTUNITY! This extremely bright 3+1 bedroom split-level home will surprise you! The HUGE backyard with inground heated pool is waiting for a new family to start making memories! MLS #15127905

RECENT WESTMOUNT SALE



648 BELMONT ASKED \$2,150,000

This home was so lovingly cared for by these owners for 52 years, that I sold it in a bidding war over the asking price within 3 days of visits. PROOF THAT MAINTAINING YOUR HOME IS YOUR BEST INVESTMENT!



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Since our last Spotlight...

Westmount real estate keeps breaking records

What has real estate columnist Andy Dodge been saying?

In one word? Up!

Our last Spotlight on Real Estate issue of 2021 was published October 26. Since then, three major records have been reached, including the highest sale ever of a Westmount house: \$18.5 million for 12-14 Sunnyside.

It is the second time that this house has held the record, the previous one being for \$13.5 million in 2017 (see April 18, 2017, p. 1)

In addition, he memorialized the largest aggregate amount of money ever spent on Westmount real estate in a month, June 2021: almost \$60 million.

Last week (p. 17), Dodge was similarly sanguine, with his graph of the “typical” Westmount house reaching a record high of just over \$2.7 million.

But actual and likely world events – e.g. interest rate hikes, the war in Ukraine – have yet to be fully reflected in these historical prices, so stay tuned. – DP.

Analysis of as yet un-notarized sales

“February sales: A sellers’ market” (March 15, p. 17)

“January sales: Turning the corner” (February 15, p. 20)

“December sales: Emphasis on condos” (January 25, p. 19)

“October sales: Volume strong with lower prices” (November 16, p. 15)

Analysis of real estate transfers

“September transfers: Volume continues strong” (March 1, p. 14)

“August transfers: Edgehill mansion leads the way” [at \$6.4 million] (February 1, p. 14)

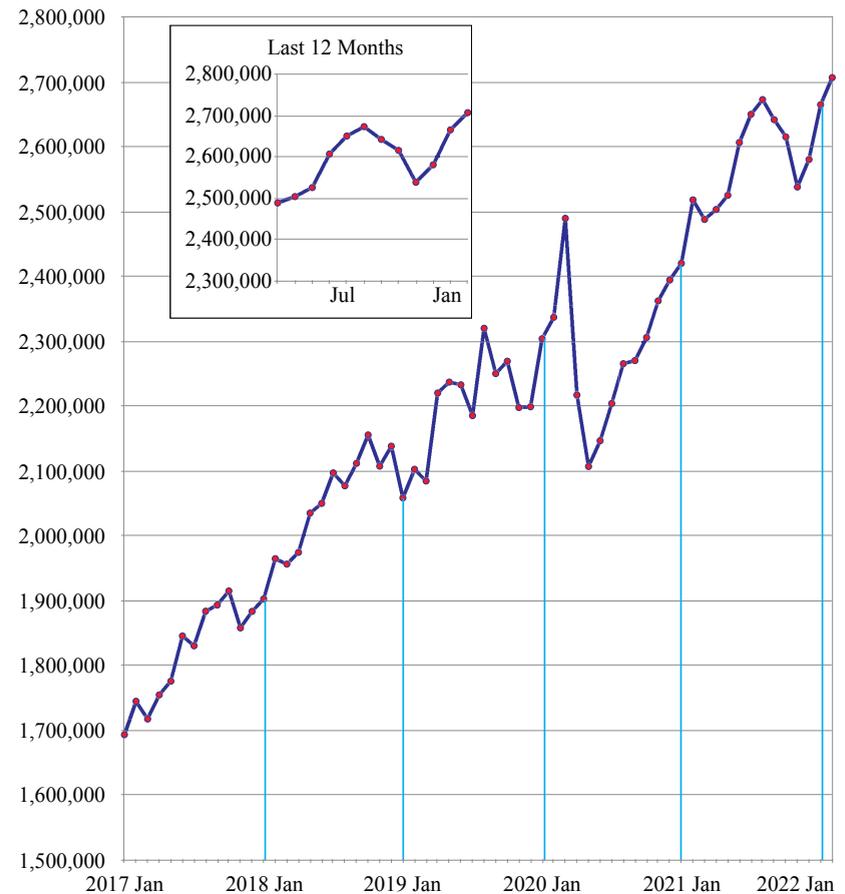
“July transfers: Volume way down” (January 11, p. 13)

“June transfers: Highest total spent – ever – in one month [28 single-family dwellings for \$59,981,236.]” (Nov. 30, p. 22)

News

“Record house sale! 12-14 Sunnyside sold for \$18.5 million” (December 14, p. 1).

Average adjusted price for ‘typical’ Westmount house, by month, January 2017 to February 2022, based on accepted offer dates



Conditionally sold in less than a week with multiple offers!

16 Strathcona, TMR

Extra spacious 4+1 Beds townhouse, 3+1 Baths, 2 car garage, walking distance to some of Montreal's best schools.

3044 Boulevard, Westmount Adj.



Our Turn Key Service – With meticulous planning and strategizing, our team was able to secure multiple offers on this beautiful TMR home, in less than one week.

READY OR NOT: If you are thinking of selling your home, it is imperative to plan properly to ensure a maximum sales price. We are here to help you!

Starting the Downsizing Process

By Samara Wigdor

Empty nesters frequently confess that their homes exceed their needs and have become a challenge to maintain over time. When thinking about a move, the thought of rummaging through one’s family possessions may be daunting, yet the benefits of living in a more suitable home may outweigh the difficulty of the move.

Here are the first few steps one might take once they decide to downsize and before they are ready for their big move:

Deciding to buy or rent your next home: Our April 2021 article dealt in detail with this issue, the main point being renting offers predictability pertaining to expenses; owning offers more control and retention of wealth.

Determine your Budget: It’s imperative to understand the market values of both your existing and pending properties and not to overlook closing costs. The municipal evaluation of your home is not an accurate representation of its market value.

Decide to buy or sell first: Your financial situation and the market conditions will affect this decision.

Get in on the buying market: Ensure that you are up to date on every listing which matches your criteria so you are well informed when your ideal home becomes

available to you.

Start decluttering: It’s important to gradually remove those items which no longer serve you and perhaps sell or donate to those in need. This will not only simplify your move, but it will expedite the sale of your home. Many downsizers engage professional organizers who specialize in downsizing and organizing properly for moves. These professionals make the experience far more palatable. They are very well connected and resourceful in organizing moves and finding new homes for unwanted items.

Be sure to work with a realtor who has your best interest at heart, is well connected and able to direct you to the right people. Patience and understanding is an asset to the right realtor since this is a process which could take anywhere from a couple of months to several years.

Unsured of your next move? Contact us and we will be happy to be your trusted advisor every step of the way.

Learn about your Home’s Value online at www.MTLHomeValue.com.

Samara Wigdor is a real estate broker with Royal LePage Heritage in Westmount and has been assisting Montrealeers with their real estate needs for over 10 years. She can be reached at 514-437-8118 or samara@samarawigdor.com.



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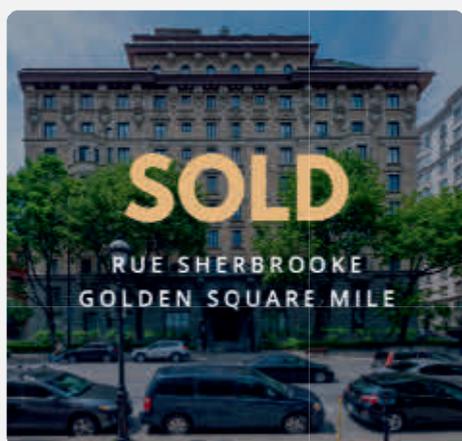
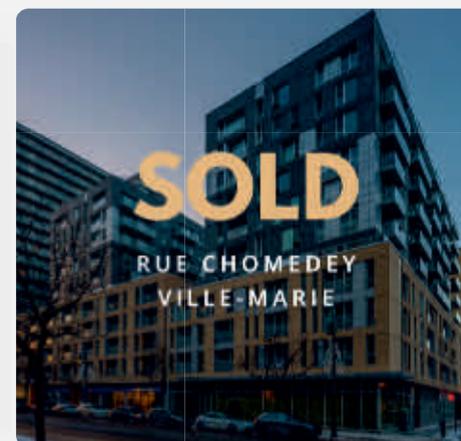
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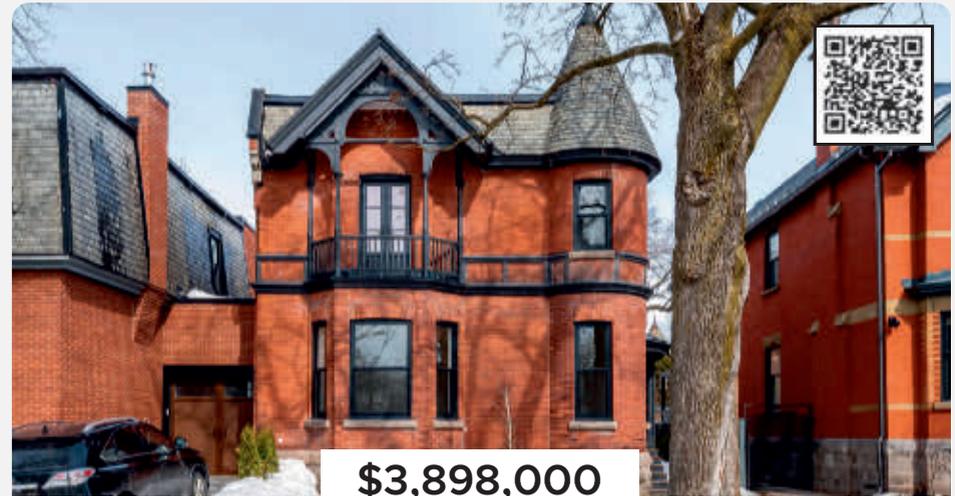


HOMES FOR SALE



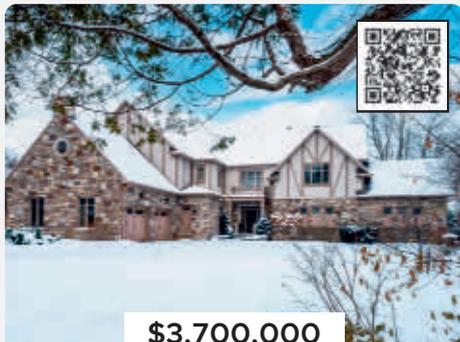
\$5,980,000

CROIS. BELMONT | WESTMOUNT
GRAND STONE MANOR



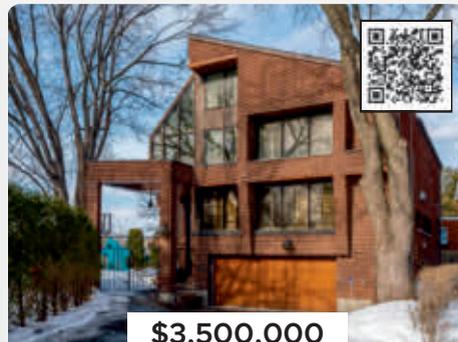
\$3,898,000

AV. METCALFE | WESTMOUNT
— NEW LISTING —



\$3,700,000

RUE MAIN | HUDSON
STUNNING WATERFRONT PROPERTY



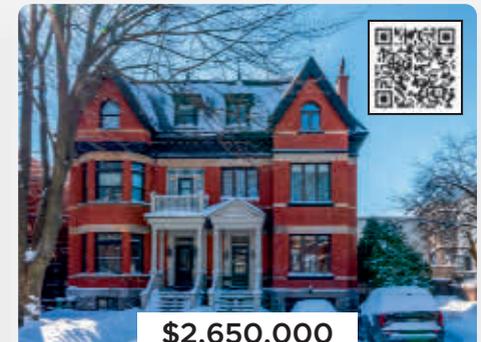
\$3,500,000

PLACE ST-GERMAIN | AHUNTSIC
— NEW LISTING —



\$3,325,000

BOUL. DE MAISONNEUVE | WESTMOUNT
TIMELESS IRRESISTIBLE FEATURES



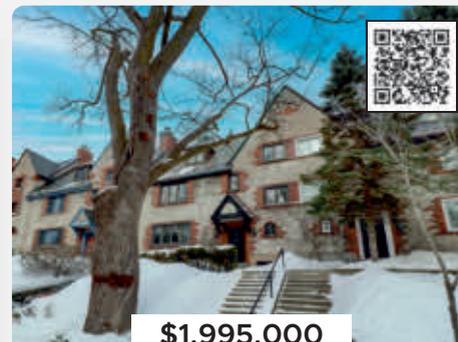
\$2,650,000

AV. ROSLYN | WESTMOUNT
IMPRESSIVE VICTORIAN HOME



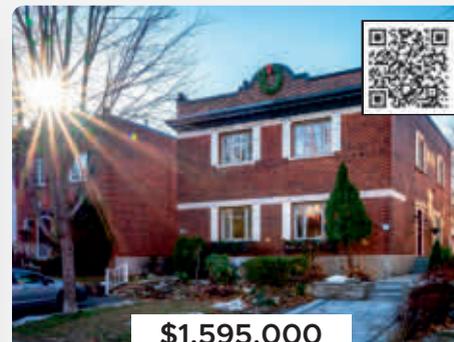
\$1,998,000

AV. HOLTON | WESTMOUNT
IRRESISTIBLE TURN-KEY RESIDENCE



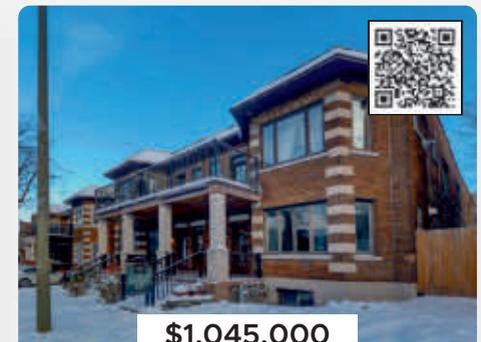
\$1,995,000

AV. CEDAR | MONTREAL
— NEW LISTING —



\$1,595,000

AV. ROSLYN | WESTMOUNT
— NEW LISTING —



\$1,045,000

AV. VICTORIA | CDN/NDG
— NEW LISTING —



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SCAN ME TO VIEW ALL
OF OUR LISTINGS.

Harroch of Elle à Priori: 'We are just on survival mode'

Despite inflation, women's wear retailers cannot charge more than global prices for global brands

BY JENNIFER BALL

These days it is hard to avoid becoming an amateur economist when fueling your car or re-stocking your pantry, as prices are changing quickly – usually upwards. Inflation is also affecting women's retail in Westmount, as have other aspects of the COVID pandemic.

Cheryl Glense of Ritsi on Sherbrooke St., Nina Dyson of Emma and Eliane Harroch of Elle à Priori, both on Greene Ave., spoke about the rise of loungewear, the necessity of re-skilling into a social media influencer and keeping up with department stores in this environment.

'Saturated' with loungewear

"Obviously, since everyone [had] been working from home and all [anyone saw was] the shoulders, nobody needed to buy that suit or that corporate outfit. Now people are just saturated with their 'loungewear' sets and they want to get dressed," Glense said.

"The item that has been replacing the jacket is the shirt with a collar. They can put that over a legging or a jogging pant,"

Harroch said. "Who shops in our store? People who are working or travelling or going for a special occasion, and these three things were just not as frequent."

Besides needing to revise her buyer's list, Harroch felt compelled to beef up her online and social media presence after some of her customizers told her that they were buying online and really liked it.

"This obliges me now to start thinking outside the box – not waiting for a customer to walk in, but having a website, then an Instagram account and that is now a whole other budget," Harroch said.

"I have to hire someone to take care of that and it becomes very costly – [plus] the minute you stop, it is like you have closed."

Delays cost

It is also difficult to market your merchandise when you do not actually know when you will be receiving it. "What happened during COVID was we did not know [when stock would be delivered]," Dyson said. "It could get stuck at ports, it could be delivered but my doors were closed [when mandated by government lockdown restrictions], so we had to figure out how



Elle à Priori's front window on Greene on March 14.



From left, Laurence Miranda and Nina Dyson in Emma on March 16.

to receive the merchandise."

When food prices spike, typically those merchants have the ability to blend cost increases into their selling price, Dyson believes. But "In the clothing business, it is very complicated because these are brands that are carried all over the world. The recommended retail price is what we follow. We can not just decide 'Well, this has gone up and I am going to add \$50 to a pair of pants.'"

"You have to be passionate to be in retail, especially now," Dyson said.

Survival mode

This was a sentiment echoed by Harroch while describing how she needed to weather decreased profit margins to keep pace with larger retailers. "When we are losing two to three weeks off an expected delivery date, it affects our full-price sales period. We have to discount at the same time department stores do."

"Right now, as far as I am concerned, we are just on survival mode. We are not hoping for profits. We are hoping to keep being able to operate throughout this pandemic."

On March 14 and 15, the *Independent* also approached Premium on Greene Ave. but did not receive a response in time for publication.



Cheryl Glense inside Ritsi on March 9.

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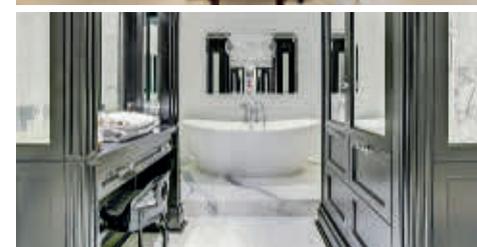
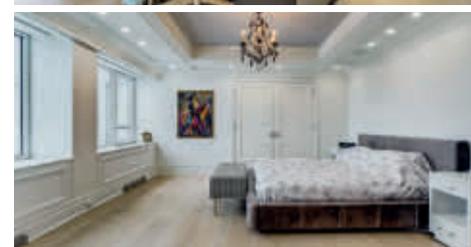
1321 rue Sherbrooke O., apt E30-31 | Golden Square Mile | \$6,595,000

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NEW LISTING

1455 rue Sherbrooke O., apt 2002 | Golden Square Mile | \$4,299,000



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INTRODUCING

29 Ch. Ramezay, Westmount
\$ 12,500,000

INTRODUCING

Westmount Exclusive
\$ 9,995,000



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INTRODUCING

Mont-Royal Exclusive
\$ 12,000,000

INTRODUCING

Senneville Exclusive
\$ 12,000,000

INTRODUCING

1188 Av. Union, PH4001, Ville-Marie
\$ 7,250,000

INTRODUCING

3186 Boul. The Boulevard, Westmount
\$ 5,948,000

INTRODUCING

655 Av. Lansdowne, Westmount
\$ 4,395,000

INTRODUCING

578 Av. Roslyn, Westmount
\$ 3,995,000

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680 Av. Victoria, Westmount
\$ 3,995,000

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45 Av. Holton, Westmount
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Ville-Marie

ACCEPTED OFFER



8 Place Northview, DDO

ACCEPTED OFFER



655 Av. Victoria, Westmount

**Including Centis Listings and Joseph's Exclusive Listings
***Renderings for illustrative purposes

*including closed transactions, finalized transactions yet to notarize and accepted offers (including "Exclusives") from Jan. 1 to Dec. 31, 2021.

Fire on Lansdowne



There was a fire at 577 Lansdowne the night of March 13 (see arrow). From left to right: 11:29 pm: firefighters on scene, smoke comes out of front windows, 11:32 pm: smoke billows from front door, firefighters reach roof of neighbouring house, 11:36 pm: firefighters confront smoke on roof, 11:46 pm: things have quietened down. See p. 3 for story. PHOTOS COURTESY OF SHANE VELAN.



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AV. FORDEN, WESTMOUNT | \$5,995,000

SUPERB & SPACIOUS TOWNHOUSE ON THE FLAT



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AV. WOOD, WESTMOUNT

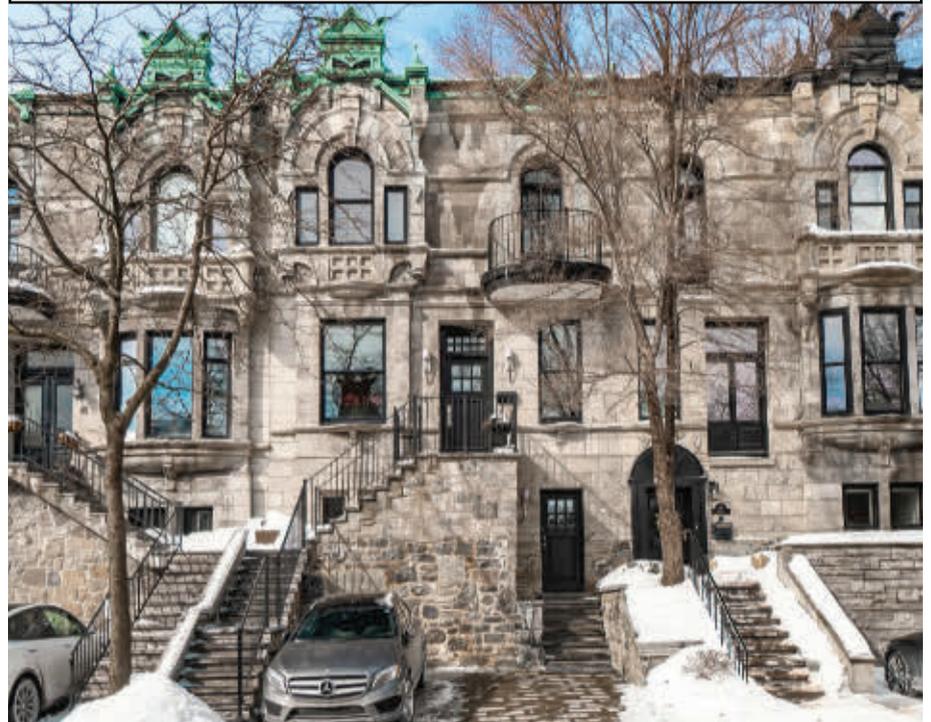
GRACIOUS RESIDENCE | FACING PARK



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AV. WOOD, WESTMOUNT

REFINED PROPERTY WITH CHARMING BACKYARD | 2 PARKINGS



AV. HOLTON, WESTMOUNT | \$2,495,000

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CR. MERTON, HAMPSTEAD

TWO-STOREY HOME WITH BACKYARD



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AV. ROSLYN, WESTMOUNT ADJ.

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87-89 Av. Columbia, Westmount | \$2,399,000



INTRODUCING
613 Av. Victoria, Westmount | \$3,295,000



INTRODUCING
4625 Av. Miller, Westmount Adj. | \$2,550,000



2ND FLOOR CONDO
436 Av. Grosvenor, Westmount | \$965,000



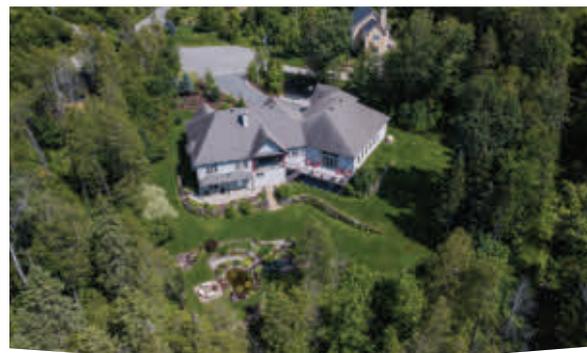
WESTMOUNT | \$3,295,000
19 Av. Grenville



SOLD WITH MULTIPLE OFFERS
66 Forden Crescent, Westmount



SAINT-SAUVEUR | \$1,495,000
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MORIN HEIGHTS | \$1,695,000
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Courval's Glense: 'You want to try [lingerie] on' Pandemic's effect on lingerie retailers mitigated by in-person service

BY JENNIFER BALL

There have been many news stories about the effect of the pandemic on food retailers (e.g. March 8, p. 9, February 22, p. 7), but how is the pandemic affecting speciality outlets such as lingerie retailers?

The *Independent* approached Cheryl Glense, the owner of Ritsi and Courval lingerie on Sherbrooke St. in Victoria village, and Bopha Penn, who co-owns Collange Lingerie on Greene Ave. with Solange Cohen.

What has happened to their businesses in the last two years?

"There were disruptions for sure," Penn said, recalling 2020 and 2021 merchandise delivery. "Some of our suppliers called us to tell us that there would be big delays due to their manufacturers being closed in certain countries."

"We did have some challenges with some suppliers who had COVID outbreaks in their factories overseas," Glense said, "which caused a major delay in receiving bras and different lingerie."

While brick-and-mortar lingerie boutiques had stock delivery delays, for the



Collange Lingerie on Greene Ave. March 18.
PHOTO: INDEPENDENT.

most part they skirted the surge of online shopping that benefitted industry titans like Net-a-Porter and Amazon instead of local businesses. Yes, women choose intimate wear for the comfort of the fabric, but mainly for the fit, said local retailers.

"We are not even worried about lingerie sales on Amazon," Penn said. "It is so complicated to find the right fit, with the right bra and the right underwear or the right bathing suit. Many times, customers think that they are one size and they are not at all that size after the fitting."

"Unless you are very tiny, in your teens or your twenties – and you want to buy a fun item – you want to try it on," Glense said. "You want to experience the fitting and we offer that service at Courval."

Both retailers were on common ground when it came to garment price increases and adjustments to operational hours due to current scarcity of retail talent.

"There is definitely an increase in all the price points, especially in lingerie, because a lot of it is made overseas in France. Inflation with the Euro due to COVID, lack of workers... there are just so many different angles in play," Glense said.

Her sense is that her customers are generally aware of the factors buffeting retail and that they have also taken note of revised store hours. Courval is closed on Mondays now and reduced daily store hours from 11 am to 5 pm instead of 10 am to 6 pm.

Cohen and Penn ran Collange for many years out of Ogilvy's but moved to Greene Ave. three years before it became Holt Renfrew Ogilvy in 2019. They don't open on Sundays currently and close daily at 5 pm instead of 6 pm.

First time out of house

All three merchants are aware of the abundance of "for rent" signs on Westmount high streets as businesses recover. "I have customers telling us 'I have not been out of my house in two years.' They are so happy to touch the fabrics and to have that old feeling back: shopping face to face," Penn said.

The *Independent* also reached out in person to the lingerie store Ainsi Soit-Elle in Westmount Square on March 9, but there was no response prior to the *Independent's* publication deadline.



THE RITZ CARLTON

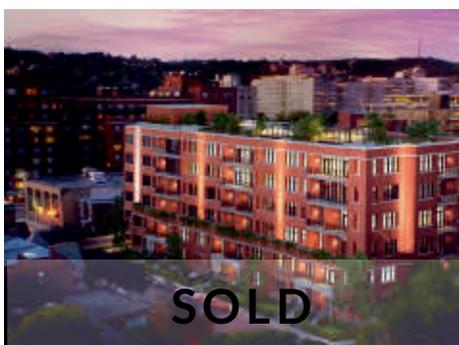
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VILLE-MARIE



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WESTMOUNT

\$3,250,000
MLS#20684751



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175 AV. METCALFE, APT. 503
WESTMOUNT



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215 AV. REDFERN, APT. 303
WESTMOUNT

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NUNS' ISLAND

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LE VIEUX LONGUEUIL | \$2,998,000



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INTRODUCING



NUNS' ISLAND | \$589,000

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Source: Centris®, Sales from January 1st to December 31st, 2021 where Profusion Immobilier Inc. brokers were either listing and/or selling agents.

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50%
Nuns' Island

2M+ Single-Family Homes

50%
Montreal West

1M+ Single-Family Homes

17%
Island of Montreal

2M+ Single-Family Homes

32%
Westmount

2M+ Single-Family Homes

24%
Ville-Marie

1M+ Single-Family Homes

25%
Ile Bizard

1.5M+ Single-Family Homes

24%
Westmount

1M+ Condo

38%
Nuns' Island

1.5M+ Condo

22%
Baie d'Urfé

1.5M+ Single-Family Homes

2021 MARKET SHARE



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2 bedrooms & 2 bathrooms
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1 bedroom & 1 bathroom
1075 RUE DE BLEURY, APP. 301 | \$489 000



2 bedrooms & 2 bathrooms
1085 RUE SMITH, APP. 306 | \$4500.00 / MOIS



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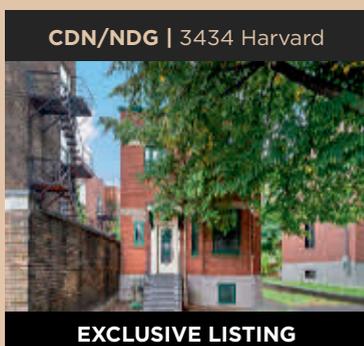
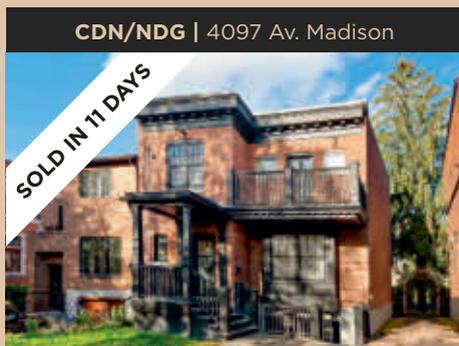
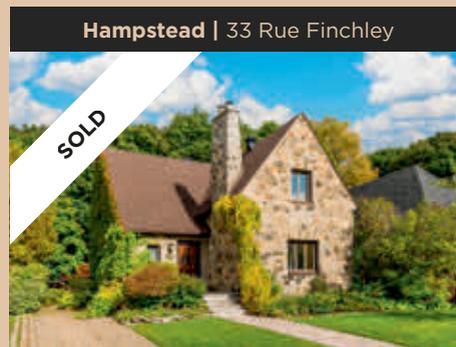
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Real estate projects under way

Guide to the *Independent's* coverage of recent, substantial work

NEW HOUSES

Lots that have had permits approved

480 Mount Pleasant, *No activity on site March 18.*

East of 3733 The Boulevard. *No activity on site March 18.*

473 Roslyn Ave. A “sold” banner was on the lot’s for-sale sign March 18, but there was no activity on site.

MAJOR PRIVATE PROJECTS

Southeast

Former site of St. Stephen’s church at Dorchester & Atwater, *no plans to share yet (March 6, 2018, p. 18 & October 27, 2020, p. RE-8).*

Former Packard/Subaru building at 4024-32 St. Catherine, *possibility of new owner, September 22, 2020, p. RE-28, but no new owner when the Independent checked the property roll on March 15, 2022. It is still Fiducie Familiale Tehrani.*

4014-22 St. Catherine, *work slowed by pandemic, October 27, 2020, p. RE-18 & March 23, p. RE-24, and no activity*

last week on site. See p. SL-23 for comment by developer.

1111 Atwater Ave./Eleva/Stella condo, rental & seniors’ home, *under construction (November 23, p. 14, November 9, p. 16 & October 26, p. SL-4).*

Empty lot at 4216 Dorchester (west of former nurses’ building), City’s Planning Advisory Committee (PAC) *has recommended a permit be issued (March 15, p. 6).*

Southwest

4898 de Maisonneuve (at Prince Albert), *under construction.*

500 Claremont rental apartments, *under construction.*

Groupe Maurice seniors’ home in NDG at de Maisonneuve & Claremont, *under construction.*

Jardins Westmount (former Selby campus of Dawson College CEGEP), *New developers PUR Immobiliera and EMD-Batimo aim to offer rental apartments by this summer (December 14, 2021, p. 12).*



The almost-finished apartment building on St. Catherine west of Metcalfe is on the former site of a Perrette’s corner store, as seen March 16.

PHOTO: INDEPENDENT.

Centre

Hillside armoury, *demolition permit granted. Next step: SCAOPI approval needed because the current*

proposal does not conform to current zoning (February 22, p. 13).

Perrette’s/Westmount Bar B-Q site at 4469 St. Catherine near Metcalfe, *almost finished.*

Upper

Mountainside Church, *sold but not yet deconsecrated, see June 4, 2019, p. 1 and may become a mosque, November 10, 2020, p. 1 & future undecided, March 23, p. RE-24*

PUBLIC PROJECTS

St. Leo’s elementary school new wing, *under construction.*

City of Westmount’s conservatory/greenhouse, *under construction – budget increased to \$6.3 million (March 1, p. 1).*

See p. SL-22 for photos of underway construction at 500 Claremont, the Groupe Maurice seniors’ residence on St. Catherine at Claremont, 4898 de Maisonneuve and 1111 Atwater.

See p. SL-23 for photos of inactive developments at Stephen’s Church, Mountainside Church and 4014-22 St. Catherine.

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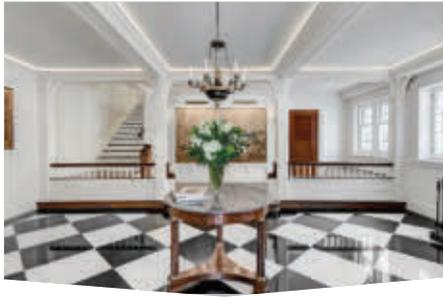
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1485 rue Sherbrooke O., app. 8A,
Mille Carré Doré - 6 950 000 \$



275 rue St-Jacques, app. 100,
Vieux-Montréal - 5 995 000 \$



50 place Belvédère, Westmount
5 980 000 \$



3 rue des Huards, Île-des-Soeurs
3 975 000 \$



285 av. Edison, Saint-Lambert
3 798 000 \$



1650 rue Sherbrooke O., app. TH3,
Ville-Marie - 3 200 000 \$



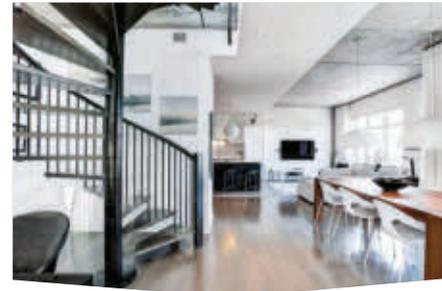
3047 ch. De Breslay, Westmount Adj.
3 195 000 \$



2380 av. Pierre-Dupuy, app. PH-2,
Cité du Havre - 2 500 000 \$



4175 rue Ste-Catherine O., app. 1402,
Westmount - 1 950 000 \$



175 av. Metcalfe, app. PH605,
Westmount - 1 399 000 \$



38 York, Westmount
1 299 000 \$



VENDU
380 de la Mitis, Bromont



VENDU
18 rue des Huards, Île-des-Soeurs



VENDU
734 av. Pratt, Outremont



VENDU
631 av. Roslyn, Westmount

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Construction? Go!



Workers were busy re-pointing the brickwork at 500 Claremont March 16, using scaffolding that is new since our January visit (see January 18, p. 7). The building is to be rental apartments when finished.



Work continues at a great pace at the Groupe Maurice seniors' residence at St. Catherine, de Maisonneuve and Claremont, just west of the Westmount-NDG border. Workers have built up from the basement floor using all sorts of equipment including this tractor seen February 7.



All sorts of activity happens daily at 4898 de Maisonneuve, corner Prince Albert, including tasks mandated by re-using the existing office building, such as the removal of snow from inside it March 17. The warm weather that night continued to melt snow, which made the noise of a peaceful waterfall, to passers-by anyway. (Nearby would-be sleepers might have felt differently.)



The 1111 Atwater building, at Dorchester, is almost closed in, as seen March 16. Its southwest corner is in Westmount and has a lower roof due to Westmount zoning. It is to be a mix of condos, apartments and assisted living for seniors.

Construction? No go



Both St. Stephen's, left, and Mountainside churches, seen March 18, are in developers' hands, but neither replied to requests for comment by press time. St. Stephen's, where the Open Door homeless drop-in centre was headquartered until November 2018, is on Dorchester at Atwater. Mountainside is on The Boulevard at Roslyn and is still used by the congregation. PHOTOS: MARTIN C. BARRY.



There was "no news" regarding the inactive 4014-22 St. Catherine St. site west of Atwater when the *Independent* contacted developer Ron Basal by phone March 17. This photo was taken the previous day. PHOTO: INDEPENDENT.

RETAIL WATCH

An assortment of news about retailers and retail spaces in Westmount. If you have retail news, please email us at editor@westmount-independent.com. Major changes since the last coverage (October 26, 2021, p. SL-16) in bold.

GREENE AVE. AREA

New

Marché Bazaar grocery store, 4051 St. Catherine, east of Wood Ave., former site of Orthosport, which is now in Westmount Square.

Ashna foreign exchange in Westmount Square.

Iron Body Fit, 1368 Greene (basement), former site of Fleuressence.

Gorski Montreal, 1355 Greene Ave., former site of Mink's.

U&I Boutique, 1337 Greene, former site of Reiko.

Surprise Enfant boutique, 1277 Greene, former site of Georges Rech.

Closed

Edible Arrangements, 4156B St. Catherine St.

Not in retail use

1394 Greene Ave. (south of Sherbrooke), former site of Lululemon and, before that, the Bank of Nova Scotia.

1358-60 Greene Ave.

1346 Greene former site of Tony's shoes.
1334 Greene, former site of Promenade Greene, whose owner is continuing at Elle Apriori, 1347 Greene.

1329 Greene, former site of Galerie d'Este, now at 4396 St Lawrence Blvd.

1327 Greene, former site of Harry Toulch, now at 4148 St. Catherine as Optik Avenue optometrists.

1233 Greene, former site of Starbucks.

1215 Greene Ave., former site of Lou Goldberg Jeweller.

1201 Greene Ave, former site of Liv.
4024A St. Catherine St. (east of Atwater), former site of Tutti Frutti

4026 St. Catherine St., former site of Morning Glory

4026A St. Catherine St., former site of Tia Maria prêt a porter

4028 St. Catherine St.

4032 St. Catherine St.

4124 St. Catherine St., former site of Lucille's, which continues elsewhere.

4142 St. Catherine St.

4207 St. Catherine St., former site of Arevco

Three second-floor and six basement units in Alexis Nihon.

Four units in Westmount Square.

Greene area vacancies: 18

Estimated* number of storefronts: 97

Estimated* unit vacancy rate: 19 percent (October 2021: 21 percent)

VICTORIA VILLAGE

New

Donato restaurant, 4825 Sherbrooke St. former site of Gascogne.

James Perse (second location), 4960 Sherbrooke St., former site of WANT.

Pang Tea, 390 Victoria, former site of Cipan.

Coming

Vilbrequin, 4912 Sherbrooke St., former site of Videotron.

Paradiso Pasta, 344 Victoria.

"Sport/Fitness/Style de vie," 4915 Sherbrooke St., former site of Ben & Tournesol, now operating at 4937 Sherbrooke St.

Closed

Ramfeld property management, 320A Victoria.

Dry cleaner, 345 Victoria.

Not in retail use

South side of Sherbrooke

4822 Sherbrooke St., former site of Brooklyn.

4858 Sherbrooke, former site of Brasserie Melrose, Brasserie Central, Well House and Mess Hall.

4908 Sherbrooke St., former site of Naïf
4920 Sherbrooke St., former site of La Canadienne's Westmount location

5080 Sherbrooke St., former site of Zone
5014 Sherbrooke St, former site of Bois et Cuir,

North side of Sherbrooke

4823 Sherbrooke St., former site of Pier 1

4925 Sherbrooke, former site of Iris Setlakwe and formerly used by Sarah Pacini, which continues at 4919 Sherbrooke St.

4927 Sherbrooke St. (upper) former site of Les Dames de Nohant and Au Sommet pop-up store.

4935 Sherbrooke St., former site of Envers

5001 Sherbrooke St., former site of Second Cup

Victoria Ave.

322A Victoria, former site of Astri Prugger design

342A Victoria, former site of Petit Lapin gluten-free bakery

344A Victoria, former site of Consignment Chic(k).

386 Victoria, former site of Olives en Folie, which moved to Griffintown.

New

Victoria village vacancies: 21

Estimated* number of storefronts: 132

Estimated* unit vacancy rate: 16 percent (October 2021: 17 percent)

OTHER

Not in retail use

4447 St. Catherine St., former site of Ruth Stalker antiques, which continues on Hillside

4435 St. Catherine St., former site of Sushi Nishiyama.

*The *Independent* has tried to count all the store spaces accessible from street level, which usually means up to one level above or below the sidewalk. Some judgement was required.

The Greene Ave. area totals exclude Westmount Square and Alexis Nihon.

A sign of spring:



Dairy Queen was open on Sherbrooke near Prince Albert March 15.

PHOTO: INDEPENDENT.



4250 SHERBROOKE #3

Lovely Westmount building extremely well situated. Close to shops, restaurants, parks and more. (Pets are not permitted). Building is loved by the Consular Corp

\$3,500/month MLS 13324591

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\$3,995,000 1755 Rockland, Mont-Royal

Large and fully renovated split-level detached house with 5 bedrooms, 4 bathrooms, 15,000 sqft lot. Brand new renovation from A to Z with the finest materials and equipped with smart systems. Swimming pool!



\$3,500,000 21 Surrey Gardens, Westmount

Located on 1 of the most desirable streets in Westmount, this country-style house sits on 7361 sqft of land and has alot of potential. Turn it into your dream home!



\$2,995,000 12 Chenier, Pierrefonds

New construction in 2019, this 6 bedroom, 7+2 bathrooms bungalow defines "modern family home" in every aspect. Over 5000 sqft on each floor, 12 foot ceilings throughout. 15,000 sqft lot. One viist will impress you!



\$1,995,000 74 Cleve, Hampstead

Huge bungalow with 4+1 bedrooms, many updates and renovations in the last few years. Impeccable condition. Swimming pool possible in the backyard. Turn-ke!



\$1,180,000 Golden Square Mile

3 bedroom condo on 2 floors, 2+1 bathrooms, 1300 sqft, 1 parking and 1 locker.



\$1,180,000 4692 Victoria, Westmount Adj.

Great semi-detached home with private backyard. 4 bedrooms. Good size. Great potential. 1 exterior parking.



\$1,890,000 3851 Marlowe, Westmount Adjacent

Great semi-detached home with 4 bedrooms and a garage. Well maintained with classic charm. Spacious.



\$2,590,000 19 Thornhill, Westmount

Totally renovated home at the heart of Westmount, close to all private schools, 4+1 bedrooms, 1 garage and huge backyard. Turnkey!



\$1,950,000 1185 Tecumseh, DDO

Gorgeous! This majestic home was completely redesigned and upgraded from 2011 to 2017. 4 bedrooms and double integrated garage. Backyard links to the Centennial park. Must see!



\$2,990,000 175 Cote-St-Antoine, Westmount

Modern and renovated detached 1980 brick house with 3 bedrooms and 2-car integrated garage. Superb location next to Murray Hill park and Selwyn House School.



\$8500/M 4690 Westmount Ave, Westmount

Gorgeous 3 storeys residence boasts its 5 bedrooms with spacious entertaining area. private backyard and a garage. Settled at the central location next to King George Park and close to all schools. Ideal for families with many children.



\$679,000 2020 Boul. René-Lévesque O., apt. 702

Brand new 2020 condo Union Sur Le Parc II, 2 bedroom corner unit with 1 parking and 1 locker. 700 sqft. Impressive floor plan.



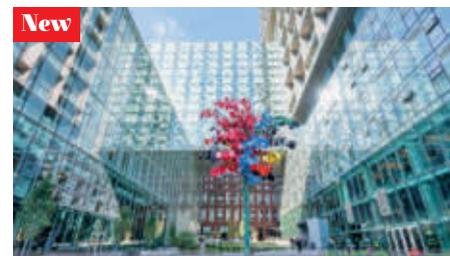
\$689,000 2000 Boul. René-Lévesque O., apt. 1612

Great 3 bedroom apartment on the 16th floor. Strategically and conveniently located in downtown Montreal. Currently rented for 2300/M, great investment



\$499,000 1400 Boul. René-Lévesque O., apt. 409

YUL phase 2, new 2021 condo in downtown Montreal, 1 bedroom open concept. Nice and cozy.



\$625,000 1030 Rue De Bleury, apt. 3209

HUMANITI- at heart of downtown. The only Vertical Smart Community in Montreal with a hotel, commercial space, grocery, restaurant. Stunning condo with impeccable view, floor-to-ceiling windows.large balcony, 1 garage, 5-star amenities



\$1,300,000 1300 Boul. René-Lévesque O., apt. 2905

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Green retail shoots in Greene area

Delicious new *Marché* offers Persian delights



Owner Reza Nikzad beside the store's table celebrating Nowruz.

On March 19, wind-driven rain did not dampen the happy celebration at Westmount's newest shop. *Marché Bazaar* opened in time to commemorate Nowruz ("new day"), an ancestral festivity marking spring and the renewal of nature.

It is the Persian-language term for the Iranian new year, which begins at the spring equinox. Seven ritual items were carefully set out at the entrance of the grocery store because that number is considered lucky.

Each item began with the Persian letter "s" and represents spring. For example, I saw apples (*seeb* in Farsi), which signify beauty, and bright green sprouts (*sabzeh*) for re-birth. There was also an elegant circling goldfish, the symbol for life. These seven items are displayed in homes for 13 days.

The shop is an eye-opener (and mouth watering) for foodies. Owner Reza Nikzad gave me a tour as guests/shoppers shook umbrellas.

Most of his products are exclusive. Teas range from saffron black tea with cardamom to herbals; rice pudding with saffron; dried mint "used in much of our cooking;" and special ice creams including saffron pistachio – but rose petals were my go-to item. They are not just to sprinkle on a table or a bath.

"We use rose petals, oil and water a lot in our culture."

The subtle aroma arising from a rose can be Proustian. It is also "very relaxing." I note unique items as possible gifts, including a beautifully packaged range of Turkish delights, my favourite being pistachio nougat – "complementary to your happiness."

Among many unique dishes, the take-out counter offers Persian noodle soup. Looking for canned food? Try the stews: eggplant, celery, walnut and yellow split pea.

The pastry counter is already so popular

(yummy baklava!) that when I went, many trays of home-made sweets were almost half empty.

In 2010, the UN recognized International Nowruz Day as a celebration around the world. How inspiring it was to feel the joy and learn about a new culture.

MARCHÉ BAZAAR
4051 St. Catherine (corner Wood)
Monday to Friday, 9 am to 5 pm
438.771.8778
shop.BazaarFoods.ca

Get colourful, Italian at Boutique U & I

Westmount's Greene Ave. is renowned for its fashionable *flâneurs*. Many women are chicly dressed even buying groceries at *Cinq Saisons*!

And now the street boasts a wider choice of styles. Boutique U & I has moved in. (Their other shop is in the Old Port.)

Owned by fashion veteran Eric Tolledano, the boutique offers the rites of spring. With his wife Valentina, he travels to Italy and hand picks a chic choice. Sales assistant Isabelle Javier (pretty coolly dressed herself) shows me colours ranging from a lovely lilac mauve flattering-fit knit dress (a spring trend); fabulous fuchsias (Valentino just showed an entire collection in this Schiaparelli-inspired shade); sun-ray yellows (what's not to love about spring sunshine?); and of course basic black and white.

One stand-out piece was a black-and-white cape shot with lurex so that when swirled it caught the eye; day or night.

Another was a Dolce & Gabbana-style midi pleated skirt with marvellous mosaic patterns. A bright orange "furry" (*faux* shearling) coat seemed straight from the street styles of fashion weeks. It comes in other chromatic colours.

One can also find spring's go-to green. Racks are displayed according to colour so

Get fit this spring – Iron Body Fit

Iron Body Fit Canada opened on Greene Ave. last November. The sharp-looking space offers an innovative way to get fit, stay in shape, improve circulation and work out – wearing a special suit.

Coach Jérémie Vidot explained that "there are no weights. You use your own body weight. Electrostimulation (EMS) [from the suit] moves your muscles with you, making the action more intense. And, yes, you sweat!"

Hailing from France where there are already many, many Iron Body studios, Iron Body Fit now has three locations in Montreal.

The Westmount address has grown by word



Jérémie Vidot.

of mouth.

"Customers love that it takes only 25 minutes and they can book a time according to their schedule." The website (ironbodyfit.com) states some of the desired results; "improved circulation, which in turn increases the production of natural collagen; lessens stress; reduces the appearance of cellulite; and slims and tones. Twenty-five minutes is equivalent to four hours of traditional sport."

There are only three clients at a time and each works with a trained coach. Wearing the special suit attached to the machines, he/she contracts eight different muscle groups.

The intensity is adjusted according to the fitness of the participant, whose suit is personalized to their body. Clients purchase a Miha Bodytec suit and simply bring it to each session. Afterwards, one can shower on the premises.

The EMS-trained coaches work toward client objectives and can also advise on nutrition.

IRON BODY FIT CANADA
1368 Greene Ave.
westmount@ironbodyfit.com
438.523.9318
Monday to Friday, 10 am to 2 pm &
4 to 8 pm
Closed Saturday and Sunday ("for now")



Isabelle Javier.

life is made easy.

And although spring is happily bursting into our lives, there are still winter items by Kanuk and Arcteryx.

"Although we are closed Sunday and Monday, private appointments can be made," pointed out Isabelle.

BOUTIQUE U & I
1337 Greene Ave., above street level
Boutiqueuandi.com
Tuesday to Saturday, 11 am to 5 pm
Sunday or Monday by private
appointment. Valentina 438.483.3246.

Retail Review

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30 Stanton St.: Site of the Crawford mansion



History by the House

ANDY DODGE



▲ 30 Stanton St. on March 15.

The large, six-storey apartment building at 30 Stanton St. sits on the site of a promi-

- 1874 –
Village of Notre Dame de Grâce (area of current-day Westmount and NDG) incorporated.
- 1876 –
Village of Côte St. Antoine (area of current-day Westmount) breaks away. It becomes a town in 1890.
- 1888 –
wooden railway bridge opens over Glen Rd., southwest of current-day Westmount recreation centre. It is replaced by the still-in-use stone bridge in 1892.
- circa 1890 –
Train station opens at the foot of Abbott Ave. It was moved to the foot of Victoria Ave. in 1907, where the building still stands.
- 1895 –
Town of Côte St. Antoine changes its name to Westmount. It becomes a city in 1908.
- 1899 –
Westmount Public Library opens in its current building (which has been added to).
- 1922 –
Current city hall opens.
- 1925 –
The current Victoria Hall opens. This building, still in use, replaced an 1899 version that burned down in 1924. Also, the St. Catherine St. armoury of the Royal Montreal regiment, located on city land, opens.
- 1958 –
Westmount's previous arena opens as an open-sided venue. It was enclosed in 1963. The pool at this facility was added in 1962.
- 2002 to 2005 –
The merged years. Westmount is merged January 1, 2002 with the city of Montreal and becomes one of its boroughs. It demerged on January 1, 2006.
- 2013 –
Current Westmount recreation centre opens.

nent mansion that was the home of Lieutenant-Colonel James D. Crawford, built next to a limestone quarry just above Côte St. Antoine Rd., which may have borne the name of a similar quarry in Wiltshire, England, in a town named Stanton-St. Quinton.

The road leading up to the quarry became the site of Côte St. Antoine Academy in 1886 and, within 10 years, that building had become the renamed Town of Westmount's town hall, with an appendage to allow for emergency vehicles.

A new school building was constructed at the corner of Côte St. Antoine Rd. in 1895, which was replaced with another public school building in 1934, which was taken over by Selwyn House School in 1961.

The Crawfords & St. Andrew's

Crawford married Annie Rosina Smith, whose father, John Smith, bought a large lot from Alexander Cross, a prominent downtown lawyer, in 1869. He immediately turned it over to her for construction of a

large home facing south, with a long driveway to Church Hill, which was created to host the newly-built St. Matthias' Anglican Church in 1874.

By 1888, Cross had sold off the frontage on Côte St. Antoine (which he had retained when selling the up-hill lot to John Smith) for construction of Melville Presbyterian Church, which later became St. Andrew's Church. Thus, Stanton was becoming a very public street; meanwhile, the Craw- *continued on p. RE-30*

WESTMOUNT ON THE FLAT



300 Lansdowne #5 – wonderful bright little pied à terre in a great location! 1 bedroom lower ground floor. MLS#16821293 Asking **\$199,000**



309 Prince Albert – Multi level ground floor divided condo with 3 bedrooms and 2 renovated bathrooms. This wonderful home has a very large garden, fireplace, basement/den, 1-car garage and 1 exterior parking. MLS 20662802 Asking **\$1,295,000**



311 Prince Albert – Upper multi level bright and beautiful divided condo with 3 bedrooms, 2 bathrooms and a loft like mezzanine. This divided condo has a fireplace, balcony, large storage room, 1-car garage and 1 exterior parking. MLS 10131738 Asking **\$1,195,000**



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Jonathan Lahaie, Outremont

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- A. Kowalski, Westmount

"Floulis Sisters proposed very sophisticated solutions. They were always there to pick up the phone. My sale would never have happened without their help."

-Michel Bertrand, Westmount

"A very professional team. Their marketing methods and engagement got me my full asking price!"

- M. Sabbagh, Westmount

"I trust them. Period."

Marie-Josée Thivierge, Outremont

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Androniki Floulis,
B.A.



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History by the house, cont'd from p. 28

ford mansion was given the civic number 21 Church Hill and town planners began drawing up subdivisions for the development of Westmount, which got its new name in 1895.

By 1902, Stanton "Avenue" was extended to a small street along the top of the limestone quarry called Thornhill Ave. and the original Lot 281 – the Crawford property – was subdivided to anticipate development of two properties in the huge front yard area. (At the time, Thornhill did not go through to Church Hill. See map at right.)

The aging Annie Crawford was forced to move out of the house in 1900.

Lovell's Directory lists the house's occupant as R. D. Martin, manager of the Northern Elevator Co. of Manitoba, in 1901 and 1902, but after that there is no further mention of 21 Church Hill in Lovell's street indices.

Annie Crawford died in 1906, by which time her children had spread to all parts of Canada and the United States. One son had moved to Vancouver, a daughter to Toronto, and another daughter was widowed in New Rochelle, N.Y.

Only Clara Crawford was still in Westmount, perhaps married to William L.S. Jackson, "if he is still living, as for many years he has been of parts unknown," ac-

ording to later deeds.

No doubt there was a great deal of speculation and planning that was going on at this time in Westmount's young life, but it took until 1925 for John Baker Fellowes, a developer and contractor, to realize his plan to tear down the Crawford mansion, extend Thornhill Ave. west from where there are now public stairs and through to Church Hill. The goal was to build on both sides of the extended Thornhill.

Left behind on Stanton

Left out of the Fellowes deed were two lots that the city had subdivided off from the main house. Lots 281-1 and 281-2 were each 50 feet wide by (about) 125 feet deep, so, while the main house (281-3) was sold off to Fellowes, and the Church Hill frontage to private buyers, the two remaining lots, downhill from the new Thornhill properties and fronting only on Stanton St., were not sold until 1929, when they were picked up by Herbert T. LeBrooy for \$3,125 or 25 cents per square foot, while the Church Hill frontage had sold for 90 cents per square foot.

The land stayed vacant through the Great Depression and World War II until 1955, when DeBrooy's two sons, Paul James LeBrooy and John Peter LeBrooy, paid him \$8,000 and set out to determine



Goad's 1912 map.

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what could be done with the vacant land.

The father, manager of the British West Indies and Guyana branch of Sun Life Assurance, had by now moved to Bermuda; Paul worked for Sun Life in Montreal while John was a book salesman for McGraw-Hill.

Apartment building built

Finally, in 1959, the double-lot was picked up by a construction company named after Harry Brummer, who built the six-storey building per the specifications of the DeBrooy brothers.

As the building began to fill with tenants, it was turned over to Joroda Enterprises Ltd. and became one of numerous holdings of the Schreiber family. They consolidated their holdings in 1964, with David Schreiber as the secretary (and signatory) of six different real estate corporations that were sold for \$1 to Sherbrooke Tower Building Ltd., whose president was Louis Schreiber. There appears to be a Henry Schreiber in the mix as well, though the corporate and family relationships are not clear.

The ownership of the Stanton St. building changed again less than three years later, as the Schreiber family sold to the Katz family, including Harry Katz and his wife, Dina Ginsberg, and their three sons, Hyman, Isidore and Morris, most of whom

appear to have been involved in the Montreal meat trade.

The final sale was more than nine years later, in January 1976, when the building was sold to Westmount Establishment, a company incorporated in Liechtenstein by Dr. Herbert Batliner, PhD, a Liechtenstein native considered by some to have developed family foundations as a tax-minimizing strategy.

Dr. Batliner, who had a distinguished reputation in Europe as a lawyer, financial trustee and art collector, died in June 2019, but Westmount Establishment still owns the building.

The corporation paid \$742,500 to purchase the property in early 1976. The municipal valuation for 2020 is \$5,418,000.

History of 30 Stanton Street (since construction)

Date	Buyer	Price
27-Jul-1961	Joroda Enterprises Ltd.	\$450,000 + us\$150,000
22-Jan-1964	Sherbrooke Tower Bldg. Ltd.	\$1
13-Oct-1966	Harry, Morris, Hyman and Isidore Katz and Dina Ginsberg	\$540,000
9-Jan-1976	Westmount Establishment	\$742,500

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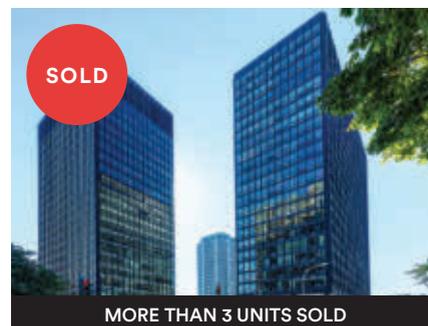


Outremont
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Westmount
491 ARGLE AV.

Westmount Adjacent
4709 VICTORIA AV.

Golden Square Mile
5 PLACE ONTARIO



Golden Square Mile
PORT-ROYAL, APT. PH9

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