

WESTMOUNT INDEPENDENT

Weekly, Vol. 12 No. 3c

We are Westmount

March 20, 2018



Around 35 people attending the Atwater Library's Lunchtime Series of lecture presentations on March 16 heard a lecture given by Concordia Irish studies scholar Zan Cammack. Cammack discussed the legend of Cathleen NiHoulihan, a mythic Irish woman who evolved into a nationalist icon as Ireland was struggling in the 19th and 20th centuries for its independence. Irish folk band Dragún Bán performed before the presentation. See additional photo from the event, p. 8

Photo: Martin C. Barry

Two "leprechauns," 6-year-old Yugeon Chung, left, and 4-year-old Savanah Rose Megali, were photographed at the Westmount Public Library's St. Patrick's craft event on March 12. See p. 8 for story.

Photos by Ralph Thompson.



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Council says 'no' to 4898 de Maisonneuve

BY LAUREEN SWEENEY

City council was expected March 19 to refuse a developer's plan to build a five-storey residential project at 4898 de Maisonneuve. The decision follows an "unfavourable recommendation" from the city's Planning Advisory Committee (PAC).

It would be the second time in two

years that a non-conforming development had been refused for the commercial site at Prince Albert based on its height, size and lack of *continued on p. 10*

Don't Miss It
Earth Hour at Victoria Hall
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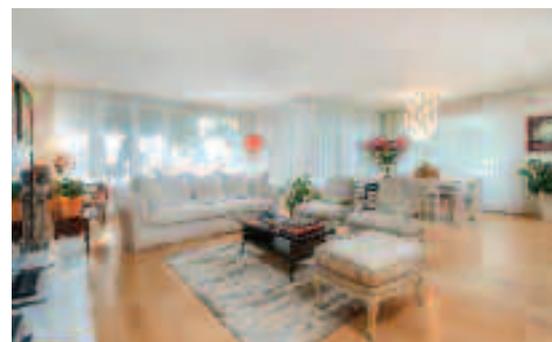
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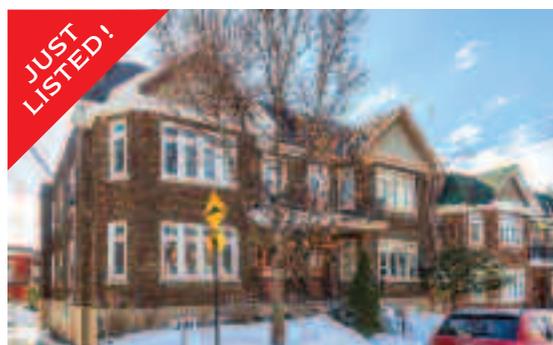
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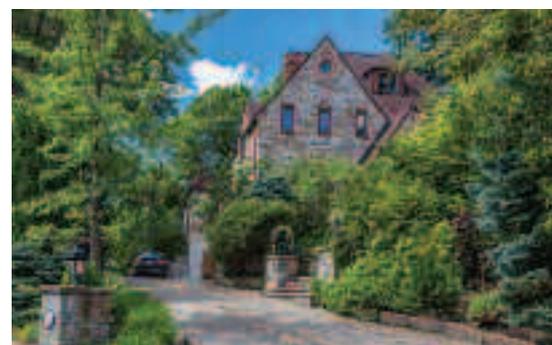
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BRIAN DUTCH

Dispute over zoning at St. Catherine/Lewis

City agrees to accept doctor's claim to vested rights

BY LAUREEN SWEENEY

City council March 5 approved an agreement between the city and a Westmount plastic surgeon to protect vested rights for the medical-use of a building she owns at 4606 St. Catherine.

The property, just west of Lewis, is one of the row houses on the south side of the street that was among three blocks rezoned in 2014 from commercial to residential, a move to prevent the opening of new medical offices in the vicinity of the new MUHC super-hospital.

The agreement dated February 8, 2018 was approved in a resolution presented by Councillor Cynthia Lulham, Urban Planning commissioner for zoning, economic development and parks.

It aims at settling a dispute that arose in January 2017 between the city and Dr. Sandra McGill, as to whether the building continued to benefit from vested rights.

According to the resolution, the decision to recognize the rights followed affidavits filed by McGill in September 2017 from people attesting to the continuation of medical practices during a period of 365 days required to protect the rights.

"She had proven she was still using it as a medical building," Lulham told the *Independent*.

Building for sale

Acquired rights belong to a building and can be transferred to another owner within the prescribed time period. Any new occupant of such premises would

have to apply for an occupancy permit, Lulham pointed out.

The property is currently listed on the real estate market by agent Liza Kaufman for close to \$1 million.

"I'm happy it's finally been resolved," Kaufman said of the issue, adding that the dispute had held up the building's sale. It is unoccupied following the doctor's move to larger premises at 4200 de Maison-neuve.

In September 2014, the city changed the three zones of St. Catherine between Grosvenor east to almost Clarke from commercial to residential – their "prevailing use" (see story June 24, 2014, p. 5).

One reason for the change, Lulham recalled, had been to limit potential parking congestion that could ensue from medical offices in an area across the Westmount recreation centre.

The resolution does not mention any amount of damages that might be claimed in connection with the dispute.



4606 St. Catherine St. on March 16.

Photo: Independent

The Joy of Easter

Lenten Services are held every Thursday in March at 12:30 p.m.

Palm Sunday, March 25

Worship Service at 11 a.m.

Maundy Thursday, March 29

Service of Tenebrae with Communion at 6 p.m.

Good Friday Morning, March 30

Readings, music and meditation on the Passion at 11 a.m.

Good Friday Evening, March 30

Mass in B Minor – J.S. Bach

Pre-event talk at 6:45 p.m., Organ prelude at 7:10 p.m.

Choral Service at 7:30 p.m.

Easter Morning SONrise Service, April 1

Led by the Youth Group and Church School at 8 a.m.

Easter Sunday Service, April 1

Holy Communion, with choir, brass, and organ at 11 a.m.



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Library Film Club screens Frank Zappa documentary



Westmount Public Library Film Club discussion leader Katherine Kasirer adjusts the picture prior to the screening of *Eat That Question: Frank Zappa in His Own Words*, a 2016 film that was shown at the library on the evening of March 7. According to Kasirer, a National Film Board film librarian, the documentary by German director Thorsten Schütte is one of the few films to take an in-depth look at the life and work of the late avant-garde musician. The film club, which has been meeting once a month since September, will be holding its last gathering before the summer on March 27 at 2 pm in the main auditorium at Victoria Hall.

Photo: Martin C. Barry

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LETTERS TO THE EDITOR

THOUGHTS ON GAS BLOWERS' REPRIEVE

Words fail me.

I cannot possibly describe how incredibly relieved I was to learn that the contractors and those who hire them were to be reprieved from the proposed ban on their gas leaf and snow blowers ("Gas leaf blowers get reprieve," March 6).

This wise and kind decision, announced by a mayor previously determined to eliminate these machines, must be applauded.

It is undoubtedly the result of her deep sympathy and that of council for the struggling contractors and residents.

The latter would otherwise have faced an increase in monthly charges to offset the cost of converting to quieter, safer electrical equipment.

What a tremendous relief this must be to those hardworking contractors who would have had to pass on the increase in cost to their already financially overburdened employers.

After all, those huge houses and long driveways are expensive to purchase and maintain, and we must be kind to all, must we not?

Can the mayor and council be serious that "the industry was not ready for the timeline?" Have they not recently visited Home Depot?

Can we now hope that the "heavy enforcement" of the regulations will actually come to pass bringing relief from the harmful noise and air pollution? I will believe it when I see it.

BARRY PLESS,
LANSDOWNE AVE.

CLOSING MOUNTAIN ROAD AN OUTRAGE

I was outraged and saddened to hear of Montreal mayor Valérie Plante's insane, preposterous and ill-conceived proposal to shut down the mountain road [Camillien Houde/Remembrance] to vehicles travelling from west to east and east to west, a "jewel passage" for citizens and tourists who treasure it with the full scope of its vista, forest and the peace of nature it brings. The one-off tragedy of the young cyclist is no reason to fix what is not broken. In fact, to deny us the pleasure of travelling the mountain by closing this road to respectful traffic is an affront to his memory. Extreme collateral damage will result, including diverting traffic to already burdened Dr. Penfield, Mount Royal Ave., Côte des Neiges and other adjacent streets.

Mayor Plante would be best advised to spend our hard-earned tax dollars to repair our infrastructure, including the thousands of pot holes throughout the megacity, provide refuge and services to our homeless etc. Any such proposal in NYC to close the several east side/west side access roads through Central Park would be met with an outcry, demonstrations and the toppling of its mayor.

Mayor Plante, you have just put a nail in your political coffin. Any trial run of this outrageous proposal will be met with fervent opposition. Once again, we are reminded of Peter Trent's leadership and foresight to opt out of the mega-city.

Mayor Plante, the mountain road is ours, not yours.

ARLENE LUTTER HOPPENHEIM,
GREENE AVE.

Launches March 25 at Holocaust Museum

Renaud's latest relates secrets of Fania's 'heart'

BY LAUREEN SWEENEY

When Westmount children's author Anne Renaud heard about a tiny birthday card made secretly by young women at the Auschwitz concentration camp in 1944, she was inspired by its underlying message of courage, resilience and defiance.

The young Jewish inmates had written birthday greetings of freedom and hope on its pages that opened like petals of an origami flower. And risking death, they had concealed the heart-shaped card in their rations of bread and passed it to their friend and fellow inmate Fania Landau.

"I think it was the humanity and light that these young women had managed to find in the darkest of places that touched me most," Renaud said.

The story that emerged is *Fania's Heart*, the latest of the author's historically-based books targeting children aged nine to 12.

Coming off the press this month, the book will be launched March 25 at the Montreal Holocaust Museum, where the card itself is on display after being donated in 1988 by Fania, as she is called throughout the book.

It was her daughter Sandy, nicknamed Sorale, who at age 10 found the treasured card hidden away in her mother's dresser drawer.

"She had never known about her mother's experiences at Auschwitz," Renaud says. Once discovered, they explained to her why she had no siblings, no grandparents and no other relatives.

Fania tells the story

Renaud relates the story as if it were Fania finally telling Sorale about the days she and the 19 other young women were marched early every morning in their prison uniforms to a munitions factory an hour away. It was there they worked 12 hours before returning to sleep in their bunk room.

It was on Fania's 20th birthday, December 12, 1944, that they managed to



Anne Renaud displays *Fania's Heart* at the Westmount Public Library March 16.

pass her the concealed card.

"Every night that followed, I read the messages my friends had written," Fania says in the story. "Their words gave me strength and carried me through each day until the war finally ended and I was free once again."

That, in fact, came soon since the camp was evacuated in January 1945, Renaud writes in historical notes.

Moved to Toronto

Fania Landau married Aron Fainer. They made their way to Canada in 1949, settling in Toronto, where she turned 93 three months ago.

Renaud was inspired to write the story from a documentary by Montreal filmmaker Carl Leblanc called *The Heart of Auschwitz*.

Illustrated by Rickard Rudnicki, Renaud's book is published by Second Story Press in Toronto.

Renaud is executive assistant to the mayor of Westmount. The book is to join her more than one dozen others at the Westmount Public Library, where it is currently being catalogued.

WESTMOUNT INDEPENDENT

We are Westmount

Editor

David Price: 514.935.4537
indie@westmountindependent.com

Chief reporter

Laureen Sweeney

Graphics

Ted Sancton

Advertising sales

Arleen Candiotti: 514.223.3567
advertising@westmountindependent.com

Classified ads

www.westendclassifieds.com

Accounting

Beth Hudson: 514.223.6138
office@westmountindependent.com

PRESSTIME: Monday at 10:30 am

LETTERS & COMMENTS: We welcome your letters but reserve the right to choose and edit them. Please limit to 300 words and submit before Friday 10 am to be considered for publication the following week. Please check your letter carefully as we may be unable to make subsequently submitted changes. Letter writers should not expect to be published in every issue, or in back-to-back issues, or repeatedly in the same season or on the same topic.

14,500+ copies DW

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Police report possible burglary attempt, as well as break-ins

BY MARTIN C. BARRY

ranging from attempted household entries to car break-ins.

According to Cst. Stéphane Laperrière, a community relations officer at the station, a woman who lives in lower Westmount near St. Catherine St. got the fright

of her life around 10 am on March 2 when she opened the back door of her dwelling, only to see a male stranger standing there, seemingly about to break in.

“She was in her kitchen when she heard a door open,” said Laperrière. “She went over and saw that there was a stranger just outside at the door entrance. As soon as the person saw her, he took off running.”

Although police officers, who reached the scene within five minutes of being called, conducted a search of the nearby area, they were unable to locate a suspect, Laperrière continued.

While one of the possibilities being considered is that the suspect had mistakenly gone to the wrong address, the police don't know for sure. The suspect is described as a white male who is approximately 30 years old.

Break-in

A dwelling in an apartment or condo building near the corner of Greene Ave. and St. Catherine was broken into and robbed *continued on p. 9*

BOUCHERIE WESTMOUNT



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araujovasco78@gmail.com

Change of venue

‘March to Save Lives’ to start at Westmount Park United

The local March to Save Lives organized by Roslyn grade 6 student Lexington Vickery will now start at Westmount Park United Church (4695 de Maisonneuve, at Lansdowne) Saturday, March 24 at 10 am, her mother, Amy Creighton, told the *Independent* on March 15. It will end at Dawson College CEGEP.

This is the second change of starting place.

The goal of the march is “to show

compassion and love with the families, friends, colleagues and communities of the victims of the Florida school shooting,” says its Facebook page, echoing Creighton's remarks when previously interviewed (“Vickery defies naysayers...,” March 6, p. 7).

The event was organized in the wake of the February 14 shooting in Parkland, Florida and has been timed to coincide with similar marches across the continent.

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The online application is available until April 6, 2018.

Ready to vote

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Elections Canada



St. Patrick's Day celebrated early at public library



Serious students get down to the challenging task of creating leprechaun masks, some with a little help.

BY RALPH THOMPSON

The Westmount Public Library organized a St. Patrick's Day craft class for children 4 years and older March 12 - in the

Storytime Room between 4 and 5 pm.

Eight children, some with parents in tow, were shown a leprechaun mask and then provided coloured cardboard, cut to size, and glue to make their own.

The creative youngsters, some with a little help, soon had their own Irish folklore masks sized for their heads and were ready to partake in a little mischief.

After the craft class they were able to

watch a short video on "How to Catch a Leprechaun."

See more photos on p. 1.

Dragún Bán performs at Atwater Library



Irish folk band Dragún Bán performed prior to a lecture given by Zan Cammac at the Atwater Library's Lunchtime Series of lectures on March 16. See additional photo, p. 1.

Photo: Martin C. Barry

WESTMOUNT INDEPENDENT

FOR ADVERTISERS



A long-lens view of the construction of the new Champlain Bridge, taken from Westmount lookout March 3.

Photo: WI

Special edition for advertisers

We are Westmount

March 20, 2018

Attention, business owners and decision-makers

Well-distributed, high-quality, unsolicited newspapers cut through the media clutter

Our time has been described as the Information Age. Given the proliferation of websites, emails, tv channels, radio formats and other media types (e.g. billboards, direct mailings), it might more accurately be described as the Media Age.

But even as media types and outlets proliferate, quality seems to decline. There is fake news, 'bots, clickbait and "listicles." There are publications with very little content and a large number of ads. There are publications with low-quality content.

Established publications stand out

Where do we come in?

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Firstly, as a physical newspaper, the *Westmount Independent* stands out from the digital crowd. There are no pop-up ads. No log-ins. No need to consult a computer, phone or tablet. The paper is delivered to our readers (and we also have a website).

Secondly, as a free-distribution newspaper, the *Westmount Independent* finds its readers, not the other way around. Many media types wait for readers to come to them and are often a bit mystified as to who these readers are or who they should be.

We have no such issue. Our readers are the 20,000 residents of Westmount (plus anyone who works or passes through the city). We find readers by delivering – without being asked – to every door in Westmount, every week. That's to every house, to every duplex unit, to every apartment and condo (by individual copy) and to every business – plus we drop newspapers at high-traffic areas around town. We publish about 14,500 papers every week, or approximately one for every

adult Westmounter.

Local matters

Thirdly, we have high-quality, original local content. We don't regurgitate weight-loss tips or recipes or celebrity news. We don't re-publish international/national/provincial/metropolitan news. Our stories are unique to us and relevant to our readers. Local issues, news and regulations matter to locals in a way that "more important" issues do not.

Think of your house (building permits, noise from neighbours, issues due to nearby construction), your car (snow removal, parking), your route to work (traffic), schools (full? closing? offering new programs?) and shopping (what's available close by). If any of these things were disrupted somehow, wouldn't that affect your daily life more than the latest news out of the Middle East, the US Federal Reserve, the Canadian parliament or Hollywood?

We think local issues matter to locals, and we have readers to prove it. See p. 2.

Advertising builds businesses

We have readers – and proof	p. S-2
Repetition works	p. S-3
Newspapers work	p. S-4
Local works	p. S-5
Real estate brokers use ads to sell themselves	p. S-6
Expectations matter	p. S-7

Westmounters are reading the *Independent* – and we thank them

INDIE IS #1

Please advise your advertisers that I so much enjoy reading my beloved *Indie* when it arrives in my inbox each week. The entire *Indie* staff deserves many accolades for sending it to me.

The *Indie* is informative and beneficial to me. I have read the PDF versions of my *Indie* in the most remote regions of Canada, from the tar sands in Fort McMurray, Alberta to a hydroelectric power plant under construction in Muskrat Falls, Newfoundland.

I ask that you tell your advertisers that my *Indie* is #1 and it should remain.

DAVID STERN

DECADES TO COME

I have never lived in Westmount, though I have demonstrated there many a time.

I look forward to checking out the *Independent* for many decades to come! Great paper. Great ads!

MURRAY LEVINE

PROFESSIONAL REPORTING

Happy New Year to you all at the *Indie*! Ever since the first edition, my late husband and I knew it was a winner, ap-

preciating it more and more as it grew. Where else can we read about what is going on locally, with reporting at a high level with professional reporters such as Lauren Sweeney?

If I am looking for a service, I first scan the ads in the *Indie* to see if there is a local person or company that I could use.

We are blessed!

HONOR BARRETT, KENSINGTON AVE.

BONUS: IT'S FREE

Please accept my kudos for your interesting, informative, good-gossipy news and reviews.

Although I don't live in Westmount, I always enjoy reading about your town, often recognizing the citizens highlighted and taking advantage of the publicized events.

Bonus, of course, is that it is offered free.

I hope it will be status quo for 2018, so please keep up the good work.

JENNIFER SHUGAR, SNOWDON

AVID READER

Every week I receive and read the *Independent*. I have been an avid reader since it arrived. Lauren Sweeney has always been the hub that keeps it together. My only

complaint: blurry, fuzzy, distorted and unclear pictures. In this day and age, there is no excuse.

JOHN EVERATT

WE NEED YOU

As a former Westmouter, I am writing to tell you how much I enjoy catching up with the news and the advertisers in the *Westmount Independent*.

I am in Montreal and Westmount often, and it is important to me to be kept informed about your city. Westmount is my shopping area!

I also would like to say how generous and supportive your paper is to charities in your community. It is much appreciated by many of us.

Keep up the good work – we need you.
MARNI BLUNDELL, KNOWLTON

CREATES FEELING OF COMMUNITY

I do look forward to reading your publication every week. It creates a great feeling of community. [It's] interesting and informative. Thanks for that.

HELEN KOGAN, ROSLYN AVE.

HIRED PEOPLE FROM ADS

Although I have not lived in Westmount for nearly 30 years (after living there for some 20), I am still a "Westmount citizen" as I carry out all my domestic transactions in the Greene and Victoria areas and pick up the *Independent* religiously!

I find the articles very informative and have regularly hired workmen and painters (e.g. Stuart Dearlove) from advertisements in your pages.

My very best wishes for a long life to the *Independent* as we grow older together!

With best wishes.

MANON VENNAT

KEEP IT UP

Today I am writing to tell you that I am delighted every time I get your *Westmount Independent*.

There is always something interesting, be it ads, interesting articles, photos, etc. Many thanks to you and your staff! Keep up the good work!

CAROLA KOCH MORTON

The *Independent* covers local politics

Weekly. Vol. 11 No. 11c

We are Westmount

November 21, 2017

Swearing-in preceeds meeting

New council adopts permits, hears concerns

BY LAUREEN SWEENEY

The inaugural session of the new council November 13 lasted only 30 minutes following a swearing-in ceremony and cocktail reception for some 100 invited guests.

Bringing down the gavel and saying "that's the signal the bar is closed," Mayor Christina Smith opened the meeting, stating that after a long election campaign the council was now "excited to get down to work and get things done."

While a short agenda was presented, Smith said it was important to her to hold this meeting so people waiting for building permits could have them before the onset of winter. In all, 56 were approved.

But questioners in the audience wasted little time asking about Urban Planning guidelines, St. Léon school expansion, sidewalk protrusions and safety, a new dog by-law, council commissionerships and the proposed phasing out of parking stickers.

"Why change something that works?" asked a resident of Springfield Ave. regarding elimination of the



At the swearing-in ceremony of Westmount's new city council November 13, Mayor Christina Smith, wearing her chain of office, is flanked by councillors, from left: Anitra Bostock (D.1), Philip Cutler (D.2), Jeff Shamie (D.3) and Conrad Peart (D.4).

Letters p. 4

Social Notes by V. REDGRAVE p. 12

IF YOU'RE THINKING OF 'BUYING AN AD' – DON'T

What are we saying? Selling ads is our business at the *Independent*!

Yes, selling ads is our business, and we are proud of our product, but we want and need our clients to succeed and “buying an ad” (note the singular) almost never works.

Advertising is not something we invented and it is used, in some way, by virtually every consumer products and services company in the world, and many business-to-business companies too. But it is not a magic bullet. Virtually no company will double its sales with an advertising campaign and certainly not with one ad. Advertising is more about taking a company from \$100 of sales in a given period to \$105 or \$110 in the next – or, if you're really lucky, \$115. If the business is at breakeven or just past it at \$100, that increase can mean a lot more, in percentage terms, to profits, so it's worth paying

attention to.

Just as a mature business will not usually double in a year, the consumer will not be bowled over by one advertisement. *We see ads all the time.* Even before internet and cell-phone/mobile ads, ads were on busses, billboards, and above urinals and in bathrooms, as well as in more conventional media: newspapers (free and subscriber-based), magazines, radio and television. Ads are even on clothing and all sorts of other products: food, chairlifts, vehicles...

Similarly, most people (and businesses) have most of their buying decisions figured out. They know what clothes, food, and cosmetics to buy (and where), and the transportation, real estate, construction and repair services that they like. It is only for some decisions, at some times, that they are open: for example, when they become dissatisfied

with an existing vendor, or it closes, or something new catches their eye, or a new need arises.

That's why advertising has to be repeated and has to be consistent. Today's non-consumer of your product or service is tomorrow's consumer of it. But you have to be there with an ad, in a good medium, consistently, to reach them when the iron is hot.

Be open to new clients

An advertisement should be a virtual window into a business that is always open. And like rent and insurance, it should have a consistent place in a business' budget.

Now I'm biased. I want to sell you 46 two-page spreads per year. You'd be in every issue of the *Westmount Independent*. But that might not fit your budget. And your budget will be different if you are selling \$5-million

houses or cupcakes. (Although cupcakes have at least one advantage: virtually everyone can afford one, so your potential customer base is much larger.)

The trick is to determine a *yearly* budget that makes sense for your business, choose a medium (a newspaper, a radio station, a tv station, a billboard company) and deploy that budget over a whole year, which may include periods of not advertising, but won't mean one ad. Only after really trying for a period of time (minimum three months, in my view) should results be assessed, because you shouldn't “buy an ad,” *you should have an advertising strategy.*

We'd be happy to help you do that.

Your business is ...

• **In Westmount:**

call Arleen Candiotti 514.223.3567

• **Outside Westmount:**

call David Price 514.935.4537

The *Independent* covers local disasters

WESTMOUNT INDEPENDENT

Weekly. Vol. 11 No. 8d

We are Westmount

August 29, 2017

Already open full-time since season end Aug. 21

Pool officials looking for way to stay open after Labour Day

BY LAUREEN SWEENEY

Sports and Recreation officials are in the process of canvassing lifeguards to determine their availability to work after Labour Day Monday (September 4), department director Dave Lapointe said last week. This is typically when the pool closes.

Despite some lifeguards having already returned to CEGEP last week, “this year, we've been able to keep a full schedule going until at least Labour Day,” he explained. This means the pool continues to be open from 7 am to 8:45 pm, though last year this was on reduced hours.

“I'm confident we'll have some kind of

extended schedule beyond Labour Day this year, but I can't say in what form,” Lapointe explained.

During the summer season, Westmount had a total of 21 full-time and part-time lifeguards including the pool managers but some left at the start of the post-season August 21.

While some municipal pools were planning to close for the year at the end of last week, he said, others were operating on shortened schedules.

Some larger municipalities such as Dorval and Pointe Claire that have a “larger basin of lifeguards” at different pools are able to rotate them in order to keep some of the pools open, he said.

continued on p. 20

Aug. 22 storm touches southwestern Westmount



Looking west on Burton Ave. towards Claremont on August 22 at about 4:30 pm. See story on storm, p. 4.

Photo: Westmount Independent

News flash: Elaine Carsley announced August 26 that she has

NEWSPAPERS WORK, EVEN IN 2018

Question: It's 2018 and the internet age is well under way. How can a physical newspaper like the *Independent* reach the potential clients of an advertiser?

Answer: By being a premium, *unsolicited* method.

Firstly, consider Google, any news or opinion website, Facebook and Twitter. They are dependent on users or readers finding them somehow. You have to initiate contact with the host site to see the ads that those companies have sold. If you're busy over a given period, you might not search for anything, or read from a news site, or log in to any social network (or do these things much). All those ads are useless to the advertiser.

By distributing our paper by Canada Post and to high-traffic areas, unsolicitedly, we find readers and potential clients of our advertisers, not the other way around. We know where our readers live, not in a creepy individual way, but in a general, aggregate way, because we pay the postman to distribute the newspaper to given routes (and so cover all of Westmount).

General focus websites don't do that and don't find readers at all. They have to wait.

There is an internet-based, unsolicited medium – junk email – but no reputable company has sent those since about 2001. And it would be impossible to create, never mind maintain, a database of all the email addresses of Westmounters.

Also, websites usually present readers with a clutter of international, national, provincial, metropolitan and local advertisers. We often see French-language ads, even when surrounded by English-language content (presumably because our IPs are registered in Quebec), international ads (e.g. movie releases), national level ads (e.g. federal politicians), provincial level ads (e.g. software) and a very few metropolitan-level and local ads. Even with all the vaunted informational power of the internet, these websites don't seem to know much about us or what is relevant to us. Or maybe they do know a whole

lot about us, but they have only so much space on their websites to discharge their obligations to advertisers with irrelevant ads.

Websites can also go the other way, and get super relevant, at least in their own minds. Has anyone else noticed the eternal recurrence of ads from searches that they've made? Some ads come from things that we've searched for and, in some cases, already purchased. Other ads are for the websites of people whose phone numbers (or other simple data) we've looked up. We looked for one client's phone number on the web, once, and her ads followed us around for weeks. Not only can this be creepy, but what is the value for the advertiser?

Don't advertise to the uninterested

It's axiomatic that if we've already searched for something, we already know about it. *There is no informational value in a subsequent ad.* These ads do not constitute a broadcast medium, but a reflective medium: "Hi, internet user. This is what you've already done." On top of that, if I've purchased the item, the "flashback" ad is unwelcome, or humorous in a way that the advertiser did not intend.

Maybe if we haven't purchased the item, it can bring us back to the website, but isn't that faint hope if we've already passed on it? Or, if we know that we want to purchase a given item, but we're waiting until we can afford it (or for some other reason), what is the value in seeing it again so soon?

Advertise to the un-converted

Much good advertising is about needs and desires that people *don't yet know about*. For instance, if you see a plumber's ad 100 times when you don't need a plumber, it might seem useless, but who are you going to call when you do need a plumber? (This aspect of advertising dovetails well with our emphasis on local news. Many people think they are not interested in local news until it is presented, well and unsolicitedly.)

Our content and ads, on the other hand, work together. We don't know

what interests a given reader in particular, but we do know that local news tends to interest local residents, and that it isn't found elsewhere. Our advertisers know that their clients will likely not come from Pointe Claire, or Montreal East, or Laval, or Brossard (or British Columbia, or Mongolia, or Zimbabwe), and we don't waste resources chasing readers there.

So how do you find clients in

Westmount? It turns out the best way is to walk up and down the streets with relevant content printed on newsprint and push it through their mail slots – which we do.

Call us to make it work for you.

Your business is ...

• **In Westmount:**

call Arleen Candiotti 514.223.3567

• **Outside Westmount:**

call David Price 514.935.4537

The *Independent* covers local businesses

INDEPENDENT

Westmount

February 6, 2018



Courval turns 100, to the day

From left, Vanessa Brott and Victoria Conolly, co-owners of the Courval fine lingerie on Sherbrooke St. at Victoria Ave., on February 1. The store was founded by Ann Courval on St. Hubert St. on February 1, 1918. The two women have worked at the store since 2001 and bought it from Courval's granddaughter, Louise Dufresne, in 2010. At its peak in the 1980s, there were seven other locations, but only the current location, opened in 1941, continues. The store sells women's bras, bathing suits and nightwear, and specializes in bra fittings. "One in four women wears the wrong size," Conolly told the *Independent*. It also sells boxers and t-shirts for men. The celebration will continue all year, with giveaways for Facebook and Instagram "Likes" and for shopping in person.

Photo: *Independent*.

Not enough dum

of 85 was reported by the city clerk, which Mayor Christina Smith described the next day as "democracy in action."

While the project now enters a techni-

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LOCAL WORKS

BEING RETRO WOULD BE COOL – BUT WE AIN'T RETRO

Newspapers, including the *Independent*, are not “the new thing.” They are not Facebook, or Twitter, or BuzzFeed – many of which aren't that new either. Newspapers have an on-again-off-again relationship with the web. Sometimes they are there, for free. Sometimes they aren't online at all. And sometimes they hide behind pay walls.

For the layperson, the newspaper industry can seem like the buggy whip industry. It may be here now and it is old timey, but perhaps it has no material place in the modern world and is in its death throes.

Fair enough, but consider this. The mass market internet will turn, in our view, 23 years old this year. We date it from the IPO of Netscape in August 1995. It was then that the internet arrived on everyone's radar and internet companies found investors willing to back them in a material way.

If the internet were really going to kill off newspapers altogether, wouldn't it have done so in 23 years?

Isn't that especially true for a medium (the internet) that prides itself on *speed*?

In our opinion, another point must be made: there is a huge distinction between paid-circulation newspapers and free ones. Paid newspapers have to sell their product first to the reader, and then to their advertisers, which contribute the material part of their revenue. The trick is to show advertisers that a reader who pays for a newspaper is worth more than one who doesn't. The problem in the era of free news is that fewer and fewer readers want to pay for content, even if it is of higher quality.

Free is different

We free newspapers are a different thing altogether, even though we look similar to subscription-based papers since we are on newsprint too.

Firstly, we're free, so no one has to fork out \$25 per month (or whatever) to receive our paper. Our circulation doesn't go up or down (unless we

want it to).

Secondly, we cover topics that aren't covered elsewhere. Donald Trump and Justin Trudeau are covered *ad nauseam* in many media outlets: tv, radio, websites, print. Is the mayor of Westmount? Are its council meetings? Its regulations? Its budgets and taxation?

Metropolitan-level papers can't cover Westmount in depth. On just the island of Montreal, there are 14 demerged municipalities and 19 boroughs. You can't cover all those meetings, or their parking regulations, or their traffic problems, or all that local crime, in a single newspaper. And if they did, most readers would be bored to death. Do you care about the sports and rec programs of the municipality two towns over from where you live?

Free fits local

The free aspect of our product dovetails well with our super-local content. Many (most?) people don't

think they are interested in local news. Many won't look for it the way they do for Trudeau or Trump or Syria. They *think* they care more about those things. But when a construction project that they oppose is planned for next door, or a change is proposed to their favourite sports program, or they can't get to work on time because of traffic, or they can't park in front of their houses, they realize that *local* is relevant to them in a way that world-important events aren't.

If a good local newspaper is there, unsolicited, in their mailbox and around town, they will read it, despite thinking and saying that they don't care about local news and in many cases find the whole topic kind of ridiculous.

Are some of your potential clients among them? Let's find out.

Your business is ...**• In Westmount:**

call Arleen Candiotti 514.223.3567

• Outside Westmount:

call David Price 514.935.4537

WHO AM I? HOW CAN I HELP YOU?

I graduated from the University of Toronto with law and MBA degrees in 1999, and worked in investment banking and private equity for five years before becoming a publishing entrepreneur in 2004.

My first products were books and calendars. I happened on free, local newspapers by degrees and accidents. (Call me and I'll give you all the details.) As I tried out products and services, I looked for ones that would benefit clients in a repeat, consistent way. My background was not in advertising, marketing, media or journalism, and I was not interested in doing something artisanal, or political, or as a volunteer/community/philanthropic exercise. I was looking for a product that would benefit clients and so allow a business to be built around it.

It turns out that a free, local newspaper was the ticket.

I founded the *Westmount Independent* in 2007. The paper grew from a twice-monthly to a weekly in about a year and a half. Our principal competitor, an 80-year-old, well-known brand, closed in 2015. Our 11th anniversary is next month.

Several groups of clients understood the *value*



Top, the Westmount Public Library on March 29, 2017. The *Independent* writes many stories about the library, including about the temporary closure of the city greenhouse to its right (on February 7, 2017) and work near its original, eastern entrance (covered March 7, 2017), see below. Photos: Westmount Independent.



to them of a good local paper and came on board right away or soon after. Many are still with us, 11 years later. Many have joined in the years since our founding.

As clients came on board, I discovered a few things quite quickly:

- People love local news!
- Free-distribution newspapers find readers (not the other way around), and
- Far-sighted, consistent advertisers can use local newspapers to build their businesses.

Even when we started, the internet was not new, and newspapers were not sexy or novel. But achieving business objectives (including my own) is not about perception, or novelty for the sake of novelty, or being cool. It's about moving the needle on some metric in your business: revenue, users, clients or phone calls – and, ultimately, of course, profit.

Please call us and we can craft an advertising strategy that works for you.

DAVID PRICE

david.price@westmountindependent.com

514.935.4537

WHY ADVERTISE REAL ESTATE IN THE *INDEPENDENT*? DO PEOPLE RESPOND TO PROPERTY ADS THE WAY THEY DO TO SUPERMARKET FLYERS?

Umm... not really.

There's no question that buying a house is different from buying a loaf of bread or some dish detergent. And, while real estate brokers can advertise price reductions, houses don't generally go on sale the way packaged food products do, a strategy that retailers often employ (via ads) to get consumers into a given store. It is also true that people have fairly clear criteria when it comes to buying a house, most notably neighbourhood and price range. When you type those two things into a search engine, you often come up with ten options, which you can visit in person in a week.

So, if you're a real estate broker, why advertise? Why not put your

property or properties on MLS and wait for the calls?

Firstly, you want to make every effort for your clients. Many people do read the real estate ads to see what is out there and they may also be looking for family members or friends – with or without their knowledge. If you can sell a house before the listing times out, you want to!

In addition, you are always looking for new listings. Unlike retail shops, you don't buy inventory from a regular, reliable supplier and then resell it. You have to sell every transaction twice: yourself to the listing client and then the house to the buyer.

How do listing clients make decisions about with whom to list?

Lots of ways, but seeing professional-looking advertising, with lots of in-hand clients, can make a difference. That ad is your ambassador to the community, a window that is always open, which shows that other homeowners have trusted you with their most important asset. Wouldn't you like to get a call from someone you don't know and have never met? How else is that going to happen if you don't advertise?

Later in the process of signing-up a listing, when you go to present to a potential client, do you want to be known or unknown? A consistent advertiser, someone with a brand, is known. A mystery person is not. Whom would you list your house with?

Follow the successful

Many (most? all?) top agents advertise, somewhere, somehow, sometime, including many in our newspaper. Is it because we are nice? It's a tempting prospect (to us, anyway), but probably not the reason. They must be on to something, to some business rationale. Now a broker with three listings has to make different budgetary decisions from someone with a dozen, or two dozen, or three dozen, or more. But even three listings puts you above the vast majority of agents on the island of Montreal (top 20%? top 10%? – who knows, but there are lots of people with real estate licences). Regardless of the exact percentage, you want other potential listing clients to know about you and what you've achieved – including solds, for as long as you can advertise them.

Even if you don't have listings, you want your name – and telephone number, and current affiliation – out there. Even people you know might not know that you are active, or might need reminding as decision time approaches. With all the brokers in the market, you need every edge you can think up.

So advertising houses is about advertising yourself? Yes. But you know that already. That is what real estate sales is all about, all the time.

Please call to work on the strategy that is right for you.

Your business is ...

• **In Westmount:**

call Arleen Candiotti 514.223.3567

• **Outside Westmount:**

call David Price 514.935.4537

The *Independent* covers local celebrations

Weekly, Vol. 12 No. 50

Checklists aim to limit delays Webpage unveiled to 'demystify' city's building permit process

BY LAUREN SWEENEY

Need a new roof, windows or maybe a pool? But you don't know how to navigate the city permit process?

Now, a new city webpage called "Construction and Renovation" guides the user through each step with just a click of the mouse or touch of the finger on appropriate icons and links as needed.

The webpage, with long checklists, went live March 1 under the city's website menu "Resident zone."

"The idea is to demystify the process

and improve efficiency," said department director Tom Flies. "It's the first step in updating the process using the new technologies."

It's also a new approach aimed at expediting a continuing influx of permit requests, he said.

After the webpage's two-month transition period, permit applicants will be required to submit all mandatory documents listed on a checklist before a file will be opened for preliminary review, Flies explained.

"When a document or item is missing from a file, it holds up the review and subsequent approval," Flies explained. This might include a letter of authorization from a condo association, for example.

The 14 downloadable checklists that have gone *continued on p. 13*

Westmount's Earth Hour to turn 10



Four organizers of Westmount's 10th Earth Hour were photographed on Victoria Ave. March 9. From left, city councillor Marina Brzeski, Tony Moffat, Lawrence Mysak and Chris Lomaglio. Not present were Monique Cazélais, Virginia Elliott, Ingrid Birker and Paul Marriott. The poster promotes the event and zero-waste, zero-emission houses. For more on Earth Hour, see p. 8. Photo: Independent.

What did municipal election candidates spend?
See p. 3

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EXPECTATIONS – AND BUDGETS – MATTER

One of the principal mistakes that we see clients (and potential clients) make is having unrealistic expectations of advertising.

Often, this error is related to a lack of repetition. You can't expect to break through the media and advertising clutter of the 21st century with one ad. See our thoughts on this subject on p. S-3, "If you're thinking of 'buying an ad' – don't."

There are many related aspects to the same phenomenon.

In our view, there are businesses that "should" be spending \$2,000 a year with us, and other that "should" be spending \$20,000 or more. It depends on what you're selling and many other factors.

(By "should," we mean that we will likely be able to provide a return to the advertiser greater than the budget, e.g. \$3,000 of increased business for \$2,000 of advertising.)

Firstly, consider the price of your product.

If you are a successful real estate

agent in Westmount, where houses routinely sell for over \$1 million and houses of \$2 or \$3 million are not major news, your budget will be different than if you are selling cupcakes. But that's not to say that cupcake sellers should not advertise. Cupcake sellers are in a market-share game, just as much as real estate agents. They just have to spend differently.

Next, consider the nature of your service.

Someone is not going to see an ad for a plumber or electrician and run out to contract their services that day. These services are not impulse buys, even if a plumber or electrician were to run a full-page ad advertising a major price reduction. People in those professions have to let people know that they are out there, *for when consumers need them*, which is often unexpected, e.g. a leak, a sparking fuse box.

Next, consider how your industry is structured. Are there five local players,

or 555? Can non-locals compete with you, e.g. via the internet and shipping? Is your product physical or incorporeal (like many services) or digital? Do people come to your store, or do you go to them? Are you new, or has your company been in business since 1910? Is your product new, or is it unchanged since 1810?

Basically, the more novel your product, the newer your business and the fewer competitors that you currently have, the more you should spend.

In all those cases (and even more so if all three apply), the window is open! You can grab large chunks of market share with your novelty and your lack of competitors. Tell people you are out there, now, before you and your product are old news. Tell people about your business, before you have 1,000 competitors.

On the other hand, if your business is established, and your product is already well known, and you have many established competitors, you have to spend very carefully. No

potential client is going to lose their mind just because you have bought an ad. Put another way, no one is going to leave a provider that they are happy with because of a newspaper ad.

But there are still potential clients worth reaching out to: people new to the area, people new to a need or desire (like new parents, or new homeowners) and people unhappy with a recent provider (e.g. over a bill, or the quality of service). Acquiring these potential clients can make the difference between a business that is growing or shrinking, or even between breaking even and making money. But you won't see \$10 of business for \$1 of advertising.

We are happy to work with you, especially over time, to find the budget that works for you.

Your business is ...

• **In Westmount:**

call Arleen Candiotti 514.223.3567

• **Outside Westmount:**

call David Price 514.935.4537

The Independent covers people, kids

Westmount

December 5, 2017

New residents gather with volunteers for official welcome



Photo: Laureen Sweeney

Among those welcomed at a city reception for volunteers and newcomers November 29 were, from left: Louise Carpentier of the Westmount Historical Association, and her husband Lawrence Kryzanowski; and new homeowners Mahitab Mahaba and Tarek Khalifa, all of Prince Albert. See p. 19.

permits for new daycare at

Westmount

February 13, 2018

Big league for Graham

Twelve-year-old Westmounter Toby Graham, seen here on February 3 before a game she was scheduled to play at the Martin Lapierre Arena in Lachine, is one of 19 girls chosen for the 2018 Équipe d'Étoiles Féminine du Québec. See story, p. 5.

Photo: Martin C. Barry



NEXT WEEK, AND THE WEEK OF MAY 14,
THE *INDEPENDENT* WILL BE DELIVERED TO
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IN WESTERN DOWNTOWN AND EASTERN NDG.

YOU
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Real Estate

ANDY DODGE,
CRA (RET.)

The following article relates to offers to purchase Westmount residential dwellings that were reported by local real estate agents as having been accepted in February 2018. Because they are not final registered sales, the addresses cannot be made public, but give a good idea of current trends in local real estate activity. The graph at right offers a picture of these trends over time.

The Westmount market has become a strong seller's market as homes come flying off the shelf, though volume is still low because of lack of inventory moving into the spring selling season.

An even dozen one- and two-family house sales were posted in February, picking up from a very slow January, but still below average in terms of volume. Most important, of the 12 sales, six were accomplished within 10 days of listing, four sold at or above the listing price and all but one sold for more than the municipal valuation.

Only two properties sold for less than \$1 million

Only two sold for less than \$1 million while three topped the \$2-million mark. The lowest price was \$579,000 and the highest was \$3,098,000. The average mark-up over valuation was 28.3 percent, with the range from -13.4 percent to a stunning 65 percent, with only three at less than 10 percent.

The fact that half of the sales were accomplished in less than 10 days was offset by three others that took more than 200 days to sell, though it might be said that

Police, cont'd. from p. 7

sometime during the weekend of February 23-26.

"It was an apartment or condo complex and they broke in through a rear patio door," said Laperrière, while adding that investigators surmised afterwards that the perpetrators had searched the premises for valuables.

"A couple of items were stolen. Right now, there is an investigation going on." Among the items taken from the dwelling were money and articles of jewellery.

Stolen from car

The owner of a car that he had parked on Greene Ave. near the corner of St. Catherine St. on February 27 returned to the vehicle around 4:20 pm to find that a satchel he'd left inside had been stolen

February sales: Seller's market

more of the laggards actually moved, pulling up the average days-on-market to 77. Still, that is way below the average 179 days in four transactions accomplished in January.

Three condominiums sold in February with prices ranging from \$367,500 to \$1,035,000. Adding another three condo sales in January ups the tally for the first quarter of 2018 to six so far, the same volume as during the first two months of 2017, with another six condo sales in March last year. Only two of the six sales this year cleared the \$500,000 mark, though the average was \$589,250.

Westmount adjacent averaging above \$1 million

Two houses and a duplex just north of Westmount and three houses in eastern NDG made up the February list for adjacent-Westmount. So far this year the average home price in each of four districts is over \$1 million (no houses in the Shaughnessy village sector have yet sold). Volume in adjacent-Westmount for the first two months is exactly the same for one- and two-family homes as it was last year, that is, 14 sales.

In mid-March, we logged 69 houses on the market in Westmount, up nine from mid-February but 11 fewer than at the same time last year. Only one house is being offered for less than \$1 million (and that at \$995,000), while 45 are asking over \$2 million, more than last year. Another 28 are being offered for rent, the highest number in the past two years, five of those asking \$10,000 per month or more. So far this year, six houses have been rented, compared to only two at the same time last year.

during his absence.

According to Laperrière, the bag contained identification cards, as well as personal items such as a jacket.

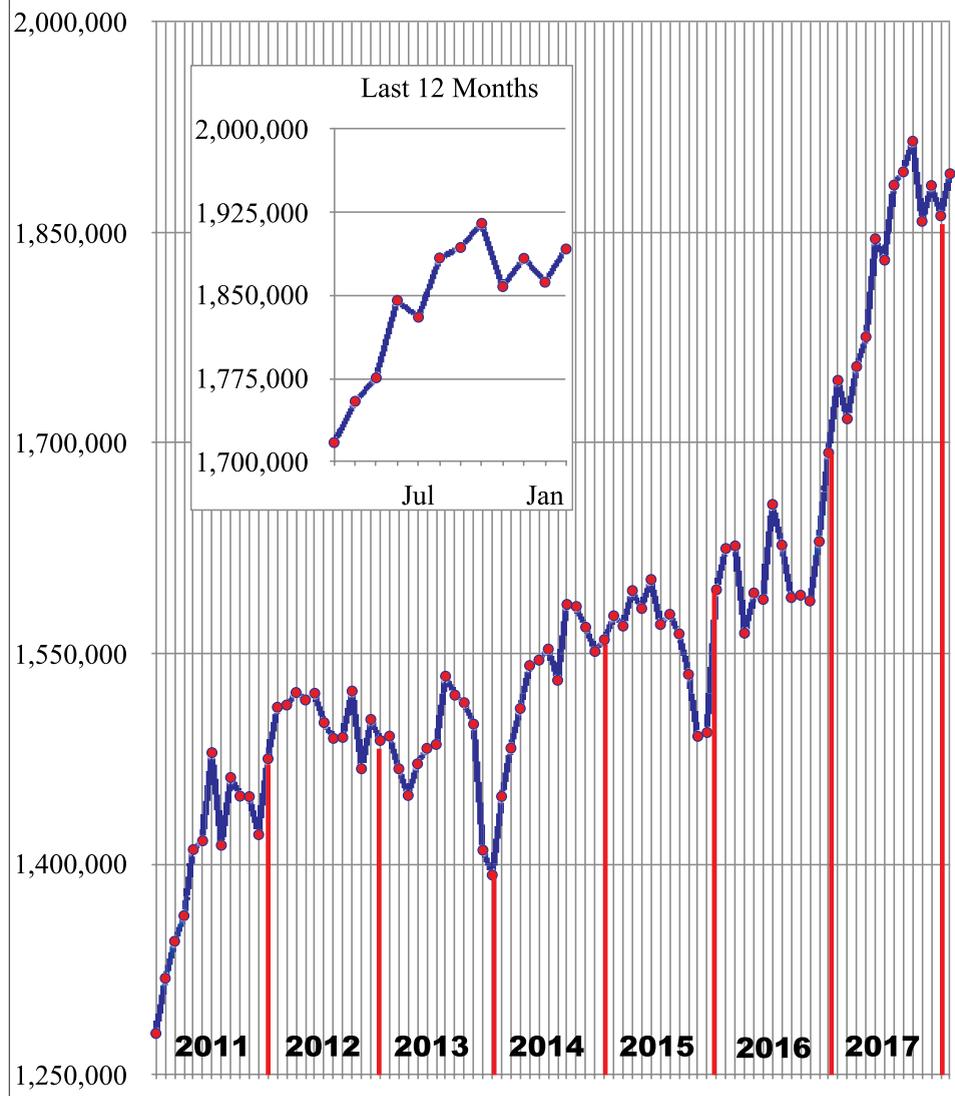
Attempted car break-in

The perpetrator of an attempt to break into a Chevrolet Cruze parked on Metcalfe Ave. near the corner of Sherbrooke St. around 11:15 am on March 3 may have been scared off when he was spotted by a witness who called the police.

"He broke a window and he left," Laperrière said of the suspect, adding that the police report on the incident makes no mention of anything being stolen from within the vehicle.

He said a bystander who saw the car window being broken called 9-1-1, but didn't stay afterwards to provide an account to the police. "They gave a description over

Average adjusted price for 'typical' Westmount house, by month, Jan 2011 to Feb 2018, based on accepted offer dates



the phone to 9-1-1, but didn't remain on the scene."

The suspect was described as a black male. Laperrière's advice to all car drivers

is to not leave items of value in plain view inside the vehicle, but to place them in a secure place such as the trunk.

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OVER 20 YEARS PAINTING EXPERIENCE

Council: Volume outweighs 4898 proposal's benefits

de Maisonneuve, cont'd. from p. 1

integration with the character of the neighbourhood.

"It was so far out of scale on all dimensions," that working with the developer was not an option, explains Councillor Conrad Peart, Urban Planning Commissioner for permits and architecture.

When factoring in the square footage and height, "We're talking about a volume of 70 percent more than is permitted," he said. This far outweighed the touted benefits to the community that the proposal offered: a small park and a rooftop urban agricultural garden.

The site currently comprises an office building of three-plus storeys and a parking lot.

The proposed project had been reviewed under the city's SCAOPI (specific construction, alteration or occupancy proposal for an immovable) by-law for projects that do not conform to current zoning following its public presentation January 16.

Its height of five storeys or 59 feet compares with the permitted 35 feet, Peart said. Its site coverage exceeding 55 percent compares with the permitted 40 percent. This presented a massive volume in a neighbourhood of two-and three-storey row houses, he explained.

Peart, an architect by profession, said it was unclear to him why a developer could not demonstrate why a good rate of return could not be obtained by building row houses on the site conforming to the zoning, especially given the current real estate market.

Instead, the proposal from Renwick Development called for two storeys of condos on top of nine two-storey town houses along de Maisonneuve, Prince Albert and a private lane north of York (see story January 16, p. 1). Above the fourth storey would be a common room and storage/service building for the rooftop garden which, under the building code, constituted a fifth storey.

None of criteria met

The project was evaluated under eight or nine major criteria outlined in the SCAOPI process. These included height, massing, site coverage, integration into the built environment, ecological design and especially what benefit would it bring the community to justify its zoning deviation.

None of the criteria had achieved an acceptable rating, Peart said. This mostly related to the impact on each "from the excess of the dimensions."



4898 de Maisonneuve and its Prince Albert neighbours on March 16.

Photo: Independent.

Only one achieved a rating of "moderately acceptable." This involved the "impact on the urban environment in terms of sunlight, wind, noise, emanations, lighting, water run-off, the reduction of heat islands and traffic." All others were rated either lower or not acceptable, he said.

Peart said all members of the PAC were on the same page during the review of the project "but we were sure we did our due diligence."

While the city had received about two dozen written comments on the proposal, most were opposed. The few that were in favour were considered to provide a personal benefit such as improved garage access to a duplex at 35 York, he said.

Comparing this non-conforming project to the recently approved one for 500 Claremont at Windsor, the latter had merited further discussion, he explained. It involves preserving and converting a vacant century-old institutional heritage building into a multi-family dwelling.

SCAOPI works both ways

Peart, who came to city council after the city designed its Westmount SCAOPI by-law in 2016, said he found the city was both "fortunate and unfortunate" to have included an initial stage of public presentation (compared to some other municipalities).

"We're fortunate we have the opportunities to engage at an early stage in the process, but it cuts both ways because the community is almost unfairly subjected to undue stress at the persistence of a developer," even though the administration



This rendering of the proposed design for 4898 de Maisonneuve at Prince Albert accompanies the plans by architect Karl Fischer of FRW Architects at city hall and on the city's website under SCAOPI projects.

knows the chances of a project succeeding. On the other hand, he added, "transparency is usually the best path."

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BUILDING PERMITS 🏠 *What's permitted***Council approves 13 permit requests, refuses one**

The following permits for demolition, exterior construction, alteration and renovation were approved or refused at the city council meeting February 19.

Approved

364 Victoria: to install a sign for Piz-zéria No. 900 Napolitaine;

4281 de Maisonneuve: at a Category I building, to do some planting in the front, side and rear yards;

33 Rosemount: to replace windows and doors in the solarium and replace the three windows in the front gable;

70 Rosemount Cresc: at a Category I house, construction work following a fire

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Centre Greene on March 19.

Photo: Independent.

to include replacing three windows on the north side and panels in the roof providing their placement is the same as those existing and to install a mechanical unit in the north yard;

3210 Trafalgar: landscaping in the front yard;

4258 Dorchester: at a Category I house, to demolish a rear shed, build a balcony at the rear, replace windows and modify openings on the rear facades provided the windows are wood without metal cladding;

3302 Cedar: to build an addition at the rear, install a new spiral staircase and install new windows and doors;

7 Lorraine: to replace four exterior doors;

107 Blenheim Place: at a Category I house, to landscape the rear yard;

250 Metcalfe: at a Category I house, to replace basement and ground floor windows at the front provided the ground floor windows are wood without metal cladding;

605 Lansdowne: to replace the garage door;

794 Lexington: to replace seven windows at basement level;

1090 Greene: at the Centre Greene community centre, to landscape the front,

build new stairs and retaining walls as well as to build a new access ramp.

Denied

19 Grenville: at a Category I house, to replace the storm windows.

The Planning Advisory Committee at its meeting February 13 advised the city council to refuse the windows because they had been replaced without a permit and are not acceptable because of their placement with respect to the sill, which does not respect the interior windows.

**Me Arthur Younanian
&
Me Marianne Bedrossian**

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Social Notes

VERONICA REDGRAVE

Art lovers meet on Valentine's Day



Andrew Carter and Marina Cutler.



Adam Cutler and Mary Vanasejlia.

rina Cutler, there with her husband Adam Cutler and daughter Samantha Cutler, there with Brent Zalezniak. Marina produced The Brush Off Project show / art competition, which highlights artists while raising awareness and funds to support art projects for people and families living with Alzheimer's. Westmounters enjoying the night included Dorota Kozinska, English editor at Vie des Arts, Mary Vanaselja, Martha and Nicolas Matossian, dentist Douglas Hamilton, Cindy Aikman and Michel Rondeau.

Other guests enjoying the fun moment included Sarah Deshaies, producer of the Andrew Carter show, Eugenia Evaristo, Mickey MacFarlane, Steve Robins and Risa and Alan Pavilanis.

A portion of sales were donated to The Brush Off Project as part of Avenue Art's ongoing mission.

Appropriately, *The Love of Art* exhibition was held on Valentine's Day. It was presented in the gallery's pop-up space in Westmount Square. Former Westmounter, media celeb Andrew Carter premiered his art. Dressed for the day he sported a look-at-me red heart on his jacket, and a fun heart-full tie. Carter's brightly-coloured paintings hung alongside participating artists Sylvie Adams, Catherine Benny, Kevin Jenne, Margaret Lipsey, Sandra Morellato, Olga Rykova, Louis-Bernard St-Jean, Mark Tomalty and Anne Van Mierlo. Guests enjoyed wine from the Kolonaki Group and yummy chocolates from Philip Ashley Chocolates while admiring the lively art, which cheered up the gray evening. The exhibit was organized by local res Ma-

Laventure Burnett to be honorary godmother at Pride parade in Mauritius

BY VERONICA REDGRAVE

This June 2, long-time Westmount resident Liliane Laventure Burnett will be *la marraine d'honneur* (honorary godmother) of the LGBTQ Pride parade in Port Louis, Mauritius.

It is the city where her father, Felix Laventure, was mayor before he became a government minister. Only two countries in Africa have LGBTQ Pride marches and parades. The other is South Africa.

Organized by the Collectif Arc-En-Ciel (CAEC), 2018's event will be the 13th annual Pride parade in Mauritius and will double as the first-ever Indian Ocean Pride.

Burnett is flying to Port Louis ("on our own dime, by the way," she adds) with her son, Montreal media celeb Richard Burnett. She hopes her role at this year's Pride in Mauritius will help change societal attitudes towards LGBTQ in Mauritius.

"I am proud to lobby for the civil rights of LGBT people in Mauritius. My father fought for the rights of the poor and marginalized when he was a politician. I know he would be proud that I will be the *marraine* of Pride in Mauritius. My son Richard is gay and our family has always been very supportive of him. Despite the progress we have made in countries like Canada and Mauritius, it is still difficult for young gay people to come out and live their lives openly without fear, and I hope my role as *marraine* at Pride in Mauritius will help make a difference."

The parade's organizers are also host-



ing an LGBTQ civil-rights conference in Port Lewis from May 28 to June 1.



Laura Vigo, Sandra Morellato and Anne Grace.



Eugenia Evaristo, Mickey MacFarlane and Anne Van Mierlo.

Westmounters attend Lake of Two Mountains Hunt ball

The Lake of Two Mountains Hunt held its 73rd ball at the Whitlock Golf Club in Hudson on March 10, and Westmount was well represented.

According to former city councillor Nicolas Matossian, “the ball was a fun and friendly dinner dance attended by a mix of members, young aspiring riders, members of the Montreal Hunt, landowners and guests.

“Going back as far as the '60s, when Ian Angus was the hunt's master, the hunt has always had a close connection with Westmount with a number of its masters and members being long time Westmount residents.”

Other Westmounters in attendance included Eric and Linda Lenczner; Peter Gillett, the current master of the hunt, who was also celebrating his birthday, and his wife Paula; their daughter Alwyn Tretiak and husband William; their granddaughter Lucy Tretiak, 12, a junior rider in the hunt; Patrick Kilmartin; Suzy Carsley; Krista and Jean Ouellette, and Matossian's wife Martha.

“Dancing went on through the evening only to be occasionally interrupted by hunt skills competitions, the dubious Mucky Boot Award and a less-than-silent auction.”



From left, Jamie Campbell, Nicolas Matossian, Andrew Marren, Richard Glaude, Peter Gillett and Benoit Thibault.

Photo courtesy of N. Matossian.

The hunt's territory is in Glen Robertson, Ontario and extends over the Quebec border. It rides from cubbing in June to early December and experienced riders are always welcome.

The hunt is a registered “drag hunt,” meaning riders and dogs follow an artificial scent laid down on a chosen course. “Although the hounds track the local foxes

and coyotes when they pick up a scent,” explained Matossian, “in more than two decades of fox hunting here and elsewhere in North America, I have yet to see a fox or coyote caught by the hounds. The hunt's terrain is very rugged, with fences, ditches and thickets, and certainly more hazardous to the riders and horses than anything.”

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Social Notes

VERONICA REDGRAVE

MARCH

► **WEDNESDAY, MARCH 21**
Fondation des Étoiles. Pediatric Research's Great Evening of Stars. Cocktail 6 pm. Dinner and dancing 7 pm. St. James Theatre, 265 St. Jacques St. W. Tickets \$550. Sylviane 514.595.5730 x 225. Schatel@fondationdesetoiles.ca.

Indie Spring social calendar – part 1

► **FRIDAY, MARCH 23**
St. Justine's Ball: The Grown-Up's Ball for Children. Cocktail party 7:30 to 10 pm. Ball 10 pm to 3 am. Station 16 artists create special pieces for the event. Alexandra Pier, 200 de la Commune St. W., Old Port. Tickets \$275 for cocktail and ball. Ball only \$175. 514.345.4931 x 4710. Balsaintejustine.org.

► **SATURDAY, MARCH 24**
Women's Auxiliary of the Montreal Chinese Hospital Spring Gala. Cash bar 6 pm. Chinese dinner 7 pm. Traditional lion

dance. Guests invited to wear red. Ruby Rouge Restaurant, 1008 Clark St. Tickets \$100. 514.874.8987. lgoorwong@gmail.com.

► **SUNDAY, MARCH 25**
Cummings Jewish Centre for Seniors Foundation Sports Celebrity Breakfast. Guest of honour lawyer/philanthropist Morden (Cookie) Lazarus. Gelber Conference Centre, 5151 Côte St. Catherine Rd. Celebrities from sports and business. VIP tickets \$100. Susan Rozansky 514.734.1820. srozansky@cummingscentre.org.

► **WEDNESDAY, MARCH 28**
Third annual Défi Canapé to benefit Batshaw Centres Foundation. 6 pm. Entrepôts Dominion, 3968 St. Ambroise St. Tickets \$150 (if purchased by March 27) or \$175 at the door. For 35 years and younger \$90 if purchased by March 27 or \$100 at the door. 514.989.1885. Local 1164. Batshawfoundation.ca.

APRIL

► **FRIDAY, APRIL 7**
NDG Food Depot's third annual Empty Bowls. 11 am to 3 pm. 6150 Somerled Ave., NDG. Tickets \$25. Include handmade bowl of choice plus soup and bread. Bonnie Soutar. developpement@depotndg.org.

► **FRIDAY, APRIL 13**
ELO LEO – Musée d'art contemporain de Montréal's Les Printemps de MAC. Honoree Martin-Luc Archambault, CEO AmpME and "dragon" on *Dans l'oeil du dragon* (Dragons' Den). Chairs Stefanie Stergiotis, Transat, and Alexandra Mohsen, Vasco. 9 pm to 3 am. 185 St. Catherine St. W. Tickets \$175. Naila Del Cid 514.847.6272. nailia.delcid@macm.org.

► **SATURDAY, APRIL 14**
Thoracic Surgery Research Foundation of Montreal's annual Black and White Dance. President of honour Nadine Renaud-Tinker, president Quebec headquarters, RBC Royal Bank. Cocktails 6 pm. Dinner 7:30 pm. Le Madison Reception Hall, 8750

Provencher Blvd. Tickets \$300. Jessica Gauthier 514.844.0808 x 24543. Jessica.gauthier@montrealthoracique.ca.

► **THURSDAY, APRIL 19**
Silver Anniversary Daffodil Ball, benefiting the Canadian Cancer Society. Co-chairs Westmounters Alfredo Barrios, chief executive, Aluminium, Rio Tinto, and Stuart Elman, managing partner, Persistence Capital Partners, along with Mario Plourde, CEO/president Cascades and Richard Voyer, CEO/executive vice president Soprema. 6:45 pm. Windsor Station, 900 Peel St. Valet parking. Tickets \$1,000 (available only to benefactors donating \$2,000 or more). Alison Silcoff, 514.932.7517. Alison@alisonsilcoff.com.

► **PAPIER. VIP opening PAPIER / Art On Paper.** 6 pm. Arsenal, 2020 William Street, Griffintown. VIP Opening night cocktail. \$150. Weekend admission \$10 day or 3 day pass for \$15. Seniors and students \$8. Papiermontreal.com.

► **SATURDAY, APRIL 21**
Montreal Council of Women, Woman of the Year 2018. Tribute to Margaret Trudeau. 11:30 am. Mount Stephen Hotel, 1440 Drummond St. Tickets \$75. 450.672.7081. 514.516.9023. mcwinformation@gmail.com.

► **TUESDAY, APRIL 24**
Dinner with Friends, benefiting the Centaur Theatre. Gourmet dinner, world premiere of *Successions* written by Michaela Di Cesare and dessert reception with cast members. 5:30 pm. Bonaparte Restaurant, 447 St. Francois Xavier St. Tickets Elisa Desoer 514.288.1229. Local 242. fund-dev@centaurtheatre.com.

► **WEDNESDAY, APRIL 25**
Blue Metropolis Celebrations. Literary show featuring the 1970s. 6:30 pm. Lion d'Or, 1676 Ontario St. E. Tickets \$225. Catherine Lami 514.932.1112 x 33. Catherine.lami@metropolisbleu.org.

► **SATURDAY, APRIL 28**
Grands Ballets Canadiens de Montréal

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► **SUNDAY, APRIL 29**

Canadian Associates of Ben-Gurion University of the Negev's Evening with Bill Browder, author of *Red Notice* and international crusader for the Magnitsky law.

Cocktail dînatoire and lecture. 5:30 pm. Congregation Shaar Hashomayim, 425 Metcalfe St., Westmount. Tickets VIP \$180. Includes 5:30 pm cocktail dînatoire and reserved seating. Lecture only. 7 pm. \$54. First-come, first-served for seating. 514.937.8927 x 101.

► **Crohn's and Colitis Canada Gala.** Honouring Melissa and Michael Assaraf of

Pharmacie Michael Assaraf, and Dr. Louis-Charles Rioux, gastroenterologist at Hôpital Maisonneuve-Rosemont. Cocktail dînatoire, Music by Que Sera Trio, entertainment by Neev. Auction hosted by Virgin Radio's Lee Haberkorn. 6:30 pm. Jetée Alexandra, 200 de la Commune St. Tickets \$220. Stefanie 514.342.0666. srosenblatt@crohnsandcolitis.ca.

Comin' Up

TUESDAY, MARCH 20

Dr. Miguel N. Burnier Jr. on "The Importance of Your Eyes" presented by Westmount Healthy City Project and MUHC Foundation Joint Venture Lecture Series. Free, but register on library website or at 514.843.1543. Westmount Public Library. 7 pm.

SATURDAY, MARCH 24

March to Save Lives, starting at – *new venue* – Westmount Park United Church (4695 de Maisonneuve, at Lansdowne) and ending at Dawson College CEGEP. 10 am to 12 noon.

Earth Hour evening at Victoria Hall. The Westmount Healthy City Project presents exhibits and program related to climate change. Victoria Hall. 4:30 to 10 pm.

TUESDAY, MARCH 27

PhD candidate in English studies

Marie Leconte on "What is Anglo-Québécois Literature?" \$10. Unitarian Church of Montreal, 5035 de Maisonneuve Blvd. West. 1:30 to 2:30 pm.

THURSDAY, APRIL 5

Publisher and author Douglas Gibson's show "Great Scots: Canada's Greatest Storytellers with Scottish Links." Free, donations requested. Atwater Library, 1200 Atwater Ave. 12:30 to 1:30 pm.

SATURDAY, APRIL 7

Friends of the Westmount Public Li-

brary book sale. Victoria Hall, 4626 Sherbrooke St. 10 am to 5 pm. *Also on Sunday, April 8.*

ONGOING – TUESDAYS

Cognitive principles self-help group for people seeking help in dealing with fear, stress, depression, anxiety, panic attacks, phobias, insomnia, gambling addiction. English and French. YMCA Westmount, 4585 Sherbrooke. Call 514.485.2194. 7 to 8:30 pm.

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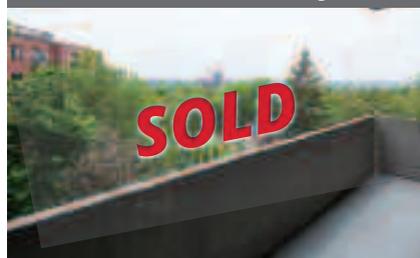
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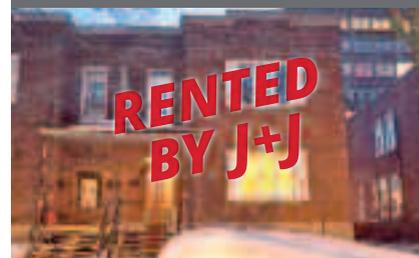
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