

# Spotlight on Real Estate

March 24, 2020

*Pull-out section*



This property on the east side Roslyn Ave. between Sherbrooke St. and Côte St. Antoine Rd. was recently renovated. The large extension at right/south is new. It was photographed March 18.

PHOTO: RALPH THOMPSON FOR THE WESTMOUNT INDEPENDENT.



**MARIE SICOTTE**

REAL ESTATE BROKER

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*Dear clients,*

Thank you for your cooperation and understanding as we work hard to serve you during this challenging time for our city, our country, our world. We are committed to supporting you as best as we can during this difficult and sensitive time. We wish you and your family health, that you keep safe. We are confident that as a community we can get through this together.

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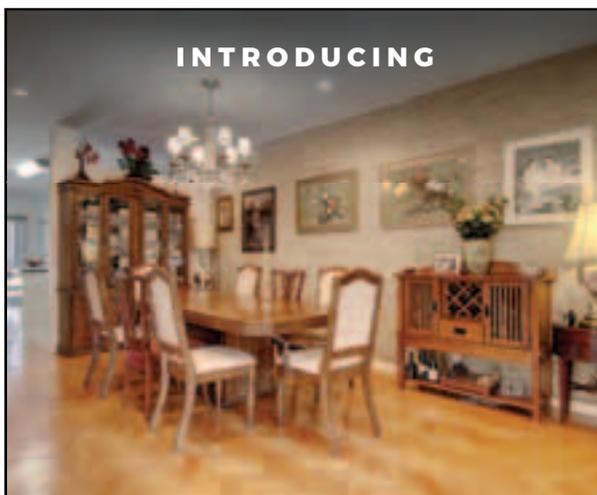
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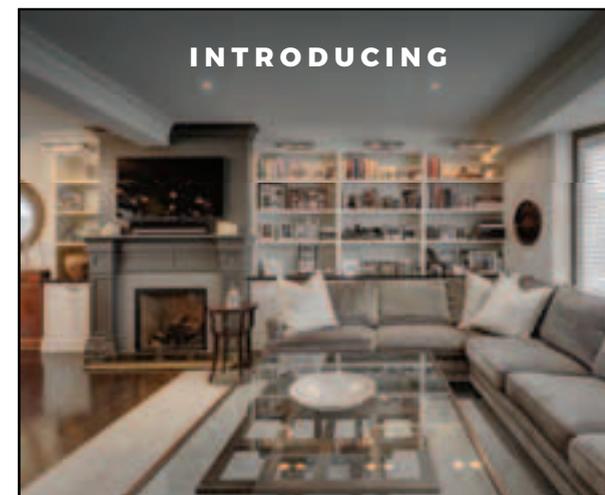


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INTRODUCING

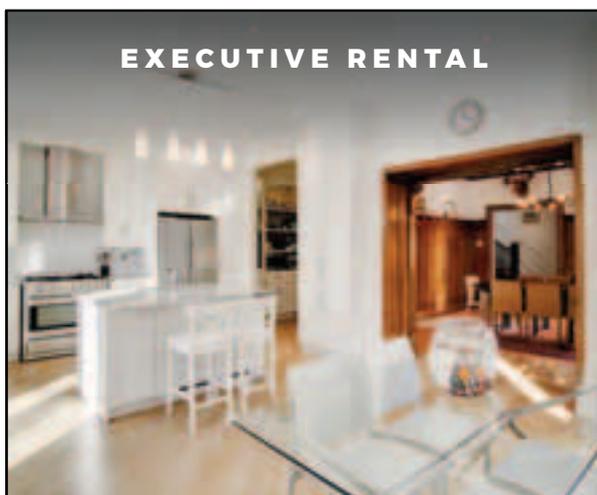


**HAMPSTEAD**

Exceptional cottage on pool size lot. Turnkey home 4+1 bedrooms + 2 car garage.

**\$2,149,000**

EXECUTIVE RENTAL

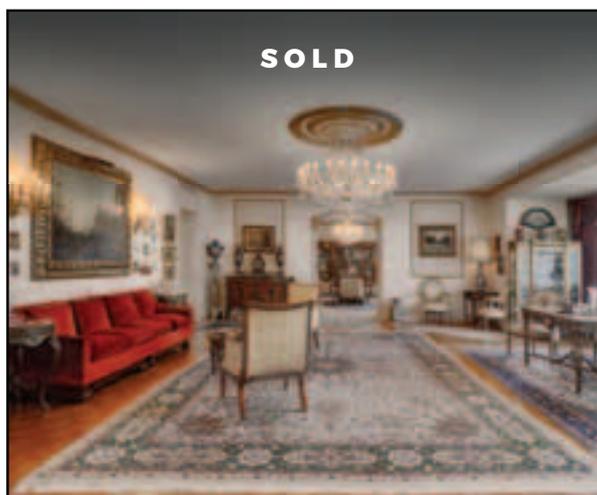


**WESTMOUNT**

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**\$6995/month**

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**GOLDEN SQUARE MILE**

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**Asking: \$2,100,000**

SOLD



**ADJACENT WESTMOUNT**

Turnkey 5 bedroom cottage with private garden & garage. Just steps to downtown in desirable *Priest's Farm*.

**Asking: \$1,649,000**

# St. Catherine lobby re-make puts ‘redundant’ space to use

BY MARTIN C. BARRY

An Italian pizza restaurant is set to open in a refurbished ground floor area in a St. Catherine St. office building sometime in May, following extensive work to convert its former lobby/arcade into a retail space.

Located on the south side of St. Catherine between Gladstone and Greene avenues, 4142 St. Catherine served until recently as a secondary entrance from the street for 4150 St. Catherine.

Before the conversion work began, pedestrians were able to go into a small interior arcade and passage area inside the 4142 St. Catherine entrance.

They could then walk through to a wide glassed doorway at the back, which led into a parking lot behind the building.

Prior to the conversion, a small nail salon was the only business operating in the arcade, although the owner left, citing lack of customer traffic as the reason.

“We’ve converted that pass-through into

another retail space,” said Michael Coughlin, director of leasing with Redbourne Group, the company that owns the building.

“It’s going to be a pizzeria concept,” he said. “Italian pizza made in a wood-burning oven. There are take-out places, but this will be higher-end pizza. And that’s set to open May 1 if everything goes well.”

The new tenant, according to Coughlin, is the current owner of Café Gentile, which is located just next door at 4126 St. Catherine. Redbourne acquired 4150 St. Cather-

ine two years ago.

After buying the building, Redbourne saw the arcade as redundant, since the building’s main entrance and lobby are at 4150. The company decided the alternate entrance and arcade could be put to better use as a large retail space.

“Nobody needed that walk-through space anymore. It was really a dead space,” said Coughlin, while adding that even though the pizzeria will be immediately next to Café Gentile, they will operate as separate businesses.



Seen here on February 21, this space at 4150 St. Catherine St., formerly an entranceway into a secondary lobby for the building, is being converted into a retail space where a pizzeria is set to open in May.



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For Sale | Le Linton | 2 bd, 2 bath, garage

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**Marie-Laure Guillard**  
Real estate broker  
mguillard@sutton.com



**Carmen Berlie**  
Real estate broker  
cberlie@sutton.com



**Caroline Pajot**  
Real estate broker &  
Assistant

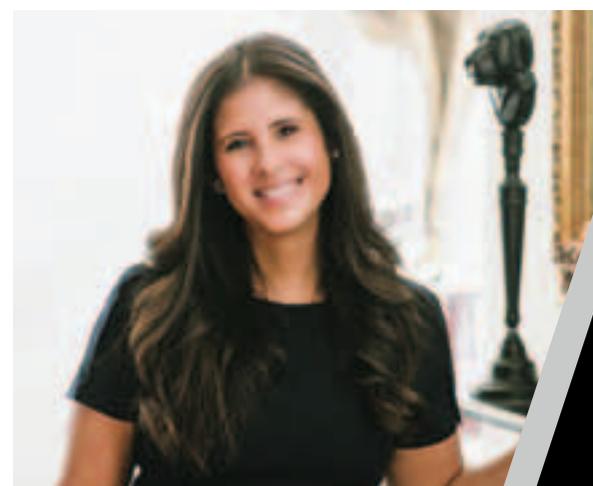


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# Joseph Montanaro

REAL ESTATE BROKER | B. ARCH

Recently our way of life has changed. We have gone from social occasions to social distancing. While the wellbeing of my staff, my clients and that of the broader community remains top of mind, my team and I continue to actively represent clients who wish to buy or sell a home.

To ensure we continue to deliver uninterrupted service, we are using the benefits of technology to their fullest extent.

My sincerest gratitude goes out to those working tirelessly to keep our community safe.

**ACCEPTED OFFER**



**\$6,500,000\***

Westmount Exclusive

**ACCEPTED OFFER**



**€8,900,000\***

Avenue Georges-Mandel, Paris

**ACCEPTED OFFER**



**\$5,998,000\***

1564 Av. du Dr-Penfield, Ville-Marie

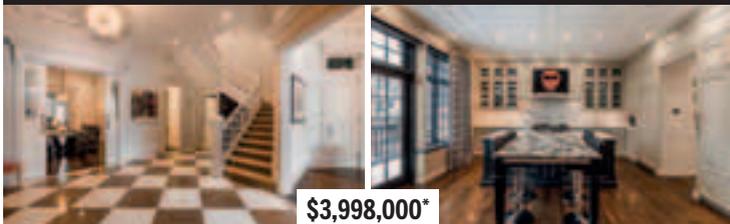
**ACCEPTED OFFER**



**\$4,398,000\***

3036 Ch. St-Sulpice, Ville-Marie

**ACCEPTED OFFER**



**\$3,998,000\***

4280 Boul. Dorchester O., Westmount

**ACCEPTED OFFER**



**\$3,499,000\***

3082 Ch. Saint-Sulpice, Ville-Marie



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Real Estate

ANDY DODGE

# February sales: corona pause

On the other hand, some forward-thinking buyers may consider that real estate is a safer investment than the stock market, which has been tumbling since mid-February. In 2008, the Westmount market followed the Dow/TSX averages through the year, an indication that Westmount homebuyers were interested in the value of their investment, not just the roof over their heads, and as with the 2008-09 recession, the return of a positive attitude in the financial market had a tremendous effect on the local real estate market.

**In 2008,  
Westmount  
real estate  
followed the  
stock market**

The five February sales had an average mark-up of only 2.3 percent, way down from the 16.6 percent average in January, but of course much of this can be blamed on the low February volume. As well, we expect several late-posted sales for February, much as happened in January, when six late-month sales were not posted until mid-February.

**Condo, Westmount adjacent, inventory**

Only one extra condominium sale was posted in February, along with two adjacent-Westmount houses, one on Redpath

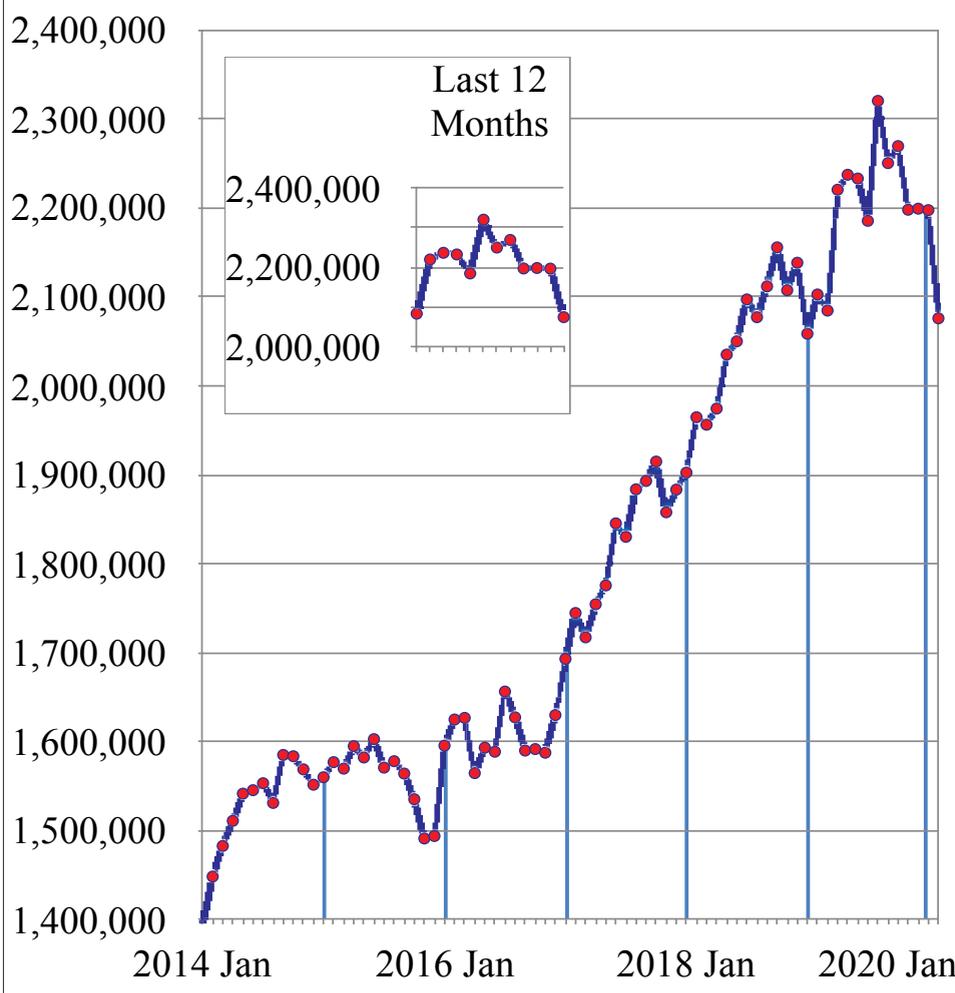
ruary.

Note: 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 2020. 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.

Westmount real estate, representing the top end of the Montreal real estate market, put itself on "pause" in February as the world began to hear about the coronavirus epidemic, with only five house sales posted by agents, in a range between \$900,000 and \$2,400,000. There does not appear to have been a flood of new homes coming on the market.

The slow start to 2020 can be expected to hesitate further as potential buyers worry about the available cash they are going to need to purchase a new property.

Average adjusted price for 'typical' Westmount house, by month, January 2014 to February 2020, based on accepted offer dates



St. in the Square Mile and the other on Barat Rd., just east of the city limits. The early indication is that the adjacent-Westmount market is slow to start the year, with no more than two sales in any of the districts.

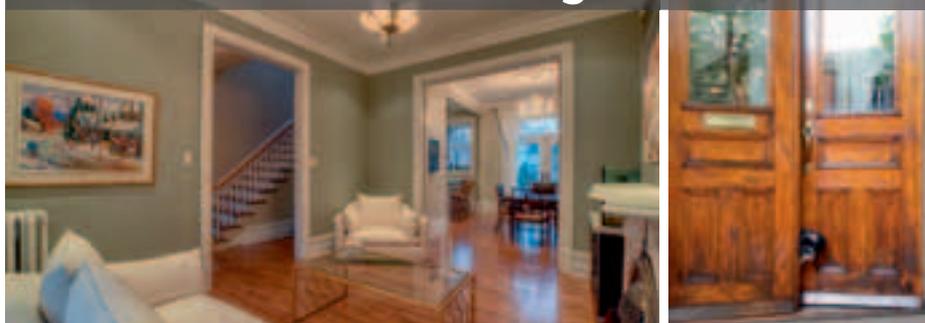
At last check, the number of active listings for Westmount houses crept up from

96 to 97, only one of which is asking less than \$1 million, four of which are asking over \$10 million.

Twenty-two houses are available for rent, with three of those asking more than \$10,000 per month.

Stay well, and we'll get through this together.

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43 Prospect

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Westmount | 1 Av. Wood, Apt. 1601 | \$2,650,000

**SPACIOUS 2 STOREY CONDO**



**NEW LISTING**

Westmount | 200 Av. Lansdowne, Apt. 506 | \$1,200,000

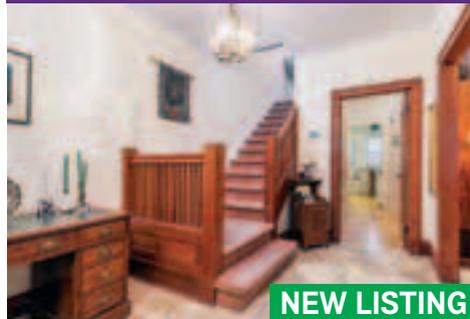
**TURN KEY ACADIA CONDO**



**NEW LISTING**

Ville-Marie | 1227 Rue Sherbrooke O.,  
Apt. 43 | \$949,000

**4+1 BEDROOM TOWNHOUSE**



**NEW LISTING**

Ville-Marie | 4100 Ch. de la Côte-des-  
Neiges, Apt. 16 | \$799,000

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**NEW LISTING**

Ville-Marie | 1321 Rue Sherbrooke O.,  
Apt. B-130 | \$785,000

**PRIME LOCATION**



Westmount | 592 Av. Lansdowne  
\$2,495,000

**REVISED PRICE**



Saint-Laurent | 3165 Rue Somerset  
\$629,000

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Ville-Marie  
3940 Ch. de la Côte-des-Neiges, Apt. A31

## Social Notes

VERONICA REDGRAVE

## University Club honours developer O'Brien

A splendid white tiered cake celebrated the dynamic developments of real estate visionary **Philip O'Brien** at the University Club's annual member's dinner on January 16. The 42nd black-tie eve was held at the tony Ritz Carlton Montreal where O'Brien – the evening's honouree – attended with his wife **Judy**, son **Anthony O'Brien** (with his wife **Livianne**), and daughter **Laurie** (with her husband **Tim Foote** and their son **Aiden Foote**).

With an eye to the future, O'Brien focused his speech on climate change and how Montreal must play a leading part in developing solutions to the worldwide crisis. He noted that Canada plays a role on carbon emissions, pointing out that the country's arctic ice, boreal forests, freshwater resources and wet lands all absorb a huge proportion of the planet's CO<sub>2</sub>.

Among the luminaries from the city's corporate and cultural communities were **Phyllis Lambert**, founder CCA; architect **Claude Provencher**; University Club pres **Christopher Richter**, partner at Torys LLP, with his wife **Cara Cameron**, associate lawyer at Davies; Bank of China exec **Fang-fei Wang**; **Vincent Chiara**, owner Groupe Mach; **MC Eric Clark**; **Nathalie Nahmiash**, senior vice president, planning and development, Montreal Children's Hospital; lawyer **Joseph Nuss**; Bishop **Mary Irwin-Gibson**; **Jonathan Meakins** and **Jacqueline McClaran**; **Lillian and Bryant Shiller**; **Mostafa Elsayed**; **Naji Baydoun**; **Amin Nooranie**; **Claude David**; **Julie Quenneville**, pres MUHC Foundation; Montreal Les Canadiennes' **Caroline Ouellette**; **Carola Weil**; dean (continuing studies) McGill Univer- *continued on p. RE-12*



Phil O'Brien.



Laurie, Tim and Aiden Foote, Judy O'Brien, and Anthony and Liviana O'Brien.



Julian Armstrong and Claude David.

# J|P

## JILL PRÉVOST



### 4 WAYS TO TAKE ADVANTAGE OF YOUR EXTRA TIME AT HOME...

#### “GAME OF TOYS”

With kids at home, create a game where they are rewarded for organizing their toys for both keeping + donation. The messy basement and bedroom will finally look their best!

#### “MR. OR MRS. FIX-IT”

Why wait to sell your home to enjoy it at its best? With YouTube + Google, your family can take on a new project and get your house in better shape, regardless if you're planning on selling.

#### “GET INTERESTED...”

Interest rates are lowering and maybe this is a time you can take advantage! Have you wanted to renovate? Your home equity line of credit (HELOC) just got cheaper! Time to make improvements!

#### “FAMILY FUN TIME”

You never have enough time with the kids. Now you do. Use it wisely. Have some fun, make some memories, play some games. Here's one: have your family guess when you'll need to buy toilet paper again.

**The market is still strong. If this period of uncertainty has you thinking about your next chapter. Call me.**

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## Profusion Immobilier named Affiliate of the Year by Christie's International Real Estate

Melding cutting-edge and traditional marketing solutions made Profusion a standout in the world's premier network of global luxury real estate brokerages.

With the vivid dream of creating the best real estate agency surrounded by a team of dedicated and professional realtors, Louise Rémillard founded Profusion Immobilier in the midst of the economic turmoil of the fall of 2008. With a strong business plan in hand, she was selected to represent the world-famous luxury network of Christie's International Real Estate as its exclusive affiliate for the Greater Montreal Area. By 2010, Profusion Immobilier had already been chosen as a finalist of Affiliate of the Year Award and won the prestigious award at the international conference held in 2011 at the iconic London auction house. On Feb. 26, 2020, Christie's International Real Estate once again honoured Profusion Immobilier with the title of Affiliate of the Year (Large Market). The highly anticipated award ceremony took place last week at the culmination of the network's Annual Global Conference in Palm Beach, Fla.

Louise Rémillard, president of Profusion Immobilier, was announced as the winner of the coveted crystal obelisk trophy at a dinner before a crowded room of network colleagues from 49 countries and territories. The evening was hosted in the grand Gilded Age estate of industrialist Henry Flagler, since designated a National Historic Landmark and museum. Kathy Coumou, executive director of Christie's International Real Estate, said: "Montreal is not only a large city and an international destination, due to the number of fine universities the population spans all ages, including millennials. Profusion's marketing leverages a number of traditional as well as innovative platforms and, in doing so, is introducing the Christie's brand to the next generation of luxury real estate buyers."

### A recipe for success

Profusion Immobilier, being an independent international boutique agency, has continuously innovated its marketing strategy to set itself apart from franchised real estate agencies. In recent years, Profusion's marketing division, led by Bianca Chimisso Piacsek (marketing director), developed and executed a marketing plan that put Profusion and its brokers at the forefront of the overly saturated global luxury real estate market. Not only is its marketing portfolio diverse, it is a perfect blend of traditional and out-of-the-box initiatives that make for a great recipe for success.

The company recently opened La Galerie, a virtual reality showroom on Greene Avenue in Westmount, where clients can tour properties with a Profusion broker through virtual reality technology and can do so even from the comfort of their homes. Profusion has also embraced a robust social media platform with content changing at least daily to engage its growing audience of followers. Each day has a theme — such as #FRESHFRIDAY, to introduce the week's new listings, and #TRAVELTHURSDAY, which highlights a neighbourhood/city in the province of Quebec and showcases Profusion's current listings within that area.

Another successful new marketing venture is promoting the company's top agents and corporate values branded with Christie's International Real Estate on billboards throughout the city. This complements ongoing exposure in local newspapers, business journals and lifestyle magazines. To engage referrals from the network, Profusion issues a monthly newsletter to inform readers about the Montreal lifestyle, Canadian market statistics, significant sales, and fine properties available for sale.

"Throughout our different luxury networks, Profusion has earned the reputation of a world-market luxury leader and marketing powerhouse earning many awards throughout our 12 years of existence. Be it with Who's Who in Luxury Real Estate, Leading Real Estate Companies of the World, or Christie's International Real Estate, Profusion has many friends and trusted colleagues in 70 countries working in 4,300 real estate agencies represented by over 130,000 associates. I am honoured to be working alongside an exceptional team of 70-plus great Realtors and, together, we have succeeded in creating the strongest independent luxury agency in Quebec," said CEO Louise Rémillard.

### An elite international network

All luxury brokerages enrolled in the invitation-only Christie's International Real Estate network, spanning 49 countries and territories, are eligible for Affiliate of the Year honours. Four awards are given each year — one each in the small, medium and large market categories — with the top honour bestowed to the overall winner regardless of market size. Criteria used in determining the four winners were overall business innovation, market leadership, passion to succeed in the local and global marketplace under the Christie's International Real Estate brand, and collaboration with network colleagues and Christie's art auction house specialists. Profusion has excelled in every category. For more information, visit [www.profusion.global](http://www.profusion.global).

This story was provided by Profusion Immobilier for commercial purposes.

**PROFUSION**  
I M M O B I L I E R

**CHRISTIE'S**  
INTERNATIONAL REAL ESTATE

Dear all,

We are truly living in unique times. The coronavirus pandemic is impacting everyone, from our families, to our businesses, and especially our medical professionals who brave the front lines.

As the situation continues to affect our world, I wanted to reach out and update you on how we are focused on supporting our community, and most importantly, our clientele.

Above all else, our thoughts will continue to be with those affected by the virus, particularly those who are sick. We wish them a speedy recovery, and we remain inspired by our healthcare workers and others who are caring for people around the world.

We have been managing social distancing without compromise. We diligently comply with government hygiene protocol when an interaction is necessary, such as showing a property. Your health and well-being as well as our team's are top of mind.

While you may be finalizing the sale of your property or searching for a new home, my team and I remain available to serve you, even as we work remotely over the next few weeks. The same telephone and email communications remain, and any messages will be promptly returned. We are working closely with our partners and other brokers to facilitate clear and efficient transactions.

**Thank you for your understanding and your trust in our team.**

**PLEASE VISIT**

**<https://en.profusionimmo.ca/covid-19-virus>**  
for more information and answers to some questions that you may have in regards to your property during this time.

**CARL**

**RÉMILLARD  
FONTAINE**

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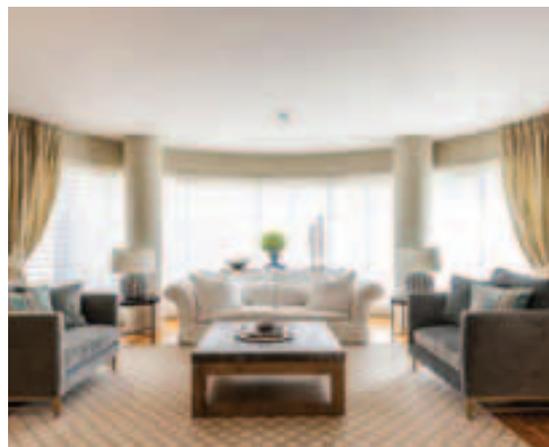
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Eric Clark, Joseph Nuss and Mostafa Elsayed.

### Social Notes, cont'd. from p. RE-8

sity; the club's event planner Patricia Vetter, and past presidents, lawyers François Morin and François Sénécal.

Local res amid the elegant crowd included acclaimed Canadian food journalist Julian Armstrong; Julia and Stephen Reitman, of the eponymous national retail chain, and Louis Villeneuve, Louis Villeneuve Group, RBC Dominion Wealth Management.



Jacqueline MacLaren and Jonathan Meakins.



Bryant and Lillian Shiller, and Louis Villeneuve.





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**\$ 2,600,000**

WESTMOUNT | AV. KENSINGTON



**\$ 2,500,000**

WESTMOUNT | AV. GRENVILLE



**2 CAR GARAGE**

**\$ 2,499,000**

WESTMOUNT | BOUL. DORCHESTER O.



**NEW LISTING**

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MONTREAL (VILLE-MARIE) | AV. SUMMERHILL



**NEW LISTING**

**\$ 1,800,000**

WESTMOUNT | AV. METCALFE



**\$ 1,700,000**

WESTMOUNT | BOUL. DE MAISONNEUVE O.



**\$ 1,650,000**

WESTMOUNT | AV. LANSDOWNE



**NEW LISTING**

**\$ 1,598,000**

WESTMOUNT | AV. UPPER-ROSLYN



**NEW LISTING**

**\$ 1,298,000**

HAMPSTEAD | RUE FINCHLEY



**\$ 1,180,000**

WESTMOUNT ADJ | AV. NORTHCLIFFE



**\$ 5500/M**

WESTMOUNT | RUE SHERBROOKE O.



**\$ 5,200/M**

WESTMOUNT | AV. REDFERN



# Bunny Berke

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bberkeprofusion@gmail.com

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The coming days and weeks will no doubt bring challenges, calling on us to be adaptable, patient and understanding.

Be careful,  
be attentive,  
be safe!

— Bunny Berke

**No date set for register for 2 zones**

## St. Léon gets final get okay

BY LAUREEN SWEENEY

City council March 16 gave final approval to its resolution concerning the expansion project for École St. Léon pending results of a register that could lead to a referendum on the non-conforming project.

No date for the register has been set. The resolution includes a number of conditions under which the project would be permitted to override current zoning restrictions. These include variances to the extension of an assembly building, site coverage, floor-area ratio, height and others such as the location and height of a fence.

The resolution contains the same con-

ditions as the first and second ones already adopted. These involve a traffic plan and ways to mitigate traffic. This was one of the main concerns expressed by Clarke Ave. residents concerning the school's plan (see story March 10, p. 1).

The three storey-addition is to include increased classrooms, a library, gymnasium, multi-purpose room and offices to the long over-crowded elementary school. It is the only French public elementary school in Westmount.

Register petitions have been validated from the concerned zone R3-23-01 and a contiguous zone R9-23-02, city clerk Andrew Brownstein confirmed last week.

**Police Report**

## Metal passed off as toonies

BY MARTIN C. BARRY

Banking staff at the TD Canada Trust branch at the corner of de Maisonneuve Blvd. and Greene Ave. fell for a classic scam in early January when a fraud artist succeeded in cashing in several rolls of \$2 toonie coins – most of which were later revealed to be worthless metal tokens.

According to Montreal Police Station 12 community relations officer Constable Stéphan Laperrière, a male suspect went to the branch on January 28 a short time after 5 pm. “He wanted to exchange what looked like on first view a roll of \$2 coins,” he told the *Westmount Independent*.

However, once the suspect had left, the staff realized that the rolls contained metal slugs rather than legitimate coins.

Although the police report of the incident didn't specify how many rolls of coins were passed off by the perpetrator, Laperrière said there were “several.”

Although the incident took place in late January, it was only reported to police at Station 12 on March 15, Laperrière added. He said the matter remains under investigation as “a form of fraud.”

**Upper Westmount break-in**

Burglars who broke into a home in upper Westmount during the evening of March 13 were only able to make off with a few small household items after apparently being scared off when the home owner returned and interrupted them.

“When the owner got home around 8:10, he realized that the alarm had been set off,” said Laperrière, noting that the home owner was left with the impression that the break-in had probably taken place not long before his arrival.

“When he went around the house to look around, he then realized that someone had come in by the second-floor balcony. Several rooms inside had been searched.”

According to the police report, the owner concluded that the suspect had enough time to search two rooms in the house, but left when he heard someone coming in. Although it appeared that nothing of great value was stolen, the owner reported to police that some minor items lying about in the master bedroom and other areas of the house were taken.

**COVID-19 procedures for police**

With growing awareness of the COVID-19 pandemic, police officers at Station 12 are taking extra precautions to safeguard themselves and others from being infected by the virus.

“We are practising safe distancing and making sure we are washing our hands,” said Laperrière. “For police officers working in cars together, we are disinfecting the car before we start any shift just to make sure.”

“We now all have specialized masks that we have all been trained to put on properly,” he added. “So if we do have to meet with someone who might be contaminated or has symptoms of COVID, we also have gloves to help protect ourselves and which are at our disposal at all times.”

In the meantime, Laperrière said police officers from Station 12 are continuing to patrol and provide protection, with support from Westmount Public Security.

For the general population, he suggested that anyone who has any suspected COVID symptoms should call COVID-19 hotline (1.888.268.4319).

In NDG but impacting Westmount: Mayor Smith

# Council asked for info on construction of seniors' residence

BY LAUREEN SWEENEY

How will Westmount residents stay informed once construction gets under way on the approved Groupe Maurice seniors' residence in NDG but bordering Westmount at Claremont/de Maisonneuve/St. Catherine?

Work is slated to start on the 10-storey building in May with completion in fall 2022.

"This is a major intersection," stated John Fretz, of Lansdowne Ave., at the council meeting March 2. "What are we in for?" and "How will that information get to us?" He asked whether it could be put on the city's website.

District 5 councillor Marina Brzeski said she would look into it. She said, however, that door-to-door communiqués had been mentioned at a public information and marketing meeting held by the devel-

oper though she had no details.

Located at the busy junction, the building will be right on Westmount's doorstep, according to its latest iteration. This shows it running almost up to the Westmount sidewalk on the west side of St. Catherine as the building goes south from the corner.

"They're very well aware it's right across the street from us," Brzeski explained. Because it is entirely in NDG, however, the city has not been involved.

"It's not something we have the ability to block," added Mayor Christina Smith. "It certainly will have an impact on that neighbourhood."

A previous proposal that included a Provigo store at ground level had a larger setback from the Westmount sidewalk though the entrance ramp for truck deliveries crossed over it.

This had involved the city and its traffic concerns.



A rendering of the planned building shows how close it is to the Westmount sidewalk on St. Catherine.

ILLUSTRATION COURTESY OF GROUPE MAURICE.



This rendering of the former proposal shows a grassy setback or parkland.

IMAGE COURTESY OF PROVIGO

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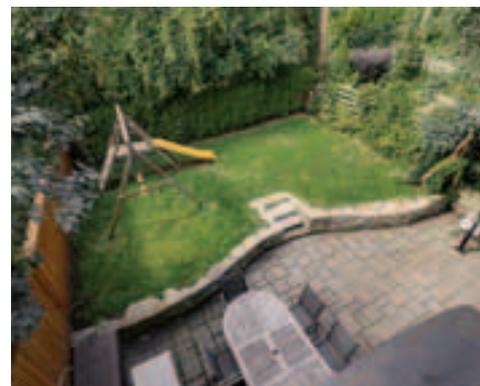
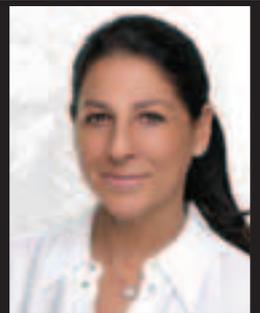
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# Metro grocery store has been busy!



BY RALPH THOMPSON

The Metro grocery store on Sherbrooke and Victoria was very busy March 13 (and following), with long lines inside and outside the store, and full shopping baskets.

A week later, March 20, it was quite busy around 9:30 am but there were no long lines. One enthusiastic shopper was seen loading about ten bags of groceries plus packets of paper towels and toilet paper into the back of her SUV, but otherwise it looked normal.

“The staff are amazing,” said Metro franchise owner Fiorello Vellucci. “They are doing everything within their powers to come in on days off and to work overtime.”

Vellucci has recently hired seven new

employees and would welcome anyone who is looking for a little extra employment.

Metro Inc.’s “warehouses are getting emptied just like our shelves because everybody is buying extra products, but they really are doing an exceptional job of ensuring products are evenly distributed. We want everybody to be supplied. We are limiting purchases to two items.”

Are there any shortages? “Metro had a shortage of bottled water but, through my contacts and providers, we have found other supplies of water,” said Vellucci.

For the short term, the store is not taking return bottles or cans just to minimize the possibility of spreading the COVID-19 virus. Its current opening hours are from 8 am to 8 pm.



There were many full shopping carts on March 13, above, leading to bare shelves in the toilet paper department, top left, and substantially depleted shelves in the meat section, top right.



There was no shortage of toilet paper or paper towels at 9:30 am on March 20, left, although it had been depleted by 5 pm (inset). Another delivery was expected in the evening. Meat was relatively plentiful March 20 at 5 pm, right.



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**IMMEDIATE OCCUPANCY**

**3455 Rue Drummond**

**3470 Rue Simpson**

**Le Chateau – 1321 Rue Sherbrooke O.**

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**Asking Price \$539,000  
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**Asking Price \$875,000  
MLS #27933295**  
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**Asking Price \$4,550/month  
MLS #21871867**  
12th floor. 1519 square feet – furnished rental – great views, 2 bedrooms, 2 bathrooms.

**IMMEDIATE OCCUPANCY**

## Spring = ping-pong



Westmount Park was abuzz March 15 with family activities. There were many children on the swings, boys with water guns, people playing badminton and others riding bicycles. Table tennis player Louis and his father, Damien Chérière, were having a very competitive game in spite of the puddles, ice and snow. It was a tight score, 10-10, and both were looking quite determined.

PHOTO: RALPH THOMPSON

## The gloves of spring, part 2



These three, unmatched gloves were photographed on March 19 on St. Catherine near Metcalfe (left) and Côte St. Antoine near Clarke.

PHOTOS: INDEPENDENT.

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Safe  
Bon  
Courage**

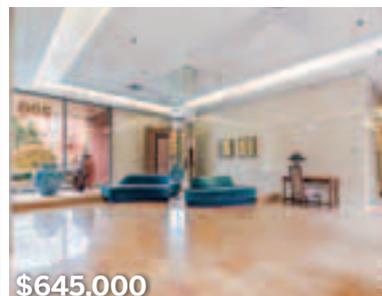
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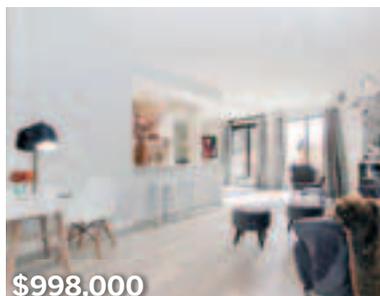


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# COVID-19 measures enacted at the 4300, 250 Clarke

BY MARTIN C. BARRY

Administrators at two Westmount high-rise apartment buildings where a large number of senior citizens are tenants say special measures have been put into place to safeguard vulnerable seniors from the spread of the virus causing the COVID-19 pandemic.

At the Royal Westmount at 250 Clarke Ave. near the corner of St. Catherine St., an administrator who answered the phone said they are taking the situation seriously.

“We are closely monitoring who is

coming in and out of the building,” he said. “The pool is also closed and we have increased the basic maintenance in all our common areas.”

He said they were waiting to receive a supplementary delivery of hand sanitizer, after agreeing to give priority to hospitals and other health care institutions.

In the meantime, containers of hand sanitizer were deployed in some common areas, he added.

Although Minto Properties, which owns the 4300 de Maisonneuve, did not respond to a voice mail from the *Westmount Independent*, two residents confirmed that special sanitation measures are being taken in the sprawling high-rise building.

“Minto has sent us notices of all the precautions they are taking and the board is on top of it as well,” said Dr. Muriel Gold, a 4300 de Maisonneuve resident, who also sits on the board of the building’s tenants’ association.

Although she was at her winter home in Florida when contacted by the *Independent*

last week, Dr. Gold said she was returning on a flight and expected to arrive in Montreal March 22.

Another 4300 de Maisonneuve resident confirmed that protective measures are being implemented in the building.

“I know that they have hand sanitizer at the entrance,” said Viviane Agia. “And they have also closed the gym and the library where people could gather.”

Agia said there appeared to be far fewer people coming and going in the building since the announcement of social distancing measures by the provincial government and health authorities.

“I don’t go out much myself, but I noticed when I took the elevator with some people that we were riding quite far from one another,” she said.

“When a third person wanted to get on, he decided not to because that would have made us too close. So we’re trying to be at least three feet apart. One lady was being very careful to keep her distance from me. We are all trying not to be too close.”



250 Clarke Ave. on March 18.

Currently recovering from a fall she had about two months ago, Agia said volunteers and staff from the Westmount Contactivity Centre were in touch with her last week as the COVID-19 crisis escalated to determine whether they could help her with any needs.

As well, she added, a CLSC nurse who cared for her immediately following the fall called to check on her well-being.

“I think that it’s very nice of these people to call seniors to see if we need anything,” said Agia. “Maybe some seniors don’t have anybody to do their shopping. It’s a very nice thing they are doing to call.”



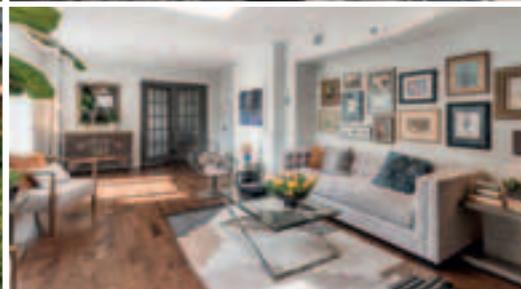
The 4300 de Maisonneuve on March 18.



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331 Lansdowne Ave. | Centris # 19297811

This elegant detached home spans over approx. 4,950 s.f. of living space plus an 1,800 s.f. finished basement. It features 6 bedrooms, 4.5 baths, C/A & more. The 8,720 s.f. lot has a heated outdoor salt water pool that backs on to Westmount park. 1 garage & 4 outdoor parking spots included.



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History by  
the House

ANDY DODGE

# 75-77 Bruce: Once William Kerr's backyard

Greene Ave. in about 1900, and the mansion became an apartment building/rooming house before being demolished for the Ville Marie Expressway in the 1970s.

Meanwhile, the Greene-Atwater group (we are reminded that Lucy Huntington Greene married Edwin Atwater and produced eight children, several of whom joined their father in local politics and real estate) kept the remainder of the lot and developed the frontage on Dorchester St., finally selling the land behind those houses in 1898 to a lumber merchant, George Bradshaw, and creating Bruce Ave.

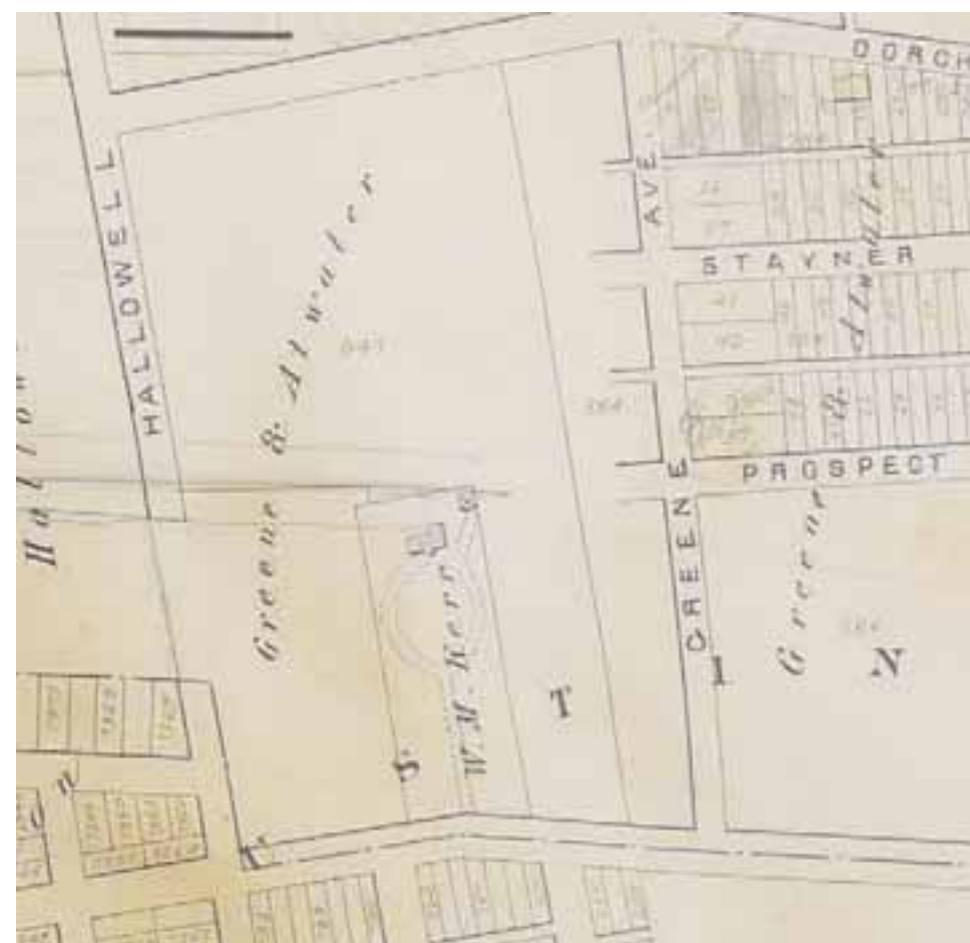
## Bruce, Columbia founded as cul-de-sacs

Of course, Hallowell St. – which originally extended from Dorchester St. into St. Henri – had been cut off by the CPR and the planned Bruce and Columbia avenues had to be cul-de-sacs, so construction was planned with lanes parallel to the houses on Dorchester and then serving the planned houses on Bruce and Columbia.

Construction began on Columbia first, in 1896, then on Bruce in about 1901, but the top section for Bruce, just south of the laneway, was purchased by Thomas Baird from Ormstown, who apparently took his own time trying to develop his plans for the 108-foot frontage. Unfortunately, Baird



75-77 Bruce on March 11.



Map estimated to be c. 1879, from the city of Montreal/national archives.

The arrival of the Canadian Pacific Railway in the mid-1860s had a devastating effect on many of the mansions built along Dorchester Blvd. at the crest of the slope leading down to St. Antoine St., both in Montreal and what was to become NDG (18xx), the town of Côte St. Antoine (18xx) and Westmount (town: 18xx; city: 18xx).

Not the least of these was a fine stone-front detached house set well above St. Antoine St. west of Greene Ave., with a long driveway and turning circle leading from St. Antoine, purchased by William Kerr in the name of his wife, Agnes Brodie, in 1873 from Edward Kirk Greene, Edwin Atwater and George Augustus Greene, who a year earlier had taken over entire block between Greene Ave., Hallowell St., Dorchester and St. Antoine.

## CPR cuts through

The house enjoyed the empty land around it until, in the 1880s, the CPR right-of-way cut through the property just behind the Kerr mansion. The Kerrs stayed there until Selby St. was extended west of

died in the spring of 1908 and it took four years to sell off the land for development.

## Duplexes built

Thomas Muir Nairn sought out a builder named Samuel Berling who designed a detached triplex and two semi-detached duplexes for the site, then turned over the two duplexes to a real estate agent named Joseph Alexander Besner, who purchased the two along with property on Columbia Ave. and elsewhere.

He then sold the duplexes (along with other property in the area) to Bernard Bronstein, a St. Laurent St. merchant who got into financial trouble with the city, which seized the property and sold it for \$2,500 to Louis Boyer, a lawyer, and Aurelien Boyer, a civil engineer, in December 1917.

It took that pair eight years, it seems, to find a buyer willing to pay them the same amount, when it was bought by Harry Basil A. Evans, who settled into the downstairs unit and found a tenant, J. D. McKeown, who owned a chain of bakeries in Montreal.

He stayed upstairs for four years, then it was taken over by another local baker, Alex Maitland, whose store was located at 4124 St. Catherine.

In 1934 a chemist with Frosst Phar-

maceuticals, G. W. Holden, moved in and stayed 12 years, through the Great Depression and World War II. In 1946, Basil

*continued on p. RE-22*

## HISTORY OF 75-77 BRUCE AVENUE (since construction)

75-77 Bruce:		
11-May-1925	Harry Basil A. Evans	\$2,500
10 Apr 74	Roger Gregoire & Hans Mandt	\$44,000
75 Bruce:		
3-Dec-1992	Daniel Caya & Lise Malo	\$169,000
13-Nov-2015	Emond Sealy & Panagiota Katsiroubas	\$600,000
77 Bruce:		
6-Jan-1992	Claude Beaudet & Patricia Stanley	\$169,000
30-Apr-1996	Jim McCoy & Lyne Dee	\$145,000
2-Oct-2000	Julian Giacomelli	\$243,000
15-Jun-2006	Vytas Gruodis & Sarah Elizabeth Cundill	\$375,000
2-May-2008	Melanie Schirmer	\$435,000
1-Mar-2016	Gonzalo Montano & Maria Jose Aznar Perez	\$600,000
25-May-2018	Elisabeth Evans Olders & Andrew Johnston	\$700,000

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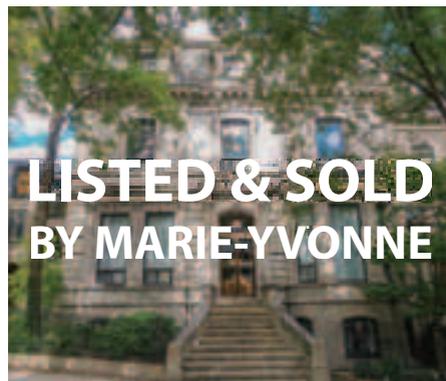
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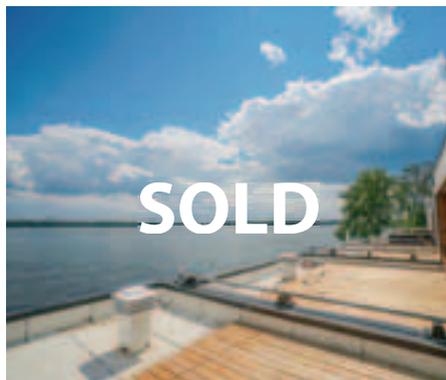
**SOLD**

BOUL. LAKEVIEW, BEACONSFIELD



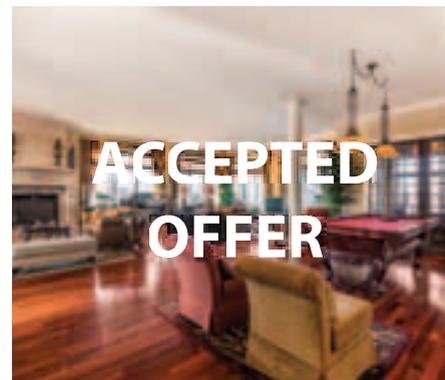
**SOLD**

“HERITAGE”, OLD PORT



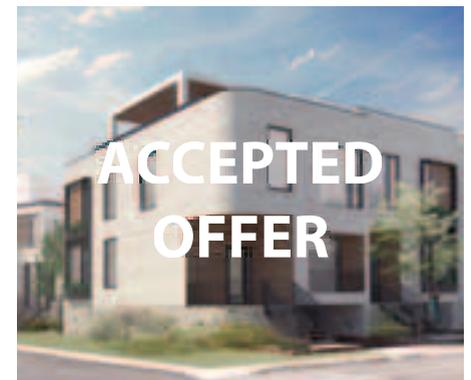
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## Construction, destruction, construction



On March 18, top left, the 1111 Atwater seniors' home and condominiums building (at Dorchester) is now out of its construction pit. A small part of the building will be in Westmount; top right, the destruction of 4014-22 St. Catherine (viewed from the alley between St. Catherine and Tupper) to build a mixed residential, commercial and retail building continues apace; and, bottom right, the town houses at Hillside and Metcalfe are starting to take final shape. They are all sold, developer Darren Reid told the *Independent* March 20.

PHOTOS: INDEPENDENT.

### House history, cont'd. from p. RE-20

Evans, who had lived in the downstairs flat for 20 years, moved upstairs and lived there until he died in 1959. He rented out the lower flat to various people, including his daughter, Katherine Evans, from 1955 to 1958. His widow, Muriel Evans, remained upstairs until 1970, and then daughter was the occupant until 1973.

### Ownership splits

Finally, Katherine sold the duplex for \$44,000 to Roger Gregoire, a flight director, and Hans Mandt, a purser, in 1974; Gregoire lived downstairs and Mandt took the upstairs flat, remaining in place until 1992, when Mandt sold his 50-percent share to Claude Beaudet and Patricia Stanley, for \$169,000.

The owners decided to condominiumize the duplex so that Gregoire could sell his unit for the same \$169,000 to Daniel Caya and Lise Mayo. That unit did not change hands until it was sold in November 2015, for \$600,000.

The downstairs unit was sold six times between 1996 and 2016, dipping in value from \$169,000 to \$145,000 in the mid-1990s, then climbing in price to \$700,000 in the last sale, May of 2018, when the current owners took over.

The upstairs unit (77 Bruce) has a current valuation of \$676,600 while the downstairs (75 Bruce) has a tax value of \$687,900.



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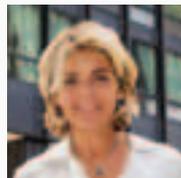
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