

Devmont confident investors will see value in Westbury Montréal

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Another piece in a major redevelopment plan affecting parts of Montreal and TMR got officially underway last Saturday when 400 or so potential condo buyers got their first glimpse of a new residential project slated to rise on the site of the former Armstrong flooring factory on the east side of the Décarie Expressway in Montreal.

Devmont, which has built a significant number of large condo projects in Montreal over the past quarter-century including the Rouge condos in the “Triangle” district just west of TMR, is the company behind Westbury Montréal.

Promotional material describes Westbury Montréal as “a brand new urban development, located in a booming area, where Le Triangle and the Town of Mount Royal intersect.”

In an interview with The Post, Marc Lefort, vice-president of sales and marketing at Devmont, described Westbury Montréal as a “neighbourhood” whose development will involve the construction of eight buildings, six of which will be residential, while two others will be reserved for a hotel and an office tower.

After noting that Devmont has managed to sell nearly 100 per cent of the more than 700 condos that were part of the Rouge project, Lefort said the company is optimistic about sales at Westbury Montréal because the prospects for ongoing development in the area remain very positive and early buyers stand to receive significant returns for their investment.

“Décarie/Jean Talon is changing a lot,” he said. “In a few years you’ll have the new Royalmount mall at the corner of the 40 and the 15. And at the Hippodrome at one point you’ll have something coming there. So people are going to be buying now because in five or ten years the neighbourhood’s going to explode.”

A first phase of Westbury Montréal is expected to be completed in early 2019, with a second phase by the end of the same year. Subsequent phases will be finished in the following years, with final completion expected by 2022.

According to Lefort, a 40,000 square foot green space will be located in the middle of the first four towers. There will be two floors of commercial space in the first two buildings, including a supermarket, a pharmacy and at least two restaurants. The second floor will have space for a dentist, a medical clinic and a children’s daycare centre.

“The goal of this neighbourhood is to never have cars,” added Lefort. “You could spend a weekend in a neighbourhood like this without ever using your car. You would go to the supermarket, the pharmacy and then to the park. And the Métro Namur is just some 300 metres away.”

All the same, though, car culture hasn’t been altogether forgotten at Westbury Montréal. Parking will be completely self-contained in a two-level underground



From the left, Devmont sales rep Marc Côté, vice-president sales and marketing Marc Lefort, Devmont president Sam Scalia and sales rep Sandra Charpentier are seen here with a scale model of what the completed project will look like.

parking area for each residential building. As well, there will be above-ground indoor

parking for customers at the stores.

Résumé:

Le promoteur Devmont qui a construit les condominiums Rouge dans le Triangle juste à l’ouest de VMR vient de dévoiler son prochain grand projet – Westbury Montréal.

Il s’agit d’un projet de 550 unités résidentiels, plusieurs tours, un hôtel, un édifice à bureaux et des installations commerciales.

Une première phase de construction devrait être achevée au printemps 2019 et le tout devrait être complété en 2022.

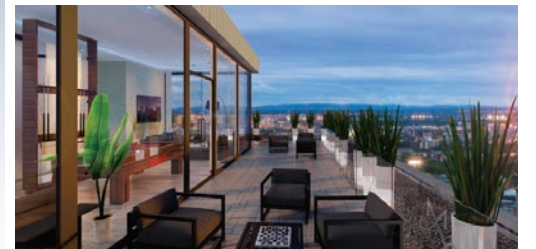
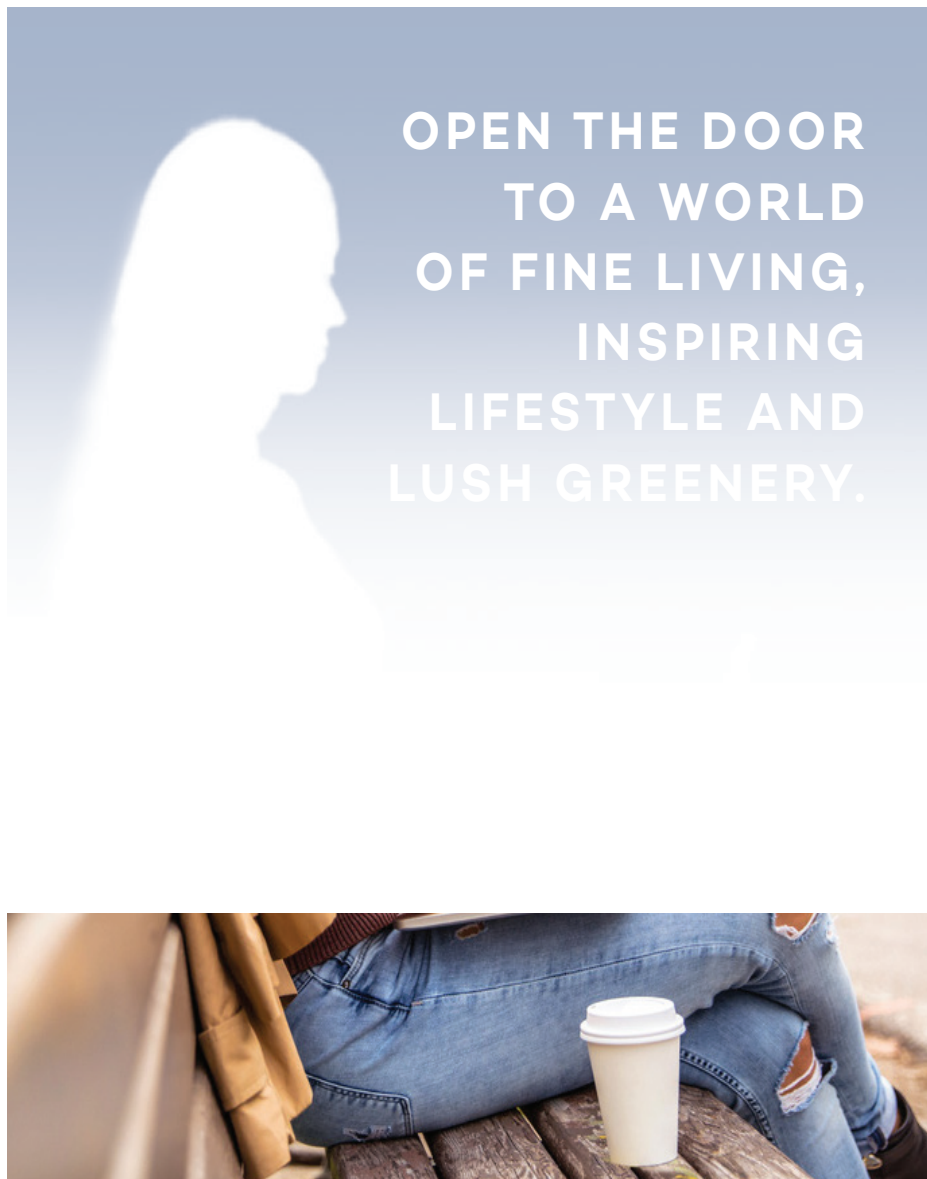
Devmont est confiant que le projet saura générer beaucoup d’intérêt puisque le voisinage est en pleine croissance et les acheteurs verront ces unités comme un bon investissement.

THE PROMOTERS OF ROUGE CONDOMINIUMS PRESENT



westburymontréal

DISTRICT URBAIN



LAUNCH OF PHASE 1 OF OUR PRIMMA CONDOMINIUMS ON MAY 6, 2017

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