

Villeray Condominiums project nears completion

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For most of the last decade, Montreal's downtown core and surrounding areas such as the Old Port and Sud-Ouest borough have undergone a substantial gentrification. New residential developments have been going up at an impressive pace, allowing an increasing number of suburbanites and off-islanders to move into the city centre.

While the population in these areas continues to grow, developers have started turning their attention to trendy areas slightly farther away from downtown. These include Plateau-Mont-Royal, Mercier-Hochelaga-Maisonneuve and, more recently, Villeray.

Condo projects are few and far between in Villeray because the community simply doesn't have the available land found in other areas of the city. But a new project called Villeray Condominiums on Lanaudière St. is drawing a lot of attention from buyers.

"The project answers all of the needs and wants of buyers, whether they're first-time or second-time buyers, and with or without children," said Diego Di Stefano of Constructions Diego, the company behind the project.

"It's well-designed, well-built, and well-located, with more than adequate living space and high-end materials and finishings. Why wouldn't people love this development?"

Considering the three-phase project is already 90-per-cent sold, it appears buyers agree with Di Stefano.

Ground broke on Phase 1 of Villeray Condominiums in June 2012 and the building was fully occupied by March 2013. Construction started on Phases 2 and



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Villeray Condominiums, a three-phase project on Lanaudière St., is already 90-per-cent sold. The first building was fully occupied by March this year, and construction started in May on Phases 2 and 3.

3 in May, with delivery for occupancy expected before the end of the year.

"What was important to me, in the design of Villeray Condominiums, was to build a project with distinct contemporary features that also integrated well with the existing neighbourhood," Di Stefano said.

"This step is crucial because it requires just the right balance of materials to obtain the perfect end result."

All four exterior walls of Villeray Condominiums are covered in masonry, which isn't very common in new construction.

"Most buildings today are made of a mix of aluminum, vinyl and even plexiglass coverings instead of the traditional all-brick-and-masonry way of build-

ing," Di Stefano said. "While these materials are much more cost-effective, they not only weaken the integrity of a building's envelope but they can also reduce its lifespan."

In addition to Villeray Condominiums' impressive exterior, large windows and staggered glass balconies add a contemporary touch to the traditional brick walls of the buildings.

The project will include two- and three-bedroom condos for a total of 16 units upon its completion. Two-bedroom units range from 950 to 1,200 square feet and are priced from \$249,900 to \$324,900, including taxes. Three-bedroom units range from 1,250 to 1,800 square feet and are priced from \$359,900 to \$379,900, including taxes.

The condos are all designed in a contemporary style, with minimalist straight lines combined with light and dark tones and high ceilings, giving the units an open, clutter-free look. Moreover, the developer made a point to include many perks as standard in the price of the condos.

They include: hardwood engineered floors; porcelain, ceramic, glass backsplash and mosaic; high-end lighting and plumbing fixtures; quartz countertops; textured thermo-plastic cabinets; A/C and heat pump, air exchanger; under-mount kitchen sinks; central vacuum system; security system; and a very large glass rain shower.

"Most buyers visiting for the first time can't seem to wrap their heads around the idea that

everything is included," Di Stefano said. "But I truly believe that offering the most complete product possible will be reflected in the buyers' appreciation for their new home."

And as the saying goes: Location, location, location. In addition to the units' design and the quality materials used in the buildings, their comfortable spot in Villeray is another attractive element of the project.

"Public transit is extremely accessible in this area," Di Stefano said. "There are bus stops and métro stations nearby, and Bixi and Communauto stations are installed only a few hundred feet away from the project, making it very easy for buyers to travel around by bike or by car."

There are also a handful of schools in the area, in addition to daycares and parks, making it an ideal spot for families with kids. The main commercial sectors in Villeray feature a lovely style reminiscent of Soho in New York, with small local boutiques and a variety of restaurants.

"Nearby communities such as Little Italy are wonderful in the summer because they provide so many festivals and events," Di Stefano said. "The project is in such a great location, because it's tranquil but you have everything you could possibly need or want close by."

With a limited amount of land in Villeray for condo projects, and this development selling out quickly, buyers interested in the area would be advised not to put off exploring their options for too long.

"It's just a great place to be and live," Di Stefano said. "The community is so special and vibrant and I'm really proud of the project we've built. It's a beautiful space for anyone to make a home in."