

Now is the time to invest in Montreal real estate

MEGAN MARTIN, POSTMEDIA CONTENT WORKS Updated: March 28, 2019



Victoria sur le Parc is set to change the Montreal skyline. SUPPLIED

With upwards of \$2 billion in foreign investment, a booming job market, and real estate prices on the rise, there's never been a better time to invest in all Montreal has to offer. The timing couldn't be better for real estate developers in the second-largest city in Canada. Broccolini — a storied family operation that has been in business for nearly 70 years — is

using these ideal conditions as the backdrop to move forward with its new flagship downtown high-rise: Victoria sur le Parc.

As the tallest residential mixed-use tower in the city, the landmark building is set to change the Montreal skyline forever, attracting buyers from all over the world. In fact, its design is on a scale the likes of which Montreal has never seen, with 300,000 square feet of office space, 25,000 square feet of commercial space and 400 luxurious condominiums.

"We purchased the land for \$100 million, which was a record-breaking transaction in Montreal; it actually made the news internationally," said Jean Langlois, director of communications and marketing at Broccolini. "The Montreal market is on fire; the city is more attractive on the international stage with its universities, and technology companies like Facebook, Microsoft, and Google adding more employees."

What's more, real estate prices in Montreal are more affordable than many other Canadian cities, and international buyers benefit from the city's lack of a foreign buyers' tax. There also isn't a tax imposed on vacant dwellings.

"The economic conditions and international recognition are growing so rapidly that soon the price gap will be closing with the other cities," Langlois said. "This is an opportunity for strong capital appreciation for savvy investors who buy now."

Nestled next to the historic Square Victoria Park, at the junction of the downtown core, Old Montreal, and the Quartier International, the flagship building couldn't be located in a more attractive neighbourhood, especially for international buyers looking to make the most of their time in Montreal.

"This location is of truly unique value because it's an intersection of the best Montreal has to offer," Langlois said. "You can live downtown, next to the financial centre, but at the same time be near Old Montreal where everyone wants to enjoy leisure and the best quality of life, and be near a natural setting as well. Whether you're here on holidays, or for business, you would want to stay in this exact same location."

In terms of entertainment, Victoria sur le Parc's location leaves little to be desired. It's within walking distance of nightlife spots, renowned restaurants, performance and entertainment venues, historic sites, museums, and more. It's also adjacent to the city's humming business centre.

"It's in the most prestigious neighbourhood of Montreal," Langlois said. "It's surrounded by law firms, financial institutions, and large corporate offices; the Montreal Stock Exchange tower is right across the street, and the new headquarters of National Bank of Canada, with 8,000 bank employees moving into the area, is being built right next door. All of this is creating tremendous long-lasting value for owners and investors in Victoria sur le Parc."



The sleek tower was designed by IBI Group of Toronto and renowned Montreal firm Béïque Legault Thuot Architectes. SUPPLIED



Victoria sur le Parc gym SUPPLIED

The building will also benefit from a direct connection to Montreal's underground city, as well as the Square-Victoria subway stop.

The city has been hungry for a project of this magnitude for some time. In fact, for the increasing number of foreign buyers seeking out property in Montreal, a landmark project like Victoria sur le Parc checks all the boxes.

"Because its location is so valuable, it's safeguarded for anyone looking to make an investment in the attractive Montreal market," Langlois said. "It's already a place where everyone wants to be, and we'll be offering the best."

Aside from the value proposition offered by the project's location, the building itself will be undeniably impressive. Its architecture was planned and created by IBI Group of Toronto and renowned Montreal firm Béïque Legault Thuot Architectes. The sleek glass tower will feature an elegant slope that will quickly become synonymous with Montreal's cityscape.



Amenities will include a 24-hour concierge service, a stunning lobby, a gym and fitness centre, indoor and outdoor pools, lounges and terraces, and more. SUPPLIED

“We really expect the development to become an iconic part of Montreal’s skyline,” Langois said. “It will be recognizable from many vantage points of the city, and undoubtedly present in any future publications about Montreal.”

Broccolini didn’t overlook a single detail when planning out Victoria sur le Parc’s high-end units and five-star amenities. Condos will include one- to two-bedroom units and penthouses with high ceilings, equipped with an array of luxury finishings and customizable options. In terms of amenities, the building’s offerings will make it feel more like a full-service hotel than a condo tower, with 24-hour concierge service, a stunning lobby, a gym and fitness centre, indoor and outdoor pools, lounges and terraces, and more.

“The commercial entities occupying the first several floors of the building will all be carefully selected to enhance the lifestyle of Victoria sur le Parc’s residents,” Langois said. “Restaurants, cafés and service centres — things that will enhance the lifestyle for our buyers.”

Victoria sur le Parc is scheduled for delivery in 2023. For more information, visit <https://www.victoriasurleparc.com>

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