

THE MAJESTIC

The 120-unit rental building in Côte-St-Luc has one- to three-bedroom apartments from 800 to 2,000 square feet

MEGAN MARTIN

While Montreal has had an abundance of luxury condo building projects for sale over much of the last decade, high-end rental properties have not been as readily available, despite the growing demand for this type of housing. That's why, when the developers at Cons Properties saw an opportunity to create one such luxury rental project in Côte-St-Luc, they jumped on it.

The Majestic building, which was designed by Rhona Goldenberg, is being built by Reliance Construction Group on Abraham de Sola Street in an area often referred to as North Hampstead, despite being geographically located in Côte-St-Luc. The exterior is largely finished, a model unit is being launched June 28, and the occupancy date is scheduled for November 2020.

The 120-unit building will be executed in a single phase, with one- to three-bedroom apartments ranging from 800 to 2,000 square feet, and priced from \$2.65 to \$3.05 per square foot.

Units will be turnkey upon delivery and include high-end standard features such as oak hardwood floors; large closets — and, in some cases, walk-in closets; floor-to-ceiling tiled bathrooms; custom-designed Grolle kitchens with stainless-steel appliances; imported stone countertops; double waterfall islands and breakfast counters. Laundry rooms will accommodate a full-size washer

“Our clientele are selling mostly million-dollar properties and moving into this building long-term, so their experience and lifestyle maintenance is something we don't take lightly.”

BRITNEY ROZENBLAT

and dryer, and all units will have private balconies. Penthouse residences will include large private rooftop terraces, and ground-floor units will include a private garden space.

“Luxury renters today have seen it all, and they want to have a residential experience like that of the finest hotels around the world,” said Brittney Rozenblat, one of the lead brokers on the project, which is being exclusively represented by Rozenblat Realty Group. “The Majestic is all about providing the highest possible customer experience through the quality of materials and custom finishes; there is nothing standard about what we're offering.”

In terms of amenities, the de-

velopers tried to focus on luxury offerings that are aimed at creating a convenient and coveted lifestyle for tenants.

These include a 24-hour doorman and full concierge service, a state-of-the-art security system that provides added privacy and protection, as well as a secure room for package deliveries, and an app that allows for on-call services such as dry cleaning and housekeeping.

“We find that in many of the projects being built, you have a long list of impressive amenity spaces but residents do not fully appreciate them,” Rozenblat said.

“As a building mainly focused on lifestyle, we will be providing a concierge who can take care of organizing services like personal trainers to use in our Peloton-equipped gym, and chef services for catering and wine tastings within your unit or on the rooftop terrace.”

Other amenities in the project will include building-wide Wi-Fi, impressively landscaped grounds, a fitness centre and yoga studio, ground-floor lounge with a fireplace, a rooftop lounge with sunset bar, entertaining spaces, barbecues and a summer kitchen. There will also be two levels of indoor parking, a car-wash area, electric-car charging on request, bicycle storage and private lockers.

In addition to its impressive amenities offering, another distinguishing factor of the project is its exterior design, which was inspired by the heritage limestone



A luxury rental building, The Majestic is launching a model unit June 28 and has scheduled an occupancy date of November 2020 for residents. RENDERING COURTESY OF NARCIS BENGA

buildings seen in downtown Montreal and Old Montreal.

“Côte-St-Luc's large residential buildings were mostly built in the 1970s or later; nothing prior to that existed,” Rozenblat said. “The developers felt that there needed to be some type of building with unique character that will preserve the city's heritage and create something that no one has done before. Anyone can build a brick building, but rarely can someone build a landmark.”

The building's façade incorporates architectural details inspired by Europe's majestic limestone buildings, and the views from the residences will be incredible, with direct eyelines toward St-Joseph's Oratory and Hampstead.

“As important as the exterior look of the building is, we really tried to focus on the experience of our residents from within the units,” Rozenblat said. “Our clientele are selling mostly million-dol-

lar properties and moving into this building long-term (as they downsize from a house into an apartment), so their experience and lifestyle maintenance is something we don't take lightly.”

In terms of location, Majestic will be in close proximity to just about everything from main highways, the Décarie Expressway, major hospitals, elementary schools, high schools, synagogues, churches, parks and more.

The development will be in a truly convenient location, while still being in a quiet upscale residential neighbourhood — so, in a sense, tenants will be getting the best of both worlds.

“There's intrinsic value when you're building something this unique and spectacular,” Rozenblat said. “The Majestic's residents are those who appreciate premium quality and fine design and that's exactly what we're going to deliver.”