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JOHN KENNEY THE GAZETTE

Mitchell Abrahams (left), president of the Benvenuto Group, and Mitchell Moss, president of Crofton Moore in a full-scale unit model for the Peterson condo project.

Condo project destined to be a landmark

'Quartier des Spectacles is the most dynamic area in Montreal,' developer says

MEGAN MARTIN
SPECIAL TO THE GAZETTE

If you're looking to live in the middle of all the action Montreal has to offer, it's hard to imagine a

better location than the entertainment centre of the city: Quartier des Spectacles.

That's why the Benvenuto Group chose the spot for its latest development, the Peterson condo

project.

The single-building development will consist of 280 units, 60 of which will be lofts. Construction on the project will start at the end of 2012 and delivery is expected in early 2015.

"There are so many interesting details about this construction," said Mitchell Abrahams, president of the Benvenuto Group. "The architecture is fan-

tastic, it's very different."

The Peterson project was developed by renowned architect Bruno St-Jean and designer Bryan Patton. With 34 stories, impressive balconies, and stunning design, the building will be set apart from other downtown high rises.

"One distinguishing feature is that the project was designed so that there are no north-facing units," Abrahams said. "Having

all the units face either south, east or west means that everyone has a view of Quartier des Spectacles, Old Montreal, the river or the downtown skyline."

Having such views from every unit is a rarity for a downtown highrise as other buildings usually make aesthetically pleasing views hard to come by

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CONDOS 'Every suite features a designer package – no need to upgrade'

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"It's a building that people will be proud to live in and I think it'll become a landmark in the skyline of Montreal," Abrahams said. "I think Quartier des Spectacles is the most dynamic area in Montreal. You're close to everything being steps from the downtown core, near the best entertainment, galleries and restaurants in the city. You're in the middle of everything you want to be close to."

The project is separated into two components: lofts and the condo units. The lofts feature 18-foot ceilings and mezzanine bedrooms overlooking a living space. They range in size from 670- to 1,000-square-foot and most are priced under \$300,000. The condo units are 450- to 1,500-square-foot in size and range from \$214,900 to over a million dollars.

"All suites come with wide plank engineered wood flooring,

glass showers, designer kitchens, air conditioning and stainless steel appliances," Abrahams said. "Every suite features a designer package, so there's no need to upgrade. Things like quartz countertops and glass backsplashes all come standard."

The condos have nine-foot ceilings and the four floors of penthouses on top of the building have 10-foot ceilings.

The building also has a two-story lobby with the ground floor featuring a 24-hour concierge, a guest suite and a party room. There is also a lounge with theatre screens, a pool table, foosball table, and demo kitchen. The lobby entry has a sitting area with a grand piano.

On the 25th "activity" floor, there is another range of amenities. There is an outdoor lounge area with barbecues, a water feature, three-story climbing wall and a lounge area all overlooking Quartier des Spectacles. Adjacent to

that is a fitness area with a view of the city, cardio and weight training equipment and a yoga room.

There are also three floors of parking in the building, with some spots dedicated to electric cars, indoor bike parking and a bike repair shop.

"You've got a social life right in your building with all these amenities, and then you have everything around you as well," Abrahams said. "And it's such a vibrant neighbourhood and everything is readily accessible, including public transit."

The Benvenuto Group is an experienced developer with high-end, urban developments. They have several projects in Toronto and 90 per cent of their most recent development in Montreal, Onyx across from Mount Royal, sold in just 90 days.

For more information visit lepeterson.com.



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This artist's model shows what the Peterson condo project, slated to be built on de la Concorde St. in Montreal, will look like.

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