

FOR SALE

# ICONIC INVESTMENT OPPORTUNITY

1455 Crescent Street

Montreal, Quebec



**IPA** INSTITUTIONAL  
PROPERTY  
ADVISORS  
A DIVISION OF  
MARCUS & MILLICHAP, BROKERAGE

**Marcus & Millichap**  
GROUPE MARIANI - DI GENNARO



1/4/5/5

Crescent Street  
Montreal, Quebec



# INVESTMENT HIGHLIGHTS

## Prime Retail Location In The Heart Of Downtown Montreal

1455-1471 Crescent Street (The "1455") represents a unique opportunity to acquire property in the heart of downtown Montreal's university and nightlife scene. A location offering 14,504 square feet, unmatched visibility, and high foot traffic.

Crescent Street boasts a high retail attractiveness with students, business professionals and tourists circulating the street on a daily basis. Until the re-development can commence, the prospective investor will benefit from the ability to increase cash flow by reducing vacancy. The pent-up demand for nightlife and easing of Covid-19 restrictions will make any vacancy at 1455 Crescent Street top priority for retailers.

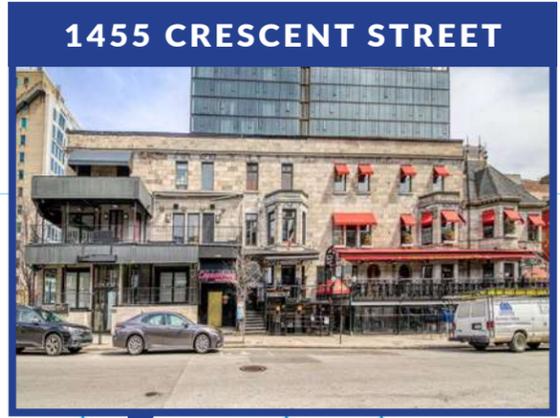


## Property Highlights

- Address 1455, 1459, 1465, 1469 & 1471 Crescent Street
- Lot Numbers 1 341 058, 1 341 060, 1 341 062 & 1 341 063
- Land Area 14,504 Sf
- Building Area 41,657 Sf
- Density 3.0
- Max. Site Coverage 100%
- Max. Floor 3
- Year Built 1926
- Zoning - Permitted Uses Commercial, Industrial



# LOCATION OVERVIEW



CRESCENT STREET



DRUMMOND STREET



PEEL STREET



SAINTE-CATHERINE STREET WEST



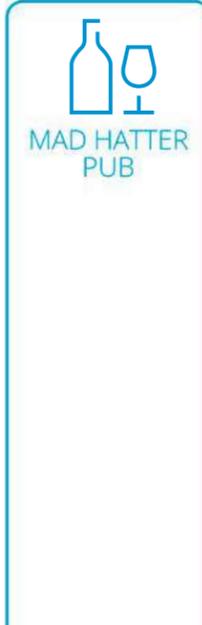
GUY STREET



BISHOP STREET



BISHOP STREET



DE LA MONTAGNE ST.



STANLEY STREET





## LOCATION OVERVIEW

### GOLDEN SQUARE HOSPITALITY

The Golden Square Mile, home to glitz and glamour since the 19th century. This fabled Montréal neighbourhood – bordered by Des Pins Street (at the foot of Mount Royal), Guy Street / Côte-des-Neiges Rd., Sainte-Catherine Street and Robert-Bourassa Blvd. / University Street – remains a pure downtown destination.

The name Golden Square Mile comes from the area's commercial prosperity, a trait that remains to this day. Today the area remains true to its namesake thanks to the top firms that have established themselves along Sherbrooke Street, as well as a wide variety of hotels answering the important demand of visitors and festival-goers wishing to stay in the epicenter of the city of Montreal. These hotels offer a wide range of rooms from refined luxury to affordable.

With its proximity to the Museum District, the Golden Square Mile is only steps away from famous cultural locations such as the renowned Montreal Museum of Fine Arts.



## MARKET OVERVIEW

### HIGH-STREET RETAIL MARKET

As flagship locations become increasingly important branding opportunities to retailer's omni-channel and global selling strategies, rental rates will continue to grow. Sainte-Catherine Street West's retail rental rates are comparable to other North American retail corridors such as Newbury Street in Boston, Queen Street in Toronto, State Street in Chicago and Lincoln Road in Miami.

International brands such as Apple, Uniqlo, Aritzia, Lacoste, Victoria's Secret, Club Monaco, Swatch, Michael Kors, Canada Goose and many others have a strong presence on the street.

### DOWNTOWN MONTRÉAL GROWTH

Downtown Montréal is currently benefitting from significant development activity, primarily in the area surrounding the Property. The location is strategic due to its proximity to the business core of the city, the St. Catherine Street West retail corridor, and the Bell Centre, generating tremendous development demand. There are currently numerous condo buildings, hotel developments and office towers, planned for construction or in near-term planning within the immediate area surrounding the Property. Compared to other markets in the GMA, residential condominiums developed in this neighborhood are being offered at premium pricing reaching above \$1,000 per square foot in some cases.

The recent condo and hotel boom are significantly increasing the area's population, enhancing demand for retail goods which will benefit the Sainte-Catherine Street West retail corridor.



# PROPERTY OVERVIEW

## PRIME LOCATION - DOWNTOWN MONTREAL

Crescent Street is a magnet for foot traffic with tourists, students, and office workers. The property is situated in the prominent section of Crescent with an array of retail developments, hotels, restaurants, and entertainment venues in a five-minute radius. The investment is 100 meters from Sainte-Catherine Street West (the city's primary commercial artery), and Concordia University. Concordia University has over 46,000 students.

Montréal's downtown core has been undergoing a revitalization during recent years fueled in large part by demographic trends toward a live-work-play lifestyle. The growing residential population in Montréal's downtown core is further enhanced by high-income neighborhoods such as the Golden Square Mile, Westmount, and Old Montréal, all of which are located within walking distance of downtown.

## AREA DEMOGRAPHICS



**185,690**  
Daytime  
population



**\$ 68,842**  
Average  
household  
income



**36.9**  
Average  
age



**84**  
Bike  
score



**99**  
Walk  
score



**6 min. walk**  
from Guy-  
Concordia  
metro





# BELOVED LOCATION

## AN EXCEPTIONAL STREET IN THE CITY OF FESTIVALS

Crescent Street is well known for hosting many large-scale events. As the famous street has a very special connection to the automotive world, it has been the site of the Formula 1 Grand Prix Festival for the past 20 years. Festival-goers gather on Crescent Street to participate in the many days of car shows featuring brands like Ferrari, McLaren and Mercedes.

In addition, numerous events are hosted every year at this location by; Tennis Canada, Montreal Alouettes, Skate Space, and CF Montreal. As well as several cultural events such as the Jazz Weekend during the Montreal Jazz Festival, the Laughter Weekend during the Just for Laughs Festival, and the Brazilian Carnival A Marca Bavaria.

The success and scope of these events is measured locally and internationally and contributes greatly to the reputation of the City of Montreal as a City of Festivals.

## LE WINSTON A CULTURAL LANDMARK

Considered one of Crescent Street's founding establishments, a renowned landmark close to Montrealer's hearts, the 1455 housed the famed bar of Sir Winston's Churchill Pub Complex. The pub was founded by the "Father of Crescent Street", Johnny Vago. Sir Winston's with its dance floor, 3-levels of entertainment space, nine bars and large terrace was able to offer unforgettable moments to an incalculable number of patrons since its conception in 1967.



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