

# Project of the week: Snowdon Theatre Condos

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The iconic sign will still be a prominent feature on the new building. *SUPPLIED*

Renowned for its unique art deco design, the iconic Snowdon Theatre is set to be transformed into contemporary condos in the venue's original location later this year. Since its construction in 1937, the theatre's distinct sign has overlooked Decarie Boulevard. Now, although the entire

structure is slated for redevelopment, the landmark sign and the entire façade will be preserved and incorporated into the design of the new condo development.

While preserving these elements was a condition of the sale of the building, the developer plans to go beyond the minimum requirement by embracing the building's rich history.

## History

Snowdon Theatre is ingrained into the fabric of Montreal's history, and will be an extremely unique place to call home.

"Living in a historical building is so special; it's part of Montreal's heritage and that's irreplaceable," said Saul Ciecha, real estate broker and sales leader for the new project with Sotheby's International Realty Québec. "There are only a handful of projects with this type of historical significance in Montreal, and that's why Snowdon Theatre Condos is so distinct."

Snowdon Theatre was opened in 1937 and was a flagship entertainment centre for decades. It closed its doors in 1982 after years of dwindling attendance. The building was divided and used as commercial space following the theatre's closure and was partially rented out to a non-profit gymnastics club for years. The city of Montreal purchased the building in 2004 and continued renting it out to the club until 2013. In 2016 a fire devastated the building's interior, and it was too badly damaged to be salvaged.

Now, the sale of Snowdon Theatre means the building will finally be completely reimagined and restored to its original grandeur.



All units will have high-end inclusions such as quartz counters in the kitchen and bathrooms.  
*SUPPLIED*

## Neighbourhood

The location of the project is one of its key selling points. In the heart of a growing neighbourhood and only steps from Snowdon métro, it's an ideal spot for young professionals and first-time buyers — and being so close to Decarie means that buyers will also have easy access to a major auto route.

“We really envision the neighbourhood becoming a true community with Queen Mary only steps away, access by métro, restaurants, shops, gyms and more,” Ciecha said. “We really see it developing into a village feeling, similar to other parts of the area.”

## Architecture

Construction on the project began earlier this year and completion is expected by summer 2020. The design of the new single-phase, six-storey condo building will feature a contemporary style, with the original façade paying homage to the grand history of the building.

“The developer will restore the building’s art deco features to their original splendour and intends to be fully respectful of the design and conception of the building,” said Ciecha. “It’s our intention that the heritage of this important property is restored so that it can be enjoyed and appreciated by all — especially those looking to live in a building of historical significance.”



Several units will include a loft bedroom. *SUPPLIED*

## Units

The building will house 55 condos and two commercial units on the ground floor. The condos will range in size from approximately 575-square-foot studios, to two-bedroom units up to 1,100 square feet. Some of the condos will be designed with a loft bedroom, in order to maximize space. The loft bedroom also helps optimize the open and airy feeling provided by having high ceilings throughout the unit. Prices will start at \$264,500 plus tax.

In terms of finishes, all units will have high-end inclusions such as quartz counters in the kitchens and bathrooms, as well as engineered wood floors throughout, air conditioning, large windows, and an open-concept design. Stainless-steel appliance packages will be available, and underground parking will be offered for purchase as well.



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*SUPPLIED*

## Amenities

While many projects today opt to maximize their common spaces and amenities, the developer of the Snowdon Theatre Condos project has chosen to go another route to ensure affordability for residents.

The only common amenity will be the rooftop lounging area, which will feature gathering spaces, barbecues, and more. The penthouse units will have direct access to the rooftop lounge area.

“The building is very low-maintenance, which means very low condo fees,” Saul Ciecha said. “It’s a huge advantage; a lot of buyers are turned off by having to pay high fees for amenities they have no interest in using.”

For more information, visit [www.snowdontheatrecondos.ca](http://www.snowdontheatrecondos.ca)  
(<http://www.snowdontheatrecondos.ca>).

*This story was created by Content Works, Postmedia's commercial content division, on behalf of Snowdon Theatre Condos*

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