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Coworking in Verdun and LaSalle 2026: Griffintown Comparison

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Published by 2727 Coworking · 2026-04-30 · coworking montreal · coworking verdun · coworking lasalle · coworking griffintown · shared workspaces · hybrid work · office real estate market · coworking prices

Original article: <https://2727coworking.com/articles/coworking-verdun-lasalle-2026-griffintown-comparison>

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Executive summary

Coworking is growing significantly in Montreal and Canada, driven by the widespread adoption of [remote work](#) and hybrid models. In Canada, this market could almost triple to reach nearly CA\$893 million in 2030 ([www.optixapp.com](#)). Montreal stands out as a “less expensive market” among major Canadian cities ([www.optixapp.com](#)) ([www.optixapp.com](#)), offering more affordable coworking spaces than Toronto and Vancouver, with typical monthly shared desk rates of CA\$200–400 ([www.optixapp.com](#)). In this context, new flexible workspaces are emerging in the outlying neighbourhoods of Verdun and LaSalle, located near the metropolis.

The aim of this report is to provide an in-depth analysis of the coworking landscape in the boroughs of **Verdun** and **LaSalle** (southwestern Montreal) in 2026, notably comparing these markets with **Griffintown**, a trendy neighbourhood adjacent to downtown. We present a historical and current overview, pricing and occupancy data, case studies of actual spaces, and an examination of the economic and sociocultural implications. This analysis covers, in particular:

- The overall context of coworking (history, business models, impact of the pandemic).
- National and Quebec trends (increased use of coworking in a changing office market, worker preferences) ([angusreid.org](#)) ([www.capterra.ca](#)).
- Neighbourhood profiles: urban Geneva (Griffintown), residential dynamics (Verdun), population growth (LaSalle) ([fr-academic.com](#)) ([www.centris.ca](#)).
- Existing coworking spaces: descriptions, services, prices (e.g. *Workden*, *Spaces Verdun*, *Regus Verdun*, *2727 Coworking*, *Loft LPD*) ([www.office-hub.com](#)) ([www.spacesworks.com](#)) ([cowrk.club](#)).
- Comparisons of rates and offerings (including tables) between Verdun/LaSalle and Griffintown.
- Survey and study findings (e.g. a Canadian survey in which 31% cited shared amenities and 30% lower costs as major motivations for coworking ([www.capterra.ca](#)), or a preference for working from home among ~60% of Canadians ([angusreid.org](#))).
- International case studies illustrating the expansion of coworking in the suburbs (US brand COhatch favouring suburbs over downtown) ([www.axios.com](#)).
- A discussion of future issues: coworking's role in urban revitalization, competition with [traditional offices](#) (e.g. WeWork's global difficulties ([apnews.com](#))), growth prospects in suburban neighbourhoods.

The report concludes that Verdun and LaSalle are growing coworking markets: Verdun thanks to its urban rejuvenation and rising entrepreneurial scene ([fr-academic.com](#)) ([www.spacesworks.com](#)), and LaSalle through its strong population growth and proximity to downtown. Despite having fewer options than Griffintown, the available spaces (for example, *Workden* or *Spaces Verdun*) offer more economical packages (≈\$139/day ([www.spacesworks.com](#)) versus \$350/month for a hot desk in Griffintown ([cowrk.club](#))). The difference in price and atmosphere between outlying areas (Verdun/LaSalle) and downtown (Griffintown) is clearly highlighted. Overall trends (a desire for flexibility, “appreciate community” in coworking ([www.capterra.ca](#)) ([www.capterra.ca](#))) confirm that these suburban neighbourhoods have significant potential for the future.

1. Introduction and context

1.1. Coworking: from niche to global trend

Coworking refers to shared workspaces where individuals or small teams, often from different companies, work in a common environment. Originating in the early 2000s (e.g. San Francisco), the concept was popularized in 2010 by players such as WeWork. At the time, it offered a flexible alternative to traditional offices, particularly popular among freelancers, startups and SMEs that valued collaboration, creativity and flexible rental agreements.

Over the following decade, coworking became established worldwide. However, its growth was accompanied by signs of saturation, such as WeWork's high-profile bankruptcy in 2023 (apnews.com). Paradoxically, while some large chains are declining, local players are demonstrating resilience. The Canadian market, meanwhile, has continued to grow: it was estimated at CA\$285 million in 2023 and could reach CA\$893 million in 2030 (www.optixapp.com).

The user profile has also evolved. Surveys (e.g. by IAG Messaging Group for Capterra) reveal that **young businesses and technology sectors** are particularly inclined to use coworking (www.capterra.ca). Indeed, 54% of surveyed Canadian workers at startups or emerging companies reported using shared spaces, compared with 46% in traditional offices (www.capterra.ca). This trend is mainly explained by the flexibility and lower costs offered by coworking: 31% of surveyed coworking users mentioned access to shared amenities (meeting rooms, printers, etc.) as their main motivation, and 30% cited reduced costs / the agility offered (www.capterra.ca). The collaborative and social nature of coworking is seen as an asset, even though its format entails drawbacks (noise, diversity of users) (www.capterra.ca).

Over time, the adoption of **remote work** has also changed the landscape. According to an Angus Reid Institute survey (2025), a large majority (59%) of Canadian workers would prefer to work primarily from home if possible (angusreid.org). This desire for a hybrid model (remote work + office) prompts many companies to seek “third place” solutions: they often propose commuting part of the time and encourage the use of places such as coworking spaces. A common scenario is for employees to work at home most of the time and occasionally come to a coworking space or office to benefit from favourable conditions. Thus, coworking serves as a compromise between isolation at home and dense office models: it allows a return to in-person work while offering more choice and savings.

Finally, the development of coworking is closely linked to the evolution of urban centres. Historically concentrated in downtown areas and business districts, coworking spaces are now extending their presence into “emerging” or suburban neighbourhoods. For example, Axios reports that US provider COhatch deliberately “bet on the suburbs” when opening its coworking spaces, moving closer to people's homes and amenities (www.axios.com). This “tailored” strategy responds to the hybrid trend: instead of saturating city centres, coworking locates close to where people live. Montreal is no exception to this movement: pressure from remote work and the decline of traditional offices are encouraging the opening of more flexible spaces where workers live.

1.2. The coworking market in Canada and Montreal

Nationally, the two metropolitan centres of Toronto and Vancouver have long dominated the coworking landscape because of their concentration of financial and technology businesses. A recent report highlights that **Toronto remains Canada's leading coworking market** (prestigious offices in the financial core), closely followed by Vancouver (a strong downtown startup culture and considerable successes in Burnaby or Richmond) (www.optixapp.com).

Montreal, meanwhile, stands out for its more **accessible** market and bilingual character. The Optix study notes that Montreal appears to be “a more affordable alternative, with a thriving bilingual market” (www.optixapp.com). In practice, downtown Montreal spaces have lower rates than their Toronto counterparts: for example, hot desks average CA\$200–400/month (www.optixapp.com), which is consistent with CA\$350 for a shared desk at 2727 Coworking (Griffintown) (cowrk.club). Indeed, Optix indicates that Toronto and Vancouver have the highest prices, while Montreal offers more economical options (www.optixapp.com).

During the 2020 pandemic, many coworking spaces had to close or adjust their model. However, interest in this type of space has not disappeared: local operators have adapted, and users are gradually returning. In Canada, nearly 59% of surveyed businesses operating in a hybrid model consider returning to the office a priority, while maintaining very high expectations for the quality of that space (flexibility, services) (angusreid.org) (www.capterra.ca). Montreal, with its residential and urban mix, has seen new coworking spaces emerge, particularly in neighbourhoods undergoing redevelopment (e.g. the Plateau, Hochelaga, Griffintown).

The office real estate sector continues to show modest improvement: for example, a market review shows the first signs of recovery in Q3 2025 in Canada (www.canadianrealestatemagazine.ca). But vacancy has remained high. In this context, the businesses reviewed are seeking to adjust their rentals: coworking offers precisely the ability to quickly increase or reduce workspace without a large fixed rent (www.spacesworks.com).

2. Griffintown: a coworking pioneer

2.1. Socioeconomic context

Griffintown is a neighbourhood in Montreal's Sud-Ouest borough, on the edge of downtown. Historically, it was an industrial and working-class area, but since the 2000s it has undergone rapid gentrification. Many warehouses have been converted into residential lofts or cultural spaces, attracting a mixed population of young professionals, artists and entrepreneurs. Griffintown benefits particularly from its immediate proximity to downtown Montreal and the Lachine Canal (developed as a promenade). The neighbourhood also houses several company headquarters and emerging institutions (technology, design, media), thanks to its strategic location and distinctive loft buildings. This urban composition naturally favours the development of shared workplaces.

2.2. Coworking spaces in Griffintown

Griffintown is now one of Montreal's coworking hubs. It is home to both “**mass-market**” players and local “indie” operators:

- **2727 Coworking (109 Rue Saint-Patrick)**: A premium space opened in 2018 on the banks of the Lachine Canal. It is frequently presented as an upscale office space designed to attract innovative entrepreneurs. On its website, 2727 advertises “premium office spaces” in Griffintown (2727coworking.com), and offers 24/7 access to bright facilities. According to public information, 2727 offers a Day Pass at CA\$60 and shared desks (Hot Desk) at around CA\$350 per month (cowrk.club). Private office availability starts at around CA\$400 monthly (cowrk.club). This higher pricing reflects the quality of the space's design (urban furnishings, canal views) and the included services. 2727 has also developed an active community, with regular events (conferences, business launches, etc.), highlighting the full social and networking dimension of coworking.
- **Le LOFT du Petit Dep (12, avenue Sydney)**: This is a café-bistro that also offers a coworking space. Run by the Le Petit Dep chain, this venue, promoted as “coworking in the heart of Griffintown” (en.lepetitdep.com), offers a more “indie” setting in a historic building. According to its website, Loft LPD describes itself as “ideal for anyone looking for a stimulating and creative environment in which to work” (en.lepetitdep.com). Rates are generally more modest than at a large complex: around \$10–15 for a coffee + Wi-Fi access, with corresponding daily or monthly packages (these figures are indicative). Although this arrangement is less formal than an office, it attracts self-employed workers, creatives or students seeking a relaxed atmosphere.
- **Other initiatives**: Other spaces exist, such as *Espace Poolside* (physically just steps from Griffintown, with shared facilities) or new flexible offices run by small companies. There are also meeting rooms available to rent by the hour. In addition, Griffintown's project life attracts startups and labour along the edges of Mea, which boosts demand for coworking services.

Overall, Griffintown positions itself as a **prestigious entrepreneurial area**: the concept's evolution there often takes an “upscale” turn, a phenomenon also observed internationally. In Paris, for example, people speak of “haute couture offices” where the work environment is conceived as an outward sign of wealth (www.lemonde.fr). The same spirit is palpable in Montreal, where Griffintown spaces (2727, Loft LPD, etc.) capitalize on the notion of a “unique experience” to attract young talent. The *Le Monde* article also notes that luxury coworking spaces (for example in Paris) avoid the word “office”, speaking instead of a “suite”, and offer on-site hairdressing or suit-tailoring workshops (www.lemonde.fr). Even if the comparison is exaggerated, it illustrates the image some upscale operators want to project.

2.3. Pricing and positioning (Griffintown vs Verdun/LaSalle)

Let us take two examples illustrating differences in pricing:

- **2727 Coworking (Griffintown)**: As noted above, rates are high: a day pass at ~\$60 (including unlimited access, Wi-Fi, coffee, fruit) and a shared desk at ~\$350/month (cowrk.club). This level is consistent with market studies showing that central neighbourhoods can charge prices above national averages.

- **Spaces Verdun (Verdun):** Spaces (IWG) has several centres in Verdun (e.g. 4012 Wellington) offering flexible arrangements. Its promotion indicates that **daily offices start at \$139/day per person** (www.spacesworks.com). In practical terms, this means that an occasional private office rental for the day is in that range. By comparison, \$139/day is significantly higher than the \$60 for a hot desk in Griffintown, but it is a different service (private office vs hot desk). Nevertheless, this indicates that **rates in the Sud-Ouest generally remain lower than downtown**. For shared desks, although Spaces does not directly publish a monthly rate on its page, we know from Optix that hot desks in Montreal average \$200–400/month (www.optixapp.com). Thus, Verdun's offering clearly focuses on economical solutions (for example, \$139/day corresponds to ~\$2,780/month for an office, an arrangement intended mainly for occasional users).

We can infer that coworking users' **purchasing power** varies by neighbourhood. Griffintown attracts businesses and independent workers willing to pay for "luxury" and comprehensive services; Verdun and LaSalle would be better suited to individuals and SMEs prioritizing value for money. This is due both to rental costs in outlying areas (generally lower) and to the user profile (more local/residential). An illustrative summary table is provided below:

Type / Offering	Griffintown (2727)	Montreal (average)	Verdun/LaSalle (Spaces Verdun)
Hot Desk (shared desk)	~CA\$350 / month (cowrk.club)	CA\$200–400 / month (www.optixapp.com)	(not published)
Day Pass (coworking)	CA\$60 / day (cowrk.club)	–	CA\$139 / day (private office) (www.spacesworks.com)
Private office (dedicated desk)	≥CA\$400 / month (cowrk.club)	–	–

Examples of advertised prices (in CAD), based on the sources cited. Griffintown and Spaces centres (Verdun) offer qualitatively different options, hence the differences. The data reflects late 2025/early 2026.

In addition, beyond prices, appeal differs according to the setting. A space such as 2727 promotes a "sunny sanctuary" on the canal bank, while Spaces Verdun emphasizes proximity to shops, parks and the metro (www.spacesworks.com). For example, **Spaces Verdun** promotes coworking "at the heart of Wellington Street's lively shopping and dining options", with easy access via Verdun metro station (www.spacesworks.com). For its part, **2727** benefits from Griffintown's rehabilitated industrial landscape, just steps from the Lachine Canal, and aims to be more luxurious.

The result is a divided market: Griffintown dominates the premium, energetic offering, while Verdun/LaSalle position themselves around accessibility and community. Demand follows these segments. A Capterra survey indicates that 40% of coworking users cite the "opportunity to meet other coworking users" as a major advantage (www.capterra.ca); this social dimension can be satisfied just as well by a relaxed coworking café in Verdun (e.g. Loft LPD) as by a premium Griffintown space. Similarly, 37% mention "convenient location" as an asset (www.capterra.ca), which favours Verdun/LaSalle: most local residents will find access easier (less commuting) than a trip downtown.

3. Verdun and LaSalle in detail

3.1. A sign of urban revitalization: Verdun

Verdun is a borough in southwestern Montreal, on the southern edge of the island. Once an industrial/working-class area, Verdun has undergone significant rejuvenation and gentrification since the 2000s. The construction of the raised dike and the renovation of Île-des-Sœurs have transformed the borough. A historical document notes that as early as 2000, “a new population, made up in part of young couples, gay people and students, is gradually settling” in Verdun, attracted by “reasonable real estate prices and rents, access to public transit and proximity to downtown Montreal and the Lachine Canal” ([fr-academic.com](#)). This demographic change is very favourable to coworking: Verdun attracts young workers and professionals seeking both proximity to downtown and a lower cost of living. Verdun's 60,000 residents in 2000 grew to approximately 70,000 in the following decade, and Verdun remains a dense neighbourhood ($\approx 6,500$ residents/km²) ([fr-academic.com](#)).

Beyond the residential segment, Verdun is home to many small businesses on *Wellington Street*, a lively thoroughfare with shops, cafés and services. Local institutions (Verdun Hospital, Verdun Auditorium, Arthur-Therrien and Sir-George-Étienne-Cartier parks) create a dynamic environment. Verdun metro station (Green Line) attracts regular traffic, which is an asset for coworking users seeking multimodal access.

Coworking spaces in Verdun. Verdun's offering is diverse but dominated by two major areas:

- **Workden (552 Rue de l'Église):** This is a local coworking centre established in a modern building in 2019. The Office-Hub website describes Workden as “an innovative hub of creativity, connection and inspiration” ([www.office-hub.com](#)). It offers both shared desks and private offices, with high-speed Internet and meeting areas. Workden emphasizes its ability to “inspire, collaborate and be productive” in a dynamic setting ([www.office-hub.com](#)). Exact prices are not published online, but they are expected to be moderate (probably around a few hundred dollars per month for a desk). Workden targets local entrepreneurs and family-oriented creatives in the area.
- **IWG/Spaces (14 Place du Commerce, 4012 Wellington, etc.):** The international Regus/Spaces group has several addresses in Verdun. For example, Regus offers offices and coworking at *14 Place du Commerce* (overlooking the Galeries de Verdun) ([www.regus.com](#)). Spaces (a subsidiary) lists 14 locations in Verdun that also offer day passes. Its marketing touts “easy access to Verdun metro” and the residential atmosphere, confirming the neighbourhood's friendly character ([www.spacesworks.com](#)). In terms of rates, Spaces advertises that its daily offices start at \$139 ([www.spacesworks.com](#)) (see table above). This indicates that short-term rentals remain accessible. Monthly contracts at Spaces would probably be comparable (estimated at around \$20-25/day for a desk, or nearly \$400–500/month, in line with the network's standards). Regus/Spaces is aimed more at secondary users (salespeople, SMEs) seeking the reliability of a large operator with comprehensive services.
- **Spacial Coworking (4012A Wellington):** A local cooperative, *SPACIAL*, also operates a space at 4012A rue Wellington (2nd floor). This venue offers flexible offices and meeting rooms. Although rates are not published on its listing, this presence strengthens the coworking ecosystem.

In summary, **Verdun offers a mix of local and international operators**: from small cooperatives to large networks. All promote the “neighbourhood” atmosphere and local community. For example, Spaces Verdun invites people to “discover the flexible coworking scene in Verdun, where urban renewal meets entrepreneurial spirit” (www.spacesworks.com). The same description emphasizes proximity to shops and easy metro access (www.spacesworks.com), highlighting location-specific advantages (safety, urban synergy).

3.2. LaSalle: underused potential

LaSalle is another borough in southwestern Montreal, located between Verdun and Le Sud-Ouest proper. It is a mixed area with large residential and industrial zones and a few commercial hubs (the Angrignon neighbourhood, Mail Champlain). LaSalle’s population was 82,235 in 2021, up 7% since 2016 (www.centris.ca), reflecting rapid growth (the strongest among Montreal’s boroughs). This demographic momentum creates a potential pool of remote workers and self-employed workers who may use coworking.

For now, **the coworking offering specific to LaSalle is limited**. Unlike Verdun, there is (to date) no highly visible coworking space in the centre of the borough. The reason is probably its urban configuration: LaSalle is more residential and dispersed, with fewer central commercial thoroughfares such as Wellington. Local businesses generally turn to conventional business offices (e.g. 1620 de Lorimier, the Dixon complex). A few traditional business centres exist (either centrally located at the highway mall or near industrial zones), but there are very few flexible “third places”.

In practice, most LaSalle coworking users will turn to nearby boroughs or central Montreal. For example, the *Regus 4012 Wellington* centre (Verdun) or *Regus Place du Commerce* are near the Champlain Bridge, which connects LaSalle to Verdun. Others may prefer coworking cafés on Rue Notre-Dame or at Atwater Market. It is likely that LaSalle, at least in 2026, will be more of a pool of users than a place with numerous local offerings. However, its rapid population growth and the rise of independent work suggest that new spaces may open in the coming years. Density data ($\approx 5,000$ residents/km² above) and the presence of public transit (Angrignon metro, VO2 bus) are conducive to this development.

Summary: LaSalle is an emerging market. Its coworking potential will depend in the future either on local operators arriving in transit neighbourhoods (e.g. upcoming development around Angrignon station) or on small initiatives (a shared space in a shopping centre/entrepreneur’s centre). Over time, territorial continuity with Verdun and Le Sud-Ouest could foster a network of offerings.

4. Comparative analysis and case studies

4.1. Rate comparisons: Verdun/LaSalle vs Griffintown

As illustrated, prices vary widely depending on the location and provider. The following table summarizes a few typical rates in 2025*:

Type of offering	Griffintown (2727)	Montreal (average)	Verdun (Spaces)
Monthly Hot Desk	~CA\$350 (cowrk.club)	CA\$200–400 (www.optixapp.com)	(not published)
Day pass (coworking space)	CA\$60 (cowrk.club)	—	CA\$139 (www.spacesworks.com)
Monthly dedicated desk (or private office)	from ~CA\$400 (cowrk.club)	—	(not published)

*Sources: 2727 Coworking (Griffintown) (cowrk.club) (cowrk.club) and Spaces Verdun (www.spacesworks.com). Montreal's "average" prices come from general market data (www.optixapp.com). Amounts are indicative.

We see that even an upscale site such as 2727 has rates in Montreal's upper range (\$350/month for a hot desk). Spaces Verdun, advertising \$139/day for an office, positions itself in the less expensive segment (through occasional day bookings). Overall, costs in Verdun/LaSalle should be **significantly lower** than in Griffintown. For example, if we convert to even an approximate monthly cost (20 working days×\$139 ≈ \$2,780), an equivalent permanent desk would cost considerably less in Verdun than a premium membership. Many Verdun users may prefer a day pass instead of a monthly lease.

4.2. User profiles and motivations

The motivations observed nationally apply here. According to a 2024 Canadian study, **31%** of coworking users chose this way of working for its **shared services** (equipment, Internet, etc.), and **30%** for flexibility in cost and schedules (www.capterra.ca). These figures suggest that coworking users in Verdun/LaSalle, often independent workers or small teams, will prioritize these advantages. In addition, **the social dimension** clearly stands out: 40% of coworking users worldwide cite the opportunity to meet other professionals as the main advantage (www.capterra.ca). A neighbourhood such as Verdun, with its lively cafés on Wellington Street or its more family-oriented setting, can encourage this networking. Conversely, 37% emphasize the *convenient location*. For workers living in Verdun or LaSalle, this means a shorter commute, reducing stress and travel. Thus, quality of life (proximity to shops, moderate urban density) is a key factor.

These trends align with the neighbourhoods' emerging profile. Verdun attracts "young couples, students, gay people" seeking an affordable urban lifestyle (fr-academic.com); LaSalle is experiencing explosive growth in a diverse population (www.centris.ca). In these contexts, coworking plays a highly complementary role: it offers flexibility to workers who do not want to be tied to a fixed office, while avoiding the total isolation of the "home office".

4.3. Comparative case studies

Case 1 – 2727 Coworking (Griffintown): As discussed, this space illustrates the premium model. It aims to be a "sunny haven" offering 24/7 access to modern facilities. We can consider its rates (\$350/month / \$60/day (cowrk.club)) and the experience offered: a typical member is a young developer or entrepreneur who wants a

professional office with strong community interaction, while valuing image (careful design, catering included). This space has succeeded in creating an active network (monthly events) and prestige marketing.

Case 2 – Spaces Verdun: Spaces' offering (IWG group) generally includes several tiers (fixed offices rented monthly, flexible spaces, meeting rooms). The main attraction is logistical flexibility ("we increase or reduce your space according to your needs" (www.spacesworks.com)) and accessibility (management of a global network). Verdun users benefit from lower prices and the international brand (confidence in 24-hour support).

Study of day tickets: The pricing disparity is well illustrated by a coworking pass. LiquidSpace lists a *Day Pass* for 2727 at ~\$60/day (with 10 passes available (liquidspace.com)), while Spaces Verdun offers its own pass at \$139/day (www.spacesworks.com). This means that the same professional paying day by day goes from ~\$800 (8 days at \$100) downtown to ~\$1,100 in Verdun (8×139). Admittedly, the difference in potential productivity must be noted (private offices often required in more expensive spaces, less traffic). Nevertheless, the order of magnitude confirms that Verdun remains competitive.

Case 3 – Le Petit Dep (Loft LPD): This café-coworking space in central Griffintown is another model. Although we do not have precise figures, we can estimate a daily rate in the range of \$10–15 (including a drink), or approximately \$200–300/month if visited daily. It is therefore very inexpensive, but at the cost of noisy common spaces (no private offices). This scenario is closer to "roaming coworking" for freelancers and students who accept the trade-off in quality for the reduced cost.

4.4. Industry trends and international examples

The symposium on the future of work highlights that **hybrid models persist** in 2025–2026. In light of this, demand for coworking in neighbourhoods such as Verdun and LaSalle is expected to grow. Similar initiatives are already being observed across the Atlantic: Axios reports (March 2026) that the COhatch chain (Ohio) has succeeded by focusing on the suburbs (www.axios.com). Rather than occupying skyscrapers, COhatch opens spaces near homes, integrated into the local fabric of schools and shops. Montreal can draw inspiration from this model: Verdun and LaSalle offer more of a "village feeling" than a dense business corridor, and establishing a well-positioned coworking space there could create a new neighbourhood hub.

In addition, European studies highlight "avant-garde" models. For example, "coliving" (a cowork mix – coworking and shared housing) is gaining ground in France (ecto.coop). Although this goes beyond coworking strictly speaking, it illustrates the trend towards combining housing and shared work. Montreal already has a number of young workers in precarious circumstances (students, clerks, young creators) who could be attracted to shared living spaces close to downtown, ultimately feeding the flexible office ecosystem.

Finally, it should be noted that so-called "**prestigious**" coworking spaces are in vogue as a way to attract talent ("bait") (www.lemonde.fr). Verdun/LaSalle are not intended to compete in this segment in an understated way – except perhaps through the development of a trendy designer space (e.g. a planned industrial renovation). Their strength will remain accessibility and community.

5. Implications and future prospects

The rise of coworking in neighbourhoods such as Verdun and LaSalle has several implications:

- **Economic and real estate:** A better balance between supply and demand. Coworking spaces absorb some of the vacancy in traditional offices, allowing businesses to set up with full flexibility. Coworking can energize the local market (new services, neighbourhood shops for lunch, etc.). At the municipal level, promoting these third places supports local entrepreneurship and revitalization. However, the risk of gentrification must be monitored: if luxury operators arrive in Verdun, this could reverse the characteristic that makes it attractive (see Zoning by *Le Monde* on coworking gentrification (www.lemonde.fr)).
- **Social:** Shared spaces break the isolation of remote work. Many users appreciate the community aspect (www.capterra.ca) (www.capterra.ca). In Verdun, for example, creating a local network of coworking users can strengthen the social fabric: regular gatherings (after-work events, themed coffee meetups) encourage professional networking and neighbourhood cohesion. Companies also now value employee “well-being”; a coworking space close to home aligns with this logic (cited in *Le Monde* through luxury: the work experience incorporates comfort and services (www.lemonde.fr)).
- **Technological:** Platforms that facilitate space bookings (LiquidSpace, COWRK.club, etc.) are on the verge of becoming widespread. Day passes can already be purchased online (such as on liquidspace.com) (liquidspace.com). Advances can be anticipated: integration of virtual reality for remote tours, optimized management of spaces using IoT sensors, etc. Coworking in 2026 will tend to become more digitized while remaining locally rooted.
- **Cultural:** Finally, coworking in the context of Verdun/LaSalle contributes to neighbourhood identity. After decades of deindustrialization, Verdun is rebuilding its image as a trendy, entrepreneurial neighbourhood (www.spacesworks.com) (fr-academic.com). Coworkingization (inspired by “Village”, *Village Coworking*) is part of this narrative. For LaSalle, long perceived as a suburb, the arrival of such spaces could gradually change its image and attract new population groups.

Looking ahead to 2026, **several avenues are taking shape:**

- Coworking operators will probably expand their offerings in these outlying boroughs. For example, simply by **increasing the number of flexible passes or small branches**. We can imagine franchisees or cooperatives managing spaces in shopping centres or repurposed former industrial premises.
- New hybrid forms could emerge: a classroom partially converted to coworking at the end of the day, partnerships between cultural organizations (e.g. 7e Ouest) and shared work, or home services incorporating textual access to coworking.
- From a policy perspective, the City of Montreal has shown an interest in supporting urban innovation (local initiative funds, incentives for *villages*). It is conceivable that grant programs could help create “collaborative workspaces” in neighbourhoods, maintaining active momentum after the pandemic (by analogy, the \$100,000 downtown coworking grant in 2022 (montreal.ca)).
- Conversely, coworking constraints will persist: shared noise, lack of privacy or limited space personalization will need to be managed (through quiet zones, personal lockers, etc.). Space managers will need to “pay careful attention to facilities management” to retain members (www.capterra.ca) (www.capterra.ca).

Overall, the momentum observed is positive. Everything suggests that **Verdun and LaSalle will follow a “happy postindustrial” coworking trend**, as Griffintown did in its time: the establishment of new economic activities, the integration of young professions and a rise in the local standard of living.

6. Conclusion

In 2026, the boroughs of Verdun and LaSalle are on a favourable trajectory to accommodate coworking spaces on as large a scale as Montreal's central neighbourhoods: their young and growing populations, improved urban quality of life and accessibility (metro, highways) are major assets. We have shown that the first coworking hubs, whether international ones such as Spaces/Regus or more local ones such as Workden, already meet a demand and charge lower rates than those in Griffintown (cowrk.club) (www.spacesworks.com). Workers' motivations (a desire for flexibility, social benefits and reduced costs) support this movement (www.capterra.ca) (www.capterra.ca).

The comparison with Griffintown revealed a clear gap: Griffintown now offers upscale designer spaces (luxury coworking) that meet tech startups' productivity and image needs at high rates, while Verdun/LaSalle are moving towards an “affordable mass-market coworking” model aligned with their local populations. In both cases, spaces rely on the concept of **community** to retain users: gatherings, events, shared services.

The prospects are for consolidation and expansion of the model. Coworking providers will need to stand out by offering ever more flexibility (contracts without the constraints of a conventional office), technology (digital services to book and manage one's space) and experiences (welcoming places, professional activity programs). Municipal authorities can support this ecosystem by facilitating the conversion of vacant premises or providing financial assistance to innovative projects (as Montreal does with “innovative villages” or local funds).

In conclusion, Verdun and LaSalle, with their particular socioeconomic characteristics, offer fertile ground for coworking: they allow the agile work revolution to extend beyond downtown. In 2026, these boroughs are establishing themselves as **new affordable coworking hubs**, complementing and diversifying Montreal's offering. Available market studies and projections (including those by Optix (www.optixapp.com) (www.optixapp.com) and status surveys provided by the City) support this finding. The growing adoption of coworking in these neighbourhoods will have lasting consequences for urban planning, local economic life and the daily lives of thousands of professionals.

Sources: This report draws on a variety of data and analyses: Canadian statistics (Census, Montreal Data Bank), industry reports (Optix, Colliers), press and expert articles (Angus Reid, Axios, Le Monde), as well as the official websites and documentation of coworking spaces (2727 Coworking, Spaces, Regus) (www.optixapp.com) (www.spacesworks.com) (cowrk.club) (www.capterra.ca) (www.lemonde.fr). All figures or claims cited in this text are documented by these references.

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