



Sainte-Marie

Gateway to the City

Sainte-Marie Urban Revitalization Plan

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Introduction

Our Assignment

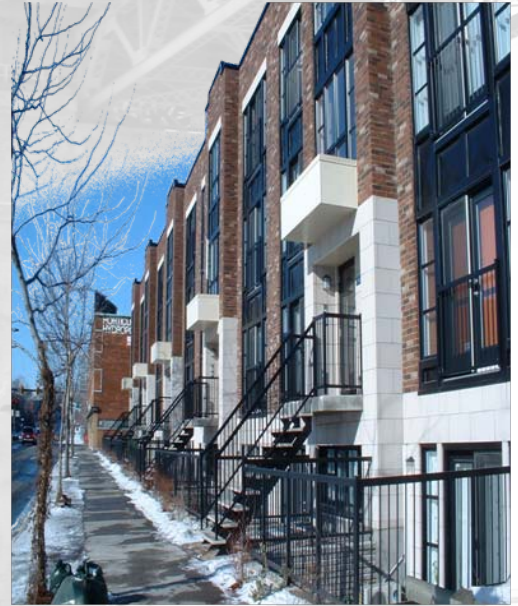
Suggest design improvements and policy initiatives for the Sainte-Marie district based on an informed analysis of the existing physical, social, and economic realities of the area.

Major problems identified for the area

- ❖ *Unemployment*
- ❖ *Crime*
- ❖ *Congestion*
- ❖ *Pollution*
- ❖ *Vacant/underused land*

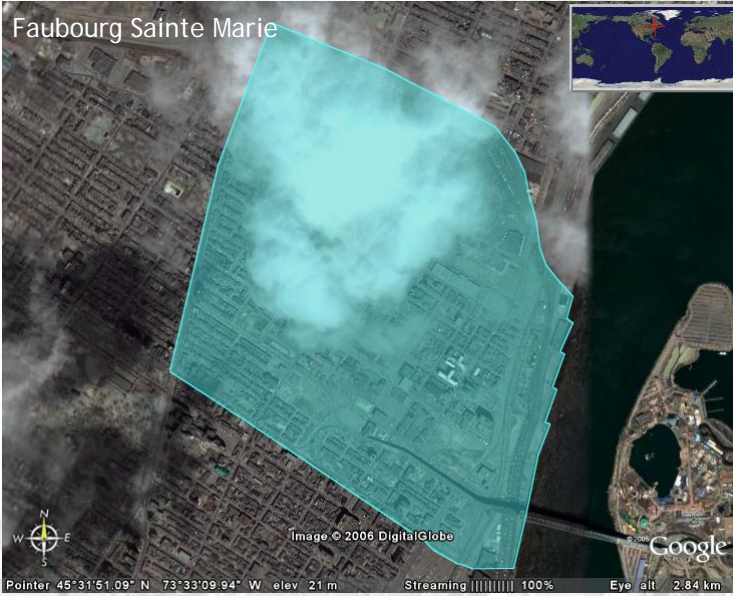
Our Goals

- ❖ *Intensify land use*
- ❖ *Create housing*
- ❖ *Improve employment opportunities*
- ❖ *Minimize the impacts of traffic*
- ❖ *Enhance neighbourhood appeal*
- ❖ *Create dynamic entry to the CBD*



Introduction

Faubourg Sainte Marie



Sites of Intervention

Site A: Portal Jacques-Cartier

Site B: Parc Sainte-Marie

Site C: Marché Papineau



Historical Context

Sainte-Marie has seen a change over time from the rural faubourg it once was to the industrial gauntlet it became at the turn of the 20th century. The remnants of this activity exist today, evident in the allotment system, quality of housing, and churches that dot the area. It is also responsible for much of the vacant land that exists today.

During the Sixties and Seventies the area saw some major interventions that affected the district residents. These included the erection of the Radio-Canada tower and the construction of the Ville-Marie Expressway, which together displaced as many as 3000 people. Although historically separated by the escarpments, and by the river that followed what is now St. Antoine street, Faubourg Quebec and Saint-Jacques/Sainte-Marie were further divorced from each other as an axis of east-west traffic cut between them.

Currently the provincial and municipal governments are working to transform Notre Dame Street into an eight-lane urban boulevard that will connect with the Ville Marie Expressway. This will certainly increase the amount of traffic that comes into the city centre, especially if Highway 25 is extended from Laval. It is imperative therefore to reduce the impact this traffic will have on residents.



Source: Bibliotheque Nationale



Source: Bibliotheque Nationale



Source: Authors

Strengths and Weaknesses

Strengths

- ❖ Proximity to the Central Business District
- ❖ Proximity to the Waterfront
- ❖ Proximity to the Gay Village
- ❖ Telecommunication industry cluster

The area is heavily oriented towards automobiles. The Jacques Cartier bridge generates a great deal of commuting traffic that creates an unpleasant environment for pedestrians and shoppers. The modernization of

Weaknesses

- ❖ Traffic
- ❖ Permeability
- ❖ Social Problems
- ❖ Environment

Strengths and Weaknesses



- Area 1 - Warehouses
- Area 2 - Brownfield
- Area 3 - Underneath Bridge
- Area 4 - Gateway
- Area 5 - Waterfront

Strengths and Weaknesses

| Location | Opportunities | Constraints |
|---|--|---|
| <p>Area 1 Currently a mixture of residential, warehouse, and institutional buildings; our aim is to make it predominantly residential.</p> | <ul style="list-style-type: none"> - Densify residential fabric by constructing housing - Improve visual quality of the environment - Build stronger sense of community east of Papineau - Better define the area between Frontenac and Papineau - Build market for more local amenities | <ul style="list-style-type: none"> - Existing institutional buildings - Zoning by-laws |
| <p>Area 2 This stretch of Ste. Catherine is occupied by large commercial and institutional buildings. As such we recommend developing the vacant land for commercial purposes, taking advantage of the commuter road infrastructure. Historic prison is of heritage value and cannot be destroyed.</p> | <ul style="list-style-type: none"> - Develop commercial property on vacant lots to harmonize with existing buildings - Frame entrance to the CBD - Divide block to increase permeability - Construct a range of housing types and tenures to maximize the social equity and dollar value of land being developed | <ul style="list-style-type: none"> - Historic prison restricts demolition and creates an awkward parcel of land |
| <p>Area 3 This land is peculiar because of its position underneath the bridge. It is an eye-sore and represents a potentially hazardous area, especially at night.</p> | <ul style="list-style-type: none"> - Beautification of the area - Reduction or relocation of drug-use - Parking - Green buffer between sidewalk and underneath bridge | <ul style="list-style-type: none"> - Bridge prevents full use of land - Narrow parcels of land - Pollution caused by noise, traffic, etc. |
| <p>Area 4 These blocks are underdeveloped and do not suit the scale of the street. The houses on the south side are isolated and could be demolished to make way for larger buildings.</p> | <ul style="list-style-type: none"> - Demolition housing to make way for condominium or commercial buildings large enough to frame Renée-Levesque on the south side - Reinforce Cité-des-ondes - Redesign Papineau Square - Reconfigure access to the Ville-Marie Expressway (Viger, Notre-Dame, Autoroute) | <ul style="list-style-type: none"> - Contaminated industrial sites - Access to the Expressway |
| <p>Area 5 & 5.1 The waterfront presents a major opportunity to reinvest in the area and extend the old port into an esplanade if industry can eventually be relocated.</p> | <ul style="list-style-type: none"> - Extend waterfront recreation eastward - Develop green space for the area (waterfront esplanade) - Eliminate vestiges of industrial activity in order to redevelop and redesign the waterfront between Berri and Frontenac | <ul style="list-style-type: none"> - Train tracks - Jacques-Cartier Bridge - Future Notre-Dame Boulevard - Existing industry (Molson brewery, warehouses, etc.) |

Aims and Objectives

| Aims | Objectives |
|--|---|
| <p>Improve the Pedestrian Landscape</p> | <ul style="list-style-type: none"> • Break-down large blocks • Create parks and squares • Improve quality of streetscape • Remove heavy industrial activity • Introduce tram system along Rene-Levesque and Ontario |
| <p>Develop waterfront</p> | <ul style="list-style-type: none"> • Remove train tracks • Build high-end housing along the water • Establishing local high street for Faubourg Quebec on Notre- Dame • Provide amenities for residents |
| <p>Build Vibrant Gateway to the CBD</p> | <ul style="list-style-type: none"> • Define district using clear, distinct symbols • Frame Rene-Levesque with tall buildings • Cover Ville-Marie Expressway to make room for real-estate development • Integrate Expressway entrance/exits with Notre-Dame expansion • Design gateway landscape at the bridge to signify entrance to the CBD |
| <p>Improve Socio-Economic Profile of the Districts</p> | <ul style="list-style-type: none"> • Construct affordable housing • Create jobs for residents • Reinforce the tele-communications industry cluster • Consolidate health and community services for residents |

Aims and Objectives

| Aims | Objectives |
|--|--|
| <p>Area 1 Create neighbourhood identity</p> | <ul style="list-style-type: none"> • Increase population by constructing affordable moderate density housing • Remove/relocate warehouses • Reduce surface parking • Rectify mismatched contrada |
| <p>Area 2, 3 Increase Vitality</p> <p>Increase visual appeal</p> <p>Promote Street life</p> | <ul style="list-style-type: none"> • Improve streetscape • Promote Ste. Catherine Street east of de Lorimier • Reduce de Lorimier barrier effect with paving stones, crosswalks, and trees • Develop vacant lots • Address spaces beneath bridge • Create buffers from traffic-heavy street • Improve streetscape • Develop extraverted buildings • Make blocks more permeable • Introduce pedestrian amenities • Reinforce public spaces • Create interesting amenities |



Parking for the SQ



Underneath bridge



De Lorimier and Ste. Catherine

Aims and Objectives

| Aims | Objectives |
|---|---|
| <p>Area 4 Reduce Traffic</p> <p>Frame Entrance to the CBD</p> | <ul style="list-style-type: none"> • Consolidate lanes by tying together Ville-Marie and Notre-Dame • Make Rene-Levesque main traffic corridor • Extend bike paths from Notre-Dame, and tie in with downtown network • Allow possibility for eventual tram network • Build high rises on Rene-Levesque • Create monumental architecture near bridge • Redesign parcels of land adjacent to bridge (SAQ) • Use bridges arches to create perspective, helping frame the entrance. |
| <p>Area 5 Redevelop the Waterfront</p> <p>Create a self-sustaining waterfront community</p> <p>Improve the traffic circulation</p> | <ul style="list-style-type: none"> • Remove the train tracks • Consider the eventual relocation of the Molson Breweries, integrating the historical buildings with any new development • Build new housing along the waterfront • Add some convenience retail along Notre Dame for new residents • Move the Ville-Marie entrance further east • Cover the Ville-Marie and open new street connections • Increase the availability of public transit |



Notre Dame Street



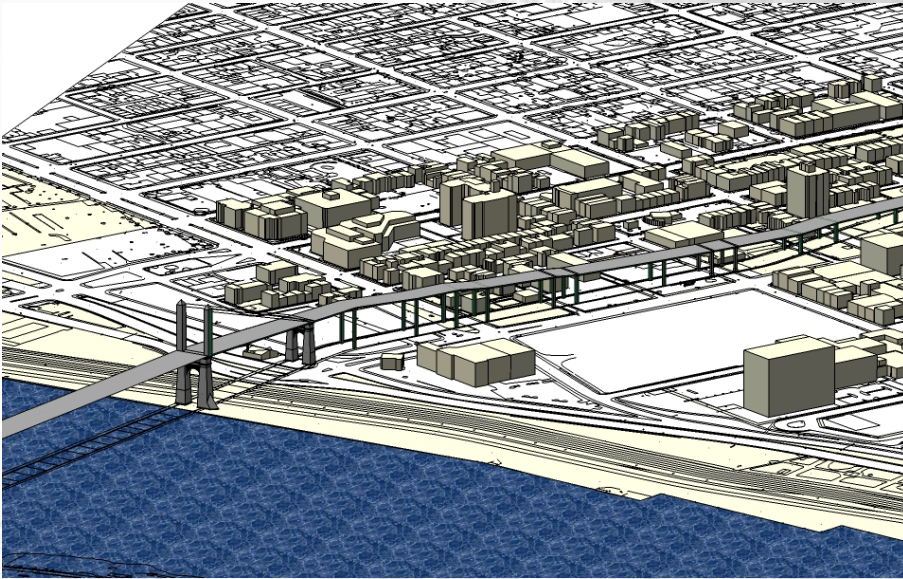
Train tracks



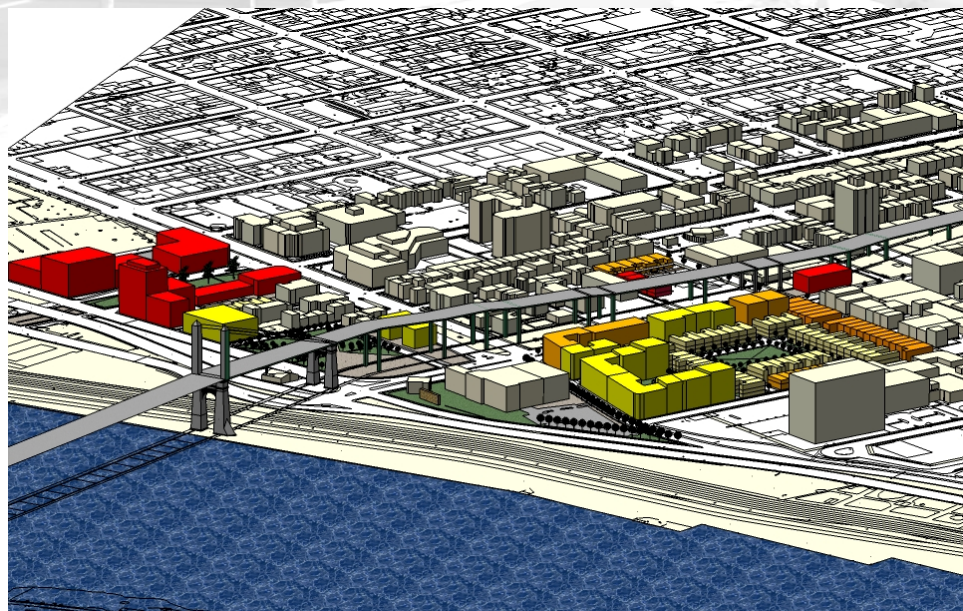
Viger Avenue

Design Proposal

Before



After



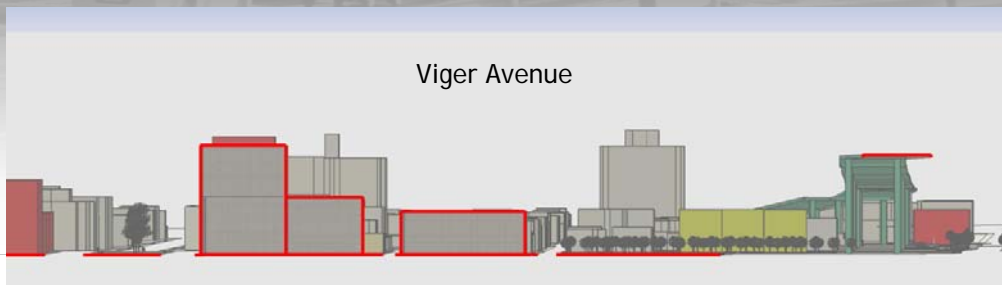
Portal Jacques Cartier

Perspective view



- Med. Density Residential
- High Density Residential
- Mixed Use
- Commercial

Cross-section view



Plan view



Portal Jacques Cartier

Proposed Residential Space*

| | |
|-------------------------------------|----------------------|
| Total number of buildings | 3 |
| Total number of units proposed | 110 |
| Total floor space (m ²) | 12,320m ² |
| Total estimated construction costs | \$23,725,600 |



Proposed Commercial Space*

| | |
|-------------------------------------|----------------------|
| Total number of buildings | 5 |
| Total floor space (m ²) | 44,072m ² |
| Total estimated construction costs | \$85,279,320 |

Along with rejuvenating the entrance to the CBD we propose to intensify land use along Viger Avenue, which is currently undeveloped, and which presents a perfect opportunity for the construction of office space that could compliment the adjacent telecommunications industry.

Residential development is also proposed, capitalizing on the view overlooking the river and newly designed sculpture park on Viger. It will add vitality to Ste. Catherine Street and its close proximity to the metro makes it ideal for transit use.

Total Cost : \$ 109 M



*Cost estimates based on \$1,880/m² for residential or \$210,000 per dwelling
For commercial office space \$1935/m²
Source: Andre Piccolo

Portal Jacques Cartier

Local Impacts

The entrance to the Gay Village from the east is marked by the Jacques Cartier Bridge. In order to demarcate this gateway, to create a genuine symbol of the community we propose enforcing the intersection at Sainte Catherine Street and de Lorimier Avenue with symbols that represent this community, like the rainbow flag. This will signal on the one hand recognition from the city of a distinct cultural area as well as create a symbolic place for the residents of St. Jacques to meet, celebrate, and enjoy themselves.



Source: www.excellent-europe.com

Examples of Gateways



Source: Wikipedia

Metropolitan Impacts

Currently the entrance to the city and the CBD is a warren of roads, medians, parking lots and empty spaces. Instead of generating admiration, awe or pride the gateway creates a sense of dereliction. By building a dynamic gateway to the CBD and using the Jacques Cartier bridge to frame it we hope to create a representational space that will cause an image to form in people's minds, a symbol that speaks of Montreal. This is true of many cities and of many communities. With the proper attention it should be possible for Montreal as well.

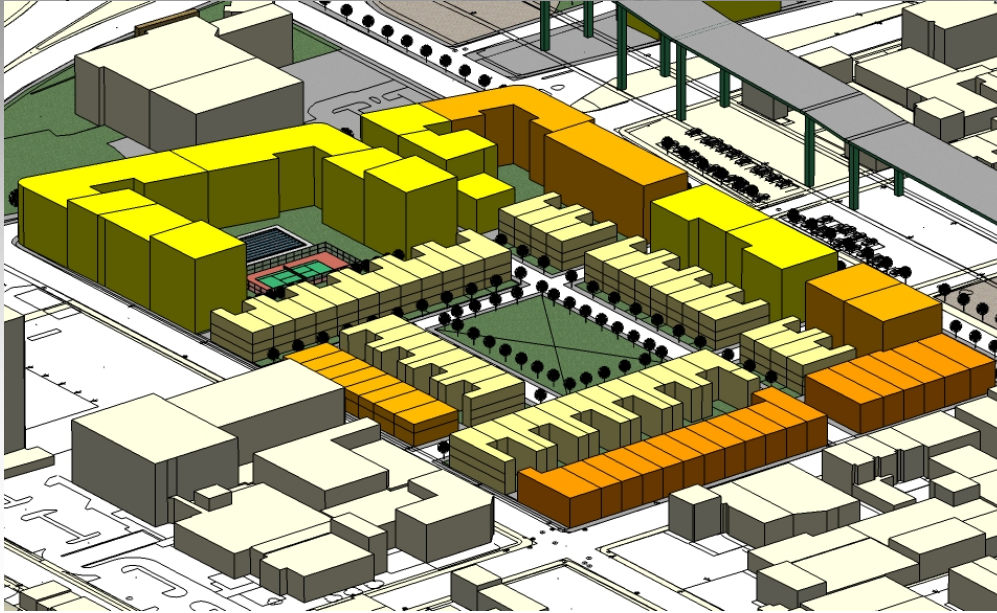


Gateway over Ontario Street in Hochelaga-Maisonneuve, a district that suffers from many of the same problems as Sainte-Marie/Saint-Jacques



Parc Sainte-Marie

Perspective view

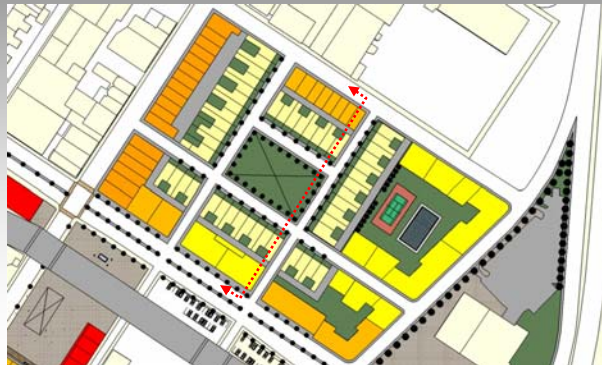


- Med. Density Residential
- High Density Residential
- Mixed Use
- Commercial

Cross-section view



Plan view



Parc Sainte-Marie

Proposed Residential Space*

| | |
|-------------------------------------|----------------------|
| Total number of buildings | 82 |
| Triplexes | 48 |
| Ateliers | 8 |
| Storefront | 18 |
| Condos | 8 |
| Total number of units proposed | 658 |
| Total floor space (m ²) | 73,696m ² |
| Total estimated construction costs | \$138,180,000 |

We propose to build a mixed use development on the brownfield located across from the bridge. The quality, type, and tenure of housing can be suited to provide for low-income, medium-income, and high-income buyers both by varying the dwelling types and by requiring that developers dedicate a nominal percent to affordable housing. This influx of residents will ensure that Sainte Catherine Street east of de Lorimier becomes a successful commercial street again.

Proposed Commercial Space*

| | |
|-------------------------------------|----------------------|
| Total number of buildings | 30 |
| Total floor space (m ²) | 20,355m ² |
| Total estimated construction costs | \$39,386,925 |

Total Cost : \$177.5 M



*Cost estimates based on \$1,880/m² for residential or \$210,000 per dwelling
For commercial office space \$1935/m²
Source: Andre Piccolo

Parc Sainte-Marie

Local Impacts

Residents living in west Sainte-Marie are pinched in-between the rail yards to the east, the bridge to the west, and Notre-Dame to the south. Because of the mixture of land-use in the area, and because of the block morphology residents of Sainte-Marie west are not well served by convenience retail. Their closest options are the grocery store at Frontenac or at Papineau. However these are both located at the extreme periphery of their district.

The development of the brownfield will revitalize the stretch of Sainte Catherine Street above it and will galvanize the district by bringing in more residents, more taxes, and more activity. By providing a mixture of housing types the demographic profile of new residents may include families, artists, students, business travelers, and assorted other urban dwellers. The provision of a large green space surrounded by triplexes will create an attractive atmosphere for prospective buyers, and will hopefully foster a sense of community around it.

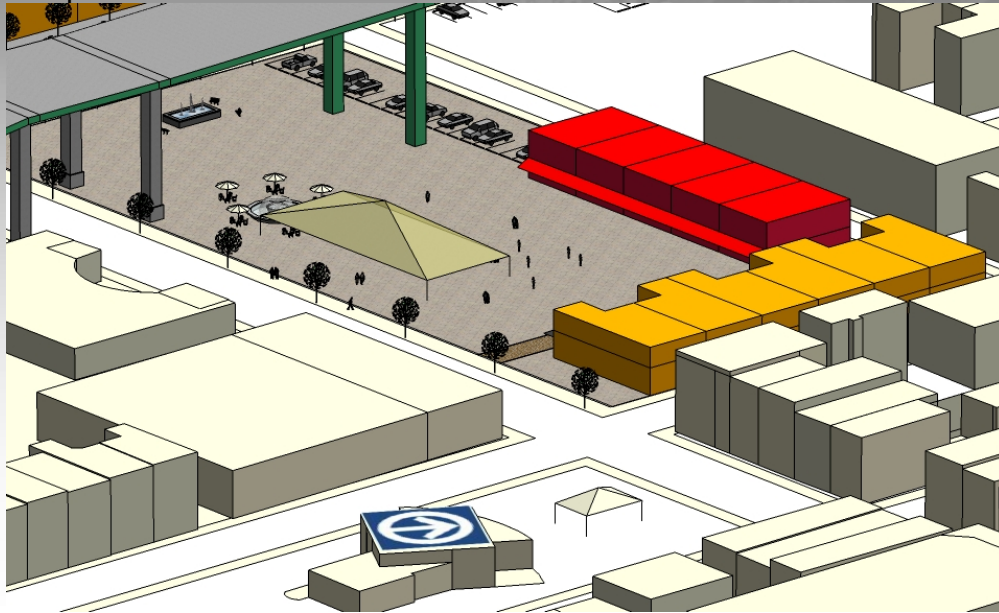
Metropolitan Impacts

The development of vacant parcels of land around Sainte-Marie is of prime importance in rebuilding the community and making it one in which residents can feel secure and comfortable in their neighbourhood. The provision of affordable housing can go towards Montreal's promise to create 5000 homes (Solidarité 5000 logements). By re-investing in the district businesses are likely to be attracted, more money will go to the city, and property values will increase, a positive for home-owners, although renters may begin to feel pressure from rent. However, if co-op housing, rent-control, and other measures are implemented then it should still be possible to retain a low-income tenant population.



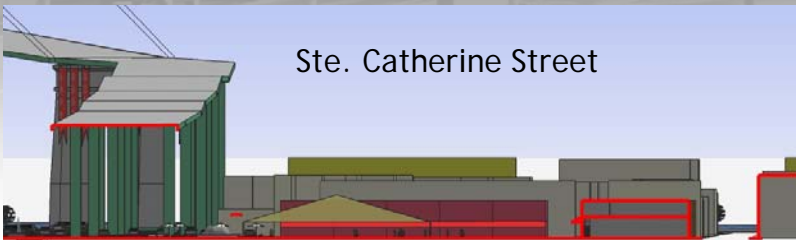
Marché Papineau

Perspective view

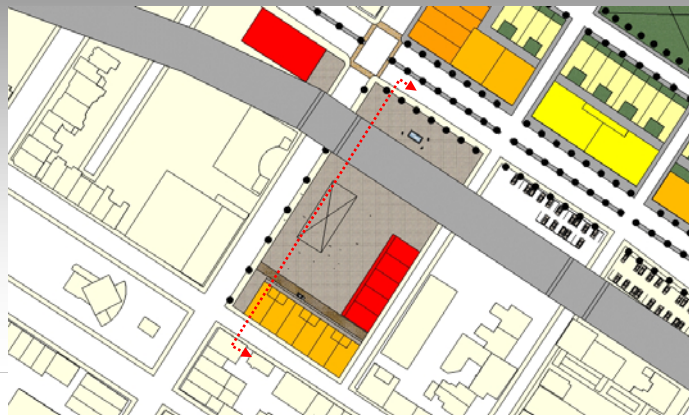


- Med. Density Residential
- High Density Residential
- Mixed Use
- Commercial

Cross-section view



Plan view



Marché Papineau

Proposed Residential Space*

| | |
|-------------------------------------|-------------------|
| Total number of buildings | 6 |
| Total number of units proposed | 6 |
| Total floor space (m ²) | 672m ² |
| Total estimated construction costs | \$1,260,000 |



Proposed Commercial Space*

| | |
|-------------------------------------|---------------------|
| Total number of buildings | 6 |
| Total floor space (m ²) | 1,564m ² |
| Total estimated construction costs | \$3,026,340 |

Total Cost : \$4.3 M**

Instead of trying to rejuvenate the retail activity opposite Papineau metro we propose the creation of a new public space. As the bridge represents the eastern limit of the Gay Village this space should be highly representational, reflecting the culture of the local population. Furthermore, in order to create an attraction that will stimulate activity and lessen the impact of the Jacques Cartier bridge as a barrier we propose a farmer's market be built on the site, offering seasonal enjoyment and shopping year round. Parking will be located beneath the bridge, as it currently is, allowing customers to make purchases with their cars and to allow vendors to bring their wares.



*Cost estimates based on \$1,880/m² for residential or \$210,000 per dwelling
For commercial office space \$1935/m²
Source: Andre Piccolo

** Excludes demolition cost and public works

Marché Papineau

Local Impacts

Marché Papineau can be a dynamic public space. The farmer's market will provide locals with access to fresh produce while at the same time acting as a magnet for those who live slightly farther away (for instance in Faubourg Quebec). Besides a market it will provide leisure space for people to relax, play music, sit, meet, gather, and socialize. It could provide a starting place for the Gay Pride Parade, could act as a festival space for street parties, and otherwise act as a social forum.

The market will create a "room" in the city, using the bridge and market buildings to contain the space. The buildings to the south will be for permanent vendors while those to the west will have residences on top and vendor stalls on the bottom, providing a seasonal space for merchants or artisans that require special facilities.



Source: www.travel-watch.com



Source: www.jonzphoto.com

Conclusion

By implementing the designs we have proposed it is possible to give a new lease on life to the Sainte-Marie district. Beyond stimulating the local economy, providing dwellings for people, and improving the landscape within the area our proposal will ensure that Sainte-Marie is marked as one of the newest, most promising districts on the island. By using the Jacques Cartier Bridge as a backdrop to frame the entrance to the CBD, and by creating a space of representation around it we believe that Montrealers and visitors alike will have a better appreciation for the city, will be able to visualize it in more symbolic terms and thus have easier access to it in their mental repertoire. Saint Jacques will become the symbolic and cultural home to the gay population while Sainte Marie, currently under represented, will mature as a neighbourhood, spurred on by the development in its borders, making it really the gateway to the city.



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