

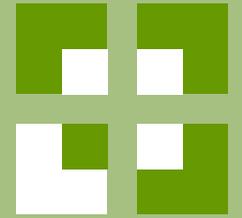
URBS433

WINTER/2006
PREPERED FOR: DR. PIERRE GAUTHIER
CONCORDIA UNIVERSITY
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ST. JACQUES
sub-area: A

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DESIGN BRIEF



PLANNING PROPOSALS BY PROMOTING A PROMENADE WITHIN THE ST-JACQUES DISTRICT
Borough of Ville-Marie

URBS433

01

1.0

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1.1

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Craig Townsend

3.0 MISSION STATEMENT

Our main objective is to revitalize the area into a more livable, pedestrian friendly environment that encourages future developments. This is an attempt to reduce urban sprawl with its negative social/environmental impacts and give the city back its dynamic character. We seek to pursue such concepts as sustainable development, quality of life and social equity in the area through planning.

- GROUP MANIOS, DOYLE & NOURI-NEKOEI

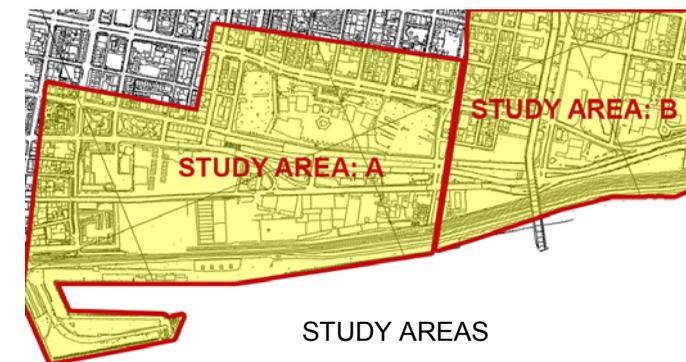
4.0 OVERVIEW INTRODUCTION

Suburbanization forces in recent decades have caused many people to move to the outskirts of the cities such as Montreal, leaving the central cities for the poor and disadvantaged. Suburbanization has caused urban sprawl, ascendants of which are the reduction of demand for aging central city housing, depressing its costs and diminishing the incentive for upgrading and redevelopment.

Urban sprawl is also a very unsustainable form of growth and increasingly deepens the gaps between different social groups accruing to social segregation. Some negative aspects of the sprawl include, increasing demands for energy, longer commuting times, more traffic, as well as increasing environmental pollutions. The subsequent suburban environment is specifically planned for cars than for people and is diminishingly less pedestrian friendly.

The study area is located in the city of Montreal, Ville-Marie Borough and is placed on the western side of Jacques Cartier Bridge. Suburbanization/industrialization forces have significantly transformed, this once a residential central city neighborhood. The study area is bordered on each side with some major traffic routes such as the René-Levesque Boulevard to the north, Papineau Street to the east and Berri Street to the west. It is delimited to the south by Saint-Laurent River and is right outside the Faubourg Quebec district.

Ville-Marie highway running east-west in the middle of the site has bisected the area into northern and southern sections. Aside from the highway, there are a substantial number of major transportation routes in the area, particularly in the east-west direction, which make it a very unpleasant/unsafe environment for pedestrians and cyclists.



4.0

OVERVIEW INTRODUCTION (CONTINUED)

Among the areas major characteristics are its prime location and great potential for development. The area is on the immediate vicinity of Old-Montreal and is quite close to downtown area. There is a considerable amount of land in the area which is either vacant (e.g. the parcels of land along waterfront) or underused (e.g. Radio Canada's surface parking and train yards). Also, under Notre-Dame Bridge, there is a large amount of land, which was initially planned for commercial use, but has ended up being vacant.

As one of the few inner city locations where industries have survived, the area houses one of the largest industrial businesses of the city, the Molson Breweries, on its southern section. The arrangement of Molson's industrial structures has created a very dense, uninterrupted fabric with a very low level of permeability along waterfront. With its truck loading facilities on its eastern side, the industry as a whole has significantly affected the quality of the environment, including developable lands surrounding it.

Another notable development in the area is Radio Canada's mega-block and its median massive structure. Like the Molson example, the whole block works as a physical barrier on the northern section of the site. The development, however, has a landmark entity inscribed in it by the Radio-Canada's Tower which is a quite visible structure in such a relatively low-built environment.

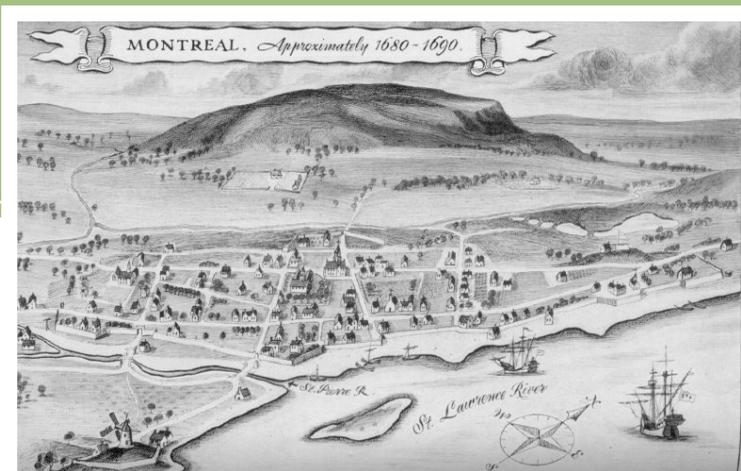
Viger Parks on the northern section are the only existing public spaces in the area. However, they are not functioning as real public spaces, nor neighborhood parks as one might expect. They are the place of homeless and are not being used by the locals. In other words, the parks are representational spaces that are occasionally used by marginalized people. Therefore, the area is faced with a shortage of such public spaces that are both safe and accessible.

4.1 HISTORICAL BACKGROUND

The general study area is bounded by Berri, Dufrense, de Maisonneuve, and the Saint-Lawrence River to the south. It is located in the Centre-Est district of Montreal and is made up of the former Faubourgs Quebec, Sainte-Marie, and Saint-Jacques. It is typified as a former industrial sector and as such still retains many remnants of its past legacy, such as rail yards, factories, and former workers' housing.

Based on the evidence of certain specialized buildings in the area we have concluded that our sector was once a fringe area and only later encroached on by residential fabric. Our conclusion is based on the presence of typically anti-nodal buildings, such as a former prison, a seminary, and a Nineteenth century hospital. The introduction of heavy industry at the turn of the Twentieth century and corresponding residences brought its own traces, such as churches, banks, and businesses along Ste. Catherine Street.

The study area is situated on the slope of the Ontario Plateau. It was historically divided by both its topographic elevation as well as by the Small River which ran roughly along what is present-day St. Antoine Street. These factors mean that the area has always been divided, and that they are likely to always remain so due to the configuration of the lots and blocks built around it.



MONTREAL 1690



MONTREAL 1830



RADIO-CANADA 1945

4.2 ADMINISTRATIVE ASPECTS

According to the 1992 Master Plan, an analysis of the potential development of Montreal's vacant lands was conducted. This analysis proposed the development of 60'000 units to be built on Montreal's vacant lands. An estimated 40 hectares of land had the potential for residential development within the Ville-Marie borough. Montreal therefore planned for the district of Ville-Marie to build 10'000 dwelling units within the next 10 years. Their aim was to consolidate housing stock and attract new residents (Ville de Montréal, 1992). The areas affected by this objective were Faubourg Quebec, Faubourg St-Laurent and Faubourg des Recollets.

According to the 2004 Ville-Marie Master Plan 12 hectares had been built or in the midst of being constructed. They foresee that 1'500 dwelling units would be built per year in order to obtain the city's goal of 6'000 dwelling units (Arbour & Assoc, 2004). The areas they specified for development were Faubourg Quebec, Radio-Canada site's periphery and north of Faubourg des Recollets. In addition they found that residential renewal had to be sped up, primarily in Faubourg Quebec (Ville de Montréal, 2004). Another priority was to redesign Viger Square in order to improve its relationship with the surrounding area and to increase its visibility from adjacent streets, due to the fact that its inward-looking layout often makes it appear unsafe. (Ville de Montréal, 2004).

In the 2004 Master Plan, the development proposals were to cover the Ville-Marie Expressway between Viger Square and St-Urbain Street (Arbour & Assoc, 2004). The reasons for this was to unify Faubourg St-Laurent and Old Montreal and due to the way the expressway cuts the urban fabric in half (Gauthier, 2005). Secondly they planned to re-zone Notre-Dame Street into an urban boulevard, primarily within the confines of Old-Montreal. Thirdly, to consolidate the immense spaces located on Radio-Canada's lot. If any measure were to be taken and carried out on Radio Canada's site a possible eight downtown blocks could occupy the area (Gauthier, 2005).

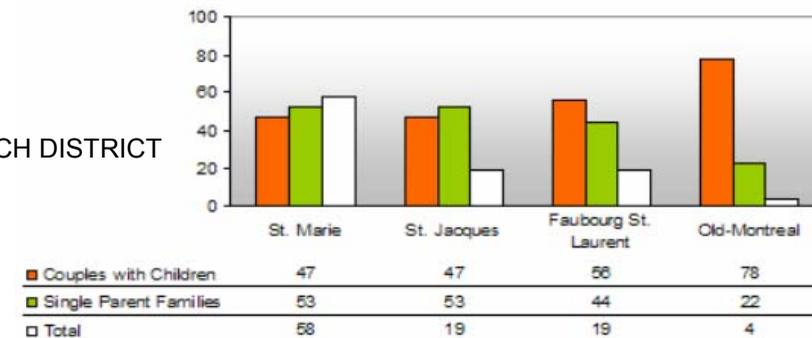
The *Société de Développement de Montréal* (SDMTL) is the city's real estate development arm and has proposed the development of the southern tip of Faubourg Quebec, along with Molson O'Keefe's loading dock in an attempt to gather a significant amount of attention to the area, considering its up rise (SDMTL, 2005). The reason was to develop the area in order to create a transition between the residential and the industrial function of the eastern part of the site.

4.3 SOCIO-ECONOMIC ACCOUNT

Examining the larger area surrounding our site including the districts of Saint-Marie, Saint-Jacques, Faubourg Saint-Laurent and Old-Montreal, shows that with the exception of Old-Montreal which is an affluent district, the area has a relatively poor population, what is often mentioned as a characteristic of the working class neighborhoods. However, over the last few decades the significant growth of the Gay Village, mainly located in Saint-Jacques district on the northern section of our site, has been a turning point in the area's local economy, contributing to its overall growth.

Saint-Marie district constitute the largest proportion of the area's population, accounting for 45% of its population. As a result of a gradual decline of its industrial sector over the past couple of years, Saint-Marie has become mainly a residential district. The spatial system is composed of a very dense system of residential buildings with a couple of small stores, mainly convenient stores, serving daily needs of the inhabitants. However, the data indicates that the amount of stores is not responsive to the need of the residents enforcing them to go to the other districts for providing their daily needs. *Figure 1: Type of Families with Children in Each District.* Concerning the type of families in the area, over the past couple of years there has been a decline in the number of families with children residing in the area. This is in particular due to the lack of amenities and a safe environment for children. Also, the population of the area is basically under-educated with Saint-Marie population having the lowest level of education In Saint-Marie and Saint-Jacques districts more than half of families with children are single parents. It is worthwhile to mention that there is a very small population of single parents in *Old-Montreal*, probably due to a more expensive life style which is not affordable for single parents (Figure 1).

FIGURE 1: TYPES OF FAMILIES IN EACH DISTRICT

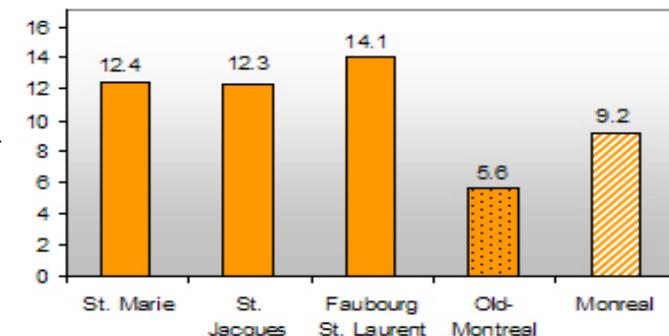


4.3 SOCIO-ECONOMIC ACCOUNT (CONTINUED)

The population is basically non-immigrant, francophone. Immigrants are a very small proportion of the population, slightly present in Faubourg Saint-Laurent and completely absent in Old-Montreal. Except for the case of Old-Montreal, unemployment rate is quite high in the area, much higher than the rate of Montreal (Figure 2). *Figure 2: Unemployment Rate in Each District Compared to the Rate of Montreal.* Many homeless people live within the boundaries of the study area. Many are located within Viger Park, along René-Levesque and St-Catherine Street and outside the Champ de Mars metro station.

Through interviewing several homeless men in the area it has become apparent that a number of the older homeless people were kicked out of their homes in the 1960's with the construction of the Radio Canada buildings and the Ville Marie highway. They were never able to recuperate from this and have remained homeless ever since. As a visible part of the population of the area their needs and requirements have to be dealt with and planned for. Otherwise, they will be excluded from the area or pushed to other sectors and this will question social equity concept in urban planning.

FIGURE 2: UNEMPLOYEMENT RATE IN EACH DISTRICT



5.0 SWOC ANALYSIS

Strengths that have been identified for the project area include; it's proximity to the central business district, it is a strategic area for people wishing to have the comfort of establishing a home in the center core and having the luxury of walking, biking, using public transportation or a short drive to work. The proposed area is well connected to Montreal's transit infrastructure, access to main connecting routes like Amherst and Papineau, Notre-Dame and the Ville-Marie Expressway. Areas in the southern sector (Faubourg Québec) have great potential for redevelopment and development on the vacant parcels of land, ideal for a residential or mixed-use development.

Weaknesses that have been identified for the project area include; the lack of pedestrian friendly pathways, the southern sector or also known as Study-area **A** has been geared mainly for the automobile this is evident along, René-Levesque, portions of Notre-Dame, Viger, and Papineau. These main transportation routes can be made more attractive to the individual or individuals that decide to venture into this area, whether it be through beautification of a pathway, or the creating a barrier between the sidewalk and the street. There are a great number of barriers in this sector that need to be dealt with, in a manner that will make the area more permeable. Accessibility and mobility are two issues that need to be addressed in this area. The Viger parks have been identified as a weakness because, they are not deemed as a safe and friendly environment because of the people who frequent the space and because of the high walls that conceal the park from outside eyes. There are plenty of amenities that service the population in the northern sector of the study area, in the south there are none. With the construction of new developments, and the possibility of continuing the trend in southern sector the residents will need amenities.

5.0

SWOC ANALYSIS (CONTINUED)

Opportunities that have been identified for the project area include; as previously mentioned the continuation in the development of the waterfront. The large lots are ideal for new developments whether it being high-end condominiums along prime land facing the waterfront, housing developments or mixed-used buildings comprising of residential and commercial uses. There is a possibility of expanding the Old-Port down the waterfront right up to the Study Area **B**, and merging it with whatever activities that will be proposed for the area.

Constraints that have been identified for the project area include; the industrial sector clean up. The waterfront has been home to industry since Montreal's conception; it would be a hardship to decontaminate the entire area for to build on the site. Additionally the train tracks are still in use, a way to remove most of the tracks or rerouting the trains elsewhere would have to be examined. Two other important factors that have already been mentioned in the above sections are: the street configuration and the barriers that need to be addressed to allow pedestrians to negotiate the area.

6.0 AIMS & OBJECTIVES

With identifying the major strengths, weaknesses, opportunities, and constraints of our study area we have derived certain aims and objections for the project area. The project will focus mainly on producing an accessible promenade along Notre-Dame that will be the key to the project, interlinking the study area.

We wish to project a comprehensive plan in three different phases that includes the re-allocation of the Molson property along the waterfront, safeguarding the Molson Brewery as an historical site, integrating a memorial communal area facing the brewery, a communal market, create safe and pedestrian friendly pathways to the waterfront, dismantle the CBC parking sites, and subdivide the parking lots into blocks like the ones that previously existed. We are attempting to improve/expand the public quality of public space, create a safe environment, and to create nodal attractions which will not only improve the area, but compliment it as well.



NOTRE-DAME BRIDGE



PAPINEAU EXIT



VIGER SQUARE



WATERFRONT VACANT LOTS

7.0

URBAN DESIGN PROPOSALS INTRODUCTION

EXISTING BUILDINGS AND LOTS



PROPOSED BUILDINGS AND LOTS



Our proposal is planned in *three phases* with some short-term and long-term assumptions being made. The assumptions are based on the experience of some similar cities as Montreal and their consequent outcome. Possible interventions are proposed for three specific sites in the area where each proposal provides the ground for the next. The specific sites of intervention are as following:

- Site 1 – Notre-Dame Bridge/Street starting from Berri Street to the west, until Papineau Avenue to the east including the highway Exit Papineau.
- Site 2 – The Radio Canada Block to the north of the study area.
- Site 3 – Molson Breweries' Block including its trucking facilities to the east.
- Site 4 – The Ville-Marie highway to the east of the Viger Parks (for future consideration).

7.1

PHASE 1 EXPLORING THE POSSIBILITIES

In the 1st Phase of development which is specific to Site 1, we are proposing a total revision of North-Dame Bridge which starts at Berry Street and ends at Montcalm Street. In spite of the enormous efforts put to the bridge's delicate architectural detailing, the land underneath the bridge is left under-used. It is dark, humid and unpleasant for pedestrians and no one is willing to use it as a passage way. The bridge itself acts as a physical barrier separating the northern and southern residential fabric. The north-south streets stop at the northern edge of the bridge and perform like dead-end streets. Therefore, the permeability of the area is disrupted creating a very poor, if not impossible north-south access to the waterfront. The bridge is barely used by pedestrians as a pathway and is mainly used by cars and for the parking purpose.

We are proposing to reconfigure the accessibility of the area by taking out the existing bridge and replacing it by an actual avenue. The avenue will have a promenade in the middle, providing a very pleasant environment for pedestrians. The topographical challenge of the site which is height differences can be solved through the application of slopes on either end of the bridge. The results would be an approximate 20 meters of slope instead of 350 meters of constructed bridge. An existing example of such a slope with slightly different dimensions could be found at the intersection of Notre-Dame and Berry streets.

The objective is to give back the historical identity of the Notre-Dame Street which is a matrix route and one of the oldest streets of Montreal. The promenade will function as a neighborhood public space that might occasionally draw people from other districts. The idea is to improve the symbolical image of the street and enhance the quality of life for neighborhood residents. It will eventually reconnect north and south and rebuild the missing links to the waterfront. The proposed avenue will justify further development in its vicinity and in the area as a whole.

7.1

PHASE 1 EXPLORING THE POSSIBILITIES (CONTINUED)

Note that the existing Notre-Dame Boulevard is a one way street to the east, yet the proposed avenue starting at Berri Street will be a two way street on both east and west directions. The revitalized Notre-Dame Avenue, immediately then, provides the ground for the development of the two adjacent blocks on the northern section of Molson Breweries. The Ville-Marie highway Papineau exit at the eastern side of these blocks has sliced them into pieces. There are two separate exits at this location: one is connected to the Notre-Dame Street to the east and the other one is directly connected to the truck loading facilities of Molson. It is used exclusively by Molson Trucks that are coming out of the highway from the east.

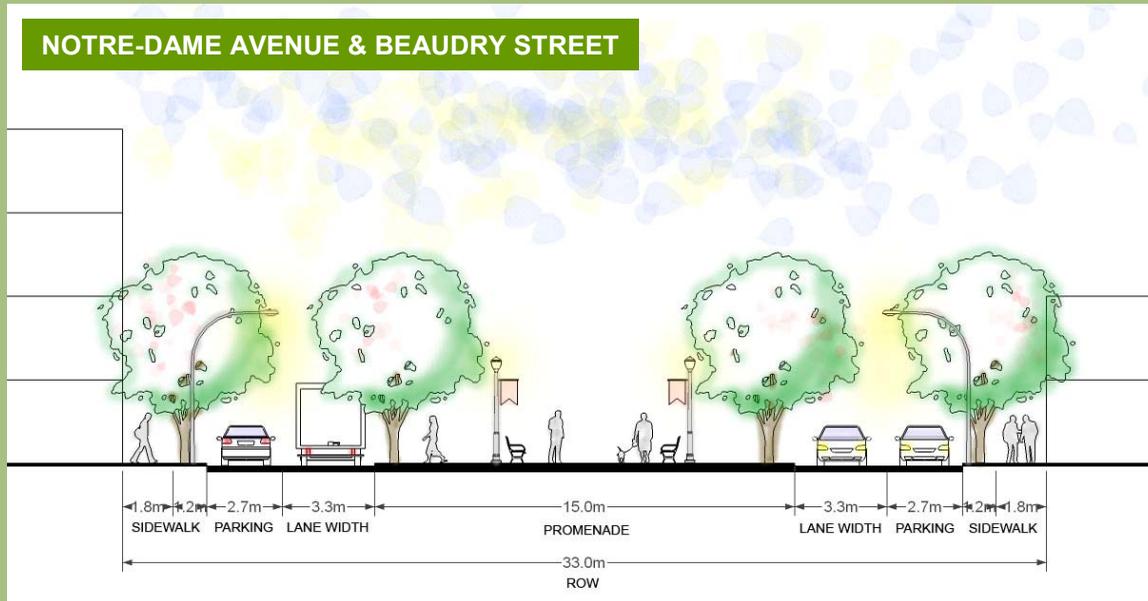
We are proposing to close off these exists and replace them somewhere after Papineau Avenue closer to the Jacques Cartier Bridge. The Molson's Trucks coming from the east need not to have an exclusive exit right in front of their loading space. They can connect to the Notre-Dame Street from an exit further west. Those vehicles using the other exit might have two destinations: they are either turning north on Papineau Street or are continuing to the west along Notre-Dame Street. Either way, they can follow their destinations by continuing along the highway; they will have the same options at the intersection of Ville-Marie Highway and Papineau Avenue.

Closing off the exits will provide us with some considerable amount of land for development. Specialized uses such as office buildings and mixed-used developments will work in these blocks provided that the Notre-Dame Avenue is revitalized. To minimize the highway's generated noise and air pollution a green buffer should be created at its borders. Overall, the 1st Phase will cause the environmental quality of the area to increase, the bisected north and south sections of the Notre-Dame Bridge to be reunited and consequently land values in the area to increase subsequently.

7.1

PHASE 1 THE NOTRE-DAME AVENUE PROMENADE

NOTRE-DAME AVENUE & BEAUDRY STREET



SECTION CUT ON PHASE 1

URBAN DESIGN PROPOSALS

At its present state Faubourg Quebec is split in half by a recently erected bridge-type structure aimed at connecting two slopes within the area. This bridge begins at Notre-Dame and Berri intersection and stretches its way up until Wolfe Street, where the slope rises once more. The topography within Faubourg Quebec varies, thus the idea of a bridge to streamline the surface was generated and realized. We find that there is a need for an intervention here. Due to Faubourg Quebec's rise over the past years much high-density housing has been provided, as specified in the 2004 Master Plan. Since the height of these new houses go up to three/four stories, its inevitable to look out your windows and see this massive structure, while cars and pedestrians using it are peering into your private life. Therefore we propose to drop the bridge and turn it into a form of an evergreen *promenade*, since the bridge will have a harder time accommodating activities and amenities, we believe that this type of Avenue could contribute to the success of the area. We have used Barcelona and Iran as realistic examples.



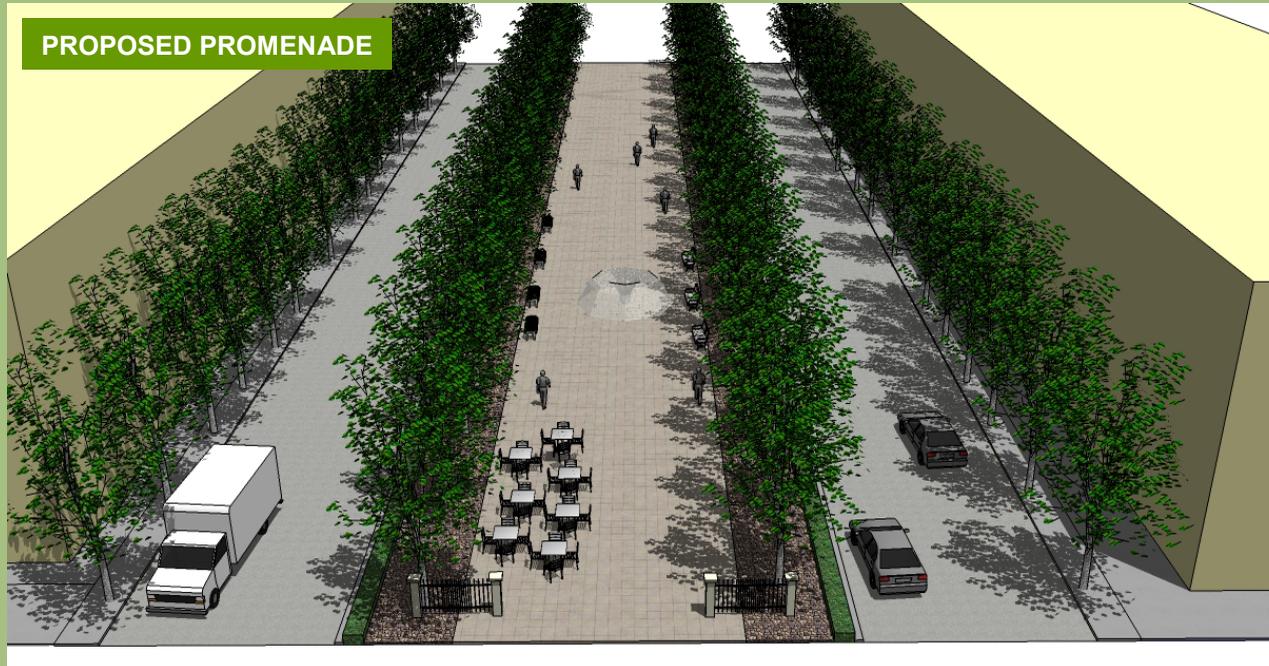
LAS RAMBLAS, BARCELONA



CHARBAGH, IRAN

7.1

PHASE 1 THE NOTRE-DAME AVENUE PROMENADE (CONTINUED)



PROPOSED PROMENADE

Boston, Massachusetts
COMMONWEALTH AVENUE



VIEW OF PROMENADE

PERSPECTIVE OF COMMONWEALTH AVENUE

The proposed promenade would have unique features that would aid at creating visual appeal and economic prosperity within Faubourg Quebec. Lush greenery (tall trees and shrubs), a textured walkways, exterior furniture, water fountains and designated bike paths would be more inviting to a local population to make use of, as well attracting an exterior population. This is also a great way to increase the value of adjacent properties, and continue the influx of investment and development on much of the waterfront vacant lots. The proposed promenade aims at turning Notre-dame into a two-way Avenue, from its present state one-way direction towards the east. This would also provide vehicular/pedestrian access towards the Old Port and its activities via De la Commune street. To the right are proposed views of the promenade and in perspective definition, such as Commonwealth Avenue located in Boston, Massachusetts.

7.1

PHASE 1 COMBATING FAUBOURG QUÉBEC'S TOPOGRAPHY

IMAGE A

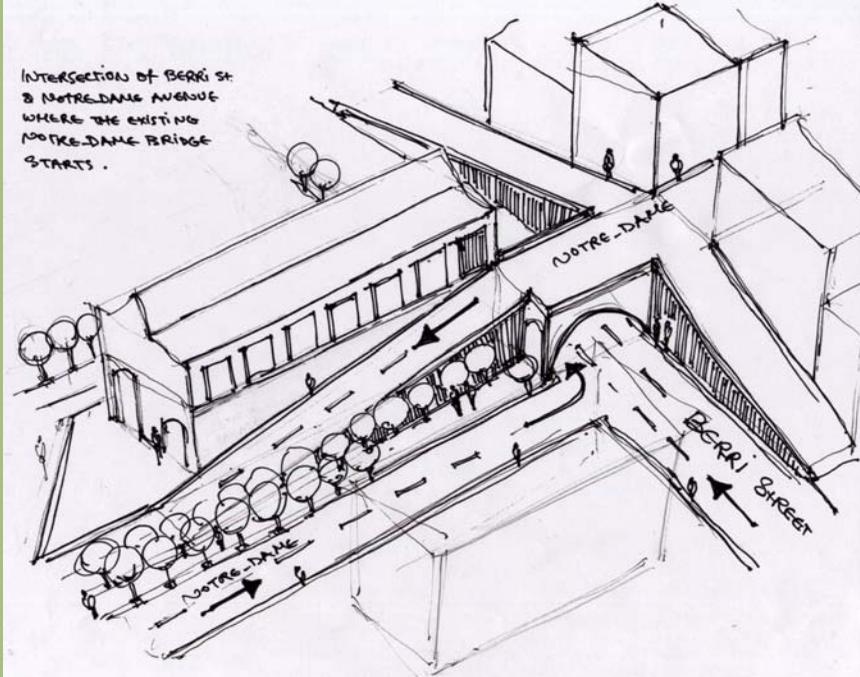
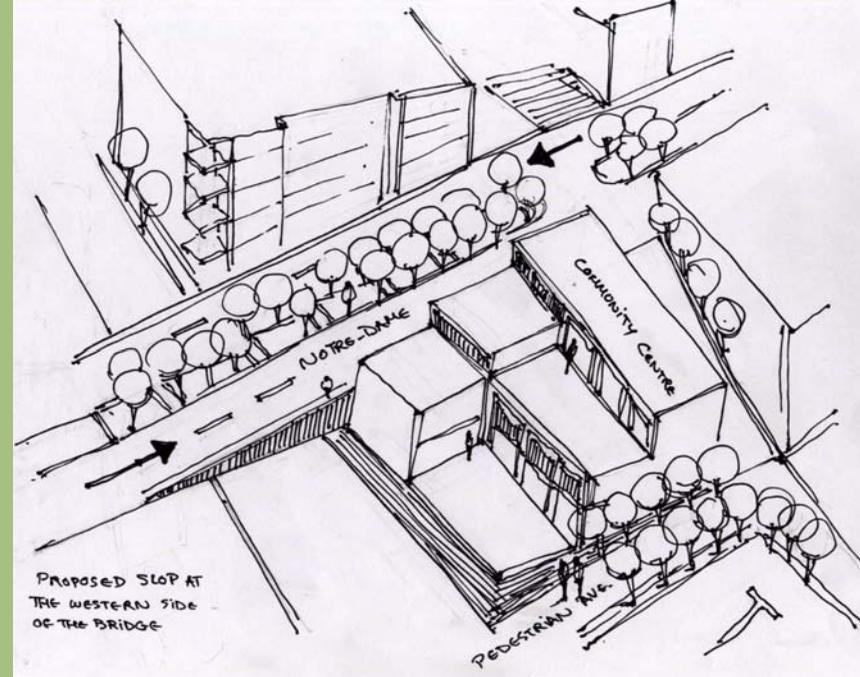


IMAGE B



The sketches displayed above demonstrate the issue of topography that we must combat within Faubourg Québec. Our proposal of an evergreen promenade running across Notre-Dame Avenue, took into consideration the challenging slopes that currently exist. Image **A** shows the slope located on the Notre-Dame and Berri intersection, thus at the very beginning of our proposed promenade. Image **B** shows the second slope located on the Notre-Dame and Beaudry intersection, thus scaling right behind the proposed community centre.



BRIDGE FACING EAST



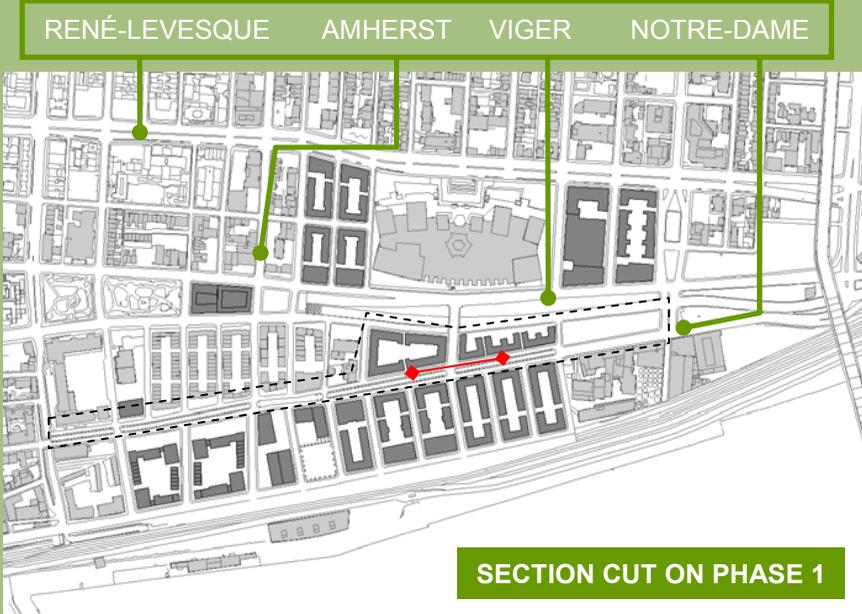
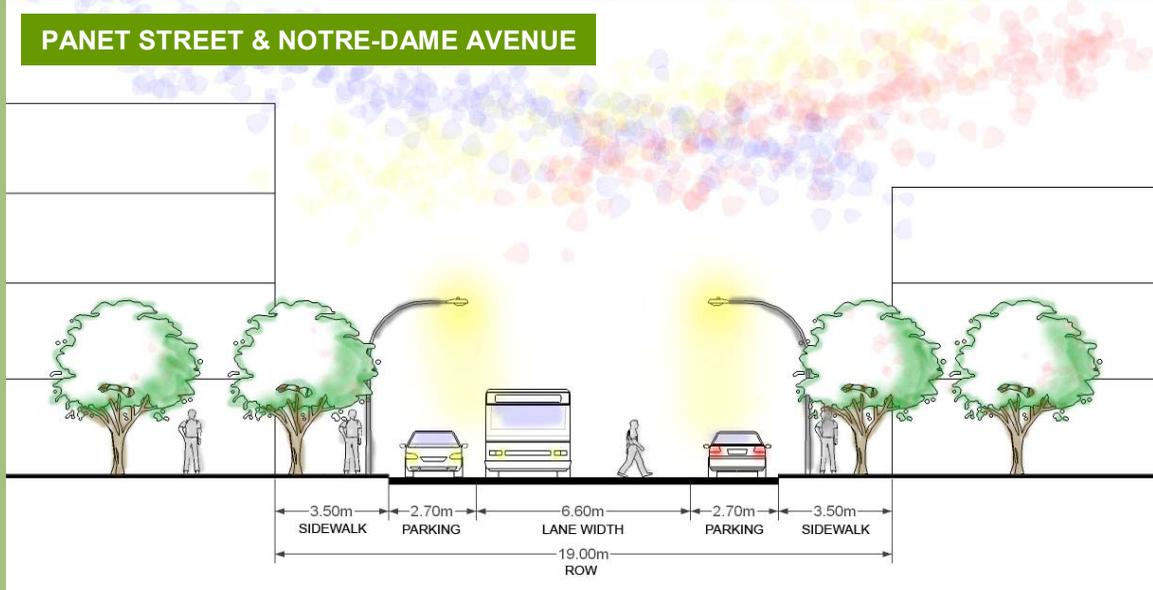
BRIDGE FACING WEST



BERRI STREET OVER-PASS

7.1

PHASE 1 FAUBOURG QUÉBEC SPECIALIZED



URBAN DESIGN PROPOSALS

Faubourg Quebec Specialized stems from the idea that we are successful at closing down Papineau exit off the Ville-Marie highway, and maximizing on the space and vacant lots which lie there. This exit gives right-of-way to primarily Molson O'Keefe trucks which then enter at the side of the Molson docking garage. Considering that we are proposing to eliminate this loading dock by Phase 3, which suggests that the Molson brewery moves to an alternate location, we therefore gain all vacant lots facing the brewery and we can therefore propose mixed-use and commercial activities within the eastern edge of Faubourg Québec, providing employment and amenities, something which the area lacks at the moment. The examples provided to the right illustrate possible building types which can fit the look and shape of the area.



MIXED-USE



SPECIALIZED A

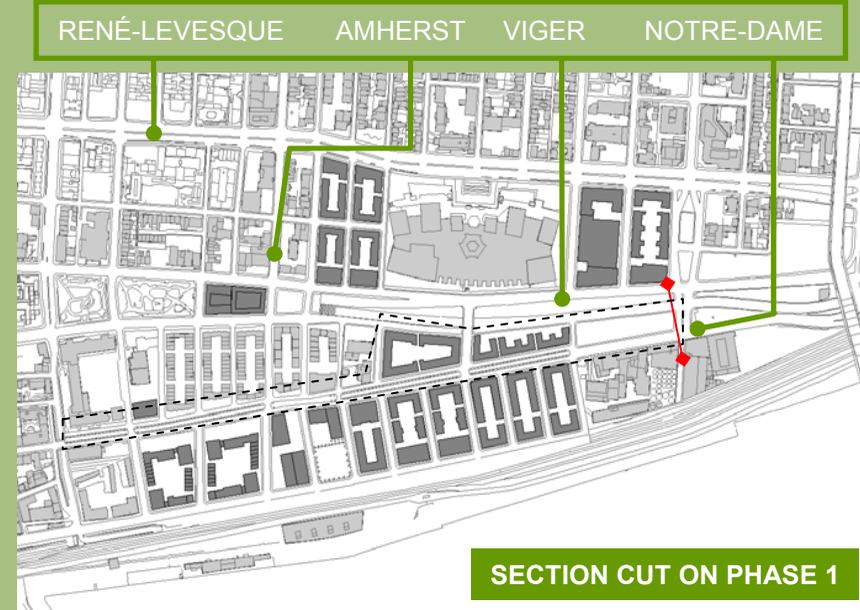
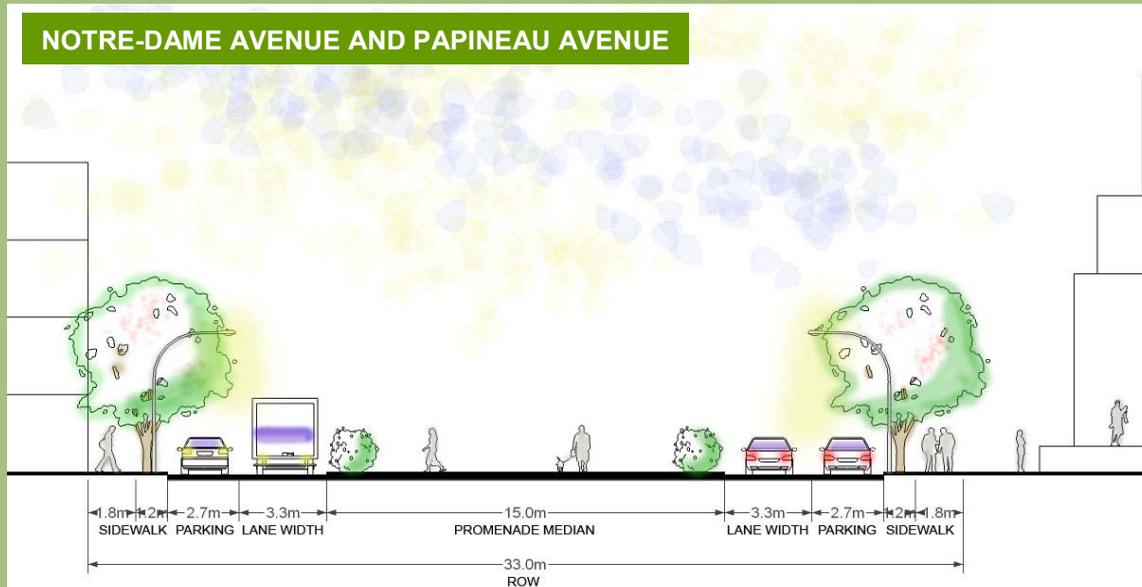


SPECIALIZED B

7.1

PHASE 1 MOLSON SQUARE AND THE DISTILLERY ATTRACTION

NOTRE-DAME AVENUE AND PAPINEAU AVENUE



SECTION CUT ON PHASE 1

URBAN DESIGN PROPOSALS

Part of our long-term goals is to envision a Faubourg Québec without Molson O'Keefe playing as the leading industrial role with the area, the large lot it occupies would turn into a cultural space where the promotion of Molson products would be prominent. We therefore propose a nodal attraction to the eastern edge of Faubourg Québec, facing the Molson brewery where a vacant parking lot lays to this day. This attraction will serve the local community as well as tourism magnet, attracting large populations to its ideal location. We believe that this attraction will take the shape of a Square, hence the name Molson Square, it will contain water fountain(s), exterior furniture, landscaping and ample room for the promotion of festivals funded by the Brewer. It's an ideal location to enjoy summer nights, while fireworks from a nearby La Ronde light the skies. The illustrations beside demonstrate examples of potential views of the type of nodal attraction.



FIREWORKS/FESTIVALS



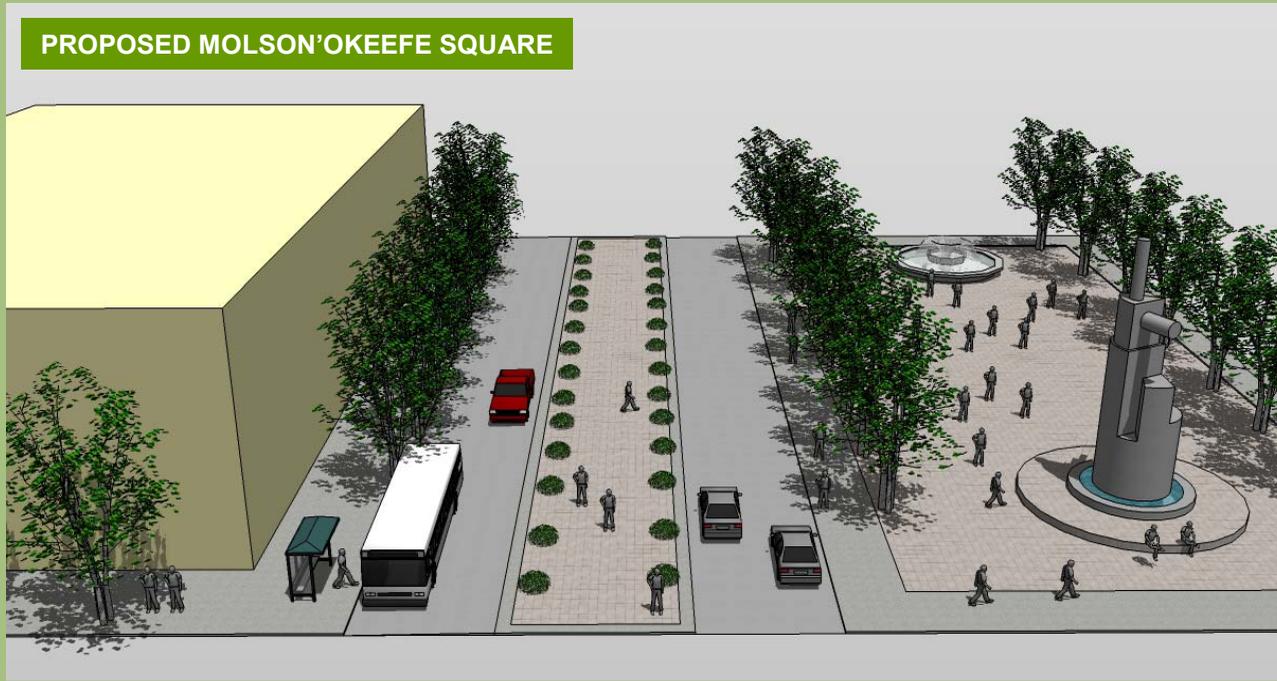
TOWN GREEN, DULUTH



LA PLANTEE, PARIS

7.1 PHASE 1 MOLSON SQUARE AND THE DISTILLERY ATTRACTION (CONTINUED)

PROPOSED MOLSON O'KEEFE SQUARE



TORONTO DISTILLERY VIEW A



TORONTO DISTILLERY VIEW B



TORONTO DISTILLERY VIEW C

Complimenting our idea of Molson Square, it is important to provide the influx of tourists and local population cultural and dining amenities. Therefore the thought of marketing the Molson Brewery into a cultural attraction fit the description of the area and its needs. Similar to the Toronto Distillery, Molson O'Keefe has the same opportunity to do the same with its buildings, in terms of creating them into a venue, where a multitude of activities could take place. The existing buildings could contribute to this type of touristic / cultural ambiance by promoting the Molson Heritage and name. This area could be developed and re-organized to harbor restaurants, micro-breweries, gift-shops, concert halls and night-clubs. An important aspect worth mentioning about the Molson Square is a tall modern sculpture would serve a good means to draw attention to the site form afar, especially all along Notre-Dame and Papineau Avenues. This modern art would represent Molson O'Keefe, and have to be between 3 and 4 stories high and significantly wide in order for it to have an impact to drivers entering the Montreal Downtown from the East, the Mercier-Hochelaga Borough. The perspective above illustrates this key point.

7.1

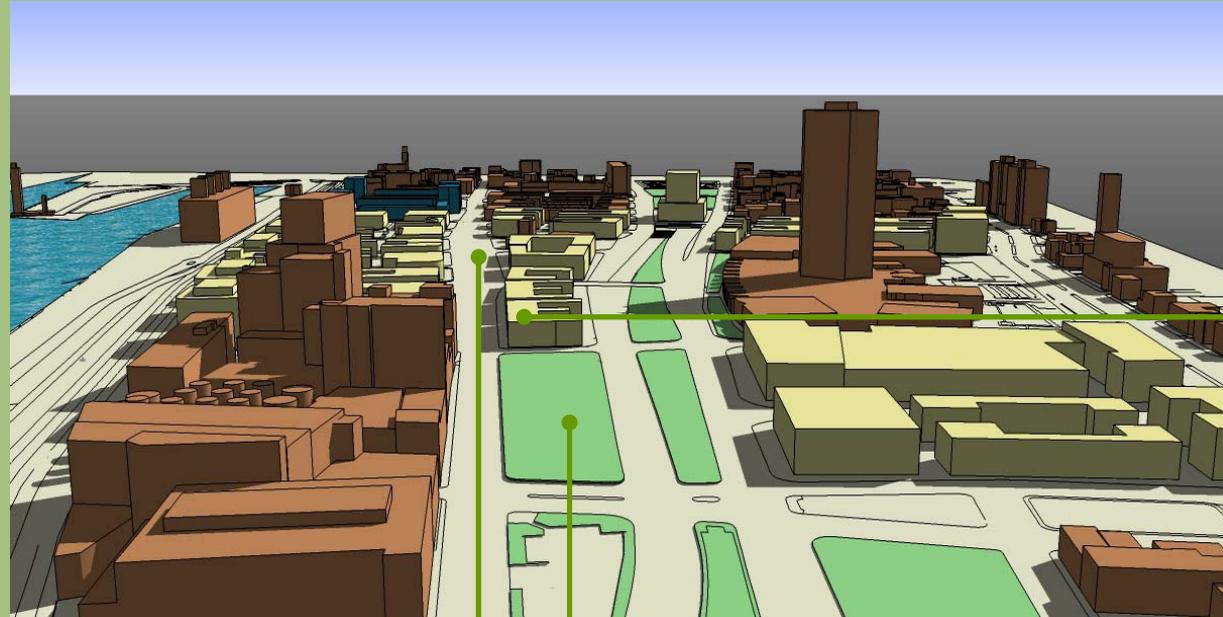
PHASE 1 UNDERSTANDING THE 3D-MODEL: P1



3D VIEW: A (AERIAL VIEW FACING EAST)



3D VIEW: B (FACING EAST ON NOTRE-DAME)



3D VIEW: C (FACING WEST)

URBAN DESIGN PROPOSALS

A 3D Virtual model was created in order to prove many points of our proposals, such as microclimatic effects, view corridors and realistic perspectives. Here within Phase 1, the 3D model illustrates where the proposals described part of this phase to be located. 3D View **A** shows the study area in its entirety with all proposals designated to their new areas. 3D View **B** illustrates a clear view down the Notre-Dame Avenue, we can tell what buildings lay on each side. 3D View **C** provides an understanding of the proposed elements all in one image and where they would be more-or-less located.



PROMENADE



NODAL ATTRACTION



MIXED-USE BUILDINGS

7.2 PHASE 2 EXPLORING THE POSSIBILITIES

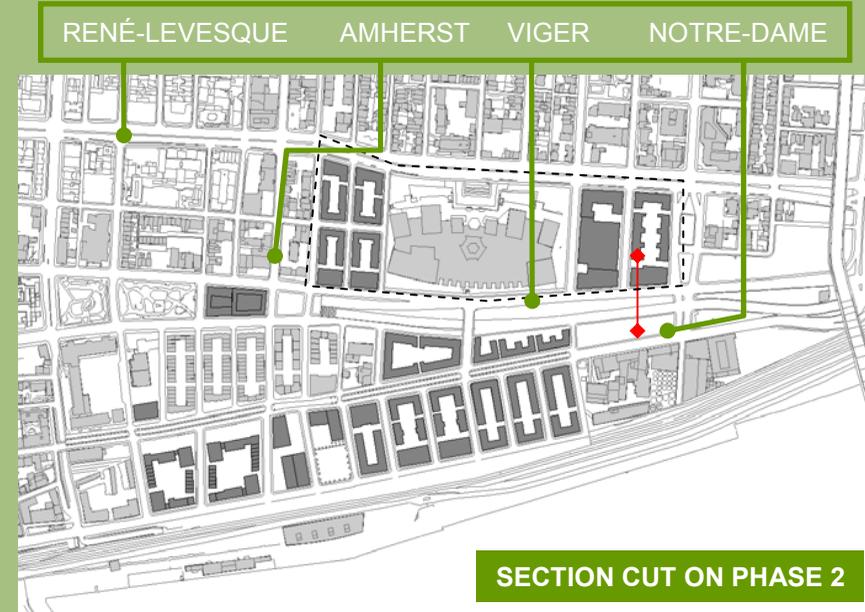
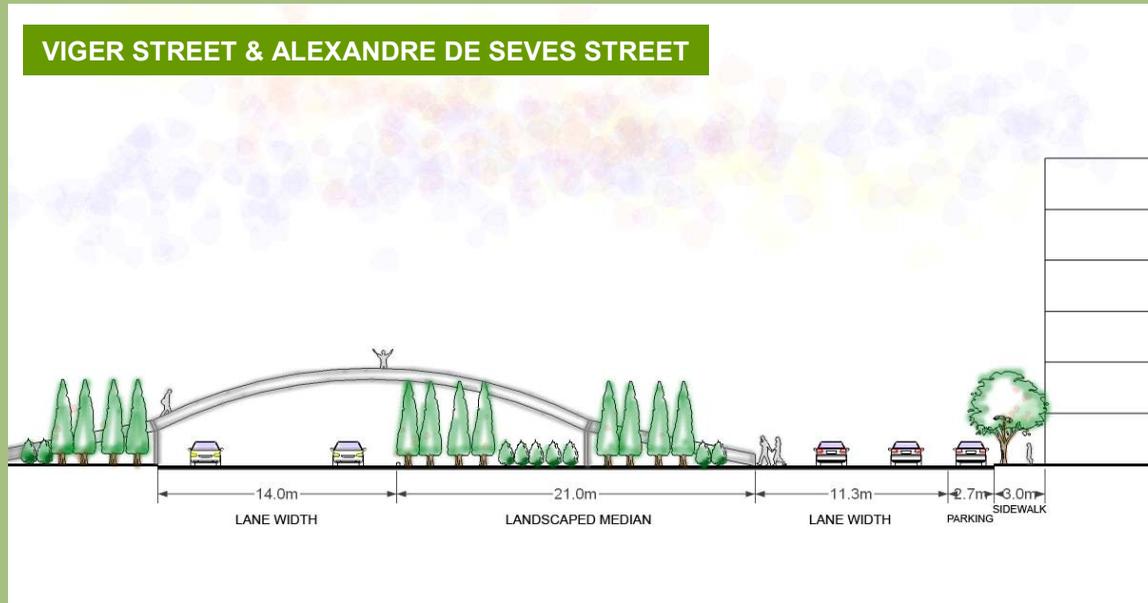
As mentioned previously, it is not only the Ville-Marie Highway which is functioning as a physical barrier, but the Radio Canada Block on the northern border of the highway is also a barrier. Apart from the Radio Canada's massive base that has deteriorated north-south accessibility, the two huge parking lots on either side of its base have created holes in the urban fabric. These parking lots are large amounts of asphalt exclusively dedicated to cars and they further exacerbate impermeability of the site.

Consequently, in the 2nd phase we are proposing to redevelop Radio Canada's surface parking. The required parking space will be provided in the form of multi-level parking on the eastern section of the block. A couple of north-south streets such as Montcalm and de Champlain Streets will be extended to the south to break down the large surface parking into smaller blocks and improve north-south accessibility. The surface parking on the western side of Radio Canada block, however, will be as well cut in the east-west direction to correspond to the trend of the adjacent blocks. Overall, we are proposing to break up the eastern parking lots into two blocks and western ones into 4 blocks.

Since Viger Street and René-Levesque Boulevard are two major transportation routes with considerable amount of noise and traffic, we are proposing to build specialized buildings along them. The middle of the proposed blocks, however, would experience less pollution and will be appropriate for residential development. Encouraging development on the Radio Canada's surface parking will help to revitalize the area, especially along Viger Street and René-Levesque Boulevard. The north-south permeability of the site will be somewhat improved; streets will be framed proportionately helping to improve their image as city streets; and the development will draw a considerable amount of population which will justify further interventions in the site.

7.2 PHASE 2 CITÉ-DES-ONDES EAST SIDE

VIGER STREET & ALEXANDRE DE SEVES STREET



URBAN DESIGN PROPOSALS

Considering efforts are being made at dismantling Radio-Canada's mega-bock, on both sides including the large parking lots, we have found a way to preserve parking for the hundreds of employees working for this corporation, as well as provide private parking for the visitors of the Molson cultural/nodal attraction. We therefore propose on the eastern side of the CBC building to erect an elevated parking lot which may rise up to six stories, and two floors underground (we have flexibility here). In an attempt to compliment this parking lot and service a larger population, we find it necessary to create a pedestrian bridge crossing the edge of the Ville-Marie highway leading to Molson Square. This bridge will be suspended over 35 meters of road and new landscaping, providing safe and direct access to the attraction. Images provided above and beside clarify this.



FOOT BRIDGE A

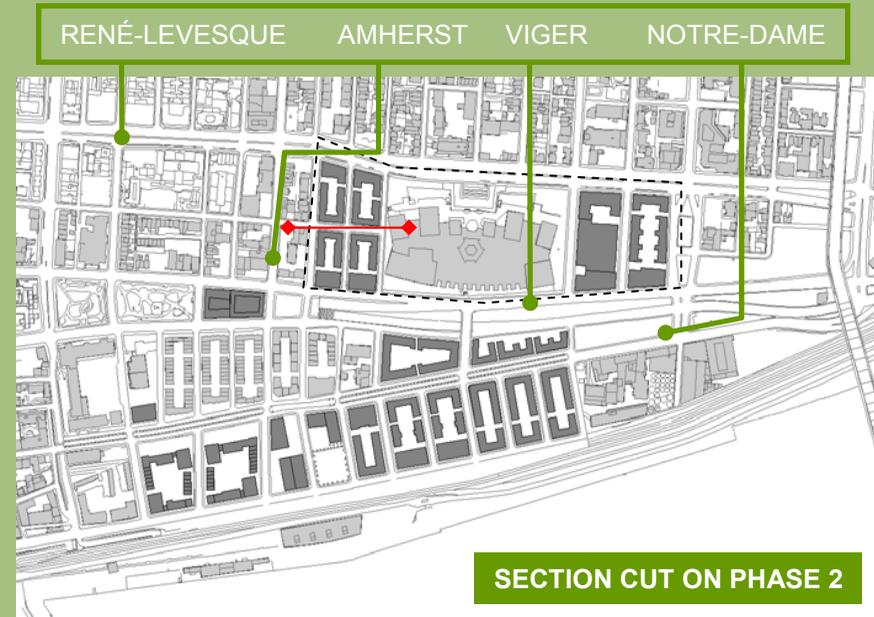
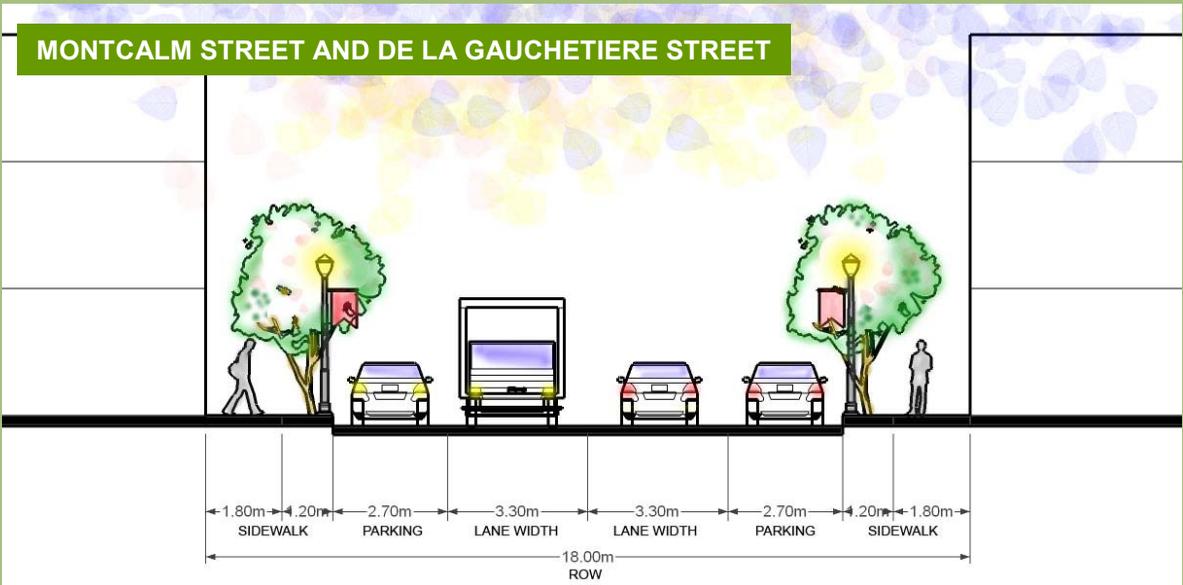


FOOT BRIDGE B



ELEVATED PARKING LOT

7.2 PHASE 2 CITÉ-DES-ONDES WEST SIDE



Concerned about the western side of the Radio-Canada mega-block, we envision that we could also make use of the super-sized parking lot in order to create housing opportunities in an urban setting. The large lot would be sub-divided into four new blocks. This will help open new settling routes within Cité-des-Ondes, expand De la Gauchetière Street (which once used to run right through the area before Radio-Canada took over this working-class residential district). We propose to develop condominiums with a uniform look, which would compliment the exiting urban fabric. The images beside demonstrate what we have in mind.



CONDOMINIUM A



CONDOMINIUM B



CONDOMINIUM C

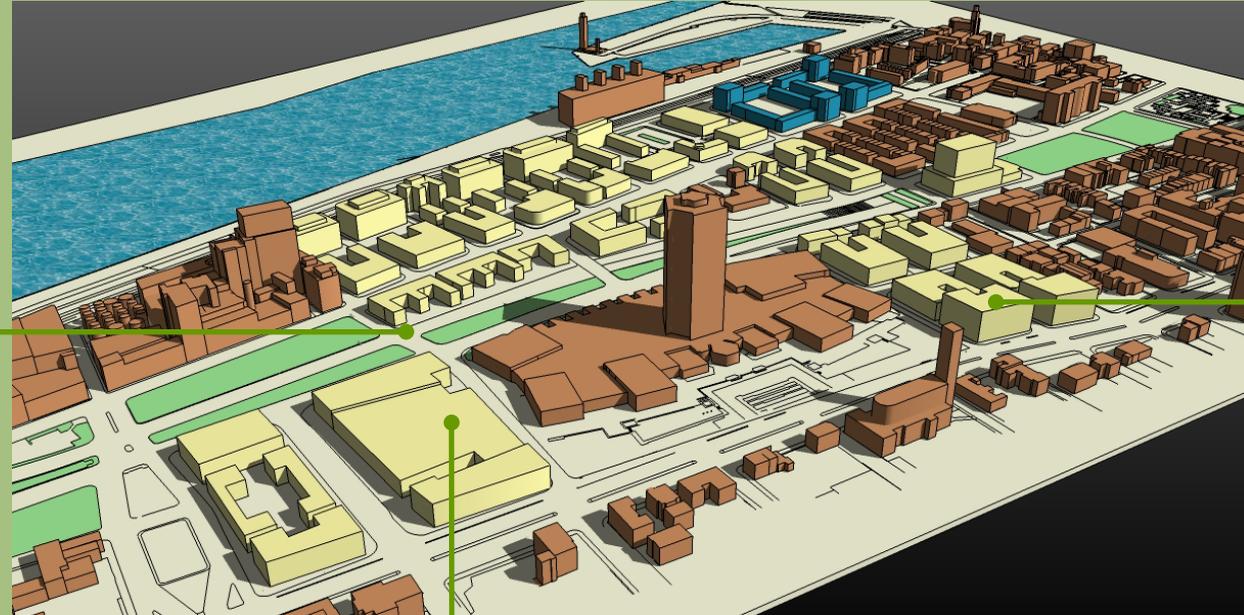
7.2 PHASE 2 UNDERSTANDING THE 3D-MODEL: P2



3D VIEW: A (AERIAL VIEW FACING WEST)



3D VIEW: B (FACING EAST ON VIGER)



3D VIEW: C (FACING WATER)

URBAN DESIGN PROPOSALS

These views of the 3D-model aim at illustrating the views from the east including the Jacques-Cartier bridge, as well as the entire lot which Radio-Canada lays on. View C provides physical proof of the immensity of the Radio-Canada and the potential the parking lots adjacent to it withhold. This angle from this 3D view provides a good understanding also of how the new buildings would reflect on René-Levesque Boulevard, which we also want to focus on building with addresses facing this urban boulevard.



PEDESTRIAN BRIDGE



ELEVATED PARKING LOT



CONDOMINIUMS

7.3 PHASE 3 EXPLORING THE POSSIBILITIES

In the 1st and 2nd phases, we proposed to develop the available land alongside the Ville-Marie Highway, from Montcalm Street up to Papineau Street. Starting the 3rd phase, the highway and Viger Street are properly framed and are given back their image as city streets. The vehicles coming out of the underground highway will encounter a framed street rather than some deserted land and the constructed sense of the city will make them to slow down. The Notre-Dame Avenue, by then, will have become a prestigious city street and Molson Breweries will be under pressure by development forces.

The 3rd phase of proposal is based on the assumption that Molson Breweries, due to enormous economic pressures and increasing land values, will be ultimately forced to move to another location and the land will be freed up for development. Based on this scenario, we are proposing the following interventions in the area: The eastern section of Molson's block consists of buildings with heritage values. We are proposing to keep and renovate these buildings to create an entertainment hub for city residents. The rest of the Molson's block will be broken up into smaller residential blocks.

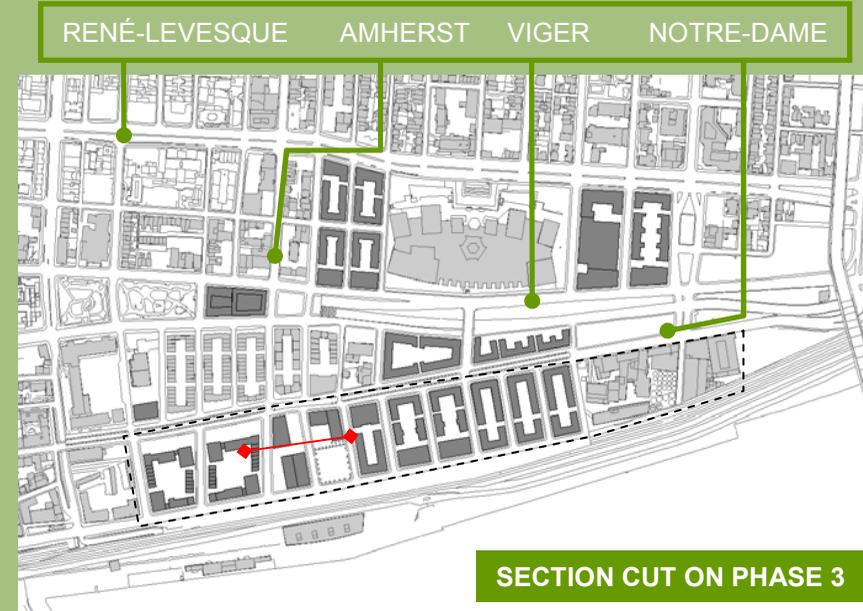
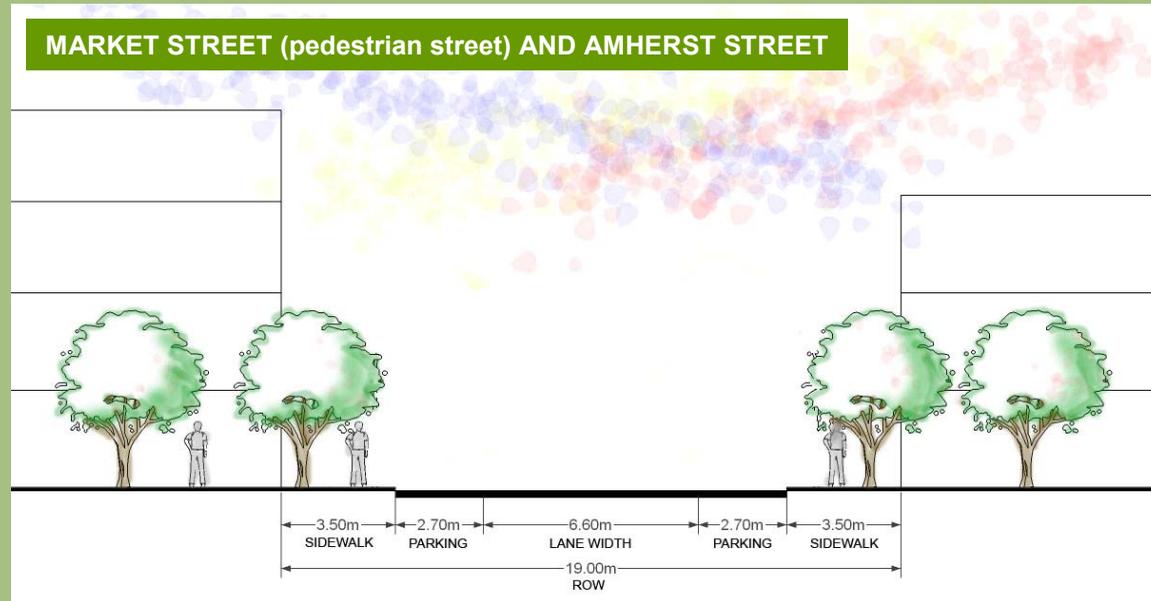
These residential blocks will house a mix of building types from condominium buildings to smaller, triplexes. To take advantage of the river-views, we are proposing to build relatively high buildings at the southern edge of the blocks; so, the buildings could go up to 7 or 8 stories along waterfront. Along Notre-Dame Avenue, however, we are not proposing more than 4 or 5 story buildings, since they will cast shadow on the promenade and spoil its livelihood. The use will vary depending on the area, we have outlined that there is a need to propose specialized and mixed-use buildings, which will contribute to sustain business and commercial activities within this area.

There are a couple of important view corridors that are worth securing: one is the northern view over Radio Canada Tower from the promenade which is kept secure by providing a gap between the buildings along Notre-Dame; the other important view is the one over the Clock Tower from Amherst Street which is also kept secure. In the latter case, a small terrace is also proposed at the intersection of Amherst and Notre-Dame Streets, for people to take advantage of the river and the Clock Tower views.

To facilitate access to the new development, some 3 to 4 train tracks on the southern edge of the existing Molson buildings, will be removed to further extend de la Commune Street to connect to Papineau Avenue. The southern edge of the newly extended de la Commune Street will be properly landscaped to become a public area for the general public.

7.3 PHASE 3 FAUBOURG QUÉBEC COMMUNITY CENTRE AND MARKET

MARKET STREET (pedestrian street) AND AMHERST STREET



URBAN DESIGN PROPOSALS

A recurring issue that we kept dealing with was the fact that a newly developed Faubourg Québec, was lacking the necessary amenities which would help sustain the well-being of its population. These residents would have to rely in this case, to ride into the CBD or along Ste-Catherine to find their necessary goods. We therefore made use of the space which we were given and thought up the idea of a community centre and market stored in the centre of all these new developments. We have located it on Amherst and Notre-Dame, which is our focal intersection within the district. This images beside provide ideas from an international standpoint.



CAMPO DEI FIORI, ROME



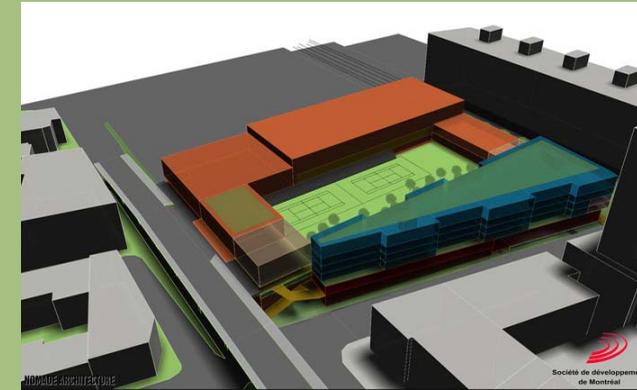
FINDLAY MARKET, CINCINNATI



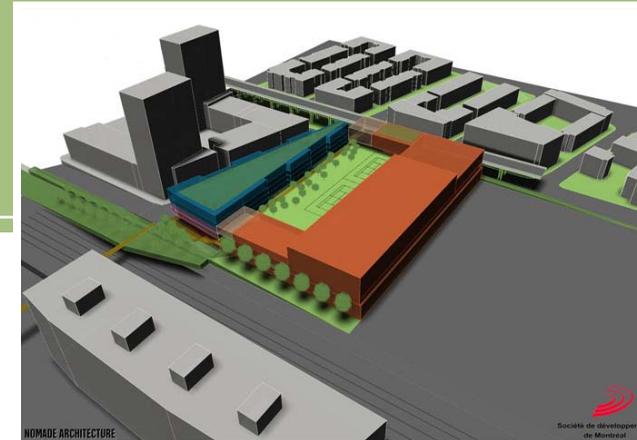
EASTERN MARKET, WASHINGTON

7.3 PHASE 3 FAUBOURG QUÉBEC COMMUNITY CENTRE AND MARKET (CONTINUED)

PROPOSED MARKET AND COMMUNITY CENTRE



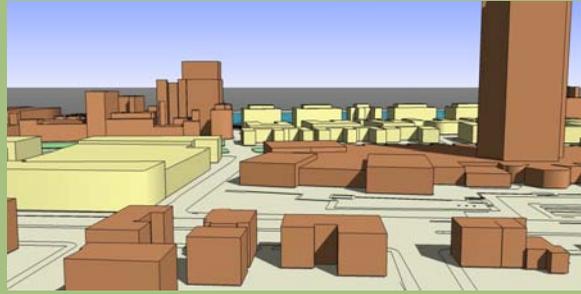
SDMTL PROPOSAL: VIEW A



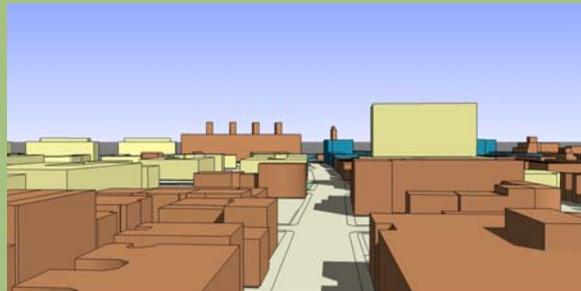
SDMTL PROPOSAL: VIEW B

The Faubourg Québec Market and Community Centre would provide an array of grocer, restoration, fitness, leisure and pharmacy activities which would contribute to the wealth of the area. We know that a new population is pending to enter the area, as most of *Le Solano's* properties have been sold, we find it necessary to provide these services, because we cannot rely solely on the views to the waterfront to sustain this part of town. We wanted to compile a cluster of amenities which would be consensual to all, living here. Also we have provided parking at the rear, for those planning on coming from afar, or doing a whole week's grocery list. An interesting part of this site that we proposed is *Market Street*, a small connecting route designated only to pedestrians. We forecasted the amount of users visiting this site and thought that allocating them their own space of safety to enjoy their time would be appropriate in this case. This street is closed off by short pillars which prohibits vehicular entry. This site has taken into consideration the original proposal from the SDMTL, which proposed a mixed-use facility, with tennis courts and modified it a little to fit the context of our own proposals: Views **A** and **B** demonstrate their vision.

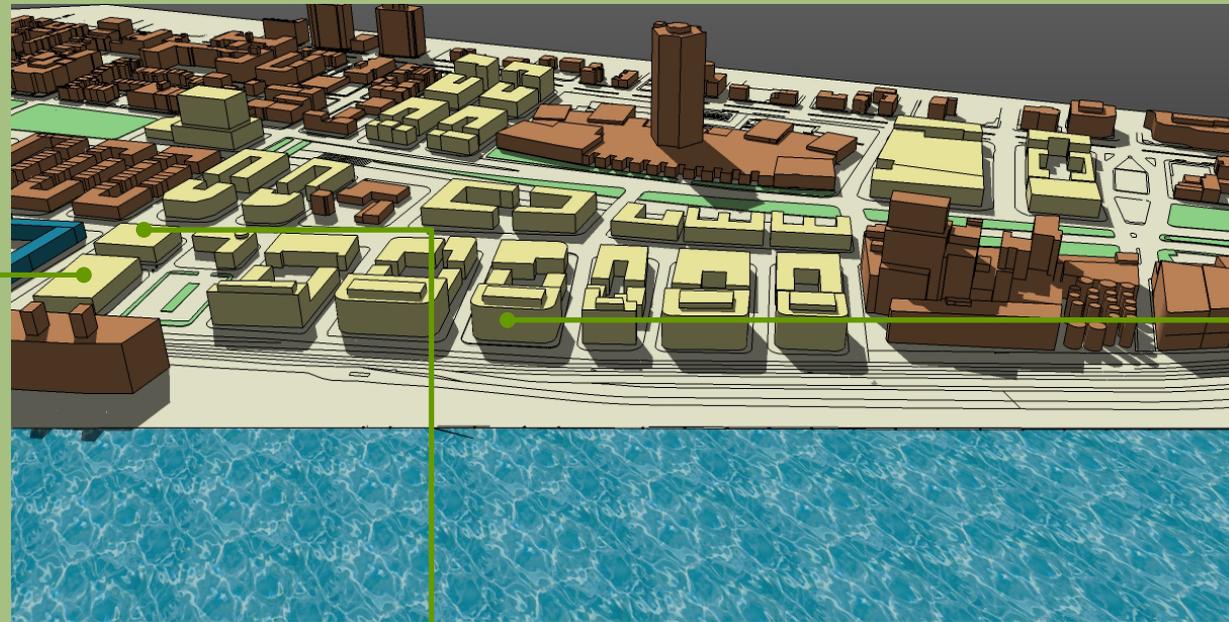
7.3 PHASE 3 UNDERSTANDING THE 3-D MODEL: P3



3D VIEW: A (SOUTH ON ALEXANDRE-DES-SEVES)



3D VIEW: B (SOUTH ON AMHERST)

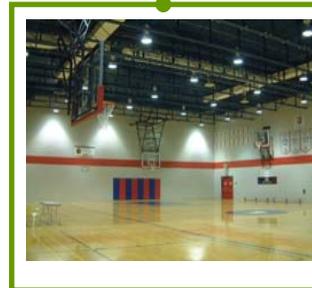


3D VIEW: C (WATERFRONT)

Understanding our 3D model is quite important because it allows the viewer to fully grasp our ideas, not only theoretically but also visually. 3D views **A** and **B** stress on the importance of promoting open and safe pathways to the waterfront, which will help linkage between the north and the south side of the Ville-Marie expressway in which circulation has been cut over the past few decades. 3D view **C** focuses on the aesthetic feel of the waterfront by illustrating the possibilities we have outlined earlier. The images beside help clarify these proposals.



MARKET



COMMUNITY CENTRE



HIGH-RISE CONDOMINIUMS

7.4

PROJECT COSTS AND INVESTMENT



LEGEND

- COMMERCIAL
- MIXED-USE
- RESIDENTIAL
- PUBLIC OPEN SPACE
- CIVIC
- PROPOSED (LE SOLANO)

LAND USE MAP

The break down of the costs for the proposed developments include only building costs, and it is important to note that the costs do not consider the de-contamination, purchase, demolition or infrastructure costs of the land, the costs are determined by the estimated market value per square foot.

We wish to allocate approximately 20% (436 units) of the residential units for affordable housing. To be able to realise the project it would be sensible to fund the projects through private and public funds, the majority of stakeholders could be many predominant businesses located in the Montreal region, the bulk of infrastructure costs could be paid by provincial and federal bodies. This would most likely be the most efficient way to pay for the realization of the proposed projects.

<u>RESIDENTIAL</u>	<u>COMMERCIAL</u>	<u>MIXED-USE (residential)</u>
1'166 UNITS \$241 MILLION	70'000 M2 \$134 MILLION	47'990 M2 426 UNITS \$89 MILLION
<u>CIVIC</u>		<u>MIXED-USE (commercial)</u>
5'064 M2 \$11 MILLION		13'184 M2 \$31 MILLION

TOTAL UNITS: 2018
TOTAL COST: \$506 MILLION

8.0 CONCLUSION

Concluding, in this proposal we have attempted to pursue such concepts as sustainable development, social equity and quality of life in the area. We have proposed such public spaces as the promenade, parks and small terraces for the neighborhood residents as well as for the general public; and by doing so, trying to improve the quality of life in the area. We are not only promoting development potentials of the area but try to provide the population with the required amenities and community services. To be sustainable, the buildings are proposed mixed-use so that the transportation issues accompanied by single-use planning will not happen here. The residential buildings are planned for people with different backgrounds and social classes, so that a wide range of people can take advantage of the amenities provided in the area.

Improving the pedestrian environment has been kept a top priority; we have tried to achieve this by increasing permeability within the site, securing view corridors and providing a safe and pleasant environment for pedestrians. We have tried to extract/highlight the historical and symbolical features of the site and the meanings attached to them. This has been done by keeping the historical buildings of Molson Brewery in the 3rd phase and transforming them into public buildings; and also by giving back the Notre-Dame Boulevard its historical charm and glory.

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