

1475 Rene-Levesque Blvd.



Presented by Tony laizzo MBA, AACI

Master Plan Goals

Master Plan

Montréal 

This development will achieve specific objectives set-out by *Montreal's Master Plan* such as:

- ✓ **Improve the quality of existing living environments (significant addition to the 60-70k housing unit target by 2014);**
- ✓ **Increase the city center's residential vitality;**
- ✓ **Consolidate employment areas by attracting dynamic firms to cluster & improving transportation links;**
- ✓ **Promote quality architecture and consolidate the existing built environment in harmony with the surrounding character;**
- ✓ **Preserve and enhance the built heritage;**
- ✓ **Ensure the optimal management of land resources in an urban context;**

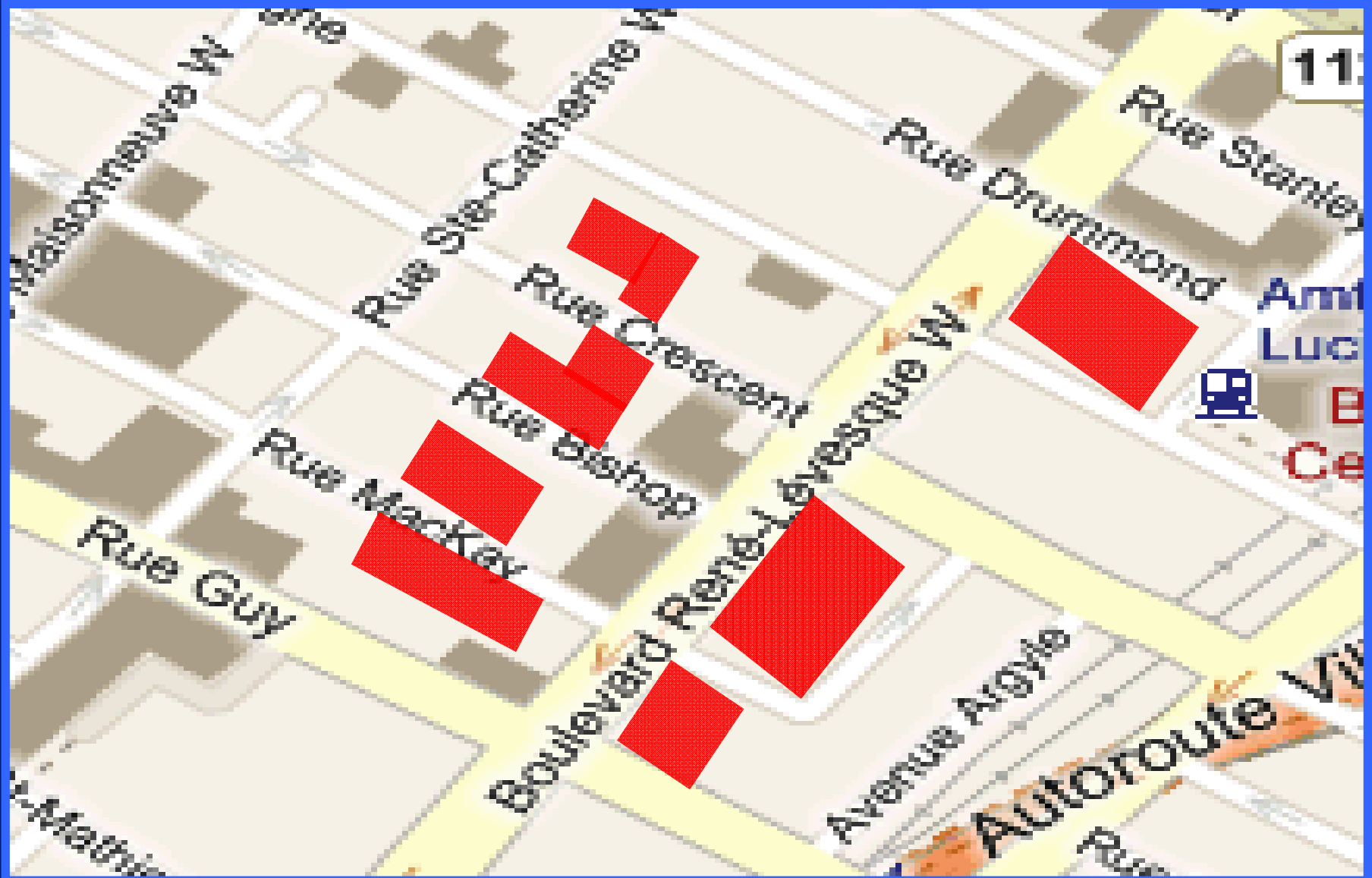
Deliverables

The proposed development will help achieve the specific goals set-out by Montreal's Master Plan by:

- ✓ Stimulating housing construction on suitable vacant land;
- ✓ Consolidating the Central Business District;
- ✓ Developing the city's tourism potential;
- ✓ High-quality architecture and design within city core;
- ✓ Support the development of quality employment areas:
- ✓ Eliminate & develop surface parking lots !!;



Eliminate Surface Parking Lot Cluster



Concluding Remarks

- ❑ Seems that intersection of Rene-Levesque & Guy has been left behind in terms of urban renewal;
- ❑ No new realty development of significant scale has been constructed in the immediate vicinity for over a quarter-of-a-century;
- ❑ The immediate area is characterized by abnormally high number vacant pockets of land;
- ❑ Spring-board & encourage further revitalization of the immediate area;
- ❑ Sleek design & green initiative by a renowned architect, the project will prove to be a fine addition to Montreal's skyline.
- ❑ The Victorian buildings along Rene-Levesque are being preserved;
- ❑ Economic spin-offs : benefits to the employment base, attracting professional service firms to cluster in the area;

In conclusion, to facilitate the realization of the proposed development, dear OCPM & Council members, please proceed with the proposed amendment to Section 89.3 of *Charter of Ville de Montreal*. *We need it.*