



Urban, Economic and Social Development Plan (PDUES) For the Marconi-Alexandra, Atlantic, Beaumont, De Castelnau Sectors

Public Consultation–Information Session

March 11 & 13, 2013

Montréal 



Presentation Plan

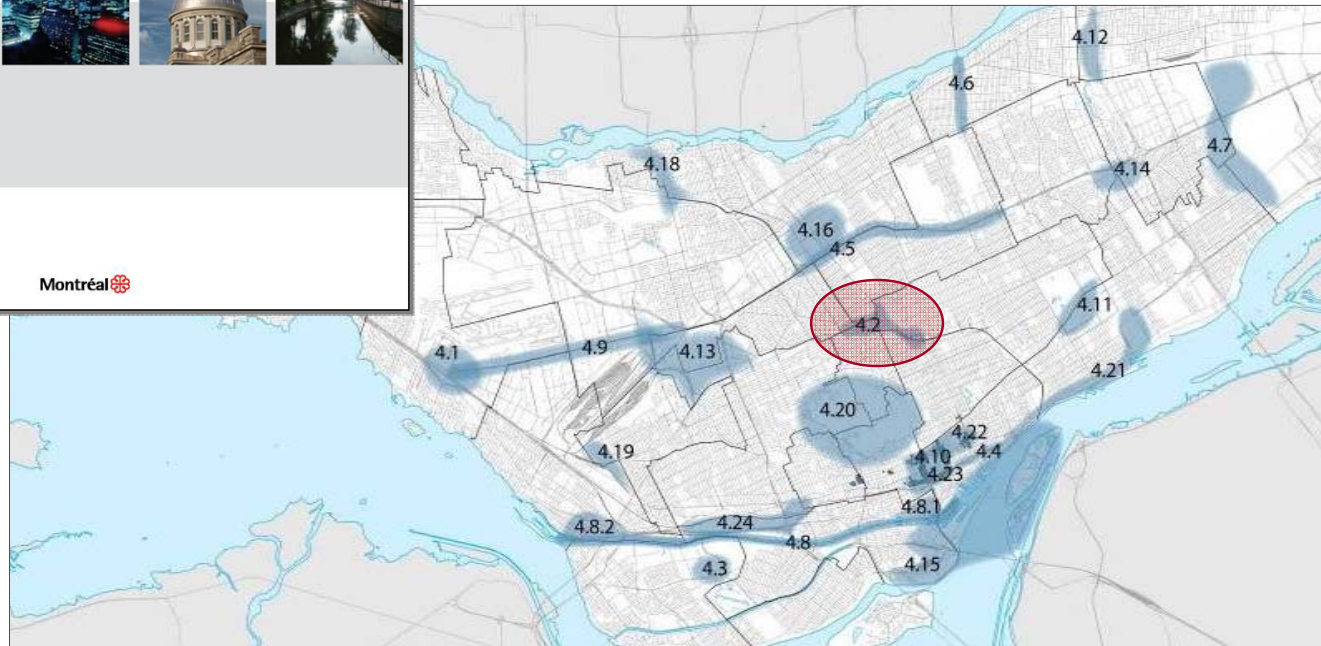
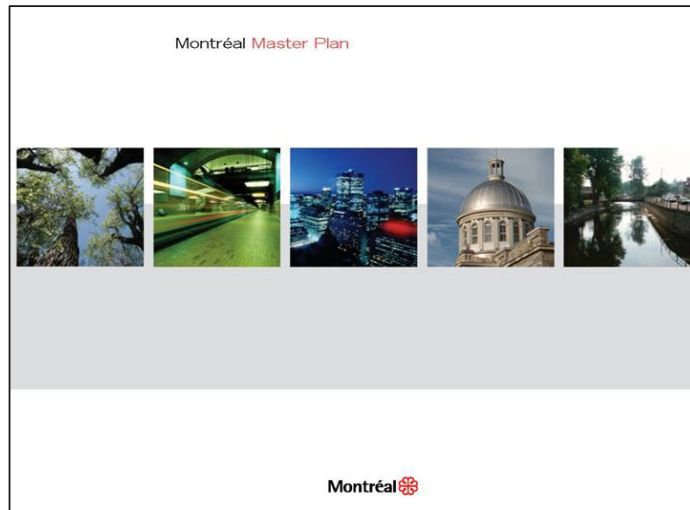
1. Planning Context
2. Public Participation Process
3. Presentation of the PDUES
4. Amendments to the Master Plan



1. Planning Context

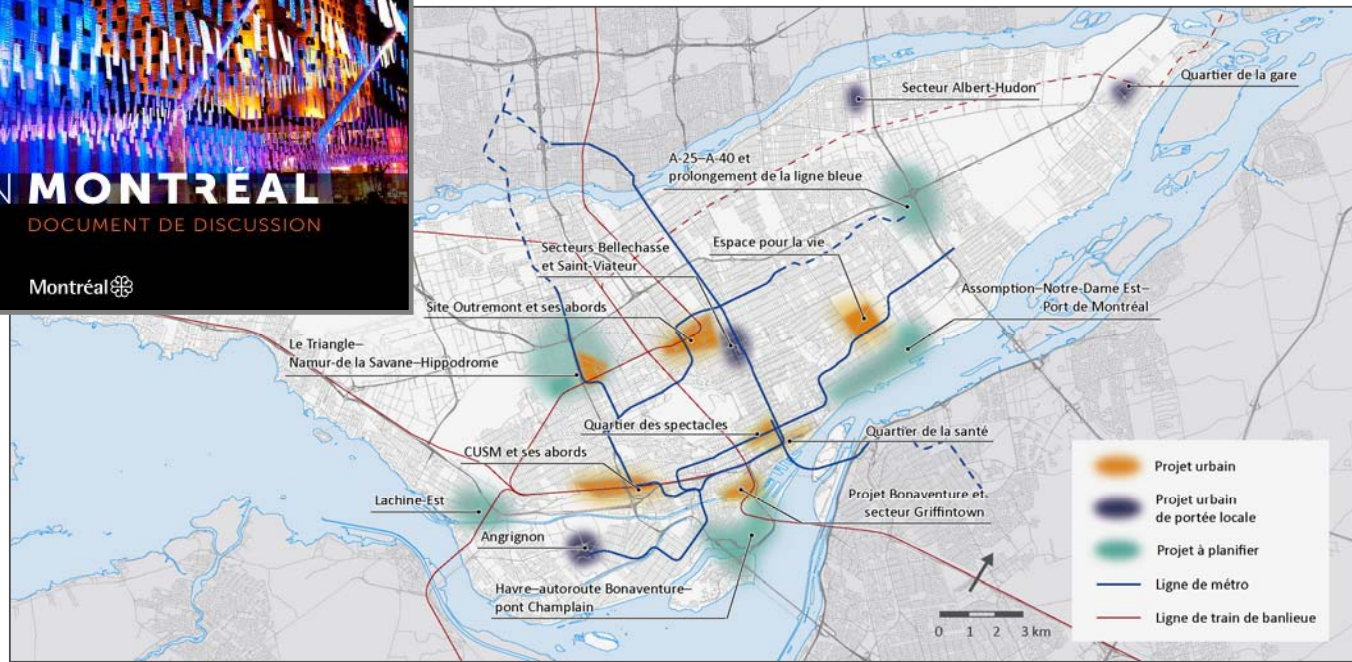
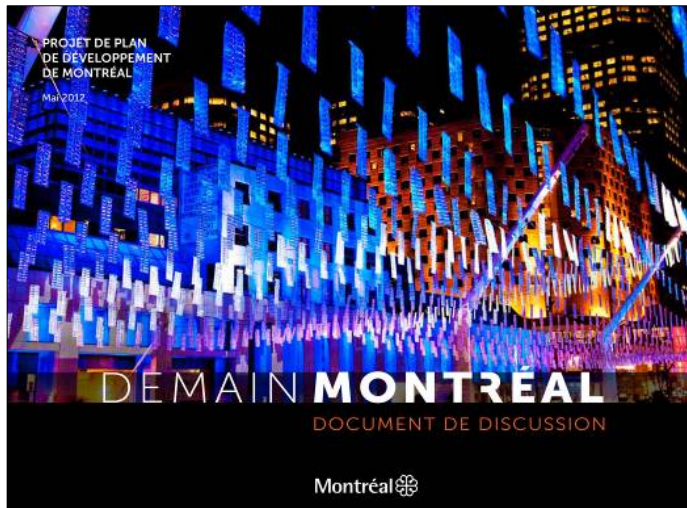
1. Planning Context

Master Plan (2004) Detailed planning of the CP track surroundings



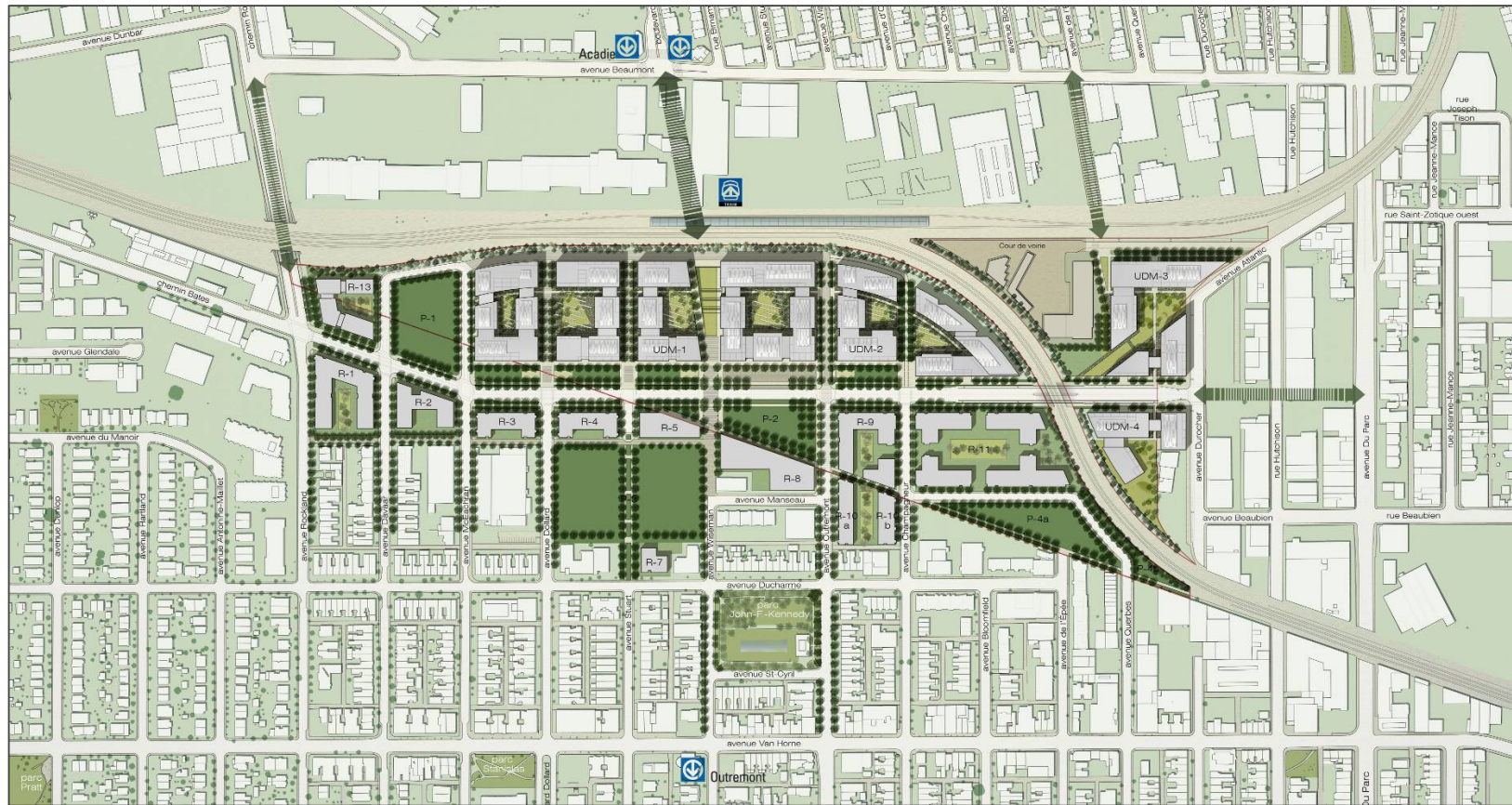
1. Planning Context

Montréal Development Plan (2013) Urban Projects



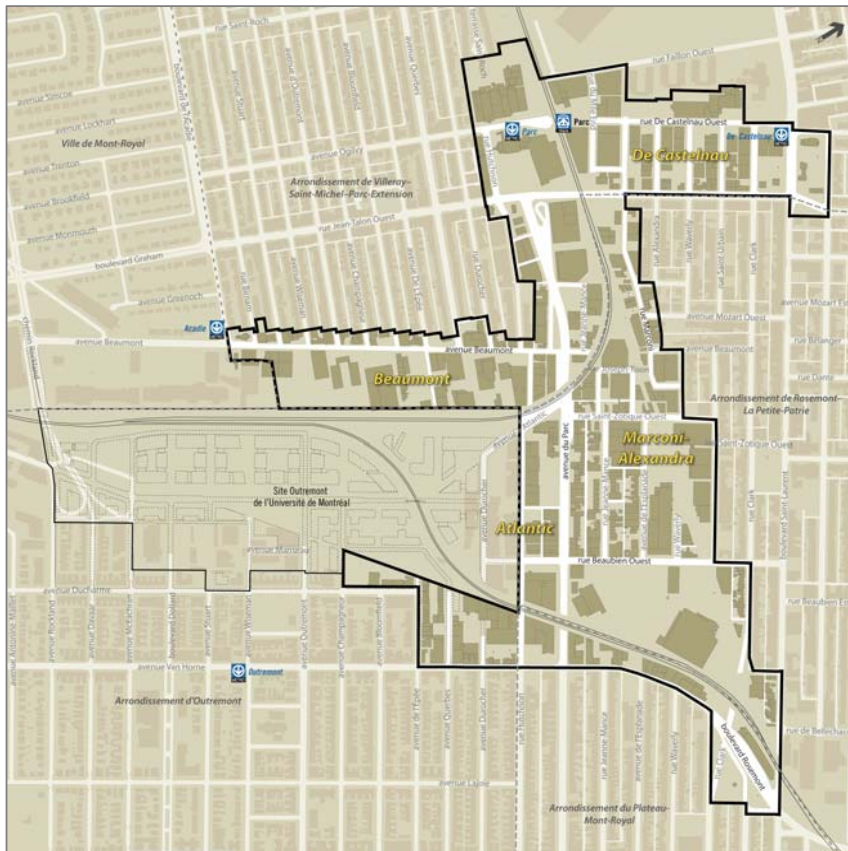
1. Planning Context

Conversion of the Former Outremont Railyard Into a University and Residential District



1. Planning Context

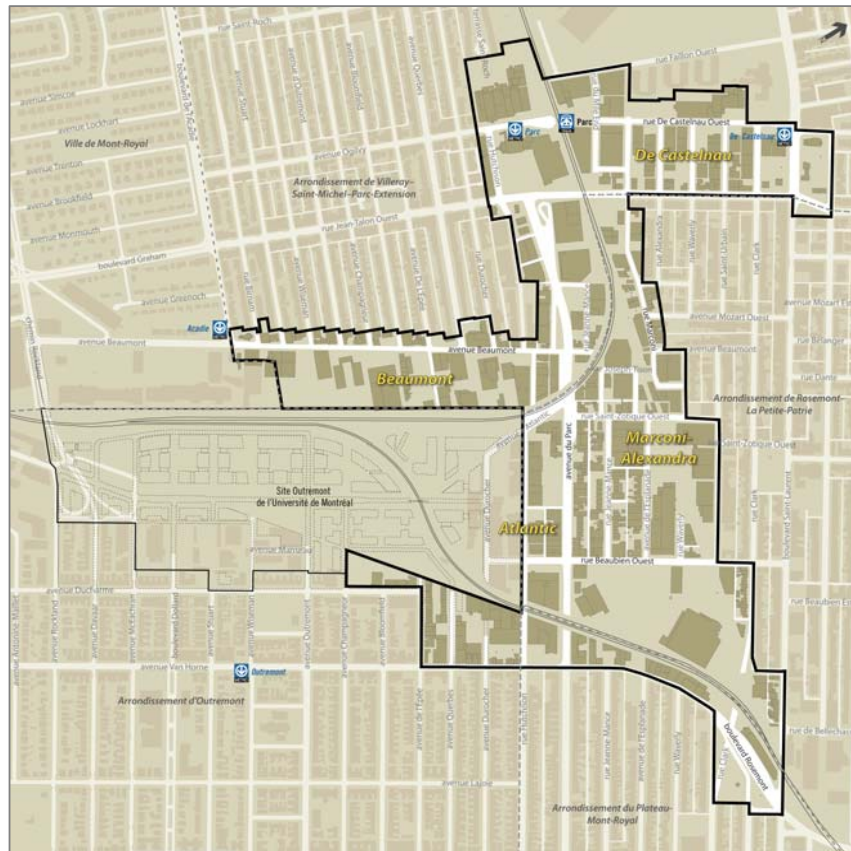
Urban, Economic and Social Development Plan (PDUES): The Territory



- 80 hectares within 4 boroughs.
- A fragmented and evolving territory.
- Areas located along the edges of established neighbourhoods.

1. Planning Context

Urban, Economic and Social Development Plan (PDUES): Nature and Scope



- **Guidelines and strategy** (including amendments to the *Master Plan* and *Municipal By-Laws*).
- Broader-than-usual scope to a planning document that will include **social and economic activities**.
- Reference document that will guide actions by the **city and its partners** in this sector over the next 10 to 20 years.

1. Planning Context

Completed Phases

Diagnostic of the territory and Studies
2011



Dialogue with the Community and
Elaboration of the PDUES
2012



Formal OCPM Public Consultation
Winter 2013

1. Planning Context

Next Phases

Submission of the OCPM's Report
Spring 2013



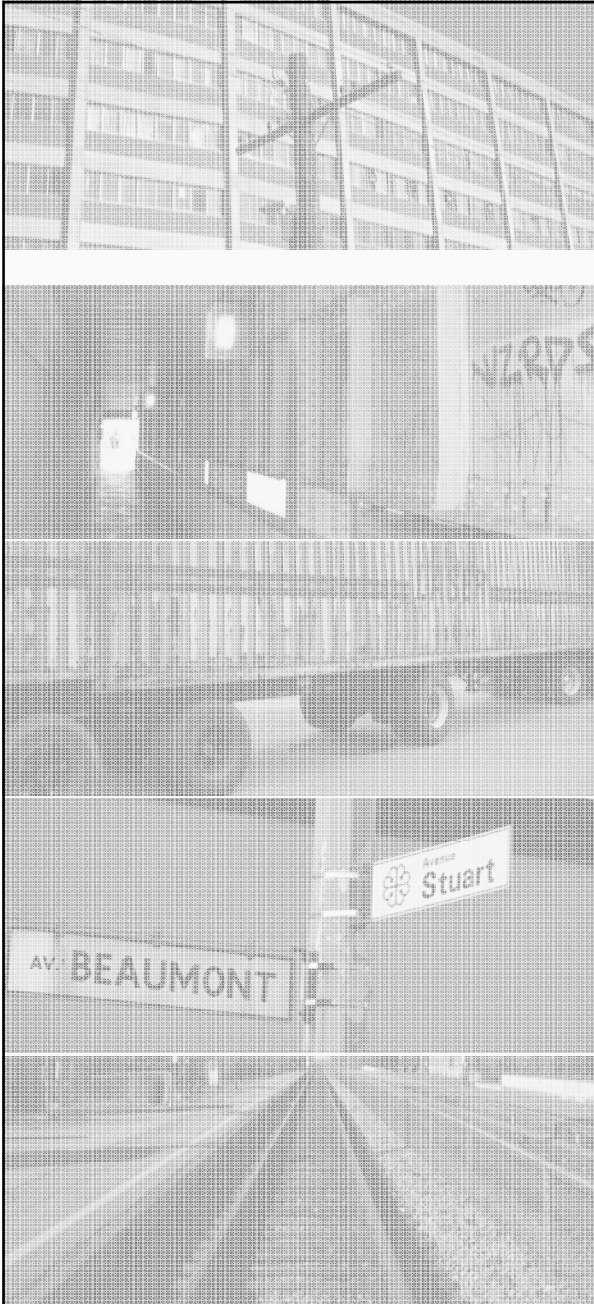
Adoption of the PDUES's Final Version
Summer 2013



Implementation and Follow-Up
2013 and after

- Formulation of **strategy for funding of projects**
- Revision of **municipal programs**
- Detailed design of **public realm projects**
- Revision of **Municipal By-Laws**

Creation of a **Follow-Up Committee** and
Continued **dialogue with the community**



2. Public Participation Process

2. Public Participation Process



**OUVRIR LA
VOIE**

Citizen Forum on the Future
of the Marconi-Alexandra, Atlantic,
Beaumont, De Castelnau Sectors



2. Public Participation Process



300 Participants at Four Neighbourhood Meetings

2. Public Participation Process



4,000 Visits to the Online Forum, 80 Workshop Participants

2. Public Participation Process



Exploratory walk, October 13, 2012



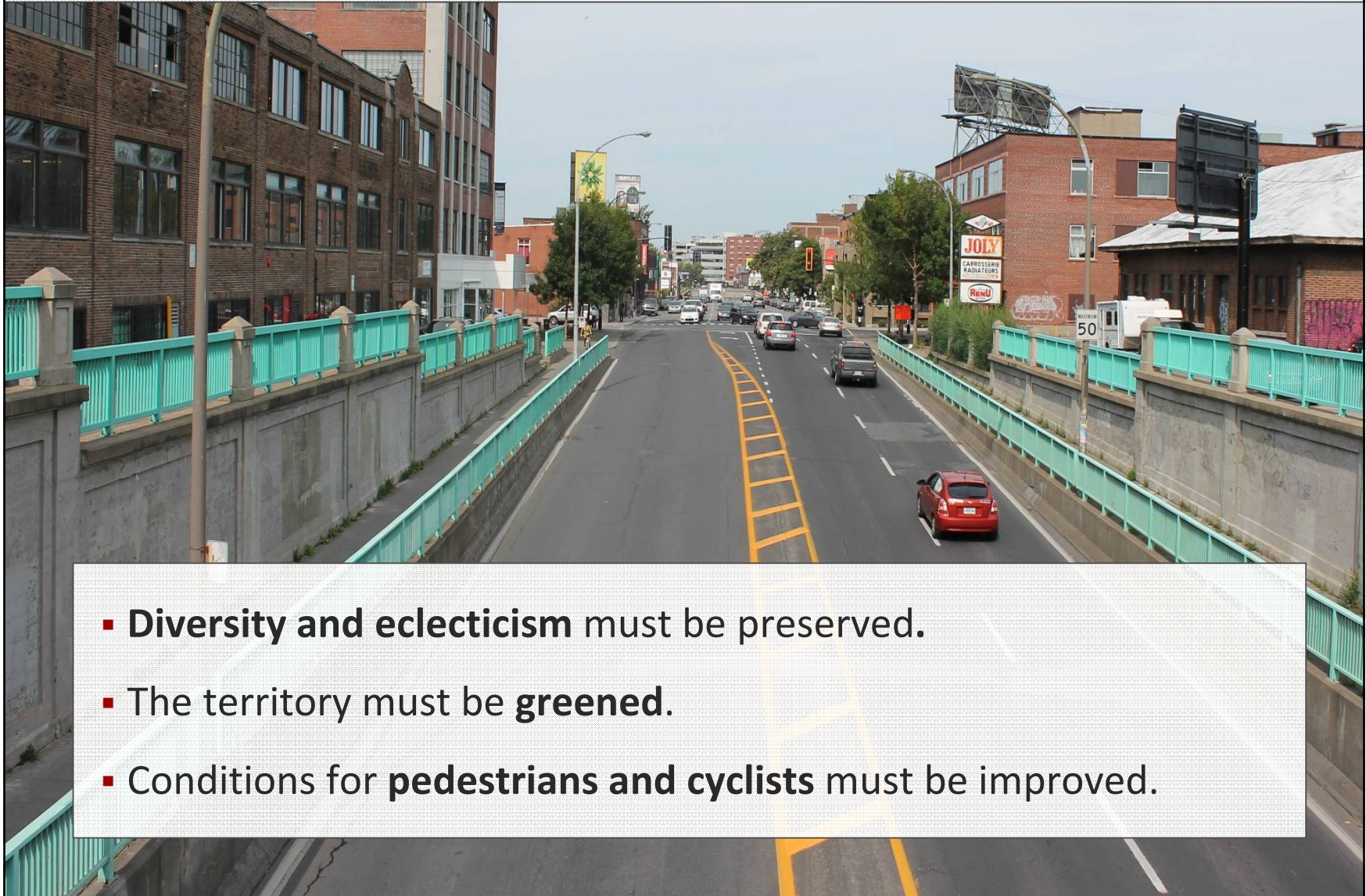
Operation Park Avenue



Citizen-led design workshop, October 20

80 Participants in a Citizen-led Design Workshop

2. Public Participation Process: **Main Findings**



- **Diversity and eclecticism** must be preserved.
- The territory must be **greened**.
- Conditions for **pedestrians and cyclists** must be improved.

2. Public Participation Process: **Main Findings**

“Diversity and eclecticism must be preserved.”

. . . In terms of the coexistence between activities



Housing next to places of work
Marconi-Alexandra Sector



Coexistence of different building typologies
Neighbourhood meeting, May 2012
Illustration: Timothée Millet

2. Public Participation Process: **Main Findings**

“Diversity and eclecticism must be preserved.”

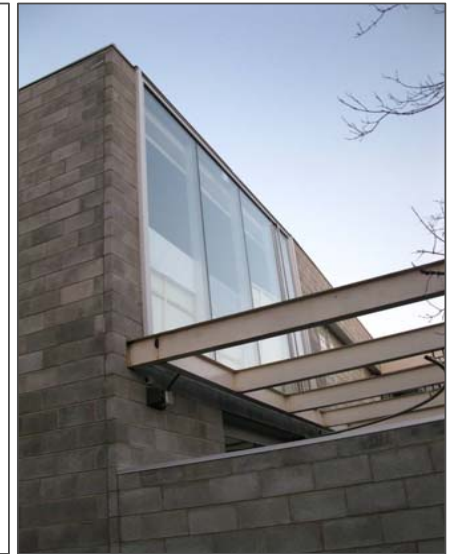
. . . In terms of housing



Residential building
Parc-Extension Neighbourhood



Housing projects for different clienteles
Workshop II, October 29, 2012
Illustration: Timothée Millet



Residential building
Marconi-Alexandra Sector

2. Public Participation Process: **Main Findings**

“Diversity and eclecticism must be preserved.”

. . . In terms of the role reserved for art and culture



Eastern Bloc Gallery
Rue Clark



Art Studio and Inclusion of Culture in the Public Space
Workshop II, October 29, 2012
Illustration: Timothée Millet



Bringing Sculpture to a Vacant Lot, avenue Van Horne

2. Public Participation Process: **Main Findings**

“Diversity and eclecticism must be preserved.”

... In terms of employment



Moment Factory
Avenue Hutchison



Different building types in the same vicinity
Neighbourhood meeting, May 2012
Illustration: Timothée Millet



Kastella Furniture
Rue Waverly

2. Public Participation Process: **Main Findings**

“The Territory Must Be Greened”

. . . In the alleys



Alley in the Atlantic Sector



Green Alley Concept
Neighbourhood meeting, May 2012
Illustration: Timothée Millet



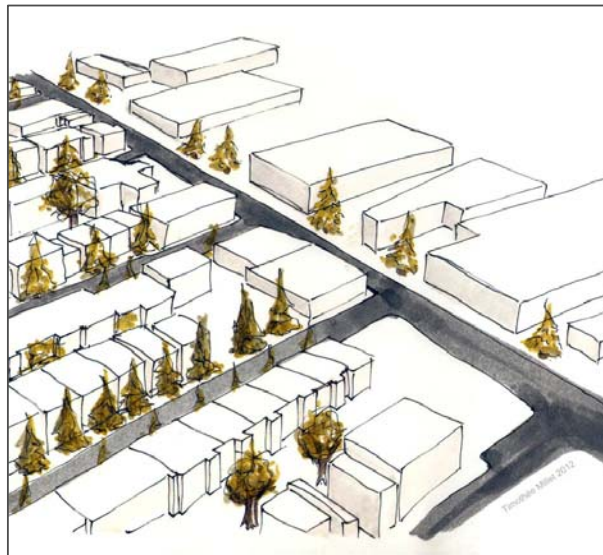
Alley in the Marconi-Alexandra Sector

2. Public Participation Process: **Main Findings**

“The Territory Must Be Greened”
... In the avenue Beaumont sector



**Avenue Beaumont, at
Rue De l'Épée**
Parc-Extension Neighbourhood



**Greening Southern Parc-Extension
Neighbourhood meeting, May 2012**
Illustration: Timothée Millet



Avenue Beaumont, at Rue Querbes
Parc-Extension Neighbourhood

2. Public Participation Process: **Main Findings**

“The Territory Must Be Greened”
... In the former CP right-of-way



**Former Railway Right-of-Way
North of Rue Saint-Zotique**
Marconi-Alexandra Sector



Greening the Former Right-of-Way
Neighbourhood meeting, May 2012
Illustration: Timothée Millet

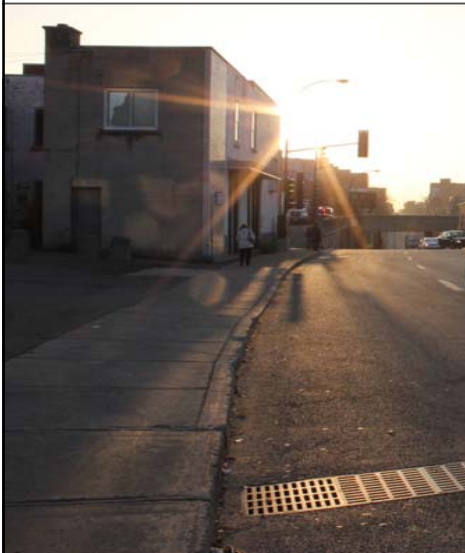


**Former Railway Right-of-Way
South of Rue Saint-Zotique**
Marconi-Alexandra Sector

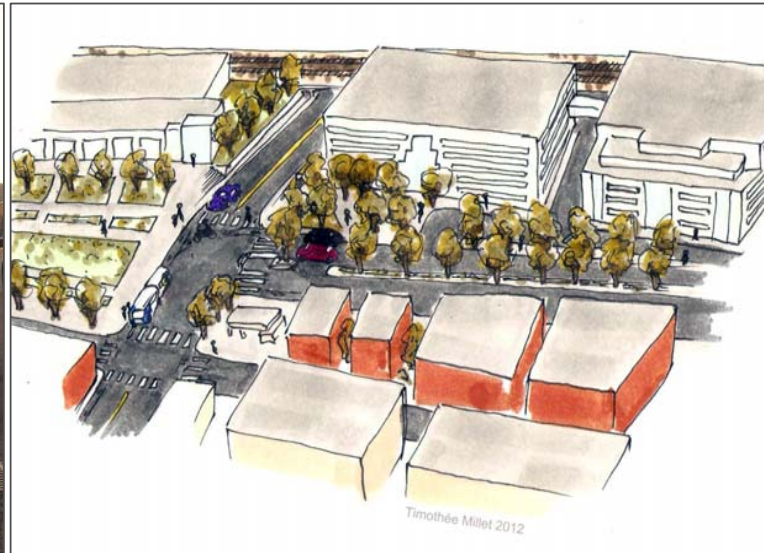
2. Public Participation Process: **Main Findings**

“Conditions for Pedestrians and Cyclists Must Be Improved”

. . . On main roads



Avenue du Parc, North of Avenue Beaumont



Avenue du Parc and Rue Jean-Talon
Neighbourhood meeting, May 2012
Illustration: Timothée Millet



Rue Beaubien, at the Corner of Avenue du Parc

2. Public Participation Process: **Main Findings**

“Conditions for Pedestrians and Cyclists Must Be Improved”

. . . At intersections



Intersection of Avenue du Parc and Rue Jean-Talon



Intersection of Avenue du Parc and Avenue Van Horne
Neighbourhood meeting, May 2012
Illustration: Timothée Millet



Intersection of Avenue du Parc and Avenue Van Horne
Marconi-Alexandra Sector

2. Public Participation Process: **Main Findings**

“Conditions for Pedestrians and Cyclists Must Be Improved”

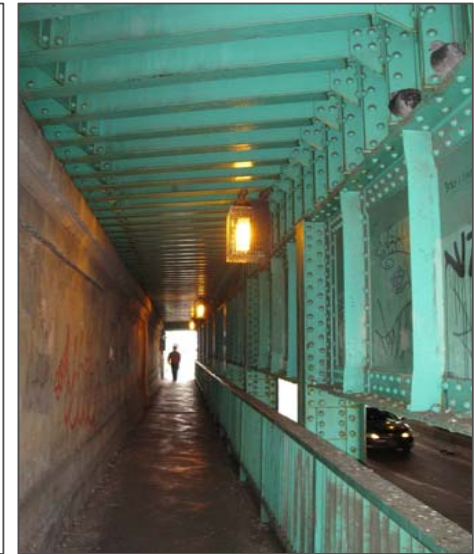
. . . **Beneath overpasses**



Rue Saint-Zotique Underpass



Overpass Beautification Proposal
Neighbourhood meeting, May 2012
Illustration: **Timothée Millet**



Avenue Van Horne Underpass

2. Public Participation Process: Main Findings

“Conditions for Pedestrians and Cyclists Must Be Improved”

... Through rail corridors



Railway Overpass Option

Neighbourhood meeting, May 2012

Illustration: Timothée Millet

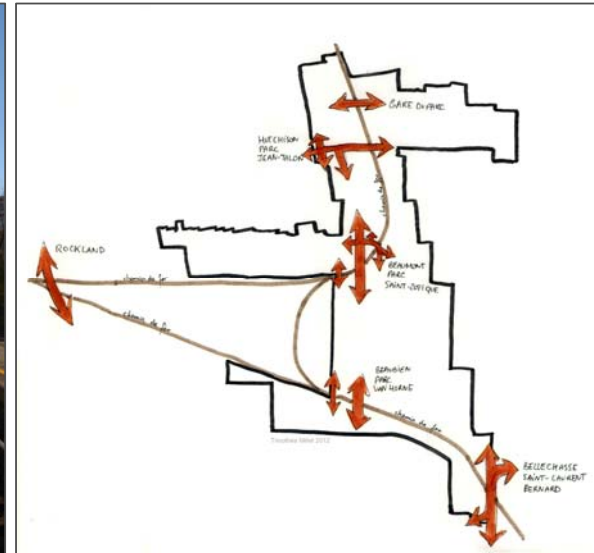


Railway Right-of-Way at

Gare Parc

Castelnau / Parc-Extension

Sectors



Proposed Links

Neighbourhood meeting, May 2012

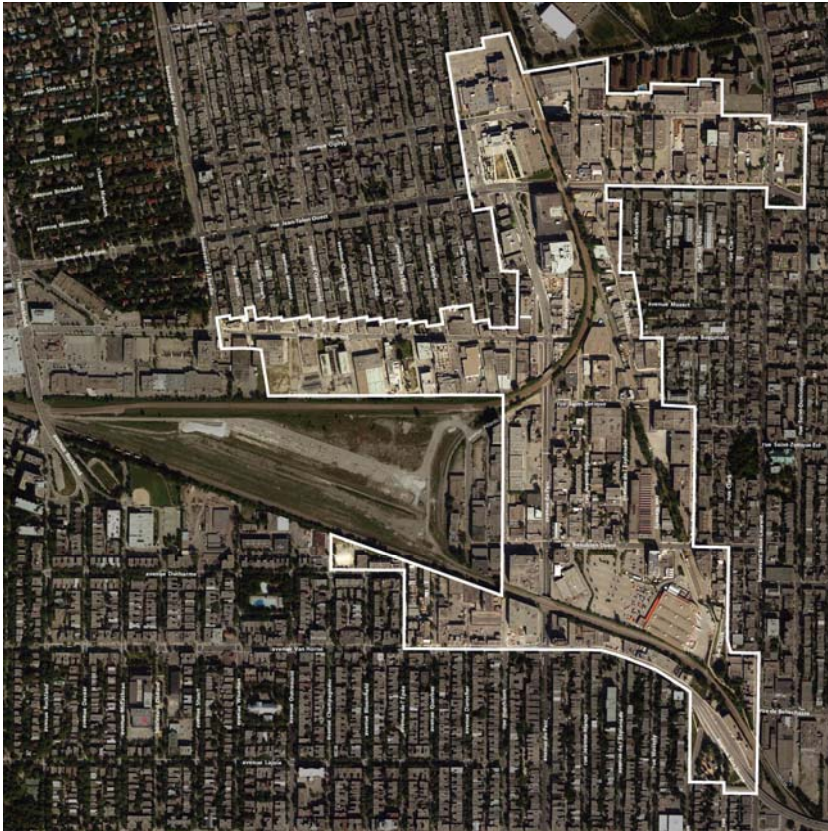
Illustration: Timothée Millet



3. Presentation of the PDUES

3. Presentation of the PDUES: **Vision Statement**

Create a dynamic, open and eclectic community, populated by a mix of workers, creators and residents.



3. Presentation of the PDUES: **Vision Statement**

1. Confirm the area's economic vocation;
2. Support the consolidation of mixed neighbourhood comprising a variety of housing types;
3. Contribute to the quality of the urban landscape and improve the living environment;
4. Open up the neighbourhoods and improve mobility within the territory.



3. Presentation of the PDUES: Action Strategy



3. Presentation of the PDUES: Action Strategy

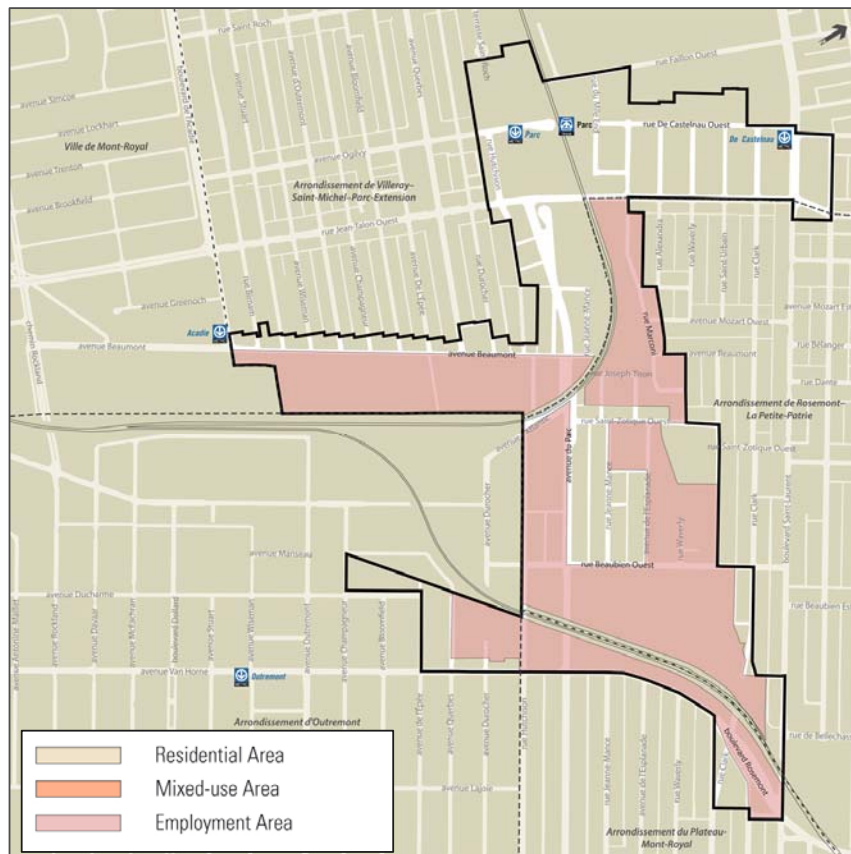
The PDUES promotes **business development** and **new job creation** in the territory through:



- Economic positioning established with **partners** and **shared local economic development goals** (PALÉE);
- Economic positioning focused on the **creative industries**;
- Renewal of **light manufacturing activities**.

3. Presentation of the PDUES: Action Strategy

The PDUES confirms the sector’s **predominant economic role** by:



- “Designating half the territory as an **employment area**.”

3. Presentation of the PDUES: Action Strategy

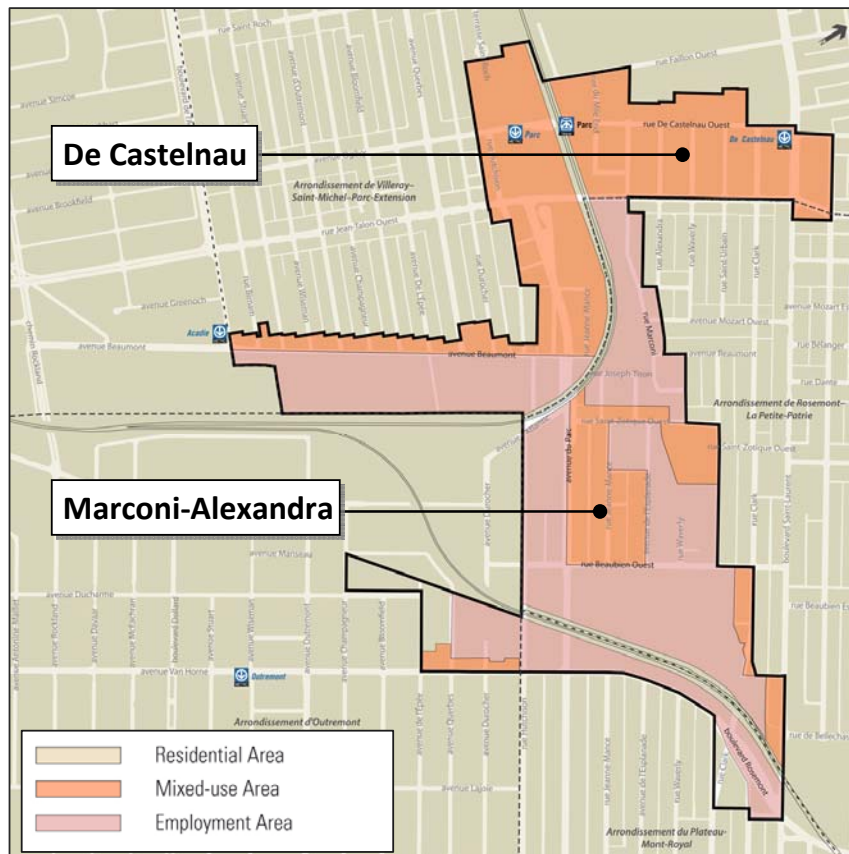
The PDUES confirms the sector's **predominant economic role** by :



- “Designating half the territory as an **employment area.**”
- Designating part of the territory as a “**mixed-use area,**” while maintaining an **employment zoning** where the business presence is high.

3. Presentation of the PDUES: Action Strategy

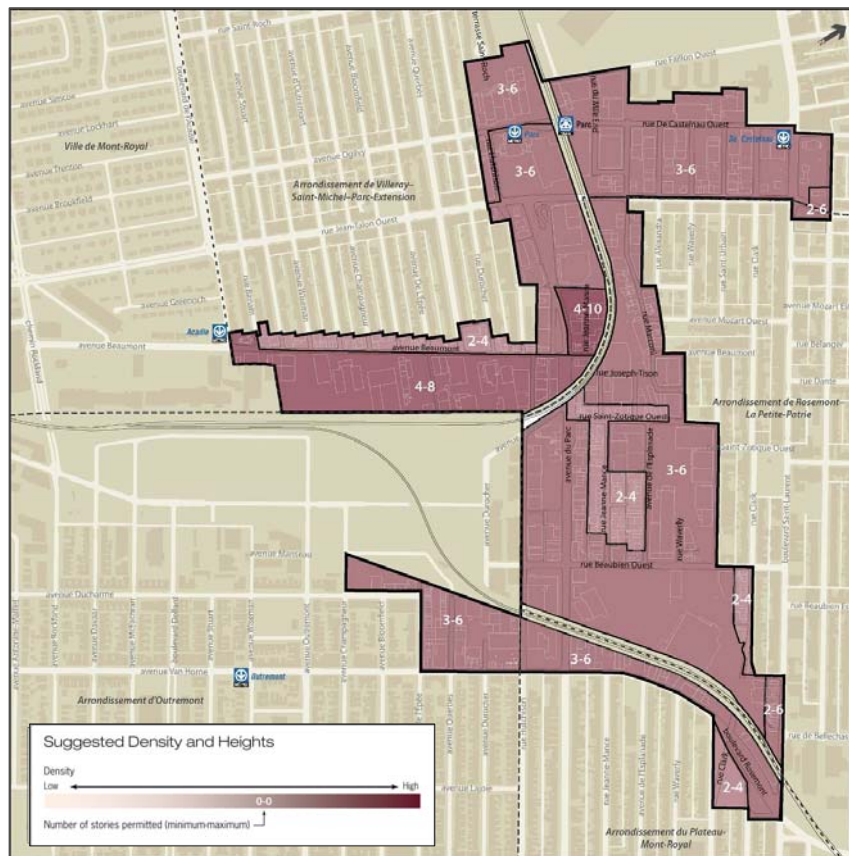
The PDUES builds on the diversity and vitality of mixed sectors in ensuring a balanced development of activity through:



- Special support for development in the **De Castelnau** sector.
- **Appropriate organization** of industrial and commercial operations to reduce **nuisance factors** in the **Marconi-Alexandra Sector**.

3. Presentation of the PDUES: Action Strategy

The PDUES promotes increased activity and **densification of buildings** through:



- Introduction of **increased height and density standards.**
- Introduction of a new **financial assistance program** for building and renovating structures used for employment.

3. Presentation of the PDUES: **Action Strategy**

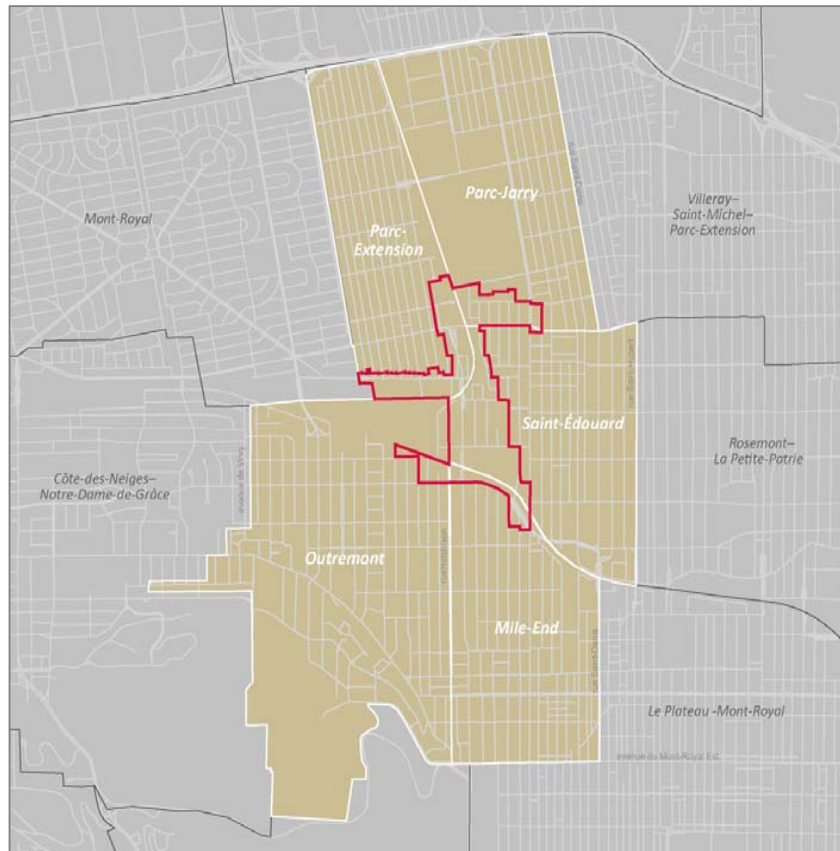
The PDUES promotes **social diversity** and development of diversified **housing** by:



- **Purchasing land** to guarantee the creation of social and community housing.
- Application of the city's **inclusion strategy** to projects of 200 or more units.
- Adoption of **by-laws** (PPCMOI) for introducing housing in the De Castelnau sector.

3. Presentation of the PDUES: **Action Strategy**

The PDUES supports efforts to meet **social and community needs** of established neighbourhoods by:



- Establishing a **pilot financial assistance program** for social projects submitted and managed by local stakeholders.
- Formulation by the Université de Montréal, in dialogue with the population, of a **plan to integrate its campus within the community**.

3. Presentation of the PDUES: Action Strategy

The PDUES will improve **park facilities and public areas for residents and workers** by:



- Acquiring land to **create a park** in the southern portion of the Parc-Extension district.

3. Presentation of the PDUES: **Action Strategy**

The PDUES will improve **park facilities and public areas for residents and workers** by:



Avenue du Parc
Facing north, at the intersection of rue Jean-Talon

- Acquiring land to **create a park** in the southern portion of the Parc-Extension district.
- Creating **two new public spaces** along avenue du Parc.

3. Presentation of the PDUES: **Action Strategy**

The PDUES will forge **links between neighbourhoods** by:



- Extending the **east-west boulevard** to avenue du Parc.

The Future East-West Boulevard

Facing east from the Université de Montréal's Outremont campus

3. Presentation of the PDUES: **Action Strategy**

The PDUES will forge **links between neighbourhoods** by:



The Ogilvy–De Castelnau Link
Facing east, from the Parc public transit hub

- Extending the **east-west boulevard** to avenue du Parc.
- Creating a **new street** in line with Ogilvy and De Castelnau.

3. Presentation of the PDUES: **Action Strategy**

The PDUES will forge **links between neighbourhoods** by:



Rue De l'Épée

Facing north from the intersection with rue Beaumont

- Extending the **east-west boulevard** to avenue du Parc.
- Creating a **new street** in line with Ogilvy and De Castelnau.
- Building pedestrian/cyclist passageways between **Parc-Extension and the future campus area.**

3. Presentation of the PDUES: Action Strategy

The PDUES will make it easier for **pedestrians and cyclists** to get around by:

- Expanding the **bike path network**.



3. Presentation of the PDUES: **Action Strategy**

The PDUES will help **green the territory** by:



- Creating **parks** and **planting trees** along streets.

Rue Marconi

Facing north, near rue Jean-Talon

3. Presentation of the PDUES: **Action Strategy**

The PDUES will help **green the territory** by:



- Creating **parks** and **planting trees** along streets.

Avenue du Parc
Facing south, at avenue Beaumont

3. Presentation of the PDUES: **Action Strategy**

The PDUES will help **green the territory** by:



The Former CP Right-of-Way
Facing north, at avenue Beaumont

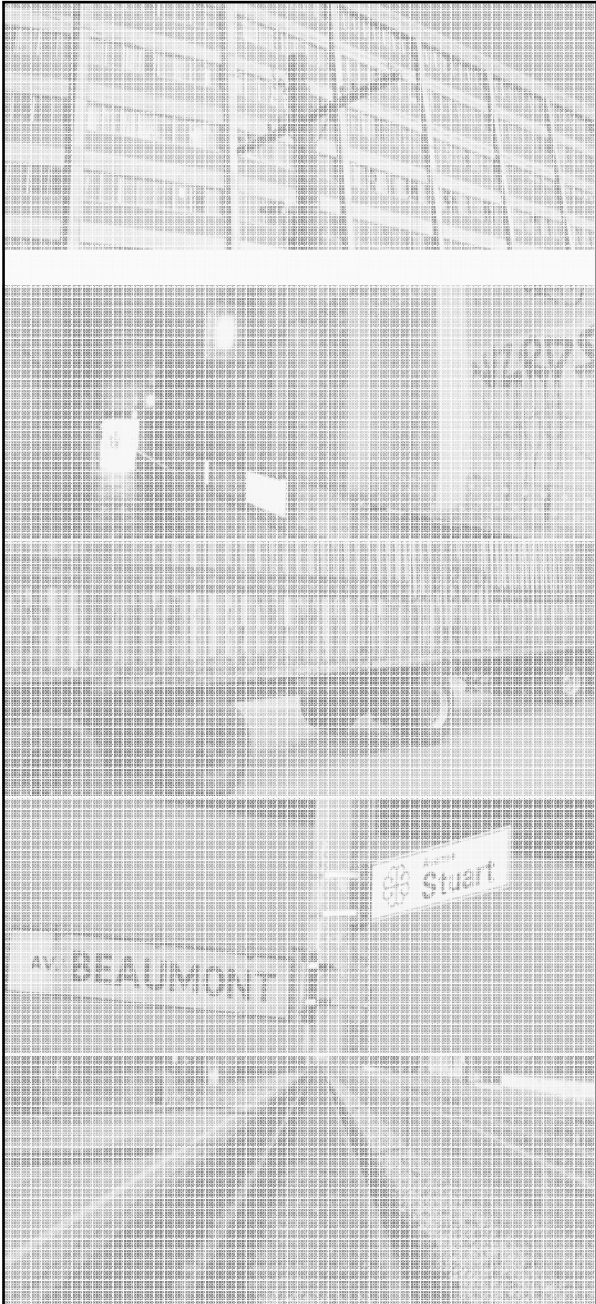
- Creating **parks** and **planting trees** along streets.
- Negotiating agreements to facilitate **public use of parking spaces**.

3. Presentation of the PDUES: **Action Strategy**

The PDUES will help **green the territory** by:



- Creating **parks** and **planting trees** along streets.
- Negotiating agreements to facilitate **public use of parking spaces**.
- Increasing **tree cover**, particularly by developing and greening certain **private lots**.



4. Amendments to the Master Plan

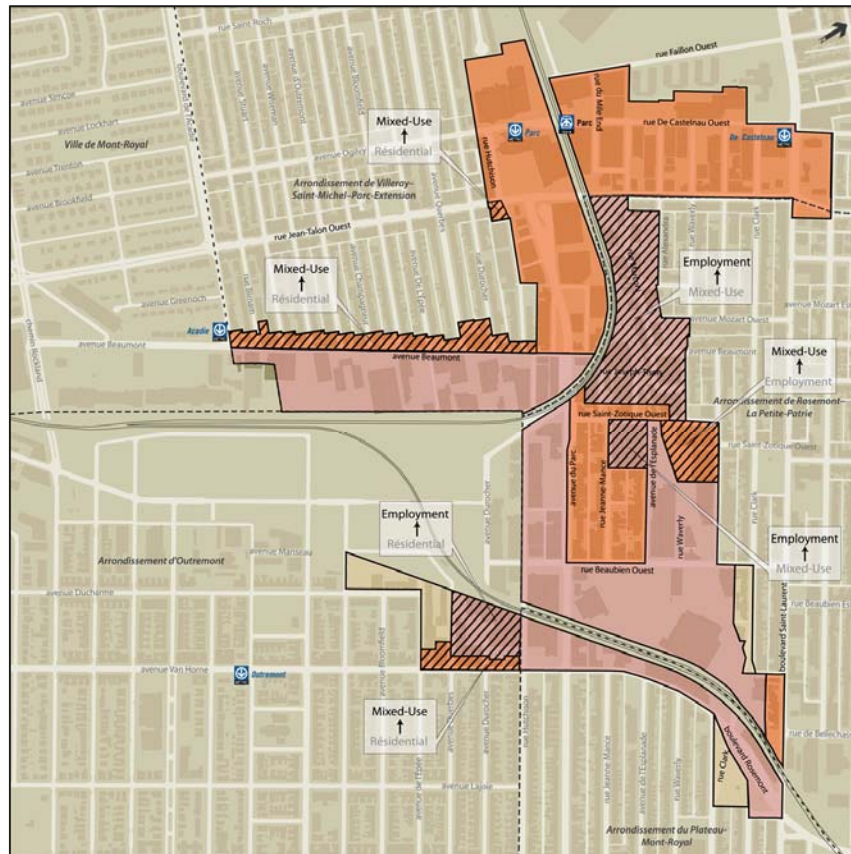
4. Amendments to the Master Plan

- **Land-Use Designation**
- **Density and Heights**
- **Measures Specific to Certain Activities**
- **Property Development Management—De Castelnau Sector**



4. Amendments to the Master Plan

Land Use Designation



- Increased space devoted solely to employment.
- Transformation of residential areas into mixed areas.

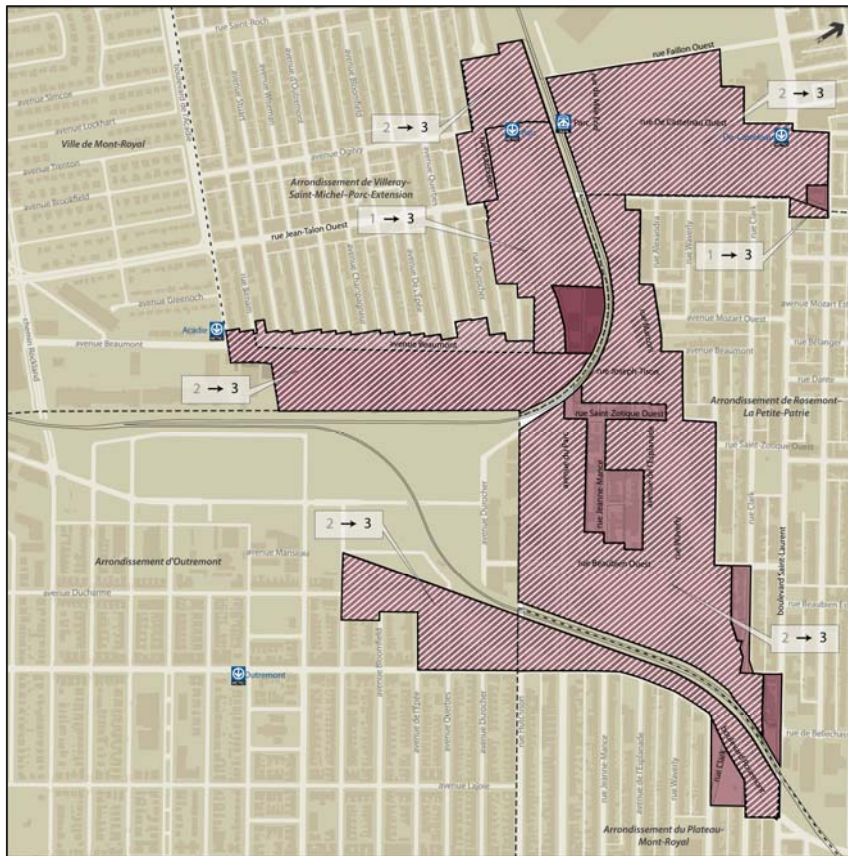
Land Use Designation

Urban, Economic and Social Development Plan for the Marconi-Alexandra, Atlantic, Beaumont, De Castelnau sectors (PDUES)

	Residential Area
	Mixed-use Area
	Employment Area
	Suggested Change

4. Amendments to the Master Plan

Density and Heights Minimum Construction Height



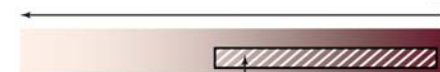
- **Minimum construction height increased to 3 stories** for practically the entire territory.
- **Maximum heights and densities increased** in certain sectors.

Minimum Building Heights

Urban, Economic and Social Development Plan for the Marconi-Alexandra, Atlantic, Beaumont, De Castelnau sectors (PDUES)

Density

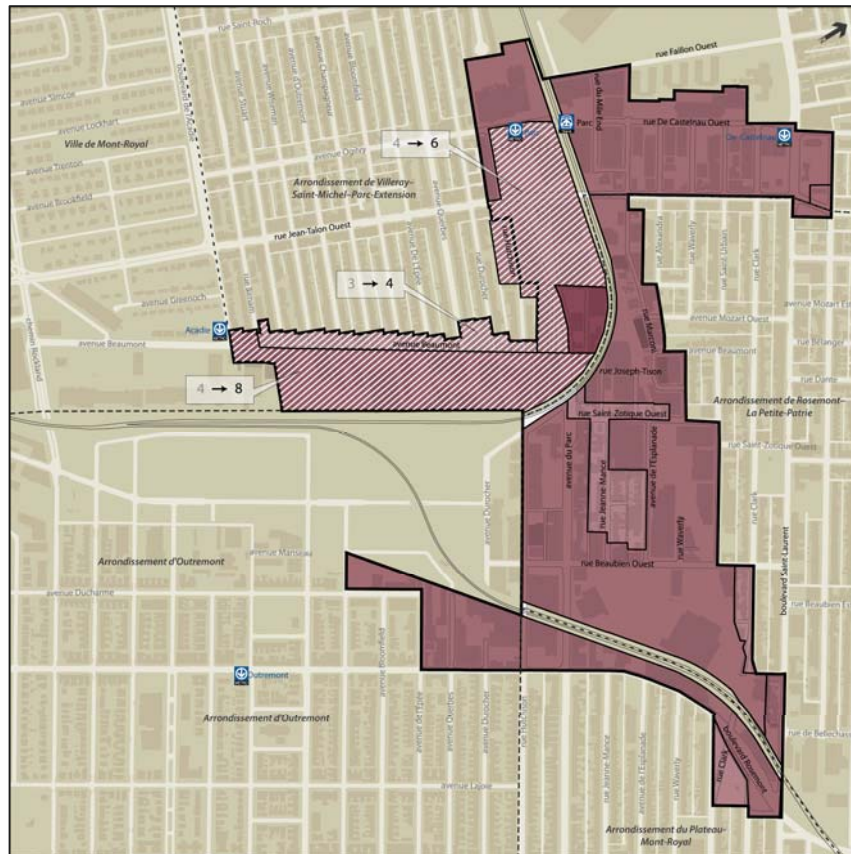
Low High



Suggested change

4. Amendments to the Master Plan

Density and Heights Maximum Construction Height



- **Minimum construction height increased to 3 stories** for practically the entire territory.
- **Maximum heights and densities increased** in certain sectors.

Maximum Building Heights

Urban, Economic and Social Development Plan for the Marconi-Alexandra, Atlantic, Beaumont, De Castelnau sectors (PDUES)

Density

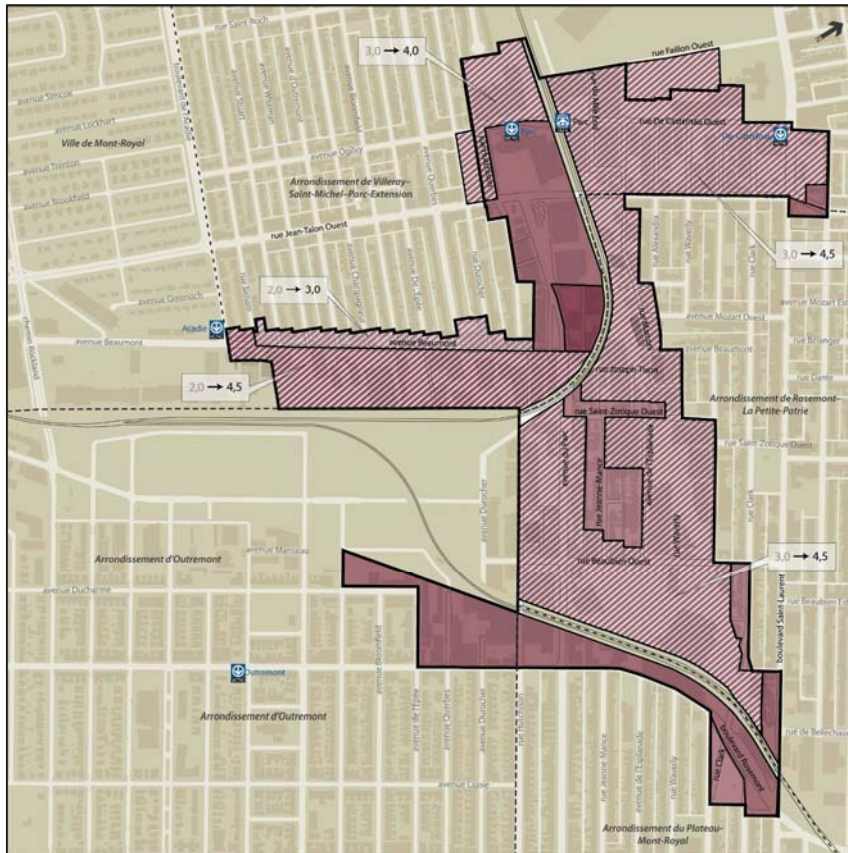
Low

High

Suggested Change

4. Amendments to the Master Plan

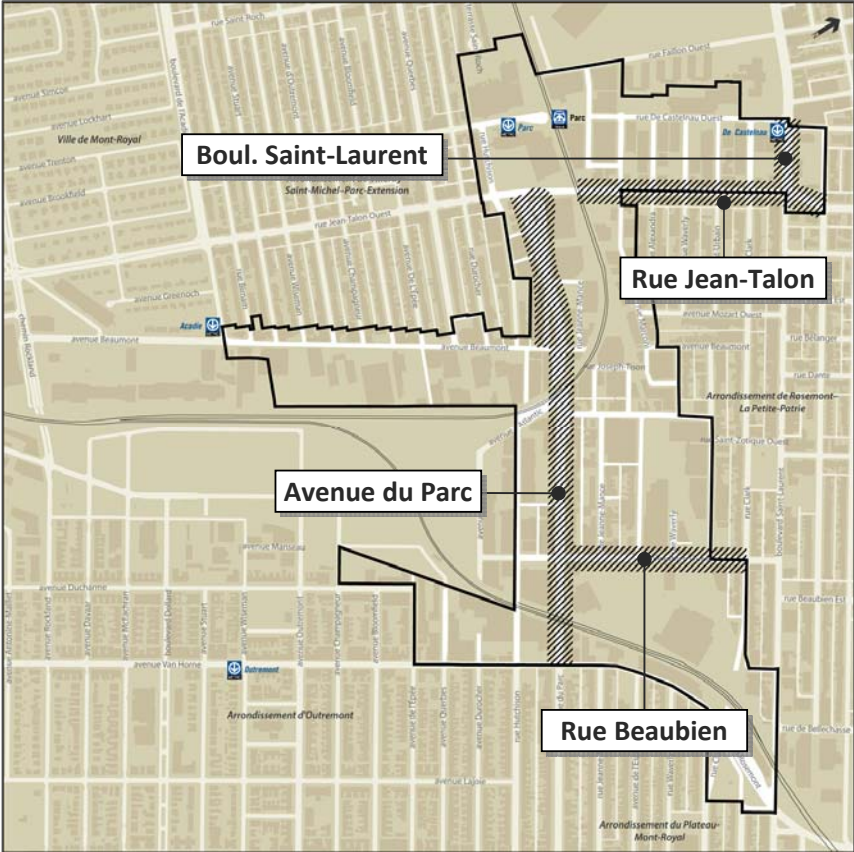
Density and Heights Floor-Area Ratio



- **Minimum construction height** increased to **3 stories** for practically the entire territory.
- **Maximum heights and densities** increased in certain sectors.

4. Amendments to the Master Plan

Measures Specific to Certain Activities

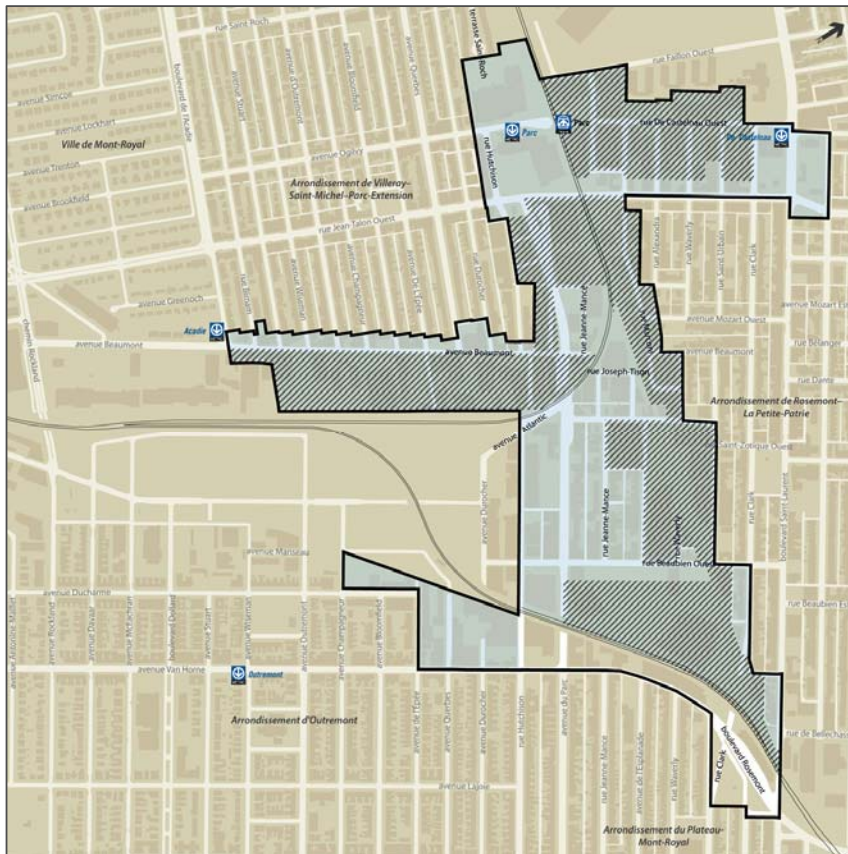


- Commercial use of the ground floor mandatory on certain streets.

 Commercial use of ground floors

4. Amendments to the Master Plan

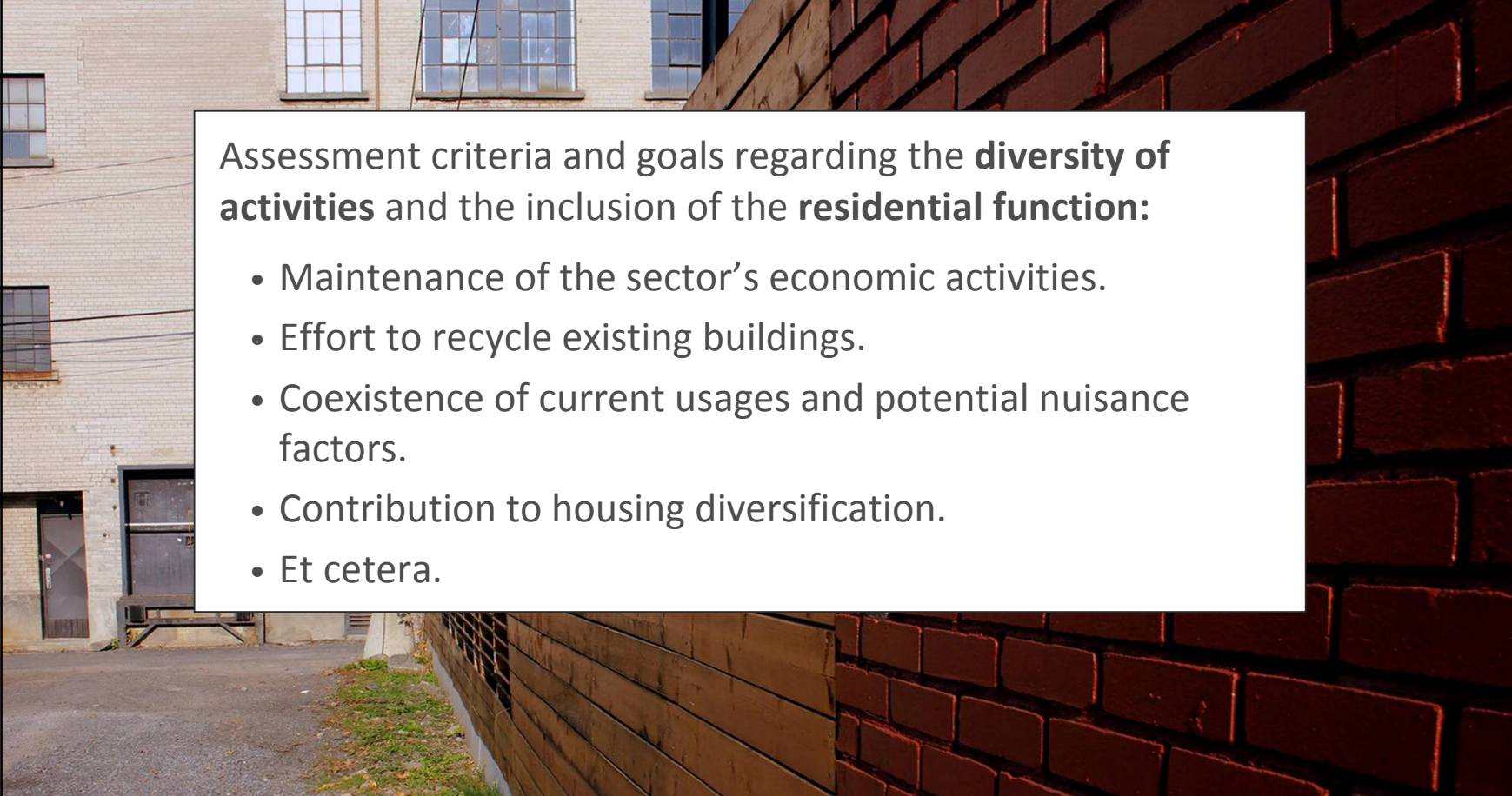
Measures Specific to Certain Activities



- **Commercial use of the ground floor** mandatory on certain streets.
- **Wholesale and warehousing activities, as well as heavy commercial** excluded from most of the territory.

4. Amendments to the Master Plan

Property Development Management–De Castelnau Sector By-law Governing Special Building, Renovation or Occupancy Projects



Assessment criteria and goals regarding the **diversity of activities** and the inclusion of the **residential function**:

- Maintenance of the sector's economic activities.
- Effort to recycle existing buildings.
- Coexistence of current usages and potential nuisance factors.
- Contribution to housing diversification.
- Et cetera.

4. Amendments to the Master Plan

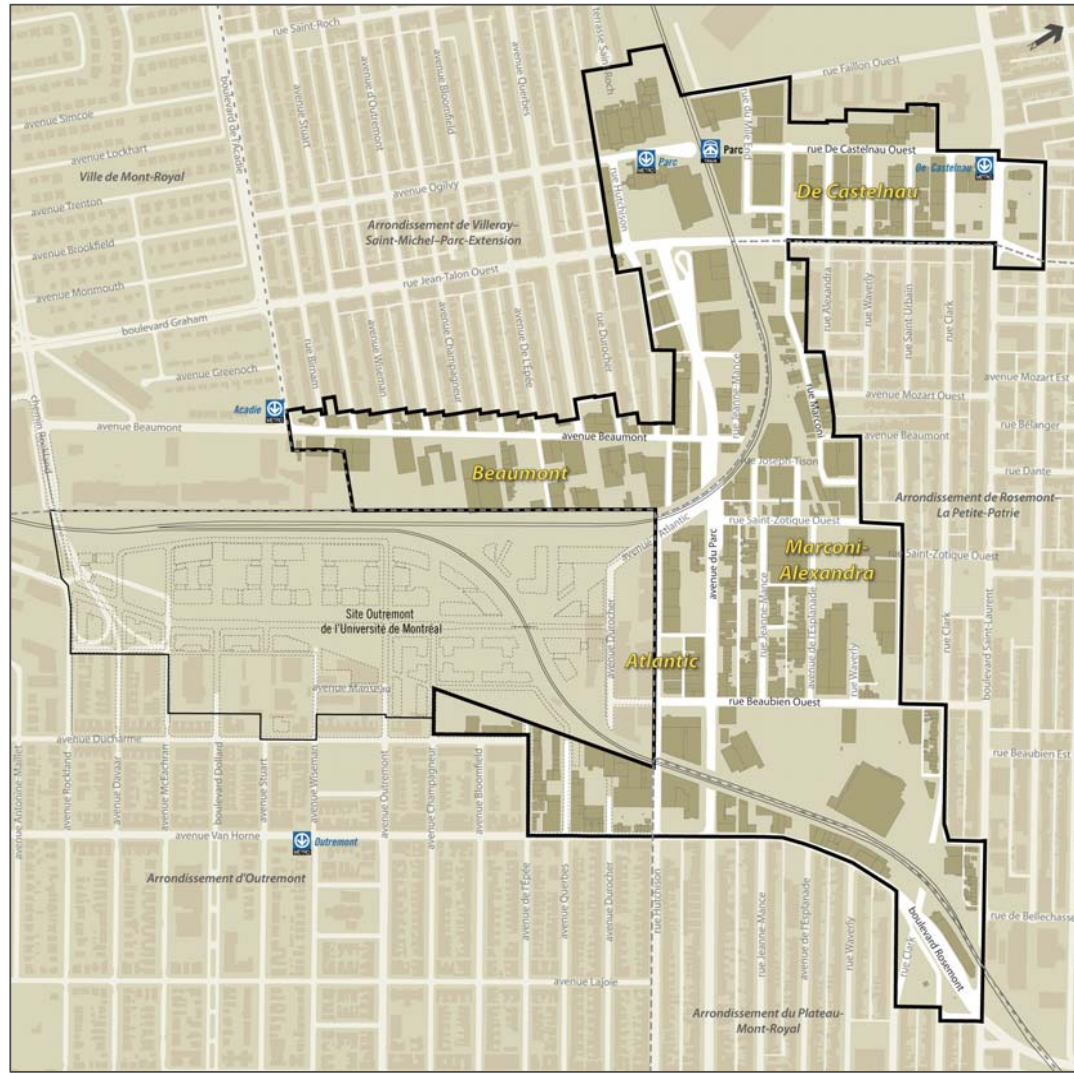
Property Development Management–De Castelnau Sector Site Planning and Architectural Integration Program (SPAIP)

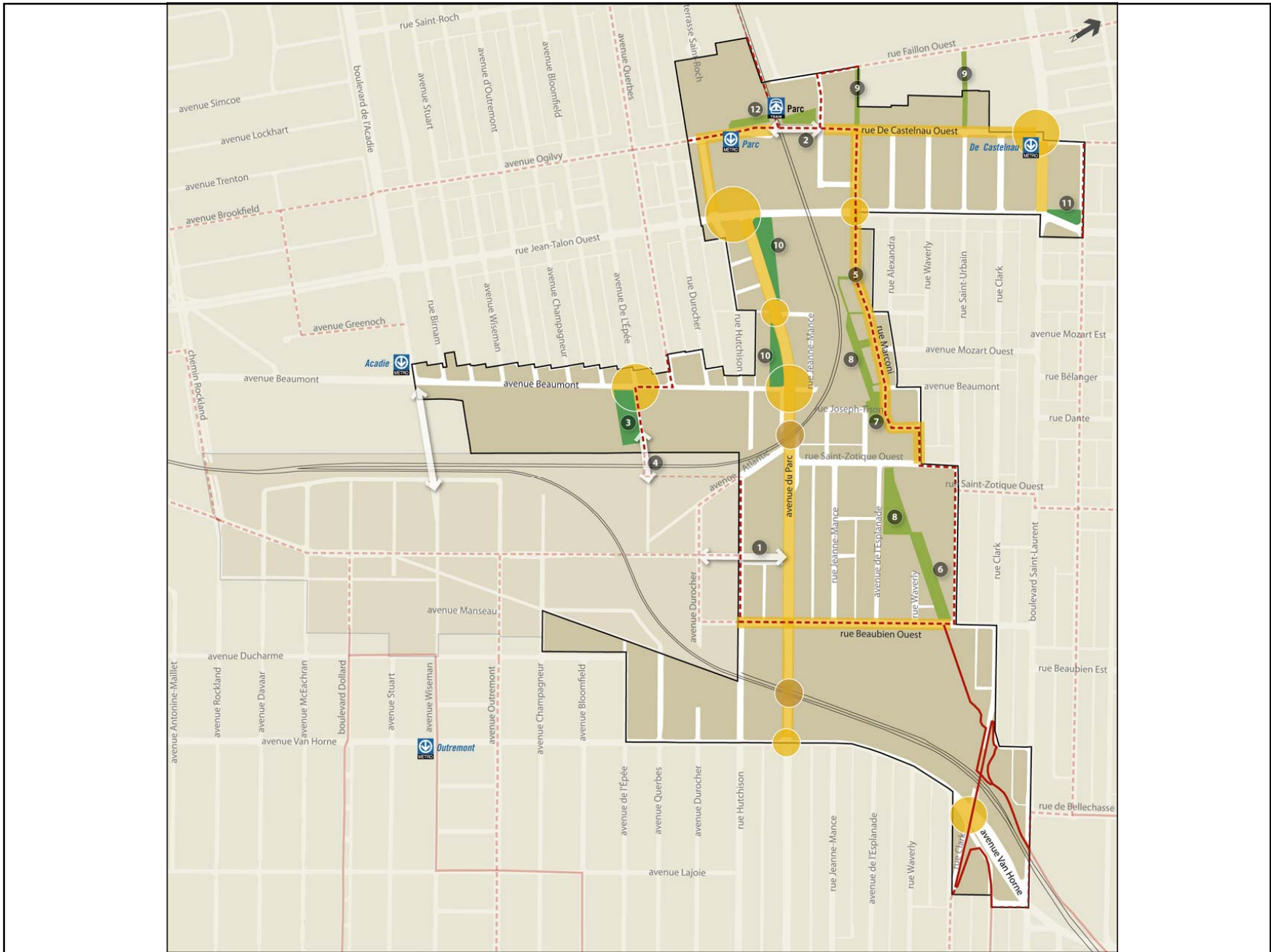


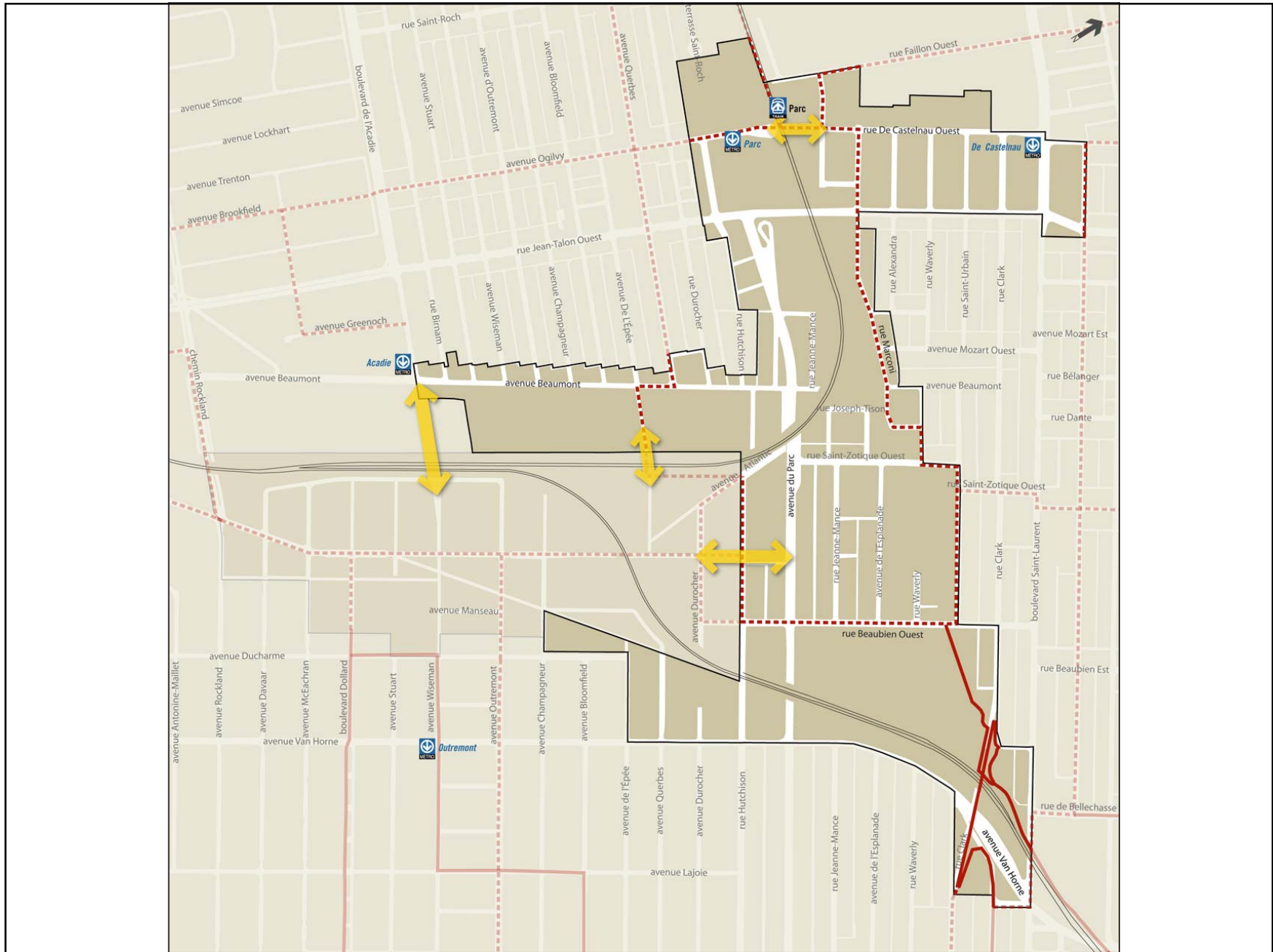
Aimed at creating a **pleasant environment** for pedestrians and transforming **rue De Castelnau** into a vibrant street:

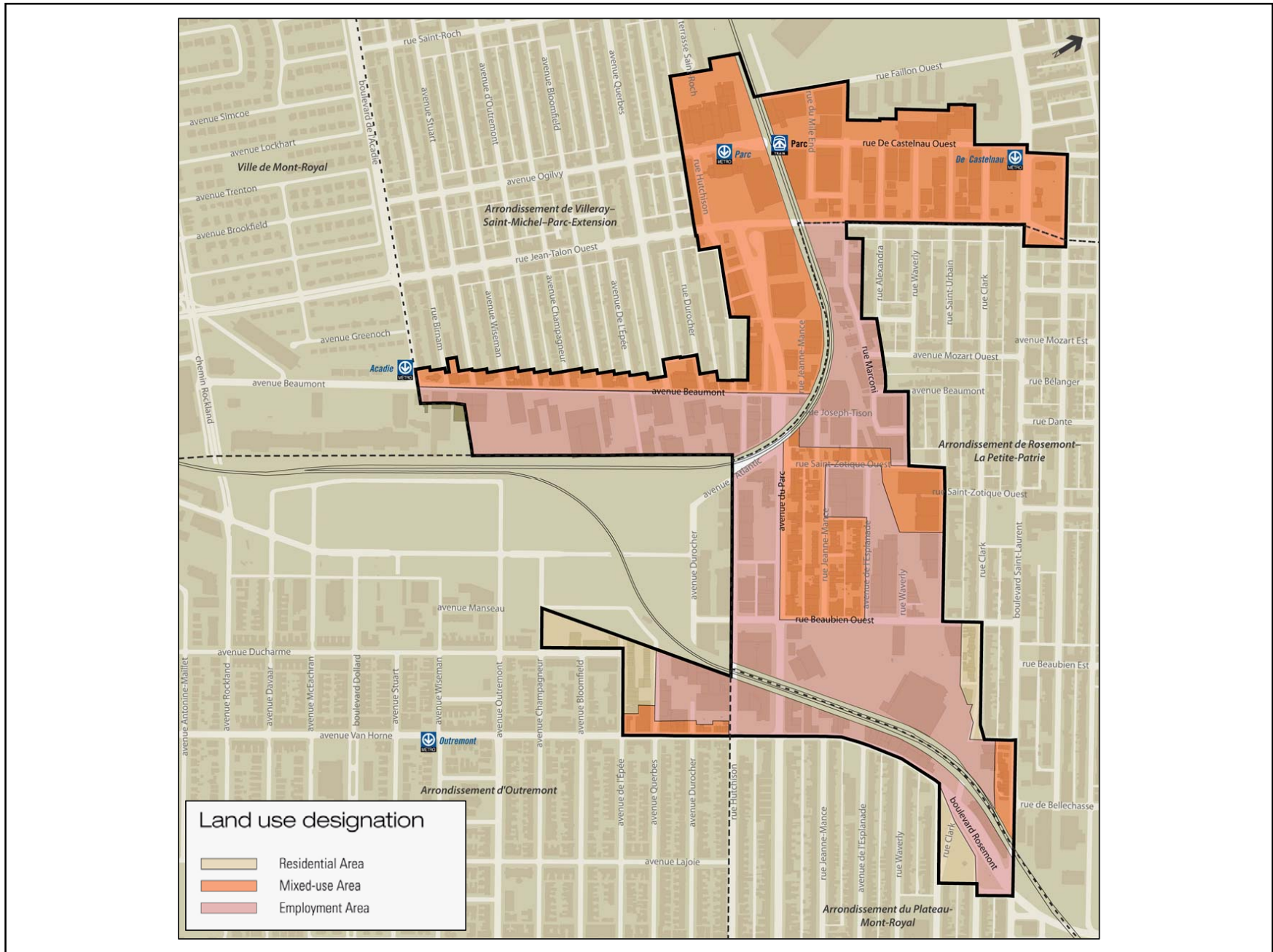
- Definition of the street and island.
- Interaction between buildings and the public realm.
- Rhythm and articulation of façades.
- Architectural design of buildings.
- Sensitivity to the area's character and to the surrounding heritage.
- Greening of outdoor areas.
- Et cetera.

Questions





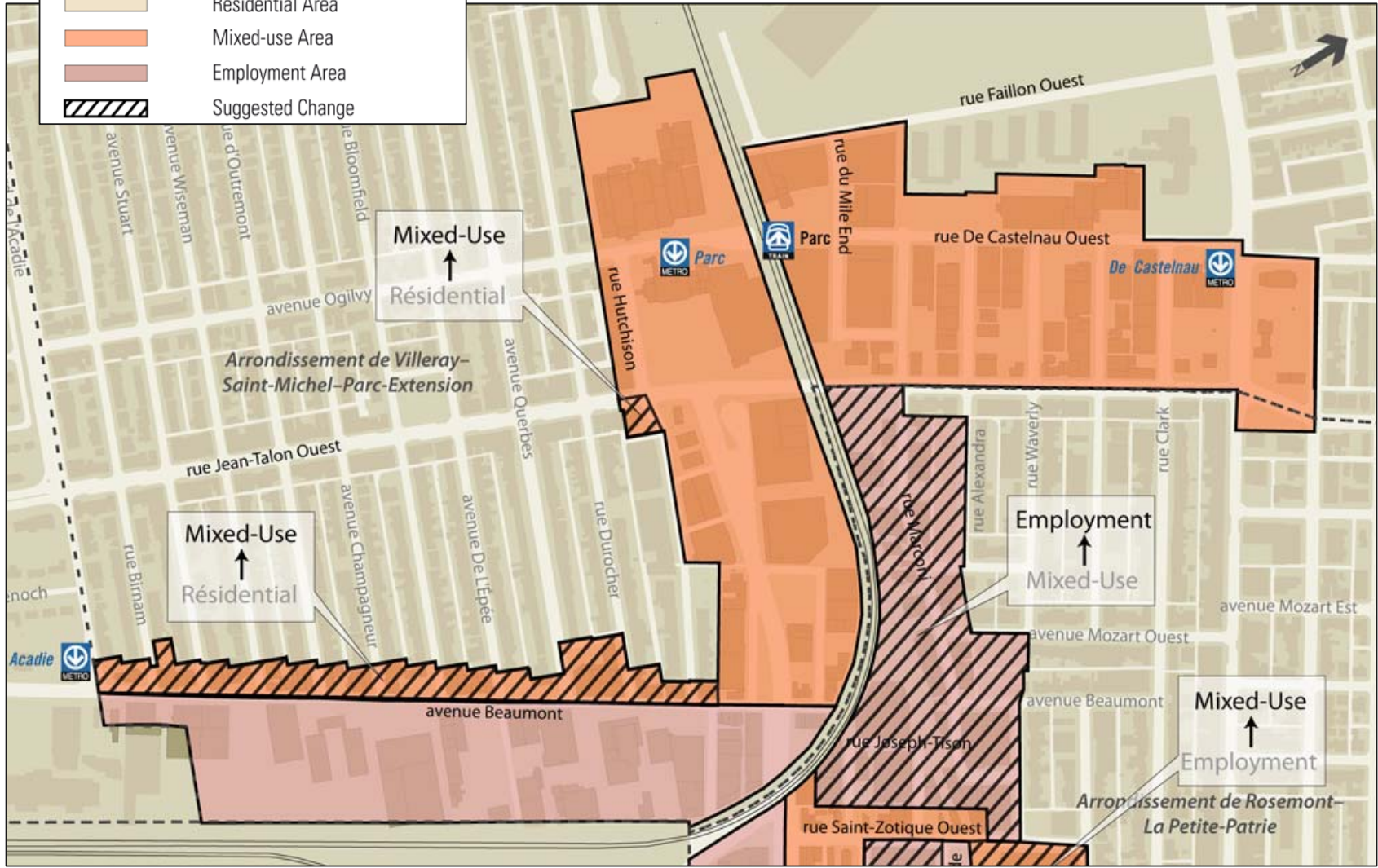


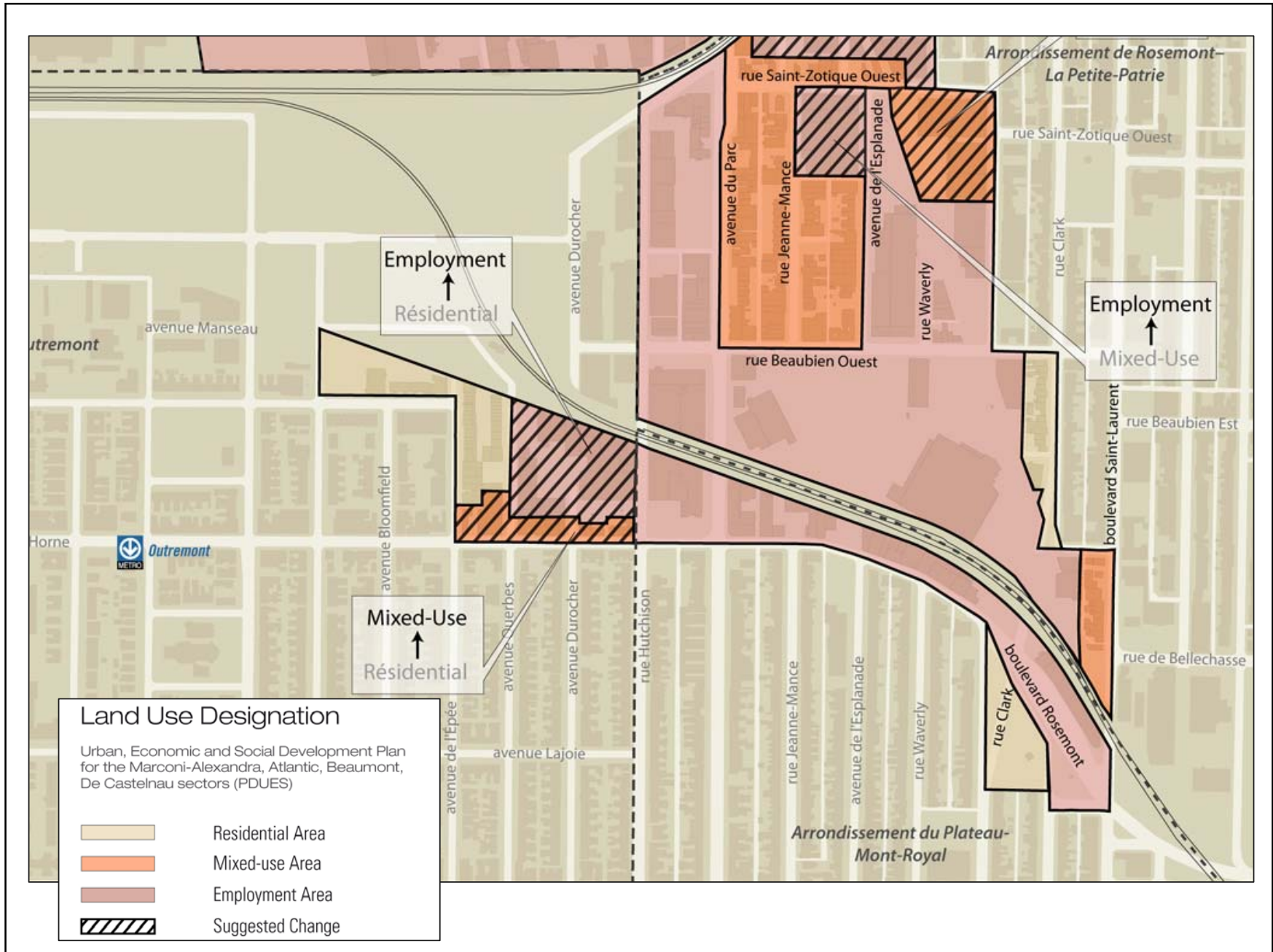


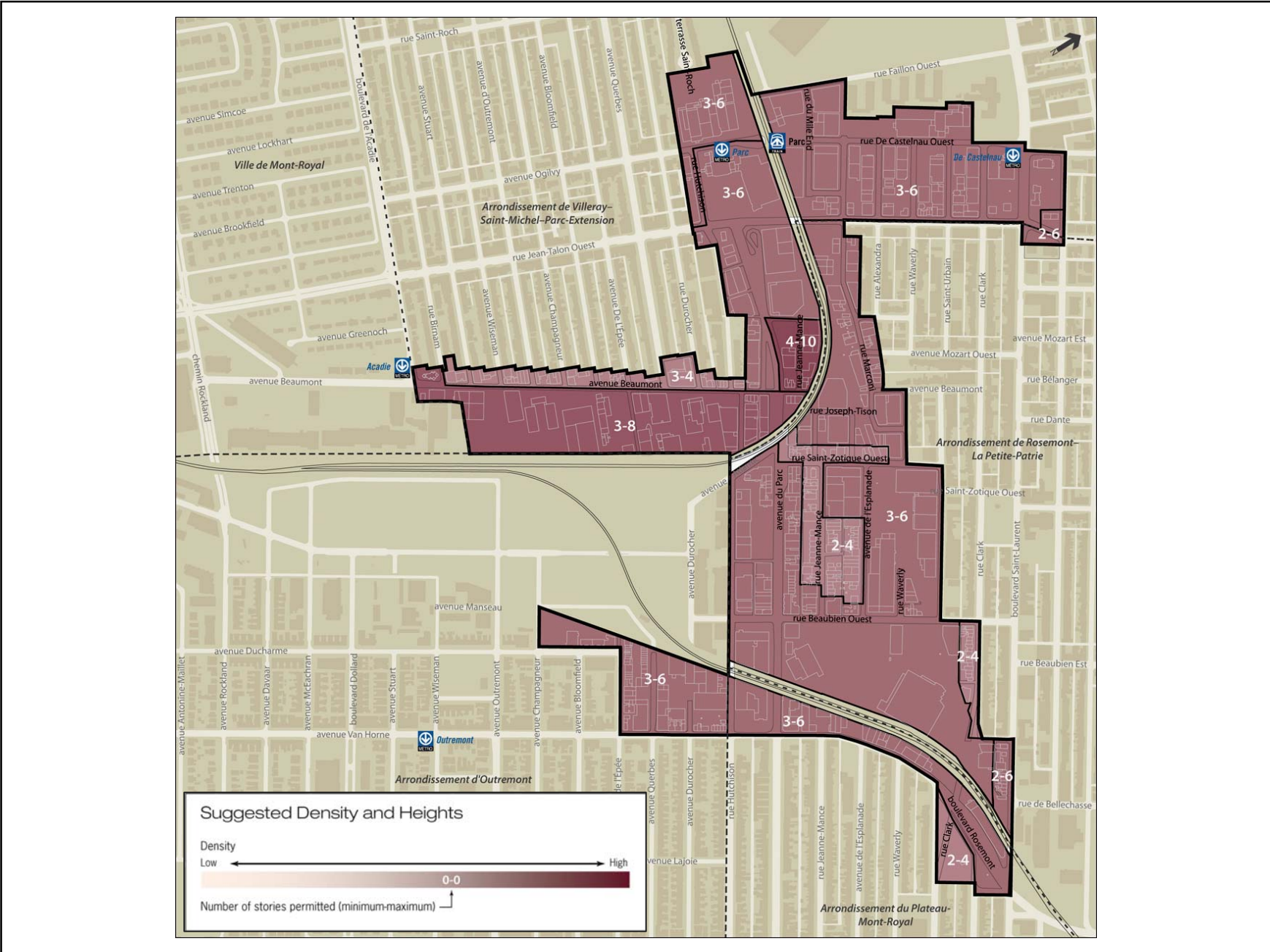
Land Use Designation

Urban, Economic and Social Development Plan
for the Marconi-Alexandra, Atlantic, Beaumont,
De Castelnau sectors (PDUES)

-  Residential Area
-  Mixed-use Area
-  Employment Area
-  Suggested Change







Minimum Building Heights

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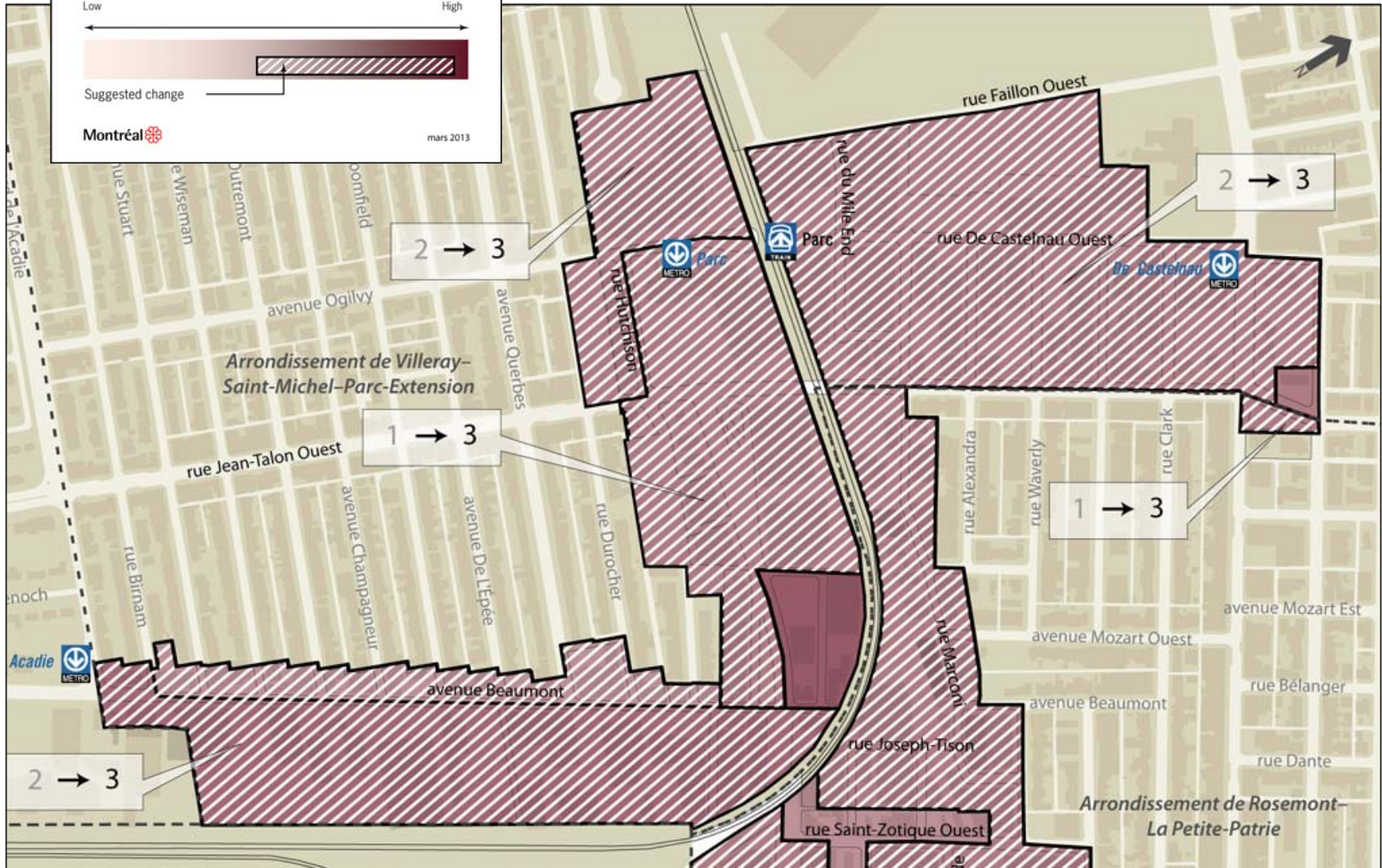
Density
Low → High

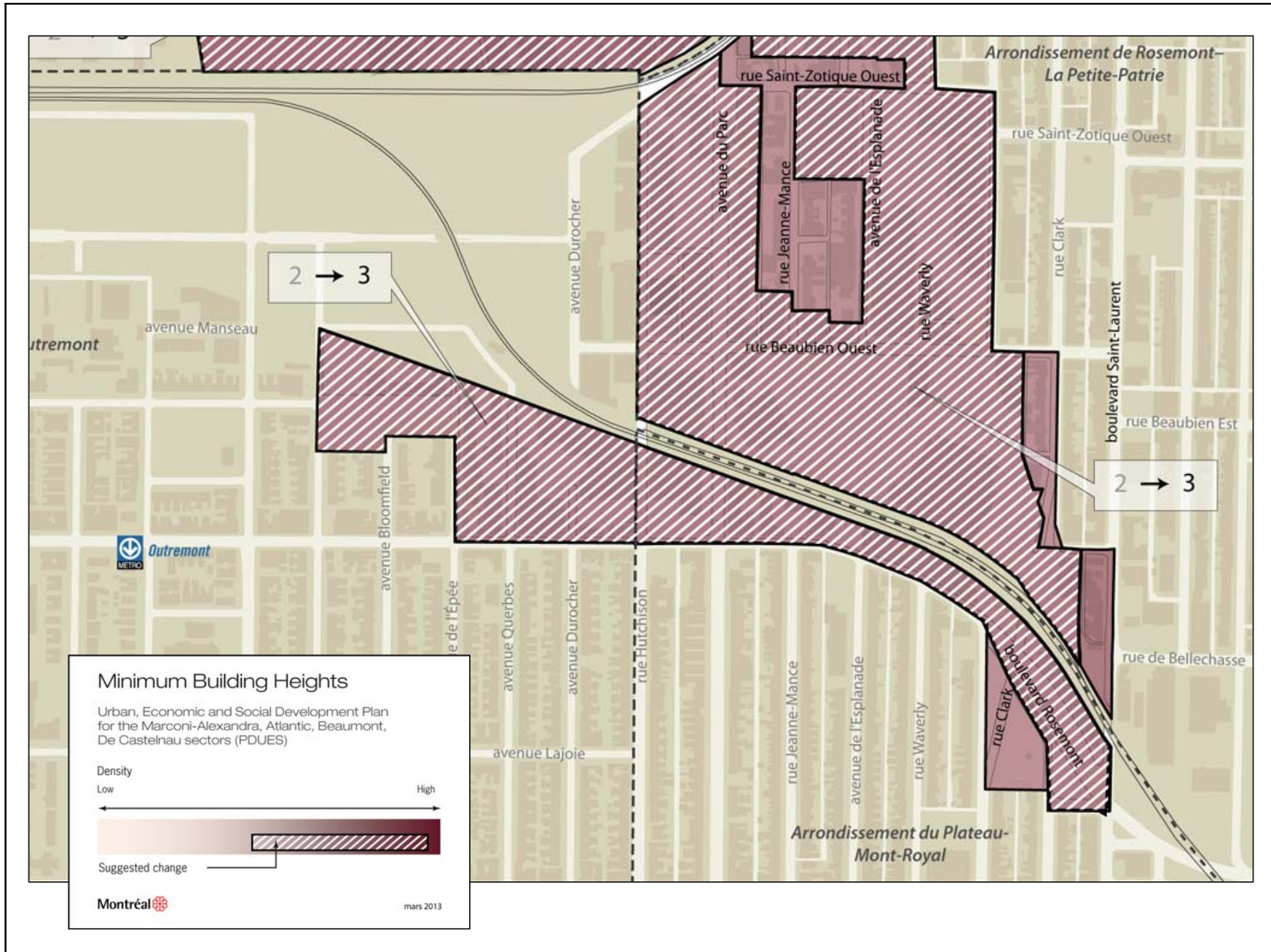


Suggested change

Montréal

mars 2013

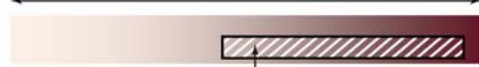




Maximum Building Heights

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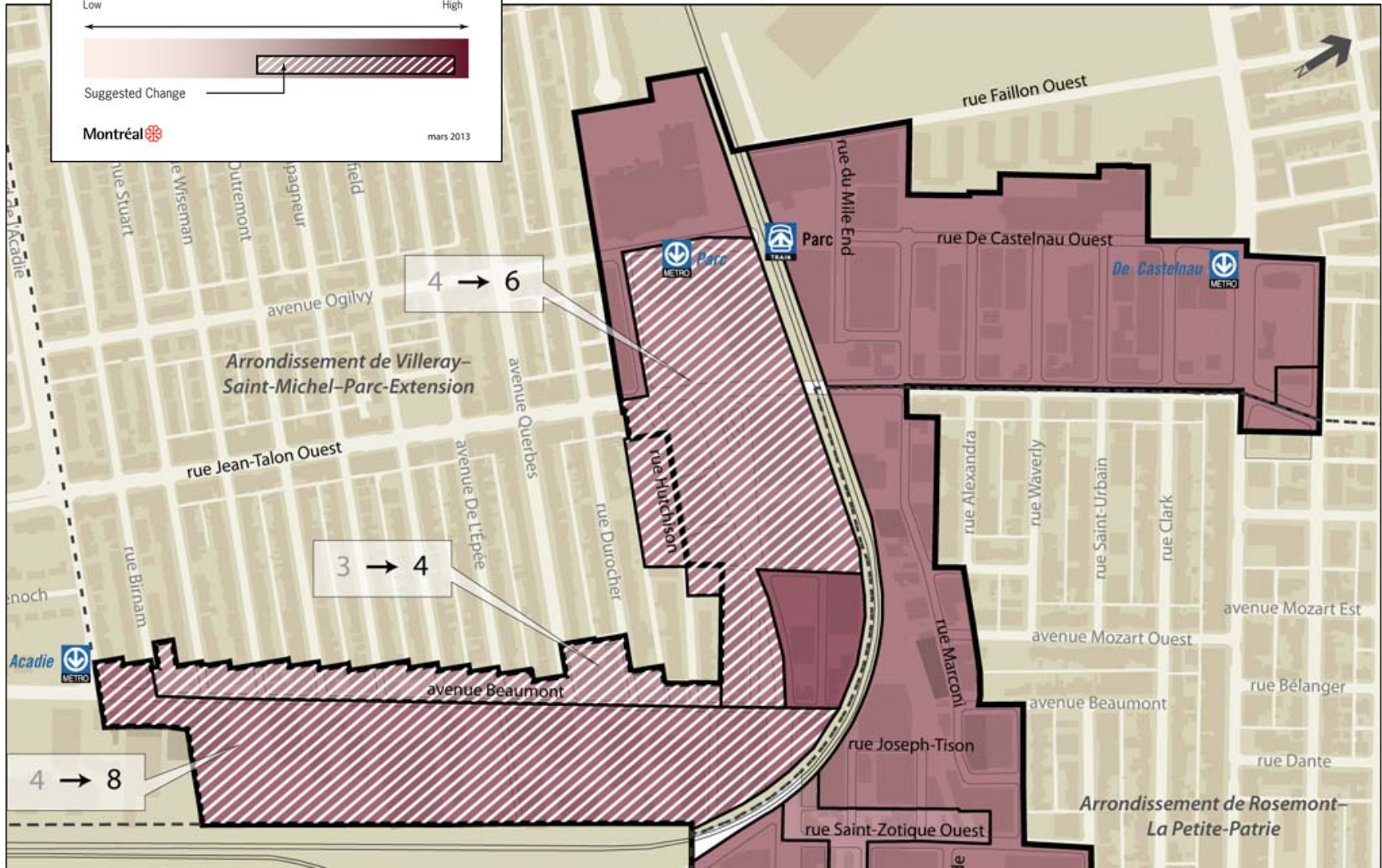
Density
Low → High

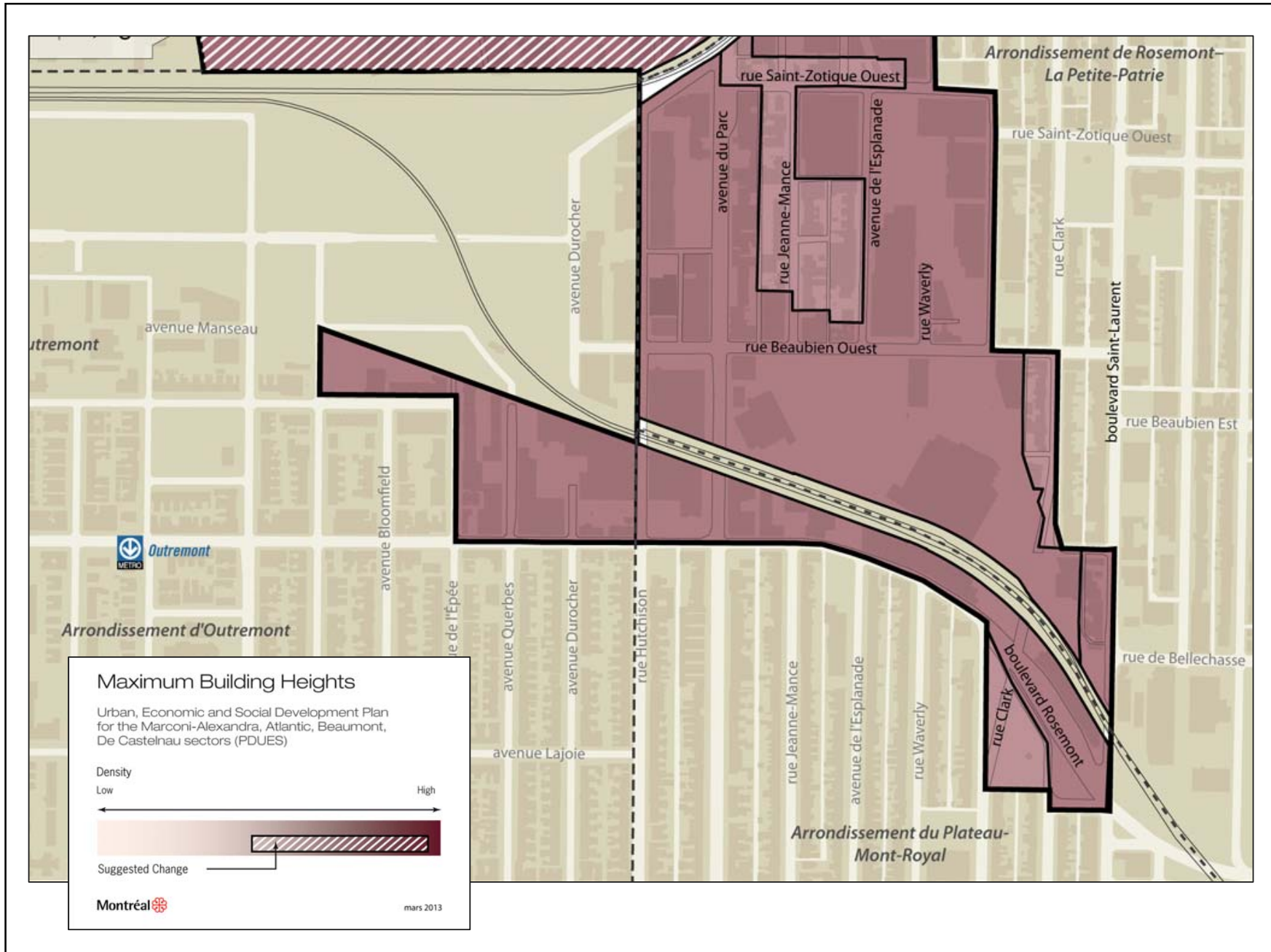


Suggested Change

Montréal

mars 2013





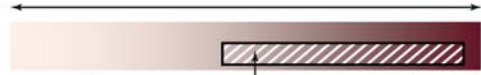
Maximum Building Density

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Density

Low

High



Suggested change

Montréal

mars 2013

