

DISTRICT CENTRAL

# Action plan

2023-2028

territory signature





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# A Word From SDC District Central

## HERE, WE POLLINATE!

As a development stakeholder, we fulfil our mission by being connected to the territory and its inhabitants. Community is our very essence. It gives meaning to our actions. Since the creation of the SDC District Central, we feel it, hear it and see it. Business people and the community love their neighbourhood, with its underground, universal and urban character, and have high aspirations for it.

As an expression of this collective momentum, the proposed action plan will enable us to move from ideas to action. By putting forward a high-impact signature for the territory, it offers a clear and concrete response to the needs expressed by workers, business leaders, residents and visitors to the neighbourhood over the years. What's more, it presents a real opportunity to accelerate its development and recognition, to establish identity markers and

benchmarks and... to pollinate from one area to another in order to reconcile the reality of the business world with social issues.

All the elements are in place to achieve this: a strong and distinctive green framework, active mobility, four-season trails, a committed community, all supported by a built environment of historic and legendary monumentality. 3 km<sup>2</sup> of renewed affirmation and identity. One ambition: to promote the redevelopment of the territory and propel it onto Montreal's economic stage. Inspiring, isn't it?

While we wait to see the first seeds of this plan blossom and be able to drink coffee in a field of sunflowers, I invite you to browse through the next few pages and let yourself be pollinated. After all, whether you are a public or private player, you have a role to play in the economic, social and urban regeneration of the District Central.

Hélène Veilleux  
Executive Director

SDC ●●●  
DISTRICT  
CENTRAL



# Mandate

The District Central is adopting an plan that will serve as a lever for urban regeneration: from an industrial sector to a business district.

This plan is the opportunity to express its identity via the built environment throughout the territory. It is its long-lasting and sustainable expression through strong signature proposals. This signature will be integrated by its architectural monumentality, its emblematic history, its business hubs and its potential for greening and landscaping. The articulation of the interventions between its five geographical sectors and its impact on a metropolitan scale are significant.

To develop the action plan, the SDC District Central commissioned the consortium Zaraté+Lavigne architectes, EN TEMPS ET LIEU and HUMÀ Design+Architecture. The team's interdisciplinary approach and talent - comprising experts in architecture, urban design, environmental design and branding - are fundamental to representing the vision of the neighbourhood that was developed jointly by its stakeholders over the past five years.

The plan, documented by the SDC, takes into account the reflections of the District Central community, and expresses the networking between allies, residents and workers in order to create a living environment. It serves as a foundation, a guideline for future actions, which is why it presents a clear language from which the signature proposals have been created. This language is reflected in the landscaping, furniture and signage. They are in keeping with the resilient character of the district and respond concretely to the business objectives of the SDC and the community it represents. They form the narrative framework within the urban space, to facilitate mobility between sectors by creating 4-season pathways.

Strategically located, the initiatives are identified in an overall plan and illustrated on a smaller scale. The plan takes account of the changes taking place in the District Central, particularly in terms of projected economic and demographic growth. It shows the spatial and temporal deployment of the projects, so that they are scalable, versatile and beneficial to all.

# Methodology

The plan was drawn up between November 2022 and January 2023. As part of the development of the District Central's territorial signature plan, the commissioned team conducted documentary research on the SDC's consultation process, as well as an analysis of the urban and landscape contexts. The team then developed the conceptual premise, taking into account the District Central brand universe, the area's characteristics and the district's stakeholders. This led to the creation of concepts for a territory signature action plan.

To this end, the actions mentioned in this plan will be carried out in subsequent phases.

The visual elements are proposed as examples of potential sites and methods of implementation. The parameters for the artistic direction of the commissioned works (colours, etc.) will be set out in subsequent phases over the next few years. The illustrations do not provide a definitive vision of the works to come.

# Team

## ZARATÉ LAVIGNE

**ARCHITECTES** is an interdisciplinary team of architects and designers with a background in sustainable territory development and a passion for creating user-friendly buildings and urban spaces. Founded in 1989 by architects Eduardo Zaraté and Jean-François Lavigne, the firm began by carrying out a number of large-scale industrial projects. Over the years, the team has diversified its range of architectural and urban design services, working on projects of all types and scales. It devotes its talents to the design and production of living environments that contribute to the well-being of users by proactively supporting its clients. Our definition of an innovative urban space involves the art of bringing together local partners and the objects that make them up. By taking an interest in their experiences, we create small and large attractive spaces that evoke multiple territorial identities.

## EN TEMPS ET

**LIEU** is a multidisciplinary design studio bringing together two entities, two distinct origins and a few coincidences that at the outset were unlikely to cross. What emerged from this improbable meeting was an effective and flourishing collaboration between Quebec and Germany, offering environmental design services ranging from conception to production. -Transitional urban design, street furniture, enhancement of underused urban spaces,

ephemeral installation, lighting, scenography (urban and stage), event and exhibition design. event and exhibition design.

The architecture, design and graphic design teams of

## HUMÀ DESIGN +

**ARCHITECTURE** are led by Stéphanie Cardinal, who over the past 20 years has established herself as one of Quebec's most respected designers, winning accolades from her peers as well as from the national and international public. The team is made up of experienced and up-and-coming talents, all of whom are committed to quality and dedication to their clients and their projects. The Humà Design + Architecture team brings its clients a vision and a signature that go beyond the built environment. Our multidisciplinary team creates integrated, complex and unique projects. At the heart of the team's approach is a commitment to optimising infrastructures, construction principles and design choices, in order to take its thinking, and that of its clients and collaborators, further and further, so as to integrate a sense of sustainable development into every project.

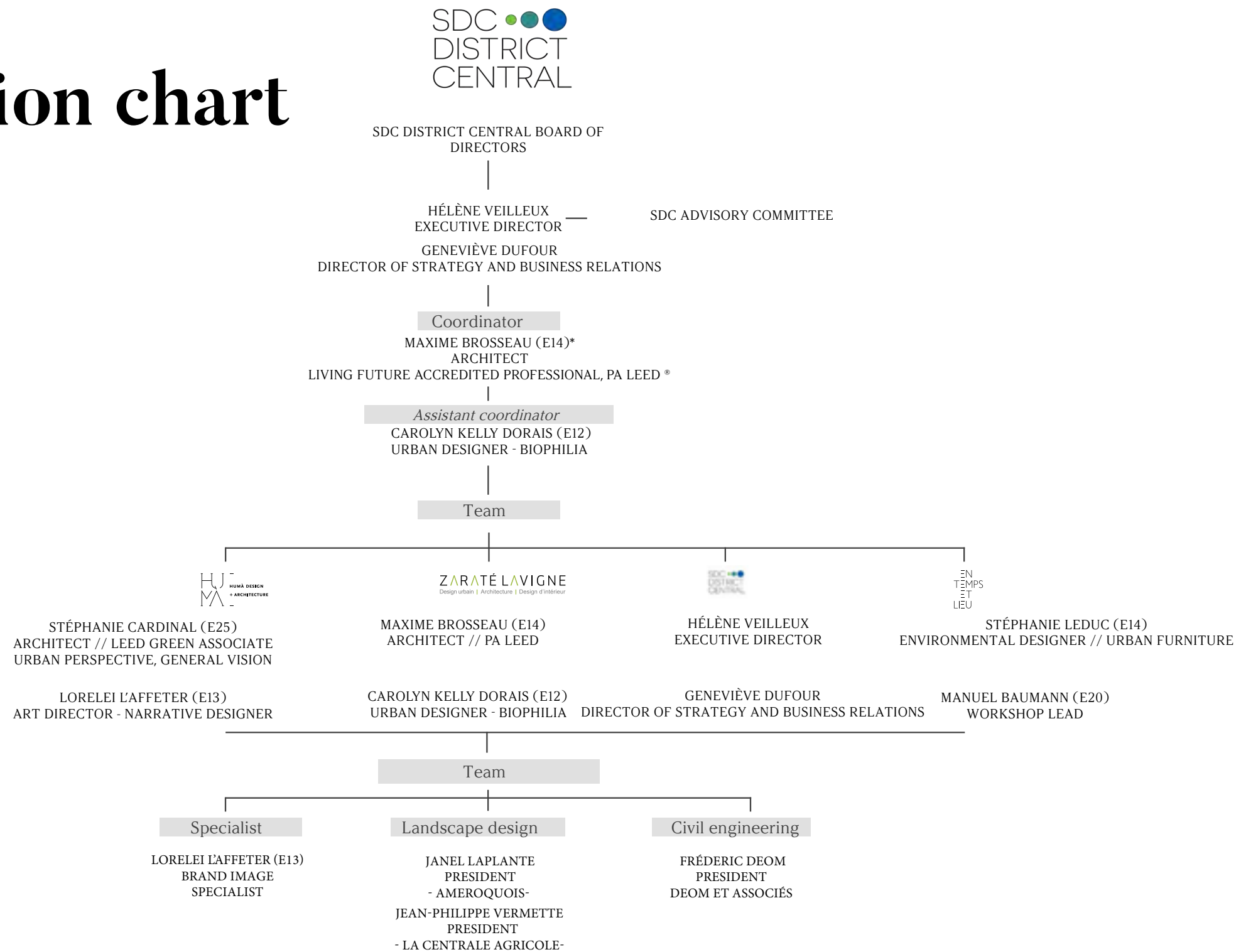
## SDC

### **DISTRICT CENTRAL**

is the voice and the catalyst for the Ahuntsic-Cartierville business world. It represents the combined forces of 2 500 business leaders united to develop a sector with outstanding economic, urban and human potential. Covering an area of 3km<sup>2</sup>, the District Central is the 4th largest employment centre in Montreal, with 25,000 workers clustered in three main business sectors: design, urban manufacturing and technology. Its mission is clear: to breathe new life into this legendary district, to raise its profile and propel it to the top of Montreal's economic scene. Its team is mobilised on the ground, reaching out to businesses and people in the area to create opportunities and promote the territory's development. It works to reconcile business and social life, and it is this raison d'être and this collaborative approach that have been adopted in this project.

The combined efforts of our organisations, as well as the collective wisdom of the business volunteers involved in the SDC's committees and projects, have made it possible to develop this action plan for the signature of the District Central.

# the plan's Organisation chart



\*E25 number of years experience in the field



DISTRICT CENTRAL

# Understanding the territory

Located in the borough of Ahuntsic-Cartierville, the District covers a three-square-kilometre area that stretches from Boulevard Saint-Laurent to Autoroute 15, and from Autoroute 40 to Sauvé Street. It is made up of five distinct geographical areas, each with its own potential and challenges: Chabanel, Marché Central, Acadie, Sauvé and Saint-Laurent.

The District Central is the 4th largest employment hub in Montreal, with some 2,500 businesses generating more than 25,000 jobs, with the potential to grow to 40,000. This universal underground urban district is home to a host of bold, creative and determined entrepreneurs. Thanks to them, we are moving from the textile sector to the design sector. We are transforming factories into urban manufacturing sites and firmly establishing the technology industry. The SDC District Central humanizes the business world by building bridges between the different communities that work and live here. Through its mission, it works to firmly anchor the brand image and identity of the District Central in the urban landscape and in the sense of belonging of its communities.

Each sector is made up of a different built environment, both small and large, with affordable rents. Many of the buildings are located along major transport routes, and are served by a growing public transport network. The Saint-Laurent and Saint-Simon districts have large parks, with many natural features bordering primary schools and a community centre. Mixed-use development is still in its infancy throughout the district and is worth encouraging.

However, the physical territory of the District Central retains some scars from its past activities. The lack of transport connections is significant. A number of studies, including that of the PPU T.O.D. for the Ahuntsic and Chabanel stations, have documented the history of the area. They have also highlighted the barriers posed by the 15, the 40 and the railway line, which contribute to the disruption of the urban fabric. The studies revealed an urban organization centred on the car, a strong presence of trucking due to its economic activities, a significant amount of vacant space (3.9 million square feet), the absence of canopies and the under-exploitation of the development potential of several areas.

## **Nonetheless, the territory possesses a potential resilience that can be put into action.**

There are great opportunities in the territory. We need to seize them in order to design attractive locations for new and established businesses, as well as for residents and workers. Upcoming initiatives relating to the area's identity will help to create synergy between the sectors and their users. These will also serve as an incentive to optimize collective, active and safe mobility.

To achieve this, a partnership and ongoing alliances between the borough, the city of Montreal, influential property owners and the SDC are essential in order to align their common goals and obtain results that are tangible for everyone, at both the metropolitan and neighbourhood levels. It is inspired by the strategies adopted by the SDC to unify and accelerate the development of the District Central.

## **Connect, develop, flourish, prosper**

In 2023, given the inevitable reflections and positioning of the City of Montreal, which is targeting urban and social resilience in its planning, what will be the right thing to do for the future of the District Central?

**For many years, this territory, essential for textiles, consisted of fields. Now it's up to us to sow the first seeds!**





# Understanding the territory

## Sectors and areas of intervention

### Chabanel Sector

With its monumentality and interconnected activities, this sector is on the scale of the metropolis. It lies at the heart of the District Central. Legendary for its past in textiles and its current hub in design, it is also home to a large number of neighbourhood events.

### Marché Central Sector

Currently one of the largest megacentres in Canada, Marché Central has significant redevelopment potential. With its heritage of market gardens, it could be the ideal site for landscaping projects to restore livable spaces and reduce paved areas.

### Acadie Sector

A striking industrial sector in the metropolitan landscape, at the corner of motorway interchanges, it is home to multiple warehouses, head offices and urban manufacturers. Designed for cars and trucking, it has the space to create a visual interface reflecting the image of District Central, as well as appropriation on a human scale.

### Sauvé Sector

Acting as a gateway to boul. Acadie, it draws a clear boundary to the north between industrial and residential development. It provides access to public transport and to Rue Port-Royal, which links to Parc d'Auteuil. It merits attention in order to give it an identity specific to the District Central. It is home to light industry, with a high concentration of design and technology centres.

### Saint-Laurent Sector

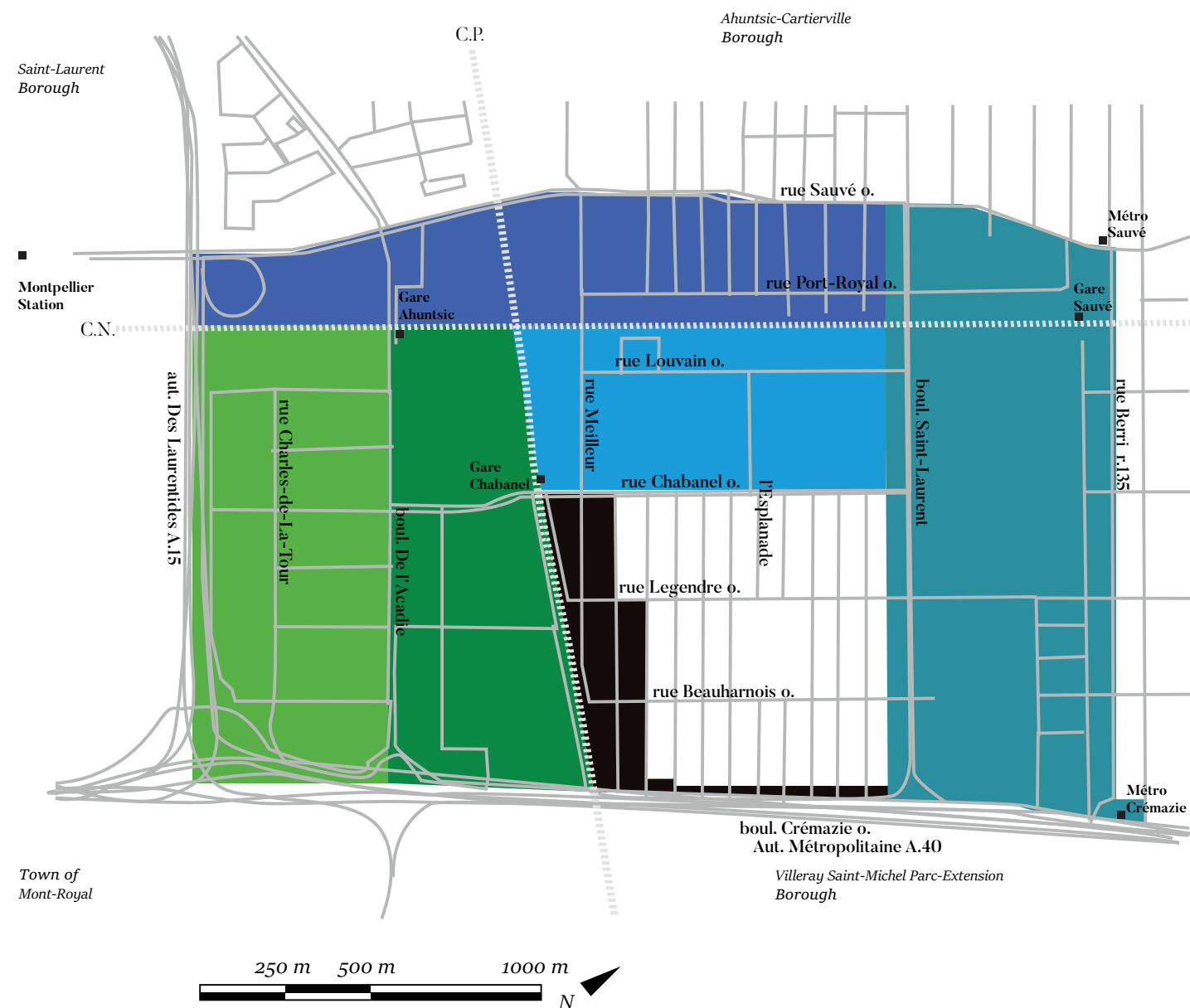
The sector includes the STM, a key player in the city's transport system, and Parc Henri-Julien. Both occupy a vast space in the District. The main thoroughfare leading to them is rue Legendre. It acts as a transportation link. The sector deserves attention to improve its connectivity within the District Central and with the outside world.

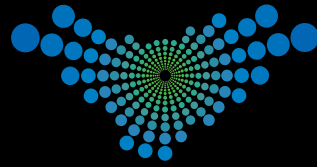
### Saint-Simon Neighbourhood (additional area of intervention)

Mostly residential, it is anchored by the Saint-Simon Apôtre park and school. It is an area that bears witness to the immigrants who came to work in the District Central, and has a front-row seat to the district's transformation and effervescence.

### Meilleur Area (additional area of intervention)

Part of the Chabanel sector, this is an area that has all the features to give it its own name. It forms an industrial strip, an interface with the residential area, running alongside Rue Meilleur, the railway line and the 40. Attractions: 9200 Meilleur, the bakery.



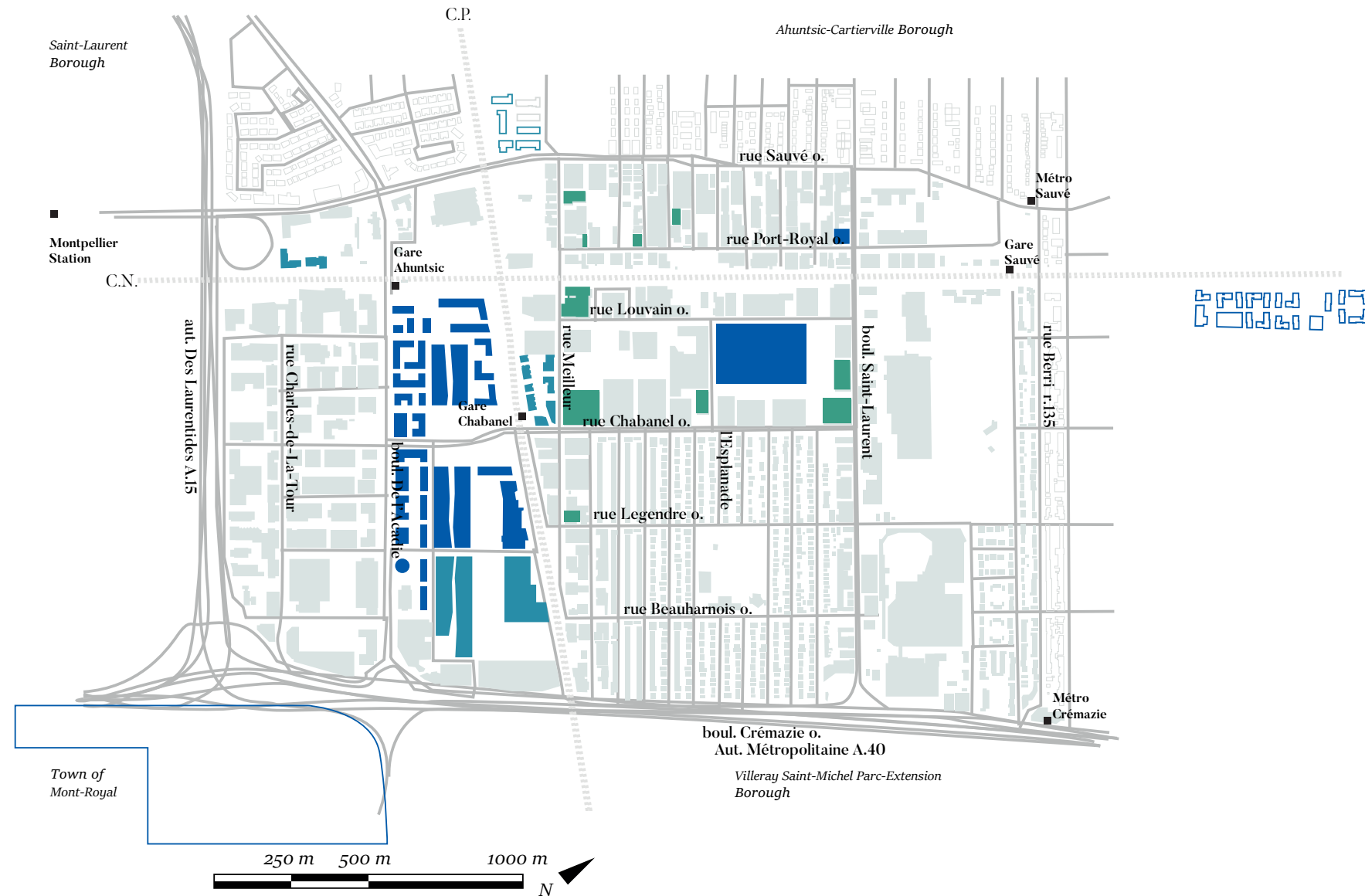


DISTRICT CENTRAL

# Understanding the territory

## District in transformation\*

- Existing**
- Renovation**  
 9855 Meilleur Street  
 265 Port-Royal Street  
 333 Port-Royal Street  
 9797 Tolhurst Street  
 9855 Meilleur Street  
 55 Louvain Street W.  
 9350 Esplanade Avenue  
 555 Chabanel Street W.  
 1 Chabanel Street W.  
 9400 Saint-Laurent Boulevard
- Construction**  
 Voltige, Sauvé Street  
 9300 Meilleur Street  
 Marché Central (south), l'Acadie Boulevard
- Planning**  
 Marché Central (north)  
 50-150 Louvain Street W.  
 9700 Saint-Laurent Boulevard
- Existing outside District**
- Construction outside District**  
 Le Crown, Meilleur Street
- Planning outside District**  
 Louvain East Neighbourhood  
 Rockland urban development plan, Town of Mont-Royal

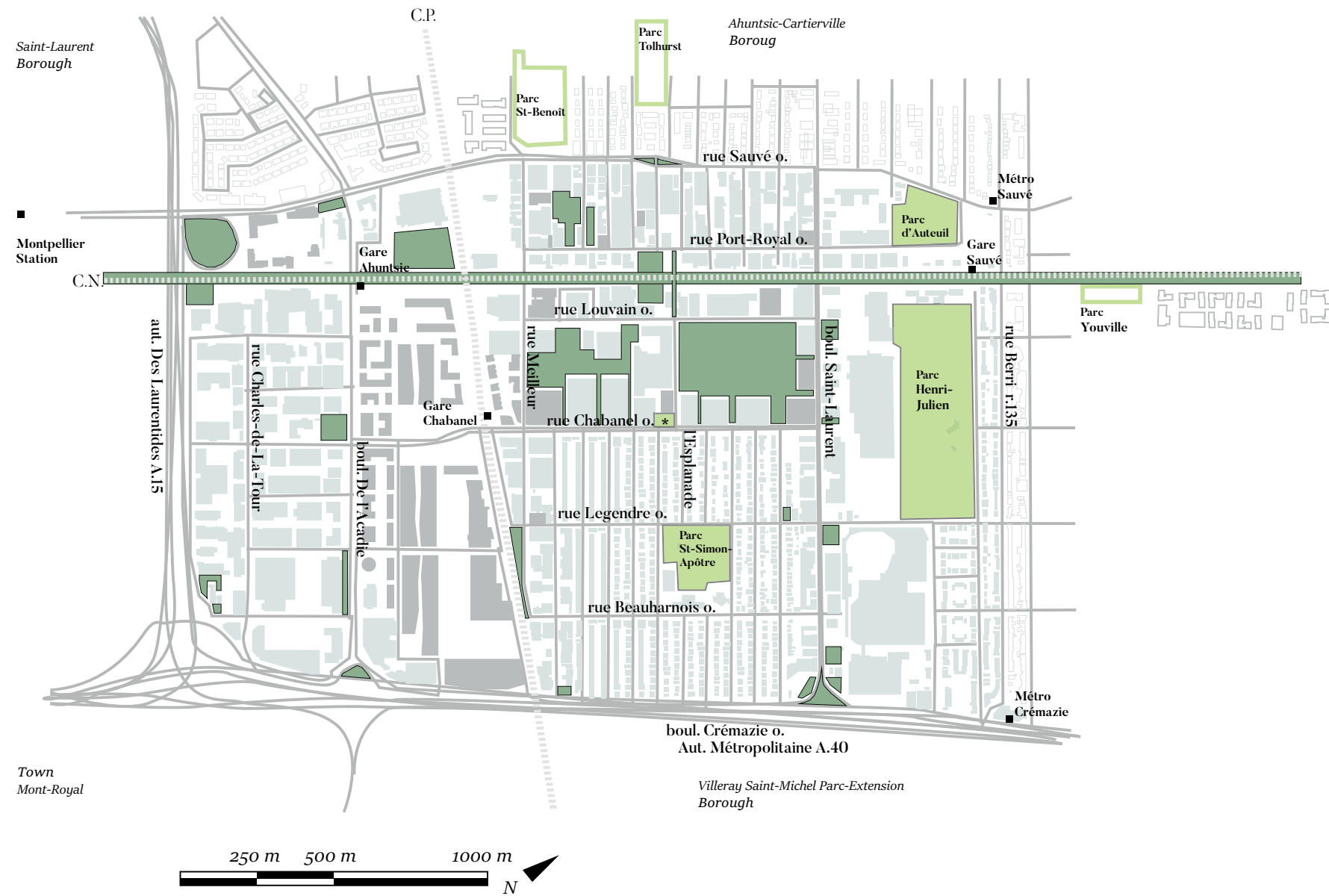


\* This map is not exhaustive, data collected in December 2022.



# Understanding the territory Green Network

- Potential green zones
- Existing parks
- Existing parks outside the District



\*Place Iona Monahan

# Summary of the objectives of the action plan

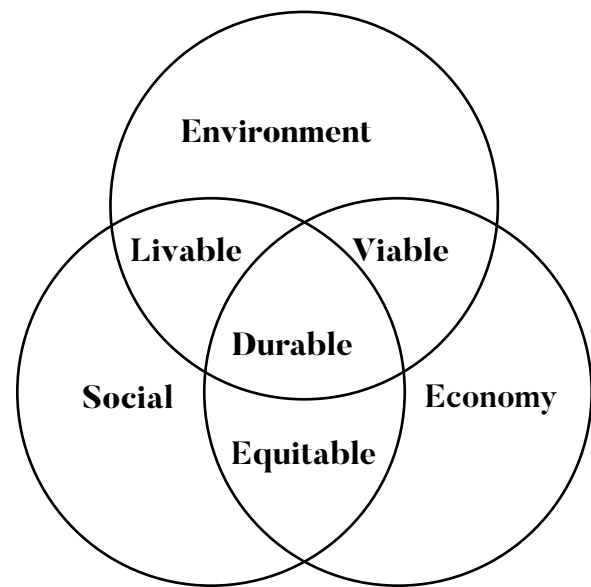


Diagram of sustainable development principles

## SDC District Central's business objectives

## Action plan objectives

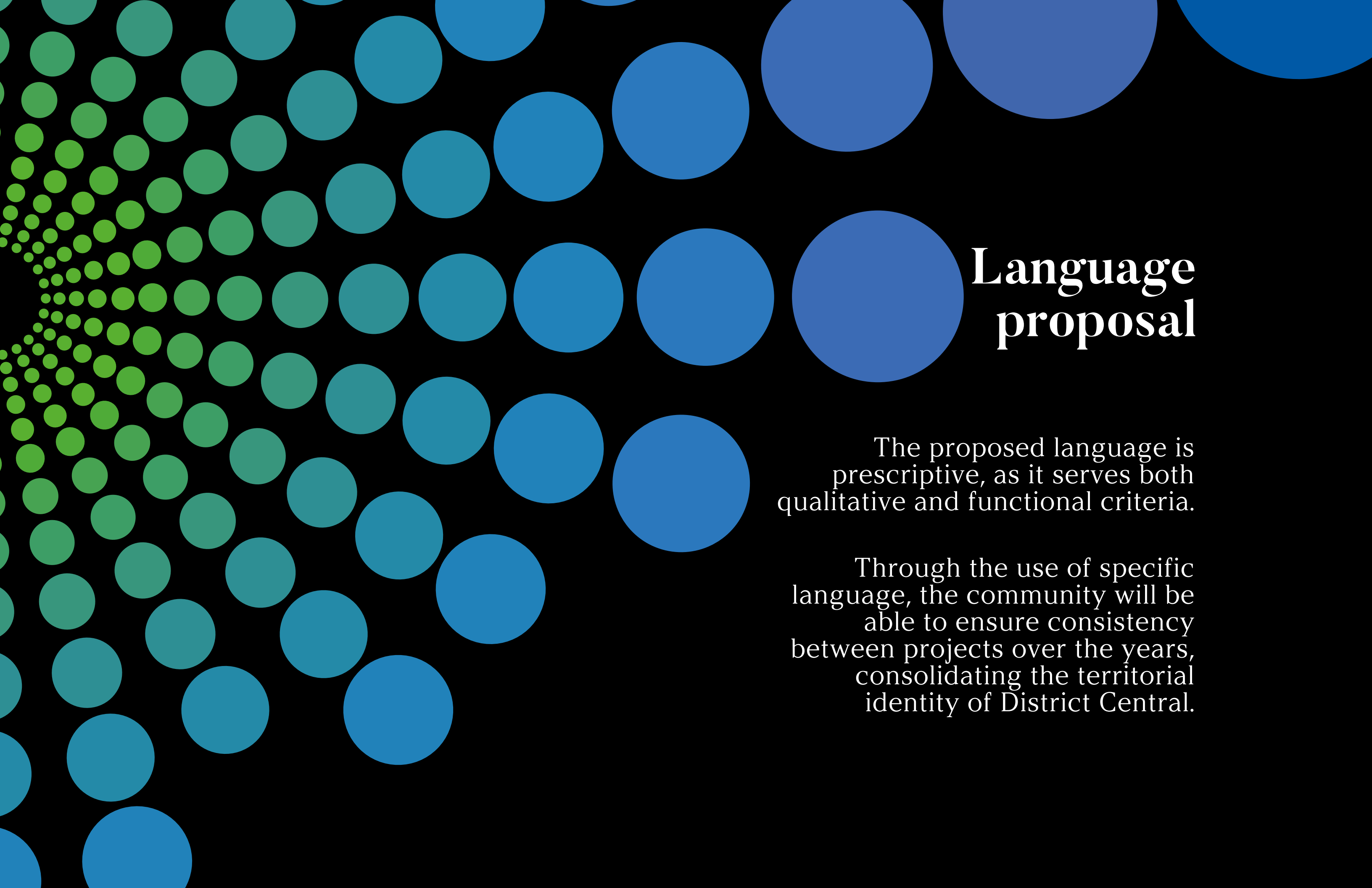
## Objectives for resilience and sustainable development

<p>Promote District Central to attract and retain businesses, shops, workers and visitors to the territory</p>	<p>Demineralise; Create a "WOW" effect on three levels; Create a series of unique interventions; Increase the territory's visibility; Add a touch of botanical vibrancy</p>	<p>Increase biodiversity; Increase water containment; Increase the neighbourhood's biophilic potential; Reduce heat islands</p>
<p>Connect, support and promote District Central's three business sectors: design, urban manufacturing and technology</p>	<p>Link the 3 business sectors in a powerful way; Create a showcase for local businesses; Create ambassadors; Highlight innovation in urban agriculture; Refocus on environmental concerns</p>	<p>Reconnect economic activities with nature; Highlight know-how of local businesses</p>
<p>Represent the business community to the various public and private stakeholders. Prominence and influence in the business world</p>	<p>Create a strong neighbourhood image; Focus on innovation; Position the district on Montreal's economic scene; Encourage public and private investment; Be recognized as an avant-garde territory; Support municipal and provincial commitments to sustainable development; Become a forerunner in the business community by promoting "green" territory development.</p>	<p>Present the district as resilient; Promote circular economy; Increase the sense of ownership of the district - developed by and for its users and residents.</p>



# Summary of the objectives of the action plan

SDC District Central's business objectives	Action plan objectives	Objectives for resilience and sustainable development
<p>Improve the development and accessibility of the territory in order to create a better living environment</p>	<p>Encourage mobility in the district; Foster neighbourhood renewal, a new vision; Increase active mobility; Encourage new urban planning practices</p>	<p>Increase the circular economy; Promote innovative and resilient urban development; Create connectivity between the various sites</p>
<p>Animate a living environment</p>	<p>Create a new urban living environment; Enable the animation and visibility of the neighbourhood on 3 levels: metropolitan, local and intimate; Enhance the quality of life and experience of the area; Reconcile business and social life; Increase the attractiveness and retention of businesses and the workforce; Exist locally for neighbourhood users</p>	<p>Reconnect people with nature; Improve human and environmental health; Increase urban comfort; Increase the feeling of safety in the neighbourhood; Increase social equity - accessibility and development for all</p>



## Language proposal

The proposed language is prescriptive, as it serves both qualitative and functional criteria.

Through the use of specific language, the community will be able to ensure consistency between projects over the years, consolidating the territorial identity of District Central.



# Language

## Pollinate

To pollinate...a powerful gesture.  
The roll-out strategy - based on different landscaped fields and a signage plan - is an instinctive and necessary response to an initial assessment:

"We're one of the biggest heat islands in Montreal".

and a clear objective:

"To be the greenest and most resilient of all boroughs by 2040"

The proposed landscape and signage language rapidly addresses a large and heterogeneous territory, in order to create synergy, and encourage economic sharing through vacant, public, and private space.



# Language

The gesture of pollination across District Central



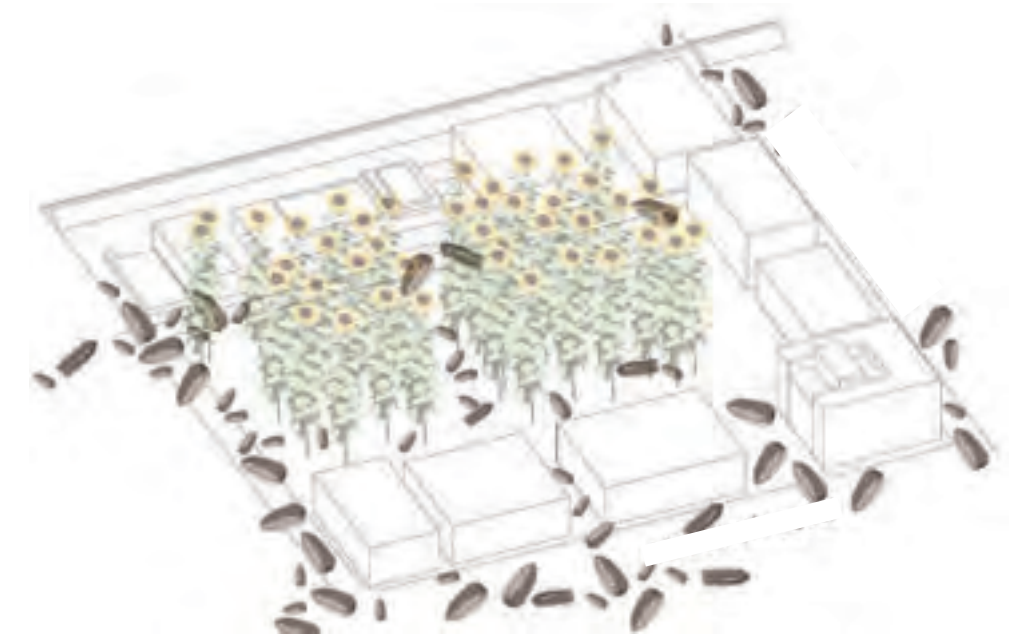
## Monumentality Schema

Just as the fields used to sway across District Central, 'Pollinisation' reintroduces this historical element to the area, highlighting its monumentality with flowers and plants with a similar, distinctive feature.



## Community Schema

By their very presence, sunflowers, and other plants, have the potential to bring people together, to create attractive places, to make them both be and live together.



## Circular Economy Schema

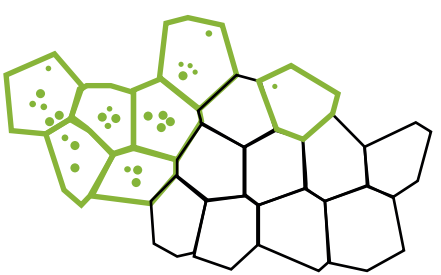
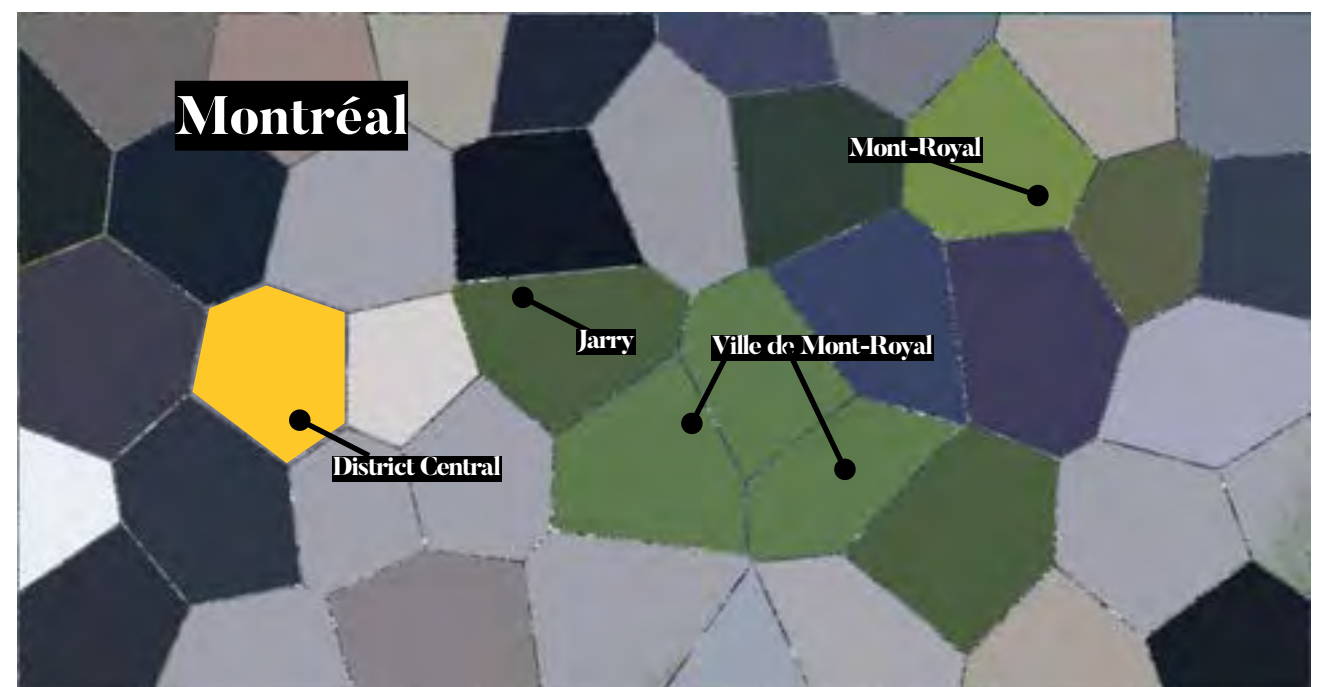
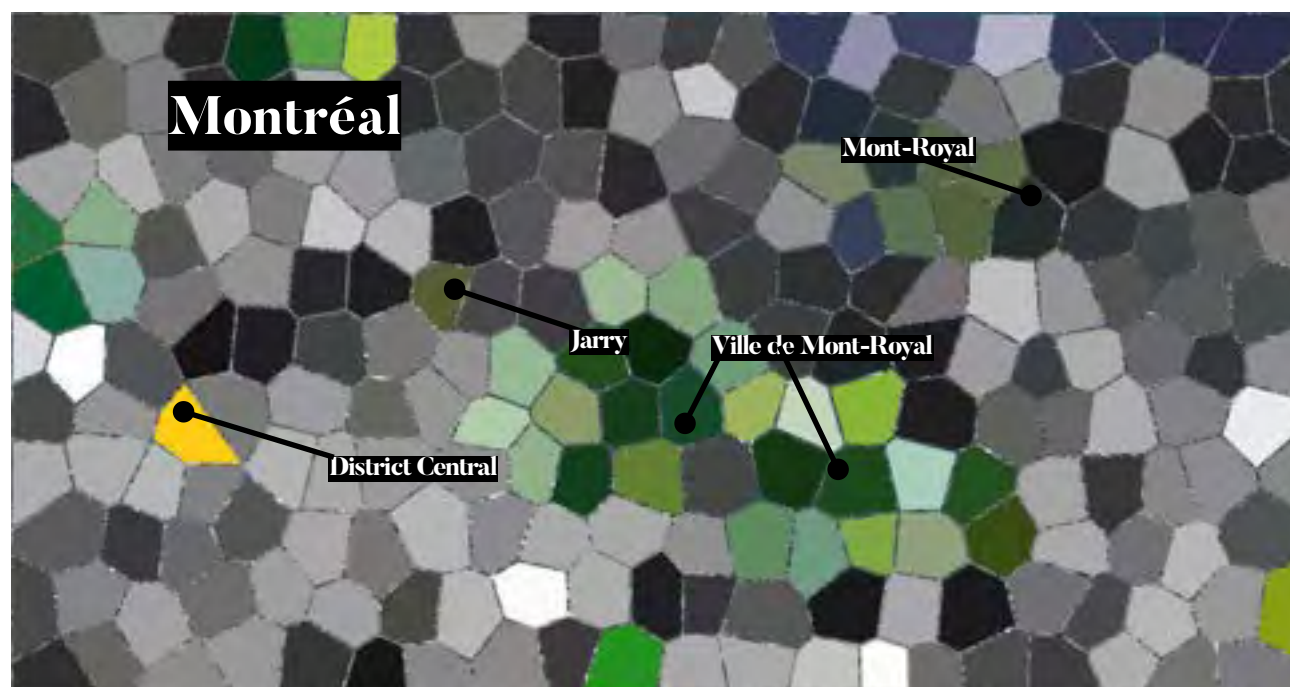
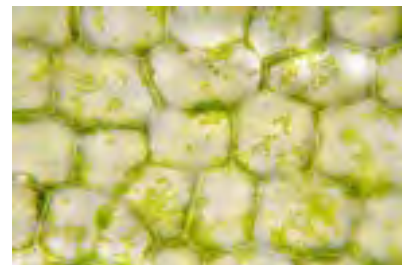
HERE, flowers are the "raw material". Through their seeds, plants evoke the productivity of the neighbourhood, its resilience and its ability to regenerate by providing oil, edible seeds, beauty, pollination and decorative elements. Productivity refers to circularity, symbolic of the business district.



# Language

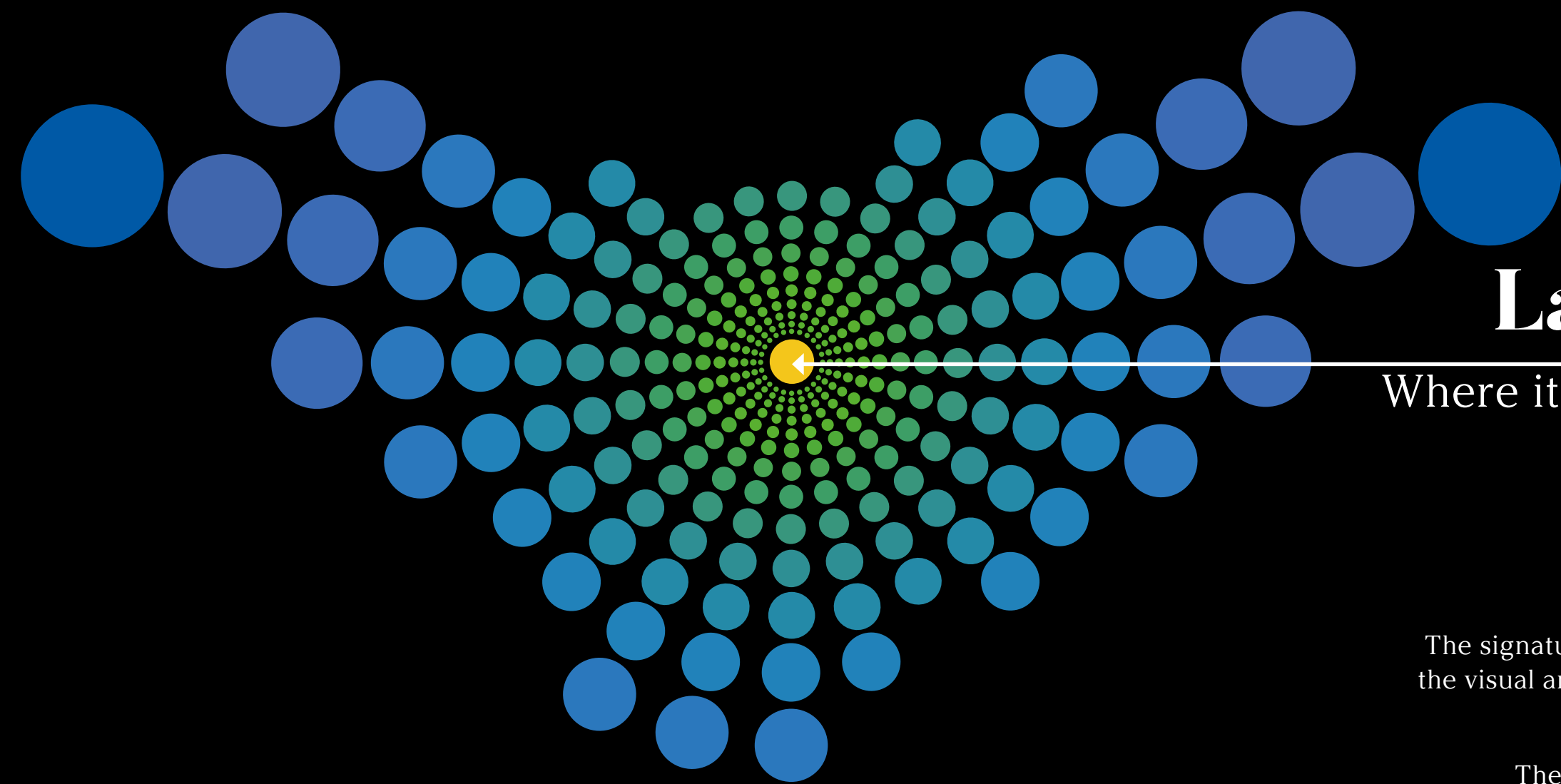
Pollinating on a metropolitan scale

The plant cell illustrates the links with other Montreal territories



The scale of the area compared with that of the Town of Mount Royal and Jarry Park, as well as a visual understanding of the largely paved area.





# Language

Where it all converges

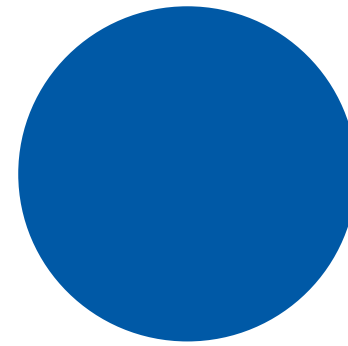
The signature of District Central is the visual and lasting expression of its brand image.

The blue of the sky and the green of the earth are complemented by the yellow of the plantings, all living harmoniously in a chromatic scheme that is repeated in every intervention.

# Language

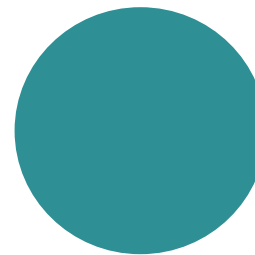
## Intervention in District Central

**1 gesture,  
3 models,  
3 scales.**



### Landscaping interventions

Each field will have its own :  
vegetal language;  
pathway;  
mobility options and connections for residents  
recreational spaces;  
4 seasons.



### Urban interventions through furniture

A range of furniture :  
fixed and mobile;  
adapted to the 4 seasons;  
that can be deployed in all sectors.



### Signage

Pavement markings to :  
Connect the fields and highlight the urban links proposed in the urban plan;  
Highlight the area's artefacts;  
Provide distinctive lighting;  
Inform residents, ambassadors and merchants about areas of interest,  
and direct users to other fields.

# Language

## Orientation of the lexical field



The fields (agricultural land)

Aerial view 1947, VM97-3\_7P20-33, Archives de la Ville de Montréal



The buildings

Aerial view 2022, Google maps

To resonate throughout District Central and echo the past of the site, we have chosen to introduce two strong lexicons into the discourse to illustrate the territory's signature.

Like District Central's first developments, we are reintroducing the field as a lexical context for interventions involving landscape, biodiversity and urban agriculture projects. Thus we find the words :

**Prairie, Pâturage, Champeau, Bocage, Lopin, L'oasis**  
*(Meadow, Pasture, Field, Grove, Tract, Oasis)*

Next, we return to a past that is still relevant today with the lexical field of fabric for furniture, marking and signage, with the words :

**Filage, Étoffe, Métier à tisser**  
*(Spinning, Fabric, Weaving loom)*

The two worlds, the two languages, come together thanks to the plants of the territory's signature.



# Location of signature interventions



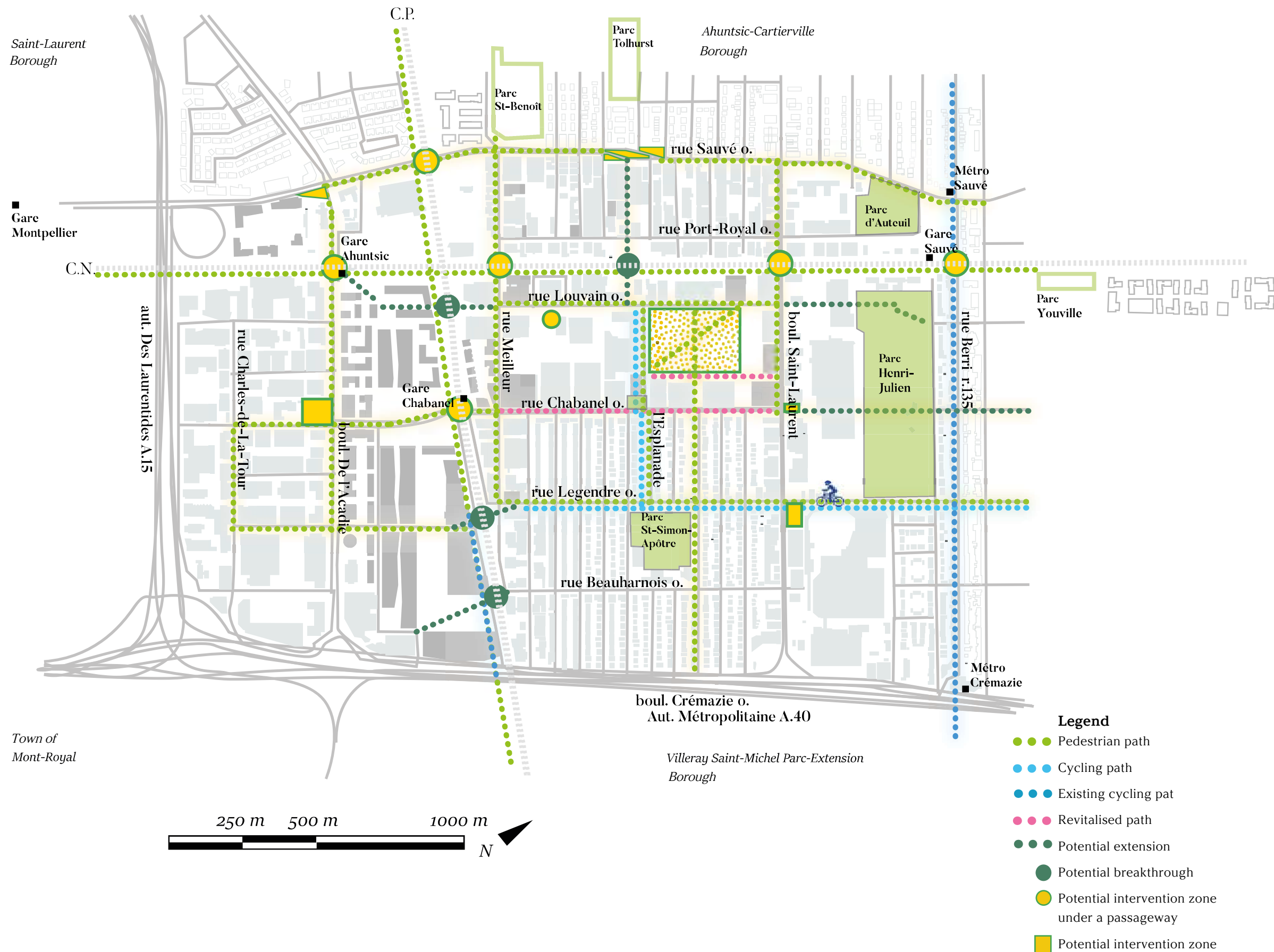
\*design intent visual



This map is an overview of the long-term projection of the potential connectivity between places and uses. It also schematically represents the links (physical or perceived) to be established with areas outside the District Central. To be optimal, these links could be enhanced. The cycling zone on rue Legendre O. is projected in the short term.

Subsequently, this plan will enable us to identify the areas to be targeted for action over a 5-year period, as part of District Central's territorial signature action plan.

## Identification plan Zones for potential interventions

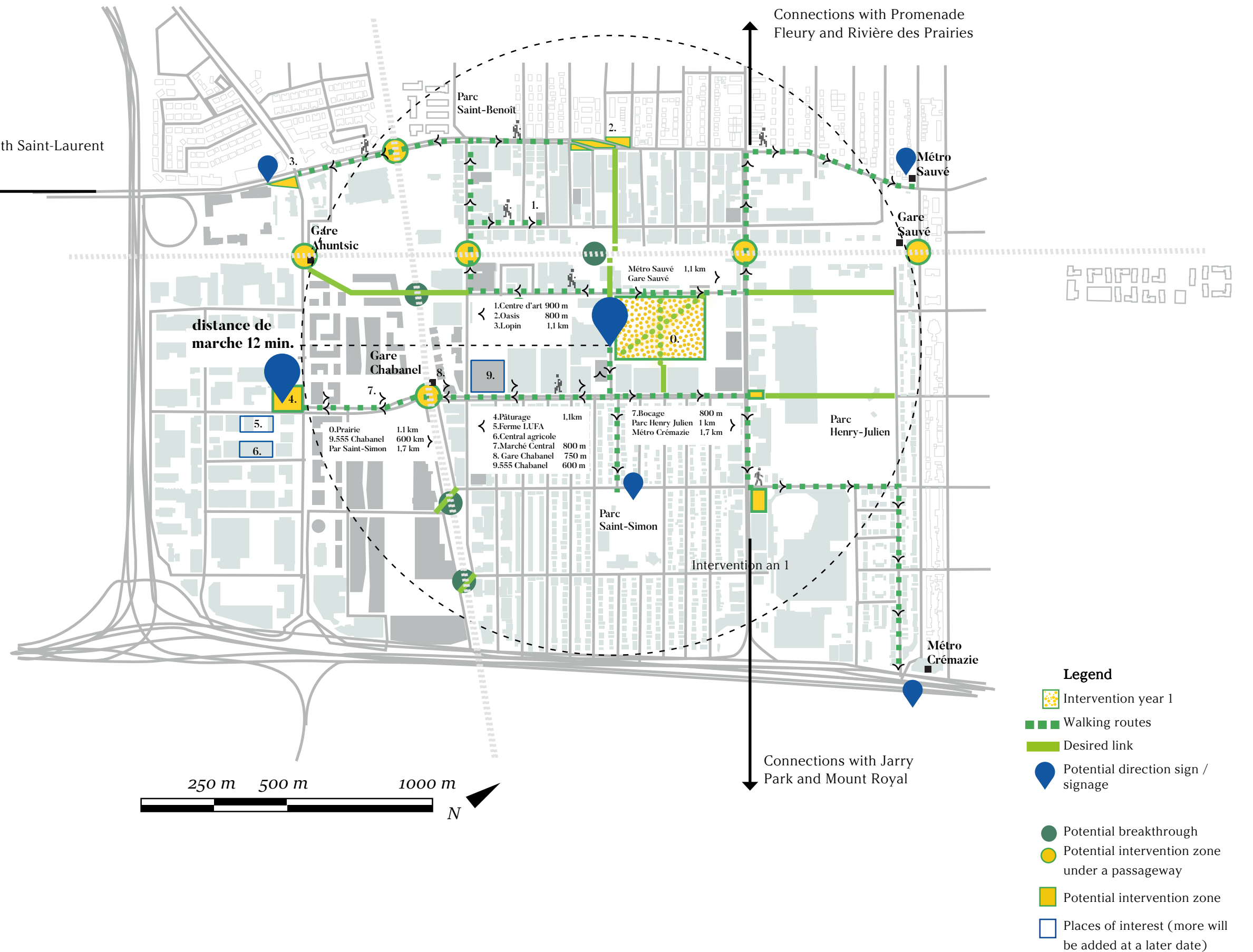




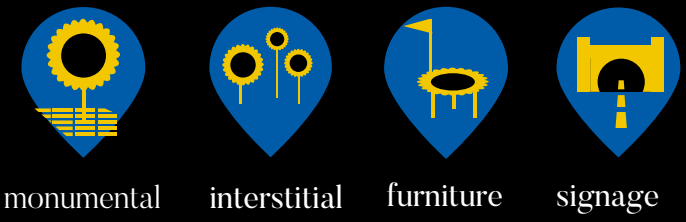
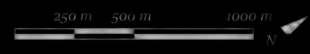
This map provides an overview of the locations to be signposted on a given route. It illustrates, by way of example, the positioning of places of interest for the planning of potential routes. Following these routes, some places will be indicated on signposts.

This plan will enable us to select key interventions over a 5-year period, as part of District Central's territory signature action plan.

identification plan  
**Potential routes and signage**







# Interventions

signature

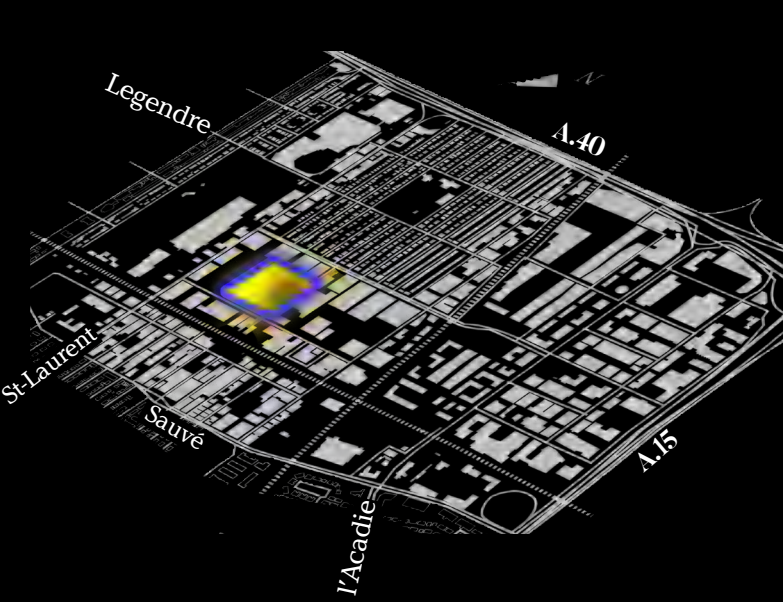


# District Central

# The Lexical Field

\*Design intent





## Monumental intervention

The Louvain Street W. site is a place of multiple scales: monumental in terms of its identity and scope, interstitial and intimate for all residents, users, workers, passers-by, visitors... humans.

It is the catalyst for users and entrepreneurs, and generates relationships.

Like a flowering meadow, the grounds of Louvain West are a vast open space for cultivation created by the community.

# La Prairie Louvain\* (summer)



\*Design intent: a detailed plan will be drawn up in the course of a future mandate.



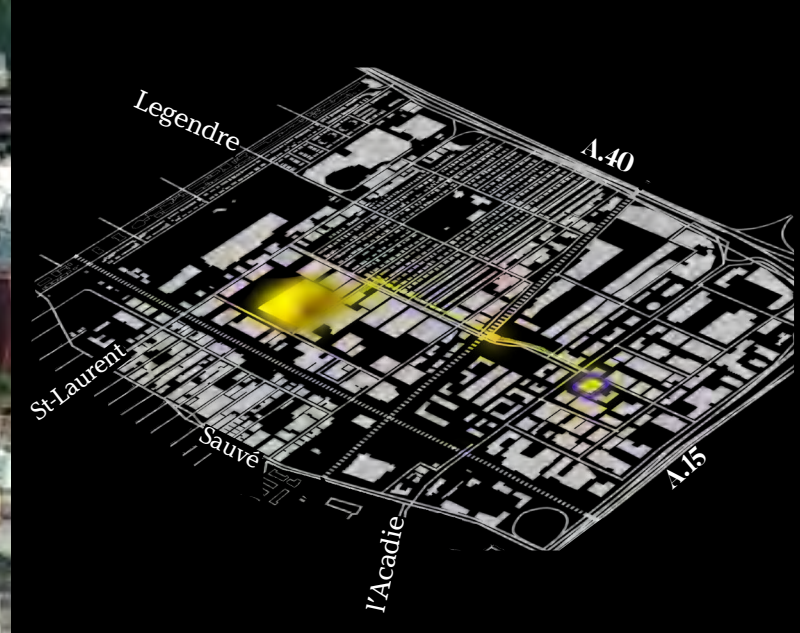
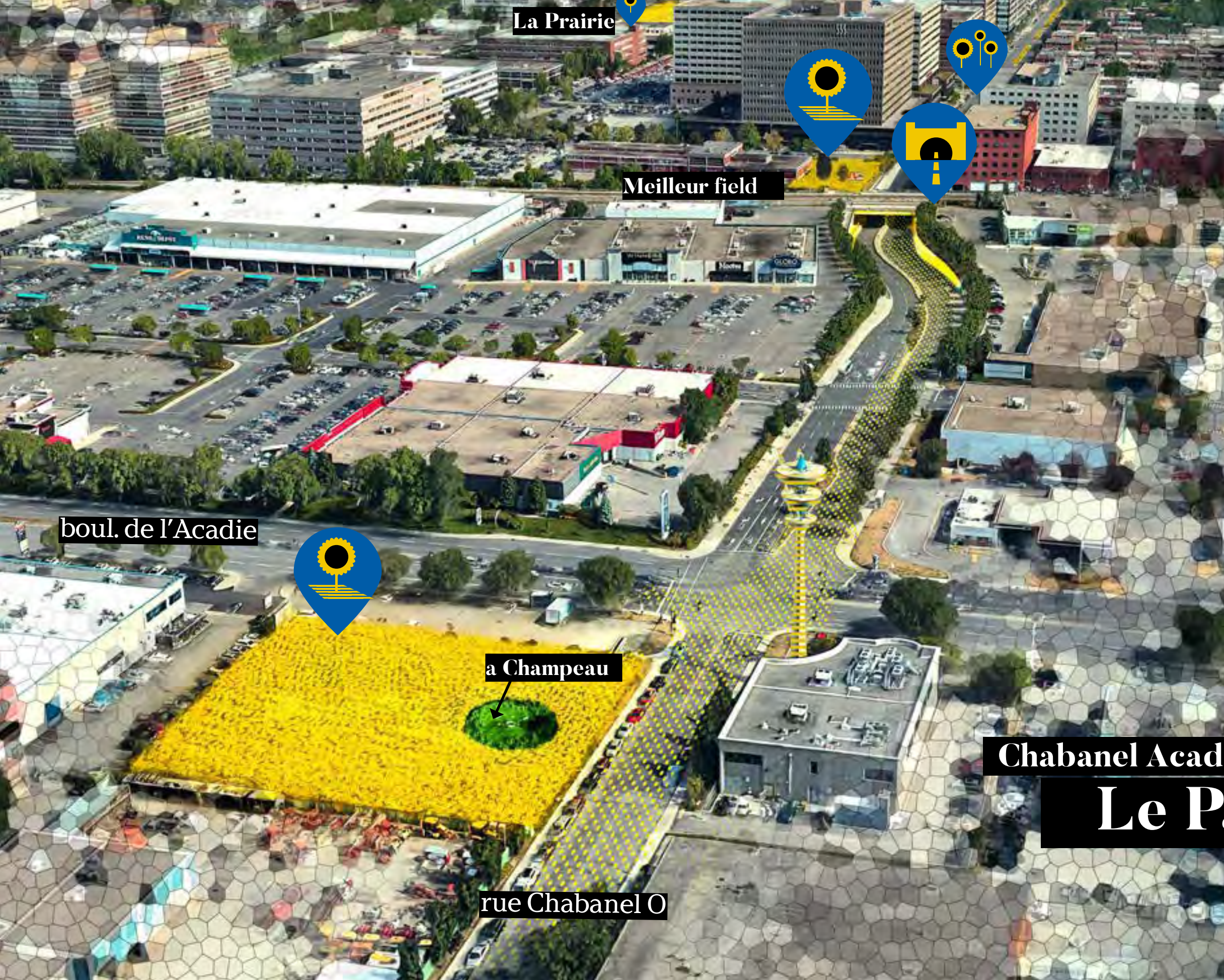


# 5 à 7 at la Prairie\*

**Le Champeau in la Prairie**  
The Champeau will be reserved for activities. They will enable businesses and citizens to make the fields their own by creating events such as public markets, fashion shows, happenings or just relaxing. These spaces will be 100% customizable, thanks to the many ways in which the furniture and signage can be arranged.

\*Design intent: a detailed plan will be drawn up in the course of a future mandate.





## Monumental intervention

Like the field at Louvain, the pâturage (pasture) is a catalyst for users and entrepreneurs, that generates relationships..

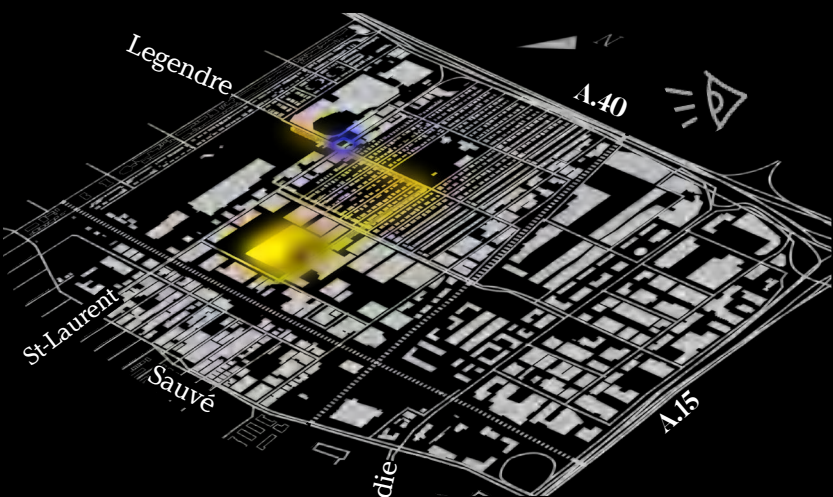
Located close to Lufa Farms and the Centrale Agricole, le Pâturage is a natural area that also has the potential to provide food for the neighbourhood.

**Chabanel Acadie**

# Le Pâturage\*

\*design intent



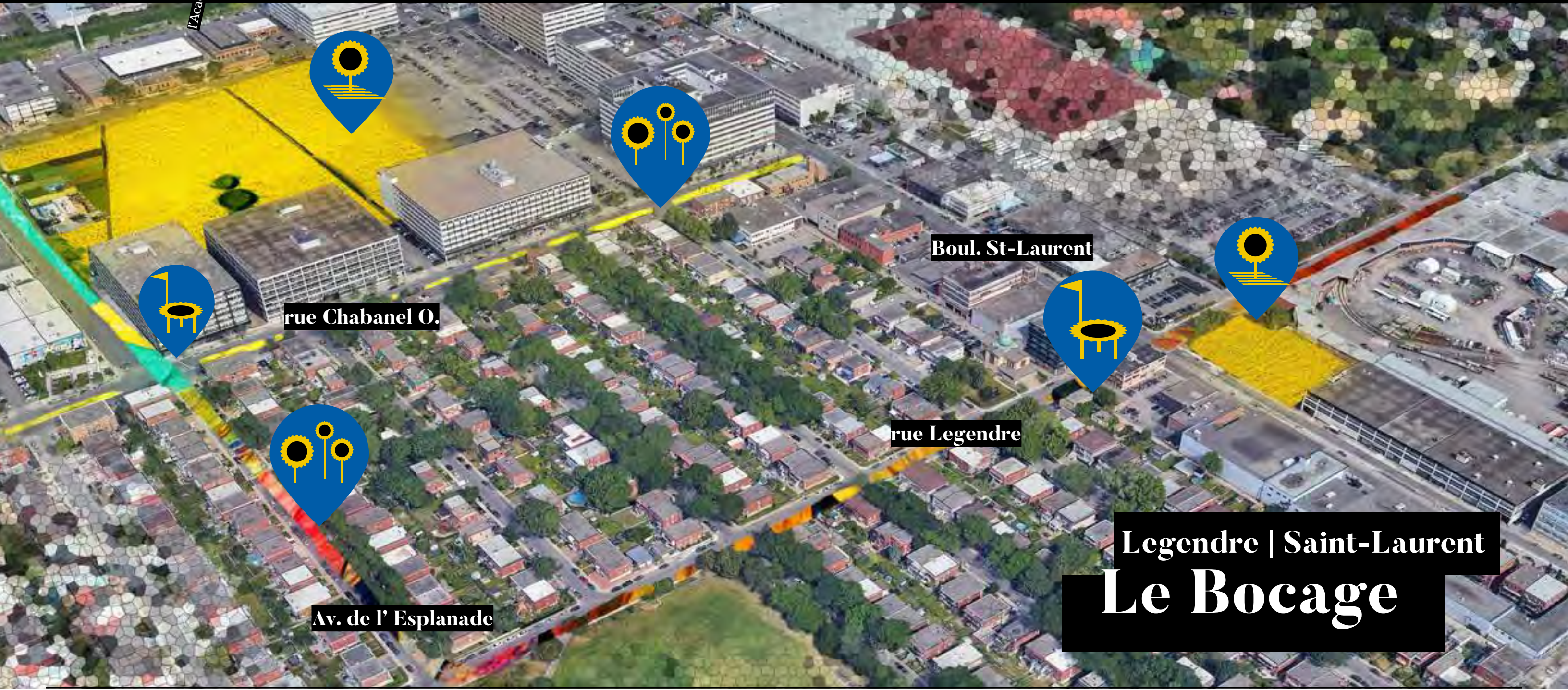


## Monumental intervention

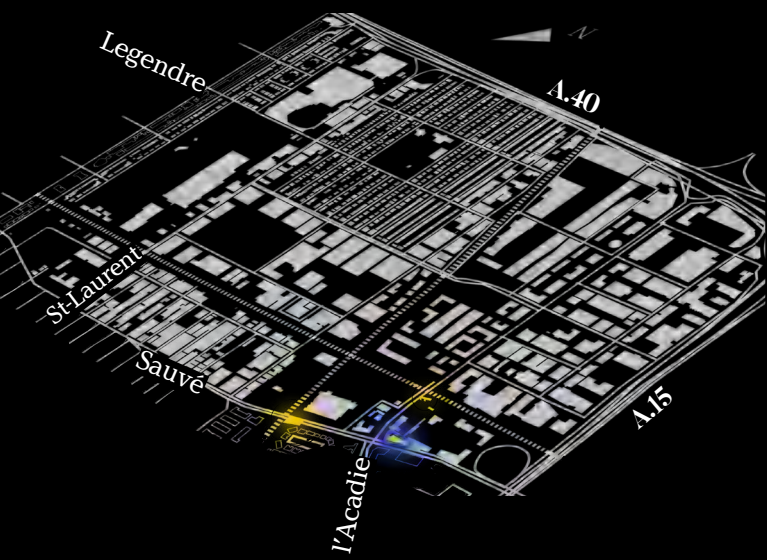
The bocage (grove) is a meadow enclosed by large vegetation, which provides benefits in terms of protecting the land from the elements and preserving biodiversity.

Le Bocage will be a gateway that welcomes passers-by to the future bike path. The addition of road markings will guide people to the "Prairie".

\*design intent







## Interstitial intervention

As a gateway to the north, this project has the dual function of punctuating the territory and making it safer for pedestrians.

Le Lopin is a small piece of land that people will happily cross!

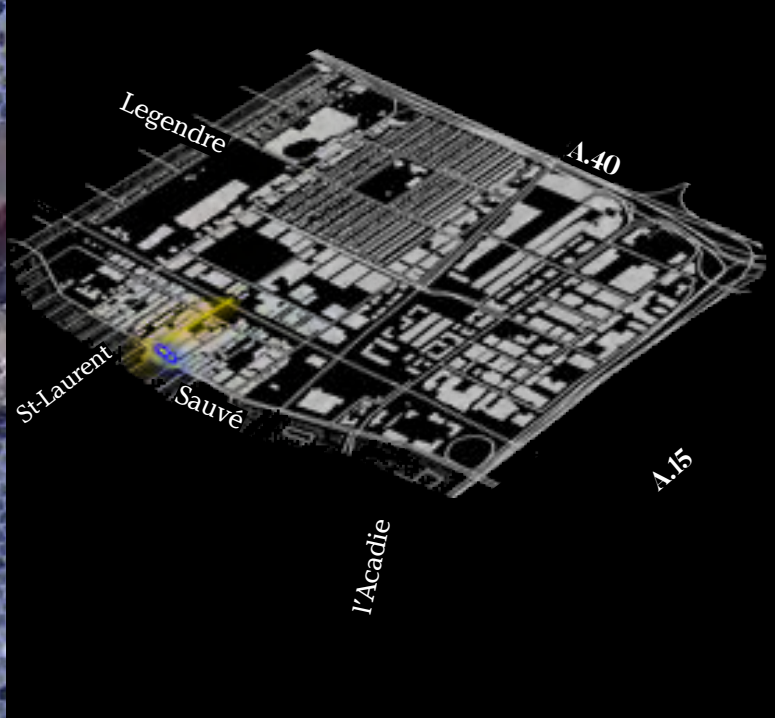


Acadie Sauvé

**Le Lopin**

\*design intent





## Interstitial intervention

As a transition from the Sauvé sector, this project not only improves safety for pedestrians, it also creates a link between a residential and an industrial sector.

L'Oasis is an isolated, lush green land surrounded by the illusion of water.

\*design intent



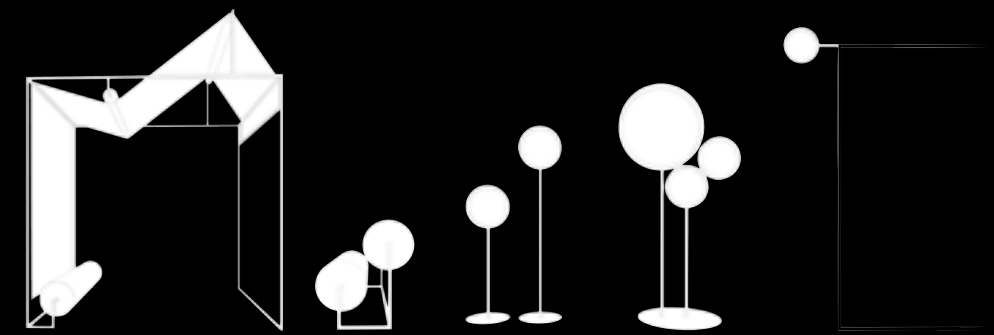
# Furniture and signage interventions

Weaving the urban fabric and the textile industry



Inspired by the activities of the textile industry in District Central, the interventions on the furniture and signage are imbued with the forms of manufacturing machines and the materiality of fabric.

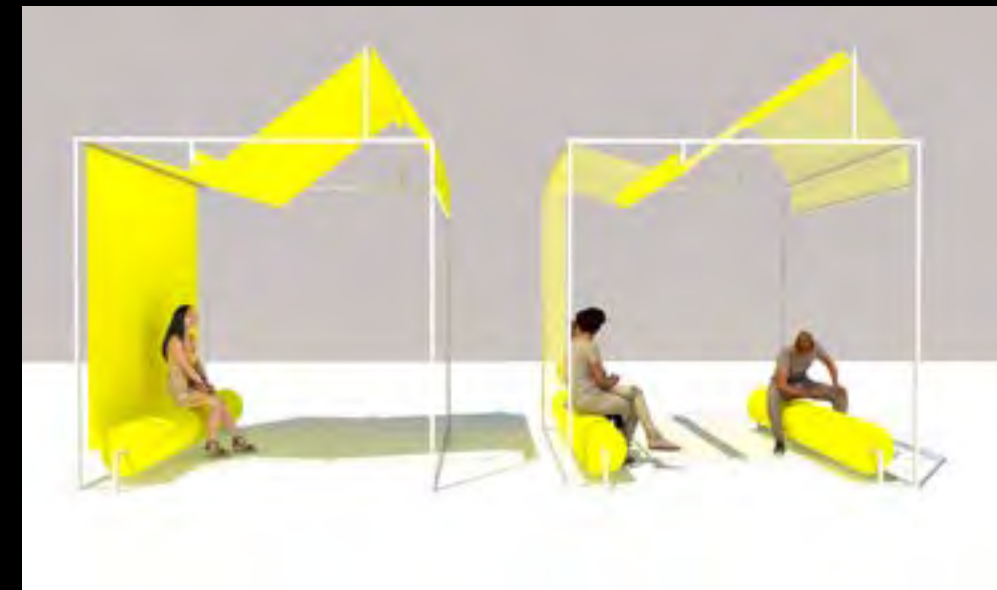
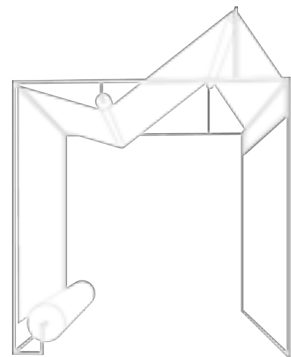
With the aim of creating a human-scale signature for the territory and responding to users' needs with distinctive and functional interventions, the urban furniture and signage are scattered (as the wind blows!) throughout the District. Their locations are intermittent and mobile. Places that are highly frequented by workers, residents and visitors are strategically targeted.



Furniture range

# Furniture interventions\*

Weaving the urban fabric



## Furniture: A1

How the furniture will be adopted and used



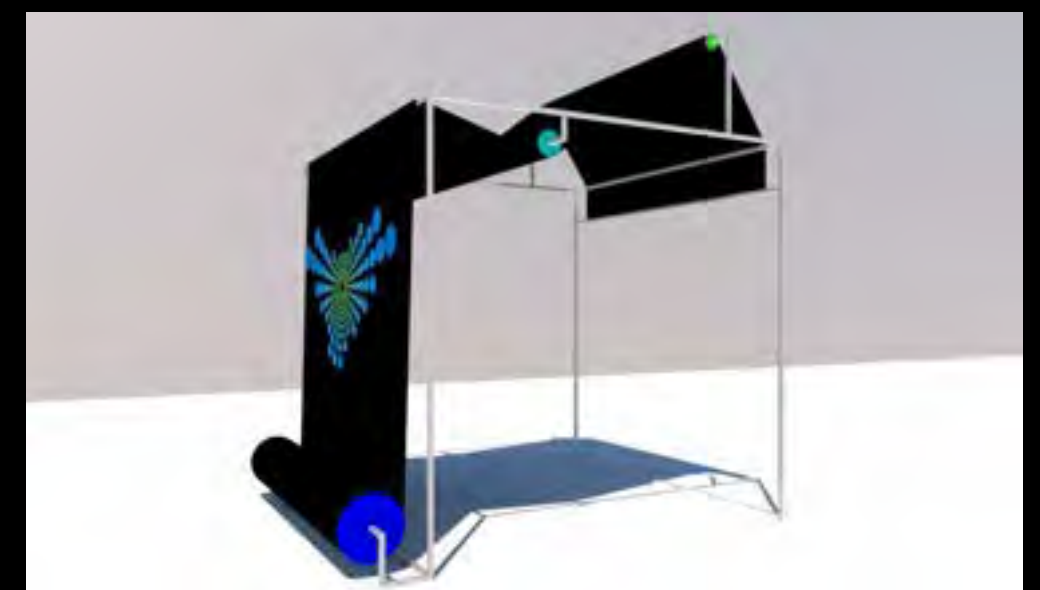
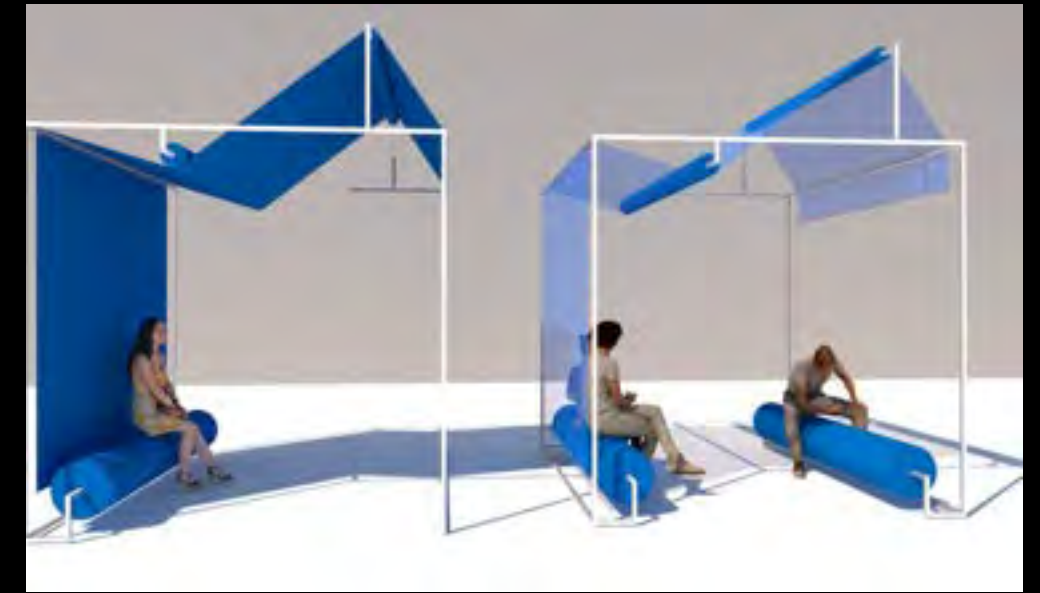
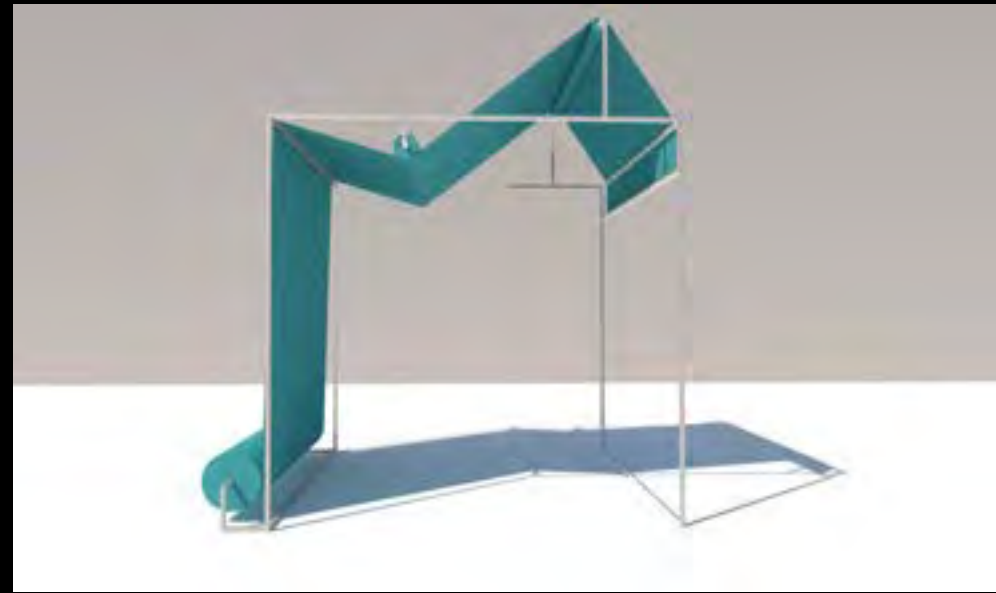
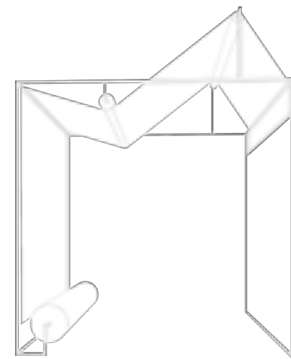
\*Design intention, a detailed plan will be drawn up as part of a future mandate

For information purposes only, the specifics will be determined during the next mandate for the final design of furniture and signage.



# Furniture: A2

Colours and seasons



# Furniture interventions

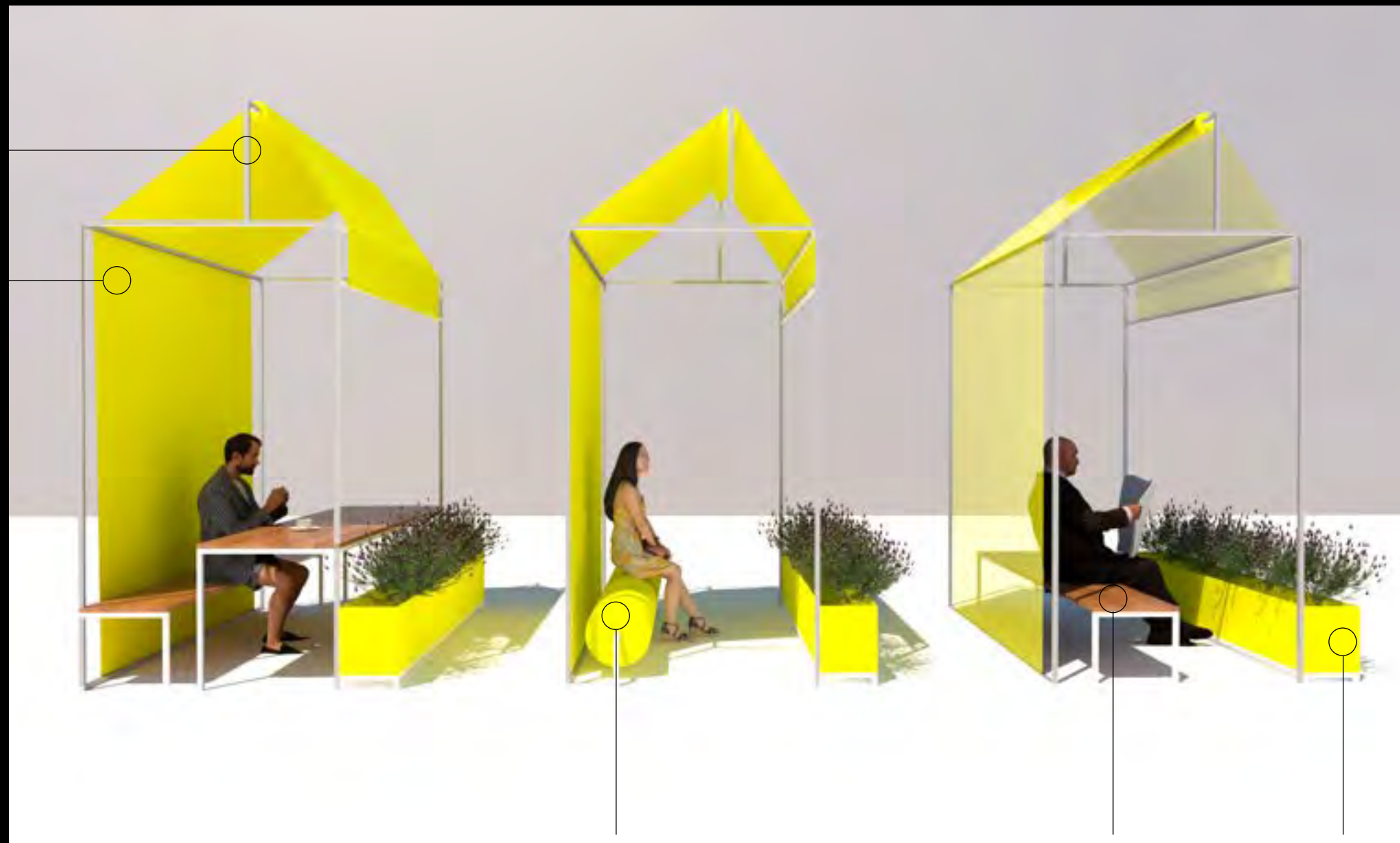
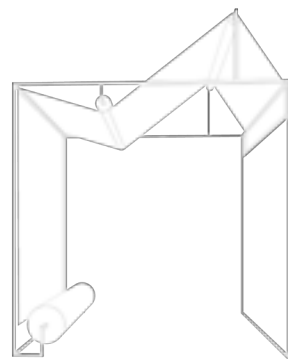
Weaving the urban fabric

# Furniture interventions

Weaving the urban fabric

Structure:  
Square steel tube, mechanical assembly and can be assembled or dismantled, powder coating

Fabric:  
Flame-retardant UV-resistant fabric, or flame-retardant UV mesh that prevents water build-up, with low wind resistance



Seating:  
High-density foam roll  
(recycled plastic particles)

Table and benches:  
Wooden slats (local, Douglas fir, etc.) or composite made from recycled materials

Planters:  
1/8" folded and welded steel, powder coated, square steel tube

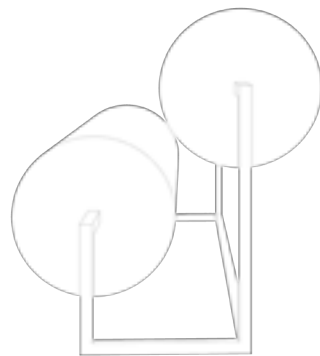
## Furniture B2

Dimensions



# Furniture interventions

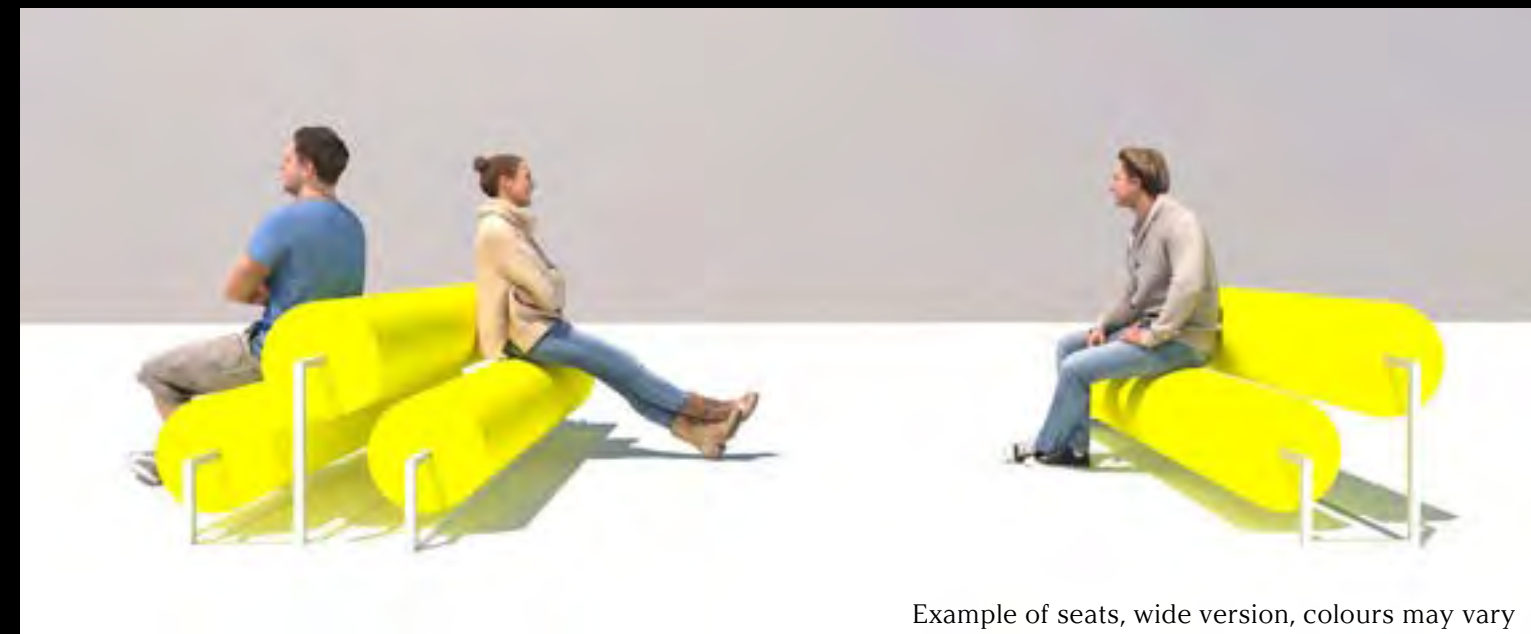
Urban materials



Example of furniture: seats with planters, colours may vary

## Furniture C4

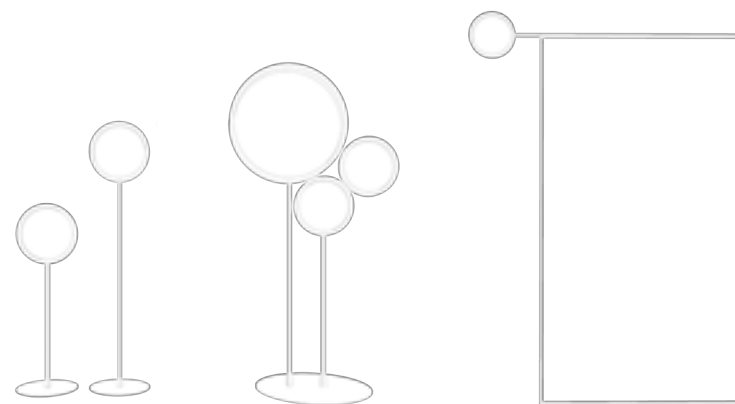
Seat configuration and dimensions



Example of seats, wide version, colours may vary



The signage elements are designed for all 4 seasons. They are modular and of differing heights to meet the needs of users, young and old alike. Depending on the information and directions they convey, the signs can be fixed or movable.



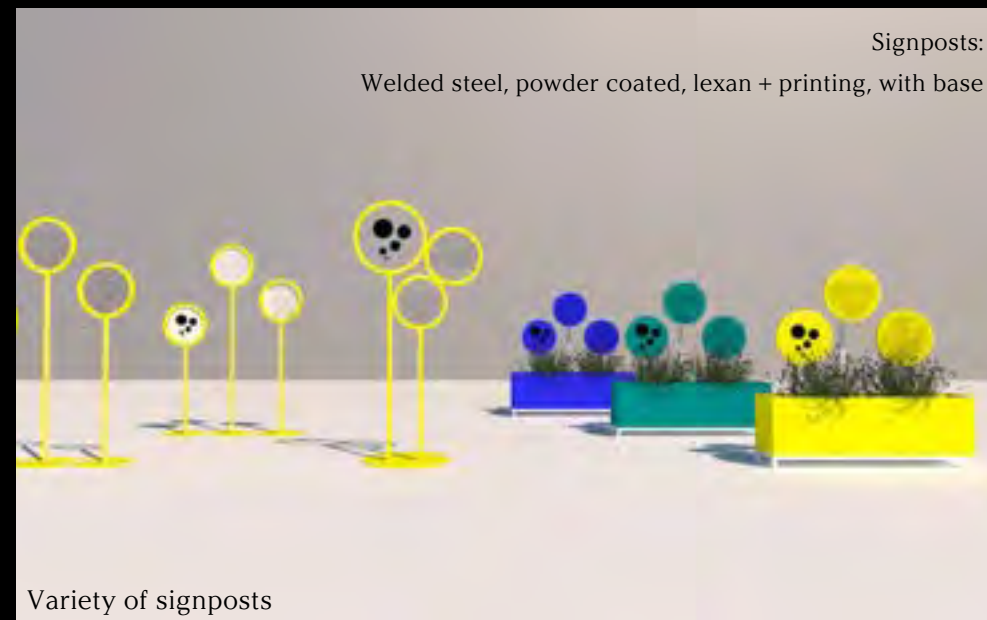
# Signage interventions

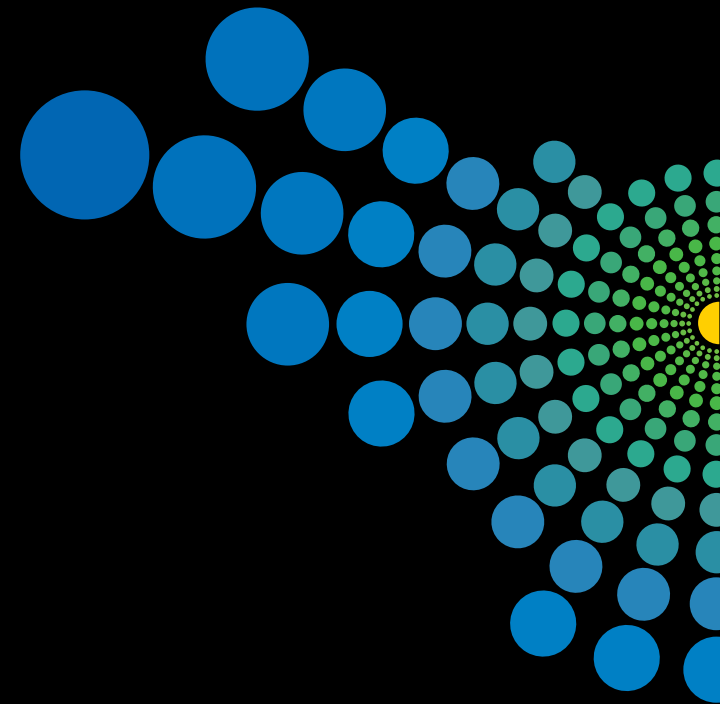
Signposts and signals  
Weaving loom



## Furniture F5

Signage elements





Signage elements provide the link in District Central's territorial signature. Available in several different forms, they inform District Central users about the territory, the context of the site and the work being carried out in the area, by proposing discovery routes to users.

They can be incorporated into objects, advertising, urban design, furniture as well as pavement markings.

Here, the shape of the markings is inspired by the District Central logo, creating concentric circles that are adaptable to municipal signage and pavement marking standards. The markings come in a variety of colours - drawn from those that represent District Central - and will be determined according to their positioning and role.

With these initial milestones in place, the concept can continue to evolve after 15 years, in line with the changes currently underway in District Central.

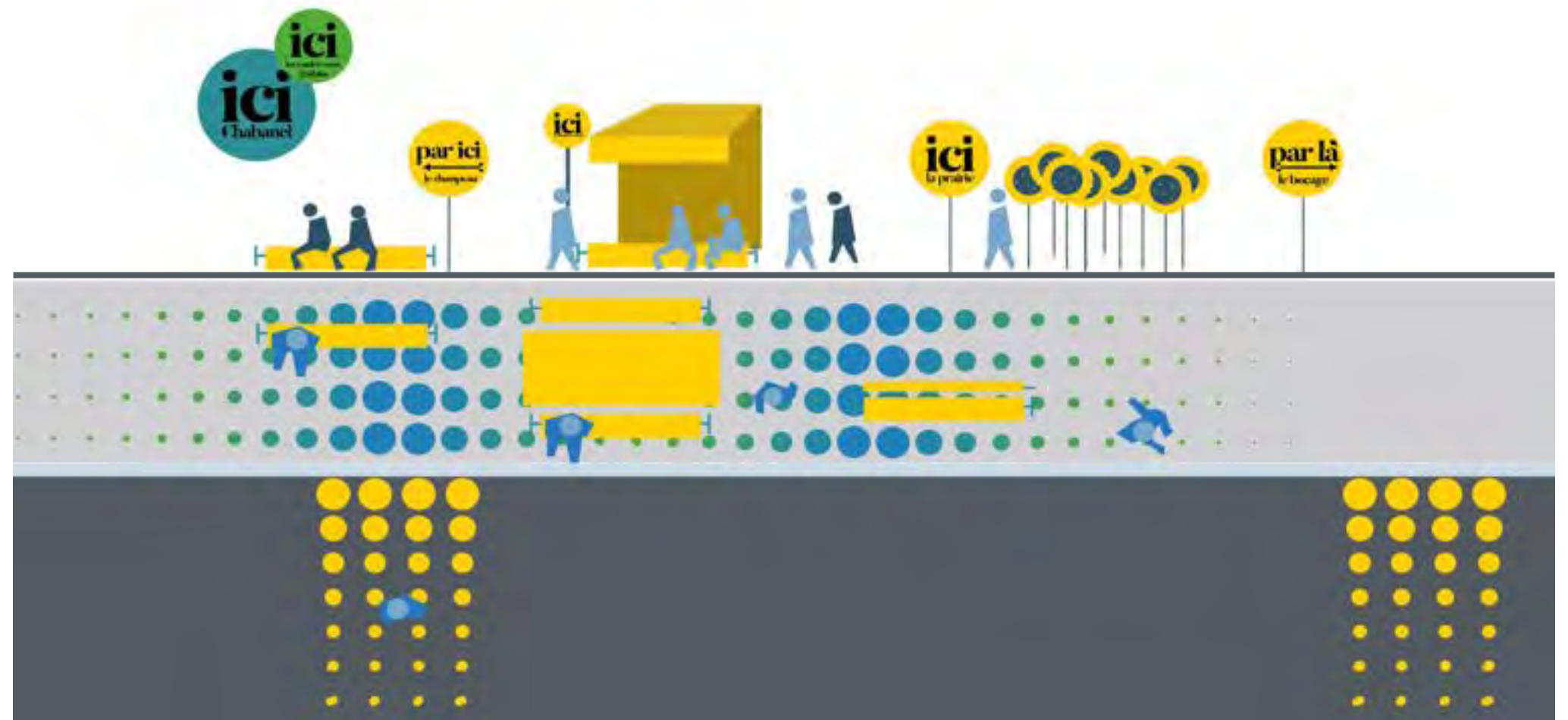
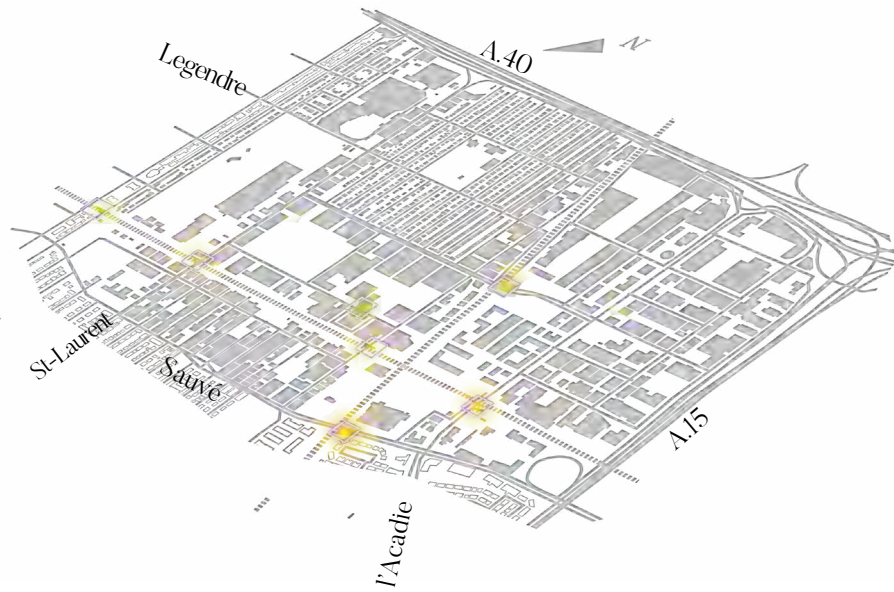


Diagram of the pavement markings and the relationship between the main signage elements

# Signage interventions

## Pavement markings





# Signage interventions

Industrial artefacts

## Industrial relics



Vegetation on an abandoned structure



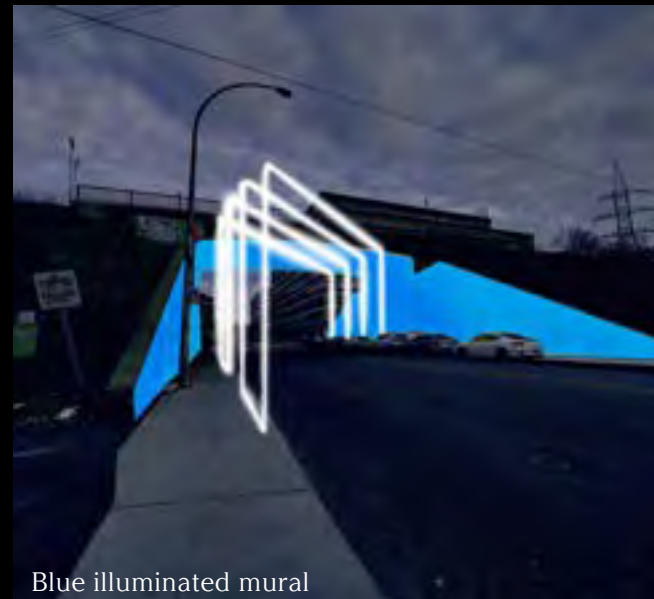
Illuminated structure

District Central is a densely populated commercial and industrial neighbourhood. Its history is told, among other things, through the entrepreneurs who have set up there over the years. The industrial artefacts scattered across the territory also bear witness to the origins of the district and help define its identity. Some of the dormant remains and the railway infrastructure lend themselves to the language of this intervention to celebrate the distinctive character of District Central. The signage elements are integrated into the places and spaces of interest.

## Railway overpass



Yellow graphic mural



Blue illuminated mural



Mural in the colours of the District Central



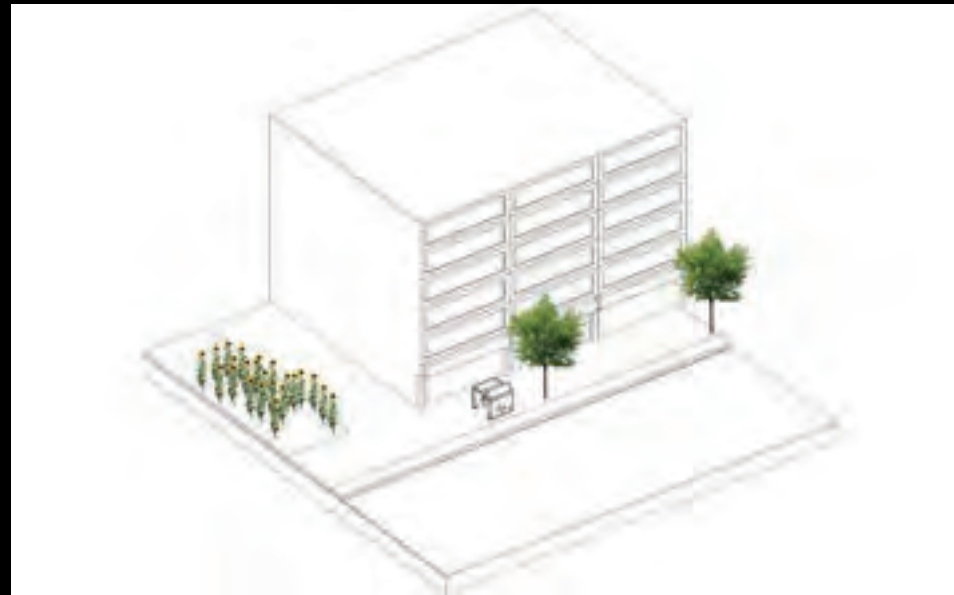
In large fields, the footbridge will enable users to walk around the field while enjoying a more "monumental" view. The wooden footbridge will be adapted for the harvesting of the fields.

# Furniture interventions

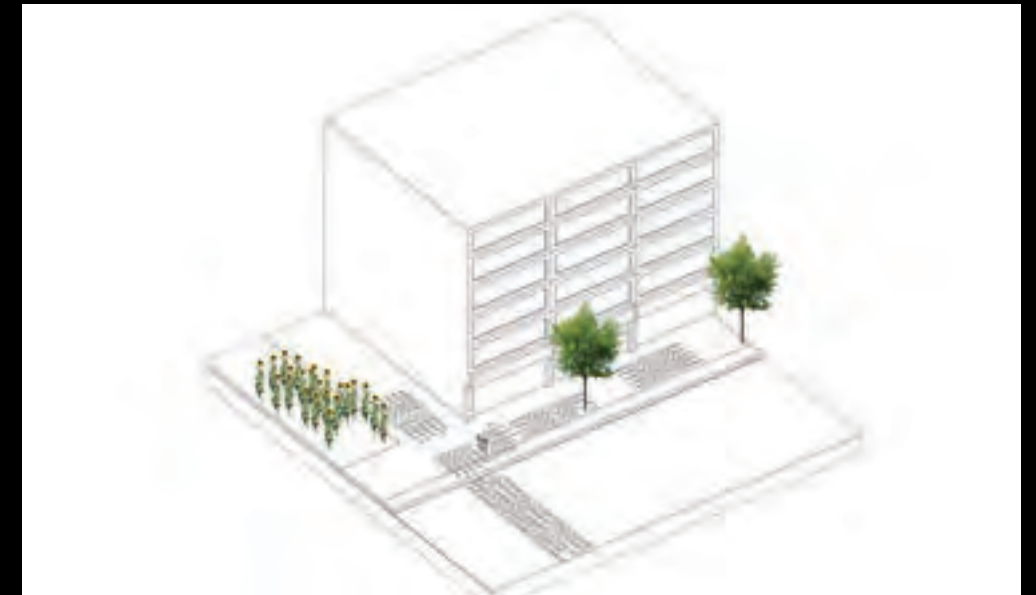
## Footbridges



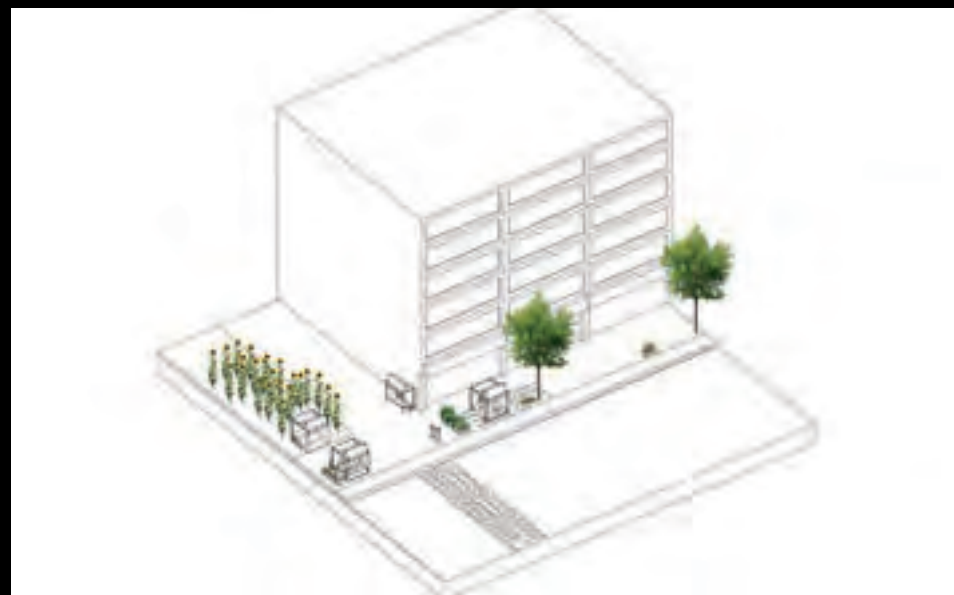
# Example of the roll-out of the signature on a site in the territory



Example year 1



Example year 2



Example year 3



Example year 5





Inspiration perspective street-side

Weaving the territory with vegetation, including sunflowers, serves to enhance the work carried out by the local business community around key areas. The aim is to reinforce and highlight the many existing events taking place across the territory, such as happy hours and the market garden. Nature is the backdrop, the framework that allows links to be made between the sectors. As well as making a mark on the District's imagination, the proposed approach is universal and appeals to everyone.

A bold appeal on this scale represents a solution to the mobility challenge, and has a positive impact on user and worker retention in the District, as well as building pride among residents. The proposal to revegetate certain key areas using the District's brand will help to attract more socio-economic players to the area.

# Example of roll-out in the territory after 5 years



Isometric diagram of the roll-out example



# La Prairie Louvain\*

rue Chabanel O.

Av. de l'Esplanade

rue de Louvain O.

**Interventions**  
signature  
In winter



The 'wintry' nature of the territory's signature is experienced at a number of levels and through various possible interventions.

First, the signature furniture is designed to be able to transform throughout the year, and offer new opportunities during the winter period: by creating shelters and play areas..

Subsequently, the territory has the potential to host a range of activities: skating rinks, Christmas markets, sledding hills, winter murals and sculptures with snowbanks, and light installations.

For the shelters, the proposal is to replace the mesh material on the horizontal surfaces with polycarbonate panels, for brightness and simplicity, with an appropriate angle to prevent snow from accumulating. The vertical mesh walls (30/70 for low wind resistance) could be kept. They can be used for events (Christmas, aperitifs, mulled wine, etc.)..

# Interventions

signature  
In winter

\*Design intent: a detailed plan will have to be drawn up in the course of a future mandate.



Shelter in winter mode



Shelter in winter mode



Modular seats for playing in the snow



Precedent



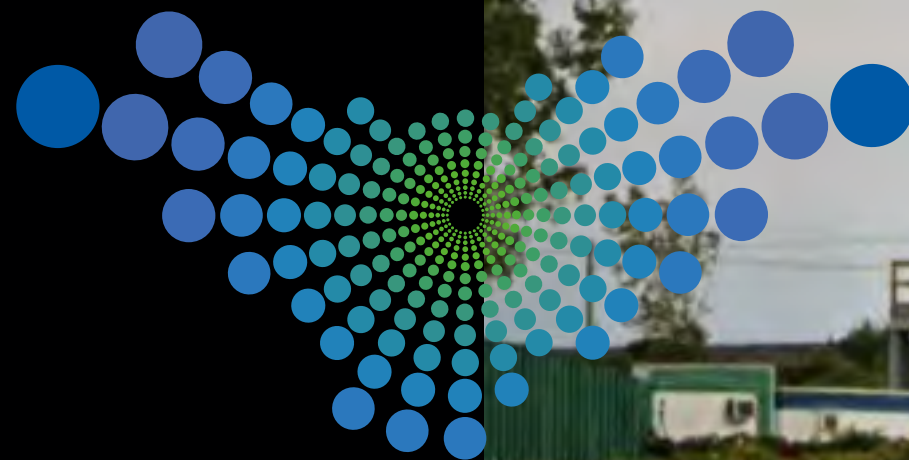
EN TEMPS ET LIEU



EN TEMPS ET LIEU



# Advertising interventions





# Advertising interventions

Example of billboards at intersections and gateways





# Advertising interventions

Example of rental signs and construction site posters





# Summary of interventions to meet the objectives

SDC District Central's business objectives	Action plan objectives	Objectives for resilience and sustainable development	The interventions, in response to the objectives
Promote District Central to attract and retain businesses, shops, workers and visitors to the territory	Demineralise; Create a "WOW" effect on three levels; Create a series of unique interventions; Increase the territory's visibility; Add a touch of vegetal vibrancy	Increase biodiversity; Increase water retention; Increase the neighbourhood's biophilic potential; Reduce heat islands	<p><b>Landscape intervention:</b> Encourage biodiversity with native plants, reduce heat islands and retain rainwater. Create monumental landscaping projects on a metropolitan scale.</p> <p><b>Urban intervention:</b> Create a unique shelter to reduce the effects of heat islands and wind and increase biodiversity. Create areas where snow can be stored to reduce heat islands in winter.</p>
Connect, support and promote District Central's three business sectors: design, urban manufacturing and technology	Link the 3 business sectors in a powerful way; Create a showcase for local businesses; Create ambassadors; Highlight innovation in urban agriculture; Refocus on environmental concerns	Reconnect economic activities with nature; Highlight know-how of local businesses	<p><b>Landscape intervention:</b> Create monumental landscaping interventions that act as works of art. Allow the creation and enhancement of the district's knowledge of urban agriculture.</p> <p><b>Urban intervention:</b> Develop unique furniture and high-quality design, in keeping with the district, its values and its history.</p> <p><b>Signage intervention:</b> Enable people to find their way around the territory and identify important features, increase safety.</p>
Representing the business community to the various public and private stakeholders. Prominence and influence in the business world	Create a strong neighbourhood image; Focus on innovation; Position the district on Montréal's economic scene; Encourage public and private investment; Be recognised as an avant-garde territory; Support municipal and provincial commitments to sustainable development; Become a forerunner in the business community by promoting "green" territory development.	Present the district as resilient; Promote circular economy; Increase the sense of ownership of the district - developed by and for its users and residents.	<p><b>Landscape intervention:</b> Capture the imagination with unique, monumental landscaping projects that demonstrate a commitment to the environment. Act on the principle of a short-circuit circular economy.</p> <p><b>Urban intervention:</b> Reuse and reduce waste, design a shelter and furniture from reused or recycled materials, upcycle to minimise the construction footprint.</p> <p><b>Signage intervention:</b> Create discovery trails through the territory that encourage people to follow them.</p>

# Summary of interventions to meet the objectives

SDC District Central's business objectives	Action plan objectives	Objectives for resilience and sustainable development	The interventions, in response to the objectives
Improve the development and accessibility of the territory in order to create a better living environment	Encourage mobility in the district; Foster neighbourhood renewal, a new vision; Increase active mobility; Encourage new urban planning practices	Increase the circular economy; Promote innovative and resilient urban development; Create connectivity between the various sites	<p><b>Landscape intervention:</b> Make the site accessible to all, produce food, a synergy that involves all the stakeholders.</p> <p><b>Intervention urbaine :</b> Create furniture and road markings to provide pleasant, human environments and increase pedestrian safety. Create peaceful places. Provide access to urban art through furniture and signage.</p> <p><b>Signage intervention :</b> Create discovery trails through the territory that encourage people to follow them.</p>
Animate a living environment	Create a new urban living environment; Enable the animation and visibility of the neighbourhood on 3 levels: metropolitan, local and intimate; Enhance the quality of life and experience of the area; Reconcile business and social life; Increase the attractiveness and retention of businesses and the workforce; Exist locally for neighbourhood users	Reconnect people with nature; Improve human and environmental health; Increase urban comfort; Increase the feeling of safety in the neighbourhood; Increase social equity - accessibility and development for all	<p><b>Landscape intervention:</b> Provide access to nature on three scales and invite residents and users to make it their own by creating natural, resilient places.</p> <p><b>Urban intervention :</b> Create intimate spaces and places for sharing while providing protection from the elements.</p> <p><b>Signage intervention :</b> Create discovery trails through the territory that encourage people to follow them.</p>



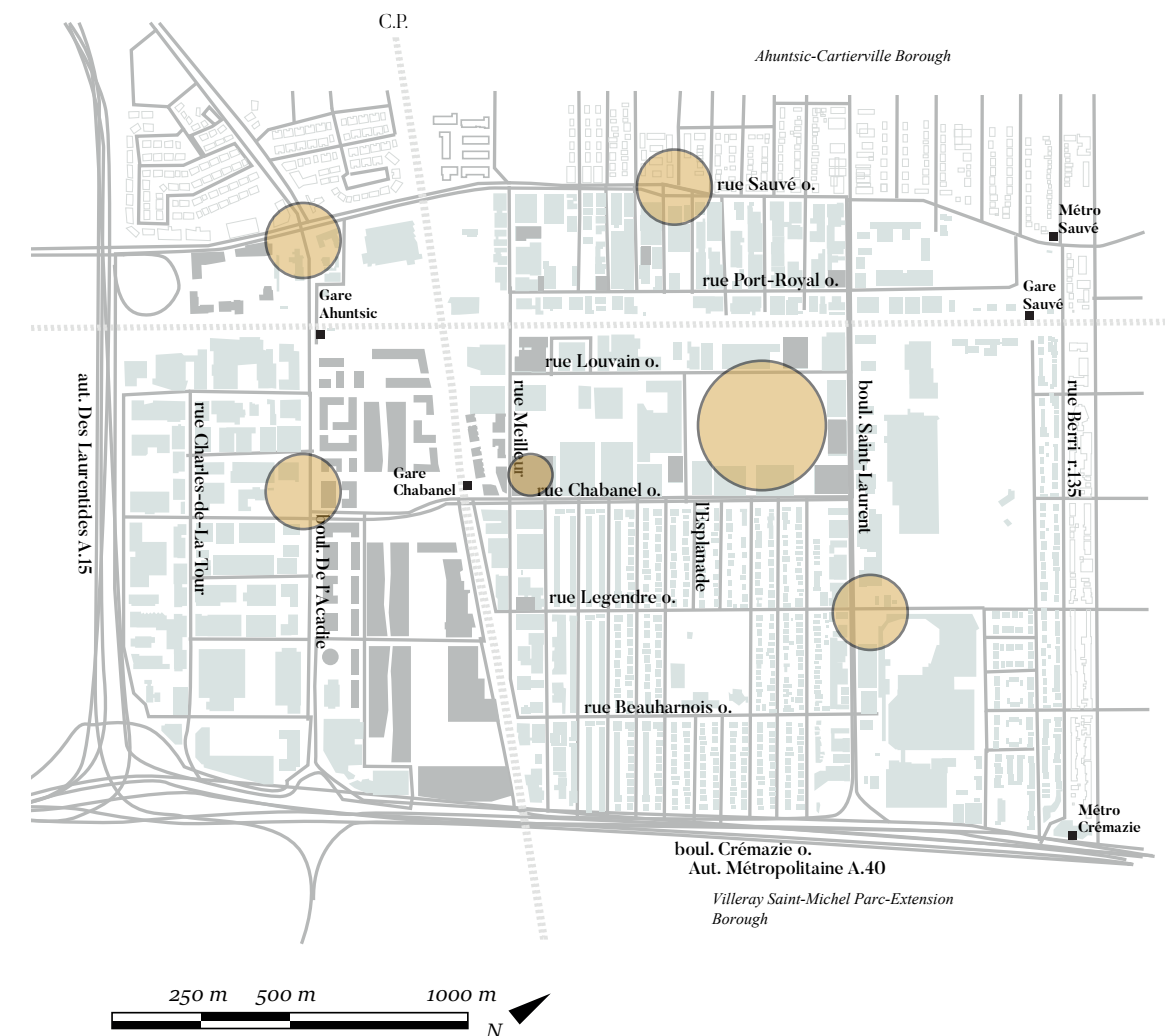
# Potential project stakeholders

## Year 1

- Site owners;
  - City of Montreal;
  - Borough Mayor and borough councillors;
  - Building Planning and Management Department;
  - Urban Development and Business Services Division;
  - Executive Committee responsible for economic and business development, innovation and design;
  - SDC District Central;
  - SDC Builders Program (property owners);
  - SDC working committees: territory planning and mobility;
  - îlot 84
- Ville en Vert – Ahuntsic-Cartierville (cultures solidaires – Potager d’Esplanade Louvain);
  - La Centrale agricole;
  - Provincial and federal MNAs and MPs;
  - Améroquois (specialist in sunflower cultivation);
  - Tourisme Montréal;
  - Canada Economic Development for Quebec Regions

## Subsequent years

- Site owners;
  - SDC District Central;
  - SDC Builders Program (property owners);
  - SDC working committees: territory planning and mobility;
  - Provincial and federal MNAs and MPs;
  - Ministry of Agriculture;
  - Ministry of Culture and Communications;
  - Ministry of Municipal Affairs and Housing;
  - Canada Economic Development for Quebec Regions;
  - Green Municipal Fund (Federation of Canadian Municipalities);
  - City of Montreal;
  - Borough Mayor and borough councillors;
  - Executive Committee responsible for economic and business development, innovation and design
- Building Planning and Management Department;
  - Borough urban planning department ;
  - Roads division
  - -Economic Development Commissioners;
  - Bureau for Ecological Transition and Resilience (greening programme);
  - Financial institutions;
  - Tourisme Montréal;
  - Équiterre;
  - Community organisations;
  - Citizens' group;
  - Elementary schools



\*This list is not exhaustive; other players may be added.

# Phasing

## Five years of interventions for the pollination of District Central, spread over three stages

The first site intervention is planned for spring 2023. In all, 7 sites of varying nature across the district have been targeted for intervention and connection in the urban landscape.

The proposed phasing strategy is based on a principle of expansion beginning at the heart of the District, in the centre, and extending towards the extremities of the territory, at the periphery.

Site selection will be confirmed as the plan progresses and may change depending on the agreements reached for the grounds.

### Year 1 (2023)

#### - La Prairie, a monumental gesture

The aim is to create a first major gesture and a visible signature on a metropolitan scale. At the local level, it will be reinforced by the installation of furniture and road markings. The sunflowers will be planted on "La Prairie", on the site at 50-150 Louvain Ouest, and will bloom until autumn for the benefit of users of the area and visitors alike. The planting plan is inspired by the District Central brand universe. It will be possible to enjoy a stroll through the area. This first phase will encourage emulation throughout the District.





# Phasing

## Year 2 (2024)

### - furniture pollination and Le Pâturage

A 2nd major gesture will be created at the "Le Pâturage" site (Acadie-Chabanel) and links between sectors will be strengthened by installing furniture and signage (street markings, road markings) throughout the District Central territory.

In addition, interventions on the industrial artefacts and spaces of interest will help to capture the imagination of District users while raising awareness of the sites.

## Years 3 à 5 (2025-2028)

### - intensified pollination of furniture interstitial interventions

This phase will see the continuation and expansion of these initiatives, with the creation of three new areas: L'Oasis (Sauvé), Le Lopin (Sauvé-Acadie) and Le Bocage (Legendre-St-Laurent), as well as the continued installation of furniture and signage, this time along the District's periphery. The interstitial interventions are there to complete the weaving of links between the sectors, to make active mobility even safer.

## Subsequent years

### - pollinating the District Central

At the end of the five-year plan, the intervention plan will have met its objectives. The only thing left to do is to continue the pollination and make it evolve in line with the changes taking place in the territory. Interstitial spaces may be greened to further create the desired physical connections, whilst enhancing the area's signature.

Thanks to this bold signature, new projects can draw inspiration to create a territory that lives up to its ambitions: to become, by 2040, the greenest and most resilient neighbourhood in Montreal! They will also contribute to the connections between its 5 sectors and 2 intervention zones, and to the circular economy in the territory.



# Acknowledgements

More than five years of consultation have enabled the development and implementation of an intervention plan for the District Central signature. The SDC would like to thank the business volunteers, experts and citizens who have been involved in the working committees on territory development and mobility to date.

Emmanuel Amar - IDX Design + Com

Laetitia Bedout – Coach d'affaires

Maxime Brosseau - Zaraté + Lavigne Architectes

Clément Canac Marquis - Concerts Ahuntsic en Fugue

Michel Caumartin - Marché Central / Quadreal

Eyal Cohen – Marcarko / 555 Midtown

Delia De Gasperis - CGS Québec Inc.

Carolyn Kelly Dorais - Zaraté + Lavigne Architectes

Alie-Clarence Dupuis, LNDMRK & Festival Mural

Gabriel Dutil - Résident de La Fabrique

Albert Ezerzer – Groupe Dayan

Alain Gagné - PCI automatisation industrielle

Myriam Goulet - MOBA

Zeina Haddad - Les Immeubles HS

Lorelei L'Affeter - Humà design + architecture

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Frédéric Lizotte - AEDN Realty

Michelle Lortie - ÉLÉMENTS Planification urbaine

Francine Michaud – Résidente de La Fabrique

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Martine Peyton - ÉLÉMENTS Planification urbaine

Nancy Picard - Éco Transition

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Anne-Catherine Richard - Humà design + architecture

Julie Roy – Conseillère de Saint-Sulpice

Jacqueline Saucier - Fonds immobilier de solidarité FTQ

Maxime Savaria - Étudiant en génie civil et résident

Pier-Luc St-Germain – Résident de La Fabrique

Sylvain Simard - Simard Architecture

Howard Szalavetz – Les Immeubles HS

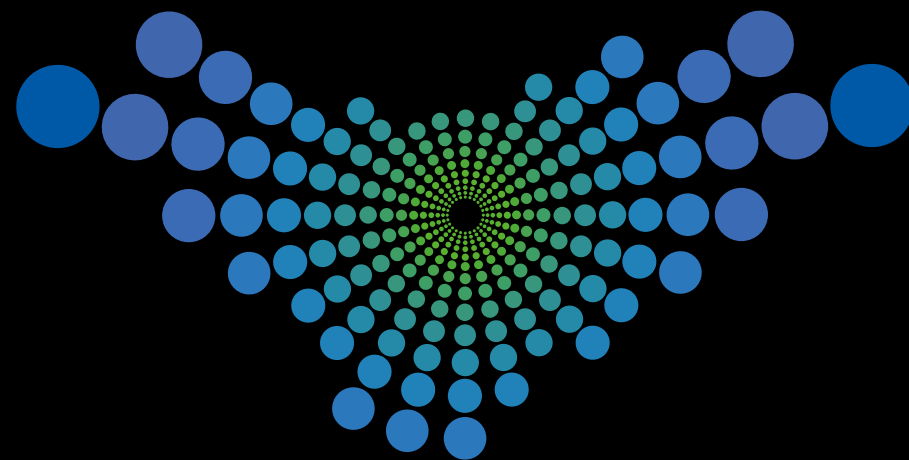
Émilie Thuillier – Mairesse d'Ahuntsic-Cartierville

Gabriel Tupula - Big Bang

Jean-Philippe Vermette – La Centrale agricole / AU/LAB



# Annexes





# Thinking ahead

In recent years, a large number of local players have become involved alongside the SDC in imagining the future of District Central. Dozens of business volunteers are also involved in the development of the territory, by participating in the SDC's Planning and Mobility Committee : reflecting, identifying priorities and making recommendations. From the design charrette on the future of the vacant lot at 50-150 de Louvain West to the recommendations for the development potential of a TOD area around the Ahuntsic and Chabanel stations, as well as the territory signature competition with urban planning students from UQAM, ideas and inspiration abound.

Working together, the SDC and the socio-economic community have laid a solid foundation for moving from ideas to action. They were based on the District Central brand universe and expression guide.



Citizens' drawings of the future of the Louvain Ouest site, during the Fab City Campus event, 2021



# Thinking ahead



Themes for the future of the Louvain West site, excerpts from the Charrette Report, 2021

Off Chabanel, extract from the Charrette Report, 2021 by LAAB

Winning student project, L'Entrelac, by Marie-Jeanne Bernier, Jessica Bond-Bellavance, Charlotte Rouleau-Lajoie, Catherine Faubert and Simon Camirand-Contant





Collectif Escargo



David Brooks

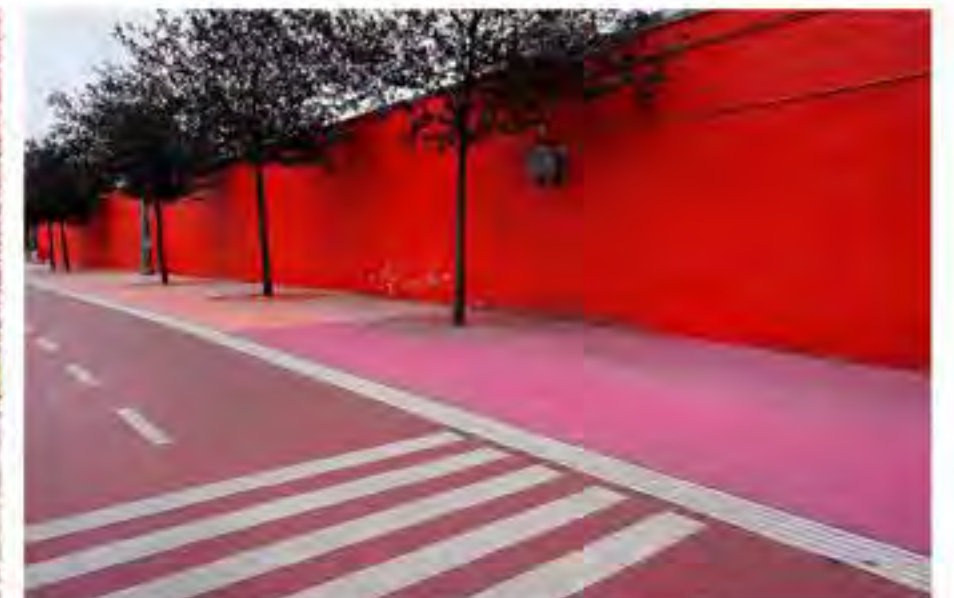


Intégral Ruedi Baur + Intégral Jean-Beaudoin

# references

Spread (other territory signature schemes)





Superkilen is a square and linear urban park opened in 2012 in the Norrebro district of Copenhagen. It was designed by Superflex, Bjarke Ingels Group and Toptek1.





The Goods Line is an 800 m (2,625 ft) long linear park and shared pedestrian and cycle path in the suburb of Ultimo, in the city of Sydney, New South Wales, Australia. The corridor connects Railway Square to Darling Harbour in the south and passes both the University of Technology Sydney campus on Broadway and the Australian Broadcasting Corporation headquarters in Sydney. The Goods Line ends in the north at the corner of Sussex and Hay, in the central business district of Sydney.

The Goods Line, Sydney 2012