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NEWS

Le Triangle: A neighbourhood takes shape!

Borough of CDN—NDG to redesign Namur–Jean-Talon Ouest sector

Montréal, May 18, 2011—*Le Triangle* is the name that has been given to the neighbourhood slated for a sweeping revitalization project in the Namur–Jean-Talon Ouest sector of the borough of Côte-des-Neiges—Notre-Dame-de-Grâce (CDN—NDG). A vibrantly colourful brand image has been launched along with the new name. A second phase in the area's identity plan will be rolled out during summer 2011. As part of this process, the borough launched, a few days ago, an urban design competition for the planning of the public spaces in this Montréal neighbourhood, which is in the midst of a renaissance.

Michael Applebaum, Mayor of the borough of CDN—NDG and Chair of the Executive Committee of the Ville de Montréal, hailed the choice of a name for the Namur–Jean-Talon Ouest sector as proof of a new stage in a redevelopment project that is already well under way. “Inspired by the wedge shape of the neighbourhood, the expression *Le Triangle* and the bold visual identity developed for it perfectly embody the spirit and modernity of this urban space, in which sustainable development, efficient access to public transit, local services and social diversity play a central role.”

For her part, Helen Fotopulos, Ville de Montréal Executive Committee member responsible for Culture, Heritage, Design and the Status of Women, and Councillor for Côte-des-Neiges District, remarked: “The Canada-wide design competition that was launched reinforces the vision we have developed for *Le Triangle*, and it will lead to appropriate urban planning of public areas, because the best Canadian talents will be involved.”

Urban design competition: call for proposals

The competition mainly involves the urban planning and design of the public spaces in the Namur–Jean-Talon Ouest sector. It aims to transform some of the area's road corridors into quality public spaces for community use, give greater prominence to pedestrians, encourage everyone to make the new spaces their own, and make a positive contribution to the district's new identity. The project is inspired by the principles of transit-oriented development (TOD) and aims to leverage the proximity of two métro stations, an advantageous geographical location within the city, as well as the excellent potential for densification in the area.

The competition will be in two stages. Using pre-established criteria, a seven-member jury will first be asked to shortlist four finalists at the end of the first stage, during which registered applicants will have submitted proposals anonymously. Each of those finalists will then be invited to prepare a project presentation, with compensation, leading to selection of a winner at the end of the second stage. The competition will have a “project” component, designed to arrive at an agreement for the implementation of the winning project, and an “ideas” component, which, in the event such agreement is reached, will be used to propose development plans for the remaining private and public spaces in the sector.

The competition is reserved for professional firms based in Québec and the rest of Canada. Full details and rules of the competition, for which prospective entrants must register before **4 p.m. on Friday, May 27**, are available online at LeTriangleMontreal.com.

There will be two joint resource persons for the competition: Jacques White, architect, will act as senior professional advisor, and Isabelle Le Clair will be associate professional advisor. Any questions regarding the competition should be addressed to concours@letrianglemontreal.com.

About the CDN—NDG Borough's Namur–Jean-Talon Ouest redevelopment project

Launched by the borough of CDN—NDG a few years ago, the *Triangle* district redevelopment project has made great strides. In response to calls from the public, plans for some projects have even been moved up and reviewed. The revised plan for the neighbourhood therefore includes, within an area of some 40 hectares, a total of 4,200 new housing units, including a significant proportion of social housing, in keeping with the Ville de Montréal's inclusion strategy. The total assessed property value will be an estimated \$1.1 billion.

Marvin Rotrand, Councillor for Snowdon District and Majority Leader on Ville de Montréal City Council, said: "We are in the process of reinventing a neglected commercial district as a notable neighbourhood within the Ville de Montréal, characterized by high residential density combined with nearby public transit and local merchants. The *Triangle* neighbourhood name and identity will be a source of pride for citizens who live there already and those who will settle there in large numbers in the years to come. There's no need to go looking around all four corners of the city: we now have *Le Triangle*!"

About Building Montréal, UNESCO City of Design

Building Montréal, UNESCO City of Design is an initiative of the Design Montréal Office of the Ville de Montréal and the UNESCO Chair in Landscape and Environmental Design of Université de Montréal. The \$1.2-million project is being funded in equal parts by the Ministère de la Culture, des Communications et de la Condition féminine, the Ministère des Affaires municipales, des Régions et de l'Occupation du territoire, the Conférence régionale des élus de Montréal and the Ville de Montréal.

For full information about the new neighbourhood and the competition, visit the website letrianglemontreal.com.