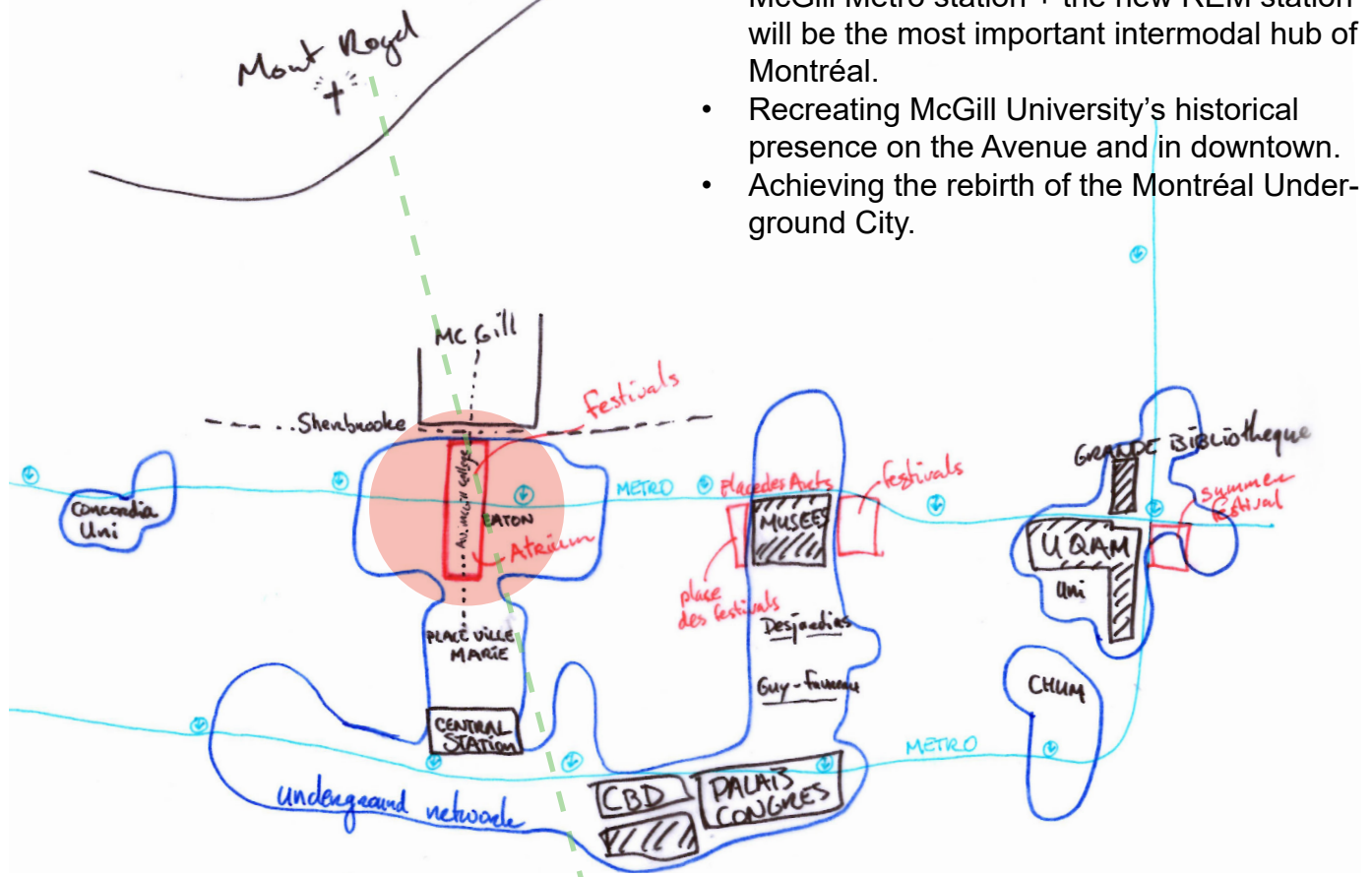


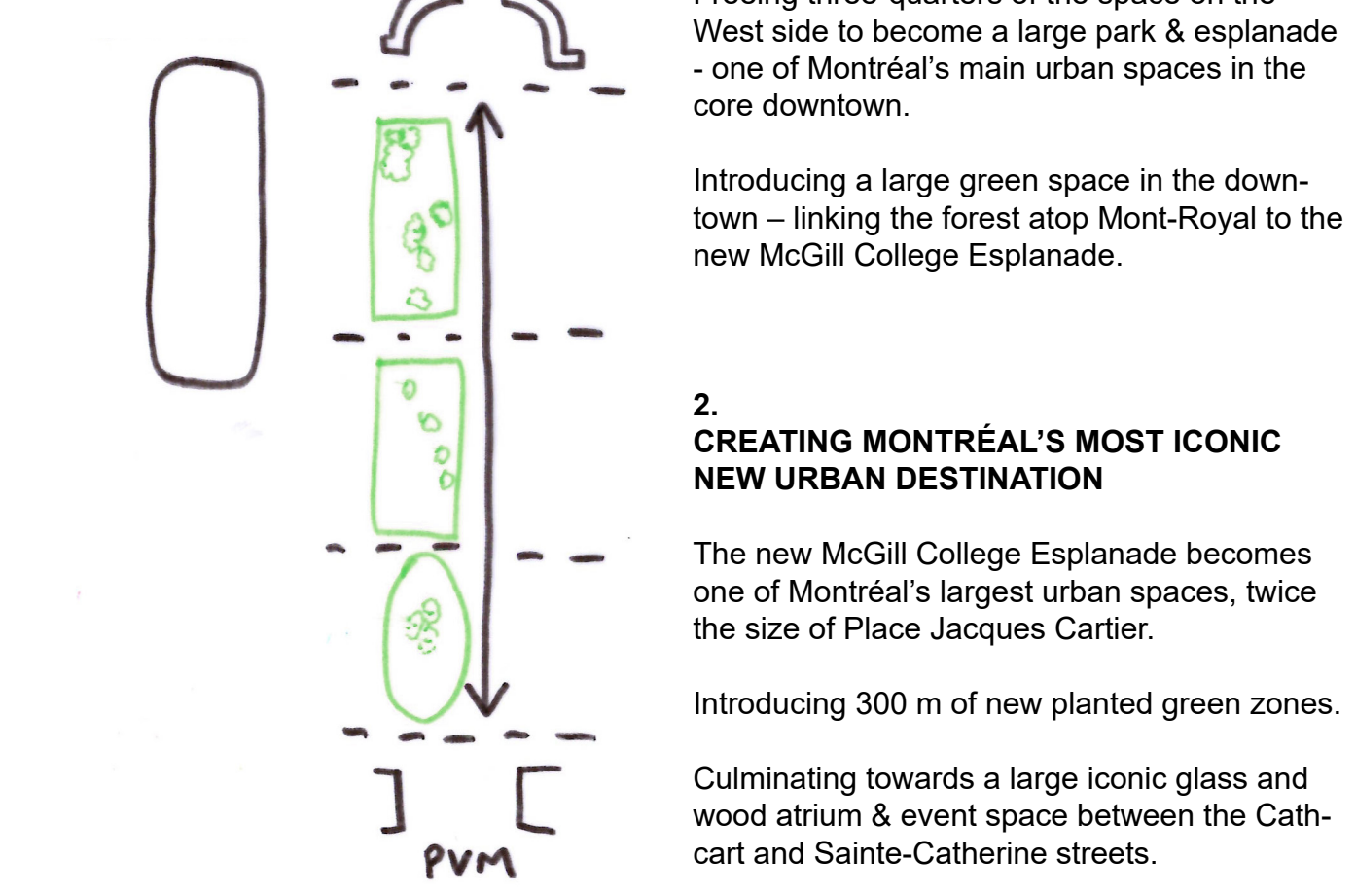
# McGill College Esplanade

The concept transforms the urban space of McGill College Avenue into Montréal's most iconic and memorable urban destination! The transformed avenue creates a new urban space which will characterize Montréal in the future.



## PREMISES

- McGill College Avenue is the most central location in Montréal.
- It is a large urban space. Twice as big as Place Jacques Cartier.
- McGill Metro station + the new REM station will be the most important intermodal hub of Montréal.
- Recreating McGill University's historical presence on the Avenue and in downtown.
- Achieving the rebirth of the Montréal Underground City.



## THE CONCEPT

### 1. AXIS RECREATED

Recreate the axis from Place Ville-Marie to McGill's Roddick gate  
 Recentering Roddick Gate with McGill College Avenue - creating a two-lanes shared space street - changing the emphasis from car to foot traffic and low-speed local vehicular access  
 Freeing three-quarters of the space on the West side to become a large park & esplanade - one of Montréal's main urban spaces in the core downtown.  
 Introducing a large green space in the downtown - linking the forest atop Mont-Royal to the new McGill College Esplanade.

### 2. CREATING MONTRÉAL'S MOST ICONIC NEW URBAN DESTINATION

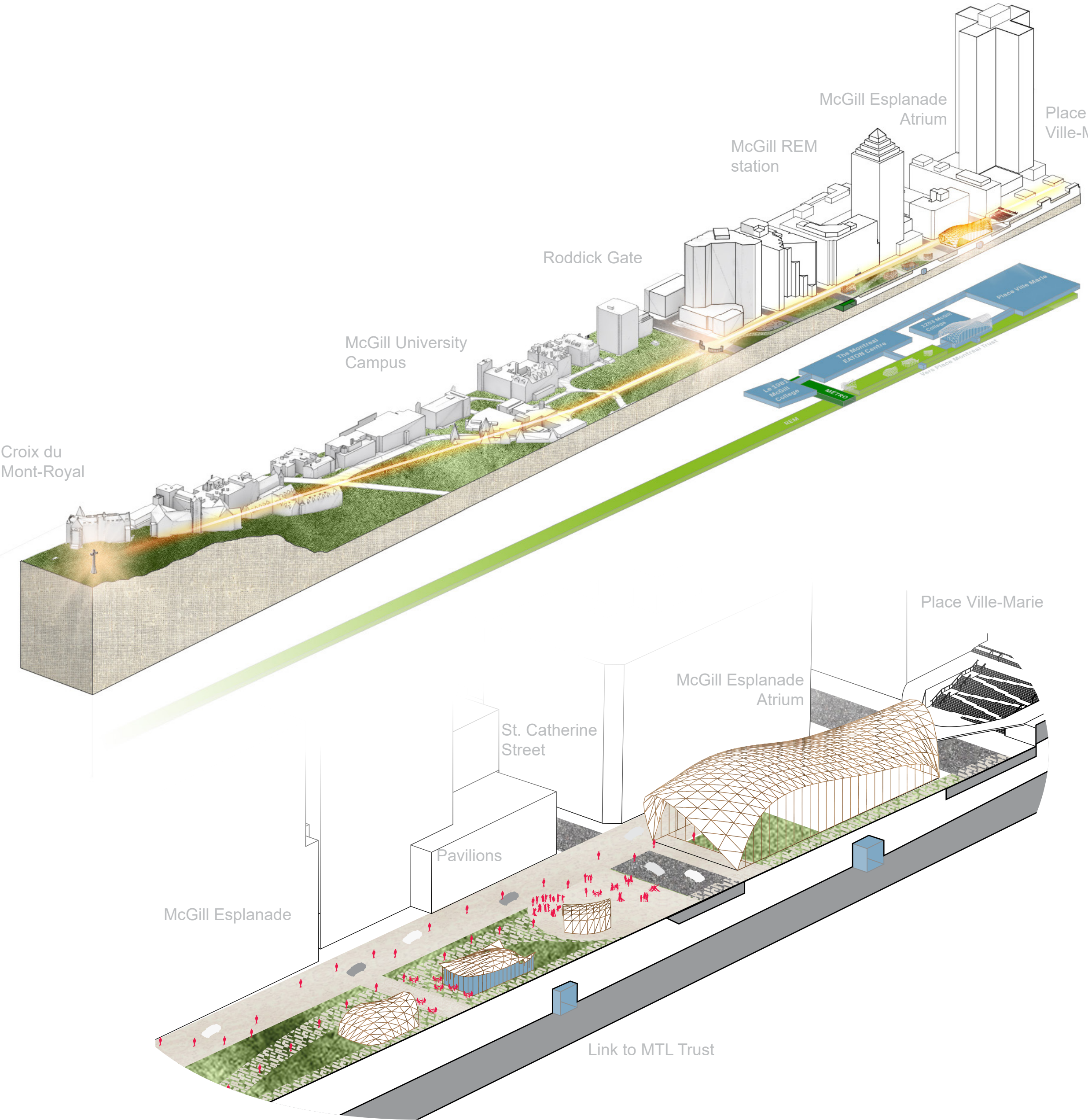
The new McGill College Esplanade becomes one of Montréal's largest urban spaces, twice the size of Place Jacques Cartier.  
 Introducing 300 m of new planted green zones.  
 Culminating towards a large iconic glass and wood atrium & event space between the Cathcart and Sainte-Catherine streets.

### 3. UNDERGROUND MONTREAL 2.0 THE NEW URBAN EXPERIENCE

Montréal is known for its innovative underground city.  
 The Esplanade leverages the new intermodal McGill REM hub.  
 Transforming the experience of the underground city by connecting it more directly to the street and open it up.  
 The atrium links to the surrounding PVM, Eaton Center, Montreal Trust and seamlessly to transportation.

### 4. CREATING A COMPELLING PUBLIC ARCHITECTURAL LANDMARK

The genius Loci of the esplanade will culminate in the main Atrium connecting above and underground Montréal.  
 Creating Montréal's equivalent to Times Square or Trafalgar Square - one of the main features of the city!  
 A recognisable wood and glass open public space redefines the whole downtown experience.



Vue 2 : Impression of the shared street at night



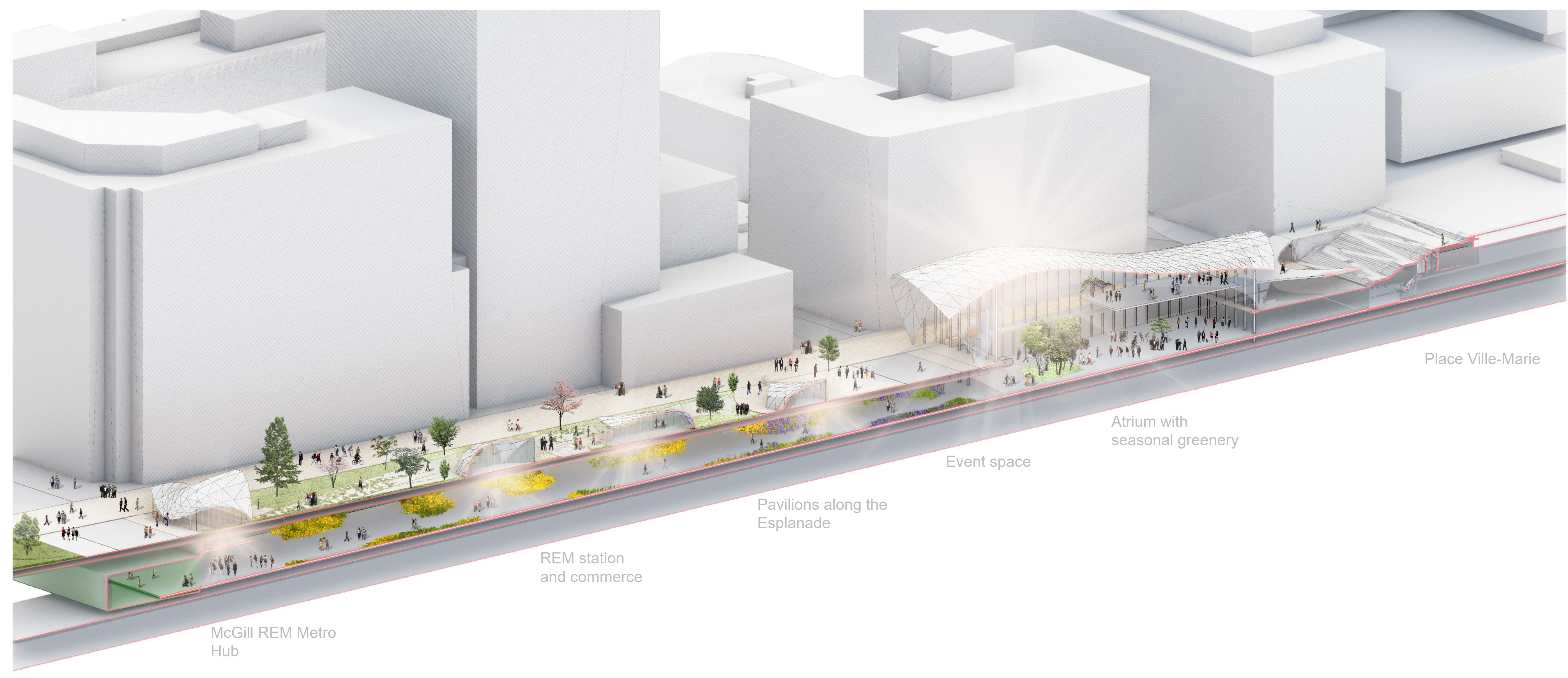
Section A - Scale 1:250



Section B - Scale 1:250



Impression of the atrium



Axonometrical section



Plan 1:500