



City of Montréal

Borough of Saint-Laurent

PRESS RELEASE

For immediate publication

Schème Consultants wins the Urban Concept Design contest for the revitalization of Décarie Boulevard with a concept that focuses on sustainable development

Saint-Laurent, March 7, 2006 — At a media event that was held last night at the Centre de loisirs de Saint-Laurent, Mayor Alan DeSousa announced the name of the winning company in the Urban Concept Design contest that was introduced as part of the project to revitalize Décarie Boulevard between Côte-Vertu Boulevard and du Collège Street. In the wake of this innovative contest, the Mayor announced that Saint-Laurent has entrusted Schème Consultants with the mandate of guiding the Borough through the process of revitalizing this commercial artery by preparing the plans and specifications for the work that will be carried out. The first phase, which should be completed this year, involves an investment of \$840,000 by Saint-Laurent.

“One of the strengths of the concept that was proposed by Schème is its comprehensive approach to sustainable development, which is based on increased vegetation, repairing the existing unistone paving instead of replacing it, and recycling urban furniture. As the person responsible for sustainable development for Montréal, I am naturally appreciative of this project, which is so respectful of the environment and so much in tune with key environmental issues that we are facing today. This project is also exceptionally well suited to the environmental commitment that Saint-Laurent adopted in 2004, and is in keeping with the three major development avenues that were identified in the Décarie branding study that was carried out in 2005,” explained Mayor DeSousa.

Four firms successfully completed the first step, which involved the evaluation of their expertise and experience in completing similar projects, and were subsequently invited to submit a proposal. The selection process for choosing the winning firm was carried out in accordance with the following very specific criteria, among others, which led to a fair and equitable evaluation of the proposals:

- Overall presentation, respect for required elements, and work objectives;
- Cohesiveness with the branding that was developed for Décarie;
- Quality of the design;
- Quality of the design as a function of its compatibility with the site;
- Technical and economic feasibility.

A jury of eight people was responsible for selecting the proposal that best met all of the criteria. This jury included representatives of the specialized fields of design, architecture, landscaping, urban development engineering, and economic development, along with a merchant representative, and was assisted by a professional consultant, who served as facilitator.

The members of the jury were impressed by all of the proposals they received, with each possessing undeniable qualities. It is interesting to note that all four projects shared certain themes, including increased vegetation and green space, the creation of gathering areas such as markets and greens, and the desire to prioritize pedestrians over vehicles. The choice of the winning firm was unanimous among members of the selection jury, standing apart for its integrated approach to sustainable development.

- **Schème Consultants** ⇒ Contest winner Schème proposed a basic concept that focuses on sustainable development through a significant increase in vegetation, and that involves the reuse of existing urban furniture and repairs to the unistone paving. It eliminates parking on the centre median, which instead becomes a landscaped area complete with greenery, and restructures the distribution of parking spaces to the sides of the boulevard. The sidewalks on either side of the street are widened, certain alleys become public areas, and the creation of a public marketplace is proposed.
- The proposal is well suited to the context, is realistic, enhances the commercial artery, and addresses all of the concerns listed in the City of Montréal's policy for sustainable development.
- **Nomade** ⇒ This proposal was more of an urban development strategy than a development plan. The concept relied on artistic intervention that revolves around three concepts that would serve as economic development levers for the artery as a whole.
- **Planex** ⇒ This project stood out as being a coherent and legible master plan that focuses on the enhancement of the history and heritage of Saint-Laurent.
- **Plani-Cité** ⇒ This concept represented a continuation of the development approach that has already been put into effect throughout the districts of Montréal and the Borough.

The winning concept and the three other projects that were submitted will be exhibited from April 10 to 21, 2006 at the Centre des loisirs de Saint-Laurent, which is located at 1375 Grenet St. Citizens are invited to peruse the projects and to submit their comments through the Saint-Laurent website: <http://saintlaurent.ville.montreal.qc.ca>

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