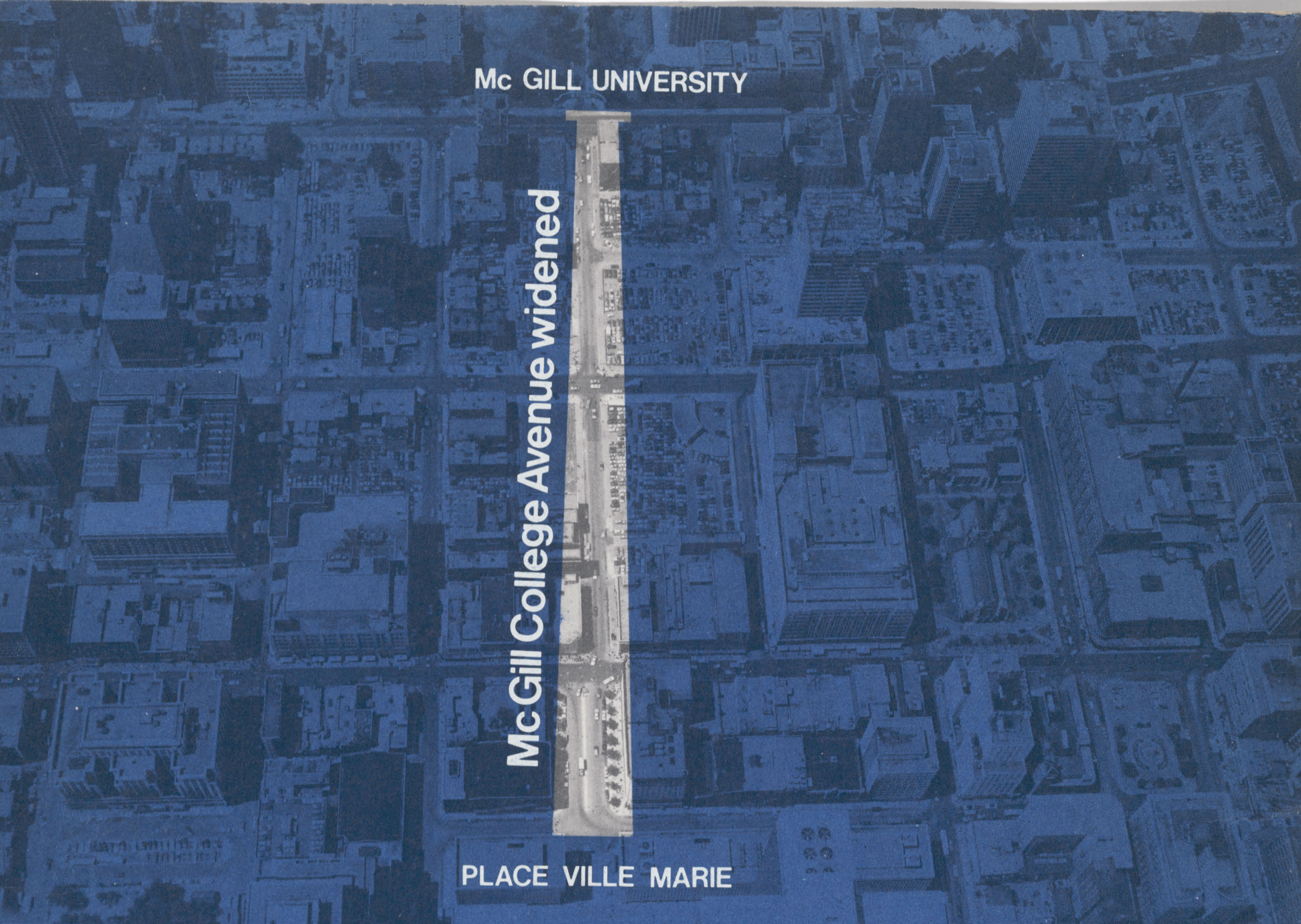
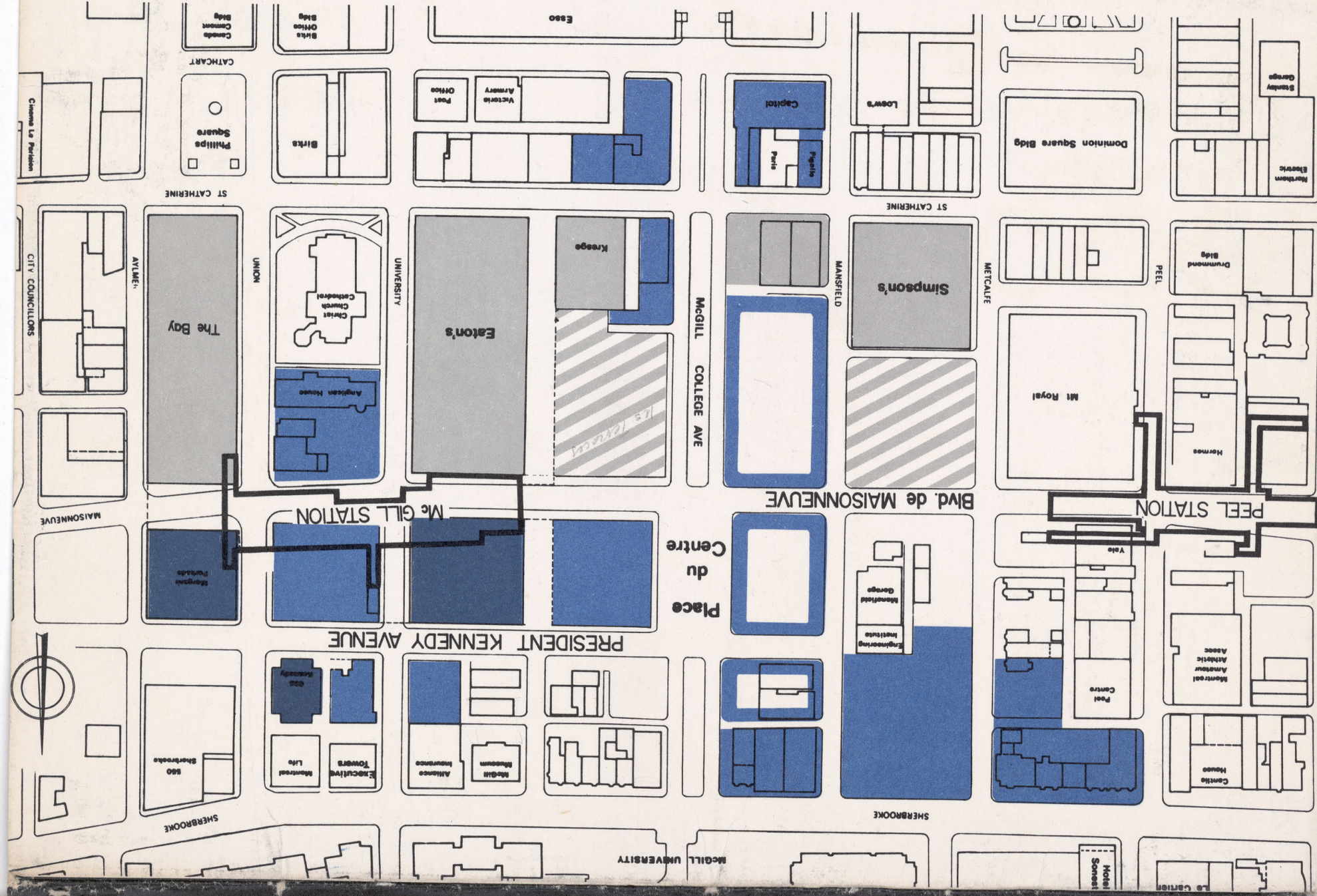


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The current surge of private development around McGill College Avenue has been stimulated by recent public improvements including the widening of de Maisonneuve Boulevard, the creation of Metro Stations, President Kennedy Avenue and the opening of the Peel and McGill Metro Stations.

Several private projects are already completed or in construction (dark blue). Two shopping areas are planned north of Simpson's and west of Eaton's (grey hatching), extending the St. Catherine Street retail concentration (grey). Other land areas are in the course of assembly (light blue).

As a final public improvement, the widening of McGill College Avenue into a tree-lined Boulevard will liberate the three remaining blocks (outlined in blue) to complete the process of private renovation. The development of all these properties will upgrade over half of the 30-acre district within the next few years.



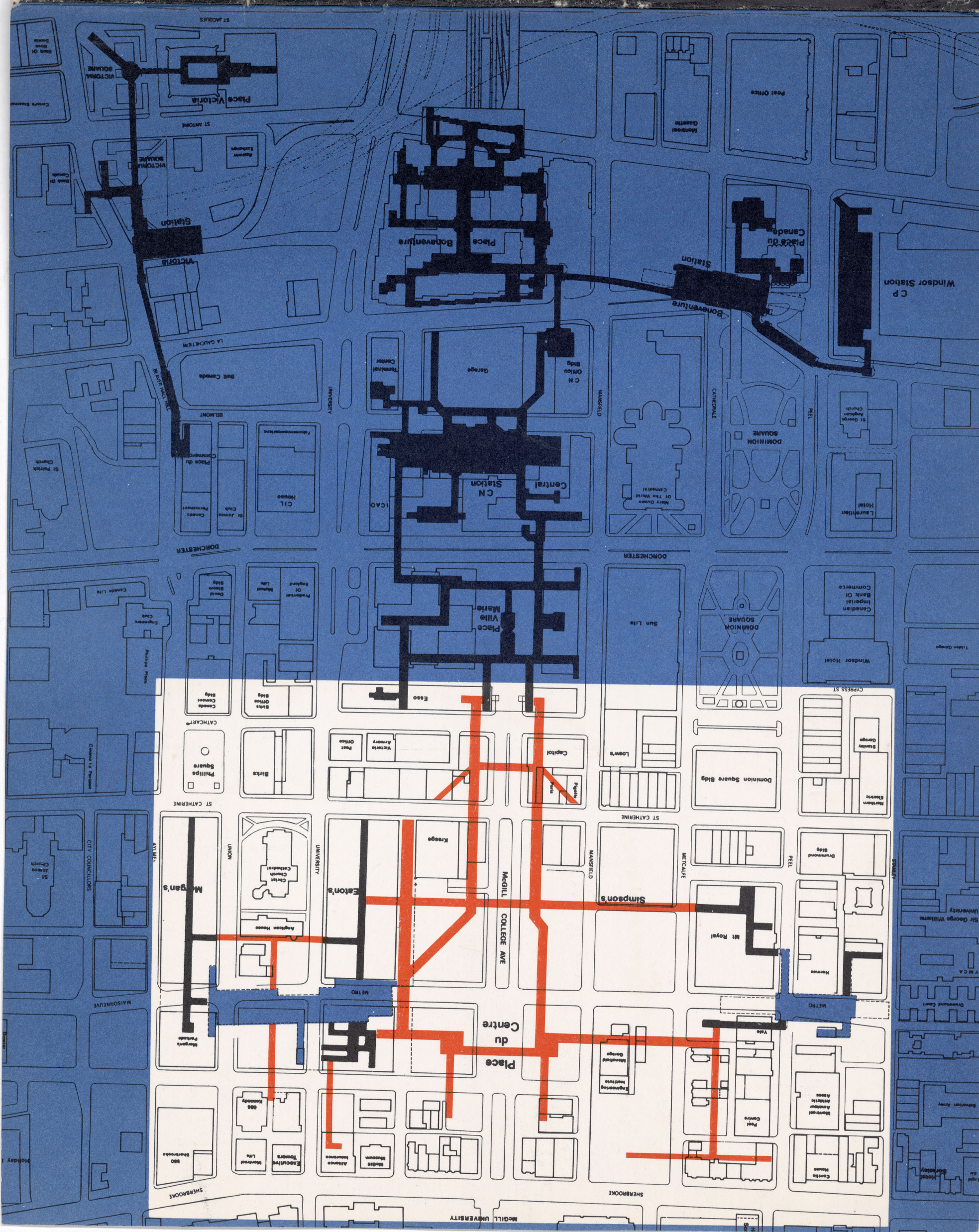
MCGILL COLLEGE AVENUE has long been recognized as worthy of being expanded into a major boulevard, a formal landmark in downtown Montreal. The Avenue opens up the principle vista toward Mount Royal, forms the link between Place Ville Marie's bustling promenades and the green campus of McGill University and lies in the path of future office and shopping growth.

Today, after years of gradual land assembly and clearance, the 30-acre district surrounding the avenue is quickening with new developments. The improvement of McGill College Avenue will hasten the area's transformation from open parking lots to handsome new buildings.

PLACE DU CENTRE Between de Maisonneuve Boulevard and President Kennedy Avenue along the widened McGill College Avenue, a new public square will emerge. Place du Centre will be a focal point within the Avenue and a point of rest on its sweep from Place Ville Marie up to the gates of McGill University. The new square will be flanked and identified by a pair of towers, which will frame the mountain beyond and accentuate the vista from Place Ville Marie along the Avenue to Mount Royal.

 **First Quebec Corporation**
 625 President Kennedy Avenue
 Montréal 111, Québec
 (514) 845-2191

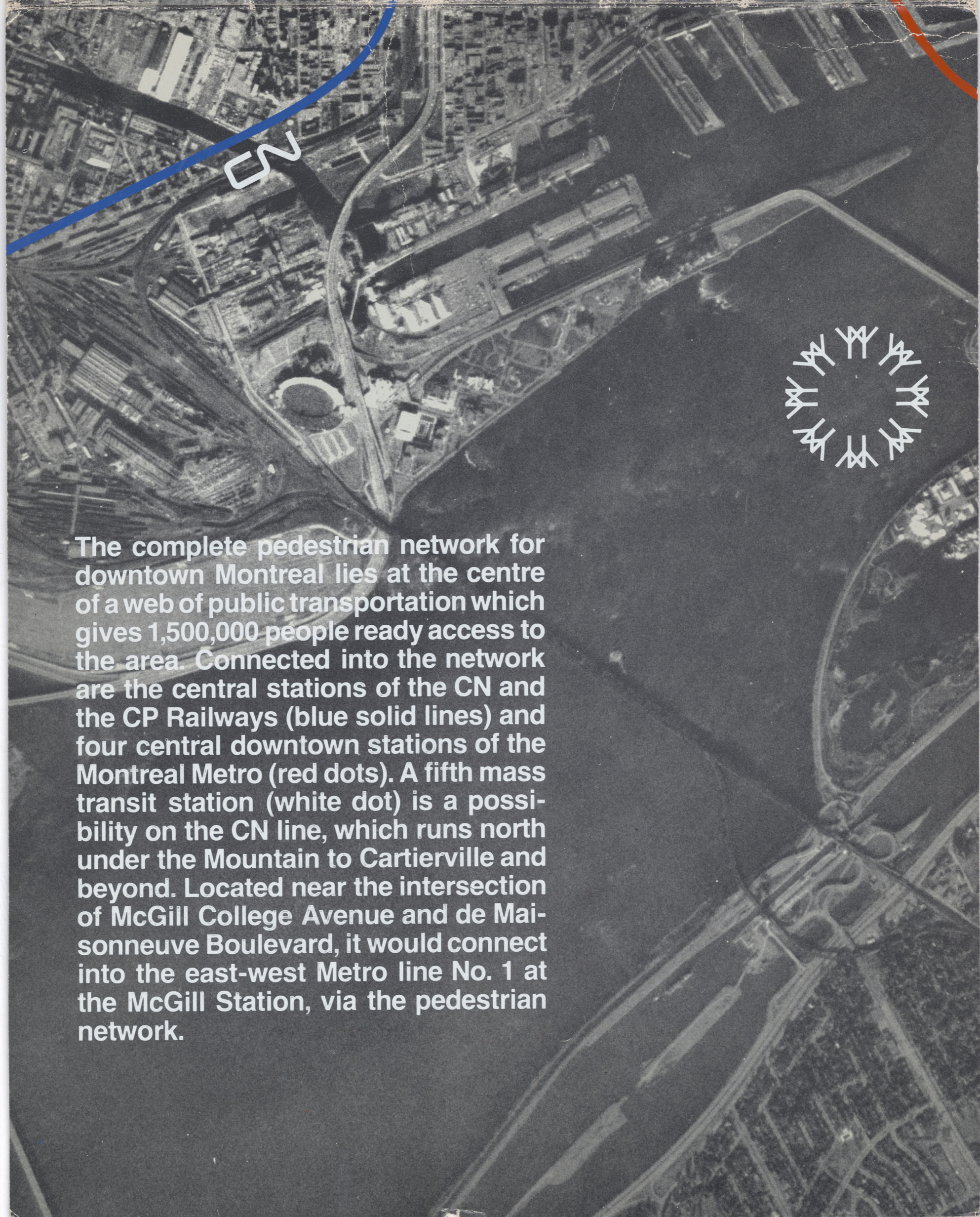
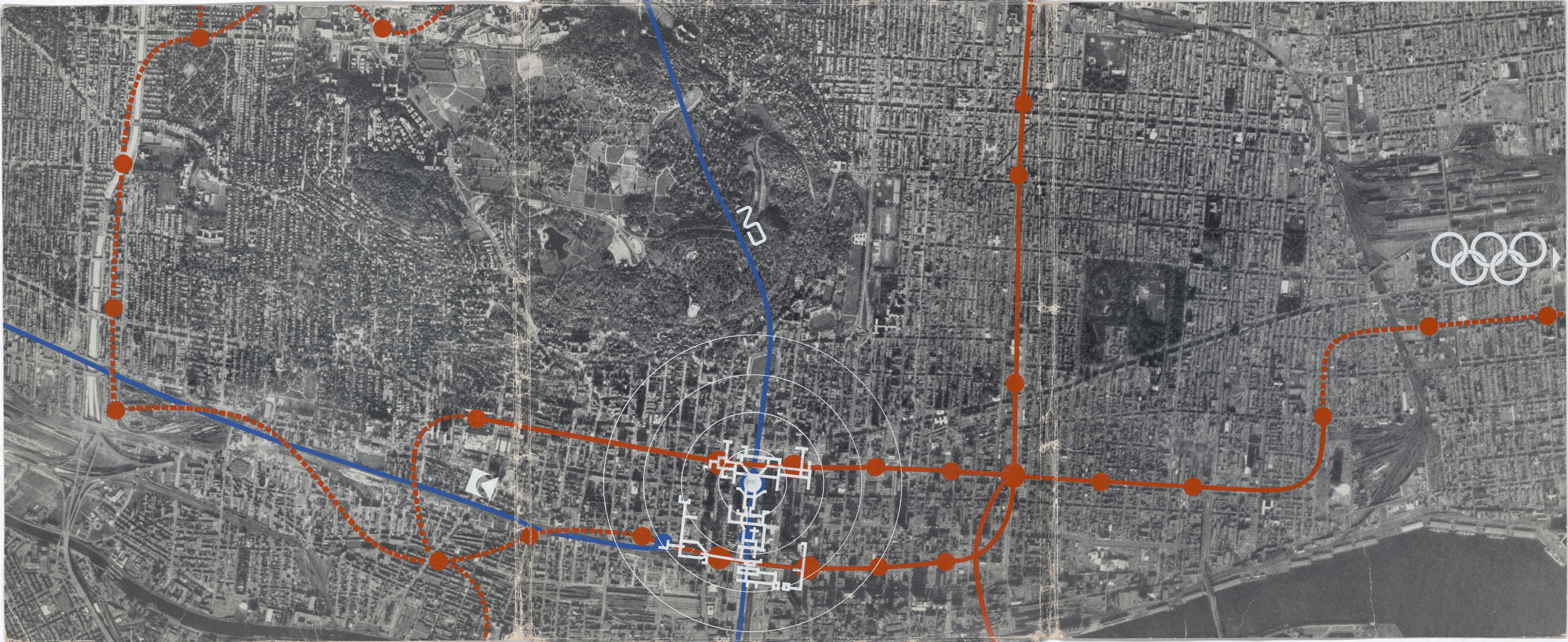
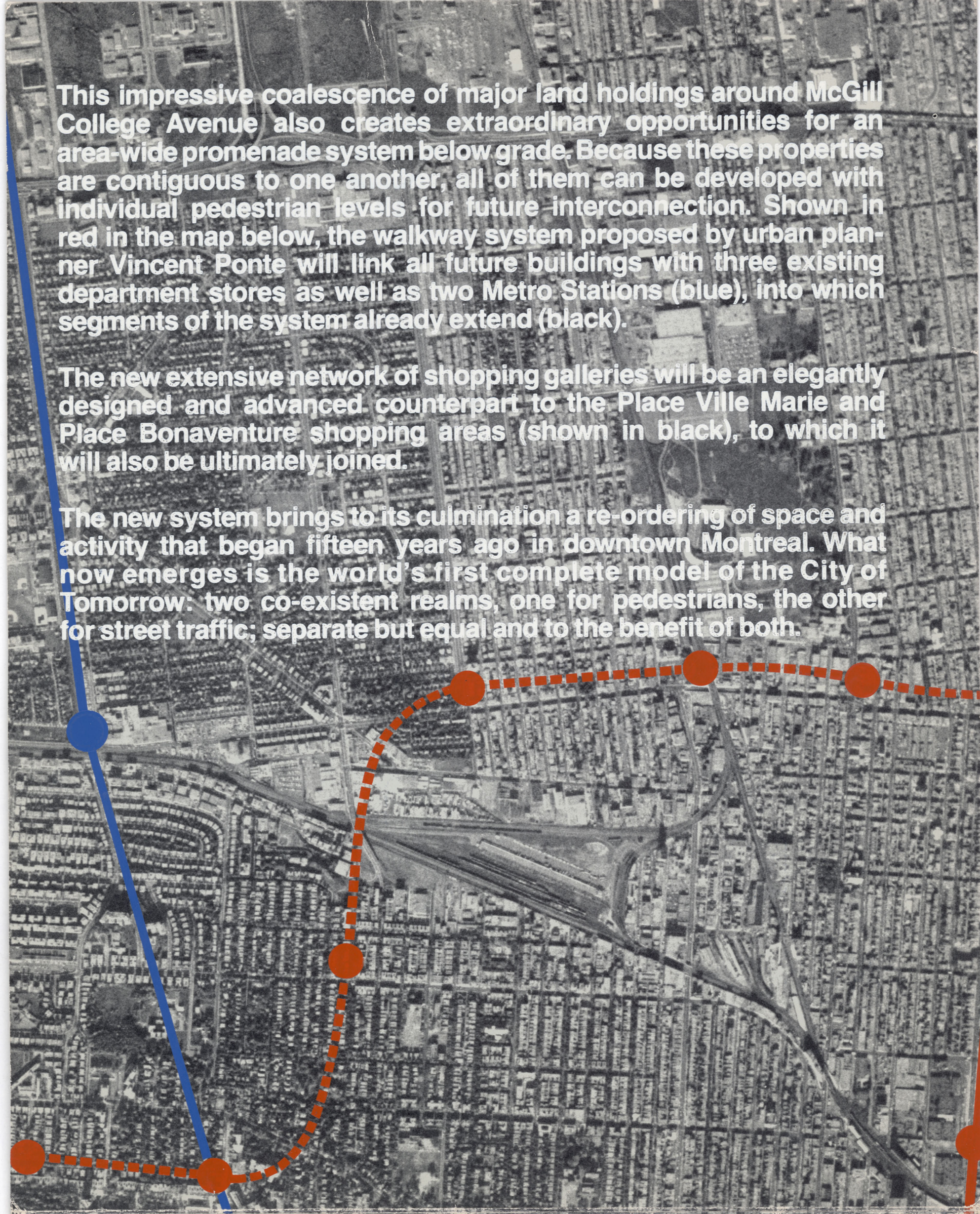
PLACE DU CENTRE
 at mcgill college avenue



This impressive coalescence of major land holdings around McGill College Avenue also creates extraordinary opportunities for an area-wide promenade system below grade. Because these properties are contiguous to one another, all of them can be developed with individual pedestrian levels for future interconnection. Shown in red in the map below, the walkway system proposed by urban planner Vincent Ponte will link all future buildings with three existing department stores as well as two Metro Stations (blue), into which segments of the system already extend (black).

The new extensive network of shopping galleries will be an elegantly designed and advanced counterpart to the Place Ville Marie and Place Bonaventure shopping areas (shown in black), to which it will also be ultimately joined.

The new system brings to its culmination a re-ordering of space and activity that began fifteen years ago in downtown Montreal. What now emerges is the world's first complete model of the City of Tomorrow: two co-existent realms, one for pedestrians, the other for street traffic; separate but equal and to the benefit of both.



The complete pedestrian network for downtown Montreal lies at the centre of a web of public transportation which gives 1,500,000 people ready access to the area. Connected into the network are the central stations of the CN and the CP Railways (blue solid lines) and four central downtown stations of the Montreal Metro (red dots). A fifth mass transit station (white dot) is a possibility on the CN line, which runs north under the Mountain to Cartierville and beyond. Located near the intersection of McGill College Avenue and de Maisonneuve Boulevard, it would connect into the east-west Metro line No. 1 at the McGill Station, via the pedestrian network.