

3490 disparaître avec le temps et déjà fait des intérêts. Et puis ces usages sont comme des *legacy*
historiques, ils sont là parce que les infrastructures sont déjà là, mais au moment que la densité
permise par la Ville permet une densité intéressante, il ne va plus être intéressant de rester en
industriel. Et calcul simple, le moment que j'ai une densité raisonnable avec l'usage mixte en
résidentiel, commercial, la valeur actuelle est tellement basse pour ces entreprises, que je peux
les enlever puis mettre quelque chose de nouveau. Et puis c'est la même chose dans tous les
3495 secteurs de requalifications. Qu'est-ce qui limite le redéveloppement? C'est que le zonage actuel
limite l'usage, les densités, les hauteurs. Au moment que j'enlève cette restriction au niveau de
l'usage, densité, hauteur et ses handicaps, tous ces propriétaires vont vouloir redévelopper avec
d'autres usages. Il n'est pas logique économiquement, parce que c'est déjà contraignant d'être
là. Ce n'est pas la meilleure place, beaucoup de trafic, circulation de gros camions, c'est pas
3500 facile. Ce n'est pas la meilleure place d'être avec des gros camions dans les rues actuelles.

Donc, on est situé là parce que ce n'est pas cher. C'est la seule raison que des
compagnies sont situés là actuellement.

3505 **Mme FRANCINE SIMARD, commissaire :**

Merci.

LA PRÉSIDENTE :

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Merci beaucoup, Monsieur, de votre présentation. J'inviterais maintenant, monsieur
Matthew Ross, s'il vous plaît. Bonjour, Monsieur Ross.

M. MATTHEW ROSS :

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Bonjour.

LA PRÉSIDENTE :

3520 On vous écoute.

M. MATTHEW ROSS :

3525 Merci. Alors, si c'est correct je vais parler la plupart du temps en anglais, ça va?

LA PRÉSIDENTE :

Fine.

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M. MATTHEW ROSS :

O.K., cool. Merci. Vous pouvez demander vos questions en français, ça va.

3535 **LA PRÉSIDENTE :**

O.K. Vous pouvez parler anglais puis répondre en anglais aussi.

M. MATTHEW ROSS :

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O.K. Merci. So, I'm here from ExposNation, or Nos Amours Baseball incorporated. C'est une coporation sans but lucratif, registered with the Government and our mission is to honor this history of baseball in Montréal, as well as obviously the Major League baseball history. To activate, energise and engage the fan base and to help the efforts to bring a baseball team back here.

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We have a large following on social media, through events, through media, some of my background is I'm also a host on TSN 690 in Montréal and occasionally on CJD as well. So, I have a bit of following as well and a background for it.

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In terms - just very, very quickly - some of our work. In terms of events, most notably, we brought a thousand fans to Toronto in July of 2013, which got the attention of the Prime Minister at the time and others. Ever since then, we've gotten a lot of coverage for various items. So, we've become a resource for politicians, for journalists, for fans. We've been consulted, we've done consulting for PBS, for ESPN and all over in terms of the Montréal market for baseball and the history here as well as... how, in a more notably, the local market, how Montréal relates to what's been happening outside of the market, which is relatable or semblable.

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Montréal has been a baseball city well before there was the Expos. In the 1930's, Montréal had the largest triple A attendance of any city in North America. The Montréal Royals were getting 20 000 fans a game, well before Jackie Robinson came here in 1946. So, there's a history, it's in the blood of the city.

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Just very quickly. As we mentioned, collaborated we a lot of different partners, including Evenko to help promote the pre-season games, annually as well.

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We've also worked with former players as well as the Blue Jays and various journalists, as we've mentioned.

In terms of this particular project and the necessity for a baseball stadium here in Montréal, this is it. This location is it. There is no other location. If there's going to be a baseball team in Montréal, it's gonna have to be in this location. There is no margin for error, there is no option to play at the Olympic Stadium. This is the location. It's a perfect location based on proximity to downtown Montréal to the old port of Montréal to up and coming neighbourhoods and the demographics of Pointe-Sainte-Charles and Saint-Henri and so many others.

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If we look at more, in depth on these particular areas that it's close to, you talked about the Pointe-Saint-Charles and Saint-Henri have access to demographic, but also just population whereas if you have an industrial area or somewhere, like some other cities have failed whether is no large population, it's just no gonna work.

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The other thing too here is that baseball is much more affordable. So, you have, the Montréal Canadians, it's not affordable for many people to go to a game whereas baseball would be, which does fit with the local areas there, as well. Obviously, the Old Montréal is known for its tourism and having another attraction, another reason to come to Montréal, is just another boon for the overall economy, not just in that particular area.

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The thing about Centre-Ville is that it's close enough that you have the REM, which is coming, but you also have the ability to, you know, have Uber and taxi. It's not too far away from that.

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And Olympic Stadium is not an option for baseball. It's not an option. It's been said so by Major League baseball, it's an antiquated facility with no entertainment outside of the area. It's indoors, which does not work for baseball. It's been proven there are no indoor stadiums full time that are successful in Major League baseball.

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And so those are some of the reasons why this particular location is perfect. The absolute perfect comparison is PNC Park in Pittsburgh. And it's the absolute model for what something in Montréal - in this district - could actually yield. You look at the positioning of the PNC Park and you think about the Olympic Stadium and it takes you 20 minutes to get into it. Well, you have - not just the stadium - but you have streets all around. You are on a street, you're on a curb, you're in a stadium. It's a part of the heartbeat of the city of Montréal.

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The other thing about Pittsburgh, which could be replicated here, is you have something called the Roberto Clemente, a pedestrian bridge where there's a bridge that's just for

3605 pedestrians to walk over water and into the area where the park is. So there's a marvellous opportunity for architecture and to put Montréal's spin on something glorious like that.

The other thing too, is that you have the skyline in the background and the opportunity to have something just incredible that would transcend Montréal. It would be something that other
3610 markets would absolutely take notice of and have Montréal as an attraction.

The city of Pittsburgh has never known as somewhere to go, but in the summer now, instead of going to L.A. or New York to catch a baseball game, people are going to Pittsburgh because it's been known as such a beautiful, beautiful spot. I've watched the game as a fan, I've
3615 watched the game in partnerships with activities with the Pirates and it's an incredible situation.

The other aspect to this, is that it's not just a stadium, it's an opportunity to have festivals. Montréal is a festival city. All summer long. And this location would be no different. You have a stadium, you have outdoor activities Saturday and Sunday.

3620 When the Expos used to be here, they would have games Saturday night and Sunday afternoon. But the Blue Jays do it right in Toronto where you have a Saturday afternoon game and a Sunday afternoon game. And nothing at nights, so the downtown traffic isn't as bad. The other thing too is that it's more family friendly that way and it gives you the opportunity to have
3625 festivals. So basically, the streets are shut down just around the stadium, small streets. And you can have artists, and you can have musicians and you can have items for the fans, for the kids.

C'est pas comme le fan jam que les Canadiens font dans les séries. But, on a grand scale and something everybody would get to come and share and you don't have to be a season
3630 ticket holder and you don't have to have a corporate box in Montréal to enjoy the festivals and the things that come along with a stadium, in this area.

So that, to me, is a very big component of this and this particular group, it's been published, much publishes, they've spoken with many owners and major league baseball.

3635 They've done the rounds, they've done their homework in terms of what works and what doesn't work. So, it's not an amateur group that's just gonna build a cold, you know, edifice, and it's just gonna be for games and then they leave. It's something very meaningful.

3640 The other aspect that people should consider is that, quite frankly, it's a little embarrassing that the city of Montréal doesn't have an outdoor facility of a large magnitude. A few years ago, U2 came to perform a concert and they had to build their own stadium to perform outside. And, a bit of an embarrassment for the city. I believe. And, because they can't use the Olympic Stadium. And you look at cities like Regina, Winnipeg, Vancouver, they've all built outdoor stadiums and Montréal is, unfortunately, doesn't have that.

3645 The Montréal Canadiens have never played an outdoor game in Montréal, because they don't have the ability to do it on a grand, grand scale. So, there's a lot of different things. You think about the Just for laughs, there's so many uses for this stadium.

3650 En été et en hiver aussi. There could be all kinds of, you know, there's all kinds of... you know, there's the Ice Village and things like that. There's a lot of things that could be done in a stadium. There would be a community stadium, not a private entity that's gonna sit for only 81 home games a year and nothing else. There is a real opportunity to make this a vital part of the city of Montréal in that area. So that's something that I believe strongly.

3655 The other thing too here is that, as monsieur Lamarche, Baseball Québec's numbers are growing, the sport of baseball is growing. It's more affordable than hockey. The other thing too is that we had a feasibility study done by the Montréal Board of trade and Ernst and Young, a few years ago, talking about how Montréal could support baseball. It's not just an ownership group
3660 that wants to bring baseball here. The homework has been done.

So, the desire from the public is, you know, is to have something like this here. It really does change the city in the summer when there's additional activities. And the other thing I would say too is that Montréal's missing a lot of tourism that we used to have. We pay a lot of money to

3665 have Formula 1 here and we used to have buses from Ottawa, from Plattsburgh, from Burlington, from upstate New York, Albany, all over, that would be parked all around the Olympic Stadium. And the attendance was there for that. So that's something as well that I would absolutely highlight.

3670 And the other thing too is that it's a place to congregate. Based on the things that they're trying to built here, with the stadium, it's a go to place in Montréal and another sort of resurgence for the city. So, I believe that, if this particular land is not earmarked for this stadium, that we're gonna lose a major opportunity to once again have the city of Montréal in a grand scale and talked about in various medias all over North America, once again. That's, to me, what we should
3675 keep in mind.

The other thing too is that it's fun. We're missing a little bit of fun. We have a lot of fun things in the summer, but I just want to leave you with a very, very quick 60 seconds video by my colleague with the ExposNation, an artist by the name of Anakin Slade, and just to remind
3680 everybody what we're doing here, because it's certainly about, certainly about the need, the necessities, all the different factors, making sure that everybody is heard. But at the end of the day, this is what I think we're missing. Merci.

LA PRÉSIDENTE :

3685 Merci, Monsieur. Est-ce qu'on a des questions?

M. DAVID HANNA, commissaire :

3690 Yes. You kind of put your finger on the very question that bothers me the most. Not questioning, you know, the interest and all that, but it's the site which you would say is ideal. And, you mentioned, as a comparable, Pittsburgh, which I know well. And you mentioned how it is surrounded by streets and you mentioned how there's a bridge - pedestrian bridge - that leads right to the site. And this is all true. Pittsburgh is very favored by access. Wrigley Field in Chicago

3695 could be argued the same. Streets that come from all sides, radiate and bring people from every
direction possible to the ball field. But that's not the case, here. There are only two accesses.
There's Bridge Street and there's Mill Street. One coming from Old Montréal, which is a very
minor market, I think. And the other one is Bridge Street, which draws from Pointe-Saint-Charles,
and so on. Otherwise, there's no access except, of course, from the south shore coming up to
3700 through Victoria bridge, Bonaventure and so on. It's a very difficult site, it's very inaccessible. It is
blocked all over the place by canal, railway lines, so on. So, my question to you is: since access
is so problematical here, seriously problematical I would argue, what's your answer to this ideal
site compared to Pittsburgh, compared to Chicago? How do you reconcile these fundamental
differences of access, given that a game is gonna draw tons and tons of people.

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M. MATTHEW ROSS :

It's a fair question. I'm not an urban planner. But, you look at what the Montréal Alouettes
do in their partnership with the STM and they have buses, shuttle buses that go up and down the
3710 mountain and it has become almost a situation where people don't want to drive, they don't want
to get there on their own, they want to hump on the STM, the only way to, really get there in
comfort because they have all kinds of prices and giveaways and things like that on the STM
buses, which is amazing in itself. So that would be one of my, one answer.

Obviously, the REM is a major portion of this. If that isn't a part of this, then there's -
3715 you're absolutely right. It would be quite difficult to overcome something like this.

Apart from that, I personally can answer enough of that because I'm not, I don't have the
urban background to be able to answer that. I just know that the shuttle buses work terrifically for
the Montréal Alouettes on game day.

3720 **M. DAVID HANNA, commissaire :**

Right. Of course right now, the REM is located across the basin on the other side, not...
so again, the REM is debatable.

3725 **M. MATTHEW ROSS :**

Debatable.

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M. DAVID HANNA, commissaire :

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But anyway. Nonetheless that, It would be my main and only question really. It's just access. Thank you.

Mme FRANCINE SIMARD, commissaire :

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J'ai une question et je vais la poser en français. Un de vos principaux arguments, je ne parle pas de baseball, je parle du stade. Un de vos principaux arguments relève du fait que ce stade-là serait accessible au public. Il y aurait plusieurs activités communautaires, un stade de 30 000 sièges, je crois, en plein coeur de la ville, accessible, et cetera, hiver comme été.

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Or, il y a, pas très loin de là, au parc Jean-Drapeau un amphithéâtre naturel de 65 000 places qui est aussi ouvert, qui est aussi disponible hiver comme été. Alors, il n'y a pas une forme de compétition entre les deux?

M. MATTHEW ROSS :

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C'est une ville de trois millions. En été, il y a beaucoup, beaucoup de touristes. Il y a beaucoup de festivals. Moi je ne pense pas. Je pense qu'il y a toujours une raison d'avoir une autre activité à Montréal.

Mme FRANCINE SIMARD, commissaire :

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D'accord.

LA PRÉSIDENTE :

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Alors, merci beaucoup. Merci de votre petit film qui conclut bien cet après-midi, parce qu'on ferme, là.

M. MATTHEW ROSS :

Merci.

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LA PRÉSIDENTE :

Alors, avant de conclure je demanderais à des représentants de la Ville s'il y a des... Oui. Alors, si vous avez des rectifications à faire? Non, ça va. Merci beaucoup.

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Alors, l'après-midi donc se termine. Après les séances d'audition - nous reprendrons ce soir cependant à 19 heures, oui à 19 heures. Mes collègues et moi et les analystes analyserons l'information reçue. Les opinions qui nous ont été communiquées, que ce soit par le biais des questionnaires, de l'atelier de concertation, des opinions en ligne, de vive voix ou encore à l'aide de mémoire. Le rapport de la commission, comme je le mentionnais en début de rencontre cet après-midi, sera transmis par la présidente aux élus municipaux au début de la prochaine année et sera rendu public deux semaines plus tard.

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La commission, je vous le rappelle, a un rôle consultatif. Ce n'est pas l'Office qui prend les décisions concernant le projet sur lequel vous êtes consulté. Les décisions relatives à ce projet appartiennent aux élus.