

Summary

This public consultation exercise held by the Office de consultation publique de Montréal (OCPM) is being conducted in the context of the redevelopment of The Hudson's Bay store on Sainte-Catherine Street for the purpose of obtaining an authorization under Section 89 of the Charter of the City of Montreal and an amendment to the Master Plan.

Site Context and Building History

The Hudson's Bay site is located between Sainte-Catherine Street West, Union Avenue, De Maisonneuve Boulevard West and Aylmer Street, in the heart of Montreal's central business district, bordering the Golden Square Mile and the Quartier des Spectacles. The site is located across from Phillips Square and along the Sainte-Catherine Street West commercial artery, both of which are being redesigned.

The Hudson's Bay building is composed of several parts that have been built out over the years. The original store, a four-storey building, was built on the edge of Sainte-Catherine Street in 1891 by the Henry Morgan Company. It was successively expanded by several expansions including a first five-storey volume on Aylmer Street in 1902 and a second eight-storey volume on Union Avenue in 1923. A third and final 8-storey expansion was built more recently along De Maisonneuve Boulevard in 1964, following the sale of the store to the Hudson's Bay Company by the Morgan Company. The phasing of the development of the block shows an intensification of the functions visible through the form of the volumes of the building, which are organized in tiers from south to north.

Architectural Concept

The proposed redevelopment of The Hudson's Bay store is in line with the revitalization of Phillips Square and Sainte-Catherine Street, which is aimed at enhancing this important area of the central business district. In order to contribute to the longevity of this exceptional site, it is important to implement an architectural intervention that allows the project to be harmonized with the historic building and the surrounding modern constructions. To this end, the architectural concept and orientations were dictated by the key issues presented by the existing building and consequently, its impact on its immediate environment.

Inspired by the history of densification of the site, the project foresees the demolition of the 1964 expansion and the construction of a new 25-storey tiered tower along De Maisonneuve Boulevard. This volumetric configuration concentrating the heights towards the north makes it possible to integrate the project into its urban context by respecting the lower height corridor on Sainte-Catherine Street and the greater height corridor on De Maisonneuve Boulevard. This strategy allows for a clear view of Phillips Square and the Christ Church Cathedral as well as the framing of De Maisonneuve Boulevard while offering a dialogue between the interior and exterior of the building.

The proposal calls for The Hudson's Bay's commercial retail space to be maintained on the first four floors (also including the metro level) totaling $\pm 27,000 \text{ m}^2$ ($\pm 290,000 \text{ ft}^2$). Office space will occupy the upper floors of the existing building as well as all of the space provided by the new tower, totaling $\pm 86,000 \text{ m}^2$ ($\pm 925,000 \text{ ft}^2$).

With the current health crisis, we are witnessing a paradigm shift in the way people work and the use of office spaces. In this sense, the development of these office spaces will be based on new strategies that take into account the needs of adapted, resilient and flexible spaces of its occupants.

The successive setbacks of the new tower create a series of landscaped roof terraces available to the building's users. The terrace on the roof of the original building, bordering Sainte-Catherine

Street, will be accessible to the public and will offer magnificent views of Sainte-Catherine Street, Phillips Square and other parts of the surrounding urban environment.

Building Restoration Strategy

The restoration strategy recommended for the project aims at restoring the architectural components of the original building along Sainte-Catherine Street to their original state. The interventions aim at reinstating the original entrances and their large portals, removing the canopy in order to recover the composition of the original façade, reopening windows in order to create a dialogue between the interior and the exterior of the store, as well as carrying out numerous other restoration efforts on architectural elements of interest.

The selected strategy also aims at restoring the facades of the building volumes facing Aylmer Street and Union Avenue. This includes the reopening of a portion of the windows on Union Avenue and Aylmer Street, which have been blocked over the years, as well as the removal of the canopy on Union Avenue, which no longer reflects to the original canopy and whose architectural integrity has been compromised in recent decades.

Conclusion

In summary, the Hudson's Bay redevelopment project addresses the changing face of Montreal's workplaces, demonstrating a commitment to the environment and sustainability. It will meet LEED standards and will feature large, flexible and efficient floor areas, high ceilings, access to natural light, outdoor spaces and attention to indoor air flow.

The proposal has the utmost respect for the heritage and character of the building, particularly the historic and distinctive red sandstone facades. The project's investments will help restore the original grandeur of the building, as envisioned by Henry Morgan when he built his store in 1891, while integrating the construction of Montreal's most forward-looking office tower along De Maisonneuve Boulevard.

This development proposal is a commitment to invest in the vitality and viability of retail in downtown Montreal and the continued operation of the iconic Hudson's Bay flagship store.