

Press Release, for immediate release

## REVITALIZATION OF RUE NOTRE-DAME Old Pointe-aux-Trembles

### SDA: revitalizing rue Notre-Dame with green building initiatives and enhancements to its retail offerings

Montreal, September 25, 2020 - The SDA (Société de développement Angus) has announced a major structural revitalization project aimed at reviving rue Notre-Dame in the heart of the Pointe-aux-Trembles village.

The guiding principles behind this revitalization project include:

- Concerted planning with all stakeholders
- Ensuring that projects are developed in keeping with the authentic Pointe-aux-Trembles identity
- Implementing projects that feed into a combination of targeted municipal actions, structuring real estate projects and local initiatives.

#### **Temporary commercial leases: a consultative approach using Entremise's signature concept**

The first step in this process is to activate a vacant building in Old Pointe-aux-Trembles using *Courtepointe*, an unprecedented consultative temporary occupancy initiative organized by our partner Entremise.

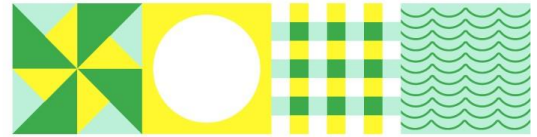
*Courtepointe* is more than a simple consultation - it provides feedback on the rue Notre-Dame revitalization project advocated by the SDA by polling local residents and business owners, connecting industry stakeholders, and housing local initiatives. *Courtepointe* is located in a vacant building at 12009 rue Notre-Dame Est, just west of rue Saint-Jean-Baptiste. The site is designed for sharing, collaborating and experimenting, and is accessible to residents wanting to contribute to this major revitalization project in Old Pointe-aux-Trembles.

A development plan will be designed based on the results of this unprecedented experimental process. Work on this sustainable project is set to begin in 2022.

"Today, we are celebrating the beginning of a collaborative, innovative and promising project in the heart of the Old Pointe-aux-Trembles village in East Montreal. Every aspect of the project fits within the eastern revitalization process that I launched upon being elected. By working together with the business community and dedicated organizations, residents will start to see a big difference in their living environment.

Today, I am proud to announce that the Government of Québec has invested \$900,000 since 2019 in support of this significant SDA initiative. More than ever, this government is taking concrete action to drive development in Eastern Montreal."

Chantal Rouleau, Minister for Transport and  
Minister Responsible for the Metropolis and the Montréal Region



“Over the last few years, the government has invested in several projects in the heart of the Pointe-aux-Trembles village, including the Place du village, the Maison du citoyen and the river shuttle project, but this snowball effect was long overdue.

The arrival of a major player like the SDA - whose team has innovated with every new initiative - is great news for Pointe-aux-Trembles and serves as a launching pad for the future. This major private initiative, along with other significant public investments to come, will consolidate years of revitalization efforts.”

Caroline Bourgeois, Mayor of the Rivière-des-Prairies-Pointe-aux-Trembles Borough

“I am very pleased to continue our mission in Pointe-aux-Trembles. We are excited to engage in discussions with local communities to develop an enjoyable living environment together, which includes thriving businesses, new housing and cultural vibrancy.”

Christian Yaccarini, President and CEO of the SDA

#### About

**The SDA** is a social economy company that’s injecting new life into the city. Its major priorities include communities, the environment and economic development. The SDA favours an inclusive approach whereby all stakeholders can work together and voice their needs. The organization has several well-known revitalization projects, including the Angus Eco-district and the Carré Saint-Laurent.

The SDA received funding from the *Fonds d’initiative et de rayonnement de la métropole* (FIRM) to expand the scope of its work in East Montreal and to develop innovative and unifying projects that will contribute to improving living spaces.

**Entremise** offers guidance to public stakeholders, real estate owners and communities by opening buildings and land to impactful innovative projects that create shared, accessible living spaces.