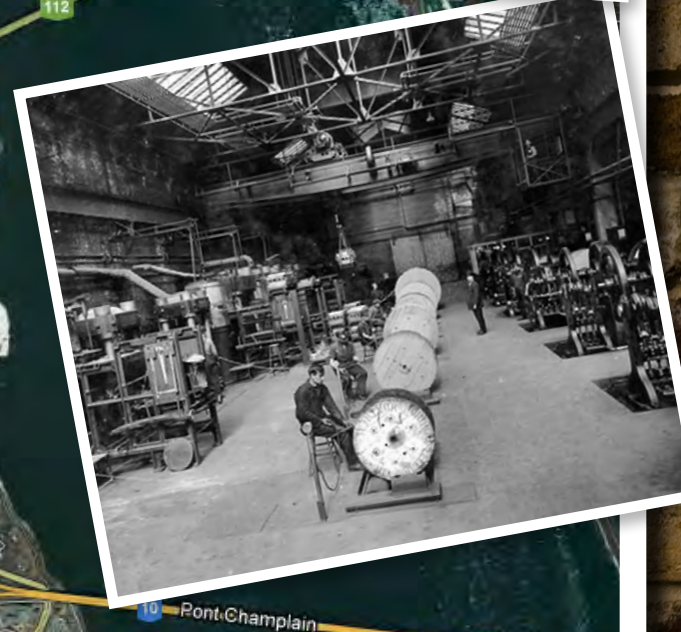
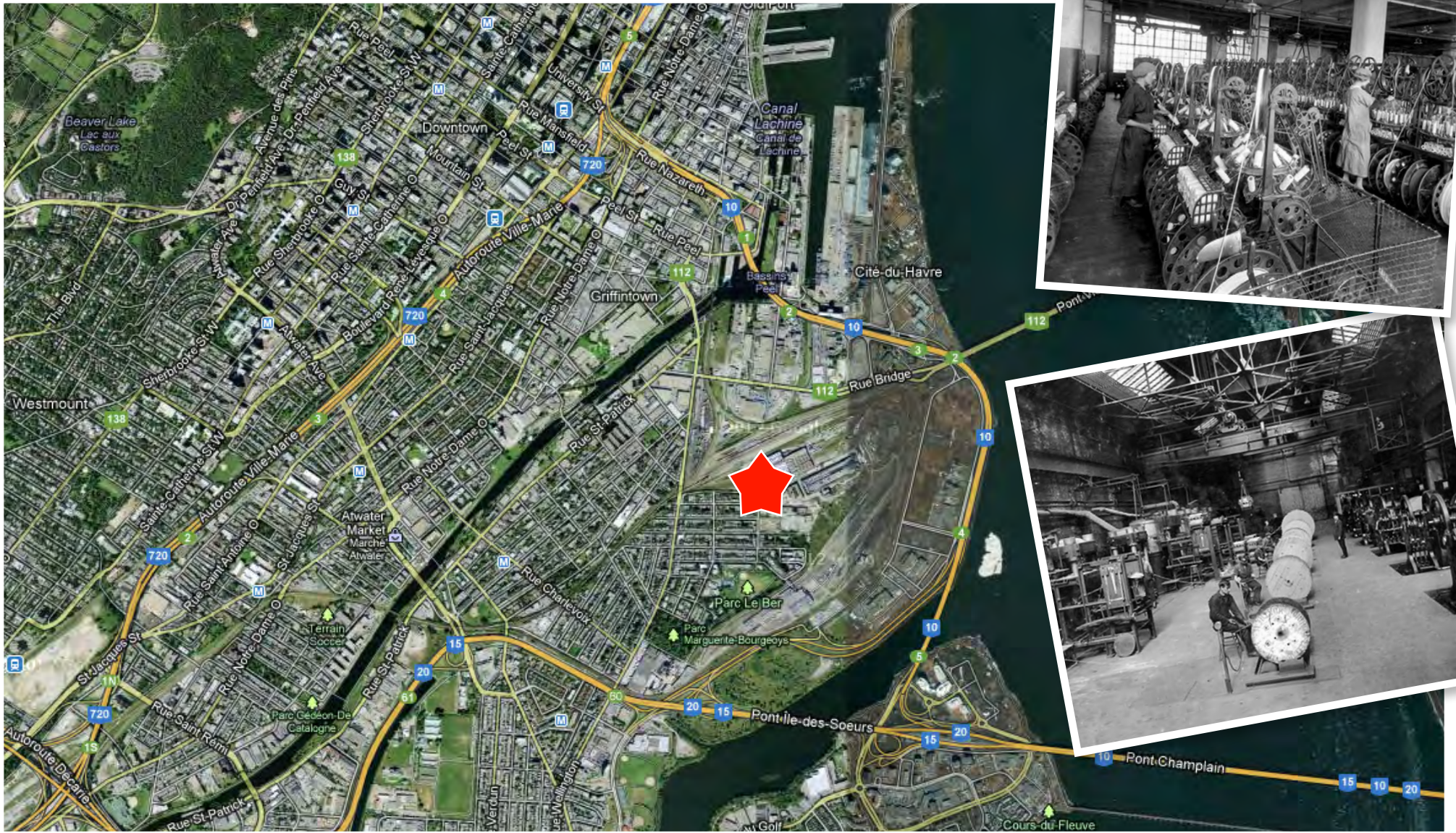
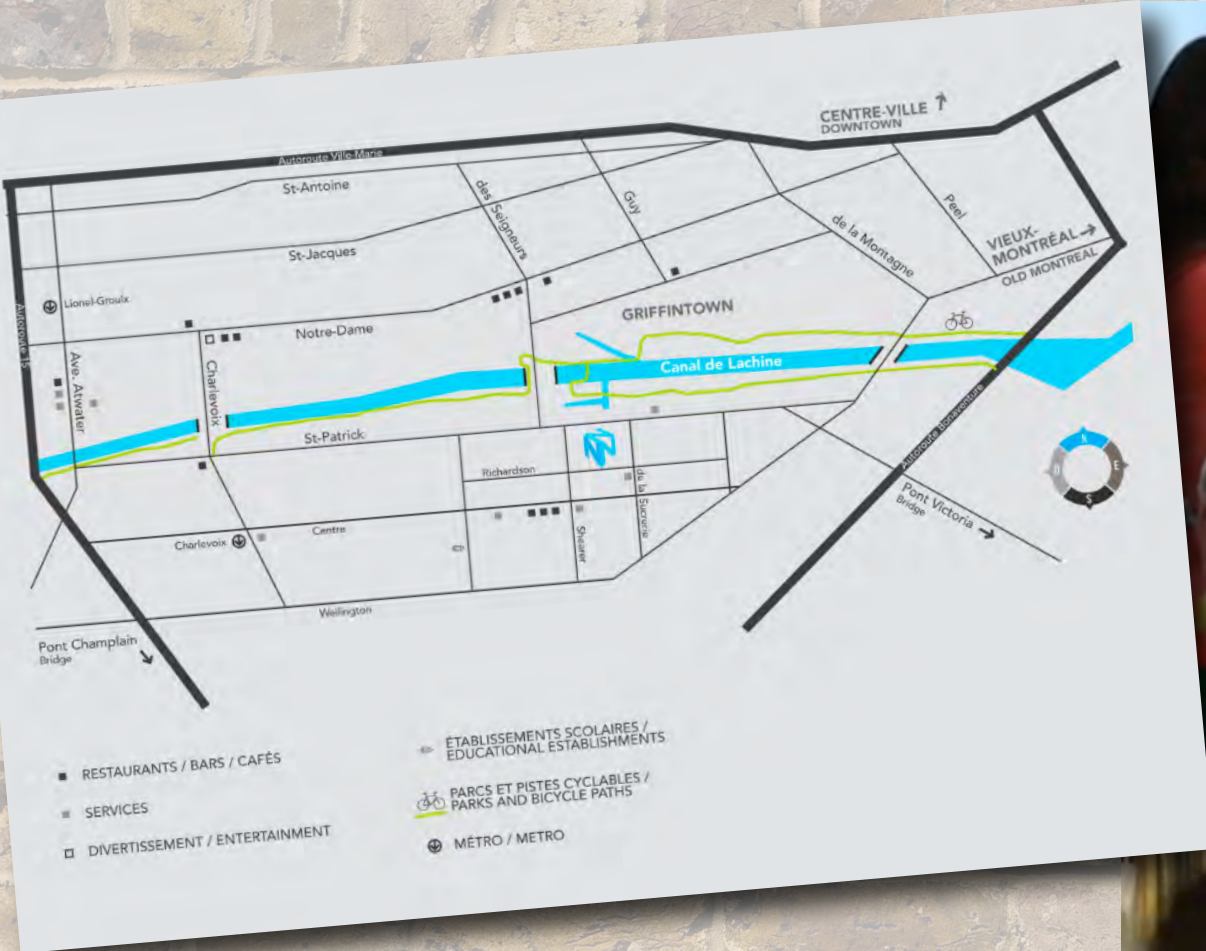


RETAIL OPPORTUNITIES 2014/2015



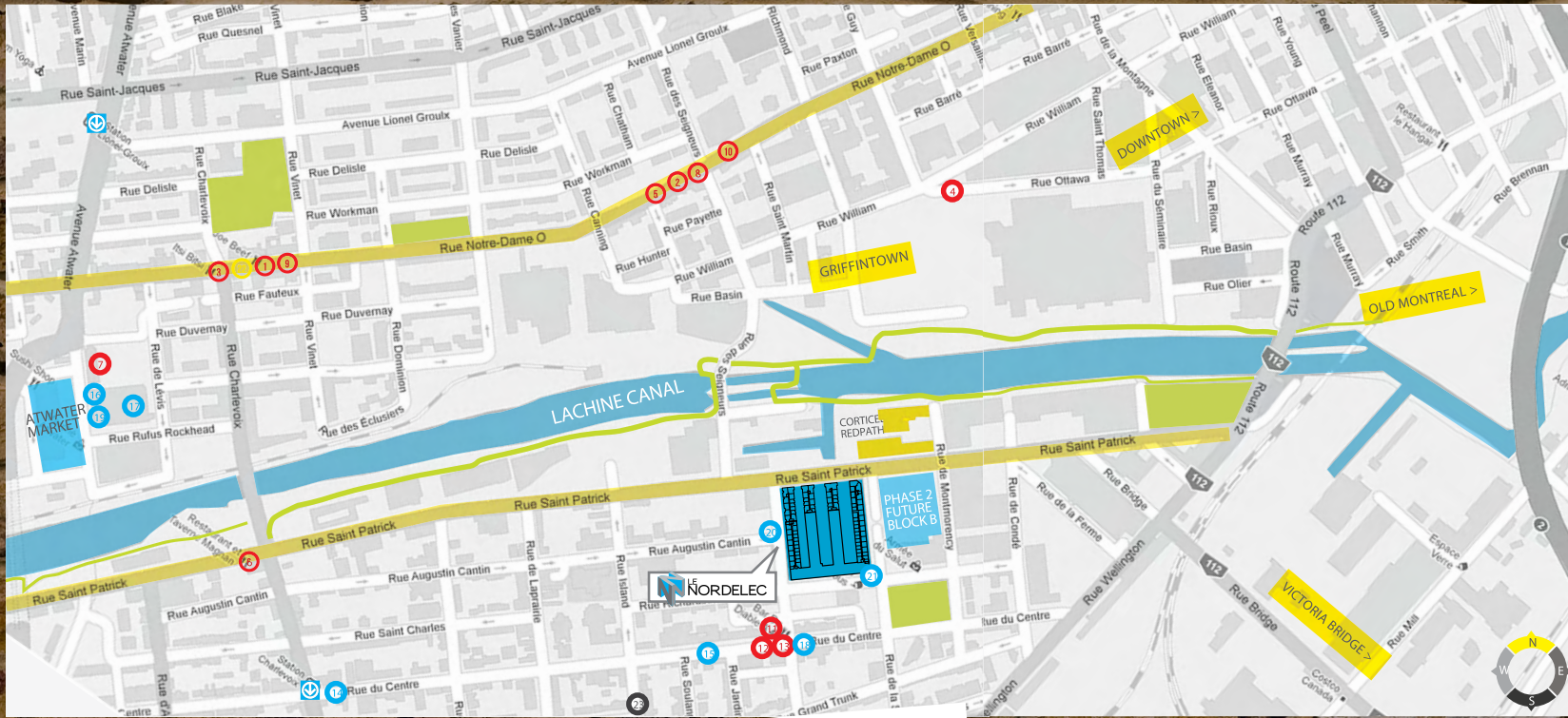


Evolving from its past as the former Northern Electric manufacturing factory, Le Nordelec is an historic edifice and a dominant landmark in Montreal and its neighborhood. The building is located in the borough of Pointe St. Charles, known locally as simply, "The Pointe".

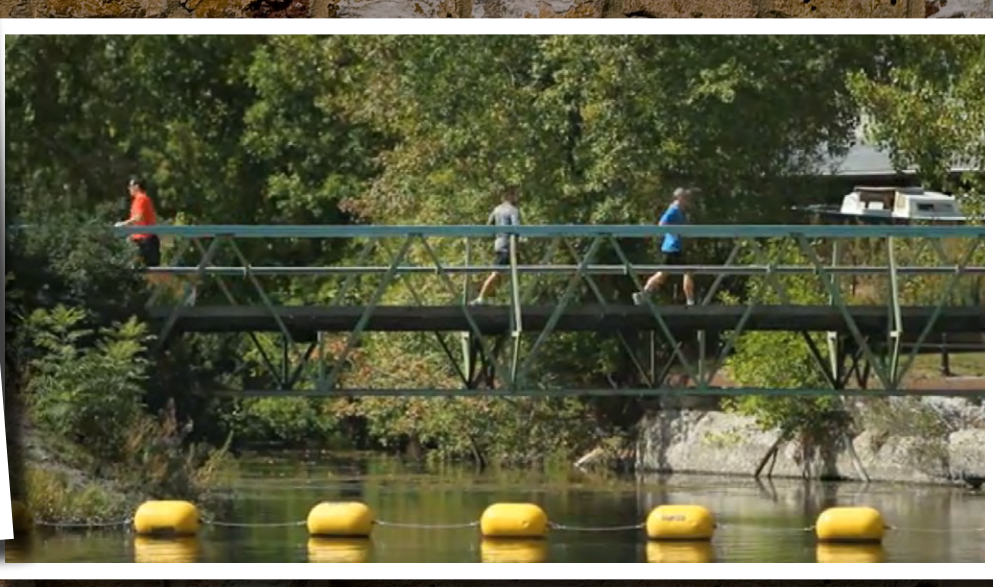


Situated southwest of downtown Montreal, the district is bounded on the north by the Bonaventure Expressway, to the east and southeast by the St. Lawrence River; southwest by the Decarie Expressway and Atwater Avenue; and one block northwest by the Lachine Canal. The Pointe borough is adjacent the Atwater and Griffintown districts.

Le Nordelec is near bike paths, recreational parks, and the Atwater Market with close proximity to Victoria Bridge. Wellington Street offers rapid east/west access in and out of downtown Montreal and Old Montreal, making Le Nordelec a convenient location at which to live, work, shop and be entertained.



- RESTAURANTS / BARS / CAFÉS
 - 1 - JOE BEEF
 - 2 - LE BOUCAN
 - 3 - BURGUNDY LION
 - 4 - BRASSEURS DE MONTREAL
 - 5 - CAFE GRIFFINTOWN
 - 6 - TAVERNE MAGNAN
 - 7 - SUSHI SHOP
 - 8 - AMBIANCE
 - 9 - LE LIMON
 - 10 - BONNYS CUISINE VEGE
 - 11 - LE DIABLE A QUATRE
 - 12 - CANTINA
 - 13 - CAFE DUO
- SERVICES
 - 14 - POINTE-ST-CHARLES CLEANER
 - 15 - POINTE-ST-CHARLES COMMUNITY CLINIC
 - 16 - BRUNET PHARMACY
 - 17 - SUPER C MARKET
 - 18 - GINETTE ST-ROCH DENTAL CENTER
 - 19 - SAQ SELECTION
 - 20 - U.N.I TRAINING
 - 21 - CHEF EN VOUS!
- ENTERTAINMENT
 - 22 - CORONA THEATRE
- EDUCATIONAL ESTABLISHMENT
 - 23 - CHARLES-LEMOYNE SCHOOL
- PARKS
- BICYCLE PATHS
- METRO





Originally repurposed from its manufacturing roots in early 2000's, to incorporate commercial office lofts, the building is currently being transformed to accommodate three floors of residential lofts and, over time, three residential towers. Additional mixed-use development is planned on adjacent properties in future.





Upon completion, Le Nordelec will be home to:

- 1,000 residential units
- 750,000 square feet of office lofts
- 70,000 square feet of shopping dining & entertainment facilities

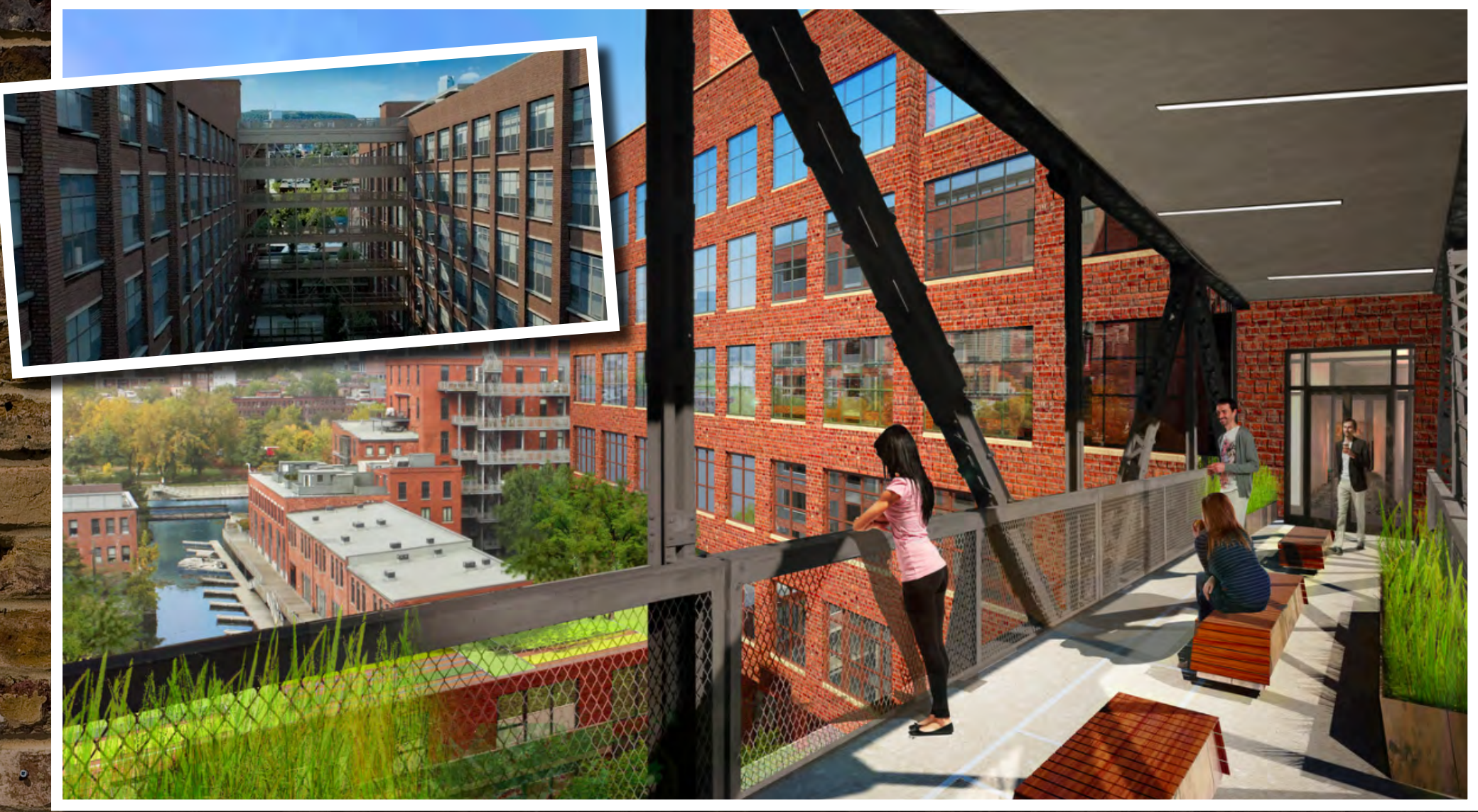
The new condominiums in the Pointe are being purchased by a discerning and affluent consumer demographic whose predictable shopping requirements are not currently satisfied on the south side of the Canal. The increase in the live/work/shop/play population will create a demand for retail shopping, dining and entertainment services on and near site.





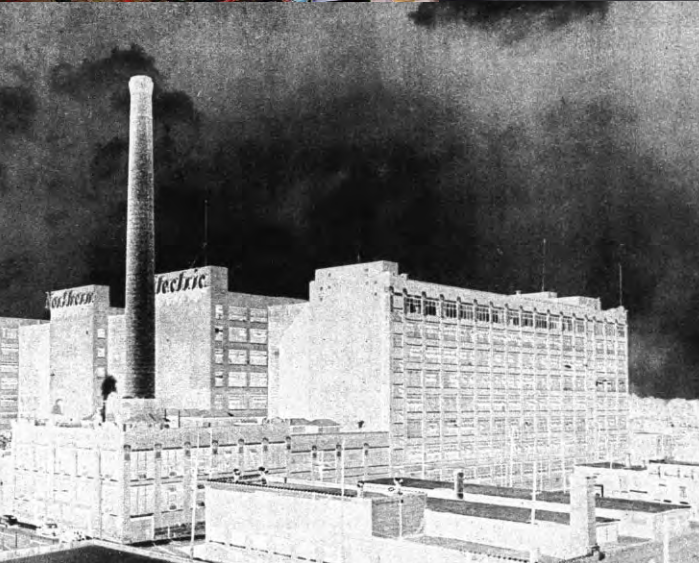
The adaptive re-use of the building melding historic brick structure with modern industrial design; the addition of three new residential towers; the unique open garden courts and the building character all combine to attract new residents and visitors to the area.



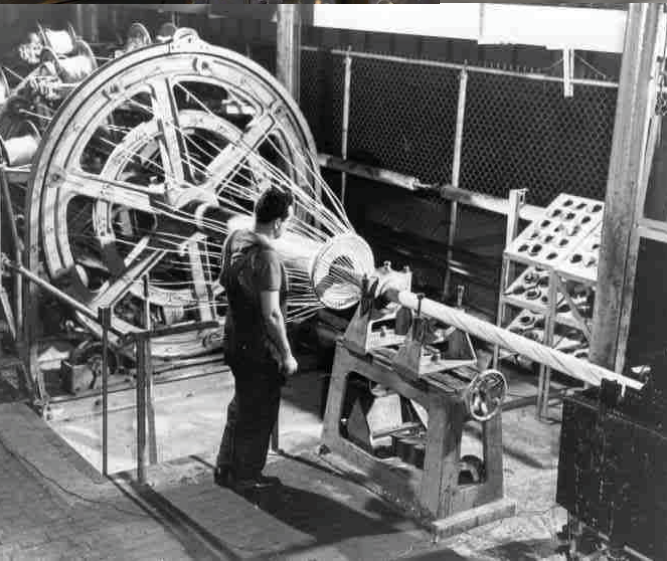


The existing three sky-courts within the Building will be redesigned to promote internal circulation and usage as indoor parks and courtyards. The past historic use of the Building as an economic engine and the manufacturing roots indigineous to the area support a merchandising rationale and direction to accommodate independent producers/distributors on the ground floor who will incorporate a public mercantile offering as part of their business.

The merchandising mix planned for Le Nordelec emerges from its working class past. Today the area is emerging with a new found attitude that recalls the past while looking to the future.



The leasing strategy planned for Le Nordelec is to attract entrepreneurial and innovative designers, restaurateurs and artisans who create or produce all or a majority of their inventory. Our goal is to pay homage to the craftsman and his atelier, within an authentic environment that creates a new vibe within the area.



Our plan fuses old with new, generating an independent attitude with energy and focus based on creativity and historical use. Upon completion, Le Nordelec will be the ideal location for budding artists to establish their livelihood.



LE NORDELEC

SHOPPING, DINING, ENTERTAINMENT AT LE NORDELEC

A grand entrance for the building will be centrally located on Saint Patrick, flanked on either side by restaurants and retail shops having both exterior and interior storefronts which open upon an inner skylit courtyard.

SAINT PATRICK SHOPS AND COURTYARD

The streetfront shops will provide a welcome invitation to enter and explore. The spacious courtyard will permit generous patios and public socialization areas. We anticipate that uses such as a fine food and produce shop with prepared foods; bakery café; micro-brewery; fish-market restaurant; specialty coffee shop and a newsagent.

Within the Courtyard, one could expect to find a range of exciting dining options, fresh and prepared foods, a bakery café and other amenities and conveniences.





The design vision for the retail is to remain true to the historic roots of the building's past and every effort has been made to reflect high quality industrial design.

A main feature of the ground floor plan incorporates a broad pedestrian linear park or galleria which connects the main entrance on Saint Patrick and the Courtyard to the historic Richardson Street entrance. This portion of the building will be repurposed, leaving the original surfaces and structures pretty much "as is".

The raw character of the former manufacturing space will be complemented by industrial style storefronts, designed and installed by individual tenants to express their unique style and personality. The central portion of the linear park will be glass, open to the tower views above.



Shops and ateliers will flank both sides of the Galleria and enliven it with spill out merchandising, terraces and patios. A unique event venue will have the flexibility of incorporating the entire pedestrian street for special events and festivals.

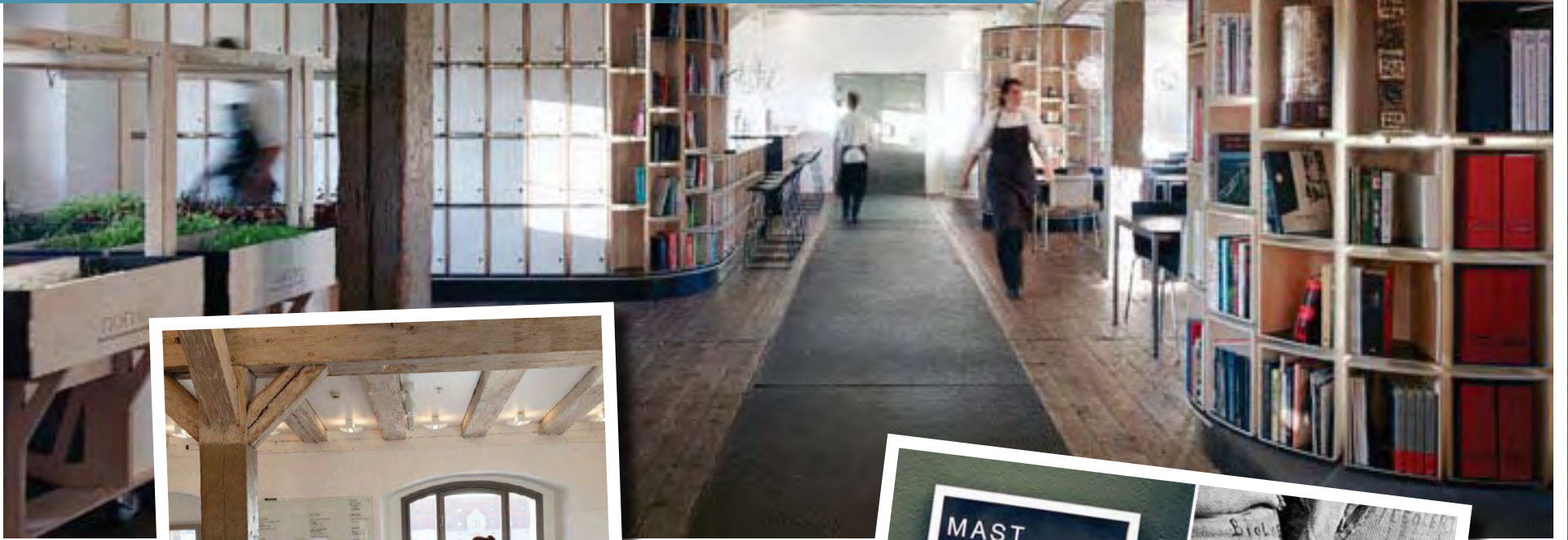


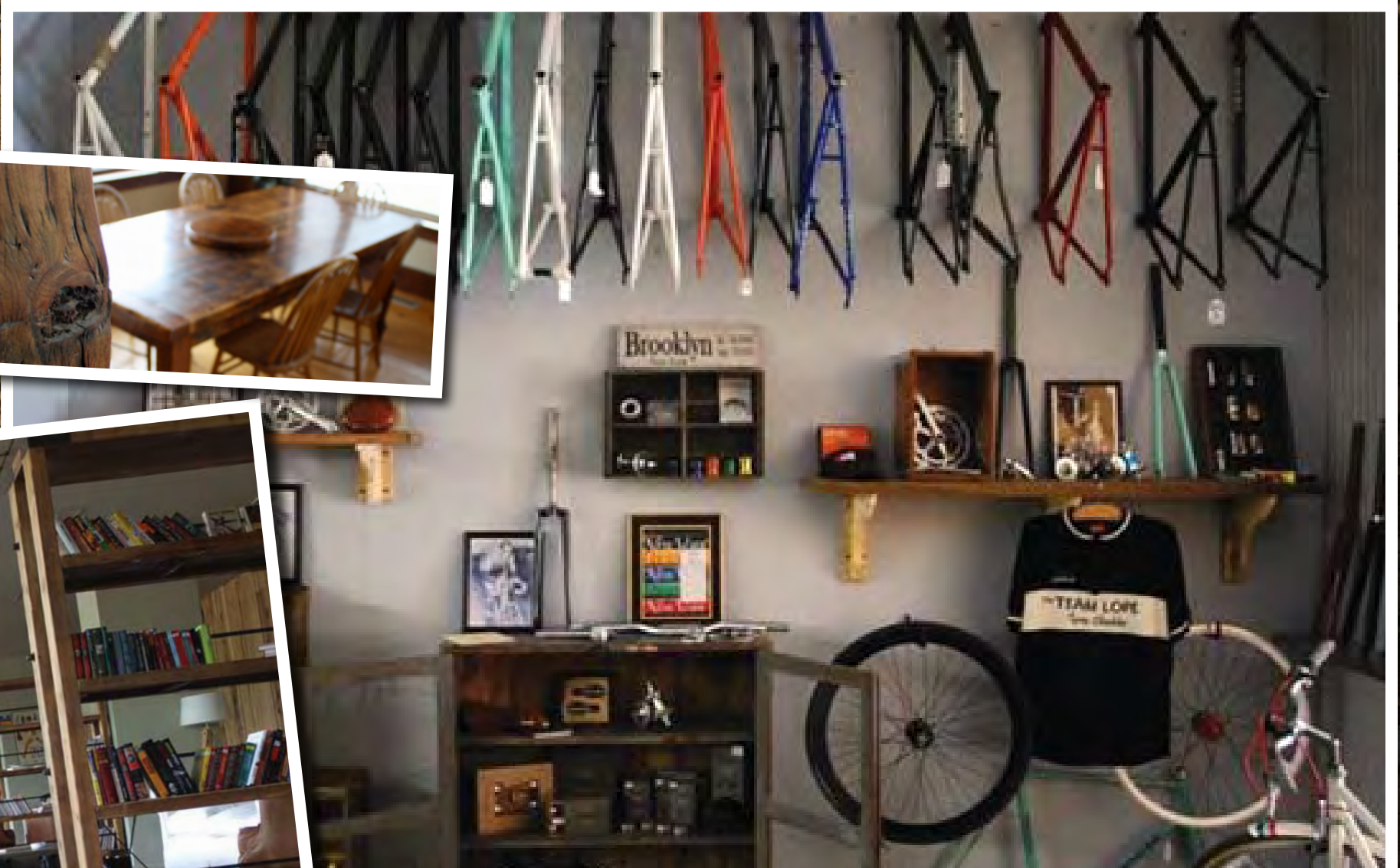
The tenant mix is envisioned to include creative and one-of-a-kind offerings such as:

- Specialty sweet baked goods and cupcakes
- Private label soups and savouries
- Gourmet pet foods



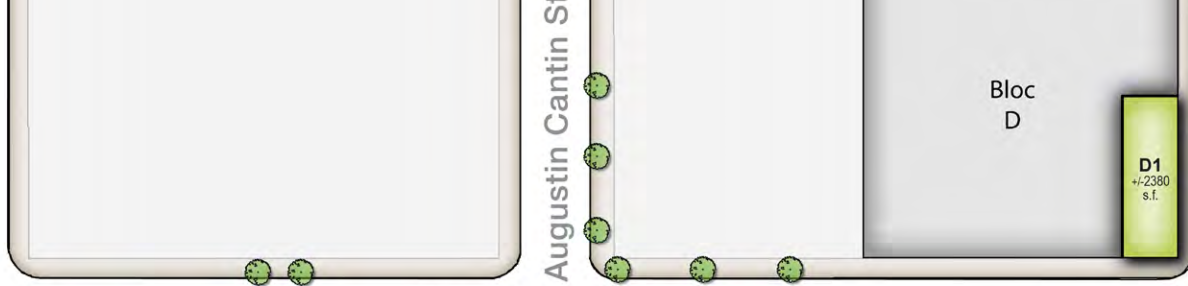
- Interior design and kitchen consultant offering design services with home furnishings retail showroom
- Custom leathersgoods; artisan, with small production line of bags, belts and sandals
- Gourmet pet foods and biscuits commissary, with retail outlet
- Organic micro-chocolate factory



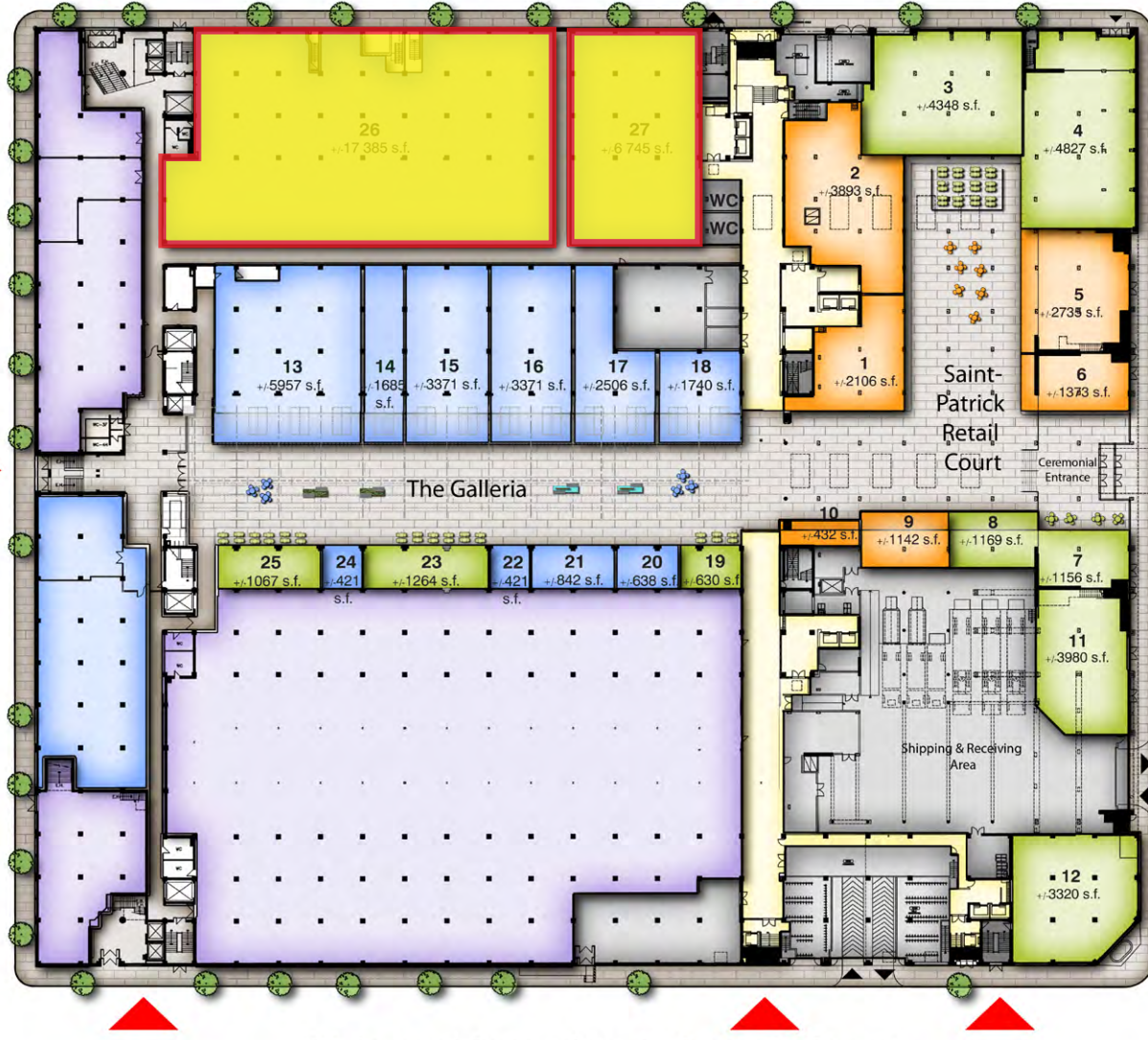


- Wood craft studio offering furniture made from reclaimed wood and found objects
- The Bike Doctor, showcasing high-end, hard to find bicycles and accessories with an interior DIY garage rental and service repair shop, doubles as clubhouse for avid cyclists

The possibilities are endless!



Shearer Street



West of the Galleria space has been allocated for a fitness centre/spa, and on-site day or pet care facility.

Le Nordelec is already one of the largest and most prominent buildings within its neighbourhood. The addition of the residential and commercial density will further increase the influence and dominance of the building in the area. Le Nordelec has the distinct opportunity to become the nucleus for shopping, dining, entertainment and socialization within The Pointe.

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