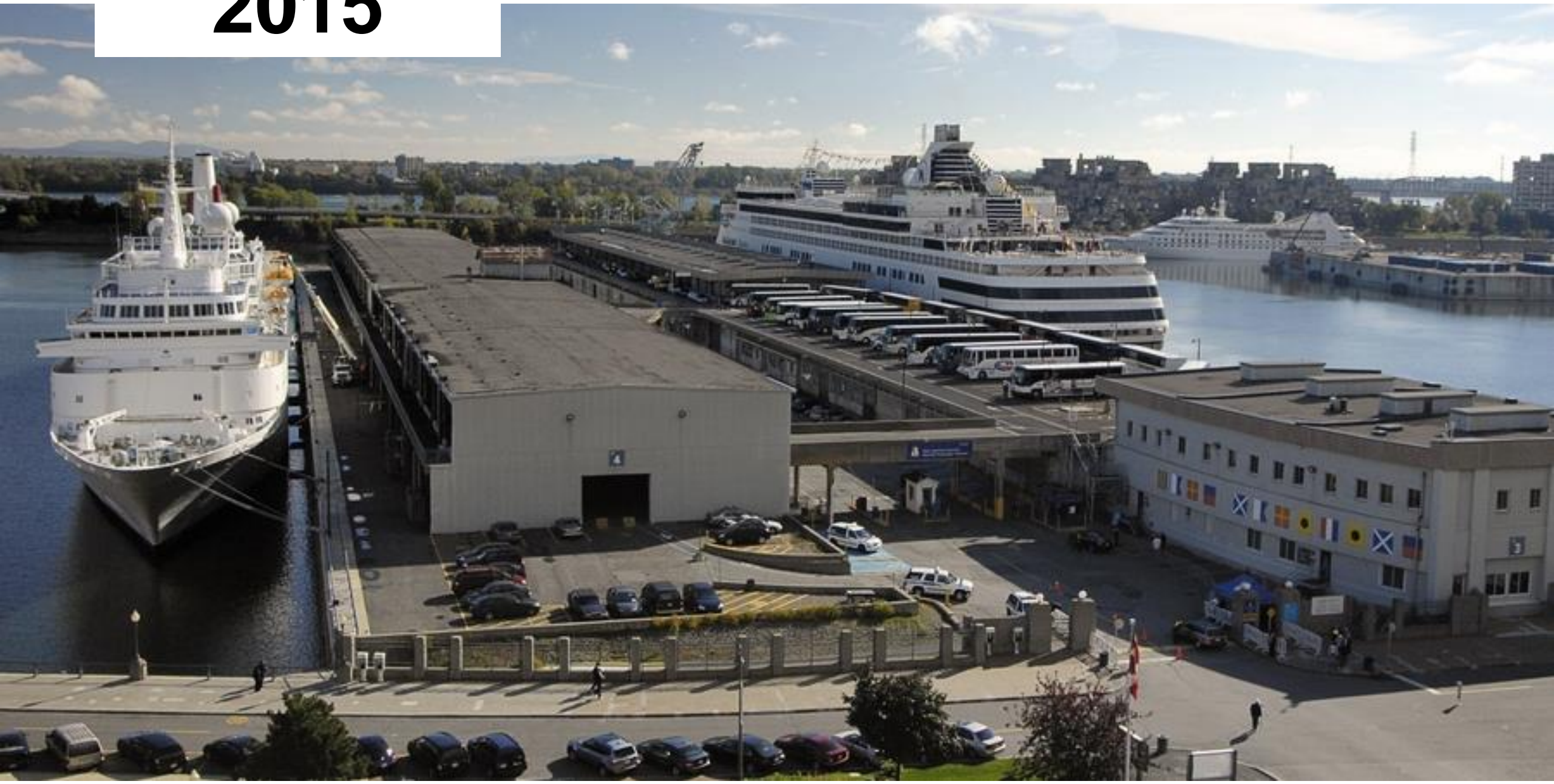


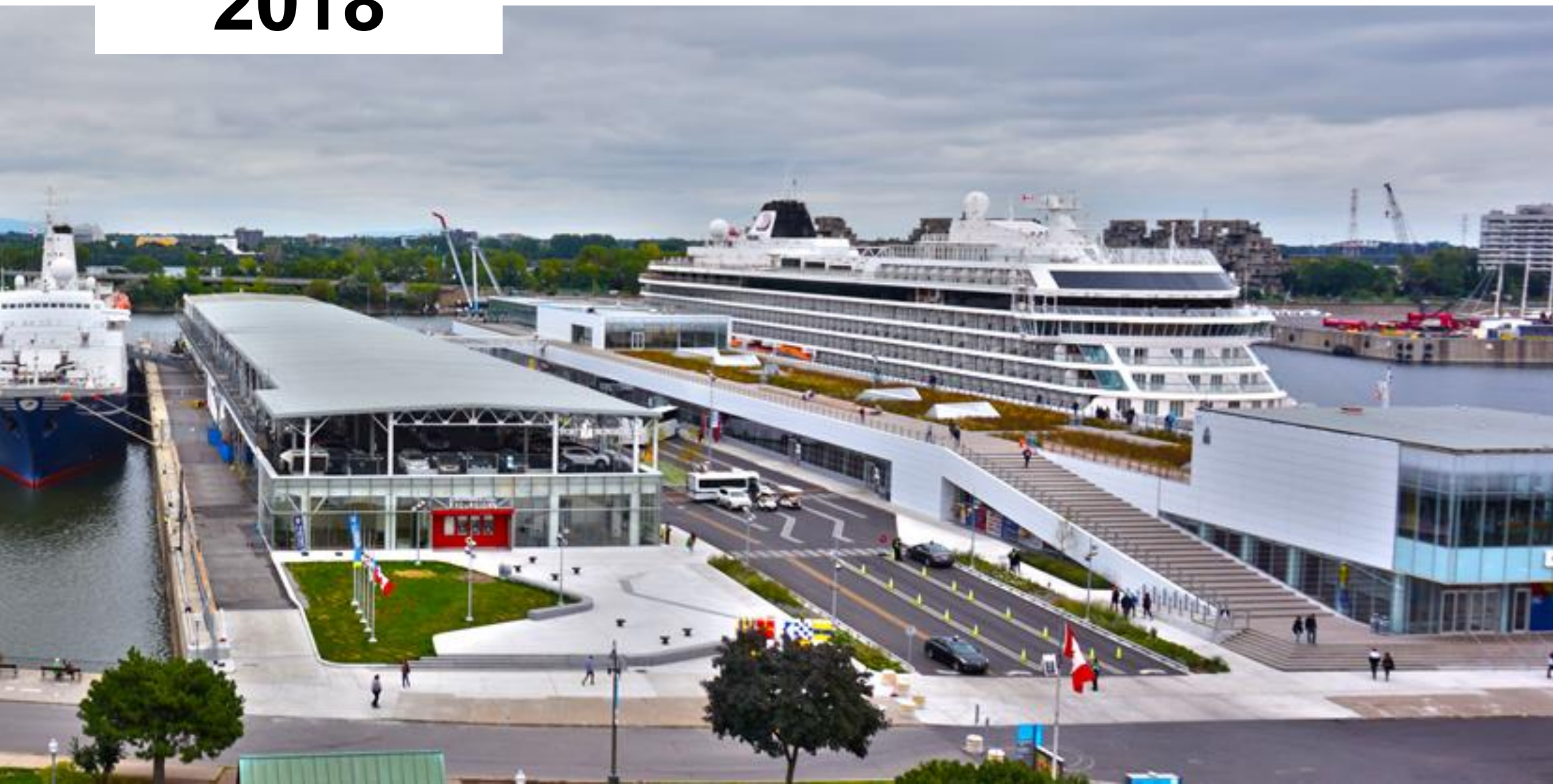


2015



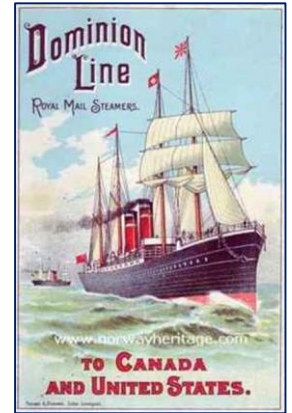
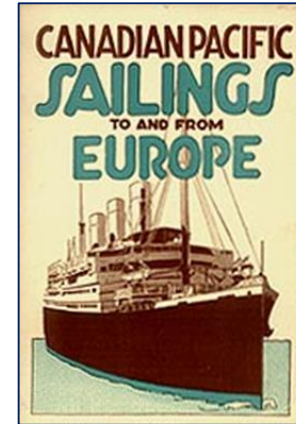


2018



# Context

- Alexandra Pier's history spans over a century. In the early 20<sup>th</sup> century, the site integrated several port activities, including the reception of immigrants and travelers and the transshipment of cargo, as well as facilities that made Montréal the world's largest cereal port. Measuring 305 meters long by 91 meters wide, the pier originally housed four huge, two-storey hangars.
- In the 1960s, cruising became increasingly popular and more and more passengers stopped in Montreal. To welcome them, the Port of Montreal decided to convert the hangars located on the western side of the Pier into cruise infrastructures and those on the Eastern side into parking lots.
- The Iberville Cruise Passenger Terminal was inaugurated in 1967, just in time for the Montreal World's Fair Expo 67.

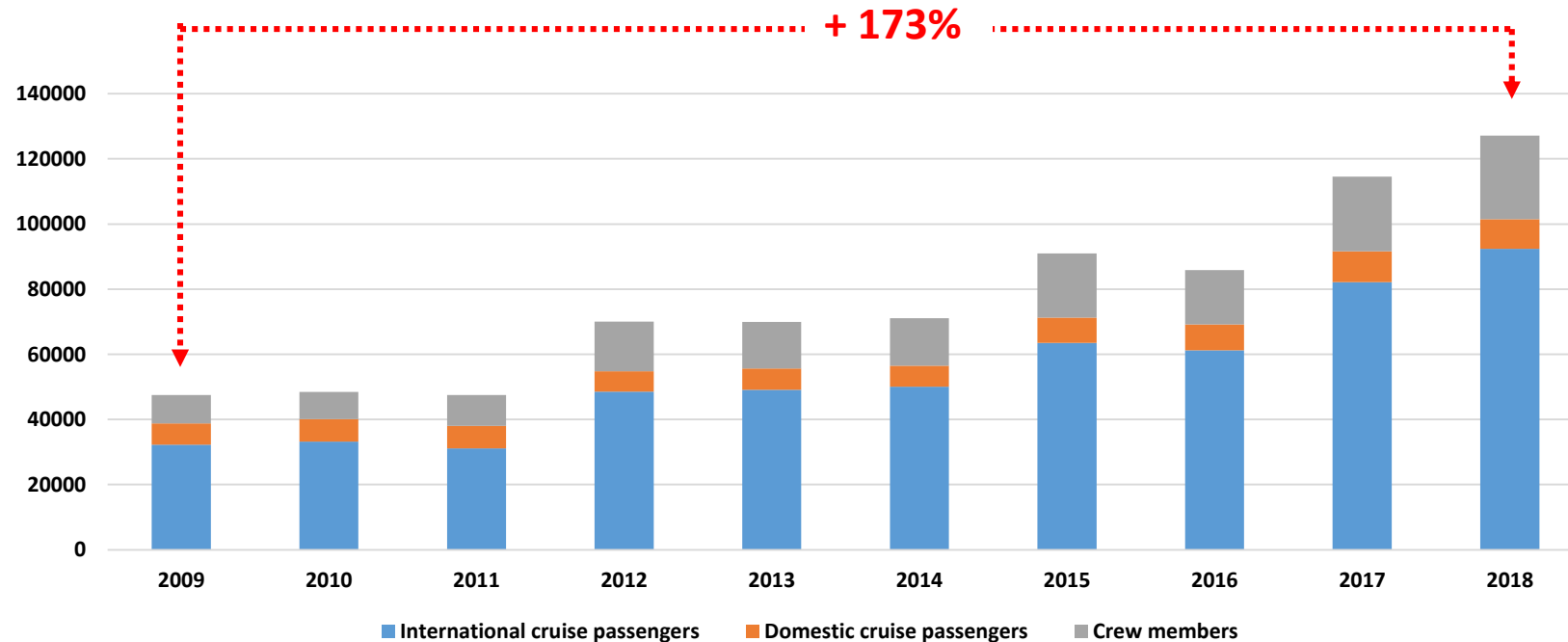




# Context

- In the early 2000s, the cruise market gained momentum. Over the last 10 years, the cruise traffic has increased 173% going from over 47,000 guests to over 127,000 guest in 2018. **To meet the growing demand, the need to fully rehabilitate the facilities became imperative.**

EVOLUTION 2009 – 2017  
(Passengers and Crew Members)



TOTAL	47,534	48,459	47,514	69,992	69,966	71,044	90,989	85,808	114,518	127,087
International calls	26	24	22	35	31	36	56	39	52	65
Domestic calls	17	22	18	16	16	16	16	16	16	16

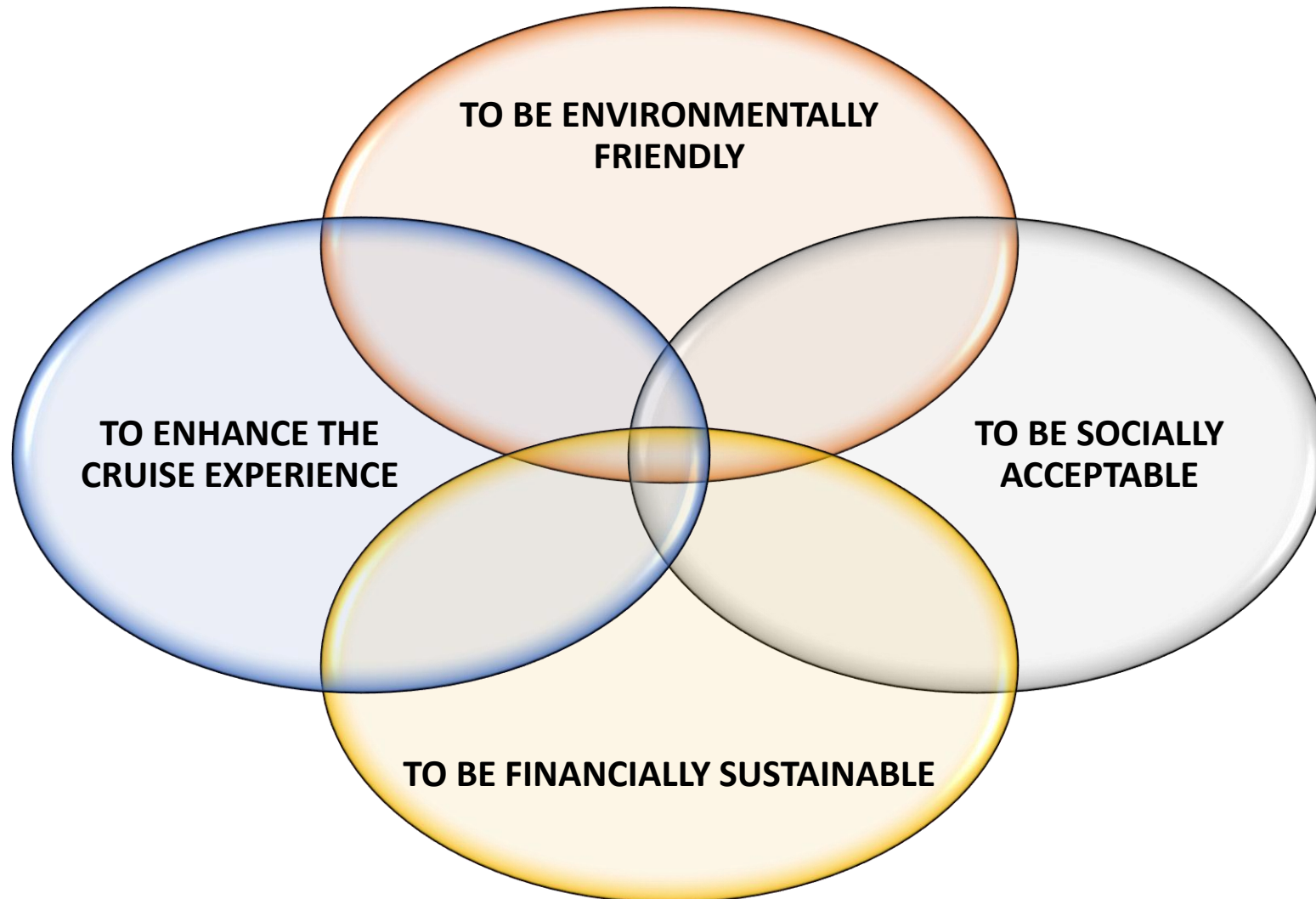
# Options

## 1. Full rehabilitation of the existing facilities



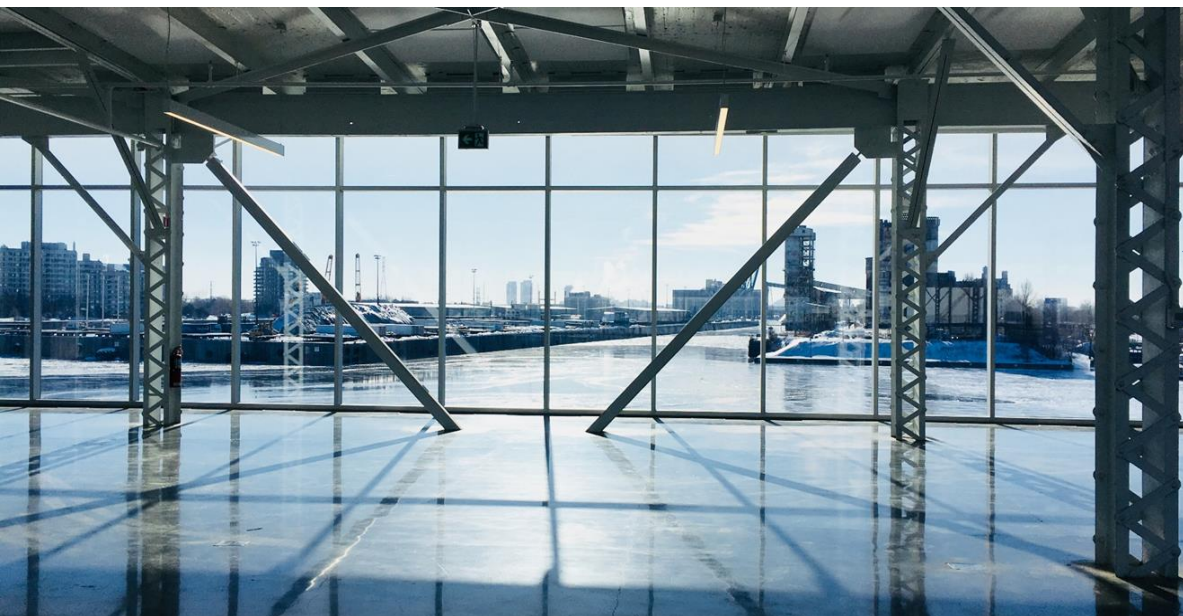
# Options

## 2. Full rehabilitation of Alexandra Pier, including new cruise facilities





# FINANCIAL SUSTAINABILITY





# SOCIAL ACCEPTABILITY



## Promenade d'Iberville

A public promenade on top of Terminal 1 with an immense wooden terrace connecting Old Montreal to the river and allowing the public to have a closer look at the cruise ships during the season

## Summer / fall public activities

- Yoga;
- Cinema Evenings;
- Story telling;
- Dance ....



## Commencement Square

A vast lawn on the edge of the water with Adirondack chairs and hammocks that let Montrealers and tourists fully enjoy the river.

**The Port Center**  
History of Ships exhibition open to the public that relives the milestones in Montreal's rich port history





# ENVIRONMENT



## Green roof

The Promenade d'Iberville has been designed as a green roof with more than 20,000 flowering and aromatic plants, allowing for a substantial decrease in energy consumption in Terminal 1 and GHG emissions.



## Shore power

As part of the rehabilitation of Alexandra Pier, the Port has integrated a new substation on the premises allowing cruise and wintering ships to be powered dockside by electricity, leading to a reduction in GHG emissions.

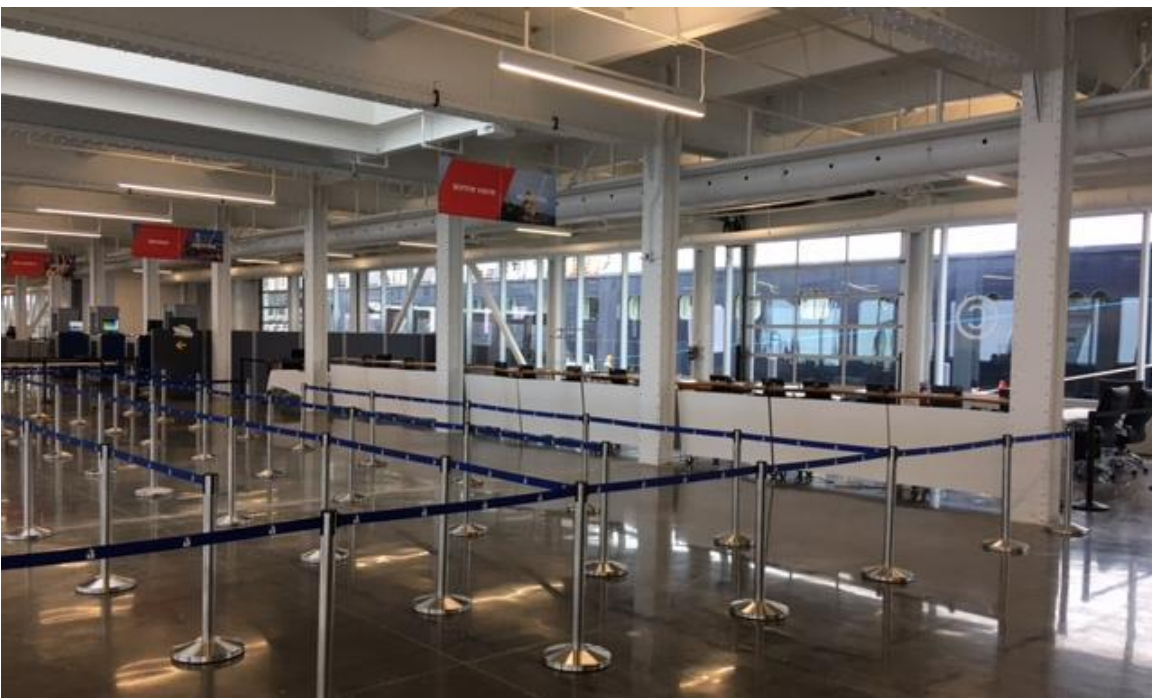
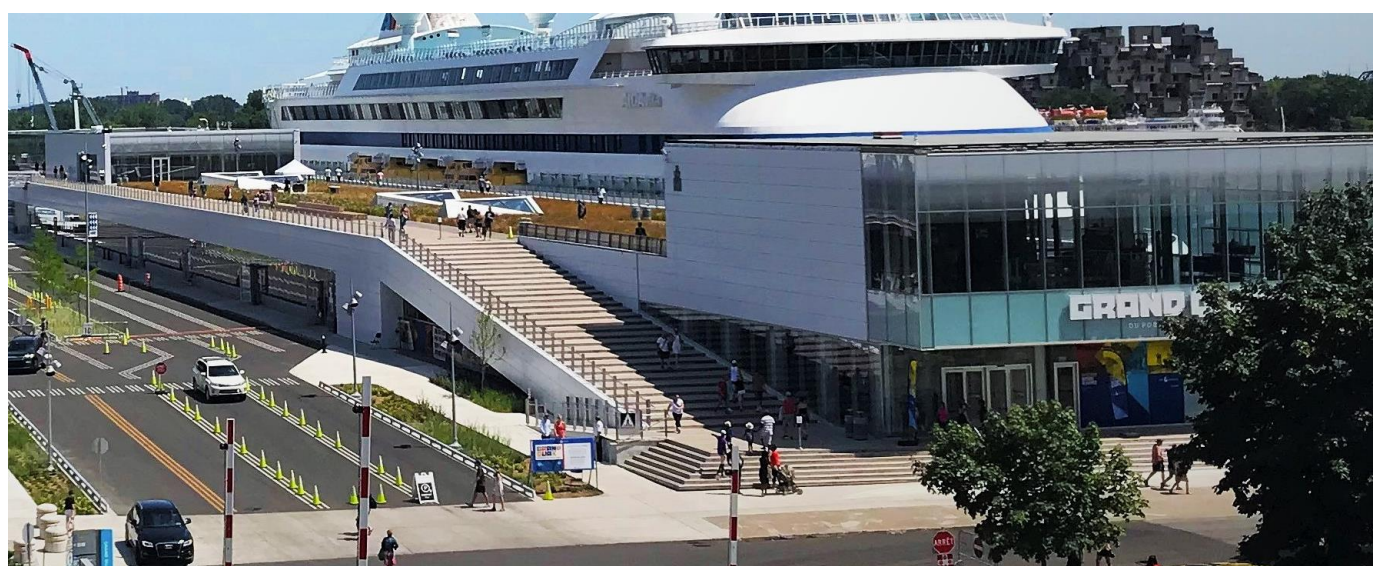


## Black / grey water disposal

As part of the rehabilitation of Alexandra Pier, direct connection to a sanitary sewer for disposal of grey and black water has been integrated on both berths.



# CRUISE GUESTS' EXPERIENCE





# THE FINAL TOUCH (2021)





