

## Urban-format Provigo to open near Bell Center

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MONTREAL, QUE. : SEPTEMBER 1, 2011--The mixed-use Avenue project, to be located on the parking lot facing the Bell Centre, will have condos and office space.

Looks like all those young professionals moving into one of the condo towers around the Bell Centre will really be able to go shopping in their pajamas.

Provigo will be opening a new 25,000 square foot, urban-format store on the ground floor of the L'Avenue mixed-use condo tower.

"It will be more high-end, more of an urban-fit store," said L'Avenue builder Michael Broccolini,

"It's part of the re-branding that they're doing."

L'Avenue has a total of 40,000 square feet of retailing space in the project. Other towers, including the sold-out Tour des Canadiens and Roccabella also plan to include ground-floor retailers, including a restaurant modeled on the Real Sports concept from Toronto.

Once a fixture in suburban malls and power centres, retailers are now opening smaller, urban-format stores in condo developments. It's a symbiotic relationship, where retailers are simply following their clientele of young professionals and students – many of whom are either buying, or renting downtown condos.

Earlier [this year](#), Montreal Mediterranean food chain Adonis opened a new urban-format store at the Seville condo project downtown, while the posh 5 Saisons grocer opened in a high-end condo building.

*On November 16 and 17, Broccolini will be holding a pre-construction event at the L'Avenue site.*