

MY BUSINESS

A newsletter for the merchants of Plateau-Mont-Royal / volume 1, number 2 | Fall 2016

A VISION FOR THE ECONOMIC DEVELOPMENT OF THE PLATEAU



Major projects in the pipeline P.4 and P.5



Jean-François LeBlanc

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MAJOR PROJECTS IN THE PIPELINE FOR LE PLATEAU



Once again it is a pleasure to directly address the business community of the Plateau-Mont-Royal which I have been proud to represent as mayor for nearly seven years. The goal of this publication is to provide information on different aspects of the commercial life of our borough. It cannot cover everything or answer all questions, so please don't hesitate to contact us if you need other information. You can call or e-mail our economic development officer, contact us through our Facebook page, dial 311 or visit the *Bureau d'accueil*.

In this edition, we will present to you some of the major projects planned for the borough in order to illustrate the direction in which the Plateau is headed and, in particular, to allow you to evaluate the commercial opportunities these projects might offer.

You will note that many of our efforts are based on a desire to make the Plateau ever more attractive. A systematic and ambitious beautification campaign in recent years has already borne fruit; the Plateau has become the third most popular tourist destination in Montreal. We have been beautifying and greening the borough street corner by street corner, with dozens of curb extensions, hundreds of new trees, original street furniture, more street sweeper litter patrols and the renovation of many parks and public spaces. In the coming years, we will continue these initiatives while at the same time focusing our energies on more significant projects which will firmly establish the Plateau as a must-see neighbourhood for visitors from Montreal, as well as elsewhere in the province, Canada and around the world. More details on these projects can be found in the following pages.

To mention just one here, we are moving forward with planning the redevelopment of the eastern Plateau with the aim of creating, east of D'Iberville Street, an employment hub as attractive to investors as that of Mile End, which has become one of the most dynamic job poles in all of Canada. If we succeed in the east of the Plateau as we did in Mile End, thousands of jobs stand to be created.

Finally, even if the property assessments have just been reviewed, we will continue to pressure the central city to grant property tax relief to businesses on streets which are undergoing significant rebuilding or other work. We will also continue to push for a lower tax burden for small independent shops compared to much larger stores including big box stores.

Enjoy your read!

Luc Ferrandez

CONTACT THE BOROUGH'S ECONOMIC DEVELOPMENT OFFICER TO:

- get advice and references for resources on entrepreneurship;
- learn about the different financial aid programs available to business people;
- understand the economic dynamic of the borough;
- get assistance in the presentation and follow-up of requests made to municipal bodies.

ville.montreal.qc.ca/plateau/affairesconomie

Your economic development officer is:

Vanessa Huppé-Hart

affaires.plateau@ville.montreal.qc.ca

A USEFUL RESSOURCE PME MTL CENTRE-VILLE



Professional services available to private businesses and social economy enterprises on the Plateau; consulting advice, business tools and financing for starting or growing a business.

PME MTL CENTRE-VILLE

630, Sherbrooke Street West, suite 700, Montreal (QC) H3A 1E4

514 879-0555 | info.centre@pmemtl.com

/PMEMTLCentreVille | pmemtl.com

NEWS FROM YOUR MERCHANTS ASSOCIATIONS

Saint-Denis Street



Helena Volès

The *Société de développement commercial rue Saint-Denis* is an association dedicated to the economic development of the commercial artery between Roy and Gilford streets. It wants to unite its members in a community of involved, active business people. The sharing of ideas and the search for solutions aimed at revitalizing St-Denis street are its mandate and its raison d'être. Infrastructure reconstruction work has ended and the street is already rebounding with the arrival of several new, quality businesses. Thanks to the support of many partners, the SDC has an action plan responding to the artery's needs and has developed the necessary tools to show off its distinctive character. Composed of an entirely new, dynamic team motivated to make St-Denis a compulsory destination, everything is in place for a glorious renaissance for this prestigious street.

Mont-Royal Avenue

The *Société de développement de l'Avenue du Mont-Royal*, founded in 1985, represents the 475 businesses between St-Laurent and D'Iberville. Its mission is to highlight the many assets of the street such as the diversity and talents of its artisan merchants, its cultural and artistic dynamism, its heritage architecture and its cool but accessible and human ambiance. In this spirit, Pavé Poésie and RU (Urban Reappropriation) were created in 2016. These hugely successful events brought a cultural and artistic flavour to Mont-Royal's commercial street fairs, which in 2016 were the most attended on record.



Jean-François LeBlanc

Saint-Laurent Boulevard

The *Société de développement du boulevard Saint-Laurent* is proud to participate in the economic and cultural development of Plateau-Mont-Royal, most notably through its support of the MURAL public art festival. The closing of St-Laurent Boulevard for 11 consecutive days in both 2015 and 2016 helped attract more than 1.15 million visitors each year. This audacious initiative brings enormous numbers of shoppers to the boulevard and its merchants and encourages the public to visit the commercial artery all year long.



CONTACT YOUR MERCHANTS ASSOCIATION:

Saint-Denis Street
ruesaintdenis.ca
514 563-0697
info@rue-st-denis.ca

Mont-Royal Avenue
mont-royal.net
514 522-3797
info@mont-royal.net

Saint-Laurent Boulevard
boulevardsaintlaurent.com
514 286-0334
info@sdbsl.ca

Prince-Arthur Street
514 817-4125
leo@onoir.com

Duluth Avenue
avenueduluth.ca
514 843-4356 poste 226
amenagementduluth@
maisondelamitie.ca

Mile End
514 507-1689
info@mile-end.com

Laurier Avenue West
laurierouest.com
514 572-1212
info@laurierouest.com

MAJOR PROJECTS AND INVESTMENTS ON THE WAY

Saint-Viateur East



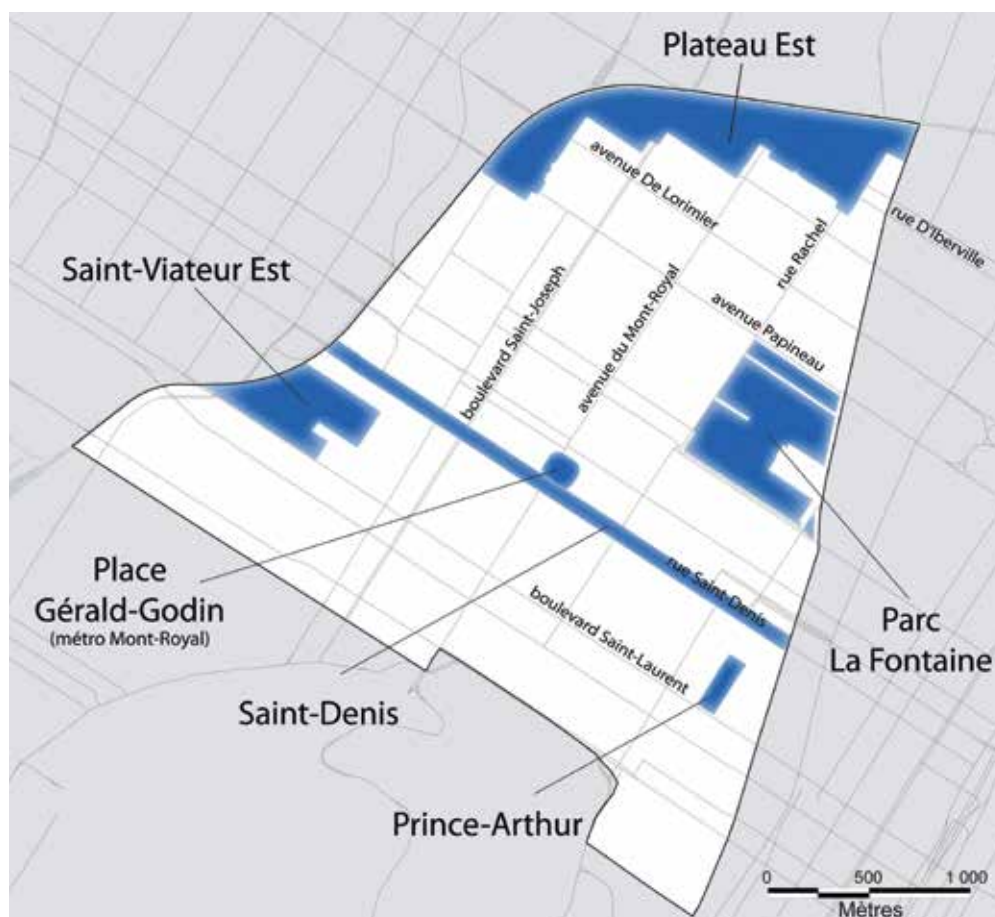
The redevelopment of the St-Viateur east sector aims to put in place urban infrastructure to open up the area and permit easier access and movement by foot, bicycle and public transport. The project includes, among other elements, the creation of a nearly-completed pedestrian and bike corridor between de Gaspé and Henri-Julien, a pedestrian promenade on the axes of Alma and du Carmel streets, as well as the narrowing and beautification of Henri-Julien, between Maguire and the railroad tracks. For more information:

ville.montreal.qc.ca/plateau/stviateurest.

Place Gérald-Godin

After the *Imaginons la place Gérald-Godin* consultation, carried out by the borough in 2015, the STM tabled a project to rebuild the entrance to the metro in 2017. Following this work, Le Plateau-Mont-Royal will proceed to overhaul and enlarge the surrounding public square. For more information:

ville.montreal.qc.ca/plateau.



Saint-Denis



Following the infrastructure work on St-Denis, between Duluth and Marie-Anne, which wrapped up this fall, a public consultation will be launched to rethink the street's design and function. This will examine the entire length of the street in the Plateau, from Sherbrooke Street to Rosemont Boulevard. For more details, subscribe to our newsletter: ville.montreal.qc.ca/plateau/infolettre.

Prince-Arthur East



The pedestrian stretch of Prince-Arthur Street, between Saint-Laurent Boulevard and Laval Avenue, will be completely overhauled in the context of the 375th anniversary of Montreal in 2017, with a new, multifunctional public plaza, a major piece of sculpture and many new trees. For more information: ville.montreal.qc.ca/plateau and click on Travaux.

Plateau East



Following on the report of the Public Consultation Office of Montréal (OCPM) in April 2015, the borough is now working on the development of special urbanism plan for the Plateau East employment hub, in collaboration with diverse stakeholders in the area. The planning vision aims at the regeneration of this employment sector by consolidating its economic vocation while nurturing work, study and lifestyle possibilities which are more complete, dynamic, sustainable and supportive, where a mix of local functions co-habit harmoniously. For more details, ville.montreal.qc.ca/plateau/plateauest.

Parc La Fontaine

Consultations on the future of Parc La Fontaine took place in 2016 and a master plan for the park will be tabled in 2017, which in turn will bring major investment and features to the park in the following years. The different projects, both structural and in terms of animation, will almost certainly increase the number of visitors to this already popular destination of the neighbourhood and beyond.



THE PLATEAU IN NUMBERS

8,1 km²

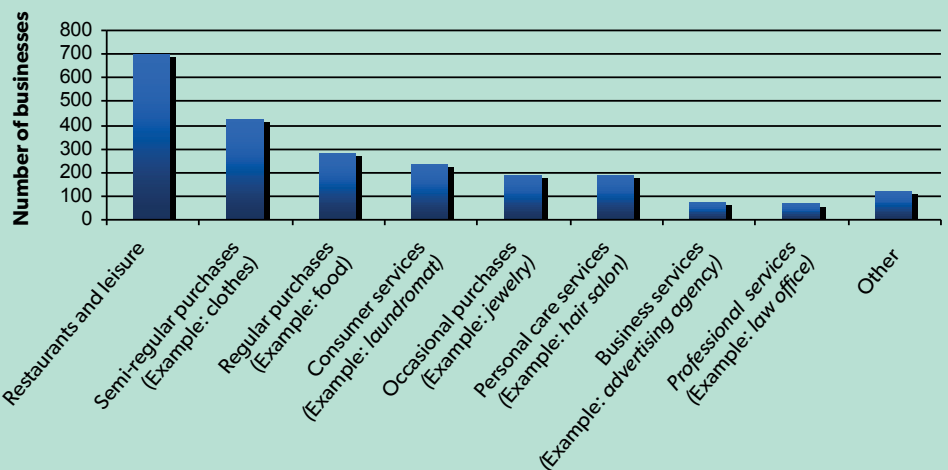
100 000 residents

100 000 visitors per day

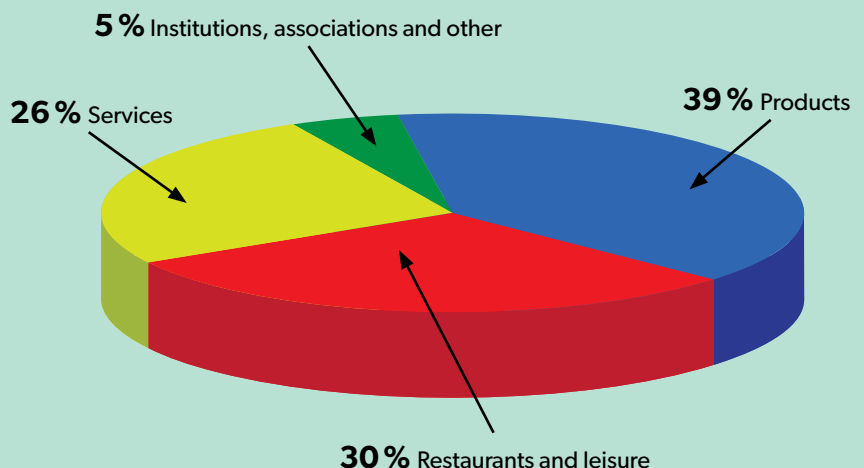
**6 700 businesses, including
2 600 store fronts**

**59 000 jobs, including
9 000 self-employed workers**

TYPE OF BUSINESS



COMMERCIAL MIX





SAINT-DENIS UNDER CONSTRUCTION

Underground infrastructure work on the street finished ahead of schedule, in late September 2016.

PR@M ARTÈRES EN CHANTIER

Through its merchants association, St-Denis street is benefiting from the PR@M – artères en chantier program. This program finances studies on the potential for revitalization of the street as well as the hiring of staff. Funds for the renovation of building façades and for improving commercial space are also available for owners and renters alike on St-Denis between Roy and Gilford streets.

FOR MORE INFORMATION ON THE PR@M
– ARTÈRES EN CHANTIER PROGRAM:
<http://bit.ly/PramArteres>

Contact:
Mathieu Lemay
Chargé de projet et service aux membres, SDC Saint-Denis
514 563-0697
projets@rue-st-denis.ca



INTERACTIVE MAP

On a single map, in the blink of an eye, you can now consult the borough's zoning rules, its parking sectors, the garbage and recycling days, its commercial arteries, its green alleys, its heritage buildings... and much, much more.

ville.montreal.qc.ca/plateau/carteinteractive

REVIEW OF THE PROPERTY TAX

ASSESSMENT ROLL 2017-2019

The assessment roll was reviewed in September 2016.

For more information go to

<http://bit.ly/RoleFoncierMontreal>.

MONTREAL'S NEW PARKING POLICY

The City of Montreal adopted a new parking policy in August 2016, the guiding principle of which is « to assure a balanced supply of parking to improve citizens' quality of life and assure economic vitality, all the while reducing dependence on the automobile and its impact on the environment. »

The Transport Commission of the City of Montreal tabled its recommendations on April 14, 2016 after public consultations held over the winter.

For more details, visit

<http://bit.ly/PolitiqueStationnement>.

TIDINESS AND GRAFFITI



With a budgetary envelope of \$400,000 in 2016, the battle against graffiti on the commercial arteries of the Plateau-Mont-Royal has never been as intense as it is now. The cleaning of lamp posts and parking payment stations on St-Laurent and Mont-Royal is also underway. To request cleaning of a wall or installation visit ville.montreal.qc.ca/plateau/graffitis.



Litter collection on the Plateau has also never been as efficient or as well-funded and will be prolonged into the winter months thanks to a total budget of \$190,000. This initiative is possible thanks to partnerships with social reinserion groups dedicated to getting at-risk youth and others into the employment market.



Jean-Francois LeBlanc

ACTION IN THE EAST

MONT-ROYAL AVENUE EAST

While the special urbanism plan for the Plateau East employment hub is being finalized, the Plateau-Mont-Royal borough undertook, with the Mont-Royal merchant community, a series of initiatives for the street, east of De Lorimier. These included:

- A temporary work of art on the scaffolding of the Caserne 26 fire station;
- The creation of the Franchère garden on an empty lot;
- The building of a giant *placottoir* terrace with a public piano and entertainment;
- The beautification of Valentin-Jautard place.



In recent months, the borough launched a campaign to promote tidiness and neighbourliness with the intention of reminding residents of the correct days and time to put out their garbage, and urging them not to pile it in planted areas (curb extensions, trees and flower beds). The campaign also hopes to reduce the number of bikes that are locked to trees and

remind residents that they should respect their neighbours' peace and quiet.

For more information: ville.montreal.qc.ca/plateau/proprete



ACTIVITIES on our commercial arteries

FALL 2016 - WINTER 2017

TORCHLIGHT PARADE

MONT-ROYAL AVENUE

December 3



Festivities and entertainment during the holiday season.

A parade along Mont-Royal avenue which wraps up by the pond in Parc La Fontaine.

mont-royal.net

HOLIDAY SEASON ENTERTAINMENT

SAINT-LAURENT BOULEVARD

Friday December 16 and 23

Saturday and Sunday, December 10, 17 and 18



Sidewalk street performers: mascots and jugglers will liven up the sidewalks between Sherbrooke and Mont-Royal.

boulevardsaintlaurent.com

SANTA'S SLEIGH RIDE

LAURIER AVENUE WEST

December 16, 17, 18 and 22
from 12 h to 17 h



Festivities and entertainment during the holiday season!

laurierouest.com

CHRISTMAS MARKET

PRINCE-ARTHUR EAST

December

2nd edition



Festivities and entertainment during the holiday season. Sales of Christmas trees, local artisans, hot wine.

carrefouralimentaire.org

TAVERN TOUR

AVENUE DU MONT-ROYAL

Winter 2017

2nd edition

Unconventional rooms which make for unpredictable evenings.

mont-royal.net

FROM ART TO ART

SAINT-LAURENT BOULEVARD

March 4

3rd edition



Guided tours of the murals and historic places along the Main for *La Nuit Blanche*. Leave from Station 16 at 19 h.

boulevardsaintlaurent.com

Visit the *Affaires et économie* section of the Plateau-Mont-Royal borough's website:

ville.montreal.qc.ca/plateau/affaireseconomie

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