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Physical development that boosts the core economy
A matter of image and pride

Socioeconomic revitalization of the downtown

- A holistic approach that must combine the economy, animation, promotion and improvement of the living environment

Socioeconomic development requires actions on several fronts:

- Discussion and cooperation between the stakeholders
- Goods and services for the citizens
- Sociocultural living, promotion of the area, communication
- Physical identity, image and the environment

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The challenges of revitalization

- Build a climate of consultation and cooperation as part of a winning partnership
- Improve economic vitality and versatility to better meet the needs of “clienteles”
- Make for a more lively sector, promote it and make it a living environment
- Improve the cachet of the housing stock and the natural setting.

A winning partnership (clockwise)

- Regional organizations
- SDC, Association, Chamber of Commerce
- Cultural and social organizations
- Economic organizations (CLD, SADC, etc.)
- Citizens
- Elected officials and public servants
- Business people, business owners

REVITALIZATION COMMITTEE

APPROACH

Organization

Diagnosis: (perception and facts)

Revitalization scenario

Strategies and priorities

ECONOMIC DEVELOPMENT

ANIMATION AND PROMOTION

PHYSICAL IMPROVEMENTS

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Economic development strategy

Development: Tourism, residents, culture, businesses and services

Diversification and localization

Consolidation and recruiting objectives

MARKETING STRATEGY

- Animation activities
- Communication and promotion activities
- Improvement of merchandising, the grading and customer service
- Greeting tourists
- Physical improvement strategy
- Development of roads, parks and public spaces
- Improvement of building cachet
- Heritage development
- Improved traffic and parking
- More attractive signs and windows
- Signage design
- Establishment of incentives and adapted tools

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Occupy buildings with functions that meet the needs of a market

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Animation that stresses family and the retention of citizens

Focus on and make use of local traditions

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The importance of image

- Provides a quality living environment
- Creates positive perceptions of vitality
- Affects perceptions and behaviors
- Translate, illustrate the particularities of an environment and its pride

The physical image of downtown

- Streets
- Buildings
- The presence of vegetation

- Signs in windows
- Signage
- Street furniture
- Lighting, cleanliness

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Emphasize and encourage pedestrians

The street is a place for cars, pedestrians and cyclists

- Develop the street to make it user friendly and safe for pedestrians
- Concentrate business activity and services
- Create an environment conducive to customer traffic
- Strive to create an environment and a distinctive cachet

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Come up with a vision that has consensus

Buildings

- Enhance architectural characteristics
- Stress the historical and architectural particularities of downtown: profitability is the difference!
- Aim for top quality and lasting interventions
- Improve and strengthen the image of businesses

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The 1970s and the 1980s and the promotion of a so-called modernity

Do you believe this building can be modernized?

Joseph A. Goulet of Bonaventure had a problem modernizing this store.

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Do not give in to fads

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Parking

- Meets needs of users so it is easier for them to get around
- Ensures that there are enough parking spaces to meet needs, which change depending on where they are located the street
- Design them so that they do not create a break and result in negative perceptions
- Make them safer and more functional

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Vegetation

- Contributes to the atmosphere and the general cachet of the street
- Essential to making the street more homey, more inviting, so that it provides a pleasant setting

- Improves the cachet of buildings and lessens the adverse visual effect of some components

Advertising and Windows

- Attract the consumer's attention
- Provide information on the product or service offered
- Reflect the quality of the business
- Contribute to the general atmosphere of the street
- Improve the profitability of the business

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Materials

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Signage

- Attracts attention and delineates the territory
- Effectively directs consumers and visitors
- Asserts local pride
- Identifies the assets and particularities of a sector

Street furniture

- Install street furniture that enhances user comfort
- Helps the street operate more effectively by meeting certain functional requirements
- Gives local "colour"

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Safety and cleanliness

- Proper planning makes for improved user safety: fire hydrants, lighting, signage, canopies, etc.
- Provides a general impression of pride and a warm welcome

Physical improvements

- Asserting the physical difference of a setting pays dividends and is profitable
- For quality of life, economic profitability and tourism
- A picture's worth a thousand words
- Positive perceptions affect consumer behavior

Alimentation Provigo – St. Raymond