The Main Street Approach

Building a vision of the future based on local assets and cultural identity

Session 5A

September 26

François Varin, Director

La Fondation **Rues principales**

Quality of Life & Sustainable Development

Working together, with all stakeholders

Climate of confidence

Businesses and services responding Citizens' needs

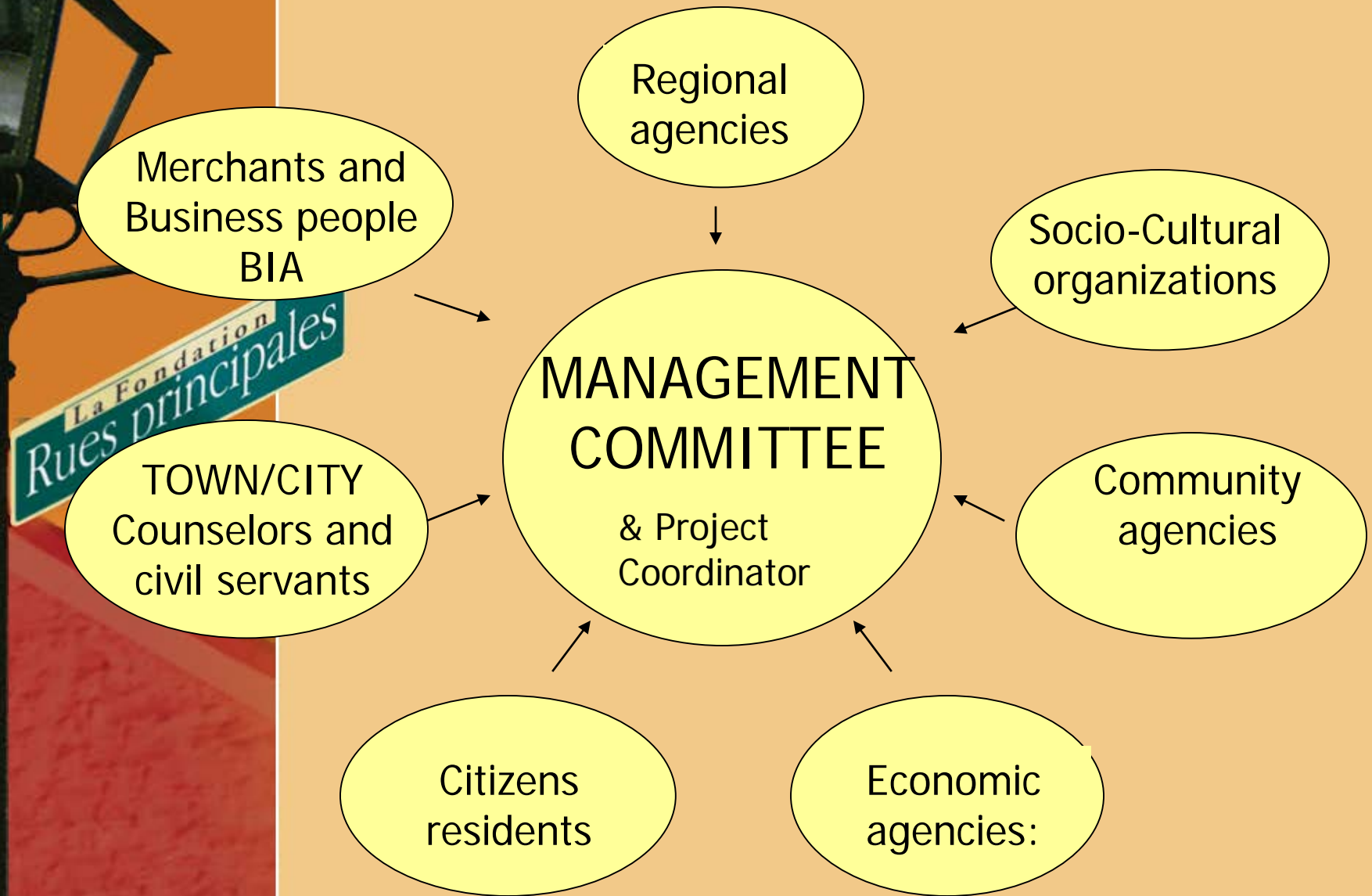**Economic vitality**

Activities, entertainement, promotion

Pride and sense of belonging

Heritage Conservation,

Cultural identity

Better environment

A Winning Partnership
(Involving all stakeholders)

Regional agencies

Merchants and Business people BIA

Socio-Cultural organizations

MANAGEMENT COMMITTEE

& Project Coordinator

TOWN/CITY Counselors and civil servants

Community agencies

Citizens residents

Economic agencies:

Main Street Process

Organization Partnership

All Key Players (stakeholders) involved

↓

Diagnosis

Perceptions

Datas and facts

Market Potentials

↓

Vision of future Revitalization Scenario

Role & Image

Orientations given to future development

Strategies and Action Plans

Economic Development — **Marketing** — **Physical Enhancement**

Empowerment

- The first step : A common vision of future shared by all groups of interest

- A vision taking care of : people's concerns and expectations, strenghts & weaknesses, opportunities and potentials

Chelsea Finding the equilibrium between pedestrians, cyclists and cars

Buckingham

Rues principales

CARREFOUR *Avenue de Buckingham au croisement de la* **rue MacLaren** *secteur* **Buckingham** *ville de* **Gatineau**

mars 2005   Guy Lévesque

Social and cultural liveliness (Marketing Strategy)

- Activities for a better socio-cultural life
- Communication
- Collective Promotions
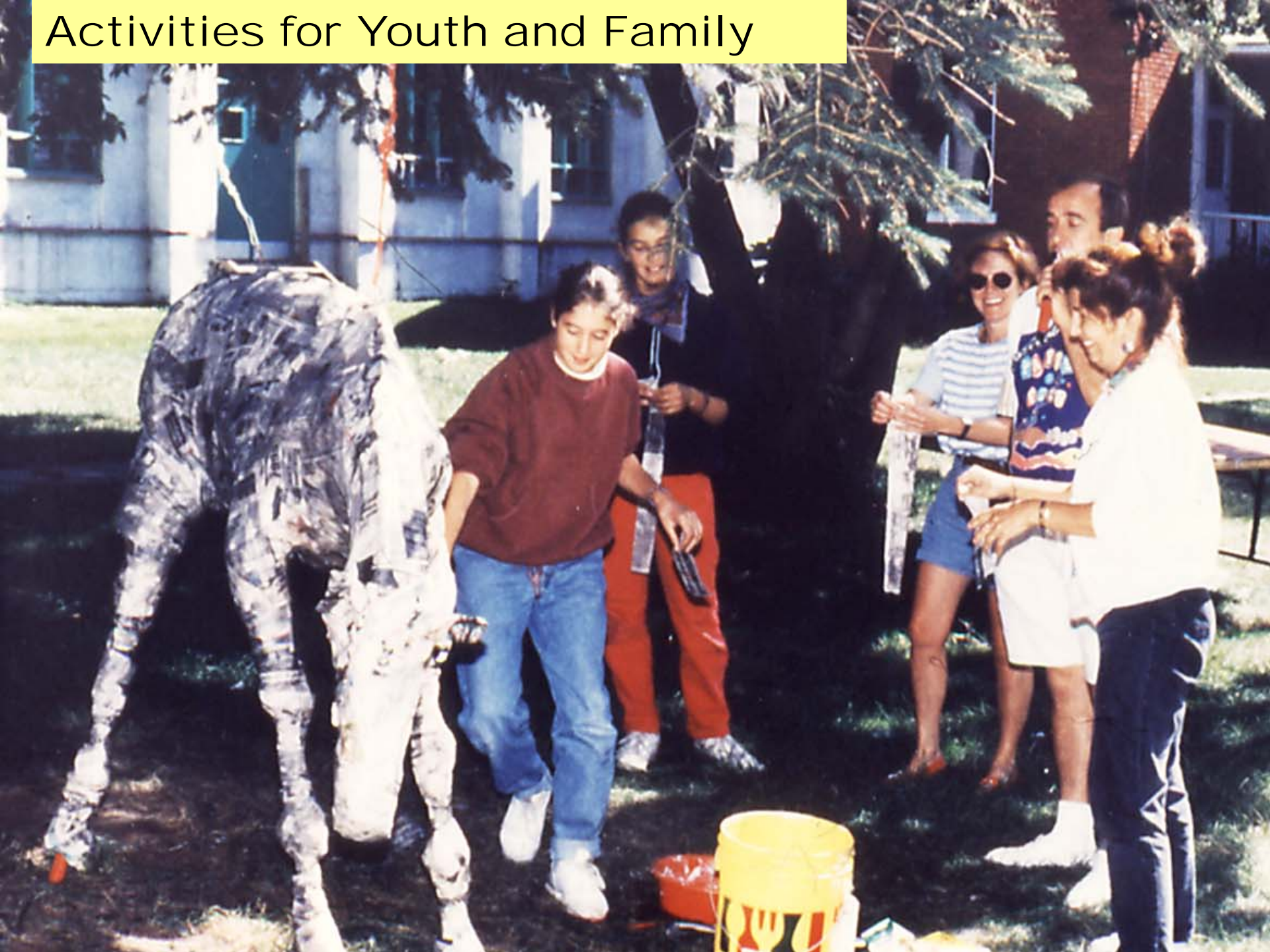- Merchandising
- Tourism Hosting and service to clientele

Activities in link with Local Traditions, Arts and History

Use of the street as public space

Meteor: an emblematic figure

St-André

des Oblats

Vitality and Local Development
(Economic Development Strategy)

- Consolidation, diversification and recruitment of businesses and services

- Socio-cultural Development
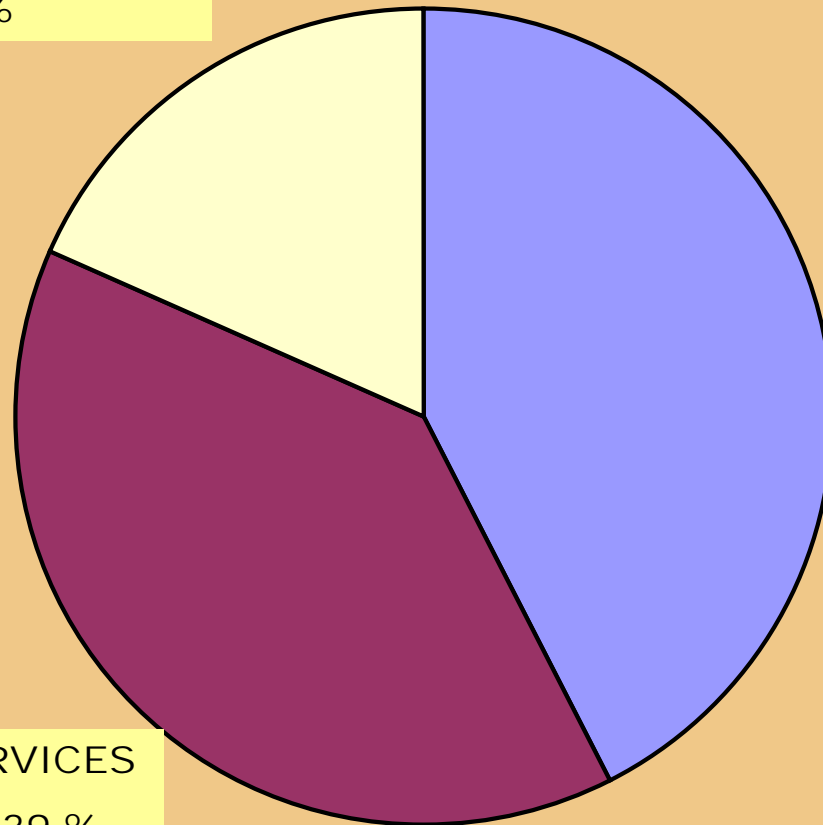
- Tourism Development

- Residential Development

THE IDEAL BUSINESS MIX

According to a study made in 2005 by La Fondation Rues principales
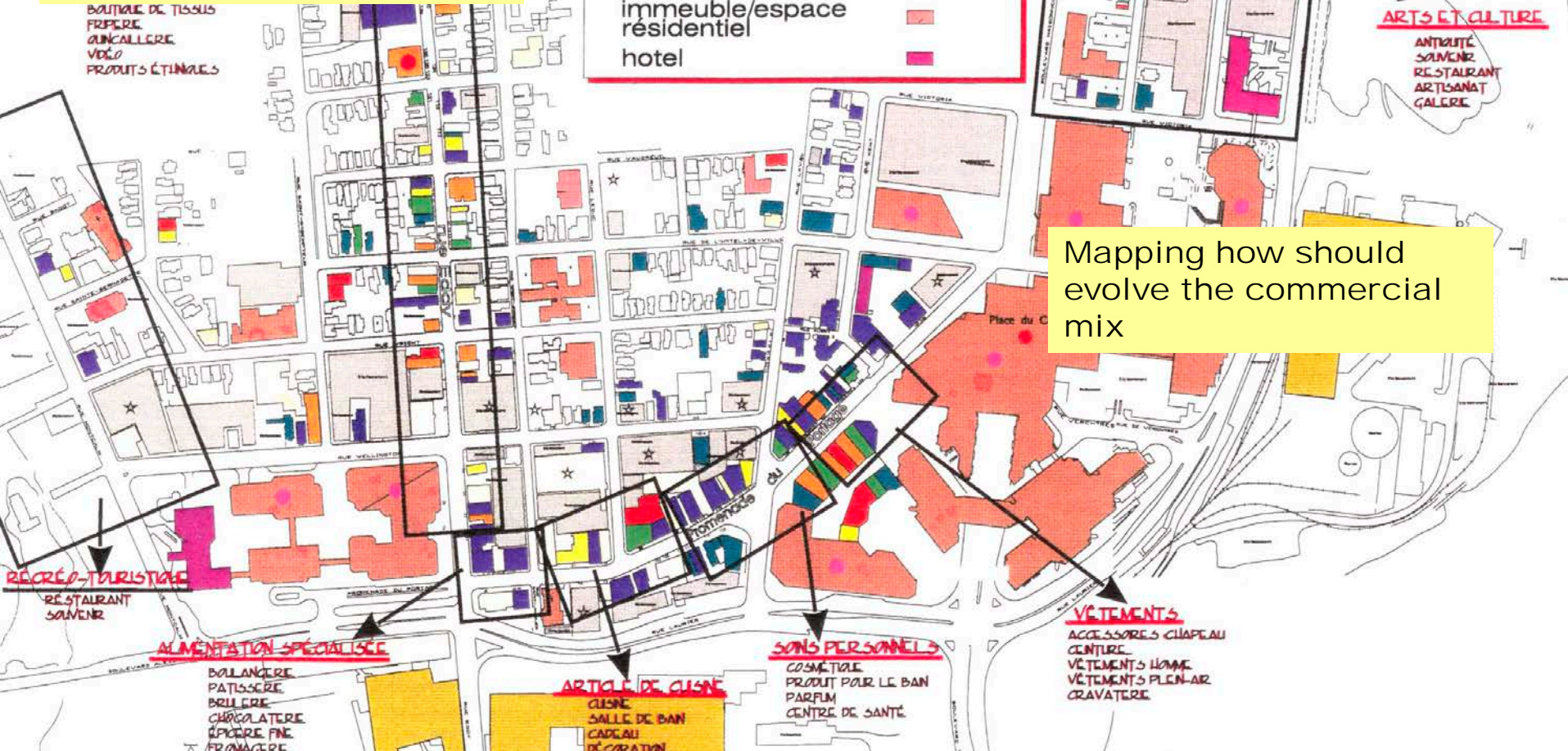
FOOD & ENTERTAINMENT

18 %

RETAIL

43 %

SERVICES

39 %

Using different tools to better understand strenghts and market potentials

Mapping how should evolve the commercial mix

Uses to save buildings

Ville-Marie

Enhancing the quality of buildings while increasing businesses' profitability

Enhancement of the Built Environment
(Physical Enhancement Strategy)

- Landscaping
- Public spaces
- Streets
- Buildings;
- Heritage
- Circulation, Parking
- Signs, Window Displays
- Public Signage
- Incentives, regulation

Projet Jacques Legault
Rue Harbour
Gaspé
28 février 2003

La Fondation Rues principales

Guy Lévesque, B.arch.

Impact of a Good Image

- **Offer a better environment**

- **Give positive perceptions of vitality**

- **Influence perceptions and habits**

- **Express people's pride and local « difference »**

Making People more sensitive about their environment being easily threatened without good regulation

Perte : d'identité, de points de repère, de qualité de vie

Cultural Tourism :

Identification of potentials

The Old Fishermans' Wharf

Marché Roger Tremblay: proposition

Rue du Banc
Rivière-au-Renard
décembre 2004

Bonichoix

Bar Apollo Enr.

SPORTS AUX

Rivière au Renard

Rue du Banc – place publique

BAR APOLLO

BAR APOLLO ENR

19"

9½"

40"

Parc
DU
CENTENAIRE

③

EFFET "AIRBRUSH"
NOIR

⑤

44"

POTEAUX DE BOIS
3¼"x3¼"

R CAFÉ

GOLD)

5¼" 4¾"

9½"

40"

84"

HÔTEL
DE
VILLE
Ville-Marie

CONTOUR PEINT DE
COULEUR CAFÉ
(IMITATION GOLD)

LETTRES GRAVÉS ET DORÉES
CONTOURNÉES D'EFFET
"AIRBRUSH" NOIR

POTEAUX DE BOIS
3¼"x5¼"

LA PIAZZETTA

FINE PIZZA

1101

Les fleurs

illico

VÊTEMENTS
CHAUSSURES

Levesque

HOMMES
&
FEMMES

Brunelle
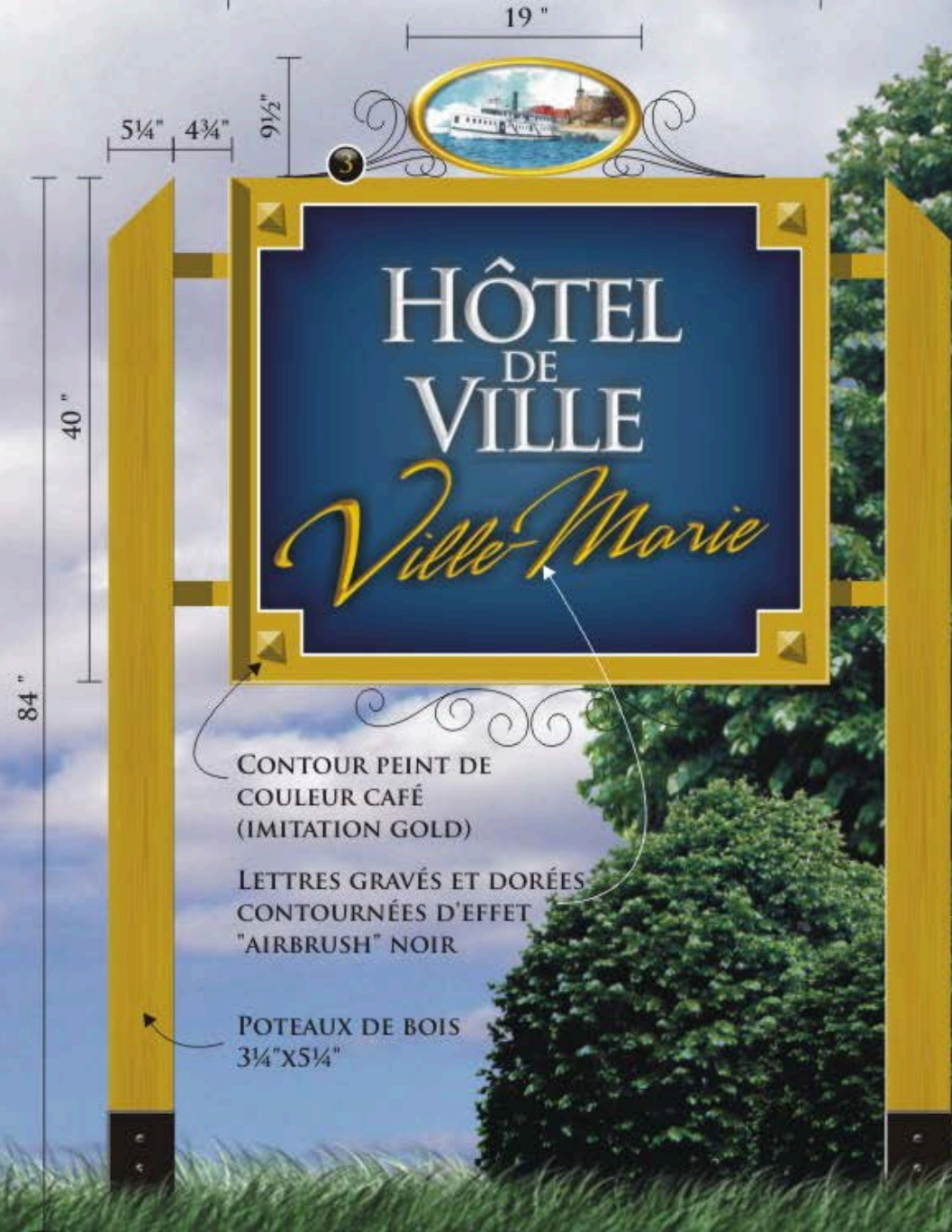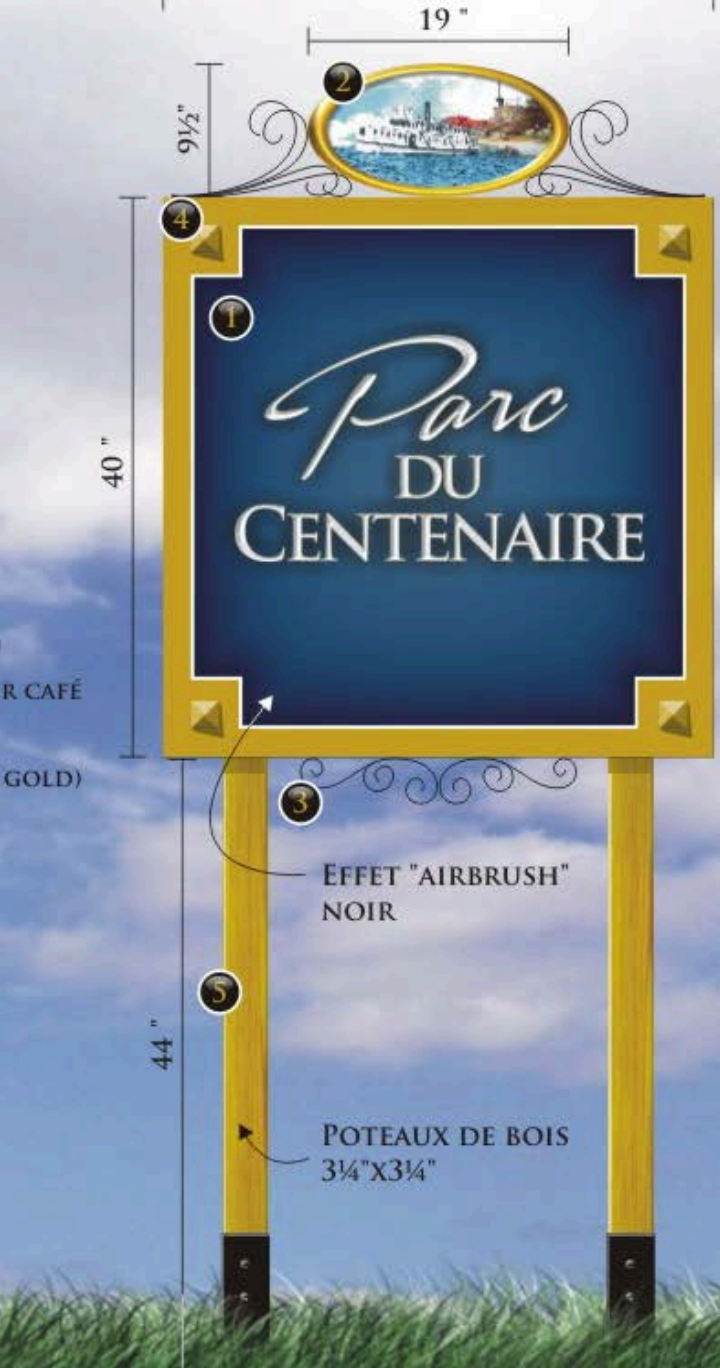
Main Street

= a process based on people's expectations and involvement

- **better response to citizens needs**
- **more attractive built environment**
- **better quality of life**