

October 2018

SUMMARY OF THE RECOMMENDATIONS

Advisory Committee on the Economic Development of the Territory of Montréal



**BUILDING
A PROSPEROUS
CITY FOR
THE BENEFIT
OF EVERY
NEIGHBOURHOOD**

DURING THE COURSE OF ITS WORK, WHICH TOOK PLACE FROM JUNE 27 TO OCTOBER 15, 2018, AND INVOLVED A THREEFOLD APPROACH COMPRISED OF CONSULTATION, RESEARCH AND CLOSED-DOOR PROCEEDINGS, THE VILLE DE MONTRÉAL'S ADVISORY COMMITTEE ON THE ECONOMIC DEVELOPMENT OF THE TERRITORY ESTABLISHED **THIRTEEN RECOMMENDATIONS**, DIVIDED INTO **FOUR SECTIONS**.

SECTION 1

STRUCTURING PROJECTS AND THE DEVELOPMENT AREAS TO PRIORITIZE

Recommendation 1 **Interorganizational coordination for structuring projects**

The Committee recommends that the Ville de Montréal enhance and complement its economic development strategy with an interorganizational coordination initiative at the highest levels of decision making.

Recommendation 2 **Effective support for different sectors**

The Committee recommends that the Ville de Montréal adapt its support system to enable flexibility given changing needs based on sector dynamics.

Recommendation 3 **Basic urban functions in neighbourhoods that need strengthening**

The Committee recommends that the Ville de Montréal adopt an approach to economic development in targeted districts where underutilized labour is available, by concentrating efforts on basic urban functions of security, mobility and the presence of basic local infrastructure and services.

Recommendation 4 **Public transit to employment centres**

The Committee recommends that the Ville de Montréal place greater priority on planning, implementing and improving public transit in areas that receive large volumes of workers.

Recommendation 5 **Profitability of residential projects**

The Committee recommends that the Ville de Montréal work with real estate developers and economic players to identify solutions for social housing, affordable housing and family housing, while safeguarding the profitability of projects.

Recommendation 6 **Vision of Montréal East**

The Committee recommends that the Ville de Montréal work with the community and in close cooperation with the Government of Québec to establish a well-defined vision of the type of development desired for the central part of the large territory in the eastern portion of the Island of Montréal.



SECTION 2

ACCELERATE REAL ESTATE INVESTMENT AND THE CITY'S ECONOMIC DEVELOPMENT

Recommendation 7 **Paramunicipal corporations to reinforce the development of hubs**

The Committee recommends that the Ville de Montréal put in place one or more paramunicipal corporations to act as conduits for specialized real estate and economic development in areas with strategic assets.

Recommendation 8 **TOD zones**

The Committee recommends that the Ville de Montréal review land zoning in key sectors to create mixed zoning that reflects the concept of transit-oriented development.

Recommendation 9 **Accelerated procedure for strategic projects**

The Committee recommends that starting in 2019 the Ville de Montréal put in place an accelerated, transparent procedure to approve and support a limited number of major, strategic development projects.

SECTION 3

SPEAKING WITH A STRONG, UNIFIED VOICE IN THE INTERESTS OF THE CITY

Recommendation 10 **Economic brand image**

The Committee recommends developing, at the initiative of the Mayor of Montréal and the President of the CMM, a brand image for Greater Montréal that includes strong economic positioning, and having lead generation and promotion organization Montréal International handle the international deployment.

Recommendation 11 **Positioning of hubs**

The Committee recommends that the Ville de Montréal guide and support local positioning that emerges from the city's neighbourhoods and employment hubs, connected to the overall positioning resulting from Recommendation 10.

Recommendation 12 **Distinctive elements for the city's image**

The Committee recommends that the Ville de Montréal support reflection on the city's four distinctive elements – talent, quality of life, culture and sustainable mobility – to support the development of economic positioning for the city.

SECTION 4

ADAPT TO THE ECONOMIC DEVELOPMENT OPPORTUNITIES AVAILABLE TO MONTRÉAL

Recommendation 13 **Seize opportunities for development**

The Committee recommends that the Ville de Montréal receive these comments regarding the four different subjects covered section 6 of the report, analyze them and use them effectively.

Summary of the recommendations
ccmm.ca/en/building_a_city

Full report (in French only)
ccmm.ca/batir_une_metropole

