

# ASDCM DECLARATION

On the occasion of this first Conference on local business and development of Montréal's commercial arteries and downtown area, held by the Association des Sociétés de développement commercial de Montréal, we declare:

**That the vitality of our commercial arteries has a direct impact on the quality of life of our communities, our neighbourhoods and Montrealers.**

Accordingly, it is stated that:

**Local business development** forms a tangible foundation for Montréal's economy. In an era of globalization and crisis, local business development is the only element not suffering from dislocation.

**Local business development** is a basic venue for exchanges between Montréal citizens. It forms a vital pillar of the urban balance, along with housing, institutions and infrastructure.

**Local business development** provides for development and differentiation in Montréal at the metropolitan level and for the maintenance of the distinctive character of Montréal neighbourhoods. It brings creativity and originality to the local economic fabric.

**Local business development** provides all aspects of the urban experience. It is the only commercial destination open to all categories of citizens, and it ensures functional links between residential, cultural and employment centres.

**Local business development** contributes to sustainable development, serving the neighbourhoods around it and thereby favouring active transportation. The renovation and upgrading of commercial arteries form a responsible use of available resources.

**Commercial arteries** can remain competitive provided there is community oversight and sufficient structure for them to promote their sectors and develop their distinctive characters.

**Montréal**, like other large urban centres around the world, is a unique space of integration and development well suited to the creation of small and medium-sized commercial enterprises and services, contributing to our city's economic, cultural and social wealth.

**Montréal**, and, more particularly the focuses of friendliness that commercial arteries represent, are a form of collective public asset both in the downtown area and in the city's neighbourhoods.

**It is also stated that urban sprawl**, throw-away commercial formats and short-sighted commercial urbanism threaten not only the vitality of our commercial arteries and our downtown but Montréal's neighbourhoods as well.

**For all these reasons, it is essential to encourage the various community actors who are able to exert influence and contribute to Montréal's development to mobilize around a common goal.**

**This goal consists of finding ways to bring a new dynamism and stimulus, along with collective support, to neighbourhood business and neighbourhood commercial arteries. Our city's future prosperity and influence depend on this.**

We ask all elected officials and their administrations to agree to:

- consider Montréal's commercial arteries as elements of urban heritage and as collective assets;
- support and promote the development of commercial arteries and Local business development as priority items in Montrealers' quality of life;
- consider the revitalization of commercial arteries and the enhancement of public space as essential elements in Montréal's development and influence;
- provide Montréal and its boroughs with an action plan enabling fulfilment of these goals, together with the investments needed to make this happen.

Accordingly, we consider it essential for the business partners, University researchers, and economic and social agents involved in Montréal's development to agree to these requests, for our common well-being.

**The ASDCM is committed to:**

- maintaining and developing its partnership with the City of Montréal;
- providing the leadership needed to create a true commercial development plan for Montréal's neighbourhoods;
- initiating, with its partners, deliberations on urban redevelopment in a commercial setting and playing an active role in fulfilling the action plan to be implemented;
- continuing its mission of taking initiatives that help promote the commercial, cultural and social development of Montréal's neighbourhoods through the emergence and growth of sociétés de développement commercial (SDCs).

**To conclude**, this is the city we want:

**A CITY TRANSFORMED BY RESPONSIBLE JOINT ACTIONS;**

**A MODERN, CREATIVE, COHERENT, ACCESSIBLE AND HUMAN CITY;**

**A CITY RICH IN LIVING ENVIRONMENTS, VIBRANT NEIGHBOURHOODS  
AND STRONG COMMERCIAL ARTERIES;**

**A BEAUTIFIED CITY, ENHANCED BY PUBLIC SPACES AND MEETING PLACES;**

**A CITY THAT IS A GOOD PLACE TO LIVE, WORK, LEARN, HAVE FUN, WELCOME,  
PROSPER, INNOVATE AND CREATE;**

**A CITY FOR EVERYONE, A CITY EVERYONE CAN BE PROUD OF.**



Association des Sociétés  
de développement  
commercial de Montréal