

Colloquium Living Environments and People – May 17, 2018

Living in Old Montreal: Resident's perceptions of urban and tourism development effects on local amenities

ESG UQAM
École des sciences de la gestion
Université du Québec à Montréal

In partnership with:

VIEUX-
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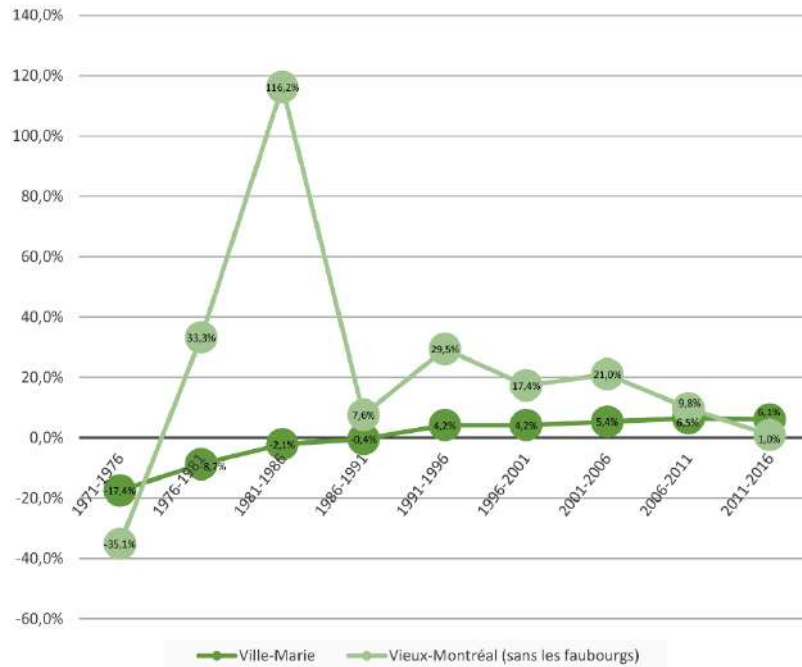
PLAN OF PRESENTATION

- 1. Context and Research Question**
- 2. Theoretical Background**
- 3. Case Study and Methods**
- 4. Residents' Perceptions**
- 5. Effects of Urban Development**
- 6. Effects of Tourism Development**
- 7. Key Messages**

CONTEXT AND RESEARCH QUESTION

Population changes in Old Montreal:

- 1951 : 2 863 residents
- 1976 : 560 residents
- 2016 : 2 555 residents / 7 580 with faubourgs



Comparison of the average annual change rates of the number of inhabitants of the Borough of Ville-Marie and of Old Montreal between 1976 and 2016 (Source: Statistic Canada)

Lack of local amenities since 1983 (RCUM)



Location of local amenities intended for residents present in Old Montreal and its former faubourgs in 2016 (Source: Assessment Roll of the City of Montreal)

How do residents of Old Montreal feel about the effects of urban and tourism development on local amenities?

THEORETICAL BACKGROUND



Historic districts

- **Residential development**, Tourism development and Heritage preservation (*Nasser, 2003*)
- **Concentration** of activities, events, and investments (*Campos and Ryan, 2008*)
- Well-planned marketing and branding strategies contributing to a dynamic of **tourism gentrification** (*Gotham, 2005b; Holcomb, 1999; Judd, 1999*)
- Residential character as **a of tourist consumption** (*Zukin, 1995; Meethan, 1996; Lloyd and Clark, 2001; Clark, 2011*)
- Residential character as **a vehicle for gentrification**, serving tourists and residents (*Meethan, 1996; Gotham, 2005a*)
- **Superimposition** of the gentrified neighbourhood on the “territories of daily life” (*Bélanger, 2014; Bélanger and Cameron, 2016*)



THEORETICAL BACKGROUND



Residential Gentrification

- Promotes **distinctive life and consumption styles**
(Harvey, 1989, 2000; Hackworth and Smith 2001; Lees and Ley, 2008; Rose, 2010; Bélanger and Cameron, 2016)
 - New wealthy residents
 - New shops and facilities
 - New taxes and revenue



Tourism Gentrification

- A means of **strengthening the quality of local living conditions**
(Bromley et al., 2005; Eisinger, 2000)

Both largely associated with interventionist policies: social and commercial diversity policy
(Nethercote 2017; Pinson and Morel Journal 2017)

CASE STUDY AND METHODS

Old Montreal and its Faubourgs Québec and des Récollets



Location of the Study Territory

Two Methods:

- **Survey**
with 331 of the 7,580 residents
(Spring 2016)
- **Semi-structured interviewed**
with 20 of the respondents
(Winter 2017)

SOCIOECONOMIC PROFILE

Based on our results and the census data (Statistics Canada, 2017)

- **Mainly couples and single people without children** (29.9% + 54.4%)
- **Relatively young population:** 25 to 34 years old (27.5%), 36 to 45 (20.4%)
- **62.8% hold a university diploma**
- **Generally active** in the labor market (78%),
working in the field of “**professional, scientific and technical services**” (24%)
- **48.6%** have been living in the district for **less than 5 years**
- **Long-term residents** – more than 20 years – are a **minority** (5.7%)
- **82%** are the **owner** of their residence
- **6.6%** in a **cooperative** housing project

SAMPLE: OVER- AND UNDER-REPRESENTATIONS

OVER-REPRESENTATIONS

- Couples without children
- Respondents aged 55-64
- Owners
- Graduate students

UNDER-REPRESENTATIONS

- Single people
- Young adults aged 18-24
- Families

**Qualitative information from the semi-structured interviews
provides valuable nuances**

RESIDENTS' PERCEPTIONS OF THEIR LIVING ENVIRONMENT

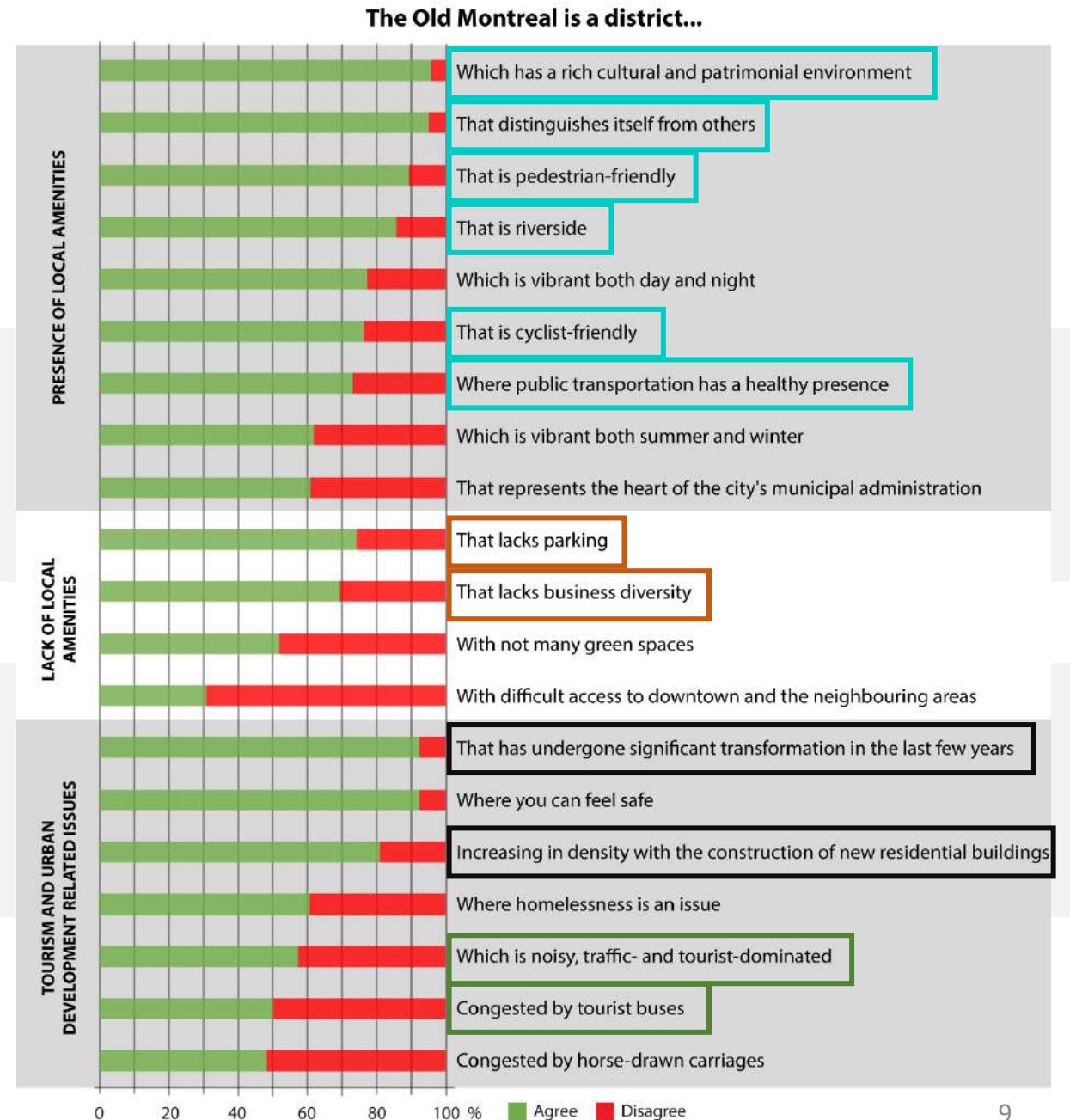
Positive Statements:

- Historic and cultural character
- Distinctive character
- Proximity to the St. Lawrence River
- Ease of pedestrian, bicycle and public transportation

Negative Statements:

- Lack of retail diversity
- Lack of parking spaces
- **Urban and tourism development are generally tolerated**

*Perception of the district:
Residents' agreement with
proposed criteria*



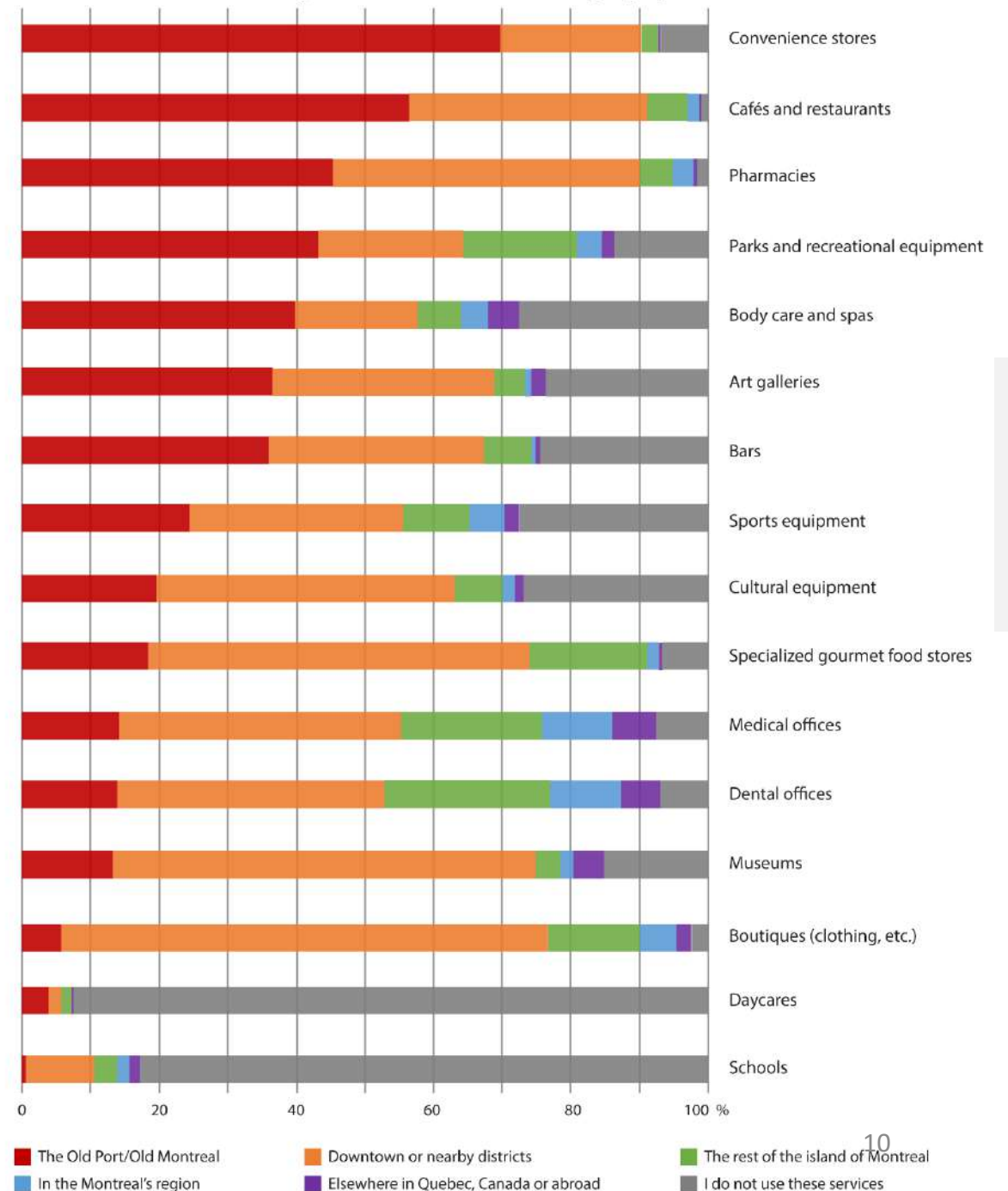
RESIDENTS' USE OF LOCAL AMENITIES

Residents are fairly mobile:

- Shops, facilities, and services located **outside** of the Old Montreal district
- Concern over the lack of food stores: **In nearby districts or even in the suburbs**

Walking (57.5%) and the car (41.1%)
for personal non-work activities

Which location do you choose for the following equipment and services?



*Location of amenities
mostly used by the
residents*

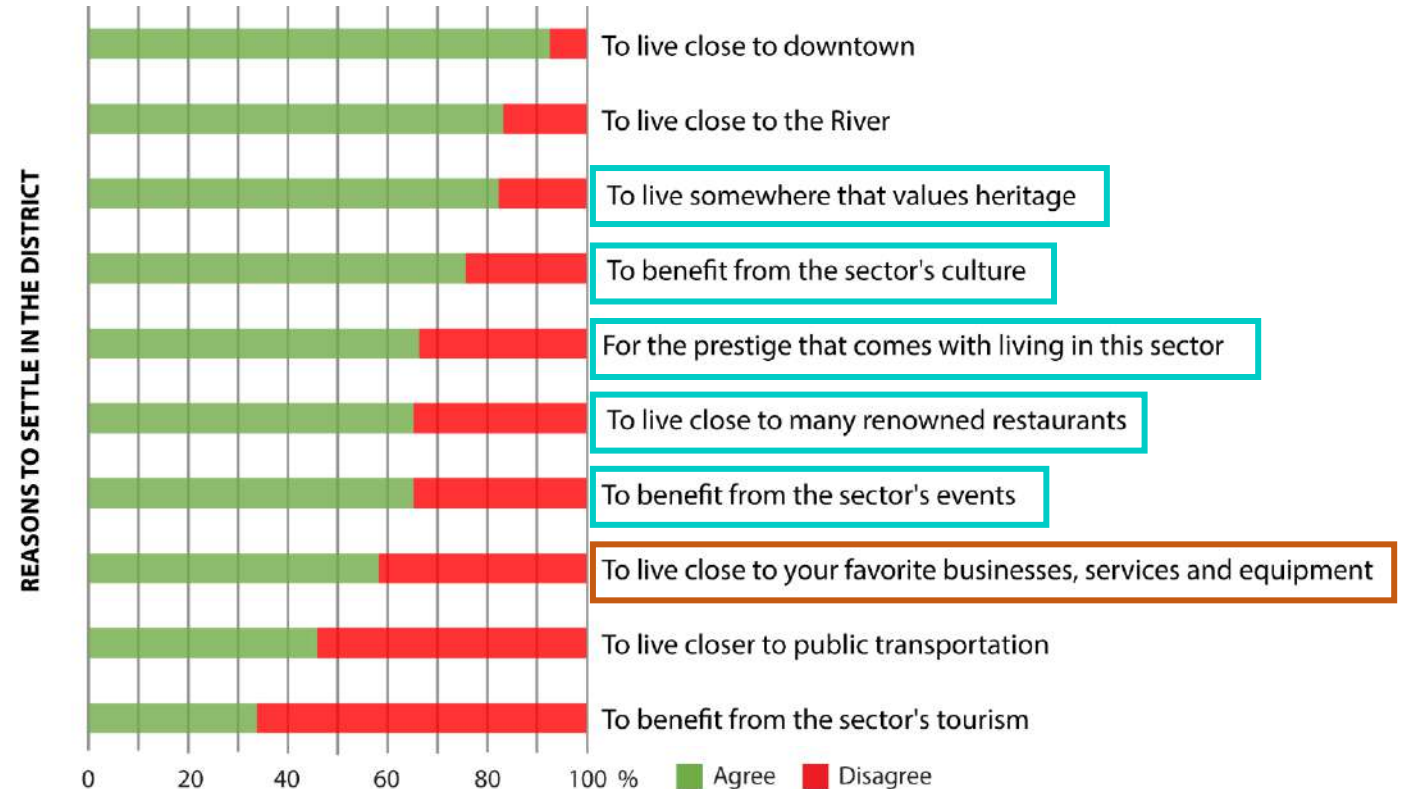
■ The Old Port/Old Montreal
 ■ Downtown or nearby districts
 ■ The rest of the island of Montreal
■ In the Montreal's region
 ■ Elsewhere in Quebec, Canada or abroad
 ■ I do not use these services

RESIDENTS' REASONS FOR ARRIVING

Linked to positive statements, including:

- Cultural life
- The prestige of an address in Old Montreal
- The proximity of restaurants and of some attractive events

- But less true of local businesses, services and equipment

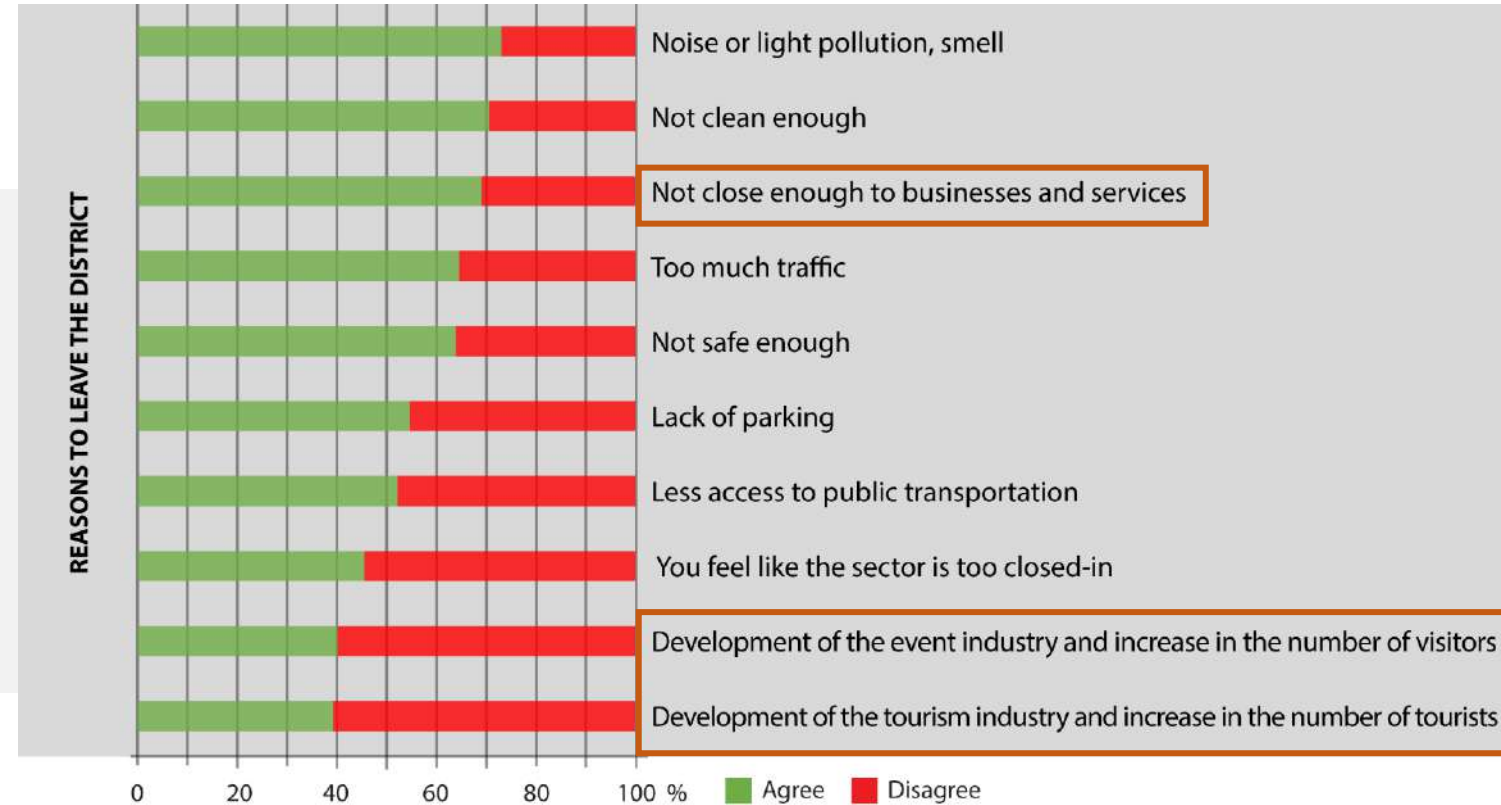


*Reasons to settle in
Old Montreal,
according to the residents*

RESIDENTS' REASONS TO LEAVE

Lack of local amenities:

- 69,2% as an issue that may motivate them to leave Old Montreal
- More than because of the tourism development or increase of tourists and visitors (for about 40% of residents)



Suggests that residents are generally tolerant towards the touristic attractiveness of the district

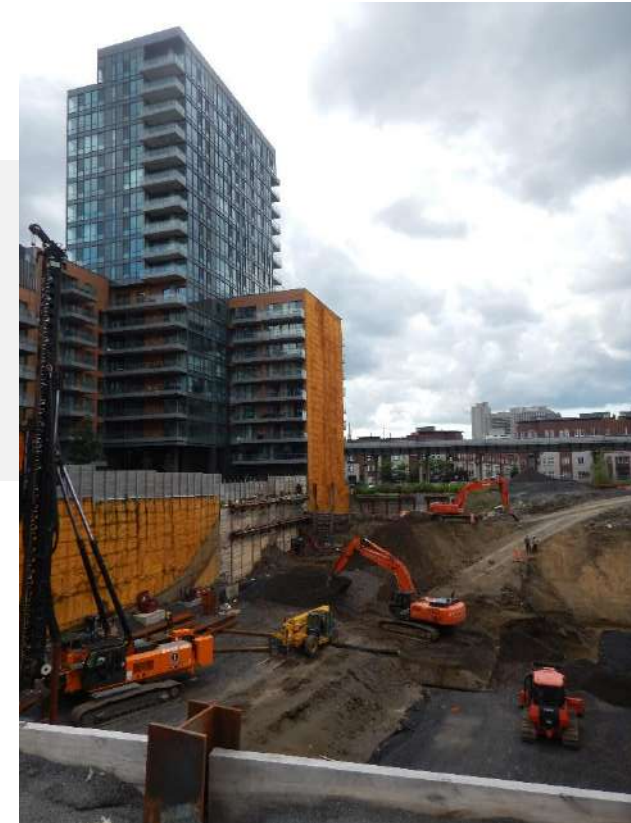
Reasons to leave Old Montreal, according to the residents

EFFECTS OF URBAN DEVELOPMENT

Residential densification:

- **Not seen as a threat** to the quality of their living environment
- Largely seen as a means of attaining a **critical mass of consumers**

“Maybe amenities will locate in the faubourgs, because it’s much denser there. New condo projects bring a lot a people, and I think it will benefit residents of the historic area as well” (Res ID#043).



EFFECTS OF URBAN DEVELOPMENT

Large urban projects:

- Also as a means of attaining a **critical mass of consumers**
- Concerned about **the potential use of currently vacant land**



“The City, and government need to be able to get together and finally get a school, or a grocery store built! But at the same time, I don’t feel like there is a lack of space!” (Res ID#147).

EFFECTS OF URBAN DEVELOPMENT

A positive opinion, but due to the lacks:

- Residents turn towards other districts to experience a **“neighbourhood life”**
- Residents turn towards other districts to experience a **more suburban lifestyle**



A neighbourhood party in Mile End

EFFECTS OF TOURISM DEVELOPMENT

Intense Tourism Development in Old Montreal and the Old Port:

- Commercial services in Old Montreal reflect this fact
- “Tourist trap” restaurants and souvenir stores
- Concerns about the excessive concentration of high-priced **shops that are not oriented towards local residents**



EFFECTS OF TOURISM DEVELOPMENT

Tourism Development & the Residents:

- Residents also acknowledge the benefits of jointly-valued businesses



*“There are many things available just around the corner!
It adds life to the neighbourhood, and I think
it encourages the restaurants and shops to diversify”
(Res ID#423)*

EFFECTS OF TOURISM DEVELOPMENT

Inadequacies in local amenities:

- The relationship between quality and price
- The lack of diversity and fresh produce
- The fact that some shops are closed during the off-peak season



Force residents to make everyday purchases elsewhere

KEY MESSAGE #1



Urban and tourism development both affect local amenities.

However, according to the residents of Old Montreal, this development is also perceived as a means of attaining a critical mass of users necessary to support local amenities, provided that tourism development is conducted with their needs in mind.

KEY MESSAGE #2



Tourism development is not the only factor affecting the presence and quality of local amenities. Residents' strategies for meeting their everyday needs also contribute to the persistence of this same lack, despite it being identified as a potential reason for leaving the neighbourhood.

KEY MESSAGE #3

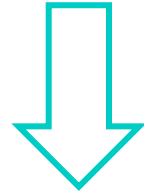


The quality of local amenities contributes to the perceived quality of the living environment for residents.

This mutually beneficial consequence of residential and tourism development mitigates some areas of incompatibility between neighbourhood uses.



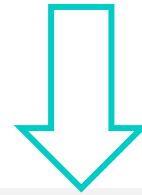
QUALITY OF THE SHARED LOCAL AMENITIES & LIVING ENVIRONMENT



**SUSTAINABLE
INTENSIFICATION
OF DEVELOPMENT**



**HARMONIOUS COEXISTENCE
CALLED FOR
BY LOCAL AUTHORITIES**



CREATING A LIVING ENVIRONMENT

**All stakeholders must work together towards a shared vision
of the quality of the urban environment
in which local amenities are a major factor**



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