



Vaudreuil-Dorion

PRESS RELEASE

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SUR HARWOOD: THE MERCHANTS' COMMITTEE IS FORMED

Vaudreuil-Dorion, June 9, 2022 – A luncheon was held on June 7th at Opticentre St-Jean-Baptiste in the company of merchants, organizations and homeowners in the Harwood – De Lotbinière sector. During the event, the City of Vaudreuil-Dorion revealed the names of the individuals who will make up the Merchants' Committee, whose mandate it will be to contribute actively to the attractiveness of the sector while at the same time building community pride and a sense of belonging.

An invitation had been originally sent to merchants through the newsletter and the private Facebook group, both of which are reserved exclusively for merchants in the Harwood – De Lotbinière sector. A selection was then made among members who had expressed their interest, with a focus on achieving a balanced representation of the various businesses and services present in the territory. The members of the Committee will be: Mr. Éric Bellegarde, from Centre d'entraînement MPN; Ms. Valérie Desjardins, from L'Effet-Bulles; Mr. Vladimir Gavrilov, from Montréal-Ouest Motors; Ms. Josée Nadeau, from Sous les Oliviers; Mr. Alexandre Viau, from Marché IGA Extra Famille Viau; and Ms. Nadine Bissonnette, from Carrefour jeunesse-emploi Vaudreuil-Soulanges. Chantal St-Laurent, Head of Urban Planning at the City of Vaudreuil-Dorion, and Johanne Béliveau, DEV Liaison Officer for the Harwood – De Lotbinière sector, will act as resource persons to provide support to merchants.

The luncheon also provided the opportunity to present details of the Development Vision for the sector which falls under a Special Planning Program (*Programme particulier d'urbanisme*) that is supported by a financial incentive program aimed at promoting the emergence of structural real estate investment projects. Projects carried out to date and projects to come were also outlined for participants. The event also highlighted the visual identity of the sector supported by several marketing tools, including the on-line release of an informative video clip, retractable banners, jobsite banners, beach flags and stickers featuring the *Sur Harwood* visuals and the QR code leading to the microsite.

"In 2013, the City Council began a vast reflection surrounding the development of the Harwood – De Lotbinière sector. Nine years later, the name Sur Harwood has become very well known, the sector is evolving, and projects are underway. We know that the Autoroute 20 Bypass is a major issue. We will continue to put pressure on the government. It's also important to mention that the newly formed Merchants' Committee will also make its voice heard. This will allow us to intensify our interventions with provincial authorities," added Mayor Guy Pilon.

Chantal St-Laurent, Head of Urban Planning at the City of Vaudreuil-Dorion, explains: "According to the demographic projections observed by the *Institut de la statistique du Québec*, the population of Vaudreuil-Dorion is expected to reach 58,430 by 2031, compared to the current

population of 42,694. Since most of the territory has been developed, it is undoubtedly the Harwood – De Lotbinière sector that is destined to welcome this new population base. This will require upgrading and revitalizing underused spaces in this sector. In 2031, we will find ourselves with a completely transformed sector, a compact, human, mixed-use community with an exceptional living environment where the health and well-being of its diverse population is at its centre, and where active living is encouraged. What this new population base will bring to local businesses is a clientele made up of loyal, everyday clients instead of occasional clients, because local merchants will become part of their living environment.”

All merchants in the Harwood – De Lotbinière sector are welcome to share their suggestions with members of the Committee through the "Contact Us" section of the surharwood.com microsite. And all are urged to get involved in the various initiatives that will be put forward to create local interest.

Highlights of the Harwood – De Lotbinière Revitalization Project

- 2022: Launch of the first informative video
- 2020: DEV and the City of Vaudreuil-Dorion hire a resource person dedicated to merchants in the Harwood – De Lotbinière sector
- 2019: The City of Vaudreuil-Dorion adopts By-Law No. 1790 concerning a financial incentive program for buildings identified in the sector's Special Urban Planning Program (*Programme particulier d'urbanisme* – PPU)
- 2019: Census survey of businesses and services located within the Harwood – De Lotbinière perimeter conducted by DEV
- 2018: Creation of the *Comité de revitalisation du boulevard Harwood*
- 2017: Adoption of the PPU for the Harwood – De Lotbinière sector by the City of Vaudreuil-Dorion
- 2014: The City of Vaudreuil-Dorion holds information sessions and public consultations