

FIG

FIG WORKING WEEK 2017

Helsinki Finland

29 May - 2 June 2017

Presented at the FIG Working Week 2017,
May 29 - June 2, 2017 in Helsinki, Finland

Guy Mercier, Francis Roy, Étienne Berthold, Yaïves Ferland

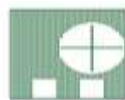
Understanding current cities through the individual actions of land developers: A new biographical methodology

Université Laval, Québec (Canada)



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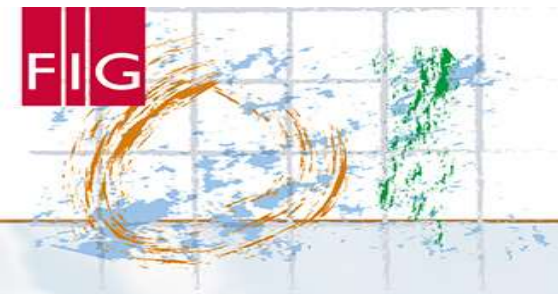


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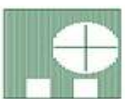
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QUESTION

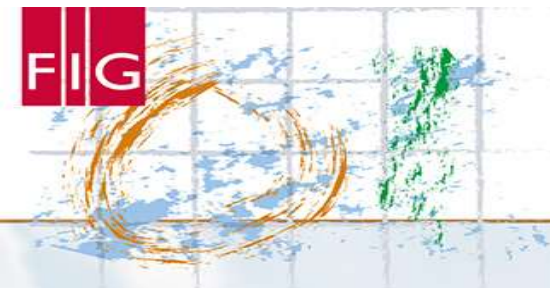
- How future urban development vision is transformed into reality?
 - What is the role of local authorities in realising that vision?
 - What is the contribution of private land developers for implementing that vision and for seizing trends?



Mercier, Roy, Berthold and Ferland (2017)

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INTRODUCTION TO URBAN DEVELOPMENT

- City-planning instrument, which defines the public spatial vision and general trends of a community's future.
 - Urban development is not just about making a plan!
- A theoretical and idealized image of the city in the making:
 - Instrumented with very precise technical standards and rules.
 - Zoning for dividing the local territory into geographical zones and assigning them to specific and exclusive functions.



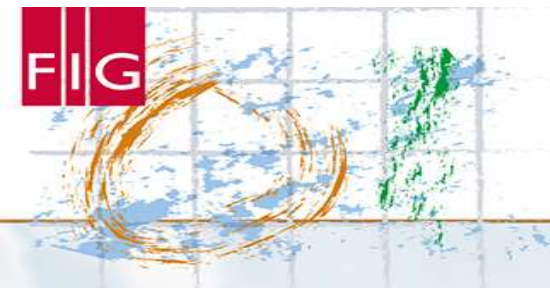


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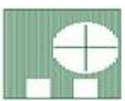
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INTRODUCTION TO LAND DEVELOPERS

- **From an industrial who develop land to lodge his working force (employees) ...**
 - Garden-City
 - Utopia
 - Maintenance of the working force
- **... to professional land developers**
 - Specialization
 - Ad hoc teams



Mercier, Roy, Berthold and Ferland (2017)

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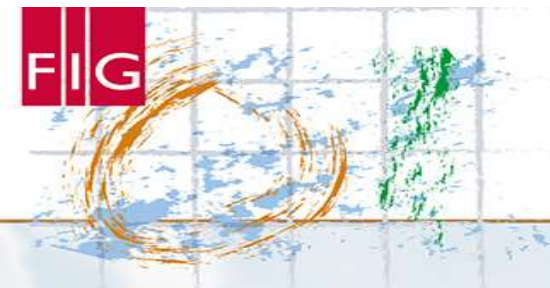


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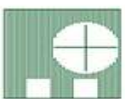
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URBAN DEVELOPMENT VISION

- **Public Stand-Point = Master Plan and Zoning**
 - Guidelines and Orientations
- **Private Stand-Point = Land Market Anticipation**
 - Future Needs
 - Competition and rivalry
 - Specific alliances
 - Capital mobilization



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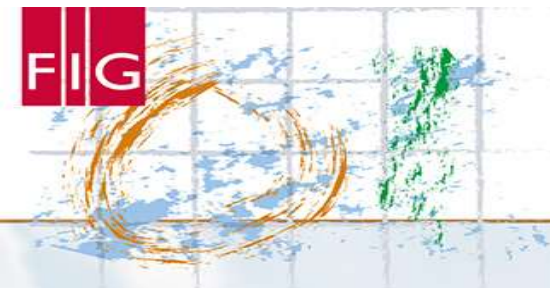


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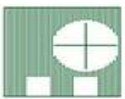
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SCIENTIFIC CHALLENGE

- Understanding urban development through individual land developers
 - **Their visions**
 - Figure out the urban trends before anyone else
 - **Their actions**
 - Define the needs / Seize the opportunities
 - **Their projects**
 - Set up development operations / Build / Sell



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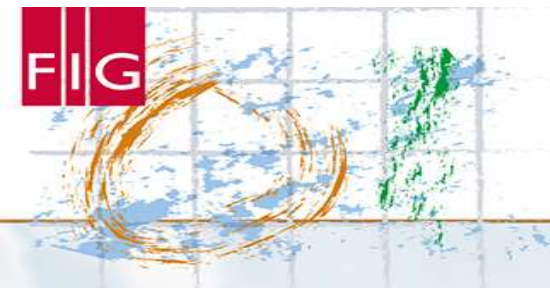


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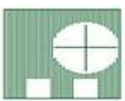
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CASE OF QUEBEC CITY

- **Context of Post-World War II Urban Development**
 - Conservation of a Patrimonial (Heritage) City
 - Modernisation of a Capital City
- **Modern Public Administration**
 - Jobs for Young Professionals
 - New residential requirements
 - Commercial structure: Mall, ...
- **Connected City**



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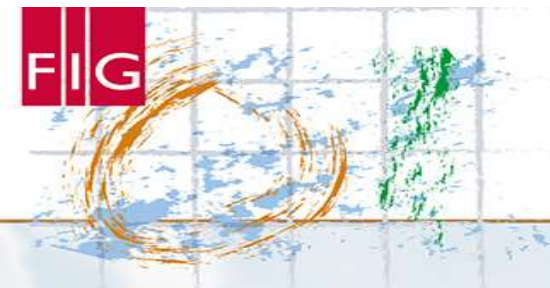


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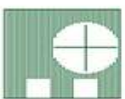
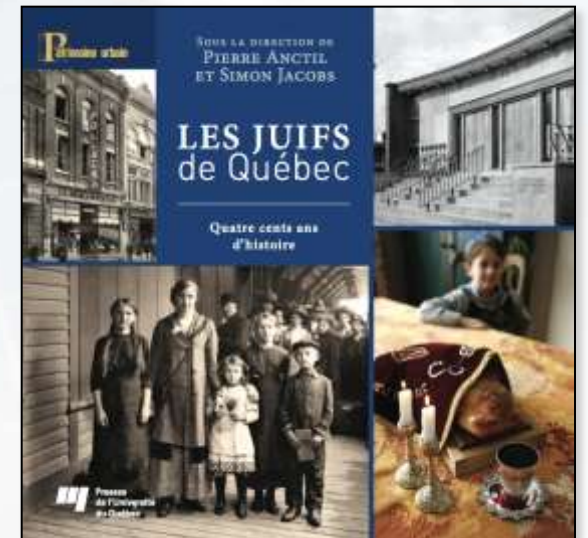
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THE MAKING-OF A LAND DEVELOPER

- Marcel Adams
 - Biography based on its land development operations
 - Methodology: analysis of his land and real estate transactions and operations
 - Main sources: Land Registry, Cadastre
 - Understanding the global (entire) work (and not only each land development operation)



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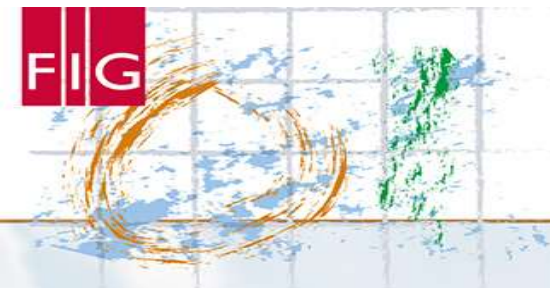


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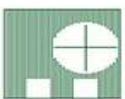
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NETWORKING

- **A land developer's success relies on networking.**
 - Can't be an independent self-made-man.
- **Network:**
 - Municipal authorities
 - Major Land Owners (like Religious Communities)
 - Commercial Anchors (Banks, Supermarkets, Cinemas, Retailers, ...)
 - Creditors



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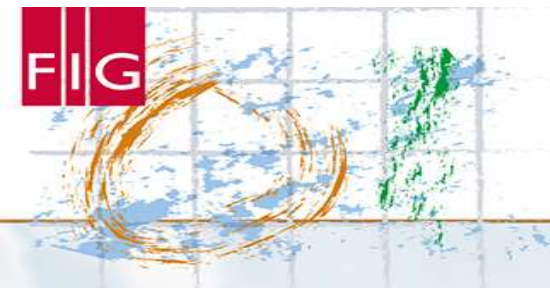


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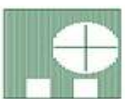
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HOUSING FOR YOUNG PROFESSIONALS

- 1960 = Creation of a Modern Public Administration
 - New Jobs for Young Professionals
 - Housing
 - Commerce
 - Mobility



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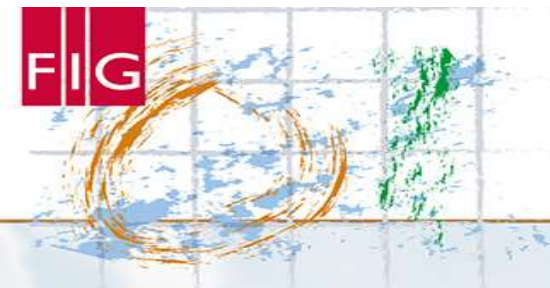


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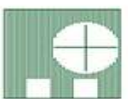
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NEW OPPORTUNITY

1948



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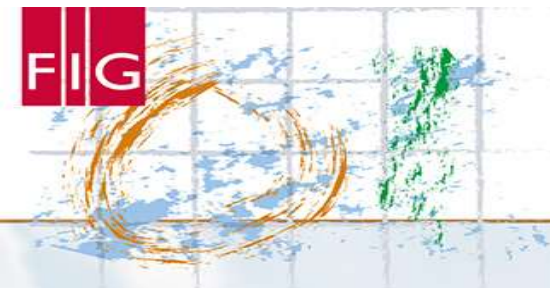


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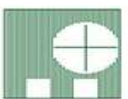
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NEW OPPORTUNITY

1963-1965



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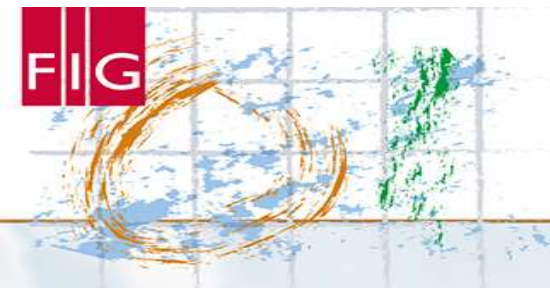


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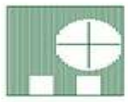
COMMERCIAL FUNCTION

- Private Arrangements
 - Contractual Obligations for certain types of development
 - A Supermarket (to serve a newly-constructed residential area)

For 1 \$

50- Cette partie du lot numéro 591 comprise entre le Blvd. Ste Anne et le Chemin de la Canardière devra servir exclusivement pour y ériger et maintenir un centre commercial ou centre d'achat, c'est-à-dire pour l'établissement de magasins et commerces de détail.

La partie restante du terrain, c'est-à-dire celle située au sud du Blvd. Ste Anne devra servir exclusivement pour des fins commerciales ou industrielles, c'est-à-dire à l'exclusion de toutes fins résidentielles, avec interdiction cependant d'y établir des commerces, industries, manufactures et autres établissements qui pourraient être considérés nuisibles par la partie de première part tels que abattoir, tannerie, savonnerie, manufacture de colle, de goudron ou autres que la partie de première part pourrait à sa seule discrétion considérer nuisibles ou indésirables.



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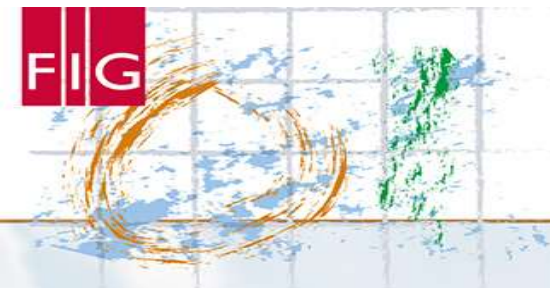


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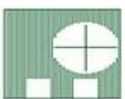
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A MALL IN THE MIDDLE OF NOWHERE

1963-1965



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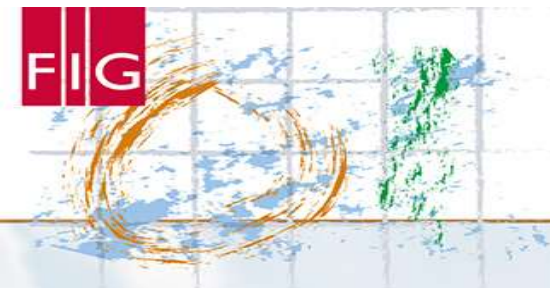


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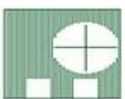
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A MALL IN THE MIDDLE OF NOWHERE

1983



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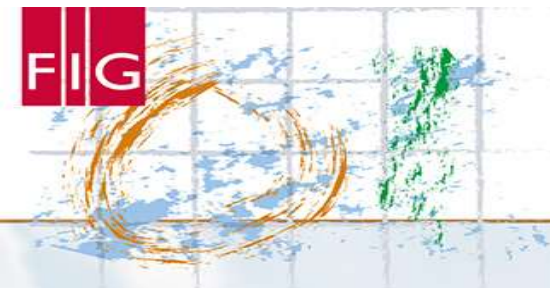


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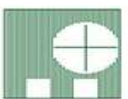
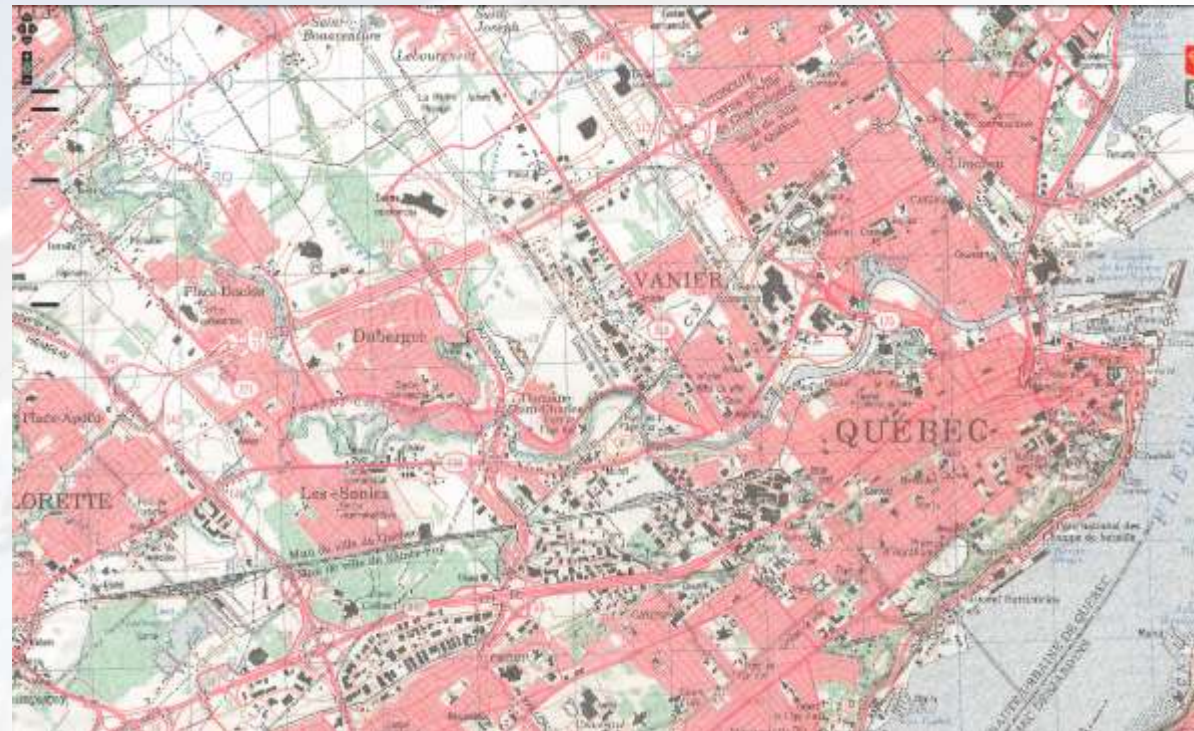
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A MALL IN THE MIDDLE OF NOWHERE

1988



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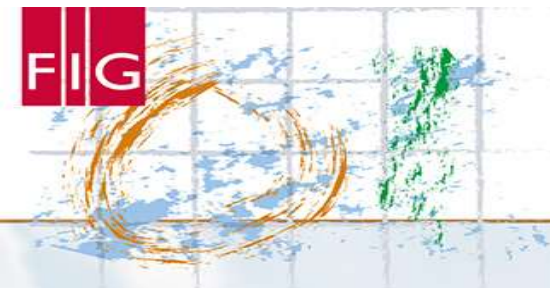


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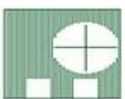
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A NEW URBAN DEVELOPMENT CORE

2013



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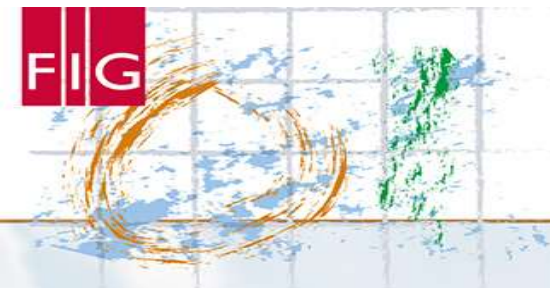


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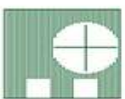
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A NEW URBAN DEVELOPMENT CORE

- Agricultural Land Reserve (or Bank)
 - Acquisition over a 10 year-period
- Opportunity = Highway Construction
 - Exit leading directly to the parking lot
- Construction of a Mall out of nowhere
 - Vision of development
- Nowadays = Major Development Core of the Quebec City Metropolitan Area



Source: Quebec City Archives



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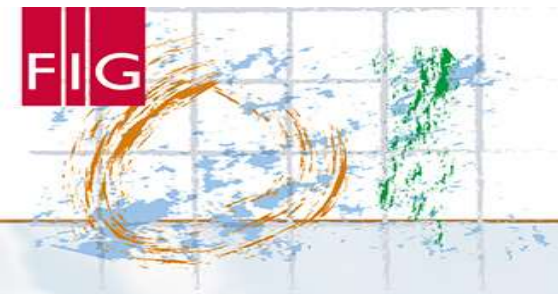


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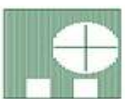
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CONCLUSION

- **Structuration of a New Methodology**
 - Research, documentation and analysis of legal documents related to land transactions
 - Land
 - Private companies
 - Land Register, Cadastre
 - Biography based on land transactions and operations



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