

Our objective is to provide municipalities with a framework and a range of decision-making tools, designed for municipal purposes, to improve the quality and value of the Municipality Retail Framework (MRF) and to enhance municipal fiscal value.

In business in retail marketing research since 1984, we became interested in understanding and defining the value of retail for municipalities. In 2008, we developed a methodology which establishes and classifies commercial issues. To demonstrate our practice, we are highlighting some examples.

Population growth

A city with strong residential growth for the next ten years may require the creation of a new downtown that will include multiple uses. Our study focused on commercial programming for this future downtown area.

Such growth may require an analysis of the potential of creating a street in a real estate project of more than 5000 new homes with the required commercial programming on the ground floor.

Requalification

In some instances, we provide a detailed analysis of the current Municipality Retail Framework and identify real estate requalification projects. Our data and report include the economic effects in terms of jobs, real estate and investments to be made.

In particular, a district is the subject of a substantial real estate requalification adjacent to a metro station. The aim is to provide residents with a user-friendly commercial offer that minimizes travel to other areas. The analysis focused on the business potential associated with the planned addition of 3000 units in the neighborhood.

Ambiance

Today, ambiance represents a new trend in the creation of shopping complexes. In particular, neighborhood retail and services receive the most attention in this regard.

In this regard, our analysis focused on the estimation of the commercial and service components for an ambiance center inserted in a residential project of over 3000 homes.

Commercial Balance Sheet

We dealt with a particular issue where other more developed urban areas host a municipality. It does not enjoy a local commercial offer. Our analysis demonstrated the local commercial potential which translated into the construction of two shopping centers, thereby reducing the dependency of residents on other territories and improving the carbon footprint to name but a few advantages.

We also had another case where a city, the result of several past mergers, found each urban zone had developed more or less harmoniously since the unification. The research determined a commercial balance sheet for each zone as well as elaborated a development plan specific for each zone.

Elsewhere, Demarcom carried out a detailed analysis of the commercial offer and opportunities for a major real estate redevelopment, at the request of the Economic Development Department of a major city.