

PETITE-RIVIERE-SAINT-FRANCOIS:

Cornered between Charlevoix's landscape
and resort communities challenges



**CIP & PIBC ANNUAL NATIONAL CONFERENCE
WHISTLER, BC, JULY 5-8, 2022**

Source: Municipalité de Petite-Rivière-Saint-François



HOW CAN A SMALL CENTURY-OLD COMMUNITY DEAL WITH MAJOR RESORT DEVELOPMENT?

Petite-Rivière-Saint-François is trying to cope with the presence of one of the largest ski resort in Eastern Canada, with few economic benefits so far.

Facing an extensive resort development, the community decided to take the lead to capitalize on the opportunity and not suffer the consequences anymore.

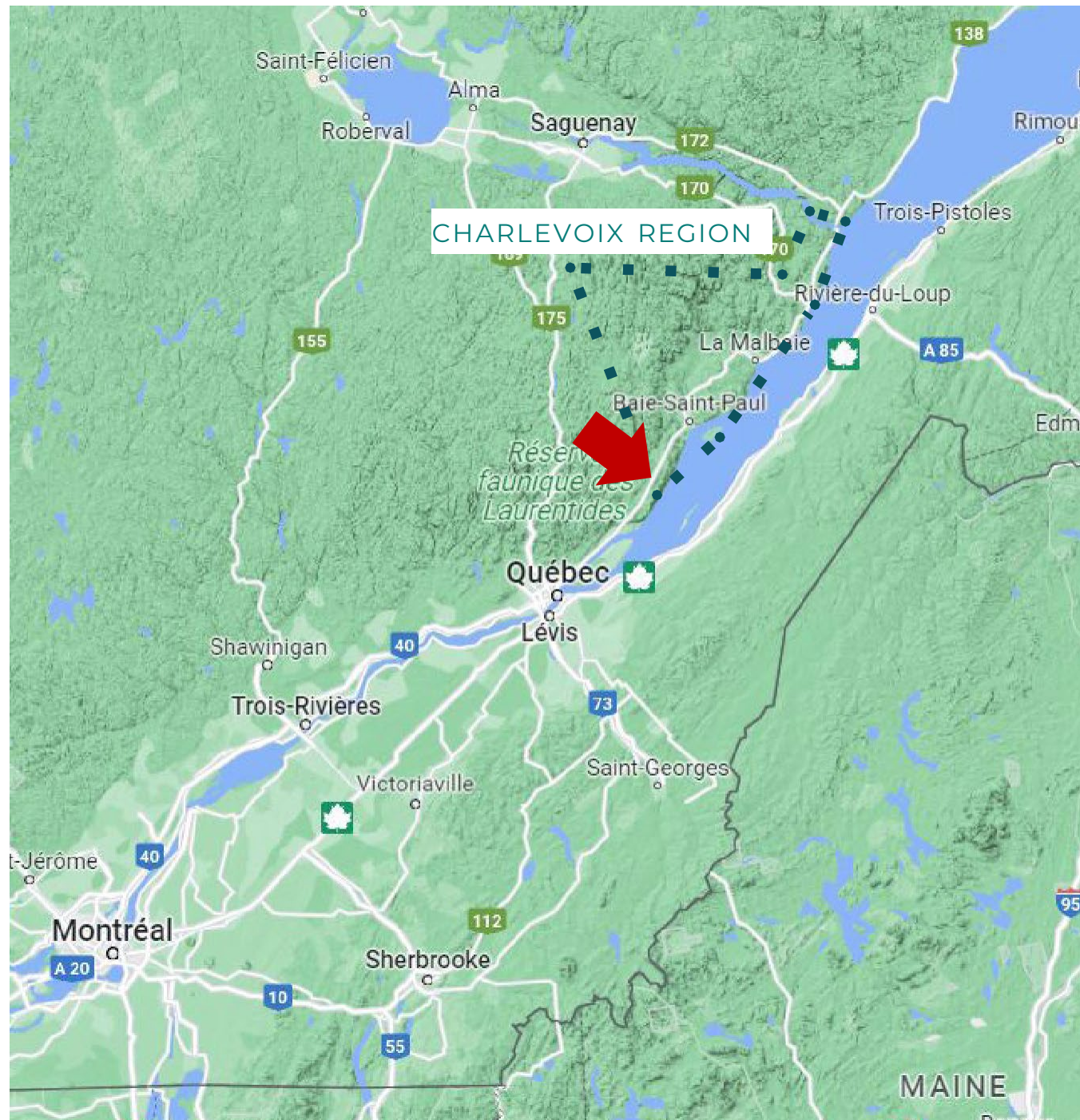




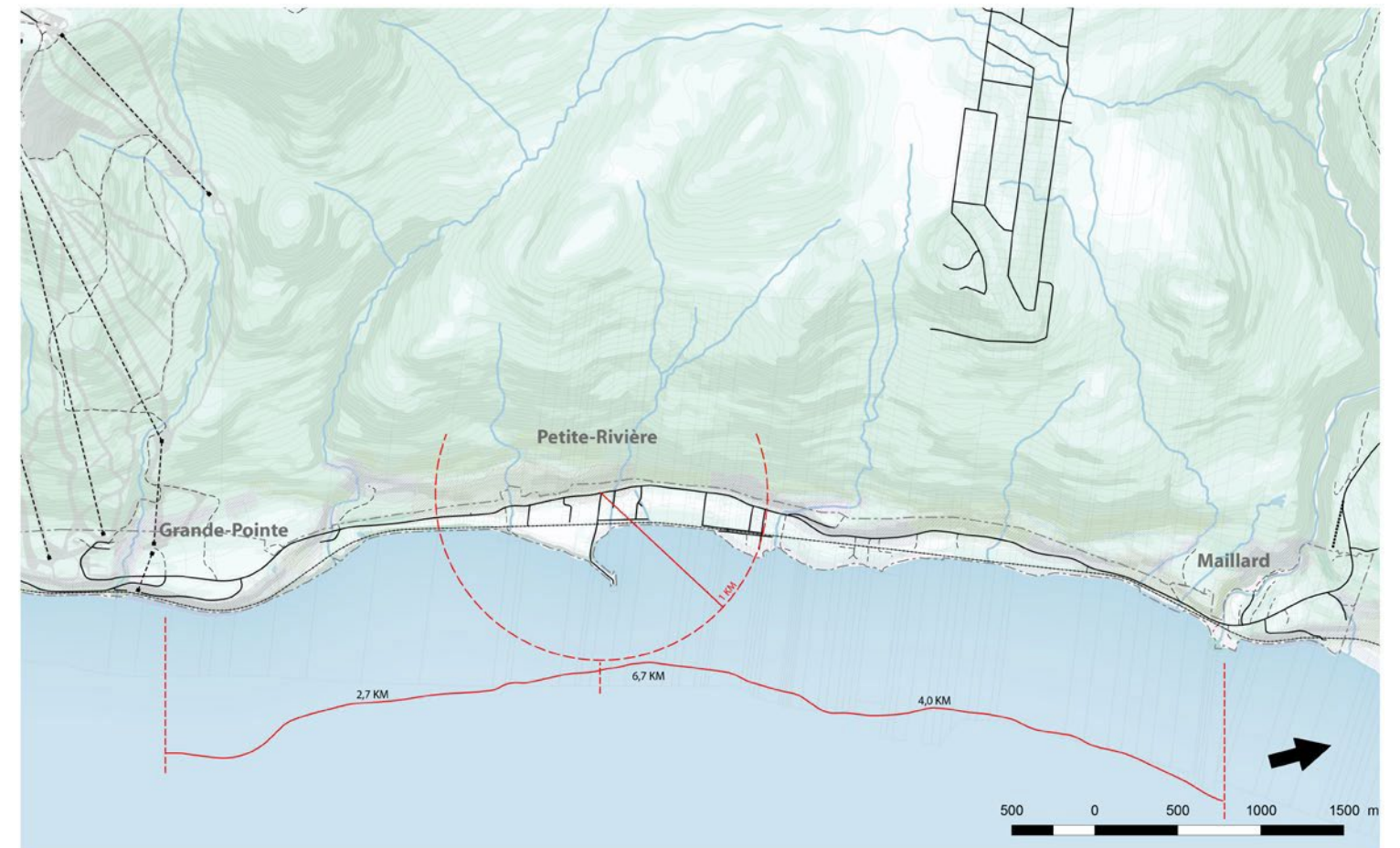
CONTEXT

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LOCATION OF CHARLEVOIX AND PETITE-RIVIERE-SAINT-FRANCOIS



Population (2016): 815 inhabitants
Nb. short-term rental = Nb. homes



HISTORICAL BACKGROUND OF TOURISM IN CHARLEVOIX



The Canada Steamship Lines «Saguenay»
moored at the port of Chicoutimi, 1928



Chapel of Port-au-Persil, Quebec



Manoir Richelieu, Charlevoix, 1925
Source: Gauthier, Serge. « La petite histoire d'un grand hôtel »



Manoir Richelieu, Charlevoix, 2006

HISTORICAL BACKGROUND

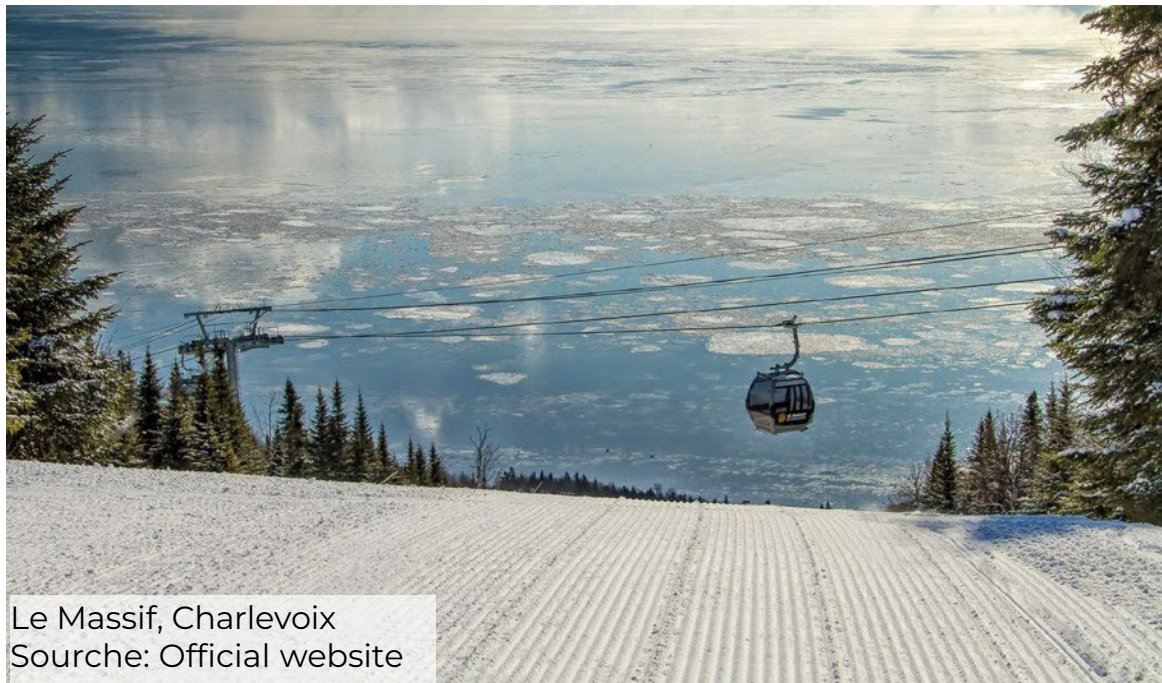
TOURISM IN CHARLEVOIX



Whale-watching, Tadoussac



National Park Hautes-Gorges
Source: SÉPAQ



Le Massif, Charlevoix
Source: Official website



National Park Grand-Jardins
Source: SÉPAQ

HISTORICAL BACKGROUND

OF CHARLEVOIX & PETITE-RIVIÈRE SAINT-FRANÇOIS

1676

Petite-Rivière-Saint-François is one of the oldest villages in the Province of Quebec and the first hamlet in Charlevoix region.



Village church (1738-1903)
unknown year
Source: BANQ

1600-1900

The inhabitants depend on a subsistence economy and the exploitation of resources: agriculture, fishing and the forest for lumber and maple products.



Main Street, 1943
Source: BANQ

1850-1950

The shipyard industry, which built schooners, is the only real industry that has been active in the area.



Schooners moored at the wharf, unknown year
Source: Municipality of Petite-Rivière-Saint-François

HISTORICAL BACKGROUND

OF CHARLEVOIX & PETITE-RIVIÈRE SAINT-FRANÇOIS



1880-1915

The wealthy urbanites took over the region as their destination for holidaying; this was the beginning of the resort era. PRSF avoided this trend due to its remoteness.

1975-90

Development of a ski area in PRSF, followed by the opening of a first chairlift and a day lodge.

Present days

The ski resort is becoming a world-class resort known as the "Massif de Charlevoix".

CHALLENGES AND ISSUES

- 1 Lack of economical benefits from the ski resort; the commercial devitalization is a major obstacle to attract new residents.
- 2 Expensive cost of housing induced by a high demand for cottages and short-term rentals - affecting the renewal of the aging permanent population.
- 3 Mix between residents and large number of visitors affecting the community spirit.
- 4 Linear village structure: weak village core.
- 5 Very few housing options for resort workers.

CONTEXT OF THE SPECIAL PLANNING PROGRAM

This Special Planning Program
(Programme particulier d'urbanisme / PPU)
is part of the Municipality's desire to
revitalize and consolidate its village core

Objective:

- to take advantage of the influx of workers to welcome new residents;
- to provide adapted and affordable housing;
- to establish the right conditions for local businesses and services for its residents.

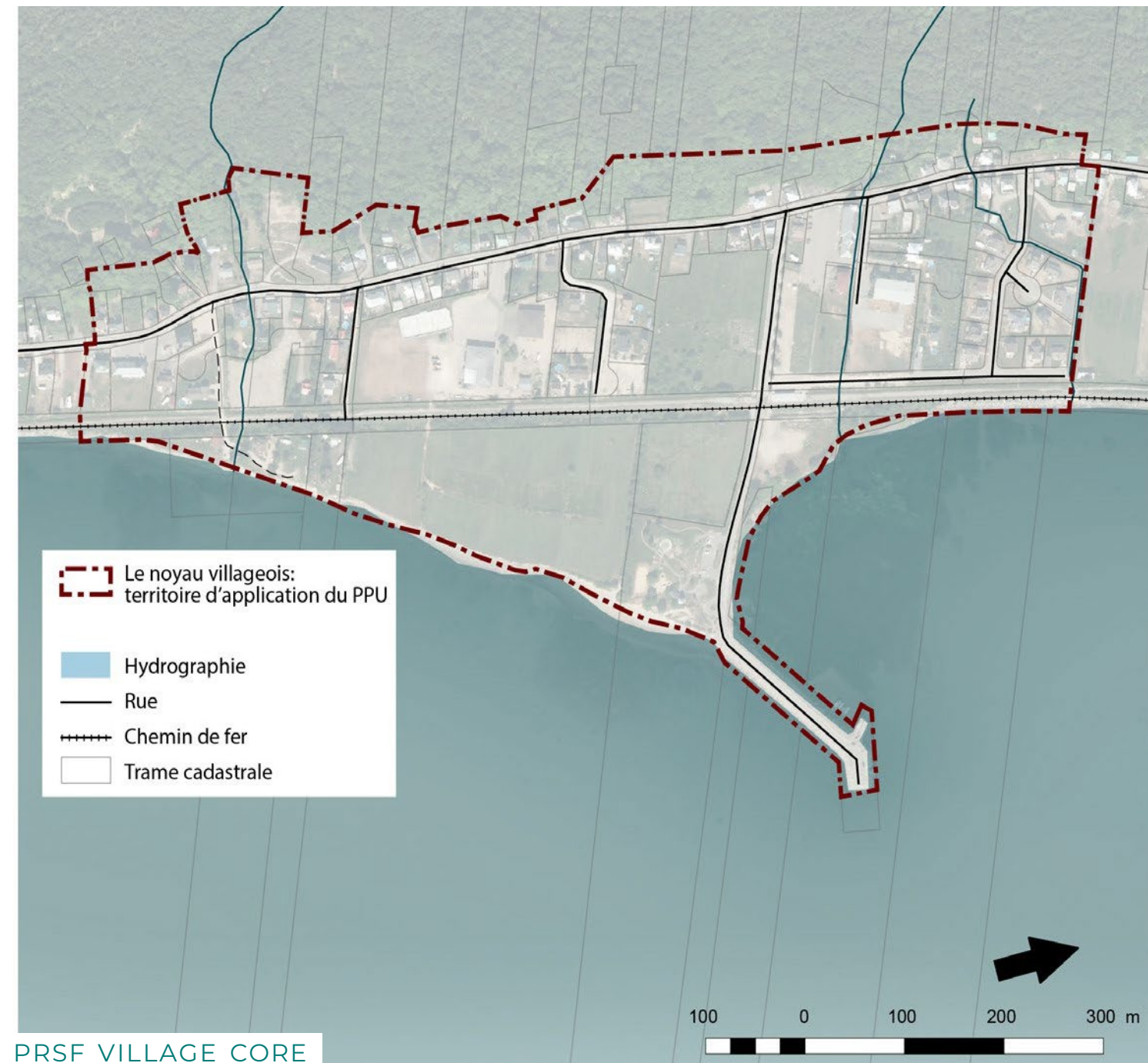
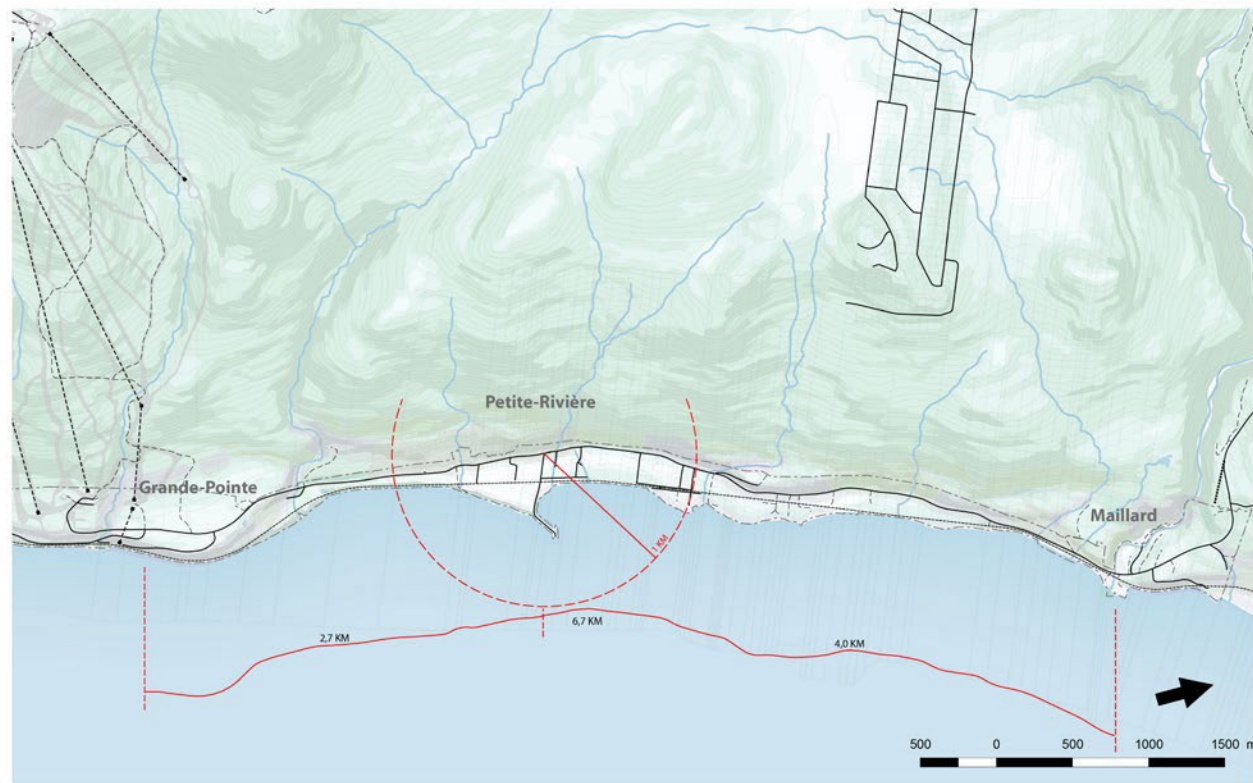


PROGRAMME
PARTICULIER D'URBANISME
du
NOYAU VILLAGEOIS

VERSION FINALE

JUILLET 2019

AREA OF THE SPECIAL PLANNING PROGRAM



APPROACH

- Collaboration with Claude Lamothe (SOTAR), a highly experienced planning professional with a deep local knowledge
- Week-long charrette in situ
- Early stakeholders consultation & public participation



Source: Table de concertation sur les paysages

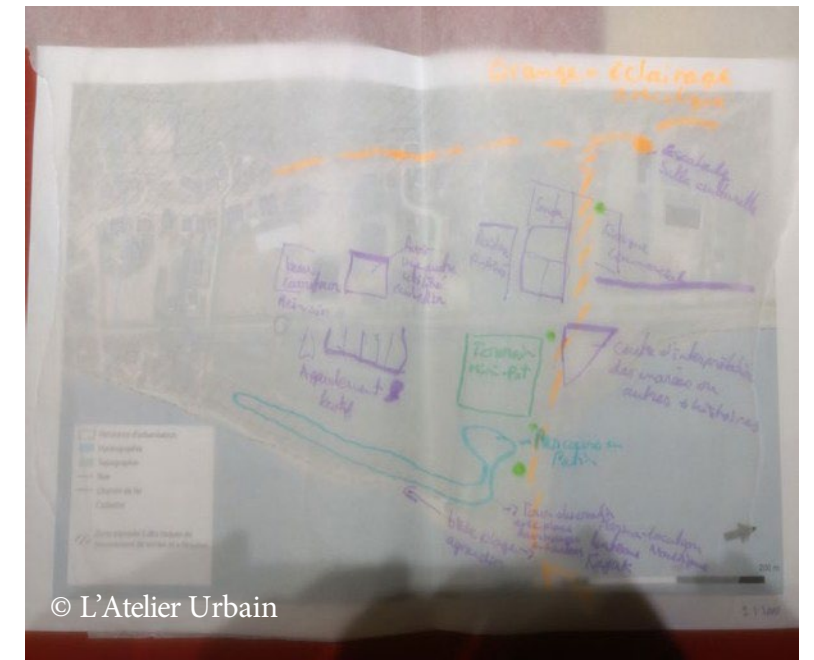
APPROACH



SHARE KNOWLEDGE
OF THE PLACE,
CHALLENGES AND
IDEAS



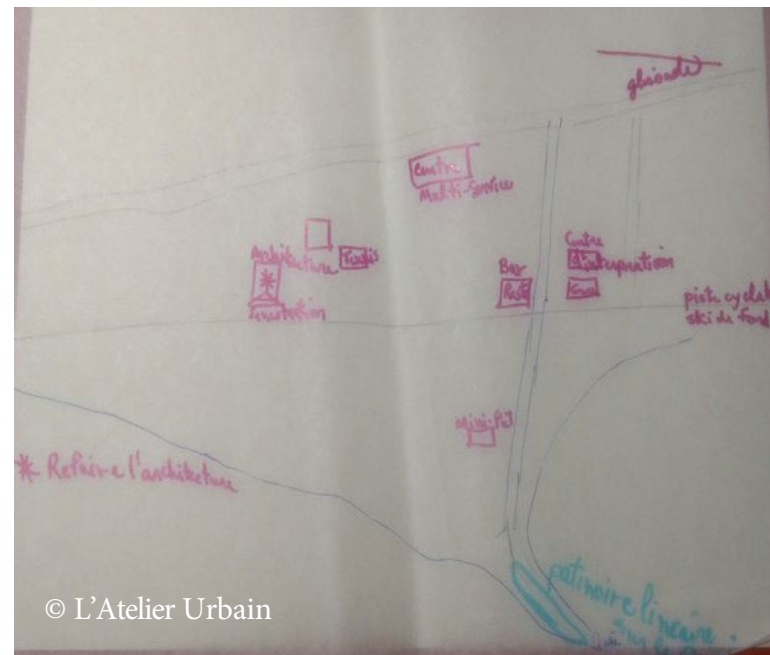
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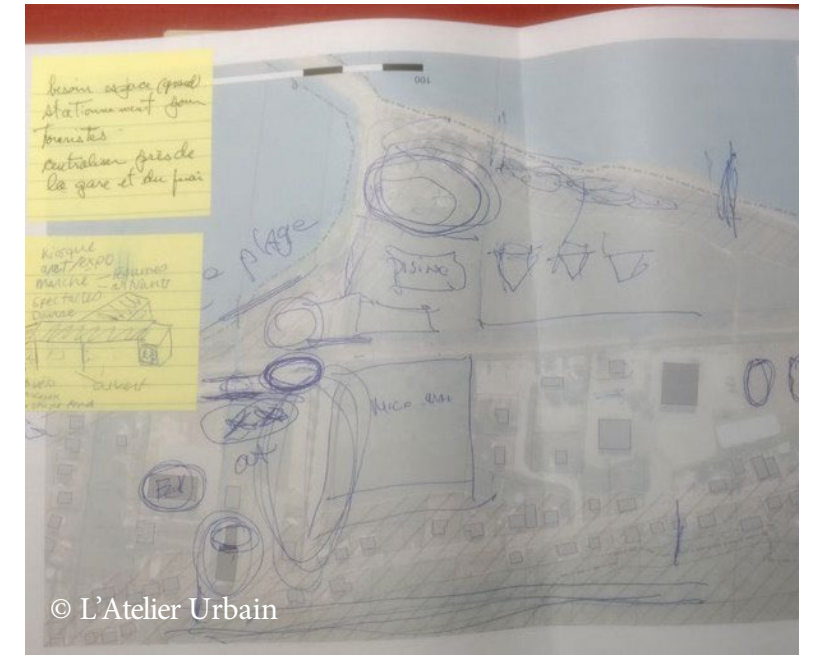
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ELABORATE CREATIVE
PROPOSALS



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CREATE A SHARED
VISION



Alfred Pellán, Village de la Petite-Rivière-Saint-François, 1941, Huile sur toile, 59 x 43,3 cm
Collection du Musée national des beaux-arts du Québec, Achat (1942.01),
© SOCAN, Crédit photo : MNBAQ, Idra Labrie

MAIN LANDSCAPE COMPONENTS

Inspiration can be drawn from the structure of the landscape itself



Renowned artists who have painted and written about the local scenery and its rural lifestyle.



Visitors expect the iconic scenery and an authentic experience, built on a century-old image-building process.

MAIN LANDSCAPE COMPONENTS

main components of the local landscape: the river, the fields, the village, the escarpment



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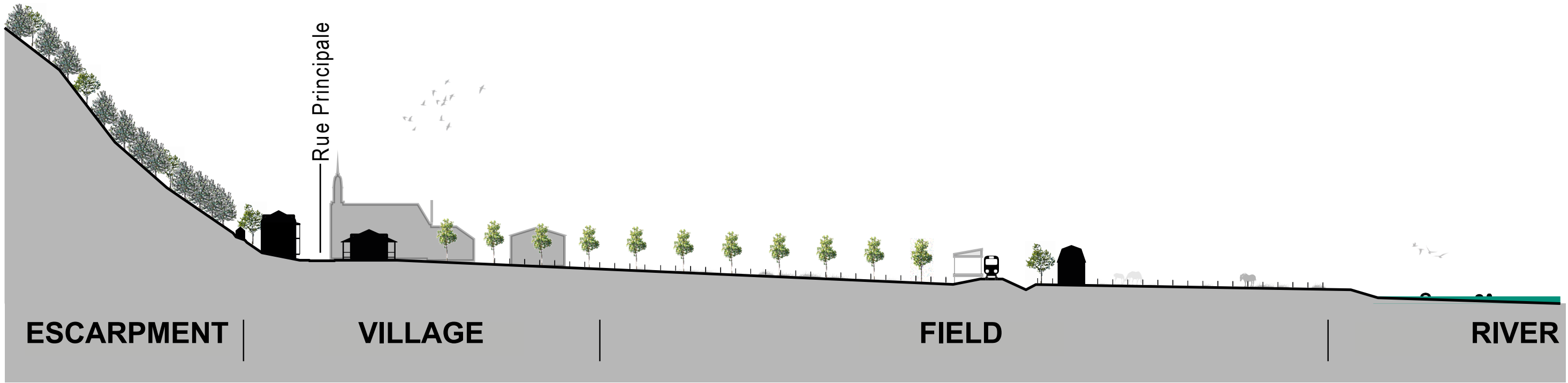
MAIN LANDSCAPE COMPONENTS



**combination of rural
character and river views**

© L'Atelier Urbain

MAIN LANDSCAPE COMPONENTS



Section of the major components of the village landscape

Images source: Table de concertation sur les paysages de la Côte-de-Beaupré, de Charlevoix et de Charlevoix-Est





VISION AND ORIENTATION

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« Un village entre fleuve et montagne »
"A village set between mountains and river"

MAJOR ORIENTATIONS

1

HOUSING

Increase the offer for affordable housing while respecting the village's scale

2

LANDSCAPE AND IDENTITY

Preserve and highlight the main landscape components

3

POSITIONING AND VITALITY

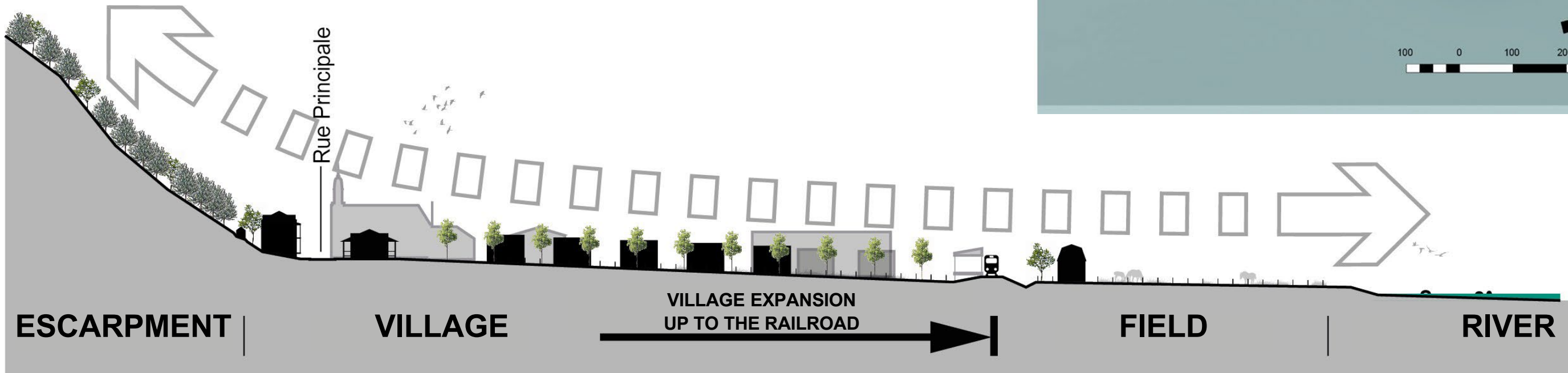
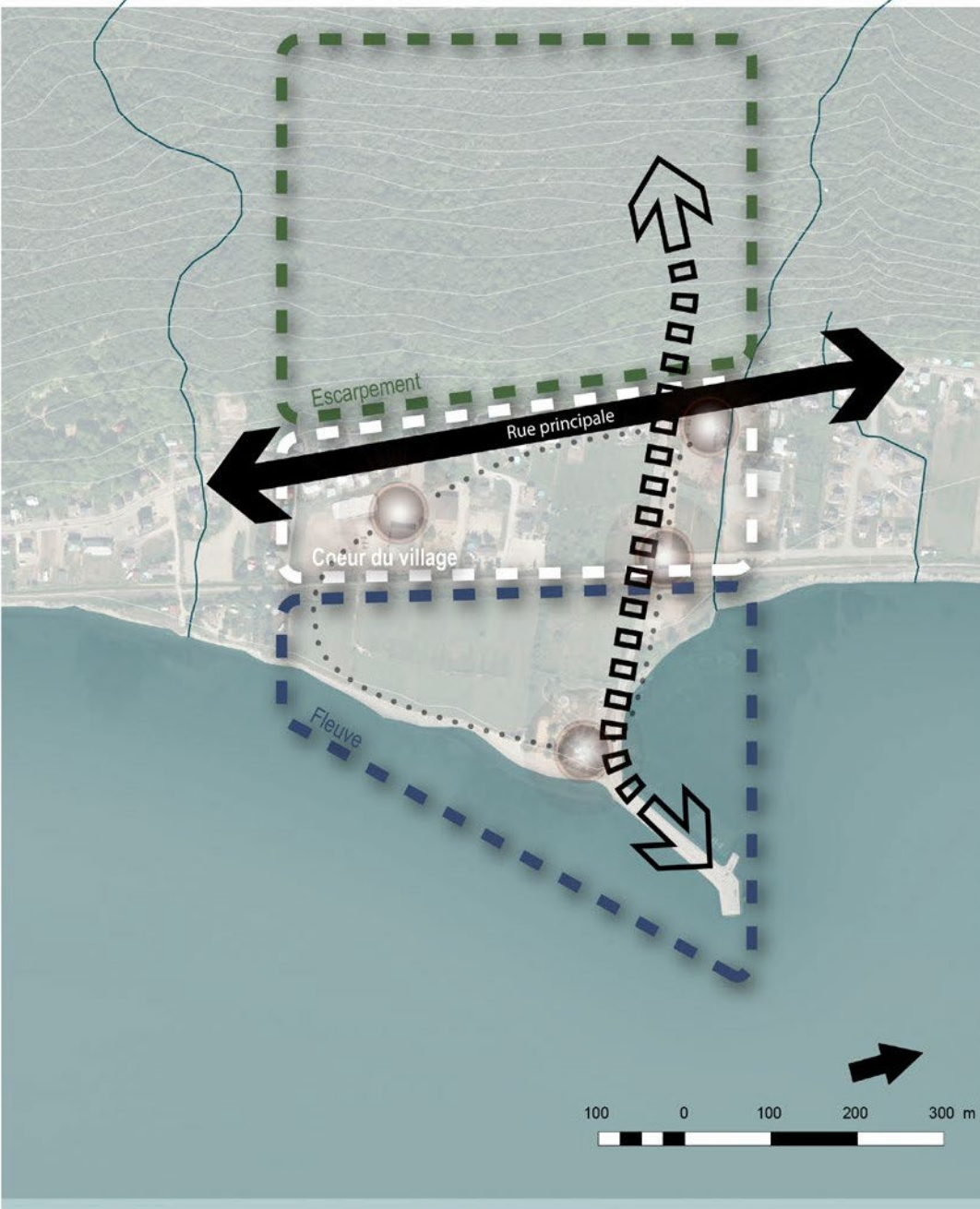
Develop commercial, recreational and cultural activities



Source: Table de concertation sur les paysages

DEVELOPMENT VISION

- 1. Create a new structuring axis, perpendicular to the historical one, linking the river and the escarpment
- 2. Preserve and enhance the various landscape components by limiting the sprawl of the village up to the railroad tracks





MASTERPLAN

Source: Table de concertation sur les paysages



Landscaping the Town hall site



Inspirational image

New design for the main street



Inspirational image

Café-bistro with patio next to the station



Inspirational image

Rural landscape valorization



Inspirational image

New publics squares



Inspirational image

Partial pedestrianization of the pier

MASTER PLAN



ARCHITECTURE IN A VILLAGE SETTING

- Quebec neoclassical houses, colonial houses and cubism make up most of the residential built environment.
- Small & large-scale building need to incorporating the characteristics of Quebec's architecture.
- Since 1950, new types of residential buildings appeared with suburban characteristics.
- Avoid a destructuring effect on the existing homogeneous built environment.



Source: Table de concertation sur les paysages



Source: STGM

IMPLEMENTATION

DIFFERENT WAYS TO FAVOR AFFORDABLE HOUSING

- Incentives to encourage alternative forms of housing tenure : condominium property, rental housing, coop, non-profit, etc.
 - Municipal involvement in a non-profit project
 - Housing developement on municipal properties
- Prohibition of short-term rentals
- Allowing a variety of types and sizes of housing
- Modification of the zoning requirements:
 - Density requirements
 - Maximum housing size
 - Reduce minimum lot size and setbacks
 - Remove mimimum parking requirement
 - Etc.

AFFORDABLE HOUSING PROJECT



stgm
ARCHI-
TECTURE

20 units (1-2 bedroom rooms)

Fall 2023

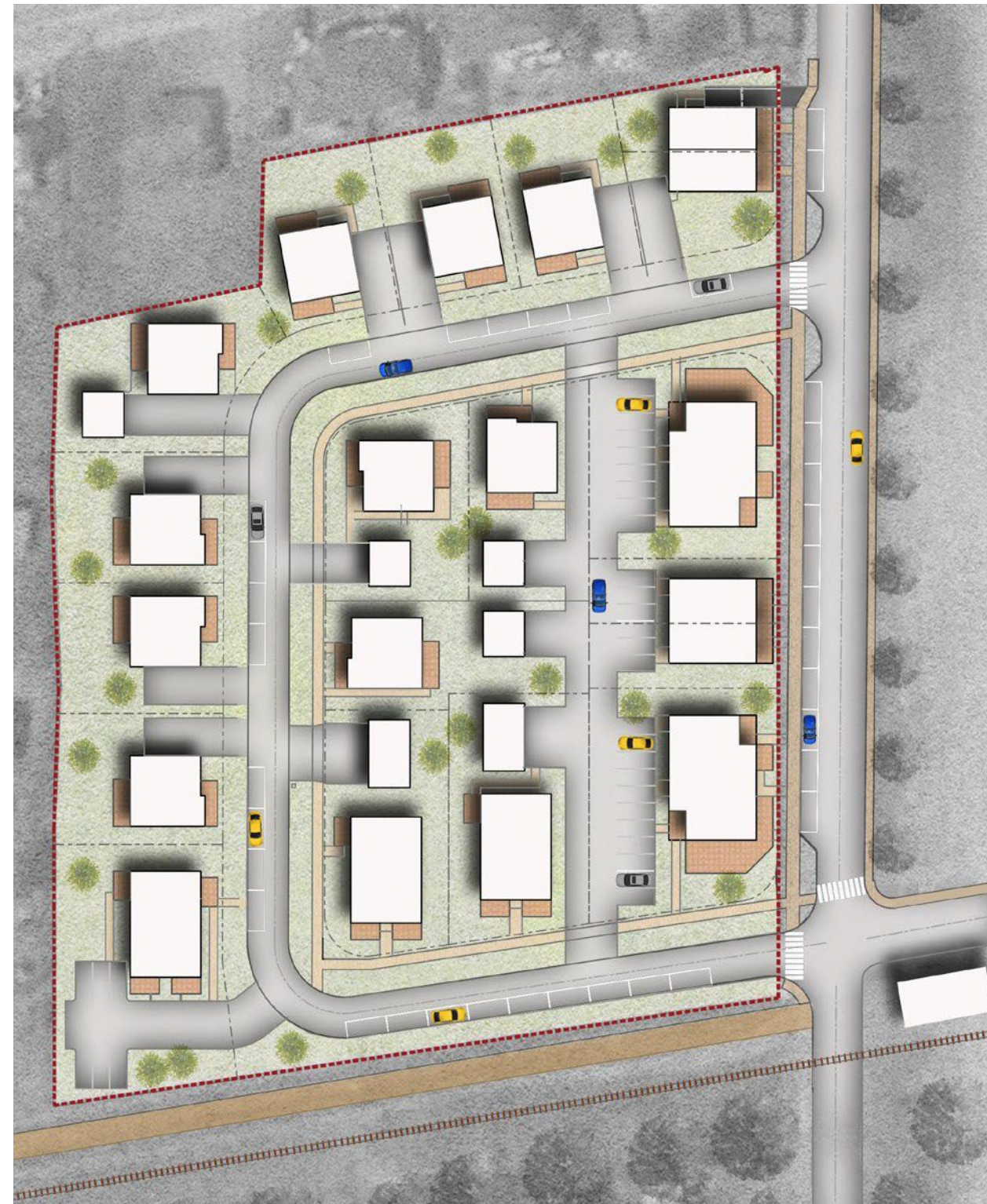
Expected residents: seniors & tourism and accommodation workers



LE RIVERAIN



49 units (2-6 units buildings)
Retail spaces on Rue du Quai
Fall 2022 to summer 2023



LE RIVERAIN



VUE D'ENSEMBLE 1 - RUE DU QUAI



VUE D'ENSEMBLE 2

LE RIVERAIN

House Type A:



House Type B:



House Type C:



House Type D:



LE RIVERAIN



Élévation façade gauche
Echelle 1 : Aucune

House Type E:
Total: 6 units
Area: 234 m²



Élévation façade principale
Echelle 1 : Aucune



CONCLUSIONS

Source: Table de concertation sur les paysages

LESSONS LEARNED

- Almost everyone involved is a neighbour!
- A precise vision might get the attention of a real-estate developer
- Difficulty to create affordable housing in a highly speculative environment
- Difficulty to ensure public land ownership with little resources
- Zoning regulations should be strict for architecture, but flexible for other matters in such a village setting



Source: Municipalité de Petite-Rivière-Saint-François

THANK YOU !



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