



**SURVEY OF RESIDENTS REGARDING  
LAND DEVELOPMENT OPTIONS**

**REPORT PRESENTED TO TOWN OF BAIE-D'URFÉ**

**MAY 2019**

**life to ideas**

**CROP**

# Objectives and methodology

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life to ideas



## Objectives and methodology

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With the aging of its population, the Town of Baie-D'Urfé launched a reflection on potential real estate developments on its territory. It is in this context that the Town commissioned CROP to obtain the opinion of its citizens on the subject.

However, prior to the population survey, CROP met with 8 real estate agents who are very familiar with the Baie-D'Urfé real estate market in order to obtain their opinion about market needs and expectations.

The data collection operations were conducted online from **April 25 to May 3<sup>rd</sup>, 2019**. In total, 568 Baie-D'Urfé residents participated in the survey (margin of error 3,8%).

The results were weighted in order to reflect the actual distribution of the population in terms of gender, age and employment situation of the respondents.



# Focus group topline report – Opinion of the real estate agents

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## Unmet needs in real estate

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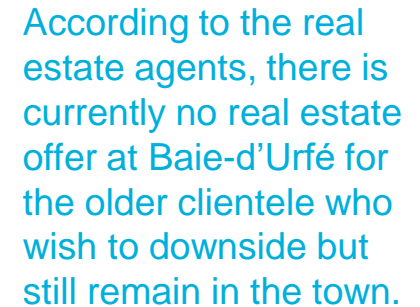
On the real estate front, the agents we met identified needs and expectations that are specific to each of two broad client segments with whom they are dealing: older Baie-D'Urfé residents who wish to sell their house, and property seekers from outside the town who plan on settling in the area.

Incidentally, the older Baie-D'Urfé residents who seek to sell their property are not a totally homogeneous group:

- Some are looking to move closer to their children (interested in intergenerational housing options)
- Others wish to move into a smaller dwelling (a bungalow, for example)
- And some others see themselves moving into a full-service seniors residence should they become less autonomous, or else a regular retirement home

In addition, still according to the real estate agents we met, there is currently no real estate offer at Baie-D'Urfé for these types of clients who, although reasonably well-off, are not exactly millionaires. Consequently, any real estate offer addressing this clientele needs to be affordable.

The real estate agents also mentioned that this older cohort, some of whom have been living at Baie-D'Urfé for a long time, is strongly attached to the ambient environmental quality of the town (a lot of green spaces, walking by the water, cleanliness of the streets, etc.). Therefore, any new real estate project targeting this segment must take this dimension into consideration.



According to the real estate agents, there is currently no real estate offer at Baie-d'Urfé for the older clientele who wish to downside but still remain in the town.

## Unmet needs in real estate

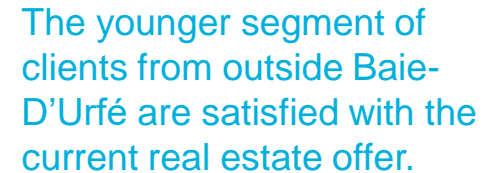
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As for the second segment of real estate clients, that is, people from outside the town who wish to settle in Baie-D'Urfé, the real estate agents consider that the current offer adequately meets their needs.

Generally speaking, these clients are professionals with high incomes, typically in their mid-thirties to early forties, and part of a family of two parents and two children. Buying property in Baie-D'Urfé is seen as an upgrade; they normally already own a property and some of them come from a neighbouring area such as Pointe-Claire.

Their interest in acquiring property at Baie-D'Urfé is strongly motivated by the desire to move into a house with large grounds that would protect their privacy from any close neighbours. The overall environmental quality at Baie-D'urfé (green spaces, water body nearby...) is a key criteria in their choice of town. Their impression is that they would have all the perks of life in the country while living in town.

The real estate agents think that these types of clients, families with higher incomes, are more interested in acquiring large single-family homes than condos. Again, in their opinion, young professionals looking to buy a condo would more likely choose downtown Montreal and the lifestyle it gives them access to, notably somewhere like Griffintown.



The younger segment of clients from outside Baie-D'Urfé are satisfied with the current real estate offer.

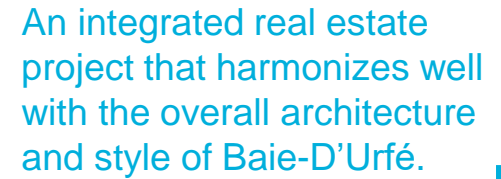
## Types of real estate projects recommended

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More generally, the real estate agents we met with wondered about the availability of any vacant lots large enough to accommodate a new large-scale real estate project. Most mentioned that the only available lots they were aware of were located in the industrial area north of Baie-D'Urfé, and they were of a mind that the Town would not be very receptive to developing a residential project on this sector due to the potential loss of tax revenues. However, outside of the industrial area, they could not envision any other part of the town where a large real estate development could be located.

Regardless of the geographical location of the future project to be developed at Baie-D'Urfé, the agents listed a number of different criteria that should be taken into account, namely:

- If the lot is large enough: an integrated real estate project on the model of the gated communities in Florida
- A property development project that harmonizes well with the rest of Baie-D'Urfé (beautiful architecture and surroundings, with green spaces...)
- The real estate offer must be diversified, with high-rise condo buildings closer to the highway (to act as a sound barrier) and a low-rise combination of single homes and rows of townhouses
- That it include one or more apartment buildings for rental



An integrated real estate project that harmonizes well with the overall architecture and style of Baie-D'Urfé.

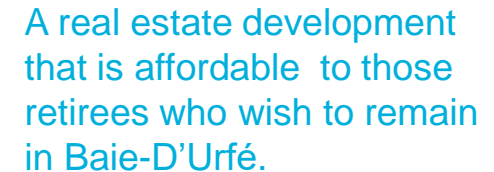
## Types of real estate projects recommended

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That being said, and although the agents recommended an integrated real estate development concept, they also suggested:

- Affordable housing, especially if the offer will be targeting an older clientele
- Consequently, any service offers included in the project should be more of the “à la carte” variety
- If there are any common areas, they must to be designed to benefit the whole building complex community in order to help reduce overall property expenses
- The real estate developers should include, at their own expense, common grounds (park, gardens, etc.) to benefit the community at large

They also suggest that if the complex is to be built next to the highway, a shuttle service should be offered to the residents in order to make it easier for them to enjoy the lake and the green surroundings of Baie-D’Urfé



A real estate development that is affordable to those retirees who wish to remain in Baie-D’Urfé.



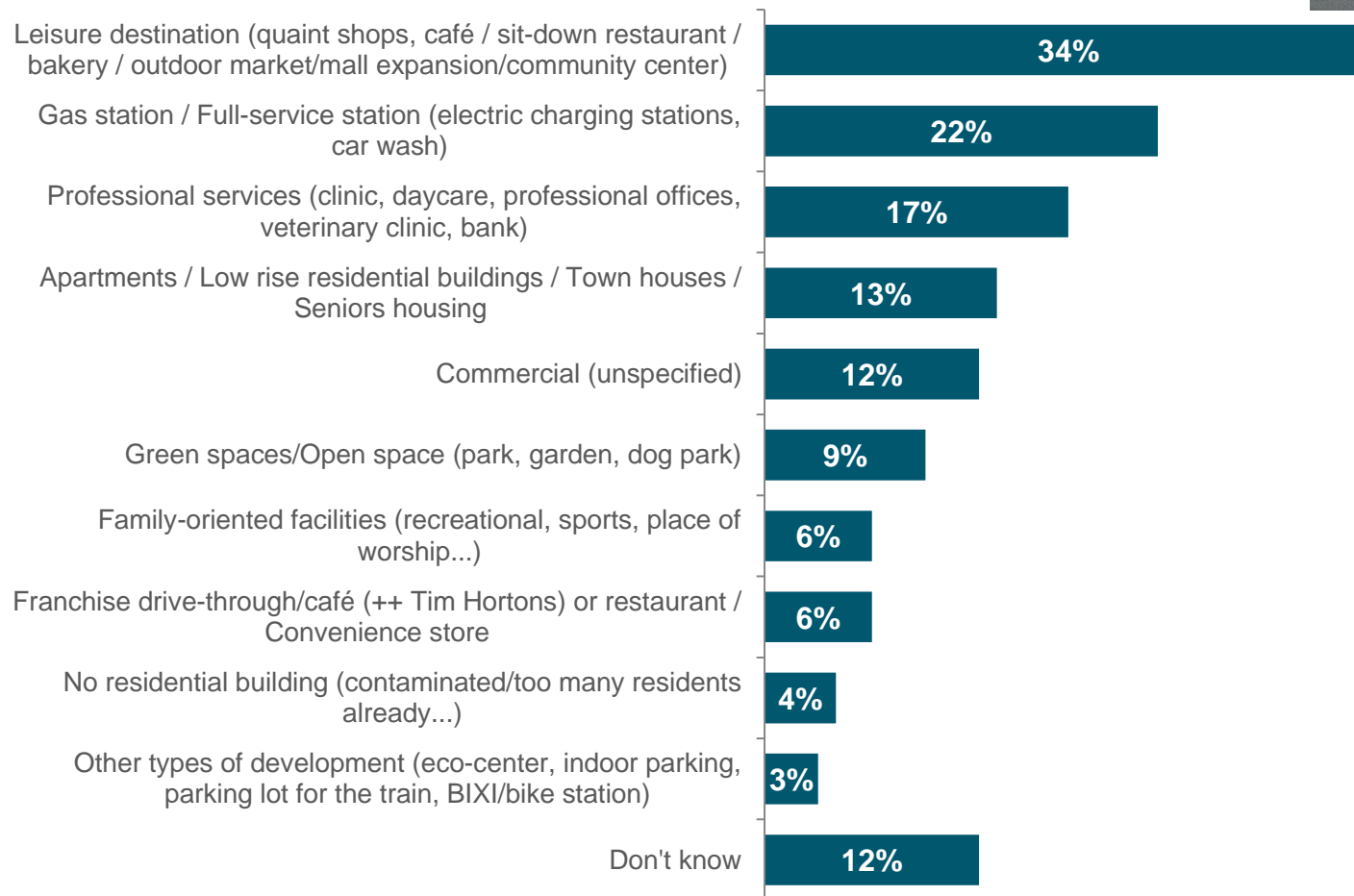
# Detailed results

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# Type of project that should be developed on Surrey (between Plaza Baie-D'Urfé shopping center and McBride Crescent)



Base: All respondents, n=568

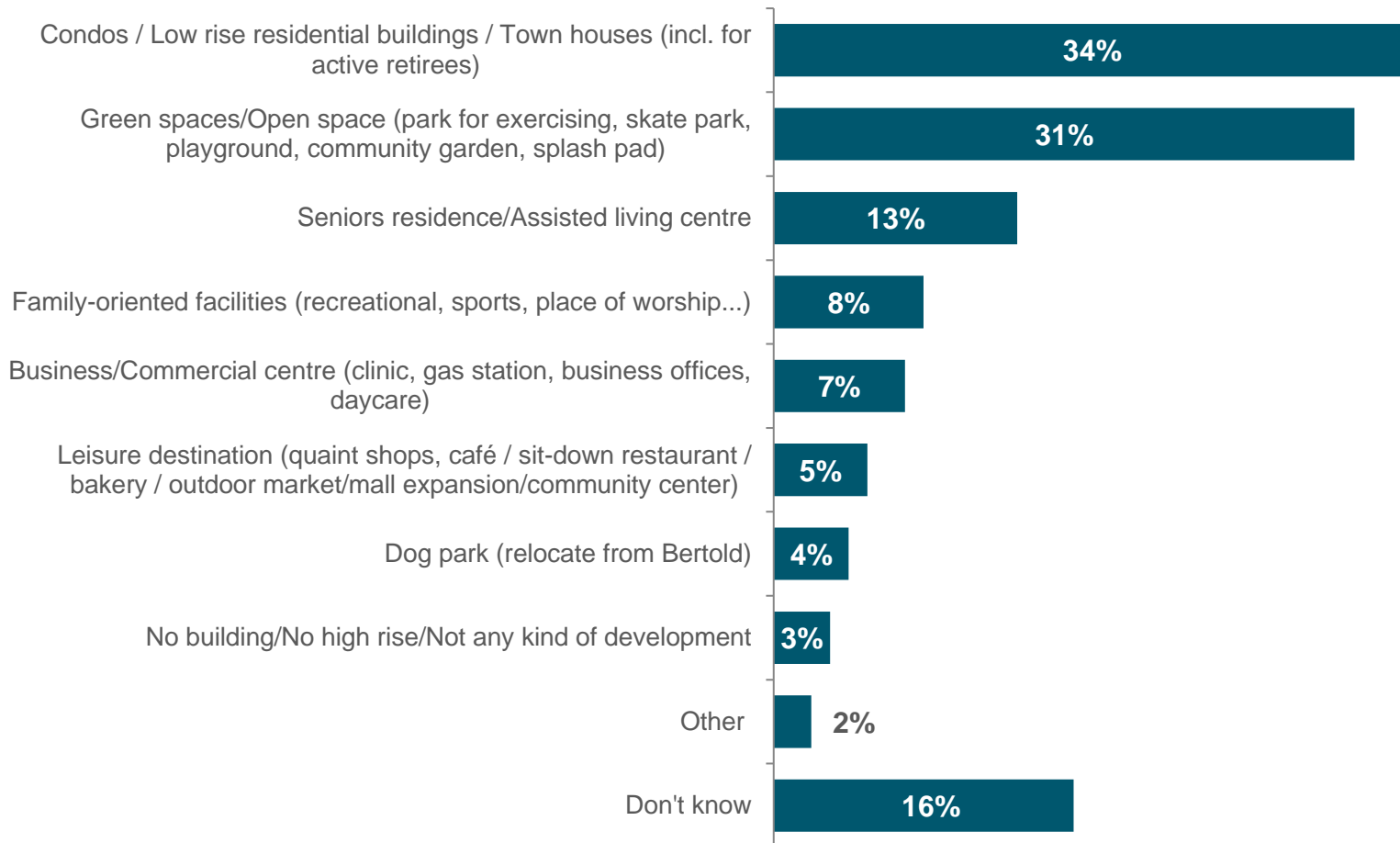


The Town of Baie-D'Urfé was approached by real estate developers about developing vacant lots and would like to have the opinion of its residents about the issue. This lot is the old Olco. It is located on Surrey between the Plaza Baie-D'Urfé shopping center and McBride Crescent.  
Q1. In your opinion, what kind of project should be developed on this vacant lot? Please describe your project idea below:

# Type of project that should be developed on Surrey (between McBride Crescent and Jean de la Londe Street, across from the Maxwell Residence)



Base: All respondents, n=568



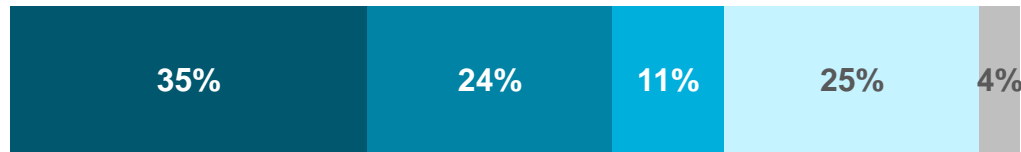
The Town of Baie-D'Urfé was approached by real estate developers about developing vacant lots and would like to have the opinion of its residents about the issue. This lot is located on Surrey between McBride Crescent and Jean de la Londe Street, across from the Maxwell Residence.  
Q1. In your opinion, what kind of project should be developed on this vacant lot? Please describe your project idea below:

# Favorability toward the idea of developing a real estate project on the vacant lots

Base: All respondents, n=568

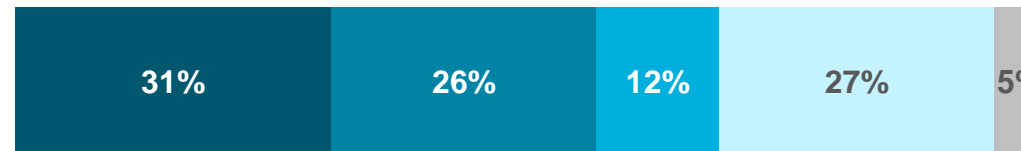
**TOTAL  
FAVOURABLE**

On Surrey between the Plaza Baie-D'Urfé shopping center and McBride Crescent (old Olco lot)



**59%**

On Surrey between McBride Crescent and Jean de la Londe Street (across from the Maxwell Residence)



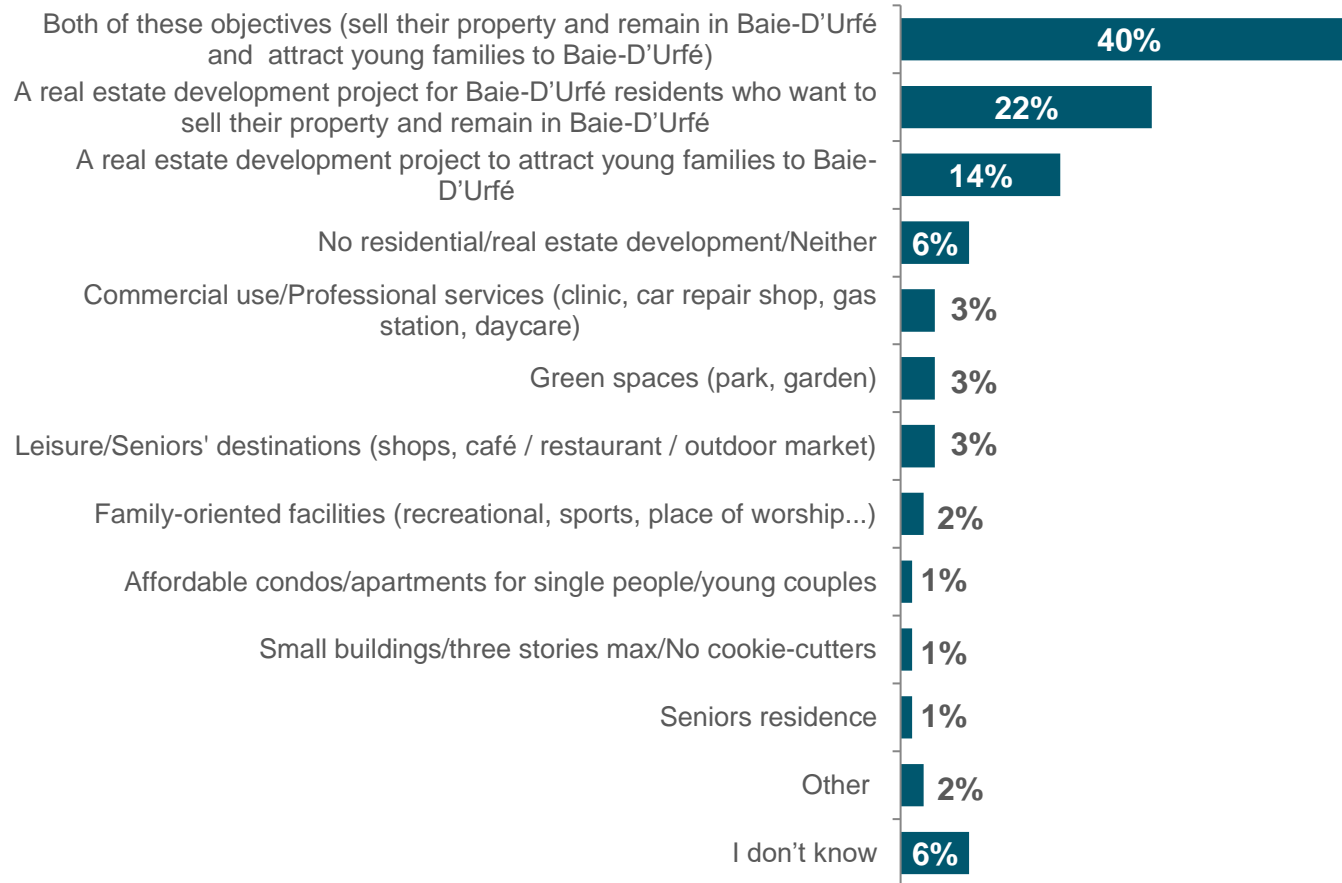
**57%**

■ Very favourable  
 ■ Somewhat favourable  
 ■ Not very favourable  
 ■ Not favourable at all  
 ■ I don't know

Q3. How do you feel about the idea of developing a real estate project on these vacant lots? Would you be...?

# Objectives that Town of Baie-D'Urfé should aim for

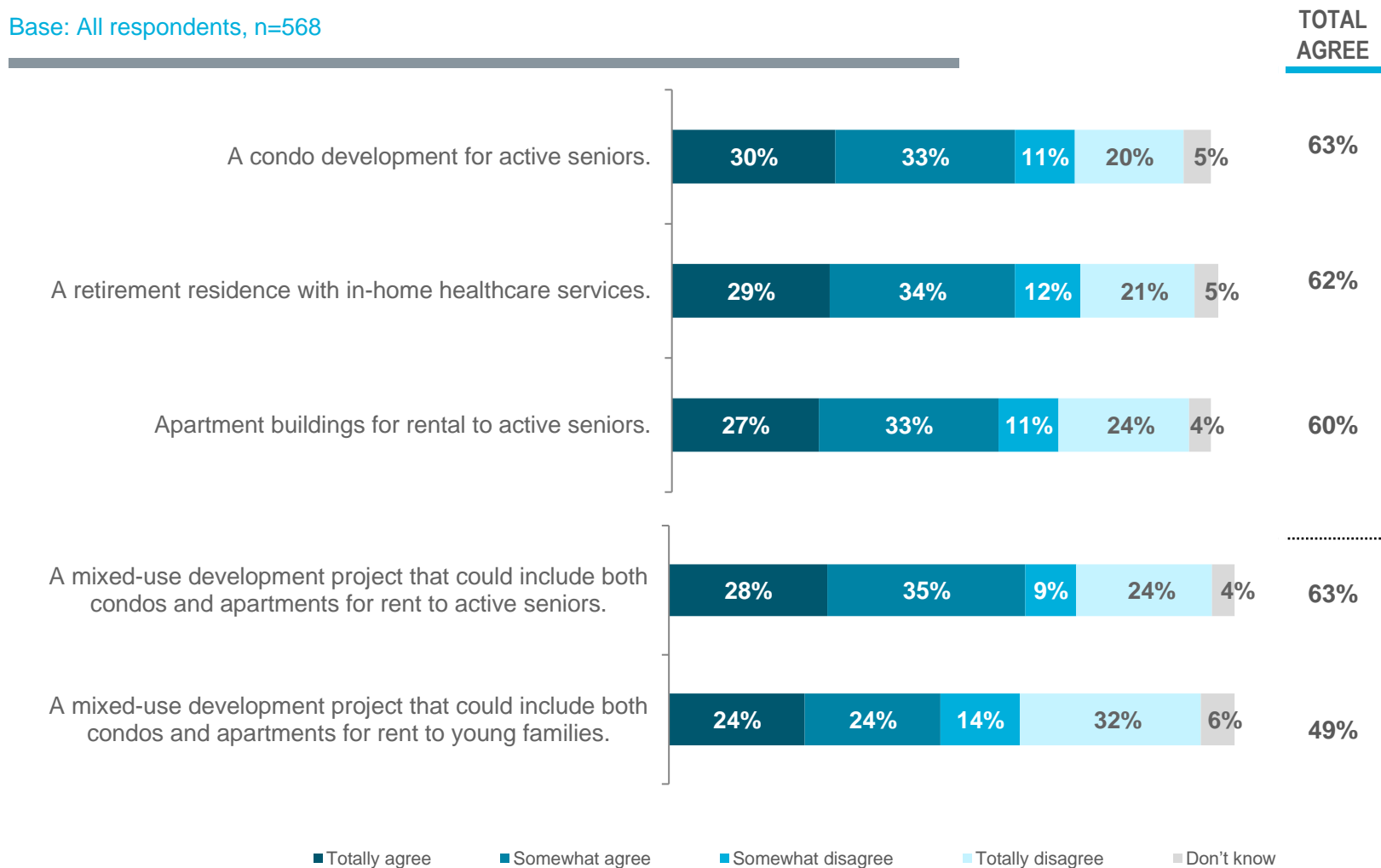
Base: All respondents, n=568



Q5. If a real estate project were to be developed on these vacant lots (either the first or second lot), which one of the following objectives should the Town of Baie-D'Urfé aim for?

# Ideas of projects that could be developed on the vacant lots

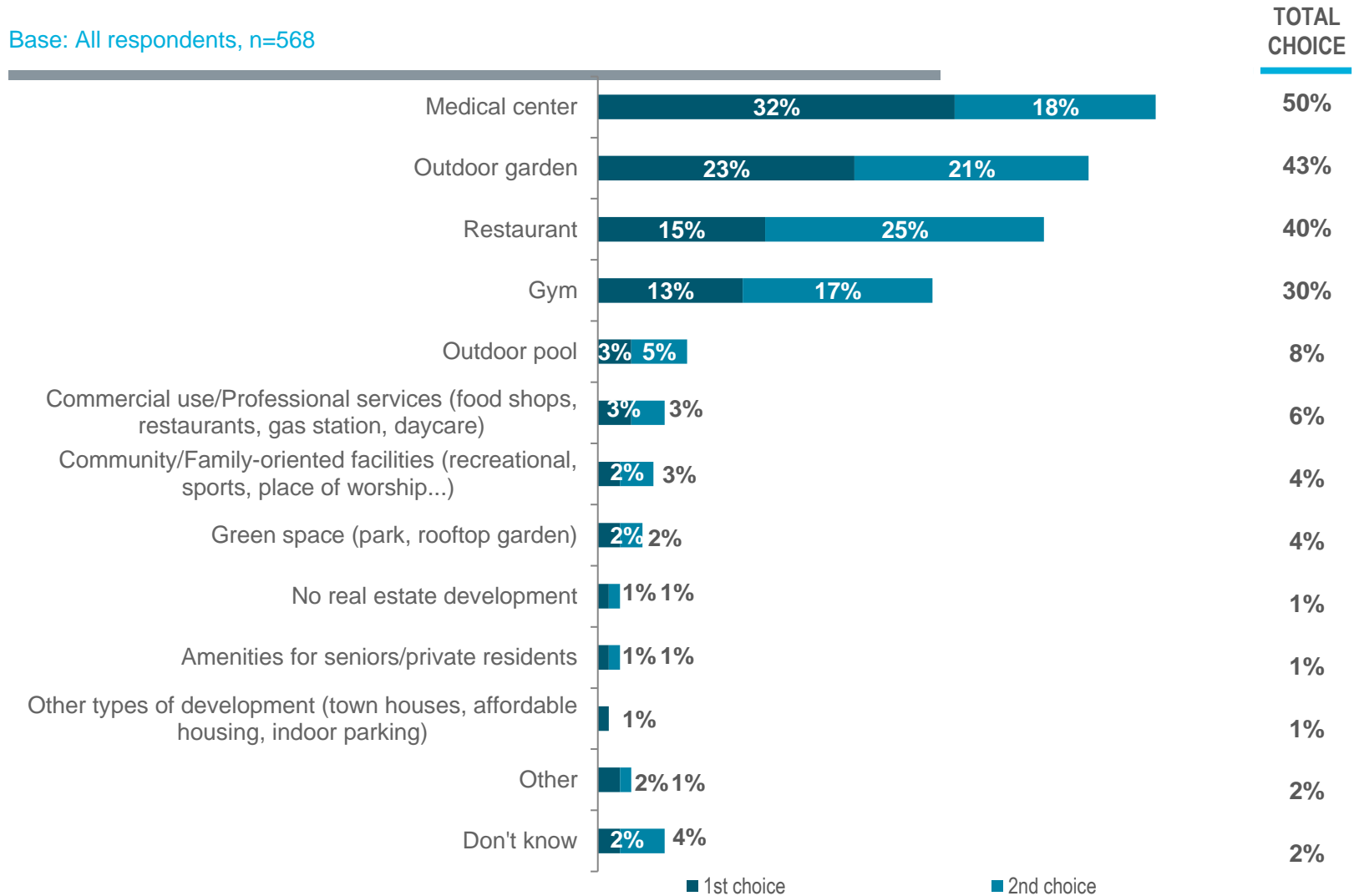
Base: All respondents, n=568



Q6. Even though the Town of Baie-D'Urfé has no specific project in mind concerning the development of these vacant lots, here are a few ideas of projects that could be developed on the vacant lots. To what extent do you agree or disagree with each of these project concepts. Do you...?

# Services or facilities that the project should include

Base: All respondents, n=568



Q7. If a real estate project were to be developed on these vacant lots, whether it is condos, apartments for rent or a combination thereof, which of the following services or facilities should the project include? Please select your top 2 choices (your 1st choice then your 2nd choice).



# Respondent profile

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# Respondent profile

Base: All respondents, n=568

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	TOTAL		TOTAL
<b>GENDER</b>		<b>EMPLOYMENT STATUS</b>	
Men	48%	Working full-time or part-time	58%
Women	52%	Staying at home full-time	7%
		Retired	32%
		Student	0%
		Other	4%
<b>AGE</b>		<b>HOUSEHOLD COMPOSITION</b>	
18-34 years old	2%	Single person household	15%
35-44 years old	14%	Family with kids	55%
45-54 years old	27%	Family with no kids	30%
55-64 years old	29%		
65-74 years old	15%		
75 years old or older	13%		

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