

# INTRODUCING LAVAL





OFFERTE À TA VENUE  
LA MOSAÏQUE DE MES PARCELLES  
ENTRE MES BRAS RIVIÈRE  
MA CAMPAGNE MÉCONNUE

T'IMAGINE UN ESPACE  
OÙ PENSER AIMER CONSTRUIRE

LA FORÊT À RÉINVENTER  
À MÊME LES CHAMPS D'HIER

TA MAIN SUR LA TERRE  
APPARTENANCE  
ESPACE ÉLU  
FOISSONNANT D'AVENIR

Nancy R. Lange

# L'APPEL D'UNE ÎLE





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# LAVAL, A CITY OF HISTORY



In the beginning, there was an island. It has been said that on October 2, 1535, when going up the St. Lawrence River, French explorer Jacques Cartier noticed the presence of an island, north of the one where the Iroquois village of Hochelaga (Montréal) was situated. Initially known as île de Montmagny, it was subsequently named île Jésus, after having been granted to the Jesuits in 1636. Archeological digs carried out in the 20th century made it possible to learn that the island was inhabited by American Indians some 4,000 years ago.

This island, which would later be called Laval, to pay tribute to Mgr. François-Xavier Montmorency de Laval, the first bishop of New France, was destined for great things.

In 1702, the parish of Saint-François-de-Sales was founded—Laval's mother parish. Occupation of the 245 km<sup>2</sup> territory continued on a gradual basis, from east to west. Laval's other founding parishes are: Sainte-Rose-de-Lima, Saint-Vincent-de-Paul and Saint-Martin. The parishes were created one after the other, splintering off from the previous ones, as colonization and development was pursued. These parishes grew and then split, over the following decades, to become full-fledged cities or towns.

For more than two centuries, agriculture was the only economic activity on île Jésus. At that time, Laval was called "the garden of Montréal".

The demographic growth of the island paved the way for new urban living. In 1961, three municipalities on the island merged, resulting in the creation of the City of Chomedey. Then at 5:15 p.m. on August 6, 1965, the Québec government decreed the incorporation of Ville de Laval, a single entity merging all the former municipalities on the island. It was then that the City undertook the task of building the future.

## COAT OF ARMS

*"Unité, Progrès, Grandeur."* This motto identifies the steps in the rising development of Ville de Laval, with its coat of arms inspired by the one belonging to Monseigneur François-Xavier Montmorency de Laval, the first bishop of New France. The scallops of the cross represent the 5 pioneer parishes of the island, and the eaglets, aligned in fours, represent all the 16 municipalities inhabited by the islanders up until 1961.

## THE EMBLEM

Adopted on May 5, 1975, Laval's emblem illustrates how very modern this growing community truly is. The set of cubes symbolizes Laval's development. The cubes build the "L" of Laval, making the emblem a logo as well. The colours also have an important significance. Purple traditionally symbolizes wealth; in a broader sense, it represents—in the emblem—Laval's great economic potential. Blue symbolizes the quality of life and development of a human city. As for the letters of Laval's signature, they are joined together to evoke the merger of the island's municipalities back in 1965.



# LAVAL, A MODERN CITY



At the end of the sixties, the vast migration toward the suburbs had a substantial impact on Laval, giving rise to a huge wave of prosperity. In 1990, Laval adopted a daring development plan, including improvements to—and the protection of—natural environments and Laval’s agricultural area. The City’s farmland in fact represents 29% of its territory (7146 hectares), or over one-quarter of the total area of the island.

In 1991, at the close of the *Sommet de la personne*, over 200 recommendations were made, placing people at the heart of the concerns of the institutions and public services, in addition to supporting the family—the basic unit of society.

Consolidation of developed environments, revitalization of older neighbourhoods, planning the main developmental focuses—no stone was left unturned to make Laval a lively community, a contemporary city with a balanced development. Methodically and steadfastly, Laval fully embarked on development based on a clear vision: harmony among all the areas of activity, so that everyone could live, work and raise their children here and then watch them grow up.

Laval is the third largest city in Québec and the 15th in Canada, with a population of over 400,000 people, one of the regions in Québec where demographic growth is the highest and where the rate of new arrivals from various cultural communities is significantly increasing. Laval’s population is a bit younger than the Québec average, and the Laval region is one where the demographic weight of youngsters under age 20 is the highest in Québec.

Laval is also a balance between green spaces, commercial sectors and residential neighbourhoods, at the crossroads of major highways—a hub between the metropolis of Québec and the Laurentians.

Laval’s educational, recreational, transportation and health infrastructures are constantly being adapted to changing needs. Laval residents can have confidence in both their economy—which is open to the world, in the many socio-community resources (over 600 recognized organizations stemming from cultural, community and sports circles) and in Laval’s solidarity, which helps make respect for quality of life the natural consequence of its growth.

Laval is the third largest city in Québec and the 15th in Canada, with a population of over **400,000** people.



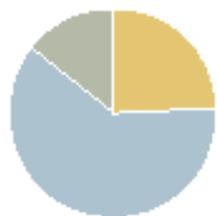
# LAVAL, A MODERN CITY



## DEMOGRAPHIC PROFILE

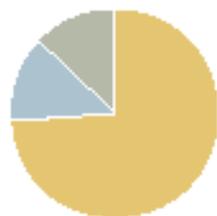
Population	400,000*
Population growth (2001 - 2011)	17%
Median age	40.3
Percentage of immigrant population	20.2%

\* Estimate in 2011



Population breakdown by age group

19 and under	24.3%
20-64	61.4%
65 and over	14.3%



Languages spoken at home

French	74%
English	13%
other	13%

No. of people per household	2.5
Percentage of Laval residents age 15 and over with a university degree or diploma	22.2%



Laval is at the heart of metropolitan activity and counts on top-quality highways linking it to all centres in Québec and elsewhere in Canada.

Laval is also twinned with the following municipalities and has entered into economic and cultural cooperation agreements with them:

Laval	Mayenne, France
Petatikva	Israel
Ribeira Grande	Azores, Portugal
San Salvador	Salvador
Midi-Pyrénées region	France
Markham	Ontario, Canada
Saskatoon	Saskatchewan, Canada
Nice	France
Manilla	Philippines
Pedro Aguirre Cerda	Chile
Heidelberg	Germany
Mudanjiang	China
Grenoble	France
Klagenfurt	Austria
Botosani	Romania

# LAVAL, AN ENTREPRENEURIAL CITY



The development and quality of life of a community are closely related to its collective wealth, which is driven by a strong, creative economy—a dynamic economy that makes it possible to affirm its presence on all markets of the world, through entrepreneurship and a clear vision, shared by all the stakeholders in its economic development.

Laval is a stronghold of the Canadian economy: over \$14 billion in investments since the start of the new millennium and 4 developmental focuses orchestrated by Laval Technopole: the Biopole, the Industrial Pole, the Agropole and the e-Pole. These development poles owe their success to the close ties between the research centres, the university branches, business firms and public services.

On Laval territory, there are 10,138 companies employing 138,000 people, 12 industrial parks as well as a diversified solid economy, centred around value-added goods and services. There is no doubt about it: Laval is one of the most entrepreneurial regions in Canada and belongs to the vast network of global economic trade.

Approximately one-third of active Laval residents work in their own city. Laval's economic activity contributes toward maintaining the rate of employment among the highest in Québec. The vitality of Laval's economy is also linked to the efforts made by the local economic organizations to stimulate entrepreneurship.

“

**Cancer, infectious diseases and pharmacochemistry as well as the impact of pollutants on health and biotechnologies are among the vast expertise developed by Université INRS within its Centre INRS – Institut Armand-Frappier in Laval. Boasting state-of-the-art research infrastructures from which industry can benefit, our teams devote their efforts to basic and applied research, to training highly qualified specialists of tomorrow and to technology transfer in the field of health. Located in the heart of the Cité de la Biotech, INRS increases the value of its partnerships with industry, so as to contribute toward the development of Laval.**

”

- DANIEL CODERRE, Director General of INRS



A unique model in Québec, Laval has equipped itself, over the years, with all the services and infrastructures needed for the development of a major, dynamic city.

Laval is a city, an island, a regional county municipality, a local development centre a regional conference of elected officials (Conférence régionale des élus de Laval), a chamber of commerce and industry among the largest in Québec, an economic development corporation (Laval Technopole), a transit corporation (STL), a tourism promotion organization (Tourisme Laval), a clear and unique mission making it possible for entrepreneurs to innovate, achieve and succeed.

Laval is also a biotechnology city (Cité de la Biotech), a unique model in North America, a space dedicated to scientific research, clinical trials, marketing and post-marketing of goods and services related to human health sciences—a vision of the late and well-renowned Dr. Armand Frappier and the pride and joy of efforts invested by the Institut national de la recherche scientifique (INRS) and Ville de Laval.



“ Alimentation Couche-Tard inc. is the leader in Canada’s convenience store industry. It was in 1980, in Laval, that Couche-Tard opened its first convenience store. It subsequently established its first service centre there and set up its ultra-modern distribution centre for Québec. In a short time, our network expanded from several dozen stores to several hundred and thousand. All throughout this epic achievement, Laval was always there to support us. We’re proud to be here, in a balanced community where the economy is open to the world. And our planet is big!”

- ALAIN BOUCHARD, President & Chief Executive Officer of Alimentation Couche-Tard

# LAVAL, AN ENTREPRENEURIAL CITY



## FIGURES THAT SPEAK FOR THEMSELVES

### Housing Statistics<sup>1</sup>

Percentage of owners	68.9%
Percentage of renters	31.1%
Total no. of private dwellings occupied by residents	144,200

### Residential construction – 2000-2010

No. of housing units built	28,050
Value of permits issued	\$1.2 billion

### Industrial, commercial and institutional construction – 2000-2010

No. of structures	545
Value of permits issued	\$1.2 billion

### Labour market

No. of business firms <sup>2</sup>	10,138
No. of employees	138,000
Median income per household <sup>3</sup>	\$67,190

1. 2006 census

2. Statistics Canada (2009-2011) and Laval Technopole

3. 2007 statistics

Areas of activity	No. of companies
Agriculture, forestry, fishing and hunting	88
Mining, oil and gas extraction	11
Public services	3
Construction	1465
Manufacturing	682
Wholesale trade	812
Retail trade	1159
Transportation and warehousing	475
Information and cultural industry	76
Finance and insurance	265
Real estate, rental and leasing services	379
Professional, scientific and technical services	1266
Management of companies and enterprises	94
Administrative and support, waste management and remediation services	640
Educational services	77
Health care and social assistance	752
Arts, entertainment and recreation	130
Accommodation and food services	750
Other services (excluding public administration)	1009
Public administration	5
<b>Total</b>	<b>10,138</b>

Sources: Statistics Canada, *Canadian Business Patterns*, December 2009 and January 2011 editions

Horticultural capital of Québec, Laval has, on its territory, some one hundred horticultural producers, generating over \$50 million in economic spin-offs.

# LAVAL, A CITY ON THE MOVE



The socio-economic development of a society is dependent upon the free movement of workers, students, women, men and youngsters constantly in search of a better world. It is through this same free movement that we can make our cities more human and more appealing.

Five autoroutes and four highways crisscross Île Jésus. At certain locations, the flow of traffic is truly impressive. And that's the case of the interchange of Autoroutes 15 and 440, where the annual average flow of traffic is 300,000 vehicles or the same as at the Turcot interchange in Montréal\*.

Laval also has an intermodal public transit system that includes three metro stations. As for buses and shared taxis, they annually carry 20 million passengers. The 235 buses of the Société de transport de Laval (STL) provide efficient public transit throughout the territory. The STL's network makes it possible to offer users optimal intermodal services comprising buses, three metro stations and the stations of the two commuter train lines. Since 2011, Laval has a new road link to Montréal—the 1.2-kilometre Autoroute 25 toll bridge, which is the longest cable-stayed structure in all of Québec.

*\* Source: Ministère des Transports du Québec*



## METRO

**NO. OF METRO STATIONS: 3**  
**DE LA CONCORDE, CARTIER AND MONTMORENCY**

Monthly number of passengers	634,458 <sup>1</sup>
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## COMMUTER TRAINS: 2 LINES<sup>2</sup>

**MONTRÉAL — DEUX-MONTAGNES LINE**  
**LAVAL STATIONS: ÎLE-BIGRAS AND SAINTE-DOROTHÉE**

Annual ridership (transit users)	7,245,600
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**MONTRÉAL — SAINT-JÉRÔME LINE**  
**LAVAL STATIONS: SAINTE-ROSE, VIMONT AND DE LA CONCORDE (INTERMODAL)**

Annual ridership (transit users)	2,124,100
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## BUSES (STL)<sup>3</sup>

No. of buses	235
No. of bus routes	42
No. of shared taxi routes	8
No. of trips (annually)	nearly 20 million

1. January 2011 statistics  
 2. 2009 statistics  
 3. 2011 statistics

## Autoroute network

Autoroute Chomedey A-13	Highway 117
Autoroute des Laurentides A-15	Highway 125
Autoroute Papineau-Leblanc A-19	Highway 148
Autoroute 25 A-25	Highway 335
Autoroute Laval A-440	

## Other major arteries

## Bridges

Total no. of bridges (for vehicles), linking Laval to Montréal	7
Total no. of bridges (for vehicles), linking Laval to the North Shore	7

## Bicycle paths, lanes, designated shared roadways, multi-purpose lanes/roadways

Total	166 kilometres
Route verte – north-south	15 kilometres
Route verte – east-west	18.5 kilometres



# LAVAL, A CITY WITH A HUMAN DIMENSION



A city is an entity consisting of people of all ages, all minds and all cultures. Laval is a social environment; a place for development, gatherings and sharing; a city that is friendly to its seniors and children, kindly to its most vulnerable residents; a city that takes into account both needs and aspirations; a city that facilitates access to mobility, safety and security, culture, education and well-being.

Laval has no less than 600 duly recognized volunteer organizations, strengthening collective values and consolidating social cohesion. Laval was also the first city in Québec to adopt a genuine policy on accessibility for its disabled residents, by fully subscribing to the principle that social integration is a collective responsibility. It is the only city in Québec that maintains psycho-social support services and the first to have adopted a Declaration of Services—a genuine statement of principles whereby Ville de Laval is committed to offering residents and partner organizations all necessary support.

Since Laval was established in 1965, its reflections, actions and dreams have always been geared toward the well-being of the family—a real common thread in the code of life of each human being and which ensures the vitality of the community. That's why Laval adopted a flexible Family Policy in 2007—a constantly changing policy in step with family realities and which is based on the principle of inclusion, so that all families—without distinction—can feel welcomed and respected in the community. Ville de Laval also supports the "Municipality Friendly to Seniors" process and was one of the first cities to create a real seniors' centre (Place des aînés) in 1994, a unique model in Canada. In Laval, there are a number of organizations devoted to the development of youth, adults and seniors.

Family-related actions and policies are resolutely oriented toward an intergenerational concept—a genuine integrating component of society. Breaking the solitude, conveying knowledge, promoting ties between generations—that's what Laval has decided to focus its efforts on, in its family policy, because sooner or later, each generation will owe the next one what it has received from it.



“ In the past few years, the residents of Greater Montréal have been wondering why there is no system to help seniors who are victims of abuse and negligence, such as the one offered in Laval. In fact, the system developed by DIRA-Laval arouses envy, to the point where even an international delegation came to examine this innovation. Clones of DIRA-Laval have just been set up in the Eastern Townships, in Lanaudière and in the Montérégie regions. Once other regions learn about the efficiency of collaborative efforts between Urgence sociale Laval and DIRA-Laval, they agree that Laval has become a provincial benchmark against senior abuse. ”

- GILLES FOURNIER, President of DIRA-Laval,  
recipient of the National Assembly Medal  
and the Justice Award in 2008

# LAVAL, A SAFE CITY



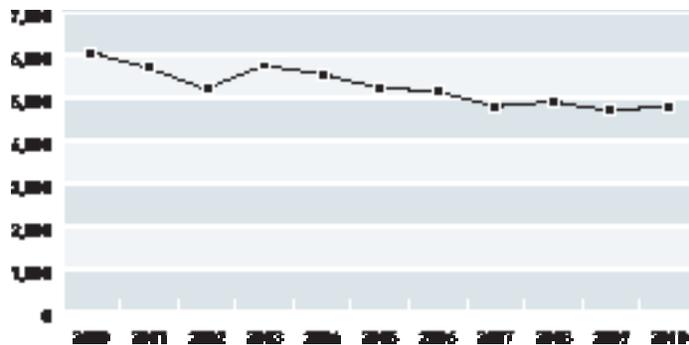
Laval continues to be one of the safest municipalities in Canada. Even though—since the turn of the new millennium—the population has increased by approximately 50,000 people, the crime rate has continually declined. Laval owes these positive results to the efficiency and effectiveness of its public safety and security professionals and to the use of modern intervention tools. Because without safety, security and civil peace, there can be no sustainable development. As it may be recalled, Laval residents were among the first in Québec to benefit from 9-1-1 emergency services. Laval was also one of the first municipalities in Québec to join the Block Parent Program—the largest Canadian program for children’s and seniors’ safety and protection.

### PUBLIC SAFETY AND SECURITY STAFF

Police officers	543	Firefighters	259
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### CRIMES 2000-2010

per 100,000 residents



From the standpoint of public safety and security, Laval has always displayed innovative initiatives, including the creation of neighbourhood police stations that increase residents’ feeling of safety and security. Because an ounce of prevention is worth more than a ton of repression, the commitment of community organizations, and in particular, through consultation committees on the prevention of crime or delinquency, is also what distinguishes the Laval approach to safety and security matters. Moreover, Laval’s *Service de la protection des citoyens* has acquired modern techniques over the years, including the creation of specialized squads.



– MICHELINE DUFOUR, retired judge of the Court of Québec

# LAVAL, A CITY OF LEARNING

Education paves the way for life. It is the very cornerstone of the development of communities, the development of human beings, and it trains the citizens of tomorrow. Human rights, respect for differences, tolerance, dialogue—all these legitimate aspirations stem from education—a genuine crucible of the future.

On its territory, Laval has two university campuses: Université de Montréal and the INRS (Institut national de recherche scientifique). Located in the heart of the Cité du savoir, the Université de Montréal campus offers continuing education programs and full-time initial training programs, including six leading to a Bachelor's degree and six at the Master's level, in the fields of nursing, psychology, speech therapy, special education and psycho-education. INRS-Institut Armand-Frappier are devoting their efforts to research and training at the graduate and post-graduate levels, in the fields of human, animal and environmental health. Also on Laval territory is a centre for university studies (UQAM), a community college or CÉGEP (Collège Montmorency), 107 public elementary and high schools and 18 private educational institutions, including Collège Laval (established on Île Jésus for the past 125 years) as well as Collège Letendre.

## EDUCATION IN LAVAL

Two university campuses (Université de Montréal and INRS)

A centre for university studies (UQAM)

Two school boards

107 public schools

18 private educational institutions



Over the past decade, the Université de Montréal has entered into beneficial partnerships with numerous organizations in the Laval region, and particularly in the fields of health, education and culture. It is these ties that make setting up a real campus of the Université de Montréal in Laval truly meaningful and this is a very great source of pride for us. With this campus, in the heart of the Cité du savoir, the Université de Montréal is moving closer to a dynamic, growing community.



- GUY BRETON, Rector of Université de Montréal



# LAVAL, A HEALTH-FOCUSED CITY



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Health is the most invaluable asset of all. Doctors, nurses, orderlies, nursing attendants, stretcher-bearers, radiologists, microbiologists, maintenance workers, social workers, administrative staff, etc.—they all work on the front lines to save lives, provide care, treatment and comfort.

Laval can count on the strength of a diversified network of health and social services, with its hospital, its local community services centres (CLSC), its rehabilitation hospital, its residential and long-term care centres (CHSLD), its youth centre, its rehabilitation centre for intellectual disabilities and pervasive developmental disorders, its integrated cancer treatment centre, etc.

These services are very well supported by a network of over 90 community organizations and more than 30 clinics. At the very least, over 10,000 people serve the Laval population, including 2500 nurses and more than 500 doctors and specialists. Since the health and welfare of Laval's population are at the heart of the City's concerns, Ville de Laval closely cooperates with the *Direction de santé publique* to promote prevention and a healthy lifestyle.



“ A healthy Laval is a daily goal! By investing, all together, in the prevention and promotion of a healthy lifestyle, we are investing in the future of our region. ”

- DR. NICOLE DAMESTOY, Director of public health in Laval

# LAVAL, A GREEN AND BLUE CITY



Preservation of the environment is a great concern in Laval, even though the municipality's residential and commercial development is unprecedented. And that's why, in 2009, Ville de Laval adopted a policy on the preservation and development of natural environments of interest. This policy aims at preserving Laval residents' natural heritage. Laval's island features 250 kilometres of waterfront areas and its many ecosystems, where numerous rare species may be found, must therefore be protected and developed.

Ville de Laval has planted over 250,000 trees and shrubs within the vacant spaces of the autoroute interchanges. These plants form a large part of Laval's landscape, which is in the process of changing.

Because trees serve as an alliance between the present and the future, because they represent a symbol of peace and balance, Ville de Laval decided to adopt the Tree Code in 2002. This Code helps promote, among all residents, an awareness of the green heritage to be passed on to future generations and bears witness to the need to play an active role in protecting and developing the urban forest.

Moreover, many environment protection efforts have been made by Ville de Laval, ranging from the acquisition, over the years, of nearly 46 million square feet of natural environment spaces, including woodlands, waterfront areas and islands (both large and small). Laval was also one of the first cities in Québec to establish a biological larvicide application program to cut down on the rapid spread of biting insects.



# LAVAL, A CITY OF ART AND CULTURE



The arts are as essential to society as education, the economy or the environment. In Laval, artists largely contribute toward forging our collective identity, toward reflecting our aspirations, toward arousing dreams, reflection and wonderment and toward giving the world beauty and meaning. The arts and culture in all their forms remind us of our origins and contribute toward keeping our memory alive. They are pillars promoting social cohesion. They are a lever making it possible for a community to develop and reach its full potential. They are a promise of socio-economic and educational development. In 1992, Ville de Laval adopted a Cultural Policy, which was reaffirmed in 2006. This policy is a major commitment with regard to the need to preserve Laval's role as master of its own cultural development, in partnership with the artistic community.

The Laval community boasts a wealth of artistic talents. A wealth of women and men who draw on their imagination to offer us their vision of the world. These artists also have a particular influence: They give us the opportunity to discover places, seasons and events in a different way. The artists don't live on the fringe of society—they're not cut off from life—but rather are often at the heart of the changes that sometimes question our ideas of this same society. Their songs, their paintings, their sculptures or their photographs have the fascinating power to make it possible for us to travel through space and time.



Salle André-Mathieu, winner of ADISO's 2010 Félix award for venue of the year



Exhibit of Marcel Saint-Pierre's works, at Salle Alfred-Pellan in Maison des arts

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The vision of the Orchestre symphonique de Laval is to harmonize the quest for artistic excellence with profound social commitment. The OSL is proud to contribute toward the quality of life of its community.

”

- ALAIN TRUDEL, Artistic Director and Conductor of the Orchestre symphonique de Laval

# LAVAL, WORLD CAPITAL OF CHORAL SINGING

Every summer, thousands of performers and choir members from all over the world converge on Laval to take part in the largest gathering of choirs and vocal groups in all of North America.

Choral singing is a key to discovering the scope, diversity and pure pleasure that come from the shows that are presented—shows that also give the choir members an outstanding chance to enjoy a unique experience that they share with passion.





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Over the years, the Loto-Québec World Choral Festival presented in Laval has become THE FESTIVAL of our city. It is a world-class event that embraces the basic values of the residents of our city: the family, diversity, beauty and community life. Hundreds of choir members of all ages, volunteers, craft workers and professionals on Laval's performing arts scene join the thousands of vocalists and other performers who come from all over the globe to produce a festival that has become one of the largest artistic and tourist events in all of Québec.

While Québec City has its Summer Festival and Montréal, its Jazz Festival, Laval prides itself on having a grand festival that provides its residents with the opportunity to hear a few of the big names in music (Aznavour, Yes and many more), go up on stage and sing. It's imposing, it's community-oriented, it's Laval!

”

- GREGORY CHARLES, performer, founder and Artistic Director of the World Choral Festival

# LAVAL, A CITY OF DISCOVERIES



Laval's tourism industry generates revenues of nearly \$120 million (4500 jobs) and attracts over one million people each year. In the lead, many times, for their occupancy rates, Laval's hotels are outstanding and their establishments are affiliated with reputable major chains. This destination also enjoys a privileged location that places it at the heart of incredible recreational-tourist potential. A core component of all this, Tourisme Laval looks after welcoming visitors and promoting the local attractions, contributes toward developing Laval as a tourist destination and rallies together both members and partners alike.

Laval is a tourist destination of unimagined diversity and astonishing accessibility, where there is so much to do. Rivière-des-Mille-Îles park alone is a must-see, with its wildlife sanctuary, its flowering marshes and the lush vegetation of some twenty islands that form its archipelago.

Housing both the Space Science Centre and the Space Camp, the Cosmodôme launches its visitors on a conquest of space. History, technology, science, workshops and simulations are all part of this truly unique space experience.

Among the other attractions are Centre de la nature, Maison des arts, Armand-Frappier Museum, Centre d'interprétation de l'eau (C.I.EAU), Salle André-Mathieu, Théâtre Marcellin-Champagnat, Château Taillefer Lafon (the only vineyard in Québec authorized to have a "Château" label), the Centropolis complex (home of SkyVenture, a vertical wind tunnel that simulates the free fall thrills of a parachute jump) and Mæva Surf (where flowboarders have a whale of a time riding an artificial wave that whisks them away at a speed of 40 km/h).

Summer is a festive season in Laval, with many large-scale events taking place: the Loto-Québec World Choral Festival—the biggest gathering of choirs and vocal groups in all of North America; Cavalia—presenting daring, emotion-packed shows focusing on the relations between Man and Horse; Sainte-Rose en Bleu—exhibitions and shows that give the festival-goers great pleasure. Laval is also a shopping mecca—including Carrefour Laval, the largest mall of its kind in all of Québec—and the Centropolis.

Laval is a tourist destination, combining urban living and nature, and is constantly innovating. It's a city of contrasts, with endless facets to discover.



# AND ADVENTURES

## TOURISM FIGURES

1 million visitors annually

4500 jobs

\$150 million in annual revenues

415,000 sq. ft. of convention, exhibition and meeting space

111 meeting rooms

4 attractive convention centres

4 large multi-purpose halls and an exhibition site

1600 rooms

75 tourist attractions

14 hotels

Nearly 450 restaurants



# LAVAL, CITY OF PHYSICAL ACTIVITIES



Physical activity is essential to our society. It brings together many stakeholders and its socio-economic and cultural impacts are self-evident, but above all, it is an outstanding means of integration. Laval attaches great importance to physical activity, through the development of a genuine municipal policy in this regard and through its many infrastructures.

## FACILITIES FOR ONE AND ALL

Outdoor sports grounds	303
Outdoor skating rinks	78
Waterfront areas	40
Outdoor pools	23
Outdoor synthetic grounds	12
Arenas	11
Skateboarding parks	11
Indoor pools	9
Sports centres	4

Practising sports teaches courage and persistence, setting new targets and seeking new challenges for oneself, while contributing toward strengthening community values that consolidate social cohesion, in addition to being an extraordinary solidarity experience. Laval is moreover a real breeding ground for athletes. Some of them are known all over the world. As for Ville de Laval's investments in sports infrastructures, they are truly a necessity. They are investments in youth, investments in maintaining everyone's good physical fitness, investments that mean a less sedentary lifestyle and more residents who are fit.

“ To begin with, I’m very proud to be a real Laval resident through and through. I started my life in Laval and grew up here. I had the chance to develop in a modern, stimulating city with a City Council that always managed to support me and encourage me in my diving—my main field of endeavour. As I embarked on my international career, Mayor Gilles Vaillancourt presented me with a \$5,000 award to assist me. A gesture that I will never forget and that helped me get ahead more easily and take further steps to advance my career. I would like to express my heartfelt thanks to Ville de Laval for its unconditional support all throughout my career. I thank you all. Thank you, Ville de Laval.

”  
- ALEXANDRE DESPATIE, Athlete, world diving champion and Olympic medallist



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“ I grew up in Laval—a city that offered me an environment conducive to my development and, above all, to my career in amateur sports. Over time, I took part in a great many competitions throughout Québec, elsewhere in Canada and beyond. And I sincerely believe that Laval has all it takes when it comes to sports, and particularly thanks to the quality and diversity of its sports infrastructures. I have always been proud to represent Laval.

”  
- JOSÉE CHOUINARD, figure skater,  
3-time Canadian champion,  
9th in the Olympic Games  
in Albertville (1992) and Lillehammer (1994)

# LAVAL, A CITY OF THE FUTURE

Like the major cities of the world, Laval keeps abreast of all current issues and concerns of our times. It has therefore joined the sustainable urban planning trend within which it intends to fully carry out its role on its territory. This will ensure the sustainability of resources and the harmonization of its socio-economic, cultural and environmental issues.

This work in progress will be totally different from all the other projects that have marked Laval's history. It will take into account land-use planning, means of transportation, housing and urban planning. This project won't be limited solely to aspects related to urban redevelopment. It will have an impact on feelings of identity and all aspects of Laval residents' life.

Rethinking the City in order to make it even more human, more integrating. Rethinking land-use planning and accessibility to infrastructures, seeing to it that the living environment can be more pleasant and more user-friendly, so that everyone can find their place here—that's Laval's tremendous challenge of the 21st century.



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