

## 2.6 COMMERCIAL

### *Preamble*

The well being of the Fredericton economy and its residents is, in part, a product of the availability of land for commercial development. The City's commercial areas generate employment, they provide goods and services required by all citizens, and they are a major source of tax revenue for the community. Fredericton businesses serve not just the residents of the City but also people who live throughout central and western New Brunswick. Commercial ventures are also increasingly serving clients located much further away elsewhere in Atlantic Canada, the rest of Canada, the United States and the world.

The City of Fredericton wants to provide high quality commercial land and space for a variety of uses. The City wants to establish a hierarchy of commercial areas to meet the needs of the community. The City Centre is the commercial "heart" of the City where office space, retail development, and many other types of activity feed off the historic and cultural amenities that define the downtown. Other major commercial nodes such as Prospect Street, Bishop Drive, Dundonald Street/Waggoners Lane, Main Street, Brookside Mall, and St. Mary's Street provide for a variety of commercial uses that serve Fredericton and the surrounding areas. Smaller, neighbourhood and local commercial areas provide goods and services required by residents so that they have access to needed commercial uses in proximity to their homes and places of employment. The Municipal Plan intends to strengthen and improve existing commercial areas to maximize their utility and be attractive places to conduct business. Future commercial areas are provided to maximize opportunities for future growth and development to ensure that the Fredericton economy remains strong and that the City remains a major economic engine for New Brunswick and Atlantic Canada.

### 2.6.1 OBJECTIVES

- (1) To facilitate commercial development in order that the desired employment, shopping and service opportunities are provided to the residents of Fredericton.
- (2) To provide for commercial growth and development through the establishment of a hierarchy of commercial areas and facilities.
- (3) To ensure that commercial development is:
  - (a) Compatible with surrounding land uses;
  - (b) Adequately serviced with transportation facilities and services, including parking;
  - (c) Attractively designed and planned to further enhance Fredericton's built environment.
- (4) To capitalize on opportunities to provide space for commercial development that serves markets elsewhere in New Brunswick, Canada, the United States and the world.

## 2.6.2 POLICIES

### ***Generalized Future Land Use Map***

- (1) Council shall provide for the majority of future commercial development to occur in the City Centre and the primary and secondary commercial areas identified on the Generalized Future Land Use Map.

### ***The City Centre***

- (2) Council shall designate the Central Business District as City Centre and an area of City wide economic, social and cultural significance. The City Centre will function as the prime focal point of office and speciality retail uses, social and cultural facilities and activities.
- (3) Council shall plan for the future growth and development of the City Centre through the implementation of Section 3.4, City Centre Planning Area, included hereto and forming part of this Municipal Plan.
- (4) Council shall implement Zoning By-Law regulations to ensure that the scale, height, density and form of development in the Central Business District are compatible with the overall character of the City Centre area.
- (5) Council shall work with the proponents of major commercial developments in the City Centre to improve the quality of building and site design. Council shall consult with the downtown business community to consider whether a design review process should be implemented in the City Centre.
- (6) Council shall consider the implementation of the recommendations of the *Downtown Fredericton Parking Strategy* as warranted by parking supply and demand and available funding for new or improved infrastructure.

### ***Primary Commercial Areas***

- (7) Council shall establish primary commercial areas for the purposes of accommodating the City's major concentrations of commercial growth and development occurring outside the City Centre. For the purposes of this Plan, the City's primary commercial areas are the Prospect Street/Hanwell Road/Bishop Drive area; Main Street; Brookside Drive; St. Mary's Street/Two Nations Crossing; and Dundonald Street/Waggoners Lane/Smythe Street area, as identified in Schedule "A".

### ***Prospect Street***

- (8) Council shall provide for the development of the Prospect Street area as a primary commercial area of regional significance for retail and an appropriate mix of other business service uses as illustrated on Schedule "A".

### ***Main Street***

- (9) Council shall provide for the development and enhancement of Main Street as the most significant primary commercial area on the north side of the Saint John River through the implementation of Section 3.11, Main Street Planning Area, included hereto and forming part of this Municipal Plan.
- (10) Council shall encourage the intensification of commercial development in the Main Street Planning Area to assist in meeting the needs for commercial expansion on the City's north side.

### ***Brookside Drive/St. Mary's Street/Two Nations Crossing***

- (11) Council shall provide for the Brookside Drive and St. Mary's Street/Two Nations Crossing areas, as illustrated on Schedule "A", to develop as primary commercial areas.

### ***Dundonald Street/Waggoners Lane/Smythe Street***

- (12) Council shall provide for the Dundonald Street/Waggoners Lane/Smythe Street area, as illustrated on Schedule "A", to develop as a primary commercial area.

### ***Alison Boulevard Area***

- (13) Council shall permit the development of compatible commercial uses in the Alison Boulevard industrial area in accordance with Policy 2.6.2 (22).

### ***Secondary Commercial Areas***

- (14) Council shall plan for secondary commercial areas to serve as social, community and small scale commercial focal points for surrounding residential neighbourhoods.

### ***Union Street Planning Area***

- (15) Council shall discourage the expansion of the Union Street secondary commercial area.
- (16) Council shall encourage the improvement of the streetscape of the Union Street secondary commercial area through the cooperation of the municipality to improve the aesthetics of the public right-of-way and private property owners by improving landscaped front yards.

### ***Northwest Fredericton Master Plan***

- (17) Council shall designate lands in the Northwest Fredericton Planning Area for neighbourhood-scale commercial development in accordance with the recommendations of the Northwest Fredericton Master Plan.

### ***Riverside Drive***

- (18) Council shall designate lands for commercial development at the future intersection of Route 8 and Route 105 at the northern terminus of the Princess Margaret Bridge.
- (19) Council shall discourage the further expansion of the Riverside Drive secondary commercial area.

### ***Expansion of Commercial Areas***

- (20) Council may consider the expansion of existing primary commercial areas and the expansion or addition of secondary commercial areas and other minor commercial nodes in accordance with the following criteria:
  - (a) Council is satisfied that the proposal is required and would be beneficial;
  - (b) The proposal is consistent with the intended function of the subject commercial area;
  - (c) The proposal is compatible with surrounding land uses.
  - (d) The impact on residential areas is minimised through the appropriate use of setbacks, landscaping and site layout;
  - (e) The proposal has adequate access to collector or arterial streets of sufficient capacity to accommodate any increase in traffic;
  - (f) The proposal generates minimal traffic noise and lighting impacts on existing residential neighbourhoods;
  - (g) The environmental impact of the proposal is minimised.
  - (h) Adequate provision is made for transit and pedestrian access;
  - (i) Provision of adequate parking and service facilities.
  - (j) Necessary servicing is readily available;
  - (k) The needs of persons with disabilities and other special need groups are addressed;
  - (l) Other criteria as deemed appropriate by Council.

### ***Compatible Uses***

- (21) Council shall intend that areas designated commercial on the Generalized Future Land Use Map are predominantly used for commercial purposes. Within designated commercial areas other uses which may be permitted include service industry, residential uses, parks and open spaces, recreation facilities, institutional uses and public buildings, utilities and other uses deemed to be compatible with the commercial area.

### ***Aesthetics of Commercial Areas***

- (22) Council shall seek to create well designed and aesthetically pleasing commercial areas and shall:
  - (a) Encourage individual businesses and business development organizations to develop and maintain their commercial properties to a reasonable level of aesthetic quality;

- (b) Encourage the Provincial and Federal Governments to provide programs and incentives for business area revitalization and streetscape improvements;
  - (c) Provide assistance, where possible and required, for other commercial areas focusing on gateways to the City of Fredericton including Riverside Drive, Woodstock Road, and Lincoln Road;
  - (d) Regulate the use of signs.
- (23) Council shall seek to implement the recommendations of the Fredericton Business Parkway Strategy to improve the quality of landscaping and signage in the Parkway corridor (Runway).
- (24) Council shall work with the Downtown Fredericton and Business Fredericton North business improvement associations to undertake streetscape and other aesthetic improvements.

***“Big Box” Retail Development***

- (25) Council shall define “big box” retail development as developments contain at least one retail store with a gross leasable area of more than 3,700 square metres.
- (26) Proposals for the construction of new “big box” retail development shall be considered by Council through a rezoning process and developments shall comply with the following criteria:
- (a) The proposal is consistent with the criteria contained in Policy 2.6.2 (21);
  - (b) Adequate capacity exists on the adjacent system of public streets to accommodate the traffic generated by the proposed development or new infrastructure is proposed to serve anticipated traffic volumes;
  - (c) The development incorporates infrastructure that is necessary to serve pedestrian traffic within the site connecting to adjacent properties and public sidewalks;
  - (d) The development is designed such that it can be efficiently served by public transit;
  - (e) A comprehensive landscaping plan is provided demonstrating an attractive interface between the development and adjacent streets and aesthetically designed parking areas and access lanes;
  - (f) The design of all structures on the property are architecturally appropriate and contribute positively to Fredericton’s built environment;
  - (g) Necessary municipal services are available to the subject property;
  - (h) A storm water management plan addresses the environmental impact of the proposed development.

***Shopping Centres***

- (27) Council shall establish a hierarchy of regional, community and neighbourhood shopping centres and development criteria to guide future shopping centre development in Fredericton.

- (a) Council shall define a regional shopping centre as a shopping centre in excess of 25,000 square metres of gross leasable area;
  - (b) Regional shopping centres shall be located in primary commercial areas;
  - (c) Proposals for the expansion or development of regional shopping centres shall be considered by Council through a rezoning process. Council may require that proposals be accompanied by a comprehensive development study which demonstrates to the satisfaction of Council that:
    - (i) At the regional level, there is a need for the expansion or development;
    - (ii) The retail function of the City Centre, other regional shopping centres and primary commercial areas is not jeopardized;
    - (iii) The site has direct access to one and preferably two arterial roads;
    - (iv) The site is of sufficient size to meet all parking, setback, lot coverage and other requirements as set out in the Zoning By-Law;
    - (v) Appropriate provision has been made for public transit;
    - (vi) Compliance with Policy 2.6.2 (21).
- (28) (a) Council shall define a community shopping centre as a shopping centre having between 5,000 square metres and 25,000 square metres of gross leasable area, and intended to serve more than the surrounding residential neighbourhoods;
- (b) Proposals for the expansion or development of community shopping centres shall be considered by Council through a rezoning process in accordance with Policy 2.6.2 (21);
- (29) (a) Council shall define a neighbourhood shopping centre as a shopping centre having between 1,000 square metres and 5,000 square metres of gross leasable area;
- (b) Neighbourhood shopping centres may contain a supermarket as the major tenant and shall be intended to serve the surrounding residential neighbourhoods;
- (c) Proposals for the expansion or development of neighbourhood shopping centres shall be considered by Council in accordance with Policy 2.6.2 (21) and the housing policies of this plan.
- (30) Where a regional, community or neighbourhood shopping centre forms part of a mixed use development, the calculation of gross leasable area shall only apply to the retail and service commercial components.
- (31) (a) Council shall define local convenience centre as a commercial development, usually in a predominantly residential area that has a maximum gross leasable area of 1000 square metres;
- (b) Proposals for the development of local convenience centres shall be considered by Council through a rezoning process

in accordance with the following:

- (i) A minimum separation of 1.0 kilometres from the nearest neighbourhood shopping centre, local convenience centre or convenience store;
  - (ii) Compliance with Policy 2.6.2 (21).
- (c) Proposals exceeding 1000 square metres shall locate in appropriately designated primary or secondary commercial centres.
- (32) (a) Council shall define “convenience store” as one store, usually in a residential area, which has a maximum gross leasable area of 300 square metres.
- (b) Proposals for the development of convenience stores shall be considered by Council through a rezoning process in accordance with the following guidelines:
- (i) A minimum separation of ½ km from the nearest local convenience centre or convenience store;
  - (ii) Compliance with Policy 2.6.2 (21).

#### ***Linear or Ribbon Commercial Development***

- (33) Council shall encourage the development of all commercial areas to be well defined with an efficient pattern and density of land use. As a general principle, linear or ribbon commercial development shall be discouraged outside of the designated commercial areas on the Generalized Future Land Use Map.

#### ***Office Development***

- (34) Council shall provide for office development to primarily concentrate in the City Centre. Zoning regulations shall be established to encourage City Centre office development.
- (35) Council shall permit the development of office space in other areas of the City designated for commercial use where the necessary transportation infrastructure exists and appropriate design and landscaping techniques are used.

#### ***Service Stations***

- (36) Council shall require that service stations locate only within appropriately designated commercial and industrial areas. Service stations shall not be permitted in existing neighbourhoods and locations of potential aquifer and aquifer recharge area contamination. See Policies 2.10.2 (11) and 2.11.2 (13).

#### ***Convenience Stores/Gas Bars***

- (37) Convenience stores/gas bars may be permitted in any primary or secondary commercial area subject to the following:
- (a) The development shall be sited as to minimize its effect on any adjoining residential areas. Where locations are

deemed to be incompatible with adjacent residential land uses because of land use impacts such as traffic, noise, location of parking, etc., the development shall not be permitted;

- (b) The convenience store/gas bar shall be located on a collector or arterial road, as defined in the Municipal Plan;
- (c) Adequate buffer planting shall be provided between the commercial use and adjacent residential areas and such buffer areas may include the provision of grass strips, berms, screening, appropriate planting of trees and shrubs, or separation distance;
- (d) The development shall avoid locations of potential aquifer and aquifer recharge area contamination.

### ***Adult Entertainment***

- (38) Council shall define adult entertainment uses as any premises or part thereof in which is provided services of which a principle feature or characteristic is the nudity of any person and shall include such uses as cabarets, peep shows, uses involving exotic dancers, massage parlours, escort services, adult arcades and adult movie theatres. Council may permit adult entertainment uses only within designated primary commercial areas. Adult entertainment uses shall avoid areas designated residential, secondary commercial, future development and institutional. Council shall apply the following criteria when considering adult entertainment proposals:
  - (a) Proposals for adult entertainment uses shall be considered by Council through a rezoning process;
  - (b) The proposed use shall be compatible with the existing and intended pattern of surrounding land uses;
  - (c) The proposed use shall be separated from schools, churches, public parks and residential zones and property used for residential purposes or areas intended for any of the aforementioned uses;
  - (d) Other criteria as deemed appropriate by Council.

### ***Fredericton South Wellfields***

- (39) Council shall prohibit the development of commercial uses in the Fredericton South Wellfields that pose a risk to the City's water supply.
- (40) Council shall ensure that land is reserved elsewhere in the municipality for the relocation of commercial uses from the Fredericton South Wellfields that, by virtue of the land use or the use of chemicals, pose a risk to the City's water supply.