

3.11 MAIN STREET AREA

3.11.1 GENERAL FUTURE LAND USE

Council shall provide for the growth and development of the Main Street Planning Area in accordance with Figure 3.11.1, Main Street Planning Area General Future Land Use Map, which is intended to and does hereby amend the General Future Land Use Map of the City.

3.11.2 COMMERCIAL LAND USE

OBJECTIVE

- (1) The maintenance and promotion of the Main Street area as a major commercial centre, accommodating a mixture of commercial activity, particularly retail uses, offices, personal service and business service uses, and other uses that enhance its vitality, including residential as a secondary use.

POLICIES

- (1) The City shall provide for the development and enhancement of Main Street as the most significant primary commercial area on the north side of the St. John River.
- (2) The City shall encourage the continued growth of a mix of commercial uses along Main Street.
- (3) The Commercial component of the Main Street area will consist of that area presently zoned commercial on both sides of Main Street between the stone bridge (Sunset Drive) and the Westmorland Bridge.
- (4) The City shall encourage the development and redevelopment of vacant and underdeveloped properties along Main Street.
- (5) Main Street will be encouraged to attract mixed use developments including: retail, service, residential, small office and open space components.
- (6) Apartment units above commercial enterprises should be encouraged along Main Street in order to preserve a lively and varied street environment and to enhance street safety after business hours.

3.11.3 INDUSTRIAL LAND USE

OBJECTIVE

- (1) To ensure industrial development along Main Street is compatible with the area's function and mixed land uses.

POLICIES

- (1) To direct new industrial uses to designated industrial and business parks.
- (2) The City will encourage, where possible, industrial uses in this area to be buffered from any adjacent residential areas.

3.11.4 RESIDENTIAL LAND USE

OBJECTIVE

- (1) To create and maintain stable residential neighborhoods adjacent to Main Street.

POLICIES

- (1) Medium and high density residential development in the Main Street area is encouraged in locations which support the commercial function of Main Street and minimize impacts on abutting single family areas.
- (2) The City should encourage the expansion of low density residential housing along Main Street. However, apartment units will be encouraged above commercial enterprises along Main Street businesses where sufficient parking is available.

3.11.5 INSTITUTIONAL LAND USE

OBJECTIVE

- (1) The maintenance of existing institutional uses in their present location.

POLICIES

- (1) The City shall encourage existing institutional uses to remain in their present locations and shall encourage reuse of existing institutional areas where appropriate.

3.11.6 RECREATION

OBJECTIVE

- (1) The maintenance and improvement of existing recreational facilities and the development of new active and passive open-space areas along the riverfront.

POLICIES

- (1) The City will continue to attempt to acquire frontage along the riverfront as opportunities arise in order to continue a linear pathway system.

- (2) The City shall ensure that existing open space areas are maintained and improved, where necessary, for the enjoyment of residents in the area.
- (3) The City will develop additional recreational open space as additional lands and municipal financial support become available.
- (4) The City will pursue, in consultation with abutting property owners, the development of any future abandoned railway right-of-way as a part of the City's overall linear open space system.
- (5) The development of a town square should be pursued as an outdoor people place and a focal point for pedestrians, special events and other outdoor activities.

3.11.7 TRANSPORTATION

OBJECTIVE

- (1) The maintenance of an efficient transportation network for the movement of pedestrians and vehicles.

POLICIES

- (1) In order to enhance the existing transportation network along Main Street the following improvements will be implemented pursuant to Policy 2.9.3 (11) of the Capital City Municipal Plan.
 - (a) The City will, as a long term policy, seek to upgrade Main Street to arterial standards.
 - (b) The City will encourage the consolidation of vehicular access points onto Main Street in order to minimize traffic disruptions. This will encourage group accesses for businesses and other land uses located along Main Street.
 - (c) The City will incorporate the requirements of public transit in the overall transportation plan in order to minimize traffic disruptions and maximize transit convenience for the general public.
- (2) The City will pursue the widening of Main Street in a phased manner. The upgrading of individual intersections and intersection approaches shall be prioritized as follows:
 - (a) Brookside Drive/Main Street
 - (b) Fulton Avenue/Main Street
 - (c) Lynn Street/Main Street

3.11.8 PARKING

OBJECTIVE

- (1) To provide adequate and readily available vehicular parking in the Main Street area.

POLICIES

- (1) New developments will be encouraged to provide car parking at the side and rear of the principal structures where appropriate and to carry out additional landscaping in the area between the building and the Main Street right-of-way.
- (2) Employees of businesses in the area will be encouraged to use public transit or park in areas that do not reduce the amount of parking available to customers.

3.11.9 PEDESTRIAN MOVEMENT

OBJECTIVE

- (1) To provide shoppers and residents of Main Street with an improved pedestrian circulation system which is more people friendly.

POLICIES

- (1) The City will continue to acquire river frontage as the opportunity arises in order to connect a pedestrian pathway along the river.
- (2) The City will work with Main Street businesses to develop areas where the pathway system along the railway right-of-way and the riverfront can access strategic locations on Main Street.
- (3) The City will work toward providing sidewalks on both sides of Main Street.
- (4) Consideration will be given to adequate crosswalks as the street is upgraded.
- (5) The City will encourage businesses to consolidate and rationalize ingress/egress points and provide landscaping along Main Street in an attempt to provide a more clearly defined area between business parking lots and the sidewalk.

3.11.10 SERVICING

OBJECTIVE

- (1) To provide adequate water, sewer, and other utility infrastructure.

POLICIES

- (1) To undertake replacement of water and sewer mains along Main Street where required as opportunities arise and in a manner which minimizes disruption to business and traffic flow.
- (2) To confine the placement of utility poles and overhead wires to one side of Main Street and to the maximum practical extent,

install underground wiring to minimize the need for utility poles and overhead wiring.

3.11.11 URBAN DESIGN

OBJECTIVE

- (1) To enhance the Main Street area as a visually attractive and functional community shopping district.

POLICIES

Streetscapes

- (1) The City shall provide for a scale of development, which is in keeping with a Highway Commercial area; which is compatible with adjacent residential areas; and, within the capacity of the transportation system.
- (2) The City will encourage different but adjoining developments to coordinate their designs in order to produce a uniform texture and scale of development by implementing strategies such as uniform alignments, related forms, consistent orientation, similar materials and colors and uniform roof lines.
- (3) As capital funds become available the City will contribute towards streetscape improvements on the publicly owned right-of-way.

Landscaping

- (4) The City shall place emphasis on a high quality of landscaping for properties abutting Main Street when considering development applications.
- (5) The City shall seek to provide landscaping, including tree planting, where appropriate and practical along those sections of Main Street that have been upgraded and widened to arterial roadway standards.

Signage

- (6) The City shall encourage the upgrading, coordination and proper maintenance of all signage in order to enhance the visual amenity of Main Street by:
 - (a) Promoting with the business community the voluntary replacement of older advertising signage;
 - (b) Using signage to define gateways such as entrances into the Main Street area, parks and pathway systems;
 - (c) Discouraging the use of illegal portable signs;
- (7) The City shall encourage commercial advertising and security lighting to be placed so as to avoid undesirable effects on adjacent residential areas.

Accessibility

- (8) The City will encourage development to occur in such a way as to encourage pedestrian traffic.
- (9) The City will design and install intersection curb ramps in order to accommodate the needs of the disabled.

Buffering

- (10) The City will require the provision of buffering measures including fencing, landscaping and other site design features, where practical and possible, between commercial and residential areas.

3.11.12 IMPLEMENTATION SCHEDULE

This document is designed to provide residents and businesses within the Main Street Area with a broad policy framework to guide future development. The goals and objectives outlined in this plan will require the support of the various stakeholders in this process such as the City, the Business Fredericton North, residents, etc. The City is ultimately responsible for implementing this plan; however, private sector support will considerably enhance the effectiveness of this plan.

TASKS

The following summarizes tasks to be undertaken as identified in this Plan:

Work closely with the Business Fredericton North in order to ensure that various components of this plan are implemented.

Work with senior levels of government to achieve priority capital improvements.

Pursue intersection improvements through the municipal budget process.

Prioritize and actively seek to implement riverfront pathway systems where opportunity permits.

Establish a task force to identify and develop the town square.

Review the Main Street Streetscape Plan to identify priority elements for use in guiding future urban design initiatives.

Prepare signage and landscaping guidelines for Main Street.