

JANUARY 19, 2016



# FREDERICTON MAIN STREET

DRAFT **URBAN DESIGN PLAN**  
EXECUTIVE REPORT

**BUSINESS**  
frederictonNORTH

Smart. Sustainable.  
**Fredericton**  
Ingéniosité. Durabilité.

The **Planning** Partnership

# Acknowledgements

This Plan was prepared through a collaborative process that involved several individuals and organizations. Numerous residents, business owners, government officials, councillors, landowners, and City Staff contributed their time, effort, experiences, expertise and knowledge throughout the process.

We would like to thank Business Fredericton North (BFN) and the City of Fredericton for initiating the Plan, specifically Trina Macdonald of BFN, and Meredith Gilbert, Juan Estepa and Sean Lee of the City of Fredericton.

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The Planning Partnership



# Contents

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|                                     |    |                             |    |
|-------------------------------------|----|-----------------------------|----|
| Executive Summary                   | 1  | 03 Frameworks               | 17 |
| 01 Introduction                     | 3  | 3.1 Public Realm Framework  | 19 |
| 1.1 Purpose                         | 3  | 3.2 Built Form Framework    | 27 |
| 1.2 Study Area                      | 5  | 04 Implementation           | 37 |
| 1.3 Vision                          | 5  | 4.1 Demonstration Plans     | 38 |
| 1.4 Existing Built Form Conditions  | 7  | 4.2 Case Studies            | 44 |
| 1.5 Existing Assets & Opportunities | 9  | 4.3 Implementation Strategy | 50 |
| 02 Approach                         | 13 | / Action Plan               |    |
| 2.1 Guiding Principles              | 14 |                             |    |
| 2.2 Big Moves                       | 14 |                             |    |

# Executive Summary

Main Street is the primary east-west commercial conduit and the heart of Fredericton North. Local residents have an emotional tie to Main Street, as it is the primary linkage between its distinct neighbourhoods and community assets.

Since the 19th century Main Street has developed and matured organically with little to no interference. From the 1950s to the 1970s Main Street and the surrounding area witnessed an explosion of development. Fueled by a housing shortage in Fredericton and the inexpensive land available in nearby Nashwaaksis, the new suburban population began to transform Main Street from a rural village main street to a modern commercial main street with shops and amenities for an automobile driving customer. While the volume of traffic on Main Street is considered an asset for drawing a broad base of commercial uses, this single pronged approach resulted in an auto-centric environment with little character and cohesiveness, and is unappealing for pedestrians.

Over time, priorities have changed and there is a greater desire for a main street that not only serves as a functional street, but that also creates an attractive, vibrant and walkable environment. A main street should emphasize a public realm that accommodates the spatial and functional needs for a diverse group of people - including cyclists, pedestrians, and public and private transport users.

The Urban Design Plan (UDP) for Main Street builds on previous plans, and considers the input and outcomes gathered from public consultations and workshops. The UDP was prepared with emphasis on creating a sustainable, vibrant and dynamic Main Street where people want to live. A Main Street that includes a wide range of retail, residential and civic spaces, resulting in an environment that is vibrant, desirable and attractive to investors, current and potential residents, and tourists.

## Vision & Guiding Principles

The re-imagining of Main Street offers an unparalleled opportunity to strengthen and link Fredericton North through the integration of local neighbourhoods, trails, parks, waterfront, and open spaces. The UDP will reflect the highest order of city building principles and will be a model for balanced, ecologically sensitive and walkable urban development, providing residents with a place to shop, dine, visit and live for generations to come. The re-imagining of Main Street is guided by five key principles: walkable and connected, respectful and innovative, comfortable and livable, responsible and predictive, and sustainable.

Main Street seeks to become a successful, attractive and vibrant place – a major attraction in this part of the City, offering a variety of living and shopping choices within a mixed use livable environment. The success of Main Street will be in developing it as a desirable place to invest and grow, where people of all ages want to live and play, and where an adaptable and skilled workforce can be found.



## The Big Moves

The Vision and Guiding Principles provide a foundation to the approach. In order to achieve the guiding principles, a series of Big Moves have been established with the intention of establishing a clear and legible direction to accomplish the longer term vision. The Big Moves inform a series of framework plans, demonstration plans, and case studies. The Big Moves include:

- **Transitioning Main Street from a Suburban to an Urban Centre**
- **Enhancing linkages with adjacent neighbourhoods**
- **Creating a place where people want to live**
- **Achieving a unique look and feel**
- **Become the premier commercial business district for the City's north side**

## Framework Plans

Public Realm and Built Form Frameworks have been developed with the intention of reinforcing the heart and spirit of Fredericton North. The UDP will enhance Main Street's assets and inherent qualities, creating a tangible and functional public realm and built form. Main Street provides the ideal canvas for this initiative, as it possesses many of the necessary components for a successful main street; including several distinct neighbourhoods, successful commercial areas, an established and passionate resident base, and a network of green spaces and open areas.

## Demonstration Plans

A series of Demonstration Plans illustrate potential outcomes of the application of the Vision, Guiding Principles, and Big Moves. The Demonstration Plan illustrates the long term full-build out scenario for Main Street. An interim build out scenario demonstrates how sites may develop in the interim. As the built environment develops, public realm improvements should be implemented to compliment, enhance and promote new development. Case studies are also provided to further illustrate the potential development of sites along Main Street.

## Implementation

In order to realize the Vision, Guiding Principles and Big Moves, an Implementation Strategy / Action Plan has been prepared to identify recommendations and initiatives for the implementation of the UDP. Key initiatives include adopting the plan, amending policies and regulations and undertaking and integrating supporting studies. Short term initiatives include developing a communication and engagement strategy, zoning amendments, establishing an architectural review board, developing design guidelines and a public realm manual, land assembly, and trail improvements and connections. Medium to long term initiatives include public realm improvements, ongoing plan review and burying overhead services.

Achieving this vision and plan represents a substantial challenge that requires not only bold, strong and decisive leadership from BFN and the City's leaders, but also the buy-in of business, organizations and residents of the area who can lend support, innovation and ideas to make this positive and beneficial change. To achieve the aspirations set out in this document, the focus must be on continued commitment and delivery by all stakeholders.



Fredericton North is a proud and distinctive community.

# 01 Introduction

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## 1.1 Purpose

Business Fredericton North (BFN), in association with the City of Fredericton in 2013, initiated the development of an Urban Design Plan (UDP) for Fredericton North's Main Street. This Plan is intended to provide Main Street with a clear vision and framework to inspire and guide its public realm and built form. The aim is to adopt and integrate this vision into the existing Secondary Plan for the area, as part of the Capital City Municipal Plan. Additionally, the UDP will help to inform the upcoming comprehensive Municipal Plan update.

The UDP is intended to develop a pre-eminent business district in Fredericton North that is vibrant, attractive and exciting for residents and visitors alike.

The UDP will guide amendments to the Main Street Secondary Plan and Zoning By-law; as well as act as a guide for Business Fredericton North (BFN), the City of Fredericton, businesses, prospective developers and local residents. In addition, the UDP will provide the basis of the Main Street Secondary Plan, which in turn guides the zoning applied to this area. The Zoning By-law ensures that the policies in the Secondary Plan are carried out in an efficient and orderly manner.

This Report was developed through consultation with BFN and the City of Fredericton, with reference to the Draft Main Street Report submitted by the Glenn Group in early 2015.

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1.1 Purpose

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1.2 Study Area

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1.3 Vision

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1.4 Existing Built Form Conditions

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1.5 Existing Assets & Opportunities

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## Study Area





## 1.2 Study Area

Business Fredericton North, in association with the City of Fredericton, initiated the process of reinvigorating Main Street as a traditional main street serving all users. A main street that compliments the current flow and functionality of the street, as an important vehicular conduit, while introducing new and exciting services, residential and commercial opportunities, public spaces, trail and pedestrian linkages, and a vastly improved public realm.

The Study Area for the purpose of the UDP extends from Sunset Drive at the west, to Westmorland Street at the east. Consideration has been given to all existing and potential north-south connections along the entire study area, with an ultimate intention to improve connectivity and porosity to and from Main Street, as well as the extensive adjacent natural environment, and the adjacent residential neighbourhoods.

## 1.3 Vision

Pursuant to public consultation, the Vision has been developed to convey the objectives for the re-imagining of Main Street, as a place people want to live, work, shop, learn and play.

**The re-imagining of Main Street offers an unparalleled opportunity to strengthen and link Fredericton North through the integration of local neighbourhoods, trails, parks, waterfront and open spaces. The UDP will reflect the highest order of city building principles, and will be a model for balanced, ecologically sensitive, and walkable urban development, providing residents with a place to shop, dine, visit and live for generations to come.**

Achieving the Vision represents a substantial challenge that requires not only bold, strong and decisive leadership from BFN and the City's leaders, but also the buy-in of businesses, organizations and residents of the area who can lend support, innovation and ideas to make this positive and beneficial change. To achieve the aspiration set out in this document, the focus must be on continued commitment and delivery by all stakeholders.



## Existing Built Form Conditions

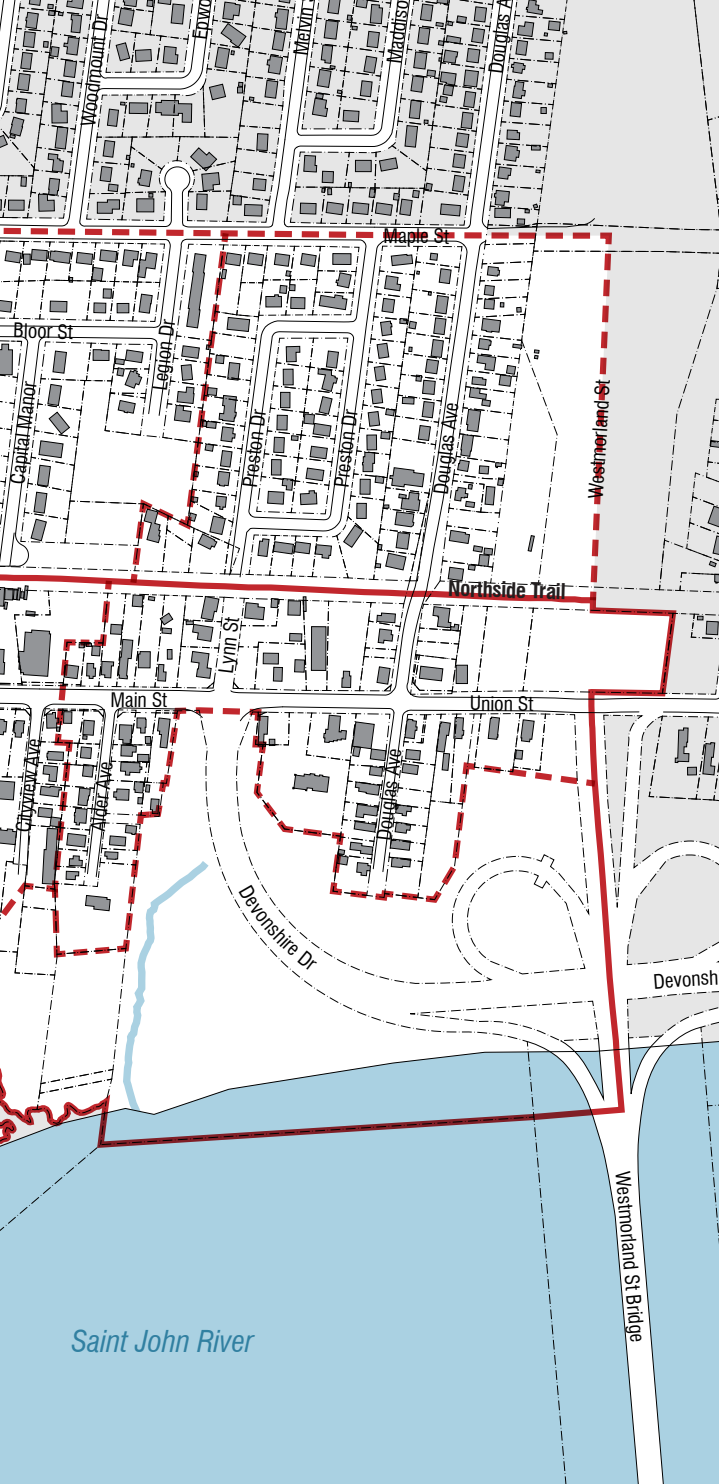


## 1.4 Existing Built Form Conditions

As the current built form indicates, the adjacent residential neighbourhoods exhibit higher densities than Main Street. This is the complete opposite to the ideal scenario, where higher residential and commercial densities exist along primary thoroughfares.

What this also demonstrates is the availability of land to intensify use and density, along the whole length of Main Street.

The Northside Trail, which runs along the former rail right-of-way, creates a range of lot depths where the opportunity to experiment with built-form exists. There is also the likely possibility that lot consolidations will occur, to facilitate future development through the creation of larger lots.



Main Street between Sunset Dr and Terra Nova Ct (Looking West)



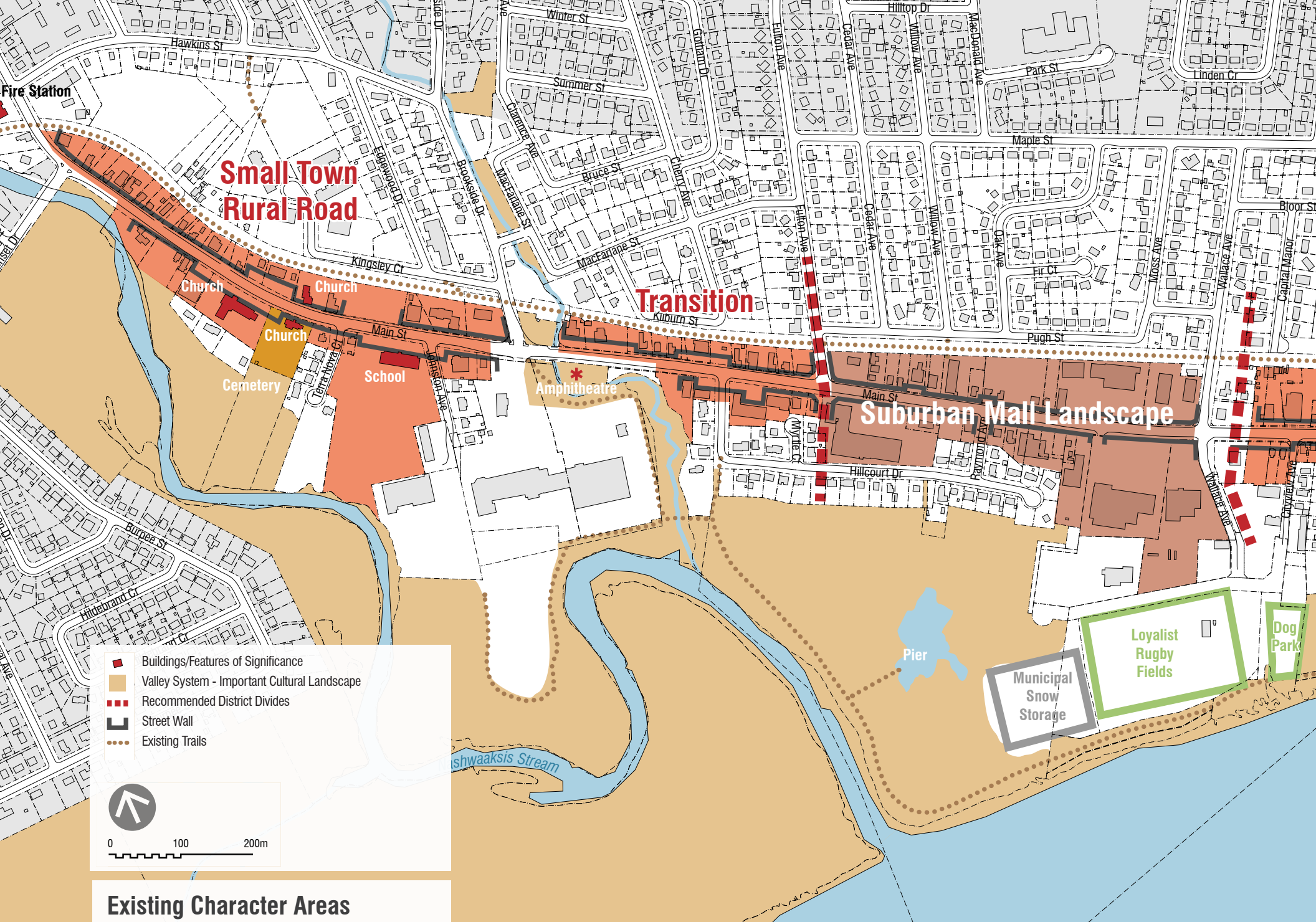
Main Street at Fulton Ave (Looking West)



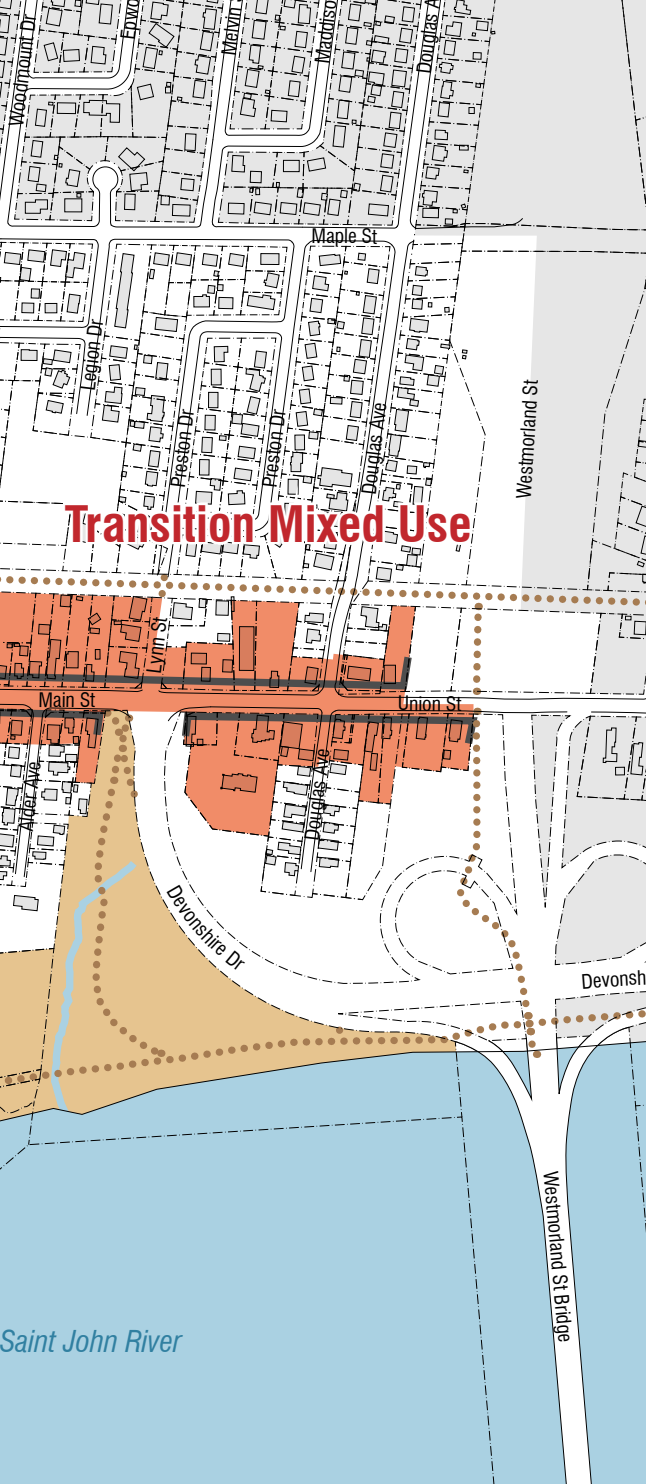
Main Street between Raymond Ave and Wallace Ave (Looking East)



Main Street at Wallace Ave (Looking East)







## 1.5 Existing Assets & Opportunities

Despite a less than adequate public realm, Main Street has many important assets that will be identified and expanded upon.

As a primary service street with several feeder streets, Main Street has the critical mass to have continued success. Most importantly, Main Street has a devoted and loyal user group of local residents who are proud “north-siders”. The improvements to the public realm and pedestrian environment will only increase this critical mass, resulting in a more diversified user group, and a new layer of street activity and vibrancy. Main Street will transition from a single purpose service arterial, to a destination that will serve locals as well as others.

### Existing Character Areas

Although relatively homogeneous, existing built form architecture and age of development create different character areas along the length of Main Street. These character area differences are largely reflective of existing lot configurations which affect infill, reconfiguration and/or development opportunities.

### Small Town Rural Road Area

This character area stretches approximately from Sunset Drive to Brookside Drive. This is the only stretch of Main Street that has any institutional uses, with a series of churches and a primary school. There are also important north-south linkages to Johnston Avenue Park and ball fields, Mitch Clarke Nasis’ Park skating rink, the ball diamonds, and Nashwaaksis Stream Nature Park beyond. Constrained by the Northside Trail to the north and the Nashwaaksis Stream to the south, built form needs to

respect the existing conditions. These conditions result in built form typologies that will function on constrained lots.

### Transition Area

This Transition Area contains primarily larger lots and pad buildings to the east, and the smaller lots and dispersed buildings to the west. Several buildings on the north side have no setback from Main Street creating a stretch that is currently at a pedestrian scale. Proximity to the Atlantic Superstore plaza and the high levels of traffic are important considerations regarding safety and the management of the varying user groups. This Zone also includes the Nashwaaksis Commons green space and amphitheatre, and two important south connections to the greenspace beyond. As with the previous Area, the lots on this stretch of Main Street are also significantly constrained by the adjacent Northside Trail and greenspace to the south.

### Suburban Mall Area

The Suburban Mall Area consists largely of surface parking lots and box store structures with large setbacks. This built form scenario provides an exceptional opportunity for infill and intensification, with little to no need for lot consolidation, to achieve the intended goals of the Main Street vision. These large lots also provide the opportunity to provide linkages to adjacent greenspaces and trails, by means of establishing public/private right-of-ways and access points.

### Transition Mixed Use Area

This Area is much like the previous Transition area, as it contains a mix of built forms. Significant to this area is a direct connection to the North Riverfront and connected greenspace, as well as a direct interface with traffic from the Westmorland Street Bridge. This Area will be the gateway to the new Main Street.



## Parks and Open Space





## Parks & Open Space

Main Street is unique in its proximity to extensive natural assets that are underused. Beyond the existing commercial successes of Main Street, current commuter usage also presents an opportunity to capitalize on multi-modal users.

Current trail systems run parallel to Main Street, creating a disconnect between these major assets and the services available on Main Street. There is an opportunity to enhance connections and access points, and reintegrate the existing trail systems and linkages with Main Street. At the same time, a thorough audit and evaluation of lighting, safety and accessibility of these trails from a Crime Prevention through Environmental Design (CPTED) perspective should be undertaken. This will expand the network and improve pedestrian and cycling access and experience, thereby reducing the need for entirely auto dominated environments.



Northside Trail



Nashwaaksis Commons



Loyalists Rugby Grounds





Brighton New Street



# 02 Approach



This section outlines the Guiding Principles for Main Street, the recommended Big Moves and a Demonstration Plan, showing how those moves can be integrated over time.

In order to achieve a new vision for Main Street it is fundamental to establish a series of Guiding Principles, and a series of Big Moves to achieve those Principles.

## 2.1 Guiding Principles

## 2.2 Big Moves

## 2.1 Guiding Principles

**Walkable and Connected** - Enhancing the existing environment through connections to surrounding neighbourhoods and increased opportunities to access and use open spaces, the river front and the Northside Trail.

**Respectful and Innovative** - Embracing new forms of development defining Main Street as a desirable destination with a unique character and capitalizing on natural features and grade changes to maximize views.

**Comfortable and Liveable** - Providing an appealing, safe, accessible and well-serviced built environment that promotes year-round activities and mixed-uses - living, shopping, working, learning and playing.

**Responsible and Predictive** - Strengthening the sense of place by protecting and enhancing heritage, culture, public space or special features.

**Sustainability** - Applying best practices for minimizing environmental impacts in the design of the buildings, streets, and spaces, and, increasing positive public health outcomes.

## 2.2 Big Moves

The Vision and Guiding Principles provide the foundation to the approach. In order to achieve these principles, a series of Big Moves have been established. These Big Moves are designed with the intention of establishing a clear and legible direction needed to accomplish the longer term vision. These Big Moves inform the framework that spatially employs the Moves and further illustrates them in the Frameworks and the Demonstration Plans, as follows.



### Transition Main Street from a Suburban to an Urban Centre

- Create a place that people want to live.
- Reconfigure lane makeup to incorporate on-street parking where possible.
- Locate additional surface parking at the side or rear of buildings that face Main Street.
- Introduce mixed-use buildings, providing a range of users both during the day and the evening.
- Orient buildings to Main Street.



### Enhance linkages with adjacent neighbourhoods

- Establish more trail connections to/from Main Street and the surrounding neighbourhoods and trail networks (e.g. the Northside Trail).
- Reconnect Main Street to the residential neighbourhood to the north that for many years has been disconnected.





### Create a place where people want to live

- Attract a mix of retail and entertainment uses.
- Create a pedestrian scale streetscape.
- Create an environment that promotes 24 hour year-round use.



### Achieve a unique look and feel

- Require contemporary architecture for new buildings.
- Ensure scale and massing of new buildings is appropriate for the thoroughfare.
- Implement building orientation standards that maximizes sunlight exposure, views, and the creation of a pedestrian scale streetscape.



### Be the premier commercial business district for the City's north side

- Provide a balance of service and retail commercial.
- Encourage service and retail uses at-grade and office uses on the second floor.
- Encourage mixed-use that provides residential units in close proximity to commercial amenities and uses.





Port Credit, Mississauga



# 03 Frameworks



A series of Frameworks have been developed to illustrate the development potential of the corridor, including key public realm components, and key built form components. These Frameworks help to reinforce the Vision, Guiding Principles and Big Moves while guiding development.

## 3.1 Public Realm Framework

## 3.2 Built Form Framework



## Public Realm Framework



## 3.1 Public Realm Framework

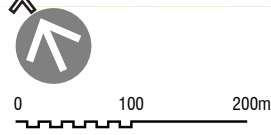
The quality of the urban environment has a significant role in the success of Main Street. The public realm components such as streets, open spaces, parks, trail connections, gateways, and linkages all come together to make Main Street an attractive, safe, and animated place that is visually appealing and easy to navigate.

Where the public realm is given priority, an area becomes more attractive to residents, visitors and investors. A sense of place and pride can be felt amongst the community and its residents.

This plan illustrates the underlying public realm components that inform the Demonstration Plans for all phases, ensuring a strong and legible public realm in the interim and full build-out scenarios of Main Street.



- Parks/Schools
- Unorganized Green/Open Space
- + Cemetery
- Existing Trails
- Proposed Trails
- Primary Gateways
- Secondary Gateways
- Crosswalks
- Parks
- Public Art Locations
- Existing Boat Launch
- Potential Boat Launch





Mixed Use Apartment Project, Seattle

## Gateways

Gateways are areas and sites that signal key points of entry into Main Street and include major intersections or points of arrival. Clearly identifying these areas helps provide a clear sense of place and orientation, reinforces sense of place and celebrates civic pride.

- Gateways should provide opportunities to coordinate the design of landscaping, streetscaping, public art and wayfinding.
- Gateways should have clearly articulated built form and public realm components.



Shared Street, Chicago

## Crosswalks

Crosswalks serve as a clear demarcation of a safe route for a pedestrian to cross and works as a traffic calming measure. Frequent stops ensure slower traffic speeds and cautious driving, which enhance the pedestrian experience. An increased pedestrian presence increases “eyes on the street”, resulting in friendlier, safer, and more accessible urban spaces for all user groups.

- All intersections should be identified with clearly marked and articulated crosswalks.
- As not all intersections are signalized, crosswalks along with signage will signal drivers to slow down and pass cautiously through the intersection.
- Crosswalks can be articulated with conventional painted ‘zebra’ stripes or with distinctive paving.
- Crosswalks can be provided at key mid-block connections where important civic destinations and/or significant foot traffic exists or is planned.





Eau Claire Path, Calgary

## Trails and Connections

The Northside Trail and other surrounding trail networks/connections provide an additional layer of connectivity to Main Street. Midblock connections provide an opportunity for a finer grained pedestrian network by allowing the pedestrians to move more freely within and between development blocks. In order to articulate the proximity and ease of access to and from adjacent trails, access, signage, lock-ups and rest areas should be highlighted and promoted at several key linkage points along the entire stretch of Main Street.

- Connections should be provided between new and existing pedestrian and cyclist networks, such as midblock connections and the trail.
- Midblock connections to Main Street should be encouraged where appropriate.
- A high frequency of connections should be provided, to and from adjacent neighbourhoods, green spaces and the North side Trail, thereby making Main Street porous, convenient, and straightforward to access.
- Connections should be well lit, comfortable and landscaped.
- Main Street should be integrated within a network of multi-modal routes.



Little Town, New Jersey

## Spill Out Spaces

The space between the building edge and the right-of-way (ROW) offers opportunities for patios and/or event spaces. These spaces can be occasionally and/or seasonally closed.

- Sidewalk cafés and patios add vitality to the street. By providing for sidewalk cafés or patios, they become neighbourhood amenities, providing another form of interaction in urban areas.
- Sidewalk cafés and patios should be encouraged throughout Main Street without encumbering pedestrian movement. Small sidewalk cafés and patios generally require 1.4 metres for a single row of tables and chairs.
- A minimum sidewalk clearance of 2.0 metres should be provided.
- Sidewalk cafés and patios should be designed to contribute and be integrated into the streetscape. Fencing and landscape separation should be designed in such a way to not obstruct pedestrian movement.





Landscaped parking facilities



Buffered and pleasant pedestrian access routes through parking - Orlando FL

## Surface Parking

Generally all parking that is located on the same property should be located at the rear of the building and accessed from the street or a lane where they exist. Should surface parking be necessary, the primary objective for the design and location of surface parking areas is to minimize their visibility and reduce potential conflicts with pedestrians.

- For major development sites, on-site parking should be accommodated via parking structures that blend into the built form, or should be accommodated in the interior of the site, buffered from the public realm by buildings.
- Parking located in the front setback and or beyond the front of the primary building should not be permitted.
- At least one active frontage containing a high proportion of clear glazing to building edges should be incorporated along the side or rear of surface parking areas.
- Parking areas should be shared between adjoining facilities whenever possible.
- Multiple entry and exit points from streets to off-street surface parking should be discouraged to reduce the frequency of pedestrian driveway crossings.
- Parking areas should incorporate safe pedestrian access, proper lighting, and large canopy shade trees.
- Layout, vegetation and signage can be used to make large areas of vehicular parking legible to drivers.

## On-Street Parking

The potential for on-street parking should be explored as this option would provide ample and convenient parking options for residents and visitors. On-street parking also serves as a subtle traffic calming measure that increases driver awareness of a higher number of pedestrians in the area, as well as acts as a buffer between vehicles and pedestrians.

- As private development and infrastructure renewal occurs along Main Street, explore the potential for incorporating on-street parking where feasible.
- Parallel parking on the north side will provide a safer and protected pedestrian environment, encourage increased sidewalk usage and interaction with pedestrians, and the establishment of retail frontages.
- Flex space on south side of street where possible will provide extra parking or alternatively extra cafe/patio space when needed.





A legible and coordinated palette of streetscape elements

## Streetscape Palette

A Streetscape Palette coordinates street furnishings, lighting, paving materials and other streetscape details. These streetscape elements compliment and enhance the streetscape design by adding an additional layer of detail and quality. Implementing a streetscape palette increases both legibility and the visual quality of the streetscape, and supports the needs of people walking and cycling.

- The Streetscape Palette should reinforce the contemporary nature of the recommended built form and be phased in along Main Street as the built form changes and in conjunction with planned infrastructure renewal.
- Coordinated and unified design vocabulary for street furnishings, lighting, trash receptacles, bike storage, street signage and paving treatments should be used. The Streetscape Palette should be carefully selected and positioned to avoid cluttering the street.
- As development occurs along Main Street the Streetscape Palette should enhance and reinforce the emerging character of Main Street.
- A variety of lighting interventions should be incorporated. Some examples are: pedestrian lighting, accent lighting (such as up-lighting), highlighting of streetscape elements (including public art and trees), and monumental lighting for significant features along the street (including churches and the Nashwaaksis Commons amphitheatre). Seasonal or event lighting opportunities include catenary, projection and/or programmable feature lighting.



Place sensitive signage - Shops at Don Mills, Toronto

## Signage

Signage plays an important role in the overall image of any area. Signs should contribute to the quality of individual building and the overall streetscape. They should reflect the unique characteristics of their context, and complement the contemporary style of new buildings. High-quality, imaginative and innovative signs are encouraged.

- Commercial signage should not overwhelm the building and/or storefront.
- Back lit illuminated rectangular sign boxes should not be permitted.
- Wherever possible, signage should be integrated into the design of building facades though placement within architectural bays and friezes to minimize visual clutter.
- Large free standing signs (such as pylons), roof signs, and large-scale advertising should be discouraged.
- Signage should be consistent with the contemporary character of Main Street.

# Streetscapes

A complete street is designed to accommodate the spatial needs for convenient and comfortable movement of vehicles, transit, bicycles and pedestrians. Main Street is fortunate to have a parallel multi-use trail running its entire length. This tremendous asset relieves the need to accommodate this user group within the Street’s right-of-way, allowing ample space for a variety of other public realm enhancements, including a combination of wider sidewalks, planting and furnishing zones, and on-street parking.

On-street parking is an important component of any main street. It provides an increase in parking for private retail that is maintained by the City, and more importantly, it creates a buffer between pedestrian users and vehicular users. This physical barrier, although only a couple metres wide provides a sense of comfort and protection from moving cars and an all around improved pedestrian experience.

As a primary design objective, it is proposed that a lane re-configuration take place that reduces lane widths and provides for parallel parking on one side of the street where feasible, subject to completing a detailed design study. The parking is being proposed on the north side of the street, as there is a shorter distance between the “back-of-curb” and the property line. Therefore in such a scenario, pedestrians would feel comfortable on both sides of the street. On-street parking is recommended for areas of retail and mixed use to start, and should be phased into other areas as the street develops.

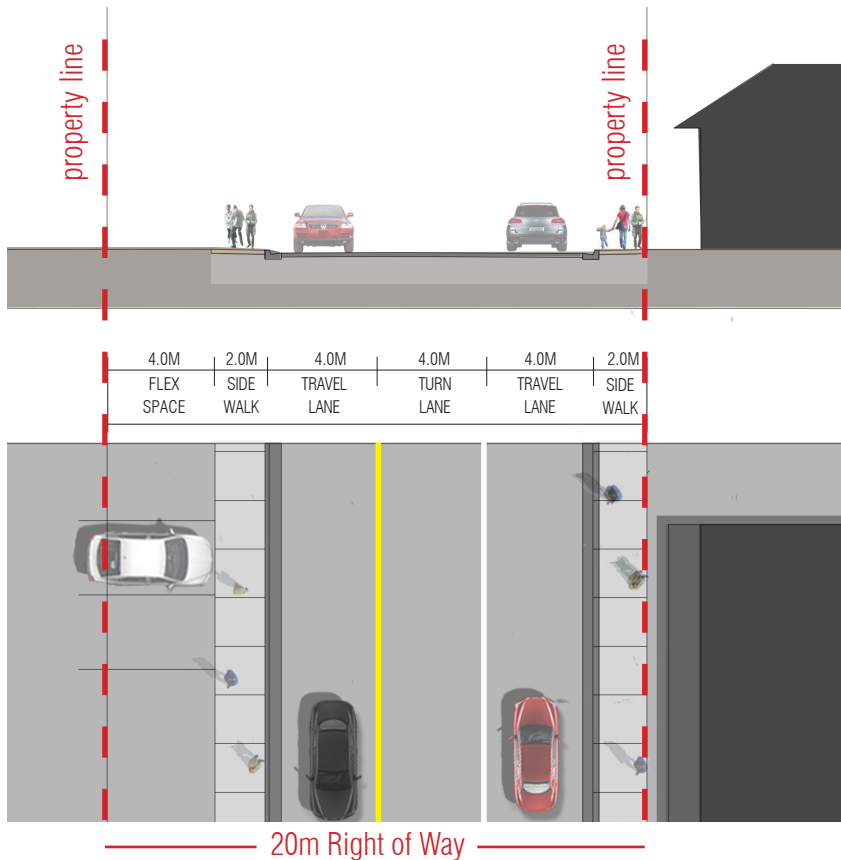
Another important component of a thriving main street is the interface between restaurants and shops with pedestrian traffic. Elements such as sandwich board signs, patios and retail displays further animate the streetscape, and can be accommodated within the setback in a Flex Space. Setbacks should be a maximum of 3.0 metres from the property line, and should be limited to a maximum of 6.0 metres from the back of curb (in option A) and the parking lay-by flush curb (option B).

In retail and mixed use areas, flex spaces should be hardscaped to accommodate any range of use, as well as provide for a wider pedestrian realm.

These streetscape elements will support Main Street’s evolution into a mixed-use street that will include commercial functions at-grade and an enhanced pedestrian realm. The proposed streetscapes illustrate narrowed travel lanes, on-street parking, and tree-lined sidewalks.

## Typical Existing Section

Looking West

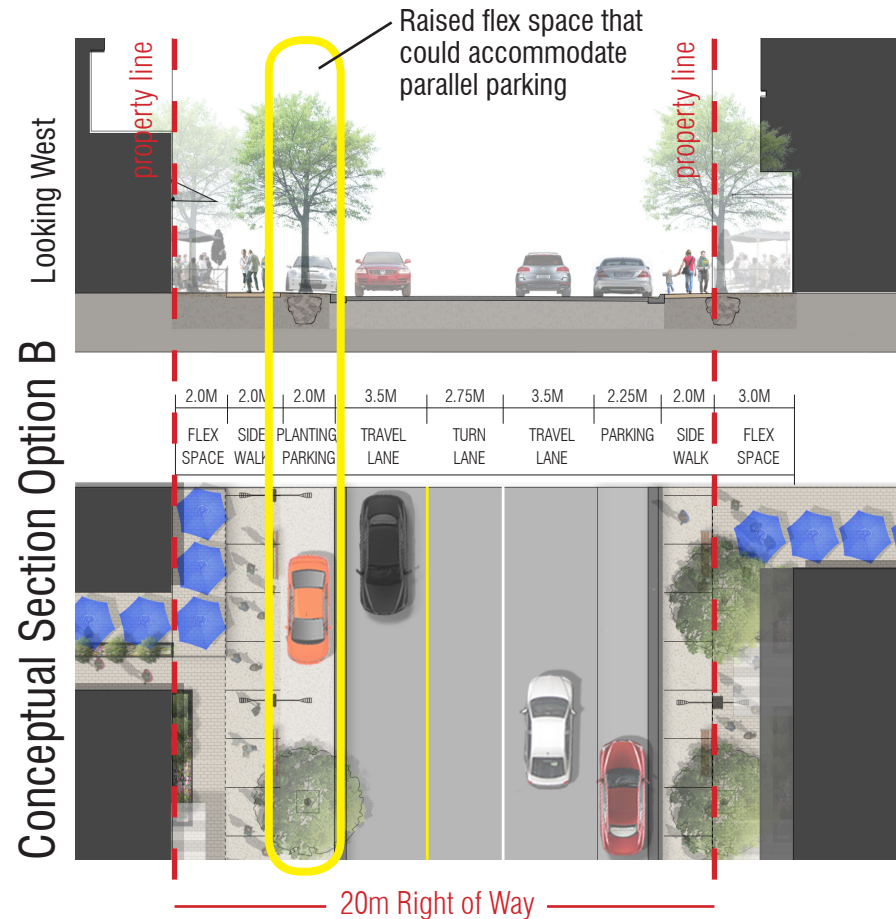
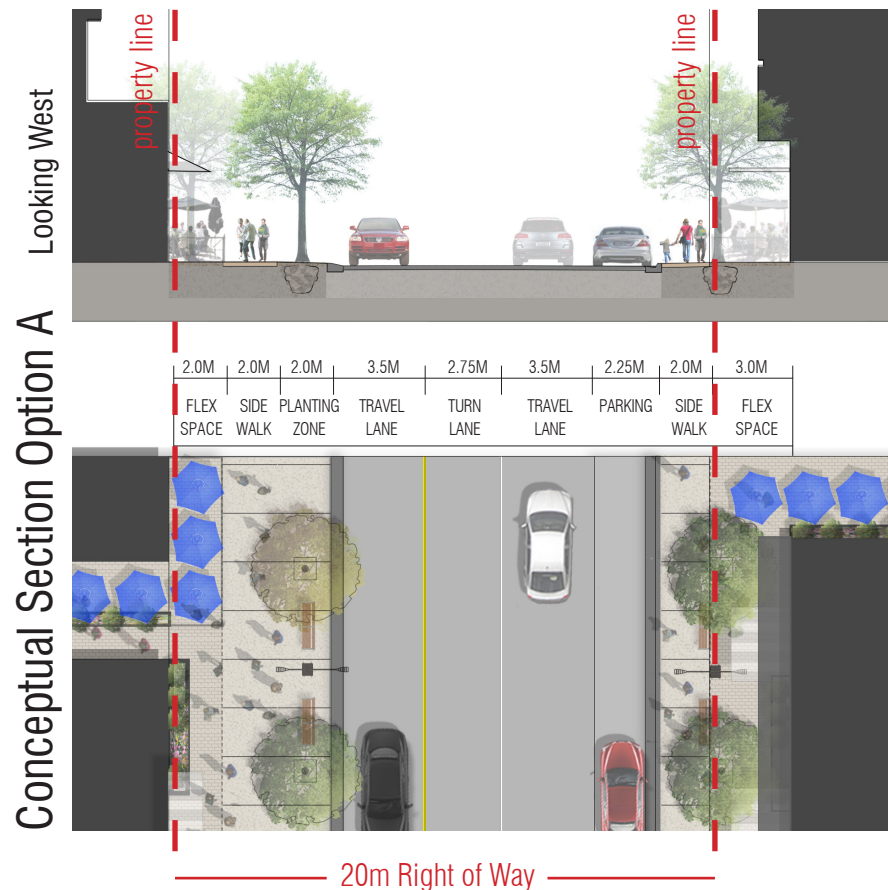




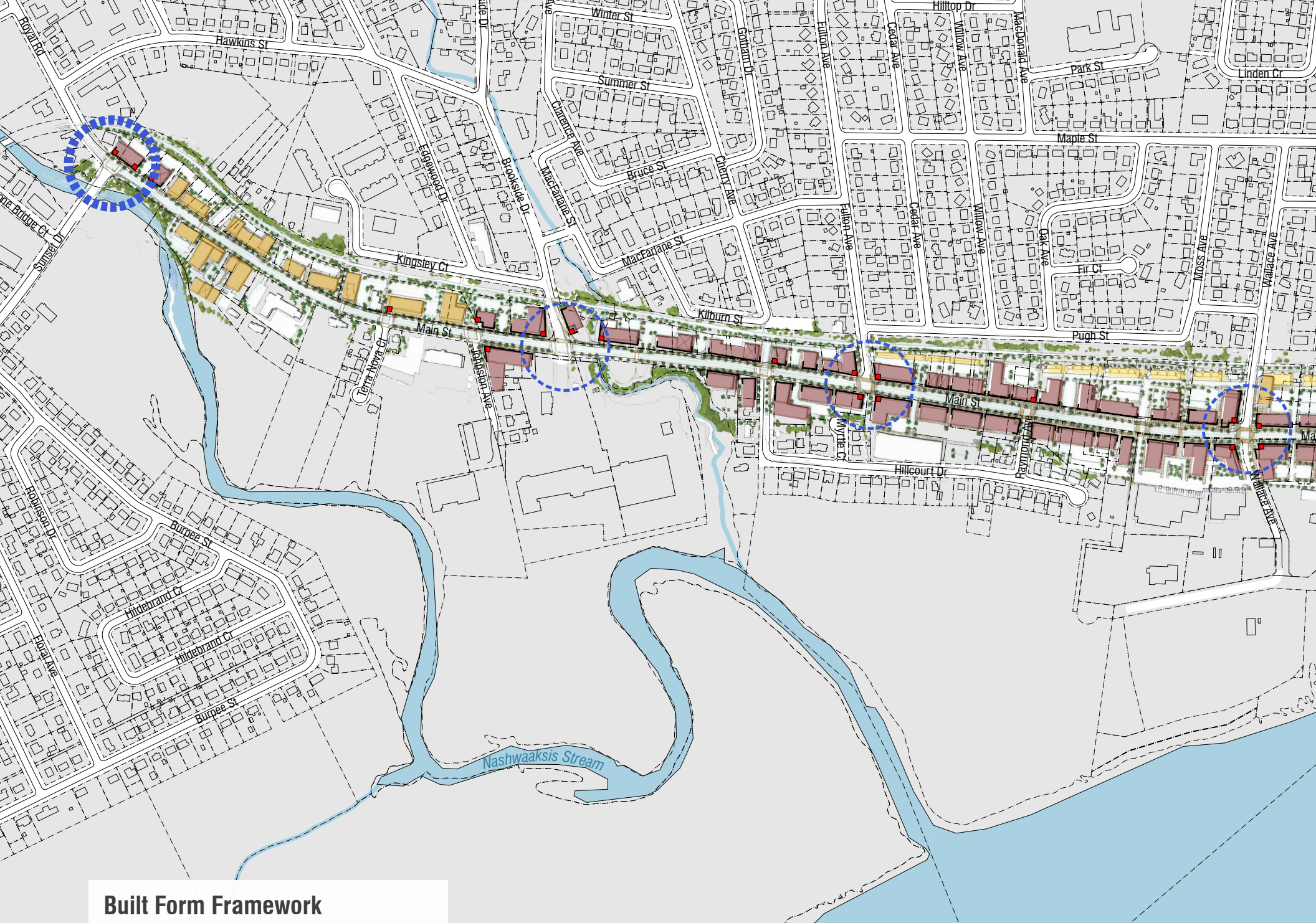
The only difference between the two proposed sections below is that raised parallel parking is being proposed on the south side of the street within the furnishing zone, and could also be considered flex space. However, the feasibility of accommodating all of these elements along various sections of Main Street will still need to be further explored

Design features recommended in both options include:

- Two narrowed travel lanes with a centre turn lane and permanent on-street parking on the north side of the street.
- Potential for on-street parking to be located within planting zone.



- Continuous sidewalks on both sides of all streets.
- Widened sidewalks to accommodate greater pedestrian traffic and sidewalk cafes.
- Where land use is primarily commercial or mixed use, flex space should be hardscape.
- A planting zone with continuous street trees spaced no more than 10.0 metres apart to provide green amenity and shade.
- Bump out corners at intersections to minimize crossing distances.
- Reduction of driveways through the use of shared laneways and driveway entrances could help to enable opportunities for on-street parking.



# Built Form Framework





## 3.2 Built Form Framework

The Built Form Framework provides guidance for all new development along Main Street. This Framework helps shape new development, and reinforces the Vision, Guiding Principles and Big Moves, while providing flexibility to encourage distinction, variety, and creativity in the built form.

To distinguish Main Street from the rest of Fredericton, a more contemporary and innovative architectural expression is being promoted to set it apart, not only as a community destination for shopping, eating, and gathering, but also as a destination for unique and striking architectural expression.

Furthermore, the Built Form Framework illustrates the shape, form and function of buildings that line the street and open spaces. In order to provide “walkable urban development”, it is important that the built form is appropriately scaled and designed to maintain and reinforce the character, street edge and rhythm along the street.

- Mixed-Use Building
- Medium-High Density Residential
- Low Density Residential
- Active Retail Frontage
- Key Corner or Terminus
- Primary Gateways
- Secondary Gateways



0 100 200m



Benard Apartments, Seattle, WA



Seymour Street, Halifax

## General Built Form Guidelines

Built form should always be considered as it has a direct relationship and impact on the adjacent public realm.

The design objective for new developments is generally to maintain and reinforce a main street character. This is defined by the low-rise buildings at the street edge forming a continuous rhythm of narrow storefronts, with mid-rise and higher density buildings in behind.

While these guidelines are meant to provide design standards and benchmarks for development, they are also intended to provide flexibility within certain parameters to encourage distinction, variety, and creative architectural and design responses.

Some general guidelines to follow with respect to built form include:

- Provide a range of building typologies;
- Use a number of different architects to provide variety;
- Create a continuous street wall - filling in gaps and voids;
- Introduce mid-rise and composite buildings away from the street edge, with emphasis at street level;
- Break down overly large super-blocks with a finer grain of streets for walking.
- Frame and animate public spaces; and,
- Enliven the street level by making it transparent and interesting.

## Consistent Building Edge

Consistent building edges provide a homogeneous and strong interface along streets and open spaces, as they positively frame and activate these areas. In most instances this occurs where multi-storey, street-oriented buildings with grade-level commercial uses currently exist or are desired. Along these frontages, new infill development should be placed close to the property line and/or consistent with adjacent buildings to provide for active grade level conditions such as shops that animate the street or open space.

## Grade Level Design

Implementing adequate grade level (floor-to-ceiling) heights on the first floor will ensure the appropriate level of transparency, resulting in a heightened level of animation along the street. For commercial uses, in addition to animating the street through an adequate level of transparency, providing adequate grade level heights is also important for ensuring that commercial uses have a visible presence on the street.

Some general guidelines to follow with respect to grade level design include:

- Grade level heights of no less than 4.5 metres for commercial uses, and 4.0 metres for residential uses should be implemented. Ensuring a minimum grade level height of 4.5 metres builds in adaptability by ensuring the commercial spaces can remain flexible as the area matures and evolves and business needs change; and,
- Grade level design should be extended into midblock connections and pedestrian thoroughways to encourage animation and a visible presence along these key connections.



Street edge continuing through mid-block connection

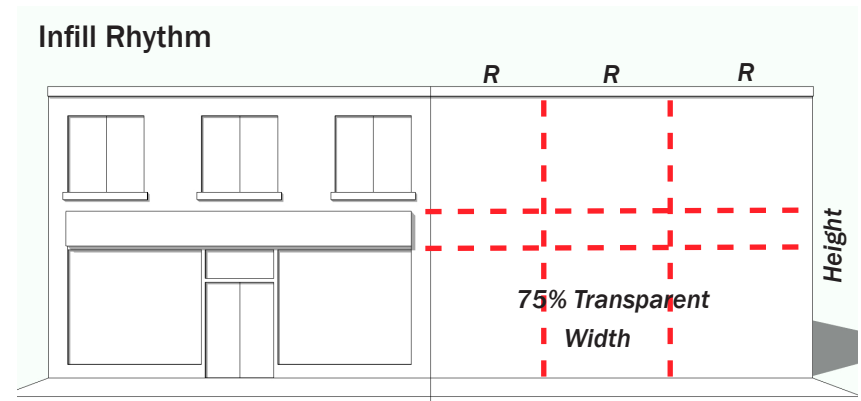
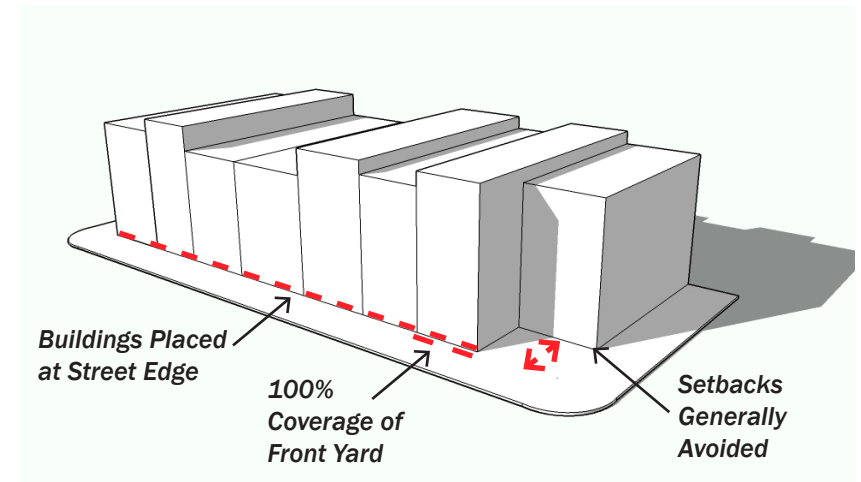


## Siting and Orientation

Proper building placement and orientation along a street helps to reinforce the public realm by creating a sense of enclosure and enhancing the pedestrian environment. This is achieved by framing the street with parallel aligned facades. For major development sites, or for infill developments throughout the area, buildings should be situated as close to the property line as possible, or frame the site, to encourage the development or enhancement of a building street wall that will interact with and animate the public realm.

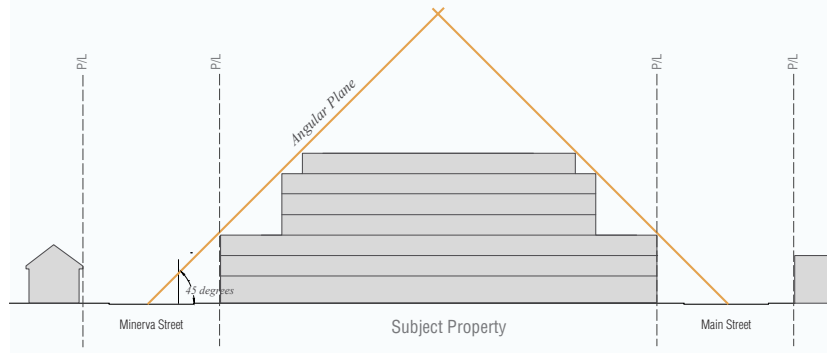
Some general guidelines to follow with respect to siting and orientation include:

- Buildings should be oriented such that they address the street with clearly defined primary entry points fronting on the street with easy access to the sidewalk;
- To create a sense of continuous buildings along the street edge, as well as to provide a flexible space in front of commercial and retail, buildings should have a 3 metre setback from the front property line and a 3 metre setback on flanking frontages in the case of corner lots;
- In some cases, it may be appropriate to provide greater setbacks within an entire block or at corner sites, in order to widen sidewalks without compromising the visual continuity of the streetscape;
- 100% building coverage of the front-yard is required to discourage fragmentation of the street wall;
- The facade of infill development should be articulated to reflect the rhythm of adjacent buildings;
- The facade of the ground floor should be 75% transparent; and,
- Where development occurs adjacent to the northside trail, buildings should face the trail.

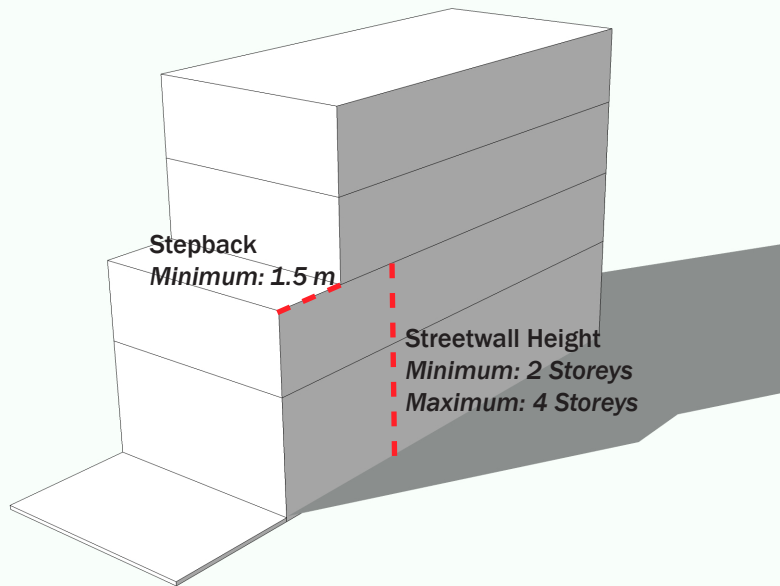


## Infill Massing

45° Angular Plane



## Streetwall



## Height and Massing

In order to create a comfortable pedestrian environment, the height and massing of buildings is critical. The use of angular planes is recommended in conjunction with height and massing controls to define appropriate transitions to adjacent areas. Specifically, the angular plane is intended to define the extent of the development envelope to guide above-grade building step backs. New developments that are subject to the angular plane guidelines should be massed with good form within these envelopes.

Some general guidelines to follow with respect to height and massing include:

- Street wall heights should be no less than 2-storeys and no taller than 4 storeys, at which point a minimum 1.5 metres stepback free of encroachments should be provided above the 4th storey;
- Street wall should be built within 1.0m of the property line (build-within zone);
- Building heights and street walls should be respectful of any existing heights of heritage and character buildings that are being preserved;
- The massing of the building will be subject to a 45-degree angular plane originating from the centre line of the street right-of-way as diagrammed on the left; and,
- Where abutting a heritage or character defining building, the building edge should provide an appropriate transition in height to these buildings. For the purposes of calculating height, the following floor to ceiling heights should be used:
  - Ground floor 4.0 - 4.5 metres.
  - Upper floors of office 3.0 - 3.3 metres.
  - Upper floors of residential 2.7 - 3 metres.



## Corner and Terminus Sites

Corner buildings have a greater visual prominence given that they front onto two streets and frame intersections. Corner buildings also potentially provide more than one entrance to different parts of a building, and therefore provide special opportunities for the design and uses they contain. Similar to corner sites, buildings sited at the ends of streets that terminate a view, are visually prominent. Buildings that terminate the views down a street are significant in the role they play orienting visitors to a place. Historically, landmark and key buildings such as churches were placed at these prominent locations.

Some general guidelines to follow with respect to corner and terminus sites include:

- Modest exceptions to step backs and height restrictions could be permitted to encourage massing and design that accentuate the visual prominence of the site – architectural elements can include tall slender constructions such as spires and turrets. This technique enhances the distinction and landmark quality of new buildings on corner or visual terminus sites.
- Modest exceptions in setbacks could also be permitted to enhance views along side streets.
- Uses should address both street frontages through entries or glazing.
- Special attention should be made to the quality of the design and materials used to recognize the importance of new buildings on corner sites. The visibility of new development on corner and visual terminus sites can shape the image and character of the area.
- New development on visual terminus sites should align design features to the view axis which, in addition to tall architectural elements, can include aligned entries or portico openings.
- New development on corner sites should orient on both street frontages.



Key corner sites should have distinctive architectural treatments - Crocker Park OH

## Application of the Framework

The diagram below illustrates an example of the built form that results from the application of the guidelines.



Built Form Design Characteristics



## Built Form Design Characteristics

1. Retail provided at-grade with a floor height of 4.0 to 4.5 metres.
2. The retail base is differentiated from the rest of the building with a change in materials and the introduction of a sign band.
3. The building entrance should be further articulated where larger retail tenants are proposed.
4. Residential is provided above grade with a floor height of 3.0m
5. The balconies and windows are aligned with the retail bays to set and maintain a vertical rhythm.
6. A stepback is provided at the third level to provide articulation and transition to the street.
7. The stepback is covered by a low-slope pitched roof, flat roof or shed roof.
8. Street level canopies provide weather protection.



Crescent Village, Eugene, Oregon

## Building Typologies

There are generally three building typologies proposed along Main Street: mixed-use, office and residential. Generally speaking, mixed-use and office building typologies are envisioned along the Main Street frontage, while residential typologies are envisioned internally along the property lines or rear trail network, as well as on shallower lots making up the majority of the western end of Main Street.

### Mixed-Use Building Typologies

Mixed-use building forms have commercial uses at-grade and multiple residential units above. For these typologies:

- Setbacks should be consistent with adjacent buildings;
- Building should be oriented towards Main Street;
- Corner sites should address both street frontages;
- Heights can range from 3-6 storeys;
- Retail should be provided at grade;
- Retail at-grade should be highly transparent and articulated;
- Weather protection should be provided; and,
- Parking should be provided on-street, below-grade or located towards the rear of the property in a structured parking lot or surface lot.



## Office Building Typologies

Office building forms include office plazas and stand-alone office buildings. For these typologies:

- Setbacks should be consistent with adjacent buildings;
- Building should be oriented towards Main Street;
- Corner sites should address both street frontages;
- Heights can range from 2-4 storeys;
- At-grade condition should be highly transparent and articulated;
- All facades should be designed to the same standard of quality;
- Parking should be provided on-street, below-grade or located towards the rear of the property in a structured parking lot or surface lot; and,
- Loading and drop-off should be accessed off a rear lane or secondary road.



Crescent Village, Eugene, Oregon

## Residential Building Typologies

Residential building forms include townhouses, stacked townhouses and low-rise apartment buildings. For these typologies:

- Setbacks should be consistent with adjacent buildings;
- Building entrances should be oriented to the street where they face Main Street, and face the trail where they are situated at the rear of properties;
- Corner sites should address both street frontages;
- Heights can range from 2-4 storeys;
- Parking should be located to the rear of the property or in the middle in cases where buildings front on both Main Street and the trail; and,
- Driveways should be consolidated, or shared, where possible.



Mixed Use Building Typology





Shops at Don Mills, Toronto, ON



# 04 Implementation



This section offers demonstration plans and case studies to illustrate how potential development sites may evolve and redevelop over time. Recommendations on phasing and implementation are also provided to help bring the vision to life, as well as other initiatives that may help guide, refine, enable, and support the evolution of Main Street.

## 4.1 Demonstration Plans

## 4.2 Case Studies

## 4.3 Implementation Strategy / Action Plan



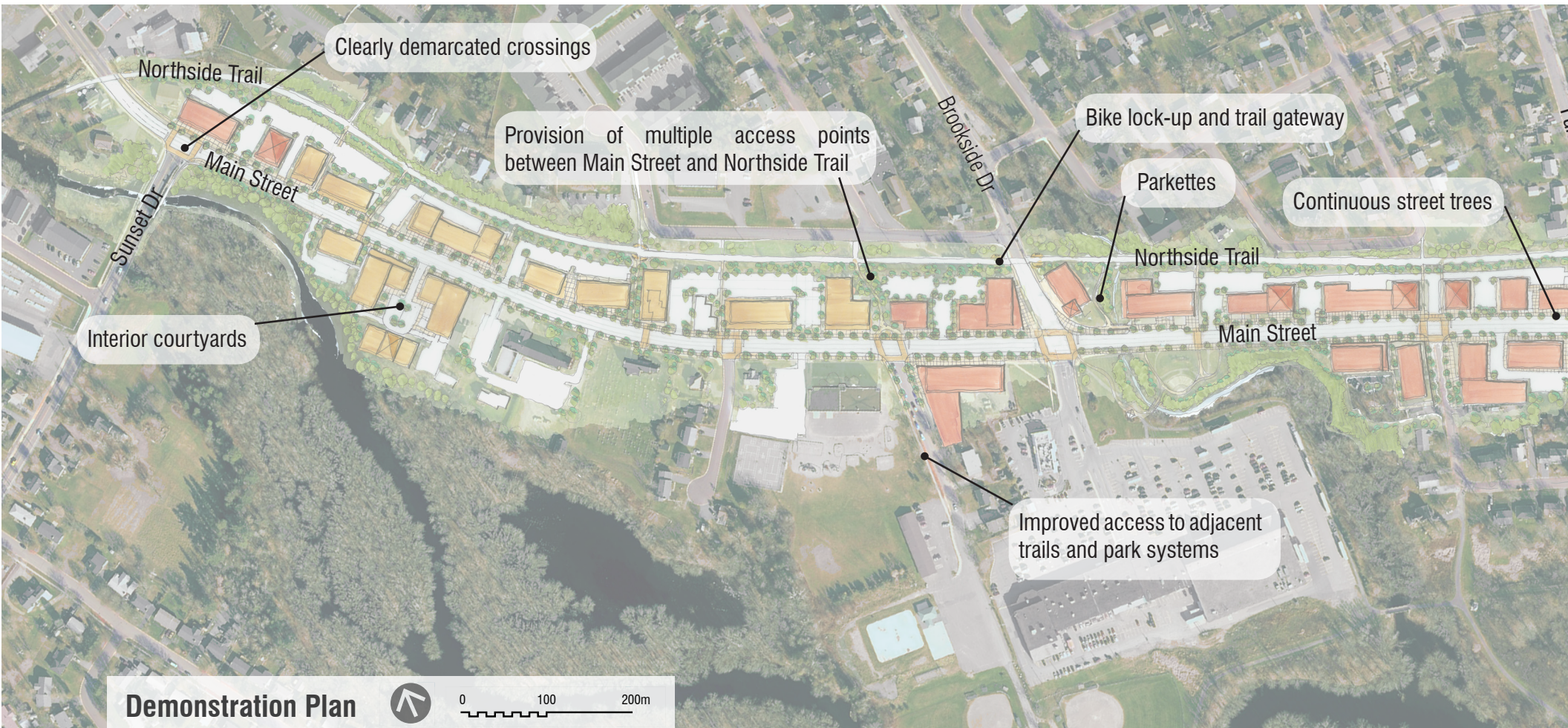
## 3.1 Demonstration Plans

### Demonstration Plan

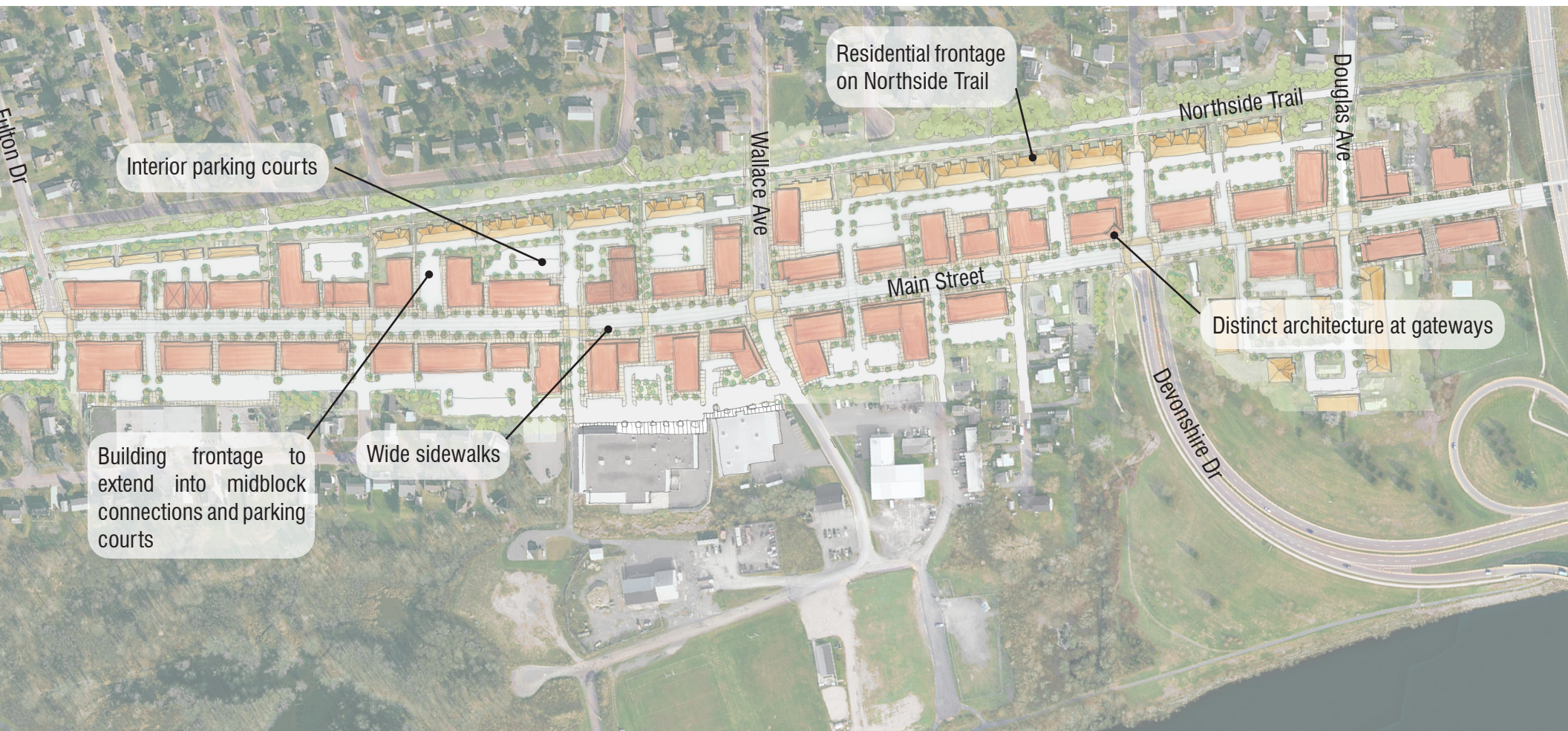
The Demonstration Plan is intended to illustrate the potential long term full-build out scenario for Main Street, applying the public realm and built form framework principles previously outlined.

The Demonstration Plan illustrates one potential outcome of the application of the principles. The Plan seeks to utilize the existing lot fabric where possible and suggests where combining lots should be considered.

It is important to recognize that the implementation of the Plan will take place incrementally over a period of time. Some larger lots may develop incrementally with interim uses occurring first. This is demonstrated in the case studies.



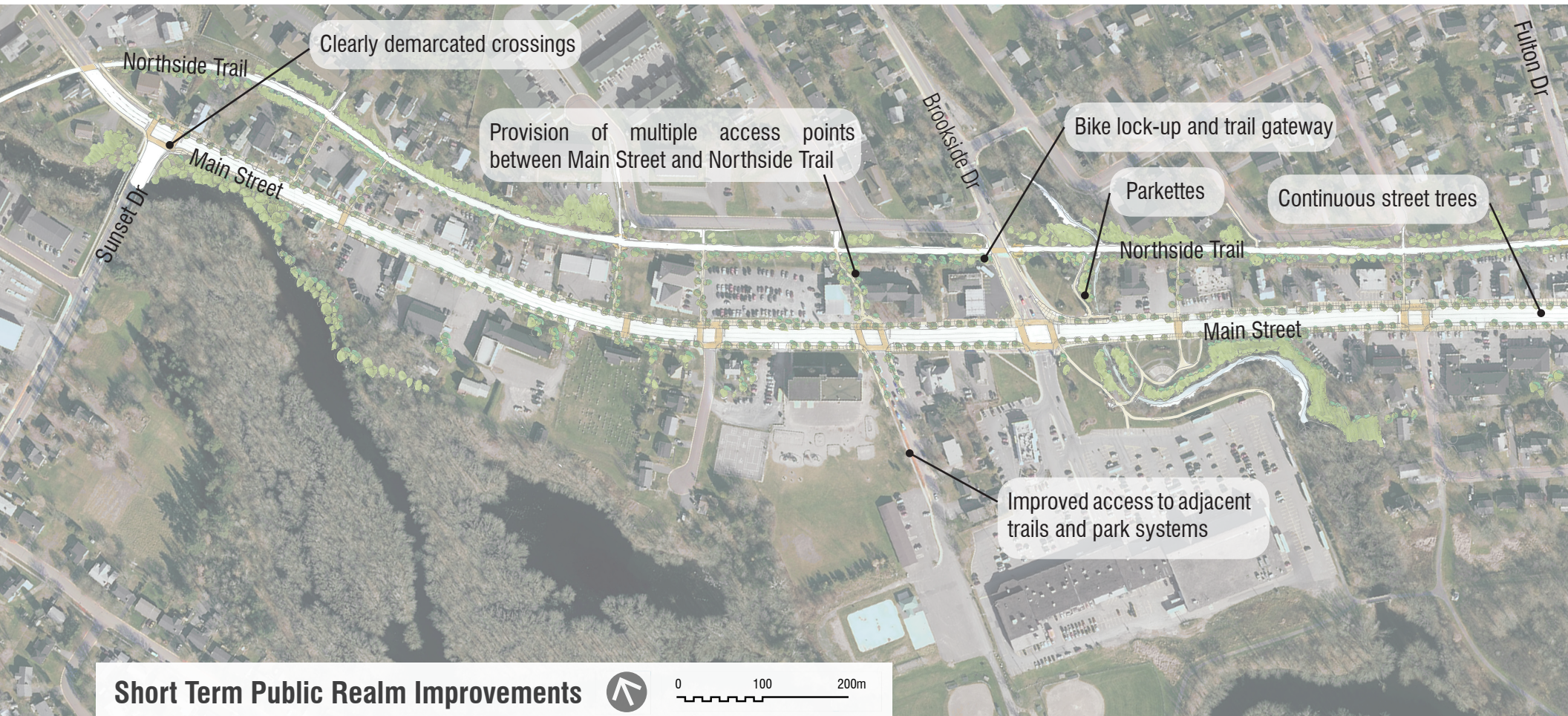






# Short Term Public Realm Improvements

Short term public realm improvements may occur incrementally over a period of time or as part of interim redevelopment.



Short Term Public Realm Improvements



0 100 200m





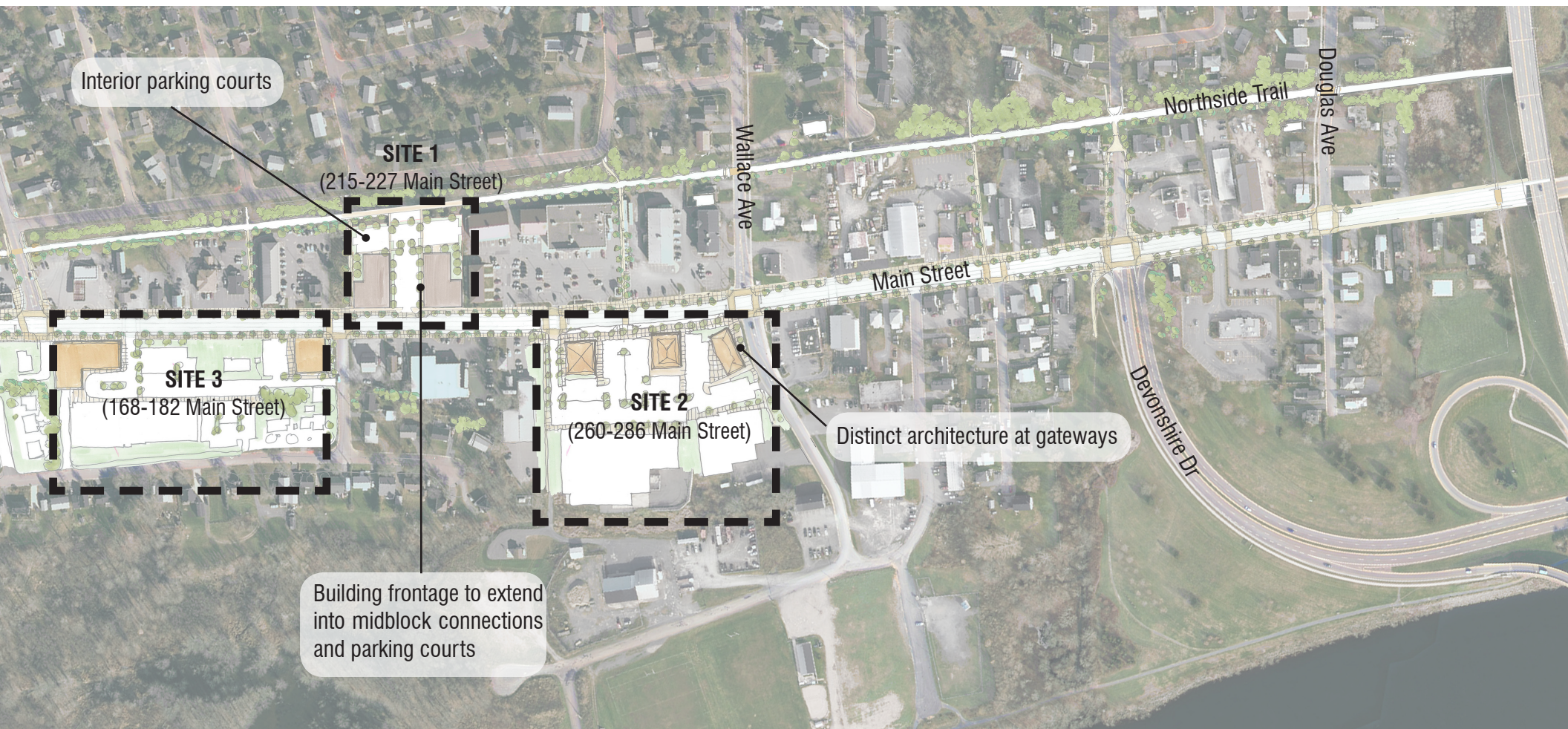


## Interim Build Out Scenarios

Recognizing that the implementation of the Plan will take place incrementally over a period of time. The following interim build out scenarios demonstrate how sites may develop in the interim. The case studies that follow also demonstrate how sites may develop in the interim and over the full build out of the Main Street.









## 4.2 Case Studies

### Development Site 1 (215-227 Main Street)

This development scenario illustrates the potential development of the site, with mixed use buildings (as shown in the photomontages) fronting along Main Street, and townhouses located along the rear of the property (as shown on the following page).

The mixed-use buildings would be constructed in the initial phase of development, followed by additional residential uses in the later phases. Pedestrian connections are established in the initial phase to provide access to the trail system, and are retained in the later phase to reinforce the importance of the connection to the trail.

The initial phase orients mixed-use buildings along Main Street, in order to frame the street and provide active retail frontages. The later phase orients residential buildings along the trail, in order to frame this space and activate it.



Existing Condition of Site 1

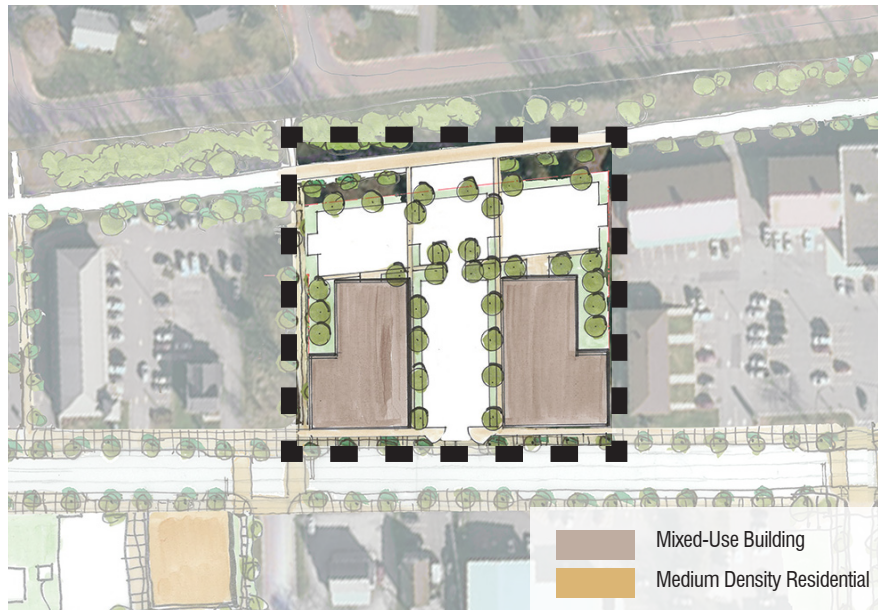


Mixed Use Development (Looking North-West)

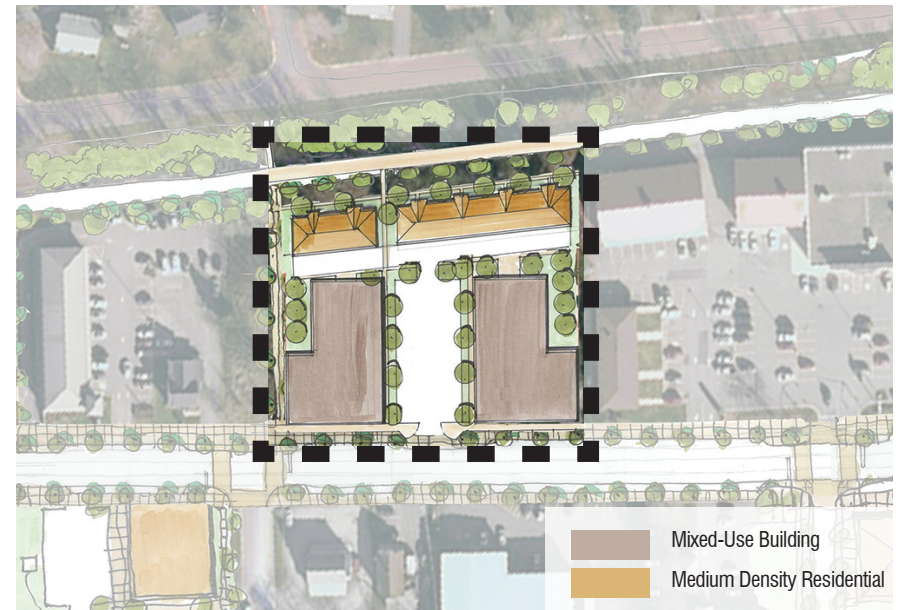


Mixed Use Development (Looking North-East)





First Phase



Second Phase



Final Phase



## Development Site 2 (260-286 Main Street)

This development site currently contains big box retail located internal to the property with a large surface parking lot located along the Main Street frontage.

This development scenario illustrates how an interim build-out phase would include the introduction of pad commercial at the property line to establish a renewed street edge, followed by a final build-out of larger mixed-use buildings that complement the big box retail in behind. When the big box retail redevelops, the site can be infilled with additional mixed use and residential buildings.



Interim Development (Looking East)



Existing Condition of Site 2



Long Term Development (Looking East)





Interim Phase



Final Phase



## Development Site 3

### (168-182 Main Street)

As with Development Site 2, big box retail are located internal to the property, with a large surface parking lot located along the Main Street frontage.

This development scenario illustrates how mixed-use buildings can be developed and oriented along Main Street, while retaining the big box retail in the interim. When the big box retail redevelops, the site can be infilled with additional mixed use and residential buildings.



Interim Development (Looking West)



Existing Condition of Site 3



Long Term Development (Looking West)





Interim Phase



Final Phase

## 4.3

# Implementation Strategy / Action Plan

In order to realize the Vision, Guiding Principles and Big Moves, the following Implementation Strategy / Action Plan has been prepared to identify recommendations and initiatives for the implementation of the UDP.

Investment by the municipality is contingent upon the timing and location of private development, as well as, planned infrastructure renewal along the Main Street corridor.

## Adopt the Plan

Business Fredericton North (BFN) should adopt and champion this Plan in collaboration with key stakeholders including the City of Fredericton, businesses, landowners, developers/investors, area residents, and the general public to ensure the vision and intent of the plan are realized and supported.

The City of Fredericton should adopt this plan and strategically allocate staff and resources to integrate the recommendations from this Plan into future streetscape improvements to the Main Street Plan Area and into future planning frameworks, such as the update of the Municipal Plan and a future secondary plan for Main Street.

## Amend Policies and Regulations

Changes to policy and regulations should be consistent with the plan, including changes and amendments to design controls, policy and zoning. Staff will need to prepare a document that summarizes Municipal Plan and Zoning Bylaw amendments that will be necessary to facilitate the implementation of the plan. Proposed changes to the Municipal Plan include the incorporation of sustainable design policies, and architectural design objectives. Changes to the Zoning By-Law include revisions associated with parking, setbacks, height and density.

## Undertake and Integrate Supporting Studies

The Main Street Urban Design Plan defines a vision and guiding principles, sets a direction and provides the framework for the redevelopment of Main Street. While the plan illustrates the potential build out and configuration of Main Street, the actual build out of Main Street with respect to streetscape and other improvements which all require more detailed design relating to planning, engineering, transportation and the public realm.



## Short-Term Initiatives (0-5 years)

### Develop a Communication & Engagement Strategy

BFN and the City should develop a communication and engagement strategy for promoting the Plan to various stakeholders.

**Primary Stakeholder:** City, BFN

**Order of Magnitude:** City responsibility

### Seek Funding Partners/Grant Programs

The City and/or BFN should seek and identify funding partners and grant programs that will support and help with the implementation of the vision.

**Primary Stakeholder:** City, BFN

**Order of Magnitude:** City and BFN responsibility

### Land Assembly

The City should assemble land where possible in order to facilitate development through the amalgamation of smaller lots.

**Primary Stakeholder:** City

**Order of Magnitude:** City to determine

### Lane Re-alignment

As development occurs along Main Street, the City should conduct a detailed study to identify if and where on-street parking may be feasible.

**Primary Stakeholder:** City

**Order of Magnitude:** \$25,000 - \$50,000

### Municipal Plan, Main Street Secondary Plan and Zoning Amendments

The City should review, update and amend the Municipal Plan, Main Street Secondary Plan and Zoning By-Law, or develop an overlay zone that prescribes design recommendations as illustrated in the Plan.

**Primary Stakeholder:** City

**Order of Magnitude:** City responsibility

### Develop Architectural Design Guidelines & Public Realm Manual

The City and/or BFN should consider developing Architectural Design Guidelines and Develop a Public Realm Manual for Main Street to establish a standard for all future development along the Main Street corridor.

**Primary Stakeholder:** City, BFN

**Order of Magnitude:** City and BFN responsibility

### Establish an Architectural Review Board

In order to ensure the built form meets the contemporary design goals recommended in this Plan, the City and/or BFN should consider establishing an architectural/design review board, and or third party review to set a standard for all future development along the Main Street corridor, and setting a precedent for architectural control.

**Primary Stakeholder:** City, BFN

**Order of Magnitude:** \$5,000 - \$10,000 (annually)

### Northside Trail Improvements

The City should provide wayfinding signage, including distance indicators as well as location indicators for destinations along the Main Street corridor, as well as necessary bicycle lock-up stations and associated lighting. The City should conduct a CPTED analysis of the Northside Trail.

**Primary Stakeholder:** City

**Order of Magnitude:** \$50,000 - \$100,000

### Create Trail Connections

BFN and the City should identify opportunities to create trail connections throughout Main Street.

**Primary Stakeholder:** City, BFN

**Order of Magnitude:** \$50,000 - \$100,000

### Hillcourt Drive/Northside Trail Connection

The City should construct a trail connection linking Hillcourt Drive to the Northside Trail.

**Primary Stakeholder:** City

**Order of Magnitude:** \$50,000 - \$100,000

## Medium-Term Initiatives (5-10 years)

### Public Realm Improvements

As development occurs and infrastructure renewal happens along Main Street, the City should implement the several components of an improved public realm, including but not limited to street trees, specialty paving, and furnishings.

**Primary Stakeholder:** City, BFN

**Order of Magnitude:** \$1,800,000 – \$3,000,000  
(Ongoing)

### Plan Review

The City and BFN should review the public realm and built form along the Main Street corridor as developed through the enforcement of this Plan, and make any amendments and updates as necessary.

**Primary Stakeholder:** City, BFN

**Order of Magnitude:** \$15,000 – \$25,000

## Long-Term Initiatives

## (10 years or beyond)

### Plan Review

The City and BFN should re-review the public realm and built form along the Main Street corridor as developed through the enforcement of this Plan, and make any amendments and updates as necessary.

**Primary Stakeholder:** City, BFN

**Order of Magnitude:** \$20,000 – \$30,000

### Bury Overhead Services

Given the cost implications, it is advised that the City only undertake the burying of overhead services where they are conflicting with built form intentions. Otherwise, existing overhead poles and infrastructure can be incorporated into the streetscape.

**Primary Stakeholder:** City

**Order of Magnitude:** \$500,000 – \$750,000  
(for every 300m)





