

## EXECUTIVE SUMMARY

# DOWNTOWN DEVELOPMENT GUIDE



Street view of Champlain Street, towards the east

# SUMMARY

The City of Dieppe has retained the services of L'Atelier Urbain, a firm of urban planning consultants, to come up with development concepts encouraging discussion and intended to help the City with its development related decision-making for its future projects located in the downtown area.

# BACKGROUND

Today, downtown Dieppe is a living environment and destination that is evolving. There are numerous upcoming projects from the private and public sectors. This pivotal period is a very appropriate time to plan future development to ensure a consistent whole and the vitality of the downtown area, with a view to sustainable development.

The City began its reflection on downtown redevelopment in 2016, with a residents' survey and a public consultation. In 2018, the City adopted the Downtown Master Plan for the City of Dieppe, produced by WSP Canada Inc. The plan presented an analysis of the area, and an overall vision for downtown redevelopment, as well as strategic directions and some means to implement them to make the vision a reality.

Steps to create the current Development Guide were initiated in 2018 and resulted from the City of Dieppe's willingness to pursue the work begun, by proposing concrete actions for downtown redevelopment. In particular, the aim of these actions will be to improve the quality of the environment and the area's image, and to make the downtown more attractive and pleasant.

A co-design meeting with Municipal Services and the stakeholders made it possible to validate some observations and to undertake consideration of the area's redevelopment.



Street view of a proposed new street north/south from Champlain Street, towards the south



Street view of Acadie Avenue, towards the south

# THE DEVELOPMENT GUIDE PRESENTS THE FOLLOWING:

- A spatial analysis of mobility, of the broad urban functions, and of architecture, design and gathering spaces;
- A streetscaping analysis for priority streets;
- A planning and development vision;
- Proposed development interventions for priority streets, green spaces and the signature identity;
- Implementation strategies, including the action plan and budget estimates.

**The priority streets and sites identified by the City for which development intervention proposals have been drawn up are as follows:**

- Champlain Street;
- Acadie Avenue;
- Marché Street / Notre-Dame Street;
- Gauvin Road and Place 1604;
- Virginia Avenue;
- Gauvin Block;
- Patrimoine Lane;
- Petitcodiac Riverfront Park

The planning and development vision retained is articulated around the redevelopment of Champlain Street and Acadie Avenue into urban boulevards. All of this will eventually be possible because of the extension of Paul and Collège streets, which will enable transit traffic to go around the downtown area. Distinctive development will contribute to creating a special connection between the intergenerational complex site, Place 1604, the public market and a Petitcodiac Riverfront Park.

The extension of the public market and enhancement of Place 1604 through the temporary or permanent diversion of the section of Gauvin Road that separates them, as well as the densification of some potential sites, constitute structural interventions contributing to downtown animation. Finally, the development of pleasant and safe paths for pedestrians and cyclists throughout the downtown area will encourage active transportation, which is beneficial for commercial activity and the downtown atmosphere.



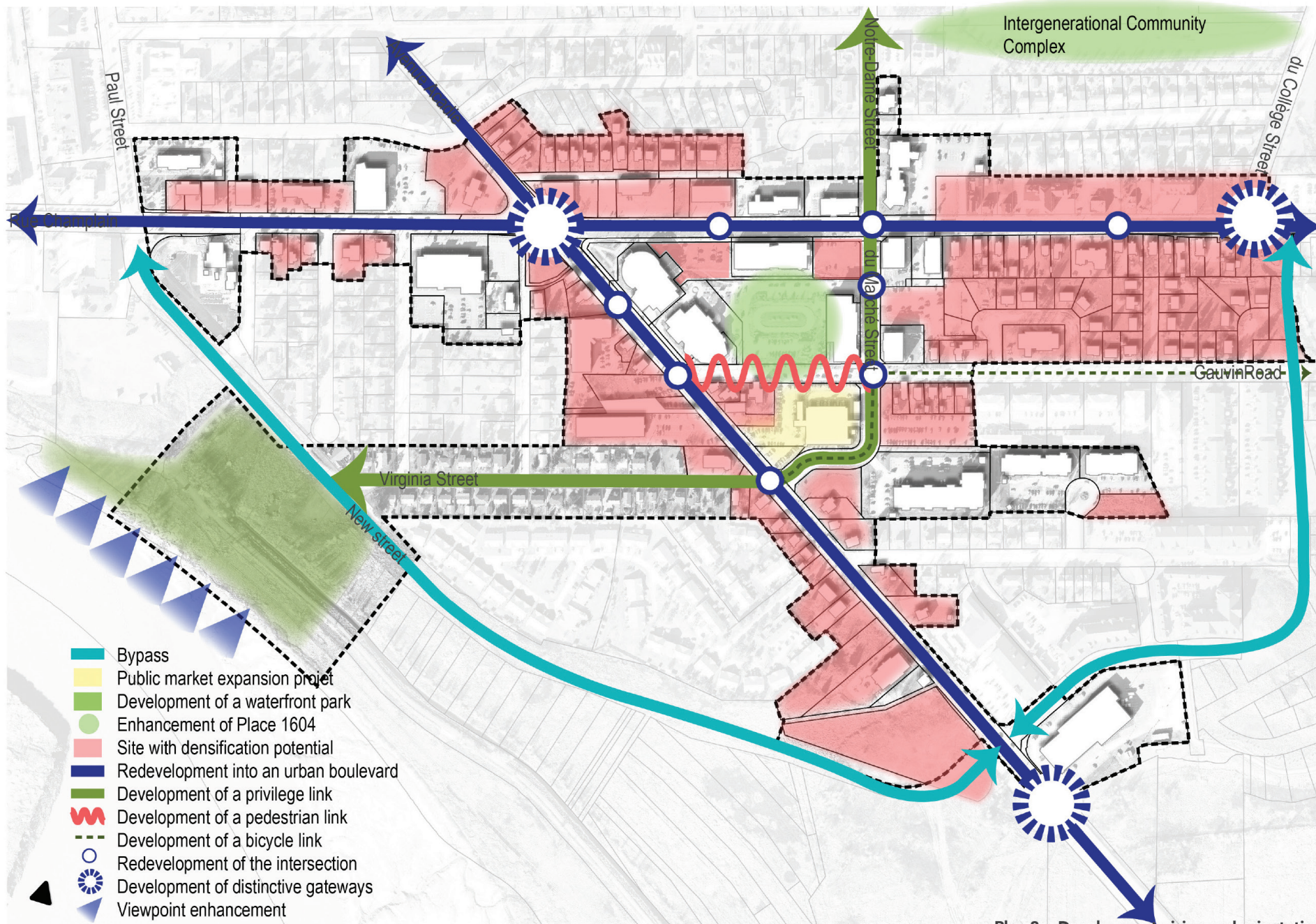
Street view of Gauvin Road, towards the east



Street view of Acadie Avenue, from City Hall, towards the south



Street view of Acadie Avenue, towards the south



Plan 8 - Development vision and orientation



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