

REPORT NO. 161-07633-00

DOWNTOWN MASTER PLAN

CITY OF DIEPPE

MASTER PLAN
JUNE, 2017



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WSP Canada Inc.

1 Spectacle Lake Dr.
Dartmouth, NS
B3B 1X7

Phone: +1 (902) 835-9955
www.wspgroup.ca



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EXECUTIVE SUMMARY

Since 2001, the City of Dieppe has seen rapid growth and development—particularly within and around Place 1604 which serves as the core of the downtown area. Place 1604 has evolved to be the city's cornerstone and focal point for stimulating downtown vibrancy and public activity. Surrounded by cultural and institutional uses and quality public space, Place 1604 continues to attract development and investment opportunity within the immediate and surrounding area. With impressive resident growth rates, Dieppe has approached a critical point that requires strategic planning. The City of Dieppe's Downtown Master Plan has been an initiative by Council to guide decision making and direct future growth strategically around Place 1604 to optimize development potential and to create a vibrant, active, and healthy urban environment.

This Master Plan has been the product of a number of background and policy reviews, site visitations, community and staff consultation efforts, analysis of collected material, as well as working closely with municipal staff. Through these efforts, this plan presents eight Strategic Directions and five Transformational Projects for the City of Dieppe to consider for future growth and development of the Downtown Area.

STRATEGIC DIRECTIONS

The Strategic Directions presented in this report are meant to guide the City of Dieppe and Expansion Dieppe in creating an active, vibrant, healthy downtown through enhancements and improvements to its physical spaces and places. By improving on these physical spaces (e.g. city streets and laneways, parks and open spaces, markets, promenades, plazas, trails, etc.), cities enhance the opportunities to connect people with each other, to connect residents to nature, lessen the effects of noise and pollution, provide opportunities for cohesion, relationship making, sharing of ideas, and display of cultural expression.

The eight Strategic Directions have been presented in three themes that have continued to be areas of significance throughout the life of this Master Plan:

1. **MOVE:** how residents travel to, from, and within the downtown Dieppe area.

Strategic Direction #1: Enhance the Right of Way Experience

Strategic Direction #2: Integrate Active Transportation

Strategic Direction #3: Improve Connection and Circulation

Strategic Direction #4: Enhance the Public Transit Network

2. **LIVE & WORK:** how land area is used, what form buildings should take, and how to create complete, viable business districts and neighbourhoods.

Strategic Direction #5: Build Human Scale

Strategic Direction #6: Encourage a Mix of Land Uses

3. **PLAY:** how to provide recreational and leisure opportunities in the downtown area, and how to connect to the overall open and green space network.

Strategic Direction #7: Create a Clear, Open and Green Space Network

Strategic Direction #8: Connect to the River

TRANSFORMATIONAL PROJECTS

In order to show how the Strategic Directions could come to fruition within the downtown area, five Transformational Projects have been selected – all of which represent opportunities to improve the vibrancy and viability of the downtown area.



1. Champlain Street and Acadie Avenue Corridor

Create active and pedestrian-oriented streetscapes by calming existing traffic, human-scale built forms, and generating a mix of land uses that are conducive to corridor and economic growth.

2. Petitcodiac River Park

To connect the downtown core (Place 1604), to the Petitcodiac Riverfront with an open recreational space. This park will highlight the value of the riverfront (and integrated trail system) as a destination place and provide residents and visitors with a connection to nature while also providing passive recreational opportunities.

3. Place 1604 District

Place 1604 and the Dieppe Market have continuously been identified as the core region of the downtown. This area has catalyzed development and growth in Dieppe and is a true hub for existing culture and civic life. This district should continue to serve the public by providing programmable public spaces, pedestrian oriented land use and right of way design.

4. Gauvin Road Block District

The Gauvin Road Block District will be where a major proportion of downtown Dieppe's new development will occur and should consist primarily of commercial, retail and residential land uses. This block represents an opportunity to provide a broad range of residential and mixed-use development as well as a new north-south road connection to enhance the existing road pattern and pedestrian connectivity.

5. Downtown Shoulder District

Although currently, much of the existing building typology found in these areas is comprised of low density single-detached dwellings, the proximity to the Acadie/Champlain corridors suggests that higher density residential and mixed-use land uses could, (and should), be encouraged. These Downtown Shoulder areas should have a range of amenities located within them including access to public transit, recreation facilities, a school, places of worship, etc.

URBAN DESIGN GUIDELINES

To achieve many of the objectives set out in this Master Plan, staff must hold new development to a consistent, high quality standard of design that supports sustainable growth, while also respecting and contributing to the pedestrian realm. Appended to this Master Plan are a set of Urban Design Guidelines which outlines qualitative standards for all new development within the Downtown Dieppe area. These guidelines are meant to work as a supporting document and should be referenced by Staff in evaluating future development proposals and should be considered when updating or amending planning policy and regulations.

In order to bring these guidelines in to affect, formal recognition and approval should first be obtained from Staff and then Council. Once this is provided, the City must consider how these Urban Design Guidelines are to be used and enforced by Staff and go through the formal processes of amending the Municipal Development Plan and/or the City's Zoning By-law.

FUTURE DIRECTIONS

The City of Dieppe currently has a number of policies that are in affect which support many of the Strategic Directions and Transformational Projects as outlined in this Master Plan. The City of Dieppe also has existing financial incentive programs and organizational management systems in place that support the growth needed to create the envisioned downtown area. Recommendations have been provided for future financial investment, incentives, and revenue generation which include:

1. Continue to prepare annual reports measuring economic development, population growth, and construction indicators which will allow the City and Expansion Dieppe to accurately measure the success of Downtown investment and development. These reports are also useful in attracting new investment.
2. Conduct market analyses to determine feasibility of future commercial, retail, office and residential developments. Plan for, and incentivize accordingly through possible adjustments to the existing financial incentives program (if required).
3. Undertake research into the effects that the municipal tax rate, property values, transit access and zoning regulations are having on the proportion of overall development occurring in the downtown compared to suburban and industrial park areas. Such research should help to direct future incentives to downtown development.
4. Implement the recommendations found in the Downtown Dieppe Parking Study in order to support local businesses and venues while minimizing public investment in parking infrastructure.
5. Undertake a feasibility study specifically regarding construction of the proposed multi-level parking structure.

6. Undertake a park master plan for transforming the riverfront lands, and to consider such issues as land ownership and acquisition, environmental concerns and mitigation, costs for amenities and site planning.
7. Undertake research to determine what level of revenue generated in the downtown can be captured for further investment in the downtown, and the costs and benefits, and risks and rewards associated with the various methods available.

Plan implementation recommendations in the immediate-, short-, medium-, and long-term have also been provided under each of the presented Strategic Directions. For a full list of key recommendations on implementation of the Master Plan and Urban Design Guidelines for Downtown Dieppe, **see Chapter 9** of this Master Plan.

1 INTRODUCTION

Since 2001, the City of Dieppe has seen rapid growth and development—particularly within and around Place 1604 which serves as the core of the downtown area. Place 1604 has evolved to be the city's cornerstone and focal point for stimulating downtown vibrancy and public activity. Surrounded by cultural and institutional uses and quality public space, Place 1604 continues to attract development and investment opportunity within the immediate and surrounding area. With impressive resident growth rates, Dieppe has approached a critical point that requires strategic planning. The City of Dieppe's Downtown Master Plan has been an initiative by Council to guide decision making and direct future growth strategically around Place 1604 to optimize development potential and to create a vibrant, active, and healthy urban environment.

To initiate this process, the City commissioned WSP Canada Inc. to conduct a downtown master planning project to provide staff with an understanding of existing downtown conditions and future strategic directions to plan for, and develop a smart, sustainable, and community-oriented city. This Master Plan has been the product of a number of background and policy reviews, site visitations, community and staff consultation efforts, analysis of collected material, as well as working closely with municipal staff.

Through these efforts, this plan presents a series of Strategic Directions and Transformational Projects for the City of Dieppe to consider for future policy implementation and development application review and approval. The Downtown Dieppe Master Plan has been presented in the Chapters:

- **Chapter 2.0 – Values and Vision**
- **Chapter 3.0 – Work to Date Overview**
- **Chapter 4.0 – Existing Context**
- **Chapter 5.0 – Strategic Directions**
- **Chapter 6.0 – Transformational Projects**
- **Chapter 7.0 – Planning Tools**
- **Chapter 8.0 – Implementation**
- **Chapter 9.0 – Key Recommendations**

In addition to the information provided in this report, all background information and reporting has been presented in the Downtown Dieppe Master Plan Appendix document that has been presented under a separate cover.

- **APPENDIX B: Analyse De Stationnement Dans Le Quadrant Sud-Est, Centre Ville De Dieppe**
- **APPENDIX C: Cost/ Benefit Analysis for Parking in the Southeast Quadrant**
- **APPENDIX D: Downtown Dieppe Background And Existing Context Report**
- **APPENDIX E: Downtown Dieppe Consultation Report**
- **APPENDIX F: Downtown Dieppe Needs Assessment**

Finally, it should be noted that the Downtown Dieppe Urban Design Guidelines have been created and attached to this master plan document and are meant to provide municipal staff with a tool to regulate best-practice development standards for the city for future development work.

2 DOWNTOWN VALUES

2.1 VISION

As part of the Greater Moncton Area, Dieppe is positioned next to and within close proximity of potentially competing land uses. Since the adjacent properties along the western boundary of the subject study area contain an established shopping mall (CF Champlain) as well as a series of highway commercial (“big box”) enterprises, Downtown Dieppe must plan strategically to minimize the level of competition for commercial business, and position itself to leverage and attract the high volume of visitors to these nearby destinations. Luckily, these “big box” commercial establishments are not conducive to a downtown urban setting, which provides Dieppe with the opportunity to diversity itself and create an urban refuge next to the highly visited highway commercial environment.

Downtowns are important places and are critical in establishing the character of a city. Through this Master Plan, downtown Dieppe will aim to differentiate itself from the surrounding big box and vehicle-oriented environment and provide the city and the region with a civic, cultural, and economic hub. Through strategic planning practices, downtown Dieppe will establish itself as an active, sustainable, and healthy urban core that continues to offer residents, visitors, and businesses reasons to visit, stay, and invest in. By planning for pedestrian use and enjoyment, connecting destinations with active transportation infrastructure, and building communities in a live/work/play model, Dieppe has the ability to set itself apart for the surrounding area as being a *place to be* rather than a place to drive through.

Keeping these strategies in mind, downtown Dieppe's vision has been determined through responses to the public and stakeholder consultation feedback, as well as from values expressed by staff and the city through existing policy documents. The following vision statement is meant to guide Dieppe towards creating a downtown that they wish to achieve:

Downtown Dieppe is the vibrant, growing and sustainable centre of business, culture, and civic life for the municipality.

2.2 VALUES

The following values for Downtown Dieppe have been developed through review of municipal policy documents as well as input received from staff and residents of Dieppe. These values represent the guiding principles that will direct growth and development in the downtown Dieppe study area.

WALKABLE

Downtown Dieppe is being transformed by commercial and residential growth, municipal investment and the creation of important public spaces. As more residents and visitors are attracted to the downtown area, and as more people choose to reside near the downtown there will be an increased need for comfortable, safe and convenient pedestrian spaces, connections and infrastructure. Through this Master Plan, the City of Dieppe will move closer to providing the groundwork for a walkable, attractive and interesting downtown experience, and draw residents out of their vehicles and onto city streets, into parks and into a growing number of shops and services.

CONNECTED

Dieppe and its surrounding communities contain many important services, major attractions and natural assets. On its existing active transportation network, residents and visitors have the opportunity to easily reach these locations on dedicated and safe multi-purpose trails, sidewalks, and bicycle lanes extending throughout the municipality. Through further improvements to the road and pedestrian network outlined in this plan, enhanced connectivity can be created with the downtown area which will aim to increase cycling and walking and an overall healthier lifestyle.

VIBRANT

Downtown Dieppe is quickly accumulating a number of services, attractions and residential density which will support a vibrant commercial core. Having services such as shops, restaurants, bars and cafes in close proximity helps to encourage walking, exploration and increases the average length of stay. Dieppe should strive to attract a wide variety of retail and food service businesses in order to maintain activity and vibrancy throughout the day and well into the evening hours. Through this master plan, Dieppe will achieve higher residential density and commercial investment that will add to the vibrancy of this city centre.

LIVABLE

A thriving downtown is one that has been designed for people and is where people choose to live, work, visit, and play. The vibrancy and livability of a place is directly tied to people's ability to interact with each other, to contribute to their neighbourhood socially, culturally, and economically. Communities must provide residents with opportunities to live in high-quality, affordable housing that meets their personal and family's needs. Through this Plan, Downtown Dieppe will strive to provide residents with a vibrant and livable community.

VIABLE

Commercial investment, a strong retail component and a variety of employment generators are extremely important to the success of a downtown core. A mixture of business types will bring a wide range of jobs and income levels. Many of those employees will patronize local small businesses and restaurants, and those small businesses, along with the existing public services, open space and Market, will attract shoppers and visitors to the downtown area. To create a viable downtown, there needs to be a critical mass of employment, services, amenities and residents living nearby. Dieppe is already on-track to fostering these elements, and this master plan will help to direct future choices and investments in order to optimize the viability of the downtown.

CULTURAL

Dieppe is a unique community, shaped predominantly around the vibrant francophone Acadian culture, and acting as an unofficial Acadian cultural capital in Southeastern New Brunswick. Along those of Acadian background, there are residents who can trace their family background back to locations around the world including Asia, Africa and South America. There is also a sizeable Anglophone population. Dieppe celebrates these cultures through the Dieppe Arts and Culture Center located in Place 1604 and its active arts and culture scene including performances, concerts, ballet and education, and will continue to grow its cultural offering through major cultural and sporting events scheduled over the next several years. This master plan will help to facilitate these events, improve venues, and support new cultural ventures in the future.

GREEN

Dieppe is very fortunate to be surrounded by natural beauty and open spaces including the Petitcodiac River, major regional parks, forests and farmland. The city has done a wonderful job in ensuring that these spaces are accessible through the well-developed active transportation network which also links Dieppe to its neighbouring communities. While the municipality as a whole is well served by open spaces, there are opportunities to develop additional parks and open space in and near the downtown and along the riverfront. This plan will assist in identifying possible locations that would benefit residents and visitors alike.

3

STUDY OVERVIEW

3.1 STUDY AREA AND BOUNDARY DELINEATION

The downtown study area, as delineated by the City of Dieppe for the purpose of the Dieppe Downtown Master Plan, has been illustrated on Figure 3.1. The study area represents lands located within the current downtown zone or within close proximity that contain existing development forms and land use representative of a traditional downtown and also may include properties with existing development forms and land use intensity that are likely to experience change, in one form or another, in the short to medium planning period (0-15 years). However, not all land contained within the study area will experience or are projected to experience a change in built form, land use or land use intensity that is fitting to a downtown designation.

The proposed study area should provide a general reference point for the purpose of the Dieppe Downtown Master Plan. The land within the study area should be analyzed with consideration of the surrounding land use context, key features, important corridors and built form located outside the study area.

Western Boundary (Paul Street and abutting properties)

The western boundary of the proposed study area should be delineated by the eastern edge of the properties abutting Paul Street. The reasoning behind this is that the land use, built form and intensity of use for the properties located along Paul Street are generally representative of a highway commercial type of land use and built form and should be excluded from the study area.

Southern Boundary (Paul Street future extension)

Generally, the future Paul Street extension and Alain-Gillette Street should form the southern boundary of the study area given that these streets will form a distinct edge. Paul Street will form an edge street between the built environment and the natural area located along the Petiscodiac River. However, there are a few exceptions with the small area extending to the Petiscodiac River which consists of provincially significant wetlands. The Guardian Pharmacy building located along Acadie Avenue and south of Alain-Gillette Street should also be part of the study area given its existing land use.

Eastern Boundary (Collège Street and Collège Street Future Extension)

Collège Street and the Collège Street extension should form the eastern edge of the study area. Collège Street appears to form the distinct eastern boundary given its short distance from Place 1604 and because it forms an important North-South corridor.

Northern Boundary (Gould Street Southern Edge of Properties)

The Northern Boundary of the study area should be the southern edge of the properties located along Gould Street. Gould Street and the area north of Gould Street is an existing stable low density residential neighborhood with little forecasted changes to its land-use or built form.

Figure 3.1: Delineated Study Area for the Downtown Master Plan



For the purposes of this Downtown Master Plan, a set boundary has been delineated as shown in Figure 3.1. While the focus of this Master Plan remains within this specified area, the land within has been analyzed with consideration of the surrounding land use context and key natural and built features. The study area has primarily been analyzed and referred to in four quadrants as shown in Figure 3.1.

SOUTHWEST QUADRANT

The southwest quadrant is bound by the Paul Street extension and the Petitcodiac River to the west, Champlain Street to the north, and Acadie Avenue to the east. Although commercial and mixed-use land uses are located along the fronts of Champlain St. and Acadie Avenue., the southwest quadrant primarily contains single family dwellings. This quadrant is adjacent to the Petitcodiac River and trail system, and has been extended to include an area of the river for a potential trail head park which could connect Place 1604 with the riverfront. Notable streets included in the southwest quadrant include Virginia Avenue., Ste-Croix St., Harold St. and Grand-Pré St.

SOUTHEAST QUADRANT

The southeast quadrant is bounded by the future Collège Street extension to the east, Champlain Street to the north, Acadie Avenue to the west and the Guardian Drugs/ Marais Health Centre to the south. The southeast quadrant currently hosts the existing core of downtown Dieppe and includes City Hall, 200 Champlain St., Place 1604, Marché de Dieppe, a new hotel development, commercial and office space along the northern boundary, and multi-unit residential buildings towards the southeastern regions of the boundary. Notable streets within this quadrant include Gauvin Rd. and Marché St.

NORTHEAST QUADRANT

The northeast quadrant is bounded by Champlain St. to the south, Acadie Avenue to the west, Collège Street to the east, and the rear lot lines of residential properties that front on to Gould St. The northeast quadrant is primarily single family residential homes with the southern boundary (along Champlain St.) hosting commercial and office space and the western boundary (along Acadie Avenue) hosting commercial offices, mixed residential and the Ste-Thérèse Church. Several multi-unit residential buildings are also located in this quadrant. A large area of open space is located in the northeast corner of the quadrant which has ball fields, tennis courts, and the Centenaire Arena. This is the site designated for the future intergenerational community complex focused on sports, health, wellness and community life. An elementary school, Sainte- Thérèse School, is also located in this quadrant of the downtown study area and is located on the northern end of Notre-Dame. Notable streets include rue Notre-Dame, Ste-Thérèse St., and Cousteau St.

NORTHWEST QUADRANT

The remainder of the study area is bounded by Acadie Avenue to the east, Champlain St. to the south, and moves along various property lines in the area that are bounded by Régis St., and Paul St. The northwest quadrant has a number of different land uses including single family dwellings, multi-unit residential apartments, commercial and office buildings, two mixed-use residential/commercial/office buildings, and will soon have a large 150-unit residential building that is currently under construction.

3.2 SUMMARY OF REPORTS

The City of Dieppe's Downtown Master Plan has been informed by a series of previously conducted background reports, (all of which are included in the Appendices). The following are important highlights from each of the previously written reports: *Parking Study for the Southeast Quadrant*, *Background and Existing Context Report*, *Consultation Report* and *Needs Assessment*.

JUNE 2016 PARKING STUDY REPORT

The *Parking Study for the Southeast Quadrant* was completed in June 2016 and served as the first phase of the overall Downtown Master Plan study. The objectives of this report were: (1) to determine the existing parking supply, management, and use of current parking conditions, (2) to consult with city staff and local stakeholders, (3) to forecast future parking demands for the southeast quadrant, and (4) to develop alternatives for meeting the potential additional parking need. The following are key highlights from the *Parking Study for the Southeast Quadrant*.

- Through consultation with staff and stakeholders, there was a strong perception that the southeast quadrant, was severely undersupplied.
- Staff and stakeholders indicated that future development plans will only worsen the level of available parking spaces for the downtown core.
- Local business owners indicated that free parking in the downtown core makes it attractive for businesses to locate in Dieppe, however, they indicated that there currently was limited space for their employees and customers.
- Staff and stakeholders indicated that a multi-unit parking facility would likely be needed in the southeast quadrant in the near future as densification continues.
- Both staff and stakeholders felt that since Dieppe is a very car-dependent community, and that it would be difficult to change the way people travel to and from the downtown area.
- Parking utilization data for these spaces collected by the City on weekdays between May 16 and June 10, 2016 and provided to WSP found that the typical occupancy of these spaces was around 70% during the AM and PM peak hours.
- Parking utilization data for these spaces collected on Wednesday, June 8, 2016 found that typical occupancy was around 60-70% with many lots showing occupancy under 60% throughout the day.
- Parking utilization data collected at 10AM on Saturday June 11, 2016 found that typical occupancy of the public parking spaces was around 80%.
- Development that is expected to be completed within the short term horizon is estimated to require an additional 178 parking spaces in this area.
- Redevelopment of parking lots around Place 1604 is estimated to require a further 161 parking spaces.
- Since the completion of this report, the City of Dieppe have built an additional 131 parking spaces, bringing their total supply from 481 to 598.

DOWNTOWN DIEPPE CONNECTION TO THE PETITCODIAC RIVER

The Dieppe portion of the Petitcodiac riverfront is currently accessible via the city's extensive system of multi-purpose trails. Access to this trail system from Place 1604 is through a trail extension off Virginia Avenue for pedestrians and cyclists. Vehicle access is also via Virginia Avenue, although parking is informal and mainly on-street.

As part of the Downtown Master Plan, WSP has been tasked with considering options for connecting the Petitcodiac riverfront to the downtown as the area is improved and developed. Two important elements of this connectivity plan will be determining a main connection route from downtown, and creating a destination point which will help to draw visitors and residents to the river. The conceptual design for the parkland is discussed in section 6 of this report.

In order to facilitate discussion during the public and stakeholder consultation portion of the project, and to determine options for access, the WSP project team considered options for the best route to provide pedestrian and active transportation connectivity to the riverfront. The main objectives for determining options included:

- Directness of route from Place 1604;
- Options for right-of-way improvements;
- Options for improved landscaping and pedestrian amenities;
- Options for integration of active transportation; and
- Easy access for pedestrians.

Three options were reviewed and have been illustrated in Figure 3.2:

1. Connection from Place 1604 to the Petitcodiac River via Virginia Avenue.
2. Connection from Place 1604 to the Petitcodiac River via Champlain Street corridor and connecting local roads.
3. A direct connection from Place 1604 to the Petitcodiac River through a mid-block trail (shown generally in Figure 3.2 below).

Following analysis of the study area, specifically the Southwest Quadrant, the project team determined that Virginia Avenue would provide the most logical route, and also provided the best opportunities for enhancement. The benefits of this route include:

- Direct access from Place 1604, including line-of-sight between destinations;
- Forthcoming addition of sidewalks and resurfacing;
- Width of right-of-way providing options for active transportation and links to the AT network;
- Significant room for landscaping; and
- Opportunities for connection to other neighbourhood streets, providing opportunities for more connectivity to Champlain and adjacent areas from the north and west.

Although Virginia Ave. seems to be the most logical route, it does not necessarily mean it should be the only option. Figure 3.3 illustrates the primary and secondary access routes that connect Place 1604 to the Petitcodiac River, how they are integrated with the existing and planned active transportation trails, and where wayfinding signage should be strategically placed.

Figure 3.2: Three reviewed options from Place 1604 to the Petitcodiac River



Figure 3.3: Analysis of Petitcodiac River to the downtown core of Dieppe



DOWNTOWN DIEPPE BACKGROUND AND EXISTING CONTEXT REPORT

The *Background and Existing Context Report* was written to understand population, demographics, and development trends as well as existing condition of land uses and connection for the City of Dieppe. This report serves as an informative piece which this final Master Plan Study has considered and used as a framework. The following are key highlights from the *Background and Existing Context Report*.

- The City of Dieppe has experienced significant population growth over the last 20 years.
- In 2011, the City of Dieppe has a young population (median age of 36.9 years) relative to the surrounding Westmorland County (median age 41.4 years) and the province of New Brunswick (median age 43.7 years).
- In 2011, the median household income (after tax) was considerably higher in Dieppe compared to those in Westmorland County and the province as a whole. In 2011, the National Household Survey recorded over \$60,000 as the median household income (after tax) for Dieppe. Westmorland County and the New Brunswick each recorded median household incomes (after tax) as being \$49,300 and \$47,300 respectively.
- In 2011, the National Household Survey reported that 95% of residents in the City of Dieppe travelled to work in a personal motor vehicle (either as a passenger or as a driver).
- The City of Dieppe provides financial incentives to private developers who contribute to the development of the downtown area in ways that increase the value of land. Such incentives include the reduction of land purchase price from the city, subsidies for underground parking spaces, and incentives for unique ventures at Place 1604 that contribute to the public realm.
- Building permit value in the downtown core averaged \$2.6 million over the five years ending in 2015. Construction values in the downtown area reached an all-time high of \$12 million in 2016.
- Residential development accounted for approximately 60% of total permit value during the five year period ending in 2015.

DOWNTOWN DIEPPE CONSULTATION REPORT

The Consultation Report for this study provides an overview of consultation activities and received feedback from city staff and residents of Dieppe. Consultation activities included:

- Staff and stakeholder visioning workshops during the June 2016 consultation work.
- An online residents' survey posted and advertised on the municipality's website.
- A general public meeting to present an overview of the study and provide an opportunity for residents to ask questions, and make comments.
- A workshop held with staff representing various departments of the city.



The following are key highlights from the *Consultation Report*.

- Over 700 resident responses were recorded for the online residents' survey which was open online for a period of 6 weeks.
- The most commonly visited location in the downtown by residents was Marché de Dieppe with nearly 90% of respondents having visited the location in the past year.
- Over 90% of respondents indicated they travelled to and from the downtown area by personal motor vehicle. Over half thought that parking is under supplied in the area.
- Nearly two thirds of survey respondents indicated they bicycled recreationally at least once a week, however half of the respondents indicated they "never" bicycle to their destination point in the downtown.

- 85% of survey respondents indicated that additional “Restaurants/Food Services” would result in them visiting the downtown more frequently. Three quarters of respondents identified additional “Entertainment Establishments” as being a land use that would result in more visitation.
- Two thirds of survey respondents identified multi-unit residential buildings as their preferred housing type for the downtown area.
- Survey respondents identified bicycle lands and trails as the highest rated urban design priority feature for the downtown area.
- Discussions with city staff identified a number of issues and opportunities related to the existing condition and future of downtown Dieppe. Such issues included:
 - Wide traffic lanes on Champlain and Acadie Avenue separate the downtown area and cause a disconnect within the area as a whole.
 - There is a lack of connection from Place 1604 to the river front.
 - The perception that parking is under supplied currently and with future development activity, will only worsen.
 - There are a lack of restaurants and entertainment establishments.
- Opportunities identified by staff included:
 - Building on Place 1604 to further create a vibrant and cultural hub that residents and visitors wish to be.
 - Creating a connected downtown with accessible pathways, mid-block connections, and active streets that are safe for pedestrians.
 - To create complete communities with the necessary shops and services and housing types for all resident groups.
 - To connect the downtown core (e.g. Place 1604) to the riverfront trail system.
 - To create more open spaces and places to gather which include urban plazas, pocket parks, and green spaces for informal play and recreation.

DOWNTOWN DIEPPE NEEDS ASSESSEMENT

The *Downtown Dieppe Needs Assessment* was produced to collectively consider and analyze all information collected to date. Existing conditions were assessed, (primarily through prior studies, site visitation, and information collected from staff), and were analyzed with the background and consultation information that was collected and presented in the two separate reports. The needs assessment was presented under a series of nine sub-focus areas, each of which concluded with a handful of opportunities for growth and development. The opportunities under each of the nine sub-focus areas have been presented below.

Note that Parking Opportunities 3.1–3.4 are addressed in Appendix B, *Analyse de Stationnement dans le Quadrant sud-est, Centre-Ville de Dieppe*, June 2016.

1. ACTIVE TRANSPORTATION (AT)

Opportunity 1.1:	Continue to include active transportation (AT) as part of the planned extensions of Paul Street, Collège Street, and rue Ste-Thérèse as well as any other right-of-way improvement projects.
Opportunity 1.2:	Look for opportunities to connect popular points of destination, (particularly in the northern quadrants of the city), into the study area. Destination points could include: Place 1604, the CCNB Dieppe Campus, Sainte-Thérèse School, the site of the future Intergenerational Complex, the Petitcodiac River, and CF Champlain Mall.
Opportunity 1.3:	Consider need for necessary AT infrastructure including the provision of bicycle parking and storage within the downtown core.
Opportunity 1.4:	Consult with local cycling advocates on connection routes and infrastructure needs that would create a network safe and attractive for residents to utilize.
Opportunity 1.5:	Encourage all new employment development in the Downtown core to provide amenities (e.g. showers, change rooms, etc.) that would accommodate those traveling to work via AT modes.

2. PUBLIC TRANSPORTATION

Opportunity 2.1:	Consider providing improved infrastructure (landing pads, benches, shelters) at transit stops to increase visibility and provide amenities to transit users.
Opportunity 2.2:	Implement targeted Transit Priority Measures (TPM) at select locations to increase the visibility of the transit routes while reducing delay for transit vehicles and riders.
Opportunity 2.3:	Consider adjusting bus stop locations and routes within Dieppe's downtown core to provide 100% coverage in downtown for appropriate walking distances from bus stop to origin/destination.

3. PARKING

Opportunity 3.1:	In the immediate to short-term, improve parking wayfinding signage within the downtown study area to direct drivers towards available public parking spaces.
Opportunity 3.2:	Consider initiating a fee-based parking strategy to help offset the costs of providing parking on increasingly valuable land. Paid parking may also encourage the use of public transit and active transportation as mode choices.
Opportunity 3.3:	Continuously monitor parking needs as development in study area progresses.
Opportunity 3.4:	On-street parking can be complementary to many commercial streetscapes as it provides easy access to the front doors of businesses, provide protection for cyclists/pedestrians from traffic. Consider which rights-of-way within the downtown (particularly those commercially zoned) can accommodate on-street parking.

4. STREETSCAPING AND WALKABILITY

Opportunity 4.1:	Identify streets to pilot streetscaping improvement projects to enhance pedestrian realms and experiences. An obvious street suitable for such pilot projects would be Gauvin Road between Place 1604 and Marché de Dieppe
Opportunity 4.2:	In the short-term, consider commissioning a streetscaping study to improve the pedestrian comfort and safety for major streets running through and around the study area (e.g. Champlain, Acadie Avenue, Notre-Dame, etc.)
Opportunity 4.3:	For future road network extensions, ensure multiple users types are considered in right-of-way geometry. This includes the provisions of sidewalks, number of traffic lanes, pedestrian crossing points, active transportation facilities, public transit routes and stops, landscaping, tree placement, etc.
Opportunity 4.4:	Going forward, consult the future Dieppe Downtown Master Plan Design Guidelines for streetscaping design based on road network hierarchy.
Opportunity 4.5:	Encourage and support more pedestrian activity, within a 300-400m radius, (or approximately 5-minute walk of downtown core), through streetscape improvements that include safe separation of traffic lanes, tree planting, and other landscaping features.

5. COMMERCIAL LAND USE

Opportunity 5.1:	Encourage mixed use residential-commercial development within the downtown to increase population density.
Opportunity 5.2:	Encourage a mixture of retail and commercial development that attracts strong customer base and fills voids in existing commercial/retail inventory (e.g. cafes, bars, boutiques, specialty shops, etc.);
Opportunity 5.3:	Encourage compact commercial development that will ensure walkability and close proximity between services;

6. RESIDENTIAL LAND USE

Opportunity 6.1:	Encourage a mixture of housing types and affordability options in and near the downtown area;
Opportunity 6.2:	Increase investment into public amenities, infrastructure and open spaces to help attract a larger number of downtown residents
Opportunity 6.3:	Encourage mixed-use residential development to help support downtown retail activity and to capitalize on municipal investment in the downtown area

7. PARKS AND OPEN SPACES

Opportunity 7.1:	Explore opportunities for increasing the area of open green space and parks within the study area, potentially by acquiring new municipal land or through private parkland dedication;
Opportunity 7.2:	Explore opportunities for improving the aesthetic appeal and functionality of existing parkland and open space. Possibilities include implementing “soft oriented” temporary structures, such as terraces and urban furniture, along with vegetation and public art to promote animation and gathering spaces;
Opportunity 7.3:	Look for opportunities to provide smaller parkette spaces that are within short walking distances in the downtown area quadrants especially in the southeast quadrant. They should be central within each quadrant and can be of a minimum modest size of 0.5ha; and,
Opportunity 7.4:	Use the Jeux de la francophonie canadienne (2017), the Jeux de la francophonie internationale (2021), and other significant upcoming events to establish permanent facilities that meet both the short-term needs of the events and the long-term recreational needs of the community.

8. RIVERFRONT LANDS

Opportunity 8.1:	Explore the possibility of acquiring public lands at key points along the riverfront to provide public access, parking and amenity space;
Opportunity 8.2:	Consider options for low-impact infrastructure investments such as picnic areas, viewing platforms, outdoor venues and play spaces;
Opportunity 8.3:	Investigate options for increasing connectivity between the downtown area and the riverfront through pedestrian corridors and wayfinding signage.
Opportunity 8.4:	Establish a central focal point in the design of the riverfront lands that provides an increased sense of place and a signature identity.
Opportunity 8.5:	Ensure the riverfront park and open space is linked and connected to adjacent pedestrian sidewalks and trails. Pedestrian connectivity to the park space, especially from Virginia Avenue., should be emphasized.

9. CULTURE FACILITIES AND PERFORMANCE SPACES

Opportunity 9.1:	Continue to prioritize, invest and grow the local culture of Dieppe starting with existing facilities present in the downtown core.
Opportunity 9.2:	Consider the need for arts and culture spaces in future publically funded developments.
Opportunity 9.3:	Consider contributions that can be made from the private sector to grow local culture and place-making initiatives (e.g. public art installation, funding for future cultural facilities or performances, etc.) in all future developments within the downtown area.
Opportunity 9.4:	Continue to promote development that contributes to and supports the vibrancy of Place 1604.

4 EXISTING CONTEXT

The City of Dieppe is a dynamic and fast-growing community that prides itself in its past, its Acadian culture and its vision for the future. It also offers its citizens the full opportunity to live and raise a family either in French or English. This is evident in the changes that have occurred in the downtown over the last several years. As the City moves forward with new development, it is important to consider the existing context that has been successful in retaining and attracting investment and new residents over the years, as well as examples of best practices which have worked well for communities of similar size and dynamics.

The following information represents a summary of existing conditions of services, land use and infrastructure within the downtown study area. A more comprehensive version of this information and an explanation of how it was collected can be found in the *Downtown Dieppe Downtown Needs Assessment Report* and the *Downtown Dieppe Background and Existing Context Report*, both of which are in a separate *Master Plan Appendices* document, separate from this report.

The following information has been presented under three themes that have continued to be focused areas of significance throughout the life of this Master Plan:

1. **MOVE:** how residents travel to, from, and within the downtown Dieppe area.
2. **LIVE & WORK:** how land area is used, what form buildings should take, how to create complete, viable business districts and neighbourhoods.
3. **PLAY:** how to provide recreational and leisure opportunities in the downtown area, and how to connect to the overall open and green space network.

4.1 MOVE

The 2011 National Household Survey has collected data related to mode of transportation for employed populations. The majority of residents indicated that they drove a motor vehicle (as a driver) to-and-from their place of employment. That said, residents of Dieppe have indicated through the online survey that many regularly use the well-developed system of recreation trails and infrastructure that link areas throughout the municipality and beyond.

Dieppe is also serviced by Codiac Transpo which has seen rapid growth in overall transit ridership and has created an overall heightened interest in using public transit as a means of an alternative mode of travel. Despite these trends however, parking in the downtown remains a perceived challenge and has indications of being a barrier to attracting business investment and retaining customer bases.

ACTIVE TRANSPORTATION (AT)

The City of Dieppe currently has a well-developed multi-purpose trail system linking many parts of the community within Dieppe to the Greater Moncton Area. While this trail system does serve the community well from a recreation standpoint, there are significant gaps in infrastructure connectivity through the downtown study area for active transportation (AT) purposes. AT travellers differ from those who cycle or walk recreationally by the type of trips taken. Recreation travellers may be traveling for exploration, exercise, or leisure purposes, and are likely to take “the scenic route” on their trips. AT commuters are seeking networks of on- or off-street infrastructure to get them from point A to point B in the most efficient route possible, while still keeping a safe and comfortable distance from traffic. The existing trail and future trail network in the City of Dieppe is shown in Figure 4.2.

With such a well-developed multi-purpose trail system, it is no surprise that nearly two thirds of participants to the online residents’ survey indicated that they walk or bicycle regularly for recreation. Those who indicated that they walk or bicycle to work as a primary means of transportation however, were considerably lower (6% of survey respondents). Although there are paved sidewalks, and on- and off-street bicycle lanes, many residents indicated that they do not frequently use them to get to and from the study area.

Future use will be dependent on the number and quality of investments made by the City of Dieppe on AT infrastructure. The planned network improvements (shown in Figure 4.2) will move the downtown into a more progressive and user-friendly AT network system and could very well position the city into becoming a leader in AT participation.

The future on-street and off-street trail expansions shown in Figure 4.2 will assist in helping to fill the current bicycle infrastructure gaps in an east-west direction (for the northern quadrant), as well as in a north-south direction on the eastern and western peripheries of study area. These network additions should continue to be pursued by the City, along with any expansions to the road network within close proximity to the downtown (e.g. future Paul St. and Collège St. expansion). Even with these new network expansions however, apparent gaps in the bicycle network still remain. Figure 4.2 shows no connection for AT users that are traveling in a north-south direction within the downtown area. Additionally, cyclists will have very few routes that bring them straight to Place 1604. Although the study area appears to be well connected with rights of way equipped with either double or single sided sidewalks, few survey respondents indicated they walked to and from the study area on a regular basis. It is anticipated that enhanced improvements to the study area’s rights of way will garner more use in walking to and within the study area as well as help alleviate perceived parking pressures. Recommendations on enhancements to the pedestrian realm, as well as to the existing and future bicycle networks have been identified and discussed in sections 5.1 and 5.2 of this Master Plan.

Figure 4.1: Uni-directional bicycle lanes on Gauvin Rd.



Figure 4.2: Existing and Future Trail Network in the City of Dieppe



PUBLIC TRANSIT

Codiac Transpo operates the public transit service within the Greater Moncton Area with three transit routes serving the City of Dieppe. CF Champlain serves as a transit hub and is serviced by a total of eight transit routes (including those that serve the City of Dieppe). There are currently 13 transit stops within the study area, with routes servicing Champlain St., Acadie Ave., Gauvin Rd., and Notre-Dame St. The existing bus stop coverage is sufficient to provide one bus stop within 400 metres of most areas of the downtown core with a stop for each of the three routes within 400 metres of Place 1604. Typical transit stop spacing throughout downtown Dieppe is about 300 metres although there are observed spacings of 500 metres along some routes. In addition to the three core routes, the City of Dieppe initiated taxi shuttle service in two areas of Dieppe that serve transfer points along routes #93 and #95:

- The Champlain Shuttle serves the transfer point with route #93 along Dieppe Boulevard.
- The Amirault shuttle services the route #95 stop at the intersection of chemin Fox Creek and rue Amirault.

Transit ridership data for the Dieppe routes indicate that transit service is being used during the weekdays as well as middays on weekends. Ridership has been increasing at a pace that exceeds the population growth rate for the municipality. According to Codiac Transpo, average daily ridership between 2014 and 2016 has increased over 9% annually across the three routes with each route increasing daily ridership by at least 6% annually. This high ridership growth compares to the average ridership increase throughout the Codiac Transpo network of around 2% and indicates that some drivers may be transitioning to transit for at least some of their trips, however these may not necessarily be originating or terminating in the downtown study area. The existing transit routes and transit stops within the study area are shown in Figure 4.3.

Figure 4.3: Existing transit routes and transit stops within the downtown Dieppe study area



Figure 4.4: Public transit shelter at the corner of Champlain St. and Acadie Avenue.



PARKING

The City of Dieppe maintains approximately 600 public parking spaces within the Southeast Quadrant of the downtown area, that immediately surrounds Place 1604 (this count does not include available parking at Arena Centenaire). Other portions of the study area also have large supplies of on-street and private off-street parking, especially around retail, institutional, and commercial uses. The results of the June 2016 Parking Study show that parking in the southeast quadrant of the city ranges in occupancy rates of 50%-70%, depending on the time of day and day of week. On Saturday mornings during the market period the occupancy rate for the southeast quadrant was observed to be around 80%.

Beyond the Southeast Quadrant, on-street parking is available and parking counts for the surrounding areas were conducted on Wednesday, June 8th 2016 which showed there is an extremely low occupancy rate in the southwest, northwest, and northeast quadrants. Over 60% of respondents to the resident survey mentioned that parking is undersupplied, especially during weekday business hours and during Saturday mornings when Dieppe Market is in operation. Since nearly all of Dieppe's residents are still travelling to work in a personal vehicle, the perception of inadequate parking should be addressed by staff in the near future.

Since the parking counts conducted as part of the June 2016 Study, there has been construction and demolition activity that has augmented the supply and demand in the Southeast Quadrant. Currently the City is considering additional investment in surface parking and/or a multi-level parking structure. Figure 4.5 illustrates the existing off-street surface parking currently available in the downtown Dieppe area.

Figure 4.5: Existing off-street surface parking available in the downtown Dieppe area



4.2 LIVE & WORK

The study area of downtown Dieppe has four primary land uses: (1) residential, (2) commercial, (3) institutional, and (4) mixed-use. Residential land uses take up nearly half of the land area within downtown Dieppe and are primarily focused towards the outer boundaries of the study area. Properties that are used for commercial purposes comprise of 15% of the downtown Dieppe land area and institutional land uses are nearly 20%. Of the 514 properties that are located within the downtown area, less than ten are considered to be used for “mixed-use” purposes (a mixture of residential units and commercial space). Table 4.1 shows a land use property allocation summary, (as calculated by land area), for the downtown Dieppe study area. Land area percentages were derived using internal GIS analysis and have been based on mapping information provided by the City.

Table 4.1: Existing Land Use as a percentage of land area within the downtown Dieppe study area

Land Use	Percentage of Land Area
Residential	46.4%
Commercial	14.8%
Mixed Use	1.4%
Institutional	17.6%
Right of Ways or Not Designated	19.4%
Empty Lots	0.5%
Total	100%

COMMERCIAL

Thanks to existing incentive programs, competitive property prices and the availability of quality municipal services and nearby population centres, downtown Dieppe has seen comparatively rapid commercial growth. This is both supported by, and concurrent with significant municipal investment in the public and institutional spaces around Place 1604. With additional lands being made available in this area, together with the willingness of Expansion Dieppe and the municipality to encourage more investment in this area, the commercial sector throughout downtown is expected to continue growing.

Commercial development in Dieppe has been increasing over the years. Although traditionally much of that investment has been focused outside of the study area (near CF Champlain and the Dieppe Industrial Park), a growing proportion of commercial development is also happening within the downtown area. Recent development along Champlain St. and Acadie Avenue is helping to create opportunities for an overall transformation of Downtown Dieppe. Figure 4.6 shows existing commercial and mixed use land uses within the study area.

Downtown Dieppe has seen significant growth in retail and office commercial development over the last several years following the construction of Place 1604. The central area of the downtown includes several public and institutional uses, as well as the Dieppe Market which draws higher volume crowds on Saturdays during its months of operation. The value of commercial development in the downtown has trended upwards since 2010, reaching an all-time high of over \$12 million in 2016. This was primarily due to the construction of a new hotel along with new commercial buildings in the area.

While this recent development has a positive outlook on economic opportunity and viability of the study area, challenges do exist in establishing a strong commercial and retail environment. Challenges are due to the proximity of neighbouring business districts, a shopping mall, and a series of big-box retail stores immediately west of the site. These adjacent land uses could create competition challenges for Dieppe's downtown commercial area. To mitigate these threats, (and be able to leverage the high volume visits of nearby “big box” retailers), Dieppe must strategically plan future development to create a downtown urban

neighbourhood that is a *place to be*, rather than a place to drive through. By planning for commercial enterprises that will engage the pedestrian, and contribute to the vibrancy of a downtown urban area, downtown Dieppe will be able to diversify itself into being an urban refuge that people wish to visit, live, work, shop, and stay in.

The Commercial Central Business District (CC) Zone covers much of the study area and allows for a wide range of commercial and mixed residential land uses. Within this zoning however, less than 50% of properties are currently occupied by commercial uses with the remainder containing residential buildings or vacant lands. Since 2010, 5% of the total properties within the CC zone have been converted to commercial use.

Figure 4.6: Existing commercial and mixed-use land uses in downtown Dieppe



Figure 4.7: Commercial complex located in downtown Dieppe



Figure 4.8: Newer Commercial buildings along Champlain



RESIDENTIAL

Nearly 50% of land area within the study area is used for residential purposes. Of the land dedicated to residential use, one third is currently being used as high density residential while the remaining two thirds are low density residential. Table 4.2 summarizes existing residential land use in downtown Dieppe, and Figure 4.9 illustrates residential land use spatially within the area. Land area percentages were derived using internal GIS analysis and has been based on mapping information provided by the City.

Table 4.2: Existing residential land use for downtown Dieppe study area

Land Use	Percentage of Residential Land Area
High Density Residential	33.6%
Low Density Residential	66.4%
Total Number of Units	1,226

While the majority of residential units are single or semi-detached homes, there are some multi-unit residential buildings located in the Southeast Quadrant as well as in the northern portions of the Northwest Quadrant. At the time of writing, there are no residential buildings in the downtown study area that exceed 5 storeys. There is however, currently a 10 storey, multi-unit apartment building being constructed in the Northwestern Quadrant of the city that will bring over 150 units to the study area. This single large-scale development represents a significant proportion of the total annual residential demand for the area.

Figure 4.9: Existing residential land uses in downtown Dieppe (not including mixed-use buildings)



Residential growth and development remains very strong across the City of Dieppe. In a *Housing Now* report issued by the Canada Mortgage and Housing Corporation (CMHC), the City of Dieppe has reported the highest housing starts in the Greater Moncton Area for 2016 and had doubled the number of housing starts from the previous year. Two thirds of these housing starts have come in the form of rental units. The city experienced a gain of 32 condominium units during 2016 (zero were built in 2015), and a 33% decrease in freehold residential units were started compared to the previous year. Figure 4.10 summarizes housing starts by submarket for New Brunswick's Census Metropolitan Areas (CMAs) for 2016 as reported by CMHC.

Figure 4.10: Housing Starts for 2016 for CMA submarkets in New Brunswick

Table 2.5: Starts by Submarket and by Intended Market January - December 2016								
Submarket	Freehold		Condominium		Rental		Total*	
	YTD 2016	YTD 2015	YTD 2016	YTD 2015	YTD 2016	YTD 2015	YTD 2016	YTD 2015
Saint John CMA	139	146	0	0	12	79	151	225
Saint John City	44	30	0	0	8	37	52	67
Grand Bay-Westfield	8	8	0	0	0	0	8	8
Quispamsis	41	54	0	0	4	9	45	63
Rothsay	24	27	0	0	0	33	24	60
Remainder of CMA	22	27	0	0	0	0	22	27
Moncton CMA	371	393	40	21	212	146	623	592
Moncton City	167	150	2	21	11	103	180	274
Dieppe City	63	95	32	0	160	9	255	128
Riverview Town	32	44	6	0	33	32	71	84
Remainder of Moncton CMA	107	103	0	0	8	2	115	105
Fredericton CA	216	187	48	0	113	169	383	376
Fredericton City	128	71	48	0	107	167	289	258
Remainder of Fredericton CA	82	116	0	0	6	2	88	118

Source: CMHC (Starts and Completions Survey)

It should be noted that the numbers shown in Figure 4.10 account for all housing starts in the city and are not specific to the downtown study area. It should also be noted that the majority of rental unit starts for 2016 would be accounted for in the single large-scale development that is located in the Northwest Quadrant of the downtown study area.

Buildings offering a mix of commercial and residential uses continue to be scarce in downtown Dieppe. There are however, notable exceptions which have been successful in increasing residential density, while also providing new retail space for the area. Generally, the downtown area of Dieppe exhibits a healthy mixture of housing types, which in turn, help to attract additional residents, services and businesses to the area.

Effects of the change in growth rate for the downtown Dieppe Master Plan

According to the 2016 Census, the population growth rate for Dieppe has slowed to 2% per year from a high of 5% over the previous two census periods. Although this is a reduction in the overall growth rate, it is still higher than what has been seen to other communities throughout New Brunswick. While this change in the growth rate will have some effect on the rate of new development under the Master Plan, the City should enhance its focus on encouraging downtown growth, making efficient use of municipal services and infrastructure, and providing the City with greater densities and tax revenue.

The City of Dieppe should see this Master Plan as a long-term plan which will ensure the future built form is sustainable, and promotes active transportation and activity on the street. While there may be an inclination to allow lower density development in the interest of building out this plan more quickly, the risk of such development could be the loss of on-street activity, critical mass of population and a lost opportunity to bring a pedestrian oriented retail to downtown Dieppe.

Figure 4.11: Existing higher density residential building located within the study area



Figure 4.12: Existing low density residential building located within the study area



4.3 PLAY

The City of Dieppe is fortunate to be surrounded by great natural amenities and features. The skating oval, velodrome, Parc Rotary St. Anselme, two arenas, the expansive multi-use trail system, aquatic centre and Parc Centenaire all add to the ability of residents to get involved in healthy, happy and community-minded leisure activities. According to the City of Dieppe's Park and Trail Master Plan (2015), the land area dedicated to parkland (not including school properties), is 330.6ha. The Park and Trail Master Plan also indicates that the majority of Dieppe residents currently have access to a neighbourhood park, community park, green island, natural open space or access to a trail within an 800m radius (± 10 minute walking distance).

Although the city as a whole does have a sufficient park and open space inventory to serve the population, there is a lack of park and open space land within the immediate downtown study area. The largest area of park space in the downtown is Parc Centenaire which is located in the northeast corner of the study area. The park provides space for organized sports and recreation activities (e.g. baseball, softball and tennis). Beyond Parc Centenaire however, very little open space is available within the study area limits, with virtually none accommodating passive outdoor recreation activities. Currently, those living in the Southwest Quadrant of the downtown need to travel a considerable distance to reach the nearest recreation facility or public park. The closest natural open space area (the riverfront and greenbelt trail system) does not contain amenities which might encourage passive recreation such as picnic tables, shelter, or lighting.

PARKS AND OPEN SPACES

The study area presently has 8.7 hectares of park and recreational land, consisting of one municipal park and neighbourhood park in the Northeastern Quadrant, (Parc Centenaire and the adjoining playground), a neighbourhood park in the Southwestern Quadrant, a public playground at Sainte-Thérèse School, and a public square and musical performance space at Place 1604. Accumulatively, these parks and open spaces represent approximately 3ha of open space per 1000 residents, which is less than the international median of 6.6ha of urban park space per 1,000 residents (World Urban Parks 2016). Although Dieppe has a greater proportion of young children and young parent-aged residents than New Brunswick as a whole, there is only one municipal playground in the study area (located in Parc Centenaire). The obvious gaps in parkland within the study area have been identified as a need by the residents of Dieppe who have voiced a desire for additional parks and open space areas in the downtown study area. Figure 4.13 depicts existing green space, conservation river land, and institutional land uses (e.g. city hall and public library, indoor recreation facilities, and the public school).

A majority of residents make use of the performance and activity spaces in the study area. There is expressed demand however, for increased outdoor activity space and programmed events, which would bring residents to the downtown area more often. In addition to increasing the area of open space, it would be beneficial for the city to enhance the aesthetic value and functionality of the existing spaces to meet the needs expressed by the community. This process could be informed with the information collected from residents for this Master Plan, as well as community design pilot projects/programmed events to gain an understanding of community use and response. Examples of such pilot projects could include temporary food vendors, temporary dog parks, testing various play equipment or park furniture, etc.

Figure 4.13: Existing parks and open spaces and institutional lands in downtown Dieppe



Figure 4.14: Image of Place 1604 looking on to Dieppe Market



Figure 4.15: Image of a neighbourhood park that is attached to Parc Centenaire, located in the Northeast Quadrant



PETITCODIAC RIVER

The City of Dieppe has over 10 kilometres of frontage on the Petitcodiac River. Currently, there is access to 90% of these riverfront lands via a multi-use trail system that is well used by residents. Within the study area, there is a riverfront space that is equipped with a public washroom, benches, and garbage receptacles. There are additional riverfront amenity spaces along the trail that are in relatively close proximity to the study area including the monument to the Grand Dérangement located near the intersection of Wheeler Boulevard and Champlain St. According to the resident survey, over half of Dieppe's residents have used the existing riverfront trail system over the past year, making it a very popular amenity.

Throughout the consultation process leading up to this plan, residents have ranked access and use of the riverfront highly on their list of Dieppe's assets, and have expressed interest in its development as a destination or public open space. Currently the river is the scene of adventure activities such as kayaking and tidal bore surfing, as well as more passive activities like sightseeing and picnicking.

Figures 4.16: Scenic views of the Petitcodiac Riverfront



Figure 4.17: Section of the Petitcodiac Riverfront trail located adjacent to the study area



Figure 4.18: Existing location of the Petitcodiac River trail in relation to the downtown Dieppe study area



5 STRATEGIC DIRECTIONS

The public realm of cities consist of the physical features of our communities that we see and experience every day. It includes all areas that are accessible and used by the public: streets and laneways, parks and open spaces, greenways, commons, markets, promenades, public buildings, etc. Developing strategies for improving the public realm are important for creating connections between people, buildings, and the streets and sidewalks that connect them. Improvements to public spaces and public realms provide a range of social, economic, cultural, aesthetic, and environmental benefits. They provide increased connection to nature, lessen the effects of noise and pollution, provide opportunities for community cohesion, relationship making, sharing of ideas, as well as opportunity for display of cultural expression and public events.

The City of Dieppe's Downtown Master Plan is built around eight Strategic Directions that will provide a way forward for future projects and policies. This section of the Plan includes a variety of actions that link to specific Transformational Projects that are found in the following Chapter – all of which focus on continued improvement of the public realm and overall “experience” of living, working, and visiting Downtown Dieppe. These eight Strategic Directions have been created based on the information collected in analyzed in the background and consultation reviews, as well as by the Opportunities that were identified in the Downtown Dieppe Needs Assessment.

The eight Strategic Directions have been presented in three themes that have continued to be areas of significance throughout the life of this Master Plan:

4. **MOVE:** how residents travel to, from, and within the downtown Dieppe area.

Strategic Direction #1: Enhance the Right of Way Experience

Strategic Direction #2: Integrate Active Transportation

Strategic Direction #3: Improve Connection and Circulation

Strategic Direction #4: Enhance the Public Transit Network

5. **LIVE & WORK:** how land area is used, what form buildings should take, and how to create complete, viable business districts and neighbourhoods.

Strategic Direction #5: Build Human Scale

Strategic Direction #6: Encourage a Mix of Land Uses

6. **PLAY:** how to provide recreational and leisure opportunities in the downtown area, and how to connect to the overall open and green space network.

Strategic Direction #7: Create a Clear, Open and Green Space Network

Strategic Direction #8: Connect to the River

5.1 MOVE

Public rights-of-way are typically the greatest cumulative area of public land within an urban environment. Traditionally, city streets have been designed for the personal motor vehicle with the intent of moving traffic through a given roadway or corridor as efficiently as possible. In the last 15 years however, North American cities have started to view urban rights-of-way as public places that serve many more types of travellers. Cities across the world have been retrofitting and improving their streets into vibrant places for pedestrians to travel, residents to live, and visitors to gather, shop, and stay.

The road network included in this Master Plan will provide conditions for a variety of transportation choices including automobiles, public transit, cycling and pedestrian circulation. The existing compactness of the downtown area provides opportunities to improve upon the future road network and right-of-way geometry for future growth and development in downtown Dieppe.

5.1.1 STRATEGIC DIRECTION #1: ENHANCE THE RIGHT OF WAY EXPERIENCE

Successful downtowns are not only destination places but are also places where one can park get out of their vehicle and comfortably walk between destinations. The quality and character of the streetscape relies on its sidewalks, tree planting and landscaping, street furniture, lighting and building relationship. To encourage pedestrian activity and the amenities and retail services that support it, enhanced streetscapes are essential to creating a vibrant downtown. Further opportunities to create on-street vibrancy are to include placemaking features such as public art installations, unique streetscaping features (e.g. street lights, painted sidewalks, street sign design, urban gateways, etc.). Adding elements that signify and build on local culture are significant ways to enhance a downtown's right of way experience.

Presently, Downtown Dieppe is mainly a car-oriented environment. Some areas have narrow sidewalks next to fast-moving traffic, without trees or other elements to provide a barrier. Design elements such as wider sidewalks and trees buffering pedestrians from on-road traffic will increase pedestrian safety and comfort levels, which is essential for a successful public space. By creating safe pedestrian zones (e.g. wide sidewalks, boulevards, etc.) will encourage more foot traffic in the downtown, which will in turn, give a boost to local economy, and improve opportunities for active transportation, and create some vibrancy for the downtown study area.

The Downtown Dieppe Urban Design Guidelines will outline the specifics of recommended right-of-way redesign and geometry, generally however, the following principles should be followed for enhanced right-of-way experience:

- Lessen the width of vehicular travel lanes to slow traffic and create a calmer and safer environment for the pedestrian.
- Where possible, sidewalks should include a landscaped zone that separates the pedestrian from passing traffic.
- Where possible, look for options to lessen the crossing distance for pedestrians to create a safer crossing environment. This could be done by curb bump outs at crossings or, (if there is room), creating a centre planted median/ boulevard. The city should consider adding complementary sidewalk boulevard treatment to emphasize entry into downtown Dieppe.
- Provide street trees along both sides of a street, at short intervals to provide a buffer to adjacent vehicular traffic, shading for both pedestrians and on-road cyclists and enhanced street views.
- Sidewalks should be provided on both sides of a street and corners should extend or bump-out to reduce pedestrian crossing distances and to provide integrated on-street parking, where possible.

- Lighting should include pedestrian scaled lighting that is evenly spaced and is directed to the pedestrian zone of the street.
- Adding public art at key locations in the downtown study area such as corners, new and existing parks, the market area, Place 1604, etc.
- If space permits, include street furniture to accommodate places to sit and rest for pedestrians.

Figure 5.1, 5.2, and 5.3 show suggested conceptual cross sections for various rights of way in the downtown study area. The pedestrian and street tree zone that are presented in each of the three Figures should be considered as a minimum for adequate pedestrian flow and accommodating accessibility measures given their position on the roadway hierarchy. Should the City wish to see more on-street activity such as terraces, public/private spaces, front/side yard setbacks and/or building design alterations should be provided to allow for such business spill over. Opportunities for enhanced on-street activity is of course encouraged, however not at the expense of lessening the pedestrian and landscaped zone to less than 2.0m and 2.5m respectively. For more details, see the attached *Downtown Dieppe Urban Design Guidelines*.

Figure 5.1: Suggested right-of-way cross sections for Champlain St. and Acadie Ave.

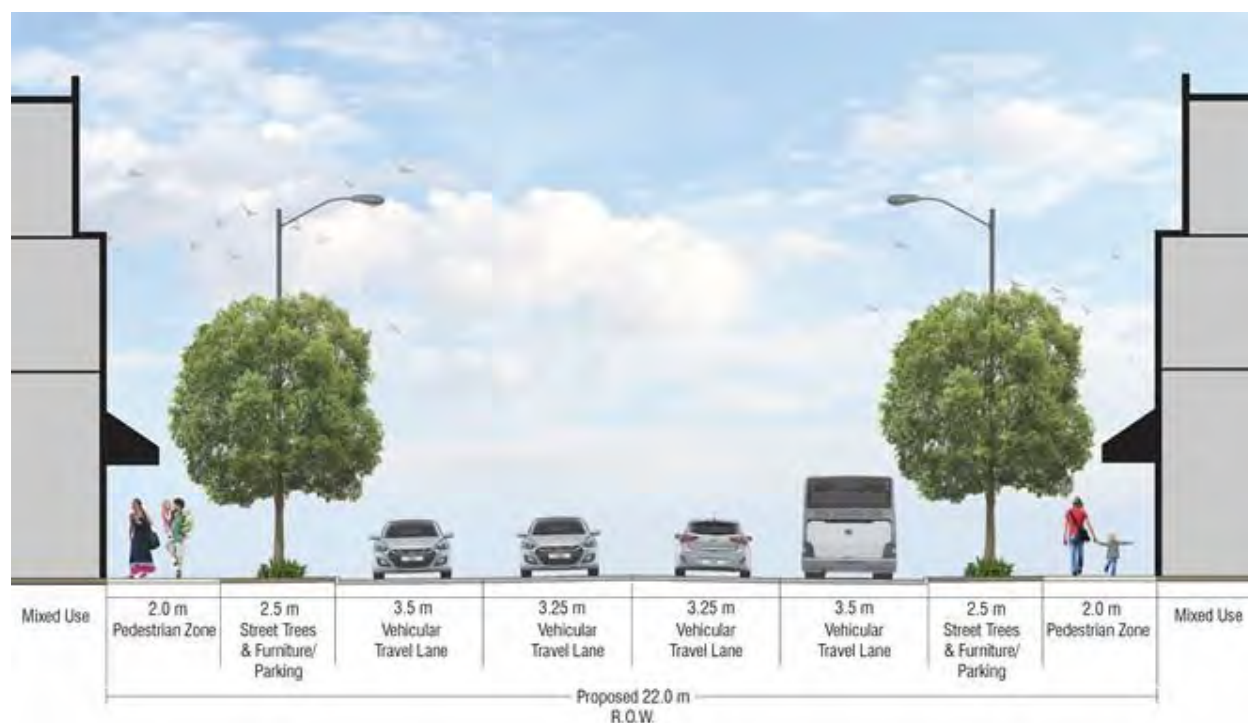


Figure 5.2: Suggested right-of-way cross section for a 20m local road

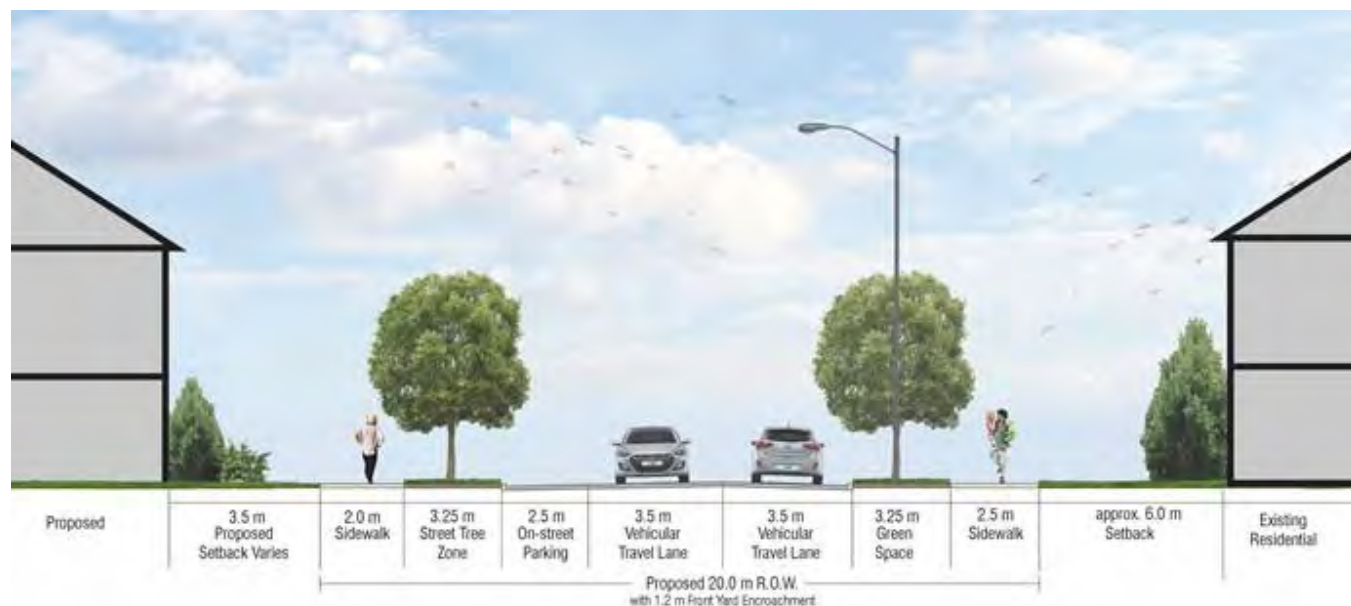
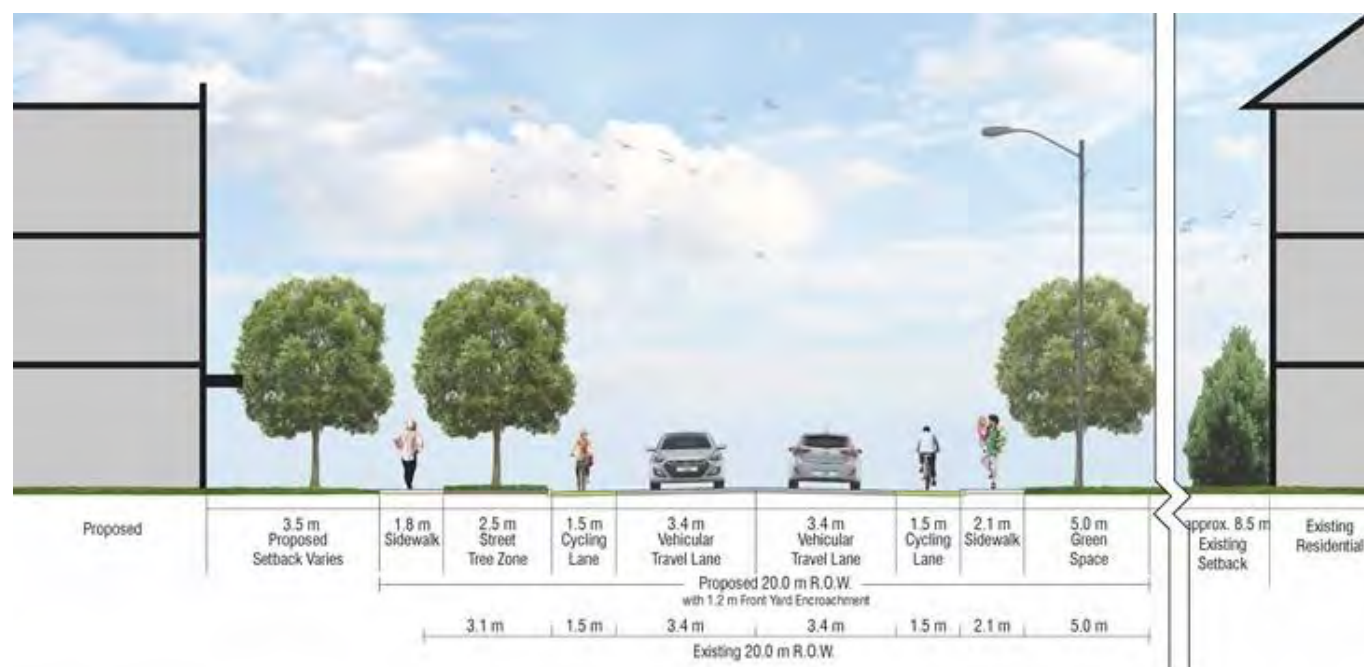


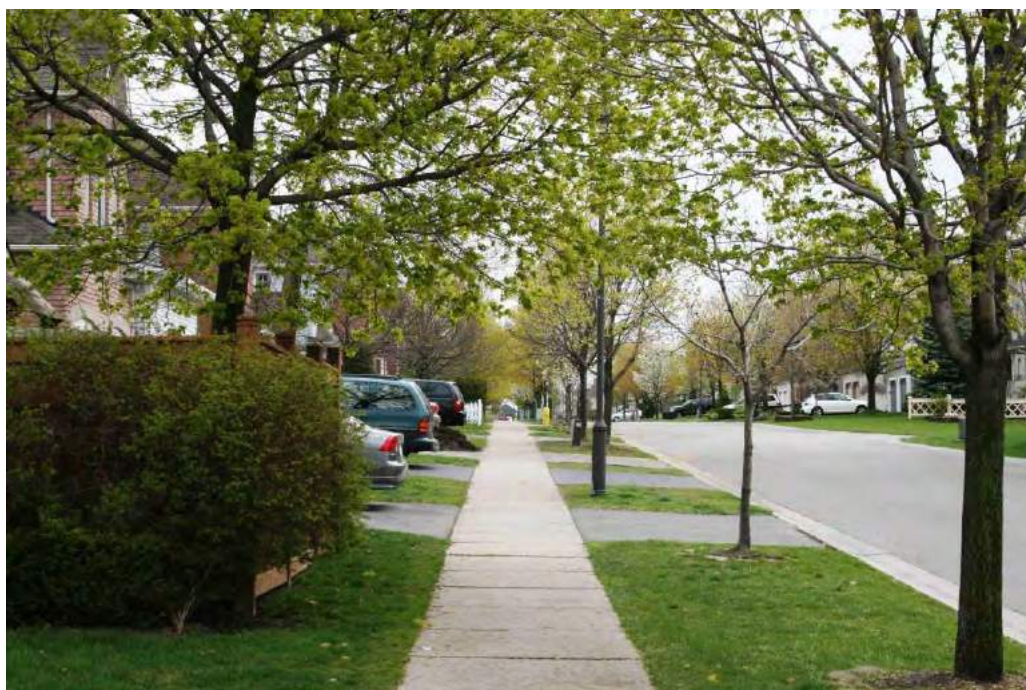
Figure 5.3: Suggested future right-of-way cross section for green route



To enhance the right-of-way experience in the downtown, the following Opportunities (that were previously derived in the *Downtown Dieppe Needs Assessment*) should be considered.

4. STREETSCAPING AND WALKABILITY OPPORTUNITIES	
Opportunity 4.1:	Identify streets to pilot streetscaping improvement projects to enhance pedestrian realms and experiences. An obvious street suitable for such pilot projects would be Gauvin Road between Place 1604 and Marché de Dieppe
Opportunity 4.2:	In the short-term, consider commissioning a streetscaping study to improve the pedestrian comfort and safety for major streets running through and around the study area (e.g. Champlain, Acadie Avenue, Notre-Dame, etc.)
Opportunity 4.3:	For future road network extensions, ensure multiple users types are considered in right-of-way geometry. This includes the provisions of sidewalks, number of traffic lanes, pedestrian crossing points, active transportation facilities, public transit routes and stops, landscaping, tree placement, etc.
Opportunity 4.4:	Going forward, consult the future Dieppe Downtown Master Plan Design Guidelines for streetscaping design based on road network hierarchy.
Opportunity 4.5:	Encourage and support more pedestrian activity, within a 300-400m radius, (or approximately 5-minute walk of Place 1604), through streetscape improvements that include safe separation of traffic lanes, tree planting, and other landscaping features.
9. CULTURE FACILITIES AND PERFORMANCE SPACES OPPORTUNITIES	
Opportunity 9.3:	Consider contributions that can be made from the private sector to grow local culture and place-making initiatives (e.g. public art installation, funding for future cultural facilities or performances, etc.) in all future developments within the downtown area.
Opportunity 9.4:	Continue to promote development that contributes to and supports the vibrancy of Place 1604.

Figure 5.4 and 5.5: Sample images of rights-of-way improvement.
Top: Brampton, ON, Bottom: Niagara-on-the-Lake, ON



5.1.2 STRATEGIC DIRECTION #2: INTEGRATE ACTIVE TRANSPORTATION

On-street bicycle lanes provide the opportunity for cyclists to travel efficiently and safely through a city using the same routes as other vehicles. The lanes are marked with paint and signs, and can be separated from car traffic by physical barriers or simply by space. While the City of Dieppe has just over 35km of bike lanes, very few allow for north/south connections through downtown or bring the user directly into the downtown core. Upgrading existing bike lanes and installing new segments downtown is expected to improve cyclist safety and encourage others to engage in active transportation. The lanes may also improve business downtown, since cyclists are more likely to stop and enter a store or restaurant, and more likely to make frequent stops than a driver.

The existing off-street trail system in Dieppe provides pedestrians and cyclists with another form of circulation and connections to many destinations within the downtown and the riverfront. The off-street trails have the potential of linking to on-street cycling and pedestrian zones to create a more integrated road and circulation network within downtown Dieppe. Figure 5.6 illustrates existing and planned trail connections through the study area as well as potential future connections to provide a more well-connected bicycle network.

Figure 5.6: Existing, Planned, and Potential Additions to the Active Transportation Trail Network



Downtown Dieppe requires a balancing of modes of transportation to provide for a broader range of ways to move around the centre. Emphasis should be placed on providing opportunities for active transportation, such as cycling and walking, by considering the following:

- Provide bicycle infrastructure to provide cyclists with a safer and more convenient route to travel. Paved trails are preferred for routes part of the downtown's active transportation network as it will be easier to maintain during winter months.
- Connect common points of destination with one another through active transportation infrastructure (e.g. bicycle lanes, sidewalks, and trails).
- Infrastructure such as bicycle parking facilities should be positioned throughout the downtown to accommodate cyclists choosing to travel and stop at the various downtown destinations.
- Supporting the cycling network by tying into the existing off-road trail network and further defining and/or separating the on-street cycling lanes through improved road sections.
- Access points to trails should be easily identifiable by residents and multiple links to them from the downtown should be provided.
- Where possible, separate cycling lanes from adjacent moving traffic through physical barriers to create a safer and more comfortable travel route for cyclists of all abilities.

Bicycle facilities come in a number of shapes and sizes and range in level of roadway investment and level of safety and comfort of the pedestrian. Figure 5.7 summarizes five bicycle facility types and places each on the spectrum of level of cyclist comfort versus number of trade-off design within the right of way and Table 5.1 provides a pros/cons analysis on each of the facility types.

Figure 5.7: Spectrum of Bicycle Facility Types



Table 5.1: Pros and Cons of Bicycle Facility Types

Facility Type	Pros	Cons
Shared-Use Lane	<ul style="list-style-type: none"> ▪ Little impact to existing onstreet lanes. 	<ul style="list-style-type: none"> ▪ Least comfortable facility for novice cyclists ▪ Should be considered only for low volume roadways
Bicycle Lane	<ul style="list-style-type: none"> ▪ Provides dedicated width for bicycles. 	<ul style="list-style-type: none"> ▪ Does not provide any physical separation from moving vehicles.
Protected Bicycle Lane (1-way)	<ul style="list-style-type: none"> ▪ Provides bicycle facility with separation from moving traffic. 	<ul style="list-style-type: none"> ▪ Requires additional right-of-way compared to typical bicycle lanes. ▪ Separation features require consideration for snow removal.
Protected bicycle lane (2-way)	<ul style="list-style-type: none"> ▪ Provides dedicated space with separation. 	<ul style="list-style-type: none"> ▪ Requires additional consideration at intersections. ▪ Separation features require consideration for snow removal.
Separated pathway	<ul style="list-style-type: none"> ▪ Most comfortable right of way facility for novice cyclists with full separation from moving traffic. ▪ Accommodates bicyclists and pedestrian traffic. 	<ul style="list-style-type: none"> ▪ Requires additional consideration at intersections. ▪ Requires separate snow removal equipment

The downtown study area appears to be well-connected with sidewalks with major arterial roads and corridors equipped with sidewalks on either side of the street. There are elements however, that go beyond the provision of a separated/raised sidewalk space that will enhance the feeling of comfort and safety for pedestrians. Many of these elements have been described in Strategic Direction #1 (s 5.5.1) and will be covered in full in the Downtown Dieppe Urban Design Guidelines. Features that could be considered for right of way enhancement include:

Figure 5.8: Right of way features to enhance the pedestrian environment



To successfully integrate active transportation in the downtown, the following Opportunities (that were previously derived in the *Downtown Dieppe Needs Assessment*) should be considered.

1. ACTIVE TRANSPORTATION OPPORTUNITIES	
Opportunity 1.1:	Continue to include active transportation (AT) as part of the planned extensions of Paul Street, Collège Street, and rue Ste-Thérèse as well as any other right-of-way improvement projects.
Opportunity 1.2:	Look for opportunities to connect popular points of destination, (particularly in the northern quadrants of the city), into the study area. Destination points could include: Place 1604, the CCNB Dieppe Campus, Ste-Thérèse School, the site of the future Intergenerational Complex, the Petitcodiac River, and CF Champlain Mall.
Opportunity 1.3:	Consider need for necessary AT infrastructure including the provision of bicycle parking and storage within the downtown core.
Opportunity 1.4:	Consult with local cycling advocates on connection routes and infrastructure needs that would create a network safe and attractive for residents to utilize.
Opportunity 1.5:	Encourage all new employment development in the Downtown core to provide amenities (e.g. showers, change rooms, etc.) that would accommodate those traveling to work via AT modes.

5.1.3 STRATEGIC DIRECTION #3: IMPROVE CONNECTION AND CIRCULATION

Currently in Downtown Dieppe there are long, developed street blocks with few breaks that make it difficult for pedestrians to get from point A to point B, particularly when travelling north-south. Mid-block connections refer to active transportation paths or alleyways that would cut through long blocks to connect the streets on either side. These connections will make the downtown more walkable by creating more direct routes; rather than walking all the way along a block to get to the adjacent street, pedestrians will be able to cut through on designated paths. Figures 5.9 and 5.10 illustrate the area's overall existing and future connectivity with emphasis on roads that facilitate movement of the motor vehicle (shown in Figure 5.9), as well as off-street and midblock connections (Figure 5.10).

Figure 5.9: Existing and Future Roadway Hierarchy for the downtown Dieppe study area with arterials, collectors, and local streets highlighted

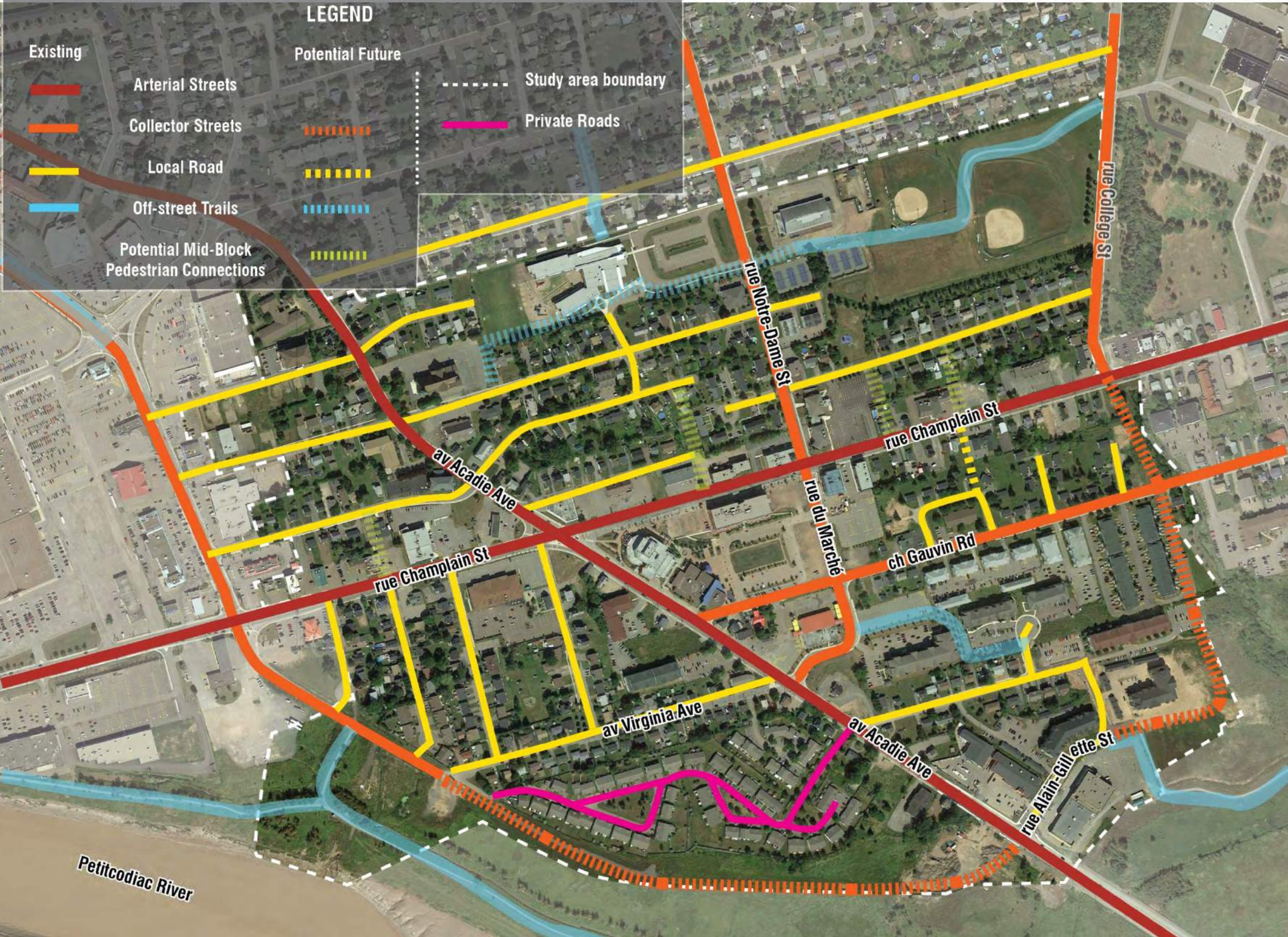
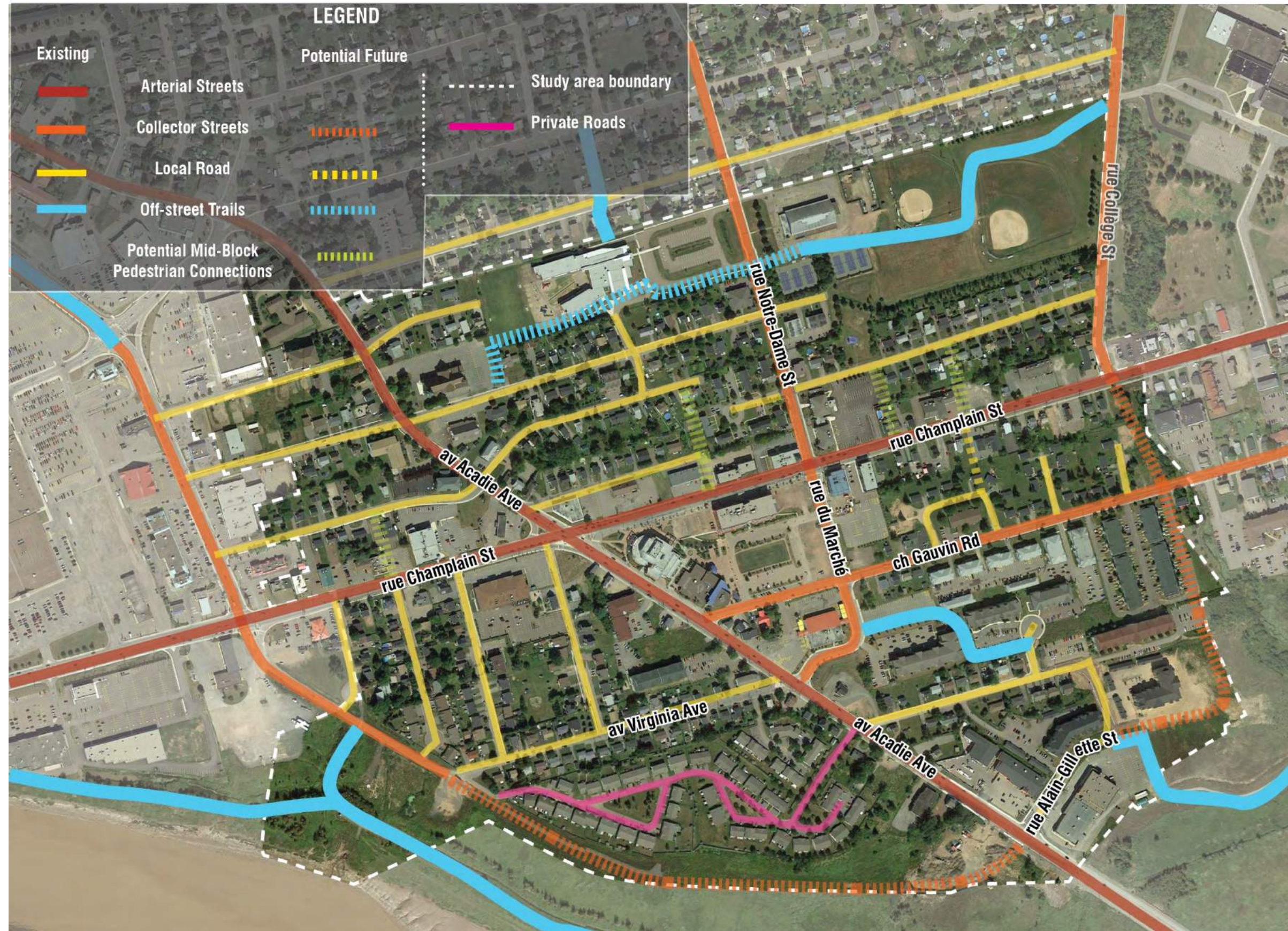


Figure 5.10: Existing and Future Roadway Hierarchy for the downtown Dieppe study area with off-street trails and pedestrian midblock connections highlighted



There are currently a number of opportunities for vehicular circulation in the downtown (see Figure 5.9). Although pedestrians are able to walk along these roads in the road network, there are gaps in the study area where midblock connections should be placed to enhance the downtown's overall porosity for pedestrian movement. Suggestions for such midblock connections have been highlighted in green in Figure 5.10.

By creating better connection and porosity in the downtown area, (in addition to improving on existing streetscapes), the City of Dieppe will be well positioned to generate more pedestrian activity and flow through the area, which will benefit the local economy, and liveliness of the area. The guidelines that follow are aimed at creating a network that facilitates pedestrian movement in addition to well served vehicular traffic.

- Over time, and where possible, add north-south road and pedestrian connections throughout the study area to create a finer grained road pattern and more opportunities for pedestrian circulation in the downtown.
- Enhance the width of pedestrian boulevards to allow for landscaping, wide sidewalks and outdoor seating areas to provide conditions that encourage pedestrian activity.
- Provide enhanced streetscapes on roads that connect major municipal amenities (community centre/arena, public school, and Place 1604) and future park spaces (Petitcodiac River park) to create a pedestrian circuit within the downtown.
- Introduce a “shared space”, for the portion Gauvin Road between Acadie Avenue and Marché Street, to reinforce the pedestrian scaled experience in Place 1604.
- Supporting the cycling network by tying into the existing off-road trail network and further defining and/or separating the on-street cycling lanes through improved road sections. Paved trails are preferred for routes part of the downtown's active transportation network as it will be easier to maintain during winter months.
- Introduce shorter blocks or mid-block connections for all new development to contribute to a more pedestrian scaled experience.

It should be noted that the City of Dieppe is currently working on roadway extensions of both Paul Street and Collège Street that will bound the southern portion of the site with on connecting corridor (via Alian-Gillette St.). This roadway network build-out could benefit the downtown by encouraging the high volumes of trucks and other passing traffic away from Champlain Street and Place 1604 and bring them around the southern portion of the site. The intent of this connection is to lessen the amount of traffic by-passing Dieppe through Champlain Street, and give the City the opportunity to adjust roadway geometries of Champlain and Acadie to better serve the pedestrian and cyclist compared to what they are currently.

Although this new connection does provide a traffic calming opportunity for the downtown and Place 1604, Dieppe should be careful not to create a barrier of the downtown to the Petitcodiac River. Additional thought and careful design should be done to accommodate safe crossings for pedestrians and cyclists at the end of Virginia on to the riverfront park.

To successfully improve connection and circulation in the downtown, the following Opportunities (that were previously derived in the *Downtown Dieppe Needs Assessment*) should be considered.

1. ACTIVE TRANSPORTATION OPPORTUNITIES	
Opportunity 1.1:	Continue to include active transportation (AT) as part of the planned extensions of Paul Street, Collège Street, and rue Ste-Thérèse as well as any other right-of-way improvement projects.
Opportunity 1.2:	Look for opportunities to connect popular points of destination, (particularly in the northern quadrants of the city), into the study area. Destination points could include: Place 1604, the CCNB Dieppe Campus, Sainte-Thérèse School, the site of the future Intergenerational Complex, the Petitcodiac River, and CF Champlain Mall.
Opportunity 1.3:	Consider need for necessary AT infrastructure including the provision of bicycle parking and storage within the downtown core.
Opportunity 1.4:	Consult with local cycling advocates on connection routes and infrastructure needs that would create a network safe and attractive for residents to utilize.
Opportunity 1.5:	Encourage all new employment development in the Downtown core to provide amenities (e.g. showers, change rooms, etc.) that would accommodate those traveling to work via AT modes.
4. STREETSCAPING AND WALKABILITY	
Opportunity 4.4:	Going forward, consult the future Dieppe Downtown Master Plan Design Guidelines for streetscaping design based on road network hierarchy.
Opportunity 4.5:	Encourage and support more pedestrian activity, within a 300-400m radius, (or approximately 5-minute walk of downtown core), through streetscape improvements that include safe separation of traffic lanes, tree planting, and other landscaping features.

5.1.4 STRATEGIC DIRECTION #4: ENHANCE THE PUBLIC TRANSIT NETWORK

Although Public Transit use within Dieppe is growing rapidly, ridership remain fairly low and there is a great deal of opportunity for improvement. Dieppe residents have indicated that the largest factors in their decision on whether or not to use public transit within Dieppe are:

- Frequency of Trips;
- Timeliness of Trips;
- Pick up/drop off locations; and,
- Convenience.

Although vehicle headways is beyond the scope of this project, there may be opportunity to review the remaining three factors to further encourage the use of public transit.

1. FREQUENCY OF TRIPS

The factor that Dieppe residents indicated had the greatest influence on their decision on whether or not to use public transit within Dieppe was the frequency of the trips. They City of Dieppe should work with Codiac Transpo to increase service frequency within the study area as this would be expected to encourage the use of transit within the City.

2. CONVENIENCE (IMPROVE PEDESTRIAN INFRASTRUCTURE AT STOPS)

Throughout the City of Dieppe there were observed to be existing transit stops that may benefit from an increase in infrastructure that would improve the accessibility and comfort for transit riders who use the public transit network. In the images below, the image on the left shows a transit stop that is currently used by Route #94 and currently lacks infrastructure including a concrete pedestrian landing pad, and a bench / shelter. The image on the right shows a transit stop along Route #93 within the City of Dieppe that includes this infrastructure, thereby providing added comfort for transit users waiting for the bus to arrive and providing opportunity to plow the concrete landing pad, improving the winter operations at the stop.

**Figure 5.11: Bus stop for route #94 at Civic 283
Gauvin Road**



**Figure 5.12: Bus stop for route #93 on rue du Collège
near CCNB - Dieppe**



3. PICK UP / DROP OFF LOCATIONS (POTENTIAL HIGHER ORDER TRANSIT STOPS AND TRANSIT HUB)

Providing convenient stop locations for transit riders can have a large influence on the decision to use public transit. Consideration could be given to providing Higher Order Transit Stops that offer additional amenities beyond the typical bus stop infrastructure including:

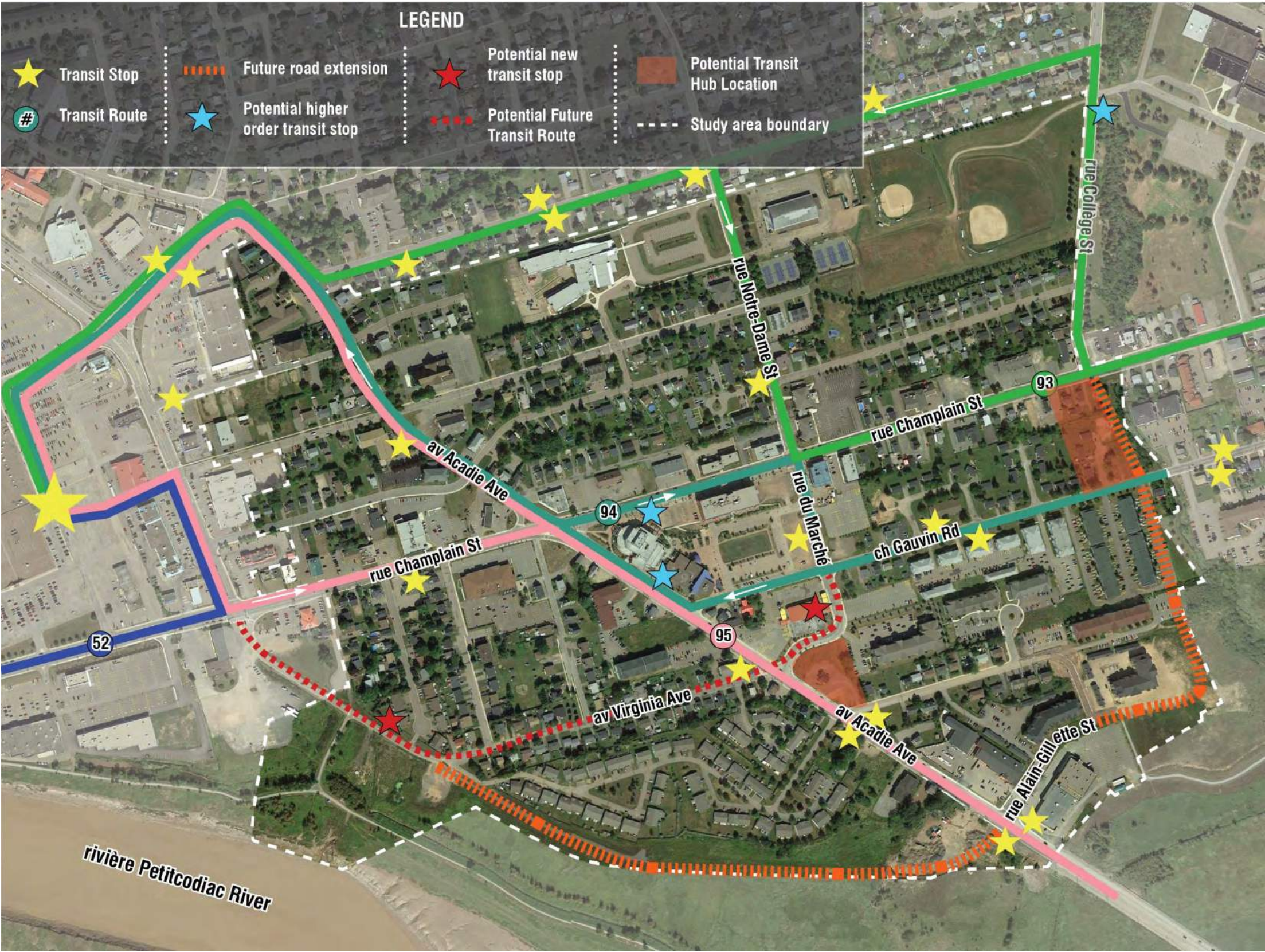
- Heated shelters;
- Free wifi;
- Screens that scroll pertinent information including time until next bus, and news headlines.

Locations were identified for potential Higher Order Transit Stops within the City of Dieppe. Consideration was given to the available curb space, the existing and projected future level of development and its proximity to existing transit routes and future roadway connections.

Additionally, there may be a future need for a transit hub located on public land within the City of Dieppe that is fully separated from the CF Champlain Mall. Locations were identified for potential Transit Hubs within the City of Dieppe. Consideration was given to the size of the site, the existing and projected future level of development and its proximity to existing transit routes and future roadway connections.

Figure 5.13 shows the identified locations for transit hubs and higher order transit stops that could be considered further.

Figure 5.13: Existing and potential transit routes, stops, and hubs



4. TIMELINESS OF TRIPS (CONSIDERATION OF TRANSIT PRIORITY MEASURES)

Schedule adherence is a measure of how closely transit vehicles are to the posted schedule and is an important factor, not just for the transit agency, but also for transit users. Better schedule adherence of vehicles reduces the length of time that riders may have to wait for the bus to arrive and can be an important factor to commuters when deciding whether to travel by transit. To promote transit within a community and potentially improve schedule adherence, the City could consider measures that provide priority to transit vehicles along the routes. When such measures are applied along a transit corridor they can reduce delay and increase schedule adherence for transit vehicles and riders and encourage the use of public transit. Such measures can range from modifying signal timings to favour transit to constructing separated transit-only roadways but even a low cost measure along a busy transit route can generate significant delay reductions and improve scheduling for transit.

Opportunities have been identified to provide Transit Priority Measures (TPM) such as transit only exemptions within the existing transit network that may reduce the delay to transit vehicles by allowing them to perform their movement from a lane that is not available to other vehicles.

Examples of opportunities to implement low cost TPM in Dieppe include:

1. **Install RB-11S1F signage on Paul Street at Champlain Street** to permit southbound left turns by transit vehicles from the through lane. A transit only signal is not required, however, this intersection will require further review with the extension of Paul Street south of rue Champlain.
2. **Modify the intersection of Acadie Avenue at Marché Street** to permit through movements by transit vehicles from rue du Marché to Virginia Avenue. Transit exemption (RB-11S1F) signage would be required and transit-only lane markings should be considered. This would allow for transit vehicles to continue on rue du Marché south of Gauvin Road, stop in front of the Farmer's Market, and continue through onto Virginia Avenue, and Paul Street. This opportunity would allow for new stops immediately adjacent to the Dieppe Market and the Riverfront Trail. While a transit priority signal would not be required, further transit priority could be installed that would detect transit vehicles approaching the intersection and give them priority in the signal phasing.

Figure 5.14: RB-11S1F:



Figure 5.15: Transit-only lane markings, Dartmouth, NS



Opportunities should be further considered as planned roadway extensions of Paul Street and Collège Street are constructed and/or modifications to transit routes are made. Additional opportunities should also be considered as transit ridership increases within the City of Dieppe.

Transit Oriented Development

Codiac Transpo provides the City of Dieppe with a significant asset that can assist future growth and development to happen in a smart and sustainable way. Cities with a population size of Dieppe typically do not have access to public transportation lines which often leads to challenges in not only how residents move from place to place, but also in how growth patterns are (and should be) determined. Dieppe should utilize Codiac Transpo's public transit service to intensify growth and density along its designated routes. By having access to public transit, the City is able to lessen parking requirements for both residential and commercial land uses and encourage intensified use along the corridors that Codiac Transpo serves.

To successfully enhance the public transit network downtown, the following Opportunities (that were previously derived in the *Downtown Dieppe Needs Assessment*) should be considered as properties redevelop.

3. PUBLIC TRANSPORTATION OPPORTUNITIES	
Opportunity 2.1:	Consider providing improved infrastructure (landing pads, benches, shelters) at transit stops to increase visibility and provide amenities to transit users.
Opportunity 2.2:	Implement targeted Transit Priority Measures (TPM) at select locations to increase the visibility of the transit routes while reducing delay for transit vehicles and riders.
Opportunity 2.3:	Consider adjusting bus stop locations and routes within Dieppe's downtown core to provide 100% coverage in downtown for appropriate walking distances from bus stop to origin/destination. See Figure 5.13 for recommended new bus stop locations.

5.2 LIVE & WORK

Guidelines for the built form within the private realm will provide an overall framework with respect to building relationships to the street (public realm), to open spaces and to adjacent buildings (both existing and future). The purpose of the guidelines is to provide direction on appropriate built form with respect to their location within Downtown Dieppe. The built form framework outlined in this section will contribute to creating a more pedestrian friendly environment and in turn enhancing the vibrancy of the downtown.

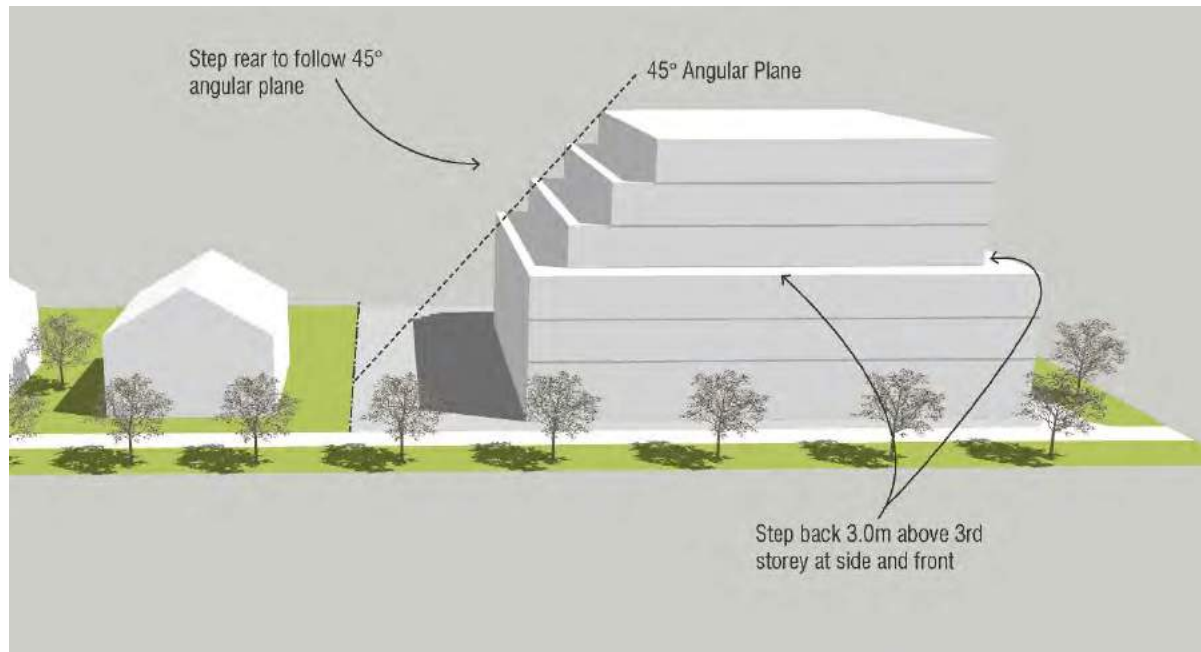
5.2.1 STRATEGIC DIRECTION #5: BUILD IN HUMAN SCALE

Massing, height, and setbacks are design concepts that determine the scale of built form. They significantly impact the public realm and streetscape and must be considered carefully. The massing of a building determines its size and shape, and how it will fit into the site. Height can determine whether the building towers over pedestrians or makes people feel comfortable next to it. Setbacks determine the distance between the public realm and the private realm. Together, these design elements influence how public spaces like streets and sidewalks are perceived by pedestrians, cyclists, and drivers. They can either encourage or discourage the use of a place.

In considering future development, downtown Dieppe should look to implement the urban design elements outlined in the attached guidelines to ensure the built form contributes to the success and vibrancy of downtown Dieppe. In order to make sure the built form that is developed in the downtown is appropriate in size and shape, the following elements should be considered:

- Keep the heights of buildings at “human scale” (2 to 3 stories for low-rise residential, and 3-5 storeys for mixed use and apartment buildings). Added height could be encouraged with appropriate step backs with a building wall no more than 3 storeys high.
- Height should be allowed and encouraged on corners and especially at identified downtown gateways.
- To keep buildings at the pedestrian scale, frontage widths should be kept to a minimum. Where buildings exceed 50 metres in width, deep vertical breaks shall be required to create the impression or “feel” of narrower building width.
- An active frontage, (or the façade that has the most activity), shall face on to the street and not on to adjacent parking lots or alleyways. Flanking walls shall not face on to the street front.
- Emphasize and articulate building entrances on to the street. Use building elements such as awnings, canopies, and glazing to ensure pedestrians are protected from weather elements and feel comfortable while walking along the building fronts.
- Articulate building façades through architectural detailing, features and clear glazing to present an active façade to the street and to create visual interest.
- As much as possible, locate parking at the rear and/or below-grade so as not to take away from the on-street experience.
- Use building setbacks to ensure a consistent landscape and pedestrian zone. Ensure there is sufficient depth from the street curb to the building face to allow for adequate pedestrian space with a minimum of 4.5m for pedestrian zone and landscaped tree zone.

Figure 5.16: Massing diagram illustrating appropriate setbacks for building streetwalls



The following images are examples of how downtown urban built forms have been designed to fit the human scale.

Figure 5.17: Example of mixed-use human built form in Pittsburgh, PA



Figure 5.18: Example of mid-rise (5 storeys) mixed use building with stepbacks after the third storey. Victoria, BC Source: Ciccozzi Architecture, UNION Building



5.2.2 STRATEGIC DIRECTION #6: ENCOURAGE A MIX OF LAND USES

To battle the negative effects of urban sprawl (including social isolation, dependence on personal motor vehicles, increased servicing and infrastructure costs and the decline of commercial street fronts), cities around the world are turning to mixed-use development to invigorate their downtowns and create more “complete” neighbourhoods. Mixed use communities create inclusive, connected neighbourhoods that provide a variety of services and amenities as well as social, cultural, residential and employment opportunities all within walking distance. The City of Dieppe should continue to encourage the inclusion of cultural spaces in public buildings and promote displays of local culture in the downtown.

Mixed use can also help to provide a mix of housing types, which attract residents of varying age, family size and income levels. Mixed use areas can increase vital population density around retail areas which support local businesses, and to improve the vibrancy of public areas throughout the day and evening. A downtown with a large resident population does not shut-down at the end of the workday, and helps to support near constant economic and cultural activity.

- Encourage a variety of complementary land uses within the downtown study area that allow for residential, commercial, office, institutional, and civic buildings and uses.
- Ensure that developed space meets market demand for land use and building type.
- Consider essential services and amenities for residential neighbourhoods (grocery stores, restaurants, banks, etc.)
- Integrate land uses appropriately into adjacent properties and well-designed buildings that are able to accommodate a diversity of permitted uses.
- Ensure an appropriate mix of land uses are permitted that will achieve social, economic, and cultural benefits.

While there is no “one-size-fits-all” residential to commercial ratio, having a strong mixture of new commercial and high density residential development (mix-use) will have a dramatic and positive effect on the dynamics of Downtown Dieppe. The City of Dieppe’s future mixed-use land use will be dependent on future market and economic analyses which will ensure all new development in the downtown does not over or under supply the demand existing or projected. Having mixed-use buildings with “retail-ready” space on the ground floor is favourable for downtown settings, the City of Dieppe must continue to monitor the market so that the space created serves market place demand.

The following images illustrate downtown mixed-use building that have accommodated residential units above retail/commercial uses.

Figure 5.19: Example of a residential building with residential units on the ground floor that are retail ready for future commercial use. Aurora, ON



Figure 5.20: Example of a mid-rise apartment building. Montreal, QC. Source: Google Street View



Figure 5.21: Example of mixed-use building in Cornell Markham, ON



To successfully ensure a mix of land uses are provided in the downtown, the following Opportunities (that were previously derived in the *Downtown Dieppe Needs Assessment*) should be considered.

5. COMMERCIAL LAND USE OPPORTUNITIES	
Opportunity 5.1:	Encourage mixed use residential-commercial development within the downtown to increase population density.
Opportunity 5.2:	Encourage a mixture of retail and commercial development that attracts strong customer base and fills voids in existing commercial/retail inventory (e.g. cafes, bars, boutiques, specialty shops, etc.);
Opportunity 5.3:	Encourage compact commercial development that will ensure walkability and close proximity between services;
6. RESIDENTIAL LAND USE OPPORTUNITIES	
Opportunity 6.1:	Encourage a mixture of housing types and affordability options in and near the downtown area;
Opportunity 6.2:	Increase investment into public amenities, infrastructure and open spaces to help attract a larger number of downtown residents

Opportunity 6.3:	Encourage mixed-use residential development to help support downtown retail activity and to capitalize on municipal investment in the downtown area
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9. CULTURE AND PERFORMANCE SPACES OPPORTUNITIES	
Opportunity 9.1:	Continue to prioritize, invest and grow the local culture of Dieppe starting with existing facilities present in the downtown core.
Opportunity 9.2:	Consider the need for arts and culture spaces in future publically funded developments.

5.3 PLAY

Open space and park space are key elements for any city. They attract visitors and allow residents to engage in recreational, active, and leisure activities. Open space is important for the health of a city and its people. Parks and open space offer access to nature, space for physical activity, opportunities to socialize and meet people, programming space, and innumerable other benefits. A combination of structured, programmed space and informal, open leisure space is ideal to meet the needs of the whole community.

As discussed in Strategic Direction #6, it is vitally important that spaces are provided to engage in cultural related activities. In addition to providing for cultural space within public buildings in the downtown, open spaces should be designed in a way to support cultural activities and display local culture.

5.3.1 STRATEGIC DIRECTION #7: CREATE A CLEAR OPEN AND GREEN SPACE NETWORK

People have an inherent need to connect with the natural world and with each other. Public open space and green spaces play a vital role in meeting that need. Connecting with nature and outdoor recreation are associated with improved cognitive and positive social behaviours. In a city environment, urban parks play an essential role in public health and wellbeing, as they not only connect residents to nature, but also provide places of gathering where neighbours can meet and interact with one another. Although it is important to have these urban parks and public spaces for resident use and interaction, it is also important to ensure they are connected and, as a whole, create an open and public space network for residents to utilize, regardless of where they work, live, shop, or rest in the city.

Downtown Dieppe has parks and open space that include Place 1604, the extensive green spaces surrounding the Arena Centenaire, a hidden neighbourhood park (accessed from Harold Street), and an environmental conservation area at the southwestern edge of the study area boundary. These few spaces are dispersed within the downtown core and are not linked as part of a system of parks and open spaces. Their activities and function are concentrated either to sports and recreation (Arena Centenaire), un-programmed open space (Harold Street neighbourhood park), or as a civic centre gathering space (Place 1604).

The City of Dieppe's Parks and Trail Master Plan identify 800m as appropriate spacing for parks and open spaces. While this is true for larger regional parks/open spaces (e.g. Parc Centennial and the Petitcodiac riverfront lands), smaller-scale neighbourhood parks and parkettes should really be situated at closer interval spacing to accommodate greater accessibility through shorter walking distances. The downtown study area currently has two large-scale regional parks anchoring the northeastern and southwestern corners of the boundary. Where the study area has noticeable gaps are the availability of smaller-scale neighbourhood parks and parkettes which should be available to residents within a 2-5 minute walking distance (roughly ± 400 m a part).

The City should consider introducing these smaller parks/ parkette spaces in different quadrants downtown as well as enhancing the existing park space located on Harold Street. In addition to these new park spaces, consideration should be given to create a “green walk” circuit that would connect each of these spaces to each other as well as to the larger-scale regional parks in the area. This green walk circuit should be accounted for in the existing rights of way and should include a comfortable sidewalk and tree/landscaped zone on each side of the street. Figure 5.22 illustrates suggested locations for future park and parkette locations as well as a green walk route (which connects existing public spaces), and a secondary green walk route (which would connect future neighbourhood park/parkettes).

The following design considerations are important elements when designing the study area’s parks and open spaces:

- Consider adding new parks and parkettes throughout the downtown study area. Parks/parkettes should be located within each of the four quadrants so that any resident within the downtown area can access a park within a 5 minute walk.
- Locate parks and parkettes on road frontages so that they are visible. Park entries should be clearly defined through landscape treatment, signage and built form elements.
- Consider additions to Place 1604 which add on to the vibrancy and user experience of the space. Such additional features could include high quality hardscape treatments, lighting, finishes and site furnishings that build on the existing features within the square.
- Open and green spaces should provide for passive and informal recreation through seating, gardens, structures, and landscaping. They should be designed for a broad spectrum of users and be seasonally adapted for year-round use.
- In all new developments and in downtown renewal projects (including new roads and pedestrian connections), consider opportunities to connect to existing and new parks and open spaces.
- Ensure all existing and future residential units have access to a park, open space, green space or parkette within a 2-5 minute walking distance.

Figure 5.22: Existing and potential new park locations connected with proposed “green route” network



Recommended Future Parkette Locations:

Small scaled parks are required within the study area to provide access at short walking distances and to serve as neighbourhood gathering spaces within the downtown. General locations have been identified in different quadrants (see Figure 5.22) including three new potential parkette locations and upgrading of one existing park space. The parkette locations are generally located at:

1. **Acadie Avenue and Ste. Thérèse** – this location is a three minute walk from the majority of the northwestern quadrant and could be a link to a potential “green walk” circuit.
2. **Gauvin Road Block District Parkette** – this location will provide nearby park space to the large number of existing apartments to the south and to the envisioned new residential uses in the block. This location could also be a link to a “green walk” circuit.
3. **Normandie and Sifroi** – this location is a three minute walk from the majority of the southeastern quadrant of the downtown and is adjacent to the trail system. This location may require coordination with adjacent property owners to relocate parking areas or land exchanges.
4. **Virginia and Harold** – this existing park requires enhancement to ensure use and for it to contribute to the network of parks and the “green walk” that links Place 1604 to the waterfront along Virginia. The upgrade of the park would require the acquisition of at least one property along Virginia to provide a visible access point to the space.

The following images illustrate neighbourhood parks/parkettes that would be suitable for residential areas in downtown Dieppe.

Figure 5.23: Neighbourhood parkette with open space and seating. Cornell Markham, ON



Figure 5.24: Neighbourhood parkette with seating and overhead shelter. Thornhill, ON



To successfully ensure an adequate level of parks and open spaces are provided in the downtown, the following Opportunities (that were previously derived in the *Downtown Dieppe Needs Assessment*) should be considered.

7. OPEN SPACES AND PARKS OPPORTUNITIES	
Opportunity 7.1:	Explore opportunities for increasing the area of open green space and parks within the study area, potentially by acquiring new municipal land or through private parkland dedication;
Opportunity 7.2:	Explore opportunities for improving the aesthetic appeal and functionality of existing parkland and open space. Possibilities include implementing “soft oriented” temporary structures, such as terraces and urban furniture, along with vegetation and public art to promote animation and gathering spaces;
Opportunity 7.3:	Look for opportunities to provide smaller parkette spaces that are within short walking distances in the downtown area quadrants especially in the southeast quadrant. They should be central within each quadrant and can be of a minimum modest size of 0.5ha; and,
Opportunity 7.4:	Use the Jeux de la francophonie canadienne (2017), the Jeux de la francophonie international (2021), and other significant upcoming events to establish permanent facilities that meet both the short-term needs of the events and the long-term recreational needs of the community.

5.3.2 STRATEGIC DIRECTION #8: CONNECT TO THE RIVER

The Waterfront Park is a beautiful, 10km stretch of land along the Petitcodiac River to the south of Downtown Dieppe, which offers space for walking, cycling, walking dogs, and enjoying the view. The park includes a trail and is connected to the multi-use trail system that surrounds the city. There is presently a poor connection between Downtown Dieppe and the waterfront. Enhancing this connection would make the waterfront park more accessible and encourage movement between the two destinations. This connection would make Downtown Dieppe particularly attractive to visitors, who could take time to walk over to the river. The park is also lacking in amenities, such as furniture, lighting and garbage receptacles, that would make the space more accessible, safe, and attractive.

An opportunity for a riverfront park has been indicated for the southwest part of the study area west of Paul Street and south of Champlain Street. The potential location adjacent to the Petitcodiac River will provide additional green space in the downtown, a link between off and on-street cycling networks, a pedestrian connection to the upgraded Virginia and a downtown destination. This park could potentially be the terminus for a “green walk”, starting from the future intergenerational complex at the north end, progressing southward along Notre-Dame, past Place 1604 on Marché and then leading westward to Virginia which would terminate at the park with a crossing at Paul Street.

- Consider implementing a riverfront park as a trail head terminus in the Southwest Quadrant. This additional space would be a new amenity and recreational destination for the downtown and surrounding community and could provide a diversity of activities and park program for all seasons. This new park could provide for active recreation, informal play and passive contemplation, to ensure the success of the space by being designed as a continuously occupied public space.
- Ensure clear visible connection of the riverfront trail through streetscaping elements, especially along Paul Street, Virginia, and other surrounding residential streets. Clear physical connections could be made to the adjacent residential streets through special paving as well as clear wayfinding signage.
- Enhance the space surrounding the riverfront trail through additional amenities such as viewing platforms, information plaques, and possible areas for active play (where permitted).
- Mitigate visual blocks of the river produced by the future pumping station. This can be done through landscaped buffers and continuation.
- To ensure a more complementary relationship with the park and surrounding residential uses, the cladding of the future pumping station should be, where possible, clad in residential style masonry materials.
- Consider modifications to the Acadie Avenue at Marché Street / Virginia Avenue intersection to accommodate through movements by bicyclists from / to Marché Street and Virginia Avenue. These modifications could be incorporated with the proposed transit priority measure identified in Section 5.1.4 and it may be possible to accommodate bicyclists from the transit lane, similar to the configuration shown in Figure 5.25. Through access from Marché Street by non-transit vehicles is not advised as Virginia Avenue is a low volume local street and access would increase parking demand. Motorized vehicle access will be provided from the future Paul Street extension or via the parking around Place 1604.

Figure 5.25 Transit and bicycle-only signage, Dartmouth, NS



Figure 5.26 identifies primary and secondary connections to the proposed riverfront walk along with suggested locations for wayfinding signage.

Figure 5.26: Primary and secondary travel routes from Place 1604 to the proposed riverfront trail park



Below are sample images of what a scenic and active riverfront trail system may look like in Dieppe.

Figure 5.27: Naturalized water feature edge. Bradford, ON



Figure 5.28: Multipurpose waterfront trail, Oakville, ON



To successfully ensure an adequate level of parks and open spaces are provided in the downtown, the following Opportunities (that were previously derived in the *Downtown Dieppe Needs Assessment*) should be considered.

8. RIVERFRONT LANDS OPPORTUNITIES	
Opportunity 8.1:	Explore the possibility of acquiring public lands at key points along the riverfront to provide public access, parking and amenity space.
Opportunity 8.2:	Consider options for low-impact infrastructure investments such as picnic areas, viewing platforms, outdoor venues and play spaces.
Opportunity 8.3:	Investigate options for increasing connectivity between the downtown area and the riverfront through pedestrian corridors and wayfinding signage.
Opportunity 8.4:	Establish a central focal point in the design of the riverfront lands that provides an increased sense of place and a signature identity.
Opportunity 8.5:	Ensure the riverfront park and open space is linked and connected to adjacent pedestrian sidewalks and trails. Pedestrian connectivity to the park space, especially from Virginia Avenue., should be emphasized.

6 TRANSFORMATIONAL PROJECTS

In order to show how the strategic directions in chapter 6 would play out within different sections of the downtown area, a number of transformational projects have been selected which represent an opportunity to improve the vibrancy and viability of the downtown area. In order to represent how such improvements would affect the built environment of the downtown area, the project team has created a three dimensional model which is shown in the figures throughout this section.

CONCEPTUAL IMAGES

The purpose of the 3D model is purely conceptual and does not represent actual proposed structures. Rather, it is intended to represent vague boxes, within which new developments should fit if they meet the specific built form requirements of the design guidelines (See Appendix A). We understand that the City of Dieppe, and it's downtown will develop naturally as market forces and demand dictate, but also limited by land use regulations. As new developments are proposed for the downtown, we recommend that they be encouraged (or required) to meet the criteria set out in these guidelines.

The massing boxes shown in these images provide an accurate example of the various setback, height and form requirements found in the guidelines, would affect the aesthetics of the street, and how the proportions of the buildings affect each other and the street. It should be imagined while looking at the following images that many small buildings or a single larger building could fit within the massing boxes, but collectively they should all meet the requirements of the design guidelines.

Figure 6.1: Map depicting transformational project boundaries



Figure 6.1: Map depicting transformational project boundaries



6.1 CHAMPLAIN STREET AND ACADIE AVENUE CORRIDOR

The Champlain Street and Acadie Avenue corridors provide an opportunity to build upon the investments that have already been made by the City in and around Place 1604 and along Champlain Street. In the short term this type of development will predominantly occur along Champlain Street, however in the long term, Acadie Avenue will also receive similar development once Paul Street is upgraded. The diversion of major traffic flows to Paul Street will allow for the transformation of Acadie Avenue into a more pedestrian scaled mixed use corridor.

Figure 6.2: Champlain Street and Acadie Avenue Transformational Project boundary



6.1.1 URBAN GATEWAYS

Being the major entry points to the downtown, the City of Dieppe should consider where to place, and how to treat their urban gateways. Gateways are used to anchor a neighbourhood and provide visual cues to the visitor that they have arrived in a given area. They can come in the form of built up development, hard and soft landscaping, public art, streetscaping material, or even something as obvious as a designated welcome sign. For more detail on urban gateway design, please refer to the *Downtown Dieppe Urban Design Guidelines*.

Figure 6.3 presents suggested locations for downtown Dieppe's urban gateways, 3 of which should use a mix of larger/iconic development projects with soft landscaping. The fourth gateway, (located on Notre-Dame Street in between Ste-Therese School and Arena Centenaire), should utilize soft landscaping to signify the entry of the downtown. The selected streetscape palette for the downtown should also be extended to this gateway which will help to further signify visitor entry.

Figure 6.3: Suggested locations of downtown urban gateways



The following images illustrate examples of urban gateways and active downtown arterials and corridors.

Figure 6.4: Urban gateway signified by a landscaped boulevard. Broadway, Orangeville, ON.

Source: 2015 Great Street Winner, greatplacesincanada.ca



Figure 6.5: Urban gateway sign used in the Town of Newmarket, ON

Source: 2016 People's Choice: Street Winner, greatplacesincanada.ca



Figure 6.6: Unique building representing a downtown arterial's urban gateway, Pittsburgh, PA



Figure 6.7: Corner urban gateway represented by an iconic/higher building, Newmarket ON
Source: 2016 People's Choice: Street Winner, greatplacesincanada.ca



Figure 6.8: View of City Hall and new public space at the corner of Acadie Avenue and Champlain Street (looking southeast).



Figure 6.9: View looking east on Champlain at Marché St. Shows human scale massing.



Figure 6.10: View looking east on Champlain Street showing human scale massing.



Figure 6.11: Views looking south on Acadie Avenue. at Gauvin Rd.



Figure 6.12: Plan view of Acadie St. and Champlain Rd. in the Southeast Quadrant



6.1.2 DEVELOPMENT CRITERIA

MASSING, HEIGHT AND SITING

- Building heights will be a minimum of 3 storeys and a height of up to 5 storeys is encouraged. In exceptional circumstances where good design or public benefit are proposed, 2 storey buildings may be permitted (with 3 or more stories offered with incentives).
- Where height exceeds 3 storeys, each additional storey will be stepped back a minimum of 2.0m with 3.0m preferred.
- Building frontage widths should not exceed 50 metres in order to provide a more pedestrian scaled building width. Where buildings exceed this width they shall include deep vertical breaks to create the impression of shorter building widths.
- Setback of the building will ensure a consistent landscape and pedestrian zone with a minimum depths of 5.0m from the street curb to the building face.
- Main entrances face the street and should be emphasized through articulation and a canopy providing pedestrian weather protection.
- Building facades will be articulated through architectural detailing, features and clear glazing to provide an active façade to the street and visual interest.

PARKING AND SERVICING

- Parking should be located at the rear and/or below-grade and be accessed from a lane or shared driveway.
- Servicing and loading areas should be located at the rear of the property and where possible integrated within the building

BUILDING TYPE

- The building types that are encouraged and appropriate for the Champlain and Acadie Avenue corridors include:
 - Mixed-Use Residential
 - Mixed-Use Commercial
 - Office Building
 - Institutional and Civic Buildings

FEATURES

- A large civic or institutional building is envisioned for the northwest corner of Acadie Avenue and Champlain in order to emphasize this prominent corner and compliment the City Hall on the opposite corner. This also functions as a gateway to the centre of town, and should be highlighted with good architecture.
- The green space on the southwest corner of Acadie and Champlain opposite City Hall should be enhanced.
- New buildings should contain a mix of uses with retail and restaurant uses encouraged on the ground floor, and office and residential uses above.
- When facing on to an internal local road, residential uses should be encouraged at the ground floor along with complementary land uses (e.g. retail, commercial) and built form.
- Extensive streetscaping should be developed, especially in the commercial areas adjacent to City Hall and along Champlain. Utility lines should be placed underground and sidewalk lighting provided.

Figure 6.13: Street view of Champlain Street looking east from the intersection of Acadie Avenue and Champlain Street



6.1.3 CHAMPLAIN STREET AND ACADIE AVENUE RIGHT-OF-WAY DESIGN

Champlain Street and Acadie Avenue represent the two most prominent streets in Dieppe and Champlain specifically acts as the City's main thoroughfare and commercial corridor. As the main route to the Airport and Dieppe Industrial Park areas, this roadway sees high traffic volumes and high speeds throughout the day. In order to promote better and safer opportunities for active transportation, especially pedestrians, some key road design features are recommended.

The enhanced road design should include:

- Narrowed lane widths to promote slower speeds and safer crossings;
- Enlarged landscaped areas separating pedestrians from traffic, and providing a space for snow in winter;
- In areas where on-street parking is required, the landscaped area can be pushed back and narrowed to make way for a parking lay-by;
- Extensive use of street and sidewalk lighting, plantings and high-quality surfacing wherever possible; and,
- Marked crossings added at various locations.

Figure 6.14: Proposed Cross Section for Champlain St. and Acadie Ave.

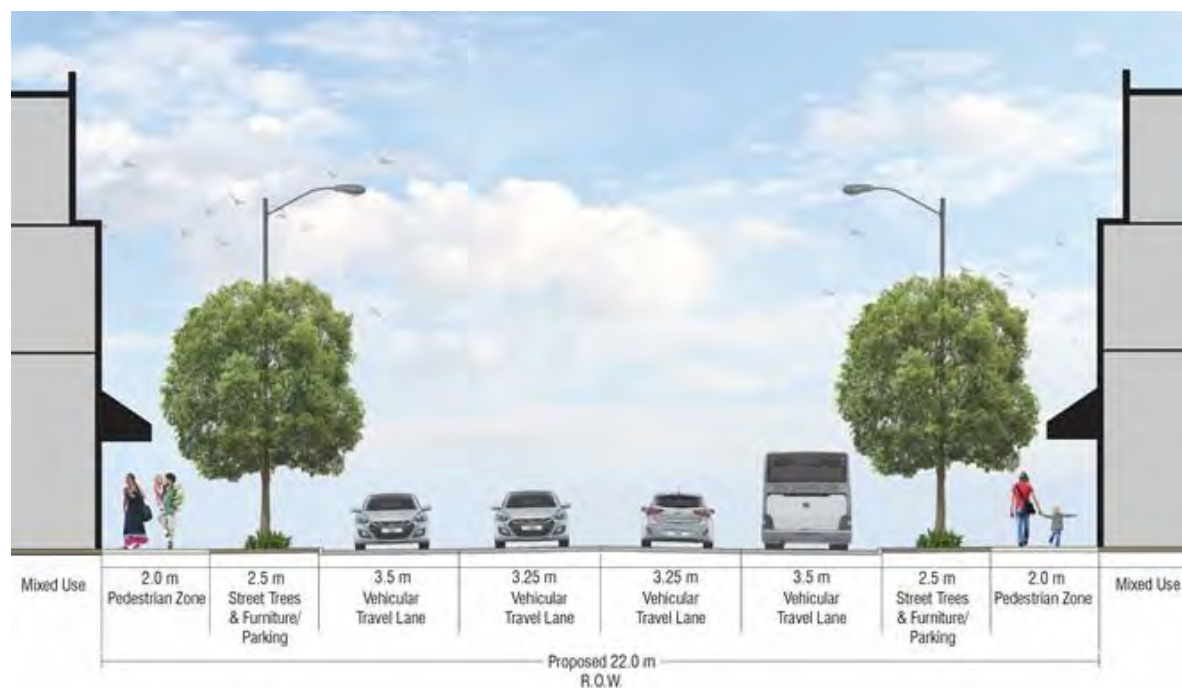


Figure 6.15: Active downtown main street in Newmarket, ON
Source: 2016 People's Choice: Street Winner, greatplacesincanada.ca



Figure 6.16: Garrison Woods, Calgary, AB. Source:



Figure 6.17: Water Street, St. John's, NL. Source: City of St. John's



6.2 PETITCODIAC RIVERFRONT PARK

Water has always been a fascinating medium to people of all ages and cultures. The Petitcodiac River, which flows past Dieppe and connects to the Bay of Fundy is an especially interesting body of water that attracts both adventure seekers and sight seers. It would be a mistake to not take full advantage of such an important natural asset within walking distance of the downtown area. The WSP project team recommends creating a strong pedestrian and active transportation connection between the downtown area and the riverfront, terminating at an enhanced, natural park.

6.2.1 DEVELOPMENT CRITERIA

The conceptual park area is proposed to be accessed directly from Virginia Avenue and located on a turn of the river, which provides exceptional views in either direction along the river bank. On Virginia Avenue, multiple access points to the park can be provided, and the adjacent residential neighbourhood can be enhanced by offering access to green space and active transportation trails.

The general idea of the park is to create a variety of activities for residents and visitors of all ages and abilities. The park area should follow universal design standards for optimized accessibility and comfortable use. We are proposing the following general design criteria, to be implemented during future design phases:

- To interact with the natural environment;
- To include active transportation facilities;
- To create a central hub;
- Provide an informational/educational area;
- Create a natural rehabilitation area and landscaped buffer zone;
- To increase public access and visibility;
- To improve access and connection from Champlain Street and Place 1604;
- Enhanced site grading, footpaths, boardwalks and bridges;
- To activate the space with furniture (e.g. benches, picnic tables, etc.) to attract use.

Currently, the site of the proposed Riverfront Park is open and undeveloped space. The adjacent lot(s) to the north of the site are also currently vacant or undeveloped. The City of Dieppe should consider further development on these adjacent lands to be built in such a way that design and land use are complementary to the future park. These adjacent land provide significant opportunity to have the public space (the park), transition into private spaces (e.g. cafés, restaurant patios, landscaped walkway, etc.).

Figure 6.18: Conceptual design for the Petiscodiac Riverfront Park



Figure 6.19: An example of a passive waterfront park area, Vancouver, WA
Source: Frenchmans' Bar Park, columbiariverimages.com



6.2.2 FEATURES

TRAIL SYSTEM

The existing trail system offers a good network for the proposed park and can be used as a main pathway, while secondary trail systems can be developed as well. This trail system should also connect all other functional areas (central hub, natural rehabilitation, informational, access, etc.) and create a solid base for a functional park.

ACCESS

We are proposing access points to the park along Virginia Avenue close to the connection at rue Grand-Pré and rue Beauséjour. Upgrading the existing graveled area into a functional and safe parking lot would save implementation costs and provide a strategical location with multiple access routes. Footpaths from the street and parking lot provide short access to activities within this park. It is the goal to provide space for a variety of main facilities and attractions within the Park.

To connect the park to the surrounding neighbourhood and the downtown area, it is recommended to provide enhanced pedestrian crossings across the Paul Street. With the new Paul and Collège Street extensions, the City of Dieppe risks separating the waterfront from the rest of the downtown area. To mitigate these impacts, proper pedestrian crossing must be provided near the riverfront park entryway. Such enhanced crossings could include visual cues such as a signalized or pedestrian activated flashing beacons, colour change in pavement at the identified crossing, appropriate landscaping and signage to slow traffic at the area of crossing, etc.

CENTRAL HUB

The central hub should be the main focus of the whole park where users meet, gather, celebrate and interact with each other and the surrounding natural space and neighbourhood. The central hub should have a landscape buffer along the north-west side of the property to screen the adjacent future pumping station.

This area also provides proximity to the view terminus of both Virginia Avenue and the future Paul Street extension, which will draw interest and attention along these streets.

INFORMATIONAL AREA

Close to the Hub we anticipate to establish an informational area that provides opportunities for educational programs about natural habitats and local history. The rest of the park should be used as natural rehabilitation space and flood plain space where room is provided. These spaces can be used for passive activities in order to reconnect with nature, relax and foster natural awareness. It is understood that during high tides, much of the riverbank area is used as a flooding buffer. In order to connect with the natural environment, the informational area may need to be hosted on a structure (e.g. boardwalk), that meets the environmental requirements of the respective Provincial authority.

ENVIRONMENTAL CONSIDERATIONS

The natural flooding patterns of the Petitcodiac River should be considered, intensively studied and understood before entering these spaces with invasive installations. We recommend a buffer of at least 15m from the edge of the top slope of the river to avoid flooding and safety issues for users of the park. Strategic site grading should also be considered to protect areas where public spaces and infrastructure are planned.

Figure 6.20: Riverfront park with seating at Privateer Park, Liverpool, NS



Figure 6.21: Riverfront trail allowing for interaction with natural environment, Richmond, BC
Source: Terra Nova Rural Park - Previous Great Place Nominee, greatplacesincanada.ca



Figure 6.22: Regional park entrance accommodating pedestrian and cyclists with entryway and footbridge, Acadia Park, NS

Source: Acadia Park: Previous Great Place Nominee, greatplacesincanada.ca



Figure 6.23: Regional park providing a central community hub and accommodating passive recreation. Westville, NS Source: Previous Great Place Nominee, greatplacesincanada.ca



6.3 PLACE 1604 DISTRICT

Place 1604 and the Dieppe Market have continuously been identified as the core region of the downtown. This area has catalyzed development and growth in Dieppe and is a true hub for existing culture and civic life. This district should continue to serve the public by providing programmable public spaces, pedestrian oriented land use and right of way design. Although the majority of the Place 1604/Dieppe Market has been recently developed, future expansions to the Dieppe Market are in the works, and new development is occurring on nearby adjacent parcels of land (e.g. the new Hotel that abuts the public space of Place 1604). Further properties located along Marché Street and on Gauvin Road are also to likely be developed in the near future.

New development in this area will need to provide appropriate built form that enhances and respects the existing context and the civic spaces within this district. As an important central location adjacent to existing public buildings, this area has significant potential for creating highly desirable land to develop and as well as catalyzing high-quality development in and around the area.

Figure 6.24: Place 1604 District boundary



Figure 6.25 and 6.26: Flexible public spaces able to host organized events. Top: Stuart Park, Kelowna, BC
Bottom: Courtyard Square, Goderich, ON

Source: 2015 and 2013 Great Place in Canada Winner- Public Space, greatplacesincanada.ca



6.3.1 GAUVIN ROAD SHARED STREET

A shared space street is proposed for the portion of Gauvin Road bisecting the Dieppe Market and Place 1604. This portion of the road is envisioned to be curbless with decorative paving extended over the extent of the road width along with a continuation of tree planting and landscaping. This portion of the road will accommodate pedestrians, cyclists and vehicular traffic. The decorative paving is envisioned to extend into the market parking area ensuring that the areas adjacent to Gauvin Road “read” as one continuous space and provide for easy transition to outdoor market space. This is meant to be a blended portion of road that prioritizes pedestrians and cyclists while allowing access to automobiles throughout the year but also allows for closure of this portion of Gauvin Road to serve as part of an event space. By introducing a curbless road and extension of decorative paving, it allows for an uninterrupted connection between Place 1604 and the Market creating a larger overall event space by minimizing vehicular activity during municipal events.

Figure 6.27: Shared street example. Schönebeck, Germany



Figure 6.28: Shared street example. Preston, UK



Figure 6.29: View of suggested Gauvin Rd. shared street looking on to Place 1604



Figure 6.30: View of Gauvin shared street looking on from the Gauvin Rd/ Marché St. intersection



Figure 6.31: Southeast view of Place 1604



Figure 6.32: Elevated view of Place 1604 District. View from the Marché St./ Acadie Ave. intersection looking northwest.



6.3.2 DEVELOPMENT CRITERIA

MASSING, HEIGHT AND SITING

- Building heights will be a minimum of 3 storeys and a height of up to 5 storeys is encouraged. In exceptional circumstances where good design or public benefit are proposed, 2 storey buildings may be permitted (with 3 or more stories offered with incentives).
- Where height exceeds 3 storeys, the fourth storey will be stepped back a minimum of 3.0m.
- Building frontage widths should not exceed 50 metres in order to provide a more pedestrian scaled building width. Where buildings exceed this width they shall include deep vertical breaks to create the impression of shorter building widths.
- Setback of the building will ensure a consistent landscape and pedestrian zone with minimum depths of 5.0m from the street curb on Marché Street.
- Main entrances for buildings on Marché Street will face the street and be emphasized through articulation and a canopy providing pedestrian weather protection.
- Building facades on Marché Street will be articulated through architectural detailing, features and clear glazing to provide an active façade to the street and visual interest.
- New buildings along Champlain Street that have a façade facing Place 1604, will have clear glazing at-grade to address this public space and provide for supportive amenities or retail functions.

PARKING AND SERVICING

- Parking should be located below-grade where possible, and be accessed from a shared lane or driveway.
- Servicing and loading areas should be located discretely at the side or rear of the building and where possible integrated within the building. They shall not be located on the side facing the park, or the “shared street” facades.

BUILDING TYPE

- The building types that are encouraged and appropriate for the Place 1604 district include:
 - Mixed-Use Residential
 - Mixed-Use Commercial
 - Hotels (with active at-grade retail/commercial uses)
 - Institutional and Civic Buildings

6.3.3 CONCEPT CHARACTERISTICS

The area around the market and Place 1604 represents the very centre of civic life in Dieppe. The city has taken the proactive step of investing heavily in a centralized collection of public buildings and institutions in this area surrounding a public open space. One of the biggest commercial draws in Dieppe is also located here, (the Dieppe Market). These various uses act as a hub for the downtown area and naturally attract people. In order to build on this natural draw and create a critical mass of activity, additional development should be focused here in a strategic way.

FEATURES

- New public or commercial mixed-use buildings in this area should exhibit the highest quality architectural design.
- Public open spaces are landscaped, and hard surfacing is textured where possible to denote pedestrian priority over vehicle traffic.
- Major public landscaped walkways should connect public buildings with open space areas and the market area.
- Lighting, streetscaping and landscaping should be of very high quality and be continuous so as to encourage pedestrian through-traffic and evening use.
- New buildings should be designed with active ground floor spaces wherever they abut public open space.

Figure 6.33: Saint John Market situated on pedestrian oriented and designed right of ways
Source: 2013 Great Place in Canada Winner – Public Place, greatplacesincanada.ca

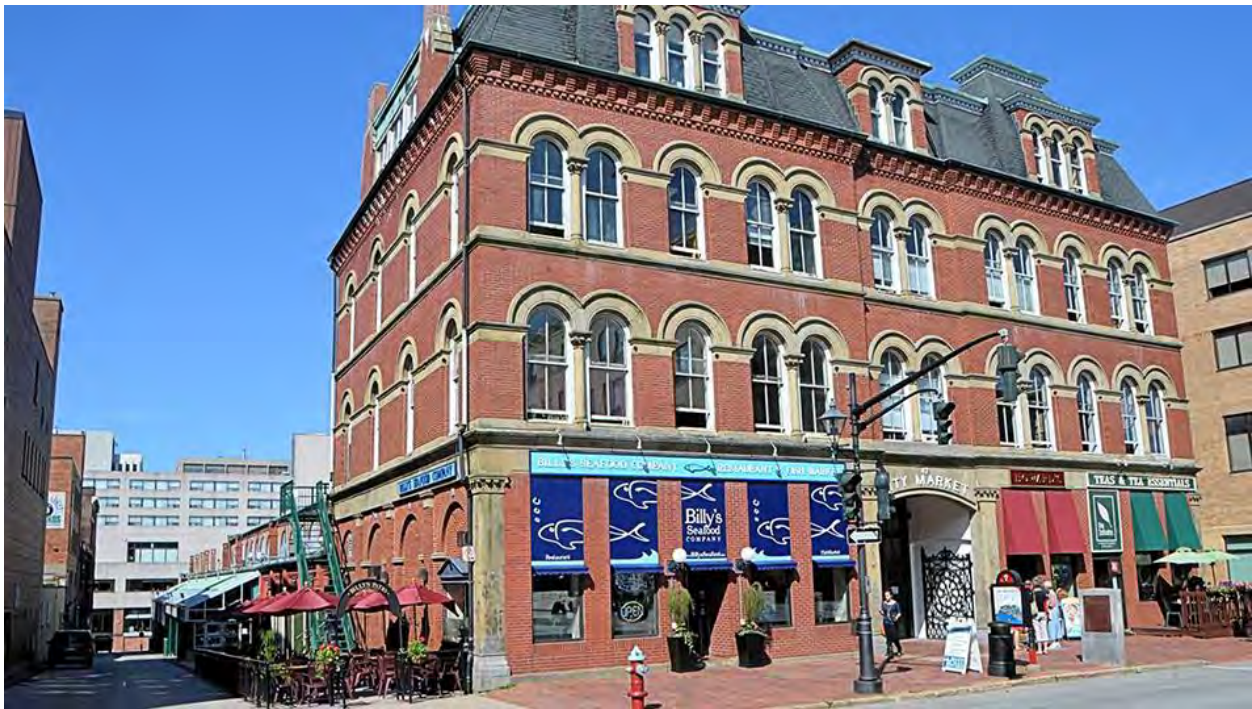


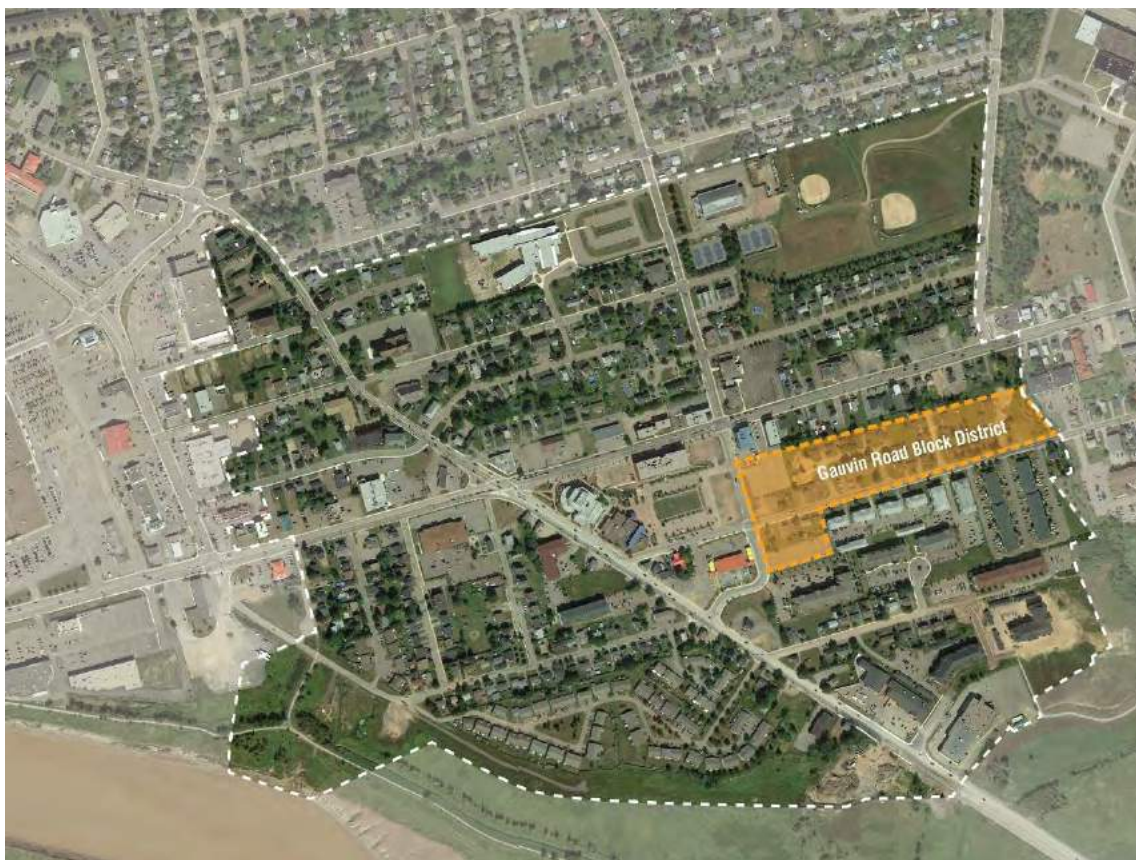
Figure 6.34: Example of how private businesses can complement public land (rights of way). Halifax, NS
Source: Erika Proctor Real Estate



6.4 GAUVIN ROAD BLOCK DISTRICT

The Gauvin Road Block District represents an opportunity to provide a broad range of residential and mixed-use development as well as a new north-south road connection to enhance the existing road pattern and pedestrian connectivity. The block district will also provide the opportunity to introduce an east-west sidewalk and landscaped zone along the north side of Gauvin Road leading to Place 1604.

Figure 6.35: Gauvin Road Block District Boundaries



The Gauvin Road Block District will be where a major proportion of downtown Dieppe's new development will occur and should consist primarily of commercial, retail and residential land uses. Figure 6.36 presents a conceptual orientation of what this Gauvin Road Block District land area could look like.

Figure 6.36: Plan view of the proposed Gauvin Road Development District



6.4.1 DEVELOPMENT CRITERIA

MASSING, HEIGHT AND SITING

- Building heights will be a minimum of 2 storeys and a height of up to 4 storeys is encouraged. Buildings sited along the future extension of Collège Street may be permitted up to 5 storeys.
- Where height exceeds 3 storeys, each additional storey will be stepped back a minimum of 3.0m at each additional storey.
- Building frontage widths should not exceed 50 metres in order to provide a more pedestrian scaled building width. Where buildings exceed this width they shall include deep vertical breaks to create the impression of shorter building widths.
- Live/Work or Townhouse blocks should not exceed 50 metres or approximately 8 to 10 units.
- Setback of the building will ensure a consistent landscape and pedestrian zone with minimum depths of 4.5m from the street curb on Gauvin Road, the future extension of Collège Street and the proposed new mid-block street.
- Where block sizes are overly long, mid-block connections that accommodation active transportation modes should be provided.
- Main entrances for buildings will face the street and be emphasized through wall articulation, architectural detailing/features, clear glazing, canopies and porches on residential townhouses.

- Live/Work units along the Gauvin Road frontage may have a hardscaped front yard with tree planting surrounded by tree grates to permit outdoor patio spaces where they complement at-grade small commercial uses.

Figure 6.37: An example of a well-designed mid-block connection



Figure 6.68: A landscaped, pedestrian-only mid-block connection. West End, Vancouver, BC.
Source: 2015 Great Place in Canada Winner – Neighbourhood, greatplacesincanada.ca



Figure 6.39: View of proposed mid-block connection from Champlain St. adjacent to 200 Champlain complex looking into Place 1604.



PARKING AND SERVICING

- Parking should be located below-grade and be accessed from a shared lane or driveway for low rise apartment buildings.
- Parking for live/work units and townhouse units shall be located at the rear and accessed from a lane. Some townhouse units may include front-loaded garages and driveways where they are located internally to the block and shall not be permitted on Gauvin Road or Collège Street.
- Servicing and loading areas should be located discretely at the rear of the building and where possible integrated within the building.
- Estimates of additional parking supply within this area indicate that with the parking layout and construction of a four level parking structure as indicated, sufficient parking will be provided to accommodate estimated parking demand (see Figure 6.40 for calculations).

Figure 6.40: Plan view of Gauvin Road Block District with anticipated parking needs



Gauvin Road Development Block - Anticipated Parking Needs

Building Number	Storeys	SI (Retail/Residential/Commercial)	Residential*	Office/Commercial Above Grade	Parking spaces**
1	4	1,100 sq. m.	3,000 sq. m. (approx. 30 units)	3,100 sq. m.	1,100 sq. m. (approx. 27 spaces)
2	4	1,400 sq. m.	3,900 sq. m. (approx. 39 units)	4,000 sq. m.	1,400 sq. m. (approx. 35 spaces)
3	4	1,400 sq. m.	3,900 sq. m. (approx. 39 units)	4,000 sq. m.	1,400 sq. m. (approx. 35 spaces)
4	4	1,000 sq. m.	2,700 sq. m. (approx. 27 units)	2,800 sq. m.	1,000 sq. m. (approx. 25 spaces)
5	4	1,100 sq. m.	3,100 sq. m. (approx. 31 units)	3,100 sq. m.	1,100 sq. m. (approx. 27 spaces)
6	4	N/A (800 sq. m. ground)	3,100 sq. m. (approx. 31 units)	N/A	800 sq. m. (approx. 20 spaces)
7	4	N/A (1,000 sq. m. ground)	4,100 sq. m. (approx. 41 units)	N/A	1,000 sq. m. (approx. 25 spaces)
8	4	N/A (700 sq. m. ground)	2,900 sq. m. (approx. 29 units)	N/A	700 sq. m. (approx. 17 spaces)
9	4	N/A (700 sq. m. ground)	2,900 sq. m. (approx. 29 units)	N/A	700 sq. m. (approx. 17 spaces)
10	4	N/A (700 sq. m. ground)	2,900 sq. m. (approx. 29 units)	N/A	700 sq. m. (approx. 17 spaces)
11	4	N/A (600 sq. m. ground)	2,400 sq. m. (approx. 24 units)	N/A	600 sq. m. (approx. 15 spaces)
12	4	N/A (750 sq. m. ground)	2,840 sq. m. (approx. 28 units)	N/A	750 sq. m. (approx. 18 spaces)
13	4	N/A (750 sq. m. ground)	4,100 sq. m. (approx. 41 units)	N/A	750 sq. m. (approx. 18 spaces)
14	4	1,010 sq. m.	2,670 sq. m. (approx. 26 units)	1,010 sq. m.	1,010 sq. m. (approx. 25 spaces)
15	4	940 sq. m.	2,430 sq. m. (approx. 24 units)	940 sq. m.	940 sq. m. (approx. 23 spaces)
16	3	670 sq. m.	1,340 sq. m. (approx. 13 units)	670 sq. m.	670 sq. m. (approx. 16 spaces)
17	4	N/A	N/A	N/A	8,192 sq. m. (approx. 230 spaces)
Total (approx.):			252 (Blocks 6 - 13) to 481 units (Blocks 1 - 16)		360 (Blocks 1 - 16) to 612 spaces (incl. structured parking)

*Assuming residential GFA of 100 sq. m. per unit

**Assuming 1 level of underground parking under building footprint

Note: Total at-grade parking for entire development is 262 spaces

BUILDING TYPE

- The building types that are encouraged and appropriate for the block district include:
 - Mixed-Use Residential
 - Low-Rise Apartment Buildings
 - Live/Work Townhouse Units
 - Townhouses (lane-based)
 - Structured Parking Garages (with active at-grade retail/commercial uses)

Figures 6.41: Medium density residential building types can add the required density while respecting the character of the street and allowing a faster build-out.



Figure 6.42: Good building design that is built at human scale, with continuous vertical breaks helps to create an environment that is aesthetically pleasing and comfortable for the pedestrian.



6.4.2 CONCEPT CHARACTERISTICS

The Gauvin Road Block District concept illustrates the built form characteristics envisioned for the transformation and enhancement of the downtown as a place to live, work, play, and move by providing active transportation opportunities, a mix of land uses, and medium to high density residential development on well-designed streets. The following sections detail the specific concept elements which are recommended throughout this transformational project area.

MARCHÉ STREET

- A 3-4 storey commercial building with retail at grade and a four level parking structure behind with access to both Marché and Gauvin Streets could be considered for this location. This structure will provide parking and retail amenity for Place 1604, the Dieppe Market, new hotel and the surrounding area.

CHAMPLAIN STREET

- Buildings for the Champlain frontage are envisioned to continue with the mixed use character and built form with at grade retail / commercial uses and office or residential uses above. Parking will be provided in the rear and accessed from a rear lane.

- The building heights are shown at 3 to 4 storeys but being a main street additional height should be considered. At the very least additional height could occur at the gateways on Champlain. In exceptional circumstances, heights of 2 storeys can be considered where quality design and public benefit are proposed.

GAUVIN ROAD AND COLLÈGE STREET EXTENSION

- Building along these street frontages are comprised of 3-4 storey apartment buildings that provide a continuous street frontage with pedestrian friendly streetscapes and human-scaled building heights.
- The reconfiguration of the large block district will allow for streetscape improvement along both frontages that includes a continuous tree planting edge between the roads and sidewalk.
- Parking for these blocks are below grade where possible and include visitor parking spaces at grade.

OTHER FEATURES

- A new north–south local road is proposed to provide better vehicular and non-vehicular circulation while providing block lengths (less than 200m) that may encourage more pedestrian activity and convenience.
- A new park space has been provided adjacent to the new road and at the intersection with Gauvin Road. This is in keeping with the objectives outlined in earlier sections of this report. This feature will reinforce the idea of creating a linked circuit of green spaces within the downtown.
- Should explore options to bury existing and future utility lines that are typically located above ground.
- Keep parking and traffic circulation interior to the site and away from active streets.
- Consider permitting access from Collège Street as right in/right out only.

Figure 6.43: New proposed park as part of the Gauvin Road Block District. View looking northwest from Gauvin Rd.



Figure 6.44: Gauvin Road Block District Concept looking northeast from the Gauvin Rd./Marché St. intersection



Figure 6.45: Gauvin Road Concept design looking southwest from the Champlain St./ Collège St. intersection



Figure 6.46: View of roundabout and elevated street view of the Gauvin Road Block District. View looking northeast from the corner of Collège St./Gauvin Rd.



6.4.3 GAUVIN ROAD RIGHT-OF-WAY DESIGN

Gauvin Road will play an important role in the further evolution and development of downtown Dieppe. The envisioned future development for the majority of the north side frontage provides an opportunity to enhance the streetscape along this edge. It will also provide a strong multimodal (transit, walking, and cycling) east-west connection leading to Place 1604.

Building on the current road section which includes bike lanes and vehicular travel lanes, the proposed enhancement to the road section introduces a street tree edge and sidewalk on the north side. The proposed enhancement would require some encroachment into the existing property lines on the north side of Gauvin as indicated in the road section illustrated below, and there may be an opportunity to add on-street parking on one or both sides.

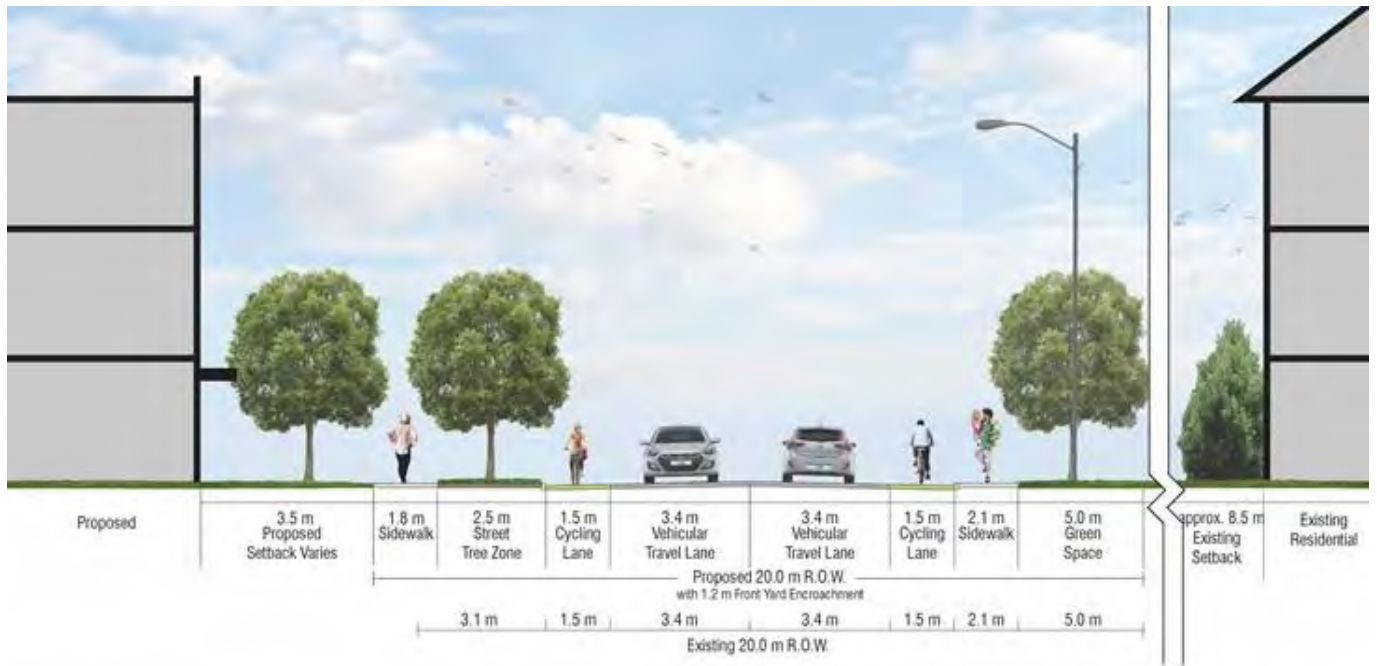
The enhanced road section will include:

- Two 3.4m wide travel lanes;
- Two 1.5m wide cycling lanes;
- Street trees on both sides of the street adjacent to the sidewalk and on the north side separating the road from the sidewalk;
- Street tree plantings within a minimum 2.5m wide zone on the north side; and,
- Sidewalks on both sides of the street with a new 1.8m wide sidewalk on the north
- On-street parking, where possible (to be provided outside of the bicycle lane),.

Although bus lanes were considered for this roadway the bus lane is not expected to offer sufficient benefit given the transit frequency and the uni-directional nature of the transit lane. Given the low frequency of transit along this corridor and the lack of through connections to the east, it is recommended that transit vehicles share the general use lanes. Transit laybys could be considered at transit stops. Active transportation is accommodated through a new sidewalk on the north side that is setback from the roadway with a planting area and existing on-street bicycle lanes.

Important take-away the Gauvin Road right of way design is that the existing space provided does not accommodate everything in the existing 20m space. In order to accommodate cyclists, cars and pedestrians within the right of way, as well as providing the minimum planting strip for healthy trees, a 1.2m encroachment must be done on to adjacent properties. If this is not an option for the City, right of way trade-offs must be made (e.g. narrower driving lanes, one unidirectional bicycle lane, instead of two, etc.). These decisions should be made prior to, or during the detailed design level.

Figure 6.47: Suggested Gauvin Road Cross Section Design



6.5 DOWNTOWN SHOULDER DISTRICTS

The Downtown Shoulder Districts are areas of the downtown surrounding all of the other downtown districts. The majority of properties in these districts are within 400 to 500 metres from the city centre at Place 1604. Although currently, much of the existing building typology found in these areas is comprised of low density single-detached dwellings, the proximity to the Acadie/Champlain corridors suggests that higher density residential and mixed-use land uses could (and should) be encouraged. These Downtown Shoulder areas have a range of amenities located within them including access to public transit, recreation facilities, a school, places of worship, etc. Although these areas should not be the primary growth regions in the downtown, (density should be focused on the Gauvin Road Block District as well as along the Champlain and Acadie corridors), some growth in these shoulder areas should be encouraged to make the best use of municipal amenities and services and avoid the impacts of urban sprawl.

Figure 6.48: Downtown Shoulder Transformational Project boundary



6.5.1 DEVELOPMENT CRITERIA

MASSING, HEIGHT AND SITING

- Building heights may range from bungalows to 3 storey residential buildings (detached, semi-detached, and townhouse). Low rise apartment buildings up to 4 storeys shall also be permitted.
- Buildings sited along Notre-Dame and Collège Street may be permitted to include townhouse blocks to address the importance of these north-south streets within downtown Dieppe.
- Front yard setbacks of new or infill buildings should be consistent with adjacent existing residential units or 6.0 metres.
- Massing of new or infill buildings should respond to adjacent existing residential units.
- Roof lines will generally include a pitched or gabled roof style to complement existing residential roofscapes.

Figures 6.49: Townhouse-style developments can create a transition from main commercial streets to residential neighbourhoods. Brampton, ON



Figure 6.50: Townhouses offering gentle density while still respecting residential built form



Figure 6.51: Acadie Ave. and Olivier looking southwest. Model shows townhouse development in the Champlain/Acadie corridor as a transition to the adjacent Downtown Shoulder District



PARKING AND SERVICING

- Parking and garages should be located at the side behind the front wall of the house or at the rear of the property.
- Utility and hydro meters should be located on the side elevation of the dwelling, not on its front elevation facing the street.

BUILDING TYPE

- The building types that are encouraged and appropriate for the Downtown Shoulder District include:
 - Detached Dwellings
 - Semi-Detached Dwellings
 - Townhouses
 - Live/Work Townhouse Units
 - Low-Rise Apartment
 - Institutional
 - Mixed-use buildings with ground floor retail or commercial may be encouraged for buildings facing on to Acadie Ave. or rue Notre-Dame, especially where existing retail, commercial, or office buildings may be located.

6.5.2 FEATURES

- Infill adjacent to commercial corridors should include townhouse-style units to provide a transition from higher-density areas to single-family neighbourhoods.
- New construction should be of a similar form and height so as not to overwhelm existing low-density residential areas, but a mixture of housing types within these areas should be encouraged.
- Opportunities to allow additional units or secondary suites in primarily single-family areas should be encouraged to promote housing affordability.

6.5.3 FUTURE INTERGENERATIONAL COMPLEX

The City of Dieppe have identified Parc Centenaire as the site to host the future Intergenerational Complex. While these plans are still in preliminary phases, this Master Plan encourages the overall intent of the new complex to be located within the Downtown Shoulder Districts of the area. The future complex will serve residents from within and beyond the downtown's boundaries and act as a major recreation hub that will contribute to the vibrancy of the overall area. This type of development is an example of best-practice land use within an already established urban neighbourhood where future growth can be accommodated in. Its close proximity to the downtown also provides residents and visitors with another destination point within walking distance.

7 EXISTING AND FUTURE POLICES

This section of the Downtown Dieppe Master Plan identifies tools that can be used to implement the recommendations, opportunities and transformational projects which have been identified throughout the master plan document. This section contains three parts:

1. Planning Policies and Direction
2. Financial Investment, Incentives, and Revenue Generation
3. Organizational and Management Excellence

Part one includes examples of existing Municipal Development Plan Policies and strategic direction for other current policy documents which support the recommendations stemming from this master plan. It also suggests additional policy statements which could optionally be added to the Municipal Development Plan, or a future downtown secondary plan in order to promote the recommendations provided by this master plan.

Part two identifies implementation tools and mechanisms which can be used by the municipality to implement the recommendations.

Part three looks at opportunities for the City and Expansion Dieppe to provide support to local businesses, and to foster additional private investment in the downtown area.

7.1 PLANNING POLICIES AND DIRECTION

STRATEGIC DIRECTION #1: ENHANCE THE RIGHT OF WAY EXPERIENCE

Existing Policy:

- *Dieppe MDP 5.10: It shall be a policy of Council to encourage urban design that promotes active transportation while ensuring good accessibility and connectivity between residential areas and commercial developments through sidewalks, bike paths and the recreational trails system.*
- *Dieppe MDP 6.5.2: Council will promote a high-quality urban environment in the downtown area:*
 - *by encouraging development of a built environment where priority is given to pedestrians, cyclists and public transit users while facilitating automobile traffic;*
 - *by encouraging an inviting environment for pedestrians, cyclists and public transit users through street connectivity, land development, architectural design, streetscape improvements, interfaces between public and private lands and buildings, and mixed land use.*
- *Dieppe MDP 8.2: Streetscapes – The character of the street environment shall be enhanced through the integrated design of sites, buildings, streets and streetscape improvements. Existing streets shall be examined for their qualities as pedestrian spaces and visual links as well as carriers of traffic, and guidelines may be adopted to enhance these qualities.*
- *Destination 2040 – To Create: An urban, pedestrian-oriented environment that is characterized by ease of access, an attractive public realm, and reduced traffic congestion.*

Suggested Future Policy:

1. Ensure safety for all users of municipal rights-of-way in the downtown area by ensuring adequate separation of transportation modes through planting, landscaping, physical barriers and painted lines, and through the use of street lighting on sidewalks, bike lanes and roadways.
2. Promote and maintain comfort and aesthetic value on municipal rights-of-way through generous landscaping, street furniture, amenities, public art installations, street trees and canopies.

STRATEGIC DIRECTION #2: INTEGRATE ACTIVE TRANSPORTATION**Existing Policy:**

- *Dieppe MDP 6.5.6: It shall be a policy of Council to ensure that the downtown area is accessible by various modes of transportation including walking, biking, public transit and automobile.*
- *Dieppe MDP 9.1: It shall be a policy of Council to encourage planning initiatives that target an integrated, complete and sustainable multimodal transportation system through the Transportation Plan, the Active Transportation Plan and the Destination 2040 Transportation Plan.*
- *Dieppe MDP 9.2: It shall be a policy of Council to acknowledge all modes of transportation, including walking, biking, bus, car, train and plane, as essential components of the general transportation system.*
- *Dieppe MDP 9.6: It shall be a policy of Council to maintain walking and biking trails system to encourage active transportation.*
- *Dieppe MDP 9.11: It shall be a policy of Council to encourage transit-oriented development by promoting higher-density development near transit stops along arterials and collectors.*
- **Destination 2040: *Primary goal:* to produce a broad and strategic study that builds on the community vision and lays down a path for building a sustainable and balanced transportation network.**
 - *To Create: A lower regional carbon footprint through the development of viable and attractive alternatives to the traditional single-occupant vehicle mode of travel.*

Suggested Future Policy:

1. Create and maintain a complete and seamless active transportation network with continuous bicycle lanes and sidewalks within the downtown area interconnected to the regional multi-purpose trail system.

STRATEGIC DIRECTION #3: IMPROVE CONNECTION AND CIRCULATION**Existing Policy:**

- *Dieppe MDP 9.0 Objective: To create an integrated, complete and sustainable multimodal transportation system.*

- *Dieppe MDP 9.1: It shall be a policy of Council to encourage planning initiatives that target an integrated, complete and sustainable multimodal transportation system through the Transportation Plan, the Active Transportation Plan and the Destination 2040 Transportation Plan.*
- *Dieppe MDP 5.2: The goal is to establish a continuous network of cycling paths, preferably off roads. In cases where off-road paths are unfeasible, for example in densely developed areas, cyclists should use roads designated as key bike routes.*
- *Destination 2040 – To Create:*
 - *A vibrant, mixed-use transportation network linking residential, commercial, retail, cultural, educational recreational and other public spaces into a sustainable and livable community.*
 - *An interconnected, multi-modal transportation system making all areas of the region readily accessible to all residents and well connected to destinations beyond.*
 - *Connections in the downtown area of the three municipalities both within themselves and to surrounding areas with easily accessible pedestrian and cycle routes .*
 - *True networks by infilling gaps active transportation gaps in trail and cycling networks, such as between downtown Dieppe and the waterfront, between downtown Moncton and the University, or between south and north Riverview.*
 - *Where possible on medium or high-volume roads, shared lanes should be converted to full bike lanes.*

Suggested Future Policy:

1. Existing off-road multi-use trails should be connected to the downtown area through paved, demarcated and dedicated pedestrian and cycling lanes and sidewalks to ensure safety and connectivity.

STRATEGIC DIRECTION #4: ENHANCE THE PUBLIC TRANSIT NETWORK

Existing Policy:

- **Dieppe MDP Goal 3:** *Improving the quality and safety of all modes of transportation by implementing “complete streets” that are designed to serve a wide range of modes of transportation, focusing on pedestrians, cyclists and transportation services.*
- **Dieppe MDP 9.11:** *It shall be a policy of Council to encourage transit-oriented development by promoting higher-density development near transit stops along arterials and collectors.*

Suggested Future Policy:

1. Higher density residential and commercial development, and a mix of housing types should be encouraged along transit routes in order to make efficient use of public transportation and minimize reliance on private automobiles wherever possible.
2. Transit infrastructure should be optimized to provide shelter and safety for users, and should be placed at regular intervals to encourage transit use in commercial areas and in densely populated residential areas.

3. Options for Transit Priority Measures (TPM) and increased service frequency should be investigated, particularly along busier corridors, and during peak times of day. Discussions with Codiac Transpo will need to be held at an appropriate time to address the extra costs associated with added frequency through these areas.

STRATEGIC DIRECTION #5: HUMAN SCALE BUILT FORM

Existing Policy:

- *Dieppe MDP 6.5.5: It shall be a policy of Council to promote downtown development that inspires a sense of place through developing human-scale streetscapes, green spaces and buildings.*
- *Dieppe MDP 8.0 Objectives:*
 - *To contribute to the City of Dieppe's quality of life by creating a safe, attractive, stimulating, accessible, and barrier free environment in which to live and work;*
 - *Fostering good design of the urban environment contributes to creating a "Sense of Place and Identity" and strengthens Dieppe's attractiveness;*
- *Dieppe MDP 8.2 Streetscapes – The character of the street environment shall be enhanced through the integrated design of sites, buildings, streets and streetscape improvements. Existing streets shall be examined for their qualities as pedestrian spaces and visual links as well as carriers of traffic, and guidelines may be adopted to enhance these qualities.*

Suggested Future Policy:

1. New development and construction should be built in-keeping with the design guidelines and should be of a scale that is reflective of the surrounding uses and the width of the street.

STRATEGIC DIRECTION #6: MIX OF LAND USES

Existing Policy:

- *Dieppe MDP Goal 2: Reducing urban sprawl by focusing on promoting a strong, connected, mixed-use community.*
- *Dieppe MDP Goal 5: Promoting and making available a range of residential housing that reflects the diversity of current and future community needs, including housing that suits a wide range of incomes and lifestyles.*
- *Dieppe MDP 5.9: It shall be a policy of Council to promote a compact urban form, higher-density housing, and mixed use within commercial and mixed-use nodes ... in order to encourage use of public transit.*
- *Dieppe MDP 6.5.2: Council will promote a high-quality urban environment in the downtown area:*
 - *by encouraging a mix of residential, commercial, community, cultural and recreational facilities in the downtown area in order to allow people of all ages to live, work, shop and play;*
 - *by allowing high-density land and building use while acknowledging that, to remain a livable environment for residents, this high density must be accompanied by a high quality urban development and esthetic so that residents can fully benefit from the advantages downtown area and existing attractions;*
 - *by encouraging continuous development of a strong, stable residential component with a mix of building types, tenures and price levels within the downtown designated area;*

- *by encouraging an inviting environment for pedestrians, cyclists and public transit users through street connectivity, land development, architectural design, streetscape improvements, interfaces between public and private lands and buildings, and mixed land use.*
- *Dieppe MDP 6.5.4: It shall be a policy of Council to continue to promote intensification and infill development opportunities in the downtown area in order to encourage mixed uses with a compact urban form.*

Suggested Future Policy:

1. Commercial zones should encourage a mix of residential and commercial uses in order to promote population density in commercial areas, to increase the potential value of properties, and to promote activity and vibrancy, especially along main streets and transit routes.
2. Ensure that zoning regulations, financial incentives and other tools are created and implemented in such a way as to encourage a vibrant, active, sustainable and economically viable downtown area with a mix of businesses, housing types and attractions aimed at residents and visitors of all ages and income levels.
3. Identify where future revenues generated for the City (within the Downtown Dieppe study area), could be later used for public realm enhancement (e.g. public amenities, infrastructure upgrades, provision of open spaces, etc.).

STRATEGIC DIRECTION #7: CREATE A CLEAR OPEN AND GREEN SPACE NETWORK

Existing Policy:

- *Dieppe MDP Goal 1: Providing the best municipal, community and leisure services, and the best urban environment possible, taking into account the tax base available.*
- *Dieppe Wellness Strategy: Developing green spaces to encourage people to participate in sports and unstructured physical activity.*
- *Dieppe Strategic Plan 2016-2020 - Development of a Green and Sustainable City: The City of Dieppe aspires to respect and protect the environment, and to develop land in a manner that fosters green spaces, parks and trails and that encourages a healthy lifestyle and community.*

Suggested Future Policy:

1. Ensure publicly accessible green spaces are created throughout the city with the goal of providing public outdoor spaces within a 400m walk of every resident in the downtown area.
2. Move to create a variety of public open spaces suitable for both passive and active recreation uses including dog parks, playgrounds, picnic areas, etc.

STRATEGIC DIRECTION #8: CONNECTION TO THE PETITCODIAC RIVER

Existing Policy:

- *Dieppe MDP Goal 1: Providing the best municipal, community and leisure services, and the best urban environment possible, taking into account the tax base available.*
- *Dieppe Wellness Strategy 2016-2018 Objectives: Improving land use to promote physical activity;*
 - *Ensuring there is a network of pathways allowing for active transportation between various destinations within the municipality;*
 - *Developing green spaces to encourage people to participate in sports and unstructured physical activity;*
- *Dieppe Park and Trails Master Plan Introduction: Open spaces are extremely important to communities and contribute to the health and wellness of the residents and the environment. The City of Dieppe has made a tremendous effort to establish such an inventory of parks and trails and they wish to continue to build upon this green network. The Leisure and Recreation Facilities Department has indicated that they would like all residents to be able to access a park or trail within a maximum 800m walk (10min+/- walk).*

Suggested Future Policy:

1. Action should be taken to secure lands and funding for the creation of public parkland along the Petitcodiac River. Such parkland should provide opportunities for active and passive recreation, and should be designed in a way as to not negatively impact the riverfront ecosystem.
2. The city should create connections to the Petitcodiac River as described in the Downtown Dieppe Master Plan, in order to encourage pedestrian connections between the downtown area and the river

7.2 FINANCIAL INVESTMENT, INCENTIVES, AND REVENUE GENERATION

EXISTING INCENTIVE PROGRAMS, POLICY AND DIRECTION:

The City of Dieppe has recognized the downtown as a key area for developing a strong and competitive economy. The City has committed to supporting private sector growth and development to create business expansion in the area as well as high quality job creation. To help stimulate downtown development and eventual economic growth, the City has provided a series of financial incentives. These incentive programs will be important factors to consider going forward when building future land use directions in the final downtown Master Plan.

Municipal Development Plan Goals:

- **Goal.6:** *Recognizing the downtown as the key commercial, administrative, social and cultural activity sector while planning secondary and additional commercial areas in the city.*
- **Goal.9:** *Planning and managing growth that promotes a strong, competitive economy.*

Land Use – Downtown Area (Section 6.5):

- *[Downtown Dieppe] is a source of pride for residents, investors and visitors and a key component of community activities that ensure that downtown remains dynamic and prosperous.*

Economic Development (Section 7.0):

- **Policy.1:** *It shall be a policy of Council to provide a dynamic business environment in order to promote sustainable economic development.*

Financial Incentives for Real Estate Intensification currently in place by the City of Dieppe:**Introduction**

Expansion Dieppe's 2015-2020 Strategic Plan states that this area needs to become a priority for City development. Priority was given by the Dieppe City Council in October 2015 to developing financial incentives to attract private investment to the downtown core and are as follows:

Part A

Financial incentive based on the amount of space and value added to the building;

- *Recognizing the benefits of increased property taxes within the downtown's existing Commercial Central Business District through additional height and Gross Floor Area.*
- *The City of Dieppe has incentivized such initiatives by reducing the price of land with an increases in height of buildings that offer office, commercial, or retail space.*

Part B

- *Financial incentive for indoor parking (underground)*
- *Incentive: Offering \$10,000 for each indoor parking space created in the underground of a new building.*

Part C

- *Financial incentive for unique ventures at Place 1604*
- *The incentive program encourages projects that will help embody the original planned concept for Place 1604.*
- *The incentive program encourages the construction of buildings that will house unique ventures and make Place 1604 a well-rounded venue.*
- *Such unique ventures will greatly increase human traffic in the area surrounding Place 1604 and enrich the range of economic, cultural and leisure activities offered downtown.*
- *Incentive: Will be assessed on a case-by-case basis, but this incentive, combined with the incentive offered in Part A, shall not, under any circumstance, surpass the market value of the land.*

Parking incentive program

The City of Dieppe currently provides \$10,000 per space to developers who construct private underground parking within their development. Although the City benefits from this incentive program where these spaces can reduce the overall need to supply public parking, the incentives have limited effect when the peak parking demand for the development occurs at a different time from the peak parking demand of the overall area. Within the longer term, additional commercial and office development within the downtown is expected to further increase the demand for parking, mainly during the daytime on weekdays. Developments with peak parking demands outside of the weekday period (i.e. residential developments) should be encouraged, however, parking incentives for these developments are expected to have limited benefit if the development peak parking demand occurs outside of the overall peak demand period.

RECOMMENDED FUTURE ACTIONS

1. Continue to prepare annual reports measuring economic development, population growth, and construction indicators which will allow the City and Expansion Dieppe to accurately measure the

success of Downtown investment and development. These reports are also useful in attracting new investment.

2. Conduct market analyses to determine feasibility of future commercial, retail, office and residential developments. Plan for, and incentivize accordingly through possible adjustments to the existing financial incentives program (if required).
3. Undertake research into the effects that the municipal tax rate, property values, transit access and zoning regulations are having on the proportion of overall development occurring in the downtown compared to suburban and industrial park areas. Such research should help to direct future incentives to downtown development. To review and adequately assess such effects, investment in measuring tools and software may be required to facilitate and produce the necessary data.
4. Implement the recommendations found in the Downtown Dieppe Parking Study in order to support local businesses and venues while minimizing public investment in parking infrastructure.
5. Undertake a feasibility study specifically regarding construction of the proposed multi-level parking structure.
6. Undertake a park master plan for transforming the riverfront lands, and to consider such issues as land ownership and acquisition, environmental concerns and mitigation, costs for amenities and site planning.
7. Undertake research to determine what level of revenue generated in the downtown can be captured for further investment in the downtown, and the costs and benefits, and risks and rewards associated with the various methods available.
8. Consider removing financial parking incentive for new residential developments as these privately owned and used spaces offer little increase in available parking supply for the public during peak periods in the downtown core.

7.3 ORGANIZATIONAL AND MANAGEMENT EXCELLENCE

The City of Dieppe has taken a number of important steps to creating an efficient management and economic development framework for the municipality. Mainly the creation of Expansion Dieppe as a Land and Economic Development organization tasked with attracting and streamlining private investment into the municipality.

Given Dieppe's central location in the Maritime Provinces, it's fast growing and well-educated bilingual population, its affordable real estate and well-developed infrastructure, the city is extremely well positioned to have one of the best performing economic sectors in the region. The key is to balance development between already successful generators such as CF Champlain, the regional airport and the Dieppe Industrial Park, with the relative upstart commercial area of Downtown Dieppe.

By attracting small and medium sized local and world class retailers, services and restaurants to this area, it will provide a vibrant attraction for residents throughout the region and visitors. It will also inspire new residents to locate near the downtown and build a critical mass of residential development to support the growing business hub.

To further support existing businesses and to ensure steps are taken to attract new businesses, A downtown business association or committee should be formed to advocate on behalf of the business community, and to offer a single voice in dealing with large issues facing the business community.

8 IMPLEMENTATION

A number of ideas, concepts and visions have been put forward in this Master Plan report for downtown Dieppe. This Plan is the first step in beginning to plan for and transform the downtown Dieppe study area. In order to oversee successful implementation of the presented material, appropriate considerations need to be taken. The following highlights key considerations going forward into Downtown Dieppe Master Plan Implementation.

8.1 BUDGET AND TIMELINE

This Master Plan includes many recommendations and transformational projects throughout the downtown area which, when considered together, represent substantial costs and resources for the City and for Expansion Dieppe. With that in mind, the successful implementation of this plan will rest on the understanding that these changes and transformational projects cannot likely be done all simultaneously. To make the most efficient use of available funds and resources, actions and projects should be prioritized and consider timeline for already planned infrastructure and development projects (such as roadway and sidewalk upgrades, planned construction, etc.

While having a list of costs and expenses associated with the implementation of this plan may help with prioritization and planning, such costs are often inexact and have wide margins of error. Such inaccuracies can often lead to cost and time over-runs and inefficient implementation. A more reasonable approach would be to consider each recommendation and project as its own separate project, for which a detailed costing and feasibility study should be completed. Also, having a long list of smaller projects can help to adapt implementation timelines so that they can coincide with funding opportunities, major infrastructure projects, or other factors.

8.2 IMPLEMENTING THE DESIGN GUIDELINES

The design guidelines included in the document, and presented as a stand-alone guideline document form a starting point and foundation for future improvements to the built form, streetscapes and connectivity throughout the downtown area. The guidelines have been based on urban design best practice, as well as on the current context and policy objectives of the City of Dieppe, and the feedback gathered from residents.

Design guidelines work best as a supporting document, referenced by City Staff in evaluating future development proposals and should be considered when updating or amending planning policy and regulations. They should be seen as a general and conceptual guide to direct future built form to ensure consistency, vibrancy and aesthetic quality in the Downtown Area.

The following steps should be considered prior to the implementation of these guidelines, and in instituting the recommendations outlined in this Master Plan.

STEP #1: ACQUIRE COUNCIL APPROVAL FOR DESIGN GUIDELINES AND MASTER PLAN REPORT

The first step to implementing the recommendations of the Master Plan will be gaining the support of Council in the objectives and recommendations contained in it. There should be agreement by Council

and staff that the Master Plan document represents the reality and general objectives of the city, and its residents and stakeholders.

The recommendations found in the master plan and design guidelines are informed by examples of best practice as interpreted by the project team's expert planners and designers. They are also informed by the feedback gathered throughout the resident and stakeholder consultations, as well as on the existing policy documents which themselves, were created through significant public input. If Staff and Council are confident that the report represents the desired direction for Downtown Dieppe as demonstrated by the rationale, the most logical first step would be a formal recognition of the report and guidelines.

STEP #2: CONSIDER OPTIONS FOR APPLICABILITY AND ENFORCEMENT OF THE GUIDELINES

There are several ways to consider enforcing and implementing the design guidelines. Dieppe staff should consider available options that would best suit the existing planning and development framework. The three most prominent considerations include:

1. Will the guidelines document be treated as an official planning document, and how will it fit into the existing planning framework?
2. How will the guidelines be referenced and updated by Staff relating to their implementation and enforcement of the Municipal Development Plan and Land Use Bylaw?
3. Who will be evaluating future development applications and renovations to ensure the guidelines are being followed?

There are several options available based on the common practice in other jurisdictions, and it will be up to Dieppe Staff and Council to determine how best to implement the guidelines document. In many cities a planning advisory committee or design review committee convenes to consider major new development applications and evaluates whether proposals meet the design criteria. Planning and development staff also evaluate proposals and reference the guideline criteria in their staff reports to Council, or in their approval decisions just as they would planning policy or regulations. Generally, such guidelines are not a hard requirement like a land use regulation, and should be treated with more flexibility and be subject to interpretation.

Of particular note, is the fact that it may be favourable to allow deviations from the guidelines in certain exceptional circumstances, such as large proposals on opportunity sites, or applications for high-quality development that might meet much of the guideline criteria, but not all. The guidelines should not preclude good development if there is a reasonable rationale supporting it. It must be up to Municipal staff, committee and Council to interpret whether a particular proposal meets the general intent of the guidelines, and where flexibility should be allowed. This is much different from the explicit rules laid out in a land use bylaw.

STEP #3: AMEND THE MUNICIPAL DEVELOPMENT PLAN AND LAND USE BYLAW TO REFERENCE THE DESIGN GUIDELINES

In order for the design guidelines to be enforceable as a directive on future development and urban design within Downtown Dieppe, both the Municipal Development Plan, and the Land Use Bylaw should be amended to reference the guidelines, and a suitable plan for enforcement should be considered based on staff consideration.

Urban design guidelines are most often either appended to the existing Land Use Bylaw document, or held as a separate document and referenced in staff reports and development approvals (see case studies below). It is recommended that Municipal Staff review and recommend an implementation mechanism that suits the specific planning framework in Dieppe. Such changes should be referenced through amendments to the existing Municipal Development Plan and Land Use Bylaw.

Another option could be the development of a Secondary Plan for the downtown area, integrating elements of the design guidelines into a new policy set and land use bylaw specifically for the downtown area. Such a document should involve additional public consultation, research and policy development, but could be based around the content of this report as a basis for urban design, open space, transit and active transportation development. Under this scenario it would still be suggested that subjective elements within the design guidelines should be appended as a schedule to new regulations, rather than fully integrated.

8.3 CASE STUDIES IN IMPLEMENTATION

CASE STUDY 1: DOWNTOWN HALIFAX DESIGN GUIDELINES

Halifax Regional Municipality undertook a new Municipal Plan and Land Use Bylaw for Downtown Halifax between 2006 and 2009. Concurrent with that process, City Staff, with the help of consultants, drafted a Design Manual for the Downtown which was appended to the Land Use Bylaw as a schedule.

The Design Manual is the primary reference document used in the review of new development applications. Halifax separates the approval process for new applications into two categories: *quantitative* and *qualitative*.

- a. *Quantitative elements* refer to the hard rules outlined in the land use bylaw regulations (such as height, setback distances, lot coverage, etc.) These rules allow applicants to understand the basic limitations and opportunities early on in the process of developing their design.
- b. *Qualitative elements* include subjective and discretionary elements (such as architectural design, streetscape presence, design quality, etc.) The ability of a proposal to meet these criteria is determined through a discretionary approval process involving a design review committee.

The Downtown Halifax Planning Strategy sets the policies governing both the *quantitative* and *qualitative* elements of development in downtown Halifax. The *quantitative* policies are then implemented through the Land Use Bylaw regulations, and the *qualitative* elements through the Design Manual. The design manual is appended to the Land Use Bylaw, and supports the discretionary approval process by guiding certain elements of design, landscaping and streetscaping.

CASE STUDY 2: DOWNTOWN FREDERICTON BUILT FORM GUIDELINES

Much Like the case with Halifax, the City of Fredericton is currently developing a set of design guidelines to guide the development of future buildings and streetscapes within the downtown area. The guidelines provide policies related to scale, character and design of new public and private buildings, as well as landscaping, streetscaping, parking and access. In the case of Fredericton, the main objective of the guideline document is to ensure cohesive and respectful integration of new, high quality development with the significant existing heritage architecture in the downtown. The guidelines document forms a schedule within the draft City Centre Plan which is currently before Council for approval.

The Fredericton Built Form Guidelines contain six key components:

1. Vision for Downtown – Outlines the guiding principles established by the Fredericton City Centre Plan and key directions for change.
2. Frameworks – Are the broad downtown-wide organizational principles organized under “layers” such as streetscape hierarchy, character areas and heritage areas.
3. Design Guidelines – Are the qualitative principles to apply to new construction that guide its use, look and feel.
4. Heritage Guidelines – Are design guidelines that apply specifically to properties that contain or are adjacent to heritage properties.
5. Typologies – Elaborate on basic building “types” and massing to show what is appropriate in the downtown context.
6. Glossary – Provides definitions of words used in the Built Form Design Guidelines, the Fredericton City Centre Plan, and the Public Realm Manual.

Much like Halifax, the guidelines document is an accompanying document to the Land Use Bylaw and Municipal Plan. It guides evaluation of future development applications and provides a resource for Staff, committees and Council. Unlike Halifax however, there is an additional document known as the Public Realm Manual that deals specifically with the public right-of-way and open spaces, and which is a manual intended only for internal use by Staff to guide decisions.

The City of Fredericton is proposing to implement their Design Guidelines through an enhanced review process conducted by a *Design Review Panel*. Staff will provide a report and recommendations to the panel based on their initial evaluation, and further recommendation would be given to Council based on the findings of the panel in their deliberations. The Fredericton City Centre Plan, including the new Built Form Guidelines are still under review and set for approval soon.

9 KEY RECOMMENDATIONS

Based on the work and analysis that has been done to date, the following are recommendations outlined for the City of Dieppe's Council to consider. Recommendations have been categorized to represent each of the eight Strategic Directions presented in Chapter 5 and provide a summary of recommendations, priority level, and primary groups involved

Recommendation	Priority	Organization/ Group Involved	Next Steps/ Action
9.1 ENHANCE THE PUBLIC RIGHT-OF-WAY EXPERIENCE			
Conduct a Streetscaping Study for all streets surrounding the Place 1604 District, as well as for Virginia Avenue, and Notre-Dame Street to Gould Street. This study should look to bring the right of ways in the downtown core of Dieppe to a level of detailed design that is implementable.	Immediate	City of Dieppe, Expansion Dieppe, Planning and Development, Public Works, Engineering	Adopt the Downtown Dieppe Urban Design Guidelines. Identify priority streets for streetscaping study. Allocate budget to conduct a detailed design Streetscaping Study for priority streets
For all road extensions and street improvement projects, conduct streetscaping studies to mitigate the impacts of fast-moving (or high-volume) traffic within the right-of-way.	Immediate	City of Dieppe, Expansion Dieppe Public Works, Planning and Development, Engineering	Adopt and implement the Downtown Dieppe Urban Design Guidelines.
Encourage all new-build developments to adhere to best practices for downtown building orientation, finishes, and architectural treatments onto the public right-of-way. This can be done by adopting and implementing the Downtown Dieppe Urban Design Guidelines.	Ongoing	City of Dieppe, Expansion Dieppe, Planning and Development	Consider amendments to the LUB and MDP to require appropriate built forms, finishes, and architectural treatments for all future development projects. Adopt the Downtown Dieppe Urban Design Guidelines.

Recommendation	Priority	Organization/ Group Involved	Next Steps/ Action
9.2 INTEGRATE ACTIVE TRANSPORTATION			
Implement new/ modified Active Transportation Routes (e.g. Notre-Dame, Marché and Collège, Virginia). Use the Downtown Dieppe Urban Design Guidelines to refer to best practice for AT incorporation.	Ongoing	City of Dieppe, Expansion Dieppe, Planning and Development, Public Works, Culture, Leisure and Community Life (CLCL), Engineering	Adopt the Downtown Dieppe Master Plan and Downtown Dieppe Urban Design Guidelines.
9.3 IMPROVE CONNECTION AND CIRCULATION			
Encourage all new-build developments to adhere to best practices for downtown building orientation, finishes, and architectural treatments onto the public right-of-way. This can be done by adopting and implementing the Downtown Dieppe Urban Design Guidelines.	Ongoing	City of Dieppe, Expansion Dieppe, Planning and Development	Consider amendments to the LUB and MDP to require appropriate built forms, finishes, and architectural treatments for all future development projects. Adopt the Downtown Dieppe Urban Design Guidelines.
Implement new/ modified Active Transportation Routes (e.g. Notre-Dame, Market, Collège, Virginia). Use the Downtown Dieppe Urban Design Guidelines to refer to best practice for AT incorporation.	Ongoing	City of Dieppe, Expansion Dieppe, Public Works, CLCL, Engineering	Adopt the Downtown Dieppe Urban Design Guidelines.
Initiate a pilot project to create the western part of Gauvin Road into a pedestrian-only, or shared space street segment.	Short term	City of Dieppe, Expansion Dieppe, CLCL, Codiac Transpo, Engineering	Organize a pedestrian-only event to test the effects of turning the portion of Gauvin between Place 1604 and Marché du Dieppe into a pedestrian only environment. (See Switch Halifax, or Open Streets Toronto as examples) Work with Codiac Tranpo to adjust transit routing for the event.

Recommendation	Priority	Organization/ Group Involved	Next Steps/ Action
9.4 ENHANCE THE PUBLIC TRANSIT NETWORK			
Consider transit priority measures and construct transit stop improvements	Short-term and Medium-term	City of Dieppe, Codiac Transpo, Engineering	Assess and design transit stop improvements and transit priority measures. Work with Codiac Transpo to implement any transit stop improvements deemed necessary
Work with Codiac Transpo to optimize study area routing with new roadway extensions and plan to increase the frequency of service.	Immediate	City of Dieppe, Expansion Dieppe, Engineering, Codiac Transpo	Collaborate with Codiac Transpo to accommodate existing and future roads within and around the study area with access to public transit.
9.5 HUMAN SCALE BUILT FORM			
Limit the scale and density of future developments to ensure market demand is not absorbed by a small number of projects. The scale of development should be in-keeping with the design guidelines.	Short-term	City of Dieppe, Expansion Dieppe, Planning and Development	Adopt the Downtown Dieppe Design Guidelines and amend the Land Use Bylaw as necessary.
Conduct a Streetscaping Study for priority streets in the downtown Dieppe area. Appropriate scale and setbacks, and considerations for wind mitigation, shelter and access should be priority.	Short term	City of Dieppe, Expansion Dieppe, Planning and Development	Adopt the Downtown Dieppe Design Guidelines and make appropriate amendments to the Land Use Bylaw.
9.6 MIX OF LAND USES			
Conduct market analyses to determine feasibility of future commercial, retail, office and residential developments. Plan for, and incentivize accordingly and possibly adjust the financial incentives program (if required).	Ongoing	City of Dieppe, Expansion Dieppe, Planning and Development	Commission a market outlook analysis for individual target market areas within the study area. Continue to monitor market outlooks and forecasts. Adjust policy and incentive tools accordingly.
Require mixtures of land uses within the downtown Dieppe study area to establish a Live/Work/Play urban environment.	Ongoing	City of Dieppe, Expansion Dieppe, Planning and Development	Consider outcomes of conducted market analyses and continue to monitor projections and forecasts. Adopt the Downtown Dieppe Urban Design Guidelines

Recommendation	Priority	Organization/ Group Involved	Next Steps/ Action
9.7 CREATE A CLEAR OPEN AND GREEN SPACE NETWORK			
Using a common city-wide park and open space hierarchy system, ensure the downtown study area is provided with access to a neighbourhood park, municipal park, and/or regional park.	Short-term	City of Dieppe, CLCL, Planning and Development	Consider possibilities for property acquisition within the downtown study area to fulfill parkland requirements as recommended in this Master Plan
Connect existing and future parks and open spaces within the downtown study area with a "Green Walk Circuit" along the existing rights-of-way. At a minimum, these rights-of-way should include a tree planting zone to protect pedestrians from traffic.	Short term	City of Dieppe, CLCL, Planning and Development, Public Works, Engineering	Based on locations for new parks, identify a walking route that connects all green spaces. Identify where street improvements can be made which are conducive for pedestrian use and comfort.
Improve the functionality and aesthetics of existing open spaces near and within the downtown area by focusing on landscaping, infrastructure and programming improvements to attract new users.	Immediate	City of Dieppe, Expansion Dieppe, CLCL, Planning and Development	Review the condition of existing open spaces and consider improvements where appropriate. Consult the Downtown Dieppe Urban Design Guidelines for suggested quality controls on new development.
Plan and invest in a variety of open spaces within proximity to the downtown area to contribute to the green network, in and around the study area.	Ongoing	City of Dieppe, Expansion Dieppe, CLCL, Planning and Development	Review opportunity sites within the downtown area which have good connection to adjacent residential areas and the AT network. Work with CLCL to identify needs and priority areas for open and green spaces in and around the study area.
9.8 CONNECTION TO THE PETITCODIAC RIVER			
Improve the connectivity between Place 1604 and the River by improving streetscaping, signage and pedestrian access along the suggested route.	Short-term	City of Dieppe, Expansion Dieppe, Engineering, Planning and Development	Undertake streetscape and wayfinding improvements to coincide with forthcoming street improvements along Virginia Avenue. Also, consider additional pedestrian crossings and wayfinding solutions.
Develop a detailed park plan and design for a riverfront park which accounts for environmental concerns, while providing passive and active recreation and entertainment amenities such as information panels, seating, lighting and event space.	Short-Medium term	City of Dieppe' Expansion Dieppe, CLCL, Province of NB	Commission a detailed site design for a riverfront park adjacent to the study area.

9.9 RECOMMENDATIONS FOR PARKING IN DOWNTOWN DIEPPE

To plan for anticipated parking needs within the downtown area (based on existing and future development), a separate parking study was conducted for the southeast quadrant of the city (completed in June 2016). The objectives of this study included:

- Consult with Key City Staff and Key Stakeholders within the Southeast Quadrant;
- Determine the existing parking capacity and level of utilization within the study area;
- Forecast the parking demand generated by planned developments in the study area;
- With consideration to staff and stakeholder responses, develop alternatives for meeting the potential additional parking demand; and,
- Evaluate the costs and the benefits of the identified parking supply alternatives.

Based on the results of this Study, the following recommendations have been provided to the City of Dieppe to accommodate existing and future parking requirements.

Recommendation	Priority	Organization/ Group Involved	Next Steps/ Action
1. EFFECTIVELY UTILIZE EXISTING PARKING ACCOMMODATIONS WITHIN THE SOUTHEAST QUADRANT			
Open City Hall's underground parking lot to the public during evenings, weekends, and holidays.	Immediate	City of Dieppe. Expansion Dieppe, Public Works	Consult with Council members and Administrative staff on the decision to make City Hall parking available during non-work hours. Consult with Public Works to understand future maintenance and security measures needed to make underground parking at City Hall available during non-working hours
Install wayfinding signage that provides clear direction to drivers on where public parking is available.	Immediate	Public Works, Traffic and Engineering, Planning and Development, Communications	Develop an understanding of parking lot inventory and surrounding land uses. Develop consistent signage that clearly depicts where public parking is available when it can be used, and by whom. Install wayfinding signage strategically in the downtown area so that it is visible to drivers.

Recommendation	Priority	Organization/ Group Involved	Next Steps/ Action
2. ADDRESS THE NEED FOR ADDITIONAL PARKING SPACES FOR THE SOUTHEAST QUADRANT IN THE SHORT TERM			
Improve user conditions and delineate parking spaces for the existing "Stationnement – avenue Acadie" site.	Short Term	Public Works, Traffic and Engineering, Planning and Development	<p>Extend temporary parking permit for another 2-3 years (leaving 5-years total for temporary parking use).</p> <p>Consult with Traffic and Engineering to develop a delineation pattern that uses the lot in a safe and efficient manner. Implement wayfinding signage that clearly depicts parking availability and any regulations there may be for lot use.</p> <p>Consult with Public Works to understand future maintenance and upkeep for the newly paved and delineated lot.</p>
Provide a safe and comfortable means for pedestrian crossing from "Stationnement – avenue Acadie" to the southeast quadrant.	Short Term	Public Works, Traffic and Engineering, Planning and Development	<p>Consult with Traffic and Engineering to implement a new crosswalk.</p> <p>Implement signage, painting, and lighting infrastructure that is visible to right-of-way users and creates safe and comfortable pedestrian crossing area.</p>

Recommendation	Priority	Organization/ Group Involved	Next Steps/ Action
3. WORK WITH DEVELOPERS AND PROPERTY OWNERS TO PROVIDE PRIVATELY OWNED PARKING SPACES FOR PUBLIC USE			
Modify the underground parking incentives to place an increased emphasis on the provision of publicly available parking within the private lots.	Short – Medium Term	Finance, Planning and Development, Developers, Property Owners	<p>Consult with stakeholders and re-evaluate and modify the current underground parking incentives program.</p> <p>Gain an understanding of what is needed from developers and stakeholders to allow for public access and use.</p> <p>Conduct a cost-benefit analysis for the incentives program and work with developers to establish a likely user-based fee agreement for underground public parking</p>
Encourage owners of private parking lots to open the lots to the public outside of the business hours associated with the parking lot.	Short – Medium Term	Planning and Development, Communications, private land-owners	<p>Develop an inventory of under-used private lots near off-peak parking intensive uses.</p> <p>Consider an incentive program which would increase the feasibility of private land-owners providing public parking during off hours. Open a dialogue with private land-owners to discuss the proposal.</p>

4. CONSIDER THE PROVISION OF PARKING AS DOWNTOWN DIEPPE CONTINUES TO DEVELOP

Accommodate demand increases for public parking by creating public parking lots centred within and behind development areas.	Medium – Long Term	Public Works, Traffic and Engineering, Planning and Development, Real-Estate, Legal	<p>For centralized public parking, determine the best lay-out for future centralized parking on City Owned property and ensure a subdivision plan and parking development plan is implemented as public properties are sold and developed.</p> <p>If Private, shared parking is proposed, work with property owners to develop covenants to ensure public access to private lots with the possibility of reserved spaces for staff or customers within each property with the remainder offered for public use.</p>
Review opportunities to provide above ground parking structures at new or existing parking lots.	Medium – Long Term	Public Works, Traffic and Engineering, Planning and Development, Communications	<p>Identify key properties with potential for construction of above-ground parking structure.</p> <p>Consider accessibility to destinations, and consider the addition of additional infrastructure to provide easy access to nearby uses (such as through the construction of a pedestrian bridge or crosswalk).</p> <p>Tender construction and consider a fee system to mitigate maintenance costs.</p>
Work on a plan to implement paid on-street and off-street public parking within downtown Dieppe with fees starting out at a lower rate.	Medium – Long Term	Finance, Public Works, Traffic and Engineering, Communications	<p>Consider priority areas where paid parking should be created, and expand as demand increases. Consider payment technology systems which would work well for the specific situation and for staff.</p>