

Downtown Shediac to see growth

■ **Consultants, Centreville Shediac Downtown Inc. unveil three-year downtown revitalization implementation plan**

BY ALLISON TOOGOOD
TIMES & TRANSCRIPT STAFF

SHEDIAC — The Town of Shediac is ready for its transformation.

With the official launch of its three-year downtown revitalization implementation plan, citizens and tourists alike will soon see a slow, streamlined wave of improvement in the downtown core, beginning with subtle yet far-reaching changes on Main Street as early as this year.

“Our vision is to realize a project within the next six months,” Mayor Jacques LeBlanc said.

“It will begin with minor changes as far as green spaces, flowers, park benches, maybe work on crosswalks. We want to make the downtown more appealing and one that invites the citizens down.”

With an aging population and a young generation that, more often than not, sees opportunity elsewhere, the town is in tune with what needs to be done to bring back community vitality and allow it to become a mecca of activity all year long.

About 50 residents, business owners

and elected officials gathered in the Shediac Multipurpose Centre last night to hear the finalized action plan from Benoit Boucher, one of the consultants from the Quebec-based organization hired for the downtown’s rejuvenation plan, Fondation Rues Principales.

Boucher and his colleague, Bernhardt Beaudry, have been conducting surveys and extensive research in the development of the plan for nearly two years.

Not only did Boucher go through the wish list of the 253 citizens, downtown workers and business owners surveyed but provided a summarized snapshot of the town’s population and demographics using Statistics Canada results from the 2006 and 2011 censuses.

Although its population is older than the average population of New Brunswick, with a little over 30 per cent of the 6,000 residents being 60 or older, the population has grown 41 per cent between 2001 and 2011, which Boucher said is significant when looking to revamp a downtown and attract new business.

In the Fondation’s survey of business owners, 37 per cent of Shediac’s downtown employers have been in business less than five years but the same figure is seen for those more established business owners, totalling 20 years or more in the game. About 70 per cent of those businesses are independent and 39 per cent have seen

higher levels of business in recent years. Boucher said that this is also a positive statistic for the town to consider.

The wish lists of the business owners and downtown workers were pretty similar but much of their wants and needs boil down to an improved atmosphere overall, accessibility and commercial diversity.

Consistent use of infrastructure materials, facade facelifts with an incentive program, and better use of commercial signage will be, in effect, some of the short-term changes, whereas slowing moving projects like economic growth in terms of boutiques, new restaurants, cafes and bistros, sports shops, building renovations will require a collaboration of the business owners, consumers and the town.

The first step to get the ball rolling on the development plan is to mobilize a working committee of invested individuals at town hall, downtown stakeholders and some citizens. With the lines of communication open, the committee will tackle logistics of what and where things need to happen within the confines of the plans’ guidelines.

LeBlanc said that while the plan’s three year implementation is realistic, the town has already made moves for change within the 2012 urban development strategic plan, specifically with renovations underway at the marina, set to be complete next summer, and at the old train station.

you do, do/3,

Shediac aims to please residents, tourists

■ **Shediac mayor, councillors happy to see revitalization plan in motion**

BY ALLISON TOOGOOD
TIMES & TRANSCRIPT STAFF

SHEDIAC — The downtown Shediac of the future will strive to become a four-season tourism hub, with a four-season park, an upscale hotel, and a cluster of unique shops and restaurants. But will it also see big city amenities, like a municipal pool, a cinema and an increase in chain retailers?

Time, and Shediac's 6,000 residents, will have the ultimate decision, Mayor Jacques LeBlanc said.

"We envision at council for the Town of Shediac to be a four-season town and with the collaboration of the business sector and the community, it will happen," he said.

With the launch of the town's three-year downtown revitalization implementation plan — a project realized by town hall, Centreville Shediac Downtown Inc. and a third-party consultant — the business, arts and culture, leisure and tourism sectors are ready to flourish.

LeBlanc said what residents will see in 2013 and into 2014 are esthetic makeovers, like dressed-up green spaces with benches for downtown workers and residents to enjoy. The town is also investing heavily this year into the revamp of the marina in Pointe-du-Chene and the old train station, located on Belliveau Street, facing the near-complete, brand new Hotel Shediac.

for some little projects. We'd like to see green spaces spiffed up, like in front of the Co-op, on Main. We are also hoping business owners to spruce up the fronts of their properties with our incentive program. They can easily put a bit of money in and make it look really good."

As the downtown and Main Street transform into a streamliner boulevard, the town will be able to attract new retailers, restaurateurs and other businesses. The message was sent loud and clear; Shediac residents want to do more business within the town, instead of traveling to nearby Metro Moncton.

Down the road, the citizens who were surveyed during the plan's development hope to see the town look into securing more sources of entertainment, like a one-screen indoor cinema or community pool.

Although those types of projects haven't been nailed down as certainties — they are merely on the wish list — town councillors have confirmed that they will begin consultations on improving Shediac's long-running events and want to talk about adding gastronomic and seasonal festivals.

Resident Brian Ritchie is worried that tourists mainly visit Shediac for Parlee Beach or the Lobster Festival and suggests moving something to the fall. "We have basically a six-week tourism season and it's mainly for the beach," he said. "If we had something in the fall, we may attract those same people and could extend the season and our merchants could enjoy higher revenues longer."

Coun. Carmel Brun said that council knows it must extend the tourism season and they are discussing ways to keep people coming back for more all year round. "We hope to create more activities and festivals, whether it is sports, or gastronomy," she said. "It's not that we are lacking ideas, it's putting them in place. It takes time."

Not only is the town taking into consideration its long-term residents and its tourists but LeBlanc said big plans are on the horizon to keep teenagers happy, too.

During development of the 2012 strategic plan, LeBlanc said the town's high school kids were surveyed about what they'd like to see as amenities in the town. "They'd like a place to hang out, with Wi-Fi and couches, to chill out and have fun with their friends," he said.

"One of the things I think could be done with the old train station that's being renovated, is to have Friday or Saturday nights as an open teen night."

Le scénario de revitalisation du centre-ville est présenté à Shédiac

par Gilles Haché

SHÉDIAC – Le représentant de Fondation Rues Principales a présenté mercredi dernier, à des citoyens et gens d'affaires de Shédiac, le scénario de revitalisation du centre-ville.

Pour que la revitalisation du centre-ville se concrétise, il faudra mobiliser les élus, les différents acteurs économiques et culturels, et la population autour d'un projet commun de revitalisation et de développement planifié.

Le développement se fera en plusieurs étapes.

1er étape : Diversifier l'activité commerciale au gré de l'importance et du rythme

du développement résidentiel.

2e étape : Répertoire et analyser l'activité commerciale. Pour y arriver, il faudra quantifier l'ampleur des fuites commerciales; entreprendre des mesures de recrutement commercial; développer autour de nos forces et adapter certaines formules commerciales à la grosseur de notre marché.

3e étape : Favoriser une animation continue du centre-ville et de Shédiac tout au cours de l'année.

Il faudra faire du centre-ville un incontournable autant pour les résidents de Shédiac que pour les gens de la grande

région et pour toute la clientèle touristique; promouvoir Shédiac comme une destination de qualité tout au long de l'année; pavoser le centre-ville en toutes saisons.

4e étape : Diversifier l'activité économique en favorisant la création de nouvelles sources d'emplois dans des domaines négligés de l'activité économique de Shédiac en y incluant les jeunes qui représentent l'avenir de la communauté.

5e étape : Améliorer tous les aspects physiques renforçant l'ambiance et le cachet du centre-ville. Il faudra partager avec les différents

intervenants et les résidents les orientations de la vision d'aménagement du centre-ville; faciliter les déplacements et l'accessibilité en général pour tous les types d'usagers du centre-ville; mettre le milieu naturel en valeur; favoriser des interventions de qualité auprès des propriétaires désireux de procéder à la rénovation de leur bâtiment; améliorer l'affichage commercial; intégrer les arts dans le développement urbain; augmenter

de façon significative les aménagements paysagers et les plantations d'arbres au centre-ville et s'assurer que les règlements et outils d'urbanisme existants nous permettent d'atteindre et même de dépasser les objectifs de la démarche de revitalisation.

Ce scénario se veut un document de référence pour la municipalité de Shédiac, un outil pour agir, un outil opérationnel et se veut un outil évolutif.

L'atelier Sous mon Arbre en pleines festivités

La ville de Shédiac vous invite à la présentation du scénario de revitalisation développé pour votre centre-ville

SHÉDIAC - La ville de Shédiac ainsi que le Centre-ville Shédiac Downtown Inc. désirent inviter le public à une soirée d'information sur le dévoilement de la stratégie de revitalisation du Centre-Ville. Cette rencontre aura lieu le mercredi 19 juin, à 19h, au Centre multifonctionnel, situé au 58, rue Festival à Shédiac.

Lors de cette rencontre, les représentants de la Fondation Rues principales dévoileront le plan d'action où seront identifiées concrètement les actions à mener afin d'améliorer l'ambiance et la vitalité du centre-ville.

Cette soirée sera aussi l'occasion de faire le point sur les résultats de trois sondages effectués au cours de la dernière année et sur l'analyse des données socio-démographiques qui caractérisent notre population.

La rencontre débutera à 19h. Pour plus d'information, vous pouvez communiquer avec Danny Pellerin, directeur du développement économique et Tourisme à la Ville de Shédiac, au 532-7000 (poste 236), ou Anne McGraw, directrice générale du Centre-Ville Shédiac Downtown Inc., au 532-7000 (poste 302).

Monique Acadin Le 12 juin 2013

script.com

Shediac to hear downtown plan

■ Town and consultants will unveil three year revitalization implementation plan tonight

BY ALLISON TOOGOOD
TIMES & TRANSCRIPT STAFF

SHEDIAC — Nearly two years of surveys, discussions and presentations all shaped into a plan that's uniquely Shediac, have culminated with the hope of rejuvenating the seaside community's downtown.

The Town of Shediac and Centre-Ville Shediac Downtown Inc. are unveiling their revitalization plan tonight, beginning at 7 p.m., at the Shediac Multipurpose Centre. The public is invited to the meeting.

Representatives from the Quebec-based organization hired for the downtown's rejuvenation plan, Foundation Rues Principales, will reveal the three-year implementation action plan designed specifically for Shediac that will go over steps needed to be taken in order to improve the downtown's atmosphere and vitality. The evening will also be an opportunity to share the results of the three surveys that were done during the last year and the analysis of the socio-demographic data about the town's population.

The general manager of CSDI said that the plan will be used much like a blueprint and will give both the town and the downtown corporation a timeline in order to prioritize projects.

"Everyone wants a nice

downtown and we want to get to work on it," Anne McGraw said. "From this, we will get a look at our demographics and what's feasible. It will also allow us to make short-term, mid-term and long-term plans."

Foundation Rues Principales consultants did their own brand of research, peering into the town's history and culture and studying similar waterfront community revitalizations in Quebec, Ontario and the U.S.

A few projects have already been jump-started this spring, including the revamp of some businesses' facades, allowing for a consistent design theme.

During the stakeholder and citizen roundtables of March and April, dozens of people emphasized their desire for Shediac to thrive all year long, instead of being solely known as a summer hot spot. It's expected that many of their ideas will be orchestrated in some fashion within the implementation plan.

With Shediac's marina, its central location in the Maritimes, its close proximity to Moncton, its many free events and activities in the summer, and its rich history and welcoming population, the citizens believe that the downtown transformation is key to boost the local economy.

Those surveyed believe encouragement is needed for the business community to mobilize, to get involved and to partner with each other. The need to harmonize business hours also made the list.

To facilitate both existing and new events, the plan will cover the promotion of networking among business people, highlighting local history and even adding street music for ambiance.

From a town promotional aspect emphasis was heaviest on the move to extend the events calendar over 12 months, thus extending the tourist season. Developing the Town of Shediac website, improving welcome signage, practising good customer service in all businesses, producing the Good Times Guide and better promoting its businesses and service offering were also listed.

In terms of economic development, Shediac's stakeholders say they need to improve off-season service offerings, increase the number of outdoor patios, diversify commercial offerings and analyze potential for other specialized institutions, repurpose the old train station and improve the welcoming of new residents. As for physical improvements, an overall need to increase Main Street's appeal and atmosphere is needed, a lighting project should be pursued, street lighting should be added, and a greener and more accessible downtown should be promoted.

Two important ideas — raising awareness of the bylaw relating to renovation standards and providing technical support to renovation projects — are timely for Shediac as the town faces the problem of many aging and sometimes dilapidated homes and buildings in the downtown area.

ULTRA AIR
www.ultraair.ca

TO BE THE BEST,
YOU HAVE TO
WORK WITH
THE BEST!

AS LOW AS
\$55 / MONTH

MITCHELL

Say thank you to that special teacher with a gift from Gifts Galore

Dites merci à ce professeur spécial avec un cadeau de Gifts Galore

prom

ark arrives at the

show

Britain, Germany, Italy and other countries

include Jaguar,