

# Woodstock

DOWNTOWN PLANNING CONCEPT  
COUNCIL SUBMISSION BRIEF

23 April 2019





## WOODSTOCK DOWNTOWN PLANNING CONCEPT COUNCIL SUBMISSION BRIEF

23 April 2019

This document is created for Town of Woodstock Council Members to use as background information contributed to the upcoming municipal plan update. The content in this document includes concepts and statements that inform this update process.

It is important to note that this document's content is the result of community and stakeholder consultation. The results speak to downtown and waterfront development, including parking, business retention and growth as well as tourism.

All of the content will be further explored during the municipal plan process. This document provides clear direction relative to the downtown and waterfront.

This document is provided under three sections (see adjacent). Each section provides illustrations and the statements that move to the municipal plan .

### COUNCIL SUBMISSION BRIEF SECTIONS

1

Downtown for a Region

2

Downtown for Woodstock

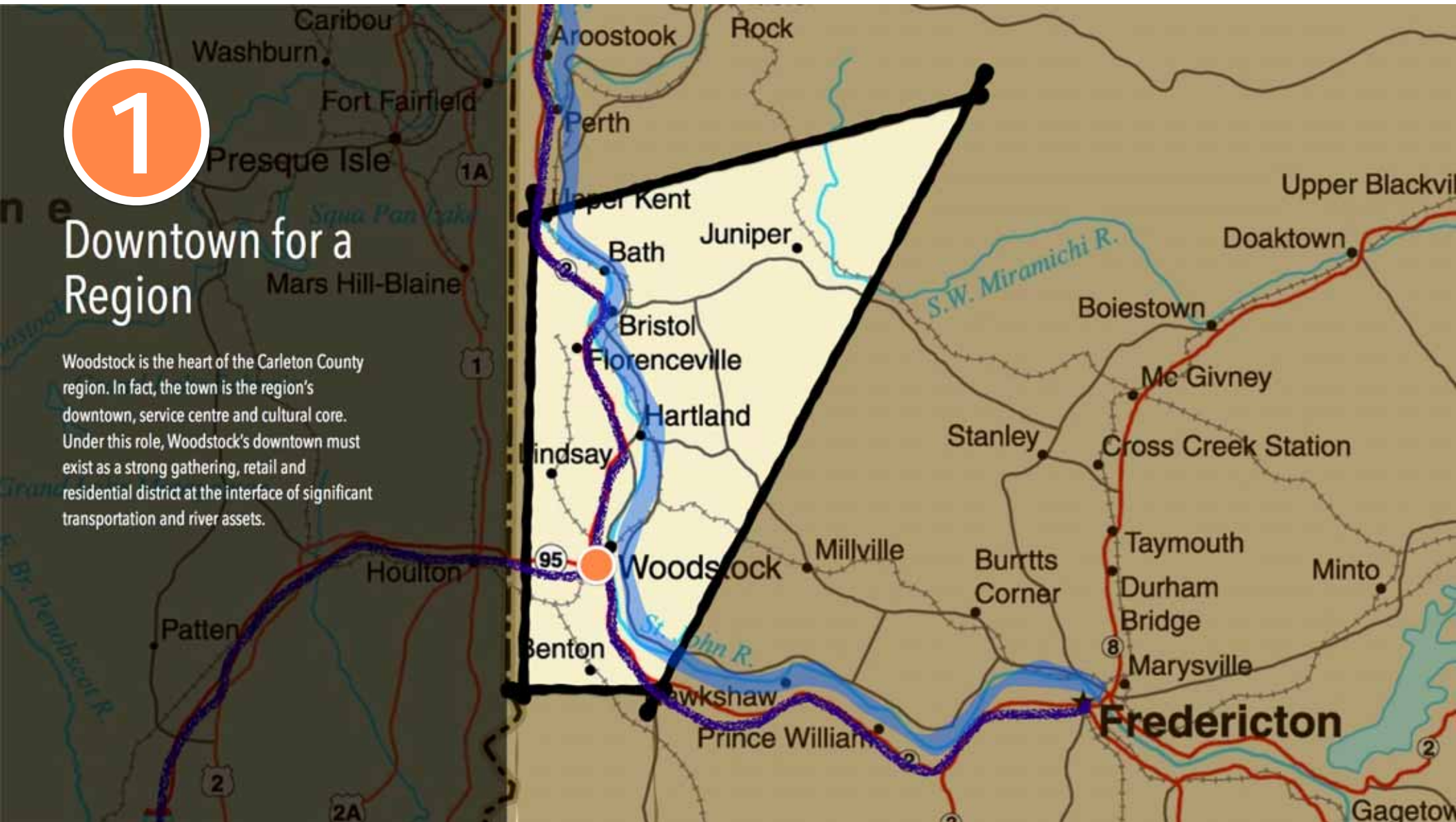
3

Downtown with Benefits

1

## Downtown for a Region

Woodstock is the heart of the Carleton County region. In fact, the town is the region's downtown, service centre and cultural core. Under this role, Woodstock's downtown must exist as a strong gathering, retail and residential district at the interface of significant transportation and river assets.





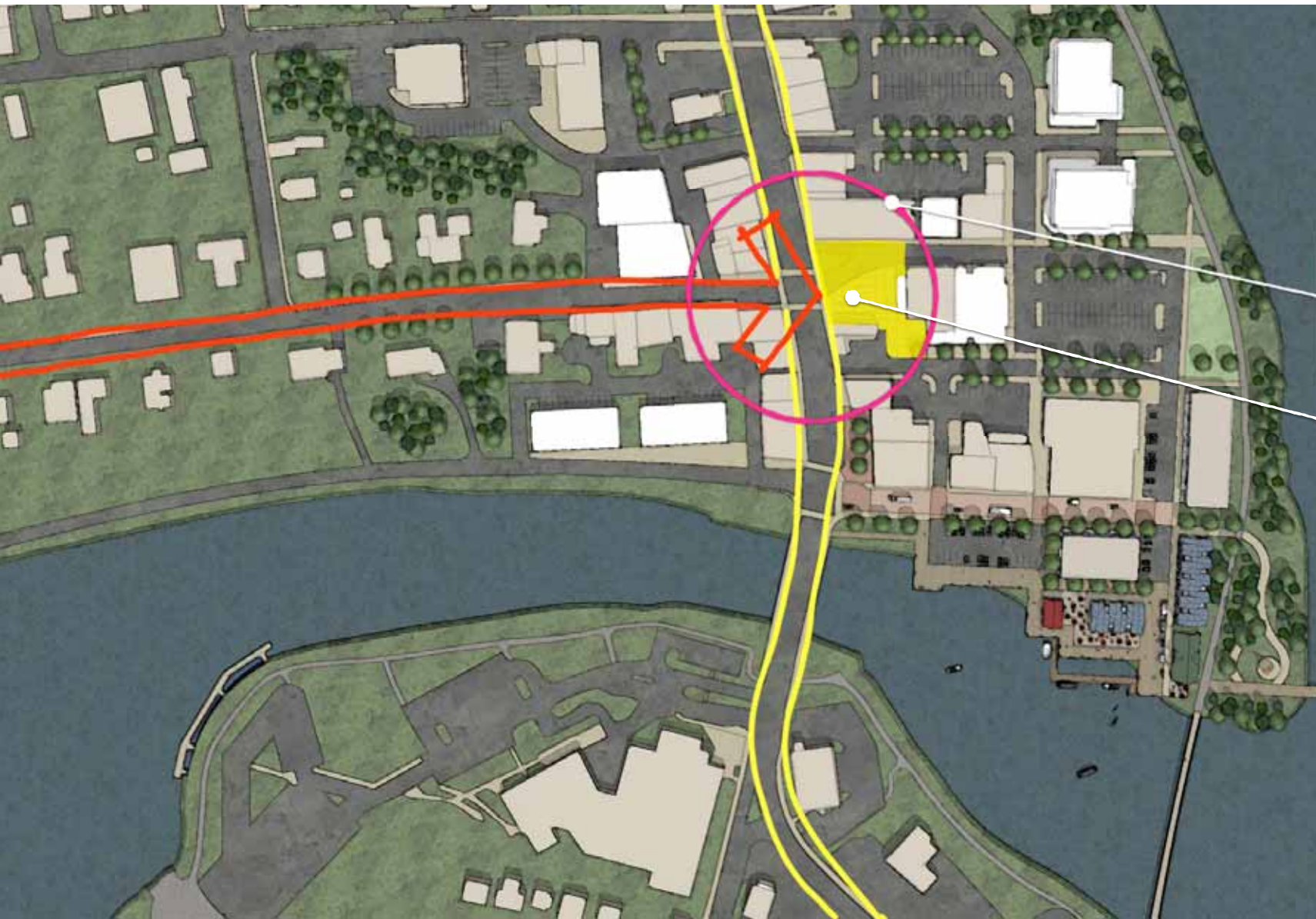
# Downtown and River

The existing Main and Connell Street intersections require a modified approach to creating a fully functioning intersection.

The existing King Street waterfront zone should be upgraded to create new waterfront development for local and tourism uses.







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A new public plaza is placed at the intersection to create regional focal point that expresses public gathering and civic life within Woodstock's downtown.

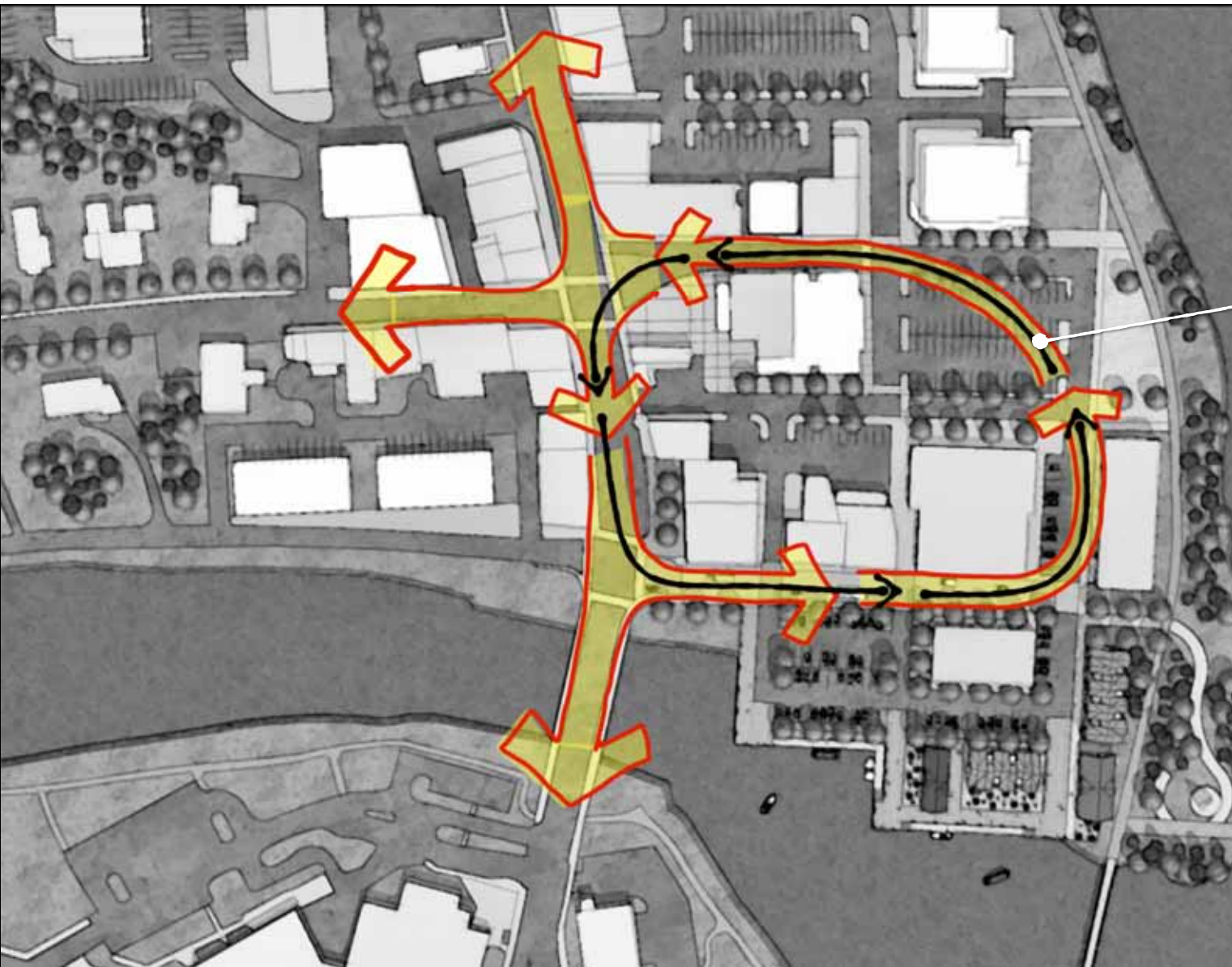


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## Downtown and River

An alternative approach to traffic movement within the downtown is the creation of a circular pattern or roundabout on existing downtown streets that moves visitors comfortably through the downtown, and provides access to parking areas.



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## Waterfront

Existing King Street waterfront land is under-utilized as parking area. This is revitalized for residential, retail and tourism purposes.

The proposal creates a significant land and water-based destination point within Woodstock's downtown. Potential activities include rental apartments, waterfront dining, the market, a marina and visitor information centre, wine boutique and boutique hotel.





## Challenges

The existing shoreline is hydrologically sensitive relative to storm flows and icing. Future design exercises will include work with landowners and provincial regulators to 'work-out' issues related to re-establishing Woodstock's waterfront for community and tourism reasons.



# Activities

Rental apartments

Marina and visitor  
information centre, wine  
boutique

Restaurant with boutique  
hotel

Revitalized market





## Waterfront Activities





Waterfront Life



# Municipal Plan Actions

- Circulation Improvements

Explore both the destination and radial intersection concepts for the Connell and Main Street Intersection.
- Develop Regional Plaza

Include consideration for a significant public plaza that is the 'centre of the region'.
- Create a Waterfront Development District

Form a waterfront development committee/ board/corporation that is charged with supporting the development of Woodstock's waterfront.







## Downtown for Woodstock

The intersection and waterfront provide anchor points for downtown development to occur around. Council and the BIA can now focus on strengthening the downtown business environment by providing business parking while locating future civic addresses in the core to support regional centre visitation.

### Legend

Residential

Civic

Retail





## Parking

This concept contemplates the creation of centrally located parking surfaces that are operated by a downtown or waterfront development group. Revenues from the parking are re-invested into the downtown. This model removes the parking provision responsibility from retail and office building owners. Residential owners can provide on-site parking, or purchase shared-use parking on the lots.

Although preliminary, the Town of Woodstock should seek to provide parking at the average precedent values indicated on chart below. The illustrated numbers are based on full occupancy for existing uses within the BIA.

## Woodstock BIA

[illegible]



An aerial photograph of a coastal town, likely in New Zealand, showing a mix of residential and commercial buildings along a waterfront. The town is built on a peninsula or near a large bay, with a prominent waterfront area. The image is slightly faded to serve as a background for the text.

## 2

## Local Downtown Actions

- Identify Landmark Addresses (such as the town hall and fire/police stations)
- Set parking thresholds at the proposed benchmarks (as indicated on the chart)
- Ensure Waterfront Development reinvests into the downtown
- Parking requirement for residential and hospitality only
- Waterfront to actively work with residential developers





An aerial photograph of a coastal urban area, likely a waterfront development. The image is split vertically: the left half is dark with white text, and the right half shows a detailed aerial view of buildings, streets, and a body of water. A large orange circle with the number '3' is positioned in the upper left of the dark area.

3

## Downtown with Benefits

In addition to creating a great regional downtown, projects developed in the urban core should have the ancillary benefit of creating property tax revenue, and result in a significant New Brunswick tourism destination.



## Benefits Actions

- Dissolve Land Use constraints to make downtown development as easy as possible
- Develop & adopt Form & Streetscape Guidelines
- Develop a town-wide pedestrian/recreation network