

Revitalization Scenario Shediac June 2013



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- Revitalization Scenario

- A reference document for the municipality of Shediac.
- A tool for action.
- A tool for operations.
- A tool for development.



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The Revitalization Process



Revitalisation Framework

Diagnosis:

Activities

- Operation analysis
- Image session
- Analysis of provenance
- Socio-economic profile
- Surveys
- Supply and demand analysis



Revitalization Framework

➤ Revitalization Scenario



➤ Strategy and Priorities

Activities (continued)

- 1st session: Data analysis
- 2nd session: Create action plan

Activities

- Form working groups
- Sessions with each committee to establish priorities for action

ECONOMIC
DEVELOPMENT

ACTIVITIES AND
PROMOTION

PHYSICAL
DEVELOPMENT

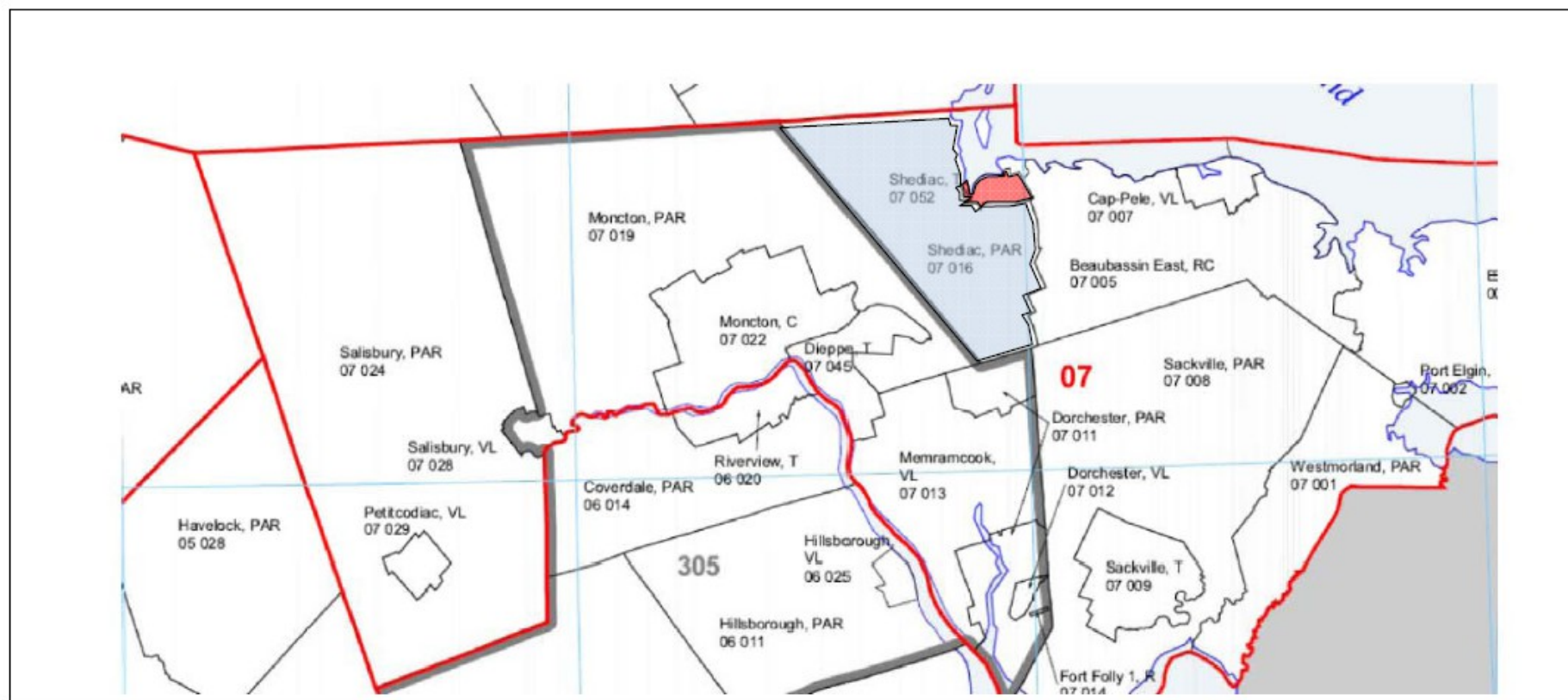


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LES CARACTÉRISTIQUES SOCIO ÉCONOMIQUES

Analyse des données provenant des recensements de 2001, 2006 et 2011 par Statistique Canada
et des compilations effectuées par Fondation Rues principales

Secteurs comptabilisés



Légende :

-  Shediac, ville
-  Bleu-gris – Shediac, paroisse
-  Ligne rouge – Westmorland CT

- Population

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- The data collected shows that between 2001 and 2011, the number of Shediac residents grew a considerable 41%, whereas for the same period, the province's population grew by only 3%.

- We also see that the number of households grew by 51.9% in Shediac, whereas for the same period the provincial average growth rate was 10.6%.

~~This statistic is particularly interesting because~~
each household constitutes one consumption



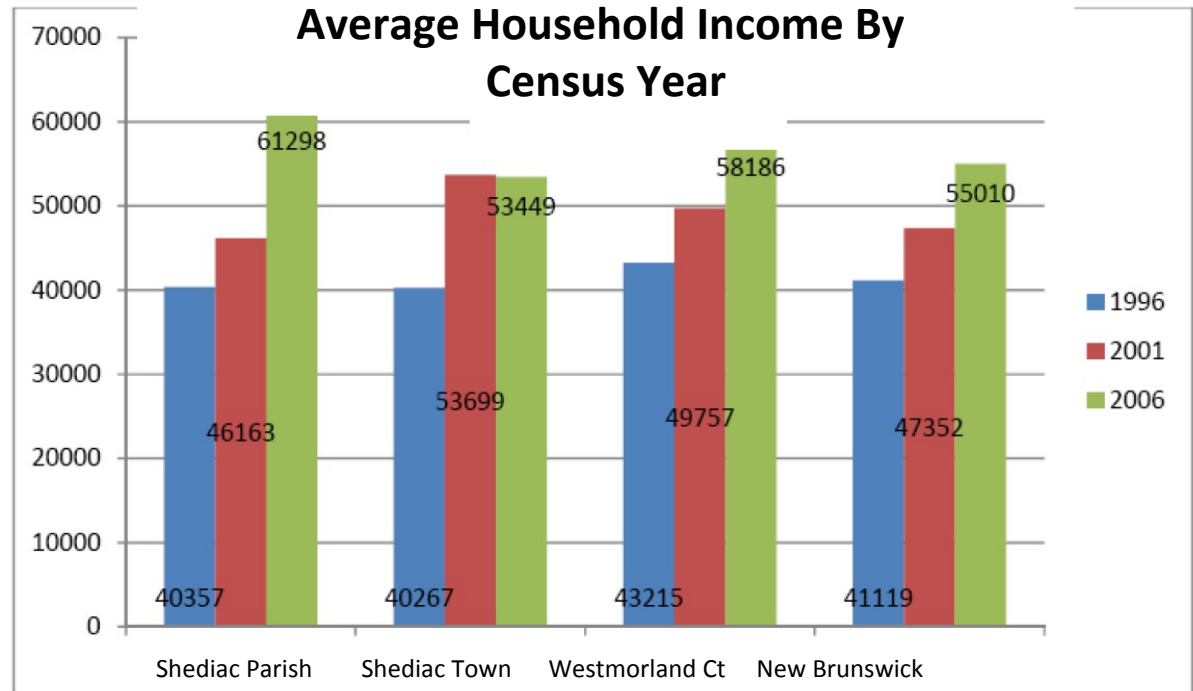
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- Age Pyramid

• The age pyramid shows us that in the Shediac territory, 12.2% of the population is 15 years old or younger, which is 3% lower than the provincial average. The same goes for the 15–24 and 25–44 age ranges, which are below the provincial average as well. It can also be observed that 30.3% of the Shediac population is 60 or older, compared to the 23.7% provincial average.



- Household
- Income



• It should be noted that 17% of average household incomes in Shediac are below \$20,000 per year, compared to 18% provincially. Also, 30% of Shediac households have an income between \$20,000 and \$50,000. These statistics influence the type and range of consumer goods

- Housing

- In terms of housing, 67% of households in the town of Shediac own their housing unit compared to 76% elsewhere in New Brunswick.

Consequently, 33% of households rent compared to the 24% provincial average. This data influences not only the citizens' feelings of belonging and pride with regard to their community, but also some of their consumption patterns.

- Although residential development is currently

- Education

- A total of 33.2% of residents in Shediac do not have a certificate, diploma or educational accreditation compared to 29.4% in the whole province.



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Survey Results

- Survey for Business Owners

- < 5 years: 37%
- > 20 years: 37%
- 70% of respondents are self-employed
- 39% confirm turnover growth
- 51% do not foresee making changes to their operations or business



- Business Owners' Perception of Downtown
- The downtown area is perceived as being welcoming, a little subdued, moderately outdated, pretty safe, charming, mid-range and growing.
- **Three types of businesses or services they would like to see open:**
 - Clothing stores (all types)
 - Shoe stores
- Café-bistros, Starbucks, Tim Horton's



• Three types of activities or entertainment they would like:

- Movie theatre/theatre for the arts
- Swimming pool/water park
- Cross-country ski trail
- Walking trails
- More lively environment



- **Main strengths of downtown:**
 - Concentration and accessibility
 - Welcoming people
 - Ambiance and cleanliness of streets
 - Diversity of stores and restaurants
 - Free parking
- **Main weaknesses:**
 - Too much traffic
 - Old or unoccupied buildings

•The Revitalisation Committee's three main objectives should be:

- To improve the appearance of downtown
- To help and promote commercial development in the area
- To liven up the downtown area



- Survey for Workers

- **Three types of stores that they frequent most often are:**

- Grocery stores (Co-op, Sobeys, No Frills)
- Pharmacies (Jean Coutu, Shoppers Drug Mart)
- Restaurants

- **The main reason they shop elsewhere:**

- Lack of choice and variety in stores and shops
- Product/service is not available in Shediac

- **Three types of stores or services they would like:**

- Wal-Mart
- Clothing and shoe stores
- Café-bistros/Tim Horton's/Starbucks
- Sporting goods stores

- **In terms of activities and entertainment, they would like:**

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- **Movie theatre**



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- Like the business owners, workers consider downtown Shediac to be rather welcoming, moderately lively, moderately outdated, charming and mid-range. Over 75% believe that downtown is pretty safe.

- **When it comes to store image, workers think:**

- The maintenance of some buildings is insufficient.

- The appearance of store windows needs work.



- Concerning parking, close to $\frac{3}{4}$ of respondents



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- **Aspects they liked the least about downtown:**

- Traffic
- Worn-down buildings
- Lack of pedestrian safety
- Lack of choice and variety of products

- **Aspects they liked the most:**

- Atmosphere
- Proximity of stores
- Welcoming retailers

- Survey for Consumers

- A total of 94.4% of the 253 respondents to this survey state that they frequent downtown Shediac to make purchases.

- **Their perception of downtown is:**

- They are satisfied with the pedestrian safety, ambiance, and cleanliness.
- They are moderately satisfied with how easy it is to get around.



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·When it comes to store appearances, nearly a third of respondents are unsatisfied with:

- Sign quality
- Building maintenance
- Character of buildings
- Quality of store windows



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• Consumers are particularly loyal to the following types of Shediak stores:

- Grocery stores
- Pharmacies
- Hair styling and aesthetics
- Hardware and renovation
- Service stations
- Convenience stores



• Loss of business seems to be most common in the following areas:

- Restaurants
- Information materials
- Art supplies
- Clothing
- Shoes
- Sporting goods
- Furniture and household appliances

• Home decor



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• Consumers state that their most common reason for going downtown is:

- 52.6%: to make purchases
- 4.7%: for restaurants only

• The main factors that push them to shop in the town of Shédiac are:

- Proximity to their place of residence (61.6%)
- Choice of stores and boutiques (7.4%)
- Quality of customer service (6.9%)

•The responses to the question “Can you name a new type of store or service that you would like to see open in the town of Shediac?” were:

- Clothing stores (for men and women)
- Shoe stores
- Café-bistros and family restaurants
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•And to “Can you name a new type of activity that you would like to see in the town of Shediac?”:

- Swimming pool



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- **“What do you like the least about downtown?”:**
 - Busy in tourist season
 - Lack of variety
 - The appearance of some old buildings
- **What they liked the most:**
 - Proximity of stores
-   Atmosphere/ambiance



•The most important points that the town must invest in to improve downtown image are:

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- Improve the appearance of buildings
- Develop stores designed for tourists
- Develop public areas



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Shediac Mission and Image

MISSION

To be a hub for businesses, services and cultural activity with quality offerings and regular activities. This will create a prime living environment not only for all its citizens but also for the large tourist population.

IMAGE

A downtown area that will be easily recognizable as a friendly, dynamic business centre that sets itself apart due to its humanity. Its bilingualism only enriches its already welcoming nature. A downtown area whose urban landscape lives in harmony with the rich natural environment nearby. Its public infrastructures are inviting for pedestrians, cyclists and motorists alike.

This downtown area, built along the coastline, will be seen as the perfect meeting place for citizens and visiting customers day and night.