

2.7 INDUSTRIAL/BUSINESS

Preamble

Fredericton is the “Gateway to Atlantic Canada” and is well located to accommodate a range of industrial and related business uses. The City is close to major markets in Quebec, Ontario, New England, and the rest of Atlantic Canada and provides a desirable location for many different types of industrial development including information and communications technology, light manufacturing, and transportation-related uses.

To maximize Fredericton’s potential as a prime location for industrial development, the City has created the “Runway” Business Parkway Strategy. The Strategy outlines a series of measures to improve the physical appearance of Fredericton’s industrial areas through enhanced landscaping and signage. Improved marketing and management is also proposed, as is the creation of a new high quality business park and heavy industrial area.

To further diversify Fredericton’s economy, it is a priority of Council to encourage industrial and business development.

2.7.1 OBJECTIVES

- (1) To attract a diversity of industry which is compatible with the City’s character and environment.
- (2) To concentrate industry in adequately planned and serviced industrial park areas.
- (3) To develop quality business parks for light industry and business uses.
- (4) To implement the “Runway” Business Parkway Strategy.

2.7.2 POLICIES

Generalized Future Land Use Map

- (1) Council shall designate sufficient industrial land in appropriate locations on the Generalized Future Land Use Map to accommodate the anticipated demand for all required industrial development in the planning period.

Complementary Uses

- (2) Council shall ensure that areas designated Industrial on the Generalized Land Use Map are predominantly used for industrial or business uses. Within the Industrial designation, other uses that may be permitted include commercial uses, parks and open space uses, institutional uses and public buildings, utilities and other uses deemed to be compatible with industry.

Range of Zoning Categories

- (3) Council shall establish, in the Zoning By-Law, a sufficient range of industrial categories to accommodate the desired and necessary forms of industry in the City. The industrial zoning categories shall be reviewed on a regular basis to ensure that the zones meet the needs for industrial growth in the municipality.

Concentrate Industrial Development

- (4) Council shall seek to concentrate the majority of industrial development in adequately serviced and located industrial park settings. The majority of industrial development is to occur in the Business Parkway corridor area and, to a lesser extent, in the north side industrial areas as designated on the Generalized Future Land Use Map.

Business Parks

- (5) Council shall encourage the development of business parks for a mix of commercial development and light industry and shall establish zoning mechanisms to facilitate business park development.

Incompatible Industrial Uses

- (6) Council shall encourage the relocation of industrial uses which are incompatible with surrounding land uses and shall:
 - (a) Consider incentives to assist in relocating industry where possible;
 - (b) Encourage the redevelopment of such lands for other more compatible uses.

Noxious Industrial Development

- (7) Council shall discourage the development of noxious industry in the City.

Unserviced Industry

- (8) As a general principle, Council shall endeavour to limit the development of unserviced industrial uses in the City. Notwithstanding the foregoing, Council may permit unserviced industrial development:
 - (a) In designated industrial areas as identified in Schedule "A";
 - (b) Where the environmental health impacts are minimized;
 - (c) Where long term compatibility with adjacent land uses can be secured;
 - (d) For industrial uses unsuited for fully serviced industrial parks.

Peripheral Industrial Development

- (9) Council shall work with the Provincial Government to discourage industrial development in unincorporated areas surrounding the City.

Pits and Quarries

- (10) Council shall endeavour to identify valuable aggregate resource deposits within the City and may permit the operation of pits and quarries in accordance with the following:
 - (a) Compatibility with surrounding land uses;
 - (b) Adequate measures to minimize dust, noise, and any deleterious impacts upon the environment;
 - (c) Other conditions as deemed necessary by Council.

“Runway” Business Parkway Strategy

- (11) It shall be the policy of Council to implement the “Runway” Business Parkway Strategy establishing Fredericton as the “Gateway to Atlantic Canada.”

Investment in Industrial Parks and Lands

- (12) It shall be the policy of Council to explore sources of funding from the provincial and federal governments to increase the inventory of land available for industrial and business uses.

Knowledge Park

- (13) It shall be the policy of Council to work with Enterprise Fredericton, the University of New Brunswick, the Province, and other stakeholders to encourage the further development of the Knowledge Park as the pre-eminent location for businesses involved in the knowledge industry in the City and in the Province.

2.7.3 PROPOSALS

Industrial/Business Park Development Criteria

- (1) New or expanded industrial and business parks shall be developed in keeping with the following:
 - (a) Proximity and good accessibility to the provincial highway system;
 - (b) Minimal traffic impacts on existing residential neighbourhoods;
 - (c) Compatibility with surrounding land uses;
 - (d) The implementation of adequate storm water management and other necessary measures to minimize environmental degradation;
 - (e) High servicing and landscaping standards, particularly in business parks and in locations of high visibility;
 - (f) Provision for public transit.

“Runway” Business Parkway Strategy

- (2) It is proposed that Council undertake the following initiatives to implement the “Runway” Business Parkway Strategy:
 - (a) Implement a system of standardized directional signage along the Parkway and in the various business nodes within the Parkway;
 - (b) Implement a landscaping plan on both public and private land within the Parkway corridor;
 - (c) Consider creating a business improvement area (BIA) for the Parkway corridor;
 - (d) Develop and implement a marketing strategy to attract commercial and industrial development in the Parkway;
 - (e) Assign management responsibility for the implementation of the Business Parkway Strategy.

Kimble Business Park

- (3) It is proposed that Council, in co-operation with the University of New Brunswick, pursue the development of a high quality business park on the property south of the Vanier Highway between Knowledge Park Drive and Kimble Drive.

Vanier Industrial Park Expansion

- (4) It is proposed that Council consider expanding the Vanier Industrial Park eastward to Baker Brook and southward to the Vanier Highway.

Alison Boulevard Heavy Industrial Area

- (5) It is proposed that Council work with property owners to establish an area for heavy industrial development in the Alison Boulevard area (formerly Wilsey Road South) adjacent to the Fredericton Region Solid Waste Commission property.

Northside Business Parks

- (6) It is proposed that Council encourage business park development in appropriately designated areas adjacent to Royal Road north of Ring Road and east of St. Mary’s Street north and south of Two Nations Crossing.