

# NEW BRUNSWICK EXHIBITION GROUNDS

SITE DEVELOPMENT PLAN OVERVIEW

March 2021



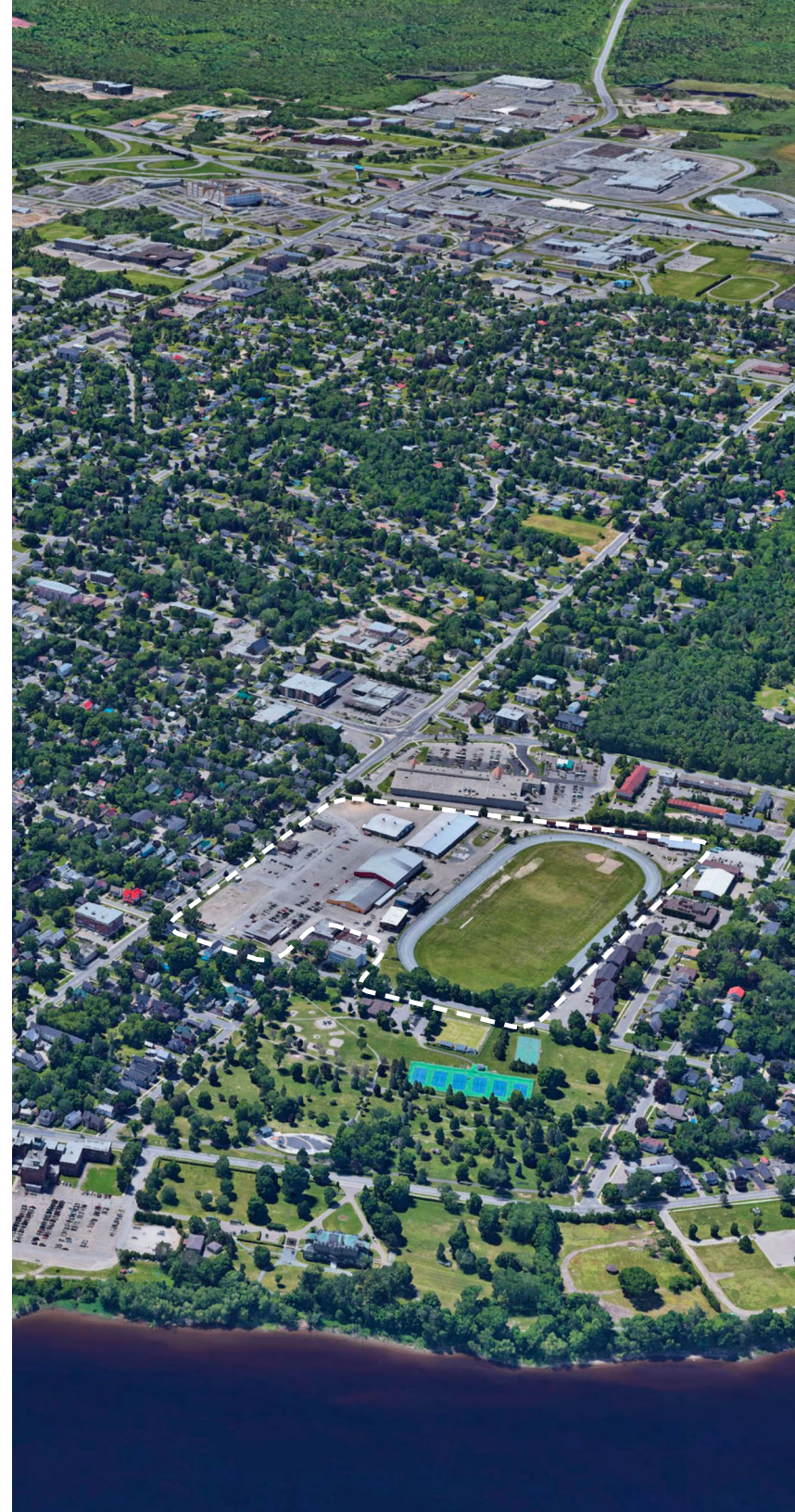
# Planning Process & Engagement

The New Brunswick Exhibition Lands Site Development Plan is a partnership effort between the New Brunswick Exhibition and City of Fredericton. The purpose of the Site Development Plan is to reimagine the exhibition grounds into a redevelopment that is future-focused, attainable, and respectful of the site's almost 150-year agricultural legacy and location on Wolastoqiyik traditional territory. The Plan provides a new vision for the site and three flexible development scenarios.

To oversee the creation of the Site Development Plan and to ensure a transparent and accountable process with First Nations and public input, Fredericton Exhibition Limited and the City of Fredericton created the Joint Land Development Committee (JLDC). This committee oversaw the development of the Site Development Plan

and recommended final approval by the Fredericton Exhibition Limited Board of Directors and City of Fredericton City Council.

JLDC established early on that meaningful engagement and representation of diverse community values in the Plan was one of the key objectives of the project. Engagement for the project was conducted in two main phases: Phase 1 was held in September-October 2020 and Phase 2 in January 2021. Both phases of engagement included an online public survey through Engage Fredericton and stakeholder workshops with representatives from community organizations, local businesses, and developers. Due to COVID-19 gathering restrictions, a public open house was only held in Phase 1.



## Vision

The vision sets out what is intended to be achieved through the redevelopment and what it will look like. The vision will be achieved through undertaking one of the development scenarios.

The development will embed the NBEX site within the daily lives of Frederictonians, enable growth in the South Core, and create new amenities for surrounding communities and the city while embracing all the historic uses in this area. The site will be activated through new connections, public spaces, and enhanced facilities that will support everyday use of the site while still supporting a diverse range of events.

The Exhibition Grounds will provide sustainable growth and bring more people to Fredericton's Urban Core. Employing the highest standards of design, the development will be safe, inclusive, and universally accessible.

## Key Components

There are nine key components that make up the Site Development Plan scenarios, as shown in the diagram to the right. Together, these components will achieve the vision of bringing the people together through a sense of community, with amenities and development that will activate the area and connections to the rest of the city. The key components are the building blocks for the three adaptive scenarios, outlined on the following pages.

## Scenarios

Three adaptive scenarios have been imagined for the site to achieve the vision. The scenarios are informed by site analysis, internal engagement with stakeholders, and engagement with the public in Phase 1. Each scenario reflects a different level of external investment and partnerships. The scenarios generally use the same key components, but differ in how these components are configured on the site and how much area they occupy.





# Scenario A: Comprehensive Development

## HIGHLIGHTS

- › Demolish and replace existing NBEX facilities with new joint-use facilities oriented towards the south of the site
- › Mixed use developments along Smythe Street
- › Residential in the north

## LEVEL OF INVESTMENT & COMPLEXITY



### Highest

External funding and partnerships (NBEX, City, Province, community organizations) required from the start

## ALIGNMENT WITH PRINCIPLES

### Partnerships



### Elevation



### Community Building



### Sustainability



### Engagement & Inclusivity



**Mixed Use Development Areas**  
Apartments above shops & services

**Residential Development Areas**  
Apartments and rowhouses

**Central Park**  
For local use, NBEX festivities and school use

**NBEX Grounds & Facilities**  
New NBEX operated year-round interior flexible facilities and exterior flexible open spaces

**Wellfield Protection Boundary**  
Zone A (North), Zone B (South)

Traffic calmed intersection on Saunders

Mid-block crossing connecting Wilmot Park to Central Park

SAUNDERS

SMYTHE

ABERDEEN

ARGYLE

WAGGONERS

ODELL PARK

WILMOT PARK

Phase 1

Cultural Centre

Capital Winter Club

Valley Trail Extension to Argyle Street

Retail fronted 'festival street' (designed to be easily pedestrianized)

Partnered Agri-Complex / Fieldhouse

New Middle School

Residential  
Mixed Use  
Commerical  
NBEX & Partners  
Open Spaces  
Stormwater Retention  
Exterior Flex Space





# Scenario B: Negotiated Development

## HIGHLIGHTS

- › One new joint-use facility on the south of the site
- › Residential on the entire west half of the site
- › One mixed use node on Smythe Street

## LEVEL OF INVESTMENT & COMPLEXITY



### Medium

External funding and partnerships required for new shared community facility (can be established over time)

## ALIGNMENT WITH PRINCIPLES

### Partnership



### Elevation



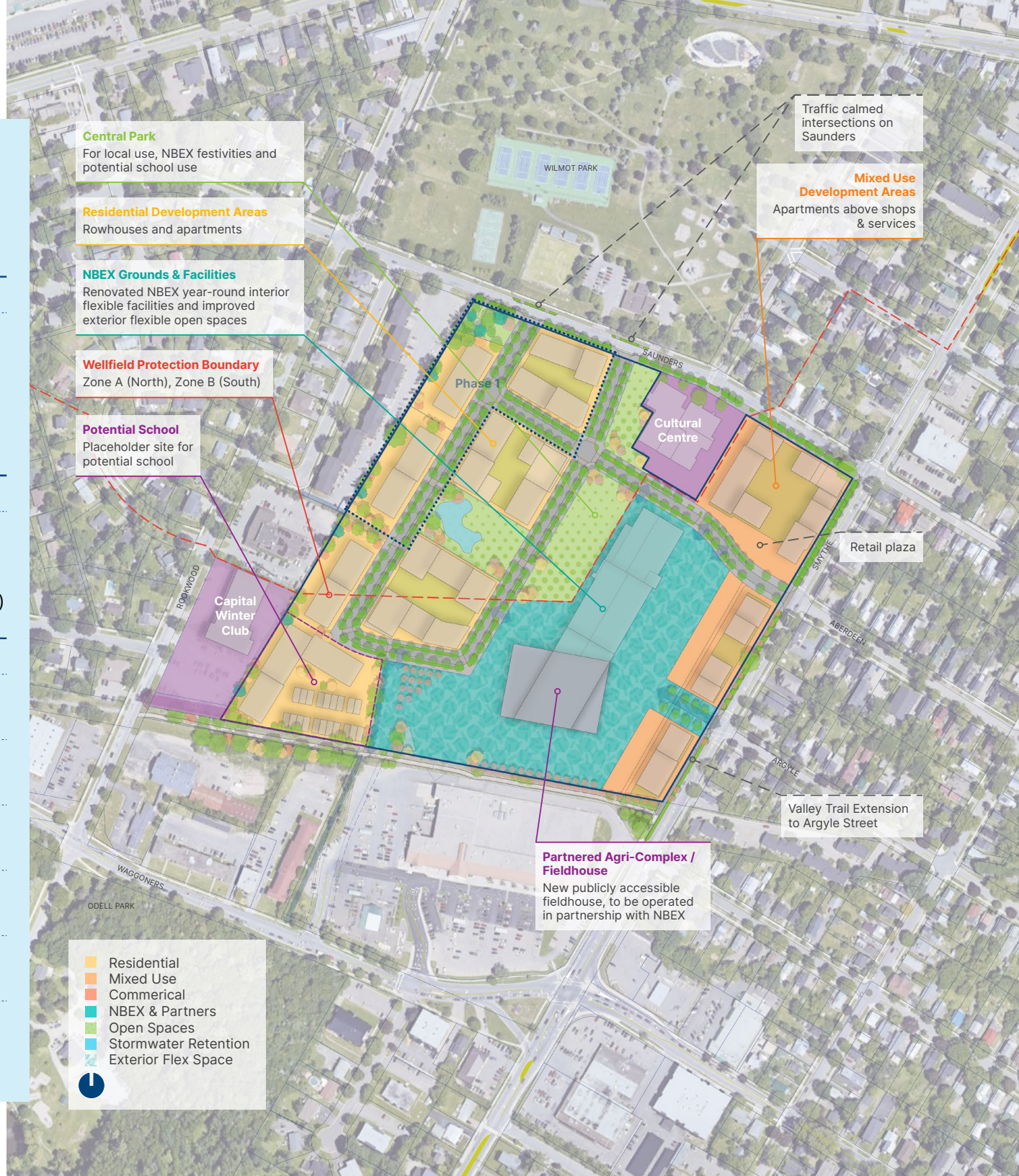
### Community Building



### Sustainability



### Engagement & Inclusivity



#### Central Park

For local use, NBEX festivities and potential school use

#### Residential Development Areas

Rowhouses and apartments

#### NBEX Grounds & Facilities

Renovated NBEX year-round interior flexible facilities and improved exterior flexible open spaces

#### Wellfield Protection Boundary

Zone A (North), Zone B (South)

#### Potential School

Placeholder site for potential school

Phase 1

Cultural Centre

Traffic calmed intersections on Saunders

#### Mixed Use Development Areas

Apartments above shops & services

Retail plaza

Valley Trail Extension to Argyle Street

#### Partnered Agri-Complex / Fieldhouse

New publicly accessible fieldhouse, to be operated in partnership with NBEX

- Residential
- Mixed Use
- Commercial
- NBEX & Partners
- Open Spaces
- Stormwater Retention
- Exterior Flex Space



# Scenario C: Light Development

## HIGHLIGHTS

- › NBEX buildings stay
- › No joint-use facilities
- › Some commercial along Smythe Street
- › Residential on the entire west half of the site

## LEVEL OF INVESTMENT & COMPLEXITY



### Lowest

No external funds or partnerships required

## ALIGNMENT WITH PRINCIPLES

### Partnership



### Elevation



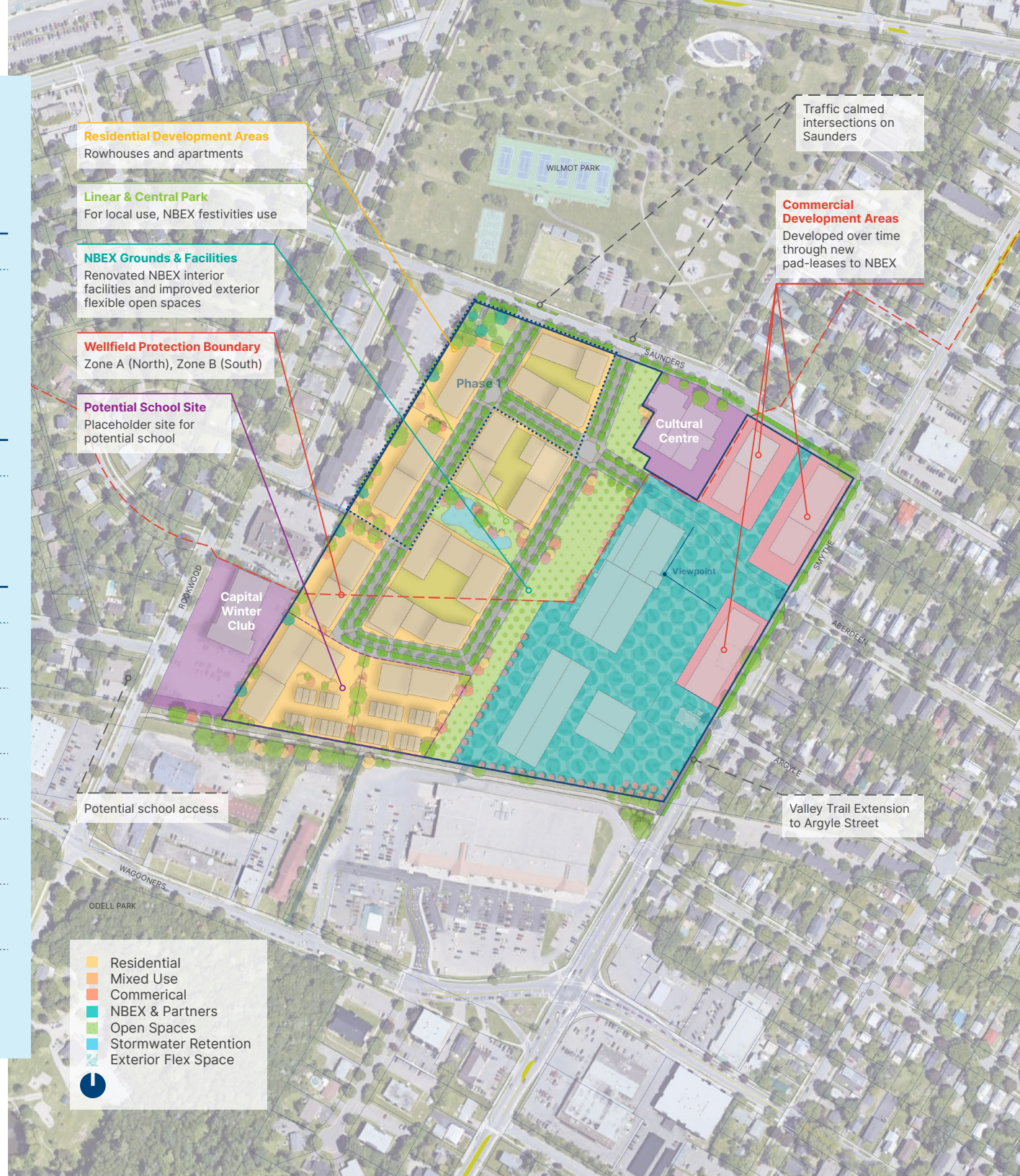
### Community Building



### Sustainability



### Engagement & Inclusivity





# Implementation

The Site Development Plan's three scenarios reflect varying levels of partnership and external funding requirements. In this way, the Plan enables development to occur in a manner that is consistent with the vision, and is also responsive to changing conditions, partnerships, and funding opportunities. As the project moves forward, actual development outcomes will likely occur not exactly as defined in the development scenarios presented.

The Plan identifies decision making checkpoints and partnerships that will influence outcomes in relation to the three suggested development scenarios. Two checkpoints include the timing of commitments to the building of a middle school and/or partnerships to develop joint-use facilities. These checkpoints will determine which scenario the development moves towards.

The Site Development Plan is just the first step in realizing the development of the Exhibition Grounds. The next step will be to appoint a joint decision-making authority tasked with overall coordination and implementation of the Site Development Plan. The City will also create a Municipal Secondary Plan to enable development in accordance with its planning frameworks and Imagine Fredericton.

