

# AVENIR CENTRE



Avenir Centre Entrance photo

Source: Golder (2019) Website

## QUICK FACTS

**Address:** 150 Canada St;  
 Moncton, New Brunswick  
**Site Area:** 3.5 ha (8.65 acres)  
**Proposal:** Recreation Centre; Arena  
**Status:** Opened in 2018  
**Investment:** \$ 113 million  
**Awards:** 2019 Brownie Awards -  
 Rebuild; Best Project  
 Development Building Scale.

## HISTORY

- The land was occupied by Canadian National Railway operations from 1918 to the early 1960's.
- Later, it was redeveloped into the Highfield Square Mall until its closure in September 2012.
- The site's condition was left with contaminants from its former railway use.
- In 2014, the property was purchased by the City of Moncton as a replacement for the Moncton Coliseum, a former indoor arena.
- The proposed Avenir's name mean "Future" in French and it's named after Avenir Hearing, a New Brunswick Audiology company which has 11 clinics across the province (Golder, 2019).



Avenir Centre Walking distance Map Source: City of Moncton

## DESCRIPTION

- The Avenir Centre is a modern 10,000-seat indoor arena for sports including ice hockey and basketball.
- The complex includes rental spaces for events, and community gathering spots.
- The site is part of areas for potential revitalization projects as described in the City's Downtown Moncton Development Vision (City of Moncton, 2006 & Golder, 2019).



Avenir Centre Indoor Arena Photo.  
 Source: MonctonRad Forum

## WHY WAS THE SITE CHOSEN?

- Avenir Centre site was chosen due to its geographical location in the downtown core of Moncton.
- The scale of the project and characteristics of the area as an entertainment and tourist district.
- The potential to attract new investment in the surrounding areas.
- The connectivity and walkability in the area.
- City staff emphasizes that Avenir Centre is part of the areas for economic development plan to revitalize its downtown.

## WHO INSTIGATED THE DEVELOPMENT?

The Councils of the **City of Moncton** along with the **Downtown Moncton Centre Ville Inc (DMCI)** are the main initiators of this proposal who advocated for the construction of the site

## WHY IS IT CATALYTIC?

- Since 2016, there has been an increase in downtown building permit values near this brownfield redevelopment.
- These building permits are traditionally used as an indicator of a community's economic growth and as per today, the entire City has issued \$378 million in building permits in 2019.
- This has also expanded Moncton's Downtown Development incentive programs seeking to lure more investment (City of Moncton, 2015).
- New developments have sparked growth in the surrounding areas with new hotels; apartment buildings; businesses and other facilities.
- The events in Avenir Centre attract thousands of tourists and residents to the downtown core.

### References:

1. City of Moncton (2006). Downtown Moncton Development Vision. Downtown Development Department. Retrieved from: [http://www5.moncton.ca/docs/Downtown\\_Vision.pdf](http://www5.moncton.ca/docs/Downtown_Vision.pdf)
2. City of Moncton (2015). Financial Incentive Program for Downtown Community Improvement Plan Area & Designated Heritage Properties. Retrieved from: [http://www5.moncton.ca/docs/Financial\\_Incentive\\_Program\\_CIPA.pdf](http://www5.moncton.ca/docs/Financial_Incentive_Program_CIPA.pdf)
3. City of Moncton. (2020). Personal Communications.
4. Golder (2019). Green Remediation: City of Moncton Revitalizing Downtown. CCE Awards Submission. Retrieved from: [https://www.canadianconsultingengineer.com/awards/pdfs/2019/D-05\\_GolderAvenir\\_Centre.pdf](https://www.canadianconsultingengineer.com/awards/pdfs/2019/D-05_GolderAvenir_Centre.pdf)
5. DCMI (2020). Personal Communications.

