

TAKING SHAPE

CENTRAL PENINSULA NEIGHBOURHOOD ACTION PLAN

Central Peninsula Neighbourhood Summit
July 6-8, 2017



URBAN
STRATEGIES
INC .



WELCOME TO THE SUMMIT!

The Central Peninsula Summit consists of a series of workshops. Four of these workshops present place-making concepts for different areas of the Central Peninsula, such as the South Waterfront, the South End, Uptown and Central Waterfront, and Waterloo Village. There are also four thematic round table discussions: Celebrating Heritage; Diversifying the Offering; Housing, Inclusivity & Quality of Life; and Healthy & Resilient City.

Over the course of the day, work through this workbook to provide your feedback on the place-making concepts, and to share your thoughts on the various themes. The workbooks will be collected at the end of the day, and all comments will be synthesized and considered as the Central Peninsula Neighbourhood Action Plan moves forward.

Our team will be available to answer questions of clarification. At the end of each workshop or round table discussion, a member of your table group will provide a succinct report back on the nature of your discussion. Please make use of the flip chart paper provided.



PLACEMAKING CONCEPT: SOUTH END

Many people feel the vitality of the South End depends on the continued existence of St. John the Baptist/King Edward School. Could an expanded SJB/KES become the new consolidated elementary school, and what might this look like? Could the intersection of Wentworth Street and St. James Street be reimagined as a contemporary community hub for the South End? And what uses could that include? Or is there an opportunity elsewhere in the South End for a new school?

An important catalytic change in the South End could be improvements to St. James Street, Rainbow Park, and its surroundings. St. James is a street with many vacant lots and vacant/derelict buildings. How can redevelopment along St. James Street be encouraged, and what form should it take? What kind of improvements to Rainbow Park would make it feel finished and safe? And how could redeveloped on the edges create a sense of community presence and safety?

Queen Square is another important place in the South End. Around the square there are numerous vacant lots that detract of the area's character. What should new development around the square look like, and how can we make it happen? How can new development be compatible with historic buildings without attempting to replicate them?

Q1: Could the edges of Rainbow Park be better framed by new and existing development to put eyes on the park and improve community use, safety, and vitality?

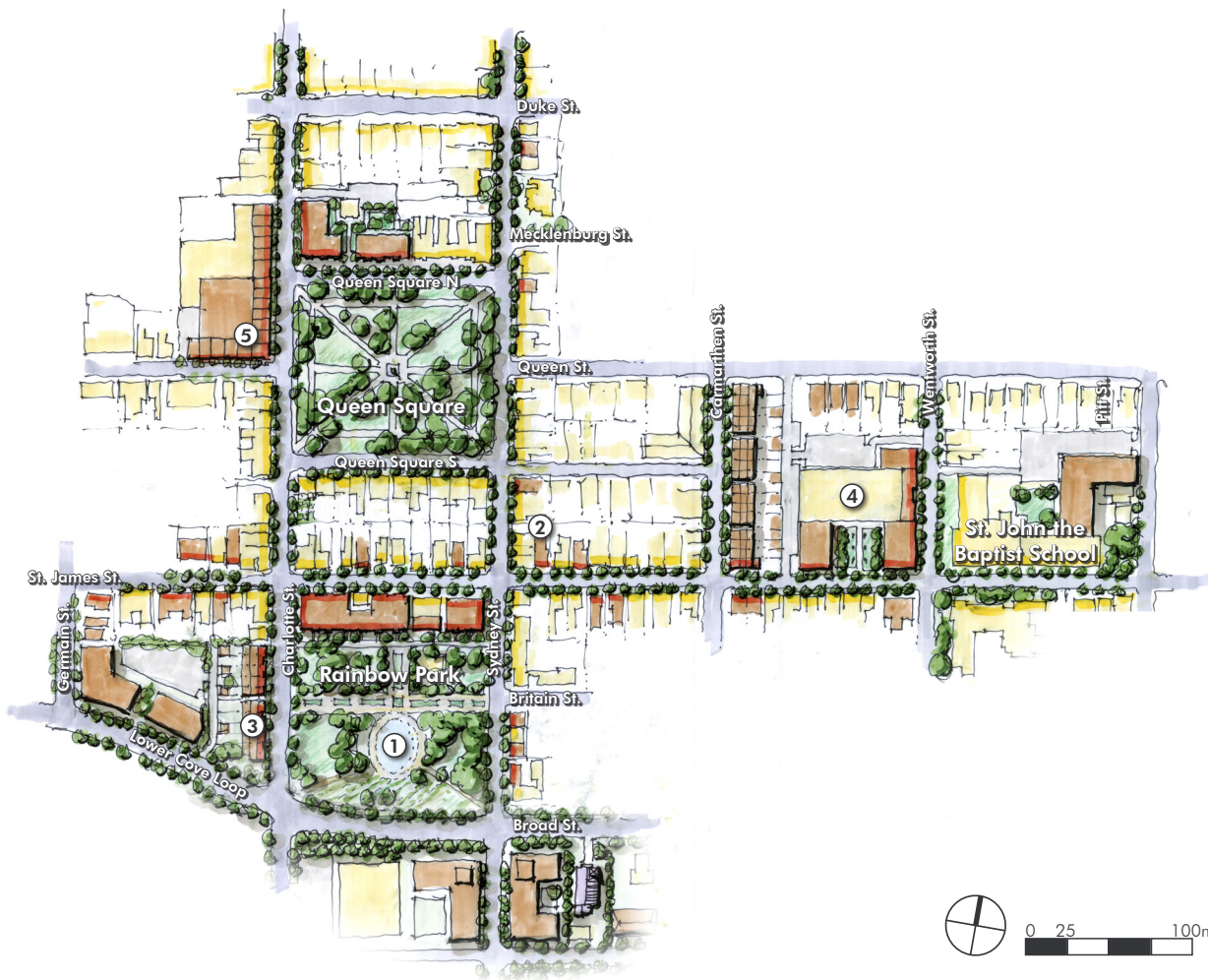
Q2: Can Rainbow Park be completed and made more green?

Q3: Could a new streetscape on St. James Street help catalyze neighbourhood infill while improving the link between Rainbow Park, the school, and community centre?

Q4: What are the opportunities for retaining SJB/KES as a community asset? Does it stay at its current location or is there an opportunity elsewhere in the South End?

Q5: Can the industrail complex at Wentworth and St. James streets be reimagined as a contemporary community hub and a focus for innovation, health/wellness, or skills development?

Q6: Can Queen Square be completed through context appropriate infill to add new residential growth and advance overall community vitality?



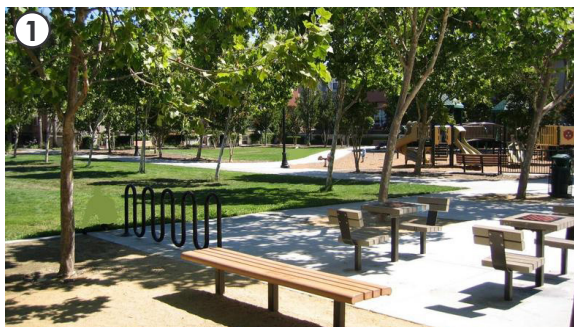
Infill housing like these townhouses would enhance Queen Square and complement existing buildings.



Could St. James and Wentworth be repositioned as contemporary community hub?



New townhouses along the edges of Rainbow Park would increase community use and vitality.



Completion of the basketball and tennis courts and additional landscaping and seating would enhance Rainbow Park as a community asset.



Infill housing along St. James Street would make contribute to a more attractive corridor

PLACEMAKING CONCEPT: WATERLOO VILLAGE



In Upper Waterloo Village – along Waterloo Street – the built form is comprised of traditional two- and three-storey house form buildings, which is similar to much of the fabric of the Central Peninsula. There are, however, many gaps in the fabric, including vacant lots and buildings, which detract from the character of the area. How can reinvestment – either new infill development or repairs to existing structures – be encouraged? Where in Waterloo Village could the City invest in streetscape and/or park improvements to lead the way

Lower Waterloo Village – along Crown Street – is the result of mid-20th century urban renewal. The area is characterized by low-rise commercial uses with large building floor plates set within large areas of surface parking. Most of these buildings do not have street frontage, resulting in poor pedestrian conditions. While Chown Field has brought much-needed recreational space to the neighbourhood, the park lacks landscaping and built form definition which would frame and contain the park. Lower Waterloo Village has potential for significant change over time, and could evolve into a new mixed-use neighbourhood with a range of commercial and housing opportunities. How should this area evolve over the next 25 years? What kind of housing could be built here? How would it relate to the park, and to Marsh Creek?

Q1: Could a mixed-use node with a grocery store be developed at Prince Edward Square to bring a range of community and retail amenities to the Central Peninsula?

Q2: What forms of infill development are appropriate for Upper Waterloo Village to fill in the gaps in the fabric and strengthen the overall vitality of the community?

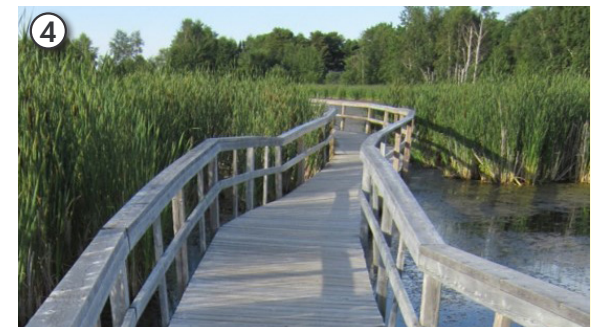
Q3: Could the edges of Chown Field be framed by new and existing residential development to put eyes on the park and improve community use, safety and energy?

Q4: Can Lower Waterloo Village evolve as a focus of mixed-use development, and can Marsh Creek become a new public realm amenity for the neighbourhood?

Q5: Is Crown Street appropriate for a road diet to improve pedestrian and cycling use?



A low-rise, mixed-use and mixed-income neighbourhood along Crown Street would provide housing alternatives in proximity to essential community amenities.



A wetland preserve along Marsh Creek would provide a unique recreational opportunity to peninsula residents and enhance property values.



A mixed-use node at Prince Edward Square could bring retail and other amenities to the Central Peninsula, including a grocery store.



Live/work units would animate this section of Union Street, create housing opportunities and support entrepreneurship.



New housing along the edges of Chown Field would put eyes on the park and create a sense of enclosure.

PLACEMAKING CONCEPT: UPTOWN & CENTRAL WATERFRONT

At one end of the Uptown is King's Square, a key civic space since the early 1800s. The Irving Home Office will bring new energy into King's Square and frame the public space. Around the square, there are some vacant lots and a few inappropriate buildings, which detract from the area's character. What should new buildings around the square look like?

On the other end of King Street is the former Coast Guard site. This city-owned quay is a strategic place-making opportunity, being one of few accessible places on the waterfront. There have been several false starts on this site. Instead of trying to land a 'big fish', a phased approach to development might be more successful. How should the site be configured? Is a new street and block pattern required to organize the site? What should take place at the water's edge? Should the existing buildings be adaptively reused or replaced?

The Uptown is notable for its mews laneways. There is the potential to create a continuous mews connection, stretching from King's Square to the foot of Princess Street, through Trinity Anglican Church and Grannan Lane. There is also potential to incorporate new mixed-use infill in this area. How should new infill relate to the existing historic structure, especially if it is internal to the block and not visible from the street?

Q1: What should new buildings around King's Square look like and what uses should they contain?

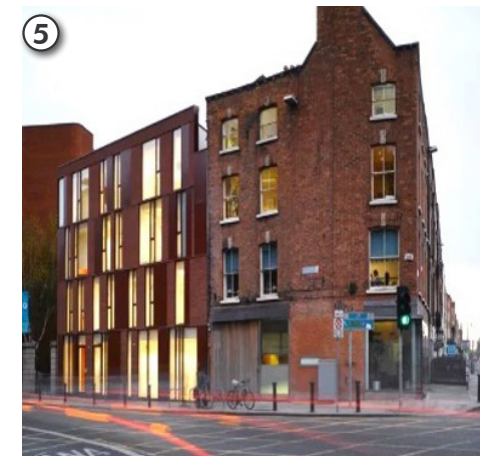
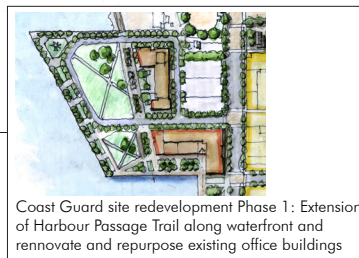
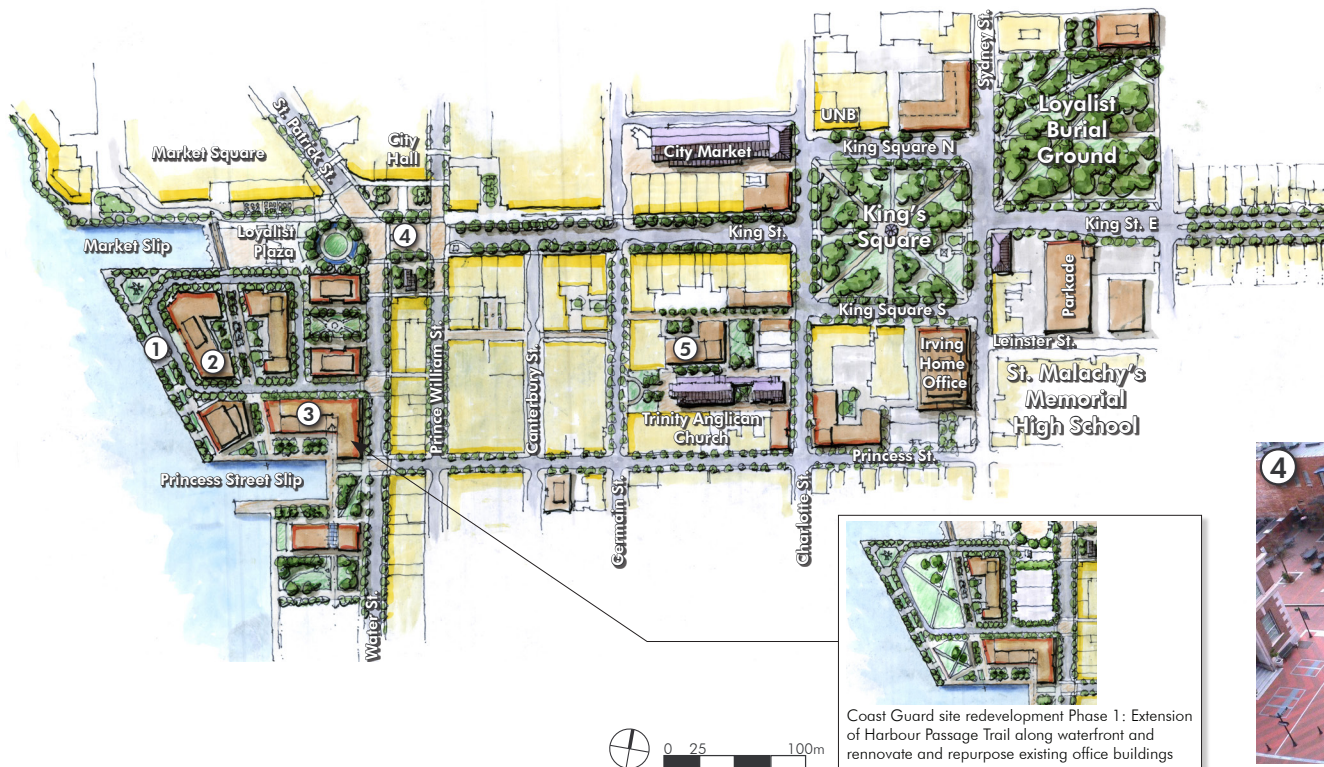
Q2: Would an incremental approach to development of the Coast Guard site be more successful in realizing a vision?

Q3: What kinds of activities should take place on the Coast Guard site and could these help support the Uptown and cruise industry?

Q4: How should the site be configured to support incremental development over time?

Q5: How can the waterfront be made more attractive and accessible? Are improvements to Loyalist Plaza and new connections part of the solution?

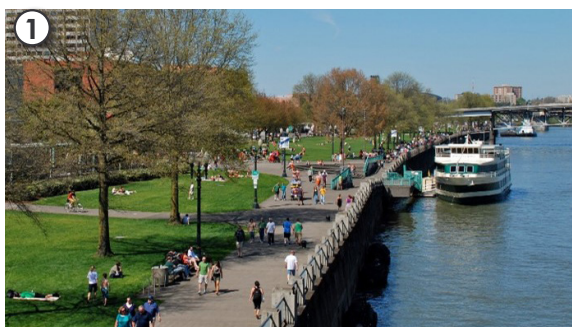
Q6: Should King Street be improved and in what ways can King's Square and the Coast Guard site be linked?



5 Mews offer opportunities for playful residential infill development.



4 King Street at Market Square could become a gathering place for special events, unified with pavers or paint.



1 The Coast Guard site provides opportunities for passive recreation and special event for both residents and visitors to Saint John.



2 Later phases of development at the Coast Guard site could include residential buildings at the water's edge.



3 The existing buildings at the Coast Guard site could be reskinned and expanded for a more contemporary aesthetic.

PLACEMAKING CONCEPT: SOUTH WATERFRONT

At the tip of the Central Peninsula is the Sugar Refinery site, which has been vacant since the refinery was closed in 2000. As a City-owned site and one of few opportunities to access and experience the waterfront, the Sugar Refinery site is a strategic place-making opportunity. Building on the success of Tin Can Beach as a community space, what could become of this site? The site has great potential for use as an open space, and could include commercial and entertainment uses, including interim and seasonal uses like concerts and festivals. What kind of activities would the site host, and what would the space look like?

Next to the Sugar Refinery site is Barrack Green Armoury – an impressive, fortress-like structure on a hillside overlooking the harbour, and back to the city. Built in 1912, the Armoury is still occupied by the Department of National Defense. Over the long term, the site could play a bigger role in Central Peninsula as a focus for recreation, entertainment, or arts, culture and education, drawing people from across the city to the South End. Could the Armoury become home to a new institution, or other community-type use?

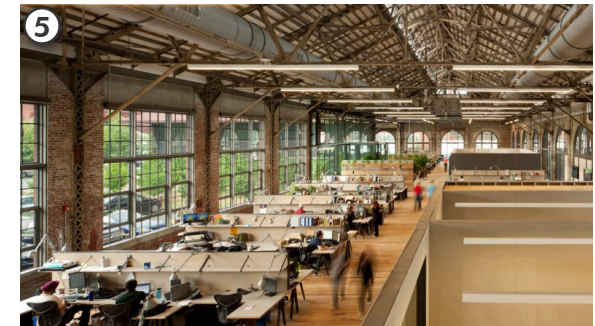
Q1: Should the south side of Broad Street facing Rainbow Park be framed by new buildings to create a new and attractive entry to the South Waterfront at Broad and Sydney streets?

Q2: Could new streetscapes on Charlotte and Sydney streets better link the South End to the South Waterfront for pedestrians and cyclists?

Q3: Can the Sugar Refinery site be improved as a naturalized open space and accommodate a range of temporary uses, such as community fairs, Cirque du Soleil, and seasonal uses?

Q4: Over the long term, should the Armoury evolve as a future focus for education, culture, community use and concerts with indoor and outdoor programming? What are the opportunities for partnerships with educational and community partners?

Q5: How should the port respond to and relate to urban uses on the South Waterfront?



The Armoury itself could be adapted to a range of community or educational uses, such as a partnership with an existing institution.



The Armoury site has long-term potential as a community hub with a focus on arts and culture, urban farming, education, or recreation.



Two four-storey apartment buildings on Broad Street flanking Sydney Street would reinforce the entry to the South Waterfront and frame Rainbow Park.



Flat paved surfaces could support a range of temporary and seasonal uses, and require minimal infrastructure or investment.



An amphitheatre on the South Waterfront would provide a unique concert experience. With few residents nearby, noise impact would be minimal.

PLACEMAKING CONCEPTS: WHERE DO WE START?

The placemaking concepts that will be part of the Central Peninsula Neighbourhood Action Plan represent a range of scale and complexity. Where exactly should we start?

Q1: Which elements of the placemaking concepts do you consider top priority? Which could be 'quick wins'?

Q2: Which elements of the placemaking concepts could have a catalytic effect to encourage private sector reinvestment?





DIVERSIFYING THE OFFERING

The Central Peninsula is the focal point of the local economy and an important hub for arts and culture, entertainment, and tourism. The diverse roles that the Central Peninsula should be reinforced, and new opportunities should be developed.

There are more than
30 IT firms
located Uptown

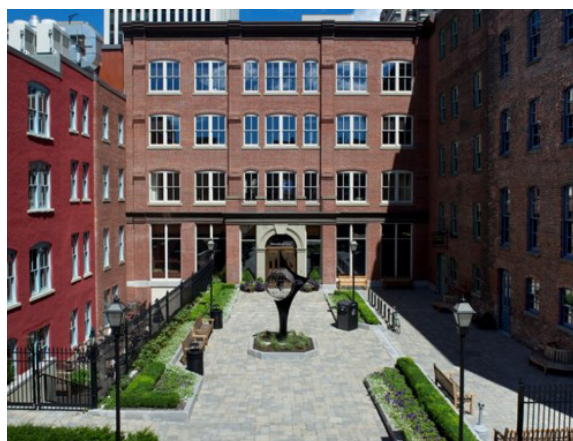


Saint John's tourism industry
contributed **\$240 to the local
economy**
in 2016



The Central Peninsula
is home to more than
**1,100 businesses and
roughly 22% of the region's
employment.**

The Central Peninsula Neighbourhood Action Plan should support existing activity, and encourage new and diverse growth, including entrepreneurs, self-employed individuals, and catalytic uses. In Canada, high-growth sectors are those that are knowledge-based, including creative clusters. These industries are usually drawn to amenity-rich urban areas.



Knowledge-based industries are drawn to brick-and-beam buildings like CentreBeam Place.



The Central Peninsula has distinct neighbourhoods and many historic homes.



The City Market is popular among residents and tourists alike.



The Boardwalk is a hub of nightlife, entertainment and celebration.

Q1: What are the best opportunities or areas to diversify the offering?

Q2: Are there particular places or areas of the Central Peninsula provide opportunities to do so?

Q3: What activities or places can be enhanced?

Q4: What (success) stories of the Central Peninsula are important to tell?

Q5: How can economic prosperity be enhanced?

HEALTHY & RESILIENT CITY

Saint John has made great strides in recent years to improve the quality of the environment.

The four-year Saint John Harbour Clean-Up concluded in 2014, and now 100% of the city's wastewater is treated before discharged. At Marsh Creek this has meant a **95-99%** reduction in fecal coliforms, and improvements to the fish habitat.

While the city makes substantial headway against these major environmental challenges, the Central Peninsula continues to struggle with a much simpler one: waste and litter. Through the public engagement process, this has emerged as a top issue on the peninsula because it detracts from neighbourhood character.

How can the plan support environmental quality issues, both big and small? What is the future of Marsh Creek? How can the plan support other initiatives - such as green roofs, clean energy, active transportation - in order to decrease emissions, reduce stormwater runoff, and reduce urban heat island effect?

How do we commute?

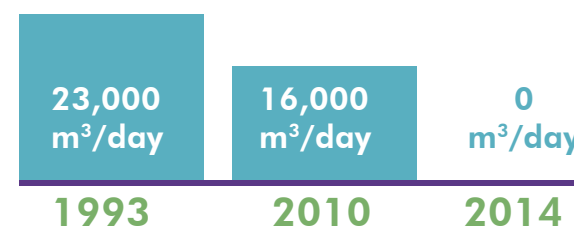
55% of the Central Peninsula population walks, bikes or takes public transit to work

12% of the Saint John population walks, bikes or takes public transit to work



Cycling on the Central Peninsula is limited due to weather, topography and lack of infrastructure.

Discharged untreated wastewater:



Community Gardens like this one at Rainbow Park increase access to fresh and healthy food and promote social exchange.

Q1: What is key to making the Central Peninsula a more healthy community?

Q2: What elements of resiliency are most critical or most achievable for the Central Peninsula?

Q3: How/where are the best opportunities to enhance walking, cycling and transit to, from and with the Central Peninsula?

Q4: How can the Central Peninsula become a leader in healthy and resilient communities? Is this important for the Central Peninsula and the City?

HOUSING, INCLUSIVITY & QUALITY OF LIFE

The Central Peninsula has long-standing socio-economic issues, including generational poverty, unemployment and issues of housing affordability and quality.

There is a strong network of helping agencies that work hard to improve the quality of life of residents living in the Central Peninsula.

How does the Central Peninsula Neighbourhood Action Plan intersect with this important work and contribute to quality of life?

What services and amenities are missing to support and retain families? What services and amenities are missing to support the peninsula's senior citizens?

Percentage of dwellings requiring major repairs:



2%

Uptown

14%

Waterloo Village

11%

South End

9%

Saint John

Percentage of Lone-Parent Families:



32%

Central Peninsula

19%

Saint John

Percentage of population living below poverty line*:

39%

Central Peninsula

15%

Saint John



Rainbow Park has brought active recreation space to the South End. The splash pad has been particularly successful.



The Central Peninsula is anchored by neighbourhoods. While many are healthy, some have experienced decline.

Q1: What will continue to make the Central Peninsula an inclusive place?

Q2: What is missing in the community today that would contribute to the quality of life in the Central Peninsula?

Q3: Where are the key places, spaces, points of gathering and amenities?

Q4: How and where should we encourage reinvestment on the Central Peninsula?

Q5: What does it mean to be 'family-friendly' on the Central Peninsula?

CELEBRATING HERITAGE

Being a historic city contributes to local character and civic pride, but there are also clear economic benefits. For example, the historic fabric of the Central Peninsula anchors the city's tourism/cruise industry. It is also at the root of renewed interest in living in the core.

At the same time – some people find building within a heritage context to be a challenge.

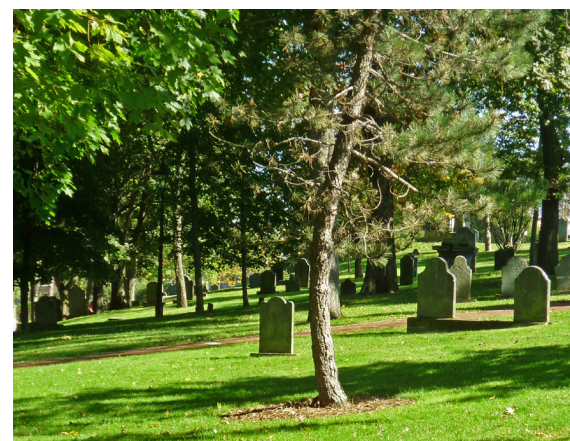
What tools can we use to conserve our built heritage at the same time allowing for much-needed growth? How can we ensure that new development is compatible with our built heritage?

How can we broaden our understanding of 'heritage' to include cultural landscapes, marine and industrial heritage, and the stories of the peninsula?



Prince William Street was Canada's first National Historic Streetscape.

In 2016, the City awarded **\$265,000** towards the rehabilitation of heritage and pre-war buildings in the Central Peninsula.



The Loyalist Burial Grounds is an example of a cultural landscape.



The Shaarei Zedek Synagogue will be adapted for use as office space.

Q1: Which conservation strategies seem most appropriate for Saint John for preservation, renovation with additions,

Q2: What are the most compelling layers of the Central Peninsula's heritage?

Q3: What are the most important tools to conserve and celebrate the Central Peninsula's heritage?

Q4: What can be done better?

FINAL THOUGHTS

In there anything else that has yet to be mentioned that should be considered in the Central Peninsula Neighbourhood Action Plan? Please share your ideas below.

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THANK YOU!

