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INTRODUCTION

The Central Peninsula Neighbourhood Plan has been developed as a guiding policy document intended to spur new development and reinvestment in the heart of the City of Saint John. The Plan is intended to further implement Plan SJ, the City's Municipal Plan, align with Play SJ, the City's Recreation Plan, and be responsive to strategic growth plans such as the Roadmap for Smart Growth and the Population Growth Framework. Together, this family of documents will guide growth, development, and revitalization efforts in the City for years to come.

The Plan articulates a vision for the future of the Central Peninsula that balances long-term direction and short-term actions. It seeks to create immediate change and long term growth through targeted investment and actions through place-making strategies, action strategies, and thoughtful implementation. Together, these components will be a catalyst for private sector reinvestment in the form of high-quality new spaces that will successfully integrate with the remarkable urban character found on the Central Peninsula.

The place-making strategies of the Central Peninsula Neighbourhood Plan focus on the following key outcomes:

- Carefully Considered, New infill development
- Rehabilitation of heritage buildings
- Upgrading of housing stock
- Creating a High Quality, pedestrian-oriented public realm
- Delivering New Experiences and Destinations

The Action Strategy frames a series of actions, policies, and advocacy positions directly informed by the community which will facilitate the realization of the vision for the Central Peninsula. The actions, policies, and advocacy positions are organized into 6 themes:

- City Prosperous
- City Vibrant
- City Beautiful
- City Living
- City Green
- City Connected

The implementation of the Plan is structured around a formal policy framework and a 10 year action plan. The implementation strategy coordinates various levels of government, stakeholders, and community leaders to achieve the community's vision through prioritizing high impact short – and near-term initiatives.

The following document is a reflection of the community it is intended to serve. The Central Peninsula Neighbourhood Plan was informed by dozens of community engagements and hundreds of individual comments from City residents. Public input combined with thorough analysis of established best practices culminated in a document that is well informed and realistic in its vision and will assist the Central Peninsula in becoming the rejuvenated and dynamic cultural hub of New Brunswick.

ORGANIZATION OF THE CENTRAL PENINSULA NEIGHBOURHOOD PLAN

Part 1: Setting the Stage for Reinvestment

This section introduces you to the Central Peninsula and tells the story of the heart of the City. Information pertaining to the City's background, an explanation of the study area, and a description of the process undertaken to create the Neighbourhood Plan is provided for reference. This section aims to set the stage for the remainder of the document. It is here where you learn how important the Central Peninsula is to the future prosperity of Saint John.

Part 2: Vision & Guiding Principles

This section will reveal the community's vision for the Central Peninsula. The vision is the overarching goal for the Central Peninsula; what we are and what we aspire to become. The guiding principles will help us as a community, achieve the vision. They set the pace for the remaining pieces of the plan.

Part 3: Place-Making: The Visionary Big Moves

Place-making uses community feedback to envision positive change at the neighbourhood level. Place-making strategies on the Central Peninsula look at areas ripe for reinvestment and create visionary actions to achieve positive momentum and catalytic change. This section outlines the Big Moves necessary to bring impactful change to specific areas on the Central Peninsula while setting the stage for the Built Form Framework, the Action Strategy, and the Implementation Strategy.

Part 4: Built Form and Urban Design Framework

Built form describes the design of buildings while urban design looks at how buildings relate to one another, and how they interface with streets, parks, and open space. This section combines elements of built form and urban design principles and creates a detailed policy framework to guide new urban development on the Central Peninsula. The section informs the Urban Design Manual found in Schedule X.

Part 5: The Action Strategy

Resulting directly from the public and stakeholder engagement, the Action Strategy outlines polices, actions, and outreach opportunities that achieve the community's vision for the Central Peninsula. The Action Strategy outlines a series of goals which aim to enhance the Peninsula as a place to both live and invest.

Part 6: The Implementation Strategy

This section establishes a policy framework to guide the implementation and enforcement of the Neighbourhood Plan. A 10 year implementation work plan for the City of Saint John and its community partners is included.

Appendix A: Urban Design Manual

The Urban Design Manual contains standards and guidelines for development on the Central Peninsula. The manual includes standards and guidelines for the built form and public realm and will influence the integration of new construction into the Central Peninsula's established neighbourhoods. The manual is intended to be used in conjunction with the City's zoning by-law to facilitate high quality development in the city's centre.



SETTING THE STAGE FOR REINVESTMENT

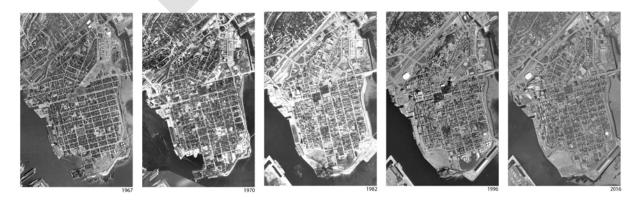
1.1 Why the Central Peninsula? Why Now?

The Central Peninsula is recognized as the City of Saint John's Regional Centre in PlanSJ, the City's Municipal Plan. PlanSJ envisions the Central Peninsula as home to the highest intensity of land use and density, reflective of it being the historic heart of the City. The Central Peninsula is the vibrant hub for employment, arts and culture, entertainment, and tourism.

After years of population decline and disinvestment, the Central Peninsula is experiencing a renaissance; there is increasing momentum to live, work, and recreate here. Populations in the Uptown are increasing while neighbouring areas are stabilizing. New and recent construction of office and residential developments are set to bring more people to the Peninsula every day. New restaurants, bars, and entertainment venues have maintained the Peninsula as the cultural centre of the city. Public spaces, particularly along the City's waterfront, have become important community focal points and there is increasing interest in realizing their full potential.

There is significant opportunity for economic and population growth on the Peninsula. Underutilized or vacant land is an asset prepared for repositioning and in doing so, creates the potential for new housing stock and commercial space.

The Central Peninsula Neighbourhood Plan provides an opportunity for the community to harness the growing momentum at the centre of the city and create positive transformative change.



CHANGES IN THE BUILT ENVIRONMENT - CENTRAL PENINSULA 1967 - 2016

1.2 Historic Change

The Central Peninsula has been shaped by its tumultuous past and tenacious spirit. Defining events in the City's past have proven the resilience of the neighbourhoods that comprise

the Central Peninsula. As we move forward and create our own history, it is important we appreciate the remarkable history that has moulded the core of our city.

The Great Fire of 1877 caused wide spread devastation throughout the City, leaving thousands homeless. As a result, a new municipal building code was established, requiring all new buildings be constructed with masonry exterior walls. This set the foundation for the world class heritage character the Central Peninsula boasts today.

In the Mid-Twentieth Century, City lead Urban Renewal efforts throughout the 1960s and 70s displaced thousands of residents from the City's core neighbourhoods, disconnecting the Central Peninsula from the North End. This further amplified the trend towards decentralization that began with the rise in popularity and accessibility of the personal automobile. The outward shift of commercial development to the City's East Side accelerated the decline of the Uptown over the same time frame. Major reinvestment in the 1980s and 90s brought key public facilities like the Canada Games Aquatic Centre and Harbour Station into the City's core, bolstering it as a regional centre and undoing some of the negative impacts of Urban Renewal. Important developments and restoration projects like Market Square, Imperial Theatre, and the City Market were strategic in lifting the Central Peninsula's profile as an urban centre. This pattern of incremental reinvestment continued into the millennium with the deindustrialization of the waterfront through the development of Harbour Passage and the revival of Tin Can Beach as an important public focal point.

In recent years, following the adoption of a new direction with PlanSJ, the City shifted its focus to new policies and programs which support revitalization and growth within its core neighbourhoods. This includes the establishment of new programs that further the PlanSJ vision for a safe and vibrant Central Peninsula. This includes programs such as:

- The Vacant and Dangerous Buildings Program
- The Urban Development Incentives and Beautification Grant Programs
- The Community Standards Program

The Central Peninsula Neighbourhood Plan will build on recent efforts and provide a detailed framework for the expansion of recent municipal programs and initiatives seeking to revitalize the Central Peninsula.

1.3 Plan Area

The Central Peninsula is the physical and cultural centre of the City of Saint John. It is comprised of three neighbourhoods: the Uptown, the South End, and Waterloo Village. It also includes important waterfront spaces in the Central Waterfront and Long Wharf, as well as key transportation corridors into the Peninsula, primarily Main Street and Crown Street. The Trinity Royal, King Street East, Orange Street, and Princess Street Heritage Conservation Areas and the Red Rose Tea and Brunswicker/Ordnance Corps Buildings contribute to the unique heritage fabric that allows the Central Peninsula to be an architectural example for much of the Maritimes.



NEIGHBOURHOODS

Home to the majority of the offices, restaurants, and bars in the city, the Uptown Neighbourhood is the commercial core and entertainment centre of Saint John. It is bound by Water Street to the west, Union Street to the north, Sydney Street to the east, and Duke Street to the south.

The South End is primarily a residential neighbourhood with some neighbourhood commercial spaces spread throughout. It is bound by Water Street to the west, Duke Street to the north, Crown Street to the east, and Broad Street to the South.

Waterloo Village is a significant mix of residential, commercial, and community spaces and facilities including St. Joseph's Hospital and the Cathedral of Immaculate Conception Roman Catholic Church. It is bound by Main Street to the west, the Saint John Throughway to the north, Crown Street to the east, and Union Street to the south.



HULA EXHIBIT - PUGSLEY TERMINAL

portance of the port to the city, region and province is clear, but working waterfronts also present challenges. There is more than 5km of waterfront on the Central Peninsula, but currently, 80% of the waterfront is inaccessible to the public. The Central Waterfront includes the Coast Guard site, a municipally owned site poised for impactful development. Long Wharf is a port facility which supports a wide range of uses including port/industrial, recreation, tourism, and entertainment.

AREASO 6 MUFICE PRESENTATION AREASO 6 A

AREA 506 MUSIC FESTIVAL - LONG WHARF

WATERFRONT SPACES

Saint John is a waterfront city. The Central Peninsula waterfront is characterized by the Port of Saint John, a busy cargo port an important port-of-call on the Canada-New England cruise ship schedule. The economic im-

TRANSPORTATION CORRIDORS

The main points of entry into the Central Peninsula are Main Street, Somerset Street, Crown Street, and the Courtenay Bay Causeway. These corridors were designed around the automobile with wide streets, narrow sidewalks, and few designated crossing points. This fosters a harsh environment for and pedestrians and cyclists while also being unattractive entry points to the Central Peninsula.

BUILT HERITAGE ASSETS

Home to the highest tides in the world, the Bay of Fundy is the doorway to Saint John's historic neighbourhoods. Through concerted effort in the 1980s, much of these historic neighbourhoods were protected. As a result, much of the incredible historic architecture remains which has allowed the Central Peninsula to evolve into one of the densest, walkable urban communities in Atlantic Canada.

Saint John's historic neighbourhoods are like no other in the Maritimes. While the Great Fire of 1877 destroyed a significant portion of the Central Peninsula, much was rebuilt in brick and stone within five years. The Central Peninsula's historic fabric is outstanding among Canadian cities for being incredibly cohesive and intact. Recognizing its unique built heritage, Saint John currently has 770 buildings designated and protected across 11 Heritage Conservation Areas (HCA); six of which are located on the Central Peninsula. HCAs are areas defined and regulated by the Saint John Heritage Conservation Areas Bylaw, the main objective of which is to conserve, rehabilitate and utilize heritage sites,

HERITAGE ASSETS MAP



structures, buildings, areas and environments for the benefit of the community.

1.4 Life on the Central Peninsula

POPULATION TRENDS

The Central Peninsula has a population of 7,555 making up approximately 11 percent of the City's population. From 2011-2016, the Central Peninsula experienced an overall population decrease of -6.2%. Despite this decrease, the Uptown and the adjacent residential neighbourhoods of the South End experienced a population increase, while the lower South End and Waterloo Village experienced population decline%. Much of the increase in the Uptown and adjacent areas can be attributed to young adults (20-39 years old), who represent 35% of the Central Peninsula's population. With an average population density of 2,387 residents per square kilometre in 2016, the Central Peninsula is the densest area of Saint John, and is well positioned to capitalize on the trend of young adults increasing preference for dense, walkable urban communities.

The Central Peninsula is home to an increasingly diverse ethnic population. In 2011, the immigrant population in New Brunswick represented 3.9% of the total population; however, 7% of the Central Peninsula's population spoke a different native language than English or French. This population is nearly double the percentage when compared with the Metro-

politan Area of Saint John (3.8%).

While newcomers may not currently constitute large populations, attracting and retaining a diverse range of populations adds to the vitality of our neighbourhoods and increases the likelihood of attracting family members and broadening the network of new immigrants, a critical component of bolstering Saint John's population and facilitating growth.

SOCIO-ECONOMIC CONDITIONS

A challenging characteristic of the Central Peninsula is its disparity of socioeconomic conditions of people who live and work in the Central Peninsula. As the regional employment hub, many of the jobs located in the City's core are held by middle income people living in outlying communities. This is a contrast to many of the residents of the Central Peninsula who are unemployed and living in poverty.

Intergenerational poverty and unemployment have been longstanding issues facing the Central Peninsula. In 2015, 13.8% of children aged 17 and under living in the Central Peninsula were living in poverty. The Central Peninsula has an unemployment rate of 11.8% compared to the City's 6.6% rating. This effectively places 1 in 10 participants in the labour force out of work. As we move towards fostering mixed income neighbourhoods, quality of life for all residents of the Central Peninsula will improve.

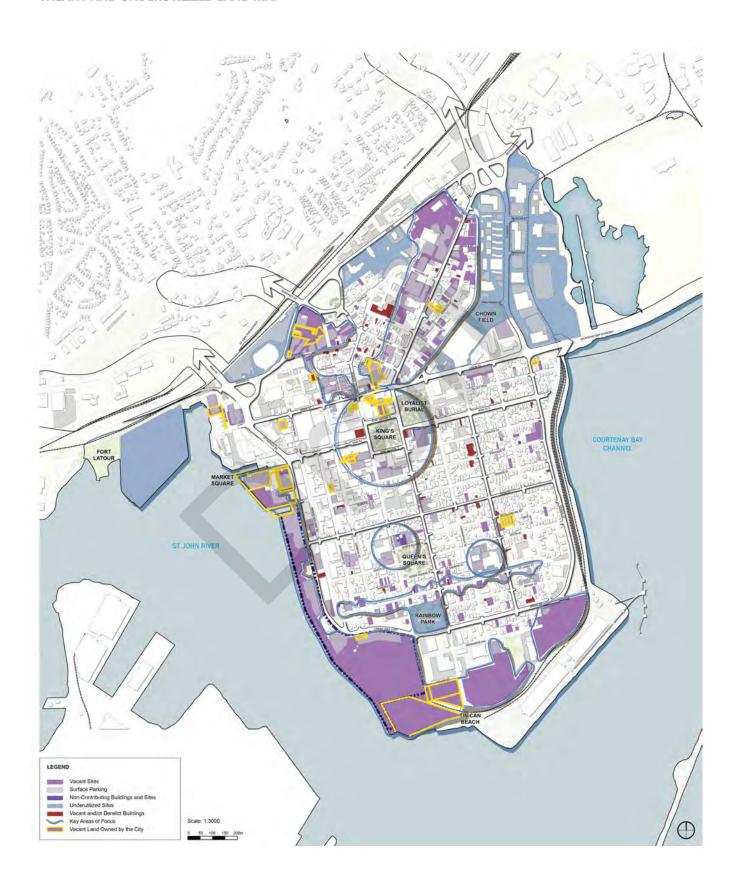
Adequate, stable, and appropriate housing is vital to an individual's health and wellbeing. The Central Peninsula is home to some of Saint John's most cherished heritage buildings; however, much of its housing stock (61.87%) was built before 1960, with 11.75% being in need of major repairs. A significant 88.47% of Central Peninsula residents are renters, with 61.43% of residents having moved in the past five years. Ensuring access to, and the availability of, affordable housing options is critical in meeting the needs of current residents and attracting new ones.

VACANT AND UNDERUTILIZED LAND

Decades of growth at the edges of Saint John has led to disinvestment in the core, meaning vacant commercial and residential properties have become progressively derelict. Many have required demolition, leaving numerous vacant lots that detract from the character of neighbourhoods and streets, discouraging investment. There are currently almost 300 undeveloped lots in the Central Peninsula, many located in prime, mixed-use areas. There are also significant areas of underutilized lands such as Crown Street, City Road corridor, Main Street, and the waterfront. In these locations, suburban forms (large single-storey floor plates set within large areas of surface parking that could be put to better use in the long-term.

Vacant and underutilized lands represent enormous opportunity – if developed at typical neighbourhood densities, these lots could yield up to 4,000 residential units. New and diverse opportunities for living, working and recreation in the core will also reinforce and expand the Central Peninsula's role as the urban heart of Saint John. Some of the vacant and underutilized parcels are City-owned, including Fundy Quay and the former Lantic Sugar site. These propertied have the potential to be catalytic, bringing new activity and economic development opportunities to the Central Peninsula.

VACANT AND UNDERUTILIZED LAND MAP

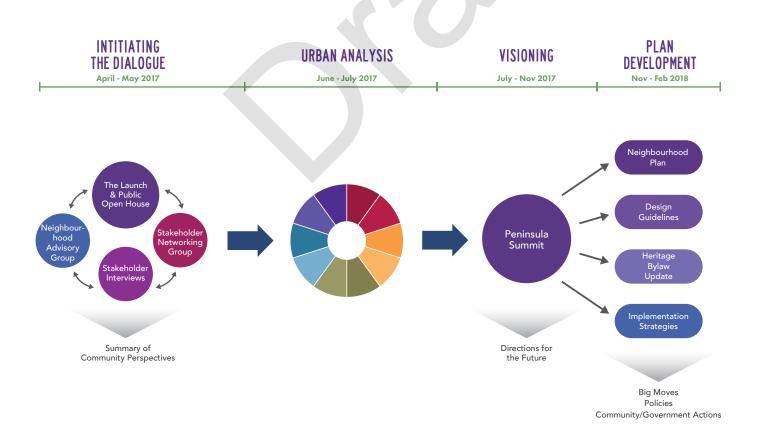


AMENITIES

The Central Peninsula has a diverse offering of experiences for both residents and visitors. Music and cultural entertainment at the historic Imperial Theatre, professional hockey and basketball at Harbour Station, music and food festivals along the waterfront, and walking tours through heritage areas and along Harbour Passage are just a sample of the amenities offered on the Peninsula.

The City's urban core is home to the "royal" squares, King and Queen Square, which provide valuable green space and recreation opportunities. In addition to these traditional spaces, newer assets like Rainbow Park and a revitalized Chown Field contribute to ensuring increased play and recreation areas. These reconceived spaces, while valuable additions to their respective neighbourhoods, remain incomplete and, in the case of Chown Field, require a re-imagining of how best to serve the community year round.

1.5 Plan Process



The Central Peninsula Neighbourhood Plan is the product of extensive community and stakeholder engagement. The Neighbourhood Action Team, the Stakeholder Working Group, the Project Steering Committee , and Common Council's combined effort produced a thoroughly researched and representative document that will guide policies, actions, and outreach for the next 30 years.

The plan process occurred in five phases from May 2017 to June 2018. The key elements of the phased work plan included:

PHASE 1: PUBLIC LAUNCH

- Establishment of governance Neighbourhood Action Team & Stakeholder Working Group;
- Launch of the *Taking Shape* digital engagement platform;
- 30+ Stakeholder meetings;
- Pop-up events and community meetings;
- Survey of 76 Participants of the Uptown Saint John Residential Tour;
- May 24th, Public Launch Event

PHASE 2: URBAN ANALYSIS

- Analysis of urban structure and existing neighbourhood conditions;
- Preparation of preliminary concept plans demonstration the evolution of strategic places within the Central Peninsula;
- July 6th -8th Central Peninsula Summit community engagement event;

PHASE 3: VISIONING AND PLAN DIRECTIONS

- Revision of concept plans;
- Draft directions for the Heritage and Urban Design Programs;
- Draft Action Strategy Options Prepared
- 17 stakeholder meetings;
- 32 developer interviews;
- 9 Pop-up engagement events;

- 138 survey participants of business and residents;
- November 23rd, Public Open House

PHASE 4: PLAN DEVELOPMENT

- Preparation of draft Neighbourhood Plan and Urban Design Manual;
- Preparation of Draft Heritage By-law Analysis Report;
- Workshops with Common Council, Planning Advisory Committee, Neighbourhood Action Team, Heritage Development Board; and
- Public Review of Draft Plan

PHASE 5: PLAN ADOPTION

- Formal public presentation and public comment period;
- Planning Advisory Committee Public Meeting
- Heritage Development Board Meeting
- Common Council Public Hearing



NOVEMBER 2018 OPEN HOUSE

1.6 Engagement Feedback

Throughout the planning process, engagement summary reports were prepared and presented to Common Council and key stakeholders. The reportssummarized feedback received throughout the engagement process, both through the digital engagement platform, Taking Shape, and the dozens of face-to-face engagements which took place during various phases of the plan. There were three engagement reports produced, allowing the public to follow the development of the Plan and see what themes and topics were emerging as priorities. The emerging themes of the

- the need to increase overall public access to the waterfront;
- the need to address litter and waste to ameliorate streetscapes;
- the importance of protecting heritage buildings, while encouraging new growth;
 and
- a desire to improve active transportation and pedestrian infrastructure.
- the need for more trees and greening;
- the need to infill vacant lots and address derelict buildings; and
- improving active transportation and pedestrian infrastructure;



50 Stakeholder Meetings & more than 100 Participants



1110+ People engaged from May to October
more than 2000 comments

165 Followers on the

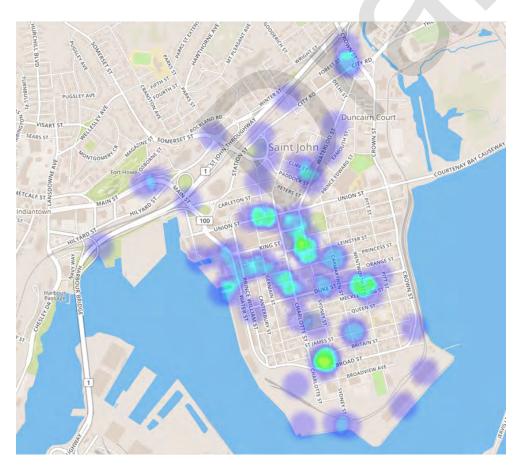
Digital engagement platform with more than 500 comments

138 Survey participants from Uptown, South End, and BIA

32 Interviews with developers, investors and property owners

20+ Pop Up Events around the Peninsula

ENGAGEMENT STATISTICS - MAY 20TH TO OCT 13, 2017



DIGITAL ENGAGEMENT MAP - AREAS CLASSIFIED BY 'WHAT COULD BE BETTER'



2 VISION & GUIDING PRINCIPLES

The Vision seeks to capture new opportunities and mitigate existing challenges in an effort to produce impactful improvements in the City's core neighbourhoods. The vision evolved from extensive consultation with those who use the space; those who live, work, and play on the Central Peninsula. It reflects a broadly supported direction for the City's centre. As key areas develop and strategic investments are made, the peninsula will evolve as an increasingly vibrant and walkable destination anchored by important community amenities and distinctive street-scapes. Over time, the core of the city will be enriched, leading to Saint John being recognized as a unique offering within the landscape of Canadian cities, allowing the Central Peninsula to serve as a source of great community pride for the citizens of Saint John.

The Vision presents an overarching goal for the Neighbourhood Plan and the Central Peninsula as a whole. Guiding principles were developed as strategic steps to achieve the community's vision of the urban core. These principles were designed to ensure the Plan is reflective of the community's priorities and to ensure the components that make up the Plan are aligned and mutually supportive. The Built Form Framework, the Visionary Big Moves, the Action Strategy, and the Implementation Strategy are all steered by the guiding principles and will direct the implementation of the Neighbourhood Plan over the next 25 years.

The Vision

The Central Peninsula is the most complete community in Atlantic Canada. Boasting world class heritage buildings, the community appreciates the past while forging an inspired path into the future with exemplary new architecture. People from around the world are drawn to the dense and walkable urban community that is home to dynamic streetscapes and exciting cultural events. Surrounded by water, the Peninsula provides an opportunity to experience the Saint John Harbour through an interconnected active transportation trail system. The Central Peninsula is a vibrant place to live, work, and play with an evolving offering of amenities and resources. As the City of Saint John continues to grow, the Central Peninsula will emerge as the reinvigorated heart of the City and set itself firmly at the top of places to live in the Maritimes.

1. Reinforce the Central Peninsula as the heart of the City and the region.

Guiding Principles

- 2. Protect and strengthen the distinctive places and heritage resources that make the Central Peninsula and Saint John a unique historic city in Canada.
- 3. Create a high quality, pedestrian friendly, and distinctive public realm.
- 4. Beautify all areas of the peninsula and foster civic ownership and pride in our neighbourhoods.
- 5. Set a course for growth that aligns with the City's Roadmap for Smart Growth, using population and employment growth as pillars to drive new development and business, with place-making and infill opportunities repairing the gaps in our urban and residential fabric.
- 6. Improve the sustainability of the peninsula through the promotion of active transportation, green design, and support for environmental projects and educational opportunities.
- 7. Improve public access to the Central Peninsula's waterfront spaces and coastline.
- 8. Enhance the overall well-being of residents and attract more families and a greater diversity of people to live on the peninsula.

A GROWING NEIGHBOURHOOD

The Central Peninsula Neighbourhood Plan is an important step in the realization of the growth objectives of the Municipal Plan, which establishes growth targetts for Saint John, anticipating the need to accommodate 10,000 new residents and 13,400 new jobs by 2031. Based on the principles of smart growth, the plan set a new direction for the City, envisioning 45% of new growth occurring within urban intensification areas. With momentum building in the Central Peninsula, there is significant opportunity to accommodate much of this growth through the further intensification of the Central Peninsula.

The 30 year vision for the Central Peninsula will foster a vibrant urban core with stable and attractive residential neighbourhoods. To achieve this vision, the Central Peninsula must continue to grow its population and economy. For this purpose, the plan sets out the ambitious goal of catalyzing:

1500 new residential units and 3,000 new residents

350 new businesses and 4,000 additional jobs

\$350,000,000 in new tax base

While ambitious, the growth targets can be realized through focused action and reinvestment. The Central Peninsula has substantial potential to accommodate new growth. Achieving these targets would result in the successful build out of approximately half of the proposed development set out in this plan and will restore neighbourhood population levels to that of the 1980's.



3 PLACEMAKING & THE VISIONARY BIG MOVES

Place-making looks at areas ripe for reinvestment and creates visionary actions to achieve positive momentum and catalytic change. The following Visionary Big Moves outline an ideal set of actions, projected over the next 30 years which would bring impactful change to specific areas on the Central Peninsula and create a welcoming environment for further reinvestment.

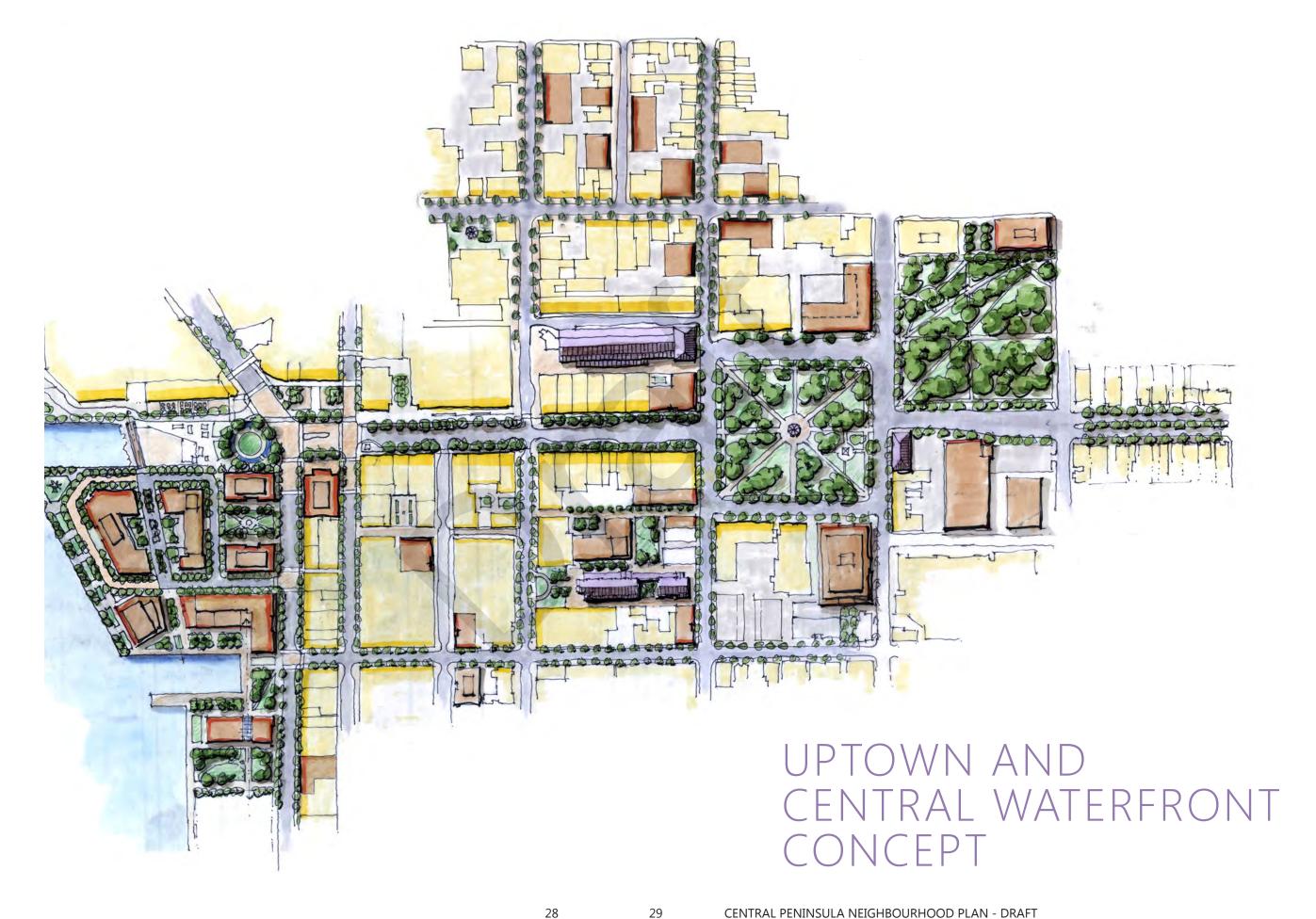
An urban design analysis was undertaken for the Central Peninsula neighbourhoods as part of the initial phase of the planning process. The analyses lead to the identification of general areas of stability and change. Areas of stability are those where the urban fabric is largely intact and cohesive; where the buildings were constructed before the Second World War and pattern of streets and blocks remains largely untouched. Areas of change are the parts of the Central Peninsula where the urban fabric has been interrupted; where vacant lots and derelict buildings, large suburban-style buildings with vast areas of surface parking, and large areas of underutilized land create holes in the street and block pattern.

The urban design analysis was used alongside community feedback to identify opportunities for positive change at the neighbourhood level. Within areas of stability, opportunities for strategic infill development - such as around King's Square – were identified. Carefully-considered insertions within the existing fabric of the Central Peninsula can have a significant impact on the character of streets and public spaces. Areas of change were considered for their potential for large-scale redevelopment. Together, these approaches comprise the Visionary Big Moves, the place-making strategy for the Central Peninsula.

The Visionary Big Moves are sequenced by priority area with the accompanying actions modeling what is needed to accomplish the intended vision for each place. The actions are aspirational, intended to guide but not necessarily prescribe what is needed in each area. As the Central Peninsula continues to gather momentum and grow, the place-making strategy will ensure the community's vision is reflected in new and improved spaces and exciting, transformational development projects.



URBAN DESIGN ANALYSIS: AREAS OF STABILITY AND CHANGE



BIG MOVE 1:UPTOWN CORE AND THE CENTRAL WATERFRONT

The Uptown Core is the heart of the Central Peninsula and the City of Saint John. This area is anchored by King's Square and the Loyalist Burial Ground to the east and the Central Waterfront to the west. It is connected by King Street, an important and iconic commercial corridor and home to some of the City's most recognizable heritage assets. King's Square is a beautiful and historic space that provides a strong focus for commercial and cultural activity. It also serves as a public gathering space and transit hub, connecting people from across the City to the Uptown and beyond.

The Uptown Core faces some challenges, particularly along King Street as more recent developments have created a somewhat disconnected street north to south. The internalized mall of Brunswick Square enables pedestrian movement from Market Square to the City Market which reduces the presence of pedestrians on historic King Street.

There are opportunities for strategic infill development around King's Square, the Coast Guard Site, and on key parts of the Saint John Port Authority property. Strategic infill development will deliver new mixed-use environments that can add new people, jobs, and vitality to the Uptown Core. There are also opportunities for new institutions to expand the economic and cultural offerings of the Uptown and Central Waterfront. At the same time, new and attractive pedestrian oriented destinations and improvements can support urban living.

Reinforce the symbolic heart of the Central Peninsula – King's Square

King's Square is framed by iconic and historic buildings such as the Imperial Theatre, the UNBSJ building, the City Market, the Admiral Beatty, and the Court House. Once complete, the Irving Home Office will help frame the southern edge of the park. Existing vacant lots and buildings inconsistent with the overall character and quality of the adjacent architectural fabric and landscape represent significant redevelopment opportunities. These include the old Woolworth's building, 59 King's Square North and the adjacent parking lot, and the parking lot south of the Royal Bank.

Loyalist Burial Ground, adjacent to King's Square, is a historic site that speaks to the history of Saint John and provides opportunity for passive recreation. The Golden Ball Building frames the north edge of the burial ground and Union Street. An adjacent parking lot creates a gap in the framing around King's Square, creating potential for transformative development like the installation of educational or cultural institutions.

Reinforcing King Square as the heart of the Central Peninsula will be accomplished through the following efforts:

- i. Complete the missing built form edge around King's Square by filling in gaps and encouraging redevelopment.
- ii. Complete the missing built form edge of the Loyalist Burial Ground and reinforce the Union Street streetscape

iii. Reinforce the intersection of Princess Street and Charlotte Street through new mixed-use development

Develop the Central Waterfront as a key mixed-use educational and cultural destination

There are numerous opportunities for strategic place-making along the Central Waterfront. The City-owned Coast Guard site is 2.4 hectares with almost 350 meters of water frontage and is primed for development. Port-owned property around Pugsley Slip and the neighbouring sections of Water Street are the entryway for cruise ship visitors, creating substantial opportunities for incremental and impactful improvements for visitors and residents alike.

Developing the Central Waterfront as an educational and cultural destination will be facilitated through the following efforts:

- i. Promote the incremental development of the Coast Guard Site as a mixed-use cultural destination on the waterfront
- ii. Redevelop the Pugsley Slip site as commercial space with waterfront green space.
- iii. Create an enhanced streetscape along Water Street between King Street and the south end of Marco Polo Cruise Terminal





COAST GUARD SITE RE-IMAGINED AS A MIXED-USE DEVELOPMENT

Reinforce east-west connections between the two core anchors – the Waterfront and King's Square

King Street is an important commercial corridor that links the Uptown Core's two anchors — King's Square and the Central Waterfront. It is one of the broadest streets on the peninsula, which gives the street a sense of openness and potential for civic space. This prominence should be retained when undertaking streetscape redesign or redevelopment, paying attention to the grade so ample public spaces are encouraged which entice people to linger.

At the foot of King Street are Loyalist Plaza and the Market Square intersection. Loyalist Plaza is an important public space along the Central Waterfront which could benefit from reinvestment. The plaza is an opportunity for people to engage with the water in an area with limited access to the waterfront. Future redesign of the adjacent municipally owned Market Square lands could consider increasing the utility of the area, particularly in the right-of-way outside the foot of City Hall, as a place for civic gathering and celebration.

There is potential to reimagine King Street as an enhanced pedestrian environment through the encouragement of a better cross street relationship to the heritage fabric and street-level improvements to Brunswick Square. As an alternative to this approach, building on the recent success of Grannan Lane, a network of east to west pedestrian alleyways through the Trinity Church block would create a novel way of navigating the city in enclosed, urban spaces.

Improvements to the east-west connections between the Waterfront and King's Square require the following:

- i. Enhance Loyalist Plaza as a contemporary public space through the installation of imaginative seating, planting, and other landscaping elements
- ii. Redefine Market Square as large, flexible civic gathering space through the use of coloured asphalt and creative delineation elements
- iii. Intensify the Trinity Church block and create a new north-south pedestrian laneway from Charlotte to Grannan Street
- iv. Transform South Market Street into an animated and pedestrian-oriented laneway
- v. Reconfigure the King Street right-of-way to enhance the public realm and reinforce the connection between King's Square and the Central Waterfront
- vi. Encourage the renovation or redevelopment of Brunswick Square's King Street façade





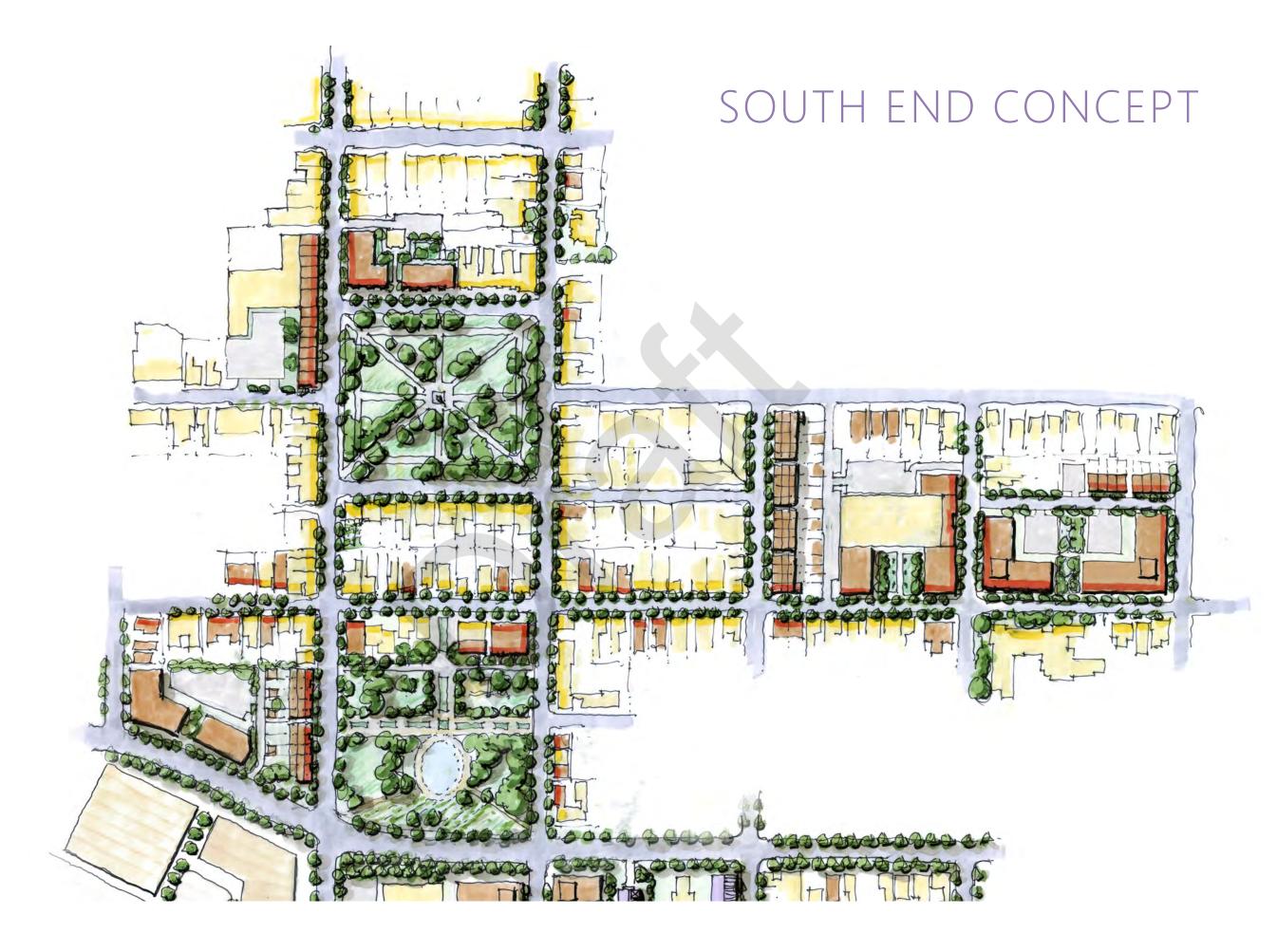
MARKET SQUARE AND LOYALIST PLAZA RE-IMAGINED



MID-BLOCK DEVELOPMENT WHERE THERE IS CURRENTLY SURFACE PARKING







BIG MOVE 2: SOUTH END

With more than 5,000 residents, the South End is the Central Peninsula's largest residential neighbourhood and home to most of the Peninsula's youth. The neighbourhood is structured around three important civic and community spaces; Queen Square, Rainbow Park, and St. John the Baptist/King Edward School. Queen Square is a historic residential square undergoing significant revival in recent years with the addition of the Queen Square Farmers Market. Rainbow Park has introduced new opportunities for recreation with the popular splash pad and playground. The park is not yet complete but remains incredibly popular and well-used throughout the year. St. John the Baptist/King Edward School plays a vital role in the South End neighbourhood, delivering a broad range of programming and social services. While the future of the school is uncertain, the role it plays in fostering community in the South End is undeniable.

The South End has many vacant lots and derelict buildings which detract from the character and vitality of streets and the neighbourhood as a whole. In some places, inappropriate built form and land uses have encroached upon the residential neighbourhood. Improvements to the streetscape are needed to encourage reinvestment and enhance pedestrian conditions and connections. Developing St. James Street as a link between Rainbow Park and St. John the Baptist/King Edward School can act as a driver of private reinvestment in the form of infill development and improvements to existing buildings. Infill development around Queen Square and Rainbow Park would have a positive impact on the neighbourhood, improving the sense of place and heightening the sense of safety and security of users of these park spaces.

Reinforce the historic heart of the South End – Queen Square

Queen Square is framed by historic residential buildings, ranging from two to three storeys in height. The existing fabric creates a strong sense of enclosure around the south and east sides of the square. However, there are several gaps in the built form that detract from the quality and character of the residential fabric and from the overall character of Queen Square. These include vacant lots and parking lots at the northwest corner, the parking lot at the corner of Charlotte Street and Queen Street, and the vacant lot at Charlotte Street and Queen Square South.

Development of these sites would have a high impact on the character of Queen's Square and the connecting streets by enhancing the sense of enclosure, better defining the streets, and bringing new population to the area. Together, this can strengthen Queen Square as an important civic space in the South End and Central Peninsula.

Reinforcing Queen Square as the heart of the South End requires the facilitation of the following:

- i. Complete the missing built form edge around Queen Square
- ii. Reinforce connections between the South End and Uptown through pedestrian space improvements along Sydney Street and Charlotte Street

Enhance Rainbow Park as a vital community asset

Rainbow Park has quickly become an important asset in the South End, providing a place for active recreation and community gathering. The splash pad and community garden are particularly well-used. As the vision for the park hasn't been fully implemented, it requires connection with the surrounding neighbourhood. There are several vacant lots around the park which leave the space without a frame. Improvements to lighting, particularly around the paths through the Park, are needed to improve the sense of security.

Simple improvements and additions to Rainbow Park, such as more trees and landscaping, a new park entrance from St. James Street, and a clearer distinction between public and private lands would greatly enhance the park's utility and aesthetic. Using landscaping to better define the edges of the park along Broad Street, Charlotte Street, and Sydney Street, in tandem with a new park entrance would give the park a better defined sense of place.

The following envisions the actions needed to bolster Rainbow Park as an important community asset:

- i. Review, update and implement a new vision for Rainbow Park that reflects the community's evolving vision for the space
- ii. Encourage the development of a 'front door' to the park from St. James Street.
- iii. Promote residential development along Charlotte Street and Sydney Street to define the park's outer edges and put eyes on the park



EXAMPLE OF DESIRABLE TOWNHOUSE DEVELOPMENT

Reposition St. James Street as a key east-west corridor and a focus for reinvestment

St. James Street runs east-west through the South End, connecting numerous community assets and facilities, including St. John the Baptist/King Edward School, the community centre, a nursing home, Rainbow Park, and a range of community and social services. Conditions along St. James Street however, are less than ideal. There are numerous vacant lots and derelict buildings, and the street lacks street trees and greenery. Public investment along St. James Street can work to encourage infill development and improvements to the existing housing stock, and reposition the street as an important and attractive corridor.

The following envisions the efforts needed to reposition St. James Street as an east-west corridor thereby facilitating reinvestment:

- Complete the gaps in the fabric along St. James Street through infill development
- ii. Promote the redevelopment of the St. John the Baptist/King Edward School site as new residential development. Ensuring that the development of the new school and the implementation of the Plan are coordinated and mutually supportive will be critical to the realization of the Vision.
- iii. Encourage the adaptation, expansion, or redevelopment of the commercial-industrial building on the block bounded by Wentworth, St. James, Carmarthen and Queen streets as a contemporary community hub, which may include such facilities as health clinics, learning centres, gathering spaces, and other neighbourhood assets.
- iv. On the same block, encourage the development of residential infill such as townhouses along Carmarthen Street between St. James Street and Queen Street to increase density, housing stock, and repair the streetAt the west end of St. James Street, extend Germain Street to connect with Lower Cove Loop to re-establish the grid pattern of streets and also open up more land for residential development by contemplating a stop up and close of Ross Street
- v. Create an enhanced streetscape and public realm along St. James Street to encourage investment and improve pedestrian conditions



EXAMPLE OF HOW A PUBLIC PARK CAN BE ENCLOSED BY DEVELOPMENT





BIG MOVE 3: SOUTH WATERFRONT

Home to sweeping views across the inner harbour and across the Bay of Fundy to Partridge Island, the South Waterfront marks a transition in the South End neighbourhood's built form. The pattern of streets and blocks thins out as you make your way towards the southern tip of the Central Peninsula, making way for large swaths of vacant and underutilized lands including port lands, the former Lantic Sugar Refinery site, and the Barrack Green Armoury lands. Historically, these lands have been used for military purposes, industrial uses, and as exhibition grounds. While the Armoury is still occupied by the Department of National Defense, the broader area is largely vacant and positioned for increased use.

At the very tip of the South Waterfront lies Tin Can Beach, an increasingly important public waterfront amenity. Tin Can Beach is a naturalized urban area popular with local residents as a passive recreation space. Improved connections to established pedestrian networks like Harbour Passage will serve to further solidify the space as a community resource.

The Lantic Sugar Refinery site is municipally owned and one of the primary points of public access to the waterfront. Adjacent to industry, port, and commercial uses, the site is both an exceptional opportunity to create new public open space and is a strategic landholding. Efforts to rehabilitate the property as a new city-wide destination will position it to serve an expanded residential base for recreation, outdoor activity, entertainment, and tourism. If, in the future, the Barrack Green Armoury could be acquired and rehabilitated, it would be ideal for use as an educational, community, or cultural hub. Partnering with a major institution such as the University of New Brunswick Saint John, New Brunswick Community College or other community groups would be essential to moving this type of project forward. Redevelopment of the South Waterfront would drive employment and draw people to the South End while better utilizing the land.

Develop a new recreation and entertainment destination on the Lantic Sugar site

The 4.5 hectare Lantic Sugar Refinery site is situated at the southern tip of the Central Peninsula. The refinery operated on the site for almost ninety years until its closure in 2000. The refinery and outbuildings were demolished in 2004 and the site has been partially remediated although the lands have remained vacant. The municipally owned waterfront parcel has the potential to be a transformative development site for the South Waterfront.

Building on the success of Tin Can Beach, the southern half of the site could be naturalized to create new passive recreation opportunities and improve access to the waterfront. The northern half of the site can be developed as a flat, paved surface to host concerts and festivals where noise impacts on nearby residential neighbourhood would be minimal. To the west, there is sufficient land to develop a new commercial or recreational facility. Together, these initiatives would create a new hub on the Central Peninsula, drawing people and activity to the South Waterfront.

Developing the Lantic Sugar Refinery site as a new recreation and entertainment site will be facilitate by the following:

i. Reposition the existing paved surface to host large temporary events such as

- concerts and festivals
- ii. Promote the Northwest section of the site as an opportunity site for a new commercial or recreation facilities
- iii. In collaboration with ACAP Saint John, naturalize the southern portion of the site and create a new destination on the waterfront

Facilitate the transition of the Barrack Green Armoury to a major new community, arts and culture or education hub that will drive employment

To the east of the Lantic Sugar Refinery site is Barrack Green Armoury, an impressive fortress-like structure that overlooks the harbour. This landmark building has been used for military purposes since it was built in 1912, but it has potential to become a major community, arts and culture, or education hub in the South End. In the long term, the City could seek an institutional or community partner, such as UNBSJ or NBCC, to rehabilitate the building, drive employment in the South End, and bring renewed interest to the South Waterfront. The grounds of the Armoury site could be redeveloped to deliver new opportunities for active recreation on the Central Peninsula.

The following envisions the steps needed to realize the Barrack Green Armoury as hub and driver of employment:

- Explore partnership opportunities for a major new use for Barrack Green Armoury
- ii. Create a new sports field on the site of the existing parking lot at the corner of Broadview Street and Carmarthen Street in coordination with the development of the new South End school
- iii. Work with ACAP to develop the Barrack Green Armoury as a naturalized open space

Reinforce Sydney Street and Charlotte Street as key entryways into the South Waterfront

Sydney Street and Charlotte Street provide access to the South Waterfront. These streets are currently lined by low-rise commercial-industrial buildings with large setbacks and large parcels of vacant and underutilized lands. A lack of sidewalks and street trees contribute to poor pedestrian connections. As a low-cost, high-impact initiative, street trees could be planted and sidewalk conditions improved to help define these streets and create a greater sense of place at the entryway to the South Waterfront. In the long-term, development can be promoted in key locations, such as the intersection of Broad Street and Sydney Street and along Lower Cove Loop and Charlotte Street in order to create an entryway, and to screen port operations.

Positioning Sydney and Charlotte Streets as key entryways to the South Waterfront will be facilitated by the following:

- i. Promote the redevelopment of the corners of Broad and Sydney streets to define this intersection as the point of entry to the South Waterfront
- ii. Work with the Saint John Port Authority to encourage infill development along Lower Cove Loop and Charlotte Street to frame the port area and create a buffer from unattractive outdoor uses and storage.
- iii. Create an enhanced streetscape along Sydney Street and Charlotte Street to improve the sense of place and attractiveness of the South Waterfront







RE-PURPOSES THE BARRACK ARMOURY





EXHIBITION USE AT THE SOUTH WATERFRONT



BIG MOVE 4: WATERLOO VILLAGE

Waterloo Village is made up of two distinct areas, Upper and Lower Waterloo Village. Upper Waterloo Village, along Waterloo Street, the built form is primarily comprised of traditional two- and three-storey residential-form and commercial buildings and anchored by the iconic Cathedral of the Immaculate Conception. There are gaps in the street pattern along Waterloo Street with numerous vacant lots and derelict buildings. There are also occurrences of more suburban style infill which stands out against the more traditional urban form.

Lower Waterloo Village is located along Crown Street and is the result of mid-20th century urban renewal projects. The area is characterized by large, low-rise commercial uses set within large areas of surface parking. Most of these buildings do not front onto Crown Street. This type of built form, along with the width of the street and the lack of street trees and landscaping, encourages traffic to move at high speeds resulting in a poor pedestrian environment.

Chown Field has brought a more flexible recreational space to the Waterloo Village neighbourhood. Improvements to the park's lighting, landscaping, and the built form around the edges of the park would facilitate a sense of enclosure, improving the overall experience for park users.

East of Crown Street, Marsh Creek is undergoing an environmental clean-up program and has great potential as a future recreational and ecological interpretation and tourism asset. A project aimed at creating a linear park space along Marsh Creek has been undertaken by the Dalhousie School of Planning concurrent with the development of the Neighbourhood Plan.

On the southern edge of Waterloo Village is Union Street. While the west end of Union Street is narrower and contains many historic structures, the east end of the street is wide and is characterized by parking lots and low-rise buildings set back from the street.

Throughout Waterloo Village, there are opportunities for small-scale infill development, as well as larger development opportunities to deliver a range of commercial and housing opportunities. Existing assets such as Chown Field and Marsh Creek can also be completed or improved to encourage private reinvestment and create greater neighbourhood attractions.

Redevelop Union Street as a connector between Waterloo Village, the Uptown Core and South End

Union Street is an important corridor running across the north end of the Central Peninsula. West of Waterloo Street, Union Street is narrow and framed by two- to four-storey buildings, many of which are historic. East of Waterloo Street, Union Street widens and there are many vacant lots, blank walls, and buildings that do not respond to the street. These conditions encourage drivers to drive fast, creating poor conditions for pedestrians and cyclists. As a result, Union Street acts as a barrier between Waterloo Village and the rest of the Central Peninsula.

The development of vacant and underutilized lands and the redevelopment of key sites along Union Street would have a transformative impact on the nature of the street while creating new commercial and housing opportunities. The experience moving along Union Street should be safe and comfortable for all users; simple improvements to the public realm such as additional street trees can work to calm traffic and enhance safety. Together, these actions can better integrate Waterloo Village with the rest of the Central Peninsula.

Positioning Union Street as a connector to adjacent neighbourhoods will be facilitated through the following steps:

- Continue to encourage infill and redevelopment of vacant areas along Union Street from Chipman Hill to Crown Street
- ii. Enhance pedestrian conditions along Union Street through improvements to the streetscape and public realm

Reanimate Prince Edward Street and enhance Chown Field as an important community asset

The south side of Prince Edward Street is dominated by the blank façade of Prince Edward Square. The mall's activities are entirely internalized, leaving the area void of any street life. On the north side of the street, the historic pattern of smaller development parcels is intact, but there are many vacant lots and parking lots. New vitality could be brought to the area through infill development along Prince Edward Street, and the long-term redevelopment of Prince Edward Square to better engage the street.

The following envisions the efforts needed to reanimate Prince Edward Street and position Chown Field as an important community resource:

- i. Promote development around Chown Field and on the park's western edge to create a sense of enclosure
- ii. Encourage the renovation or redevelopment of Prince Edward Square to engage the street and contribute to a more vibrant street life. Should the building reach the end of its lifespan, the promotion of an urban format grocery store would benefit the area
- iii. Complete the missing built form along Prince Edward Street

Reinforce Waterloo Street as the historic corridor of Waterloo Village

Despite urban renewal efforts of the mid-20th century, the historic, fine grain pattern of buildings and parcels remains intact along Waterloo Street, keeping with the urban character of the Uptown and the South End. Recent developments along the corridor, such as the condominium building on the corner of Golding Street, have maintained this height, scale, and rhythm. However, the vacant lots and parking lots detract from the street's character. In other places, inappropriate suburban built forms and land uses detract from the more historic urban form of the neighbourhood.

Infill development along Waterloo Street and the gradual redevelopment of existing suburban format commercial buildings can reinforce the character of Waterloo Street as the main street of Waterloo Village. Enhancements to the public realm, including streetscape improvements and a small community park could encourage this reinvestment.

The following envisions the actions needed to reinforce Waterloo Street as corridor of Waterloo Village:

- i. Complete the missing built form along Waterloo Street
- ii. Enhance the public realm along Waterloo Street through streetscape improvements and a small-scale neighbourhood greenspace

In the long-term, redevelop Crown Street as an urban mixed use neighbourhood with Marsh Creek as a key neighbourhood asset

Crown Street is a key point of entry into the Central Peninsula from the broader region. The street is wide and buildings are set far back from the street within expansive parking lots, encouraging drivers to drive quickly, which results in an uncomfortable and unsafe environment for pedestrians and cyclists.

In the long-term, Crown Street can be redeveloped as a new mixed-use neighbourhood, providing a range of housing, employment and retail opportunities. New buildings along Crown Street with a stronger relationship to the street, in combination with a road diet and streetscape improvements, could transform the character of the street and improve pedestrian conditions.

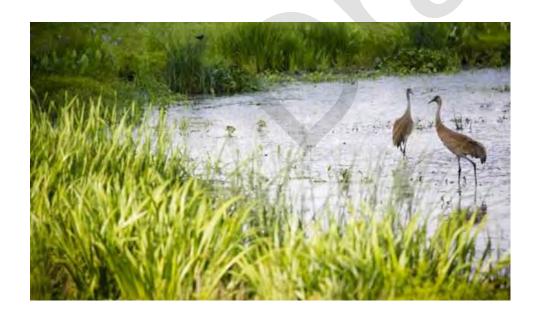
To the east of Crown Street, March Creek has undergone ecological restoration over the past decades. Working in collaboration with ACAP, Marsh Creek can be enhanced as a new recreational and ecological asset for Waterloo Village and the Central Peninsula as a whole. This can include a system of boardwalks through the marsh, providing an opportunity to explore the site and connect to other parts of the City.

The following envisions the actions needed to redevelop Crown Street as mixed use corridor with Marsh Creek as an important neighbourhood asset:

- i. Promote intensification along Crown Street and undertake a road diet to enhance the corridor's urban character
- ii. Work with ACAP to enhance Marsh Creek as a recreational amenity and new connection between the Central Peninsula and the broader city



EXAMPLE OF MIXED USE COMMERCIAL/RESIDENTIAL INFILL SUITABLE FOR UNION STREET







BIG MOVE 5: LONG WHARF

Long Wharf is an underutilized vacant site in the Inner Harbour, with 7.3 hectares of flat asphalt which has been used by the Port of Saint John as a laydown area for salt, a temporary terminal for cruise ships, a docking area for commercial ships, among many other uses over the years. More recently, as an expansive, flat surface, Long Wharf has been optimal for hosting the Area 506 music festival, adding depth to the event offerings in the Central Peninsula. Long Wharf's location on the waterfront and adjacent to Uptown make it a strategic, long-term infill development opportunity within the Central Peninsula.

Develop Long Wharf as an new mixed use neighbourhood extension to the Uptown area

As a large, underutilized site in close proximity to Uptown, Long Wharf is a strategic opportunity for development. Through the long-term, phased redevelopment of the site, the City can foster the creation of a new distinct waterfront neighbourhood adjacent to Uptown.. Long Wharf is envisioned as incubating commercial development with residential development introduced as a result of burgeoning commercial activity.

At the eastern side of Long Wharf is Long Wharf Slip, which has a partly natural and partly hard shoreline. Building on residential development on the Market Square Boardwalk and Robertson Wharf, the Neighbourhood Plan contemplates mixed use development on either side of the slip, including the redevelopment of the surface parking lot and electrical substation. A pedestrian bridge will cross the Long Wharf Slip, creating an axis from Union Street, through the Long Wharf site, and connecting to Fort LaTour. A pedestrian bridge across the slip would make Long Wharf more accessible by foot and bicycle to the rest of the Central Peninsula.

Developing Long Wharf as an extension of the Uptown area will require the following efforts:

- i. Relocation of the electrical sub-station on Long Wharf Slip
- ii. Integrate residential development on Long Wharf Slip
- iii. Develop a pedestrian crossing bridge over Long Wharf Slip from Long Wharf to the Uptown

Create new opportunities to experience the waterfront

With almost 700 metres of frontage along Saint John's Inner Harbour, Long Wharf has enormous potential to reconnect the Central Peninsula to its waterfront. Currently, Long Wharf is only accessible to the public during special events, though plans have been established to extend Harbour Passage along the edge of Long Wharf as an interim measure to enhance the public use of the site. The future development of Long Wharf will maintain the waterfront for public use, creating new opportunities for passive recreation and gathering.

Extending out into the Inner Harbour, Long Wharf offers a unique vantage point on the harbour and city. As residents and tourists alike have enjoyed the views from lookout points along Harbour Passage, on Long Wharf there are opportunities to establish lookout points in strategic areas throughout the site, in order to increase the site's public use. Such lookout points are suitable locations for public art, commemoration, or historical interpretation.

At the east end of the site, Long Wharf Slip is an ideal location for a small-craft marina to introduce recreational boat traffic in the Inner Harbour. A small-craft marina would generate new interest in the waterfront and diversify the Central Peninsula's offering, and as such would contribute to the overall vibrancy of the Central Peninsula. The potential popularity of a small-craft marina can be leveraged to help create market demand for residential development on lands surrounding the slip.

Fort LaTour — a designated Provincial Historic Site — lies adjacent to the western boundary of the site. Plans to redevelop the green space to enhance its function as a destination for locals and tourists alike have been proposed in recent years. The plans have included an outdoor amphitheater, the recreation of the historic fort on the site, and an interpretation centre. The redevelopment of Fort LaTour should be coordinated with the redevelopment of Long Wharf and the extension of Harbour Passage. Specifically, the proposed east-west public street across Long Wharf can act as an organizational element, creating an axis to connect Fort LaTour to the Uptown via the pedestrian bridge at the foot of Union Street. Fort LaTour should also include distinctive landscaping and lookout points.

Public access to the water along Long Wharf will be facilitated through the following:

- i. Develop strategic lookout areas
- ii. Develop a small-craft marina at Long Wharf Slip
- iii. Support the redevelopment of Fort LaTour

Maintain compatible marine functions on Long Wharf

While a working waterfront comes with challenges - such as diminishing the public utility of the waterfront – a working waterfront's value to the local, regional, and provincial economy is undeniable. Long Wharf is used intermittently for port functions, including as a laydown area and for docking commercial ships. More recently, Saint John has emerged as an important port-of-call for cruise ships, with more than 1,000 ships visiting since 1989. When ships are berthed at Saint John's two cruise terminals – located on the Central Waterfront – a third ship is able to moor on Long Wharf, given the length of the berth and its proximity to Uptown. As the cruise industry is an important and growing dimension of Saint John's economy, the redevelopment of Long Wharf should maintain this marine function.

The southern edge of Long Wharf can be designed as a hard-surfaced public space which can accommodate cruise ship activity when required. As cruise ships only moor at Long Wharf on occasion, this approach balances the needs of the industry with the public's enjoyment of the site. Temporary fencing or removable bollards can be used to address the security requirements associated with international cruise travel.

Maintaining Long Wharf's functionality will require the following actions:

- i. Ensure future development of the site accommodates the safe and efficient docking of cruise ships.
- ii. Encourage a balanced approach to marine infrastructure needs and public space requirements and waterfront access.



4 BUILT FORM & URBAN DESIGN FRAMEWORK

Built form and urban design combines elements of the built environment in a clear, functional and meaningful way to guide the shape, pattern, configuration, and detailing of new buildings and to ensure the positive evolution of streetscapes and the public realm. The Built Form and Urban Design Framework for the Central Peninsula builds on the Vision and Principles outlined in Part 2 of the Plan, providing a detailed policy framework to ensure that new growth and development within the Central Peninsula occurs in a scale, form, quality, and character which is complementary to the existing built environment.

The Central Peninsula's built form is characterized by a fine-grain, human-scale pattern and rhythm of uses and buildings. The Built Form and Urban Design Framework create direction for new development within the established form. The Urban Design Manual contained in Schedule X provides specific performance criteria intended for the implementation of the framework. This will guide new development in the Central Peninsula and ensure that infill development is compatible with existing heritage resources, recognizing that contemporary building materials and practices can be successfully integrated into Saint John's core urban neighbourhoods.

The Built Form and Urban Design Framework establish and are supported by the following objectives:

- A. Promote high-quality, enduring urban developments, demonstrating design excellence;
- B. Create a positive and comfortable pedestrian environment within the spaces between buildings, or the public realm;
- C. Ensure new built form addresses adjacent neighbourhoods through compatible design and appropriate height and massing transitions;
- D. Provide direction for infill development in Heritage Conservation Areas as contextually supportive buildings, while still providing the flexibility for high quality, contemporary architecture;
- E. Promote sustainability through high-performance and low-impact materials that integrate well with the historic building materials of the Central Peninsula;
- F. Ensure clarity in built form and urban design standards and establish a predictable process for the review of new development; and
- G. Embed flexibility into the design standards and review processes to ensure the City is able to respond to innovative design interventions, unique site conditions, and changes in both community expectations and market conditions.

The Built Form and Urban Design Framework addresses key components of quality urban spaces and establishes policy direction for the following five sections:

- 1. Land Use Framework Provides guidance for updates to the land use framework established by the Municipal Plan and Zoning By-law.
- 2. Building Height and Massing –Provides guidelines to address height, placement, massing and design elements for which new development in the Central Peninsula should adhere.
- 3. Urban Design Provides specific criteria to ensure that the development of both private property and the public realm create high quality urban spaces.
- 4. Character Precincts Provide specific design criteria for five special character precincts within the Central Peninsula.
- Heritage Conservation Provides direction for both the conservation of existing and the development of new buildings within designated Heritage Conservation Areas.

Policy BF- 1 Adopt the Built Form and Urban Design Framework for the Central Peninsula plan area as shown on Map X and establish provisions for the implementation of the framework in the Zoning and Heritage Conservation Areas By-laws.

4.1 The Urban Design Manual

The Urban Design Manual (Appendix A) will establish a comprehensive set of general and precinct specific standards for new development addressing matters of external design, streetwall character, building articulation and materials, lighting, landscaping, parking, and sustainable design. While the legislative authority does not currently exist to implement the design manual as a stand-alone by-law, the manual will be implemented through a series of amendments to both the Zoning and Heritage Conservation Areas By-laws.

Policy BF-2 Recognize that the specific criteria within the Urban Design Manual are not intended to be utilized as regulation within this plan, but as a means to inform the review and amendment of both the Zoning and Heritage Conservation Areas By-laws.

Policy BF-3 Implement the general design guidelines of the Urban Design Manual through amendment of the Zoning By-law.

Policy BF-4 Implement the precinct-specific design guidelines of the Urban Design Manual through amendment of both the Zoning and Heritage Conservation Areas By-laws.

4.2 Land Use Framework

The current land use framework for the Central Peninsula is established through the future land use policies of the Municipal Plan and implemented through the standards of the Zoning By-law. The Municipal Plan predominantly designates the Central Peninsula as Uptown Primary Centre and Medium to High Density Residential. Other areas such as City Road and Crown Street are currently within land use designations which conflict with the future vision of this plan, such as Commercial Corridor and Business Centre. While the land use framework of the Municipal Plan and Zoning By-law is generally intended to stay intact, minor amendments are recommended to meet the following objectives:

- (a) Realize the general land use framework established through the Municipal Plan;
- (b) Facilitate the gradual transition of City Road, Crown Street, and the lands south of Broad Street through urban format, mixed use development
- (c) Facilitate the re-establishment of commercial uses in existing residential buildings which were constructed to include a commercial façade, and
- (d) Facilitate the continued at-grade commercial use standard on priority streets.

Policy BF-5 Establish new zones within the Zoning By-law to implement the Commercial Transition Precincts of the Urban Design Manual.

Policy BF-6 Rezone property along the western coast of the Central Peninsula from the Transportation Zone to the Waterfront Commercial Zone.

Policy BF-7 Amend the Urban Centre Residential zone of the Zoning By-law to permit a greater range of commercial uses where an existing building was previously constructed to include a ground floor commercial façade.

Policy BF-8 Commercial uses shall be required at grade for new development along Commercial Character Streets as identified on Schedule 2.

4.3 Built Form Framework

The Central Peninsula is comprised of a diverse and often sensitive built environment, which ranges from two-storey historic residential dwellings to office towers greater than twenty storeys. As the accommodation of future growth and development within the Central Peninsula is a primary objective of this plan, development will need to occur in a clear and orderly fashion, creating opportunities for high density development while protecting and enhancing the character of existing neighbourhoods. This section serves to provide clear and predictable direction on important components of built form for new development, recognizing that location, adjacent buildings and the context and character of distinct areas and streets will help in defining appropriate height and massing for new development. Building heights and massing are discussed under the following categories:

- (e) Height Framework
- (f) Building Envelopes
- (g) Streetwall Character

4.4 Height Framework

To ensure clarity and predictability of permitted height and massing of new development, this plan establishes both minimum and maximum building heights as shown in Map X of the Urban Design Manual. New development will be expected to conform to the built form and urban design provisions of the Zoning By-law and provide public benefits with the bonus zoning provisions discussed later in this chapter.

The minimum and maximum height framework provides a balanced approach to accommodating height within the Urban Design Manual in support of the following objectives:

- (h) Protection of the pedestrian street level experience, including skyviews and sunlight penetration to the street;
- (i) Protecting and enhancing existing and desired character of the built environment;
- (j) Directing new tall buildings to areas where height currently exists, where height can be accommodated seamlessly, or where height is insulated from existing neighbourhoods by steep grade differentials;
- (k) Respecting the historic block and street grid pattern;
- (I) Transitioning heights to heritage areas, low-rise residential neighbourhoods and the waterfront;
- (m) Securing meaningful public benefits from the private sector through the use of density bonusing;
- (n) Protecting public views to the water along key public streets and open spaces.

Policy BF- 9 Adopt the building heights map of the Urban Design Manual and implement the minimum and maximum height framework through the Zoning By-law.

Policy BF- 10 Adopt a Zoning Bonus Agreement By-law which considers the following public benefits for development applications seeking a height bonus:

- (a) The preservation or enhancement of a heritage building;
- (b) The provision of publicly accessible amenity space;
- (c) The provision of subsidized or affordable housing units;
- (d) The provision of rental commercial space made available at a subsidized cost for arts and cultural uses or child care centres;

- (e) The provision of public art;
- (f) The provision of public parking facilities;
- (g) Investment in transit or active transportation infrastructure;
- (h) The provision of exemplary sustainable building practices; or
- (i) The provision of cash-in-lieu of public benefits.

4.5 Building Envelopes

Building envelopes establish the height and massing of new developments within the Central Peninsula. The design criteria relating to the massing of building envelopes should be reflective of the size and scale of the building typology, as the impact of massing changes as buildings increase in height. For this reason, the Urban Design Manual organizes building into the following categories:

- (a) Townhouses
- (b) Low-Rise Buildings
- (c) Mid-Rise Buildings
- (d) High-Rise Buildings
- (e) Parking Garages

This framework sets forth standards relating to massing, floor plate size and separation distances for building envelopes which correspond to the following objectives:

- (a) Reinforce human-scale streetscapes through contextually appropriate streetwall heights;
- (b) Provide transitions in scale to heritage conservation areas, low-rise residential areas, and the waterfront;
- (c) Define appropriate standards for bulk, above grade stepbacks, and separation distances of buildings to ensure adequate street-level conditions with respect to minimizing wind and maximizing sun and sky exposure.

Policy BF- 11 Implement building envelope design standards through the Zoning Bylaw for the purposes of establishing streetwall height and massing requirements.

4.6 Streetwall Character

The streetwall is an important character defining feature of the public realm of dense urban environments. It is created through the orientation and placement of front building facades

on or close to the street boundary, defining the character of the public realm and creating a sense of enclosure for pedestrians. For this reason, the plan provides direction on the placement, scale and design quality of a building streetwall through height and streetwall setbacks.

- (a) Streetwall height refers to the height of the building base, rising from grade level to the building top or an upper storey stepback. The streetwall height should maintain a comfortable, human scaled street enclosure, no less than three storeys in commercial areas and two storeys in residential neighbourhoods. The maximum streetwall height will vary according to the built form context of existing areas of the Central Peninsula, but where significant height is appropriate it should be generally no greater than five storeys.
- (b) Streetwall Setback refers to the location of the front façade of a building relative to the public street line or sidewalk. In commercial and most residential areas of the Central Peninsula streets are framed by buildings uniformly placed along a public street with no setbacks. In some residential areas of the Central Peninsula, the streetscape may include a mix of front and rear setbacks. To reinforce the existing and desired character of the Central Peninsula, streetwall setbacks are intended to be contextual and for new development to continue the setback pattern of the streetscape.

Policy BF- 12 Implement the provisions in the Urban Design Manual relative to streetwall character through amendments to the Zoning and Heritage Conservation Areas By-laws.

4.7 Urban Design Framework

Urban Design is fundamental to the creation of successful, enduring and high value urban environments. The urban design framework addresses both the design of private spaces through the general design guidelines and the development of public spaces such as streets and parks through the public realm guidelines.

General Design Guidelines

The general design guidelines complement the built form framework through the establishment of design criteria which addresses important details that contribute to the overall quality of development and its impact on the public realm. The general design guidelines of the Urban Design Manual establish provisions for the following design elements:

- (c) Building Orientation & Setbacks
- (d) Ground Floor facades
- (e) Site Landscaping
- (f) Loading, Storage & Utilities

- (g) Parking, Service and Access
- (h) Sustainability & Green Design
- (i) Sloping Conditions
- (j) Street Grid & Pedway Systems

Policy BF- 13 Implement the general design guidelines in the Urban Design Manual through amendments to the Zoning and Heritage Conservation Areas By-laws.

4.8 Public Realm Guidelines

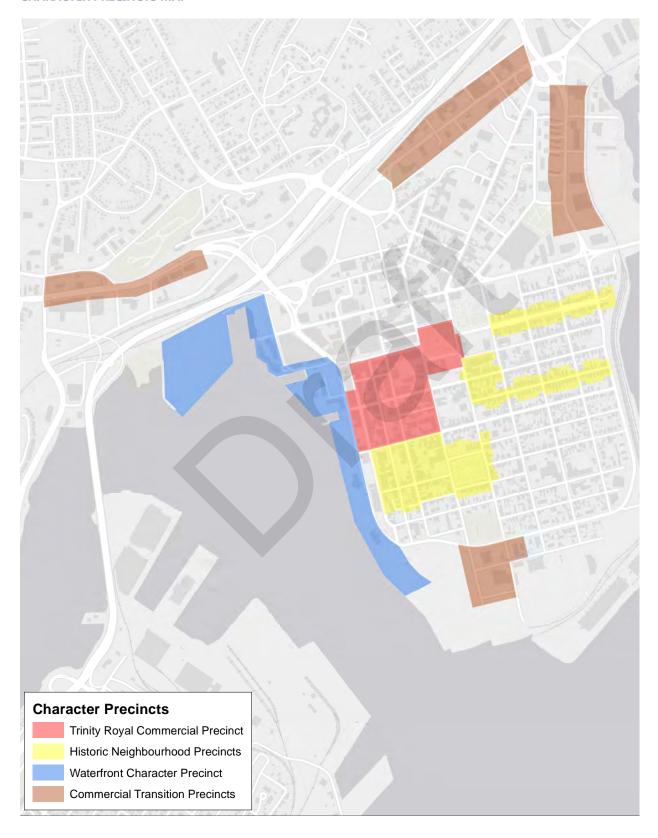
The public realm is defined as the space in a city that is shared communally. It is made up of streets, parks, landscapes, civic buildings, and other publicly owned and accessible land. The public realm has a practical function of defining blocks for development, allowing access and servicing, and providing public amenity adjacent to development. The Urban Design Manual establishes guidelines for the maintenance and improvement of attributes of the public realm. The urban design framework establishes and is supported by the following objectives.

- (a) Promote a memorable and enduring urban environment that demonstrates design excellence and sustainability;
- (b) Create public spaces that are safe, comfortable and enjoyable for all users;
- (c) Encourage private reinvestment by leading the way with high-quality, targeted public improvements;
- (d) Encourage walking and cycling as both recreational activities and modes of transportation;
- (e) Create a diverse and connected network of parks and open space that supports a variety of passive and active recreation; and
- (f) Improve access to and from the Central Peninsula by enhancing key entryways.

4.9 Transitionary Character Precincts

The Central Peninsula is home to some of the region's greatest assets, including its concentration of cultural heritage and waterfront. These represent important opportunities for the Central Peninsula, and new infill development should maximize public benefits, celebrate historic Saint John, and be compatible with the existing built fabric. To ensure this, the Urban Design Manual includes five character precincts with guidelines that address building height, massing, ground floor design, window and facade proportions, materials, cornice lines, and the incorporation of modern architecture. The guidelines are intended to be both thorough and flexible to ensure new development is compatible and of high quality.

CHARACTER PRECINCTS MAP



Trinity Royal Commercial Precinct

The Trinity Royal Commercial Precinct is comprised of the northern commercial portion of the Trinity Royal Heritage Conservation Area. It contains many of the City's most prominent historic streetscapes, including Prince William, King, Canterbury, Germain, and Princess streets. The area is characterized by:

- A mix of ground floor commercial and upper floor residential land uses with well-articulated ground floor commercial street frontages;
- A consistent street wall with a minimally variable cornice line and abutting buildings built up to the sidewalk;
- Vertically-oriented massing with building heights ranging from 3-6 storeys;
- A concentration of homogenous, late 19th century architecture, particularly within the styles of Italianate and Beaux-Arts;
- The use of masonry building materials, primarily red brick and stone;
- A fine-grainpattern and rhythm of façade openings with consistent proportions;
- Elaborate detailing and craftsmanship.

New development in this precinct should be sensitive to the historic context while accomodating the next generation of built heritage. An emphasis should be placed on ensuring compatible height, scale and massing, vertical divisions, setbacks, and floor to ceiling heights, while allowing variation in overall building design. Special consideration should be shown to framing King's Square, with significant opportunity for tall, stately buildings. Where a high quality of design and construction are proposed, developments may incorporate modern and differentiating design elements such as materials, cladding, colour, placement of openings, solid-to-void ratios, and grade relationship. A development incorporating differentiating architectural elements should still maintain compatibility and not overwhelm the historic character of the existing built environment.

Special consideration should be shown for Water Street, which is characterized by a mix of tall heritage and modern structures. The street remains largely undeveloped, with the west side of the street primarily used for surface parking and several large undeveloped parcels on the eastern portion. The overall character of the future streetscape will be predominantly determined through infill development. With a prominent position on Saint john's skyline, it also presents an opportunity for the city to showcase great architecture. Therefore, Water Street should feature bold design and encourage modern architecture which blends the variety of styles and periods that characterize the street today.

Historic Neighbourhood Character Precinct

The Historic Neighbourhood Character Precincts are comprised of the residential Heritage Conservation Areas designated within the Central Peninsula. This includes the Trinity Royal South, Princess Street, Orange Street, and King Street East Heritage Conservation Areas.

These areas are characterized by:

- A mix of multi-family, row housing and large single family attached and detached residential dwellings;
- A generally consistent street wall with a high proportion of semi-detattced and row housing with occasional side yards of 1-2 metres;
- A variety of rectangular, square and symmetrical massing forms with building heights ranging from 2-4 storeys;
- A concentration of late 19th century architecture, particularly within the styles of Italianate, Second Empire and Queen Anne Revival;
- The use of a variety of building materials, including masonry such as brick and stone in addition to wood clapboard and shingle siding;
- A fine scale pattern and rhythm of façade openings with consistent proportions;
- Elaborate detailing and craftsmanship.

New development in this precinct should respect its historic context while providing the flexibility to accommodate modern living. An emphasis should be placed on ensuring compatible height, scale and massing, setbacks, and floor to ceiling heights, while allowing variability in overall building design. Special consideration should be shown to framing Queen's Square, with significant opportunity for mid-rise, stately buildings. Where a high quality of design and construction are proposed, developments may incorporate modern and differentiating design elements. A development incorporating differentiating architectural elements should still maintain compatibility and not overwhelm the historic character of the existing built environment.

Waterfront Special Character Precinct

The Waterfront Precinct comprises the west coast of the Central Peninsula, stretching from Fort LaTour to the former Lantic Sugar Refinery site. The waterfront should be a place where people can enjoy the scenic waterfront views and engage in a wide range of activities. Development should expand public access to the waterfront and enhance the communities waterfront experience by creating active and visually appealing ground floor uses at a human scale which can be enjoyed year round. Ensuring development respects the established east-west corridor view to the water and is oriented to maximize public views to the water will strengthen the community's connection to the harbor. Development should also consider the impact of waterfront development on the city's image and skyline and ensure distinctiveness and legibility of the west facing facade through architectural treatments.

Commercial Transition Precincts

The Transitional Commercial Precincts include City Road, Crown Street North of Union, and lands south of Broad Street. These lands are characterized by an auto-orientedland use and urban design pattern and are intended to gradually transition to a mixed use pattern over the lifespan of this plan. This transition will be facilitated through the implementation of the general built form and urban design standards of the Urban Design Manual, which

at the present time may not be fully achievable in these areas. Therefore, it is intended that additional flexibility be provided to the development of these lands through relaxed development standards. The precinct guidelines provide a framework for consideration of areas of additionally flexibility while encouraging the gradual repair of the streetscape and elevation of design expectations over time.

Policy BF- 14 Adopt the five special character precincts of the Urban Design Manual and implement the character precinct guidelines through amendments of the Zoning and Heritage Conservation Areas By-laws.

4.10 Heritage Conservation Areas

The City of Saint John has a rich 230 year heritage and its heritage program, one of the first in Canada, has a long history of success and innovation. Recognizing its built heritage as one of its greatest assets, the City of Saint John has designated a total of 11 Heritage Conservation Areas, six of which are in the Central Peninsula. The program provides legislated protection and regulation for historic properties within designated Heritage Conservation Areas and establishes design criteria for new infill development within heritage areas.

Infill Development

The Central Peninsula's cohesive and intact historic fabric is a defining characteristic of the neighbourhood, setting Saint John apart other communities in New Brunswick and Atlantic Canada. Establishing a balanced approach to the protection of heritage character and the development of compatible modern architecture is a central component of this plan. This approach is established through the design criteria of the precinct specific guidelines of the Urban Design Manual and will be implemented through amendments to the infill development standards of the Heritage Conservation Areas By-law. These amendments will:

- (a) Ensure that streetscapes within Heritage Conservation Areas are reinforced with compatibly scaled and design developments;
- (b) Ensure that development abutting Heritage Conservation Areas is compatible with the adjacent heritage resources through height transitions and contextually appropriate design guidelines; and
- (c) Establish new provisions to ensure that infill development is compatible with existing character of heritage areas while providing flexibility for high quality, modern architecture.

Policy BF- 15 Amend the heritage By-law Infill Development Standards to implement the following character precinct guidelines of the Urban Design Manual:

- 1. Trinity Royal Commercial Character Precinct
- 2. Historic Neighbourhood Character Precinct

Heritage Conservation Areas By-law

The Heritage Conservation Areas By-law sets out policies for the protection of heritage resources in the City of Saint John. It aligns with the legislation set out in the New Brunswick Heritage Conservation Act and relies on heritage best practice of the federal *Standards & Guidelines*. As part of the development of the neighbourhood plan, an evaluation of the Heritage Conservation Areas By-law was undertaken to guide complementary amendments to the City's heritage program. The report provided more than 25 recommended amendments to the By-law and suggested the consideration of the creation of a new by-law. Additionally, the report examined and provided direction on several topics raised by the community through the engagement process. This included:

- (a) The strengthening of demolition provisions within the by-law;
- (b) The establishment of a regulatory framework specific to non-contributing properties;
- (c) The introduction of additional flexibility for non-street facing facades and compatible modern materials;
- (d) The refinement and expansion of existing Heritage Conservation Area Boundaries;
- (e) The preparation of detailed character statements; and

The adoption of revised infill development standards to align with the direction of the Central Peninsula Neighbourhood Plan.

Policy BF- 16 Re-write the Heritage Conservation Areas By-law to implement the recommendations of the heritage report and ensure that historic resources are conserved in accordance with the standards of the By-law.

5 ACTION STRATEGY

The Central Peninsula Action Strategy introduces a range of policies and initiatives intended to both support and complement the "visionary big moves" through smaller scale municipal community led efforts which address the economy, Art, and culture, transportation, housing, park spaces, and the many other factors that form the experience of daily life in the Central Peninsula.

The importance of an action strategy to carry out the vision and principles of the plan is crucial. The strategy consists of both short and long-term actions which through their cumulative impact, will improve quality of life and enhance the profile of the Central Peninsula as place to both live and invest. This section will be an important yardstick by which the success of this plan is ultimately measured. The success of the Plan in achieving the vision established by the community will rely heavily on the successful execution of action items in each one of these categories. At the end of the lifespan of the Neighbourhood Plan, the impact it has had on the community will flow from the identified actions, policies, and outreach positions that have worked collectively to elevate the diversity, vibrancy, and livability of the Central Peninsula.

The Action Strategy is comprised of strategies organized around a series of themes, each including three specific types of strategies:

1) Policy

Policy sets direction for the City of Saint John. It can inform future programs and initiatives, direct future planning and capital investments, and improve the regulatory processes for new development and other important community projects.

2) Actions

Actions represent the bulk of the strategies of this chapter. Reflective of the community's desire for short term, incremental improvements, the proposed actions set out clear projects and initiatives that will create positive growth and change for the Central Peninsula. These will direct the effort put into the implementation of this Plan, and will require strategic partnerships with active community organizations and leaders.

3) Outreach Opportunities

Other elements relate to work that is the domain of a higher level of government, or impact lands that are privately owned, which puts the City in a position to effect change through outreach. In these scenarios, the City and its community partners will bring the conversation to the appropriate party to begin the discussion of how to accomplish the target strategy.





CITYPROSPEROUS Growth and Development



The Central Peninsula has great potential for growth. Led by the Uptown Core, which is now the fastest growing neighbourhood within greater Saint John, markets for both commercial and residential development are stronger than they have been in decades. Vacant and underutilized land it represents an opportunity for future intensification and growth. Many of these sites are excellent candidates for infill developments that can enhance existing neighbourhoods and add to the residential density and character of the Peninsula. Moreover, the City's historic building stock provides ample opportunities for programs that support and facilitate creative reuses that can reenergize the surrounding area – this is particularly true of the information technology sector, start-up enterprises, and other knowledge-based industries.

The Neighbourhood Plan can support these efforts through new initiatives to improve the commercial offerings of the Central Peninsula, increasing both resident and visitor traffic and spending. Vacant storefronts may be undesirable, but they also mean there are opportunities for new businesses to take root and grow, enhancing the surrounding area and animating the Central Peninsula. Taken together, these developments have the potential to transform the Central Peninsula and make it a highly desirable place to live, work and invest.

Goals

- Catalyze the development of vacant & underutilized Land.
- Improve programs and regulations to facilitate the reuse of historic building stock.
- Enhance community capacity to expand and improve the commercial offerings of the Central Peninsula.
- Encourage the expansion of knowledge-based industries within the Central Peninsula.

Accelerating Property Development

To realize the Central Peninsula's potential for growth, it will be important to create an environment that facilitates and encourages investment. This can be achieved through a range of soft incentives and regulatory improvements, as well as through the City's Urban Development Incentive Programs. Accelerating the pace of new development will bring added vibrancy to the core and generate new tax base for the City.

Policies (CP)

- 1. Ensure that any new infrastructure investment strategies for the Central Peninsula and the City of Saint John are planned to maximize opportunities for urban development and address the future infrastructure needs for development in the Central Peninsula.
- 2. Ensure existing development incentive programs align with the direction of the

Central Peninsula Neighbourhood Plan and Urban Design Manual.

- 3. Support and encourage the expansion of the Uptown Saint John Business Improvement Area to targete commercial growth areas as opportunities become available.
- 4. Consider the use of enforcement tools such as the Vacant Buildings and Minimum Standards Programs as tools which can transition vacant and dilapidated properties to productive use.
- 5. Work with community partners to evaluate the need and opportunity to develop commercial development incentives for the Central Peninsula. This could include commercial rent subsidy, lease abatement, incubation programs to incent new businesses which address a market need or gap.

Actions (CP)

- 6. Evaluate and implement new tools such as property assembly and expropriation of vacant property to accelerate the development of the Central Peninsula.
- 7. Implement further reductions to parking requirements for infill development projects within the Central Peninsula.
- 8. Evaluate and implement opportunities to ease regulations and to reduce development costs for adaptive reuse projects through the Zoning By-law and Alternative Solutions Process of the Building By-law.
- 9. Evaluate opportunities to adopt provisions for 12 Storey Wood Frame Construction and aggressively market the current provisions to encourage the development of 6 storey wood frame buildings.
- 10. Work with community partners to develop and maintain an inventory of commercial leasing opportunities to market to both local entrepreneurs and external companies.
- 11. Identify, promote and incent key demonstration projects in slow-growth areas of the Central Peninsula to help investors conceptualize the possibilities for a neighbourhood.
- 12. Conduct a review of existing planning conditions within the Central Peninsula for the purposes of identifying and rescinding conditions which are:
 - a. Outdated;
 - b. No longer applicable;
 - c. Unnecessarily restrictive in light of the direction of the Neighbourhood Plan.

Marketing the Central Peninsula

The Central Peninsula, particularly the Uptown, is quickly becoming an attractive urban centre for people of all ages to live, work, and play. New bars and restaurants, condos and apartments, and office spaces are all contributing to a renewed interest in urban living.

Working to maintain and accelerate this momentum will require enhancing existing market analysis and communications efforts.

Actions (CP)

- Undertake a residential market study to identify opportunities in the Central Peninsula housing market and to support enhanced marketing efforts to the development community.
- 14. Undertake an Uptown commercial market study and associated recruitment strategy to address gaps in the offerings of the Uptown.
- 15. Build upon the Brick Park initiative by undertaking an Uptown office strategy to address high vacancy rates within commercial office buildings and urban malls.
- 16. Establish an employer "live where you work" program for Uptown businesses to encourage more Uptown employees to live in the Central Peninsula.

Strategic Asset & Sector Development

The Central Peninsula is home to a number of key sectors and assets which play a vital role in the regional economy. In particular, key sectors such as business and government services, tourism, healthcare and information and communications technology are clustered within the Central Peninsula. Encouraging the growth of key sectors and the establishment and expansion of strategic assets can contribute to further growing the Central Peninsula as the place to do business in Southern New Brunswick.

Actions (CP)

- 17. Working with community partners, prepare a waterfront tourism strategy to capitalize on future investments in waterfront development.
- 18. Ensure reinvestment in key economic assets that support major events in the Uptown.

Outreach (CP)

- 19. Promote expansion of St. Joseph's Health Care Services Cluster.
- 20. Encourage Federal and Provincial departments to locate offices and facilities in the Central Peninsula.
- 21. Encourage the Province of New Brunswick, University of New Brunswick and the New Brunswick Community College to establish a joint Information and Communications Technology Centre to collaborate with the Brick Park knowledge cluster and to connect businesses with emerging ICT graduates.



CITYVIBRANTArts and culture



CityVibrant refers to the role arts and culture plays in forming the identity and experience of a community. Saint John has a celebrated arts community that has found venues, both domestic and foreign, to showcase its creativity for over a century. With more than a dozen galleries in the Central Peninsula, the visual arts continue to play a prominent role in the City's creative scene.

In more recent years, local events have demonstrated the community's creativity, ranging from music festivals and outdoor markets, to artistic events and street parties. These events have added unique experiences to the growing vibrant dynamic of the Uptown area, positioning the Central Peninsula as the regional entertainment hub.

The Neighbourhood Plan will support the increased diversity and range of art and cultural events and venues that are accessible to the public. The increased presence of creative spaces will generate more appeal in the neighbourhood and strengthen the position of the Central Peninsula as a desired place to live, work and play.

Goals:

- Establish the City of Saint John and its Community Partners as a catalyst for new arts and culture initiatives that support neighbourhood vibrancy & revitalization
- Enhance the vibrancy of streets and public spaces through events and public art
- Ensure that arts and cultural events are representative of the diverse population of Saint John
- Expand the cultural and event offerings of the Central Peninsula

Events and Festivals

The enhancement of existing and creation of new events and festivals will add to the vibrancy of the Central Peninsula, increasing the profile of the neighbourhood and attracting new residents and businesses. The proliferation of live music, theatrical performances, visual arts, and urban events will depend on having adequate spaces to host them, an organized body representing their interests, and a supportive policy framework that facilitates the process of getting new events off the ground.

Policies (CV)

- Work with community organizations and the Province of New Brunswick to simplify the process and create a One Stop Development Shop application to facilitate the temporary closer of streets and licensing needed for outdoor festivals and events.
- 2. Encourage the establishment of festivals and events that celebrate and recognize the growing diversity of Saint John, including the establishment of a

- signature multi-cultural event for the Central Peninsula.
- 3. Encourage and support community organizations in identifying and addressing key gaps in the arts, culture and events offerings of the Central Peninsula.

Actions (CV)

- 4. Work with community organizations to evaluate the opportunity to establish and improve the following festivals and events:
 - a) A Film Festival
 - b) A Street Food Festival
 - c) A Winter Fair
 - d) The enhancement of civic events
- Implement a phased approach to the resolution of the existing Uptown noise issue that maintains Uptown as a destination for live music and events while ensuring acoustical measures are in place to safeguard the quality of life for residents.

Animation of Public Spaces

The improvement of public spaces through public art and cultural events will create the conditions to facilitate increased usage of public spaces for community purposes. The reinvestment in and programming of public spaces is important to consider through the implementation of the Neighbourhood Plan. Ensuring these public spaces meet the growing cultural needs and creative inspirations of the community will factor heavily in determining the future ability for the Central Peninsula to attract new residents, as well as retain existing residents.

Policies (CV)

- 6. Work with community organizations to develop a vision and to identify priorities for the type and location of public art within the Central Peninsula. The placement of new public art should contribute to the enhancement of a clear aesthetic vision for public spaces or act as catalysts for the revitalization of disinvested communities.
- 7. Work with community organizations and residents to encourage and support more events and entertainment in underutilized public spaces such as Chown Field.
- 8. Ensure public spaces are equipped with infrastructure which addresses physical, technical, and social barriers to improved cultural programming.

Actions (CV)

- 9. Evaluate existing public spaces to ensure appropriate infrastructure exists to support programming and events., such as electricity, washroom facilities, and lighting.
- 10. Host a park[ing] day event by encouraging businesses and community groups to convert parking spaces into temporary public spaces for a short duration to generate interest in underutilized areas of the Central Peninsula.

Outreach (CV)

Work with the Province of New Brunswick to evaluate legislative amendments to allow for a pilot project to selectively permit wine and beer in association with food in select public spaces such as Queen Square during specified daytime hours.

Youth

Youth play an integral role to the future success of the Central Peninsula. Creating a dynamic and interesting place for young people will help to establish the Central Peninsula as a community of choice for both young families and adults. Empowering youth through the enhancement of their involvement in decision making and interaction with arts and culture organizations will create engaged stakeholders in the improvement of the Central Peninsula.

Policies (CV)

11. Encourage and support community groups in the organizing of events and entertainment for youth and promote the further consideration of youth for existing and new events and festivals.

Actions (CV)

12. Working with community partners, establish a youth arts, culture and events advisory group to help entrench the values and expectations of youth in the events and exhibits that take place within the Central Peninsula.

Inclusion

A vibrant community depends on its participants. It is important to support inclusive, barrier-free events for people of all ages and abilities; ensuring accessibility does not limit anyone's ability to participate in the Central Peninsula experience. Embracing opportunities to provide diverse and inclusive social events will enhance the quality of life for all residents of the Central Peninsula.

Policies (CV)

13. Encourage and support the inclusion of members of the Abilities Advisory Committee in the planning of festivals and events .

14. Ensure barrier-free principles are considered in the planning of event spaces.

Arts Planning

The improvement of strategic planning for the arts will harness the current vibrancy surrounding the arts in the Central Peninsula and guide it over the lifespan of the plan. Developing a long-term strategy focused on art and culture will provide a visible presence of the arts, with expectations and outcomes built into the strategy that will have been developed through community and stakeholder input.

Policies (CV)

15. Work with the Saint John Community Arts Board and other community arts and culture organizations, to develop a new framework for Arts and Culture, focusing on potential for neighbourhood impact and revitalization through cultural initiatives.

Actions (CV)

- 16. Undertake the preparation of an Arts and Culture 15 year strategy to guide arts, culture, and events in alignment with the community vision of the Central Peninsula Neighbourhood Plan.
- 17. Develop a community tool kit to support community lead projects by providing supportive information on available support, resources and processes for the use of public spaces or infrastructure.





CITYBEAUTIFUL Safety and Cleanliness



Beautiful neighbourhoods are instantly recognizable and places we all want to call home. They are places that show civic pride through the upkeep of properties and the public realm and are pleasant to visit or pass through. Years of disinvestment and decline has resulted in areas that are not as attractive as they once were, or as they could be. Many homes in the Central Peninsula are in need of major repairs, while others remain vacant or dilapidated. These realities can make moving to the Central Peninsula less appealing to potential residents, and the time, effort, and investment to improve circumstances less appealing to existing residents.

The remediation of blighted areas is a critical component of the effort to reverse the trend of population decline and foster growth. Working to ensure the homes and neighbourhoods of the Central Peninsula are attractive and well-maintained, the streets and sidewalks clear of debris, and that there is a shared sense of ownership and community pride will help position the Central Peninsula as a desired place to live, work, and play.

Ensuring the places in the Central Peninsula where residents spend their time are well-maintained, inviting, and accessible is central in promoting positive social interactions and fostering a sense of civic and community pride. Taking into account different mobility levels of individuals, as well as the quality and design of the sidewalks and streets is critical to encouraging and facilitating the utilization of the public realm.

Creating a robust public realm means addressing aging infrastructure before it fails, and making upgrades and changes that are forward-looking and address the needs of residents and businesses. It means recognizing, protecting, and promoting important cultural landscapes which inform our civic and community pride. It means taking bold, progressive actions to promote the Central Peninsula by piloting new ways of sharing streets and promoting walkability. A thriving and prosperous Central Peninsula is one with a dynamic and engaging public realm that everyone can access and participate in.

Goals:

- Increase the standard of Civic Beauty by aggressively targeting and remediating instances of blight.
- Improve both the real and perceived sense of public safety throughout the Central Peninsula with a specific emphasis placed on public spaces.
- Establish a balanced approach to heritage and urban design which is respectful of the distinct character of the Central Peninsula and adaptive to the unique circumstances of its neighbourhoods.
- Celebrate the rich history of the Central Peninsula and the unique qualities of the built environment.

- Foster the creation of an active and engaging public realm.
- Renewing aging Central Peninsula infrastructure.
- Enhance functional features of the public realm.

Improving urban living opportunities

Several areas of the Central Peninsula are showing the effects of disinvestment. A number of derelict and vacant buildings have created a feedback loop of limited investment and disrespect for a sense of place. Increased litter, including large household items, further exacerbate the situation. Aggressively targeting and remediating these areas with the goal of bring them up to a standard that residents can take pride in maintaining will position these areas for reinvestment. Combining this approach with improved data and analytics on neighbourhood conditions will allow the City to target their efforts in a strategic manner that will ensure no area is overlooked.

Policies (CB)

- 1. Encourage and support community organizations in building a volunteer network of neighbourhood clean-up teams to support the cleaning of vacant lots and unsightly premises and further promote existing resources such as the Green Machine.
- 2. Explore future opportunities to enhance neighbourhood cleanliness through initiatives such as penalties for illegal dumping repeat offenders and communal large item disposal facilities.
- 3. Improve landscaping in the Central Peninsula through the enforcement of the current landscaping standards that are not in compliance, and by enforcing any applicable Section 59 conditions that were not implemented.

Actions (CB)

- 4. Launch a formal Blight Response program which coordinates existing services, programs, and policies to greater diagnose the problem and establish appropriate means for addressing areas by priority, building on existing incentive and enforcement programs of the City of Saint John.
- Develop a clean streets mapping program which utilizes municipal staff in the field and community partners to create a publicly-accessible map that illustrates streets which are at an acceptable level of cleanliness and streets that require improvement.
- 6. Strategically review existing waste receptacle locations and evaluate opportunities for additional, or relocation of existing, waste receptacles and dog waste stations
- 7. Evaluate the purchase of a sidewalk cleaning vehicle through partnerships with UptownSJ.

Public Safety

Ensuring a sense of public safety is foundational to the revitalization of neighbourhoods and reinvestment in public spaces in the Central Peninsula. Creating a safe and inviting public realm will require the leveraging of municipal services, policing, infrastructure, and community efforts to address community public safety concerns.

Policies (CB)

- 8. Ensure pedestrian snow plowing routes consider key pedestrian connections through alignment with Schedule X, the Circulation and Mobility Map.
- Encourage and support community organizations in developing programs and infrastructure to ensure public safety is not compromised by disregarded needles and other drug paraphernalia. This may include the installation of safe needle drop-off boxes in targeted areas of the Central Peninsula.
- 10. Explore new policing models to ensure strong connections are maintained between Central Peninsula community organizations and the Saint John Police Commission.

Actions (CB)

11. Evaluate the need for new infrastructure to enhance public safety in municipal parks, including the installation of lighting in Chown Field.

Outreach (CB)

12. Promote increased community use of the Province of New Brunswick's Safer Communities and Neighbourhoods(SCAN) program to address instances of high criminal activity.

Urban Design

Urban design plays an important role in strengthening a community's civic image and character. It intentionally shapes both the built environment and the public realm with the ambition of creating great places. The Central Peninsula has a distinct and variable quality of place. With a wealth of built heritage and areas of disinvestment, implementing a new standard of urban design which is adaptable to local context will help to shape the enhancement and revitalization of communities.

Actions (CB)

13. Create and disseminate public information materials to inform the general public on the changes to and the benefits of the new urban design and heritage programs.

Outreach (CB)

14. Encourage local educational institutions to expand or establish training programs to produce the skilled trades required to fulfill the continued conservation of Saint John's built heritage.

15. Continue to work with the Provincial Government on legislative reform that would allow for enhanced administration of urban design principles and processes.

Active and Engaging Public Realm

Creating an engaging public realm requires the proper amount of space dedicated to pedestrian movement, which includes good quality sidewalks, the presence of street furniture, and the visual cues that reinforce the notion that the street is designed for people. Streets can play a significant role in becoming active areas for creative expression when they are temporarily or permanently closed to vehicular traffic. Several communities in North America have successfully introduced the seasonal or permanent closure of public streets to encourage more community use.

Policies (CB)

- 16. Establish an urban streetscapes program to support renewal of high priority commercial and neighbourhood streetscapes for the Uptown and key connectors. Through the City of Saint John's capital investment program, consider the public realm guidelines outlined in the Urban Design Manual (Schedule X) when undertaking the reconstruction of City streets. This should include the prioritization of important streets for additional streetscape improvements including such items as hardscaping, street furniture, landscaping, and the burying of utilities.
- 17. Identify opportunity streets to pursue a shared streets model. Facilitate public use and private sector encroachment into the public right of way.
- 18. Undertake infrastructure improvements to enhance shared streets when existing infrastructure reaches its end of life cycle.
- 19. Identify opportunities for the piloting of permanent or seasonal pedestrian streets as a future enhancement option for shared streets.

Actions (CB)

- 20. Working with community partners, launch a street painting festival to create works of public art along uninviting asphalt and concrete surfaces. Street art festivals should be focused on public streets and laneways identified as shared street opportunities.
- 21. Improve street level access to the City Market to include outdoor patio space and pedestrianize South Market Street.
- 22. Undertake a strategic plan for the Saint John City Market.

Aging Infrastructure

The streets of the Central Peninsula are predominantly the same network of streets that existed in 1785 when the City was first incorporated. However, due to the impact of the urban sprawl that occurred throughout the latter part of the 20th Century, the infrastructure in the Central Peninsula was generally neglected. Today there are several streets in the Central Peninsula that have not seen significant reinvestment for over 50 years. The following actions are intended to create a reinvestment strategy to bring the conditions of the streets in the Central Peninsula to a modern standard over time.

Policies (CB)

- 24. Through the City's Asset Management Program, identify key local streets that require immediate lifecycle reinvestment.
- 25. Through the City's transportation masterplan, adopt a complete streets strategy to ensure all modes of transportation are considered in future infrastructure improvements.
- 26. Pursue the enhancement of important gateways entering the City.

Enhance Functional Features of the Public Realm

The functionality of the public realm speaks to the safety and comfort with which one is able to enjoy spending leisure time in public spaces. The harsh climate of eastern Canada often presents challenges for people to opt for non-motorized means of transportation, while the lack of infrastructure will deter the public from using a public space. The inclusion of design features of the built environment that are able to add more protective elements, like awnings, or infrastructural elements, like power and water, should be explored to make the public spaces safer and more inviting.

Policies (CB)

- 23. Encourage awnings and weather protective elements along ground level street facades.
- 24. Consider accessibility and mobility when undertaking work in the right of way.

A Pedestrian Focused Waterfront

The waterfront is a defining feature of the Central Peninsula which has the potential to provide both public amenity and significant opportunity for infill development. However, the majority of the land abutting the waterfront is not controlled by the City. As such, it is critical for the City to capitalize on the successful development of waterfront lands under its ownership and to work with the Port Authority to expand and improve public access on its property.

Policies (CB)

25. Identify and evaluate opportunities to improve public amenities along Harbour Passage, including functional improvements such as washrooms.

Outreach (CB)

- 26. Work with Port Saint John to enhance the use of cruise ship terminal areas and their relationship to the public right of way.
- 27. Work with Port Saint John to enhance access to the waterfront and to identify design solutions to maintain safety while increasing the attractiveness of the waterfront.



CITYFORWARDCommunity Well-being



Community well-being entails the availability of adequate and affordable housing, educational opportunities, access to fresh and healthy food options, efforts to be socially inclusive and incorporating community services to assist those who need additional supports. While these are largely provincial responsibilities, there is growing recognition of the responsibility of local governments to create built environments that are conducive to the mental, physical, and social well-being of their residents.

A diverse community is one where people from different income levels, cultural backgrounds, and walks of life can live together harmoniously, recognizing that their diversity is an asset and a strength. Ensuring that residents can afford to retain their housing and agein-place is vital to cultivating community capacity and building resiliency – people are more likely to invest their money and energy in a place they can truly call home.

Goals:

- Encourage the supply of quality housing offerings that serve a diverse population.
- Offer educational services which support the social development and revitalization of neighbourhoods.
- Improve access to fresh, healthy, and affordable food for all residents of the Central Peninsula.

Housing

Safe, clean and affordable housing is a basic human need which many residents of the Central Peninsula struggle to maintain. The supply of affordable housing in the Central Peninsula is largely concentrated in areas within the Deep South End and Waterloo Village, often through provincial rent supplement programs or within substandard private market housing. The revitalization of the Central Peninsula will require the provision of quality, affordable housing that is designed and located to coexist with and catalyze private sector investment to create mixed income communities.

Policies (CL)

- 1. Encourage the creation and adaptation of spaces and services for seniors and an aging population.
- 2. Encourage and support the development of affordable housing that is designed and located within the Central Peninsula as part of a broader strategy for the creation of attractive, mixed income neighbourhoods.
- 3. Encourage and support Federal and Provincial programs which offer mobility and choice to recipients of affordable housing supplements.

Outreach(CL)

4. Work with community partners, housing agencies, the Government of New Bruns-

wick, and the Federal Government to develop an affordable housing strategy for the Central Peninsula which ensures the Central Peninsula remains a neighbourhood that is attainable for residents of a diverse income background.

5. Advocate for enhanced Provincial and Federal funding, services, and programs to address the needs of homeless populations.

Educational Services

While a school's primary function is the education of youth, it has much broader impacts on the community. Providing spaces for skills training, community meetings, and serving as an anchor for a neighbourhood are vital functions that can help revitalize communities. With an opportunity for the Provincial reinvestment in education facilities in the Central Peninsula, it is critical to ensure the outcome fully leverages the benefits for the community.

Actions (CL)

- 6. Work with the Government of New Brunswick to ensure the development of a new school maximizes the impact on the revitalization of Central Peninsula neighbourhoods by:
 - a. Coordination of neighbourhood recreational and playground facilities with the new school.
 - b. Providing support in the identification of a location for the new school which adequately serves local residents and increases both neighbourhood pride and profile.
 - c. Providing support for the design process to ensure the design of the new school positively contributes to the local context and introduces new innovative educational design practices to New Brunswick.
 - d. Encouraging the Province of New Brunswick to ensure the development of a new school incorporates the additional community facilities required to meet the unique circumstances of the Central Peninsula.
- 7. Prioritize municipal enforcement and incentive programs in areas adjacent to the proposed new school in order to maximize the impact of the new school on the revitalization of the Central Peninsula.

Food Security

Ensuring that everyone has convenient access to fresh, healthy, and affordable food options is an integral part of community well-being. Engagement feedback stressed the importance of providing access to food, both in terms of local food and the potential of attracting a larger grocery store. By working with community organizations and businesses, tangible improvements to the availability of healthy food options can be improved overtime – increasing the attractiveness of the Central Peninsula as a residential community of choice.

Policies (CL)

8. Encourage existing grocers in the Central Peninsula to expand healthy food options and to improve communication to neighbourhood residents.

9. Promote community-stewarded open spaces for use as community gardens and for urban agriculture.

Outreach (CL)

- 10. Support community stakeholders in efforts to increase food security on the Central Peninsula through such means as advocating for a Community Food Centre or another similar program.
- 11. Work with grocery store chains to better understand market requirements for the establishment of an urban format grocery store and market opportunities for development within the Central Peninsula.
- 12. Encourage community partners to undertake a healthy corner stores feasibility study and pilot project, or other similar programs to increase the availability of healthy, affordable food.

Community Partners

Being an inclusive community means recognizing and being sensitive to the fact that some residents may need additional supports and providing services which are both compassionate, and understanding. Given the financial realities facing the City, ensuring that existing programs, and resources are coordinated and mutually supportive is critical to ensuring the City achieves and maximizes its impact in revitalizing priority communities within the Central Peninsula.

Actions (CL)

- 13. Evaluate the existing neighbourhood organizations and consider adaptations to align with and support the vision of the Central Peninsula Neighbourhood Plan.
- 14. Evaluate the community grants program to prioritize initiatives that implement key facets of Central Peninsula Neighbourhood Plan.



CITYGREENENVIRONMENT AND SUSTAINABILITY



A green city is one where environmentally sustainable practices contribute to the beautification of the public realm and the improvement of the quality of life for residents. Incorporating green, sustainable infrastructure into new developments and upgrading existing infrastructure are important steps in creating a green community which minimizes the impact on the environment and improves the quality and appeal of the Central Peninsula's neighbourhoods.

Working to ensure that residents have easy access to natural environments is crucial – it is important that they can see, smell, and experience the tangible benefits of a healthy environment. Ensuring the City leverages the full potential of existing parks and open spaces is an important component of fostering healthy, complete neighbourhoods throughout the Central Peninsula. Experimenting with small scale interventions like pocket parks, mobile parks, and parkettes, will be an essential part of these efforts. Initiatives like these can animate neighbourhoods in new and unexpected ways, leading to new perceptions of neighbourhoods that can spark positive growt and change.

Goals:

- Increase greenery and landscaping of both the public and private realm.
- Prepare for the impact of climate change on the Central Peninsula.
- Remediate large, high profile environmentally contaminated properties.
- Realize the full potential of existing parks and open space networks.

A Green Public Realm

The role that high quality landscaping plays in creating a meaningful sense of place can often be overlooked. However, for environmental, practical, and aesthetic reasons, mature trees and enhanced landscaping are essential features of the built environment. By adding more greenery into the public realm, the City of Saint John can improve environmental conditions while enhancing the aesthetic appeal of its neighbourhoods.

Policies (CG)

- 1. Incorporate low maintenance, green infrastructure such as clover and other plant species in street design.
- 2. Explore potential for an adopt-a-tree program and crowd-funding public realm greening projects.
- 3. Working with community partners, adopt an urban forest program to guide tree planting in the Central Peninsula.

- 4. Encourage the development of rain gardens in the Central Peninsula to reduce storm water runoff to municipal infrastructure.
- 5. Encourage where feasible, the greening of rooftops for new development and redevelopment projects.

Actions (CG)

- 6. Working with community partners, enhance existing or adopt new programs to encourage street level box planters and window box planters within the Business Improvement Area.
- 7. Develop a "Street Seats" program to allow businesses to reclaim portions of the street right-of-way and on-street parking spaces for flexible "green" patios, framed by box planters & greenery.
- 8. Create inventory of asphalt sidewalks and undertake infrastructure greening projects to improve the aesthetic appeal of residential neighbourhoods within the South End and Waterloo Village.

Climate Change Adaptation

As a waterfront community, the impacts of both climate change and sea level rise are important considerations for the Central Peninsula. Understanding these impacts and the interventions and strategies required to mitigate them will be important to the long term land use planning for the Central Peninsula.

Policies (CG)

- 9. Support local environmental organizations in undertaking climate change and sea level rise modeling for the Central Peninsula
- 10. Adapt land use and development regulations to mitigate the long term potential impacts of sea level rise.
- 11. Work with the Province's air quality monitoring program to promote clean air targets.

Green Place Making

Green spaces play an important role creating attractive urban communities which foster community building and provide the context in which positive social encounters between residents can occur. The Central Peninsula has many parks and open spaces that already serve the community. Going forward, it will be critical to realize the full potential of these green spaces to provide opportunities for both active and passive recreation.

Policies (CG)

- 12. As resources permit, complete the parks and open network outlined in Schedule X, the Public Realm and Mobility Map.
- 13. Encourage the establishment and growth of horticultural groups to expand com-

- munity capacity to implement urban greening strategies of the Central Peninsula Neighbourhood Plan,
- 14. Encourage the establishment of small pocket parks and pop-up parks in both the South End and Waterloo Village as part of a greater coordinated strategy to revitalize neighbourhoods.
- 15. Encourage design competitions and projects for the repurposing of vacant properties in the Central Peninsula.
- 16. Encourage and support increased community based recreational programming in public spaces within the Central Peninsula.

Actions (CG)

17. Evaluate the potential for the development of a mobile or travelling pop-up park.

Outreach (CG)

18. Work with property owners to evaluate the potential to implement long term, natural remediation techniques such as urban orchards or urban forestry for the former Imperial Oil property along Broad Street. Encourage the design of such remediation strategies to provide visual screening of industrial properties south of Broad Street.



CITYCONNECTED Transportaton



City-Connected refers to the role transportation networks play in keeping our city moving. They are our passageways to getting from place to place in a safe, sustainable, and efficient manner. In recent history, the personal automobile has been given preference through the planning and development of North American cities, including Saint John. As evidence mounts that the dominance of this one mode of transportation is unsustainable, alternatives modes of transportation are being promoted.

The City's Municipal Plan gives clear direction for Council to consider more sustainable modes of transportation, including walking, cycling, and public transit. Prioritization of these transportation options reduces the ecological impact of moving through the City, promotes good health, and simultaneously produces a more vibrant and interesting public realm.

The Neighbourhood Plan will support enhanced mobility for all forms of transportation moving in and throughout the Central Peninsula. Recognizing that the Central Peninsula doesn't exist in isolation, but is part of the larger city and region, connectivity to adjacent neighbourhoods, and major community assets like Rockwood Park, are also acknowledged as important links in the transportation network.

Goals:

- Strengthen the Active Transportation Network.
- Improve connectivity between the Central Peninsula and adjacent neighbourhoods
- Improve the efficiency of parking and increase usage of public transit

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Active Transportation

Improving pedestrian infrastructure and connectivity is important to realizing the full potential of the Central Peninsula as residents are drawn to its dense, compact and walkable neighbourhoods. Ensuring that the Central Peninsula is comfortable for pedestrians and accessible for all modes of transportation will improve residents' quality of life and enhance the appeal of the Central Peninsula.

Policies (CC)

- 1. Implement the cycling and active transportation network outlined in Schedule X, the Public Realm and Mobility Map.
- 2. Address the need for additional crosswalks and pedestrian crossing areas in the Central Peninsula, with a particular focus on the South End.

- 3. Through the City's transportation master plan, Move SJ, explore potential opportunities to improve active transportation links from the Uptown to the Lower West Side.
- 4. Adopt the principles of universal design to ensure the streets of the Central Peninsula accommodates all users.

Actions (CC)

5. As resources become available, a high priority project is to connect Harbour Passage around the Peninsula to Rockwood Park.

Outreach (CC)

- Encourage the Government of New Brunswick to develop a short-term strategy to convert the two outside lanes of Main Street to active transportation lanes, with a long term vision of implementing a road diet and redeveloping Main Street as a mixed use corridor.
- 7. Encourage the Government of New Brunswick to evaluate potential improvements to the pedestrian overpass to the North End to enhance the pedestrian experience.
- 8. Encourage the Government of New Brunswick to evaluate short-term enhancements to Route 1 overpass infrastructure to add basic facilities such as crosswalks and pedestrian crossing lights.
- 9. Encourage the Government of New Brunswick to evaluate options to enhance active transportation infrastructure along the Somerset and Rockwood Park Overpasses as well as the Causeway connecting to the east side.

Places and Infrastructure

The creation of narrower streets with good sidewalks and mature landscaping, as opposed to wide corridors with fast moving traffic, will attract a more diverse range of modes of transportation. The Peninsula is already very walkable; however, many existing sidewalks are in poor condition and many intersections were not designed with the pedestrian in mind. Improving these components of the built environment will result in a safer and more pleasant pedestrian experience and encourage walking.

Policies (CC)

- 10. Implement pedestrian improvements in alignment with the transportation masterplan, Move SJ, and Schedule X, the Public Realm and Mobility Map.
- 11. Support the implementation of Uptown Saint John's wayfinding strategy and consider the coordination of streetscaping efforts to enhance the visitor experience.

Actions (CC)

12. Evaluate opportunities to undertake "road diets" and infrastructure enhancements for the following public streets:

- a. Union Street
- b. Water Street
- c. Broad Street
- d. Crown Street
- 13. Improve sidewalks connecting Water Street and Broad Street.
- 14. Evaluate the need for pedestrian lights at intersections along Union Street, including potential improvements at the Union and Crown Street intersection.
- 15. Evaluate options for traffic calming on Garden Street and Paddock Street.

Outreach (CC)

16. Encourage Port Saint John to improve public access to the waterfront along Port property.

Public Transit

Encouraging the use of public transit will mean creating an environment that enables individuals to access reliable transit that serves their needs. Improving public transit will provide an improved quality of life for residents of the Central Peninsula while reducing stress on the transportation network.

Policies (CC)

- 17. Monitor and evaluate the development of new technologies such as driverless and electric cars to assess their impact on the transportation network. As technology evolves and new ways of traveling become prevalent, adapt transportation and land use policies.
- 18. Evaluate opportunities to improve public transit connections between the Central Peninsula and municipal parks.
- 19. Work with employers in the Uptown area to promote car sharing, active and public transportation among their staff.
- 20. As part of the Transit Plan, ensure efficient service to the Uptown employment centre and designate key transit corridors along the Peninsula that can support higher density development.
- 21. Explore opportunities to improve public transit connections to the South End.
- 22. Explore the potential for a small shuttle circulating people around key destination within the Uptown core and waterfront areas.

Parking

Improving the efficiency of parking will mean reviewing available parking, its distribution, arrangement, utilization and determining what improvements or adjustments can be made to maximize what currently exists. MoveSJ, the City's transportation plan, outlines a park-

ing strategy for the majority of the Central Peninsula, specifically those areas with commercial development and community amenties. The parking system was found to be operating at approximately 60% of its capacity signalling the opportunity for efficiencies. The legibility of the parking system, from road signs to online maps, should also be improved as a means of providing the public with better and more accurate information regarding the areas and availability of parking.

Policies (CC)

- 23. Evaluate program options to improve parking efficiency in the Uptown and ensure that parking lease rates are in-line with parking space utilization. This should include consideration of the structure of current parking fees. Where opportunities exist, divest of surplus parking lots for the purposes of encouraging infill development.
- 24. Evaluate options to expand on the existing park-and-ride program to limit the amount of land dedicated to surface parking in the Central Peninsula.
- 25. Investigate the potential for a cash-in-lieu of parking program for large development projects in the Uptown.

Actions (CC)

- 26. Develop an online mapping tool demonstrating the location and type of parking available within the Central Peninsula.
- 27. Review and update winter parking and snow clearing strategies to align with Schedule X, the public realm and mobility map.
- 28. Improve public communications regarding the switch-over program for on-street parking.



6 IMPLEMENTATION

Successful implementation of the Central Peninsula Neighbourhood Plan will require purposeful and focused action. It will involve the mobilization and coordination of government, stakeholders and community leaders to directly confront challenges, leverage assets, and to carry through the project's momentum. This chapter establishes an implementation strategy which balances an aggressive and aspirational vision for the Central Peninsula, while recognizing the need to prioritize high impact initiatives which are achievable in the near term. This includes a formal policy framework to create the structure and programs required to implement the neighbourhood plan and a 10 year work plan to guide the initiatives of the City and its community partners.

Implementation Framework

The implementation framework is intended to guide structural change, programming, and regulatory updates which are critical to the successful implementation of the plan.

Policy IM-1 Recognize the Central Peninsula Neighbourhood Plan as a By-law which applies as part of the Municipal Plan, acting as the primary document for guiding growth, development and investment within the Central Peninsula.

Policy IM-2 Establish an implementation working group comprised of City representatives, key stakeholders, and members of the Neighbourhood Action Team to oversee and champion the implementation of the Central Peninsula Neighbourhood Plan.

Policy IM-3 Establish procedures and criteria to ensure the implementation of the Central Peninsula Neighbourhood Plan is used in decision making for the City's operating and capital budgets, as well as corporate strategic planning.

Policy IM-4 Adopt amendments to the Zoning and Heritage Conservation Areas By-Laws to ensure consistency with the Central Peninsula Neighbourhood Plan.

Policy IM-5 Commit to providing an annual progress update on the implementation status of the Neighbourhood Plan to Common Council, the public, and key stakeholders over the first 10 years of the Plan implementation.

Policy IM-6 Conduct a ten year comprehensive review of the Neighbourhood Plan to consider:

- Any amendments to the Neighbourhood Plan or Schedule XX, the Urban Design Manual;
- To evaluate implementation progress and to update the 10 year action plan;
- To relate to the monitoring of growth targets and performance measures as set out in the Neighbourhood Plan.

The 10-Year Work Plan

The 10 year work plan establishes an aggressive framework for the implementation of both the place-based initiatives of the visionary big moves and the incremental, smaller initiatives of the Action Strategy outlined in this plan. It is outlined in the tables below and is intended to guide the City and its community partners through the implementation of the plan and to inform the public of timelines, priorities and to allow for the tracking of implementation progress. The tables identify lead organizations, the indicators of success for each initiative, and timelines for implementation. The timeline categories include:

Immediate 1 year,

Short Term 2-5 years

Medium Term 5 – 8 years

Long Term 8+ years.

Implementation of the Visionary Big Moves

The implementation initiatives for the Visionary Big Moves found in **Part 3** are outlined in the tables below. These initiatives have been organized by neighbourhood and have been prioritized according to community feedback, their potential for impact and likelihood of success. For this reason, it may take time to realize the vision for areas where current market activity is limited; however, for these areas, projects have been prioritized according to their potential to spark change and to increase private sector confidence

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Area

Initiative	Timeframe	Indicator of Success
Development of a New Museum	Short Term	Construction and opening of museum
City Market Strategic Plan	Short Term	Completion of Strategic Plan
Design Strategy & Improvements to Grannan Lane & South Market Street	Short Term	Completion of capital improvements identified within the design strategy
Fundy Quay Harbour Passage Extension	Short Term	Completion of Capital Improvements
Coast Guard Site - Water Street Lot RFP	Short Term	Sale and development of property
Coast Guard Site – West Portion Geotechnical Research	Short Term	Completion of geotechnical report
Loyalist Slip & Market Square Concept	Short Term	Completion of concept plan
Fundy Quay Sea-Wall repairs & Environmental Remediation	Short to Medium Term	Completion of Capital Improvements
Loyalist Plaza Phase 1 – Capital improvements to support the new museum project	Short to Medium Term	Completion of Capital Improvements
Water Street Streetscaping	Short to Medium Term	Completion of Capital Improvements
Barbours General Store Development	Medium Term	Sale and development of property
Coast Guard Phase 3 Development	Medium Term	Sale and development of property
Loyalist Slip & Market Square Improvements	Medium Term	Completion of Capital Improvements
Loyalist Plaza Phase 2 – Streetscape, and Boardwalk Improvements	Medium Term	Completion of Capital Improvements

Area	Initiative	Timeframe	Indicator of Success
	St. James Street Corridor Design Strategy	Short Term	Completion of Strategy
	St. James Streetscaping	Short Term	Completion of Capital Improvements
	Extension of Germain Street to Broad Street	Short Term	Completion of Capital Improvements
	Renewed Rainbow Park Strategy	Short Term	Completion of Updated Strategy
End	Rainbow Park Implementation	Short Term	Completion of Capital Improvements
South End	Infill Development Framing Queen Square	Short to Medium Term	Number of new units constructed
	Development framing Rainbow Park	Short to Medium Term	Number of new units constructed
	Development of a new School & transitioning previous school sites	Short to Medium Term	Opening of the new school
	Charlotte & Sydney Cycle Lanes & Streetscaping	Short to Medium Term	Completion of Capital Improvements

Area	Initiative	Timeframe	Indicator of Success
8	Chown Field Townhomes & Park Improvements	Short to Medium Term	Number of new units constructed
oo Village	Main Street Active Transportation Connection	Short Term to Medium Term	Completion of capital improvements
Waterloo	Union, Waterloo, & Peters Street Improvements	Short to Medium Term	Completion of capital improvements
_	Marsh Creek Implementation	Long Term	Completion of capital improvements

Area	Initiative	Timeframe	Indicator of Success
	Extend Harbour Passage to Tin-Can Beach	Short Term	Successful extension of Harbour Passage to Tin- Can Beach
Waterfront	Barrack Green Sportsfield Improvements	Medium Term	Successful implementation of Barrack Green Sportsfield Improvements
South Wat	Extend Harbour Passage to Crown Street	Long Term	Successful extension of Harbour Passage to Crown Street
Sou	Sugar Refinery Passive Recreation Space	Long Term	Develop of Passive Recreation Plan + Implementation
	Barrack Transition	Long Term	Successful transitioning of Barrack Green

6.2.2 Implementation of the Action Strategy

The initiatives from the action strategy found in the table below identify the projects anticipated to have the greatest impact on the Central Peninsula in the near future. The action strategy is ambitious and beyond the capacity of the City of Saint John and its community partners to implement within the timeframe of the 10 year work plan. Therefore, these projects have been prioritized according to community feedback, capacity to implement and their impact.

Policy #	Item	Timeframe	Indicator of Success
Work in Progress	Launch A Formal Blight Response Program	Immediate	Number of vacant and unsightly properties improved
Policy #'s to be Added	Implement the Uptown Noise Strategy	Immediate	Adoption of By-Law amendments and neighbour agreements
	Undertake a public information campaign on changes to Heritage & new Urban Design approach	Immediate	Completion and dissemination of public information materials.
	Undertake a residential market study for the Central Peninsula	Immediate	Completion of the Study.
	Evaluate opportunities for additional or relocation of waste receptacles and dog waste stations	Immediate to Short Term	Number of added or relocated.
	Nominate neighbourhood representative to the	Immediate to Short	Nomination of representative

Community Council on Homelessness	Term	
Launch an Incremental Pedestrian Streets Strategy	Short Term	Increase in pedestrian count in Uptown # of all-points crossings Kms of sidewalk improvements
Develop transportation infrastructure improvement strategy in coordination with the transportation masterplan.	Short Term	Completion of MoveSJ phase 3.
Review & revise existing development incentive programs	Short Term	Revised program policy.
Develop a Community Toolkit to Support Community Led Projects	Short Term	Publication of Community Toolkit
Create an Online Map of Parking Options	Short Term	Completion of online map.
Develop and launch a new framework for Arts & Culture.	Short Term	Publication of Arts & Culture Framework.
Develop a growth focused infrastructure strategy.	Short Term	Completion of infrastructure strategy.
Evaluate options to ensure a strong link is retained between policing and community organizations	Short Term	Report to Common Council on options.
Develop marketing strategies to use Uptown events to promote living in the Central Peninsula	Short Term	Number of events attended.
Sponsor design competitions for the redevelopment of key sites and vacant buildings	Short Term	Number of competitions held.
Participate in the Park(ing) Day event, converting parking spaces into temporary public spaces	Short Term	Number of parking spaces converted.
Advocacy and partnership building with Port Saint John to address emerging issues and expand	Short Term	Adoption of a public use agreement.

community access to the		
community access to the waterfront		
Evaluate opportunities to adopt provisions to permit 12 Storey Wood Frame Construction	Short to Medium Term	Completion of alternative solution documents.
Supportive amendments to ZoneSJ	Short to Medium Term	Adoption of By-law amendments.
Evaluate opportunities to enhance the Vacant Buildings Program	Short to Medium Term	Adoption of program enhancements.
Support UptownSJ in the implementation of the Uptown Wayfinding Strategy	Short to Medium Term	Number of wayfinding signs installed.
Establish an employer "Live Where you Work" program	Short to Medium Term	Number of partner companies.
Establish a program to encourage street level box planters and window box planters	Short to Medium Term	Number of box planters installed.
Evaluate opportunities to ease regulations to reduce costs for adaptive reuse projects	Short to Medium Term	Completion of alternative solution documents.
Partner with Uptown Saint John on the purchase of a sidewalk cleaning vehicle	Short to Medium Term	Purchase of sidewalk cleaning vehicle.
Undertake a Clean Streets Mapping program	Short to Medium Term	Launch of Clean Streets Map.
Evaluate potential for an Adopt-a-Tree or street program.	Short to Medium Term	Number of trees planted.
Undertake an advocacy initiative to encourage the strengthening of tools to facilitate urban growth and development	Short to Medium Term	Number of legislative amendments.
Advocacy campaign to promote urban satellite programs of UNBSJ/NBCC in the Uptown Core for strategic faculties such as ICT & Business	Short to Medium Term	Construction of new facility.

Infrastructure Greening	Medium	Development and Presentation of
Program	Term	Program to Council
Evaluate existing public	Medium	Completion of audit and
spaces to ensure	Term	implementation of capital
appropriate infrastructure		improvements.
exists to support		
programming & events		
Review & update winter	Medium	Successful re-alignment of
parking and snow clearing	Term	servicing.
strategies to align with		
the neighbourhood plan		
mobility and public realm		
strategies.		
Identify, promote, &	Medium to	Number of residential units
incent key demonstration	Long Term	constructed.
projects		
Develop an Uptown office	Medium to	Office vacancy rate.
strategy to address high	Long Term	
office vacancy rates		
Evaluate the installation	Medium to	Number of cameras installed.
of security cameras in	Long Term	
high crime areas		
Work with community	Medium to	Development of Urban Forestry
partners to develop an	Long Term	Program
urban forestry program		

Community Projects

Given the scope and time frame of the Plan, not everything is feasible within the 10 year work plan. To advance the components of the Plan not outlined in this section, community partners will have to take the lead. While the City will continue to support community-led projects and lead the overall implementation of the plan, projects which are not included in the 10 year work plan will require community champions.

Stated Outreach Positions

The Action Strategy outlines a number of initiatives where the City of Saint John and its community partners have limited influence due to jurisdictional limitations, land ownership, and other factors. Given these limitations, the role of the City of Saint John will be to initiate the conversation and draw attention for the need to change. This plan represents the first step, initiating the dialogue needed to raise the profile of these initiatives and to begin to mobilize community partners and higher levels of government towards their implementation.

