

Tonight's Agenda

4:30 Meet & Greet

5:30 Welcoming Remarks by the Mayor

**5:40 Presentation:
The Central Peninsula Neighbourhood Plan**

6:00 Community Voices

6:20 How to Stay Involved

6:30 Visit Panels & Share Your Views



City of Saint John

Central Peninsula Neighbourhood Plan

Public Launch & Community Visioning

May 24, 2017

TAKING SHAPE

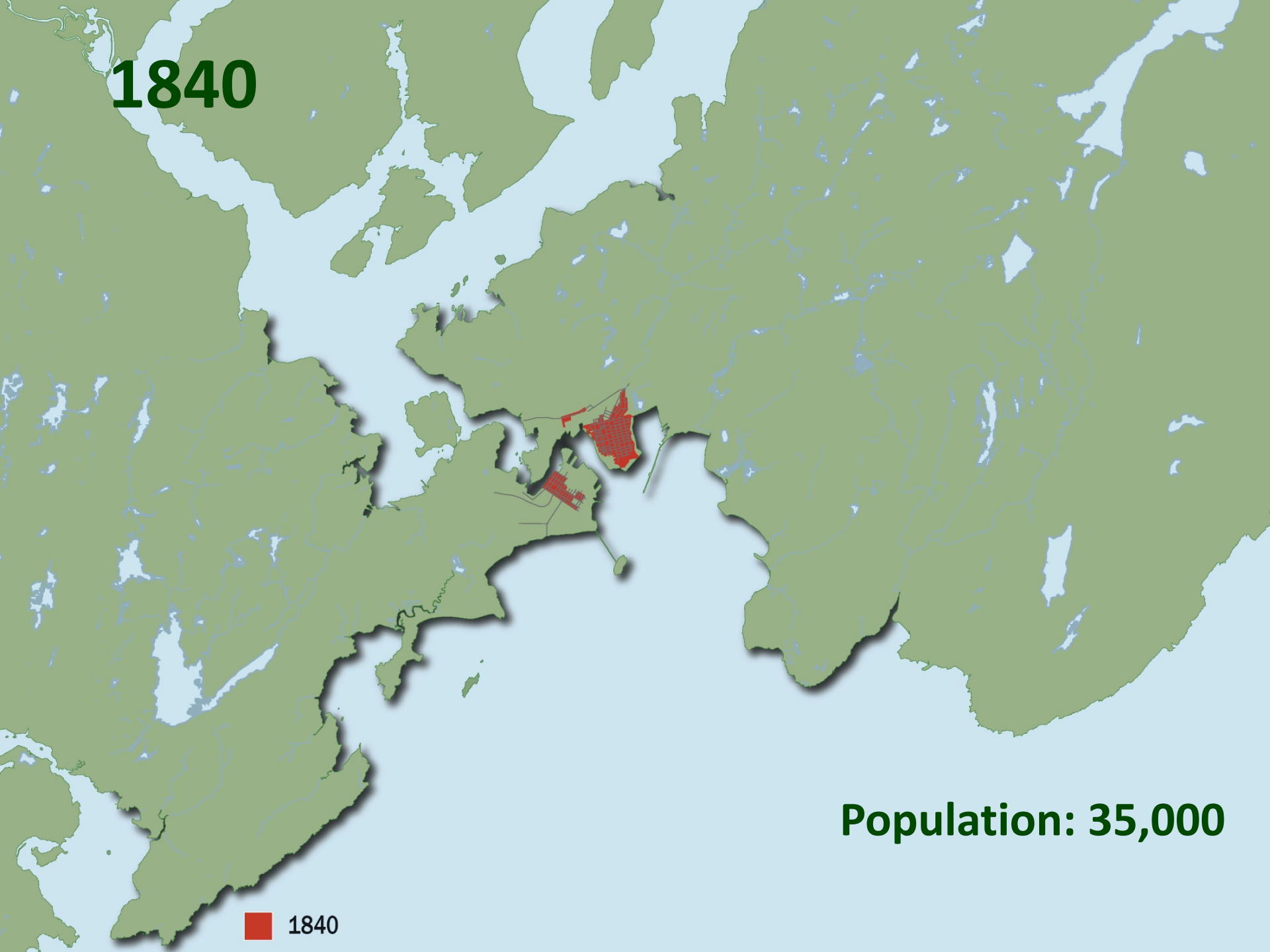


CENTRAL PENINSULA
UPTOWN • SOUTH END • WATERLOO VILLAGE



**URBAN
STRATEGIES
INC.**

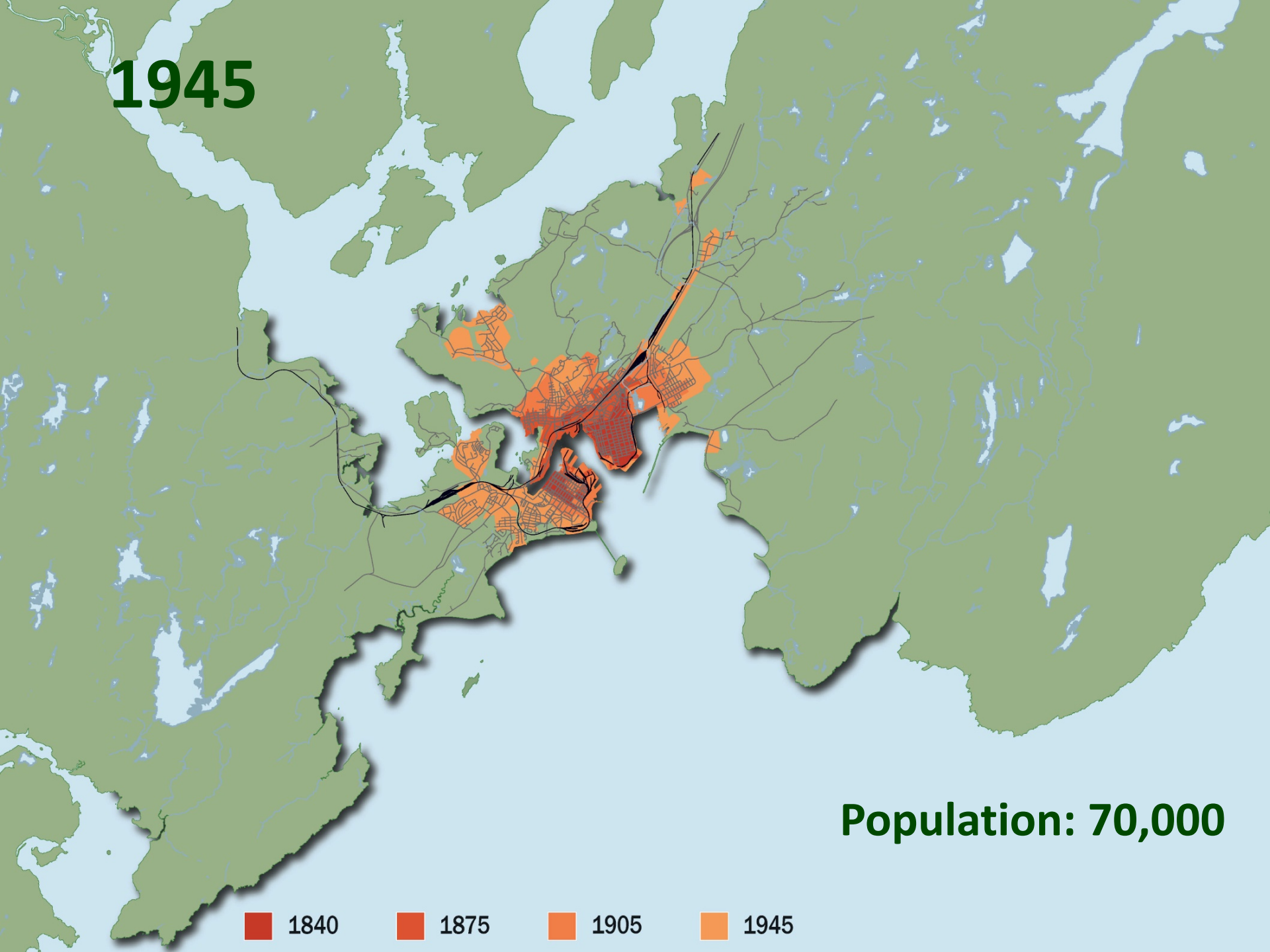
1840



Population: 35,000

 1840

1945



Population: 70,000

1840

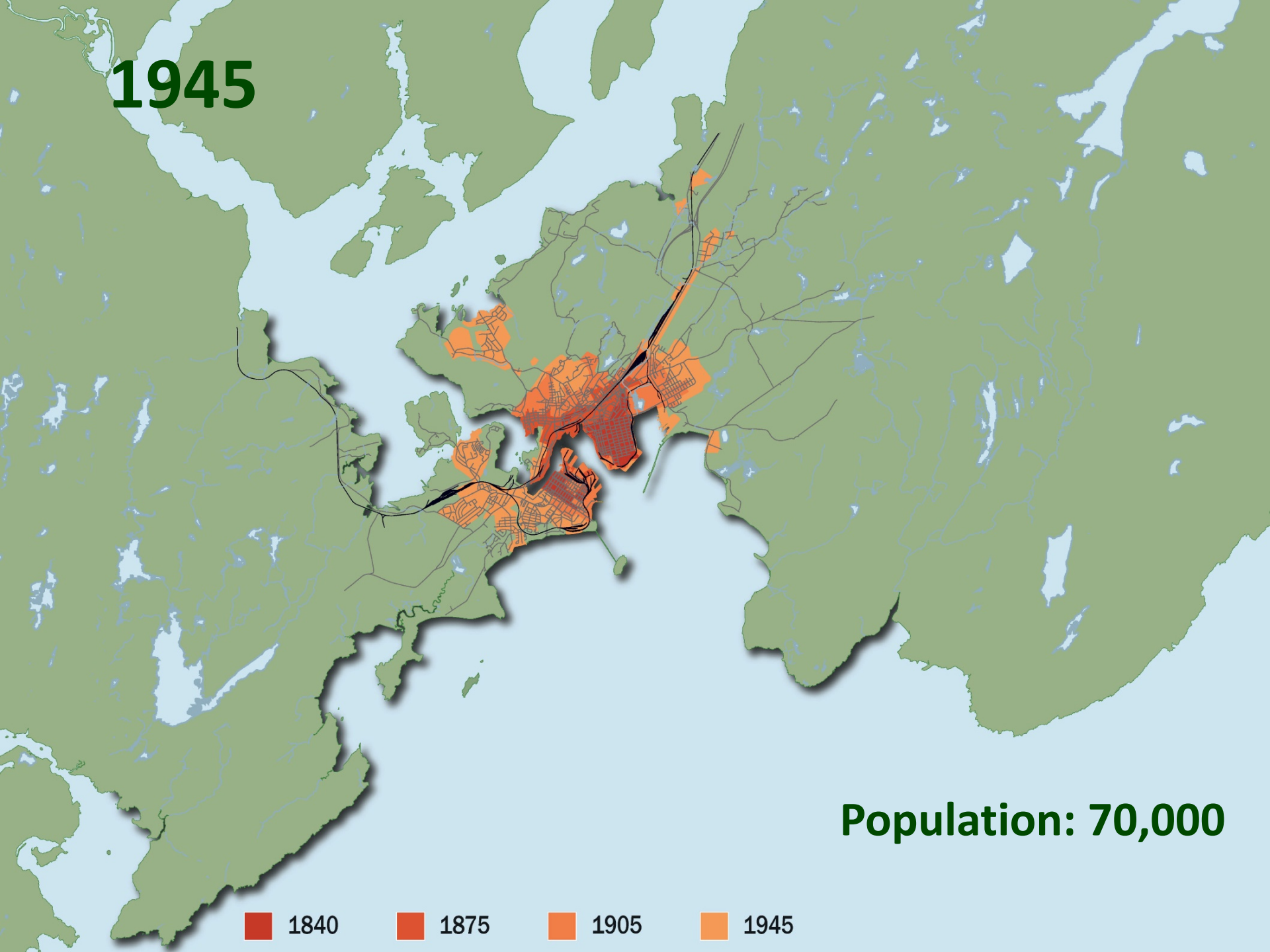
1875

1905

1945



1945



Population: 70,000

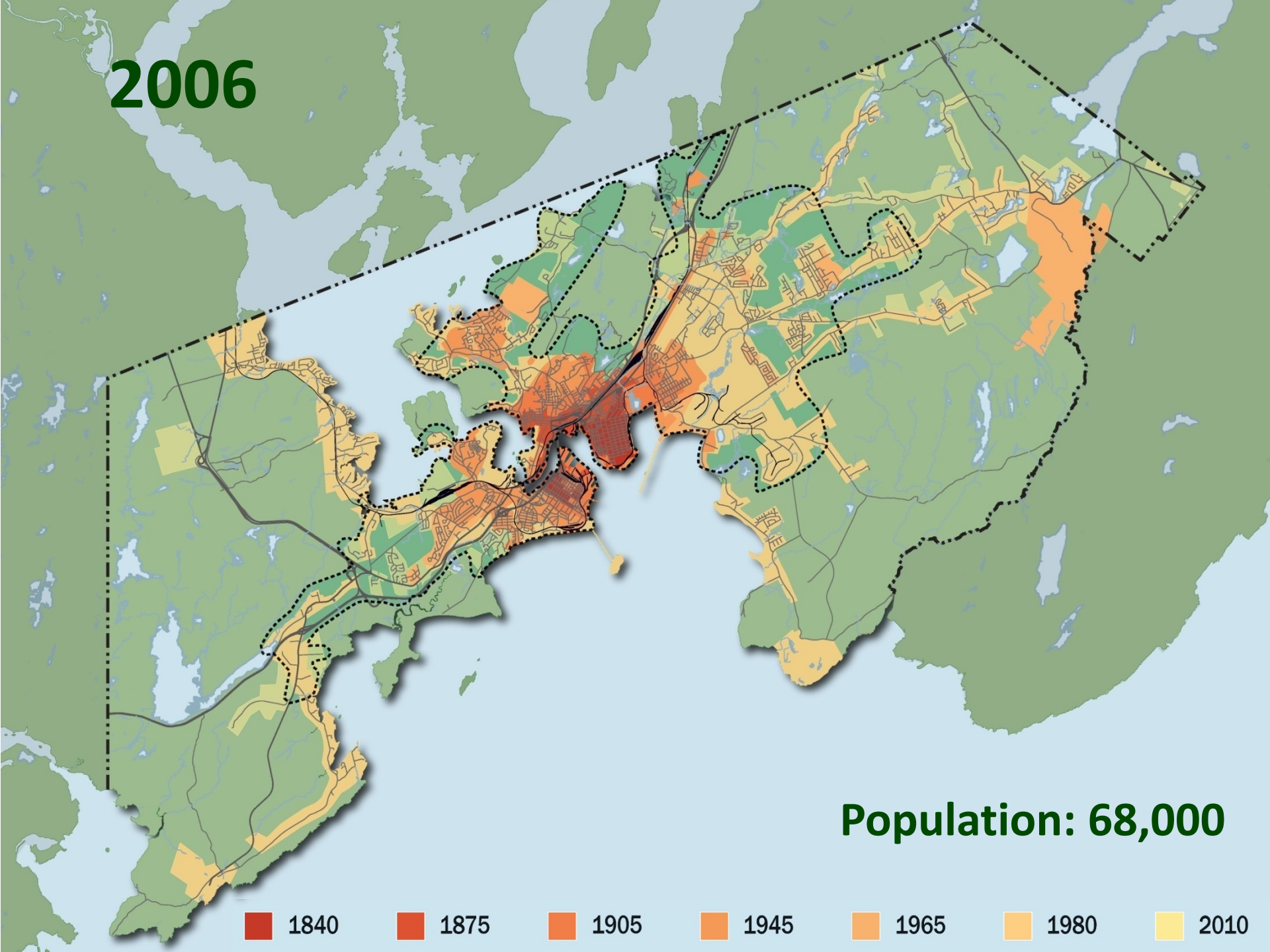
1840

1875

1905

1945

2006



Population: 68,000

1840

1875

1905

1945

1965

1980

2010

We Have More Land & Fewer People

1951
73,100

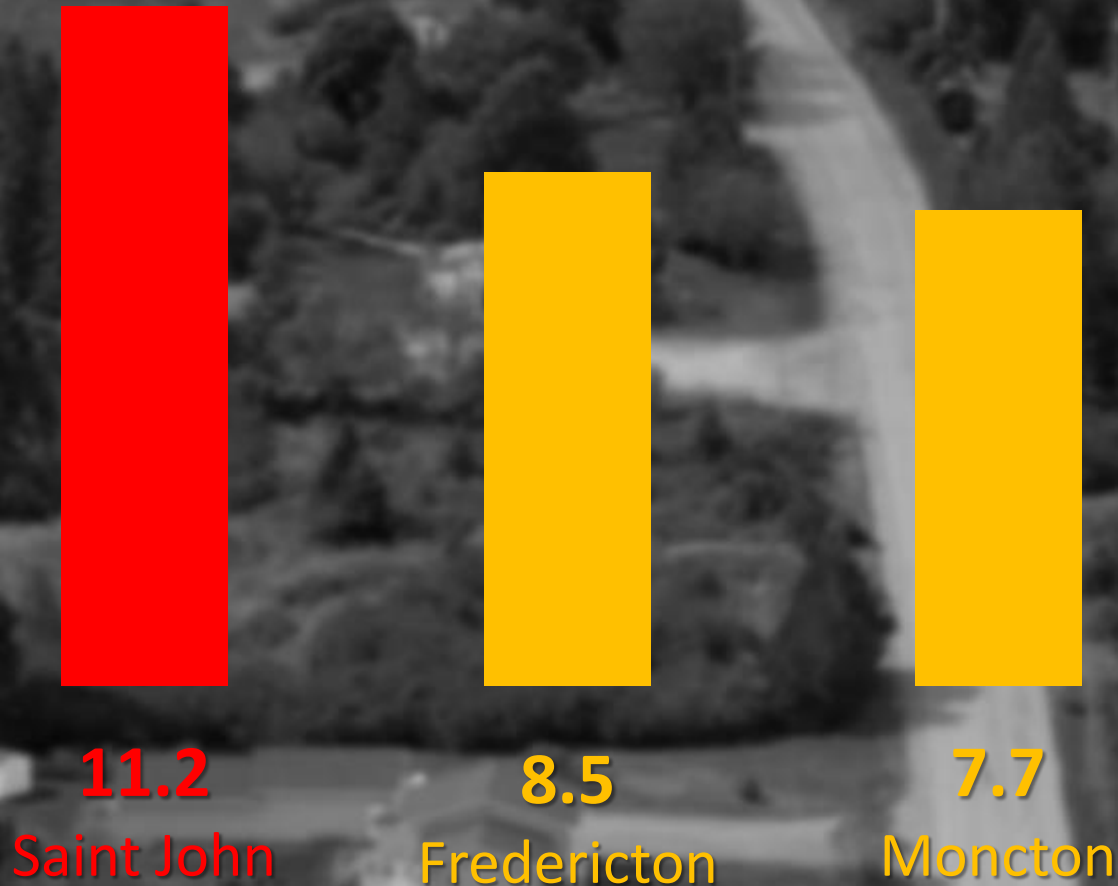
36 km²

2011
70,063

316 km²

More Infrastructure to Maintain

Metre of Road per Resident





1607

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NEW PRICE

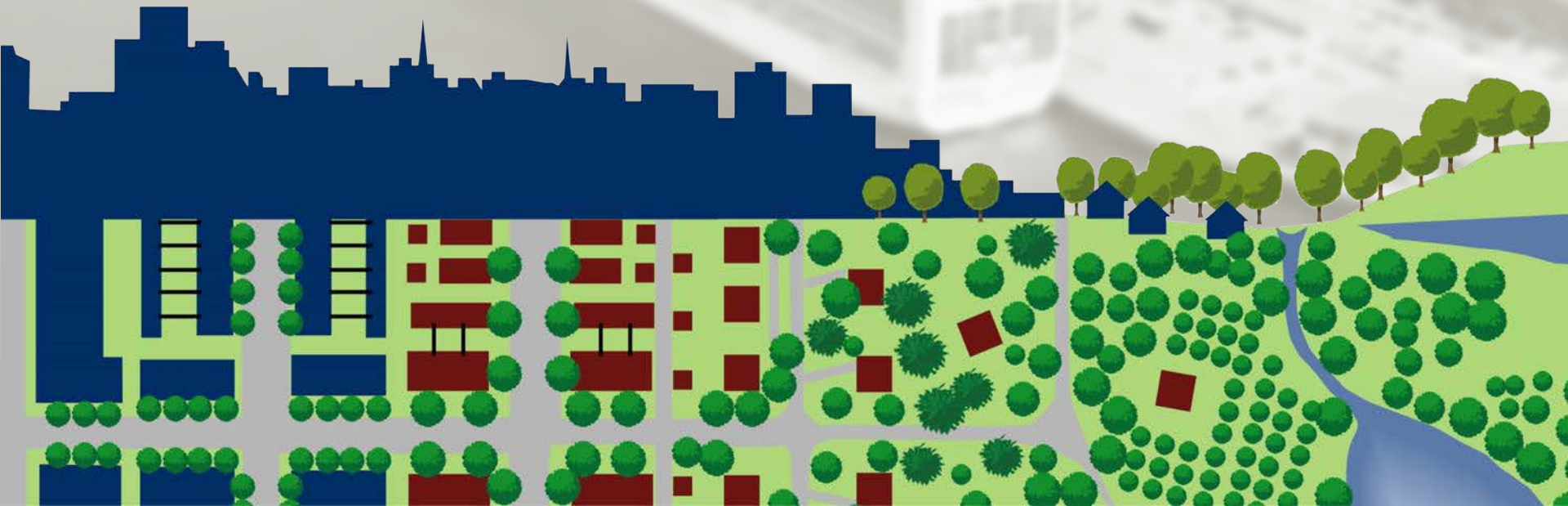
NEW PRICE



Development on the Edge Has Left Vacancy in the Core



moving forward with positive change



Compact Development



Complete Communities

Dense & Walkable

Diverse Housing Mix

Mixed Use

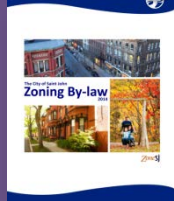
Transportation Options

PlanSJ is Just the
Starting Point

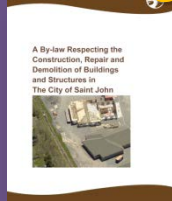


PlanSJ *Implementation*

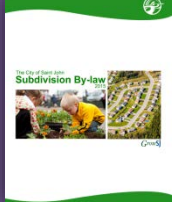
Zoning



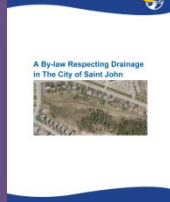
Building



Subdivision



Drainage



TAKING SHAPE



CENTRAL PENINSULA
UPTOWN • SOUTH END • WATERLOO VILLAGE

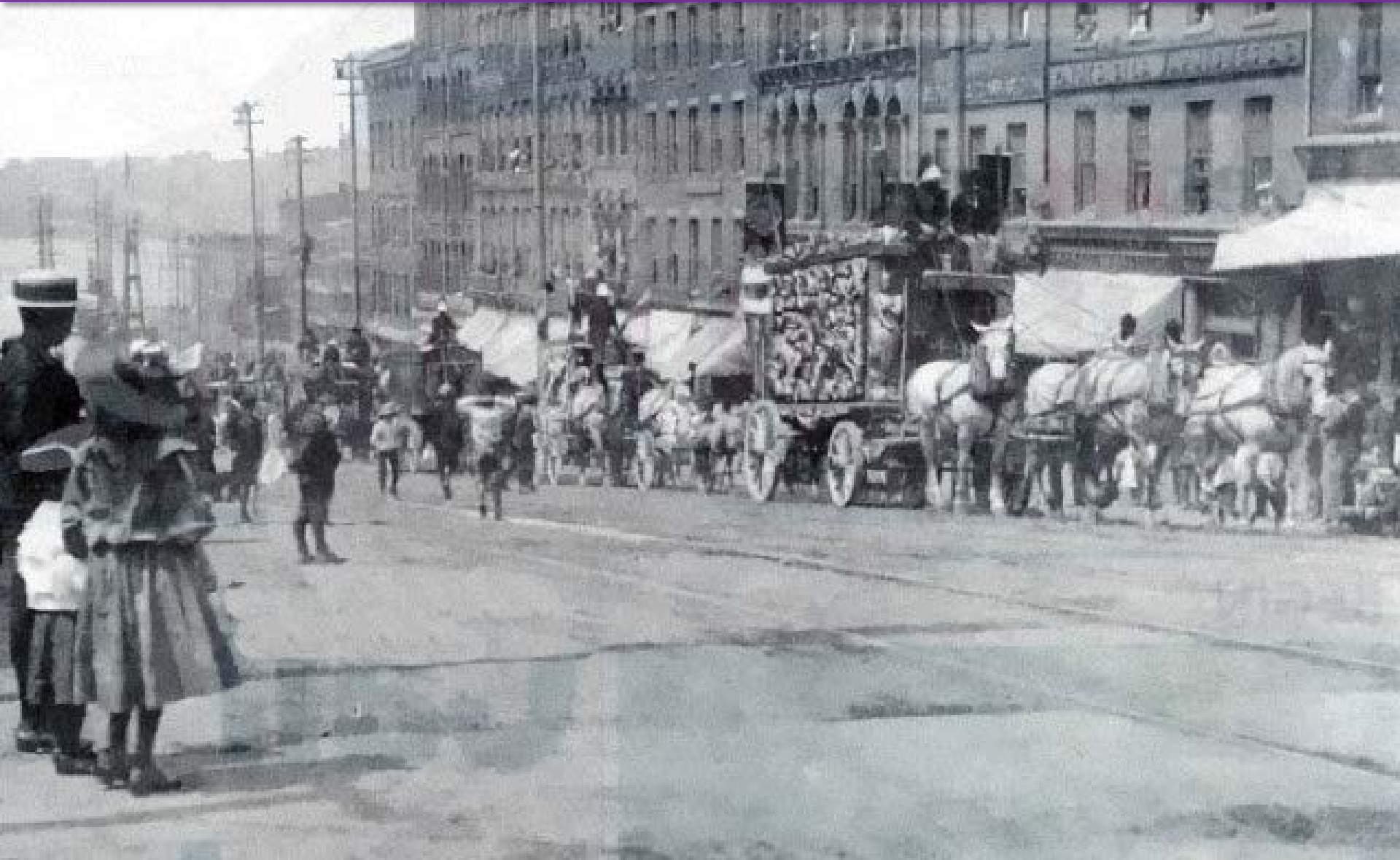


**URBAN
STRATEGIES
INC.**

1 What is the Central Peninsula Neighbourhood Plan all about?



The Central Peninsula Plan is an exciting opportunity to build on Council's recent initiatives to strengthen Canada's oldest incorporated municipality



The goal is to engage the community in a collaborative planning process to create a clear vision & action strategy for how the Central Peninsula should evolve



The plan must consider a range of community perspectives



It must result in targeted urban revitalization, economic development, and improved quality of life for all



The strategy will create a linked set of redevelopment opportunities that build momentum and fuel public and private sector reinvestment



The plan must also explore how the waterfront can deliver new & exciting places to gather, and contribute to the social, cultural and economic health of the city



The plan will result in high-quality new places that successfully integrate with the remarkable heritage and urban character that is found in the Central Peninsula



The plan needs to address areas of disinvestment through strategic public and private sector projects that can improve housing and affordability, and contribute to job growth





2 Why are we undertaking the Central Peninsula Neighbourhood Plan?

PlanSJ calls for detailed neighbourhood planning

- The municipal plan identifies strategic areas for detailed planning
- These neighbourhood plans will include the following:
 - Urban Design Guidelines
 - Research into heritage resources and alternative means of heritage protection
 - Guidelines for integrating new development/redevelopment



PlanSJ has identified three areas for detailed neighbourhood planning



Legend

— Plan Boundary

The Central Peninsula Neighbourhood Plan is the first plan to be undertaken

14,000 jobs

1,100 businesses

More than 8,000 residents

6% of the Metro population

Land area: 2.44 square km

3,700pp/sqkm vs 38pp/sqkm for the Metro Area

Population growth of 15% in Uptown since 2011

26 businesses in information & culture sector

45+ bars & restaurants Uptown

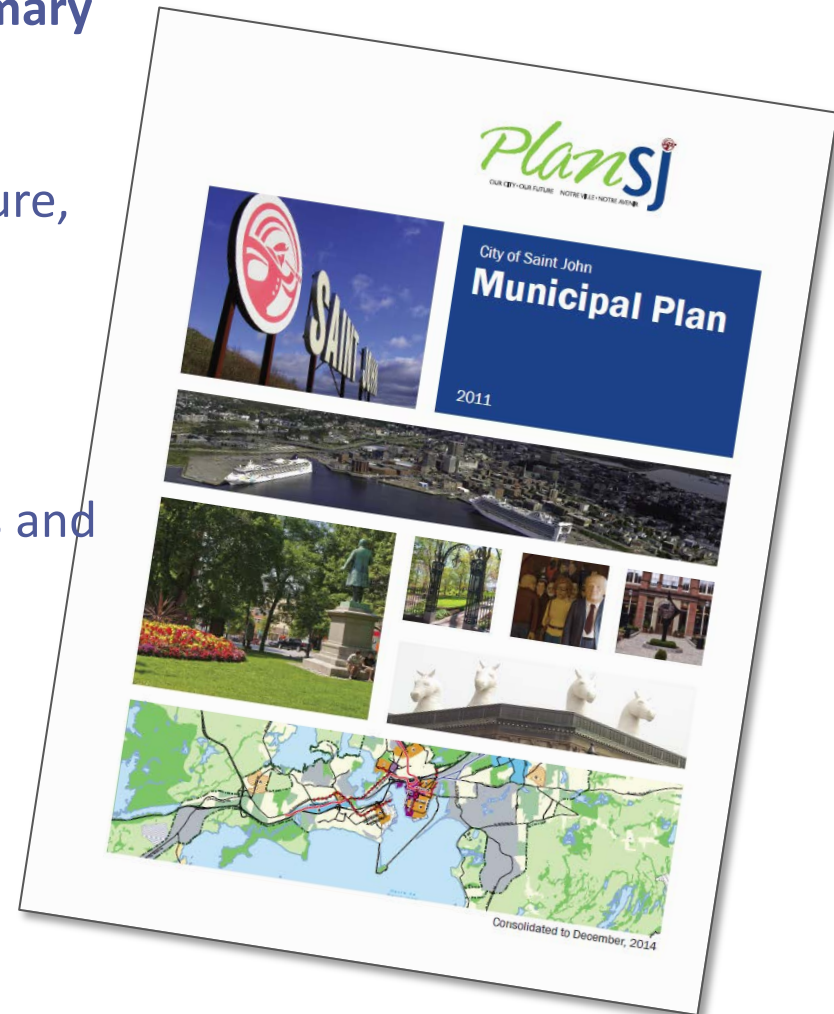
10+ galleries & studios



The policies of PlanSJ recognize and seek to reinforce the important roles that the Uptown Primary Centre plays in the broader city and encourage a more vibrant waterfront

The neighbourhood plan for the Uptown Primary Centre should:

- Reinforce Uptown as a hub for arts and culture, entertainment and tourism
- Protect and promote heritage assets
- Identify park and streetscape improvements and waterfront access
- Identify transportation priorities including public and active transportation
- Outline strategies to accommodate parking
- Promote design excellence



Today, the Central Peninsula offers the greatest concentration of jobs in management, finance, insurance, information and cultural sectors. The plan needs to support these sectors and help to attract new employment generators.



There has been increasing momentum and activity in the Central Peninsula, and Uptown has grown in population by 15% since 2011. The plan needs to support this momentum.



The Central Peninsula's historic fabric is outstanding amongst Canadian cities, and is an enormous asset for the tourism industry. The plan needs to support conservation and reinvestment in heritage stock.



While the peninsula contains remarkable assets, there are 287 vacant properties, covering approximately 137 ha. Vacant properties need to be turned into productive, tax-generating uses to support urban growth and vitality and benefit the entire city.



Cities across North America are reinvesting in their waterfronts, creating vibrant places to live, work and recreate. The plan needs to fully explore the Central Peninsula's waterfront opportunities.

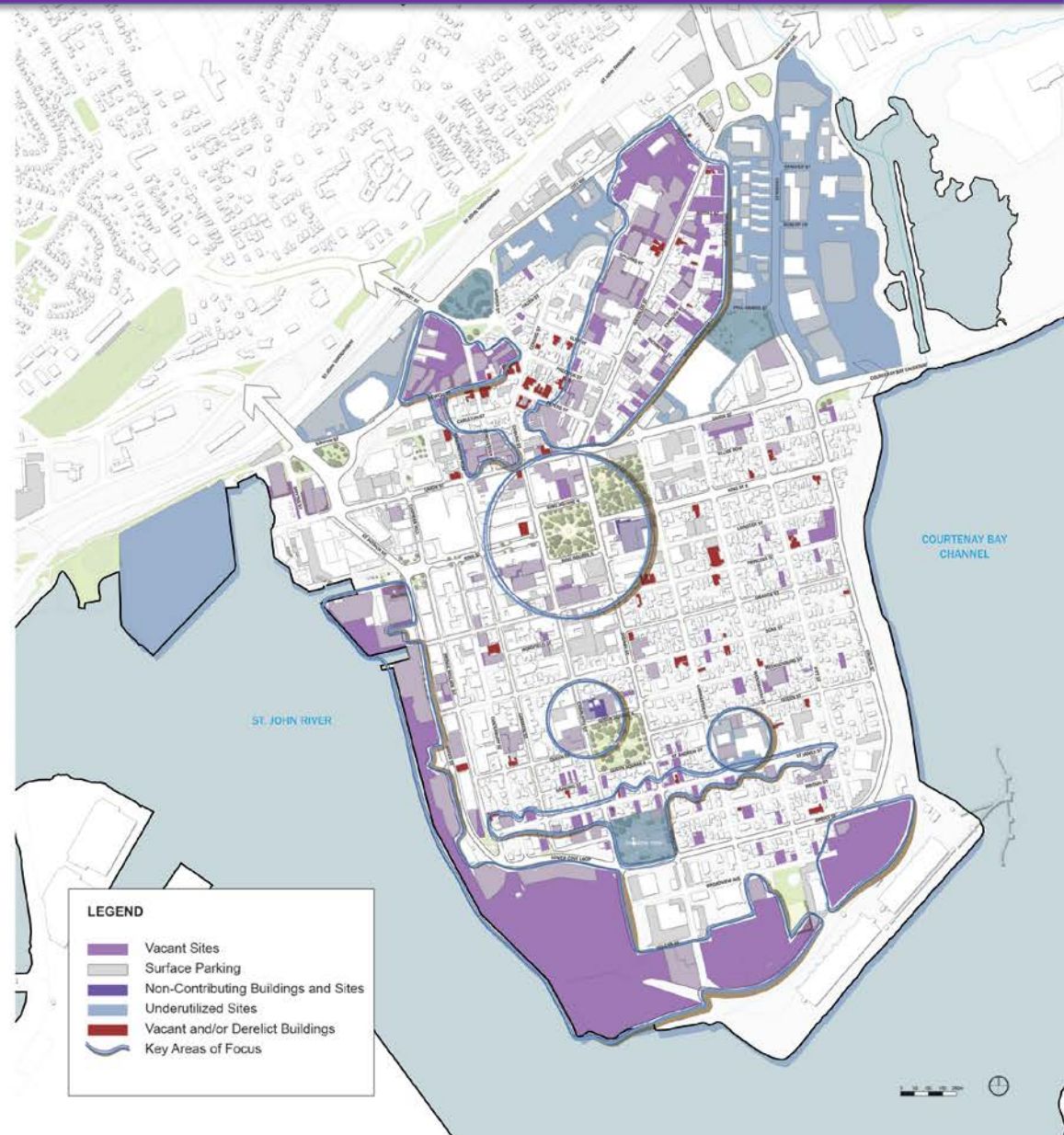


3 What will be produced through the planning process?



The neighbourhood plan will include a place-based analysis

- This analysis will examine existing conditions, emerging trends and opportunities, land use, quality of the public realm, areas of change, areas of stability, heritage, and assets, challenges and opportunities.



The neighbourhood plan will include placemaking concepts

These concepts will demonstrate how infill and other areas of change can transform the peninsula over time.



The manual will provide guidance for infill sites, heritage conservation areas, and new built form and public realm improvements;



Corner pavilion building segments will generally occupy 20m-30m of street frontage with a mandatory 0.0m setback. These are the most significant building segments ideal for architectural foci.

Mid block pavilion building segments will generally occupy 15m-20m of street frontage with a mandatory 0.0 setback

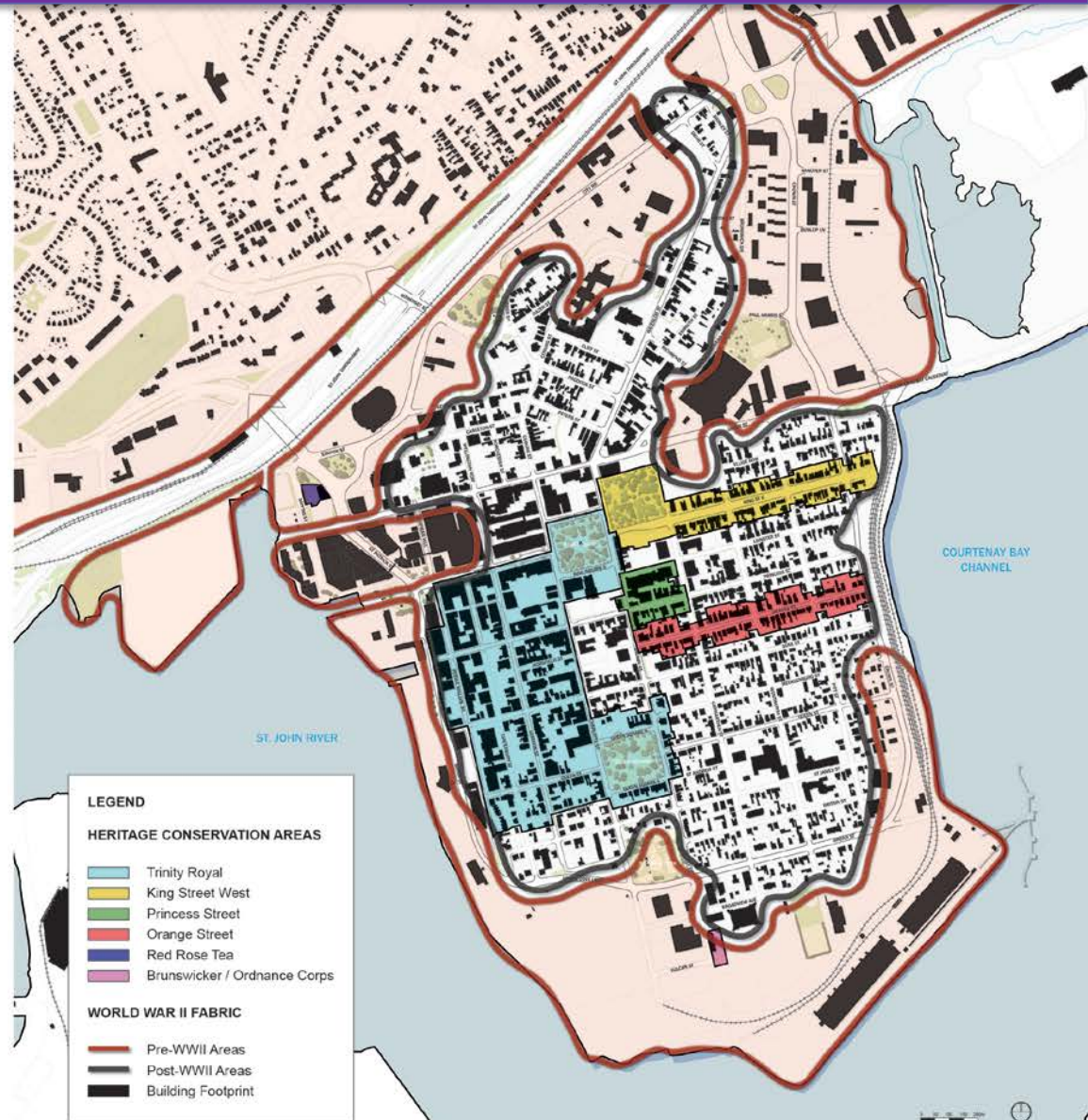
Connector building segments will generally be recessed 1.5m-3.0m from the mandatory setback, creating areas for potential landscape enhancements

The existing 2 storey **Pre-war Main Street Fabric** can be revived through enhancements and potential one or two storey additions

Architectural Focus at
key Intersections and/or
adjacent to park spaces

The neighbourhood plan will include a review and update of the heritage conservation by-law

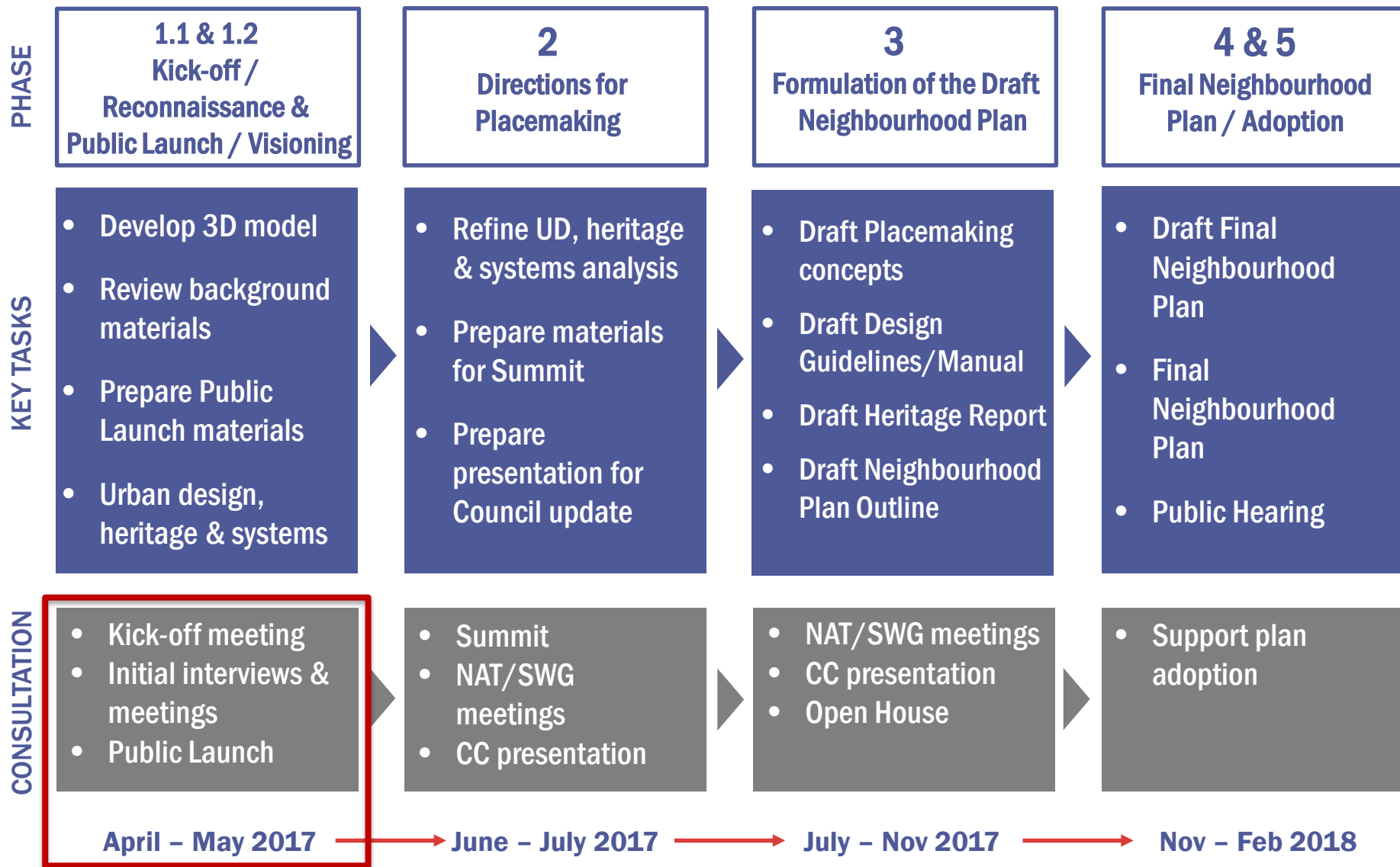
- This will regulate how new development is integrated into a historic built form



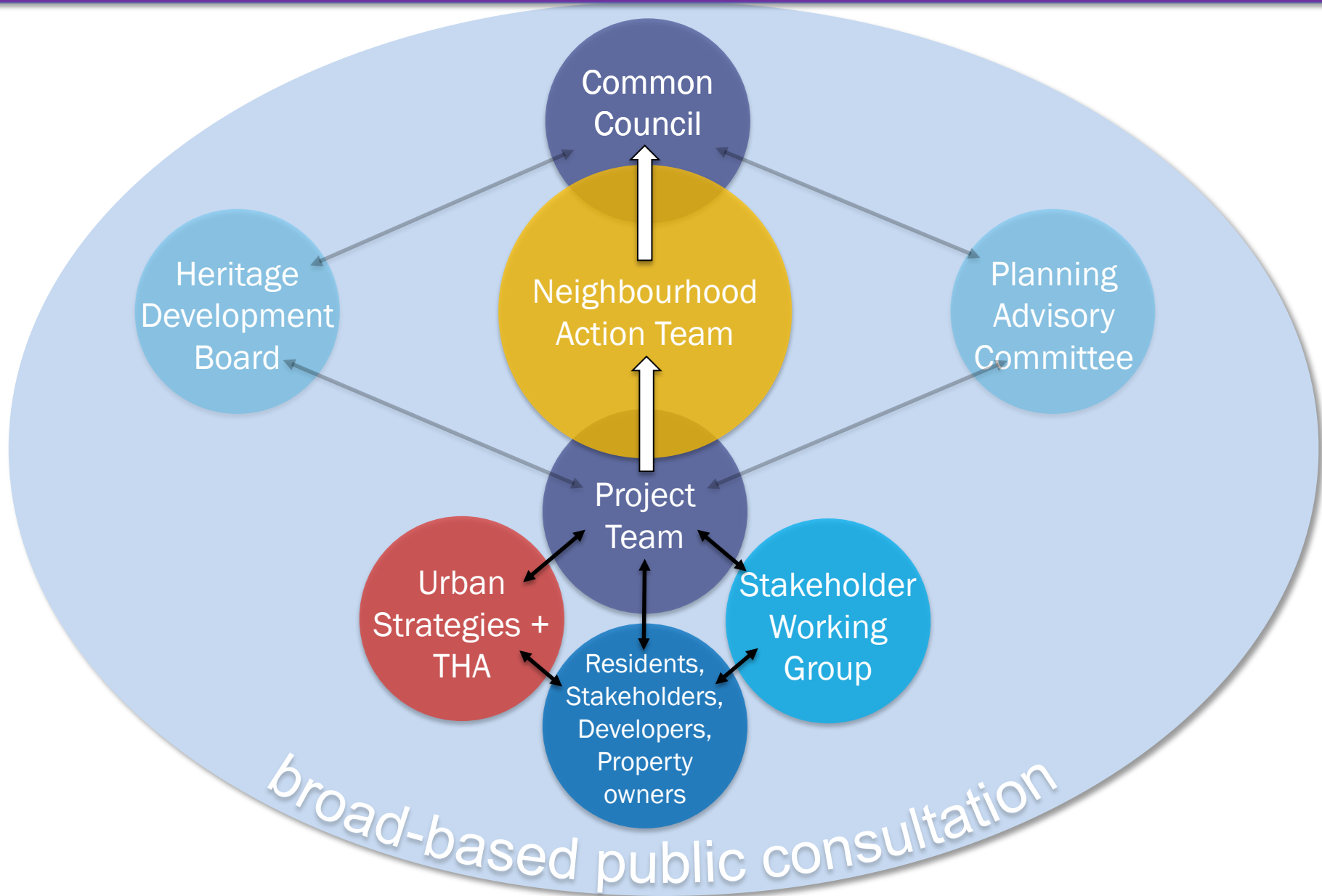


4 Process and collaboration

Process and Timeline



A highly collaborative process intended to include the entire community

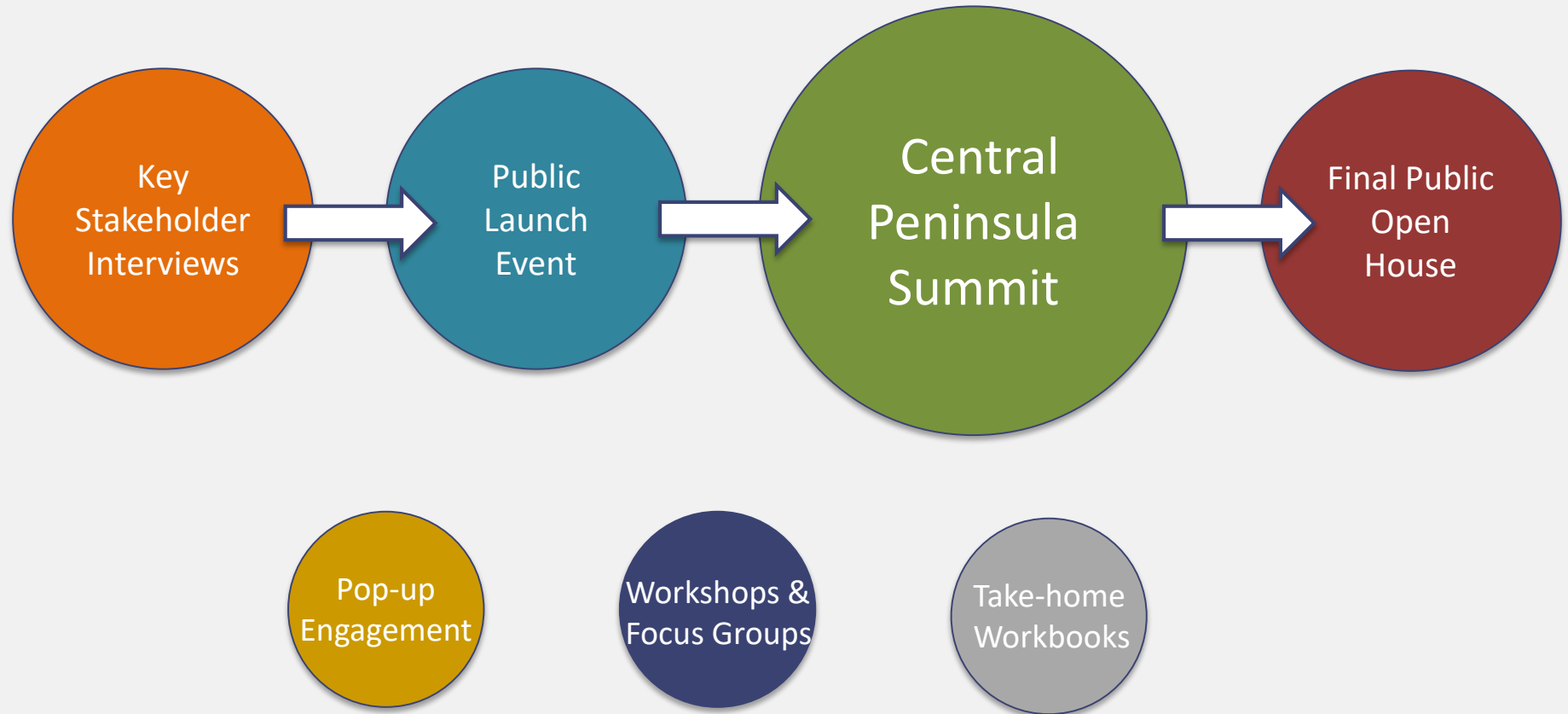


The Neighbourhood Action Team will act as community liaison representatives interacting with the full community, representing community needs and interests, and providing feedback on the development of the plan & the planning process



Back row, from left to right: Ben Appleby, Jeff Roach, Councillor Gerry Lowe, Councillor Donna Reardon, Kay Gillis, Lauchlan Ough. **Front row, left to right:** Milad Pirayegar, Anne McShane, Melissa Wakefield, Sophie McAloon

There are four major consultation events

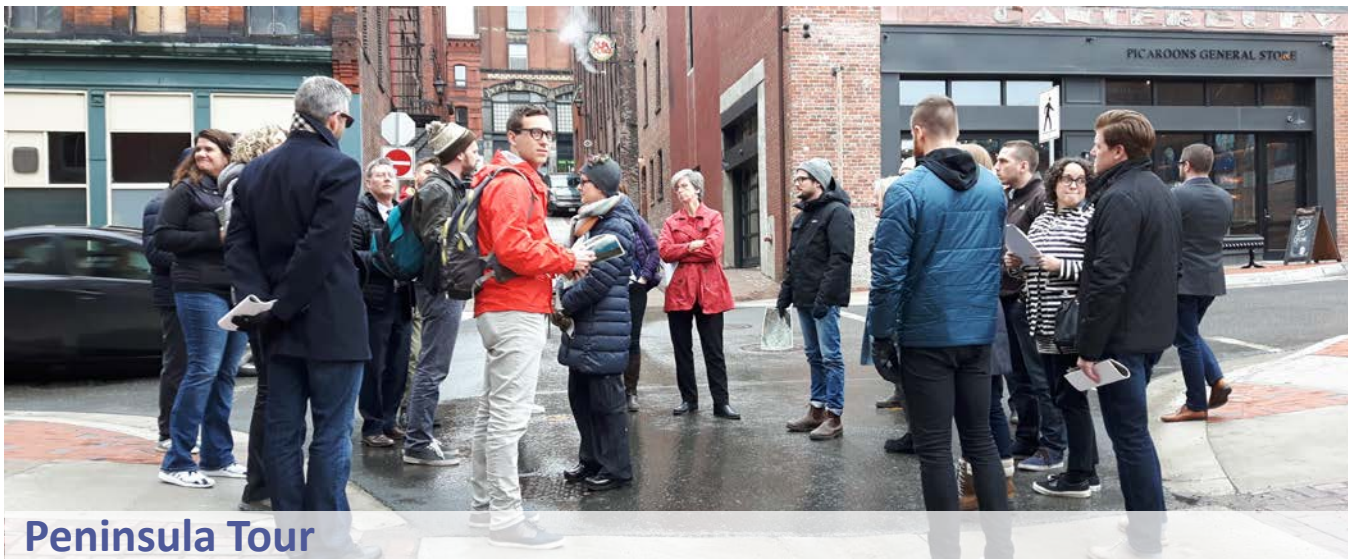


The City will host smaller consultation events between these milestone events to maintain project momentum

Key stakeholder interviews have already started and have and will continue to involved a broad cross-section of Saint John's population to help us understand issues and opportunities for the future.



Interviews



Peninsula Tour

The Launch Event is aimed at kicking the project off, building momentum, and capturing early thoughts and perspectives



The Central Peninsula Summit will be the formative consultation event – a multi-day visioning event aimed at exploring issues and opportunities and placemaking concepts



Visioning sessions



Drawing and placemaking concepts



Issues and challenges presentation

The final neighbourhood plan Public Open House will present the refined placemaking concepts, guidelines and recommended changes to the heritage by-law



Presentation of recommendations



Summarize Summit findings



Continued dialogue with public

What we've heard so far

The Central Peninsula needs a place for big events and festivals!

Heritage building stock is an incredible asset, especially for tourism, but it can be a barrier regarding development

We need more amenities to attract people and families

We need to improve the entryways to the Peninsula. They're awful.

We need greater access to the waterfront.

There's no strategy to deal with vacant land.

Entrepreneurship is key to economic growth. The plan needs to support this type of activity.

Baby boomers and millennials are drawn to the peninsula because it's urban, walkable, funky, and there's lots of things to do

Let's hear from four inspirational speakers from our Neighbourhood Action Team about their aspirations for the future of the Central Peninsula

Tonight, we'd like to hear from you!!

**There are many ways to
stay involved and
informed!!**

Visit the project website at www.TakingShapeSJ.ca for information, upcoming events, and to provide input

TAKING SHAPE LA VISION PREND FORME

coUrbanize

Explore Projects

How It Works

Jeffrey ▾

Central Peninsula Neighbourhood Action Plan Saint John, NB

MAP INFO UPDATES TIMELINE COMMENTS

What's great about the Central Peninsula — and what could be even better?

Add Your Idea

CATEGORIES

What's great
What's missing
What could be better

Sort by:

Most popular ▾

Category:

All ▾



Natalia Hicks

May 15, 2017

We've had people living in the South End as for a communal waste drop off spot. This would include furniture and large item disposal, a take one, leave one "shed" items that are still in good condition,... [Read more](#)

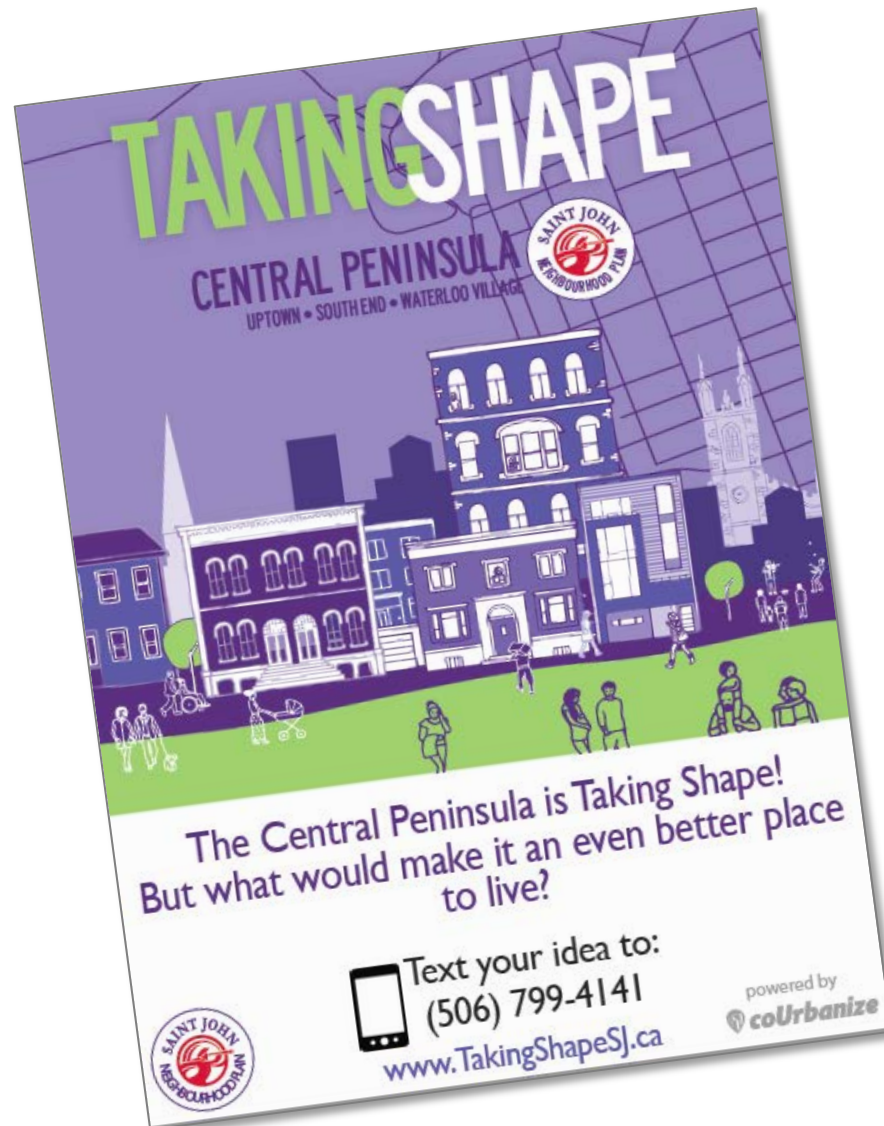
What's missing

English

97 Followers
220 Comments



Be on the lookout for signs placed throughout the Central Peninsula which enable you to provide feedback via text message



Join us for the Central Peninsula Summit – July 6-8, 2017



Share your thoughts!!

Visit the panels around the room and provide your input on a series of initial questions about the Central Peninsula and informally share your thoughts and ideas with the project team

- **Dotmography:** Utilize green and red dots to identify places you love and places that need improvement. Green is good, red needs some improvement.
- **Sticky Note Boards:** Explain why you like the places you like, and why you don't like the places that need improvement.

Thank you, and please visit the display panels!!

